

LEXINGTON HOMES – SIGN VARIATIONS

June 6, 2019

Project Number

2017-0423

Applicant

Lexington Trace LLC

Subject Property Locations

South of Butterfield Road, west of Route 59, north of Duke Parkway Street

Property Owners

Lexington Trace LLC and City of Warrenville

Zoning

PUD, R-2 Medium-Low Density Single Family Residential District and B-4 Motorist Service District

Existing Land Use

Undeveloped/Vacant Single Family Home

Comprehensive Plan

Multi-Family, Townhomes, and Open Space

Approvals Sought

Sign Variations

Submittals

Sign Variation Application Form, prepared by Wayne Moretti, dated 5/28/19.

Sign Location Exhibits, prepared by Haeger Engineering, dated 5/1/19



LOCATION MAP

INTRODUCTION

In this case, Lexington Trace LLC (the “Applicant”) is requesting approval of variations from Section 8-14-6.B.2.b of the Warrenville Sign Ordinance to increase the maximum area and height of large real estate signs and Section 8-14-7.D to allow for the installation of off-site real estate signs on vacant property. These requests, if approved, would allow installation of marketing signs for Lexington Trace subdivision consisting of 21 buildings with 106 single-family attached units, which is currently under construction.

The Subject Property is generally located south of Butterfield Road, west of IL Route 59, and north of Duke Parkway. The Subject Property includes Lexington Trace subdivision property and two undeveloped lots owned by the City of Warrenville. The City-owned property at the southwest corner of Route 59 and Butterfield Road is zoned B-4 Motorist Service District. Lexington Trace subdivision and the City-owned parcel located at the northeast corner of Duke Parkway and Barkley Avenue are zoned R-2 Medium-Low Density Single Family Residential.

The Legal Notice of Public Hearing for this request was published in the Daily Herald newspaper on May 22, 2019. **A public hearing for this request will be held by the Zoning Board of Appeals on June 6, 2019. This Staff Report does not currently reflect any public input that might be provided at the scheduled public hearing, and therefore, it should be reviewed with this fact in mind. Any additional information concerning the application that might be provided at the public hearing must be reviewed by staff before a revised recommendation can be made.**

ANALYSIS

The Applicant is proposing to install the following signage on the Subject Property:

- One v-shaped 64-square foot (eight feet by eight feet per face), ten-foot tall, non-illuminated large real estate sign is proposed on the City-owned vacant property at the southwest corner of Route 59 and Butterfield Road. ***The Applicant is requesting variations from Section 8-14-6.B.2.b of the Sign Ordinance to increase the maximum allowed 32-square foot sign area and eight-foot sign height. In addition, the Applicant is requesting a variation from Section 8-14-7.D of the Sign Ordinance to install the proposed sign advertising Lexington Trace subdivision on the adjacent to the subdivision property owned by the City of Warrenton (allow for off-site real estate signs).***
- One 20-square foot per face and six-foot tall, non-illuminated real estate sign (south of Brayman Court) and one four-square foot non-illuminated real estate/directional sign (at the northwest corner of Barkley Avenue and Estes Street) are proposed on the Lexington Trace subdivision property. The area, height and location of these signs comply with the requirements of the Sign Ordinance.
- One 64-square foot (eight feet by eight feet), ten-foot tall, non-illuminated large real estate sign is proposed on Lexington Trace property at the southwest corner of Butterfield Road and Barkley Avenue. ***The Applicant is requesting variations from Section 8-14-6.B.2.b of the Sign Ordinance to increase the maximum allowed 32-square foot sign area and eight-foot sign height.***
- One four-square foot non-illuminated real estate/directional sign is proposed on the City-owned property at the northeast corner of Barkley Avenue and Duke Parkway. ***The Applicant is requesting a variation from Section 8-14-7.D of the Sign Ordinance to install the proposed sign advertising Lexington Trace subdivision on the adjacent to the subdivision property owned by the City of Warrenton (allow for off-site real estate sign).***

CITY OF WARRENVILLE SIGN VARIATION APPROVAL CRITERIA

In recommending or granting approval of a sign variance, the Zoning Board of Appeals and the City Council shall prepare written findings of fact that all conditions below apply to the application (staff's response is in *Italics*):

- a. The proposed variation will not serve merely as a convenience to the applicant, but will alleviate some demonstrable and unusual hardship, which will result if the strict letter of the regulations were carried out and which is not generally applicable to signs within the district.

The proposed signs are part of the marketing program for the 20.86-acre Lexington Trace subdivision consisting of 106 townhouse units in 21 buildings, which is currently under construction in the southwest quadrant of Route 59 and Butterfield Road. The subdivision property has limited frontage along Butterfield Road and Route 59. Access to the new townhomes is provided off Barkley Avenue from Butterfield Road and off Duke Parkway from Route 59. The proposed system of real estate and directional signs would allow identification and marketing of the new housing development to Route 59 and Butterfield Road traffic, as well as provide directional arrows pointing to the subdivision site's entrance. Larger sign faces would provide better visibility along both highways, which have a posted speed limit of 45 miles per hour. Staff feels that literal application of the Sign Ordinance would present practical difficulties.

- b. The alleged hardship has not been directly created by any person having a proprietary interest in the premises.

The City-owned property is located on a prominent corner of a well-travelled intersection of Butterfield Road and Route 59, and presents a logical location for the subdivision's marketing signage. The property is undeveloped and is not part of Lexington Trace subdivision. Staff feels that the literal application of the Sign Ordinance would result in a disproportional and ineffective situation with regard to adequately advertising the townhouse subdivision in the southwest quadrant of Route 59 and Route 56. Staff does not feel this situation has been created by any person having a proprietary interest in the premises.

- c. The proposed variation will not be materially detrimental to the public welfare or injurious to other property or improvements in the neighborhood.

The proposed temporary signs would provide marketing information about the new townhouse subdivision generally located in the southwest quadrant of Route 59 and Butterfield Road. Staff does not feel the proposed temporary signage will be materially detrimental to the public welfare or injurious to other property or improvements in the neighborhood.

- d. The proposed variation will not impair an adequate supply of light and air to adjacent property, increase the danger of fire or endanger the public safety.

If the signage is installed as described and conditioned in this Staff Report, staff does not believe the proposed signage will impair an adequate supply of light and air to adjacent properties, increase the danger of fire, or endanger the public safety.

- e. The proposed variation will not alter the essential character of the locality.

The proposed signage is temporary and will be removed once the subdivision construction is completed. If the signage is installed as described in this Staff Report, staff does not believe it will alter the essential character of the locality.

- f. The proposed variation is in harmony with the spirit and intent of the Warrenville Sign Ordinance.

Staff feels the proposed variances are the minimum necessary for the Applicant to effectively market the subdivision that has limited exposure to Route 59 and Butterfield Road.

It is important to note that the Zoning Board of Appeals makes recommendations to the City Council on Sign Ordinance variation approval requests.

RECOMMENDED APPROVAL CONDITIONS:

Staff recommends the following conditions be attached to any positive Zoning Board of Appeals recommendation on the variation approval requests outlined in this Staff Report:

1. **Compliance.** The signs shall be installed in accordance with the proposed Sign Location Exhibits, prepared by Haeger Engineering, dated 5/1/19.
2. **Setbacks.** The signs must be installed with a minimum setback of ten feet from the property line and outside of the vision clearance triangle, as defined in the Zoning Ordinance.
3. **Building Permit.** A building permit shall be obtained for the proposed signage.
4. **Removal.** The signs shall be removed when less than six (6) units remain for sale.

CONCLUSION

Based on the information and findings outlined in this Staff Report, staff recommends the Zoning Board of Appeals recommends City Council approval of variations from Section 8-14-6.B.2.b of the Warrenville Sign Ordinance to increase the maximum area from 32 to 64 square feet and increase the height from 8 to 10 feet of the two large real estate signs and Section 8-14-7.D to allow for the installation of two off-site real estate signs on vacant property.