

## Traci Pederson

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**From:** Anthony Cole [REDACTED]  
**Sent:** Tuesday, November 12, 2024 11:38 PM  
**To:** Traci Pederson  
**Subject:** RE: Sign Concept Plan for Pequot Planning Commission  
**Attachments:** Overhead 29276 Patriot Ave.jpg; Proposed signage Details Backyard Reflections.pdf; Permit Application.jpg

Hello Traci,

Please see the attached items as well as below, I believe I have everything needed. I will be in attendance on the 25<sup>th</sup>.

Existing signage:

- Labeled on overhead drawing: 2 sides of a V shaped sign 6'x8' on each side for a total of 96sf front lit from landscape lighting.

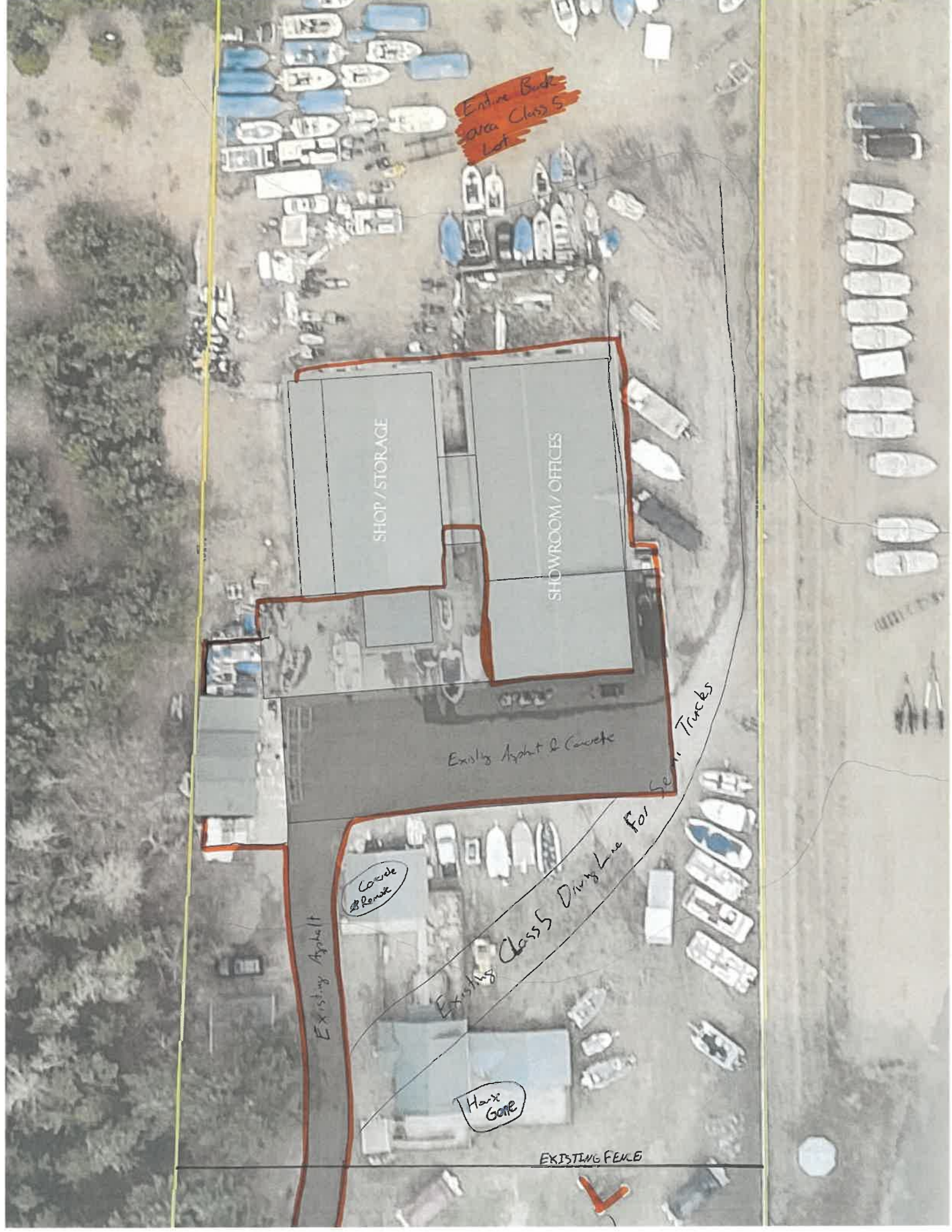
Planned signage:

- Sign on the building above the door similar to what previous owner had: 4'x8' 32sf this will be on the building flush with the gable end of the wall
- Proposed sign in back corner of the lot per drawings attached (this is the sign we are looking to get special permission/permit for) 16'x8' – 128sf This would be the same size sign we have at our current location in Nisswa and the same size sign as the Antique location on Patriot Ave across the road from us.
  - See the attached drawing and reference photos of similar signs.
  - Top down lighting similar to the sign in the reference photo for Backyard Reflections Nisswa location.

Answers to questions from 17-7.1 subpart 4 (f)

- **Necessity of additional signage:** Improve visibility of Backyard Reflections for Northbound traffic. Because we are moving our business to Pequot Lakes from Nisswa, we feel that this signage will help us succeed in our new location by making our business easier to locate.
- **Alternatives to Additional Signage:** We do not have good visibility of our buildings due to the size and location of the buildings to the south of our location. This makes the alternative of installing signage on the side of the building impractical. Per the signage ordinance in 17-7.1 5A (2) 25% of the principal structure would be allowed for signage. The south side of our building is 12' tall by 120' wide (1440 sf) 25% of this side of the building is 360sf. We believe that the 128sf sign that faces the same direction but offers more realistic visibility is a much better alternative to what is currently allowed. The other alternative would be to remove the pre-existing signage on Patriot Ave and install our only free-standing sign in the proposed location. This would limit the visibility of our location from Patriot Ave due to the same concern. Our buildings are set back from Patriot Ave approximately 90' further than the large buildings to our south. The heavy woods between us and the food shelf block the view of our buildings from the North until customers are passing our location. This lack of visibility from Patriot Ave makes getting rid of the existing sign a impractical option. The only other option would be to have a trailer or other temporary signage parked in this location. I believe that a well constructed sign would be more effective and attractive for everyone in the community.
- **Aesthetic Impacts:** As noted in the previous point, a well constructed sign is a much better and more attractive option for all those who live in and visit the area than a temporary sign on a trailer. The proposed location of the sign will not be visible from any location other than the highway going North. There are no other businesses or residential houses that will be effected by this sign. This sign will have minimal lighting impact on the area. Lighting will be done per the specifications in the signage 17-7.1 with top down lighting that will only illuminate the face of the sign.

Thank you!



Entire Back Area Class 5 Lot

SHOP / STORAGE

SHOWROOM / OFFICES

Existing Asphalt & Concrete

Existing Asphalt

Concrete & Reinforce

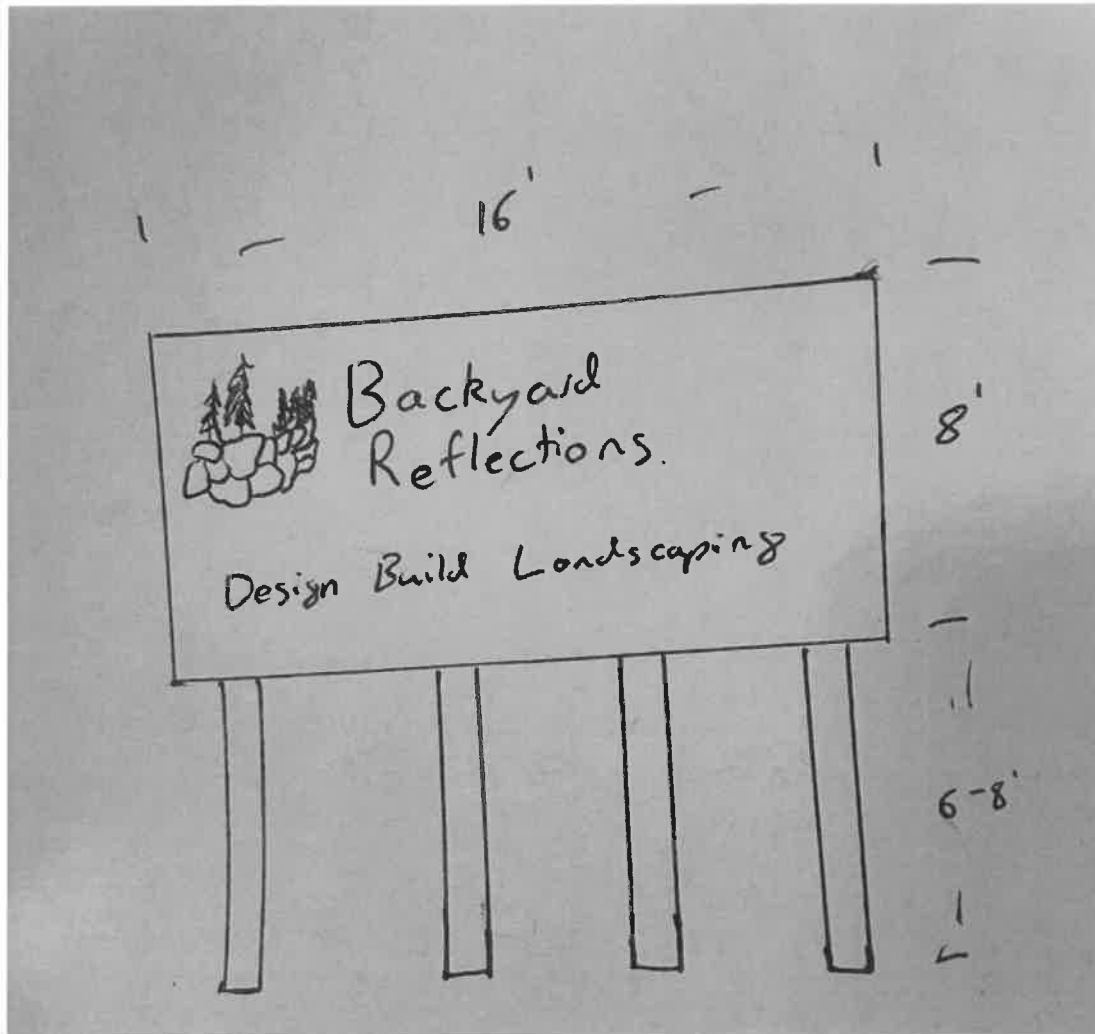
Existing Class 5 Driveway For Semi Trucks

Have Gone

EXISTING FENCE

Backyard Reflections Proposed Sign: 29276 Patriot Ave Pequot Lakes MN 56472

- Dimensions 16' x 8' 128sf Built with Treated post, wooden frame with Aluminum-core panels and vinyl decals over the top
- Decals to include Backyard Reflections updated logo and the words Design Build Landscaping similar to sketch below
- Proposed sign will only be visible from highway 371 from the Northbound turn lane to the Paul Bunyan Trail bridge while traveling North
- Proposed sign will not block any view or right of ways for any business or properties behind it (see attached photos for view from sign both ways and where sign will be seen from highway)
- Sign will not be visible from the Southbound highway 371
- Sign will not be visible from Patriot Ave traffic
- Existing signage is not visible from highway 371 and only visible on Patriot Ave for approximately .25-.5 miles North and South.





Similar Signs:

- Backyard Reflections 12421 Smiley Road Nisswa MN (our old location)
  - 16' x 8' 128sf
  - Wooden frame with Treated Posts into ground, Aluminum-core panels with Vinyl decals



- Flour Sack Antiques 4464 Co Rd 168 Pequot Lakes MN 56472 (Across Patriot Ave from proposed location)
  - 16'x8' 128sf
  - Wooden telephone poles with wooden frame Canvas billboard banner over top of frame
  - Second picture is a view of this sign from south of Patriot Ave- 371 Intersection

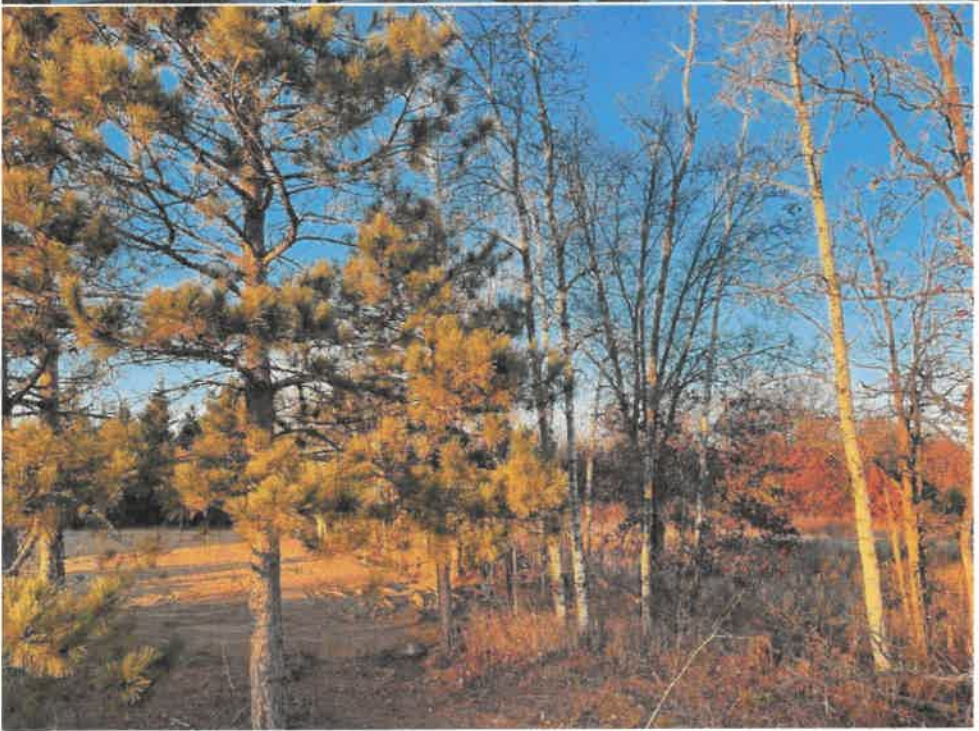


Current Signage and building from Patriot Ave side:





View from Proposed sign both directions: (1<sup>st</sup> picture towards Highway 371, second picture of view behind the sign)



View from Highway 371: (Sign would be visible just over the top of the silver enclosed trailer behind the red and yellow building.)

