


Chapter 64 Sign Code Amendments

Saint Paul Planning Commission

April 20, 2018


Four Amendments

- ▶ Correction and Clarifications from Zoning Administrator
 - ▶ Temporary Signs
 - ▶ Sports Facility Sponsorship Signs (advertising)
 - ▶ Professional Sports Facilities (advertising)
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Correction and Clarifications

- ▶ Correct a citation in the sign ordinance
- ▶ Clarifications for White Bear Avenue Special Sign District Plan
 - Roof signs no longer permitted so reference removed
 - Language related to ground and pole signs replaced with the term freestanding sign

Temporary Signs

- ▶ One temporary sign of no more than 50 square feet is permitted to identify engineer, architects, or contactors during construction
 - ▶ STAR grant recipients are required to post a temporary sign during construction
 - ▶ Allow two temporary signs as long as the total amount of signage permitted is not exceeded
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Sports Facility Sponsorship Signs

- ▶ Considered “advertising signs” and only allowed at specified locations
- ▶ Currently allowed at certain ballfields, hockey rinks, and at golf courses
- ▶ Propose allowing at city-owned soccer fields and at the professional soccer stadium
 - professional soccer stadium city-owned
- ▶ Amendments specify where the signs can be and what size they can be

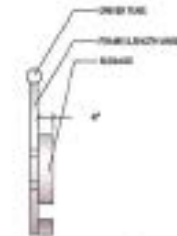
NORTH ELEVATION: SIGNAGE OVERVIEW



X-04: NE GATE ID



A DETAIL ELEVATION



B SIDE VIEW ELEVATION



C CONTEXT ELEVATION



D REFERENCE IMAGE

*DRAWINGS PROVIDED TO DEMONSTRATE SIGNAGE DESIGN, SCALE AND MATERIALITY. FINAL SIGNAGE CONTENT AND ARTWORK TBD.

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NOTES

1. Fabricate brushed dimensional letters and legs brushed aluminum returns and white acrylic faces. Letters mounted to aluminum frame. Faces mounted to wood slat tube provided by U.S. Display Racks + LED by 1/2" x 1/2" x 20 plus CTS#3045095. Internal structure to be engineered by sign fabricator.
2. Aluminum frame (3-T) by signage fabricator, vertical members concealed behind letters.
3. Spacers of metal up.
4. Brushed aluminum tube with (P-1) vinyl letters applied.

NOTES

REFER TO SIGN MESSAGE SCHEDULE FOR ALL SIGN MESSAGE CONTENT.

FIELD VERIFY ALL MOUNTING DIMENSIONS.

SEA FABRICATOR IS RESPONSIBLE FOR COORDINATING WITH STRUCTURE, FASTENINGS AND GLASSING.

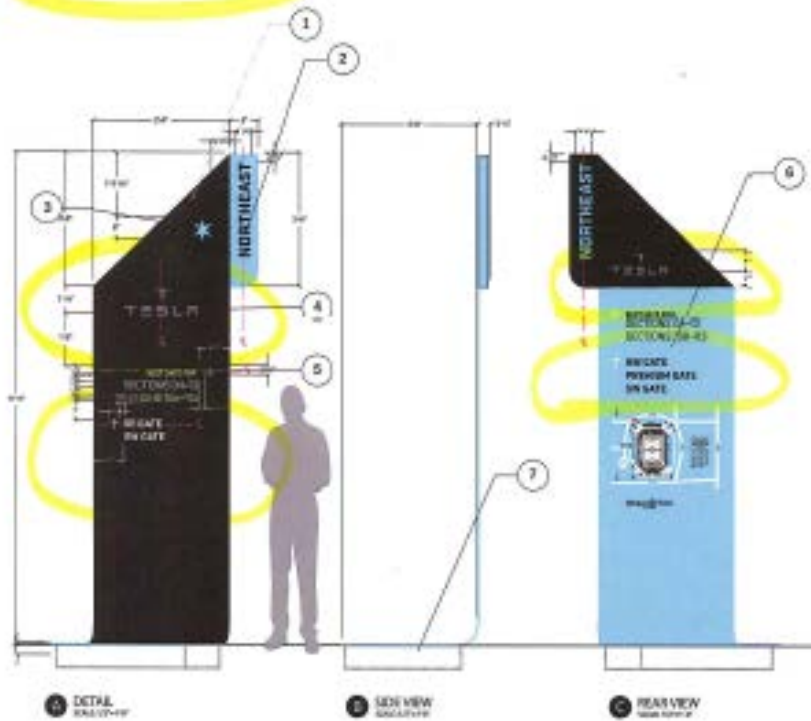
APPLY AND VERIFY PAINT CO. USE 60/40 SATIN FINISH TOP COAT ON ALL PAINTED SURFACES.

MINNESOTA MILLS STADIUM

project number: 26-4137
 project construction documents
 sheet: 26-23.001.01
 title: ARCHITECTURAL SIGNAGE

REF NO: **X-04**
 NE Gate ID

X-11: WAYFINDING GATE PYLON



E INTERNAL ILLUMINATION
SCALE: 1/8" = 1'-0"



POPULOUS®

4800 West 12th Street, Suite 200, Minneapolis, MN 55425
 Tel: 612.338.8888 | www.populous.com

Working Notes:

1. Solid pop-pop (black) painted aluminum panel with no visible seams (P1 & P2). Internal structure formed of 1" aluminum flat bar to cut fits to the shape of the upper curve.
2. Painted gate name (P-1, T-2)
3. Cut-out to reveal panel behind
4. Painted banner legs (P-3)
5. Painted top and acceptances (P-4 & P-4)
6. Sign with custom map
7. Concrete base & footing
8. Internally illuminated at top with concealed modern pin-point light-emitting diodes with diffuser (P-5) (LED BY WES LIGHTING CO. 5000K 1000LM) (WES)

NOTES:
 1. SIGN SHALL BE ILLUMINATED AT NIGHT.
 2. REFER TO SIGN MESSAGE SCHEDULE FOR ALL SIGN MESSAGE CONTENT.
 3. FIELD VERIFY ALL MOUNTING CONDITIONS.
 4. SIGN ENGINEER IS RESPONSIBLE FOR ENGINEERING SIGN STRUCTURE, MOUNTING AND SUPPORTS.
 5. APPLY MOUNTING PART TO SIGN FACE. SIGN MOUNT FOR EDGE SHALL MOUNT SURFACES.

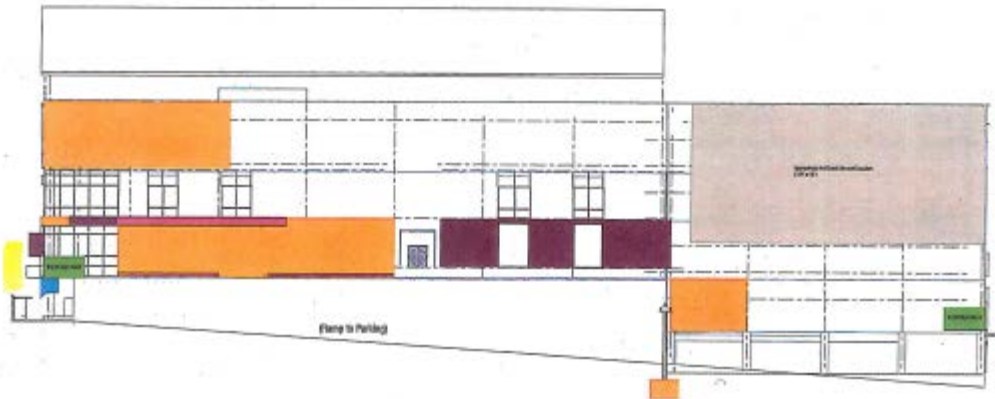
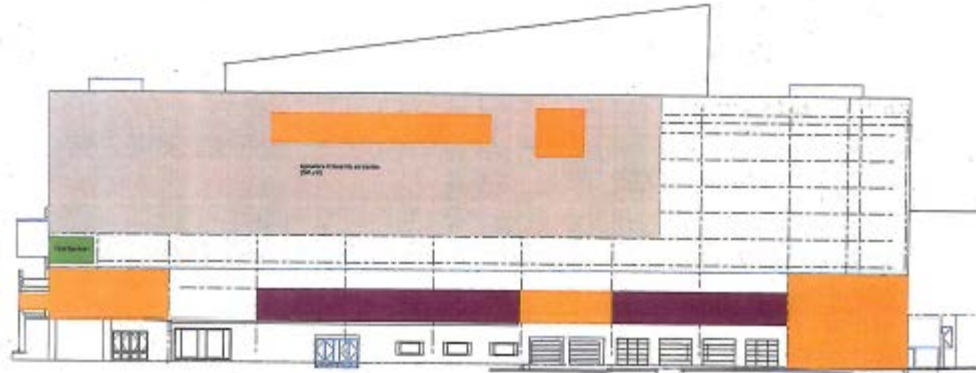
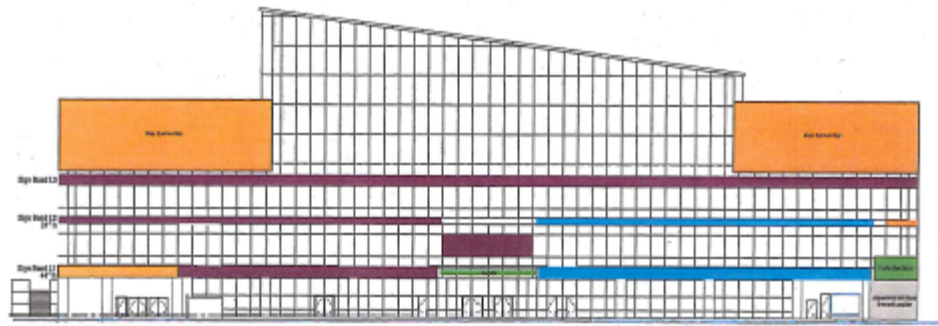
MINNESOTA MILLS STADIUM
 project number: 16-01-07
 client: CONSTRUCTION SERVICES
 800 W. WISCONSIN
 ST. PAUL - MINNESOTA, MN 55102

sign name: **X-11**
 Gate ID Pylon


*DRAWINGS PROVIDED TO DEMONSTRATE SIGNAGE DESIGN, SCALE AND MATERIALITY. FINAL SIGNAGE CONTENT AND APPROX. TOL.

Professional Sports Facility

- ▶ Treasure Island Center is home to the Minnesota Wild NHL practice facility
- home to Hamline University's hockey teams
- office, retail, clinic, restaurant, brewery
- ▶ Dynamic display signs are planned to advertise activities on site and at downtown venues; 6th & Wabash and 6th and Cedar
- ▶ Advertising of off-premise products and services anticipated as well



Professional Sports Facility

- ▶ Amend size of facility from 10,000 to 1,000
 - ▶ Amend standard requiring sign to front on an arterial street
 - ▶ Amend standard requiring 300-foot separation from residential use, house of worship, or school
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Professional Sports Facility

- ▶ Downtown is an active vibrant space on arterial and collector streets with cars, trains, busses, bicyclists and pedestrians
- ▶ Multi-tenant building could include a school use and preclude planned signage
- ▶ Zoning Administrator has the authority to limit illumination overnight when a determination is made that lighting affects neighboring properties
- ▶ Downtown is an active vibrant place, mix of use, where dynamic sign is appropriate

Committee Recommendation for Action Today

- ▶ Release the study for public review
- ▶ Set a public hearing date of June 1, 2018

THANK YOU

