

## PLANNING COMMISSION STAFF REPORT

Originator <b>Joyce Repya</b> Associate Planner	Meeting Date <b>November 28, 2012</b>	Agenda # <b>VI.A</b>
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**Recommended Action:** Approve the variance as requested.

### Project Description

Braemar Arena is requesting a variance to allow two wall signs not to exceed 43 square feet to advertise new commercial businesses locating within the addition to the arena. (See property location on pages A1–A4; and applicant narrative and plans on pages A4a–A13.) Edina Sign Ordinance No. 460.05, Subd. 1, allows one building identification wall sign per building not to exceed 24 square feet in area. The sign code has no provision for commercial signs on park property because those uses are typically not associated with park property. The City Council has allowed the subject businesses to locate in the arena as an accessory use in the arena, and as a public/private initiative to assist in the costs of building the addition.

### INFORMATION/BACKGROUND

The Edina High School Hockey program has identified a need to build new locker rooms at Braemar Arena for over 30 years; however there have not been funds available to pay for the project. Last fall, a group of volunteers came forward with a plan to build the locker rooms without passing the costs onto the school district or the City. The plan included the creation of a public/private partnership where the leases generated through private businesses would cover the cost of the bonds. The City Council approved this plan which includes leases to Velocity Training Center, a dry land (off-ice) training space user; and General Sports a retail sporting goods store.

If these businesses were located in the City's Planned Commercial District, the Sign Ordinance would allow a wall sign as large as 15% of the wall area; thus each business would be able to have a sign as large as 148 square feet in area. However, neither of the requested signs exceeds 43 square feet in area (General Sports = 42.87 s.f. or 4.3%, and Velocity Training Center = 29.41 s.f. or 2.9%.)

Although Edina's Sign Ordinance does not allow for the requested signs, the businesses leasing space in the arena feel strongly that the exterior signage is imperative to their success in this new location. Furthermore, it is also important to the

City that the businesses are successful since it is the money received from the leases that will be paying for the new construction.

**SUPPORTING INFORMATION**

**Surrounding Land Uses**

- Northerly: City of Edina – Courtney Fields
- Easterly: City of Edina – Edina Golf Dome
- Southerly: City of Edina – South Metro Public Safety Training Facility
- Westerly: Highway 169

**Existing Site Features**

Braemar Arena, 7505 Ikola Way zoned R-1 Single Dwelling Unit District is a City of Edina park structure with frontage on Ikola Way to the south and Highway 169 to the west..

**Planning**

- Guide Plan designation: Parkland
- Zoning: R-1, Single Dwelling Unit District

**Compliance Table**

R-1 Maximum Sign Area	Proposed	Variance requested
1 wall sign per building not to exceed 24 square feet and 1 freestanding sign per frontage not to exceed 36 square feet	<b>*2 wall signs not to exceed 43 square feet in area</b>  No freestanding signs	Total 86 square foot sign area variance for 2 signs – each sign not to exceed 43 square feet

**\* Variance Required**

**Primary Issues**

- **Is the proposed sign reasonable for this site?**

Yes. Staff believes the proposal is reasonable for following reasons:

1. Braemar Arena is an allowed principal use in the R-1 Single Dwelling Unit District with signage requirements limited to those of similar City owned park properties. The commercial operations are an accessory permitted use.
2. The City Council has approved commercial uses to lease space in the arena through a public/private agreement to facilitate funding of the addition to the building, however the sign code does not provide for exterior signage for these businesses.

- **Is the proposed variance justified?**

Yes. Per the Zoning Ordinance, a variance should not be granted unless it is found that the enforcement of the ordinance would cause practical difficulties in complying with the zoning ordinance and that the use is reasonable. As demonstrated below, staff believes the proposal does meet the variance standards, when applying the three conditions:

Section 850.0.Subd., requires the following findings for approval of a variance:

**Minnesota Statutes and Edina Ordinances require that the following conditions must be satisfied affirmatively. The Proposed Variance will:**

**1) *Relieve practical difficulties that prevent a reasonable use from complying with ordinance requirements.***

Reasonable use does not mean that the applicant must show the land cannot be put to any reasonable use without the variance. Rather, the applicant must show that there are practical difficulties in complying with the code and that the proposed use is reasonable. "Practical difficulties" may include functional and aesthetic concerns.

Staff believes the proposed signs are reasonable. The uses are allowed as an accessory use to the ice arena. The practical difficult is the large size and shape of the Braemar structure. Without exterior signage, it may be confusing for first time users of the facility as to where to go to find the area within the building that they intend to use. Therefore, the signage is necessary to guide users of the facility where to go. Traditional signage in a commercial district would allow up to 148 square feet in area. The applicant is proposing signage to a maximum of 43 square feet for each sign. The proposed small size of the sign is reasonable, it is in proportion with the building, and allows people to find the stores easily.

**2) *There are circumstances that are unique to the property, not common to every similarly zoned property, and that are not self-created?***

Yes. The unique circumstance is the location of this property adjacent to a freeway, and it has no residential uses within view of the building. (See pages A3–A4.) Given these circumstances the site has more of a commercial feel to it than a traditional R-1, Single Dwelling Unit Zoning District, that the property is located in. (See page A4 and A6–A10.)

**3) Will the variance alter the essential character of the neighborhood?**

No. The proposed signage will not alter the essential character of the neighborhood. Again, the character of this neighborhood is more commercial than residential; the building faces Highway 169, and across the highway is property zoned PID, Planned Industrial District. (See pages A4 and A9.) There are no residential homes within view of subject building. The nearest home is 1,500 feet away to the northeast. (See page A3 and A10.) It is separated by a wooded area, Braemar baseball fields and a soccer field.

**Staff Recommendation**

Approve the requested variance based on the following findings:

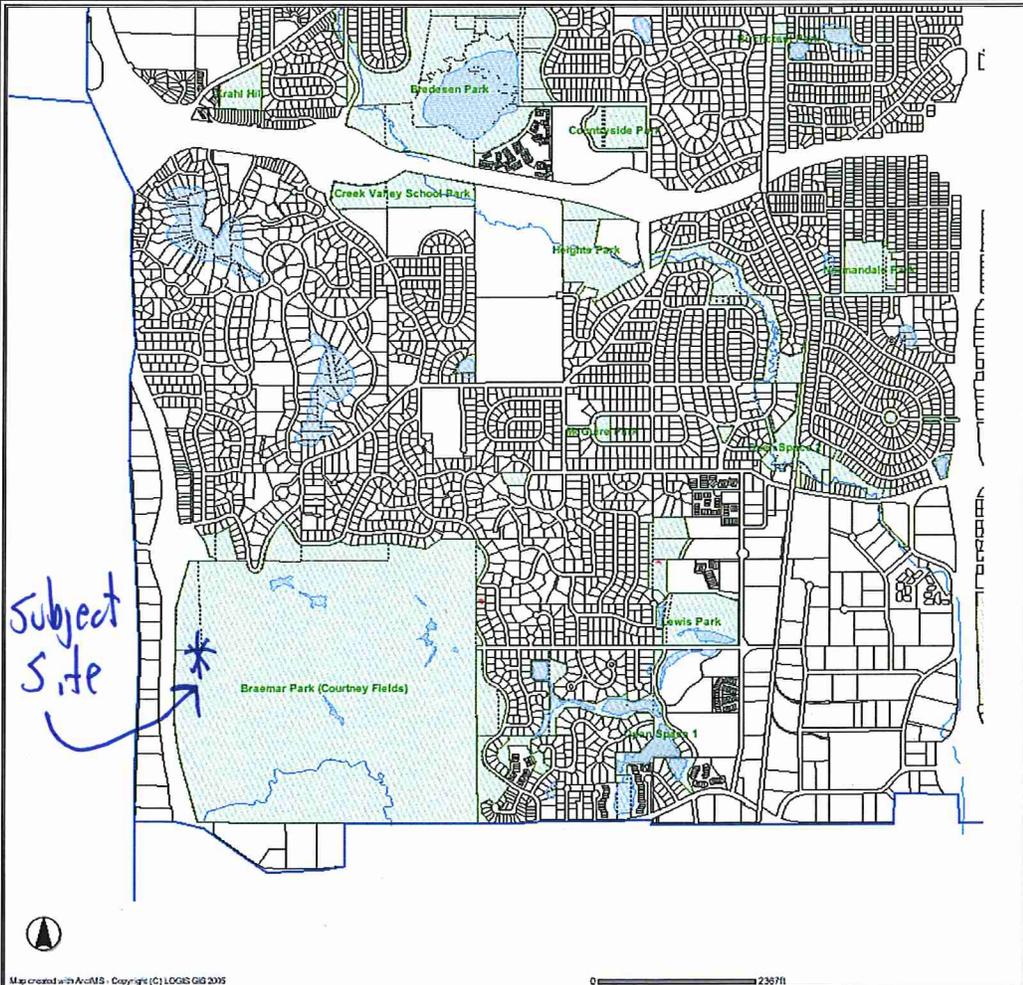
1. The proposal meets the required standards for a variance, because:
  - a. The City Council has allowed commercial uses to lease space in the new Hive facility as a permitted accessory use.
  - b. The practical difficulty is the large size and shape of the Braemar structure. Without exterior signage, it would be confusing for users of the facility as to where to go to within the structure to find the area they intend to use.
  - c. Traditional signage in a commercial district would allow up to 148 square feet in area on this building. The applicant is proposing signage to a maximum of 43 square feet for each sign. The proposed small size of the sign is reasonable and in proportion with the building facade.

Approval of the variance is subject to the following conditions:

- 1) Each individual sign is limited to 43 square feet in size; and is subject to review and approval of a Sign Permit by the Planning Division.

**Deadline for a city decision:** January 1, 2013

# City of Edina



- Legend**
- City Limits
  - Creeks
  - Lakes
  - Parks
  - Parcels

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0 2367ft



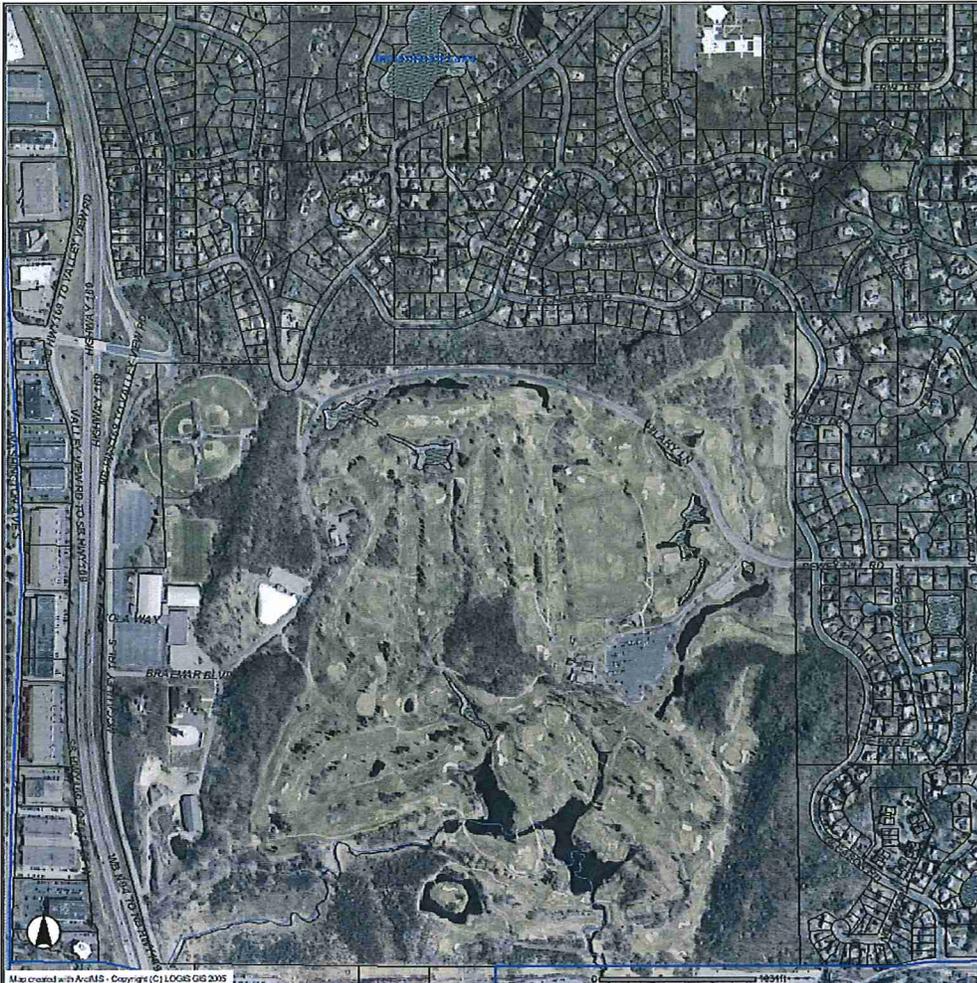
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**7505 Ikola Way  
Edina, MN 55439**



AI

# City of Edina



- Legend**
- Street Name Labels
  - City Limits
  - Creeks
  - Lake Names
  - Lakes
  - Parcels
  - 2009 Aerial Photo

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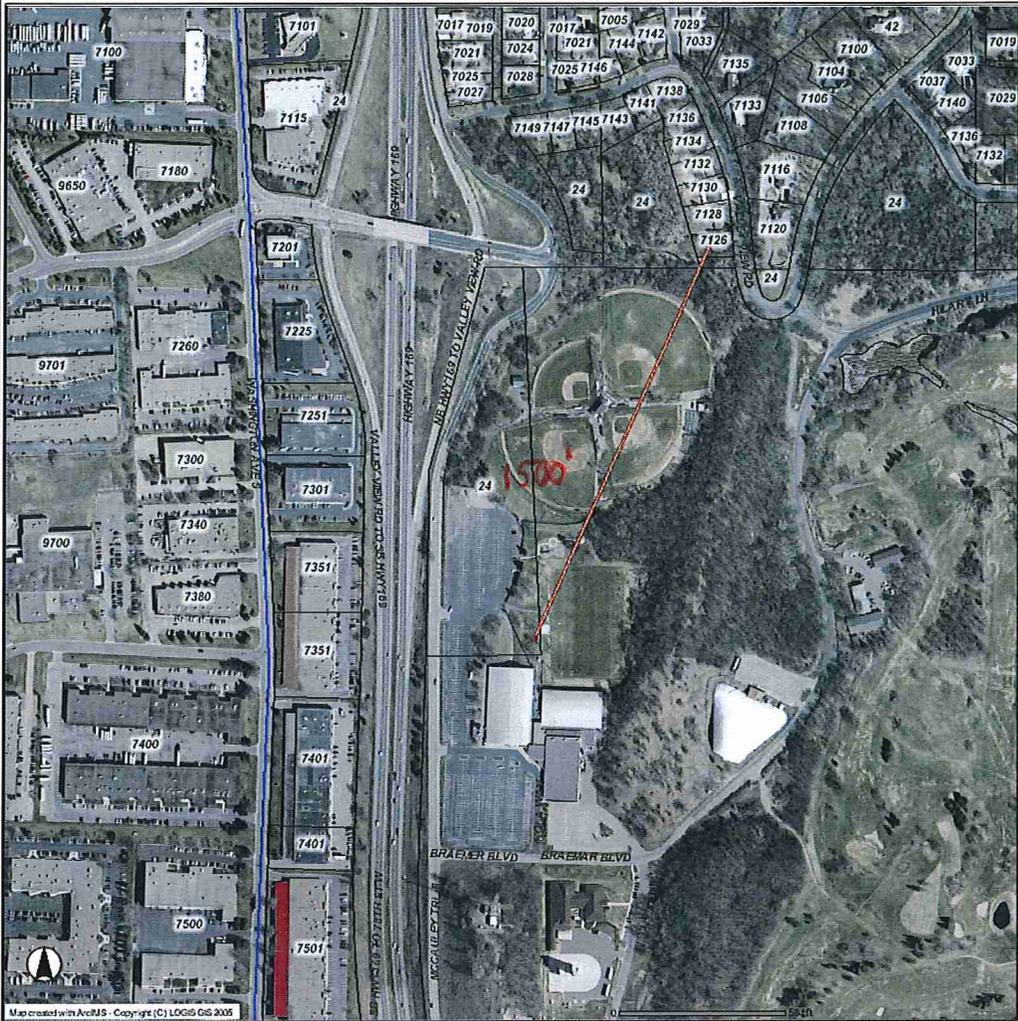


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**7505 Ikola Way  
Edina, MN 55439**



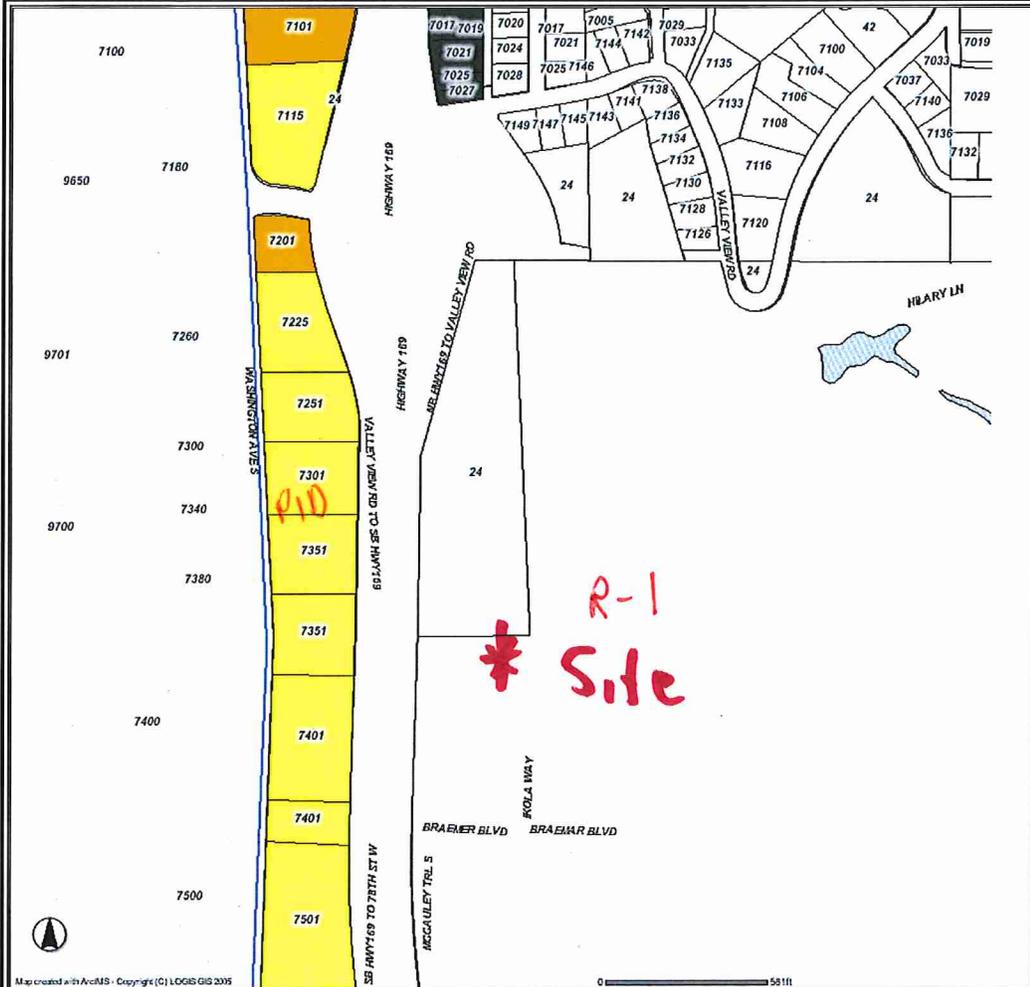
# City of Edina



- Legend**
- Surrounding House Number Labels
  - House Number Labels
  - Street Name Labels
  - City Limits
  - Creeks
  - Lake Names
  - Lakes
  - Parcels
  - 2009 Aerial Photo



# City of Edina



- Legend**
- Surrounding House Number Labels
  - House Number Labels
  - Street Name Labels
  - City Limits
  - Creeks
  - Lake Names
  - Lakes
  - Zoning
- APD (Automobile Parking District)
  - MDD-4 (Mixed Development District)
  - MDD-5 (Mixed Development District)
  - MDD-6 (Mixed Development District)
  - PCD-1 (Planned Commercial District)
  - PCD-2 (Planned Commercial District)
  - PCD-3 (Planned Commercial District)
  - PCD-4 (Planned Commercial District)
  - PID (Planned Industrial District)
  - POD-1 (Planned Office District)
  - POD-2 (Planned Office District)
  - PRD-1 (Planned Residential District)
  - PRD-2 (Planned Residential District)
  - PRD-3 (Planned Residential District)
  - PRD-4 (Planned Residential District)
  - PRD-5 (Planned Residential District)
  - PSR-4 (Planned Senior District)
  - R-1 (Single Dwelling Unit)
  - R-2 (Double Dwelling Unit)
  - RMD (Regional Medical District)
  - Parcels

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0 551ft



PID: 0711621130001

7505 Ikola Way  
Edina, MN 55439



**ZONING**

A4



Susie Miller, General Manager  
Braemar Arena  
7501 Ikola Way  
Edina, MN 55439

November 6, 2012

Planning Commission  
City of Edina  
4801 West 50<sup>th</sup> Street  
Edina, MN 55424

Re: Variance Application for Braemar Arena

Braemar Arena has always been a premier facility in the twin cities. For hockey and figure skating enthusiasts, Braemar Arena features three indoor, regulation-size ice sheets. Braemar is available for open skating, group rental, adult and youth hockey and figure skating programs.

Braemar Arena is also home to the Edina Hornets High School Boys and Girls Hockey Teams. Most high school hockey teams have their own locker rooms. This is ideal as they typically have games or practices 6 days a week throughout the winter season. Edina has been trying to build locker rooms for over 30 years without success. The concern was always who would pay for them. The school district was not able to justify the cost for 80 students, and the city was also unwilling to pay for the locker rooms as it would not be a City run program.

Last fall, a group of dedicated volunteers came forward with a plan to build the locker rooms without passing the costs onto the school district or the City. The plan was to develop a public/private partnership where the lease generated through the private businesses would cover the cost of the bonds. Everything is in place. Velocity Hockey Center has been secured as the Dryland (off-ice) training space user. General Sports has been secured as the tenant for the retail area. Braemar Arena's success will be based in part on the success of these two private businesses. One way to help them be successful is to allow each of them to place a sign above their awning identifying their businesses. Because Braemar Arena is zoned R-1, Sign Ordinance No. 460 allows only one building identification sign per building frontage, thus a variance from the sign code is required to allow the proposed sign package.

We are asking for the Planning Commissions' support with this variance request. Public/Private partnerships are occurring all over the country. The National Park Service has opened private businesses throughout the National Park System. Minneapolis Parks and Recreation has opened private businesses on their property as well. It is a very creative way to improve government run facilities without financially impacting the community.

If you have any questions regarding this application, please do not hesitate to contact me.

Respectfully,

Susie Miller,  
Braemar Arena General Manager  
952-833-9502

AA1

**BRAEMAR ARENA**

7501 Ikola Way • Edina, Minnesota 55439  
www.BraemarArena.com • 952-833-9500 • Fax 952-833-9501

# LOCATION MAP

GENERAL  
SPORTS ARENA

VELOCITY  
HOCKEY

BRAEMAR  
ARENA  
TYPE II-B









# VIEW WEST



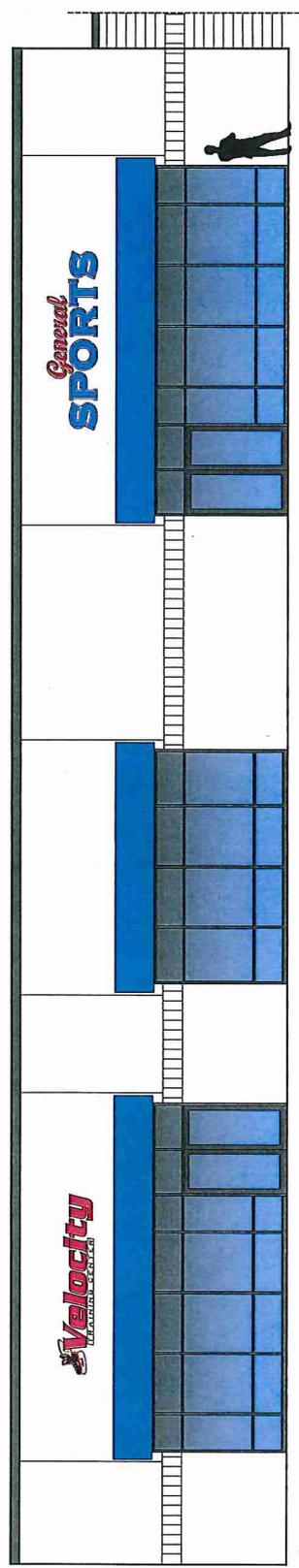
49

VIEW NE



A10

104'



FRONT ENTRANCE ELEVATION  
 1/8" = 1'-0"

19'

WHITE FACES  
 w/ CARDINAL RED  
 VINYL OVERLAY

WHITE FACES  
 w/ SULTAN BLUE  
 VINYL OVERLAY

General  
**SPORTS**

42.87 sq.ft.

**Velocity**  
 TRAINING CENTER

29.41 sq.ft.

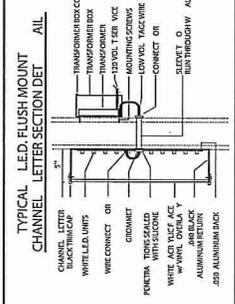
Project: LED Channel Letters

Date: 11/2/12

City: Edina

State: MN

Scale: 1/8" = 1'-0"  
 3/8" = 1'-0"



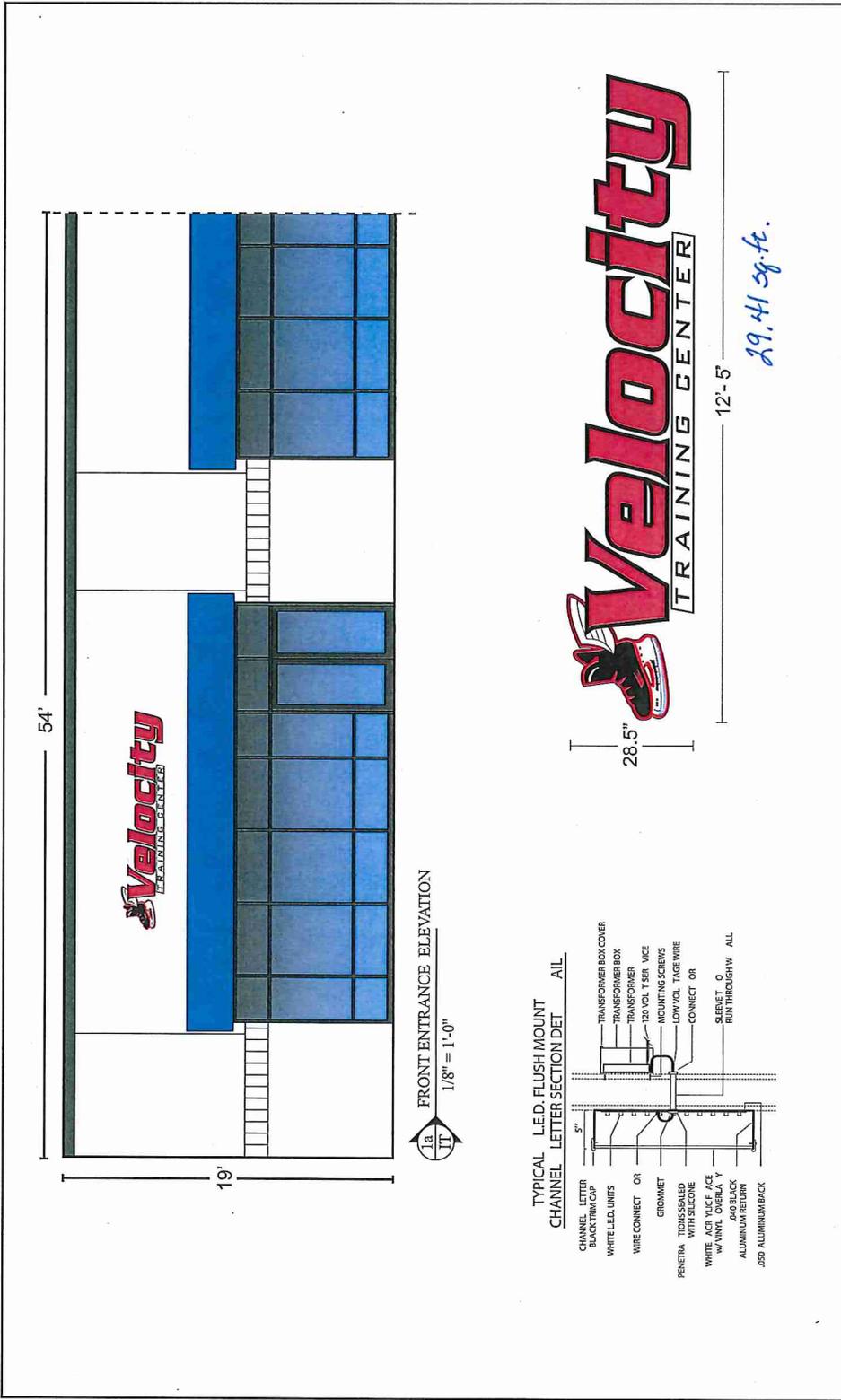
TYPICAL LED FLUSH MOUNT  
 CHANNEL LETTER SECTION DET. ALL

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 walsh graphics, inc

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 Phone 952.896.5276 Fax 952.896.582  
 signprowg.com

ALL

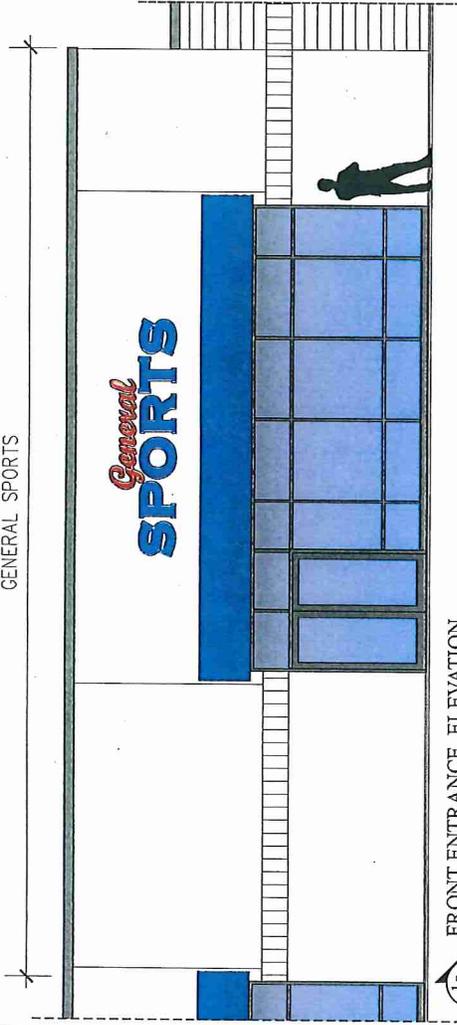
A12



<p><b>Sign/pro</b> a division of waist graphics, inc</p> <p>5250 W. 74th St. #21 Edina, MN 55439 Phone 952.896.5276 Fax 952.896.582 signprovw.com</p>		<p>DATE: 1/10/12</p>	<p>PROJECT: CHANNEL LETTERS</p> <p>CUSTOMER: VELOCITY</p> <p>ADDRESS:</p>	<p>CITY: EDINA</p> <p>STATE: MN</p> <p>SCALE: 1/8" = 1'-0" 3/8" = 1'-0"</p>	<p>FILE NAME: VELOCITY SIGNAGE</p>
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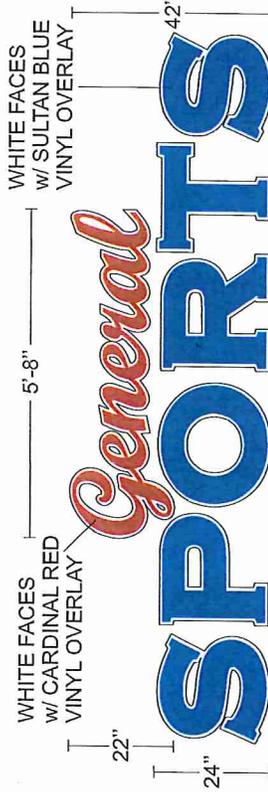
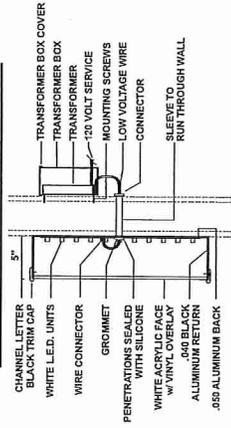
GENERAL SPORTS

OPTION 1



FRONT ENTRANCE ELEVATION  
1/8" = 1'-0"

TYPICAL LED FLUSH MOUNT  
CHANNEL LETTER SECTION DETAIL



42.87 sq. ft.

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DRAWN BY:  
D. GORDON  
DATE:  
10/05/12  
ATTENTION:

PROJECT:  
CHANNEL LETTERS  
CUSTOMER:  
GENERAL SPORTS  
ADDRESS:

CITY:  
EDINA  
STATE:  
MN  
SCALE:  
1/8" = 1'-0"  
3/8" = 1'-0"

FILE NAME:  
GENERAL SPORT SIGN.CDR  
CUSTOMER APPROVAL:  
DATE:

Fonts used: RECREATED IMAGE