



## **ANALYSIS**

### **SUBMITTALS**

This report is based on the following documentation, which was filed with the Department of Community Development filed on November 13, 1998:

1. Petition for Public Hearing.
2. Response to the Standards.
3. Site Plan, prepared by the petitioner.
4. Sign elevation, prepared the Barlo Group, dated September 21, 1998.

### **DESCRIPTION**

Pizzeria Uno is proposing to install a freestanding sign near their facility located along Roosevelt Road in the Sportmart Shopping Center. However, the restaurant and the shopping center building are located on the same lot of record. Pizzeria Uno has received Conditional Use approval from the Plan Commission to have both buildings on one lot of record. The Lombard Sign Ordinance only allows one freestanding sign per lot. The Sportmart Shopping Center already has a large freestanding sign, therefore, in order to install another freestanding sign on this lot, Pizzeria Uno must amend its Conditional Use to allow the variation from the Sign Ordinance.

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). 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 1996, Pizzeria Uno requested an amendment to their Conditional Use request to increase the height of the ground-mounted sign from six feet (6') to seven feet two inches (7'2") and to reduce the setback from the Roosevelt Road right-of-way from fifteen feet (15) to ten feet (10). The staff supported the variation to allow the ground-mounted sign to be seven feet two inches (7'2") in height and to set the sign back a minimum of ten feet (10') from the Roosevelt Road

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right-of-way. At that time, staff worked with Pizzeria Uno to find an appropriate location for the ground-mounted sign, and felt comfortable with the justification for the hardship. The Plan Commission and Board of Trustees approved this variation request. The proposed ground-mounted sign was never installed because Pizzeria Uno later found the sign would conflict with utility lines along Roosevelt Road. The variation has since expired.

Pizzeria Uno is now proposing to install a pylon sign twenty-five feet (25') in height. The proposed sign would be located closer to the building in a landscape island.

## **ENGINEERING**

### Private Engineering Services

The Private Engineering Services Division has no objection to the petition, but does caution the petitioner that the location of the proposed sign may be within a private watermain easement. Documentation of the location of the watermain easement should be provided during the sign permit process.

### Public Works

The Public Works Department has no comments regarding this petition

## **FIRE AND BUILDING**

The Building Inspectional Services Division and the Fire Department have no comments regarding this petition.

## **PLANNING**

### Compliance with the Sign Ordinance

If Pizzeria Uno was its own lot of record, the sign would meet the standards of the Lombard Sign Ordinance. However, Pizzeria Uno 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.

The existing multi-tenant sign appears to have several panels for copy. The top two panels are used by Marshall's and Famous Footwear. There is one panel which is divided into four smaller panels. One of the four smaller panels is used by Fruitful Yield. Three smaller panels are still available. While the Pizzeria Uno is not entitled to a separate freestanding sign, there does appear to be space on the "multi-tenant" sign for the restaurant to place a sign.

This year, the Plan Commission heard a similar request for a variation to the Sign Ordinance. El Burrito Loco (PC 98-11) requested a second freestanding sign on one parcel of property. In this case, the Plan Commission suggested a ground-mounted sign would be better than a pole sign. In this case, staff also found a ground-mounted sign to be less objectionable, given the number of free-standing signs in the area. At a location nearby, the Plan Commission approved El Burrito

Loco's request to allow more than one freestanding sign on one parcel of property with conditions limiting the size and location of the sign. Given this similar situation, staff suggests allowing Pizzeria Uno a monument sign, as recommended in the past. Previously, the Plan Commission approved a variation to allow the sign to be a maximum of seven feet two inches (7'2") in height and not to exceed 37.5 square feet in sign surface area and staff recommends these size restrictions be placed upon Pizzeria Uno again. This time, the staff suggests moving the sign to the proposed location so it will not conflict with utilities along Roosevelt Road.

#### Compatibility with the Comprehensive Plan

The Comprehensive Plan Long Range Land Use Plan map recommends Community Commercial uses for this property.

#### Compatibility with Surrounding Land Uses

Other properties adjacent to the Sportmart Shopping Center have freestanding signs. Heritage Cadillac has two freestanding sign 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.

Allowing Pizzeria Uno to have a monument sign, set back further from Roosevelt Road will add little to the clutter of the existing signs and will have no negative impact to the surrounding properties.

### **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, I move that the Plan Commission recommend to the Corporate Authorities approval of the variation associated with PC 98-44 with the following conditions:

1. The proposed ground-mounted sign be a maximum of seven feet two inches (7'2") in height, not exceed 37.5 square feet in sign surface area, and meet all other requirements of the Lombard Sign Ordinance;
2. The sign shall be located in the parking lot landscape island in a manner that does not block a driver's view; and
3. Documentation of the location of the private watermain easement be provided during the sign permit process.

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Inter-Departmental Review Group Report Approved By:

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Director of Community Development

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c. Petitioner

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