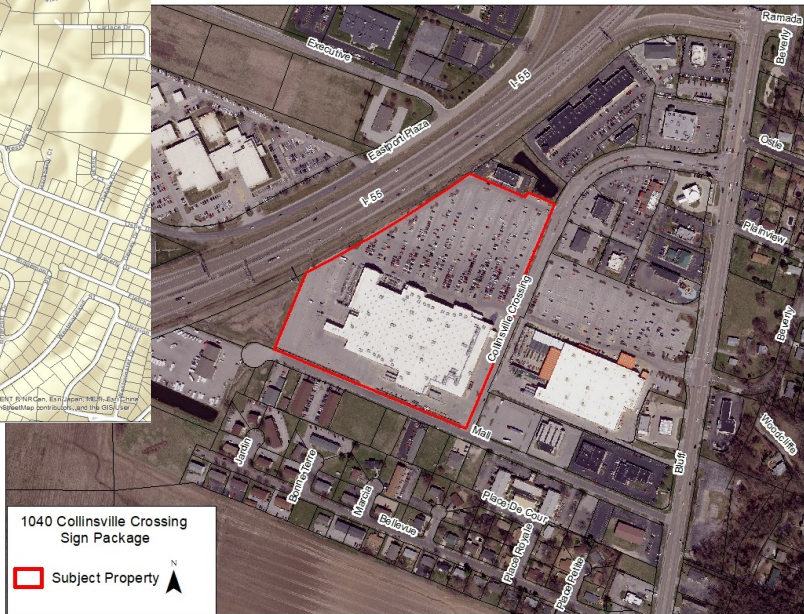




REPORT TO PLANNING COMMISSION CITY OF COLLINSVILLE

APPLICATION NUMBER	SPACK 25-02
APPLICATION NAME:	First Community Credit Union - Sign Package
APPLICANT NAME:	First Community Credit Union 1040 Collinsville Crossing Blvd. Collinsville, IL 62234
PROPERTY OWNER NAME(S):	First Community Credit Union 1040 Collinsville Crossing Boulevard Collinsville, IL 62234
APPLICANT'S REQUEST:	A request for Sign Package approval in order to permit one (1) building mounted wall sign
SITE ADDRESS:	1040 Collinsville Crossing Blvd, Collinsville, IL 62234
PARCEL ID NUMBER(S)	13-2-21-29-03-302-072
EXISTING ZONING DISTRICT(S):	"P-CP-1" Planned Commercial Park District
TOTAL SITE AREA:	17.89
COMMISSION MEETING DATE:	March 13, 2025
PROJECT MANAGER:	Joseph Williamson, Associate Planner
RECOMMENDATION:	APPROVAL



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DESCRIPTION OF EXISTING SITE CONDITIONS & BACKGROUND

Walmart Supercenter, located at 1040 Collinsville Crossing provides retail, pharmacy, and automotive care services, as well as, housing supplementary businesses such as Subway and First Community Credit Union. Including the existing building mounted signage of 499 Square Feet that was approved via SPACK 21-02, Walmart is also advertised upon three freestanding signs as permitted by Planned District Ordinance Number 3602 that rezoned Collinsville Crossing properties to P-CP-1. There is also one (1) existing Subway building mounted sign that directs customers to their interior location inside of Walmart that was approved via SPACK 21-03, totaling all signage on the building to ~530SF. First Community Credit Union is looking to do the same in regards to their signage.

LAND USE AND ZONING CONTEXT MATRIX

DIRECTION	EXISTING LAND USE	ZONING DISTRICT	COMMENTS
North	Commercial	BP-1	Ascend, Freight Solutions
East	Commercial	P-CP-1, P-BP-2	Home Depot, The Crossings Church
South	Commercial, Residential	B-2, R-3	Today's Dental Care, Animal Emergency Center
West	Commercial	BP-1	IDOT, DCFS

ZONING MAP





REPORT TO PLANNING COMMISSION CITY OF COLLINSVILLE

REQUEST

First Community Credit Union is requesting the approval of one building mounted sign on Walmart's exterior. The proposed building mounted sign is 18.7 square feet (2'-8" x 7') with backlit LED illumination.

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 17.190.030 - General Regulations; C. Graphic area allowances
- 2) Section 17.190.040 - Prohibited, permitted and types of signs; D. Commercial zone districts
 1. Flush-mounted graphics
 10. Sign Package
- 3) Section 17.190.010—Title, purpose and applicability. (Review Criteria)

Proposed Building Mounted Sign

Graphics Area Allowances

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

1. "One and one-half (1.5) square feet of graphics area per one (1) foot of lineal street frontage in sign zone 3, 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."
3. "If any establishment has frontage on two (2) or more streets, each side having frontage shall be considered separately for purposes of determining compliance with the provisions of this chapter. The sign area allowances shall not be aggregated on any one (1) side so as to allow any such establishment to display on any one (1) frontage a greater area of graphics than three hundred (300) square feet."
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. "

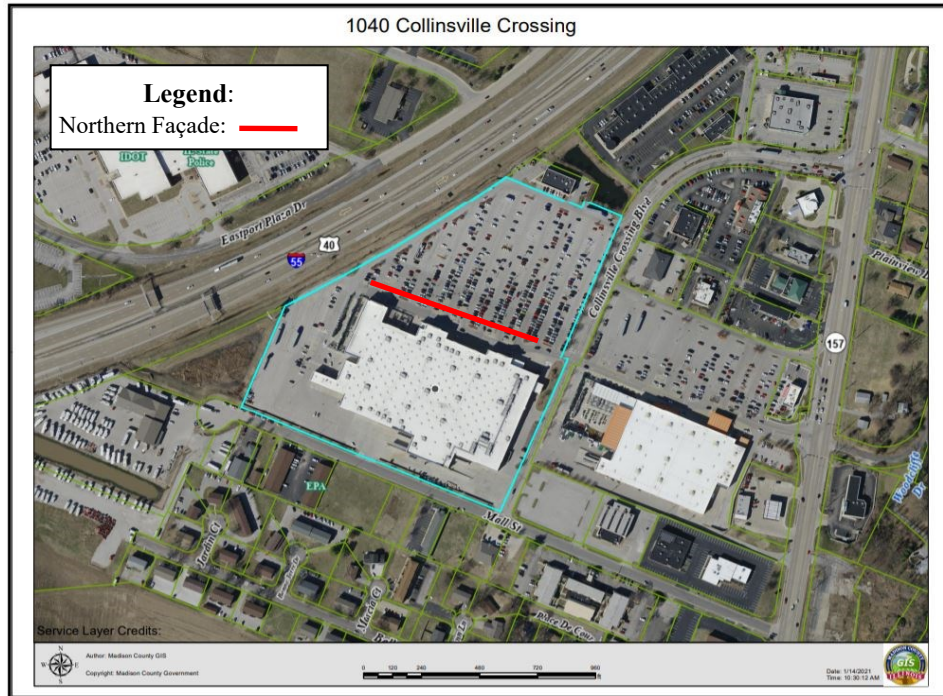
The subject property is located in Sign Zone 4 which adheres to the strictest requirements in the Sign Code. Per this interpretation, the property is permitted 1.5 square feet of graphic area per 1 foot of lineal street frontage. The northern façade of the subject property does not directly front a street and is adjacent to an off-street parking area. The nearest frontage is I-55 with approximately 845 lineal feet which would provide approximately 1,268 square feet of graphic area. Per the strict letter of the sign code, this façade would either not be regulated under graphic area allowance or would not be permitted any graphic area.

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Staff is calculating compliance with graphic area allowance per the allowed maximum of 300 square feet per façade, interpreted from Section 17.190.030.C.2. Through SPACK 21-02 and SPACK 21-03, the Planning Commission approved up to ~530 of graphic area for the northern façade. The proposed First Community Credit Union sign shall add 18.7 square feet to the northern façade for a new total of ~548.7 SF.



- ⇒ Northern Façade (Front): ~530 square feet (existing) + 18.7 square feet (proposed)=
- ⇒ Total: ~548.7 square feet

Per the interpretation that no façade shall have a graphic area allowance larger than 300 feet, the northern façade (front) exceeds this requirement.

Flush Mounted Graphics

The Sign Code (Section 17.190.040 .D.1) sets standards for all building/flush mounted signs in Collinsville:

1. "Shall not project more than eighteen (18) inches from the wall or surface to which it is attached."
2. "Shall not extend more than three (3) feet above the roofline for which it is attached"
3. "Any signage that is a part of the building shall not exceed ten (10) percent of the total square footage of the respective building face upon which it is placed.

The northern façade (entrance) of Walmart Supercenter is approximately 28,000 square feet. With the additional 18.7 square feet of graphic area the total signage equals approximately **548.7 square feet** on the northern façade. **The total signage is well beneath 10% of the total square footage of the façade.**

The location of the First Community sign does not extend above the roofline. The sign is only 8" deep and does not project more than 18 inches from the façade.

Staff finds that the proposed signage meets all the requirements of this subsection.



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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 and meets 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 reflects the intent of Walmart Supercenter and First Community Credit Union to maintain a positive appearance to the communities the stores are located within. The signage will allow for existing customers and potential new customers to see that the business is located within Walmart, as there is no signage otherwise to let customers know that the branch is located within Walmart's interior and not a separate storefront. The same goes for Subway, which was approved by SPACK 21-03.

RECOMMENDATION

Staff finds that the proposed Sign Package meets 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 the application for the placement of one building mounted sign at for First Community Credit Union at 1040 Collinsville Crossing Boulevard.**

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

EXHIBIT A: PROPOSED SIGNAGE DETAILS



Internally Illuminated Wall Sign

SCALE: 3/4" = 1'

FABRICATE & INSTALL ONE NEW INTERNALLY ILLUMINATED WALL SIGN.
CABINET: ALL ALUMINUM CONSTRUCTION. PAINT ACRYLIC POLYURETHANE CUSTOM. MOUNT WHITE LED MODULES INSIDE AS REQ'D. FOR EVEN FACE ILLUMINATION. DECORATE 3/16" THK WHITE ACRYLIC FACE W/ 3M TRANSLUCENT VINYL DIE-CUT FILM.
POWER: 100-277v CIRCUIT TO SIGN BY OTHERS BEFORE INSTALLATION. WARREN SIGN TO MAKE FINAL CONNECTION. SIGN IS UL LISTED.
INSTALLATION: ANCHOR CABINET FLUSH TO WALL VIA NON-CORROSIVE MECHANICAL FASTENERS.

SIGN AREA: 2'-8" (32") x 7'-0" (84") = 2688 / 144 = 18.7sf

 VINYL: 3M 3630-167 PAINT: PMS 2945C
 VINYL: 3M 3630-143 PAINT: PMS 185C



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EXHIBIT B: SIGN PLACEMENT

