



**Surrounding Zoning and Land Use:**

- North: Property within the Village of Addison zoned M4 Planned Office Research Industrial; developed as industrial and commercial development
- South: OPD – Heron Point Office Planned Development; improved as a hotel and office building; and R1 Single-Family Residence District – unimproved property
- East: R1 - Single-Family Residence District, developed as a mix of single-family residences, contractor's and storage yards and an automotive repair use
- West: Interstate 355

**ANALYSIS**

**SUBMITTALS**

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

1. Petition for Public Hearing.
2. Response to Standards to Variations.
3. Banner renderings, prepared by the petitioner, dated July 11, 2012.

**DESCRIPTION**

The Sign Ordinance allows commercial businesses to display one banner (temporary sign) per right-of-way exposure, not to exceed thirty-two (32) square feet. The petitioner is requesting a deviation to display one 600 square foot banner on the building.

**INTER-DEPARTMENTAL REVIEW COMMENTS**

**ENGINEERING**

The Private Engineering Services Division has no comment.

**BUILDING DIVISION**

The Building Division has no comments.

**PUBLIC WORKS**

Public Works Engineering has no comments.

## **FIRE**

The Fire Department has no comments.

## **PLANNING**

The Room Place is proposing to display one 600 square foot (20' x 30') banner at their location in the Northgate Shopping Center (1000 N. Rohlwing Rd. Unit #46). The banner would be displayed on the western building elevation, facing towards I-355, and is intended to advertise a sale. In their response to standards, the petitioner states there is a high line of trees along the western façade and that a 32 square foot banner would be difficult for drivers on I-355 to see and decipher. They also indicate that the western elevation is vast and in order to have a visual impact or readability, a larger banner is needed.

In review of building permit records for the property, staff found that the western elevation is approximately 465 lineal feet in width. Upon inspection of the property, staff verified that the lower portion of the building was visually obstructed from I-355 by dense vegetation; however, the vegetation does not appear to block the upper portion of the building façade from I-355. According to the submitted rendering, the banner would be displayed on the upper portion of the building façade.

In 2011, the Plan Commission approved three banners totaling 703 square feet for Floor & Décor, which is also located in the Northgate Shopping Center (SPA 11-07ph). On January 22, 2007, the Lombard Plan Commission approved SPA 07-03ph, which granted a deviation from Section 153.229 to allow a temporary 135 square foot real estate sign at the subject location of 665 West North Avenue (Heron Point Office Center). The sign was approved under the stipulation that the duration of the permit be limited to a six-month period. Unlike the aforementioned banners (that were subsequently approved by the Plan Commission), the proposed banner will be oriented to only face I-355 and will not be facing residential or other commercial properties. Furthermore, the temporary nature of the proposed signage ensures that it will not remain on the premises for an extended period of time.

The Sign Ordinance allows commercial businesses to display a banner for a total of 120 days per calendar year. The petitioner indicated that because they plan to make a significant investment in the banner, they would like the ability to display it for a longer time period, more specifically, six months. As such, staff originally advertised for relief to allow the banner to be displayed for a six-month period. If the Plan Commission were to approve the banner, the allotted 120 days would expire prior to the end of the year, thus resulting in a gap between the remainder of the year and January 1, 2013 where they would be allowed an additional 120 days to display a banner. Staff reached out to the petitioner in order to verify whether or not they'd be willing to delay permit acquisition until September 3, 2012. This would allow the business to display the banner for 120 consecutive days in 2012 and 2013, for a total of eight months combined. Therefore, the relief associated with the additional display time would not be needed, bringing the temporary sign project into closer compliance with Code.

In summary, staff recommends that this petition be approved as it has met the Standards for Variations as set forth in the petitioners' response to standards (attached) and is consistent with temporary signage relief recently granted in the same vicinity.

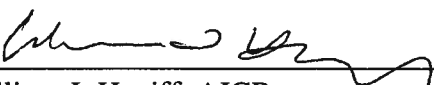
## **FINDINGS AND RECOMMENDATIONS**

The Inter-Departmental Review Committee has reviewed the standards for variations for the requested signage and finds that the standards for variations have been met. As such, the Inter Departmental Review Committee recommends that the Plan Commission make the following motion recommending **approval** of SPA 12-05ph:

Based on the submitted petition, accompanying signage plans and the testimony presented, the proposed signage **complies** with the standards established by the Northgate/Lombard Landings Shopping Center Planned Development and the Lombard Zoning and Sign Ordinances, and that granting the signage relief enhances the planned development and is in the public interest 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 therefore **approve** SPA 12-05ph, subject to the following conditions:

1. A permit shall be obtained for the subject temporary sign.
2. The relief associated with the temporary sign size shall be limited to the tenant space at 1000 N. Rohlwing Rd., Unit #46. The time period for the installation of the temporary sign shall be limited to no more than 120 each in 2012 and 2013.

Inter-Departmental Review Group Report Approved By:

  
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William J. Heniff, AICP  
Director of Community Development

c: Petitioner



## **XI. STANDARDS FOR VARIATIONS**

Petitioner: *Madaline Pacheco, 7/17/2012*

Enclosed is my response as petitioner to the following Standards for Variations according to Section 155.103.C.7 of the Lombard Zoning Ordinance

**1. Because of the particular physical surroundings, shape, or topographical conditions of the specific property involved, a particular hardship to the owner would result, as distinguished from a mere inconvenience, if the strict letter of the regulations were to be applied.**

*We would like to display our banner to drive traffic into our location from the passers by on I-355. The city's regulations for hanging a banner without variation are 32 square feet (4' x 8' banner). A banner of this size hung on the facade of our building that facing west towards I-355 would be lost visually, if not obfuscated by the high line of trees along that side of the building. Additionally, it would be very difficult for drivers on I-355 to see a banner of that size and decipher it if it were out of the line of sight from the trees. Therefore we are requesting a variation in banner size to 30' wide by 20' tall.*

**2. The condition upon which an application for a variation is based are unique to the property for which the variation is sought, and are not generally applicable to other property within the same zoning classification.**

*The facade of our building facing I-355 is vast, it is also behind a large row of trees. In order to have visual impact and visibility to drivers along I-355, a banner of larger size is requested.*

**3. The purpose of the variation is not based primarily upon a desire to increase financial gain.**

*We are requesting a variation in this instance because we feel it would benefit the strip mall in which we are a part as well as the City of Lombard by driving traffic into the mall as a whole. We also desire to gain brand recognition and awareness that we exist in this location.*

**4. The alleged difficulty or hardship is caused by this ordinance and has not been created by any person presently having an interest in the property.**

*The alleged difficulty, and resulting request for variation, is caused solely by this ordinance and not by any party or person with interest in this property.*

**5. The granting of the variation will not be detrimental to the public welfare or injurious to other property or improvements in the neighborhood in which the property is located.**

*We affirm that the variation we are requesting will not be detrimental or injurious to the public or property; or improvements to the neighborhood in which we're located. The facade of the building in which we desire to display our banner is innocuous and faces our back alley and is only visible from I-355.*

**6. The granting of the variation will not alter the essential character of the neighborhood; and,**

**7. The proposed variation will not impair an adequate supply of light and air to adjacent property or substantially increase the congestion of the public streets, or increase the danger of fire, or impair natural drainage or create drainage problems on adjacent properties, or endanger the public safety, or substantially diminish or impair property values within the neighborhood.**

*We affirm that the display of our banner variation will not alter the essential character of the neighborhood, will not impair an adequate supply of light and air to adjacent property or substantially increase the congestion of the public streets, or increase the danger of fire, or impair natural drainage or create drainage problems on adjacent properties, or endanger the public safety, or substantially diminish or impair property values within the neighborhood. Our banner will be displayed on the west facing facade facing our back alley, a row of trees, then I-355. It will not be located near any adjoining businesses, and be affixed to our facade securely by drilling hardware into the concrete facade, securely attached to the banner made of UltraMesh® Supreme Mesh material, designed to withstand outdoor use.*