



#2011-59

City of Crystal Lake

Project Review for Planning and Zoning Commission

Meeting Date: December 7, 2011

Zoning Requests: UDO Text Amendment for Gasoline Station Electronic Pricing Signs.

Staff Contact: Latika Bhide 815.356.3615

Background:

- At the November 1st City Council meeting, the Council referred the proposed Unified Development Ordinance (UDO) Text Amendment regarding Electronic Message Center signs for pricing only for gasoline service stations to the Planning and Zoning Commission (PZC) for a public hearing.
- Currently, gasoline station pricing signs are treated as electronic message center signs and therefore require a Special Use Permit approval.
- The pricing signs must meet the criteria for electronic message center signs that are established in Article 2, Land Use of the UDO, most of which are not applicable to these signs.
- It was therefore recommended that gas station pricing signs be regulated separately from other electronic message center signs.

Discussion:

- Over the past few years, a number of gas stations have requested SUP amendments or variations to allow electronic message center signs for pricing.
- Gasoline stations are required to maintain an accurate rate of gas prices which can change daily.
- Petitioners have indicated that these electronic signs are more reliable and safer than the price card method, which is becoming obsolete due to the new technology available. The petitioners have also indicated that since electronic signs update instantly, they assist in maintaining the most accurate gas price.
- A photo survey of all gasoline stations within City limits is attached for the Commissions reference.

Recommendation:

If the PZC and Council's direction is to allow gasoline station pricing EMCs without the requirement to request a SUP or SUP amendment, the following changes to the UDO are recommended:

Section 2-300 Permitted Uses Table

TABLE 2-300 PERMITTED USES TABLE																	
		F	E	RE	R-1	R-2	R-3A	R-3B	O	B-1	B-2	B-4	M-L	M	W	USE CRITERIA	NAICS
Service Uses Continued																	
Signs	Electronic Message Center (EMC) Signs <u>except</u> <u>Gasoline</u> <u>Station</u> <u>Electronic</u> <u>Pricing</u> <u>Signs</u>										S					2-400C-61	
	<u>Gasoline</u> <u>Station</u> <u>Electronic</u> <u>pricing</u> <u>signs</u>										<u>L</u>	<u>L</u>	<u>L</u>	<u>L</u>		<u>2-400C-62</u>	

Section 2-400 Limited and Special Use Criteria

61. Electronic Message Center (EMC) Signs except Gasoline Station Electronic Pricing Signs

All Electronic Message Center (EMC) Signs except Gasoline Station Electronic Pricing Signs must comply with the following criteria:

62. Gasoline Station Electronic Pricing Signs

All Gasoline Station Electronic Pricing Signs must comply with the following criteria:

- a. Electronic pricing (EP) signs are permitted only on properties where a Special Use Permit for a gasoline station has been previously granted by the City.
- b. The EP sign may be incorporated into one (1) freestanding business sign on the property. A new freestanding sign incorporating an EP portion must meet all the Ordinance requirements for that sign.
- c. The maximum gross surface area of the EP portion of the sign shall not exceed 20 square feet.
- d. The EP portion of the sign shall meet all the following design conditions:
 - A. The EP 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 electronic pr, at night or in overcast conditions, will be no more than 40% of the daytime brightness level;
 - B. The EP unit must be illuminated by white or amber incandescent lamps, LED (light-emitting diode) or magnetic discs;
 - C. The pricing displayed on the EP unit may only transition from one message (price) to another by either fading or dissolving to black with another message appearing immediately thereafter, without movement or other transition effects in between;
 - D. Except as otherwise provided herein, all messages displayed on the EP unit 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 is not permitted and this function of the EMC must be disabled; and
 - E. The EMC sign must be set in a manner that the display will turn dark in case of a malfunction.

**City of Crystal Lake
Development Application**

Office Use Only
File # 2011-59

Project Title: UDO Text Amendment

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 UDO Text Amendment

Petitioner Information

Name: City of Crystal Lake
Address: 100 W. Woodstock Street
Crystal Lake, IL 60014
Phone: 815-356-3615
Fax: 815-479-1647
E-mail: planning@crystallake.org

Owner Information (if different)

Name: _____
Address: _____
Phone: _____
Fax: _____
E-mail: _____

Property Information

Project Description: UDO Text Amendment for gasoline station electronic pricing signs

Project Address/Location: NA

PIN Number(s): NA

Development Team

Please include address, phone, fax and e-mail

Developer: _____

Architect: _____

Attorney: _____

Engineer: _____

NA

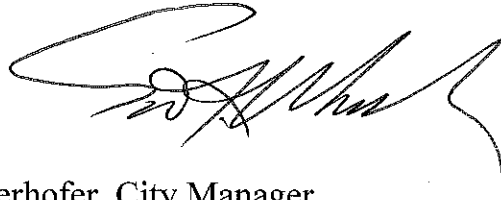
Landscape Architect: _____

Planner: _____

Surveyor: _____

Other: _____

Signatures



Gary J. Mayerhofer, City Manager

12-1-11

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.

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.

PUBLIC NOTICE

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

IN THE MATTER OF THE PETITION
OF The City of Crystal Lake

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 for the purposes of seeking a text amendment to the Unified Development Ordinance to allow electronic pricing signs for gas stations. Information about this amendment can be obtained through the City of Crystal Lake Planning & Economic Development Department at 815-356-3615.

A public hearing before the Planning and Zoning Commission for this request will be held at 7:30 p.m. on Wednesday December 7, 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
November 22, 2011)



RESOLUTION

WHEREAS, the Mayor and City Council of the City of Crystal Lake have determined that the Planning and Zoning Commission consider an amendment to the Unified Development Ordinance, regarding Article 2 Land Use to permit Electronic Message Centers for pricing only for gasoline service stations, without requiring a Special Use Permit.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF CRYSTAL LAKE, MCHENRY COUNTY, ILLINOIS, as follows:

SECTION I: That the Mayor and City Council request the Planning and Zoning Commission, pursuant to Article 9-100 of the Crystal Lake Unified Development Ordinance, to conduct a hearing to consider the abovementioned text amendment to the Unified Development Ordinance.

SECTION II: That the Mayor and City Council request the Planning and Zoning Commission to make those recommendations with regard to this matter within the time established by the Unified Development Ordinance to the Mayor and City Council.

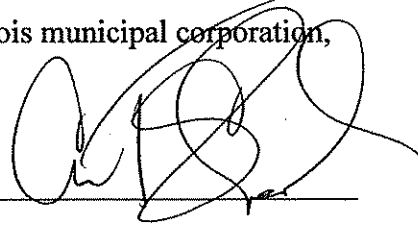
SECTION III: That the City Clerk is directed to file a copy of this Resolution to the Chair of the Planning and Zoning Commission for appropriate consideration and hearing.

Dated at Crystal Lake, Illinois, this 1st day of November 2011.

CITY OF CRYSTAL LAKE, an

Illinois municipal corporation,

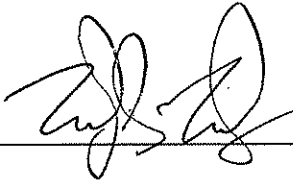
By:

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MAYOR

SEAL

ATTEST

A handwritten signature in black ink, consisting of several loops and a long horizontal stroke at the end, positioned above a horizontal line.

CITY CLERK

PASSED: November 1, 2011

APPROVED: November 1, 2011

PHOTO SURVEY - Gasoline Stations

Location	EMC	EMC Details	Picture	Picture
7615 Route 176 (CITGO)	NO			
681 Terra Cotta Ave (Shell/Circle K)	Approved (Not installed)	12 SF (61.27 SF total) Amber LED 8' 2" high		

<p>471 W. Virginia Street (Gas Depot)</p>	<p>YES</p>	<p>≈ 7 SF (50 SF total) Red LED 15' high</p>		
<p>451 W. Virginia Street (Mobil)</p>	<p>YES</p>	<p>19.83 SF (49.43 SF total) Amber LED 14' 8 1/2" high</p>		

<p>415 W. Virginia Street (Phillips 66)</p>	<p>NO</p>	<p>No EMC (48 SF total) 16' high</p>		
<p>339 W. Virginia Street (Marathon)</p>	<p>NO</p>	<p>No EMC (50 SF total) 13' high</p>		

<p>281 W. Virginia Street (BP Maverick)</p>	<p>NO</p>	<p>No EMC (66 SF total) 16' high</p>		
<p>220 W. Virginia Street (Shell)</p>	<p>NO</p>	<p>No EMC (72 SF total) 16' high</p>		

<p>770 Virginia Road (Marathon)</p>	<p>YES</p>	<p>≈ 16 SF (50 SF total) Red LED 12' high</p>	 <p>A tall, white sign with a blue top section featuring the Marathon logo. Below the logo, three digital displays show gas prices: 3.36, 3.60, and 4.05. The sign is set against a clear blue sky with some trees and a traffic light visible in the background.</p>	 <p>A wide-angle shot of a Marathon gas station canopy. The canopy is white with blue and red stripes along the edge. The word 'MARATHON' is printed in blue on the front edge. Several gas pumps are visible under the canopy. The sky is clear and blue.</p>
<p>4811 Northwest Highway</p>	<p>YES</p>	<p>3.4 SF (60 SF total) Amber LED 18' high</p>	 <p>A tall, white sign with a red and yellow Shell logo at the top. Below the logo, a digital display shows the price '3.32'. The sign also features the 'V-Power' logo at the bottom. The sign is set against a clear blue sky with a white truck and some bushes visible in the background.</p>	 <p>A wide-angle shot of a Shell gas station canopy. The canopy is white with a yellow and red stripe along the edge. A sign on the canopy advertises 'COFFEE 99¢'. Several gas pumps and cars are visible under the canopy. The sky is clear and blue.</p>

<p>4410 Northwest Highway (Marathon)</p>	<p>YES</p>	<p>192 SF total excluding EP Amber LED</p>		
<p>250 N. Route 31 (Mobil)</p>	<p>Approved (Not installed)</p>	<p>20 SF (60 SF total) Red LED 15' high</p>		

<p>280 N Route 31 (Shell/ Circle K)</p>	<p>YES</p>	<p>8.33 SF (42.67 SF total) Red LED 14' high</p>		
<p>90 Brink Street (Marathon)</p>	<p>NO</p>	<p>No EMC (50 SF total) 13' 11" high</p>		