



CITY OF SAINT PAUL
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DATE: February 7, 2013

TO: Neighborhood Planning Committee

FROM: Kate Reilly (266-6618), kate.reilly@ci.stpaul.mn.us

RE: Public Hearing Response to Amendments to the Highland Village Special District Sign Plan

Background:

On July 14, 2011 the Planning Commission initiated a study, undertaken by a task force, of the Highland Village Special District Sign Plan. The task force was made up of members of the Highland Business Association and the Highland District Council. The group met between July 2011 and May 2012 and made recommendations to amend the plan and plan area (see Attachments A and D). The recommendations are modeled on those made for the 2009 update of the Grand Avenue Special District Sign Plan. They clarify language and amend the area to which the sign plan applies.

The Highland Village Special District Sign Plan was originally drafted by the Highland Village Planning Committee and adopted by the City Council in 1986. It applies to the area shown on Attachment C. In February, 2011 the Highland District Council requested review of the Highland Village Special District Sign Plan. At the same time, the Highland Business Association recommended that signs with dynamic display be prohibited within the sign district, and the Highland District Council supported this recommendation.

The draft amendments and their rationale are detailed in the attached document. Primarily the changes result in a sign plan that follows more closely the style of the existing zoning code by clearing up unnecessary and ambiguous language. In addition, the draft plan expands the area of the sign district to the Ford site and up to Snelling Avenue. One of the principal changes to the document is the addition of a prohibition on dynamic display signs.

Public Hearing

Two sets of comments were received during the public comment period. One, a written response, was received from Zoning Administrator Wendy Lane in the Department of Safety and Inspections (DSI). She raised three issues.

1. Procedures
 - a. Ms. Lane wanted the Highland District Council and Highland Business Association to know that they can be notified by email when a sign permit is

submitted, automatically, but that the plans will not be available electronically until after the permit has been issued.

2. Business Signs

- a. Ms. Lane recommended against including portable, temporary and interior window signs in the maximum square footage of business signs allowed because they are used periodically and are not issued with a permit. Allowing them to be included in the total amount of business signs allowed would severely limit the business' ability to put up temporary or portable and interior window signs.
- b. Ms. Lane also recommended against reducing the maximum square footage from 2 times the lot frontage to 1 times the lot frontage for fear that it would create too many non-conforming signs. She recommended using the Traditional Neighborhood standard instead.
- c. Ms. Lane noted that permanent and temporary window signs are not defined in the code, rather that interior window signs are. According to Section 64.125.W, window sign, interior is defined as: "A sign placed on or behind and within four (4) feet of a window or within the window display area that is oriented toward the street and plainly visible from an adjoining street, sidewalk or other public right-of-way, but excluding skyways." There is no definition for an exterior window sign. Staff has regulated signs on the outside of windows the same as any other business sign: a permit is required and they are included in the total square feet of signage allowed on the property. Sign permits are not required for interior signs.

3. Signs with Dynamic Display

- a. Ms Lane wished to make sure that the impact of prohibiting any sign with dynamic display is clear. It would mean that electronically changeable gas station signs would not be permitted. New or moved gas station signs could not have dynamic display pricing, which is now the industry norm. Interior signs with dynamic display are regulated the same as exterior dynamic display signs, so this change would prohibit them as well. The most commonly affected type of interior dynamic display sign would be the lottery signs with electronically changeable jackpot amounts. Now that dynamic display signs are allowed for institutional uses in residential zoning districts, the greatest increase in the use of these signs in the past couple of years has been for churches and schools.

The second, an in-person testimonial, was from task force member Tia Anderson. She said that both organizations support the plan as presented but that in light of some of the comments by DSI staff she felt the task force should have additional conversations with staff about the concerns. The Grand Avenue Sign Plan and Highland Village Sign Plan both opted to ban dynamic display signs outright, with out understanding the implications to gas stations in particular. But that is something Ms Anderson said the task force hopes to revisit with staff.

Public Hearing Response

Zoning staff sat down with the task force to discuss the issues raised by Ms. Lane. During that conversation it was agreed that many of the changes Ms. Lane suggested would be adopted. The task force recommendation to the Neighborhood Planning Committee is attached to this document. Double underlines indicate new language added and double strikeouts indicate "new" language taken out.

Recommendation:

Staff recommends that the Neighborhood Planning Committee recommend the attached amended version of the Highland Village Special District Sign Plan to the Planning Commission.

Attachments:

Attachment A – Recommended changes to the Highland Village Special District Sign Plan

Attachment B – “Clean” copy of Highland Village Special District Sign Plan

Attachment C – Original Special Sign District map

Attachment D – New Special Sign District map

HIGHLAND VILLAGE SPECIAL DISTRICT SIGN PLAN

February 2013 draft amendments – strikeouts and underlines

Intent and Purpose

The Highland Village Special District Sign Plan, as provided in ~~Section 66.216~~ Sections 64.601 and 64.750 of the Zoning Code, is intended to provide sign controls for ~~Highland Village which will make it an attractive place and build upon its unique character and identity.~~ The sign plan is intended to reduce sign clutter and to provide strong, clear identification of businesses. The sign plan provides a framework for signs so that the Village will have a consistent sign system, signs will fit in with the architecture of buildings, businesses are clearly and concisely identified, the image of the Village is made more memorable, and the pride businesses have for the area is enhanced. for the Highland Village commercial area with the following purpose:

- ☐ Strengthen and reinforce the image of the Highland Village commercial district as a unique quality shopping area by encouraging attractive, well-designed signs that complement the overall design of the district; do not clutter or detract from the appearance of the streetscape or the businesses; and do not overpower the design of buildings.
- ☐ Focus attention on the businesses at street level, with clear and concise business signs that support the pedestrian focus of the commercial district rather than being geared toward high-speed vehicular traffic.
- ☐ Keep window signs from blocking the view into businesses, allowing for passersby to see into the building in order to encourage sales and enhance the safety of employees and shoppers.

[A new purpose statement was crafted by the Highland Village Sign Plan Task Force]

Area Description

The Highland Village Special District Sign Plan shall apply to the area ~~designated on the accompanying map “Highland Village Sign District,” and described in section 9~~ along Ford Parkway between Mississippi River Boulevard and Snelling Avenue, and along Cleveland Avenue between Randolph Avenue and Villard Avenue, designated on the accompanying official zoning map of the “Highland Village Special Sign District.”

[The proposed area of the sign plan has changed. See map]

Interpretation and Definitions and Interpretation

The provisions of this Special District Sign Plan are supplementary to the provisions those of Chapter 646, Signs, of the Zoning Code, and the most restrictive provision shall apply. ~~The provisions of this Sign Plan which are more restrictive than provisions of Chapter 66 shall prevail and supersede the provisions of Chapter 66.~~ All words and terms shall be defined as in Chapter 646 of the Zoning Code of the City of St. Paul. ~~The word shall is mandatory; the word should is advisory.~~

[To clean up and clarify language]

Administration and Enforcement

The zoning administrator shall enforce the provisions of this Plan as a supplement to Chapter 64, Signs, of the Zoning Code. Whenever a permit for a sign in the Highland Village Special Sign District is required under the provisions of Chapter 64 of the Zoning Code, such permit shall not be issued unless the plans for the sign have been approved by the Zoning Administrator as in conformance with this Plan and Chapter 64, Signs.

The Zoning Administrator may order the removal of any sign that is not constructed or maintained in accordance with the provisions of this Special District Sign Plan under the provisions of Section 64.206(d) of the Zoning Code. Violations of this Special District Sign Plan are subject to the enforcement provisions of Chapter 61, Article IX, 61.900, Enforcement, of the Zoning Code.

Procedures

Applications for sign permits in the Highland Village Special Sign District shall be submitted to the Zoning Administrator for review and approval according to the requirements of Zoning Code § 64.203(a) Application. The Zoning Administrator shall immediately notify the Highland District Council and the Highland Business Association. ~~The plans submitted to the zoning administrator shall be accompanied by plans of sufficient detail to demonstrate that the proposed sign complies with the provisions of this Plan and shall include at least the following:~~

- ~~1. A front elevation (front view) drawing of the sign drawn to scale. This can usually be obtained from the sign company, an architect or a graphic arts company. The minimum scale is one inch = one foot.~~
- ~~2. Either a front elevation drawing of the building with the proposed sign located on it (minimum scale ¼ inch to 1 foot) or a photo of the building front.~~

- ~~3. A specification sheet describing sign materials, exact letter size, and type of lighting.~~

~~The Zoning Administrator shall review the plans within 30 days and notify the applicant of the decision to approve or disapprove the plans. Written reasons for denial shall accompany any decisions to disapprove the plans. Decisions by the Zoning Administrator may be appealed to the Board of Zoning Appeals under the provisions of Section 61.701 of the Zoning Code.~~

~~A fee to cover the costs of the review shall be established by resolution of the City Council.~~

[Move this section here from the end of the document to make this more prominent, clear, and consistent with the organization of the Zoning code generally.]

Section 4

ADVERTISING SIGNS

~~Advertising signs shall not be permitted within the Highland Village Special Sign District. It is the goal of this sign plan to have the existing advertising signs removed within ten (10) years from the time of adoption of this plan. Ford Parkway, between vacated Prior Avenue and the Mississippi River Boulevard, has been the only designated city parkway exempted from a sign ordinance~~

~~regulation which prohibits advertising signs within 150 feet of parkways. In 1985, 388 trees were planted and landscaped medians, new road surfaces, decorative~~

~~pedestrian lights, and planters were constructed in the right-of-way of Ford Parkway, transforming it into a true parkway. Similar improvements, along with the removal of utility poles, were made in Cleveland Avenue. This was accomplished by a partnership between the businesses, residents and the city government. The visual clutter of advertising signs detracts from the aesthetic enjoyment of Ford Parkway, Cleveland Avenue, and the Highland Village business area.~~

~~Advertising signs add clutter to the Village and compete with the most important signs, signs which identify Village businesses. The purpose of advertising signs is to attract people's attention long enough to read the advertising message of the sign. Drivers of vehicles whose attention is on advertising signs rather than on the road can cause accidents. On average, between 12,650 and 15,500 vehicles a day travel on Ford Parkway; between 12,900 and 14,500 vehicles a day travel on Cleveland Avenue. Because of these large volumes of traffic, advertising signs, which distract drivers from traffic, are a traffic safety problem.~~

[Now, under § 64.420 of the Zoning Code, advertising signs are prohibited in all zoning districts city-wide. Therefore, this provision in the Highland Village Special District Sign Plan to prohibit advertising signs no longer has any significance, is unnecessary, and should be deleted.]

Business Signs

Business signs, signs that identify and direct attention to the business on the premises, play an important role in informing customers about the types and location of businesses in Highland Village. Business signs are necessary important for the viability-quality of Highland Village as a commercial area, contribute to its visual quality, district and are the signs that should be the most visible.

Signs on Buildings With Overhangs

~~Business signs on buildings with overhangs shall be subject to the following regulations:~~

- ~~—(1) Signs atop or along the surface of an overhang shall be parallel to the wall of the building;~~
- ~~—2) One sign, six square feet or less in size, may be attached to the underside of the overhang at each entrance, provided the sign does not project closer than eight feet to the sidewalk. A predominant architectural feature of Village buildings, which help define its character, are overhangs projecting from the buildings over a public or private sidewalk.~~

~~The overhangs are in the form of canopies, either as extensions of the roof of a building or as projections from the wall of a building, or in the form of mansard roofs. The two buildings on the northwest and northeast corners of Ford Parkway and Cleveland have canopies which are extensions of the roof. The Highland Shopping Center, on the southeast corner of Ford Parkway and Cleveland, has a canopy which projects from the wall of the building. The building on the north side of Ford Parkway between Finn and Cretin, where Haskell's is a tenant, has a mansard roof.~~

~~Many of the buildings have a sign system consisting of one or more of the following signs: (1) signs atop or along the surface of the overhang and parallel to the wall of the building; (2) small signs attached to the underside of the overhang and perpendicular to the wall of the building; (3) wall signs; and (4) window signs. Signs atop overhangs serve three purposes: they emphasize and harmonize with the horizontal lines of the buildings; they create a common sign band along the building; and they screen from passers by unsightly chimneys, compressors and vents which are on top of some of the buildings. Signs attached to the underside of the overhang help pedestrians identify stores and, since they are small, do not add to sign clutter. Wall signs are effective for both pedestrians and vehicular traffic; window signs are most effective for pedestrians. This sign system, using all or a~~

~~combination of such signs, shall be used in the Village for all buildings with overhangs. Signs on overhangs (except small signs attached to the underside) which are not parallel to the wall of the building and signs which project from a wall or overhang de-emphasize and counter the horizontal lines of the buildings, can obstruct the view of nearby signs, and cause sign clutter.~~

Wall Signs

~~Wall signs shall cover neither windows nor architectural trim and detail. Wall signs located on the bands of building facades: over the entry, over windows, or between windows.~~

~~Signs painted directly on the wall of a building shall not be permitted. Signs painted directly on the wall of a building defaces the building. Tenants may move and a painted wall sign may be left to mis-identify a new tenant of a building or peel and become unsightly.~~

[The provisions already exist in Section 64.401]

Signs that advertise a product and include the name of the business on the premises upon which the sign is placed shall not be permitted. Such signs, which are often provided by product suppliers, fail to highlight the important information, the business name, and clutter the appearance of the street.

Business signs may take the form of freestanding signs, portable signs, projecting signs, temporary signs, wall signs and window signs. The location of business signs oriented to vehicular traffic should be coordinated to make them easier to find and read. The sum of the gross surface display area in square feet of all permanent business signs (not including temporary, portable and interior window signs) on a lot shall not exceed ~~one (1)~~ one and one half (1.5) times the lineal feet of lot frontage or seventy-five (75) square feet, whichever is greater.

[Changes to this paragraph reduce the amount of business sign area allowed in BC, B2 and B3 Business Districts within the Highland Village Sign District from “two (2) times the lineal feet of frontage or 75 sq. feet” to “one and one half (1.5) times the lineal feet of lot frontage or 75 sq. feet.” The proposed “one and one half (1.5) times the lineal front footage” standard is the same as for T Traditional Neighborhood and OS-B1 Business Districts.]

Sign materials shall be compatible with the original construction materials and architectural style of the building facade on or near which they are placed. Natural materials such as wood and metal are generally more appropriate than plastic. Externally lit signs are preferred.

[This standard, recommended by the task force, is the same as for T - Traditional Neighborhood and OS-B1 Business Districts.]

Signs with dynamic display are prohibited except for that portion of automobile service station signs that display the price of gas.

Freestanding Signs

There shall be no more than one freestanding sign per lot, and a freestanding sign shall be a minimum distance of forty (40) feet from any other freestanding sign. Freestanding signs shall be set back at least five (5) feet from all property lines and have a maximum gross surface display area of twenty four (24) square feet per side. The highest point on a freestanding sign shall be no more than twenty (20) feet above grade; if located within a required yard, it shall be no more than eight (8) feet above grade. Freestanding signs shall be stationary (may not revolve). Freestanding signs on a single pole shall be used only for businesses where the building is set back more than 25 feet from the street right-of-way. Sign illumination should be done in such a way that light spillover on adjacent properties is minimized.

Portable Signs

Portable signs shall be no more than forty-two (42) inches in height, and shall be regulated according to the requirements for portable signs in the T1-T4 Traditional Neighborhood and OS-BC Business Districts in Section 64.503(c) of the Zoning Code, with the exception that the total gross surface display area of portable signs on a zoning lot shall not exceed thirty-six (36) square feet.

[This new language limits the businesses for which a portable sign can be used and information that can be presented on portable signs. It also reduces the maximum gross surface display area of portable signs on lots with street frontage of over 330 feet from 300 sq. ft. to 36 sq. ft., the same as for lots with street frontage of less than 330 feet, and reduces the maximum height of portable signs from 6 ft. to 42 inches. Under § 64.503(c)(3), portable signs can not be located in the public right-of-way (including the public sidewalk) at all.]

Projecting Signs

A projecting sign is a sign, other than a wall sign, that projects from and is supported by a wall or building. With placement and spacing requirements, small, well-designed projecting symbolic or business name signs can complement a quality commercial area. Projecting symbolic or business name signs are permitted.

There shall be a minimum of thirty (30) feet of lot frontage per projecting sign, and a projecting sign shall be a minimum distance of thirty (30) feet from any other projecting sign. Care should be exercised in mounting so that signs are generally in the same height zone for ease in spotting but do not block each other out. A projecting sign shall not be located below a wall sign if it would obstruct the view of the wall sign.

Projecting signs shall have a maximum gross surface display area of sixteen (16) square feet per side, except that signs on marquees shall be permitted as

regulated in Section 64.418, Marquees, of the Zoning Code. The highest point on a projecting sign shall be no more than thirty (30) feet above grade.

[Language changes recommended by task force. Section moved here in order to be in alphabetical order]

Temporary Signs

Temporary signs shall be regulated according to the requirements for temporary signs in the T1-T4 Traditional Neighborhood and OS-BC Business Districts in Section 64.503(b) of the Zoning Code, with the exception that the total area of temporary freestanding and wall signs allowed under Section 64.503(b)(4) shall be a maximum of twenty-four (24) square feet. Pennants shall not be permitted in the district.

[This is new language pertaining to temporary signs recommended by the task force. For temporary signs in BC, B2 and B3 Business Districts in Highland Village, this new language reduces the maximum size of freestanding and wall real estate development signs from 100 sq. ft. to 50 sq. ft.; reduces the maximum size of real estate signs from 12 sq. ft. to 6 sq. ft.; reduces the maximum size of signs identifying an engineer, architect or contractor engaged in construction of a building from 100 sq. ft. to 4 sq. ft.; and reduces the maximum size of temporary freestanding and wall signs from 32 sq. ft. to 24 sq. feet.

Section moved here in order to be in alphabetical order]

Wall Signs

Wall signs should be located on the sign bands of building facades over the entry or display windows of a business. Wall signs shall cover neither windows nor architectural trim and detail.

Letters on wall signs shall be no more than eighteen (18) inches in height. Because wall signs are almost always seen from an angle, extended typefaces should be used. Viewing from an angle diminishes the apparent width and spacing of the letters.

The highest point on a wall sign shall be no more than thirty (30) feet above grade. Signs more than thirty (30) feet above the ground are out of the viewer's normal vision range and are of little value.

[Language changes as recommended by task force. Section moved here in order to be in alphabetical order]

Window Signs

Window Signs, Permanent

~~Permanent window signs painted on the surface of the window are permitted. Such signs can be as effective as wall signs but can be blocked from view by parked~~

~~vehicles. Window signs are most effective for pedestrian traffic and can give the most information. They are the last sign seen before entering a business, and pedestrians have time to read more detail.~~

~~Exterior wWindow signs shall not exceed 10% of the store window glass area. The lettering of the business name should not exceed six inches in height. The lettering for other information should not exceed one inch in height. Letters with bright colors or gold are the most visible whatever the lighting conditions are inside or outside.~~

~~Window Signs, Temporary~~

~~Temporary window signs, affixed to the inside of a window of a building, are permitted. Temporary Interior wWindow signs shall be in place for not longer than 30 days and shall not exceed 20% of the store window glass area. The plastic box with slide-on letters type of window sign is unsightly, hard to read, and should be avoided.~~

~~Roof Signs~~

~~Roof signs are prohibited except those which are parallel to the wall of the building. Roof signs not parallel to the building are out of context with Village buildings. Roof signs should be used to match roof lines and unify the signbands of adjacent buildings.~~

~~Roof signs should be of such a design and height as to fit in with the architecture of the building but generally should not exceed three (3) feet in height.~~

~~[Delete roof signs because they are now prohibited in all zoning districts by § 64.414 in Chapter 64, Signs, of the Zoning Code. The Highland Village Special District Sign Plan is a supplement to Chapter 64, Signs, and the most restrictive provision applies.]~~

~~Pole Signs~~

~~Pole signs shall be used only for businesses where the building is set back more than 35 feet from the street right of way. No more than one pole sign per lot is allowed. When a pole sign projects over a public right of way more than eighteen (18) inches, the maximum gross surface display area of the projecting part of the sign shall be no more than fifteen (15) square feet. The highest point on a pole sign shall be no more than twenty (20) feet above grade. Pole signs shall be stationary (may not revolve), and should have as little structure as possible.~~

~~A pole sign can bring a business with a setback up to the street. Pole signs can be effective for both vehicular and pedestrian traffic, but they also can be a source of sign clutter.~~

~~Because pole signs are primarily viewed from vehicles, the message on pole signs should be concise to be effective. Bold type should be used with good contrast between the letters and the background.~~

[Pole signs are not defined by the zoning code and a recommendation for new language regarding Freestanding Signs was added earlier in the document.]

~~Ground Signs~~

~~Since signs which are parallel to a street will cause the least clutter, ground signs shall be parallel to the street. Ground signs, like pole signs, can bring a business up to the street, can be effective for both vehicular and pedestrian traffic, but can be a source of sign clutter. Ground signs are usually directed to vehicular traffic fairly close to the site and to pedestrians.~~

~~Marquees~~

~~Signs on marquees shall be as regulated in Section 66.202, Sub.II, of the Zoning Code.~~

~~Grouped Signs~~

~~Grouped signs should be used only to identify businesses that have no direct access from the sidewalk. The signs should be placed within a common framework.~~

~~Product Signs~~

~~No more than 10% of the gross surface display area of business signs permitted on a lot shall be used for product signs which are not integral to the name of the business. Product signs, a business sign which advertise a product sold on the premises, should be avoided. Such signs, which are often provided by soft drink, beer or cigarette companies fail to highlight the important information, the business name, and clutter the appearance of the Village.~~

~~Projecting Signs~~

~~Projecting signs shall not be permitted. Projecting signs tend to obstruct the view of other signs and are a major source of sign clutter.~~

~~Portable Signs and Pennants~~

~~Portable signs shall not be permitted in the Highland Village Sign District.~~

~~Portable signs, often attached to trailers but sometimes to motor vehicles, are often placed in parking lots, using valuable parking spaces, or in the maneuvering area,~~

~~making vehicular movement difficult. Sometimes they are placed on the sidewalk and boulevard blocking pedestrians. Many have flashing lights. Since they are not attached to the ground or a building, a passerby or the wind can move them.~~

~~Pennants shall not be permitted in the Highland Village Sign District. Pennants, triangular flags attached to strings, distracts attention from the important signs identifying businesses and adds to the sign clutter.~~

~~Wall Graphics~~

~~Wall graphics, a design painted on a wall but not advertising a business, should be avoided.~~

[This falls under the category of “advertising sign” and is now prohibited in all zoning districts]

~~Sign Legability~~

~~Business signs should clearly and concisely identify the businesses on the premises. The name of the business should be highlighted; extra information tends to reduce the impact of the sign. In general, words and symbols should take no more than 40 percent of the total area of a sign. Signs with light letters on a dark background area are easier to spot on a busy street. Sign colors and materials should be compatible with the building and surrounding environment. To maximize the effect of the graphics, the number of colors should be minimal. Lighting of signs should be carefully considered; indirect and subdued lighting is preferred. There should be no more than 1 foot candle at 4 feet from the sign. Because signs are almost always seen from an angle, extended typefaces should be used. Viewing from an angle diminishes the apparent width and spacing of the letters. Bold type with light lettering on a dark background is recommended for maximum legibility.~~

[The language about illumination is addressed in 64.405. Signs with dynamic display which limits dynamic display signs to .3 foot candles above ambient light level as measured from fifty (50) feet from the signs face.]

~~Section 6~~

~~NON-CONFORMING SIGNS~~

~~Signs within the Highland Village Sign District which lawfully existed prior to the adoption of this Plan by the City Council, and which would be prohibited, regulated or restricted under the provisions of this Plan or amendments thereto, may continue to exist as legal nonconforming sign under the provisions of Section 66.300, nonconforming signs, of the Zoning Code.~~

[The language regarding provisions for legal nonconforming signs in this paragraph is also redundant, unnecessary, and should be deleted. The Highland Village Special District Sign Plan is a supplement to Chapter 64, Signs, of the Zoning Code and the detailed provisions and regulations for legal nonconforming

signs in § 64.301 apply to the Highland Village Special District Sign Plan. They should not be replicated here.]

~~Section 7~~

~~ADMINISTRATION and ENFORCEMENT~~

~~The zoning administrator shall enforce the provisions of this Plan as a supplement to Chapter 66, Signs, of the Zoning Code. Whenever a permit for a sign in the Highland Village Special Sign District is required under the provisions of Chapter 66 of the Zoning Code, such permit shall not be issued unless the plans for the sign have been approved by the Planning Administrator as in conformance with this Plan and by the Zoning Administrator as in compliance with Chapter 66, Signs.~~

~~Section 8~~

~~PROCEDURE~~

~~Applications for signs in the Highland Village Sign District shall be submitted to the Zoning Administrator. The application shall be accompanied by four (4) copies of plans of sufficient detail to demonstrate that the proposed signs comply with provisions of this plan and shall include at least the following:~~

- ~~1. A front elevation (front view) drawing of the signs drawn to scale. This can usually be obtained from the sign company, an architect, or a graphic arts company. The minimum scale is one inch = one foot.~~
- ~~2. Either a front elevation drawing of the building drawn to scale with the proposed signs located on it (minimum scale 1/4 inch = 1 foot) or a photo of the building front.~~
- ~~3. A specification sheet describing sign materials, exact letter size, and type of lighting. A copy of the sign application and two (2) copies of the plans shall be referred to the Planning Administrator who shall have thirty (30) days in which to approve or disapprove the plans. The Planning Administrator shall notify the Zoning Administrator and the applicant of the decision to approve or deny the plans. Written reasons for denial will accompany a decision to deny the plans. Any decision of the Planning Administrator may be appealed to the Planning Commission.~~

~~A fee to cover the costs of the review shall be established by resolution of the City Council.~~

~~Section 9~~

~~AREA DESCRIPTION~~

~~The Highland Village Sign District is within the following described area: beginning at the intersection of the centerlines of Finn Street and Bayard Avenue thence south along the centerline of Finn Street to its intersection with the centerline of Pinehurst Avenue; thence west along the centerline of Pinehurst Avenue to its intersection with the centerline of Mount Curve Boulevard; thence north along the centerline of Mount Curve Boulevard to its intersection with the centerline of Highland Parkway; thence west along the centerline of Highland Parkway to its intersection with the centerline of Mississippi River Boulevard; thence southerly along the centerline of the Mississippi River Boulevard to its intersection with a line 350 feet south of and parallel to the centerline of Ford Parkway; thence east along the line 350 feet south of and parallel to the centerline of Ford Parkway to its intersection with the extension of the centerline of Cretin Avenue; thence south along the centerline of Cretin Avenue 200 feet; thence east along a line parallel to Ford Parkway a distance of 648 feet; thence south along a line parallel to Cleveland Avenue 205 feet; thence east along a line parallel to Ford Parkway to its intersection with the centerline of Cleveland Avenue; thence north along the centerline of Cleveland Avenue to its intersection with the centerline of Hillcrest Avenue; thence east along the centerline of Hillcrest Avenue to its intersection with the centerline of Kenneth Avenue; thence north along the centerline of Kenneth Avenue to its intersection with the centerline of Ford Parkway; thence east along the centerline of Ford Parkway to its intersection with the centerline of Howell Street; thence north along the centerline of Howell Street to its intersection with the centerline of Pinehurst Avenue; thence west along the centerline of Pinehurst Avenue to its intersection with the centerline of Kenneth Avenue; thence north along the centerline of Kenneth Avenue to its intersection with the centerline of Highland Parkway; thence west along the centerline of Highland Parkway to its intersection with the centerline of Wilder Street; thence north along the centerline of Wilder Street to its intersection with the centerline of Bayard Avenue; thence west along the centerline of Bayard Avenue to its intersection with the centerline of Cleveland Avenue; thence north along the centerline of Cleveland Avenue to its intersection with the centerline of Bayard Avenue; thence west along the centerline of Bayard Avenue to its intersection with the centerline of Finn Street, the point of beginning.~~

[Move to first page to make these sections more prominent, clear, and consistent with the organization of the Zoning Code generally.]

Highland Village Special District Sign Plan

February 2013 draft amendments

Amended by the Saint Paul City Council Xxx XX, 2013

Originally adopted by the Saint Paul City Council December 1985



CITY OF SAINT PAUL
DEPARTMENT OF PLANNING AND
ECONOMIC DEVELOPMENT

HIGHLAND VILLAGE SPECIAL DISTRICT SIGN PLAN

January 2013 draft amendments

Intent and Purpose

The Highland Village Special District Sign Plan, as provided in Sections 64.601 and 64.750 of the Zoning Code, is intended to provide sign controls for the Highland Village commercial area with the following purpose:

- Strengthen and reinforce the image of the Highland Village commercial district as a unique quality shopping area by encouraging attractive, well-designed signs that complement the overall design of the district; do not clutter or detract from the appearance of the streetscape or the businesses; and do not overpower the design of buildings.
- Focus attention on the businesses at street level, with clear and concise business signs that support the pedestrian focus of the commercial district rather than being geared toward high-speed vehicular traffic.
- Keep window signs from blocking the view into businesses, allowing for passersby to see into the building in order to encourage sales and enhance the safety of employees and shoppers.

Area Description

The Highland Village Special District Sign Plan shall apply to the area along Ford Parkway between Mississippi River Boulevard and Snelling Avenue, and along Cleveland Avenue between Randolph Avenue and Villard Avenue, designated on the accompanying official zoning map of the “Highland Village Special Sign District.”

Definitions and Interpretation

The provisions of this Special District Sign Plan are supplementary to those of Chapter 64, Signs, of the Zoning Code, and the most restrictive provision shall apply. All words and terms shall be defined as in Chapter 64 of the Zoning Code of the City of St. Paul.

Administration and Enforcement

The zoning administrator shall enforce the provisions of this Plan as a supplement to Chapter 64, Signs, of the Zoning Code. Whenever a permit for a sign in the Highland Village Special Sign District is required under the provisions of Chapter 64 of the Zoning Code, such permit shall not be issued unless the plans for the sign have been approved by the Zoning Administrator as in conformance with this Plan and Chapter 64, Signs.

The Zoning Administrator may order the removal of any sign that is not constructed or maintained in accordance with the provisions of this Special District Sign Plan under the provisions of Zoning Code § 64.206(d). Violations of this Special District Sign Plan are subject to the enforcement provisions of Chapter 61, Article IX, 61.900, Enforcement, of the Zoning Code.

Procedures

Applications for sign permits in the Highland Village Special Sign District shall be submitted to the Zoning Administrator for review and approval according to the requirements of Zoning Code § 64.203(a) Application. The Zoning Administrator shall immediately notify the Highland District Council and the Highland Business Association.

Business Signs

Business signs, signs that identify and direct attention to the business on the premises, play an important role in informing customers about the types and location of businesses in Highland Village. Business signs are important for the quality of Highland Village as a commercial district and are the signs that should be the most visible.

Signs that advertise a product and include the name of the business on the premises upon which the sign is placed shall not be permitted. Such signs, which are often provided by product suppliers, fail to highlight the important information, the business name, and clutter the appearance of the street.

Business signs may take the form of freestanding signs, portable signs, projecting signs, temporary signs, wall signs and window signs. The location of business signs oriented to vehicular traffic should be coordinated to make them easier to find and read. The sum of the gross surface display area in square feet of all permanent business signs (not including temporary, portable and interior window signs) on a lot shall not exceed one and one half (1.5) times the lineal feet of lot frontage or seventy-five (75) square feet, whichever is greater.

Sign materials shall be compatible with the original construction materials and architectural style of the building facade on or near which they are placed. Natural materials such as wood and metal are generally more appropriate than plastic. Externally lit signs are preferred.

Signs with dynamic display are prohibited except for that portion of automobile service station signs that display the price of gas.

Freestanding Signs

There shall be no more than one freestanding sign per lot, and a freestanding sign shall be a minimum distance of forty (40) feet from any other freestanding sign. Freestanding signs shall be set back at least five (5) feet from all property lines and have a maximum gross surface display area of twenty four (24) square feet per side. The highest point on a freestanding sign shall be no more than twenty (20) feet above grade; if located within a required yard, it shall be no more than eight (8) feet above grade. Freestanding signs shall be stationary (may not revolve). Freestanding signs on a single pole shall be used only for businesses where the building is set back more than 25 feet from the street right-of-way. Sign illumination should be done in such a way that light spillover on adjacent properties is minimized.

Portable Signs

Portable signs shall be no more than forty-two (42) inches in height, and shall be regulated according to the requirements for portable signs in the T1-T4 Traditional Neighborhood and OS-BC Business Districts in Section 64.503(c) of the Zoning Code, with the exception that the total gross surface display area of portable signs on a zoning lot shall not exceed thirty-six (36) square feet.

Projecting Signs

A projecting sign is a sign, other than a wall sign, that projects from and is supported by a wall or building. With placement and spacing requirements, small, well-designed projecting symbolic or business name signs can complement a quality commercial area. Projecting symbolic or business name signs are permitted.

There shall be a minimum of thirty (30) feet of lot frontage per projecting sign, and a projecting sign shall be a minimum distance of thirty (30) feet from any other projecting sign. Care should be exercised in mounting so that signs are generally in the same height zone for ease in spotting but do not block each other out. A projecting sign shall not be located below a wall sign if it would obstruct the view of the wall sign.

Projecting signs shall have a maximum gross surface display area of sixteen (16) square feet per side, except that signs on marquees shall be permitted as regulated in Section 64.418, Marquees, of the Zoning Code. The highest point on a projecting sign shall be no more than thirty (30) feet above grade.

Temporary Signs

Temporary signs shall be regulated according to the requirements for temporary signs in the T1-T4 Traditional Neighborhood and OS-BC Business Districts in Section 64.503(b) of the Zoning Code, with the exception that the total area of temporary freestanding and wall signs allowed under Section 64.503(b)(4) shall be a maximum of twenty-four (24) square feet. Pennants shall not be permitted in the district.

Wall Signs

Wall signs should be located on the sign bands of building facades over the entry or display windows of a business. Wall signs shall cover neither windows nor architectural trim and detail.

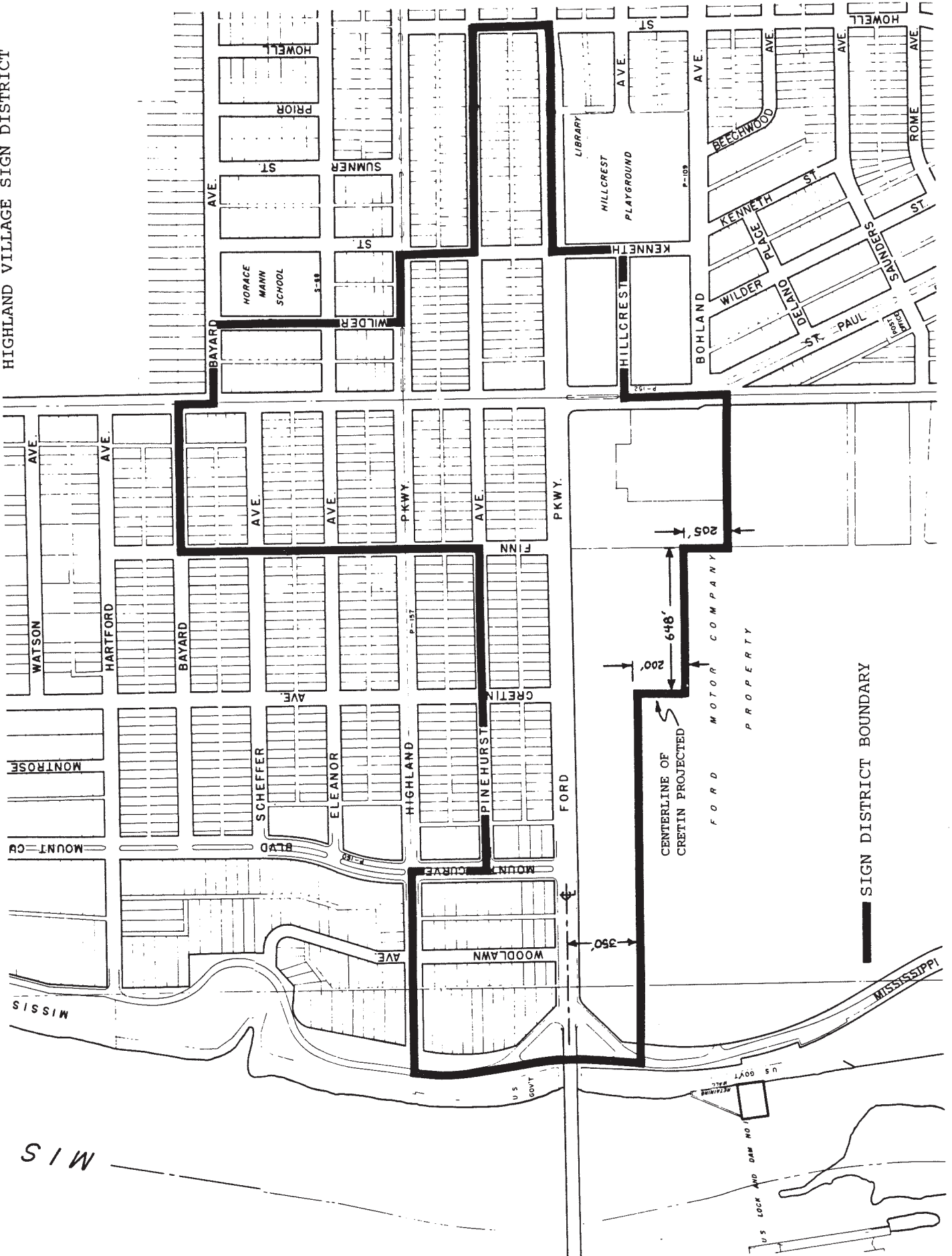
Letters on wall signs shall be no more than eighteen (18) inches in height. Because wall signs are almost always seen from an angle, extended typefaces should be used. Viewing from an angle diminishes the apparent width and spacing of the letters.

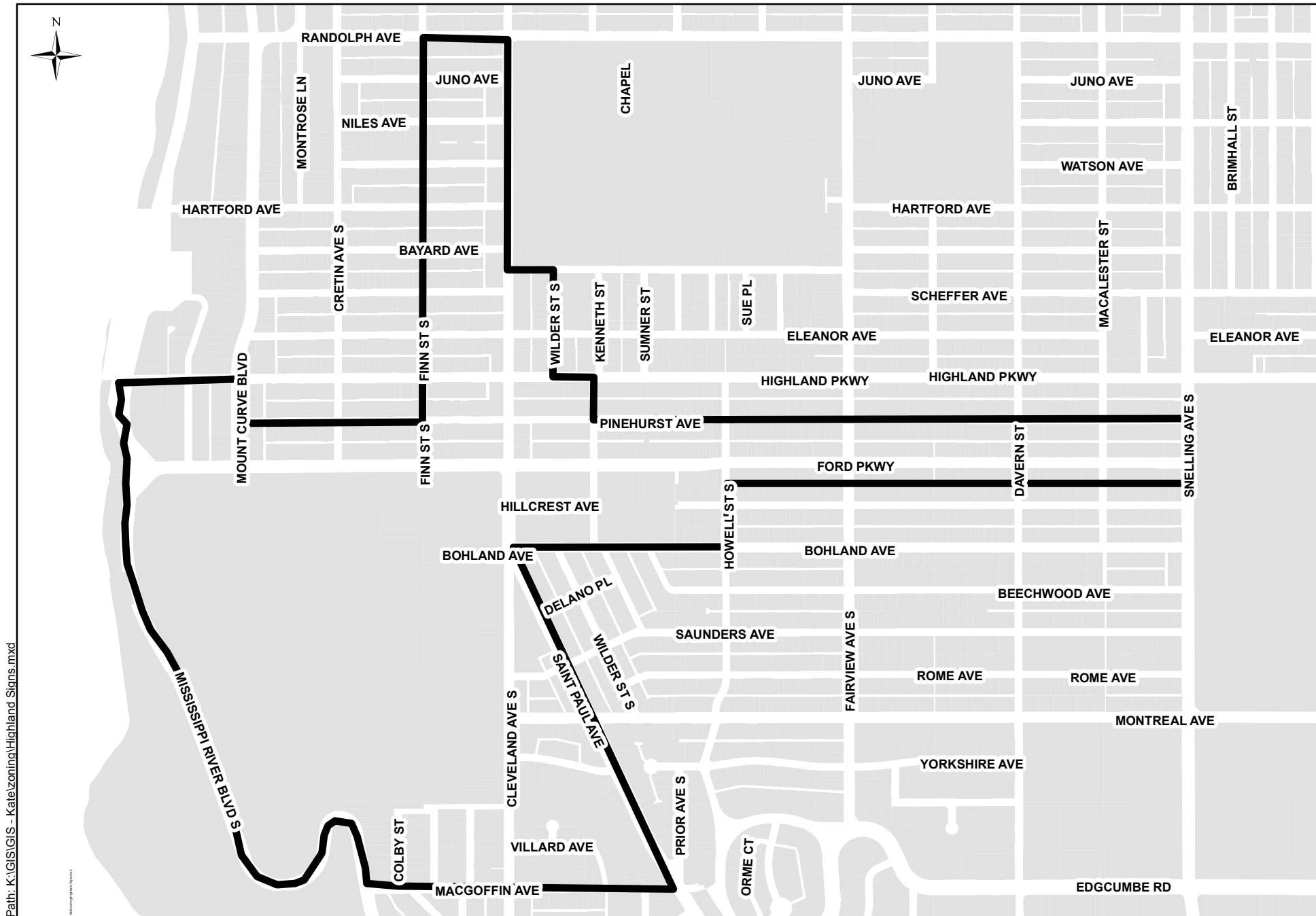
The highest point on a wall sign shall be no more than thirty (30) feet above grade. Signs more than thirty (30) feet above the ground are out of the viewer's normal vision range and are of little value.

Window Signs

Exterior window signs shall not exceed 10% of the store window glass area. Interior window signs shall not exceed 20% of the store window glass area.

HIGHLAND VILLAGE SIGN DISTRICT





Highland Village Sign District 2012



CITY OF SAINT PAUL
Christopher B. Coleman, Mayor

*25 West Fourth Street
Saint Paul, MN 55102*

*Telephone: 651-266-6655
Facsimile: 651-228-3314*

Date: February 5, 2013

TO: Neighborhood Planning Committee

FROM: Josh Williams, City Planner (266-6659)

SUBJECT: West Grand Moratorium and Zoning Study

This memo describes the key issues for the West Grand Zoning Study, describes the possible zoning responses, and provides preliminary staff recommendations. Staff are seeking feedback in advance of preparing a formal report and staff recommendations at the February 27, 2013 NPC meeting.

Background

In August of 2012, the City Council passed Ordinance 12-53, which put in place a one-year moratorium on multifamily development greater than 40 feet in height along West Grand Avenue between Cretin and Fairview Avenues. With the ordinance, the Council also requested that the Planning Commission study the issue of density along this stretch of Grand Avenue, which is designated by the Land Use Chapter of the Comprehensive Plan as a Residential Corridor. The City Council subsequently expanded the study area to include B2 parcels on Grand just east of Fairview Avenue, thereby encompassing the entire commercial node at the intersection of those two streets. East of Fairview, Grand Avenue is designated as a Mixed-Use Corridor by the Comprehensive Plan. The attached map (Figure 1) shows the expanded study area.

The moratorium and zoning study request came primarily in response to a controversial development at the southwest corner of Grand Avenue and Finn Street. The project—a five story, 50 foot-tall multifamily building containing 20 four-bedroom units targeted at student renters—received site plan approval as consistent with the lot's RM2 multifamily zoning and the Comprehensive Plan. On appeal, the City Council upheld the project approval.

Existing Zoning and Land Use

The study area contains a mix of both residential and commercial uses, and residential and commercial zoning, with residential uses and zoning dominating most blocks. Residential uses include a mix of single family homes, duplexes, townhomes, and apartment buildings ranging from 2 ½ to 3 ½ stories. The underlying zoning is primarily RM2, although a number parcels, particularly on the southern side of Grand between Howell and Fairview, are designated BC, allowing commercial use of single-family and duplex structures. Commercial zoning includes B2 at the intersections of Grand with Cleveland and Fairview, B1 at Grand and Prior, and the aforementioned BC. With the exception of commercially-used residential structures, the commercial buildings in the study area are one or two stories. Uses are generally neighborhood-serving in nature, and include restaurants, a coffee shop, a service station and a gas station/convenience store, a grocery store, a movie theater, a paint/wall-coverings store, and assorted small scale retail and service uses.

Immediately adjoining the study area across the alleys between Grand Avenue and Summit and Lincoln Avenues, respectively, are residential areas dominated by single-family homes and duplexes. These areas are zoned R3, and are designated as Established Neighborhoods by the Comprehensive Plan's Land Use Chapter.

Context: The Comprehensive Plan

The goal of Strategy LU-1 [of the Land Use Chapter of the Comprehensive Plan] is "higher density development." Strategy LU-1 also states that "Policies in this strategy direct new, higher density development to Downtown, the Central Corridor, Neighborhood Centers, Residential and Mixed-Use Corridors, and Employment Districts." (pages 7-8).

Policy 1.3 of the Land Use Chapter calls for the study of the *RM multi-family districts... to determine how they can accommodate more intense residential development*. Policy 1.9 states that the City should *encourage the development of medium density multi-family housing along Residential Corridors*. A table on page 8 of the Land Use Chapter of the Comprehensive Plan defines Medium Density Residential as having a range 15-30 dwelling units per acre.

The Comprehensive Plan also defines Residential Corridors and Established Neighborhoods:

Residential Corridors:

Segments of street corridors that run through Established Neighborhoods, predominantly characterized by medium density residential uses. Some portions of Residential Corridors could support additional housing. **(4-30 units/acre)**

Established Neighborhoods:

Predominantly residential areas with a range of housing types. Single family houses and duplexes predominate, although there may be smaller scale multifamily scattered within these neighborhoods. Also includes scattered neighborhood-serving commercial, service, and institutional use at the junction of arterial and collector streets. **(3-20 units/acre)**

Residential Density: Analysis

The City Council, with Ordinance 12-53, requested that the Planning Commission “undertake a zoning study to assess whether the present RM2 zoning classification and standards along Grand Avenue between Cretin and Fairview Avenues actually furthers the Comprehensive Plan's land use objectives for Residential Corridors” of “supporting the prevailing character of the Established Neighborhood which abuts” the section of Grand Avenue in question.

In making this request, the Council noted that the allowed 50-foot building height in the RM2 district is greater than either the 40-foot maximum for residential buildings on the portion of Grand Avenue included in the University of St. Thomas campus or the 30-foot maximum allowed height in the abutting R3 district. The Council also noted the larger dwelling units in apartment buildings designed for student housing may have greater impacts than smaller dwelling units.

The area of the St. Thomas (UST) campus fronting Grand between Cretin and Cleveland is subject to lower maximum heights for the future residential buildings proposed by UST as part of the request to expand the campus to include the two blocks bounded by Cretin, Summit, Cleveland and Grand. Unlike dimensional standards which apply to individual structures allowed in a zoning district, these height controls, along with greater required setbacks and other provisions, were designed to manage the overall impacts of an entire campus, which includes multiple building and uses not otherwise allowed in residential districts.

The type of development seen at Grand and Finn differs from typical multi-family development in the type, layout, and size of units. The project consists of 20 four-bedroom residential units on a .41 acre lot. This translates to a density of 48 units per acre. Dimensional standards for RM2 limit multifamily density to 29 units per acre (based on a minimum lot size of 1500 square feet per unit), but provides a “density bonus” which allows additional units in exchange for providing structured parking. The project provides 37 parking spaces in an underground garage.

At 48 dwelling units per acre, the building being constructed at Grand and Finn will exceed the general densities identified for both for Medium Density Residential (15-30 du/acre) and for Residential Corridors (4-30 du/acre). In evaluating the project City staff found this density to be consistent with both the RM2 standards (22-54 du/acre, Land Use Chapter, Page 8) and with the Residential Corridor standards identified in the

Comprehensive Plan. The basis for this latter finding was the understanding that density targets for Residential Corridors apply to the corridor as a whole, not individual parcels. However, the appropriateness of RM2 zoning to the West Grand Residential Corridor as a whole is a different question.

Metropolitan Council growth targets contained within the Comprehensive Plan show Saint Paul adding 13,000 new households between 2010 and 2030. Strategy 1 of the Land Use Chapter directs this growth into higher density development in targeted areas, including Residential Corridors. The Student Zoning Housing Study completed by the Planning Commission in 2012 found significant demand for student housing in the neighborhoods surrounding the UST campus, including the study area for the West Grand Zoning Study. Put another way, it is reasonable to assume that there is additional demand for higher density residential development within the West Grand Study Area, and that there is additional demand specifically for the type of development, targeted at college students, currently under construction at the corner of Grand and Finn.

Were this demand to drive development in the West Grand Residential Corridor at the maximum densities allowed under current zoning—with development such as the building currently under construction at Grand and Finn—the result would be a build-out density notably higher than envisioned by the Comprehensive Plan.

Residential Density: Potential Responses

Based on the preceding analysis, there is a potential for negative impacts on the abutting Established Neighborhoods—in terms of increased congestion and parking demand, incongruous building massing, loss of informal open space and other conditions associated with higher density development—if the current zoning and associated density and dimensional standards are left in place for the West Grand Residential Corridor.

To address these potential affects, there are a number of potential zoning responses. (See Attachment A, which was also provided with a December 12 memorandum to the NPC on the West Grand Zoning Study, for a summary of the range of options evaluated and a more detailed analysis of the implications of specific changes.)

Adjustment of Dimensional and Density Standards

Overall density can be reduced by adjusting density and dimensional standards for RM2 zoned properties within the study area. Limiting new construction to four stories (from five) and a maximum height in the range of 40-45 feet (from 50) would reduce the maximum potential density by roughly 20%. A similar approach would be to increase the minimum lot area per unit, currently 1,500 square feet per unit. Increasing this to 2,000 square feet (the RM1 standard) would reduce the maximum allowed density by 25%. This latter approach could also be used to specifically restrict the potential density of the type of large-unit development identified by the City Council as having greater

impacts than standard multifamily housing on adjacent neighborhoods. This would be achieved by increasing minimum lot area requirements for four-bedroom units or units at or above a certain ratio of bedroom square footage to overall unit square footage. Adjustments to standards could be implemented through the creation of an overlay district or by adding a footnote to the Residential District Dimensional Standards table (Sec. 66.231 of the zoning code). Rezoning parcels from RM2 to RM1 would achieve similar reductions in allowed density of new construction, but would create a number of non-conforming existing three and a half story multifamily buildings.

Traditional Neighborhood Zoning

Traditional neighborhood districts include design standards, including providing for transitions from higher density uses to adjacent lower-density neighborhoods, a key issue identified by the City Council in requesting this zoning study. Evaluation of the effects of rezoning of RM2 parcels to T2 or T1 traditional neighborhood requires evaluation of allowed uses and density and dimensional standards, particularly potential allowed density and setbacks.

T2 traditional neighborhood districts allow the same range of residential uses as RM2 districts, and a similar range of commercial uses as B2 districts. The maximum allowed height in T2 is generally 35 feet, with additional height allowed with increased setbacks¹. However, allowed densities for residential uses are generally greater than RM2. The general density standard for RM2 districts is based on a minimum lot size per dwelling unit of 1,500 square feet, equivalent to 29 units per acre. T2 districts require a minimum of 1,300 square feet of lot area per unit, equivalent to 34 units per acre. In both RM2 and T2 districts, a density bonus for providing structured parking is available, effectively reducing minimum required lot area per unit to 900 and 700 square feet, respectively. It should be noted that qualifying for maximum density allowed on a T2 parcel would require a lot of sufficient size to permit the additional setbacks and height. Attached Figure 2 illustrates the relationship between setback and maximum allowed building height.

In terms of minimum setbacks, T2 districts differ from RM2 in the side and rear yard requirements. Minimum side and rear yard setbacks are ½ building height and 25 feet, respectively, in RM2 districts, but just 6 feet in a T2 district if adjoining a residential side yard. On the section of Grand Avenue in question, staff calculations show front yard setbacks for new T2 development would average 15-20 feet for mixed-use and commercial development, and 20-25 feet for residential development.

As compared to T2 districts, T1 districts permit a reduced range of commercial uses—notably excluding restaurants and general retail—and permit slightly lower residential

¹ T2 districts also provide for a base height of 45 feet for locations near transit stops along a designated transit street, a provision which does not currently apply anywhere within the area covered by the West Grand Avenue Zoning Study.

densities, requiring 1,700 square feet of lot area per unit or 1,100 with structured parking density bonus. T1 districts are also subject to fewer design standards.

Residential Density: Community Voices

Community input regarding the appropriate density for new development on West Grand Avenue has been mixed. A summary of comments submitted through the Open Saint Paul Forum is included with this memorandum as Attachment B. Support for the types of development that would be facilitated by traditional neighborhood zoning within the West Grand Residential Corridor has been notable as part of the Corridor Development Initiative process being conducted by the District 14 Macalester-Groveland Community Council in conjunction with the Local Initiatives Support Corporation (LISC). This process helps community members to understand and visualize development scenarios for real sites in their community, and provides analysis of the financial feasibility of these scenarios. City staff participating in the first CDI workshop held on January 30 noted that discussion focused on project design as much as overall density in evaluating how a proposed development would fit into the community.

Residential Density: Staff Recommendation

Regardless of the base zoning, reducing the potential density of new development in the West Grand Residential Corridor will require an adjustment of dimensional standards with an overlay district or a footnote in the density and dimensional standards table. Rezoning of RM2 parcels to a traditional neighborhood district would put in place design standards that would help to ensure future development would be consistent with the character of the neighborhood, but would require careful consideration of both side and rear yard setback requirements and of the potential impacts of mid-block commercial uses on adjoining residential uses.

The impact of any reduction in allowed residential density or building height on parking and parcel developability must also be considered. RM2, T2, and T1 zoning districts award a density bonus for the provision of structured parking. The most effective approach may be to reduce base allowed densities, and keep density bonus mechanisms in place, with total density including the bonus calibrated to be roughly equivalent to the maximum densities currently allowed without the bonus for structured parking.

Commercially Zoned Property

Existing commercial property in the study area is zoned B2, B1, and BC. The existing B2 commercial nodes at Grand/Cleveland and Grand/Fairview reflect the natural locational advantage for commercial uses where arterial and collector streets intersect with a Residential or Mixed-Use Corridor. Rezoning the current B2 commercial districts to T2 traditional neighborhood districts (see Figure 3) would allow increased height and density of development at these key intersections, consistent with Strategy One of the

Land Use Chapter of the Comprehensive Plan. This approach would add greater flexibility for any future reuse of these parcels and would put in place design standards to ensure the new development fits the existing character of the area.

The proposed rezoning would result in the following buildings/lots becoming non-conforming with regard to building and parking placement:

Whole Foods (northeast corner Grand/Fairview), Abbot Paint (southeast corner Grand/Fairview), Signals Garage (southeast corner Grand/Cleveland), Super America (northeast corner Grand/Cleveland). Signals Garage is a legal non-conforming use under the current B2 zoning, and would remain so with the rezoning to T2.

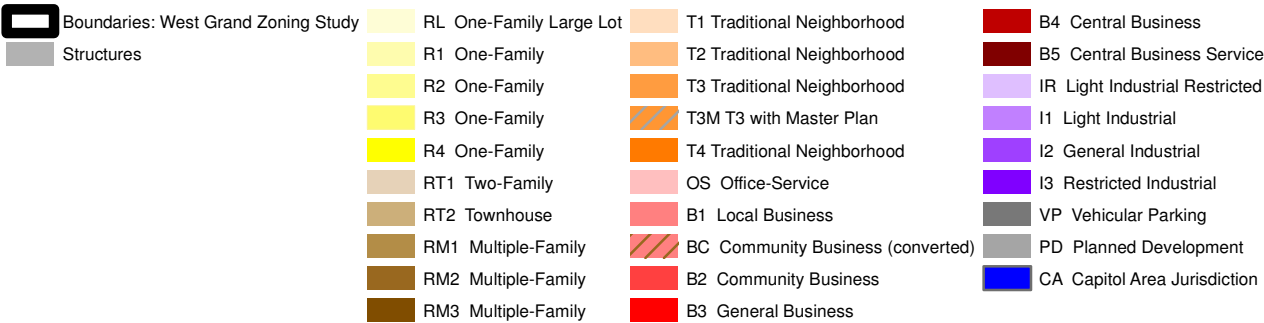
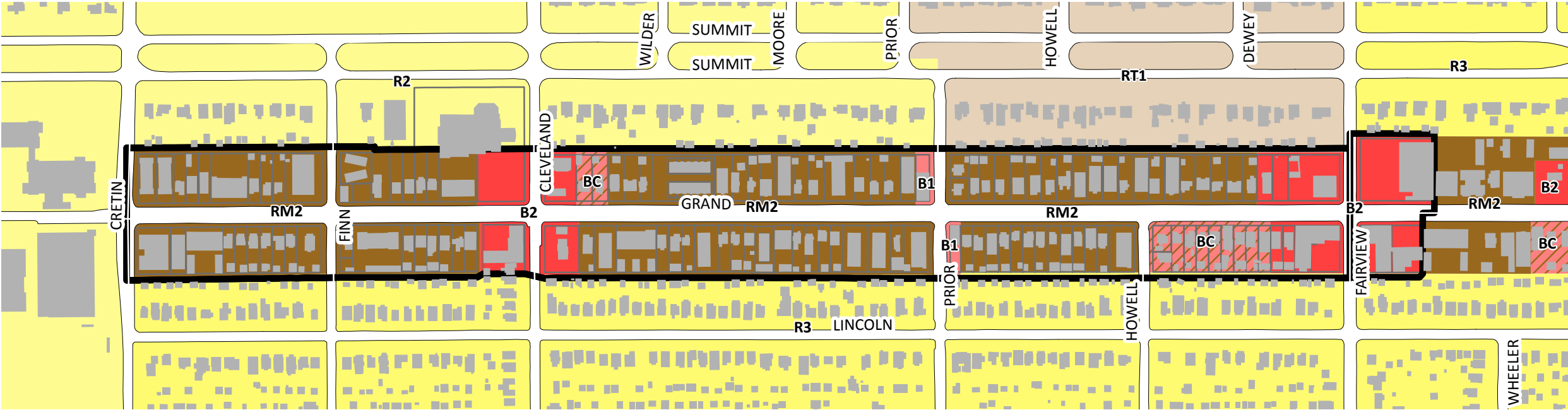
The existing BC and B1 zoned parcels should remain as currently zoned, with the exception of the two BC parcels on the north side of Grand immediately east of the the Super America (see Figure 2). These two parcels should be rezoned to T2 along with the B2 Super America parcel. Similarly, the RM2 parcel occupied by a single family home on the south side of Grand immediately east of Signals Garage should also be rezoned to T2 (see Figure 2). These actions would create larger areas of contiguous T2 zoning, which would make higher-density, mixed-use redevelopment at the intersection more feasible.

Parking

Parking has been and will continue to be an issue in the West Grand Area. City standards and market demand will continue to dictate that both residential and mixed-use projects provide parking. However, care should be taken that reduction of allowed densities, and the potential loss of a density bonus for providing structured parking, does not create a disincentive for high-quality development that incorporates structured parking. Staff are gathering additional data to help evaluate this question.

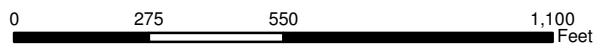
REQUESTED COMMITTEE ACTION:

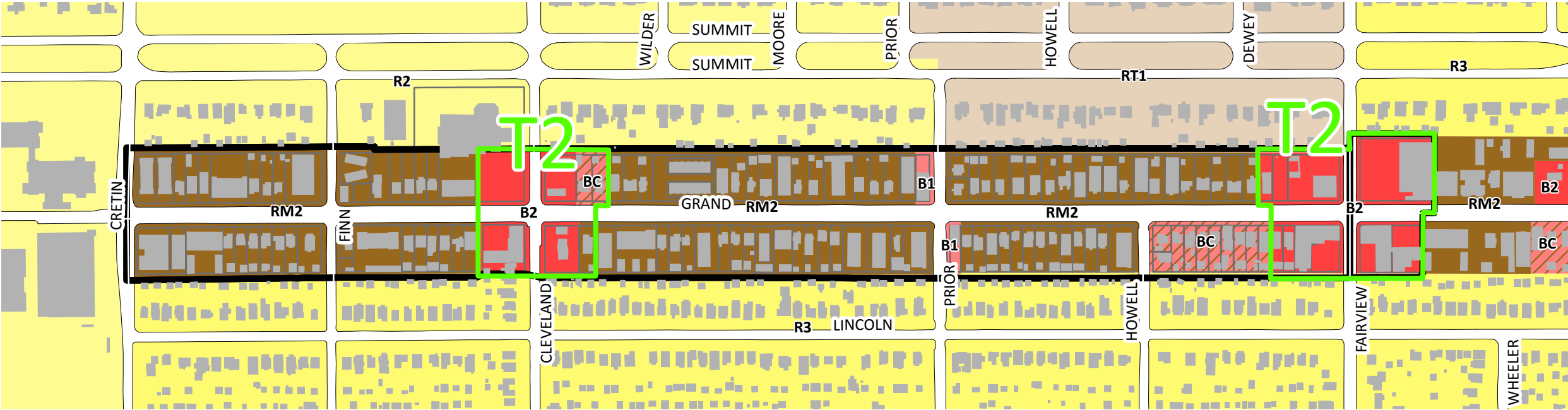
- Provide staff with feedback regarding recommendations for residential parcels currently zoned RM2. What is the appropriate base zoning and density? Is additional information or analysis needed?
- Provide feedback on proposed commercial rezoning. Is additional information or analysis needed? Are there alternative recommendations?
- Identify resources or information needs to better evaluate the impact of density restrictions on the financial feasibility of incorporating structured parking into development projects?



West Grand Zoning Study Area
Figure 1

Macalester-Groveland, Saint Paul





- Boundaries: West Grand Zoning Study
 Structures

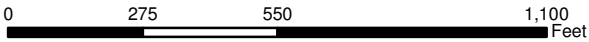
RL One-Family Large Lot
 R1 One-Family
 R2 One-Family
 R3 One-Family
 R4 One-Family
 RT1 Two-Family
 RT2 Townhouse
 RM1 Multiple-Family
 RM2 Multiple-Family
 RM3 Multiple-Family

T1 Traditional Neighborhood
 T2 Traditional Neighborhood
 T3 Traditional Neighborhood
 T3M T3 with Master Plan
 T4 Traditional Neighborhood
 OS Office-Service
 B1 Local Business
 BC Community Business (converted)
 B2 Community Business
 B3 General Business

B4 Central Business
 B5 Central Business Service
 IR Light Industrial Restricted
 I1 Light Industrial
 I2 General Industrial
 I3 Restricted Industrial
 VP Vehicular Parking
 PD Planned Development
 CA Capitol Area Jurisdiction

West Grand Zoning Study Area
Figure 2 : Proposed Rezonings

Macalester-Groveland, Saint Paul



Attachment A

From Open Saint Paul

The text below is taken from a posting to Open Saint Paul. It lists, in long and short form, six potential zoning actions for the City to take in regard to Grand Avenue.

“What action should the City take regarding building height and density on West Grand Avenue?”

Poll Question

Which do you prefer?

1. No changes - leave zoning as is.
2. Limit buildings to three stories.
3. Limit buildings to four stories.
4. Reduce the number of 4 bedroom units allowed
5. Limit both building height and number of units
6. Rezone to mixed use

City staff has considered what actions in the “zoning toolbox” could address the issues brought forward by the City Council resolution. Some possible actions the City could take include:

1. The existing zoning served its purpose. I don’t think changes are necessary.
2. Limit buildings to 3 stories by extending the [East Grand Avenue Overlay District](#) or by rezoning to RM1.
3. Limit buildings to four stories by creating additional restrictions to RM2 properties in the study area.
4. Reduce the number of 4 bedroom units allowed by requiring more lot area per unit.
5. Use a combination of option 3 and 4 to limit building height and the number of 4 bedroom units.
6. Rezone RM2 and B2 to [T2](#), allowing mixed use development matching the character of existing development.

Read More...

Option 1—No changes

No changes to the existing zoning.

Option 2 – Limit Buildings to three stories

There are two ways that zoning could limit building height in the overlay district, and each has different implications:

1. Change § 67.600 EG East Grand Avenue Overlay District to “Grand Avenue Overlay District,” and apply it to Grand between Fairview and Cretin.
 - The 3 story/40 ft. EG residential and institutional height limit is the same as RM1, and avoids the problem RM1 would create by being inconsistent with the density of existing multi-family buildings and making them nonconforming.
 - The EG 3 story/30 ft. commercial and 3 story/36 ft. mixed commercial-residential height limit is even more restrictive.
 - This would reduce the number of 4 bedroom units possible by about 40%
2. Rezone RM2 parcels with residential buildings that conform with RM1 height and density standards to RM1, with an exception to avoid individually rezoning or spot zoning a single lot too narrow for a building more than 40 feet high.
 - Simple, efficient way to address the issues. Provides clear criteria for rezoning RM2 property to reduce the time and effort of considering the zoning of individual parcels.
 - Avoids the potential problems RM1 would create by being inconsistent with the height and density of existing multi-family buildings that would therefore be nonconforming under RM1.
 - The greater RM1 lot size requirement (2000 sq. ft./DU) would affect larger and smaller units equally, and therefore would not reduce incentive for larger units designed for a student market rather than standard two bedroom units for a general market.

Option 3—Limit buildings to four stories

Add footnote (k) to § 66.231 Residential District Dimensional Standards table to apply to RM2 as follows:

(k) For property along Grand Avenue between Fairview Avenue and Cretin Avenue, between lines defined by the parallel alleys immediately north and south of Grand Avenue: building height shall be limited to four (4) stories and forty two (42) feet in height, the minimum lot size for units with three (3) bedrooms shall be one thousand seven hundred fifty (1750) square feet per unit, and the minimum lot size for units with four (4) or more bedrooms shall be two thousand (2000) square feet per unit.

- A 4 story height limit provides for existing 3½ story apartment buildings in the area and also for the same number of floors of dwelling units together with underground parking desirable for reducing surface parking, more efficient land use, improved aesthetics and environmental quality.
- A 42 foot height limit is similar to the 40 foot height limit in the RT1 two-family, RT2 townhouse and RM1 multiple-family districts, a reasonable step-up from the 30 foot height limit in one-family districts.
- Avoids the potential problems RM1 would create by being inconsistent with the height and density of existing multi-family buildings that would therefore be nonconforming under RM1.
- The 4 story height limit alone would reduce the number of larger units

Option 4—Reduce the number of 4 bedroom units allowed

- 2000 sq. ft./DU is the same as the RM1 requirement and would reduce the number of 4 bedroom units possible on a lot by 25%. The greater lot size requirement for larger units would not affect smaller units, thus reducing incentive for larger units designed for a student market rather than standard two bedroom units for a general market.

Option 5—Limit both building height and number of units

Some combination of Options 2, 3, and 4

Option 6—Rezone to Mix Use

Rezone RM2 and B2 parcels to T2.

- All existing buildings would be in conformance with T2 except the auto repair garage at the SE corner of Grand and Cleveland.
- T2 provides design and parking standards consistent with the character of Grand Avenue, and supports mixed-use development. Maximum building height is between 25 feet and 45 feet, depending on how far it is set back from residential-zoned properties. An exception exists to allow for 45 feet with underground parking if the public process for a conditional use permit is followed.