

City of Excelsior  
Heritage Preservation Commission  
Work Session Agenda  
Tuesday, January 22, 2019  
10:00 a.m.

1. CALL TO ORDER/ROLL CALL
2. AGENDA APPROVAL
3. DISCUSSION ITEMS
  - a) Code Enforcement Issues
  - b) Sign Policy
4. ADJOURNMENT

**Notice: Some items on this agenda are important enough to City Council members that a quorum of the Council may be present to receive information leading to their future deliberations and eventual decision.**

Auxiliary aid for individuals with disabilities is available upon request. Requests must be made at least 96 hours in advance to the City Clerk at (952) 652-3675.

EXCELSIOR SIGN POLICY DISCUSSION AND ADMINISTRATIVE  
APPROVAL

(DRAFT)

This is a preliminary list of items for discussion. It is not necessarily a complete list.

Applicable Sign Standards:

Excelsior Zoning Code

Art. 2, Section 2.2 (Definitions, Sign Related)

Art. 24 (Signs)

Art, 15, Section 15-6 (Non-conforming signs)

Excelsior City Code

Chapter 20 (Historic Preservation), Section 20-10  
(Site Alteration Permit - When required)

Excelsior Preservation Design Manual, pages 39-42 (Signage and Lighting)

Do we need to clarify or amend The HPC ordinance and Design Manual regarding the following items?

- 1) Does the ordinance/design manual require a SAP for all signs? Should it?
- 2) Comprehensive plan for multi-tenant buildings.
- 3) Size and number of signs per building and permitted locations.
- 4) Can signs extend above the roofline? (e.g., low profile mid-century buildings.)
- 5) Window signs. (size and number)
- 6) Electric window signs. (size, number and animation)
- 7) Abandoned Signs. Include language to remove signs and repair building after signs are abandoned. (New tenant or vacant space.)
- 8) Unique signage. (Paintings on Artworks, stained glass lamp at Masonic Temple, Port of Excelsior sign, Port ticket booth displays.)
- 9) Signage on Canopies. (Currently allowed on leading edge only)
- 10) Temporary signs. (banners, real estate/lease.)
- 11) Sidewalk (sandwich board) signs.
- 12) "Ghost" signs. What is a "Ghost" sign? What is simply old and abandoned?

- 13) Directional or advertising signage on a building for a non-tenant.
- 14) How much latitude would be allowed for product branding and logos? (Aveda, Maytag, etc.) Sign color range or limits? Sign lighting rules for franchise or chain businesses? Building identification or branding?
- 15) I don't believe signage is allowed on the Commons baseball field outfield fence. Should we consider changing this rule to allow PAID advertising on the fence during the baseball season only with the fees specifically dedicated to the Commons maintenance and improvement?

#### Questions for the City Attorney

- 1) How do we handle any old signs that are not in compliance with the new standards? This may include canopies with printing on the body of the canopy.
- 2) "Grandfathered" signage?
- 3) Newer signs (since revised ordinance/manual) without permits.
- 4) Are non-conforming lighted signs subject to lighting (lumens) guidelines?
- 5) Enforcement.

Some of the questions (enforcement) for the City Attorney relate to other areas of the HPC Ordinance and Manual.

We should also explore (as an alternative) options to help persuade owners that non-compliant signs should not be maintained but should be replaced with signage that is in compliance with the HPC and City guidelines.

Some specific properties we discussed at our December 18<sup>th</sup> meeting include (but are not limited to):

- 1) Haskells: A lot of signage, a lot of temporary signage, window signage, electric signage and electric window signage.
- 2) Old Livery Building: No comprehensive sign plan, signs without permits. Sign clutter.
- 3) Aveda (Old IOOF) Building: Existing signage does not seem to be in accordance with the recent SAP.

## ADMINISTRATIVE APPROVAL

At this point I would suggest that administrative approval would be limited to blade signs or wall signs for single tenant buildings or multi-tenant buildings that have a pre-approved comprehensive sign plan. Plus signage on the front edge of awning canopy only.

These signs would have to meet all other aspects of the ordinance and manual. This would include size, coloring, print fonts, construction and attachment to the building.

All other applications would require discussion and approval of the commission. All applications for "Ghost" signs would be reviewed by the commission.