

CITY OF WASHINGTON

PLANNING & DEVELOPMENT DEPARTMENT

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MEMORANDUM

TO: Mayor Manier and City Council
FROM: Jon R. Oliphant, AICP, Planning & Development Director
SUBJECT: Square Off-Premise Sign Authorization
DATE: April 27, 2017

The Square Specialty Business Owners have submitted a request to place a 10'x25' vinyl directional sign on the 24 corridor to direct traffic to the Historic Washington Square. The draft sign template for the eastbound side and cost estimates are attached. The final design will likely change slightly once a new photograph is utilized. The overall height would be 20' and would be installed with concrete footings. The sign is not proposed to be lighted. The business owners propose having a two-sided sign that would have language directing people to the Square depending on the direction they are coming from. 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 plus \$1,300 to make it a two-sided sign from Martin Sign Service out of Metamora. They also received an estimate for the graphic design of the sign for \$500 with the digital photography done at no cost by Shelby Photography (the attached quote was later revised to reflect that the photography would be done for free, per Kris Hasten of Sentimental Journey). The total not-to-exceed cost would be \$5,875 for a two-sided sign.

If the sign was located on the 223 property, staff feels that the northeast corner of the southern parcel 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.

The Finance and Personnel Committee discussed this at its meeting on April 17 and recommended approval of this request. The authorization of this request for the payment of a **not-to-exceed cost of \$5,875** for the design and installation of a two-sided Official Sign is scheduled for the May 1 City Council meeting. Staff also recommends approval of this request. If approved, a final design will be requested from the Square Specialty Business Owners and given to the Council for its consent and then the "notification application" will be submitted to IDOT for final authorization.



Martin Sign Service, Inc. | 1396 County Road 1200 E | Metamora, IL 61548
Office 309-367-2475 | Fax 309-367-2312 | www.MartinSignService.com

Quote for City of Washington:

**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**

**10' x 25' Billboard Sign overall height approximately 20' - double sided -
6x6 wood frame/posts - non-illuminated - full color graphics on 13 oz. vinyl -
installed with concrete footings - \$5375.00**

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

(Includes final, high-resolution, print-ready file delivered to printing company)

\$ 500.00

Optional: Professional photography

(Will need high-resolution, panoramic photograph of square)

~~600.00~~ Free

Total without photography

\$ 500.00

Total with photography

\$ ~~1,100.00~~ 500

Thank you for the opportunity to submit this estimate.

SHOP EAT STAY

ON THE HISTORIC WASHINGTON SQUARE



TURN RIGHT AT THE LIGHT