



Clear Channel Project – W. Grant Highway, Marengo, IL

Project Summary

Clear Channel Outdoor, LLC is applying for a conditional use permit to allow for the conversion of one 12'x24' off-premises, advertising sign from its current printed condition to a new, 12'x24' digital display panel. The sign structure will remain in the same place it is in right now and the height of the proposed digital display will similarly remain the same. The existing sign structure currently has electrical power running to it, so no new power source is required. To account for the additional weight of the new display panel, some structural updates/upgrades are required, the details of which will be provided to the County at a later date.

Section 16.56.030EE – Project Checklist

1. No off-premises commercial advertising sign may be located within one hundred (100) feet of any residential zoning district or residential structure located in an agricultural zoning district. When an off-premises commercial advertising sign one hundred and fifty (150) square feet or larger in size is located within five hundred (500) feet of a residential zoning district, or within five hundred (500) feet of a residential structure within an agricultural zoning district, a conditional use permit is required.

The proposed site is not within 100 feet of a residential zoning district, nor a residential structure in an agricultural zoning district. We are applying for a conditional use permit as a result of the size of the sign being in excess of 150 SF.

2. Each off-premises commercial advertising sign must be located at least three hundred (300) feet from another off-premises advertising sign.

All other off-premises commercial advertising signs are more than 300 feet of the subject sign.

3. Off-premises commercial advertising signs must be located at least five (5) feet from any side lot line and ten (10) feet from a street lot line.

See included survey.

4. Off-premises commercial advertising signs are limited to a maximum height of thirty-five (35) feet, as measured from the grade of the roadway.

Existing sign structure total 30 feet in height.

5. Off-premises commercial advertising signs are limited to a maximum sign area of two hundred sixty (260) square feet unless the sign is oriented to an Interstate Highway with a posted speed limit in excess of fifty-five (55) miles per hour, in which case the maximum sign area is four hundred (400) square feet.

The current printed and proposed digital displays are in excess of the allotted 260 SF. Clear Channel is seeking a conditional use to allow for an increase of the sign square footage to 288.

6. Off-premises commercial advertising signs are limited two (2) sides placed either back-to-back or in a V-type configuration, provided that the angle between V-type mounted sign faces does not exceed forty-five (45) degrees. If the angle between two (2) sign faces is greater than forty-five (45) degrees, the sign area is computed as the sum of the areas of the two (2) faces (see Figure 16.72-3).

The configuration of the both the existing and proposed sign structure is in compliance with the current standards above.

7. Off-premises commercial advertising signs shall be maintained in sound structural condition and shall comply with all building and electrical codes.

Clear Channel Outdoor, LLC fully intends to keep the sign structure in good repair and to comply with all building and electrical codes.

8. Off-premises commercial advertising signs shall not create obstacles or traffic hazards by distracting or confusing motorists, impairing motorists' ability to see pedestrians, read other traffic signs, or see other vehicles.

****Add language from lighting safety information****

The proposed digital display with not complain any animation, motion, or flashing lights and will be limited messages changes only every 10 seconds. See included information on lighting safety and light studies.

9. A conditional use permit is required for all digital off-premises commercial advertising signs. In addition, digital off-premises commercial advertising signs must meet the following standards:
 - a. Each message or image displayed on a digital off-premises commercial advertising signs must be static or depicted for a minimum of ten (10) seconds. Animation, streaming video, and images that move or give the appearance of movement are prohibited.

The propose digital display with not complain any animation, motion, or flashing lights and will be limited messages changes only every 10 seconds. See included information on lighting safety and light studies.

- b. A digital off-premises commercial advertising sign must not exceed a maximum illumination of three-tenths (0.3) footcandles above the ambient light level when measured from a distance equal to the square root of the square footage of the sign multiplied by one hundred. (measurement distance = $(\text{sign area}) \times 100$) All digital off-premises commercial advertising signs must have ambient light monitors installed, which automatically adjust the brightness level based on ambient light conditions.

Clear Channel adheres to the lighting regulations/guidelines set forth by the Outdoor Advertising Association of America (OAAA), which includes a maximum illumination of (0.3 footcandles) above the ambient light level. Furthermore, Clear Channel installs light monitors on all of it is structures containing digital displays to ensure appropriate light intensity levels, given the ambient light conditions.

- c. In response to complaints, the Zoning Enforcement Officer may require that the owner of a digital off-premises commercial advertising sign submit a certification demonstrating that the sign complies with the maximum illumination standards.

This can be submitted as requested.

- d. All digital off-premises commercial advertising sign must be programmed to automatically revert to a full black screen in the event of a malfunction.

All Clear Channel Outdoor digital displays are capable of full black screen reversion.

- e. Conversion of an existing non-digital off-premises commercial advertising sign to a digital off-premises commercial advertising sign is subject to the following:
 - (1) A conforming off-premises commercial advertising sign may be converted to a digital sign with approval of a conditional use permit.

Great to hear!!!

- (2) A nonconforming off-premises commercial advertising sign within a district that permits such signs may be converted to a digital off-premises commercial advertising sign if the nonconformity is remedied (i.e., the sign is brought into compliance) and a conditional use permit is approved.

Through this conditional use permit application process and subsequent approval, this Clear Channel Outdoor sign structure will be in compliance with current standards.

- (3) A nonconforming off-premises commercial advertising sign within a district that does not permit such signs may not be converted to a digital off-premises commercial advertising sign.

The current zoning district does not prohibit the use of off-premises digital commercial advertising signs.

- 10. The owner of a digital off-premises commercial advertising sign shall provide the County with space for public service announcements including Amber Alerts, weather related evacuations, or other emergency situations.

Clear Channel Outdoors' policy is to make its digital displays available to local government agencies for various public service announcements. Furthermore, the software is configured to allow for amber alerts, FBI messages and other time-sensitive emergency messages to be posted immediately.

11. An off-premises commercial advertising sign may be utilized to display a noncommercial message under the same standards as the display of a commercial message, unless otherwise allowed or restricted by State laws including, but not limited to, the Illinois Election Code and/or 10 ILCS 5/1-1 *et seq.* as enforced by State Board of Elections or other appropriate officials.

Agreed and understood.