

## City of Dayton Economic Development Authority (EDA)

December 15, 2020- 7:30 a.m.

### Agenda

1. Call to Order
2. Approve Agenda
3. Approval of Minutes-October 20, 2020
4. Update on City Signage Design
5. Discussion on dynamic (digital signs)
6. Development Update
  - a. Residential
  - b. Industrial/Commercial

*The mission of the EDA is to promote economic growth in the City of Dayton through the attraction of new business, retention of existing business and promotion of managed growth and redevelopment of key areas by providing resources that enable development and enhance the quality of life in Dayton.*

MINUTES OF THE October 20, 2020 ECONOMIC DEVELOPMENT AUTHORITY  
MEETING

Chair Bernens called the October 20, 2020 EDA to order at 7:30 AM.

**Roll Call**

Present: EDA members McNeil, Huttner, Bernens, Berge, Fisher

Absent:

Also, in attendance: Tina Goodroad, City Administrator/Development Director

**Approval of the Agenda**

Motion to approve the agenda by McNeil seconded by Fisher, all ayes. Motion Passed.

**Approval of EDA Minutes from August 18, 2020**

Motion to approve the minutes by McNeil seconded by Berge; all ayes; the motion passed.

**AGENDA ITEMS**

**Small Business Emergency Grants**

Goodroad reported that \$35,000 in grants were approved using the CARES funding. This including Daytona, Dayton Bar, Raintree Dental and Tasty Pizza.

We are using CARES funding for wireless internet in the manufactured home park and to reach rural areas of Dayton.

**Review of 2020 Goals:**

- 1) Created a revolving loan fund- we have done this but need help getting the word out. Staff will do a mailing about the fund before end of year.
- 2) Business Outreach- working on; been a little more difficult with COVID
- 3) Prioritize support for redevelopment areas: Balsam we will discuss, Historic Village -the Mayor has an update on some pro bono planning work that came from some work staff was doing exploring FEMA and other grants; and the interchange will be discussed during development updates
- 4) Support local Dayton events- this is on -going as events occur; opportunity to coordinate sunflower field with other events
- 5) Participate in the review of the Sign ordinance – the comp plan is getting submitted this month, so this is a project to take on next; Berge added that the EDA does not have a lot of authority for ordinances; McNeil added that council seeks guidance from commissions. Goodroad added that specifically the business representatives can provide input to what local Dayton businesses want to see in the signage amendment. The EDA can review the draft code and make a recommendation. Goodroad added that this could be broadened to include other businesses as well.

Look at a couple models and bring back to EDA at December meeting.

- 6) Encourage review of zoning standards that supports redevelopment and new development- also will be done with comp plan complete

## Development Update

Residential-

Goodroad reported that SF remains strong; lone Gardens and Cypress Cove getting started this fall

We have two applications for housing projects on Balsam Lane. The first is Balsam Pointe which is a 98 unit TH development by DR Horton. Two styles of homes will be built meeting the requirements of the mixed-use ordinance. This will be on the November Planning Commission meeting.

Sand Companies has applied for a CUP for a second 49-unit apartment building just south of the existing. Close to identical layout and design. The use is permitted, the CUP is needed for the three stories consistent with the first building. This will also be on the November Planning Commission meeting.

Lots going on near the interchange related to future Industrial economic:

- As you may know I talk to brokers/developers every week about sites/potential new development. We recently responded to another RFP from DEED on the French Lake Golf Course site.
  - As I understand it there are multiple interested parties on this site for 2021. We are actively working with the consulting engineers on the site development and public infrastructure needs
- As part of the Comp Plan staff has worked through some options on local road improvements to serve developable tracts in SW Dayton. I will be working with SRF to further refine a funding strategy that could leverage local funds with potential funds from federal or other resources. We are also working with the county on Co Rd 81 regarding access spacing, future improvements to Co Rd 81. Working through these plans is an essential component to eco dev as the infrastructure including local roads are required to support development
- We are working with properties owners on the SW feasibility study (property south of I-94) - we will be working on refining the zoning in that area; need infrastructure in place for development to occur
- Figuring out this infrastructure is a key to bringing in new development. One user cannot bear the burden, so we need to work with multiple owners/brokers on a strategy to build this infrastructure
- The SW market study is completed, and the draft small area plan has been submitted- we will review with PC and Council soon. That will aid in the refinement of zoning and development standards in this area
- We have an application for TIF assistance for a 500,000 sq. ft manufacturing facility. The applicant will be purchasing close to 100 acres for future expansion at the French Lake Industrial Center. PH on Oct. 27<sup>th</sup>

Lots going on and figuring out the infrastructure is key.

**Update on Historic Village Concept Planning-**

McNeil provided an update (PPT) on work Wenck did pro bono to demonstrate redevelopment potential for area of historic village. Will take a lot of grant and other funding opportunities; identify partners- Three Rivers, City, EDA.

Need to be able to watch sales of lots and allow staff to be able to act on purchase. Often this turnaround time is very short.

Review of amenities possible

Review of work Wenck did to visual redevelopment potential.

Next Steps:

- Get by in from EDA and City
- Engineering assess cost- bringing sewer, water, stormwater
- Engage with Ehlers to verify TIF/abatement – how cover infrastructure cost
- Meet with neighborhood and explain the long-term plan
- Watch property sales; staff engage on purchase using

Berge asked how much traffic on Robinson? McNeil believes 13,000 +

Fisher asked about existing historical buildings and redevelopment/ADA compliance.

**ADJOURN**

Motion by Huttner and seconded by Berge to adjourn at 9:00 a.m. All ayes; the motion passed.

Respectfully submitted,  
Tina Goodroad, City Administrator/Development Director

Dayton, MN. Signage research of surrounding areas.

### **Dynamic signs research.**

Dayton Sign Code is found in [section 1001.20](#).

Dayton currently allows Dynamic Displays when converting an existing off-premise sign to dynamic display (only when meeting certain criteria for size, location and distance between other off-premise dynamic displays). We now have one dynamic display off-premise sign along i-94, by 11020 Holly Lane.

We also allow “electronic readerboard” signs in the Public Recreation District.

Additionally, signs for motor fuel facilities are allowed electronic changeable copy signs which identify current fuel prices (M.S § 239.751)

### **General findings across communities**

Findings from research: Most research describes dynamic displays and driver distraction as a safety concern. Dynamic displays with frequently changing messages could increase distraction. However, there are merits to using dynamic displays with restrictions on length between messages, brightness, and build quality to protect the welfare of residents, drivers and to direct development and city improvements to continue to accomplish goals of aesthetics and good design. Most communities have restrictions on where dynamic displays are allowed (zoning district), how much of a sign can be dynamic, length of messages, and brightness.

Suggestions: Allow electronic/dynamic displays with restrictions related to message length, brightness, and lighting while encouraging the use of building materials such as brick and stone in the bases of such signs. (prohibit video and flashing displays for the safety and welfare of residents). Staff would suggest setbacks for signs from residential districts, and not allowing dynamic display signs within residential districts (or only through Conditional Use Permit approval).

Common themes in example ordinances are highlighted below.

City Research-

#### **Minneapolis**

Dynamic displays may be allowed on free standing signs and may count for up to 40% of the sign area. The other 60% of sign area may not have dynamic display capabilities. No scrolling or flashing text. May not project full motion video.

#### **Champlin**

Section 118-5

(o)Electronic message signs are only permitted by conditional use permit in commercial or industrial districts or in residential districts occupied by a church or school, subject to the following standards:

- (1) No electronic message sign may be erected that, by reason of position, shape, movement or color, interferes with the proper functioning of a traffic sign, signal or which otherwise constitutes a traffic hazard;

- (2) Electronic message signs must have **minimum display duration of ten seconds**. Such displays shall contain **static messages only**, changed only through dissolve or fade transitions, or with the use of other subtle transitions that do not have the appearance of moving text or images;
- (3) All signs shall have installed ambient light monitors and shall at all times allow such monitors to automatically adjust the brightness level of the electronic sign based on ambient light conditions;
- (4) Electronic message signs shall not exceed 3,500 Nits (candelas per square meter) between the hours of civil sunrise and civil sunset and shall not exceed 500 Nits (candelas per square meter) between the hours of civil sunset and civil sunrise as measured from the sign's face;
- (5) The lamp wattage and luminance level in Nits (candelas per square meter) shall be provided at the time of permit application. Electronic message sign permit applications must also include a certification from the owner or operator of the sign stating that the sign shall at all times be operated in accordance with city codes and that the owner or operator shall provide proof of such conformance upon request of the city;
- (6) The leading edge of the electronic message sign must be a **minimum distance of 100 feet from any residential district boundary**. When located within 250 feet of residentially zoned property, any part of an electronic message sign must be oriented so that no portion of the sign face is visible from an existing or permitted principal structure on that property;
- (7) Electronic message signs **shall not exceed 40 percent of the allowable sign area** for a given wall sign or freestanding sign;
- (8) Electronic message signs on church or school sites shall only be illuminated from 7:00 a.m. to 9:00 p.m.;
- (9) Electronic message signs must be placed **below a minimum of 20 square feet of permanent nonelectronic message sign(s) on freestanding signs**. Electronic gas price signs may be located alongside permanent nonelectronic message signs on freestanding signs; and
- (10) No more than one electronic message sign may be permitted per property, except that gas/convenience uses may be allowed one electronic gas price sign in addition to one electronic message center sign.

### **Corcoran Dynamic Displays**

Dynamic Displays.

Dynamic displays as permitted by section 84.05 (Sign Standards) are subject to the following conditions:

- a. **Only one dynamic display sign** shall be allowed per lot. 84-11
- b. Dynamic displays are allowed only on freestanding signs. Dynamic displays may occupy no more than **40% of the actual sign area**. The remainder of the sign must not have the capability to have dynamic displays even if not used. Only one, contiguous electronic message sign area is allowed on a sign face.

- c. A dynamic display sign may not change or move more often than once every 12 seconds except one for which changes are necessary to correct hour and minute, date, or temperature information.
- d. The images and messages displayed and transitioned must be instantaneous or fading. Modes of display which cause the message to flash or blink are prohibited.
- e. Dynamic displays must be designed and equipped to freeze the device in one position if a malfunction occurs. The displays must also be equipped with a means to immediately discontinue the display if it malfunctions, and the sign owner must immediately stop the dynamic display when notified by the city that it is not complying with the standards of this section.
- f. Electronic message signs must comply with the lighting and brightness standards contained in this section.

## Maple Grove

### (o) Signs with dynamic display.

- (1) Dynamic display signs may be permitted as part of a freestanding occupant identification sign in residential districts for uses requiring conditional use permits. One such sign will be allowed per property.
- (2) Signs with dynamic display shall not be located within 100 feet of adjoining residential property lines.
- (3) The area of the dynamic display surface may not exceed 50 percent of the overall allowable sign area.
- (4) Illumination and brightness levels may not exceed 0.3 foot candles above ambient light level when measured at a distance of 100 feet from the sign. Dynamic display signs must be equipped to automatically control brightness levels to comply with this requirement and equipped with the ability to be turned off. If city staff determines that a sign is brighter than 0.3 foot candles above ambient light level, the owner of the sign will be required to reduce the illumination to a compliant level within 24 hours.
- (5) The following standards shall apply to image characteristics, duration and transition:
  - a. Dynamic display signs shall be capable of displaying high resolution images and well defined text. Permitted signs must provide a pixel pitch of 16mm or lower.
  - b. The sign display shall consist of static images and text only. Moving video images, animation, flashing, scrolling text and sounds emitting from the sign are prohibited.
  - c. Sign messages must be complete within a single frame and without continuation to subsequent frame. Transitions between sign frames shall be instantaneous and without special effects, including fading or dissolving images.
  - d. Each sign message or image displayed must be maintained for a minimum of 60 seconds.

## Rogers

### Definitions

Dynamic signs means electronically or other technologically controlled signs where the message is formed by electronic or other digital or dynamic media, and when not static for more than one hour are considered flashing signs, except when used to provide primarily time and temperature or other public service information **and not to exceed 25 percent of the area of the sign face** when located as an on-premises sign. On-premises dynamic signs may not change more than once per hour, except as required to update time and temperature. Transition between time, temperature and public service announcements must be instantaneous and have no special effects of any kind.

### 113-11 Special Sign Types

(e) Dynamic signs. Electronically or other technologically controlled signs where the message is formed by electronic or other digital or dynamic media, and when not static for more than one hour are considered flashing signs, except when used to provide primarily time and temperature or other public service information and not to exceed 25 percent of the area of the sign face when located as an on-premises sign. On-premises dynamic signs may not change more than once per hour, except as required to update time, temperature and public service announcements. Transition between time, temperature and public service announcements must be instantaneous and have no special effects of any kind.

## Minnetonka

10. Dynamic Displays.

b) Regulations. Dynamic displays on signs are allowed subject to the following conditions:

1) Dynamic displays are allowed only **on monument and pylon signs** for conditionally permitted uses in residential districts and for all uses in other districts. Dynamic displays may **occupy no more than 35 percent of the actual copy** and graphic area. The remainder of the sign must not have the capability to have dynamic displays even if not used. Only one, contiguous dynamic display area is allowed on a sign face;

2) A **dynamic display may not change or move more often than once every 20 minutes**, except one for which changes are necessary to correct hour-and-minute, date, or temperature information. Time, date, or temperature information is considered one dynamic display and may not be included as a component of any other dynamic display. A display of time, date, or temperature must remain for at least 20 minutes before changing to a different display, but the time, date, or temperature information itself may change no more often than once every three seconds;

3) The **images and messages displayed must be static, and the transition from one static display to another must be instantaneous without any special effects;**

4) The images and messages displayed must be complete in themselves, without continuation in content to the next image or message or to any other sign;

5) Every line of copy and graphics in a dynamic display must be at least seven inches in height on a road with a speed limit of 25 to 34 miles per hour, nine inches on a road with a

Dayton, MN. Signage research of surrounding areas.

speed limit of 35 to 44 miles per hour, 12 inches on a road with a speed limit of 45 to 54 miles per hour, and 15 inches on a road with a speed limit of 55 miles per hour or more. If there is insufficient room for copy and graphics of this size in the area allowed under clause 1 above, then no dynamic display is allowed;

6) Dynamic displays must be designed and equipped to freeze the device in one position if a malfunction occurs. The displays must also be equipped with a means to immediately discontinue the display if it malfunctions, and the sign owner must immediately stop the dynamic display when notified by the city that it is not complying with the standards of this ordinance;

7) Dynamic displays must comply with the brightness standards contained in subdivision 15;

8) Dynamic displays existing on June 25, 2007 must comply with the operational standards listed above. An existing dynamic display that does not meet the structural requirements in clause 1 may continue as a non-conforming development subject to section 300.29. An existing dynamic display that cannot meet the minimum size requirement in clause 5 must use the largest size possible for one line of copy to fit in the available space.

## Potential Dayton Signage Text

(9) *Dynamic Display signs.* Dynamic displays shall be permitted as expressly allowed by Zoning District Regulations in this chapter.

a. Only one dynamic display sign shall be allowed per lot. **Would need to define zoning districts**

b. Dynamic displays are allowed only on freestanding signs and only when used in conjunction with traditional static signs. Dynamic displays may be used in conjunction with a traditional static freestanding sign up to 40% of the allowable sign face square footage as allowed by zoning district regulation of this chapter.

c. A dynamic display sign shall not change or move more often than once every 16 seconds except changes necessary to display correct hour and minute, date, or temperature information.

d. The images and messages displayed shall be transitioned either instantaneously or fading. Flashing or blinking modes of display are prohibited.

e. Dynamic displays shall be designed and equipped to freeze the device in one position if a malfunction occurs. The dynamic display shall also be equipped with a means to immediately discontinue the display if a malfunction occurs. The sign owner shall immediately stop the dynamic display when notified by the city that it is not in compliance with the standards of this section.

f. Electronic message signs shall comply with the Sign Illumination and Brightness standards contained Subdivision 7(4) in this chapter.

g. No dynamic display shall use motion picture or video effects.

## **Discussion**

What type of businesses would benefit most from dynamic display signs? From there we can determine which zoning districts should allow dynamic displays.

Should dynamic displays be setback from residential properties? 100 ft?

Should the entire sign be allowed to be dynamic? Or a portion?

Are there certain road corridors which should not have dynamic displays? Or is restricting the amount of dynamic display allowed on a sign enough to reduce sign clutter?

Are there Cities which you have noticed have dynamic displays and believe are doing a good job in general with signage? (Maple Grove?)