February 6, 2023

# Project Narrative

Land Use Application: PUD Amendment

1. Electronic Daktronics Video Screen & Encasing Monument: Located at NW corner of Canterbury Road and 12th Avenue
2. A wrap in style of construction banner that would be affixed to an existing chainlink fence

Canterbury team met with Planning Staff on January 30, 2022 and were informed a PUD Amendment was the best application to pursue for these signage improvements at Canterbury Park.

**Daktronics Video Screen and Monument**

Canterbury Park requests a PUD amendment to construct a Daktronics Electronic messaging board. The messaging board itself is 8'11" tall by 22' 11" wide and is housed within a monument/cabinet structure. The monument will be 16'17" tall and 26' 0" wide. The existing sign is larger than what is proposed as the peak has been removed to square it off and the flags will be removed which protrude much higher than the sign does in its existing condition.

The purpose of the sign is to advertise Canterbury events and Canterbury activities/promotions and there also could be messaging about the future and existing real estate development within Canterbury Commons.

The location of this sign is exactly where Canterbury currently has a sign and the existing supporting structure will be utilized as it is today. The monument that houses the messaging board will be improved with a painted Aluminum Cabinet. Project team is considering options like a faux stone or equivalent as shown and will work with City staff on final decision before final permit.

Finish colors are provided in the schematic and a logo of 'Canterbury Park' will be installed at the top end of the sign.

It is anticipated that enhancements would be made to this sign and monument at a later date in next couple of years when a real estate development project has advanced to a point where the sign would be best informed with Brand elements tailored to the project or district. The Daktronics board could be put in a different location on the hard corner if desired by project team or utilized on another part of the part of the property all together.

**Advertising/Screening/Construction Banner**

Also provided in the PUD application is a Single Sided Mesh Banner that would be installed on the existing chain-link fence at Canterbury Park. The mesh material is designed to allow wind to pass through it so as to minimize wind damage.

Canterbury plans to focus the wrap in locations on Co. Rd 83 and on 12th Ave where the fence is closest to the road. Canterbury has visited with a number of its development partners at Canterbury Commons and have expressed interest in using this wrap rather than the for sale and for rent signs that dot the hard corner. It is desired to coordinate this signage along with Canterbury branding elements and possible to attract interest for future development.

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The wrap would consist of larger font commonly seen in branded real estate development projects and also some visual graphics/renderings/photos.

Canterbury will work with staff on the proposed design when a design has been finalized. Somewhat a function of all the other development partners.

The banner has head seam edges with grommets around all four sides. The grommets are 2 ft apart and a zip tie would be used to affix to the existing Chain link fence.




Current Condition: Sales/Leasing Signs & Canterbury Existing Sign



Replace Sales/Leasing Signs with a Wrap on Fence




**Canterbury Park – 1100 Canterbury Road Shakopee MN**