



City of Blaine Anoka County, Minnesota

Blaine City Hall
10801 Town Sq Dr NE
Blaine MN 55449

Legislation Details (With Text)

File #:	RES 14-102	Version:	2	Name:	14-15 Billboard 8501 I35W Serve Road
Type:	Resolution	Status:	Passed		
File created:	5/13/2014	In control:	City Council		
On agenda:	6/5/2014	Final action:	6/5/2014		
Title:	GRANTING A CONDITIONAL USE PERMIT TO INSTALL A 62' DIGITAL BILLBOARD AT 8501 WEST I35W SERVICE ROAD. IMPACT OUTDOOR. (CASE FILE NO. 14-0015/BKS)				
Sponsors:	Bryan Schafer				
Indexes:					
Code sections:					
Attachments:	1. Impact Door Billboard - Attachments				

Date	Ver.	Action By	Action	Result
6/5/2014	2	City Council	Adopted	Pass
5/13/2014	1	Planning Commission	Recommended for Approval	Pass

ITEM: _____ **DEVELOPMENT BUSINESS** - *Bryan K. Schafer, Planning and Community Development Director*

GRANTING A CONDITIONAL USE PERMIT TO INSTALL A 62' DIGITAL BILLBOARD AT 8501 WEST I35W SERVICE ROAD. IMPACT OUTDOOR. (CASE FILE NO. 14-0015/BKS)

Planning Commission (Public Hearing) 05/13/14
City Council (Conditional Use Permit) 06/05/14
Action Deadline (Extended by City) 07/18/14

Planning Commission

The Planning Commission voted unanimously to approve the conditional use permit. There were no comments at the Public Hearing.

The City's zoning chapter concerning billboards was re-drafted in 2010 to recognize the changing nature of outdoor advertising. The new ordinance allows new billboard structures along Highway 10 and I-35W providing they meet certain criteria. Impact Outdoor has reached an agreement with the property owner at the northwest corner of 85th Ave and I-35W and is proposing a new dynamic message billboard that meets the City's zoning and design guidelines.

The billboard zoning standards generally limits the height of billboard structures to not more than 50-feet. The ordinance however also allows billboard heights to exceed 50-feet and up to 65-feet in order to place the billboard face above manmade structures such as bridges and

sound walls. Such is the case with this location and therefore the CUP request is for the additional height to 62-feet.

Attached is a drawing showing the view of the billboard from 750 feet south of 85th Ave at 50-feet high (face not fully visible) and at the desired 62-feet requested by the CUP.

The site currently has a non-conforming and dilapidated business sign. The owner and applicant have agreed to remove that sign as part of this CUP and erect a new monument sign for “Jes Trailer Sales”.

By motion, approve the Resolution.

Attachments

Zoning and Location Map

Certificate of Survey

Elevation Visual

Billboard Sign Drawing

WHEREAS, an application has been filed by Impact Outdoor as Conditional Use Permit Case File No. 14-0015; and

WHEREAS, a public hearing has been held by the Blaine Planning Commission on May 13, 2014; and

WHEREAS, the Blaine Planning Commission recommends said Conditional Use Permit be approved; and

WHEREAS, the Blaine City Council has reviewed said case on June 5, 2014.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Blaine that a Conditional Use Permit is hereby approved per Section 34.08 of the Zoning Ordinance to install a 62 foot tall digital billboard at 8501 West I35W Service Road based on the following conditions:

1. All proper permits for the billboard are obtained including separate sign and building structure permits from the City.
2. Wood facing on bottom billboard edge to be replaced with stone to match base.
3. Applicant (with property owner) to remove current non-conforming business signage and erect (with separate sign permit) new monument style business signage for Jes Trailer Sales. New sign to be in place prior to billboard being completed and going live.

PASSED by the City Council of the City of Blaine this 5th day of June 2014.