



**Meeting Date:** 6/20/11  
**Agenda Item:** #17

**Mission Statement**

Delivering quality services in a modern, courteous and cost-efficient manner.

---

**PLAN COMMISSION STAFF REPORT**

---

**REPORT TO:** President Burt McIntyre & Village Plan Commission

**REPORT FROM:** James Korotev, Director of Code Administration

**AGENDA ITEM:** Review and take action on a plan for a modification to an existing sign at Fleet Farm, 201 North Taylor Street, VH-620-2.  
**THE PLAN COMMISSION HAS FINAL REVIEW AUTHORITY FOR THIS MATTER**

**OWNER/APPLICANT:** Fleet Farm/Tom Grovo, Nagel Signs

---

**POLICY ISSUE**

Is the plan consistent with the trend of development in the neighborhood and with the desires of the Village for development at this location?

**RECOMMENDED ACTION BY PLAN COMMISSION**

Approve the applicant's plan with any conditions as may be necessary to improve aesthetics, preserve the integrity of the neighborhood, and address concerns of staff and Commission members.

**POLICY ALTERNATIVE(S)**

The Plan Commission could take the following action:

- Approve the request without conditions.
- Approve the request with conditions.
- Deny the request
- Table the request until a later meeting date

**BACKGROUND INFORMATION**

The applicant is requesting approval to modify the existing Gas Mart sign at Fleet Farm, 201 North Taylor Street, VH-620-2. The modification will involve removing the existing gas price sign and changeable copy sign and replacing them with an electronic gas price sign and electronic message center. Plan Commission review is required per Section 50-500(4) of the Zoning Ordinance which requires the following:

*No building or any improvement shall be erected, placed, or altered on any building site in the Business (B-1) zoning district until the plans for such building or improvement, including the site plan, landscape plan, building plan and specifications, have been submitted for review to the village plan commission. The village plan commission shall approve, conditionally approve or disapprove such plans with respect to conformity with this section and other applicable codes and ordinances of the village and with respect to harmony of external design and land use as it affects property within and adjacent to the Business (B-1) zoning district. Failure on*

*the part of the village plan commission to act within 60 days of submission shall constitute approval of such plans.*

**EXECUTIVE ANALYSIS**

1. **Zoning:** The property is properly zoned for the existing use.
2. **Setbacks:** N/A.
3. **Parking:** N/A.
4. **Floodplain, Shoreland Zoning & Stormwater Management:** N/A.
5. **Land Division:** N/A.
6. **Lighting:** N/A.
7. **Lot and Width Area:** The existing lot complies with the minimum lot width and area regulations for the B-2 zone.
8. **Driveway Locations:** N/A.
9. **Signage:** The proposed modifications will comply with sign code regulations.
10. **Garbage:** N/A.
11. **Landscape:** N/A.

**CODE REQUIRED CONDITIONS**

- (1) The electronic signs will need to comply with electronic sign regulations in the Zoning Ordinance.

**STAFF RECOMMENDED CONDITIONS**

None

**ATTACHMENTS**

- I** Location Map
- II** Completed Plan Review Application
- III** Aerial View Showing Sign Location
- IV** Street View of Existing Sign
- V** Elevation View of Sign Showing Proposed Modifications
- VI** Electronic Sign Regulations

**ATTACHMENT I**



**ATTACHMENT II**

9426.1

Date of Application: 5/12/11

**VILLAGE OF HOWARD**

**SITE PLAN REVIEW APPLICATION**

**1. Location**

Project/Development - Site Location: 213 N. Taylor St.

Parcel Number: \_\_\_\_\_

**2. Type of Development**

Size of parcel: \_\_\_\_\_

Size of facility: \_\_\_\_\_

Type of facility (i.e. manufacturing, retail, etc.): Retail

Owner/Developer: Mills Fleet Farm

Address: 512 Laurel St. Brainerd, MN Phone: 920-997-8376  
56401

Contractor/  
Construction Firm: Nagle Signs, Inc

Contact Person: Tom Guovo

Address: 1020 Wibur Ave Waterloo, IA Phone: 319-233-4601  
50701

**3. Site Plan Approval**

Industrial  Business Park  Commercial

Other - Identify: \_\_\_\_\_

*Provide scaled site plan and elevations.*

Exterior Construction Identify: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**ATTACHMENT III**



**ATTACHMENT IV**



Per Nagle Signs drawing 3-4-11B: The existing 8' x 8' Orange changeable copy gas price unit and the white 4' x 8' changeable copy sign below it will be removed and replaced with a 4' x 8' electronic gas price sign and a 4' x 8' electronic message center.



1020 Wilbur Ave.  
P.O. Box 2098  
Waterloo, IA 50704  
319-233-4604  
800-728-4604  
Fax: 319-233-7514  
[www.naglesigns.com](http://www.naglesigns.com)

*"Quality work by professional people"*

Tom Grovo  
Representative  
Email: [tom@naglesigns.com](mailto:tom@naglesigns.com)

**ATTACHMENT V**



1200 WENBURG AVENUE  
P.O. BOX 2298 WATERLOO, LA 80704  
3784  
TOTAL FLEET 800-734-4201  
800-734-4201  
441-732-6538 • FAX 441-732-6544  
TOTAL FLEET 800-734-4201

NAME: **MILLS FLEET FARM**

APPROVAL: **X**

DATE: **X**

SCALE: NONE  
REVISION: 7" POLES  
QUOTE #:

SKETCH #/ DESIGNER: FILE NAME:  
3-4-11B2 / JDW / MILLS/3-4-11B.FS

THIS ATTACHMENT IS PROPERTY OF NIGHTS SIGNS INC. AND MAY NOT BE REPRODUCED  
Color output may not be exact when viewing or printing this drawing.  
All colors under the FMS or the closest CMYK equivalent.  
If these colors are incorrect, please provide the correct PMS match. A revision will be made.

Existing ID & Car Wash sign to remain.

DF cabinet, 24" depth, lighted product panel on left side of each face. Reverse painted lexan faces to match Pantone 1655C, black copy, black polyurethane finish.

Lighting by 2 vertical fluorescent lamps.  
2.3 amps 120 Volt

Daktronics Fuelight LED petroleum price display - FL-2000 Series. 27" amber characters. 1.25 Amps 120Volt.

1 - 120 Volt circuit for gas price and product sign.

Spacing between signs for cooling

Time-O-Matic Watchfire 35mm/10" character color led display unit.

1 - 30 Amp 120 Volt circuit.

7" Sq. Tube / .375 Wall / 26.4 Section Modules

**ATTACHMENT VI****ELECTRONIC SIGN REGULATIONS****Sec. 50-1402. General regulations.**

(a) Scrolling messages. No scrolling messages shall be allowed adjacent to the Highway 29/32 or the Highway 41/141 rights-of-way.

(b) Time duration. Any image or message or portion thereof displayed on a sign shall have a minimum display time duration of eight seconds and shall be static display. Transition time shall be no longer than two seconds and black space is not permitted between message changes. Gas price signs, time and temperature signs and similar electronic signs are exempt these regulations.

(c) Brightness. The maximum brightness of electronic signs shall not exceed 5,000 nits (candelas per square meter) during daylight hours and shall not exceed 500 nits (candelas per square meter) between dusk and dawn. All electronic signs shall be equipped with an automatic dimmer control which produces a distinct illumination change from the higher allowed illumination level during daytime hours to the lower allowed level for the time period between one half hour before sunset and one half hour after sunrise.

(d) Amber alerts. All approved electronic signs shall be made available for amber alerts and other emergency community notifications as deemed necessary by the village police department.

(e) Public decency. All graphics and lettering displayed on electronic signs shall meet public decency standards.

(f) Railroad crossings. No electronic sign shall be permitted within 200 feet of any railroad crossing.

(g) Government signs. The provisions of this section do not apply to government signs as defined in section 50-1329.

(h) Portable signs. Portable electronic signs are prohibited.

(i) Projection. Electronic signs mounted on a building or building appurtenance shall not project from the face of a building or appurtenance more than 18 inches.

(j) Malfunction. Electronic signs shall contain a default design that will freeze the display or design in one position in the event of a malfunction.

(k) Audio and pyrotechnics. Electronic signs shall not contain or utilize audio speakers or any form of pyrotechnics.