

# Request For Board Action

**REFERRED TO BOARD:** February 16, 2015

**AGENDA ITEM NO:** 11

**ORIGINATING DEPARTMENT:** Community Development

**SUBJECT:** Approval of a Resolution granting a Sign Variance for Antioch Dodge; PZB15-02

**SUMMARY AND BACKGROUND OF SUBJECT MATTER:**

The Combined Planning Commission and Zoning Board conducted a public hearing on February 12, 2015 following notification as required by State Law and Village Ordinances to consider a Sign Variance Request pursuant to Title 10-15 of the Village Code.

Antioch Dodge is currently updating its facility to new corporate standards. As part of the upgrade, Antioch Dodge will be advertising the presence of four unique franchises; Dodge, Chrysler, Jeep, and Ram. Corporate has required that the dealership comply with its signage standards. Each vehicle line, plus the Mopar Service advertisement is to be incorporated into the new façade.

**SUMMARY AND RECOMMENDATION**

Based on the petition review, the applicant meets a number of review standards listed in the zoning ordinance for variances; and therefore staff made positive recommendation regarding the variance petition. In its review, staff and the Planning and Zoning Board acknowledged the following findings and standards from 10-15 of the Village Code.

1).The demonstration practical design difficulty (Standard (a) iv));

The existing dealership, as situated in one building, carries multiple new vehicle franchises all with unique brand identity. The ability to advertise its full line of products in this instance is an essential element to the business with a consumer expectation and demand for early identification of the product line that is unique to this particular sector.

2). The requested variation does not permit a use otherwise excluded from the zoning district in which the property is located. (Standard (b)); and

The dealership is an existing use and complies with the underlying zone.

3). The conditions or circumstances upon which the request is based apply to the land for which the variation is sought, and is not generally applicable in the zoning district.

It is atypical to see a land use and business hold multiple franchises or fall under corporate mandates to promote a number of unique brands.

4). The variance does not generally conflict with the intent of the Village's Comprehensive Plan.

The stated intent and purpose of the street graphics ordinance is to reduce the visual clutter and promote visibility and along Village streets thereby improving the appearance and safety of the street frontages. This standard is directly derived from Principal 14 of the Comprehensive Plan, calling for the creation of a cohesive signage program.

In this instance, additional coordinated permanent signage that is designed as part of the building architecture, rather than an afterthought or temporary in nature, supports the creation of a clutter free environment and improves the overall aesthetic and safety of the area and corridor.

A letter from the PZB is included in your packets.

**FINANCIAL IMPACT:** None

**DOCUMENTS ATTACHED:**

1. Letter of Recommendation from the Planning and Zoning Chairmen
2. Resolution
3. Staff report to the Planning and Zoning Board
4. Petition

**RECOMMENDED MOTION:**

Motion to accept the recommendation from the Planning and Zoning Board to approve a sign variance request and approve a resolution granting a sign variance to Antioch Dodge.

**RESOLUTION NO. \_\_\_\_\_**

**A RESOLUTION APPROVING A VARIANCE FOR  
SIX WALL SIGNS TO BE LOCATED  
ON THE ANTIOCH DODGE DEALERSHIP BUILDING LOCATED AT  
105 ILLINOIS ROUTE 173  
(FILE NO. PZB 15-02)**

**WHEREAS**, Peter Larson of Antioch Dodge, is an owner of certain property located within the Village of Antioch, situated at 105 Illinois Route 173, which property is legally described as set forth within Exhibit A hereto, and which property is hereafter described as the “Subject Property”, and

**WHEREAS**, Peter Larson, (“Petitioner”), has petitioned the Village for approval of a variance from the Village’s Sign Code, in which it seeks to install 5 walls signs at 112 square feet bearing the Dodge, Chrysler, Ram, Jeep, and Mopar corporate logos, and

**WHEREAS**, the Combined Planning Commission and Zoning Board (“PZB”) conducted a public hearing, following notification as required by law, on February 12, 2015, and

**WHEREAS**, following testimony from the petitioner and Staff, the PZB concluded with a positive recommendation, and

**WHEREAS**, the Village Board has received the recommendations of the PZB, and has duly deliberated upon the issues and it thereupon makes the following factual findings:

1. The proposed wall signs are intended to identify each franchise within the structure and their proposed location is in conformity with the sight lines, distances and other parameters of the Village’s Sign Code;
2. The Petitioner has provided adequate proof that it has made a significant investment in remodeling and modernizing the entire car dealership, and that corporate mandates require the use of signage meeting their developed and trademarked branding;
3. The variance sought is limited to one sign per franchise located in the main building, and the public interest in strictly enforcing the Village’s Sign Code does not outweigh the substantial harm that could befall the dealership if the variance is not granted;
4. Reviewing the scope of the potential hardship, which is dictated by a major corporation that is not itself a citizen of Antioch, is an appropriate factor for the Village Board to consider in determining whether or not to grant a variance from the Sign Code.

5. The variance does not generally conflict with the intent of the Village's Comprehensive Plan. The stated intent and purpose of the street graphics ordinance is to reduce the visual clutter and promote visibility and along Village streets thereby improving the appearance and safety of the street frontages. This standard is directly derived from Principal 14 of the Comprehensive Plan, calling for the creation of a cohesive signage program.
6. Under these circumstances, additional coordinated permanent signage that is designed as part of the building architecture, rather than an afterthought or temporary in nature, supports the creation of a clutter free environment and improves the overall aesthetic and safety of the area and corridor.

**NOW, THEREFORE, BE IT RESOLVED BY THE PRESIDENT AND BOARD OF TRUSTEES OF THE VILLAGE OF ANTIOCH, ILLINOIS, AS FOLLOWS:**

**SECTION ONE.** The Mayor and Board of Trustees of the Village of Antioch hereby find the facts as stated in the preamble hereof are true and correct and said findings are made a part of this Resolution.

**SECTION TWO.** The wall signs as depicted on the application submitted by the Petitioner be and are approved and Village Staff is directed to issue an appropriate permit therefor.

**SECTION THREE.** Notwithstanding the variance so granted, the wall signs shall be installed and maintained in conformity with all otherwise applicable provisions of the Antioch Sign Code and the other municipal ordinances of the Village of Antioch.

**SECTION FOUR.** This Resolution shall be in full force and effect from and after its passage and approval as provided by law.

YEAS: \_\_\_\_\_

NAYS: \_\_\_\_\_

ABSENT: \_\_\_\_\_

PASSED and APPROVED this \_\_\_ day of \_\_\_\_\_, 2015.

\_\_\_\_\_  
Lawrence M. Hanson, Mayor

ATTEST:

\_\_\_\_\_  
Lori K. Folbrick, Clerk, Village of Antioch

Trustees  
Dennis B. Crosby  
Mary C. Dominiak  
Jay Jozwiak



Trustees  
Scott A. Pierce  
Ted P. Poulos  
George C. Sakas

**Lawrence M. Hanson, Mayor**  
Candi L. Rowe, Village Clerk

DRAFT

Feb 13, 2015

To: The Honorable Larry Hanson, Mayor; and  
Members of the Village Board of Trustees

From: Ken Karasek, Chairman  
Combined Planning and Zoning Commission

RE: Antioch Dodge Requested Sign Variation, Commonly Known as 115 Route 173, PIN Number 02-17-200-036, in Lake County, Illinois. Approximately ¼ mile, west of Grimm Road and North of Illinois Route 173, Antioch Illinois 60002; PZB 15-02

The Combined Planning Commission and Zoning Board conducted a public hearing on Feb 12th, 2015 following notification as required by State Law and Village Ordinances to consider a sign variance to allow for 6 wall signs and 112 total square feet of signage. Upon closure of the hearing the Planning and Zoning Board recommended approval of the petition requests pursuant to Title 10-15 of the Village Code.

The petitioner representing Antioch Dodge provided the background presentation regarding the application. As part of the ongoing dealership remodel, new signage is proposed to replace the existing signage on site. The signage is based upon the corporate brand and is prescribed to the local dealerships. This prescribed design includes wall signage comprised of an each of the brands carried on site and a Mopar Service sign. As represented by the petitioner, Antioch Dodge has no ability to dictate to corporate over the signage proposed and was seeking relief from the Village to allow for the signage installation.

Staff made an overview of the request to the Village to grant a sign variances from Section 10-14-8 of the Village Code. In summary, the variance does not generally conflict with the intent of the Village's Comprehensive Plan and responds to the 4 unique franchises held in one building.

The stated intent and purpose of the street graphics ordinance is to reduce the visual clutter and promote visibility and along Village streets thereby improving the appearance and safety of the street frontages. This standard is directly derived from Principal 14 of the Comprehensive Plan, calling for the creation of a cohesive signage program.

In this instance, additional coordinated permanent signage that is designed as part of the building architecture, rather than an afterthought or temporary in nature, supports the creation of a clutter free environment and improves the overall aesthetic and safety of the area and corridor. And based upon the review of the standards of 10-15-6 of the Village Code, and the current facts of the case, staff recommended that the variance be approved.

Based upon the review of the petition, testimony provided at the hearing, and relevant code criteria of Title 10 of the Village Code the Planning and Zoning Board recommends the approval of the variance accepting the staff recommendation and findings.

Respectfully submitted,

Ken Karasek, Chairman  
Combined Planning Commission and Zoning Board

**VILLAGE OF ANTIOCH, LAKE COUNTY, ILLINOIS 60002**  
**DEPARTMENT OF PLANNING, ZONING & BUILDING**  
MAILING ADDRESS: 874 MAIN STREET  
OFFICE LOCATION: 882 – B MAIN STREET  
WEEKDAY HOURS: 7:30 AM to 4:00 PM  
PHONE: (847) 395-9462 FAX: (847) 395-9482

**MEMO**

**TO:** Ken Karasek, Chairman; and Members of the  
Combined Planning Commission and Zoning Board

**FROM:** Dustin Nilsen, AICP, Community Development Director

**DATE:** February 12, 2015

**RE:** Antioch Dodge Requested Sign Variation, Commonly Known as 115 Route 173, PIN  
02-17-200-036, in Lake County, Illinois. Approximately ¼ mile, west of Grimm  
Road and North of Illinois Route 173, Antioch Illinois 60002; **PZB 15-02**;

---

This memo is in preparation of the public hearing scheduled for Thursday, February 12, 2015; 7:30 PM.

**PETITIONER:** Peter Larson  
115 Route 173  
Antioch, IL 60002

**EXISTING ZONING:** M-1, Service and Wholesale

**RECENT SITE VISIT:** Monday, January 27, 2013 approx. 12 PM.

**VARIATION:**

To allow the use of 6 wall signs and a total of 112 square feet of signage, Antioch Dodge has petitioned the Village to grant sign variances from Section 10-14-8C and D of the Village Code which limits businesses of like kind to 2 wall signs and 80 square feet of wall sign area.

Antioch Dodge is currently updating its facility to new corporate standards. As part of the upgrade, Antioch Dodge will be advertising that it carries factory new Dodge, Chrysler, Jeep, and Ram vehicle lines. Corporate has required that the dealership comply with its signage standards. Each vehicle line, plus the Mopar Service advertisement is to be incorporated into the new façade.

## **STANDARDS FOR VARIATIONS:**

The standards for a variation approval are listed under Title 10, Chapter 15, Section 6 of the Village Code. In its findings the Planning and Zoning Board should make reference to the standards in its recommendation to the Village Board.

- a. The applicant must present evidence that the proposed variation will not:
  - i. Impair adequate supply of light and air to adjacent property;
  - ii. Unreasonably increase the congestion in public streets;
  - iii. Increase the danger of fire or endanger public safety;
  - iv. Unreasonably diminish or impair established property values within the surrounding area; and
  - v. Merely serve as a convenience to the applicant; there is a demonstrated practical design difficulty involved in this project.
  
- b. The requested variation does not permit a use otherwise excluded from the zoning district in which the property is located.
  
- c. The conditions or circumstances upon which the request is based apply to the land for which the variation is sought, and is not generally applicable in the zoning district.
  
- d. The condition or circumstance is not the result of any action on the part of the applicant.
  
- e. The strict application of the zoning requirement would deprive the applicant of reasonable use of his land.
  
- f. The variation requested is the minimum adjustment needed for the reasonable use of the land.
  
- g. The granting of the requested variation is in harmony with the general purposes and intent of the Zoning Ordinance, and will not be injurious to the neighborhood, detrimental to the public welfare, or in conflict with the Village's Comprehensive Plan.

## **SUMMARY AND RECCOMONDATION**

Based on the petition review, the applicant meets a number of the standards listed above; and therefore staff can make a positive recommendation regarding the variance. In its review, staff recommends the Board acknowledge these findings.

- 1).The demonstration practical design difficulty (Standard (a) iv));

*The existing dealership, as situated in one building, carries multiple new vehicle lines all with unique brand identity. The ability to advertise its full line of products in this instance is an essential element to the business with a consumer expectation and demand for early identification of the product line that is unique to this particular sector.*

2). The requested variation does not permit a use otherwise excluded from the zoning district in which the property is located. (Standard (b)); and

*The dealership is an existing use and complies with the underlying zone.*

3). The conditions or circumstances upon which the request is based apply to the land for which the variation is sought, and is not generally applicable in the zoning district.

*It is not generally typical to see a land use and business required to advertise individual product lines under corporate mandates or to promote a number of unique brands.*

4). The variance does not generally conflict with the intent of the Village's Comprehensive Plan.

*The stated intent and purpose of the street graphics ordinance is to reduce the visual clutter and promote visibility and along Village streets thereby improving the appearance and safety of the street frontages. This standard is directly derived from Principal 14 of the Comprehensive Plan, calling for the creation of a cohesive signage program.*

*In this instance, additional coordinated permanent signage that is designed as part of the building architecture, rather than an afterthought or temporary in nature, supports the creation of a clutter free environment and improves the overall aesthetic and safety of the area and corridor.*

Based upon the review of the standards of 10-15-6 of the Village Code, and the current facts of the case, staff recommends that the variance be approved.

Respectfully submitted,



Dustin Nilsen, AICP  
Director of Community Development

**NOTICE OF PUBLIC HEARING  
COMBINED PLANNING COMMISSION & ZONING BOARD  
VILLAGE OF ANTIOCH**

**FILE NUMBER:** PZB 15-02

**PETITIONER:** Peter Larson  
105 W. Route 173  
Antioch, IL 60002  
847-395-0200

**OWNER:** Same

**PROPERTY:** 105 W. Route 173  
Antioch, IL 60002

Parcel Index Number (PIN): 0217200036

**REQUEST:** Petitioner is requesting a zoning variance to allow the installation of 6 Wall signs to advertise each of manufacturer and auto line carried by the dealership and to allow for additional signage area to accommodate the additional number of signs.

**DATE:** Thursday, February 12, 2015

**TIME:** 7:30 PM or immediately following a previously scheduled hearing.

**PLACE:** Board Room, Village Hall  
874 Main Street, Antioch, IL 60002

All persons desiring to appear and be heard thereon for or against said petition may appear at said hearing and be heard. Interested persons unable to attend may submit written comments prior to the hearing addressed to the Village Clerk at the Village Hall, FAX (847) 395-1920, or e-mail: lfolbrick@antioch.il.gov.

Ken Karasek, Chairman  
Planning & Zoning Board