



**DUPAGE
COUNTY**

Building
Division

Zoning &
Planning Division

Environmental
Division

BUILDING & ZONING DEPARTMENT

630-407-6700
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www.dupagecounty.gov/building

MEMORANDUM

TO: DuPage County Board

FROM: DuPage County Development Committee

DATE: February 20, 2024

RE: **ZONING-23-000098 Lamar Advertising
(Bloomingdale/District 4)**

DuPage County Board: February 27, 2024:

Development Committee: February 20, 2024: The DuPage County Development Committee recommended to approve the following zoning relief:

1. Variation to increase the overall height of the new relocated electronic message center sign, from the permitted 20 feet overall height to approximately 60 feet;
2. Variation to increase the sign square footage from the permitted 50 square feet to approximately 672 square feet per face (1,344 square feet total); and
3. Conditional Use to permit the installation of a 14' x 48' LED digital display panels (electronic message center sign) on the newly re-located sign structure.

Subject to the following conditions:

1. That the property be developed in accordance with the petitioner's site plan made part of Zoning Petition #**ZONING-23-000098 Lamar Advertising** dated January 10, 2024.
2. That the owner/developer is to apply for and receive a Building Permit for all construction and/or excavation relative to development on the property.
3. That the property be developed in accordance with all other codes and Ordinances of DuPage County.

Development Committee VOTE (to Approve): 6 Ayes, 0 Nays, 0 Absent

Zoning Hearing Officer: January 10, 2024: The Zoning Hearing Officer recommended to approve the following zoning relief:

1. Variation to increase the overall height of the new relocated electronic message center sign, from the permitted 20 feet overall height to approximately 60 feet;
2. Variation to increase the sign square footage from the permitted 50 square feet to approximately 672 square feet per face (1,344 square feet total); and
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ZHO Recommendation to Approve

FINDINGS OF FACT:

- A. That petitioner testified that he seeks the subject zoning relief to relocate an existing billboard, increase the overall height of the subject sign, and change out a static billboard panel to LED/electronic message center panel.
- B. That petitioner testified that the size of the existing, single-faced sign is 14' x 48' and that the proposed sign will be the same size and height as the existing, and that an LED/electronic panel will be added to the backside of the static face, making the sign double-sided.
- C. That petitioner testified that the proposed LED/electronic message center panel will refresh in accordance with IDOT regulations.
- D. That petitioner testified that the proposed sign will only have eight (8) slots of advertising.
- E. That petitioner testified that directly to the north of the subject property is a firewood sales business, directly to the east is a tire shop and then Swift Road, directly to the south is a vacant property/parking lot, and directly to the west is an industrial building.
- F. That petitioner testified that due to the industrial and commercial buildings on both sides of the subject property, they request to maintain the existing sign height of sixty (60) feet to allow the sign to remain safely visible from the roadways.

- G. That petitioner testified that the standard size of most billboards is 14' x 48' and that the proposed sign will match the existing sign's size, and that the only different will be an added LED/electronic message center sign panel, making the sign double-faced.
- H. That petitioner testified that the proposed sign will be dimmable, and that the brightness automatically adjusts depending on the time of day/weather near the proposed sign.
- I. That the Zoning Hearing Officer finds that petitioner has demonstrated evidence for a practical difficulty and unique circumstance in carrying out the strict letter of regulations of the Zoning Ordinance, as the existing billboard sign does not meet the current zoning regulations and that in order to remove and replace the existing billboard petitioner requires the requested zoning relief.

STANDARDS FOR VARIATIONS AND CONDITIONAL USES:

**Per Zoning Code Section 37-1411.3*

- 1. That the Zoning Hearing Officer finds that petitioner **has demonstrated** 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 demonstrated** the granting of the Variation will not:
 - a. Impair an adequate supply of light and air to the adjacent property as petitioner **has demonstrated** that the proposed billboard sign will not impair the 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 demonstrated** that the proposed billboard sign will be built pursuant to all current building codes.
 - c. Diminish the value of land and buildings throughout the County as petitioner **has demonstrated** that they are replacing the existing billboard sign, which will be an added improvement to the surrounding area.
 - d. Unduly increase traffic congestion in the public streets and highways as petitioner **has demonstrated** that the proposed billboard sign and LED panel will conform to all current building codes and IDOT regulations, including the permitted refresh times for electronic message center signs.
 - e. Increase the potential for flood damages to adjacent property as petitioner **has demonstrated** that the County's Stormwater Department has no objections to the proposed billboard sign.

- f. Incur additional public expense for flood protection, rescue or relief as petitioner **has demonstrated** that the County's Stormwater Department has no objections to the proposed billboard sign

- g. Otherwise impair the public health, safety, comfort, morals or general welfare of the inhabitants of DuPage County as petitioner **has demonstrated** that they are relocating and replacing the existing billboard sign, that the proposed sign will conform to all Building Code and IDOT regulations, and therefore does not impair the public health, safety, comfort, morals, or general welfare of the inhabitants of DuPage County.

PETITIONER'S DEVELOPMENT FACT SHEET

GENERAL ZONING CASE INFORMATION	
CASE #/PETITIONER	ZONING-23-000098 Lamar Advertising
ZONING REQUEST	<ol style="list-style-type: none"> 1. Variation to increase the overall height of the new relocated electronic message center sign, from the permitted 20 feet overall height to approximately 60 feet; 2. Variation to increase the sign square footage from the permitted 50 square feet to approximately 672 square feet per face (1,344 square feet total); and 3. Conditional Use to permit the installation of a 14' x 48' LED digital display panels (electronic message center sign) on the newly re-located sign structure.
OWNER	EDWIN HOFFMAN, 21W448 NORTH AVENUE, LOMBARD, IL 60148/ AGENT: LAMAR ADVERTISING (ATTN: SHAWN PETTIT), 9900 GEORGIA STREET, CROWN POINT, IN 46307 / PHIL LUETKEHANS, 105 EAST IRVING PARK ROAD, ITASCA, IL 60143
ADDRESS/LOCATION	21W448 NORTH AVENUE, LOMBARD, IL 60148
PIN	02-36-304-023
TWSP./CTY. BD. DIST.	BLOOMINGDALE DISTRICT 4
ZONING/LUP	B-1/B-2 BUSINESS LOCAL COMMERCIAL
AREA	1.31 ACRES (57,064 SQ. FT.)
UTILITIES	WATER AND SEWER
PUBLICATION DATE	Daily Herald: December 26, 2023
PUBLIC HEARING	Wednesday, January 10, 2024
ADDITIONAL INFORMATION:	
Building:	No Objections.
DUDOT:	Our office has no jurisdiction in this matter.
Health:	Our office has no jurisdiction in this matter.
Stormwater:	Our office has no jurisdiction in this matter.
Public Works:	Our office has no jurisdiction in this matter.
EXTERNAL:	
Village of Glendale Heights:	<i>No Comments Received.</i>
Village of Lombard:	“As the subject property is located outside of the Village’s planning boundaries, the Village of Lombard has no comments on the petition.”
Village of Addison:	<i>No Comments Received.</i>
Village of Glen Ellyn:	<i>No Comments Received.</i>
Bloomington Township:	<i>No Comments Received.</i>
Township Highway:	No Objections.
Bloomington Fire Dist.:	<i>No Comments Received.</i>
Sch. Dist. 41:	<i>No Comments Received.</i>

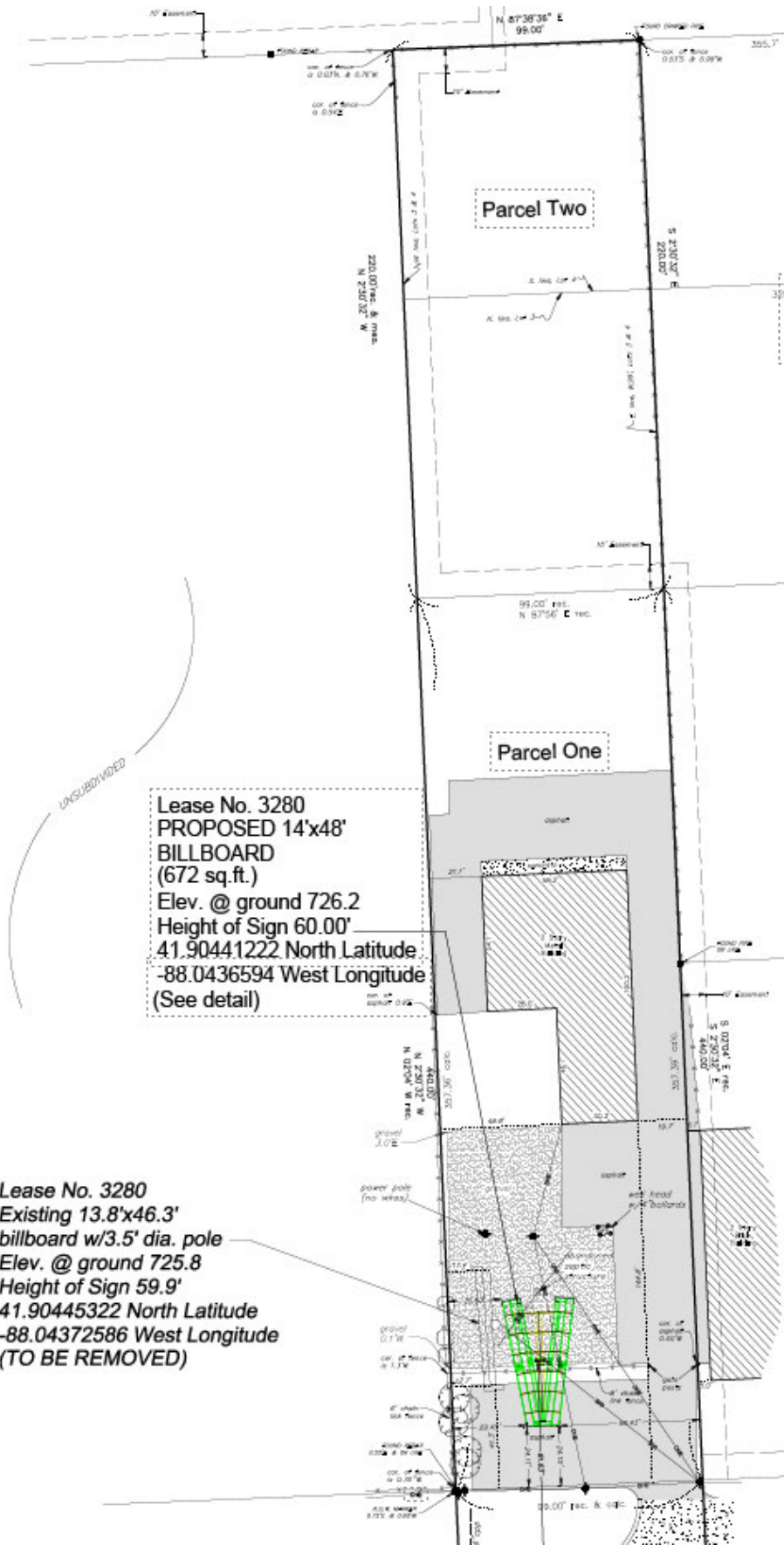
Sch. Dist. 87:	<i>No Comments Received.</i>
Forest Preserve:	<i>No Comments Received.</i>

GENERAL BULK REQUIREMENTS:

REQUIREMENTS:	REQUIRED	EXISTING	PROPOSED
Height:	20 FT	59.9 FT	60 FT
Sign Face Area:	50 SQ FT per face	639 SQ FT per face	672 SQ FT per face

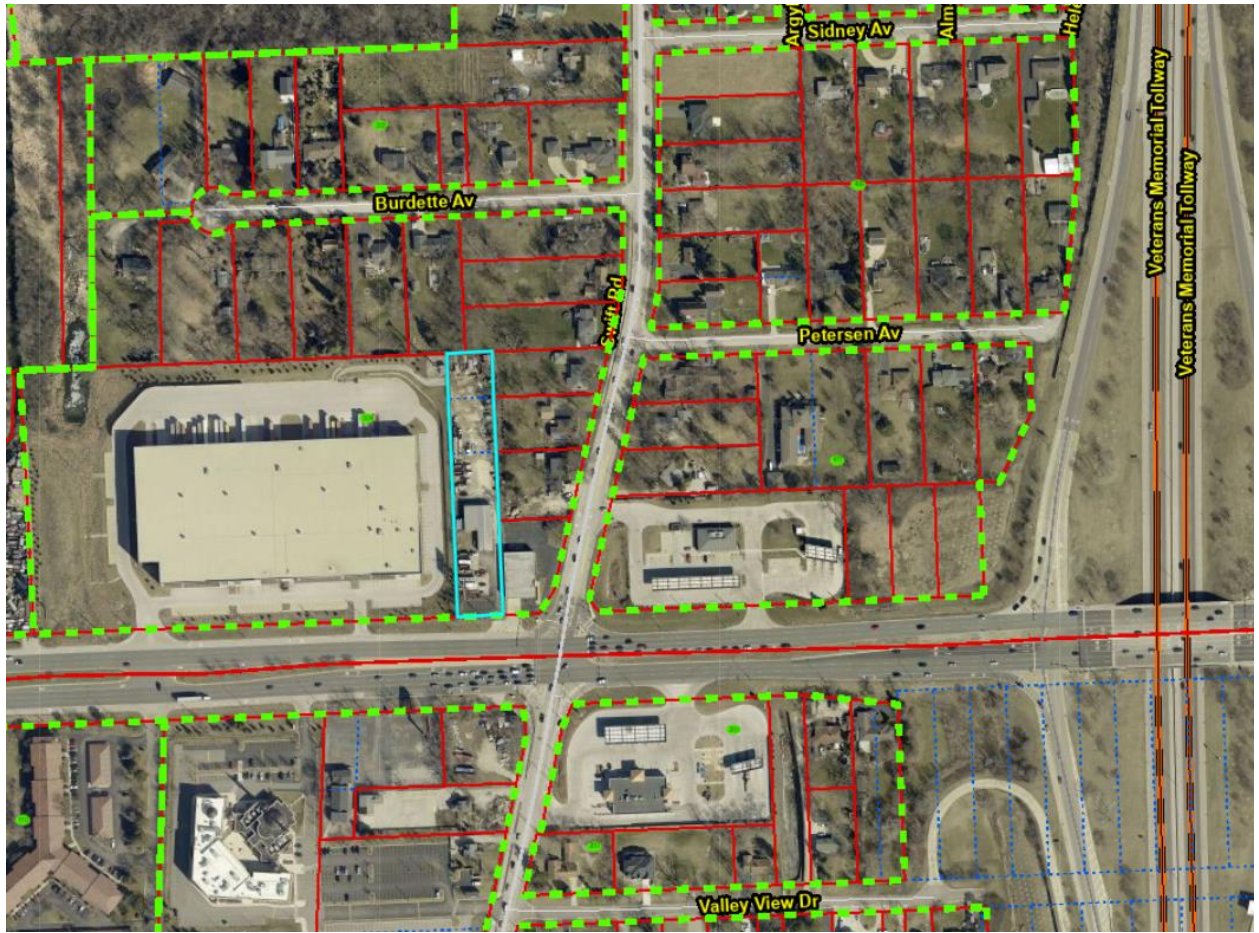
LAND USE

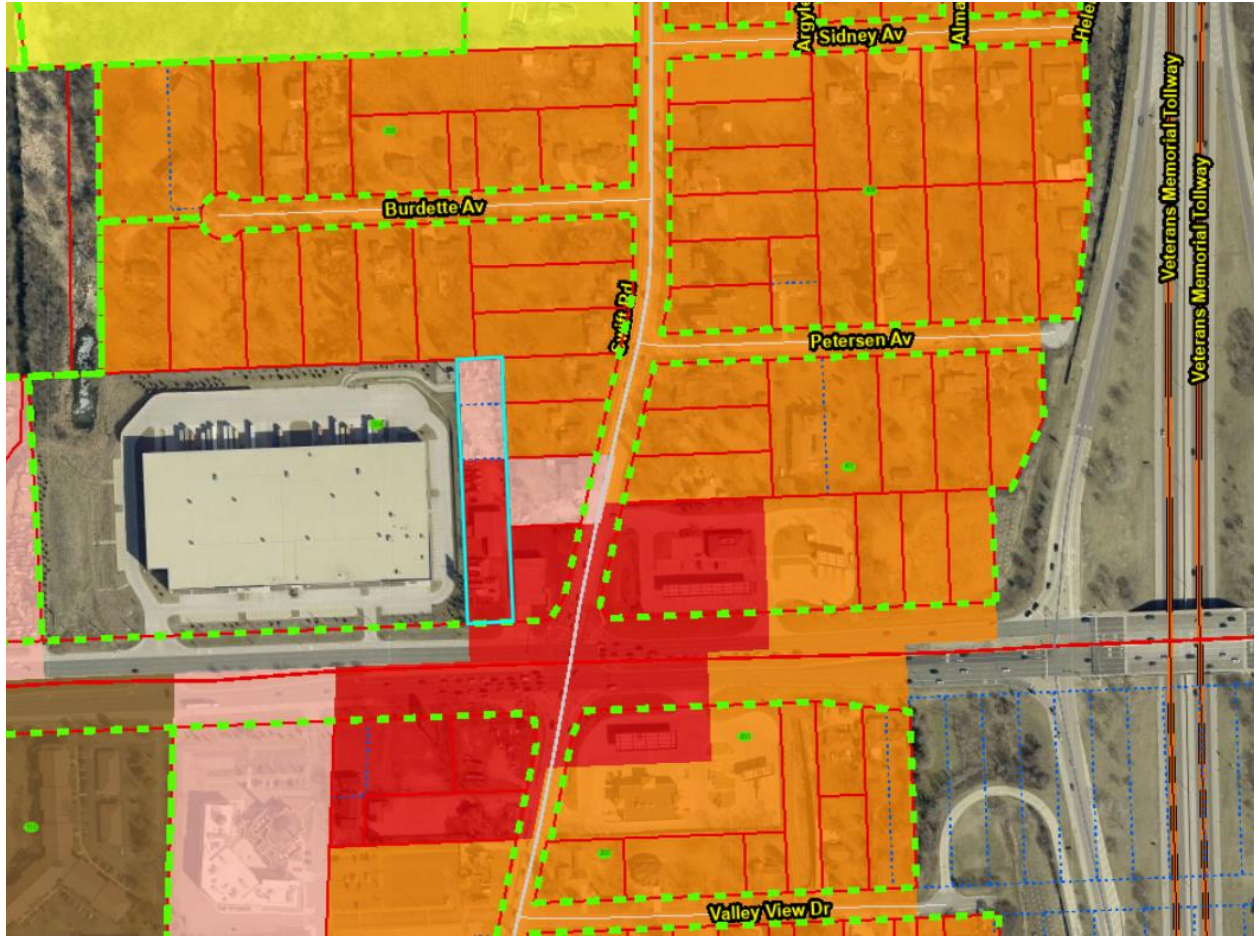
Location	Zoning	Existing Use	LUP
Subject	B-1/B-2 BUSINESS	COMMERCIAL	Local Commercial
North	R-4 SF RES	HOUSE	0-5 DU AC
South	NORTH AVENUE AND BEYOND B-2 BUSINESS	VACANT/PARKING	COMMERCIAL
East	B-1/B-2 BUSINESS/R-4 SF RES	COMMERCIAL/ RESIDENTIAL	COMMERCIAL
West	VILLAGE OF GLENDALE HEIGHTS	INDUSTRIAL	VILLAGE OF GLENDALE HEIGHTS



Lease No. 3280
PROPOSED 14'x48'
BILLBOARD
 (672 sq.ft.)
 Elev. @ ground 726.2
 Height of Sign 60.00'
 41.90441222 North Latitude
 -88.0436594 West Longitude
 (See detail)

Lease No. 3280
 Existing 13.8'x46.3'
 billboard w/3.5' dia. pole
 Elev. @ ground 725.8
 Height of Sign 59.9'
 41.90445322 North Latitude
 -88.04372586 West Longitude
 (TO BE REMOVED)









DAKTRONICS.COM

201 Daktronics Drive, PO Box 5128
Brookings, South Dakota 57006-5128
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signagelegislation@daktronics.com

December 18, 2023

Re: **Lighting Analysis for Daktronics DB 14' x 48'**
Lamar Outdoor Advertising

The attached lighting analysis pertains to the digital display manufactured by Daktronics, Inc., and proposed for installation at DuPage County North Avenue N/S @ Swift Road in Lombard, IL. The following is an explanation of the analysis:

1. Units of Measurement. A foot-candle (or foot-candle, fc, lm/ft², or ft-c) is a measurement of light intensity. One foot-candle is defined as enough light to saturate a one-foot square with one lumen of light. For example, where the display illuminates at 0.22 foot-candles, it has a light intensity of approximately 22% of a single wax candle as viewed from 1 foot away.
2. Assumptions: The accompanying graph depicts illumination levels in foot candles that the display will produce based on nighttime running levels measured at a height of 60'. The measurements assume *total darkness* with regards to the surrounding light and an *all-white content* on the display. These assumptions provide for the worst-case scenario, not the more likely application.
3. Practical Application: Typical content runs at 25-35% of the brightness of all-white content, therefore, the actual levels of illumination will nearly always be markedly lower than that shown in the graph.
4. Ambient Light Effects. The presence of ambient light producing elements at night including, but not limited to, roadway and traffic lighting, commercial lighting from nearby commercial properties, the moon, etc., will further diminish the impact of the light output from the display in question.
5. Display Features. The display is equipped so as not to exceed 0.3-foot candles above ambient light as measured from the appropriate distance. This standard is based on the acceptable standards for outdoor illumination from the Illuminating Engineering Society of North America, and has been implemented in the numerous states and municipalities throughout the U.S.
6. Automatic Dimming Technology. The perceived brightness of an electronic message center is dependent on a variety of factors. Ambient light conditions play the largest role in affecting the brightness of the display.

An electronic message center communicates its messages by emitting light. It therefore must not be too dim, since it couldn't be distinguished in sunlight; nor should it be too bright, as the image will be distorted and difficult to read. The sign must adjust its brightness over the course of the day. Today's signs can dim from 100% during a bright sunny afternoon, to around 4% (depending on manufacturer and model) during the darkest night. That means the sign is only 4% as bright at night as during the



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daytime. During the course of the day, the sign will periodically adjust its brightness levels to ensure it is operating appropriately.

This adjustment is possible because of the photocell/light sensor. All electronic message centers manufactured by Daktronics come equipped with a light sensor, which detects the ambient light level, and adjusts the sign's brightness accordingly. There are up to two hundred fifty-six levels of dimming available.


Please let me know if you have any questions or concerns.

Sincerely,

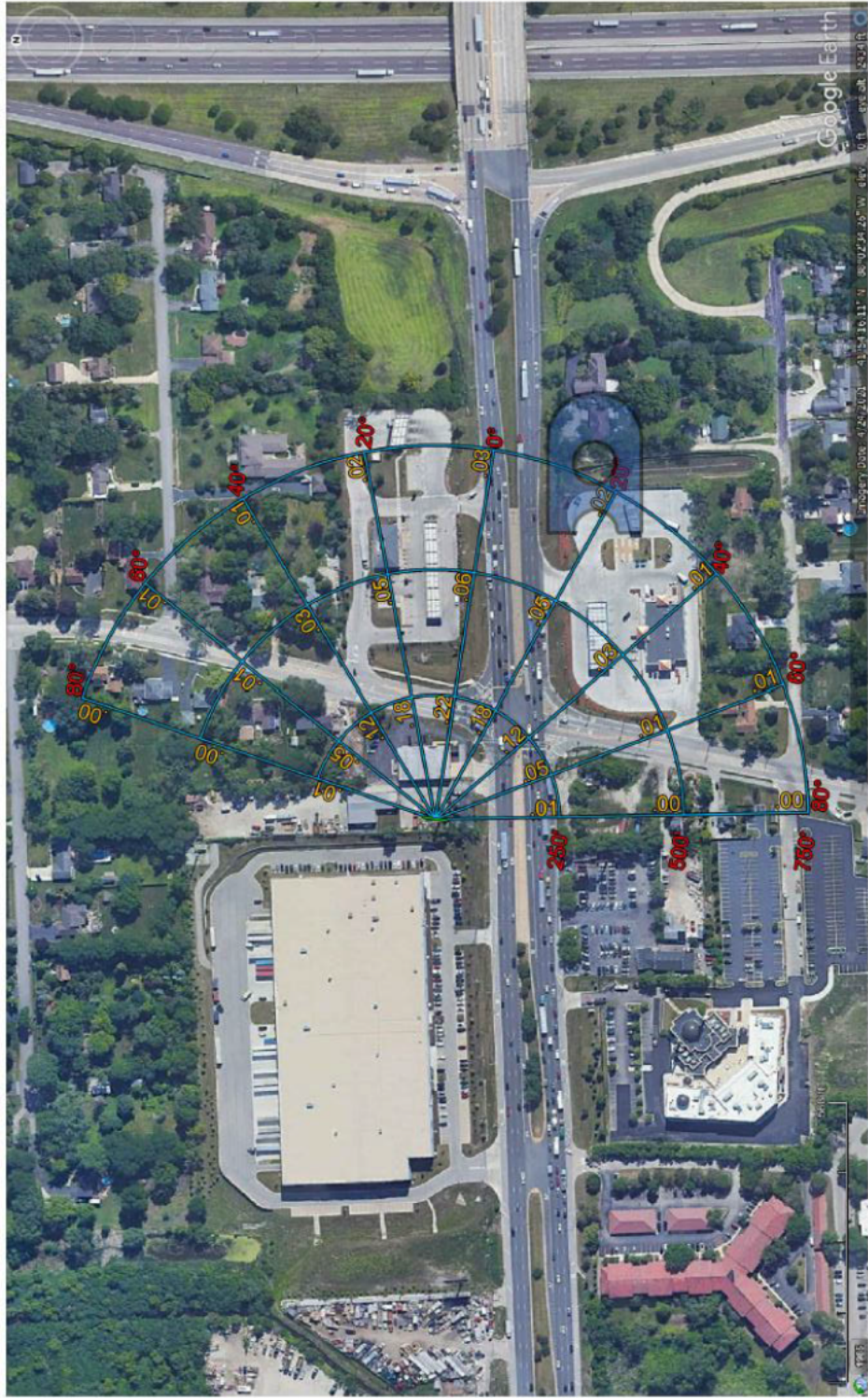


Eric Johnson
Applications Engineer
605-692-0200



	DB 14' x 48'	Date: 12/18/2023
	Lamar Outdoor Advertising	Prepared by: Eric Johnson
	DuPage County North Avenue N/S @ Swift Road	

Values expressed are specific to Daktronics product only



*Calculations are based on Red, Green, and Blue LEDs (White Content) powered to their maximum potential for nighttime viewing. Values are shown in footcandles (fc).

- Display at 3% of Maximum Daytime Brightness(8,500)
- Calculations take into account an overall Billboard height of 60'
- Any rise or fall in elevation or physical blockage is not shown in calculations

Untitled Map

Write a description for your map.

Legend

📍 Feature 1


Will become a digital LED panel
and will be 60' overall height



Untitled Map

Write a description for your map.

Legend

 Feature 1

Will remain 60' overall height
and will remain static

