

STAFF REPORT
Decatur City Plan Commission

Hearing Date December 7, 2023
Case No. 23-09
Property Location 1910 South Mount Zion Road
Request Variance in the provisions of the Zoning Ordinance to allow the placement of an Off-Premise Sign (Billboard) within 750 feet of another Off-Premise Sign (Billboard)
Petitioner Robinson Outdoor Advertising
Representative Delbert Riehn

BACKGROUND

The site is located at 1910 South Mount Zion Road and is zoned B-2 Commercial District.

The developer is requesting a variance to allow the placement of a billboard within 750 feet of another billboard. The billboard is proposed to be more than 650 feet, but less than 750 feet, from an existing multi-tenant sign from the Walmart Shopping Center which is considered a billboard due to its offsite advertisement.

If approved the developer intends to construct a 12-foot by 24-foot two sided digital off-premise sign (billboard) with back to back displays erected at no greater than a thirty (30) degree angle to each other.

Surrounding Land Use and Zoning

<i>Direction</i>	<i>Existing Land Use</i>	<i>Zoning</i>	<i>Comprehensive Plan</i>
Subject Property	Commercial	B-2	Retail
North	Commercial	B-2	Retail
South	Commercial	B-2	Retail
East	Commercial	B-2	Retail
West	Commercial	B-2	Retail

STAFF ANALYSIS

The surrounding zoning and existing land uses are commercial uses. The Macon County and Decatur Comprehensive Plan shows this area as Retail. The proposed variance would be compatible and consistent with the surrounding zoning and existing and future land uses.

Even though the Walmart sign is considered a billboard it does not advertise in the same way as “typical” billboards. It is static and only for Walmart at that particular location.

The site is located within a Commercial area and granting a variance for the proposed sign (billboard) should have no adverse effect on the general area or the City as a whole.

STAFF RECOMMENDATION

Staff recommends approval of the variance request with the following conditions:

1. Off-premise electronic message unit signs located in all permitted zoning districts shall be static, constant and steady in nature. Off-premise electronic message unit signs shall not scroll or travel, flash, grow, melt, x-ray, up or down, bounce, inverse, roll, twinkle, snow or present pictorials or other animation. Displayed messages shall not change at a rate greater than one (1) message per every ten (10) seconds.
2. Off-premise electronic message unit signs shall adjust brightness in response to changes in light levels so that the signs are not unreasonably bright for the safety of the motoring public and the comfort of the neighboring residential uses. The spillover at any property line shall not exceed 0.5 foot-candles.
3. All off-premise electronic message unit signs must be connected to the Emergency Communications Systems which may override any display at any time.

PLAN COMMISSION ACTION

Section XXIX. requires the Plan Commission to hold a public hearing on a variance request, and then forward its report and recommendation to the City Council for a final decision. A motion to forward Case 23-09 to City Council by the Plan Commission with a recommendation is warranted.

This report constitutes the testimony and recommendation of the Planning and Development Division, Economic and Community Development Department, City of Decatur.

Joselyn Stewart
Senior Transportation and Land Use Planner

ATTACHMENTS

1. Petition
2. Location and Zoning Map



City of Decatur, Illinois

PETITION FOR REZONING

Petition before the Mayor, City Council and Members of the Plan Commission of Decatur, Illinois

Economic and Urban Development Department

One Gary K. Anderson Plaza

Decatur, Illinois 62523-1196

424-2793

FAX 424-2728

Please Type

SECTION ONE: PETITIONER / OWNER / REPRESENTATIVE INFORMATION

Petitioner	Robinson Outdoor, LLC				
Address	Robinson Outdoor, LLC				
City	Perryville	State	MO	Zip	63775
Telephone	573-768-8100	Fax	573-547-1075	E-mail	n.kueker@robinsonoutdo
Property Owner	City of Decatur				
Address	1 Gary K. Anderson Plaza				
City	Decatur	State	IL	Zip	62523
Telephone	217-424-2700	Fax		E-mail	j.kindseth@decaturil.go
Representative	Delbert Riehn				
Address	50 Robinson Industrial Drive				
City	Perryville	State	MO	Zip	63775
Telephone	573-768-1802	Fax	573-547-1075	E-mail	d.riehn@robinsonoutdo

SECTION TWO: SITE INFORMATION

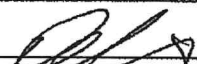
Street Address	"Route 121 Property"					
Legal Description	in a portion of the parcel of real property at the intersection of Illinois Route 121 and East Maryland Street in Macon County, Decatur, Illinois and having an assessor's parcel ID number (PIN) 09-13-28-101-009					
Present Zoning	<input type="checkbox"/> R-1	<input type="checkbox"/> R-2	<input type="checkbox"/> R-3	<input type="checkbox"/> R-5	<input type="checkbox"/> R-6	Is this property a Planned Unit Development? <input type="checkbox"/> YES Approval Date: _____ <input type="checkbox"/> NO
	<input type="checkbox"/> B-1	<input checked="" type="checkbox"/> B-2	<input type="checkbox"/> B-3	<input type="checkbox"/> B-4	<input type="checkbox"/> O-1	
	<input type="checkbox"/> M-1	<input type="checkbox"/> M-2	<input type="checkbox"/> M-3	<input type="checkbox"/> PMR-1		
Please list all improvements on the site:						
Size of Tract	<input type="checkbox"/> SF <input type="checkbox"/> AC					

SECTION THREE: REQUESTED ACTION

Rezone Property To:	<input type="checkbox"/> R-1	<input type="checkbox"/> R-2	<input type="checkbox"/> R-3	<input type="checkbox"/> R-5	<input type="checkbox"/> R-6	Will this property be a Planned Unit Development? <input type="checkbox"/> YES <input type="checkbox"/> NO
	<input type="checkbox"/> B-1	<input type="checkbox"/> B-2	<input type="checkbox"/> B-3	<input type="checkbox"/> B-4	<input type="checkbox"/> O-1	
	<input type="checkbox"/> M-1	<input type="checkbox"/> M-2	<input type="checkbox"/> M-3	<input type="checkbox"/> PMR-1		
Other:	X Requested Variances in proposed Development Agreement					

Section Three Continued	
Purpose	<i>Please state the purpose of the proposed rezoning.</i>
Developer intends to construct a 12-foot by 24-foot two sided digital off-premise sign (billboard) with back to back displays erected at no greater than a thirty (30) degree angle to each other as shown in Exhibit B Billboard Renderings.	

SECTION FOUR: JUSTIFICATION	
<i>The petitioner submits to the City Plan Commission and City Council the following facts (additional pages may be attached):</i>	
2.1.1. Developer is requesting a variance from Section XXVI.F.9.c of the City's Zoning Ordinance to allow the placement of this billboard within 750 feet of another billboard. The billboard is proposed to be more than 650 feet, but less than 750 feet, from an existing multi-tenant sign for the Walmart Shopping Center which is considered a billboard due to its offsite advertisement, as shown in Exhibit B Site Plans	

SECTION FIVE: CERTIFICATION			
		To be placed on the agenda of the regular meeting on the first Thursday of the month at 3:00 PM in the City Council Chambers, petition must be received on the first Thursday of the preceding month. Failure of the petitioner or the petitioner's representative to attend the Plan Commission hearing may result in items being tabled. Incomplete or erroneous petitions may delay items being heard by the Plan Commission.	
Petitioner's Signature		Date	11-29-23

NOTES:	
<ol style="list-style-type: none"> 1. Please forward this completed form and attachments to the Economic and Urban Development Department, Third Floor, Decatur Civic Center. Please make checks payable to the City of Decatur. See Schedule "A" for fees. 2. Signature of this petition grants permission to City staff to place a sign, indicating a request for zoning action, on the subject property at least 10 days prior to the Decatur City Plan Commission hearing. Said sign will be removed within 15 days of final action by City Council. 3. In the event a petition for rezoning is denied by the Council, another petition for a change to the same district shall not be filed within a period of one year from the date of denial, except upon the initiation of the City Council or the City Plan Commission after showing a change of circumstances which would warrant a renewal. 4. All petitions before the Decatur City Plan Commission are reviewed through the Development Technical Review (DTR) Process. Please consult the DTR Brochure for information related to this process. 	

Rev. 2- 4/01

OFFICE USE ONLY	
Date Filed	
By	

DECATUR, IL

📍 1910 Mt. Zion Rd

Read: Left Hand

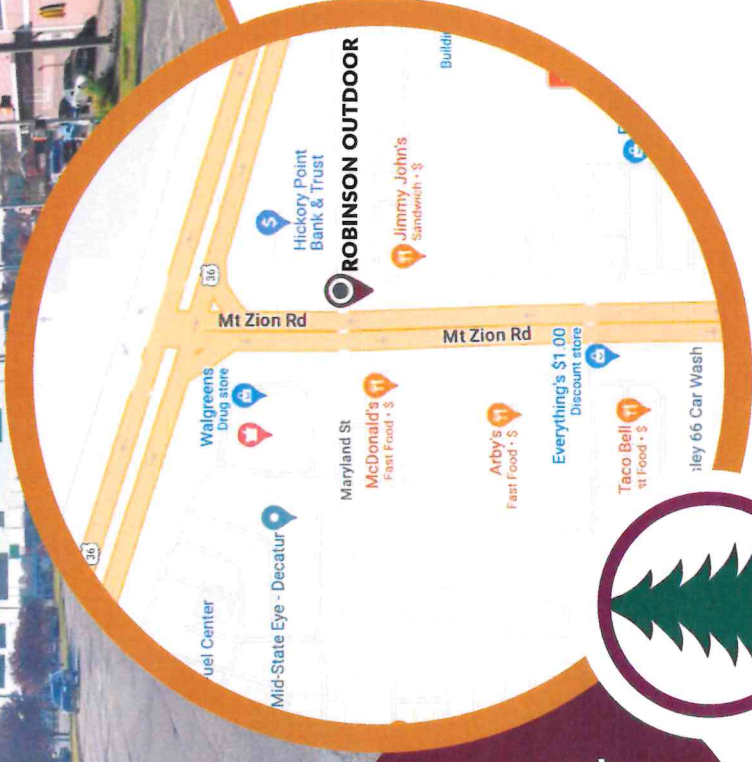
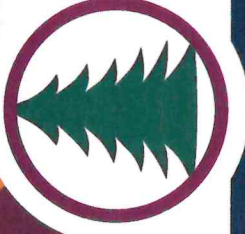
Type: Digital

Impressions: 74,900/week

County: Macon

GPS: 39.819865, -88.877983

Size:
12 x 24

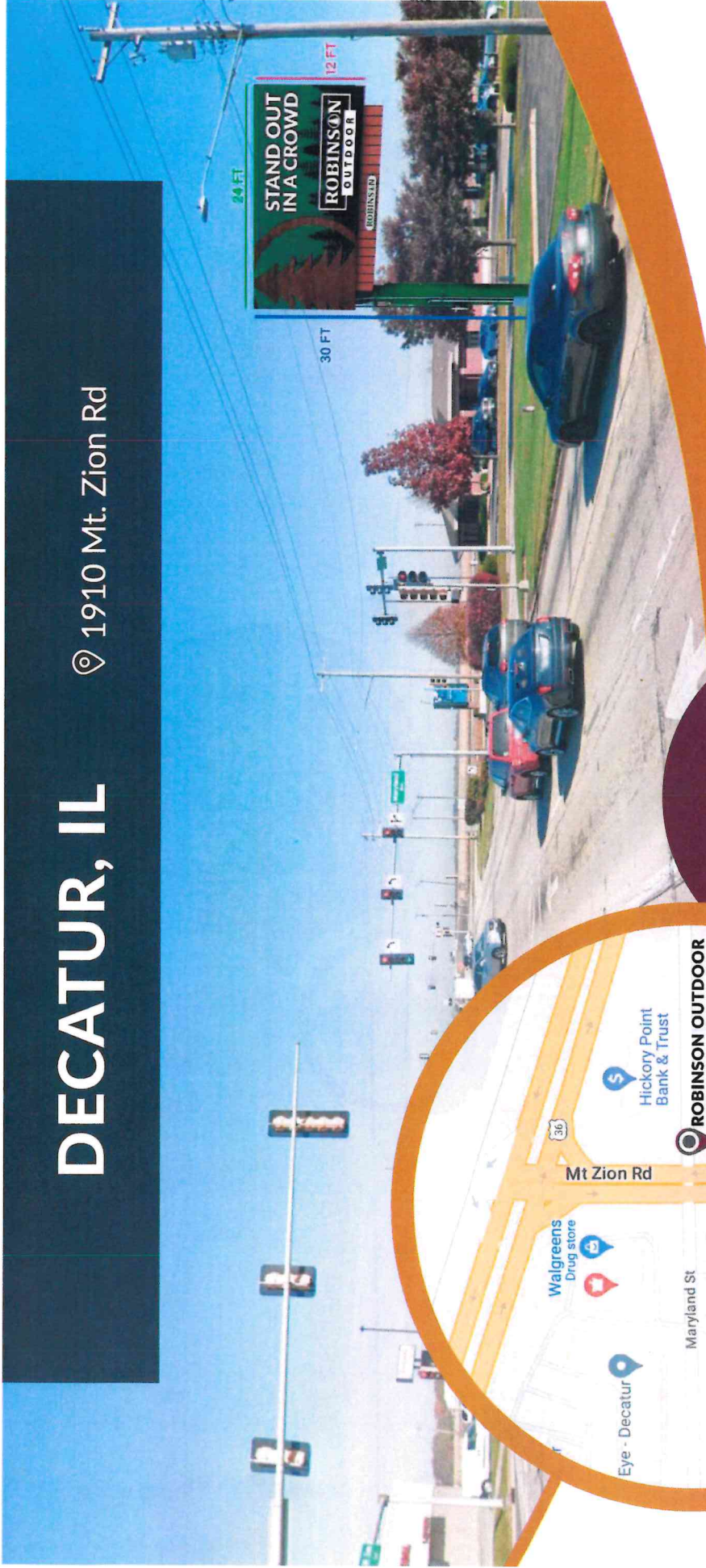


ROBINSON
OUTDOOR

573.768.8100 | info@robinsonoutdoorllc.com | robinsonoutdoorllc.com

DECATUR, IL

📍 1910 Mt. Zion Rd



Read: Right Hand

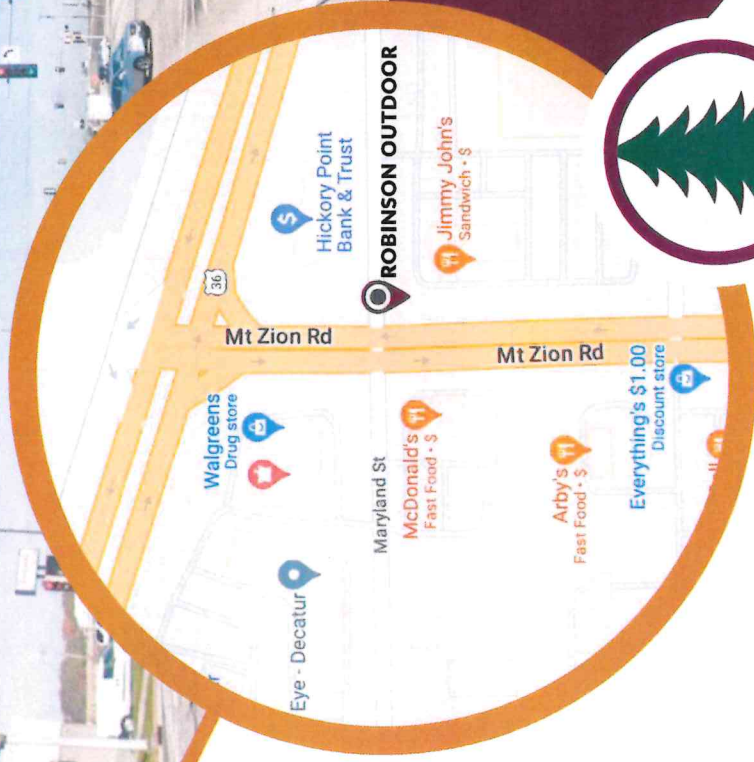
Type: Digital

Impressions: 74,900/week

County: Macon

GPS: 39.819865, -88.877983

Size:
12 x 24

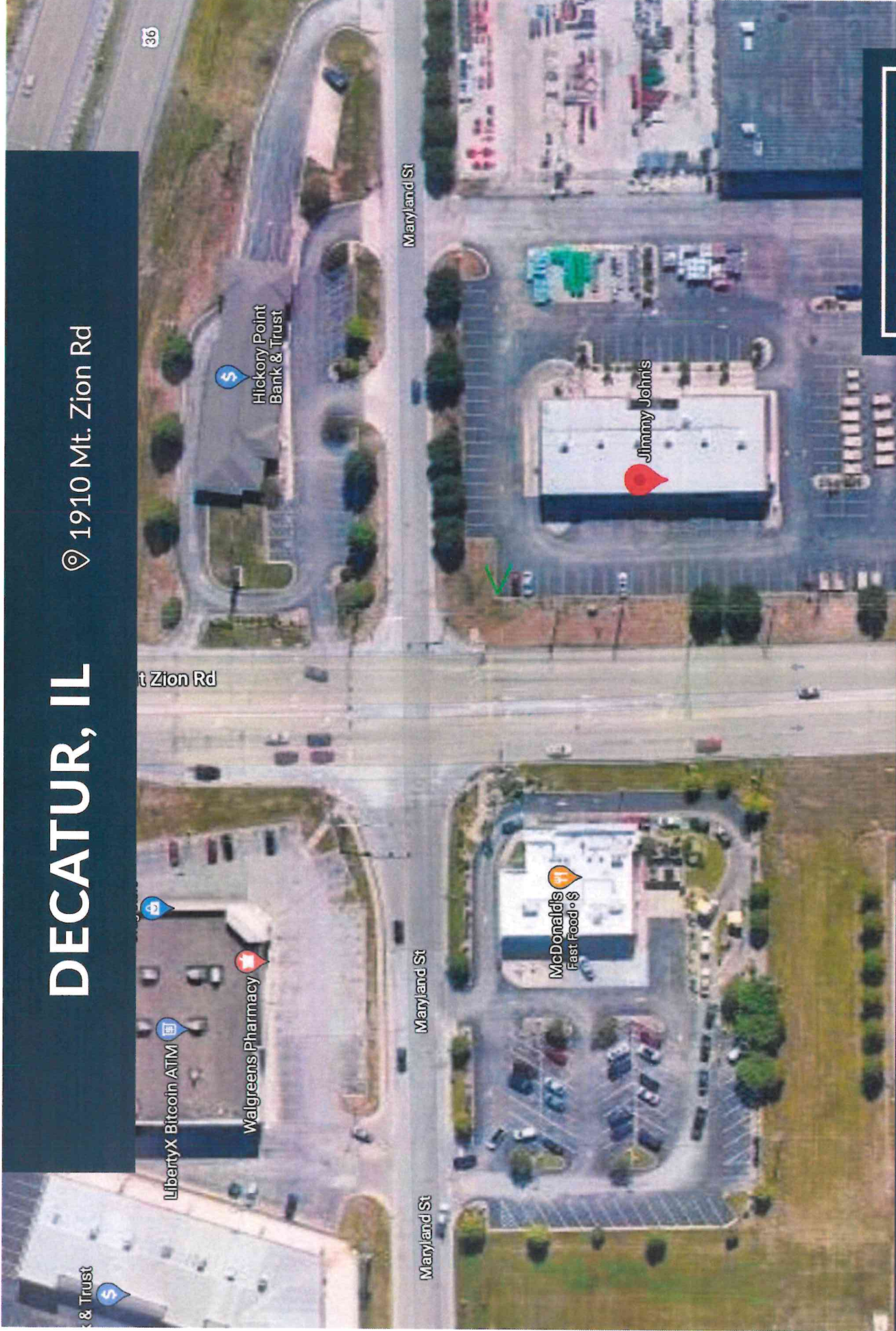


ROBINSON
OUTDOOR

573.768.8100 | info@robinsonoutdoorllc.com | robinsonoutdoorllc.com

DECATUR, IL

📍 1910 Mt. Zion Rd



ROBINSON
OUTDOOR

573.768.8100 | info@robinsonoutdoorllc.com | robinsonoutdoorllc.com