

VILLAGE OF DOWNERS GROVE
REPORT FOR THE VILLAGE COUNCIL WORKSHOP
AUGUST 12, 2008 AGENDA

SUBJECT:	TYPE:	SUBMITTED BY:
Amendment to Planned Development #31 with a Variation for a Temporary Sign	Resolution ✓ Ordinance Motion Discussion Only	Tom Dabareiner, AICP Community Development Director

SYNOPSIS

An ordinance has been prepared amending Planned Development #31 (Esplanade) with a variation for a temporary sign for Carlucci's Restaurant (1801 Butterfield Road).

STRATEGIC PLAN ALIGNMENT

The Five Year Plan and Goals for 2007-2012 identified *Vibrant Major Commercial Corridors*. Supporting these goals are the objectives *More Attractive Commercial Developments* and *More Contribution to Local Economy*.

FISCAL IMPACT

N/A.

RECOMMENDATION

Approval on the August 19, 2008 active agenda.

BACKGROUND

The request for an amendment to Planned Development #31 (Esplanade) with a variation for temporary signage has been made by the owner of Carlucci's Restaurant at 1801 Butterfield Road. The property is surrounded by the Home Depot shopping center to the north, office buildings in the Esplanade office park to the south, I-355 to the east and a vacant lot and detention to the west.

The petitioner is requesting approval of a sign plan that would permit ten-foot by ten-foot (100 square feet) banners on the north side of building on the tower element. According to the petitioner, the banners would be used to advertise special events and holiday specials. Banners would be installed up to six times per year. Each banner would be display for four to six weeks. There are no other changes proposed at this time.

The request is presented as an amendment to the Esplanade Planned Development because the proposed banner size and time frame deviate from the Village's temporary sign regulations. The Village's Sign Ordinance permits properties to display temporary banners up to 32 square feet in total size for up to eight weeks in any calendar year. Through the Planned Development process, the Village and petitioner are able to recognize the uniqueness of the property as part of an overall development plan.

The Sign Ordinance requirements and request are outlined in the table below:

	Permitted	Proposed/Existing
Temporary Sign Size	32 sq. ft.	100 sq. ft.
Time Period	8 weeks	4-6 weeks per sign
Permanent Sign Area	300 sq. ft.	142 sq. ft.

The Plan Commission considered the petition at its July 7, 2008 meeting. The Commission noted that the property was unique for the following reasons:

1. Although the restaurant has significant frontage on Butterfield Road, it is located outside of the core retail area. The additional temporary signage would help the applicant advertise its special events.
2. The traffic speed on Butterfield Road (45 miles per hour) is higher than most other commercial areas. As such, larger signs are often needed to provide motorists adequate time to find their destination.
3. The building has a significantly larger setback from the road than most of the other sit-down restaurants located in the Butterfield Road corridor.
4. The property is permitted to have 300 square feet of permanent signage. There are only 142 square feet of signage on the property. As such, the petitioner has an additional 158 square feet of signage available. The petitioner believes additional temporary signage will better service its business. With a temporary banner sign, the property would have only 242 square feet of signage, which is still under the maximum permitted by the Village.
5. The lack of direct access to Butterfield Road warrants more flexibility in the signage for the property.

Based on these factors, the Plan Commission found that the proposed amendment to Planned Development #31 with a variation for temporary signage complies with the standards set forth in Section 28.1607 of the Zoning Ordinance. As such, the Plan Commission recommended that increasing the amount of temporary signage for the property. However, the total signage (including temporary and permanent signs) on the property cannot exceed 300 square feet.

The Commission recommended unanimous approval of the request. Staff concurs with the Plan Commission recommendation.

ATTACHMENTS

Ordinance

Banner Location Elevation

Staff Report with attachments dated July 7, 2008

Minutes of the July 7, 2008 Plan Commission Hearing

ORDINANCE NO. _____

**AN ORDINANCE APPROVING A PLANNED
DEVELOPMENT AMENDMENT TO PLANNED DEVELOPMENT #31,
FOR A VARIATION FOR TEMPORARY SIGNAGE**

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 temporary signage for the property located at 1801 Butterfield Road; 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 July 7, 2008, 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 temporary signage with variation for the property located at 1801 Butterfield Road.

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-22-08 as set forth in the minutes of their July 7, 2008 meeting, a copy of which is attached hereto and incorporated herein by reference as Group Exhibit A.

SECTION 4. A request for variation from Chapter 28, Section 1501.05 (1) and (5), *Temporary Sign Regulations*, is hereby granted as follows:

1. Temporary banner signs for 1801 Butterfield Road shall conform to the following standards:
 - a. Only one (1) temporary banner sign shall be permitted at any given time.
 - b. Temporary banner signs shall be affixed to the building.
 - c. Only six (6) temporary banner signs shall be permitted per calendar year.
 - d. Each temporary banner sign shall not be displayed for more than six (6) weeks.

- e. Temporary banner signs shall be removed no later than twenty-four (24) hours after the conclusion of the advertised event or holiday.
 - f. Temporary banner signs shall be reviewed and approved by the Director of Community Development, or his designee, prior to installation.
2. The total combined area of all signs (temporary and permanent) on the property shall not exceed 300 square feet.
3. All other signs shall comply with the provisions of the Zoning Ordinance.

SECTION 5. 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 6. That all ordinances or parts of ordinances in conflict with the provisions of this ordinance are hereby repealed.

SECTION 7. That this ordinance shall be in full force and effect from and after its passage and publication in pamphlet form as provided by law.

Mayor

Passed:

Published:

Attest: _____
Village Clerk

1801 Butterfield Road



Proposed Banner
Location

PD 31
ORD 3302

I-355

1801 Butterfield Road





**VILLAGE OF DOWNERS GROVE
REPORT FOR THE PLAN COMMISSION
JULY 7, 2008 AGENDA**

SUBJECT:	TYPE:	SUBMITTED BY:
PC 22-08 1801 Butterfield Road (Carlucci's Restaurant)	Planned Development Amendment Esplanade (PD #31) w/ Variation for Temporary Signs	Jeff O'Brien, AICP Senior Planner

REQUEST

The petitioner is requesting approval of a Planned Development Amendment to PD #31 (Esplanade) with a variation for a temporary sign at Carlucci's Restaurant.

NOTICE

The application has been filed in conformance with applicable procedural and public notice requirements.

GENERAL INFORMATION

OWNER: Esplanade Carlucci, LLC
c/o Gary Mori
Hamilton Partners
1901 Butterfield Road
Downers Grove, IL 60515

APPLICANT: Zak Dich
Carlucci's Restaurant
1801 Butterfield Road
Downers Grove, IL 60515

PROPERTY INFORMATION

EXISTING ZONING: ORM, Office Research Manufacturing & PD #31
EXISTING LAND USE: Commercial – Restaurant
PROPERTY SIZE: 2.6 acres
PIN: 06-30-304-002

SURROUNDING ZONING AND LAND USES

	ZONING	FUTURE LAND USE
NORTH:	B-3 General Services & Hwy Business	Commercial
SOUTH:	ORM, Office Research Manufacturing & PD 31	Office Research
EAST:	Veterans Memorial Tollway (I-355)	N/A
WEST:	ORM, Office Research Manufacturing & PD 31	Office Research

ANALYSIS

SUBMITTALS

This report is based on the following documents, which are on file with the Department of Community Development:

1. Application/Petition for Public Hearing
2. Project Summary
3. Owner Consent Letter
4. Proposed Sign Plan

PROJECT DESCRIPTION

The property, commonly known as 1801 Butterfield Road, is located at the southwest corner of Butterfield Road and I-355. The property is zoned ORM, Office Research Manufacturing and is part of Planned Development #31 (Esplanade). The site is approximately 2.6 acres and has 313 feet of frontage on Butterfield Road. The property is currently being used as a restaurant, Carlucci's. The existing restaurant is over 11,000 square feet in size. The petitioner is requesting approval of a sign plan that would permit ten-foot by ten-foot (100 square feet) banners on the north side of building on the tower element. According to the petitioner, the banners would be used to advertise special events and holiday specials. Banners would be installed up to six times per year. Each banner would be display for four to six weeks. There are no other changes proposed at this time.

The request is in front of the Plan Commission as an amendment to the Esplanade Planned Development because the proposed banner size and time frame deviate from the Village's temporary sign regulations. The Village's Sign Ordinance permits properties to display temporary banners up to 32 square feet in total size for up to eight weeks in any calendar year. Through the Planned Development process, the Village and petitioner are able to recognize the uniqueness of the property as part of an overall development plan. The Sign Ordinance requirements are outlined in the table below:

	Permitted	Proposed/Existing
Temporary Sign Size	32 sq. ft.	100 sq. ft.
Time Period	8 weeks	4-6 weeks per sign
Permanent Sign Area	300 sq. ft.	142 sq. ft.

COMPLIANCE WITH FUTURE LAND USE PLAN

The Future Land Use Plan designates the site as Office and Research. There is no change in the existing land use. A request to permit additional temporary signage will not impact the land use characteristics of the property, development or neighborhood. As such, the request is consistent with the intent of the Future Land Use Plan.

COMPLIANCE WITH ZONING ORDINANCE

Other than the proposed temporary signs, no changes are proposed for the site at this time. The site and use will continue to be in compliance with the standards for the ORM zoning district and the terms of the Esplanade Planned Development. The requested banner signs require deviations from the temporary sign regulations in Section 28.1501.05(1) and (5). The maximum size permitted for a temporary banner is 32 square feet; the petitioner is requesting 100 square feet. The maximum time to display a temporary banner in a calendar year is eight weeks, the petitioner is requesting to display up to six signs for four to six weeks at a time.

ENGINEERING/PUBLIC IMPROVEMENTS

The petitioner is not proposing changes to the existing site as part of this petition.

PUBLIC SAFETY REQUIREMENTS

The site provides adequate access for emergency vehicles and services. The petitioner is not proposing changes to the existing site as part of this petition.

NEIGHBORHOOD COMMENT

Staff has not received any written neighborhood comment regarding the proposal at this time.

FINDINGS OF FACT

Staff believes the proposed temporary sign plan is appropriate for this particular property given the following factors:

1. Although the restaurant has significant frontage on Butterfield Road, it is located outside of the core retail area. The additional temporary signage would help the applicant advertise their special events.
2. The traffic speed on Butterfield Road, 45 miles per hour, is higher than most other commercial areas. As such, larger signs are often needed to provide motorists adequate time to find their destination.
3. The building has a significantly larger setback from the road than most of the other sit-down restaurants located in the Butterfield Road corridor.
4. The property is permitted to have 300 square feet of permanent signage. There are only 142 square feet of signage on the property. As such, the petitioner has an additional 158 square feet of signage available. The petitioner believes additional temporary signage will better service his business. With a temporary banner sign, the property would have only 242 square feet of signage, which is still under the maximum permitted by the Village.

Staff believes these factors make this particular restaurant unique and would warrant permitting some additional advertising. Further, staff believes the banners represent a minimal variation needed to accommodate the physical characteristics of the property that make this property unique. Staff believes the standards for a Planned Development amendment, as shown below, have been met. The restaurant is located within the existing office park, and the proposed sign plan will contribute to the general welfare of the area without creating adverse impacts on surrounding businesses and property owners. The proposed sign plan will not be detrimental to the health, safety, morals, or general welfare as it will not impact the character of the existing uses in the Butterfield Road Corridor.

Section 28.1607 Standards for Approval of Planned Developments

The Plan Commission may recommend a planned development designation, plan or amendment based upon the following findings:

- (1) The extent to which the planned development meets the standards of this Article.*
- (2) The extent to which the planned development departs from the zoning and subdivision regulations otherwise applicable to the subject property, including but not limited to, the density, dimension, area, bulk, and use, and the reasons why such departures are deemed to be in the public interest.*
- (3) The method by which the proposed plan makes adequate provision for public services, provides adequate control over vehicular traffic, provides for and protects designated common open space, and furthers the amenities of light and air, recreation and visual enjoyment.*
- (4) Conformity with the planning objectives of the Village.*

The Village Council may authorize a planned development designation, plan or amendment with findings such as, but not limited to, the following:

- (1) That the planned development at the particular location requested is necessary or desirable to provide a service or a facility which is in the interest of public convenience and will contribute to the general welfare of the neighborhood or community.*
- (2) That the planned development will not, under the circumstances of the particular case, be detrimental to the health, safety, morals, or general welfare of persons residing or working in the vicinity or injurious to property values or improvements in the vicinity.*
- (3) That the planned development is specifically listed as a special use in the district in which it is to be located.*
- (4) That the location and size of the planned development, the nature and intensity of the operation involved in or conducted in connection with said planned development, the size of the subject property in relation to the intensity of uses proposed, and the location of the site with respect to streets giving access to it, shall be such that it will be in harmony with the appropriate, orderly development of the district in which it is located.*
- (5) That the planned development will not be injurious to the use and enjoyment of other property in the immediate vicinity of the subject property for the purposes already permitted in such zoning district, nor substantially diminish and impair other property valuations within the neighborhood.*
- (6) That the nature, location, and size of the structures involved with the establishment of the planned development will not impede, substantially hinder, or discourage the development and use of adjacent land and structures in accord with the zoning district in which it is located.*
- (7) That adequate utilities, access roads, drainage, and other necessary facilities have been or will be provided for the planned development.*
- (8) That parking areas shall be of adequate size for that particular planned development, which areas shall be properly located and suitably screened from adjoining residential uses.*
- (9) That the planned development shall in all other respects conform to the applicable regulations of the zoning district in which it is located.*

RECOMMENDATIONS

The proposed amendment to Planned Development #31 with a variation for a temporary sign is compatible with surrounding zoning and land use classifications. Based on the findings listed above, staff recommends the Plan Commission make a positive recommendation to the Village Council regarding this petition subject to the following conditions:

1. Temporary banner signs for 1801 Butterfield Road shall conform to the following standards:
 - a. Only one (1) temporary banner sign shall be permitted at any given time.
 - b. Temporary banner signs may contain up to 100 square feet of surface area.
 - c. Temporary banner signs shall be affixed to the building.
 - d. Only six (6) temporary banner signs shall be permitted per calendar year.
 - e. Each temporary banner sign shall not be displayed for more than six (6) weeks.
 - f. Temporary banner signs shall be removed no later than twenty-four (24) hours after the conclusion of the advertised event or holiday.
 - g. Temporary banner signs shall be reviewed and approved by the Director of Community Development, or his designee, prior to installation.

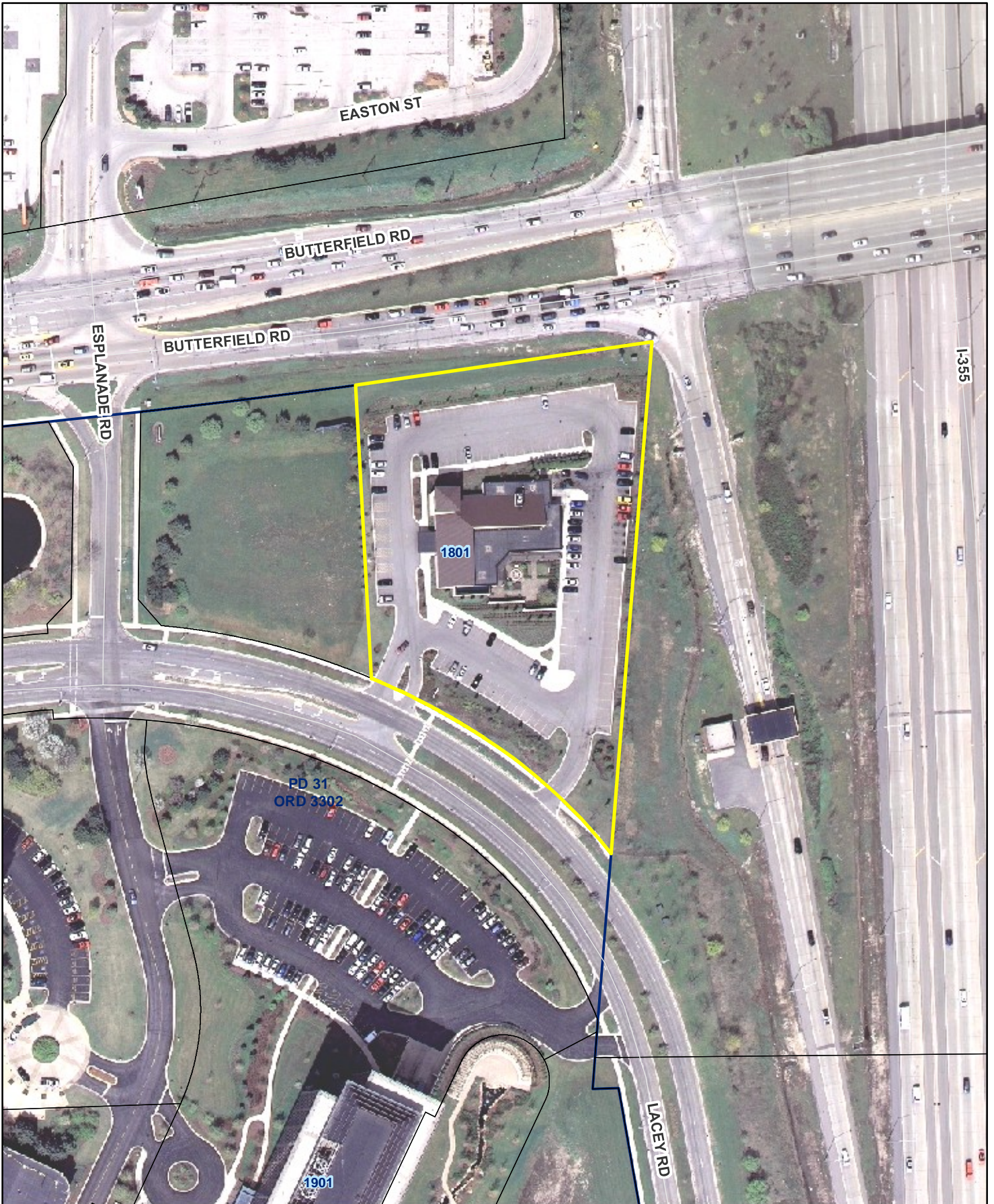
2. All other signs shall comply with the provisions of the Zoning Ordinance.

Staff Report Approved By:

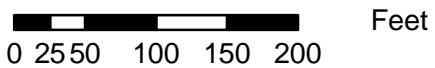
Tom Dabareiner, AICP
Director of Community Development

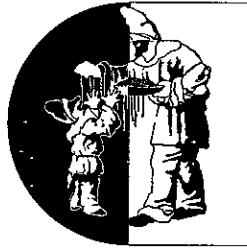
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1801 Butterfield Road Location Map





Tuesday, May 27, 2008

To Whom It May Concern:

This letter is to serve as a request to hang banners (10 x 10 ft), on the north side of our building. The purposes of these banners are to increase our volume, and customer awareness of different promotions.

The banners are a proven advertising tool that works. We have used them in the past to promote holidays, or different promotions, and it was always a success. These banners are done tastefully, and send a message directly to the consumer that might be driving past us to go into Lombard.

Lombard has been affecting our business. They have created a big restaurant attraction, and our revenues have been down since they opened most of the Lombard and Oakbrook Promenade Restaurants. We would like to capture some of that business back. We have spent more on advertising and marketing since those places have opened as well. And yet, we have not been able to resort to the most effective option we have available to us.

We know, from our customers that we offer a better overall product than most of those establishments. We have better food, great service, and we offer a better overall value. Yet, our business is the one suffering, so we need the village's help to get our business back.

I Thank you in advance for your time and your assistance in this matter.

A handwritten signature in black ink, appearing to read "Zak Dich".

Zak Dich
General Manager
Carlucci Restaurant
1801 Butterfield Rd.
Downers Grove Il, 60515
630-512-0990



CARLUCCI

Carlucci Restaurant Banners

We would like to start hanging banners on the north side of the towers. The signs will be hanging below our permanent sign that exists on the north side of the building. This procedure will occur about 6 times a year. The banners will be rotated according to the seasons and holiday that might be approaching. The banners will be hanging for about 4 to 6 weeks at a time. And they will be about 10 feet by 10 feet in size. These banners will be made creatively and tastefully. Please see attached samples. Should you have any questions, please call me.

A handwritten signature in black ink, appearing to read "Zak Dich".

Zak Dich
General Manager
Carlucci Restaurant
1801 Butterfield Rd.
Downers Grove Il, 60515
630-512-0990



It's
Party
Time!



Start
Planning



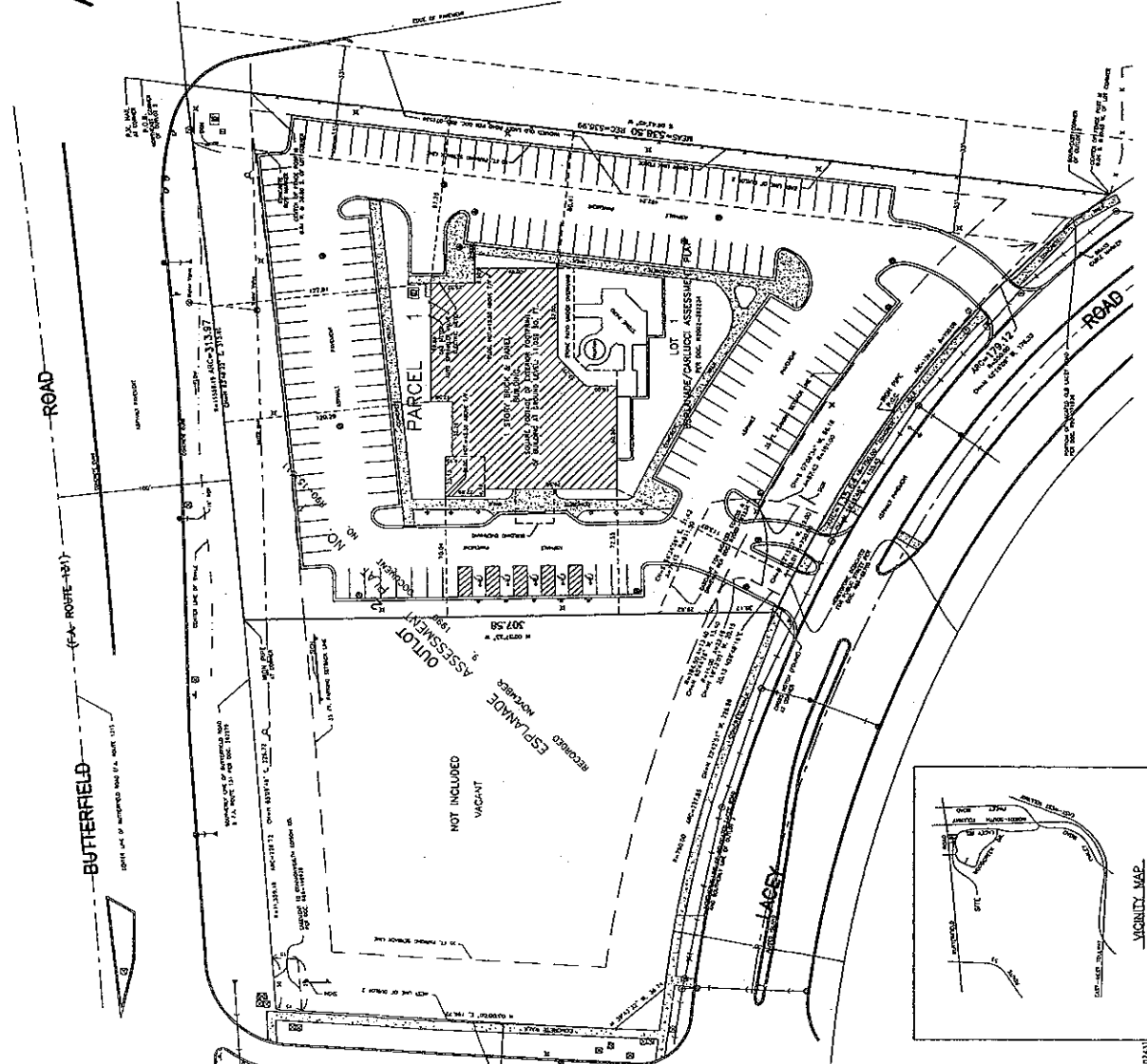
EDWARD J. MOLLOY & ASSOCIATES, LTD.
LAND & CONSTRUCTION SURVEYORS
 1220 MARK STREET, BIRMINGHAM, ALABAMA 35203 (205) 998-2200 Fax (205) 998-1700
 E-MAIL: ejmolloy@aol.com

ALTA/ACSM LAND TITLE SURVEY

THE SURVEY IS A PART OF THE ALTA/ACSM SURVEY OF PART OF THE SHARPE 1/4 SECTION 17 OF TOWNSHIP 11 N, RANGE 14 W, MERIDIAN 86 W, AND IS NOT TO BE USED AS A SUBSTITUTE FOR THE ALTA/ACSM SURVEY OF THE WHOLE SECTION. THE ALTA/ACSM SURVEY IS THE BASIS FOR THE SUBDIVISION OF THE SECTION INTO LOTS, BLOCKS, AND TRACES. THE ALTA/ACSM SURVEY IS THE BASIS FOR THE SUBDIVISION OF THE SECTION INTO LOTS, BLOCKS, AND TRACES. THE ALTA/ACSM SURVEY IS THE BASIS FOR THE SUBDIVISION OF THE SECTION INTO LOTS, BLOCKS, AND TRACES.

THIS SURVEY WAS MADE IN ACCORDANCE WITH THE ALTA/ACSM SURVEYING ACT, AND THE SURVEYOR HAS NOTED THE FOLLOWING: 1. THE PROPERTY IS OWNED BY THE COUNTY OF SPARK. 2. THE PROPERTY IS NOT SUBJECT TO ANY OTHER SURVEY. 3. THE PROPERTY IS NOT SUBJECT TO ANY MORTGAGE OR OTHER ENCUMBRANCE. 4. THE PROPERTY IS NOT SUBJECT TO ANY EASEMENT OR OTHER RIGHT. 5. THE PROPERTY IS NOT SUBJECT TO ANY OTHER SURVEY. 6. THE PROPERTY IS NOT SUBJECT TO ANY MORTGAGE OR OTHER ENCUMBRANCE. 7. THE PROPERTY IS NOT SUBJECT TO ANY EASEMENT OR OTHER RIGHT. 8. THE PROPERTY IS NOT SUBJECT TO ANY OTHER SURVEY. 9. THE PROPERTY IS NOT SUBJECT TO ANY MORTGAGE OR OTHER ENCUMBRANCE. 10. THE PROPERTY IS NOT SUBJECT TO ANY EASEMENT OR OTHER RIGHT.

STATE OF ALABAMA } ss.
 I, JOHN M. WOLLEY, of the County of SPARK, do hereby certify that the foregoing is a true and correct copy of the original survey as recorded in the Public Records of the County of SPARK, Alabama, and that the same has been compared with the original survey as recorded in the Public Records of the County of SPARK, Alabama, and found to be a true and correct copy of the original survey as recorded in the Public Records of the County of SPARK, Alabama.



LEGEND & ABBREVIATIONS:

- Survey Point
- Station Mark
- Right Angle
- △ True Meridian
- ▽ Magnetic Meridian
- Circle
- Circle with dot
- Circle with cross
- Circle with star
- Circle with triangle
- Circle with square
- Circle with diamond
- Circle with hourglass
- Circle with crescent
- Circle with crown
- Circle with flower
- Circle with leaf
- Circle with fruit
- Circle with animal
- Circle with plant
- Circle with mineral
- Circle with metal
- Circle with stone
- Circle with wood
- Circle with paper
- Circle with cloth
- Circle with food
- Circle with drink
- Circle with medicine
- Circle with tool
- Circle with weapon
- Circle with vehicle
- Circle with structure
- Circle with object

ORDER NO.: 2007-0132
 FILE: 30-39-11
 UNPUBLISHED SURVEY UNDER NO. 2007-0132 & 2006-0743

PC-22-08 1801 Butterfield Road A petition seeking an Amendment to Planned Development

No. 31 Esplanade for a variation for a temporary sign on property located on the South side of

Butterfield Road, approximately 220 feet East of Esplanade Road, Downers Grove, commonly

known as 1801 Butterfield Road, Downers Grove, IL (PIN 06-30-304-002); Zach Dich, Petitioner; Gary Mori, Hamilton Partners, Owner

Chairman Jirik swore in those individuals who would be speaking on PC-22-08.

Mr. O'Brien discussed that the petition was for an amendment to the Esplanade Planned Development. The Carlucci's Restaurant is requesting a variation for a temporary sign to advertise their events. A banner is being proposed to be installed on the tower element of the restaurant. The site has 313 feet of frontage on Butterfield Road and is currently over 11,000 square feet in size. The petitioner is requesting sign approval to allow for a ten-foot by ten-foot (100 square feet) banner on the north side of the tower element. The banners would be used to advertise special events and holiday specials and would be installed up to six times per year and displayed for four to six weeks. Currently, the Village's Sign Ordinance permits properties to display temporary banners up to 32 square feet in total size for up to eight weeks in any calendar year. Through the Planned Development process, the Village and petitioner are able to recognize the uniqueness of the property as part of an overall development plan. Per Mr. O'Brien, this restaurant was outside the corridor of restaurants that were in the Village on Butterfield Road. Mr. O'Brien reviewed the Sign Ordinance requirements for this property.

Per staff, the petitioner was not proposing changes to the existing site as part of this petition and staff felt the proposed temporary sign plan was appropriate for this particular property given the fact that although the restaurant had significant frontage on Butterfield Road, it was located outside of the core restaurant/retail area. The additional temporary signage would help the applicant advertise their special events. Currently the owner's total sign area is approximately 150 square feet. Staff believed the signage would provide additional advertising for its restaurant.

Some unique factors that warranted the granting of the petition included: 1) the restaurant was located outside the core retail area of Butterfield Road; 2) traffic speed on Butterfield was 45 mph, and larger signs were needed for drivers to see the signs; 3) the restaurant had a larger setback from Butterfield Road, while other businesses were closer; and 4) the property was permitted to have 300 square feet of permanent signage, but there was only 142 square feet of signage on the property and was less than allowed by Code. Staff believed the standards for a Planned Development amendment were met and recommended approval subject to staff's conditions in its report.

Asked if the banners would be lit, Mr. O'Brien stated there was no discussion from the petitioner on that, but there could be exterior down lighting on the banner. Staff was not opposed this type of illumination for the banner. Mr. O'Brien pointed out two

freestanding signs existed on the site, one on the west and one off Lacey Road. If the sign was removed on Butterfield Road, Mr. O'Brien stated it could be relocated to another location. In addition, the Village would allow some signage along the Tollway, but Mr. O'Brien did not know if it would be beneficial to the petitioner.

Per a question, staff stated that if the request were approved, it would be for perpetuity and would require more Village enforcement. The Community Development Department would have to track the number of signs, weeks, etc. Mr. O'Brien stated he asked the petitioner to propose the maximum number of banners he planned to use throughout the year.

As to the findings of fact, the Chairman asked Mr. O'Brien's opinion on his thoughts to reconsider or revoke the request were there to be an increase in the fixed signage. Mr. O'Brien would allow the 300 square feet and/or relocate the monument sign and make minor adjustments. Mr. O'Brien recommended that if the Plan Commission wanted, it could require that the total sign area, including temporary banners, for the site not exceed 300 square feet. A brief review of the enforcement process followed.

Mr. Joe Carlucci, proprietor of Carlucci's Restaurant, and partner with Hamilton Partners, explained he had used similar banner signs on the building in the past, which proved to be very successful. He believed it was very important to get the approval from this Commission. In addition, there was competition from the Village of Lombard.

Mr. Waechtler asked about previous signs used, wherein Mr. Carlucci stated he used signs previously for Mother's Day, Easter, the patio being open, etc. Promotions used for his business included live music, Penny Wine on Friday nights, mailings, etc. Mr. Waechtler discussed his visits to the site and the challenges of the site; i.e., the trees.

Mr. Carlucci stated he preferred changing his banners versus maximizing his sign square footage as allowed.

Chairman Jirik opened up the meeting to public comment.

Mr. Greg Bedalov, President of the Downers Grove Economic Development Corporation ("DGEDC"), stated he supported Mr. Carlucci. For disclosure purposes, he stated Mr. Gary Mori, part owner of Carlucci's, is also a board member of the DGEDC. He further stated his job was to attract and retain businesses for the Village. He also agreed that the Village of Lombard was competition to the Village. Mr. Bedalov recalled in previous Council and Plan Commission meetings discussion took place that the sign ordinance was a fluid and dynamic ordinance that was intended to help business. Mr. Bedalov believed this was an opportunity for the Commission to demonstrate the fluid nature of the sign ordinance. He asked for the Commission's support.

There being no further comments, Chairman Jirik closed public comment.

Per a question, Mr. Carlucci has promoted his restaurant through the nearby DoubleTree Hotel. His closing comment was to seek approval by this Commission.

Turning to staff's Findings of Fact, Mrs. Hamernik appreciated staff's comments and added that the restaurant had no obvious access. She believed the petition was unique enough to support, and a permit process was in place for enforcement and would not set a precedence for other similar requests. She also questioned if the 10 foot x 10 foot banner was large enough. Mr. Webster suggested that the banners be enlarged to the maximum as long as they met aesthetics, commenting that 300 square feet was allowed. However, he felt the Village Council could determine if more square footage was desired.

Chairman Jirik supported the proposal as long as proposal was under the 300 square foot ordinance requirement, and it was clear unique and findings of needs existed that justified the site-specific location for this particular type of sign.

Dialog followed on clarifying some of staff's conditions. Mr. O'Brien believed by the Plan Commission providing the owner with the 300 square feet, it was even more flexible. Mr. Webster did not see an issue if the petitioner wanted to use the temporary signage for year-round purposes. In fact, he found it cumbersome for the petitioner to have to constantly put up signage and take down signage. He believed other creative ways existed to make the ordinance fit. Mrs. Rabatah thought a review of the sign ordinance might be in order since precedence was a concern.

The Chairman reminded the Commissioners that the petitioner was not asking for more weeks to advertise at this time and suggested making a motion.

WITH RESPECT TO FILE NO. PC-22-08, MR. BEGGS MADE A MOTION THAT THE PLAN COMMISSION MAKE A POSITIVE RECOMMENDATION TO THE VILLAGE COUNCIL REGARDING THIS PETITION SUBJECT TO THE FOLLOWING CONDITIONS, INCLUDING STAFF'S RECOMMENDATION:

- 1. TEMPORARY BANNER SIGNS FOR 1801 BUTTERFIELD ROAD SHALL CONFORM TO THE FOLLOWING STANDARDS:**
 - A. ONLY ONE (1) TEMPORARY BANNER SIGN SHALL BE PERMITTED AT ANY GIVEN TIME.**
 - B. TEMPORARY BANNER SIGNS SHALL BE AFFIXED TO THE BUILDING.**
 - C. ONLY SIX (6) TEMPORARY BANNER SIGNS SHALL BE PERMITTED PER CALENDAR YEAR.**
 - D. EACH TEMPORARY BANNER SIGN SHALL NOT BE DISPLAYED FOR MORE THAN SIX (6) WEEKS.**
 - E. TEMPORARY BANNER SIGNS SHALL BE REMOVED NO LATER THAN TWENTY-FOUR (24) HOURS AFTER THE CONCLUSION OF THE ADVERTISED EVENT OR HOLIDAY.**
 - F. TEMPORARY BANNER SIGNS SHALL BE REVIEWED AND**

APPROVED BY THE DIRECTOR OF COMMUNITY DEVELOPMENT, OR HIS DESIGNEE, PRIOR TO INSTALLATION.

- 2. THE TOTAL COMBINED AREA OF ALL SIGNS (TEMPORARY AND PERMANENT) ON THE PROPERTY SHALL NOT EXCEED 300 SQUARE FEET.**
- 3. ALL OTHER SIGNS SHALL COMPLY WITH THE PROVISIONS OF THE ZONING ORDINANCE.**

**MRS. RABATAH SECONDED THE MOTION.
ROLL CALL:**

**AYE: MR. BEGGS, MRS. RABATAH, MR. COZZO, MRS. HAMERNIK,
MR. MATEJCZYK, MR. QUIRK, MR. WEBSTER, CHAIRMAN JIRIK**

NAY: NONE

ABSTAIN: MR. WAECHTLER

MOTION CARRIED. VOTE: 8-0-1