

VILLAGE OF DOWNERS GROVE
REPORT FOR THE VILLAGE COUNCIL WORKSHOP
JUNE 23, 2009 AGENDA

SUBJECT:	TYPE:	SUBMITTED BY:
Amendment to Planned Development #19 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 #19 (Good Samaritan Hospital) with a variation for a temporary sign.

STRATEGIC PLAN ALIGNMENT

The Five Year Plan and Goals for 2008-2013 identified *Vibrant Major Corridors*. Supporting these goals are the objectives *Attract Non-Residents to Downers Grove*.

FISCAL IMPACT

N/A.

RECOMMENDATION

Approval on the July 7, 2009 active agenda.

BACKGROUND

Good Samaritan Hospital is requesting an amendment to Planned Development #19 with a variation for temporary signage. The hospital is at the northeast corner of Highland Avenue and 39th Street and property is surrounding by a medical office to the west, an elementary school and day care facility to the south, Lyman Woods to the north and single family residences to the east. Good Samaritan Hospital is requesting approval to install a 24-foot wide by 50-foot long banner (1,200 square feet). The banner would be installed on the west wall of Tower 1, facing Highland Avenue.

Good Samaritan Hospital was recently awarded the distinction of being one of the nation's 100 Top Hospitals. They are requesting larger banners to promote the hospital's accomplishments. The banners will be installed periodically. Staff is recommending permitting Good Samaritan to have up to 180 days for these banners per year. The petitioner indicated there would be no lighting for the banner at this time; however, staff is recommending limiting future lighting (if any). If lighting is proposed, it will be required to be turned off by 10:00 pm. No other changes proposed are proposed for the site at this time.

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

	Permitted	Proposed/Existing
Temporary Sign Size	32 sq. ft.	1,200 sq. ft.
Time Period	8 weeks	180 days per year

The request is in front of the Village Council as an amendment to Good Samaritan's 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. Planned Developments are generally applied to large developments with multiple uses and buildings. These developments often would not be permitted by the Zoning Ordinance but for the Planned Development process.

The Plan Commission considered the petition at their June 1, 2009 meeting. Generally, the Commission agreed with staff that the property was unique for the following reasons:

1. Although the hospital has significant frontage on Highland Avenue, the scale of the campus and the buildings lend themselves to larger signs. The additional temporary signage would help the applicant promote their awards.
2. The wall where the sign would be located is set back approximately 236 feet from the west property line (along Highland Avenue). The proposed sign would cover approximately 45% of the wall.
3. The size of the hospital campus is unique. There are only four developments in the Village, including Good Samaritan, that have a similar scale and size.
4. The nearest residential properties are 530 feet to the west of the hospital wall. Those properties are screened by landscaping in the parking lot of the medical offices at 3800 Highland Avenue. Staff is recommending limiting illumination for the banner to mitigate any nuisance lighting for the residential properties.

Based on these factors, the Plan Commission found that the proposed amendment to the Good Samaritan Planned Development 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, subject to the conditions in the attached Ordinance.

The Commission recommended approval of the request with a vote of 6-2. The dissenting votes indicated their concern about the appearance of the large banner in relation to the overall Main Street/Highland Avenue corridor. The dissenting Commissioners also noted concerns about the precedent that may be set by permitting the banner. Staff concurs with the Plan Commission recommendation for approval.

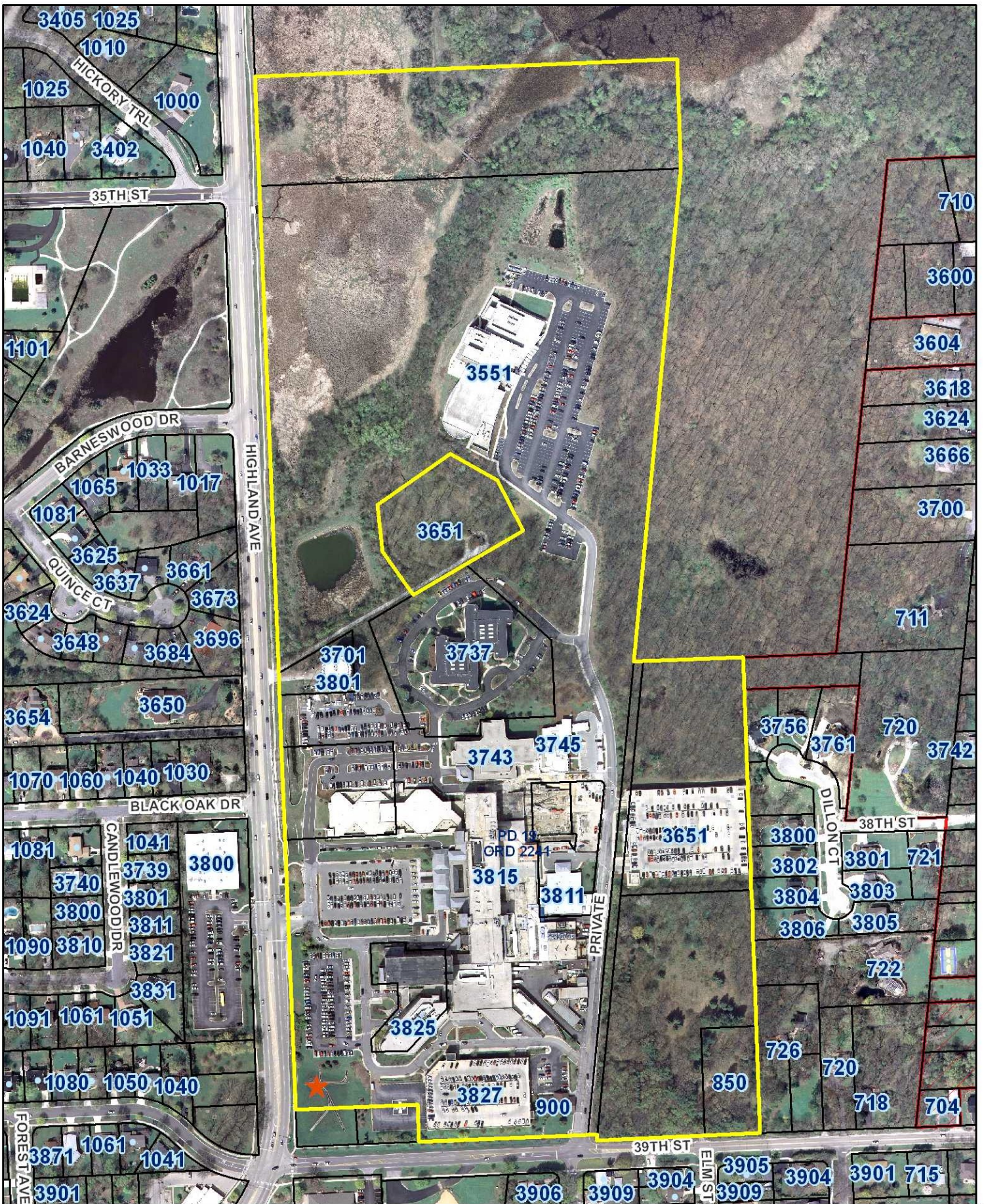
ATTACHMENTS

Aerial Map

Ordinance

Staff Report with attachments dated June 1, 2009

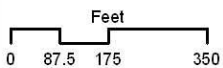
Draft Minutes of the June 1, 2009 Plan Commission Hearing



PC 14-09 3815 Highland Avenue - Planned Development Amendment

**PINs: 06-32-107-002; 06-32-306-003, -008,
 -009, -014, -020, -022, -025, -026,
 -027, -030, and -031**

Department of Community Development



Legend
 Selected Property
 Sign Location ★



ORDINANCE NO. _____

**AN ORDINANCE APPROVING A PLANNED
DEVELOPMENT AMENDMENT TO PLANNED DEVELOPMENT #19,
FOR A TEMPORARY SIGN VARIATION AT GOOD SAMARITAN HOSPITAL**

WHEREAS, the Village Council has previously adopted Ordinance No. 2241 on September 11, 1978, designating the property described therein as Planned Development #19; and,

WHEREAS, the Village Council has, from time to time, approved various amendments to Planned Development #19; 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 #19 to approve a variation for temporary signs at Good Samaritan Hospital located at 3815 Highland Avenue; 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 1, 2009, 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 the property is hereby legally described as follows:

Parcel 1:

Lot A of Evangelical Hospital Association Assessment Plat No. 2 of part of the Southwest Quarter of Section 32, Township 39 North, Range 11 East of the Third Principal Meridian according to the plat thereof recorded November 23, 1977 as Document No. R77-108464 in DuPage County, Illinois, excepting therefrom that part recorded as Lot 1 of Village of Downers Grove Water Utility Assessment Plat according to the Plat thereof recorded March 1, 1989 as Document No. R89-022988, in DuPage County, Illinois; and

Parcel 2:

That part of Section 32, Township 39 North, Range 11, East of the Third Principal Meridian, being a part of Tract One in Lyman Woods an Owners Assessment Plat recorded February 19, 1937 as Document 377346 described as follows: Beginning at the Southwest corner of Tract One of said Lyman Woods, being a point where the West line of Tract One of said Lyman Woods intersects the South line of said Section 32; thence northerly along the westerly line of Tract One of said Lyman Woods, 1349.7 feet to a point of intersection with the southerly line extended westerly of Rose Plat of Survey recorded as Document 653255; thence

easterly, 25.27 feet along said extended line to a point on a line 25 feet east of and parallel with the West line of said Tract One; thence southerly along said parallel line, 1349.7 feet to a point on the South line of said Section 32; thence westerly along said South line, 25.27 feet to the point of beginning, excepting therefrom the South 33 feet, measured at right angles to the South line of said Section 32, according to the Dedication of Right of Way recorded July 17, 1962 as Document No. R62-23515, in DuPage County, Illinois; and

Parcel 3:

The North 630 feet of the South 1330 feet, as measured along the East line, of Tract One of Lyman Woods an Owners Assessment Plat recorded February 19, 1937 as Document 377346, excepting therefrom the West 25 feet as measured at right angles to the West line of said Tract One, in DuPage County, Illinois; and

Parcel 4:

That part of Section 32, Township 39 North, Range 11, East of the Third Principal Meridian described as follows: Beginning at the Southwest corner of the Southeast Quarter of the Northwest Quarter of said Section 32; thence northerly along the West line of the East Half of the Northwest Quarter of said Section 32, 296 feet; thence East along a line parallel with the South line of the Northwest Quarter of said Section 32, 1197.53 feet; thence South along a line parallel with the West line of the East Half of the Northwest Quarter of said Section 32, 296 feet to a point on the South line of the Northwest Quarter of said Section 32; thence West along the South line of the Northwest Quarter of said Section 32, 1197.53 feet to the point of beginning, excepting therefrom the West 50.00 feet, measured at right angles to the West line thereof, in DuPage County, Illinois; and

Parcel 5:

That part of the East Half of the Southwest Quarter of Section 32, Township 39 North, Range 11 East of the Third Principal Meridian described as follows:

Beginning at a point on the West line of the East Half of the Southwest Quarter of said Section 32, a distance of 885.95 feet North (measured on said West line) of the Southwest corner of said East Half; thence East on a line which forms an interior angle OF 89 degrees 07 feet with said West line for a distance of 350 feet; thence North parallel with said West line, 250 feet; thence West parallel with the first described course, 350 feet to said West line; thence South on said West line 250 feet, to the point of beginning, except that part thereof dedicated for public highway by Dedication Deed recorded July 14, 1933 as Document No. 337791, in DuPage County, Illinois; and

Parcel 6:

The South 700 feet, measured on the East line (except the West 25.00 feet thereof measured on the South line) of Tract One of Lyman Woods, an Owners Assessment Plat of part of the South Half of Section 32, Township 39 North, Range 11, East of the Third Principal Meridian, according to the Plat thereof recorded February 19, 1937 as Document No. 377346, excepting therefrom the South 33.00 feet thereof as measured at right angles to the South line, conveyed to the County of DuPage in Instrument recorded July 17, 1962 as Document No. R62-23515, in DuPage County, Illinois.

Commonly known as the Advocate Good Samaritan Hospital Campus, 3815 Highland Avenue, Downers Grove, IL (PIN Nos. 06-32-107-002; 06-32-306-003, -008, -009, -014, -020, -022, -025, -026, -027, -030, and -031).

SECTION 3. That a Planned Development Amendment is hereby authorized to approve a temporary sign variation for Good Samaritan Hospital located at 3815 Highland Avenue.

SECTION 4. That approval set forth in Section 3 of this ordinance is subject to the following conditions:

1. Temporary banner signs for 3815 Highland Avenue 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 1,200 square feet of surface area.

- c. Temporary banner signs shall be affixed to the west wall of Tower 1.
 - d. Temporary banners shall not be illuminated after 10 p.m.
 - e. The total number of days for display of the temporary banner signs shall be limited to 180 per calendar year.
 - f. Good Samaritan Hospital shall notify the Director of Community Development at least ten (10) days prior to installing a banner.
 - g. Temporary banner signs shall be removed no later than twenty-four (24) hours after the conclusion of the display period.
2. All other signs shall comply with the provisions of the Zoning Ordinance.

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

SECTION 6. 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



**VILLAGE OF DOWNERS GROVE
REPORT FOR THE PLAN COMMISSION
JUNE 1, 2009 AGENDA**

SUBJECT:	TYPE:	SUBMITTED BY:
PC 14-09 3815 Highland Avenue (Good Samaritan Hospital)	Planned Development Amendment Good Samaritan Hospital (PD #19) w/ Variation for Temporary Signs	Jeff O'Brien, AICP Planning Manager

REQUEST

The petitioner is requesting approval of a Planned Development Amendment to PD #19 (Good Samaritan Hospital) with a variation for temporary signs.

NOTICE

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

GENERAL INFORMATION

OWNER: Advocate Health & Hospitals Corporation
Attn: James Slinkman
2025 Windsor Drive
Oak Brook, IL 60523

APPLICANT: Advocate Good Samaritan Hospital
Attn: James Slinkman
2025 Windsor Drive
Oak Brook, IL 60523

PROPERTY INFORMATION

EXISTING ZONING: R-4, Single Family Residence & PD #19
EXISTING LAND USE: Institutional - Hospital
PROPERTY SIZE: Approx. 75.5 acres
PINS: 06-32-107-002, 06-32-306-003, -008, -009, -014, -020, -022, -025, -026, -027, -030, & -031

SURROUNDING ZONING AND LAND USES

ZONING

NORTH: R-1 Single Family Residence
SOUTH: R-4 Single Family Residence
EAST: R-1 & R-2 Single Family Residence
WEST: R-1, R-2 & R-3 Single Family Residence

FUTURE LAND USE

Open Space (Lyman Woods)
 Residential (0-6 D.U./acre)
 Residential (0-6 D.U./acre) &
 Open Space (Lyman Woods)
 Residential (0-6 D.U./acre) &
 Open Space

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. Proposed Sign Photo Renderings

PROJECT DESCRIPTION

Good Samaritan Hospital is located at the northwest corner of Highland Avenue and 39th Street. The property is zoned R-4, Single Family Residence District and is Planned Development #19. The campus contains approximately 75.5 acres. The hospital has approximately 940,453 square feet. The petitioner is requesting approval of a sign plan that would periodically permit 50 foot by 24 foot (1,200 square feet) banners on the west side of Tower 1 on the hospital campus. Good Samaritan Hospital was recently awarded the distinction of being one of the nation's 100 Top Hospitals. They are requesting the larger banners to promote the hospital's accomplishments. The banners will be installed periodically. Staff is recommending permitting Good Samaritan to have up to 180 days for these banners per year. There are no other changes proposed at this time.

The request is in front of the Plan Commission as an amendment to the Good Samaritan 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.	1,200 sq. ft.
Time Period	8 weeks	Up to 180 days per year

COMPLIANCE WITH FUTURE LAND USE PLAN

The Future Land Use Plan designates the site as Residential (0-6 dwelling units per acre). The site has been used as a hospital since 1979. 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 R-4 zoning district and the terms of the Good Samaritan 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 1,200 square feet. The maximum time to display a temporary banner in a calendar year is eight weeks, the staff is recommending permitting Good Samaritan to display the banners up to 180 days per year.

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 received two phone calls from citizens after receiving the public notice; however, no objections have been voiced as of the writing of this report. The DuPage County Forest Preserve District provided a letter (attached) and has indicated that they have no comments 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 hospital has significant frontage on Highland Avenue, the scale of the campus and the buildings lend themselves to larger signs. The additional temporary signage would help the applicant promote their awards.
2. The wall where the sign would be located is set back approximately 236 feet from the west property line (along Highland Avenue). The proposed sign would cover approximately 45% of the wall.
3. The size of the hospital campus is unique. There are only four developments in the Village, including Good Samaritan, that have a similar scale and size.
4. The nearest residential properties are 530 feet to the west of the hospital wall. Those properties are screened by landscaping in the parking lot of the medical offices at 3800 Highland Avenue. Staff is recommending limiting illumination for the banner to mitigate any nuisance lighting for the residential properties.

Staff believes these factors make Good Samaritan's campus unique and would warrant permitting some additional signage. Further, staff believes the banners represent a minimal variation needed to accommodate the campus' physical characteristics that make it unique. Staff believes the standards for a Planned Development amendment, as shown below, have been met. The hospital is located at a major intersection, 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 neighboring uses.

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 #19 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 3815 Highland Avenue 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 1,200 square feet of surface area.
 - c. Temporary banner signs shall be affixed to the west wall of Tower 1.
 - d. Temporary banners shall not be illuminated after 10 p.m.
 - e. The total number of days for display of the temporary banner signs shall be limited to 180 per calendar year.
 - f. Good Samaritan Hospital shall notify the Director of Community at least ten (10) days prior to installing a banner.
 - g. Temporary banner signs shall be removed no later than twenty-four (24) hours after the conclusion of the display period.

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

Staff Report Approved By:

Tom Dabareiner, AICP
Director of Community Development

TD:jwo

-att

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Narrative

Purpose: As a leader in the Downers Grove community, Advocate Good Samaritan Hospital is consistently recognized both regionally and in the national arena for its high health outcomes and customer satisfaction. The most recent national recognition is from the Thompson Reuters organization that has been recognizing the 100 Top Hospitals for more than 15 years. Healthcare organizations throughout the country aspire to be one of these elite organizations and in the most recent 2008 list; Advocate Good Samaritan received this distinction.

Further clarification of this award and its significance is that Advocate Good Samaritan Hospital competes in the category of "large community-based hospitals", with only the top 20 hospitals nationally receiving this distinction in this category.

The hospital is looking for a broad and very public way to spread messaging to its neighbors as a means of educating and informing our patients, neighbors and community. We would prefer to do this by periodically placing significant signage highlighting regional, national and international awards we have received on the exterior of our facility.

Advocate Good Samaritan Hospital is excited about providing quality health care to the community and feel that both internal and external communication is vital to achieve community awareness.

Advocate Good Samaritan Hospital is proud to serve Downers Grove as the largest employer, with many of our associates living in or around this community. As a not-for-profit organization proud of its accomplishments, we believe visual external communication is crucial to embracing an engaged and informed community. It fosters a sense of pride, respect and comfort knowing that the care you are receiving at your local hospital is the best in the nation.

Proposal: We are proposing the placement of a 1200-square-foot banner to be installed on the west-facing exterior wall of Tower 1 on the hospital campus. The banner dimensions will be 50' high by 24' wide. – See Photo A



Location – Tower 1

 Advocate
Good Samaritan Hospital

**One
of the
nation's
best
hospitals**


THOMSON REUTERS
TOP HOSPITALS
NATIONAL
2008



Photo A – 50 ' x 24' – 1200 Sq ft banner for west-facing exterior wall of Tower 1 on hospital campus



Forest Preserve District of DuPage County

3 S. 580 Naperville Road • Wheaton, IL 60187-8761 • 630.933.7200 • Fax 630.933.7204 • TTY 800.526.0857

May 18, 2009

Mr. Alan Jirik, Chairman
Downers Grove Plan Commission
801 Burlington Ave.
Downers Grove, Illinois 60515

Re: Public Hearing Notice on Advocate Good Samaritan Hospital property
Case # PC-14-09

Dear Mr. Jirik:

The Forest Preserve District of DuPage County recently received notice of a proposed project on the Advocate Good Samaritan Hospital property located at 39th and Highland. We appreciate receiving timely notification of such projects that may have an impact on our adjacent property, and thank you for the opportunity to comment.

District Staff has reviewed the public hearing notice and the requested variance, and does not have any comments at this time. Please call me at (630) 933-7684 if you have any questions.

Sincerely,

Marcia Thomas
Land Preservation Specialist

cc: Kevin Stough, Director of Land Preservation

PC-19-09 A petition seeking approval of an amendment to P.D. #19 Advocate Good Samaritan Hospital with a variation for temporary signs. Campus is located generally Northeast of the intersection of Highland Avenue and 39th Street, commonly known as 3815 Highland Avenue, Downers Grove, IL (PIN's 06-32-306-025,-026,-027, 06-32-107-002, 06-32-306-030,-031, 06-32-306-003, 06-32-306-008,-009, 06-32-306-020, 06-32-306-022, 06-32-306-014); Advocate Health & Hospitals Corporation, d/b/a Advocate Good Samaritan Hospital, Petitioner/Owner

Mr. Jeff O'Brien, Planning Manager, stated the correct petition file number for this petition was PC-19-09 and it was an amendment to a previous Planned Development for Good Samaritan Hospital (the "Hospital"). The hospital is located at the northeast corner of Highland Avenue and 39th Street. It sits on approximately 75 acres and has approximately 940,453 square feet. The petitioner is requesting approval of banner signs that would periodically permit 50-foot by 24 foot banners on Tower 1 (west side) celebrating the distinction of being honored as one of the nation's 100 top hospitals. The petitioner is requesting the larger banners to promote the hospital's accomplishments. Staff is recommending that Good Samaritan have up to 180 days for these banners, per year, and to notify the community development director 10 days prior to its installation. No lighting of the banner would be permitted after 10:00 p.m. Mr. O'Brien displayed photos of the proposed banner on the overhead screen.

No engineering changes or public safety changes are being requested at this time. However, two phone calls were received from citizens; however, they did not have objections to the petition. The DuPage County Forest Preserve District provided a written letter indicating they had no comments regarding the petition.

Staff believes the proposed temporary sign plan is appropriate for the hospital due to the hospital having significant frontage on Highland Avenue, larger setbacks and scale of the campus in general, which lends itself to larger signs and banners. The sign will be located on a west wall, will be set back approximately 236 feet from the west property line along Highland Avenue, and will cover about 45% of the wall. Per Mr. O'Brien, the closest residential property affected is approximately 530 feet to the west of the hospital wall. Staff is recommending that lighting of the banner not take place after 10:00 p.m.

Due to the hospital campus' physical characteristics and location, a unique development would warrant some additional signage for their awards. Furthermore, staff believes the petition meets the standards of Section 28.1607 "Standards for Approval of Planned Development and Planned Development Amendments" and recommends approval of the petition with the conditions stated on page 5 of staff's report. Mr. O'Brien did a quick review of those conditions.

Per Mr. O'Brien, the proposed amendment to Planned Development #19 with a variation for a temporary sign is compatible with surrounding zoning and land use classifications. Based on the findings listed above, staff recommends that the Plan Commission make a positive recommendation to the Village Council regarding this petition subject to the following conditions:

1. Temporary banner signs for 3815 Highland Avenue 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 1,200 square feet of surface area.
 - c. Temporary banner signs shall be affixed to the west wall of Tower 1.
 - d. Temporary banners shall not be illuminated after 10:00 p.m.
 - e. The total number of days for display of the temporary banner signs shall be limited to 180 days per calendar year.
 - f. Good Samaritan Hospital shall notify the Director of Community Development at least ten (10) days prior to installing a banner.
 - g. Temporary banner signs shall be removed no later than twenty-four (24) hours after the conclusion of the display period.
2. All other signs shall comply with the provisions of the Zoning Ordinance.

Per Mr. Matejczyk's question about a similar petition, Mr. O'Brien explained the Carlucci's Restaurant in the Esplanade development requested similar banner signage but reminded the Commissioners it was a matter of access to the property. As to the 180-day limit, Mr. O'Brien said staff simply mirrored the standards for temporary uses. Per a question, the 180 days could be interrupted. No restrictions are recommended for the banner content provided commercial messages were limited to hospital-related advertisements. Monitoring would take place by the Community Development Department.

Continuing, Mr. O'Brien explained the banner sign would be affixed with permanent brackets mounted on the building wall and intermittent banners would be permitted throughout the year. In this petition, Mr. O'Brien explained that monument signs, although they allow changeable copy, were limited to four lines of copy. The Hospital believed it could seek extra promotion for their recognition received. Per staff, it was a form of advertising. Mr. Beggs questioned whether other larger banners could be requested in the downtown area and on South Main Street, wherein Mr. O'Brien explained such a request would not be appropriate downtown due to the scale of those developments, the size of their setbacks, and the buildings' proximity to residential properties.

Mr. Matejczyk reminded the Commissioners that the petitioner's request was asking for a banner in proportion to the size of the development. Mr. Quirk inquired what would limit the hospital to displaying additional national or regional accolades or other content, wherein Mr. O'Brien stated such language was not listed in staff's conditions and

regulating content could become an issue. He suggested that the Commissioners could add language to the conditions. Per another question, lighting was not being proposed but should the petitioner want lighting, an electrical permit would have to be sought with administrative review. Again, Mr. O'Brien stated the lighting standards in the Zoning Ordinance would have to be met, but also if lighting were installed, it would have to end at 10:00 p.m.

Petitioner, Mr. Rich Heim, Vice President for Business Development at Good Samaritan Hospital, stated the banner signs were not going to be illuminated, and the banners were more of a sharing of recognition with the community. In March 2009, he stated the hospital was informed it was one of the top 100 hospitals in the country out of 3,000 hospitals to receive the recognition. Details followed on how the hospital was taking steps to improve itself and its relationship with its patients. Regarding the blank space left on the banner, Mr. Heim explained it was left there for the ease of reading as one drives past it. He also said the hospital is required to use the trademark logo of Thompson Reuters.

Mr. Heim stated the hospital was not planning to use the banners for future advertising. The intent was to recognize the hospital's state and national awards. As to affixing the banner to the wall, rings will be affixed to the wall, and they will not be seen when the banner is removed. Mr. Heim stated he was comfortable if the Commission chose to use language on the banners restricting the verbiage to awards only. Due to the significant costs involved in attaching the banner, he explained it will be attached and remain up as long as possible. He expects this banner to be up the entire 180-day duration.

As to distinguishing this banner from a facility, such as the Coventry Health Care, Mr. Heim envisioned that nothing would preclude them from seeking a similar request. As to other means used to publicize such awards for the hospital, Mr. Heim explained a lot of work was being done internally. However, externally, the hospital has had full-page advertisements in the local and regional newspapers. Additionally, Heritage Fest would have two staffed booths publicizing the hospital's recognition. Mr. Heim explained that the banner itself is constructed out of a stretched fabric (vinyl) material and will be installed professionally on the west wall of the tower.

Chairman Pro Tem Waechtler opened up the meeting to public comment. No public comment received. Public Comment was closed.

Mr. Heim closed by thanking the Commission for considering the petition, noting the employees at the hospital were very proud of receiving the distinction.

Asked if the Village had ever installed any banner signage on the water towers, Mr. O'Brien, to his knowledge, did not recall such signage. Mr. Matejczyk discussed that no complaints or any objections were received to deny this petition.

Mrs. Rabatah asked whether the Commissioners would object to the temporary banner signage being used just to highlight the regional, national, and international recognition

awards. Mr. Waechtler suggested removing Condition d. in staff's report since it appeared redundant and replacing it with Mrs. Rabatah's suggestion. However, Mr. Matejczyk voiced concern in that the Village was entering into "gray areas", and it was not the Village's place to regulate what the banner can and cannot say. It was noted that the PUD ordinance was also restricting any future petitioners from renting out the space.

Mr. Cozzo favored the additional language restricting the words to highlight regional, national, and international recognition awards and removing Condition "d" since it was redundant. He reminded the Commissioners that the petitioner stated that no lighting would occur. Mrs. Hamernick did not have issues with the restrictive language either but believed the hospital could handle its own signage properly. Mr. Beggs discussed the overall benefits the hospital has brought to the community, but he could not justify the differentiation between having banners up and down Main Street. He voiced concern about the appearance of Main Street and that the Village should work to protect the aesthetics and appearance of the corridor throughout the community.

Mr. O'Brien stated every business, except Carlucci's, is allowed a 32 sq. foot banner, and every Planned Development is recognized as a unique piece of property. Mr. Cozzo added it was the Commission's responsibility to measure the petition against the standards for approval, specifically Section 28.1607, *Standards of Approval*, and he did not see any standard being violated by the request. Mrs. Hamernick did not have any issues with this request. Commissioners decided to keep the 10:00 p.m. illumination restriction in staff's condition. Mr. Beggs confirmed with Mr. Webster that he was concerned about precedent setting.

WITH RESPECT TO PC-14-09, MR. MATEJCZYK MADE A MOTION THAT THE PLAN COMMISSION FORWARD A POSITIVE RECOMMENDATION WITH THE FOLLOWING CONDITIONS (INCLUDING ITEM "D" AND "DAYS" IN ITEM "E" AFTER THE WORD "180"):

- 1. TEMPORARY BANNER SIGNS FOR 3815 HIGHLAND AVENUE 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 1,200 SQUARE FEET OF SURFACE AREA.**
 - C. TEMPORARY BANNER SIGNS SHALL BE AFFIXED TO THE WEST WALL OF TOWER 1.**
 - D. TEMPORARY BANNERS SHALL NOT BE ILLUMINATED AFTER 10 P.M.**
 - E. THE TOTAL NUMBER OF DAYS FOR DISPLAY OF THE TEMPORARY BANNER SIGNS SHALL BE LIMITED TO 180 DAYS PER CALENDAR YEAR.**
 - F. GOOD SAMARITAN HOSPITAL SHALL NOTIFY THE DIRECTOR OF COMMUNITY AT LEAST TEN (10) DAYS PRIOR**

TO INSTALLING A BANNER.
G. TEMPORARY BANNER SIGNS SHALL BE REMOVED NO LATER THAN TWENTY-FOUR (24) HOURS AFTER THE CONCLUSION OF THE DISPLAY PERIOD.

2. ALL OTHER SIGNS SHALL COMPLY WITH THE PROVISIONS OF THE ZONING ORDINANCE.

SECONDED BY MR. COZZO.

ROLL CALL:

**AYE: MR. MATEJCZYK, MR. COZZO, MRS. HAMERNICK, MR. QUIRK,
MRS. RABATAH, MR. WAECHTLER**

NAY: MR. BEGGS, MR. WEBSTER

MOTION CARRIED. VOTE: 6-2

As to voting nay, Mr. Beggs stated his comments were previously recorded above.

Mr. Webster voted “nay” because he agreed there was a precedent being set. He stated many planned developments were located along Butterfield Road and were commercial in nature. The petition would not stop them from asking for the same.