

**CANTERA SUBAREA G – SIGNAGE**

December 19, 2019

**Project Number**

2019-0938

**Applicant**

CBRE Property Management

**Subject Property Location**

28250 and 28248 Diehl Road

**Property Owners**

Cantera 30 Theatre, LP

**Zoning**

S-D Special Development,  
Commercial Center Use Area  
Designation

**Existing Land Use**

Commercial

**Comprehensive Plan**

Office

**Submittals**

Exhibit A



**LOCATION MAP**

**INTRODUCTION**

In this case, CBRE Property Management (the “Applicant”) is requesting approval of:

1. A Major Planned Unit Development Amendment;
2. Site Specific Amendments that would allow Lot/Development Entry Signs to (i) exceed the maximum height, area, and number limitations, and (ii) reduce the minimum street right-of-way line setback requirements contained in Section VI.D.3 of the Cantera Development Control Regulations; and
3. Exceptions to the Warrenville Sign Ordinance to

increase the area and height of convenience signs.

These requests, if approved, would allow for the installation of a comprehensive system of new permanent ground and convenience signs in the parking lot and along Diehl Road, Winfield Road, and Interstate 88 frontages of the Regal Theater/Main Event property in Cantera Subarea G.

The Subject Property is generally located south of Interstate 88, west of Winfield Road, and north of Diehl Road. The Subject Property includes Regal Movie Theater, Main Event Entertainment, two restaurant outlots and stormwater management detention ponds.

The Legal Notice of Public Hearing for this request was published in the Daily Herald newspaper on November 20, 2019. **A public hearing for this request was held by the Plan Commission on December 5, 2019, and continued to the December 19, 2019, meeting to allow staff time to prepare a detailed recommendation on the Applicant's request. This Staff Report does not currently reflect any public input that might be provided at the December 19, 2019, 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 continued public hearing must be reviewed by staff before a revised recommendation can be made.**

## **BACKGROUND**

The Subject Property is developed in accordance with the approved Preliminary and Final PUD documents and subsequent PUD amendments. The Preliminary Plat of Subdivision and PUD for Subarea G was approved by the City Council on September 3, 1996, by Ordinance #1521. The Final Plat of Subdivision and Final PUD plans for an approximately 5,912-seat, 30-screen movie theater building and associated surface parking lot was approved by the City Council on February 3, 1997, by Ordinance #1564. A Minor PUD Amendment was approved by the Plan Commission on September 6, 2012, which allowed remodeling of an approximately 46,000-square foot portion of the building into a multi-venue entertainment complex.

No comprehensive ground signage was proposed as part of the original or subsequent additional development in Subarea G. The need for an effective ground signage system identifying entertainment and restaurant venues in Subarea G was brought forward by various tenants in the Subarea. City staff discussed the need for comprehensive signage with the property ownership for over a decade. During the Preliminary Plat of Subdivision and Preliminary PUD approval for the apartment complex development proposed in Subarea G by Covington Realty, it was agreed that such comprehensive signage system for Subarea G would be prepared and implemented as part of the apartment project development. Ordinances #O2018-22 and #O2019-46 approving preliminary and final Plat and PUD for the apartment development documented this requirement.

## **ANALYSIS**

Documents listed on Exhibit A have been submitted to the Community Development Department, distributed to the Plan Commission/Zoning Board of Appeals, and are the basis for the review comments contained in this report. Copies of any or all of the submitted documents are available upon request at the Community Development Department and may be viewed on the City website at <https://www.warrenville.il.us/747/Cantera-Subarea-G-Signage> .

The Applicant is proposing to construct seven free-standing ground signs on the Subject Property to improve wayfinding and visibility of the businesses from Winfield Road, Diehl Road, and Interstate 88.

As shown on the site plans, the existing Regal Theater monument sign located at the northwest corner of Diehl and Winfield Roads will be removed and not replaced.

All of the proposed signs will have letters that are treated with a day/night film. The letters will

look black or blue during the day. The letters will appear white, when backlit at night. An example product sheet was submitted as part of the application.

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

1. One approximately 300-square foot (20 feet by 15 feet per face), 32-foot tall, illuminated lot/development entry sign along Interstate 88, north of the movie theater. Per the Plan Commission recommendation on December 5, 2019, the Applicant revised the proposed sign to illuminate “Cantera Center Warrentonville” and two Cantera logos located in the lower portion of the sign. Updated sign drawing (page #3 of the Signage Plan) are listed in the Exhibit A.
2. One approximately 50.5-square foot (approximately 5.4 feet by 9.4 feet) and nine-foot tall, illuminated lot/development entry sign at the main (eastern) full-access entrance off Diehl Road.
3. One approximately 72-square foot (6.3 feet by 11.4 feet), ten-foot tall, illuminated lot/development entry sign at the right-in/right-out Winfield Road entrance.
4. One approximately 18-square foot (2 feet by 9 feet), approximately five-foot tall, illuminated convenience sign in the parking lot at the main entrance off Diehl Road.
5. One approximately 72.5-square foot (6.3 feet by 11.5 feet), ten-foot tall, illuminated lot/development entry sign at the western right-in/right-out entrance off Diehl Road.
6. One approximately 18-square foot (2 feet by 9 feet), approximately five-foot tall, illuminated convenience sign at the southwest corner of the theater’s parking lot.
7. One approximately 18-square foot (2 feet by 9 feet), approximately five-foot tall, illuminated convenience sign in the theater’s parking lot at the end of the Winfield Road entrance.

In addition to the new signage installation, the Applicant is proposing to remove the existing sign at the northwest corner of Winfield and Diehl Roads. The area would be restored with landscaping as illustrated on the Landscape Plan prepared by Daniel Weinbach and Partners, dated December 9, 2019.

**I. MAJOR PUD AMENDMENT FOR SUBAREA G** (This request requires a formal public hearing before the Plan Commission)

The proposed signage constitutes a major change to the previously approved Subarea G PUD, and therefore, requires a Major Amendment to the Final Planned Unit Development (PUD) for the Regal Theater and Main Event Entertainment property, in accordance with Appendix D Amendments to Approved Plans for the SD District of the Cantera Development Control Regulations.

***It is important to note that the Plan Commission makes recommendations to the City Council on Major PUD Amendment requests.***

## II. SITE SPECIFIC AMENDMENTS TO THE CANTERA DEVELOPMENT CONTROL REGULATIONS AND EXCEPTIONS TO THE WARRENVILLE SIGN ORDINANCE (This request requires a formal public hearing before the Plan Commission)

According to Section VI.D.3 of the Cantera DCRs, lot/development entry signs shall not exceed 160 square feet in area (cumulative for all sign faces) or measure more than 12 feet in height. One lot/development entry sign shall be allowed along each street frontage of the property. Entry signs shall be set back not less than 12.5 feet from the street right-of-way line.

According to Section 8-14-6.A.1.f of the Sign Ordinance, small convenience signs cannot exceed three square feet per face. While small convenience signage does not require a sign permit, the proposed signage exceeds the maximum area and requires exceptions from the Sign Ordinance, in accordance with Section III of the Cantera DCRs.

The Applicant is proposing to install the following lot/development entrance signs on the Subject Property and requests the following approvals (signs locations are illustrated on the submitted Site Plan):

1. Sign A. Approximately 300-square foot (20 feet by 15 feet per face), 32-foot tall, illuminated lot/development entry sign along Interstate 88, north of the movie theater.

**A site specific amendment from Section VI.D.3 of the Cantera DCRs to increase the maximum height of the lot/development entrance sign from 12-feet tall to 32-feet tall, increase the total maximum area of the lot/development entrance signs from 160-square feet to 600-square feet, and decrease the minimum street ROW setback from 12.5 feet to approximately four feet at the base of the sign (the most projecting element at the top of the sign would be approximately 1.5-feet from the property line).**

2. Sign B. Approximately 50.5-square foot (approximately 5.4 feet by 9.4 feet) and nine-foot tall, illuminated lot/development entry sign at the main (eastern) full-access entrance off Diehl Road.

**A site specific amendment from Section VI.D.3 of the Cantera DCRs to increase the maximum number of entry signs along a street frontage from one to two signs.**

3. Sign F. One approximately 72.5-square foot (6.3 feet by 11.5 feet), ten-foot tall, illuminated lot/development entry sign at the western right-in-right-out entrance off Diehl Road.

**A site specific amendment from Section VI.D.3 of the Cantera DCR to increase the maximum number of entry signs along a street frontage from one to two signs.**

4. Signs E, G, and H. Approximately 18-square foot (2 feet by 9 feet), approximately five-foot tall, illuminated convenience signs to be installed in the parking lot at the main entrance

off Diehl Road, at the southwest corner of the theater's parking lot, and at the end of the Winfield Road entrance.

**An exception from Section 8-14-6.A.1.f of the Sign Ordinance to increase the maximum area of the convenience signs (Signs E, G, and H) from three-square feet to 18-square feet.**

### **CITY OF WARRENVILLE PUD APPROVAL CRITERIA**

In recommending approval or conditional approval of a General Site Plan for an SD District Development (including Development Control Regulations associated therewith), a Revised Preliminary/Final Plan for a Planned Unit Development (PUD), or Site Specific Amendments to the Cantera Development Control Regulations, the Cantera Development Control Regulations require the Plan Commission transmit to the City Council written findings of fact that the application meets all of the criteria below, or will meet them when they are in compliance with the Commission's conditions. The City Council shall, in granting approval or conditional approval, also find that all of the following criteria are met or will be met when the conditions to which the approval is made subject are in compliance (staff response is in *italics*):

#### **1. Superior Design**

The PUD represents a more creative approach to the unified planning of development and incorporates a higher standard of integrated design and amenity than could be achieved under otherwise applicable zoning district and subdivision regulations, and solely on this basis, modifications to the use and design standards established by such regulations are warranted.

*The proposed comprehensive system of signs would effectively identify the existing restaurant and entertainment businesses, as well as potential residential apartments along Interstate 88 expressway and Diehl and Winfield Roads fronts. In addition, the proposed three directional signs in the parking lot would help visitors navigate through the Subarea G site. As proposed, the signs would have coordinated design and high-quality materials.*

#### **2. Meets PUD Requirements**

The PUD meets the requirements for Planned Unit Developments set forth in this Ordinance, and no modifications to the use and design standards otherwise applicable are allowed other than those permitted herein.

*The proposed monument signs are all integrated into quality masonry bases with Cantera-specific aesthetic elements. The signs are proposed outside of vision clearance triangles. With the exception of Site Specific Amendment/Exceptions outlined in the Analysis section of this Staff Report, the proposed signage is in compliance with the applicable regulations.*

#### **3. Consistent with City Plan**

The PUD is generally consistent with the objectives of the City Comprehensive Plan, as viewed in light of any changed conditions since its adoption.

*Cantera Subarea G is developed with commercial uses in accordance with the City's Comprehensive Plan. The implementation of the proposed signage program in Subarea G would improve visibility and thus help vitality of the existing commercial uses. The approval and implementation of the proposed signage project also advances GOAL #1 (Economic Development) of the City's 2015 Economic Development Plan.*

#### 4. Public Welfare

The PUD will not be detrimental to the public health, safety, morals, or general welfare.

*The proposed would improve general welfare and safety by improving wayfinding and identifying businesses.*

#### 5. Compatible with Environs

Neither the PUD nor any portion thereof will be injurious to the use and enjoyment of other properties in its vicinity, seriously impair property values or environmental quality in the neighborhood, nor impede the orderly development of surrounding property.

*The proposed signage system is viewed as a desired improvement in Subarea G. It is not believed that the proposed project will be injurious to the use or enjoyment of other properties in the vicinity, seriously impair property values or environmental quality in the neighborhood, or impede the orderly development of surrounding property.*

#### 6. Natural Features

The design of the PUD is as consistent as practical with the preservation of natural features of the site such as flood plains, wooded areas, steep slopes, natural drainage ways, or other areas of sensitive or valuable environmental character.

*The proposed signage does not negatively affect the existing natural features on the Subject Property.*

#### 7. Circulation

Streets, sidewalks, pedestrian ways, bicycle paths, off-street parking, and off-street loading as appropriate to the planned land uses are provided. They are adequate in location, size capacity, and design to ensure safe, efficient circulation of automobiles, trucks, bicycles, pedestrians, fire trucks, garbage trucks, and snow plows as appropriate, without blocking traffic, creating unnecessary pedestrian-vehicular conflict, creating unnecessary through traffic within the PUD, or unduly interfering with the safety or capacity of adjacent streets.

*The proposed signage does not affect the existing site circulation established on the Subject Property.*

#### 8. Open Spaces and Landscaping

The quality and quantity of public and common open spaces and landscaping provided are consistent with the higher standards of design and amenity required of a PUD. The size, shape,

and location of a substantial portion of the total public and common open space provided in residential areas render it useable for recreation purposes.

*Decorative landscaping is proposed around the sign bases.*

#### 9. Covenants

Where individual parcels are to be later sold, adequate provision has been made in the form of deed restrictions, homeowners or condominium association, or the like for:

- a. The preservation and maintenance of any open spaces, thoroughfares, utilities, water retention or detention areas, and other common elements not to be dedicated to the City or another public body.
- b. Such control of the use and exterior design of individual structures, if any, as is necessary for continuing conformance to the PUD Plan, such provision to be binding on all future ownership.

*The proposed signage would be constructed and maintained by the management company contracted by the Property Owner.*

#### 10. Public Services

The land uses, intensities, and phasing of the PUD are consistent with the anticipated ability of the City, the school districts and other public bodies to provide and economically support police and fire protection, water supply, sewage disposal, schools, and other public facilities and services without placing undue burden on existing residents and businesses.

*The proposed signage does not require additional public services.*

#### 11. Phasing

Each development phase of the PUD can, together with any phases that precede it, exist as an independent unit that meets all of the foregoing criteria and all other applicable regulations herein, even if no subsequent phase should ever be completed. The provision and improvement of public or common area improvements, open spaces, and amenities--or the provision of financial sureties guaranteeing their improvement--is phased generally proportionate to the phasing of the number of dwelling units or amount of non-residential floor area.

*Per the Applicant, the proposed signs would be installed and one existing sign would be removed in one phase.*

**It is important to note that the Plan Commission makes recommendations to the City Council on Site Specific Amendments and Exceptions requests.**

### **III. STAFF RECOMMENDED APPROVAL CONDITIONS**

Based on the review of the submitted information and the Plan Commission input at the December 5, 2019, public hearing, staff recommends the following conditions be attached to any positive Plan Commission recommendation on the requested approvals:

1. Signs shall be installed in substantial conformance with the design and details illustrated on the submitted documents listed on Exhibit A.
2. The “Cantera Center Warrenville” and Cantera logos portion of Sign A shall be internally illuminated, as illustrated on page 3 of the Signage Plan prepared by Poblaki sign company, dated December 9, 2019.
3. The Applicant shall obtain a Building Permit for the signs’ installation.
4. The exact location of the monument signs shall be finalized prior to Building Permit issuance, provided that sign setbacks shall comply with the applicable setback and vision clearance triangle requirements of the Cantera Development Control Regulations and Warrenville Sign Ordinance, unless otherwise approved by the City Council. Signs shall not be installed in conflict with underground utilities. The Applicant shall provide a Site Plan illustrating the location of the proposed signs and existing underground City utilities at the time of Building Permit application for the signs.
5. All dead/dying landscape materials around the proposed signage shall be removed and replaced. A final landscape inspection shall be performed by the City prior to Building Permit close out.

## **CONCLUSION**

***Based on the information and findings outlined in this Staff Report, staff recommends the Plan Commission pass the following motion:***

***The Plan Commission recommends City Council approval of the Major Planned Unit Development Amendment, Site Specific Amendment from the Cantera DCRs, and Exceptions to the Warrenville Sign Ordinance, all as detailed on pages 4 and 5 of this Staff Report, which collectively would allow installation of three monument and three directional signs in Cantera Subarea G, as illustrated on the application documents listed on Exhibit A, subject to the Applicant complying with the conditions listed in Section III of this Staff Report.***

## **ATTACHMENTS**

Exhibit A: Submitted Documents

**Submitted Documents**

1. Site Specific Amendment Application, prepared by CBRE, dated 10-29-19
2. Signage Plan and Landscaping Plan, prepared by Poblocki, dated April – November 2019 with page #3 revised on December 9, 2019
3. 3M Product Bulletin, submitted 11-20-19
4. Owner Letter, prepared by Cantera 30 Theatre, L.P., dated 11-14-19
5. Sign D Removal and Replanting Plan prepared by Daniel Weinbach and Partners, dated 12-9-19
6. Landscape Plan prepared by Daniel Weinbach and Partners, dated 12-9-19