

VILLAGE OF LOMBARD
INTER-DEPARTMENTAL REVIEW GROUP REPORT

TO: Lombard Plan Commission

HEARING DATE: November 15, 2004

FROM: Department of Community
Development

PREPARED BY: Michelle Kulikowski
Associate Planner

TITLE

PC 04-33; Text Amendments to the Lombard Zoning Ordinance: The Village of Lombard requests text amendments to the following sections of the Sign Ordinance for clarity and consistency purposes as it relates to various types of Temporary Signs:

1. Section 153.206 Signs not subject to a permit
2. Section 153.214 Construction Signs
3. Section 153.215 Developer's Sign
4. Section 153.228 Real Estate Signs
5. Section 153.235 Temporary Signs
6. Section 153.501 Conservation/Recreation District Requirements
7. Section 153.502 Residential District Requirements
8. Section 153.503 Office District Requirements
9. Section 153.504 B1 & B2 Neighborhood Shopping District Requirements
10. Section 153.505 B3 & B4 Community Shopping District Requirements
11. Section 153.506 B5 Central Business District Requirements
12. Section 153.507 I Industrial District Requirements
13. Section 153.602 Definitions

BACKGROUND:

The Planning Services Division of the Community Development Department is proposing changes to the Sign Ordinance pertaining to temporary real estate, development, and construction signs. These changes were initially discussed as part of the October 18, 2004 Plan Commission meeting. The Plan Commission continued the matter to address issues raised at the meeting.

Size of Development Signs

Per the direction of the Plan Commissioners, staff reviewed potential code changes that provide additional flexibility to developers as they develop and install their respective signs. Specifically, the Commissioners wanted staff to look at developing a sliding scale or formula to determine the maximum square footage for development signs. It was expressed that establishing a single square footage cap (e.g., 32 square feet) may not be appropriate for all non-residential properties.

To address this issue, staff explored a number of formula options (Appendix A) to address this issue. Ultimately, staff recommends that through this analysis, the following amendment is offered for consideration and recommendation:

Total Square Footage of Sign Face for a Developer Sign for Non-residential Properties:

- a. The total allowed signage shall not exceed the maximum square footage allowed by right for a freestanding sign in the underlying zoning district multiplied by the number of street frontages abutting the subject property.
- b. Each property is entitled to a minimum of thirty-two (32) square feet in area and the total area of all developer signs on the property shall not exceed one-hundred twenty-five (125) square feet.
- c. Signage may be allocated in any proportion deemed necessary and is not limited to one (1) street sign per street frontage.

Staff believes that creating a “supply” of square footage for a sign builds in flexibility. For example, in the case where a new development is located on the corner of an arterial and a collector street, the code would allow for greater signage along an arterial roadway, if desired. Rather than needing to seek relief from the Village, they could subtract the square footage from the permitted sign along the collector street. Additionally, this approach would provide developers the opportunity to erect several smaller signs, which could be appropriate for strip commercial developments.

Text Amedments

Staff also reviewed the respective sections of the code for consistence and clarity. Changes made by staff after the first public hearing are highlighted, text to be removed is in strike out mode and additions are underlined.

PROPOSED TEXT AMENDMENTS

§ 153.206 SIGNS NOT SUBJECT TO A PERMIT

The following named signs will not require a permit unless the sign is illuminated. They shall meet any requirements incorporated in this ordinance.

- (A) Residential Directional Signs
- (B) Political Campaign Signs
- (C) Window Displays
- (D) Rummage or Garage Sale Signs
- (E) Nameplates
- (F) Real Estate Signs for Single Family Residences
- (G) Flags
- (H) Holiday Decorations
- (I) Motor Fuel Promotional Signs
- (J) Traffic Control Signs

§ 153.214 ~~CONSTRUCTION SIGNS~~ RESERVED

~~It is unlawful to erect, construct or maintain any Construction Sign unless the following provisions are followed:~~

- ~~(A) — Number: Not more than one sign per premises~~
- ~~(B) — Size: Signs shall be no more than 32 square feet in area~~
- ~~(C) — Display: No Construction Sign shall be displayed prior to the issuance of a building permit for the construction identified by the sign.~~
- ~~(D) — Removal: The sign shall be removed prior to the issuance of an Occupancy Permit.~~

**§153.215 ~~DEVELOPER'S SIGN~~
§153.215 DEVELOPMENT SIGN**

It is unlawful to construct, erect, locate or maintain any Developer's Sign except in compliance with the following provisions:

- ~~(A) — Size: Sign shall be no more than 12 square feet in area~~

- (B) — Height: Signs shall be no higher than 15 ft. above ground level
- (C) — Location: Signs shall be setback not less than 10 ft. from all rights-of-way.
- (D) — Number: There shall be no more than one sign per development tract unless the development is abutting two streets; then two separate signs shall be permitted.
- (E) — Removal: Signs shall be removed upon the issuance of a Certificate of occupancy.

(A) Single Family Residences

(1) Area

(a) Signs on individual lots shall be no more than twelve (12) square feet in area.

(b) For developer signs of single-family residential subdivisions under development of over one acre in size, the maximum allowable sign area is thirty-two (32) square feet per acre of development. However, in no instance shall the overall sign area exceed 96 square feet in sign surface area.

(2) No more than one (1) sign per premises

(3) Sign shall be removed upon completion of construction on the premises.

(B) Uses other than Single Family Residences

(1) Area: The total allowed signage shall not exceed the maximum allowed by right in the underlying zoning district for a freestanding sign, multiplied by the number of street frontages abutting the subject property. Each property is entitled to a minimum of thirty-two (32) square feet in sign surface area and the total area of all developer signs on the property shall not exceed one-hundred twenty-five (125) square feet.

(2) No more than one (1) street sign per street frontage

(2) Sign(s) shall be removed prior to the issuance of a final Certificate of Occupancy.

§ 153.228 REAL ESTATE SIGNS

It is unlawful to construct, erect, or maintain any Real Estate Signs without complying with the following provisions:

- (A) — ~~No more than one (1) sign per street exposure.~~
- (B) — ~~Real estate signs shall not exceed six (6) square feet and may advertise the sale, rental, or lease of the premises upon which the sign is located.~~
- (C) — ~~Signs shall not extend outside the property lines of the premises which is for sale, rent, or lease.~~

(A) Single Family Residences

- (1) No more than one (1) sign per residence.
- (2) Real Estate signs Area: Sign shall not exceed six (6) square feet and may advertise the sale, rental, or lease of the premises upon which the sign is located.
- (3) Sign shall be removed within seven (7) days of the closing, sale or rental of the property.

(B) Uses other than Single Family Residences

- (1) A permit must be obtained prior to the installation of any Real Estate Sign(s).
- (2) No more than one (1) sign per street exposure.
- (3) The Area: Sign(s) shall not exceed thirty-two (32) square feet in total sign surface area
- (4) Sign(s) shall be removed within seven (7) days of the closing, sale or rental of the property.
- (5) For signs which advertise the lease or rental of available floor area of the premises or a portion of the premises on which the sign is located within a non-residential building, a permit shall be issued upon determination by the Director that twenty-five (25%) per cent or more of the leasable floor area is vacant or that one hundred (100%) per cent of the leasable floor area will be vacant within 90 days. The applicant shall provide all documentation deemed necessary by the Director to determine the actual vacancy rate.

§153.235 TEMPORARY SIGNS

The provisions of this Chapter shall regulate all Temporary Signs, with the exception of Temporary Signs which are specifically described and regulated in other sections of this Code. (See Sections 153.205 & 153.206, entitled, "Signs Not Subject to Permit Fee" and "Signs Not Subject to Permit"). It is unlawful to construct, erect, or maintain any Temporary Signs without complying with the following provisions:

- (A) Size Area: No temporary sign shall exceed thirty-two (32) square feet in sign area. The area of the temporary sign shall not be included in the total sign area when determining compliance with the maximum sign area limitations for permanent signs.
- (B) Number: Not more than one temporary sign, as defined by this Chapter, shall be permitted per business establishment on a parcel of property, except when a property abuts two or more streets, then one (1) sign shall be permitted for each street frontage.
- (C) Permit Limitations:
 - (1) A permit must be obtained for all temporary signs. However, an existing permitted temporary sign can be removed and replaced with another temporary sign without obtaining an additional permit, provided that all of the following conditions are met:

- (a) The permit has not expired.
 - (b) The new temporary sign is of the same material as the sign for which the permit was issued.
 - (c) The new temporary sign has the same dimensions as, or smaller dimensions than, the sign for which the permit was issued.
 - (d) The new temporary sign is placed in the same location as the sign for which the permit was issued.
- (2) Up to eight (8) temporary permits may be issued for any one **business establishment** in any calendar year, provided that the total of all permits issued does not exceed one hundred twenty (120) days in any calendar year.
- (3) The petitioner shall indicate on the permit application the start date, end date, and number of days for which the permit will be applicable. The temporary sign shall be removed within twenty-four (24) hours after the expiration of the permit.
- (4) If the petitioner requesting the temporary sign is not the owner or a leasee of the property on which the sign will be located, then the petitioner shall submit a written letter of consent from the property owner allowing the sign to be placed on the property.
- (D) Insurance Requirements: Insurance requirements provided for in this Chapter shall apply to temporary signs unless the Director determines that by reason of the nature of the sign and the material of which it is instructed, that no insurance shall be required.
- (E) Permit Fees: Every application, before being granted a temporary sign permit under this chapter, shall be subject to the Administrative fee as is established in Section 150.141(A) of the Code of Ordinances.
- ~~(F) Temporary Lease/Rental Signs: Signs which advertise the lease or rental of available floor area of the premises or a portion of the premises on which the sign is located, shall be permitted subject to the following provisions:~~
- ~~(6) No more than one (1) sign per street exposure.~~
 - ~~(7) The sign(s) shall not exceed thirty two (32) square feet in total sign surface area~~
 - ~~(8) The sign(s) shall be set back at least fifteen (15) feet from the public right of way.~~
 - ~~(9) A permit is required and may be issued upon determination by the Director that twenty-five (25%) per cent or more of the leasable floor area is vacant or that one hundred (100%) per cent of the leasable floor area will be vacant within 90 days. The applicant shall provide all documentation deemed necessary by the Director to determine the actual vacancy rate.~~
 - ~~(10) The Director may conduct an inspection(s) to verify the vacancy rate prior to issuance of, and/or during the term of the permit.~~

- (11) — ~~Said permit shall be limited to renewable permit terms of six months.~~
- (f) — ~~Temporary, Pre-Development / Real Estate Sign: Signs not extending outside the property lines of non-residential real estate, or undeveloped land which is for sale or proposed for development, shall be permitted subject to the following provisions:~~
- (1) — ~~Signs may advertise only the lease, rental or sale of the proposed development or sale of the property upon which the sign is located.~~
- (2) — ~~No more than one (1) sign per street exposure.~~
- (3) — ~~The sign(s) shall not exceed thirty two (32) square feet in total sign surface area.~~
- (4) — ~~The sign(s) require a permit which is valid for a maximum of six (6) months, at which time the sign(s) shall be removed or replaced upon issuance of another sign permit, subject to the provisions of Section 153.208(A) General Maintenance.~~
- (5) — ~~The sign(s) shall be set back at least fifteen (15) feet from the public right of way.~~
- (6) — ~~The height of the sign shall not exceed ten (10) feet above the grade of the adjacent curb.~~
- (7) — ~~The sign permit will terminate, without further notice, upon issuance of a building permit for the property upon which the sign is located or sale of the property.~~

§153.502 RESIDENTIAL DISTRICT REQUIREMENTS

- (A) Purpose Statement Residential districts are intended to provide for residential areas and to protect such areas from the impacts of non-residential or otherwise incompatible uses. Residential district sign regulations are intended to protect such areas from the adverse visual impact of the signage associated with those non-residential or otherwise incompatible uses.
- (B) Permitted Signs All such signs in residential districts shall conform to the specific requirements set forth in this Ordinance. In residential use districts, no sign shall be erected except the following named signs:
- (1) — ~~Construction Signs, in accordance with the provisions set forth in Section 153.214.~~
- (1) ~~Developer~~ Development Signs, in accordance with the provisions set forth in Section 153.215.
- (2) Freestanding Signs, in accordance with the provisions set forth in Section 153.216. In addition, no freestanding sign shall be erected or maintained in any residential district unless it also meets all of the following requirements:
- (a) Freestanding signs shall only be permitted for multi-family dwellings in the R4 Limited General Residence District, R5 General Residence District, and R6 Central Residence District.

- (b) Area: No freestanding sign shall exceed twenty-four (24) square feet per side in sign surface area.
 - (c) Height: No freestanding sign shall exceed four (4) feet in height. In all cases height shall be measured from grade at the edge of right-of-way to the top of the sign.
 - (d) Number: No more than one (1) freestanding sign per street frontage is permitted.
- (3) Holiday Decorations, in accordance with the provisions set forth in Section 153.217.
 - (4) Informational Signs, in accordance with the provisions set forth in Section 153.218.
 - (5) Institutional Signs, in accordance with the provisions set forth in Section 153.219.
 - (6) Memorial Signs, as defined in Section 153.221.
 - (7) Nameplates, in accordance with the provisions set forth in Section 153.224.
 - (8) Political Campaign Signs, in accordance with the provisions set forth in Section 153.226.
 - (9) Real Estate Signs, in accordance with the provisions set forth in Section 153.228.
 - (10) Residential Directional Signs, in accordance with the provisions set forth in Section 153.230.
 - (11) Residential Subdivision Signs, in accordance with the provisions set forth in Section 153.231.
 - (12) Rummage and Garage Sale Signs, in accordance with the provisions set forth in Section 153.232.
 - (13) Temporary Signs, in accordance with the provisions set forth in Section 153.235.

(C) Location Restrictions

Signs permitted in residential use districts may be located in any required yard subject to the following provisions:

- (1) Signs shall be set back not less than five (5) feet from any side property line nor less than five (5) feet from any lot line adjacent to any street. In the case of corner lots, permitted signs shall not be erected closer than ten (10) feet from any lot line adjacent to a street.
- (2) In no case shall the height of any sign in any residential district exceed ten (10) feet.

§153.502 OFFICE DISTRICT REQUIREMENTS

(A) Purpose Statement

The O Office District is designed to accommodate office buildings, civic and governmental structures, and educational and institutional buildings in a mutually compatible environment. Office district sign regulations are intended to provide for the needs of those uses located in the district for identification while providing for a compatible environment and protecting that environment from the visual impacts of signage not compatible with the purpose and/or character of the district. (B) Permitted Signs All signs located in an O Office District shall conform to the specific requirements set forth in this Ordinance. In an O Office District, no sign shall be permitted except the following named signs:

- (1) Signs not subject to permit fee in accordance with provisions set forth in Section 153.205, except, however, a business flag may only be flown in conjunction with the flag of the United States of America
- (2) Signs not subject to permit in accordance with provisions set forth in Section 153.206.
- (3) Awnings and Canopies, in accordance with the provisions set forth in Section 153.211.
- (4) Development Signs, in accordance with the provisions set forth in Section 153.215.
- (5) Freestanding Signs, in accordance with the provisions set forth in Section 153.216. In addition, no freestanding sign shall be erected or maintained within any O Office District unless it also meets all of the following requirements:
 - (a) Parking: No business establishment shall display a freestanding sign unless the establishment is directly accessible by car and provides a minimum of four parking spaces on the premises where such freestanding sign is displayed.
 - (b) Area: No freestanding sign shall exceed thirty (30) square feet per side in sign surface area.
 - (c) Height: No freestanding sign shall exceed six (6) feet in height. In all cases height shall be measured from grade at the edge of the right- of-way to the top of the sign.
 - (d) Number: No more than one freestanding sign shall be maintained on any one parcel of property, except where a parcel abuts two or more streets, and then one sign per street frontage is permitted.
 - (e) The sign(s) shall contain the name(s) and/or the specific addresses of the tenant(s) of the building and/or the name of the development and/or the name of the management agent and leasing information.
 - (f) The sign shall set back at least ten (10) feet from all property lines.
- (5) Informational signs in accordance with the provisions of Section 153.218.
- (6) Marquees, in accordance with the provisions set forth in Section 153.220.

- (7) Real Estate Signs, in accordance with the provisions set forth in Section 153.228.
- (8) Temporary signs, in accordance with the provisions set forth in Section 153.235.
- (9) Under canopy signs, in accordance with the provisions set forth in Section 153.237.
- (10) Valet parking signs, in accordance with the provisions set forth in Section 153.239.
- (11) Wall Signs, in accordance with the provisions set forth in Section 153.240. In addition, no wall sign shall be erected or maintained in any O Office District unless it also meets all of the following requirements:
 - (a) Area: The total sign surface area of all wall signs on any single parcel of property shall not exceed one time the lineal front footage of the property. The total sign surface area of any single wall sign shall not exceed one-hundred (100) feet.
 - (b) Number: No more than one wall sign per street front exposure shall be maintained on any one parcel of property in any O Office District.
 - (c) When more than one sign is permitted on a building, each of the signs shall be constructed of the same materials and be of the same format to provide consistency and unity, subject to the review and approval of the Director.
- (12) Window Signs, in accordance with the provisions set forth in Section 153.241.

§153.503 B1 & B2 NEIGHBORHOOD SHOPPING DISTRICT REQUIREMENTS

- (A) The neighborhood shopping districts are intended to provide convenience shopping for persons residing in adjacent residential areas. The Neighborhood Shopping District sign requirements are intended to provide for the need of the business establishments and enterprises for identification, while recognizing the proximity of commercial uses in the B1 and B2 Districts to sensitive residential uses in adjacent districts, and the need to protect such residential uses from potential adverse visual impacts.
 - (1) Signs not subject to permit fee in accordance with provisions set forth in Section 153.205, except, however, a business flag may only be flown in conjunction with the flag of the United States of America.
 - (2) Signs not subject to permit in accordance with provisions set forth in Section 153.206.
 - (3) Awnings and Canopies, in accordance with the provisions set forth in Section 153.211.
 - (4) Development Signs, in accordance with the provisions set forth in Section 153.215.
 - (5) Freestanding Signs, in accordance with the provisions set forth in Section 153.216. In addition, no freestanding sign shall be erected or maintained within any O Office District unless it also meets all of the following requirements:

- (a) Parking: No business establishment shall display a freestanding sign unless the establishment is directly accessible by car and provides a minimum of four parking spaces on the premises where such freestanding sign is displayed.
 - (b) Area: No freestanding sign shall exceed thirty (30) square feet per side in sign surface area.
 - (c) Height: No freestanding sign shall exceed six (6) feet in height. In all cases height shall be measured from grade at the edge of the right-of-way to the top of the sign.
 - (d) Number: No more than one freestanding sign shall be maintained on any one parcel of property, except where a parcel abuts two or more streets, and then one sign per street frontage is permitted.
 - (e) The sign(s) shall contain the name(s) and/or the specific addresses of the tenant(s) of the building and/or the name of the development and/or the name of the management agent and leasing information.
 - (f) The sign shall set back at least ten (10) feet from all property lines.
- (6) Informational signs in accordance with the provisions of Section 153.218.
- (7) Marquees, in accordance with the provisions set forth in Section 153.220.
- (8) Motor Fuel Rate Sign, in accordance with the provisions set forth in Section 153.223.
- (9) Projecting Signs, in accordance with the provisions set forth in Section 153.227. No projecting sign shall be erected or maintained in any B1 or B2 District unless it also meets all of the following requirements:
- (a) Mixed signs prohibited: No projecting sign may be displayed in conjunction with a wall, or awning or canopy sign.
 - (b) Area: The total sign surface area of all projecting signs on any single parcel of property shall not exceed one-half time the lineal front footage of the property.
- (10) Real Estate Signs, in accordance with the provisions set forth in Section 153.228.
- (11) Sandwich Board Signs, in accordance with the provisions set forth in Section 153.233.
- (12) Temporary signs, in accordance with the provisions set forth in Section 153.235.
- (13) Under Canopy signs, in accordance with the provisions set forth in Section 153.237.
- (14) Valance Signs, in accordance with the provisions set forth in Section 153.238.
- (15) Valet parking signs, in accordance with the provisions set forth in Section 153.239.

(16) Wall Signs, in accordance with the provisions of Section 153.239. In addition, no wall sign shall be erected or maintained in any B1 or B2 District unless it also meets all of the following requirements:

- (a) Area: The total sign area of all signs on any single business shall not exceed one time the lineal front footage of the property excepting that each legitimate business shall be entitled to a minimum of twenty-five (25) square feet of sign surface area. The total sign surface area of any single wall sign shall not exceed one-hundred (100) square feet.
- (b) Number: No more than one wall sign per street front exposure shall be maintained on any one business in any B1 or B2 District.
- (c) Mixed signs prohibited: No awning or canopy sign may be displayed in conjunction with a wall, or projecting sign.

(17) Window signs, in accordance with the provisions set forth in Section 153.241.

§ 153.505 B3 & B4 COMMUNITY SHOPPING DISTRICT REQUIREMENTS

- (A) Purpose Statement The B3 & B4 Community and Corridor Shopping Districts are designed to provide for the needs of a much larger consumer population than is served by the B1 or B2 Districts; thus a wider range of uses and structure sizes is permitted for both daily and occasional shopping. These districts are generally located astride regional and major arterial roadways

The intent of the B3 & B4 Community and Corridor Shopping District sign regulations is to provide for the need of businesses and enterprises located in the district for identification by passing vehicular traffic, while protecting the vehicular traffic for the adverse affects of visual distraction, and enhancing the aesthetics of the district by preventing visual clutter. Because the traffic on the regional and major arterial roadways tends to move at a higher rate and volume than other traffic in the village, the size and scale of signage within the district is greater than that permitted in other districts.

- (B) Permitted Signs

All signs located in the B3 & B4 Community and Corridor Shopping Districts shall conform to the specific requirements set forth in this Ordinance. In any B3 & B4 community and Corridor Shopping Districts no sign shall be permitted except the following named signs:

- (1) Signs not subject to permit fee in accordance with provisions set forth in Section 153.205.
- (2) Signs not subject to permit in accordance with provisions set forth in Section 153.206, except a business flag may only be flown in conjunction with the flag of the United States of America.

- (3) Automatic Changeable Copy Signs, in accordance with the provisions set forth in Section 153.210.
- (4) Awnings and canopies, in accordance with the provisions set forth in Section 153.211. In addition, no awning or canopy sign shall be erected or maintained in any B3, or B4 District unless it also meets all of the following requirements:
 - (a) Area:
 - (1) The total sign surface area of all awning or canopy signs on any single parcel of property shall not exceed one times the lineal front footage of the property, excepting that each business shall be entitled to a minimum of twenty-five (25) square feet of sign surface area. The total sign surface area of any single awning or canopy sign shall not exceed one-hundred (100) square feet.
 - (2) If the awning or canopy sign is to be back a minimum of one hundred twenty (120) feet from the property line which the sign shall face, then the total sign surface area of all awning, canopy or wall signs on the single parcel of property shall not exceed two times the lineal front footage of the property. The total sign surface area of a single awning or canopy sign shall not exceed two-hundred (200) square feet.
 - (3) If the awning or canopy sign is to be set back a minimum of two-hundred forty (240) feet from the property line which the sign shall face, then the total sign surface area of all awning, canopy or wall signs on the single parcel of property shall not exceed two times the lineal front footage of the property. However, the total sign surface area of a single awning or canopy sign shall not exceed fifty (50) per cent of the permitted signage.
- (5) Development Signs, in accordance with provision set forth in Section 153.215.
- (6) Freestanding Signs, in accordance with the provisions set forth in Section 153.216. No freestanding sign shall be erected or maintained within any B3 & B4 Community and Corridor Shopping Districts unless it also meets all of the following requirements:
 - (a) Display: No business establishment shall display a freestanding sign unless the establishment is directly accessible by car and provides a minimum of four parking spaces on the premises where such freestanding sign is displayed.
 - (b) Area:
 - (1) No freestanding sign shall exceed fifty (50) square feet in sign surface area unless specifically regulated below.
 - (2) Any freestanding sign fronting on a state right-of-way shall not exceed one hundred twenty five (125) square feet in sign surface

- (c) Setback:
 - (1) The leading edge of freestanding signs shall not protrude beyond the edge of the adjacent right-of-way unless specifically regulated below.
 - (2) Any freestanding sign fronting on a state right-of-way shall be set back not less than seventy-five (75) feet from the centerline of the adjacent right-of-way.
- (d) Height:
 - (1) The height of a freestanding sign shall not exceed twenty (20) feet unless specifically regulated below. In all cases height shall be measured from grade at the edge of the right-of-way to the top of the sign.
 - (2) The height of any freestanding sign fronting on a state right-of-way shall not exceed twenty-five (25) feet. In all cases height shall be measured from grade at the edge of the right-of-way to the top of the sign.
- (e) Number: No more than one freestanding sign shall be maintained on any one parcel of property.
- (f) Distance Between Signs: All freestanding signs shall be located at least one-hundred (100) feet apart; provided, however, that if such freestanding signs comply with all other provisions except the requisite distance between signs, and it is not reasonable to so comply with the distance between signs requirement, such freestanding signs shall be allowed to be maintained.
- (7) Informational Signs, in accordance with the provisions set forth in Section 153.218.
- (8) Marquees, in accordance with the provisions set forth in Section 153.220.
- (9) Motor Fuel Rate Sign, in accordance with the provisions set forth in Section 153.223.
- (10) Off-premise signs in the B3, or B4 Community and Corridor Shopping Districts in accordance with the provisions set forth in Section 153.225.
- (11) Projecting Signs, in accordance with the provisions set forth in Section 153.227. No projecting sign shall be erected or maintained in any B3 or B4 District unless it also meets all of the following requirements:
 - (a) Area: The total sign surface area of all projecting signs on any single parcel of property shall not exceed one-half time the lineal front footage of the property.
- (12) Real Estate Signs, in accordance with the provisions set forth in Section 153.228.
- (13) Sandwich Board Signs, in accordance with the provisions set forth in Section 153.233.

- (14) Shopping Center Identification Signs, in accordance with the provisions set forth in Section 153.234.
- (15) Temporary Signs, in accordance with the provisions set forth in Section 153.235.
- (16) Under Canopy Signs, in accordance with the provisions set forth in Section 153.237.
- (17) Valance Signs, in accordance with the provisions set forth in Section 153.238.
- (18) Valet parking signs, in accordance with the provisions set forth in Section 153.239.
- (19) Wall signs in accordance with the provisions set forth in Section 153.240. In addition, no wall sign shall be erected or maintained in any B3, or B4 District unless it also meets all of the following requirements:
 - (a) Properties with a Single Tenant, and Shared Pedestrian Access Shopping Centers:
 - (1) Area:
 - (a) The total sign surface area of all wall signs on any single parcel of property shall not exceed one times the lineal front footage of the property. The total sign surface area of any single awning, canopy or wall sign shall not exceed one-hundred (100) square feet.
 - (b) If the wall sign is to be back a minimum of one-hundred twenty (120) feet from the nearest property line, then the total sign surface area of all wall signs on the single parcel of property shall not exceed two times the lineal front footage of the property. The total sign surface area of a single wall sign shall not exceed two-hundred (200) square feet.
 - (c) If the wall sign is to be back a minimum of two-hundred forty (240) feet from the nearest property line, then the total sign surface area of all wall signs on the single parcel of property shall not exceed two times the lineal front footage of the property. The total sign surface area of a single wall sign shall not exceed three-hundred (300) square feet.
 - (d) If the wall sign is to be back a minimum of three-hundred sixty (360) feet from the nearest property line, then the total sign surface area of all wall signs on the single parcel of property shall not exceed two times the lineal front footage of the property. The total sign surface area of a single wall sign shall not exceed four-hundred (400) square feet.
 - (2) Number:
 - (a) No more than one wall sign per street front exposure shall be maintained on any parcel of property.

- (b) If the building is set back a minimum of one-hundred twenty (120) feet or more from the property line which the sign shall face, then one additional secondary wall sign shall be permitted, not to exceed 50% of the area of the primary sign.
- (b) Properties with Multiple Tenants (Other than Shared Pedestrian Access Shopping Centers):
 - (1) Area:
 - (a) If a tenant's wall sign is less than one-hundred twenty (120) feet from the nearest property line, then the total surface area of that sign shall not exceed one times the lineal front footage of the tenant space, excepting that each tenant shall be entitled to a minimum of twenty-five (25) square feet of sign surface area. The total sign surface area of any such wall sign shall not exceed one-hundred (100) square feet.
 - (b) If a tenant's wall sign is equal to or more than one-hundred twenty (120) feet but less than two-hundred forty (240) feet from the nearest property line, then the total surface area of that sign shall not exceed two times the lineal front footage of the tenant space, excepting that each tenant shall be entitled to a minimum of twenty-five (25) square feet of sign surface area. The total sign surface area of any such wall sign shall not exceed two-hundred (200) square feet.
 - (c) If a tenant's wall sign is equal to or more than two-hundred forty (240) feet but less than three-hundred sixty (360) feet from the nearest property line, then the total surface area of that sign shall not exceed two times the lineal front footage of the tenant space., excepting that each tenant shall be entitled to a minimum of twenty-five (25) square feet of sign surface area. The total sign surface area of any such wall sign shall not exceed three-hundred (300) square feet.
 - (d) If a tenant's wall sign is equal to or more than three hundred sixty (360) feet from the nearest property line, then the total surface area of that sign shall not exceed two times the lineal front footage of the tenant space, excepting that each tenant shall be entitled to a minimum of twenty-five (25) square feet of sign surface area. The total sign surface area of any such wall sign shall not exceed four-hundred square feet.
 - (2) Number:
 - (a) Interior Tenants shall be permitted to have one (1) wall sign.

- (b) Exterior Tenants shall be permitted to have up to two (2) wall signs, with no more than one (1) sign per wall. Each sign shall face either a parking lot which serves the tenant or a street on which the tenant's parcel has frontage. (Ord. 4533, passed 9/3/98).

- (20) Window Signs, in accordance with the provisions set forth in Section 153.241

§ 153.506 B5 CENTRAL BUSINESS DISTRICT REQUIREMENTS

(A) Purpose Statement

The B5 Central Business District constitutes the "downtown" core area of the Village of Lombard. It is intended to accommodate all retail, service and specialty shops and necessary civic services characteristic of the traditional central area.

The intent of the B5 Central Business District sign regulations is to provide for the need of businesses and enterprises located in the district for identification, while protecting the vehicular traffic from the adverse affects of visual distraction, and enhancing the aesthetics of the district by preventing visual clutter. Within the Central Business District structures and signage are in close proximity to the roadway, vehicular traffic tends to move at a slower rate and is subject to greater signalization than traffic in other business districts in the Village, and it is the goal of the village to present an aesthetically pleasing streetscape to the pedestrian. Therefore, the size and scale of signage within the district is more restrictive than that permitted in other districts.

(B) Permitted Signs

All signs located in the B5 Central Business District shall conform to the specific requirements set forth in this Ordinance. In any B5 Central Business District no sign shall be permitted except the following named signs:

- (1) Signs not subject to permit fee in accordance with provisions set forth in Section 153.205.
- (2) Signs not subject to permit in accordance with provisions set forth in Section 153.206: except, however, a business flag may only be flown in conjunction with the flag of the United States of America.
- (3) Awnings and canopies, in accordance with the provisions set forth in Section 153.211. No awning or canopy sign shall be erected or maintained in any B5 Central Business District unless it also meets all of the following requirements:

- (a) Mixed signs prohibited: No awning or canopy sign may be displayed in conjunction with a wall, or projecting sign.
 - (b) Floor: No awning or canopy sign may be displayed above the first or street level floor of the building.
 - (c) Area: The total sign surface area of all awning or canopy signs on any single parcel of property shall not exceed one (1) times the lineal front footage of the property, excepting that each business shall be entitled to a minimum of twenty-five (25) square feet of sign surface area. The total sign surface area of any single awning or canopy sign shall not exceed one-hundred (100) square feet.
- (4) Building Directory Sign, in accordance with the provisions set forth in Section 153.212.
 - (5) Development Signs, in accordance with Section 153.215.
 - (6) Freestanding Signs, in accordance with the provisions set forth in Section 153.216. In addition, no freestanding sign shall be erected or maintained within the B5 Central Business District unless it meets all the following requirements:
 - (a) Display: No business establishment shall display a freestanding sign unless the establishment is directly accessible by car, and provides a minimum of four (4) parking spaces on the premises where such freestanding sign is displayed.
 - (b) Area: No freestanding sign shall exceed twenty (20) square feet in sign surface area.
 - (c) Height: No freestanding sign shall exceed six (6) feet in height. In all cases height shall be measured from grade at the edge of the right- of-way to the top of the sign.
 - (d) Number: No more than one freestanding sign shall be maintained on any one parcel of property.
 - (e) Distance Between Signs: All freestanding signs shall be located at least one-hundred (100) feet apart; provided, however, that if such freestanding signs comply with all other provisions except the requisite distance between signs, and it is not reasonable to so comply with the distance between signs requirement, such freestanding signs shall be allowed to be maintained.
 - (f) Curbing: Any freestanding sign within three (3) feet of a driveway, parking area, or maneuvering area shall be completely surrounded by a curbing that is not less than three (3) feet from the outermost perimeter of the sign, and this area will be landscaped as approved by the Director.
 - (7) Informational Signs, in accordance with the provisions set forth in Section 153.218.
 - (8) Marquees, in accordance with the provisions set forth in Section 153.220.
 - (9) Motor Fuel Rate Sign, in accordance with the provisions set forth in Section 153.223.

- (10) Projecting Signs, in accordance with the provisions set forth in Section 153.227. No projecting sign shall be erected or maintained in the B5 District unless it also meets all of the following requirements:
 - (a) Mixed signs prohibited: No projecting sign may be displayed in conjunction with a wall, or awning or canopy sign.
 - (b) Area: The total sign surface area of all projecting signs on any single parcel of property shall not exceed twenty (20) square feet.
- (11) Real Estate Signs, in accordance with the provisions set forth in Section 153.228.
- (12) Rear Service Door Sign, in accordance with the provisions set forth in Section 153.229.
- (13) Sandwich Board Signs, in accordance with the provisions set forth in Section 153.233.
- (14) Temporary signs, in accordance with the provisions set forth in Section 153.235.
- (15) Under Canopy signs, in accordance with the provisions set forth in Section 153.237.
- (16) Valance Signs, in accordance with the provisions set forth in Section 153.238.
- (17) Valet parking signs, in accordance with the provisions set forth in Section 153.239.
- (18) Wall Signs, in accordance with the provisions of Section 153.240. In addition, no wall sign shall be erected or maintained in any B5 Central Business District unless it also meets all of the following requirements:
 - (a) Mixed signs prohibited: No wall sign may be displayed in conjunction with a projecting, awning or canopy sign.
 - (b) Area: The total sign area of all wall signs on any single parcel of property, shall not exceed one time the lineal front footage of the property excepting that each legitimate business shall be entitled to a minimum of twenty-five (25) square feet of sign surface area. The total sign surface area of any single wall sign shall not exceed fifty (50) square feet.
 - (c) Number: No more than one wall sign per street front exposure shall be maintained on any one business in any B5 District.
 - (d) Floor of Occupancy: No business establishment shall display a wall sign unless that establishment occupies space on the first (street level) floor of the building.
- ~~(e)~~(19) Window signs, in accordance with the provisions set forth in Section 153.240

§ 153.507 I INDUSTRIAL DISTRICT REQUIREMENTS

- (A) Purpose Statement

The I Limited Industrial District is intended to provide an environment for industrial activities that do not create appreciable nuisance or hazards, or that require a pleasant - hazard - and - nuisance - free environment.

The intent of the I Limited Industrial District sign restrictions is to provide for the need of industrial uses for locational identification while protecting the vehicular traffic from the adverse affects of visual distraction, and enhancing the aesthetics of the district by preventing visual clutter. Because the traffic on Limited Industrial District roadways tends to move at a slower rate and the limitations on retail uses reducing the need for commercial advertising, the size and scale of signage within the district is more restrictive than that permitted in other districts.

(B) Permitted Signs

All signs located in an I Limited Industrial District shall conform to the specific requirements set forth in this Ordinance. In an I Limited Industrial District, no sign shall be permitted except the following named signs:

- (1) Signs not subject to permit fee in accordance with provisions set forth in Section 153.205; except, however, a business flag may only be flown in conjunction with the flag of the United States of America.
- (2) Signs not subject to permit in accordance with provisions set forth in Section 153.206.
- (3) Awnings and canopies, in accordance with the provisions set forth in Section 153.211.
- (4) Development Signs, in accordance with the provisions set forth in Section 153.215.
- (5) Freestanding signs, in accordance with the provisions set forth in Section 153.216. In addition, no freestanding sign shall be erected or maintained within any I District unless it also meets all of the following requirements:
 - (a) Parking: No business establishment shall display a freestanding sign unless the establishment is directly accessible by car and provides a minimum of four (4) spaces on the premises where such freestanding sign is displayed.
 - (b) Area: No freestanding sign shall exceed thirty (30) square feet per side in sign surface area.
 - (c) Height: No freestanding sign shall exceed six (6) feet in height. In all cases height shall be measured from grade at the edge of the right- of-way to the top of the sign.
 - (d) Number: No more than one (1) freestanding sign shall be maintained on any one parcel of property, except where a parcel abuts two or more streets, and then one sign per street frontage is permitted.
 - (e) The sign shall contain only the name or names and hours of operation for each business within the building.

- (f) Setback: The sign shall set back at least ten (10) feet from the property line.
- (6) Informational signs, in accordance with the provisions set forth in Section 153.218.
- (7) Off Premises signs, in accordance with the provisions set forth in Section 153.225.
- (8) Projecting Signs, in accordance with the provisions set forth in Section 153.227. No projecting sign shall be erected or maintained in any B1 or B2 District unless it also meets all of the following requirements:
 - (a) Mixed signs prohibited: No projecting sign may be displayed in conjunction with a wall, awning or canopy sign.
 - (b) Area: The total sign surface area of all projecting signs on any single parcel of property shall not exceed one-half time the lineal front footage of the property.
- (9) Real Estate Signs, in accordance with the provisions set forth in Section 153.228.
- (10) Temporary signs, in accordance with the provisions set forth in Section 153.235.
- (11) Wall signs, in accordance with the provisions set forth in Section 153.240. In addition, no wall sign shall be erected or maintained in any I District unless it also meets all of the following requirements:
 - (a) Area: The total sign surface area of all wall signs on any single parcel of property shall not exceed one and one-half time the lineal front footage of the property. The total sign surface area of any single wall sign shall not exceed one-hundred twenty (120) square feet.
 - (b) Number: No more than one wall sign per street frontage exposure shall be maintained on any one parcel of property in any I District

§ 153.508 B5A DOWNTOWN PERIMETER DISTRICT REQUIREMENTS

(A) Purpose Statement

The B5A Downtown Perimeter District is intended to be a transition between the downtown and other commercial areas that accommodates all retail, service, and speciality shops necessary civic services characteristic of the traditional central area in a pedestrian environment while also recognizing compatible automotive land uses. The intent of the B5A District sign regulations is to provide for the need of businesses and enterprises located in the district for identification, while protecting the vehicular traffic from the adverse affects of visual distraction, and enhancing the aesthetics of the district by preventing visual clutter. Within the B5A District structures and signage are typically in close proximity to the roadway, vehicular traffic tends to move at a slower rate and is subject to greater signalization than traffic in other business districts in the Village, and it is the goal of the village to present an aesthetically pleasing streetscape to the pedestrian. Therefore, the size and scale of signage within the district is more restrictive than that permitted in other districts. However, certain buildings in the B5A District are not in close proximity to the roadway. In order to ensure visibility, these buildings are permitted a greater deal of flexibility with regard to freestanding signs

- (B) Permitted Signs All signs located in the B5A District shall conform to the specific requirements set forth in this Ordinance. In any B5A District no sign shall be permitted except the following named signs:
- (1) Signs not subject to permit fee in accordance with provisions set forth in Section 153.205.
 - (2) Signs not subject to permit in accordance with provisions set forth in Section 153.206: except, however, a business flag may only be flown in conjunction with the flag of the United States of America.
 - (3) Awnings and canopies, in accordance with the provisions set forth in Section 153.211. No awning or canopy sign shall be erected or maintained in any B5A District unless it also meets all of the following requirements:
 - (a) Mixed signs prohibited: No awning or canopy sign may be displayed in conjunction with a wall, or projecting sign.
 - (b) Floor: No awning or canopy sign may be displayed above the first or street level floor of the building.
 - (c) Area: The total sign surface area of all awning or canopy signs on any single parcel of property shall not exceed one (1) times the lineal front footage of the property, excepting that each business shall be entitled to a minimum of twenty-five (25) square feet of sign surface area. The total sign surface area of any single awning or canopy sign shall not exceed one-hundred (100) square feet.
 - (4) Building Directory Sign, in accordance with the provisions set forth in Section 153.212.
 - (5) Development Signs, in accordance with provision set forth in Section 153.215.
 - (6) Freestanding Signs, in accordance with the provisions set forth in Section 153.216. In addition, no freestanding sign shall be erected or maintained within the B5A District unless it meets all of the following requirements.
 - (a) Display: No business establishment shall display a freestanding sign unless the establishment is directly accessible by car, and provides a minimum of four (4) parking spaces on the premises where such freestanding sign is displayed.
 - (b) Area:
 - (1) No freestanding sign shall exceed twenty (20) square feet in sign surface area unless specifically regulated below.
 - (2) If the principal structure on the zoning lot is set back a minimum of thirty (30) feet from the property line, a freestanding sign on that lot shall not exceed thirty (30) square feet in sign surface area.
 - (c) Heights:

- (1) The height of a freestanding sign shall not exceed six (6) feet unless specifically regulated below. In all cases height shall be measured from grade at the edge of the right-of-way to the top of the sign.
- (2) If the principal structure on the zoning lot is set back a minimum of thirty (30) feet from the property line, the height of a freestanding sign on that lot shall not exceed fifteen (15) feet. In all cases height shall be measured from grade at the edge of the right-of-way to the top of the sign.
- (d) Number: No more than one freestanding sign shall be maintained on any one parcel of property.
- (e) Distance Between Signs: All freestanding signs shall be located at least one hundred (100) feet apart; provided, however, that if such freestanding signs comply with all other provisions except the requisite distance between signs, and it is not reasonable to so comply with the distance between signs requirement, such freestanding signs shall be allowed to be maintained.
- (f) Curbing: Any freestanding sign within three (3) feet of a driveway, parking area, or maneuvering area shall be completely surrounded by a curbing that is not less than three (3) feet from the outermost perimeter
- (7) Informational Signs, in accordance with the provisions set forth in Section 153.218.
- (8) Institutional Signs, in accordance with the provisions set forth in Section 153.219.
- (9) Marquees, in accordance with the provisions set forth in Section 153.220.
- (10) Motor Fuel Rate Sign, in accordance with the provisions set forth in Section 153.223.
- (11) Projecting Signs, in accordance with the provisions set forth in Section 153.227. No projecting sign shall be erected or maintained in the B5A District unless it also meets all of the following requirements.
 - (a) Mixed signs prohibited: No projecting sign may be displayed in conjunction with a wall, or awning or canopy sign.
 - (b) Area: The total sign surface area of all projecting signs on any single parcel of property shall not exceed twenty (20) square feet.
- (12) Real Estate Signs, in accordance with the provisions set forth in Section 153.228.
- (13) Rear Service Door Sign, in accordance with the provisions set forth in Section 153.228.
- (14) Sandwich Board Signs, in accordance with the provisions set forth in Section 153.223.
- (15) Temporary signs, in accordance with the provisions set forth in Section 153.235.
- (16) Under Canopy signs, in accordance with the provisions set forth in Section 153.237.

- (17) Valance Signs, in accordance with the provisions set forth in Section 153.238.
- (18) Valet parking signs, in accordance with the provisions set forth in Section 153.239
- (19) Wall Signs, in accordance with the provisions of Section 153.240. In addition, no wall sign shall be erected or maintained in any B5A District unless it also meets all of the following requirements:
 - (a) Mixed signs prohibited: No wall sign may be displayed in conjunction with a projecting, awning or canopy sign.
 - (b) Area: The total sign area of all wall signs on a single parcel of property, shall not exceed one time the lineal front footage of the property excepting that each legitimate business shall be entitled to a minimum of twenty-five (25) square feet of sign surface area. The total sign surface area of any single wall sign shall not exceed fifty (50) square feet.
 - (c) Number: No more than one wall sign per street front exposure shall be maintained on any one business in any B5A District.
 - (d) Floor of Occupancy: No business establishment shall display a wall sign unless that establishment occupies space on the first (street level) floor of the building.
 - (e) Window signs, in accordance with the provisions set forth in Section 153.241. (Ord. 5092, passed 4/4/02)

§ 153.602 DEFINITIONS

~~**SIGN, CONSTRUCTION** A temporary sign identifying an architect, contractor, subcontractor, and/or material supplier participating in construction on the property on which sign is located.~~

~~**SIGN, DEVELOPMENT** A temporary sign listing the name and address of the general contractor of the project and the general nature of the proposed use. A temporary sign identifying an architect, contractor, subcontractor, engineer or any other individuals or firms involved in the construction and announce the character of the building enterprise or the purpose for which the building is intended.~~

~~**SIGN, DEVELOPER'S** A sign required for all new construction or development of any building, structure, or substantial improvement in any zoning district other than C/R, R-1, and R-2 SIGN,~~

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:

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 find that the recommendations of the Inter-Departmental Review Report

are the findings of the Plan Commission and therefore, the Plan Commission recommends to the Corporate Authorities **approval** of PC 04-33, as amended.

Inter-Departmental Review Group Report Approved By:

David A. Hulseberg, AICP
Director of Community Development

DAH:MK
att
c. **Petitioner**

APPENDIX A
METHODOLOGY FOR DETERMINING APPROPRIATE SIZE LIMITATIONS FOR DEVELOPMENT SIGNS

Formula Testing

To determine the appropriate sliding scale for allowable size of development signs, staff considered five sample formulas, which are explained on the following pages. Each of these formulas was tested against several development sites within the Village of Lombard.

Table 1 shows the street frontage for each of the development sites and the maximum allowable size for a development sign on the site according to each of the formulas. All formulas are based off of street frontage rather than lot size. Typically, development signs will be placed right at the property line abutting a public street. Deep lots can be sizeable in area, but have little street frontage for placing a sign. Corner lots can be small in area, but have considerable street frontage. Ultimately, street frontage will determine the level off exposure necessary for a development sign. Therefore, staff felt basing formulas off of street frontage would be more appropriate.

Table 1: Development Sites

<i>Project Site</i>	<i>Zoning</i>	<i>Street Frontage</i>	<i>Formula 1</i>	<i>Formula 2</i>	<i>Formula 3</i>	<i>Formula 4</i>	<i>Formula 5</i>
Christ the King	R2	2512'	100 s.f.	100 s.f.	100 s.f.	96 s.f.	32 s.f.
Culver's	B3PD	216'	32 s.f.	32 s.f.	32s.f.	32 s.f.	50 s.f.
CVS	B4	556'	37 s.f.	32 s.f.	36 s.f.	64 s.f.	125 s.f.
Dunkin Donuts	B3	100'	32 s.f.	32 s.f.	32 s.f.	64 s.f.	50 s.f.
Elmhurst Memorial	B5	1097'	73 s.f.	64 s.f.	72 s.f.	96 s.f.	32 s.f.
Lincoln Place	R4	559'	37 s.f.	32 s.f.	36 s.f.	64 s.f.	32 s.f.
Oak View Condos	R4PD	1080'	72 s.f.	64 s.f.	72 s.f.	96 s.f.	32 s.f.
Our Lady of Lebanon	B4	464'	32 s.f.	32 s.f.	32 s.f.	32 s.f.	50 s.f.
Walgreens	B5A	299'	32 s.f.	32 s.f.	32 s.f.	64 s.f.	32 s.f.

Formula 1: Direct Relationship between Allowable Size and Street Frontage

Formula 1 would allow one (1) square foot of sign area for every fifteen (15) feet of street frontage and not to exceed one hundred (100) square feet. Every property would be entitled to a minimum of thirty-two (32) square feet. Staff based this formula off of the development sign for Elmhurst Memorial, which received a variation to allow a sixty-four (64) square foot sign. The formula was developed so that this sign would be at the higher end of the sliding scale. Elmhurst Memorial site has 1097 feet of street frontage and dividing that by sixty-four (64) results in 17.14 feet of street frontage for every square foot of sign. Staff used fifteen because it was a more rounded number.

Advantage:

- Similar to formula already used for maximum allowed area for wall signs

Formula 2: Categories Based on Street Frontage

Formula 2 would allow properties with less than one thousand (1000) feet of street frontage to have a maximum of thirty-two (32) square feet of street frontage, properties with between one thousand (1000) and two thousand (2000) feet of frontage to have a maximum of sixty-four (64) square feet, and properties with over two thousand (2000) square feet to have a maximum of one hundred (100) square feet.

Advantage:

- No calculations necessary, maximum allowed area is based on categories

Formula 3: Larger Properties Receive Extra Allowance Based on Street Frontage

Formula 3 entitles every property to a minimum of thirty-two (32) square feet, but larger properties with over five hundred (500) feet of street frontage are allowed an additional four (4) square feet for every fifty (50) feet of street frontage beyond five hundred (500) feet but not to exceed one hundred (100) square feet. This formula is similar to formula 1, except for that the formula would only apply to larger properties with over five hundred (500) feet of frontage. The development sign for Elmhurst Memorial was again taken into consideration when developing the formula. The number additional allowance of four (4) square feet per five hundred (500) feet were chosen as because they aren't obscure numbers and they would allow the Elmhurst Memorial to be a permitted sign.

Advantages:

- Gives all properties the same amount of signage, but provides extra allowance for larger scale projects
- Formula only needs to be calculated for larger properties with over 500 feet of street frontage

Formula 4: Based on number of street frontages

Formula 4 allocates thirty-two (32) square feet for every street frontage, which may be used in any proportion. Every property would be entitled to a minimum of thirty-two (32) square feet and total signage area can not exceed ninety-six (96) square feet.

Advantages:

- Simple
- Developer can allocate signage as they see fit, depending on the specific nature of the development.

Formula 5: Based on Underlying Zoning District

This formula would designate the maximum allowed area for a development sign to be the same as the maximum allowed for a freestanding sign by right in the underlying zoning district except that each property would be entitled to a minimum of thirty-two (32) square feet. The largest possible sign would be one hundred twenty-five (125) square feet for properties within the B3 or B4 zoning districts.

Advantages:

- Formula is already set
- Doesn't discriminate between permanent signs and temporary signs
- Takes into consideration location on a state right-of-ways, which tend to be wider streets with higher speed limits

Review of Formulas and Recommendation

Staff reviewed the formulas by applying each formula to ten different development sites in Lombard as shown in Table 1. This allowed staff to see the appropriateness of each formula when applied in a different context. For Formulas 1, 2, and 3 there is an issue associated with justifying the particular numbers within the formula. Formula 4 would only allow thirty-two (32) square feet for some larger projects because they only have one street frontage. Formula 5 would not provide for large signs within the B5 or B5A district because the regulations for freestanding signs in those zoning districts.

Staff feels that larger signs are more appropriate for large-scale projects. Larger signs are also necessary for development signs along wider streets with faster speed limits like North Avenue and Roosevelt Road. Staff has concluded that a hybrid of Formula 4 and Formula 5 would be the best address the needs for development signs. By basing the formula on the underlying zoning districts, projects along state right-of-ways would be allowed more signage. Allowing total signage to be allocated in any proportion deemed necessary provides more flexibility for signage based on the location of the project. The hybrid formula ultimately provides the most freedom to property owners or developers to install signage that is best suited for the specific project and location.