



MEMORANDUM

TO: David A. Hulseberg, Village Manager

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

DATE: November 5, 2009

SUBJECT: PC 09-26: Text Amendments to the Lombard Sign Ordinance pertaining to Temporary Signs

At the October 1, 2009 Village Board meeting, the Board tabled this item to the November 5, 2009 meeting to allow time for the Trustees to provide their comments to staff. The attached Exhibit "A" shows the various comments from the Trustees related to development signs, political campaign signs, and real estate signs.

BACKGROUND

The Lombard Sign Ordinance currently regulates the different types of signs based upon the content of the sign. The Sign Ordinance specifically regulates those different signs to include: development, political campaign, real estate and other temporary signs. As there are different size and time requirements for the aforementioned signs, they are regulated based upon the purpose of the sign.

The proposed amendments to the Sign Ordinance, as submitted at the October 1, 2009 Village Board meeting, attempted to create consistency, while still keeping with the intent and format of the existing Ordinance with regards to size, location and permitted number of signs. Development, political campaign, real estate, and temporary signs would still remain as separate categories; however, the regulations would be amended to create consistency.

The proposed amendments separates the property location into two categories: attached, two-family & detached dwellings and all other properties. The rationale for attached, two-family & detached dwellings pertains to the intended use of the property. Staff believes that the aforementioned signs on those specified residential properties should be smaller in area, due to safety and aesthetics.

TRUSTEE COMMENTS

The attached Exhibit "A" provides a summary of the current & proposed regulations and also provides the comments staff received from the Trustees. Please note that for those Trustees that did not provide separate comments to staff, we included their comments from the October 1,

2009 Village Board meeting. As shown, staff was unable to get a consensus from the Trustees specifically related to the following:

- Development Signs- Issue: sign size
- Political Campaign Signs- Issue: sign size, property type and duration
- Real Estate Signs- Issue: sign size, property type and duration

Development Signs

The most notable change proposed to development signs was related to the maximum size of other types of temporary signs, staff proposed that the largest sign in "All other uses" be 32 square feet rather than using a formula with a 125 square foot maximum as currently permitted. Staff feels that if a proposed developer wishes to have a development sign larger than 32 square feet, that request can be considered as part of their overall development proposal.

Trustee Comments pertaining to development signs

Most of the Trustees did not have any comments specifically pertaining to development signs, however a Trustee did recommend development signs in attached, two-family & detached dwellings be 16 square feet.

Political Campaign Signs

The proposed amendment breaks the property location into two categories: attached, two-family & detached dwellings and all other properties. As proposed, the area of political campaign signs in attached, two-family & detached dwellings could not exceed 12 square feet total area. For all other properties, the area of a sign on any one parcel could not exceed 32 square feet per street exposure, however any number of political campaign signs is permitted if they are less than 12 square feet. The rationale for attached, two-family & detached dwellings being smaller in size pertains to the intended use of the property. Staff believes that the aforementioned signs on those specified residential properties should be smaller in area, due to safety and aesthetics. Staff also proposed increasing the duration of political campaign signs from 60 days to 90 days in advance of the election. This was based on recent court rulings that have upheld the 90 day provision and a review by Village Counsel.

Trustee Comments pertaining to political campaign signs

As shown on Exhibit "A", staff was unable to get a consensus from the Trustees specifically related to the following aspects of the proposed political campaign sign regulations:

1. Maximum Size for attached, two-family & detached dwellings - The preferred sign size ranged from 6 square feet to 16 square feet. However a few Trustees wanted to also include smaller multiple family properties. Staff would support an amendment that included adding "multi-family dwellings; on lots less than 1 acre in area". This would then require four-flats, six-flats, and other small multiple family buildings to be subject to the smaller sign regulations. This would be applicable to all sections of the temporary sign regulations.
2. Maximum Size for all other types of properties- Some Trustees do not support any political campaign signs to be as large as 32 square feet. Others do support it, provided

that it is along major thoroughfares, typically where commercial zoning designations exist.

3. Sign Duration-Several Trustees do not support the extending duration beyond 60 days prior to the election.

Real Estate Signs

The proposed amendments to the real estate signs is similar to political campaign signs by separating the property location into two categories: attached, two-family & detached dwellings and all other properties. As proposed, the area of real estate signs in attached, two-family & detached dwellings would increase from 6 square feet to 12 square feet. For all other properties, the area of a sign on any one parcel could not exceed 32 square feet per street exposure, which is consistent with the current regulations. The duration of a real estate sign for "all other properties" is also the same as current code. This includes the provision that for signs which advertise the lease of available floor area within a non-residential building, a permit shall be issued upon determination by the Director that twenty-five percent (25%) or more of the leasable floor area is vacant or that one hundred percent (100%) of the leasable floor area will be vacant within 90 days.

Trustee Comments pertaining to real estate signs

As shown on Exhibit "A", the comments related to real estate signs was very similar to the comments regarding political campaign signs. Therefore, staff was unable to get a consensus from the Trustees specifically related to the following aspects of the proposed political real estate sign regulations:

1. Maximum Size for attached, two-family & detached dwellings - The preferred sign size ranged from 6 square feet to 16 square feet. As with political campaign signs, some Trustees wanted to include smaller multiple family properties. As noted above, staff supports adding language that includes "multi-family dwellings; on lots less than 1 acre in area". This would then require four-flats, six-flats, and other small multiple family buildings to be subject to the smaller sign regulations.
2. Sign Duration-Most of the Trustees expressed a concern about the duration of the real estate signs for commercial properties. Although staff is proposing to maintain the same regulations regarding duration for signs advertising commercial leasing, staff would support an amendment that would require yearly permits for commercial leasing signs. That will allow the Village to more closely monitor each shopping center's vacancy to determine if they meet the previously established signage requirements.

RECOMMENDATION:

Staff requests that the Village Board review and discuss the comments from the individual Trustees regarding the proposed sign regulations. Staff also recommends that the Village Board establish a consensus regarding the proposed amendments. Once achieved, staff will then prepare the final Ordinance and present it to the Village Board at their November 19, 2009 meeting.

Should you require any materials that were previously distributed, please contact me.

EXHIBIT A

Development Signs

Current Regulations

Property Type	Max Size	Number	Duration
Single Family Residences only	12 sq. ft. or 32 sq. ft. (1 acre +)	1 (per premises)	Removal upon project completion
All other uses	Min. of 32 sq. ft., not to exceed 125 sq. ft.	1 (per street exposure)	Upon issuance of final Certificate of Occupancy

Proposed Changes

Property Type	Max Size	Number	Duration
Attached, Two-Family & Detached Dwellings	12 sq. ft.	1 (per street exposure)	Sign(s) shall be removed within 10 days upon completion of construction on the premises.
All others- Permit is required	32 sq. ft.	1 (per street exposure)	Upon issuance of final Certificate of Occupancy

Village Board comments/concerns regarding Development Signs

President Mueller	No comments on the proposed changes to development signs		
Trustee Gron	No comments on the proposed changes to development signs		
Trustee Tross	Development signs in Attached, Two-Family & Detached Dwellings should be 16 sq. ft.		
Trustee Wilson	No comments on the proposed changes to development signs		
Trustee Moreau	No comments on the proposed changes to development signs		
Trustee Fitzpatrick	No comments on the proposed changes to development signs		
Trustee Ware	No comments on the proposed changes to development signs		

Political Campaign Signs

Current Regulations

Sign Type	Max Size	Number	Duration
Political Campaign Signs	12 sq. ft.	Any number permitted	60 days (removal 48 hours after election)

Proposed Changes

Property Type	Max Size	Number	Duration
Attached, Two-Family & Detached Dwellings	12 sq. ft.	Any number permitted	Allowed (90) days before an event, and shall be removed within ten (10) days after the event.
All others	32 sq. ft.	Any number of signs 12 square feet or less in area shall be permitted. No more than 1 sign per street exposure shall be permitted for sign(s) greater than 12 sq. ft.	Allowed (90) days before an event, and shall be removed within ten (10) days after the event.

Village Board comments/concerns regarding Political Campaign Signs

President Mueller	Does not support 32 sq. ft. signs and does not support the 90 days.		
Trustee Gron	No comments on the proposed changes to political campaign signs		
Trustee Tross	Supports 16 sq. ft. in Attached, Two-Family & Detached Dwellings and 32 sq. ft. in all other locations. Does not support the 90 days.		
Trustee Wilson	Based on comments at the Board meeting, Trustee Wilson agreed with Trustee Ware's comments.		
Trustee Moreau	Supports 6 sq. ft. in Attached, Two-Family & Detached Dwellings and Multi-Family Dwellings up to eight units. Does not support the 90 days.		
Trustee Fitzpatrick	Supports 16 sq. ft. in Attached, Two-Family & Detached Dwellings and 32 sq. ft. in all other locations. Also supports the 90 days.		
Trustee Ware	Supports 16 sq. ft. in Attached, Two-Family & Detached Dwellings and all other residential areas. Also supports 32 sq. ft. for areas such as Roosevelt Road. Does not support the 90 days.		

Real Estate Signs

Current Regulations

Property Type	Max Size	Number	Duration
Single Family Residences only	6 sq. ft.	1 (per residence)	Remove 7 days after sale or lease
All other uses	32 sq. ft.	1 (per street exposure)	Remove 7 days after sale or lease; or For signs which advertise the lease or rental of available floor area within a non-residential building, a permit shall be issued upon determination by the Director that twenty-five percent (25%) or more of the leasable floor area is vacant or that one hundred percent (100%) of the leasable floor area will be vacant within 90 days.

Proposed Changes

Property Type	Max Size	Number	Duration
Attached, Two-Family & Detached Dwellings	12 sq. ft.	1 (per street exposure)	Sign(s) shall be removed within 10 days upon the sale or lease of the property.
All others- Permit is required	32 sq. ft.	1 (per street exposure)	Sign(s) shall be removed within 10 days upon the sale or lease of the property; or For signs which advertise the lease or rental of available floor area within a non-residential building, a permit shall be issued upon determination by the Director that twenty-five percent (25%) or more of the leasable floor area is vacant or that one hundred percent (100%) of the leasable floor area will be vacant within 90 days

Village Board comments/concerns regarding Real Estate Signs

President Mueller	Main concern was that current real estate signs are up too long.
Trustee Gron	Main concern was that current real estate signs are up too long, particularly along Roosevelt Road. There should be time limits and/or a yearly permit fee.
Trustee Tross	Supports 16 sq. ft. in Attached, Two-Family & Detached Dwellings and 32 sq. ft. in all other locations. Duration of the sign should be based on 75% occupancy.
Trustee Wilson	Based on comments at the Board meeting, Trustee Wilson agreed with Trustee Ware's comments.
Trustee Moreau	Supports 6 sq. ft. in Attached, Two-Family & Detached Dwellings and multi-family dwellings up to eight units.
Trustee Fitzpatrick	Supports 16 sq. ft. in Attached, Two-Family & Detached Dwellings and 32 sq. ft. in all other locations.
Trustee Ware	Supports 16 sq. ft. in Attached, Two-Family & Detached Dwellings and all other residential areas. Does support 32 sq. ft. for areas such as Roosevelt Road.