



REPORT TO PLANNING COMMISSION

CITY OF COLLINSVILLE

APPLICATION NUMBER	SPACK 26-01
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) freestanding sign.
SITE ADDRESS:	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:	March 12, 2026
PROJECT MANAGER:	Caitlin Rice, AICP, Senior Planner
RECOMMENDATION:	Approval



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DESCRIPTION OF EXISTING SITE CONDITIONS & BACKGROUND

116 N. Bluff Road is located on Route 157, a primary entryway into Collinsville. It is surrounded by other commercial uses such as restaurants, shopping centers and offices. There are several residential properties located within walking distance along Bellevue and Main Street. Mike and Sarah's Produce occupied the space in 2024. Historically, the types of signage that have been approved for the property include window and flush-mounted graphics. Mike & Sarah's Produce has recently been approved for a building mounted sign as shown to the right.



Administratively approved flush-mounted sign 2026.

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

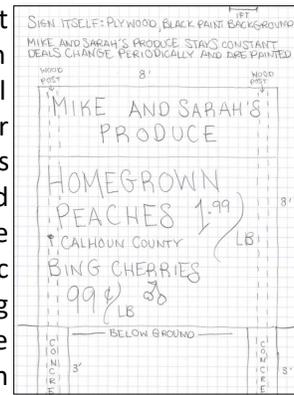




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BACKGROUND

At the April 3, 2025, Planning Commission meeting, the Commission heard a request by Mike and Sarah’s Produce to permit the installation of a paintable wooden freestanding sign. This sign was 8’x8’ and consisted of a black-painted plywood panel supported by two wooden posts. The sign was proposed to be routinely painted over with different sales and announcements, acting as a painted changeable sign as shown in the adjacent drawing. The Planning Commission discussed the request and cited concerns with weathering, durability, and consistency of signage with the surrounding area. Commissioners recommended the sign include a permanent static traditional sign component to include with the painted portion. The Planning Commission tabled the request for the applicant to return with a revised sign. The 2025 application window expired December 31, 2025, therefore a new application has been submitted under SPACK 26-01.



2025 SPACK Submittal

REQUEST

Mike & Sarah’s Produce is requesting approval of one (1) freestanding sign. The sign is constructed of wood with the two supporting posts covered in aluminum. The main sign is 4’x8’ plywood board with 4’x2’ a permanent vinyl sign and 4’x6’ remaining paintable wood with an aluminum border. The sign will be painted over routinely with sales and announcements, acting as a “letter board” using white paint on a black wooden background. Proposed sign is shown to the right. Please see Exhibit A for the full proposed sign details.



Proposed Freestanding Sign

SIGN PACKAGE ANALYSIS

Sign Packages are authorized under Section 17.190.050.D.10.—Sign Package. The sign package process is 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 17.190.030.H. Signage Materials **X**
- 2) Section 17.190.040 - Prohibited, permitted and types of signs; D. Commercial zone districts
 - 1. Freestanding Graphics **✓**
 - 2) Section 17.190.010—Title, purpose an applicability. (Review Criteria) **✓**

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Signage Materials

The Sign Code (Section 17.190.030.H.) sets standards for materials of permanent signage in Collinsville.

1. Any and all permanent signage (excluding window graphics and awnings) in the City of Collinsville shall be made from a durable, weatherproof material such as acrylic, metal, PVC or similar material as approved by the Community Development Director.

The proposed sign is primarily wood, which is not a permitted material for permanent signage per Section 17.190.030.H. The wood posts are proposed to be covered with aluminum so no plain wood is exposed. The sign board itself is proposed as 4'x8' plywood board. The top 2' is proposed as a permanent vinyl sign with the business name and incorporating fruit to reflect the type of business. The rest of the plywood sign, 4'x6' will be painted wood. The background will be painted black with new specials, events, or sales painted in white and updated accordingly. The sign will function as a changeable letter sign with a chalkboard-like appearance.

Staff finds that the proposed sign is unique, creative and reflects the character of the business. The proposed changes from the last viewing of the sign in April 2025 reflects concerns of staff and the Commission by covering the unpainted exposed wood support beams with aluminum and adding the permanent vinyl panel signage.

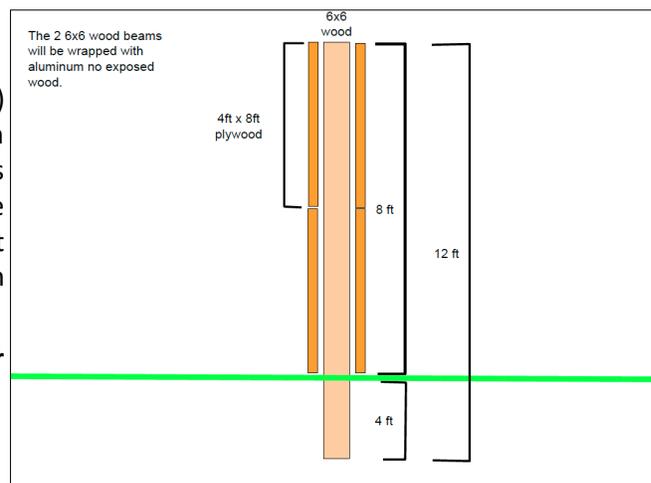
Freestanding Graphics

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 ✓
 - 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. ✓

The proposed sign is four (4) feet wide and eight (8) feet tall with four (4) foot concrete footings as shown in the image to the right. The sign does not project across lot lines and is not located with the sight distance triangle. Sign will be approximately twenty (20) feet from North Bluff Road. Proposed sign location is shown in Exhibit B.

Staff finds the proposed sign meets the standards for Freestanding Graphics.



Side profile of proposed Freestanding Sign



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Section 17.190.050.D.10.e. Review criteria (Sign Package) states: *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.*

Staff finds that the proposed sign is more consistent with signage of the area and similar zoning districts than originally proposed in 2025. Covering the wood posts with aluminum and providing a permanent static sign increases the conformity and visual cohesiveness of the area, while allowing flexibility for a local business to reflect their family's farm stand business style and brand. Surrounding signage examples can be found in Exhibit C. The proposed sign is located in a landscape island of the parking lot, approximately twenty (20) feet from the road. The sign is fully covered eight (8) feet from the ground, not allowing any visibility through the sign. The position of the sign will be required to remain setback to prevent visibility issues for vehicles entering or exiting the property.

Staff finds the proposed signage is consistent with the intent of Section 17.190.010.

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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 meet the character of the surrounding area with the addition of aluminum covering for the posts, aluminum borders on the sign board and addition of a static permanent vinyl panel sign.

Permanent painted changeable signs is unprecedented in Collinsville, however, will remain subject to the same property maintenance standards as all properties and signage is required in the City.

RECOMMENDATION

Staff finds that the proposed Sign Package does 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 of for the proposed freestanding sign at for Mike & Sarah's Produce, at 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 SIGN
- B. PROPOSED SIGN LOCATION
- C. SURROUNDING AREA SIGNAGE



EXHIBIT A: PROPOSED SIGN

Sign Rendering of Front & Back

Top portion will be vinyl that will permanently say mike and sarah's produce. With some fruit art on it

**MIKE AND SARAH'S
PRODUCE**

2 FT

**PRODUCE DEALS HAND WRITTEN
HERE IN PAINT
EXAMPLE**

6 FT

**STRAWBERRIES
3 FOR \$5**

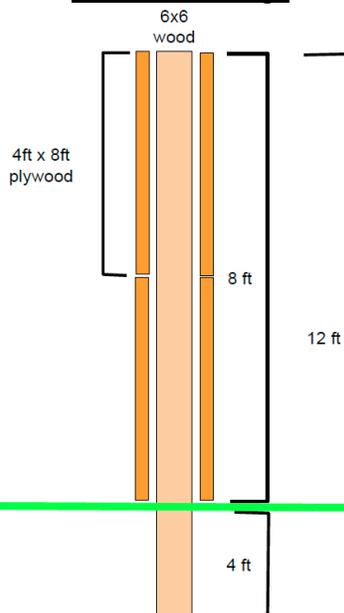
There will be a 1x3 border that will be wrapped in aluminum to create no exposed wood.

4 FT

Bottom 4 ft will be in the ground

Side Profile of Sign

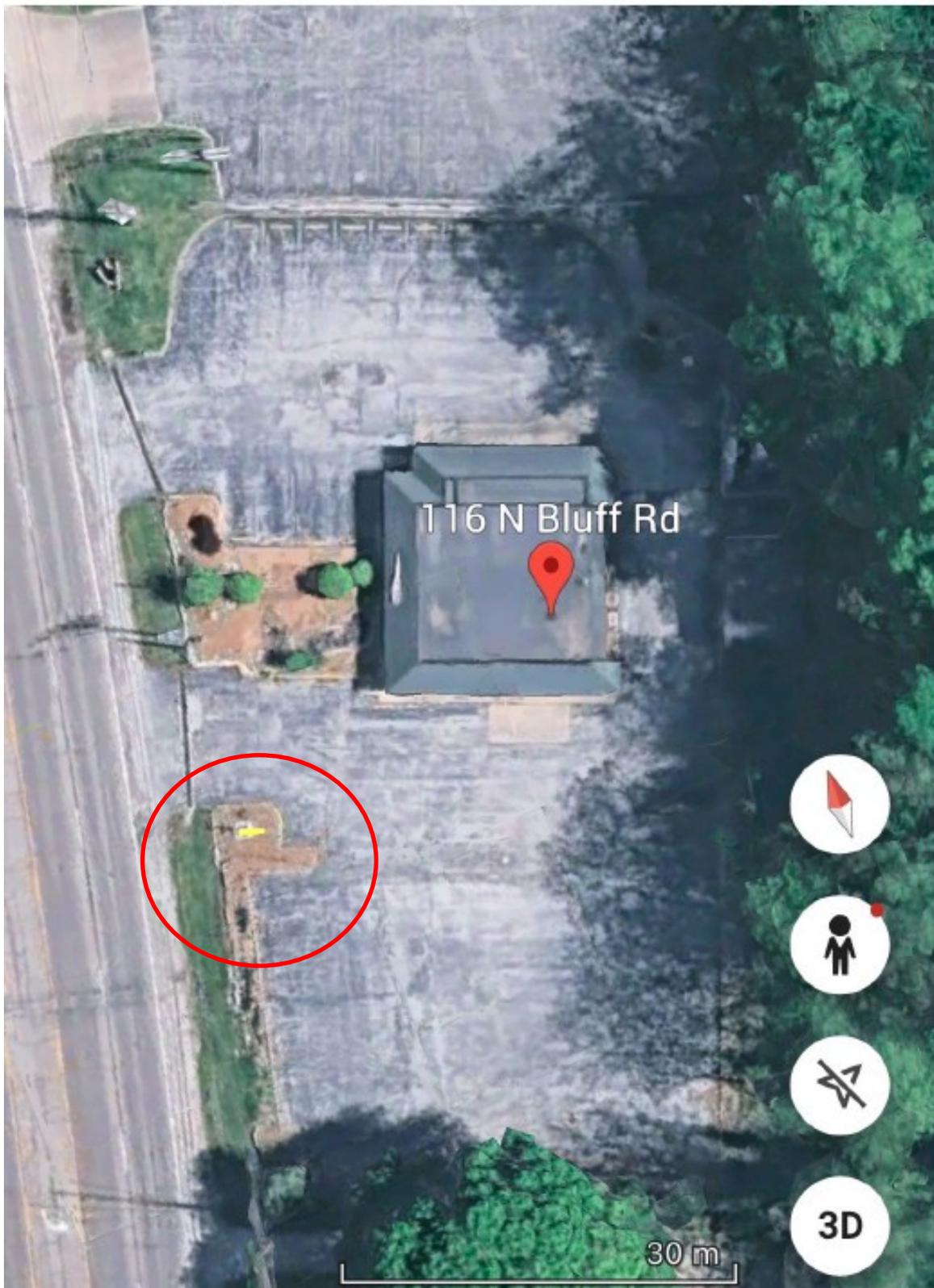
The 2 6x6 wood beams will be wrapped with aluminum no exposed wood.





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EXHIBIT B: PROPOSED SIGN LOCATION



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EXHIBIT B: PROPOSED SIGN LOCATION



EXHIBIT C: 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)**

