

FILE
12-077595



GRAND AVENUE

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St. Paul, MN

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f

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Board of Zoning and Appeals
Room 330 – City Hall
St. Paul, MN 55102

June 25, 2012

To Whom It May Concern:

The Grand Avenue Business Association is writing in support of the signage variance application for Creative Kidstuff, located at 1074 Grand Avenue. The application request is to allow for the installation of a tiger and a lion sculpture at the front entrance of the store. Both the tiger and the lion are unique sculptures that are intended to be art and not signage.

The Grand Avenue Business Association supports this variance application because we believe it will be of benefit to the business, to the patrons of Creative Kidstuff, as well as to the vitality of the area. Creative Kidstuff has been a cornerstone of Grand Avenue for almost thirty years and is a significant component of the area and community. The Grand Avenue Business Association appreciates your consideration of this application and hopes you vote in favor of the variance.

Sincerely,

Sue Evens
Executive Director

Regular Meeting Public Hearing Action Item Consent
Item Resolution Ordinance
 Presentation Other:

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12-077995

EDA Meeting Action Item Resolution Other:

Study Session Discussion Item Written Report Other:

TITLE:

Creative Kidstuff Storefront

RECOMMENDED ACTION:

Motion to approve the storefront design for Creative Kidstuff at The Shops at West End

POLICY CONSIDERATION:

Does the City Council agree with staff's findings and approve the tenant storefront design?

BACKGROUND:

The approved planned unit development (PUD) for The Shops at West End provides for flexibility among tenants to design their storefront to reflect the corporate image, if in accordance with design guidelines for the shopping center, PUD design requirements, and City Code architectural design standards.

The Shops at West End tenant, Creative Kidstuff, submitted a storefront design that is unusual, but appears to meet The Shops at West End design guidelines.

ANALYSIS

Issues to consider in the review included exterior building materials, sign regulations and colors.

Building Material Standards

About 44% of the façade is storefront glass (Class I material). The remaining materials are prefinished metal (Class II material). The store is located at the interior of the shopping center along West End Boulevard. It is not visible from Park Place Boulevard, 16th Street or Gamble Drive. It meets the material standards in the City Code, PUD and The Shops at West End Design Guidelines. If this storefront was visible from a public street, the minimum percentage of Class I materials (brick, stone, stucco, copper, glass, etc.) would be 60%.

The plan includes a large prefinished-aluminum "sculpture" that is attached to the building in the shape of a lion. The sculpture extends slightly above the parapet wall and over the store entryway. The elements of the lion vary in depth, giving it a three dimensional effect. The back legs are 12 inches deep, the front legs are 24 inches deep, and the head is 36 inches deep.



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Sign Regulations

The lion image is sometimes shown in *printed* advertising for Creative Kidstuff (half lion/half tiger image), but is not a federally trademarked logo and is not consistently associated with Creative Kidstuff stores. Staff reviewed the storefronts of six other Twin Cities locations and saw a variety of treatments, but most did not use the lion or the lion/tiger image. Therefore, it need not be classified as a sign¹ and may be allowed as a supergraphic² or architectural embellishment. The zoning code exempts both supergraphics and architectural embellishments from sign regulations. Had this been a trademark or logo, it would be a sign and exceed the maximum sign area.



Colors

The wall material is prefinished aluminum with an iridescent, color changing paint finish (Alucobond Spectra Cupral). The color is similar to the color palette in the design guidelines. The lion sculpture uses three colors: two shades of yellow and a purple color. More specifically, the colors are "Glad Yellow" – a muted yellow used for the face and front legs of the lion sculpture, "Citrus" – a darker and brighter yellow used the hind legs of the lion sculpture, and "Gentian" – a faded purple used for the outlines and spots. Of these, Citrus is a "bright, pure accent color" regulated in the Zoning Code architectural design standards. No building may display more than 5% of any elevation surface in bright, pure accent colors. The Citrus color is 4.3% of the proposed storefront area.

While the storefront design is unusual, staff finds the proposed storefront design complies with the City Code, PUD, and design guidelines for The Shops at West End.

FINANCIAL OR BUDGET CONSIDERATION:

None.

VISION CONSIDERATION:

None.

Attachments: Building Elevation & Lion Sculpture Detail
Color Samples

Prepared by: Sean Walther, Senior Planner

Reviewed by: Meg McMonigal, Planning and Zoning Supervisor
Kevin Locke, Community Development Director

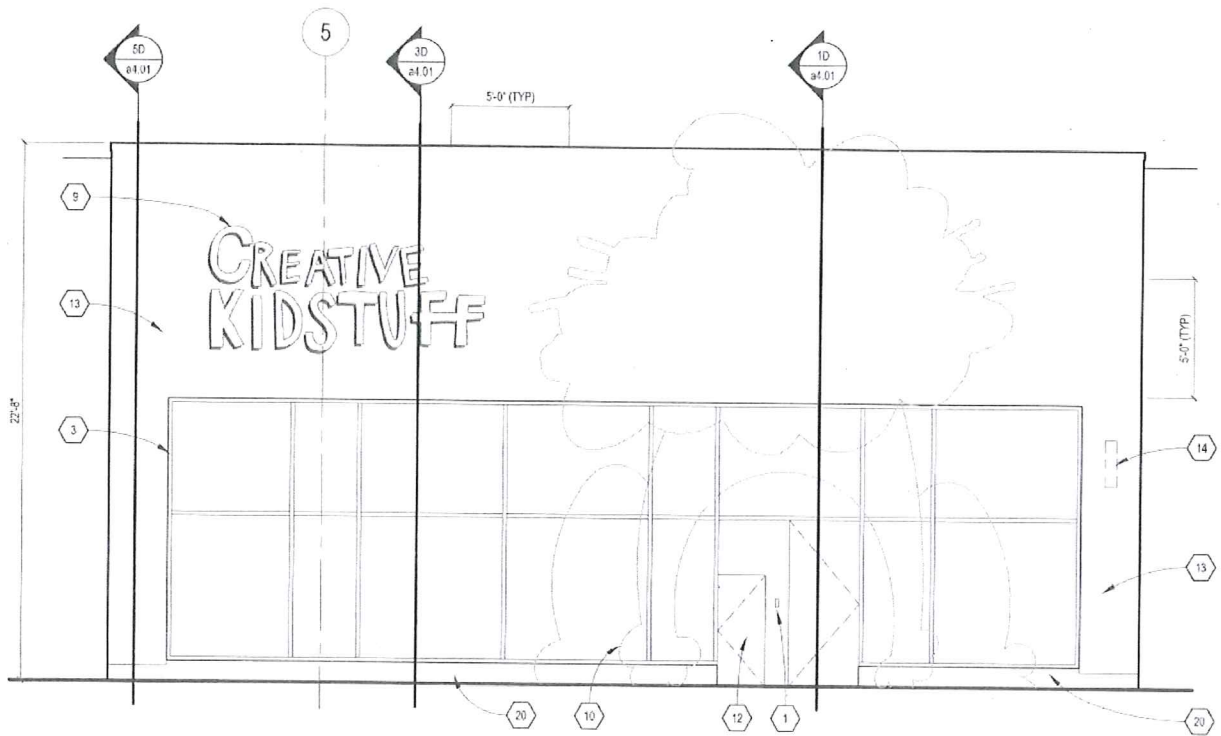
Approved by:

¹ *Sign* means any written message, pictorial presentation, number, illustration, decoration, flag, banner or other device that is used to announce, direct attention to, identify, advertise or otherwise make anything known. The term "sign" shall not include landscaping or the architectural embellishment of a building not intended to communicate information. For purposes of maintenance or removal, the term "sign" shall also include frames and support structures.

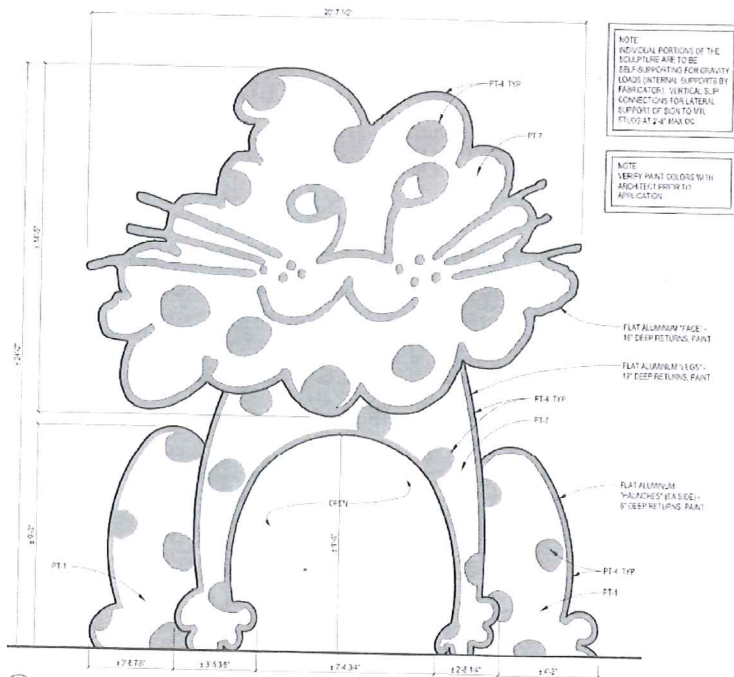
² *Supergraphics* means any mosaic, mural, painting or graphic art or combination thereof which is professionally applied to a building that does not contain any brand name, product name, letters of the alphabet spelling or abbreviating the name of any product, company, profession or business, or any logo, trademark, trade name, or other commercial message.

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Building Elevation



1B EXTERIOR ELEVATION
 1/4" = 1'-0"



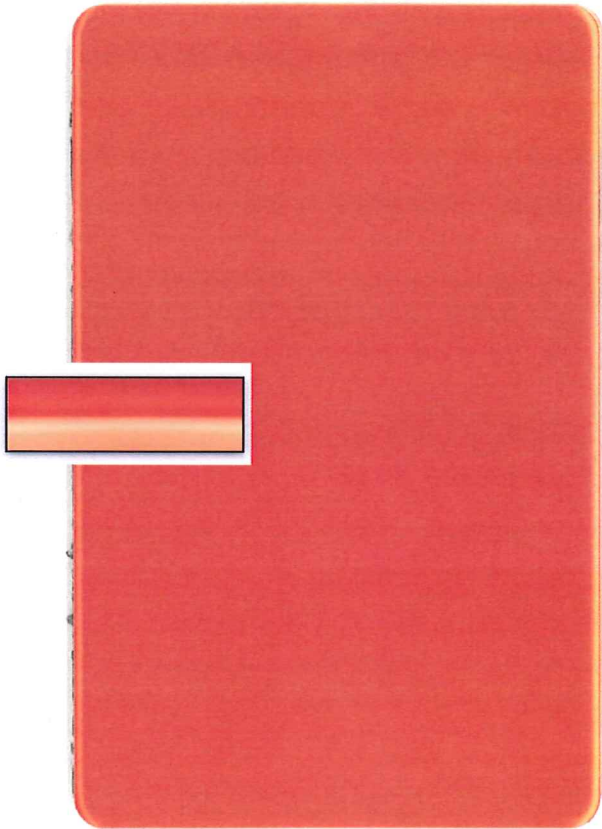
LION SCULPTURE

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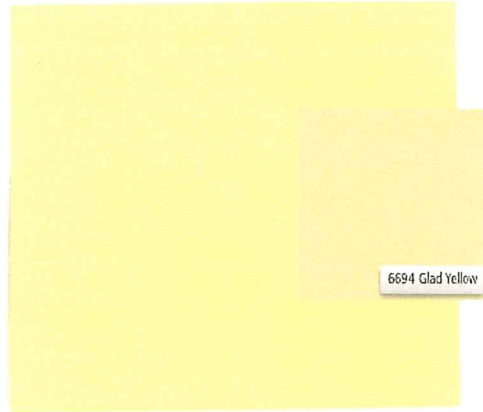
Color Samples

Below is a combination of scanned images of material samples and smaller images of the proposed colors copied from manufacturers' websites. Please note that none of the samples below exactly matches the original, but provides an approximate representation. Original material samples will be available at City Hall and at the City Council meeting.

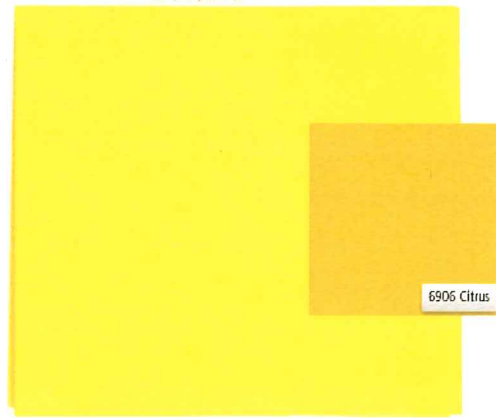
Alucobond Spectra Cupral



Glad Yellow



Citrus



Gentian

