



Planning Commission Agenda

Wednesday, January 8, 2025

6:30 PM

City Council Chambers

(Any times listed are approximate – please note that items may be earlier or later than listed on the agenda)

1. **Call to Order**
2. **Roll Call**
3. **Approval of Agenda**
4. **Review of Minutes**
 - a. Review December 4, 2024 Minutes
5. **Communications and Recognitions**
6. **Public Hearing**
7. **Business**
 - a. **PF24-016:** Reconsideration of a request by Clear Channel Outdoor MSP for a City Code amendment to Title 10, Chapter 1010, *Sign Regulations*, to allow two (2) lawful pre-existing non-conforming off-site billboards to be converted to dynamic/digital (LED) displays, as well as additional modifications to §1010.10 Dynamic Displays in support of changing the duration from 25 seconds to 8 seconds and modifications to maximum daylight illumination from 5,000 nits to 6,500 nits.
8. **Commission Direction on Commission Member Initiated Agenda Items**
9. **Adjourn**


REQUEST FOR COMMISSION ACTION

Date: **1/8/2025**
Item No.: **4.a.**

Department Approval

Agenda Section
Review of Minutes

Item Description: Review December 4, 2024 Minutes

- 1
 - 2 **Application Information**
 - 3 N/A
 - 4
 - 5 **Background**
 - 6 N/A
 - 7
 - 8 **Staff Recommendation**
 - 9 N/A
 - 10
 - 11 **Requested Planning Commission Action**
 - 12 Review the December 4, 2024 minutes and make a motion to approve subject
 - 13 to requested corrections.
 - 14
 - 15 **Alternative Actions**
 - 16 N/A
 - 17
 - 18
- Prepared by:**
- Attachments:** 1. December 4, 2024 Minutes



**Planning Commission Regular Meeting
City Council Chambers, 2660 Civic Center Drive
Draft Minutes – Wednesday, December 4, 2024 – 6:30 p.m.**

- 1 **1. Call to Order**
2 Vice-Chair Schaffhausen called to order the regular meeting of the Planning Commission
3 meeting at approximately 6:30 p.m. and reviewed the role and purpose of the Planning
4 Commission.
5
- 6 **2. Roll Call**
7 At the request of Vice-Chair Schaffhausen, City Planner Thomas Paschke called the Roll.
8
9 **Members Present:** Vice-Chair Karen Schaffhausen, and Commissioners Tammy
10 McGehee, Pamela Aspnes, Matthew Bauer and Erik Bjorum.
11
12 **Members Absent:** Chair Michelle Pribyl, and Commissioner Kruzal
13
14 **Staff Present:** City Planner Thomas Paschke and Community Development
15 Director Janice Gundlach
16
- 17 **3. Approve Agenda**
18
19 **MOTION**
20 **Member McGehee moved, seconded by Member Bjorum, to approve the agenda as**
21 **presented.**
22
23 **Ayes: 5**
24 **Nays: 0**
25 **Motion carried.**
26
- 27 **4. Review of Minutes**
28
29 **a. November 6, 2024, Planning Commission Regular Meeting**
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31 **MOTION**
32 **Member Bjorum moved, seconded by Member McGehee, to approve the**
33 **November 6, 2024, meeting minutes as revised.**
34
35 **Ayes: 5**
36 **Nays: 0**
37 **Motion carried.**
38
- 39 **5. Communications and Recognitions:**
40

41 Member Bauer announced he will be resigning from the Commission effective
42 December 31, 2024, as he will be joining the City Council.

43
44 **a. From the Public:** *Public comment pertaining to general land use issues not on this*
45 *agenda, including the 2040 Comprehensive Plan Update.*

46
47 None.

48
49 **b. From the Commission or Staff:** *Information about assorted business not already on*
50 *this agenda, including a brief update on the 2040 Comprehensive Plan Update*
51 *process.*

52
53 None.

54
55 **6. Public Hearing**

56
57 **a. A request by BFA, Inc., on behalf of Wal-Mart, for a Conditional Use for the**
58 **Pre-existing Building and Site, the Proposed Improvements to the Parking Lot,**
59 **and the Construction of a 2,500 square foot Online Pickup and Delivery**
60 **Addition at 1960 Twin Lakes Parkway (PF24-018)**

61
62 Vice-Chair Schaffhausen opened the public hearing for PF24-018 at approximately
63 6:40 p.m. and reported on the purpose and process of a public hearing. She advised
64 this item will be before the City Council on December 27, 2024.

65
66 City Planner Paschke summarized the request as detailed in the staff report dated
67 December 4, 2024.

68
69 Member McGehee asked if this was essentially a drive-thru.

70
71 City Planner Paschke stated it is not, it is a walk-up pickup. The customer parks and
72 calls into the store and the items are then brought to the car.

73
74 Member Bauer asked if there would be a change in signage.

75
76 City Planner Paschke stated some modifications have already been made but are not
77 material to the Zoning Code. There were modifications made to the entry area, which
78 were approved by the City Engineer and Public Works Director.

79
80 Member Bjorum asked about the number of parking stalls.

81
82 City Planner Paschke stated no additional stalls will be added.

83
84 Member Aspnes asked about the aerial view of the area. The current pickup area will
85 be relocated to the area indicated on the drawing.

86

87

Public Comment

88
89 Mr. Craig Winkelmann, from BFA Inc., applicant, stated he read the staff report and
90 all is correct. The expansion is not open to the public and is just for the associates of
91 the store. Freezers and refrigerators will be in that area. He indicated the location of
92 the pickup area, noting the current pick-up area will become regular parking spaces.

93
94 Member Bauer encouraged the applicant to look at the garbage that accumulates in
95 the parking lot.

96
97 Mr. Winkelmann explained it is difficult to deal with the garbage on site design but
98 they will look at keeping the area clean. They are also working with the architects and
99 he will mention to them about adding more trash receptacles throughout the parking
100 lot.

101
102 No one else appeared to address the Commission.

103
104 Vice-Chair Schaffhausen closed the public hearing at 6:52 p.m.

105
106 **MOTION**

107 **Member McGehee moved, seconded by Member Bjorum, to recommend to the**
108 **City Council approval of the proposed Conditional Use for the Pre-existing**
109 **Building and Site, the proposed improvements to the parking lot, and the**
110 **construction of a 2,500 square-foot online pickup and delivery addition at 1960**
111 **Twin Lakes Parkway (PF24-018).**

112
113 **Ayes: 5**

114 **Nays: 0**

115 **Motion carried.**

116
117 **7. Other Business**

118
119 **a. Approve 2025 Variance Board & Planning Commission Meeting Calendar**

120
121 City Planner Paschke reviewed the 2025 meeting calendar.

122
123 **MOTION**

124 **Member McGehee moved, seconded by Member Aspnes, to approve the 2025**
125 **meeting calendar, as presented.**

126
127 **Ayes: 5**

128 **Nays: 0**

129 **Motion carried.**

130
131 **8. Commission Direction on Commission Member Initiated Agenda Items**

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133 **9. Adjourn**

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MOTION

Member Bauer, seconded by Member McGehee, to adjourn the meeting at 7:00 p.m.

Ayes: 5

Nays: 0

Motion carried.



REQUEST FOR COMMISSION ACTION

Date: 1/8/2025

Item No.: 7.a.

Department Approval

Agenda Section

Janice Gundlach

Business

Item Description: PF24-016: Reconsideration of a request by Clear Channel Outdoor MSP for a City Code amendment to Title 10, Chapter 1010, *Sign Regulations*, to allow two (2) lawful pre-existing non-conforming off-site billboards to be converted to dynamic/digital (LED) displays, as well as additional modifications to §1010.10 Dynamic Displays in support of changing the duration from 25 seconds to 8 seconds and modifications to maximum daylight illumination from 5,000 nits to 6,500 nits.

Application Information

Applicant: Clear Channel Outdoor MSP
Location: Multiple
Application Submission: September 23, 2024
City Action Deadline: Extended indefinitely by the applicant
Zoning: Multiple

Background

On November 6, 2024 the Planning Commission considered a request by Clear Channel Outdoor to amend the City’s sign regulations regarding the conversion of static billboards to dynamic display billboards. The Planning Commission held the required public hearing where no testimony was given. The Commission asked the applicant several questions, then voted unanimously to recommend the City Council approve the amendments based on the staff’s recommendation. The Request for Planning Commission Action and supporting attachments are provided as Attachment 5.

On November 25, 2024, the Planning Division provided the City Council with the Planning Commission’s recommendation. At the meeting, City Council members asked several questions of the applicant and staff concerning the proposed text amendments. Most of the concerns related to impacts on residential areas and ensuring the billboards were directed towards high traffic areas. The City Council tabled the request to allow the Planning Division time to research other municipal sign codes pertaining to dynamic display billboards and a requirement for a visual impact analysis and/or other standards for protecting residential property. City Council meeting minutes are provided as Attachment 1.

Given the City Council’s direction, the Planning Division reviewed several municipalities’ standards regarding billboards. It’s important to note that many municipalities allow new billboards, as opposed to Roseville’s ordinance that would only permit conversion of existing billboards to dynamic but not allow erection of a new billboard. This impacts the scope of conditions that may be appropriate to impose on a conversion. Based on this fact, and the Council’s concern regarding proximity to residential areas, staff finds there is likely only one existing billboard of concern. This billboard faces Highway 36 east and west and is located on the roof of the Brown Wilbert building. This billboard is located approximately 250’ from a residential neighborhood. Another billboard exists on Walnut Street but is 750’ to the nearest residential area, unlikely to be seen by any residential homes. The other three billboards are not located anywhere near residential areas. All five billboards are located such that they face an arterial roadway, Interstate 35W, or Highway 36. An updated map is provided as Attachment 4.

36
37 In an effort to address the Council's stated concerns and additional requirements for static billboard
38 conversions to dynamic displays, the Planning Division examined several municipalities' sign regulations
39 for billboards with dynamic displays (see Attachment 2). Based on this research, and in consideration
40 that Roseville will not allow any new billboards and is only considering conversions to dynamic displays,
41 staff suggests the following additional standards be considered for Section 1010.10.A:

- 42 1. Freeze and Shutdown: Dynamic display signs must be designed and equipped to freeze the
43 device in one position if a malfunction occurs. The displays must also be equipped with a means
44 to immediately discontinue the display if it malfunctions, and the sign owner must stop the
45 dynamic display within one hour of being notified by the city that it is not meeting the standards
46 of this section.
- 47 2. The billboard proposed for conversion to dynamic display shall not be located within 500 feet
48 from any residential use.
- 49 3. The dynamic display must be oriented towards, and located within, 150 feet of the right-of-way of
50 Interstate 35W, Highway 280 or Highway 36.
- 51 4. The billboard proposed for conversation to dynamic display cannot exceed 35 feet in height
52 above the grade elevation of the road surface from which the sign is to be read. The height may
53 be increased to 50 feet if the sign's visibility is obstructed by vegetation.
- 54 5. Prior to issuance of a sign permit for the conversion to dynamic display, based on the
55 characteristics of the billboard subject to the permit request and its ability to comply with the
56 intent of the conditions of this section, a visual impact analysis may be required if the City
57 Manager determines the proposed dynamic display billboard could have a detrimental visual
58 impact on a residence, residential neighborhood, city park or other open space.

59
60 A draft ordinance including the five noted conditions above is provided as Attachment 3. This draft
61 ordinance also includes other non-substantive language revisions that were requested by the City
62 Council following the Planning Commission's review in November, namely the language defining
63 billboard.
64

65 **Staff Recommendation**

66 The Planning Division recommends the Planning Commission review the additional conditions
67 recommended for the conversion of a static billboard to dynamic display, then recommend the City
68 Council approve the draft ordinance as outlined in Attachment 3.
69

70 **Requested Planning Commission Action**

71 Based on the project report, public comments, and Planning Commissioner input, consider
72 recommending to the City Council approval of the proposed modified Zoning Code text amendments as
73 outlined in Attachment 3.
74

75 **Alternative Actions**

- 76 1. Pass a motion to table the item for future action. An action to table consideration of the zoning text
77 amendment request must be based on the need for additional information or further analysis to reach a
78 decision on one or both requests. Tabling may require extension of the 60-day action deadline
79 established in Minn. Stat. 15.99 to avoid statutory approval.
80
- 81 2. Recommend to the City Council denying the requested zoning text amendments. A denial should be
82 supported by specific findings of fact based on the Planning Commission's review of the application,
83 applicable zoning regulations, and the public record.
84

Prepared by: Thomas Paschke, City Planner

Attachments:

- 1. City Council Meeting Minutes
- 2. Dynamic Billboard Standards
- 3. Revised Draft Ordinance
- 4. Map
- 5. 11-6-2024 PC Packet

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Councilmember Schroeder asked for clarification on this motion.

Mayor Roe noted the part in the ordinance that clarified the motion.

Mayor Roe called for a second, but with no second, the motion failed. The original motion remains on the table.

Council Discussion

Mayor Roe noted he understood the sentiment regarding the buffers but from an equity point of view, he was concerned about how the cash-only business analysis affects things. That raises some concerns for him. As suggested this evening, the Council has been clear about not establishing buffers between the businesses or other types of uses. He was comfortable supporting the ordinance as presented.

Councilmember Strahan explained that the City Council had never discussed the cash-only business before tonight. She wanted to make it clear that there has not been any discussion of whether the cannabis business is cash-only, what the safety requirements are, or anything like that. She wanted to make sure it is part of this discussion and included in the minutes that the choice is to be made not to include it.

Roll Call

Ayes: Etten, Schroeder, Groff, and Roe.

Nays: Strahan.

Etten moved, Groff seconded, adoption of Resolution No. 12106 (Attachment 7) entitled, "Resolution Approving Publication of an Ordinance Summary of Ordinance No. 1684 Creating Registration and Other Regulations for Cannabis and Hemp Uses."

Roll Call

Ayes: Etten, Schroeder, Groff, and Roe.

Nays: Strahan

Mayor Roe thanked everyone who has been involved in this process.

Recess

Mayor Roe recessed the meeting at approximately 8:00 p.m. and reconvened at approximately 8:10 p.m.

- g. Consider a Request by Clear Channel Outdoor to Amend City Code Sections 1010.02 Definitions, 1010.03.C Prohibited Signs, 1010.03.D Non-Conforming Signs, and 1010.10 Dynamic Displays Related to Non-Conforming Billboards**

491 City Planner Thomas Paschke briefly highlighted this item as detailed in the
492 Request For Council Action and related attachments dated November 25, 2024.

493
494 Mr. Matt Wilen, Clear Channel Outdoor, addressed the City Council.

495
496 Councilmember Groff asked if any of these signs are visible from residential
497 properties.

498
499 Mr. Wilen indicated it depends on how far back you go. The main one they are
500 looking at is 35W. He does not think it would because it is in an industrial area.

501
502 Councilmember Strahan indicated that the signs presented in the packet look
503 substantially more significant than what is out there now, as far as the base is
504 concerned. They look more permanent, and she wondered if these would be taller
505 and have a more comprehensive view than what is already there.

506
507 Mr. Wilen explained these would be the exact location, size, and height. The
508 displays themselves are also the same size.

509
510 Councilmember Strahan asked for clarification on the electricity and if there was a
511 difference between the signs. Will the infrastructure that powers the sign need to
512 be changed?

513
514 Mr. Weiland indicated that those locations would need to be investigated to
515 determine the current service for the signs and where the nearest transformers are.
516 In many cases, not many changes are required.

517
518 Mr. Paschke reviewed past signs installed with the Council and discussed how City
519 staff worked with businesses to address City Code and residents' issues.

520
521 Councilmember Etten thought there might need to be a different type of ordinance
522 for these more prominent signs.

523
524 Councilmember Groff indicated that this would considerably increase the
525 brightness and frequency of the change. He thought it would be similar to a strobe
526 light.

527
528 Mr. Paschke explained this is not a strobe and would only increase brightness
529 during the day.

530
531 Mr. Weiland explained that they do not want these signs to be much different from
532 the printed signs that are currently available.

533
534 **Public Comment**

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Mayor Roe offered an opportunity for public comment, but no one came forward.

Councilmember Strahan referred to Planning Commissioner Bauer’s comments from the November 6, 2024, meeting, indicating it would be nice to have more public comments on this. She thought it was hard when an organization comes forward when the City was not necessarily ready to adjust its zoning or restrictions on this particular item for the Council to make a snap decision. She agreed with Commissioner Bauer in that regard. Getting more public input before the Council decides would be nice. She also agreed with Planning Commissioner McGehee’s comments.

Councilmember Etten noted Shoreview’s ordinance is significantly more prescriptive. He went through some of the requirements in the ordinance. He said a lot more in the Shoreview ordinance that gives staff structure from which to work. He indicated he would not be prepared to vote on some of this, and he thought staff should be looking at some of these other ordinances and how the City can more richly consider this and provide more structure, not necessarily for these exact billboards but maybe for some of the other ones that may have more impact.

If needed, Mayor Roe thought this item should be tabled to amend to a non-specific time so that the City Council can discuss it further.

Ms. Gundlach indicated that the applicant has agreed to extend the review period by sixty days. This will give staff time to revise the Ordinance, submit it to the Planning Commission for a public hearing, and then return it to the City Council in February 2025.

Etten moved, and Strahan seconded, to table this item for review and amendment by staff and the City Council.

Roll Call

Ayes: Etten, Schroeder, Groff, Strahan, and Roe.

Nays: None

h. Adopt Parks and Recreation Natural Resources Master Plan Update

Parks and Recreation Director Matthew Johnson briefly highlighted this item as detailed in the Request For Council Action and related attachments dated November 25, 2024.

Mr. Johnson introduced Parks Superintendent Jim Taylor, who helped present the Parks and Recreation Natural Resources Master Plan.

Councilmember Schroeder explained she was excited to see this. She was curious when it was mentioned that \$100,000 more should be added to the CIP and asked if this meant a one-time addition or \$100,000 per year.

Vadnais Heights

1 Section 38-700 – Billboards

2 (a) General Requirements:

3 (1) Billboards may be erected along and intended to be viewed from only Interstate Highways
4 35E and 694. Billboards are allowed only in the following zoning districts: C-2, C-3, office
5 and industrial districts.

6 (2) The maximum allowable size of any billboard is 700 square feet. The maximum allowable
7 extensions shall not exceed 15 percent of the total sign area.

8 (3) The maximum allowable height of any billboard is 35 feet.

9 (4) The minimum allowable distance between billboards as measured along the centerline of I-
10 35E and I-694 is 1,500 feet.

11 (5) The minimum allowable proximity of any billboard to any residential zoning district or a
12 nonconforming residential structure is 500 feet.

13 (6) The minimum allowable proximity of any billboard to any interstate or state trunk highway
14 right-of-way is ten feet, and the maximum distance from the same is 150 feet.

15 (7) The minimum allowable proximity of a billboard to any building (except as set forth in
16 subsection (5) of this section) shall be 100 feet for billboards of 700 square feet or more. This
17 setback may be reduced by ten feet for every 100 square feet of sign area less than 700 square
18 feet to a minimum of 60 feet.

19 (8) No portion of any billboard shall occupy air space above any driveway or parking area.

20 (9) No billboard may display any moving parts, nor shall it be illuminated with any flashing or
21 intermittent lights.

22 (10) The minimum allowable proximity of any billboard to any designated wetland is 500 feet.

23 (b) *Lighting*. Lighting shall be limited to a level necessary for viewing.

24 (c) *Additional requirements for dynamic signs*.

25 (1) Billboards may contain a single dynamic sign that has no animation or moving parts.

26 (2) The minimum duration of the image can be no less than eight seconds.

27 (3) The image must have a change sequence accomplished by means of instantaneous re-
28 pixelization (eliminating fading between images).

29 (4) The sign image must contain a complete message and not be continued to a subsequent
30 image.

31 (5) Dynamic signs must provide to the city a minimum of five hours (2,250 eight-second
32 spots) per month per enhanced dynamic display sign in the city for community and public
33 service messages at such times as shall be determined by the city.

Maplewood

34 Dynamic displays are allowed as stated in this article with significant controls to minimize
35 their proliferation and their potential threats to public health, safety, and welfare.

36 a. *General Standards.* All dynamic display signs shall meet the following standards:

37 i. The images and messages displayed shall be static. Unless otherwise specified, each
38 display shall be maintained for a minimum of 15 seconds.

39 ii. The transition from one display to another shall be instantaneous without any special
40 effects. Motion, animation and video images are prohibited on dynamic LED sign
41 displays. No portion of the images may flash, scroll, twirl, change color, or in any
42 manner imitate movement.

43 iii. The images and messages displayed shall be complete in themselves, without
44 continuation in content to the next image or message or to any other sign.

45 iv. Only one, contiguous dynamic display area is allowed on a sign face.

46 v. Audio speakers or any audio component is prohibited. The sign shall not emit any
47 sound.

48 vi. Every line of copy and graphics in a dynamic display shall be at least seven inches in
49 height on a road with a speed limit of 25 to 34 miles per hour, nine inches on a road
50 with a speed limit of 35 to 44 miles per hour, 12 inches on a road with a speed limit
51 of 45 to 54 miles per hour, and 15 inches on a road with a speed limit of 55 miles per
52 hour or more.

53 vii. Dynamic display signs must be designed and equipped to freeze the device in one
54 position if a malfunction occurs. The displays must also be equipped with a means to
55 immediately discontinue the display if it malfunctions, and the sign owner must stop
56 the dynamic display within one hour of being notified by the city that it is not meeting
57 the standards of this article.

58 viii. Brightness standards.

59 1. The following brightness standards are required for all dynamic display signs:

60 a. No sign shall be brighter than is necessary for clear and adequate visibility.

61 b. No sign shall be of such intensity or brilliance as to impair the vision of a
62 motor vehicle driver with average eyesight or to otherwise interfere with the
63 driver's operation of a motor vehicle.

64 c. No sign may be of such intensity or brilliance that it interferes with the
65 effectiveness of an official traffic sign, device or signal.

66 2. The person owning or controlling the sign must adjust the sign to meet the
67 brightness standards in accordance with the city's instructions. The adjustment
68 must be made within one hour upon notice of noncompliance from the city.

69 3. All dynamic display signs installed after August of 2008 must be equipped with a
70 mechanism that automatically adjusts the brightness in response to ambient
71 conditions. These signs must also be equipped with a means to immediately turn
72 off the display or lighting if the sign malfunctions, and the sign owner or operator
73 must turn off the sign or lighting within one hour after being notified by the city
74 that it is not meeting the standards of this section.

75 4. Dynamic displays must have an automatic dimmer control to produce a distinct
76 illumination change from a higher illumination level to a lower level for the time
77 period between a 1/2-hour before sunset and a 1/2-hour after sunrise.

78 5. In addition to the brightness standards required above, dynamic display signs shall
79 meet the city's outdoor lighting requirements (subsection [44-20 c\(1\)](#)).

80 ix. Reduction of sign surfaces for off-site dynamic display signs.

81 1. A person or sign operator may obtain a permit for a dynamic display sign on one
82 surface of an existing off-site sign if the following requirements are met:

83 a. The applicant agrees in writing to reduce its off-site sign surfaces by one by
84 permanently removing, within 15 days after issuance of the permit, one surface
85 of an off-site sign in the city that is owned or leased by the applicant, which sign
86 surface must satisfy the criteria of part b. of this subsection. This removal must
87 include the complete removal of the structure and foundation supporting each
88 removed sign surface. The applicant must agree that the city may remove the
89 sign surface if the applicant does not do so, and the application must identify the
90 sign surface to be removed and be accompanied by a cash deposit or letter of
91 credit acceptable to the city attorney sufficient to pay the city's costs for that
92 removal. The applicant must also agree that it is removing the sign surface
93 voluntarily and that it has no right to compensation for the removed sign surface
94 under any law. Replacement of an existing sign surface of an off-site sign with a
95 dynamic display sign does not constitute a removal of a sign surface.

96 b. If the removed sign surface is one that a state permit is required by state law, the
97 applicant must surrender its permit to the state upon removal of the sign surface.
98 The sign that is the subject of the dynamic display sign permit cannot begin to
99 operate until the sign owner or operator provides proof to the city that the state
100 permit has been surrendered.

101 2. If the applicant meets the permit requirements noted above, the city shall issue a
102 dynamic display sign permit for the designated off-site sign. This permit will allow
103 a dynamic display to occupy 100 percent of the potential copy and graphic area and
104 to change no more frequently than once every 15 seconds. The designated sign must
105 meet all other requirements of this article.

106 x. Licensing. No person shall operate any dynamic display sign in the city without first
107 obtaining a yearly license as defined in the city licensing ordinance ([chapter 14](#), article
108 II).

109 xi. Public safety. If city staff determines that a dynamic display sign is not being operated
110 pursuant to this section due to its location or display capabilities, city staff may require
111 that the sign be moved, removed, or modified after notice to the property owner.

112 b. *Zoning district standards.* In addition to the general standards above, dynamic display signs
113 shall adhere to the following district-specific requirements:

114 i. On-site dynamic display signs in conjunction with a permitted institutional or public use
115 in the residential, LBC, CO, SC, and NC zoning districts are permitted subject to the
116 following conditions:

117 1. Dynamic display signs require approval of a comprehensive sign plan.

118 2. All properties within 350 feet of a proposed dynamic display sign shall be notified
119 of the application for a comprehensive sign plan.

120 3. Dynamic display signs are only permitted on monument signs. The area around the
121 base of the sign shall be landscaped.

122 4. One dynamic display sign as part of a monument sign is permitted for each property.
123 The entire monument sign shall not exceed eight feet in height and 50 square feet in
124 size.

125 5. The digital display portion of the sign shall not comprise more than 50 percent of the
126 sign area. The remainder of the sign shall not have the capability to have a dynamic
127 display.

128 6. All monument signs with a digital display shall maintain at least a ten-foot setback
129 from any lot line and shall not be placed in a public right-of-way. This setback shall
130 be increased to 20 feet if the adjacent property is used or shown on the city's land
131 use plan for residential use.

132 7. The dynamic display shall not be illuminated between 10:00 p.m. and 6:00 a.m.

133 ii. On-site dynamic display signs located in the Mixed use (MU) or North End (NE) zoning
134 districts are allowed subject to the following conditions:

135 1. Dynamic display signs require approval of a comprehensive sign plan.

136 2. One dynamic display sign as part of a monument sign is permitted for each property.

137 3. The entire monument sign shall not exceed eight feet in height and 50 square feet in
138 size.

139 a. The area around the base of the sign shall be landscaped.

140 b. The digital display portion of the sign shall not comprise more than 50 percent of
141 the sign area. The remainder of the sign shall not have the capability to have a
142 dynamic display.

143 4. The monument sign with a digital display shall maintain at least a ten-foot setback
144 from any lot line and shall not be placed in a public right-of-way. This setback shall
145 be increased to 20 feet if the adjacent property is outside of the MU or NE districts
146 and used or shown on the city's land use plan for residential use.

- 147 5. The dynamic display shall not be illuminated between 10:00 p.m. and 6:00 a.m.
- 148 iii. On-site dynamic display signs located in the business commercial (BC) or heavy or
- 149 light industrial (M-2 and M-1) zoning districts:
 - 150 1. Are allowed as part of a permanent freestanding sign, provided that the sign
 - 151 comprises no more than 50 percent of the total square footage of said sign face.
 - 152 2. Must be located at least 200 feet from any property where there are structures used
 - 153 for residential purposes or from any park or open space land use district.
 - 154 3. Must be located at least 100 feet from any side property line.
 - 4. Displays shall be maintained for a minimum of 15 seconds.

Shoreview

- 155 • **Sec. 113-63. - Dynamic display billboards.**
- 156 (a) *Where permitted, intent.* Dynamic display billboards are permitted along high-volume
- 157 interstate corridors where the city has land use control on each side of the interstate right-
- 158 of-way. As such, the signs may only be placed along the I-694 Highway corridor. The
- 159 intent is to minimize the impact the signs may have on adjoining communities.
- 160 (b) *General standards.*
- 161 (1) *Location and setback requirements.*
 - 162 a. Dynamic display billboards are permitted within 150 feet of I-694 right-of-way
 - 163 and must be oriented to be read from the interstate.
 - 164 b. The minimum linear distance between dynamic display billboards located on the
 - 165 same side of the I-694 shall be 5,250 feet.
 - 166 c. The sign structure shall maintain a minimum setback of ten feet from any
 - 167 property line.
 - 168 d. The minimum linear distance for the sign structure from any road intersection
 - 169 with I-694 shall be 1,300 feet as measured from the centerline of the road right-of-
 - 170 way.
 - 171 e. The minimum setback for the sign structure from any residential use is 500 feet.
 - 172 f. Prior to the issuance of the sign permit, a visual impact analysis may be required
 - 173 if the city manager determines the proposed dynamic display billboard could have a
 - 174 detrimental visual impact on a residence, residential neighborhood or obstruct the
 - 175 views of city park or county open space from properties developed with a
 - 176 residential use.
- 177 (2) *Permitted on vacant properties.* Dynamic display billboards are permitted only on
- 178 properties that are vacant and not occupied by another structure or building.
- 179 (3) *Size.*

- 180 a. The maximum gross surface area for each face of a dynamic display billboard
181 shall be 700 square feet.
- 182 b. Signs may be single or double-faced.
- 183 c. The maximum height of the dynamic display billboard structure shall not
184 exceed 50 feet above the grade elevation of I-694 road surface from which the sign
185 is to be read, however, the height may be increased if the sign's visibility is
186 obstructed by vegetation, a structure or other objects. In situations where
187 obstructions are present, the sign height may be increased to 30 feet above the
188 height of obstruction. In no case shall the sign height exceed 70 feet above the
189 grade elevation unless approved by the city manager. If obstructions are present
190 that require a greater sign height, an increase in sign height may be permitted,
191 provided the city manager determines the height is needed to view the sign and
192 practical difficulties are present.

193 (c) *Design requirements.*

- 194 (1) *Concealed.* All visible sign support columns shall be concealed with an approved
195 architectural treatment primarily consisting of natural stone, brick, approved masonry
196 panels, stucco or architectural metal.
- 197 (2) *Screening.* Ground equipment and facilities shall be screened from view using
198 landscape materials.
- 199 (3) *Message standards.*
 - 200 a. The images and messages must be static, and the transition from one static
201 display to another must be direct and immediate without special effects.
 - 202 b. Each image and message displayed must be complete in itself and may not
203 continue into a subsequent image or message. \
 - 204 c. Each image and message shall be displayed with minimum time duration of
205 eight seconds before changing to the next image and message.
- 206 (4) *Brightness.*
 - 207 a. Lighting shall be set at a minimum level necessary to provide clear viewing
208 from the roadway in which the billboard is intended to be read and shielded to
209 minimize glare.
 - 210 b. The sign shall be equipped with a dimmer control and photo cell designed to
211 measure the ambient lighting conditions and adjust the sign brightness as needed.
 - 212 c. The light level shall not exceed 0.3 footcandles above the ambient light
213 conditions as measured a horizontal distance 250 feet from the sign face.
- 214 (5) *Agreement.* If the city approves a permit to install a dynamic display billboard, the
215 permit holder, property owner and city shall enter into an agreement that identifies the
216 terms, including, but not limited to:

- 217 a. The sign shall display public service announcements allowing the city the
- 218 ability, if the city chooses to participate, at no cost to the city, to provide public
- 219 service messages.
- 220 b. The sign shall be part of the state's public safety alert system if the system is
- 221 operable and incorporates dynamic display billboards.

Little Canada

222 916.090 Billboards

223 A. Maximum Number in City

- 224 1. The maximum number of billboards allowed in the City is three (3).
- 225 2. Existing billboard signs may be upgraded and modernized to the most current technology for
- 226 either a static or dynamic sign face(s), or relocated, subject to the general requirements listed in
- 227 this Section.

228 B. General Requirements:

- 229 1. Billboards may be erected along and intended to be viewed from only Highway 36 and
- 230 Interstate Highways 35E and 694. Billboards are allowed only in the following zoning districts:
- 231 C-1, I-1, and I-2 districts.
- 232 2. The maximum allowable area of any sign face, whether a single sign face or each face of a
- 233 back-to-back or V-shaped sign, shall not exceed 700 square feet per sign face
- 234 3. The maximum allowable height of any billboard is 35 feet.
- 235 4. The minimum allowable distance between billboards as measured along the centerline of
- 236 Trunk Highway 36, I-35E, and I-694 is 1,500 feet. This distance includes billboards located
- 237 outside Little Canada, which are considered part of the buffer area for measuring spacing
- 238 requirements.
- 239 5. The minimum allowable proximity of any billboard to any residentially zoned property or a
- 240 nonconforming residential structure is 500 feet.
- 241 6. The minimum allowable proximity of any billboard to any interstate or state trunk highway
- 242 right-of-way is ten feet, and the maximum distance from the same is 150 feet.
- 243 7. The sign structure shall maintain a minimum setback of 10 feet from any property or right-of-
- 244 way line.

245 8. Required architectural treatments:

246 (a) All visible sign support columns shall be concealed with an approved architectural treatment
247 primarily consisting of natural stone, brick, approved masonry panels, stucco, or architectural
248 metal.

249 (b) The primary support column for any billboard shall prominently display a stamp or insignia
250 of the City of Little Canada, visible to motorists at the passing distance of vehicles. Placement,
251 design, and size shall be approved by the Community Development Department.

252 (c) Ground equipment and facilities shall be screened from view using landscape materials.

253 C. Additional Requirements for Dynamic Billboards

254 1. The image or any portion thereof must have a minimum duration of eight (8) seconds and
255 must be a static display. No portion of the image may flash, scroll, change color, imitate
256 movement in any manner, or otherwise meet the characteristics of a flashing sign.

257 2. The image must have a change sequence accomplished by means of instantaneous re-
258 pixelization. The image may not change in a manner or by a method characterized by motion or
259 which depicts actions, or a special effect to imitate movement (such as fades or bursts).

260 3. The sign image must contain a complete message and not be continued to a subsequent image.

261 4. The sign shall not exceed a maximum brightness of 0.3 footcandles above the ambient light
262 conditions as measured a horizontal distance 250 feet from the sign face. The sign shall include
263 automatic dimmer control.

264 5. Before an existing billboard can be modified to include a dynamic display, all general
265 requirements, including the architectural treatments shall be installed.

266 6. Every Dynamic sign must provide the City with a minimum of five hours (2,250 eight (8)
267 second spots) per month for community and public service messages at equitably scheduled
268 times throughout the day. City shall provide the content.

269 7. Dynamic signs shall be part of the State of Minnesota's public safety alert system if said
270 system is operable and incorporates dynamic display billboards.

City of Roseville

ORDINANCE NO. ____

AN ORDINANCE AMENDING §1010.02 DEFINITIONS, §1010.03.C PROHIBITED SIGNS, §1010.03.D NON-CONFORMING SIGNS, and §1010.10 DYNAMIC DISPLAYS OF THE ROSEVILLE CITY CODE

The City Council of the City of Roseville does ordain:

SECTION 1. Section 1010.02, Definitions, is hereby amended to add a definition of billboard as provided below:

BILLBOARD: A permanent off-site or on-premise sign exceeding 200 square feet in area on a single face and which is used to advertise products, goods, services, ideas or noncommercial speech, including but not limited to such signs on which space is offered for lease or rent. This definition applies to the following five lawful pre-existing non-conforming billboards: 1) within the north end of the railroad right-of-way addressed as 508 Cleveland Avenue North, located south of County Road D and west of Interstate 35W, 2) within the Ramsey County right-of-way in the southeast corner of County Road C and Cleveland Avenue, 3) within the private parcel immediately east of 2560 Long Lake Road, 4) within the railroad right-of-way directly east of 2255 Walnut Street, and 5) atop the building at 2280 Hamline Avenue.

SECTION 2. Section 1010.03.C.8 (GENERAL PROVISIONS - Prohibited Signs) is hereby amended to read as follows:

- 8. The following specific signs shall be prohibited: off-site, flashing, mobile/portable, roof, rotating, and painted signs, banners, and **new** billboards. **This prohibition on billboards shall not apply to the five lawful pre-existing non-conforming billboards as defined in this Chapter, including in the event that they are converted to a dynamic display subject to the provisions of 1010.10.A.7.**

SECTION 3. Section 1010.03.D (GENERAL PROVISIONS – Non-Conforming Signs) is hereby amended to read as follows:

- D. Non-Conforming Signs: All nonconforming signs in existence on June 18, 2012, may continue subject to the provisions of Chapter 1011 of this Title and State Law. **The five lawful pre-existing non-conforming billboards as defined in this Chapter shall be permitted to be converted with a dynamic display subject to the provisions of 1010.10.A.7.**

SECTION 4. Section 1010.10 (DYNAMIC DISPLAYS) is hereby amended to read as follows:

- A. Dynamic Display: Any sign using a dynamic display, in whole or in part, must meet the following operational standards:

- 37 1. Duration: In all districts, the full sign image or any portion thereof must have a
 38 minimum duration of ~~25~~ **8** seconds and must be a static display. No portion of the
 39 image may flash, scroll, twirl, change color, or in any manner imitate movement.
- 40 2. Transition: In all districts where the full sign image or any portion thereof
 41 changes, the change sequence must be accomplished by means of instantaneous
 42 repixelization. Fading, dissolving, scrolling, traveling, or any transition that
 43 creates the illusion of movement is prohibited.
- 44 3. Brightness: The dynamic display sign must not exceed a maximum illumination
 45 of ~~5,000~~ **6,500** nits (candelas per square meter) during daylight hours and a
 46 maximum illumination of 500 nits (candelas per square meter) between dusk to
 47 dawn as measured from the sign's face at maximum brightness.
- 48 4. Dimmer Control: Electronic graphic display signs must have an automatic
 49 dimmer control to produce a distinct illumination change from a higher
 50 illumination level to a lower level for the time period between one half-hour
 51 before sunset and one half-hour after sunrise.
- 52 **5. Freeze and Shutdown: Dynamic display signs must be designed and**
 53 **equipped to freeze the device in one position if a malfunction occurs. The**
 54 **displays must also be equipped with a means to immediately discontinue the**
 55 **display if it malfunctions, and the sign owner must stop the dynamic**
 56 **display within one hour of being notified by the city that it is not meeting**
 57 **the standards of this section.**
- 58 ~~5-6.~~ Fluctuating or Flashing Illumination: No portion of any dynamic display sign may
 59 fluctuate in light intensity or use intermittent, strobe or moving light or light that
 60 changes in intensity in sudden transitory bursts, streams zooms, twinkles,
 61 sparkles, or in any manner that creates the illusion of movement.
- 62 ~~6-7.~~ Video Display: No portion of any dynamic display sign may change its message
 63 or background in a manner or by a method of display characterized by motion or
 64 pictorial imager, or depict action or a special effect to imitate movement, or the
 65 presentation of pictorials or graphics displayed in a progression of frames that
 66 give the illusion of motion or the illusion of moving objects, moving patterns, or
 67 bands of light or expanding or contracting shapes.
- 68 ~~7.~~ ~~Time and Temperature: A display of time, date, and temperature must remain for~~
 69 ~~at least 60 seconds before changing to a different display. However, individually,~~
 70 ~~the time, date, or temperature information may change no more often than once~~
 71 ~~every 10 seconds.~~
- 72 **8. Conversion of Billboards: A permit must be obtained for a dynamic display**
 73 **for an existing lawful pre-existing non-conforming billboard provided the**
 74 **following requirements are met:**
- 75 **a. The sign owner enters into an agreement with the City regarding the design**
 76 **and operation of the new dynamic display which shall include the**
 77 **requirement for use of the billboard for public service announcements as**
 78 **provided below:**

- 79 i. The city is provided no less than twenty hours (9,000 eight-second spots)
 80 per month per dynamic display in the city for community and public
 81 service messages at times approved by the city.
- 82 b. Provided the sign owner complies with the permit requirements of this
 83 chapter, a digital/dynamic display sign permit for the designated off-site
 84 billboard sign will be issued. Said permit will allow a digital/dynamic display
 85 billboard to occupy one hundred percent (100%) of the existing copy and
 86 graphic area. The dynamic display billboard sign shall meet all other
 87 requirements of this chapter.
- 88 c. The billboard proposed for conversion to dynamic display shall not be
 89 located within 500 feet from any residential use.
- 90 d. The dynamic display must be oriented towards, and located within, 150 feet
 91 of the right-of-way of Interstate 35W, Highway 280 or Highway 36.
- 92 e. The billboard proposed for conversation to dynamic display cannot exceed
 93 35 feet in height above the grade elevation of the road surface from which the
 94 sign is to be read. The height may be increased to 50 feet if the sign’s
 95 visibility is obstructed by vegetation.
- 96 f. Prior to issuance of a sign permit for the conversion to dynamic display,
 97 based on the characteristics of the billboard subject to the permit request
 98 and its ability to comply with the intent of the conditions of this section, a
 99 visual impact analysis may be required if the City Manager determines the
 100 proposed dynamic display billboard could have a detrimental visual impact
 101 on a residence, residential neighborhood, city park or other open space.

102 SECTION 5. Effective Date. This ordinance amendment to the Roseville City Code shall
103 take effect upon passage and publication.

104 Passed this 25th day of November 2024.

105 (SEAL)

106

107

108 CITY OF ROSEVILLE

109

110

111 BY: _____

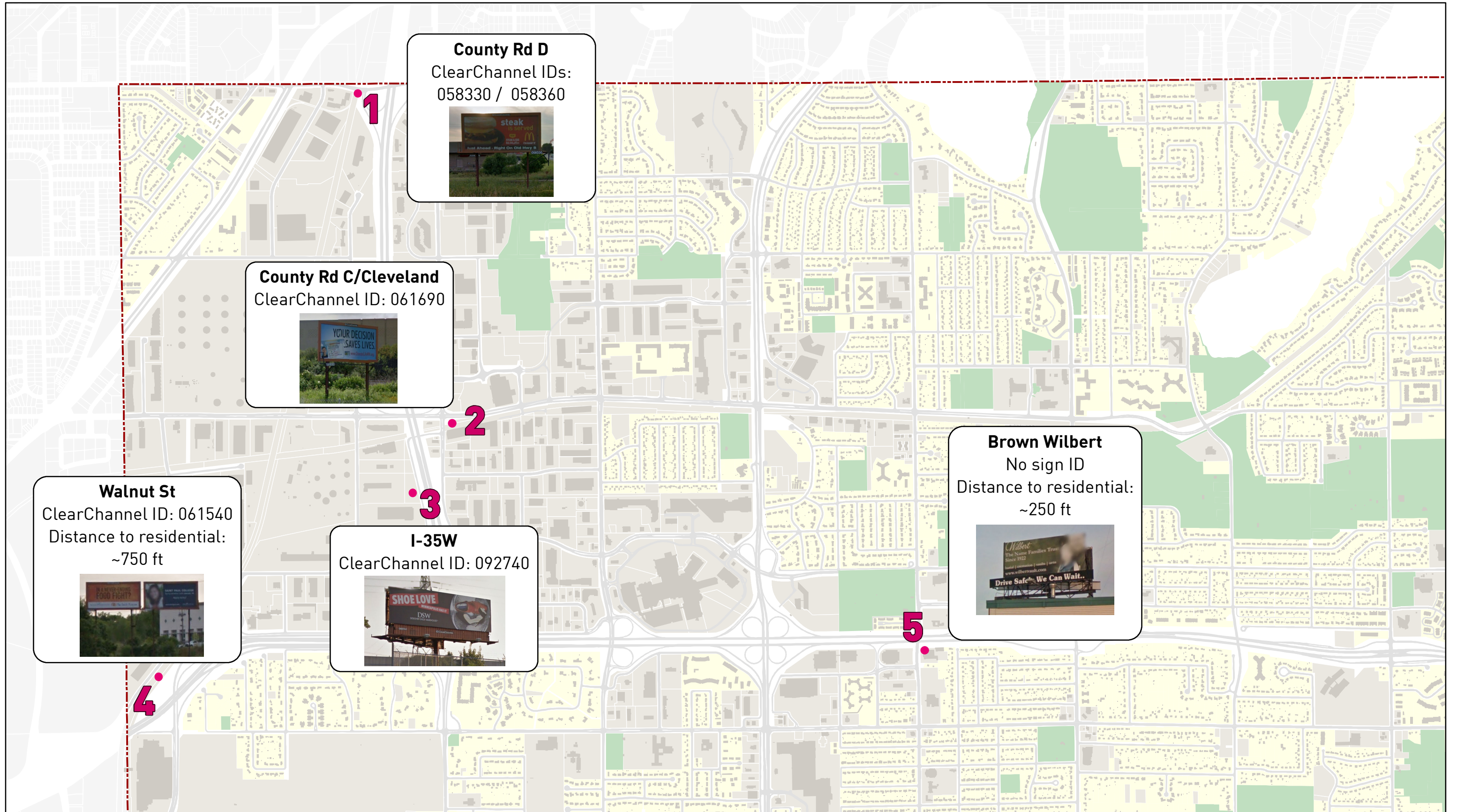
112 Daniel J. Roe, Mayor

113

114 ATTEST:

115
116
117
118
119
120

Patrick Trudgeon, City Manager




REQUEST FOR COMMISSION ACTION

Date: **11/6/2024**Item No.: **6.a.**

Department Approval

Agenda Section

Janice Gundlach

Public Hearing

Item Description: PF24-016: A request by Clear Channel Outdoor MSP for a City Code amendment to Title 10, Chapter 1010, *Sign Regulations*, to allow two (2) lawful pre-existing non-conforming off-site billboards to be converted to dynamic/digital (LED) displays, as well as additional modifications to §1010.10 Dynamic Displays in support of changing the duration from 25 seconds to 8 seconds and a modification to the maximum daytime illumination from 5,000 nits to 6,500 nits.

Application Information

Applicant: Clear Channel Outdoor

Location: Multiple

Application Submission: September 23, 2024

City Action Deadline: Extended to January 21, 2025

Zoning: Multiple

Background

The City of Roseville currently has five (5) billboards: 1) Dayton Freight at I-35W/Rosegate Drive, 2) County Road D at I-35W (west side), 3) County Road C at Cleveland, 4) Walnut Street (south), and 5) Brown Wilbert (see Attachment 1). All of these billboards are lawful pre-existing non-conforming and may continue per section 1002.04.A, *Nonconformities* (definition below). Billboards are considered a prohibited sign under Section 1010.03.C.8, which is why Roseville does not have any new or updated billboards beyond the five pre-existing, non-conforming billboards listed herein.

A. Any legal nonconformity, including the lawful use or occupation of land or premises existing at the time of the adoption of an additional control under this Title, may be continued, including through repair, replacement, restoration, maintenance, or improvement, but not including expansion.

Clear Channel Outdoor MSP (herein after CCO) operates 83 dynamic/digital LED faces in 21 Twin Cities communities. In Roseville, CCO owns and operates four (4) of the existing billboards. CCO is seeking approval to upgrade two (2) of their billboards with dynamic/digital LED displays and architectural columns: (1) Dayton Freight, 2560 Long Lake Road, which is currently a double-face 14 foot by 48-foot printed medium billboard; and (2) County Road C and Cleveland Avenue, which is currently a single-face 12 foot by 24-foot printed medium billboard.

A request to convert pre-existing, non-conforming billboards from the current print faces to digital LED displays will require several amendments to Section 1010, *Sign Regulations*.

Review of Request

The Sign Regulations chapter of the Roseville Zoning Code has only experienced two modifications since its major update of 2012: canopy signage for gas stations and modifications to temporary sign requirements. This could be a testament to the allowances and flexibility of the Sign Regulations. However, in light of advancements in digital technology, and mainly dynamic displays for

billboards, the Planning Division now finds it reasonable to discuss modifications to the Code in support of digital billboards.

The proposal by CCO seeks to amend §1010.02 *Definitions*, §1010.03.C *Prohibited Signs*, §1010.03.D *Non-Conforming Signs*, and §1010.10 *Dynamic Displays* (see Attachment 2). The CCO proposal is in **bold red**. Upon review of CCO's proposal, the Planning Division staff's recommendations are provided in **bold blue**. Generally, staff's recommendations are very similar to those being requested by CCO.

Applicant Proposal for new definition:

OFF-SITE BILLBOARD SIGN: An off-site sign larger than 250 sq ft.

Planning Division Proposal for a new definition:

BILLBOARD: A poster panel, painted bulletin board, dynamic display or other communicative device that is used to advertise products, goods, services, ideas or noncommercial speech which are not exclusively related to the premises or owner of the property on which the sign is located. This definition only applies to the following five (5) lawful pre-existing billboards: 1) southwest corner of County Road D entrance/exit ramp at Interstate 35W – within railroad right-of-way, 2) County Road C and Cleveland Avenue – southeast corner, 3) Dayton Freight 2560 Long Lake Road – east side, 4) within railroad right-of-way east of 2255 Walnut Street, and 5) Brown - Wilbert Vault 2280 Hamline Avenue.

1010.03: GENERAL PROVISIONS

Revised. C. Prohibited Signs.

Applicant Proposal:

8. The following specific signs shall be prohibited: off-site, flashing, mobile/portable, roof, rotating, and painted signs, banners, and **new** billboards. **This prohibition shall not apply to Off-Site Billboard Signs that are upgraded with dynamic displays subject to the provisions of 1010.10: DYNAMIC DISPLAYS.**

Planning Division Proposal:

This prohibition shall not apply to the five lawful pre-existing non-conforming billboards as defined in this Chapter that are converted to a dynamic display subject to the provisions of 1010.10.A.8

Applicant Proposal

Revised. D. Non-Conforming Signs: All nonconforming signs in existence on June 18, 2012, may continue subject to the provisions of Chapter 1011 of this Title and State Law. **Legally established Non-Conforming Off-Site Billboard Signs shall be permitted to be upgraded with dynamic displays subject to the provisions of 1010.10: DYNAMIC DISPLAYS**

Planning Division Proposal:

The five lawful pre-existing non-conforming billboards as defined in this Chapter shall be permitted to be converted with a dynamic display subject to the provisions of 1010.10.A.8.

1010.10: DYNAMIC DISPLAYS

Applicant Proposal:

Revised 1010.10.A.1. Duration: In all districts, the full sign image or any portion thereof must have a minimum duration of ~~25~~ **8** seconds and must be a static display. No portion of the image may flash, scroll, twirl, change color, or in any manner imitate movement.

Revised 1010.10.A.3. Brightness: The dynamic display sign must not exceed a maximum illumination of ~~5,000~~ **6,500** nits (candelas per square meter) during daylight hours and a maximum illumination of 500 nits (candelas per square meter) between dusk to dawn as measured from the sign's face at maximum brightness.

91 **Planning Division staff support the applicant's proposed amendments.**

92
93 **Applicant Proposal**

94 **Add 1010.10A.8. Off-Site Billboard Signs: A person may obtain a permit for a dynamic display**
95 **sign on the surface of an existing legally established nonconforming off-site billboard signs if**
96 **the following requirements are met:**

- 97 **(i) The dynamic display sign replaces an existing surface of an existing off-site billboard sign;**
98 **(ii) The applicant shall enter into an agreement with the city to provide to the city no less than**
99 **twenty hours (9,000 eight-second spots) per month per dynamic display sign in the city for**
100 **community and public service messages at such times as shall be determined by the city. If the**
101 **applicant complies with the permit requirements noted above, the city will issue a dynamic**
102 **display sign permit for the designated off-site (billboard) sign. This permit will allow a dynamic**
103 **display to occupy 100 percent of the potential copy and graphic area and to change no more**
104 **frequently than once every eight seconds. The designated sign must meet all other requirements**
105 **of this ordinance.**

106
107 **Planning Division Proposal:**

108 **1010.10.A.8 Conversion of Billboards: A person may obtain a permit to convert a lawful pre-**
109 **existing non-conforming billboard to a dynamic display provided the following requirements are**
110 **met:**

111 **1. The applicant shall enter into an agreement with the City regarding the design and operation of**
112 **the dynamic display billboard which shall include the requirement for use of the billboard for**
113 **community and public service announcements as provided below:**

- 114 **i. The applicant provides to the city no less than twenty hours (9,000 eight-second spots)**
115 **per month per dynamic display sign in the city for community and public service**
116 **messages at such times provided and approved by the city.**

117 **2. Provided the applicant complies with the permit requirements of this chapter, a dynamic**
118 **display billboard sign permit for the designated off-site sign will be issued. Said permit will allow**
119 **a dynamic display billboard to occupy one hundred percent (100%) of the existing copy and**
120 **graphic area, but shall not be enlarged. The dynamic display billboard shall meet all other**
121 **requirements of this chapter.**

122
123 **Staff Recommendation**

124 **Public Comment**

125 At the time this report was prepared, Planning Division staff has not received any communications
126 from members of the public about the proposal.

127
128 **Planning Division Comments/Recommendation**

129 Planning Division staff are not opposed to amending the Sign Regulations in support of converting
130 lawful pre-existing, non-conforming billboards from their existing print medium to dynamic/digital
131 displays. It would appear from our research and the information provided by the applicant that
132 Roseville is behind the metropolitan area in adopting such allowances into the Code. Specifically,
133 several communities have varying allowances and/or processes for converting print billboards to
134 dynamic/digital displays. Similarly, there are a minimum of 17 communities that have the same or
135 similar duration and brightness standard as proposed by the applicant.

136
137 Planning Division staff recommend approval of the staff recommended text amendments to Section
138 1010.03.C.8, 1010.03.D, and 1010.10.A.8 and the applicant's text modifications to 1010.10.A.1 and
139 1010.10.A.3.

141 **Requested Planning Commission Action**

142 **Suggested Planning Commission Action**

143 Based on the project report, public comments, and Planning Commissioner input, consider
144 recommending to the City Council approval of the proposed Zoning Code text amendments to
145 Sections 1010.10.A.1 and 1010.01.A.3, and the Planning Division’s proposed text amendments to
146 Section 1010.03.C.8, 1010.03.D, and 1010.10.A.8.

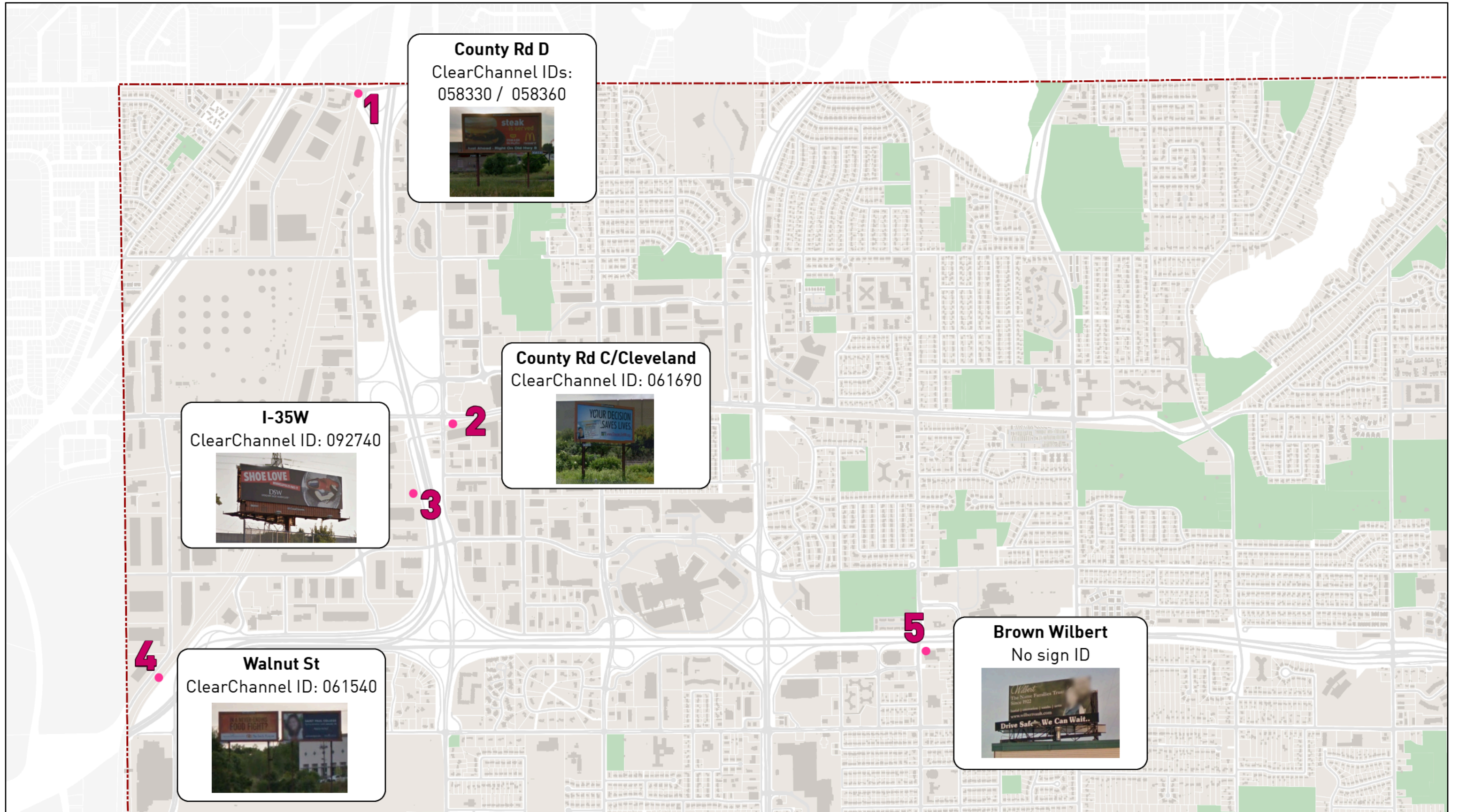
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148 **Alternative Actions**

- 149 1. **Pass a motion to table the item for future action.** An action to table consideration of the
150 zoning text amendment request must be based on the need for additional information or
151 further analysis to reach a decision on one or both requests. Tabling may require extension of
152 the 60-day action deadline established in Minn. Stat. 15.99 to avoid statutory approval.

- 153 2. **Recommend to the City Council denying the requested zoning text amendments.** A
154 denial should be supported by specific findings of fact based on the Planning Commission's
155 review of the application, applicable zoning regulations, and the public record.

156
157 **Prepared by:** Thomas Paschke, City Planner

Attachments: 1. 2024 Billboards
2. CCO Application Materials



Free-Standing Billboards



September 20, 2024

Thomas Paschke, City Planner
Roseville City Hall
2660 Civic Center Drive
Roseville, MN 55113

RE: Clear Channel Outdoor Sign Ordinance Amendment

Dear Mr. Paschke.

Clear Channel Outdoor, LLC (CCO) currently owns and operates four printed, legally established non-conforming billboard structures in the City of Roseville, MN. There are five (5), 12'x25' (poster) faces and two (2), 14'x48' (bulletin) faces. The billboards are located in commercial/industrial corridors. CCO MSP currently operates 83 digital LED billboard displays in 21 Twin City communities outside of Roseville, MN. CCO is interested in upgrading its Roseville billboard structures with dynamic/digital LED displays.

CCO currently operates dynamic/digital LED displays in the following communities around Roseville:

- The City of Shoreview, MN - 3 Dynamic/Digital Faces
- The City of New Brighton, MN - 2 Dynamic/Digital Faces
- The City of Minneapolis, MN - 20 Dynamic/Digital Faces
- The City of Vadnais Heights, MN - 4 Dynamic/Digital Faces
- The City of Maplewood, MN - 3 Dynamic/Digital
- The City of St Paul, MN - 4 Dynamic/Digital Faces

The main sign ordinance amendment request would permit the upgrade of non-conforming billboards with dynamic/digital LED faces that operate with minimum 8 seconds dwell times. A summary of requested changes to Title 10 Zoning / Chapter 1010 Sign regulations is attached.

CCO has been safely operating dynamic/digital billboards in the Twin Cities since 2006. Safe operation of our digital billboards is a top priority for us. There are several redundant systems in place to make sure the digital billboards are safely operated. Digital billboards are permitted by the Federal Highway Administration (FHWA), based on their own safety studies, and the State of Minnesota subject to local ordinances.

CCO offers Cities up to 20 hours of public service announcements (PSA) per digital face per month for City and Community Events. CCO can provide no cost access to our creative team to help produce City messages.

In addition to City PSA, Clear Channel Outdoor provides the following PSA

- Amber alerts
- FBI Alerts
- Severe Weather Warnings (Hennepin and Ramsey County)
- County Sheriff messaging
- Emergency Management Requests

CCO is requesting sign ordinance amendments to upgrade its legal nonconforming printed billboard structures with same size dynamic/digital LED faces.

- Modern Updated Digital Displays
- Public Service Announcements
 - Community and Emergency Messaging
- Great Highway Locations along Commercial/Industrial Corridors
- Expanded advertising opportunities for local businesses
- Community Wayfinding
- No new billboards

Please let me know if you have any questions on our sign ordinance amendment comments. CCO has a legal department dedicated to assisting communities with sign ordinance amendments and have assisted communities all over the country in this process.

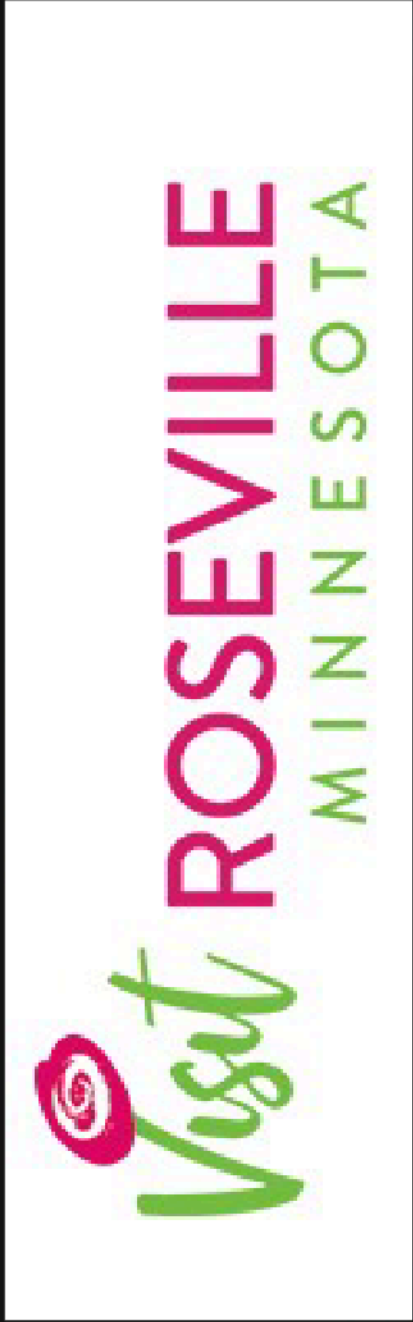
Thank you,



Matthew Weiland

Vice President of Real Estate and Public Affairs
Minneapolis/St. Paul Division

Office: 612.605.5142 /Mobile: 651-592-4431/Email: matthewweiland@clearchannel.com



Clear Channel



City of Roseville, MN
 Dynamic/Digital Display Billboards
 Matthew Weiland, VP Real Estate and Public Affairs

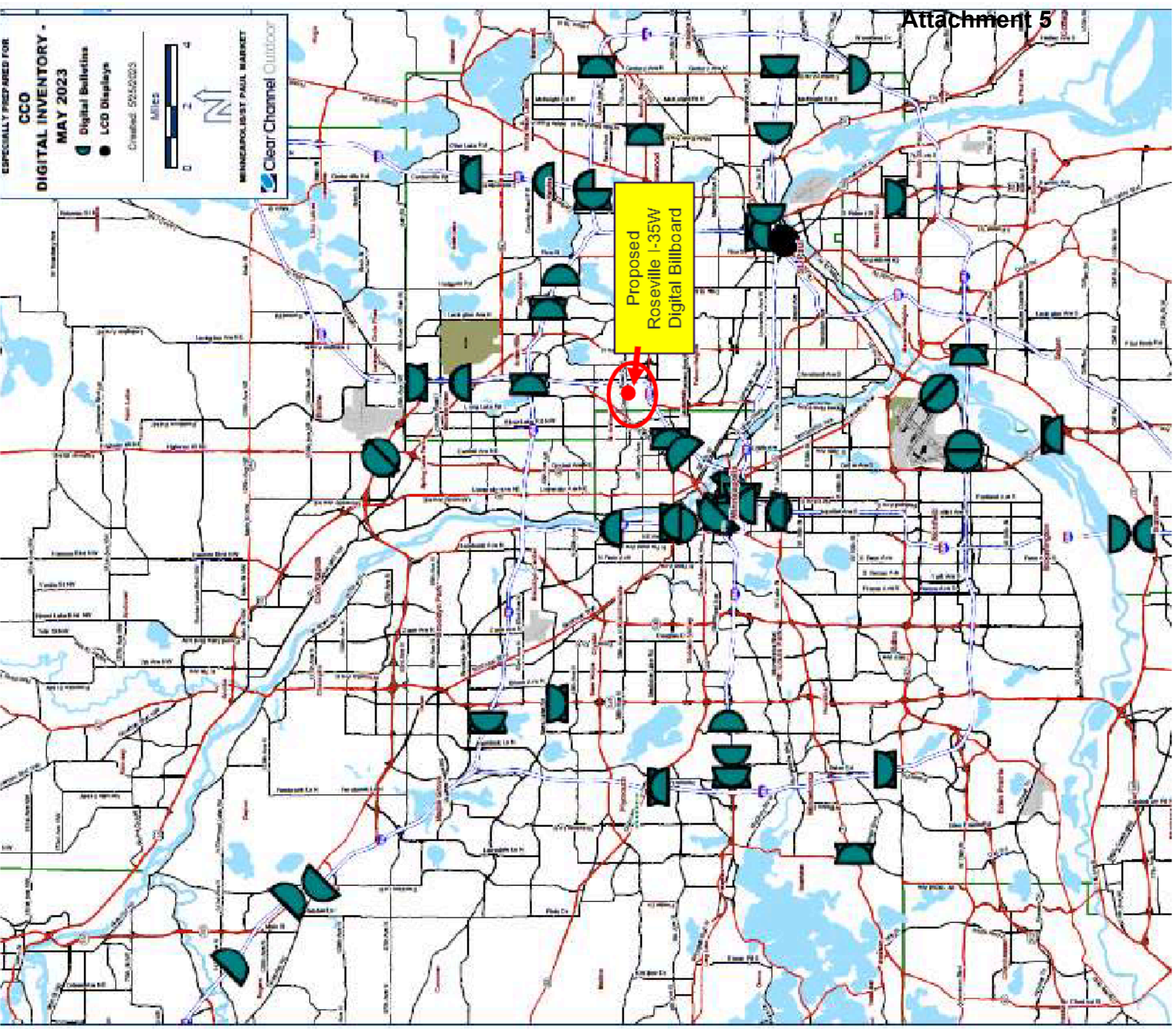


Clear Channel Outdoor

Clear Channel Outdoor

Roseville, MN Billboards

- **Clear Channel Outdoor , LLC (CCO) currently owns and operates four printed legally established non-conforming billboards structures in the City of Roseville, MN. There are five 12'x25' (poster) faces and two 14'x48' (bulletin) faces.**
- **CCO is proposing to upgrade its double face 14'x48' (672 sq ft) printed billboard structure located at 2560 LONG LAKE RD and its single face 12'x24' printed billboard located off County RD C W with dynamic/digital LED displays and architectural columns**
 - **Gateway Monument with City Logo (if requested)**
 - **Modern Updated Dynamic/Digital LED Display**
 - **Great Location in Commercial Corridor**
 - **Community and Emergency Messaging**
 - **Expanded advertising opportunities for local businesses**
- **CCO recently worked with the City of Plymouth and the City of Maple Grove to permit the conversion of existing printed billboards to dynamic/digital LED display billboards**
- **CCO MSP currently operates 83 dynamic/digital LED faces in 21 Twin Cities communities.**
 - **The 1st digital signs were installed in 2006 in the City of Minnetonka**
 - **Digital billboards are permitted by the Federal Highway Administration (FHWA) and State of MN, subject to local approvals**
 - **City of Roseville sign ordinance changes would be required to permit digital LED billboards in the City of Roseville**



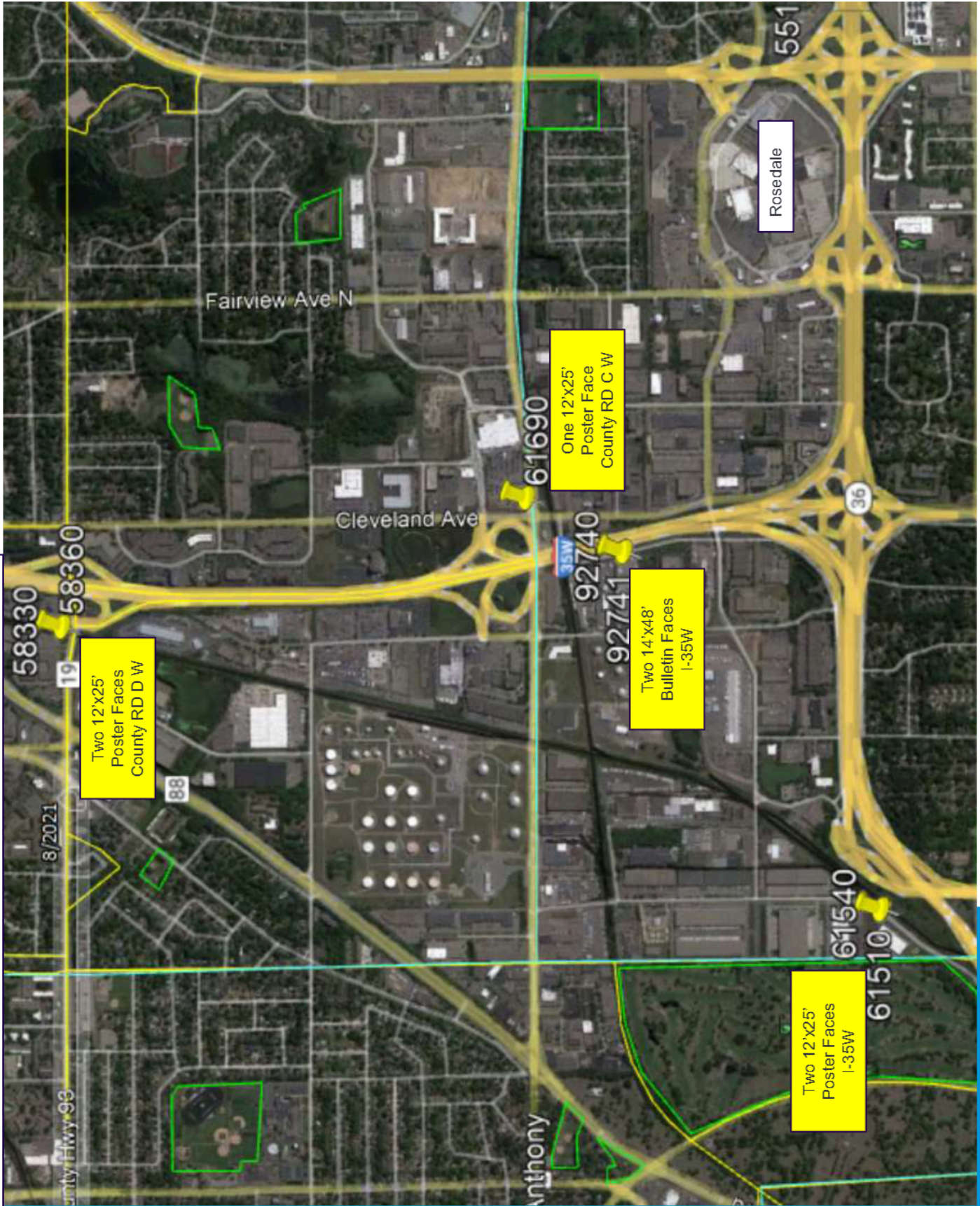
2024 MSP Digital Billboards	
83 Dynamic/Digital Faces	
City	# Faces
1 Blaine	2
2 Burnsville	4
3 Columbus	2
4 Dayton	1
5 Eagan	4
6 Inver Grove Heights	2
7 Landfall	2
8 Mahtomedi	2
9 Maple Grove	2
10 Maplewood	3
11 Minneapolis	20
12 Minnetonka*	8
13 Mounds View	3
MSP Airport (Bloomington)	5
15 New Brighton	2
16 Plymouth	4
17 Rogers	2
18 Shoreview	3
19 St Paul	4
20 Vadnais Heights	4
20 West St Paul	2
21 White Bear Township	2

1st digital signs installed in 2006

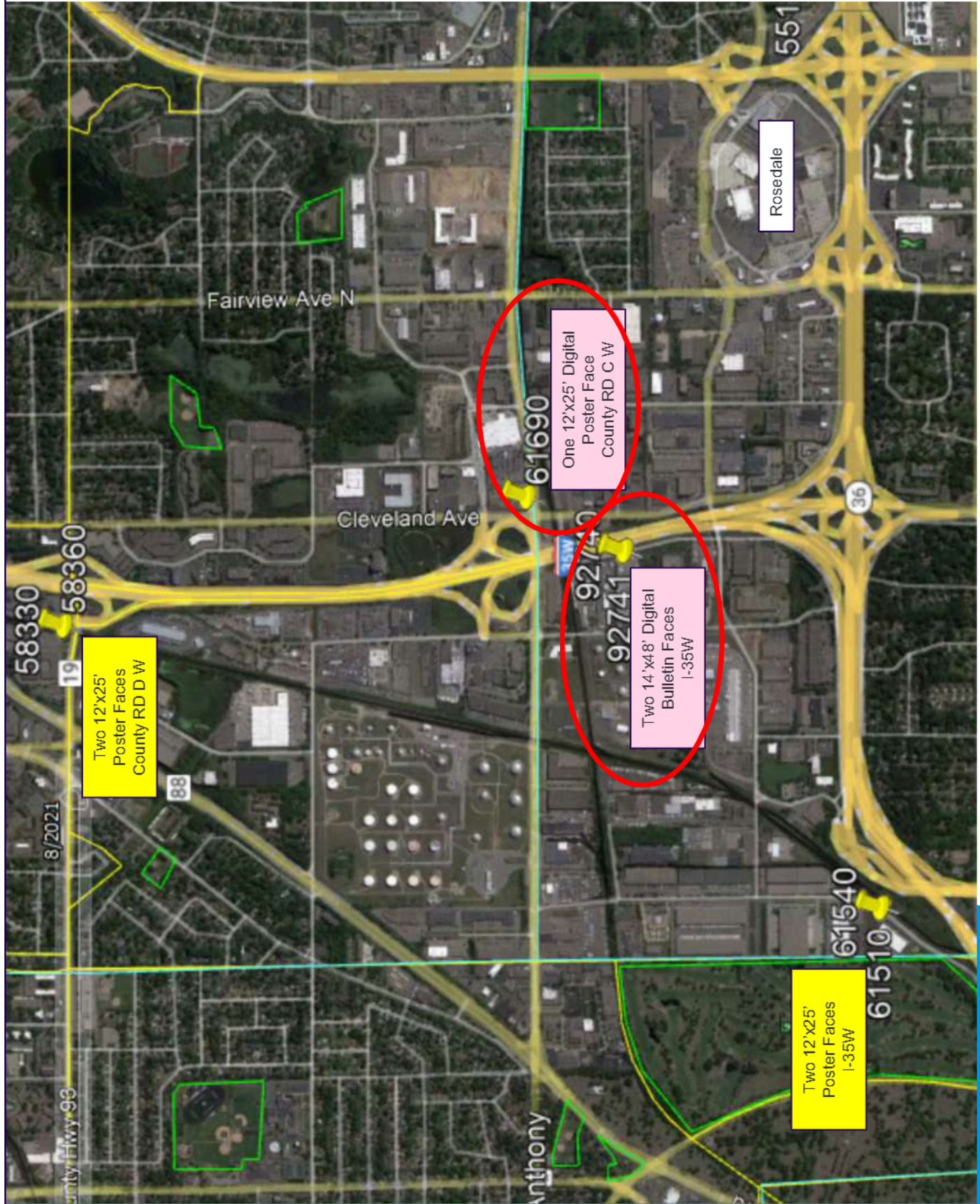
in City of Minnetonka

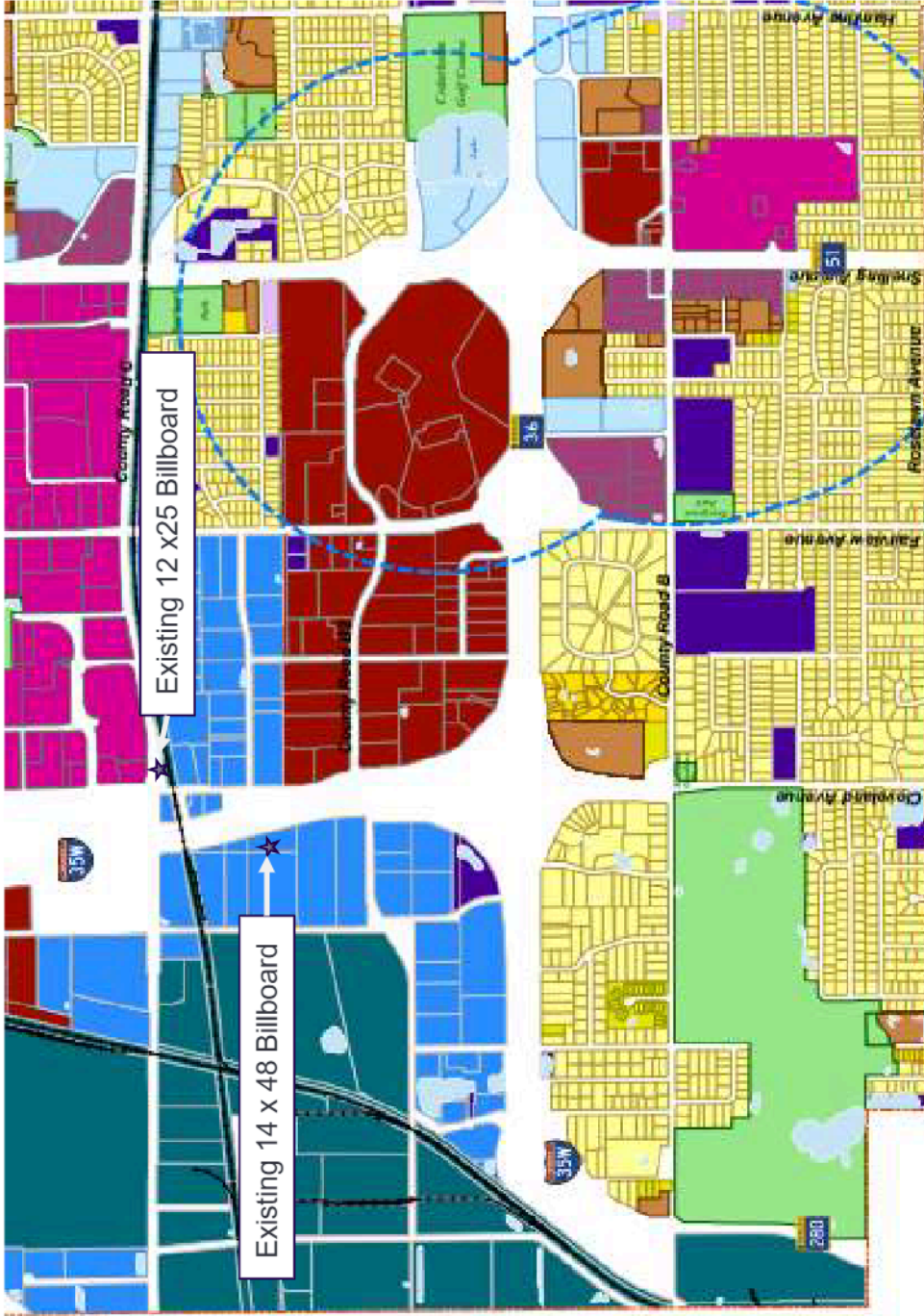
Clear Channel Outdoor

Existing CCO City of Roseville Billboard Inventory



Existing CCO City of Roseville Billboard Inventory – proposed Dynamic/Digital Conversions





Zoning Map

The Official Zoning Map adopted by the City Council on November 2, 2021 (in Ordinance 168) is the final authority with regard to the zoning status of any property. It is on file in the Community Development Department at City Hall.

The zoning designations shown on this map must be interpreted by the Community Development Department.



- Residential**
 - LDR - Low Density Residential
 - LMDR - Low to Medium Density Residential
 - MDR - Medium Density Residential
 - HDR - High Density Residential
- Mixed Use**
 - MU-1 - Neighborhood Mixed Use
 - MU-2A - Community Mixed Use-A
 - MU-2B - Community Mixed Use-B
 - MU-3 - Corridor Mixed Use
 - MU-4 - Core Mixed Use
- Commercial**
 - E-1 - Employment
 - E-2 - Employment Center
 - I - Industrial
- Public/Institutional**
 - PR - Parks and Open Space
 - INST - Institutional
 - BRT Overlay District

Existing Hwy 35W Billboard (14'x48') -panel 92740 and 92741
2560 LONG LAKE RD

Proposed conversion of Existing
14x48 printed Billboard to
14x48 Dynamic/Digital LED billboard



Existing Hwy 35W Billboard North Face (14'x48') -Panel 92741
2560 LONG LAKE RD



Existing Hwy 35W Billboard South Face (14'x48') -panel 92740
2560 LONG LAKE RD




Proposed Hwy 35W Billboard Architectural Column

Roseville Restaurant

Rose'ingo'

June 1-August 31, 2021



4.5 ft

35 Ft



Stone Base and Column

City Logo on North and South face if requested

Proposed Hwy 35W Billboard Architectural Column



Existing Billboard

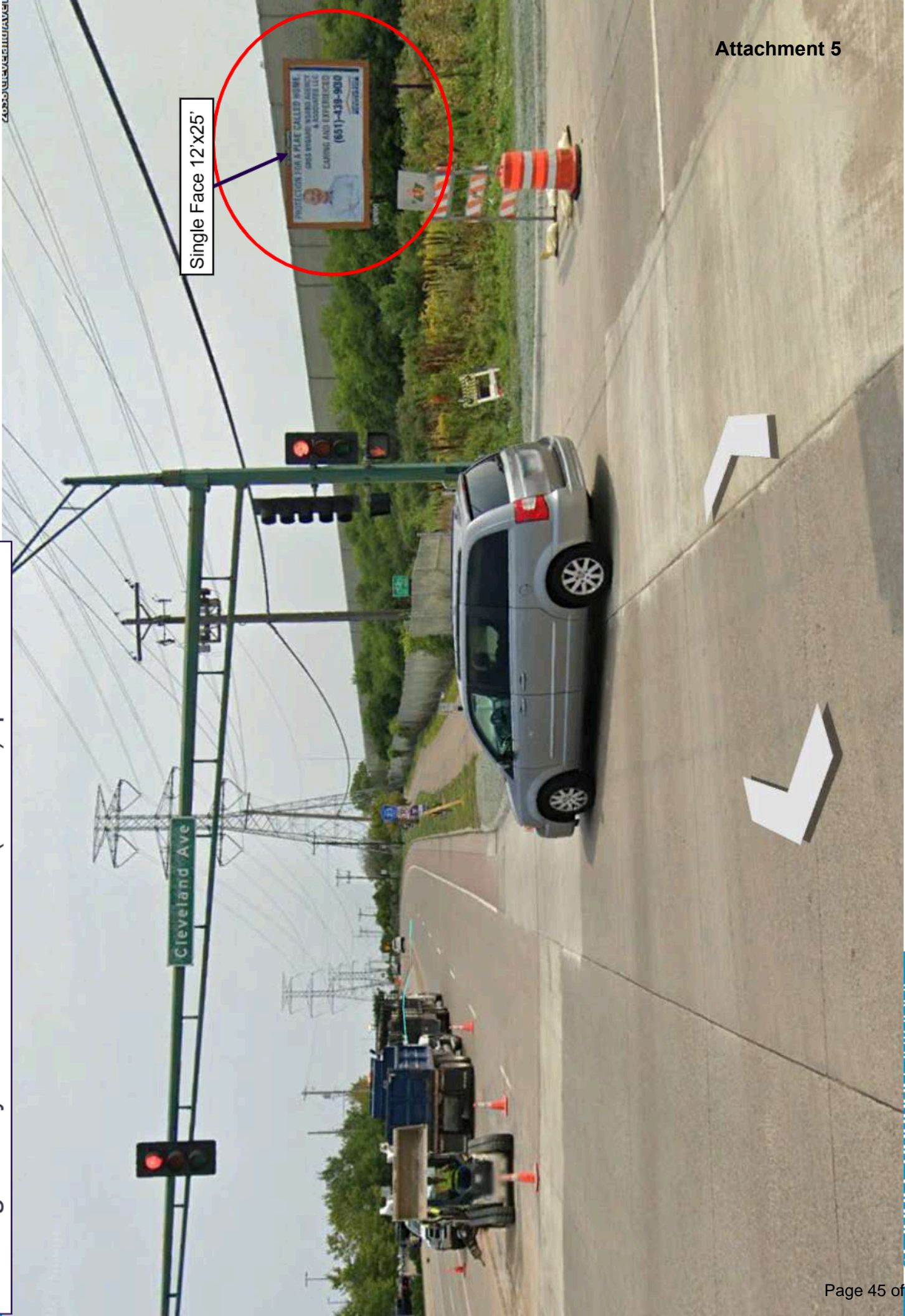


Proposed Billboard

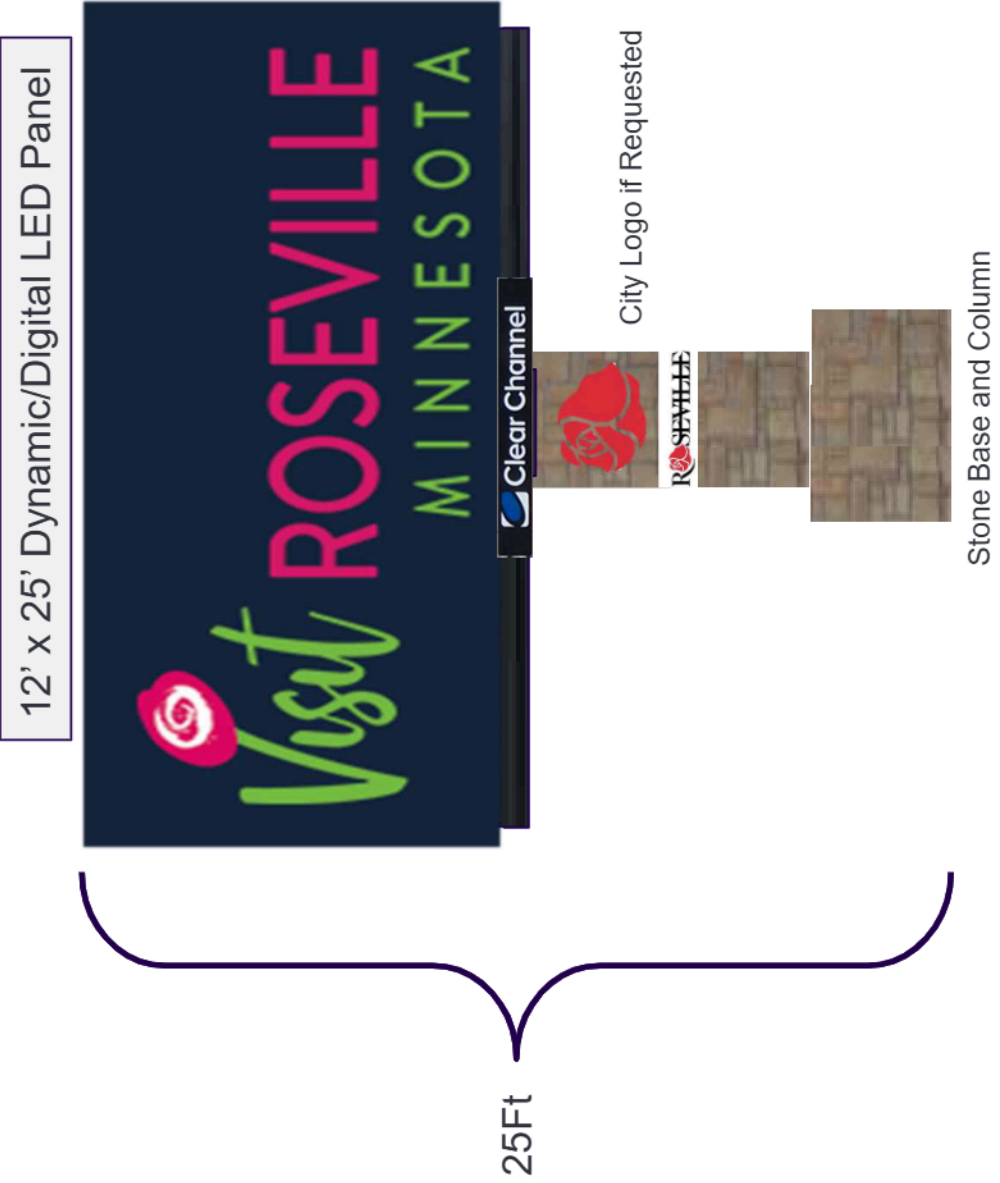
Existing County RD C W Billboard (12'x25') -panel 61690



Existing County RD C W Billboard (12'x25') -panel 61690



Roseville, MN
Architectural Sign Design
Cleveland Ave / County RD C W



Roseville, MN
Architectural Sign Design
Cleveland Ave / County RD C W

Existing Billboard



Proposed Billboard



- **Standard Billboard Size**
 - Bulletin - 14 ft x 48 ft (672 sq ft)
 - Poster – 12ft x 25ft (300 sq ft)
- **Dynamic/Digital Billboards rotate 8 slots (static images)**
 - 8 second dwell times
- **Instantaneous transitions between images**
- **Appear like static billboards**
- **Ambient light sensor**
 - Constantly monitor ambient light conditions around sign and adjust brightness of the sign based on surrounding conditions
 - Higher during day and lower at night
- **Remote monitoring**
 - Web cams
 - Cellular network
 - Remote cut off switches
- **Dynamic/Digital billboards are permitted by the Federal Highway Administration (FHWA) and State of MN, subject to local approvals**

Summary Zoning Ordinance Changes

- **Permit Digital/Dynamic Faces**
 - Conversion of existing non-conforming billboards to digital/dynamic LED faces
- **8 second dwell times on digital displays**
 - Instantaneous transitions
- **Spacing requirement for dynamic billboards read from same direction**
- **PSA messaging requirements**
- **Brightness requirements**
 - The dynamic display sign must not exceed a maximum illumination of 6,500 nits (candelas per square meter) during daylight hours and a maximum illumination of 500 nits(candelas per square meter) between dusk to dawn as measured from the sign's face at maximum brightness.
 - ambient light sensors
 - operating characteristics set to perform like static billboards
 - Digital billboards shall not operate at brightness levels of more than 0.3 foot candles above ambient light, as measured using a foot candle meter at a pre-set as measured horizontal distance of two-hundred fifty (250) feet from the nominal size 14 ft x 48 ft sign face

Public Service Announcements (PSA)

- **Clear Channel Outdoor offers Cities**
 - Up to 20 hours PSA/digital face/month
 - 9,000 Eight (8) second public service messages
 - City and Community Events

- **In addition to City PSA, Clear Channel Outdoor provides the following PSA**
 - **Amber alerts**
 - **FBI Alerts**
 - **Severe Weather Warnings**
 - Hennepin and Ramsey County
 - **Regional Emergencies**
 - 35W Bridge Collapse
 - **County Sheriff messaging**
 - **Emergency Management Requests**

Clear Channel Outdoor – Minnetonka PSA Examples

Welcome to
Minnetonka

Where quality is our nature

City of
minnetonka

9TH ANNUAL
Tour de Tonka

Saturday, August 2 | www.tourdetonka.org

Support pollinators....
....plant natives.

City of
minnetonka

Bingo Fest

Sat., Nov. 1, 2-7 p.m.
Minnetonka Community Center

Bingo, Music and
Maynard's Burgers

All proceeds benefit
Minnetonka Diamond Club

Plant Sale

MHS Class of 2014 • Senior Party Fundraiser

Order Online Today
MHS homepage

Spooktacular Concerts
Minnetonka Symphony Orchestra

October 20 and 27

www.musicassociation.org

"Serving today, shaping tomorrow"

Welcome to Maple Grove

maplegrovern.gov



Become a
Maple Grove
FIREFIGHTER


Apply by July 17
mgfire.info

**CONNECT. SHOP.
EXPLORE. APRIL 23**


PLYMOUTH COMMUNITY CENTER



**PLYMOUTH
COMMUNITY
CENTER**



NOW OPEN



Clear Channel Outdoor – City PSA Examples



**Blaine's 2nd Annual
Pet Walk - April 28**
Sat. 10 AM Lakeside Commons Park

www.ci.blaine.mn.us for more info



Eagan

Easy to Get Here Great to Stay



Buckthorn is INVASIVE

Remove trees with
black fruit **FIRST**

City of
minnetonka

CLICK IT OR TICKET

EXTRA SEATBELT
ENFORCEMENT
MAY 23 - JUNE 5



**Be a Neighborhood
Hero**

Clear Your Hydrant



Farmers' Market

Tuesdays
3-7 p.m.

Shoreview
Community Center



**Severe Weather Awareness Week,
April 11 – 15, 2011**

Check out the *Blaine* Web Site
for Severe Weather Safety Information

www.ci.blaine.mn.us



Digital messaging benefits – public safety



Photo from Lake Minnetonka Patch.

**NO ICE Is Ever Completely Safe.
USE SAFETY PRECAUTIONS**



Hennepin County Sheriff's Office

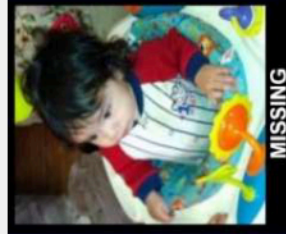
School is in session.



DRIVE SAFELY



2002 Red Kia
Lic. # 242 GAU
Carlos Orozco
Male | Age 8 months-old | Black hair
Any info call: 911



MISSING



Life jackets save lives!



Hennepin Sheriff.org



WANTED: PHILLIP MIMS
aka James Mayfield



26 yrs old • 5'8" • 192lbs
(612) 376-3200 *REWARD



SPECIAL ALERT

TORNADO WARNING

has been issued for Hennepin County



- Amber Alerts
- Local Police
- Safety Reminders

- FBI Most Wanted
- FEMA Disaster Assistance
- Weather Alerts

COVID-19 PSA examples

Thank You...
for patronizing our
local businesses



Resources Available At TwinCitiesNorth.org



We Love Local  Support Neighborhood Businesses



www.TooLocalToFail.com

Clear Channel as a Partner: National League of Cities Award

National League of Cities: In 2018 CCO received "The Distinguished Service to Cities Award"



NLC NATIONAL LEAGUE OF CITIES
CITIES STRONG TOGETHER

August 10, 2018

Jason King
SVP, Corporate Communications and Marketing
Clear Channel Outdoor
99 Park Avenue, Suite 200
New York, NY 10016

Dear Jason,

I hope this letter finds you well. The Distinguished Service to Cities Award is given annually to a partner of the National League of Cities for making a significant contribution to building stronger, more innovative, and resilient cities and towns. I am honored to inform you that Clear Channel Outdoor will be receiving the Service to Cities Award for your outstanding work in support of NLC's 2018 infrastructure campaign.

Your contribution was both unique and extremely impactful, and we appreciate Clear Channel's commitment to raising awareness of this critical issue. On behalf of our staff and Board of Directors, we thank you. We will present Clear Channel Outdoor with the award at the closing ceremonies at our annual City Summit conference, November 7-10, in Los Angeles, CA.

We hope to see you in LA, and congratulations again on receiving this award.

Sincerely,



Clarence Anthony
CEO and Executive Director
National League of Cities

2018 OFFICERS
President
Mark Stodolski
Vice President
Lenny Brock, Arkansas
First Vice President
Robert Williams
Mayor
Gary, Indiana
Second Vice President
Cynthia Johnson
Councilmember
Los Angeles, California
Immediate Past President
Miki Zorn
Mayor
Cleveland, Ohio
Chief Executive Officer/
Executive Director
Clarence E. Anthony
Deputy Executive Director
Antonietta A. Samuel

660 North Capitol St. NW, Suite 450 / Washington, DC 20001 / ph: (202) 626-3000

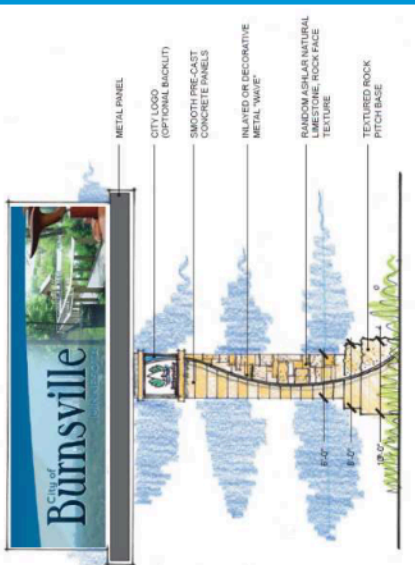
NLC.org

- **Gateway Monuments**
 - **City logo**
- **Creative design and materials**
- **Progressive Modern Image**
- **Technologically advanced**
- **Open for business**
- **Entertainment areas**
- **wayfinding**

Examples of
Digital Architectural
Sign Designs



53 ft Tall center mount Double face
 Similar height to Hwy 7 St Louis Park Sign - 48ft height



Burnsville, MN



Clear Channel Outdoor

Maple Grove
Architectural
Sign Design

14' x 48'



091230
Clear Channel





50 ft Tall center mount single face
Similar height to St Louis Park Sign - 48ft height

Shoreview, MN

Conclusion

- **Clear Channel Outdoor is interested in expanding its Digital Billboard Network into Roseville, MN**
 - CCO is requesting to upgrade the only 14 x 48 printed billboard located in Roseville with 14 x 48 digital LED faces and an architectural column
 - Modern Updated Digital Displays
 - Gateway Architectural Sign
 - Public Service Announcements
 - Community and Emergency Messaging
 - Great Locations in Commercial Corridor
 - Expanded advertising opportunities for local businesses
 - No new billboards

- **Questions**
- **Matthew Weiland, VP Real Estate and Public Affairs**
- **Clear Channel Outdoor, Inc.**
- **Office- 612-605-5142**
- **Cell – 651-592-4431**
- **Email – matthewweiland@clearchannel.com**

**Clear Channel Outdoor
Contact Information**

Summary of Clear Channel Outdoor amendments to Title 10 Zoning / Chapter 1010 Sign Regulations:

1010.02: DEFINITIONS

Added 26. OFF-SITE BILLBOARD SIGN: An off-site sign larger than 250 sq ft.

1010.03: GENERAL PROVISIONS

Revised. C. Prohibited Signs.

8. The following specific signs shall be prohibited: off-site, flashing, mobile/portable, roof, rotating, and painted signs, banners, and billboards. This prohibition shall not apply to Off-Site Billboard Signs that are upgraded with dynamic displays subject to the provisions of 1010.10: DYNAMIC DISPLAYS.

Revised. D. Non-Conforming Signs: All nonconforming signs in existence on June 18, 2012, may continue subject to the provisions of Chapter 1011 of this Title and State Law. Legally established Non-Conforming Off-site Billboard Signs shall be permitted to be upgraded with dynamic displays subject to the provisions of 1010.10: DYNAMIC DISPLAYS

1010.10: DYNAMIC DISPLAYS

Revised 1. Duration: In all districts, the full sign image or any portion thereof must have a minimum duration of ~~25~~ 8 seconds and must be a static display. No portion of the image may flash, scroll, twirl, change color, or in any manner imitate movement.

Revised 3. Brightness: The dynamic display sign must not exceed a maximum illumination of ~~5,000~~ 6,500 nits (candelas per square meter) during daylight hours and a maximum illumination of 500 nits (candelas per square meter) between dusk to dawn as measured from the sign's face at maximum brightness.

Added. 8. Off-Site Billboard Signs: A person may obtain a permit for a dynamic display sign on the surface of an existing legally established non-conforming off-site billboard signs if the following requirements are met:

(i) The dynamic display sign replaces an existing surface of an existing off-site billboard sign;

(ii) The applicant shall enter into an agreement with the city to provide to the city no less than twenty hours (9,000 eight-second spots) per month per dynamic display sign in the city for community and public service messages at such times as shall be determined by the city.

If the applicant complies with the permit requirements noted above, the city will issue a dynamic display sign permit for the designated off-site (billboard) sign. This permit will allow a dynamic display to occupy 100 percent of the potential copy and graphic area and to change no more frequently than once every eight seconds. The designated sign must meet all other requirements of this ordinance.