

May 24, 1999

Mr. William J. Mueller,  
Village President, and  
Board of Trustees  
Village of Lombard

**Subject: PC 99-04; 1141 S. Main Street (Hobby Lobby)**

Dear President and Trustees:

Your Plan Commission transmits for your consideration its recommendation regarding the above-referenced petition. This petition requests an amendment to the Lombard Pines Shopping Center Planned Development (Ordinance Number 2555) and exceptions to the Lombard Sign Ordinance in order to permit one (1) tenant (Hobby Lobby) to have more wall signage than allowed by Code.

After due notice and as required by law, the Plan Commission conducted a public hearing for this petition on February 15, 1999. At that meeting, however, the Plan Commission decided to continue the petition to the May 17, 1999 meeting. The following is a summary of both meetings.

At the February 15, 1999 meeting, Carl Justin, representing Hobby Lobby, 5 S. 620 Beau Bren Boulevard, Naperville, stated Hobby Lobby was a new entity in the Chicagoland area. He stated the businesses entered the market about a year and a half ago. He stated not too many people know their business and therefore it is necessary to have the additional department signage. He stated he believed the additional signage was consistent with the signage at the Jewel/Osco and the Enchanted Castle. Mr. Jensen stated he believed the current signage is not distasteful and did not deter from the area.

George Vytlačil, of North Shore Signs, 1925 Industrial Drive, Libertyville, stated North Shore Signs installed the signs for Hobby Lobby and another company made the signs. He stated he had a background in graphic design and believed the signs fit the shopping center. He stated, according to the staff at North Shore Signs, there was some confusion at the time of permits what was allowed and what was not allowed.

Re: PC 99-04

May 26, 1999

Page 2

There was no one present to speak in favor of or in opposition to the proposal.

Nancy Hill, AICP, Planner II, presented the staff report. First, Ms. Hill summarized the request and explained why the petitioner was making the request. She stated staff did notify the shopping center that there was a code violation and that Hobby Lobby could remedy the situation by amending the Planned Development or removing the department signs. Since there are quite a few vacant tenant spaces, staff believed it is was an opportune time to look at signage for the entire shopping center comprehensively. Therefore, staff recommended denial of the petition.

Chairperson Ryan opened the public hearing for discussion and questions by the Plan Commission.

Commissioner Olbrysh asked if the petition were denied, would Hobby Lobby have to remove their signs immediately. Ms. Hill responded by stating they would have a certain amount of time to bring the signs into compliance with the Sign Ordinance.

Commissioner Kramer stated she was concerned about these signs, as the Hobby Lobby sign is very eye catching, but she believes it is too big. The shopping center should look at signage comprehensively, as she thought a continuance would be beneficial to all parties involved.

Commissioner Olbrysh stated he agreed. He recommended staff and Hobby Lobby meet with Sackar Company to get a consistent look for all signage in the shopping center.

Commissioner Broderick stated he thought the sign was unobtrusive and was an improvement over the signs that had been there in the past.

Commissioner Kramer stated a long continuance may be necessary in order for all parties to come to an agreement.

Janet Petsche reminded the Commissioners that in their motion they should set a reasonable date for the petitioners to return with their request.

The Plan Commission voted to continue the public hearing until May 17, 1999 and directed the staff to meet with Hobby Lobby and Sackar Company to work

Re: PC 99-04

May 26, 1999

Page 3

out an appropriate amendment to the Planned Development to address signage throughout the entire shopping center.

At the May 17, 1999 Plan Commission meeting, Carl Jessen, Hobby Lobby Regional Store Manager, 5S 620 Beau Bren Boulevard, Naperville, presented the petition. He stated that Hobby Lobby would like to continue to keep the four department signs. He stated Hobby Lobby believes that the department signs enhance their business, are attractive and consistent with the other shopping center tenants.

There was no one present to speak in favor of or in opposition to the proposal.

Nancy Hill referred to her staff memo directed to the Plan Commission. She stated that in the original staff report, dated February 15, 1999, staff had recommended denial of this petition for several reasons. Ms. Hill reminded the Plan Commission that the petition was continued to this meeting. Ms. Hill also reminded the Commission that they directed staff to meet with Hobby Lobby and Sackar Company to discuss the petition and signage in the shopping center.

Ms. Hill stated that since the last meeting, staff has met with representatives of Hobby Lobby, the Baby's Room, and the Sackar Company. At that meeting, the issues regarding the planned development amendment were discussed. Through that discussion, staff and the Baby's Room came to an agreement about the appropriate signage at that tenant space and a planned development amendment for the Baby's Room signage will no longer be necessary. Also at that meeting, Sackar Company agreed to work with staff to address signage in the shopping center comprehensively, if Hobby Lobby's petition would not be held up and still be addressed at the May 17, 1999 Plan Commission meeting. For informational purposes only, at that meeting, Sackar Company noted that they had been in negotiations with White Castle to arrange cross access between the restaurant and the shopping center.

Ms. Hill stated that Hobby Lobby would still like to keep the signage as it is today. She then stated that many of the reasons staff originally recommended denial of the petition have been addressed or will be addressed. Now staff has some concerns about the size of the Hobby Lobby signage. The larger signage may encourage other businesses and nearby shopping centers to make similar requests. Staff believes a sensible alternative is to increase the number of wall signs allowed on the west elevation from 1 to 5 signs, but to specify that the

Re: PC 99-04

May 26, 1999

Page 4

combined area of all wall signs on that elevation shall not exceed 400 square feet.

Commission Olbrysh asked staff, regarding the meeting with Sackar Company, could the shopping center have larger signage if staff works with them. Ms. Hill explained that larger signs were a possibility.

Commissioner Sweetser stated that allowing the existing Hobby Lobby signs could set a precedent for others. Commissioner Kramer agreed and referred to the Enchanted Castle and Jewel store. She stated that those facilities also have the department signs. Commissioner Kramer then stated that this is an awkward situation because the Hobby Lobby signs are already up.

Commissioner Sweester asked how staff determined that 400 square feet was an appropriate square footage. Ms. Hill stated that is the maximum square footage for one wall sign that Hobby Lobby would be allowed.

Commissioner Kramer suggested Hobby Lobby reduce the size of the Hobby Lobby sign and to keep the department signs.

After due consideration of the petition and the testimony presented, the Plan Commission found that the requested Planned Development amendment complies with the standards of the Zoning Ordinance. Therefore, the Plan Commission, by a roll call vote of 6 to 0, recommended approval of PC 99-04, subject to the following conditions:

1. The petitioner may increase the number of wall signs allowed from 1 sign to 5 signs, but the combined area of all wall signs shall not exceed the combined, maximum area of 400 sq. ft.
2. This Planned Development amendment shall apply only to the tenant space currently occupied by Hobby Lobby and commonly referred to as 1141 S. Main Street.

Re: PC 99-04  
May 26, 1999  
Page 5

Respectfully,

**VILLAGE OF LOMBARD**

Donald F. Ryan  
Chairperson  
Lombard Plan Commission

NMH:DAH:jd  
att-

c. Petitioner  
Lombard Plan Commission

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