

*Village of Carol Stream*

**SPECIAL JOINT MEETING**

**CAROL STREAM VILLAGE BOARD  
and  
CAROL STREAM PARK BOARD OF COMMISSIONERS**

**MONDAY, MAY 14, 2012  
6:00 P.M.**

**COLLEGE OF DU PAGE  
500 KUHN ROAD  
CAROL STREAM, ILLINOIS 60188**

**AGENDA**

1. CALL TO ORDER
2. ATTENDANCE
3. RECREATION CENTER UPDATE
4. TOWN CENTER/RECREATION CENTER SIGNAGE
5. OTHER BUSINESS
6. ADJOURNMENT

# Village of Carol Stream

## Interdepartmental Memo

**TO:** Joseph E. Breinig, Village Manager

**FROM:** Donald T. Bastian, Assistant Community Development Director

**THROUGH:** Robert J. Glees, Community Development Director

**DATE:** May 9, 2012

**RE:** Agenda Item for the May 14, 2012, Joint Meeting of the Carol Stream Park Board and Carol Stream Village Board – Discussion of Town Center Signage

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### PURPOSE

The purpose of this memorandum is to provide information to the Carol Stream Park Board and Carol Stream Village Board regarding Town Center signage, as both organizations contemplate signage improvements at the Town Center property.

### DISCUSSION

Following is a brief review of existing signage at the Town Center property, a recap of what the Village-Park District Intergovernmental Agreement (IGA) says about signage, and a discussion of signage options for the Town Center property moving forward.

#### **Existing Town Center Signage**

As shown in the photos below, the Village installed two masonry “Ross Ferraro Town Center” ground signs in 2004. One sign was installed just north of the intersection of Fountain View Drive and Gary Avenue, and the other was installed just east of the intersection of Fountain View Drive and Lies Road. At the time the signs were built, the entire Town Center property was zoned B-2 General Retail District, and the maximum allowable height for ground signs in the B-2 District was 6 feet. As the Village wished to install signs measuring just over 11 feet in height, the Village applied for and received approval of a Sign Code Variation to allow the signs to measure 11 feet, 2 inches in height. The area of the sign panel is 68 square feet, which complied with the 72 square foot maximum area for ground signs in the B-2 District.



*Sign at Gary & Fountain View, Looking North*

*Sign at Lies & Fountain View, Looking East*

The existing signs function as identification signs for the Town Center property, and also serve to alert motorists as to the location of the entrances into the site. Based on their height, mass, proximity to adjacent roadways, and construction materials, the signs are very prominent and are compatible with the other Town Center improvements. One limitation of these signs, however, is that they do not currently provide a means for promoting Town Center events or other Village informational messages. As you are aware, the Village utilizes a portable trailer with an electronic changeable copy signage panel to temporarily advertise events at the Town Center.

**Village-Park District Intergovernmental Agreement**

In February of last year, the Village and Park District entered into an IGA which provided for the conveyance of six acres of land south of Fountain View Drive to the Park District, and which also outlined parameters for the shared use and maintenance of the Village-retained property north of Fountain View Drive. Regarding signage, the IGA contains the following statement:

***G. The Parties shall work in good faith relative to the approval of signage at the entrances to the Recreation Center, with consideration being given to any monument signs being combined signs, as opposed to competing signs, and to add to, or amend, current signage, all in full compliance with the requirements of the Village Code.***

Attached to the IGA as Exhibit C was a Letter Agreement between the Village and Park District, preceding the IGA, which contains the following statement:

***7. The need for Park District signage at the entrances is understood and both parties will work together to add to, or amend, current signage.***

Regarding signage for the Park District Recreation Center currently under construction, the only signage that was approved is a small *Carol Stream Park District* wall sign near the main facility entrance, as pictured below.



During the formal zoning approval process, Park District staff indicated that other signage for the Recreation Center would be determined, in cooperation with the Village, at a later date. This approach is consistent with the intent of the IGA.

### Signage Needs and Options

With signage for the Recreation Center yet to be determined, and with the Village beginning to explore options for improving its ability to promote periodic events at the Town Center, it is appropriate for the Village and Park District to consider whether the signage needs for both organizations could best be addressed through combined-use signage of one form or another. Below are some options for modifying existing signage or installing additional signage on either the Village or Park District properties at the Town Center, possible pros and cons of each option, and a brief summary of the Village Code requirements and approval processes.

- 1. Add changeable message boards to existing Town Center signs** – Electronic changeable copy message panels could be retrofitted onto one or both of the existing *Ross Ferraro Town Center* ground signs. The Village and Park District could agree to share use of the changeable message boards so that events of both organizations could be displayed. Based on the current design of the signs, an electronic panel measuring about twelve feet in length by three feet in height would fit between the masonry columns that project outward at each end of the signs. For comparison purposes, the electronic sign cabinet along Gary Avenue in front of Village Hall measures approximately thirteen feet in length and four feet in height.

Pros:	Cons:
<ul style="list-style-type: none"><li>• Events and messages for both the Village and Park District could be displayed at a prominent location at Town Center.</li></ul>	<ul style="list-style-type: none"><li>• The Village and Park District would need to agree on shared usage of the message display(s).</li></ul>
<ul style="list-style-type: none"><li>• Would further solidify the image and purpose of the overall Town Center site as a multi-purpose community facility.</li></ul>	<ul style="list-style-type: none"><li>• Would the Park District (or Sign Code) have any issues with the signs being located off of the Recreation Center property?</li></ul>
<ul style="list-style-type: none"><li>• Would allow use of the portable trailer sign to be discontinued or curtailed.</li></ul>	<ul style="list-style-type: none"><li>• Would the Park District have concerns with promoting its events on a sign that otherwise seems to be a “Village” sign?</li></ul>
<ul style="list-style-type: none"><li>• Possibility of cost sharing.</li></ul>	

**Code Requirements** – Changeable copy panels, as contemplated herein, would comply with the Sign Code requirements for such signs when installed as part of a ground sign. However, because the property was rezoned from B-2 Business District to R-1 Residential District in 2011, the allowable sign area decreased from 72 square feet to 32 square feet. The addition of a changeable copy panel to the existing signs would increase the area of what is now considered a legal non-conforming sign.

**Approval Process** – Based on the sign area issue identified above, a Sign Code variation would need to be approved to increase the area of the existing sign or signs.

- 2. Park District constructs ground sign(s) on the Recreation Center Property** – As a distinct property having frontage on two public streets, the Park District is entitled to construct one ground sign on the Recreation Center property adjacent to each street frontage. One ground sign

could be constructed adjacent to Gary Avenue, and another ground sign could be constructed on the south side of the east-west portion of Fountain View Drive.

<b>Pros:</b>	<b>Cons:</b>
<ul style="list-style-type: none"> <li>• Sign(s) could be designed to the Park District's specifications, without the need to accommodate any issues related to the shared use of the existing signs.</li> </ul>	<ul style="list-style-type: none"> <li>• Constructing one or two new ground signs would likely be more expensive for the Park District than sharing in the cost of installing changeable copy message panels or otherwise altering the existing signs.</li> </ul>
<ul style="list-style-type: none"> <li>• Would distinctly identify what will become a prominent community building.</li> </ul>	<ul style="list-style-type: none"> <li>• Would a new ground sign close to the existing Town Center ground sign on Gary Avenue appear to "compete" with the existing sign, or be confusing?</li> </ul>
<ul style="list-style-type: none"> <li>• Could be designed with changeable copy panels, which could be used to promote both Park District and Village events at the overall Town Center site.</li> </ul>	<ul style="list-style-type: none"> <li>• Would separate Recreation Center ground signs be at odds with the image and concept of the overall Town Center site as a shared multi-purpose community facility?</li> </ul>
	<ul style="list-style-type: none"> <li>• Would Park District be able to secure approval of Sign Code relief, as necessary, depending on design of sign(s)?</li> </ul>
	<ul style="list-style-type: none"> <li>• Would the Village have any concerns promoting its events on a sign that otherwise seems to be a "Park District" sign?</li> </ul>

**Code Requirements** – The property was rezoned to R-1 Residence District along with the other approvals that were granted for the development of the property as a Recreation Center. With this zoning classification, the property would be entitled to one ground sign per street frontage not to exceed six feet in height and 32 square feet in area. If the sign(s) were to include a changeable copy panel, the area of the panel would count toward the total sign area.

**Approval Process** – If the Park District decided to build a ground sign on the Recreation Center property, it seems likely that they would wish to exceed the allowable area and height for an identification sign in the R-1 District. If so, the Park District would need to seek formal approval of the variations from the Plan Commission. In addition, all new ground signs constructed within the Gary Avenue Corridor require Gary Avenue Corridor Review by the Plan Commission.

**Other Options**

Several other options containing certain elements of the two options discussed above also exist. For example, the Village could add changeable copy panels on its signs for promotion of Village events only, and the Park District could install its own ground signs, with or without changeable copy. In this scenario, one drawback could be that there would likely be competing changeable copy signs in close proximity to one another along Gary Avenue, separated only by Fountain View Drive. Would signs in this configuration be dangerous or confusing to motorists, or lose effectiveness because they would cancel each other out? Also, would the public be critical of the Village and Park District for not combining resources to keep costs down?

Joseph E. Breinig, Village Manager

May 9, 2012

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Another option could include more extensive changes to the existing *Ross Ferraro Town Center* signs, to give the signs more of a truly “shared” focus. Under this scenario, the upper portion of the sign could be redesigned to reflect the fact that both the Village and Park District maintain and operate significant community facilities at the overall Town Center site. A new permanent sign panel could be installed atop the existing masonry base that referenced both the Village’s Town Center Park and the Park District’s Recreation Center. Changeable copy panels could still be added to the sign beneath a new upper panel, between the projecting masonry columns at each end of the signs. The Village would need to consider and be sensitive, however, to a reduction in the tribute that the existing signs pay to the former long-tenured Mayor of the community.

### **RECOMMENDATION**

For discussion purposes only. Staff will be available during the May 14 Joint Meeting to answer questions from the elected officials of the Village Board and Park Board.

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