

# City Council

## Agenda Cover Memorandum

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Meeting Date: February 6, 2012

Item Title: First reading of an ordinance for text amendments to Section 14.11.B (Hospital District Signs) of the Zoning Ordinance, Zoning Case Number TA-12-01

Action Requested:

<input checked="" type="checkbox"/>	Approval
<input type="checkbox"/>	For discussion
<input type="checkbox"/>	Feedback requested
<input type="checkbox"/>	For your information

Staff Contact: Cathy Doczekalski, CP&D Manager  
Phone Number: 847/318-5296  
Email Address: cdoczeka@parkridge.us

Background:

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.

The applicant requests text amendments to Section 14 (Signs), specifically to Section 14.11.B. regarding Hospital District Signs. The applicant is in the process of updating signage at the hospital campus. Some signs exist and would be replaced and new signs are also proposed. All signs proposed would only be allowed at a five-acre or larger hospital campus.

The changes to the ordinance include the requirement of a directional sign plan submittal to the City, increasing the size of directional signs, allowing the use of logos on the signs to accommodate a branding program for Advocate and the addition of a hospital campus identification ground sign

The Planning and Zoning Commission held a public hearing on the matter on January 10, 2012 and January 24, 2012. The Commission recommended approval of the text amendments with a 7 to 0 vote with 2 members being absent.

Recommendation:

Move approval of first reading of an ordinance for text amendments to Section 14.11.B (Hospital District Signs) of the Zoning Ordinance, Zoning Case Number TA-12-01.

Budget Implications:

Does Action Require an Expenditure of Funds:  Yes  No

If Yes, Total Cost:

If Yes, is this a Budgeted Item:  Yes  No

If Budgeted, Budget Code (Fund, Dept, Object)

Attachments:

- Draft ordinance
- Staff memo dated January 24, 2012
- Application packet
- Approved minutes from the January 10, 2012 Planning and Zoning Commission meeting

The draft minutes from the January 24, 2012 Planning and Zoning Commission meeting are included after all three agenda items.

ORDINANCE NO. \_\_\_\_\_

**AN ORDINANCE OF THE CITY COUNCIL  
OF THE CITY OF PARK RIDGE, ILLINOIS ZONING ORDINANCE**

**WHEREAS**, a duly noticed public hearing was held by the Planning and Zoning Commission of the City of Park Ridge on January 10, 2012 and January 24, 2012, on the application of Advocate Health Care for text amendments to Section 14.11.B of the Zoning Ordinance, Zoning Case Number TA-12-01, pursuant to Section 4.8 of the Zoning Ordinance of the City of Park Ridge;

**WHEREAS**, the Planning and Zoning Commission has made findings of fact in support of the text amendment and has recommended to the City Council that such text amendment be approved;

**WHEREAS**, there has been compliance with all applicable provisions of the Zoning Ordinance of the City of Park Ridge;

**NOW, THEREFORE, BE IT ORDAINED** by the Mayor and the City Council of the City of Park Ridge, Cook County, Illinois, as follows:

**SECTION 1:** The Mayor and the City Council approve and adopt the findings and recommendation of the Planning and Zoning Commission and incorporate by reference such findings and recommendation.

**SECTION 2:** Section 14.11, entitled, "Sign Standards for Special Purpose Districts," Paragraph B, entitled "Hospital District," shall hereby be amended to read as follows:

**B. Hospital District**

Signs within the Hospital District shall comply with the sign regulations for the B-3 District (as shown in Figure 29C), except as follows:

**1. Directional Signs (Permanent)**

A hospital campus in excess of five (5) acres shall submit a directional sign plan with proposed signs at scale. This shall include a plat of survey, a professionally prepared site plan showing the location of proposed directional signs and set backs 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 exits, by means of symbols, logos 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)~~ ten feet ~~six inches (10' 6")~~ and a maximum surface area of ~~thirty-two (32)~~ forty-eight (48) 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.

## 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.

**SECTION 3:** This Ordinance shall be in full force and effect from and after its passage, approval and publication according to law.

**SECTION 4:** The City Clerk is hereby authorized and directed to publish said Ordinance in pamphlet form according to law.

Adopted by the City Council of the City of Park Ridge, Illinois this \_\_\_\_\_ day of \_\_\_\_\_, 2012.

VOTE:

AYES:

NAYS:

ABSENT:

Approved by me this \_\_\_\_\_ day of \_\_\_\_\_, 2012

\_\_\_\_\_  
David F. Schmidt, Mayor

Attest:

\_\_\_\_\_  
Betty W. Henneman, City Clerk

A certified copy of this Ordinance was published in pamphlet form by

\_\_\_\_\_ this \_\_\_\_\_ day of \_\_\_\_\_, 2012.



## CITY OF PARK RIDGE

505 BUTLER PLACE  
PARK RIDGE, IL 60068  
TEL: 847/ 318-5291  
FAX: 847/ 318-6411  
TDD: 847/ 318-5252

URL: <http://www.parkridge.us>

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,

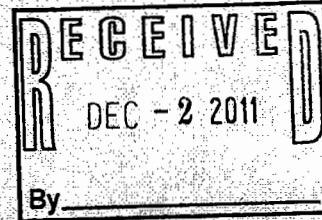
Doug Merritt, Agent  
Professional Permits  
PO BOX 664  
Notre Dame, IN 46556  
574-257-2954 (office)  
574-257-2724 (fax)



# 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.

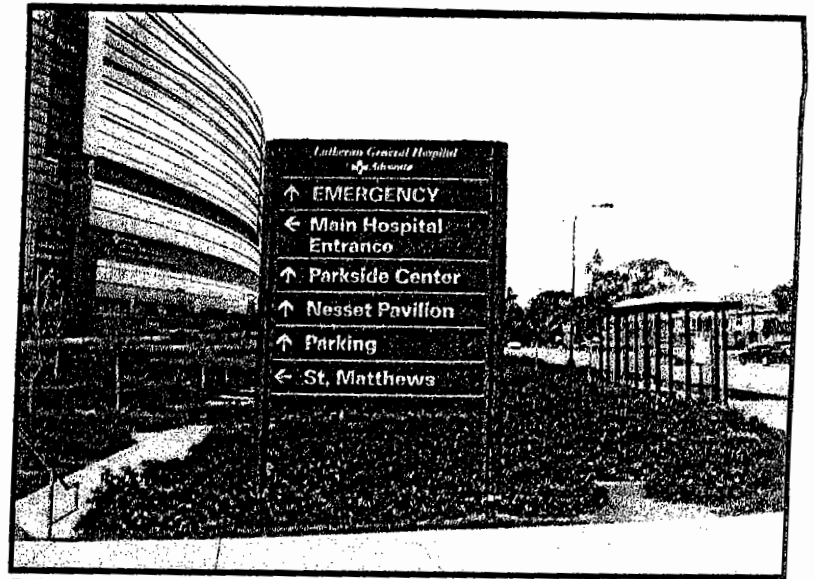
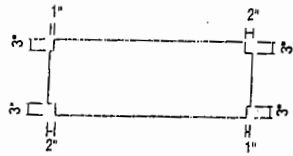
### **E. Parking District**

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

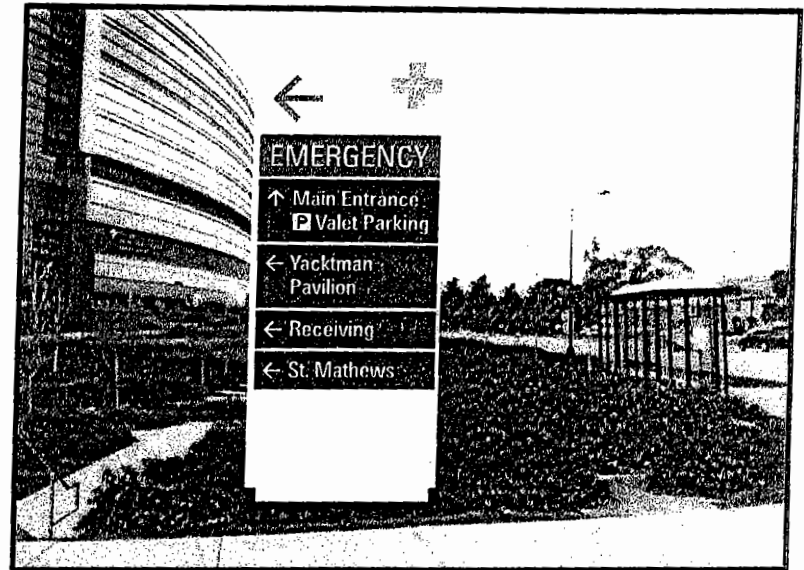
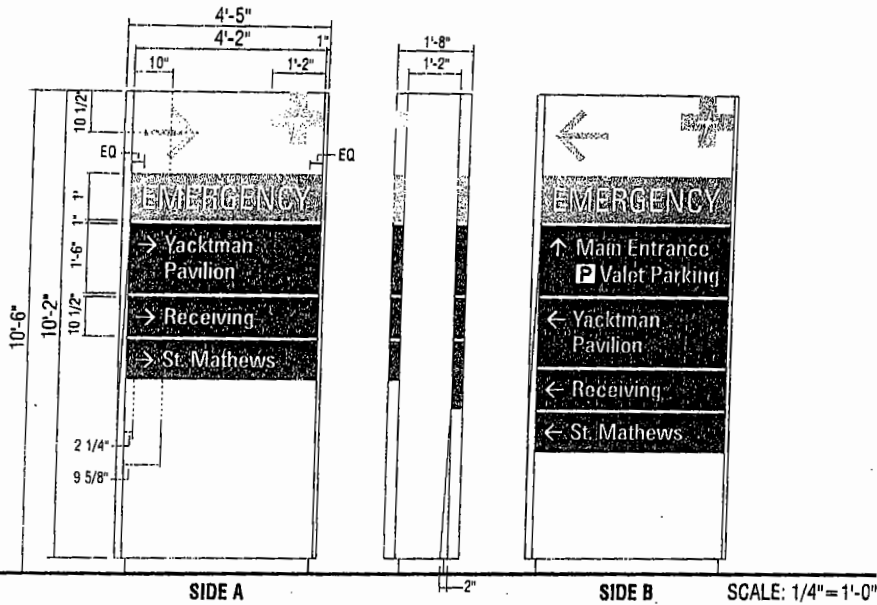
## **14.12 NONCONFORMING SIGNS**

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.

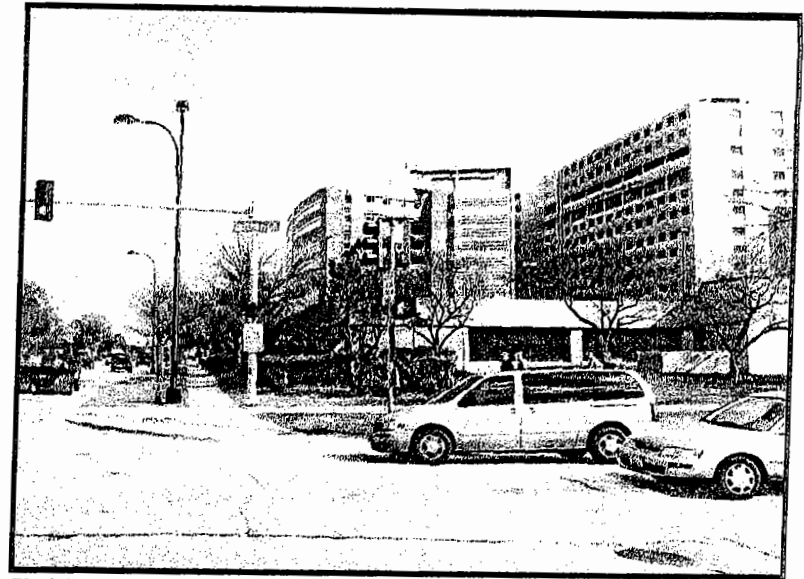
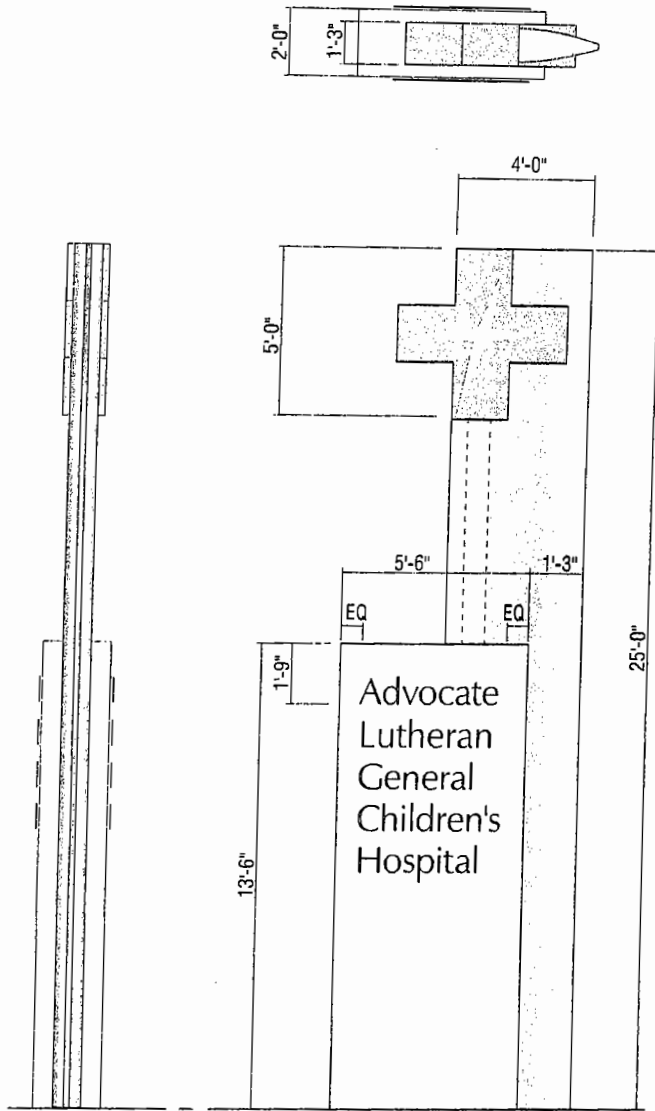


EXISTING

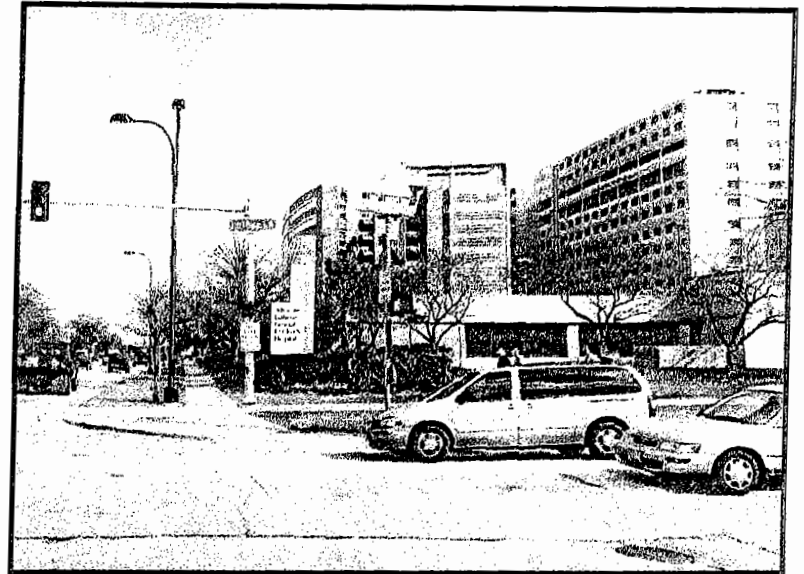


PROPOSED

	<b>K-2210</b> ADDRESS: 1775 Dempster St. CITY/STATE: Park Ridge, IL ZIP: 60068-1143	PROJECT #: 3321	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 #: 60	DRAWINGS PREPARED BY:   
		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.			



EXISTING



PROPOSED

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

AS OF 1/10/12



## CITY OF PARK RIDGE

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URL: <http://www.parkridge.us>

DEPARTMENT OF COMMUNITY  
PRESERVATION AND DEVELOPMENT

### PLANNING & ZONING COMMISSION

**Regular Meeting**  
**Tuesday, January 10, 2012**  
**City Hall, City Council Chambers**  
**505 Butler Place**  
**Park Ridge, Illinois**

#### MINUTES

Chairman Marr called the meeting to order at 7:00 p.m.

#### **A. Roll Call**

##### Present

Alfredo Marr, Chairman  
Joe Baldi  
John Bennett  
John Kocisko  
Anita Rifkind

##### Staff

Jon Branham  
Laura Kleiner

##### City Council

None

##### Absent

Aurora Abella-Austriaco  
Louis Arrigoni  
Mary Catherine Wells  
Chris Zamaites

##### Others

Approximately 4 citizens

#### **B. Approval of Minutes –December 13, 2011**

It was moved by Commissioner Baldi and seconded by Commissioner Bennett, that the minutes of the meeting held on December 13, 2011, be approved as submitted. The remaining Commissioners, by voice vote, unanimously approved the submitted minutes.

#### **C. Development Cases**

1. Case Number TA-12-01: Text Amendment to the Zoning Ordinance for changes to Section 14.11.B - Hospital District Signs

Chairman Marr explained the public hearing process and swore in all interested in testifying.

Jon Branham summarized his memo dated January 10, 2012. He stated that Advocate Health Care, applicant, requests text amendments to Section 14.11.B regarding Hospital District Signs. Advocate Health Care is in the process of updating signage at the Lutheran General Hospital campus and is proposing changes to the current Zoning Ordinance that would allow the applicant to move forward with its current proposal for signage. All signs proposed would only be allowed at a five-acre or larger hospital campus. If the changes are not made to the Zoning Ordinance, many of the signs would require variances to be allowed.

Commissioner Baldi questioned if the new language being proposed reflected current trends in signage. Commissioner Bennett questioned if all of the changes were necessary.

Chairman Marr noted that there was movement this year to revise the entire sign portion of the Zoning Ordinance and stated that the changes approved at this time could likely be affected.

Douglas Merritt, 115 South Main St, Mishawaka, IN, representing the applicant, stated that there was a proposal this year for Advocate Medical Group to replace all of their signage for better brand recognition and easier way-finding on the hospital campus. Mr. Merritt supported Mr. Branham's suggestion for a maximum height for the directional signs and requested that height be 12 feet for the proposed bus stop sign. He introduced Roberto Orozco, Planning Design Manager for Advocate Lutheran General Hospital, who reviewed a power point presentation of the proposed signage.

Mr. Orozco, 2025 Windsor Mall, Park Ridge, noted that Lutheran General Hospital wanted to initiate better brand cohesiveness throughout the Advocate system through signage that helped protect the safety and satisfaction of the public visiting the hospital, increased the awareness of the growth and changes at the hospital through consistent external branding, and increased efficiency by eliminating redundant signage. Advocate had assembled a project team that reviewed trends in the industry and conducted several workshops. The "light within" logo selected is used in other Advocate locations. Lutheran General is hoping to install them in the spring of 2012.

Mr. Merritt noted that way-finding was an important aspect of the signs because of the large size of the property. He stated that the shuttle bus sign is needed to be higher to make it visible above traffic traveling through the campus. He noted that the higher signs are also very narrow.

Commissioner Rifkind questioned the square footage of the front entry sign. Mr. Merritt stated that the 350 square foot figure included both the front and the back surfaces. He agreed that the revised measurements suggested by staff would be acceptable.

Commissioner Rifkind also questioned changing the ordinance to be based on a percentage of the building and the number of non-conforming signs. She noted that the non-conforming signs could remain without any changes to the Zoning Ordinance.

Chairman Marr noted that the purpose of the Zoning Ordinance was to correct non-conformities and Ms. Rifkind noted her concern about the impact of changing language in this section that may affect other signs in the City. Mr. Merritt stated that Advocate had tried to qualify this by stating that this language applied only to hospitals over five acres.

Commissioner Baldi questioned the meaning of building elevation as opposed to building. Mr. Merritt explained that building elevation referred to the sides or faces of the building.

Mr. Merritt stated that they were asking to identify the building with one wall sign per elevation to better help the public find their way around the campus.

Chairman Marr questioned the wording for monument or pole signs and if pole sign were necessary, when the past trend in Park Ridge was to eliminate pole signs. Jon Branham stated that monument signs were required to have a masonry base. He suggested maintain the language to acknowledge the sign as a ground sign.

On a motion by Commissioner Rifkind, seconded by Commissioner Kocisko, the Commission voted to close the public hearing.

Chairman Marr stated that in the past he was reluctant to modify the Zoning Ordinance text for a specific location, but in this case he would support the changes with the suggested modifications.

Commissioner Bennett declared that he found many of the suggested changes to be unnecessary. He stated that the suggested changes to Sections 14.11.B.1.a. and b. were redundant and should not be changed. Commissioner Rifkind stated that the proposed wording makes it more restrictive. She noted that this proposal only applied to hospitals and this was the only hospital in Park Ridge, so this was really a Master Sign Plan for the hospital done through the Zoning Ordinance.

He suggested changing the proposed Section 14.11.B.1.i to read: "A hospital campus in excess of five (5) acres will submit a directional sign plan with proposed signs of scale including plat of survey, certified site plan, location of proposed directional signs and set back from property lines." He suggested deleting the next sentence and adding the paragraph which stated: "Directional signs may include the name and logo of the use to promote a uniform design throughout the development."

Chairman Marr disagreed with removing the proposed language, stating that he preferred having City staff do the background check for the signs. He also reiterated that this will possibly all be changed when the sign section of the Zoning Ordinance is rewritten.

Commissioner Rifkind also questioned the outline numbering proposed for this section of the Ordinance.

Commissioner Bennett proposed removing the colon in Section 14.11.B.1.ii. Commissioner Rifkind and Chairman Marr stated that they did not agree with this change.

Commissioner Bennett pointed out that in Section 14.11.B.1.d the word "minimum" is not indicated as a change from the current language. The Commissioners agreed that the minimum height is not important and that a fixed maximum height should be stated. The Commissioners discussed changing the height maximum.

Commissioner Bennett discussed Section 14.11.B.2 concerning wall signs. He suggested changing the proposed 200 square feet wall signs allowance back to the original wording of the Ordinance to 100 feet for one wall sign, permitting additional wall signs not exceeding 200 square feet or 10% of the façade.

The Commissioners discussed limiting signs to each elevation of the hospital. Chairman Marr suggested using the four cardinal directions to identify the elevations. Commissioner Bennett suggested tying the allowable signage to the entrances.

Commissioner Bennett proposed changing the wording of Section 14.11.B.2 to read: "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. He also suggested adding a paragraph which stated: "Additional wall sign(s) may be permitted subject to Zoning Administrator approval to adequately identify the emergency/ambulance access points, provided that the total surface area does not exceed 10% or 200 square feet."

Commissioner Rifkind suggested removing the words "emergency/ambulance" from the proceeding suggestion.

Commissioner Baldi suggested having the applicant submit a sign plan review identifying the different buildings to be identified.

Commissioner Bennett proposed changing the language from "Ground Identification Sign" to "Campus Identification Sign.". He also suggested changing the allowable maximum sign surface area to a lower number. Mr. Bennett suggested eliminating the last sentence "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.", because it was redundant.

Commissioner Rifkind proposed that the "Campus Identification Signs" include wall signs.

Commissioner Rifkind made a motion, seconded by Commissioner Baldi, to reopen the public hearing. The Commissioners agreed to reopen the public hearing.

Mr. Merritt stated that Advocate's goal is to allow the needed signage to assist the community and has worked hard to identify the different kinds of signs and make them work within the current Zoning Ordinance as well as with the proposed modifications.

Commissioner Rifkind suggested separating out the bus stop sign from the other directional since it was the tallest sign at 12-feet. Chairman Marr stated that there may still need to be a variance for a few signs that would still not fit within what may be changed within the Ordinance.

On a motion by Commissioner Baldi, seconded by Commissioner Kocisko, the Commission

AGREED to table the Text Amendments to the Zoning Ordinance for changes to Section 14.11.B – Hospital District Signs, Zoning Case TA-12-01, until the January 24, 2012 meeting.

Vote on the motion was as follows:

- AYES   5   Commissioners Baldi, Bennett, Kocisko, Marr, and Rifkind
- NAYES   0   None
- ABSENT   4   Commissioners Abella-Austriaco, Arrigoni, Wells and Zamaites

The motion passed.

**C. City Council Liaison Report - None**

**D. Other Items for Discussion**

Commissioner Bennett inquired about the new category for the City Council Liaison Report on the agenda. Chairman Marr reported that this was to help keep the Commission informed about what is happening in City Council.


Commissioner Bennett also asked if it would be possible to provide training for Planning and Zoning Commissioners. Mr. Branham stated that he could check into possible seminars and web-based training and would forward any information. He stated the American Planning Association generally offered such services throughout the year.

Chairman Marr stated staff is organizing a task force to examine the sign ordinance and suggest possible changes. They are to meet on the third Thursday of every month at 7:30 a.m. He stated that he has been asked to be on this committee. The chairmen of the other Boards and Commissions are also involved with the task force.

**E. Citizens wishing to be Heard on Non-Agenda Items - None**

**F. Adjournment** – The meeting was adjourned at 8:40 p.m.

PLANNING & ZONING COMMISSION

  
\_\_\_\_\_  
Alfredo Marr, Chairman

01.24.2012  
\_\_\_\_\_  
Date approved

These minutes are not a verbatim record of the meeting but a summary of the proceedings.