



PLANNING COMMISSION STAFF REPORT

Originator Joyce Repya Senior Planner	Meeting Date July 8, 2015	Agenda # VI. A. B-15-12
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Recommended Action: Deny the variance requested.

Project Description

SunOpta at 7301 Ohms Lane is requesting a variance to allow a wall sign to be erected on the east face of the building that does not have street frontage.

See attached supporting materials and sign plan – Figures. A-1 thru A-5

INFORMATION/BACKGROUND

Sun Opta is requesting a variance to allow the installation of a 58.75 square foot wall sign on the top floor (6th story) of the east elevation of their building at 7301 Ohms Lane. The subject property has one street frontage on Ohms Lane; the east elevation abuts the office building at 7300 Metro Boulevard. Sun Opta is a tenant within this office building.

Edina's sign code # 36 - 1715 provides for one wall sign and one monument sign per street frontage in the POD Planned Office District. For buildings five stories in height or greater, the total sign area of the two signs may not exceed 120 square feet total, with no individual sign being greater than 80 square feet in area.

Currently there is one monument sign on the west elevation facing Ohms Lane measuring 56 square feet, advertising One Corporate Center with tenant identification. The code would allow for a wall sign measuring up to 64 square feet to be added to the west elevation.

SUPPORTING INFORMATION

Surrounding Land Uses

Northerly: Office Building
Easterly: Office Building
Southerly: Office Building
Westerly: Multi-Tenant Planned Industrial Building

Existing Site Features

7301 Ohms Lane zoned POD-2; Planned Office District is a 6-story structure with street frontage to the west on Ohms Lane

Planning

Guide Plan designation: Office
Zoning: POD-2, Planned Office District

Compliance Table

POD Maximum Sign Area	Existing Signage	Variance requested
1 wall sign and one freestanding sign per frontage 120 square feet total	56 square foot monument sign abutting Ohms Lane (west elevation)	1 wall sign measuring 58.75 square feet on the east elevation abutting an interior side yard.
80 square feet maximum for the first sign (buildings in excess of 4 stories)		
Additional sign allowed so total sign area for the building does not to exceed 120 square feet		

Primary Issues

- **Is the proposed sign reasonable for this site?**
No. Staff believes the proposal is not reasonable for following reasons:
 1. A wall sign is allowed on the west elevation of the building abutting Ohms Lane.
 2. The proposed sign would set an undesirable precedence for other buildings lacking street frontage, but with visibility from major roadways.

- **Is the proposed variance justified?**
No. Staff believes the proposal is not justified for the following reasons:
 1. The proposed wall sign can be installed without a variance on the west elevation of the building fronting Ohms Lane.
 2. The proposed sign would set an undesirable precedence for other similarly located buildings in the neighborhood lacking street frontage on Highway 100.

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.*

Staff believes the proposed variance will not relieve practical difficulties in complying with the code since they have the ability to erect the proposed sign on the west elevation of building.

2) *There are circumstances that are extraordinary to the property, not applicable to other property in the vicinity or zoning district?*

The circumstances are not unique for this site. This is one of many multi-story office buildings in Edina that are visible from a major roadway, but lack street frontage that would allow for wall sign abutting said roadway.

3) *Will the variance be in harmony with the general purposes and intent of the sign ordinance?*

No. The intent of the sign ordinance is to only allow signage in the Planned Office District on elevations of the building having street frontage. No signage is allowed on interior elevations lacking street frontage.

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

Yes. The proposed sign will alter the essential character of the neighborhood. No other building in the neighborhood which has visibility from Highway 100 has signage erected on an elevation that does not have street frontage.

Staff Recommendation

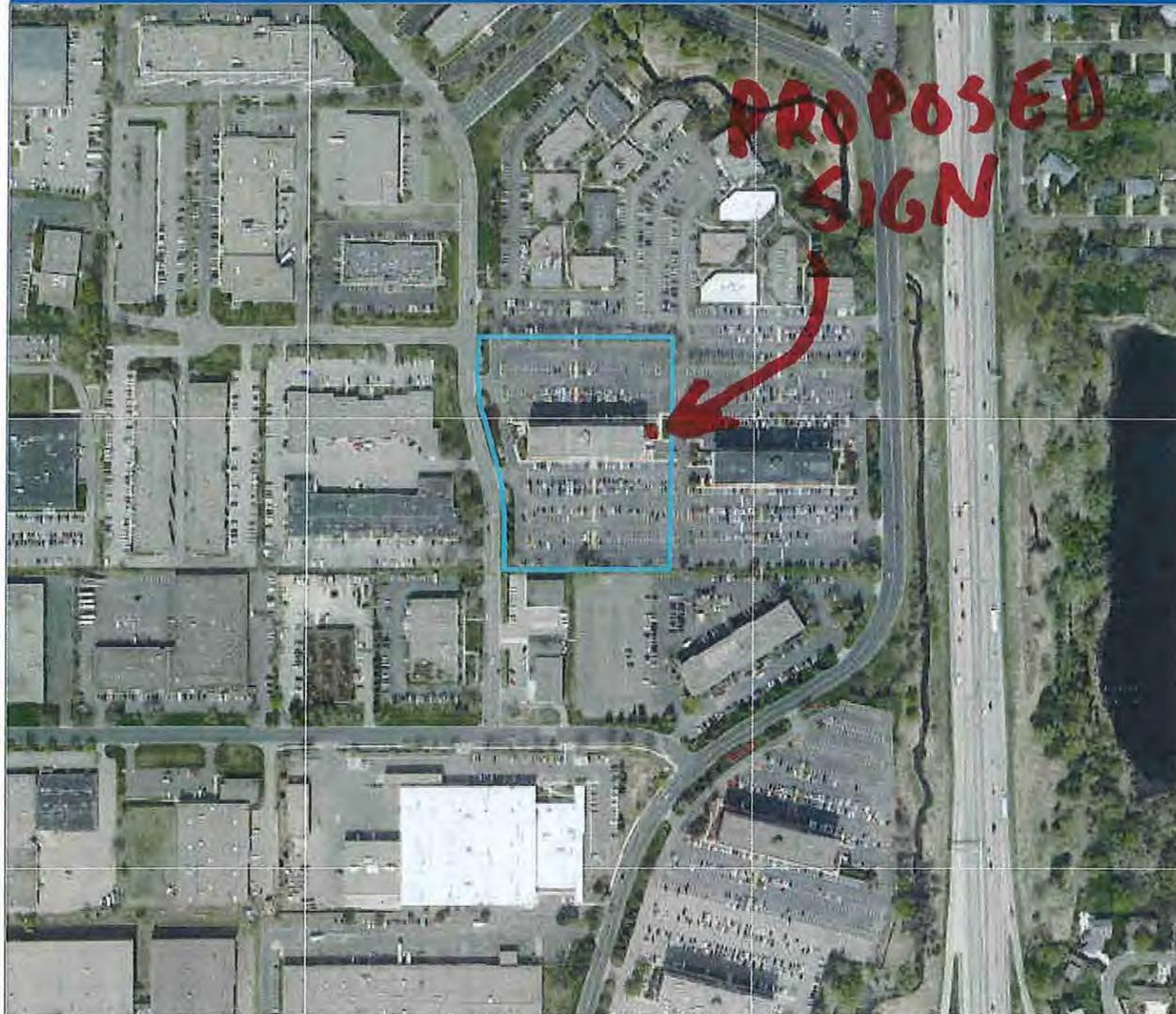
Deny the requested variances based on the following findings:

1. The proposal does not meet the required standards for a variance, because:
 3. The proposed variance is not reasonable since the proposed wall sign can be installed without a variance on the west elevation of the building fronting Ohms Lane.
 4. The proposed sign would set an undesirable precedence for other similarly located buildings in the neighborhood lacking street frontage on Highway 100.

Deadline for a city decision: August 19, 2015



Parcel ID: 09-116-21-24-0025	A-T-B: Abstract	Map Scale: 1" ≈ 400 ft.	
Owner Name: Lsref2 Oreo Llc	Market Total:	Print Date: 6/26/2015	
Parcel Address: 7301 Ohms La Edina, MN 55439	Tax Total:	<p>This map is a compilation of data from various sources and is furnished "AS IS" with no representation or warranty expressed or implied, including fitness of any particular purpose, merchantability, or the accuracy and completeness of the information shown.</p> <p>COPYRIGHT © HENNEPIN COUNTY 2015</p>	
Property Type: Commercial-Preferred	Sale Price:		
Home-stead: Non-Homestead	Sale Date:		
Parcel Area: 5.41 acres 235,864 sq ft	Sale Code:		



**PROPOSED
SIGN**

Parcel ID: 09-116-21-24-0025

Owner Name: Lsref2 Oreo Llc

Parcel Address: 7301 Ohms La
Edina, MN 55439

Property Type: Commercial-Preferred

**Home-
stead:** Non-Homestead

Parcel Area: 5.41 acres
235,864 sq ft

A-T-B: Abstract

Market Total:

Tax Total:

Sale Price:

Sale Date:

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City of Edina Planning Department
4801 West 50th Street
Edina, MN 55424

June 19, 2015

Dear City of Edina,

This letter is to request and substantiate the grant of a Variance for a Sign Permit at 7301 Ohms Lane. The Variance requested is for a sign placed on a non-street frontage wall on the East Elevation of the building. The request does not create any impact to commercial or residential property. As the U.S. Corporate Headquarters, it is vital that we have highway exposure.

SunOpta is a leading global company specializing in the sourcing, processing and packaging of healthy, natural, and organic food products.

Since locating our U.S. Corporate Headquarters to Edina in May of 2012, SunOpta has brought over 75 new jobs to Edina and employ staff here of over 100. Over 50% of our 1,800 employees, 22 plants and 5,000 suppliers/growers reside within 5 hours of Minneapolis.

Although we are one of the top 30 public companies in Minnesota with revenue of approximately \$1.3 Billion, we are relatively unknown and would like to change our stature in the community. We are of similar stature as TCF Financial, Buffalo Wild Wings and Life Time Fitness and are attempting to bring awareness to our existence in the Community. We believe having signage on our building facing Highway 100 is an integral part of our awareness campaign.

We respectfully request you reconsider our signage request.

Sincerely,

John M. Ruelle
Chief Administrative Officer

Minnesota Statutes and Edina Ordinances require that the following conditions must be satisfied affirmatively. Please fully explain your answers using additional sheets of paper as necessary.

The Proposed Variance will:

YES

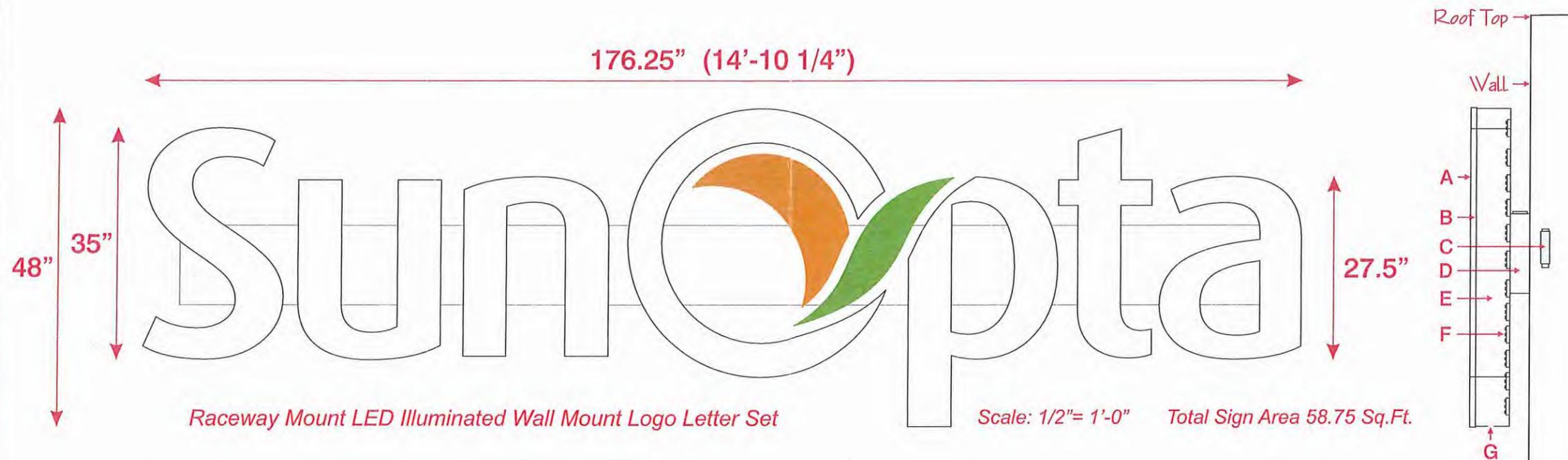
NO

Relieve practical difficulties in complying with the zoning ordinance and that the use is reasonable

Correct extraordinary circumstances applicable to this property but not applicable to other property in the vicinity or zoning district

Be in harmony with the general purposes and intent of the zoning ordinance

Not alter the essential Character of a neighborhood



EAST ELEVATION FACING HIGHWAY 100

- WHITE FACES
- BLACK LETTER RETURNS
- SILVER EDGE TRIM
- ORANGE PMS# 151C
- GREEN PMS# 375C

- A) WHITE Translucent Face Material / Translucent Color Applied In Logo
- B) 1" WHITE Edge Trim
- C) 12 Volt LED Power Supply
- D) Raceway Finished To match Building Bkg Color
- E) BLACK Aluminum Letter cabinets
- F) 12 Volt Bright WHITE LEDs
- G) Drain Holes

- * Letter Set To Carry Required U.L. Approvals
- * Sign Images to secure required City of Edina sign & electrical permits



7301 Ohms Lane
Edina, MN 55439

Kristi Inveen
Marketing Manager, SunOpta
T: 952-939-3949

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