



Eldridge Board of Adjustment January 05, 2023, 6:00 p.m., Eldridge City Hall

Minutes

The Eldridge Board of Adjustment meeting was called to order by Karl Donaubaauer at 5:58 p.m. at Eldridge City Hall on January 5, 2023. Board members present were Karl Donaubaauer, Dean Ferguson, Bob Kuehl, Paul Hayungs and Eric Gruenhagen. Also present was Jeff Martens, Tony Rupe, Bruce Cheek, Danny Marler and Joe Zrostlik.

The minutes from the previous meeting were presented. A motion was made by Hayungs to approve the minutes, seconded by Gruenhagen. Motion carried 5-0 by voice vote.

Donaubaauer reviewed the ground rules of the public hearing process.

Public Hearing opened at 6:00 p.m. Consideration of a Use on Review and Variance application submitted by Danny Marler, Project Manager for Robinson Outdoor, 50 Robinson Industrial Dr., Perryville, MO 63775, to build and operate an Off-Premise Advertising sign (billboard) at 110 S. 9th Ave. A use on review is required because this location is in a C-3 zone. Two variances would also be required at this location:

Variance 1: To build this sign within 1,000 feet of a residential neighborhood

Variance 2: To build this sign within 2,640 feet of another Off-Premise Advertising Sign

Martens gave an overview of the project and reviewed pertinent city code related to the project. He stated that due to the location and rules laid out in city code for variances that the city could not recommend approval of this project at this location. Martens then read a letter submitted by the Eldridge-North Scott Chamber of Commerce stating that they had been approached by project manager Danny Marler and that the project seemed to have value for the Chamber and the City as long as all city requirements were met. Martens also read a letter of opposition from Cornerstone Baptist Church Trustee Board in opposition of the project stating that it would detract from line of sight of current businesses and that it doesn't meet the requirements for a variance per city code.

Marler then gave an overview of the project. He said that Eldridge's distance requirements in comparison to other communities are quite strict. He also stating that any unused portions of advertising space on the billboard, generally 10-15%, would be available to the city, including police and fire departments, and the chamber of commerce free of charge to promote events, fundraisers, weather alerts, missing children, etc. He gave examples of how this is used in other communities and referred to how it helped Mayfield, Kentucky during recent tornadoes in that community.

Eric Gruenhagen

Karl Donaubaauer
Dean Ferguson

Paul Hayungs
Bob Kuehl

Zrostlik talked about being approached by Robinson Outdoor and summarized the process that led him to the decision to potentially enter into an agreement with them. He said he thought about it for awhile before agreeing. He thinks if another billboard is going to be put on LeClaire Road this is probably the best location and thinks it would be beneficial to the community.

Public Hearing closed at 6:26 p.m.

No other public comments were made in person or in writing.

The Board discussed the proposal and asked a few questions. Marler answered questions about the size, height and angle of the sign saying it would be approximately 12' off the ground extending another 12' in the air. It would be in a "V" shape pointed toward LeClaire Road so no light would be shining south toward the residential area in that direction.

The code itself was discussed and questions were asked about it. Councilman Cheek said he would like to see the council look at this ordinance to see if updates would be in order. Gruenhagen voiced his support for this. Gruenhagen also said he would like comparisons made to other towns close to, or similar in size, to ours to see what their ordinances are for billboards.

Gruenhagen asked Marler if he would be willing to make a presentation to the City Council on this issue. Marler said he would.

Ferguson made a motion to table further action until the council had a chance to review the ordinance. Hayungs seconded the motion.

During the general discussion a reminder was given to the board about the upcoming expiration of the Use on Review for the property at 880 S. 1st Street owned by Ashley Atkins. Martens had prepared a Notice and Order to send to her and stated that prior to drafting this document he had sent an email to Atkins on December 12 asking if she would like to schedule a hearing to ask for an extension prior to the expiration of the Use on Review on January 31, 2023. No response to that email was given by Atkins. The Board agreed the best option moving forward is to send the Notice and Order. Martens said he would mail it on Friday, January 6, 2023.

Motion to adjourn by Hayungs at 7:13 p.m. Second by Ferguson. Motion carried 5-0 by voice vote.

Respectfully submitted,
Jeff Martens
Assistant City Administrator