

ORDINANCE NO. 2016-12

**AN ORDINANCE GRANTING A VARIANCE TO
THE ROCKFORD PARK DISTRICT (MAGIC WATERS PROPERTY)
TO SECTION 6-41 COMMERCIAL SIGNS, OF THE CODE OF ORDINANCES
FOR THE VILLAGE OF CHERRY VALLEY, ILLINOIS,**

WHEREAS, the Rockford Park District has previously petitioned the Village of Cherry Valley for variances to commercial signage located on the Magic Waters property located within the Village of Cherry Valley, Illinois; and

WHEREAS, the Board of Trustees previously reviewed the request for variances and granted the variances in accordance with the terms as set forth in Ordinance No. 2010-8, passed on April 20, 2010; and

WHEREAS, the Rockford Park District has petitioned the Village of Cherry Valley for additional variances to commercial signage located on the Magic Waters property located within the Village of Cherry Valley, Illinois; and

WHEREAS, the Board of Trustees has reviewed the request for variances and will grant the variances in accordance with the terms as set forth in this Ordinance; and

WHEREAS, in order to grant said variance, it is necessary to enact an Ordinance.

NOW, WHEREFORE, be it ordained by the President and Board of Trustees for the Village of Cherry Valley, Illinois, as follows:

SECTION 1: Variances to Section 6-41 of the Code of Ordinances for the Village of Cherry Valley, Illinois, shall be and hereby are granted to the Rockford Park District for its property commonly known as Magic Waters, legally described in Exhibit A and mapped in Exhibit B, as follows:

- (a) A forty (40) foot high electronic message sign may be installed subject to other size limitations as set forth by Village Ordinances.

(b) The electronic message board referenced in Subparagraph (a) above, shall allow the Rockford Park District to advertise its events and attractions, and those of its contracted facility and attraction naming rights sponsors

(c) Permissible sponsors and advertising would include family-friendly companies and messages as reviewed by Rockford Park District management.

(c) The Village of Cherry Valley may use the message board at no cost for Village events when the message board has not already been committed to Rockford Park District related announcements.

(d) The following variances shall be allowed to be attached to the "Splash Blaster" attraction at Magic Waters and shall allow for off site advertising.

1. Conveyor incline – signage size shall not exceed forty (40) feet in length and three (3) feet in height.

2. First drop – signage shall not exceed twenty-four (24) feet in length and eight (8) feet in height.

3. First incline – signage shall not exceed twenty-four (24) feet in length and eight (8) feet in height.

SECTION 2: This Ordinance shall be read in conjunction with Ordinance number 2010-8; to the extent that this Ordinance expands or is inconsistent with the provisions contained in Ordinance number 2010-8, the provisions in this Ordinance shall control.

SECTION 3: This Ordinance shall be in full force and effect from and after its approval, passage and publication in pamphlet form.

PASSED UPON MOTION BY: NANCY BELT

SECONDED BY: DAVID SCHROEDER

BY ROLL CALL VOTE THIS 29TH DAY OF MARCH, 2016

AS FOLLOWS:

VOTING "AYE": NANCY BELT, JEFF FUSTIN, DAVID SCHROEDER
AND PRESIDENT JIM E. CLAEYSSEN

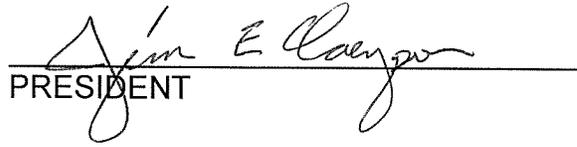
VOTING "NAY": NONE

ABSENT, ABSTAIN, OTHER; STEPHEN APPELL, SALLY HOLLEMBEAK
AND GARY MAITLAND

ATTEST:

APPROVED MARCH 29, 2016


CLERK


PRESIDENT

Renderings of Proposed Variance

HIGHWAY MONUMENT SIGN

Prepared by Tim Bragg and Nathan McDonald, Rockford Park District - FEB 23, 2016

REQUESTED ACTION

1. Modify proposed monument size from 30' height to 40' height
2. Allow electronic message board (LED screen) to be used for content by Magic Waters, Cherry Valley and sponsor(s)



CURRENT MONUMENT SIGN

Total Dimensions	10'-4" (w) x 21'(h)
Panel Surface	1,375 sq-ft
Viewing Distance (estimated)	250 ft

Current sign is a wooden structure with aluminum composite panels affixed to the main face, double-sided. There is a light attached to one of the posts for uplighting on the main panel.



PROPOSED MONUMENT

Total Dimensions	22'-6" (w) x 40'(h)
Panel Surface	2,960 sq-ft
Viewing Distance (estimated)	350 ft

Photo rendering for estimating sign scale/height only. This is not the proposed location. See next page for proposed location.

Original proposed monument was for a 30-foot height. This revised monument is for a 40-foot height. The estimated viewing distance is around the length of a city block.

