

May 22, 2017

Title

PC 17-18

Property Owner

Bradford Lombard 1 LLC
30 S. Wacker Drive 2850
Chicago, IL 60606

Petitioner

Mariano's
875 E. Wisconsin Avenue
Milwaukee, WI 53202

Property Location

345, 351 & 435 W. Roosevelt Rd
Lombard, IL 60148

Zoning

B4APD – Roosevelt Road
Corridor District Planned
Development

Existing Land Use

Commercial – retail

Comprehensive Plan

Community Commercial

Approval Sought

Amend a planned development to
include signage deviations.

Prepared By

Anna Papke, AICP
Senior Planner



LOCATION MAP

DESCRIPTION

The subject property encompasses the entirety of the Mariano's Planned Development at the southeast corner of Roosevelt Road and Finley Road. The Village Board initially approved the Mariano's Planned Development in 2016 (PC 16-09). At that time, the petitioner provided a signage package consisting of two shopping center signs (one fronting Roosevelt Road and one fronting Finley Road) and several informational (directional) signs for Village consideration.

The developer has since revised the sign package to incorporate two shopping center signs on Roosevelt Road and two shopping center signs on Finley Road, for a total of four shopping center signs in the planned development. No informational signs are proposed. The Sign Ordinance permits shopping centers to have one shopping center sign per road frontage. The request for two shopping center signs per frontage requires an amendment to the planned development with a deviation for the additional shopping center signs.

PROJECT STATS

Lot & Bulk

Parcel size: 10.73 acres

Submittals

1. Petition for a public hearing, dated April 24, 2017;
2. Response to Standards for Planned Developments and Standards for Variations, submitted April 26, 2017;
3. Signage plan package, by Doyle General Sign Contractors, dated January 11, 2017 and March 29, 2017, updated April 24, 2017; and
4. Clear line of sight detail, prepared by Bradford Lombard 1 LLC, submitted April 25, 2017.

APPROVAL(S) REQUIRED

The petitioner (Mariano's) requests that the Village take the following actions on the subject property located within the B4APD Roosevelt Road Corridor Planned Development District:

1. Pursuant to Section 155.504 (A) (major changes in a planned development) of the Lombard Zoning Ordinance, amend the Mariano's Planned Development, as established by Ordinance No. 7236, as follows:
 - a. A deviation from Section 153.235(A)(1) (Shopping center identification sign) to allow two shopping center identification signs per street frontage where one shopping center sign per street frontage is permitted; and
 - b. Repeal the relief granted in Section 1, Part (1)(f), of Ordinance 7236, allowing informational (directional) signs to be located in the defined clear line of sight area.

EXISTING CONDITIONS

The subject property is currently under redevelopment. A Mariano's store is under construction on the main portion of the property. The property owner intends to develop one of the out lots with a gas station (SPA 17-03ph). The out lot at the corner of Roosevelt and Finley is a Mobil gas station.

INTER-DEPARTMENTAL REVIEW

Building Division:

The Building Division has no comments regarding the petition. Additional comments may be forthcoming during permit review.

Fire Department:

The Fire Department has no comments regarding this petition. Additional comments may be forthcoming during permit review.

Private Engineering Services (PES):

PES has no comments on this petition. Additional comments may be forthcoming during permit review.

Public Works:

The Department of Public offers the following comment on this petition. The Department notes that the typical desire to strictly maintain the line-of-sight triangle is mitigated at the proposed location on Roosevelt Road by the wider-than-typical distance across the ingress lane to the egress lanes, and the forthcoming traffic signal. Additional comments may be forthcoming during permit review.

Planning Services Division:

The Planning Services Division notes the following:

1. Surrounding Zoning & Land Use Compatibility

	Zoning	Land Use
North	B4A	Various retail uses (Cassidy Tire, Subway, Glenbard Auto Body, retail strip center)
South	R4	Condominiums
East	B4APD	Heritage Cadillac
West	B4A	Dania Furniture and vacant commercial buildings

The subject property is located along the Roosevelt Road commercial/retail corridor. The ongoing redevelopment of the site with a grocery store and gas station is consistent with the general development plan approved by the Village with petition PC 16-09.

2. Comprehensive Plan Compatibility

The Comprehensive Plan designates the subject property as suitable for community commercial development. Further, the 2007 Roosevelt Road corridor study and 2011 Economic Strategies Report prioritize redevelopment of key commercial sites within the Village. The redevelopment of the subject property is consistent with these goals.

3. Zoning Ordinance Compatibility

The site is currently being redeveloped according to the Planned Development and site plan approved by the Village via PC 16-09. This work is consistent with the Zoning Ordinance and approved planned development.

4. Deviation from the Sign Ordinance

The petitioner requests the following deviation from the Sign Ordinance:

A deviation from Section 153.235(A)(1) (Shopping center identification sign) to allow two shopping center identification signs per street frontage where one shopping center sign per street frontage is permitted.

The petitioner proposes to construct two shopping center signs on the Roosevelt Road frontage and two shopping center signs on the Finley Road frontage of the site. The primary sign on each frontage will be 120 square feet in area, and will contain tenant panels for the Mariano’s store and two future tenants. The secondary shopping center sign on each frontage will be 30 square feet, and will contain a tenant panel for the Mariano’s gas station and motor fuel rate signs. The approximate location of these signs is shown on the site plan provided by the petitioner.

The Sign Ordinance permits shopping centers to have one shopping center sign per frontage, with a maximum area of 150 square feet per sign. The petitioner desires to have two shopping center signs per frontage in order to differentiate the grocery store and future retail tenants from the gas station component of the development. In the response to standards, the petitioner states that the gas station will operate as an entity distinct from the retail tenants in the planned development.

Staff notes that the total sign area of the shopping center signs proposed by the petitioner is 150 square feet per frontage, which is consistent with the total sign area permitted for shopping center signs by the Sign Ordinance. Essentially, the petitioner proposes to spread the allowable sign area per frontage over two smaller signs, rather than concentrating the signage in one location on the each side of the site. Given that the total sign area on the site will not exceed the square footage of signage allowed by the Sign Ordinance, staff can support the requested relief.

Note: The petitioner's site plan shows two wall signs to be installed on the grocery building, but detailed drawings were not provided for these signs. Therefore, staff assumes that these signs will meet code requirements for wall signs, and will review future sign permit applications accordingly.

5. *Repeal of relief previously granted for informational (directional) signs in clear line of sight area*

Ordinance 7236, approving the Mariano's Planned Development, also granted a deviation to allow informational (directional) signs to be located in the clear line of sight area around driveways. As the amended sign package does not include any informational signs, staff recommends the Village repeal this relief for purposes of clarity. The shopping center signs proposed in this petition will avoid the clear line of sight areas and meet required setbacks from property lines and driveways. In response to staff concerns regarding the placement of sign B1 as depicted on the site plan, the petitioner has provided a detail showing that sign B1 will in fact meet these requirements. The detail has been made part of the petition.

SITE HISTORY

PC 07-30

Approval of a conditional use for a planned development with companion conditional uses for outside sales of product, an automobile repair use and a deviation for wall signage.

PC 07-40

Conditional use approval for an attendant collection center (AmVets).

PC 16-09

Repeal of previous planned development; approval of a conditional use for a new planned development with companion conditional use for a gas station, deviations and variations; approval of a major plat of resubdivision.

PC 17-15 (to be considered at May 22, 2017 Plan Commission Hearing)

Request for approval of an amended major plat of resubdivision for the Mariano's Planned Development.

SPA 17-03ph (to be considered at May 22, 2017 Plan Commission Hearing)

Request for site plan approval of a gas station on an out parcel within the Mariano's Planned Development, with companion deviation for fuel price signage.

FINDINGS & RECOMMENDATIONS

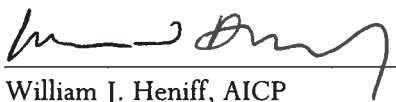
Staff finds the proposed amendment and deviation to a planned development to be consistent with the objectives of the Zoning and Sign Ordinances and the intent of the Comprehensive Plan in general.

Based on the above findings, the Inter-Departmental Review Committee has reviewed the petition and finds that it meets the standards required by the Zoning and Sign Ordinances. As such, the Inter-Departmental Review Committee recommends that the Plan Commission make the following motion recommending **approval** of this petition:

Based on the submitted petition and the testimony presented, the amendment and deviation to a planned development **comply** with the standards required by the Village of Lombard Zoning Ordinance; and, therefore, I move that the Plan Commission accept the findings and recommendations of the Inter-Departmental Report as the findings of the Plan Commission and I recommend to the Corporate Authorities **approval** of PC 17-18 subject to the following conditions:

1. The petitioner shall install signage in accordance with the plans prepared Doyle General Sign Contractors dated April 24, 2017, and in accordance with the sign location detail prepared by Bradford Lombard 1 LLC on April 25, 2017, submitted as part of this request;
2. Signage shall be located outside the clear line of sight, and shall meet setback requirements relative to property lines and driveways;
3. The petitioner shall apply for and receive a building permit for the proposed signage. The total square footage of the shopping center signs shall not exceed one-hundred fifty (150) square feet per street frontage (i.e. in total, 150 square feet of signage is permitted along Finley Road and 150 square feet of signage is permitted along Roosevelt Road).
4. The petitioner shall satisfactorily address all comments noted within the Inter-Departmental Review Committee Report;
5. The relief to allow two shopping center signs per street frontage shall be valid for a period of one year from the date of approval of the ordinance. If the signage is not constructed by said date, this relief shall be deemed null and void; and

Inter-Departmental Review Committee Report approved by:



William J. Heniff, AICP
Director of Community Development

c. Petitioner

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Mariano's, Lombard: Responses to "Standards For Planned Developments", Section IX, Subsection C (pages 14 – 15)

1. "Any reduction in the requirements of this Ordinance is in the public interest"

Mariano's has requested a variance allowing for two signs on each street frontage, where the village ordinance allows for only one. While the signs labeled C1 and C2 will identify Mariano's shopping center and the two future tenants, signs B1 and B2 are strictly for calling attention to the Mariano's fuel center and its pricing. This fuel center is a separate entity from both the Mobil station on the corner of Roosevelt and Finley, and from Mariano's itself, and as fuel costs are in constant flux, signs B1 and B2 are imperative for keeping customers informed of the current price. Therefore, allowing for an additional sign on each frontage serves the public interest.

2. "The proposed exceptions would not adversely impact the value or use of any other property"

Allowing for an additional sign on each frontage will have no adverse effect on any surrounding property, as each serves only to identify the separate elements of the development. In fact, the pricing sign will serve to differentiate the Mariano's fuel center from the existing Mobil gas station. This will highlight the separate brand identity of each retailer, and prevent customers from confusing the one's prices with the other.

3. "That such exceptions are solely for the purpose of promoting better development which will be beneficial to the residents or occupants of the planned development as well as those of the surrounding properties"

As there is no direct entrance into the fuel center off of Finley Rd, the additional fuel center sign will efficiently and clearly direct customers on that thoroughfare to its only point of access. This will prevent traffic seeking entry to the Mariano's fuel center from instead continuing right onto Roosevelt Rd and impeding traffic there by increasing the amount of turns into that entrance. The two signs on Roosevelt Rd will clearly identify the shopping center's tenants and point customers to the proper entrances.

The remaining standards in this section have no bearing on this variance request.

Mariano's, Lombard: Responses to "Standards For Variations", Section XI (page 17)

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."

As this property has points of access off of both Roosevelt Rd and Finley Rd, the two signs on each frontage are integral to the separate uses contained therein. Being prevented by the letter of the ordinance from directing customers to the fuel center and the retail tenants would result in a severe competitive disadvantage for the shopping center.

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."

This property is the only one of its kind in the surrounding area to contain both retail tenants and a fuel center. As detailed earlier, the transient nature of fuel prices requires the fuel center to have its own sign that can be easily changed to reflect current conditions. This sign must be separate from the shopping center sign, both to conform to the square footage requirements of the ordinance, and to allow for changing of the gas prices.

3. "The purpose of the variation is not based primarily upon a desire to increase financial gain."

As described previously, the two signs on each frontage will efficiently and clearly direct customers to both the retail tenants and the fuel center. They will help to prevent traffic clogs by delineating the separate entrances for each use, encouraging a more manageable pattern of egress and ingress.

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."

The ordinance limiting one sign to each frontage does not account for the possibility of the separate and distinct uses contained in this development. As explained above, the fuel center's unique pricing structure requires its own sign in order to provide accurate information to the public. In turn, the retail tenants of the shopping center will not survive without their own identification. In light of this, two signs on each frontage are essential to this development despite conflicting with the sign code.

5. "The granting of the variation will not be detrimental to the public welfare or injurious to other property or improvements in the neighborhood in which the property is located."

As these are only ground signs that are to be designed and installed according to all professional codes and standards, they will not be detrimental to any other person or property in the neighborhood.

6. "The granting of the variation will not alter the essential character of the neighborhood;"

As the properties across both Roosevelt and Finley that will face these signs are already zoned for commercial purposes, this variance will not alter the essential character of the neighborhood.

Standard 7 has no bearing on this variance request.

Mariano's Supermarkets, Inc. has requested a variation to Section 153.235 (A)(1). No more than one sign shall be allowed on each street abutting the property, to permit a second monument sign on both Roosevelt Road and Finley Road.

Previous Conditional Use Approval on June 16, 2016 included two 4.5 square foot directional signs to be located within the line of sight triangle at the north drive on Finley and at the west drive on Roosevelt Road in addition to conditional approvals for one 120 Square foot shopping center identification sign on Roosevelt Road at the east drive and one shopping center identification sign of 120 square feet at the south drive on Finley Road. Also included in this previous conditional approval was an 8' x 7'2" outlot monument sign on the fuel center outlot frontage on Roosevelt Road. The total originally approved sign area was 120 square feet each for the two shopping center identification signs and 66 additional square feet for the fuel center monument sign and the two directional signs. This new variation request deletes the previously approved 66 square feet of sign area for the two directional signs and the fuel center monument sign and requests that two Motor Fuel Rate signs be approved at 30 square feet each. This variation request proposes a total area of 150 square feet of sign area on each road with it being split into two signs that are each over 300 feet apart and are located adjacent to the drive entrances and are out of the line of sight triangle at each drive.

We believe it is reasonable and appropriate to locate the two additional 30 square foot Motor Fuel Rate signs at the two other drive entrances with over 300 lineal feet of separation from the previously approved shopping center identification signs. The motor fuel rate signs are a necessary component for the successful operation of the fuel center and will advise potential customers of the fuel price before entering the property.

