



City of Rochelle

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TO: David Plyman, City Manager
FROM: Kip Countryman
Building Inspector
DATE: July 2, 2013
SUBJECT: Case PZC-6-13 Taco Bell PUD-C Variance of Signs

Applicant: NJB Operations INC.
Location: 1221 Caron Road
Zoning: PUD-C Planned Unit Development Commercial
Comprehensive Plan: Planned Unit Development Commercial
Lot Size: 48,348 square foot/ 1.07 Acres

Summary

On July 1, 2013 the Planning and Zoning Commission reviewed the petition of NJB Operations (Taco Bell) for a variance to the sign ordinance in the Planned Unit Development Group for a 26 foot tall Pylon ground sign and 144 square feet of additional wall signage added to the building in the Lighthouse Point Wal Mart addition Development at Rochelle Commons 1221 Caron Road.

The Petitioner is requesting the additional signage because of the distance between highway 38 and the strip center, and is requesting to properly advertise their business for any driver attempting to locate the business from a distance on Caron Road and Highway 38.

The face or front of this strip center faces east which is adjacent to the Wal Mart parking lot which means the rear of the building faces Caron Road providing a hardship for the businesses to properly advertise to customers on Caron Road.

A representative from Warren Johnson Architects was present and gave a presentation to the P&Z commission to illustrate the locations of the additional signage.

RECOMMENDATION

After review of the facts of the case, the Planning and Zoning Commission found the applicant NJB Operations (Taco Bell) and the other tenants of Rochelle Commons have a hardship and should be allowed additional signage on the west side or rear of the building, the north and south side to properly advertise their businesses and recommended **Approval** subject to:

- 1) City staff reviewing the proposed signage for conformance with the City Code for the maximum square footage allowed for wall signage based on the frontage of the property having 2 fronts on the west and east side and 3 fronts on the north and south.

VOTE: 5-0