

**VILLAGE OF DOWNERS GROVE
REPORT FOR THE VILLAGE COUNCIL MEETING
OCTOBER 2, 2007 AGENDA**

SUBJECT:	TYPE:	SUBMITTED BY:
Sign Ordinance Amendment – Butterfield-Finley Corridor	✓ Resolution Ordinance Motion Discussion Only	Tom Dabareiner, AICP Community Development Director

SYNOPSIS

An ordinance has been prepared amending Article XV – Signs of the Zoning Ordinance for ground signs in the Butterfield-Finley corridor.

STRATEGIC PLAN ALIGNMENT

The Five Year Plan and Goals for 2006-2011 identified *Vibrant Major Commercial Corridors*. Supporting these goals are the objectives *More Attractive Commercial Development*, *Corridors Having Authentic and Unique Identity* and *Attracting Non-Residents to Downers Grove*.

FISCAL IMPACT

N/A.

UPDATE & RECOMMENDATION

This item was discussed at the September 25, 2007 Workshop. Staff recommends approval of a Council motion to table the ordinance during the October 2, 2007 active agenda.

BACKGROUND

In April 2006, the Village Council reviewed the performance of the sign ordinance amendments. During this review, several housekeeping issues were identified. These issues were brought to the Plan Commission for review in May 2006 and approved by the Council in June 2006. In addition to the technical amendments, the Council directed staff to review the sign ordinance's requirements for the properties adjacent to Butterfield Road and Finley Road. As part of this process, staff developed a Visual Preference Survey (VPS) for the Plan Commission's review. The Commission took the survey in June 2006, and staff used the results of the VPS to develop new regulations for the Butterfield-Finley Corridor.

Staff recommends tabling the modifications at this time. There are two reasons for this recommendation. The first is the insignificance of the increase and the second is the recent trend of compliance in the corridor.

Staff has re-reviewed the results of the VPS and the regulations. Staff believes the difference is relatively small between the proposed regulations and the current Sign Ordinance. Staff believes the change will provide little advantage for businesses along the Corridor.

Further, while staff was reviewing the results of the VPS and developing amendments, the shopping center at 1300-1418 Butterfield Road applied for a sign permit to construct a new monument sign. The sign (now completed and installed) complies with the current sign regulations (15 feet tall, 60 square feet). Staff

explained the proposed modifications to the owner of the center, but the owner proceeded with a sign conforming to the current regulations.

Recently, Main Street Square at the northwest corner of Finley Road and Butterfield Road submitted a permit for new monument signs. The signs are under review and will meet the sign regulations with several small modifications. Staff anticipates the Zed 451 and Sundance sign will be modified shortly to comply with the current regulations. As such, by the end of 2007, there will be at least three prime locations in the corridor that conform to the sign regulations.

In light of these developments, staff is requesting the Village Council table the amendments and allow more time for the existing signs to be amortized under the current regulations. The process for developing the amendments is explained below.

The Plan Commission's "preferred" sign dimensions (based on the sign area and height of all signs receiving a score of "3" or higher) were as follows: 12.4 feet tall and 71.6 square feet in total sign area. The Commission also discussed the difficulty in reading some of the directory boards for the larger shopping centers due to the size and number of the tenant panels. Based on this information, the current sign requirements and the requirements of the surrounding communities, staff is proposing the following modifications to the Sign Ordinance for the Butterfield-Finley corridor:

Table 1 – Proposed Corridor Regulations

	Single User Lots		Shopping Center w/ 500+' frontage		Multi-tenant <500' frontage	
	Current	Proposed	Current	Proposed	Current	Proposed
	Monument	Monument	Monument	Monument	Monument	Monument
Number	1	1	2	2	1	1
Max Height	10 ft	15 ft	15 ft	15 ft	15 ft	15 ft
Max Area	36 sf	60 sf	60 sf	90 sf	60 sf	90 sf

Specifically, staff is proposing to make amendments to Section 28.1502.01 of the Zoning Ordinance. This section refers to free-standing signs only. No changes to the overall sign square footage, wall sign size and/or sign design are proposed at this time. Staff is recommending changes to the size and height of the free-standing signs along the Butterfield-Finley Corridor (properties directly adjacent to Butterfield Road and/or Finley Road, between Brook Drive and Lacey Road) to account for the higher speed limits on the roadways. (See the attached map and draft ordinance for specific language and affected properties.)

Staff believes the corridor is unique because of the traffic controls on the roadways and the size of the properties. The Butterfield-Finley corridor has larger properties and greater building setbacks from the roadway than many of the Village's other major commercial corridors. Also, there are grade separations between the roadway and the commercial properties. The larger setbacks, higher speed limits and the grade differential can make the commercial signage difficult to read. Larger signs tend to be more appropriate in areas similar to the Butterfield-Finley corridor with higher speed limits and large properties. Based on these factors, staff believes the current sign regulations may be too restrictive for the Corridor.

The proposed regulations will continue the Village's original goals of reducing the size and height of the existing signage in the commercial areas. The average sizes and heights of the existing free-standing signs in the corridor are listed in the table below:

Table 2 – Existing Corridor Signs

	All Corridor Signs			Corridor Single-Users			Corridor Shopping Centers	
	Height	Size		Height	Size		Height	Size
Average	16.6 ft	96.8 sf		16.3 ft	80.9 sf		17.3 ft	133.6 sf

The Plan Commission considered the amendment at its March 5, 2007 meeting and recommended unanimous approval of the Sign Ordinance amendment. Staff recommends tabling the proposed amendment.

VILLAGE OF DOWNERS GROVE
COUNCIL ACTION SUMMARY

INITIATED: Village Attorney **DATE:** October 2, 2007
(Name)

RECOMMENDATION FROM: _____ **FILE REF:** _____
(Board or Department)

NATURE OF ACTION:

- ☒ Ordinance
☐ Resolution
☐ Motion
☐ Other

STEPS NEEDED TO IMPLEMENT ACTION:

Motion to Table "AN ORDINANCE AMENDING SIGNAGE PROVISIONS ON BUTTERFIELD-FINLEY ROAD", as presented.

SUMMARY OF ITEM:

The attached ordinance amending sign provisions on Butterfield-Finely Road shall be tabled.

RECORD OF ACTION TAKEN:

Butterfield Signage

ORDINANCE NO. _____

**AN ORDINANCE AMENDING SIGNAGE PROVISIONS
ON BUTTERFIELD-FINLEY ROAD**

BE IT ORDAINED by the Village Council of the Village of Downers Grove in DuPage County, Illinois, as follows: (Additions are indicated by ~~shading~~/underline; deletions by ~~strikeout~~):

Section 1. That Section 28.1502.01 is hereby amended to read as follows:

28.1502.01 Monument Signs and Shingle Signs.

Unless otherwise specifically provided herein, each zoning lot is allowed either one monument sign or one shingle sign.

A. Monument Signs.

(1) Monument Signs may have signage on a maximum of two (2) sides only and shall comply with the following height and area limitations based on the indicated zoning lot widths:

Zoning Lot Widths (ft.)	< 100	100+
Height (ft.)	8	10
Area (SF per side)	24	36

(2) Any monument sign fronting a street shall be setback ten (10) feet. No monument sign shall be located closer than twenty-five (25) feet from the lot line of any adjacent zoning lot.

(3) Monument signs shall be subject to setback and vision safety requirements of Section 28-1102.

(4) Monument signs must contain the numerical street address of the property which shall be no less than eight (8) inches and no more than ten (10) inches in height. Such sign copy shall be excluded from the total sign surface area allowed.

(5) Zoning lots with more than one street frontage shall be allowed two (2) monument signs one on each street frontage of the same size placed no closer together than one hundred (100) feet.

(6) Shopping Centers:

a. Shopping centers with multi-tenants and a minimum of five hundred (500) linear feet of frontage along the public roadway may have two (2) monument signs of the same size placed no closer together than two hundred (200) feet. The maximum height shall be fifteen (15) feet with a maximum area of sixty (60) square feet. Such signs shall contain the names of more than one tenant. The maximum height shall be fifteen (15) feet with a maximum area of sixty (60) square feet. Each tenant's panel sign shall not be counted toward allowable sign surface area.

b. Shopping centers having between one hundred (100) and five hundred (500) linear feet of frontage along the roadway shall be allowed only one (1) monument sign with a maximum height of ten (10) feet and a maximum area of thirty-six (36) square feet. Such signs shall contain the names of more than one tenant. Each tenant's panel sign shall not be counted toward allowable sign surface area.

c. Shopping centers with less than one hundred (100) linear feet of frontage along the roadway shall be allowed one (1) monument sign with a maximum height of eight (8) feet and a maximum area of twenty-four (24) feet. Such signs shall contain the names of more than one tenant. Each tenant's panel sign shall not be counted toward allowable sign surface area.

(7) Tollway Corridor: For properties that are directly adjacent to the I-88 and/or I-355 corridor, the regulations of this Section 28-1500, et seq. shall apply with the following exceptions:

a. In addition to the signage allowed by this Section 28-1502.01, one (1) additional

Butterfield Signage

monument sign shall be allowed for properties with a minimum tollway frontage of one hundred (100) feet or one hundred (100) feet of frontage on an IDOT right-of-way which fronts the tollway.

b. Such monument sign shall be placed adjacent to the tollway.

c. Such monument sign may not exceed two hundred twenty-five (225) square feet in sign surface area and shall not exceed twenty (20) feet in height.

d. Such monument sign shall be placed at least thirty (30) feet away from an existing tollway sign.

e. Such monument sign shall not be counted toward allowable sign surface area.

(8) Butterfield Road-Finley Road Corridor: For properties that are directly adjacent to Butterfield Road (IL Route 56) and/or Finley Road, between Brook Drive and Lacey Road, the regulations of this Section 28-1500, et seq. shall apply with the following exceptions:

a. Monument signs shall be allowed for all properties.

b. Such monument sign shall be placed along Butterfield Road or Finley Road.

c. Such monument sign shall not exceed sixty (60) square feet in sign surface area and shall not exceed fifteen (15) feet in height.

d. Shopping centers with multi-tenants and a minimum of five hundred (500) linear feet of frontage along the public roadway may have two (2) monument signs of the same size placed no closer together than two hundred (200) feet. The maximum height shall be fifteen (15) feet with a maximum area of ninety (90) square feet. Such signs shall contain the names of more than one tenant. Each tenant's panel sign shall not be counted toward allowable sign surface area.

e. Shopping centers having between one hundred (100) and five hundred (500) linear feet of frontage along the roadway shall be allowed only one (1) monument sign with a maximum height of fifteen (15) feet and a maximum area of sixty (60) square feet. Such signs shall contain the names of more than one tenant. Each tenant's panel sign shall not be counted toward allowable sign surface area.

B. Shingle Signs.

(1) Shingle signs shall have a maximum of ten (10) square feet per side with a maximum height of seven feet (7'). The sign can be no closer to any side lot line than eight feet (8') there shall be no front yard setback.

Section 2. That all ordinances or parts of ordinances in conflict with the provisions of this ordinance are hereby repealed.

Section 3. That this ordinance shall be in full force and effect from and after its passage and publication in the manner provided by law.

Mayor

Passed:

Published:

Attest: _____
Village Clerk