



## **ANALYSIS**

### **SUBMITTALS**

This report is based on the following documentation, which was filed with the Department of Community Development filed on April 17, 2008:

1. Petition for Public Hearing.
2. Response to the Standards.
3. Site Plan, provided by the petitioner.
4. Sign elevation, prepared by the petitioner, dated November 12, 2007.

### **DESCRIPTION**

Roundheads Pizza Pub is proposing to reinstall a freestanding sign directly adjacent to their facility located along Roosevelt Road within the Sportmart Shopping Center. The Roundheads Pizza Pub and Sportmart shopping center building are both located on the same lot of record. If Roundheads Pizza Pub was its own lot of record, the sign would meet the standards of the Lombard Sign Ordinance. However, Roundheads Pizza Pub is not entitled to its own freestanding sign, as it is not on its own lot of record and there is an existing multi-tenant sign for the Shopping Center on the property; therefore, approval is necessary.

As part of PC 98-44, the original tenant of the subject building, Pizzeria Uno, had received approval in December, 1998 from the Plan Commission to erect a second freestanding sign on the subject property. Ordinance 4595 granted this approval; however, one of the conditions of approval was that the variation applies only to Pizzeria Uno and no other subsequent tenants. As the Pizzeria Uno freestanding sign has been removed, Ordinance 4595 precludes that any rights for a second freestanding sign to be located on the subject property are now null and void. As part of this petition, Ordinance 4595 will be amended to afford rights to the subsequent tenants of the subject tenant building to erect a freestanding sign. Additionally, the petitioner is also seeking approval of an automatic changeable copy (A.C.C.) component to the sign, which was not depicted on the plans approved in 1998.

### **INTER-DEPARTMENTAL REVIEW COMMENTS**

#### **ENGINEERING**

##### Private Engineering Services

Private Engineering Services has no comments related to this petition.

### Public Works

Public Works Engineering has the following comment related to this petition:

1) Documentation of an existing water main easement shall be provided. If the easement is not dedicated, than a 30' easement shall be provided, centered over the existing watermain. If the easement does exist (or if a new easement is provided), the language shall be amended to denote that if in the event the Village needs to move or remove the sign in order to undertake maintenance and/or repair activities to the watermain, we have the right to do so and that the Village shall not be responsible for paying for or reconstructing the signs.

### **FIRE AND BUILDING**

The Fire Department/Bureau of Inspectional Services has no comments at this time.

### **PLANNING**

#### Zoning History

In 1993, the owners of Sportmart Shopping Center petitioned the Plan Commission for Conditional Use approval to allow more than one building on a zoning lot and for a restaurant with drive-thru service and outdoor seating (Caffino's, now Starbucks). The petition also requested variations to the Sign Ordinance to allow additional wall signage and two monument signs, in addition to the existing multi-tenant sign. One monument sign was for Caffino's restaurant, the other was for Pizzeria Uno. At that time, staff recommended the proposed monument sign for Pizzeria Uno and Caffino's be approved with the condition the size of the signs not exceed 37.5 square feet in area and be no more than six feet (6') in height, and the location of the signs be at least fifteen feet (15') from the right-of-way and outside the required clear line of sight area. Caffino's installed their monument sign, and later subdivided into their own lot of record (which now allows them to have a larger sign).

In 1998, Pizzeria Uno requested to install a freestanding sign near their facility located along Roosevelt Road in the Sportmart Shopping Center. As the restaurant and the shopping center building are both located on the same lot of record, Pizzeria Uno had to receive Conditional Use approval from the Plan Commission to have both buildings on one lot of record. However, as the Lombard Sign Ordinance only allows one freestanding sign per lot, and the Sportmart Shopping Center already had a large freestanding sign, Pizzeria Uno had to amend its Conditional Use to allow the variation from the Sign Ordinance for an additional freestanding sign. Ordinance 3710, which granted conditional use approval for the two (2) buildings on one zoning lot, had to be amended to grant a variation to allow two (2) freestanding signs on one parcel for the subject property. Ordinance 4595 was created as the new amendment to Ordinance 3710, which granted approval for an additional freestanding sign; however, Ordinance 4595 stipulated that the variation approval shall not apply to any subsequent tenants.

As staff was supportive of the original rights afforded to the Pizzeria Uno freestanding sign and because the proposed sign will advertise the exact same commercial use (pizza restaurant), staff

can support the proposed second freestanding sign on the basis of precedence. The original Pizzeria Uno freestanding sign did not; however, contain an automatic changeable copy component. The proposed automatic changeable component does fully comply with the requirements for automatic changeable copy signs as stated in the Sign Ordinance. No variation is needed for the automatic changeable copy component of the sign, but because the proposed freestanding sign has no rights to be legally established without amending the pertinent ordinance, staff has the opportunity view the context of the sign as it relates to the overall development as well as the entire corridor.

In the past, staff has been supportive of automatic changeable copy signs within the Roosevelt Road Corridor albeit, in limited cases. As part of PC 04-21, a freestanding sign on Main Street was approved for the Culvers Restaurant which included an automatic changeable copy element. A shopping center identification sign on Roosevelt Road was approved within the same development (Lombard Pines Shopping Center) which also included a monochrome automatic changeable copy element, as part of its 1995 planned development approval.

The Heritage Cadillac property located directly west of the subject property also has an automatic changeable copy component as part of their freestanding sign. PC 03-40 approved the automatic changeable copy sign and also granted relief from the Sign Ordinance to allow for the cabinet of the automatic changeable copy element to be four (4) feet in height, where a maximum of two (2) feet in overall height is permitted. The approval was granted in order to bring other free-standing size requirements into compliance with the Sign Ordinance provisions.

#### Compliance with the Sign Ordinance

Roundheads Pizza Pub is proposing to install a pylon sign twenty-two feet (22') in height and ninety-five (95) square feet in area. The sign will also include a LED message center feature (automatic changeable copy) as a component of the sign. As the subject property fronts a state right-of-way (Roosevelt Road) the maximum allowable height of the sign would be twenty-five (25) feet with (125) square feet of maximum surface area. The proposed sign will be located in the same location as the Pizzeria Uno sign as it will utilize the existing poles that once supported that sign.

The automatic changeable copy component can be done as of right. There are no other preexisting automatic changeable copy signs located on the subject property and the submitted plans indicate that the automatic changeable copy element fulfills all the requirements set forth in the Sign Ordinance as it pertains to automatic changeable copy signs. The following are the specific requirements of automatic changeable signs (as outlined in the Sign Ordinance) that have been satisfactorily addressed on the proposed sign plan:

- 1) *Automatic Changeable Copy signs are allowable only in the CR, B3, B4, B4A and B5 zoning districts on property with a minimum of 500 lineal front footage.*

The subject property has (740) feet of frontage along the south side of Roosevelt Road.

- 2) Allowed only when all of the signs on the site are in total compliance with the Sign Ordinance.

Presently, all signs located on the subject property are in total compliance with the Sign Ordinance either by right or through the public hearing/site plan approval process.

- 3) The sign surface area of the changeable copy sign shall be counted in the overall surface area of the freestanding sign.

As previously mentioned, the sign is ninety-five (95) total square feet in surface area with a maximum allowable surface area of (125) square feet. The automatic changeable copy element is included in the overall summation of total square footage.

- 4) The sign shall be permitted to change no more frequently than two-second intervals and shall be limited to changeable messages and not chasing messages.

As a condition of approval, the sign will not be permitted to change more frequently than two-second intervals and shall be limited to changeable messages and not chasing messages.

- 5) No changeable message boards shall exceed two (2) feet in height, with the display screen not to exceed eighteen (18) inches in height.

The signage plan illustrates that the cabinet will be 23 <sup>3</sup>/<sub>4</sub> (< 2 feet) inches tall with the screen component being 18" tall.

- 6) The changeable message board shall be equipped with automatic dimming devices, sun screens and no external spotlight illumination.

As a condition of approval the changeable message board shall be equipped with automatic dimming devices, sun screens and no external spotlight illumination.

- 7) The changeable message board shall be located between twelve (12) and fifteen (15) feet above grade at the edge of the right-of-way.

The submitted plan indicates that the message board will be at maximum height of fifteen (15) feet above grade and thirteen (13) feet above grade at the lowest point (between 13-15 feet).

The Comprehensive Plan Long Range Land Use Plan map recommends Community Commercial uses for this property. As the subject tenant is a commercial establishment, the proposed sign would only be acting as a visual indicator for that tenant.

#### Compatibility with Surrounding Land Uses

Other properties adjacent to the Sportmart Shopping Center have freestanding signs. Heritage Cadillac has two freestanding signs although it is on one parcel of property, and several ground-mounted directional signs. It is not uncommon for properties in this area to have more than one freestanding sign, but this causes a confusing visual clutter which is contrary to the purpose of the Sign Ordinance. As the original sign was approved for the same use (pizza establishment) and the petitioner will be utilizing the existing poles (and essentially the same location), there would be no additional visual clutter than what has been approved there in the past. Also, staff believes the addition of the freestanding sign to be a visual improvement as the existing poles remain unutilized on the property.

#### **FINDINGS AND RECOMMENDATIONS**

Based on the above considerations, 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 proposal does comply with the standards required by the Lombard Zoning Ordinance; and, therefore, recommends that the Plan Commission accept the findings of the Inter-departmental Review Report as the findings of the Plan Commission and recommend to the Corporate Authorities approval of the variation associated with PC 08-12 with the following conditions:

1. The signage approval shall be based upon the freestanding signage plan submitted by Olympic Signs, dated March 20, 2008.
2. The changeable message board shall be equipped with automatic dimming devices, sun screens and no external spotlight illumination.
3. The changeable message board will not be permitted to change more frequently than two-second intervals and shall be limited to changeable messages and not chasing messages.
4. The subject property and the Sportmart Shopping Center shall be limited to one (1) automatic changeable copy sign.
5. The automatic changeable copy shall be of monochrome design only.

6. The automatic changeable copy sign shall be used for the advertising of the on-premises business only.
7. Per Ordinance 4595, the property owner shall provide documentation of the location of the private watermain easement. Such easement documentation shall be provided prior to or during the sign permit process.
8. All comments in the Inter-Departmental Review Committee Report shall be satisfactorily addressed.

Inter-Departmental Review Group Report Approved By:

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David A. Hulseberg, AICP  
Director of Community Development/Assistant Village Manager

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att  
c. Petitioner