

**Memorandum
Community & Economic Development Department**



To: Thomas Thomas, City Manager
Subject: Site Plan Review for 3850 46th Avenue
Date: June 5, 2015

At its June 3, 2015 meeting, the Planning Commission considered a request from Ashkan Ajiden (Sultan Mediterranean Restaurant) for a Riverfront Corridor Overlay District site plan review for a proposed freestanding sign in a B-4 (highway intensive business) district at 3850 Blackhawk Road.

The site has 200 feet of lot frontage on Blackhawk Road, but utilizes access through adjacent access points for Rock Valley Plaza and K-Mart. The existing commercial structure has units for several commercial spaces, but some spaces are currently vacant. Currently there is a permanent freestanding sign on the site that has individual spaces for each tenant to identify its business.

The proposed internally lighted freestanding sign is 4' x 10' and will replace a slightly smaller (4' x 8') unlit temporary sign at the same location. The proposed sign will have three identification spaces (one with a photo of a gyro meal) and a LED electronic message board.

Public Hearing Comments:

Kristy Rodgers, representing Mr. Ajiden and the Sultan Restaurant, spoke at the hearing and indicated the existing temporary sign has helped their business and the proposed lighted sign is expected to increase their business more. No one else spoke at the public hearing.

Planning Commission Comments & Recommendation:

The Planning Commission voted 7—0 to recommend approval of the site plan for the proposed lighted freestanding sign in the north front yard.

Recommendation: Planning staff recommends approval of the proposed freestanding sign and a variance to allow a second permanent freestanding sign because it assists in identifying the different types of meals the restaurant serves and it meets the intent and standards of the Riverfront Corridor Overlay district and Sign Ordinance.

Submitted by: Alan Fries, Urban Planner II
Ben Griffith, AICP, Planning & Redevelopment Administrator
Jeffery A. Eder, Assistant City Manager / CED Director

Approved by: Thomas Thomas, City Manager

REPORT

To: Planning Commission

From: Planning and Redevelopment Division
Community and Economic Development Department

Date: May 26, 2015

Subject: Case #2015-03- Request for Riverfront Corridor Overlay District Site Plan review for Proposed Freestanding Sign in a B-4 (highway intensive business) district at 3850 Blackhawk Road.

Ashkan Ajiden (Sultan Mediterranean Restaurant) has filed an application for a Riverfront Corridor Overlay District site plan review for a proposed freestanding sign in a B-4 (highway intensive business) district at 3850 Blackhawk Road, Unit H7. The applicant will remove an unlit temporary freestanding sign (4' x 8') and replace it with a slightly taller and internally lighted permanent freestanding sign (4' x 10') at the same location as the existing sign (see photo of proposed sign and case map for sign location).

Site:

The site has a total area of 34,400 square feet with 200 feet of lot frontage on Blackhawk Road. The site slopes down approximately three feet from Blackhawk Road. The site also does not have direct access to Blackhawk Road, but has interior access through adjacent access points for Rock Valley Plaza and K-Mart. The existing commercial structure has units for several commercial spaces. Several spaces are currently vacant.

Signage:

The applicant received approval from the Board of Zoning Appeals for the subject temporary sign and two unlighted 4' x 8' banner signs in 2013 (banner signs are located to the east and west of the subject sign). The time period approved by the Board has expired and the applicant indicates he will remove the two banner signs, but is proposing to replace the center temporary freestanding sign with the lighted permanent freestanding sign. The 4' x 10' sign will be placed at the exact same location, which is one foot from the north property line. The sign will have three identification spaces (one with photo of gyro meal) and a LED electronic message board.

The applicant indicated to the Zoning Board at the 2013 public hearing that since he put up the existing portable signs advertising gyros his business improved significantly. He desires to maintain the advertising of gyros, but will also use the LED message board to advertise other restaurant specials.

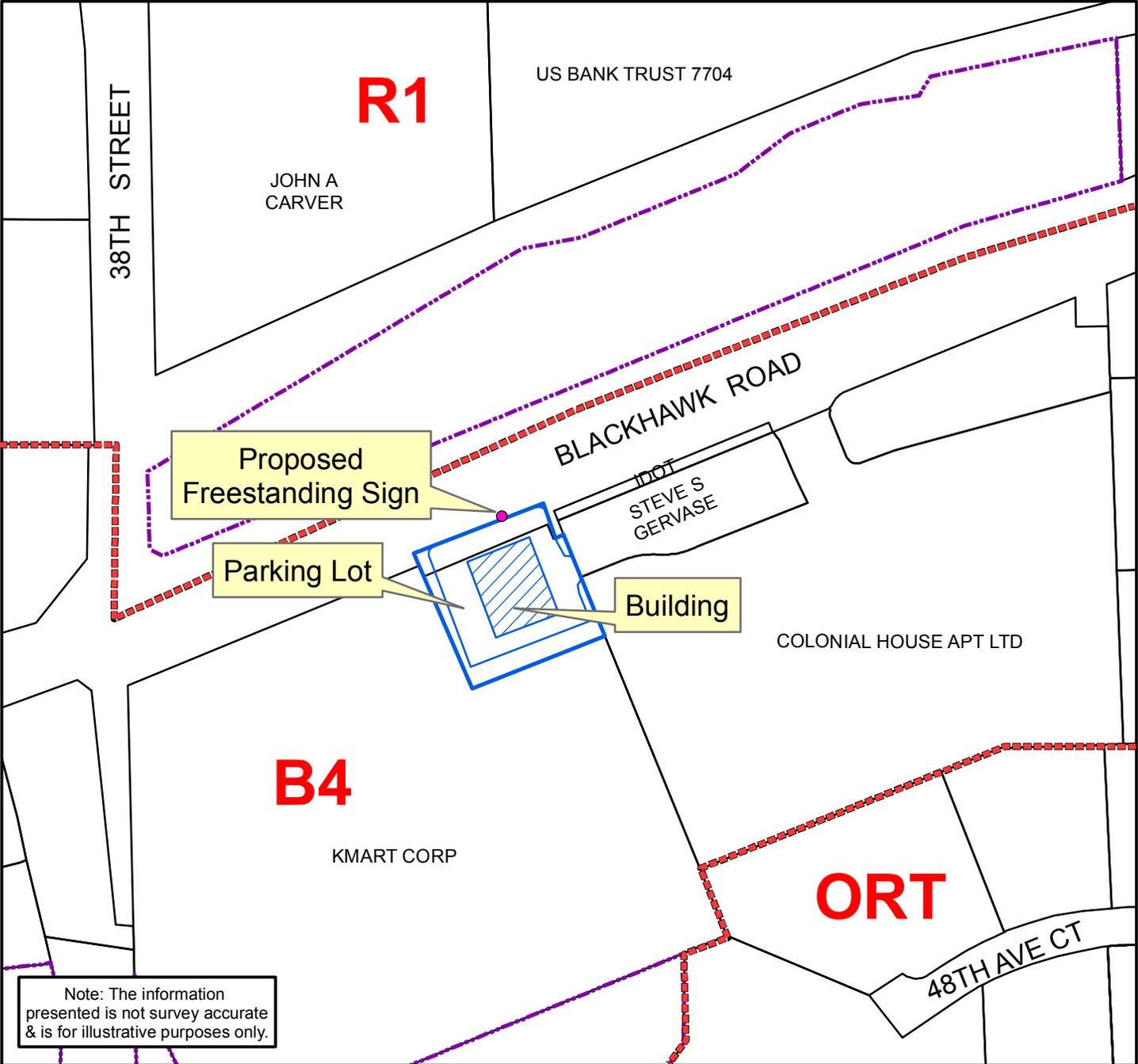
There is an existing freestanding sign (120 square foot in area and 22 feet in total height) located on the west side of the site that has spaces for each tenant to identify it's business. The spaces on the existing freestanding sign are small and the applicant believes that he needs the additional sign to advertise the types of Mediterranean meals he serves to attract new customers. A second

permanent freestanding sign requires a variance within the Riverfront Corridor Overlay District. Staff believes that the variance for a second freestanding sign (smaller in size and height in relation to existing permanent freestanding sign) is reasonable to assist the applicant's business.

Recommendation:

Staff recommends approval of the proposed permanent freestanding sign and the variance to allow a second freestanding sign on the site because it assists in identifying the different types of meals the restaurant serves and meets the intent of the Riverfront Corridor Overlay District and the requirements of the Sign Ordinance.

PLANNING COMMISSION



PLANNING COMMISSION
2015-3

Legend

- Municipal Boundary
- Parcels
- Subject Property

DR. BY: K.G.D.
APPR. BY: B.G./A.F.

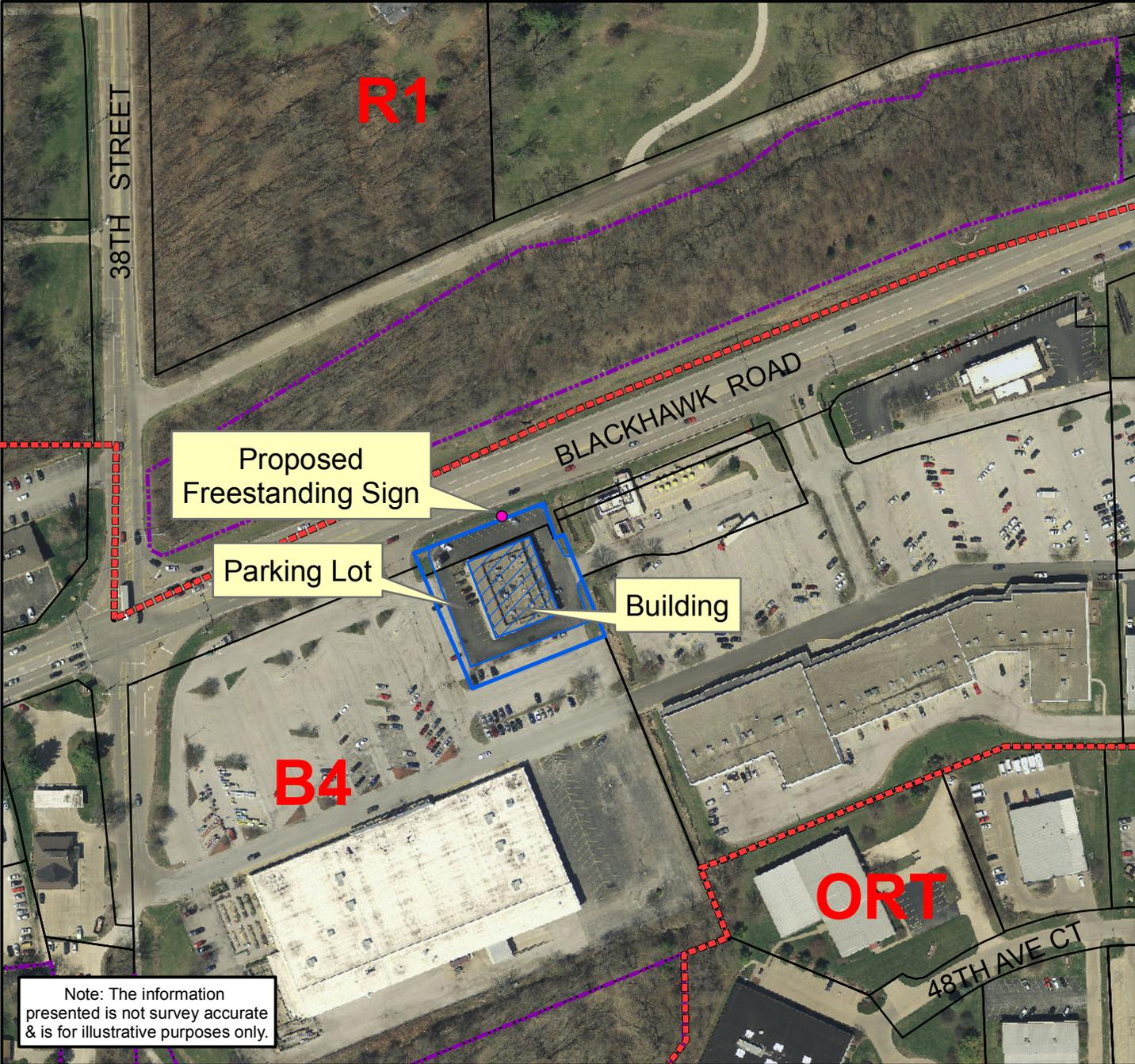
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City of Rock Island

COMMUNITY AND ECONOMIC DEVELOPMENT DEPARTMENT
Planning and Redevelopment

Note: The information presented is not survey accurate & is for illustrative purposes only.

PLANNING COMMISSION



PLANNING COMMISSION
2015-3 Aerial

Legend

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0 50 100 200 300 Feet

City of Rock Island

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