



Heritage Preservation Commission Regular Meeting

Tuesday, March 3, 2026, 5:30 PM
106 Center Street

Members of the public may attend the Heritage Preservation Commission meeting either in person or by joining via Zoom either online or by telephone at:

<https://us02web.zoom.us/j/83215634347?pwd=OQVfB9qzlPWmur8OBtD0KO4iIAKXwp.1>

Meeting ID: 832 1563 4347

Passcode: 004328

One tap mobile

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

AGENDA

1. Call to Order/Roll Call
2. Agenda Approval
3. Consent Agenda
 - A. February 24, 2026 Heritage Preservation Commission Meeting Minutes
4. Citizen Reports or Comments
5. New Business
 - A. 300 Water Street Site Alteration Permit Application - New Construction
 - B. 305 Water Street Site Alteration Permit Application - New Mural
6. Unfinished Business
7. Communications and Reports
 - A. Next Regular City Council Meeting - March 16, 2026
 - B. Next Regular Heritage Preservation Commission Meeting - March 24, 2026
 - C. Updates: Administrative Approval 305 Water Street Signs
8. Future Agenda Items
9. Adjournment

City of Excelsior
Hennepin County, Minnesota

Minutes
Heritage Preservation Commission Meeting

Tuesday, February 24, 2026

1. CALL TO ORDER/ROLL CALL

Chair Caron called the meeting to order at 6:30 p.m.

Commissioners Present: Anderson, Caron, Dahlstrom, Gephart, Macpherson, Mark,

Commissioners Absent: none

Also present: Community Development Director Julia Mullin; City Planner Jess Long; Ron Batty, Acting City Attorney; Alex Furcich, Attorney; Historic Consultant Amy Lucas

2. AGENDA APPROVAL

Move by Commissioner Macpherson to approve agenda with changes that minutes to be approved are for December 16, 2025 and not December 12. Second by Commissioner Gephart. Motion passed 6/0.

3. APPROVAL OF MINUTES

a) HPC Minutes of December 16, 2025

Motion to approve December 16, 2025 minutes by Commissioner Macpherson with changes spelling of Gephart. Second by Commissioner Gephart. Motion passed 6/0.

b) HPC Minutes of January 27, 2026

Motion to approve January 27, 2026 minutes by Commissioner Gephart with changes of spelling to Anderson and Gephart. Second by Commissioner Anderson. Motion passed 6/0.

4. CITIZENS REPORT

None

5. NEW BUSINESS

a) 26 Water Street Site Alteration Permit (HPC No.26-01)

Community Development Director Mullin presented project background.

Historic Consultant Lucas presented the staff memo and draft resolution.

Representatives of the applicant presented: Attorney Megan Rogers of Larkin Hoffman; Evan Jacobs, architect at Tushie Montgomery; and Matt Mithun, building owner.

Public speakers were given 3 minutes to speak with questions answered at end. The speakers included:

1. Bruce Kelly, 165 Maple Street, Excelsior, spoke in favor of project and demolition
2. Scott Gates, Mound resident, spoke
3. Tristana Ward, 135 First Street, Excelsior, spoke in favor of theater use
4. Joshua Radzieg, 322 Lake Street, Excelsior, spoke in favor of keeping a theater use
5. Laura Ivey, 135 First Street, Excelsior, spoke on keeping a smaller (50 seat) cinema for the non-profit Film North with contract to run 5 years
6. Leif Eikevik, owner of Tonka Building,
7. Eleanor Johnson, 501 Elm Place,

Staff Mullin read comments from online Zoom.

Motion by Commissioner Gephart move to adopt the resolution and findings of fact and conditions. Second by Commissioner Macpherson.

Motion passed 4/2. With Anderson and Dahlstrom voting nay.

6. UNFINISHED BUSINESS

None

7. COMMUNICATIONS AND REPORTS

- a) Next City Council Meeting-March 2, 2026
- b) Next HPC Meetings-March 3, 2026 (special meeting) and March 24, 2026
- c) Updates: Staff Long updated on Administrative Approval at 37 Water Street for painting and new signage to a non-contributing building

8. FUTURE AGENDA ITEMS

- a) 300 Water Street new construction to be discussed March 3, 2026 HPC special meeting
- b) 305 Water Street Excelsior Museum mural to be discussed March 3, 2026 HPC special meeting
- c) March 24, 2026 will be the HPC annual meeting

9. ADJOURNMENT

**Commissioner Anderson moved to adjourn meeting. Second by Commissioner Gephart
Motion passed 6/0.**

The meeting was concluded at 9:18 P.M.

Respectfully submitted,
Julia Mullin
Community Development Director

MEMORANDUM

Item 5 (a) - HPC Item 2026-02 – 300 Water

Re: Street SAP

Date: March 3, 2026

Jess Long, City Planner, and Amy Lucas,

From: Historic Consultant

To: Heritage Preservation Commission

60/120 Day Deadlines: March 13, 2026/May 12, 2026

Background and Application

Don Cheech, LLC, owner of the 300 Water Street, has submitted a Site Alteration Permit application, to demolish the non-contributing building at 300 Water Street and construct a new, two-story brick commercial building on the parcel. A signage design is also proposed for two elevations of the building.

Landmark History:

The building at 300 Water Street is within the Excelsior Commercial Historic District and is a non-contributing building in the district. The garage was built in 1972 and the period of significance for the historic district is 1886-1955. The building has had multiple alterations and does not retain integrity.



300 Water Street (Google maps, April 2025)

Staff sent an email (2/11/26) to the applicant explaining that staff is generally supportive of the SAP proposal, but a number of items are required from the applicant for final review; these include:

1. survey/site plan with building footprint, setbacks, curbs, parking
2. measured architectural drawings of all elevations and floor plans
3. material specifications for brick, siding, parapet, and specifications for windows, doors
4. comparison of the proposed building and adjacent buildings for height evaluation.

Staff explained that the proposed signage does not meet zoning standards and would require a variance request. Staff accepted the application with the understanding that the applicant will receive helpful review from HPC and staff with recommendations and conditions.

Proposed Alterations

1. Demolition: The applicant proposes to demolish the current building at 300 Water Street.
2. New Construction: The applicant proposes to construct a two-story, commercial building at the corner of Third and Water Street. The applicant did not provide plans or elevations of the proposed building per SAP and zoning requirements. A written description and rendering of two elevations were provided. The proposed building will measure 60' by 60' and will be 26'6" tall with a flat roof. A masonry (material unknown) foundation is proposed with a brick veneer at the first floor and fiber cement siding at the second floor. Entrances are proposed for the Third Street and Water Street elevations (entrance details unknown). Openings are grouped in pairs at the first and second floor (window details unknown). Windows at first floor are described as "divided light overhead slider/ garage style windows." Windows at second floor are described as "divided light, vertically proportioned." There is a simple metal parapet that wraps the building (material unknown). The paint color for aluminum windows and metal parapet is described as "deep teal/blue." The elevations for the west and south were not provided. The site plan and parking were not provided.
3. Signage: The applicant proposes signage for two elevations, but did not provide measured drawings of the signs. Signage at the Water Street elevation includes a sign that reads "Stanley's Lake Place." The letters for Stanley's will be individual 24" letters and 14'7" long and attached to the masonry. The letters "Lake Place" will be 14" and 11'4" long and attached to the masonry. The words "Burgers Pizza Shakes" will be 10" and attached to masonry. All of the letters will be LED illumination. The electrical conduit and installation is not detailed. Signage at Third Street elevation includes a projecting sign with a logo and measures 24" round. It is unclear if this sign is lighted. The sign over the Third Street entrance reads "entrance" and measures 48" by 14" and will be LED illumination. The application also mentions banners, but drawings and locations were not provided. The application does not propose exterior lights and the building's exterior lighting will be the signage.



Rendering of proposed building at 300 Water Street

Applicable Standards and Analysis

Chapter 20-Historic Preservation of the Excelsior Code of Ordinances and the City of Excelsior Preservation Design Manual-Guidelines and The Secretary of the Interior's Standards apply:

1. Demolition

Sec. 20-12 (b) -Concept review. Prior to submission of a formal site alteration permit application seeking demolition approval, a concept plan may be submitted for the purpose of obtaining the commission's comments and recommendations prior to the owner spending significant time and expense in the preparation of reuse plans when applying for a site alteration permit for the demolition or moving of a historic resource.

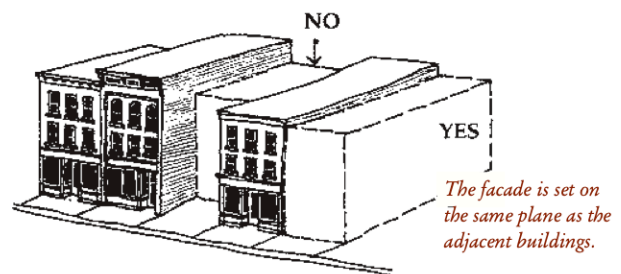
Sec. 20-12 (c) Non-contributing structures. Any non-contributing structure must first be evaluated and considered for contributing status prior to issuance of a site alteration permit for a total demolition.

Sec. 20-12 (k) Post-demolition or post relocation plans. The commission shall not approve a site alteration permit for demolition or relocation without reviewing at the same time post-demolition plans. The approval of a site alteration permit for demolition or relocation shall be conditioned on issuance of a site alteration permit and all other city approvals for the new construction on the site.

2. New Construction

New Construction Guidelines

- NC.1 **Height** – A new building's height should relate to the average height of existing adjacent structures.
- NC.2 **Proportion of a building's front façade** - Façade proportion of new construction should be compatible in height and width to its adjacent buildings and the streetscape. If the site is large, the mass of the facade can be broken into a number of smaller bays, to maintain a rhythm similar to the surrounding buildings.
- NC.3 **Setbacks** - New construction setback shall be consistent with the adjacent older buildings. In areas of zero setback from the right-of-way, the new setback shall be the same. In areas on side streets where the setbacks are less formal and more residential in design, variation in setback is more acceptable.
- NC.4 **Orientation** – New construction should be oriented to the primary street and not inward or to the side. Corner commercial or office buildings should be designed so that the entrance faces a primary street. The secondary elevation should be well designed and contain windows, storefronts and decorative features so that it visually enhances the secondary street. Blank walls should be no longer than ten feet where the building is not set back from the lot line.
- NC.5 **Building spacing** - New construction should fill the entire lot width opening, unless coordinated with pedestrian walkways from back parking areas.
- NC.6 **Roof shapes** - Roof styles in the downtown area should be predominately flat, with parapets and/or cornices.
- NC.7 **Proportion of openings within the façade** - The size and proportion of window and door openings should be similar to those on surrounding facades.
- NC.8 **Relationship of solids to voids** - The ratio of window area to solid wall should be similar to neighboring buildings.
- NC.9 **Materials** - New construction facade should be composed of materials similar to surrounding facades.
- NC.10 **Architectural character and details** - New construction should be a balance of new and old in overall design and architectural detail. A new design that draws upon the fundamental similarities among older buildings in the area without copying them is preferred. This will allow the building to be seen as a project of its own time and yet be compatible with its historic neighbors. Architectural details should reflect some of the detailing of surrounding buildings in window shapes, cornice lines, and brickwork, while at the same time display contemporary details that harmonize with its neighbors.
- NC.11 **Colors** - Material and paint colors should relate to each other in a coherent and consistent design, and also be selected in response to the existing materials and colors of surrounding buildings.



3. Signage

The guidelines state that “inappropriate signs” are “large project signs, rooftop signs, and internally illuminated awnings and signs.”

Commercial Sign Guidelines

All signage should be in compliance with the requirements of the Zoning Code.

Orientation & Placement

- CS.1 A projecting sign should be suspended from a decorative support structure.
- CS.2 Horizontal sign orientation is the preferred arrangement. Vertical signs should only be displayed where the building supports a vertical location without interfering with building detailing or architectural design.
- CS.3 Signage should be placed at traditional sign locations including the storefront beltcourse, hanging or mounted inside windows, or projecting perpendicularly from the face of the building.
- CS.4 For residential type buildings used for commercial purposes, a flat sign attached to the wall at the first floor or between porch columns is appropriate.
- CS.5 Freestanding signs, in general, are not an appropriate sign type in a traditional downtown, except for use in the front yard of a residence that has been converted to commercial or office use. In this case, freestanding signs should be no higher than 6 feet.
- CS.6 For multi-tenant buildings, placement of individual tenant signs should be coordinated to achieve a unified signage appearance.
- CS.7 Placement of signs on buildings should not cause visual clutter.
- CS.8 Signs should not conceal any architectural features.
- CS.9 Signs should be sized in proportion of the building and facade.
- CS.10 Sign attachment parts should be reused in their original location (holes in the façade or fixing positions) to protect the original building materials.
- CS.11 Signage mounting brackets and hardware should be anchored into mortar, not masonry.
- CS.12 Printed store signage is acceptable on the awning valance.
- CS.13 Movable sandwich boards are also allowable downtown and provide additional signage for businesses.

Design

- CS.14 Signs should be made of traditional materials such as wood or metal, with painted or ornamental metal lettering.
- CS.15 Modern materials, such as acrylic, vinyl, and plastic, may be appropriate if they are able to simulate traditional materials.
- CS.16 Glossy and highly reflective materials are often difficult to read and are inappropriate.
- CS.17 Signs should have no more than four colors and should be coordinated with the accent colors on the building or awnings; competition between too many colors often results in decreased legibility.
- CS.18 Overly-ornate and trendy typefaces that are hard-to-read should be avoided.
- CS.19 Three-dimensional letters/symbols, with at least one-half inch depth or reveal, are preferable.
- CS.20 The quality of the visual environment in the District should not be eroded by inappropriate franchise designs and signage. Where businesses are required to utilize a franchise image and/or color, the franchise image may be acceptable by utilizing other mitigating historic sign design features such as a raised sign border, dimensional letters, small lettering size and scale.

Ghost Signs

- CS.21 Ghost signs should be preserved as a significant and enduring feature of Excelsior's Downtown Historic District.

Lighting for Signs

- CS.22 Commercial sign lighting fixtures should be simple in design or concealed.
- CS.23 Spot or up-lit lighting for signs is recommended.
- CS.24 Neon signage is not appropriate on the building exterior unless it was integral to a building style such as Art Deco or Art Moderne.
- CS.25 Use lighting that provides a warm light, similar to daylight.
- CS.26 Internally-lit or flashing signs are not allowed in the historic commercial district.

Commercial Lighting Guidelines

General

- CL.1 All lighting shall conform to the provisions of the Zoning Ordinance

Exterior Building Lighting

- CL.2 Light fixtures shall be appropriate to the building's architectural period.
- CL.3 Light fixtures should be low profile and have minimal projection from building face.
- CL.4 Lighting should not conceal any architectural features.
- CL.5 The light source should not be visible from the public right-of-way.
- CL.6 "Historic" theme light fixtures such as Colonial style coach lanterns are not appropriate to the Excelsior Downtown Historic District.
- CL.7 Flashing lights are not appropriate for historic commercial districts.
- CL.8 Light fixture mounting brackets and hardware should be anchored into mortar, not masonry.

Free-Standing Lights

- CL.9 Street lights on the public right-of-way and site lighting shall be replaced at the time of redevelopment so as to match or complement the historic public fixtures in conformance with City standards, which may be found in the Design Standards.

Applying Chapter 20-Historic Preservation of the Excelsior Code of Ordinances and City of Excelsior Preservation Design Manual-Landmark Guidelines

1. **Demolition**-The building at 300 Water Street is within the Excelsior Commercial Historic District, but it is not a contributing building. It was constructed in 1972 and has multiple alterations. Demolition of a non-contributing building in the district follows the City Code, but the HPC must approve the new construction before final demolition is approved.
2. **New Construction**-The SAP application lacks measured plans and elevations, but the schematic design appears to meet the *Preservation Design Manual* guidelines for new construction. The design appears to meet the guidelines for height, proportion, setbacks, orientation, spacing, roof shape, proportion of openings, and materials. The window types, door types and paint color are unknown. Additionally, elevations, floor plans, site plan, parking plan have not been provided.
3. **Signage**-The proposed signage should be placed at the traditional sign location. The current signage covers more than a sign band location and extends the full-width between the first and second floors. The additional wording of the sign causes visual clutter (CS.7) and the signs are not in proportion to the building (CS.9). It is unclear if the sign attachment parts protect the building materials (CS.10) or are anchored in the mortar joints (CS.11). The materials of the signs are unknown. Internally-lit or flashing signs are not allowed in the district (CS.26). The quality of the visual environment in the district should not be eroded by inappropriate franchise designs and signage (CS.20). While the signage is not for a

franchise there are additional descriptors on the building that are not typical in the historic district. Tenants do not typically advertise beyond the business name and the additional descriptors of “burgers pizza shakes” is visual clutter. Additionally, the entrance to the restaurant appears clear and the “entrance” sign may be removed. Internally lit signs are not allowed in the district.

Attachments:

- SAP Application
- HPC Resolution No. 2026-02 Approving the Site Alteration Permit for demolition of the building at 300 Water Street and approve the schematic concept for the new construction and deny the signage plan.

Recommended Commission Action: Adopt Resolution No. 2026-02 Approving the Site Alteration Permit for demolition of the building at 300 Water Street and approve the general concept for the new construction and deny the signage plan. The applicant shall submit final plans for the new construction at 300 Water Street for review and approval by the HPC.

City of Excelsior
Heritage Preservation Commission
Resolution No. 2026-02

A Resolution Approving a Site Alteration Permit for demolition of the building at 300 Water Street and approving the schematic concept for new construction and denying the signage plan.

WHEREAS, Don Cheech LLC, the owner at 300 Water Street, Excelsior, MN 55331, (“Applicant”) has applied for a Site Alteration Permit for the demolition of the current building; construction of a new building and a signage plan;

WHEREAS, the Heritage Preservation Commission (“HPC”) considered Applicant’s application and its meeting on March 3, 2026.

NOW, THEREFORE, IT IS RESOLVED, that the Applicant is hereby approved a Site Alteration Permit to demolish the current building at 300 Water Street after final plans for new construction are approved; and

NOW, THEREFORE, IT IS RESOLVED, that the schematic concept is acceptable and final plans for 300 Water Street must be submitted for final HPC review; and

NOW, THEREFORE, IT IS RESOLVED, that the Applicant is hereby denied a Site Alteration Permit for the proposed signage; based on the following:

FINDINGS OF FACT

1. Don Cheech LLC, owner of 300 Water Street, Excelsior, MN 55331 (“Applicant”) has applied for a site alteration permit for demolition, new construction and signage at 300 Water Street.
2. The building at 300 Water Street is located in the Downtown Historic District. It was constructed in 1972 and is a non-contributing property in the district.
3. The Applicant provided information that is typically provided in a “schematic review” but requested SAP review by the HPC.
4. City staff requested in writing that the applicant provide the following items for review: survey/site plan with building footprint, setbacks, curbs, parking; measured architectural drawings of all elevations/floor plans; material specifications for brick, siding, parapet and specifications for windows, doors; comparison of the proposed building and adjacent buildings for height evaluation. These items were not submitted for this application.
5. City staff also noted in writing that the proposed signage does not meet the zoning code standards and would require a variance request.

6. In making a determination whether to approve or deny an application for a site alteration permit, the commission shall be guided by *Chapter 20-Historic Preservation of the Excelsior Code of Ordinances* and *The Secretary of the Interior's Standards and Guidelines for Rehabilitation* and the *Preservation Design Manual*.

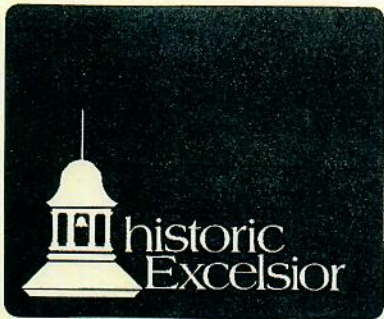
CONCLUSIONS OF LAW

1. The demolition of the building at 300 Water Street follows the guidance in Chapter 20 of the *Excelsior Code of Ordinances*.
2. The demolition cannot be approved until the final design for new construction has been approved by the HPC.
3. The schematic design appears to meet the *Preservation Design Manual* guidelines for new construction and generally meets the guidelines for height, proportion, setbacks, orientation, spacing, roof shape, proportion of openings, and materials.
4. The HPC cannot approve the new construction without measured drawings of all elevations and floor plans and specifications/details for windows, doors, cornice, materials, lighting, and paint color.
5. The HPC cannot approve a signage plan without measured drawings of the signs on measured elevations. The current signage plan does not meet the guidelines for lighting and location as outlined in the *Preservation Design Manual*. Signage must allow follow the *Excelsior Code of Ordinances* for signs and allowances.

Adopted by the Heritage Preservation Commission of the City of Excelsior, Minnesota, this 3rd day of March 2026.

HERITAGE PRESERVATION COMMISSION

Tim Caron, Chair



City of Excelsior

339 Third Street, Excelsior, MN 55331

Telephone: 952-474-5233 Email:

APPLICATION FOR A SITE ALTERATION PERMIT

Applicant's Name: Don Cheech, LLC
Address: 319 Barry Ave S. #303 Wayzata, MN 55391
Telephone: 612-751-3849

Authority to file application:

- ☒ Ownership
☐ Tenant
☐ Other _____

If not Owner, Owner's Name: Don Cheech , LLC
Address: 319 Barry Ave S #303, Wayzata MN 55391
Telephone: 612-751-3849
Project Address: 300 Water Street

Do you have an architect/engineer or other designer for this project?

- ☒ Yes
☐ No

Name: _____

Address: _____

Attach the following materials for all applications:

- ☒ A current photograph of the exterior sides of the building (or site) where work will take place.
☐ A scaled elevation drawing of the sides of the building illustrating the work to be performed.
☒ A scaled site plan (for any site changes).

- ☐ A short narrative of the work to be done and how the work relates to the building's architecture.
- ☐ Identification of all exterior building materials and colors, including materials samples and paint chips of proposed colors.

Note: An application will not be deemed complete until all of the items above have been submitted to the City.

Narrative Description of Proposed Site Alterations: (Include any changes to masonry walls or foundations, siding or paint, roofs or chimneys, doors or windows, porches or steps, awnings or shutters, fences or retaining walls, landscaping or lighting).

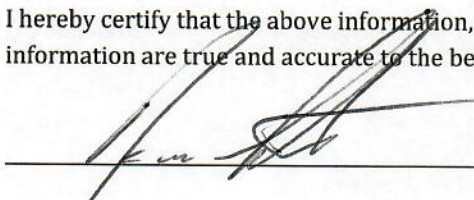
Enforcement Acknowledgement: By signing below, the applicant acknowledges that in case any building or structure subject to the regulation of this ordinance is to be erected or constructed, reconstructed, altered, repaired, maintained, moved, or subjected to demolition in violation of the city's heritage preservation ordinance (chapter 20 of the Excelsior City Code), the zoning administrator or building official, in addition to any other remedies, may (as is outlined in Excelsior City Code § 20-17):

- (1) Institute civil action for injunctive relief to stop, prevent, or abate a violation of this chapter.
- (2) Issue a stop work order to prevent a continuing violation of this chapter.
- (3) Issue a one-year moratorium on all building permits for the subject property for alterations to a historic resource without an approved site alteration permit.
- (4) For removal or total or partial demolition of a historic resource without an approved site alteration permit, the zoning administrator may also:
 - a. Issue a five-year moratorium on all building permits for the structure and for the property, other than as may be required to comply with applicable health and safety requirements and regulations, and in no event shall any permit authorize the new construction to exceed the building square footage, height and lot coverage of the original structure; or
 - b. Issue a fee of 50 percent of the assessed value of the land and structure prior to demolition and replacement structure is not to exceed the footprint of the building that was demolished.

The applicant further acknowledges that any work which proceeds in violation of this chapter, in contravention of a stop work order, or in disregard of a court ordered injunction shall be a public nuisance and enforced pursuant to section 16-37 of the City Code and that a person, individual, partnership, firm, corporation, organization, institution or agency of government that violates this chapter may be ordered by the court to pay the cost to restore or replicate a resource unlawfully constructed, altered, repaired, converted, moved, or subjected to demolition.

If you need additional space, please include additional sheets.

I hereby certify that the above information, the checklist below and all accompanying documents and information are true and accurate to the best of my knowledge.



Applicant's signature

1-9-2026

Date

Site Alteration Permit Checklist Overview

The Excelsior Heritage Preservation Commission (HPC) reviews land use activities that may affect Excelsior's historical and architectural attributes and has prepared a checklist to assist you in applying for a Site Alteration Permit. In addition to the general materials listed on page 1, applicants should refer to the checklist below for additional requirements applicable to particular types of projects. A summary of HPC Guidelines are also available at Excelsior City Hall.

Please be thorough in completing the checklist. The decision of the HPC will be based on the completed checklist and other materials you submit. Any unidentified alterations not shown on the checklist or application materials will need to be discussed with staff and possibly returned to the HPC for further review. Work completed without the HPC's approval is in violation of the City Code and may be subject to fines or penalties. The Excelsior City Staff is available to answer questions regarding the application and checklist. You may contact them at 952-474-5233.

HERITAGE PRESERVATION COMMISSION

Site Alteration Permit Checklist

NATURE OF SITE ALTERATION (check all that apply):

- ☒ SIGNAGE (Complete Section 1 below)
- ☐ CHANGES IN MATERIAL OR ADDITIONS (Complete Section 2 below)
- ☒ NEW CONSTRUCTION (Complete Section 3 below)
- ☒ DEMOLITION (Complete Section 4 below)
- ☐ RELOCATION OF STRUCTURE (Complete Section 5 below)
- ☒ LANDSCAPE OR PARKING ALTERATIONS (Complete Section 6 below)

1. SIGNS AND AWNINGS:

- ☒ Dimensional elevation drawn to scale identifying materials, colors, and lettering style. Include height, width and depth.

- ☒ Description of any proposed lighting.

- ☒ Description of location.

For a wall sign, show how and where it will be attached. For free-standing sign, show height measured from the existing and proposed grade and site plan with sign location and dimensions from property lines and dimensions from structures on lot.

2. CHANGES IN MATERIAL AND ADDITIONS:

- ☐ Scaled elevation drawing indicating proposed alterations. Minimum scale $1/4" = 1'0"$.
Color scale rendering is required for major alterations (those requiring City Design Standards approval). Include door and window design when proposed to be altered. Manufacturer's catalog data must be used, if applicable.

- ☐ Description of all exterior materials and colors.
Include all proposed materials samples and paint chips of proposed colors.

- ☐ Site plan showing dimensions of lot and location and dimensions of existing structures on lot.
Include location and dimensions of all proposed additions.

- ☐ Photographs of existing conditions from all elevations.
Historic photographs should accompany any request to return a structure to an earlier historic appearance.

3. NEW CONSTRUCTION:

- ☒ Scaled elevation drawing showing all sides and dimensions. Minimum scale $1/4" = 1'0"$.
Color scale rendering is required for all new construction. Include door and window design and description of all exterior design elements. Manufacturer's catalog data must be used, if applicable.

- Elevation drawings to scale showing relationship to height and massing of adjacent structures.
- Photographs of proposed site and adjoining properties.
- Site plan including building footprint and all landscape and parking features.
- Elevation drawings and material and color details for exterior features.
Include roofs, steps, doors, windows, siding, porches, foundations, walls, etc.
- Scale model may be required for major construction, as determined by the HPC.

4. DEMOLITION:

- Justification for proposed demolition.
Provide documentation that a building classified as historic is incapable of earning any economic return on its value as appraised by a qualified real estate appraiser. Provide proof that all reasonable alternatives for re- use and restoration have been exhausted.
- Proposed use of site after demolition.
Include plans and construction schedule for proposed structures and evidence of compatibility with all zoning and comprehensive plan requirements. Plans must demonstrate compatibility with adjacent historic structures or sites.
- Photographs of all structures to be demolished.

5. RELOCATION OF STRUCTURE:

- Photograph of existing structure on existing site.
- Photograph of proposed site and map of location.
- Reasons for request to move structure.
Information for relocations shall be the same as demolition (for the removal of a structure from a historic site or district) and new construction (for the relocation of a structure to a site within a historic site or district).

6. LANDSCAPE AND PARKING ALTERATIONS:

- Site plan showing location and layout.
- Description or depiction of materials, dimensions and design.
Include location and type of vegetation.
- Photograph of affected areas of site.

Procedure for Review of Site Alteration Permits

The application for a Site Alteration Permit, completed checklist and all supporting information must be received **no later than 21 calendar days** prior to the Heritage Preservation Commission meeting. Incomplete applications will not be reviewed by the Commission. The Heritage Preservation Commission normally meets the fourth Tuesday after the fourth Monday each month. Applicants are strongly encouraged to attend the meeting.

Decisions of the Heritage Preservation Commission may be appealed by filing notice with the City Clerk within 10 business days following the meeting.

The Site Alteration Permit does not relieve the property owner from the responsibility of obtaining any other required permits. Building permits and other permits may be required even if a Site Alteration Permit is not required. For more information, please contact Excelsior City Hall.

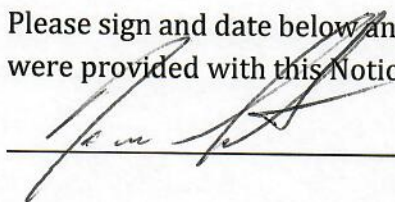
NOTICE TO PERSONS COMPLETING THIS FORM

Please be advised that the information requested in this application is sought for the purpose of evaluating your request.

Any information you submit with this application may be made available to various City employees, City officials, members of City boards or commissions, and the public.

You may refuse to provide any of the information requested but that refusal may limit the City's ability to act on your request or result in the denial of that request. If you believe that any information you are providing constitutes private or confidential data under the Minnesota Government Data Practice Act and you want to limit the dissemination of that data, please contact the City Manager prior to submitting that information to discuss whether dissemination of that data may be limited.

Please sign and date below and return with your application as confirmation that you were provided with this Notice.



Signature

1/9/2026

Date

City Staff Use Only:

Downtown Historic District:

- ☐ Contributing
☐ Non-contributing

Designated Historic Site No. _____

Type of Alteration:

- ☐ Major change in materials/addition (subject to Design Standards review)
☐ Minor change in materials/addition (not subject to Design Standards review)
☐ New construction/relocation
☐ Landscape/parking alterations
☐ Demolition/relocation
☐ Signage/awning (Sign permit must also be filed)

Current Zoning: R-1 R-2 R-3 R-4 B-1 B-2 B-3 B-4 B-5 P Other: _____

Application deemed complete on _____ by _____

Heritage Preservation Commission Action:

On _____, the action requested in the foregoing application was:

☐ Approved

Conditions:

☐ Disapproved

Reasons:

City Council Determination on Appeal of HPC Action:

On _____, the City Council took the following action on the appeal:

- ☐ Sustained HPC Action
☐ Overturned HPC Action



Massing, Materials, and Signage Description - summary

Stanley's Lake Place – 60' x 60' Two-Story Commercial Building

Overall Height: 26'-6" (Compliant with 28' Maximum)

The proposed building maintains a **pedestrian-scaled, two-story massing** that is consistent with the historic commercial character of downtown Excelsior. The primary volume is a **simple rectilinear form** measuring 60 feet in both width and depth. The overall height of **26'-6" to the top of the parapet** remains below the maximum height permitted in the district and aligns proportionally with adjacent historic two-story structures along Water Street.

The façade is organized into a **clearly defined base, middle, and top**, reflecting traditional Main Street commercial architecture. The **first-floor brick knee wall** (42" height) establishes a durable masonry base and visually anchors the storefront system. Above this, a continuous horizontal sign band provides architectural separation before transitioning to the second-floor wall plane. The **second story features cream-colored horizontal siding** within Teal/Blue-painted trim, creating deliberate material contrast and referencing historic siding patterns seen elsewhere in the district. The **upper façade is capped with a modest parapet and cornice**, painted to match the existing trim, providing a clean and historically appropriate termination to the building's mass.

Fenestration patterns have been designed to reflect traditional storefront rhythm and upper-story window groupings common to Excelsior's commercial core. The lower level along Water Street incorporates **overhead-style operable windows** configured within a divided-light framework, allowing seasonal indoor–outdoor activation while preserving the proportional geometry of historic storefront bays. The second story features a **consistent rhythm of**

vertically proportioned windows along both Water Street and 3rd Avenue, providing balanced symmetry and reinforcing traditional façade hierarchy.

All exterior materials—including **brick veneer, painted fiber cement siding, and Teal/Blue-painted window and door trim**—were selected to align with the city’s historic palette while ensuring durability and compatibility with neighboring structures. No modern reflective materials, metal panels, or incompatible cladding types are proposed.

Signage has been designed to integrate into the building architecture without overwhelming the façade. The primary “Stanley’s” sign consists of **24” letters** placed directly on the sign band, accompanied by a **24” circular sailboat emblem**, both scaled to maintain appropriate proportionality within the main Water Street elevation. Secondary signage includes **14” “Lake Place” lettering, 10” unlit historical aesthetic band text (“BURGERS • PIZZA • SHAKES”)**, and above the 3rd Avenue doorway a **48” “ENTRANCE”** aesthetic noting attention to the main way to access Stanley’s, naturally. All signage remains within allowable size limits and is arranged to maintain horizontal alignment with established architectural features. No additional exterior lighting devices or sconces are proposed, ensuring the building presents a historically respectful and uncluttered nighttime appearance.

Overall, the project preserves downtown Excelsior’s historic design principles by incorporating **appropriate massing, compatible materials, traditional storefront patterns, and proportionally scaled signage**, while delivering a refreshed, vibrant commercial presence at the Water Street and 3rd Avenue intersection.

1. Exterior Materials Description

The proposed exterior materials have been selected to reflect the long-established character, texture, and durability of traditional downtown Excelsior commercial buildings. The ground-level façade is composed of **full-depth brick veneer** with a **42-inch masonry base**, providing both visual stability and a historically appropriate storefront foundation. Mortar color is intentionally muted to maintain a traditional appearance and avoid visual contrast inconsistent with the district.

Above the brick base, the second story utilizes **horizontal fiber-cement lap siding**, painted in a cream tone consistent with the historic palette found throughout Water Street. This material emulates traditional wood clapboard siding while offering increased longevity and reduced maintenance needs in Minnesota’s climate. All exterior trim—including window casings, parapet trim, mullions, and door frames—is painted in a deep **Teal/Blue color** that

complements the brick and siding and aligns with historically compatible accent tones approved in prior HPC applications.

Windows are configured with **traditional divided-light patterns**, with mullions proportioned to maintain a visually historic rhythm. Storefront glazing at the ground floor incorporates **overhead-style operable panels** designed to function seasonally while retaining a historic divided-light configuration. Doors are solid wood or high-quality composite designed to replicate traditional recessed-panel commercial entries.

No reflective glass, metal paneling, synthetic stone, or contemporary cladding systems are proposed. All materials reinforce the historic scale, character, and visual continuity of Excelsior's commercial district.

2. Signage Compliance Explanation

All signage has been designed to respect the architectural proportions of the building and comply with size and placement expectations within the Historic District.

Code Requirement (24-9(3)):

"Two or more signs shall not be arranged and integrated so as to create a sign area over 40 square feet."

Proposed Condition - WATER ST side:

- "STANLEY'S" = **22" height × 14.7' width = 27.0 sq ft**
- "LAKE PLACE" = **14" height × 11.4' width = 13.0 sq ft**

$$27.0 + 13.0 = 40.0 \text{ sq ft}$$

The primary "Stanley's" sign features **22-inch-tall letters** situated within the horizontal sign band, ensuring clear legibility while maintaining proportional appropriateness relative to the building's height and storefront scale. The adjacent **24-inch circular sailboat logo** reinforces brand identity while remaining anchored within the same horizontal datum.

Below the main sign, the secondary "Lake Place" lettering, set at **14 inches tall**, fits neatly within the sign band without exceeding recommended vertical limits. The descriptive band text "BURGERS • PIZZA • SHAKES" utilizes **10-inch letters**, maintaining a hierarchy consistent with historic storefront signage patterns and avoiding visual clutter.

On the 3rd Avenue façade, the **48" × 14" "Entrance" sign** identifies the secondary doorway without overwhelming the architectural composition, flanked by a tasteful 24 inch round

sailboat adding more flavor to the classic historic style, but also allowing us to call attention to the entry. All lighted signage is externally visible only through new low voltage LED illumination integrated into the lettering itself. No additional raceways or surface-mounted lighting fixtures are proposed, maintaining a clean and historically sympathetic appearance.

Proposed Condition – 3rd St side:

- Blade / Cantilever Sailboat sign: 24 inches round (**2.0 Ft**)
- “ENTRANCE” = 48” × 14” = (**4.67 Ft**)

$$2.0 + 4.67 = 6.67 \text{ sq ft}$$

Building aesthetics for historic aesthetic: aside from signage, we added unlit banners on each side of the building (Burgers Pizza Shakes on the water street side to create a look that appears to have been there several years, purposely designed to look like a repurposed use of a historic building, also providing a utility for Stanley’s classic.

“Burgers Pizza Shakes” unlit Banner: 10” height × 14.4’ width = **12 sq ft**

Collectively, the signage system respects Excelsior’s guidance for **proportionality, simplicity, pedestrian orientation, and compatibility with building form.**

3. Stanley’s Lake Place – Exterior Lighting Cut Sheet

A. Overview

Exterior lighting for Stanley’s Lake Place has been intentionally minimized to respect the Excelsior Historic District context and comply with the City’s maximum lumen and glare standards, understood to comply with the following:

- Fixtures are fully or mostly shielded; light source not directly visible from the street.
- Light is aimed downward or onto the facade/sign only, with minimal spill.
- No internally lit cabinet signs or exposed neon on the exterior; use externally lit, warm-color sign lighting.

- Site lighting and wall packs are designed so there's no glare onto the sidewalk or across the street, and none into adjacent residential.

Exterior lighting requirements are derived from researching Appendix E §16-5 of the Excelsior Zoning Ordinance, and the Commercial Lighting Guidelines (CL) in the Preservation Design Manual. Fixtures will be shielded, with concealed light sources and warm color temperatures, aimed to prevent glare onto the public right-of-way or neighboring properties.

No internally flashing signs are proposed in the historic commercial district.

****CS.24: “Neon signage is not appropriate on the building exterior unless it was integral to a building style such as Art Deco or Art Moderne.”**

****CS.26: “Internally-lit or flashing signs are not allowed in the historic commercial district.”**

However, we do feel that we can maintain a desirable lighting exterior lighting aesthetic, without causing glare and pollution to disrupt the city that traditional LED lights may produce. Through the use of Low output LED tubing illumination technology, we can maintain an aesthetic that not only fits well into the history of excelsior, but also compliments a traditional classic theme that Excelsior's historic water street is known for.

The lighting approach relies primarily on:

- Low-output LED tubing illumination integrated into building signage
- Interior ambient lighting visible through storefront glazing
- Existing municipal street lighting at the Water St. / 3rd Ave intersection
 - Some “soft” / low-output LED tubing flex: **~70–130 lumens per foot**
 - Standard / brighter strips: **~180–260 lumens per foot and up**
 - Traditional glass neon can be much higher — one reference pegs it around **500 lumens per foot** in some applications.

For “low-output” exterior accent on a historic façade, it’s reasonable to assume we would be using **something near the bottom of that range – say ~90–120 lm/ft.**

Based upon our research, we feel we can achieve the look of a classic facade that goes along with the traditional style of the exterior, while maintain a relatively low glare output estimated at approximately **100 lm/ft** as a clean middle-of-the-road “low-output” value.



B. Fixture Types

No new pole-mounted or wall-mounted exterior floodlighting is proposed. The only building-related sources of exterior light are:

- Low-output LED lighting tube associated with the primary “STANLEY’S” sign, round sailboat logo, “LAKE PLACE,” and band text (“BURGERS • PIZZA • SHAKES”)
- The small “ENTRANCE” sign above the 3rd Ave door
- Interior pendant (downward facing) and ambient lighting visible through windows

C. Output and Controls All proposed exterior luminaires and Low output LED tubing components will be specified such that:

- The aggregate lumen output attributable to building-mounted lighting does not exceed the maximum permitted by City code for the site and zoning district.
- Intensity and color temperature are selected to be warm and subdued (nominal 2700K–3000K), avoiding harsh white or blue tones.
- Signage is controlled via time clock or manual shutoff to reduce light levels during late-night, non-operational hours, and will comply with city ordinances.

D. Maximum Lumens and Compliance Statement

Final fixture selections (including transformer loads and tube lengths for LED light tube look) will be documented to demonstrate that:

5. Glare, Shielding, and Directionality

To further reduce glare and off-site light trespass: anticipated low-output light tubing to anticipate lumen output at approximately **100 lm/ft** as a clean middle-of-the-road “low-output” value.

- No exposed floodlights, spotlights, or unshielded wall packs are proposed.
- Lighting tube is mounted flush to the façade, with light primarily visible from the public way and not directed upward into the sky.
- Interior lighting is shielded by transom bands and mullions, minimizing direct line-of-sight to bulbs from street level.

Using low-output LED flex tubing at ~100 lumens/ft:

Total lumens $\approx$ (linear ft of flex light) $\times$ (lumens/ft)

Calculated as:

- **Low estimate (90 lm/ft):**
 $112.6 \text{ ft} \times 90 \text{ lm/ft} \approx \mathbf{10,100 \text{ lumens}}$
- **Nominal (100 lm/ft):**
 $112.6 \text{ ft} \times 100 \text{ lm/ft} \approx \mathbf{11,300 \text{ lumens}}$
- **High “still low-output” (120 lm/ft):**
 $112.6 \text{ ft} \times 120 \text{ lm/ft} \approx \mathbf{13,500 \text{ lumens}}$

***Parking lot poles or full façade comparison:**

Street lighting (believed to reflect values of what the City already has):

- A single LED cobra head or decorative pole fixture in a downtown area is often in the range of:
2,000 – 8,000 lumens per fixture
- Even the “historic” style poles with acorn globes are usually several thousand lumens.

Low-output LED tube signage:

- It varies with tube length and power, but for a small-to-moderate restaurant storefront like yours:
- A 30" "STANLEY'S" wordmark + 42" logo + secondary text in low output will often be in the rough total range of:
1,000 – 3,000 lumens combined for all Low Voltage LED lighting tube on the façade, and that's being generous.
- Because Low Voltage LED tubing is line-based and directional, its contribution to general sidewalk illumination is much smaller than its total lumens suggest. It's mostly bright right at the glass letters, not flooding the street.

Findings: 1 streetlight ≈ several times the lumens of all proposed low-output LED light tubing combined.

E. Summary

For the **entire "STANLEY'S / LAKE PLACE" lighting band**, we are anticipating in the **~10,000–13,500 lumen** range *before dimming* at these assumed sizes.

*******If you dim to, say, 50–60% output at night, your effective lumens drop into the ~5,000–8,000 lumen band, spread along a ~30'+ sign zone on a 60' façade — visually quite modest vs.**

The proposed lighting design is intentionally conservative. By relying primarily on modest lighting signage and warm interior ambient light—while avoiding additional exterior fixtures—the project maintains the quiet nighttime character of Water Street and 3rd Ave. Final photometric and fixture cut sheets will be provided, if requested, to confirm compliance with Excelsior's maximum lumen and glare standards for the Historic District.

4. Historic Design Compatibility Statement

The proposed building has been intentionally designed to uphold the architectural traditions and visual character of downtown Excelsior. The massing, façade articulation, materials, and signage all draw from historic commercial precedents and local preservation guidelines.

The building's **two-story height**, simple rectangular footprint, **parapet-capped roofline**, and **horizontal storefront proportions** are consistent with legacy commercial structures along Water Street. The use of brick veneer at the ground level and horizontal siding on the upper level reinforces the traditional base–middle–top façade hierarchy present in many of Excelsior's historic buildings.

Window proportions, divided-light muntin patterns, and symmetrical upper-story fenestration contribute to a rhythm familiar to Excelsior's late-nineteenth and early-twentieth-century architecture. The incorporation of operable overhead-style windows on Water Street reflects contemporary dining needs while maintaining historic geometry and avoiding incompatible modern storefront systems.

Signage has been carefully sized and placed to maintain pedestrian scale and avoid overwhelming the façade. Low voltage LED illumination technology, while updated in technology, mirrors mid-century commercial aesthetics found historically throughout small-town main streets.

Overall, the design successfully blends **historic compatibility with modern functionality**, ensuring the building enhances the architectural continuity of the Historic District while supporting contemporary commercial activity at the Water Street and 3rd Avenue intersection.

Exterior Materials Legend

A. Brick Veneer – Ground Level

- Application: Lower façade wrapping entire 60' x 60' footprint
- Finish: Traditional red brick with muted mortar
- HPC Compatibility: Matches early 20th century Excelsior storefront masonry

B. 42" Brick Knee Wall

- Height: 3'-6" from sidewalk grade
- Purpose: Visual base, durability, winter protection
- Seen On: Water Street + 3rd Ave elevations

C. Fiber Cement Horizontal Lap Siding – Second Story

- Color: Historic cream
- Exposure: 6" typical
- Purpose: Matches traditional clapboard appearance with higher durability

D. Trim, Mullions, Parapet, and Accent Elements

- Color: Deep teal/blue
- Material: Painted exterior-grade composite or wood

- Purpose: Reinforces historic color palette of downtown Excelsior

E. Storefront Glazing – Water Street (Operable Overhead Windows)

- Type: Divided light overhead slider / garage style windows
- Frame: Teal/blue-painted aluminum
- Mullion Pattern: Traditional grid to maintain historic geometry

F. Second Floor Windows – Water Street + 3rd Ave

- Type: Divided light, vertically proportioned frames
- Color: Teal/blue
- Spacing: Continuous historic rhythm across full second-floor façade

G. Sign Band – Red Belt Course

- Color: Deep red with white inset lettering
- Text: “BURGERS • PIZZA • SHAKES” (10” letters)
- HPC Compatibility: Matches mid century commercial typology

H. Primary Low-output LED tube Signage

- “STANLEY’S” 24” lighted letters
- Sailboat round illuminated logo – 24” diameter
- “LAKE PLACE” – 12” letters

I. Entry Doors

- Type: Teal/Blue-painted commercial entry doors with divided lights
- 3rd Ave Entrance Sign: 48” x 14” panel above door

J. Roofing / Parapet

- Parapet Height: 3’-0” above second-floor roofline
 - Trim: Teal/Blue-painted coping / cornice detail
-

ADVANCE SURVEYING & ENGINEERING CO.

5300 S. Hwy. No. 101

Minnetonka, MN 55345

Phone (952) 474 7964

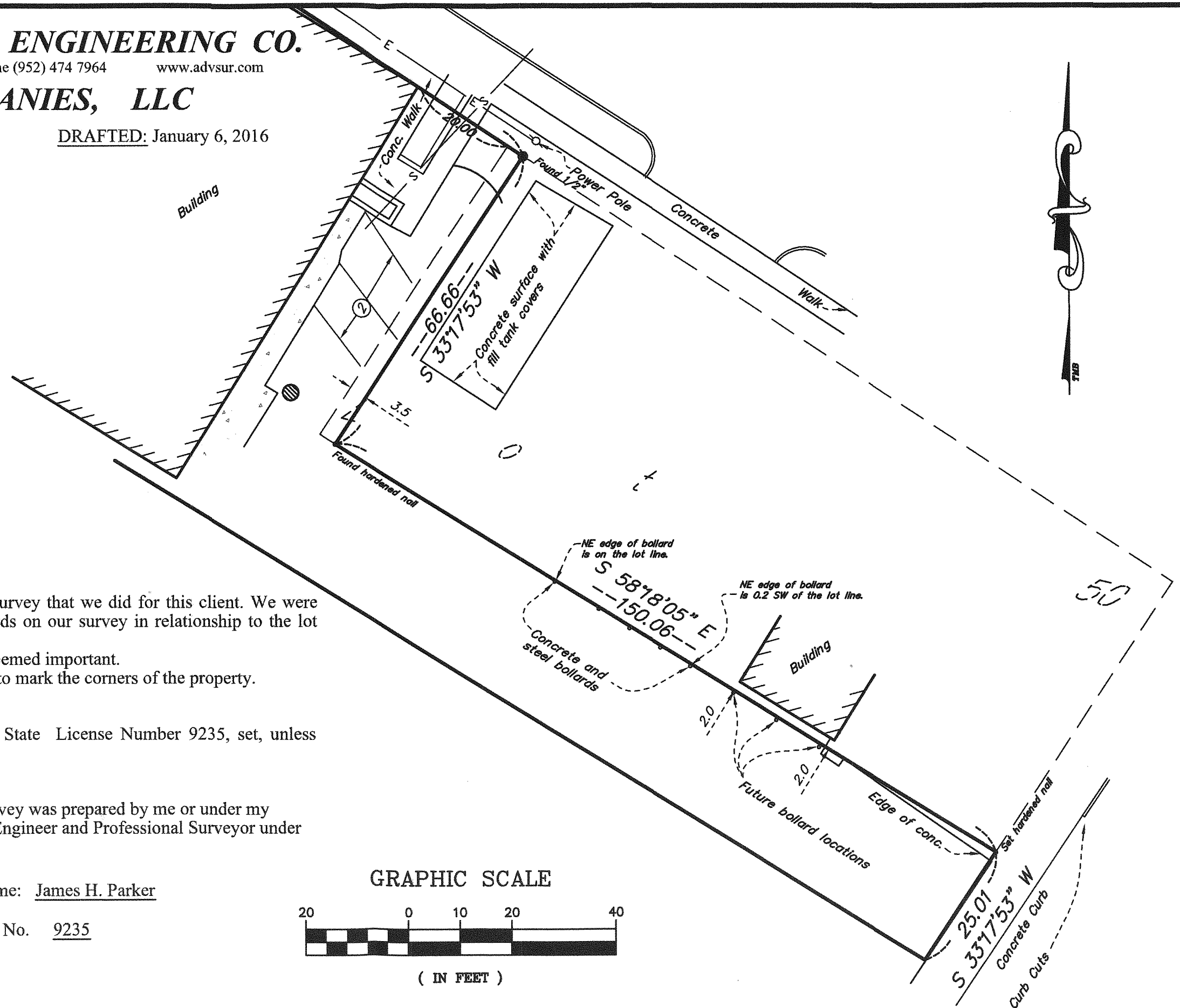
www.advsur.com

SURVEY FOR: ***SEIFERT COMPANIES, LLC***

SURVEYED: January 6, 2016

DRAFTED: January 6, 2016

ADDRESS: 352 3RD Street, Excelsior, MN



SCOPE OF WORK:

1. Showing a portion of a boundary from a previous survey that we did for this client. We were asked to show the location of newly constructed bollards on our survey in relationship to the lot line.
2. Showing the location of existing improvements we deemed important.
3. Setting new monuments or verifying old monuments to mark the corners of the property.

STANDARD SYMBOLS & CONVENTIONS:

"●" Denotes 1/2" ID pipe with plastic plug bearing State License Number 9235, set, unless otherwise noted.

CERTIFICATION:

I hereby certify that this plan, specification, report or survey was prepared by me or under my direct supervision and that I am a licensed Professional Engineer and Professional Surveyor under the laws of the State of Minnesota.

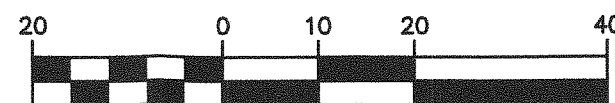
Signature: James H. Parker

Typed Name: James H. Parker

Date: January 6, 2016

Reg. No. 9235

GRAPHIC SCALE



(IN FEET)

Drw. No. 151238 TB

SURVEY FOR: **SEIFERT COMPANIES LLC.**

SURVEYED: June 20, 2012 DRAFTED: June 21, 2012
REVISED: February 5, 2015 to show current conditions on the site.
REVISED: February 25, 2015 to add Bremer Bank, NA to those certified to.

LEGAL DESCRIPTION:

(Quit Claim Deed Document No. 4041437.)
Those parts of Lots 48 and 49, and the northwesterly 3.5 feet of Lot 50, Excelsior, lying northerly of the right of way of the Minneapolis & St. Louis Railway Co. (now the Chicago and North Western Railway Company) together with any portion of any vacated street or alley adjacent thereto according to the recorded plat thereof.

(Quit Claim Deed Document No. 4041438.)

That part of Lots 49 and 50 in the Original Village of Excelsior, bounded and described as follows: Beginning at a point on the Southeastery line of said Lot 50, being also the Northwestery line of Water Street, distant 50 feet Northeastery, measured at right angles from the centerline of the main track of the Minneapolis & St. Louis Railway Company (now the Chicago and North Western Railway Company), as said main track center line was originally located and established; thence Northwestery parallel with said original main track center line a distance of 303 feet; thence Southwestery along a line radial to the last described course a distance of 25 feet, more or less, to a point distant 25 feet Northeastery, measured radially, from the center line of the main track of the Chicago and North Western Railway Company, as said main track is now located; thence Southeastery parallel with said last described main track center line a distance of 300 feet, more or less, to a point on the Southeastery line of said Lot 50; thence Northeastery along said Southeastery line of Lot 50 (or the Northwestery line of said Water Street) a distance of 25 feet, more or less, to the point of beginning according to the recorded plat thereof.

SCOPE OF WORK:

1. Showing the length and direction of boundary lines of the above legal description. The scope of our services does not include determining what you own, which is a legal matter. Please check the legal description with your records or consult with competent legal counsel, if necessary, to make sure that it is correct, and that any matters of record, such as easements, that you wish shown on the survey, have been shown.
2. Showing the location of existing improvements we deemed important.
3. Setting new monuments or verifying old monuments to mark the corners of the property.
4. Showing elevations on the site at selected locations to give some indication of the topography of the site. The elevations shown relate only to the benchmark provided on this survey. Use that benchmark and check at least one other feature shown on the map when determining other elevations for use on this site.
5. It should be noted that this survey was done under snow and ice conditions and that all improvements may or may not have been shown correctly. While we did our best to locate all improvements under the snow and ice, we can't be sure that all improvements were shown. Please look over the survey to be sure everything you need shown is shown correctly.

STANDARD SYMBOLS & CONVENTIONS:

● = Denotes 1/2" ID pipe with plastic plug bearing State License Number 9235, set, unless otherwise noted.

CERTIFICATION:

I hereby certify to Mike Seifert and to Bremer Bank, NA that this plan, specification, report or survey was prepared by me or under my direct supervision and that I am a licensed Professional Engineer and Professional Surveyor under the laws of the State of Minnesota.

Signature: *James H. Parker* Typed Name: **James H. Parker**

Date: **February 25, 2015** Reg. No. **9235**

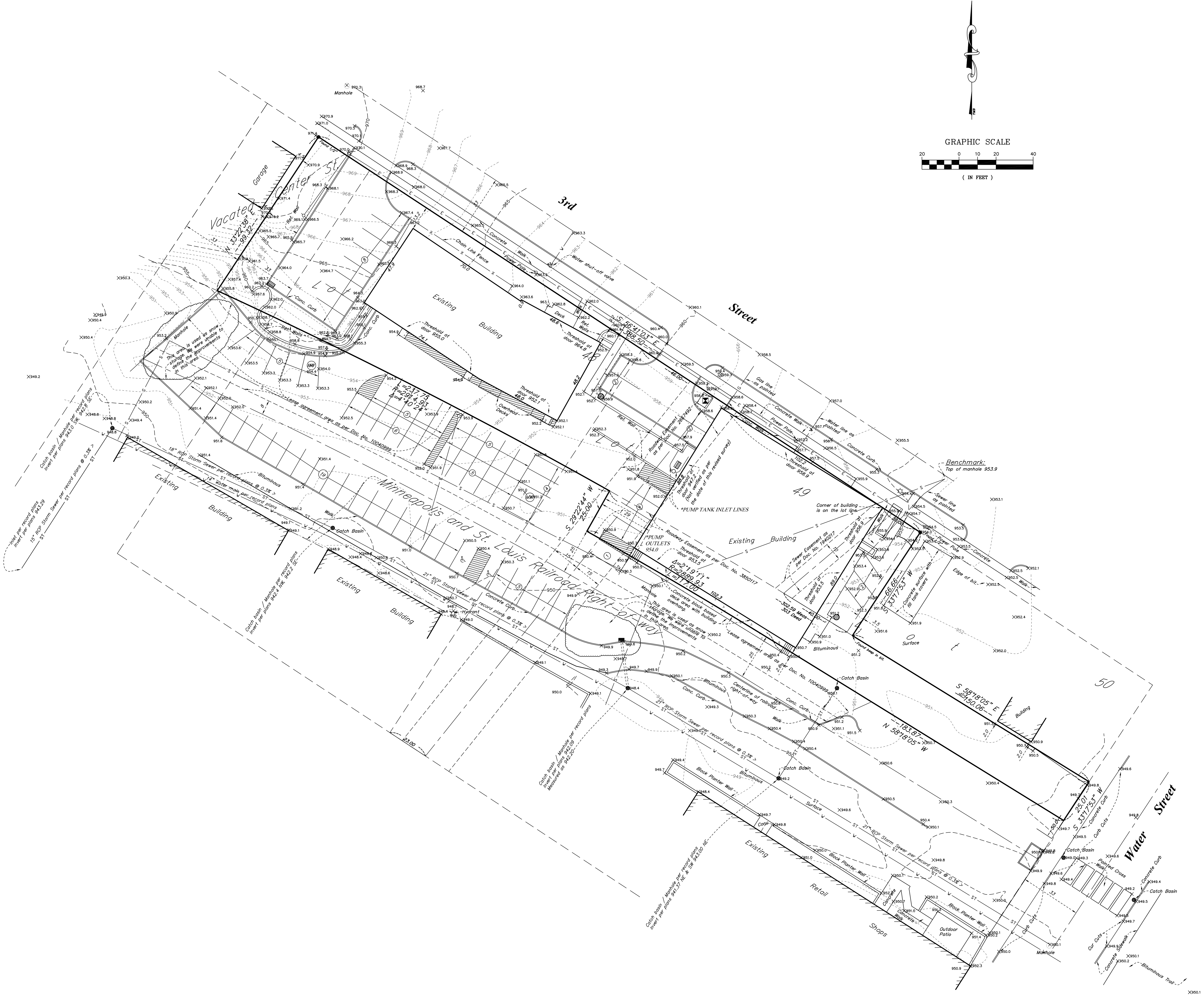
NOTES REGARDING SCHEDULE B SECTION II EXCEPTIONS PER TITLE COMMITMENT NO. 60786:

- Item 5 - Mineral rights - Not survey related and not shown on the survey.
Item 6 - Roadway Easement Doc. No. 2667492 - Shown on survey.
Item 7 - Sewer Easement as per Doc. No. 1940217 - Shown on survey.
Item 8 - Mineral Rights - Not survey related and not shown on survey.
Item 9 - Restrictive covenants - Not survey related and not shown on the survey.
Item 10 - Utility and Roadway Easement as per Doc. No. 3850117 - Shown on survey.
Item 11 - right of way encroachment as per Doc. No. 9178596 - It appears as per this document that a facade was to be built around 2007 and that this easement would cover this facade. From our field inspection it appears that this facade was never built. The document was specific to that facade and not described other than the physical location of the facade. Therefore it is not shown on the survey.
Item 12 - Conditional Use Permit as per Doc. No. 9893119 - Not survey related and not shown on the survey.
Item 13 - Restrictive covenants as per Doc. No. 9996485 - Not survey related and not shown on the survey.
Item 14 - Stormwater Management Plan and Lease Area Agreement as per Doc. No. 10040999. The Lease Area Agreement is shown on the survey.

* = Improvements not field verified. These improvements were taken from a prior survey that proposed these to be constructed.

LEGEND

- SIGN
- ☆ LIGHT POLE
- ⚡ POWER POLE
- Ⓜ MONITOR WELL
- W — WATERMAIN AND SERVICE
- S — SANITARY SEWER AND SERVICE
- ST — STORM SEWER
- G — GAS MAIN AND SERVICE
- E — OVERHEAD UTILITY LINES
- T — UNDERGROUND TELEPHONE
- ☐ CATCH BASIN
- ROUND CATCH BASIN
- MANHOLE
- ☒ TELEPHONE PEDESTAL
- ☒ ELECTRIC CONTROL BOX
- ☒ GAS METER
- ☒ SIAMESE WATER VALVE
- ⬮ FIRE HYDRANT
- PARKING SPACES
- ▨ NO PARKING AREAS
- CONCRETE SURFACE



Justification for Proposed Demolition

Property: 300 Water Street, Excelsior, Minnesota

Applicant: Don Cheech LLC

Date: 1/9/2026

1. Historic Status and Economic Hardship Justification

The structure located at 300 Water Street is classified as a non-contributing historic building under the City of Excelsior's preservation framework. While it is in the historic district, it is classified as non-contributing and is acknowledged, the applicant respectfully submits that the building is **incapable of earning a reasonable economic return** on its value, even after considering feasible reuse and restoration options.

1.1 Justification

- The cost of required structural repairs, code compliance upgrades (including but not limited to foundation, mechanical, electrical, plumbing, fire suppression, and accessibility), and historic-preservation-specific requirements **exceed the property's potential market value and income-generating capacity.**
- The anticipated rate of return falls well below a reasonable or customary return for comparable properties in Excelsior and the surrounding Lake Minnetonka area.

Supporting Documentation (Attached): Photos

1.2 Condition of the Existing Structure

significant deficiencies, including:

- structural deterioration / foundation settlement
- obsolete or noncompliant building systems
- environmental or moisture-related damage
- limitations that prevent code-compliant occupancy

These conditions materially impair the building's usability and economic viability, even with substantial reinvestment.

1.3 Exhaustion of Reasonable Alternatives

All reasonable alternatives to demolition have been thoroughly explored and found infeasible, including:

- **Partial preservation:** Retaining portions of the structure was analyzed and determined impractical due to integrated structural failures and incompatibility with modern building standards.

Based on these findings, demolition is the **only reasonable course of action**.

2. Proposed Use of Site After Demolition

2.1 Proposed Development Description

Following demolition, the site is proposed to be redeveloped as:

- **Proposed use:** Restaurant
- **Building height 26.6**
- **Estimated square footage 3600.**

The proposed use is consistent with the City of Excelsior's Comprehensive Plan and zoning ordinance for the Water Street corridor.

2.2 Compatibility with Adjacent Historic Structures

The proposed design has been intentionally developed to ensure compatibility with nearby historic buildings and sites through:

- Context-sensitive massing and scale
- Architectural elements that reflect the character of Water Street (e.g., materials, rooflines, fenestration rhythm)
- Streetscape features that reinforce the historic pedestrian-oriented environment

While contemporary in construction, the proposed structure respects the historic context without creating a false sense of historical replication.

3. Conclusion

The applicant respectfully submits that the demolition of the structure at 300 Water Street is justified due to demonstrated economic hardship and the exhaustion of all reasonable preservation alternatives. The proposed redevelopment represents a compatible, code-compliant, and economically viable use of the site that aligns with the City of Excelsior's long-term planning goals while respecting the surrounding historic context.

Prepared by:

Kirk Litynski

operations

kirk@kmlus.com

612-751-3849



Stanley's Lake Place

Heritage Preservation Commission – Site Alteration Permit Application

Submitted to the Heritage Preservation Commission, City of Excelsior



Proposed Stanley's Lake Place – Water Street & 3rd Avenue (evening view, conceptual)

Existing Conditions Photography

The following photographs document existing site and streetscape conditions at the Water Street and 3rd Avenue intersection.



Massing, Materials, Signage, and Lighting Narrative

Massing, Materials, and Signage Description - summary

Stanley's Lake Place – 60' x 60' Two-Story Commercial Building Overall Height: 26'-6" (Compliant with 28' Maximum)

The proposed building maintains a pedestrian-scaled, two-story massing that is consistent with the historic commercial character of downtown Excelsior. The primary volume is a simple rectilinear form measuring 60 feet in both width and depth. The overall height of 26'-6" to the top of the parapet remains below the maximum height permitted in the district and aligns proportionally with adjacent historic two-story structures along Water Street.

The façade is organized into a clearly defined base, middle, and top, reflecting traditional Main Street commercial architecture. The first-floor brick knee wall (42" height) establishes a durable masonry base and visually anchors the storefront system. Above this, a continuous horizontal sign band provides architectural separation before transitioning to the second-floor wall plane. The second story features cream-colored horizontal siding within Teal/Blue-painted trim, creating deliberate material contrast and referencing historic siding patterns seen elsewhere in the district. The upper façade is capped with a modest parapet and cornice, painted to match the existing trim, providing a clean and historically appropriate termination to the building's mass.

Fenestration patterns have been designed to reflect traditional storefront rhythm and upper-story window groupings common to Excelsior's commercial core. The lower level along Water Street incorporates overhead-style operable windows configured within a divided-light framework, allowing seasonal indoor-outdoor activation while preserving the proportional geometry of historic storefront bays. The second story features a consistent rhythm of vertically proportioned windows along both Water Street and 3rd Avenue, providing balanced symmetry and reinforcing traditional façade hierarchy.

All exterior materials—including brick veneer, painted fiber cement siding, and Teal/Blue-painted window and door trim—were selected to align with the city's historic palette while ensuring durability and compatibility with neighboring structures. No modern reflective materials, metal panels, or incompatible cladding types are proposed.

Signage has been designed to integrate into the building architecture without overwhelming the façade. The primary "Stanley's" sign consists of 24" letters placed directly on the sign band, accompanied by a 24" circular sailboat emblem, both scaled to maintain appropriate proportionality within the main Water Street elevation. Secondary signage includes 14" "Lake Place" lettering, 10" unlit historical aesthetic band text ("BURGERS • PIZZA • SHAKES"), and above the 3rd Avenue doorway a 48" "ENTRANCE" aesthetic noting attention to the main way to access Stanley's, naturally. All signage remains within allowable size limits and is arranged to maintain horizontal alignment with established architectural features. No additional exterior lighting devices or sconces are proposed, ensuring the building presents a historically respectful and uncluttered nighttime appearance.

Overall, the project preserves downtown Excelsior's historic design principles by incorporating appropriate massing, compatible materials, traditional storefront patterns, and proportionally scaled signage, while delivering a refreshed, vibrant commercial presence at the Water Street and 3rd Avenue intersection.

1. Exterior Materials Description

The proposed exterior materials have been selected to reflect the long-established character, texture, and durability of traditional downtown Excelsior commercial buildings. The ground-level façade is composed of full-depth brick veneer with a 42-inch masonry base, providing both visual stability and a historically appropriate

storefront foundation. Mortar color is intentionally muted to maintain a traditional appearance and avoid visual contrast inconsistent with the district.

Above the brick base, the second story utilizes horizontal fiber-cement lap siding, painted in a cream tone consistent with the historic palette found throughout Water Street. This material emulates traditional wood clapboard siding while offering increased longevity and reduced maintenance needs in Minnesota's climate. All exterior trim—including window casings, parapet trim, mullions, and door frames—is painted in a deep Teal/Blue color that complements the brick and siding and aligns with historically compatible accent tones approved in prior HPC applications.

Windows are configured with traditional divided-light patterns, with mullions proportioned to maintain a visually historic rhythm. Storefront glazing at the ground floor incorporates overhead-style operable panels designed to function seasonally while retaining a historic divided-light configuration. Doors are solid wood or high-quality composite designed to replicate traditional recessed-panel commercial entries.

No reflective glass, metal paneling, synthetic stone, or contemporary cladding systems are proposed. All materials reinforce the historic scale, character, and visual continuity of Excelsior's commercial district.

2. Signage Compliance Explanation

All signage has been designed to respect the architectural proportions of the building and comply with size and placement expectations within the Historic District.

Code Requirement (24-9(3)):

"Two or more signs shall not be arranged and integrated so as to create a sign area over 40 square feet."

Proposed Condition - WATER ST side:

"STANLEY'S" = 22" height × 14.7' width = 27.0 sq ft

"LAKE PLACE" = 14" height × 11.4' width = 13.0 sq ft

The primary "Stanley's" sign features 22-inch-tall letters situated within the horizontal sign band, ensuring clear legibility while maintaining proportional appropriateness relative to the building's height and storefront scale. The adjacent 24-inch circular sailboat logo reinforces brand identity while remaining anchored within the same horizontal datum.

Below the main sign, the secondary "Lake Place" lettering, set at 14 inches tall, fits neatly within the sign band without exceeding recommended vertical limits. The descriptive band text "BURGERS • PIZZA • SHAKES" utilizes 10-inch letters, maintaining a hierarchy consistent with historic storefront signage patterns and avoiding visual clutter.

On the 3rd Avenue façade, the 48" × 14" "Entrance" sign identifies the secondary doorway without overwhelming the architectural composition, flanked by a tasteful 24 inch round sailboat adding more flavor to the classic historic style, but also allowing us to call attention to the entry. All lighted signage is externally visible only through new low voltage LED illumination integrated into the lettering itself. No additional raceways or surface-mounted lighting fixtures are proposed, maintaining a clean and historically sympathetic appearance.

Proposed Condition – 3rd St side:

Blade / Cantilever Sailboat sign: 24 inches round (2.0 Ft)

"ENTRANCE" = 48" × 14" = (4.67 Ft)

Building aesthetics for historic aesthetic: aside from signage, we added unlit banners on each side of the building (Burgers Pizza Shakes on the water street side to create a look that appears to have been there

several years, purposely designed to look like a repurposed use of a historic building, also providing a utility for Stanley's classic.

"Burgers Pizza Shakes" unlit Banner: 10" height × 14.4' width = 12 sq ft

Collectively, the signage system respects Excelsior's guidance for proportionality, simplicity, pedestrian orientation, and compatibility with building form.

3. Stanley's Lake Place – Exterior Lighting Cut Sheet

A. Overview

Exterior lighting for Stanley's Lake Place has been intentionally minimized to respect the Excelsior Historic District context and comply with the City's maximum lumen and glare standards, understood to comply with the following:

Fixtures are fully or mostly shielded; light source not directly visible from the street.

Light is aimed downward or onto the facade/sign only, with minimal spill.

No internally lit cabinet signs or exposed neon on the exterior; use externally lit, warm-color sign lighting.

Site lighting and wall packs are designed so there's no glare onto the sidewalk or across the street, and none into adjacent residential.

Exterior lighting requirements are derived from researching Appendix E §16-5 of the Excelsior Zoning Ordinance, and the Commercial Lighting Guidelines (CL) in the Preservation Design Manual. Fixtures will be shielded, with concealed light sources and warm color temperatures, aimed to prevent glare onto the public right-of-way or neighboring properties. No internally flashing signs are proposed in the historic commercial district. **CS.24: "Neon signage is not appropriate on the building exterior unless it was integral to a building style such as Art Deco or Art Moderne."

**CS.26: "Internally-lit or flashing signs are not allowed in the historic commercial district."

However, we do feel that we can maintain a desirable lighting exterior lighting aesthetic, without causing glare and pollution to disrupt the city that traditional LED lights may produce. Through the use of Low output LED tubing illumination technology, we can maintain an aesthetic that not only fits well into the history of excelsior, but also compliments a traditional classic theme that Excelsior's historic water street is known for.

The lighting approach relies primarily on:

- Low-output LED tubing illumination integrated into building signage
- Interior ambient lighting visible through storefront glazing
- Existing municipal street lighting at the Water St. / 3rd Ave intersection

Some "soft" / low-output LED tubing flex: ~70–130 lumens per foot

Standard / brighter strips: ~180–260 lumens per foot and up

Traditional glass neon can be much higher — one reference pegs it around 500 lumens per foot in some applications.

For "low-output" exterior accent on a historic façade, it's reasonable to assume we would be using something near the bottom of that range – say ~90–120 lm/ft.

Based upon our research, we feel we can achieve the look of a classic facade that goes along with the traditional style of the exterior, while maintain a relatively low glare output estimated at approximately 100 lm/ft as a clean middle-of-the-road "low-output" value.

B. Fixture Types

No new pole-mounted or wall-mounted exterior floodlighting is proposed. The only building-related sources of exterior light are:

- Low-output LED lighting tube associated with the primary “STANLEY’S” sign, round sailboat logo, “LAKE PLACE,” and band text (“BURGERS • PIZZA • SHAKES”)
- The small “ENTRANCE” sign above the 3rd Ave door
- Interior pendant (downward facing) and ambient lighting visible through windows

C. Output and Controls All proposed exterior luminaires and Low output LED tubing components will be specified such that:

- The aggregate lumen output attributable to building-mounted lighting does not exceed the maximum permitted by City code for the site and zoning district.
- Intensity and color temperature are selected to be warm and subdued (nominal 2700K–3000K), avoiding harsh white or blue tones.
- Signage is controlled via time clock or manual shutoff to reduce light levels during late-night, non-operational hours, and will comply with city ordinances.

D. Maximum Lumens and Compliance Statement

Final fixture selections (including transformer loads and tube lengths for LED light tube look) will be documented to demonstrate that:

5. Glare, Shielding, and Directionality

To further reduce glare and off-site light trespass: anticipated low-output light tubing to anticipate lumen output at approximately 100 lm/ft as a clean middle-of-the-road “low-output” value.

- No exposed floodlights, spotlights, or unshielded wall packs are proposed.
- Lighting tube is mounted flush to the façade, with light primarily visible from the public way and not directed upward into the sky.
- Interior lighting is shielded by transom bands and mullions, minimizing direct line-of-sight to bulbs from street level. Using low-output LED flex tubing at ~100 lumens/ft:

Total lumens $\approx$ (linear ft of flex light) $\times$ (lumens/ft)

Calculated as:

Low estimate (90 lm/ft): $112.6 \text{ ft} \times 90 \text{ lm/ft} \approx 10,100 \text{ lumens}$

Nominal (100 lm/ft): $112.6 \text{ ft} \times 100 \text{ lm/ft} \approx 11,300 \text{ lumens}$

High “still low-output” (120 lm/ft): $112.6 \text{ ft} \times 120 \text{ lm/ft} \approx 13,500 \text{ lumens}$

*Parking lot poles or full façade comparison:

Street lighting (believed to reflect values of what the City already has):

A single LED cobra head or decorative pole fixture in a downtown area is often in the range of: 2,000 – 8,000 lumens per fixture

Even the “historic” style poles with acorn globes are usually several thousand lumens.

Low-output LED tube signage:

It varies with tube length and power, but for a small-to-moderate restaurant storefront like yours:

A 30" "STANLEY'S" wordmark + 42" logo + secondary text in low output will often be in the rough total range of: 1,000 – 3,000 lumens combined for all Low Voltage LED lighting tube on the façade, and that's being generous.

Because Low Voltage LED tubing is line-based and directional, its contribution to general sidewalk illumination is much smaller than its total lumens suggest. It's mostly bright right at the glass letters, not flooding the street.

Findings: 1 streetlight ≈ several times the lumens of all proposed low-output LED light tubing combined.

E. Summary

For the entire "STANLEY'S / LAKE PLACE" lighting band, we are anticipating in the ~10,000–13,500 lumen range before dimming at these assumed sizes.

*****If you dim to, say, 50–60% output at night, your effective lumens drop into the ~5,000–8,000 lumen band, spread along a ~30'+ sign zone on a 60' façade — visually quite modest vs.

The proposed lighting design is intentionally conservative. By relying primarily on modest lighting signage and warm interior ambient light—while avoiding additional exterior fixtures—the project maintains the quiet nighttime character of Water Street and 3rd Ave. Final photometric and fixture cut sheets will be provided, if requested, to confirm compliance with Excelsior's maximum lumen and glare standards for the Historic District.

4. Historic Design Compatibility Statement

The proposed building has been intentionally designed to uphold the architectural traditions and visual character of downtown Excelsior. The massing, façade articulation, materials, and signage all draw from historic commercial precedents and local preservation guidelines.

The building's two-story height, simple rectangular footprint, parapet-capped roofline, and horizontal storefront proportions are consistent with legacy commercial structures along Water Street. The use of brick veneer at the ground level and horizontal siding on the upper level reinforces the traditional base–middle–top façade hierarchy present in many of Excelsior's historic buildings.

Window proportions, divided-light muntin patterns, and symmetrical upper-story fenestration contribute to a rhythm familiar to Excelsior's late-nineteenth and early-twentieth-century architecture. The incorporation of operable overhead-style windows on Water Street reflects contemporary dining needs while maintaining historic geometry and avoiding incompatible modern storefront systems.

Signage has been carefully sized and placed to maintain pedestrian scale and avoid overwhelming the façade. Low voltage LED illumination technology, while updated in technology, mirrors mid-century commercial aesthetics found historically throughout small-town main streets.

Overall, the design successfully blends historic compatibility with modern functionality, ensuring the building enhances the architectural continuity of the Historic District while supporting contemporary commercial activity at the Water Street and 3rd Avenue intersection.

Exterior Materials Legend

A. Brick Veneer – Ground Level

- Application: Lower façade wrapping entire 60' x 60' footprint
- Finish: Traditional red brick with muted mortar
- HPC Compatibility: Matches early 20th century Excelsior storefront masonry

B. 42" Brick Knee Wall

- Height: 3'-6" from sidewalk grade
- Purpose: Visual base, durability, winter protection
- Seen On: Water Street + 3rd Ave elevations

C. Fiber Cement Horizontal Lap Siding – Second Story

- Color: Historic cream
- Exposure: 6" typical
- Purpose: Matches traditional clapboard appearance with higher durability

D. Trim, Mullions, Parapet, and Accent Elements

- Color: Deep teal/blue
- Material: Painted exterior-grade composite or wood
- Purpose: Reinforces historic color palette of downtown Excelsior

E. Storefront Glazing – Water Street (Operable Overhead Windows)

- Type: Divided light overhead slider / garage style windows
- Frame: Teal/blue-painted aluminum
- Mullion Pattern: Traditional grid to maintain historic geometry

F. Second Floor Windows – Water Street + 3rd Ave

- Type: Divided light, vertically proportioned frames
- Color: Teal/blue
- Spacing: Continuous historic rhythm across full second-floor façade

G. Sign Band – Red Belt Course

- Color: Deep red with white inset lettering
- Text: "BURGERS • PIZZA • SHAKES" (10" letters)
- HPC Compatibility: Matches mid century commercial typology

H. Primary Low-output LED tube Signage

- "STANLEY'S" 24" lighted letters
- Sailboat round illuminated logo – 24" diameter
- "LAKE PLACE" – 12" letters

I. Entry Doors

- Type: Teal/Blue-painted commercial entry doors with divided lights
- 3rd Ave Entrance Sign: 48" x 14" panel above door

J. Roofing / Parapet

- Parapet Height: 3'-0" above second-floor roofline
- Trim: Teal/Blue-painted coping / cornice detail

Top of Form

Bottom of Form



Proposed nighttime appearance illustrating restrained, pedestrian-scale illumination (conceptual)

Lighting – Request for HPC Discretion

The applicant acknowledges that the proposed low-output LED illumination integrated into signage elements is light-emitting and therefore not permitted by right within the Historic District. The lighting approach is presented for Heritage Preservation Commission consideration and approval with conditions, based on scale, restraint, warm color temperature, and historic compatibility. The applicant is willing to accept conditions related to brightness, hours of operation, dimming, or refinement of illumination method as directed by the Commission.

MEMORANDUM

Re: Item 5 (b)— 305 Water Street SAP Application

Reference Number: HPC-2026-02

Date: March 3, 2026

From: Jess Long, Planner

60/120 Day Deadlines: March 28/ May 27, 2026

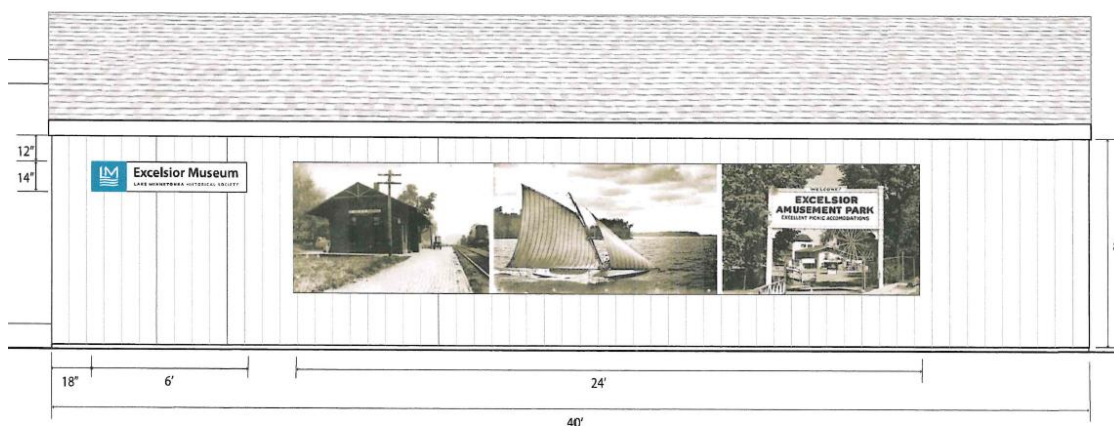
Background and Application

The applicant, Lake Minnetonka Historical Society, is applying for a Site Alteration Permit to install a new photo banner on the south side of the Museum located at 305 Water Street (Excelsior Depot). The building is a noncontributing building within the Downtown Historic District. The applicant has submitted plans to replace multiple signs. The replacement signs meet ordinance requirements and have been administratively approved after discussion with the City's Historical Consultant. The HPC is reviewing the request for a photo banner to be added to the south side of the museum building. If the HPC determines that the photo banner acts as mural it will need to be evaluated under Excelsior's Preservation guidelines and the sign ordinance within the City's zoning code (appendix E, article 24). If the photo banner is determined to be a sign then applicant would be able to replace the existing smaller sign but would not be able to add a new larger sign because the property already surpasses the number of signs allowed by city ordinance. The proposed photo banner mural is attached below:

Excelsior Museum South Side Signage

South side of building, across the trail from the library parking lot

- Southside Building Identification Sign
- Historic Photo Banner



South Side Elevation

Scale 1/4" = 1'

Review Criteria and Staff Analysis

This proposal will be assessed based on the Excelsior Preservation guidelines for murals. Pursuant to M.4, the mural must also be assessed pursuant to the sign ordinance within the City's zoning code (Appendix E, Article 24). The proposed location is on a noncontributing building within the designated historic district. As such, general design manual considerations are appropriate. The corresponding requirements are below with staff comments in *italic*.

Mural Standards

- M.1 In general, if masonry was originally unpainted, it should not be painted.
There is no masonry to be impacted by project. Criteria Met.
- M.2 Murals should not conceal or obscure any architectural features.
The wall is made up of wood siding. There is an existing sign on the wall that is smaller than the proposed photo banner. The proposed location will not conceal any architectural features. Criteria Met.
- M.3 Murals shall not be located on the primary elevation of a structure.
The mural is located on the side of the structure and will be visible from the Lake Minnetonka LRT Regional Trail. Criteria Met.
- M.4 Murals shall be in compliance with the requirements of the zoning code. Murals must be consistent with the sign regulations in place within the City of Excelsior and any comprehensive sign plan approved for the building.
The proposed photo mural is 120 sf. Sec. 24-9 (3) Zoning code limits signs to "No individual sign shall exceed 27 square feet in area, nor shall two or more signs be so arranged and integrated as to create a sign area of over 40 square feet." Staff believes that a mural with no advertising is not required to meet does not fall under the same sign size regulations. However, the proposed design is 120 sf and the south wall is 320 sf. The Commission should discuss whether a design for a mural that is approximately 37.5% of the wall is too large.
- M.5 Murals shall not contain obscenity, hate speech or terroristic threats, fighting words, defamation, blackmail, incitement to imminent lawless action, threats of bodily injury or death, or solicitation to commit crimes.
No inappropriate language or imagery is proposed. Criteria Met.

- M.6 The name or signature of the artist may be placed on the mural but shall be limited in scale and not a prominent visual feature of the work.
There are no names or signatures on the proposed mural. Criteria Met.
- M.7 Review of a mural shall be limited to assessment of the scale, location, size, colors, format and degree to which the proposed mural damages or detracts from the architectural features of the façade of the building on which it is proposed to be placed, rather than its artistic merit, for the purpose of preserving the character and integrity of the historic district, site or structure.
The size and scale will be addressed in the Preservation Design Manual review of the project below. The location is appropriate. The design is simple and the selected images do not detract from the façade of the building. Criteria Met.
- M.8 Once installed, any restoration, alteration or removal of a mural shall be subject to Site Alteration Permit review.
The proposed banner is 13 oz scrim vinyl printed with UV-cured inks, waterproof, and has a life expectancy of 3-5 years. The condition of the mural banner will need to be monitored and the applicant should be aware that failure to acquire future SAP approvals for restoration, alteration, or removal of the piece is a violation of City ordinance.
- M.9 A mural that is applied to another surface to be attached to a building shall be installed in a manner that does not damage the building to which it is attached when installed or removed and shall not extend beyond the plane of the building or property line.
The mural banner will be attached to the building using stainless steel screws and 1” washers.

Sign Design Standards

The Design Manual has guidelines in place for orientation and design of signage. Staff comments are in *italic*.

Orientation & Placement

- CS.1 A projecting sign should be suspended from a decorative support structure.
No projection proposed.
- CS.2 Horizontal sign orientation is the preferred arrangement. Vertical signs should only be displayed where the building supports a vertical location without interfering with building detailing or architectural design.
Mural is not vertical.

- CS.3 Signage should be placed at traditional sign locations including the storefront beltcourse, hanging or mounted inside windows, or projecting perpendicularly from the face of the building.
Mural is located on side wall. The proposed location is not a traditional location for a sign but is an appropriate place for a mural.
- CS.4 For residential type buildings used for commercial purposes, a flat sign attached to the wall at the first floor or between porch columns is appropriate.
Not applicable to the Depot building
- CS.5 Freestanding signs, in general, are not an appropriate sign type in a traditional downtown, except for use in the front yard of a residence that has been converted to commercial or office use. In this case, freestanding signs should be no higher than 6 feet.
Mural is not freestanding.
- CS.6 For multi-tenant buildings, placement of individual tenant signs should be coordinated to achieve a unified signage appearance.
Not applicable.
- CS.7 Placement of signs on buildings should not cause visual clutter.
HPC discussion needed. Staff believes the design is simple enough not to create any visual clutter.
- CS.8 Signs should not conceal any architectural features.
A wall is covered but no unique features are concealed.
- CS.9 Signs should be sized in proportion of the building and facade.
Mural will not be on the front façade. The mural banner is large covering 37.5% of the structure wall. The HPC should discuss whether the proposed banner is proportionately appropriate.
- CS.10 Sign attachment parts should be reused in their original location (holes in the façade or fixing positions) to protect the original building materials.
The proposed banner mural is larger than the existing sign. New attachment points will be needed.
- CS.11 Signage mounting brackets and hardware should be anchored into mortar, not masonry.
Not applicable
- CS.12 Printed store signage is acceptable on the awning valance.
Not applicable
- CS.13 Movable sandwich boards are also allowable downtown and provide additional signage for businesses.
Not applicable

Design

- CS.14 Signs should be made of traditional materials such as wood or metal, with painted or ornamental metal lettering. CS.15 Modern materials, such as acrylic, vinyl, and plastic, may be appropriate if they are able to simulate traditional materials.

The proposed mural banner is 13 oz scrim vinyl printed with UV-cured inks. The material does not meet Preservation Design Manual Guidelines but it is not being used as commercial sign, HPC discussion on the material is needed.

- CS.16 Glossy and highly reflective materials are often difficult to read and are inappropriate.

Not applicable

- CS.17 Signs should have no more than four colors and should be coordinated with the accent colors on the building or awnings; competition between too many colors often results in decreased legibility

The proposed design is monotone.

- CS.18 Overly ornate and trendy typefaces that are hard-to-read should be avoided.

There is no proposed text.

- CS.19 Three-dimensional letters/symbols, with at least one-half inch depth or reveal, are preferable.

Not applicable

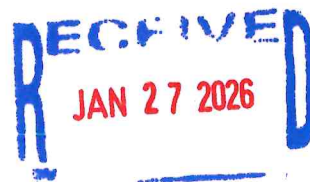
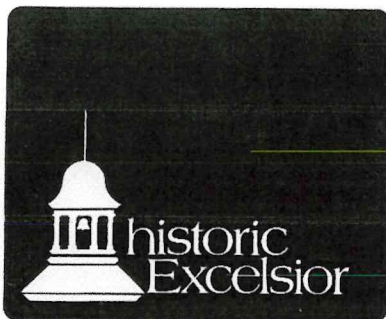
- CS.20 The quality of the visual environment in the District should not be eroded by inappropriate franchise designs and signage. Where businesses are required to utilize a franchise image and/or color, the franchise image may be acceptable by utilizing other mitigating historic sign design features such as a raised sign border, dimensional letters, small lettering size and scale.

Not applicable

Staff Recommendation:

Staff recommends that the Heritage Preservation Commission determine how compatible the proposed photo mural is with the district. The Commission should consider the size of the banner in relation to the wall on which it will be installed and the material of the banner. Discussion should focus primarily on the Mural Standards and the Preservation Design Manual Guidelines – the zoning considerations create an issue outside the scope of this Commission. The primary question is whether the mural is compatible with the district.

Given the analysis above, staff finds that the proposal conforms with the stated standards and recommends approval. Any conditions, parameters, and/or direction the Commission may provide to ensure, enhance, or guarantee compatibility are welcome.



City of Excelsior

339 Third Street, Excelsior, MN 55331

Telephone: 952-474-5233 Email:

APPLICATION FOR A SITE ALTERATION PERMIT

Applicant's Name: Lake Minnetonka Historical Society

Address: P.O Box 672 Wayzata, MN 55391

Telephone: Sarah Dibble, 612-616-5491

Authority to file application:

☐ Ownership

☒ Tenant

☐ Other

Sarah Dibble, LMHS Museums Chair

If not Owner, Owner's Name: Hennepin County RR Auth.

Address: 300 S 6th Street MC 679 B Mpls, MN 55487

Telephone: 612-275-6304

Project Address: 305 Water Street Excelsior, MN 55331

Do you have an architect/engineer or other designer for this project?

☒ Yes

☐ No

Name: Sharon Dana/Dana Graphic Design

Address: _____

Attach the following materials for all applications:

- ☒ A current photograph of the exterior sides of the building (or site) where work will take place.
- ☒ A scaled elevation drawing of the sides of the building illustrating the work to be performed.
- ☒ A scaled site plan (for any site changes).

- ☐ A short narrative of the work to be done and how the work relates to the building's architecture.
- ☐ Identification of all exterior building materials and colors, including materials samples and paint chips of proposed colors.

Note: An application will not be deemed complete until all of the items above have been submitted to the City.

Narrative Description of Proposed Site Alterations: (Include any changes to masonry walls or foundations, siding or paint, roofs or chimneys, doors or windows, porches or steps, awnings or shutters, fences or retaining walls, landscaping or lighting).

Enforcement Acknowledgement: By signing below, the applicant acknowledges that in case any building or structure subject to the regulation of this ordinance is to be erected or constructed, reconstructed, altered, repaired, maintained, moved, or subjected to demolition in violation of the city's heritage preservation ordinance (chapter 20 of the Excelsior City Code), the zoning administrator or building official, in addition to any other remedies, may (as is outlined in Excelsior City Code § 20-17):

- (1) Institute civil action for injunctive relief to stop, prevent, or abate a violation of this chapter.
- (2) Issue a stop work order to prevent a continuing violation of this chapter.
- (3) Issue a one-year moratorium on all building permits for the subject property for alterations to a historic resource without an approved site alteration permit.
- (4) For removal or total or partial demolition of a historic resource without an approved site alteration permit, the zoning administrator may also:
 - a. Issue a five-year moratorium on all building permits for the structure and for the property, other than as may be required to comply with applicable health and safety requirements and regulations, and in no event shall any permit authorize the new construction to exceed the building square footage, height and lot coverage of the original structure; or
 - b. Issue a fee of 50 percent of the assessed value of the land and structure prior to demolition and replacement structure is not to exceed the footprint of the building that was demolished.

The applicant further acknowledges that any work which proceeds in violation of this chapter, in contravention of a stop work order, or in disregard of a court ordered injunction shall be a public nuisance and enforced pursuant to section 16-37 of the City Code and that a person, individual, partnership, firm, corporation, organization, institution or agency of government that violates this chapter may be ordered by the court to pay the cost to restore or replicate a resource unlawfully constructed, altered, repaired, converted, moved, or subjected to demolition.

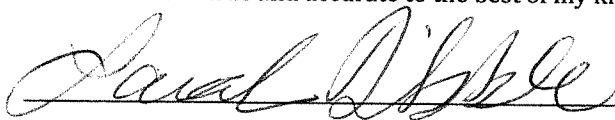
If you need additional space, please include additional sheets.

The Lake Minnetonka Historical Society is looking to update signage on the Excelsior Museum. It currently has Excelsior

Historical Society signage. New signage would have LMHS logo, name and historical information regarding the Excelsior

Depot & Excelsior Amusement Park ticket booth.

I hereby certify that the above information, the checklist below and all accompanying documents and information are true and accurate to the best of my knowledge.



Applicant's signature



Date

Site Alteration Permit Checklist Overview

The Excelsior Heritage Preservation Commission (HPC) reviews land use activities that may affect Excelsior's historical and architectural attributes and has prepared a checklist to assist you in applying for a Site Alteration Permit. In addition to the general materials listed on page 1, applicants should refer to the checklist below for additional requirements applicable to particular types of projects. A summary of HPC Guidelines are also available at Excelsior City Hall.

Please be thorough in completing the checklist. The decision of the HPC will be based on the completed checklist and other materials you submit. Any unidentified alterations not shown on the checklist or application materials will need to be discussed with staff and possibly returned to the HPC for further review. Work completed without the HPC's approval is in violation of the City Code and may be subject to fines or penalties. The Excelsior City Staff is available to answer questions regarding the application and checklist. You may contact them at 952-474-5233.

HERITAGE PRESERVATION COMMISSION

Site Alteration Permit Checklist

NATURE OF SITE ALTERATION (check all that apply):

- ☒ SIGNAGE (Complete Section 1 below)
- ☐ CHANGES IN MATERIAL OR ADDITIONS (Complete Section 2 below)
- ☐ NEW CONSTRUCTION (Complete Section 3 below)
- ☐ DEMOLITION (Complete Section 4 below)
- ☐ RELOCATION OF STRUCTURE (Complete Section 5 below)
- ☐ LANDSCAPE OR PARKING ALTERATIONS (Complete Section 6 below)

1. SIGNS AND AWNINGS:

- ☒ Dimensional elevation drawn to scale identifying materials, colors, and lettering style. Include height, width and depth.

- ☐ Description of any proposed lighting.

N/A

- ☒ Description of location.

For a wall sign, show how and where it will be attached. For free-standing sign, show height measured from the existing and proposed grade and site plan with sign location and dimensions from property lines and dimensions from structures on lot.

2. CHANGES IN MATERIAL AND ADDITIONS:

- ☐ Scaled elevation drawing indicating proposed alterations. Minimum scale $1/4" = 1'0"$.

Color scale rendering is required for major alterations (those requiring City Design Standards approval). Include door and window design when proposed to be altered. Manufacturer's catalog data must be used, if applicable.

- ☐ Description of all exterior materials and colors.

Include all proposed materials samples and paint chips of proposed colors.

- ☐ Site plan showing dimensions of lot and location and dimensions of existing structures on lot.

Include location and dimensions of all proposed additions.

- ☐ Photographs of existing conditions from all elevations.

Historic photographs should accompany any request to return a structure to an earlier historic appearance.

3. NEW CONSTRUCTION:

- ☐ Scaled elevation drawing showing all sides and dimensions. Minimum scale $1/4" = 1'0"$.

Color scale rendering is required for all new construction. Include door and window design and description of all exterior design elements. Manufacturer's catalog data must be used, if applicable.

- ☐ Elevation drawings to scale showing relationship to height and massing of adjacent structures.
- ☐ Photographs of proposed site and adjoining properties.
- ☐ Site plan including building footprint and all landscape and parking features.
- ☐ Elevation drawings and material and color details for exterior features.
Include roofs, steps, doors, windows, siding, porches, foundations, walls, etc.
- ☐ Scale model may be required for major construction, as determined by the HPC.

4. DEMOLITION:

- ☐ Justification for proposed demolition.
Provide documentation that a building classified as historic is incapable of earning any economic return on its value as appraised by a qualified real estate appraiser. Provide proof that all reasonable alternatives for re- use and restoration have been exhausted.
- ☐ Proposed use of site after demolition.
Include plans and construction schedule for proposed structures and evidence of compatibility with all zoning and comprehensive plan requirements. Plans must demonstrate compatibility with adjacent historic structures or sites.
- ☐ Photographs of all structures to be demolished.

5. RELOCATION OF STRUCTURE:

- ☐ Photograph of existing structure on existing site.
- ☐ Photograph of proposed site and map of location.
- ☐ Reasons for request to move structure.
Information for relocations shall be the same as demolition (for the removal of a structure from a historic site or district) and new construction (for the relocation of a structure to a site within a historic site or district).

6. LANDSCAPE AND PARKING ALTERATIONS:

- ☐ Site plan showing location and layout.
- ☐ Description or depiction of materials, dimensions and design.
Include location and type of vegetation.
- ☐ Photograph of affected areas of site.

Procedure for Review of Site Alteration Permits

The application for a Site Alteration Permit, completed checklist and all supporting information must be received **no later than 21 calendar days** prior to the Heritage Preservation Commission meeting. Incomplete applications will not be reviewed by the Commission. The Heritage Preservation Commission normally meets the fourth Tuesday after the fourth Monday each month. Applicants are strongly encouraged to attend the meeting.

Decisions of the Heritage Preservation Commission may be appealed by filing notice with the City Clerk within 10 business days following the meeting.

The Site Alteration Permit does not relieve the property owner from the responsibility of obtaining any other required permits. Building permits and other permits may be required even if a Site Alteration Permit is not required. For more information, please contact Excelsior City Hall.

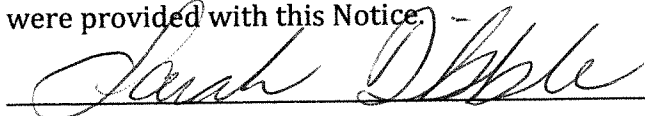
NOTICE TO PERSONS COMPLETING THIS FORM

Please be advised that the information requested in this application is sought for the purpose of evaluating your request.

Any information you submit with this application may be made available to various City employees, City officials, members of City boards or commissions, and the public.

You may refuse to provide any of the information requested but that refusal may limit the City's ability to act on your request or result in the denial of that request. If you believe that any information you are providing constitutes private or confidential data under the Minnesota Government Data Practice Act and you want to limit the dissemination of that data, please contact the City Manager prior to submitting that information to discuss whether dissemination of that data may be limited.

Please sign and date below and return with your application as confirmation that you were provided with this Notice.

Signature

Date

City Staff Use Only:

Downtown Historic District:

- ☐ Contributing
☐ Non-contributing

Designated Historic Site No. _____

Type of Alteration:

- ☐ Major change in materials/addition (subject to Design Standards review)
☐ Minor change in materials/addition (not subject to Design Standards review)
☐ New construction/relocation
☐ Landscape/parking alterations
☐ Demolition/relocation
☐ Signage/awning (Sign permit must also be filed)

Current Zoning: R-1 R-2 R-3 R-4 B-1 B-2 B-3 B-4 B-5 P Other: _____

Application deemed complete on _____ by _____

Heritage Preservation Commission Action:

On _____, the action requested in the foregoing application was:

☐ Approved

Conditions:

☐ Disapproved

Reasons:

City Council Determination on Appeal of HPC Action:

On _____, the City Council took the following action on the appeal:

- ☐ Sustained HPC Action
☐ Overturned HPC Action



Current south side



New south side

Building painted white

New building i.d. sign and photo banner

Excelsior Museum South Side Signage

South side of building, across the trail from the library parking lot

- Southside Building Identification Sign
- Historic Photo Banner

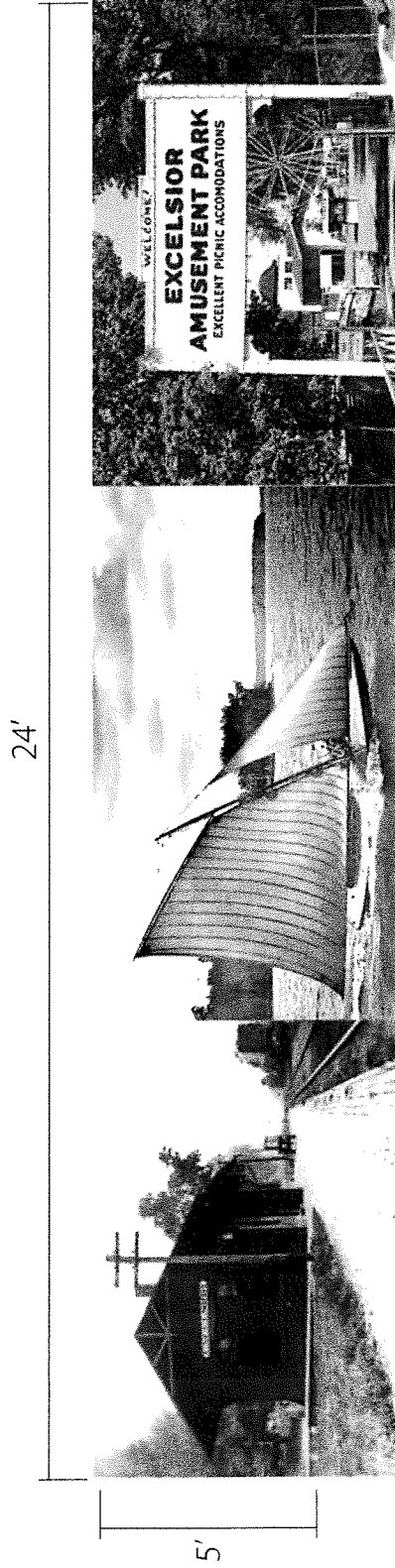


South Side Elevation

Scale 1/4" = 1'

Historic Photo Banner

South side of building, across the trail from the library parking lot



Description

- Outdoor banner with historic photos on the side of the depot that would get attention, heighten public awareness of the museum (especially to those visiting the library), and give some indication of what's inside

Size and Material

- 24' x 5', area 120 sq. ft
- 13oz scrim vinyl printed with UV-cured inks, waterproof, durable, outdoor, life expectancy 3-5 years
- Hemmed edges with grommets every 2' at top and bottom

Installation

- Attached to cedar siding with stainless steel screws and 1" washers to cover grommets and allow for expansion and contraction due to temperature extremes, preventing tearing

Excelsior Preservation Design Manual

Murals

A mural is a painting, mosaic, fresco or other artwork attached or applied directly to the exterior of a structure by or on behalf of the building owner. A mural does not include commercial signage, graffiti, billboards, campaign signs or ghost signs.

Murals (like ghost signs) are considered public art, rather than signs, but murals that contain logos, slogans, brands, names, trademarks or advertising messages of any kind are considered signs and are subject to the commercial sign guidelines and City zoning standards applicable to signage.

M.1 In general, if masonry was originally unpainted, it should not be painted.

M.2 Murals should not conceal or obscure any architectural features.

M.3 Murals shall not be located on the primary elevation of a structure.

M.4 Murals shall be in compliance with the requirements of the zoning code. Murals must be consistent with the sign regulations in place within the City of Excelsior and any comprehensive sign plan approved for the building.

M.5 Murals shall not contain obscenity, hate speech or terroristic threats, fighting words, defamation, blackmail, incitement to imminent lawless action, threats of bodily injury or death, or solicitation to commit crimes.

M.6 The name or signature of the artist may be placed on the mural but shall be limited in scale and not a prominent visual feature of the work.

M.7 Review of a mural shall be limited to assessment of the scale, location, size, colors, format and degree to which the proposed mural damages or detracts from the architectural features of the façade of the building on which it is proposed to be placed, rather than its artistic merit, for the purpose of preserving the character and integrity of the historic district, site or structure.

M.8 Once installed, any restoration, alteration or removal of a mural shall be subject to Site Alteration Permit review.

M.9 A mural that is applied to another surface to be attached to a building shall be installed in a manner that does not damage the building to which it is attached when installed or removed, and shall not extend beyond the plane of the building or property line.



Item: 7.C.

ITEM REPORT

To: Heritage Preservation Commission

From:

Meeting Date: March 3, 2026

Department/Office: Community Development

Item Name: Updates: Administrative Approval 305 Water Street Signs

Summary:

Recommended Action:

Budget:

Attachments:

None