

**From:** Todd Geller [mailto:todd@victorycapital.com]  
**Sent:** Thursday, July 26, 2018 6:09 PM  
**To:** \*CI-StPaul\_Contact-Council <Contact-Council@ci.stpaul.mn.us>  
**Subject:** Treasure Island Center - Change in Signage Ordinance

Members of the St. Paul City Council,

I am writing you today to voice my support for the change to the Signage Ordinance that the St. Paul Port Authority is seeking on August 1<sup>st</sup>. This signage will be in an area that is commercial in nature and will have no impact to the residents or places of worship in St. Paul. I believe that allowing them to use the sign to advertise other programs or activities in the City will only add to the vibrancy of Downtown St. Paul. I would encourage you to vote in favor of the proposed change. Thank you.

Todd Geller  
Victory Parking, Inc.

**From:** B Kyle [mailto:bkyle@saintpaulchamber.com]  
**Sent:** Thursday, July 26, 2018 6:19 PM  
**To:** \*CI-StPaul\_Contact-Council <Contact-Council@ci.stpaul.mn.us>  
**Subject:** Signage Support for Treasure Island Center

Thank you for accepting our input into the proposed City Council amendment to Chapter 64 of the Legislative Code, pertaining to signage.

The Saint Paul Area Chamber of Commerce is excited about the ongoing development in Saint Paul, and feel certain that digital signage on Treasure Island Center will continue to promote the positive energy and “vibe” in the downtown.

- As I understand it, this amendment is not requesting a change to the City's billboard strategy. This request is for digital signage in an area that has no impact to residential properties or places of worship.
- The intent of the digital signage proposal is to add vibrancy to downtown Saint Paul.
- Income earned will support community events taking place at TRIA Rink and Treasure Island Center.

And, because a digital signage contract will include a certain number of hours that Treasure Island Center ownership will be able to designate, we anticipate the following benefits:

- Digital signage at Treasure Island Center will provide equity to organizations that currently cannot afford to promote their programs and activities, including nonprofit organizations.
- Expanding the potential message options will give organizations like the Palace Theatre, Park Theater and Children's Museum the opportunity to promote their events in downtown Saint Paul.
- Expanding the potential message options will also provide the City of Saint Paul with an opportunity to share relevant content in downtown Saint Paul.

Thank you for your support. If you have any questions, please let me know.

Respectfully,  
B Kyle



B Kyle  
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**From:** Regal, John D. [mailto:John.Regal@securian.com]  
**Sent:** Thursday, July 26, 2018 10:23 PM  
**To:** \*CI-StPaul\_Contact-Council <Contact-Council@ci.stpaul.mn.us>  
**Subject:** Securian Financial supports amendments to Chapter 64 of the Legislative Code pertaining to signs

Council President Brendmoen and Councilmembers,

Securian Financial supports the proposed digital signage for the Treasure Island Center located one block from our campus. We believe this will add vibrancy to downtown Saint Paul and provide a revenue stream to further support community events held at TRIA Rink and Treasure Island Center. In addition, other nearby attractions and organizations will now have an opportunity to further promote their events that, for some groups, cannot currently afford to do so.

The Treasure Island Center is a transformative project for downtown. We want and need it to succeed. Appropriate digital signage is imperative.

On behalf of our nearly 2,800 associates who work downtown, thank you for your consideration.

Respectfully,

**John D. Regal**

Director, Risk Management and Local Public Affairs  
Controller and Treasury

**From:** Tanya Bell [mailto:tbell@grandrea.com]  
**Sent:** Thursday, July 26, 2018 4:20 PM  
**To:** \*CI-StPaul\_Contact-Council <Contact-Council@ci.stpaul.mn.us>  
**Subject:** Digital Signage - Treasure Island Center

I am writing in support of the proposed addition of digital signage at Treasure island Center. That property is centrally located in our downtown and it can be a wonderful place to display the vibrancy of our city with announcements, access to "shout outs" for our companies and organizations in downtown

and all with limited negative impact to residents or others who would perceive the light/brightness to be challenging.

I enjoy seeing the Xcel sign to know what is upcoming and I also enjoy the news band at MPR. A little interest and diversity in our visual environment is good!

Thanks for letting me weigh in!

**Tanya L. Bell**  
**Grand Real Estate Advisors Group/Westridge Properties**

**From:** Jeanne Weigum [<mailto:jw@ansrmn.org>]  
**Sent:** Monday, July 30, 2018 11:40 AM  
**To:** Thao, Dai (CI-StPaul) <[dai.thao@ci.stpaul.mn.us](mailto:dai.thao@ci.stpaul.mn.us)>  
**Subject:** Advertising signs on Treasure Island

A proposal is coming before the council this week that would diminish the restrictions on advertising signs on sports facilities. I am concerned about this proposal for the following reasons:

- 1) It expands off-premises advertising. Saint Paul has worked for two decades to reduce the amount of this type of advertising and there appears to be little or no public benefit from this change in policy.
- 2) It allows full movement video. Billboards, with the exception of the Excel, that are digital are not allowed full movement video. This type of advertising is more intrusive and again there seems to be little or no public benefit and significant public harm.
- 3) It removes protections for residential properties. This type of signage has the potential to dramatically impact people in their homes 24-7. These citizens will receive no benefit but may see the value of their property diminished through no fault of their own.

I hope you will oppose this expansion of advertising in down town.

Jeanne Weigum

**From:** Jim Stolpestad [<mailto:JStolpestad@ExeterMN.com>]  
**Sent:** Tuesday, July 31, 2018 8:29 AM  
**To:** #CI-StPaul\_Ward7 <[Ward7@ci.stpaul.mn.us](mailto:Ward7@ci.stpaul.mn.us)>  
**Subject:** Treasure Island Signage Request

Dear Jane,

I am writing to ask you to support the Port Authority's signage request for Treasure Island Center. As both a Saint Paul Downtown Alliance board member and major property owner downtown, I believe this signage will enhance the vitality and appeal of our downtown and add to the positive momentum our central business district has experienced in recent years. While I understand your concerns about the neighborhood billboard issue, which I share and have supported financially in the past, this Port Authority request and the downtown interests it represents are entirely different than legitimate neighborhood concerns about billboards in residential areas. I believe the downtown business

community is virtually unanimous in its support for this Treasure Island Center signage and I invite you to assist the Port Authority in moving this measure forward at the City Council meeting tomorrow. Thank you.

Jim

**JAMES A. STOLPESTAD**

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