

# Attachment C



2021-08-02

Jessica Jagoe  
City of Arden Hills  
1245 West Highway 96  
Arden Hills, MN 55112

Re: Bethel University Anderson Center Roadway  
BKBM Project No. 20348.50

Dear Jessica:

Bethel University is requesting a sign standard adjustment for the Bethel Anderson Center. The property falls under Sign District 7, however Bethel is requesting an adjustment to Sign District 4. Below are the following criteria for making this adjustment per Section 1260.01 Sign Standard Adjustments – the qualifications for this site are shown in blue:

- Subd. 1 – There are site conditions which require a sign adjustment to allow the sign to be reasonable visible from a street immediately adjacent to the site;  
Because Bethel Anderson Center is a multi-tenant building, a larger sign (meeting Sign District 4 requirements) is necessary for providing adequate space for each tenant's name to be visible from Pine Tree Drive. The blank placards shown on the rendering will be filled with the Anderson Center tenants' names.
- Subd. 2 – 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;  
The design of the sign (rendering attached) will be consistent with the design of the Anderson Center building. The brick being used for the monument sign will match that of the building itself.
- Subd. 3 – 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.  
The current land use is Office Building – the sign adjustment will not result in a sign inconsistent with that. The sign adjustment will allow for each office space tenant to list their name on the sign, allowing for visitors to find the building off of Pine Tree Drive.

The existing sign is located on property that is no longer owned by Bethel University, requiring the relocation of the sign. The existing sign dimensions are shown on the attached exhibit – it is 13'10" tall, including the landscape wall around it, and has 6'x8' of sign area, as does the new proposed sign.

Attached is a site plan showing the location of the existing monument sign and the location of the proposed monument sign. The proposed sign is to be lit using flood lights.

This proposed *multi-tenant* sign will be the only free-standing monument sign along Pine Tree Drive for the Bethel Anderson Center. This does not replace the *single-tenant* sign that New Perspectives will have along their property in Outlot A. This is a completely separate sign that will be owned by Bethel and will have space for Bethel Anderson tenants. New Perspectives will also be utilizing a portion of the sign, per an agreement with Bethel, to provide direction from

Pine Tree Drive for visitors to New Perspectives.

If you have any questions, please contact me.

Sincerely,

Rachel Gilbert, Project Manager  
BKBM Engineers

Direct Line: (763) 843-0481

Copy:

F:\20\20348\Correspondence\Governing Agencies\Permits\City\2021-07-19 Land Use Application\2021-08-02 Updated Project Narrative.docx