



PLANNING & ZONING COMMISSION

TO: City of Peoria Planning & Zoning Commission
FROM: Development Review Board (Prepared by Leah Allison)
DATE: September 5, 2019
CASE NO: PZ 19-24

REQUEST: Hold a Public Hearing and forward a recommendation to City Council on the request of Lora Martinson of Springfield Sign to amend an existing Special Use Ordinance No. 15,418 as amended, in a Class C-2 (Large Scale Commercial) District, for a Shopping Center, to increase the size of a menu board from 30 sq. ft. to 46.29 sq. ft. and the height from 5 feet to 6 feet, 3 inches, for the property located at 4612 N University St, (Parcel Identification No. 14-20-401-033), Peoria IL. This includes the properties located at 4608 and 4536 N University St (Parcel Identification Nos 14-20-401-034, 14-20-401-035, and 14-20-451-012) Peoria IL. (Council District 3)

SUMMARY OF PROPOSAL & REQUESTED WAIVERS

The petitioner is requesting to amend the existing Special Use to allow for a larger drive through menu board. No other changes are proposed to the special use properties. The follow provides additional details regarding the subject properties:

Development Item	Applicant Proposal	Applicant Waiver Request & Justification	DRB Comment
Parking	Parking is provided for each business. No changes.	None	Handicap parking signs are outdated.
Mechanical & Utility Screening	No changes to existing mechanical or utility screening.	None	None
Landscaping	No changes to existing landscaping.	None	Landscaping is no longer in compliance with the approved Special Use.
Buffers & Screening	No changes.	None	None
Signs	Menu Board for Culver's: 46.29 sq. ft. in size and 6'3" in height. No changes to other signs.	To replace two existing menu boards with one larger sign to improve product identification for customers.	No objection
Exterior Lighting	No changes to existing lighting.	None	None
Setbacks	No changes to existing yards.	None	None
Height	No changes to existing buildings.	None	None
Access & Circulation	No changes to existing ingress/egress approach from University St.	None	None

BACKGROUND

Property Characteristics

The subject property contains 6.35 acres of land and is currently developed with Culver's Restaurant, Gordon Food Service Store, and Zen Nail Lounge. The property is zoned Class C-2 (Large Scale Commercial) and surrounded by Class C-2 (Large Scale Commercial) zoning to the north and east, Class R-1 (Single Family Residential) zoning to the south, and Classes C-1 (General Commercial) and O-1 (Arterial Office) zoning to the west.

History

A Special Use for a Shopping Center was granted in 2002 with the construction of the Culver's Restaurant and Gordon Food Service Store. In 2011, the special use was amended to add the Zen Nail Lounge commercial building and parking area.

Date	Zoning
1931 - 1958	Not in the City
1958 - 1963	Not in the City
1963 - 1990	C3 (General-Commercial) and R1 (Low Density Residential)
1990 - Present	C2 (Large Scale Commercial)

DEVELOPMENT REVIEW BOARD ANALYSIS

The DRB examines each application against the appropriate standards found in the Code of the City of Peoria and/or in case law.

Standard for Special Use	Standard Met per DRB Review	DRB Condition Request & Justification
No detriment to public health, safety, or general welfare	Yes	None
No injury to other property or diminish property values	Yes	None
No impediment to orderly development	Yes	None
Provides adequate facilities	Yes	None
Ingress/Egress measures designed to minimize traffic congestion	Yes	None
If a public use/service, then a public benefit	N/A	N/A
Conforms to all district regulations	No	Provide landscaping in compliance with approved Special Use. Update handicap parking signs.
Comprehensive Plan Critical Success Factors	Grow Employers and Jobs	N/A
City Council Strategic Plan Goals	Smart Population Growth	N/A

DEVELOPMENT REVIEW BOARD RECOMMENDATION

The Development Review Board does not object to the request. However, the shopping center is no longer in compliance with the previously approved Special Use landscape plan, therefore Staff recommends the following conditions of approval:

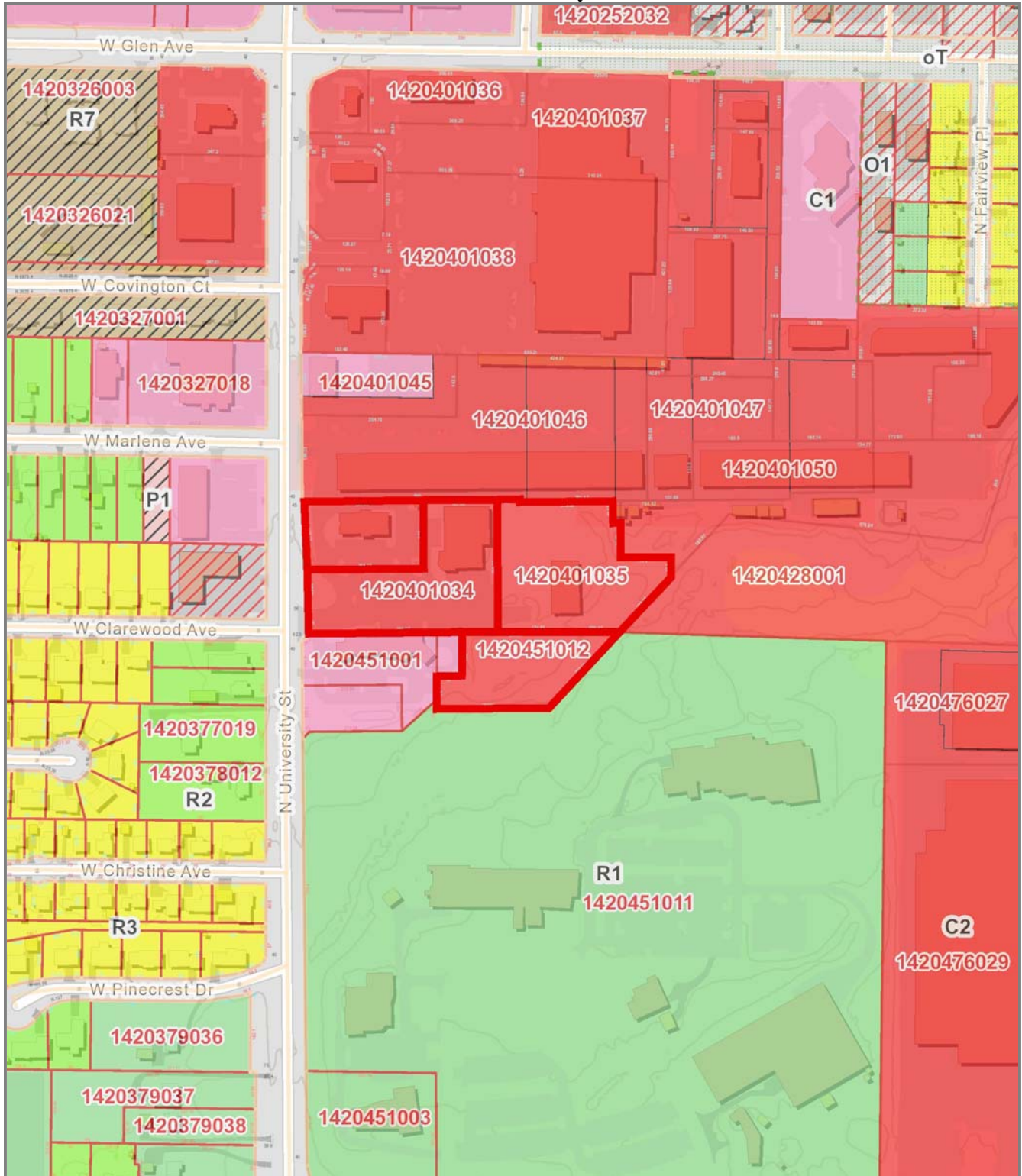
- 1) Plant 32 points of landscaping for the front yard of Culver's restaurant.
- 2) Plant one shade tree in the parking lot for Culver's restaurant.
- 3) Plant two trees in the front yard of the Gordon Food Service parcel.
- 4) Update handicap parking signs serving Gordon Food Service to the current \$350 fee.
- 5) Plant four shade trees in the parking for Zen Nail Lounge building.

NOTE: If a City Code Requirement is not listed as a waiver, then it is a required component of the development. The applicant is responsible for meeting all applicable code requirements through all phases of the development.

ATTACHMENTS

1. Surrounding Zoning
2. Aerial Photo
3. Sign Package Proposal

4612 N University St



Disclaimer: Data is provided 'as is' without warranty or any representation of accuracy, timeliness or completeness. The burden for determining fitness for, or the appropriateness for use, rests solely on the requester. The requester acknowledges and accepts the limitations of the Data, including the fact that the Data is in a constant state of maintenance. This website is NOT intended to be used for legal litigation or boundary disputes and is informational only. -Peoria County GIS Division

Map Scale
1 inch = 333 feet
 8/7/2019



4612 N University St



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Map Scale
1 inch = 167 feet
8/7/2019





SPRINGFIELD SIGN

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ADDRESS
4825 E Kearney St
Springfield, MO 65803

CONTACT US
800.845.9927
springfieldsign.com

**Culver's of Peoria, IL
4612 N University Ave.
Peoria, IL 61614**

Planning & Zoning Commission

Special Use Request

We are seeking a Special Use approval for one menu board to be placed in a single drive-thru lane with the height allowance of 6'3" and sign area of 46.29 sq. ft. (actual copy area 29.55 sq. ft.) that would be tailored to the specific needs to provide current consumer education to Culver's extensive menu. Culver's Franchising Systems (CFS) provides a Brand Standard menu board (MB-DT-46) for all of its locations nationwide. Per code 8.3.10(A) Menu Board – we are allowed two menu boards of 5' in height and 30 sq. ft. of sign area per drive thru lane.

Unnecessary hardships include: 1) Incompatibility with the Culver's Franchise System Brand Standards; 2) Limitation of the displayed point of purchase (menu) information; 3) It limits the distribution and display of system wide information; 4) affects the efficient operation of the drive thru. Culver's offers so much more than just burgers that customers will not be able to easily view the entirety of Culver's extensive menu. Deleted products, or information about them, will result from any reduction in the size of the Brand Standard Menu Board. Incomplete product identification carries through to education of the consumer, which can translate to longer times in the drive thru.

Chapter 8.3.1 Purpose: recognizes public safety, to aid in traffic control and safety, and lessen congestion. Preserve the wholesome and attractive character of the City and recognize that the general welfare includes a community plan that provides for a community that shall be beautiful as well as healthful, spacious as well as clean, and well balanced in its growth and development. Our request is harmonious to the overall intent of the sign regulations. Granting approval will improve consumer product education, while enhancing movement in an efficient clean clutter free drive thru, definitely improving the implementation of signage with respect to the intent of 8.3.1.

Culver's two pre-existing menu board signs conform to current codes; however, they create a unique situation in that they conflict with Culver's Brand Standard menu board as outlined above. The two pre-existing menu boards provides incomplete product identification. Culver's offers so much more than just burgers that customers will not be able to easily view the entirety of Culver's extensive menu. Deleted products, or information about them, will result from any reduction in the size of the Brand Standard Menu Board. Incomplete product identification carries through to education of the consumer, which can translate to longer times in the drive thru and potential traffic congestion.

The plight of the landowner is due to circumstances unique to the property not created by the landowner; and the Special Use, if granted, will not alter the essential character of the locality. Culver's Franchising Systems (CFS) provides a brand standard menu board to all its locations nationwide. The two pre-existing menu boards are no longer compatible with CFS Brand Standards. Providing incomplete product identification affects the efficient operation of the drive-thru. Consumers will not be able to easily view the entirety of Culver's extensive menu, which will cause delays in the operation of the drive-thru, potential congestion due to more time spent per order due to questions, lack of clarity, etc. Our request should be found to be



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Springfield, MO 65803

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reasonable and customary as we are providing easy and pleasant communication to reduce visual clutter by combining two signs into one. Approval then reduces clutter, creating a more efficient and thereby safer traffic flow, while improving community appearance.

The granting of this Special Use will not adversely affect the public's health, safety, morals, prosperity or general welfare in which this property is located. The granting of the Special Use will not adversely affect the rights of adjacent landowners or residents. The proposed request will not impair an adequate supply of light and air to the adjacent property, or substantially increase the congestion of the public streets. Or increase the danger of fire, or endanger the public safety, or substantially diminish or impair the property values within the neighborhood. Granting of this Special Use will decrease the current visual clutter in the drive-thru, improve community appearance, and present better consumer product education.

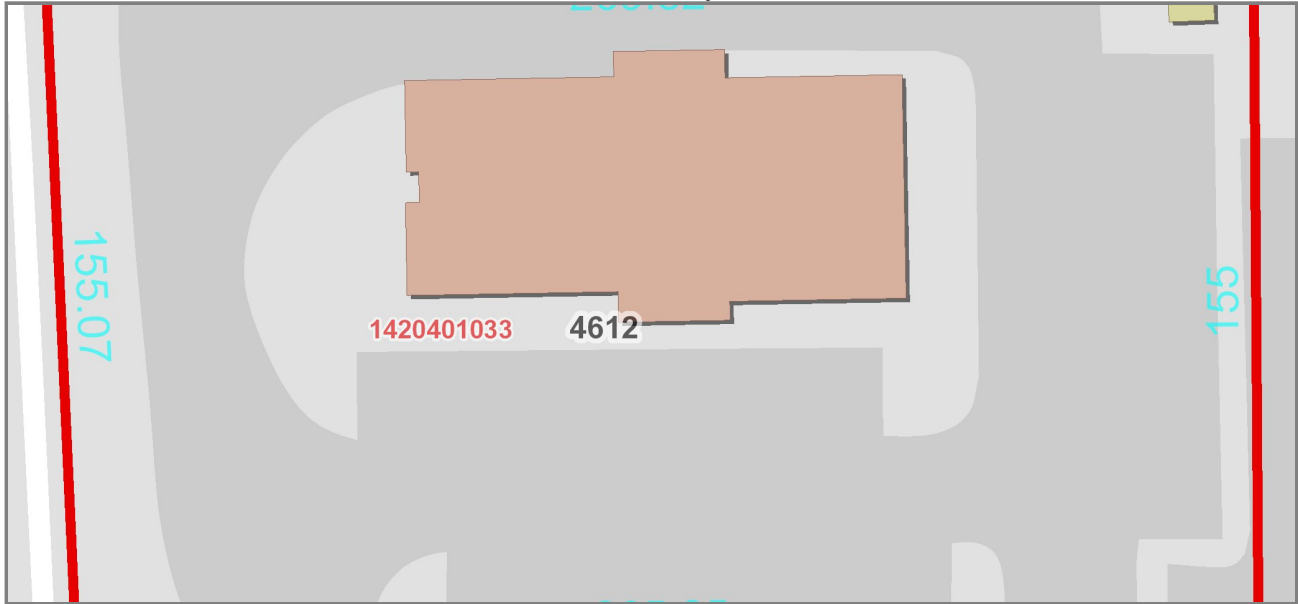
We are respectfully asking for you to review our request, see our need, and approve our Special Use request.

Kind Regards,

Lora Martinson

Lora Martinson
Springfield Sign
4825 E Kearney St.
Springfield, MO 65083
loram@springfieldsign.com
417.862.2454

Peoria County, IL



Parcel ID	1420401033	Total Living Area Sq. Ft.	0
Owner Name	PCR PROPERTIES LLC	Main Living Area Sq. Ft.	0
Owner Address 1	C/O DEBRA L BRAKER	Basement Sq. Ft.	0
Owner Address 2	34 DIAMOND POINT	Finished Basement Sq. Ft.	0
Owner City	MORTON	Recreation Area Sq. Ft.	0
Owner State	IL	Attached Garage Sq. Ft.	0
Owner Zip	61550	Detached Garage Sq. Ft.	0
Property Type		Air Conditioning	
Property Address	4612 N UNIVERSITY ST	Bedrooms	0
Property City	PEORIA	Full Baths	0
Property State	IL	Half Baths	0
Property Zip	61614	Fire Places	0
Tax Code	001	Grade	
Neighborhood Number	619	Condition	
Legal Description	PEARL PLAZA SE 1/4 SEC 20-9N-8E 0.952 AC LOT 1	Land Assessment	\$99,980
House Style		Building Assessment	\$223,730
Stories		Total Assessed Value	\$323,710
Exterior Construction		Bldg Assmt Per SqFt	
Year Built	0	Acres	0.95
Effective Year Built	0		

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Map Scale
1 inch = 42 feet
 8/1/2019





SIGN PACKAGE PROPOSAL

RE-IMAGE

PRESENTED TO:
Culver's - Peoria, IL

DATE PREPARED:
July 25th, 2019

MB-DT-46 EXTERIOR MENU BOARD

Peoria, IL

Blue Outdoor Drive-Thru Menu Board

MB-DT-46

Standard Menu Board for Drive-Thru Lane

LED Internal Illumination

POP Graphic panels must be purchased separately

POPP-Out magnet access panels included for easy in & out of POP panels

"-CS" option for 160mph coastal wind standards available

Locking rear access doors (4)

FRONT



REAR



SCALE: 3/8" = 1'

*SCALE AND COLORS NOT REPRESENTATIVE FROM EMAIL ATTACHMENTS
*ALL MEASUREMENTS ARE APPROXIMATE

EXISTING SIGNAGE

SCALE: N.T.S.



SCOPE OF WORK

- REMOVE EXISTING EXTERIOR MENU BOARDS
- INSTALL NEW BLUE EXTERIOR MENU BOARD

NOTES

SALES PERSON: MARK WESSELL	DESIGNED BY: R. Hicks	A0: 22140
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DATE CREATED / REVISION HISTORY

7/25/19 - NEW	

FILE PATH: T:\Cyrilous\Doc\Order\22000\o22140

Calver's

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ENVIRONMENTALLY RESPONSIBLE

SPRINGFIELD SIGN
www.springfieldsign.com

Peoria, IL

4812 N University Ave.

Legend

- 4812 N University St
- Bremer Jewelry
- Company Bags
- Culver's
- Essential Wellness Pharmacy
- Natural Concepts Salon & Day Spa
- Nixon Insurance Inc
- Sprint Store
- Suzi Davis Travel



Google Earth

© 2018 Google
© 2018 Google



5.62 ft



APPROVED BY C.F.S.I.
8-01-19

SCALE 1" = 30'



LOCATION:
PEORIA, IL-
UNIVERSITY AVE.

Client:
Culver Franchising System, Inc.
1000 Wisconsin Ave., Suite 1000
Peoria, IL 61614
p (608) 643-7980

Project No.: 2217
Drawn By: BEN
Reviewed By: MW
Date: 8-01-19

CULVER FRANCHISING SYSTEM, INC.
NEW CULVER'S-SIGNAGE
4612 N. UNIVERSITY AVE.
PEORIA, IL 61614

1 OF 1
SIGN PLACEMENT PLAN