



# REPORT TO PLANNING COMMISSION

## CITY OF COLLINSVILLE

<b>APPLICATION NUMBER</b>	SPACK 26-01
<b>APPLICATION NAME:</b>	Mike & Sarah's Produce - Sign Package
<b>APPLICANT NAME:</b>	Mike & Sarah's Produce 116 North Bluff Road Collinsville, IL 62234
<b>PROPERTY OWNER NAME(S):</b>	Sean & Heidi Turner 396 Bethel Meadows Road Caseville, IL 62232
<b>APPLICANT'S REQUEST:</b>	A request to Amend Approved Sign Package from 4'x8' sign to 8'x8' sign.
<b>SITE ADDRESS:</b>	116 North Bluff Road, Collinsville, IL 62234
<b>PARCEL ID NUMBER(S)</b>	13-2-21-32-06-103-005 & 13-2-21-32-06-103-005.001
<b>EXISTING ZONING DISTRICT(S):</b>	"B-3" Expressway Service Commercial District
<b>TOTAL SITE AREA:</b>	1.17 Acres (51,000 Square Feet)
<b>COMMISSION MEETING DATE:</b>	April 9, 2026
<b>PROJECT MANAGER:</b>	Caitlin Rice, AICP, Senior Planner
<b>RECOMMENDATION:</b>	<b>Approval</b>



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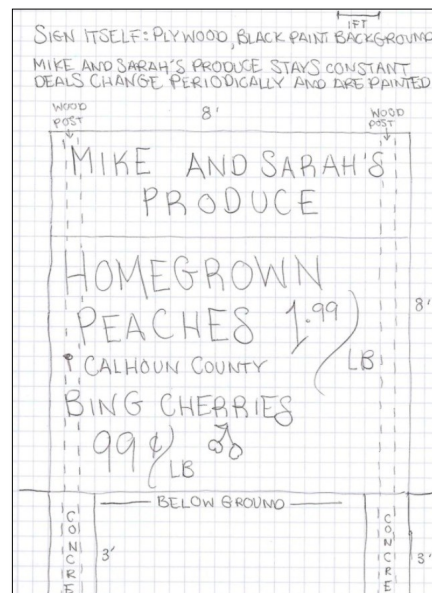


## BACKGROUND/REQUEST

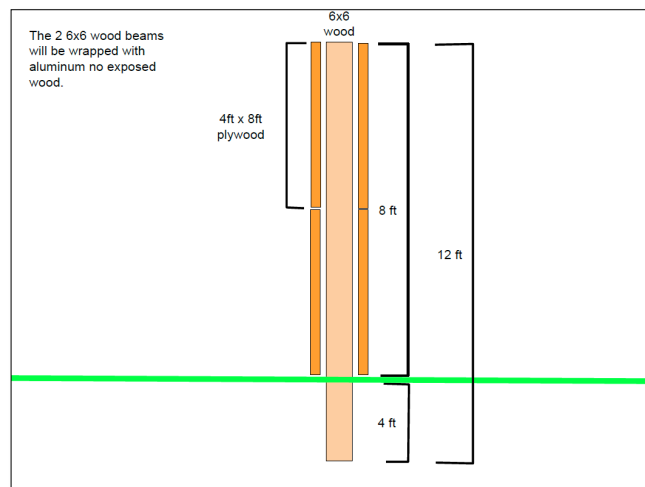
At the March 12, 2026, Planning Commission meeting, the Commission heard a request by Mike and Sarah's Produce to permit the installation of a paintable wooden freestanding sign. This sign was approved as 4' wide and 8' tall. The applicant has requested an amendment of the approved Sign Package (SPACK 26-01) to an 8' wide and 8' tall freestanding sign, as was previously requested in 2025. All other details of the sign shall remain the same. Deviation for signage material was approved with SPACK 26-01. The proposed dimensions meet the freestanding sign code, however, due to the change from what was presented to Planning Commissioners on March 12, 2026, staff asks the Planning Commission to approve the proposed material at a larger scale.



Proposed Freestanding Sign



2025 SPACK Submittal



Side profile of proposed Freestanding Sign



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### 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:

#### **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 eight (8) feet wide and eight (8) feet tall with four (4) foot concrete footings. The sign does not project across lot lines and is not located with the sight distance triangle. 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 sign meets the standards for Freestanding Graphics.**

**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**

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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, and the Planning Commission considered the 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.

**Staff asks the Planning Commission to determine if the revised dimensions 8'x8' instead of previously approved 4'x8' meets the intent of the Sign Package process and will remain in harmony with the corridor.**

#### 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 revised dimensions of 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 (8'x8')

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**

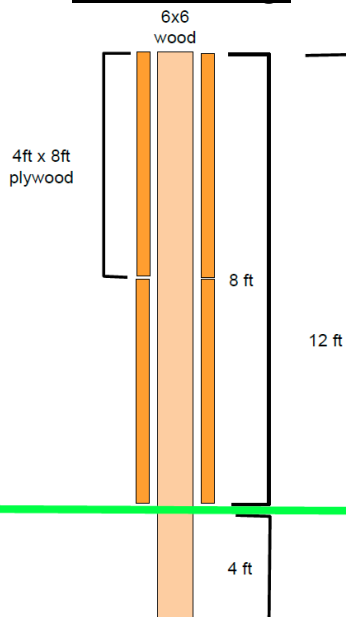
There will be a 1x3 border that will be wrapped in aluminum to create no exposed wood.

4 FT

Bottom 4 ft will be in the ground

Side Profile of Sign

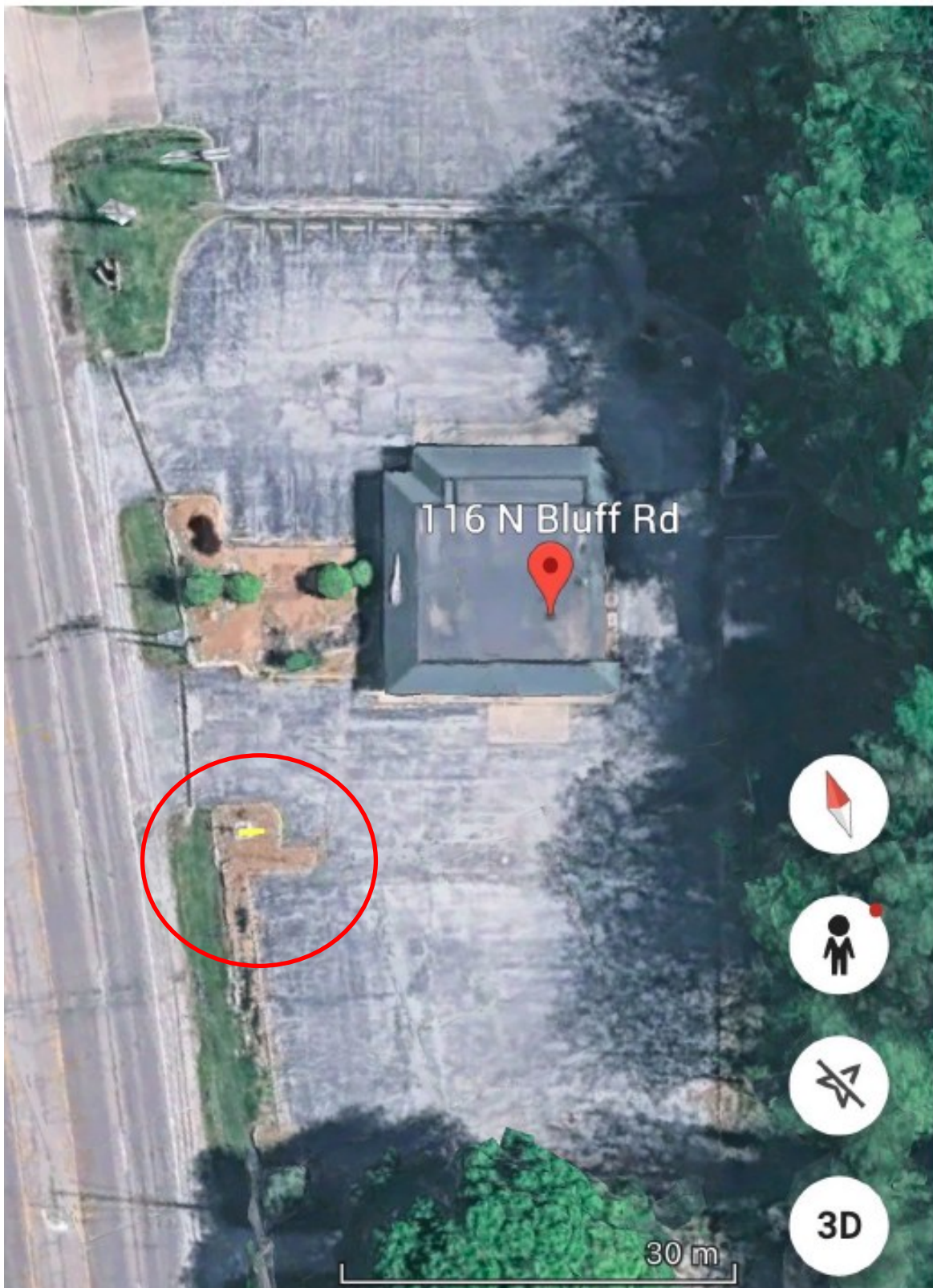
The 2 6x6 wood beams will be wrapped with aluminum no exposed wood.





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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)**

