



## #2011-45 Shell/Circle K Special Use Permit Amendment for Signs Project Review for Planning and Zoning Commission

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<b><u>Meeting Date:</u></b>	October 5, 2011
<b><u>Requests:</u></b>	Special Use Permit Amendment to allow an electronic message center sign.
<b><u>Location:</u></b>	681 Terra Cotta Avenue
<b><u>Acreage:</u></b>	Approximately 1.1 acres
<b><u>Zoning:</u></b>	B-2 General Commercial
<b><u>Surrounding Properties:</u></b>	North B-2 PUD General Commercial South B-2 General Commercial East B-2 General Commercial West B-2 General Commercial
<b><u>Staff Contact:</u></b>	Elizabeth Maxwell (815.356.3615)

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### **Background:**

- Existing Shell Oil Circle K Convenience Store gas station, annexed in 1988 and given a Special Use Permit.
- An amendment to the SUP was approved in 2000 for exterior elevation changes including the gas pumps and signage.
- In 2007, an amendment to the SUP was approved to allow the addition of the Circle K convenience store branding.
- Current request is an amendment to the SUP to allow changes to the existing free-standing sign for an electronic message center.

### **Land Use Analysis:**

#### Zoning

- The site is zoned B-2 General Commercial and is located along Route 14 and Route 176 (Terra Cotta Avenue).
- Electronic Message Center signs are allowed as a Special Use in the B-2 zoning district.
- The existing sign is a monument sign, 8' 2" high and 14' 2" long. The actual sign copy area is 61.27 square feet.
- Signs along Route 14 are permitted to be 9' in height and 80 square feet. This sign is in compliance with the ordinance.

#### Landscape

- The UDO requires 1' of landscape for each square foot of signage. The petitioner would plant new landscape of tall ornamental grasses and junipers around the base of the sign to comply with this requirement.

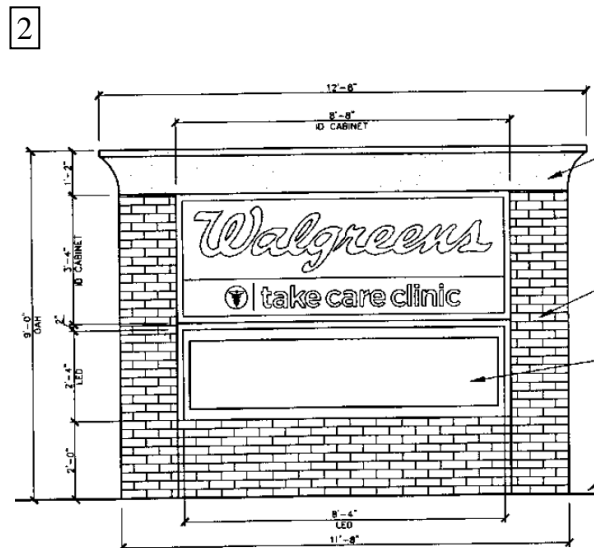
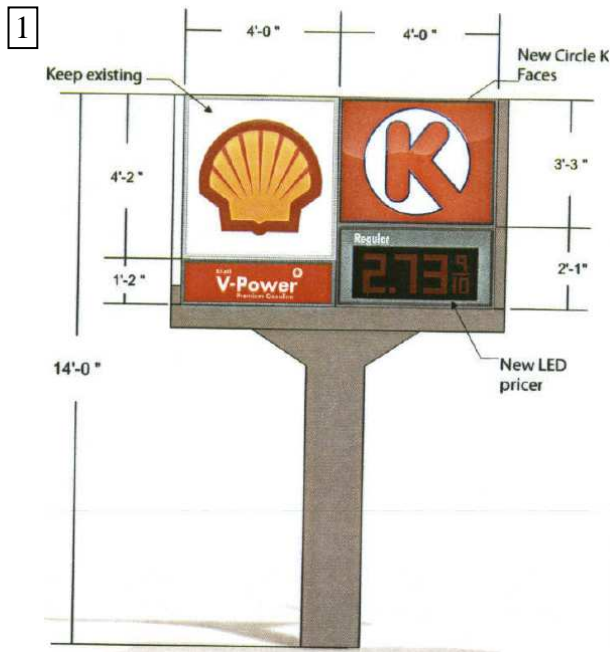
Electronic Message Center

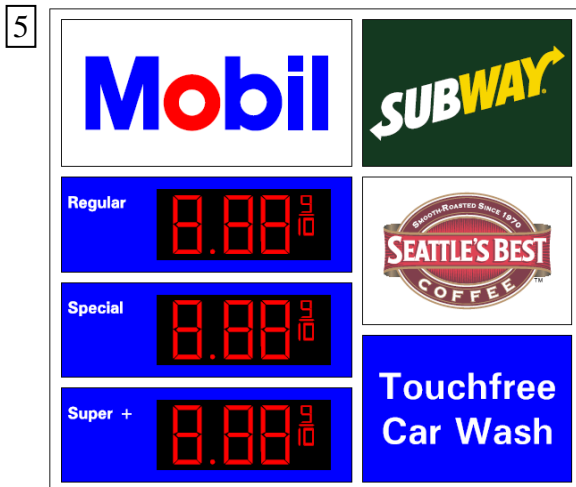
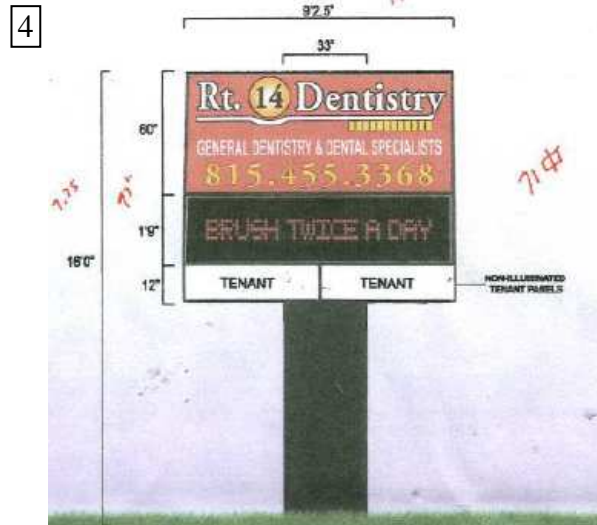
- Electronic Message Center (EMC) signs are permitted through an SUP in the B-2 zoning district and should comply with the SUP standards in the UDO. These standards are listed under the Findings of Fact.
- Gas stations are allowed an EMC as part of their SUP request.

Existing Approvals

- Numerous other EMC signs have been approved throughout the City. The following table illustrates those approvals.

	Business	Signage approved	By what means
1	Shell / Circle K	Existing free-standing sign integrated with EMC pricing sign, approved with red lights as illustrated	SUP Amendment
2	Walgreens	New free-standing sign with EMC, approved with amber lights (not built)	SUP Amendment
3	Colonial Café	New free-standing sign with EMC, approved with amber lights as illustrated	PUD Amendment
4	Rt. 14 Dentistry	New free-standing sign with EMC, approved with amber lights as illustrated	Sign Variation
5	Mobile Oil	New free-standing sign with EMC, approved with red lights as illustrated	SUP Amendment
6	Marathon	Existing free-standing sign integrated with EMC pricing sign, approved with red lights as illustrated	Sign Variation





Petitioner's proposed sign:



Integration of an EMC in place of standard changeable copy pricing area. Red lighting illustrated.

**Comprehensive Land Use Plan 2020 Vision Summary Review:**

The Comprehensive Land Use Plan designates the property in question as Commerce. Commerce represents existing retail and service commercial areas and indicates areas for future commercial uses. Within the Commerce/Office/Industry Land Use section of the Comprehensive Plan, the following goal, objective and policy is applicable to this request:

**Goal: Facilitate a dynamic and sustainable base of commercial, office and industrial uses that provide jobs, goods and services to people in the city and throughout the surrounding region, as well as a solid tax base to the city.**

**Objective #2:** Maintain a high level of business compliance with city codes and ordinances.

- Encourage businesses to adhere to regular maintenance of grounds and structures in accordance with codes and ordinances.

**Findings of Fact:**

**SPECIAL USE PERMIT**

Article 2 Section 2-400 B of the Unified Development Ordinance establishes general standards for all Special Uses in Crystal Lake. The criteria are as follows:

1. That the proposed use is necessary or desirable, at the location involved, to provide a service or facility which will further the public convenience and contribute to the general welfare of the neighborhood or community.

*Meets*                       *Does not meet*

2. That the proposed use will not be detrimental to the value of other properties or improvements in the vicinity.

*Meets*                       *Does not meet*

3. That the proposed use will comply with the regulations of the zoning district in which it is located and this Ordinance generally, including, but not limited to, all applicable yard and bulk regulations, parking and loading regulations, sign control regulations, watershed, wetlands, and flood plain regulations, Building and Fire Codes and all other applicable City Ordinances.

*Meets*                       *Does not meet*

4. That the proposed use will not negatively impact the existing off-site traffic circulation; will adequately address on-site traffic circulation; will provide adequate on-site parking facilities; and, if required, will contribute financially, in proportion to its impact, to upgrading roadway and parking systems.

*Meets*                       *Does not meet*

5. That the proposed use will not negatively impact existing public utilities and municipal service delivery systems and, if required, will contribute financially, in proportion to its impact, to the upgrading of public utility systems and municipal service delivery systems.

*Meets*                       *Does not meet*

6. That the proposed use will not impact negatively on the environment by creating air, noise, or water pollution; ground contamination; or unsightly views.  
 *Meets*                       *Does not meet*
  
7. That the proposed use will maintain, where possible, existing mature vegetation; provide adequate screening to residential properties; provide landscaping in forms of ground covers, trees and shrubs; and provide architecture, which is aesthetically appealing, compatible or complementary to surrounding properties and acceptable by community standards, as further detailed in Article 4, Development and Design Standards.  
 *Meets*                       *Does not meet*
  
8. That the proposed use will meet standards and requirements established by jurisdictions other than the City such as Federal, State or County statutes requiring licensing procedures or health/safety inspections, and submit written evidence thereof.  
 *Meets*                       *Does not meet*
  
9. That the proposed use shall conform to any stipulations or conditions approved as part of a Special Use Permit issued for such use.  
 *Meets*                       *Does not meet*
  
10. That the proposed use shall conform to the standards established for specific special uses as provided in this section.  
 *Meets*                       *Does not meet*

Additionally, Section 2-400 C of the UDO, establishes specific criteria for consideration before the issuance of a Special Use Permit for Electronic Message Center signs. Gas stations can request an EMC sign as part of their SUP approval so not all of the criteria are applicable to them.

- a. Number Permitted: One EMC Sign may be incorporated into any freestanding business sign on a property, provided that such freestanding sign would otherwise be permitted within the underlying Zoning District and subject to the following restrictions:
  - (i) Minimum Width: The zoning lot upon which an EMC may be permitted must have a minimum of 200 contiguous lineal feet of frontage that must be located on Route 14 or Route 31.  
 *Meets*                       *Does not meet*                       *Not Applicable*
  
  - (ii) Minimum Area: The zoning lot upon which an EMC may be permitted must have a minimum of 2 acres of total lot area.  
 *Meets*                       *Does not meet*                       *Not Applicable*

- (iii) Maximum Gross Surface Area: The maximum gross surface area of the EMC portion of any sign shall not exceed 32 square feet or 40% of the sign's total area; whichever is smaller. The EMC portion must occupy the bottom half of the sign. The maximum gross area of any sign within which an EMC sign is incorporated shall comply with the requirements for maximum gross surface area based on the underlying Zoning District and shall include the surface area of the EMC. The sign must be outside of the required setback and located on the middle third of the property.

Meets                       Does not meet                       Not Applicable

**The EMC portion is not the bottom 40% of the sign.**

- (iv) Maximum Height: The EMC sign, including any sign in which the EMC is incorporated, shall comply with the maximum height permitted for any sign based on the underlying Zoning District to which the property is located.

Meets                       Does not meet                       Not Applicable

- (v) Pre-existing nonconforming signs: An EMC sign cannot be incorporated into a pre-existing non-conforming sign.

Meets                       Does not meet                       Not Applicable

- (vi) Minimum Design Standards: The EMC sign shall meet all the following design conditions:

- I. The EMC unit must be equipped with both a programmed dimming sequence as well as an additional overriding mechanical photocell that adjusts the brightness of the display to the ambient light at all times of day. Such programming and mechanical equipment shall be set so that the EMC, at night or in overcast conditions, will be no more than 40% of the daytime brightness level.

Meets                       Does not meet                       Not Applicable

- II. All EMCs located on properties adjacent to residential uses must be extinguished from 11:00 p.m. until 7:00 a.m. This restriction shall apply regardless of the location of the EMC on the property.

Meets                       Does not meet                       Not Applicable

- III. The message area of an EMC can be illuminated by white or amber incandescent lamps, LED (light-emitting diode) or magnetic discs.

Meets                       Does not meet                       Not Applicable

**The EMC is illustrated with red lights. One of the conditions of approval is that the sign have white or amber lighting.**

- IV. The EMC unit must have the “flash” feature disabled and messages shall have a 5-minute “hold” time except for time and temperature messaging which may have a shorter duration, but no less than 1 minute or separate the sign into two areas – one for the message and the other for the time and temperature.
- Meets*       *Does not meet*       *Not Applicable*
- V. The messages displayed on the EMC may only transition from one message to another by either fading or dissolving to black with another message appearing immediately thereafter, without movement or other transition effects between messages.
- Meets*       *Does not meet*       *Not Applicable*
- VI. Except as otherwise provided herein, all messages displayed on the EMC must be static and may not reflect movement, flashing, scrolling or changes in shape or size of messages or portions of messages. Streaming and/or live-time video may not be displayed and this function of the EMC must be disabled.
- Meets*       *Does not meet*       *Not Applicable*
- VII. The EMC unit must be equipped to override commercial messages for emergency situations such as an “Amber Alert” or other such acute public emergencies, but such override authority for public emergencies shall not exceed 48 total hours within any two week period. The owner of the EMC unit is requested to cooperate with the City of Crystal Lake in order to allow the City to exercise its override authority.
- Meets*       *Does not meet*       *Not Applicable*
- VIII. The EMC sign must be set in a manner that the display will turn dark in case of a malfunction.
- Meets*       *Does not meet*       *Not Applicable*
- (vii) A free-standing sign may have not more than 2 sign faces. Freestanding signs with more than one sign face must be designed to have the sign faces attached back to back to the support structure. No V-shape freestanding EMC signs shall be permitted.
- Meets*       *Does not meet*       *Not Applicable*
- (viii) The EMC unit shall otherwise comply with all other provisions of Article 4-1000 of the Crystal Lake Unified Development Ordinance (“Signs”), including, but not limited to, the prohibition of Off-Premise Signs.
- Meets*       *Does not meet*       *Not Applicable*

**Recommended Conditions:**

If a motion to recommend approval of the Special Use Permit Amendment is granted, the following conditions are recommended:

1. Approved plan, to reflect staff and advisory board comments, as approved by the City Council:
  - A. Application (Corporate ID Solutions, received 02/23/11).
  - B. Signage Exhibit (Corporate ID Solutions, dated 03/23/10, received 9/13/11)
  - C. Landscape Plan Exhibit (Corporate ID Solutions, dated 03/23/10, received 09/13/11).
2. A Special Use Permit Amendment is hereby granted to allow the EMC sign.
3. Future changes to the signage, which meet all requirements of the Unified Development Ordinance, shall not be required to amend the Special Use Permit.
4. The EMC sign is required to meet the criteria listed in 61.A.vi (except VII).
5. The petitioner shall comply with all of the requirements of the Planning and Economic Development and Engineering and Building Departments.



# City of Crystal Lake Development Application

Office Use Only  
File # \_\_\_\_\_

Project Title: Circle K / Shell 681 Terra Cota

### Action Requested

- Annexation
- Comprehensive Plan Amendment
- Conceptual PUD Review
- Final PUD
- Final PUD Amendment
- Final Plat of Subdivision
- Preliminary PUD
- Preliminary Plat of Subdivision
- Rezoning
- Special Use Permit
- Variation
- Other

Stamp: SEP 13 2011

### Petitioner Information

*Acme Feet*  
 Name: Corporate ID Solutions  
 Address: 5563 N. Elston  
Chicago, IL 60630  
 Phone: 773 763 9600  
 Fax: 773 763 9606  
 E-mail: afrok@corporateid  
solutions.com

### Owner Information (if different)

Name: Circle K / Shell  
 Address: 422 Jonathan Moore Pike  
Columbus, IN 47201  
 Phone: 317 378 1772  
 Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_

### Property Information

Project Description: a upgrade of existing Gas Price sign from manual reader Board to LED Price sign.

Project Address/Location: 681 Terra Cota, Crystal Lake, IL

PIN Number(s): 14-31-401-020

**Development Team**

Please include address, phone, fax and e-mail

Developer: \_\_\_\_\_

Architect: \_\_\_\_\_

Attorney: \_\_\_\_\_

Engineer: \_\_\_\_\_

Landscape Architect: \_\_\_\_\_

Planner: \_\_\_\_\_

Surveyor: \_\_\_\_\_

Other: Corporate Identification Solutions / Sign Contractors

**Signatures**

Auna Toke Auna Toke 9/9/11

PETITIONER: Print and Sign name (if different from owner) Date

As owner of the property in question, I hereby authorize the seeking of the above requested action.

See letter of Authorization

OWNER: Print and Sign name Date

NOTE: If the property is held in trust, the trust officer must sign this petition as owner. In addition, the trust officer must provide a letter that names all beneficiaries of the trust.



## LETTER OF AUTHORIZATION

July 5, 2011

TO WHOM IT MAY CONCERN,

This letter authorizes Corporate Identification Solutions, Inc. to install signs at the following location as detailed in the site drawings enclosed.

Circle K  
681 Terra Cota  
Crystal Lake, IL

Corporate Identification Solutions, Inc. is authorized to secure permits and variances required by the local governing body.

Circle K

By   
Authorized Agent

11-45<sup>e</sup>

**PUBLIC NOTICE**

**BEFORE THE PLANNING AND  
ZONING COMMISSION  
OF THE CITY OF CRYSTAL LAKE  
MCHENRY COUNTY, ILLINOIS**

IN THE MATTER OF THE PETITION  
OF Corporate Identification Solutions inc., on behalf of Circle K /  
Shell Service Station

**LEGAL NOTICE**

Notice is hereby given in compliance with the Unified Development Ordinance of the City of Crystal Lake, Illinois that a public hearing will be held before the Planning and Zoning Commission of the City of Crystal Lake upon the application of Corporate Identification Solutions, on behalf of Circle K / Shell Service Station, for approval of a Special Use Permit Amendment relating to the following described real estate commonly known as 681 Terra Cotta Avenue, Crystal Lake, Illinois 60014, PIN: 14-31-401-020

This application is filed for the purposes of seeking a Special Use Permit Amendment to allow an electronic message center sign, pursuant to Article 2 Section 2-300 and Section 2-400 61: Electronic Message Center Signs and Article 9-200 D. Plans for this project can be viewed at the City of Crystal Lake Community Development Department at City Hall.

A public hearing before the Planning and Zoning Commission for this request will be held at 7:30 p.m. on Wednesday, October 26, 2011, at the Crystal Lake City Hall, 100 West Woodstock Street, at which time and place any person determining to be heard may be present.

Tom Hayden, Chairperson  
Planning and Zoning Commission  
City of Crystal Lake  
(Published in the Northwest Herald  
September 20, 2011)

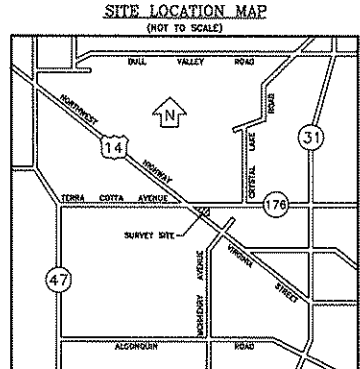
CURVE DATA				
CURVE	RADIUS	ARC	CHORD	CHORD BEARING
1	19.00	12.74	12.60	S 75°-26'-56" W

**PLAT OF SURVEY**  
 Prepared By  
**MARCHESE AND SONS, Inc.**  
 land - marine - construction surveys  
 No. 184-002762  
 10 Monaco Drive Roselle, Illinois 60172 Phone : (630) 894-5680  
 FAX : (630) 894-8869

**TERRA COTTA AVENUE**  
 (ALSO KNOWN AS ILLINOIS ROUTE 176)

**VIRGINIA STREET**  
 (ALSO KNOWN AS ILLINOIS ROUTE 14 AND NORTHWEST HIGHWAY)

**PROPERTY DESCRIPTION**  
 PART OF THE SOUTHEAST QUARTER OF SECTION THIRTY-ONE, TOWNSHIP FORTY-FOUR NORTH, RANGE EIGHT, EAST OF THE THIRD PRINCIPAL MERIDIAN, DESCRIBED AS FOLLOWS: COMMENCING ON THE NORTH AND SOUTH QUARTER SECTION LINE, AT A POINT 82.1 FT. SOUTH FROM THE CENTER OF SAID SECTION THIRTY-ONE, SAID POINT ALSO BEING ON THE SOUTHERLY RIGHT OF WAY LINE OF THE STATE HIGHWAY ROUTE 176 (EXTENDED WESTERLY); THENCE SOUTH 09°-42' EAST ALONG THE SOUTHERLY RIGHT OF WAY LINE OF SAID STATE HIGHWAY (EXTENDED AS AFORESAID) 12.12 FT. TO A POINT FOR A PLACE OF BEGINNING; THENCE SOUTH 89°-42' EAST ALONG SAID HIGHWAY LINE, 247.68 FT. TO AN IRON STAKE; THENCE SOUTH 07°-18' WEST 198.6 FT. TO AN IRON STAKE; THENCE NORTH 89°-42' WEST 158.88 FT. TO AN IRON STAKE ON THE NORTHEASTERLY RIGHT OF WAY LINE OF STATE HIGHWAY KNOWN AS U.S. 14; THENCE NORTH 25°-22' WEST SAID HIGHWAY LINE, 43.31 FT. TO AN IRON STAKE; THENCE NORTH 36°-41' WEST ALONG SAID HIGHWAY LINE, 138.28 FT. TO AN IRON STAKE ON THE AFORESAID NORTH AND SOUTH QUARTER SECTION LINE; THENCE NORTH ON SAID QUARTER SECTION LINE, 46.2 FT. TO AN IRON STAKE ON THE EASTERLY RIGHT OF WAY LINE NEAR THE JUNCTION OF SAID U.S. HIGHWAY 14 AND ROUTE 176; THENCE IN AN EASTERLY DIRECTION ALONG SAID RIGHT OF WAY LINE, BEING A CURVE TO THE RIGHT (WITH A RADIUS OF 25.0 FT.) A DISTANCE OF 12.77 FT. TO THE PLACE OF BEGINNING, IN MC HENRY COUNTY, ILLINOIS.  
 CONTAINING 42882 SQUARE FEET OR 0.9844 ACRES MORE OR LESS.



North

LOT 1

GROWMARK SUBDIVISION  
 RECORDED NOVEMBER 8, 1984 AS DOCUMENT NO. 98331

PIN NO. = 14 - 31 - 401 - 020  
 ADDRESS = 681 TERRA COTTA AVENUE  
 CRYSTAL LAKE, ILLINOIS

SCALE : ONE INCH = FIFTEEN FEET  
 ORDER NO.: 06-15066  
 ORDERED BY : MS. MICHELLE KNAPP  
 FOR SHELL OIL COMPANY

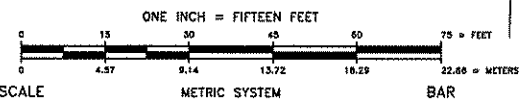
COMPARE ALL POINTS BEFORE BUILDING BY SAME AND AT ONCE REPORT ANY DIFFERENCE. FOR BUILDING LINE AND OTHER RESTRICTIONS NOT SHOWN HEREON REFER TO YOUR CONTRACT, DEED, TITLE INSURANCE POLICY AND ZONING ORDINANCE. BASIS OF THE BEARINGS SHOWN HEREON HAVE BEEN ASSUMED.

STATE OF ILLINOIS S.S.  
 COUNTY OF DUPAGE

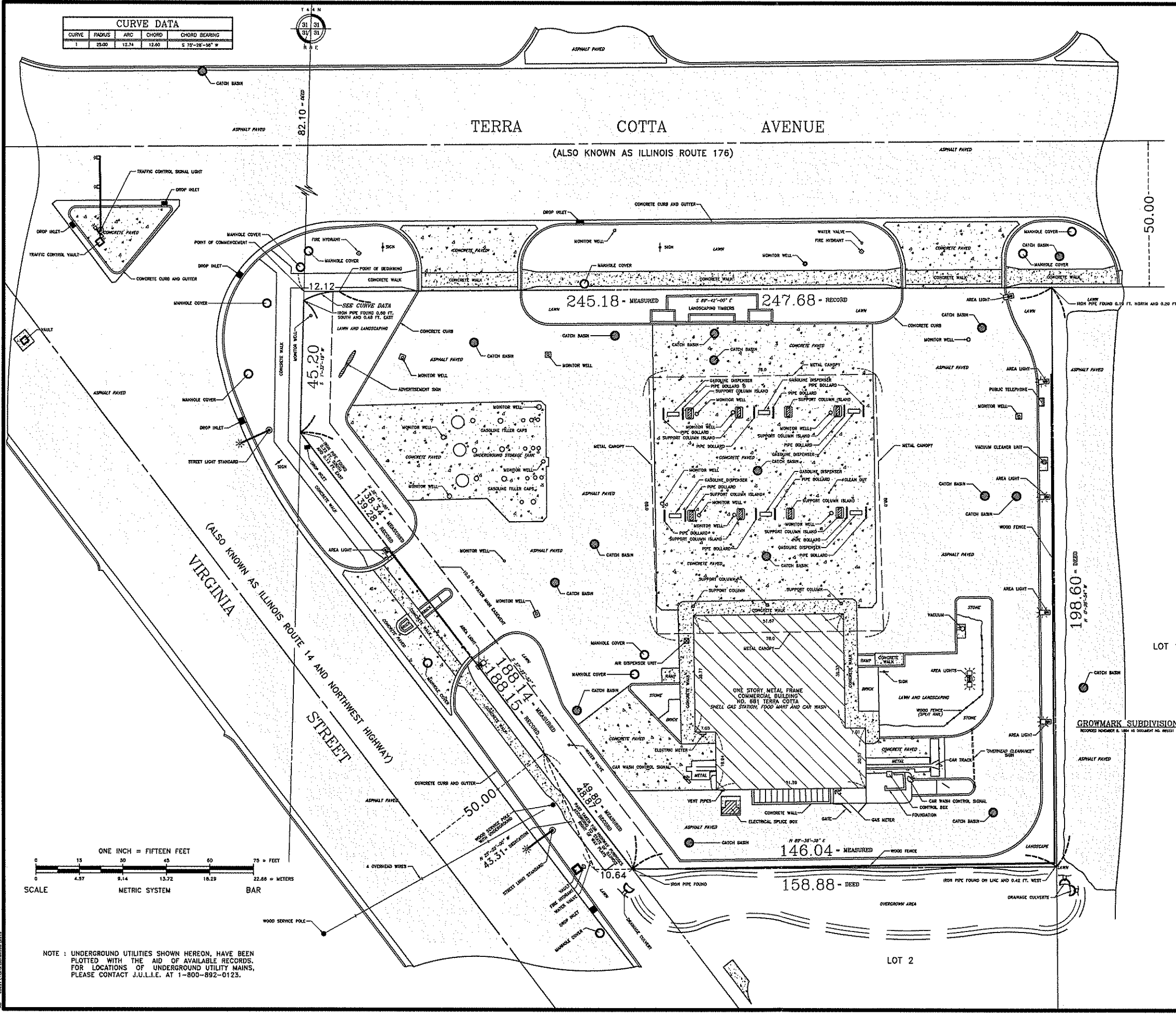
I, PAUL N. MARCHESE, HEREBY CERTIFY THAT I HAVE SURVEYED THE ABOVE DESCRIBED PROPERTY AND THAT THE PLAT HEREON DRAWN IS A CORRECT REPRESENTATION OF SAID SURVEY. THIS PROFESSIONAL SERVICE CONFORMS TO THE CURRENT ILLINOIS MINIMUM STANDARDS FOR A BOUNDARY SURVEY.

DATED AT ROSELLE, SEPTEMBER 11, 2006

ILLINOIS LICENSED PROFESSIONAL LAND SURVEYOR NO. 2461  
 MY CURRENT LICENSE EXPIRES ON NOVEMBER 30, 2009

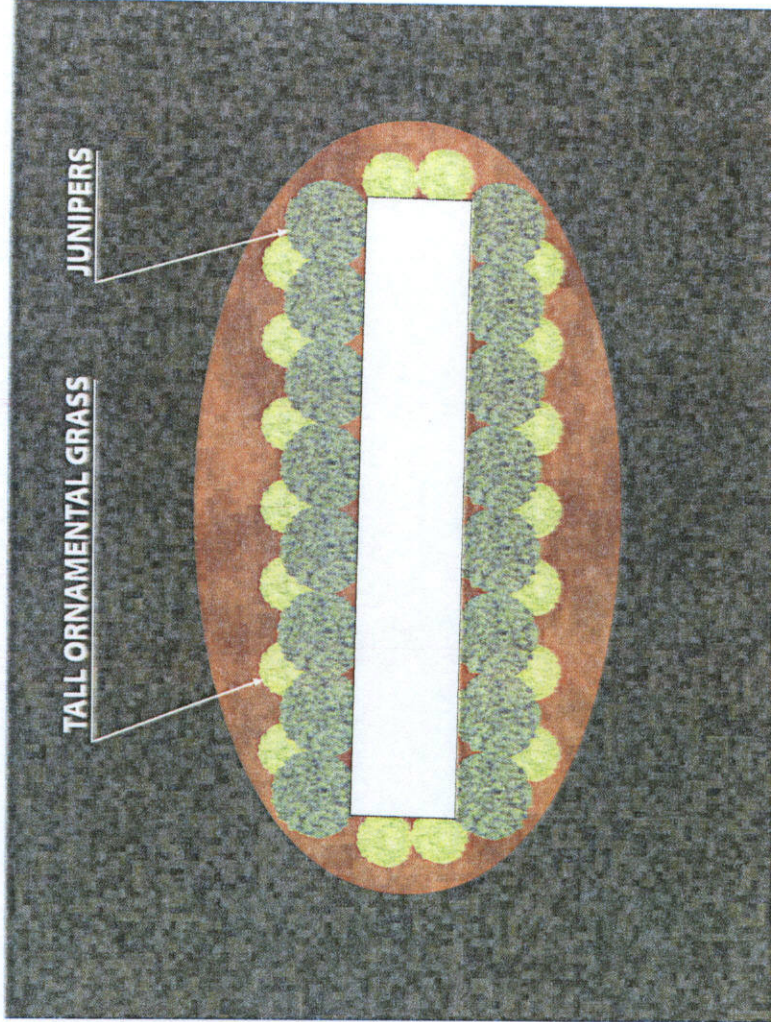


NOTE : UNDERGROUND UTILITIES SHOWN HEREON, HAVE BEEN PLOTTED WITH THE AID OF AVAILABLE RECORDS. FOR LOCATIONS OF UNDERGROUND UTILITY MAINS, PLEASE CONTACT J.U.L.I.E. AT 1-800-892-0123.





**CIRCLE K**  
**6720-1284: Crystal Lake, IL**



**PROPOSED LANDSCAPING**

**CUSTOMER ACCEPTANCE**

THIS DRAWING IS THE PROPERTY OF CORPORATE DESIGN SOLUTIONS, INC., CHICAGO, ILLINOIS. SUCH RIGHTS ARE RESERVED. THIS DRAWING IS THE PROPERTY OF CORPORATE DESIGN SOLUTIONS, INC. BY WAY OF A SIGN, THIS DRAWING MAY NOT BE COPIED OR REPRODUCED IN WHOLE OR IN PART, NOR IS IT TO BE LOANED, REPRODUCED, TRANSMITTED, OR OTHERWISE DISSEMINATED TO ANY OTHER PARTY, WITHOUT THE PRIOR WRITTEN CONSENT OF CORPORATE DESIGN SOLUTIONS, INC.

CUSTOMER ACCEPTANCE: \_\_\_\_\_ DATE: \_\_\_\_\_

CUSTOMER: CIRCLE K  
 STORE #: 6720-1284

LOCATION: Crystal Lake, IL  
 CIS ACCOUNT REP: Ben DeLayes

SHEET: 02/02  
 DATE: 3/23/10  
 DRAWN BY: AG  
 REVISION: R4  
 SCALE: NTS

NOTES:  
 CORPORATE DESIGN SOLUTIONS  
 5200 N. FOSTER STREET  
 CHICAGO, IL 60643  
 773.852.2000 / 773.852.2005



CORPORATESOLUTIONS.COM

# CORPORATE IDENTIFICATION SOLUTIONS

Site #:		136999	
Name:		Shell Phase 2	
Address:		681 Terra Cotta	
City:		Crystal Lake	IL
Surveyor Name:		Ron Cooper	
Survey Date:		07/29/06	
Zip:		N/A	

## Plot Plan

Note: E2, E3, E4, E5, E6, & E7 are panels within E.1 pylon.

