



CITY COUNCIL AGENDA ITEM STAFF REPORT

MEETING DATE:	APRIL 22 ND , 2025
TITLE:	AN ORDINANCE AMENDING TITLE 17 (ZONING) OF THE CODE OF ORDINANCES OF THE CITY OF COLLINSVILLE AS IT RELATES TO SIDEWALK SALES AND DISPLAYS IN UPTOWN COLLINSVILLE.
DEPARTMENT:	COMMUNITY DEVELOPMENT
PROJECT MANAGER:	CAITLIN RICE, AICP, SENIOR PLANNER
REQUESTED ACTION:	APPROVAL
STRATEGIC PLAN GOAL(S):	#3: ENCOURAGE TOURISM AND ECONOMIC DEVELOPMENT #7: SUPPORT EXCELLENT MUNICIPAL SERVICES
ATTACHMENTS:	STAFF REPORT TO PLANNING COMMISSION, DRAFT PC MINUTES, DRAFT ORDINANCE

SUMMARY RECOMMENDATION

Staff recommends approval of the *Ordinance Amending Title 17 (Zoning) of the Code of Ordinances of the City of Collinsville as it relates to sidewalk sales and displays in Uptown Collinsville*. The proposed amendment will set standards and a process for Uptown Collinsville businesses to display merchandise or signage on the public sidewalk.

EXECUTIVE SUMMARY

The city is seeking an amendment that will set standards and a process for Uptown Collinsville businesses to display merchandise or signage on the public sidewalk. The proposed amendment will create a new section, ***Sec. 17.060.076. Sidewalk Sales and Displays*** and amend ***Sec. 17.040.250. Uptown Collinsville District***. A summary of the proposed amendments is below:

Section 17.060.076. Sidewalk Sales & Displays:

Sidewalk sales and displays of merchandise or signage shall be allowed on public property within the Uptown area, as an accessory use, with a Sidewalk Sales & Display permit.

A. Sidewalk sales area and display of merchandise.

- Business must be in good standing with the City
- Merchandise displays/sales must be immediately adjacent to the business
- Minimum 3-foot-wide passageway left accessible to pedestrians. Merchandise must be at least 6 feet away from the curb of street.
- Merchandise/display shall not cause a nuisance, sight visibility issue, fire hazard or threaten safety of public.
- No tobacco, vape, cannabis paraphernalia, alcohol or similar products are permitted.
- Permitted up to four (4) separate events per year (outside of city approved events) for 7 consecutive days.
- Merchant shall provide public liability insurance and comprehensive property damage insurance listing the City as additional insured for \$1 million per occurrence.

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TA 25-03 Sidewalk Sales & Displays

- B. Signage displays on sidewalk.
- One (1) double faced A-Frame sign permitted on public sidewalk per business.
 - Maximum six (6) square feet per side
 - Sign must be located no more than fifteen (15) feet from the entrance of the business and not in front of any other business.
 - Sign shall not impede or obstruct normal flow of pedestrian traffic with a minimum of 3 foot wide passage. **Sign must be at least 6 feet away from the curb of street.**
 - Sign shall be removed at end of business each day.
 - Merchant shall provide public liability insurance and comprehensive property damage insurance listing the City as additional insured for \$1 million per occurrence.

Section 17.040.250.I.16 Outdoor display and storage:

- a. Permanent and long-term outdoor displays or storage of inventory or product shall not be permitted in this district.
- b. Temporary outdoor displays of merchandise on the City sidewalk shall receive a permit from the Community Development Department as per Section 17.060.076. – Sidewalk displays and sales.

The text highlighted in purple is language amended or added by the Planning Commission. The original text amendment proposed to the Planning Commission did not include the 6-foot buffer from edge of curb for signage displays, only merchandise. During the public hearing, commissioners discussed concerns with conflicts with car doors or customers' exiting their vehicles with signs that are close to the road. The Planning Commission recommended approval of the proposed amendments with the 6-foot buffer from edge of curb added to sidewalk signage displays.

Staff find the proposed amendment will provide reasonable accommodation and opportunity for Uptown businesses who are at a disadvantage due to the proximity to the public right-of-way. Other businesses in Collinsville are eligible to apply for Seasonal Temporary Use Permits which allow outside sales and displays on private property, where most businesses in Uptown do not have the space. The proposed amendment will also hopefully provide a more engaging Main Street for visitors and customers through added visual interest in the streetscape.

PLANNING COMMISSION REVIEW

The Planning Commission heard the city-initiated request for recommendation of approval for proposed amendments during a public hearing on April 3rd, 2025. The Planning Commission voted 8-0 to recommend approval with discussed conditions, finding the proposed text amendment meets or exceeds the established review criteria for zoning text amendments, and advances the intent of the Zoning Ordinance and City Plans.

Based on this finding, the Planning Commission requests favorable consideration of the Text Amendment Application *TA 25-03 Amending Title 17 (Zoning) as it relates to Sidewalk Displays and Sales in Uptown Collinsville*.

RECOMMENDATION

Staff recommends approval of text amendment application TA 25-03 Sidewalk Displays and Sales.