

To: HONORABLE MAYOR AND CITY COUNCIL.

FROM: Dave Maroney, Director of Economic Development and Planning.

SUBJECT: Casey's Sign Application.

DATE: October 9, 2013.

BACKGROUND.

In limited situations the Zoning Ordinance allows by Conditional Use Permit (CUP) signage to be placed along Highway 52 referred to as a *highway area directional sign*. In July 2010, the City Council approved a similar sign for the existing Hospital. Casey's Retail Company (Casey's) has made application for a CUP to allow this type of signage to be placed in a location that satisfies the requirement for "immediate adjacency" to Highway 52. In the event that the CUP is approved, a variance is also required due to the proposed height of the sign itself and because the total area of allowable signage for the property will be exceeded should the proposed sign be approved. The Planning Commission conducted a public hearing on this matter and recommends approval.

On behalf of Casey's, *Persona Sign Makers* have prepared two documents that accompany this Memorandum – Elevation drawing (looking Southeast from Highway 19) and letter responding to public concerns relating to lighting of the sign.

REQUESTED COUNCIL ACTION.

The City Council is asked to approve the Resolution as recommended by the Planning Commission.

LOOKING SOUTHEAST FROM HWY 19



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:	CASEY'S	Date:	08/26/13	Prepared By:	CM	<small>Note: Color output may not be exact when printing or printing this drawing. All colors used are PMS or its closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.</small>	
Location:	CANNON FALLS, MN #3265	File Name:	121697 - 13X17 DF HI-RISE AT 50' OAH - INTERSTATE VISIBILITY			Eng:	-

**PERSONA**
SIGN MAKERS / IMAGE BUILDERS

DISTRIBUTED BY SIGN UP COMPANY
700 21st Street Southwest
PO Box 210
Waretown, SD 57201-0210
1 (800) 843-9888 • www.personasigns.com



October 9, 2013

Mr. Dave Maroney
Director of Economic Development & Planning
Cannon Falls, MN 55009

RE: Casey's pylon sign lighting concerns

Dear Mr. Maroney:

Per our telephone conversation, I do not believe the Casey's pylon sign intended to be installed in Cannon Falls will cast an adverse amount of unwanted light towards the residential area behind the store. Casey's professional identity is largely composed of the colors red and brown, with only a slight percentage of the sign face being white, recognizing the fact that the white area of any sign face will always be the brightest. The red and brown portions of the sign face emit very low light levels. This is in contrast to some programs with signage identities that use a far higher percentage of white. Additionally, the current design utilizing LEDs as a light source rather than high intensity discharge lighting in the Casey's signs also reduces the amount of unwanted stray light. LEDs take advantage of a higher level of color saturation rather than just volume of light to perform their intended function.

As I've worked with planners in other municipalities and in my capacity as the Chairman of the ISA (International Sign Association) Sign Illumination Subcommittee, the use of the term "brightness" should be the proper metric to be used when discussing light levels from electric signs. This is due to the fact that a sign designed by Persona, inc. is generally designed to catch someone's attention only and not to light up an area. As mentioned above, the identity design utilizing a dark background with only a limited area that is white greatly limits the amount of light infiltrating areas where it's not wanted.

If you have any questions, please let me know and I will try to assist any way I can.

Sincerely,

A handwritten signature in black ink that reads "Wes Wilkens". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Wes Wilkens
Staff Engineer
Persona, Inc.

**CITY OF CANNON FALLS
GOODHUE COUNTY, MINNESOTA**

RESOLUTION NUMBER 2039

RESOLUTION APPROVING CONDITIONAL USE PERMIT AND VARIANCE

WHEREAS, Casey's Retail Company ("Casey's") has made application for a Conditional Use Permit ("CUP") and Variance to allow a highway area directional sign to be located at 1125 Main Street (PID 52.540.0190) with a height in excess of 25-feet and area greater than that allowed within the B-2 District pursuant to Sections 152.355 (E), 152.354 (C) (a) and 152.354 (C) (2) of the Zoning Ordinance; and

WHEREAS, the Planning Commission conducted a public hearing on September 9, 2013 to accept testimony relating to the application; and

WHEREAS, the Planning Commission finds that: (a) the proposed sign is not expected to adversely impact the general welfare, public health or safety of the neighborhood; (b) the proposal is in harmony with the general purpose and intent of the Zoning and Sign Code, is consistent with the Comprehensive Plan and will not alter the essential character of the locality; (c) practical difficulties exist which limit Casey's ability to construct reasonable signage to advertise their business in this location due to the sites' adjacency to an electrical substation, significant topography and limited visibility created by existing vegetation; (d) the practical difficulties have not been created by Casey's; and (e) the proposed highway area directional sign seems to provide a reasonable solution for Casey's and is not expected to create negative impacts to the immediate neighborhood; and

WHEREAS, the Planning Commission recommends to the City Council that Casey's application for the CUP and Variance for the proposed sign be conditionally approved.

NOW THEREFORE BE IT RESOLVED BY THE CITY COUNCIL OF CANNON FALLS, MINNESOTA that based upon these findings that the application for the CUP and Variance are approved subject to compliance with applicable requirements of the Building Code and Zoning (Sign) Ordinance, including lighting.

Adopted this 15th day of October, 2013.

BY: _____
Lyman M. Robinson, Mayor

ATTEST: _____
Aaron S. Reeves, City Administrator