



Heritage Preservation Commission Regular Meeting

Tuesday, April 28, 2026, 6:30 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/89179781229?pwd=ua0oAnpy8IaLDD5Cf0c7W9eUILjBaU.1>

Meeting ID: 891 7978 1229

Passcode: 741316

One tap mobile

+13126266799,,89179781229#,,,,*741316# US (Chicago)

+16469313860,,89179781229#,,,,*741316# US

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
 - A. Oath of Commissioner Tony Condon
2. Agenda Approval
3. Consent Agenda
 - A. March 3, 2026 Heritage Preservation Commission Special Meeting Minutes
 - B. Resolution 2026-02 Approval of 300 Water Street Site Alteration Permit
4. Citizen Reports or Comments
5. New Business
 - A. HPC Resolution 2026-03 - Approval of 305 Wate Street Site Alteration Permit
 - B. HPC No. 2026-06 - Site Alteration Permit New Sign at 404-406 Second Street - Gardner Salon
 - C. HPC No. 2026-07 - Site Alteration Permit for New Pergola at 1 Water Street
 - D. Sign Ordinance - Amendment of Section 24 of Zoning Code
 - E. Mini Master Plan and Playground Concepts - The Commons
 - F. The Commons - New Information Sign

- G. Annual Meeting Topics
 - i. Officer Selection
 - ii. 2026 Goals and Work Plan
- 6. Unfinished Business
- 7. Communications and Reports
 - A. Next regular City Council Meeting - May 4, 2026
 - B. Next regular HPC Meeting - May 26, 2026
 - C. Updates
 - i. 300 Water Street Application
 - ii. Updated list of Historic Properties in Excelsior added to the website
 - iii. Sandwich Board Sign letter mailed to Downtown business owners
 - iv. Administrative approval of Lake Effect Sign
 - v. Oak Hill Cemetery Nomination Update
 - vi. 252 Water Street Window Replacement
- 8. Future Agenda Items
- 9. Adjournment

City of Excelsior
Hennepin County, Minnesota

Minutes
Heritage Preservation Commission Meeting

Tuesday, March 3, 2026

1. CALL TO ORDER/ROLL CALL

Chair Caron called the meeting to order at 5:30 p.m.

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

Commissioners Absent: none

Also present: Community Development Director Julia Mullin; City Planner Jess Long

2. AGENDA APPROVAL

**Move by Commissioner Macpherson to approve agenda. Second by Commissioner Gephart.
Motion passed 5/0.**

3. APPROVAL OF MINUTES

a) HPC Minutes of February 24, 2026

**Motion to approve February 24, 2026 minutes by Commissioner Gephart. Second by
Commissioner Macpherson. Motion passed 5/0.**

4. CITIZENS REPORT

None

5. NEW BUSINESS

a) 300 Water Street Site Alteration Permit (HPC No.26-05)

Community Development Director Mullin presented project background.

Representatives of the applicant presented: Jon Ressler and Kirk Litynski.

**Motion by Commissioner Macpherson move to adopt the resolution with recommended
changes. Second by Commissioner Anderson.
Motion passed 5/0.**

b) 305 Water Street Site Alteration Permit (HPC No.26-02)

City Planner Jess Long presented project background.

Representative of the applicant presented: Sarah Dibble, Museum Chair, Lake Minnetonka Historical Society.

Motion by Commissioner Macpherson move to continue application. Second by Commissioner Macpherson. Motion passed 5/0

HPC directed City Staff to prepare a resolution for the approval of SAP with conditions.

6. UNFINISHED BUSINESS

None

7. COMMUNICATIONS AND REPORTS

- a) Next City Council Meeting- March 16, 2026
- b) Next HPC Meeting- March 24, 2026
- c) Updates:
 - a. Staff Long updated on Administrative Approval at 305 Water Street
 - b. Staff Mullin provided update on City Council's decision to uphold denial of demolition of historic theater at 26 Water Street.
 - c. Staff Mullin updated the HPC on the temporary Certificate of Occupancy for 262 Lake Street
 - i. Discussion regarding the need to monitor the location and preservation of important historic features during remodels of historic properties.

8. FUTURE AGENDA ITEMS

- a) March 24, 2026, will be the HPC annual meeting

9. ADJOURNMENT

Commissioner Gerhart moved to adjourn meeting. Second by Commissioner Dahlstrom Motion passed 5/0.

The meeting was concluded at 7:30 P.M.

Respectfully submitted,
Jess Long
City Planner

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

A Resolution Approving a Site Alteration Permit for Demolition of the Building Conditioned on Final Plan Approval for New Construction by the HPC at 300 Water Street, 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 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.
4. 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.
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 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



Item: 5.A.

ITEM REPORT

To: Heritage Preservation Commission

From: Jess Long, City Planner

Meeting Date: April 28, 2026

Department/Office: Community Development

Item Name: HPC Resolution 2026-03 - Approval of 305 Wate Street Site Alteration Permit

Summary:

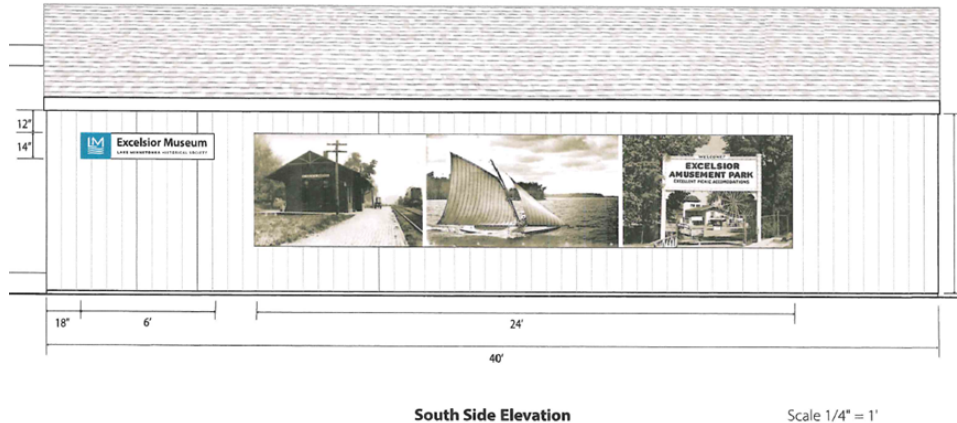
Background and Application

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



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

Recommended Action:

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.

Budget:

Attachments:

1. HPC Resolution 2026-03
2. 305 Water Street SAP Application
3. HPC Mural Section for Design Manual

City of Excelsior
Heritage Preservation Commission
Resolution No. 2026-03

A Resolution Approving a Site Alteration Permit for the Installation of a New Historic
Interpretive Panel on the Excelsior Museum building at 305 Water Street

WHEREAS, Sarah Dibble, the Museum Chair of Lake Minnetonka Historical Society, Wayzata, MN 55391, (“Applicant”) has applied for a Site Alteration Permit for a new historic interpretive panel;

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

NOW, THEREFORE, IT IS RESOLVED, that the Applicant is hereby approved a Site Alteration Permit to install a new historic interpretive panel at 305 Water Street; based on the following

FINDINGS OF FACT

1. Sarah Dibble, the Museum Chair of Lake Minnetonka Historical Society, has applied for a Site Alteration Permit for new signage at 305 Water Street.
2. The building at 305 Water Street is located in the Downtown Historic District. It was constructed in 1952 and is a non-contributing property in the district.
3. The property is located adjacent to the Lake Minnetonka Regional Trail. It does not front Water Street, is not visible from Water Street, and the proposed interpretive panel will be attached to the south side of the building.
4. The proposed design of the interpretive panel is not a commercial advertisement.
5. The Lake Minnetonka Historical Society and its Museum located at 305 Water Street are nonprofit organizations.
6. The proposed location of the interpretive panel will not harm the integrity of the Excelsior Downtown Historic District.
7. The museum is open to the public from May to September. The interpretive panel will be displayed only while the museum is open to the public.
8. The proposed panel is 13 oz scrim vinyl printed with UV-cured inks.

CONCLUSIONS OF LAW

1. The interpretive panel that Applicant proposes is consistent with the Secretary of the Interior's Standards and Guidelines for Rehabilitation as articulated in (and encouraged by) the City of Excelsior Preservation Design Manual (the "Design Manual").

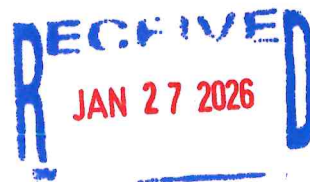
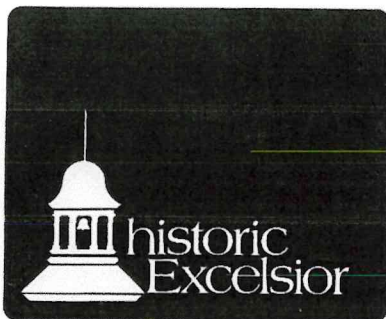
CONDITIONS

1. The banner will be reviewed by staff and must be consistent with zoning requirements. Staff findings on zoning conditions will be final.
2. The interpretive panel will be maintained by the Lake Minnetonka Historical Society and will be removed if damaged.
3. The interpretive panel will be displayed while the museum is open to the public. The museum is open May to September.

Adopted by the Heritage Preservation Commission of the City of Excelsior, Minnesota, this 24th 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: 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.

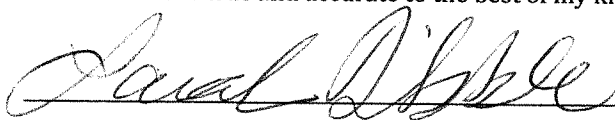
If you need additional space, please include additional sheets.

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.

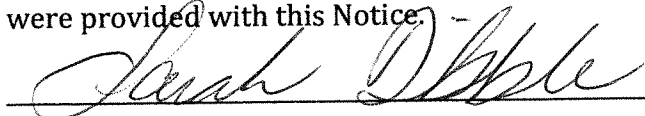
NOTICE TO PERSONS COMPLETING THIS FORM

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:

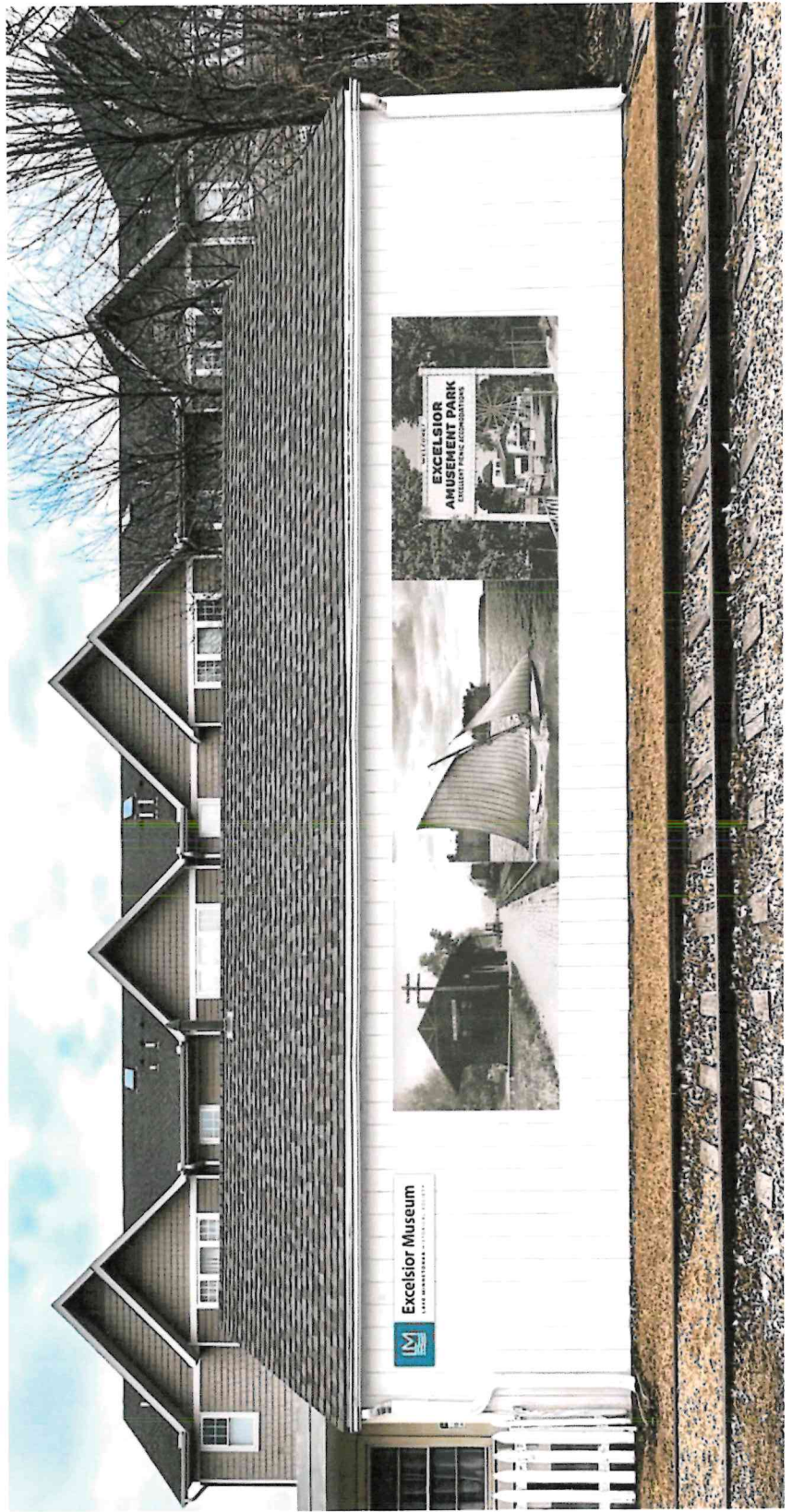
City Council Determination on Appeal of HPC Action:

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

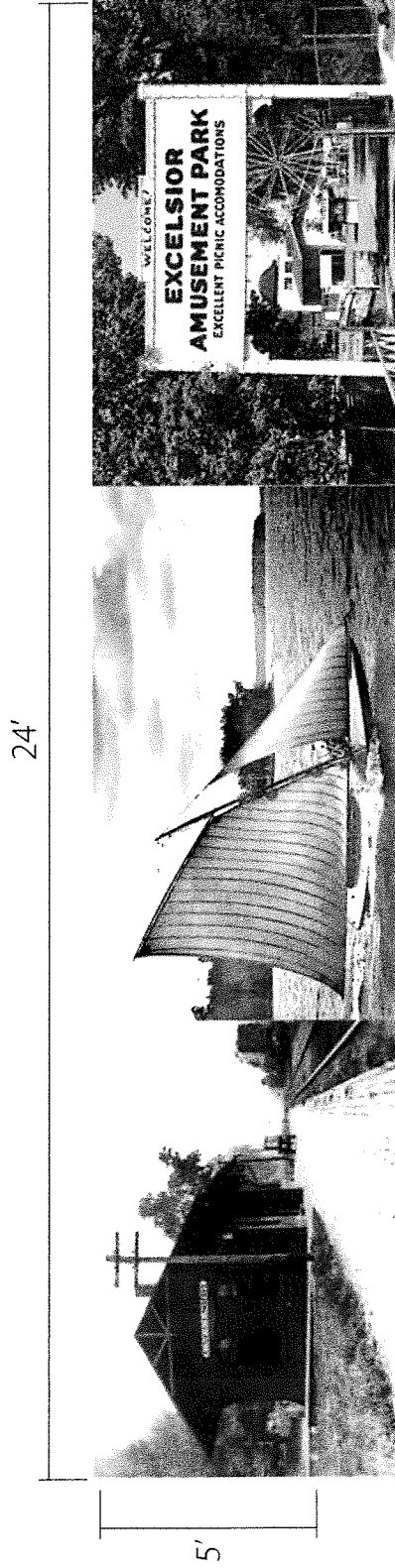


Scale 1/4" = 1'

South Side Elevation

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 REPORT

To: Heritage Preservation Commission

From: Jess Long, City Planner

Meeting Date: April 28, 2026

Department/Office: Community Development

Item Name: HPC No. 2026-06 - Site Alteration Permit New Sign at 404-406 Second Street - Gardner Salon

Summary:

APPLICATION

The applicant, Erin Gardener of Indigo Signs, has submitted a Site Alteration Permit for the installation of a new sign at 404-406 Second Street. The building is a contributing structure within Excelsior's Historic Downtown District.

The proposed sign will approximately 26.6 square feet and advertise the new Gardner & Co. Salon. The dimensions of the proposed sign meet zoning requirements for signs within the Downtown Commercial District. The proposed sign will be ¼" thick aluminum painted white with black vinyl on the face of the letters. Installation of the sign includes ½" spacers mounted into the building.

The previous tenant's sign has been removed but three existing goose neck lamps remain on the building. The applicant proposes using the existing fixtures to illuminate the new sign. The Heritage Preservation Commission is reviewing the application because the request includes a new sign design and placement on a contributing building within Excelsior's Historic Downtown. The HPC should consider whether the proposed location is appropriate and whether the design of the sign meets Preservation Design Manual guidelines.

Background

404 Second Street is part of a building listed in the Design Manual as 402-406 Second Street. It is a contributing structure that was built in 1920 and was home to the Stemmer Company from 1936 until it became home to Wostrel's Draperies & Carpeting in the 1960s. Ray Stemmer was the first state-licensed electrician in Excelsior and wired many of the homes and businesses in the community. He began working in the Excelsior area in 1913. In 1936, he and Paul Barnett opened Radio Sales and Service at 406 Second Street. He operated the business into the early 1960s.

Applicable Standards and Analysis

The *City of Excelsior Preservation Design Manual* guidelines for “Orientation & Placement” and “Design” apply.

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 façade.
- 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.

Applying the “Orientation & Placement” Guidelines

CS.3 The sign will be placed at a traditional sign location above the entrance and windows of the building.

CS.7 The sign will not result in visual clutter.

CS.8 The sign will not conceal architectural features of the building.

CS.9 The sign is proportional to the size of the building and façade.

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.

-

Applying the “Design” Guidelines

- CS. 15 The sign will have letters that are white aluminum with black vinyl added for contrast. The implementation of aluminum and vinyl are an acceptable uses of modern materials.

- CS. 17 The sign uses black and white letter which will enhance legibility and will allow the sign to compliment the historic brickwork of the contributing building.
- CS 18. Staff recommends that the applicant work to identify a more legible font for the second line of the sign that reads “Boutique Salon.” The current typeface may be too small and decorative to easily read from the right of way.

>

Recommended Action:

Staff recommends that the HPC approve the Site Alteration Permit and adopt HPC Resolution No. 2026-06 for the proposed sign at 404-406 Second Street with the following Conditions:

1. The sign be mounted into the mortar.
2. The applicant work with City Staff to identify and implement a more legible font for the lower part of the sign that reads “boutique salon.”

Budget:**Attachments:**

1. 404 Second Street SAP Application

CITY OF EXCELSIOR
SIGN PERMIT
APPLICATION PROCEDURE CHECKLIST

The Excelsior City Zoning Ordinances were established to protect both current and future residents from the negative impacts of improper development and to ensure a positive future for the City. A sign permit review as regulated by Article 24 and the Excelsior Design Standards – Sign Elements is the mechanism that allows the city to examine proposed sign and awning improvements to meet City guidelines.

Sign Permits are required for all new construction, relocation, and alterations of signage. Many projects require a detailed plan review, so allow at least fifteen business days for your permit to be reviewed. If your submittal documents require corrections, or if it is incomplete, it may take longer. Fees are paid at the time permits are issued. A Site Alteration Permit and review by the Excelsior Heritage Preservation Commission (HPC) may also be required if the land use activity affects Excelsior's historical and architectural attributes.

An electronic version of the full City Code, Excelsior Design Standards – Sign Elements, Zoning Map and sample surveys, site plans are available from the city and/or are in part on the City's website at: www.excelsiormn.org.

SIGN PERMIT APPLICATION CHECKLIST

In order to adequately review a building permit application, there are a number of submittal requirements:

- ☐ 1. Completed City of Excelsior Sign Permit Application Form, one form required for each sign.
- ☐ 2. Two sets of construction plans. Scaled plans (scale at one quarter (1/4") inch equal to (1') foot minimum) shall include building material, elevations, area, dimensions, location, lighting, lettering size, specifications and method of construction and attachment to the building or in the ground, and any other details necessary for plan review (must be submitted in hard copy and electronic form/format, pdf).
- ☐ 3. Building elevations showing the front, rear, and sides at 1/4 inch scale minimum (must be submitted in hard copy and electronic form/format, pdf).
- ☐ 4. Two sets of color rendering of proposed sign(s), to scale and photograph of existing conditions (must be submitted in both hard copy and electronic form/format, pdf). Note: additional copies may be needed if HPC review is required.
- ☐ 5. Two certificates of survey showing dimensions of lot and existing structures with sign location. Survey shall be to scale (scale of either one (1") inch equals fifty (50') feet or one (1") inch equals thirty (30') feet), numbered, dated, dated with surveyor's signature (including one reproducible 11X17), be pre-folded for distribution (must be submitted in hard copy and electronic form/format, dwg & pdf) (see sample certificate of survey), if applicable.
- ☐ 6. Copy of stress sheets and calculations showing how the structure is designed for dead load and wind pressure in any direction in the amount required by this and all other laws and ordinances of the city (must be submitted in both hard copy and electronic form/format, pdf).
- ☐ 7. Complete and Sign, Application for A Site Alteration Permit per Excelsior Heritage Preservation Commission Guidelines for Historic Structures and Historic Districts, if applicable.

Please note that it is the responsibility of the applicant to provide all required information and to illustrate the proposed improvements clearly, accurately and concisely. City staff is not authorized, nor permitted, to make changes on any plan sets.

Incomplete permit applications will not be accepted. Allow a minimum of 15 (fifteen) business days for processing your permit application. If there is HPC review or a problem with the plans or survey, additional review time may be needed.



THE CITY OF
EXCELSIOR
MINNESOTA

Sign Permit Application
339 Third St. • Excelsior, MN 55331
952-653-3674
Email permit to: permits@excelsiormn.org

Permit Fee: _____

Note: Fee will be based on value

PROPERTY INFORMATION

Street Address of Sign	404-406 2nd Street
Tenant	Gardner & Co. Salon
Property Owner	David Phima
Address of Property Owner	404-406 2nd Street
City/State/Zip	Excelsior, MN 55331

CONTRACTOR INFORMATION

Contractor Name	Indigo Signs
Street Address	7060 Quattro Drive
City/State/Zip	Chanhassen, MN 55317
Phone No.	952-975-4940
E-mail address	

Property Owner
Gardner
Signature of Owner

Submittal (see Application Procedure Checklist(s)): Per sign, submit 2 sets of construction and building elevation plans (verifiable scale) showing sign dimensions, wall dimensions, material, graphics, sign text, and, the distance between existing and proposed signs. Elevation plans shall clearly show size of building and size of sign(s). For all signs, also submit 2 copies of a survey or site plan drawn and signed by a professional showing sign location, setback from the property lines (verifiable scale). Historically designated site/district properties also require Site Alteration Permit Application.

Property Information: Zoning District: ☐ R1 ☐ R2 ☐ R3 ☐ R4 ☐ DC ☐ CC ☐ MU ☐ GC ☐ P

Front footage of Building: _____

Lineal footage of Street frontage: 150 ft 45 ft

Footage of Building: 7,910 corner/double frontage lot Footage of Street frontage: 180 ft corner/double frontage lot

Total Square Footage of Existing Signs: _____ Number of Existing Signs: _____

☐ Non Designated Historic Site ☐ Excelsior Downtown Historic District ☐ Historic Site ☐ Site Alteration Permit App.

Description, Type, Number of Signs and Costs: ☒ New Install ☐ Reface

☐ Awning ☐ Canopy ☐ Monument ☒ Wall ☐ Projecting ☐ Multi-Tenant Directory ☐ Official ☐ Window ☐ Other _____

Zoning Ordinance Section Nos.: _____

Allowable Signage Square Footage for Property: _____ Estimate Cost/Value Per Sign \$ 3831.32

1.) Dimension of Sign: 32 inch X 120 inch & 2-100 feet X 10 feet & Depth _____ inch

2.) Square Footage of Sign: 26-166 s.f.

3.) Will the Sign be illuminated: ☐ Yes ☒ No If applicable, provide all lighting information & location.

4.) Location of Sign on Property: _____ ☒ Attach Survey/Site Plan

5.) Location of Sign on Building: _____ ☒ Attach Building Elevation Plan

APPLICANT INFORMATION In signing this application, I hereby acknowledge that I have read and fully understand the applicable provisions of the City Ordinances and current administrative procedures. Signature of this application by the legal property owner or a licensed contractor, as the owner's representative is required and authorizes the City Zoning Administrator or designee and the City Building Official or designee to enter upon the property to perform any inspections. Entry may be without notice. I hereby acknowledge that I have read this application and all information is true and correct to the best of my knowledge. I further agree that all work performed will be in accordance with approved plans, specifications, and conditions and to abide by all ordinances of the City and the laws of the State of Minnesota. I further acknowledge the fee explanation and hereby agree to pay all statements received pertaining to additional application expense and city review. Upon review, the City of Excelsior reserves the right to require additional application/permit(s) and if said determination is made, the applicant will be notified and this permit shall become null and void.

Applicant's Name (printed) Gnn Gardner Signature Gardner
Phone No. (612) 280 9711 Fax No. (_____)

Date 4/11/26 E-mail address _____

FOR OFFICE USE ONLY

☐ Heritage Preservation Commission Review: ☐ Approved ☐ Denied Date: _____

Approved: _____ Date: _____



City of Excelsior

339 Third Street, Excelsior, MN 55331

Telephone: 952-474-5233 Email:

APPLICATION FOR A SITE ALTERATION PERMIT

Applicant's Name: Erin Gardner

Address: 404-406 2nd Street

Telephone: 612-280-9711

Authority to file application:

☐ Ownership

☒ Tenant

☐ Other _____

If not Owner, Owner's Name: David Fhima

Address: 404-406 2nd street

Telephone: 612-280-9711

Project Address: 404-406 2nd street

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

☒ Yes

☐ No

Name: Indigo Signs

Address: 7660 Quattro Dr. Chanhassen, MN 55317

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.

Aluminum sign painted white with black vinyl on faces. The sign will have standoffs at 1/4" The lights shining down were already on the building.

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.

Erin Gardner

EWG

Applicant's signature

Erin Gardner

Date

4/1/26

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.

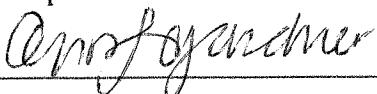
NOTICE TO PERSONS COMPLETING THIS FORM

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.

 4/11/20

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







10



42"
C/L

ART SUPERIMPOSED OVER PHOTO

SCALE: 3/8"=1'-0"

SIDE VIEW

Mounting: 0.50" Spacers



MEMORANDUM

Re: Site Alteration Permit- 1 Water Street- Pergola

Date: April 28, 2026

To: Heritage Preservation Commission

From: Jess Long, City Planner

APPLICATION

The applicant, Wade Scanlon of Aspen Landscape Inc., has submitted a Site Alteration Permit application for the addition of a pergola structure located on the south side of Haskell's outdoor seating area at 1 Water Street. The addition of the pergola structure is part of a larger project that will replace the existing concrete patio and existing fence.



BACKGROUND

The building at 1 Water Street is a non-contributing site in Excelsior's Downtown Historic District. The existing fence runs along the property line separating a patio area from the sidewalk of Lake and Water Street. The fence also runs along the rear of the building separating it from the parking lot behind the building. The current fence is wood that is painted green to match the accent color of the building. The applicant is proposing that the replacement fence will use the same post

locations, material, and color. The HPC is reviewing the proposal because the applicant proposes to add pergola posts to the south side of fence. The proposed pergola will shade the outdoor seating along the parking lot. The pergola will be the same material and color as the fence. The finished dimensions will be 6'W x 25'L x 82"H. There are no lighting or mechanical elements proposed with the project.

Applicable Standards and Analysis

The *City of Excelsior Preservation Design Manual* guidelines for “wood” and “back entries and additions” apply.

General Wood Guidelines

- GW.1 Original exterior woodwork elements shall be retained wherever possible.
- GW.2 Damaged or decayed sections of wood elements can usually be repaired by renailling, caulking, and filling. Only fillers specially formulated as wood consolidants should be used.
- GW.3 Severely rotted or missing pieces shall be reproduced by a good carpenter or millwork shop.
- GW.4 Match or at least complement the existing details when replacing woodwork.

- GW.5 Caulking should not be applied under individual siding boards or windowsills.
- GW.6 Wood surfaces should be primed and painted to prevent wood deterioration from moisture.
- GW.7 Only in extreme cases should all paint down to the bare wood be removed.
- GW.8 Deteriorated and flaking paint should be removed by careful hand scraping, followed by sanding.
- GW.9 Electrical hot air guns on decorative wood features and electric heat plates on flat wood surface may be used when additional paint removal is necessary.
- GW.10 Chemical strippers may be used to aid in the cleaning process.
- GW.11 Fiber cement planking may be used to replace highly deteriorated wood siding on secondary elevations of masonry buildings and all elevations of residential buildings in the historic district.
- GW.12 Wood elements of a building should be painted to utilize colors consistent with an integrated design for all material and color choices of the entire exterior.

Applying the General Wood Guidelines

The existing wood of the patio fence is a non contributing element of the Downtown Historic District. The applicant is proposing replacing the existing fence and treating new wood with green paint that is consistent with the design of the building. The pergola will match the fence. The intent of the General Wood Guidelines has been met.

Back Entries and Additions Guidelines

- BEA.1 Improvements to a back entry should reflect the elements and detailing of the main building. Depending upon the scope of the project, these may include signage, light fixtures, awnings and color selection.
- BEA.2 The height/width ratio of rear windows should reflect the height/width ratio of street front windows.
- BEA.3 Improvement of rear entrances is encouraged, to accommodate use of parking areas behind buildings.
- BEA.4 For rear elevations to become inviting for customers and tenants, the ground floor needs to have attractive entrances, or storefronts for retail display. Loading dock doors can be converted to storefronts and entrances.
- BEA.5 The addition of decorative elements, such as trim and cornices, depends upon the date and style of the building. Rear elevations in the historic area should retain their simple design quality in most cases. However, the use of awnings and attractive signage will make the elevation more appealing for pedestrian traffic.
- BEA.6 Install adequate lighting for customer and store security. Ensure that the design of the lighting relates to the historic character of the building.
- BEA.7 Consider adding planters or a small planting area to enhance and highlight the rear entrance.
- BEA.8 Rear entrances on existing buildings shall clearly be secondary entrances and avoid the appearance of a primary façade.
- BEA.9 The entrances should be transparent, promoting visibility from inside and outside.
- BEA.10 Rear facades shall contain less glass than front facades at all building levels.
- BEA.11 Rear and side elevations are often constructed of common brick or of inferior materials. Determine whether current materials give an appropriate finished appearance similar to the front elevation. If not, refer to the material guidelines for appropriate new materials. For instance, soiled concrete may require painting or covered with new brick.
- BEA.12 Additions should be compatible with the host building.
- BEA.13 Additions should be designed to minimize the loss of significant features on the host building and its adjacent neighbors.
- BEA.14 Additions to historic buildings shall be limited to the rear elevation or the most inconspicuous side of the building so not to overwhelm the original historic structure.
- BEA.15 Additions generally should be designed to complement the proportions and materials of the host building but not create a sense of false history by trying to match the historical architectural features. Design for additions may be contemporary with reference design motifs of the historic building.
- BEA.16 Additions shall not visually change the profile of an historic building or streetscape.
- BEA.17 Permanent rooftop additions are not allowed within the district.
- BEA.18 Rooftop patio construction shall not be highly visible from the public right-of-way, or obscure original fenestration on secondary elevations of adjacent buildings.
- BEA.19 Rooftop decks on one-story buildings shall not be permitted. Rooftop decks on multi-story buildings shall be only permitted on the rear most part of the building if the second or third story screens the rooftop deck from the street adjacent to the front lot line. For corner lots, rooftop decks shall be screened with an extension of the building wall, which is architecturally consistent with the building, from the street adjacent to both lot lines. Rooftop decks shall not exceed 200 square feet in size.

Applying the Back Entries and Additions Guidelines

1. The design of the proposed pergola reflects design of the existing building in color and material (BEA. 1).
2. (BEA. 2- 4) Not applicable.
3. The design of the pergola is simple but enhances the exterior of the noncontributing building (BEA. 5).

4. (BEA. 6) Not applicable.
5. The guidelines encourage “rear additions and entrances” that are “inviting” with “planters or small planting area” (BEA.7). The proposed design of the pergola includes the option to add hanging plants that will meet the intent of the guideline.
6. (BEA. 8-11) Not applicable.
7. The pergola addition is located at the side of the building and does not cover significant architectural features. The wood posts are simple in nature and do not detract from the architecture of the building nor will the wood system obscure or overwhelm the building. (BEA.13, BEA.14).
8. (BEA. 15) Not applicable.
9. The proposed pergola does not change a historic building, it will change the view from the public right of way. Currently the view from Water Street includes the patio and the parking lot between Haskell’s and Dunn Brothers. From some angles the pergola will obscure the south side of the Haskell’s building and parking lot. The addition will not impact the view of historic downtown elements. (BEA. 16)
10. (BEA. 17-19) Not applicable.

Recommended Commission Action: Saff recommends that the Commission approved the SAP and Adopt HPC Resolution No. 2026-07 A Resolution Approving a Site Alteration Permit For the Addition of a Pergola to the Existing Patio at 1 Water Street.

City of Excelsior
Heritage Preservation Commission
Resolution No. 2026-07

A Resolution Approving a Site Alteration Permit
For the Addition of a Pergola to the Existing Patio at
1 Water Street

WHEREAS, Wade Scanlon of Aspen Landscape Inc, on behalf of owner Katie Miceli, at 1 Water Street, Excelsior, MN 55331, (“Applicant”) has applied for a Site Alteration Permit to add a pergola attached to fence posts (Water Street elevation) at 1 Water Street; and

WHEREAS, the Heritage Preservation Commission (“HPC”) considered Applicant’s application and its meeting on April 28, 2026.

NOW, THEREFORE, IT IS RESOLVED, that the Applicant is hereby approved a Site Alteration Permit to add a 6 foot wide by 25 foot long pergola structure with a height of 82 inches at 1 Water Street based on the following:

FINDINGS OF FACT

1. Wade Scanlon of Aspen Landscape Inc, on behalf of owner Katie Miceli at 1 Water Street, Excelsior, MN 55331 (“Applicant”) has applied for a site alteration permit to add a pergola to the existing patio as part of a larger project that includes replacing the existing fencing and patio concrete at 1 Water Street.
2. The building, constructed in 1956, is located in the Downtown Historic District. The building is a noncontributing structure.
3. The City of Excelsior has adopted the City of Excelsior Preservation Design Manual as reference guidelines for this HPC review.

CONCLUSIONS OF LAW

1. The proposed change satisfy *The Secretary of the Interior’s Standards* as articulated in the City’s *Preservation Design Manual* because:
 - a. The guidelines recommend that wood elements be painted and the color should be consistent to provide an integrated design (GW.12). The pergola will be painted green to match the fence and will be consistent with the

- existing building.
- b. The design of the proposed pergola reflects design of the existing building in color and material (BEA. 1).
 - c. The design of the pergola is simple but enhances the exterior of the noncontributing building (BEA. 5).
 - d. The guidelines encourage “rear additions and entrances” that are “inviting” with “planters or small planting area” (BEA.7). The proposed design of the pergola includes the option to add hanging plants that will meet the intent of the guideline.
 - e. The pergola addition is located at the south side of the building and does not cover significant architectural features. The wood posts are simple in nature and do not detract from the architecture of the building nor will the wood system obscure or overwhelm the building. (BEA.13, BEA.14).
 - f. The proposed pergola does not change a historic building, it will change the view from the public right of way. Currently the view from Water Street includes the patio and the parking lot between Haskell’s and Dunn Brothers. From some angles the pergola will obscure the south side of Haskell’s building and parking lot. The addition will not impact the view of historic downtown elements. (BEA. 16)

CONDITIONS

- 1. Plantings may be attached to the structure. Electric lighting and associated conduit as well as signage are not approved for the Pergola.
- 2. The applicant must obtain a building permit for the construction of the pergola.

Adopted by the Heritage Preservation Commission of the City of Excelsior, Minnesota, this 28th day of April, 2026.

HERITAGE PRESERVATION COMMISSION

Tim Caron, Chair



Building Permit

Excelsior Building Inspection Department
350 Highway 7, Suite 230
Excelsior, MN 55331
Phone: (952) 653-3674

A building permit is required any time you do work that is regulated by the building code. This includes:

- Any work done to the permanent weather resistive surfaces of the dwelling such as the siding, windows, or roof
- A change in the use of a space or the finishing of unfinished space
- The building of additions, garages, and decks (Note: this may also require a [Residential Review Permit \(PDF\)](#).)

Work that is exempt from a permit includes painting, wallpapering, flooring, kitchen cabinets, and minor repairs. Detached storage buildings not exceeding 120 square feet do not require a building permit if they are not installed on a concrete slab. They do, however, require a plan review.

Applicant is:

Contractor

If the property for which a permit is being applied has an address that starts with more than three digits, it is not in Excelsior. Please check with the owner to verify which city their utility bills come from.

Please enter the full street address (address number, street name, street modifier, and unit number). Example: 301 Main Street 100.

Project Address	1 water street
Valid Address	No
Property Owner	Katie Miceli
Owner Phone	
Owner Address	1 Water street
City	Excelsior
State	MN
ZIP	55331
Email	
Contractor Name	Aspen Landscape Inc.
Contractor Address	PO Box 366
City	Wayzata
State	MN

ZIP 55391

Contractor Phone

Email

Contractor License Number 41326

Type of Property

Commercial

Type of Work

Other

Specify Other Pergola to cover S.W. corner of patio area.

Completion Date 05/12/2026

Estimated Value 4000

Detailed Description of Work to Be Performed Pergola to cover S.W. corner of patio area. 6' W x 25' L

I understand that in addition to a digital upload, 2 hard copies of construction plans must be dropped off at City Hall – 350 Highway 7, Suite 230.

Acknowledgement • I acknowledge

Signature Agreement

The undersigned hereby agrees that, in case such permit is granted, that all work which shall be done and all materials which shall be used shall comply with the plans and specifications herewith submitted and with all the ordinances of said City of Excelsior and the laws of the State of Minnesota regarding actions taken pursuant to this permit. Signature of this application by the legal property owner or a licensed contractor, as the owner's representative, authorizes the City Zoning Administrator or designee and the City Building Official or designee to enter upon the property to perform needed inspections. Entry may be without prior notice.

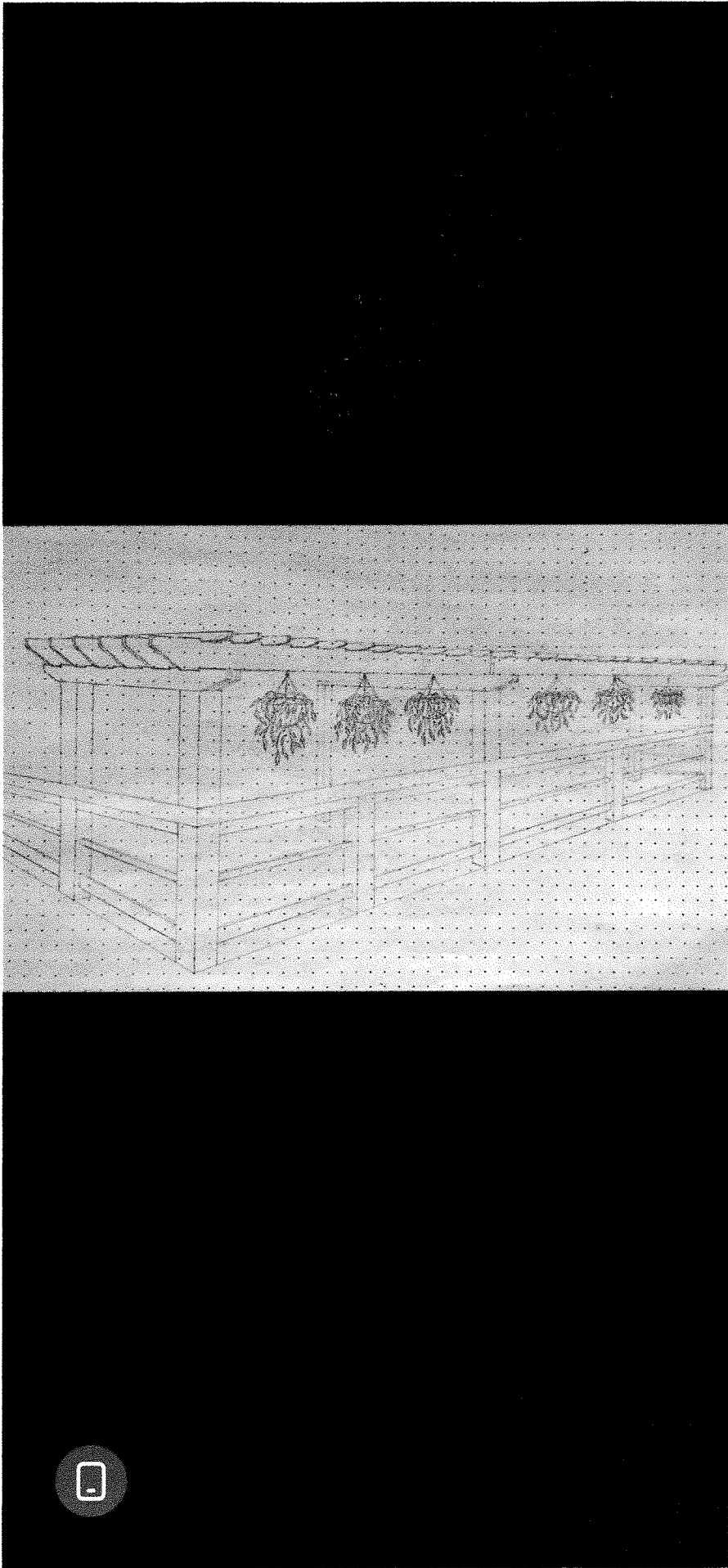
I hereby acknowledge that I have read this application and state that all information is true and correct to the best of my knowledge. I agree to pay all plan review fees even if I choose not to proceed with the work. Permit expires when work is not commenced within 180 days from date of permit, or if work is suspended, abandoned, or not inspected for 180 days. Work beyond the scope of this permit, or work without a permit or inspection will be subject to a penalty.

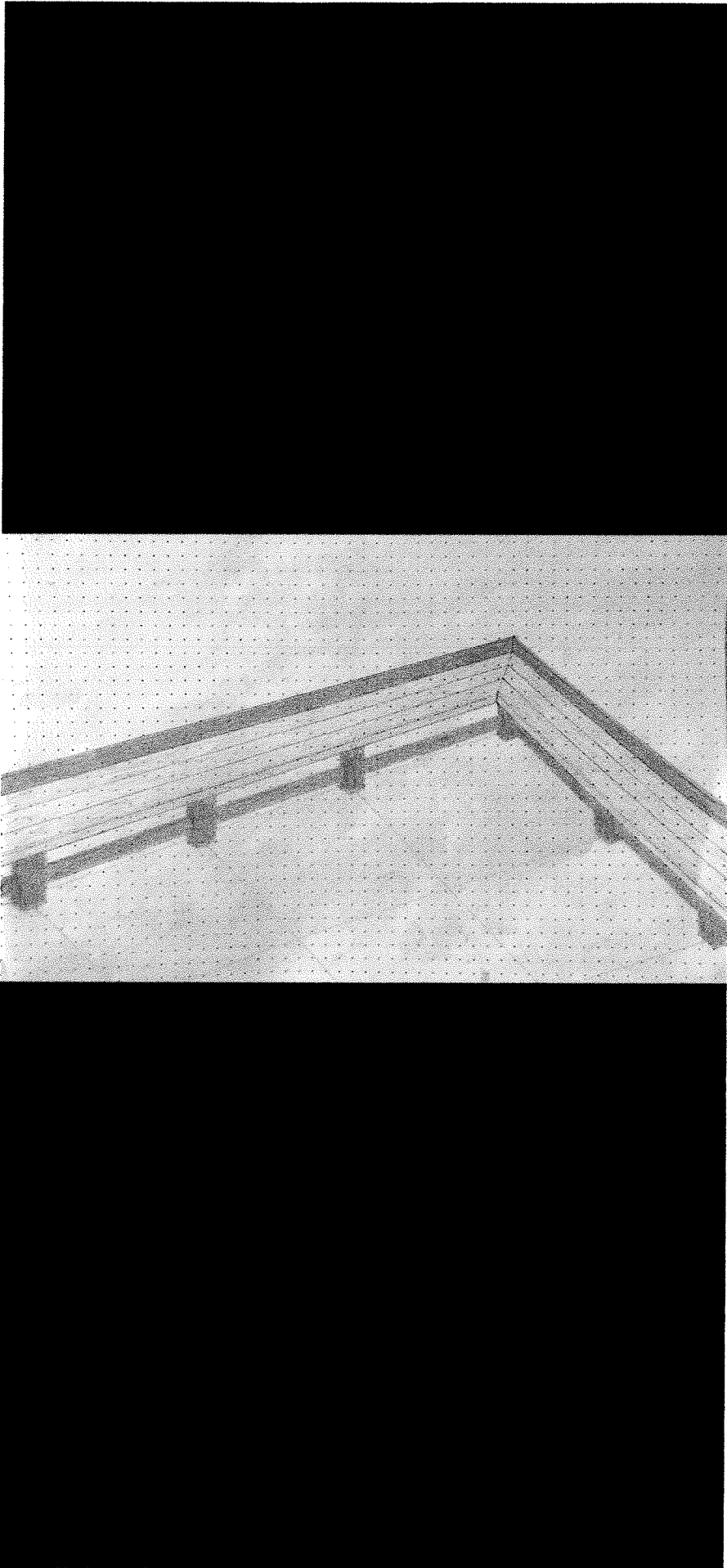
Applicant Signature

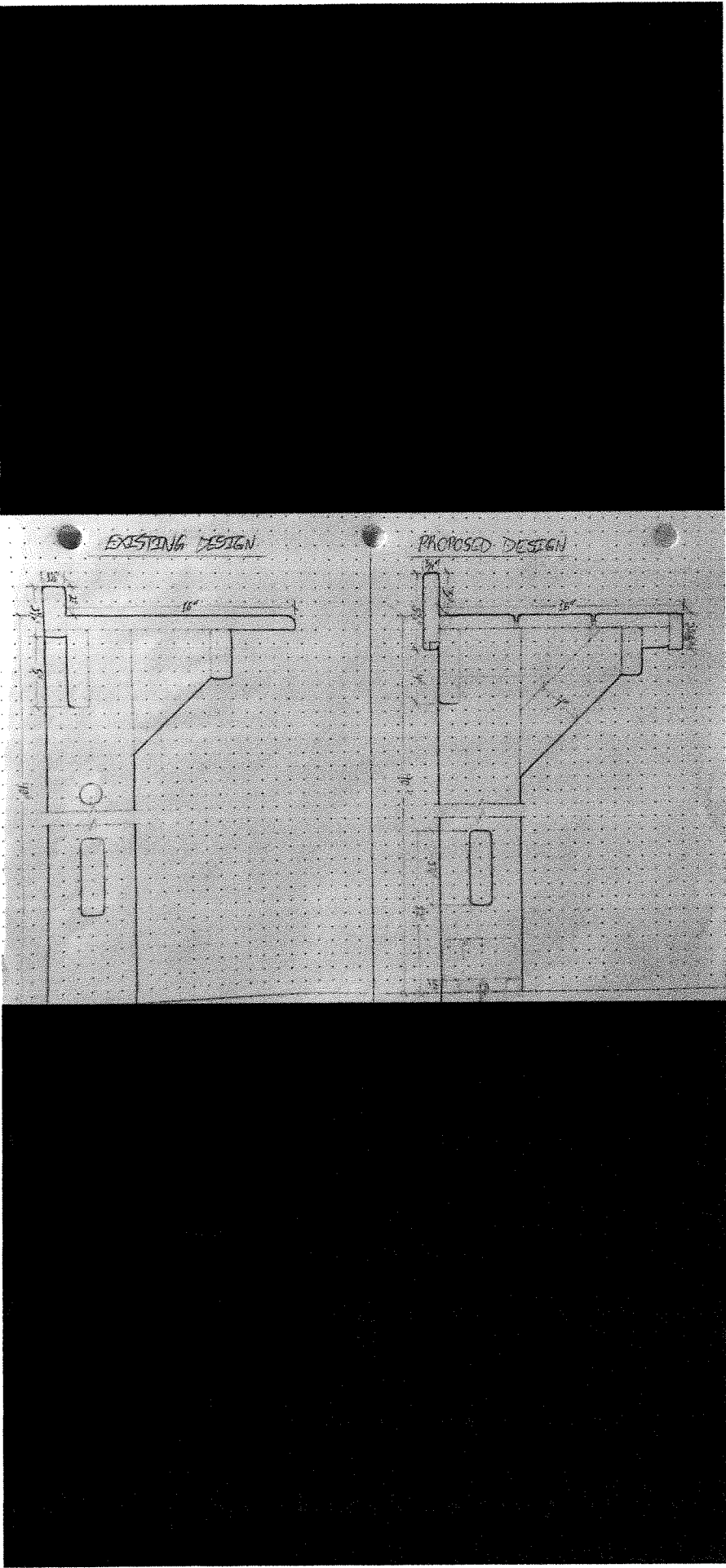


Date 04/13/2026

Fees







ITEM REPORT

To: Heritage Preservation Commission

From: Jess Long, City Planner

Meeting Date: April 28, 2026

Department/Office: Community Development

Item Name: Sign Ordinance - Amendment of Section 24 of Zoning Code

Summary:

Background

City staff have been working on a revision to the city's regulations related to signs which are in Section 24 of the zoning ordinance. WSB, the planning and engineering firm, provided us with a review of our ordinance and recommended changes. In 2025, a subcommittee of the Heritage Preservation Commission reviewed a working draft to evaluate conformance with the city's Preservation Design Manual guidelines for the Downtown Historic District and provided comment and suggestions.

The goal of revising the Sign Ordinance is to make it easier to use (for businesses and staff) by reorganizing it and adding tables and graphics to display information; to ensure that maximum sizes are appropriate for the scale of our commercial properties, to discuss sign lighting; to clarify prohibited signs and temporary signs; and to make updates that reflect today's sign technology and standards,

The intention is to repeal and replace the existing sign ordinance with this proposed draft. (The existing sign ordinance is also included with this memo, and here is a link to it: [Excelsior Sign Ordinance](#)).

Please note, staff is still finalizing the flow and order of the sections of the ordinance and some of the numbering remains to be corrected.

Summary of Changes

The following identifies changes made to the content of our existing sign ordinance:

1. The definition of "sign" is amended to be more inclusive of language to determine what a sign is and what it is not.
2. The "Intent" section, 24-1, is new to the ordinance. This is generally a standard element of sign ordinances and it lays the foundation for the purpose of the ordinance.
3. To add clarity, definitions for the following have been added to *Zoning Code, Sec. 2-2 Definitions* pertaining to signs: awning, awning sign, blade signs,

commercial sign, conduit for illuminated signs, interpretive panel, feather sign, lawn sign, LED lighting, projecting sign, mural, valance.

4. To increase clarity, the following types of signs have been added to the list of prohibited signage: neon signs, feather signs, signs affixed to vehicles (see more below), balloons and stringers, inflatable signs, content classified as “obscene” as defined by MN Statute 617-241, and all other signs not expressly permitted by this ordinance.
5. Sandwich boards must meet additional standards in Section 24-4 (m)(1), but the size and location requirements remain the same.
6. The requirement for the submission of a comprehensive sign plan for multi-tenant buildings has been removed. It is our experience that the maximum of three signs per building (with option for additional signs if there are more than three tenants in a building, available with an administrative permit) and the maximum size permitted for each sign is enough to keep signs on buildings coordinated. Generally, we experience a tenant submitting an application to replace or add one sign, and not a property owner coordinating signs on the property.
7. A provision has been added that would allow two adjoining lots in a commercial district to share a monument sign that is larger than would be normally required for each individual lot. If the shared monument sign is proposed, each individual lot would give up their ability to have individual monument signs.
8. The maximum size for projecting signs in the Mixed Use and General Commercial districts is increased from 8 sf to 10 sf.
9. On awnings, the sign is required to be located on the valance and a maximum size of 7 sf and 8 inches in height.
10. The percentage of a window surface that may be covered in graphics (decal, painted) is limited to 50%.
11. Time period that a temporary sign may be in place is decreased from 30 days maximum, twice per year to 10 days maximum, three times per year.
12. A section relating to the removal of signs has been added to ensure the city has the proper enforcement standards relating to signs that are in violation of the ordinance.
13. Section 24-10 has been added to the ordinance, which is entitled “enforcement.” This allows the Zoning Administrator to administer and enforce the ordinance, states that it is unlawful to violate the ordinance, and explains how nonconforming signs are handled.
14. Section 24.11 has been added to address noncommercial speech.
15. This ordinance does not specifically address murals. The HPC has created a mural policy for the Downtown Historic District; more discussion is needed if this is to be addressed.
16. Setback requirements for all signs have been added.
17. Language to require that electrical conduits must be hidden from sight and must not damage the building.
18. It is our understanding that lawn signs are a concern for the city. A definition of lawn sign has been proposed, and lawn signs (aside from political signs, of course) are now considered temporary signs, which require an administrative permit.

19. The section on artificial light sources has been revised to say that no part of the bulb is visible on any light fixture used on signage, and that the fixture can be on top of the sign only and not shine up towards the sky. The proposed ordinance allows back-lit signs but no internally lit signs. Internally illuminated signs continue to be prohibited.
20. The Preservation Design Manual guidelines for the downtown historic district and the Design Standards for other downtown commercial areas should be reviewed and brought into conformance with the zoning ordinance if necessary.

Role of the Heritage Preservation Commission

The Heritage Preservation Commission uses the Preservation Design Manual guidelines to review signs on properties in the Downtown Historic District. Signs must comply with those guidelines as well as the zoning ordinance. As the commission reviews the proposed Sign Ordinance amendment, it is useful to think about how zoning regulations in the Downtown Commercial district (not all of which is in the Downtown Historic District) are resulting in signage that is compatible with the guidelines, and to identify conflicts. A committee of the HPC, Commissioners Caron, Gephart, and Macpherson worked with staff on an earlier draft of the ordinance and comments and suggestions are reflected.

Recommended Action:

Staff recommends that the Heritage Preservation Commission discuss the proposed sign ordinance amendment and provide comment.

Budget:

Attachments:

1. Ordinance 696
2. Existing Sign Ordinance, Sec. 24 of the Zoning Ordinance

ARTICLE 2. RULES AND DEFINITIONS

Sign related.

Awning: A structure made of fabric, metal, or other material, affixed to a building in such a manner that the structure serves as a protective cover over a door, entrance, walkway, or window.

Awning Sign: A sign with copy painted or affixed flat to the surface of an awning which does not extend vertically or horizontally beyond the limits of such awning.

Blade Sign: See Projecting Sign.

Commercial Sign: Any sign which serves to advertise and/or identify a product, service, or activity conducted on or off the premises on which the sign is located.

Conduit for Illuminated Signs: A protective piping system that houses and safeguards electrical wiring to attach to a power supply, ensuring a safe and organized installation, typically made of metal or plastic to shield wiring from moisture, dust, UV exposure, and physical damage. Conduit conceals wiring for a clean and professional appearance.

Interpretive Panel: A signage that provides information that interprets, via photographs or text, a natural historical, or cultural resource, event, or site. Panels shall be located only on sites directly related to the information contained in the sign.

Feather sign: A freestanding temporary sign consisting of a piece of flexible cloth, plastic or other similar material that is attached lengthwise to a single pole and designed to flutter/wave in the wind.

Lawn Sign: A freestanding temporary sign consisting of a piece of corrugated, plastic or other similar material that is attached to a wire "H-shaped" stake and inserted into the ground.

LED Sign Lighting: Lighting that uses light-emitting diodes (LEDs) to produce illumination.

Monument Sign: A freestanding sign that contains a solid or enclosed base and where the sign support post(s) is/are not visible. Base shall be constructed of materials that are consistent with and complementary to the building on the parcel.



Mural: 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.

Noncommercial Sign: Any sign that is not a commercial sign.

Projecting Sign: A type of sign that extends outward from a building or structure, typically mounted at an angle to the façade building, making it visible from a distance to pedestrians or drivers, and containing a business's graphics, text, or logo.

Sign. Any letter, word or symbol, poster, picture, statuary, reading matter or representation in the nature of advertisement, announcement, message or visual communication, whether painted, posted, printed, affixed or constructed, including all associated brackets, braces, supports, wires and structures, which is displayed for informational or communicative purposes.

Valance: A type of decorative fabric placed at the bottom and horizontally of an awning or canopy.

Wall Sign: A sign affixed, attached, posted, printed, or painted directly to the exterior wall of a building, and which is parallel to the building wall.



ARTICLE 24. SIGNS

Sec. 24-1. Intent.

The purpose of this section is to protect and promote the public health, safety, and general welfare of the citizens of the City of Excelsior through the establishment of a comprehensive and impartial set of regulations governing the installation, display, and use of signs serving as a visual media to persons on public or private properties within the City of Excelsior.

These regulations are intended to:

- (a) Preserve and protect property values and civic beauty, and not allow signs which detract from this objective due to excess size, height, number, visual impact, undesirable location, maintenance (or lack thereof), spacing, or illumination.

-
- (b) Provide for signs which are compatible with their surroundings and appropriate to the type of activity to which they pertain.
 - (c) Control signs which invade privacy, constitute a public nuisance, or increase the likelihood of accidents by distracting attention or obstructing vision.
 - (d) Establish standards which will permit businesses a reasonable and equitable opportunity for effective communication but will avoid excessive and unreasonable visual competition among sign displays.
 - (e) Allow a reasonable freedom of choice, while promoting a concern for the visual amenities for those persons designing, displaying, erecting, or utilizing signs in the City of Excelsior.
 - (f) Assure that the public health, safety, and general welfare of the citizens of the City of Excelsior is preserved.

Sec. 24-2. Prohibited signs.

- (a) Any sign, signal, marking or device which purports to be, is an imitation of, or resembles any official traffic control device, railroad sign or signal, emergency vehicle signs, or which attempts to direct the movement of traffic or which hides from view or interferes with the effectiveness of any official traffic-control device or any railroad sign or signal shall be prohibited.
- (b) Signs within an easement, except for signs installed by authorized governmental agencies or approved by the holder of the easement.
- (c) Signs that resemble any official marker erected by a governmental agency or that displays such words as "Stop" or "Danger", which are not erected by legal authority.
- (d) Feather signs.



- (e) Sign or sign structures that obstruct any window, door, fire escape, stairway or opening intended to provide ingress or egress for any building structure.
- (f) Balloons, and stringers.
- (g) Signs that are tacked, painted, or posted on trees, fences, bridges, towers, similar public structures, utility posts, or other such supports.
- (h) Roof signs.
- (i) Billboards.
- (j) Signs which have become rotted, unsafe or unsightly.
- (k) Signs with rotating, moving parts, or changeable copy.
- (l) Signs placed on or affixed to vehicles and/or trailers which are parked on a public right-of-way, public property, or private property so as to be visible from a public right-of-way where the apparent purpose is to advertise a product or direct people to a business or activity located on the same or nearby property.
- (m) Content classified as "obscene" as defined by Minn. Stats. § 617.241.
- (n) Pylon signs.

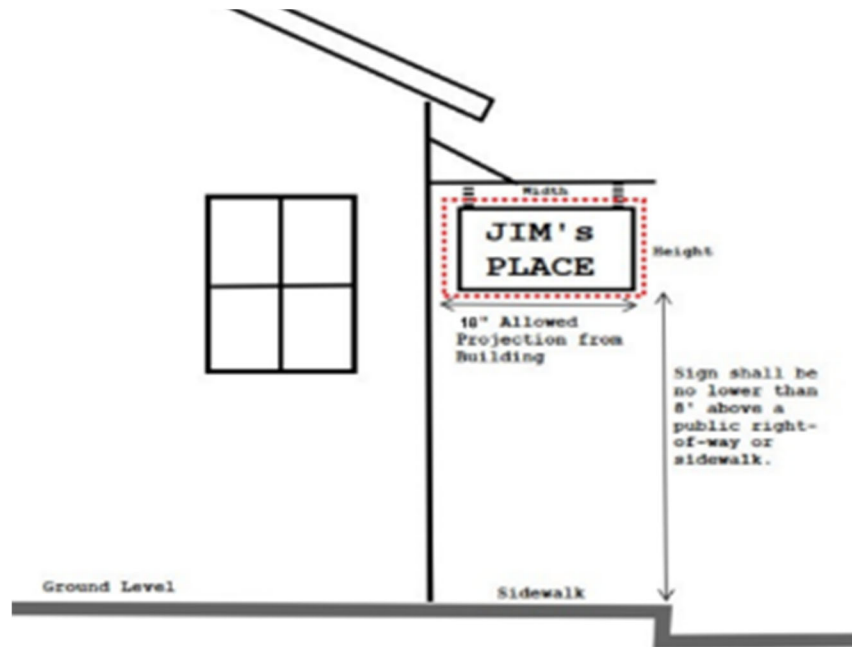


- (o) Multivision signs.
- (p) Video display signs.
- (q) Electronic graphic display signs.
- (r) Illuminated signs which change in color or intensity of light, flash, scroll, or are animated other than electronic reader boards for time and temperature or official signs and non-electronic reader boards and barber poles as permitted under Commercial zoning allowances of this article.
- (s) Artificially lit roofs or walls or portions thereof, except for security or to highlight architectural building features in accordance with Section 16-5.
- (t) Exterior neon signs.
- (u) Inflatable signs.
- (v) Temporary or permanent window signs or business graphics, whether printed or attached, exceeding more than 50% of window space in which they are displayed.
- (w) A mural that does not have permission of the owner of the property on which it is located..
- (x) Monument signs in the DC historic district.
- (y) All other signs not expressly permitted by this ordinance.

Sec. 24-3. General requirements and standards for permitted signs.

- (b) Signs and sign structures shall be properly maintained and kept in a safe condition. Sign or sign structures which are rotted, unsafe, deteriorated, or defaced shall be reprinted, repaired, or replaced by the owner or agent of the building upon which the sign stands. The ground around any sign shall be kept free of weeds and litter in conformance with Chapter 16 of the Code.
- (c) The construction of all permitted signs shall be in conformance with the provisions of the Minnesota Building Code.
- (d) No sign shall be attached or be allowed to hang from any building until all necessary wall and roof attachments have been approved by the city building official.
- (e) No signs, guys, stays or attachments shall be erected, placed or maintained on rocks, fences or trees nor interfere with any electric light, power, telephone, or telegraph wires or the supports thereof.
- (f) A sign and/or its structural components shall not move as a result of wind pressure.
- (i) The sign height shall be measured from the normal grade of the lot as approved by the Zoning Administrator.
 - (r) An awning sign shall be printed on the awning valance only.
- (l) A freestanding sign or sign structure (excluding sandwich boards) shall be constructed so that the faces shall not have an angle separating the faces exceeding twenty (20) degrees unless the total area of both sides added together does not exceed the maximum allowable sign area for that district.

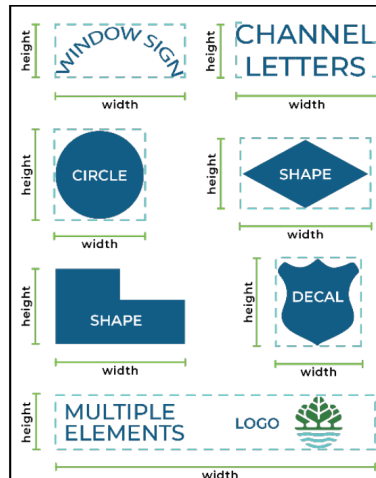
- (m) No sign or sign structure shall be placed on or protrude over the public right-of-way except projecting signs (maximum protrusion five (5) feet), wall (maximum protrusion six (6) inches), awning or canopy (maximum protrusion five (5) feet), marquee signs, and sandwich boards not to exceed eight (8) square feet per side. All signs located over public right-of-way or over any public or private access route (sidewalk, etc.) shall be located a minimum of eight (8) feet above surface grade.



- (n) Sandwich board signs:
- a. may only have two sign faces
 - b. shall be displayed only during business hours.
 - c. shall not impede pedestrian traffic or access to other public improvements.
 - d. shall be located on the ground in front of and within five (5) feet of the main entrance of the business it is advertising.
 - e. shall be three (3) to five (5) feet in height and shall be no greater than eight (8) square feet in size.
 - f. shall be made of wood or metal material.
 - g. if related to special events, such as event parking, or event flyers shall be reviewed the Zoning Administrator
 - h. number of sandwich boards allowed:
 - (a) one (1) sandwich board per business, per street frontage.
 - (b) one (1) additional sandwich board if for valet parking.

- (o) Sign Size Calculation

The area of a sign or area within a sign frame shall be used to calculate the square footage of the sign area. Should letters or graphics be mounted directly on a wall or fascia or in such a way as to be without a frame, the dimensions for calculating the square footage shall be as in the definition of sign area, as found in Article 2 of this Appendix E. Any symbols, flags, pictures, working figures or other forms of graphics printed on or attached to windows, walks, awnings, freestanding structures, suspended by balloons or kites or on persons, animals or vehicles shall be considered as a sign.



(p) Obsolete Signs

The owner or agent of the building and property shall remove any sign that has become obsolete including by reason of termination of the business or vacation of the premises within thirty (30) days.

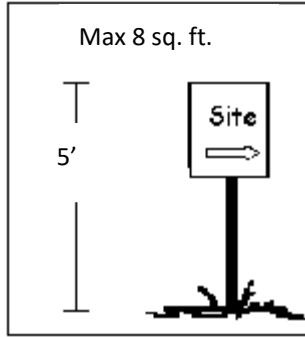
(q) All signage shall comply with the design standards and the requirements of the Heritage Preservation Commission, where applicable, as found in Chapter 20 of the Code.

(r) Signs for motor fuel facilities

a. Signs for motor fuel facilities shall be regulated by the sign provisions for the zoning district in which the facility is located, except that within a sign, with an area not to exceed ten (10) square feet shall be allowed for non-electric changeable copy identifying current fuel process in accordance with Minn. Stats. 239.751

Sec. 24-4. Permitted signs—no permit required.

- (a) Identification signs for one- and two-family dwellings, provided that such signs are less than two (2) square feet in area, address numbers exempted.
- (b) Pedestrian, vehicular-traffic, and parking directional signs in parking lots, provided such signs are less than eight (8) square feet in area and less than five (5) feet in height, unless located on the building, provided such sign does not constitute traffic hazard.



- (c) Traffic control signs, non-commercial governmental signs, local notices, railroad crossing signs, and temporary non-advertising safety or emergency signs.
- (e) Signs denoting the architect, engineer, contractor, or owner as follows:

One non illuminated sign when placed upon a work site, which does not exceed an aggregate of ten (10) square feet for residential property and thirty-two (32) square feet in area and eight (8) feet in height for non-residential property. Such signs must be removed within one (1) year of the date of issuance of a building permit or when the project is completed, whichever is sooner.
- (f) Non-commercial speech signs of any size and number may be posted on private property with the permission of the property owner beginning 46 days before the state primary in a state general election year until ten (10) days following the state general election, and thirteen (13) weeks prior to any special election until ten (10) days following the special election. Sign installation shall comply with the Fair Campaign Practices Act contained in Minn. Stats., Chapter 211B.
- (h) Real estate signs as follows:
 - (1) Temporary signs for the purpose of selling or leasing individual lots or buildings provided that such signs are less than ten (10) square feet for residential property and thirty-two (32) square feet for other property, have a maximum height of ten (10) feet, unless located on the building, and provided that only one (1) sign is permitted for each property. The signs must be removed within seven (7) days following the lease or sale.
- (i) Flags or insignia of any government or governmental agency.
- (j) Three signs, not exceeding four square feet each.
- (k) Existing historic signs as allowed by the Heritage Preservation Commission.
- (l) Maintenance of signs including repainting without changing the wording, composition, size, or colors; or minor nonstructural repairs, (except electrical repairs) shall not require a permit.

Sec. 24-5. Permitted signs—permit required.

- (a) The following signs are allowed with the issuance of a sign permit.

Table A. Permitted Signs - WALL SIGNS		
Zoning District	Number Allowed	Max Area
DC & CC (Single Tenant)	One (1) or Two (2) if located on street corner with double frontage	27 sf per sign
DC & CC (Multi-Tenant)	One per tenant located on first floor	27 sf per sign
MU (Single Tenant)	One (1) or Two (2) if located on street corner with double frontage	50 sf per sign
MU (Multi-Tenant)	One (1) per tenant located on first floor	50 sf per sign
GC (Single Tenant)	One (1) or Two (2) if located on street corner with double frontage	75 sf per sign
GC (Multi-Tenant)	One (1) per tenant located on first floor	75 sf per sign
Churches, Schools, Synagogues, Temples, or other public places [1]	One (1) or Two (2) if located on street corner with double frontage	32 sf per sign
[1] Exemptions to height and area requirements may be reviewed under a Conditional Use Permit		

Table B. Permitted Signs – FREESTANDING SIGNS AND MONUMENT SIGNS				
Zoning District	Number Allowed	Max Height	Max Area	Collaborative sign outside of Historic District
DC	One (1) free standing sign (no monument signs allowed)	Free standing 4.5 ft or 6 ft in front yard of residential structure used for commercial purpose	27 sf maximum	
CC	One (1) free standing sign Or One (1) monument sign	4.5 ft maximum	27 sf maximum	
MU	One (1) free standing post sign			

	Or One (1) monument sign			
GC	One (1) free standing sign Or One (1) monument sign	8 ft maximum	75 sf maximum	May substitute for a collaborative monument sign between multiple lots. Max area of 75 sf and max height 15 ft.
Churches, Schools, Synagogues, Temples, or other public places [1]	One (1) free standing Or One (1) monument sign	8 ft maximum	32 sf maximum	
[1] Double frontage lots may have two signs, one for each frontage. Exemptions to height and area requirements may be reviewed under a Conditional Use Permit				

Table C. Permitted Signs – PROJECTING SIGNS

Zoning District	Number Allowed	Max Area	Additional General Requirements
DC & CC	One (1)	Eight (8) sf	Must be a minimum of eight (8) ft above the ground. Sign and bracket shall extend no more than five (5) ft from building façade.
MU & GC	One (1)	Ten (10) sf	
R-1 & R-2 (Home Occupation)	One (1)	Eight (8) sf	

Table D. Permitted Signs – AWNINGS SIGNS

Zoning District	Number Allowed Single frontage	Number Allowed Corner lot with double frontage	Additional General Requirements	maximum dimensions
All Districts	One (1)	Two (2)	Must be a minimum of eight (8) ft above the ground. Maximum extension of five (5) ft from building façade	seven (7) square feet and eight (8) inches in height.

(b) Downtown Commercial (DC) and Cottage Commercial (CC) Districts.

- (1) Businesses shall not display more than three permanent signs, whether such signs be projecting, wall, freestanding, window, or awning, including signs for rear entrances.
- (2) Window lettering signs of less than six feet shall be excluded from this regulation.
- (3) More than three signs shall be allowed for multi-tenant buildings, provided that the aggregate square footage of sign space as outlined above is complied with and an administrative permit is approved by the zoning administrator in accordance with article 8 of this Appendix E.

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- (4) 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.
 - (5) *Wall Signs.*
 - a. Multi-tenant buildings shall have wall signs of similar design. Each tenant is allowed one (1) wall sign in accordance with Table A except that a tenant space which has its only entrance on the side of the building not abutting a public street shall be allowed one (1) sign meeting the size requirements of Table A and located on the same wall as the tenant's only entrance. No signage is permitted for tenant entrances immediately adjacent to residentially zoned property.
 - b. Wall signs, if painted, shall not be applied directly onto unpainted brick or stone masonry. Exceptions may be made for concrete block. A backdrop shall be applied for painted wall signs and attached to brick or stone masonry
 - (5) *Awning Signs.*
 - a. Awnings installed on buildings in the DC District shall not obstruct significant architectural features.
- (c) Mixed Use Commercial (MU) and General Commercial (GC) Districts.
- (1) Businesses shall not display more than three permanent signs, whether such signs be projecting, wall, freestanding, window, or awning, including signs for rear entrances.
 - (2) Window lettering signs of less than six feet shall be excluded from this regulation.
 - (3) More than three signs shall be allowed for multi-tenant buildings, provided that the aggregate square footage of sign space as outlined above is complied with and an administrative permit is approved by the zoning administrator in accordance with article 8 of this Appendix E.
 - (4) No individual sign surface shall exceed 27 square feet in area (75 square feet in area in the GC district), nor shall two or more signs be so arranged and integrated as to create a sign area of over 40 square feet (100 square feet in area in the GC district).
 - (5) *Wall Signs.*
 - a. Multi-tenant buildings shall have wall signs of similar design. Each tenant is allowed one (1) wall sign in accordance with Table B except that a tenant space which has its only entrance on a side of the building not abutting a public street shall be allowed one (1) sign meeting the size requirements of Table B and located on the same wall as the tenant's only entrance. No signage is permitted for tenant entrances immediately adjacent to residentially zoned property.
 - (6) *Awning Signs.*
- a. Awnings installed on buildings in the DC District shall not obstruct significant architectural features. (d) Residential Districts (R-1, R-2, R-3, R-4).
- (1) The following zoning districts are allowed one (1) wall sign per household for a home occupation:
 - a. R-1, R-2, one (1) wall sign not to exceed 2.5 square feet, with a distance of six (6) inches from the back of the sign to the wall face.
 - (2) Churches, schools, synagogues, temples and other public places, and residential subdivisions or multi-family complexes may have up to three (3) signs.
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Sec. 24-6. Temporary Signs – Administrative temporary permit required.

- (a) The following signs shall require an administrative permit in compliance with Article 8 of this Appendix E. Banners, flags, nonpolitical lawn signs, posters, pennants, ribbons, displays, streamers or spinners used as a sign on private property.
- (b) The use of searchlights is allowed as permitted in Section 16-5 of this Appendix E and an administrative permit is required.
- (c) Where an administrative permit is required by this ordinance, application shall be made on forms furnished by the City. The applicant shall set forth their name, address, location of the proposed use and shall submit a drawing of the proposed use and any other information required by the Zoning Administrator, which will enable him to determine whether the proposed use meets the standards of this ordinance. An administrative permit, as described in this ordinance, is distinct from the sign permit required herein.
- (d) Administrative permits, for temporary signage, may be issued for a period not to exceed ten (10) consecutive days. Three (3) such permits may be allowed for each premises per calendar year, with the exception that each new commercial or industrial business, may be allowed one (1) additional ten (10) day permit, to announce the opening of the new business, provided such business has been issued a current Certificate of Occupancy for that business space. Permits may be issued for consecutive ten (10) day periods.
- (e) In the Public Institutional District or Churches, Schools, Synagogues, Temples temporary signage shall be limited to a period not to exceed thirty (30) days annually. There shall be no more than three such signs on any parcel and the total signage shall not exceed thirty (30) square feet. Temporary on-premises signs shall not be placed in the public right of way.
- (f) Temporary signs, off-premises. Off-premises temporary signs shall be limited to noncommercial Excelsior entities, displayed no more than ten business days, and located on private, city property or in the public right of way.
- (g) The Zoning Administrator shall be authorized to issue a temporary conditional administrative permit to alleviate hardships associated with public road construction projects.

Sec. 24-7. Sign Setbacks.

The following minimum requirements shall be observed in Residential Districts:

Sign Setbacks (Excluding Monument Signs) in Residential Districts				
	R1	R2	R3	R4
Front Yard Setback (feet)	3 feet	3 feet	3 feet	3 feet
Side Yard Setback (feet)	6 feet	5 feet	5 feet	5 feet
Rear Yard Setback (feet)	3 feet	3 feet	3 feet	3 feet

No part of any monument sign shall be closer than ten (10) feet from any lot line, or from the public right-of-way.

The following minimum requirements shall be observed in Commercial Districts:

Sign Setbacks (Excluding Monument Signs) in Commercial Districts				
	DC	CC	GC	MU

Front Yard Setback (feet)	0 feet	0 feet	3 feet	3 feet
Side Yard Setback (feet)	0 feet	0 feet	3 feet	3 feet
Rear Yard Setback (feet)	0 feet	0 feet	3 feet	3 feet

No part of any monument sign shall be closer than ten (10) feet from any lot line, or from the public right-of-way.

Sec. 24-8. Permits Required.

- (a) *Sign Permits.* No sign shall hereafter be erected, re-erected or altered, including the replacement of the business message, unless a permit for each sign has been obtained, unless no permit is required pursuant to Section 24-5. In addition, electrical permits from the State of Minnesota shall be obtained for all electric signs. Applications for a sign permit shall be made in writing on forms furnished by the Planning Department. Such application shall contain the location by street and number of the proposed sign structure, the erector, a scale drawing of the sign indicating material copy, and color location. Maintenance of signs including repainting without changing the wording, composition, size, or colors; or minor nonstructural repairs, (except electrical repairs) shall not require a permit.
- (b) *Sign Permit Fees.* Permit fees shall be in accordance with the City fee schedule as adopted by City Council. A double fee shall be charged if a sign is erected without first obtaining a permit for such sign. Permit fees shall be reduced by 50% for properties designated as historic.
- (c) *Revocation of Permit.* The Planning Department is hereby authorized to revoke a sign permit upon failure of the holder thereof to comply with any provision of this Chapter.
- (d) *Expiration of Permit.*
 - (1) A permit shall expire if the sign is not installed within one hundred eighty (180) days after issuance.
 - (2) A permit shall expire if the use of a sign has been discontinued for a period of one hundred eighty (180) days.

Sec. 24-9. Noncommercial speech.

Signs containing noncommercial speech are permitted anywhere that advertising or business signs are permitted, subject to the same regulations applicable to such signs.

Sec. 24-10. General provisions regulating use of artificial light sources for illuminated signs.

- (a) No internal lighting or back lighting of signs shall be allowed, regardless of the light source. Signage shall utilize illuminating devices mounted on top and facing downward of the display structure or illuminating signage from the back side. Artificial light sources shall not be placed at any height taller than is essential to accomplish the intended purpose.
- (b) Lighting underneath awnings, and up- and down-lighting of building facades, is prohibited
- (c) All signage shall comply with the outdoor lighting standards found in Section 16-5 of this Appendix E.
- (d) The light source shall not be directly visible and shall be arranged to reflect away from adjoining premises.
- (e) The illumination source shall not be placed so to cause confusion or hazard to traffic, or to conflict with official or traffic signs, signals, or lights. This includes indoor signs which are visible from public streets.
- (f) All artificial illumination of signs shall be turned off at the close of business or at 11:00 p.m., whichever occurs later.

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- (g) Electrical wiring for sign illumination shall be concealed with conduit. The conduit and electrical wiring for the light source shall be installed and arranged inconspicuously utilizing low-profile conduit, paint or cover, running conduit behind structures such as walls, furniture, or architectural features, raceway channels, or undergrounding.
 - (h) Sign conduit shall be installed in a way that minimizes damage to the building. Conduit that is drilled through exterior walls to the interior of a building shall be drilled through the mortar joints, not masonry, and shall be weatherproofed and sealed to prevent moisture intrusion. The mortar joint shall be wide enough to accommodate the conduit without compromising stability. If the conduit is larger than the mortar joint, drilling through the wall shall be prohibited.

Sec. 24-11. Enforcement.

- (a) It shall be the responsibility of the Zoning Administrator to administer and enforce the provisions of this section.
- (b) If any provision of this ordinance shall be adjudged void or of no effect, for any reason whatsoever, such decision shall not affect the validity of any of the other provisions of this ordinance.
- (c) It shall be unlawful for any person, firm, or corporation, to erect, alter, repair, move, equip, or maintain any sign or sign structure or cause or permit the same to be done in violation of any of the provisions of this ordinance.
- (d) Nonconforming signs shall be regulated as provided in Article 15 of this Appendix E.

Sec. 24-12. Removal.

- (a) The Zoning Administrator shall remove any sign immediately and without notice if it reasonably appears that the condition of the sign is such as to present an immediate threat to the safety of the public. Any cost of removal incurred by the City shall be assessed to the owner of the property on which such sign is located or may be collected in appropriate legal proceedings.
- (b) Signs in violation of this Ordinance placed on public property or in the public right-of-way are subject to immediate removal.
- (c) The owner, lessee, or manager of the property where a sign is located shall remove or correct a sign within thirty (30) days of the receipt of written notice from the Zoning Administrator that the sign is in violation or prohibited by this Appendix E.

Sec. 24-13. Variance.

The City Council may approve a variance, in conformance with article 6 of this Appendix E.

ARTICLE 15. NONCONFORMING, USES, STRUCTURES, LOTS AND SIGNS

Sec. 15-6. Nonconforming signs.

Any sign that existed lawfully on the effective date of the sign regulations of this Article that remains or becomes nonconforming by reason of adoption of these sign regulations or because of subsequent amendments to these sign regulations are considered nonconforming signs and their continuance is allowed in accordance with the following regulations:

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- (a) Ordinary repairs and maintenance, including the removing and replacing of outer panels is permitted, provided that the panels are replaced with identical panels and then no structural alterations or other work that extends the normal life of the nonconforming sign is permitted.
 - (b) Single panels on nonconforming multi-panel signs for multi-tenant buildings may be changed to reflect tenant changes.
 - (c) Besides (a) and (b) of this section, nonconforming signs may not be changed unless they are brought into compliance with the sign ordinance.
 - (d) No repair or alteration that increases the size of a nonconforming sign is permitted.
 - (e) No nonconforming sign may be moved in whole or in part to any other location on the same or any other premises unless every portion of such sign is made to conform to all regulations of these sign regulations.
 - (f) If a nonconforming sign is abandoned or the described business discontinued for a continuous period of 30 days or more, it must be discontinued and any subsequent sign must conform to all of the sign regulations in this article.
 - (g) If a nonconforming sign must be removed temporarily or is misplaced, the responsible party for that sign may receive administrative approval to continue the sign upon written request within the fifteen (15) day period of allowance of (f).

ARTICLE 24. SIGNS

Sec. 24-1. Signs regulations.

The purpose of this Appendix E is to further substantial governmental interest in pedestrian safety, traffic safety, environmental protection and aesthetics.

Sec. 24-2. Permits required.

Except as herein provided it shall be unlawful for any person to erect, alter, or relocate within the city any sign as defined in this Appendix E without first obtaining a permit to do so from the zoning administrator and making payment of the permit fee.

- (1) Application for permits shall be made upon a form provided by the zoning administrator, and shall state or have attached thereto the following information and shall include the sign permit fee set by the city council from time to time.
- (2) Unless waived by the zoning administrator, two blueprints or ink drawings of the plans and specifications and method of construction and attachment to the building or in the ground shall be submitted with the application.
- (3) Unless waived by the zoning administrator, a copy of stress sheets and calculations showing how the structure is designed for dead load and wind pressure in any direction in the amount required by this and all other laws and ordinances of the city.

Sec. 24-3. General provisions applicable to all signs.

- (a) The design and construction standards as set forth in the Uniform Sign Code, as may be amended, are hereby adopted.
- (b) The installation of electrical signs shall be subject to the state's electrical code. Electrical service to such sign shall be underground.
- (c) Any sign, signal, marking or device which purports to be or is an imitation of or resembles any official traffic control device or railroad sign or signal, or emergency vehicle signs, or which attempts to direct the movement of traffic or which hides from view or interferes with the effectiveness of any official traffic-control device or any railroad sign or signal shall be prohibited.
- (d) Signs and sign structures shall be properly maintained and kept in a safe condition. Sign or sign structures which are rotted, unsafe, deteriorated, or defaced shall be reprinted, repaired, or replaced by the owner or agent of the building upon which the sign stands. The ground around any sign shall be kept free of weeds and litter in conformance with chapter 16 of the Code.
- (e) No sign shall be attached or be allowed to hang from any building until all necessary wall and roof attachments have been approved by the city building official.
- (f) No signs, guys, stays or attachments shall be erected, placed or maintained on rocks, fences or trees nor interfere with any electric light, power, telephone, or telegraph wires or the supports thereof.

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- (g) Illuminated signs shall be shielded to prevent lights from being directed at oncoming traffic. Nor shall such signs interfere with or obscure an official traffic sign or signal. This includes indoor signs which are visible from public streets.
 - (h) No sign shall be placed within any drainage or utility easement or within the public right-of-way except by the issuance of a license agreement in accordance with article 25 of this Appendix E.
 - (i) No sign or sign structure shall be erected or maintained that prevents free ingress or egress from any door, window or fire escape. No sign or sign structure shall be attached to a stand pipe or fire escape.
 - (j) A freestanding sign or sign structure constructed so that the faces are not back to back shall not have an angle separating the faces exceeding 20 degrees unless the total area of both sides added together does not exceed the maximum allowable sign area for that district.
 - (k) No sign or sign structure shall be placed on or protrude over the public right-of-way except wall (maximum protrusion 18 inches), canopy, awning, marquee, and nonilluminated sandwich board signs not to exceed eight square feet per side. All signs located over public right-of-way or over any public or private access route (sidewalk, etc.) shall be located a minimum of eight feet above surface grade.
 - (l) The top edge of a wall sign shall not extend above the mean level of the roof, except where there is a mansard roof, in which case the sign shall not exceed the height of the mansard.
 - (m) If a sign is not a part of the principal structure or attached thereof, the sign shall conform to the Appendix E setback requirements.
 - (n) The area of a sign or area within a sign frame shall be used to calculate the square footage of the sign area. Should letters or graphics be mounted directly on a wall or fascia or in such a way as to be without a frame, the dimensions for calculating the square footage shall be as in the definition of sign area, as found in article 2 of this Appendix E. Any symbols, flags, pictures, working figures or other forms of graphics printed on or attached to windows, walks, awnings, freestanding structures, suspended by balloons or kites or on persons, animals or vehicles shall be considered as a sign.
 - (o) The owner or agent of the building and property shall remove any sign that has become obsolete by reason of termination of the business or vacation of the premises.
 - (p) The owner, lessee, or manager of the property where a sign is located shall remove or correct a sign within 30 days of the receipt of written notice from the zoning administrator that the sign is in violation or prohibited by this Appendix E.
 - (q) All signage shall comply with the design standards and the requirements of the heritage preservation commission, where applicable, as found in chapter 20 of the Code.
 - (r) *comprehensive sign plans.*
 - (1) *Purpose.* Due to varying needs for signage for occupants of multi-tenant buildings; placement of different occupancies as they relate to street frontages; and challenges to the applicability of sign regulations and the fair distribution of permitted square footage for occupants, Comprehensive sign plans are required for occupants of multi-tenant buildings. The purpose of this section is intended to define how signage permitted under this code will be distributed among the different occupancies available in the development. The comprehensive sign plan shall create visual harmony between the signs and building and shall result in signs of appropriate scale and character to the uses and building on the lot.
 - (2) *Applicability.* A comprehensive sign plan shall be required for any multi-tenant building or development where different occupancies will compete for permitted square footage on a single lot.
 - (3) *Submission requirements.* An application for a comprehensive sign plan approval shall be submitted to the zoning administrator and shall include:

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- a. A site plan, dimensioned, showing the location of the building(s), structure(s), parking area(s), driveway(s), and landscaped areas of the lot upon which the proposed sign is to be attached or erected.
 - b. A table or tables containing:
 1. Computation of total allowable maximum sign area.
 2. Maximum area for individual signs.
 3. Height and number of ground signs.
 4. Lineal footage of front of building.
 5. Lineal footage of street frontage.
 - c. An accurate indication on the site plan of the location and orientation of each sign for which a permit is currently being requested, the anticipated location of future signs requiring a permit, and the location of all reasonably anticipated temporary signs.
 - d. A description and illustration may be required:
 1. Colors and materials to be used in sign construction.
 2. Location of each sign on building(s) with building elevations if necessary.
 3. All sign proportions.
 4. Types of illumination.
- (4) *Amendment.* A comprehensive sign plan may be amended by filing a new comprehensive sign plan, in conformance with the requirements of the sign ordinance in effect at the time and obtaining approval of the zoning administrator.
- (5) *Binding effect.* After approval of a comprehensive sign plan, no permanent sign shall be erected or placed by any owner or occupant of the building or property except in conformance with such plan and obtaining a sign permit.

(Ord. No. 598, § 2, 6- 3-2019)

Sec. 24-4. Prohibited signs.

The following signs are hereby prohibited:

- (1) Off-premises signs except for those allowed under sec. 24-6(4).

(Ord. No. 471, § 1, 9-6-2011)

- (2) Except for traffic control, all signs are prohibited within the public right-of-way or easements except that the zoning administrator may grant an administrative permit to locate signs, banners and decorations on or within the right-of-way, as allowed in subsections 24-3(h) and 24-3(k).
- (3) Revolving beacons, revolving signs, moving signs or parts thereof, zip flashers, flashing signs or similar devices, excepting time and temperature information, official signs or barber poles.
- (4) Content classified as "obscene" as defined by Minn. Stats. § 617.241.
- (5) Artificially lit roofs or walls or portions thereof, except for security or to highlight architectural building features in accordance with section 16-5.

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- (6) Illuminated signs which change in color or intensity of light, flash, scroll, or are animated other than electronic reader boards for time and temperature or official signs and non-electronic reader boards and barber poles as permitted under Commercial zoning allowances of this article. Electronic and non-electronic reader boards shall be maintained such that any loss of letters or illumination of letters shall necessitate discontinuance of sign use, until all letters and messages can be restored.
 - (7) Pylon signs.
 - (8) Changeable copy signs, electronic.
 - (9) Electronic graphic display signs.
 - (10) Multivision signs.
 - (11) Roof signs.
 - (12) Signs painted, attached or in any other manner affixed to trees or similar natural surfaces, or attached to utility poles, bridges, towers, or similar public structures.
 - (13) Video display signs.

(Ord. No. 657, § 1, 9-18-2023)

Sec. 24-5. Permitted signs requiring no permit.

The following signs shall be permitted without a permit:

- (1) Official signs.
- (2) All noncommercial speech signs of any size posted in any number from 46 days before the state primary in a state general election year until ten days following general election, and 13 weeks prior to any special election until ten days following the special election. Sign installation shall comply with the Fair Campaign Practices Act contained in Minn. Stats., chapter 211B.

(Ord. No. 459, § 1, 6-7-2010)

- (3) One sign shall be allowed per street frontage when a building or site is under construction provided that:
 - a. The sign shall not exceed 32 square feet in area and eight feet in height.
 - b. The sign shall not be illuminated.
 - c. Such sign shall be removed within one year of the date of issuance of a building permit or when the project is completed, whichever is sooner.
- (4) One sign shall be allowed per street frontage when a building is offered for sale or lease, provided that:
 - a. Within the residential districts, no sign shall exceed 12 square feet in area and four feet in height from existing grade for freestanding signs for single-family, two-family, townhouse, and quadraminium units; or 32 square feet in area or eight feet in height for multi-family or institutional uses.
 - b. Within all other zoning districts and in those cases where a parcel of land exceeds ten acres, regardless of its zoning, no sign shall exceed 32 square feet in area or eight feet in height from existing grade for freestanding signs.
 - c. All signage indicating that a property is for sale or lease shall be removed within seven days of sale or lease of the property.

(Ord. No. 598, § 1, 6- 3-2019)

- (5) Temporary signs printed or attached on the interior of a total window in areas zoned commercial, provided that they shall not exceed 25 percent of the total area of the window in which they are displayed.
- (6) Flags or insignia of any government or governmental agency.
- (7) One temporary sign per property in residential districts that does not exceed five square feet in size.
- (8) Existing historic signs as allowed by the Heritage Preservation Commission.
- (9) Three signs, not exceeding four square feet each.
- (10) Portable signs are permitted to occupy the public or private sidewalk within all commercial zoning districts subject to the following conditions:
 - a. The portable sign is located within five feet of the entryway to the subject business.
 - b. Display of such signs is permitted only during the business hours of the subject business.
 - c. Such signs shall not impede pedestrian traffic or access to other public improvements.
 - d. Such signs shall not be less than three feet no exceed five feet in height, and no less than three square feet or greater than six square feet in area.

(Ord. No. 471, § 2, 9-6-2011; Ord. No. 541, § 3, 7-18-2016; Ord. No. 657, § 1, 9-18-2023)

Sec. 24-6. Temporary signs requiring an administrative permit.

The following signs shall require an administrative permit in compliance with article 8 of this Appendix E.

- (1) Banners, flags, posters, pennants, ribbons, displays, streamers or spinners or inflatable devices used as a sign on private property or in the public right-of-way as specified in section 24-4 of this Appendix E, and as defined in article 2 of this Appendix E.
- (2) The use of searchlights as permitted in section 16-5 of this Appendix E.
- (3) Temporary signs, on-premises. The use of banners, pennants, displays and similar temporary and portable signs in areas zoned commercial shall be limited to a period not to exceed 30 days annually. The total time period for the use of temporary and portable signs for any property shall not exceed 60 days annually. There shall be no more than three such signs on any parcel and the total signage shall not exceed 30 square feet. Temporary on-premises signs shall not be placed in the public right of way.
- (4) Temporary signs, off-premises. Off-premises temporary signs shall be limited to non commercial Excelsior entities, displayed no more than ten business days, and located on private, city property or in the public right of way.

(Ord. No. 471, § 3, 9-6-2011)

Sec. 24-7. Nonconforming signs.

Nonconforming signs shall be regulated as provided in article 15 of this Appendix E.

Sec. 24-8. Signs permitted in R districts.

- (a) One sign for each dwelling and such sign shall not exceed two square feet in area per surface. Lots abutting more than one right-of-way shall be allowed one sign not to exceed two square feet in area per frontage.
- (b) Any multiple dwelling structure with four or more units shall be allowed one monument sign, not to exceed six feet in height or one wall sign, the aggregate square footage of sign space shall not exceed 32 square feet.
- (c) Other nonresidential uses permitted or conditionally permitted in the R districts shall be allowed one monument sign, not to exceed eight feet in height and one wall sign, the aggregate square footage of sign space shall not exceed 32 square feet.
- (d) One sign not to exceed two square feet in area shall be allowed for home occupations as provided for in article 31 of this Appendix E.
- (e) Exceptions in numbers of signs, height, or size of signs may be allowed for the signs indicated in section 24-8 by conditional use permit, as provided for in article 4 of this Appendix E, provided good cause for such variation is established by the applicant.

Sec. 24-9. Signs permitted in the DC district.

Within the DC district, signs are permitted subject to the following:

- (1) Businesses shall not display more than three permanent signs, whether such signs be projecting, wall, freestanding, window, or awning, including signs for rear entrances. Window lettering signs of less than six square feet shall be excluded from this regulation. More than three signs shall be allowed for multi-tenant buildings, provided that the aggregate square footage of sign space as outlined above is complied with and an administrative permit is approved by the zoning administrator in accordance with article 8 of this Appendix E.
- (2) The aggregate square footage of sign space per lot shall not exceed the sum of two square feet for each front foot of building plus one square foot for each front foot of building which fronts on a public right-of-way or public trail. The least width of a lot for purposes of this Appendix E shall be the front. In the case where the back of a building abuts on East or West Drive, that side also shall be considered as the front for computing sign space. For buildings with multiple public rights-of-way and/or public trail frontages, no more than 60 percent of the allowable sign area for the entire building shall be allowed on one building side.
- (3) 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.
- (4) Projecting signs shall not exceed eight square feet of sign space, extend more than five feet into the public right-of-way, nor be lower than seven feet above the public sidewalk.
- (5) Awning or canopy signs shall not exceed seven square feet in size or eight inches in height and shall be located in the lowest section of the awning/canopy and parallel to the building.
- (6) Freestanding signs that meet the Preservation Design Manual standards and are no more than four and one-half feet in height.

(Ord. No. 541, § 3, 7-18-2016; Ord. No. 625, § 8, 3-7-2022; Ord. No. 636, § 2, 6-6-2022)

Ord. No. 625, § 8, adopted March 7, 2022, amended the title of section 24-9 to read as herein set out. The former section 24-9 title pertained to signs permitted in the B-1 district.

Sec. 24-10. Signs permitted in the CC, MU, and GC districts.

Within the CC, MU, and GC districts, signs are permitted subject to the following:

- (1) Businesses shall not display more than three permanent signs, whether such signs be projecting, wall, freestanding, window, or awning, including signs for rear entrances. Window lettering signs of less than six feet shall be excluded from this regulation. More than three signs shall be allowed for multi-tenant buildings, provided that the aggregate square footage of sign space as outlined above is complied with and an administrative permit is approved by the zoning administrator in accordance with article 8 of this Appendix E.
- (2) The aggregate square footage of sign space per lot shall not exceed the sum of two square feet per front foot of building, plus one square foot for each front foot of lot not occupied by such building which fronts on a public right-of-way 50 feet or more in width, or which fronts on a public trail. The least width of a lot for purposes of this Appendix E shall be the front. For buildings with multiple public right-of-way or public trail frontages, no more than 60 percent of the allowable sign area of the entire building shall be allowed on one building side.
- (3) No individual sign surface shall exceed 27 square feet in area (75 square feet in area in the GC district), nor shall two or more signs be so arranged and integrated as to create a sign area of over 40 square feet (100 square feet in area in the GC district).
- (4) Projecting signs shall not exceed eight square feet of sign space, extend more than five feet into the public right-of-way, nor be lower than seven feet above the public sidewalk.
- (5) Awning or canopy signs shall not exceed seven square feet in size or eight inches in height and shall be located in the lowest section of the awning/canopy and parallel to the building.
- (6) Freestanding signs that meet the Preservation Design Manual standards and are no more than four and one-half feet in height for properties located within the Excelsior Downtown Historic District. Monument signs no more than four and one-half feet in height (eight feet in the GC district) shall be permitted outside the Excelsior Downtown Historic District only as conditional uses in conformance with article 4 and article 24 of this Appendix E.
- (7) Motor fuel facilities. Signs for motor fuel facilities shall be regulated by the sign provisions for the zoning district in which the facility is located, except that within a sign, an area not to exceed ten square feet shall be allowed for non-electronic changeable copy identifying current fuel prices in accordance with Minn. Stats. § 239.751.

(Ord. No. 541, § 3, 7-18-2016; Ord. No. 625, § 8, 3-7-2022)

Ord. No. 625, § 8, adopted March 7, 2022, amended the title of section 24-10 to read as herein set out. The former section 24-10 title pertained to signs permitted in the B-2, B-3, B-4, B-5, and B-6 districts.

Sec. 24-11. General provisions regulating use of artificial light sources for illuminated signs.

- (a) No internal or back lighting of signs shall be allowed. All artificially illuminated signs shall only use that amount of artificial light as is needed to light the sign. All signage shall utilize illuminating devices mounted on top and facing downward of the display structure or lighting directed up toward the sign. Specifically, wattage and lumen output of all light sources shall be kept to the minimum necessary to accomplish this purpose. All lighting shall be of a warm color and glare or reflected light which is a by-product of all light shall be kept to a minimum. Artificial light sources shall not be placed at any height taller than is essential to accomplish the intended purpose.

-
- (b) Flashing signs shall be prohibited in all zoning districts..
 - (c) All signage shall comply with the outdoor lighting standards found in section 16-5 of this Appendix E.
 - (d) Artificial light fixtures shall be of a design such that the light sources, i.e., the light bulb is fully enclosed by opaque material and does not project beyond them, and such that light may be transmitted in only one direction except that incandescent light bulbs with a wattage of 50 watts or less or neon tubes need not be fully enclosed. Any diffusers must be flush mounted to the opaque fixture such that no part of the light source, the diffuser itself, or the like, projects beyond the opaque portion of the fixture.
 - (e) All artificial light sources shall be contained in fully opaque fixtures which control the light such that the light is directed either straight down or straight up, or is located so close to the sign that there is no broadcast or glare of light beyond the sign. It is intended that the visibility of the light source itself, i.e., the light bulb, be minimal.
 - (f) All artificial illumination of signs shall be turned off at the close of business or at 11:00 p.m., whichever occurs later.

(Ord. No. 504, § 2, 10-7-2013; Ord. No. 541, § 3, 7-18-2016)

Sec. 24-12. Variance.

The city council may approve a variance, in conformance with article 6 of this Appendix E.

(Ord. No. 429, 7-21-2008)

ITEM REPORT

To: Heritage Preservation Commission

From: Jess Long, City Planner

Meeting Date: April 28, 2026

Department/Office: Community Development

Item Name: Mini Master Plan and Playground Concepts - The Commons

Summary:

Summary:

The Mini Master Plan and Playground Design Project Advisory Committee (PAC) held its second meeting with Bolton and Menk on Friday, April 10. The meeting focused on site history and reviewing three mini master plan design concepts. The PAC approved the concepts to be displayed for public feedback with the request that Bolton and Menk include additional seating and picnic areas in all renderings. In addition to the in-person community engagement event held on April 16th, there is an online survey which opened on April 16 at 4:00PM and will close on April 30 at 4:00PM. The HPC will be presented with three master plan design concepts at the April 28th meeting. During this time the HPC should provide feedback and comments based on guidelines found in the Preservation Design Manual and the Commons Review Table. The Commons Review Table was adopted in 2020 and gives guidance to the HPC about what projects and changes the HPC will review. These areas of review include changes/additions of:

1. Structures within the commons
2. Significant topographical changes
3. Removal of mature trees
4. Permanent signage
5. Parkscape items such as: benches, planters, park furniture, grills, light fixtures, tables, garbage receptacles, fencing
6. Changes to use patterns of active and passive spaces

Following HPC review, the Parks and Recreation Commission will review the Mini Master Plan in May and there will be an additional Public outreach event in June. The public outreach event is tentatively planned for a Rotary concert in The Commons. The City Council will review the Commissions' and PAC comments before approving the Mini Master Plan.

Recommended Action:

Review the mini master plan design concepts and provide feedback to be communicated to the Project Advisory Committee for consideration.

Budget:

Attachments:

1. Final Commission Review Table 05-04-20
2. Revised PAC Meeting Boards

Commission Review Table for The Commons and Port – Adopted May 4, 2020

Reference to PVN Report or City Ordinance	Structures	HPC	PRC	Staff
P. 37 – Lists the Secretary of the Interior’s Standards for Rehabilitation, which state that new construction and additions should not destroy historic significance or affect integrity of the property. P. 19-25 – The docks and gates, Port of Excelsior Entry Plaza, concession cart, garbage enclosure, bandshell, concession stand building, and bathhouse are not character defining features, while the Blue Line Ticket Booth is considered a contributing structure.	- Demolition or construction of a new building or auxiliary structure. - Any addition, painting of a non-historic color, architectural details or other related exterior alterations, installation or removal of awnings, shutter, canopies or similar appurtenances; application or use of exterior materials of a different kind, type or texture than those already in use which would substantially cover one or more sides of the structure; exterior signs; change or alteration of a structure’s architectural style; alteration of roof line; relocation of; or total or partial demolition to an existing building or structure.	X	X	
P. 20 – The Blue Line Ticket Booth was deemed a contributing structure; a move would not further damage its historic integrity.	Changes (including alteration or relocation) to the Blue Line Ticket Booth.	X	X	
P. 21-23 – The concession cart, concession stand building, bathhouse, bandshell, and garbage enclosure are not character defining features.	Minor changes to the concession cart, concession stand building, bathhouse, bandshell, charter boat structure, or garbage enclosure including but not limited to painting (so long as it is an approved historic color and except for murals); changes in roofing material; replacement in kind (or substantially in-kind) of windows using the same or similar sash.		X	
P. 16 & 18 – The specific arrangement of and materials used to construct the docks are not character defining features. P. 19 – The existing docks and their gates are not character defining features. - There is no reference to canoe racks within the PVN Report.	In-kind repairs and/or replacement of docks and canoe racks, including reasonable substitution of similar items whose scale and location have not changed substantially and will not impact character-defining aspects of the site (identified in the PVN Report).		X	X

• P. 24 – The playground equipment does not meet the 50-year rule and is not a character defining feature.	In-kind repairs and/or replacement of playground items, including reasonable substitution of similar items whose scale and location have not changed substantially and will not impact character-defining aspects of the site (identified in the PVN Report).		X	X
• P. 24-25 – The general location of the baseball field and the baseball seating installed by the WPA are character defining features.	Changes to the permanent WPA-era seating for the baseball field or location of the baseball field.	X	X	
• P. 25 – The tennis and basketball courts are not character defining features.	Changes to the tennis and basketball courts.		X	
• P. 19 – The entry plaza in general is not a character defining feature. • While the entry plaza in general is not a character defining feature, the Port of Excelsior is characterized as a contributing property to the locally-designated Excelsior Downtown Historic District.	Changes to Port of Excelsior Entry Archway.	X	X	
• P. 33 – The marker is not a character defining feature of the Port of Excelsior; however, the HPC had requested that it be noted that while the marker does not meet the criteria to be a Character Defining Feature of the Port, it does contain important and relevant historical information and should be retained in the Port area. • There is no reference to the memorial bricks in the PVN Report.	Alteration or relocation of the geological marker at the Port area, and removal or relocation of memorial bricks.	X	X	
• Section 20-10 (c) of the City Code	Minor exterior repairs to non-character defining structures.			X
• Section 20-10 (c) of the City Code	Re-painting of buildings using the pre-approved historic colors.			X
• Section 20-10 (c) of the City Code	Work affecting only the interior of a structure (plumbing, insulation, flooring, etc.).			X

Reference to PVN Report or City Ordinance	Landscaping & Topography	HPC	PRC	Staff
P. 3 – Character defining features include topography including change in grade along Lake Street, the knolls and lawn area. P. 8 & 9 – The change in grade along Lake Street, the knolls, and the lawn are character defining features.	- Significant topographical changes to character-defining areas (including changes in grade along Lake Street, knolls, and the lawn area). - Removal, replacement, or installation of retaining walls.	X	X	
P. 3 & 10 – Tree cover and quality of tree cover on the knolls are character defining features.	Removal of mature trees (unless dead or dying, or undesirable invasive species--e.g., buckthorn).	X	X	
P. 10 & 12 – The manicured nature of the lawn and the presence of a lawn at the ‘wedge’ of Commons land west of Lake Street are character defining features.	Significant vegetative changes to the manicured lawn or the lawn west of Lake Street (not including the hedge).	X	X	
P. 12 – The hedge is not a character defining feature.	Removal of hedge at the ‘wedge’ of Commons land west of Lake Street.		X	
There is no reference to landscape gardens within the PVN Report.	Addition of landscape gardens.		X	X
P. 11 – The restored shoreline planting does not meet the 50-year rule and is not a character defining feature.	Shoreline restoration to stabilize the shoreline from erosion.		X	X
P. 3 & 18 – The shoreline and overall alignment are character defining features.	Significant changes in the overall alignment of the shoreline.	X	X	
Reference to PVN Report or City Ordinance	Circulation	HPC	PRC	Staff
P. 13 – The location of the path is a character defining feature.	Moving the location of the path parallel to Lake Street.	X	X	
P. 14 & 15 – The paths through the northwest portion of the park and the diagonal path at the corner of Water Street and Lake Street are not character defining features.	Moving the location of paths throughout the northwest portion of The Commons and the diagonal path at the corner of Water Street and Lake Street.		X	
P. 13 – The specific materials used to construct a path are not character defining features.	Changes to path materials.		X	

P. 13 – The existence of vertical connections at the Lake Street slope is a character defining feature, but the two extant sets of stairs are not.	Changes to vertical connections at Lake Street slope.	X	X	
P. 16 – Circulation at the Water Street Terminus, including Lake and Port access and the existence of public docks is a character defining feature.	Changes to Water Street Terminus (excluding docks and their configuration).	X	X	
Reference to PVN Report or City Ordinance	Accessories	HPC	PRC	Staff
P. 27 – Signage is not a character defining feature. - Section 20-10 (d) of the City Code indicates that signs are subject to administrative approval. - Section 20-10 (b) of the City Code indicates that City activities shall not require a site alteration permit provided that the commission shall review and make recommendations to the city council concerning city activity that could change the nature or appearance of a landmark or site.	Permanent signs identifying the park and park areas and structures.	X	X	
P. 27 – Signage is not a character defining feature. - Section 20-10 (d) of the City Code indicates that signs are subject to administrative approval.	City regulatory and instructional signage or temporary signs.			X
P. 26-31 – Benches, grills, light fixtures, picnic tables, signage, garbage and recycling receptables, fencing, water fountains, and electrical equipment are not character defining features.	Pre-approval of the design, materials, and manner of installation of parkscape items, including benches, planters, trash receptacles, light fixtures, park furniture and memorial plaques.	X	X	
P. 26-31 – Benches, grills, light fixtures, picnic tables, signage, garbage and recycling receptables, fencing, water fountains, and electrical equipment are not character defining features.	Installation of parkscape items, including benches, planters, trash receptacles, light fixtures, park furniture and memorial plaques.		X	X
P. 32 - “Sails” and “Debbie’s bench” are not a character defining features.	Proposed installation of new artwork, including murals.	X	X	

• P. 32 - “Sails” and “Debbie’s bench” are not a character defining features.	Repair, relocation or alteration of existing artwork (mosaic bench and ‘sails’ sculpture).			X
Reference to PVN Report or City Ordinance	Overarching	HPC	PRC	Staff
• P. 7 – The overall landmass as well as the overall spatial organization of The Commons and the Port are character defining features. • P. 17 – A bathing beach located at the northwest portion of The Commons and the area currently known as the Children’s Beach are character defining features. • Commons Guidelines C.1 from the City of Excelsior Preservation Design Manual states that uninterrupted scenic views to Lake Minnetonka from the downtown should be preserved.	• Changes to Commons and Port property boundaries. • Changes to use pattern of active and passive spaces (including the location of the beaches). • Changes to scenic views from downtown to Lake.	X	X	
• Not addressed in the PVN Report.	Ordinary maintenance (lawn mowing, shrub trimming, re-painting with existing colors, etc.).			X

PROJECT OVERVIEW GUIDING PRINCIPLES

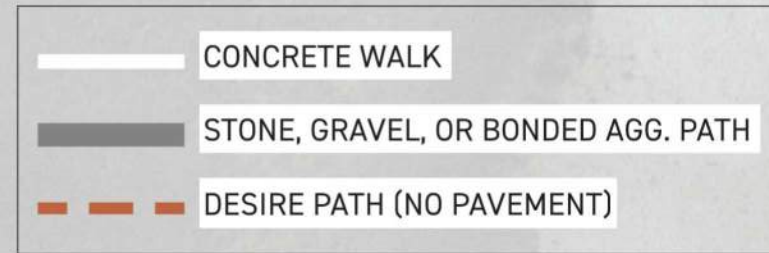
- 1. Keep it Grounded:** Be rooted in the master park plan and on-going stakeholder feedback
- 2. Make it Durable:** Consider the land, trees and water as primary infrastructure and design maintainable and sustainable features
- 3. Make it Flexible:** Develop design solutions to create flexibility in day-to-day and seasonal use to maximize park functionality
- 4. Make it Accessible:** Preserve and create sight lines, make circulation welcoming and accessible
- 5. Be Implementable:** On time and on budget

PROJECT OVERVIEW GOALS

1. **Beaches & Water Quality:** Investigate and offer solutions for water quality and beach functionality
2. **Accessible Site:** Site circulation and site lines that are beautiful and safe
3. **Clear Design Identity:** The plan clearly establishes design direction that is grounded in Excelsior's identity
4. **Site Programming:** Incorporate site functions and flexibility as agreed upon with stakeholders
5. **Implementation Strategy:** The development of a clear path forward for project sequencing
6. **Playground Integration:** The design of a playground that is of the function, style, and budget that can move forward in the near future
7. **Cohesion:** The design is aesthetically cohesive with the previous phases of work completed within the Commons.

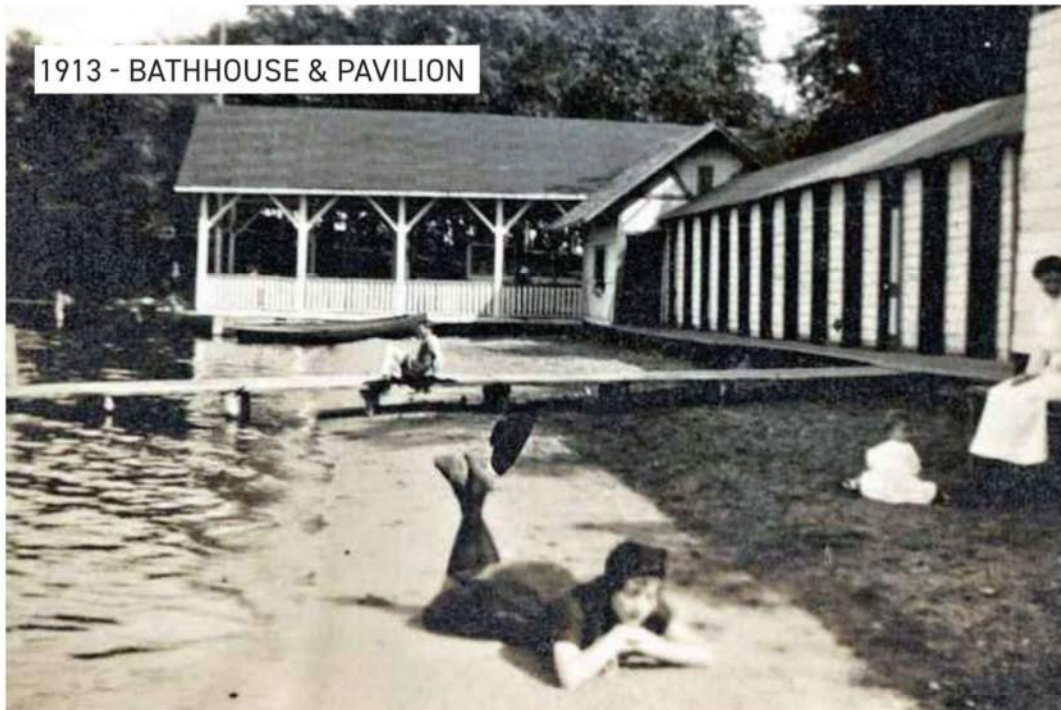
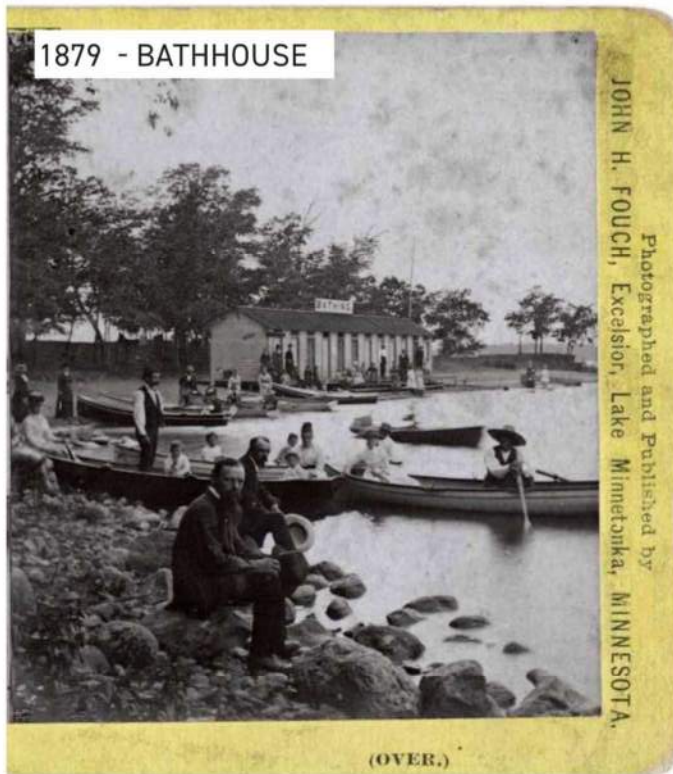
EXISTING CONDITIONS

CIRCULATION LEGEND



EXISTING CONDITIONS





IMAGES SOURCE: EXCELSIOR LAKE MINNETONKA HISTORICAL SOCIETY
[HTTPS://MNCOLLECTIONS.ORG/DETAIL/ENTITIES/18467](https://mncollections.org/detail/entities/18467)

AERIAL SOURCE: UNIVERSITY OF MINNESOTA HISTORICAL AERIAL PHOTOGRAPHS
[HTTPS://APPS.LIB.UMN.EDU/MHAPO/](https://apps.lib.umn.edu/mhpo/)

CONCEPT A



CONCEPT A

VIEW 1



EXISTING CONDITIONS



CONCEPT A

VIEW 2



EXISTING CONDITIONS



CONCEPT A

EXAMPLE IMAGES

Building Structure



multi-purpose, at-grade

Play



utilizes existing topography



slides integrated into existing hillside & tree canopy



netting, climbing, tree-house style play integrated into existing hillside & tree canopy

Water Access



dock and swimming beach enclosure



ADA paddlecraft launch

Athletic Courts



half court basketball

Stormwater Management



green stormwater infrastructure

CONCEPT B

LAKE MINNETONKA



CONCEPT B

VIEW 1



EXISTING CONDITIONS



CONCEPT B

VIEW 2



EXISTING CONDITIONS



CIRCULATION & PROGRAMMING CONCEPT DIAGRAMS

CONCEPT B

EXAMPLE IMAGES

Building Structure



restroom + watercraft rental building with rooftop overlook space



existing architectural style to be integrated into new buildings



restroom + watercraft rental building built into the hillside

Teen Programming



hammock grove

Play



hillside embankment slide



traditional play equipment



hill top play node integrated with existing mature tree canopy

Pathways



promenade

CONCEPT C

LAKE MINNETONKA



CONCEPT C

VIEW 1



EXISTING CONDITIONS



CONCEPT C

VIEW 2



EXISTING CONDITIONS



CONCEPT C

EXAMPLE IMAGES

Building Structure



existing architectural style to be integrated into new hilltop restroom

Play



play adjacent to beach



towers, slides, natural materials



traditional play structure, accessible

Lawn Games



table tennis



bag toss



bocce ball



shuffleboard

Gathering / Seating



fire pit nodes with seating



terraced steps / seating at sport



bench swings



waterfront terraced stone



waterfront terraced steps



beach terraced steps / seating



EXISTING CONDITIONS



CONCEPT A



CONCEPT B



CONCEPT C





Item: 5.F.

ITEM REPORT

To: Heritage Preservation Commission

From: Jess Long, City Planner

Meeting Date: April 28, 2026

Department/Office: Community Development

Item Name: The Commons - New Information Sign

Summary:

Summary

The Parks and Recreation Commission has been exploring adding a new informational sign to The Commons. The sign will allow City to post updates and information about park conditions and events. The Parks Commission has made a recommendation on the type and location of the new sign that will be placed in The Commons. The HPC should review the Commission's recommendations based on The City's Preservation Design Guidelines for The Commons. Staff has already reviewed the proposed sign and location for Zoning compliance.

Proposed Sign and Location



Dimensions: 45" Wide x 36" High

- Two Door Enclosed Bulletin Board Display Case
- Weather-Resistant Exterior Cabinet with Posts
- **Eco-Design** Faux Wood Recycled Plastic Lumber
- 2 locking cabinet doors mounted on full-length solid piano hinges
- Natural tan cork bulletin board interior panel
- Lock with two keys included
- Removable interior corkboard panel
- Faux Wood Construction" Looks Like Real Wood
- Built from Recycled Plastic (polyethylene)
- Super Strong, Highly-Dense Faux Wood in 6 Finishes
- Long-Lasting: Will Not Rot, Splinter, or Crack
- Impervious to Water, Chemicals, and Insects
- Withstands typical everyday outside elements - Not floodproof
- Bottom Cabinet Weep Holes: Drain Any Water + Dissipate Condensation
- 3/4" wide main frame / 1 1/2" wide door frame
- 5 1/2" exterior depth / 3 3/4" interior depth
- Slanted Overhang 8 1/2" rain shelter cover depth

Notes from the PNR about the design of the sign:

PNR liked the look of #3 with the double doors and the division it provided. Members have seen other similar looking boards at other parks which they liked. They liked that it is made of recycled plastic. They thought the weathered wood color would blend well with the landscape. They also liked its size.



Notes from the PNR about the location include:

Since this board would be single sided in this location, they thought having it angled/facing more towards Lake St would be a better way to view it vs directly facing the plaza.

Review Based on Commons Guidelines

Commons Guidelines

The Commons should continue to be accessible for a wide range of uses.

- C.1 The uninterrupted scenic views to Lake Minnetonka from the downtown should be preserved.
- C.2 Existing mature trees should be preserved.
- C.4 Any new retaining walls should be constructed of traditional masonry materials or timbers.
- C.5 The WPA-era bleachers should be preserved and maintained.
- C.6 Any structures, features or objects in the Commons that are 50 years old or older should be professionally evaluated for their significance before they are modified and/or demolished.

C.1 The proposed location will not impact scenic views of Lake Minnetonka from the Downtown District

C.2 No trees will be impacted by the proposed sign

C.4- C.6 Not applicable

Recommended Action:

Based on the scope of the HPC review and the compliance with Zoning and Commons Guidelines staff recommends that the HPC provide comments and recommend that the City Council approve installation of the proposed sign at the proposed location.

Budget:

Attachments:

None

ITEM REPORT

To: Heritage Preservation Commission
From: Jess Long, City Planner
Meeting Date: April 28, 2026
Department/Office: Community Development
Item Name: 2026 Goals and Work Plan

Summary:

Background

As part of the HPC's annual meeting, we discuss annual goals and work plan. These items tend to relate to the work of the Commission that is outside of the review of Site Alteration Permit applications. The City Council set goals for 2026 and included in those goals are four that are within the HPC's purview. The Council's goals are attached, and the following are for the HPC to discuss:

1. Residential Review Permit process for Landmark Properties
2. Reviewing HPC Guidelines
3. HPC Public Relations
4. Oak Hill Cemetery Improvements

In addition to these four goals, staff is presenting the following for discussion.

1. **May is National Historic Preservation Month.** Last year, we wrote a proclamation which the City Council announced and approved at a May meeting. We also have a banner that was installed across Water Street.
2. **HPC Public Relations.** Staff recommends that we i) continue to improve the "historic preservation" section of the City website; ii) send a letter to Landmark Property owners to make a connection, express appreciation and send information about the HPC, the Preservation Design Manual, the Site Alteration Permit review process, etc.; and iii) send an email to all downtown businesses (property owners), located within the historic district, with information about the district, a map of the district, and a link to the Preservation Design Manual.
3. **The National Alliance for Preservation Commissions conference** is in Minneapolis in July. Staff will be attending. Are any commissioners interested in attending?
4. **Photo display.** Create a committee charged with creating a historic photo display for the new City Hall at 261 School Avenue.
5. **Commissioner.** We need a seventh commissioner to fill out the HPC.

Recommended Action:

Staff recommends that the HPC discuss what is needed to address the four goals identified by the City Council and create a work plan, and if interested, to identify an additional one or two goals/priorities for 2026.

Budget:**Attachments:**

1. City Council 2026 Goals

City of Excelsior 2026 Objectives

2026 Progress

Color-Coded Rating (R <25%, O 25-49%, Y 50-75%, G 76-99%)

Top Priorities	Responsible Party	Apr Mar	Q2 June	Q3 Sept	Q4 Dec	Status
<u>Financial Planning</u> - Formalize long range capital improvement plan and capital outlays and consider creating a separate enterprise fund for the Commons	Jenny, Tim, Morgan, and Kristi					Staff is continuing to work with Baker Tily on completing the capital improvement plan. At a future work session, the Council will discuss creating a separate enterprise fund for the Commons.
<u>Communications</u> - Increase communication efforts (newsletters, open houses, updated website, etc.) and consider a social media strategy	Cari, Kristin, Hilary, and Jess					Staff has created future development signs to inform others of pending development and informational flyers on sandwich board signs and residential zoning standards. The historic list of properties on the website has also been updated.
<u>261 School Avenue</u> - Complete remodeling for city hall, update tenant leases, and create an enterprise fund	Cari and Kristi					The architects will be presenting interior design options at the April 6 work session. The leasing agent is working on updating leases and Jenny is creating a budget.
Planning and Heritage Preservation Priorities	Responsible Party	Apr Mar	Q2 June	Q3 Sept	Q4 Dec	Status
Non-Conforming Structures Ordinance	Julia and Jess					The Planning Commission discussed non-conforming structures with the attorney, they want to make one minor amendment before the ordinance is presented to the City Council.
Sign Ordinance	Julia and Jess					The Planning Commission and the HPC will review the sign ordinance soon.
Code Enforcement	Julia and Jess					The new software, iWork, has a code enforcement component that will streamline enforcement. Staff is taking action on a property that didn't follow their construction drawings.
Parking Work Group	Julia					The work group has had three productive meetings; they are pushing to have a recommendation by June.
RRP Process for Landmark Properties	Julia and Jess					The Planning Commission will discuss this topic again at a future meeting.

Planning and Heritage Preservation Priorities	Responsible Party	Apr Mar	Q2 June	Q3 Sept	Q4 Dec	Status
106 Center Street	Julia and Kristi					Chrystal and Jennifer are meeting regularly with Minnetonka Center for the Arts
Reviewing HPC Guidelines	Jess					Staff is meeting with the HPC consultant to discuss how to complete updates to the HPC guidelines.
HPC Public Relations	Jess					The HPC section of the website has been updated. Jess is attending a session on public relations at the National Preservation Conference.
Multi-Family Parking Ordinance	Julia and Jess					The parking work group has been discussing parking minimums because any ordinance changes have a financial impact.
PUD Ordinance Update	Julia and Jess					The Planning Department will work on the PUD ordinance during the second quarter of the year.
Comprehensive Plan	Julia and Jess					At a future work session, likely third or fourth quarter, the Council will discuss the Comprehensive Plan process.
Outdoor Lighting Standards	Julia and Jess					The Planning Department will work on outdoor lighting standards during the third quarter of the year.
Good Neighbor Guidelines/ Zoning Amendments	Julia and Jess					The Planning Department will work on zoning amendments during the fourth quarter of the year.
Public Works and Parks Priorities	Responsible Party	Apr Mar	Q2 June	Q3 Sept	Q4 Dec	Status
Commons Use Policy	Cari and Tim					The final edits are being made to the Commons Use Policy.
Excelsior-Studer Park	Kevin					The Park and Recreation Commission will discuss whether this park should be programmed.
Inflow and Infiltration (I&I) Initiatives	Tim					Tim will finalize the I&I ordinance for the city attorney and staff to review.
Mini Master Park Plan for the Commons	Tim and Kevin					The PAC has reviewed three concepts and the concepts will be shared at the April 16 open house for feedback.

Public Works and Parks Priorities	Responsible Party	Apr Mar	Q2 June	Q3 Sept	Q4 Dec	Status
Oak Hill Cemetery Improvements	Kevin and Julia					The consultant is writing up the historic nomination form and will put together the management plan.
Update the Tree Ordinance	Tim, Kevin, and Jess					A draft ordinance has been created for the city attorney and staff to review.
St. Alban's Bay Bridge	Morgan, Tim, and Hilary					A meeting regarding the St. Alban's Bay Bridge may be happening in late April.



Dear Business Owner,

We are writing to all business owners in Excelsior's downtown to remind you of our Sandwich Board sign regulations. Our goal is to preserve Excelsior's unique downtown character and maintain an attractive and safe environment for residents, businesses, visitors, and customers.

A few key points about Sandwich Board signs:

- Location: They must be located within 5' of the business entrance, may be displayed only during business hours, and may not block pedestrian traffic.
- Size: They must be between 3 and 6 square feet in size, and height must be between 3 and 5 feet.
- Materials: They should be made of wood or metal; if plastic or vinyl are used, the material should simulate wood or metal.
- No permit is required for a Sandwich Board sign.
- Looking for something more than a Sandwich Board sign? Temporary signs are allowed for up to 30 days at a time and require a Temporary Sign Permit.

Anytime you plan to install or update signage, please contact the Planning Department at permits@excelsiormn.org or call City Hall at 952-474-5233 for additional information. Our staff is happy to assist you with the application process and answer any questions.

We appreciate your efforts and cooperation to keep our community welcoming, safe, and visually appealing. Thank you for your continued contribution to the success of Excelsior and please reach out to us with questions or comments.

Best,
Jess Long
City Planner



Item: 7.C.iv.

ITEM REPORT

To: Heritage Preservation Commission

From:

Meeting Date: April 28, 2026

Department/Office: Community Development

Item Name: Administrative approval of Lake Effect Sign

Summary:

Recommended Action:

Budget:

Attachments:

None

National Register Questionnaire

Preliminary Information for the National Register of Historic Places

This questionnaire is only intended to provide preliminary information about the property to the Minnesota State Historic Preservation Office. **This is not a nomination form nor does it constitute a property evaluation or a Part 1 Tax Credit application.** All information submitted as part of this questionnaire will be incorporated into the SHPO statewide inventory. No information will be returned to you.

GENERAL PROPERTY INFORMATION

Property Name:

Oak Hill Cemetery

Street:

900 block of Excelsior Blvd (south side of Excelsior Blvd, near intersection of Excelsior Blvd and Maclynn Road)

City:

County:

State:

Zip:

Excelsior

Hennepin

MN

55331

Property Identification Number(s):

3511723240044, 3511723240003, 3511723120002, 3511723120014

Do you own the property? ☐ Yes ☒ No If no, explain: Consultant retained by owner (City of Excelsior) to draft nomination

PROPERTY DESCRIPTION

Construction History:

Date of Original Construction: 1855 Date(s) of Known Alterations: 1918, 1944

Has this property been moved? ☐ Yes ☒ No Year Moved: [Enter year moved](#)

Architect or Builder (if known): [Enter architect or builder](#)

Property Description:

☐ Archaeological Resource ☐ Residential Building ☐ Commercial Building ☐ Industrial Building ☐ Public Building ☒ Other (describe) cemetery

Original Use: cemetery

Current Use: cemetery

Architectural Style: [Enter architectural style](#)

Primary Exterior Material: marble, granite, concrete

Additional Information: Use the space below to provide any additional information about the property's condition. This may include the number of buildings within the property, information about additions or alterations to the building(s), or highlighting significant features of the property. (If the space below is insufficient please attach additional sheets.)

See attached

PROPERTY SIGNIFICANCE

Use the space below to provide any known history of the property. Indicate significant people, events, or patterns of history that are related to the property. If the property is significant for its architecture, engineering, landscape architecture or other aspects of design, please include a brief explanation of the characteristics as well. Please list all sources of information used to research the history of the property. (It is not necessary to attach lengthy articles or family genealogies to this form). (If the space below is insufficient please attach additional sheets.)

See attached

Attachments

Please provide the following information as attached documents.

Required:

- ☒ Current Photographs (exterior and interior)
- ☒ Location Map or Site Plan (screen grab of a digital map – Google, Bing – acceptable)

Recommended:

- ☐ Copies of Historic Photographs (if available)
- ☐ Sketch floor plan
- ☒ Copies of brief, important resources (Newspaper articles, historic maps)

Submitter's Information

Name/Title: Lindsay Hannah

Organization (if applicable): Row 10 Historic Preservation Solutions, LLC

Email Address: lindsay@row10hps.com

Phone Number: 504.266.2098

Date of Completion: 9 April 2026

Once you have completed this form, submit to the Minnesota State Historic Preservation Office (SHPO) via email to SHPONRHP.Adm@state.mn.us or at the address below. The questionnaire will be forwarded to SHPO staff for review. The eligibility assessment is based on SHPO staff's understanding of the property as it relates to the National Register Criteria for Evaluation, existing Minnesota state and local contexts, and National Register physical integrity requirements. Once the review is completed staff will reach out to you with questions and/or to discuss next steps.

This is not a nomination form nor does it constitute a property evaluation or a Part 1 Tax Credit application.

Property Description – Additional Information

Oak Hill Cemetery is an active, 6-acre cemetery in Excelsior, Hennepin County, Minnesota. The cemetery is currently bordered by Highway 7 to the south, a Montessori school to the west, Excelsior Boulevard and private residences to the north, and a motor vehicle center to the east.

The cemetery consists of three sections. Section 1 is the original section and encompasses the hill and oak trees at the center of the cemetery. Section 2 was added in 1918 to the east of Section 1. Section 3, acquired in 1944, makes up the western portion of the cemetery and features the most recent burials. The cemetery is largely divided into family plots, but several plots were also set aside as a potter's field for Excelsior and a small section at the top of the hill was designated as a park.

The markers possess the style and iconography typical of the periods of burial, including Civil War-era marble with sunken shield designs, marble obelisks, ornate headstones with willow motifs, and plain granite flat markers. Several family plots are indicated by a central, larger marker with the family name with adjacent, smaller headstones for specific family members. Notable features of the cemetery include the vault (constructed ca. 1905) and the Soldier's Monument (constructed ca. 1905 and relocated to its current position in 1962).

The cemetery does not possess any above ground tombs, large memorials, or columbaria. Nor does Oak Hill Cemetery possess elaborate gates or landscape features; planned landscaping is minimal, but the cemetery does retain several large oak trees within Section 1. A winding road loops around Section 1, leading to views of St. Albans Bay of Lake Minnetonka from the top of the hill.

Property Significance – Additional Information

Oak Hill Cemetery is eligible for the National Register under Criterion A: Social History at the local level.

Oak Hill Cemetery received its first burial in 1855, two years after the first white settlement in Excelsior. In 1867, community leaders formed the Oak Hill Cemetery Association to administer the property. In 1918, the cemetery was expanded to the east followed by further expansion in 1944 with the acquisition of additional property to the west. The cemetery dedicated several plots for use as a potter's field for burial of indigent or poverty-stricken people and designated a space at the peak of the hill as a "park," suggesting the cemetery was perceived as the public burial ground for Excelsior and the surrounding areas despite private ownership. In 1955, following years of financial struggles, the Oak Hill Cemetery Association sought to transfer the cemetery to the Village of Excelsior. In 1956, the Village agreed to take on management of the cemetery; Excelsior has administered the cemetery since the transfer.

The cemetery reflects its history as a place for burial during the early days of Excelsior and the Minnesota Territory. Oak Hill Cemetery is not an architect-designed garden cemetery nor does it possess elaborate, high-style markers or monuments. The markers are more modest with motifs and symbols typical of the various eras represented within the cemetery and reflect Excelsior's history as an early settlement and farming community in Minnesota. Those interred in the cemetery include notable local residents, such as horticulturist Peter Gideon and minister Reverend Charles Galpin, as well as the Civil War soldiers, homesteaders, postmasters, doctors, and hoteliers who settled in Excelsior and the surrounding areas. As

Excelsior grew, the cemetery continued to be the only cemetery in Excelsior, despite the number of churches that populated the village.

Representative sources consulted:

Collections of the City of Excelsior

Collections of Lake Minnetonka Historical Society

Historic newspapers, including *Northwestern Tourist*, *Minnetonka Record*, and *The Minneapolis Journal*

Historic aerials

Johnson, Frederick. *The Big Water: Lake Minnetonka and Its Place in Minnesota History*. Minnetonka, MN: Deep Haven Books, 2012.



Figure 1: View of Oak Hill Cemetery, Excelsior. Section 1 in the background (hill) and Section 3 in the foreground. View to the southeast. March 2026.



Figure 2: View of west side of Section 1. View to the east. March 2026.



Figure 3: View of north side of Section 1. Camera pointed east. March 2026.



Figure 4: View of Section 2 from Section 1. View to the northeast. March 2026.



Figure 5: View from top of the hill in Section 1. Lake Minnetonka visible at left of image. View to northeast. March 2026.



Figure 6: Vault at Oak Hill Cemetery, Excelsior. Vie to northeast. March 2026.



Figure 7: Soldier's Monument, Oak Hill Cemetery. View to west. March 2026.

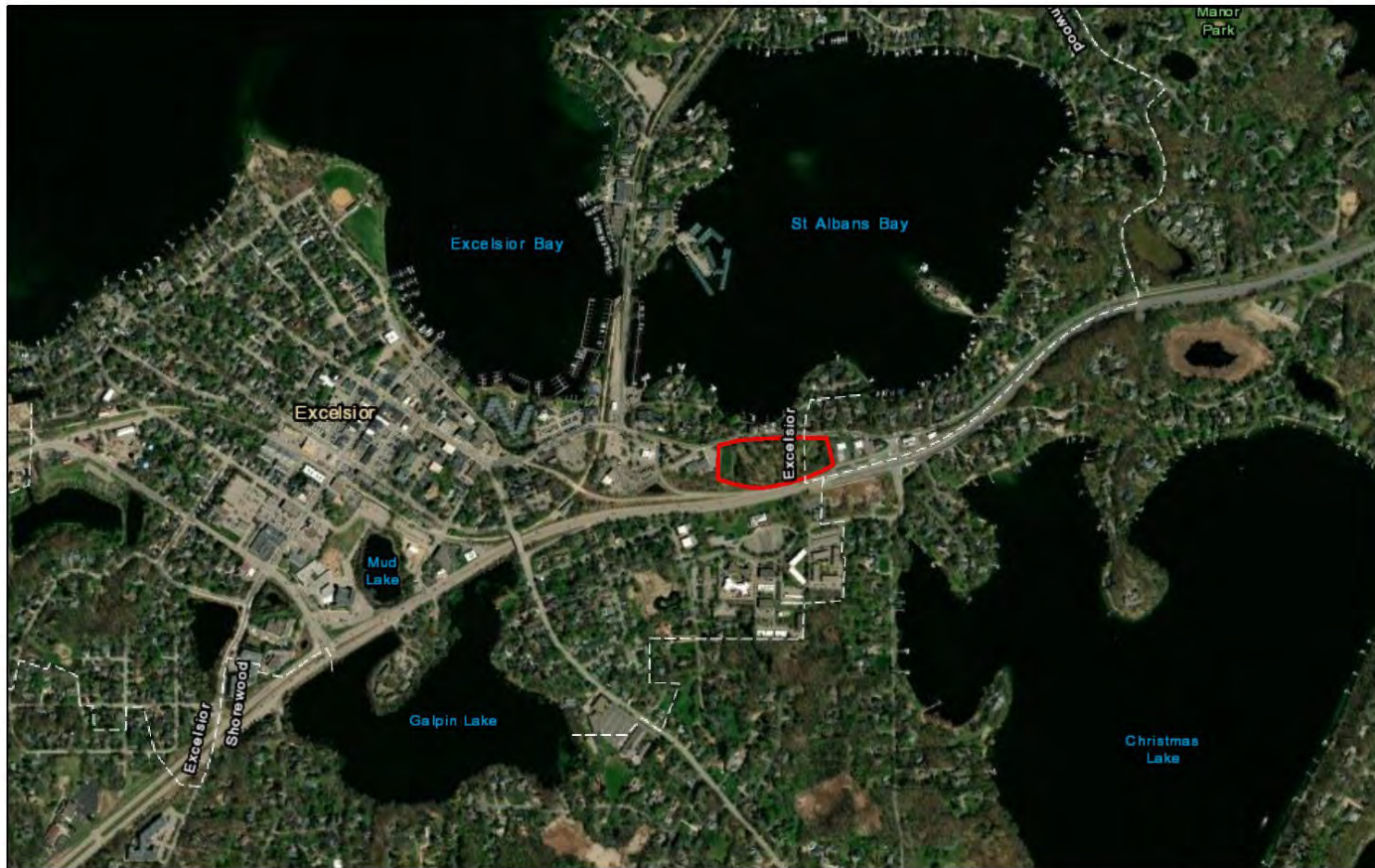


Figure 8: Representative marker in Section 1. View to west. March 2026.



Figure 9: Representative marker in Section 1. View to northeast. March 2026.

Oak Hill Cemetery



4/7/2026

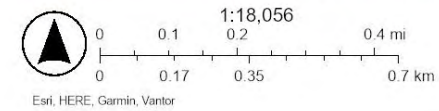


Figure 10: Map with Oak Hill Cemetery indicated in red.

Oak Hill Cemetery - Excelsior, MN

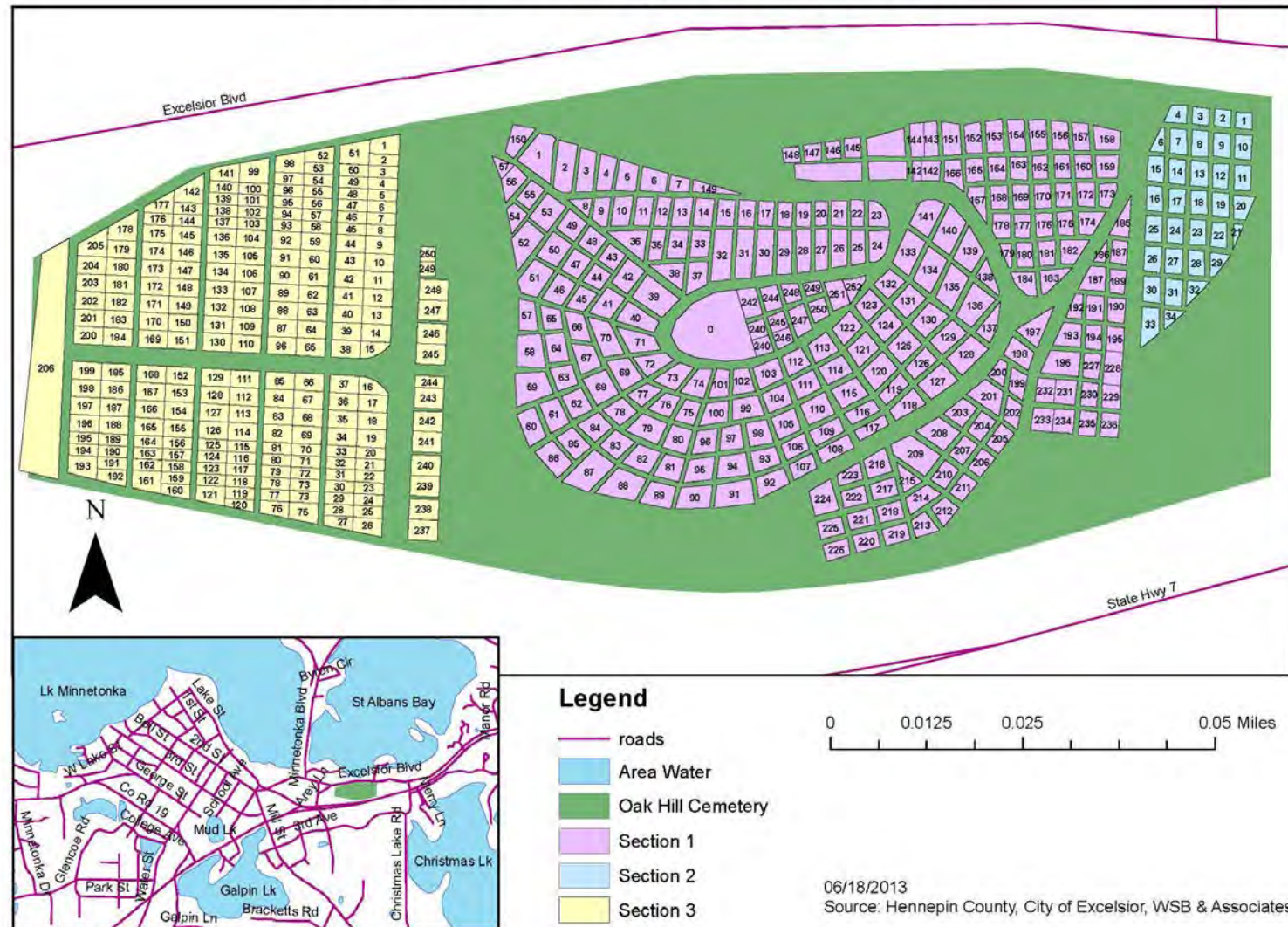


Figure 11: City of Excelsior map of Oak Hill Cemetery with sections and plots.



Figure 12: ca. 1920 map of Oak Hill Cemetery with burial plots indicated. Collections of City of Excelsior.