



Planning Commission Agenda

Wednesday, March 5, 2025

6:30 PM

City Council Chambers

(Any times listed are approximate – please note that items may be earlier or later than listed on the agenda)

- 1. Call to Order**
- 2. Roll Call**
- 3. Approval of Agenda**
- 4. Review of Minutes**
 - a. Review January 8, 2025 Minutes
- 5. Communications and Recognitions**
- 6. Public Hearing**
 - a. Consider a request by Lydia Rose Apartments LLC to allow residential density in a proposed apartment building greater than 24 dwellings per acre as a CONDITIONAL USE (PF25-001)
- 7. Business**
- 8. Commission Direction on Commission Member Initiated Agenda Items**
- 9. Adjourn**


REQUEST FOR COMMISSION ACTION

Date: **3/5/2025**
Item No.: **4.a.**

Department Approval

Agenda Section
Review of Minutes

Item Description: Review January 8, 2025 Minutes

- 1
 - 2 **Application Information**
 - 3 N/A
 - 4
 - 5 **Background**
 - 6 N/A
 - 7
 - 8 **Staff Recommendation**
 - 9 N/A
 - 10
 - 11 **Requested Planning Commission Action**
 - 12 Review the January 8, 2025 minutes and make a motion to approve subject to
 - 13 requested corrections.
 - 14
 - 15
 - 16 **Alternative Actions**
 - 17 N/A
 - 18
 - 19
- Prepared by:**
- Attachments:** 1. January 8, 2025 Minutes



**Planning Commission Regular Meeting
City Council Chambers, 2660 Civic Center Drive
Draft Minutes – Wednesday, January 8, 2025 – 6:30 p.m.**

- 1 **1. Call to Order**
2 Chair Pribyl called to order the Planning Commission's regular meeting at approximately
3 6:30 p.m. and reviewed the Commission's role and purpose.
4
- 5 **2. Roll Call**
6 At the request of Chair Pribyl, City Planner Thomas Paschke called the Roll.
7
- 8 **Members Present:** Chair Michelle Pribyl, Commissioners Michelle Kruzel, Tammy
9 McGehee, Pamela Aspnes, and Erik Bjorum.
10
- 11 **Members Absent:** Vice-Chair Karen Schaffhausen
12
- 13 **Staff Present:** City Planner Thomas Paschke, Community Development Director
14 Janice Gundlach, and Senior Planner Bryan Lloyd.
15
- 16 **3. Approve Agenda**
17
- 18 **MOTION**
19 **Member McGehee moved, seconded by Member Bjorum, to approve the agenda as**
20 **presented.**
21
- 22 **Ayes: 5**
23 **Nays: 0**
24 **Motion carried.**
25
- 26 **4. Review of Minutes**
27
- 28 **a. December 4, 2024, Planning Commission Regular Meeting**
29
- 30 **MOTION**
31 **Member McGehee moved, seconded by Member Aspnes, to approve the**
32 **December 4, 2024, meeting minutes.**
33
- 34 **Ayes: 5**
35 **Nays: 0**
36 **Motion carried.**
37
- 38 **5. Communications and Recognitions:**
39
- 40 **a. From the Public:** *Public comment pertaining to general land use issues not on this*
41 *agenda, including the 2040 Comprehensive Plan Update.*

42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65
66
67
68
69
70
71
72
73
74
75
76
77
78
79
80
81
82
83
84
85
86
87

None.

- b. From the Commission or Staff:** *Information about assorted business not already on this agenda, including a brief update on the 2040 Comprehensive Plan Update process.*

None.

6. Public Hearing

7. Other Business

- a. Planning File Heading (PF24-016) Reconsideration of a request by Clear Channel Outdoor MSP for a City Code Amendment to Title 10, Chapter 1010, Sign Regulations, to allow two (2) lawful pre-existing non-conforming off-site billboards to be converted to Dynamic/Digital (LED) Displays, as well as additional modifications to §1010.10 Dynamic Displays in support of changing the duration from 25 seconds to 8 seconds and modifications to maximum daylight illumination from 5,000 nits to 6,500 nits.**

City Planner Paschke summarized the request as detailed in the January 8, 2025, staff report.

Member McGehee asked about Item C under HC. Staff put 500 feet, and she thought, as she was reading the information, it was the only one the City has near residential, with 750 feet.

Mr. Paschke indicated that would not necessarily be correct; it would be the one on top of Brown Wilbert on Hamline Avenue. Generally, what was being measured was 250 to 300 feet from residential property on the east side.

Ms. Gundlach indicated that the 500 foot proposed in the ordinance would mean that the one on top of that building could not be converted to a dynamic display.

Member McGehee indicated nothing in the ordinance would give the City control of what was on those signs or where the City’s advertising was placed in terms of being sandwiched between other ads.

Mr. Pascke indicated that the City Council would have to approve an agreement with Clear Channel regarding the content and the number of hours. The City can approve how that all works.

Ms. Gundlach noted that this would only be for the City’s content. The City cannot legally control the electronic or static content on billboards. She indicated this should not be approved if it concerns the Planning Commission.

88 Member McGehee indicated she was concerned about where city advertising would
89 be placed in these ads. She had concerns about the distraction of these displays along
90 the freeways, which are very busy, especially in these areas. She was also concerned
91 about the content there, and the City has no control over this. The City has regulations
92 but no other control over the content.

93
94 Member Bjorum indicated to piggyback on the last part with the freezing screen and
95 shut down; the note that would be added to the ordinance was that Clear Channel
96 would have to shut it down within one hour of being notified by the City. Does the
97 City count that? That assumes to him that the City was giving them an hour to shut it
98 down, or there would be a penalty imposed or something of that nature. Does the City
99 dictate that, and how can the City enforce it? I am not assuming that Clear Channel
100 would act in bad faith if the City asked them to shut it down because it was broken,
101 but if we had that language in the ordinance, would that mean the City would have to
102 enforce that somehow?

103
104 Mr. Paschke indicated that if there were a problem with the dynamic displays, Clear
105 Channel would know before the City did because everything was electronic. Clear
106 Channel can monitor it, change things, and do everything. They are going to know if
107 there is an issue. He noted he did not know the ramifications if Clear Channel did not
108 shut it down.

109
110 Ms. Gundlach explained that any zoning code violation was a misdemeanor, and the
111 City would be able to document a problem. If Clear Channel does not meet the hour
112 requirement, the City can issue a criminal citation for a misdemeanor because they
113 did not comply with the code. The City has done that but rarely, but that was an
114 enforcement tool staff had. The City also has some administrative fines in the
115 ordinance, and staff could issue administrative penalties for non-compliance. There
116 are enforcement mechanisms that can be used.

117
118 Chair Pribyl asked about the fourth provision, which was the current height of the
119 billboards. She wondered if these are currently within the 35-foot range.

120
121 Mr. Paschke believed they were.

122
123 Ms. Gundlach reviewed the requirements of the existing signs with the Commission.
124 She noted the City could amend the condition to strike the second sentence in the
125 fourth provision.

126
127 Member Bjorum explained he had a couple of questions. Since the City Council
128 wanted the Planning Commission to look at visuals for these things in a couple of
129 examples for display brightness or illumination, ambient light was called out. Three-
130 foot candles about ambient light instead of the measurement of nits. He did not know
131 how those two things relate, and he wondered if it was something to consider that
132 they have more than one transition between day and night if it was cloudy or
133 incredibly foggy.

135
136
137
138
139
140
141
142
143
144
145
146
147
148
149
150
151
152
153
154
155
156
157
158
159
160
161
162
163
164
165
166
167
168
169
170
171
172
173
174
175
176
177
178
179
180

Ms. Gundlach explained that her initial concern was that we must have a light meter for the City to enforce the foot-candle. We must have somebody who can go out and take that reading and knows how to read it. It was like a manufacturer and it cannot exceed this. It's more internal to the sign and the different color lights that the image was illuminating that they control with the manufacturer. And maybe Clear Channel can offer more details than I can. If we have something where our staff must have a light meter and go out and measure foot candles, that's more difficult from an enforcement perspective.

Member Bjorum explained that the only other item he had was that in the bulk of the examples, the duration of the display was fifteen seconds instead of eight seconds. He could not remember how they got to 8 seconds as a component of this instead of the fifteen seconds.

Mr. Pascke believed most billboards are eight seconds long. There are a couple of communities that have fifteen seconds, but the lion's share of the communities along interstate corridors and others use the standard of eight seconds.

Ms. Gundlach thought Mr. Paschke's examples were picked because the communities were relatively close. These communities had new billboards, so they were looking at more expansive requirements theoretically. She did not think it was accurate to say most are at fifteen seconds. She thought it was more accurate to say most are at eight seconds. She noted that years ago, when Clear Channel first started doing these conversions to electronic billboards, SRF engaged in a reasonably extensive study about the impact of these billboards. One component, or sort of outcome of that, was the eight seconds. There was an engineering foundation to that rule, and based on something Commissioner McGehee said earlier, that study found that these billboards are no more of a distraction to a driver than changing a radio station in the SRF study that guided many of the standards.

Member McGehee asked about the light difference between the City's current static signs and the digital ones in light emissions at different times of day.

Ms. Gundlach indicated she did not know if the City had any recent foot candle measurements of the existing billboards.

Member McGehee asked if the City had any regulations regarding the standing signs.

Ms. Gundlach explained that the City's code contains some base regulations about foot candle measurements at property lines.

Mr. Paschke did not think the City had any one regulation in place in the code related to billboards and the lighting of static signs.

Member McGehee asked how often the static sign images change.

181 Mr. Paschke indicated he did not know, but the representative from Clear Channel
182 was at the meeting and could probably answer that question.

183

184 Mr. Matthew Weiland, Clear Channel Outdoor, indicated he would be happy to
185 answer any questions the Commission had.

186

187 Member McGehee explained she would like to know if Mr. Weiland had any
188 information about the current light emission from a standard static sign, whether he
189 had it on any of the five signs in the City, or if he had the information for other signs.

190

191 Mr. Weiland indicated he did not, and these are two different things. Our current,
192 existing static signs are lit and have LED lights that shine on them, and then they
193 reflect out, whereas Dynamic Digital signs are internally illuminated and shine out.
194 Still, they are regulated, as we talked about. Just some more clarification on the nits
195 and the standards Commissioner Bjorum, you discussed the reason many cities put
196 that in there; the 250, at a certain 250 feet less than point three candles difference,
197 was that it's a more straightforward measurement than measuring nits. Because you
198 can use a light meter now, you have to have a light meter to do that, and it's a study
199 we do have, or we can order engineers to do that study. But it's just a measurement,
200 an easier way to show that we're in compliance, which, again, our job was, and our
201 number one job was to ensure we operate these things safely. You mentioned the
202 freeze and all that stuff. We constantly monitor these with cameras in front of the
203 signs we've been operating since 2006. We operate them safely.

204

205 Mr. Weiland explained that their design has improved, as everything was continually
206 updated, and we put new signs in every 10 years. We don't have a lot of issues with
207 them. You're not going to see a lot of signs down as you drive around. We currently
208 have 83 of them in the market, many close to your City. We don't have a lot of issues
209 with them, which was a top concern for us. We don't want them blinking; we don't
210 want them shut off. We need them running to do our primary job: sell advertising for
211 local businesses, and we only get paid if the signs are up. So we take that all very
212 seriously, including how these operate, and we want to ensure they're done safely. We
213 don't want them to be a distraction. We knew we couldn't manage them if that were
214 the case.

215

216 Chair Pribyl asked if there were any other questions.

217

218 Member Bjorum thanked Mr. Weiland for the clarification. I appreciate that.

219

220 Mr. Weiland indicated his only clarification, speaking of clarification, was on the
221 height. This, the main sign, probably the only sign they would be looking at doing
222 was on a hill. It's only 35 feet tall. But if rereading your ordinance, if it's 30 feet, 35
223 feet from the grade of the road, and I'm on a hill, I will be higher.

224

225 Mr. Paschke indicated it was great for one of the signs.
226

227 Mr. Weiland indicated that was great, and he was fine with that. Then he didn't have a
228 question, so that's the only clarification. But yes, they are. It was only 35 feet tall,
229 correct?
230

231 Member Aspnes asked about the free-standing billboards; the two Clear Channel
232 requests to be upgraded today because Clear Channel owns four.
233

234 Ms. Gundlach thought it was number three that Mr. Weiland was immediately
235 interested in.
236

237 Mr. Weiland indicated that Ms. Gundlach was correct; it would be number three. That
238 was the main one Clear Channel was focused on right now.
239

240 Member Aspnes thought they were considering allowing two, but at this point,
241 number three was optional.
242

243 Mr. Paschke indicated that Clear Channel wants to do all of them once the code is in
244 place. The Commission was not looking to review and approve any of the numbers.
245 We're just making text changes so they can all be converted.
246

247 Staff reviewed the sign locations with the Commission and Mr. Weiland.
248

249 Member Aspnes indicated these signs are seen everywhere. She noted she mainly
250 sees them on Interstate 35, which was pretty high and far off the road. You see him
251 on the big interstate, and she has caught herself looking at the sign as approaching it;
252 you are doing 55, the speed limit there, and as you approach it, you take a quick look,
253 and as it changes, it was mildly distracting, not any more so than all the other things
254 that go on. But as it changes, you catch yourself going, what was that? You know?
255 Was that something I cared about, and now I can't see it again because I won't go
256 around? She noted the only one that would concern me in that respect was number
257 five, the one by Brown Wilbert because Hwy 36, the traffic was a nightmare there all
258 the time, and they do not need any more distractions on Highway 36. She was less
259 concerned about these other three signs because they are on the more significant
260 freeway, with more opportunities for people to stop being distracted by them.
261

262 Member McGehee understood what Member Aspnes was saying. Still, she thought
263 where sign four was located was a lousy area, where it looked like it was correct at
264 the interchange, where Cleveland comes in, or where 35W and 35W got three lanes
265 going this way. Then there's a way to get on 280, but there's always a problem with
266 people who got on from 35W, and they are trying to get over, and you've got another
267 lane of 280 coming in there, so there's five lanes of traffic.
268

269 Mr. Paschke thought people would probably be past that area by the time they came
270 up on that sign. He noted that the sign was before FedEx, so it's the furthest down
271 point, past 280.

272
273 Chair Pribyl asked if anyone from the audience would like to speak to please come
274 forward.

275
276 Ms. Alana Howey, 991 Parker Ave, indicated that light pollution was the primary
277 concern with these. Roseville was already very light. It has a lot of lights, and the
278 City does not get very dark in this area. These LEDs make it challenging to shade
279 from lateral to above. There was increasing evidence that it can disrupt bird
280 migration. It can impact human health significantly, too. A lot of this was emerging
281 research, looking at a few things. One was the density of the signs in this small area
282 within our community, with cumulative impacts of light. So, if you think about one
283 sign, it would not necessarily be such a big deal. But now we have four signs in a
284 small area. We do not know what those impacts are, so that concerns me.

285
286 Ms. Howey explained that the International Dark Skies Organization has published
287 some best practices for light recommendations. One of the things to think about was
288 maybe thinking about shutting them off overnight so that birds aren't screwed up on
289 their migratory path, shutting them off from 11 o'clock till an hour before sunrise, that
290 sort of thing. Another aspect was that their recommendation for our type of
291 community would be more in the 40 to 80 nits overnight versus the 500 listed here.
292 From what she has read, the light restrictions are way excessive. She thought the
293 lights were super bright when she went down the highway. She wondered how light
294 they needed them to be. Those were her concerns, and she would like the
295 Commission to consider them when making this decision. She thought they should
296 start with one and not have it be carte blanche.

297
298 Chair Pribyl thanked Ms. Howey for her concerns.

299
300 Member Bjorum thought Clear Channel could clarify that, too, from Member
301 McGahee's original comment about how the illumination of the original billboards—
302 they are obviously lit by floodlights—relates to the brightness of these new
303 installations.

304
305 Mr. Weiland explained that was an excellent question, but it was hard to measure
306 because one reflected light off something you see with your eye versus something
307 directed at your eye. We designed them to look similar in brightness so that you will
308 not be able to tell the difference from your eye on how they operate. It was not
309 necessarily apples or apples on how they operate. These are not operating any
310 brighter; we want them in that same realm, and that's why there are the conditions, or
311 why there are fewer nits at night or during the day, constantly changing for ambient
312 conditions around it.

313
314
315
316
317
318
319
320
321
322
323
324
325
326
327
328
329
330
331
332
333
334
335
336
337
338
339
340
341
342
343
344
345
346
347
348
349
350
351
352
353
354
355
356

Member McGehee asked if Clear Channel could turn them off at night.

Mr. Weiland indicated Clear Channel could, but that's not how we operate the signs. With the signs we have now, the existing static signs are lit all night long. The other thing he added was that he did have a lot of thoughts on some of the issues raised that have come up before in our industry. Dynamic signs have louvers, and plastic louvers direct the light towards the road and what needs to be seen. So they do reduce light as you look above them, as you get to the side of the signs or above them, you don't see anything, much like a TV screen, but yeah, they'll get to a point when you're too the side of my sign, it's entirely on. It's going to look black to you because of the way the louvers are, and as you get above them, it's going to look like the signs are not even on because of the louvers in with the LEDs.

Member McGehee asked if Mr. Weiland knew of any data regarding bird migration that could be looked up.

Mr. Weiland indicated he did not. He explained that Clear Channel operates the same signs across the country, but he was not aware of any information regarding that.

Mr. Paschke noted that at the interstates where these signs are located, all are heavily lit, blending in with that. He understood the extra light noise, if you will, and those types of things. And then, as it relates to only starting with one out of the five, the code doesn't preclude any other business from having a dynamic sign. And so, I'm not sure limiting the billboards was necessarily advantageous. The amendments to the code for dynamic signs must be much more dramatic than just the billboards if the City wants to limit or reduce noise or light pollution.

Member McGehee indicated she remembered the City getting a lot of complaints when the dynamic sign on County Road C went in—speaking of dynamic signs on County Road C, between Rose Lawn and B, for the church there.

Mr. Paschke indicated he did not remember getting a lot of complaints on that sign. He remembered getting complaints from the one on Larpenter Avenue, which used to be North Como, now its New life Presbyterian. There were some complaints from the residents on that one, which mostly had to do with them not getting the setup correct. And so it took them a while to work with the light company and not have people tinker with the light and other things for the electronics that monitor and regulate the sign. And then I believe there was another sign-off of Cleveland Avenue further south, where we had a similar issue, but that one also cleared up relative effects. Only the ones that the City has had that are right smack dab adjacent to residential that we may get concerned about. Saint Rose of Lima, when that first went up, there were a lot of questions on it, but they could address it immediately once staff received a call.

357 Member Pribyl thanked Mr. Paschke for the information. She asked if there was any
358 other discussion on this item or if a motion could be made.

359
360 Member McGehee thought the Commission would want to amend whatever they do
361 to be 35 feet on top instead of 50.

362
363 Member Aspnes appreciated the member of the public coming in and talking about
364 the light pollution. Comparing the static signs to these dynamic signs are apples and
365 oranges in terms of how the light works and how far it spreads away from that
366 because The Commission has no data on how we are making things better. We
367 wondered if this would worsen things or if the status quo would. If, by making them
368 dynamic, was it not increasing the light these are giving off? She indicated she did not
369 know the answer to that today, which concerned her slightly.

370
371 Member McGehee explained that one possibility would be to make a motion to table
372 this and find some more information to pass on to the Council. That would be the
373 only way to get the answers to those questions. If there was enough interest in doing
374 that, she would make a motion to the table so that we could get information on this.

375
376 Member Aspnes asked if that information was available and could be obtained. She
377 thought that even if it's a perception, the human eye's perception of, was this as bright
378 as this? Are these bright, glowing the same, or are they? Was one more colorful than
379 the other?

380
381 Member McGehee indicated. Theoretically, one could do that by measuring the
382 candles, which you must do by hand on the various signs, and calculating the static
383 sign. She thought, based on what Clear Channel has said, there would have to be a
384 measurement from above and each side and in the front, and then that's the only
385 comparison that she could see, but that could indeed be done, but she did not know
386 that anybody's done it.

387
388 Ms. Gundlach explained she did not know the science behind how much lighter the
389 static would be compared to the dynamic one. The City could go and measure, but all
390 the billboards are adjacent to freeways. Foot candles are taking into effect all of the
391 surrounding lights, so she was not sure that that's a fair representation either of what
392 you're trying to get at because the foot candles are going to capture all of the light
393 where you're standing with that light meter, which could be the freeway lights. It
394 could be lights anywhere, not just coming from the billboard.

395
396 Member Paschke explained his only comment was that the code currently allows that
397 amount of light to be emitted from Dynamic displays throughout the City of
398 Roseville, so what they're putting in wasn't anymore, per se, than what's already out
399 there and was allowed by the code.

400

401 Mr. Paschke indicated he had a comment about E, as the Commission was
402 considering potentially eliminating that last sentence. He asked if that was to clarify
403 that the City might want to make it 35 feet above the sign's grade because 35W was
404 above one of the billboards, and you run into that situation. I think the key was, was
405 that the billboard from where it was today, you're limited to that 35 feet from grade,
406 and that's a lot easier for staff to be able to deal with that versus a road that may
407 fluctuate where you are taking that elevation from so he suggested saying "35 feet
408 above the grade of the existing sign base".

409
410 Ms. Gundlach explained that, as written, it might allow a billboard to be taller,
411 especially in an area where the freeway was maybe coming up, but the grade around
412 it was not like a bridge.

413
414 Member Kruzel indicated she could make a motion to approve this with the changes
415 Mr. Paschke spoke of, striking out the last few words.

416
417 Chair Pribyl asked if that would eliminate the second sentence on item number four
418 and change the first sentence to end above the grade elevation at the existing sign
419 base.

420
421 Member Kruzel indicated that was correct.

422
423 Chair Pribyl indicated a motion was made and asked for a second to the motion.

424
425 Member Bjorum indicated he would second the motion.

426
427 **MOTION**

428 **Member Kruzel moved, seconded by Member Bjorum, to recommend to the**
429 **City Council approval of the proposed modified Zoning Code text amendments**
430 **outlined in Attachment 3 with the proposed changes as discussed. (PF24-016).**

431
432 **Ayes: 3**

433 **Nays: 2 (McGehee, Aspnes)**

434
435 Member McGehee indicated she was going to list some reasons for her opposition.
436 She explained that the reason for her opposition was that the research she has done in
437 most places, if this was put to the public in terms of billboards, they don't want
438 billboards, period, which was what we already had in our code. Thus, Clear Channel
439 should allow Clear Channel to invest about \$100,000 to upgrade these signs, which
440 was purely a business and money-making venture for them, and they will well recoup
441 that because of the marketing that they do. We have no legal obligation to provide
442 this resource avenue for Clear Channel, and we have not asked the public if they
443 would like us to do this. I think there are unanswered research questions here. I don't
444 think we have enough control to get rid of this once we start. I am still concerned

445 about the content of these sites and potential distractions. So those will be my
446 findings in opposition to this.

447
448 Member Aspnes indicated her objection was more to the case that we can't determine
449 if they are improving things or just maintaining a status quo because there was no
450 information about that. She felt like that was an essential piece for her.

451
452 Chair Pribyl indicated that staff will pass on those comments to the City Council for
453 their consideration, and they will consider this at their meeting on January 27, 2025.

454
455 **Motion carried.**

456
457 **8. Commission Direction on Commission Member Initiated Agenda Items**

458 Member McGehee indicated that the president of The Dark Skies Organization will
459 give a presentation at the library on January 19.

460
461 **9. Adjourn**

462
463 **MOTION**
464 **Member Bjorum, seconded by Member Kruzel, to adjourn the meeting at 7:24**
465 **p.m.**

466
467 **Ayes: 5**
468 **Nays: 0**
469 **Motion carried.**

470


REQUEST FOR COMMISSION ACTION

Date: **3/5/2025**
Item No.: **6.a.**

Department Approval

Agenda Section

Janice Gundlach

Public Hearing

Item Description: Consider a request by Lydia Rose Apartments LLC to allow residential density in a proposed apartment building greater than 24 dwellings per acre as a CONDITIONAL USE (PF25-001)

1
2 **Application Information**

3 Applicant: Gen_X Design / Build LLC
4 Location: 2940 Snelling Avenue
5 Property Owner: Lydia Rose Apartments LLC
6 Application Submission: February 7, 2025
7 City Action Deadline: April 8, 2025
8 Zoning: High Density Residential (HDR)
9

10 **Background**

11
12 Legislative Authority

13 When considering Conditional Use requests, the role of the City is quasi-judicial; to determine the facts
14 associated with a particular proposal and apply those facts to the legal standards contained in the
15 ordinance and relevant state law. In general, if the facts indicate the application meets the relevant legal
16 standards and will not compromise the public health, safety, and general welfare, then the applicant is
17 likely to be entitled to the approval. The City is, however, able to add conditions to a Conditional Use
18 approval to ensure that potential impacts on parks, schools, roads, storm sewers, and other public
19 infrastructure on and around the subject property are adequately addressed.
20

21 Proposal Summary

22 The site was originally developed in 1962 as a medical office building. Although this particular property
23 had been zoned for such business uses since 1959, most of its neighbors between Lydia Avenue and
24 County Road C2 have been guided and zoned for multifamily development, and the surrounding
25 multifamily designation was extended to this property in the recent comprehensive plan and zoning code
26 updates. The applicant proposes to develop a new apartment facility at a residential density greater than
27 24 dwelling units per acre under a provision adopted among the zoning code updates in November 2021
28 allowing residential density of up to 36 dwelling units per acre to be reviewed and approved as a
29 conditional use in the HDR district. A site plan and other information about the proposed development
30 are included with this RPCA in Attachment 3.
31

32 Prior to the November 2021 zoning update, the Zoning Code and Zoning Map included an HDR-1 district
33 (permitting up to 24 units per acre) and an HDR-2 district (with no established density limit). While all
34 parcels guided in the comprehensive plan for high-density residential development were initially zoned
35 HDR-1, the HDR-2 district was intended to provide an opportunity for the City to facilitate residential
36 developments greater than 24 units per acre through rezoning requests. In practice, however, no such
37 rezoning requests were ever approved. The primary reasons for denial were centered in concerns the
38 site could be developed in any way permitted in the HDR-2 district because a rezoning action could not

39 include conditions that the proposed development be implemented. Therefore, among other changes,
40 the November 2021 zoning update consolidated the HDR-1 and HDR-2 districts into a single HDR
41 district and allowed greater density as a conditional use. In this way, the standard permitted density
42 would still be limited to 24 units per acre, but the City Council could facilitate developments with greater
43 density on a case-by-case basis with the greater certainty and control provided by the conditional use
44 review and approval process.

45
46 The standard density limit would allow up to 16 dwellings and the conditional use process can facilitate
47 up to 23 units on the 0.65 acre subject site, but the applicant proposes to develop 18 dwellings (i.e.,
48 about 28 dwelling units per acre). Therefore, the proposed 18-unit development represents up to two
49 additional dwelling units beyond what could be developed by right on the property, if the conditional use
50 request is approved.

51 Conditional Use Analysis

52 Roseville's Development Review Committee (DRC) met in February to review the proposed plans. Some
53 of the comments and feedback based on the DRC's review of the application are included in the analysis
54 below, and the full comments offered in memos prepared by DRC members are included with this RPCA
55 in Attachment 4.
56

57
58 While the plans submitted have allowed Planning Division staff to confirm the proposed project can be
59 made to satisfy all of the pertinent zoning requirements, some specific details may not be germane to
60 the City's consideration of the request for conditional use approval. For example, the particular mix of
61 unit sizes, setbacks, and other site details are useful for demonstrating the ability to conform to various
62 zoning standards, but the conditional use process might not speak directly to all such details. The
63 Zoning Code does not establish any specific conditional use approval criteria to review when considering
64 a residential development at greater densities, but the conditional use process is nevertheless an
65 opportunity to analyze the potential impacts of the proposal on the area surrounding the subject
66 property. To that end, §1009.02.C of the City Code establishes a mandate that the City make five
67 general findings pertaining all proposed conditional uses. Planning Division staff has reviewed the
68 application and offers the following draft findings.

- 69 1. *The proposed use is not in conflict with the Comprehensive Plan.* The 2040 Comprehensive Plan
70 specifically identifies this site for high-density residential development "...with a density greater
71 than 12 units per acre."
- 72 2. *The proposed use is not in conflict with any Regulating Maps or other adopted plans.* The
73 proposed development is not subject to a regulating plan map or other adopted plan. Staff would
74 note that the City's Economic Development Authority commissioned a Housing Needs
75 Assessment in October 2018, which identified housing needs for the City through 2030. That
76 assessment revealed a need for 354 units of "rental units – market rate". Since the assessment
77 was completed, only about 200 units of such housing (i.e., The Isaac and Parallel apartment
78 developments) have been approved and developed. In light of this, the results of this
79 assessment suggest the City is still in need of well more than 100 units of the type of housing
80 proposed by this project. Even if this proposed conditional use for increased density is approved
81 and other potential market-rate apartment projects in the pipeline (e.g., Edison Phase III) are
82 considered, a citywide demand will remain for market-rate rental housing units. This is also
83 confirmed based on preliminary results of the Housing Needs Assessment in process (but not
84 yet accepted/approved), which is forecasting a need for an additional 250 units of "apartments -
85 market rate rental" over the next ten years. Lastly, although construction of the Parallel
86 apartments has yet to be completed, all 117 units at The Isaac were absorbed quickly,
87 suggesting the unit count identified in the Housing Needs Assessment matches current market
88 demands.
- 89 3. *The proposed use is not in conflict with any City Code requirements.* Staff believes that
90 compliance with all of the pertinent zoning requirements can be achieved, and a conditional use

91 approval can be rescinded if the approved use fails to comply with all applicable City Code
92 requirements or any conditions of the approval.
93 4. *The proposed use will not create an excessive burden on parks, streets, and other public*
94 *facilities.* Excessive burdens pertaining to parks and streets are not expected, but Public Works
95 staff and Parks and Recreation staff have observed a longer term need for pedestrian
96 connections in this area between Lydia Avenue and County Road C2. Therefore, the City
97 Engineer recommends a condition of approval that the applicant dedicate a pathway easement
98 along the western edge of the property to accommodate future construction of a pathway.
99 5. *The proposed use will not be injurious to the surrounding neighborhood, will not negatively*
100 *impact traffic or property values, and will not otherwise harm the public health, safety, and*
101 *general welfare.* Consistent with the preceding findings, Planning Division staff believes that the
102 proposed multifamily development will be a valuable addition to this part of the community, will
103 not create adverse traffic impacts, and will not cause harm to the public health, safety, and
104 general welfare.

105
106 **Public Comment**

107 At the time this RPCA was drafted, Planning Division staff has not received any comments from
108 members of the public.

109
110 **Staff Recommendation**

111 By motion, recommend approval of the request to allow an increase in density from the standard limit of
112 24 units per acre to 28 units per acre, based on the content of this RPCA, public input, and Planning
113 Commission deliberation, with the condition that a pathway easement be dedicated along the
114 westernmost 5 feet of the property.

115
116 **Requested Planning Commission Action**

117 By motion, recommend approval of the request to allow an increase in density from the standard limit of
118 24 units per acre to 28 units per acre, based on the content of this RPCA, public input, and Planning
119 Commission deliberation, with the condition that a pathway easement be dedicated along the
120 westernmost 5 feet of the property.

121
122 **Alternative Actions**

- 123 1. Pass a motion to table the request for future action. An action to table consideration the request
124 must be based on the need for additional information or further analysis to make a
125 recommendation. Tabling may require an extension of the action deadline mandated in
126 Minnesota Statute to avoid statutory approval.
127 2. Pass a motion to recommend denial of the proposed preliminary plat. Recommendations of
128 denial should be supported by specific findings of fact based on the Planning Commission's
129 review of the application, applicable zoning or subdivision regulations, and the public record.

130
131 **Prepared by:** Bryan Lloyd, Senior Planner

Attachments: 1. Area Map
2. Aerial Photo
3. Proposed Plans
4. DRC Comment

132

Attachment 1: Planning File 25-001

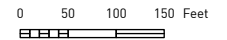


Prepared by:
Community Development Department
Printed: February 14, 2025



Data Sources
* Ramsey County GIS Base Map (2/5/2025)
For further information regarding the contents of this map contact:
City of Roseville, Community Development Department,
2660 Civic Center Drive, Roseville MN

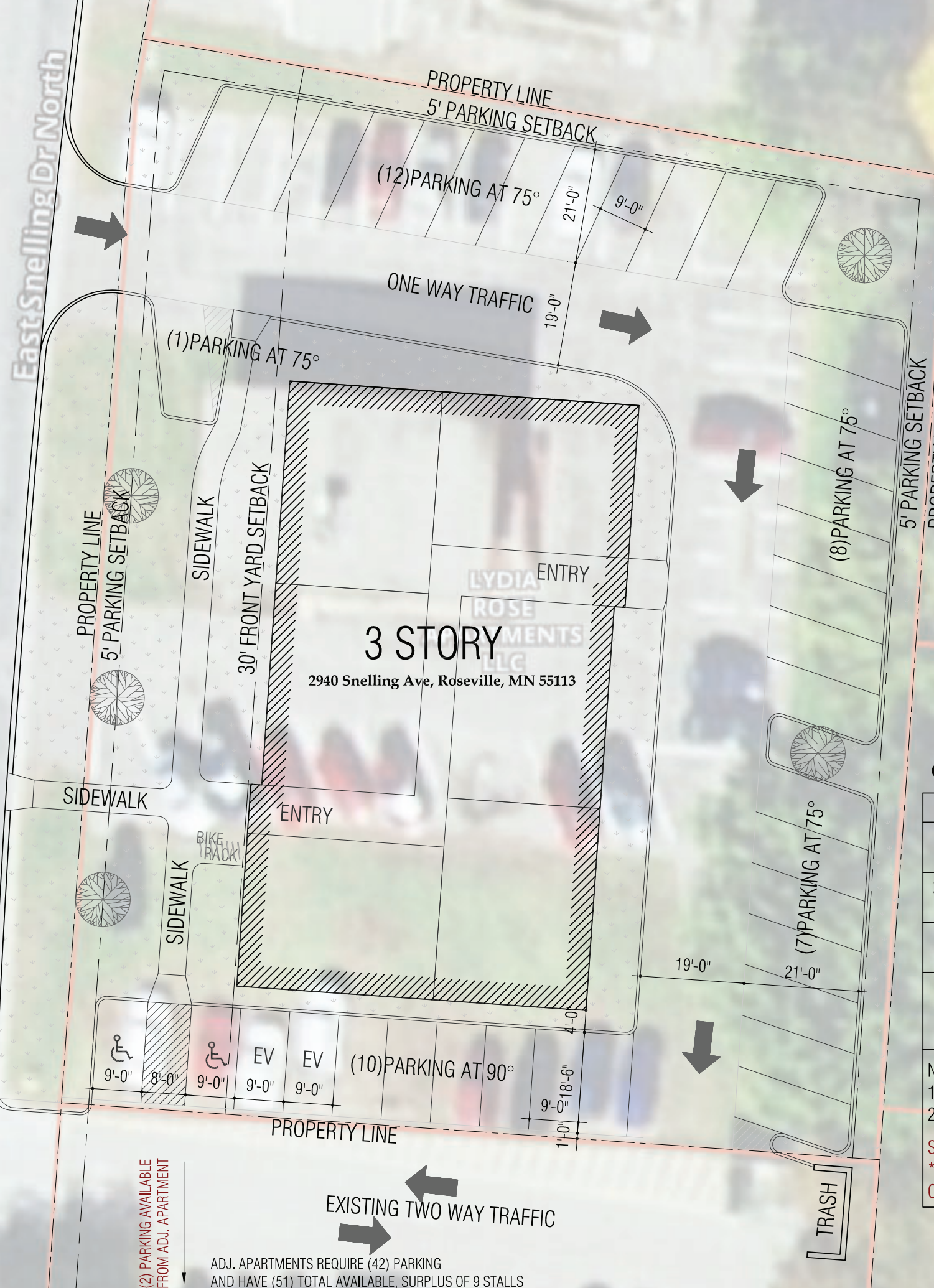
Disclaimer
This map is neither a legally recorded map nor a survey and is not intended to be used as one. This map is a compilation of records, information and data located in various city, county, state and federal offices and other sources regarding the area shown, and is to be used for reference purposes only. The City does not warrant that the Geographic Information System (GIS) Data used to prepare this map are error free, and the City does not represent that the GIS Data can be used for navigational, tracking or any other purpose requiring exacting measurement of distance or direction or precision in the depiction of geographic features. If errors or discrepancies are found please contact 651-792-7085. The preceding disclaimer is provided pursuant to Minnesota Statutes §466.03, Subd. 21 (2000), and the user of this map acknowledges that the City shall not be liable for any damages, and expressly waives all claims, and agrees to defend, indemnify, and hold harmless the City from any and all claims brought by User, its employees or agents, or third parties which arise out of the user's access or use of data provided.



Attachment 2: Planning File 25-001



EAST SNELLING DRIVE



GEN_X
DESIGN BUILD LLC

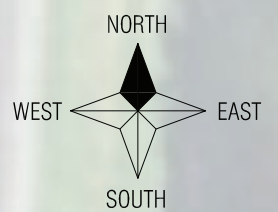
**BUILDING PROPOSAL FOR
FOR DENNIS AND DAVID HOMEL
OWNERS OF LYDIA ROSE APARTMENTS**

	FLOOR 1	FLOOR 2	FLOOR 3	TOTAL
1 BEDROOM UNITS 700 SQ. FT.	1	0	0	1
2 BEDROOM UNITS 1036 SQ. FT.	5	6	6	17
BUILDING SQ. FT.	7030	7030	7030	21,090

PARKING REQUIREMENTS: 1 PER BED ROOM + .25 PER UNIT
PARKING REQUIRED (39.5)
PARKING PROVIDED (38) ON SITE + (2) FROM ADJ. APART.

NOTE CITY ZONED HDR (HIGH DENSITY RESIDENTIAL)
1004.12: MAX DESITY 24 UNIT/NET ACRE MORE THAN
24 UNIT/NET ACRE REQUIRES CONDITIONA USE

SITE ACRES: 0.646x24(UNITS)=15.5 UNITS ALLOWED
***THE ADDITIONA UNITS WOULD REQUIRE
CONDITIONAL USE APPROVAL FROM THE CITY***



(2) PARKING AVAILABLE FROM ADJ. APARTMENT

ADJ. APARTMENTS REQUIRE (42) PARKING AND HAVE (51) TOTAL AVAILABLE, SURPLUS OF 9 STALLS

Conditional Use Application

Location: 2940 Snelling Ave. N., Roseville, MN 55113

Parcel ID Number: 032923230091

Owner: Dennis Homel (Lydia Rose Apartments LLC)

Applicant: (Matt Faber) Gen_X Design / Build LLC

Application Date: 2/5/2025

Introduction

Dennis Homel is the existing owner of the 2940 property. The building was formerly owned by northwestern university, and is currently vacant. Dennis also owns the (3) adjacent “Lydia Rose Apartments” at 2906, 2924 & 2980 Snelling Ave... The Lydia Rose Apartments are in very high demand due to there excellent up keep, improvements and amenities. The property just underwent an extensive landscape and exterior commons area this summer (2024), to further improve the apartment quality as a whole.

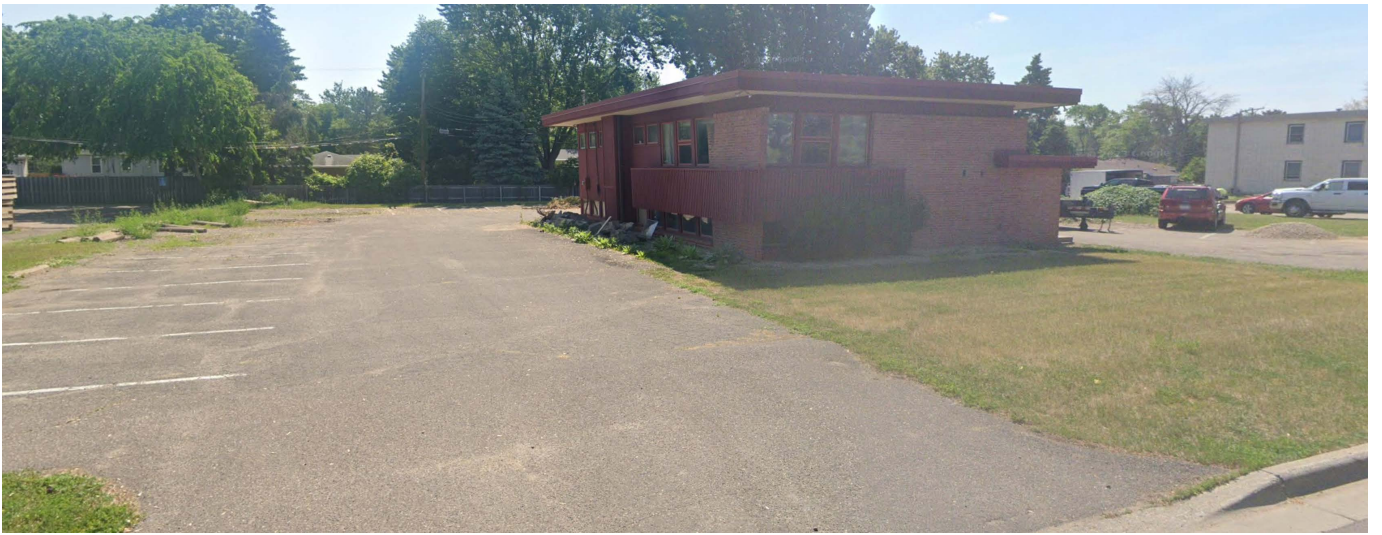
Existing Property Use

The existing building on 2940 Snelling was previously rented as an office building. Due to the age and deteriorating condition of the building it has been vacant since several years. The city of Roseville’s comprehensive plan future land use designates this property to be zones HDR “high density residential”. And this is exactly what we would like to re develop this property into.

Proposed Property Development

We would like to develop this property into new high-density apartments. The new apartment will be incorporated into the existing Lydia Rose complex. The existing apartments are comprised of 3 buildings and totals (42)- 1bed units and (18)- 2bed units (3) studio units. The apartments as a whole are in a very high demand, and the majority of the tenants are collage students and young couples.

Our primary goal for the new building is to maximize the amount of 2bed units available to the community. The limited quantity of existing 2bedroom units, puts them in very high demand. Our new apartment will fill the need for modern 2bedroom apartment units, especially desired by families. Our proposed building would be comprised of (17) 2bedroom units and (1) 1bedroom units, (18) total. The building would be designed to blend with the existing apartments.



Current building on 2940 Snelling Ave.



INTEROFFICE MEMORANDUM

Date: February 26, 2025
To: Bryan Lloyd, Senior Planner
From: **Matthew Johnson, Parks and Recreation Director**
RE: Conditional Use, 2940 Snelling Ave. N.

A handwritten signature in blue ink, appearing to read "MJ", is written over the name "Matthew Johnson" in the "From:" field.

The location of this development has a high amount of pedestrian AND vehicular traffic, due to its proximity to Snelling Ave. N. and University of Northwestern. Opportunities for pedestrian pathways should be encouraged wherever possible but coordinated with forthcoming MNDOT pedestrian updates to Snelling Ave. N.

Because this development is not replatting, it appears that Park Dedication does not apply. However, it should be noted that any additional residential units (regardless of replat) has an impact on the Parks and Recreation System, particularly in cumulatively over time.

**INTEROFFICE MEMORANDUM**

Date: February 27, 2025

To: Bryan Lloyd, Senior Planner

From: Jennifer Lowry, Roseville Public Works

RE: Lydia Rose/2940 Snelling Ave - Conditional Use Application

The Public Works Department reviewed the proposed plan dated 9/25/2024 for the project noted above and offer the following comments regarding the project's impact on City services and/or infrastructure:

1. Site Plan

- Ultimately, a pathway will exist within the right-of-way or pathways easements on the east side of East Snelling Drive from Lydia to County Road C2.
 - A 5' easement along the frontage of the street is needed for a future path and should be noted on the site plan. A pathway within the easement would be owned and maintained by the City.
 - In addition, the City would like to discuss if the development(s) could provide the path, or at the very least grade and plant trees in a way that would limit impacts when a pathway is constructed.
 - Regardless, driveway entrances should be built such that a path can be constructed through the driveway at a maximum 2% cross slope.
- The development did not meet the threshold per City policy to conduct a traffic study. Minor increase to traffic on nearby roads is expected but will not create any significant issues.
- If setbacks or easements change, the changes will need additional review.

2. Utilities

- Water
 - Watermain is available for connections
 - Final construction plans will be approved by the City prior to issuing permits.
- Sanitary
 - Sanitary sewer main is available for connections.
 - Final construction plans will be approved by the City prior to issuing permits.
- Storm Sewer

- The development must meet city stormwater standards. Submittals from the developer's consulting engineer will need to demonstrate that the site will meet the requirements of the city.
- If storm sewer improvements within the site are private, an executed Operation & Maintenance Agreement in favor of the City of Roseville that has been recorded with Ramsey County will be required. The template agreement can be found at www.cityofroseville.com/privatebmp.
- Prior to construction, contact information for the trained erosion control coordinator responsible for implementing the Stormwater Pollution Prevention Plan (SWPPP) for the site must be submitted to the City.
- Prior to construction, provide a copy of the Rice Creek Watershed District Permit(s), or documentation that a permit is not required.
- Prior to construction, provide a copy of the NDPEs Permit(s), or documentation that a permit is not required.
- City Erosion Control, Grading and Storm Water Permit is required. Final construction plans will be approved by the City prior to issuing permits. An asbuilt for site grading and stormwater infrastructure will be required prior to final approval and release of Erosion Control and Grading escrow.

3. General

- City ROW permit is required.

Thank you for the opportunity to provide feedback and on this project at this time. As the project advances, Public Works Department staff will continue to review any forthcoming plans and provide additional reviews and feedback as necessary. Please contact me should there be questions or concerns regarding any of the information contained herein.