

ST. JAMES PLANNING COMMISSION

TO: Planning Commission Members
FROM: Brianna Sanders, Zoning Administrator
DATE: July 13, 2026
RE: Sign Permit – 600 1st Ave South

Applicant

EXHALE DISPENSARY
ADDRESS: 600 1ST AVE SOUTH

Request

The applicant is requesting a sign permit to display their business name of “Exhale Dispensary”. The signs will be a wall sign with illumination.

Proposal

Applicant desires to construct signage to display their organization name and design. The sign does not exceed 10% of the building frontage area. The northern wall of the building has a frontage length of approximately 50 feet.

Location

The property is located in a B-3 “General Business District”. is surrounded by B-3 (east, south, west) and city owned (north).

Existing Land Use

The parcels are being used as a smoke shop and is proposed to be used for a cannabis dispensary.

Recommendations

Staff recommendation is approval

Exhibits

Exhibit 7 –Sign Permit Application

City Code

Section 156.002 defines an on-premise sign, which is proposed, as a sign advertising a business, commodity, service, or entertainment, offered upon the same premises on which the sign is located.

§ 156.033 SIGNS.

(C) *Permit required for signs.* A permit shall be required to erect any sign in the city, unless exempted above. No sign shall be erected by any person until the plan for the proposed sign has been received by the Planning and Zoning Commission, and approved by the Council. Permit fees shall be determined by the Council.

(E) *Total sign surface area (on-premises signage).*

(1) *Total surface area; exceeding limitations.* Unless otherwise provided in this section, the total surface area devoted to all signs on any lot shall not exceed the limitations set forth in this section, and all signs, except temporary signs, shall be included in this calculation.

(2) *Maximum sign surface area; residential districts.* Unless otherwise provided in this section, the maximum sign surface area permitted on any lot in any residential district is four square feet.

(3) *Maximum sign surface area; business districts.* Subject to the other provisions of this section, the maximum on-premises sign surface area permitted on any lot in any business district shall be determined as follows:

(a) The total sign surface area allowed shall be two square feet per linear foot of lot street frontage, or 10% of the building frontage area, or 75 square feet in area, whichever is greater. Only one face of a double faced, or V-type, sign shall be considered in determining the display surface area;

(b) For uses on corner lots, the frontage measurement to be used in the signage area calculation shall be the smallest dimension. In this case, the business owner shall be permitted to have two equivalent signs, one facing each street, subject to other regulations contained herein; and

(c) The maximum on-premises sign surface area on any lot in any business district shall be 200 square feet, unless specified differently in other sections.

(4) *Maximum sign surface area; industrial districts.* Subject to other provisions of this section, the maximum sign surface area on any lot in any industrial district shall be determined by multiplying the number of linear feet of street frontage of the lot by three feet, or 20% of the building frontage, or 300 square feet, whichever is greater.

(5) *Sign surface area; wall of structure.* The sign surface area of any sign located on a wall of a structure may not exceed 50% of the total surface area of the wall on which the sign is located.

(J) *Sign illumination and signs containing lights.*

(1) *General.* Unless otherwise prohibited by this section, signs may be illuminated if the illumination is in accordance with this section.

(2) *Lighting.* Lighting directed toward a sign shall be shielded so that it illuminates only the face of the sign, and does not shine directly into a public right-of-way or residential premises.

(3) *Illuminated tubings, or strings of light.* Illuminated tubings, or strings of lights, that outline property lines, sales areas, roof lines, doors, windows, or similar areas are prohibited.

(4) *Flashing lights.* No sign may contain, or be illuminated, by flashing or intermittent lights, or lights of changing degrees of intensity, except signs indicating the time, date, or weather conditions.



CITY OF ST. JAMES

APPLICATION FOR A SIGN PERMIT

City of St. James

JUL 07 2026

PAID

Name of Applicant: EXHALE Dispensary

Address: 600 First Ave S

City/State/Zip: St. James MN 56081

Phone Number: _____

Address of Sign (if different from above): _____

☐

Wall sign

☐

Wall sign with illumination (lights)

☐

Free-standing or monument sign

☒

Free-standing or monument sign with illumination (lights)

Application Permit Fee (\$50.00): ☐ PAID _____ Initial by City Staff

The information below can be found on <https://beacon.schneidercorp.com>

Legal Description of Property: _____

Parcel ID 201001580

Evidence of ownership or enforceable option: ☐ submitted ☐ not submitted

Current Zoning District of Property: Commercial

Provide a brief narrative description of the existing signage on-site and of the signage improvements proposed in this application (use a separate sheet of paper if needed): New Sign
there is an existing tobacco sign to the east

Applicant has provided a photo or drawing of sign. ☐ complete ☐ incomplete

Sketch Plan Submitted on: ____ / ____ / ____

Value of proposed work: _____

Dimensions of Sign: 29.5" H x 120" L

Sketch Plan information to be provided:

1. North arrow and parcel boundaries drawn to scale (preferably 1"=100')
2. Location of existing buildings, their size, use, and setbacks from parcel boundary lines, existing signage on site, existing driveway locations, existing streets/roads on or immediately adjacent to the parcel, existing easements, power utility poles/underground utility lines on or serving the parcel, and existing parcel areas
3. Location of proposed signage, the type of signage carrier (freestanding, attached to building), the message display area, a description of any proposed lighting if external lighting sources are to be used, the location of the lighting source, and distances of all signage elements from parcel boundary lines;
4. A line drawing of the new sign, message display area, with dimensions
5. Identification of adjacent landowners

Information supplied was: ☐ complete ☐ incomplete _____ initialed by City Staff

The above information and attached drawing of request are true and correct to the best of my knowledge.

7/6/26
Date

Museen Mustafa
Signature of Person Filing Application

Last revised 2/13/2023

