



December 14, 2011

Saint Paul City Council Members,

I am writing on behalf of the Midway Chamber of Commerce to express our concerns for the proposed signage regulations for Saint Paul. The Midway Chamber of Commerce asks that the Saint Paul City Council vote no on Ordinance 11-31 amending Chapter 64, Signs, of the Zoning Code (Signage Amendment).

The Midway Chamber of Commerce realizes that the revised version of the ordinance is less restrictive and we appreciate those changes. However, the new regulations may still have a negative impact on businesses in the Midway area.

Many small businesses depend on the ability to use every resource available to connect with potential customers. Window signage is one of their most cost effective marketing strategies to communicate the goods and services they offer to their current and potential customers. The new proposed sign regulations will limit impact and the use of this affordable and effective method of advertising. Also, Businesses that are a part of a franchised business organization have a difficult time complying with the new regulations, making it problematic for the local owner to operate according to their company standards.

Regardless of the type of business impacted, employees and their families will likely be impacted by potential job loss at a time of significant and ongoing economic challenges. This is a time to help businesses succeed instead of creating new barriers.

The Midway Chamber of Commerce is aware and conscientious of the safety concerns that this amendment is trying to address. However, this ordinance will make it difficult for businesses to operate in Saint Paul and will not effectively solve the safety concerns.

We believe that a licensing approach, rather than zoning, would more effectively address important safety concerns and would have a much smaller impact on businesses as issues could be dealt with on a case by case basis.

We believe there is a better way to solve this problem and respectfully ask you to vote no. Thank you for your time and consideration.

Sincerely,

A handwritten signature in cursive script that reads "Kari Canfield".

Kari Canfield
President/Executive Director
Midway Chamber of Commerce

**Building A
Stronger Midway**

Developers

American Bank
Equity Services of
St. Paul
Park Midway Bank
Warners' Stellan
Wellington
Management, Inc.
Xcel Energy

Architects

American Engineering
Testing, Inc.
Anchor Bank
Hamline University
JB Realty, Co.
McDonald's
NAI Welsh
Companies
Pioneer Press

Builders

Associated Bank
Hubbard
Broadcasting, Inc.
Mintahoe Catering
& Events
St. Paul Port Authority
Western Bank