

**VILLAGE OF DOWNERS GROVE
REPORT FOR THE VILLAGE COUNCIL MEETING
JANUARY 8, 2013 AGENDA**

SUBJECT:	TYPE:	SUBMITTED BY:
Final Planned Development Amendment – Advocate Good Samaritan Hospital 3815 Highland Avenue	Resolution ✓ Ordinance Motion Discussion Only	Tom Dabareiner, AICP Community Development Director

SYNOPSIS

An ordinance has been prepared amending Planned Development #19 (Good Samaritan Hospital) to allow for permanent placement of a banner.

STRATEGIC PLAN ALIGNMENT

The goals for 2011 - 2018 identified *Strong, Diverse Local Economy*.

FISCAL IMPACT

N/A

RECOMMENDATION

Staff recommends denial of the petition on the January 15, 2013 active agenda.

BACKGROUND

Good Samaritan Hospital filed a petition requesting an amendment to the planned development to remove time restrictions on the display of a banner on the west-facing exterior wall of 3825 Highland Avenue, known as Tower 1 of the hospital, thereby allowing year-round display of a banner. The banner was originally allowed in 2009 as an amendment to the Good Samaritan Planned Development. As part of that amendment, the hospital was permitted to display a 1,200 square foot banner on Tower 1 for up to 180 days per year. No other changes are proposed at this time.

The Village’s Sign Ordinance permits properties to display temporary banners up to 32 square feet for up to eight weeks per calendar year. Due to the diversity of its buildings, uses and users, the property was determined to be unique enough to allow an exception for the display of banners that are 1,200 square feet for 26 weeks for special purposes. The requested amendment would eliminate the display time restrictions.

A comparison of the signage allowance for Good Samaritan and other businesses is provided below:

Table 1 – Sign Comparison under Current Restrictions

	Good Samaritan	General Business
Permanent Signage	300 square feet	300 square feet
Temporary Signage	1,200 sq. ft. & 26 weeks	32 sq. ft. & 8 weeks
Total Allowed	1,500 sq. ft. & 26 weeks for temp. signs	332 sq. ft. & 8 weeks for temp signs

At the time of approval of the 2009 PD amendment, the intention was to use banners to recognize the hospital's awards or other special activities. They are requesting to increase this time to 365 days per year, which is considered permanent display. Permanent display does not meet the intended temporary announcement of unique awards or events, as discussed at the time of that approval.

The Comprehensive Plan designates the property as Institutional/Public. This designation includes government facilities, community service providers and hospitals. The Comprehensive Plan recommends the Village support the operation, improvement and modernization of Good Samaritan Hospital. The proposed modification does not enhance the operation and modernization of the hospital.

The Plan Commission considered the petition at its December 3, 2012 meeting. Two residents spoke, with one opposing the proposal. The Plan Commission found the proposal did not meet the standards of approval for a planned development amendment per Section 28.1607 of the Zoning Ordinance. Based on their analysis, the Plan Commission recommended denial of the amendment to extend the time to place the banner with a vote of 8-1. Staff concurs with the Plan Commission's recommendation. The one member in favor of the amendment noted that Good Samaritan is a unique property and use for the Village and the amendment would be reasonable to accommodate these characteristics.

ATTACHMENTS

Aerial Map

Staff Report with attachments dated December 3, 2012

Draft Minutes of the Plan Commission Hearing dated December 3, 2012

ORDINANCE NO. _____

**AN ORDINANCE APPROVING A FINAL PLANNED
DEVELOPMENT AMENDMENT TO PLANNED DEVELOPMENT #19,
TO INCREASE THE TIME PERIOD ALLOWABLE FOR DISPLAY OF A BANNER**

WHEREAS, the Village Council has previously adopted Ordinance No. 2241 on September 11, 1978, designating the property described therein as Planned Development #19; and,

WHEREAS, the Village Council has, from time to time, approved various amendments to Planned Development #19; and,

WHEREAS, the Owners have filed with the Director of Community Development, a written petition conforming to the requirements of the Comprehensive Zoning Ordinance and requesting an amendment to Planned Development #19 to increase the time period allowable for display of a banner at Good Samaritan Hospital located at 3815 Highland Avenue; and,

WHEREAS, such request was referred to the Plan Commission of the Village of Downers Grove, and the Plan Commission has given the required public notice, conducted a public hearing for the petition on December 3, 2012, and has made its findings and recommendations, all in accordance with the statutes of the State of Illinois and the ordinances of the Village of Downers Grove; and,

WHEREAS, the Plan Commission had recommended denial of the requested petition, subject to certain conditions; and,

WHEREAS, the Village Council has considered the record before the Plan Commission, as well as the recommendations of Plan Commission.

NOW, THEREFORE, BE IT ORDAINED by the Council of the Village of Downers Grove, DuPage County, Illinois, as follows:

SECTION 1. That the provisions of the preamble are incorporated into and made a part of this ordinance as if fully set forth herein.

SECTION 2. That the property is hereby legally described as follows:

Parcel 1:

Lot A of Evangelical Hospital Association Assessment Plat No. 2 of part of the Southwest Quarter of Section 32, Township 39 North, Range 11 East of the Third Principal Meridian according to the plat thereof recorded November 23, 1977 as Document No. R77-108464 in DuPage County, Illinois, excepting therefrom that part recorded as Lot 1 of Village of Downers Grove Water Utility Assessment Plat according to the Plat thereof recorded March 1, 1989 as Document No. R89-022988, in DuPage County, Illinois; and

Parcel 2:

That part of Section 32, Township 39 North, Range 11, East of the Third Principal Meridian, being a part of Tract One in Lyman Woods an Owners Assessment Plat recorded February 19, 1937 as Document 377346 described as follows: Beginning at the Southwest corner of Tract One of said Lyman Woods, being a point where the West line of Tract One of said Lyman Woods intersects the

South line of said Section 32; thence northerly along the westerly line of Tract One of said Lyman Woods, 1349.7 feet to a point of intersection with the southerly line extended westerly of Rose Plat of Survey recorded as Document 653255; thence easterly, 25.27 feet along said extended line to a point on a line 25 feet east of and parallel with the West line of said Tract One; thence southerly along said parallel line, 1349.7 feet to a point on the South line of said Section 32; thence westerly along said South line, 25.27 feet to the point of beginning, excepting therefrom the South 33 feet, measured at right angles to the South line of said Section 32, according to the Dedication of Right of Way recorded July 17, 1962 as Document No. R62-23515, in DuPage County, Illinois; and

Parcel 3:

The North 630 feet of the South 1330 feet, as measured along the East line, of Tract One of Lyman Woods an Owners Assessment Plat recorded February 19, 1937 as Document 377346, excepting therefrom the West 25 feet as measured at right angles to the West line of said Tract One, in DuPage County, Illinois; and

Parcel 4:

That part of Section 32, Township 39 North, Range 11, East of the Third Principal Meridian described as follows: Beginning at the Southwest corner of the Southeast Quarter of the Northwest Quarter of said Section 32; thence northerly along the West line of the East Half of the Northwest Quarter of said Section 32, 296 feet; thence East along a line parallel with the South line of the Northwest Quarter of said Section 32, 1197.53 feet; thence South along a line parallel with the West line of the East Half of the Northwest Quarter of said Section 32, 296 feet to a point on the South line of the Northwest Quarter of said Section 32; thence West along the South line of the Northwest Quarter of said Section 32, 1197.53 feet to the point of beginning, excepting therefrom the West 50.00 feet, measured at right angles to the West line thereof, in DuPage County, Illinois; and

Parcel 5:

That part of the East Half of the Southwest Quarter of Section 32, Township 39 North, Range 11 East of the Third Principal Meridian described as follows:

Beginning at a point on the West line of the East Half of the Southwest Quarter of said Section 32, a distance of 885.95 feet North (measured on said West line) of the Southwest corner of said East Half; thence East on a line which forms an interior angle OF 89 degrees 07 feet with said West line for a distance of 350 feet; thence North parallel with said West line, 250 feet; thence West parallel with the first described course, 350 feet to said West line; thence South on said West line 250 feet, to the point of beginning, except that part thereof dedicated for public highway by Dedication Deed recorded July 14, 1933 as Document No. 337791, in DuPage County, Illinois; and

Parcel 6:

The South 700 feet, measured on the East line (except the West 25.00 feet thereof measured on the South line) of Tract One of Lyman Woods, an Owners Assessment Plat of part of the South Half of Section 32, Township 39 North, Range 11, East of the Third Principal Meridian, according to the Plat thereof recorded February 19, 1937 as Document No. 377346, excepting therefrom the South 33.00 feet thereof as measured at right angles to the South line, conveyed to the County of DuPage in Instrument recorded July 17, 1962 as Document No. R62-23515, in DuPage County, Illinois

Commonly known as the Advocate Good Samaritan Hospital Campus, 3815 Highland Avenue, Downers Grove, IL (PIN Nos. 06-32-107-002; 06-32-306-003, -008, -009, -014, -020, -022, -025, -030, and -031).

SECTION 3. That a Planned Development Amendment is hereby authorized to increase the time

period allowable for display of a banner at Good Samaritan Hospital located at 3815 Highland Avenue.

SECTION 4. That approval set forth in Section 3 of this ordinance is subject to the following conditions:

1. The banner sign for 3815 Highland Avenue shall conform to the following standards:
 - a. Only one (1) banner sign shall be permitted at any given time.
 - b. The banner sign may contain up to 1,200 square feet of surface area.
 - c. The banner sign shall be affixed to the west wall of Tower 1.
 - d. The banner sign shall not be illuminated after 10 p.m.
 - e. The total number of days for display of the banner sign shall be 365 days per calendar year.
 - f. Good Samaritan Hospital shall notify the director of Community Development at least ten (10) days prior to removing or installing the banner.
2. All other signs shall comply with the provisions of the Zoning Ordinance.

SECTION 5. The above conditions are hereby made part of the terms under which the Planned Development Amendment is granted. Any violations of such conditions shall be deemed a violation of the Village of Downers Grove Zoning Ordinance, the penalty for which may include, but is not limited to, a fine and or revocation of the Planned Development Amendment granted herein.

SECTION 6. That all ordinances or parts of ordinances in conflict with the provisions of this ordinance are hereby repealed.

SECTION 7. That this ordinance shall be in full force and effect from and after its passage and publication in pamphlet form as provided by law.

Mayor

Passed:

Published:

Attest: _____

Village Clerk



0 150 300 450 600 Feet

3815 Highland Avenue Location Map





**VILLAGE OF DOWNERS GROVE
REPORT FOR THE PLAN COMMISSION
DECEMBER 3, 2012 AGENDA**

SUBJECT:	TYPE:	SUBMITTED BY:
PC 38-12 3815 Highland Avenue (Good Samaritan Hospital)	Planned Development Amendment Good Samaritan Hospital (PD #19)	Jeff O'Brien, AICP Planning Manager

REQUEST

The petitioner is requesting approval of a Planned Development Amendment to PD #19 (Good Samaritan Hospital) to increase the time period allowable for display of a temporary banner. The increase would allow permanent display.

NOTICE

The application has been filed in conformance with applicable procedural and public notice requirements.

GENERAL INFORMATION

OWNER: Advocate Health & Hospitals Corporation
2025 Windsor Drive
Oak Brook, IL 60523

APPLICANT: Advocate Health & Hospitals Corp
d/b/a Advocate Good Samaritan Hospital
3815 Highland Avenue
Downers Grove, IL 60515

PROPERTY INFORMATION

EXISTING ZONING: R-4, Single Family Residence & PD #19
EXISTING LAND USE: Institutional - Hospital
PROPERTY SIZE: Approx. 75.5 acres
PINS: 06-32-107-002; 06-32-306-003, -008, -009, -014, -020, -022, -025, -030, -031, and -035

SURROUNDING ZONING AND LAND USES

ZONING

NORTH: R-1 Single Family Residence
SOUTH: R-4 Single Family Residence
EAST: R-1 & R-2 Single Family Residence
WEST: R-1, R-2 & R-3 Single Family Residence

FUTURE LAND USE

Parks/Open Space (Lyman Woods)
 Low-Intensity Office & Institutional
 Residential & Parks/Open Space
 Residential, Low-Intensity Office &
 Parks/Open Space

ANALYSIS

SUBMITTALS

This report is based on the following documents, which are on file with the Department of Community Development:

1. Application/Petition for Public Hearing
2. Project Summary
3. Sign Photo Renderings
4. Proposed Language for Amendment
5. Ordinance #5064

PROJECT DESCRIPTION

Good Samaritan Hospital is located at the northeast corner of Highland Avenue and 39th Street. The property is zoned R-4, Single Family Residence District and is Planned Development #19. The campus contains approximately 75.5 acres.

Planned Developments—like the one governing Good Samaritan Hospital—act like zoning ordinances specific to a particular development. Typically, large-scale developments with a mix of buildings serving diverse uses and users do not fit neatly within a community’s standard zoning districts. Good Samaritan Hospital is such a development. Through the Planned Development process, the Village and Good Samaritan are able to recognize the uniqueness of the property as part of an overall development plan. The unique characteristics of this planned development are the size of the campus and the diversity of buildings, uses and users.

In 2009, Good Samaritan Hospital received approval to periodically display a 50 foot by 24 foot (1,200 square feet) banner on the west side of Tower 1. The purpose of the larger banner was to promote the hospital’s awards and accomplishments. Good Samaritan was allowed to display the banner up to 180 days per year, or about 26 weeks.

Good Samaritan is requesting an amendment to their planned development to allow year-round display of the banner. The original banner change required approval by the Plan Commission and Village Council as an amendment to the Good Samaritan Planned Development because the proposed banner size and time frame deviated from the Village’s temporary sign regulations. The Village’s Sign Ordinance permits properties to display temporary banners up to 32 square feet for up to eight weeks per calendar year. The uniqueness of the hospital site was deemed sufficient to allow display of banners that are 1,200 square feet for 26 weeks for special purposes.

The Sign Ordinance requirements are outlined in the table below:

	Permitted (Sign Ord)	Permitted (PD #19)	Proposed
Temporary Sign Size	32 sq. ft.	1,200 sq. ft.	1,200 sq. ft.
Time Period	8 weeks	180 days per year	365 days per year

COMPLIANCE WITH THE COMPREHENSIVE PLAN

The Comprehensive Plan designates the property as Institutional/Public. This designation includes government facilities, community service providers and healthcare providers. The Comprehensive Plan recommends that the Village continue supporting the operation, improvement and modernization of Good Samaritan Hospital.

However, the 2009 banner approval allows Good Samaritan significantly more time and temporary signage than any other business or organization. While the Planned Development permits the Village and petitioner to recognize the uniqueness of the message and the campus use, allowing permanent display of signage that is meant to be temporary diminishes the uniqueness argument. Furthermore, banners are not made of the same durable materials as permanent signs. As such, they fade and fray over time. Additionally, staff does not believe the banner will enhance the operation and modernization of the hospital. As such, staff believes the proposed planned development amendment will not further the goals of the Comprehensive Plan.

COMPLIANCE WITH ZONING ORDINANCE

Other than the proposed temporary signs, no changes are proposed for the site at this time. The site and use will continue to be in compliance with the standards for the R-4 zoning district and the terms of the Good Samaritan Planned Development.

The requested amendment would eliminate the display time restrictions in Ordinance #5064. Good Samaritan is permitted to display the banner up to 180 days per calendar year. At the time of approval of that PD amendment, the intention was to use banners to promote the hospital by recognizing awards or other special activities. They are requesting to increase this time to 365 days per year, which is considered permanent display. Permanent display appears to be not rationally related to the temporary announcement of unique awards or events, as discussed at the time of that approval.

ENGINEERING/PUBLIC IMPROVEMENTS

The petitioner is not proposing changes to the existing site as part of this petition.

PUBLIC SAFETY REQUIREMENTS

The site provides adequate access for emergency vehicles and services. The petitioner is not proposing changes to the existing site as part of this petition.

NEIGHBORHOOD COMMENT

The Village sent notices to property owners within 250 of the hospital campus in addition to posting a sign at the corner of Highland Avenue and 39th Street and publishing in the *Downers Grove Reporter*.

Good Samaritan went above the Village's notice requirements and sent letters to surrounding property owners on October 29, 2012. They received one letter in opposition to the amendment. That letter is from the office condominium association at 3800 Highland Avenue and is attached to the staff report. No other comments or concerns have been received at this time.

FINDINGS OF FACT

The petitioner has outlined the request in the attached narrative letter, site plan and sign drawings. The petitioner will further address the proposal and justification to support the requested Planned Development Amendment at the public hearing.

Planned Development approval requests require evaluation per Section 28.1607 of the Zoning Ordinance, *Standards for Approval of Planned Developments*: "*The Plan Commission may recommend a planned development designation, plan or amendment based upon the following findings:*"

(1) ***The extent to which the planned development meets the standards of this Article.***

The existing planned development designation recognizes the unique characteristics of the hospital campus including the diversity of uses, users and buildings. The banner allowance approved in 2009 reflected this uniqueness and the need to tout special awards or announcements. Increasing the amount of display time from 180 days to permanent does not further these goals of the previous

planned development amendment or the Comprehensive Plan. Changing the sign material to something nondurable for essentially permanent use is also a concern and a departure from the sign ordinance requirements. A permanent sign of this sign violates the sign ordinance. Staff believes this standard is not met.

- (2) ***The extent to which the planned development departs from the zoning and subdivision regulations otherwise applicable to the subject property, including but not limited to, the density, dimension, area, bulk, and use, and the reasons why such departures are deemed to be in the public interest.***

The only deviation requested is to allow the banner to be displayed 365 days per year versus 180 days, which is currently permitted by the hospital's planned development. Staff believes the current standards for the temporary banner provide Good Samaritan with the flexibility to promote their awards and accomplishments, as originally intended and requested. Extending this time period would diminish this key element of the original approval. Also, allowing permanent display of a banner made of nondurable materials conflicts with other aspects of the Village's sign requirements. A permanent sign of this size violates the sign ordinance. Staff believes this standard is not met.

- (3) ***The method by which the proposed plan makes adequate provision for public services, provides adequate control over vehicular traffic, provides for and protects designated common open space, and furthers the amenities of light and air, recreation and visual enjoyment.***

The banner has not had any negative impacts on the provision of public services or vehicular traffic. The banner does not negatively impact the open space on the hospital campus or this particular corner. Staff believes this standard is met, but is not relevant to the banner request.

- (4) ***Conformity with the planning objectives of the Village.***

The Community Facilities recommendations within the Comprehensive Plan note the Village should promote the continued operation, improvement and modernization of the hospital. To this end, staff has worked with the Hospital on several other signage upgrades recently, all within the legal confines of the sign or PD ordinances. Staff believes the current allowance for the banner adequately promotes the hospitals awards and accomplishments. Allowing permanent display of banners made of nondurable materials generally used for temporary applications conflicts with the goals of the sign ordinance and is not rationally related to the special award intention behind the banner. As such, staff believes this standard is not met.

- (5) ***That the planned development at the particular location requested is necessary or desirable to provide a service or a facility which is in the interest of public convenience and will contribute to the general welfare of the neighborhood or community.***

The current banner allowance adequately promotes Good Samaritan's awards and accomplishments. Allowing for permanent display of a vinyl banner could detract from the overall hospital campus as the material fades and frays. Staff does not believe increasing the display time will contribute to the general welfare of the community. Staff believes this standard is not met.

- (6) ***That the planned development will not, under the circumstances of the particular case, be detrimental to the health, safety, morals, or general welfare of persons residing or working in the vicinity or injurious to property values or improvements in the vicinity.***

Allowing for permanent display of the banner will not be detrimental to the health and safety of the area. However, allowing for permanent display of a sign constructed of nondurable materials could become a code enforcement issue and detract from general welfare of the surrounding neighborhood and community. The current allowances for the banner is sufficient promote the hospital's awards and accomplishments. Staff believes this standard is not met.

- (7) ***That the planned development is specifically listed as a special use in the district in which it is to be located.***

Planned Developments and hospitals are specifically listed as allowable Special Uses in the R-4 zoning district per Section 28.508 of the Zoning Ordinance. Staff believes this standard is met, but not relevant to the banner request.

- (8) ***That the location and size of the planned development, the nature and intensity of the operation involved in or conducted in connection with said planned development, the size of the subject property in relation to the intensity of uses proposed, and the location of the site with respect to streets giving access to it, shall be such that it will be in harmony with the appropriate, orderly development of the district in which it is located.***

Good Samaritan has been allowed to install the banner since 2009. The location does not negatively impact the layout of the hospital campus or the surrounding neighborhood. The scale of the campus and the amount of frontage along both Highland Avenue and 39th Street lends the hospital to having additional signage facing Highland Avenue. However, staff believes the current allowances adequately promote Good Samaritan's awards and accomplishments. Allowing permanent display of signs constructed of nondurable materials conflicts with the Village's sign regulations. As such, staff believes this standard is not met.

- (9) ***That the planned development will not be injurious to the use and enjoyment of other property in the immediate vicinity of the subject property for the purposes already permitted in such zoning district, nor substantially diminish and impair other property valuations within the neighborhood.***

Temporary display of the banner has not been injurious to the use and enjoyment of other properties in the immediate vicinity. Given the highly visible nature of the banner, allowing for permanent display may have a negative impact on the neighborhood if the banner fades and frays. Staff believes this standard is not met.

- (10) ***That the nature, location, and size of the structures involved with the establishment of the planned development will not impede, substantially hinder, or discourage the development and use of adjacent land and structures in accord with the zoning district in which it is located.***

Increasing the time to display the banner does not impact the hospital's structures and layout, but is not rationally related to the award or announcement role intention behind the 2009 approval. Further, it will not impede future development on the campus or in the neighborhood. Staff believes this standard is met, but is not relevant to the banner request.

- (11) ***That adequate utilities, access roads, drainage, and other necessary facilities have been or will be provided for the planned development.***

No utilities or public facilities will be impacted by this request. Staff believes this standard is met, but is not relevant to the banner request.

- (12) ***That parking areas shall be of adequate size for that particular planned development, which areas shall be properly located and suitably screened from adjoining residential uses.***

The request to extend the display period for the banner will not impact the existing parking areas. Staff believes this standard is met, but is not relevant to the banner request.

- (13) ***That the planned development shall in all other respects conform to the applicable regulations of the zoning district in which it is located.***

The size and location of the banner complies with the 2009 approval. This new request would allow for permanent display of a banner. Permanent signs require the use of more durable

materials. Other parts of the campus will remain in conformance, however with regard to the signage staff believes this standard is not met.

RECOMMENDATIONS

The proposed amendment to Planned Development #19 to increase the time period allowable for display of a temporary banner from 180 days to permanent is not compatible with surrounding zoning and land use classifications. Based on the findings listed above, staff recommends the Plan Commission recommend denial to the Village Council.

Should the Plan Commission find the request complies with the standards, the Commission must make findings of fact regarding this petition. Further staff recommends the Plan Commission add the following conditions:

1. Temporary banner signs for 3815 Highland Avenue shall conform to the following standards the standards listed in Ordinance #5064 except that the banner may be displayed for 365 days per year.
2. All other signs shall comply with the provisions of the Zoning Ordinance.

Staff Report Approved By:

Tom Dabareiner, AICP
Director of Community Development
TD:jwo
-att

ORDINANCE NO. 5064

**AN ORDINANCE APPROVING A PLANNED
DEVELOPMENT AMENDMENT TO PLANNED DEVELOPMENT #19,
FOR A TEMPORARY SIGN VARIATION AT GOOD SAMARITAN HOSPITAL**

WHEREAS, the Village Council has previously adopted Ordinance No. 2241 on September 11, 1978, designating the property described therein as Planned Development #19; and,

WHEREAS, the Village Council has, from time to time, approved various amendments to Planned Development #19; and,

WHEREAS, the Owners have filed with the Director of Community Development, a written petition conforming to the requirements of the Comprehensive Zoning Ordinance and requesting an amendment to Planned Development #19 to approve a variation for temporary signs at Good Samaritan Hospital located at 3815 Highland Avenue; and,

WHEREAS, such request was referred to the Plan Commission of the Village of Downers Grove, and the Plan Commission has given the required public notice, conducted a public hearing for the petition on June 1, 2009, and has made its findings and recommendations, all in accordance with the statutes of the State of Illinois and the ordinances of the Village of Downers Grove; and,

WHEREAS, the Plan Commission had recommended approval of the requested petition, subject to certain conditions; and,

WHEREAS, the Village Council has considered the record before the Plan Commission, as well as the recommendations of Plan Commission.

NOW, THEREFORE, BE IT ORDAINED by the Council of the Village of Downers Grove, DuPage County, Illinois, as follows:

SECTION 1. That the provisions of the preamble are incorporated into and made a part of this ordinance as if fully set forth herein.

SECTION 2. That the property is hereby legally described as follows:

Parcel 1:

Lot A of Evangelical Hospital Association Assessment Plat No. 2 of part of the Southwest Quarter of Section 32, Township 39 North, Range 11 East of the Third Principal Meridian according to the plat thereof recorded November 23, 1977 as Document No. R77-108464 in DuPage County, Illinois, excepting therefrom that part recorded as Lot 1 of Village of Downers Grove Water Utility Assessment Plat according to the Plat thereof recorded March 1, 1989 as Document No. R89-022988, in DuPage County, Illinois; and

Parcel 2:

That part of Section 32, Township 39 North, Range 11, East of the Third Principal Meridian, being a part of Tract One in Lyman Woods an Owners Assessment Plat recorded February 19, 1937 as Document 377346 described as follows: Beginning at the Southwest corner of Tract One of said Lyman Woods, being a point where the West line of Tract One of said Lyman Woods intersects the South line of said Section 32; thence

northerly along the westerly line of Tract One of said Lyman Woods, 1349.7 feet to a point of intersection with the southerly line extended westerly of Rose Plat of Survey recorded as Document 653255; thence easterly, 25.27 feet along said extended line to a point on a line 25 feet east of and parallel with the West line of said Tract One; thence southerly along said parallel line, 1349.7 feet to a point on the South line of said Section 32; thence westerly along said South line, 25.27 feet to the point of beginning, excepting therefrom the South 33 feet, measured at right angles to the South line of said Section 32, according to the Dedication of Right of Way recorded July 17, 1962 as Document No. R62-23515, in DuPage County, Illinois; and Parcel 3:

The North 630 feet of the South 1330 feet, as measured along the East line, of Tract One of Lyman Woods an Owners Assessment Plat recorded February 19, 1937 as Document 377346, excepting therefrom the West 25 feet as measured at right angles to the West line of said Tract One, in DuPage County, Illinois; and Parcel 4:

That part of Section 32, Township 39 North, Range 11, East of the Third Principal Meridian described as follows: Beginning at the Southwest corner of the Southeast Quarter of the Northwest Quarter of said Section 32; thence northerly along the West line of the East Half of the Northwest Quarter of said Section 32, 296 feet; thence East along a line parallel with the South line of the Northwest Quarter of said Section 32, 1197.53 feet; thence South along a line parallel with the West line of the East Half of the Northwest Quarter of said Section 32, 296 feet to a point on the South line of the Northwest Quarter of said Section 32; thence West along the South line of the Northwest Quarter of said Section 32, 1197.53 feet to the point of beginning, excepting therefrom the West 50.00 feet, measured at right angles to the West line thereof, in DuPage County, Illinois; and

Parcel 5:

That part of the East Half of the Southwest Quarter of Section 32, Township 39 North, Range 11 East of the Third Principal Meridian described as follows:

Beginning at a point on the West line of the East Half of the Southwest Quarter of said Section 32, a distance of 885.95 feet North (measured on said West line) of the Southwest corner of said East Half; thence East on a line which forms an interior angle OF 89 degrees 07 feet with said West line for a distance of 350 feet; thence North parallel with said West line, 250 feet; thence West parallel with the first described course, 350 feet to said West line; thence South on said West line 250 feet, to the point of beginning, except that part thereof dedicated for public highway by Dedication Deed recorded July 14, 1933 as Document No. 337791, in DuPage County, Illinois; and

Parcel 6:

The South 700 feet, measured on the East line (except the West 25.00 feet thereof measured on the South line) of Tract One of Lyman Woods, an Owners Assessment Plat of part of the South Half of Section 32, Township 39 North, Range 11, East of the Third Principal Meridian, according to the Plat thereof recorded February 19, 1937 as Document No. 377346, excepting therefrom the South 33.00 feet thereof as measured at right angles to the South line, conveyed to the County of DuPage in Instrument recorded July 17, 1962 as Document No. R62-23515, in DuPage County, Illinois.

Commonly known as the Advocate Good Samaritan Hospital Campus, 3815 Highland Avenue, Downers Grove, IL (PIN Nos. 06-32-107-002; 06-32-306-003, -008, -009, -014, -020, -022, -025, -026, -027, -030, and -031).

SECTION 3. That a Planned Development Amendment is hereby authorized to approve a temporary sign variation for Good Samaritan Hospital located at 3815 Highland Avenue.

SECTION 4. That approval set forth in Section 3 of this ordinance is subject to the following conditions:

1. Temporary banner signs for 3815 Highland Avenue shall conform to the following standards:
 - a. Only one (1) temporary banner sign shall be permitted at any given time.
 - b. Temporary banner signs may contain up to 1,200 square feet of surface area.
 - c. Temporary banner signs shall be affixed to the west wall of Tower 1.
 - d. Temporary banners shall not be illuminated after 10 p.m.
 - e. The total number of days for display of the temporary banner signs shall be limited to 180 per calendar year.
 - f. Good Samaritan Hospital shall notify the Director of Community Development at least ten (10) days prior to installing a banner.
 - g. Temporary banner signs shall be removed no later than twenty-four (24) hours after the conclusion of the display period.
2. All other signs shall comply with the provisions of the Zoning Ordinance.

SECTION 5. The above conditions are hereby made part of the terms under which the Planned Development Amendment is granted. Any violations of such conditions shall be deemed a violation of the Village of Downers Grove Zoning Ordinance, the penalty for which may include, but is not limited to, a fine and or revocation of the Plan Development Amendment granted herein.

SECTION 6. That all ordinances or parts of ordinances in conflict with the provisions of this ordinance are hereby repealed.

SECTION 7. That this ordinance shall be in full force and effect from and after its passage and publication in pamphlet form as provided by law.



Mayor

Passed: July 7, 2009

Published: July 8, 2009

Attest:  _____
Village Clerk

Narrative

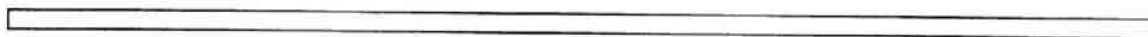
PURPOSE: As a leader in the Downers Grove community, Advocate Good Samaritan Hospital is consistently recognized both regionally and in the national arena for high health outcomes and customer satisfaction. The most recent national recognition is from the Thompson Reuters organization that has been recognizing the 100 Top Hospitals for more than 15 years. Healthcare organizations throughout the country aspire to be one of these elite organizations and in the most recent 2012 list; Advocate Good Samaritan received this distinction.

Further clarification of this award and its significance is that there are approximately 6000 hospitals nationwide. Advocate Good Samaritan Hospital competes in the "Large Community-Based Hospitals" category with only the top 20 hospitals nationally receiving this distinction in this category.

The hospital is looking for a broad and very public way to spread messaging to its neighbors as a means of educating and informing our patients, neighbors and community. We would prefer to do this by placing significant signage highlighting regional, national and international awards we have received on the exterior of our facility.

Advocate Good Samaritan Hospital is excited about providing quality health care to the community and feel that both internal and external communication is vital to achieve community awareness.

Advocate Good Samaritan Hospital is proud to serve Downers Grove as the largest employer, with many of our associates living in or around this community. As a not-for-profit organization proud of its accomplishments, we believe visual external communication is crucial to embracing an engaged and informed community. It fosters a sense of pride, respect and comfort, knowing that the care you are receiving at your local hospital is the best in the nation.



Proposal: We are proposing the placement of a 1200-square foot banner to be installed on the west-facing exterior wall of Tower 1 on the hospital campus. The banner dimensions will be 50" high by 24" wide. See photo A, as an example of such banner. In July 2009, the Village of Downers Grove passed "A Planned Development Amendment to Planned Development #19 for a Temporary Sign Variation at Good Samaritan Hospital" (ordinance no. 5064). Section 4, 1., e, of that amendment states, "the total number of days for display of the temporary banner sign shall be limited to 180 days per calendar year." Advocate Good Samaritan Hospital is looking to amend the ordinance in order to display a banner 365 days per year.

ORDINANCE NO. 5064

**AN ORDINANCE APPROVING A PLANNED
DEVELOPMENT AMENDMENT TO PLANNED DEVELOPMENT #19,
FOR A TEMPORARY SIGN VARIATION AT GOOD SAMARITAN HOSPITAL**

WHEREAS, the Village Council has previously adopted Ordinance No. 2241 on September 11, 1978, designating the property described therein as Planned Development #19; and,

WHEREAS, the Village Council has, from time to time, approved various amendments to Planned Development #19; and,

WHEREAS, the Owners have filed with the Director of Community Development, a written petition conforming to the requirements of the Comprehensive Zoning Ordinance and requesting an amendment to Planned Development #19 to approve a variation for temporary signs at Good Samaritan Hospital located at 3815 Highland Avenue; and,

WHEREAS, such request was referred to the Plan Commission of the Village of Downers Grove, and the Plan Commission has given the required public notice, conducted a public hearing for the petition on June 1, 2009, and has made its findings and recommendations, all in accordance with the statutes of the State of Illinois and the ordinances of the Village of Downers Grove; and,

WHEREAS, the Plan Commission had recommended approval of the requested petition, subject to certain conditions; and,

WHEREAS, the Village Council has considered the record before the Plan Commission, as well as the recommendations of Plan Commission.

NOW, THEREFORE, BE IT ORDAINED by the Council of the Village of Downers Grove, DuPage County, Illinois, as follows:

SECTION 1. That the provisions of the preamble are incorporated into and made a part of this ordinance as if fully set forth herein.

SECTION 2. That the property is hereby legally described as follows:

Parcel 1:

Lot A of Evangelical Hospital Association Assessment Plat No. 2 of part of the Southwest Quarter of Section 32, Township 39 North, Range 11 East of the Third Principal Meridian according to the plat thereof recorded November 23, 1977 as Document No. R77-108464 in DuPage County, Illinois, excepting therefrom that part recorded as Lot 1 of Village of Downers Grove Water Utility Assessment Plat according to the Plat thereof recorded March 1, 1989 as Document No. R89-022988, in DuPage County, Illinois; and

Parcel 2:

That part of Section 32, Township 39 North, Range 11, East of the Third Principal Meridian, being a part of Tract One in Lyman Woods an Owners Assessment Plat recorded February 19, 1937 as Document 377346 described as follows: Beginning at the Southwest corner of Tract One of said Lyman Woods, being a point where the West line of Tract One of said Lyman Woods intersects the South line of said Section 32; thence

northerly along the westerly line of Tract One of said Lyman Woods, 1349.7 feet to a point of intersection with the southerly line extended westerly of Rose Plat of Survey recorded as Document 653255; thence easterly, 25.27 feet along said extended line to a point on a line 25 feet east of and parallel with the West line of said Tract One; thence southerly along said parallel line, 1349.7 feet to a point on the South line of said Section 32; thence westerly along said South line, 25.27 feet to the point of beginning, excepting therefrom the South 33 feet, measured at right angles to the South line of said Section 32, according to the Dedication of Right of Way recorded July 17, 1962 as Document No. R62-23515, in DuPage County, Illinois; and

Parcel 3:

The North 630 feet of the South 1330 feet, as measured along the East line, of Tract One of Lyman Woods an Owners Assessment Plat recorded February 19, 1937 as Document 377346, excepting therefrom the West 25 feet as measured at right angles to the West line of said Tract One, in DuPage County, Illinois; and

Parcel 4:

That part of Section 32, Township 39 North, Range 11, East of the Third Principal Meridian described as follows: Beginning at the Southwest corner of the Southeast Quarter of the Northwest Quarter of said Section 32; thence northerly along the West line of the East Half of the Northwest Quarter of said Section 32, 296 feet; thence East along a line parallel with the South line of the Northwest Quarter of said Section 32, 1197.53 feet; thence South along a line parallel with the West line of the East Half of the Northwest Quarter of said Section 32, 296 feet to a point on the South line of the Northwest Quarter of said Section 32; thence West along the South line of the Northwest Quarter of said Section 32, 1197.53 feet to the point of beginning, excepting therefrom the West 50.00 feet, measured at right angles to the West line thereof, in DuPage County, Illinois; and

Parcel 5:

That part of the East Half of the Southwest Quarter of Section 32, Township 39 North, Range 11 East of the Third Principal Meridian described as follows:

Beginning at a point on the West line of the East Half of the Southwest Quarter of said Section 32, a distance of 885.95 feet North (measured on said West line) of the Southwest corner of said East Half; thence East on a line which forms an interior angle OF 89 degrees 07 feet with said West line for a distance of 350 feet; thence North parallel with said West line, 250 feet; thence West parallel with the first described course, 350 feet to said West line; thence South on said West line 250 feet, to the point of beginning, except that part thereof dedicated for public highway by Dedication Deed recorded July 14, 1933 as Document No. 337791, in DuPage County, Illinois; and

Parcel 6:

The South 700 feet, measured on the East line (except the West 25.00 feet thereof measured on the South line) of Tract One of Lyman Woods, an Owners Assessment Plat of part of the South Half of Section 32, Township 39 North, Range 11, East of the Third Principal Meridian, according to the Plat thereof recorded February 19, 1937 as Document No. 377346, excepting therefrom the South 33.00 feet thereof as measured at right angles to the South line, conveyed to the County of DuPage in Instrument recorded July 17, 1962 as Document No. R62-23515, in DuPage County, Illinois.

Commonly known as the Advocate Good Samaritan Hospital Campus, 3815 Highland Avenue, Downers Grove, IL (PIN Nos. 06-32-107-002; 06-32-306-003, -008, -009, -014, -020, -022, -025, -026, -027, -030, and -031).

SECTION 3. That a Planned Development Amendment is hereby authorized to approve a temporary sign variation for Good Samaritan Hospital located at 3815 Highland Avenue.

SECTION 4. That approval set forth in Section 3 of this ordinance is subject to the following conditions:

1. Temporary banner signs for 3815 Highland Avenue shall conform to the following standards:
 - a. Only one (1) temporary banner sign shall be permitted at any given time.
 - b. Temporary banner signs may contain up to 1,200 square feet of surface area.
 - c. Temporary banner signs shall be affixed to the west wall of Tower 1.
 - d. Temporary banners shall not be illuminated after 10 p.m.
 - e. The total number of days for display of the temporary banner signs shall be limited to ~~180~~ ^{will be 365} ~~days~~ ^{days} per calendar year.
 - f. Good Samaritan Hospital shall notify the Director of Community Development at least ten (10) days prior to installing a banner.
 - g. Temporary banner signs shall be removed no later than twenty-four (24) hours after the conclusion of the display period.
2. All other signs shall comply with the provisions of the Zoning Ordinance.

SECTION 5. The above conditions are hereby made part of the terms under which the Planned Development Amendment is granted. Any violations of such conditions shall be deemed a violation of the Village of Downers Grove Zoning Ordinance, the penalty for which may include, but is not limited to, a fine and or revocation of the Plan Development Amendment granted herein.

SECTION 6. That all ordinances or parts of ordinances in conflict with the provisions of this ordinance are hereby repealed.

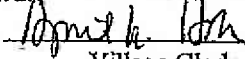
SECTION 7. That this ordinance shall be in full force and effect from and after its passage and publication in pamphlet form as provided by law.



Mayor

Passed: July 7, 2009

Published: July 8, 2009

Attest: 
Village Clerk



Location – Tower 1

**One of
the nation's
100 Top
Hospitals.**



 Advocate
Good Samaritan Hospital
Inspiring medicine. Changing lives.

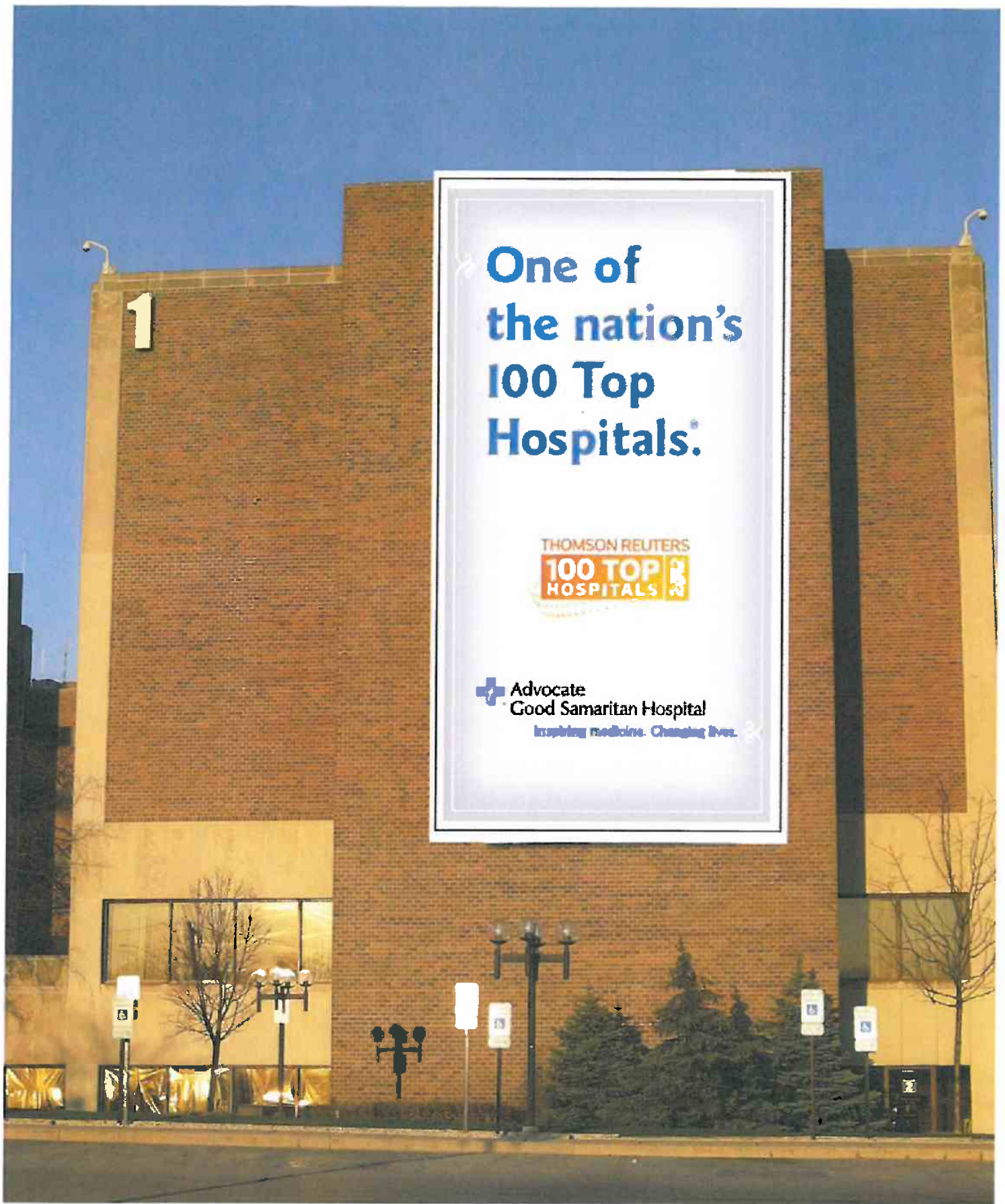


Photo A – 50' x 24' – 1200 Sq ft banner for west-facing exterior wall of Tower 1 on hospital campus

October 29, 2012

Dear Neighbor:

This letter serves to notify you of Advocate Good Samaritan Hospital's intent to request an amendment to planned development 419. This amendment originally granted temporary approval for Advocate Good Samaritan Hospital to hang a banner on the west facing exterior wall of Tower 1 on the hospital campus. We are now seeking the ability to display the banner 365 days per calendar year.

Advocate Good Samaritan Hospital is proud to serve Downers Grove as the largest employer, with many of our associates living in or around this community. As a not-for-profit organization proud of its accomplishments, we believe visual communication is crucial to embracing an engaged and informed community. It fosters a sense of pride, respect and comfort, knowing that the care you are receiving at your local hospital is the best in the nation.

Advocate Good Samaritan Hospital is consistently recognized both regionally and in the national arena for high health outcomes and customer satisfaction. The most recent national recognition is from the Thompson Reuters organization that has been recognizing the 100 Top Hospitals for more than 15 years. Healthcare organizations throughout the country aspire to be one of these elite organizations, and in the most recent 2012 list Advocate Good Samaritan Hospital received this distinction.

Further clarification of this award and its significance is that there are approximately 6000 hospitals nationwide. Advocate Good Samaritan Hospital competes in the "Large Community-Based Hospitals" category with only the top 20 hospitals nationally receiving this distinction in this category.

Advocate Good Samaritan Hospital is excited about providing quality health care to the community and feel that both internal and external communication is vital to achieve community awareness.

If you have any questions, please contact me in writing within 7 days of the date on this letter at the following address:

Sincerely,

Laura Neiberg
Vice President, Ancillary Services & Community Health
c/o Administration
Good Samaritan Hospital
3815 Highland Avenue
Downers Grove, IL 60515

HOSPITAL PLAZA
FOOT & ANKLE
INSTITUTE

October 30, 2012

Received
11/5/12
Jm

Dear Ms. Neiberg:

We received your letter dated, October 29, 2012, regarding your request for an amendment to plan development 419. As you stated, this amendment originally granted temporary approval for Advocate Good Samaritan Hospital to hang a banner on the west facing exterior wall of Tower on the hospital campus. You are presently seeking the ability to display the banner 365 days per calendar year.

Though we can appreciate the importance that Advocate Good Samaritan Hospital plays in the Downers Grove community we also must maintain the overall appearance of the community and those for which we serve. Therefore, we do object to the request for the type and size of the banner which we have noted in place previously. Furthermore, in your letter it does not state the actual size of the banner of which you are seeking the ability to display year round.

Please let this letter serve as notice that we are in opposition to your request to amend plan development 419. As we are both in the arena of providing quality health care to the community we feel there are more effective and less obvious ways to recognize the standing you have not only regionally but nationwide. With the continuation and exposure of electronic media we are confident that your message can be known and embraced by the community without the unintentional consequence of "excessive signage" displayed at the hospital. We feel strongly about the beautification of the Highland Avenue corridor and have ourselves recently completed additional long grasses, rock retaining run offs to improve the appearance of the street view for all of our community members.

Sincerely,

Dr. Steven Rembos,
President, Hospital Plaza Professional Building
Condominium Association

CC: H.P.P.B. Board Members

STEVEN N. REMBOS, D.P.M.

3800 Highland Ave. (Main St.) • Suite #102
Downers Grove, Illinois 60515
630.810.9966

PC-38-12 A petition seeking approval of an amendment to Planned Development #19 permit to increase the time period allowable for placement of a temporary banner. The property is located at the northeast corner of Highland Avenue and 39th Street, commonly known as Good Samaritan Hospital, 3815 Highland Avenue, Downers Grove, IL (PINs 06-32-107-002; 06-32-306-003, -008, -009, -014, -020, -022, -025, -030, -031 and -035). Advocate Health & Hospitals Corp d/b/a Advocate Good Samaritan Hospital, Petitioner/Owner.

Chairman Hose swore in those individuals who would be speaking on the above petition.

Planning Manager, Jeff O'Brien spoke before the commissioners, noting that the discussion would be about a planned unit development for Good Samaritan Hospital located at the northeast corner of Highland Avenue and 39th Street. Specifically, the petitioner is requesting to increase the display time for the banner on Tower 1 to 365 days from 180 days that were approved in 2009. The banner was approved at that time to display awards and accomplishments. He indicated that no other changes were planned for the site or the planned development regulations at this time.

Mr. O'Brien, pointed out that extending the banner request did not further the Comprehensive Plan's goals and staff believed that hospital already benefitted from 26 weeks to display the banner, which is significantly more time than is afforded to other businesses and institutions. He explained that the display of temporary banners can lead to property maintenance issues because vinyl banners fray and fade over time. As to the impact to the Village's zoning ordinance, Mr. O'Brien stated there was no impact to the site. He indicated the banner was previously permitted with a 180-day restriction. He indicated the extension would allow the banner to remain in place year-round, which is effectively permanent.

Proper public notification was confirmed by Mr. O'Brien and a few phone calls were received on the petition, but no concerns. A letter from the Forest Preserve District was referenced indicating no concerns for the petition. Good Samaritan sent letters to its neighbors on October 29, 2012 with one response expressing concern, which was included in the Commissioners' packets.

Mr. O'Brien noted the petition was reviewed in accordance with the Planned Development Standards, and, while staff felt the hospital property is unique, he stated that staff did not feel the standards were met as outlined in the staff report and there were concerns. While he agreed the hospital property was unique, he felt the Village acknowledged that uniqueness by previously allowing the banner in 2009 and increasing the display time did not further the goal of the Village's Comprehensive Plan. The current display time was more than adequate to promote the hospital's awards and accomplishments. Staff was recommending a denial of the petition. However, if the Commissioners chose to approve the petition, Mr. O'Brien directed their attention to a list of recommended conditions in staff's report and suggested that alternative findings be made.

Commissioner comments were as followed: Per Mr. Matejczyk's question, Mr. O'Brien stated that the banner could be illuminated but not after 10:00 p.m. and no restrictions existed on the types of material for the banner itself. It was confirmed by Mr. O'Brien that the hospital could install a permanent sign on Tower 1 if they desired. Had the banner be considered a permanent sign, Mr. O'Brien stated that the Village's maximum size for the sign would be 300 square feet. He surmised that the hospital was very close to that maximum, if not already at it. However, he stated the hospital was meeting the sign requirements for their planned development. Per Ms. Urban's question regarding the frequency of the banners being changed out, Mr. O'Brien stated they were changed, at most, twice a year. Mr. O'Brien reiterated that staff's concern was that it did not want to have non-durable materials becoming permanent signage.

Mr. Cozzo asked if staff could provide some examples of how the petition was not compatible with the surrounding zoning and land use classifications and the properties it could affect, Mr. O'Brien explained that it allowed the hospital to have a much larger sign and up three times longer than any other business in the community, as he cited the medical college up the road, as an example of a large development that could benefit from a similar sign. He noted other examples of properties where there might be a desire for a large temporary sign.

Ms. Urban asked if the hospital's directional signage counted against the total square footage of the signage allowed, Mr. O'Brien confirmed it did not and stated the hospital was not over their limit for total allowable sign area.

Mr. Waechtler asked if other large institutions such as Downers Grove North High School could display a banner similar to Good Samaritan's. Mr. O'Brien stated they would only be allowed to do so if they applied for and received a variation.

Chairman Hose invited the petitioner to speak.

Mr. Jim Silvestri, Director of Public Affairs and Marketing, Advocate Good Samaritan Hospital, reminded the commissioners that there was a 36-year history serving Downers Grove and the hospital had been nationally recognized for a number of medical care services. Details followed on how the hospital shared its successes with the community - through local media and using the large outdoor banner. Because the hospital was nationally recognized, Mr. Silvestri explained that it placed the hospital in a different category. Other accolades were summarized by Mr. Silvestri.

Mr. Silvestri reported the plan moving forward then was to notify the Village of the hospital's banner plans and, currently, there were no plans to use the banner for advertisements; contrarily, it was about announcing the hospital's accomplishments and awards the Village could be proud about. Mr. Silvestri reiterated that securing the banner was a top concern and installing/removing it was costly, which was why the hospital intended to follow steps to maintain it and "get all it can out of its investment". If allowed to display the banner for 365 days per year, Mr. Silvestri stated the hospital would probably rotate more than one banner message during the year because there was

the potential for so many messages to be displayed. He agreed that the appearance of the banners was highly critical for the hospital and would be of high quality due to the other improvements made around the hospital campus. Should the banner look worn or frayed, it would be removed.

Mr. Matejczyk expressed concerns that the banner was meant as a tool for additional advertisement despite Mr. Silvestri's comments. He stated he doubted the hospital would be displaying banners "out of the kindness of [their] heart."

Mr. Silvestri stated the hospital was actually sharing with the community some of the high level awards it receives versus the different marketing efforts used by the hospital.

Mr. Matejczyk asked how this type of banner information affects the quality of care, Mr. Silvestri stated that it reinforces that the hospital does have a high level of care and the external organizations are acknowledging the hospital for that, which resonates to the residents and the Village feeling pride. Mr. Silvestri clarified that he was seeking to have the "flexibility" to have the banner up for 365 days.

In reviewing the petition more closely, Mr. Beggs stated he was trying to relate the connection between the banner and where he travels to receive medical services, wherein Mr. Silvestri noted that the banners would probably not influence a decision to go to Good Samaritan nor would the banners be used to bring in new patients. Further dialog followed by Mr. Silvestri regarding the use of local media and how the hospital can control what it wants to put out to the public versus the local media controlling how it wants to put out information to the public. The dialog then moved toward what criteria would the Plan Commission use to differentiate who receives such signage and who does not, i.e., should it be based upon how important the unit is to the community?

Mr. Silvestri explained that the hospital was different in what it provides to the community, such as its services or its means of communication, and should be considered versus, say, a high school, which may have different types of communication.

In reviewing Ordinance #5064 of the Village's ordinance, Mrs. Rabatah, noted that the title calls it "an amendment for a temporary sign variation" and throughout the body of the ordinance the word "temporary" appears many times. She asked the petitioner how 365 days was temporary, wherein Mr. Silvestri explained it was temporary given the fact that it would not go beyond 365 days. He stated it was a question of how one defines the word "permanent". Furthermore, he saw "temporary" as having a banner up 365 days and then changing it to another banner after 365 days, thereby having had two banners "that were just up a year a piece" which, in his mind, would still be temporary. Again, he stated it went back to the meaning of "permanent" and emphasized the banner would not be up for years on end but have a defined shelf-life. Should the banner be up for 366 days, or, in violation of the modified ordinance, Mr. Silvestri said it would be removed based on how the wording was written, the timeframe it was up, and when the hospital received the award.

Based on that information, Mr. Cozzo clarified it was his understanding that the petitioner was asking the commission to change the definition of the word “temporary” from 180 days to 365 days, wherein Mr. Silvestri confirmed it was because the banner would be a temporary sign and would not be up beyond the 365 days. However, Chairman Hose called attention to the fact that if one banner goes up for 365 days, followed by another banner the following 365 days, then there is no time in which a banner is not up on the building. Mr. Silvestri stated it depended upon when the banner was removed, the calendar year, and the fact that a banner swap is not always at the same time and can vary by months.

Per Mr. Quirk’s question, Mr. Silvestri stated that other local hospitals also used banners for promoting their awards, specifically, the banners used at Edwards Hospital and Hinsdale Hospital. To the chairman’s question regarding the length of time the awards have been displayed since 2009 and whether the 180 days have been maximized out during that year and each year afterward, Mr. Silvestri stated since he has been with the hospital it had. However, prior to that, he was not sure. Asked if there were situations where the hospital would have used more than 180 days in what was being communicated through the banners, Mr. Silvestri stated that “potentially” yes with what the hospital has won within the past year or two. Mr. Silvestri estimated that the banners would probably be changed out twice per year at the most.

Asked what oversight would occur should the hospital start advertising for medical services to the public, Mr. Silvestri explained that the hospital has a good partnership with the Village already and would not be providing those types of banners because it was never the intent of the hospital. For Mr. Waechtler’s clarification, Village Planning Manager Mr. O’Brien indicated that there was nothing spelled out in the ordinance specifically as to what could be displayed on the banner, but he explained that the hospital’s messages were consistent with the intent of the Village’s ordinance and no conflict existed. Staff would be enforcing the requirements. Mr. O’Brien stated the current practice is for the hospital to notify village staff about 10 days prior to when a new banner would be installed.

Agreeing with Mr. Waechtler’s comment, Mr. Silvestri commented that sometimes if a banner is up too long it becomes unnoticed, or, “white noise.” Therefore, he wanted to create a situation where the banner was timely and relevant. Asked if Mr. Silvestri would be limited to one sign during the 180 day-period, he indicated he would not, but that it would become cost prohibitive to remove the banner and reinstall it again.

Chairman Hose opened the meeting up to public comment.

Ms. Marge Earl, 4720 Florence Avenue, was sworn in by the Chairman. Ms. Earl confirmed whether staff could not regulate the content of the signs, wherein Mr. O’Brien responded that the Village cannot regulate the content language in the Village-wide sign ordinance nor in this particular Planned Development.

Dr. Steve Rembos, represents the 3800 Condo Association across the street from the hospital. Dr. Rembos stated on behalf of his group, there were signage concerns, specifically that the signage could do “everything” and it was an intrusive sign. He commented about a previous time when the village notified the association about an unsightly area on their property and asked that it be made aesthetically pleasing. It was done at a cost of about \$10,000.00. Details followed. As a board, Dr. Rembos said his group is noticing that it appears the Village is diminishing the signs along Ogden Avenue because of the blight of signs.

He stated the sign in front of his building had to be changed three times. His association agreed with the diminishing of the signs. Having a banner this size, he did not understand the word “temporary” as compared to “permanent.” He believed this was in direct conflict of what his association was told by the Village. To him it was advertising. While he supported the hospital, he believed it was a disservice to the hospital to feel it was the avenue the hospital had to take by saying they must have a mammoth size banner to view for 365 days because there could not be a better way to get their message across. His association disagreed with the proposal and he asked that the Plan Commission not support it. It was a precedent in that businesses could also install a banner stating their accomplishments. He asked that the hospital be respectful of the community.

Hearing no further comments, the Chairman closed Public Comment. The petitioner was invited to ask questions of the public. No questions to the public followed by the petitioner.

Mr. Silvestri closed by stating the hospital was respectful of the community and it was serving the community. Many positive messages were available to share with the community. He agreed the hospital had other avenues to advertise other messages that were truly marketing/ advertising, but this was not one of them. He stated the hospital worked with the Village to ensure the content was “on point” and was committed to upholding that tradition. He asked that the commissioners support the proposal.

Commissioners proceeded to discuss the proposal with comments that the proposal appeared to be advertising and was setting a precedent. The 180 days appeared to adequately promote the hospital’s awards and the banner was a significant size, which other businesses would envy to use 365 days per year. It was a continuous use and the current ordinance did allow for flexibility within the current 180 days.

Ms. Urban noted the hospital already has a significant amount of signage. She indicated the flexibility of allowing 1200 square feet was very unique already for the property.

Mr. Quirk felt extending the banner beyond 180 days was not necessary especially when it was for informational purposes. He agreed it may benefit the community by impacting the Village’s property values just the same as the schools do, or the railroads, etc. in the community.

However, Mr. Cozzo explained the difference with advertising and the proposal was that the hospital could advertise services, which it could provide to someone, but touting awards were communicating accomplishments already given or served to other people. He clarified the hospital was not seeking new patients but it could result as a by-product of the banner. As to the precedent comments, he saw making an exception as different than setting a precedent and that the proposal before the commissioners was probably one of three “crown jewels” in the community that draws attention to the community and, because of that, he was comfortable granting an “exception” because it was not setting a precedent. Saying other businesses could ask for the same, he felt were two different comparisons entirely. He agreed there was a difference between permanent and temporary and it was a matter of revising the definition of “temporary”. Additionally, regarding staff’s three conditions to not support the proposal, Mr. Cozzo called attention to the fact that the statement addressing the fraying of the banner’s material was really not an issue because the hospital would never give the Village any reason to believe they would let a banner fray. Asked if all the standards were met, Mr. Cozzo believed they were not, but the proposal was unique and a highly exceptional situation.

Mr. Beggs summarized that the issue came down to whether the banner should be displayed for an extended period of time; however, he explained he had to look at the criteria being considered for the proposal, one of which was mentioned as the size of the organization. He questioned, then, whether that was a statutory criteria for the Village to allow a sign. He did not believe it was a good criteria. Additionally, extending the time period another six months did not appear to be a distinguishing enough difference in the means of communication. Mr. Beggs voiced concern about setting a precedent and suggested that if the hospital needed a continuous sign to remind the community of the benefits that Good Samaritan provides, then the hospital should install a monument sign. Lastly, he voiced concern about adding to more signs in general and did not support the proposal.

Mr. Waechtler voiced his comments: 1) the hospital can advertise its accomplishments without a 365-day a year banner; 2) the approval would open the door for other businesses and institutions; 3) a 180-day sign, as presently allowed, provides opportunity to update the community on the hospital’s accolades and awards; 4) the sign ordinance was designed to reduce the proliferation of signs in the entire Village; and 5) the initial 180 day-approval was generous and should not be changed.

Chairman Hose summarized his beliefs in that the proposal was a significant deviation from current regulations, as cited by Ms. Urban. He agreed it was also difficult to differentiate between the proposal and other advertisers who may seek standard changes in the Sign Ordinance, one of them being future requests for planned unit developments, which he felt would not be the direction the Village wanted at this time. The term “temporary” would have to be more than the construction of the sign itself, and, while the banner itself may be temporary, at day 366, another sign could be installed. He did not support the proposal.

Mr. Webster concurred with the statements made by Ms. Urban and with the Chairman's comments that the scale and scope was much more than what other businesses are "afforded" and whether they were planned developments. He recalled when this proposal was initially approved, and stated that while the hospital had a very large wall, it did not necessarily have to spend large amounts of money to fill it up, especially when the message could be done in half the size. Mr. Webster agreed the petition was already a generous approval to the uniqueness and high value of the operation; possibly beyond generous. He reminded the commissioners that for those businesses whom wanted to tout their awards temporarily, they were limited to a 4-foot x 8-foot banner.

Lastly, Mr. Cozzo asked staff if any other businesses have requested the same request of 180 days, wherein Mr. O'Brien responded, to his knowledge, that there had not been any specific requests for banners similar to Good Samaritan's. He explained that the Village only permits temporary banners up to eight (8) weeks per year. He noted staff gets many requests for more time – many coming from shopping centers with multiple tenants. Mr. O'Brien also pointed out that the average business probably did not know that Good Samaritan received 180 days. However the Village receives complaints from other businesses when it does not enforce the temporary sign ordinance regulations.

WITH RESPECT TO FILE PC-38-12, MR. BEGGS MADE A MOTION THAT THE PLAN COMMISSION FORWARD A NEGATIVE RECOMMENDATION TO THE VILLAGE COUNCIL.

SECONDED BY MRS. RABATAH.

ROLL CALL:

AYE: MR. BEGGS, MRS. RABATAH, MR. MATEJCZYK, MR. QUIRK, MS. URBAN, MR. WAECHTLER, MR. WEBSTER, CHAIRMAN HOSE

NAY: MR. COZZO

MOTION CARRIED. VOTE: 8-1