

**VILLAGE OF DOWNERS GROVE**  
**REPORT FOR THE VILLAGE COUNCIL MEETING**  
**AUGUST 7, 2007 AGENDA**

<b>SUBJECT:</b>	<b>TYPE:</b>	<b>SUBMITTED BY:</b>
Planned Development Amendment with Zoning Variation	Resolutions ✓ Ordinance Motion Discussion Only	Tom Dabareiner, AICP Community Development Director

**SYNOPSIS**

An ordinance has been prepared for an amendment to Planned Development 31 – Esplanade to adopt a master sign plan with a Zoning Variation for Wall Signage.

**STRATEGIC PLAN ALIGNMENT**

The Village's Strategic Plan identifies *Vibrant Major Commercial Corridors*. A supporting objective is *Attracting Non-Residents to Downers Grove*.

**FISCAL IMPACT**

N/A.

**UPDATE & RECOMMENDATION**

The Village Council considered this item at the July 24, 2007 Workshop meeting. Several questions were raised at the meeting. The answers are provided below:

*1. Distinction between Planned Developments and the Zoning Ordinance:* Planned developments work as mini-zoning ordinances. Planned developments are typically very large projects that do not fit into the typical regulations of the zoning ordinance. The projects usually need some level of zoning relief because of their unique size and nature. For example, the Esplanade development contains a mix of uses and building sizes that are not found in other areas that are zoned ORM.

Amending planned developments and/or approving variations for them does not create a precedent for other developments because these developments are unique by definition. Further, amendments to planned developments do not amend the zoning ordinance as separate ordinances are passed for the individual projects and their amendments.

By requesting a planned development amendment, the petitioner is taking advantage of the assumption that the Esplanade development has a unique nature. The amendment is reviewed using the planned development standards in the zoning ordinance, which allow the Village to consider the unique nature of the development when reviewing variations. The planned development amendment would not apply to other properties in the Village.

Zoning ordinance amendments are broad changes to the text of Chapter 28 of the Municipal Code. If a zoning ordinance text amendment was requested, the language of the Village's ordinance would be modified and apply to all properties in the Village.

2. *Esplanade Sign Sizes per PD Amendment:* The amendment will impact the wall signage for all of the buildings in the development. However, there are only two buildings that are over 150 feet tall: 3500 Lacey Road and 2001 Butterfield Road. Buildings under 150 feet tall can have signs no larger than 300 square feet (currently permitted by the zoning ordinance). As its maximum wall length is just 180 feet, 2001 Butterfield Road would be permitted to have a sign that is 360 square feet. This building is setback 610 feet from I-355 and 485 feet from Butterfield Road.

3. *List of Other Office Park Wall Signs:*

- Highland Landmark:

Microsoft = 53 square feet, above the 9<sup>th</sup> floor, 116 feet from I-88

RR Donnelley = 177 square feet, above the 9<sup>th</sup> floor, 530 feet from I-88

Washington Mutual = 125 square feet, above the 9<sup>th</sup> floor, 191 feet from I-88

Newspaper Services of America = 180 square feet, above the 8<sup>th</sup> floor, 79 feet from I-88

- 31<sup>st</sup> & Highland:

Fort Dearborn Life = 74 square feet, above the 6<sup>th</sup> floor, 30 feet from I-88

Blue Cross/Blue Shield = 166 square feet, above the 6<sup>th</sup> floor, 30 feet from I-88

DuPage Medical Group = 80 square feet, above the 5<sup>th</sup> floor, 79 feet from I-88

- Corridors:

MidAmerica Bank = 200 square feet, above the 7<sup>th</sup> floor, 60 feet from I-88

Aramark = 273 square feet, above the 2<sup>nd</sup> floor, 150 feet from I-88

4. *Other Communities:* Staff reviewed several of the surrounding communities' sign ordinances and found that most communities allow maximum sign sizes of 200-300 square feet. Lisle does not limit the overall size of wall signs abutting I-88 provided the square footage of the sign is equal to or less than 2 times the building frontage—a 400 foot wide building would allow installation of an 800 square foot sign.

Staff also reviewed the Westin hotel in Lombard. There are at least three large wall signs at the top of this building. Each of these signs is 390 square feet and is mounted 212 feet above the ground. The sign size and square footage for this development is determined by the setbacks from the major roads in the area (Butterfield Road, Highland Avenue, I-88 and 22<sup>nd</sup> Street) and a planned development amendment is required, similar to the Sara Lee situation. There are currently 2,620 square feet of signage allowed on the Westin.

Staff recommends approval on the August 7, 2007 active agenda.

## **BACKGROUND**

The petitioner is proposing an amendment to Planned Development 31 for a master sign plan to address signage for taller buildings throughout the development and to install a 765 square foot wall sign on the east side of the existing 13 story office and research building located at 3500 Lacey Road. As the proposed wall sign is larger than permitted, the petitioner is also requesting a variation from the Zoning Ordinance.

Per Article XV Signs of the Zoning Ordinance, buildings setback greater than 300 feet from the roadway are allowed a total allowable sign surface area of 2 square feet per 1 linear foot of tenant frontage per tenant not to exceed a maximum 300 square feet of total sign surface area. Additionally, buildings four or

more stories in height are allowed one wall sign per side, not to exceed three sides and such signs shall not exceed 100 square feet per sign. Such wall signs do not count toward maximum allowable sign surface area.

#### Site Conditions

The 19 acre property located at 3500 Lacey Road is part of Planned Development 31 – Esplanade. The property is surrounded by vacant land on north, west and south sides. The east side of the property is abutting Lacey Road located within the I-355 Tollway right of way. The property is improved with a 13 story, 208 foot tall office and research building with a 385 foot wide building wall and a six level parking garage. The building is located approximately 500 feet from Lacey Road. The property contains a 34.5 square foot monument sign near Lacey Road. Therefore, per current Sign Ordinance, the existing building located at 3500 Lacey Road is permitted to install one 265.5 square foot wall sign along Lacey Road frontage and one additional 100 square foot wall sign on up to three sides of the building.

The petitioner has proposed a 765 square foot Sara Lee logo sign. The purpose of the proposed wall sign is to promote the presence of the company within the region aimed at vehicular traffic on I-355 and I-88 Tollways. The petitioner’s proposal is summarized in the table below:

<b>3500 Lacey Road Signage</b>	Existing	Total Signage Allowed by Code	Proposed Total Signage On Site	Variation
Wall Sign	N/A	300 sq. ft. total (plus one wall sign/side 100 sq. ft. max; three side max.)	765 sq. ft.	499.5 sq. ft. (166.5%)
Other Signage	34.5 sq. ft. (monument sign)		34.5 sq. ft. (existing)	

#### Petitioner’s Proposed Master Sign Plan

To install the proposed 765 square foot wall sign and to address the unique nature of Planned Development 31 – Esplanade, the petitioner is proposing a master sign plan. The master sign plan would include the following addition:

*All high rise buildings 90 feet or taller shall comply with the following:*

- 1. No more than one sign is allowed on any side of a building.*
- 2. Signs may not be roof mounted.*
- 3. No projecting signs, positioned perpendicular to any face of a high rise building are allowed.*
- 4. High rise building rising 90 feet to 149 feet above grade have a maximum square foot area of 2 x building wall width at mounted sign height.*
- 5. High rise building rising 150 feet to 199 feet above grade have a maximum square foot area of 3 x building wall width at mounted sign height.*
- 6. High rise building rising 200 feet to 299 feet above grade have a maximum square foot area of 4 x building wall width at mounted sign height.*

All other provisions of the Sign Ordinance would remain unchanged. The proposed master sign plan would only affect buildings in Planned Development 31 – Esplanade.

#### Staff’s Proposed Master Sign Plan

Staff believes Planned Development 31 – Esplanade is a very unique development in the Village. The office and research park is over 100 acres and contains tall office buildings with large setbacks. The development is also segregated from residential properties by open space on the west and south sides and by the I-355 Tollway on the east side. Staff believes it is important to put a master sign plan in place to ensure adequate signage is provided that meets the Village's expectations and the unique nature of the development

However, while the petitioner's intent is to install only one 765 square foot wall sign, based on the petitioner's proposed master sign plan the 208 foot tall building with a 385 foot building wall located at 3500 Lacey Road would actually be allowed a total of 1,540 square feet of gross sign surface area.

Staff believes that the Planned Development 31 – Esplanade master sign plan should not permit signs larger than what is currently being proposed at 3500 Lacey Road. The maximum size of a wall sign permitted for properties located within Planned Development 31 – Esplanade should not exceed 800 square feet in line with the proposal for the property located at 3500 Lacey Road.

Based on the petitioner's proposal, the existing Sign Ordinance and site conditions, staff recommends the following amendment to Planned Development 31 – Esplanade for a master sign plan:

1. *Wall Signs:*

- a) *Each business or property owner is allowed to display one wall sign per tenant frontage along a public roadway or drivable right-of-way.*
- b) *If the structural support of a wall sign is visible, it shall match the color of the exterior of the building.*
- c) *Signs may not be roof mounted.*
- d) *No projecting signs positioned perpendicular to any face of a high rise building are allowed.*
- e) *High rise buildings less than 150 feet tall shall have a maximum wall sign surface area of 300 square feet.*
- f) *High rise buildings rising between 150 feet and 200 feet tall shall have a maximum wall sign surface area of 1.5 x building wall width at mounted sign height or 800 square feet, whichever is less.*
- g) *High rise buildings rising over 200 feet tall shall have a maximum wall sign surface area of 2 x building wall width at mounted sign height or 800 square feet, whichever is less.*
- h) *Buildings four (4) or more stories in height shall be allowed one additional (1) wall sign per side, not to exceed three (3) sides, and such signs shall not exceed one hundred (100) square feet per sign.*
- i) *In no case shall one (1) building side contain more than two (2) wall signs.*
- j) *Wall signage shall not be counted toward maximum allowable sign surface area on the property.*

2. *All ground signs shall comply with current Sign Ordinance.*

The Plan Commission considered the project at the June 6, 2007, meeting. The Plan Commission recommended unanimous approval of the master sign plan as proposed by staff subject to conditions noted in the staff report. The petitioner has not indicated any objection to staff's recommendation. Staff concurs with the Plan Commission recommendation.

**VILLAGE OF DOWNERS GROVE**  
**COUNCIL ACTION SUMMARY**

**INITIATED:** Applicant **DATE:** August 7, 2007  
(Name)

**RECOMMENDATION FROM:** Plan Commission **FILE REF:** PC-22-07  
(Board or Department)

**NATURE OF ACTION:**

- ☒ Ordinance  
☐ Resolution  
☐ Motion  
☐ Other

**STEPS NEEDED TO IMPLEMENT ACTION:**

Motion to Adopt "AN ORDINANCE APPROVING A PLANNED DEVELOPMENT AMENDMENT TO PLANNED DEVELOPMENT #31, FOR A MASTER SIGN PLAN WITH A VARIATION" as presented.

**SUMMARY OF ITEM:**

At their meeting of June 4, 2007 the Plan Commission recommended approving planned development amendments to Planned Development #31.

**RECORD OF ACTION TAKEN:**

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**ORDINANCE NO. \_\_\_\_\_**

**AN ORDINANCE APPROVING A PLANNED  
DEVELOPMENT AMENDMENT TO PLANNED DEVELOPMENT #31,  
FOR A MASTER SIGN PLAN WITH A VARIATION**

WHEREAS, the Village Council has previously adopted Ordinance No. 3302 on April 30, 1990, designating the property described therein as Planned Development #31; and,

WHEREAS, the Owners have filed with the Director of Community Development, a written petition conforming to the requirements of the Comprehensive Zoning Ordinance and requesting an amendment to Planned Development #31 to approve a master sign plan for the existing office/research planned development; and,

WHEREAS, such request was referred to the Plan Commission of the Village of Downers Grove, and the Plan Commission has given the required public notice, conducted a public hearing for the petition on June 4, 2007, and has made its findings and recommendations, all in accordance with the statutes of the State of Illinois and the ordinances of the Village of Downers Grove; and,

WHEREAS, the Plan Commission had recommended approval of the requested petition, subject to certain conditions; and,

WHEREAS, the Village Council has considered the record before the Plan Commission, as well as the recommendations of Plan Commission.

NOW, THEREFORE, BE IT ORDAINED by the Council of the Village of Downers Grove, DuPage County, Illinois, as follows:

SECTION 1. That the provisions of the preamble are incorporated into and made a part of this ordinance as if fully set forth herein.

SECTION 2. That a Planned Development Amendment is hereby authorized to approve a master sign plan for the existing office/research planned development.

SECTION 3. That approval set forth in Section 2 of this ordinance is subject to the findings and recommendations of the Downers Grove Plan Commission regarding File PC-22-07 as set forth in the minutes of their June 4, 2007 meeting, a copy of which is attached hereto and incorporated herein by reference as Group Exhibit A.

SECTION 4. The approval set forth in Section 2 of this ordinance is subject to the following conditions:

1. The amendment shall substantially conform to the sign plans prepared by Forcade Associates dated January 3, 2007 and the sign criteria prepared by Forcade Associates dated January 7, 2007, with amendments as recommended by the Plan Commission at their meeting of June 4, 2007, except as such plans may be modified to conform to Village Codes and Ordinances and the following conditions:
  - a. All wall signage shall conform to the provisions of Section 5 of this ordinance.

- b. All ground signs and other signage shall comply with the current Sign Ordinance.

SECTION 5. A request for variation from Chapter 28, Section 1502.02, *Wall Signs*, is hereby granted as follows:

1. Wall Signs:

- a. Each business or property owner is allowed to display one wall sign per tenant frontage along a public roadway or drivable right-of-way.
- b. If the structural support of a wall sign is visible, it shall match the color of the exterior of the building.
- c. Signs may not be roof mounted.
- d. No projecting signs positioned perpendicular to any face of a high rise building are allowed.
- e. High rise buildings less than 150 feet tall shall have a maximum wall sign surface area of 300 square feet.
- f. High rise buildings rising between 150 feet and 200 feet tall shall have a maximum wall sign surface area of 1.5x building wall width at mounted sign height, or 800 square feet, whichever is less.
- g. High rise buildings rising over 200 feet tall shall have a maximum wall sign surface area of 2x building wall width at mounted sign height, or 800 square feet, whichever is less.
- h. Buildings four (4) or more stories in height shall be allowed one additional (1) wall sign per side, not to exceed three (3) sides, and such signs shall not exceed one hundred (100) square feet per sign.
- i. In no case shall one (1) building side contain more than two (2) wall signs.
- j. Wall signage shall not be counted toward maximum allowable sign surface area on the property.

SECTION 6. That the office/research planned development is consistent with and complimentary to the overall planned development site plan and with the requirements of the “*ORM-Office-Research-Manufacturing*” zoning district.

SECTION 7. That all ordinances or parts of ordinances in conflict with the provisions of this ordinance are hereby repealed.

SECTION 8. That this ordinance shall be in full force and effect from and after its passage and publication in pamphlet form as provided by law.

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Mayor

Passed:

Published:

Attest: \_\_\_\_\_

Village Clerk