



CITY OF PARK RIDGE

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DEPARTMENT OF COMMUNITY
PRESERVATION AND DEVELOPMENT

Date: January 24, 2012
To: Planning and Zoning Commission
From: Jon Branham, City Planner *JTB*
Subject: Text Amendments to Section 14.11.B (Hospital District Signs) of the Zoning Ordinance,
Zoning Case Number: TA-12-01

Introduction

Advocate Health Care, applicant, proposes text amendments to the Zoning Ordinance for changes to Section 14.11.B – Hospital District Signs, in accordance with the requirements of Section 4.8 of the Zoning Ordinance.

This case was tabled at the January 10, 2012, meeting. At the meeting, the Commission discussed clarifying the proposed language and possibly reducing the amount of proposed changes to the text.

Attached is a revised redlined document drafted by the applicant which includes the proposed changes to the Zoning Ordinance that would allow the applicant to move forward with the current proposal to update signage at the hospital campus. All signs proposed would be only be allowed at a five-acre or larger hospital campus.

Notification requirements for this application have been satisfied. A legal notice for the public hearing was published in the *Park Ridge Herald-Advocate*.

Information Submitted by the Applicant & Staff Analysis

The applicant has revised the language for directional signs. The proposed change now reflects an introductory paragraph which states that a directional sign plan should be submitted for hospital campuses in excess of five (5) acres.

Additionally, the proposed directional sign size has been modified to show a maximum height of 10'-6" and a maximum size of 48 square feet. Currently, the maximum height is seven (7) feet for directional signs and 32 square feet is the maximum size permitted. The applicant has stressed that the directional sign size increase is critical for emergency and other wayfinding purposes at the hospital.

The applicant has maintained the proposal for one ground sign for purposes of identifying the entire campus. The "Campus Identification Ground Sign" would be allowed with a maximum height of 25 feet. The applicant has reduced the allowable square footage of the sign to 150 square feet from the previously suggested 350 square feet.

The applicant has eliminated the request that each building on the hospital campus would be allowed a ground monument sign. The applicant has also eliminated the request to amend the size requirements for wall signs.

Section 14.11.B currently states that signs in the Hospital District should comply with the sign regulations in the B-3 District.

For reference purposes, the largest ground monument sign currently permitted in the B-3 Commercial District is eight (8) feet in height and the maximum size requirements for ground monument signs permitted in business districts is 50 square feet (Section 14.6.B). The largest ground pole sign currently permitted in the B-3 Commercial District is 20 feet in height and 50 square feet (Section 14.6.C).

Examples of proposed signs are attached. A site plan is also attached.

Appearance Commission

All proposed ground and wall signs would be required to be reviewed and approved by the Appearance Commission.

Standards for Text Amendments

The applicant has submitted a statement which addresses the standards for text amendment in Section 4.8, Table 1, of the Zoning Ordinance.

Planning and Zoning Commission Action

The Planning and Zoning Commission should review and consider the proposed text amendments in accordance with Section 4.8 of the Zoning Ordinance and the standards for text amendments in Section 4.8, Table 1 (attached). In taking action on the case, the Commission shall make findings of fact regarding the noted standards.

The Commission may decide to recommend approval, recommend approval with conditions, or recommend denial to the City Council.

Attachments

January 18, 2012

City of Park Ridge
Mr. Jon Branham
Community Preservation and Development
505 Butler Place
Park Ridge, IL 60068-4182

RE: Advocate Health Care
[Text Amendment – 1775 Dempster Street]

Mr. Branham:

We appreciate your continued assistance with the above noted project. In accordance with Section 4.8 of the City of Park Ridge, Zoning Ordinance; we respectfully submit the following statement and proposed text amendment language for consideration.

Standards

- A. The extent to which, the proposed amendment promotes public, health, safety, comfort, convenience and general welfare of the City.

Response: The proposed text amendment language will promote positive traffic management and identification of the multiple structures and services offered within a large-scale medical campus. A consistent and professionally designed wayfinding program will encourage a cohesive design base for directional, public/private transportation, service/delivery and identification signage. The proposed language will afford Advocate Health Care and other large-scale medical facilities the ability to implement appropriately designed signage within existing developments taking into account potential expansion while meeting the needs of motorists and pedestrians navigating the public and private roadways.

- B. The relative gain to the public, as compared to the hardship imposed upon the applicant.

Response: Advocate Health Care provides urgent, in/out patient and a compliment of additional medical services within the five (5) acre campus located at 1775 Dempster Street. The proposed amendment will allow for a professionally designed sign program that will employ a consistent design format for directional, public/private transportation, service/delivery and identification signage.

- C. The consistency of the proposed amendment with the Comprehensive Plan.

Response: The subject property and use is compliant with the Comprehensive Plan. The proposed language will encourage excellence in sign design for large-scale medical developments and assist the general public with positive traffic management within the campus and the immediate public road system surrounding the development.

- D. The consistency of the proposed amendment with the intent and general regulations of this ordinance.

Response: The proposed text amendment meets the spirit and intent of the zoning ordinance and will afford the general public with a consistent sign program including site identification, wayfinding, urgent care and public/private transportation.

- E. Whether the proposed amendment corrects an error or omission, adds clarification to existing requirements, or reflects a change in policy.

Response: Approval if granted will address large scale Hospital developments and the campus environment. The existing ordinance does not adequately address a development of this scale and will encourage excellence in sign design and planning.

- F. That the proposed amendment will benefit the residents of the City as a whole, and not just the applicant, property owner(s), neighbors of any property under consideration, or other special interest groups, and the extent to which the proposed use would be in the public interest and would not serve solely the interest of the applicant.

Response: The proposed text amendment will allow appropriate identification of a large scale Hospital campus with public and private transportation amenities and multiple services to the benefit of the immediate community and patrons seeking on-site services outside of the City of Park Ridge.

- G. Whether the proposed amendment provides a more workable way to achieve the intent and purposes of this Ordinance and the Comprehensive Plan.

Response: The proposed text amendment and approval if granted will benefit the applicant, community and compliment the current planning process established by the City of Park Ridge when addressing large scale Hospital developments.

H. The extent to which the proposed amendment creates nonconformities.

Response: Approval of the text amendment will not create non-conformities or conflict with the current ordinance as written. The proposal as drafted is based on the specific land use and performance is based on land area.

I. The extent to which the proposed amendment is consistent with the overall structure and organization of the Ordinance.

Response: The proposed language if approved will compliment the structure and organization of the current ordinance. The proposed amendment meets the spirit and intent of the current ordinance as a living document and promotes excellence in sign planning.

Text Amendment

Section 14.11: Sign Standards for Special Purpose Districts [Limited to 14.11 (B) Hospital District and Sub-Sections]

B. Hospital District

Signs within the Hospital District shall comply with the sign regulations for the B-3 District, except as follows:

1. Directional Signs (Permanent)

A hospital campus in excess of five (5) acres will submit a directional sign plan with proposed signs at scale including plat of survey, certified site plan, location of proposed directional signs and set back from property lines.

a. Such signs may designate hospital entrances, parking, walkways, emergency room locations, public and private transportation, and other hospital-related facilities, as well as entrances or exists, by means of symbols, logo or words.

Cont'd – Page 4
Advocate Health Care

d. Directional signs may have a maximum height of ten feet - six inches (10'-6") and a maximum surface area of forty-eight (48) square feet.

3. Campus Identification Ground Sign

One (1) Campus Identification Ground Sign shall be permitted for a hospital campus in excess of five (5) acres to provide primary identification of the entire campus. A Campus Identification Ground Sign shall be limited to twenty-five (25) feet in height and a maximum sign surface area of one hundred fifty (150) square feet.

Respectfully,

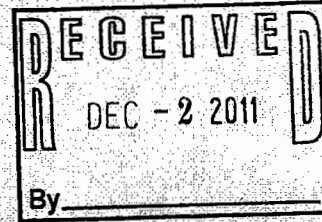
Doug Merritt, Agent
Professional Permits
PO BOX 664
Notre Dame, IN 46556
574-257-2954 (office)
574-257-2724 (fax)



Zoning Text Amendment Application

City of Park Ridge

Community Preservation and Development Department . 505 Butler Place . Park Ridge, IL . 60068
Phone: (847) 318-5291 . Fax: (847) 318-6411 . www.parkridge.us



Case Number: TA-12-01

Applicant Information:

Name: Advocate Health Care

Phone: 574-257-2954

Address: PO BOX 664

E-mail: dm@professionalpermits.com

Notre Dame, IN 46556

Summary of Requested Zoning Text Amendment (refer to Section 4.8 of the Zoning Ordinance):

See Attachment "A"

I hereby certify, as the undersigned applicant, that the above statements and attached documentation are true and correct to the best of my knowledge.

Signature of Applicant

11/29/11
Date

Q. Unsafe Signs

No sign or other advertising structure shall constitute a hazard to safety or health by reason of inadequate design, construction, repair or maintenance.

14.10 MASTER SIGN PLAN REQUIRED

The purpose of a Master Sign Plan is to provide for coordinated signs on multi-tenant buildings. The intent is to create a plan whereby current tenants can establish a sign design on the building, which can then provide sign guidelines to future tenants.

- A. For commercial development with multiple tenants, where more than one (1) wall sign, awning or canopy is proposed, the applicant shall submit a master sign plan for review and approval by the Planning and Zoning Commission.
- B. A master sign plan shall provide for coordinated design for all building-mounted signs and shall include, at a minimum, criteria and specifications for general appearance, format of message, font size and style, lighting, location and construction materials, and shall not cover or overhang any architectural feature. Where signs are to be located on a wall of a multi-tenant strip commercial development, they shall be located at a generally uniform height on the building wall.

14.11 SIGN STANDARDS FOR SPECIAL PURPOSE DISTRICTS

A. Open Space District

Each use permitted in the Open Space District shall be permitted one (1) identification sign not to exceed fifty (50) square feet in sign area. The maximum height of any ground sign shall be ten (10) feet. The minimum setback from the property line for ground signs shall be ten (10) feet.

B. Hospital District

Signs within the Hospital District shall comply with the sign regulations for the B-3 District, except as follows:

1. Directional Signs (Permanent)

- a. Such signs may designate hospital entrances, parking, walkways, emergency room locations, and other hospital-related facilities, as well as entrances or exits, by means of symbols or words.
- b. One (1) directional sign is permitted for each driveway access from a public street. One (1) additional directional sign is permitted for each intersection of driveways within a site, to identify traffic routing, entrances and services, such as drive-in lanes. Additional directional signs may be permitted subject to Zoning Administrator approval.
- c. Directional signs shall be located entirely on the property to which they pertain. Directional signs shall not project beyond the property line.
- d. Directional signs may have a maximum height of seven (7) feet and a maximum surface area of thirty-two (32) square feet. (Ordinance 2009-50, 7/6/2009)
- e. Directional signs may be illuminated.



2. Wall Signs

One (1) wall sign for identification of each building shall be permitted provided the surface area of such sign shall not exceed one-hundred (100) square feet.

C. Educational Boarding District

All signs and sign regulations that are permitted and applicable within the B-2 District shall apply to the Educational Boarding District.

D. Sexually-Oriented Business District

All signs and sign regulations that are permitted and applicable within the B-2 District shall apply to the Sexually-Oriented Business District. However, electronic message signs are prohibited.

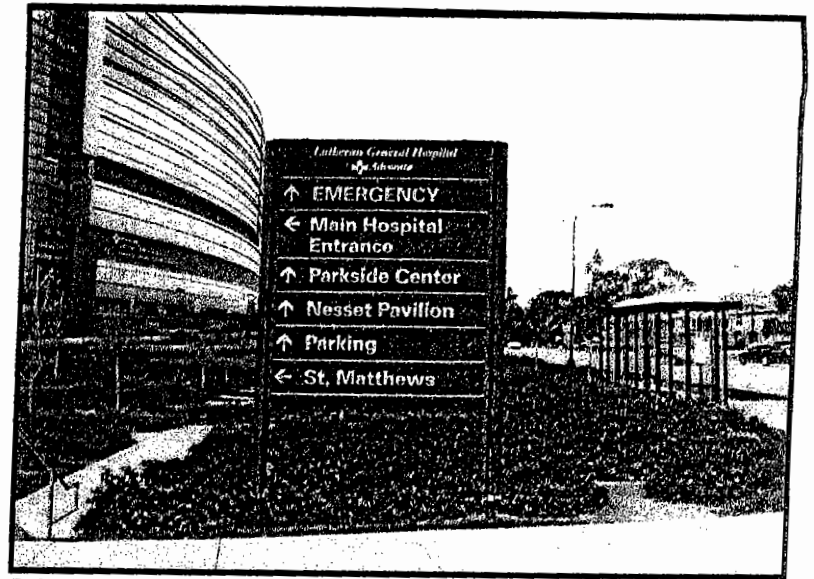
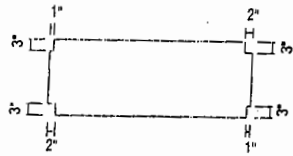
E. Parking District

Only directional signs, in accordance with Section 14.7.C (Directional Signs (Permanent)), shall be permitted in the Parking District.

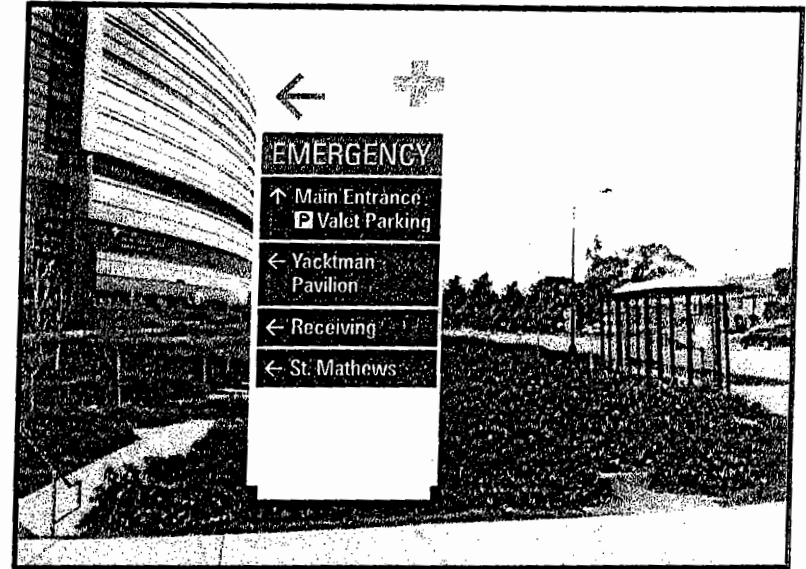
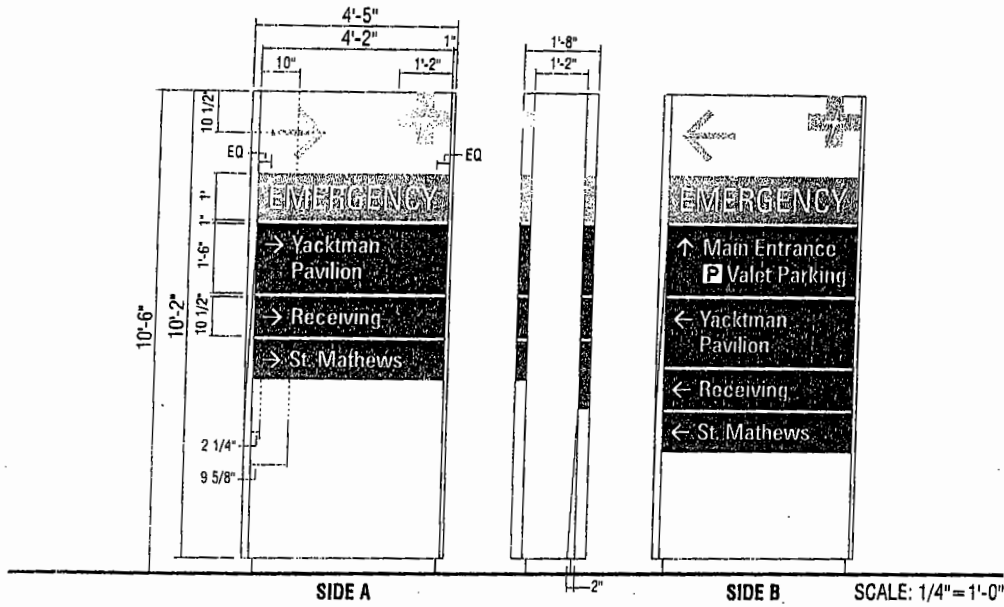
14.12 NONCONFORMING SIGNS

Any sign lawfully existing prior to the enactment of this Section, but which could not be erected in accordance with the provisions of this Section shall be deemed to be a legally nonconforming sign and may continue to be in existence with the following conditions:

- A.** The sign must be properly maintained in a safe condition. No nonconforming sign shall have any changes made in the words or symbols used or the message displayed on the sign unless the sign is specifically designed for changeable copy. Any other changes made will be to bring the nonconforming sign into conformance with the provisions of this Section.
- B.** No nonconforming sign shall be allowed to remain after the activity, business, or use to which it relates has been discontinued.
- C.** If a nonconforming sign is damaged in such a manner that the estimated expense of repairs exceeds fifty percent (50%) of its replacement value, the sign shall not be allowed to remain and must be removed.
- D.** Nothing in this Section shall relieve the owner or user of a legal nonconforming sign or structure, or the owner of the property on which it is located, from the provisions of this Section regarding safety, maintenance and repair of signs and structures. However, any repainting, cleaning or other normal maintenance or repair hereof shall not modify the sign, structure or copy in any way which makes it more nonconforming.

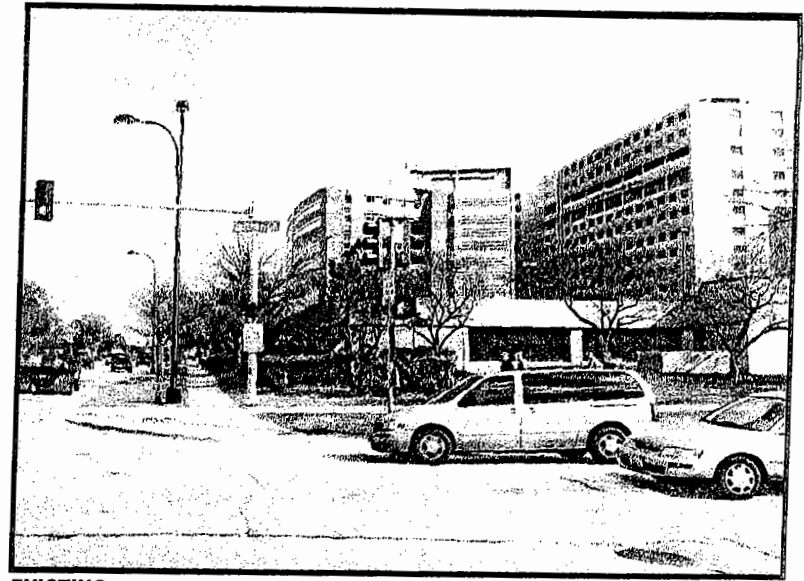
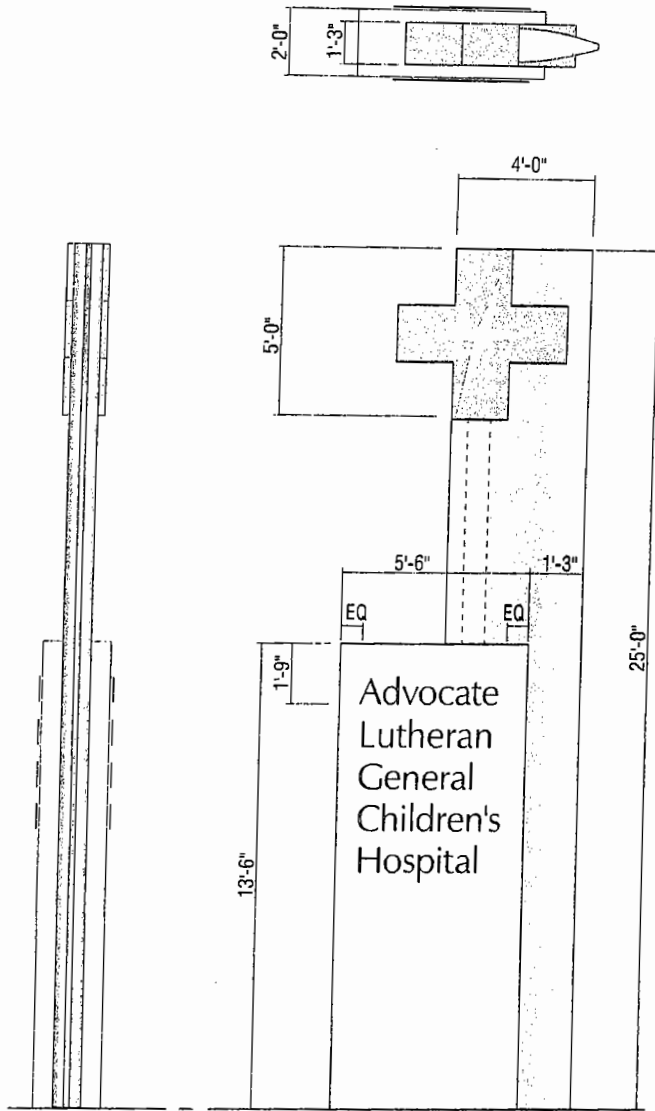


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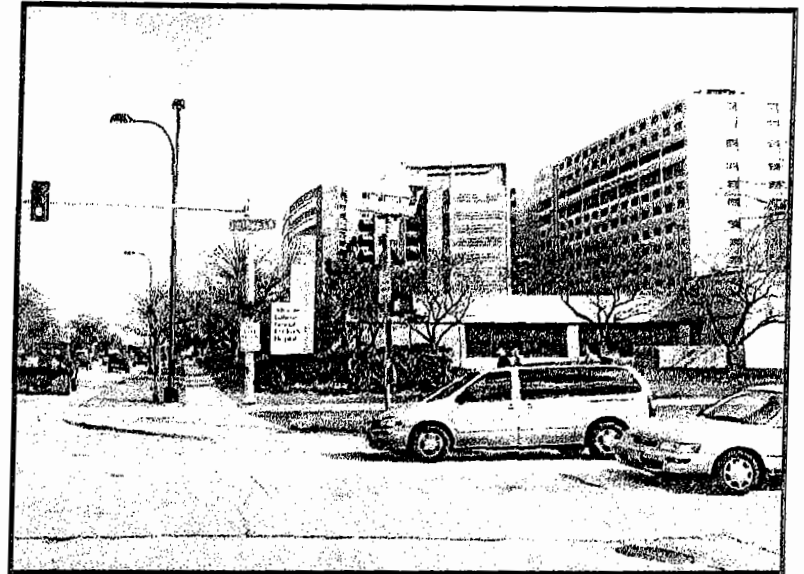


PROPOSED

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| | | LOCATION #: N/A | FILE PATH: Active\ACCOUNTS\A\Advocate Health Care\2011_Locations\Lutheran General Park Ridge\3321_0000_Lutheran_General | Drawings are the exclusive property of Icon Identity Solutions Inc. Any unauthorized use or duplication is not permitted. | | | |



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| | ADDRESS: 1775 Dempster St. CITY/STATE: Park Ridge, IL ZIP: 60068-1143 | PROJECT #: 3321 LOCATION #: N/A | SUBMITTAL IS: <input type="checkbox"/> APPROVED <input type="checkbox"/> APPROVED AS NOTED <input type="checkbox"/> REVISED AND RESUBMIT | CLIENT CONTRACTOR _____ DATE _____ | DATE: 10/17/11 Rev. 1: 00/00/00 Rev. 2: 00/00/00 Rev. 3: 00/00/00 Rev. 4: 00/00/00 Rev. 5: 00/00/00 | SCALE: As Noted DRAWN BY: KWK PAGE #: 3 | DRAWINGS PREPARED BY: | <i>The Icon Companies</i> <small>Icon Identity Solutions ImageCore Maintenance Services</small> |
| | FILE PATH: Active\ACCOUNTS\A\Advocate Health Care\2011_Locations\Lutheran General Park Ridge\3321_0000_Lutheran_General | | <small>Drawings are the exclusive property of Icon Identity Solutions Inc. Any unauthorized use or duplication is not permitted.</small> | | | | | |

- H. The extent to which the proposed amendment creates nonconformities.

Response: Approval of the text amendment will not create non-conformities or conflict with the current ordinance as written. The proposal as drafted is based on the specific land use and performance is based on land area.

- I. The extent to which the proposed amendment is consistent with the overall structure and organization of the Ordinance.

Response: The proposed language if approved will compliment the structure and organization of the current ordinance. The proposed amendment meets the spirit and intent of the current ordinance as a living document and promotes excellence in sign planning.

Text Amendment

Section 14.11: Sign Standards for Special Purpose Districts [Limited to 14.11 (B) Hospital District and Sub-Sections]

B. Hospital District

Signs within the Hospital District shall comply with the sign regulations for the B-3 District, except as follows:

1. Directional Signs (Permanent)

a. Such signs may [be wall or ground mounted] designate hospital entrances, [building name], parking, walkways, emergency room locations, public and private transportation, and other hospital-related facilities, as well as entrances or exists, by means of symbols, logo or words.

b. [Ground mounted:] One (1) directional sign is permitted for each driveway access from a public street. One (1) additional directional sign is permitted for each intersection of driveways within a site, to identify traffic routing, [building name], entrances and services, such as drive-in lanes. Additional directional signs may be permitted subject to Zoning Administrator approval.

i. A hospital campus in excess of five (5) acres will submit a directional sign plan with proposed signs at scale including plat of survey, certified site plan, location of proposed directional signs and set back from property lines taking into account any sight vision requirements at intersecting internal or public road ways to the Zoning Administrator for review and approval. Directional signs may include the name and logo of the use to promote a uniform design throughout the development.

ii. Wall mounted: Directional signs shall be limited to eighteen (18) square feet in sign area.

c. Directional signs shall be located entirely on the property to which they pertain. Directional signs shall not project beyond the property line.

d. Directional signs may have a minimum height of seven (7) [six (6)] feet and a maximum surface area of thirty-two (32) square feet, [per side].

e. Directional signs may be illuminated.

2. Wall Signs

One (1) wall sign for identification of each building shall be permitted provided the surface area of such sign shall not exceed one-hundred (100) square feet. [Proposed Amendment Below]

i. One (1) wall sign per building elevation shall be permitted provided the surface area of such sign(s) shall not exceed 10% of the façade or 200 sqft whichever is less with the following condition:


ii. Additional wall sign(s) may be permitted subject to Zoning Administrator approval to adequately identify the emergency/ambulance access points.

3. Ground Identification Sign

One (1) Ground Identification Sign of monument or pole design shall be permitted for a hospital campus in excess of five (5) acres to provide primary identification of the entire campus. A Ground Identification Sign shall be limited to twenty-five (25) feet in height and a maximum sign surface area of three-hundred fifty (350) square feet and shall be set back from the property line a minimum of ten (10) feet; however, no part of any Ground Identification Sign shall be located on the public right-of-way.

i. A hospital campus in excess of five (5) acres will be allowed individual building or service identification signs. Each ground monument sign shall be limited to nine (9) feet in height and a maximum sign surface area of forty-five (45) square feet.

Respectfully,



Doug Merritt, Agent
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AS OF 1/10/12