



TO: The Honorable Mayor and the City Council

FROM: Ty Livingston, Director of Planning & Community Development

DATE: September 12, 2023

SUBJECT: Petition of the City of East Peoria to amend the City Code Title 4, Chapter 7 to allow for permitted special off-premises signs.

BACKGROUND:

The petition is to permit specific off-premises signs. One that's existing is on right-of-way at the end of River Road near Walmart. This is a sign that was allowed through a development agreement to offer wayfinding to businesses located along Bass Pro Drive north of I-74. The other sign being proposed is for a sign in one of the landscaping islands along Mariner's Way. This sign is to be used to direct patrons/visitors to EastPort Marina and the businesses there. Sign design, review, and approval for this sign have yet to occur and will be subject to review by the City's Design Review Committee.

At their meeting, the ZBA voted 5-0 to recommend approval of the proposed code changes.

RECOMMENDATION: Approval, as presented.

ORDINANCE NO. 4752

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

WHEREAS, the City of East Peoria has proposed amendments to certain sign regulations related to off-premises signs in the City's Sign Code found at Chapter 7 of Title 4 of the East Peoria City Code, which proposed amendments are hereinafter set forth; and

WHEREAS, the City of East Peoria finds that the current Sign Code provisions restrict the placement of two potential off-premises signs that would be or currently are beneficial to the City, its citizens, and the general public; and

WHEREAS, after holding a public hearing on September 11, 2023, pursuant to duly published notice, the East Peoria Zoning Board of Appeals has recommended approval of the proposed amendment; and

WHEREAS, the City Council finds that adoption of the proposed amendment to the City's sign regulations of off-premises signs in the Sign Code serves the best interests and the public good of the City of East Peoria and its citizens;

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

Section 1. Section 7(g) of Title 4, Chapter 7 is hereby amended to read as follows (additions are indicated by underline; deletions by strikeout):

4-7-7. Off-premises signs.

(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 (1) 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 (1) 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).

(3) One (1) 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 eight hundred fifty (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.

(6) One (1) sign may be placed on property located at the intersection of River Road and Bass Pro Drive on the right-of-way to promote destinations located along Bass Pro Drive on the north side of I-74.

(7) One (1) sign may be placed on landscaped islands in right-of-way of Mariner's Way within five hundred (500) feet from the Main Street right-of-way.

~~(8)(6)~~ 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 (g)(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. Except for the signs authorized in (g)(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 2. This Ordinance is hereby ordered to be published in pamphlet form by the East Peoria 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 3. This Ordinance is in addition to all other ordinances on the subject and shall be construed therewith excepting as to that part in direct conflict with any other ordinance, and in the event of such conflict, the provisions hereof shall govern.

Section 4. If any section, paragraph, clause or provision of this Ordinance shall be held invalid, the invalidity of such section, paragraph, clause or provision shall not affect any of the other provisions of this Ordinance.

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 _____, 2023.

APPROVED:

Mayor

ATTEST:

City Clerk

EXAMINED AND APPROVED:

Corporation Counsel