



PLANNING COMMISSION STAFF REPORT

To: Planning Commission Members
From: Liz Fields, AICP, Planner
Meeting Date: September 10, 2025

PC 25-20 Conditional Use – Electronic Message Center

Property Information: Location: Parcel #0426452007 (1288 East 2nd Street)
Zoning: C-1 “General Commercial District”
Proposed Use: Automobile Fueling Station
Current Use: Single-Family Dwellings

Project Overview: The applicant, Casey’s c/o Paul Hanson, is proposing to construct a ground sign with an electronic message center at the proposed Casey’s General Store located at 1288 East 2nd Street. The subject property is zoned C-1, General Commercial District, and electronic message centers require Conditional Use approval.

Comments: Overview: The electronic message center is proposed to be part of a ground sign located along the northwest corner of the site near the intersection of East 2nd Street and East Lawn Drive. The sign, while also advertising for the Casey’s General Store, will digitally display the current price of fuel. The sign is proposed to be set back 30 feet from the property line abutting East 2nd Street and 15 feet from the property line abutting East Lawn Drive.

Landscaping: In order to meet the landscaping requirement for a ground sign, 14 shrubs and 87 ground cover plantings are proposed for a total area of 318 square feet.

Electronic Message Center Specific Standards:

- A. Electronic message centers may be incorporated into ground signs subject to the approval of a conditional use permit per Section 1115.09(b).
The Conditional Use General Standards for Approval are contained in the next section.

- B. Ground signs containing electronic message centers are subject to the maximum height and sign area requirements of ground signs for the zoning district in which they are located.
The maximum height for a ground sign in a commercial district is 6 feet and the maximum square footage is 64 square feet. The proposed sign is 6 feet in height and 47.25 square feet.

- C. Electronic Message Centers shall be located a minimum of 250 feet from any residential use.
The applicant has noted that this requirement cannot be met due to the dimensions of the property and intends to apply for a variance.

- D. Electronic message centers shall only be located on ground mounted signs and shall not exceed two-thirds (2/3) of the size of the total sign area to ensure that the electronic component is subordinate to the principal sign face in size.
The area of the sign dedicated to the electronic message center does not exceed two-thirds of the size of the total sign area.

- E. A maximum of one electronic message center is permitted per parcel or development.
Only one electronic message center is proposed.

- F. Each message on an electronic message center shall be displayed for no less than eight seconds before transitioning.
The sign is proposed to be utilized to display the price of fuel which will remain constant unless changed. This requirement should be met.

- G. The use of streaming or full-motion video on any electronic message center is prohibited.
Streaming or full-motion video is not proposed.

- H. The lighting within an electronic message center shall not be permitted to strobe, flash on or off, change the intensity of illumination or illustrate movement.
The electronic message center will not strobe, flash on or off, change the intensity of illumination or illustrate movement.

- I. Electronic message centers shall be equipped with automatic dimmer controls to produce a distinct illumination change from a higher illumination level to a lower illumination level between one-half hour before sunset (dusk) and one-half hour after sunrise (dawn).
The applicant has noted that the propose sign is fully adjustable and has ambient light sensors that can be programmed to meet the dimming requirements.

- J. Electronic message centers shall not exceed a maximum illumination of 5,000 nits (candelas per square meter) during daylight hours and a maximum illumination of 500 nit (candelas per square meter) between dusk and dawn. The applicant shall provide a certificate of maximum illumination before a sign permit application is approved.
A certificate of maximum illumination will be required as part of the submittal for the sign permit application. The applicant has noted that the sign will not exceed the maximum illumination requirements.

- K. Electronic message centers are prohibited in the Downtown Districts.
The proposed sign is not located within the Downtown Districts.

Conditional Use General Standards for Approval:

- 1. The proposed use is a Conditional Use in the zoning district for which it is proposed.
An electronic message center is an identified Conditional Use.

- 2. The proposed Conditional Use will be in accordance with the general objectives, or with any specific objective, of the City’s Comprehensive Development Plan or this UDO.
The proposed electronic message center is consistent with the intent of the C-1 Zoning District, which is to “provide for general commercial activity, including a wide range of goods and services that will serve the region.”

- 3. The proposed Conditional Use will be designed, constructed, operated, and maintained so as to be harmonious and appropriate in appearance with the existing or intended character of the general vicinity and that such use will not change the essential character of the neighborhood.
The proposed electronic message center is designed to be consistent with the existing character of the area. Walgreens and Tommy’s Express Car Wash are located within the vicinity of the proposed Casey’s General Store and have similar signs.

4. The proposed Conditional Use will not be hazardous or unreasonably disturbing to existing or future neighboring uses.
It is not expected that the electronic message center will be hazardous or unreasonably disturbing to adjacent uses.
5. The proposed Conditional Use will be served adequately by essential public facilities and services such as streets, police and fire protection, drainage, water and sewer, or the persons or agencies responsible for the establishment of the proposed use shall be able to adequately provide any such services.
N/A
6. The proposed Conditional Use will not create excessive additional requirements at public cost for public facilities and services and will not be detrimental to the economic welfare of the community.
The proposed electronic message center will not create excessive additional requirements or be detrimental to the economic welfare of the community.
7. The proposed Conditional Use will not involve uses, activities, processes, materials, equipment and conditions or operations that will be detrimental to any persons, property, or the general welfare by reason of excessive production of traffic, noise, smoke, fumes, glare, or odors.
The proposed electronic message center does not involve uses, activities, processes, materials, etc. which are detrimental to any persons, property, or the general welfare.
8. The proposed Conditional Use will have vehicular approaches to the property that are designed so as not to interfere with traffic on surrounding public thoroughfares.
N/A
9. The proposed Conditional Use will not result in the destruction, loss, or damage of a natural, scenic, or historic features of major importance.
N/A

Considerations:

Should the Planning Commission approve the proposed Conditional Use, staff recommends the following conditions be considered:

- 1) The applicant shall apply for and receive a variance from Section 1111.08(h)(11)(C) regarding the distance of the proposed electronic message center to the adjacent residential uses.
- 2) The applicant shall submit a certificate of maximum illumination per Section 1111.08(h)(11)(J).

