#2010-34
buy buy Baby
Project Review for Planning and Zoning Commission

Meeting Date: May 19, 2010

Request: Bonus Sign Area for additional wall signage.

Location: 5540 Northwest Highway (Bohl Farm Marketplace)

Acreage: 3.9 acres

Staff Contact: Michelle Rentzsch (815-356-3615)

Background: A Final Planned Unit Development approval was granted for the Bohl Farm Marketplace in 1998 that provided a row of anchor tenants in the main northern building and five outlot buildings closer to Route 14. The main anchor tenants are Dominick's, Kohls, Dress Barn, Target, and the former Linens 'n Things. buy buy Baby will be occupying the former Linens 'n Things location, a tenant space of 33,235 square feet that is located on a lot that is 3.9 acres in area. The original PUD approval granted 150 square feet of wall signage to the former Linens 'n Things tenant space. buy buy Baby is seeking bonus sign area to allow a wall sign that would be 211.58 square feet.

buy buy Baby is a store that caters to young children and those wanting to find a wide range of products for young people. buy buy Baby offers a complete range of nursery and children's furniture, car seats, strollers, and supplies. buy buy Baby was founded in 1996, and had eight stores in just four states (New York, New Jersey, Maryland and Virginia) when it was purchased by the home furnishings retailer Bed Bath and Beyond, Inc. in 2007. Bed Bath and Beyond has since built this chain to encompass 26 locations in 13 states.

buy buy Baby is one of the few big box retailers that is currently in an expansion mode. They have chosen the former Linens 'n Things space for an expansion site within Crystal Lake.

Findings of Fact

In referencing the Unified Development Ordinance for Planned Unit Developments, Article 4-1000F provides for bonus sign area for special circumstances. The ordinances reads,

1. Planned unit developments.

   In a planned unit development, one square foot of wall sign is permitted for every linear foot of building frontage up to 230 square feet in area. Bonus sign area may be granted after considering one or more of the following factors:

(a) For every additional 100 linear feet of building frontage over 250 feet, an additional 10 square feet of wall sign; or

(b) For every additional 100 feet of building setback from the roadway beyond 700 feet, an additional 10 square feet of wall sign; or

(c) For every additional sign character over nine characters and up to 14 characters, an additional 10 square feet of wall sign.

(2) Final bonus sign area is to be determined by the Mayor and City Council, upon review of the recommendations of the Planning and Zoning Commission.

In accordance with the provisions of the UDO, the petitioner is seeking approval of bonus sign area for their wall sign. Via the original PUD, this anchor tenant space was granted 150 square feet of signage. Based on Factors b and c listed above, this anchor tenant building is located 860 feet back from Route 14 and the "buy buy Baby" sign contains 10 characters and would be eligible for an additional 10 square feet of wall signage per each factor, if granted by the City Council after the PZC's review and recommendation.

Based on the criteria provided above and given this anchor tenant's need for additional signage, the petitioner is requesting consideration of final bonus sign area totaling 211.58 square feet in area to permit their proposed sign.

Comprehensive Land Use Plan 2020 Vision Summary Review:

This lot is designated as Commerce, which "represents existing retail and service commercial areas and indicates areas for future commercial uses." Within the Commerce Land Use section of the Comprehensive Plan, the following goals and objectives are applicable to this request:

Objective #1: Promote Crystal Lake as a center of business activity and economic growth both locally and regionally.

- Promote the city as the regional "hub" of McHenry County and encourage businesses to remain, expand and relocate to the city.

Objective #2: Encourage business development that maximizes links to related businesses, infrastructure and customers.

- Encourage of business development along major roads, railroads and the bicycle route network to encourage the movement of goods and people as smoothly and as timely as possible.
- Encourage businesses to locate to different areas throughout the city to best reach their targeted customer base. These sites should range anywhere from the small neighborhood convenience store to the large commercial corridor.

Recommended Conditions:

A motion to recommend approval of the Bonus Sign Area, with the following conditions:

1. Approved plans, to reflect staff and advisory board comments, as approved by the City Council:

A. Application (Inland, received 5/11/10).
B. Sign information (received 5/12/10).

2. Signage
   A. Due to this anchor tenant's distance from the roadway and the length of the business name, the buy buy Baby business is permitted 211.58 square feet of wall signage. All other provisions shall meet the requirements of the Sign Code.

City of Crystal Lake
Development Application

Office Use Only
File # _____

Project Title: Buy Buy Baby Bonus Sign Area

Action Requested

- ___ Annexation
- ___ Comprehensive Plan Amendment
- ___ Conceptual PUD Review
- ___ Final PUD
- ___ Final PUD Amendment
- ___ Final Plat of Subdivision
- ___ Preliminary PUD
- ___ Preliminary Plat of Subdivision
- ___ Rezoning
- ___ Special Use Permit
- ___ Variation
- ✓ Other Bonus Sign Area

Petitioner Information

Name: Inland Comm. Prop. Mgmt.
Address: 2901 Butterfield rd
Oakbrook, IL 60523
Phone: 630-218-7358
Fax: 630-218-5270
E-mail: lev@inlandrealestate.com

Owner Information (if different)

Name: Inland Ryan, LLC
Address: 2901 Butterfield rd
Oakbrook, IL 60523
Phone: 630-218-5262
Fax: 630-218-5270
E-mail:

Property Information

Project Description: Request for bonus sign area

Project Address/Location: 5540 Northwest Highway

PIN Number(s):

Development Team

Please include address, phone, fax and e-mail

Developer: _____

Architect: JTS Architects, 450 E Higgins Ste 202, Elk Grove Village, IL 60007
847-952-9970 / F 847-952-9974

Attorney: _____

Engineer: _____

Landscape Architect: _____

Planner: _____

Surveyor: _____

Other: _____

Signatures

JEAN LEE Jean Lee 5/6/10

PETITIONER: Print and Sign name (*if different from owner*) **Date**

As owner of the property in question, I hereby authorize the seeking of the above requested action.

Jean Lee AS AGENT FOR OWNER JEAN LEE 5/6/10

OWNER: Print and Sign name **Date**

NOTE: If the property is held in trust, the trust officer must sign this petition as owner. In addition, the trust officer must provide a letter that names all beneficiaries of the trust.

Required Application Materials

It is recommended that one (1) set of these materials be submitted to the Planning Department to be reviewed for completeness before submitting the full number of required copies. The documents in bold are required for all requests. Planning staff will indicate which additional materials are required. Plans over 8.5 x 11 must be folded. Please do not roll plan sets. Incomplete applications cannot be processed.

☑ **Application Form** (original plus 22 copies)

☑ **Application Fee** – *See Fee Schedule on page 4* * ∅ NO FEE

☐ **Ownership information** (1 copy) (title insurance, warranty deed, most recent tax bill etc. – if the applicant is not the owner of the property, the owner must also sign the application or submit written acknowledgement of the application)

☐ **Plat of Survey** (22 copies) (must show all dimensions of existing buildings, existing easements and any other structures)

☐ **List of Property Owners within 200 feet,** excluding rights-of-way (1 copy) (list P.I.N. number, name and street address) *See Notification Requirements on page 5.*

Project Drawings:

☐ **Preliminary or Final Site Plan** (22 copies) (include project data [i.e., building area, land area, FAR, coverage, parking and landscaping calculations, etc.] and all site improvements, such as sign location, screened trash container area, loading docks, fire lanes, lighting details, parking, drainage easements)

☐ **Preliminary or Final Engineering** (22 copies) (grading plan, preliminary or final stormwater analysis and supporting calculations, utility plan, erosion control, road profiles, City details)

☐ **Floor Plans** (22 copies)

☑ **Building Elevations** (22 copies) (Revised, per our discussion)

☐ **Landscape Plan** (22 copies) (indicate species, plant location, quantity, size at planting, spacing, and utility easement locations)

☑ **Sign elevations** (22 copies)

Other Documents:

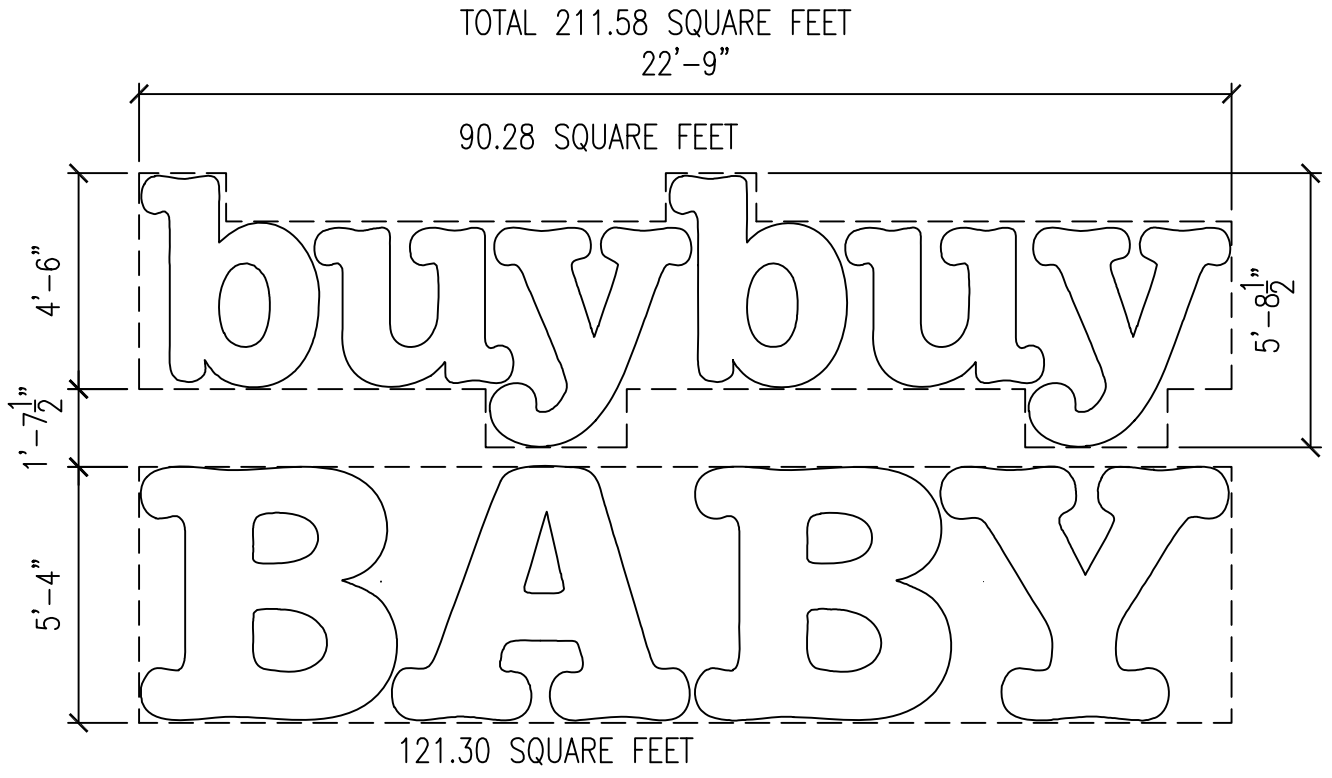
☐ Annexation and/or Zoning Petition (22 copies)

☐ Preliminary or Final Plat of Subdivision (22 copies)

☐ Traffic Study (22 copies)

☐ Tree Survey (22 copies)

☐ Watershed Analysis (22 copies)



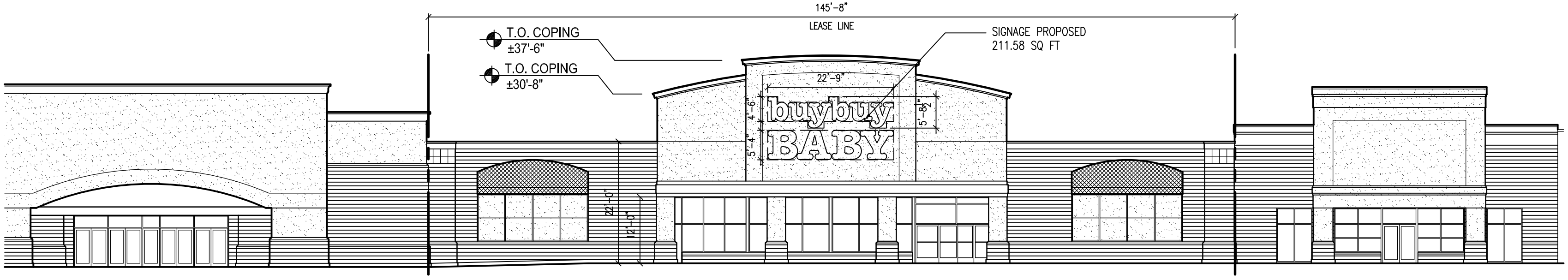
1 SIGNAGE DIMENSIONS

1/4" = 1'-0"



2 SIGNAGE COLORS

NONE



3 SOUTH (FRONT) FACADE

3/32" = 1'-0"

REVISED 05-10-2010

JTS ARCHITECTS
450 E. Higgins Rd . Elk Grove Village, IL 60007 . P 847.952.9970 . F 847.952.9974

BOHL FARM MARKETPLACE

PROPOSED BUY BUY BABY

5540 NORTHWEST HIGHWAY CRYSTAL LAKE, ILLINOIS

Date:	03-15-2010
Sheet / Drawing:	
Job #	2020

ASK

04