



May 18, 2011

Council President Kathy Lantry
1400 City Hall Annex
25 Fourth Street W
Saint Paul MN 55102-1623

RE: Amending Chapter 64 of the Zoning Code Pertaining to Signs

Dear Council President Lantry:

We, the undersigned organizations and businesses, write in strong opposition to the sign amendments offered by Councilmember Dave Thune with respect to Ordinance 11-32. We believe that Ordinance 11-32 as introduced upon first reading by the Saint Paul City Council on May 04, 2011 is more reasonable and therefore should be adopted.

We believe Councilmember Thune's amendments will make it harder for businesses to use signs in Saint Paul. We find it unnecessary to impose regulatory requirements on the use of interior window signs by businesses. Furthermore, we question the priority of these changes given the fiscal challenges facing many state and local governments, including the City of Saint Paul. Regulating interior window signs will likely place a significant administrative burden on the City to enforce the new regulations.

We have actively participated in the City's process of studying signage regulations. Unlike the amendments offered by Councilmember Thune, we believe the recommendations of the Planning Commission are reasonable and are the result of broad community input. We are pleased that the Planning Commission has recommended against regulating interior window signs and increasing restrictions on illumination in commercial districts.

Signs are extremely important to businesses. They are the voice of businesses allowing them to communicate with pedestrians and motorists. Imposing greater restrictions will not only discourage the use of signs, but it may even deter businesses from locating to Saint Paul.

Therefore, we urge members of the City Council to reject Councilmember Thune's amendments and adopt the recommendations of the Planning Commission.

Respectfully,

Matt Kramer
President
Saint Paul Area Chamber of Commerce

Jack McCann
President
University Avenue Business Association

Matt Anfang
President
Greater Saint Paul Building Owners and Managers
Association

Robin Ongaro
Executive Director
Grand Avenue Business Association

Dan McElroy
Executive Vice President
Minnesota Restaurant Association

Greg Rendall
President
Minnesota Sign Association

Kenneth Peskin
State and Local Government Affairs Manager
International Sign Association

Ann Young
Owner
Signsational Graphics

Brian Mackenzie
Owner
FASTSIGNS (Store No. 286)

Steve Wither
Vice President
AE Sign Systems

Brian Steinhoff
Executive Director
Minnesota Retailers Association

Kari Canfield
President
Midway Chamber of Commerce

cc

Mayor Chris Coleman
Councilmember Melvin Carter
Councilmember Dave Thune
Councilmember Pat Harris
Councilmember Russ Stark
Councilmember Lee Helgen
Councilmember Dan Bostrom