

# PLAN COMMISSION

INTER-DEPARTMENTAL REVIEW COMMITTEE REPORT

AMC THEATRE – 80 YORKTOWN

December 15, 2013

**Title**

SPA 14-01ph

**Petitioner**

Olympic Sign Company

**Property Owner**

Portfolio Management  
203 Yorktown

**Property Location**

80 Yorktown  
(PIN: 06-29-200-028 and  
06-29-200-030)

**Zoning**

B3PD Community Shopping  
District, Planned Development

**Existing Land Use**

Commercial; Theater, Indoor

**Comprehensive Plan**

Regional Commercial

**Approval Sought**

Site Plan Approval

**Prepared By**

Tami Urish  
Planner I



Location Map

**PROJECT DESCRIPTION**

The petitioner is requesting that the Village grant site plan approval for a new second additional eighty-eight (88) square foot wall sign and two (2) fifty-four (54) square foot banners for AMC Theatre on the southwest elevation of the building at 80 Yorktown.

**APPROVAL(S) REQUIRED**

Per Section 155.511 of the Zoning Ordinance and Ordinance 1172, which granted the Planned Development Approval, site plan approval is needed for the Planned Development for the following sign deviations:

1. A deviation from Section 153.505(B)(19)(a)(ii)(a) to increase the permitted number of wall signs; and
2. A deviation from Sections 153.505(B) (15), 153.237 (C) and 153.237 (E) to provide for more than one temporary sign per street frontage, and can be in place year round to be consistent with the intent of SPA 13-01ph, and to exceed thirty-two (32) square feet in area.

**EXISTING CONDITIONS**

The subject property is bounded by commercial and office uses with a single tenant building and associated parking lot having access from the Yorktown private drive and Butterfield Road.

**PROJECT STATS**

**Lot & Bulk**

Parcel Size:	8.7 acres 379,975 sq ft
Building Size:	76,800 sq ft
Tenant Space:	76,800 sq ft
Lot Coverage:	90 %

**Setbacks**

Front (south)	200 feet
Side (east)	40 feet
Side (west)	172 feet
Rear (north)	30 feet

**Submittals**

1. Petition for Site Plan Approval;
2. Response to Standards for Variations;
3. Site Plan, prepared by Olympic Sign Company, dated 8/11/2014, Exhibit A; and
4. Southwest Elevations of Exterior Signage prepared by Olympic Sign Company dated 8/15/2014, Exhibit B (2 pages).

The theatre currently has a total of three (3) wall signs: two (2) 'AMC' wall signs each on the north and southwest building elevations at approximately the same size - one hundred forty-six (146) square feet and one (1) 'AMC IMAX' wall sign on the south building elevation of approximately two hundred and sixty-two (262) square feet in size. All were installed in 2010 per SPA 10-06ph approval. In 2002, a building permit was obtained to allow for the three (3) signs (each one hundred forty-six (146) square feet) previous to the 2010 replacements, as they were replacing much larger 'General Cinema' signs that were approved as part of the original building.

The theatre property is currently under an extensive interior remodeling project. The dining style options and décor for the theatres are being updated.

**INTER-DEPARTMENTAL REVIEW**

**Building Division:**

The Building Division has no comments on the subject petition.

**Fire Department:**

The Fire Department has no comments on the subject petition.

**Private Engineering Services (PES):**

PES has no comments on the subject petition.

**Public Works:**

Public Works has no comments on the subject petition.

**Planning Services Division:**

*1. Surrounding Zoning & Land Use Compatibility*

	<b>Zoning Districts</b>	<b>Land Use</b>
<b>North</b>	B3PD – Community Shopping District Planned Development	Hotel, Westin
<b>South</b>	OPD – Office District Planned Development	Offices, restaurant and vacant land
<b>East</b>	O – Office District	Religious institution, Northern Baptist Theological Seminary
<b>West</b>	B3PD – Community Shopping District Planned Development	Regional shopping center, Yorktown Mall

The theater is located within a non-residential planned development and is bordered by existing commercial and office establishments to the north, east, south and west. The subject property is compatible with those surrounding uses, as it serves a number of commercial uses including hotel amenities, restaurants, and business conference center. The Yorktown Center draws its customers from a regional market; therefore the proposed sign is intended to serve as an identifier for this regional entity. There have been a number of signage variations granted on the surrounding properties. In 2009, Lombard Westin Hotel/Conference Center received site plan approval to construct a 221 square foot wall sign, which is now located on the southern building elevation (SPA 09-01). In 2007, the Shops of Butterfield received site plan approval for several deviations pertaining to the number, location and size of wall signage (SPA 07-05ph).

As a theater, the proposed use is the same as the previously established use and is therefore consistent and compatible with the surrounding land uses. Furthermore, the proposed exterior aesthetic modifications and new signage are not intended to change the overall character of the development and as such, the compatibility of the development would be unaffected.

## **2. *Comprehensive Plan Compatibility***

The Comprehensive Plan recommends Regional Commercial. A theater and associated signage is consistent with this recommendation.

## **3. *Zoning Ordinance Compatibility and Yorktown Planned Development***

The subject property is governed by the Zoning Ordinance and the Yorktown planned development. The B3-Community Shopping District Requirement lists "Theater, indoor" as a permitted use. Ordinance 1171 also provides for the permitted use and the original development agreement also allows the Plan Commission to authorize variations from the sign regulations of the Village Code in conjunction with site plan approval provided no prohibited type of sign may be allowed.

## **4. *Site Plan***

The site plan approval process provides the ability of the Plan Commission to review, approve, deny or modify the individual developments that are proposed within the overall development. The planned development's approved concept plans serve as a model for future development activity. The site plan approval process addresses the detailed site plan information consisting of building design and location, use of the subject property, infrastructure improvements, traffic impacts, landscaping, and land use compatibility.

## **5. *Compatibility with the Sign Ordinance***

On properties with a single tenant in the B3 District, the size of wall signs is determined by the distance from the property line and the lineal lot frontage. In this case, the building is set back one hundred and ninety (190) feet from the southern property line and the lot has a front footage of four hundred and fifty-two (452) lineal feet. The Sign Ordinance permits wall signs, with a setback minimum of one hundred and twenty (120) feet, to not exceed two times the lineal front footage of the property. However, the overall square footage may not exceed two hundred (200) square feet. As such, the maximum allowable square footage for the wall sign on the southwest elevation is two hundred (200) square feet.

In 2006, staff initiated PC 06-26, which proposed text amendments to the Sign Ordinance to clarify that the area of a wall sign should be calculated as the smallest rectangular shape that could completely enclose the sign. Staff had historically performed the calculations of signage area in the same manner. These amendments were proposed and adopted to prevent applicants from using another geometric shape, such as a polygon, as the basis for additional signage area. The requested additional sign is essential to display both the name of the theater 'AMC' and the description of the new dining options similar to other theaters in the region as 'Dine-In Theatres' (Please see Exhibit A attached.)

The property's setback from Butterfield Road necessitates the use of particularly large signs on the southwest elevation to ensure legibility. In addition, the proposed increase in signage area is located on an exterior wall that faces the Yorktown shopping center and Butterfield Road, an existing commercial land use. As depicted on the submitted plans, the proposed additional 'Dine-In Theatres' wall sign is two (2) feet in height and eighty-eight (88) square feet in area. When added to the existing 'AMC' sign, which is five (6) feet in height and one hundred and forty-five (145) square feet, the proposed total area of the permanent signage would be two hundred and thirty-three (233) square feet, significantly less than two (2), two hundred square foot signs totaling four hundred (400) square feet.

The property's setback from Butterfield Road also necessitates that the banners are larger than thirty-two (32) square feet in order to ensure legibility. The banners are to be used for specific theater events and/or seasonal promotions coordinated with Yorktown Center as outlined in the plans submitted for SPA 13-01ph.

Based upon the request for an additional sign, two (2) fifty-four (54) square foot banners and the established precedence for signage deviations in the Yorktown Center (SPA 13-01ph), staff is supportive of the subject deviations.

## **SITE HISTORY**

### **SPA 13-01ph, Yorktown Center**

The petitioner requests Site Plan Approval for the following signage deviations from the Lombard Sign Ordinance for property located within the B3 Community Shopping District, Yorktown Center Planned Development:

1. A variation from Section 153.208(H) to allow signs to be displayed within the clear line of sight area.
2. A deviation from Section 153.210 to allow for automatic changeable reader boards in excess of nine (9) square feet in area.
3. A deviation from Section 153.218 to allow for informational signs to be greater than six (6) square feet in area and greater than four (4) feet in height.
4. A deviation from Section 153.235 to allow for multiple shopping center identification signs in excess of 150 square feet to be displayed in conjunction with other freestanding signs and less than 75 feet from the centerline of the adjacent right-of-way.
5. A deviation from Sections 153.242 and 153.505 to allow for projecting signs to be located on any building elevation regardless of frontage or entrance location.

### **SPA 10-06ph, AMC Theatres**

The Village granted site plan approval for a deviation from Section 153.505 (B)(19)(a)(1)(b) of the Lombard Sign Ordinance to increase the maximum allowable area of a wall sign from 200 (200) square feet to two hundred and sixty-two (262) square feet on the southern exterior wall to include the word "IMAX".

## **FINDINGS & RECOMMENDATIONS**

The Department of Community Development has determined that the information presented **has affirmed** the Standards for Variations. Based on the above considerations, the Inter-Departmental Review Committee recommends that the Plan Commission make the following motion **recommending approval** of the aforementioned deviation:

Based on the submitted petition and the testimony presented, the requested deviation **does comply** with the Standards required by the Lombard Zoning and Sign Ordinances and is compatible with the approved planned development; and, therefore, I move that the Plan Commission find that the findings included as part of the Inter-departmental Review Report be the findings of the Plan Commission and **recommend approval** of SPA 14-01ph, subject to the following conditions:

1. The permanent wall signage located on the southwest elevation is not to exceed two hundred and forty (240) square feet.
2. The sign shall be developed in accordance with the elevation plan prepared by Olympic Sign Company, which was submitted as part of this petition.
3. The petitioner shall apply for and receive a building permit for the proposed plans.

Inter-Departmental Review Committee Report approved by:

 on behalf of William J. Heniff  
William J. Heniff, AICP  
Director of Community Development  
c. Petitioner

## **XI. STANDARDS FOR VARIATIONS**

The following is an excerpt from the Lombard Zoning Ordinance. A **detailed response** to all of these standards should be provided for all variations of the Lombard Zoning Ordinance and Lombard Sign Ordinance.

### **SECTION 155.103.C.7 OF THE LOMBARD ZONING ORDINANCE:**

The regulations of this ordinance shall not be varied unless findings based on the evidence presented are made in each specific case that affirms each of the following standards:

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.

*Strictly applying the ordinance's sign size restrictions to AMC's property would cause a hardship to reasonably advertise their business. The property's setback from Butterfield Rd. necessitates the use of particularly large signs on the South elevation to ensure legibility. Signs that are too small to be legible are hazardous to drivers.*

2. The conditions 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.

*AMC's property is unique within its zoning classification. Reasonable enjoyment of the property would include the ability to identify their business on Butterfield Rd. Doing so within the restrictions of the ordinance would not allow them to do so legibly and safely. This condition is unique to AMC as other tenants in the Yorktown Shopping center do not equally large building elevations exposed to Butterfield Rd. that are set back as far as AMC.*

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

*The variation would allow AMC to advertise its Dine In Theater distinction and draw more potential shoppers into the center for all of its businesses, improving the viability of one of the Lombard's most important commercial centers.*

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 hardship is specifically caused by the ordinance limiting the size and number of signs and no person related to the property has caused or augmented this difficulty.*

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.

*Attractive, legible signage helps to safely guide drivers to their destination and in no way endangers the public welfare. It is the goal of the proposed signage to attract more potential shoppers to the area, which would improve the value of the neighboring*

***properties. The proposed signage does not impact residential properties, as it faces Yorktown Shopping Center and a major arterial roadway (Butterfield Rd.).***

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

***The proposed signage is in Yorktown Shopping Center where signs are already prevalent. It will in no way alter the character of the neighborhood.***

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.

***The proposed wall signage can in no way impair light and air supply, increase congestion, affect drainage, or endanger public safety. There is no increased danger of fire because the proposed signage will be UL listed and labeled and will be installed by licensed electricians. As stated, the sign will benefit property values within the center by attracting more potential customers to the surrounding businesses.***

EXHIBIT A - SITE PLAN



AMC YORKTOWN  
EXTERIOR SIGNAGE

SITE PLAN  
331 YORKTOWN SHOPPING CENTER  
LOHRAPO 1. 93148

Signage locations noted in red.

AMC Domestic Division  
08.11.14

2



EXHIBIT B – PROPOSED TWO (2) SIGNS; SOUTHWEST (FRONT) ELEVATION



AMC YORKTOWN  
EXTERIOR SIGNAGE

SOUTHWEST ELEVATION

GC to remove existing signage, patch and paint as needed.  
Install remotely illuminated AMC & DIT signage.

AMC Domestic Development  
08.11.14

3

SIGN 1



Existing

GC to remove existing AMC signage, patch and paint as needed.

Combined square footage = 233.16

GC to remove existing AMC signage, patch and paint as needed.

14.5 NSF

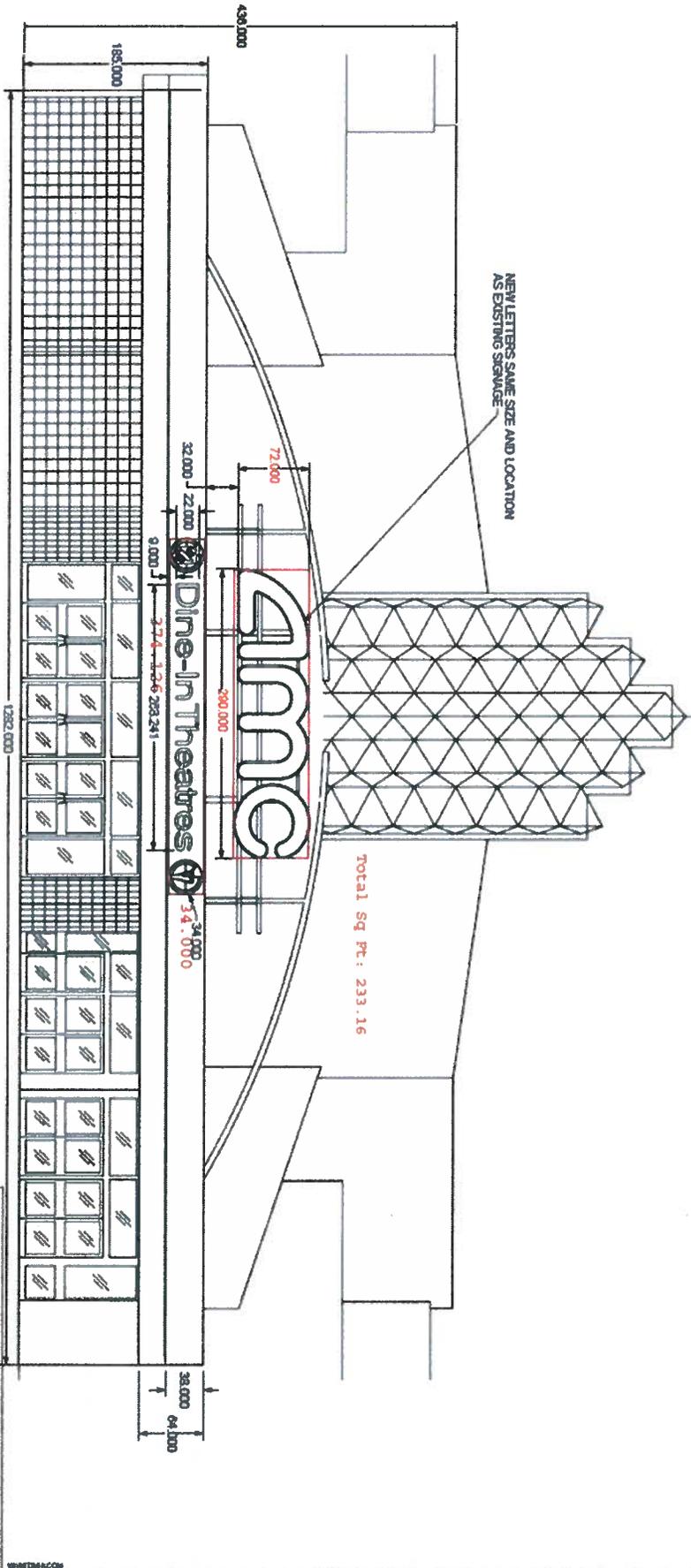
Remotely illuminated 1'-10" H Theatres and 2'-10" H logo modules. Signage extends onto canopy face.

87.2 NSF

Temporary graphic banner. Approximately 6'-0" x 6'-0" H.



1 SOUTHWEST ELEVATION



PROFESSIONAL SEAL AND SIGNATURE OF ARCHITECT REQUIRED FOR PERMITTING AND RECORDING. SEE LOCAL CODES FOR REQUIREMENTS.

		<b>AMC YORKTOWN EXT.</b> EXTERIOR	
PROJECT MANAGER SE UNCLE MARK	SUPERVISOR COMMAND OFFICER RYAN E. GARDNER	DESIGNER DESIGN BOARD DIRECT RESPONSIBILITY JAMES J. GARDNER	ARCHITECT JAMES J. GARDNER
ALL DIMENSIONS ARE TO FINISH UNLESS NOTED OTHERWISE. DIMENSIONS ARE TO FACE UNLESS NOTED OTHERWISE. DIMENSIONS ARE TO CENTER UNLESS NOTED OTHERWISE. DIMENSIONS ARE TO EDGE UNLESS NOTED OTHERWISE.			
SCALE 1:50	QTY 1	DATE 8/15/2014	SHEET 3 OF 3
<b>N387W-01-ELEVATION</b>			