

COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT

**TO: City Manager**

**SUBJECT: Request for Approval for proposed Freestanding Sign Located Within Riverfront  
Corridor Overlay District in a B-4 (highway business) district at 4110 Blackhawk Road**

**Date: May 2, 2012**

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OGAD Holdings LLC (for Subway Restaurants) has filed an application for a Riverfront Corridor Overlay District site plan review for a proposed freestanding sign to be located at 4110 Blackhawk Road. The applicant proposes to erect an internally lighted freestanding sign that will have four spaces to identify tenants of the business structure and property. Subway is the initial tenant of the structure (former RJ Boars Restaurant).

Site:

The property measures 395.65' x 66.65' x 293.72' x 123.5' x 20' x 20' (approximately 43,996 square feet, or 1.01 acres).

Signage:

There are two existing attached signs for the site (identifying Subway) that have been administratively approved. The proposed freestanding sign is 144 square feet in area (12' x 12') and 25 feet in total height from grade to top of sign (see sign drawing). The sign will be located in a triangular shaped grassy area situated between parking spaces along the north property line (6' setback from the north property line).

Staff believes that the proposed sign meets the intent and standards of the Riverfront Corridor Overlay District. The proposed sign will be the only freestanding sign on the property as it will have four spaces for up to four tenants of the site. The sign will also meet the height and setback requirements for the B-4 zoning district. Staff also recommends that low level landscaping be provided around the sign. The proposed sign will be an attractive and efficient design (with landscaping) that will identify the business site and will not have any negative effects on adjacent land use.

Citizen Comments:

Staff received one comment prior to the public hearing from a representative of Colonial House Apt. LTD (owners of Rock Valley Plaza), who expressed concern that the proposed sign would detract from visibility from its freestanding sign identifying Rock Valley Plaza.

Analysis:

Staff believes that because of the distance between the two signs (subject sign and Rock Valley Plaza sign) that both signs will be visible to traffic traveling on Blackhawk Road.

Public Hearing Comments:

Kerry Pannoza, owner of the property, was the only speaker at the public hearing. He indicated that low level landscaping would be provided at the base of the sign.

Recommendation:

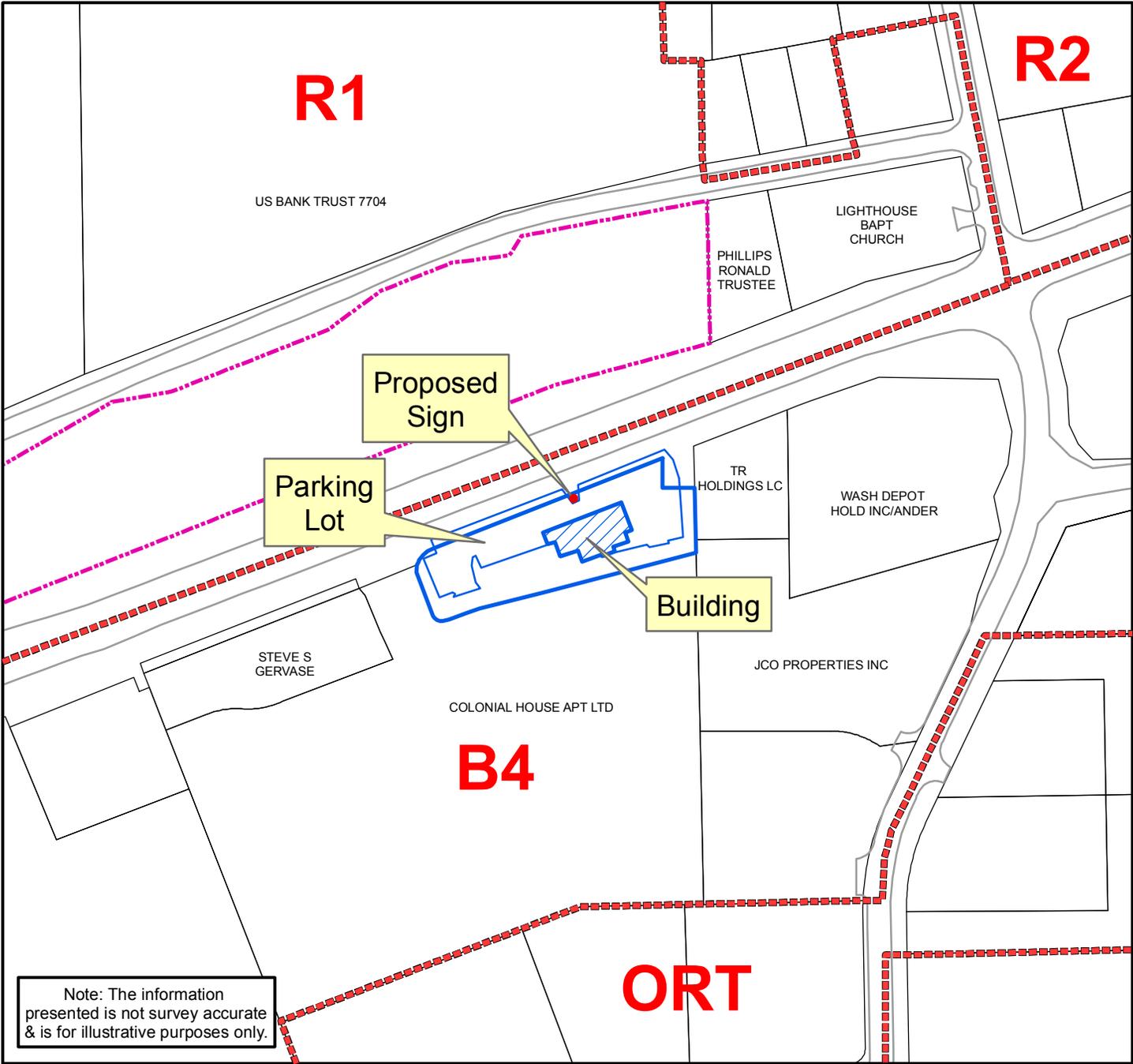
The Planning Commission voted ten to zero to recommend to the City Council that the request be approved (with low level landscaping) because it is an attractive sign that identifies the business and meets the intent and standards of the Riverfront Corridor Overlay District and the requirements in the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

Submitted by: Alan Fries, Urban Planner II  
Alan M. Carmen, Planning and Redevelopment Administrator  
Robert Hawes, Interim Community and Economic Development Director

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**Approved: Thomas Thomas, City Manager**

# PLANNING COMMISSION



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

**PLANNING COMMISSION  
2012-4**

**Legend**

- Parcels
- Subject Property

DR. BY: K.G.D.

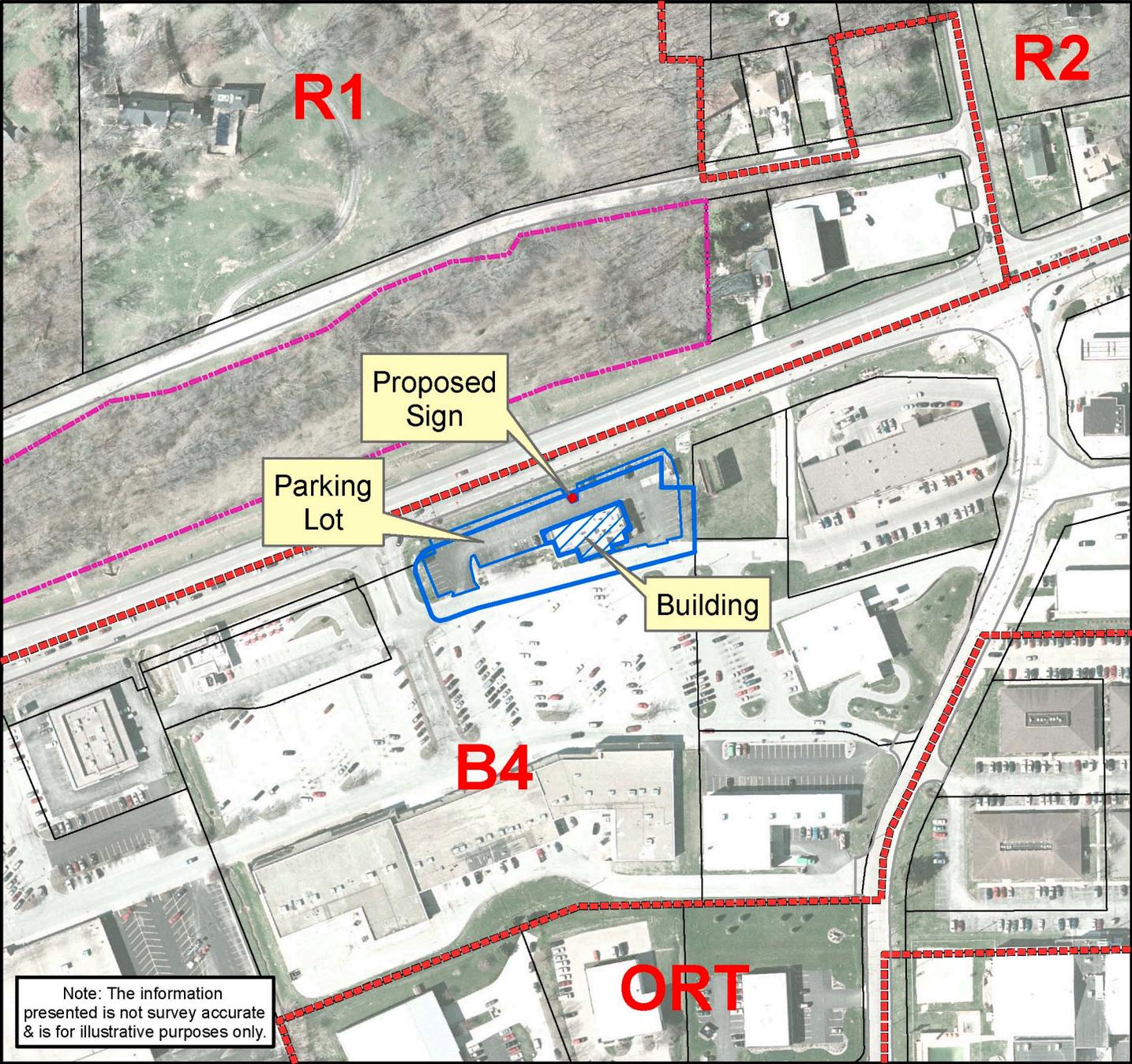
APPR. BY: A.M.C./A.F.

0 50 100 200 300 400 Feet

**City of Rock Island**

COMMUNITY AND ECONOMIC  
DEVELOPMENT DEPARTMENT  
Planning and Redevelopment

# PLANNING COMMISSION



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PLANNING COMMISSION  
2012-4 Aerial

**Legend**

- Parcels
- Subject Property

DR. BY: K.G.D.  
APPR. BY: A.M.C./A.F.

0 50 100 200 300 400 Feet

City of Rock Island

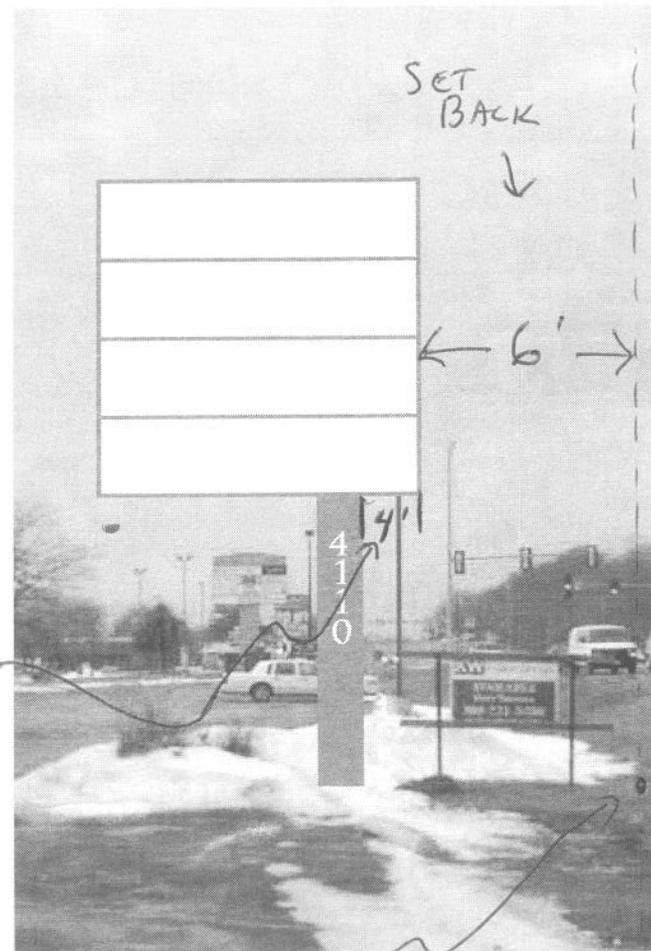
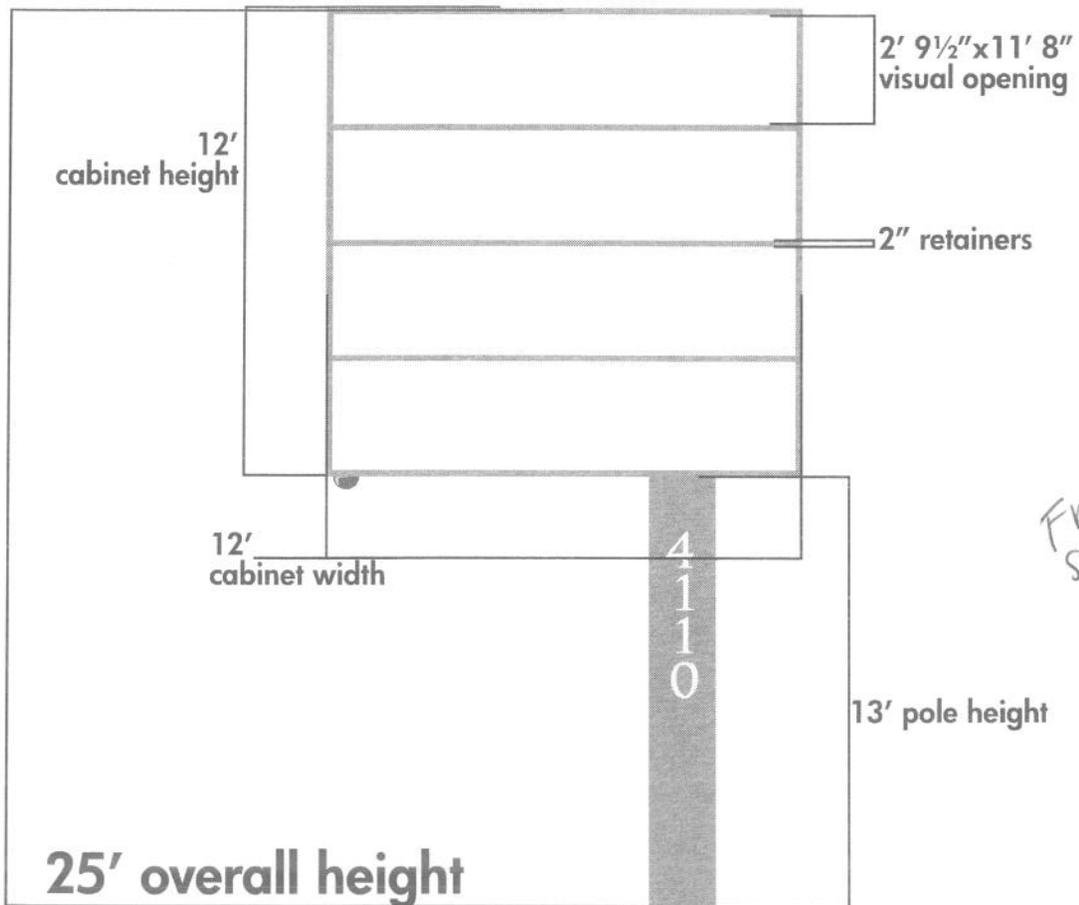
COMMUNITY AND ECONOMIC DEVELOPMENT DEPARTMENT  
Planning and Redevelopment



CLIENT: Keller Williams

CONTACT #: 000

DATE: 2/27/2012



From SET BACK to SIGN POST

SPECS

NOTES