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CITY OF SAINT PAUL

Mayor Christopher B. Coleman

400 City Hall Annex
25 West 4th Street
Saint Paul, Minnesota 55102
www.stpaul.gov/parks

Telephone: 651-266-6400
Facsimile: 651-292-7405

June 26, 2014

Saint Paul Planning Commission
25 West Fourth Street, Suite 1400
Saint Paul, MN 55102

Dear Members of the Planning Commission,

We would like to express our support for the Chapter 64 text amendment changes accommodating signs at the new municipal ballpark in Lowertown. Specifically, we believe the effort to allow roof signs, Sec. 64.414, is very important.

A roof sign at the municipal ballpark, designed under the proposed code amendments, and integrated into the architecture, will become a great identifier for the ballpark and the neighborhood. In addition to becoming a recognizable landmark, it would reflect the historic character of the district as a contemporary interpretation of the signs once mounted above the nearby warehouses. Increasing Lowertown's identity and relating to its history are important goals defined in the October 2011 *Greater Lowertown Masterplan*. It is for these reasons that we support the effort to amend the Chapter 64 code.

Sincerely,

Michael Hahm, CPRP
Director, Saint Paul Department of Parks and Recreation
25 W. 4th Street, Suite 400
Saint Paul, MN 55102

cc: Jody Martinez, Saint Paul Parks and Recreation
Chris Stark, Saint Paul Parks and Recreation
Jake Reilly, Saint Paul Planning and Economic Development



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Jake

I read thru updated version and see the revisions to Appendix I have been eliminated.

But under section Sec 64.122 T

Proposed Language is

Transit stop shelter. Transit stop shelters are regulated under appendix I of the city's legislative code, and are not subject to the requirements of this chapter.

Since Appendix I only deals with the CBS Outdoor Bus Shelter Franchise and not all transit stop shelters which potentially could include advertising (Met Transit Bus Shelters, BRT Stations/Shelters, LRT Stations/Shelters, future Streetcar Stations/Shelters), I would recommend the above proposed language be amended to:

Transit stop station. A transit stop station is a regular stopping place on a public transportation route with a covered structure providing protection against the weather for people waiting for transit. Transit stop stations are regulated under appendix I of the city's legislative code, and are not subject to the requirements of this chapter.

By copy of this email, I request Peter Warner and Lisa Veith comment on this also.

Paul St. Martin P.E.
Assistant City Engineer
Traffic and Lighting Division
St. Paul Department of Public Works
800 City Hall Annex
25 West 4th Street
St. Paul, MN 55102
Telephone # 651-266-6118
Fax # 651-298-4559
paul.st.martin@ci.stpaul.mn.us



Northwestern Building

July 8, 2014

Saint Paul Planning Commission
25 W. Fourth Street, Suite 1400
Saint Paul, MN 55102

Re: Draft Zoning Code Amendments Ch. 64 - Signs

Dear Sir/Madam,

Please allow this letter to serve as our general support of the proposed draft zoning code amendments pertaining to Chapter 64 of the City Code, specifically regarding a conditional use permit option for roof signs in the B4 and B5 Central Business Service districts. We understand that there is a hearing on the matter this Friday morning, July 11th.

We are building owners in St. Paul and providing an owner with the option to pursue a roof top sign is a good idea, allowing for contemporary interpretations of historic roof signs that once were part of Lowertown. Further, well done rooftop signs will increase the neighborhood's sense of identity.

More specifically, we understand that certain code amendments are being proposed for signs relating to the Lowertown Ballpark. We are in favor of those, as well. The Ballpark effort was a true community effort. It is resulting in a facility that will be a landmark for St. Paul. To the extent that the proposed amendments allow the facility designers and the City to enhance the building's architecture, perceived mass and presence along Broadway, as a rooftop sign certainly will do, we are fully supportive. Further, a rooftop sign and the other signs that go along with the ballpark will afford the St. Paul Saints, as facility operator, signage opportunities consistent with those at other sports venues in St. Paul and the Twin Cities.

Thank you for taking time to review our comments.

Sincerely,

Clinton T. Blaiser
Owner/Partner
Wheeler Cleveland Hague Partnership

Sincerely,

Richard S. Pakonen
Owner/Chief Manager
275 Northwestern, LLC



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July 8, 2014

Saint Paul Planning Commission
25 W. Fourth Street, Suite 1400
Saint Paul, MN 55102

Re: Draft Zoning Code Amendments Ch. 64 - Signs

Dear Sir/Madam,

Please allow this letter to serve as our support of the proposed draft zoning code amendments pertaining to Chapter 64 of the City Code, specifically regarding a conditional use permit option for roof signs in the B4 and B5 Central Business Service districts. We understand that there is a hearing on the matter this Friday morning, July 11th.

We are relocating to downtown St. Paul early next year as primary tenant and operator of the Lowertown Ballpark. Providing property owners downtown with the option to pursue roof top signs for their buildings in these districts is a good idea, allowing for contemporary interpretations of historic roof signs that once were part of Lowertown. Further, well done rooftop signs will increase the neighborhood's sense of identity and relationship to its history.

More specifically, we understand that certain code amendments are being proposed for signs relating to the Lowertown Ballpark. We are in favor of those, as well. The Ballpark effort was a true community effort and the facility will be a landmark for the city and the region.

Regarding a rooftop sign for the Lowertown Ballpark, our opinion is that allowing the Ballpark's design team to enhance the building's architecture, perceived mass and presence along Broadway, as a rooftop sign certainly will achieve, will add to the visual experiences of fans attending events at the park and visitors to the neighborhood. We would encourage you strongly to entertain the notion of a four-sided rooftop sign with regard to the one proposed for the Ballpark and potentially for other buildings that would seek a conditional use permit. Our understanding is that draft code language would limit such signs to two sides. The Ballpark has the potential to be highly visible in all four directions from its location as a community anchor on the east end of downtown. It's a

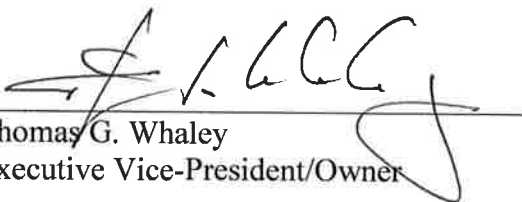
smaller, more community-oriented facility than its Big League siblings elsewhere in the Twin Cities and is built lower to street level. It is very important for the Ballpark, from a marketing standpoint, to be able to announce itself to anyone in its vicinity. This can be achieved in a tasteful and historically-minded manner.

A rooftop sign and the other signs that go along with the ballpark also will allow us to leverage signage opportunities consistent with those at other major sports venues in St. Paul and the Twin Cities, ultimately enhancing its prospects for long-term success as a strong community asset.

Thank you for taking time to review our comments.

Sincerely,

St. Paul Saints Baseball Club, Inc.



Thomas G. Whaley
Executive Vice-President/Owner