

FILE  
14-093588

**Diatta, YaYa (CI-StPaul)**

**From:** Gregory M. Sheehan <gmsheehan@comcast.net>  
**Sent:** Wednesday, February 19, 2014 1:18 PM  
**To:** Diatta, YaYa (CI-StPaul)  
**Cc:** 'Kerry Antrim'  
**Subject:** File # 14-093588 Public Comment.

Good afternoon!

Subsequent to receiving your notice of Public Hearing we have shared several messages and discussion among the NEBA Board and the D6 Planning Council. NEBA is aware via communication that D6 is in opposition to the variance as requested.

NEBA is greatly aware that signage is extremely effective advertizing for most every store front business. Dynamic display signage is relatively new and apparently the future for the signage medium. The comparative advantage may be relative to both the particular business and application.

Both the residential and commercial stock in the North End are aging and in need of many changes to both practices and infrastructure going forward. The North End and all traffic crossing the Rice Maryland intersection will enjoy greater safety due to the recent turn lane addition and enhancements. This was a major project. As a community, we will persevere.

NEBA is on record maintaining the belief and operational understanding that good commercial centers cannot exist without good surrounding residential communities. We are committed to making the North End both a good place to live and shop. Having said this, and understanding that the size and set back requirements are satisfied, NEBA is inclined to support the variance requesting multi color dynamic display. The world is in color. We have no evidence that a 20 minutes change is either excessive or would lend to pedestrian and vehicle safety at the intersection or at any other location on either street for that matter. We will not support the variance for change cycle until such time that evidence affords accurate measures for safety. The NEBA board had one member favoring the D6 position.

Multicolor dynamic signage is the future for commercial activity. We choose to believe that this portion of current regulations restrict business and thereby restrict both commercial and residential prosperity for the North End.

Thank you for providing this forum!

Dr. Gregory M. Sheehan, NEBA Secretary  
1215 Rice Street  
Saint Paul, Minnesota 55117  
651-488-7251  
[gmsheehan@comcast.net](mailto:gmsheehan@comcast.net)  
[www.smilesbysheehan.com](http://www.smilesbysheehan.com)