

2023-01-25

Updated Narrative

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

Dear Jessica:

Arden Hills RE, LLC, developer of the New Perspective Senior Living community located at 3565 Pine Tree Dr., Arden Hills, MN, is following up on our PUD Amendment to accommodate our signage plan that was submitted to the City of Arden Hills in November of 2022. Following our submission, we completed a Planning Commission review on December 7, 2022, and at the time the Planning Commission voted to recommend approval with conditions listed on the attached Planning Commission Approval Letter. We have since tabled our Planning Case to be able to adequately address all the comments and concerns of the Planning Commission and city residents. Below and attached, we have made our best effort to address these concerns.

Signs

1. Main Entrance Monument Sign
 - a. Per condition #5 on the December 9, 2022, Planning Commission Approval Letter, we have changed the design of our main entrance monument sign to comply with material design of Sign District 4 and extended the columns up to at least one-half way up the sides of the sign face.
2. Directional Sign
 - a. This sign was within ordinance and there were no comments or objections to this sign.
3. Building "Senior Living" Wall Sign
 - a. This sign is located on the west elevation facing Snelling Ave. This is the only public street that our building borders.
 - b. Due to being on the Bethel University Anderson campus, we need some identification on the only public street view. We need signage that clearly identifies that this building is a senior living community and not Bethel student housing.
 - c. This signage will also help direct potential residents, vendors, families, and community members to the community as this is an arterial road that connects many parts of the community together.
 - d. Addressing Planning Commission comments from the December 7th Planning Commission Meeting
 - i. Size
 1. The wall sign previously submitted was approx. 177 SF. The west elevation of the building where the sign is being installed is approximately 17,600 SF. That made the original design only 1% of the west elevation.
 2. We moved the sign away from the building roof and down to a lower wall per the Planning Commissions comment.

3. We have since reduced the wall sign to approx. 68 SF. This is a reduction of approx. 62%. The new sign design is approx. .3% of the west building elevation.
 4. Per Sign District 4 ordinance, we are allowed to have up to 50SF of wall signage in this district. We are requesting flexibility to allow for 18 additional square feet.
 5. This sign is slightly under the optimal building sign letter height per the United States Sign Council guidance. We have reduced the size per the comments and discussion at the December Planning Commission but would like to maintain this minimum letter height in order to not sacrifice legibility any further.
- ii. Design
1. We have incorporated architectural and brand design changes to the wall sign to enhance the overall view of the building and sign area. We have done this by incorporating aspects of the other on site signage and including the logo of New Perspective.
- iii. Consider designing and utilizing a freestanding sign along Snelling Ave
1. Our team went through one more time and did an analysis of using a freestanding or retaining wall sign on Snelling Ave. per the Planning Commissions comment and found that this was not feasible. Landscaping, guard rail, and fencing prohibited the use of the sign adjacent to the property line in a visible area. Using the retaining wall was not a feasible option as the engineer who designed the wall did not recommend as the wall was not engineered for signage to be installed to it.

Sincerely,



Florent Ilazi
Arden Hills RE, LLC

2022-11-17

Original Narrative Reviewed by Planning Commission

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

Dear Jessica:

Arden Hills RE, LLC, developer of the New Perspective Senior Living community located at 3565 Pine Tree Dr., Arden Hills, MN, is submitting our site signage plan to the City of Arden Hills. From our review of the signage ordinance, we believe that all of our proposed exterior signs, with the exception of the wall sign (sign #3 below), are within the City's Sign Ordinance. We have submitted for a PUD amendment to allow for the wall sign (#3) described below and depicted in the exterior signage package submitted with this letter.

1. Main Entrance Monument Sign
 - a. Main entrance sign will be our stand-alone monument sign per the ordinance. This will have our community logo and will have colors and materials that match the exterior of the building. This sign is proposed to be lit using flood lights. Foot candles shown on site lighting plan.
2. Directional Sign
 - a. Once you enter our site, there will be a directional sign that directs you to either the delivery area or the main entrance. This is necessary given that our loading/off-loading area is located at the back of the building, and this is the point at which truck deliveries need to be notified to turn. This also helps very quickly identify the main entrance for family visitors as well as emergency services.
3. Building "Senior Living" Wall Sign
 - a. Due to the proximity to the Bethel Anderson Campus, our building needs identification on Snelling Ave to identify that this building is not student housing for Bethel University. This sign will help the community easily recognize the building's use and avoid confusion for potential residents, families, and students. This sign is proposed to be lit by LED modules installed within the channel letters. Foot candles for this are provided on the rendering
 - b. The size and location of this sign is necessary for it to be legible due to the speed of the traffic on Snelling.

If you have any questions, please contact me.

Sincerely,

Florent Ilazi
Arden Hills RE, LLC