I. Call To Order

II. Roll Call

III. Approval Of Meeting Agenda

IV. Approval Of Meeting Minutes

V. Community Comment

During “Community Comment,” the Board/Commission will invite residents to share relevant issues or concerns. Individuals must limit their comments to three minutes. The Chair may limit the number of speakers on the same issue in the interest of time and topic. Generally speaking, items that are elsewhere on tonight’s agenda may not be addressed during Community Comment. Individuals should not expect the Chair or Board/Commission Members to respond to their comments tonight. Instead, the Board/Commission might refer the matter to staff for consideration at a future meeting.

VI. Public Hearings

A. 3821 Gallagher Drive Sign Variance

VII. Reports/Recommendations

VIII. Correspondence And Petitions

IX. Chair And Member Comments

X. Staff Comments

XI. Adjournment

The City of Edina wants all residents to be comfortable being part of the public process. If you need assistance in the way of hearing amplification, an interpreter, large-print documents or something else, please call 952-927-8861 72 hours in advance of the meeting.
ACTION REQUESTED:
Approve the variance as requested.

INTRODUCTION:

The applicant is requesting a height variance for an area identification sign at 3821 Gallagher Drive. The property is located on the east side of France Avenue south of Gallagher Drive. The proposed sign would be considered the second area identification sign for the site (there is one existing area identification sign located on France Avenue). A second area identification sign is limited to 70 square feet and 8 feet in height. The proposed sign is located above the ramp entrance on the north side of the subject property.

ATTACHMENTS:

Staff Report
Applicant Submittal
Aerial Map
The applicant is requesting a height variance for an area identification sign at 3821 Gallagher Drive. The property is located on the east side of France Avenue south of Gallagher Drive.

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Information / Background:

The applicant is requesting a height variance for an area identification sign at 3821 Gallagher Drive. The property is located on the east side of France Avenue south of Gallagher Drive.

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Surrounding Land Uses

Northerly: Macy’s Furniture Store; zoned PCD-3, Planned Commercial District
Southerly: 7373 France office building, zoned MDD-6, Mixed Development District
Easterly: Centennial Lakes Park
Westerly: 7300 France (office building) zoned POD-1, Planned Office District

Existing Site Features

The site is a 4.19-acre lot located on the east side of France Avenue, south of Gallagher Road. There are two existing buildings on site, one single story multi-tenant building, and a second multi-tenant building with Pinstripes, The Container Store, and a parking garage.

Planning

Guide Plan designation: MXC, Mixed Use Center
Zoning: MDD-6, Mixed Development District
### Compliance Table

<table>
<thead>
<tr>
<th></th>
<th>Sign Standards in MDD-6</th>
<th>Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Setback –</td>
<td>20 feet to the traveled portion of the street</td>
<td>~74 feet</td>
</tr>
<tr>
<td>Square footage -</td>
<td>Maximum area of first sign: 100 square feet</td>
<td>65 square feet</td>
</tr>
<tr>
<td>Height –</td>
<td>8 feet</td>
<td>16 feet 6 inches*</td>
</tr>
</tbody>
</table>

*Requires a variance

### PRIMARY ISSUES & STAFF RECOMMENDATION

#### Primary Issues

**Is the proposed variance justified?**

Yes, Staff believes the requested sign height variance is justified. The nature and location of the sign will help with wayfinding and circulation on the subject property. The proposed sign will help people visiting the site realize there is a parking garage for the commercial businesses and restaurants. The height has to be a certain height so that vehicles can still access the parking garage.

**Minnesota Statues and Edina Ordinances required that the following conditions must be satisfied affirmatively to grant a variance. The proposed variance will:**

1) **Relieve practical difficulties that prevent a reasonable use from complying with ordinance requirements.**

Reasonable use does not mean that the applicant must show the land cannot be put to any reasonable use without the variance. Rather, the applicant must show that there are practical difficulties in complying with the code and that the proposed use is reasonable. “Practical difficulties” may include functional and aesthetic concerns.

Staff believes the proposed variance is reasonable. The practical difficulty is the layout of the site and the type and location of the proposed sign. If the applicant complied with the height requirement, vehicles would not be able to access the parking garage.
2) There are circumstances that are unique to the property, not common to every similarly zoned property, and that are not self-created?

The circumstances are unique for this site. The proposed signage will help this site with circulation and notifying patrons of additional parking located in the parking garage.

3) Will the variance alter the essential character of the neighborhood?

No, the proposed variance does not alter the essential character of the neighborhood. The proposed sign is commercial in nature and fits in the commercial district the subject property is located in. It is a benefit to have people directed into the parking garage to park at the subject site.

Staff Recommendation

Approve the requested variance to allow the area identification sign at 3821 Gallagher Drive at to be 16 feet 6 inches in height based on the following findings:

1. The proposed sign complies with zoning standards, with exception of the height.

2. The proposed sign will help with wayfinding and directing traffic into the parking garage, rather than circulating around limited parking.

3. The practical difficulty is the layout of the site and the type and location of the proposed sign. If the applicant complied with the height requirement, vehicles would not be able to access the parking garage.

4. The proposed sign fits the character of the neighborhood. The proposed height of the sign is appropriate and will help with wayfinding.

Approval is subject to the following conditions:

1. The site must be developed and maintained in conformance with the following plans:
   - Sign plans and elevations date stamped September 3, 2019.
September 3, 2019

City of Edina  
c/o Emily Bodeker, Assistant City Planner  
Planning Department  
4801 W. 50th Street  
Edina, MN 55424  

RE: Variance Application  

Property: Centennial Shops  
3821 Gallagher Drive  
Edina, MN 55424  

Owner: RPT Realty  
9120 Hudson Road, Suite 302  
Woodbury, MN 55125  

Owner Contact: Emilee DeCoteau  
(651) 251-9500 ext. 4  

To Whom It May Concern:  

Spectrum Sign Systems, Inc., as representative for RPT Realty, is sending an Application for Variance to install an Area Identification sign as part of a freestanding parking structure located on the North end of the building at the entry to the parking ramp, facing West.  

Current City Code limits Area Identification signs to 70 square feet in sign area and 8 feet in height from grade. The proposed sign is within code allowance in sign area, but exceeds code in height at 16’-6”. An 8 foot sign, as part of a parking ramp structure, would not allow enough space for vehicles to drive beneath it.  

If you have any questions or require any additional information, please contact me at (763) 432-7447 or rick@spectrum-signs.com.  

Sincerely,  

[Signature]  

Rick Ferraro, President  
Spectrum Sign Systems, Inc.
Proposed Ramp Sign

Furnish and Install (1) 6'-6" x 10'-0" Overhead Parking Ramp Sign and Structure

A. 2 1/8" Deep Aluminum Pan with Finished Aluminum Back - Painted MP33172 Silver Surfer Metallic
B. Centennial Shops: 1" Deep Non-Illuminated Reverse Channel Letters Painted Satin Black
   Flush Stud Mounted with Nuts to Aluminum Pan
C. Public Parking & Arrow: 1" Deep Non-Illuminated Reverse Channel Letters Painted Satin Black
   Flush Stud Mounted with Nuts to Aluminum Pan
   Arrow: First Surface White Vinyl
D. 4" x 4" Steel Square Tube Horizontal Structure - Painted MP33172 Silver Surfer Metallic
E. 10" Schedule 40 Pipe Vertical Structure - Painted Satin Black
F. 6" x 10'-0" PVC Clearance Bar with Caps Painted MP33172 Silver Surfer Metallic with
   First Surface Black Vinyl Copy
G. Decorative Aluminum Pole Covers Painted Satin Black

- Due to variances among color monitors, the colors shown may vary from actual finish color -
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