



#100425

MEMORANDUM

TO: David A. Hulseberg, Village Manager

FROM: William Heniff, AICP
Director of Community Development

DATE: September 16, 2010

SUBJECT: SPA 10-02ph 215 E Roosevelt Road (CD One-Price Cleaners)

This petition is requesting site plan approval of a deviation from the Lombard Sign Ordinance to increase the maximum allowable area of a wall sign to 88.4 square feet. As you are aware, the Plan Commission reviewed this petition at their August 16, 2010 meeting and recommended denial.

At the September 2, 2010 Board of Trustees meeting, the Board continued the petition until the September 16, 2010 meeting so that the petitioner could consider and submit an alternate sign plan that was closer to compliance with the Sign Ordinance provisions. The petitioner has now submitted a revised wall sign plan that is approximately 48 square feet in sign area.

In further review of the latest signage proposal, staff reviewed the signage with the Trustee of the District and the following comments are offered:

1. The petition's reconfigured sign mass is more compact relative to the overall wall elevation.
2. The overall sign size is about 1.5 times the maximum sign size allowed by code. In consideration of a previous approval for the Carson's Center, wall sign relief of up to 1.5 times the linear front footage was approved for that center. This relief also is intended to strike the balance between the maximum size for wall signs that are greater than 120 feet from the front property line.
3. The petitioner is proposing a significant amount of text to be incorporated into the overall graphic. Using "Sign Graphics and the Law" publication, for a sign to be legible for passing motorists, the sign's area should be at least 20 to 50 square foot in area. This signage will fall within this provision and will strike the balance between not being overly excessive and being legible.

Given these additional findings, the Trustee of the district requests that SPA 10-02ph be approved with a cap on the overall sign area of 48 square feet and shall be consistent with the attached sign exhibit.