

**ROCHELLE CITY COUNCIL
AGENDA ITEM MEMO
REGULAR MEETING**

SUBJECT: An Ordinance Approving a Special Use & Variance of Code for Signage located at 407 Lincoln Highway, Rochelle, Illinois

Staff Contact: Michelle Pease, Community Development Director

Summary: The petitioner is seeking a special use permit for a three-dimensional, lighted roof top sign on the back of their building. They are also requesting a variance for a three-dimensional sign, which will cover more than the allowed area and extend past the top of their existing awning on the front of their building. The subject property is zoned B1, Commercial Central Business.

The variation for the awning sign is:

110-369(2) (Maximum of) Eighty (80%) percent of maximum area for copy and graphics on valance. **They are requesting to install a metal sign that exceeds the height and permissible area of 80% of the valance. It will be placed such that it will be neither a valance nor a top surface sign. The sign on the front awning will be a maximum of 1'6" tall X 6'0" wide.**

The special use for the roof sign is:

110-365(10) A roof sign shall only be allowed by the granting of a special use permit.

The roof sign will be a maximum of 1'6" tall X 10'0" wide.

Per Section 110-365 (10) Roof signs, a roof sign shall only be allowed by the granting of a Special Use Permit by the City Council upon a recommendation received by the Planning and Zoning Commission. Per Section 110-369 "Awning Signs (2) Size", Eighty (80%) percent of maximum valance area for copy and graphics on valance. (3) "Additional Regulations": (a) One sign is permitted per awning top surface area. (c) Awning with signs and awning signs shall be generally aligned with awning and awning signs that are attached to adjacent storefronts or buildings to maintain a sense of visual continuity.

On Monday, August 1, 2022, the Planning and Zoning Commission voted 7-0, to approve the proposed Special Use and voted 7-0 to approve the Variance of Code.

Funding Sources:

Source:	Budgeted Amount:	Proposed Expenditure:

Strategic Plan Goal Application: This project continues to support the City's Strategic Plan goals by improving and developing our Downtown.

Recommendation: Consider approving the ordinance for a Special Use and Variance of Code for signage located at 407 Lincoln Highway.