

MINUTES
CITY OF LONSDALE
REGULAR PLANNING & ZONING COMMISSION MEETING
AUGUST 17, 2020

MEMBERS PRESENT:

Members: Jim Freid, Mark Ward, Joe Kodada, Kevin Kodada, Lou Jirik, and Dave Webb

MEMBERS ABSENT:

None

STAFF PRESENT:

City Planner Benjamin Baker

1. CALL TO ORDER

Chair J. Kodada called the meeting to order at 6:30 pm in the Council Chambers at 415 Central Street West.

2. AGENDA

J. Kodada asked if anyone had any additions or deletions to the agenda.

A motion was made by Webb and seconded by Jirik to approve the agenda as presented. Vote for: Freid, Ward, Kodada, Jirik, and Webb; Against: None. Vote: 5-0. Motion carried.

3. APPROVAL OF MINUTES

J. Kodada asked if anyone had any comments or corrections to the Minutes. J. Kodada pointed out a change on Page 2 of the Minutes.

A motion was made by Freid and seconded by Webb to approve the Minutes from the July 20, 2020 meeting with the noted change. Vote for: Freid, Ward, Kodada, Jirik, and Webb; Against: None. Vote: 5-0. Motion carried.

4. PUBLIC COMMENT

None

5. PUBLIC HEARINGS

None

6. GENERAL BUSINESS

- a. Provide Informal Feedback Regarding a Potential Billboard along TH 19 on the East Side of Town (Sign Ordinance Amendment) – Duane Fredrickson, Fredrickson Outdoor Advertising

Baker stated that Duane Fredrickson, of Fredrickson Outdoor Advertising, had approached City Staff recently about an idea of erecting a billboard along TH 19 in Lonsdale. Baker noted that since billboards and dynamic/digital billboards are not currently allowed in the City, that a text amendment would be needed to the sign ordinance. Baker explained that Fredrickson was looking for informal feedback and comments regarding his idea for a billboard in town.

The Commissioners reviewed a letter dated August 17, 2020 from Fredrickson, which detailed a request for a potential billboard. They also looked at 2 associated maps and 3 pictures of the potential location of a billboard. Fredrickson introduced himself to the Commission, stating that that he works for Circle City Outdoor and Fredrickson Outdoor Advertising, which have billboards in Minnesota, Indiana, and Texas. He said that he has been a Lonsdale Chamber of Commerce member for a number of years and lives on an acreage just outside of Northfield. Fredrickson said that he is considering the possibility of erecting a 10' x 30' billboard on the east end of Lonsdale to capture traffic heading to/from I-35. He stated that the billboard would be supported by one steel post with a 14' clearance to allow for standard equipment to pass underneath. Fredrickson thought that one side of the sign would be a digital and the other side would be a standard static billboard. He explained that although digital billboards can be \$80,000 to put up, they have many more advantages over static signs, including: 1) instant display, 2) adjustable brightness, 3) capability to easily display and switch through multiple ads, at 6 seconds a time, throughout the entire day, and 4) ability to issue public announcements such as community/city events, warnings, or amber alerts. Fredrickson said that he thinks that Lonsdale's first billboard would be a huge community asset and should help the local business community and Downtown Lonsdale by making people aware of available services/businesses located right in town. He said that there are typically two pricing levels for renting sign space, one price for local advertising/businesses and another price for places over 2-miles away. Fredrickson said that the leased land needed is typically around 3 s.f. for the post. Fredrickson explained that there are specific rules for billboards along state highways, but he said that since the proposed location is zoned as commercial/industrial, the sign should be allowed. Kodada informed Fredrickson that Lonsdale's EDA has been talking about erecting a billboard for some time. Fredrickson said that he helped Northfield get approval for their 2 signs along I-35, and he stated that he could help the EDA as well. Fredrickson said that freeways typically have billboard signs as big as 14' x 48', over twice the size he is proposing in Lonsdale. Fredrickson also said that new signs are designed with shielded LED lights to help reduce light and glare pollution.

The Commissioners asked about public and community announcements/notices. Baker said that Lonsdale could use examples from cities that have a digital sign policy, such as Elko New Market, which regulates ads/events that can be placed on the City owned sign in front of City Hall. The Commissioners also asked about how the digital billboard is controlled. Fredrickson said that he can control the digital billboard ads from his laptop. The Planning Commissioners talked about controlling the number of signs permitted along main roadways, to avoid creating cluttered looking entrances to town. Fredrickson said that language can be inserted into the sign ordinance, such as only allowing so many billboards within a specific zoning district and/or radius area, to prevent too many signs. Fredrickson said that he will try to move forward with the ordinance amendment and 10' x 30' billboard project over the next few months. The Commissioners provided further comments on the proposed project/amendment, and they agreed that it seemed like a good idea to pursue. Fredrickson thanked the Commission for their comments and time.

b. City Updates

Variance at 114 Central Street East

The Commissioners reviewed pictures of the recent demolition work at 114 Central Street East. Baker said that a building permit is in the process of being submitted and excavation work may start over the next few weeks.

First National Bank of Le Center

The Commissioners reviewed pictures of the First National Bank of LeCenter land and future building sketch. Baker said that a building permit was recently submitted for the project.

Trcka Park Project

The Commissioners reviewed pictures of the Trcka Park Project, which showed the updated progress of both the new park building's exterior and interior. Baker noted that the ice rink dasher boards and rink lights will be installed in early-September.

2020 Vets Memorial Expansion

The Commissioners reviewed pictures of the 2020 Veterans Memorial Expansion Project. Baker said that L.A. Kodada & Sons Masonry donated the concrete border work and Owatonna Granite installed the 12 new pavers. He said that there is now room for 11 more paver names to be engraved before another expansion project is needed.

Lions Pak Project

The Commissioners reviewed pictures of the Lions Park. Baker noted that L.A. Kodada & Sons Masonry donated the concrete work for the pavilion, and he said that the Public Works Department will be pouring a connection from the northeast ped ramp to the newly remodeled pavilion. Baker detailed the other improvements to the park.

2nd Avenue SW Street/Utility Reconstruction Project

The Commissioners reviewed pictures of the 2nd Avenue SW Street Project. Baker said that curb/gutter and the road base has been installed and paving is slated for next week.

Outside Worship Service at Rolling Ridge Market Place – Triumphant Life

The Commissioner reviewed pictures of the northwest vacant lot in the Rolling Ridge Market Place. Baker provided a notice that the Triumphant Life Church may be holding outside worship services on Sunday morning in August and September.

New Home Permits

The Commissioners reviewed pictures of new homes recently constructed in Willow Creek Heights by LGI Homes. They reviewed the new home statistics spreadsheet, which showed 21 new home permits that have been reviewed, with 10 issued to-date.

7. MISCELLANEOUS

None

8. ADJOURNMENT

A motion was made by Ward and seconded by Freid to adjourn the meeting. Vote for: Freid, Webb, Kodada, Jirik, and Webb; Against: None. Vote: 5-0. Motion carried. The meeting ended at 7:23 pm.

Respectfully Submitted:

Benjamin Baker, City Planner