



**DUPAGE  
COUNTY**

## BUILDING & ZONING DEPARTMENT

630-407-6700  
fax: 630-407-6702

[www.dupagecounty.gov/building](http://www.dupagecounty.gov/building)

### MEMORANDUM

TO: DuPage County Development Committee

FROM: DuPage County Zoning Hearing Officer

DATE: January 15, 2025

RE: **ZONING-24-000084 Bloomberg (Bloomingdale/District 6)**

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**Development Committee: February 4, 2025:**

**Zoning Hearing Officer: January 15, 2025:** The Zoning Hearing Officer recommended to deny the following zoning relief:

Variation to reduce the front setback for a new pole sign from required 15 feet to approximately 5 feet.

**ZHO Recommendation to Deny**

**FINDINGS OF FACT:**

- A. That petitioner testified that the subject zoning relief is to reduce the front setback for a new pole sign from required 15 feet to approximately 5 feet located on Lake Street.
- B. That petitioner testified that the proposed sign would match the setback of an adjacent sign west of the subject property.
- C. That petitioner testified he has requested that the proposed sign be constructed closer to the right-of-way (ROW) in order to assist with advertising of the subject property's business on Lake Street.
- D. That petitioner testified that he is unable to construct the proposed sign fifteen (15) feet from the front property line, as doing so would place the sign within the subject property's asphalt parking lot.
- E. That petitioner testified the front property line of the subject property has been diminished due to the expansion/widening of Lake Street.

- a. Furthermore, that petitioner testified that Lake Street is angled going west to east and that if a sign were placed fifteen (15) feet from the front property line, the sign would not be easily visible for drivers on Lake Street.
- F. That the Zoning Hearing Officer finds that petitioner has not demonstrated sufficient evidence for a practical difficulty and particular hardship in relation to the subject Variation to reduce the front setback for a new pole sign from required 15 feet to approximately 5 feet and that petitioner has not provided sufficient evidence to satisfy the seven (7) standards required to support a Variation.
- G. That the Zoning Hearing Officer finds that there are alternative locations available on the subject property for a sign that would meet the Zoning Ordinance and not require a Variation.

**STANDARDS FOR VARIATIONS:**

- 1. That the Zoning Hearing Officer finds that petitioner **has not demonstrated or provided sufficient evidence** that the granting of the Variation is in harmony with the general purpose and intent of the Zoning Ordinance, and will not be injurious to the neighborhood, detrimental to the public welfare, or in conflict with the County's comprehensive plan for development.
- 2. That the Zoning Hearing Officer finds that petitioner **has not demonstrated or provided sufficient evidence** the granting of the Variation will not:
  - a. Impair an adequate supply of light and air to the adjacent property as petitioner **has not demonstrated or provided sufficient evidence** that the proposed new sign will not impair an adequate supply of light and air to the adjacent properties.
  - b. Increase the hazard from fire or other dangers to said property as petitioner **has not demonstrated or provided sufficient evidence** that the proposed new sign will not increase the hazard from fire or other dangers.
  - c. Diminish the value of land and buildings throughout the County as petitioner **has not demonstrated or provided sufficient evidence** that the proposed new sign will not diminish the value of land and buildings throughout the County.
  - d. Unduly increase traffic congestion in the public streets and highways as petitioner **has not demonstrated or provided sufficient evidence** that the proposed new sign will not unduly increase traffic congestion in the public streets and highways.
  - e. Increase the potential for flood damages to adjacent property as petitioner **has not demonstrated or provided sufficient evidence** that the proposed new sign will not increase the potential for flood damages to adjacent property.

- f. Incur additional public expense for flood protection, rescue or relief as petitioner **has not demonstrated or provided sufficient evidence** that the proposed new sign will not incur additional public expense for flood protection, rescue, or relief.
- g. Otherwise impair the public health, safety, comfort, morals, or general welfare of the inhabitants of DuPage County as petitioner **has not demonstrated or provided sufficient evidence** that the proposed new sign will not impair the public health, safety, comfort, morals, or general welfare and will be an added benefit to the neighborhood.

PETITIONER'S DEVELOPMENT FACT SHEET

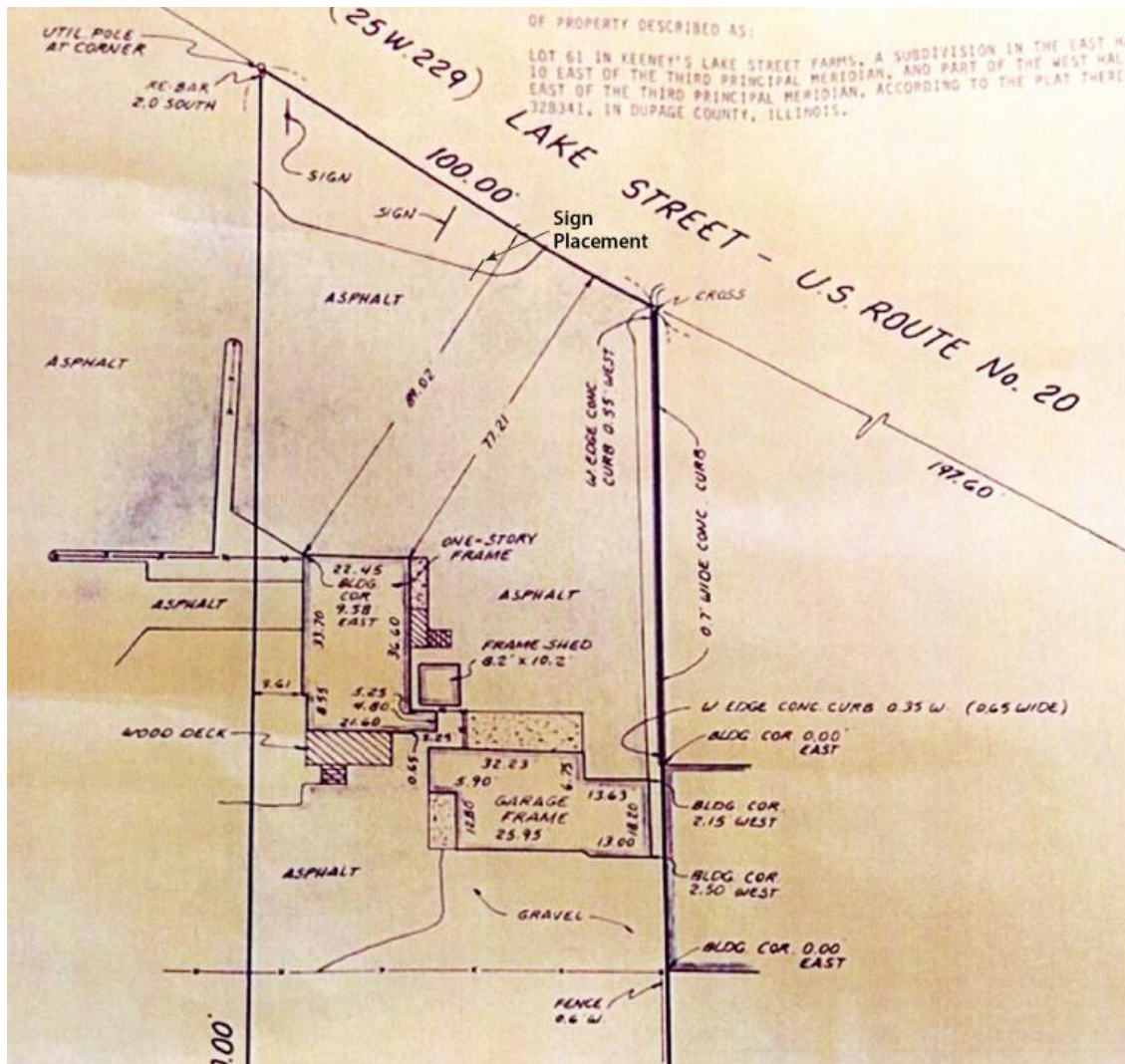
GENERAL ZONING CASE INFORMATION		
<b>CASE #/PETITIONER</b>	<b>ZONING-24-000084 Bloomberg</b>	
<b>ZONING REQUEST</b>	Variation to reduce the front setback for a new pole sign from required 15 feet to approximately 5 feet.	
<b>OWNER</b>	RONALD BLOOMBERG, 40W466 ATCHISON DRIVE, HAMPSHIRE, IL 60140/ AGENT: MIKE BURCKER, SIGNARAMA, 399 WALL STREET, SUITE J, GLENDALE HEIGHTS, IL 60139/ GARY MATSUMOTO, SIGNARAMA – BLOOMINGDALE, 399 WALL STREET, SUITE J, GLENDALE HEIGHTS, IL 60139 / AARON GROCHOWSKI, 399 WALL STREET, SUITE J, GLENDALE HEIGHTS, IL 60139	
<b>ADDRESS/LOCATION</b>	25W229 LAKE STREET, ROSELLE, IL 60172	
<b>PIN</b>	02-08-202-004	
<b>TWSP./CTY. BD. DIST.</b>	BLOOMINGDALE	DISTRICT 6
<b>ZONING/LUP</b>	B-2 GENERAL BUSINESS	LOCAL COMMERCIAL
<b>AREA</b>	0.86 ACRES (37,462 SQ. FT.)	
<b>UTILITIES</b>	WELL/SEPTIC	
<b>PUBLICATION DATE</b>	Daily Herald: December 3, 2024	
<b>PUBLIC HEARING</b>	WEDNESDAY, DECEMBER 18, 2024	
<b>ADDITIONAL INFORMATION:</b>		
Building:	No Objections.	
DUDOT:	<i>No Comments Received.</i>	
Health:	No Objections.	
Stormwater:	No Objections.	
Public Works:	“DPC Public Works doesn’t own any sewer or water mains in the area.”	
<b>EXTERNAL:</b>		
Village of Hanover Park:	<i>No Comments Received.</i>	
Village of Bloomingdale:	<i>No Comments Received.</i>	
Village of Roselle:	Objects. (See attached documentation)	
Village of Schaumburg:	<i>No Comments Received.</i>	
Bloomingdale Township:	<i>No Comments Received.</i>	
Township Highway:	Our office has no jurisdiction in this matter. “No B.T. R.O.W”	
Bloomingdale Fire Dist:	No Objections.	
Sch. Dist. 20:	<i>No Comments Received.</i>	
Sch. Dist. 108:	<i>No Comments Received.</i>	
Forest Preserve:	“We do not have any comments.”	

**GENERAL BULK REQUIREMENTS:**

<b>REQUIREMENTS:</b>	<b>REQUIRED</b>	<b>EXISTING</b>	<b>PROPOSED</b>
Front Yard:	15 FT	APPROX. 2 FT	APPROX. 5 FT

**LAND USE**

<b>Location</b>	<b>Zoning</b>	<b>Existing Use</b>	<b>LUP</b>
Subject	B-2 GENERAL BUSINESS	COMMERCIAL	LOCAL COMMERCIAL
North	LAKE STREET AND BEYOND VILLAGE OF ROSELLE	COMMERCIAL	VILLAGE OF ROSELLE
South	R-4 SF RES	HOUSE	0-5 DU AC
East	B-2 GENERAL BUSINESS	COMMERCIAL	LOCAL COMMERCIAL
West	B-2 GENERAL BUSINESS	COMMERCIAL	LOCAL COMMERCIAL













There has been a material change in the requested setback for the proposed illuminated pole sign for the property located at 25w229 Lake St. This lot is a former single family home converted to a business set back from the property line immediately adjacent to a gas station and also set further back than the adjacent gas station making its visual impact greatly reduced at a distance. Lake st comes in at an angle on these lots so coming in east bound so that angle provides a great difficulty of visibility hence not drawing in the advertising impact that this business needs for clients to easily find it from a busy road. Lake st has been expanded over time and has greatly reduced the easement and front lot space available for signage. The space and setback we are requesting would be the most impactful to provide visibility of this business while at the same time not impeding on the already tight parking lot space.

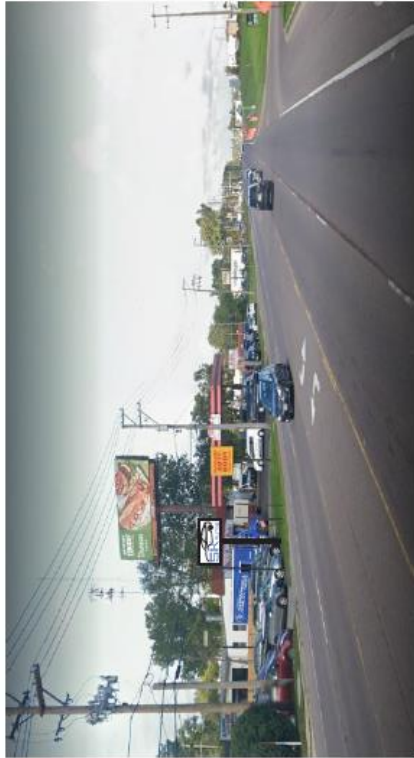
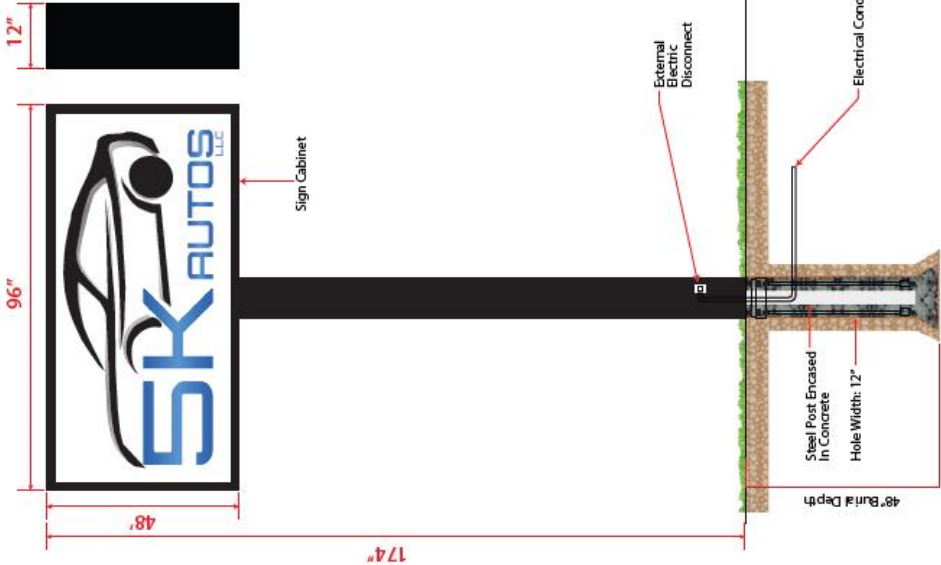
The points below address and comply with all of the following standards for variations:

- A. There are practical hardships that this current business is experiencing which I have mentioned above in which I will sum up as this property in its current set back location, blocked by view from the adjacent gas station does not have proper visible signage to draw in or direct potential clients from a distance causing them to pass by without seeing the business requiring them to turn around or potentially not visiting the business at all.
- B. Granting this variation will not be detrimental to the surroundings of the business and is in harmony with the general purpose of the Zoning Ordinance. We will be looking to add a sign similar to other pole signs directly in the vicinity of this business to properly promote and direct clients to this business as others have done with their business with this similar hardship.
- C.
  - 1. Granting will add a new supply of light to the end of the parking lot due to the LED illumination of the sign and will have no negative air impact to the adjacent property.
  - 2. Granting this sign will not increase any fire hazard as this is a low voltage LED illuminated sign made of non combustible materials.
  - 3. This sign and placement will not diminish the value of land and buildings throughout the County, in fact it will increase the value of the business with new visibility and will add a new clean design to the lot frontage.
  - 4. Granting this will ease the congestion of cars slowing down trying to figure out where the business is located. This will help customers see the business ahead of time allowing them to slow down properly to turn in without having to hard brake or circle back around.
  - 5. There is no potential flooding in this area and granting this variance will not add or increase any potential flooding as there will only be concrete and steel footing installed in the ground.

6. Granting this variance will not incur additional public expense as this cost is solely on the owner of the business. Overall this sign is a means of business identification which this specific entity is in need of due to its current lack of visible signage at a distance. It should provide a fresh impact of visibility, an increase in proper flow of traffic while pulling up to the business as it will now be seen from a distance and it will add a new clean look to the property with an updated brand.

We appreciate your consideration in helping this business achieve its goals on growing and being seen based on its current limited visibility placement on the lot.

5K Autos	Date: 08.09.2024		Job Name: Sign Face	
	Revised Date: 12.06.2024		Revisions: 00      Contact Person: --	



Site Address: 25 W. 229 Lake St Roselle IL, 60172

Sales Person: Mike Burcker		Designer: Caitlyn Hermann	
Link to File (Office Use Only): Customers\5K Autos\5k autos pole sign		PAGE: 1 OF 1	



Blountville / Glendale Ill.  
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**DUPAGE  
COUNTY**

Building  
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Zoning &  
Planning Division

Environmental  
Division

## BUILDING & ZONING DEPARTMENT

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### DU PAGE COUNTY ZONING HEARING OFFICER PROGRAM Zoning Petition ZONING-24-000084 Bloomberg

Please review the information herein and return with your comments to:

Jessica Infelise Datzman, DuPage County Building and Zoning Department, 421 North County Farm Road, Wheaton, Illinois 60187; or via email at [Jessica.Infelise@dupagecounty.gov](mailto:Jessica.Infelise@dupagecounty.gov) or via facsimile at 630-407-6702 by **December 17, 2024**.

COMMENT SECTION:	
: OUR OFFICE HAS NO JURISDICTION IN THIS MATTER	
: NO OBJECTION/CONCERNS WITH THE PETITION	
: NO OBJECTION/CONCERNS WITH THE CONCEPT OF THE PETITION.	
ADDITIONAL INFORMATION MAY BE REQUIRED AT TIME OF PERMIT APPLICATION	
<input checked="" type="checkbox"/> : I OBJECT/HAVE CONCERNS WITH THE PETITION.	
COMMENTS: This property is within the Village of Roselle's ultimate planning boundaries. The Village requires a minimum of a 5 foot setback for ground signs, however, the required setback is dependent on the height of the sign, which is not known. Therefore, we object to the request as it deviates from our Sign Ordinance and would not comply when the property is eventually annexed.	
SIGNATURE: [REDACTED] DATE: 12/16/24	
MUNICIPALITY/TOWNSHIP/AGENCY/DEPARTMENT: Village of Roselle	
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PLEASE NOTE: FILING OF THIS FORM DOES NOT SUBSTITUTE FOR A FORMAL OBJECTION PURSUANT TO THE ILLINOIS STATE STATUTES.

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