

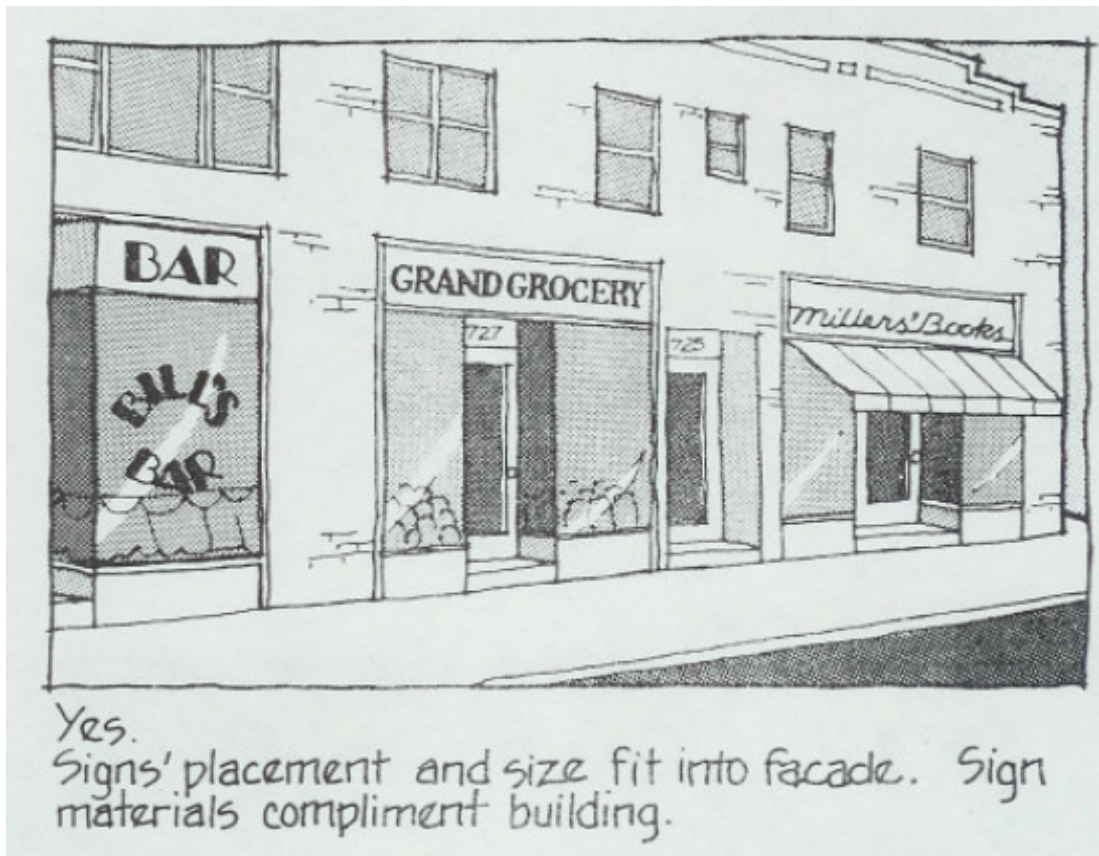
GRAND AVENUE SPECIAL DISTRICT SIGN PLAN OF 1983/1993/1996/2009,
INCLUDING AMENDMENTS INCORPORATED INTO THE TEXT

August 2009

The Grand Avenue Special District Sign Plan of 1983 was amended in 1993, 1996, and 2009. These amendments have previously been included as addendums to the original Sign Plan. This document incorporates those amendments into the text of the Sign Plan to provide a single integrated document reflecting the current Sign Plan text as of August 2009. The images are original to the 1983 plan and serve to clarify design standards appropriate for Grand Avenue.

Intent and Purpose

The Grand Avenue Special District Sign Plan, as provided in Section 64.601 of the Zoning Code, is intended to provide sign controls for Grand Avenue that build on the unique character and identity of Grand Avenue. It provides for strong, clear identification of businesses on the Avenue. It is intended to reduce the clutter and chaotic diversity of signage that impairs the effectiveness of signs identifying businesses. It is intended to provide design standards for signs to increase their legibility and impact, to create a more desirable and memorable image for Grand Avenue, to protect property value along the Avenue, and to reflect the pride businesses take in the area.





Area Description

The Grand Avenue Special District Sign Plan shall apply to the area defined by Oakland Avenue on the east, Cretin Avenue on the west, and the parallel alleys north and south of Grand Avenue.

Definitions and Interpretation

The provisions of this special Sign District Plan do not supersede the provisions of Chapter 64 Signs, of the Zoning Code. The provisions of this Plan are supplementary to those 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 Grand Avenue 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 Grand Avenue Special Sign District shall be submitted to the Zoning Administrator for review and approval. The Zoning Administrator shall immediately notify the appropriate District Planning Council. The application 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 = 1 foot.
2. Either a front elevation drawing of the building with the proposed sign located on it (minimum scale ¼ inch = 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 decision 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.

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 on Grand Avenue. Business signs are important for the quality of Grand Avenue as a commercial street 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 wall signs, projecting signs, freestanding signs, temporary signs, and portable 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 business signs on a lot shall not exceed one (1) 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.

Signs with dynamic display are prohibited.

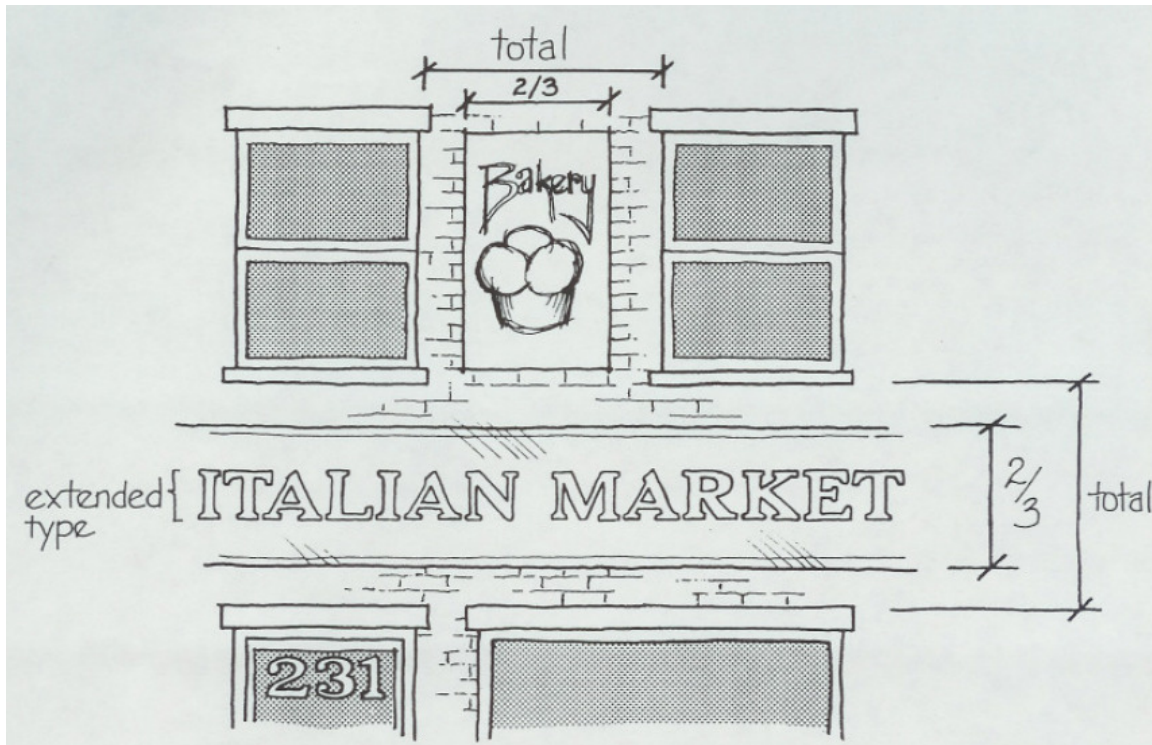


Wall Signs

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. Bold type with light lettering on a dark background is recommended for maximum legibility.

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



Projecting Signs

A projecting sign is a sign other than a wall sign which projects from and is supported by a wall or a building or structure. 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. The highest point on a projecting sign shall be no more than thirty (30) feet above grade.



Freestanding Signs

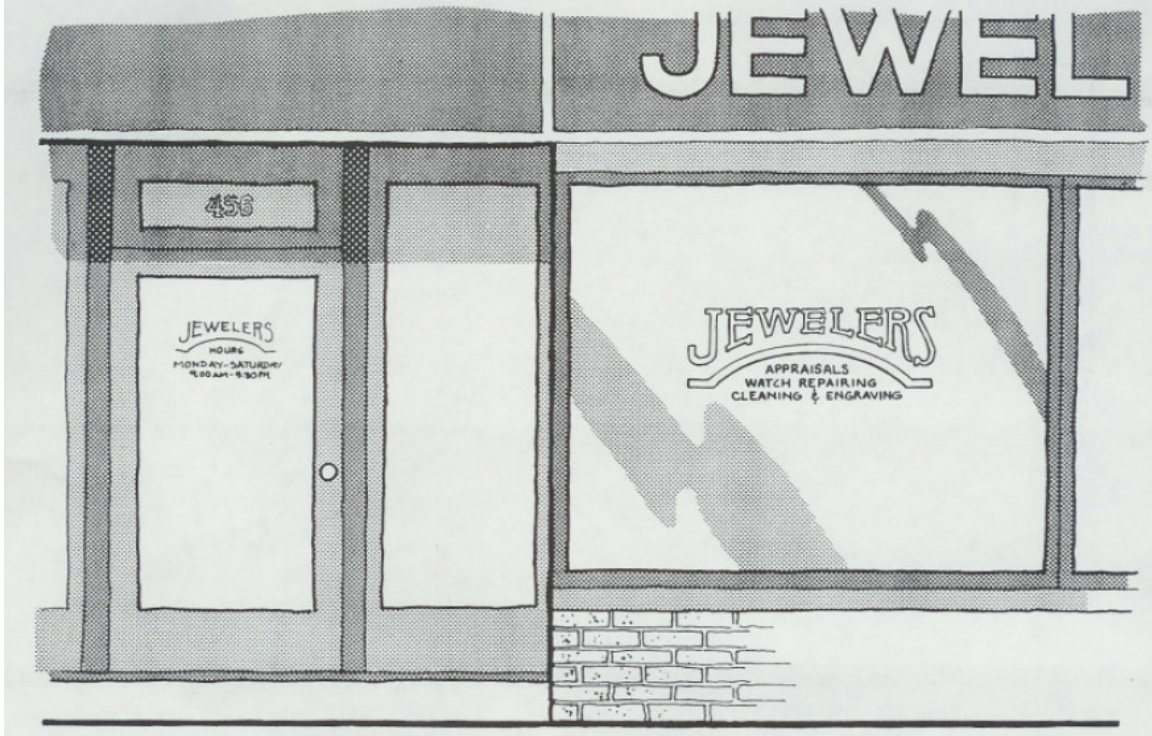
There shall be no more than one freestanding sign per lot, and a freestanding sign shall be a minimum distance of forty (40) feet from any other freestanding sign. Freestanding signs shall be set back at least five (5) feet from all property lines and have a maximum gross surface display area of twenty 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) and have as little structure as possible. Sign illumination should be done in such a way that light spillover on adjacent properties is minimized.

Window Signs

Window signs, including temporary window signs, should not exceed 30% of the store window glass area. The lettering of the business name should not exceed twelve (12) inches in height. The lettering for other information should not exceed one inch in height.

Temporary window signs add to visual clutter and should be used only to advertise the property for sale, rent, or lease, or for specific short-term sales no more than three (3) nonconsecutive times per calendar year for a period of not more than thirty (30) days per time. Old paper signs are easily associated with “going out of business” sales.

Window Signs



Temporary Signs

Temporary signs shall be regulated according to the requirements for temporary signs in the TN1-TN3 Traditional Neighborhood and OS-B1 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.

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 TN1-TN3 Traditional Neighborhood and OS-B1 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.