

January 5, 2024

Andrew Walser

Phone: [REDACTED]

Email: [REDACTED]

VIA E-MAIL TO:

City of Bloomington

Planning Division

Attn: Nick M. Johnson, Senior Planner

1800 West Old Shakopee Road

Bloomington, MN 55431

Re: Comments to City of Bloomington Sign Ordinance Update – First Draft, 11/16/2023

Dear Mr. Johnson,

Walser Real Estate, LLC (“Walser”) respectfully submits the following comments regarding the City of Bloomington Sign Ordinance Update – First Draft, 11/16/2023 (the “Proposed Ordinance”).

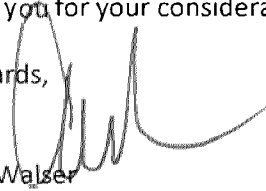
Walser has nearly completed the single largest investment in our company’s history, which we were proud to site in the City of Bloomington – a \$65 million Walser Toyota dealership and corporate office headquarters with a skyway connected 1,000 vehicle parking structure.

With the project scheduled to be completed in the summer of 2024, Walser will soon need to finalize its signage plans for the site. Signage is particularly important for this project, as numerous customers have expressed confusion as to whether the parking structure (to which no signage is currently affixed) is affiliated with the adjacent dealership and corporate office. Sign size and placement is also critical on this site due to the structure’s high visibility from one of the busiest roadways in Minnesota – I-494 between highway 169 and I-35.

With that as background, Walser seeks but one minor revision to the Proposed Ordinance. We ask that § 21.304.17(e)(5) be revised to allow for a maximum number of two signs on an elevation of a parking structure. The Proposed Ordinance as currently drafted allows for only one sign. With this requested revision, the two signs would be limited to a maximum of 150 square feet on a combined basis (the same maximum square footage as is set forth in the current draft). That is, we are not seeking any additional total square footage of signage beyond what is already stated in the Proposed Ordinance.

Please feel free to contact me with any questions. Thank you for your consideration.

Best regards,


Andrew Walser
Chief Executive Officer
Walser Real Estate, LLC