

VILLAGE OF LOMBARD
REQUEST FOR BOARD OF TRUSTEES ACTION
For Inclusion on Board Agenda

Resolution or Ordinance (Blue) _____ *Waiver of First Requested*
 X Recommendations of Boards, Commissions & Committees (Green)
Other Business (Pink)

TO: PRESIDENT AND BOARD OF TRUSTEES
FROM: David A. Hulseberg, Village Manager *DAH*
DATE: August 25, 2010 (BOT) Date: September 2, 2010
TITLE: SPA 10-02ph: 215 E. Roosevelt (V-Land Highland/Roosevelt Planned Development)
SUBMITTED BY: Department of Community Development *WA*

BACKGROUND/POLICY IMPLICATIONS:
Your Plan Commission transmits for your consideration its recommendation relative to the above-mentioned petition. This petition requests site plan approval of a deviation from Section 153.505(B)(19)(b)(1)(a) of the Lombard Sign Ordinance to increase the maximum allowable area of a wall sign from thirty-two and one half (32.5) square feet to eighty-eight and four-tenths (88.4) square feet in the B4APD Roosevelt Road Corridor District, Planned Development.

The Plan Commission recommended denial. The petitioner is requesting an appeal of the Plan Commission's decision.

Please place this item on the September 2, 2010 Board of Trustees agenda.

Fiscal Impact/Funding Source:

Review (as necessary):

Village Attorney X _____ Date _____
Finance Director X _____ Date _____
Village Manager X *David A. Hulseberg* _____ Date 8/25/10

NOTE: All materials must be submitted to and approved by the Village Manager's Office by 12:00 noon, Wednesday, prior to the Agenda Distribution.

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MEMORANDUM

TO: David A. Hulseberg, Village Manager

FROM: William Heniff, AICP
Director of Community Development *WH*

DATE: September 2, 2010

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

Attached please find the following items for Village Board consideration as part of the August 19, 2010 Village Board meeting:

1. Plan Commission referral letter;
2. IDRC report for SPA 10-02ph;
3. Plans associated with the petition.

A public hearing was held before the Plan Commission on August 16, 2010 for a site plan approval for a sign deviation to increase the maximum allowable area of a wall sign from thirty-two and one half (32.5) square feet to eighty-eight and four-tenths (88.4) square feet. The Plan Commission unanimously denied the request. Pursuant to Section 155.504 (C) of the Lombard Zoning Ordinance, the petitioner has the right to appeal the Plan Commission's decision to the Village Board. Attached is the letter from the petitioner requesting the appeal. The Plan Commission recommends denial of the site plan approval.

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DOYLE SIGNS INC.

General Sign Contractors

232 INTERSTATE ROAD
ADDISON, ILLINOIS 60101
PHONE: 630-543-9490
FAX: 630-543-9493

8/23/10

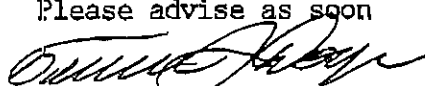
Village of Lombard Community Development Dept.
255 E. Wilson
Lombard, IL 60148-3926

Att; Mr. Bill Heniff, Community Development Director

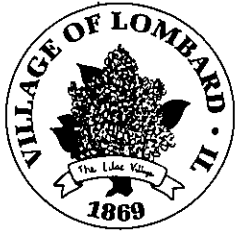
Re: An appeal of the Plan Commission Decision in regard to
CD One Price Cleaners at 215 E, Roosevelt Rd.

Dear Mr. Heniff,

Please regard this letter as our formal request to appeal the recommendation for denial by the Plan Commission at the August 16th., 2010 meeting in connection with SPA-10-02ph for CD One Price Cleaners at 215 E. Roosevelt Rd. in Lombard. We request that we be considered for review at the next board meeting on Thursday, Sept.2nd., 2010. Please advise as soon as possible.



Terrence J. Doyle
President



VILLAGE OF LOMBARD

255 E. Wilson Ave.
Lombard, Illinois 60148-3926
(630) 620-5700 Fax (630) 620-8222
www.villageoflombard.org

Village President
William J. Mueller

Village Clerk
Brigitte O'Brien

Trustees

Greg Alan Gron, Dist. 1
Keith T. Giagnorio, Dist. 2
Zachary C. Wilson, Dist. 3
Dana L. Moreau, Dist. 4
Laura A. Fitzpatrick, Dist. 5
William "Bill" Ware, Dist. 6

Village Manager
David A. Hulseberg

"Our shared Vision for Lombard is a community of excellence exemplified by its government working together with residents and businesses to create a distinctive sense of spirit and an outstanding quality of life."

"The Mission of the Village of Lombard is to provide superior and responsive governmental services to the people of Lombard."

September 2, 2010

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

Subject: SPA 10-02ph; 215 E. Roosevelt (V-Land Highland/Roosevelt Planned Development

Dear President and Trustees:

Your Plan Commission transmits for your consideration its recommendation regarding the above-referenced petition. The petitioner requests site plan approval of a deviation from Section 153.505(B)(19)(b)(1)(a) of the Lombard Sign Ordinance to increase the maximum allowable area of a wall sign from thirty-two and one half (32.5) square feet to eighty-eight and four-tenths (88.4) square feet in the B4APD Roosevelt Road Corridor District, Planned Development.

After due notice and as required by law, the Plan Commission conducted a public hearing for this petition on August 16, 2010.

Terry Doyle of Doyle Signs, 232 Interstate Road, Addison, IL, is representing the contract for CD One Price Cleaners. CD One Price Cleaners opened their 215 E. Roosevelt location in April 2008. The location is a high profile location and should generate a reasonable amount of business. This location has been struggling to survive. The people that operate CD One Price Cleaners have 30 stores in the metro area. This particular location is 18% below average revenue than the 5 other stores that are located closest to the Lombard area. The most apparent difference is that the Lombard store has the smallest exterior identification sign of all 30 locations. When considering that this location is in the Roosevelt Road Corridor, is set back 75 feet from the property line and has a façade area of 837 square feet you would expect that this business would be allowed a sign that is somewhat larger than the Village Code permits. The Village Code states that if your business is located in the B4A District, the size and scale is greater than what is permitted in other districts. This sounds reasonable and appropriate. If you are a small business with 32'6" of frontage on Roosevelt Road and are setback 75 feet from the property line,

the same ordinance restricts your wall sign area to the same size sign of that of a business (on the sidewalk) of the B5 District. This does not make sense and is the complete opposite of what the ordinance states. The existing sign for CD One Price Cleaners is less than 4% of the façade area of the storefront façade. It's too small. It should be larger than a sign permitted in the downtown with the same frontage. The proposed replacement sign is composed of a 3'6" opaque logo with silhouette illumination and a set of individual "CD One Price Cleaners" illuminated letters. The Village interpretation is that the sign is 88.4 square feet of area (in a rectangle). This includes 42.3 square feet of blank brick wall. If you measure the area of the actual sign it is only 46.1 square feet. Is that too much to ask for if the sign is in the Roosevelt Road Corridor and set back 75 feet? The 75 foot setback is 62% of the 120 foot setback where the ordinance allows the sign to automatically double in size. The ordinance agrees that the further the sign is set back the more difficult it is to read. If the sign area permitted in the B5 downtown (for businesses located at the sidewalk) is the same size that is allowed for a business on Roosevelt Road, it makes sense to allow an increase in sign area and not restrict every business that doesn't have a 120 setback to the size allowed in the B5. It doesn't make any sense and the ordinance is an imperfect guideline for sign sizes, especially wall signs.

Mr. Doyle stated that the staff report indicates that we have not met the standards for variations, more specifically 1, 2 and 4. He referred to standard #1 and stated that it is unfair that the signage is more restricted at their location than it is in the downtown central core. It is a hardship to a business located on Roosevelt Road. Referring to standard #2, he mentioned another sign variation that was granted to the business to the west. He stated that the variation was granted for a 160 square foot sign with only 60 feet of frontage. The CD building façade is 28' in height and the sign is lost in the façade. Referring to standard #4, he stated that the hardship is caused by the ordinance because it limits the size of a sign on Roosevelt Road to that of a sign in the downtown business core (located at the sidewalk), obviously contradicting statements of both zoning districts.

Mr. Doyle then referred to the photos and architect line drawings of the sign and stated that the photos are all in scale and that you can see the existing and proposed signs. It's the same size sign that exists on another CD One Price Cleaners on Roosevelt Road about 5 miles to the west. We believe that it is a reasonable request based upon the setback, size of the façade and surrounding conditions on the Roosevelt Road location. Unfortunately, CD One Price Cleaners has a handicap because their name is long, but all other conditions are reasonable for the variation request.

Chairperson Ryan asked if anyone was present to speak in favor or against the petition.

Chairperson Ryan then requested the staff report.

Chris Stilling, Assistant Community Development Director, presented the staff report. Doyle Signs is proposing to replace an existing wall sign and install a larger wall sign for the tenant space being occupied by CD One Price Cleaners located at 215 E. Roosevelt Road. The proposed sign on the building's front façade is approximately eighty-eight and four-tenths (88.4) square feet where a maximum of thirty-two and one half (32.5)

square feet is permitted by the Sign Ordinance. Therefore, a site plan approval with a deviation for sign size is required.

The existing CD One Price Cleaners is seeking to replace their existing wall sign with a larger sign of similar design. The existing sign is approximately 32.5 square feet in area which is the maximum allowed by code. The petitioner is seeking to increase the size of the sign to 88.4 square feet in area.

In the B4A Roosevelt Road Corridor District, when a tenant's wall sign is less than one-hundred twenty feet (120') from the nearest property line, the maximum size of a wall sign for a multi-tenant unit is one times the lineal front footage of the tenant space. As the proposed wall sign will be approximately seventy feet (70') from the front property line along Roosevelt Road and the tenant space is approximately thirty-two and one half (32.5) lineal feet, the tenant would be entitled to thirty-two and one half (32.5) feet of signage area.

The petitioner's proposed wall sign on the building's front façade is approximately eighty-eight and four-tenths (88.4) square feet. In the Standards to Variations, the petitioner states that the request for additional square footage is to allow the wall sign to be more legible as thirty-two and one half (32.5) feet of signage area is not effective or easily readable from Roosevelt Road.

In 2006, staff initiated PC 06-26, which proposed text amendments to the Sign Ordinance to clarify that the area of a wall sign should be calculated as the smallest rectangular shape that could completely enclose the sign. Staff had historically performed the calculations of signage area in the same manner. These amendments were proposed and adopted to prevent applicants from using another geometric shape, such as a polygon, as the basis for additional signage area.

The proposed sign contains the business' name "CD One Price Cleaners" as well as the corporate logo. The logo itself is three-and one-half feet in height, while the text is twenty (20) inches in height. The relative size of the logo is the direct cause of the excessive square footage. Wall signage relief had been granted to the Buffalo Wild Wings located to the west at 207 E Roosevelt (SPA 08-02ph). In that case, the wall signage was supported because the actual size of the illuminated sign was less than what was allowed by the Sign Ordinance. The relief was granted to address the trade dress, consisting of the yellow and black/white checkerboard painted on the building itself. In that case both staff and the Plan Commission felt that relief did not have the same visual effect as standard signage. Another notable case in the Village includes the recently closed Hollywood Video within the High Point Shopping Center, which consisted of several unique color schemes unique to their building prototype. When viewed in that context, the proposed sign package was deemed not to be intrusive and was approved.

Staff finds that the existing sign is already legible from Roosevelt Road and the proposed signage is a matter of preference. Also, the indicated hardships do not constitute a physical hardship associated with the property as all businesses along Roosevelt Road are

required to meet the same wall sign size provisions. The Plan Commission recently denied a request by Cricket Wireless for a wall sign deviation in the High Pointe Shopping Center. As in this case, the Cricket sign exceeded code because of the corporate "K" logo.

The Comprehensive Plan identifies the site for Community Commercial uses. The existing use is therefore consistent with the Comprehensive Plan.

The subject property is bordered on the east and west by other existing retail commercial uses. Roosevelt Road has traditionally included a substantial number of stand-alone and integrated shopping center developments. While selected establishments within the corridor have received signage variations, the petitioner's request would not be consistent with the planned development in which it exists.

Because of the particular physical surroundings, shape, or topographical conditions of the specific property involved, a particular hardship to the owner would result, as distinguished from a mere inconvenience, if the strict letter of the regulations were to be applied.

Staff finds that there are no conditions related to the property that prevent compliance with the signage size regulations. The subject tenant space does not have physical surroundings, shape, or topographical features that differ substantially from other corner tenant spaces within the planned development or those otherwise in close proximity. Furthermore, each tenant spaces in the planned development are located within close proximity to Roosevelt Road. Other tenants located in this building have successfully operated with wall signs of twenty-five (25) square feet or less.

The conditions upon which an application for a variation is based are unique to the property for which the variation is sought, and are not generally applicable to other property within the same zoning classification.

Staff finds that there are no conditions unique to the subject property. There are many tenant spaces within the planned development and nearby on Roosevelt Road that have the similar configurations and are subject to the same signage regulations.

The alleged difficulty or hardship is caused by this ordinance and has not been create by any person presently having an interest in the property.

Staff finds that the sign could be constructed per the ordinance requirements either by reducing the overall size of the sign or reducing the height of the logo. The hardship has been created by the tenant as a result of the preference for a particular letter in this sign's design.

Staff has concerns about the precedent that would be established if the proposed request was to be granted. Multiple other tenants within the planned development, including those adjacent to the subject tenant space and others located further away from Roosevelt

Road, have been able to meet the established signage size regulations. Should this request be granted, it would strengthen the case of similar requests for other such tenant spaces.

Staff also notes that if this request were granted, future occupants of the subject tenant space would maintain the rights to a larger wall sign. Future signs could potentially have greater bulk than the one proposed as future tenants could make use of surface area that the CD One Price Cleaners sign would leave vacant.

The Department of Community Development has determined that the information presented **has not affirmed** the Standards for Variations. Based on the above considerations, the Inter-Departmental Review Committee recommends that the Plan Commission make the following motion recommending **denial** of the aforementioned deviation.

Mr. Stilling noted that the Plan Commission has the final decision in this case, unless the petitioner files an appeal, at which point it would go to the Village Board.

Chairperson Ryan then opened the meeting for comments among the Commissioners.

Commissioner Burke stated he agreed with the staff report.

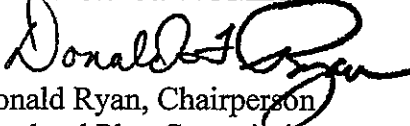
Commissioner Sweetser questioned what the square footage of the sign would be without the logo.

Mr. Stilling stated that even if the logo were to be removed, the sign would be around forty-seven square feet, which is still too large.

On a motion by Commissioner Flynt and a second by Commissioner Nelson the Plan Commission voted 4 to 0 that the wall sign variation does not meet the standards required by the Lombard Zoning and Sign Ordinances and that the Plan Commission does accept the findings and recommendations of the Inter-Departmental Report as the findings of the Plan Commission and recommends **denial** of SPA 10-02ph.

Respectfully,

VILLAGE OF LOMBARD


Donald Ryan, Chairperson
Lombard Plan Commission

- North: OPD - Office Planned Development; improved as the National University of Health Sciences
- South: B3 - Community Shopping District; developed as a strip shopping center; also unincorporated property zoned and developed as single-family residences
- East: B4A - Roosevelt Road Corridor District; improved as a Walgreen's pharmacy
- West: B4A - Roosevelt Road Corridor District; improved as a strip commercial center (Merl Plaza)

ANALYSIS

SUBMITTALS

This report is based on the following documents:

1. Public Hearing Application, dated July 1, 2010.
2. Response to the standards for variations prepared by the petitioner.
3. Elevation plans for the proposed sign prepared by Doyle Signs, dated March 29, 2010.

DESCRIPTION

Doyle Signs is proposing to replace an existing wall sign and install a larger wall sign for the tenant space being occupied by CD One Price Cleaners located at 215 E. Roosevelt Road. The proposed sign on the building's front façade is approximately eighty-eight and four-tenths (88.4) square feet where a maximum of thirty-two and one half (32.5) square feet is permitted by the Sign Ordinance. Therefore, a site plan approval with a deviation for sign size is required.

INTER-DEPARTMENTAL REVIEW COMMENTS

BUILDING DIVISION

The Building Division has no comments on the subject petition.

FIRE DEPARTMENT

The Fire Department has no comments on the subject petition.

PUBLIC WORKS

Public Works has no comments on the subject petition.

PRIVATE ENGINEERING

The Private Engineering Division of Community Development has no comments on the subject petition.

PLANNING

The existing CD One Price Cleaners is seeking to replace their existing wall sign with a larger sign of similar design. The existing sign is approximately 32.5 square feet in area which is the maximum allowed by code. The petitioner is seeking to increase the size of the sign to 88.4 square feet in area.

Compatibility with the Sign Ordinance

In the B4A Roosevelt Road Corridor District, when a tenant's wall sign is less than one-hundred twenty feet (120') from the nearest property line, the maximum size of a wall sign for a multi-tenant unit is one times the lineal front footage of the tenant space. As the proposed wall sign will be approximately seventy feet (70') from the front property line along Roosevelt Road and the tenant space is approximately thirty-two and one half (32.5) lineal feet, the tenant would be entitled to thirty-two and one half (32.5) feet of signage area.

The petitioner's proposed wall sign on the building's front façade is approximately eighty-eight and four-tenths (88.4) square feet. In the Standards to Variations, the petitioner states that the request for additional square footage is to allow the wall sign to be more legible as thirty-two and one half (32.5) feet of signage area is not effective or easily readable from Roosevelt Road.

In 2006, staff initiated PC 06-26, which proposed text amendments to the Sign Ordinance to clarify that the area of a wall sign should be calculated as the smallest rectangular shape that could completely enclose the sign. Staff had historically performed the calculations of signage area in the same manner. These amendments were proposed and adopted to prevent applicants from using another geometric shape, such as a polygon, as the basis for additional signage area.

The proposed sign contains the business' name "CD One Price Cleaners" as well as the corporate logo. The logo itself is three-and one-half feet in height, while the text is twenty (20) inches in height. The relative size of the logo is the direct cause of the excessive square footage. Wall signage relief had been granted to the Buffalo Wild Wings located to the west at 207 E Roosevelt

(SPA 08-02ph). In that case, the wall signage was supported because the actual size of the illuminated sign was less than what was allowed by the Sign Ordinance. The relief was granted to address the trade dress, consisting of the yellow and black/white checkerboard painted on the building itself. In that case both staff and the Plan Commission felt that relief did not have the same visual effect as standard signage. Another notable case in the Village includes the recently closed Hollywood Video within the High Point Shopping Center, which consisted of several unique color schemes unique to their building prototype. When viewed in that context, the proposed sign package was deemed not to be intrusive and was approved.

Staff finds that the existing sign is already legible from Roosevelt Road and the proposed signage is a matter of preference. Also, the indicated hardships do not constitute a physical hardship associated with the property as all businesses along Roosevelt Road are required to meet the same wall sign size provisions. The Plan Commission recently denied a request by Cricket Wireless for a wall sign deviation in the High Pointe Shopping Center. As in this case, the Cricket sign exceeded code because of the corporate "K" logo.

Compatibility with the Comprehensive Plan

The Comprehensive Plan identifies the site for Community Commercial uses. The existing use is therefore consistent with the Comprehensive Plan.

Compatibility with the Surrounding Land Uses

The subject property is bordered on the east and west by other existing retail commercial uses. Roosevelt Road has traditionally included a substantial number of stand-alone and integrated shopping center developments. While selected establishments within the corridor have received signage variations, the petitioner's request would not be consistent with the planned development in which it exists.

Response to Standards

In order to be granted a deviation the petitioner must show that they have affirmed each of the "Standards for Variations." The following standards have not been affirmed:

- 1. Because of the particular physical surroundings, shape, or topographical conditions of the specific property involved, a particular hardship to the owner would result, as distinguished from a mere inconvenience, if the strict letter of the regulations were to be applied.*

Staff finds that there are no conditions related to the property that prevent compliance with the signage size regulations. The subject tenant space does not have physical surroundings, shape, or topographical features that differ substantially from other corner tenant spaces within the planned development or those otherwise in close proximity. Furthermore, each tenant spaces in the planned development are located within close

proximity to Roosevelt Road. Other tenants located in this building have successfully operated with wall signs of twenty-five (25) square feet or less.

2. *The conditions upon which an application for a variation is based are unique to the property for which the variation is sought, and are not generally applicable to other property within the same zoning classification.*

Staff finds that there are no conditions unique to the subject property. There are many tenant spaces within the planned development and nearby on Roosevelt Road that have the similar configurations and are subject to the same signage regulations.

4. *The alleged difficulty or hardship is caused by this ordinance and has not been created by any person presently having an interest in the property.*

Staff finds that the sign could be constructed per the ordinance requirements either by reducing the overall size of the sign or reducing the height of the logo. The hardship has been created by the tenant as a result of the preference for a particular letter in this sign's design.

Staff has concerns about the precedent that would be established if the proposed request was to be granted. Multiple other tenants within the planned development, including those adjacent to the subject tenant space and others located further away from Roosevelt Road, have been able to meet the established signage size regulations. Should this request be granted, it would strengthen the case of similar requests for other such tenant spaces.

Staff also notes that if this request were granted, future occupants of the subject tenant space would maintain the rights to a larger wall sign. Future signs could potentially have greater bulk than the one proposed as future tenants could make use of surface area that the CD One Price Cleaners sign would leave vacant.

FINDINGS AND RECOMMENDATIONS

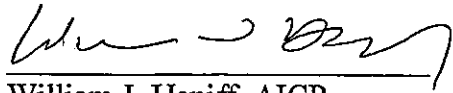
The Department of Community Development has determined that the information presented **has not affirmed** the Standards for Variations. Based on the above considerations, the Inter-Departmental Review Committee recommends that the Plan Commission make the following motion recommending **denial** of the aforementioned deviation:

Based on the submitted petition and the testimony presented, the requested deviation **does not comply** with the Standards required by the Lombard Zoning and Sign Ordinances; and, therefore, I move that the Plan Commission find that the findings included as part of

Plan Commission
Re: SPA 10-02ph
Page 6

the Inter-departmental Review Report be the findings of the Plan Commission and recommend to the Corporate Authorities **denial** of SPA 10-02ph.

Inter-Departmental Review Group Report Approved By:



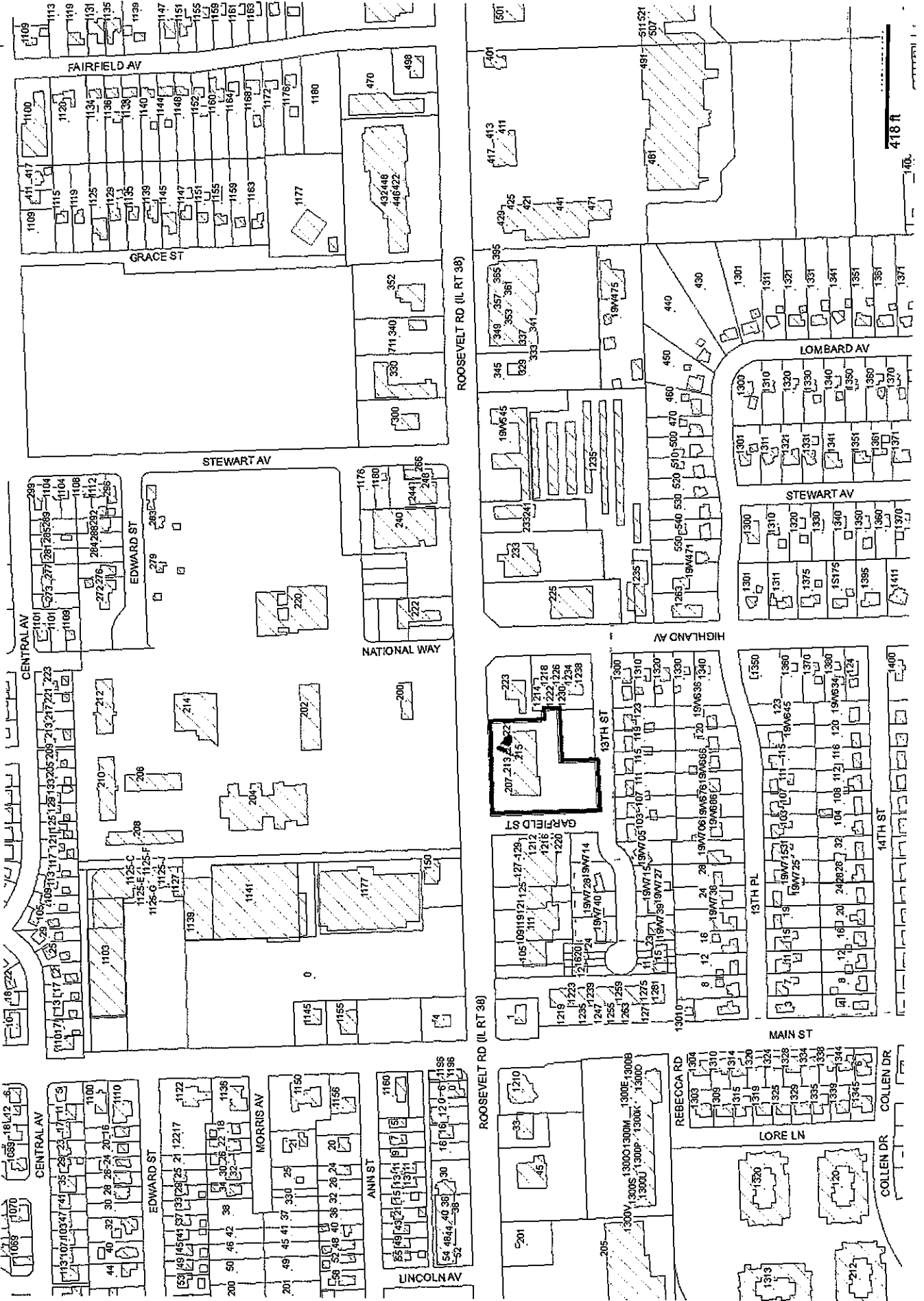
William J. Heniff, AICP
Director of Community Development

WJH

c: Petitioner

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215 E Roosevelt Road



Standards for Variations


1. Based on the sign code the total area allowed is not sufficient for this location due to the fact that with the business having such a long legal name the square footage that is allowed by code makes the sign that has been allowed by code and previously installed look miniscule next to some of the other signs on the property that are allowed to use the same formula for determining the sign area that is allowed by code.
2. The location in question is set back from a major arterial within the Village of Lombard and based on the current speed limit and the current size of the sign, patrons are unable to read the sign and are passing the location without realizing what the sign says until it is too late and they have passed the sign.
3. The purpose of the sign is to have a sign that is legible from the major arterial within the Village and to make it easier for patrons to identify the business before it is too late and hopefully will decrease the number of cars that are coming to a sudden stop or turning around in order to access the business.
4. The hardship is based on the sign code allowing the same number of square footage for a customer having a short name and not giving any bonuses based on the amount of characters in the business name. In this instance a business with the name of CVS with the same amount of frontage would be allowed to have the same size sign as CD One Price Cleaners and thus would greatly decrease the size of the cleaners sign based on the length of the business name.
5. The sign if granted would not be detrimental for the simple fact that a sign is allowed on the property and the larger sign would be no more detrimental than the standard size sign that is currently allowed by code.
6. The sign is currently allowed by code and thus would not alter the character of the neighborhood due to the fact that the sign would be allowed at a smaller size so the sheer size will not affect the character. We are only trying to propose a sign that would fit in more with the surrounding signs on the property.
7. The sign will be mounted to the building façade and will in no way impair the public safety or light supply. The mounting of the larger sign will be the same as the smaller sign.



#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.

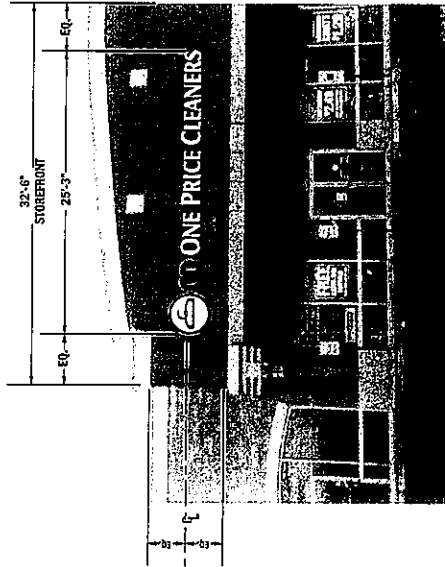
In further review of the latest signage proposal, staff reviewed the signage with the Trustee of the District and the following comments are offered:

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.

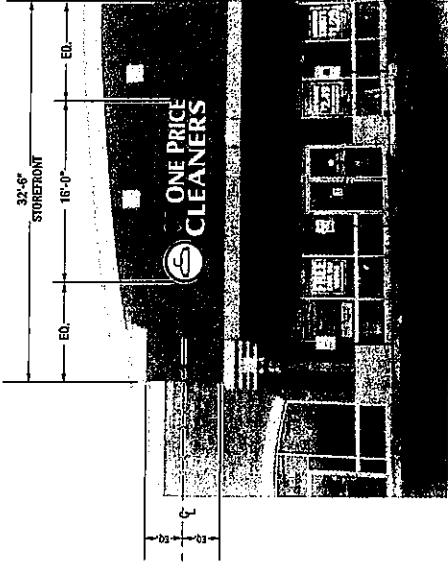
Given these additional findings, the Trustee of the district requests that SPA 10-02ph be approved with a cap on the overall sign area of 48 square feet and shall be consistent with the attached sign exhibit.



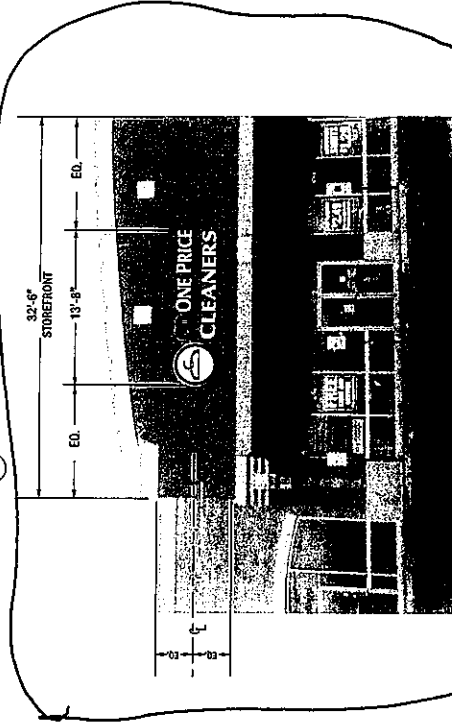
EXIST'G. LETTERS: 32 sf AREA



A PROPOSED LETTERS & PLACEMENT: 88.4 sf AREA
A1 PROPOSED LETTERS & PLACEMENT: 46.1 sf AREA



B PROPOSED LETTERS & PLACEMENT: 55.0 sf AREA



C PROPOSED LETTERS & PLACEMENT: 47.8 sf AREA

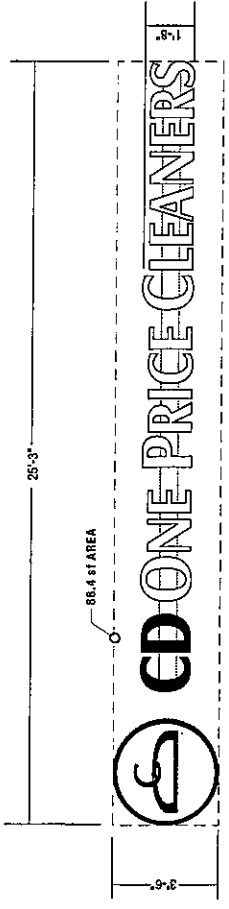
Modified Sign Request

DATE	REVISION

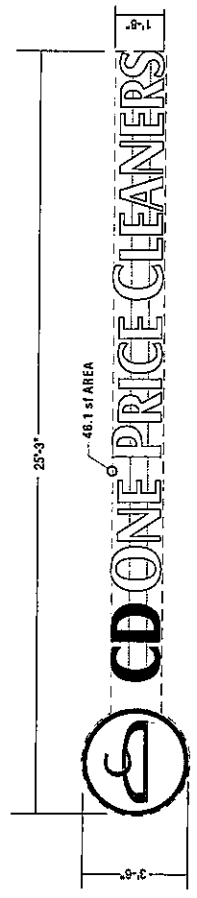
DOYLE
 GENERAL SIGN CONTRACTORS
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 ADDISON, IL 60101
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 FAX: 630-543-9483

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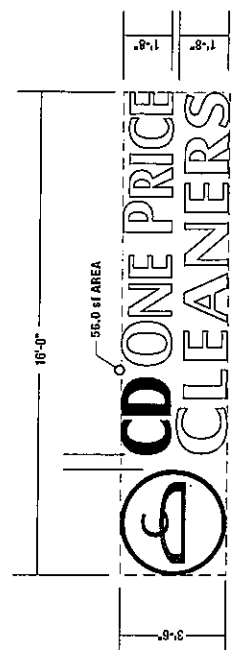
CLIENT CD ONE PRICE CLEANERS
ADDRESS ROOSEVELT & HIGHLAND
CITY LOMBARD **STATE** IL **DESIGNER** DF **SALESPERSON** TD
DRWG. NO. 9800.PMT **SCALE:** NOTED **DATE:** 09-02-10 **SHEET NO.** 2 OF 2



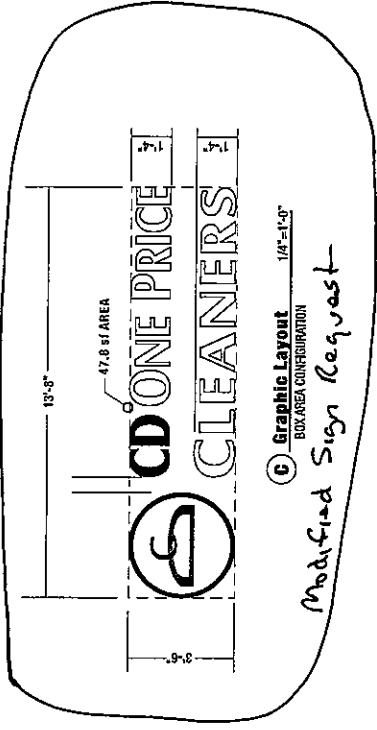
A Graphic Layout 1/4"=1'-0"
BOX AREA CONFIGURATION



A1 Graphic Layout 1/4"=1'-0"
PERIMETER AREA CONFIGURATION



B Graphic Layout 1/4"=1'-0"
BOX AREA CONFIGURATION



C Graphic Layout 1/4"=1'-0"
BOX AREA CONFIGURATION

DOYLE
GENERAL SIGN CONTRACTORS
232 INTERSTATE RD. P.O. BOX 1068
ADDISON, IL 60101
800-543-8490
FAX 630-543-8492

DATE	REVISION

CUSTOMER APPROVAL _____ DATE _____
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CLIENT CD ONE PRICE CLEANERS
ADDRESS ROOSEVELT & HIGHLAND
CITY LOMBARD **STATE** IL **DESIGNER** DF **SALESPERSON** TD
DRWG. NO. 9800.PMT **SCALE:** NOTED **DATE:** 09-02-10 **SHEET NO.** 1 OF 2

ORDINANCE NO. _____

**AN ORDINANCE GRANTING SITE PLAN APPROVAL OF A DEVIATION
FROM SECTION 153.505(B)(19)(B)(1)(A) OF THE LOMBARD SIGN
ORDINANCE**

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

WHEREAS, the President and Board of Trustees of the Village of Lombard have heretofore adopted the Lombard Sign Ordinance, otherwise known as Title 15, Chapter 153 of the Code of Lombard, Illinois; and,

WHEREAS, the Subject Property as defined below is zoned B4APD Roosevelt Road Corridor District, Planned Development ; and,

WHEREAS, an application has been filed requesting site plan approval of a deviation from Section 153.505(B)(19)(b)(1)(a) of the Lombard Sign Ordinance to increase the maximum allowable area of a wall sign;

WHEREAS, a public hearing on the forgoing application was conducted by the Village of Lombard Plan Commission on August 19, 2010 pursuant to appropriate and legal notice; and,

WHEREAS, the Plan Commission has filed its recommendations with the President and Board of Trustees recommending denial of the zoning actions described herein; and,

WHEREAS, the petitioner has filed an appeal to the Village Board pursuant to Section 155.504 (C) of the Lombard Zoning Ordinance,

WHEREAS, the President and Board of Trustees have determined that it is in the best interest of the Village of Lombard to approve the requested site plan approval herein by reference as if they were fully set forth herein;

NOW, THEREFORE, BE IT ORDAINED BY THE PRESIDENT AND BOARD OF TRUSTEES OF THE VILLAGE OF LOMBARD, DU PAGE COUNTY, ILLINOIS, as follows:

SECTION 1: That the following site plan approval of a deviation from Section 153.505(B)(19)(b)(1)(a) of the Lombard Sign Ordinance to increase the maximum allowable area of a wall sign as set forth below is hereby granted for the Subject Property legally described in Section 2, subject to the conditions set forth in Section 3:

Grant site plan approval of a deviation from Section 153.505(B)(19)(b)(1)(a) of the Lombard Sign Ordinance to increase the maximum allowable area of a wall sign from thirty-two and one half (32.5) square feet to forty-eight (48) square feet in area in the B4APD Roosevelt Road Corridor District, Planned Development.

SECTION 2: That this Ordinance is limited and restricted to the property located at 215 E Roosevelt Road, Lombard, Illinois and legally described as follows:

Lot 1 in V-Land Lombard Highland Resubdivision, being a subdivision of part of the west one-half of the northwest quarter of Section 20, Township 39 North, Range 11 East of the Third Principal Meridian, according to the plat thereof recorded October 12, 2006 as Document R2006-197358, in DuPage County, Illinois.

Parcel Number: 06-20-110-006; (the "Subject Property").

SECTION 3: This ordinance shall be granted subject to compliance with the following conditions:

1. The sign shall be developed in substantial compliance with the plans attached as Exhibit "A" prepared by Doyle General Sign Contractors dated 9/8/10 showing a sign no larger than forty-eight (48) square feet in area.

SECTION 4: This Ordinance, upon approval, shall be recorded by the Village with the Office of County Recorder.

SECTION 5: This ordinance shall be in full force and effect from and after its passage, approval, and publication in pamphlet form as provided by law.

Passed on first reading this _____ day of _____, 2010.

Ordinance No. _____
Re: SPA 10-02ph
Page 3

First reading waived by action of the Board of Trustees this ____ day of _____,
2010.

Passed on second reading this ____ day of _____, 2010, pursuant to a roll
call vote as follows:

Ayes: _____

Nays: _____

Absent: _____

Approved by me this ____ day of _____, 2010.

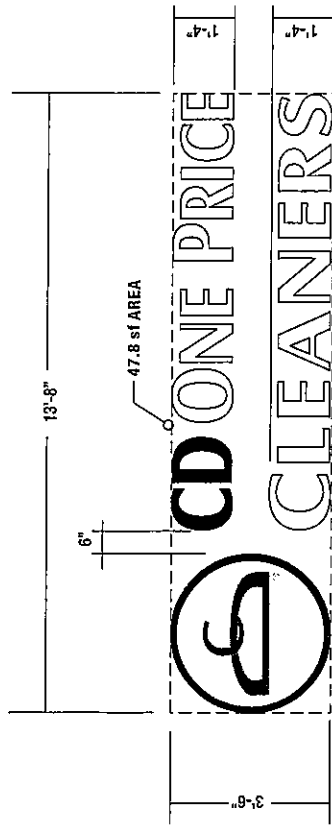
William J. Mueller, Village President

ATTEST:

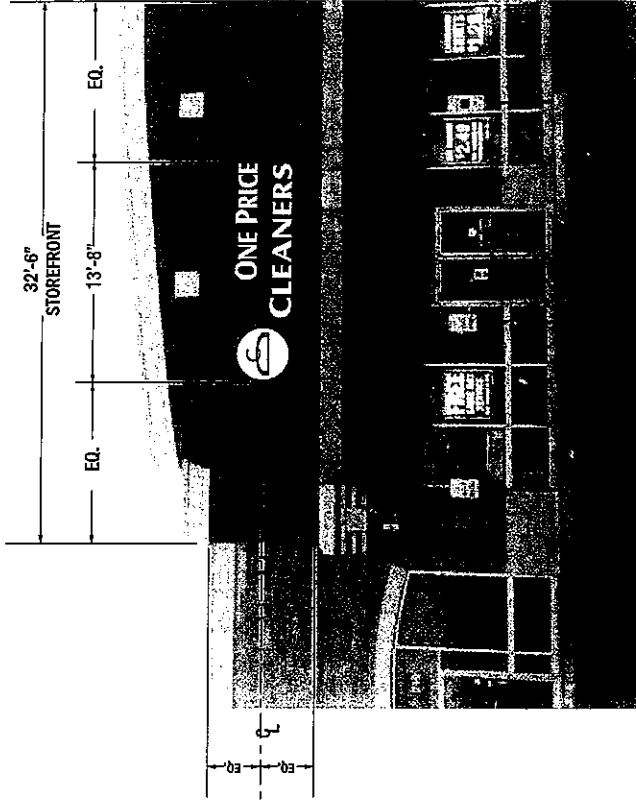
Brigitte O'Brien, Village Clerk

Published in pamphlet from this ____ day of _____, 2010.

Brigitte O'Brien, Village Clerk



C Graphic Layout 3/8"=1'-0"
BOX AREA CONFIGURATION

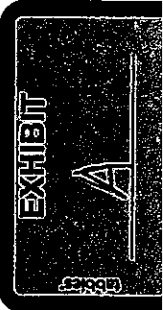


C PROPOSED LETTERS & PLACEMENT: 47.8 sf AREA

DOYLE
GENERAL SIGN CONTRACTORS
232 INTERSTATE RD. P.O. BOX 1088
ADDISON, IL 60101
TEL: 630-543-9499
FAX: 630-543-9492

DATE	REVISION	PERMIT INSTRUCTIONS
9-8-10		

CUSTOMER APPROVAL _____ DATE _____
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CLIENT **CD ONE PRICE CLEANERS**
ADDRESS **ROOSEVELT & HIGHLAND**
CITY **LOMBARD** STATE **IL** DESIGNER **DF** SALESPERSON **TD**
DRAWG. NO. **9800.PMT** SCALE **NOTED** DATE **09-02-10** SHEET NO. **1 OF 2**



#100425

MEMORANDUM

TO: David A. Hulseberg, Village Manager

FROM: William Heniff, AICP *WA*
Director of Community Development

DATE: August 31, 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. The petitioner has requested an appeal of the Plan Commission's decision of denial which is on the September 2, 2010 Board of Trustees agenda for consideration.

Attached for your review is correspondence recently received from the petitioner regarding this matter.





DOYLE SIGNS INC.

General Sign Contractors

232 INTERSTATE ROAD
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PHONE: 630-543-9490
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8/16/2010

CD One Price Cleaners opened this location at 215 East Roosevelt Road in April of 2008. This location in the Roosevelt Road business corridor is high profile and should generate a reasonable amount of business. This store has been struggling to survive.

CD One Price Cleaners operates 30 stores in the metro area and this location is 18% below the average revenue of the five stores that are located close to this store. The most apparent difference here is that the Lombard store has the smallest non-standard exterior identification of all 30 locations.

When you consider that this location is in the Roosevelt Road corridor, is setback 75' from the property line and has a facade area of 837 square feet you would expect that this business would be permitted an identification that would be somewhat larger than the Village Code permits in the B5 Central Business District. The Village Code states that if your business is located in the B4A Roosevelt Road corridor the size and scale of signage permitted within this district is greater than that permitted in other districts.

This sounds reasonable and appropriate but if you are a small business with 32'6" of frontage on Roosevelt Road and you are also setback 75' from the property line the Ordinance restricts your wall sign area to the same size sign that is permitted any business located on the sidewalk in the B5 Downtown area. This doesn't make much sense and is exactly the opposite of the ordinance purpose statement for each district. The existing sign is less than 4% of the facade area of the storefront. It is too small and it should be larger than a sign permitted in the Central Business District.



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The proposed replacement sign is comprised of a 3'6" opaque logo with silhouette illumination and individual CD One Price Cleaners illuminated letters. The Village interpretation of the proposed sign area is 88.4 square feet in a rectangle that includes 42.3 square feet of blank brick wall. If you measure the area within a single continuous perimeter enclosing the 3'6" circle and the 20" letters the accurate sign area that any buyer will pay for is 46.1 square feet. Is that too much sign area to request if your business is located in the Roosevelt Road corridor and setback 75'. The 75' setback is 62% of the 120' setback in the ordinance that automatically permits your sign to double in size. The ordinance agrees that the farther the sign is setback, the more difficult it is to recognize the sign.

If the sign area permitted in the B5 Downtown Central Core Area for businesses located at the sidewalk is the same as permitted on Roosevelt Road it makes sense to permit an increase in sign area based on the setback and not restrict every business that is less than 120' back to the same sign area permitted in the B5 Downtown District.

If you are in the Roosevelt Road corridor the business should be permitted a larger sign, and then if it is setback 75' the size should be increased as a percentage of the 120' setback in the ordinance that automatically provides for a sign to double in area. The sign ordinance doesn't make a lot of sense and it is an imperfect guideline.

The Staff Report indicates that we have not met the number 1, 2 and 4 requirements of the Standards for Variations.

1. The ordinance that restricts a business located on Roosevelt Road with a 75' setback to the same size sign permitted a business in the downtown central core on the sidewalk is unfair and a hardship.



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2.The conditions are just as unique in this case as they were when the business to the west was granted a 160 square foot sign on the large facade above a business with a 60' frontage. The CD Building facade is 28' high and the small sign is lost on the large facade.

4.The difficulty or hardship here is obviously caused by the current ordinance that limits the size of a business sign on Roosevelt Road to the same restricted size that is permitted a business in the Downtown Central Core located at the sidewalk. This obviously contradicts the purpose statement for both districts in the ordinance.