



DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Planning Division

m e m o r a n d u m

TO: The Urbana Zoning Board of Appeals

FROM: Rebecca Bird, Planner I

DATE: August 12, 2010

SUBJECT: **ZBA 2010-MAJ-03:** Request for a Major Variance by Clark-Lindsey Village to install a monument sign at the Race Street entrance of Clark-Lindsey Village, 101 W. Windsor Road in the R-3, Single and Two-Family Residential zoning district.

Introduction & Background

Clark-Lindsey Village, Inc. has filed a request to allow the installation of a monument sign on their property at the corner of Windsor Road and Race Street. Clark-Lindsey Village is a retirement community with on-site healthcare facilities located on a 27.58-acre lot. They are requesting a new sign in order to better identify a new healthcare facility, the Renewal Therapy Center, as there is currently no sign to identify the facility from the street. The proposed sign would be 15 feet in area (5 feet wide by 3 feet tall) on a monument structure that is 4 feet wide and one foot tall. The main entrance to the healthcare facilities are on Windsor Road, but the main entrance for the Renewal Therapy Center is on Race Street. The subject property is located in the R-3, Single and Two-Family Residential zoning district. Per Section IX-4.B of the Urbana Zoning Ordinance, institutions located in residential zoning districts are allowed one wall or monument sign per street frontage, with a combined area of no more than 25 square feet. Clark-Lindsey Village currently has two signs on their property, which has two street frontages. The area of the existing signs totals 59.8 square feet. The requested variance is to allow a new 15-square foot monument sign which would increase the total area for all signs on the property up to 74.8 square feet.

Pursuant to Section XI-3.C.2(d)(1) of the Urbana Zoning Ordinance, in order for a major variance to be approved, the Zoning Board of Appeals must recommend approval by a two-thirds majority and forward to City Council for final review and approval.

Description of the Site

Clark-Lindsey Village is located on the southeast corner of the intersection of Race Street and Windsor Road, on a 27.58-acre parcel. The site contains the Meadowbrook Health Center (a nursing home), an apartment complex for retired people with an attached social center that

houses a dining hall, exercise room, billiards room, store, and beauty shop, various outdoor recreation facilities, several garages and parking lots for the apartment complex, and additional parking lots for the health center. The site contains extensive gardens. The Renewal Therapy Center will be located in the south wing of the health center. (See Exhibit D for site map.) The surrounding area contains a mix of uses including a park, single-family residences, a church, a farm field, and a tract of forested land owned by the University of Illinois.

Zoning and Land Use Table

The following is a summary of surrounding zoning and land uses for the subject site:

Location	Zoning	Existing Land Use	Comprehensive Plan Future Land Use
Subject Property	R-3, Single and Two-Family Residential	Retirement Nursing Home	Multi-Family Residential
North	R-2, Single-Family Residential <i>And</i> R-3, Single and Two-Family	Single-Family Residences <i>And</i> Church	Residential – Suburban Pattern
South	CRE, Conservation, Recreation, Education	Park	Park
East	CRE, Conservation, Recreation, Education	Park	Park
West	Ag-2, Agriculture (Champaign County Zoning Designation)	University of Illinois Forest Tract	Institutional (City Future Land Use Designation)

Discussion

Section IX-4.B of the Urbana Zoning Ordinance permits institutions located in residential zoning districts one wall or monument sign per street frontage, with a combined area for all signs of no more than 25 square feet. Clark-Lindsey Village currently has two signs on their property, which has two street frontages. There is a gateway wall sign located on Windsor Road, near the Windsor Road entrance to the site. The second sign is a monument sign located on the northwest corner of the property, at the intersection of Race Street and Windsor Road. Both signs received major variances in 2004 to increase the height of the sign letters from the then-allowed 6 inches to 12 inches (Ordinance Nos. 2004-09-118 and 2004-09-120). The area of the existing signs totals 59.8 square feet. Exhibit E shows photos of the existing signs on the site.

The requested variance is to allow a new 15-square foot monument sign on Race Street, at the entrance to the Renewal Therapy Center. The Renewal Therapy Center will be located in the south wing of the health center, with its main entrance off of Race Street. The site has two entrances on Race Street that are currently used to access residents' garages and parking spaces.

Currently, there are no signs on the site along the Race Street frontage. The proposed sign will help motorists finding parking for the Renewal Therapy Center. The proposed sign would increase the total area for all signs on the property up to 74.8 square feet, 299% greater than the allowed 25 square feet.

The Urbana Zoning Ordinance sign regulations largely focus on signs for businesses in commercial and industrial districts. Larger signs are allowed in those districts in order to identify various enterprises, mostly located along commercial corridors. Institutions such as nursing homes, churches, and schools must comply with the regulations for the district in which they are located. However, sign allowances are not listed for institutions in residential districts. Instead, institutional signs in residential districts are allowed under Section IX-4 of the Urbana Zoning Ordinance. This section allows for either one monument or one wall sign per street frontage, with the combined area for all signs not to exceed 25 square feet. The site currently has one wall sign and one monument sign with a combined area of 59.8 square feet. A major variance is needed to allow the proposed sign, which would increase the total area for all signs on the property up to 74.8 square feet in area and the total number of signs to three on a lot with two frontages.

Removing the existing monument sign on the corner of the property would allow for installation of the proposed sign without a variance, but this is not a feasible alternative. The current monument sign is the only sign that identifies the retirement community complex as a whole from the intersection of Race Street and Windsor Avenue. The new sign is needed to identify a specific building on the site, the Renewal Therapy Center, accessed from Race Street and to allow for appropriate wayfinding for visitors.

Variance Criteria

Section XI-3 of the Urbana Zoning Ordinance requires the Zoning Board of Appeals to make findings based on variance criteria. The following is a review of the criteria as they pertain to this case and the criteria outlined in the ordinance:

- 1. Are there special circumstances or special practical difficulties with reference to the parcel concerned, in carrying out the strict application of the ordinance?*
- 2. The proposed variance will not serve as a special privilege because the variance requested is necessary due to special circumstances relating to the land or structure involved or to be used for occupancy thereof which is not generally applicable to other lands or structures in the same district.*

The special circumstances are that the sign regulations do not account for larger institutional properties in residential zoning districts. The Zoning Ordinance allowances for institutional signs in residential districts are geared toward a single building on a small lot on a neighborhood street rather than a multi-acre complex on a major collector street. Clark-Lindsey Village is located on a 27.58-acre parcel at the intersection of Windsor Road, a Minor Arterial, and Race Street, a Major Collector. The site has two street frontages, but may only have up to 25 square feet of signage. Most institutions in residential districts are on smaller properties, which allows for more

sign area per linear foot of street frontage. In this case the signage allotment is not sufficient to properly identify the retirement community complex.

Over the last ten years there have been six major variances approved to increase the area of signs for institutions on large properties in residential zoning districts:

- Grace United Methodist Church, 2003 (36 square feet)
- Philo Road Church of Christ, 2000 (42 square feet)
- Clark-Lindsey Village, 2004 (to allow a 100% increase in size of lettering on two separate signs, each over 30 square feet in area)
- Vineyard Church, 2007 (56.6 square feet)
- St. Patrick's Church, 2010 (27.6 square feet)

This pattern of variance requests suggests that a text amendment might be warranted.

3. *The variance requested was not the result of a situation or condition having been knowingly or deliberately created by the Petitioner.*

The variance is not due to a situation created by the petitioner. The retirement community has been located on the property since 1975. The existing signage is not sufficient to direct visitors to the new health clinic on Race Street.

4. *The variance will not alter the essential character of the neighborhood.*

The variance will not alter the character of the neighborhood. The proposed sign will be in a landscaped bed, under a mature tree. It will be located in the middle of the property along Race Street. On the other side of Race is a forestry tract owned by the University of Illinois. The area of the proposed sign will not be excessively large.

5. *The variance will not cause a nuisance to the adjacent property.*

The variance should not cause a nuisance to adjacent properties. There will be no increase in intensity of use on the property. The proposed sign will only be visible from the forestry tract across Race Street.

6. *The variance represents generally the minimum deviation from requirements of the Zoning Ordinance necessary to accommodate the request.*

The petitioner is requesting the level of variance necessary to install a sign that would be readable by traffic on Race Street to direct visitors to the new health clinic located off Race Street in the retirement community complex.

Summary of Staff Findings

1. Clark-Lindsey Village, Inc. is requesting a variance to install a monument sign along Race Street to identify the entrance to the Renewal Therapy Center which would increase the site's combined sign area to 74.8 square feet.
2. The proposed sign would be 15 feet in area (5 feet wide by 3 feet tall) on a monument structure that is 4 feet wide and one foot tall.
3. The site is located in south Urbana and is zoned R-3, Single and Two-Family Residential.
4. The Urbana Comprehensive Plan identifies the area as Multi-Family Residential.
5. The retirement community's current signage is not sufficient for drivers on Race Street.
6. The proposed variance is desired due to special circumstances of a large site that is only allowed a total of 25 square feet of signage.
7. The proposed variance is not due to a situation created by the petitioner.
8. The proposed variance will not alter the character of the neighborhood, nor cause a nuisance to adjacent properties.
9. The proposed variance represents the minimum possible derivation from Zoning Ordinance requirements to install a sign that is visible from the Race Street.

Options

The Zoning Board of Appeals has the following options in this case:

- a. The Urbana Zoning Board of Appeals may approve the variance as requested based on the findings outlined in this memo; or
- b. The Urbana Zoning Board of Appeals may approve the variance along with certain terms and conditions. If the Urbana Zoning Board of Appeals elects to recommend conditions or recommend approval of the variances on findings other than those articulated herein, they should articulate findings accordingly; or
- c. The Zoning Board of Appeals may deny the variance request. If the Zoning Board of Appeals elects to do so, the Board should articulate findings supporting its denial.

Staff Recommendation

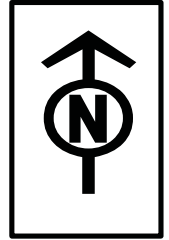
Based on the analysis and findings presented in the discussion above, and without the benefit of considering additional evidence that may be presented at the public hearing, staff recommends that the Zoning Board of Appeals **APPROVE** Case ZBA-2010-MAJ-03, subject to the following condition:

1. That the sign area, height and monument size do not exceed the dimensions shown in the sign plan submitted with the application.
2. That the sign is located on the property as shown in the site plan submitted with the application.

Attachments: Exhibit A: Location & Aerial Map
 Exhibit B: Zoning Map
 Exhibit C: Future Land Use Map
 Exhibit D: Site Map
 Exhibit E: Site Photos
 Exhibit F: Petition for Variance with Site Plan and Sign Plan

cc: Clark-Lindsey Village, dreardanz@clark-lindsey.com
 CLV, landscape architect, bjohns@clark-lindsey.com

EXHIBIT A: Location Map & Aerial

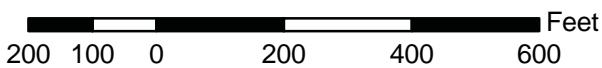


Windsor Road

Meadow Brook Park

Clark-Lindsey Village

Race Street

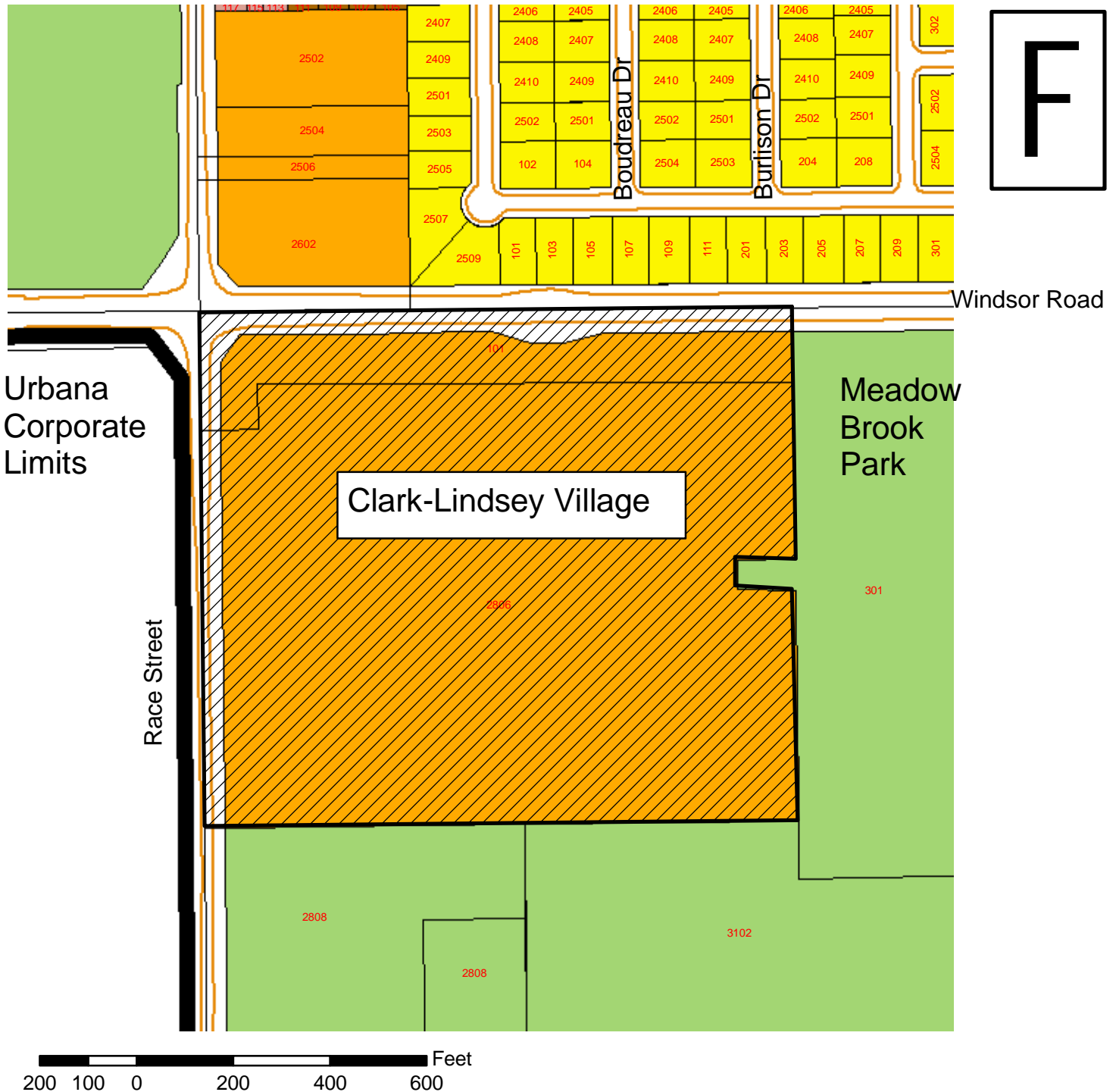


Plan Case: 2010-MAJ-03
Petitioner: Clark-Lindsey Village, Inc.
Location: 101 W. Windsor Road
Subject: Request for a Major Variance to install a freestanding sign in the R-3 Zoning District

 Subject Property

Prepared 8/2/2010 by Community Development Services - rlb

EXHIBIT B: Zoning Map



Plan Case: 2010-MAJ-03
 Petitioner: Clark-Lindsey Village, Inc.
 Location: 101 W. Windsor Road
 Subject: Request for a Major Variance to install a freestanding sign in the R-3 Zoning District

Prepared 8/2/2010 by Community Development Services - rlb




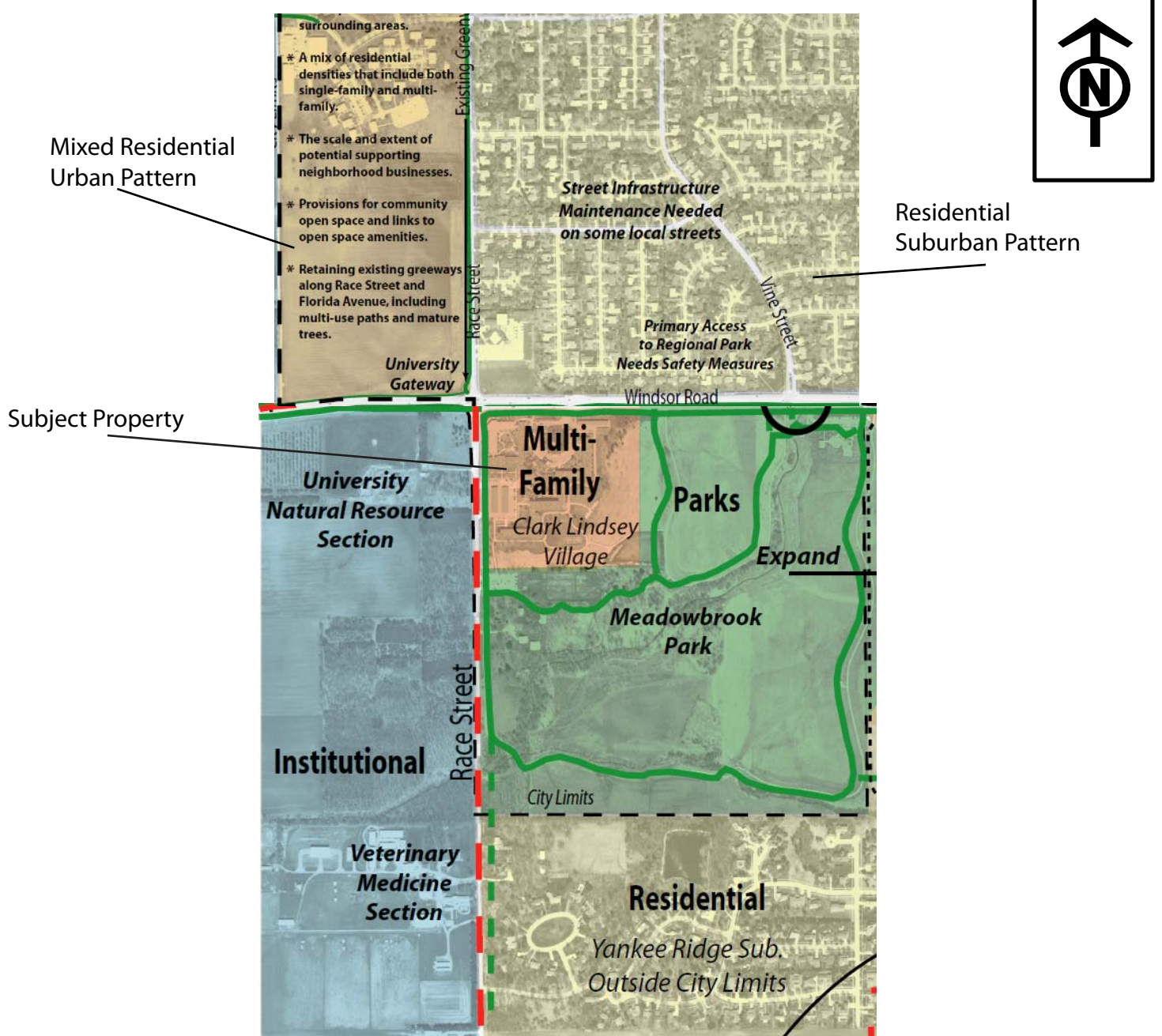
-  Subject Property
-  R2, Single-Family Residential
-  R3, Single & Two-Family Res
-  CRE, Conservation, Education, Recreation

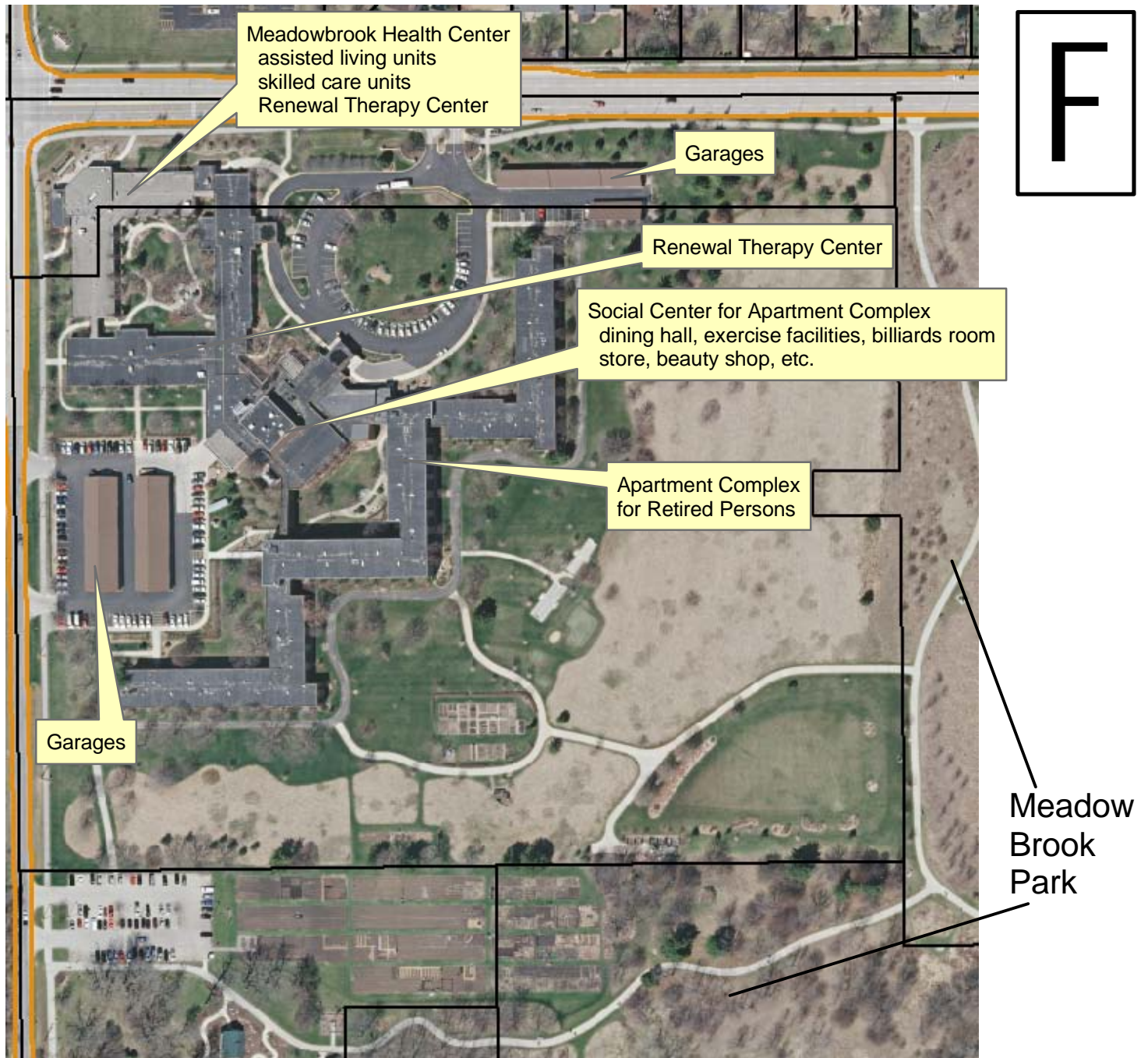
EXHIBIT C: Future Land Use Map



Plan Case: 2010-MAJ-03
 Petitioner: Clark-Lindsey Village, Inc.
 Location: 101 W. Windsor Road
 Subject: Request for a Major Variance to install a freestanding sign in the R-3 Zoning District

Prepared 8/2/2010 by Community Development Services - rlb

EXHIBIT D: SiteMap



200 100 0 200 400 600 Feet



Plan Case: 2010-MAJ-03
Petitioner: Clark-Lindsey Village, Inc.
Location: 101 W. Windsor Road
Subject: Request for a Major Variance
to install a freestanding sign
in the R-3 Zoning District

Prepared 8/2/2010 by Community Development Services - rlb



Figure 1: View of existing gateway wall sign on Windsor Road.



Figure 2: View of existing monument sign at intersection of Windsor Road and Race Street.



Figure 3: View of location of new sign on Race Street, to the left of the tree.



Application for Variance

Zoning Board Of Appeals

APPLICATION FEE – \$150.00 (Major) and \$125.00 (Minor)

The Applicants are responsible for paying the cost of legal publication fees as well. The fees usually run from \$75.00 to \$125.00. The applicant is billed separately by the News-Gazette.

DO NOT WRITE IN THIS SPACE - FOR OFFICE USE ONLY

Date Request Filed _____ ZBA Case No. _____

Fee Paid - Check No. _____ Amount _____ Date _____

PLEASE PRINT OR TYPE THE FOLLOWING INFORMATION

A VARIATION is requested in conformity with the powers vested in the Zoning Board of Appeals to permit *(Insert Use/Construction Proposed and the Type and Extent of Variation Requested)* CONSTRUCTION OF A 15 SQUARE FEET DIRECTIONAL SIGN

_____ on the property described below, and in conformity with the plans described on this variance request.

1. APPLICANT CONTACT INFORMATION

Name of Applicant(s): **CLARK-LINDSEY VILLAGE, INC.** Phone: **217 344-2144**

Address (street/city/state/zip code): **101 W. WINDSOR RD., URBANA, IL, 61802**

Email Address: **DREARDANZ@CLARK-LINDSEY.COM**

Property interest of Applicant(s) (Owner, Contract Buyer, etc.): **OWNER**

2. OWNER INFORMATION

Name of Owner(s): **CLARK-LINDSEY VILLAGE, INC.** Phone: **217 344-2144**

Address (street/city/state/zip code): **101 W. WINDSOR RD., URBANA, IL, 61802**

Email Address: **DREARDANZ@CLARK-LINDSEY.COM**

Is this property owned by a Land Trust? Yes No

If yes, please attach a list of all individuals holding an interest in said Trust.

3. PROPERTY INFORMATION

Location of Subject Site: **WINDSOR RD. AT RACE STREET**

PIN # of Location: **93-21-29-200-009**

Lot Size: 27.58 ACRES

Current Zoning Designation: **R3**

Current Land Use (*vacant, residence, grocery, factory, etc*): **RETIREMENT COMMUNITY**

Proposed Land Use: **SIGN VARIANCE FOR SECTION IX9-4.B**

Legal Description: **TRACT 7 OF MCCOLLOUGH'S PLAT. PART OF N 14 SECTION 29, T19N, R9E OF THIRD PRINCIPLE MERIDIAN, CHAMPAIGN CO.**

4. CONSULTANT INFORMATION

Name of Architect(s): Phone:

Address (*street/city/state/zip code*):

Email Address:

Name of Engineers(s): **THOMAS B. BERNES** Phone: **217 384-1144**

Address (*street/city/state/zip code*): **405 EAST MAIN STREET, URBANA, IL 61803**

Email Address:

Name of Surveyor(s): Phone:

Address (*street/city/state/zip code*):

Email Address:

Name of Professional Site Planner(s): **ROBERT BRYAN JOHNS** Phone: **217 344-2144**

Address (*street/city/state/zip code*): **101 W. WINDSOR RD., URBANA, IL 61802**

Email Address: **BJOHNS@CLARK-LINDSEY.COM**

Name of Attorney(s): **CARL WEBBER** Phone: **217 365-5311**

Address (*street/city/state/zip code*): **P.O. BOX 189, URBANA, IL 61801**

Email Address:

5. REASONS FOR VARIATION

Identify and explain any special circumstances or practical difficulties in carrying out the strict application of the Zoning Ordinance with respect to the subject parcel.

PEOPLE ENTER THE CAMPUS MAINLY BY CAR. FUCTIONAL SIGNAGE NEEDS TO BE LARGE ENOUGH TO BE VISIBLE BY MOVING TRAFFIC. THE PROPOSED SIGN IS OF A MINIMUM 15 SQUARE FEET FACE IN ORDER TO DIRECT RACE STREET TRAFFIC TO THE NEW RENEWAL THERAPY CENTER.

Explain how the variance is necessary due to special conditions relating to the land or structure involved which are not generally applicable to other property in the same district.

ALTHOUGH THE RENEWAL THERAPY CENTER WILL BE PART OF THE EXISTING MEADOWBROOK HEALTH CENTER, A NURSING FACILITY WHICH ALSO INCLUDES SKILLED CARE AND ASSISTED LIVING, THE RENEWAL THERAPY CENTER WILL HAVE AN ENTRANCE SEPARATE FROM MEADOWBROOK HEALTH CENTER ON RACE STREET. THE MAIN ENTRANCE TO MEADOWBROOK HEALTH CENTER'S SKILLED CARE AND ASSTED LIVING SECTIONS IS FROM WINDSOR ROAD.

Explain how the variance is not the result of a situation or condition that was knowingly or deliberately created by you (the Petitioner).

CLARK-LINDSEY VILLAGE, INC., A NOT-FOR-PROFIT CORPORATION, IN CREATING THE RENEWAL THERAPY CENTER, IS RESPONDING TO THE CHANGING NEEDS OF THE GREATER COMMUNITY AND POSITIONING FOR THE MEADOWBROOK HEALTH CENTER'S FUTURE VIABILITY.

Explain why the variance will not alter the essential character of the neighborhood.

THE SIGN WOULD FACE A SECTION OF RACE STREET THAT INCLUDES LAND USED AS A CONTINUING CARE RETIREMENT COMMUNITY AND LAND USED PRIMARLIY FOR AGRICULTURE BY THE UNIVERSITY OF ILLINOIS. THE SIGN WOULD NOT AFFECT THE EXCEPTIONAL GARDEN EXPERIENCES OF THE PUBLIC IN VIEWING CLARK-LINDSEY VILLAGE'S GROUNDS.

Explain why the variance will not cause a nuisance to adjacent property.

THE SIGN WOULD BE OF SMALL STATURE, AND BE INCLUDED IN A LANDSCAPED BED. THE ADJACENT UNIVERSITY OF ILLINOIS PROPERTY, LOCATED ACROSS RACE STREET TO THE WEST, SUPPORTS AGRICULTURAL ACTIVITIES.

Does the variance represent the minimum deviation necessary from the requirements of the Zoning Ordinance? Explain.


YES. THE SIGNAGE WOULD DISPLAY TEXT IN 6 AND 5 INCH LETTERS, A MINIMUM SIZE THAT COULD BE READ BY RACE STREET TRAFFIC, AND THE TEXT ONLY INCLUDES THE ICON FOR THE NEW CENTER, THE NAME, AND THE WORD ENTRANCE.

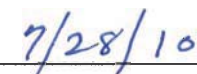
NOTE: If additional space is needed to accurately answer any question, please attach extra pages to the application.

By submitting this application, you are granting permission for City staff to post on the property a temporary yard sign announcing the public hearing to be held for your request.

CERTIFICATION BY THE APPLICANT

I certify all the information contained in this application form or any attachment(s), document(s) or plan(s) submitted herewith are true to the best of my knowledge and belief, and that I am either the property owner or authorized to make this application on the owner's behalf.

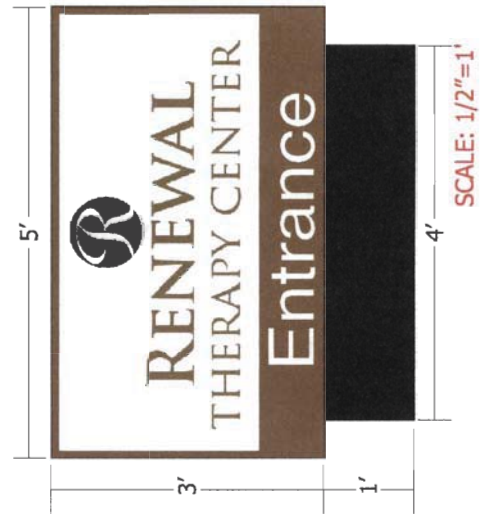

Applicant's Signature


Date

<p>Date: 7-22-10</p>	<p>Client: Clark Lindsey Village</p>	<p>Project: Renewal Therapy Center</p>	<p>Notes: -3'x5' single sided monument sign *1' setback from property line *Option for illumination or non-illumination</p>	<p>Drawing Location: teastin10\Drawings\Clark Lindsey Village (Renewal Therapy Center)</p>	<p>Approval Signature:</p>	<p>Sales & Design:</p>  <p>Travis Ewatin teastin@amerindowell.com 217-359-6696 217-359-0803 (fax) 1712 W. Hensley Rd. Box. 3788 Champaign, IL 61826</p>
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SCALE: 1/8"=1'



SCALE: 1/2"=1'

Date: 7-22-10

Client:
Clark Lindsey Village

Project:
Renewal Therapy Center

Notes:
-3'x5' single sided monument sign
*1' setback from property line
*Option for illumination or non-illumination

Drawing Location:
teastin10\Drawings\Clark Lindsey Village (Renewal Therapy Center)

Approval Signature:

Sales & Design:



Travis Eastin
teastin10@americandowell.com

217-359-6696
217-359-0803 (fax)
1712 W. Hensley Rd. Box. 3788
Champaign, IL 61826



SCALE: N/A