



Legislation Text

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File #: 19-851B, Version: 1

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**CITY COUNCIL AGENDA ITEM**

**ACTION REQUESTED:**

Pass the ordinance approving variances from section 16-6 of the Naperville Municipal Code to allow for the installation of 13 ground signs on the Edward Elmhurst Hospital Campus, PZC 19-1-081

**DEPARTMENT:** Transportation, Engineering and Development

**SUBMITTED BY:** Scott Williams, AICP

**BOARD/COMMISSION REVIEW:**

The Planning and Zoning Commission considered this matter on September 4, 2019 and voted to recommend approval of the request (approved 8,0).

**BACKGROUND:**

The petitioner, South Water Signs, on behalf of Edward Elmhurst Hospital seeks to replace multiple monument signs at the subject property which requires variances from the Municipal Code for location, alignment, number of, and setback regulations. This entitlement is part of a broader systematic effort to replace all existing signage with updated rebranding and LED lighting.

In most cases, the petitioner will be reconstructing the signs in the same location on the subject properties and even reusing existing support structures. Sign #2A is the only new sign being constructed in a different location. Sign #1 ("Martin Avenue") is replacing the existing Martin Avenue Right-of-Way sign and was approved by ZBA Case #608 and subject to an associated Right-of-Way Encroachment Agreement. Signs #3 and 4 located on the subject property were also approved under the same ZBA case. Sign #10 ("Church Sign") is replacing the existing monument sign located on the abutting Our Saviour's Lutheran Church property near the intersection of Washington Street and Osler Drive. This sign was approved by ZBA Case #1074, and the Church provided a letter of support and authorization back when it was first constructed in 2006 and for the current proposal.

The subject property is zoned HS (Health Services District) and is approximately 40 acres in size. The main subject property is comprised of four lots. They are currently improved with the Edward Hospital Campus consisting of multiple buildings, mixed medical office and health services uses, and multiple parking structures. The property can be accessed from West Street, Martin Avenue, and Washington Street. The campus is internally navigated via four private streets: Brom Drive, Pam Davis Drive, Spalding Drive and Osler Drive.

**DISCUSSION:**

The petitioner requests multiple variances for each ground sign (except for the single variance for Sign #5) for a grand total of 38 variances. Ground signs are required to be setback 40' from interior property lines and for frontages with 500', two ground signs are permitted subject to a distance

separation of 200'. Eligible frontage is defined as private as well as public roadways. Signs directing or advertising for uses located on another lot are considered off-premise signage. The table below summarizes the variances associated with each proposed sign:

| Sign Number | Sign Type       | Location/Parcel           | Variances   |
|-------------|-----------------|---------------------------|---|
| Sign 1      | Ground          | Martin Avenue ROV         | <ul style="list-style-type: none"> <li>• Off-premise/off-site</li> <li>• Street setback</li> </ul>  |
| Sign 2      | Ground L-shaped | Fitness Center Lot 9      | <ul style="list-style-type: none"> <li>• 40' interior setbacks</li> <li>• Not fully parallel to eligible frontage due to shape</li> <li>• Off-premise</li> </ul>  |
| Sign 2A     | Ground          | Main Campus Lot 7         | <ul style="list-style-type: none"> <li>• 40' interior setbacks</li> <li>• Off-premise</li> </ul>  |
| Sign 3      | Ground: 4-sided | Fitness Lot 10            | <ul style="list-style-type: none"> <li>• 40' interior setbacks</li> <li>• Not fully parallel to eligible frontage due to shape</li> <li>• 4 sided sign area, no single face exceeds 45 sf</li> <li>• Off-premise</li> </ul>                     |
| Sign 4      | Ground          | Lot 10 West Street        | <ul style="list-style-type: none"> <li>• West Street frontage width ineligible due to being under 100'; street setback</li> <li>• 40' interior setbacks</li> <li>• Distance separation from sign 5 under 200'</li> <li>• Off-premise</li> </ul> |
| Sign 5      | Ground          | Lot 10 Linden Oaks        | <ul style="list-style-type: none"> <li>• Distance Separation from Sign 4 under 200'</li> </ul>  |
| Sign 6      | Ground          | Main Campus Lot 7         | <ul style="list-style-type: none"> <li>• 40' interior setbacks</li> <li>• Off-premise</li> </ul>  |
| Sign 7      | Ground          | Main Campus Lot 8         | <ul style="list-style-type: none"> <li>• 40' interior setbacks</li> <li>• Off-premise</li> </ul>  |
| Sign 9      | Ground          | Main Campus Lot 7 (South) | <ul style="list-style-type: none"> <li>• 40' interior setback</li> <li>• Off-premise</li> </ul>   |
| Sign 10     | Ground          | Our Saviour's Church      | <ul style="list-style-type: none"> <li>• Off-premise/off-site</li> <li>• Street setback</li> </ul>  |
| Sign 11     | Ground          | Main Campus Lot 7 (North) | <ul style="list-style-type: none"> <li>• 40' interior setback</li> <li>• Number of signs per eligible frontage</li> <li>• Off-premise</li> </ul>  |

Staff has worked closely with the petitioner to refine their request to align the proposed ground signs with the intent and regulations of the Municipal Code while also accommodating the uniqueness of the hospital campus. The number of variances were reduced for the signs previously approved

under ZBA #608 by complying with height and sign copy area regulations. Factoring in the proposed church sign, all signs visible from an external, public roadway are reduced in height. For signs #2,6,7,9,11,49, and 50, the proposal addresses an existing nonconformity by converting the visible dual-post structures into a monument style with a faux brick base.

Staff finds the setbacks and off-premise variances to be reasonable considering the internal platting of the four lots. The multitude of frontages, intersections, driveways and parking areas necessitate a large amount of signage to efficiently direct traffic and address emergency situations associated with the underlying use. The non-parallel alignment with the adjacent roadway and multi-sided shape of Signs #2 and 3 occurs at key intersections where traffic approaches from multiple directions. It should be noted for the new sign #2A, Lot 7 does not currently have ground signage on this eligible frontage where this sign is proposed and only interior property line setbacks are required.

In conjunction with the replacement of wall and pedestrian signage not requiring variances, staff believes the campus signage update will assist with wayfinding and traffic flow by constructing modern, institutional signage consistent with the health services district. The petitioner's responses to the Standards for Granting a Variance can be found in the attachments. Upon review, staff is in general agreement with the petitioner's Findings and recommends adoption by the Planning and Zoning Commission.

### ***Planning and Zoning Commission Action***

The Planning and Zoning Commission opened the public hearing to consider PZC 19-1-081 on September 4, 2019. No members of the public provided testimony. The PZC asked if the proposal includes electronic message boards and staff confirmed it does not. The PZC also asked about the off-premise variances and staff explained this includes signage advertising or directing traffic to a different lot. The PZC closed the public hearing and voted to recommend approval of PZC 19-1-081 (approved 8,0). Staff concurs with the Planning and Zoning Commission's recommendation.

### ***Key Takeaways***

- The petitioner requests variances from the Municipal Code sign to install 13 ground signs twelve of which are existing and being replaced in the same general location.
- Staff finds the requested variances meet the standards for granting a variance and are consistent with the uses and site layout associated with Edward Hospital.
- The Planning and Zoning Commission recommended approval of the variances at their meeting held on September 4, 2019 (approved 8,0). Staff concurs.

### **FISCAL IMPACT:**

N/A