



**TO:** The Honorable Mayor and the City Council

**FROM:** Ty Livingston, Director of Planning & Community Development

**DATE:** January 12, 2021

**SUBJECT:** Petition of the City of East Peoria to amend Title 4, Chapter 7 of the East Peoria City Code to change the requirements for off-premises signs.

**BACKGROUND:**

The petition here is to change the code language that addresses off-premises signs. The code changes are to accommodate two new off-premises signs to be installed by Adams Outdoor on City-owned properties while still allowing the control and management of all other off-premises signage in the City. The addition of these signs is being addressed in a similar fashion to other unique signs the City has permitted in the past.

At their meeting, the ZBA voted 6-0 to recommend approval of the proposed code change.

**RECOMMENDATION:** Approval, as presented.

**ORDINANCE NO. 4541**

**AN ORDINANCE AMENDING THE EAST PEORIA CITY CODE  
FOR THE PURPOSE OF ALLOWING TWO ADDITIONAL OFF-PREMISES SIGNS  
AT DESIGNATED LOCATIONS**

**WHEREAS**, the Council of the City of East Peoria finds that the current Sign Code provisions of its Code of Ordinances currently restricts the placement of and limits the acceptable specifications of two potential off-premises signs that would be beneficial to the City; and

**WHEREAS**, the Council therefore finds it desirable to modify the Sign Code;

**NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF EAST PEORIA, TAZEWELL COUNTY, ILLINOIS, THAT:**

**Section 1.** The findings and recitations set forth above are adopted and found to be true and correct.

**Section 2.** Title 4, Chapter 7, Section 7 of the City Code of the City of East Peoria is hereby amended to read as follows (additions are indicated by underline; deletions by ~~strikeout~~):

**4-7-7. Off-premises signs.**

No off-premises sign shall be erected in the city without a permit. The off-premises sign permit shall be granted only after approval by the City Council subsequent to receipt of a recommendation from the zoning board of appeals following a hearing for special use as provided in Title 5 of this Code.

- (a) *Procedure for obtaining off-premises sign permit.* A person wishing to erect an off-premises sign within the city shall make application for a permit to the Administrator on forms provided by the Administrator. The combined permit and special use fee for an off-premises sign shall be one hundred fifty dollars (\$150.00). The Administrator shall forward the application to the zoning board of appeals, which shall hold a public hearing on the application at a regularly scheduled or special meeting. Notice of the time and place of the hearing together with a brief description of the subject matter shall be published one time not more than thirty (30) nor less than fifteen (15) days prior to the hearing in a newspaper of general circulation in

the city. Following the public hearing, the Zoning Board of Appeals shall forward its recommendation on the application to the City Council for final action.

- (b) *Procedure for obtaining permit to apply automatic changeable technology to an existing, legal off-premise sign.* A person wishing to add automatic changeable technology to an existing, legal off-premise sign with the city shall make application for a permit to the Administrator on forms provided by the administrator. The permit fee automatic changeable technology shall be one hundred fifty dollars (\$150.00). The Administrator shall confirm that the off-premise sign in question is legal, that the proposed automatic changeable technology conforms to the provisions of 4-7-7(c)(7) and, if so, issue a permit.
  
- (c) *Standards for off-premises signs.* In addition to the applicable construction standards in subsection 4-7-9(b) and the zoning regulations found at Title 5 of this Code, the zoning board of appeals shall determine if the off-premises sign meets the following requirements of this section:
  - (1) The special use standards as provided in subsection 5-11-10(f) shall be met.
  
  - (2) All off-premises signs shall be freestanding.
  
  - (3) No sign may be erected which exceeds 150 square feet in sign area, 10 feet in height and 15 feet in length, including border and trim, but excluding ornamental base or apron, supports and other structural members. The maximum size limitation shall apply to each side of the sign or sign structure. A maximum of 2 signs may be erected on a facing, in which event the facing shall be deemed to be one sign, the size of which may not exceed the dimensions listed in this section. Signs may be double-faced or be placed back-to-back or V-type. The area shall be measured by the smallest square, rectangle, triangle, circle or combination thereof which will encompass the entire sign.
  
  - (4) No off-premises sign shall be closer than one thousand (1,000) feet to another off-premises sign or to any school, park, church or other place of worship.

- (5) In accordance with subsection 5-11-10(e) of this Code, whenever the Zoning Board of Appeals shall recommend a special use permit for an off-premises sign, it shall condition such special use permit on the inclusion of adequate landscaping and an adequate program to maintain such landscaping, unless it finds landscaping wholly inappropriate because of the location of the off-premises sign.
- (6) The granting of the permit is otherwise in the best interests of the health, safety and welfare of the City's residents.
- (7) If the sign uses or incorporates automatic changeable technology, the sign shall be subject to the following additional restrictions:
  - (i) The sign shall not be located within 150 feet of an existing residentially-used lot unless all parts of the changeable copy sign are oriented so that no portion of the sign face is visible from an existing or permitted principal structure on that lot;
  - (ii) No audio speakers or pyrotechnics shall be used or associated with the sign;
  - (iii) The sign shall contain a light detector or photocell by which the sign's brightness can be dimmed when ambient light conditions darken;
  - (iv) The sign display shall not incorporate video, motion pictures, or intensely flashing or scintillating lights, provided scrolling or animated copy shall be permissible where not elsewhere prohibited by law.
- (d) *Scenic areas.* No off-premises sign shall be erected in any of the following designated scenic areas.
  - (1) The area bounded by Illinois Route 24 on the north; the municipal boundary on the west; U.S. Interstate 74 on the south; and a line running parallel and 2,000 feet east of the center of Illinois Route 116 on the east.

- (2) The area bounded by U.S. Interstate 74 on the east; the Industrial Spur on the south; West Washington Street and the Robert Michel Bridge on the west; and the municipal boundaries on the north.
- (e) *Co-location on adjoining premises.* Any of the provisions of subsections (c) and (d) of this section 7 to the contrary notwithstanding, an off-premises sign may be located in the B-1, B-2, B-3, M-1 and M-2 zoning districts, but only if all of the following conditions are met:
- (1) The off-premises sign is located on premises adjacent to the premises being advertised by the off-premises sign.
  - (2) The off-premises sign is located on the same sign structure as an on-premises sign located on the adjacent premises, thereby eliminating the need for a separate sign structure to support the off-premises sign.
  - (3) The sign structure for the on-premises sign which will serve as the sign structure for the co-located off-premises sign has a height in excess of 35' and has been lawfully erected.
  - (4) The area of the off-premises sign does not exceed the authorized maximum area for an on-premises sign at the proposed location of the off-premises sign.
  - (5) The co-location has been authorized as a special use in accordance with the procedure set forth at subsection (a) of this section 7.
- (f) *Changeable copy signs along Interstate Route 74.* Off-premises changeable copy signs may be located adjacent to Interstate Route 74 provided that all of the following conditions are met:
- (1) Any property line of the parcel upon which the sign is located lies within two hundred (200) feet of the right of way line of Interstate Route 74.
  - (2) The copy area of any sign face does not exceed 672 square feet.

- (3) Total structure height not to exceed 50 feet at top of the sign.
  - (4) Such other limitations or conditions as are deemed necessary to minimize the adverse impact of the sign on either the public health, safety and welfare or on the quiet enjoyment of nearby property.
  - (5) The sign must comply with any and all standards imposed by the City Code which are not inconsistent with the conditions imposed by this subsection (e).
- (g) *Permitted Special Off-Premises Signs.* Any other provisions of the City Code to the contrary notwithstanding, special off-premises signs may be placed at the following locations and constructed in accordance with the following specifications:
- (1) One sign may be placed on property located to the southwest of Camp Street between the Camp Street right-of-way and the Farm Creek channel and located to the southeast of Clock Tower Drive right-of way within a distance of and not more than one hundred (100) feet from the Clock Tower Drive right-of way (being the intersection of Clock Tower Drive and Camp Street);
  - (2) One sign may be placed on property located to the southwest of Camp Street between the Camp Street right-of-way and the Farm Creek channel and located to the southeast of Altorfer Drive right-of way within a distance of and not more than one hundred (100) feet from the Altorfer Drive right-of way (being the intersection of Altorfer Drive and Camp Street); and
  - (3) One sign may be placed on property located to the southwest of the Interstate 74 right-of-way along the northwest side of Altorfer Drive within a distance of and not more than one hundred ten (110) feet from the Interstate 74 right-of way.
  - (4) One (1) sign may be placed on property located at the southwest corner of Camp Street and Clock Tower Drive within a distance of and not more than fifty (50) feet from back of the Camp Street curb line and within a distance of and not more than four hundred (400) feet from the back of the Clock Tower Drive curb line.

(5) One (1) sign may be placed on property located along the north side of I-74 and located at least 850 feet to the east of the Bass Pro Drive right-of-way where it crosses under I-74 within a distance of and not more than one hundred (100) feet from the I-74 right-of-way

(46) The special off-premises signs authorized by this subsection (g) shall be subject to the following specifications and restrictions:

a. The area of each such sign shall not exceed four hundred (400) square feet, except the area of the sign authorized in (4) above may exceed four hundred (400) square feet, but shall not exceed six hundred seventy-two (672) square feet.

b. The height of each such sign shall not exceed seventy (70) feet.

c. Such signs may be double-faced.

d. ~~Such~~ Except for the signs authorized in (4) and (5) above, such signs shall advertise only retailers operating within the Target Area Business District designated by Ordinance No. 4022 and/or the Costco Area Business District designated by Ordinance No. 4024.

e. The design of each such sign must be approved by the City's Design Review Committee.

**Section 3.** This Ordinance is hereby ordered to be published in pamphlet form by the City Clerk and said Clerk is ordered to keep at least three (3) copies hereof available for public inspection in the future and in accordance with the Illinois Municipal Code.

**Section 4.** This Ordinance is in addition to all other ordinances on the subject and shall be construed therewith except as to that part in direct conflict with any other ordinance, and in the event of such conflict, the provisions hereof shall govern.

**Section 5.** This Ordinance shall be in full force and effect from and after its passage, approval, and ten (10) day period of publication in the manner provided by law.

**PASSED BY THE COUNCIL OF THE CITY OF EAST PEORIA, TAZEWELL COUNTY, ILLINOIS, IN REGULAR AND PUBLIC SESSION THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 2021.**

**APPROVED:**

\_\_\_\_\_  
Mayor

**ATTEST:**

\_\_\_\_\_  
City Clerk

**EXAMINED AND APPROVED:**

\_\_\_\_\_  
Corporation Counsel