



City of Saint Paul
Appeal of Zoning File 19-103-405
Zoning File # 19-111-438

1. Currently OUTFRONT MEDIA has 28 digital sign faces in the Twin Cities market, none are located in the City of St. Paul. OUTFRONT has received no complaints regarding these signs and interfering with traffic.
2. Our competitor, Clear Channel Outdoor, has 2 digitals that we know of in the City of St. Paul that were allowed under this same sign ordinance.
3. The angle of adjustment on the current sign face is minimal, OUTFRONT has to move the sign face approximately 12 inches on the north end to the west.
4. With this digital sign face conversion, OUTFRONT will have to remove up to 38 existing nonconforming sign faces in the City. Every Ward in the City will have at least 2 sign faces removed. Ward 4, where the application is located, will have 12 sign faces removed.
5. The Federal Highway Administration (FHWA) conducted two studies concerning driver behavior and digitals signs. It was determined that there was no increase in accidents from digital signs. OUTFRONT has supplied four letters from local communities that support no complaints or accidents from the digital signs operated by OUTFRONT.
6. The existing static sign is 14'x48' in size with exterior LED lighting, the new digital sign will be the same size with interior LED lighting

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