



CITY OF WASHINGTON, ILLINOIS

City Council Agenda Communication

Meeting Date: January 5, 2026

Prepared By: Jon Oliphant, AICP, Planning & Development Director

Agenda Item: Discussion – Variance Request by Robinson Outdoor, LLC, for a Large Billboard Variance at 1230 Peoria Street

Explanation: Robinson Outdoor, LLC, on behalf of Eagle Ridge Development Company, LLC, has submitted a variance application to allow a large billboard to be located at 1230 Peoria Street (PIN: 02-02-22-204-049). The property is zoned C-2 (General Retail). Large billboards are only allowed adjacent to roads with a maximum permissible speed limit of not less than 55 miles per hour. Additionally, the variance request includes the allowance for a large billboard to be located less than 20 feet from the property line and for the allowance of a large billboard to be located less than 500 feet from the nearest lot line of any residential zoned lot.

The subject property is located at the southeast corner of Eagle Avenue and Peoria Street (US Business Route 24) and is approximately 0.72 acres in size. Todd's Servicercenter was located on the property for decades prior to its demolition in 2021. The property has been vacant since. BR 24 is the long-established primary commercial corridor in Washington. Eagle was extended to the south approximately 400' in 2022. As a result, future access to the parcel would likely come from Eagle. Because BR 24 is under the jurisdiction of IDOT, it would need to issue a permit from its Outdoor Advertising Department in Springfield independent of the potential approval of the variance request.

Robinson Outdoor proposes the placement of an approximately 8'x16' electronic digital billboard about 16' from the intersecting front property lines abutting Eagle and Peoria. The peak height of the proposed billboard would be 19' 8.25". (Note: While the application states that the height would be 21', the attaches sign specifications sheet was revised to reflect the actual proposed height). The zoning code classifies a large billboard as "a sign which advertises goods, products, or services not sold on the premises on which the sign is located up to a maximum of six hundred seventy-two (672) square feet." A small billboard, by comparison, is also an off-premise sign that advertises goods, products, or services not sold on the premises on which the sign is located but they can only be a maximum of 64 square feet in size. A large billboard variance request from Robinson Outdoor was heard in October 2024. The PZC recommended denial of the variance and the petitioner subsequently asked that it be pulled from further consideration by the City Council.

Attached with this memo is Section 56-271(b) of the zoning code, which identifies the regulations for large billboards in the city limits. Among the parameters is that such billboards are only allowed adjacent to highways or roads where the maximum permissible speed limit is not less than 55 miles per hour. The section of BR 24 where the subject billboard is proposed has a posted speed limit of 35 miles per hour. While large billboards can be up to 30' in height, the maximum allowable height for a ground sign at this location is 25' as a property in the C-2 zoning district. Any large billboard must be placed at least 20' from any property lines. This sign is proposed to be approximately 16' from both front (north and west) property lines. Additionally, a large billboard must be located at least 500' from the nearest lot line of any residential zoned lot or any lot used for residential purposes. The proposed location is approximately 394' from the nearest residential zoned lot at 1103 Eagle.

Staff has some concerns regarding the proposed location as well as the placement of any billboards near corridors that do not allow for such off-premise signs. The proposed size is 128 square feet, compared to 200 square feet that was part of the 2024 variance request. Nearly all ground signs

advertising a single business along the BR 24 corridor are smaller than this proposed billboard. It would be just shy of 20' in height, which is relatively consistent with most other ground signs along the corridor.

Billboards are intended to draw the attention of motor vehicle traffic to the displayed message. This location is at a signalized intersection that experiences peak traffic volumes in the morning and afternoon when Central Intermediate and Primary Schools are in session. The most recent (2023) annual average daily traffic at the intersection is 16,200, which does not include the section of Eagle to the south of BR 24. Additionally, Washington Community High School is nearby and it adds to the volume. The area also experiences increased pedestrian activity frequenting the businesses on BR 24, which could result in more accidents. The vast majority of all traffic incidents reported by the Washington Police Department occur on BR 24 to the west of Wilmor Road once it widens to four lanes.

The petitioner has indicated that the billboard would “allow for the property to be developed in a first-class manner.” While the property’s location gives it demand for non-residential development, staff feels that a billboard would inhibit its development potential. Finally, the proposed sign would detract from the aesthetics of the corridor. Among the placemaking strategies within the 2023 Comprehensive Plan is to initiate a façade improvement program along BR 24, which is intended to make the corridor more inviting to residents and visitors to the city. The second year of the Washington Commercial Building and Property Improvement Grant Program was implemented in 2025.

To summarize, the variance request includes three components:

1. The allowance for a large billboard adjacent to a road with a maximum permissible speed limit of less than 55 miles per hour;
2. The allowance for a large billboard to be located less than 20 feet from the property line; and
3. The allowance for a large billboard to be located within less than 500 feet from the nearest lot line of any residential zoned lot.

Fiscal Impact: The City would not receive any revenue as a result of a large billboard being located on private property. As noted above, it figures to be more challenging to develop this property if a billboard was located near the front property lines. This would reduce the likelihood of a development that could produce increased property and sales tax generation.

Action Requested: Staff recommends denial of the variance request to allow a large billboard at 1230 Peoria Street. While digital billboards can provide useful community information, that is offset by the potential detrimental impacts. A public hearing was held by the Planning and Zoning Commission at their meeting on November 5. The PZC unanimously recommended 5-0 to deny the variance request. The PZC is an advisory body for this case and its recommendation is brought to the City Council for its consideration as part of a first reading ordinance, which was scheduled for the November 17 meeting. At that meeting, the Council voted to remove the item with the request that a representative from Robinson Outdoor attend a future meeting to answer any questions that the Council may have. A Robinson Outdoor representative will be at the January 5, 2026, meeting to address anything pertaining to the variance request.

ORDINANCE NO. _____

(Adoption of this ordinance would grant a variance to allow for the future construction of a large billboard at 1230 Peoria Street.)

AN ORDINANCE GRANTING A VARIANCE FROM THE TERMS OF THE ZONING CODE OF THE CITY OF WASHINGTON, TAZEWELL COUNTY, ILLINOIS, TO THE PROPERTY LOCATED AT 1230 PEORIA STREET FOR A VARIANCE TO ALLOW THE CONSTRUCTION OF A LARGE BILLBOARD

WHEREAS, Robinson Outdoor, LLC, on behalf of Eagle Ridge Development Company, LLC, has petitioned the City Council for a variation from the literal terms of the Zoning Code of the City of Washington for the construction of a large billboard on a property located at 1230 Peoria Street in the City of Washington;

WHEREAS, the billboard would be located adjacent to a road with a maximum permissible speed of thirty-five (35) miles per hour, which would not meet the zoning code provision that no large billboard be located adjacent to a road with a speed limit of less than fifty-five (55) miles per hour;

WHEREAS, the billboard would be located approximately sixteen (16) feet from the front property lines, which will exceed the minimum setback of twenty (20) feet; and

WHEREAS, the billboard would be located approximately three hundred ninety-four (394) feet from the nearest residential zoned lot, which will exceed the minimum setback of five hundred (500) feet;

WHEREAS, the Planning and Zoning Commission did on November 5, 2025, hold a public hearing for the purpose of hearing testimony regarding the granting of the variation to the property located at 1230 Peoria Street in the City of Washington, pursuant to property notice; and

WHEREAS, the Planning and Zoning Commission voted 5-0 to recommend denial of the granting of a variance to the City Council and directed city staff to prepare an ordinance; and

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF WASHINGTON, TAZEWELL COUNTY, ILLINOIS, does make the following specific findings of fact:

Section 1. The Petitioner, Robinson Outdoor, LLC, is the petitioner and Eagle Ridge Development Company, LLC, is the owner of the property located at 1230 Peoria Street in the City of Washington, Tazewell County, Illinois, which is more particularly described as follows:

Legal Description: SEC 22 T26N R3W BECK MERCANTILE PLACE FINAL PLAT LOT 2 NE ¼

PIN: 02-02-22-204-049

Section 2. That the findings and recommendations of the Planning and Zoning Commission are accepted and the findings of fact made by the Planning and Zoning Commission are made a part of this ordinance.

Section 3. That Section 56-258 of the Code of Ordinances of the City of Washington, provides, in part, that a “large billboard” is a sign which advertises goods, products, or services not sold on the premises on which the sign is located up to a maximum of six hundred seventy-two (672) square feet.

Section 4. That Section 56-271 (b)(1)(a) of the Code of Ordinances of the City of Washington, provides, in part, that the proposed construction of a large billboard would be adjacent to a highway where the maximum permissible speed for vehicles traveling upon such highway is thirty-five (35) miles per hour, which does not meet the maximum permissible speed limit for vehicles traveling upon such highway of not less than fifty-five (55) miles per hour.

Section 5. That Section 56-271 (b)(1)(e) of the Code of Ordinances of the City of Washington, provides, in part, that the proposed construction of a large billboard would be sixteen (16) feet from the front property lines, which is less than the required minimum of twenty (20) feet.

Section 6. That Section 56-271 (b)(1)(f) of the Code of Ordinances of the City of Washington, provides, in part, that the proposed construction of a large billboard would be approximately three hundred ninety-four (394) feet from the nearest lot line of a residential zoned lot, which is less than the required minimum of five hundred (500) feet.

Section 7. That the real estate described herein consists of approximately 0.72 acres.

Section 8. That the granting of the variance will not alter the essential character of the locality within which the property is located.

Section 9. The facts show there are practical difficulties which would result in a particular hardship if a variation were not granted.

PASSED AND APPROVED in due form of law at a regular meeting of the City Council of the City of Washington, Tazewell County, Illinois, on the _____ day of _____ 2025.

Ayes: _____

Nays: _____

Mayor

ATTEST:

City Clerk

CITY OF WASHINGTON, ILLINOIS

APPLICATION FOR VARIANCE

To have a complete application for a variance, you must submit the following:

- Signed and completed application
- Plat showing subject property and proposed site improvements
- Ownership documentation (lease, deed, mortgage, etc.)
- Application fee of \$100 payable to the City of Washington

Name(s) of Applicant(s): Robinson Outdoor, LLC

Applicant Phone Number: _____ Property ID Number (PIN): 02 02 22 204 047

Applicant Address: 50 Robinson Industrial Dr., Perryville, MO 63775

Property Owner: Eagle Ridge Development Company, LLC

Owner Address: 133A S. Main Street, Morton, IL 61550

I would like to receive correspondence by: _____ Mail ☒ _____ Email _____ Email Address: _____

Current zoning classification of the property: C-2 Current use of the property: Vacant Lot

Describe the nature of the variation you are requesting (attach dimensioned site plan):

As depicted in the attached site plan, a variance is requested to allow for the construction, installation, and operation of an Electric Digital Billboard. The sign includes 2 digital faces that are back-to-back, each face measuring 8 feet x 16 feet and overall height from ground level is 21 feet.

Describe how your property cannot yield a reasonable return, if it is required to be used only under the general conditions of your zoning classification:

The subject property has been vacant for many years. Allowing the installation of a Digital Billboard would provide current income and allow for the property to be developed in a first class manner.

To the best of your knowledge, can you affirm that the hardship described above was not created by an action of anyone having property interests in the land after the Zoning Ordinance became law? Yes ☒ No _____

If "no," explain why the hardship should not be regarded as self-imposed. (Self-imposed hardships are NOT entitled to variations.)
Not Applicable.

Describe how your situation is unique or different from any other property: The subject property has been determined to be the most optional location in the vicinity for a Digital Billboard.

Describe the alteration or change, if any, in the basic character of the neighborhood the variation, if granted, would make:
No adverse change to the character of the neighborhood would occur by the allowance of a variance for the installation of a Digital Billboard. The Digital Billboard, which will be of high quality, will provide useful information to the community.

PUBLIC HEARING: Your case will be referred with staff's recommendation to the next regularly scheduled Planning and Zoning Commission (PZC) meeting for a public hearing. The PZC meets the first Wednesday of every month at 6:30 p.m. at Five Points Washington at 380 N. Wilmor Road. At the PZC meeting, you will present your request. A variance cannot be granted by the PZC unless the PZC finds, based upon the application and evidence presented at the public hearing, that a strict application of the terms of the Zoning Ordinance imposes practical difficulties or particular hardship. The following are examples of variances that can be granted:

1. To permit the extension of a district where the boundary line of a district divides a lot in single ownership as shown of record.
2. To permit the reconstruction of a nonconforming building which has been destroyed or damaged to an extent of more than fifty percent (50%) of its value, by fire or act of God, or the public enemy, where the PZC shall find some compelling public necessity requiring a continuance of the nonconforming use, but in no case shall such a permit be issued if its primary function is to continue a monopoly.
3. To make a variance, by reason of exceptional narrowness, shallowness or shape of a specific piece of property of record, or by reason of exceptional topographical conditions the strict application of any provision of this chapter would result in peculiar and exceptional practical difficulties or particular hardship upon the owner of such property, and amount to a practical confiscation of property, as distinguished from a mere inconvenience to such owner, provided such relief can be granted without substantial detriment to the public good and without substantially impairing the general purpose and intent of the comprehensive plan as established by the regulations and provisions contained in the Zoning Ordinance.
4. To interpret the provisions of this chapter where the street layout actually on the ground varies from the street layout as shown on the district map fixing the several districts.
5. To waive the parking requirements in the business or industrial districts whenever the character or use of the building is such as to make unnecessary the full provision of parking facilities or where such regulations would impose an unreasonable hardship upon the use of the lot, as contrasted with merely granting an advantage or convenience.
6. To permit a building to be erected, reconstructed, altered, or enlarged so that the building lines would extend beyond the distance specific in this chapter into side yards or into front yards; provided that such variance may not be granted:
 - a. Unless there is a building in the block that extends beyond the distance from the front street line specified in this chapter, in which case the building line may be permitted to extend as near to the front street line as such nonconforming building;
 - b. Unless the lot is irregular in shape, topography, or size; or
 - c. Unless the street line of the lot is directly opposite the street line of a lot which is irregular in shape, topography, or size.
7. To permit in any district such modifications of the requirements of the regulations of this chapter as the Board may deem necessary to secure all appropriate development of a lot where adjacent to such lot on two or more sides there are buildings that do not conform to the regulations of the district.

Certification: To the best of my knowledge, the information contained herein, and on the attachments, is true, accurate, and correct, and substantially represents the existing features and proposed features. Any error, misstatement, or misrepresentation of material fact or expression of material fact, with or without intention, shall constitute sufficient grounds for the revocation or denial of the proposed Variance.

Donoghue W. Tuck
Signature of Applicant

10/1/25
Date

Robert A. Papp
Signature of Owner (if different)

10/1/25
Date

After receiving a completed application, the City Clerk will file notice of your request with the local newspaper and with the adjoining property owners. If you have any questions, please contact Joe Boyer, Building & Zoning Coordinator, at (309) 444-1122.

Property Information		
Parcel Number 02-02-22-204-049	Site Address 1230 PEORIA ST WASHINGTON, IL 61571	Owner Name & Address EAGLE RIDGE DEVELOPMENT COMPANY LLC 1230 PEORIA ST WASHINGTON, IL, 61571
Tax Year 2024 (Payable 2025) <input type="checkbox"/>		
Sale Status None		
Property Class 0060 - Improved Commercial	Tax Code 02021 -	Tax Status Taxable
Net Taxable Value 29,860	Tax Rate 8.736300	Total Tax \$2,608.66
Township WASHINGTON	Acres 0.7200	Mailing Address EAGLE RIDGE DEVELOPMENT COMPANY LLC 133A S MAIN ST MORTON, IL, 61550
Legal Description SEC 22 T26N R3W BECK MERCANTILE PLACE FINAL PLAT LOT 2 NE 1/4 .72 AC ****This is a short version. See the deed for full legal description****		
Public Notes 2022 = 6/6/22 split 047 see 048, 049 & 050		

Assessments							
Level	Homesite	Dwelling	Farm Land	Farm Building	Mineral	Total	Partial Building
DOR Equalized	29,860	0	0	0	0	29,860	No
Department of Revenue	29,860	0	0	0	0	29,860	No
Board of Review Equalized	29,860	0	0	0	0	29,860	No
Board of Review	29,860	0	0	0	0	29,860	No
S of A Equalized	29,860	0	0	0	0	29,860	No
Supervisor of Assessments	27,700	0	0	0	0	27,700	No
Township Assessor	27,700	0	0	0	0	27,700	No
Prior Year Equalized	27,700	0	0	0	0	27,700	No
Final values							

Billing									
Installment	Date Due	Tax Billed	Penalty Billed	Cost Billed	Drainage Billed	Total Billed	Amount Paid	Date Paid	Total Unpaid
1	06/02/2025	\$1,304.33	\$0.00	\$0.00	\$0.00	\$1,304.33	\$1,304.33	6/2/2025	\$0.00
2	09/02/2025	\$1,304.33	\$0.00	\$0.00	\$0.00	\$1,304.33	\$1,304.33	8/28/2025	\$0.00
Total		\$2,608.66	\$0.00	\$0.00	\$0.00	\$2,608.66	\$2,608.66		\$0.00

No Exemptions

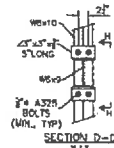
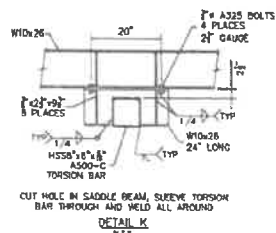
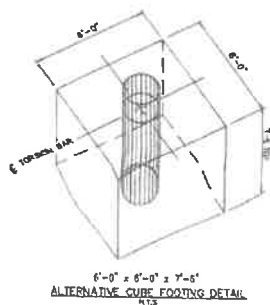
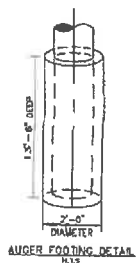
NOTE: 18" UPPER & LOWER INSIDE CATWALKS NOT SHOWN FOR CLARITY

5'-0"

SEE DETAIL A

25'-0"

Ø 3.31



All design, detailing, fabrication and construction must conform to the following codes and specifications:

- a. The International Building Code (2019/2021 Edition)
- b. American Society of Testing and Materials (ASTM) specifications,
- c. Building Code Requirements for Reinforced Concrete (ACI 318-(Current Edition)
- d. Code for Modeling in Building Construction of the American Welding Society (AWS) (Current Edition)
- e. Specification for the Design, Fabrication and Erection of Structural Steel for Bridges by the American Institute of Steel Construction (AISC) (Current Edition)

Concrete shall be ≥ 2500 P.S.I. @ 28 days

Reinforcing Straps shall be ≥ 60000 P.S.I. (50 P.C.F.)

Reinforcing Steel (Rebar) shall be ASTM A-63 Grade 60

- a. All reinforcing bars shall be lap spliced, not butt or couplings (but would reduce or destroy bond, and interfering bond has had 30 diameters reduction, except as noted)
- b. Welding must be done in accordance with AWS D1.1 3/16 inch dia. bar and surfaces not exposed to weather or in contact with ground, 3 inches for structural areas exposed to the ground and 1 inch for non-structural areas

4. Structural Wall Specifications

- a. Structural Slab and Pilotes shall be A-36
- b. W-Shapes beams shall be ≥ 50 lbs/ft Minimum
- c. Structural Walling shall be A-36 ≥ 5500 Grade 60, 8" ≥ 40 in. thick concrete shall be 10000 P.S.I. (10000 P.S.I. Type 1 or 2, ≥ 3500 lbs/ft, AWS A572 Grade 42 (≥ 50 lbs/ft) or AWS A572 Grade 50 (≥ 50 lbs/ft), (see drawing for individual member specifications)

5. Anchor Bolts (Rebar) shall be ASTM F-1554 Class 3C, unless otherwise noted

6. Welding straps shall be conforming to the AWS A-333, unless otherwise noted

7. Welding electrode shall comply with AWS D1.1 Structural Steel, E70T1

8. Design Wind Speeds 130 MPH (18.1 C)

Coastal Wind Load 3.251 PSF @ 10 ft. above the ground. (3 See Wind Curves)

Exposure Category B, $z=0-5$

9. Soil Bearing Capacity Requirements

- a. Spaced Footings shall be ≥ 1000 P.S.F.
- b. Caisson or J-pier Footing: Minimum Load Soil Bearing Capacity shall be 700 PSF @ 10 ft. ≥ 5000 P.S.F. per foot of depth. (See Section 10.1.1.1)

10. Contractor shall verify all dimensions and conditions in the field before erection and notify the Engineer of any discrepancies. Footing has been designed on the assumption that the allowable lateral bearing pressure is 300 PSF/ft² of depth (doublet per foot) @ 10 ft. Due to soil not conditions prior to construction.

11. Spacing of piles being an integral part of wall and shall be permitted. A full penetration weld at ground (per AWS D1.5) shall be used and may be performed by a certified welder. Splices shall not be within six feet of the ground depth. Welds shall be made in accordance with AWS D1.5, unless otherwise specified. Unless otherwise indicated.

12. The structure shall, as designed, be capable of supporting all the U7 design loads including up to displacement 1250.

This drawing is for permit procurement purposes only and is for the sole use of T.E.S. and its designers. Unauthorized use is strictly prohibited.

Selective Structures, LLC
811 East Avenue
Athens, TN 37303

8'-0" x 16'-0" CM, 20'V @ 10'-0" Btm H.A.G.L.
w/Up to Two 1,600# Digital Units
Located In: Washington, IL

MBI

MBI COMPANIES INC.
299 N. WEISGARTEN RD
KNOXVILLE, TN 37919
COR #: 154.004879
PHONE 865.584.0969
8101 STANLEY HWY COR 4

STRA
EXP. 11/30/06
10/20/05

DATE	10/20/70
TIME	11:45 - 1:00
PROJECT	250195-088
BY	WDR - 1970

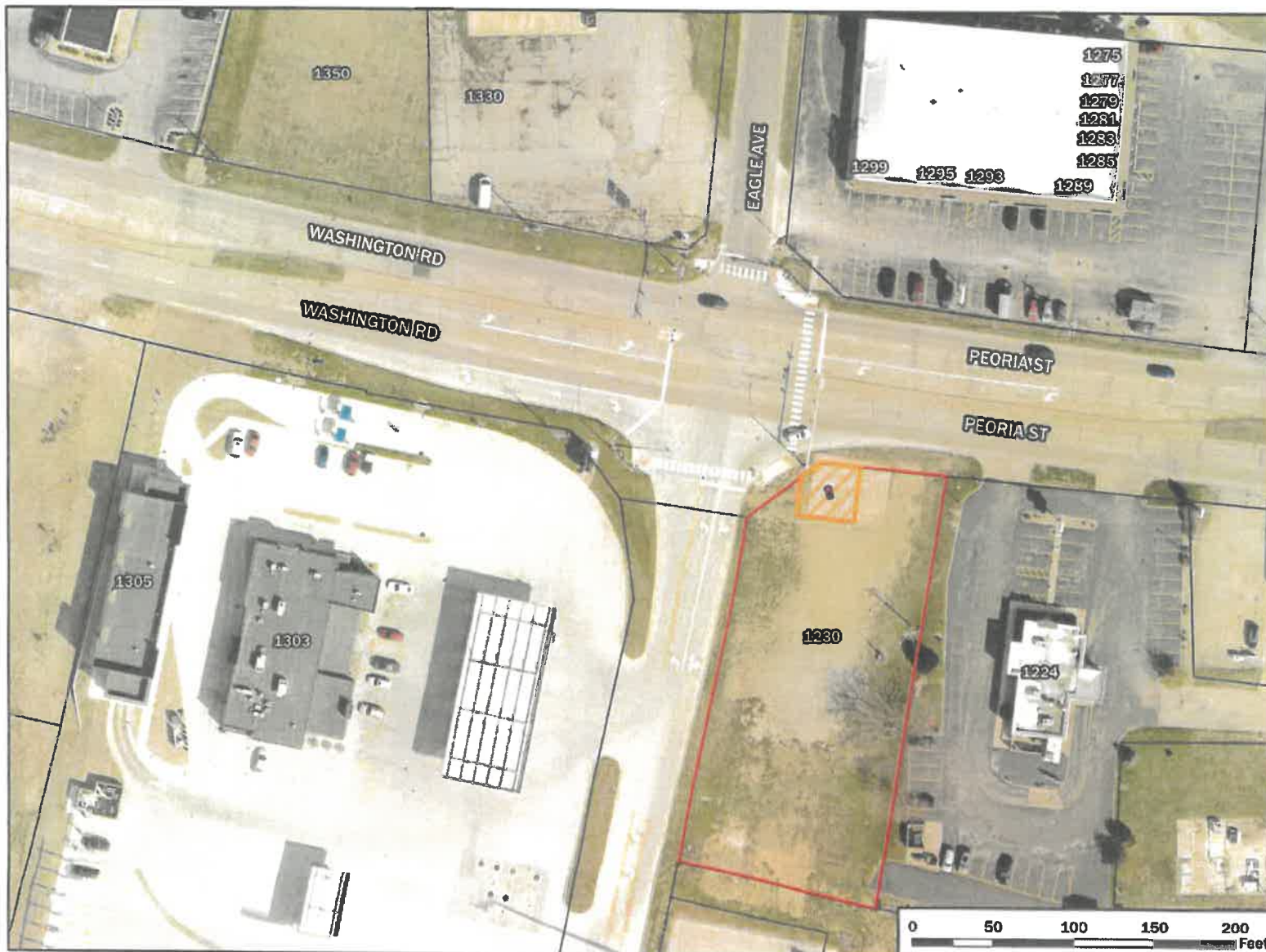


ROBINSON

Welcome to
WASHINGTON
Bi-Centennial City

ROBINSON
OUTDOOR

573.768.8100 | info@robinsonoutdoorllc.com | robinsonoutdoorllc.com



1230 Peoria St

PIN: 02-02-22-204-049

Legend

- Proposed Location
- Required Setback Point
- Proposed Signage Easement
- 1230 Peoria St
- Parcels



Date: 9/24/2024

This map indicates approximate data locations and may not be 100% accurate. Parcels are provided and maintained by Taxwell County.



1230 Peoria St

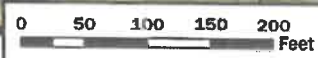
PIN: 02-02-22-204-049

Legend

- Proposed Location
- 1230 Peoria St
- Parcels
- Zoning
 - R-1A
 - C-2



Date: 9/24/2024



This map indicates approximate data locations and may not be 100% accurate. Parcels are provided and maintained by Tazewell County.

Sec. 56-271. - Billboards.

(a) Billboards of the following three types shall be allowed:

- (1) Poster panels or bulletins normally mounted on a building wall, roof, or freestanding structure with advertising copy in the form of pasted paper;
- (2) Multi-prism signs alternating advertising messages on one displayed area; and
- (3) Painted bulletins, where the advertiser's message is painted directly on a wall-mounted, roof, or freestanding display area.

(b) Billboards are prohibited in the city, except under the following conditions:

- (1) No large billboard will be permitted which advertises a business which is not located and presently being conducted on the premises on which the billboard is located, except as follows:
 - a. As may be permitted by applicable state and federal law, rules, and regulations along state and federal highways, or roads under the jurisdiction of the state or federal departments of transportation, and where the maximum permissible speed for vehicles traveling upon such highway or road is not less than 55 miles per hour;
 - b. The maximum height above grade of such large billboard shall not exceed 30 feet;
 - c. The maximum surface area of such large billboard shall not exceed 672 square feet;
 - d. The lot, block, or parcel of real estate upon which the large billboard is located must have an area of no less than 20,000 square feet, and must be zoned for commercial or industrial use;
 - e. The location of the large billboard shall be no less than 20 feet from the property line of the lot upon which the large billboard is located;
 - f. The large billboard may not be located or placed within 500 feet from the nearest lot line of any residential zoned lot, block or parcel, or any lot, block or parcel use for residential purposes;
 - g. The large billboard may not be located any closer than 1,500 feet from another such large billboard whether on the same side of the highway or road; and
 - h. The large billboard may not be located in such a place or in such a manner so as to block the view of drivers of vehicles approaching an intersection.
- (2) No small billboard will be permitted which advertises a business which is not located and presently being conducted on the premises on which the billboard is located, except as follows:
 - a. As may be permitted by applicable state and federal law, rules, and regulations along state and federal highways, or roads under the jurisdiction of the state or federal departments of transportation, and where the maximum permissible speed for vehicles

traveling upon such highway or road is not less than 55 miles per hour;

- b. The maximum height above grade of such small billboard shall not exceed 15 feet;
- c. The maximum surface area of such small billboard shall not exceed 64 square feet;
- d. The lot, block, or parcel of real estate upon which the small billboard is located must have an area of no less than 20,000 square feet, and must be zoned for commercial or industrial use;
- e. The location of the small billboard shall be no less than 20 feet from the property line of the lot upon which the small billboard is located;
- f. The small billboard may not be located within 500 feet from the nearest lot line of any residential zoned lot, block, or parcel, or any lot, block, or parcel used for residential purposes if the small billboard is lighted using internal or external means unless the small billboard is separated by a highway or road where the maximum permissible speed for vehicles is not less than 55 miles per hour. If separated by such a highway or road, the small billboard may not be located within 300 feet from the nearest lot line of any residential zoned lot, block, or parcel, or any lot, block, or parcel used for residential purposes;
- g. The small billboard may not be located any closer than 500 feet from any other billboard with the exception of small billboards that are located on opposite sides of a public street; and
- h. The small billboard may not be located in such a place or in such a manner so as to block the view of drivers of vehicles approaching an intersection.

(Code 2000, § 154.154; Ord. No. 2033, 9-3-1996; Ord. No. 2941, 6-20-2011; Ord. No. 3169, 3-7-2016)

Digital Billboards provide

COMMUNITY BENEFITS



INTRODUCTION

Digital billboards are the fastest growing form of media in the US for many reasons. They are attractive, sleek and very flexible. They offer a very valuable advertising outlet for local and regional businesses, helping businesses grow and attract customers. They are also extremely beneficial for municipalities, tourism and community communications. They are attractive for municipalities as one digital billboard location is the equivalent of 8-10 traditional billboards, occupying much more real estate within a city.

Our digital billboard network will offer advertisers a great opportunity to promote their business throughout the city, as well as many surrounding towns attracting more customers to this area. They are capable of providing community service communications by way of Weather Alerts, Missing Children & Elderly Alerts, Wanted Fugitives, Stock Market Info, Breaking News, Local, Regional and National Sports Info and more.

We would also like to extend the following offer and opportunity to the city. The city can utilize our digital billboard for the promotion of local events such as Community Festivals, Holiday Promotions, Tourism Related Events, Safety messages such as Halloween Trick-or-Treating Safety Tips, Fire Department Car Seat Checks, and more. We will offer this as a free service to the community, based on availability.

Digital billboards DO NOT allow moving or flashing content like on-premise signs, but rather just a static message before immediately changing to the next image. In Missouri and Iowa the static image changes every 8 seconds, in Illinois the static image changes every 10 seconds. There have been major public safety surveys conducted by Virginia Tech, The Tantal Institute and the DOT, all of which have concurred that digital billboards pose no risk to motorists. In fact, 80% of adults believe that digital billboards, more so than traditional billboards, actually aid motorists with relevant and real-time information, while businesses continue to increase their advertising investment across the digital billboard industry.

Thank you for your consideration of this Sign Permit. We believe that if we were to successfully gain approval, that many local businesses will see a positive financial impact from this development and your city will deliver a positive community impact through marketing and outreach.

Thank you,
Robinson Outdoor

HEARTFELT COMMUNITY MESSAGE

November 2, 2022

In the spring of 2021, the City of Mayfield, Kentucky, was contacted by Robinson Outdoor Digital Billboard Company about the possibility of the placement of a digital billboard within our community.

The ordinance was passed, and by late summer of 2021, Robinson Outdoor had installed two digital billboards on the main thoroughfare in Mayfield. Life in our beautiful small town continued its usual patterns until December 10, 2021.

On that evening an EF4 tornado roared through Mayfield, taking the lives of 24 citizens, taking EVERY city and county government building, taking the HOMES of nearly 1,500 of our people, wiping out much of the INFRASTRUCTURE of our WATER and ELECTRIC systems, taking our entire HISTORIC DOWNTOWN commercial district, and changing our lives forever. Almost as soon as those horrid winds quit blowing, though, we began to see outstretching hands offering all types of help from across our Commonwealth, and then from across the country.

On the second day after the disaster, Robinson Outdoor rolled in with much needed pallets of water. But what would follow from them truly was one of the most needed efforts we received. At no cost to our city, on those beautiful digital billboards began to appear the information that was so vital to our people for their immediate survival - where to go for FOOD, where to go for SHELTER, where to go for information for FEMA filing and other organizations offering help. For the next few months any information required by the public was in full view, 24 hours a day. This will always be what our community remembers about this company, for they truly were a lifeline to so many with this service.

We will forever be grateful to Robinson Outdoor for their help when we needed it the most, and now, for their continued partnership and support to the City of Mayfield.

Sincerely,
Mayor Kathy S. O'Nan, City of Mayfield, Kentucky

TORNADO WARNINGS ADVERTISED
OVER 7,000 TIMES
TO THE COUNTIES IN THE STORM'S PATH



CITY BENEFITS

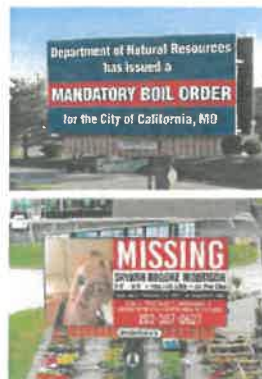
WEATHER WARNINGS: Our weather alerts are triggered by the National Weather Service to inform the community of any impending tornadoes, thunderstorms, hail or freezing weather warnings.

BOIL WATER ORDERS: When a community boil water notice is put in place, as soon as we are informed, we can put an ad on the billboard in that community to alert residents to avoid drinking water until otherwise notified.

MISSING PERSONS: Once we are alerted by local authorities, missing persons ads are posted on our billboards to assist the police on returning the person back home safely.

WANTED FUGITIVES: If we are alerted by local authorities we will advertise "wanted" fugitive ads on our billboards to assist the police on locating the person and getting them into custody.

SAFETY MESSAGES: These messages can help keep community members safe by informing them of safety tips and tricks for upcoming holidays and events and general things to remember.



COMMUNITY BENEFITS

TOURISM EVENTS: Promote community events like festivals, blood drives, conferences, workshops and so much more.

SCHOOL RELATED MESSAGES: Show support to local athletes and students by using digital billboards to encourage community school spirit.

CHARITY EVENTS: When communities host charity events, the billboard ads can encourage residents to attend and participate.

LAW ENFORCEMENT SUPPORT: Digital billboards can show support of local law enforcement and assist in community unification.

SAFETY SUPPORTING ARTICLES



FEDERAL HIGHWAY STUDY CONFIRMS DIGITAL BILLBOARD SAFETY:

The U.S. Department of Transportation Federal Highway Administration has released a landmark study declaring that digital billboards do not pose a safety risk to passing motorists. The results of this study come as no surprise. Numerous traffic studies and analyses performed in the last couple of decades have reached similar conclusions.

<https://www.fhwa.dot.gov/biotechnology/digitalbillboards/safety.cfm>

STATISTICS ON FATAL ACCIDENTS INDICATE NO CORRELATION BETWEEN DIGITAL BILLBOARDS AND TRAFFIC ACCIDENTS:

Numerous studies have been performed on whether digital billboards cause fatal accidents. The resounding finding has been that they cannot establish a cause-and-effect between digital billboards and these tragedies.



<https://www.aaa.com/traffic-safety/traffic-accidents/digital-billboards-traffic-accidents>



DIGITAL TRAFFIC SAFETY:

Research shows that billboards, even the most attention-getting, are not related to accidents. The presence of billboards does not affect the motorists' behavior, such as changing lanes or the speed of the vehicle.

<https://www.aaa.com/traffic-safety/traffic-accidents/digital-billboards-traffic-accidents>

LET'S TALK LIGHTING

Our digital billboards are perfect for 24/7 RT (Real Time) advertising and 24/7 (24/7) advertising. They are all equipped with the capability to enable automatic dimming that adjusts the brightness of the billboard based on the ambient light conditions so as to not exceed 50 foot candles above ambient light. We measured using a footcandle meter at a normal distance.

Our lighting settings meet or exceed all local, state and federal requirements, are continuously monitored, and can be adjusted remotely.

DON'T JUST TAKE OUR WORD FOR IT

HERE ARE CUSTOMER TESTIMONIALS

"We've seen a large increase in the number of customers since advertising with Robinson Outdoor. We have people every day tell us they saw our signs and didn't even know we were here, even though we have been here for 3 years."

JAY'S RV

"Great leadership in this company and top-quality design services. All-inclusive support from the entire staff. Beautiful results!"

SUBZERO WELLNESS

"Sometimes it can be difficult to visualize mental health, and Robinson Outdoor has helped us create awareness in a very professional manner. They have even allowed us to use their graphics on our social media pages as a part of a cohesive marketing plan. I highly recommend Robinson Outdoor."

BOOTHEEL COUNSELING SERVICES

"Working with the design team was so easy. They create engaging designs. Then after I say, 'Yes let's go with it!' BAM! It is up and running on the board."

HEMMAN WINERY

"They make you feel important and validated, like your business is appreciated and valued. We have had nothing but the best communication with everyone at Robinson Outdoor. Would highly recommend using this company."

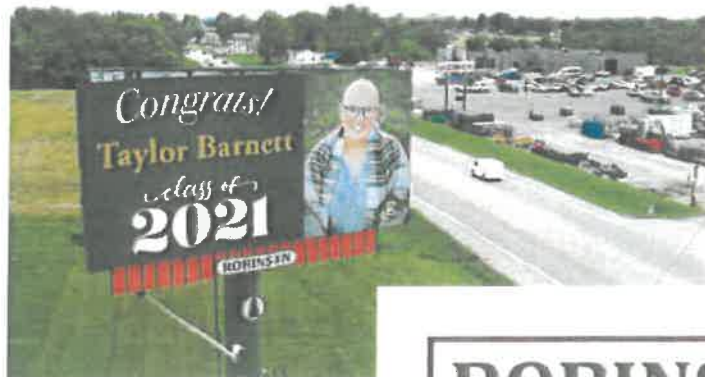
GASTORF CHEVROLET

"A customer saw our billboard, bypassed his original destination and drove to my business to make a purchase with me."

USA MATTRESS



Our goal is to bring innovative & impactful advertising to your community.



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