

To: **Planning Commission**
From: **Melissa Sonnek, City Planner**
Date: **May 18, 2021**

PC Case 21-04 - Conditional Use Permit for an Electronic Graphic Display Sign in a B4 – Shopping Center District at 1365 Robert St. – Albrecht Sign Co.

REQUEST:

Albrecht Sign Company, on behalf of Tumble Fresh, has applied for a conditional use permit (CUP) to allow a sign with an electronic graphic display in a B4 – Shopping Center District at 1365 Robert Street.

ATTACHMENTS:

Application
Public Notice
Submitted Plans



EXISTING LAND USES AND ZONING:

	Land Use	Zoning
Subject Property	Commercial <i>(Previously Perkins)</i>	B4 – Shopping Center
Properties to North	Commercial <i>(Office Building)</i>	B1 – Limited Business
Properties to East	Residential <i>(Augustana Church)</i>	B3 – General Business
Properties to South	Commercial <i>(Lucky China)</i>	B4 – Shopping Center
Properties to West	Commercial <i>(Bingo Palace)</i>	B4 – Shopping Center

ANALYSIS:

Zoning Ordinance

Section 153.435 (G) General Signage Provisions states,

Electronic changeable copy sign, electronic graphic display sign requirements.

- 1) Mode of operation.
 - (a) Signs shall only be allowed to operate in static mode.
 - (b) Animation, motion, or video displays are prohibited.
 - (c) Any change from one static display to another must be instantaneous and shall not include any distracting effects, such as dissolving, spinning or fading.
- 2) Minimum display time. The minimum display time for electronic graphic display signs shall be eight seconds.
- 3) Color.
 - (a) Electronic graphic display signs may use multiple colors within the display but the use of color shall not create a distraction or a hazard to the public health, safety or welfare.
 - (b) No portion of the display may change in color or color intensity in any manner.
 - (c) Each line of text in any direction shall be uniform in color.
- 4) Distance between signs.
 - (a) Electronic changeable copy signs and electronic graphic display signs must be located at least 75 feet from any other electronic changeable copy sign, electronic graphic display sign as measured in a straight line.

PROPOSED SIGNAGE:

The proposed electronic graphic display sign will replace the existing Perkins pylon sign. The proposed sign measurements are as follows,

- Total Height – 12 feet, 11 15/16 inches
- Total Width – 6 feet, 9 inches
- Total Signage Area – 56.21 square feet (*H 8' 3 15/16" by W 6' 9"*)
 - Static Signage – 31.78 square feet (*H 4' 8 1/2" by W 6' 9"*)
 - Graphic Display Signage – 24.43 square feet (*H 3' 7 7/16" by W 6' 9"*)

The proposed sign structure meets the height and size requirements as outlined in the Zoning Code (maximum of 20 ft. tall and 200 sq. ft.). Staff does not foresee any issues with the proposed sign as long as it conforms to section 153.435 (G) as listed above. Therefore, City Staff is recommending as a condition of approval that all signage shall adhere to the aforementioned section.

Proposed graphics to be displayed –
Cannot regulate signage based on content –

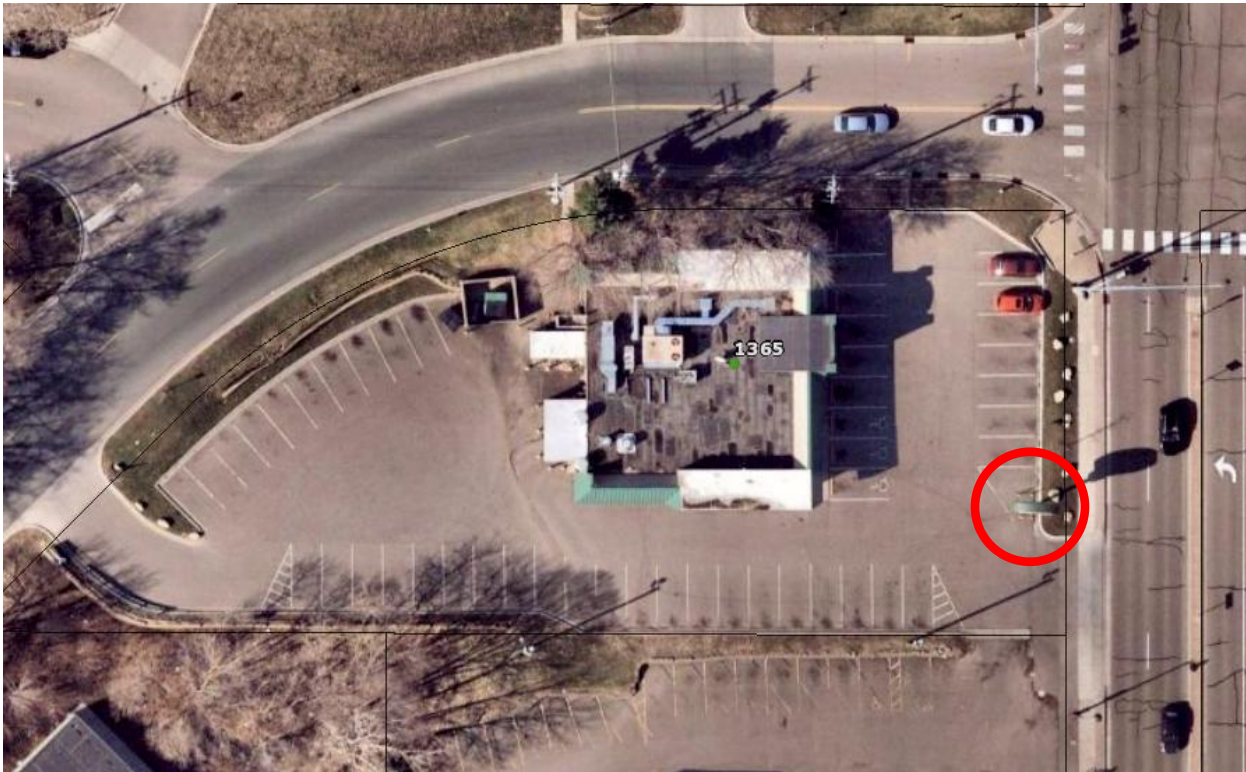


The bottom example of signage has two different colored texts along the bottom line, code requires that all text along one line to be one continuous color. Therefore, this would have to be changed.

Proposed sign location -

The new monument style sign will be in approximately the same location as the existing pylon sign, just north of the Robert St. entrance on the eastern side of the site (see image on the next page).

Sign Location -



STAFF RECOMMENDATION:

Staff recommends the APPROVAL of the Conditional Use Permit to allow a sign with an electronic graphic display in a B4 – Shopping Center District at 1365 Robert St., subject to the following conditions:

1. The applicant shall apply for and obtain all applicable sign permits with the City of West St. Paul, and
2. The proposed signage shall comply with section 153.435 of the zoning code.