

PLAN COMMISSION

INTER-DEPARTMENTAL REVIEW COMMITTEE REPORT

Signage – 799 E. Butterfield Road

September 18, 2017

Title

PC 17-31

Petitioner

Starbucks
Larry Wilinski
564 W. Randolph Street
Chicago IL 60661

Property Owner

Keystone Ventures
418 Clinton Place
River Forest IL 60305

Property Location

799 E. Butterfield Road
(06-29-201-007) District #3

Zoning

B3

Existing Land Use

Restaurant - under construction

Comprehensive Plan

Mixed Commercial and Office

Approval Sought

Signage variances

Prepared By

Jennifer Ganser, AICP
Assistant Director



DESCRIPTION

The former Trademark Restaurant (PC 15-26) was demolished and two smaller building are being built in its place. A tenant, Starbucks, would like to request additional wall signage.

LOCATION MAP

APPROVAL(S) REQUIRED

The petitioner, Starbucks, requests that the Village grant a variance from Section 153.505(B)(19)(b)(i)(a) of the Lombard Sign Ordinance to allow for wall signs of seventy-seven (77) square feet in area, where thirty-five (35) square feet is allowed.

EXISTING CONDITIONS

The subject property is currently under construction with two retail buildings and was approved as PC 15-26. Starbucks and Anthony's Coal Fired Pizza are confirmed tenants. Two additional tenant spaces are available.

PROJECT STATS

Lot & Bulk

Parcel Size: 1.09 acres

Submittals

1. Petition for a public hearing;
2. Response to Standards; and
3. Signage Plan, prepared by Hilton Displays, dated 4-20-17, with a revised date of 7-27-17.

INTER-DEPARTMENTAL REVIEW

Building Division:

The Building Division has no comments. Additional comments may be forthcoming during permit review.

Fire Department:

The Fire Department has no comments regarding the project. Additional comments may be forthcoming during permit review.

Private Engineering Services (PES):

PES has no comments. Additional comments may be forthcoming during permit review.

Public Works:

The Department of Public Works has no comments on the subject petition. Additional comments may be forthcoming during permit review.

Planning Services Division (PSD):

The Planning Services Division notes the following:

Surrounding Zoning & Land Use Compatibility

	Zoning Districts	Land Use
North	O	Northern Baptist Theological Seminary and office buildings
South	OPD	Nicor property, used for parking
East	B3	Retail
West	O	Retail/restaurant

Staff finds that the request for additional wall signage is consistent with the zoning and land use of the surrounding properties.

The informational (directional) signs meet Code. The drive thru menu board signage is not regulated; however the property did receive a conditional use for a drive thru (PC 15-26).

The proposed sign plan shows seventy-seven square feet of wall signage. Village Code allows for signage of one times the lineal front footage of the tenant space, which is thirty-five feet. Code also allows exterior tenants to have additional signage if they abut another street. Though two facades of Starbucks can be seen from the street, the property only abuts one street. Starbucks has an end space, and

therefore has two facades for signage. However, the building is not on a corner and they only have one frontage – Butterfield Road. Staff is supportive of the petition. Staff notes that the traffic pattern and speeds on Butterfield Road are higher, and additional signage will help motorists as they enter the site.

They propose two signs at 19.62 square feet apiece, three signs of 5.32 square feet apiece, and one sign of 21.75 square feet. No awning signage is proposed. Recently the Village Code was amended to allow for multiple wall signs, therefore this variance is only for the size, not the number of signs.

In SPA 04-01, the Starbucks at 2370 Fountain Square Drive received a variance for additional wall signage, bringing their total to one hundred and fourteen (114) square feet.

SITE HISTORY

The property at 777 E. Butterfield Road was annexed into the Village in 1981 and granted development approvals together with the restaurant to the west (Benihana). The Village rezoned the property to the O District and granted a conditional use for two restaurants. At that time, the Plan Commission specifically chose to zone the subject property to the O District instead of the B3 District because it felt that Office zoning would better maintain the overall character of the corridor.

The property at 777 E. Butterfield Road was developed as a restaurant in 1983, The Rusty Pelican. The restaurant was later operated as Magnum's Prime Steakhouse, Topo Gigio, and Trademark.

The Nicor parcel to the south has been used for off-site parking for the restaurant since 1982, pursuant to a lease agreement that runs through June 2024. In 2011 (PC 11-22) a conditional use was granted for off-site parking. In 2015 (PC 15-26), approval was granted to build two retail buildings and rezone the property to B3. A conditional use for outdoor seating was granted for the area in between the two buildings. In 2017 (PC 17-29) Anthony's Coal Fired Pizza received a conditional use for additional outdoor seating.

FINDINGS & RECOMMENDATIONS

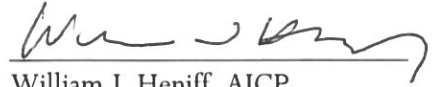
The Inter-Departmental Review Committee has reviewed the Standards for variances and finds that the petition **complies** with the standards established by the Village of Lombard Zoning Ordinance, and that granting the relief is in the public interest. As such, the Inter-Departmental Review Committee recommends that the Plan Commission make the following motion for **approval** of PC 17-31:

Based on the submitted petition and the testimony presented, the proposed variance for additional signage, do comply with the standards required by the Village of Lombard Zoning Ordinance and that granting the relief is in the public interest and, therefore, I move that the Plan Commission accept the findings of the Inter-Departmental Review Committee Report as the findings of the Plan Commission, and recommend to the Village Board **approval** of PC 17-31, subject to the following conditions:

1. The petitioner shall develop the site in accordance with the plans submitted as part of this petition and referenced in the Inter-Departmental Review Committee Report;
2. That the petitioner shall satisfactorily address all comments noted within the Inter-Departmental Review Committee Report;

3. Pursuant to the Zoning Ordinance, the signage shall be installed within one (1) year from the date of approval of the ordinance, unless a time extension been granted by the Village Board. This approval shall become null and void twelve (12) months from the date of approval if the proposed signage is not completed or an extension has been granted; and
4. The petitioner shall be required to apply for and receive building permits for any improvements to the site.

Inter-Departmental Review Committee Report approved by:



William J. Heniff, AICP
Director of Community Development

c. Petitioner

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Hilton Displays, Inc.
125 Hillside Drive
Greenville, SC 29607
Thursday, April 20, 2017

Thursday, August 16, 2017

Village of Lombard
255 East Wilson Ave
Lombard, IL 60138

Dear Village of Lombard:

The purpose of this letter is to justify 76 square feet of signage at the new Starbucks Coffee at 777 Butterfield Road in Lombard, IL. Please reference the numbers in parentheses as each number represents an answer to the questions from section XL, page 17 in the Petitioners' guide to the Plan Commission.

(1.) In today's competitive world, Starbucks has set itself apart with innovative and aesthetically pleasing signage that is unique and of exceptional design so as to enhance the area. The proposed signage would not result in hardship for the owner as the signage is simplistic with use of only two colors and not in excess. (6.) The design is a corporate standard and follows a specific national design intent and will not alter the essential character of the neighborhood.

(2.) Starbucks coffee understands and accepts the conditions upon which an application for a variation is based are unique to the property for which the variation is sought. This appeal is solely independent from other properties owned/leased by the LL and/or Starbucks. (4., 3). Also, 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 nor is this appeal based upon the desire to increase financial gain. Butterfield road is a major thoroughfare so at times it is congested with heavy traffic flow. Those looking for a Starbucks location will be able to locate the store sooner with the additional signage preventing last minute decisions that lead to possible traffic accidents.

(5, 7.) Additional signage will not be detrimental to the public welfare or injurious to other property. It will not impair an adequate supply of light and air to adjacent property or substantially increase the congestion of the public streets, or increase fire, or impair natural drainage or create drainage problems on adjacent property. The signage follows all building standards and exceptional quality control.

Lastly, granting additional signage will not result in an undue concentration as the longest length of the façade is 90' long. Allowing additional square footage will not be excess.

Thank you for your time and consideration in this matter.

Sincerely,

Malisa Crow
Project Manager
Hilton Displays, Inc

125 Hillside Dr. Greenville, SC 29607

c: 864-313-2533

o: 864-233-0401

malisacrow@hiltondisplays.com

[illegible]

STATE OF NEW YORK
COUNTY OF SUFFOLK ss.
I, _____, Clerk of the County of Suffolk, do hereby certify that the within and foregoing is a true and correct copy of the original as the same appears from the records of the County of Suffolk, New York.

Prepared for LAKESIDE BANK

KRISHLAND SURVEYING, LLC
PROFESSIONAL SURVEYORS & ENGINEERS
P.O. Box 600 • Pleasant Hill, CA 94523 • (925) 382-1111
SURVEYING • CONSULTING • CONSTRUCTION LAYOUT
1000 • 1000 • 1000 • 1000 • 1000 • 1000 • 1000 • 1000 • 1000 • 1000

STARBUCKS #2716
777 Butterfield Rd.
Lombard IL



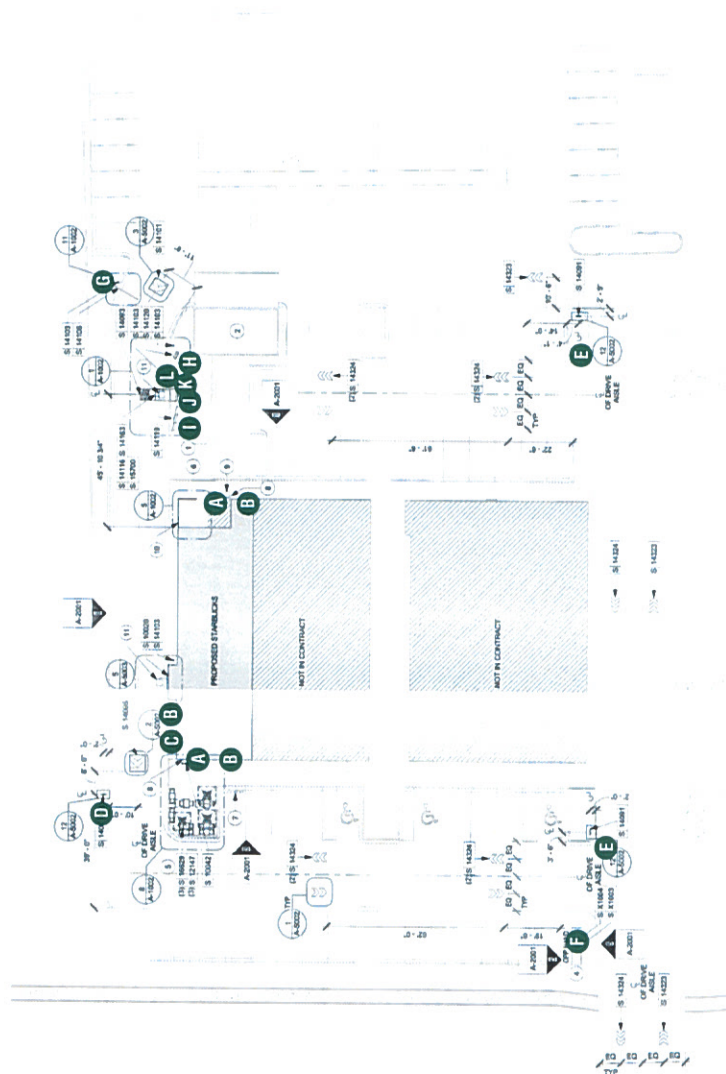
17-37004

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SITE PLAN

- A** 60" SIREN
- B** 48" DRIVE THRU CABINET-RH
- C** 18" CHANNEL LETTERS
- D** 46" DIRECTIONAL TY/EO
- E** 46" DIRECTIONAL <DT/DT>
- F** TENANT PANELS
- G** CLEARANCE BAR
- H** PRE MENU
- I** MENU BOARD
- J** DOS
- K** CANOPY
- L** DCB



1 SITE PLAN

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QID 17-37004

JOB NAME

Starbucks# 2716

LOCATION

777 Butterfield Rd.
Lombard IL

CUSTOMER CONTACT

SALESMAN / PM

Malisa Crow

DESIGNER

Chad Wike

DWG. DATE

4-20-17

REV. DATE / REVISION

7-27-17 / CW

SCALE

As Noted

FILE

2017/Starbucks/
Lombard IL/17-37004/
SB Lombard IL 2716.cdr

DESIGN SPECIFICATIONS ACCEPTED BY:

EST: CLIENT:

SLS PAL LANDLORD:

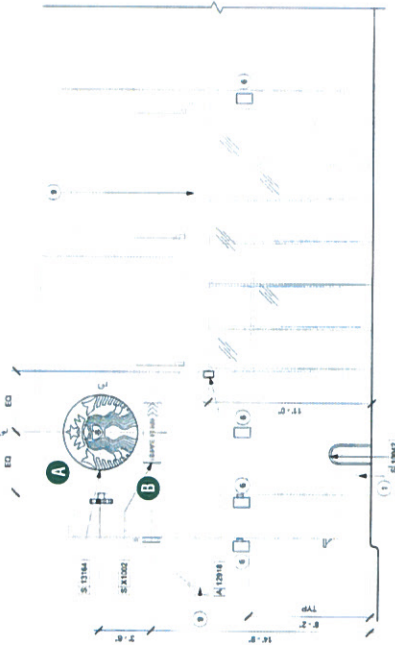
THE INTENT OF THIS DRAWING IS TO SHOW A CONCEPTUAL REPRESENTATION OF THE PROPOSED SIGNAGE. DUE TO VARIATIONS IN PRINTING DEVICES AND SUBSTRATES, THE PASTED PREVIEW MAY DIFFER SLIGHTLY FROM DRAWING.



ELEVATION

- A 60" SIREN
- B 48" DRIVE THRU CABINET-RH
- C 18" CHANNEL LETTERS
- D 46" DIRECTIONAL TY/EO
- E 46" DIRECTIONAL <DT/DT>
- F TENANT PANELS
- G CLEARANCE BAR
- H PRE MENU
- I MENU BOARD
- J DOS
- K CANOPY
- L DCB

North Elevation: linear distance 35'-4"



3 NORTHWEST ELEVATION
Scale: 1/8" = 1'

COLOR LEGEND		VINYL
PMS PAINT		
PMS 3425 C		3M 3630-76
RAL 7021M		3M 3630-22
PMS WHITE		3M 3630-20/ 7725-10 TRANSLUCENT
PMS 369 C		NA
REFL. WHITE		3M 680-10

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REV. DATE / REVISION

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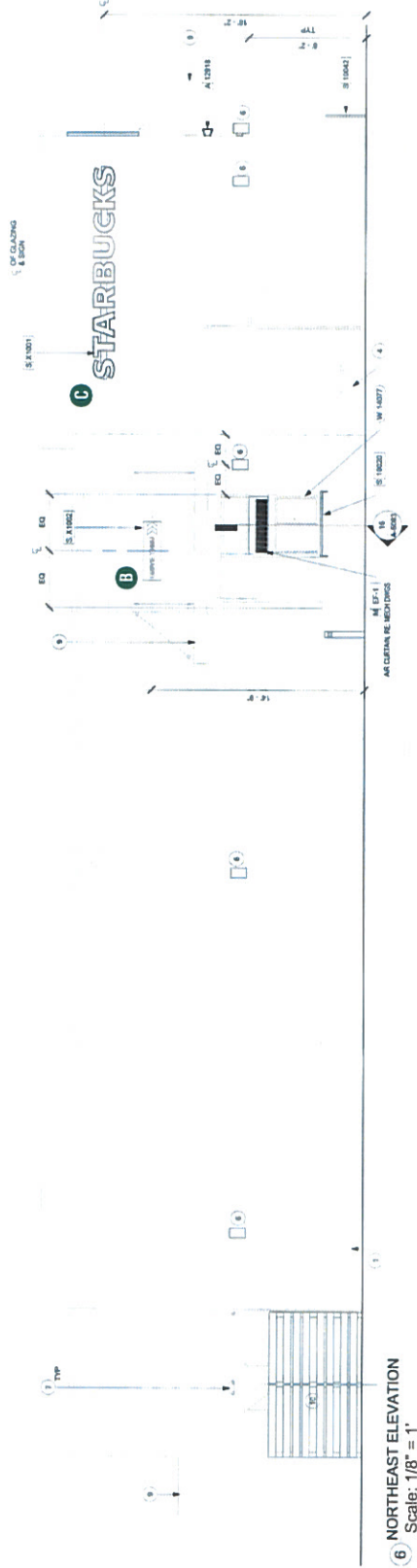
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ELEVATION

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- B 48" DRIVE THRU CABINET-RH
- C 18" CHANNEL LETTERS
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- E 46" DIRECTIONAL <DT/DT>
- F TENANT PANELS
- G CLEARANCE BAR
- H PRE MENU
- I MENU BOARD
- J DOS
- K CANOPY
- L DCB

West Elevation: Linear distance 90'-1"



6 NORTHEAST ELEVATION
Scale: 1/8" = 1'

COLOR LEGEND		VENTIL
PMS PRINT		
PMS 1425 C	3M 3530-76	
RAL 7021M	3M 3530-22	
PMS WHITE	3M 3530-20/ 7725-10 TRANSLUCENT	
PMS 369 C	NA	
REFL. WHITE	3M 680-10	

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SALESMAN / PM

Malisa Crow

DESIGNER

Chad Wike

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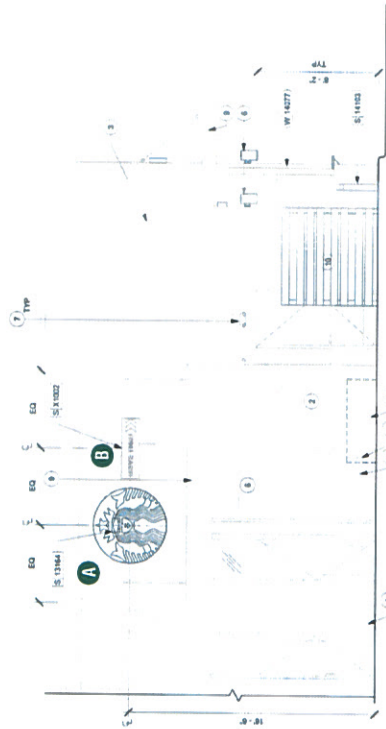
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- I MENU BOARD
- J DOS
- K CANOPY
- L DCB

South elevation: Linear distance 34'-8"



1 SOUTH ELEVATION

Scale: 1/8" = 1'

COLOR LEGEND	
PMS PAINT	WALL
PMS 3425 C	3M 3630-76
RAL 7021M	3M 3630-22
PMS WHITE	3M 3630-20/ 7725-10
PMS 309 C	NA
REFL WHITE	3M 680-10

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60" ILLUMINATED SIREN

SBC S13164

Qty 2

A



1 Front View

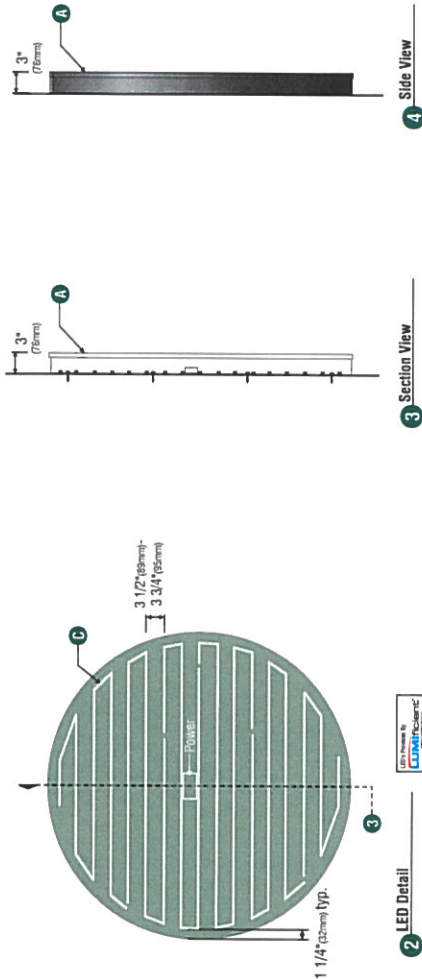
1/2" = 1' (11x17 Paper)

SPECIFICATIONS:

- A Single faced internally illuminated wall mount logo disk. Cabinet to be 6" (152mm) deep, fabricated aluminum sidewalls and back. Paint cabinet black polyurethane. Faces to be 3/16" (5mm) White acrylic.
- B 1" black trincap with square head screws retainer edging.
- C Graphics of logo to be 1st surface 3M Translucent Scotchlite Vinyl- Holly Green #3630-76. Siren to show thru White.
- D Internally illuminate logo disk with Lumitronic™ white LEDs installed to back of disk. Power with self-contained Lumitronic™ power supply enclosed in painted white j-box. Fasten to wall with required fasteners.

wall mount EVOLVED			
Size	Sq.Ft.	Sq.M.	Volts
60" (1524mm)	19.62	1.82	120

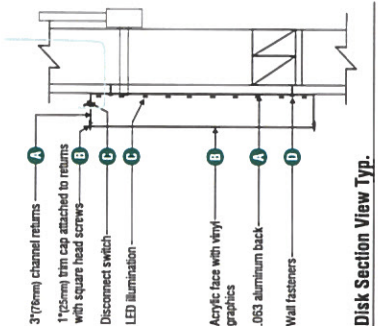
COLOR LEGEND			
PMS PAINT	VINYL		
PMS 3425 C	3M 3630-76		
RAL 7021M	3M 3630-22		
PMS WHITE	3M 3630-20/ 7725-10 TRANSLUCENT		
PMS 369 C	N/A		
REFL. WHITE	3M 680-10		



2 LED Detail

3 Section View

4 Side View



5 Disk Section View Typ.

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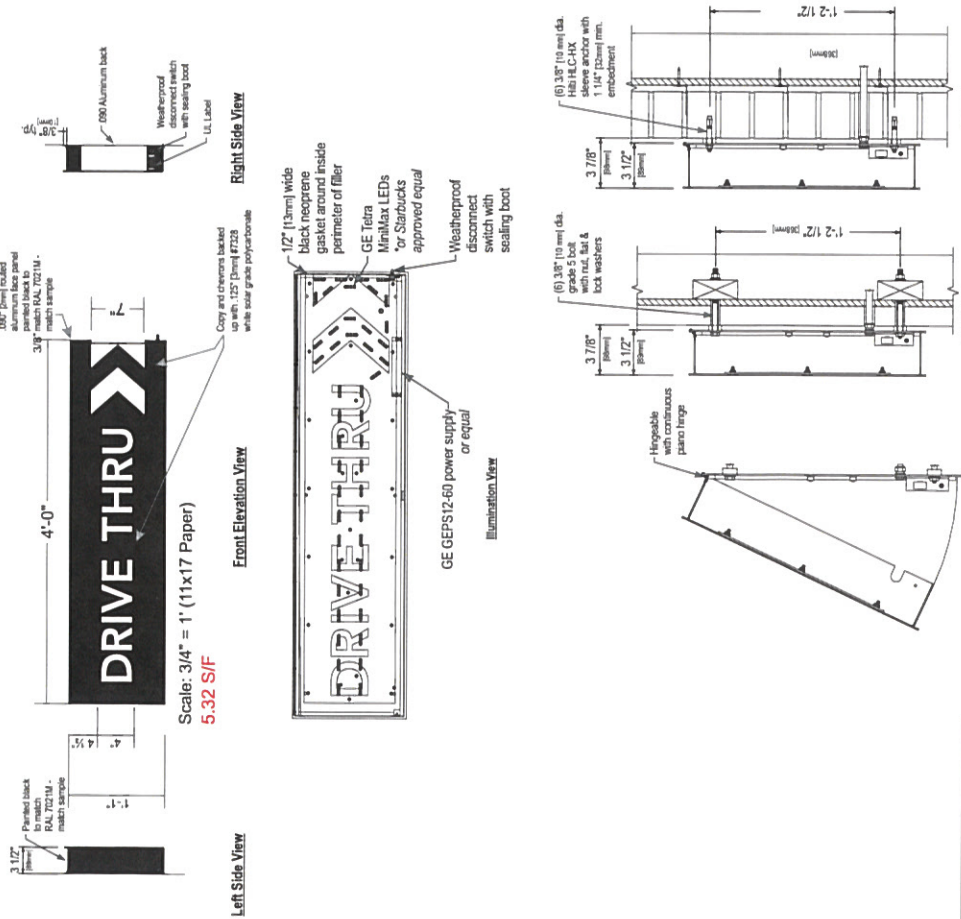
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48" DT Wall Sign

Qty 3 SBC ADT1348-RH

B



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QID 17-37004

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Malisa Crow

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Underwriters Laboratories Inc.

THIS DESIGN IS THE ORIGINAL AND UNPUBLISHED WORK OF HILTON DISPLAYS AND MAY NOT BE REPRODUCED, COPIED, OR EXHIBITED IN ANY MANNER WITHOUT WRITTEN CONSENT FROM AN AUTHORIZED OFFICER OF THE COMPANY. © HILTON DISPLAYS 2017

18" CHANNEL LETTERS - RACEWAY

SBC-S11425-RW27-SB-W

Qty 1



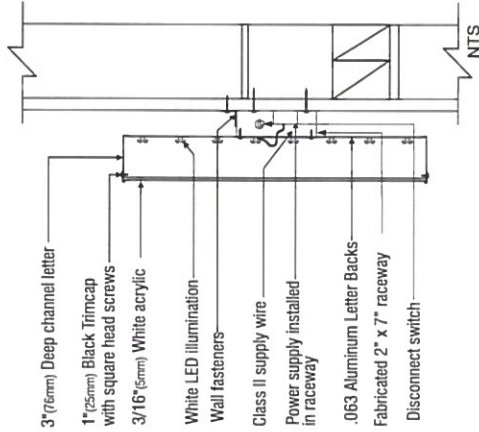
1 Front View

Scale: 3/8" = 1' (11x17 Paper)

SPECIFICATIONS

- A** Internally illuminated channel letters to be fabricated from .040/3003 aluminum with pre-painted White interiors and painted satin finish Black polyurethane exteriors. Letter backs to be aluminum pop-riveted to sidewalls and sealed.
- B** Faces to be 3/16" (5mm) White acrylic with 1" (25mm) Black trimcap retainer edging.
- C** Internally illuminate letters with Lumificient LED's with LED drivers located within raceway
- D** Raceway painted to match building.

COLOR LEGEND		WALL
PMS PAINT		
PMS 3425 C	3M 3530-76	
RAL 7021M	3M 3530-22	
PMS WHITE	3M 3530-20 / 7725-10	
PMS 349 C	NA	
REFL. WHITE	3M 680-10	



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46" ILLUMINATED DIRECTIONAL TYEO

SBC-S14091

Qty 1



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Sign Specifications:

- Cabinet:
 - Fabricated .090" (2mm) aluminum housing painted black to match RAL 7021M.
 - Areas using black paint to match RAL 7021M shall have a max 20% gloss level, match sample.
 - Directional copy backed up with .125" (3mm) white solar grade polycarbonate matching R&H #7328.
 - Interior aluminum surfaces of sign cabinet to be painted white with Lacey Starline.
 - Welded aluminum construction. All fasteners used in the assembly of internal components shall be coated to prevent corrosion.
 - Internal structure of cabinet shall be per approved shop drawings.
 - Graphic elements are internally illuminated using GE Tetra MiniMax LED system or Starbucks approved equal. LEDs to be mounted on an internal baffle with self-contained power supply. All electrical components are removable for service.

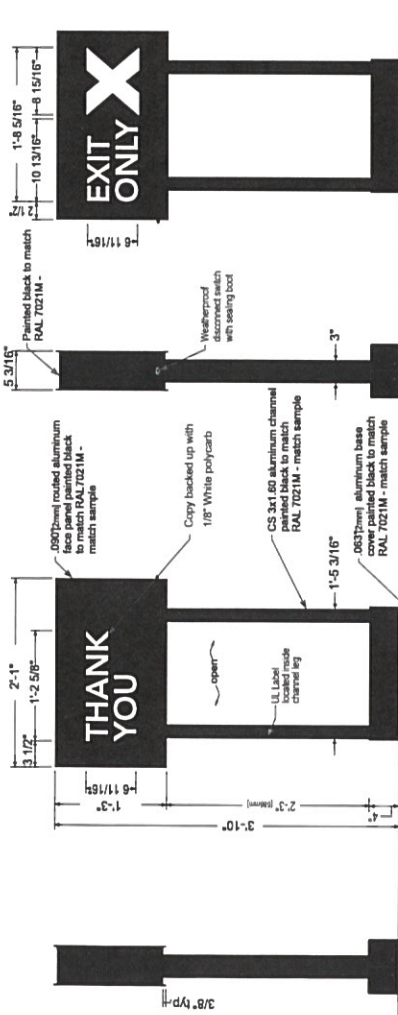
Support:

- Supporting structure will be all welded aluminum tube and channel construction painted black to match RAL 7021M as per approved shop drawings and shall be integral to the sign cabinet.
- Areas using black paint to match RAL 7021M shall have a max 20% gloss level, match sample.
- Base will be constructed so that it can be retro-fittable to existing sign foundations. All foundations, existing and new must be analyzed for suitability and must meet all local city or state codes regulations.

Regulatory:

- Sign must meet all regulations in the National Electric Code as well as any local or state electrical codes.
- As per NEC 600.6, sign is equipped with a service disconnect switch.
- Sign must be listed as an Electric Sign per Underwriters Laboratories UL48 and/or CSA and bear the appropriate UL, CUL or CSA relevant certification marks.
- Primary power by electrical contractor per NEC.

Size	Sq. Ft.†	Volts	Amps
46" (1168mm)	2.60	120	0.85

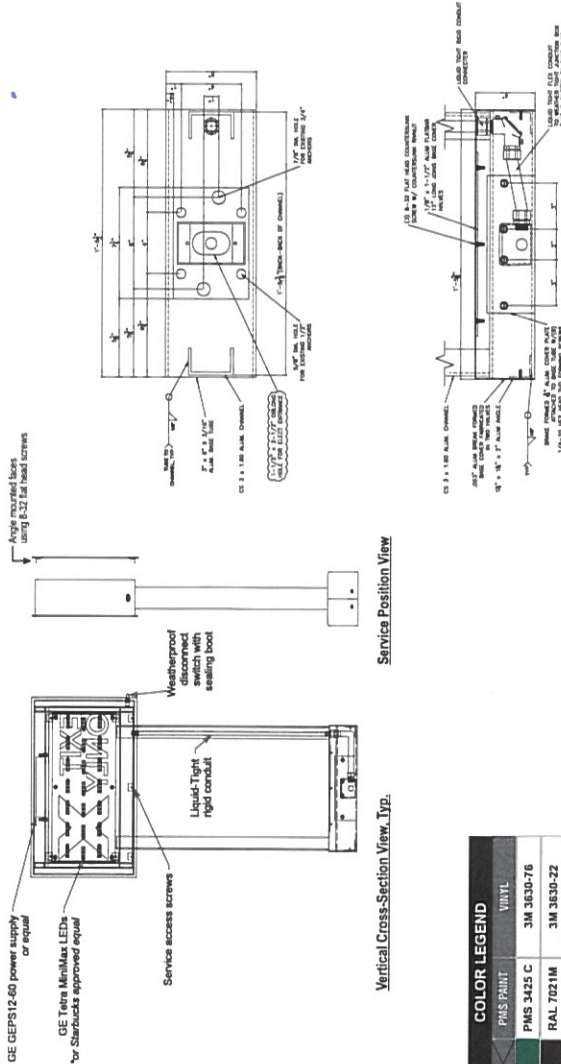


Scale: 3/4" = 1' (11x17 Paper)

Front Elevation View

Store Side View

Rear Elevation View



Vertical Cross-Section View, Typ.

COLOR LEGEND	PMS PRINT	VINYL
PMS 3425 C	3M 3530-76	
RAL 7021M	3M 3530-22	
PMS WHITE	3M 3530-20/ 7725-10 TRANSLUCENT	
PMS 369 C	NA	
REFL. WHITE	3M 680-10	

Qty.

6" [152mm] halo-11 logo is first surface vinyl film -



Street Side View



COLOR LEGEND	
PMS PAINT	VINYL
PMS 3425 C	3M 3630-76
RAL 7021M	3M 3630-22
PMS WHITE	3M 3630-20/ 7725-10 TRANSLUCENT GRADE
PMS 369 C	NA
REFL. WHITE	3M 680-10

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Cabinet:

- **Fabric**

- Internal structure of cabinet shall be per approved shop drawings.

- **Supp**

- be analyzed for suitability and must meet all local city or state

Size	Sq. Ft. ¹	Volts	Amps
45" (1168mm)	3.23	120	0.65

HILTONDISPLAYS
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QID 17-37004JOB NAMEStarbucks# 2716777 Butterfield RdLombard ILCUSTOMER CONTACTSALESMAN / PMMalisa CrowDESIGNER

CHIEF WIRE

4-20-17REV. DATE / REVISION

333

SCALEAs Noted

FILE
47/84-6-10-67

3 Lombard IL 2716.cdr

DESIGN SPECIFICATIONS ACCEPTED BY:

CLIENT:

MR. LEVENDOR.	
---------------	--

THE CONTENT OF THIS DRAWING IS TO SHOW A CONCEPTUAL REPRESENTATION OF THE PROPOSED SIGNAGE. DUE TO VARIATIONS IN PRINTING DEVICES AND SUBSTRATES, THE APPEARED PRODUCT MAY DIFFER SLIGHTLY FROM DRAWING.



TENANT PANELS

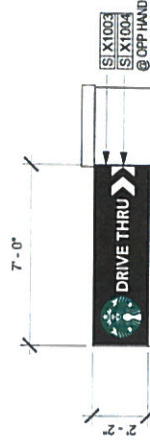
PART #

Qty 1 EA.



LL IS THE RESPONSIBILITY OF THE LANDLORD. HD RESPONSIBLE FOR TENANT PANEL ONLY.

SURVEY REQUIRED



COLOR LEGEND	
PMS PAINT	VINYL
PMS 3425 C	3M 3630-76
RAL 7021M	3M 3630-22
PMS WHITE	3M 3630-20 / 7725-10
PMS 389 C	NA
REFL. WHITE	3M 680-10

NOTE: COORDINATE STARBUCKS MONUMENT SIGNAGE PANELS WITH MONUMENT SIGN BY LL; VERIFY DIMENSIONS.

MONUMENT SIGN

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QID 17-37004

JOB NAME

Starbucks# 2716

LOCATION

777 Butterfield Rd.
Lombard IL

CUSTOMER CONTACT

SALESMAN / PM

Malisa Crow

DESIGNER

Chad Wike

DWG. DATE

4-20-17

REV DATE / REVISION

7-27-17 / CW

SCALE

As Noted

FILE

2017/Starbucks/
Lombard IL/17-37004/
SB Lombard IL 2716.cdr

DESIGN SPECIFICATIONS ACCEPTED BY:

EST: CLIENT:

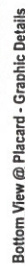
SUSP: LANDLORD:

THE INTENT OF THIS DRAWING IS TO SHOW A CONCEPTUAL REPRESENTATION OF THE PROPOSED SIGNAGE. DUE TO THE NATURE OF THE PROJECT, THE LANDLORD'S APPROVAL OF THE FINISHED PROJECT MAY DIFFER SLIGHTLY FROM THIS DRAWING.



Qty: 1

Mill seam on **ALL** steel
to be on the departure



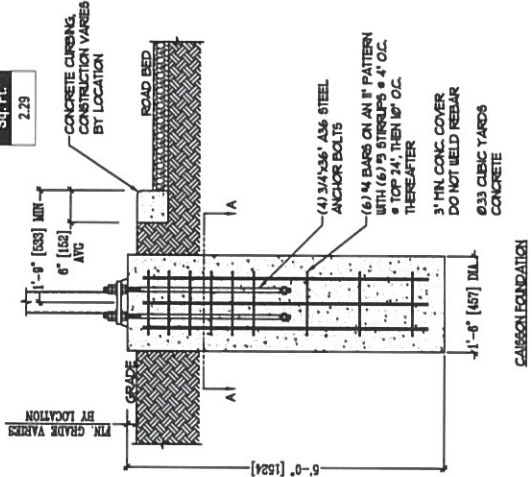
COLOR LEGEND		VINYL
	PMS PAINT	
	PMS 3425 C	3M 3630-76
	RAL 7021M	3M 3630-22
	PMS WHITE	3M 3630-20/ 7725-10 TRANSPARENT
	PMS 369 C	NA
	REFL. WHITE	3M 690-10

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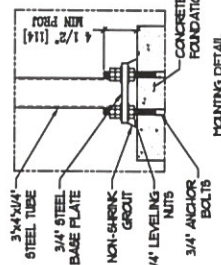
Scraper Bar:

- 2" x 5" (1mm x 17mm) steel tube painted to match PMS 359 green.
- Flush steel end caps painted to match PMS 359 green.
- Copy and chevrons to be 1st surface computer cut 3M #680-10 white Scotchlite reflective vinyl film.
- Bottom striping to be 1st surface computer cut 3M #680-10 white Scotchlite reflective vinyl film. Striping extends 3/8" (10mm) onto front face.
- Suspend from support with SS cable & hardware. Cable provided requires field adjustment for proper clearance height.

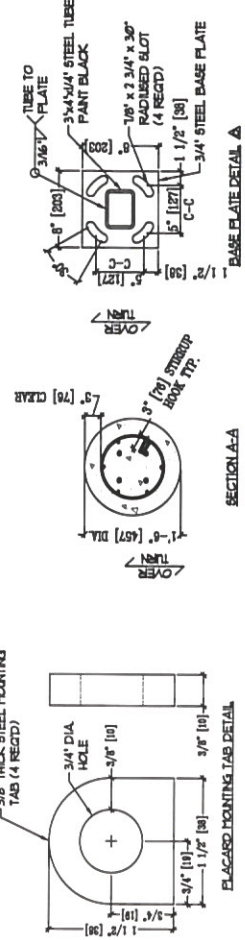
- Supporting structure will be all welded steel tube construction painted black to match RAL 7021M as per approved shop drawings.
- Base tube will be constructed so that it can be retro-fitted to existing sign foundations. All foundations, existing and new must be analyzed for suitability and must meet all local city or state codes/regulations.



CAISSON FOUNDATION



End Section View



SECTION A-A

FLACARO MOUNTING TAB DETAIL

Underwriters Laboratories Inc.

 **UL**
Underwriters Laboratories Inc.

DRY
DAMP
WET 

THE INTENT OF THIS DRAWING IS TO SHOW A CONCEPTUAL REPRESENTATION OF THE PROPOSED SIGNAGE. DUE TO VARIATIONS IN PRINTING DEVICES AND SUBSTRATES, THE FINISHED PRODUCT MAY DIFFER SLIGHTLY FROM DRAWING.

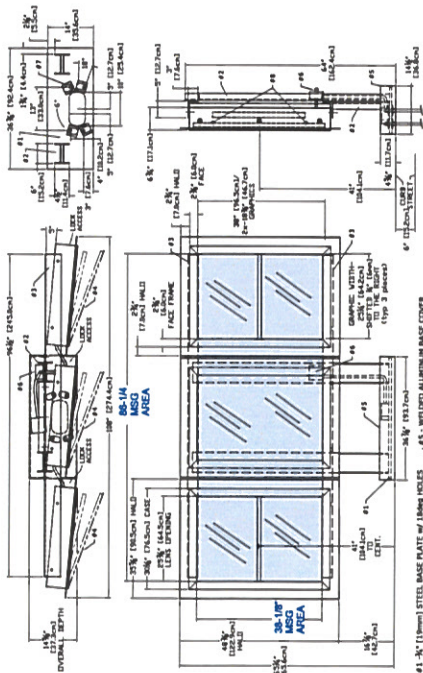
DRIVE-THRU ELEMENTS

Qty. 1 each

1

DT 5 PANEL FREESTANDING

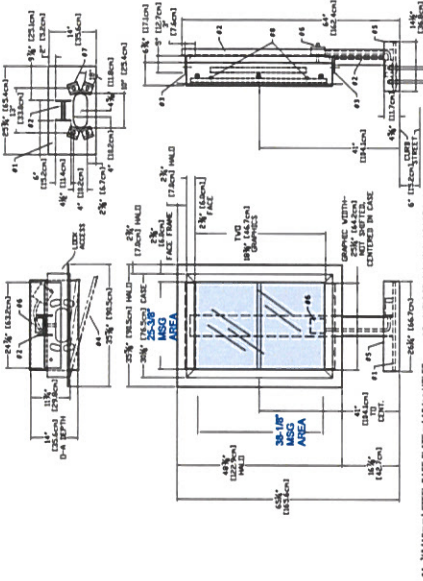
MESSAGE AREA = (84.31" x 31.128) / 144 = 23.8 SQ FT



H

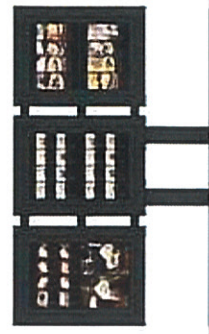
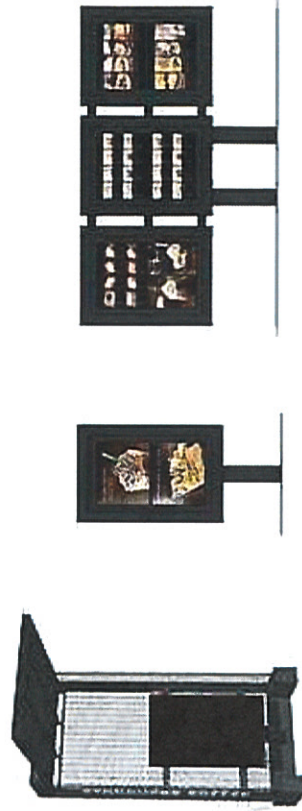
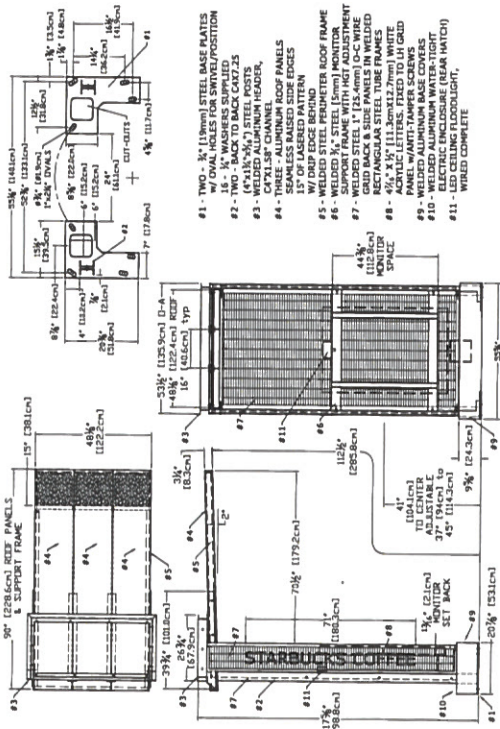
DT PRE ORDER FREESTANDING

MESSAGE AREA = (131.75" x 31.128) / 144 = 67.80 SQ FT



DT ORDER POINT CANOPY FREESTANDING

J K



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JOB NAME

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SCALE

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**2017/Starbucks/
Lombard IL/17-37004/
SB Lombard IL 2716.cdr**

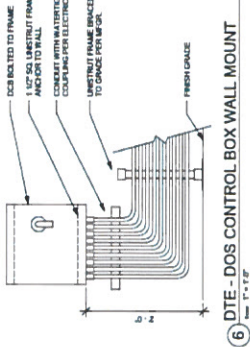
DESIGN SPECIFICATIONS ACCEPTED BY:

EST. CLIENT:

SLS/PAL LANDLORD:

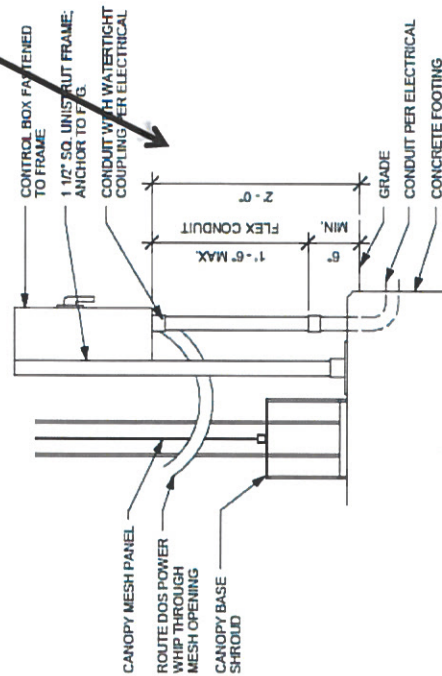
THE INTENT OF THIS DRAWING IS TO SHOW A CONCEPTUAL REPRESENTATION OF THE PROPOSED SIGNAGE. THE TO BE CONSTRUCTED SIGNAGE WILL BE BASED ON THE FINISHED PRODUCT MAY DIFFER SLIGHTLY FROM DRAWING.

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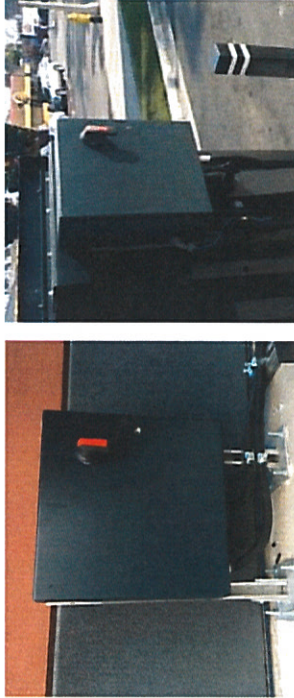
6 DTE - DOS CONTROL BOX WALL MOUNT

The mounting height of the DCB is critical; it must be mounted no less than 1' 6"

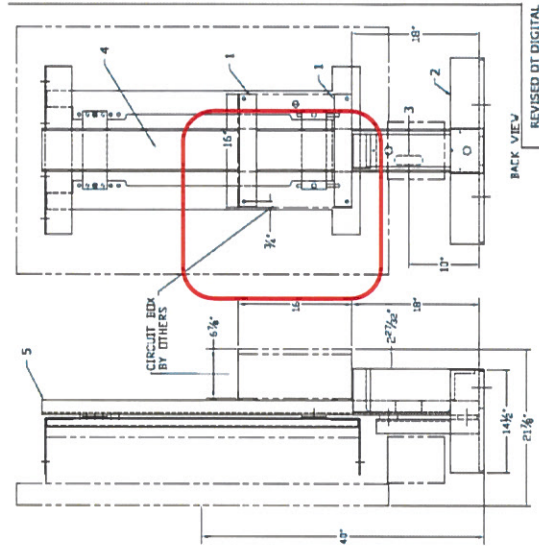


7 DTE - DOS CONTROL BOX AT CANOPY

case: $1^\circ = 1' \cdot 0^\circ$



DID 14030 which is the "pedestal" hardware to mount the DOS has been re-engineered with cross bars to mount the DCB



BACK VIEW