

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

TO: Lombard Plan Commission HEARING DATE: February 15, 1999
FROM: Department of Community PREPARED BY: Nancy Hill, AICP
Development Planner II

TITLE

PC 99-04: 1141 South Main Street: Requests an amendment to the Lombard Pines Shopping Center Planned Development (Ordinance Number 2555) and exceptions to the Lombard Sign Ordinance in order to permit one (1) tenant (Hobby Lobby) to have more wall signage than allowed by Code.

GENERAL INFORMATION

Petitioner: North Shore Sign Company
1925 Industrial Drive
Libertyville, IL 60048

Property Owner: Hobby Lobby Stores, Inc.
C/O Burke & Nickle
3336 E. 32nd Street, #217
Tulsa, OK 74135

PROPERTY INFORMATION

Existing Land Use: Shopping center anchor store

Size of Property: Subject lot - 1.65 acres, Entire Planned Development - approximately 19.5 acres

Comprehensive Plan: Recommends Community Commercial land uses

Existing Zoning: B3 PD Community Shopping District/Planned Development

Zoning and Land Use Surrounding the Planned Development:

North: R2 Single-family Residence; single-family residences
South: B3 Community Shopping District; misc. retail businesses
East: O PD Office - Planned Development; National College of Chiropractic
West: B3 Community Shopping District; misc. retail businesses

ANALYSIS

SUBMITTALS

This report is based on the following documentation, which was filed with the Department of Community Development on January 8, 1999:

1. Petition for Public Hearing
2. Response to Standards
3. Lombard Pines Shopping Center site plan, hand stamped January 8, 1999
4. Hobby Lobby store building elevation and wall sign plan, prepared by Metro Signs, dated July 1998.

DESCRIPTION

The Hobby Lobby store is located within the Lombard Pines Shopping Center, in the former Handy Andy tenant space. On August 29, 1998, Hobby Lobby applied for a sign permit for their wall signage. They were proposing wall signage with illuminated channel letters reading "Hobby Lobby" and non-illuminated channel letters reading "Crafts", "Fabrics", "Frames", and "Floral". The proposed sign surface area totaled 561 square feet.

The Sign Ordinance allowed the sign surface of all wall signs on a single parcel of property be up to two times the lineal front footage of the property (in this case 576 square feet), but not to exceed four hundred (400) square feet. Therefore, Hobby Lobby was allowed wall signage up to four hundred (400) square feet and their proposal did not meet the standards. Staff notified Hobby Lobby of this and suggested Hobby Lobby remove the nonilluminated signs. Staff then approved the sign permit, as corrected with the nonilluminated signs removed. Hobby Lobby proceeded to erect the signs, as proposed, not as corrected.

Staff notified Sacker Company, the shopping center owners, and Hobby Lobby of the code violation by mail. Staff suggested to remedy this situation by taking down the non-illuminated signs or petitioning the Plan Commission to amend the Lombard Pines Planned Development to allow more signage.

In that letter staff also notified the Lombard Pines owners that other shopping center tenants have contacted this office regarding the possibility of additional wall signage, including the Baby's Room. In response to questions by tenants, staff had stated that we will not support an amendment of the Planned Development unless signage is addressed comprehensively. This was also conveyed to the shopping center owners. In particular,

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the staff suggested examining which tenant spaces warrant additional signage and the possibility of consistent design elements throughout the shopping center.

The Plan Commission has reviewed amendments to this Planned Development previously, as it relates to signage. While many of the amendments relate to freestanding signs, wall signage has previously been considered twice. In 1985, an amendment to the Planned Development was proposed for, among other things, a secondary wall sign for the Workbench Furniture store. The Workbench Furniture store was located in a corner tenant space which is now vacant. The wall sign that existed at that time was 75 square feet and faced Main Street. The Workbench Furniture store proposed a second wall sign approximately fifteen (15) square feet in size and the sign would face the interior parking lot. The Plan Commission considered this request, but found that the Planned Development amendments, as they related to the Sign Ordinance, were not justified and recommended denial of the additional wall signage. The Board of Trustees concurred with this recommendation.

In 1994, the Plan Commission and Board of Trustees again considered a Planned Development amendment for, among other things, additional wall signage. Enchanted Castle requested four (4) wall signs on the south elevation (2 were allowed by Code) and three (3) wall signs (1 was allowed by Code) on the west elevation. However, the total area of the signs proposed did not exceed the combined, maximum area allowed for the number of signs allowed. The Plan Commission and the Board of Trustees approved this request with the conditions that sign permits be issued within one year and the amendments apply only to the Enchanted Castle tenant space.

Another important signage issue in this shopping center to the note is the large, freestanding, multi-tenant sign on Roosevelt Road. This sign clearly does not conform with the Sign Ordinance. In 1985, the Board of Trustees passed an ordinance requiring the sign be brought into compliance with the Sign Ordinance by September 23, 2002. However, in 1995, an ordinance allowing the sign to remain was approved.

Additionally, the Plan Commission and Board of Trustees approved the conditional use and variation requests for the White Castle restaurant proposal at the northeast corner of Main Street and Roosevelt Road. White Castle's requests were approved with several conditions including the restaurant shall accept a cross-access agreement with the Lombard Pines shopping center should the shopping center owners express a willingness or desire to establish cross-access between the shopping center and the White Castle property. The staff has notified the shopping center owners of the need to have cross access between the proposed White Castle restaurant property and the shopping center.

ENGINEERING

Private Engineering Services

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The Private Engineering Services Division has no objection to the request for approval from an engineering or construction perspective.

Public Works

The Department of Public Works has no comments regarding this application.

FIRE AND BUILDING

The Fire Prevention Bureau and the Bureau of Inspectional Services have no comments regarding this application.

PLANNING

Compatibility with the Comprehensive Plan

The Comprehensive Plan recommends commercial uses at this location. The Comprehensive Plan suggests several policies that should be used to guide improvement to commercial developments. One of those policies is ensuring the highest quality of design, including signage and graphics. Additionally, the Comprehensive Plan states the Village should seek to reduce the amount of signage in the Roosevelt Road Corridor. Staff believes to accomplish these objectives, signage should be examined for the entire shopping center, not just one tenant space.

Many of the storefronts in the northern portion of the shopping center are vacant. This would be an opportune time for the shopping center owners to examine signage on a comprehensive basis. As new tenants moved into these vacant spaces, a more uniform design could be applied to the new signs. Staff is more than willing to work with the owners to achieve a design which allows for good visibility and a consistent look.

Since the Planned Development is being amended, the Sacker Company should be looking to make other overall improvements to the shopping center, as well. Cross access between the White Castle property and the shopping center should be a priority.

Compliance with the Sign Ordinance

The proposed signs do not meet the requirements of the Sign Ordinance. When Hobby Lobby applied for the sign permit, by Code, the store could install one sign up to four hundred square feet in size.

The Plan Commission and Board of Trustees have since changed the Sign Ordinance as it relates to shopping center signs (PC 98-26). With the recent revisions in place, Hobby Lobby, by definition, is an exterior tenant. They may have up to two (2) signs, **with no more than one sign per wall**. Each sign may be up to four hundred square feet in size. The walls in which the signs may be placed are the west elevation and the south

elevation. Obviously, it does Hobby Lobby no good to place a wall sign on the south elevation, as it would not be seen because of the Jewel/Osco building. Therefore, the only logical alternative is to place a wall sign on the west elevation, which they have done.

Compatibility with Surrounding Land Uses

The wall signs are oriented toward Main Street and are set back at least 360 feet. Since the signs are already up, the visual impact to the area is already known. However, the additional signage may encourage other businesses in the Lombard Pines Shopping Center and in nearby centers to make similar requests.

This area of Roosevelt Road and Main Street is generally considered commercial in nature. The Lombard Pines Shopping Center is by far the largest shopping center on Main Street. Additionally, the Hobby Lobby store and the Jewel/Osco are two of the largest commercial buildings on Main Street. In comparison, the Jewel/Osco store may appear to have a lot of wall signs, but the total square footage of the Jewel/Osco signs is relatively smaller than the Hobby Lobby Signs. The Jewel/Osco received a permit for their existing signs in 1996. While Hobby Lobby occupies a larger tenant space than Jewel/Osco, the Jewel/Osco store is wider and has more frontage on Main Street. Under the Sign Ordinance in 1996, Jewel/Osco could install secondary wall signs on the south elevation because the building is located along two street frontages and the building is limited to one business. Under the Sign Ordinance, as currently written, Jewel/Osco could install more signage on the south elevation.

FINDINGS AND RECOMMENDATIONS

Staff believes that since this is a Planned Development, signs should be look at comprehensively, throughout the entire shopping center, and not on a tenant by tenant basis. The shopping center owners should also be planning for other improvements to the shopping center, including a cross access drive with the White Castle property, in order to limit the number of Planned Development amendments. Additionally, the petitioner has not demonstrated any hardship to warrant such exceptions to the Sign Ordinance standards.

Based upon the above considerations, the Inter-Departmental Review Committee recommends that the Plan Commission make the following motion recommending denial of this petition:

Based on the submitted petition and the testimony presented, the proposal does not comply with the standards required by the Lombard Zoning Ordinance; and, therefore, I move that the Plan Commission recommend to the Corporate Authorities denial of the Planned Development Amendment associated with PC 99-04.

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Inter-Departmental Review Group Report Approved By:

David A. Hulseberg, AICP
Director of Community Development

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att

c: Petitioner

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Alternative Motions Recommending Approval:

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 recommend to the Corporate Authorities approval of the Planned Development Amendment associated with PC 99-04 with the following conditions:

1. The petitioner may increase the number of wall signs allowed from 1 sign to 5 signs, but the combined area off all wall signs shall not exceed the combined, maximum area of 400 sq. ft.
2. This Planned Development amendment shall apply only to the tenant space currently occupied by Hobby Lobby and commonly referred to as 1141 S. Main Street.
3. The existing shopping center identification sign on Roosevelt Road shall be removed or brought into full compliance with the Lombard Sign Ordinance, which is in effect at the time the sign is brought into compliance, by _____,_____.
date
4. Cross Access be provided between the Lombard Pines Shopping Center and the property located at 4 E. Roosevelt Road.