

# CITY OF WASHINGTON

## PLANNING & DEVELOPMENT DEPARTMENT

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### MEMORANDUM

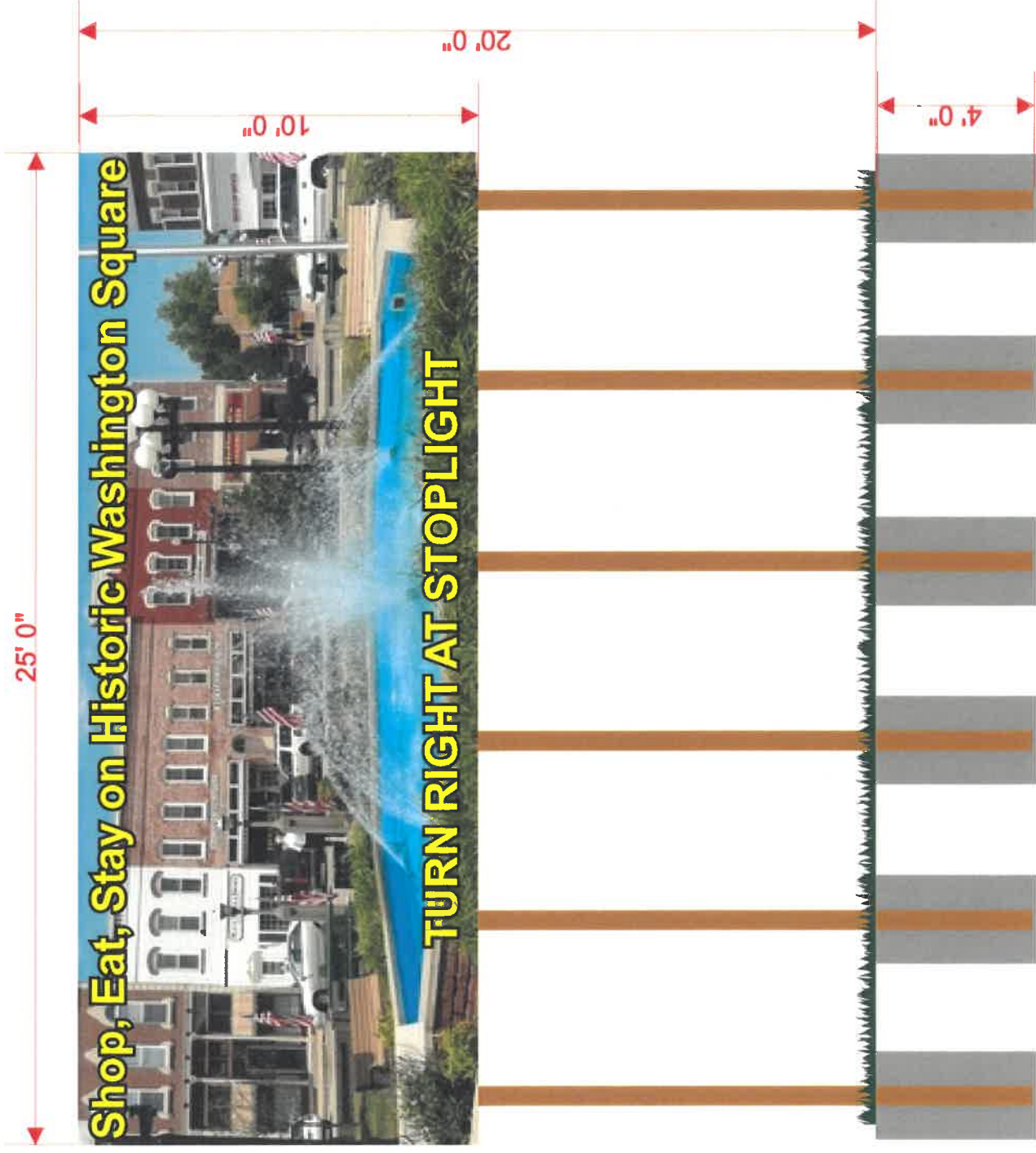
TO: Finance and Personnel Committee  
FROM: Jon R. Oliphant, AICP, Planning & Development Director  
SUBJECT: Square Off-Premise Sign  
DATE: April 13, 2017

The Square business owners have submitted a request to place a 10'x25' directional sign on the 24 corridor to direct eastbound traffic to the Historic Washington Square. The draft sign template and estimates are attached. TIF could pay for part or all of such a sign because it would be used to bring customers to the Square. Two locations were originally considered: Crossroads Church or the City's 223 property. After hearing from IDOT (which controls the jurisdiction on signs along that corridor), the Crossroads property would not be acceptable because it is not in the city limits. The 223 property is acceptable and IDOT would consider this to be an "Official Sign" as long as there is no commercial advertising. Additionally, according to the IDOT regulations, a "notification application" must be submitted to IDOT and there is no fee.

The business owners received two estimates for the installation of the sign. The lower of these is for \$4,075. They also received an estimate for the design of the sign for \$500 with an optional add-on of \$600 for the production of a high-resolution panoramic photograph of the Square. The total cost would be \$4,575 without the photography and \$5,175 with the photography.

If the sign was located on the 223 property, staff feels that the northeast corner would be the most suitable location. It would need to be as close to the Bypass as possible to be visible and there would likely be less interference with any future development on the property. Staff feels that if there was a desire to locate the sign there, it would make sense to allow for flexibility for the sign to be moved elsewhere on the property or removed altogether depending on development demands.

Staff seeks direction on how to proceed with this request. This is scheduled as an agenda item at the April 17 Finance and Personnel Committee meeting.



**10' x 25' Billboard Sign overall height approximately 20' - single sided -  
6x6 wood frame/posts - non-illuminated - full color graphics on 13 oz. vinyl -  
installed with concrete footings - \$4075.00**

# ESTIMATE

2517

FROM:

SQUARECROW CREATIVE

120 High Oak Drive / East Peoria, Illinois 61611 / 309-360-8453 / greg@squarecrow.com

TO:  
City of Washington  
  
Re: Billboard design  
  
1/26/17

DESCRIPTION:	AMOUNT:
Design billboard advertising Washington Square <i>(Includes final, high-resolution, print-ready file delivered to printing company)</i>	\$ 500.00
Optional: Professional photography <i>(Will need high-resolution, panoramic photograph of square)</i>	600.00
<b>Total without photography</b>	<b>\$ 500.00</b>
<b>Total with photography</b>	<b>\$ 1,100.00</b>

Thank you for the opportunity to submit this estimate.