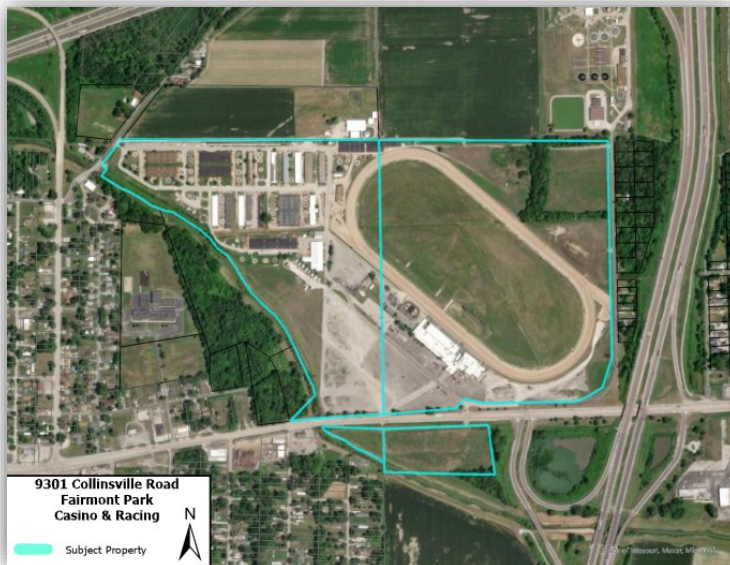




REPORT TO PLANNING COMMISSION CITY OF COLLINSVILLE

APPLICATION NUMBER	SPACK 25-05
APPLICATION NAME:	Fairmount Park - Sign Package
APPLICANT NAME:	Fairmount Park Casino & Racing 9301 Collinsville Road Collinsville, IL 62234
PROPERTY OWNER NAME(s):	Odgen Fairmount Inc. 9301 Collinsville Rd Collinsville, IL 62234
APPLICANT'S REQUEST:	A request for Sign Package approval in order to permit a series of phased signage for Fairmount Park Casino & Racetrack.
SITE ADDRESS:	9301 Collinsville Road, Collinsville, IL 62234
PARCEL ID NUMBER(s)	13-1-21-31-00-000-010, 17-1-20-36-00-000-022, 17-1-20-36-00-000-022.001
EXISTING ZONING DISTRICT(s):	P-HP-1 Planned Hospitality Park District
TOTAL SITE AREA:	95.80 Acres
COMMISSION MEETING DATE:	July 10, 2025
PROJECT MANAGER:	Joseph Williamson, Associate Planner
RECOMMENDATION:	APPROVAL



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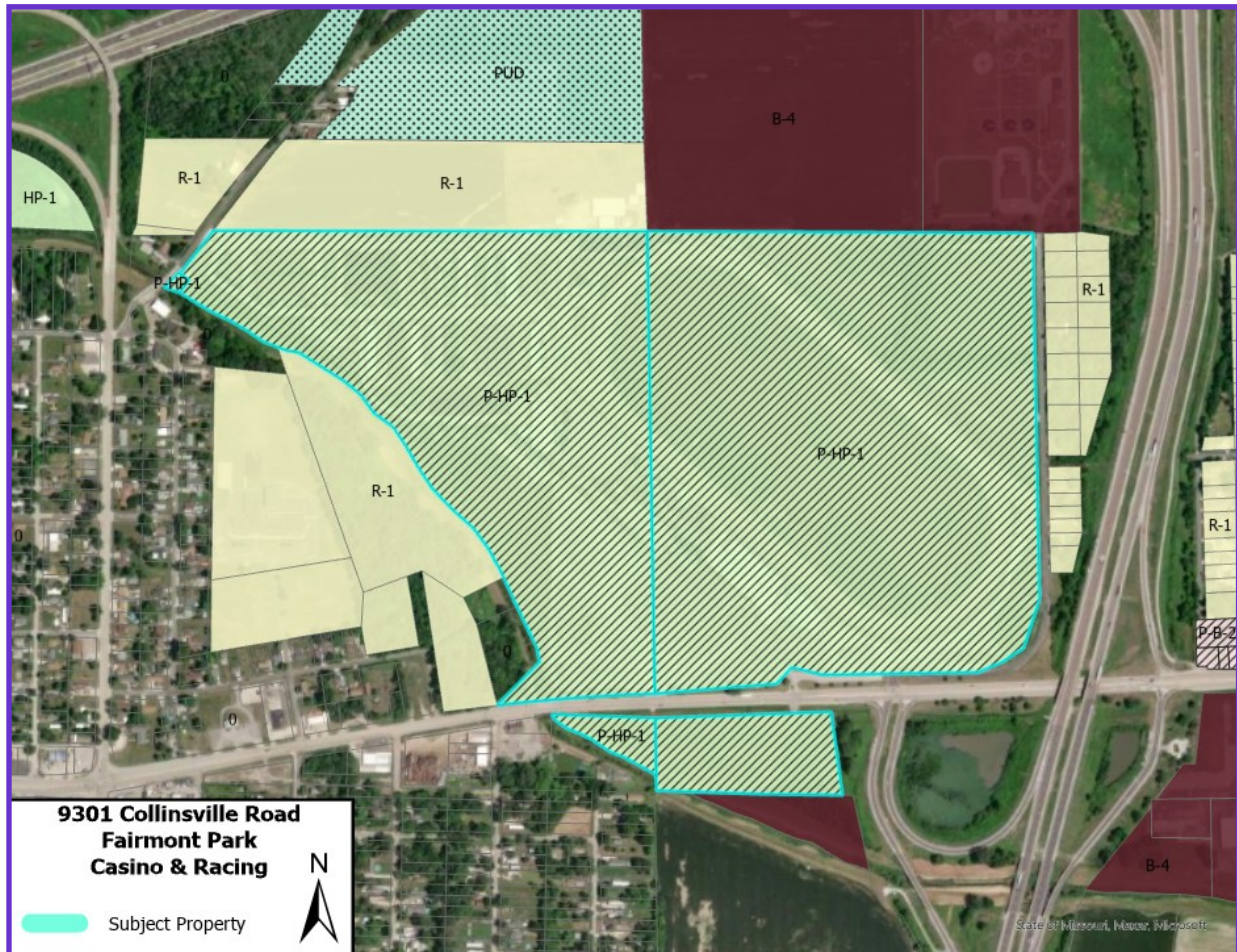
DESCRIPTION OF EXISTING SITE CONDITIONS & BACKGROUND

Fairmount Park was established in 1924, bringing horse racing to Collinsville. The track has a lot of history for the local area, as well as being one of the last surviving horse racing tracks in Downstate Illinois. As of June, 2025, Fairmount Park has not been registered as a historic property with the City of Collinsville, the State of Illinois, nor Federally. As per Madison County Parcel Records, the property has remained in Odgen Fairmont Inc's control since 2000, with various changes in management.

LAND USE AND ZONING CONTEXT MATRIX

DIRECTION	EXISTING LAND USE	ZONING DISTRICT	COMMENTS
North	Commercial	B-4	Water Treatment Plant & Interstate 55
East	Residential (Commercial)	R-1	Residential (Commercial across Interstate)
South	Residential	R-1	Residential & Interstate 255
West	Residential	R-1	Residential (State Park Place)

ZONING MAP





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REQUEST

Fairmount Park is requesting new signage for their entire site, which is undergoing a phased renovation. The reasoning behind the sign package process is to ensure that Fairmount Park will have enough signage allotment for their large freestanding directional signage, which is more than the maximum allotted at 29 freestanding signs over 6SF in area, as well as their building mounted signage. The signage proposed totals to 1069SF of graphic area; above the allowance of 300SF per street facing façade as implemented by Code. This proposal is meant to cover all phases of signage that will be installed at the site during renovations.

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. *Flush-Mounted Graphics*
 6. *Freestanding Graphics*
 10. *Sign Package*
- 2) *Section 17.190.030 - General Regulations; C. Graphic area allowances*
- 3) *Section 17.190.010—Title, purpose an applicability. (Review Criteria)*

Flush Mounted Graphics

Total square footage of flush-mounted graphics area shall not exceed ten (10) percent of the total square footage of the building face upon which placed. No flush-mounted graphic shall:

- a. *Project more than eighteen (18) inches from the wall or surface to which it is attached. If such wall or surface is not vertical, the projection shall be measured from the closest point of the wall or surface to the graphic; or*
- b. *Extend more than three (3) feet above the roofline of the building to which it is attached. See exhibit A for pictorial display of flush-mounted graphics;*

Staff finds that the flush mounted graphics meet the requirements and intentions of the Flush Mounted Signage criteria. As seen below, the building mounted graphics are shown as letters “A” and “B2” on the map found on the next page, as well as in Exhibit A.

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Figures 2 & 3 show the flush-mounted signage that will be applied at Fairmount Park Casino and Racing, while figure 4 shows the potential location of the signage on the map.



Figure 2

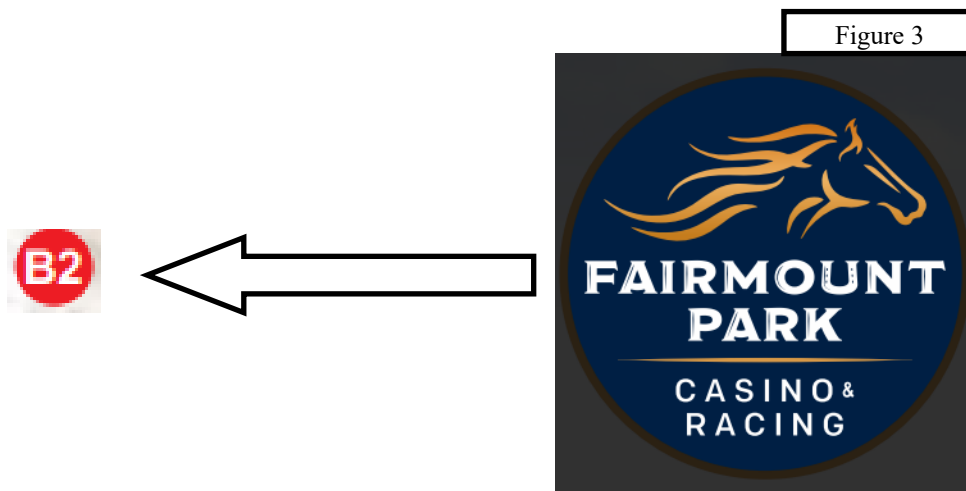


Figure 3



Fairmount Park Casino & Racing

Figure 4



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Freestanding Graphics

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

No establishment in any zoning district may have more than one (1) freestanding graphic on any lot, except in sign zone 1. In sign zone 1, an establishment may have a maximum of two (2) freestanding graphics on any lot, with one (1) freestanding graphic not exceeding the height allowed under Subsection 17.190.040.D.6.c.1.) and one (1) freestanding graphic not extending twenty-five (25) feet above the ground.

Minimum distance apart for two (2) freestanding graphics on one (1) parcel in zone 1: If an establishment in zone 1 erects two (2) freestanding graphics on one (1) parcel of land and both freestanding graphics are located in the front half or both freestanding graphics are located in the back half of the property, the minimum distance apart shall be one-half ($\frac{1}{2}$) of the parcel's street frontage. If an establishment in zone 1 erects one (1) freestanding graphic on the front half of the property and the other freestanding graphic on the back half of the property, the minimum distance apart shall be one-half ($\frac{1}{2}$) of the parcel's depth. The front half of the property shall be determined by the legal address. Under any circumstance, two (2) freestanding graphics constructed on one (1) parcel in zone 1 shall be placed further than forty (40) feet apart.

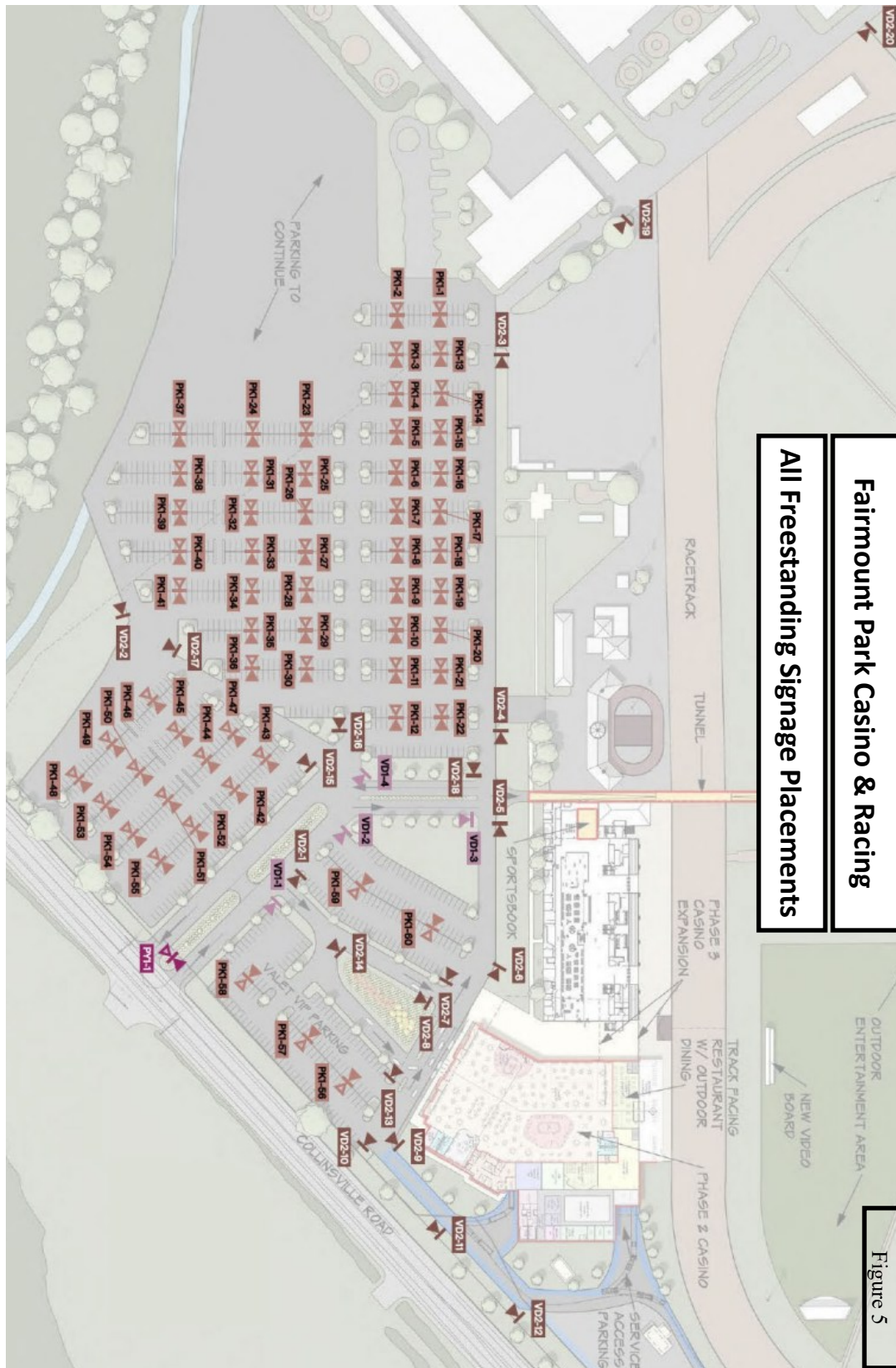
Freestanding graphics shall comply with the following regulations:

- 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 of the opinion that the freestanding graphics meet the requirements and intentions of the Freestanding Signage criteria. With the size of the lot, and almost half being parking, staff feels that graphic area allowance of 300SF per street facing façade will be too small of a requirement for the Casino & Racetrack to have ample wayfinding signage for the entire lot. The freestanding signs will be used in multiple spaces around this large lot, and will be easier for visitors to navigate the site. These signs will not be a nuisance nor hinderance to the property or surrounding area. In fact, the amount of signage compared to the size of the lot (with multiple manners of ingress/egress) will add to the visual aesthetic of the area and potentially attract more customers. Page 6 shows a map of the site, and gives a visual into the reasoning for the 29 freestanding signs.

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Fairmount Park Casino & Racing
All Freestanding Signage Placements

Figure 5



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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.

Section 17.190.030 - General Regulations; C. Graphic area allowances

The Sign Code (Section 17.190.030., C.) dictates the maximum permitted graphics area for signage as follows:

1. "Two (2) square feet of graphics area per one (1) foot of lineal street frontage in sign zones 1 and 2, with a minimum of thirty-two (32) square feet of graphics permitted in all commercial sign zones."
2. "The total permitted area of graphics shall not exceed three hundred (300) square feet per street frontage."
4. "The side of an establishment adjacent to an off-street parking area shall not be deemed frontage unless the establishment has no other frontage."

Fairmount Park is located in Sign Zone 1 and is allocated 2 square feet per 1 lineal foot of street frontage. The parcel where the primary structure is located has approximately 1,846 lineal feet of frontage. By this formula, the subject property would be allowed over 3,600 square feet of graphic area. Fairmount Park is requesting 1069 square feet of graphic area allowance. However, the maximum allowable graphic area is 300 square feet per street frontage. Due to all proposed signs sharing the same street frontage, the proposed signs exceed the permissible graphic area allowance.

Staff finds that the proposed signs exceed the maximum allowable graphic area allowance for Sign Zones. As previously stated in regard to freestanding signage, the maximum of 300SF per street facing façade would not be feasible in accomplishing wayfinding signage for the public's ease of access to the site. From a safety standpoint as well as an aesthetical standpoint, the amount of signage is reasonable to the site.

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;

- Staff is of the opinion that the signage proposed meets the criteria listed above. The proposed signage is necessary at this site because of the large parking lot; giving visitors of the Casino & Racetrack easy and clear instructions as to the site layout when entering/exiting the site by car. Figure 1 below shows an example of one of the larger freestanding signs. (Also found in Exhibits A & C: Page 7)



Staff finds that the proposed signage meets the character of the surrounding area, as the surrounding area is Interstate on/off ramps with no other businesses on the western side of I-255 within the casino's radius. The casino will need to have ample signage for wayfinding purposes, as well as getting the attention of passersby that are exiting or entering the interstate across from the casino.



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RECOMMENDATION

Staff finds that the proposed Sign Package meets the requirements of the applicable review criteria, and conforms to the purpose and intent of the City's sign regulations. **Based on this finding, Staff recommends approval of the application for phased signage (building mounted & freestanding) for Fairmount Park Casino & Racing.**

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.***

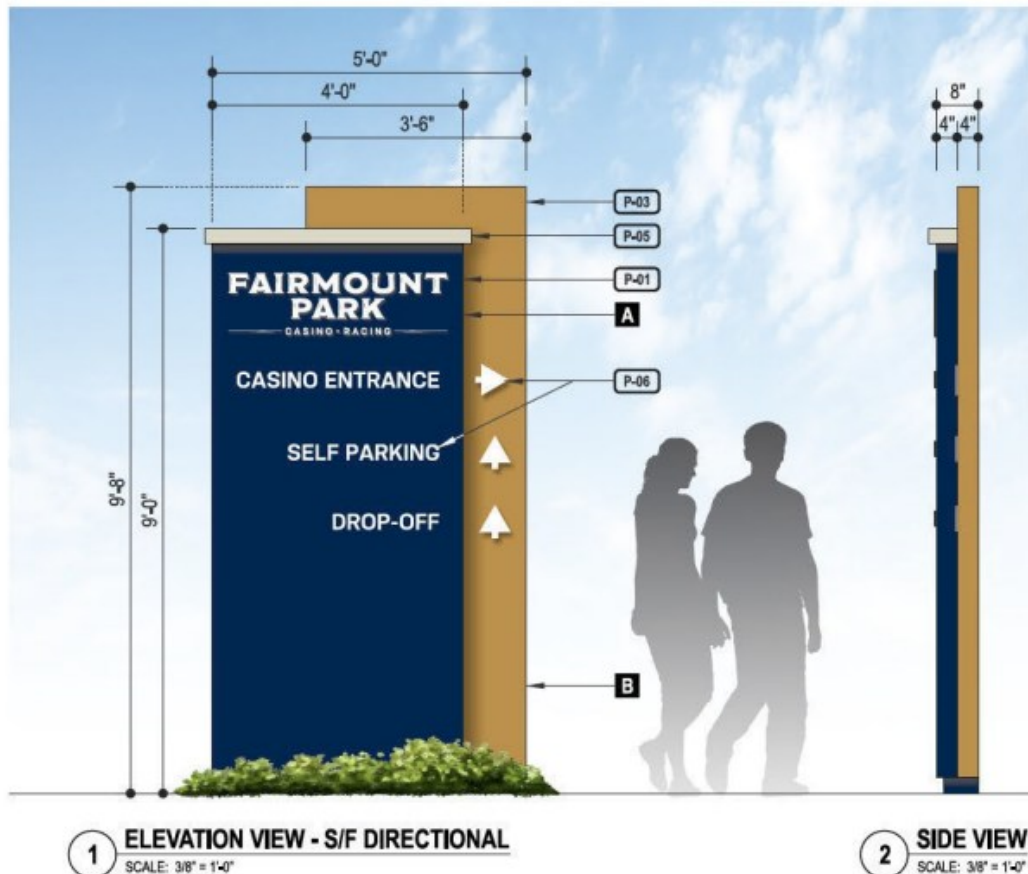
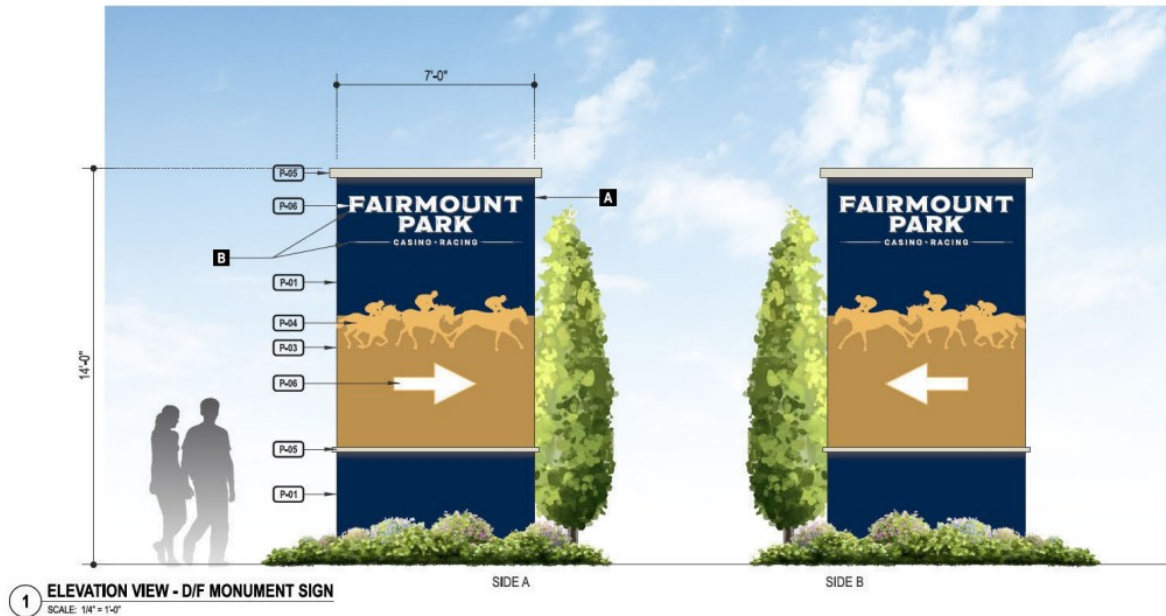
EXHIBITS

- A. PROPOSED SIGNAGE DETAILS**
- B. APPLICANT NARRATIVE**
- C. SITE PLAN (SIGN LOCATIONS)**



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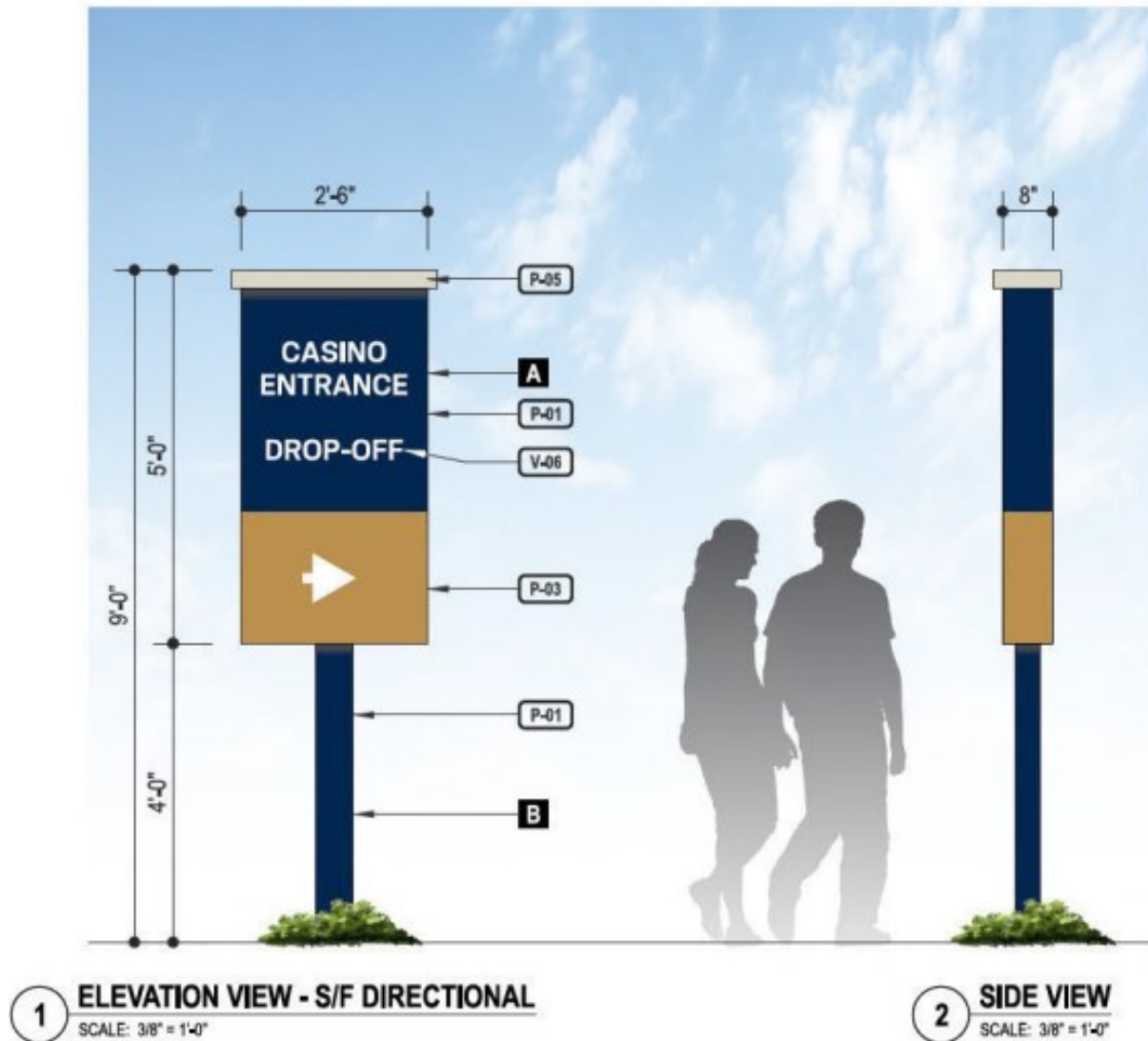
EXHIBIT A: PROPOSED SIGNAGE DETAILS



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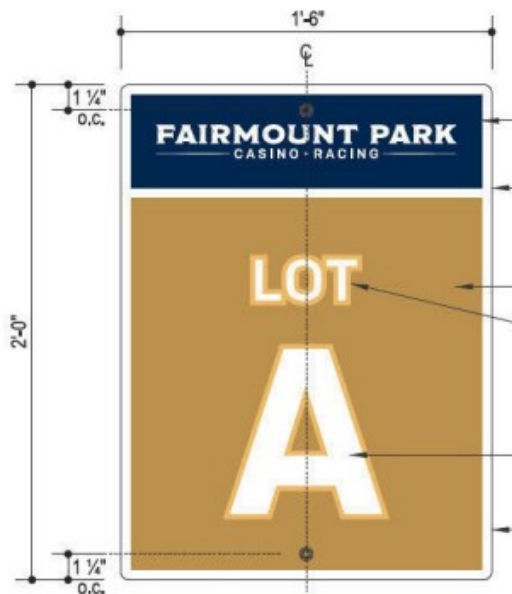
EXHIBIT A: PROPOSED SIGNAGE DETAILS



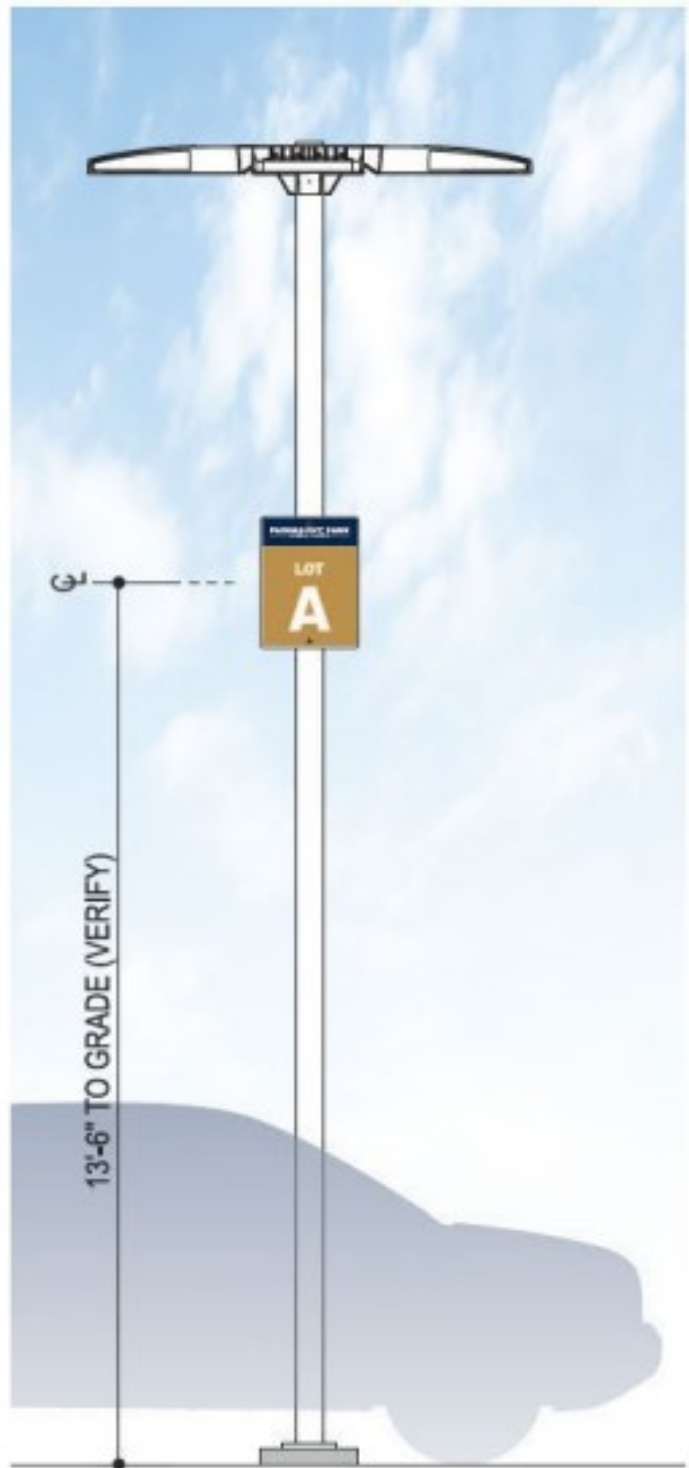


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EXHIBIT A: PROPOSED SIGNAGE DETAILS



1 ELEVATION VIEW - PARKING ID
SCALE: 1 1/2" = 1'-0"



2 TYPICAL ELEVATION VIEW
SCALE: 1/4" = 1'-0"

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EXHIBIT A: PROPOSED SIGNAGE DETAILS





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EXHIBIT A: PROPOSED SIGNAGE DETAILS



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EXHIBIT B: APPLICANT NARRATIVE

Fairmont Park is proposing to install a large wayfinding sign package for their site located at 9305 Collinsville Road. The signs will be of varying sizes and heights.

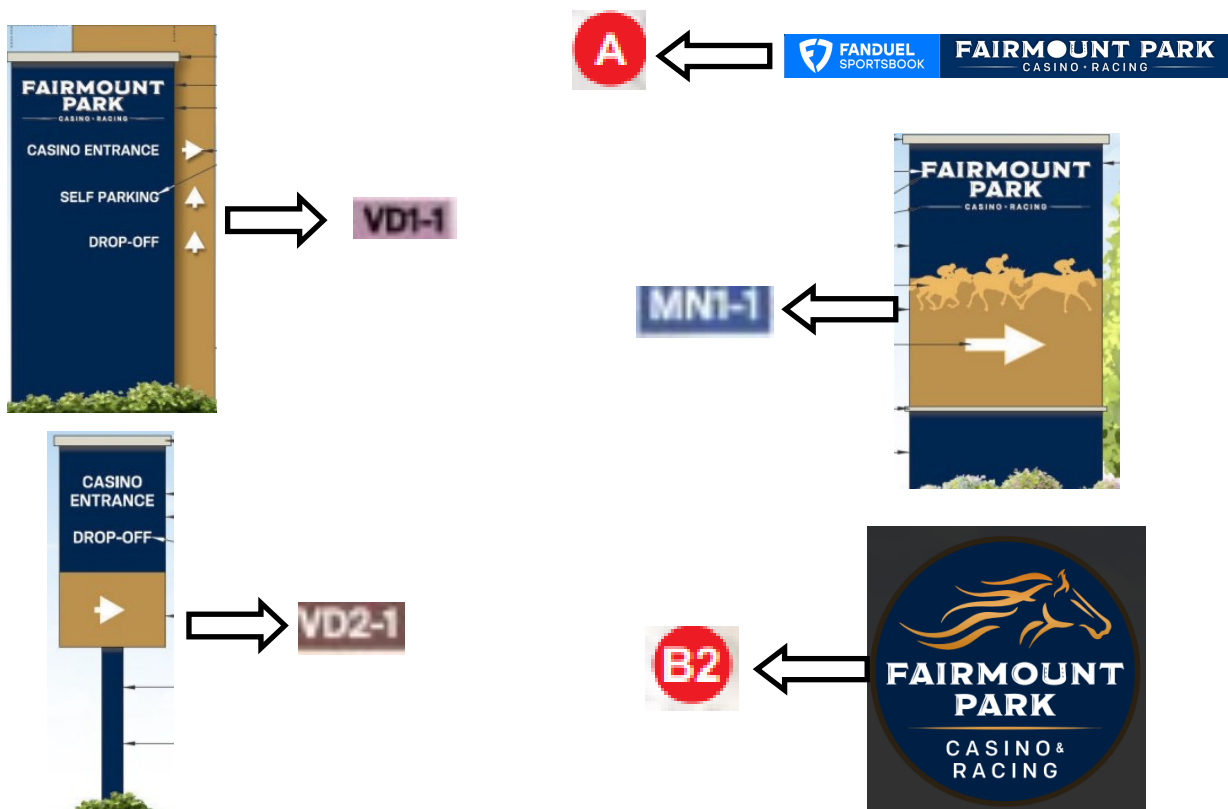
This site is located at the intersection of Collinsville Road and I-255 and consists of 95 acres. The signs being proposed will greatly assist the public with their wayfinding efforts and are meant to assist the public find their way through the site. These are not primarily advertising signs but meant for directional and informational purposes.

This site will be going through phases of updates and construction over the next several years and it is felt that the sign package will be necessary to help mitigate any confusion.

We feel the sign package that is being proposed will not be a detriment to the area and will not cause any distractions to the passing traffic or nearby residential areas.

EXHIBIT C: SITE PLAN (SIGNAGE LOCATIONS)

Legend for Exhibit C:





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EXHIBIT C: SITE PLAN (SIGNAGE LOCATIONS) (PHASE 1)



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EXHIBIT C: SITE PLAN (SIGNAGE LOCATIONS) (PHASE 2)

