



REPORT TO PLANNING COMMISSION CITY OF COLLINSVILLE

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| APPLICATION NUMBER | SPACK 25-03 |
| APPLICATION NAME: | Mike & Sarah's Produce - Sign Package |
| APPLICANT NAME: | Mike & Sarah's Produce 116 North Bluff Road Collinsville, IL 62234 |
| PROPERTY OWNER NAME(S): | Sean & Heidi Turner 396 Bethel Meadows Road Caseville, IL 62232 |
| APPLICANT'S REQUEST: | A request for Sign Package approval in order to permit one (1) wooden freestanding sign. |
| SITE ADDRESS: | 114 & 116 North Bluff Road, Collinsville, IL 62234 |
| PARCEL ID NUMBER(S) | 13-2-21-32-06-103-005 & 13-2-21-32-06-103-005.001 |
| EXISTING ZONING DISTRICT(S): | "B-3" - Expressway Service Commercial District |
| TOTAL SITE AREA: | 1.17 Acres (51,000 Square Feet) |
| COMMISSION MEETING DATE: | April 3, 2025 |
| PROJECT MANAGER: | Joseph Williamson, Associate Planner |
| RECOMMENDATION: | DENIAL |



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DESCRIPTION OF EXISTING SITE CONDITIONS & BACKGROUND

114 & 116 N. Bluff Road are located on prominent Collinsville corridor, Rt. 157. It is surrounded by other commercial uses such as restaurants, shopping centers, office uses and more. Residential area is within walking distance to this location. This property was most recently a “Two Men In A Truck” facility until vacated in 2020. The building on the property has since been vacant until renovations in October began for Mike & Sarah’s Produce to move in. The types of signage that have been approved in the past for this building include window graphics as well as projecting/mounted panels for the roofline facing Rt. 157 (Bluff Road). Both of these types of signage were apparent when “Two Men In A Truck” occupied the building.

LAND USE AND ZONING CONTEXT MATRIX

| DIRECTION | EXISTING LAND USE | ZONING DISTRICT | COMMENTS |
|-----------|------------------------|-----------------|--------------------------------|
| North | Commercial | B-3 | Nature’s Pharmacy |
| East | Residential | R-1 | Residential |
| South | Residential | R-1 | Residential |
| West | Commercial/Residential | B-3, R-1 | Vacant Commercial, Residential |

ZONING MAP





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REQUEST

Mike & Sarah's Produce is requesting approval of one (1) wooden freestanding sign with concrete footings supporting wooden posts 3' in the ground. The wooden posts will support a black-painted plywood-board freestanding sign. The sign will be painted over routinely with sales and announcements, acting as a "letter board" using white paint on a black painted background. The signboard will be 8'x8' (64SF) in area.

SIGN PACKAGE ANALYSIS

Sign Packages are authorized under Section 17.190., which states that all "Wall signs, awning signs, canopy signs and blade or projecting signs" to gain approval by the Planning Commission in accordance with the sign package process. Furthermore, the sign package process is also available to an applicant to seek relief from the regulations limiting the number, size, location, height, and design of signage for projects with multiple buildings or tenants, unique circumstances such as poor visibility or irregularly shaped sites, or when a uniquely creative approach to signage design is proposed.

Applicable Code Sections

The applicable sections of the Zoning Ordinance of the City's Municipal Code include:

1. Chapter 17.190 - Signage—General Provisions

1) Section 17.190.040 - Prohibited, permitted and types of signs; D. Commercial zone districts

1. Freestanding Graphics

10. Sign Package

2) Section 17.190.010—Title, purpose and applicability. (Review Criteria)

Freestanding Graphics

The Sign Code (Section 17.190.040 .D.6) sets standards for all Freestanding Graphics in Collinsville:

- a. *No point of any freestanding graphics shall project over or intrude a private lot line, and no freestanding graphic shall be higher than two (2) feet in the restricted area.*
- b. *No freestanding graphic shall exceed one hundred (100) square feet in area or twelve (12) feet in any dimension, except for freestanding graphics in zone 1 which shall not exceed three hundred (300) square feet in area; provided, that this paragraph shall not apply to shopping center identification graphics. (See Subsection 17.190.040.D.5.)*
- c. *Height of sign—Districts*
 - 1.) *When attached to a post or other supports, a freestanding graphic shall not extend more than eighty (80) feet above the ground or pavement in zone 1 except on those parcels of ground contiguous to Illinois Highway 157 which shall not extend more than sixty (60) feet above the ground or pavement in zone 1.*
 - 2.) *When attached to a post or other supports, a freestanding graphic shall not extend more than twenty (20) feet above the ground or pavement in zone 2.*
 - 3.) *When attached to a post or other supports, a freestanding graphic shall not extend more than fifteen (15) feet above the ground or pavement in zone 3 except for gasoline and oil service stations which a freestanding graphic shall not extend more than twenty (20) feet above the ground or pavement.*

Staff is in the opinion that the proposed signage meets the requirements for Freestanding Graphics based on the criteria.

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Sign Package

Section 17.190.040.D.10 sets the requirements for all sign package applications.

E. Review Criteria. Signs within the proposed package may deviate from the number, size, location, height, and design criteria specified by this section for each type of sign, provided that the overall approach meets or exceeds the provisions of Section 17.190.010 title, purpose and applicability.

Sec. 17.190.010. - Title, purpose and applicability.

A. Purpose. The purpose and intent of this chapter is to establish comprehensive regulations for the control of graphics and signs in order to preserve, protect and promote the public health, safety, and welfare; to eliminate pedestrian and vehicular traffic hazards; and to enhance the economic vitality and appeal of this community. More specifically, this chapter is intended to achieve the following objectives:

1. To authorize the use of graphics which are:
 - a. Compatible with their surroundings and the zoning district in which they are located;
 - b. Expressive of the image this municipality is striving to encourage;
 - c. Appropriate to the type of establishment or activity to which they pertain; and
2. To promote an attractive urban environment which will enhance the City's economic potential by promoting the reasonable, orderly and effective display of graphics;
3. To protect and improve the appearance and orderliness of major trafficways and views therefrom, reducing traffic hazards and enhancing the image of Collinsville derived by residents, businesspersons, commuters and visitors;
4. To enhance the physical appearance of the City by preserving the scenic and natural beauty of the area;
5. To encourage graphics which are in scale and harmony with surrounding uses, which are visually subordinate to the on-site and nearby buildings, which themselves are well-designed, and which have good spacing and design relationships to other graphics;
6. To preserve the value of private property by assuring the compatibility of graphics with surrounding land uses
7. To protect the physical and mental well-being of the general public by recognizing and encouraging a sense of appreciation for the visual environment; and
8. To protect the health, safety and welfare of the people.

The proposed signage is consistent with the intent to improve the aesthetics of the property, but is not compatible with their surroundings and the zoning district in which they are located. Surrounding signage examples can be found in Exhibit D (Page 10). There are no other examples of this type of signage as permanent signage in the surrounding area and therefore does not meet all of the review criteria.



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ADDITIONAL CONSIDERATIONS

Comprehensive Plan

Bluff Road Commercial District:

The business around Illinois Route 157 (Bluff Road) act as an entryway into Collinsville. This is the first image residents, customers, or tourist view from the western entrance. Improvements and updates to the businesses along this corridor play a critical role in encouraging future development and consumers.

Staff finds that the proposed signage does not meet the character of the surrounding area in terms of the material, the structure, and the paint. The signage also does not meet the characteristics of “permanent signage” and sets a precedent for allowing other plywood board signs of the same type for businesses in other commercial areas of Collinsville that staff would then have to monitor routinely for code compliance. Staff recommends the Planning Commission choose to either approve the sign with conditions to ensure more permanency, or to deny the proposed sign package.

RECOMMENDATION

Staff finds that the proposed Sign Package does not meet the requirements of the applicable review criteria, and substantially conforms to the purpose and intent of the City’s sign regulations. **Based on this finding, Staff recommends approval with modifications, or denial of the application for the placement of one (1) wooden freestanding sign at for Mike & Sarah’s Produce, located at 114 & 116 N. Bluff Road.**

Action is required by the Planning Commission on the proposed sign package. The Planning Commission may:

- ***Approve the proposed sign package as submitted; or***
- ***Approve the proposed sign package with modifications; or***
- ***Deny the proposed sign package.***



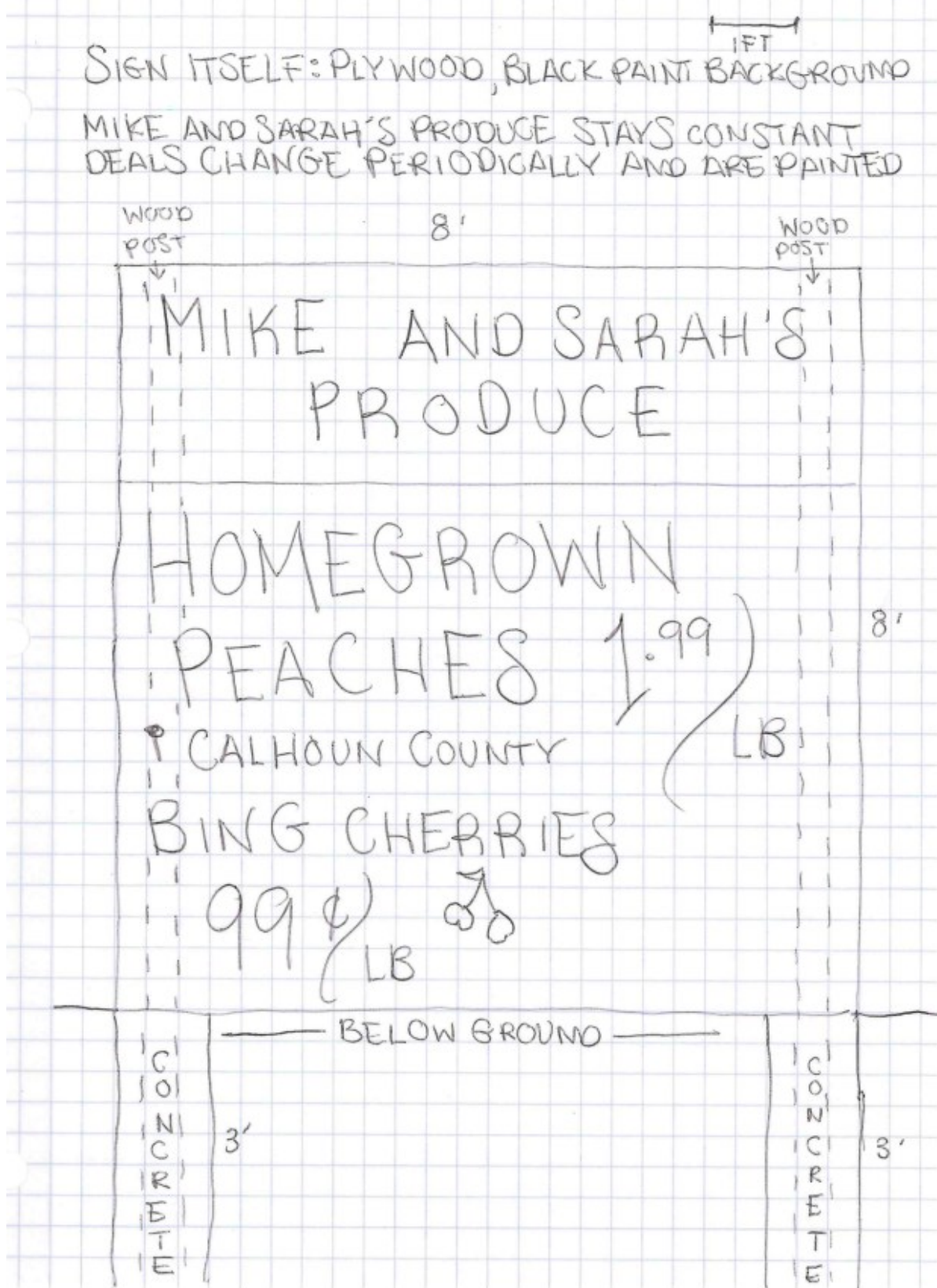
EXHIBITS

- A. PROPOSED SIGNAGE DETAILS**
- B. SIGN PLACEMENT (SITE PLAN)**
- C. APPLICANT NARRATIVE**
- D. SURROUNDING AREA SIGNAGE**



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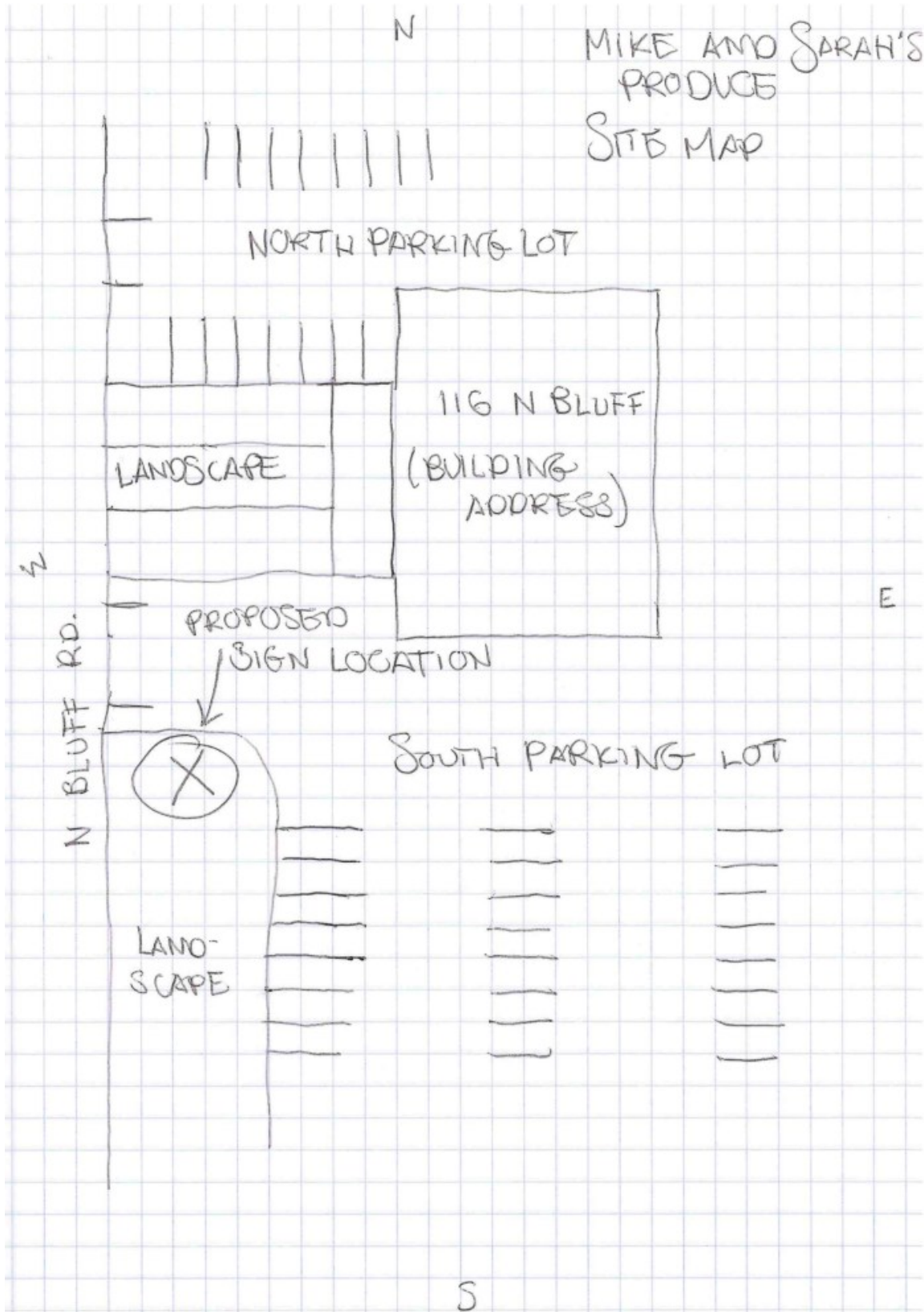
EXHIBIT A: PROPOSED SIGNAGE DETAILS



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EXHIBIT B: SIGN PLACEMENT (SITE PLAN)





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EXHIBIT C: APPLICANT NARRATIVE

(SEE DRAWING FOR EXACT DETAILS) MIKE AND SARAH'S
PRODUCE

OUR PROPOSED SIGN IS A FAMILY TRADITION THAT IS REMINISCENT OF A FARM-STYLE SIGN. WE NAIL PLYWOOD TO TWO WOODPLANKS, WHICH WE PUT 3' UNDERGROUND AND POUR CEMENT OVER. WE THEN PAINT THE PLYWOOD BLACK AND WRITE DEALS AND HOT ITEMS IN WHITE PAINT. THE SIGN IS EYE-CATCHING AND APPEALING TO LOOK AT UP-CLOSE AND FROM AFAR. THESE SIGNS HAVE BEEN A UNIQUE PART OF OUR FAMILY'S BUSINESS FOR GENERATIONS, AND WE HOPE TO BRING OURS TO COLLINSVILLE!

“(See drawing for exact details) Mike and Sarah’s Produce

Our Proposed sign is a family tradition that is reminiscent of a farm-style sign. We nail plywood to two wood planks, which we put 3’ underground and pour cement over. We then paint the plywood black and write deals and hot items in white paint. The sign is eye-catching and appealing to look at up close and from afar. These signs have been a unique part of our family’s business for generations, and we hope to bring ours to Collinsville!”

EXHIBIT D: SURROUNDING AREA SIGNAGE

**Shopping Center Signage
Across the Street from
116 N. Bluff Road
(107 N Bluff Rd)**



**Casey's General Store
(217 N Bluff Rd)**



**Nature's Pharmacy
(122 N Bluff Rd)**

