

**VILLAGE OF DOWNERS GROVE
REPORT FOR THE VILLAGE COUNCIL
AUGUST 3, 2010 AGENDA**

SUBJECT:	TYPE:	SUBMITTED BY:
Amendment to PD #18 Downers Park Plaza for Master Sign Plan	Resolution ✓ Ordinance Motion Discussion Only	Tom Dabareiner, AICP Community Development Director

SYNOPSIS

An ordinance has been prepared for an amendment to the Planned Development #18 Downers Park Plaza (7221-7451 Lemont Road) to adopt a master sign plan.

STRATEGIC PLAN ALIGNMENT

The Goals 2013 identified *Vibrant Major Corridors*. Supporting this goal are the objectives *More Attractive Commercial Corridors and Attract Non-Residents to Downers Grove*. Staff believes the proposed master sign plan complies with the Strategic Plan.

FISCAL IMPACT

N/A.

RECOMMENDATION

Approval on the August 10, 2010 active agenda per the Plan Commission’s recommendation.

BACKGROUND

The Downers Park Plaza shopping center (PD #18), located at the northeast corner of Lemont Road and 75th Street, consists of two main parcels located in the center of site and nine out-lots along the perimeter of the site. The main building located in the center of the shopping center has more than 1,500 feet of frontage along Lemont Road is occupied by big-box retailers as well as mid-size and small-size retail stores. The out-lots are occupied by a variety of retail and service oriented businesses and several automobile repair shops.

The owner of the shopping center is requesting approval of a master signage plan for the freestanding signs that would include four shopping center monument signs, individual monument signs for each out-lot parcel and five directional signs throughout the parking lot area.

Shopping Center Monument Signs

The Sign Ordinance allows the entire shopping center with frontage along Lemont Road, 75th Street and Main Street four 15-foot high and 60-square foot shopping center monument signs: two along Lemont Road, one along 75th Street and one along Main Street. The petitioner is proposing four shopping center signs: two along Lemont Road, one at the intersection of Lemont Road and 75th Street and one further east along 75th Street. All proposed shopping center signs will be 15 feet high with 60 square feet in area, which meets the Village’s sign ordinance.

The site currently has four nonconforming shopping center signs along Lemont Road and 75th Street all 20

feet high and ranging in size from 55 square feet to 167 square feet. All four existing nonconforming signs will be removed as part the signage upgrade.

Monument Signs – Out-lot parcels.

The Sign Ordinance allows the out-lot parcels on this site to install individual monument signs of 36 square feet in area and up to ten feet in height along each street frontage. The petitioner is proposing that all out-lot parcels continue to be allowed individual monument signs based on the number of frontages each out-lot has. As such, some properties, such as Taco Bell’s property may have more than one monument sign due to more than one frontage (it currently has two conforming monument signs).

At this time the petitioner is not proposing any change to any existing monument signs on the out-lot parcels. The Sign Ordinance requires all nonconforming monument signs to be brought into compliance by May 4, 2012. Five out of nine individual monument signs on the out-lot parcels are nonconforming.

Directional Signs

The Sign Ordinance allows the shopping center 2 two-square foot directional signs at each access drive and 2 four-square foot directional signs within the parking lot. The petitioner is proposing to install five six-square foot directional signs throughout the parking lot. All directional signs would be six feet tall. Currently there are no directional signs on the site.

The petitioner is not proposing any changes to the wall signage restrictions. All tenants will continue to be able to install one individual wall sign provided the signs meet the Ordinance’s requirements.

The petitioner’s request is outlined in the table below:

Downers Park Plaza Signage Plan	Existing	Permitted	Proposed
Shopping Center Monument Signs	Four (nonconforming signs)	Four	Four
Individual monument signs for out-lots	Each parcel has one or two monument signs	one or two monument signs based on frontage	one or two monument signs based on frontage
Directional Signs	None	2 two-square foot signs at each entrance + 2 four-square foot signs in the parking lot	5 six-square-foot signs in the parking lot

As part of the site improvements, the petitioner will be removing five trees along Lemont Road to improve visibility of new free standing signs. To compensate for the loss of trees, the petitioner will be installing ten new trees within the parking lot islands.

The proposed master sign plan is consistent with the Future Land Use Plan’s commercial designation for the site. The sign plan represents minimal deviation from the type, number and location of signs typically allowed by the Sign Ordinance, however the site and uses will continue to be in compliance with the requirements for the B-2 General Business District.

The Plan Commission considered the petition at their July 12, 2010 meeting and found that the standards for approval of an amendment to the Planned Development have been met. Based on their findings, the Plan Commission recommended unanimous approval of the amendment to the Planned Development #18 for a master sign plan. Staff concurs with the Plan Commission recommendation.

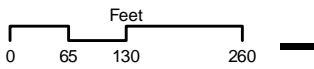
ATTACHMENTS

Aerial Map

Ordinance

Staff Report with attachments dated July 12, 2010

Minutes of the Plan Commission Hearing dated July 12, 2010



7221-7451 Lemont Road

ORDINANCE NO. _____

**AN ORDINANCE APPROVING A PLANNED
DEVELOPMENT AMENDMENT TO PLANNED DEVELOPMENT #18,
TO APPROVE THE MASTER SIGN PLAN**

WHEREAS, the Village Council has previously adopted Ordinance No. 2090 on August 1, 1977, designating the property described therein as Planned Development #18; and,

WHEREAS, the Owners have filed a written petition with the Village conforming to the requirements of the Comprehensive Zoning Ordinance and requesting an amendment to Planned Development #18 to approve the master sign plan,

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 12, 2010, 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 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-07-10 as set forth in the minutes of their July 12, 2010 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 master signage proposal shall substantially conform to the sign drawings prepared by Chicago Sign dated June 1, 2010, attached to the staff report dated July 12, 2010, except as such drawings may be changed to conform to Village codes, ordinances, and policies.
2. The two proposed "B-type" monument signs shall be revised to include a minimum of three different tenant panels.

SECTION 5. That the master sign plan is consistent with and complimentary to the overall planned development site plan and with the requirements of the “B-2, *General Retail Business*” zoning district.

SECTION 6. That the Mayor and Village Clerk are authorized to sign the above described plans.

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.

Mayor

Passed:

Published:

Attest: _____

Village Clerk



**VILLAGE OF DOWNERS GROVE
REPORT FOR THE PLAN COMMISSION
JULY 12, 2010 AGENDA**

SUBJECT:	TYPE:	SUBMITTED BY:
PC 07-10 7221-7451 Lemont Road (Downers Park Plaza)	Planned Development Amendment Downers Park Plaza (PD #18)	Damir Latinovic, AICP Planner

REQUEST

The petitioner is requesting approval of a Planned Development Amendment to PD #18 (Downers Park Plaza) for a master sign plan.

NOTICE

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

GENERAL INFORMATION

OWNER: Kimco North Trust II
3333 New Hyde Park Rd.
New Hyde Park, NY 11042

&

KRCV Corp.
3333 New Hyde Park Rd.
New Hyde Park, NY 11042

APPLICANT: Kimco Realty Corporation
10600 W. Higgins Rd, Suite 408
Rosemont, IL 60018

PROPERTY INFORMATION

EXISTING ZONING: B-2, General Retail Business & PD #18
EXISTING LAND USE: Commercial
PROPERTY SIZE: Approx. 37.11 acres
PINS: PIN #'s 09-29-110-001, -002, -003, -004, 005, -006, -007

SURROUNDING ZONING AND LAND USES

	ZONING	FUTURE LAND USE
NORTH:	R-5A Townhouse Residence	Residential (6-11 D.U./acre)
SOUTH:	B-3 General Business District (Village of Darien)	N/A
EAST:	R-1 & R-3 Single Family Residence	Residential (0-6 D.U./acre)
WEST:	B-2, General Retail Business & PD #9	Commercial

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 Plans

PROJECT DESCRIPTION

The Downers Park Plaza shopping center is located at the northeast corner of Lemont Road and 75th Street. The property is zoned B-2, General Retail Business District and is designated as Planned Development #18. The property consists of two main parcels located in the center of site and nine out-lots along the perimeter of the site. The main building located in the center of the shopping center with more than 1,500 feet of frontage along Lemont Road is occupied by big-box retailers Best Buy and TJ Maxx/Home Goods, as well as mid-size and small-size retail stores including Walgreens and Michaels grocery store among other. The out-lots are occupied by a variety of retail and service oriented businesses including Taco Bell and Burger King restaurants, PNC bank, Old Navy retail store and several automobile repair shops.

The petitioner is requesting approval of a master signage plan for the freestanding signs that would include four shopping center monument signs, individual monument signs for each out-lot parcel and five directional signs throughout the parking lot area.

Shopping Center Monument Signs

Per Sign Ordinance, the entire shopping center, with frontage along Lemont Road, 75th Street and Main Street is allowed four 15-foot high and 60-square foot shopping center monument signs; two along Lemont Road, one along 75th Street and one along Main Street. The petitioner is proposing four shopping center signs; two along Lemont Road, one at the intersection of Lemont Road and 75th Street and one further east along 75th Street. All proposed shopping center signs will be 15 feet high with 60 square feet in area.

The site currently has two nonconforming 20-foot high shopping center signs, one along Lemont Road and one along 75th Street. There are also two 20-foot high and 167-square foot nonconforming monument signs, one along Lemont Road and one along 75th Street advertising Best Buy and TJ Maxx/Home Goods only. All four of these existing nonconforming signs will be removed as part the signage upgrade.

Monument Signs – Out-lot parcels.

Per Sign Ordinance, all commercial properties in the Village are allowed to install individual monument signs along each street frontage. The petitioner is proposing that all out-lot parcels continue to be allowed individual monument signs based on the number of frontages each out-lot has. As such, some properties, such as Taco Bell's property may have more than one monument sign due to more than one frontage.

At this time the petitioner is not proposing any change to all existing monument signs on the out-lot parcels. Per Sign Ordinance, all nonconforming monument signs would have to be brought into compliance by May 4, 2012. Most of these signs meet the code requirements.

Directional Signs

Per Sign Ordinance, the shopping center is allowed 2 two-square foot directional signs at each entrance and 2 four-square foot directional signs within the parking lot. The petitioner is proposing to install five

six-square foot directional signs throughout the parking lot. All directional signs would be six feet tall. Currently there are no directional signs on the site.

The petitioner’s request is outlined in the table below:

Downers Park Plaza Signage Plan	Existing	Permitted	Proposed
Shopping Center Monument Signs	Four (nonconforming signs)	Four	Four
Individual monument signs for out-lots	Each parcel has one or two monument signs	one or two monument signs based on frontage	one or two monument signs based on frontage
Directional Signs	None	2 two-square foot signs at each entrance + 2 four-square foot signs in the parking lot	5 six-square-foot signs in the parking lot

Site Improvements

The petitioner is proposing to trim and remove some existing trees along Lemont Road and 75th Street to improve the visibility of new shopping center monument signs. To compensate for the loss of green space, the petitioner will be installing new trees within the parking lot islands and east of the main building for additional screening from the residential area east of Main Street.

COMPLIANCE WITH FUTURE LAND USE PLAN

The Future Land Use Plan designates the site as Commercial. There is no change in the existing land use. The request for a master signage plan 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 master signage plan, no changes are proposed for the site at this time. The site and uses will continue to be in compliance with the standards for the B-2 General Business District.

COMPLIANCE WITH SIGN ORDINANCE

The petitioner’s master signage plan represents a slight deviation from the type, number and location of signs typically allowed by the Code.

The petitioner’s proposal for four shopping center monument signs is consistent with the number allowed by the Code, however, the petitioner is proposing to locate the fourth sign at the intersection of Lemont Road and 75th Street instead of along Main Street frontage. All four signs would be 15-feet high and 60 square feet in area with over 200 feet between individual signs which meets the code requirements. Two of the proposed signs will include only two tenant panels within the sign face. Staff is recommending these two “B-type” signs, as specified in the attached sign plans, be revised to include a minimum of three tenant panels to comply with the Code which designates shopping center monument signs as those with at least three tenant panels.

The petitioner is also proposing five directional signs throughout the site. Per Sign Ordinance, the petitioner would be allowed to install 2 two-square foot directional signs at each of the six entrances to the shopping center and two additional four-square foot directional signs reserved for the parking lot area. The five proposed directional signs would be six feet high and six square feet in area with a minimum of 360 feet between individual signs.

The petitioner's proposal for individual monument signs for the out-lot parcels is consistent with the Sign Ordinance.

PUBLIC SAFETY REQUIREMENTS

The petitioner is proposing to remove and trim some existing trees along Lemont Road and 75th Street to improve the visibility of the new shopping center signs. The improved visibility of signs should improve the traffic flow and reduce the danger to public safety.

NEIGHBORHOOD COMMENT

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

FINDINGS OF FACT

Staff believes the proposed master signage plan is appropriate for this particular property given the following factors:

1. The shopping center is located between 100 and 540 feet from Lemont Road. Additional shopping center monument signs along Lemont Road are necessary for adequate exposure of individual tenants which do not have adequate visibility from the roadway. Staff is recommending the proposed "B-type" shopping center monument sign, as outlined in the attached sign plans, is modified to include a minimum of three tenant panels.
2. The site has four access drives on Lemont Road, one access drive on 75th Street and one access drive on Main Street. Adequate shopping center monument signs and directional signs located near each entrance drive will assist the customers in way finding.
3. The shopping center has 27 tenants and nine out-lots with one to three tenants on each out-lot. Adequate shopping center monument signs, individual monument signs for out-lot parcels and directional signage is needed throughout the site for customer way finding.
4. All proposed shopping center monument signs will be located along Lemont Road and 75th Street. Without any proposed monument signs along Main Street and north Lemont Road, there will be no negative effect on the existing residential areas north and east of the site.

Staff believes these factors make Downers Park Plaza shopping center unique and would warrant permitting the proposed master signage plan. Further, staff believes the proposal represents a minimal variation needed to accommodate the site's physical characteristics that make it unique. Staff believes the standards for a Planned Development amendment, as shown below, have been met. The shopping center 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 #18 for a master signage plan 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. The master signage proposal shall substantially conform to the sign drawings prepared by Chicago Sign dated June 1, 2010, attached to this report, except as such drawings may be changed to conform to Village codes, ordinances, and policies.
2. The two proposed "B-type" monument signs shall be revised to include a minimum of three different tenant panels.

Staff Report Approved By:

Tom Dabareiner, AICP
Director of Community Development

TD:dl
-att

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KIMCO NORTH TRUST II

3333 New Hyde Park Rd.
New Hyde Park, NY 11042

May 10, 2010

Mr. Jeff O'Brien
Planning Manager
Village of Downers Grove
801 Burlington Avenue
Downers Grove, IL 60515

RE: Letter of Authorization

Dear Mr. O'Brien:

This letter will serve as the owner's authorization for Kimco Realty Corporation and Patrick Rooney, Regional Property Manager to act as authorized agent for Kimco North Trust II related to the Downers Park Plaza revised sign plan application.

Sincerely,



Robert D. Nadler
Vice President



Project Summary

As a result of a change in the Village of Downers Grove sign ordinance the applicant is requesting approval to amend the PUD Master Sign Plan for Downers Park Plaza.

Section 28.1502.01(a) of the new sign ordinance affecting this shopping center, allows for two (2) signs each 15' tall with 60 sq. ft. of sign area. The amended plan is to remove four (4) existing multi-tenant pylon signs that exceed the height and allowable sign area and install four (4) new monument signs that meet the size specifications of the ordinance. The sign area would be measured excluding the name of the shopping center. The existing monument signs on the four outlots would remain as-is in their existing locations.

The signs will be located as indicated on the attached sign plan prepared by Chicago Signs, Inc.

These signs are needed due to:

- Strict compliance with the village sign ordinance will be a burden on the shopping center as it competes for tenants in the market. A shopping center with vacancies or reduced rent results in a loss of value for the property.
- The shopping center's physical lay-out significantly limits any exposure of storefront signs to traffic on the major 75th Street artery and at the key 75th Street and Lemont Rd. intersection.
- Downers Park Plaza competes with other similar size shopping centers in Woodridge and Darien that are located directly across the street from Downers Park Plaza. Both Woodridge and Darien allow larger free-standing signs than what is allowed in Downers Grove. The Woodgove Festival in Woodridge has shopping center signage with a total sign area of approximately 533 sq. ft. with one sign 28' high and a second 16' 4" high in addition to two theater signs with electronic message board. Chestnut Court in Darien has signage with a total sign area of 328 sq. ft. and 22'-8" high. Finally, Darien Towne Center has 164 sq. ft. of sign area and 21' high.
- The purpose of the signs is to adequately identify some of the retailers and businesses at the shopping center and to minimize confusion of the public when they are shopping. In addition the signs would benefit impulse consumers who travel the area.
- The leases with national tenants Best Buy and TJ Maxx require signage on both 75th Street and Lemont Rd.
- Two of the proposed sign locations are new and will improve visibility of the signs and exposure for the tenants as we compete for future tenants. This valuable exposure to consumer traffic on Lemont Rd. and 75th Street will assist some of our existing tenants to maximize sales.

- Signage is one of the critical keys needed for the existing tenants to succeed. It is vital to have exposure and create awareness of some of the businesses at Downers Park Plaza.
- The placement of the signs will not be detrimental to the public welfare, public safety or injurious to other property or improvements in the neighborhood in which the property is located.
- The project will replace various trees that are obstructing sign visibility along Lemont Road with low height landscaping.

KGD Enterprises, Inc (dba)

CHICAGO SIGN®

26w 535 St Charles Road, Unit A
Carol Stream, IL 60188
630-407-0802 Fax 630-407-0805
ChicagoSigns@aol.com

July 26, 2010

Downers Park Plaza
7221 - 7451 S. Lemont Road
Downers Grove, IL

Double faced freestanding monument sign locations.



CHICAGO SIGN[®]

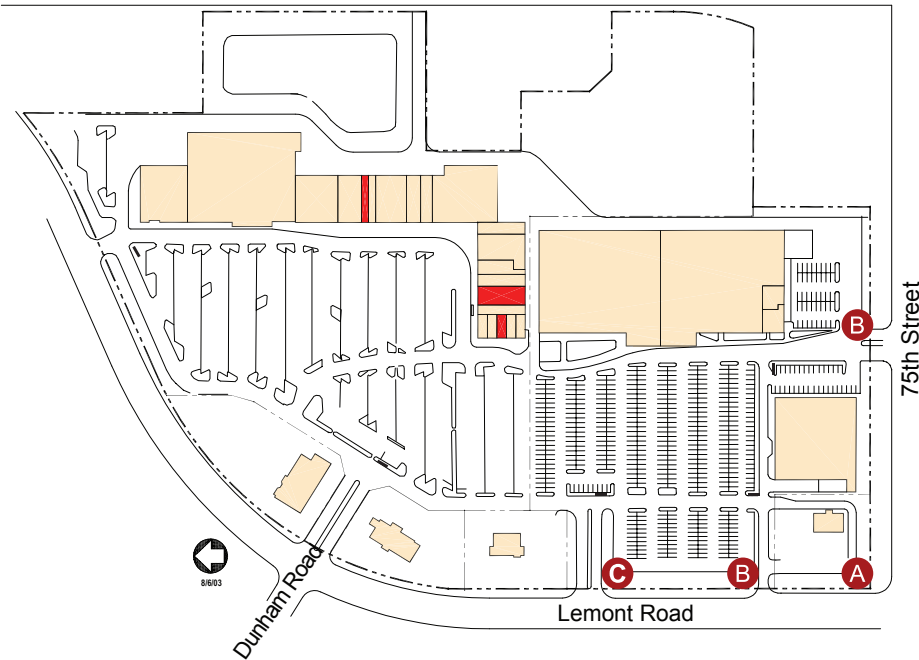
630-407-0802 Fax 630-407-0805
ChicagoSigns@aol.com

July 26, 2010

Downers Park Plaza
75th & Main St
Downers Grove, IL

Double faced freestanding monument sign plan.

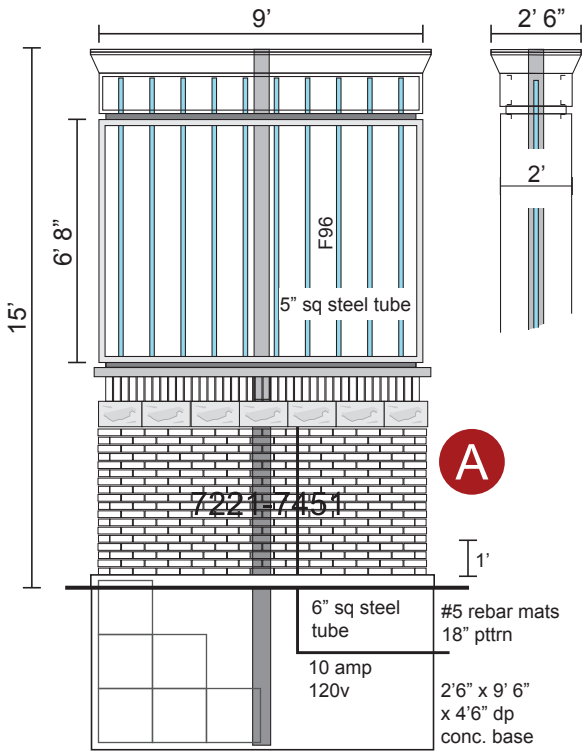
Aluminum construction, fluorescent illumination,
polycarbonate facing with vinyl copy applied.



KGD Enterprises, Inc (dba)

CHICAGO SIGN®

July 26, 2010 sign detail
 Downers Park Plaza
 7221 - 7451 S. Lemont Road
 Downers Grove, IL



A



A

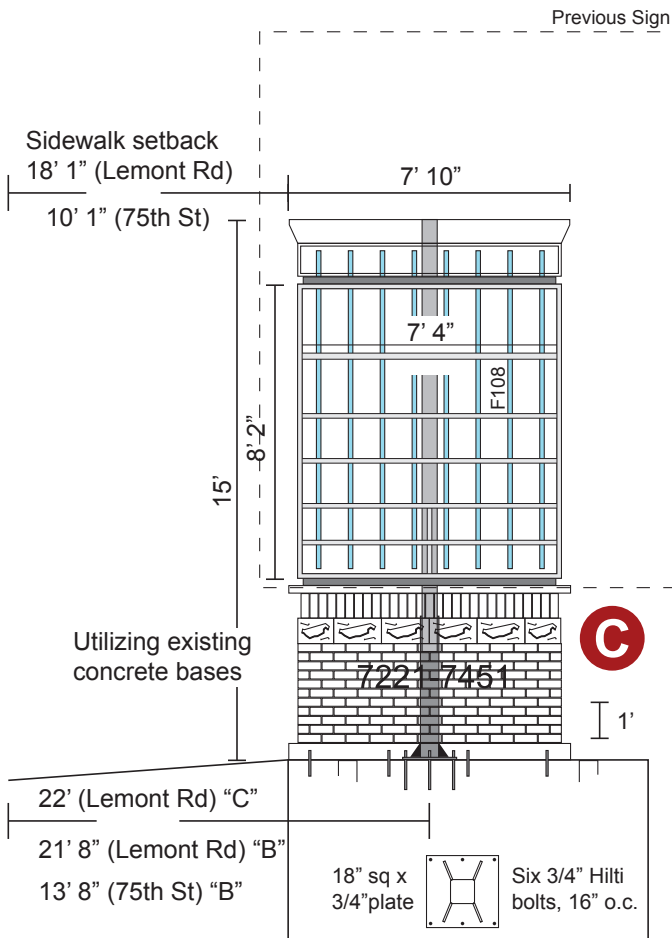


B
(2)

Aluminum construction, fluorescent illumination, white polycarbonate facing with vinyl copy applied. UL label, disconnect. 30psf windload design. 8" pin mt alum address numbers.

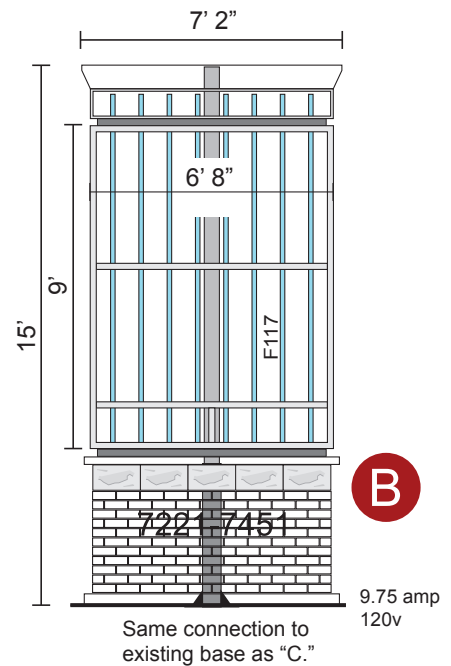
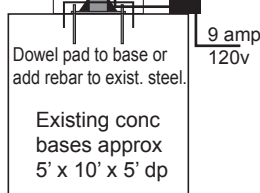


C



C

B



9.75 amp 120v

Same connection to existing base as "C."

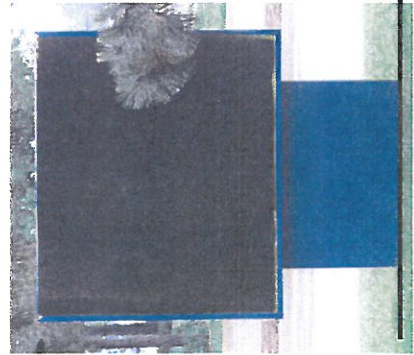
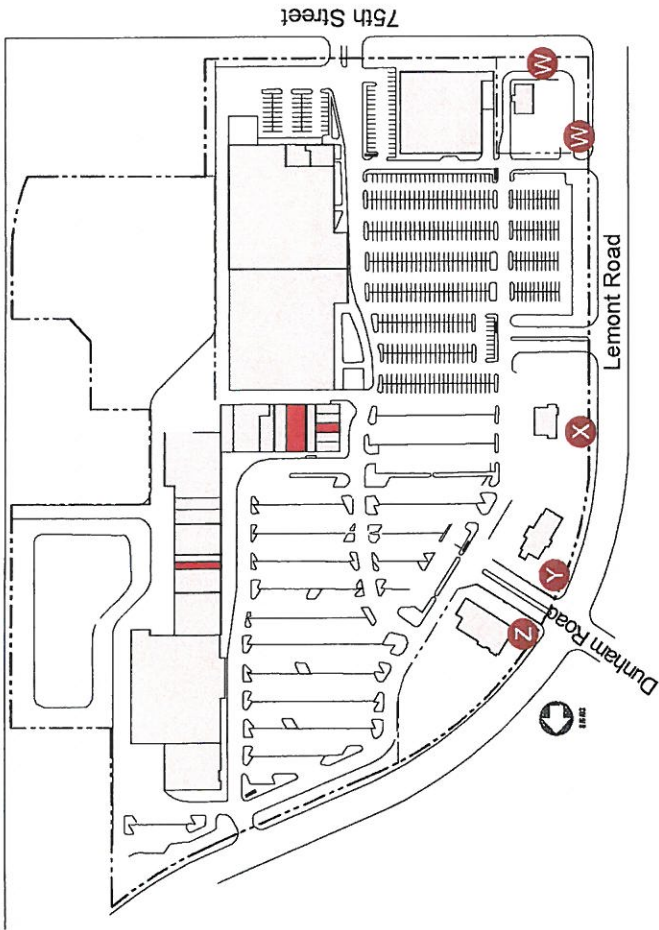
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630-407-0802 Fax 630-407-0805
ChicagoSigns@aol.com

May 12, 2010

Downers Park Plaza
75th & Main St
Downers Grove, IL

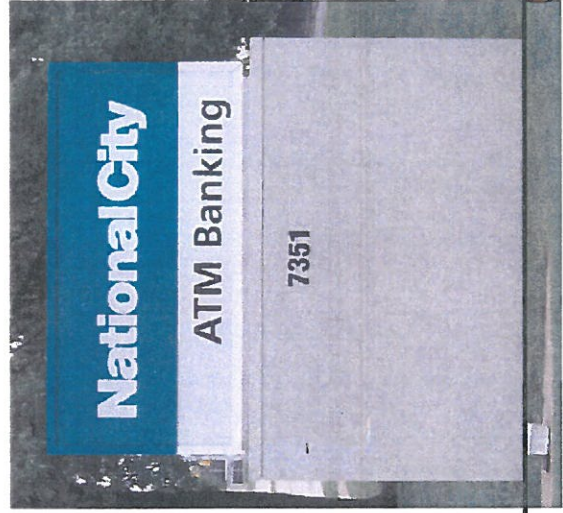
Outlot signs.



Z 5' 1" x 6' = 31 sq ft at
7' 10" elevation



Y 6'x6' = 36 sq ft
@ 10' elevation



X 4' 1" x 8' 2" = 33 sq ft at
9' 11" elevation



W Two signs: 6' 9" x 5' 4" = 36 sq ft
at 10' elevation.

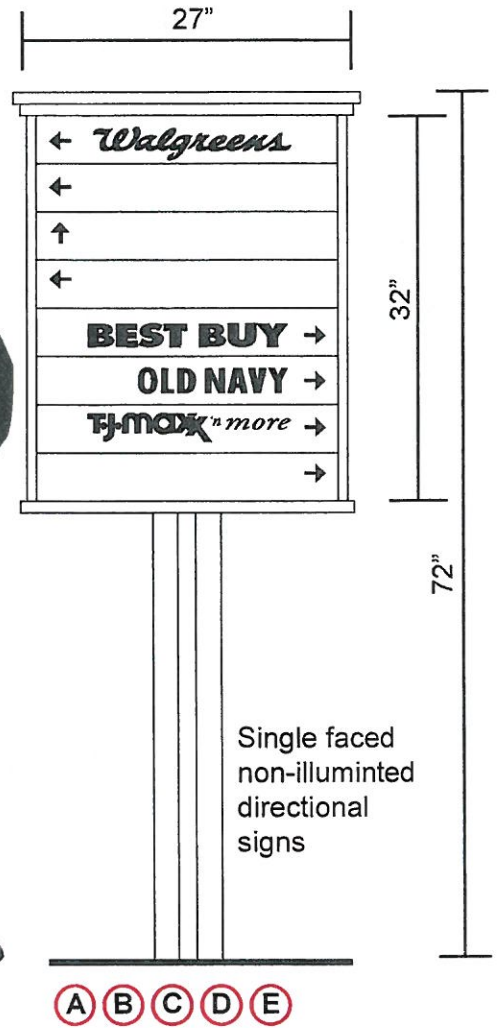
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630-407-0802 Fax 630-407-0805
ChicagoSigns@aol.com

May 12, 2010

Downers Park Plaza
75th & Main St
Downers Grove, IL

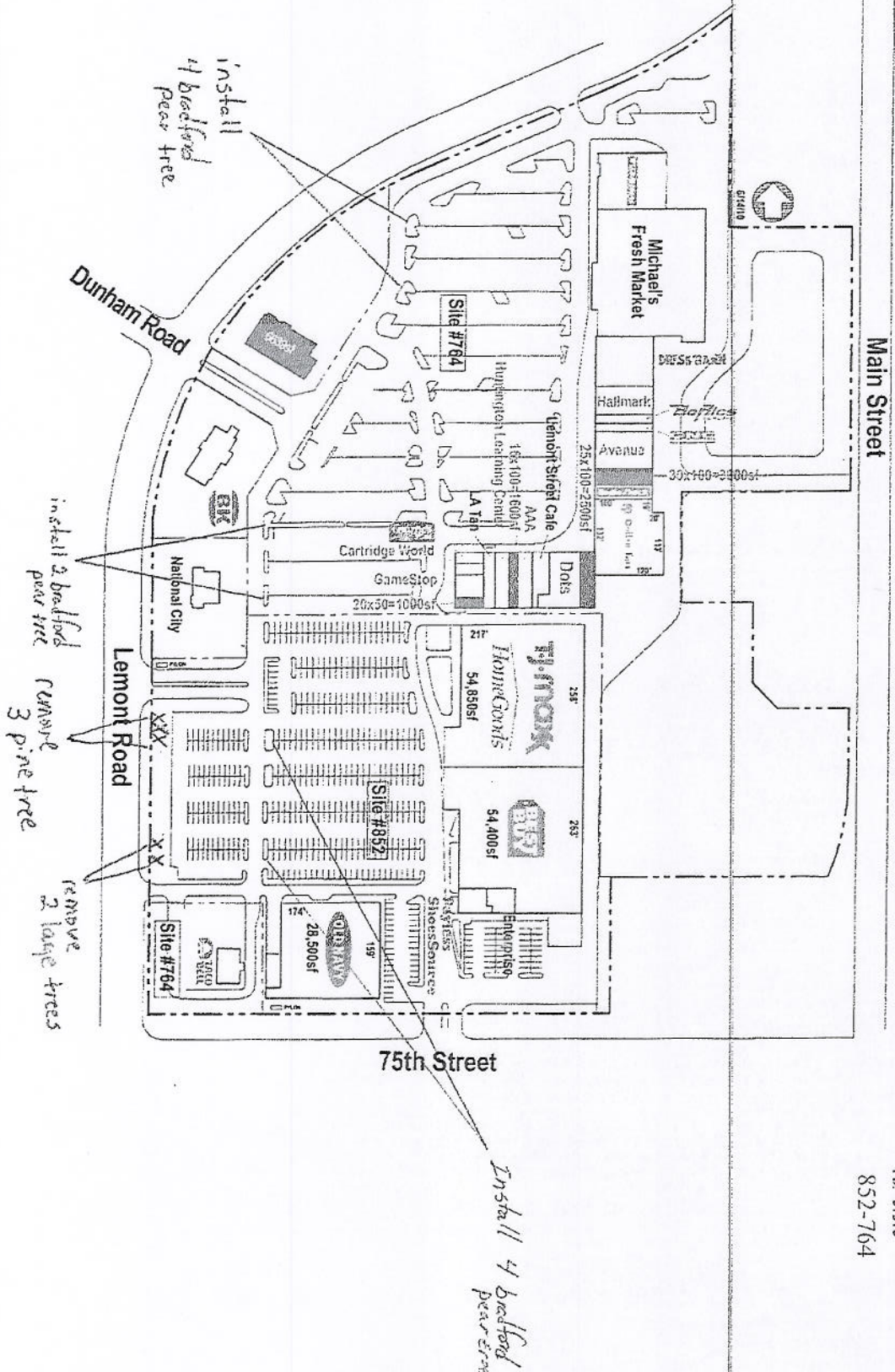
Dirctional signs



Single faced
non-illuminated
directional
signs



RD: 61510
852-764



PC-07-10 A PETITION SEEKING AN AMENDMENT TO PLANNED DEVELOPMENT NO. 18 FOR A MASTER SIGNAGE PLAN FOR THE PROPERTY LOCATED AT THE NORTHEAST CORNER OF LEMONT ROAD AND 75TH STREET, COMMONLY KNOWN AS 7221 THROUGH 7451 LEMONT ROAD, DOWNERS GROVE; KIMCO REALTY CORP., PETITIONER; KIMCO NORTHERN TRUST 2 AND KRVC CORP., OWNERS.

Chairman Jirik swore in those individuals who would be speaking behalf of File PC-07-10.

Village Planner, Mr. Damir Latinovic summarized that the petitioner would like to develop a master signage plan for the 37-acre Downers Grove Park Plaza Center, located at the northeast corner of Lemont Road and 75th Street. The shopping center is located in the B-2 General Retail Business district and is known as Planned Development No. 18. Nine out-lots are on the site along with two central lots. Overall, the center has approximately 1,500 feet of frontage along Lemont Road. A number of large and mid-size retailers occupy the site. Proposed under the master signage plan is the inclusion of four shopping center monument signs, individual signs for the out lot parcels, and five directional signs inside the parking lot.

A review of the current sign ordinance followed as it relates to monument signs. Currently, four non-conforming monument signs exist on the site. Mr. Latinovic said the petitioner is also proposing four monument signs, two of which will be located along Lemont Road, one on 75th Street, and one at the corner of Lemont Road and 75th Street. All monument signs will be 15 feet tall and 60 square feet in area and all existing signs will be removed. Each out-lot parcel will keep its current signage. While the current Sign Ordinance allows for two directional signs at each of the driveway entrances, the petitioner is proposing five directional signs total located, one located near each entrance. The proposed signs measure six-feet tall with a six square feet area. To date, there are no existing directional signs on the property. Also, five trees along Lemont Road will be removed and staff has requested that ten new trees be planted. The petitioner shall be planting ten trees within the shopping center islands that currently do not have any landscaping.

Per staff, the project meets the requirements of the Future Land Use Plan and the Master Signage Plan is consistent with the commercial designation. There will be no impact to the land use characteristics of the site or neighborhood. Regarding compliance with the Village's Zoning Ordinance, aside from the signage change, there is no other proposed changes and the site would continue to meet the requirements of the B-2 District. However, Mr. Latinovic said the requested amendment to the Planned Development was a slight deviation of what sign code allows. The petitioner is proposing to locate one of the four monument signs on the corner of Lemont and 75th rather than along Main Street. Also, the proposed B-type signs have two tenant panels and a shopping monument sign is defined as having a minimum of three tenant panels. Staff has added a condition in its report stating the B-type signs include three tenant panels. Directional signs would be added since they are allowed but would be six square feet in size. Five directional signs

are being requested instead of the maximum of six. The petitioner has also requested that the non-conforming signs for the out-lot parcels be replaced by May 4, 2012 as per the current sign code.

Furthermore, Mr. Latinovic reported that the removal of the five trees along Lemont Road will improve the visibility of the signs and reduce the danger to public safety while still meeting compliance with the zoning ordinance for adequate screening.

To date, there have been several phone calls received on this matter which are of general interest. Staff feels the requested proposal represents a minimal deviation from the code and adequate exposure is necessary for the site. Staff feels there is no adverse affect to the surrounding area and recommends that the Plan Commission support the request with the two conditions as outlined on Page 6 of staff's report.

Regarding the two B-type signs, Mr. Matejczyk voiced concern that the monument sign will contain empty tenant panels. He asked whether the center would be providing tenants to fill the panel space. Clarification followed by Mr. Latinovic that the Code requires a minimum of three panels but no maximum.

Petitioner, Mr. Pat Rooney, Kimco Realty, 10600 W. Higgins Road, Rosemont, Illinois, discussed that the proposal was based on the importance of signage to their retailers at the center. The signs were being brought into conformity, they provided the best visuals for their tenants along 75th and Lemont Road, and the interior directional signs were being introduced.

Regarding the installation of Bradford Pear trees on the interior, Mr. Cozzo suggested working with the Village's Forester on the type of tree, since the Bradford Pear tree did have some splitting issues.

Mr. Rooney was in agreement with staff's recommendation for the three panel signs for the two B-type signs to meet compliance. He believed the interior directional signs were necessary to navigate the vehicles to their destination.

Chairman Jirik opened up the meeting to Public Participation. There being none, Public Participation was closed.

The petitioner provided no closing statement.

Dialog followed by Mr. Matejczyk that some of the commissioners were involved in creating the Village's Sign Ordinance and he believed it was created to allow for flexibility. Due to the minor revision being requested, Mr. Matejczyk believed the commission needed to be flexible. Mr. Webster commended the petitioner for coming into compliance and appreciated the efforts being made.

WITH RESPECT TO PC-07-10, MR. COZZO MADE A MOTION THAT THE PLAN COMMISSION FORWARD A POSITIVE RECOMMENDATION TO THE

**VILLAGE COUNCIL RECOMMENDING APPROVAL OF A PETITION
SEEKING AN AMENDMENT TO PLANNED DEVELOPMENT NO. 18 FOR A
MASTER SIGNAGE PLAN FOR THE PROPERTY LOCATED AT THE
NORTHEAST CORNER OF LEMONT ROAD AND 75TH STREET, COMMONLY
KNOWN AS 7221 THROUGH 7451 LEMONT ROAD, DOWNERS GROVE,
INCLUDING STAFF'S CONDITIONS AS OUTLINED BELOW:**

- 1. THE MASTER SIGNAGE PROPOSAL SHALL SUBSTANTIALLY
CONFORM TO THE SIGN DRAWINGS PREPARED BY CHICAGO
SIGN DATED JUNE 1, 2010 ATTACHED TO THE STAFF REPORT
DATED JULY 12, 2010, EXCEPT AS SUCH DRAWINGS MAY BE
CHANGED TO CONFORM TO VILLAGE CODES, ORDINANCES, AND
POLICIES.**
- 2. THE TWO PROPOSED "B-TYPE" MONUMENT SIGNS SHALL BE
REVISED TO INCLUDE A MINIMUM OF THREE DIFFERENT
TENANT PANELS.**

SECONDED BY MR. QUIRK. ROLL CALL:

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

NAY: NONE

MOTION CARRIED. VOTE: 9-0