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Sent: Sunday, August 12, 2018 3:41 PM  
To: #CI-StPaul\_Ward1 <[Ward1@ci.stpaul.mn.us](mailto:Ward1@ci.stpaul.mn.us)>  
Subject: sign code amendment - One more time

Councilmember Thao,

I would like to try one more time to get you to rethink the sign code amendment changes that are before the City Council. This is my last pitch. I hope you like it.

The only parts of the sign code amendment that Scenic Saint Paul has a problem with are the changes proposed to Sec. 64.103 and Sec. 64.420. The rest of the amendment is not a problem. Obviously, Kady Dadlez misspoke when she told the city council that these changes would not allow other digital billboards to be built. The City Attorney has confirmed that allowing digital billboards at Treasure Island Center will basically destroy the status quo and billboard companies will challenge the city for allowing them at Treasure Island and nowhere else (barring a trade down – which was a compromise with the billboard companies). Certainly, any area in Saint Paul with B4 or B5 zoning would be up for grabs.

Why not propose to strike those changes above and pass the rest of the amendment? Sport Facility Sponsorship signs would pass (a win for you and the soccer stadium folks). Temporary signs would be amended and the White Bear Special Sign District would now have language that falls in line with all the other special sign districts. A win for everyone.

Without major intervention on your part (and the other council members who will be in attendance Wednesday) I'm afraid we don't have the votes to stop this thing. So that's my pitch. I'm convinced that removing the parts of the amendment that will allow digital billboards on the Treasure Island Center is what is best for Saint Paul.

Thank you,

Gerry Mischke  
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Scenic Saint Paul