

MEMORANDUM

COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT

TO: Thomas Thomas, City Manager

SUBJECT: Quad City Botanical Center Request to Allow Use of Temporary Banners

DATE: November 6, 2013

The Community & Economic Development Department has received a written request from Mr. Dan Haughey, Director of Operations and Exhibits, to allow the use of temporary (banner) signage at the Quad City Botanical Center in conjunction with some of their important activities and events. A copy of that letter is attached to this memo for your reference. Freestanding banners are prohibited by the City's Sign Ordinance, but Section 11(a)(6) authorizes the City Council to approve their use temporarily for civic and non-profit organizations. As the Quad City Botanical Center is a non-profit organization, Planning Division staff has no objections to the requested use and proposes the following conditions:

1. Size of the banners shall not exceed 27 square feet in size.
2. No more than 2 banners may be located on the property at any one time.
3. Banners shall not be placed in the public right-of-way or within the sight-distance triangle of roadway intersections or in any way which may constitute a traffic hazard.
4. Banners shall not be attached to trees, utility poles or traffic signage.
5. Banner usage shall be allowed a maximum of 8 events per calendar year.
6. Banners shall be used for no more than 2 weeks per event.
7. Perpetual use of banners is allowed by the Botanical Center so long as these conditions are met.
8. If the Botanical center desires to revise or amend these conditions in the future, a formal written request shall be submitted for the City Council to review.

Recommendation: Approval of the Botanical Center's request to allow use of temporary banner signs with the conditions listed above.

Submitted by: Ben Griffith, AICP, Planning & Redevelopment Administrator
Jeffery Eder, Community & Economic Development Director

Approved: Thomas Thomas, City Manager



QUAD CITY BOTANICAL CENTER

2525 Fourth Avenue ■ Rock Island, Illinois 61201 ■ (309) 794-0991 ■ Fax (309) 794-1572

October 24, 2013

RE: Request for City Sign Code Exemption

TO: **City Council**

City of Rock Island

C/O Mr. Ben Griffith, AICP, CFM, CNU-A

Planning & Redevelopment Administrator

1528 Third Avenue, Second Floor, Rock Island, Illinois 61201-8678

Tel: (309) 732-2901, Fax : (309) 732-2930

Dear Council Members:

Please consider and approve this request from the Quad City Botanical Center for an exception from the City's Sign Code. We fully respect that the City Code protects each neighborhood and city block from displaying undesirable signage that could potentially disserve citizens on both the aesthetic and practical levels. But please consider our circumstances, and our efforts. As a 501 (c) 3 nonprofit organization.

- We try to appeal to a diverse range of citizens through our event signage, near our main building, and on Fourth Avenue in front of our Botanical Center.
- We need to have flexible banner signage displayed because of the changing needs of citizens from all around our Quad Cities community. (We do not intend to create, nor display any distractions.)
- Our typical banner is 34" high X 9 ½ long, is a vinyl or polymer, professionally made, all-weather sign, that meets high aesthetic standards—they are clear, sturdy, and securely anchored when displayed.
- We need to remind previous visitors—who locally drive by—when some of their favorite events are going to reoccur.

Although we may need to add a few new annual dates, primarily here are the usage time-frames for advertising some of our annual, important events. The following are times of the year that we especially need approved by the City Council for banners near the street:

- All of OCTOBER, for our Pumpkin Extravaganza
- DECEMBER-JANUARY, Chocolate Festival
- JULY, Flamingo Fling
- MAY, Plant Sale
- Children's Garden Grand Opening

Do not hesitate to contact me if you have further questions about our needs and circumstances. We ask for your support and look forward to hearing from you in the near future about your decision.

Respectfully submitted,

Dan Haughey (hoy)

Director of Operations and Exhibits, Quad City Botanical Center

Tel: (309) 794-0991, x209, Mobile: (309) 236-2772

"Bringing people and plants together in fun and meaningful ways."