

12/16/2022

From Application Form. Request is for 60 sq-ft signage on western elevation of two (2) Delkor buildings. Current sign standards specify 45 sq-ft total for District 7 & 60 sq-ft for District 6. The new Gateway building at 4200 Round Lake Rd. W. (also occupied by Delkor) was approved for 60 sq-ft. The same consideration is requested for the identified buildings. Note that signage has been pre-approved by building owner as long as it conforms with governmental codes.

Current State. Referencing the image below—As of August 2022, Delkor leases the majority of both buildings (i) 4300 Round Lake Road and (ii) 1987 Gateway Boulevard. Delkor secured the western elevation signage rights for both buildings in each respective lease agreement. A 45 sq-ft “Delkor” sign was installed in 2020 in the location “1A” (below) on the 4300 Round Lake Road building. The design of the sign is the Delkor logo in opposing red and black colors. No signs are currently installed on the western elevation of the 1987 Gateway building. “1B” in the location below would be the proposed location for an additional sign.



Delkor also leases space in the recently constructed 4200 Round Lake Road building. Working with the city of Arden Hills and Scannell for approvals, Delkor installed two (2) 60 sq-ft signs on the south and south-western elevations of the building in 2022. A picture of the South elevation sign is shown (at right). The signs are all white and backlight illuminated with soft LED diffusion.



New Signs. In light of the recent approvals for 60 sq-ft signs on the 4200 Round Lake Road building, Delkor proposes to convert and add signage on (a) 4300 Round Lake Road and (b) 1987 Gateway Boulevard to the same. More specifically, pending Arden Hills approval Delkor proposes to:

- (a) Replace the existing sign on 4300 Round Lake Road with a larger, all white version—mirroring the 60 sq-ft sign on the new building at 4200 Round Lake Road.
- (b) Install the same sign on 1987 Gateway Blvd.

For more detail, attached is a plan from Spectrum Signs, proposal #220529 Delkor Systems Sign Plan - Arden Hills (enclosed).



Section 1260.01. The sign ordinance requires that, “In order to approve any sign standard adjustment, the following criteria of Subd. 1 or Subd. 2 shall be satisfied, and the necessary criteria of Subd. 3 shall be satisfied:

- Subd. 1 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;
- 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;
- 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.”

Addressing Subd. 1 and 2, and similar to the conditions applying to the 4200 Round Lake Rd. building, a sign adjustment is requested to identify and orientate customers to Delkor’s buildings from nearby roadways. The current 45 sq-ft sign is quite small in relative size when compared to the size of the building and other district standards with interstate exposure. In addition, the design of the new, all white sign is simple and elegant complimenting the colors and features of the buildings. As noted above and in the sign plan, the additional signs will be identical to those already installed on the new 4200 Round Lake Road building. For additional design details, please reference the [proposal #220529 Delkor Systems Sign Plan - Arden Hills](#) (enclosed).

Addressing Subd. 3, Delkor believes that the additional sign will enhance the purpose of the current land use by navigating visitors to the proper company locations. In addition, as set forth in section 11.GB of the ‘City of Arden Hills – 2040 Comprehensive Plan, Gateway Business District (AHC)’ the tenants believe that the proposed signage is consistent with the purposes of:

- “D. To allow only development that will create an attractive environment and a positive image for this site, which is one of the most visible in the community...” and
- “G. To allow development that will insure reasonable traffic operation on the internal and surrounding transportation systems”

Signage Plan & Consideration. Delkor is seeking flexibility or code revisions as set forth above and in the attached proposal #220529 Delkor Systems Sign Plan created by Spectrum Sign Systems.

Requestor appreciates the flexibility and consideration offered by the Planning Commission and City Council of Arden Hills and wishes to present this topic when convenient for the parties, sincerely,

A handwritten signature in black ink, appearing to read "KBW", is positioned above the typed name.

Kevin B. Weiss

Vice President of Operations

Delkor Systems, Inc.