

VILLAGE OF LOMBARD
INTER-DEPARTMENTAL REVIEW GROUP REPORT
ADDENDUM REPORT ONE

TO: Lombard Plan Commission

HEARING DATE: June 19, 2006

FROM: Department of Community
Development

PREPARED BY: William J. Heniff, AICP
Senior Planner

TITLE

PC 06-18; 1000 North Rohlwing Road (Northgate Shopping Center): The petitioner requests that the Village approve the following actions for the subject property located within the B3 Community Shopping District:

1. An amendment to an annexation agreement (Ordinance 3336) approving an alternate landscape plan (Exhibit D).
2. A conditional use for a planned development, with the following deviations to the Lombard Sign Ordinance:
 - a. A deviation from Section 153.234 to allow for two shopping center identification signs of 372 square feet in sign area and one sign of 299 square feet in sign area, where a maximum of one-hundred fifty (150) square feet is permitted;
 - b. A deviation from Section 153.234 to allow for two free-standing signs of forty-five feet (45') in overall height, where a maximum of thirty-five feet (35') is permitted;
 - c. A deviation from Section 153.210 (D) to allow for an increase of an electronic message board from two feet (2') to five feet (5') in height with a display screen greater than eighteen inches in height.
 - d. A deviation to allow for up to three additional wall signs of up to 275 square feet in sign surface area for the benefit of tenants within the Northgate Shopping Center, in lieu of the provisions set forth in Section 153.505 (B)(19)(b).
3. A use exception to allow for a storage center to be located within the proposed planned development, with a variation from the use and area standards set forth in Section 155.508 (B)(3) of the Zoning Ordinance.

Addendum Discussion

After the IDRC report was completed relative to PC 06-18, staff met with the petitioner and their Counsel relative to the recommendations staff is offering to the Plan Commission relative to the petition in general and their proposed North Avenue freestanding sign in particular. Specifically, the petitioner reiterated their need and desire to have additional square footage for free-standing signage along North Avenue. As part of this discussion with staff, the petitioner is proposing an alternative sign proposal for the North Avenue sign that would provide for additional square

footage but would address other concerns raised within the IDRC report. The table below denotes the amendments to the proposal as the petitioner:

Signage	Existing	Permitted	Initial Proposal	Amended Proposal
Freestanding Sign (I-355)				
Sign Size	none	Max. 150 sq. ft. along state ROW	Approx. 360 sq. ft.	
Sign Height	none	Max. 35 feet	45 feet	
Automatic Changeable Copy (ACC) Sign	none	1 sign per frontage; < 2' high cabinet size	4' high cabinet	3' high cabinet
Freestanding Sign (North Av.)				
Sign Size	117 sq. ft.	Max. 150 sq. ft. along state ROW	Approx. 360 sq. ft.	230 sq. ft. cap
Sign Height	17' 8" feet	Max. 35 feet	45 feet	35 ft.
Automatic Changeable Copy (ACC) Sign	none	1 sign per frontage; < 2' high cabinet size	4' high cabinet	Willing to remove ACC sign
Freestanding Sign (Route 53)				
Sign Size	59 sq. ft.	Max. 150 sq. ft. along state ROW	Approx. 150 sq. ft.	Willing to cap at 120 sq. ft.
Sign Height	25 feet	Max. 35 feet	23 feet	
Wall Signs				
Sign Size	1 sign (Harlem Furniture of 275 sq. ft. in size)	2 times frontage of tenant space; cap at 300 sq. ft.	3 additional @ 275 sq. ft. each for interior tenants – to be placed along Harlem west elevation	

The amended proposal still is within the public hearing notification requirements. The petitioner's revised request would allow for greater square footage for the North Avenue freestanding sign. However, as a trade off for this request, they are willing to withdraw their proposed ACC sign request. Moreover, they are also willing to "trade" their rights to install a two foot ACC sign component within their sign in consideration of the additional sign area.

Staff Comments

In consideration of this alternative proposal, staff believes that the petitioner's amended request can be supported. Staff denoted in the initial report that 230 square feet would be the maximum desired signage for freestanding signs. While the North Avenue sign does not meet the description for an expressway, during periods of low street traffic, vehicles can move by at a higher rate of speed, which could serve as the basis for signage relief. However, given that the petitioner is willing to remove any ACC signage rights along North Avenue (which as not been deemed desirable by the Village in the past), the additional square footage can be seen as a reasonable accommodation. Moreover, the petitioner is also willing to cap the overall square

footage on the Route 53 sign to 120 square feet to ensure that the site does not have excessive freestanding signage.

IDRC Alternate Staff Summation

Should the Plan Commission support the alternate signage proposal, which can be conceptually supported by staff, and alternate findings and recommendation section is provided below.

FINDINGS AND RECOMMENDATIONS

Based on the above findings, the Inter-Departmental Review Committee recommends that the Plan Commission make the following motion recommending **approval** of this petition, only in part, and subject to the conditions as outlined:

Based on the submitted petition and the testimony presented, the proposal does comply with the standards required by the Lombard Zoning and Sign Ordinances, only in part, and, therefore, I move that the Plan Commission accept the findings of the Inter-Departmental Review Report as the findings of the Plan Commission and that granting a planned development would be in the public interest, and therefore recommends to the Corporate Authorities **approval** of only the following actions associated with PC 06-18:

1. An amendment to an annexation agreement (Ordinance 3336) approving an alternate landscape plan.
2. A conditional use for a planned development, with the following deviations to the Lombard Sign Ordinance:
 - a. A deviation from Section 153.234 to allow one shopping center identification sign of 360 square feet in sign area (to be located along I-355), where a maximum of one-hundred fifty (150) square feet is permitted;
 - b. A deviation from Section 153.234 to allow for one free-standing sign of forty-five feet (45') in overall height (to be located along I-355), where a maximum of thirty-five feet (35') is permitted; and
 - c. A deviation from Section 153.210 (D) to allow for an increase of an electronic message board from two feet (2') to three feet (3') in height with a display screen greater than eighteen inches in height (for a sign to be located along I-355).
 - d. A deviation from Section 153.234 to allow one shopping center identification sign of 230 square feet in sign area (to be located along North Avenue), where a maximum of one-hundred fifty (150) square feet is permitted.

Furthermore, the Plan Commission recommends denial of all other zoning actions requested as part of this petition.

The relief recommended for approval above shall be subject to the following conditions:

1. The petitioner shall follow the approved alternate landscape plan prepared by Rolf C. Campbell & Associates, dated June 20, 2005; with annotations provided by the petitioner denoting the materials to be removed or replaced. Any deviations from the plan must be reviewed and approved by the Village Director of Community Development.
2. The proposed sign along I-355 shall be developed in accordance with the submitted sign plan prepared by Olympic Signs, dated June 9, 2006 and made a part of this petition, except as amended by this Ordinance of approval.
3. The proposed automatic changeable copy sign element included within the free-standing sign along I-355 shall be of a monochrome LED design, shall only advertise business establishment located on the subject property and shall operate in compliance with the Lombard Sign Ordinance.
4. The petitioner shall apply for and receive a building permit for the proposed improvements. Said permit shall include and shall satisfactorily address those issues identified as part of the Inter-departmental review comments noted within the staff report.
5. Associated with the removal of the vegetation along Route 53, the petitioner shall repair and/or replace those segments of the adjacent sidewalk in disrepair located immediately south of the Sidney Avenue intersection within the Route 53 right-of-way.
6. The proposed shopping center identification sign along North Avenue shall not have an automatic changeable sign (ACC) component.
7. The proposed shopping center sign proposed to be located along Route 53 shall not exceed one-hundred twenty (120) square feet in sign surface area.

Inter-Departmental Review Group Report Approved By:

David A. Hulseberg, AICP
Director of Community Development