

Department of Community Planning and Economic Development – Planning Division
Conditional Use Permit
BZZ-2233

Date: March 28, 2005

Applicant: Clear Channel Outdoor

Address of Property: 221 Border Avenue North

Project Name: 221 Border Billboard

Contact Person and Phone: Rich Sonterre, 612/605-5123

Planning Staff and Phone: Fred Neet, 612/673-3242

Date Application Deemed Complete: February 26, 2005

End of 60-Day Decision Period: April 27, 2005

Ward: 5 Neighborhood Organization: North Loop Neighborhood Association

Existing Zoning: I2 – Medium Industrial District
DP – Downtown Parking Overlay District

Zoning Plate Number: 13

Proposed Use: 60-foot high billboard within an Opportunity Billboard District

Applicable zoning code provisions: Chapter 525, Article VII, Conditional Use Permits from Chapter 544, Article III, Opportunity Billboard Districts

Background: The general area proposed for the new billboard is solidly industrial and stable. It would be located at the southwest corner of the 30,000 square foot Paper Depot lot. I-94, elevated with intervening ramps and frontage road, is ½ block to the west, separated from the billboard location by part of the Farmer’s Market. The remainder of the Farmer’s Market is to the north. The Public Works Transportation Building and vehicle maintenance facility is to the northeast with its large parking lot directly east. A fruit warehouse is immediately south, with Glenwood Avenue one block further south.

Findings As Required By The Minneapolis Zoning Code:

The Department of Community Planning and Economic Development - Planning Division has analyzed the application and from the findings above concludes that the establishment, maintenance, or operation of the proposed sign:

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1. Will not be detrimental to or endanger the public health, safety, comfort or general welfare.

The design and placement of the billboard exceed Minnesota Department of Transportation specifications, and no detrimental effects are anticipated. Construction material is industry grade steel. The billboard is consistent with other buildings in the immediate area, which include cinder block and pole sheds. It does not detract from the industrial urban character.

2. Will not be injurious to the use and enjoyment of other property in the vicinity and will not impede the normal or orderly development and improvement of surrounding property for uses permitted in the district.

The billboard itself is above the roof lines of the Farmer's Market and the adjacent warehouse, located in the extreme southeast corner of a 30,000 square foot lot, in a solidly industrial district, and only high enough to be seen from the freeway. It should not impede the normal and orderly development of surrounding property and should not diminish property values.

When the billboard is not in use for commercial advertisement, it may be used for public service announcement such as for the Minneapolis Police Department, the Humane Society, or social service agencies which have been recent users elsewhere. Illumination is upward from a light bar consistent with Minnesota Department of Transportation and industry standards. Its size of 672 square feet is permitted in the zoning district and typical for billboards along freeways. A rooftop sign for the Farmer's Market is lower and one block north. Two other billboards on Glenwood Avenue are not visible from either the freeway or the proposed site, and are not intended to be. The proposed billboard is designed and placed only to be visible to southbound (officially eastbound), elevated I-94 traffic, and to be nonintrusive to sightlines beyond. The single, one-sided billboard is within the Opportunity Billboard District and designed to be viewed from I-94, for which it must be 60 feet high. The only other signs on the property are wall signs announcing Paper Depot.

3. Adequate utilities, access roads, drainage, necessary facilities or other measures, have been or will be provided.

Public and private infrastructure is provided.

4. Adequate measures have been or will be provided to minimize traffic congestion in the public streets.

Traffic congestion is not affected.

5. Is consistent with the applicable policies of the comprehensive plan.

The Minneapolis Plan does not address billboards except for the following:

Limit the construction and visual impact of billboards in neighborhood commercial nodes.

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- 6. And, does in all other respects conform to the applicable regulations of the district in which it is located upon approval of this conditional use permit.**
- The zoning office confirms that twice the amount of signage proposed has been removed from qualifying districts, typically residential areas.
 - Industrial zoning parallel to I-94 exceeds ¼ mile.
 - The billboard is at a 60-degree angle from freeway.
 - The duration that it is viewed by traffic varies with traffic speed, but is expected to be a minimum of 5 seconds.
 - The billboard is 180 feet from the freeway.
 - Without the conditional use permit for height, the billboard could not be seen from the elevated freeway, which rises from 30-43 ½ feet above the ground.
 - The back side of the billboard is steel, painted black.
 - Illumination, described above, is from the catwalk below the sign face.

Recommendation of the Department of Community Planning and Economic Development - Planning Division:

The Community Planning and Economic Development Department – Planning Division recommends that the City Planning Commission adopt the above findings and **approve** the conditional use permit application to increase the height of a free-standing sign in the Opportunity Billboard District from 35 to 60 feet at 221 Border Avenue North.

Attachments: applicant's statements
zoning map
site plan
photographs