



PLAN SNAPSHOT REPORT DSIBZA-000232-2025 FOR CITY OF SAINT PAUL

Plan Type: DSI Board of Zoning Appeal Variance

Work Class: Sign Variance

District: Ward 2

Status: Submitted - Online

Assigned To: Yang, Kaozouapang

Description: We are seeking a sign variance for a digital sign installed less than 100 feet from a residentially zoned district. The sign will be installed in the B2 District.

Parcel: 112823430014	Main	Address: 1305 7Th St W St. Paul, MN 55102	Main	Zone: B2(Community Business) RM2(Medium-Density Multiple-Family Re:
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Other	Applicant	Applicant
Steve Lawrance	Joe Bennett	Think Digital Signs Matthew Duffy

Application – Response to Questions

The sign request is due to unusual conditions pertaining to sign needs for a specific building or lot.

We are installing a new sign in the same place the existing sign is located. The new sign is smaller than the existing sign. Based on the existing sign pole and building, there is no other logical location to install the new digital sign.

The sign would not create a hazard.

The sign will not create a hazard. It is being installed in the same location as the old sign and is smaller than the old sign.

The sign would not be objectionable to adjacent property owners.

The sign will not be objectionable to adjacent property owners. The sign is an upgrade and will enhance the appearance of the restaurant.

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

The sign will not adversely affect residential property through excessive glare and lighting. The sign's default nighttime brightness is 10% of the daytime brightness. The sign software can dim the nighttime brightness if it is causing any issues. The sign has a photocell and will dim with ambient light conditions. We have never had an issue with sign brightness that dimming the sign with the software was not able to alleviate.

The sign is in keeping with the general character of the surrounding area.

The sign is keeping with the general character of the surrounding area. The new sign is smaller than the old sign and will be more attractive.

The variance is in harmony with the general purposes and intent of the zoning code.

The variance is in harmony with the general purposes and intent of the zoning code. By following the additional code restrictions related to monochrome, message length and turning the sign off at night it will have minimal to no negative impact to surrounding properties. With the additional dimming capabilities of the sign we can ensure surrounding properties are not impacted.

The variance is consistent with the comprehensive plan.

The variance is consistent with the comprehensive plan. The variance is intended to enable businesses to install digital signs within 100 feet of residential properties and meet additional sign code restrictions.

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.

Yes. The applicant is approved to install a digital sign. The location to surrounding residential properties cannot be alleviated. We are using the exact same sign location as the old sign and the new sign will be smaller than the old sign.

The plight of the landowner is due to circumstances unique to the property not created by the landowner.

The circumstances for our variance request were not created by the property owner.

The variance will not permit any use that is not allowed in the zoning district where the affected land is located.

The variance does not permit a use that is not allowed in the zoning district where the sign is being installed.

The variance will not alter the essential character of the surrounding area.

The variance will not alter the essential character of the surrounding area. The new sign is smaller than the old sign and will upgrade the appearance of the sign and the restaurant.

Bennett's Chop & Railhouse
Sign Permit Variance Application
Narrative

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