



DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Planning Division

m e m o r a n d u m

TO: Mayor Laurel Lunt Prussing

FROM: Elizabeth H. Tyler, FAICP

DATE: December 2, 2010

SUBJECT: ZBA 2010-MAJ-05: Request for a Major Variance by Bendsen Signs to allow a sign that is 18 feet, six inches high, 90 square feet in area, and set back five feet from the property line at 608 North Cunningham Avenue in the B-3, General Business zoning district.

Introduction & Background

Bendsen Signs & Graphics, Inc. has filed a request on behalf of Country Financial Insurance to modify a nonconforming freestanding sign at 608 North Cunningham Ave. The building at this location is currently vacant and was previously occupied by Arrow Glass. In order to provide signage for his business, the applicant would like to modify and improve the existing nonconforming sign which is 25 feet tall and 107 square feet in area. The proposed sign would be 18 feet, six inches tall, 90 square feet in area, and set back five feet from the front property line. The subject property is located in the B-3, General Business zoning district. Per Table IX-1 of the Urbana Zoning Ordinance, signs in the B-3 district may be up to eight feet tall if set back eight to 15 feet from the front property line, and up to 16 feet tall if set back at least 15 feet. Signs may be up to 50 square feet in area.

Pursuant to Section XI-3.C.2(d)(1) of the Urbana Zoning Ordinance, in order for a major variance to be approved, the Zoning Board of Appeals must recommend approval by a two-thirds majority and forward to City Council for final review and approval. The ZBA voted unanimously to forward the case to Council with a recommendation for approval subject to conditions.

Site Description

The site is located along Cunningham Avenue, a regional business corridor. The site is a zoning lot, consisting of two parcels under the same ownership and zoning district and is 1.96 acres in area. The site contains the former Arrow Glass building as well as a tavern in a separate building to the south and vacant former mobile home park to the east. The subject lot is an irregular shape due to the angle of Cunningham Avenue with the southern property line being wider than

the northern property line. The surrounding land uses are typical of a commercial corridor. To the south of the site is the Five Points Commerce shopping center. East of the site is a former mobile home park and the National Guard Armory. Across Cunningham Avenue to the west are two fast-food establishments, and a grocery store. To the north of the site is a used-car dealership and a mobile home park which is currently occupied.

Zoning and Land Use Table

The following is a summary of surrounding zoning and land uses for the subject site:

Location	Zoning	Existing Land Use	Comprehensive Plan Future Land Use
Subject Property	B-3, General Business	Vacant Storefront, Tavern, Vacant Land	Regional Business
North	B-3, General Business	Used-car Sales Mobile Home Park	Regional Business
South	B-3, General Business	Strip Retail	Regional Business
East	B-3, General Business CRE, Conservation, Recreation, Education	Vacant National Guard Armory	Regional Business Institutional
West	B-3, General Business	Retail, Restaurants	Regional Business

Discussion

The applicant wishes to re-use and modify an existing nonconforming sign to identify a new business which will be located in the vacant building at 608 Cunningham Avenue. The re-built sign would be shorter, smaller in area, and more modern-looking, with upgraded maintenance. According to City policy, nonconforming signs may be re-used only if the occupant is of the same type of business and the sign is not altered. In this case the former business was a glass company while the new business is a financial office. The applicant had considered re-using the current sign without any alterations, but would prefer to modernize the sign and reduce the height. Since the applicant wishes to alter the existing nonconforming sign, a variance is required, even though the extent of the height and area nonconformities would be reduced.

The existing nonconforming sign, as seen in Exhibit D, is set back five feet from the property line, 25 feet tall, and composed of three sign cabinets. The total area of the existing sign, as calculated under the Urbana Zoning Ordinance, is 107 square feet. The applicant would like to remove the top cabinet and the three poles projecting above the main sign cabinet and replace the existing manual message board with an electronic message board. The three supporting poles would be encased with an aluminum cover in order to change the appearance of the sign. Exhibit E provides a rendering of the proposed sign. These changes would reduce the height of the

existing sign to 18 feet, six inches and reduce the area to 90 square feet. Doing so would reduce but not eliminate the nonconforming aspects of the sign and thus would still require a variance.

There are three components to this variance: height, setback, and sign area. Height and setback of the sign would continue to be nonconforming, as signs in the B-3 district can be up to eight feet tall if located eight to 15 feet from the property line, or 16 feet tall if located farther than 15 feet. Non-monument freestanding signs in the B-3 district may be up to 50 square feet in area, therefore the requested sign requires an 80% area variance.

Constructing a new sign in conformance with zoning regulations would not be practical on this site due to the location of parking and the existing building. The former Arrow Glass building encroaches into the required yard of the site due to the angle of Cunningham Avenue. At the north end of the site the building is less than four feet from the front property line. Parking for the site is located in the triangular space in front of the building, as shown in the site plan in Exhibit E. The Zoning Ordinance allows signs to encroach within eight feet of the front property line if they are less than eight feet tall. However, an eight-foot sign would be blocked by any vehicles parked at the property, and would block the view of vehicles exiting the parking lot. If the sign were to be built farther south it could be located out of the required yard and up to 16 feet tall. However, the bottom half would be blocked by parked vehicles and it would be in front of the warehouse portion of the property, and not adjacent to the new office use or entrance at the north end of the property. Additionally, re-using the existing sign structure makes sense financially, as it is structurally sound. The expense of excavating and erecting a new sign would be an obstacle for any potential tenant of this site.

On November 17, the Zoning Board of Appeals held a public hearing regarding the proposed variance. The Board voiced concerns that wrapping the base of the sign would interfere with visibility for vehicles parked in the three parking spaces north of the sign. These three spaces back directly onto Cunningham Avenue, which is a state highway. The petitioner stated that he eventually plans on removing those three parking spaces. The ZBA voted five ayes to zero nays to forward the proposed variance to City Council with a recommendation for approval conditioned on the removal of the three parking spaces north of the sign.

At a subsequent meeting with staff, the petitioner indicated that he would be willing to either remove the parking spaces, or to not wrap the supporting poles of the sign in order to preserve motorist visibility. The site is located in TIF #4. One of the programs in this TIF is to close excess curb cuts along Cunningham Avenue. The petitioner and staff anticipate working on closing the curb cut that provides access to the three parking spaces north of the sign in the spring of 2011.

Variance Criteria

Section XI-3 of the Urbana Zoning Ordinance requires the Zoning Board of Appeals to make findings based on variance criteria. The following is a review of the criteria as they pertain to this case and the criteria outlined in the ordinance:

1. *Are there special circumstances or special practical difficulties with reference to the parcel concerned, in carrying out the strict application of the ordinance?*
2. *The proposed variance will not serve as a special privilege because the variance requested is necessary due to special circumstances relating to the land or structure involved or to be used for occupancy thereof which is not generally applicable to other lands or structures in the same district.*

The special circumstances are the irregular shape of the lot, and the fact that the building is encroaching into the required yard, which reduces the depth of the front yard. The fact that parking is located in front of the building further limits use of the property. Meeting the requirements of the Zoning Ordinance would result in a sign that is partially blocked from view by any vehicles parked in the parking lot, and would block visibility for drivers exiting the lot. Considering that there is an existing sign structure on the site, it is practical to re-use that structure rather than construct a new sign that would be constrained by the difficulties of the site. The components of the variance that allow for increased height and reduced setback are supported by these criteria.

3. *The variance requested was not the result of a situation or condition having been knowingly or deliberately created by the Petitioner.*

The variance is not due to a situation created by the petitioner. The existing sign has been in its present location for a number of years. Likewise, the location of the building and parking lot were established before the petitioner considered moving into the site.

4. *The variance will not alter the essential character of the neighborhood.*

The character of the neighborhood is commercial, with several other businesses that have freestanding signs, some of which are nonconforming for height or setback. The variance will not alter the character of the neighborhood. It will allow for re-use of an existing sign at a decreased height and area. The proposed sign would be an upgrade, as the current sign is dated and in need of basic maintenance.

5. *The variance will not cause a nuisance to the adjacent property.*

The variance should not cause a nuisance to adjacent properties. The proposed sign would upgrade an existing sign which is in need of maintenance with new paint and materials. The proposed sign will have an electronic message board which will meet Zoning Ordinance requirements for frequency and illumination levels.

6. *The variance represents generally the minimum deviation from requirements of the Zoning Ordinance necessary to accommodate the request.*

The petitioner is requesting the level of height and setback variance necessary to re-use the existing sign structure and main sign cabinet. The third component of the variance, regarding

sign area, does not meet this criterion as it would require the addition of sign area in the form of a new electronic message board.

Variance Components

The applicant has demonstrated that two of the components of the variance, sign height and setback, meet the variance criteria. The component of the variance regarding sign area is not as strong. The petitioner would remove the existing manual message board and replace it with a new electronic message board, giving the tenant an opportunity to provide modern, changeable signage. The new LED message board would use less electricity than the existing sign, which is illuminated with conventional lighting, and would be safer and easier to operate. It would help attract business to a property that has been vacant for some time. And the overall nonconformity of the existing sign would be reduced from 107 to 90 square feet. However, allowing this increase in area is not necessary to address the visibility issues on the site, and it does not represent the minimum possible deviation from the Zoning Ordinance to install a business identification sign.

Summary of Findings

1. Bendsen Signs has applied on behalf of Country Financial to re-use an existing nonconforming sign at 608 North Cunningham Avenue.
2. The proposed sign would be 18 feet, six inches tall and 90 square feet in area. The existing setback of five feet would not change.
3. The site is located in central Urbana and is zoned B-3, General Business.
4. The Urbana Comprehensive Plan identifies the area as Regional Business.
5. The proposed variance is necessary due to special circumstances of an irregularly-shaped lot and a building that encroaches into the front yard.
6. The proposed variance is not due to a situation created by the petitioner.
7. The proposed variance will not alter the character of the neighborhood, nor cause a nuisance to adjacent properties.
8. The proposed variance regarding sign height and setback represents the minimum possible deviation from Zoning Ordinance requirements to re-use the existing sign structure.

Options

City Council has the following options in this case:

- a. Approve the variance as requested based on the findings outlined in this memo; or
- b. Approve the variance request along with certain terms and conditions; or
- c. Deny the variance request.

Recommendation

At their November 17, 2010 meeting, the Zoning Board of Appeals voted five ayes to zero nays to forward Case ZBA-2010-MAJ-05 to City Council with a recommendation for **APPROVAL** subject to the following conditions:

1. That the sign area, height, and setback do not exceed the dimensions shown in the sign plan submitted with the application; and
2. That the three parking spaces located north of the sign be removed.

Following further consultation with the petitioner, staff recommends that City Council approve the requested major variance, subject to a revision to condition #2. The applicant has indicated that in addition to not wrapping the support poles, he plans to remove the parking spaces north of the sign but needs time to work out proper curb cut closure and landscaping. Staff recommends the following change to condition #2:

2. That at least one of the following two conditions be met:
 - That the three parking spaces located north of the sign be removed prior to wrapping the supporting poles; or
 - That the poles supporting the rebuilt sign not be wrapped.

Prepared By:

Jeff Engstrom, Planner II

Attachments: Exhibit A: Location & Aerial Map
 Exhibit B: Zoning Map
 Exhibit C: Future Land Use Map
 Exhibit D: Site Photos
 Exhibit E: Petition for Variance with Site Plan and Sign Rendering

cc: Jason Tompkins, Bendsen Signs & Graphics, Inc.

ORDINANCE NO. 2010-12-110

AN ORDINANCE APPROVING A MAJOR VARIANCE

(Increase in the Maximum Allowable Area from 50 to 90 Square Feet, Maximum Height from 16 to 18.5 Feet, and Decrease the Minimum Front Yard Setback from 15 to 5 Feet in the City's B-3, General Business Zoning District at 608 N. Cunningham Ave / Case No. ZBA-2010-MAJ-05)

WHEREAS, the Urbana Zoning Ordinance provides for a major variance procedure to permit the Zoning Board of Appeals and the Corporate Authorities to consider applications for major variances where there are special circumstances or conditions with a parcel of land or a structure; and

WHEREAS, Tom Lessaris, property owner, has submitted a petition for a major variance to re-use and modify a sign that would become 18.5 feet tall, 90 square feet in area and set back 5 feet from the property line in the B-3, General Business Zoning District to identify a new business on the site; and

WHEREAS, said petition was presented to the Urbana Zoning Board of Appeals in Case No. ZBA-2010-MAJ-05; and

WHEREAS, after due publication in accordance with Section XI-10 of the Urbana Zoning Ordinance and with Chapter 65, Section 5/11-13-14 of the Illinois Compiled Statutes (65 ILCS 5/11-13-14), the Urbana Zoning Board of Appeals held a public hearing on the proposed major variance on November 17, 2010 and voted 5 ayes and 0 nays to recommend to the Corporate Authorities approval of the requested variance subject to certain conditions; and

WHEREAS, after due and proper consideration, the Corporate Authorities of the City of Urbana have determined that the major variance referenced herein conforms with the major variance procedures in accordance with Article XI, Section XI-4.B of the Urbana Zoning Ordinance; and

WHEREAS, the Corporate Authorities have considered the variance criteria established in the Urbana Zoning Ordinance and have determined the following findings:

1. Bendsen Signs has applied on behalf of Tom Lessaris to re-use an existing nonconforming sign at 608 North Cunningham Avenue.
2. The proposed sign would be 18 feet, six inches tall and 90 square feet in area. The existing setback of five feet would not change.
3. The site is located in central Urbana and is zoned B-3, General Business.
4. The Urbana Comprehensive Plan identifies the area as Regional Business.
5. The proposed variance is desired due to special circumstances of an irregularly-shaped lot with a building that encroaches into the front yard.
6. The proposed variance is not due to a situation created by the petitioner.
7. The proposed variance will not alter the character of the neighborhood, nor cause a nuisance to adjacent properties.
8. The proposed variance regarding sign height and setback represents the minimum possible derivation from Zoning Ordinance requirements to re-use the existing sign structure.

NOW, THEREFORE, BE IT ORDAINED BY THE CORPORATE AUTHORITIES OF THE CITY OF URBANA, ILLINOIS, as follows:

Section 1. The major variance request by Tom Lessaris, in Case No. ZBA-2010-MAJ-05, is hereby approved to allow re-use and modification of a sign that would become 18.5 feet tall, 90 square feet in area and set back 5 feet from the property line in the B-3, General Business Zoning District to identify a new business on the site, in the manner proposed in the application and subject to the following conditions:

1. That the sign area, height, and setback do not exceed the dimensions shown in the sign plan submitted with the application;

2. That at least one of the following two conditions be met:
 - a) The three parking spaces located north of the sign be removed prior to wrapping the supporting poles; or
 - b) The poles supporting the rebuilt sign not be wrapped.

The major variance described above shall only apply to the property located at 608 North Cunningham Avenue, Urbana, Illinois, more particularly described as follows:

LEGAL DESCRIPTION:

Commencing at the Southeast corner of the property described in Quit Claim Deed, wherein Paul G. Busey is Grantor and Helen W. Loeb is Grantee, dated March 10, 1948, and recorded in the Recorder's Office of Champaign County, Illinois, as Document No. 425463, on March 16, 1947, and recorded therein in Book 289 at page 603, thence West on South line of said property described, to the east boundary of Cunningham Road, thence Southwest a distance of 278.6 feet, thence East a distance of 376.86 feet, to a point where the North line of proposed Park Street intersects the West line of proposed Maple Street, thence North 255.98 feet along the West line of said proposed Maple Street, thence West 116 feet to the point of beginning.

EXCEPT that part conveyed to the State of Illinois by Trustee's Deed recorded April 25, 1984 in Book 1358 at page 424 as document no. 84R6505, in Champaign County, Illinois.

Parcel Identification Numbers: 91-21-08-426-004 and 91-21-08-426-005

Section 2. The City Clerk is directed to publish this Ordinance in pamphlet form by authority of the corporate authorities. This Ordinance shall be in full force and effect from and after its passage and publication in accordance with the terms of Chapter 65, Section 1-2-4 of the Illinois Compiled Statutes (65 ILCS 5/1-2-4).

This Ordinance is hereby passed by the affirmative vote, the "ayes" and "nays" being called of a majority of the members of the City Council of the City of Urbana, Illinois, at a regular meeting of said Council on the ____ day of _____, 2010

PASSED by the City Council on this ____ day of _____, _____.

AYES:

NAYS:

ABSTAINS:

Phyllis D. Clark, City Clerk

APPROVED by the Mayor this _____ day of _____, _____.

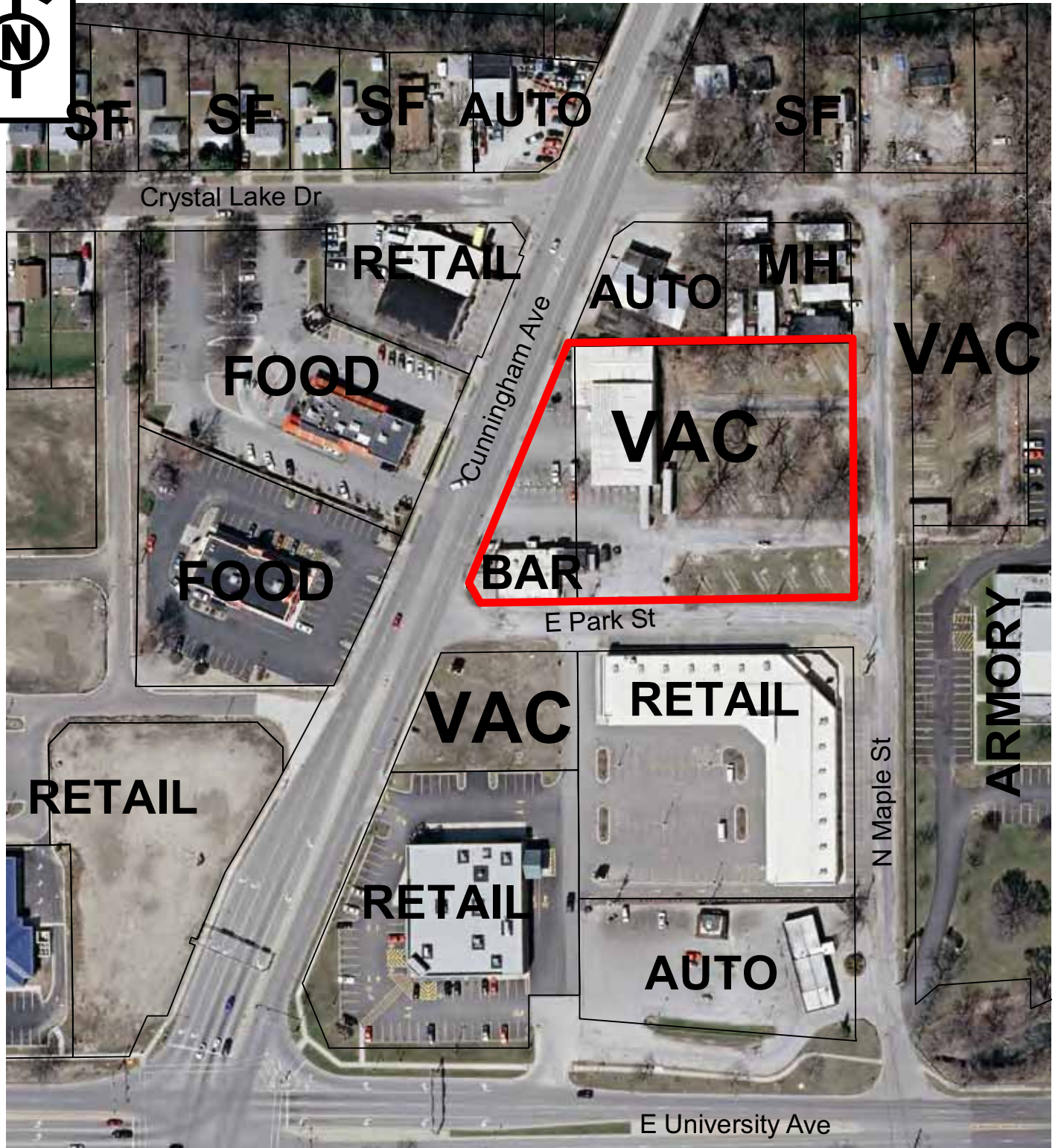
Laurel Lunt Prussing, Mayor

CERTIFICATE OF PUBLICATION IN PAMPHLET FORM

I, Phyllis D. Clark, certify that I am the duly elected and acting Municipal Clerk of the City of Urbana, Champaign County, Illinois. I certify that on the ____ day of _____, 2010, the corporate authorities of the City of Urbana passed and approved Ordinance No. _____, entitled AN ORDINANCE APPROVING A MAJOR VARIANCE (Increase in the Allowed Area from 50 to 90 Square Feet, Height from 16 to 18.5 Feet, and Decrease the Required Setback from 15 to 5 Feet in the City's B-3, General Business Zoning District at 608 N. Cunningham Ave / Case No. ZBA-2010-MAJ-05) which provided by its terms that it should be published in pamphlet form. The pamphlet form of Ordinance No. _____ was prepared, and a copy of such Ordinance was posted in the Urbana City Building commencing on the ____ day of _____, 2010, and continuing for at least ten (10) days thereafter. Copies of such Ordinance were also available for public inspection upon request at the Office of the City Clerk.

DATED at Urbana, Illinois, this ____ day of _____, 2010.

EXHIBIT A: Location & Existing Land Use Map



Plan Case: 2010-MAJ-05
Petitioner: Bendsen Signs
Location: 608 N Cunningham
Description: Request for a Major Variance to for a sign that is 18'6" tall, located 5' from the property line, 90 square feet in area.

Prepared 11/10 by Community Development Services - jme

 Subject Property

Exhibit B: Existing Zoning Map



Plan Case: 2010-MAJ-05
Petitioner: Bendsen Signs
Location: 608 N Cunningham
Description: Request for a Major Variance to for a sign that is 18'6" tall, located 5' from the property line, 90 square feet in area.

Prepared 11/10 by Community Development Services - jme





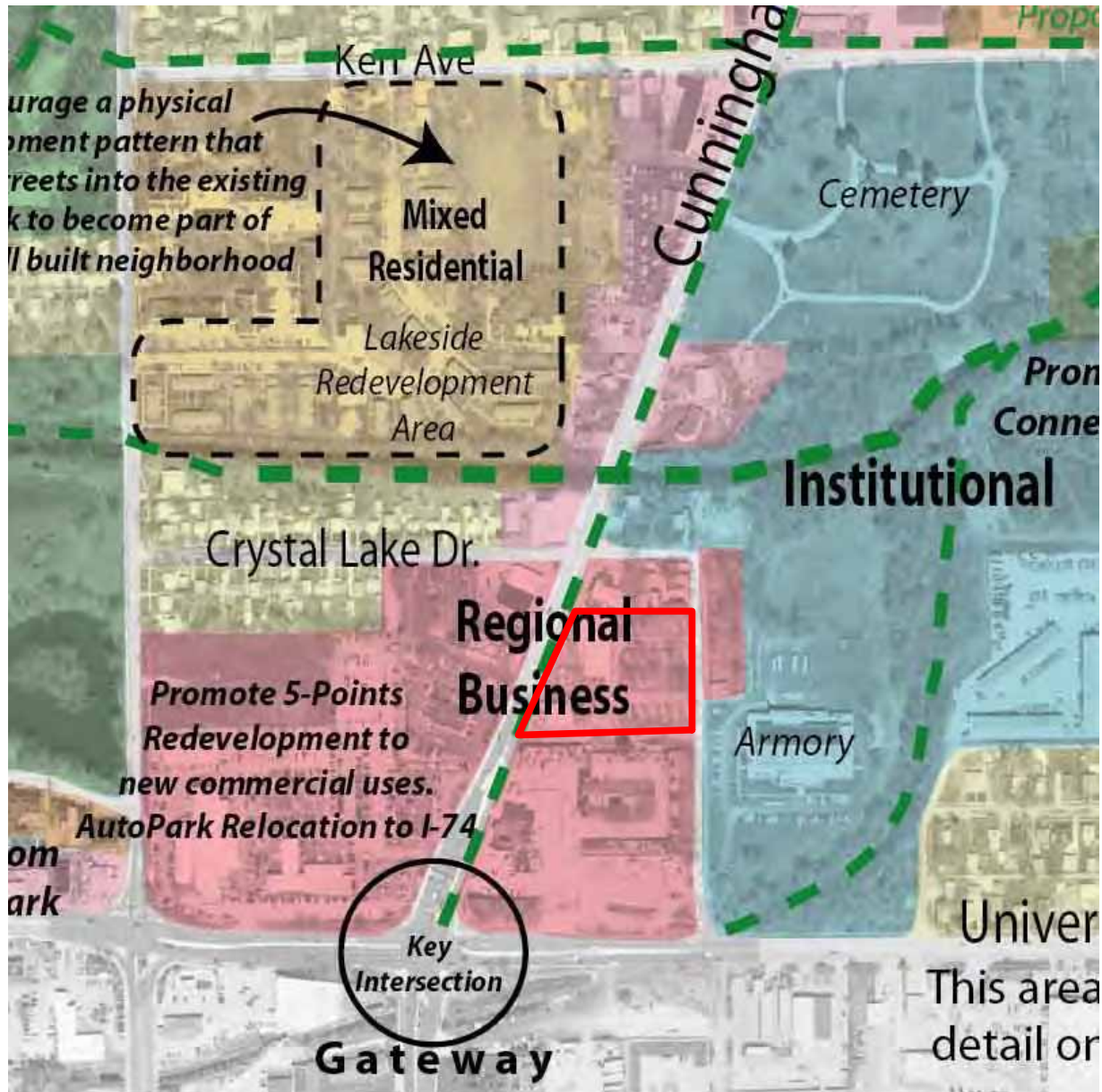
-  Subject Property
-  CRE
-  B3
-  R3

EXHIBIT C: Future Land Use Map



Plan Case: 2010-MAJ-05
Petitioner: Bendsen Signs
Location: 608 N Cunningham
Description: Request for a Major Variance to for a sign that is 18'6" tall, located 5' from the property line, 90 square feet in area.

Prepared 11/10 by Community Development Services - jme

 Subject Property

EXHIBIT D: SITE PHOTOS



Existing Sign



Parking Lot, Sign, and Building



Application for Variance

Zoning Board Of Appeals

APPLICATION FEE – \$150.00 (Major) and \$125.00 (Minor)

The Applicants are responsible for paying the cost of legal publication fees as well. The fees usually run from \$75.00 to \$125.00. The applicant is billed separately by the News-Gazette.

DO NOT WRITE IN THIS SPACE - FOR OFFICE USE ONLY

Date Request Filed _____ ZBA Case No. _____
 Fee Paid - Check No. _____ Amount _____ Date _____

PLEASE PRINT OR TYPE THE FOLLOWING INFORMATION

A VARIATION is requested in conformity with the powers vested in the Zoning Board of Appeals to permit *(Insert Use/Construction Proposed and the Type and Extent of Variation Requested)* sign height, setback and area on the property described below, and in conformity with the plans described on this variance request.

1. APPLICANT CONTACT INFORMATION

Name of Applicant(s): Bendsen Signs & Graphics, Inc. Phone: (217) 877-2345
 Address (street/city/state/zip code): 2901 North Woodford/Decatur, Illinois 62526
 Email Address: jtompkins@bendsensigns.com
 Property interest of Applicant(s) (Owner, Contract Buyer, etc.):

2. OWNER INFORMATION

Name of Owner(s): Lessaris Brothers Phone: (217) 363-4425
 Address (street/city/state/zip code): 801 N. Country Fair, Champaign, Illinois 61821
 Email Address:

Is this property owned by a Land Trust? Yes No
 If yes, please attach a list of all individuals holding an interest in said Trust.

3. PROPERTY INFORMATION

Location of Subject Site: 608 North Cunningham
 PIN # of Location: 912108426005
 Lot Size: 280' (front) x 255.98' (back) x 266.77(Sides)

Current Zoning Designation: B-3

Current Land Use (*vacant, residence, grocery, factory, etc*): Commercial

Proposed Land Use: Commercial

Legal Description: See attached legal description.

4. CONSULTANT INFORMATION

Name of Architect(s):

Phone:

Address (*street/city/state/zip code*):

Email Address:

Name of Engineers(s):

Phone:

Address (*street/city/state/zip code*):

Email Address:

Name of Surveyor(s):

Phone:

Address (*street/city/state/zip code*):

Email Address:

Name of Professional Site Planner(s):

Phone:

Address (*street/city/state/zip code*):

Email Address:

Name of Attorney(s):

Phone:

Address (*street/city/state/zip code*):

Email Address:

5. REASONS FOR VARIATION

Identify and explain any special circumstances or practical difficulties in carrying out the strict application of the Zoning Ordinance with respect to the subject parcel.

The new occupant of location desires to update the existing signage structure to be more aesthetically pleasing to the property and community. Due to the irregular shape and layout of the property, visibility and readability (continued on attachment)

Explain how the variance is necessary due to special conditions relating to the land or structure involved which are not generally applicable to other property in the same district.

Do to the irregular shape of the lot and the location of the parking spaces, the placement of the sign at the existing location is pivotal for maximum visibility. Relocating the sign to any other portion of the property will deter maximum (continued on attachment)

Explain how the variance is not the result of a situation or condition that was knowingly or deliberately created by you (the Petitioner).

The property lines, parking spaces and placement of the building were pre-set prior to the proposed signage alterations.

Explain why the variance will not alter the essential character of the neighborhood.

The variance will not alter the essential character of the neighborhood because the new sign design actually decreases the overall height and square footage of the sign as compared to the existing sign in place at this time.

Explain why the variance will not cause a nuisance to adjacent property.

The variance will not cause a nuisance to adjacent property because the sign height and area are decreasing as compared to what is presently in place. Additionally the poles are being covered to give more of a monument style appearance.

Does the variance represent the minimum deviation necessary from the requirements of the Zoning Ordinance? Explain.

Yes. The proposed alterations area is being decreased from 107 sq/ft to 90 sq/ft. as well as decreasing overall height from 25'0" tall to 18'6" tall. Present sign set back is 5'0" and 16'0" is required for height being (continued on attachment)

NOTE: If additional space is needed to accurately answer any question, please attach extra pages to the application.

By submitting this application, you are granting permission for City staff to post on the property a temporary yard sign announcing the public hearing to be held for your request.

CERTIFICATION BY THE APPLICANT

I certify all the information contained in this application form or any attachment(s), document(s) or plan(s) submitted herewith are true to the best of my knowledge and belief, and that I am either the property owner or authorized to make this application on the owner's behalf.

Applicant's Signature

Date

10/25/10



Signs & Graphics, Inc.

Additional Explanation Attachment

5. REASONS FOR VARIATION

Identification and explanation of special circumstances or practical difficulties in carrying out the strict application of the Zoning Ordinance with respect to the subject parcel (continued)

of the signage if dictated by the current Zoning Ordinance would be greatly challenged. Please consider the following points:

- Current Zoning Ordinance for B-3 zoning states the signage needs to have an 8-ft set back from the property line to the edge of the sign and must be no taller than 8-ft. tall.
- Due to the configuration of property lines and placement of parking spots on the property, both set back and height limitations would deem the signage useless since the signage would be blocked by vehicles parked at the location.
- Relocating the sign location to the north point of the property will hinder the effectiveness of the signage greater due to the narrowing of the property line set back area.
- Relocating the location of the sign to the south will cause greater confusion to visitors to the business as it will place the identification sign for the business further away from the entrance of the location. One main goal of a professional and effective sign is to create a relational flow. The freestanding sign at the current location achieves this objective as it is placed directly outside the entrance of the office.

Explain how the variance is necessary due to special conditions relating to the land or structure involved which are not generally applicable to other property in the same district (continued)

exposure and visibility of the signage in question. Most other properties in the general area have property lines that are squarer or rectangular. This allows for better defined setback areas with respect to the property lines. This type of property line configuration usually lends itself for larger areas between property lines and the building structures where items, such as signs, can be appropriately placed.

The property in question is not square or rectangular in shape. From the site plan you can see it has a much more triangular shape with the entrance of the



Signs & Graphics, Inc.

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217-877-2345 • FAX: 217-877-2347

Additional Explanation Attachment (continued)

property more located at the most narrow portion of the property. Again, due to this irregular shape, finding appropriate areas for the signage is a much greater challenge. The location of the current sign structure truly best serves the property which is why a variance for set back in being sought.

Does the variance represent the minimum deviation necessary from the requirements of the Zoning Ordinance? Explain (continued)

sought. As noted in previous points, due the irregular shape of the property and proximity to the building structure, the variances being sought will greatly enhance the overall visibility and effectiveness of the signage.

One of the main goals of the end user is to preserve and reuse as many aspects of the existing sign structure as possible. The existing support structure of the sign is in acceptable condition to support the new sign design. By utilizing the existing structure, no further excavation or alteration to the property is required eliminated the need for large excavation equipment to be used in the area. This also eliminates the need for additional concrete to be poured on the property as well.

The existing identification sign cabinet is being re-used for the new sign as well. This eliminates the need for further destruction to the existing structure. By replacing the manual reader board with an electronic message center, the owner will be allowed to change messages being displayed on the sign from within the office. This eliminates the potential hazards involved with having the manually change the copy on the sign. Additionally, the electronic message center sign will utilize LED lighting units in lieu of standard fluorescent lamps and ballasts. The electronic message center also has automatically dimming for night time operation.

The approval of the setback, height and square footage variances will allow for maximum visibility and effectiveness for identifying the business, while at the same time preserving the existing layout of the property.

MEMBERS

ILLINOIS SIGN ASSOCIATION • NATIONAL ELECTRIC SIGN ASSOCIATION • WORLD SIGN ASSOCIATES



2901 NORTH WOODFORD ST. • DECATUR, IL 62526-4715
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Signs & Graphics, Inc.

Site Plan



MEMBERS
ILLINOIS SIGN ASSOCIATION • NATIONAL ELECTRIC SIGN ASSOCIATION • WORLD SIGN ASSOCIATES



Signs & Graphics, Inc.

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PROPOSED SIGN STRUCTURE

MEMBERS

ILLINOIS SIGN ASSOCIATION • INTERNATIONAL SIGN ASSOCIATION • WORLD SIGN ASSOCIATION



PH: 217-877-2348 (Decatur)
 PH: 217-238-1685 (Champaign)
 FAX: 217-877-2347

2901 N. Woodford St. Decatur, IL 62526
 301 N. Neil St., Suite 400 Champaign, IL 61820

For: Country Insurance & Financial Services - Urbana, IL

Replace existing faces: 5'H x 10'W white flat faces with first surface vinyl

New Alum pole cover, painted two custom colors with vinyl address

Top cabinet and the changeable letter cabinet will be discarded

Existing cabinet will be painted black. New Amber 19mm EMC 3'-5"H x 7'-5"W

This is an original unpublished drawing confidentially submitted for your personal use in connection with a project being planned for you by Bendsen Signs and Graphics, Inc. It is not to be shown or described to other nor is it to be used reproduced, copied or exhibited in any fashion.

Designer: 
 Date: 10-12-10
 Sketch No. CIES 201

