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Date: 5/18/2011 4:27 PM
Subject: St. Paul City Council - this evenings hearing

Dear Council Member,

As a business located in St. Paul as well as a representative of the food retail industry, I am writing to ask that the council adopt the planning commission's fair and reasonable signage requirements for the city as written. These regulations have been subject to input from the community and developed in a thoughtful manner.

Please do not vote for Council Member Thune's amendments restricting signage within my store. It could force costly changes to a retailer's storefront and will certainly cost the city money as you attempt to enforce these difficult regulations. In this difficult economy, it is not beneficial to the city as a whole to place additional burdens on businesses or regulators.

Thank you for your consideration,

Jamie L. Pfuhl

President

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