



PLANNING & ZONING COMMISSION

TO: City of Peoria Planning & Zoning Commission
FROM: Development Review Board (prepared by Kerilyn Weick)
DATE: November 7, 2019
CASE NO: PZ 19-29

REQUEST: Hold a Public Hearing and forward a recommendation to City Council on the request of Jeff Stein of Hy-Vee, Inc. to amend an existing Special Use Ordinance No. 13,115 as amended, in a Class C-2 (Large Scale Commercial) District for local sign regulations for the properties located at 4123 N. Sheridan Rd, 4125 N. Sheridan Rd, and 900 W. Lake Ave (Parcel Identification Nos. 14-29-227-013, 14-29-227-012, and 14-29-226-017), Peoria, IL (Council District 3).

SUMMARY OF PROPOSAL & REQUESTED WAIVERS

The petitioner is requesting to amend the existing local sign regulations for the shopping center commonly known as Sheridan Village. The petitioner proposes two new freestanding signs (signs #7, #8 on site plan) and two digital wall/canopy signs (signs #4, #5 on site plan). Sign #7 is proposed for the front yard of 4123 N. Sheridan Rd, which is to be developed as a convenience store with gas pumps. Sign #8 is a proposed multi-tenant sign at the northwest corner of the shopping center. The design would match the existing multi-tenant freestanding sign at the Sheridan Rd. entrance to the shopping center. The digital signs are proposed for the north elevation of the convenience store and the south elevation of the gas canopy. Proposal details and summary of the relevant development items from the Unified Development Code (UDC) are provided in the table below.

Development Item	Applicant Proposal	Applicant Waiver Request & Justification	DRB Comment
Parking	No change to existing parking lot	None	None
Mechanical & Utility Screening	No change to existing screening	None	None
Landscaping	No change to existing landscaping	None	None
Buffers & Screening	No change	None	None
Signs	<p>Amend local sign plan to include the following: Sign #4 and #5 – digital style wall/canopy sign, 48 sq. ft. each. Illuminated with LED module.</p> <p>Sign #7 – freestanding sign 11’9” tall, 68.55 sq. ft.</p> <p>Sign #8 – freestanding sign, 25 ft tall, 155 sq. ft., matches design and dimensions of existing sign on Sheridan Rd.</p>	<p>Waiver to allow the sign area for Sign #8 to exceed 70 sq. ft.</p>	<p>Request for four new signs is contrary to the objectives of the UDC. Recommend denial of request for Sign #7. Sign #7 is not compatible with surroundings, creates clutter. Adequate tenant/shopping center identification is available via existing signs and the other three signs in the subject request.</p> <p>No objection to waiver for sign area of Sign #8. Size of other signs are in compliance.</p>

Development Item	Applicant Proposal	Applicant Waiver Request & Justification	DRB Comment
Exterior Lighting	No changes to exterior lighting.	None	None
Setbacks, Yards, Build To	Sign #4 and #5 – not applicable Sign #7 – freestanding sign along Sheridan Rd. Setback not identified on site plan. Sign #8 – freestanding sign along Lake Ave. and Sheridan Rd. Setback not identified on site plan.	Waiver of the primary thoroughfare 100 ft setback.	No objection to waiver request. Sign setback from front property line shall be 10 ft.
Height (signs)	Sign #4 and #5 – attached to building and canopy, which comply with district height requirements Sign #7 – 11' 9" from grade Sign #8 – 25 feet from grade	None	In compliance
Access & Circulation	Sign #7 is not in the path of vehicular travel. Sign #8 is proposed for the NW corner of the shopping center.		Verify location of Sign #8 does not interfere with vehicle circulation within the shopping center. Show on site plan.

BACKGROUND

Property Characteristics

The subject property is a 21.65 acre shopping center, commonly known as Sheridan Village Shopping Center. The property is zoned Class C-2 (Large-Scale Commercial) district. Surrounding zoning is C-1 (General Commercial) and C-2 (Large-Scale Commercial) to the north, R-3 (Single-Family Residential) to the south, R-3 (Single-Family Residential) and C-1 (General Commercial) to the east, and O-1 (Arterial Office) and R-3 (Single-Family Residential) to the west.

History

A special use for a shopping center with a sign plan was granted in 1990. The sign plan was amended in 1991 to include signs for a bank and ATM. The sign plan was amended in 2008 by special use. Provisions in the 2008 amendment include: existing freestanding signs cannot increase in size but are allowed to be replaced, provided they are compatible with the shopping center; and second, wall signs shall be of cut letters and comply with the zoning ordinance.

Date	Zoning
1931 - 1958	Not in the City
1958 - 1963	Not in the City
1963 - 1990	C3 (General-Commercial)
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	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 nor diminishment to property values	Yes	None
No impediment to orderly development	No	Deny request for Sign #7, freestanding sign, which by design and location is not compatible with the surroundings. The current sign plan and request for three other signs provide adequate alternatives to Sign #7.
Provides adequate facilities	Yes	None
Ingress/Egress measures designed to minimize traffic congestion	No	Location of Sign #8 is unclear and could interfere with vehicle circulation within the shopping center.
If a public use/service, then a public benefit	N/A	N/A
Conforms to all district regulations	No	Waiver for setback from primary thoroughfare. Waiver for sign area for Sign #8
Comprehensive Plan Critical Success Factors	Grow Employers and Jobs	N/A
City Council Strategic Plan Goals	Grow Business	N/A

DEVELOPMENT REVIEW BOARD RECOMMENDATION

The Development Review Board recommends approval of the request, excluding Sign #7, with the following conditions and waivers:

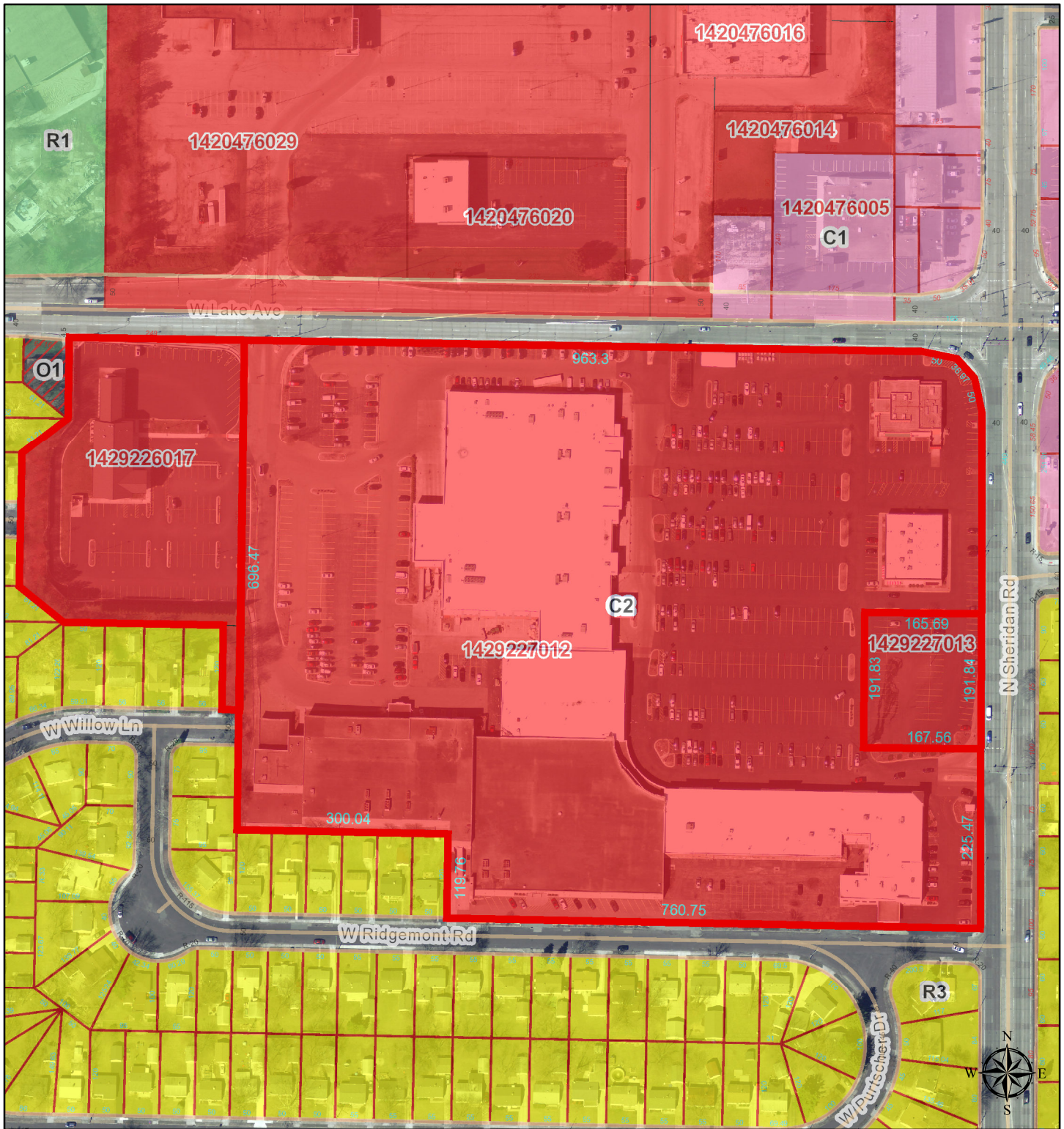
1. Amend local sign plan to allow two digital style signs as shown in the sign package as Sign #4 and Sign #5. One is a wall sign, one is a canopy sign. Size of sign area may not exceed standards in the Unified Development Code.
2. Amend local sign plan to add one freestanding sign, as shown in sign package as Sign #8. Said sign must match design and dimensions of existing multi-tenant freestanding sign along Sheridan Road.
3. Provide a site plan that verifies the front yard setback for Sign #8 is at least 10 feet. Sign #8 may not interfere with existing internal vehicle circulation pattern of the shopping center.
4. If any of the signs will have any part on the ROW (including footings) or overhang the ROW, a Revocable ROW permit will be required.
5. Waiver of size of sign area for Sign #8 such that Sign #8 matches the dimensions of the existing 25 ft tall, 155 sq. ft. multi-tenant sign along Sheridan Road.
6. Waiver from the setback encroachment agreement for one freestanding sign, Sign #8. Location of Sign #8 may not interfere with existing internal vehicle circulation pattern of the shopping center.

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.

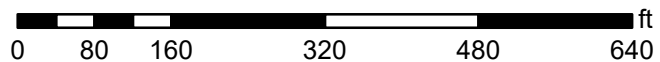
ATTACHMENTS

1. Surrounding Zoning
2. Aerial Photo
3. Site Plan
4. Sign Package

Zoning 4123, 4125 N. Sheridan Rd. and 900 W. Lake Ave.



1 inch = 200 feet

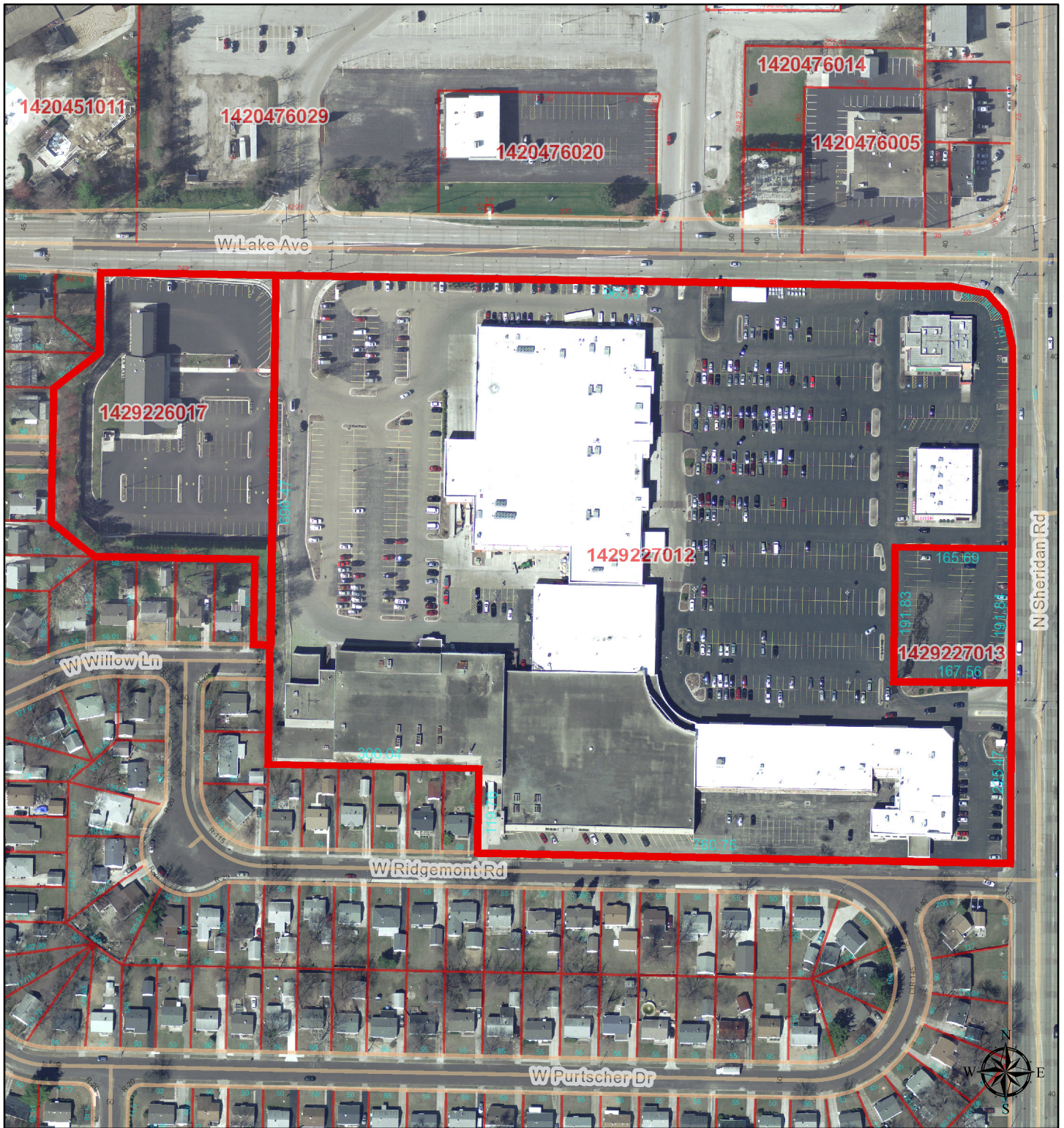


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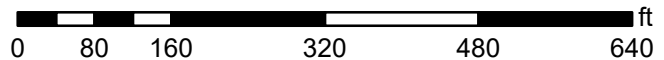
County of Peoria, Tri-County Regional Planning Commission, Kucera International, Inc. Peoria County, IL, HERE, USGS



4123, 4125 N. Sheridan Rd. and 900 W. Lake Ave.



1 inch = 200 feet

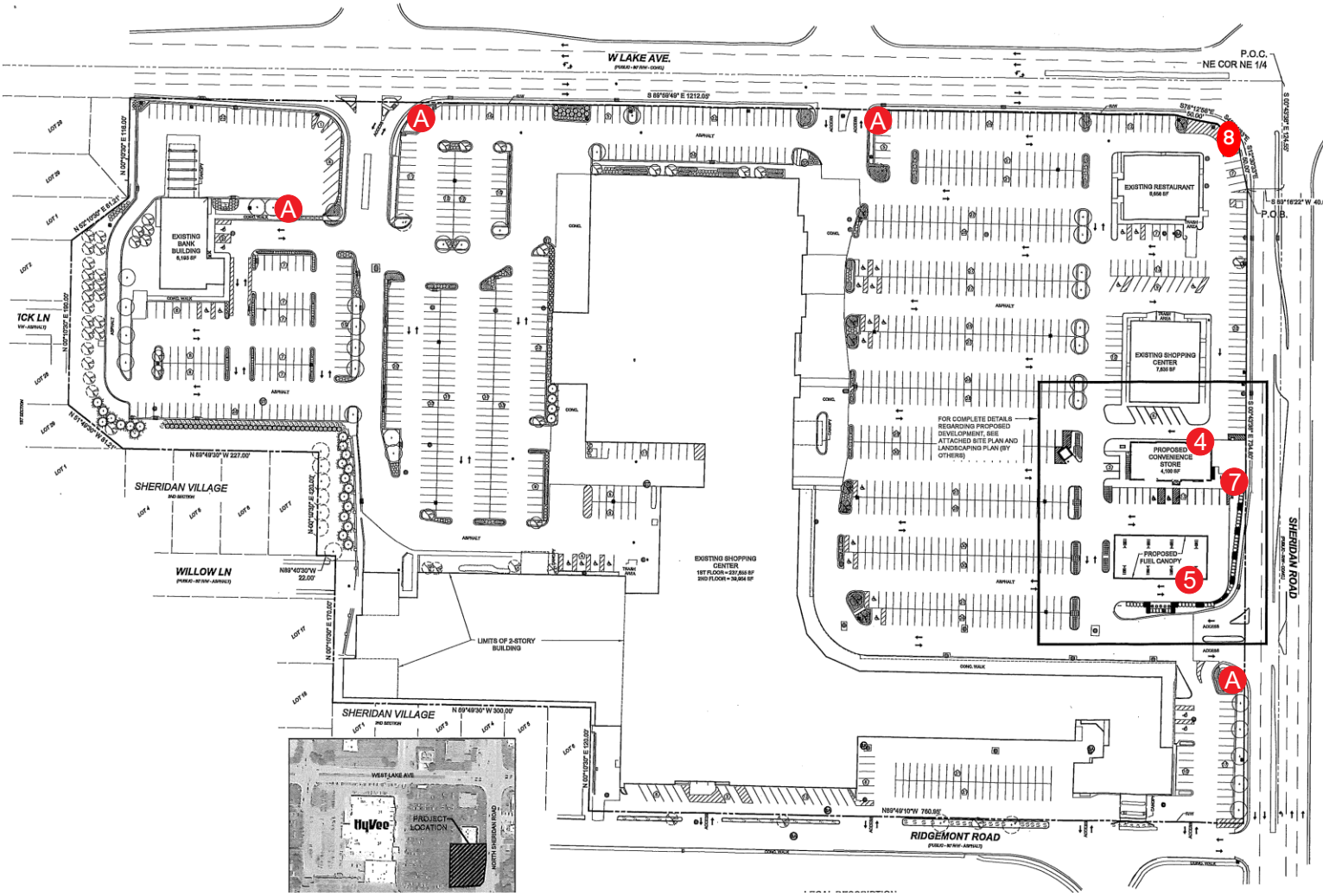


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Kucera International, Inc.
Peoria County, IL, HERE, USGS



**HYVEE - FAST & FRESH EXPRESS
NORTH SHERIDAN ROAD
PEORIA, IL**



PROPOSED SIGNS:

- 1 30" FAST & FRESH CHANNEL LETTERS
 - 2 5'-0" FORK WALL SIGN
 - 3 30" FAST & FRESH CHANNEL LETTERS
 - 4 3'-0" X 16'-0" 4 PRODUCT PRICER
 - 5 3'-0" X 16'-0" 4 PRODUCT PRICER
 - 6 24" HYVEE CHANNEL LETTERS
 - 7 3'-0" X 7'-10" MONUMENT AT 11'-9" OAH
 - 8 Proposed New Tenant Sign
- EXISTING SIGNS:**
- A EXISTING MONUMENT SIGN (QTY 4)

APPROVAL BOX - PLEASE INITIAL		
CUSTOMER APPROVAL		Date

NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

Customer: HYVEE	Date: 10/01/19	Prepared By: JS	<p><i>Note:</i> Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.</p>
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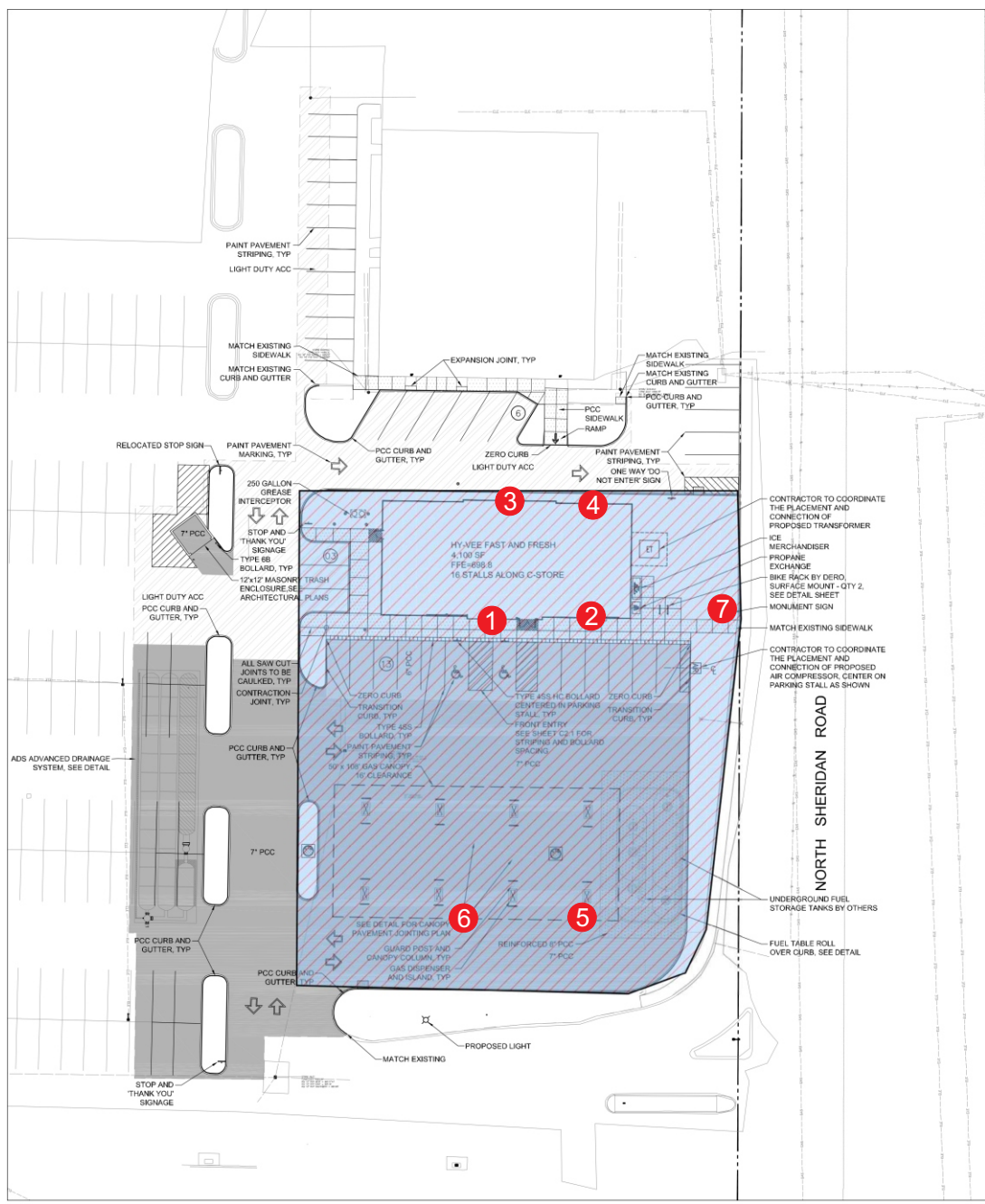
persona
SIGNS | LIGHTING | IMAGE

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**HYVEE - FAST & FRESH EXPRESS
NORTH SHERIDAN ROAD
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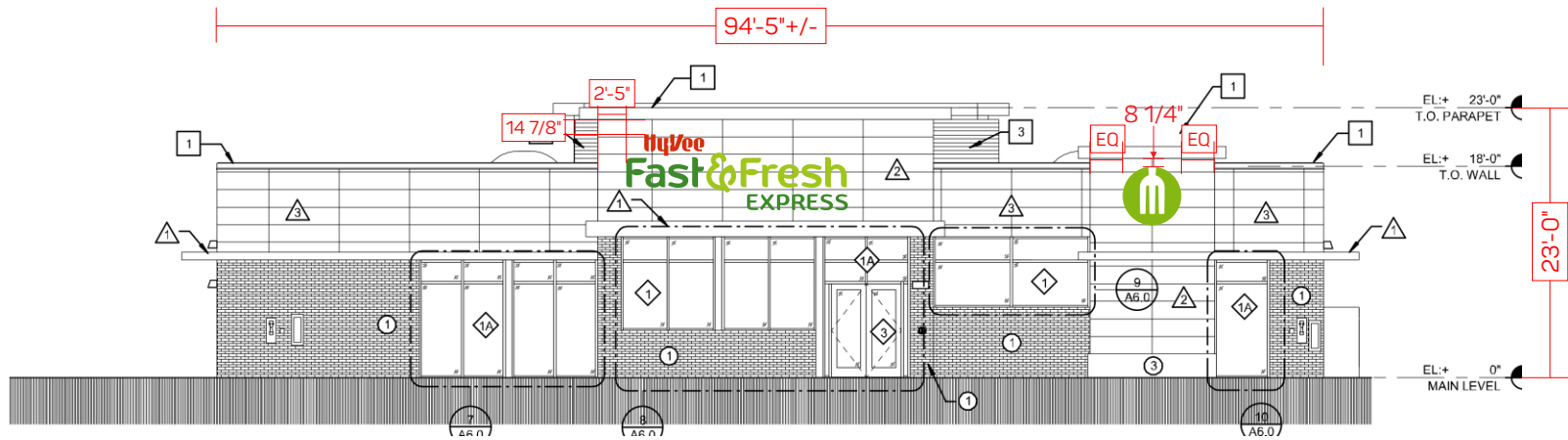
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Customer: HYVEE	Date: 10/01/19	Prepared By: KH/JS	<p><i>Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.</i></p>
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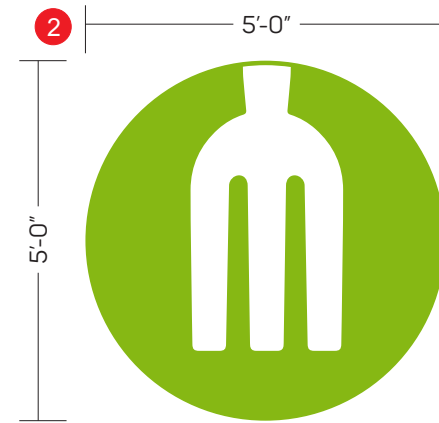
persona
SIGNS | LIGHTING | IMAGE

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1 FRONT (SOUTH) ELEVATION
2 SCALE: 1/16" = 1'-0"



CHANNEL LETTER DETAIL
 SCALE: 1/4" = 1'-0"



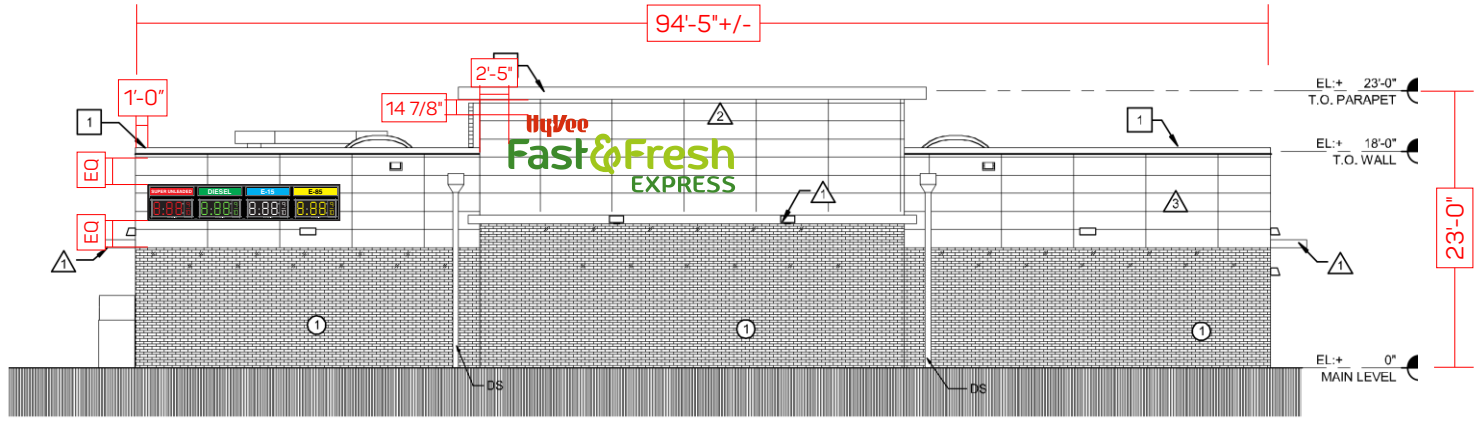
WALL SIGN DETAIL
 SCALE: 3/8" = 1'-0"

APPROVAL BOX - PLEASE INITIAL		
CUSTOMER APPROVAL		Date

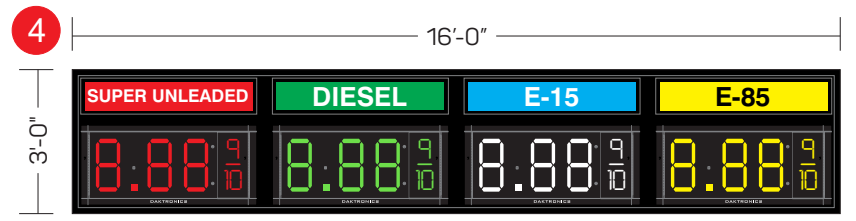
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Customer: HYVEE	Date: 09/17/19	Prepared By: KH/CM	Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.		DISTRIBUTED BY SIGN UP COMPANY 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1.800.843.9888 • www.personasigns.com
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3 REAR (NORTH) ELEVATION
4 SCALE: 1/16" = 1'-0"



CHANNEL LETTER DETAIL
 SCALE: 1/4" = 1'-0"



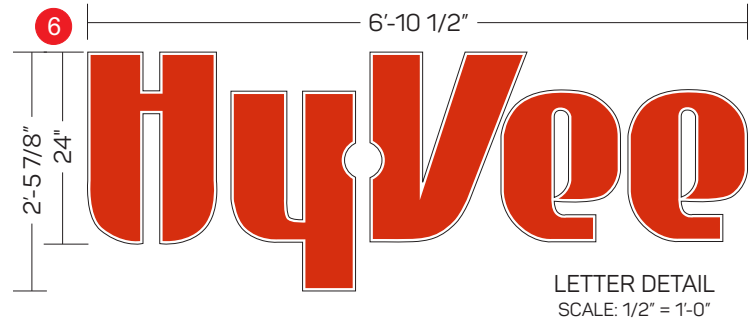
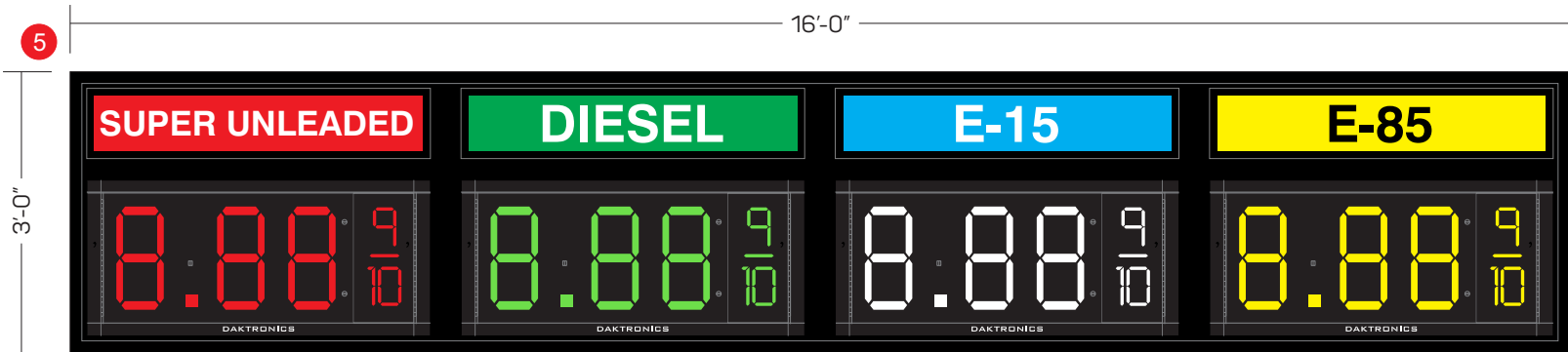
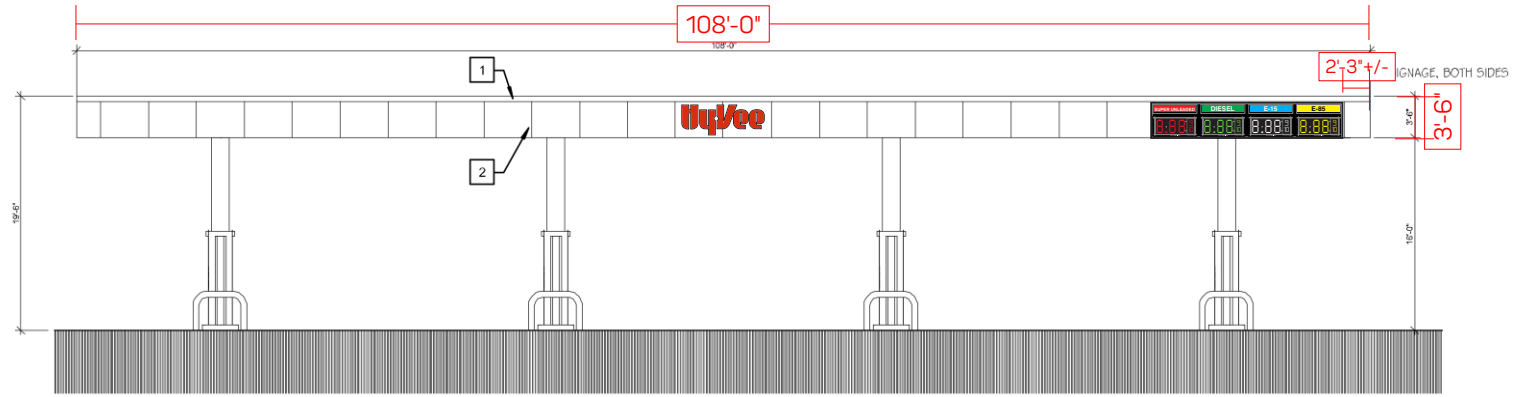
PRICER DETAIL
 SCALE: 1/4" = 1'-0"

APPROVAL BOX - PLEASE INITIAL		
CUSTOMER APPROVAL		Date

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Customer: HYVEE	Date: 10/01/19	Prepared By: KH/CM/JS	<small>Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.</small>		<small>DISTRIBUTED BY SIGN UP COMPANY 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1.800.843.9888 • www.personasigns.com</small>
Location: PEORIA, IL	File Name: 188086 - R4 - PEORIA, IL	Eng: -			


5
6 GAS CANOPY (SOUTH) ELEVATION
SCALE: 1/16" = 1'-0"

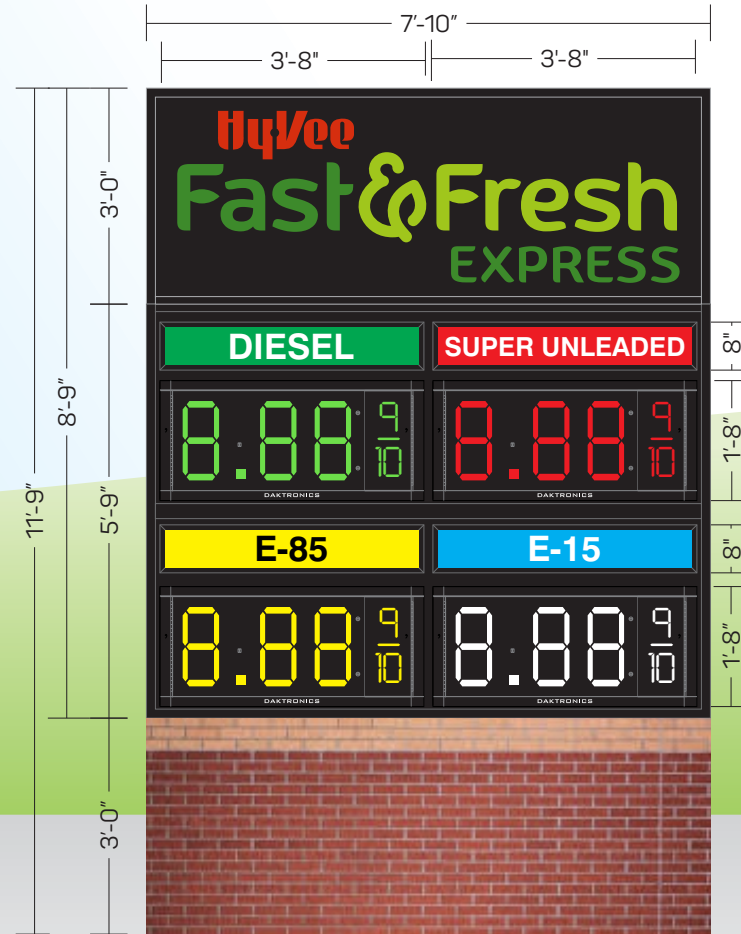
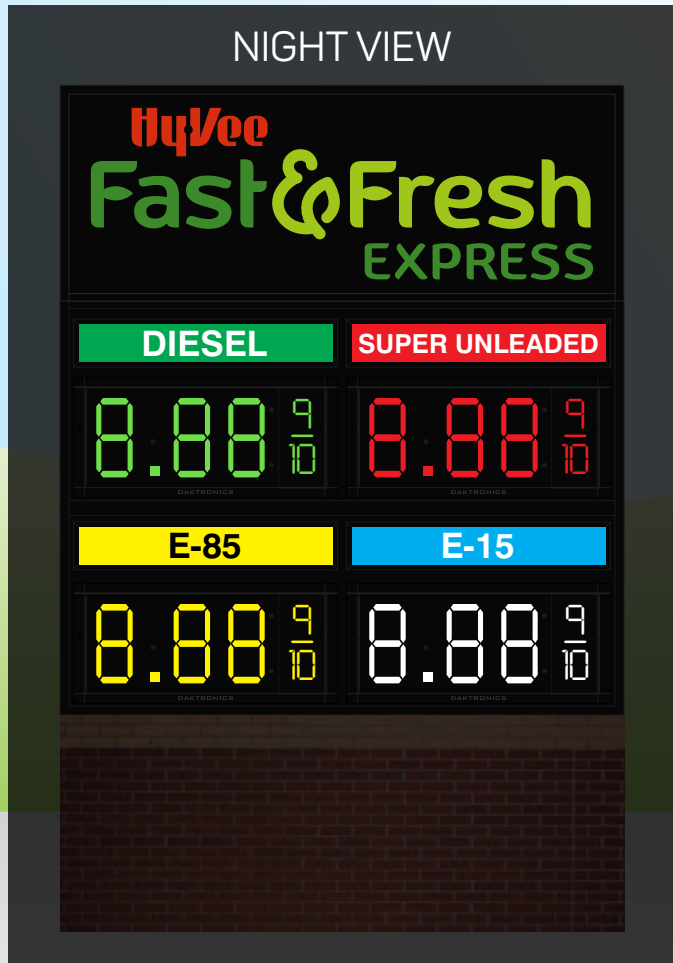


PRICER DETAIL
SCALE: 1/2" = 1'-0"

APPROVAL BOX - PLEASE INITIAL		
CUSTOMER APPROVAL		Date

NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

Customer: HYVEE	Date: 08/28/19	Prepared By: KH	<small>Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.</small>	 signs lighting image	DISTRIBUTED BY SIGN UP COMPANY 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1.800.843.9888 • www.personasigns.com
Location: PEORIA, IL	File Name: 188086 - R4 - PEORIA, IL	Eng: -			




GRAPHIC DETAIL
SCALE: 3/8" = 1'-0"

APPROVAL BOX - PLEASE INITIAL

CUSTOMER APPROVAL		Date
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Customer: HYVEE	Date: 10/01/19	Prepared By: KH/CM/JS	<small>Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.</small>	 <p>persona SIGNS LIGHTING IMAGE</p>	DISTRIBUTED BY SIGN UP COMPANY 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1.800.843.9888 • www.personasigns.com
Location: PEORIA, IL	File Name: 188086 - R4 - PEORIA, IL				

Proposed Sign # 8 to Match Existing

Untitled Map

Write a description for your map.

Legend

- 4123 N Shendan Rd
- Bonton



Google Earth

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7.86 ft

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I hereby certify that this plan, specification, or report was prepared by me or under my direct supervision and that I am a duly Licensed Architect under the law of the state of Minnesota.

Signature: _____ Name: Jeffrey P. Agnes AIA
 Date: _____ Reg. No.: 19452

OWNER



PROJECT
**SHERIDAN VILLAGE
 PYLON REMODEL**

4125 N. SHERIDAN RD.
 PEORIA, IL 61614

SHEET TITLE
**EXISTING AND REMODELED
 PYLON SIGNS**

PROJECT NO.
 76.12

SCALE
 AS SHOWN

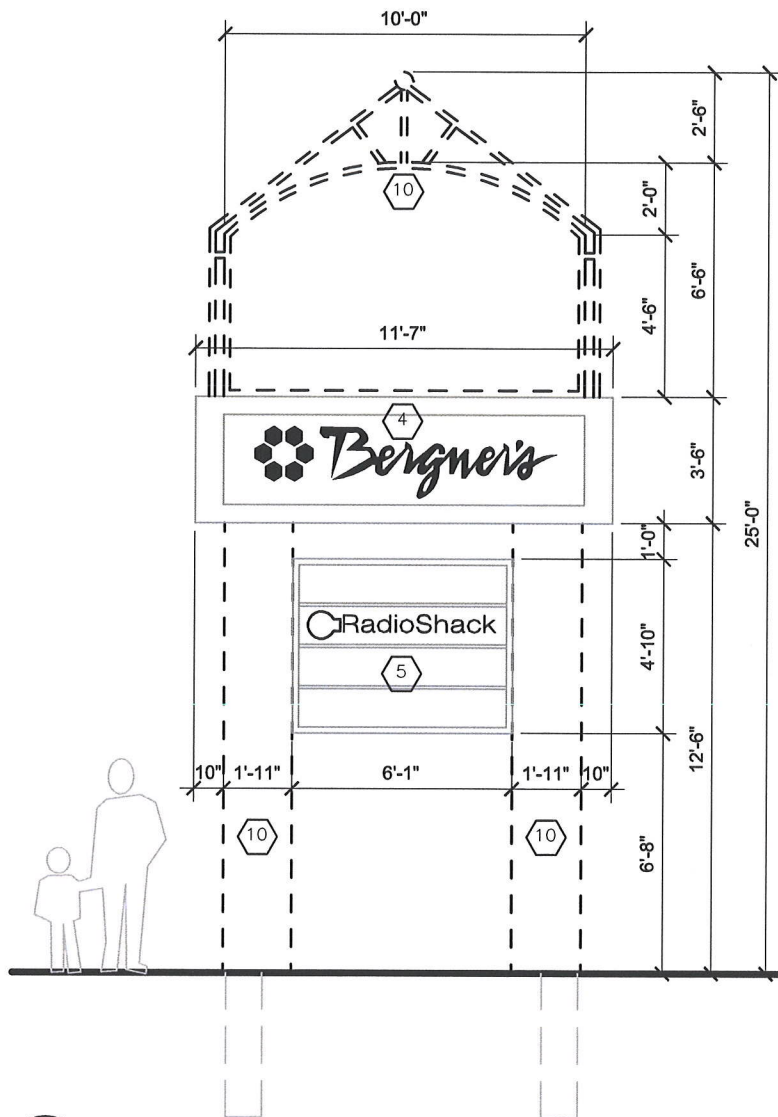
DATE
 05/07/10
 05/13/10

REVISION DATE

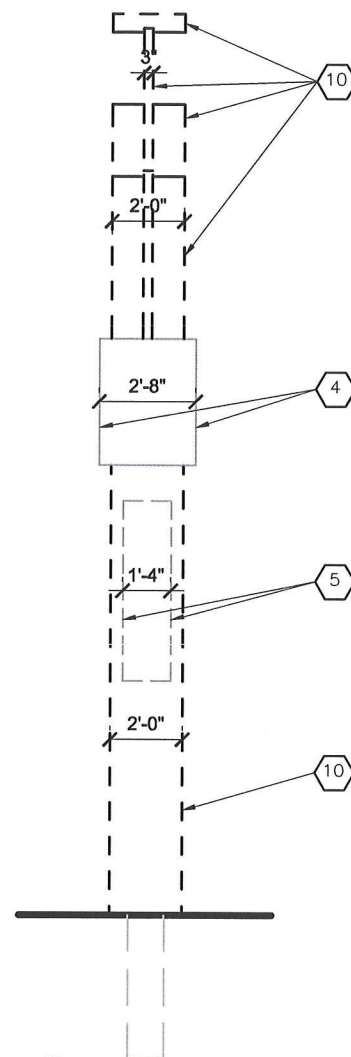
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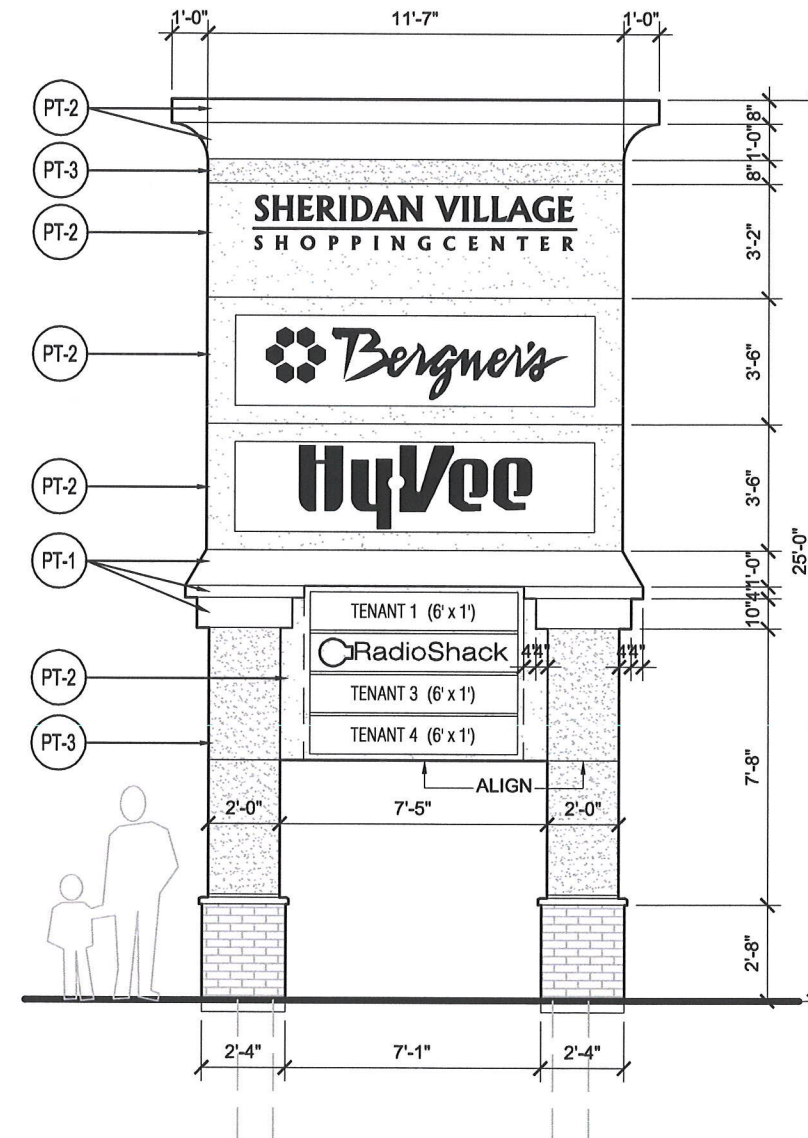
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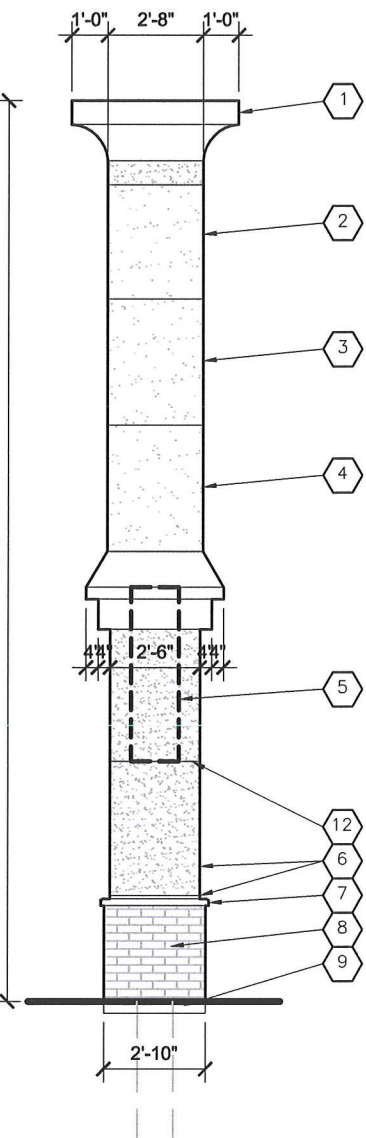
2 EXIST. PYLON FRONT/BACK ELEVATION
 A,C SCALE: 1/4" = 1'-0"



3 EXIST. PYLON SIDE ELEVATION
 A,C SCALE: 1/4" = 1'-0"



5 NEW PYLON FRONT/BACK ELEVATION
 A,C SCALE: 1/4" = 1'-0"



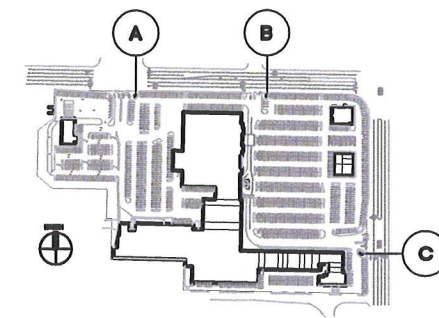
6 NEW PYLON SIDE ELEVATION
 A,C SCALE: 1/4" = 1'-0"



1 EXIST. PYLON PLAN
 A,C SCALE: 1/4" = 1'-0"



4 NEW PYLON PLAN
 A,C SCALE: 1/4" = 1'-0"



REFERENCE PLAN



5/13/10 date
 11/30/10 signature

Attachment A

RE: 4123 N Sheridan PIN 1429227012

4125 N Sheridan PIN 1429227013

Request to amend the Shopping Center Sign Plan as follows:

4123 N Sheridan-HyVee Fast & Fresh Express

1. Reference Sign # 7 on site plan: Allow for separate freestanding HyVee specific sign with gas pricer. Sign is 11'9" Overall height and 68.55 square feet and complies with standard sign code regulations.
2. Reference Signs # 4 and # 5 on site plan: Allow for quantity of 2 gas price signs to be installed. One sign to be installed on the North elevation of building and one to be installed on South elevation of gas canopy. Each sign is 48 square feet and complies with standard sign code regulations on allowable wall/canopy signage.

4125 N Sheridan-Shopping Center Multi-tenant pylon

1. Reference Sign #8 on site plan: Allow for an additional multi-tenant pylon sign to match existing multi-tenant signs to be installed on northeast corner of shopping center. Other signs are referenced as sign A on site plan.