

**CITY OF PLYMOUTH  
AGENDA  
Special City Council  
June 23, 2020, 5:30 PM**

**1. CALL TO ORDER**

1.1 [Instructions to participate in the Virtual Council Meeting](#)

**2. TOPICS**

2.1 [Discuss allowing construction of Digital Billboards  
Billboard Inventory Map](#)

2.2 [Set future Study Sessions  
July  
August  
September  
October](#)

**3. ADJOURN**

**Special City  
Council**

June 23, 2020

**To:** Dave Callister, City Manager**Prepared by:** Sandy Engdahl, City Clerk**Reviewed by:** Laurie Hokkanen, Administrative Services Director**Item:** **Instructions to participate in the Virtual Council Meeting****1. Action Requested:**

The Mayor provides instructions for the public to observe the meeting by phone or online.

**2. Background:**

Council meetings will be conducted virtually (via Zoom webinar/conference call) due to the state of local emergency for the COVID 19 pandemic.

Written comments may be submitted for inclusion in the Council packet by emailing [sengdahl@plymouthmn.gov](mailto:sengdahl@plymouthmn.gov).

To observe/listen to the Study Session, please notify the City Clerk ([sengdahl@plymouthmn.gov](mailto:sengdahl@plymouthmn.gov)) at least one hour prior to the meeting time to ensure she receives your message. She will provide the password to the meeting to you at that time. Public comment is not taken at the Study Session.

To Call In to the Meeting: (312) 626-6799

Using Zoom to Participate: <https://zoom.us/join>

- Meeting ID: 874 2729 3411
- Password will be needed - obtain from City Clerk at least one hour prior to meeting

**3. Budget Impact:**

N/A

**4. Attachments:**

**Special City  
Council**

June 23, 2020

**To:** Dave Callister, City Manager**Prepared by:** Matt Lupini, Community Development Coordinator**Reviewed by:** Steve Juetten, Community Development Director**Item:** Discuss allowing construction of Digital Billboards**1. Action Requested:**

Discuss allowing construction of digital billboards and provide staff direction on draft ordinance.

**2. Background:**

Over the past few years, staff has received requests to consider adopting an ordinance allowing for the installation of digital billboards. Currently, Plymouth has 18 (i.e. non-digital) billboard structures city-wide - each with two faces - for a total of 36 billboards. Twelve of the structures are owned by Clear Channel Outdoor and six are owned by Outfront Media. Five structures are located along Highway 169, five are located along Highway 55, and eight are located along Interstate 494.

**Technical Specifications:**

Digital billboards have numerous features that significantly differ from their static counterparts. The industry standard is eight second dwell times per image, with a rotation of eight advertisements. Each of the slots would display an image that appears like a static billboard, with no animation or movement on the image. Digital billboards also allow for instantaneous transition between slots, so one billboard would be on a 64 second loop of eight eight-second advertisements.

Digital billboards may also include sensors that constantly monitor the ambient light conditions around the sign. This feature allows the sign to adjust its brightness based on surrounding conditions, so it would be brighter during the day and dimmer at night. Additionally, the billboards may include sight line technology which reduces the visible angle of the advertisement to as little as 30 degrees.

The industry standard for digital billboards is to allow cities five hours of public service announcements (PSAs) per digital face per month. While this projects out to 2,250 eight-second PSAs a month, digital billboards may also immediately display a variety of other real-time announcements, including Amber alerts, severe weather warnings, and regional emergencies.

Staff has reviewed ordinances approved by other cities that govern digital billboards. The City of New Brighton, for example, allows for digital billboards in certain zones of the city provided they meet set operating conditions. The two most pertinent sections of their ordinance are those addressing the specifications of billboards and electronic/dynamic signs. The language addressing billboards reads:

"No billboard shall be erected within the City unless a permit has been issued for erection of the billboard prior to February 1, 1996. Billboards erected on or after (effective date of ordinance) may be permitted, subject to the following standards:

- A. The underlying property zoning shall be B-4, Downtown Business;
- B. The property has frontage abutting either Interstate 694 or Interstate 35W;
- C. The billboard shall not exceed dimensions of 14' x 48';
- D. The maximum height of the billboard shall not exceed 70';
- E. Only one billboard permitted per property, and;
- F. Compliance with Minnesota Department of Transportation standards and permitting requirements."

The language governing electronic and/or dynamic signs reads:

"A single such sign per lot shall be permitted by special use permit, and is subject to requirements of institutional signs. Signs defined as dynamic must adhere to the following operating conditions:

- A. Message changes may not occur any more frequent than once per eight seconds. Excluded from this standard are time, temperature, and fuel price signs.
- B. 35 feet of separation from another sign considered dynamic.
- C. Luminance levels must comply with the following: 5,000 nits - 7,000 nits in the daytime hours and not more than 500 nits in the nighttime hours.
- D. The sign manufacturer must submit certification at the time of Sign Permit issuance that the sign has the mechanical capabilities to control luminance at the levels noted in C above. In no instance shall the sign have the mechanical capabilities to exceed 7,000 nits."

Nits are the term for candela per square meter - the derived International System of Units measurement for luminance. Generally, the unit specifies the brightness of a display device. For reference, most desktop computer displays have a luminance between 200-300 nits, while high-definition televisions range anywhere from 450-1500 nits.

Digital billboards may be limited to specific zoning districts, and those districts may be further limited to include only those sites abutting highways with significant vehicle traffic (i.e. Highway 55, Highway 169, or I-494 in Plymouth). Other cities have explored a "cap-and-replace" policy, where any digital billboard approval is subject to the removal of a predetermined number of static billboards. This assists in limiting the total number of structures, but does not affect the ability of billboard companies to conduct business through the pursuit of advertisements. The City of Minnetonka, for example, has an ordinance allowing for one digital/dynamic sign if two other signs are removed. The City of Richfield also allows one digital billboard for the removal of two static boards, provided the removed signs are located adjacent to highways.

#### Ordinance Considerations:

There are three general paths the Council could pursue regarding digital billboards. First, the Council could opt not to change the Zoning Ordinance, which would effectively continue to prohibit the construction of digital billboards within Plymouth. This option would not likely change the total number of billboards in the City, as there would be no incentive for companies to remove existing revenue streams.

Second, an amendment to the Zoning Ordinance could allow for a "cap-and-replace" policy similar to those described above. The likely outcome here is the consolidation of a number of the billboard structures, especially those along Highway 55. However, this style of ordinance would not allow

companies other than Clear Channel Outdoor or Outfront Media to construct digital structures, as those are the only companies with billboards in Plymouth and thus the only entities that could meet the "cap" portion of the policy.

Third, an amendment to the Zoning Ordinance could be written that builds on option two; including the cap-and-replace requirement in order to remove some of the current inventory, but also utilizing City-owned property to more strategically place new digital billboards owned by companies that may not currently have an inventory in Plymouth. This ordinance would enable the City to utilize space on sites along I-494 or Highway 169 and generate income through leasing the property to billboard companies. Both existing and new vendors could effectively construct digital billboards on permitted sites, which would simultaneously consolidated the total number of billboards and allow the City discretion in locating new structures. State law only allows billboards to be constructed on properties that are zoned commercial or industrial if they abut state or interstate highways. Thus, the City-owned properties would require a Comprehensive Plan Amendment in order to qualify for digital billboard construction.

### **3. Budget Impact:**

There is no impact to the City budget at this time. Options one and two will not have a budgetary impact. If Council directs staff to pursue option three, there is the potential for revenue from leasing space on City-owned land to billboard companies.

### **4. Attachments:**

[Billboard Inventory Map](#)

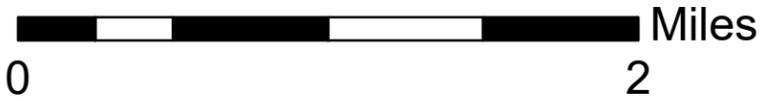
# City of Plymouth: Current Billboard Inventory (eff. June 2020)

**Owner**

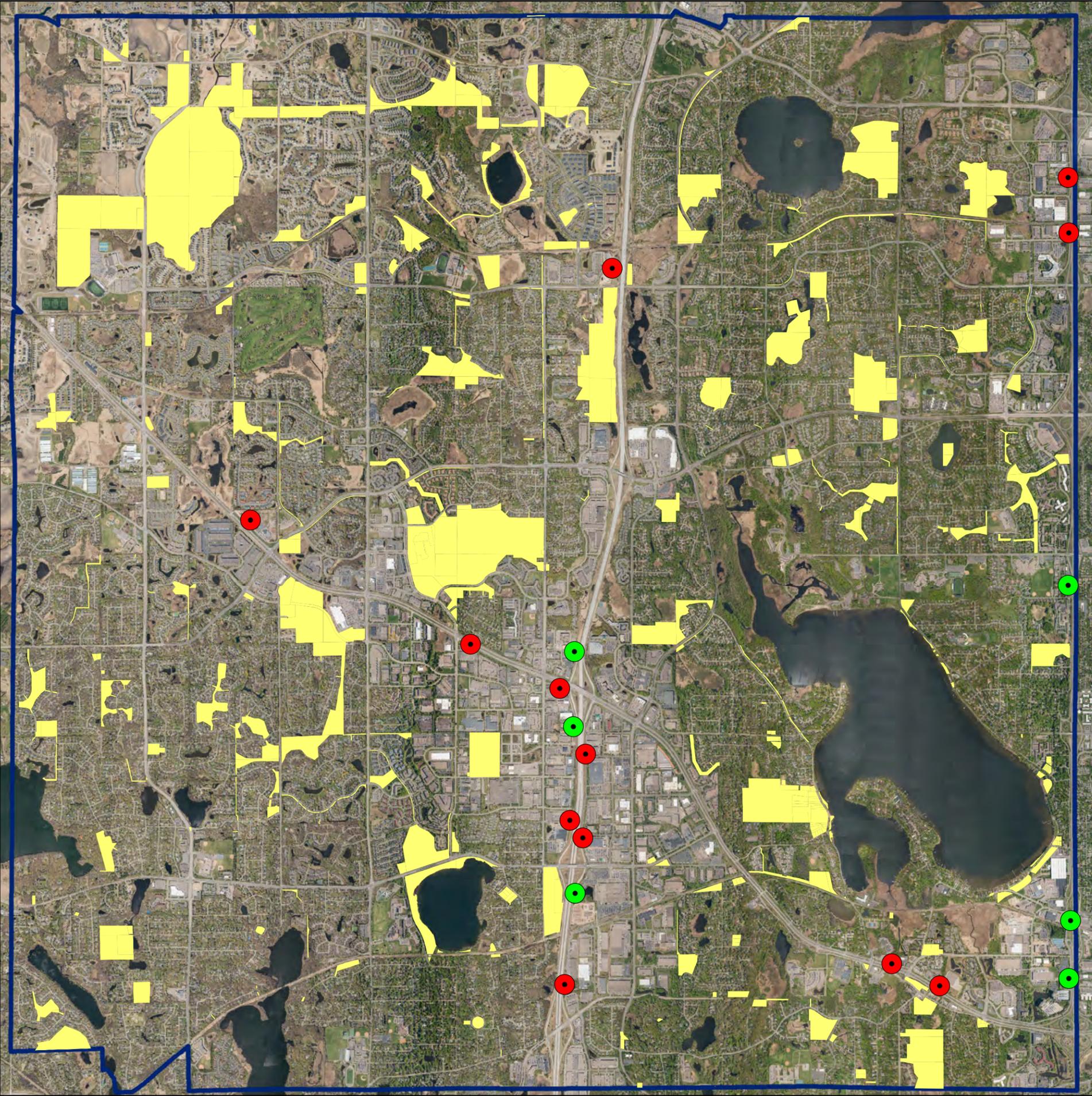
- Clear Channel Outdoor
- Outfront Media
- City Owned Parcels



|                       | Structures | Faces |
|-----------------------|------------|-------|
| Clear Channel Outdoor | 12         | 24    |
| Outfront Media        | 6          | 12    |



THIS REPRESENTS A COMPILATION OF INFORMATION AND DATA FROM CITY, COUNTY, AND OTHER SOURCES.



**Special City  
Council**

June 23, 2020

**To:** Dave Callister, City Manager**Prepared by:** Sandy Engdahl, City Clerk**Reviewed by:** Laurie Hokkanen, Administrative Services Director**Item:** Set future Study Sessions**1. Action Requested:**

Schedule Study Sessions and/or add topics as desired. Calendars are attached to assist with scheduling.

**2. Background:**

Pending Study Session Topics (at least three Council members have approved the following study items on the list):

None at this time

Other Council requests for Study Session Topics:

None at this time

Staff requests for Study Session Topics:

- Hwy 55/I-494 redevelopment (was scheduled for June 30 - reschedule to July 21 at 6 p.m.)
- Joint meeting with HRA to discuss strategic planning (July or August)
- Award of bid for Plymouth Creek Center Renovation and Expansion Project (suggest August 12)

**3. Budget Impact:**

N/A

**4. Attachments:**

[July](#)

[August](#)

[September](#)

[October](#)

| SUN | MON | TUES   | WED  | THUR  | FRI                         | SAT   |
|-----|-----|--|--|---|-----------------------------|---|
|     |     |  | 1<br>7:00 PM<br>PLANNING<br>COMMISSION<br>MEETING<br>Council Chambers                | 2   | 3<br>CITY OFFICES<br>CLOSED | 4<br><br>INDEPENDENCE<br>DAY |
| 5   | 6   | 7  | 8<br>7:00 PM<br>ENVIRONMENTAL<br>QUALITY<br>COMMITTEE<br>MEETING<br>Council Chambers | 9   | 10                          | 11  |
| 12  | 13  | 14   | 15<br>7:00 PM<br>PLANNING<br>COMMISSION<br>MEETING<br>Council Chambers               | 16  | 17                          | 18  |
| 19  | 20  | 21   | 22   | 23<br>7:00 PM<br>HOUSING AND<br>REDEVELOPMENT<br>AUTHORITY<br>MEETING<br>Medicine Lake Room | 24                          | 25  |
| 26  | 27  | 28<br>CITY COUNCIL<br>FILINGS OPEN<br>At Large, Ward 1<br>and Ward 3<br>5:30 PM<br>SPECIAL COUNCIL<br>MEETING<br>Human Rights<br>Medicine Lake Room<br>7:00 PM<br>REGULAR COUNCIL<br>MEETING<br>Council Chambers | 29   | 30  | 31                          |   |

| SUN | MON   | TUES   | WED  | THUR  | FRI  | SAT   |
|-----|---|--|--|---|--|---|
|     |   |  |  |   |  | 1   |
| 2   | 3   | 4<br>8:00 AM-4:30 PM<br>ABSENTEE/DIRECT<br>BALLOTING<br>Medicine Lake Room   | 5<br>8:00 AM-4:30 PM<br>ABSENTEE/DIRECT<br>BALLOTING<br>Medicine Lake Room<br><br>7:00 PM<br>PLANNING<br>COMMISSION<br>MEETING<br>Council Chambers | 6<br>8:00 AM-4:30 PM<br>ABSENTEE/DIRECT<br>BALLOTING<br>Medicine Lake Room<br><br>6:00 PM-9:00 PM<br>Kids Fest<br>Hilde Performance<br>Center | 7<br>8:00 AM-4:30 PM<br>ABSENTEE/DIRECT<br>BALLOTING<br>Medicine Lake Room | 8<br>10:00 AM-3:00 PM<br>ABSENTEE/DIRECT<br>BALLOTING<br>Medicine Lake Room |
| 9   | 10<br>8:00 AM-5:00 PM<br>ABSENTEE/DIRECT<br>BALLOTING<br>Medicine Lake Room | 11<br><br>PRIMARY<br>ELECTION<br>Polls Open<br>7:00 AM to 8:00 PM<br><br>5:00 PM<br>CITY COUNCIL<br>FILINGS CLOSE | 12<br>7:00 PM<br>ENVIRONMENTAL<br>QUALITY<br>COMMITTEE<br>MEETING<br>Medicine Lake Room  | 13<br>5:00 PM<br>CITY COUNCIL<br>FILINGS<br>DEADLINE TO<br>WITHDRAW   | 14   | 15  |
| 16  | 17  | 18<br>5:00 PM<br>SPECIAL COUNCIL<br>MEETING<br>General Fund<br>Budget and CIP<br>Review<br>Medicine Lake<br>Room   | 19<br>7:00 PM<br>PLANNING<br>COMMISSION<br>MEETING<br>Council Chambers   | 20  | 21   | 22  |
| 23  | 24  | 25<br>5:00 PM<br>SPECIAL COUNCIL<br>MEETING<br>General Fund Budget<br>and CIP Review if<br>needed<br>Medicine Lake Room<br><br>7:00 PM<br>REGULAR COUNCIL<br>MEETING<br>Council Chambers             | 26   | 27<br>7:00 PM<br>HOUSING AND<br>REDEVELOPMENT<br>AUTHORITY<br>MEETING<br>Medicine Lake Room   | 28   | 29  |
| 30  | 31  |  |  |   |  |   |



City of  
**Plymouth**

# September 2020

| SUN | MON   | TUES  | WED  | THUR  | FRI  | SAT   |
|-----|---|---|--|---|--|---|
|     |   | 1   | 2<br>7:00 PM<br>PLANNING<br>COMMISSION<br>MEETING<br>Council Chambers                  | 3   | 4  | 5   |
| 6   | 7<br><br>LABOR DAY<br>CITY OFFICES<br>CLOSED | 8<br>5:30 PM<br>SPECIAL COUNCIL<br>MEETING<br>Chicken and Bees<br>Medicine Lake Room<br>7:00 PM<br>REGULAR<br>COUNCIL MEETING<br>Council Chambers | 9<br>7:00 PM<br>ENVIRONMENTAL<br>QUALITY<br>COMMITTEE<br>MEETING<br>Medicine Lake Room | 10<br>7:00 PM<br>PARK & REC<br>ADVISORY<br>COMMISSION<br>MEETING<br>Council Chambers        | 11   | 12<br>9:30 AM-12:30 PM<br>Plymouth on<br>Parade<br>City Center Area |
| 13  | 14  | 15  | 16<br>7:00 PM<br>PLANNING<br>COMMISSION<br>MEETING<br>Council Chambers                 | 17  | 18<br><br>ABSENTEE VOTING<br>BEGINS FOR GENERAL<br>ELECTION | 19  |
| 20  | 21  | 22<br>7:00 PM<br>REGULAR COUNCIL<br>MEETING<br>Council Chambers   | 23   | 24<br>7:00 PM<br>HOUSING AND<br>REDEVELOPMENT<br>AUTHORITY<br>MEETING<br>Medicine Lake Room | 25   | 26  |
| 27  | 28  | 29  | 30   |   |  |   |

| SUN | MON | TUES  | WED   | THUR  | FRI  | SAT  |
|-----|-----|---|---|---|--|--|
|     |     |   |   | 1   | 2  | 3  |
| 4   | 5   | 6   | 7<br>7:00 PM<br>PLANNING<br>COMMISSION<br>MEETING<br>Council Chambers                 | 8   | 9  | 10   |
| 11  | 12  | 13<br>5:00 PM<br>SPECIAL COUNCIL<br>MEETING<br>Utility Study and<br>other funds budget<br>review<br>Medicine Lake Room<br>7:00 PM<br>REGULAR COUNCIL<br>MEETING<br>Council Chambers   | 14<br>7:00 PM<br>ENVIRONMENTAL<br>QUALITY<br>COMMITTEE<br>MEETING<br>Council Chambers | 15  | 16   | 17   |
| 18  | 19  | 20  | 21<br>7:00 PM<br>PLANNING<br>COMMISSION<br>MEETING<br>Council Chambers                | 22<br>7:00 PM<br>HOUSING AND<br>REDEVELOPMENT<br>AUTHORITY<br>MEETING<br>Medicine Lake Room | 23   | 24   |
| 25  | 26  | 27<br>8:00 AM-4:30 PM<br>ABSENTEE/DIRECT<br>BALLOTING<br>Council Chambers<br>5:00 PM<br>SPECIAL COUNCIL<br>MEETING<br>Utility Study/other<br>funds if needed<br>Medicine Lake Room<br>7:00 PM<br>REGULAR COUNCIL<br>MEETING<br>Council Chambers | 28<br>8:00 AM-4:30 PM<br>ABSENTEE/DIRECT<br>BALLOTING<br>Council Chambers             | 29<br>8:00 AM-4:30 PM<br>ABSENTEE/DIRECT<br>BALLOTING<br>Council Chambers                   | 30<br>8:00 AM-4:30 PM<br>ABSENTEE/DIRECT<br>BALLOTING<br>Council Chambers<br>6:00 PM-9:00 PM<br>Halloween at the<br>Creek<br>Plymouth Creek Center | 31<br>10:00 AM-3:00 PM<br>ABSENTEE/DIRECT<br>BALLOTING<br>Council Chambers |