

# PLAN COMMISSION

## INTER-DEPARTMENTAL REVIEW COMMITTEE REPORT

### MODIFICATION TO AN EXISTING MONUMENT SIGN – 810 E. BUTTERFIELD ROAD

**AUGUST 17, 2015**

#### Title

SPA 15-02ph

#### Petitioner (Managing Agent)

Sequoia Realty Group  
c/o Devon Evans  
1900 S. Highland Ave., Ste. 104  
Lombard, IL 60148

#### Property Owner

Fountain Square of Lombard POA  
1900 S. Highland Ave., Ste. 104  
Lombard, IL 60148

#### Property Location

810 E. Butterfield Road  
(06-28-100-013)  
Trustee District #3

#### Zoning

B3PD – Community Shopping  
District Planned Development  
(Fountain Square PD)

#### Existing Land Use

Sporting goods store with  
easement for common signage.

#### Comprehensive Plan

Mixed-Use Commercial & Office

#### Approval Sought

Site Plan Approval for a  
modification to an existing  
shopping center identification  
sign.

#### Prepared By

Matt Panfil, AICP  
Senior Planner



LOCATION MAP

#### DESCRIPTION

The petitioner is requesting modifications to the existing shopping center identification sign specifically located within a signage easement at 810 E. Butterfield Road (southeast corner of the Dick's Sporting Goods property). The proposed modifications are the addition of tenant panels (see Exhibit A). The tenant panels will not be added to either of the two (2) other shopping center identification signs and the tenant panels will not increase the overall height or square footage of the existing sign.

#### APPROVAL(S) REQUIRED

Ordinance Number 4588 amended the Fountain Square Planned Development conditional use approval (Ord. No. 4422D) to allow the Plan Commission to approve deviations for site signage in conjunction with site plan review and approval by the Plan Commission. Where there is no relief from the Lombard Sign Ordinance required in this proposal, based on the minutes and testimony presented during the original approval regarding the overall design of the shopping center identification signs, planning staff determined that the proposed modifications are substantial enough in nature to warrant a public hearing before the Plan Commission.

### **EXISTING SIGN**

The existing sign was approved as part of Exhibit D within the Fountain Square Development Agreement (Doc. No. R1998-067503). During the December 14, 1998 Plan Commission public hearing for PC 98-41, at least one resident of Oakbrook Towers, east of Fountain Square, expressed concern regarding the number of shopping center identification signs as well as the potential for tenant panels on the shopping center identification signs. In response, and on behalf of the petitioner, Mr. Robert Pugliese, attorney with Lord, Bissell, and Brook, clarified that the shopping center identification signs would not list the businesses. The signs were to only say "Fountain Square of Lombard." The minutes of the public hearing have been included as Exhibit C.

Due to the addition of tenant panels being a specific concern at the time of approval for the existing sign, staff decided that it is in the best interest of the public to require a public hearing for the proposed modifications; despite no relief from the Lombard Sign Ordinance being required.



Existing ↑

↓ Proposed



### **PROPOSED SIGN**

The modifications to include the reduction in size of the display area for, "Fountain Square of Lombard" in order to display a total of ten (10) tenant panels for businesses located within the Fountain Square Planned Development.

### **INTER-DEPARTMENTAL REVIEW**

#### **Building Division:**

The Building Division has no issues or concerns regarding the proposed modifications.

#### **Fire Department:**

The Fire Department has no issues or concerns regarding the proposed modifications.

#### **Private Engineering Services (PES):**

PES has no issues or concerns regarding the proposed modifications.

#### **Public Works:**

The Department of Public Works has no issues or concerns regarding the proposed modifications.

#### **Planning Services Division (PSD):**

The Planning Services Division notes the following:

**1. Surrounding Zoning & Land Use Compatibility**

	<b>Zoning Districts</b>	<b>Land Use</b>
<b>North</b>	B3PD	Retail
<b>South</b>	Oak Brook B-1	Retail
<b>East</b>	B3PD	Retail / Retention Pond
<b>West</b>	OPD	Office

In consideration that the tenant panels are only proposed for the shopping center identification sign that is furthest away from residential properties; and that the tenant panels do not increase the overall size of the shopping center identification sign, staff finds that the proposal, if approved, would have a minimal impact on the surrounding land uses.

**2. Comprehensive Plan Compatibility**

Staff finds that the Mixed-Use Commercial and Office designation anticipates some level of signage for such land uses. As the proposed modifications maintain the shopping center identification sign's compliance with the Lombard Sign Ordinance; and is similar in design to other existing shopping center identification signs, staff finds that the proposal is generally compatible with the Comprehensive Plan.

**3. Sign Ordinance, Zoning Ordinance, and Planned Development Compatibility**

Staff finds that the proposed modifications are compliant with both the Lombard Sign and Zoning Ordinances. Although the matter of tenant panels on shopping center identification signs was discussed at a Plan Commission public hearing, no specific regulations were adopted within any of the planned development's establishing ordinances or agreements. The development agreement does allow for the Plan Commission to review signage through the site plan approval process.

**SITE HISTORY PERTAINING TO PERMANENT SIGNAGE**

**PC 97-28**

Signage variations including; signs may be legible either from the nearest right-of-way or the nearest private street; allow common signage identifying Fountain Square of Lombard to be located within easement on individual lots or sites for the benefit of the entire development; the easterly shopping center identification sign on Butterfield Road frontage to have 288 square feet of sign surface area; allow for a subdivision identification sign on Lot 2 if it is developed with multi-family structures; and to allow the definitions of "frontage," "frontage, building," and "sign, shopping center identification," to allow references to "frontage" or "building frontage" to include frontage on a private street established within the subject property.

**PC 98-41**

Amendment to the Annexation Agreement allowed for the Plan Commission to allow deviations for site signage in conjunction with site plan review and approval.

**SPA 99-02 (Champps)**

Approved a total of four (4) wall signs; three (3) 83 square foot signs and one (1) 93 square foot sign.

**SPA 00-03 (Weber Grill)**

Approval of wall signage and “kettle” as a freestanding sign.

**SPA 00-05 (Jared Jeweler’s)**

Approval of wall signage variations for surface area and number as well as awning signage in conjunction with wall signs.

**SPA 01-01 (Galyan’s)**

Approval of a wall sign exceeding 200 square feet.

**SPA 02-04 (P.F. Chang’s)**

Approval of a 169 square foot wall sign.

**SPA 02-06 (Uncle Julio’s Restaurant)**

Approval of signs painted directly on the walls of the building, a projecting sign to be displayed in conjunction with wall signs, and a secondary wall sign.

**SPA 03-04 (Jared Jeweler’s)**

Allowed for the number of signs and total sign surface area to be based upon private drives rather than public rights-of-way as well as awning signage in conjunction with wall signs.

**SPA 03-10 (Ethan Allen)**

Allowed for a 107.35 square foot primary wall sign and a second 97.4 square foot wall sign.

**SPA 03-11 (Weber Grill)**

Approval of a 167.9 square foot wall sign, a second 42 square foot wall sign, and a third 30 square foot sign.

**SPA 04-01 (Starbucks)**

Approval of a modified sign plan, including a third 25 square foot wall sign.

**SPA 06-03 (Hyatt)**

Allowed for the private drive to the south to be considered frontage, approved a 294.5 square foot wall sign, and a 162.6 square foot second wall sign.

**FINDINGS & RECOMMENDATIONS**

In consideration that the concept of tenant panels had already been addressed by the Plan Commission and that significant signage relief has already been granted to each of the commercial outlots, staff recommended to the petitioner a design consisting of internally illuminated tenant panels with a uniform dark background and contrasting light-colored text and/or logos. Staff finds that this design element would allow for adequate wayfinding to the businesses within Fountain Square while softening the impact of the internally illuminated panels.

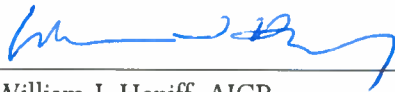
However, the petitioner prefers flexibility in the design of the tenant panels and the design proposed herein. Preferences aside, staff finds the proposed modifications to the existing shopping center identification sign to be consistent with the Lombard Zoning and Sign Ordinances and the Comprehensive Plan.

Based on the above findings, the Inter-Departmental Review Committee has reviewed the petition and finds that it **does comply** with the existing planned development. As such, the Inter-Departmental Review Committee recommends that the Plan Commission make the following motion for **approval** of this petition:

Based on the submitted petition and the testimony presented, the requested modifications to the existing shopping center identification sign **does comply** with the existing planned development; and therefore, I move the Plan Commission find the findings included as part of the Inter-Departmental Committee Review Report be the findings of the Plan Commission and recommend **approval** of SPA 15-02ph, subject to the following conditions:

1. The petitioner shall develop the site in substantial conformance with the signage plan, prepared by Gaytan Signs, Inc., undated and submitted as part of the petitioner's application on June 4, 2015;
2. This approval is limited only to the sign identified on Exhibit B, and not to any other freestanding sign within the planned development; and
3. Should the subject freestanding sign be replaced at any point in the future, new Site Plan Approval shall be required.

Inter-Departmental Review Committee Report approved by:




William J. Heniff, AICP  
Director of Community Development

c. Petitioner

H:\CD\WORDUSER\PCCASES\2015\SPA 15-02ph\SPA 15-02ph\_IDRC Report.docx

# EXHIBIT A – SIGN PLAN




**GAYTAN SIGNS INC.**  
 317 McDonough St.  
 Joliet, IL 60432  
 815-774-9621 / 815-726-2975  
 Fax 815-774-9629  
 geytansigns@aol.com  
 CUSTOMER: FOUNTAIN SQUARE

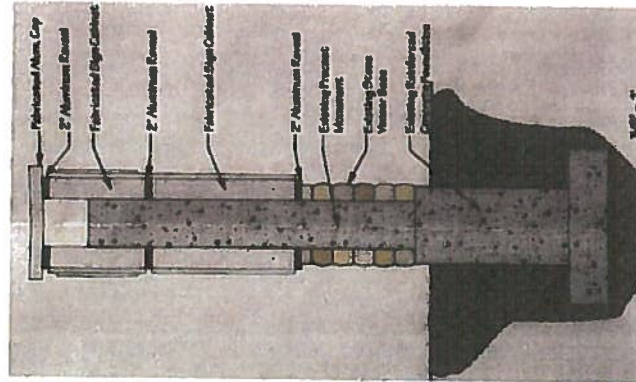
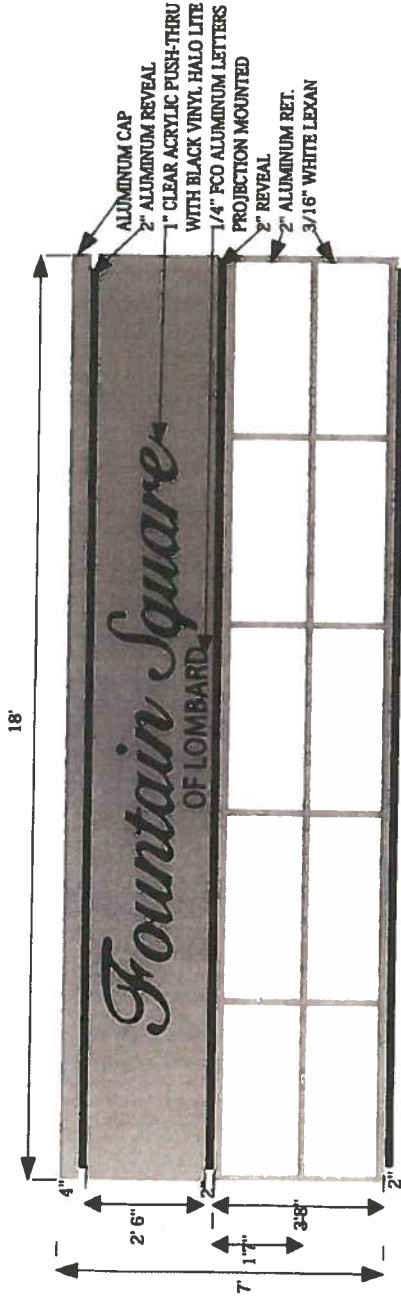
Location: LOMBARD IL

Sales: A.G.  
 Proj. SIGNS  
 Date:

Drawn: 6/22/08  
 Designer: A.G.  
 Scale:  
 Check By:

Approved by Customer:







## EXHIBIT C – PC 98-41 MINUTES

980723

AN ORDINANCE AMENDING A GRANT OF A CONDITIONAL USE FOR A PLANNED DEVELOPMENT PURSUANT TO LOMBARD ZONING ORDINANCE NO. 3274 AND GRANTING A VARIATION FROM THE LOMBARD SIGN ORDINANCE

(PC 98-41: Fountain Square Subdivision)

(See also Ordinance No. 4422D)

Robert Pugliese, attorney with Lord, Bissell & Brook, 115 South LaSalle Street, Chicago, presented the petition on behalf of the petitioner, Fountain Square of Lombard. Mr. Pugliese stated that it has been several months since this issue was last addressed. Mr. Pugliese stated that he wanted to achieve a business friendly environment to attract users. He indicated that as a result there was a Development Agreement that was established which set certain parameters and also gave the Plan Commission final authority for those parameters. Mr. Pugliese stated that with this agreement the developers were able to anticipate conflict and work it out ahead of time. He stated that this process worked extremely well and resulted in beautiful buildings on site but one issue that did not arise was the number of signs for freestanding buildings. Mr. Pugliese stated that there is frontage on Meyers and Butterfield but the buildings are set back from the roadways because of Lot Four. He stated that the developers would like to put up wall signs on the buildings but needed direction as to where the signs should go and how many signs should be put up. He stated this issue has been discussed with staff who looked for solutions and requested a Planned Development Amendment.

Mr. Pugliese then stated that the signage is not different from any other planning element and he felt it was a reasonable proposal for signage. Mr. Pugliese indicated that he seeks to accomplish Plan Commission authority as it relates to signage.

There was no one present to speak in favor of the petition. There were two individuals to speak against the petition. They were:

Ms. Helene Stueckler, 20 North Tower Road, unincorporated DuPage County, spoke against the petition. Ms. Stueckler felt that giving the Plan Commission the authority to make the decision for signage is a good idea and the Commission had been doing a wonderful job. **She reiterated that the individuals running the businesses would like to put up three signs and she questioned whether three signs would be necessary as each restaurant and facility would be listed on the entrance signs.** She indicated that individuals will have an unobstructed view of Fountain Square when driving by and that good food and service will be what draws customers, not the signs. Ms. Stueckler gave examples of businesses that have little signage and are successful. Ms. Stueckler then stated that she understands where two signs may be necessary but not three.

Barbara Richards, 20 North Tower Road, unincorporated DuPage County, spoke against the petition. Ms. Richards felt that two signs would be sufficient as no one would become lost in Fountain Square since customers can only go in one way and out the other.



**Mr. Pugliese responded by indicated that he was glad that everyone felt that the Plan Commission should have the authority for signage but wanted to clarify that the entrance signs will not list the businesses, they will only say Fountain Square of Lombard.**

Mr. David C. Sundland, AICP, Senior Planner, presented the staff report and indicated that the code as written depends on the street frontage. He stated that the buildings have visibility from Westmore-Meyers and Butterfield but do not have frontage. He stated that Champps and Weber Grille would be allowed to have two signs. Staff feels that the best approach is for the Plan Commission to have the final say when going through Site Plan Approval. Mr. Sundland indicated that staff would like the petitioner to have the flexibility to have more signs as long as the Plan Commission dictates the quality and appearance. Currently the approval is to allow the signs, not the size or number of signs.

Mr. Sundland also clarified that the approvals being sought that night during the Site Plan Approval process would not include signage as the Planned Development amendment would not become effective until voted upon by the Board of Trustees.

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

Commissioner Kramer asked if we are asking the Board of Trustees to allow us to make signage decisions for Fountain Square only.

Ms. Janet Petsche, attorney for the Village, stated that this amendment is specific to Fountain Square only.

Commissioner Kramer stated that she agrees that the Commission should have the authority to deal with signage for Fountain Square in the future.

Chairperson Ryan opened the public hearing for discussion and questions by the Plan Commission. Hearing none, the Chairperson entertained a motion for this request.

It was moved by Commissioner Sweetser, seconded by Commissioner Zorn, to recommend to the Corporate Authorities approval of PC 98-41 subject to the following condition:

1. The Board of Trustees approve an amendment to Exhibit I, the B3 Development Agreement, of the Annexation Agreement, and that all owners-of-record within the Fountain Square Planned Development execute this amendment.

The motion carried by the following vote:

Aye: 5 – Flint, Kramer, Olbrysh, Sweetser and Zorn

Absent: 1 – Broderick