

Chair:

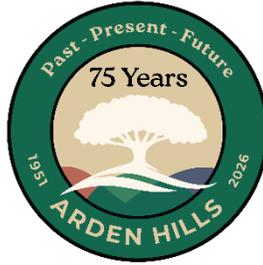
- Jud Murchie

Commissioners:

- Ted Brausen
- Bobby Bonine
- Jessica Daniels
- Kyle Sorenson
- Kristine Poelzer
- Ihsan Isik
- Kayleigh Shrom

Council Liaison:

Councilmember Emily
Rousseau



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Arden Hills, MN 55112
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**Arden Hills
Economic
Development
Commission Meeting
March 25, 2026**

City Vision

A strong community that values our unique environment, our fiscal soundness,
and our tradition as a desirable city in which to live, work, and play.

Agenda

Regular Economic Development Commission Convenes 7:30 AM

Call to Order

1. APPROVAL OF THE AGENDA

2. APPROVAL OF MINUTES

- A. February 25, 2026

3. COMMENTS AND REPORTS

- A. Report from the City Council
- B. Economic Development Commission Comments

4. UNFINISHED AND NEW BUSINESS

- A. EDC Work Plan
- B. Draft Sign Code Review
- C. 75th Anniversary Update

5. ADJOURNMENT

**A quorum of the City Council may be present at this meeting.
Some Commission Members may be participating in this meeting by interactive
technology/remotely.**

Meeting materials are available online at:
<http://www.cityofardenhills.org/agendacenter>



DRAFT

**CITY OF ARDEN HILLS, MINNESOTA
ECONOMIC DEVELOPMENT COMMISSION
FEBRUARY 25, 2026
7:30 A.M. – ARDEN HILLS COMMUNITY ROOM**

CALL TO ORDER/ROLL CALL

Present: Chair Jud Murchie, Commissioners Kristine Poelzer, Bobbie Bonine, Ted Brausen, and Youth Commissioners Ihsan Isik and Kayleigh Shrom

Absent: Commissioners Kyle Sorenson and Jess Daniels

Also Present: Senior Planner Elena Fransen, Community Development Director Jake Reilly and Council Liaison Emily Rousseau

1. APPROVAL OF THE AGENDA

Chair Murchie called the meeting to order at 7:37 am.

A motion was made by Commissioner Brausen and seconded by Commissioner Poelzer to approve the agenda, as amended. Motion passed unanimously.

Commission Member Poelzer previously suggested changing the line in the newsletter header that reads “The Official City Newsletter for Arden Hills Residents.” to include “Arden Hills Residents and Businesses”. She hasn’t seen the change made yet and she would like to discuss that.

Senior Planner Fransen said she brought that suggestion to Senior Communications Coordinator Michlig. There wasn’t any issue with changing that. She thought there is a template that is used that didn’t get updated. There was support from the EDC to make that change. She will follow up with Staff on this.

2. APPROVAL OF MINUTES

A. January 28, 2026

A motion was made by Commissioner Brausen and seconded by Commissioner Bonine to approve the minutes, as amended. Motion passed unanimously.

Page 3, third paragraph Poelzer sentence should be “metro area” not “area”.

Page 4 Daniels said dining services are open to anyone. Senior Planner Fransen will ask Commissioner Daniels to clarify.

3. COMMENTS AND REPORTS

A. Report from City Council

Council Liaison Rousseau said the second City Council meeting in the first three months of the year are typically cancelled, so updates are light.

Council Liaison Rousseau said Council approved adding two members to the Economic Development Authority (EDA). Commissioner Brausen and Commissioner Sorenson will join the authority this year. It is a 6-year term. The EDA hasn't been very active outside of the one required meeting a year. She is excited to see this grow with the expanded membership.

Council Liaison Rousseau said one of the EDC Youth Commission Members will be graduating and she noted the same is true for the Youth Committee Member on the PTRC. She encouraged the current youth members to discuss it with their friends and invite them to join.

B. Economic Development Commission Comments

Commissioner Poelzer wanted the record to reflect that Youth Commissioner Isik's father recently relocated his business to Arden Hills. She asked him if he would talk about that.

Commissioner Isik said his father moved into a business space off Pine Tree Drive in Arden Hills. He works in the digital world. Trimax Secure is an IT company that helps customers fix issues with coding and builds websites for rising professionals.

4. UNFINISHED AND NEW BUSINESS

A. EDC Vice Chair

Chair Murchie said the vice chair position is the backup for the chair. If the chair is unable to attend a meeting, the vice chair would facilitate the EDC meeting. He noted at the last meeting Commissioner Poelzer offered to take the role but thought the EDC members who are business owners should be given the opportunity. Since no business owners volunteered, Commissioner Poelzer will be appointed.

A motion was made by Chair Murchie and seconded by Commissioner Bonine to approve appointing Commissioner Poelzer as Vice Chair. Motion passed unanimously.

B. EDC Work Plan

Senior Planner Fransen noted there has been discussion about the EDC being the bridge between the City and Arden Hills businesses. How do we leverage the work the City has already established, to grow those connections? She provided the City of Arden Hills Strategic Planning Summary from the strategic planning sessions Council participated in to establish a plan for the next several years. It's centered on the City's mission, core values and a vision for our future. Part of that is enhancing our identity and strengthening our partnerships. Part of that is establishing clear city boundaries, increased business participation and improved communication reach. She thinks business participation and improved communication reach should be the focus.

Senior Planner Fransen provided a handout that outlines the EDC objective of being the bridge between Arden Hills businesses and the City of Arden Hills. She called out goals that will help us achieve this objective.

Senior Planner Fransen said the first one is the EDC connects with businesses to understand their needs. The second is the EDC leverages the City's operations such as website, newsletter and the business licensing process, to support Arden Hills businesses with their needs.

Senior Planner Fransen outlined some strategies related to the goal of connection and communication. Conversation has been had regarding a quarterly business meeting. The Twin Cities North Chamber of Commerce does quarterly meetings that EDC can connect with. That is an opportunity for EDC to be promoting unique things in Arden Hills. Other initiatives include sponsorships, State of the City and The 75th Anniversary Celebration. With any initiative we need to ask what the EDC's role is and look for ways the EDC can leverage the processes that already exist to enhance communication with businesses. The draft plan does not establish a quarterly event, but that can be added, if we move forward with that.

Senior Planner Fransen outlined next steps to discuss what revisions or priorities the EDC would like to see.

Chair Murchie likes the objectives being laid out so we can agree to those. As we move into the activities, we can talk about how to prioritize them.

Commissioner Bonine said the first section regarding connection and community, has four suggested topics. They are all opportunities for businesses to engage with the City and promote themselves. He thinks it's a smart way to engage. It's measurable and meaningful. He thinks piggy backing on the Chamber is a good alignment.

Commissioner Poelzer said she leans on the business members in the EDC for their thoughts and opinions on how EDC can be the bridge between the City and Arden Hills businesses. She can help as a resident member, but she doesn't have the business owners' perspective. She thinks the business owners' input will be important for this Work Plan.

Commissioner Bonine said the topics are great. The challenge is how to communicate it. He said the website and the newsletter are a good place to start.

Chair Murchie likes how it's laid out. The overall objectives make a lot of sense. He said we can refine it in the future, if needed.

Commissioner Bonine said there is value in these objectives. We need to have a mechanism to get that info.

Council Liaison Rousseau said the Chamber meetings sometimes conflict with EDC meetings. She said we would want to be aware of that.

Senior Planner Fransen did plug the Chamber events into the EDC calendar. Staff will make sure that the meetings don't conflict.

Community Development Director Reilly said we can discuss replacing this meeting for that one, on certain months.

Senior Planner Fransen said there is a June Business Connect in Arden Hills. That may be an opportunity to combine those meetings.

Chair Murchie said engagement and communication are appropriate as the objectives. For the activities, he is hearing we need to prioritize what can be accomplished. He thinks the section one, objective one is about external engagement with businesses and the other objective is meeting with Staff on how we can better engage businesses. He asked if that is how we should practically be thinking about these objectives.

Senior Planner Fransen said the connection and communication is the interpersonal connection. The intent with the City engagement piece, is more deciding what information to provide once the connection is made. Part of the Business License process includes renewal at the end of the year. Maybe a strategy can be to connect with businesses before that renewal process begins. That gives businesses the ear of the EDC who can support them as they go through that process. The EDC has identified the need to have the communication with the business community before knowing what to communicate to them. The business representation among EDC members leads to great conversations and feedback. We can expand the effectiveness with more feedback and more voices.

Commissioner Bonine said there has been healthy debate around how we find the businesses. He thought a lot more businesses are on Instagram and LinkedIn vs. Facebook. He wondered where the Youth Commissioners consume their information.

Commissioner Shrom said young people mostly use Instagram. She isn't sure how businesses stay connected but she thinks an Instagram account for the City would be a good idea.

Commissioner Isik agreed. There are a lot of businesses who engage with younger audiences through Instagram.

Chair Murchie thought the activities that outline the City website could be expanded to include social media.

Commissioner Bonine thinks social media should be its own objective. There could be some promotion of businesses that may tie into the sponsorship piece. It could be a place to spotlight businesses who are giving back to the community through those sponsorships. It can be a better way to attract business promotion, rather than just boots on the ground.

Commissioner Shrom thinks a lot of businesses are on Instagram. It can be used to promote the Business Connect Events, as well. If the City created a post regarding an event, it can be reposted on other stories to let more people know about the events.

Commissioner Isik agreed. Reposting it can help reach a much wider audience than just an email invite. He thinks it would be smart to have a digital presence on Instagram.

Senior Planner Fransen said we can expand this section a bit. She said the City has a larger communication strategy established. Recommendations can be made. If those recommendations fit within the defined strategy it could be implemented. If there are recommendations on types of content, we should share those.

Community Development Director Reilly said we have a Facebook page that isn't used as well as he thinks it could be. Any posts on Facebook can be shared on Instagram. It might be helpful, in the broader communication strategy, if the EDC made a strong statement recommending investigating our use of social media. The EDC can seek to learn how we can better leverage social media, and on what platforms. Part of the strategic plan talks about defining community identity. He is hearing we need a stronger social media presence. He thinks it would be helpful for staff to hear that.

Commissioner Isik thinks social media allows us to frame the EDC narrative regarding upcoming activities. Instagram can be exported to other platforms like Facebook and LinkedIn.

Commissioner Bonine said the youth commissioners engaging in this is important. He thinks adding a digital footprint section under the City engagement part should be added to the work plan. It can be a way to keep costs down and still have a far reach. He thought it could be an Arden Hills EDC handle, separate from the current Arden Hills socials. He said the PTRC could do something similar.

Chair Murchie said there are two components to the work plan. First, we have to ask if we are strategically aligned. We want to engage businesses and support staff with outreach and communication. The tactics are where the conversations will stem from. We can approve the work plan knowing it may be changed or amended. He thinks adding a section for the digital presence is appropriate. He is comfortable with the rest of the plan, as it's laid out. We're in a good place to move forward.

Commissioner Shrom thinks the only way it can be effective is if the EDC had its own Instagram page. Getting content approved could be difficult and take time. She thought Council can have input but we wouldn't need approval for each post.

Senior Planner Fransen said there will have to be some internal conversations about a process for how EDC can support the digital presence. If it is a separate account then we need to know who manages it and what the content is.

Commissioner Poelzer has worked with government for a long time. If we have a work plan and anything put out on social media is within our approved work plan, we would have a greater opportunity to post things quicker. The importance comes down to boots on the ground and knowing what we're going to do. She thinks the draft outline is good. She hopes the EDC web page can be improved. This outline is much more informative than what is on the website. She would like to see this information incorporated on the website. She wants it to be easier for business owners to understand what the EDC does.

Chair Murchie agreed the EDC can offer ideas on how the information can be digitally presented.

Commissioner Poelzer said the web page should outline what we do but more importantly, it should say why we do it.

Senior Planner Fransen said the draft plan will be tweaked, now that she has overall consensus on our objectives, goals and strategies. She will put together some prioritization. She will bring this back for EDC consideration, including the items discussed today.

Commissioner Bonine said we have had good conversation and he wouldn't want to revisit the same things. He asked if we will be able to approve the plan.

Senior Planner Fransen said she will call out what is changed and leave the rest. If the group wants to recommend the draft, with the discussed amendments, for approval, that would be appropriate.

A motion was made by Commissioner Bonine and seconded by Commissioner Poelzer to adopt the Work Plan, with the discussed amendments for final approval at the next meeting. Motion passed unanimously.

Commissioner Poelzer said the PTRC work plan slide deck was really good when they presented to Council. Council was impressed. She said we should consider what photos can be used for that presentation. Photos with captions leave a bigger impression than just text. Commissioners should consider what photos can be used for the presentation. She suggested one slide could be a list of established businesses and another could introduce new businesses.

Senior Planner Fransen said this will be presented to City Council. Staff will look at the slide deck that was used by PTRC. This is also an opportunity for the visually creative and digitally minded members to help.

Commissioner Isik said he can volunteer to manage an Instagram page or help with social media presence. He's done that kind of work for school organizations.

Council Liaison Rousseau said when the presentation is made to Council, if there is a process difference, ask for clarification there. Ask specific clarifying questions.

C. 75th Anniversary Update

Senior Planner Fransen outlined the previous discussions. She said the 75th Anniversary Committee met last week. They discussed how EDC can partner to help solicit sponsorships for the event.

Assistant to the City Administrator/City Clerk Julie Hanson joined the meeting. She said the committee is excited to have the EDC help with sponsorships. She said the committee is small and they are looking for help to get the word out about sponsorships. They will rely on Councilmembers to talk with the bigger businesses in town. They are hoping the EDC will help reach the greater business area of the smaller businesses to see if they are interested in sponsoring any level of the event. This needs to be done soon because we need to know what we have for budget.

Senior Planner Fransen said the committee is looking for EDC to primarily do the outreach in March. There will be an initial email and then members could go door knocking as a follow up. We can update on the progress at the next meeting. She is seeking interested individuals to help with this initiative. We will have lists so no one business gets multiple visits/requests.

Assistant to the City Administrator/City Clerk Hansen said Parks and Recreation Manager Skalicky is the main point of contact for sponsorships. She said the newsletter is going out and it features this on the front page.

Commissioner Bonine wondered if it was limited to Arden Hills businesses. He said the Twin City Chamber of Commerce meeting in March would be a good place to distribute communications. They may be able to do some cross promotions.

Assistant to the City Administrator/City Clerk Hansen said we can reach out to consultants and other partners outside the city boundaries. We have Twin City Gateway grant money that is specifically earmarked for advertising and initiatives that will bring people into the city. We want to reach beyond our city borders.

Commissioner Poelzer said Rotary, Chamber and Lions are all good sources. She thinks Boy Scouts and Girl Scouts are interested in events that can advance themselves as youth groups, and may be willing to offer volunteer assistance. She said she reached out to the Twin Cities Bicycling Club and arranged for a bike ride to make a stop at the 75th Anniversary. It would be announced in their newsletter so that is free advertising with distribution to 1,000 people. She will copy/paste the newsletter information and send it to them to include in their own documents.

Assistant to the City Administrator/City Clerk Hansen said our newsletter is a public document so there is no issue with sharing that information. She said touching base with Staff on the advertising and marketing would be helpful in tracking what our outreach is.

Commissioner Poelzer asked if EDC can have a hard copy of the sponsorship information.

Staff confirmed.

Senior Planner Fransen asked which EDC members would be interested. She would make the information available and create a plan.

Commissioners Poelzer and Bonine volunteered.

Commissioner Shrom said the Mounds View National Honor Society (NHS) may already have a booth, but if not, they should be invited. They would be a good source of volunteers for face painting or other activities.

Council Liaison Rousseau said John Connolly is no longer with the Chamber. Mike Dvorak is the new contact for the Chamber. Liz Johnson is a PTRC member who is also the contact for the Rotary and the Lions. Lacy Loosbrock is a PTRC member who coordinates volunteer initiatives. Council Liaison Rousseau said connections can be shared with them.

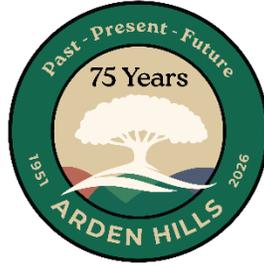
Commissioner Poelzer said she thinks people will want to know how many booths are available and how many are already taken. It creates interest and urgency. She looks forward to helping however she can.

Senior Planner Fransen will work on the lists and will include information on the business visits soliciting sponsors, as well as the upcoming Business Connect event.

5. ADJOURNMENT

Chair Murchie adjourned the meeting at 8:51 a.m.

EDC AGENDA ITEM – 4A



MEMORANDUM

DATE: March 25, 2026

TO: Economic Development Commission Chair and Commission Members

FROM: Elena Fransen, AICP, Senior Planner

SUBJECT: EDC Work Plan

Requested Action

Review the EDC-approved work plan as amended and the identified short-term milestones.

Background

The City Council's Strategic Plan includes the adoption of an Economic Development Commission work plan. The City Council is tentatively scheduled to review the work plan at an April 2026 work session and adopt the work plan at a City Council meeting in June 2026.

At the February meeting, the Economic Development Commission reviewed the strategic plan and the draft EDC work plan which incorporated goals and strategies identified from previous EDC discussions. The EDC discussed how the EDC's goals fit into the Strategic Plan goals and how the collective goals drive work plan strategies for 2026 and 2027.

The EDC approved a motion to move forward with the draft work plan with an amendment to add city social media to the City Engagement: Support City business operations goal. Following the meeting, staff verified that the Senior Communications Coordinator manages the city's X (fka Twitter), Nextdoor, and Facebook social media accounts and also manages the city's presence on LinkedIn. The draft work plan (Attachment A) has been amended with the language below:

City social media – maintained by Senior Communications Coordinator to share information and interact with businesses online through social media channels such as X, Nextdoor, and Facebook

Possible EDC role: consult on what, where, and when business-related content is posted to city social media accounts. Also consult regarding appropriate social media platforms for successful business community engagement.

Desired EDC outcome: EDC provides business and demographic expertise to help city communications engage with the business community

Staff has drafted a tentative timeline for short-term milestones for the rest of 2026, with sequential action items, included in Attachments A and B.

Discussion

Revisit the EDC-adopted work plan with the highlighted amendments

- Do the amendments capture the comments made during the February meeting?

Review identified actions and general timing

- Any comments on the identified actions?
- Suggestions for timing?

Next Steps

The EDC-approved work plan is scheduled for review with the City Council at the April 13 Work Session. Staff will prepare presentation materials to present the EDC work plan to the City Council, and the EDC Chair and Vice Chair will attend the work session. An update about the April 13 discussion will be provided at the April EDC meeting.

Timeline (tentative)

Meeting	Proposed Tasks	Tasks
March EDC	EDC finalizes draft to share with City Council	
April Council	EDC and City Council discuss draft work plan	
April EDC	EDC finalizes 2026-2027 work plan	
May/June Council	City Council approves EDC work plan	
May EDC	Staff and EDC implement work plan	
June EDC	Staff and EDC implement work plan	
July EDC	Staff and EDC implement work plan	
August Council	EDC progress report to City Council	

Attachments

Attachment A – Draft 2026-2027 EDC Work Plan

Attachment B – 2026 EDC Related Programming and Milestones

EDC Objective - *Be the bridge between Arden Hills businesses and the City of Arden Hills*

In order to achieve this objective, the following goals should be met:

1. The EDC is connected with businesses in Arden Hills and communicates with them to understand their needs
2. The EDC leverages the City’s operations to support Arden Hills businesses with their needs

EDC goals tie back to the following goals identified in the City Strategic Plan Summary:

1. Increased business participation
2. Improved communication reach

1. Connection and Communication: Engage with AH businesses

A. Arden Hills/Shoreview Business Connect – Twin Cities North Chamber of Commerce (TCNCC) hosts quarterly in-person events in Arden Hills and Shoreview. Desired outcome is to connect current businesses operating in both communities with each other, the chamber, and the municipalities.

Possible EDC role: promote event with businesses and attend as they are able; suggest speakers and locations for Arden Hills events

Desired EDC outcome: EDC is familiar with the Business Connect events and shares the information and opportunity with local businesses to increase their participation with the city and other local businesses

Anticipated timing: Q2 and Q3 2026

Steps	Timing	Responsible parties
Review current process for Business Connect events		
Identify location ideas for June event in Arden Hills		
Identify speaker ideas for June event		
Promote event with business community		
Attend event as members of EDC		
Debrief event		
Compile feedback to staff and TCNCC		

B. 75th Anniversary Celebration – A community-wide celebration event on Friday, Jul. 17th. at Cummings Park from 4 to 10 p.m. Admission is free, and food and beverages will be available for

purchase. The celebration kicks off with the much-loved Penny Carnival. Additional festivities include a car show, live music, food trucks, field games and activities for the entire family. The evening will culminate with a drone light show.

Possible EDC role: promote event with businesses and attend as they are able; connect with businesses about sponsorship opportunities

Desired EDC outcome: EDC shares the opportunity for businesses to participate in the community event and highlight the role businesses have played in the City’s history

Anticipated timing: Q1 and Q2 2026

Steps	Timing	Responsible parties
Promote sponsorship with business community		
Promote event with business community and residents		
Attend event as members of EDC		
Debrief event		
Compile feedback to staff and 75 th Anniversary Committee		

C. State of the City Address – annual fall/winter event, produced by City staff and City Council, updates relevant to residents and businesses

Possible EDC role: promote event with businesses and attend

Desired EDC outcome: EDC helps businesses get “in the know” about new and ongoing development and improvement projects at the city and be an active participant with the City

Anticipated timing: 2027

Steps	Timing	Responsible parties
TBD		

D. Sponsorships – opportunities for businesses to support the City’s mission and benefit the community

Possible EDC role: Share the sponsorship policy throughout the calendar year with specific emphasis leading up to City events such as the Spring Egg Hunt (April), Touch-a-Truck, Barks and Rec, Flashlight Pumpkin Hunt, Penny Carnival, and others

Desired EDC outcome: EDC connects businesses to opportunities to be in community with Arden Hills residents and participate in local events

Planned for: 2027

Steps	Timing	Responsible parties
Discuss City’s sponsorship policy and key information		
Ahead of city events, promote sponsorship opportunities		
Compile feedback on sponsorship opportunities		
Make recommendations for continuous improvement of sponsorship policy		

2. City Engagement: Support City business operations

A. City Business Resources Webpage – source of information, maintained by City Senior Communications Coordinator, available to all, includes links to other resources

Possible EDC role: review business-related webpages, make suggestions for handouts/guides to make processes easier to understand and follow

Desired EDC outcome: EDC adds business perspective to improve the City’s main source of communication and help businesses get the information they need about operating within the City

Anticipated timing: Q3 2026 through 2027

Steps	Timing	Responsible parties
Review current Business Resource Webpage and what resources are available to businesses		
Draft recommendation for updates to the webpage		
In collaboration with staff, create content for webpage		

B. City Newsletter – timely source of information, produced by City Senior Communications Coordinator with contributions from other staff, reach is to current residents and businesses, also online

Possible EDC role: suggesting possible features, promoting with business community, participating in grand opening events

Desired EDC outcome: EDC helps the communications team improve outreach to businesses and to share up to date business highlights

Planned for: Q3 2026 through 2027

Steps	Timing	Responsible parties
Review recent issues of the Newsletter content for businesses		
Draft recommendation for updates to the newsletter		
In collaboration with staff, support content for newsletter		

C. City Social Media – maintained by City Senior Communications Coordinator to share information and interact with businesses online through social media channels such as X, Nextdoor, and Facebook

Possible EDC role: advise on what, where, and when of content posted to city social media accounts. Identify gaps in communication opportunities

Desired EDC outcome: EDC provides business and demographic expertise to help city communications engage with the business community

Planned for: Q3 2026 through 2027

Steps	Timing	Responsible parties
Hear about the communications strategy from the Administrator/ Communications staff		
Provide insight on usefulness of social media platforms		
Draft recommendation for updates to social media		
In collaboration with staff, support new social media content		

D. Business License/Registrations – annual process led by city clerk’s office; renewal process begins each fall

Possible EDC role: Review and recommend updates to form; draft informational handouts and website information; connect with businesses before and/or after renewal process; put together a business inventory list to cross reference with the list of licensed and registered businesses

Desired EDC outcomes:

- EDC connects all businesses to the City’s process for engaging with businesses about resources and other opportunities to participate with the city

- All business types in Arden Hills are included in outreach and communication channels, including but not limited to businesses of the “new economy” such as independent contractors/consultants, sole proprietorships, home-based businesses, professional service providers, and other business models that may not rely on a brick-and-mortar location

Planned for: Q3 2026 through 2027

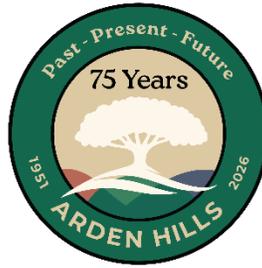
Steps	Timing	Responsible parties
Work with Communications team to develop informational content on license and registration process		
Launch updated license and registration information		
Connect with businesses before renewals begin		
Share updates from businesses (renewing or not, other needs)		
Use feedback from process to inform updates to the 2027 work plan		

Attachment B

2026 EDC Related Programming and Milestone Calendar – Updated 3.10.26

Quarter	Month	Dates of Note	EDC Work Plan Items/Milestones
Q 1	January		
	February		
	March	TCNCC Arden Hills/Shoreview Business Connect – Shoreview March 11 th EDC Meeting – March 25 th	75 th Anniversary Celebration Sponsorship Outreach Review Drafted Sign Code
Q 2	April	Arden Hills Spring Egg Hunt – April 11 th City Council Work Session – April 13 th EDC Meeting – April 22 nd	Updates to work plan based on work session
	May	Arden Hills Touch-A-Truck – May 16 th EDC Meeting – May 27 th	
	June	City Council meeting – June 8 TCNCC Arden Hills/Shoreview Business Connect in Arden Hills – June 17 th <i>EDC Meeting – June 24th</i>	City Council to adopt EDC work plan
Q 3	July	Arden Hills Penny Carnival – July 17 th Arden Hills 75 th Anniversary Celebration – July 17 th EDC Meeting – July 22 nd	
	August	City Council Work Session – August 10 th or 24 th EDC Meeting – August 26 th	EDC to report Work Plan progress to City Council
	September	TCNCC Arden Hills/Shoreview Business Connect in Shoreview – September 16 th <i>EDC Meeting – September 23rd</i>	
Q 4	October	EDC Meeting – October 28 th	
	November	EDC Meeting – November 18 th	
	December	TCNCC Arden Hills/Shoreview Business Connect in Arden Hills – December 16 th <i>EDC Meeting – December 16th (date to be rescheduled or cancelled)</i>	Debrief EDC progress for 2026
Future – To be scheduled		Summer Arden Hills Bark and Rec Day Fall Arden Hills Flashlight Pumpkin Hunt Winter	

	State of the City Address		
2027			
Quarter	Month	Dates of Note	EDC Work Plan Items/Milestones
Q 1	January	EDC Meeting –	
	February	EDC Meeting –	
	March	TCNCC Arden Hills/Shoreview Business Connect – Shoreview <i>EDC Meeting -</i>	
Q 2	April	Arden Hills Spring Egg Hunt – EDC Meeting –	
	May	Arden Hills Touch-A-Truck – EDC Meeting –	
	June	TCNCC Arden Hills/Shoreview Business Connect in Arden Hills – <i>EDC Meeting –</i>	
Q 3	July	Arden Hills Penny Carnival – EDC Meeting –	
	August	EDC Meeting –	
	September	TCNCC Arden Hills/Shoreview Business Connect in Shoreview – <i>EDC Meeting –</i>	
Q 4	October	EDC Meeting –	
	November	EDC Meeting –	
	December	TCNCC Arden Hills/Shoreview Business Connect in Arden Hills – <i>EDC Meeting –</i>	Debrief EDC progress for 2027
Future – To be scheduled		Summer Arden Hills Bark and Rec Day Fall Arden Hills Flashlight Pumpkin Hunt Winter State of the City Address	



MEMORANDUM

DATE: March 25, 2026

TO: Economic Development Commission Chair and Commissioners

FROM: Elena Fransen, AICP, Senior Planner

SUBJECT: Draft Sign Code Review

Requested Action

Review the draft sign code provided by the consultant team from HKGi. Discuss revisions to the wording and the draft sign district table for dynamic display signs, exempt signs, permanent signs, permitting procedures, temporary sign regulations, and other proposed revisions.

Background

At the March 27, 2024, EDC meeting, the EDC approved a sign code review summary document with amendments to be shared with the Planning Commission following several months of meetings where the sign code was discussed. This summary document is provided as Attachment A. The summary document was presented to the Planning Commission at the June 5, 2024, meeting by staff with several EDC members in attendance.

In 2024, HKGi was selected by the City of Arden Hills to complete an update to the existing Zoning and Subdivision ordinances. This work involves the Planning Commission and the City Council most directly, with the Planning Commission providing a technical review of the proposed changes and recommendations to the City Council.

At the April 9, 2025, meeting, HKGi presented a recommendation that sign regulations be included in the development standards section of the zoning code to the Planning Commission. The intent is to make the code easier to administer and streamline requirements for easier interpretation and application. Following the presentation, the consultant team received the EDC's sign code review summary document for inclusion in a future draft.

A revised version of the sign code provisions is included in Attachments B and C. The EDC should review and provide comment. The April 9, 2025 Planning Commission Presentation is included for reference as Attachment D.

Discussion

The EDC should consider the drafted sign code section and review the following topics of discussion:

Dynamic Display Signs – Page 7 of Attachment B

Current: Dynamic display signs are prohibited.

Draft: Dynamic display signs are allowed in non-residential districts with standards.

Exempt Signs – Page 3 of Attachment B

Current: Auxiliary, Window, and Graphic Signs are subject to additional requirements and require sign permits.

Draft: Auxiliary, Window, and Graphic Signs are exempt from the permit requirement and subject to standards.

Permanent Sign Regulations – Page 6 of Attachment B and Page 1 of Attachment C

Current: Table identifies requirements for total sign copy area, height, and lighting. Table includes a permit requirement and standards for Auxiliary, Graphic, and Window signs.

Draft: A simplified table with additional flexibility. More sign types are exempt from obtaining a permit. Proposes combining Sign Districts 4 through 6.

Permitting Procedures – Page 9 of Attachment B

Current: Permit required for each new sign.

Draft: Remains the same. Presentation (Attachment D) suggests an amendment allowing a project with multiple signs to submit one application for the entire project.

Temporary Sign Regulations – Page 4 of Attachment B

Current: Permit required and limited to three temporary signs per address, per year. Time is limited to 10 days per occurrence. Occurrences can be combined for one occurrence for 30 days.

Draft: Remains the same. Presentation (Attachment D) suggests updating the process to allow temporary signs without a sign permit when specific standards are met.

Next Steps

Comments from the EDC meeting will be included in an updated draft of sign regulations. The Planning Commission is likely to consider the sign updates separate from the rest of the code updates.

Attachment

Attachment A – EDC Sign Code Review Summary Document

Attachment B – HKGi Revised Sign Code Draft

Attachment C – HKGi Revised Sign Code Table

Attachment D – HKGi April 9, 2025, Planning Commission Slides

Economic Development Commission Sign Code Review Comment Summary

Sign Code

- Recommendations
 - o Base sign districts on zoning district. Sign districts could be combined to be simpler.

Wall Signage

- Recommendations
 - o Base the maximum permitted wall sign copy area on a percentage of the proposed building elevation.
 - o If percentage of the proposed building elevation is used to calculate signage, set a minimum permitted sign copy area to ensure smaller buildings are still permitted sufficient sign copy area.
 - o Base the maximum permitted wall sign copy area on building footprint square footage.

Freestanding Signage

- Recommendations
 - o Base the maximum permitted sign copy area and sign area on building square footage.
 - o For a property with two street frontages, permit two monument signs with the same or a similar square footage.
 - o Review permitted sign lighting by sign district.

Dynamic Display Signs

- Recommendations
 - o Permit dynamic display signage for other uses in addition to drive thru, restaurant.
 - o Regulate dynamic display sign brightness with the intent to minimize impact to residential uses.

Colored lighting

- Recommendations
 - o Incorporate colored lighting into the sign code.

Chapter 13 Zoning

1360 Signage

1360.01 Introductory Provisions

Subd. 1 Purpose and Findings.

A. The purpose and findings of this Chapter are as follows:

1. Purpose. This Sign Code is intended to establish a comprehensive and balanced system of sign control that accommodates the need for a well-maintained, safe, and attractive community, and the need for effective communications, including business identification. It is the intent of these sign regulations, to promote the health, safety, general welfare, aesthetics, and image of the community by regulating signs that are intended to communicate to the public in all areas of the City. It is not the purpose or intent of this Chapter to regulate the message displayed on any sign. The purpose of this Chapter is to authorize:
 - a. Permanent signs which establish a high standard of aesthetics and are appropriate for the character of the community;
 - b. Signs which are compatible with their surroundings;
 - c. Signs which are designed, constructed, installed and maintained in a manner that does not adversely impact public safety or create a hazard to motorists, pedestrians, or cyclists;
 - d. Signs that are proportioned to the scale of, and are architecturally compatible with, principal structures;
 - e. Permanent signs which give preference to the on-premise owner or occupant;
 - f. Temporary commercial signs and advertising displays which provide an opportunity to advertise, while restricting signs that create visual clutter and hazards at public right-of-way intersections;
 - g. Minimize adverse effects on nearby property; and,
 - h. Provide for fair and consistent enforcement of the sign regulations set forth herein under the authority of the City.

B. Findings. The City finds it is necessary for the promotion and preservation of the public health, safety, welfare, and aesthetics of the community to control the construction, location, size, and maintenance of signs. Further, the City finds:

1. Permanent and temporary signs have a direct impact on and relationship to the image and aesthetic of the community;
2. The manner of installation, location and maintenance of signs affects the public health, safety, welfare and aesthetics of the community;
3. An opportunity for viable identification of community businesses, residences, and institutions must be established;
4. The safety of motorists, cyclists, pedestrians and other users of public streets and property is affected by the number, size, location and appearance of signs that create a hazard for drivers, particularly from dynamic display signs;
5. Installation of signs suspended from, projecting over, or placed on the tops of buildings, walks or other structures may constitute a hazard during periods of high winds and an obstacle to effective fire-fighting and other emergency service;
6. Uncontrolled and unlimited signs and sign types, adversely impact the image and aesthetic attractiveness of the community and thereby undermine economic value and growth;
7. Commercial signs are generally incompatible with residential uses and should be strictly limited in residential zoning districts; and
8. The right to express noncommercial opinions in any zoning district must be protected, subject to reasonable restrictions on size, height, location and number.

Subd. 2 Scope of Regulations.

- A. The sign regulations set forth in this Chapter shall apply to all structures and all land uses.

- B. This Chapter describes the signage standards for all signs in the City.
- C. No person, property owner, lessee shall place, erect, alter, modify, enhance or change in any way a sign that does not conform to the requirements of this Chapter and all other applicable regulations.

Subd. 3 Severability.

- A. If any section, subsection, sentence, clause, phase, or other part of this Chapter is for any reason held to be invalid or in conflict with any other state or federal law, such invalidity shall not affect the validity or enforceability of the remaining portion of this Chapter. The City Council hereby declares that it would have adopted the Chapter in each section, subsection, sentence, or phase thereof, irrespective of the fact that any one or more sections, subsections, sentences, clauses, or phrases are declared invalid.

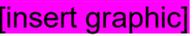
1360.02 General Regulations

Subd. 1 All signs within this subsection shall comply to the following:

- A. Unless otherwise noted, no sign shall be placed on fences, trees, or other vegetation, public (street/traffic) signs, utility poles, city/public property, or within public road right of way. Signs in violation of this article, located on city/public property, may be removed by City personnel at their discretion, without advance notice to the sign owner.
- B. A sign shall be considered as a structure or a part of a structure for the purpose of applying yard and height regulations except as hereinafter stipulated.
- C. All signs shall be designed, constructed, and maintained in accordance with the following standards:
 - 1. All signs shall comply with applicable provisions of the Building Code and Electrical Code.
 - 2. All signs shall be constructed of durable materials and shall be permanently attached.
 - 3. All signs shall be kept in good repair and free from peeling paint, rust, damaged or rotted supports, framework or other material, broken or missing faces or missing letters. Any structure from which a sign has been moved or removed shall be repaired with materials and/or painted or stained to match the existing background.
 - 4. Activities considered normal maintenance and repair and not requiring a sign or building permit shall include activities such as replacing or repairing lamps, ballasts, transformers, trim, sign fasteners, nuts, or washers; painting the pole of freestanding signs; and painting the cabinet of freestanding signs or building signs.

Subd. 2 Sign Area Calculation

- A. The area of a sign is determined by the Zoning Officer, using actual dimensions where practical or approximate dimensions when irregularity of a sign shape warrants. The area of each sign type is to be measured with either Formula A or Formula B as noted below:
 - 1. Formula A: If channel letters and symbols are used, the sign area is the sum of the area of two contiguous rectangles, squares, or circles that enclose the extreme points or edges of all copy, logos, and symbols of said sign.

 - 5. Formula B: If channel letters are not used, the sign area is the area of one rectangle, square, or circle that encloses the extreme points or edges of all areas where copy may be placed on a sign. This area does not include structural or architectural features of the sign where copy will not be located.


Subd. 3 Illuminated signs.

- A. All lighted signs including those with backlit, internal, and external illumination, shall be subject to the provisions of the State Electrical Code and shall comply with the underwriter's standard as defined in the current Underwriter Laboratories Standard for safety, electric sign.
- B. Illumination for all static signs shall be constant and steady.
- C. No illuminated sign shall reflect or direct light onto adjacent properties or public streets.
- D. All illuminated signs must meet the following brightness standards:
 - 1. All illuminated signs shall meet **Subsection 1360.08**.

2. No illuminated sign may be of such intensity or brilliance as to impair or interfere with the vision of a motor vehicle driver or effectiveness of an official traffic sign, device, or signal.
3. Signs which use light fixtures on exterior surfaces shall not cause illumination or glare in excess of one-half foot-candle measured at the street curb line.
4. The person owning or controlling the sign must adjust the sign to meet the brightness standards in accordance with the City's instructions. The adjustment must be made immediately upon notice of noncompliance from the City.
5. All signs that will have illumination by a means other than natural light must be equipped with a mechanism that automatically adjusts the brightness in response to ambient conditions. These signs must also be equipped with a means to immediately turn off the display or lighting if it malfunctions, and the sign owner or operator must immediately turn off the sign or lighting when notified by the City that it is not complying with the standards in this section.

1360.03 Prohibited Signs.

- Subd. 1 The following signs shall be prohibited in all districts:
- A. Signs with moving, swinging, revolving, or rotating parts;
 - B. Roof signs;
 - C. Projecting signs;
 - D. Unauthorized signs in the public right-of-way. Signs in the public right-of-way shall comply with [Section 1250.03](#), Minnesota Statutes, or the agency regulating the right-of-way;
 - E. Signs attached to public utility poles, trees, street signs, stoplights, or fences;
 - F. Permanent off-premise sign, including billboards;
 - G. Signs in the clear vision area;
 - H. Signs imitating traffic control signs. (i.e. signs which are designed to resemble official traffic signs except they are used to control traffic on private property);
 - I. Any sign not constructed, wired, assembled, attached, or supported in conformance with [this Section](#), applicable building codes, and other regulations;
 - J. Signs with content classified as "obscene" as defined by Minnesota Statutes, section 617.241; and
 - K. Signs on private property without owner's permission.
- Subd. 2 Sign lighting or sign technology not specifically listed as permitted in this Chapter shall be prohibited.

1360.04 Exempt Signs.

- Subd. 1 The following signs shall not require a permit and are allowed in addition to those signs allowed by this chapter. These exemptions, however, shall not be construed as relieving the owner of the sign from the responsibility of its erection and maintenance, and its compliance with the provisions of this chapter, or any other law or ordinance regulating the same.
- A. Government Signs. All governmental signs, including but not limited to traffic control and other regulatory purpose signs, street signs, identification signs, informational signs, danger signs, and railroad crossing signs.
 - B. All signs in accordance with Minnesota Statutes, Section 211B.045.
 - C. Address Signs. Address identification not exceeding four square feet in area for each structure or portion of a structure with an assigned address. Street identification numbers are required in all sign districts and should be clearly visible from the street.
 - D. Auxiliary Signs.
 1. Residential properties shall be permitted up to four square feet per sign; not to exceed a total of eight square feet for all auxiliary signs. The signs shall not be illuminated.
 2. Nonresidential properties shall be permitted up to eight square feet per sign; not to exceed a total of 40 square feet for all auxiliary signs.
 - E. Graphic Signs. Permitted only on multi-unit dwellings or nonresidential buildings, provided they do not exceed 25% of the wall area they are located.

- F. Portable Signs. Nonresidential districts are permitted to display portable A-frame, T-frame, sandwich, or other similar portable signs that do not exceed six square feet in size, are not illuminated, are located within 15 feet of the primary entrance to a building, and are displayed only during the hours of business operation. No more than two of these signs shall be in place for a use at any given time.
- G. Incidental Signs. Incidental signs or signs within a building provided that the sign is not readily visible from the public right-of-way, adjacent properties, and are not illuminated.
- H. Window Signs. Window signs that are inside of a building shall not exceed 35% of the window area in which it is being displayed, or 5% of the total building façade.
- I. Non-commercial Signs. Any sign, display, or device allowed under this section may contain, in lieu of other copy, any otherwise lawful noncommercial message that does not direct attention to a business operated for profit, or to a commodity service for sale, and that complies with the size, height and lighting requirements of this Chapter.

1360.02 Temporary Sign Regulations

Subd. 1 Temporary On-premise Signs.

- A. All temporary signs, shall require an approved sign permit prior to placing the sign and shall conform to the following:
 - 1. Temporary signs, including streamers, pennants, banners, balloons, inflatables or other similar object with a commercial message, may be displayed on three occasions per calendar year with a maximum of 10 days for each occasion. The three occasions may be used consecutively with one permit. Temporary sign permits are nontransferable to other properties or establishments on the same property.
 - 2. Temporary Sign Height. A temporary sign shall not exceed the freestanding height limits listed in [Section 1240.02 Table 1](#) for a permanent sign of a particular sign type in a given district. This shall include inflatable signs and balloons.
 - 3. Sign Installation. Temporary signs shall be secured and well-constructed so as not to create a hazard to pedestrians or vehicles.
 - 4. Illumination. A temporary sign shall not be illuminated.
 - 5. Location. The permitted location of all temporary signs are subject to change as determined by the Zoning Officer in order to protect the public health, safety, welfare, and aesthetics.
 - 6. Mounds View, Bethel University, and Northwestern College Banner Signs. Temporary banner signs for athletic fields at Mounds View High School, Bethel University, and Northwestern College shall be exempt from the provisions of this section and shall comply with the applicable provisions in [this subdivision](#).
- B. Single occupant parcels.
 - 1. No more than one permitted temporary sign shall be permitted at any given time.
 - 2. The area of the temporary signage shall not exceed one half of the permitted sign area as allowed in [Section 1240.02 Table 1](#) for a particular sign type in the underlying sign district.
 - 3. Freestanding temporary signs shall only be permitted in districts where freestanding signs are permitted as allowed in [Section 1240.02 Table 1](#). If a conforming freestanding sign is already in place, the temporary freestanding sign shall be attached to or near to the existing freestanding sign;
- C. Multi-tenant parcels. Each individual business establishment that has exclusive use of some portion of the street or otherwise primary level of the building, and direct access to the outside qualifies for temporary signage as follows:
 - 1. Each business shall not have more than one wall or freestanding temporary sign at a time.
 - 2. The total temporary wall sign area for each tenant shall not exceed one half of the permitted permanent wall sign area as allowed in [Section 1240.02 Table 1](#).
 - 3. The total area of all temporary freestanding signage for the parcel shall not exceed one half of the permitted area of permanent freestanding signage for the parcel as allowed in [Section 1240.02 Table 1](#).

- a. The total permitted temporary freestanding sign area shall be allocated by the property owner or their designee among its tenants.
- 4. Sign permits shall not be transferrable to other business establishments
- D. Grand Openings. New businesses with grand openings are eligible for one additional temporary sign permit of any type permitted in the underlying sign district with an approved permit. The sign may be in place for up to 30 days provided all other requirements in this section are met and the required permits are obtained. This eligibility shall expire six months after the business opens.
- E. Lease or Vacant Space. Buildings or parcels with space for sale or lease may obtain a temporary sign permit for one temporary wall or monument sign that expires seven days after the building or parcel is leased or sold.
 - 1. A wall sign shall not exceed 25 square feet in size and shall be used in place of a permanent wall sign.
 - 2. A freestanding sign shall not exceed 15 square feet in size and shall be attached or immediately adjacent to an existing freestanding sign. All other provisions in **this section** shall apply.
- F. Temporary Off-premise Signs.
 - 1. Each residential property is allowed up to five freestanding, temporary, off-premise signs in the city right-of-way or on private property provided the signs meet the standards of this section:
 - a. Sign Number Limit. Signs shall be four square feet or less in size, and less than four feet high;
 - i. Signs shall be non-illuminated;
 - ii. Signs shall be placed within one mile of said residential property (this provision does not preempt the sign regulations for neighboring communities);
 - iii. Signs shall be displayed no more than three consecutive days in any seven-day period.
 - b. Permission. The sign owner shall obtain permission from the property owner to place a sign on their property or on property that shares a property line with the adjoining right-of-way where the sign is located. The property owner may withdraw that permission at any time.
 - i. Failure to obtain permission may result in removal of the sign.
 - ii. Sign(s) are prohibited on land owned by the city, county, federal government and school district(s).
 - c. Right-of-way Regulatory Authority. Sign(s) placed within city right-of-way shall not be placed within five feet of the edge of the roadway pavement or curb.
 - i. Exception. If the five foot distance places the sign on a trail or sidewalk surface then the signage shall be placed on the dwelling side of the sidewalk or trail.
 - ii. Sign(s) placed in Ramsey County or State of Minnesota right-of-way shall be subject to Ramsey County and State of Minnesota regulations.
 - iii. Failure to obtain permission from the appropriate agency may result in removal of the sign.
 - iv. Disclaimer. The City of Arden Hills shall not be responsible for damage to any signs placed in the right-of-way.
- G. Temporary Banner Signs for Athletic Fields at Mounds View High School, Bethel University, and Northwestern College.
 - 1. Athletic fields at Mounds View High School, Bethel University, and Northwestern College may be permitted to have temporary banner signs attached to the fences of their athletic fields provided that such signage faces the field of play so that the impact of the signage is directed only to those utilizing the field or watching the sporting event, and not surrounding property owners.
 - 2. To the greatest extent possible such signage shall not obstruct sightlines to the athletic field for those watching the sporting event from the bleachers or other designated viewing areas.
 - 3. The temporary banner signage must be approved by Mounds View High School, Bethel University, or Northwestern College for their respective athletic fields.
 - 4. The Zoning Officer shall determine if the signage is visible from a public roadway or from property outside of Mounds View High School, Bethel University, and Northwestern College. If

found to be visible, the signs shall comply with the following size limitations and shall follow the sign permit process as described below:

- a. Permit Requirements. Sign permits shall not be required for individual banner signs, but shall be required where a new group massing of signage is requested.
- b. Individual Sign Area. Temporary banner signs shall not exceed 50 square feet each.
- c. Total Signage Area. The temporary banner sign shall not exceed a massing of over 960 square feet in one area or a total of 2,000 square feet.
- d. Time Limit. Temporary banner sign shall not be displayed for more than 90 consecutive days or more than 180 days during the calendar year.
- e. Compliance. The applicant shall demonstrate compliance with the provisions of this section (including but not limited to: the dimensions of individual banner signs, the dimensions of that group of banner signs, and the total square feet of temporary banner signs).

1360.03 Permanent Sign Regulations

Subd. 1 Sign Area and Height

- A. All permitted permanent signs shall conform to the following applicable standards and **Table X**: Permanent Sign Standards.
[Insert new table]
- B. Freestanding Signs.
 1. Properties that front more than one street shall be permitted to have more than one freestanding sign provided that each additional freestanding sign does not exceed half the size of the maximum sign area allowed for a freestanding sign in the applicable district.
 2. The sign area of a freestanding sign shall only be calculated using one side of the sign. If the two sides are different sizes, the larger side shall be used for determining the sign area.
 3. Freestanding signs shall be located at least five feet from any property line and shall not project over the property line.
- C. Multi-tenant buildings or sites, shall be permitted:
 1. One wall sign up to the total permitted signage area in **Table X**.
 - a. The total wall sign area shall be calculated for each individual business establishment that has exclusive use of a building façade, some portion of the street, or direct access to the outside.
 2. The permitted freestanding sign area shall be associated with the main parcel, with the tenant signage allocated by the property owner meeting the maximum signage areas allocated in **Table X**.
- D. Sign Design.
 1. Business signs shall be architecturally compatible with the style, materials, colors and details of the building.
 2. Signs shall be incorporated into the façades of the buildings rather than extending past the roof line and should not project more than 12 inches beyond the plane of the façades.
 3. Retail business wall signs shall be located in a position above the front window that is located consistently among stores.
 4. Wall signs shall not extend more than 18 inches from the wall they are attached to.
- E. Illuminated Signs. All nonresidential uses are permitted illuminated signs that meet **subsection 1360.08**, unless otherwise specified herein.

Subd. 2 Special Permanent Sign Regulations.

- A. Awnings and Canopies. No part of an awning or sun canopy shall be less than eight feet or greater than 12 feet above grade. The fabric or material used for the awning or canopy must be opaque and no illumination is permitted.
- B. Service Area Canopy. Each edge of a service area canopy facing a street is permitted 25 square feet of sign area in addition to all other sign area permitted on the site. Such signage may be illuminated, but no other part of the face of the canopy shall be illuminated.

- C. Manual Changeable Message Sign. No more than 35 percent of the actual sign area of a permitted sign in a nonresidential sign district shall be capable of displaying manually changing messages. The remainder of the sign area shall not have the capability to change messages even if not used. Manual changing message signs shall not include dynamic displays.
- D. Adult Use Signs. In addition to this Chapter, all adult use-oriented signs shall comply with the sign requirements in **Chapter 1340 Use-Specific Standards**. Where any provisions of this Chapter conflict, the provision that is more stringent shall be applied.

Subd. 3 Dynamic Display Signs.

- A. Dynamic displays on signs are allowed as described herein, except as prohibited by state or federal law, and with certain standards and restrictions to ensure health, safety, and welfare.
- B. Any sign using a dynamic display, in whole or in part, must meet the following standards:
 - 1. Dynamic display signs shall be permitted for nonresidential uses abutting a major arterial or collector street. No dynamic display sign shall be erected facing or located on a lot line adjacent to a property used for residential.
 - 2. Dynamic display signs shall only be permitted on freestanding signs.
 - 3. Only one, contiguous dynamic display area is allowed on a sign face. The dynamic display may occupy no more than 40% of the actual sign copy area. The remainder of the sign must not have the capability to have dynamic displays.
 - 4. Speakers or any audio component is prohibited. The sign shall not emit any sound.
 - 5. No portion of the sign may change or have the background in a manner of displaying or characterizing motion. Including flash, scroll, twirl, change color, illusion of moving objects, moving patterns, or bands of light or expanding or contracting shapes, fluctuating in light intensity or use intermittent, strobe, bursts, or moving light, streams, zooms, twinkles, sparkles. Any manner that creates the illusion of movement other than a permitted transitions is prohibited.
 - 6. Duration. The portion of the dynamic display sign must have a minimum duration of 10 seconds and must be a static display.
 - 7. Transition. On any portion of the sign that changes, the change sequence must be accomplished by means of instantaneous transition. Fading, dissolving, scrolling, traveling, or any transition that creates the illusion of movement is prohibited.
 - 8. Brightness. The dynamic display sign must not exceed a maximum illumination of 5,000 nits (candelas per square meter) during daylight hours and a maximum illumination of 500 nits (candelas per square meter) between dusk to dawn as measured from the sign's face at maximum brightness.
 - 9. Dimmer Control. Electronic graphic display signs must have an automatic dimmer control to produce a distinct illumination change from a higher illumination level to a lower level for the time period between one half-hour before sunset and one half-hour after sunrise.
 - 10. Dynamic displays must be designed and equipped to freeze the device in one position if a malfunction occurs. The displays must also be equipped with a means to immediately discontinue the display if it malfunctions, and the sign owner must immediately turn off the dynamic display when notified by the city that it is not complying with the standards of this chapter.
 - 11. Dynamic displays must comply with the outdoor lighting standards contained in **subsection 1360.08**.

C. Drive-up window menu board

- 1. Location: All drive-up menu board signs shall be single sided and located adjacent to the drive-up lane and shall not be located in any required setback. Signs may be affixed to the building.
- 2. Height: A drive-up menu board sign shall not exceed 8 feet above grade in height.
- 3. Size: A drive-up menu board sign shall not exceed 40 square feet.
- 4. Number: Up to two drive-up menu board signs are permitted per lane. The total surface area of the two signs shall not exceed 40 square feet each.
- 5. A drive-up menu board signs shall comply with the following standards:
 - a. The images, colors, and text may not change more than five times per day;

- b. All images, colors, and text shall be static with no flashing, scrolling, or animation;
- c. At any time the business or drive- up is closed to the public, any drive- through menu board sign shall be turned off until the business or drive-through is open to the public.
- d. Signs with speakers or intercoms shall be designed and located in a manner to direct noise away from adjoining properties. Speaker noise shall not be audible to adjacent residential properties.
- e. The sign(s) shall not be located as to impair the vision of the driver of a vehicle traveling either into, out of, or through the lane.

Subd. 4 Permanent Signs at Mounds View High School, Bethel University, and Northwestern College.

A. Permitted Permanent Signs for Athletic Fields

- 1. Athletic fields at Mounds View High School, Bethel University, and Northwestern College may be permitted to have permanent signage at their respective athletic fields.
- 2. Such signage shall be permanent in nature and shall not be lit by a direct lighting source.
- 3. Signs may be an entrance gate style sign, signage affixed directly to a press box/grandstand, or signage included on the scoreboard.
- 4. Such signage shall be constructed of durable materials (finished metal, finished wood, plastic).
- 5. The City Administrator or Administrator's designee shall determine if the signage is visible from a public roadway or from property outside of Mounds View High School, Bethel University, and Northwestern College. If found to be visible, the signs shall comply with the following size limitations and shall follow the sign permit process as described below:
- 6. Sign Area. The signage area of entrance gate signs shall not exceed 30 square feet, the signage area of press box/grandstand signage shall not exceed 80 square feet, and scoreboard field naming signage shall not exceed 40 percent of the total scoreboard area.
- 7. Total Sign Area. The cumulative total of permanent signage shall not exceed 200 square feet.
- 8. Sign Permit Required. Since the signage would be permanent in nature, the applicant shall be required to obtain a sign permit approval prior to the installation of any new signage; at such time the applicant shall demonstrate compliance with the provisions of this section.

B. Scoreboard Signs for Athletic Fields

- 1. Athletic fields at Mounds View High School, Bethel University, and Northwestern College may be permitted to have permanent scoreboard signage at their athletic fields that is clearly secondary to the overall appearance of the scoreboard.
- 2. Such signage shall face the field of play so that the impact of the signage is directed only to those utilizing the field or watching the sporting event, and not surrounding property owners.
- 3. The scoreboard signage shall comply with the sponsorship sign regulations as established by Mounds View High School, Bethel University, and Northwestern College, for their respective athletic fields.
- 4. The City Administrator or the Administrator's designee shall determine if the signage is visible from a public roadway or from property outside of Mounds View High School, Bethel University, and Northwestern College. If found to be visible, the signs shall comply with the following size limitations and shall follow the sign permit process as described below:
- 5. Sign Area. Scoreboard signage shall not exceed 30 percent of the total scoreboard area, nor shall any one scoreboard sign exceed 15 percent of the total scoreboard area.
- 6. Sign Permit Required. Since the scoreboard signs are permanent in nature, the applicant shall be required to obtain sign permit approval prior to the installation of any new scoreboard sponsorship signs; at such time the applicant shall demonstrate compliance with the provisions of this section.

1360.04 Sign Standard Adjustments

Subd. 1 Adjustments to the requirements and standards for the height, number, type, lighting, area, and/or location of a sign or signs established by this Chapter may be approved with a Site Plan Review or a Planned Unit Development process as described for in Section 1320 and 1355 of the Zoning Code.

- A. This provision shall not be used to permit dynamic display signage.
- B. In order to approve any sign standard adjustment, the following criteria shall be satisfied:

1. The sign adjustment will not result in a sign that is inconsistent with the purpose of the zoning district in which the property is located or the current land use; and
2. One of the following applies:
 - i. There are site conditions which require a sign adjustment to allow the sign to be reasonably visible from a street immediately adjacent to the site; or
 - ii. The sign adjustment will allow a sign of exceptional design or a style that will enhance the area or that is more consistent with the architecture and design of the site; and

1360.05 Non-Conforming Signs

Subd. 1 It is the intent of this Chapter that non-conforming signs shall not be enlarged or expanded, nor be used as grounds for adding other signs or uses prohibited elsewhere in the same district. It is further the intent of this Chapter to permit legal non-conforming signs to remain provided that such signs are safe, maintained so as not to be unsightly, and have not been abandoned or removed subject to the following provisions and [subsection 1320.06](#):

- A. Non-conforming Sign Continuance. A legal non-conforming sign may be continued through repair, replacement, restoration, maintenance, or improvement but shall not be expanded or moved to a new location.
- B. Non-conforming Sign Discontinuance. If the use of the non-conforming sign or sign structure is discontinued for a period of one year, the sign or sign structure shall not be reconstructed or used except in conformity with the provisions of this Chapter.
- C. Non-conforming Sign Damaged or Destroyed. Should such non-conforming sign or sign structure be damaged or destroyed by any means to an extent greater than 50 percent of its market value or structure and all required permits for its reconstruction have not been applied for within 180 days of when the sign or sign structure was damaged, it shall not be reconstructed or used except in conformity with the provisions of this Chapter.
- D. Sign Regulation Conformance. Should such sign or sign structure be permanently moved for any reason for any distance, it shall thereafter conform to the regulations for the sign district in which it is located after it is moved.
- E. Loss of Non-conforming Land Use. An existing sign devoted to a use not permitted by the [Section 1320, Zoning Ordinance](#) in the zoning district in which it is located, shall not be enlarged, expanded, or moved except in changing the sign to a sign permitted in the sign district in which it is located.
- F. Loss of Non-conforming Status. When a building or use loses its nonconforming status, all signs devoted to the structure or use shall be removed and all signs painted directly on the structure shall be repainted in a neutral color or a color which will harmonize with the structure.

1360.06 Permit and Review Process

Subd. 1 Permit Required.

- A. Except for those signs listed in [Section 1230.01](#), no sign shall be erected, altered, reconstructed, maintained, moved, or enhanced in the City without obtaining a sign permit from the City.
- B. The content of the message or speech displayed on the sign shall not be considered when approving or denying a sign permit; however, the content must be submitted to evaluate the sign copy area and to restrict permanent off-premise signs.
- C. For any sign that requires a permit, the following activities shall not be considered normal maintenance and repair and a permit shall be required:
 1. Re-facing a sign, except for the text on a manual changeable message sign.
 2. Removing the sign for the repair of the cabinet or any part thereof.
 3. Changes made to a sign's size or illumination, including, but not limited to, height, width, weight, area, or adding or removing illumination.
 4. Changes in poles, structural supports, bases or shrouds, footings or anchor bolts, moving the sign to a new location, or replacement of the interior or exterior cabinet frame, except the sign face.
- D. Building Permit. A building permit may be required for any signs involving the construction of or changes to a sign structure and/or electrical connections as determined by the Building Official.

Subd. 2 Application Process.

- A. An application for a sign permit shall be supplied on the City's official sign application.
- B. Unless waived by the City Administrator or their designee, each application shall contain the following information or it shall be considered incomplete:
 1. Name, signature, address, and phone number of the property owner (required).
 2. Name, signature, address, and phone number of the applicant (if different than the property owner).
 3. Parcel ID of the property.
 4. A complete set of plans drawn to scale showing the necessary elevations, setbacks, size, and details to fully and clearly represent the construction and place of the signs(s).
 5. Type of sign (wall, monument, pole, etc.).
 6. Certification by the applicant(s) indicating the application complies with all requirements of this Chapter.
 7. A separate building permit may also be required from the Building Official for signs involving new or modified sign structures.
 8. If the applicant is not the property owner, the applicant shall obtain written permission from the property owner and provide a copy to the City prior to approval of the permit.

Subd. 3 Review Process.

- A. The Zoning Officer or their designee shall approve or deny the sign permit application in an expedited manner, no more than 30 days from the receipt of the completed application, including applicable fees.
- B. All permits not reviewed within 30 days shall be deemed approved.
- C. Applicants shall be notified in writing if the application is denied, including the reasons for denial.

Subd. 4 Appeals Process.

- A. Appeals of the decision of the Zoning Officer shall be made to the Planning Commission in writing within 15 days of the confirmed delivery of the denial letter for the sign permit application.
- B. The Planning Commission shall hold a public hearing as soon as practicable but not more than 45 days after confirmed receipt of the appeal to review the appeal and make a recommendation to the City Council.
- C. The City Council shall review the Planning Commission's recommendation as soon as practicable but not more than 45 days after the Planning Commission's recommendation.

Subd. 5 Fees. Sign permit fees and the impoundment fee shall be set by the City Council by ordinance on an annual basis.

Subd. 6 Inspection & Enforcement.

- A. Inspection Authority. All signs shall be subject to inspection by the Zoning Administrator, who is hereby authorized to enter upon any property of premise to ascertain whether the provisions of this Chapter are being obeyed. Such entrance shall be made during business hours unless an emergency exists.
- B. Signs in Disrepair. The Zoning Administrator may order the removal of any sign that is not maintained in accordance with the maintenance provisions of this ordinance. Upon failure to comply with such notice within the time specified in such order, the City Council may declare the sign to be a public nuisance, impound it, and assess the cost of removal to the sign owner or the sign owner's agent.
- C. Impoundment of Signs on Public Property or Within Public Right-of-way. The Zoning Administrator may, at any time and without notice, impound signs that have been installed on public property, within a public right-of way, or within a public easement that are in violation of this Chapter. The sign owner or their agent may retrieve an impounded sign subject to the following rules:
 1. Any impounded sign may be retrieved from the impound area within three business days of the impoundment or the Zoning Administrator may dispose of it.
 - a. The impound area can be located by contacting City Hall.
 - b. Any cost incurred by the City for disposal of an impounded sign may be assessed to the sign owner or the sign owner's agent.

2. Payment of an impoundment release fee. Any subsequent impoundment(s), within one calendar year, for a particular property or sign owner will require payment of double the initial impoundment release fee.
3. The City shall have no obligation to notify a property owner that it has impounded a sign.
 - a. The City shall not be held liable for any damage to an impounded sign.

Zoning District	Total Permitted signage area	Permitted Sign Type	Sign Copy Area	Max Height
R1 & R2 Districts		Any	8 sf	N/A
R3 & R4 Districts		Any	20 sf	N/A
Non-Residential Uses in a Residential District	20% of the wall area, not to exceed 100 sq. ft. total	Wall	30 sf	N/A
		Freestanding	50 sf	10ft
District 4 County E Frontage	20% of the wall area, not to exceed 150 sq. ft. total; or 50 sq. ft minimum	Wall	60 sf	N/A
		Freestanding	60 sf	20ft
District 5 Lexington S of 694	20% of the wall area, not to exceed 150 sq. ft. total; or 50 sq. ft minimum	Wall	100 sf	N/A
		Freestanding	150 sf	20ft
District 6 Lexington N of 694, 96 & B1	20% of the wall area, not to exceed 150 sq. ft. total	Wall	80 sf	N/A
		Freestanding	60 sf	20ft
I FLEX & Gateway Districts	20% of the wall area, not to exceed 150 sq. ft. total	Wall	60 sf	N/A
		Freestanding	80 sf	20ft
Neighborhood Business District	20% of the wall area, not to exceed 150 sq. ft. total	Wall	50 sf	N/A
		Freestanding	60 sf	15ft
District 9 TCAAP without frontage on Highway 96	20% of the wall area, not to exceed 150 sq. ft. total	Wall	30 sf	N/A

Signage

- **Current code generally compliant with Reed vs. Town of Gilbert**
 - Cities cannot regulate content of a sign
- **Proposed updates**
 - Consolidate Signage chapter into the Zoning – Development Standards Section
 - Simplify City’s review and permitting process
 - Allow more permanent signage and flexibility for non-residential uses
 - Review how sign area is calculated
 - Expand allowance of dynamic signs

Signage

- **Current permitting process**
 - All signs require a permit
 - Separate applications for each sign
- **Proposed permitting process**
 - Exempt and temporary signs should not require a sign permit if it meets requirements
 - Exempt signs: government, address, portable/sandwich, window or incidental
 - Temporary: streamers, pennants, banners, balloons, inflatables, residential off-premise
 - Allow one sign application for a site proposing multiple signs, unless proposing under a new circumstance

Signage

Table 1
1240.02 - Table 1: Sign Standards by Sign District

Sign Type	District 1 Residential R1/R2	District 2 Non-Residential Uses R1-R4	District 3 Residential R3/R4	District 4 County E Frontage Revised December 3, 2008	District 5 Lexington S of 694	District 6 Lexington N of 694, 96 & B1	District 7 I FLEX & Gateway, Non-Frontage Commercial	District 8 Neighborhood Business	District 9 TCAAP without frontage on Highway 96
WALL									
Total sign copy area	8 sf	20 sf	20 sf	50 sf	80 sf	60 sf	45 sf	30 sf	30 sf
Max Height	none	none	none	none	none	none	none	14 ft	14 ft
Lighting (a)	Not permitted	external	Not permitted	E//B	E//B	E/I	E/I	Not permitted	Not permitted
FREESTANDING									
Type (b)	M/P/O	M/P/O	M/P/O	M/O	M/O	M/P/O	M/P/O	M/P/O	Not permitted
Total sign copy area	6 sf	48 sf	32 sf	50 sf	100 sf	45 sf	25 sf	60 sf	Not permitted
Max Height	8 sf	6 ft	8 sf	10 ft	16 ft	12 ft	8 ft	8 ft	Not permitted
Lighting	Not permitted	E/I	E	E//B	E//B	E//B	E	E/I	Not permitted
GRAPHIC									
Total sign area	Not permitted	25% of wall	Not permitted	25% of wall	25% of wall	Not permitted	Not permitted	Not permitted	Not permitted
Max Height	Not permitted	none	Not permitted	none	none	Not permitted	Not permitted	Not permitted	Not permitted
Lighting	Not permitted	external	Not permitted	external	external	Not permitted	Not permitted	Not permitted	Not permitted
WINDOW									
Maximum coverage area	Not permitted	Not permitted	Not permitted	35% of window area, not to exceed 5% of building façade	35% of window area, not to exceed 5% of building façade	35% of window area, not to exceed 5% of building façade	35% of window area, not to exceed 5% of building façade	20% of window area, not to exceed 5% of building façade	35% of window area, not to exceed 5% of building façade
AUXILIARY									
Max sign copy area per sign	2 sf	4 sf	4 sf	8 sf	8 sf	6 sf	8 sf	6 sf	6 sf
Wall Height	Not permitted	4 ft	4 ft	8 ft	8 ft	6 ft	8 ft	6 ft	6 ft
Freestanding Height	2 ft	4 ft	4 ft	8 ft	8 ft	6 ft	8 ft	6 ft	6 ft
(a) E = external, I = internal, B = backlit									
(b) M = monument, P = pole, O = temporary off-premise sign (see 1250.03)									
(c) Single pole support only.									

12-13
Adopted: March 10, 2008

Signage

Existing Sign
Regulation District

District	Description
1	All residential properties zoned R-1 or R-2.
2	All non-residential uses in the R-1 through R-4 zoning districts.
3	All residential properties zoned R-3 and R-4.
4	All properties fronting on County Road E east of Highway 51 except for those properties with frontage on Lexington Avenue.
5	All properties fronting on Lexington Avenue South of Interstate 694.
6	All properties zoned for commercial or industrial use fronting on Lexington Avenue north of Interstate 694, properties along Highway 96, and properties located in the B-1 zoning district.
7	All properties in the I-Flex, Gateway Business, or other commercial or industrial district without frontage on a roadway designated above.
8	All properties zoned Neighborhood Business.
9	The parts of the TCAAP area not fronting on Highway 96.

Table 1
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Sign Type	District 1 Residential R1/R2	District 2 Non-Residential Uses R1-R4	District 3 Residential R3/R4	District 4 County E Frontage Revised December 3, 2008	District 5 Lexington S of 694	District 6 Lexington N of 694, 96 & B1	District 7 I FLEX & Gateway, Non-Frontage Commercial	District 8 Neighborhood Business	District 9 TCAAP without frontage on Highway 96
WALL									
Total sign copy area	8 sf	20 sf	20 sf	50 sf	80 sf	60 sf	45 sf	30 sf	30 sf
Max Height	none	none	none	none	none	none	none	14 ft	14 ft
Lighting (a)	Not permitted	external	Not permitted	E//B	E//B	E/I	E/I	Not permitted	Not permitted
FREESTANDING									
Type (b)	M/P/O	M/P/O	M/P/O	M/O	M/O	M/P/O	M/P/O	M/P/O	Not permitted
Total sign copy area	6 sf	48 sf	32 sf	50 sf	100 sf	45 sf	25 sf	60 sf	Not permitted
Max Height	8 sf	6 ft	8 sf	10 ft	16 ft	12 ft	8 ft	8 ft	Not permitted
Lighting	Not permitted	E/I	E	E//B	E//B	E//B	E	E/I	Not permitted
GRAPHIC									
Total sign area	Not permitted	25% of wall	Not permitted	25% of wall	25% of wall	Not permitted	Not permitted	Not permitted	Not permitted
Max Height	Not permitted	none	Not permitted	none	none	Not permitted	Not permitted	Not permitted	Not permitted
Lighting	Not permitted	external	Not permitted	external	external	Not permitted	Not permitted	Not permitted	Not permitted
WINDOW									
Maximum coverage area	Not permitted	Not permitted	Not permitted	35% of window area, not to exceed 5% of building façade	35% of window area, not to exceed 5% of building façade	35% of window area, not to exceed 5% of building façade	35% of window area, not to exceed 5% of building façade	20% of window area, not to exceed 5% of building façade	35% of window area, not to exceed 5% of building façade
AUXILIARY									
Max sign copy area per sign	2 sf	4 sf	4 sf	8 sf	8 sf	6 sf	8 sf	6 sf	6 sf
Wall Height	Not permitted	4 ft	4 ft	8 ft	8 ft	6 ft	8 ft	6 ft	6 ft
Freestanding Height	2 ft	4 ft	4 ft	8 ft	8 ft	6 ft	8 ft	6 ft	6 ft
(a) E = external, I = internal, B = backlit									
(b) M = monument, P = pole, O = temporary off-premise sign (see 1250.03)									
(c) Single pole support only.									

Signage



Existing Permanent Sign Table



Signage

- **Proposed updates approach**

- Incrementally increase the total sign copy area allowance
- Remove height specification for wall signage
- Slightly increase freestanding height requirements
- Allow illumination for all non-residential uses
- Incorporate graphic, window and auxiliary signs into the text not table as exempt signs
- Allow dynamic displays in nonresidential districts

Signage

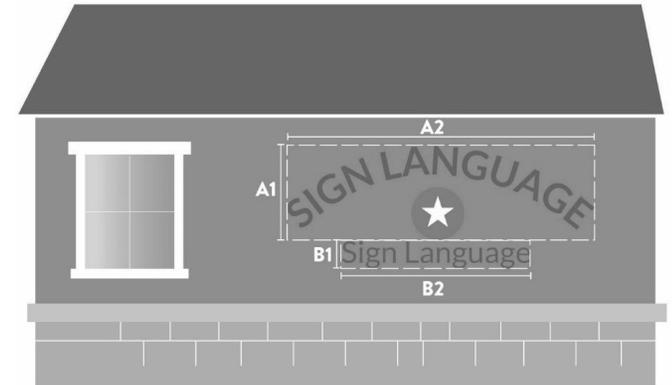
- **Current code**

- Sign area calculation brief and unclear for other sign types
- Limiting on dynamic display signs

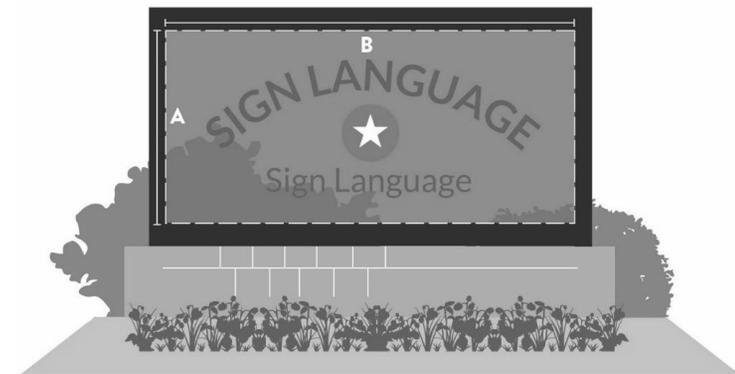
- **Proposed approach**

- Clarify how each sign area is calculated
- Allow dynamic display signs beyond drive-thru menu boards

Formula A: $(A1 \times A2) + (B1 \times B2) = \text{Sign Area}$



Formula B: $(A \times B) = \text{Sign Area}$



EDC AGENDA ITEM – 4C



MEMORANDUM

DATE: March 25, 2026

TO: Economic Development Commission Chair and Commission Members

FROM: Elena Fransen, AICP, Senior Planner

SUBJECT: 75th Anniversary Celebration Update

Requested Action

Hear staff update on the 75th Anniversary Celebration and sponsorship outreach efforts.

Background

The City's 75th Anniversary Celebration is on July 17, 2026, at Cummings Park. The 75th Anniversary Committee is coordinating the event. At the December 17, 2025, EDC meeting, committee representatives asked for Commissioner's feedback on sponsorship and ways to involve local businesses in the event. The EDC reviewed a draft summary of the feedback at the January 2026 meeting. That summary was shared with staff to the 75th Anniversary committee in advance of that committee's meeting on February 17, 2026.

The 75th Anniversary Committee asked for the EDC to help spread the word about the event and related sponsorship opportunities with the business community. At the February 25, 2026 meeting, several members of the EDC volunteered to help with sponsorship outreach.

Discussion

Next Steps

Staff will coordinate internally and with EDC volunteers on future outreach efforts for the 75th Anniversary Celebration and a timeline leading up to the July event.

Attachments

None