



**Planning & Development Division**  
*Planning & Economic Development Department*

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Date: February 24, 2023  
To: Planning Commission and Deputy Director Fulton  
From: Chris Lee, Planner II  
RE: PL 23-021 Master Sign Plan

The Jigsaw LLC and Kimley-Horn have submitted exhibits for a Master Sign Plan at the new Jigsaw development near the corner of Anderson Road and Central Entrance. The intent of a master sign plan is to provide a uniform signage plan for a large multi-tenant site. It also allows for more rapid zoning review of pending sign permit applications. The relevant UDC language is as follows:

**50-27.9 Master sign plan.**

A. Following the effective date of this Section, an applicant is required to submit a master sign plan for any new commercial multi-tenant building or development that includes non-residential uses, including mixed-use development, for review and approval by the planning commission. The planning commission shall review the application, conduct a public hearing pursuant to Section 50-37.1.I, with public notice as required by Section 50-37.1.H, and make a decision to adopt, adopt with modifications, or deny the application;

B. The master sign plan must provide a coordinated design for all building-mounted signs including, at a minimum, criteria and specifications for sign locations, general range of sign area, and lighting. All freestanding signs must be shown on the sign plan, including size, location and lighting;

C. Once approved, signs erected within the multi-tenant development must follow the master sign plan;

D. The review and approval process for a master sign plan does not allow for variations to the requirements of this Section. (Ord. No. 10204, 3-11-2013, § 1; cited only in Ord. No. 10222, 5-13-2013, § 1.)

The applicant has summarized that they wish to create a cohesive and unified plan keeping all signage at a scale that is compatible with visitors to the site while also avoiding conflicts with residential users.

The signage proposed in the master plan exceeds the UDC in one area: the size of monument signs (10 feet proposed versus 7 feet allowed). The remaining elements of the master sign plan place higher restrictions on allowed signage (signs on 3 walls only versus 4 walls).

Staff recommends approval of the master sign plan, with the following conditions:

1. The master plan is amended to indicate a maximum height of monument signs to 6' tall, and
2. Zoning and building permits are still required for signs allowed under this master sign plan, and
3. Any alterations to the approved plans that do not alter major elements of the plan may be approved by the Land Use Supervisor without further Planning Commission; however, no such administration approval shall constitute a variance from the provisions of Chapter 50

# Master Sign Plan

## The Jigsaw Commercial Development

West Central Entrance and Anderson Road, Duluth, MN 3.65 Acres (AC)

Legal Description: Jigsaw, Block 1, Lot 1 (1.12 AC), Lot 2 (0.71 AC) and Lot 3 (1.79 AC)

*Prepared by: Launch Properties, LLC (Master Developer)*

# **The Jigsaw**

## **Master Sign Plan & Policy (MSP)**

The Jigsaw (Jigsaw) is a 3.65-acre interconnected, cohesive, local, commercial goods and services development zoned MU-N “Mixed Use Neighborhood” made up of individual lot development with lot sales and leases to corporate users developed by The Jigsaw, LLC a Minnesota limited liability company, operated by Launch Properties, LLC. (“Master Developer”). This MSP shall be part of and incorporated into the development’s recorded Declarations.

### **Procedure for Sign Approval**

Prior to any installations of any sign at Jigsaw, all tenants and/or owners must submit to the City of Duluth (City) a complete, official application for a City sign permit and receive a valid City Sign Permit which shall comply with the criteria herein this Master Sign Plan and City sign codes where the Master Sign Plan is silent in such instances. However, where different, The Jigsaw Master Sign Plan (MSP) shall prevail. No tenant sign shall be erected constructed, altered, rebuilt, or relocated until the City has issued a permit.

# Monument Signs

The Jigsaw monument signs shall be strategically placed as shown on **Exhibit A**. The Jigsaw shall have one monument-style sign for each individual Lot, (except Lot 3, if split, shall share a monument sign as depicted in **Exhibit B**).

Each monument must be setback a minimum of five (5) feet from property line adjacent to West Central Entrance as shown on **Exhibit A**.

Each monument sign shall have a matching masonry base as determined by the final material selections of the monument for Lot 3. Each monument base may have a maximum height of three (3) feet. Each monument sign cabinet shall have a maximum height of ten (10) feet.

Each monument sign shall have an overall maximum height of thirteen (13) feet, except for the monument sign on Anderson Road on **Exhibit B2** which shall have a maximum height of seven (7) feet. Example: Sign base is three (3) feet high and sign cabinet is ten (10) feet high for a total of thirteen (13) feet. Each monument sign shall be a maximum of ten (10) feet wide. See **Exhibit B** and **Exhibit B-2** for depiction of sign dimensions. Sign cabinets may vary in size and shape so long as they are no wider than ten (10 ) feet.

All monument sign bases must be uniform in materials and color as described on **Exhibit B**. If a lot contains more than one business user, that lot may share space on the cabinet portion of the sign.

## Building Signs of Wall Signs

All wall signs must comply with all City of Duluth sign codes and policies except and including:

- a.* The maximum size of a wall sign is two (2) square feet per linear foot of building façade where the wall sign will be mounted or 40 square feet, whichever is greater. Area of signs shall be determined by actual outline of the sign(s). In the case of individually lit letters, the actual outline of the letter will determine its square footage.
- b.* Logos are allowed and shall be measured individually to the outline of the logo to determine the area in relation to the overall sign area.
- c.* Three (3) wall elevations may be used so long as the total square footage on any wall does not exceed the above allowed amount per elevation.

## Temporary Building Signs

Each building, or tenant in the case of a multi-tenant building, is allowed a one (1) thirty-day Grand Opening temporary sign and one (1) thirty-day re-grand opening temporary sign not less than five (5) years from the initial Grand Opening date.

Special event temporary signs are allowed once every year for thirty (30) days. Temporary signs shall be comprised/constructed of durable all-weather materials (such as, but not limited to plywood, coreplast [plastic foam-core] alumacore, and polycarbonate [Lexan]) mounted to the

building on up to two (2) walls or they may be freestanding located on user's lot outside the public right-of-way. Temporary signs must not be larger than fifty (50) square feet. Temporary A-frame (sandwich board) signs may be used for ninety (90) days each year. A-frame signs must not be larger than five feet (5') high by three feet (3') wide and must not be in the public right-of-way of in the path of ingress or egress to a building. BANNERS ARE PROHIBITED.

## Menu Board Signs

Drive-through menu board signs are allowed with the following criteria below:

- a. All drive-through menu board signs shall be single sided and located adjacent to the drive-through lane. Signs may be affixed to the building or free-standing.
- b. Drive-through menu board signs shall not exceed eight (8) feet above grade in height.
- c. Drive-through menu board sign shall not exceed fifty (50) square feet.
- d. Up to two drive-through menu board signs are permitted per drive-through lane (excludes directional sign(s)).
- e. Anytime a business or drive-through is closed to the public, any Drive-through menu board sign shall be turned off until the business or drive-through is open to the public.
- f. Drive-through sign(s) shall not be located as to impair the vision of the driver of a vehicle traveling either into or out of drive-through lane.
- g. Dynamic and interactive menu boards and point of sale systems may be used with custom and changing color displays, video, animation or interactive messages for customer's use during the ordering process.

## Directional Signs

Each lot may have directional signs as needed for safe vehicular, bicycle, and pedestrian flow with the following criteria.

- a. Shall not exceed five (5) feet above grade in height.
- b. May be illuminated and double sided.
- c. May be affixed to the building or free-standing.
- d. Shall not exceed twenty (20) square feet.
- e. May include a clearance bar warning system for drive-through traffic.

The Jigsaw Development may have one (1) entrance sign monument installed on Anderson Road as depicted on **Exhibit A and Exhibit B-2**.

## Prohibited Signs

All signs prohibited by the City of Duluth sign codes and policies including the following:

- a. Moving or rotating signs.
- b. Signs employing moving or flashing lights.
- c. Signs employing un-edged or uncapped plastic letters or letters with no returns or exposed fastenings.

- d. Flashing, pulsating, Signs employing noise making devices and components, rotating light (or lights), rooftop, mobile signs, and portable signs shall be prohibited, as well as other prohibited signs covered under §1010.03.C of the Roseville City Code.
- e. Cloth, wood, paper or cardboard signs, stickers, non-illuminated signs, decals or painted signs around or on exterior surfaces (door and/or windows) of the premises, unless previously approved by the Landlord.
- f. Non-illuminated signs.
- g. Inflatable advertising devices.

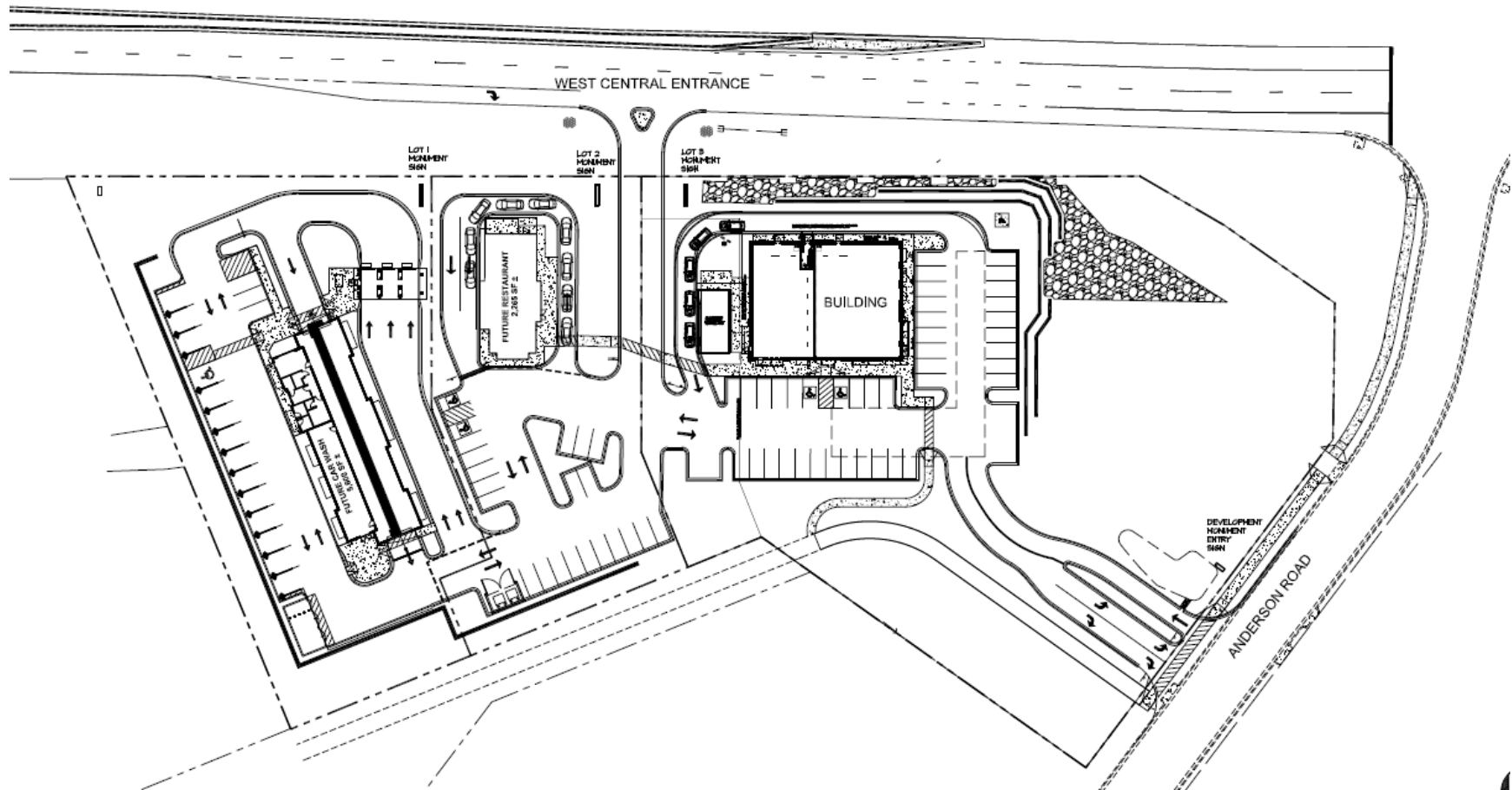
## **OTHER REQUIREMENTS**

- a. The Master Developer or its assign(s) shall sign-off on any sign proposal and shall accompany any sign permit and shall meet the requirements of this Master Sign Plan and shall be part of the recorded Declaration.
- b. A sign permit is required for the installation of all signs on the premises, except the reinstallation of for-lease information on the freestanding sign when vacancies occur.

### **Master Developer Contact:**

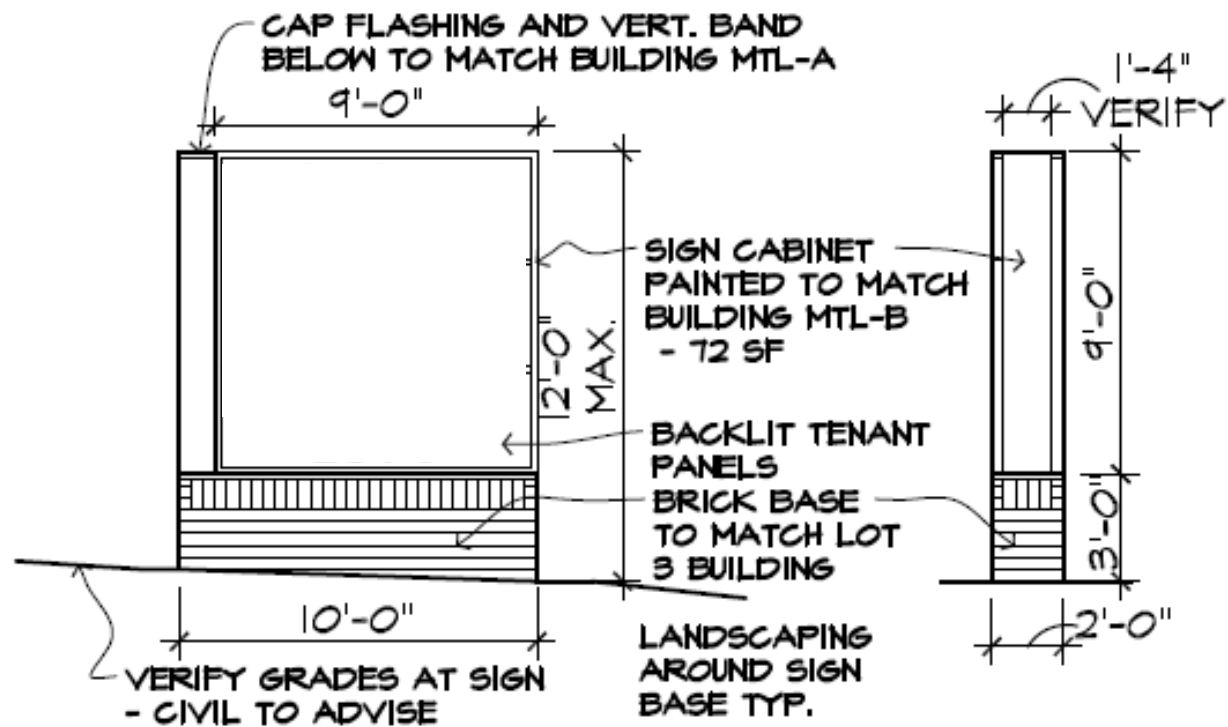
Dan Regan, principal: Launch Properties  
612-987-9966 [dregan@launchproperties.com](mailto:dregan@launchproperties.com)

# EXHIBIT A



## EXHIBIT B

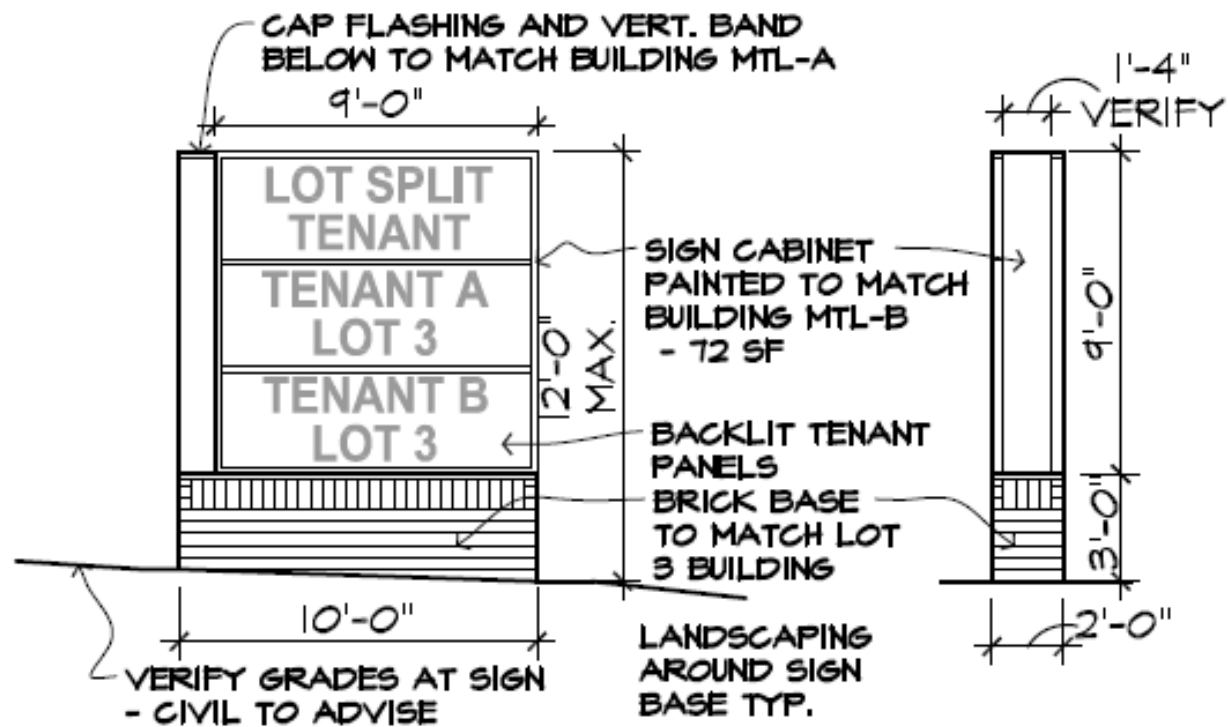
### Parcels (Lots) 1 & 2



MONUMENT SIGN AT WEST CENTRAL ENTRANCE

# EXHIBIT B-1

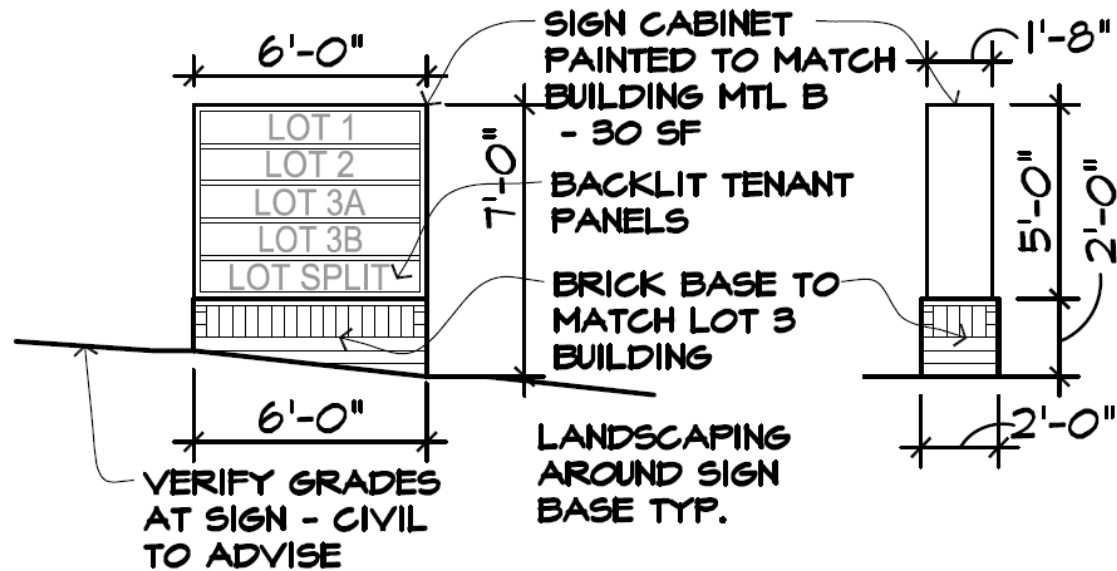
## Parcel (Lot) 3



MONUMENT SIGN AT WEST CENTRAL ENTRANCE

## EXHIBIT B-2

### Parcel (Lot) 3



MONUMENT SIGN AT ANDERSON RD