



City of Rochelle

420 N 6th Street
P.O. Box A
Rochelle, IL 61068
Tele: (815) 562-6161
Fax: (815) 562-3888

TO: Planning and Zoning Commission

**FROM: Chris Limas, AICP
Community Development Director**

DATE: May 9, 2012

**SUBJECT: Case PZC-5-12 Outdoor Storage / Display Special Use Permit and
Sign Variance (Public Hearing)**

Applicant: Illiana Realty, LLC

Location: 1240 N. 7th Street

Zoning: B-2, Highway Commercial

Comprehensive Plan: General Commercial

Lot Size: 8.52 acres

Summary

The Planning and Zoning Commission held a public hearing in regards to a petition by Illiana Realty for a Special Use Permit to allow outdoor storage (display) and a sign variance for a proposed ground sign.

The petitioner has purchased the former Wal-Mart store on 7th Street and is planning to open up a Big R store. They are requesting to be allowed outdoor storage (display) in the parking lot along Carrie Avenue. The size of the display area would be 80 by 225 and fenced in. The Planning and Zoning Commission did not have a problem with the outdoor storage (display) but had concern on the proposed location since it is to be located along Carrie Avenue close to the entrance drive to the store. They felt that it would affect the esthetics of the entrance to the residential neighborhood just west of the store and the professional building across the street. After discussion on alternate locations they recommended that it be located at the southeast corner of the parking lot with slats on the fence on the south side facing Carrie Avenue.

The petitioner is also requesting a variance to allow the installation of a 520 square foot ground sign instead of the maximum size of 300 square feet which would be made up of a 14 foot by 14 foot sign with a 64 square foot reader board.

RECOMMENDATION

After review of the facts of the petition, the Planning and Zoning Commission recommended **Approval** of the petition for a Conditional (Special Use) Permit to allow outdoor storage (display) and a variance from Chapter 110, Article XIII, Section 110-675 (3) of the Rochelle Municipal Code to allow a 520 square foot ground sign instead of the allowable 300 square feet for property located at 1240 N 7th Street with the following condition:

- 1) That the outdoor storage (display) be located at the southeast corner of the parking lot with slats on the fence on the south side facing Carrie Avenue.

VOTE: 4-0