

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 24, 2010 (BOT) Date: September 2, 2010  
TITLE: PC 10-11: 600 W. North Ave (Shell Gas Station)  
SUBMITTED BY: Department of Community Development *ML*

BACKGROUND/POLICY IMPLICATIONS:

Your Plan Commission transmits for your consideration its recommendation relative to the above-mentioned petition. This petition requests amendments to Ordinance #4920 to provide for the following variations from the Lombard Sign Ordinance for the property located within the B4 Corridor Commercial District:

1. A variation from Section 153.210 to allow for an Automatic Changeable Copy Sign to be located on a property with less than 500 lineal front footage;
2. A variation from Section 153.210(D) to allow for a changeable message board of an Automatic Changeable Copy Sign to exceed two (2) feet in height;
3. A variation from Section 153.210(D) to allow for a display screen of an Automatic Changeable Copy Sign to exceed eighteen (18) inches in height;
4. A variation from Section 153.210(F) to allow for a changeable message board of an Automatic Changeable Copy Sign to be located outside of the twelve (12) foot to fifteen (15) foot height range;
5. A further variation to Section 153.505(B)(19)(a)(2)(a) to increase the total number of wall signs on the subject property to a total of ten (10) signs. (DISTRICT #1)

*Making two separate motions, the Plan Commission recommended approval of the automatic changeable copy sign and wall signage variations subject to conditions.*

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 <i>David A. Hulseberg</i>	Date <u>8/25/10</u>


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.





## MEMORANDUM

**TO:** David A. Hulseberg, Village Manager

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

**DATE:** September 2, 2010

**SUBJECT:** **PC 10-11: 600 W. North Avenue (Shell Gas Station)**

Attached please find the following items for Village Board consideration as part of the September 2, 2010 Village Board meeting:

1. Plan Commission referral letter;
2. IDRC report for PC 10-11;
3. An Ordinance granting approval of variations associated with wall signage and automatic changeable copy signage in the B4 Corridor Commercial District; and
4. Plans associated with the petition.

The Plan Commission recommended approval of the zoning and signage actions associated with the petition subject to conditions.





## VILLAGE OF LOMBARD

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

September 2, 2010

**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."*

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

### **Subject: PC 10-11: 600 W. North Avenue (Shell Gas Station)**

Dear President and Trustees:

Your Plan Commission transmits for your consideration its recommendation regarding the above-referenced petition. The petitioner requests amendments to Ordinance #4920 to provide for the following variations from the Lombard Sign Ordinance for the property located within the B4 Corridor Commercial District:

1. A variation from Section 153.210 to allow for an Automatic Changeable Copy Sign to be located on a property with less than 500 lineal front footage;
2. A variation from Section 153.210(D) to allow for a changeable message board of an Automatic Changeable Copy Sign to exceed two (2) feet in height;
3. A variation from Section 153.210(D) to allow for a display screen of an Automatic Changeable Copy Sign to exceed eighteen (18) inches in height;
4. A variation from Section 153.210(F) to allow for a changeable message board of an Automatic Changeable Copy Sign to be located outside of the twelve (12) foot to fifteen (15) foot height range;
5. A further variation to Section 153.505(B)(19)(a)(2)(a) to increase the total number of wall signs on the subject property to a total of ten (10) signs;

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

Auna Foote, 5308 N. Northwest Highway, Chicago, presented the petition. Due to a revenue split with Circle K, Shell is proposing signage changes to two of their gas stations, one located on North Avenue and the other located on Roosevelt Road. The food and the car wash revenue would go to Circle K and Shell would get the revenues from the sale of gasoline.

Chairperson Ryan requested that she limit her presentation to the North Avenue location as the Roosevelt Road location is a separate petition and would be discussed following this petition and voted on separately.

Continuing, Ms. Foote acknowledged that the property size is below the minimum for an LED price board. Their signage package includes the price board being part of the LED sign. They are requesting this type of sign not only for structural reasons but also for safety, accuracy, environmental and technological reasons. The LED boards change automatically the evening before, by plugging in the new gas prices. These new prices are then displayed the following morning. As gas prices can fluctuate daily, this method ensures accuracy as to the current gas price. This method also eliminates the possibility of the wind blowing price cards away. As such, there is no possibility of damage to vehicles from price cards falling onto them. It is mandatory that the gas stations have the right price at all times, which is why they want to convert to all stations over to LED. The LED boards will use lower power consumption and are environmentally efficient compared to fluorescent bulbs. The LED sign will not blink, flash, flutter or give the appearance of movement. It will just display the price. She noted that price boards are moving toward this type of technology and there will be a point in time when the price cards will become obsolete. Ms. Foote referred to the table in the staff report which outlines requests from other petitioners for LED signs. She stated that their sign is proposed to be static and just relay the price and will not contain a message.

Lastly, she noted that the sign did not meet the 12 to 15 feet height range so they reduced the square footage by 21.7 square feet from their initial proposal in order to bring the LED up higher and reduce the square footage. This reduction brings the sign into closer compliance with code.

Chairperson Ryan asked if anyone was present to speak in favor or against the petition. No one spoke in favor or against.

Chairperson Ryan then requested the staff report.

Michael Toth, Planner I, presented the staff report. The subject property is located at the northwest corner of North Avenue (IL Route 64) and IL Route 53 and improved with a Shell gas station. Shell is currently in the process of reimagining their Circle K corporate identity standard in conjunction with the carwash and building signage. As part of their corporate reimagining process, the petitioner is requesting approval of a unified signage package.

The proposed signage package will include the expansion of existing signage, the addition of new signage on the car wash and the integration of an automatic change copy element on the existing freestanding sign. There were a number of past approvals associated with signage on the subject property. As part of this petition, signage

associated with the past approvals will be further amended and the remaining signs will require additional signage relief, where applicable.

There are a total of four (4) variations associated with the proposed Automatic Changeable Copy sign – the first relates to the insufficient size of the property and the remaining three variations pertain to the design of the sign.

The Sign Ordinance limits automatic changeable copy signs to properties in the CR, B3, B4, B4A and B5 zoning districts on lots with a minimum of 500 lineal front footage. The subject property is located in the B4 Corridor Commercial District, but has a linear front footage of only 433 feet, a deficiency of 67 feet. Therefore, the Automatic Changeable Copy Sign automatically cannot be done as-of-right.

The Sign Ordinance restricts the message board component of an Automatic Changeable Copy Sign to two (2) feet tall and the display screen to 18-inches in height. The proposed Automatic Changeable Copy Sign message board is three-and-one-half (3.5) in height (see Exhibit 'A'). The intent of the height provision is to ensure that the automatic changeable copy element does not become the principal component of the sign freestanding sign.

The proposed display screen is twenty-six (26) inches in height where only a maximum of eighteen (18) inches is permitted. Since 2000, the Village has had four requests for automatic changeable copy signs exceeding code and he referred to Table 1.1. The Village has historically not supported variations relative to the size of Automatic Changeable Copy Sign message screens. Staff supported the variation request for Heritage Cadillac (PC 03-40) because of the unique characteristics and history of the subject property.

Section 153.210(F) of the Sign Ordinance states that the changeable message board of an Automatic Changeable Copy Sign must be located between twelve (12) feet to fifteen (15) feet above grade. The subject message board is proposed to be between ten (10) feet and thirteen-and-a-half (13.5) feet above grade. As such, the message board extends one (1) foot below the required height range.

Staff recognizes that the proposed Automatic Changeable Copy Sign would only advertise motor fuel rates; however, the Sign Ordinance is not intended not regulate the actual message displayed on the signage, but rather the medium that the message is displayed upon. In the Standards for Variations, the petitioner states that LED is more aesthetically pleasing than the traditional manual copy change. The petitioner also indicated that manual copies can blow away in the wind, which can be costly to repair. Lastly, safety is cited as a basis for the variation – stating that changing a manual copy sign can be dangerous. While staff recognizes these issues, the proposed signage is a matter of preference and the indicated hardships do not constitute a physical hardship associated with the property. Moreover, there are four variations associated with a sign

that cannot be done as-of-right, which also demonstrates that the construction of the sign is also a matter of preference.

Ordinance #4920 granted signage relief to increase the number of permitted wall signs on the subject property from two (2) to five (5). The original approval specifically allowed one sign on each building (carwash and gas station) and a sign on each of three sides of the canopy. Through the petitioner's reimaging efforts, the existing fifty (50) square foot wall sign on the gas station will be replaced with a twenty-five (25) foot sign (see Exhibit 'B'). The fueling canopy will retain the three (3) original wall signs and the number of wall signs associated with the carwash would be increased from four (4) to six (6) (see Exhibit 'C'). Staff notes that all six (6) signs on the carwash will be new and are intended to accommodate corporate standards.

Staff notes that there are no past approvals associated with the three (3) additional wall signs that are currently located on the carwash. They are all shown on the approved elevations plans, but are not specifically mentioned in the approvals. As they are all less than ten (10) inches in height, they may have been perceived to be Valance Signs. However, these signs are not attached to the valance of an awning or canopy and are affixed directly to the building; therefore, they are considered Wall Signs. As such, approval is now being requested to allow six (6) signs where only one (1) wall sign was approved. Therefore, the request for additional wall signage in this case pertains only to the proposed signage associated with the carwash.

As the submitted plans indicate, a red and white banding element has also been included around the gas station building and carwash. Staff notes that the proposed banding is not considered wall signage and is not factored into the overall calculation of the proposed wall signage. The banding is considered only to be a design aesthetic.

As Table 1.2 depicts, the proposed signage is a significant increase from the existing signage. When observing the raw numbers the signage is larger; however, without any quantifiable numbers to tie to any past approvals, staff examined the Sign Ordinance requirements. The Sign Ordinance requires that wall signs on properties with multiple tenant buildings be no more than one times the lineal foot frontage of tenant space. Staff referenced this provision as an example because the Sign Ordinance establishes a direct correlation between façade size and the square footage of wall signs.

When factoring the lineal foot frontage each carwash elevation, none of the proposed wall signs are larger in area than the respective lineal footage of each building elevation. Also, due to the number of structures and on-site activities, gas stations provide rather unique signage issues. Staff has supported additional signage for gas stations in the past and believes that the proposed wall signage request is reasonable.

Staff has reviewed the standards for variations and finds that the proposed wall signs meet the standards for variations, but the proposed automatic changeable copy sign and



freestanding sign do not meet the standards for variations and therefore recommends partial approval of this petition.

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

Commissioner Sweetser stated that the idea of the changeable message board has come up before. She noted that there is a difference between a message that repeats and runs continually versus something static. She suggested that it would be useful, due to the evolution of these signs, to differentiate between a message board and a changeable copy panel that would only be changed once every 24 hours and just show a price. She understands why staff would not want a running message, but she was inclined to permit one that would not change frequently and just display a price.

Chairperson Ryan agreed with Commissioner Sweetser about the difference between a running message versus a static one, but indicated the height of the sign is also not in compliance with code.

Commissioner Sweetser stated that there possibly could be some consideration given since there is no running message and if the sign can be brought up to an acceptable height range. If the panel needs to be a certain size in order to be readable, the smaller height size for a running message should not dominate the sign. It might be helpful to sort it out. Mr. Toth stated that the message board and screen have two separate height requirements.

Commissioner Burke clarified the issues at hand. He referred to the staff report, which stated that the proposed message board is 3.5 feet tall, but looking at the drawings, it appears that the LED display is much smaller than that 3.5 foot panel. He asked the petitioner what the size of the message was. Ms. Foote answered that she thought it to be 18" or 24" tall. Commissioner Burke then asked staff if that fell into the desired range. Mr. Stilling answered that 18" is the maximum allowed. Mr. Toth stated that the plans show the LED portion to be 26" in height.

Commissioner Burke stated if the petitioner had the ability to reduce it to an acceptable standard, it wouldn't be a big issue. He sees this in other communities and feels that it is a better way to display gas pricing than the current way. The other issue at hand is the height. He confirmed with staff that the height was lower than code, which is just the opposite of what is usually proposed. He felt that was more an issue of Village ordinance and he doesn't see the height they are proposing as being objectionable.

Commissioner Burke stated he doesn't have an objection to the petition other than the size of the display itself.

Chairperson Ryan referred to the two pictures of the automatic changeable copy signs. He noted that it appeared that the existing price board sign was larger than what was

being proposed and asked staff if that was the case. He also noted that the allowable square footage of the proposed sign is smaller due to it being a message sign. Mr. Stilling answered that the existing manual copy change sign is larger.

Commissioner Flint asked if that was within code. Ms. Stilling noted that the matter at hand was that the property did not have the required 500' frontage as well as the size of the message board. He stated that nothing prevents the petitioner from having the sign, accept the lack of frontage of the subject property.

Commissioner Burke stated that variances are granted to make signs more efficient, attractive and more practical. He noted that the pricing portion was now smaller because of the Circle K logo but if we are just talking about the pricing portion it is more attractive, smaller and practical.

Chairperson Ryan noted that they have to address the issue of the 500' lineal frontage. If the Plan Commission agrees that it is okay to have the sign, we are saying it is acceptable even though it doesn't meet the 500'.

Commissioner Sweetser stated that the basic reason for using the 500' delineation is that it provides a physical buffer between message boards. Having less than 500' could be confusing as the messages would be difficult to process because it is constantly moving. She noted that is not the case in this situation as the message board is not changing and therefore would not apply.

Commissioner Flint agreed with Commissioner Sweetser.

Commissioner Burke suggested that if the petitioner could make the actual price size smaller, it would be acceptable. Ms. Foote thought that if she went back to Circle K she thought they might fluctuate on the size, especially if the LED sign was approved.

Commissioner Burke then questioned if would be visible if it were made smaller.

Chairperson Ryan thought that since the proposed flexible sign was smaller then the existing sign and by allowing the proposed 26" sign we would be cleaning it up, he doesn't have a problem with it, but would have trouble with having them bring it down to 18".

After some discussion about the wording of the motion, Attorney Wagner suggested that the Commissioners make two votes, one for the LED sign and one for the wall signs. He also suggested that they have discussion to address the wall signs before that particular vote.

On a motion by Commissioner Burke and a second by Sweetser, the Plan Commission voted 4 to 0 that the variations for the automatic changeable copy sign meet the standards

required by the Lombard Zoning and Sign Ordinances and that the Plan Commission does not accept the findings and recommendations of the Inter-Departmental Report as the findings of the Plan Commission and recommend to the Corporate Authorities **approval** of the automatic changeable copy sign variations associated with PC 10-11 subject to one condition:

1. The signage shall be consistent with the proposed signage plan, as it pertains to the Automatic Changeable Copy sign, which was prepared by Corporate Identification Solutions, and dated June 25, 2010.

Chairperson Ryan then opened the meeting for discussion to address the ten wall signs.

Commissioner Sweetser stated that if staff recommended approval of the number of wall signs and had good reason for it, then she had no objection.

On a motion by Commissioner Sweetser and a second by Commissioner Flint, the Plan Commission voted 4 to 0 to increase the total number of wall signs on the subject property to ten (10) and does comply with the standards required by the Lombard Zoning and Sign Ordinances; and therefore, moved that the Plan Commission accept the findings and recommendations of the Inter-Departmental Report as the findings of the Plan Commission and recommend to the Corporate Authorities **approval** of all other sign variations associated with PC 10-11 subject to the four conditions in the staff report:

1. The signage shall be consistent with the proposed signage plan, as it pertains only to the wall signage, which was prepared by Corporate Identification Solutions, and dated June 25, 2010
2. The petitioner shall apply for and receive a building permit for the proposed signage prior to installation.
3. That the petitioner shall satisfactorily address all comments included within the IDRC report.
4. Such approval shall become null and void unless work thereon is substantially under way within 12 months of the date of issuance, unless extended by the Board of Trustees prior to the expiration of the ordinance granting the variation.

Respectfully,

**VILLAGE OF LOMBARD**

  
Donald Ryan, Chairperson  
Lombard Plan Commission



**VILLAGE OF LOMBARD**  
**INTER-DEPARTMENTAL REVIEW GROUP REPORT**

TO: Lombard Plan Commission                      HEARING DATE: August 16, 2010  
FROM: Department of                                      PREPARED BY: Michael S. Toth  
          Community Development                                      Planner I

**TITLE**

**PC 10-11: 600 W. North Ave (Shell Gas Station):** The petitioner requests amendments to Ordinance #4920 to provide for the following variations from the Lombard Sign Ordinance for the property located within the B4 Corridor Commercial District:

1. A variation from Section 153.210 to allow for an Automatic Changeable Copy Sign to be located on a property with less than 500 lineal front footage;
2. A variation from Section 153.210(D) to allow for a changeable message board of an Automatic Changeable Copy Sign to exceed two (2) feet in height;
3. A variation from Section 153.210(D) to allow for a display screen of an Automatic Changeable Copy Sign to exceed eighteen (18) inches in height;
4. A variation from Section 153.210(F) to allow for a changeable message board of an Automatic Changeable Copy Sign to be located outside of the twelve (12) foot to fifteen (15) foot height range;
5. A further variation to Section 153.505(B)(19)(a)(2)(a) to increase the total number of wall signs on the subject property to a total of ten (10) signs;

**GENERAL INFORMATION**

Petitioner:                                      Corporate Identification Solutions  
  5308 N. Northwestern Highway  
  Chicago, IL 60630

Property Owner:                                      Circle K/Shell  
  4080 Jonathan Moore Pike  
  Columbus, IN 47201

**PROPERTY INFORMATION**

Existing Zoning:                      B4 Corridor Commercial District

Existing Land Use:                      Gasoline sales and automobile service use (car wash)

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Size of Property:       Approximately 1.2 Acres

Comprehensive Plan: Recommends Community Commercial.

Surrounding Zoning and Land Use:

North: B3PD –Community Shopping District Planned Development, developed as Northgate Shopping Center  
South: B4 - Corridor Commercial District, developed as Jiffy Lube/Car Wash  
East: B4 - Corridor Commercial District, developed as Amoco/McDonald's  
West B3PD –Community Shopping District Planned Development, developed as Northgate Shopping Center

## **ANALYSIS**

### **SUBMITTALS**

This report is based on the following documents, which were filed with the Department of Community Development on June 10, 2010:

1. Petition for Public Hearing.
2. Plat of Survey, prepared by First American Land Services, dated November 20, 2009.
3. Proposed signage plan, prepared by Corporate Identification Solutions, and dated June 25, 2010.
4. Response to Standards for Variations.

### **DESCRIPTION**

The subject property is located at the northwest corner of North Avenue (IL Route 64) and IL Route 53 and improved with a Shell gas station. Shell is currently in the process of reimagining their Circle K corporate identity standard in conjunction with the carwash and building signage. As part of their corporate reimagining process, the petitioner is requesting approval of a unified signage package.

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

#### **ENGINEERING**

Private Engineering Services has no comments.

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## **PUBLIC WORKS**

Public Works Engineering has no comments.

## **BUILDING DIVISION**

The Building Division has no comments.

## **FIRE**

The Fire Department has no comments.

## **PLANNING**

A Shell Oil station once existed on the subject property, but was razed in 1996. Conditional use approval was later granted to allow a gas station and a car wash on the subject property, which was approved June 20, 1996 (PC 96-09, Ordinance 4175); however, the petitioner decided not to proceed with the project at that time. The existing gas station and carwash was later approved for construction in 2001 (PC 00-54 Ordinance #4920). As the carwash and gas station were built in separate buildings, conditional use approval was necessary to allow two principal structures on one lot of record. As a result, the subject property now has two buildings, which includes a carwash and gas station (with fueling canopy). Per Ordinance #4920, approval was granted to allow one sign on each building and a sign on each of three sides of the fueling canopy for a total of five (5) wall signs. The petitioner is now requesting approval of a unified signage package, which is a result of the property owner wishing to reimage their corporate branding.

The proposed signage package will include the expansion of existing signage, the addition of new signage on the car wash and the integration of an automatic change copy element on the existing freestanding sign. There were a number of past approvals associated with signage on the subject property. As part of this petition, signage associated with the past approvals will be further amended and the remaining signs will require additional signage relief, where applicable.

### **Compatibility with the Sign Ordinance**

#### **Automatic Changeable Copy Sign**

There are a total of four (4) variations associated with the proposed Automatic Changeable Copy sign – the first relates to the insufficient size of the property and the remaining three variations pertain to the design of the sign.

A variation from Section 153.210 to allow for an Automatic Changeable Copy Sign to be located on a property with less than 500 lineal front footage.

The Sign Ordinance limits automatic changeable copy signs to properties in the CR, B3, B4, B4A and B5 zoning districts on lots with a minimum of 500 lineal front footage. The subject property is located in the B4 Corridor Commercial District, but has a linear front footage of only 433 feet, a

deficiency of 67 feet. Therefore, the Automatic Changeable Copy Sign automatically cannot be done as-of-right.

A variation from Section 153.210(D) to allow for a changeable message board of an Automatic Changeable Copy Sign to exceed two (2) feet in height.

The Sign Ordinance restricts the message board component of an Automatic Changeable Copy Sign to two (2) feet tall and the display screen to 18-inches in height. The proposed Automatic Changeable Copy Sign message board is three-and-one-half (3.5) in height (see Exhibit 'A'). The intent of the height provision is to ensure that the automatic changeable copy element does not become the principal component of the sign freestanding sign.

A variation from Section 153.210(D) to allow for a display screen of an Automatic Changeable Copy Sign to exceed eighteen (18) inches in height.

The proposed display screen is twenty-six (26) inches in height where only a maximum of eighteen (18) inches is permitted. Since 2000, the Village has had four requests for automatic changeable copy signs exceeding code:

<b>Case</b>	<b>Requested Screen Height</b>	<b>Staff Recommendation</b>	<b>Ultimate Action</b>
PC 03-45 (CVS)	3'6"	Denial	Denied by PC; withdrawn prior to BOT consideration
PC 03-40 (Heritage Cadillac)	4'0"	Approval	Approved by BOT
PC 02-14 (Merlin Muffler)	2'8"	Denial	Denied by BOT
SPA 02-05 (Taylor Brewing)	3'2"	Denial	Denied by PC

Table 1.1

As Table 1.2 depicts, the Village has historically not supported variations relative to the size of Automatic Changeable Copy Sign message screens. Staff supported the variation request for Heritage Cadillac (PC 03-40) because of the unique characteristics and history of the subject property.

A variation from Section 153.210(F) to allow for a changeable message board of an Automatic Changeable Copy Sign to be located outside of the twelve (12) foot to fifteen (15) foot height range.



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Section 153.210(F) of the Sign Ordinance states that the changeable message board of an Automatic Changeable Copy Sign must be located between twelve (12) feet to fifteen (15) feet above grade. The subject message board is proposed to be between ten (10) feet and thirteen-and-a-half (13.5) feet above grade. As such, the message board extends one (1) foot below the required height range.

### *Finding*

Staff recognizes that the proposed Automatic Changeable Copy Sign would only advertise motor fuel rates; however, the Sign Ordinance is not intended not regulate the actual message displayed on the signage, but rather the medium that the message is displayed upon. In the Standards for Variations, the petitioner states that LED is more aesthetically pleasing than the traditional manual copy change. The petitioner also indicated that manual copies can blow away in the wind, which can be costly to repair. Lastly, safety is cited as a basis for the variation – stating that changing a manual copy sign can be dangerous. While staff recognizes these issues, the proposed signage is a matter of preference and the indicated hardships do not constitute a physical hardship associated with the property. Moreover, there are four variations associated with a sign that cannot be done as-of-right, which also demonstrates that that construction of the sign is also a matter of preference.

### **Increased Number of Wall Signs**

A further variation to Section 153.505(B)(19)(a)(2)(a) to increase the total number of wall signs on the subject property to a total of ten (10) signs.

Ordinance #4920 granted signage relief to increase the number of permitted wall signs on the subject property from two (2) to five (5). The original approval specifically allowed one sign on each building (carwash and gas station) and a sign on each of three sides of the canopy. Through the petitioner's reimagining efforts, the existing fifty (50) square foot wall sign on the gas station will be replaced with a twenty-five (25) foot sign (see Exhibit 'B'). The fueling canopy will retain the three (3) original wall signs and the number of wall signs associated with the carwash would be increased from four (4) to six (6) (see Exhibit 'C'). Staff notes that all six (6) signs on the carwash will be new and are intended to accommodate corporate standards.

Staff notes that there are no past approvals associated with the three (3) additional wall signs that are currently located on the carwash. They are all shown on the approved elevations plans, but are not specifically mentioned in the approvals. As they are all less than ten (10) inches in height, they may have been perceived to be Valance Signs. However, these signs are not attached to the valance of an awning or canopy and are affixed directly to the building; therefore, they are considered Wall Signs. As such, approval is now being requested to allow six (6) signs where only one (1) wall sign was approved. Therefore, the request for additional wall signage in this case pertains only to the proposed signage associated with the carwash.

As the submitted plans indicate, a red and white banding element has also been included around the gas station building and carwash. Staff notes that the proposed banding is not considered wall signage

and is not factored into the overall calculation of the proposed wall signage. The banding is considered only to be a design aesthetic.

The following table depicts the proposed signage on each elevation of the carwash in comparison to the current signage:

<b>Elevation</b>	<b>Current Signage</b>	<b>Proposed</b>	<b>Façade Length</b>
North	2 s.f. "Enter" sign	15 s.f. "Enter" sign & 4 s.f. Circle K Logo	26'
South	1.5 s.f. "Exit" sign	10.5 s.f. "Exit" sign & 4 s.f. Circle K Logo	26'
East	8 s.f. "Soft Touch Car Wash" sign & 9 s.f. "Formula Finish" sign	24.5 s.f. "Car Wash" sign	50'
West	n/a	24.5 s.f. "Car Wash" sign	50'

Table 1.2

As Table 1.2 depicts, the proposed signage is a significant increase from the existing signage. When observing the raw numbers the signage is larger; however, without any quantifiable numbers to tie to any past approvals, staff examined the Sign Ordinance requirements. The Sign Ordinance requires that wall signs on properties with multiple tenant buildings be no more than one times the lineal foot frontage of tenant space. Staff referenced this provision as an example because the Sign Ordinance establishes a direct correlation between façade size and the square footage of wall signs.

### *Finding*

When factoring the lineal foot frontage each carwash elevation, none of the proposed wall signs are larger in area than the respective lineal footage of each building elevation. Also, due to the number of structures and on-site activities, gas stations provide rather unique signage issues. Staff has supported additional signage for gas stations in the past and believes that the proposed wall signage request is reasonable.

## **FINDINGS AND RECOMMENDATIONS**

Based on the above considerations, the Inter-Departmental Review Committee has reviewed the standards for variations and finds that the proposed wall signs meet the standards for variations, but the proposed automatic changeable copy sign and freestanding sign do not meet the standards for variations and therefore recommends that the Plan Commission make the following motion recommending **partial approval** of this petition:

### *Automatic Changeable Copy Sign and Freestanding Sign*

Based on the submitted petition and the testimony presented, the requested variations for the automatic changeable copy sign and additional freestanding sign **do not** comply with the

Plan Commission

Re: PC 10-11

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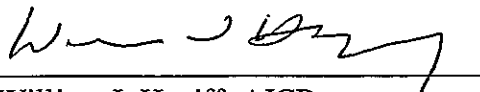
standards required by the Lombard Zoning Ordinance; and, therefore, I move that the Plan Commission recommend to the Corporate Authorities **denial** of the Automatic Changeable Copy Sign and Freestanding Sign variations associated with PC 10-11.

*Wall Signs*

Based on the submitted petition and testimony presented the request to increase the total number of wall signs on the subject property to ten (10) does comply with the standards required by the Lombard Zoning and Sign Ordinances; and, therefore, I move that the Plan Commission recommend to the Corporate Authorities **approval** of all other sign variations associated with PC 10-11, subject to the following conditions:

1. The signage shall be consistent with the proposed signage plan, as it pertains only to the wall signage, which was prepared by Corporate Identification Solutions, and dated June 25, 2010
2. The petitioner shall apply for and receive a building permit for the proposed signage prior to installation.
3. That the petitioner shall satisfactorily address all comments included within the IDRC report.
4. Such approval shall become null and void unless work thereon is substantially under way within 12 months of the date of issuance, unless extended by the Board of Trustees prior to the expiration of the ordinance granting the variation.

Report Approved By:



William J. Heniff, AICP  
Director of Community Development

MST:jd

att-

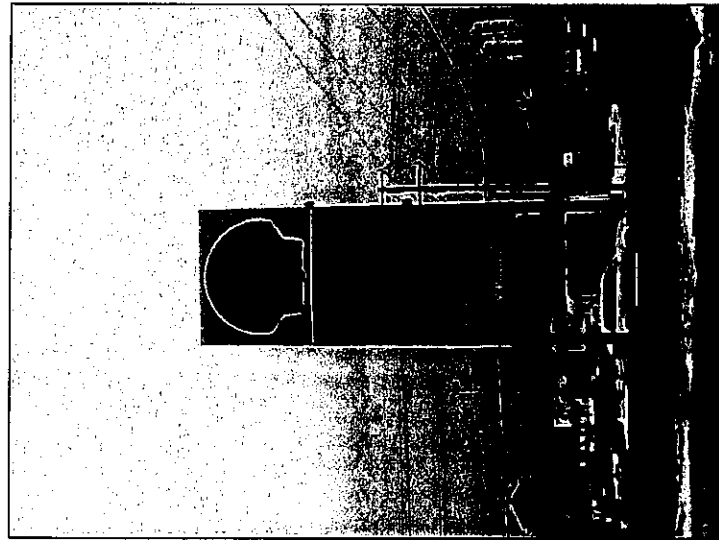
c. Property Owner

h:\cd\worduser\pccases\2010\pc 10-11\report 10-11.doc

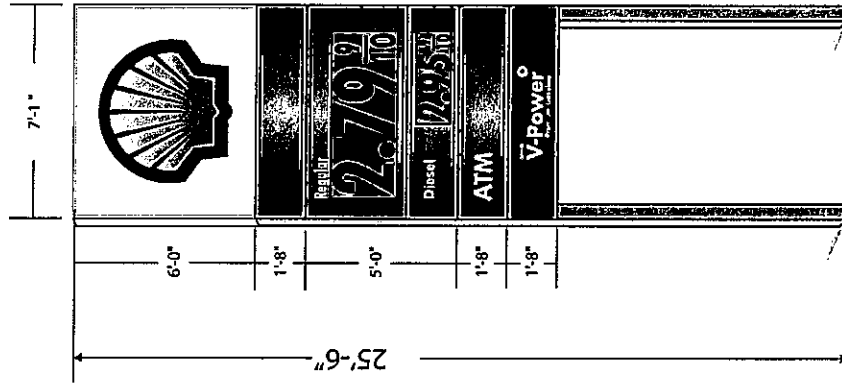


**EXHIBIT 'A' –**  
**Proposed Automatic Changeable Copy Sign**

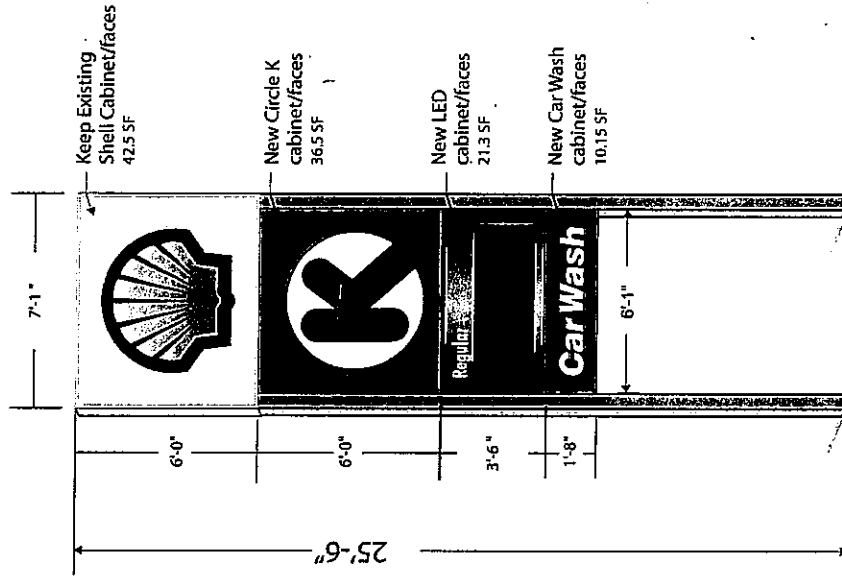
# CIRCLE K 6731: Lombard, IL



EXISTING PHOTO



**EXISTING**  
113.19 SF



**PROPOSED (REFACE)**  
110.45 SF

**CUSTOMER ACCEPTANCE**  
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DATE: \_\_\_\_\_

CUSTOMER	CIRCLE K	LOCATION	Lombard, IL	SHEET	01/01	DATE	07/10
STORE #	6731	ACCOUNT REP	Ben DeHayes	DRAWN BY	MT	SCALE	NYS
NOTES: CORPORATE ID SOLUTIONS 5700 N. LAKEVIEW CHICAGO, ILLINOIS 773-541-8000 / 773-555-6066							



CORPORATEIDOLUTIONS.COM

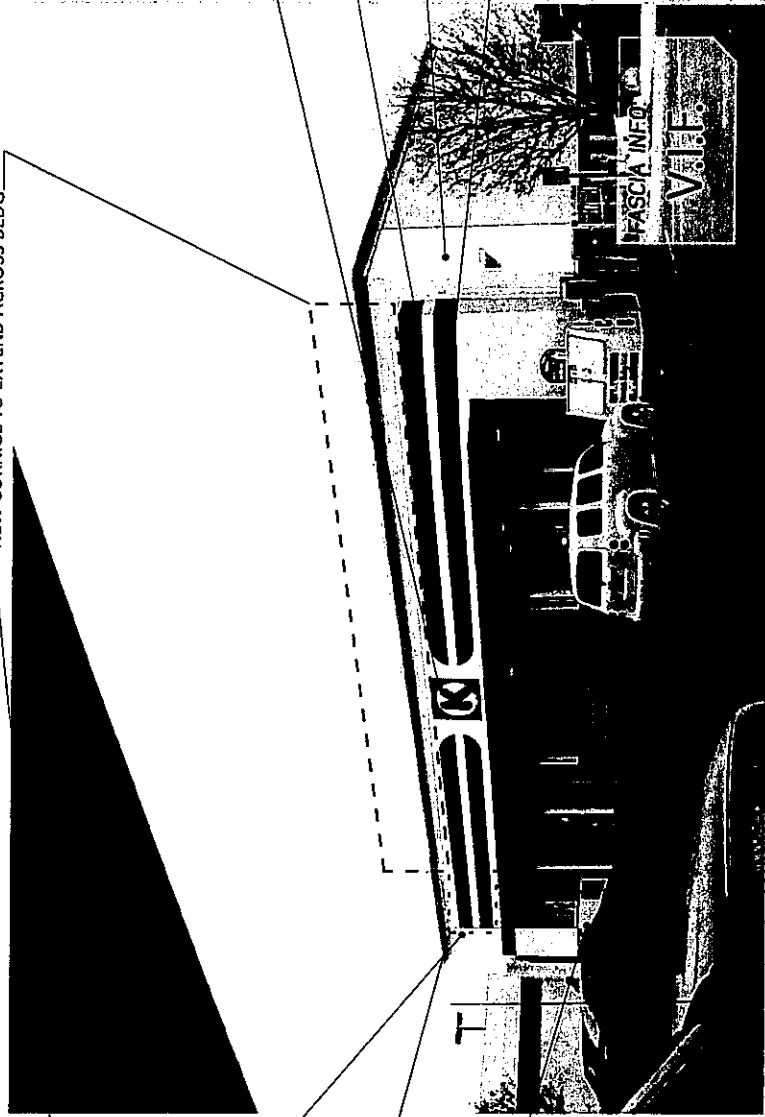
**EXHIBIT 'B' –**  
**Proposed Gas Station Sign**

# CIRCLE K - 6731 Lombard, IL PROPOSED BUILDING SIGNAGE

PRODUCT ROLLUP		
QTY	DESC.	SIZE
1	CIRCLE K SIGN	60" x 60"
2	FRONT VINYL AIMER	52" x VIF
2	FRONT LFT VINYL AIMER	52" x VIF
2	LFT VINYL RETURN	52" x VIF
2	RT VINYL RETURN	52" x VIF

\*VERIFY ALL SIZES  
TOTAL SQUARE FOOTAGE: 25 SQ FT

REMOVE PORTION OF FASCIA  
NEW CORNICE TO EXTEND ACROSS BLDG



EXISTING STORE

VINYL RETURNS  
(LEFT-SIDE,  
NOT SHOWN)

EXTEND FASCIA

BUILDING PAINTED  
ON ALL SIDES  
TO MATCH NEW CIRCLE K  
PAINT SCHEDULE

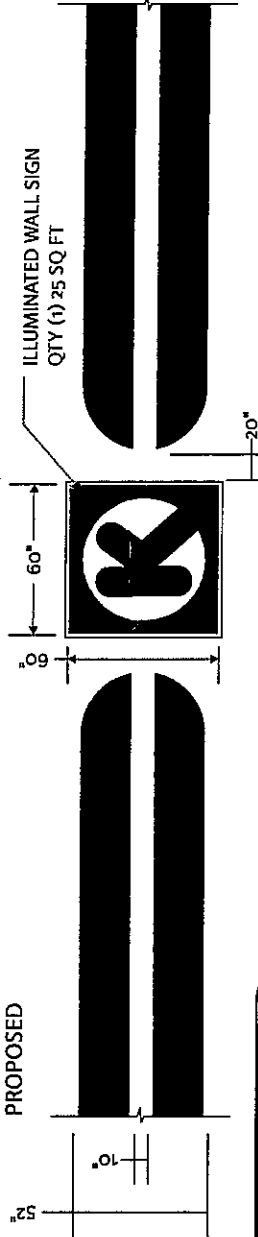
60" X 60" CIRCLE K SIGN

VINYL RETURNS  
(RIGHT-SIDE)

PAINT BRICK WHITE ON FRONT  
AND SIDES

52" VINYL AIMERS ON BOTH SIDES  
OF CIRCLE K CABINET SIGN

PROPOSED



ILLUMINATED WALL SIGN  
QTY (1) 25 SQ FT

\*CONCEPTUAL ARTWORK ONLY\*

CUSTOMER ACCEPTANCE

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CUSTOMER ACCEPTANCE: \_\_\_\_\_ DATE: \_\_\_\_\_

DATE	REVISION	BY	SCALE	NOTES
01/01	4/21/10	AG	NTS	

CUSTOMER: CIRCLE K  
STORE #: 6731  
LOCATION: Lombard, IL  
CIS ACCOUNT REP: Ben DeHayes  
DRAWN BY: AG

CORPORATE IDENTIFICATION SOLUTIONS, INC.  
CHICAGO, IL 60601  
773-283-9600 / 773-283-9606





**EXHIBIT 'C' –**  
**Proposed Carwash Signage**

# CIRCLE K - 6731 Lombard, IL PROPOSED BUILDING SIGNAGE

PRODUCT ROLLUP		
QTY	DESC.	SIZE
1	Entrance Side	30.5" x TBD
1	Exit Side	30.5" x TBD
2	Carwash Side	30.5" x TBD

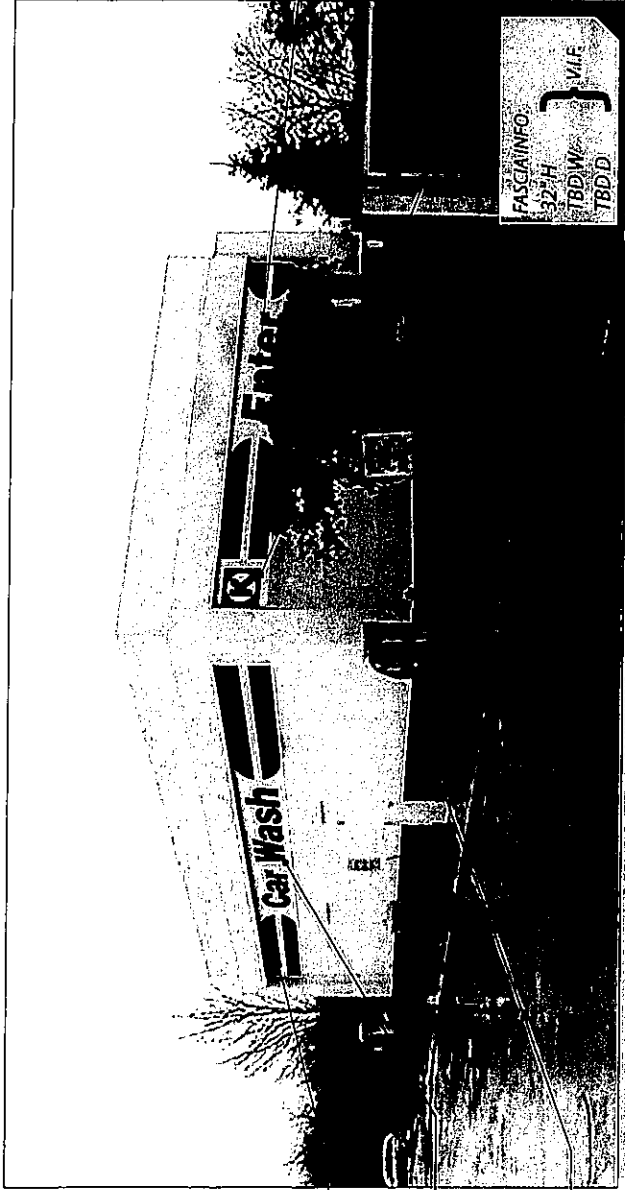
\*VERIFY ALL SIZES

NON-ILLUMINATED  
7125-63 GERANIUM RED VINYL  
"Enter" APPLIED DIRECTLY

NON-ILLUMINATED  
CIRCLE K VINYL LOGO  
APPLIED DIRECTLY TO FASCIA

"Enter" - 24" x 7'-5 7/8" [14.93 SF]  
Circle K logo - 24" x 24" [4 SF]

"CarWash" - 24" x 12'-2 3/4" [24.45 SF]



NON-ILLUMINATED  
7125-63 GERANIUM RED VINYL STRIPES  
APPLIED DIRECTLY TO FASCIA

NON-ILLUMINATED  
7125-63 GERANIUM RED VINYL  
"Car Wash" APPLIED DIRECTLY  
TO FASCIA

BUILDING PAINTED ALL SIDES  
TO MATCH NEW CIRCLE K  
PAINT SCHEDULE:  
SENSATIONAL SAND #6094  
SAFETY RED #4081  
EGRET WHITE #2004

PROPOSED LAYOUT OF  
CAR WASH BUILDING  
GRAPHICS



**CUSTOMER ACCEPTANCE**

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CUSTOMER ACCEPTANCE: \_\_\_\_\_ DATE: \_\_\_\_\_

LOCATION	Lombard, IL	SHEET	D1/02	DATE	6/25/10	NOTES:	
CUSTOMER	CIRCLE K	DRAWN BY	REVISION	SCALE	NTS		
STORE #	6731		R3				
CIS ACCOUNT REP	Ben DeHayes		MH				

\*CONCEPTUAL ARTWORK ONLY\*



CORPORATEIDSOLUTIONS.COM

CORPORATE ID SOLUTIONS  
2500 N. ELSTON ST.  
CHICAGO, IL 60647  
773-763-4607 / 773-763-4906

# CIRCLE K - 6731 Lombard, IL

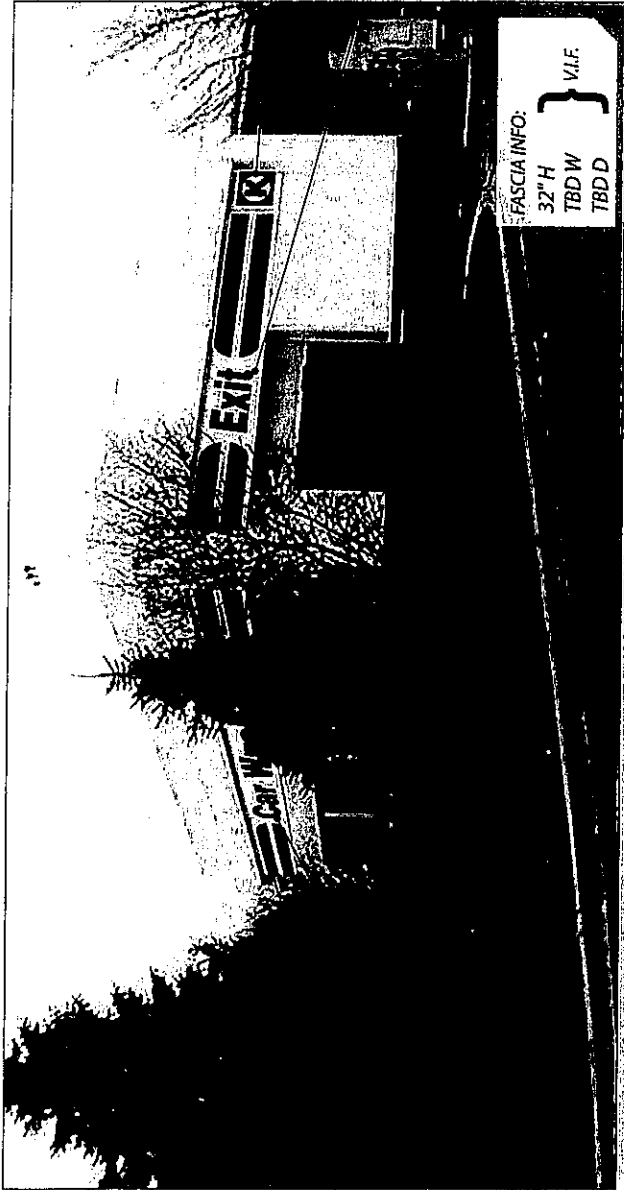
## PROPOSED BUILDING SIGNAGE

PRODUCT ROLLUP		
QTY	DESC.	SIZE
1	Entrance Side	30.5" x TBD
1	Exit Side	30.5" x TBD
2	Carwash Side	30.5" x TBD

\*VERIFY ALL SIZES

NON-ILLUMINATED  
CIRCLE K VINYL LOGO  
APPLIED DIRECTLY TO FASCIA

NON-ILLUMINATED  
7125-63 GERANIUM RED VINYL  
"Exit" APPLIED DIRECTLY



FASCIA INFO:  
32" H } V.I.F.  
TBD W }  
TBD D }

7125-63 GERANIUM RED VINYL STRIPES  
APPLIED DIRECTLY TO FASCIA

NON-ILLUMINATED  
7125-63 GERANIUM RED VINYL  
"Car Wash" APPLIED DIRECTLY  
TO FASCIA

BUILDING PAINTED ALL SIDES  
TO MATCH NEW CIRCLE K  
PAINT SCHEDULE:

SENSATIONAL SAND #6094  
SAFETY RED #4081  
EGRET WHITE #2004



PROPOSED LAYOUT OF  
CAR WASH BUILDING  
GRAPHICS

"Exit" - 24" x 5'-3 1/2" [10.58 SF]  
Circle K Logo - 24" x 24" [4 SF]

"Car Wash" - 24" x 12'-2 3/4" [24.45 SF]

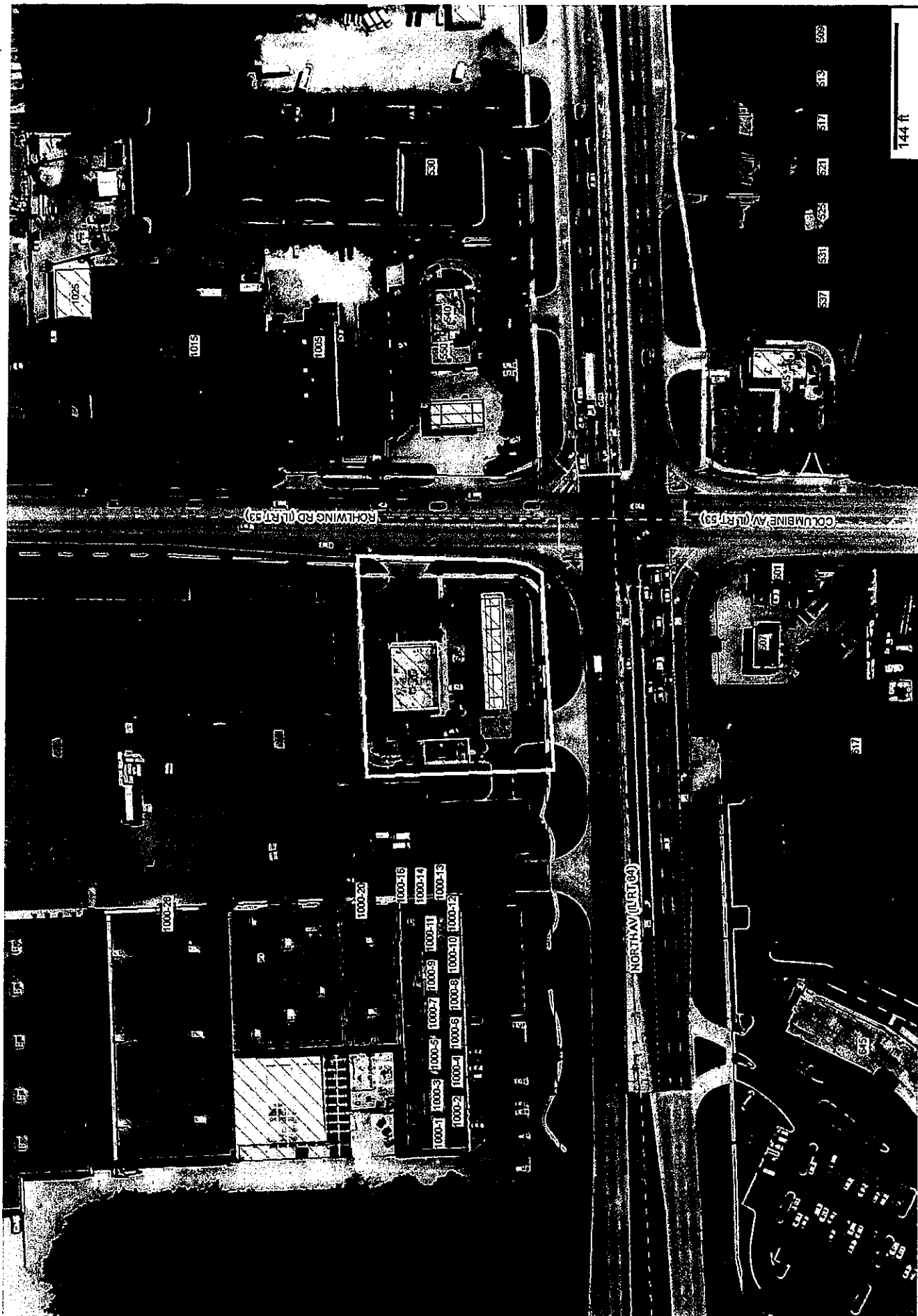
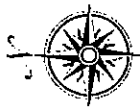
\*CONCEPTUAL ARTWORK ONLY\*

CUSTOMER ACCEPTANCE:		DATE:	CUSTOMER:		CIRCLE K:	LOCATION:	SHEET:	DATE:	NOTES:
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CUSTOMER ACCEPTANCE:		DATE:	STORE #	US ACCOUNT REP	REVISION	SCALE	NTS		
CORPORATE IDENTIFICATION SOLUTIONS, INC. 3800 W. 130TH STREET CHICAGO, IL 60641 773-525-9660/773-693-4605				Ben DeLayes	R3				



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# PC 10-11: 600 W. North Ave. (Shell Gas Station)



**ORDINANCE NO. \_\_\_\_\_**

**AN ORDINANCE GRANTING APPROVAL OF VARIATIONS ASSOCIATED WITH  
WALL SIGNAGE AND AUTOMATIC CHANGEABLE COPY SIGNAGE  
IN THE B4 CORRIDOR COMMERCIAL DISTRICT**

**(PC 10-11: 600 W. North Ave)**

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, said application requests approval of a variation from Section 153.210 to allow for an Automatic Changeable Copy Sign to be located on a property with less than 500 lineal front footage, a variation from Section 153.210(D) to allow for a changeable message board of an Automatic Changeable Copy Sign to exceed two (2) feet in height, a variation from Section 153.210(D) to allow for a display screen of an Automatic Changeable Copy Sign to exceed eighteen (18) inches in height, a variation from Section 153.210(F) to allow for a changeable message board of an Automatic Changeable Copy Sign to be located outside of the twelve (12) foot to fifteen (15) foot height range and a further variation to Section 153.505(B)(19)(a)(2)(a) to increase the total number of wall signs on the subject property to a total of ten (10) signs.

WHEREAS, a public hearing on such application has been conducted by the Village of Lombard Plan Commission on August 16, 2010 pursuant to appropriate and legal notice; and,

WHEREAS, the Plan Commission has filed its recommendations with the President and Board of Trustees recommending approval of the variations described herein; and,

WHEREAS, the President and Board of Trustees approve and adopt the findings and recommendations of the Plan Commission and incorporate such findings and recommendations 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 variations are hereby granted from Section 153.210 to allow for an Automatic Changeable Copy Sign to be located on a property with less than 500 lineal front footage, Section 153.210(D) to allow for a changeable message board of an Automatic Changeable Copy Sign to exceed two (2) feet in height, Section 153.210(D) to allow for a display screen of an Automatic Changeable Copy Sign to exceed eighteen (18) inches in height, Section 153.210(F) to allow for a changeable message board of an Automatic Changeable Copy Sign to be located outside of the twelve (12) foot to fifteen (15) foot height range and Section 153.505(B)(19)(a)(2)(a) to increase the total number of wall signs on the subject property to a total of ten (10) signs.

SECTION 2: This ordinance is limited and restricted to the property generally located at 600 W. North Ave. Lombard, Illinois, and legally described as follows:

LOT ONE IN EQUILON ENTERPRISES, LLC CONSOLIDATION PLAT NO. THREE OF PART OF THE SOUTHEAST QUARTER OF SECTION THIRTY-SIX, TOWNSHIP FORTY NORTH, RANGE TEN, EAST OF THE THIRD PRINCIPAL MERIDIAN, IN DUPAGE COUNTY, ILLINOIS.

Parcel Number: 02-36-412-035

SECTION 3: The variation set forth in Section 1 above shall be granted subject to compliance with the following conditions:

1. The signage shall be consistent with the proposed signage plan, which was prepared by Corporate Identification Solutions, and dated June 25, 2010
2. The petitioner shall apply for and receive a building permit for the proposed signage prior to installation.
3. That the petitioner shall satisfactorily address all comments included within the IDRC report.
4. Such approval shall become null and void unless work thereon is substantially under way within 12 months of the date of issuance, unless extended by the Board of Trustees prior to the expiration of the ordinance granting the variation.

SECTION 4: This ordinance shall be in full force and effect from and after its passage, approval, and publication in pamphlet form as provided by law.

Ordinance No. \_\_\_\_\_  
Re: PC 10-11  
Page 3

Passed on first reading this \_\_\_\_ day of \_\_\_\_\_, 2010.

First reading waived by action of the Board of Trustees this \_\_\_\_ day of \_\_\_\_\_, 2010.

Passed on second reading this \_\_\_\_ day of \_\_\_\_\_, 2010.

Ayes: \_\_\_\_\_

Nayes: \_\_\_\_\_

Absent: \_\_\_\_\_

Approved this \_\_\_\_ day of \_\_\_\_\_, 2010.

\_\_\_\_\_  
William J. Mueller, Village President

ATTEST:

\_\_\_\_\_  
Brigitte O'Brien, Village Clerk

Published by me this \_\_\_\_ day of \_\_\_\_\_, 2010.

\_\_\_\_\_  
Brigitte O'Brien, Village Clerk