



Agenda Memo

Crest Hill, IL

Meeting Date:	August 8, 2022
Submitter:	Ronald J Wiedeman
Department:	Engineering
Agenda Item:	Discussion and Staff Direction on Outdoor Advertising (Community Digital Displays)

Summary: Community Digital Displays is a digital advertising company that has worked with surrounding communities to install digital advertising boards which will provide local advertising and municipal information. Local communities that currently have Community Digital Displays signs installed are as follows:

- Joliet
- Bolingbrook
- Oak Lawn
- Chicago Ridge
- Lockport
- Romeoville
- Hickory Hills
- County Club Hills

Information that can be shown on this digital platform include:

- Local business advertising
- City messages (events or important information, etc.)
- The ability to provide live/emergency messaging
- Time and temperature

Additional Information

- All costs to install base, digital sign, power, and landscaping are no cost to the city
- All Maintenance costs are the responsibility of Community Digital Displays
- Potential municipal revenue

Additional information can be found at ChicagoBillboards.com

Bill Prybylski of Community Digital Displays will present more information about his company and the services they provide. Staff has met with Bill and has discussed potential locations. This list has gone through an initial vetting process and Bill will discuss this more in his presentation.

Following the presentation both staff and the Bill from Community Digital Displays will address any additional questions you might have.

If the council is interested in installing outdoor advertising signs staff will work with Community Digital Displays to finalize locations, prepare concept exhibits of digital signs, prepare a draft agreement and review Section 15.12-Sign Code for potential revisions.

Below is a list of locations and their viability.

Best Site-Weber at City Center Blvd. This is an Illinois Department of Transportation (IDOT) control route for outdoor advertising, therefore a permittable zoning designation is required. Recommended double faced 8'x16' digitals reading to both northbound and southbound traffic. For reference, the size of the sign faces at the northwest corner of Renwick and Weber are 8' x 16'.

Good Sites-Theodore and Gaylord and Caton Farm Rd and Len Kubinski– This is not an IDOT control route for outdoor advertising, therefore an IDOT permit is not required. A 6' x 12' single face or double face sign may be suitable depending on property boundaries and line of site requirements.

Potential site, further investigation needed— Renwick at turn by Lewis University Property- This is an IDOT control route, which needs verification of zoning designation. It is a possible location if the zoning is appropriate, there is good visibility, with no stop light.

Sites discussed, but not viable at this time

1. Renwick & Gaylord – This is an IDOT control route, most likely a non-permittable zoning designation.
2. Division & Gaylord – Several poles, poor visibility.
3. Weber & McGilvray –Not at stop light, Weber at City Center Blvd better location.
4. Weber & Division –Not much commercial activity in this area, Weber at City Center Blvd better location.
5. Weber & Knapp – Verify zoning designation of the ROW, Weber at City Center Blvd better location.
6. Caton Farm & Oakland – Caton Farm at Len Kubinski at City Center Blvd better location.
7. Burger King – Very tight location, most likely not possible from a physical placement.

Recommended Council Action: Direct staff on how to proceed.

Financial Impact: N/A

Funding Source:

Budgeted Amount:

Cost:

Attachments: 2-Location Map 20220331 Crest Hill Signage-Revised July 11, Sign Presentation