

Benner II, Jerome (CI-StPaul)

From: Joanne Katz <jomkatz@comcast.net>
Sent: Sunday, June 4, 2017 7:04 PM
To: Benner II, Jerome (CI-StPaul)
Subject: Holiday station signage variance at White Bear and Old Hudson road

I strongly object to any variance from zoning code for signage at this location.

The area is becoming overwhelmed with signs which cause too much distraction for safe driving and decent neighborhood ambiance.

The area is beginning to look like a Vegas strip. This is a primary approach to the capital and downtown area and will look tawdry with any more variance.

I do not believe customer attraction for this business will be affected. It is obvious on 94 from some distance that gas stations abound at this exit. Travelers on White Bear can't miss it.

We must stick to zoning.

Joanne Katz

Sent from my iPad

Opposition
FILE
17-095181

Benner II, Jerome (CI-StPaul)

From: Darlene Scheiben <grandmadar1@yahoo.com>
Sent: Tuesday, June 6, 2017 1:56 PM
To: Benner II, Jerome (CI-StPaul)
Subject: Holiday WBA and old Hudson

My concern with their request for these signs is we don't know how the area will do with the turn lanes, hopefully things will be better. I'm concerned you will have people trying to watch the signs instead of where and how they are driving. The city is trying to improve the traffic situation with up grading the road I think this is just an un-needed distraction. Even the signs facing hwy 94 could be an undesired distraction for drivers, we already have too many using phones, and other devices, why add to the problem. These are my concerns I hope you will give them recognition. Thank you, Darlene Scheiben. 651-278-2724.

Sent from my iPad

FILE
17-045181

d. The sign would not adversely affect residential property through excessive glare and lighting.

The nearest residentially zoned property is located over 175 feet to the east and the applicant has been informed that the maximum illumination level with dynamic display may not exceed 0.3 foot candles above the ambient light level as measured fifty feet from the sign's face. The freestanding pole sign located along I-94 and not near residential uses should not adversely affect residential property through excessive glare and lighting. Both signs will have programmable dimming capability to lower the brightness if it becomes an issue.

This finding is met for both variance requests.

2. The variance is consistent with the comprehensive plan.

The proposed signs will provide greater visibility for new a gas station/convenience store with a car wash. This request is in keeping with the goals of the comprehensive plan to coordinate business signs to achieve greater consistency among businesses. This finding is met for both variances.

3. The applicant has established that there are practical difficulties in complying with the provision, that the property owner proposes to use the property in a reasonable manner not permitted by the provision. Economic considerations alone do not constitute practical difficulties.

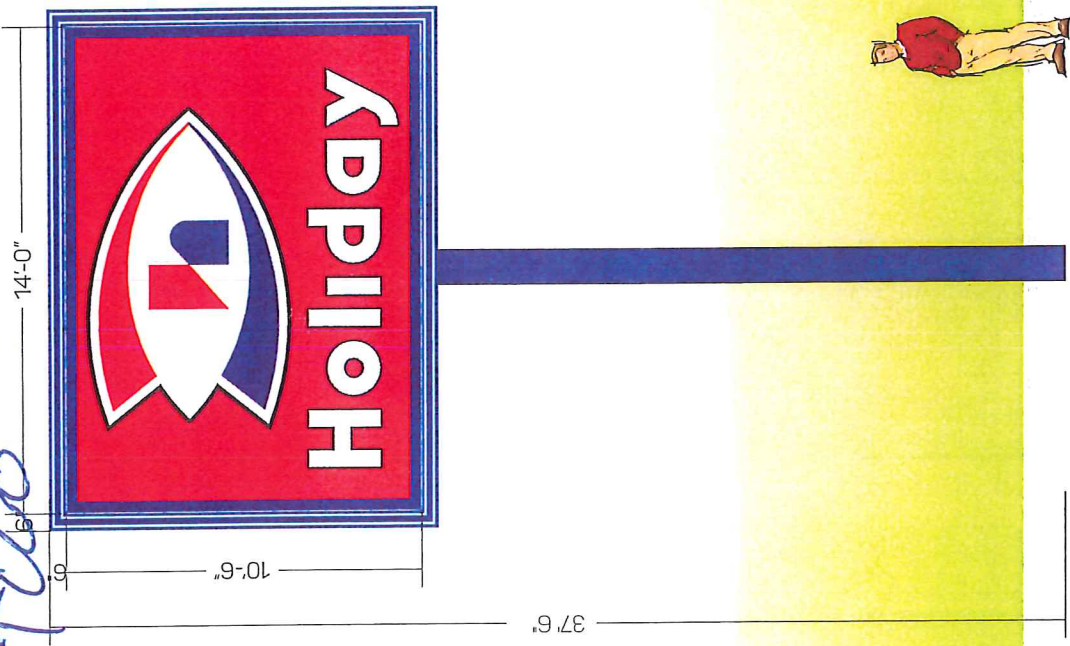
According to the applicant, the ability to use color and images in comparison to only monochromatic text both speeds comprehension of the message and makes it more memorable. The I2—second frequency allowed in business districts throughout Saint Paul and used by the neighboring businesses at this corner allows flights of messages without causing distraction. However, the applicant has a prominent freestanding sign in the northeast corner of the lot that captures the attention of drivers traveling in both directions on Old Hudson Road and White Bear Avenue. The dynamic display signs would be placed on the building and may not provide as much draw as the applicant is anticipating. The Holiday Station store was giving proper notice of the rezoning and had ample time to modify their sign plan to be compliant with the T3 sign regulations. The applicant has ~~not~~ established a practical difficulty in complying with the provisions of this code. This finding is ~~not~~ NOW met for the dynamic display signs.

During the redevelopment of the site, the freestanding sign in the southwest corner of the property was removed. Any new freestanding sign must not exceed the maximum height requirement of 20', however, given that the new sign is at the same height and location as the previous sign, the applicant does face a difficulty in no longer being able to capture the attention of drivers traveling on I-94 with a sign face that is 17.5'

And the NOW, THEREFORE, BE IT RESOLVED, conclusion on page 216 be amended to include approval of the requested operation of the dynamic signs

1

ATTACHMENT TWO
PROPOSED
TRADE MARK
SIGN



FILE
17-0951

GRAPHIC DETAIL
SCALE: 3/16" = 1'-0"

APPROVAL BOX - PLEASE INITIAL	Date
CUSTOMER APPROVAL	

NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

Customer:	HOLIDAY STATION	Date:	11/29/16	Prepared By:	RM
Location:	ST PAUL, MN	File Name:	151847 - ST PAUL, MN - STORE 3503	Eng:	-

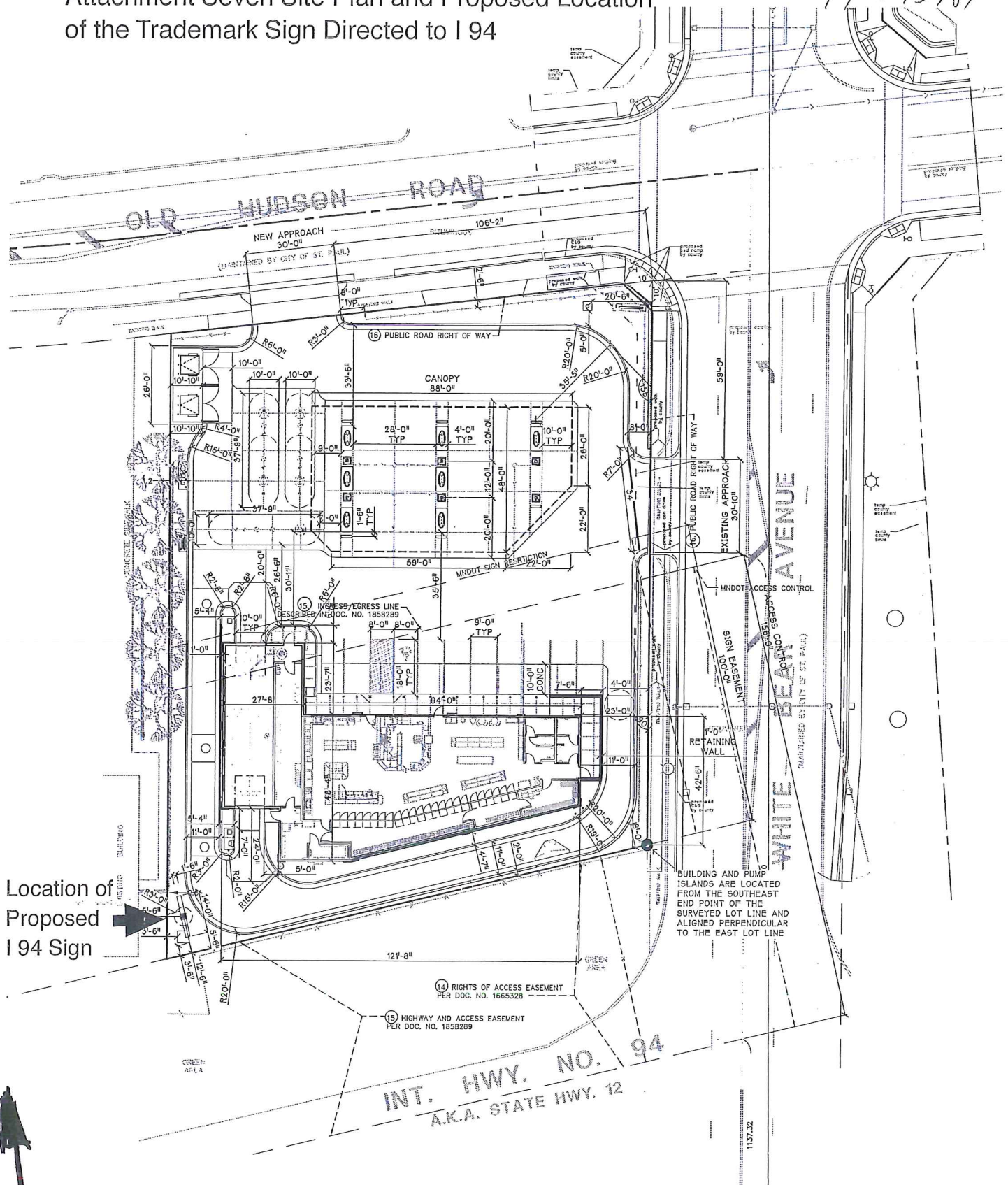
DISTRIBUTED BY SIGN UP COMPANY
700 21st Street Southwest
PO Box 210
Watertown, SD 57201-0210
1.800.843.9888 · www.personasigns.com

persona
SIGNS | LIGHTING | IMAGE



FILE
17-045181

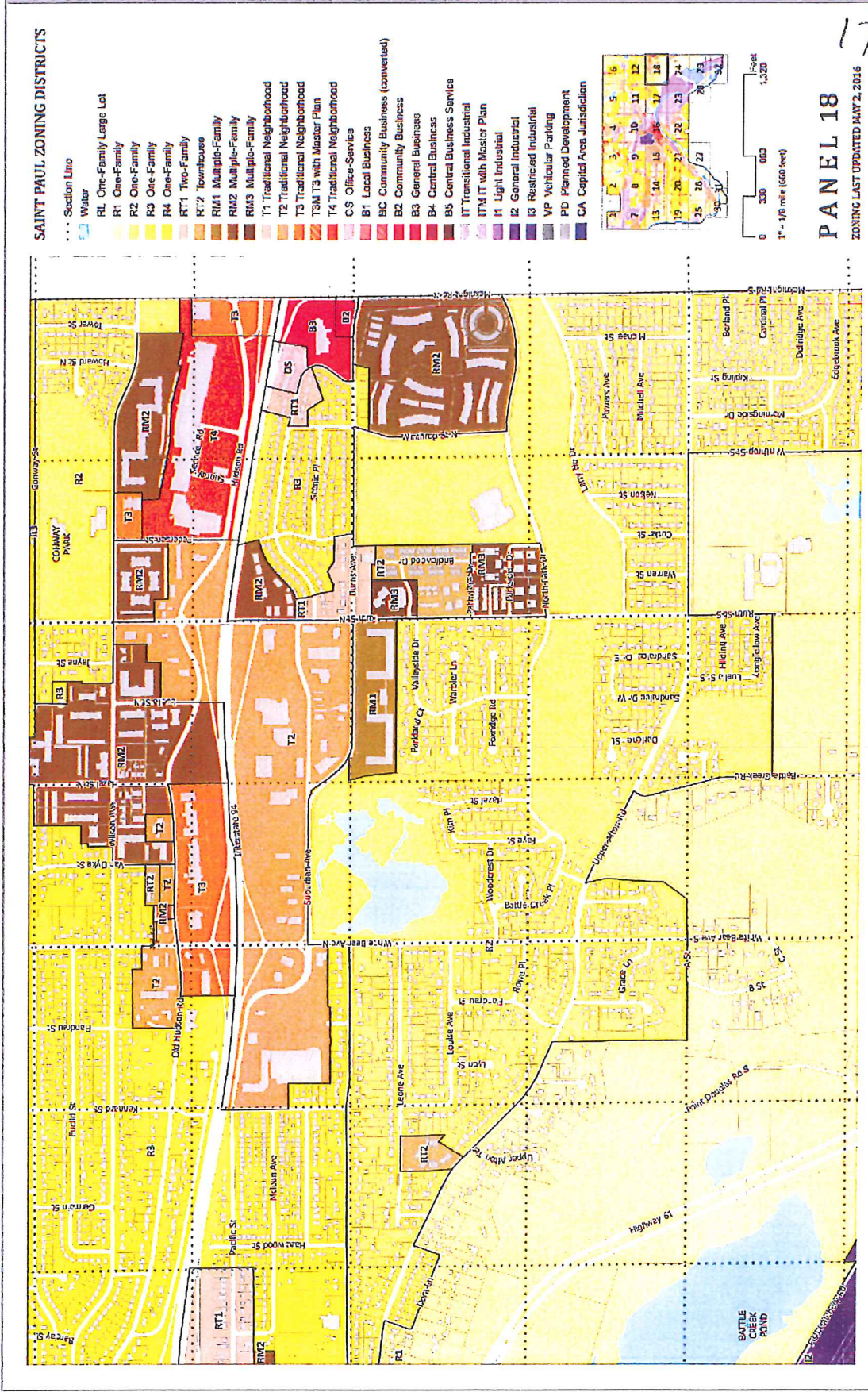
Attachment Seven Site Plan and Proposed Location of the Trademark Sign Directed to I 94



Location of Proposed I 94 Sign



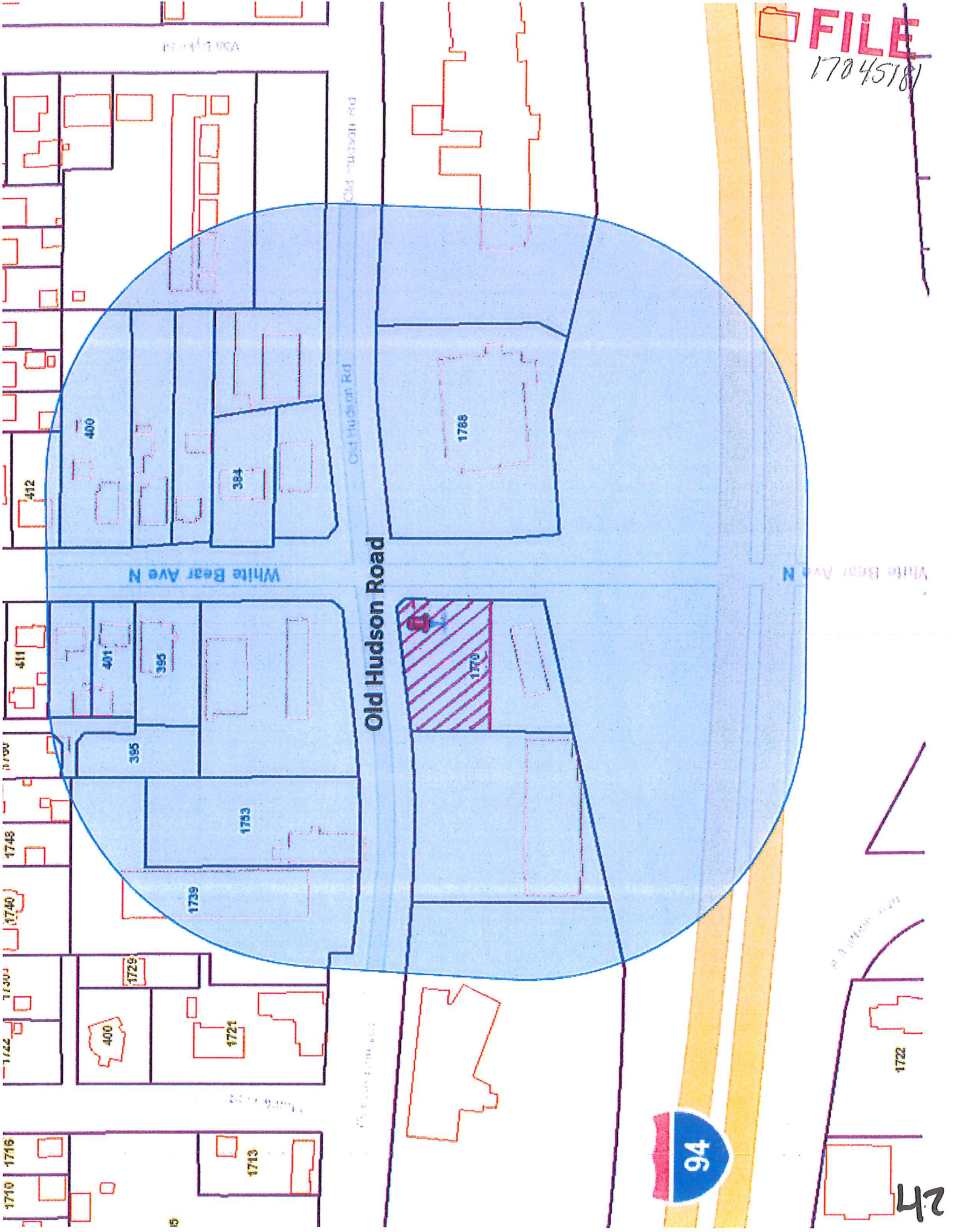
Attachment Five Extent of Traditional Neighborhood Zoning Designation



FILE
181540-1

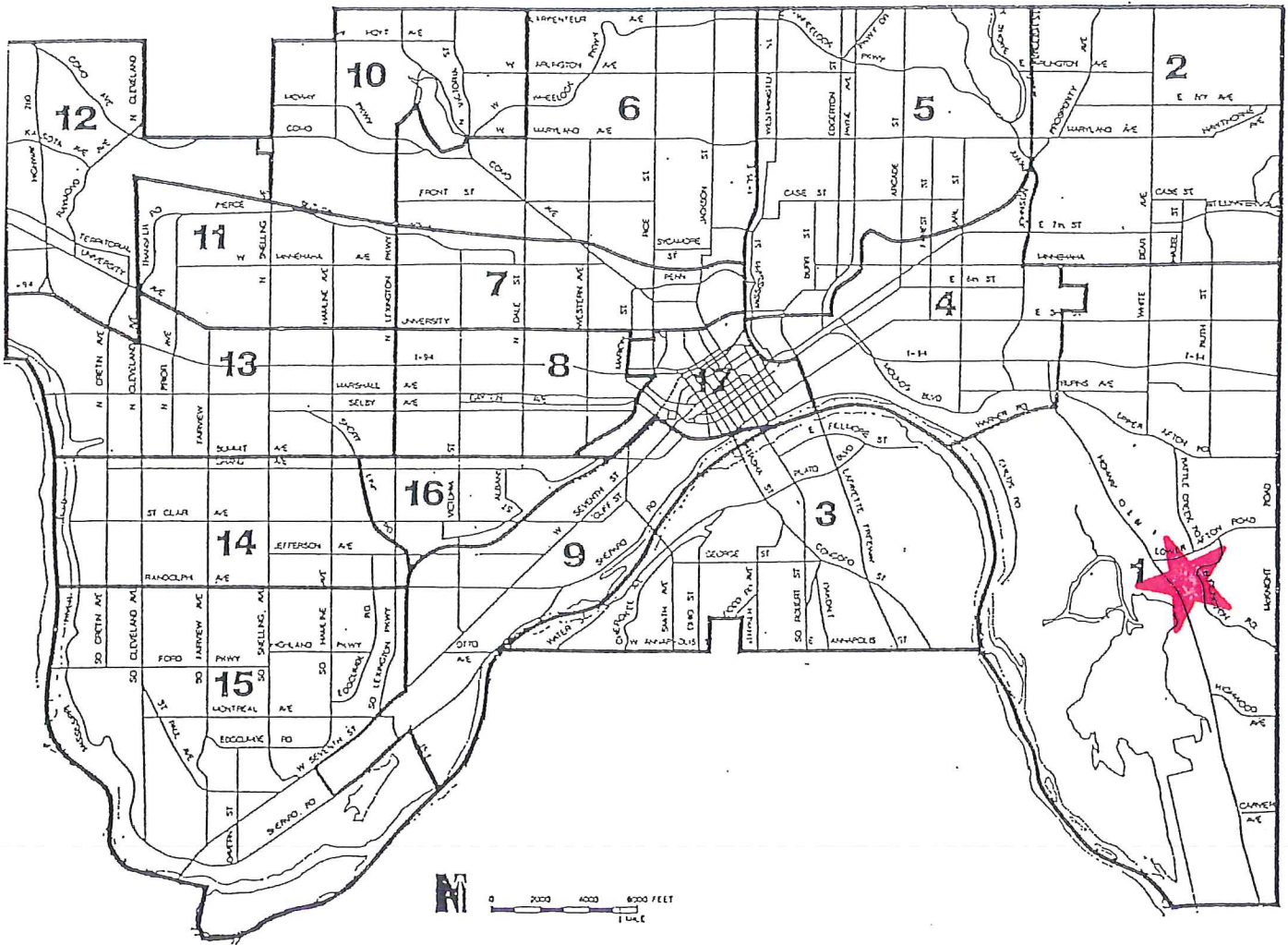
PANEL 18
ZONING LAST UPDATED MAY 2, 2016

FILE
17045181



94

42

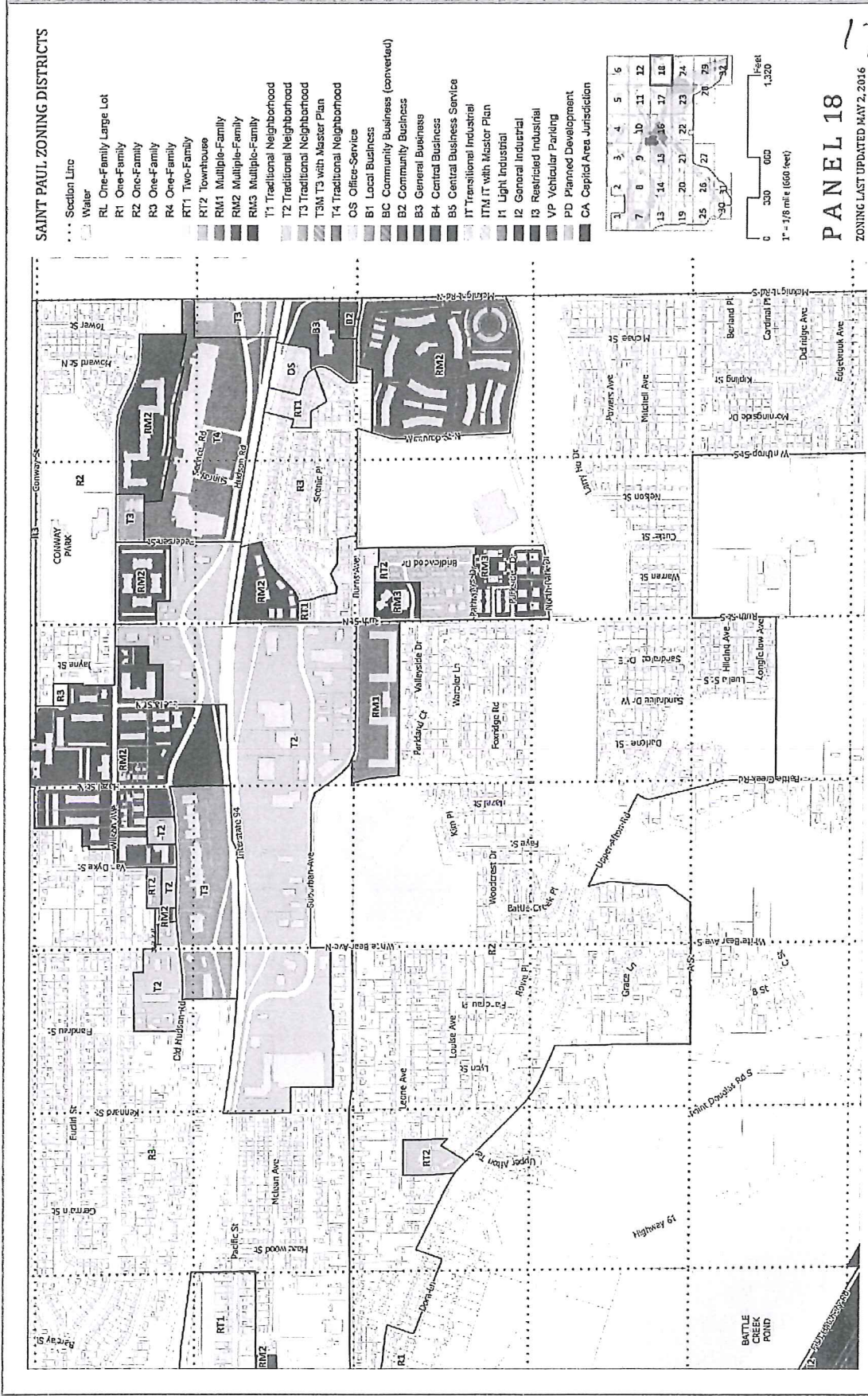


CITIZEN PARTICIPATION PLANNING DISTRICTS

1. SUNRAY-BATTLECREEK-HIGHWOOD
2. HAZEL PARK HADEN-PROSPERITY HILLCREST
3. WEST SIDE
4. DAYTON'S BLUFF
5. PAYNE-PHALEN
6. NORTH END
7. THOMAS-DALE
8. SUMMIT-UNIVERSITY
9. WEST SEVENTH
10. COMO
11. HAMLINE-MIDWAY
12. ST. ANTHONY PARK
13. MERRIAM PARK-LEXINGTON HAMLINE-SNELLING HAMLINE
14. MACALESTER GROVELAND
15. HIGHLAND
16. SUMMIT HILL
17. DOWNTOWN

ZONING FILE _____

Attachment Five Extent of Traditional Neighborhood Zoning Designation

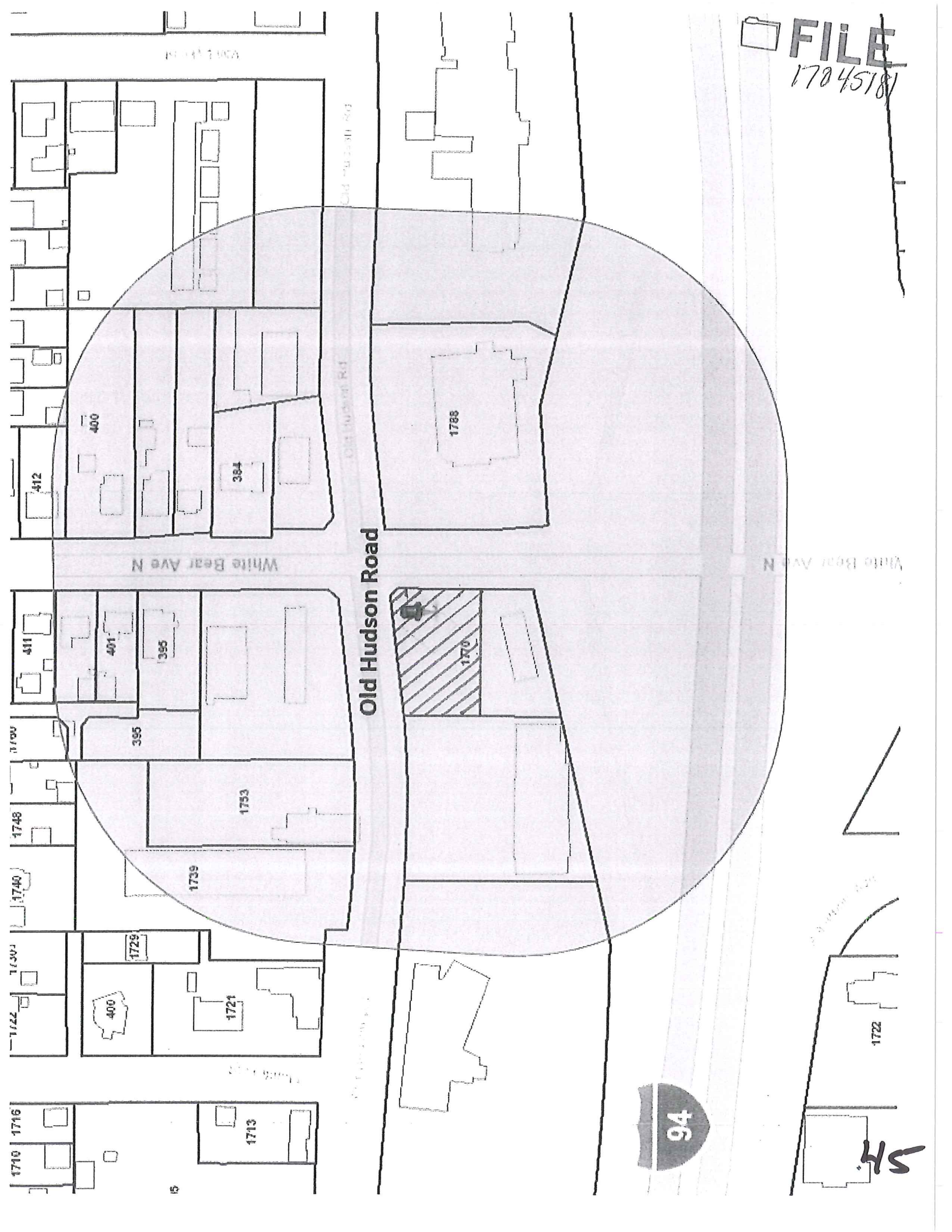


FILE
181540-17

PANEL 18

ZONING LAST UPDATED MAY 2, 2016

FILE
17045181



Old Hudson Rd

Old Hudson Rd

Old Hudson Road

White Bear Ave N

White Bear Ave N

White Bear Ave S

94

SH

1722

1788

384

400

412

411

401

395

1753

1739

1770

1745

1740

1730

1729

400

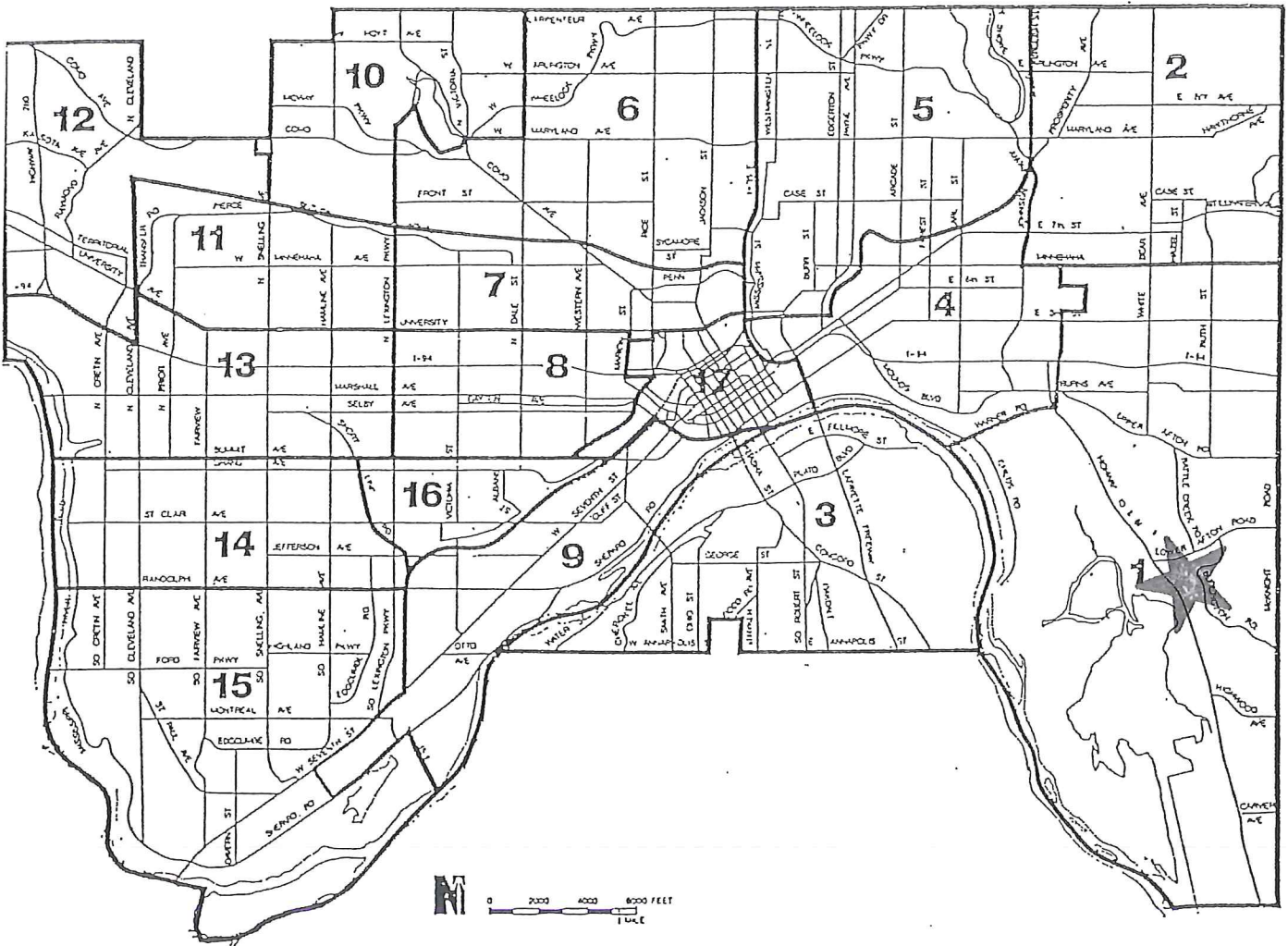
1721

1716

1710

1713

15



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ZONING FILE _____