

Good afternoon, Council President Lantry, members of the Council. I'm Andrew Hine of 757 Armstrong Avenue.

I've heard some people suggest that sign ordinances are anti-business, yet there has not been any evidence presented to support that assertion, or to show that using temporary signs safely would "force costly changes to a storefront." As a member of Metro IBA and the West 7<sup>th</sup> Enhancement Coalition, an arm of the West 7<sup>th</sup> Business Association, I have been discussing the issue of signage with numerous local business owners and sign makers, most of whom grasp the importance of proper signage. From Ward 3, the Highland Business Association has sent you a letter, and is currently revisiting their special sign district rules with an eye to Grand Avenue, because both groups recognize the importance of having an up-to date sign code to further enhance their business area.

Last winter I had the honor of giving a presentation on the subject of signs to the Saint Paul Club. I'd like to give you a hardcopy of that PowerPoint presentation, including my talking points, to emphasize the value of good signage and its role in promoting business success and neighborhood pride. I have reprinted ten copies of the section on CPTED, taken directly for the most part from the City of Saint Paul's website which I assume reflects your collective viewpoint. It certainly reflects Sheriff Bostrom's, and I know you've received a letter of support from him recently. I also submit to you Grand Avenue's sign plan, including the statement "Sign clutter reduces effectiveness."

Thank you for all the time and consideration you've given this issue, and for your support in helping to make Saint Paul the most livable city in America.

A. M. Hine

757 Armstrong Avenue