

# MEMO

**TO: Mayor and City Council.**

**FROM: Dave Maroney, City Administrator and Samantha Pierret.**

**SUBJECT: John Burch Park Scoreboard/Sponsorship Signage.**

**MEETING DATE: September 17, 2019**

## **BACKGROUND**

The School District is purchasing a new scoreboard to replace the existing scoreboard (same location) at John Burch Park. The new scoreboard design (attached) includes “sponsor panels” which advertises private businesses. Currently, the Cannon Falls Sign Ordinance does not allow this form of signage to be placed at John Burch Park so an amendment to the Ordinance is necessary. The Planning Commission conducted a public hearing on September 9, 2019 to consider an amendment to the Sign Ordinance that would allow sponsorship signs (private advertising).

Attachment(s):

- Layout of Scoreboard
- Layout of Sponsor Panels

Please see below for a few changes that were made to the scoreboard after the initial layout plans were provided:

1. The top of the scoreboard will say *Cannon Falls Bombers* instead of *Cannon Falls High School*.
2. There will be 4 proposed sponsorships - rendering shows just 3.
3. The decorative truss and logo on top of the scoreboard may be added at a later date.

## **REQUESTED COUNCIL ACTION**

Staff recommends and requests approval of the first reading of the accompanying Ordinance amending Section 152.355(F) of the Sign Code to allow sponsorship signs at John Burch Park as proposed by the Cannon Falls School District.

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

**ORDINANCE NUMBER 367  
SECOND SERIES**

**AN ORDINANCE AMENDING CHAPTER 152  
OF THE CANNON FALLS CITY CODE, THE ZONING  
ORDINANCE, CONCERNING SPONSORSHIP SIGNS**

THE CITY COUNCIL OF CANNON FALLS ORDAINS:

**Section 1.** Section 152.355(F) of the Cannon Falls City Code is hereby amended to provide:

(F) Schools, athletic complexes or other public or semi-public institutions.

(1) For facilities occupying an area of five acres or more, an identification sign not larger than 96 square feet may be permitted upon approval of a permit by the City Council.

(2) Temporary signs, banners and displays for church, school, institutional or civic events are permitted but must be located on property owned or controlled by the church, school, institution or civic organization and may be displayed only during a period commencing 60 days prior to the scheduled event and ending three days after closing date of the scheduled event.

(3) For City Parks and City athletic complexes, sponsorship signage if approved by the City Council.

**Section 2. Effective Date.** This ordinance shall be effective immediately upon its passage and publication according to law.

**PASSED AND DULY ADOPTED** this \_\_\_\_\_ day of \_\_\_\_\_, 2019 by the City Council of the City of Cannon Falls, Minnesota.

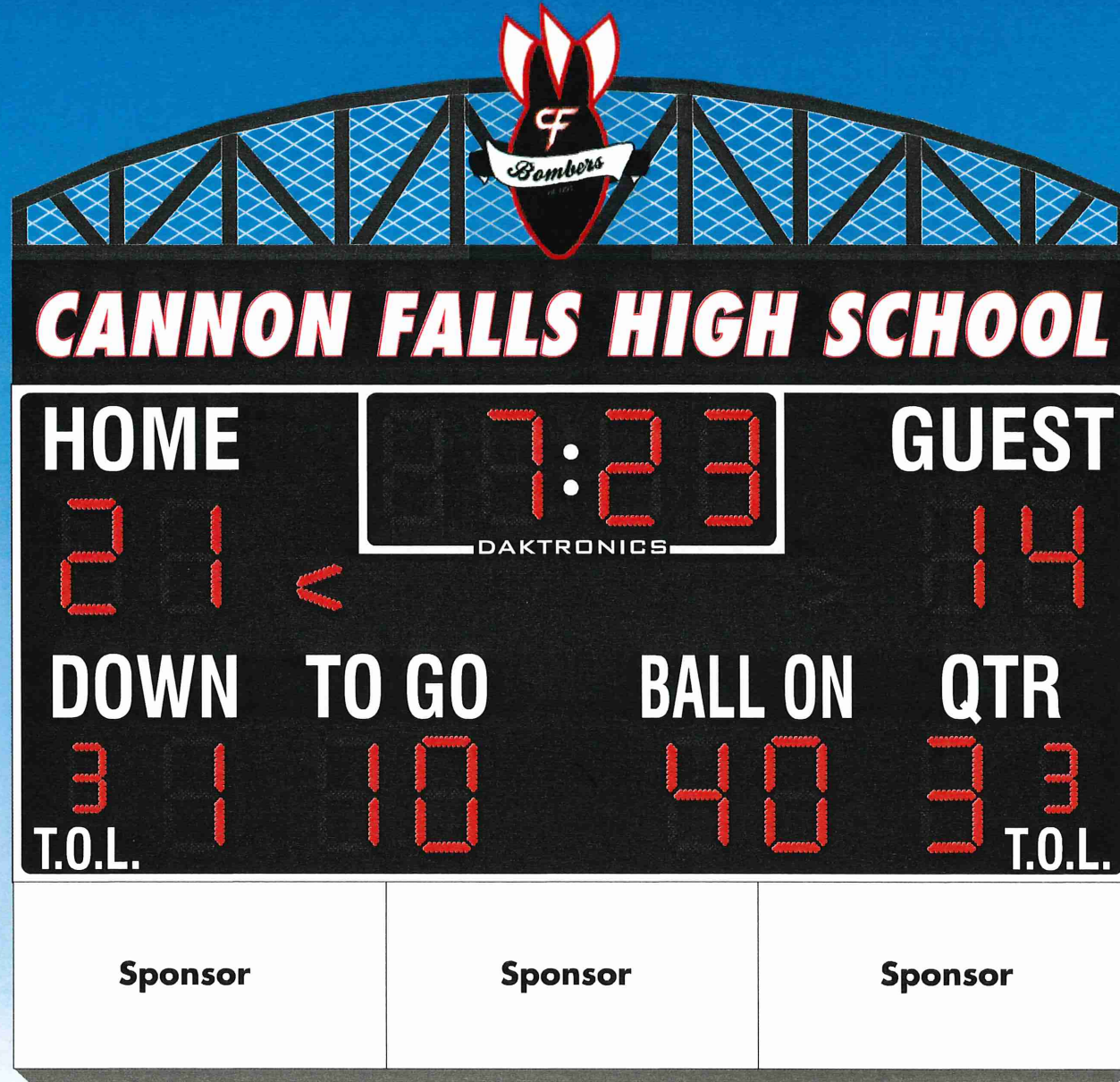
CITY OF CANNON FALLS

BY: \_\_\_\_\_

John O. Althoff, Mayor

ATTEST:

\_\_\_\_\_  
David Maroney, City Administrator



- Overall Dimensions  
16'0" high x 18'0" wide

- Accent Truss w/ Routed Letters and Logo  
DA-1001-18  
3'0" high x 18'0" wide

- Id Panel (Non-Backlit)  
2'0" high x 18'0" wide  
(above Scoreboard)

- Football Scoreboard  
FB-2018-R (TOL)  
8'0" high x 18'0" wide

- Sponsor Panel (Non-Backlit)  
3'0" high x 18'0" wide  
(below Scoreboard)

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ALL DIMENSIONS ARE APPROXIMATE

**CANNON FALLS HIGH SCHOOL** CANNON FALLS, MN

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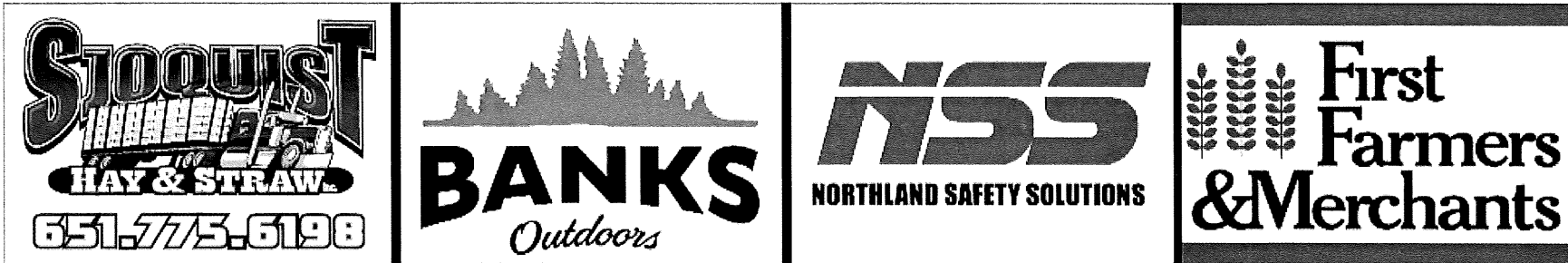
**GRAPHICS APPROVAL LAYOUT** FOR CANNON FALLS HIGH SCHOOL

State: MN

**APPROVAL DEADLINE: 07/17**

File Number: 298553 CO1 Line24

Date: 07/10/19 (R1 07/11)



**Aluminum Non-Backlit**

**Sponsor Panel - 36" x 216" x 8.125"** (Line 24)

Material Size: 36.5" x 232.75"

1" Black (print) divider

Sjoquist: 36" x 54"

Background White

"S" in Sjoquist 19.6"h

"H" in Hay 4.2"h

Phone # 5"h

Fonts Used: Provided as is

- Print color as provided

Banks Outdoors: 36" x 54"

Background White

Logo 13.8"h

"B" in Banks 11.4"h

"O" in Outdoors 4.8"h

Fonts Used: Provided as is

- Print color as provided

NSS: 36" x 54"

Background White

"N" in NSS 14.4"h

"N" in Northland 3.2"h

Fonts Used: Provided as is

- Print color as provided

FF&M: 36" x 54"

Background White with Green (355) accents

Logo 16.6"h

"F" in First 8.4"h

Fonts Used: Provided as is

- Green (355), Black

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