

MEMORANDUM

COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT

TO: City Manager

SUBJECT: Request for Approval for Proposed Freestanding Sign Located Within Riverfront Corridor Overlay District Site Plan Review in a R-1 (one family residence) district at 4309 Blackhawk Road.

Date: August 3, 2011

At its regular meeting on August 2, 2011, the Planning Commission held a public hearing to consider a request from the Lighthouse Baptist Church for a Riverfront Corridor Overlay District site plan review for a proposed freestanding sign to be located at 4309 Blackhawk Road. The applicant proposes to erect a small replica lighthouse as a freestanding sign (7' diameter x 12' high; set on a three foot tall base making total height of 15'). The lighthouse will not have any written identification of the church, but is still considered a "sign" because it meets the Sign Ordinance definition of a sign – "a name, *identification*, description, *display* or illumination...which advertises, or *directs attention* to an object, product, *place*, activity, person, *institution*, organization or a business" (emphasis added).

Site:

The property measures 274.67' x 132.75' x 270' x 188.432' (approximately 42,000 square feet). The site is located at the northwest corner of 44th Street and Blackhawk Road.

Signage:

There is an existing approximate 6' x 8' (48 square feet in area) unlighted freestanding sign located near the intersection. The lighthouse will be located approximately ten feet from the south property line and approximately nine feet from the east property line. This is six feet further north of the existing freestanding sign. There will be a flood light in the lantern room on top of the lighthouse, but it will not flash or rotate, or be directed at traffic.

The proposed sign meets the intent and standards of the Riverfront Corridor Overlay District even though it is a second freestanding sign for the property (ordinance requirement is for only one freestanding sign per site). However, the unique nature of the sign will serve as a "special landmark" for the church and surrounding neighborhood that will not detract from the corridor.

The proposed sign will be an attractive and efficient design (with proposed low level landscaping) that will identify the church and will not have any negative effects on adjacent land use.

Public Hearing Comments:

The pastor and a church board of trustee member were the only two individuals to speak at the public hearing.

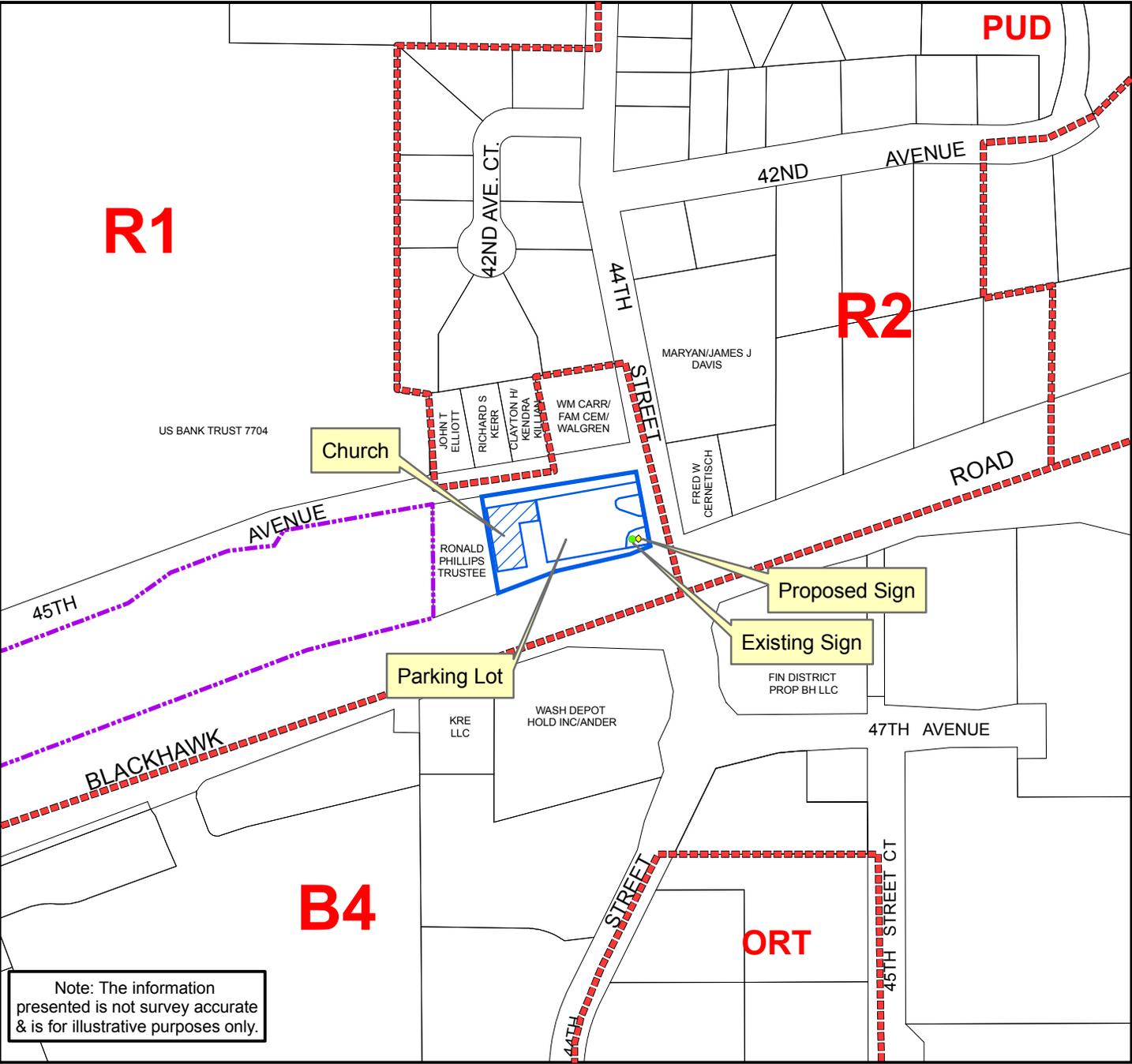
Recommendation:

The Planning Commission voted nine to zero to recommend approval of the request (with low level landscaping) because it is an attractive sign that identifies the church and meets the intent and standards of the Riverfront Corridor Overlay District and the requirements in the Sign Ordinance.

Submitted by: Alan Fries, Urban Planner II
Alan M. Carmen, Planning and Redevelopment Administrator
Gregory S. Champagne, Community and Economic Development Director

Approved: John C. Phillips, City Manager

PLANNING COMMISSION



**PLANNING COMMISSION
2011-3**

- Parcels
- Municipal Boundary
- Subject Property
- Zoning District Line

DR. BY: K.G.D.

APPR. BY: A.M.C./A.F.



0 50 100 200 300 400 Feet



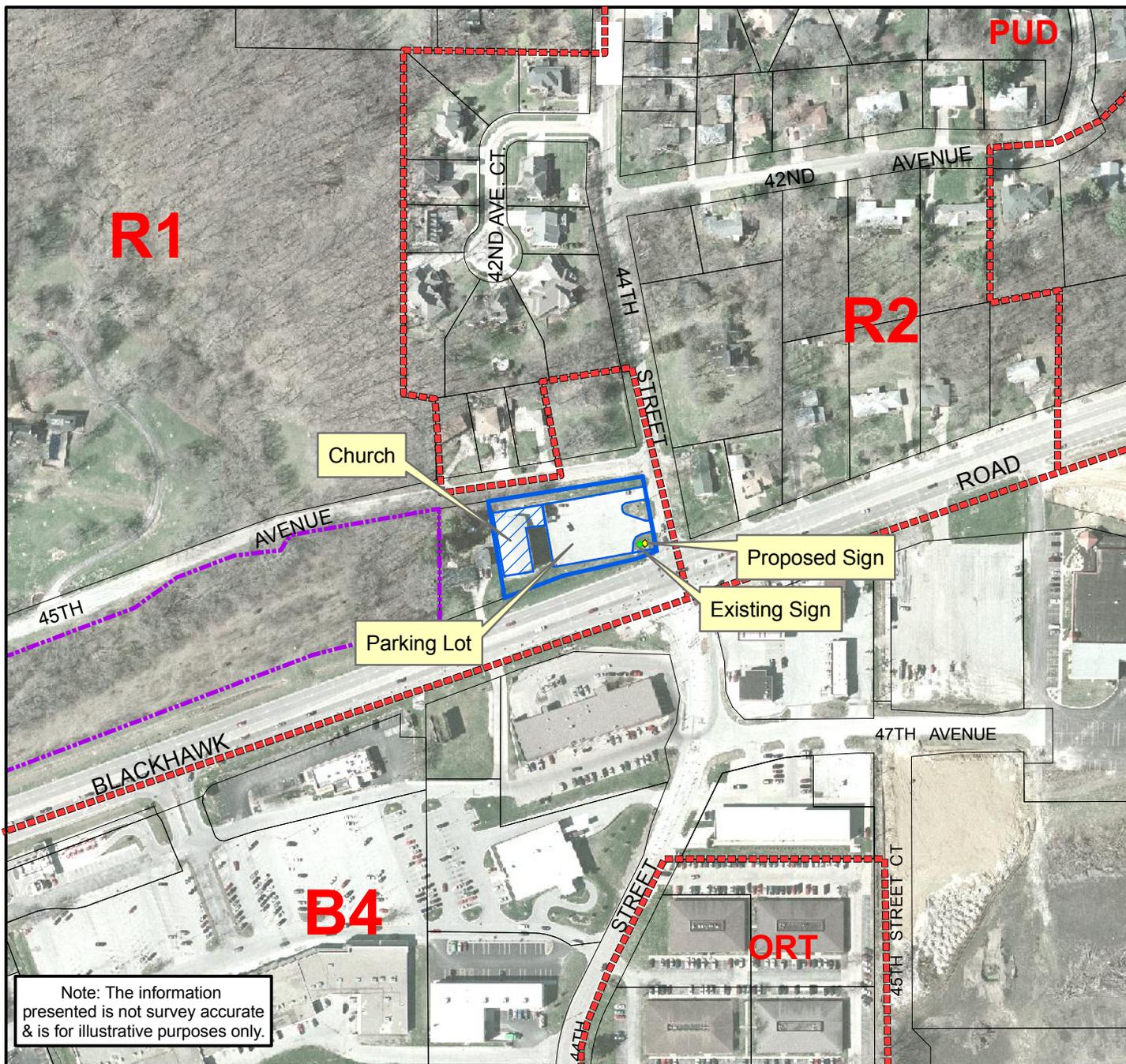
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Note: The information presented is not survey accurate & is for illustrative purposes only.

PLANNING COMMISSION

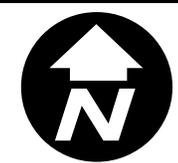


PLANNING COMMISSION 2011-3 Aerial

-  Parcels
-  Municipal Boundary
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