

## Heintz, Polly (CI-StPaul)

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**From:** Heintz, Polly (CI-StPaul) on behalf of Prince, Jane (CI-StPaul)  
**Sent:** Tuesday, December 14, 2021 1:24 PM  
**To:** Heintz, Polly (CI-StPaul)  
**Subject:** FW: Sign code appeal 1855 Suburban Avenue

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**From:** Jeanne Weigum <jw@ansrmn.org>  
**Sent:** Monday, December 13, 2021 4:46 PM  
**To:** Brendmoen, Amy (CI-StPaul) <amy.brendmoen@ci.stpaul.mn.us>; Tolbert, Chris (CI-StPaul) <chris.tolbert@ci.stpaul.mn.us>; Noecker, Rebecca (CI-StPaul) <Rebecca.Noecker@ci.stpaul.mn.us>; Jalali, Mitra (CI-StPaul) <Mitra.Jalali@ci.stpaul.mn.us>; Prince, Jane (CI-StPaul) <Jane.Prince@ci.stpaul.mn.us>; Thao, Dai (CI-StPaul) <dai.thao@ci.stpaul.mn.us>; Yang, Nelsie (CI-StPaul) <Nelsie.Yang@ci.stpaul.mn.us>  
**Subject:** Sign code appeal 1855 Suburban Avenue

**Think Before You Click: This email originated outside our organization.**

December 13, 2021

Amy Brendmoen, Council President  
Members of the City Council  
City of Saint Paul

Re: Appeal of sign code variance for Tumble Fresh, 1855 Suburban Avenue, 55119

I write in strong support for the BZA denial of the variance for a full color digital sign. In addition to the reasoned denial of the variance by the BZA, the argument that the sign should be allowed because other equally problematic signs have been allowed is strong justification to deny the variance.

The Saint Paul sign code was enacted to protect the community and encourage effective and non-distracting signs that help people safely navigate the city. Each time the city allows another sign to violate the standard you have set it encourages other businesses to attempt to do the same. Visual blight is preventable and preventing visual blight is part of what the sign code is all about.

I urge you to support the findings of the BZA and uphold their ruling.

Jeanne Weigum  
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