



Heritage Preservation Commission

Regular Meeting

Thursday, May 21, 2026, 5:00 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/83589875124?pwd=ObJScc9ErTf0BOI5kV9YZmLnne0yr9.1>

Meeting chat link

<https://us02web.zoom.us/jc/83589875124>

Meeting ID: 835 8987 5124

Passcode: 741132

One tap mobile

+13017158592,,83589875124#,,,,*741132# US (Washington DC)

+13052241968,,83589875124#,,,,*741132# US

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

AGENDA

1. Call to Order/Roll Call
2. Agenda Approval
3. Consent Agenda
 - A. April 28, 2026 Heritage Preservation Commission Minutes
4. Citizen Reports or Comments
5. New Business
6. Unfinished Business
 - A. HPC No. 2026-06 - Site Alteration Permit New Sign at 404-406 Second Street - Gardner Salon
 - B. Sign Ordinance - Amendment of Section 24 of Zoning Code
7. Communications and Reports
 - A. Next Regular City Council Meeting - June 1, 2026
 - B. Next Regular HPC Meeting - May 26, 2026
 - C. Updates

8. Future Agenda Items
9. Adjournment

City of Excelsior
Hennepin County, Minnesota

Minutes
Heritage Preservation Commission Meeting

Tuesday, April 28, 2026

1. CALL TO ORDER/ROLL CALL

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

Commissioners Present: Anderson, Caron, Condon, 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 ~~6~~5/0.

3. CONSENT AGENDA

a) HPC Minutes of March 3, 2026

Motion to approve March 3, 2026 minutes by Commissioner Gephart. Second by Commissioner Macpherson. Motion passed 6/0.

b) Resolution 2026-02 Approval of 300 Water Street Site Alteration Permit

Motion to approve Resolution 2026-02 by Commissioner Macpherson. Second by Commissioner Gephart. Motion passed 6/0.

4. CITIZENS REPORT

None

5. NEW BUSINESS

a) Resolution- 305 Water Street Site Alteration Permit- Approval of Resolution HPC 2026-03

Motion to approve Approval of Resolution HPC 2026-03 by Commissioner Macpherson. Second by Commissioner Condon. Motion passed 6/0.

b) 404 Second Street - Site Alteration Permit for new sign (HPC No.26-06)

City Planner Long presented project background.

Applicant presented: Erin Gardner.

**Motion by Commissioner Macpherson to continue application to May special meeting.
Second by Commissioner Gephart.
Motion passed 6/0.**

c) 1 Water Street Site Alteration Permit (HPC No.26-07)

City Planner Jess Long presented project background.

Applicant presented: Wade Scanlon of Aspen Landscape

**Motion by Commissioner Gephart to continue application to May special meeting.
Second by Commissioner Macpherson. Motion passed 6/0.**

d) Sign Ordinance - Amendment of Section 24 of Zoning Code

Community Development Director Mullin presented background on proposed Amendment of Section 24 of Zoning Code.

Motion by Commissioner Gephart to continue discussion of Section 24 of Zoning Code to May special meeting. Second by Commissioner Macpherson. Motion passed 6/0.

e) Mini Master Plan and Playground Concepts- The Commons

City Planner Jess Long presented project background.

Representative from cConsultantf-Firm, Bolton and Menk, presented

HPC Commissioners provided verbal feedback on Mini Master Plan concept plans.

f) The Commons - New Informational Sign

Community Development Director Mullin presented background on sign selected by Parks and Recreation Commission for The Commons

HPC Commissioners provided verbal feedback for City Council. Noted questions about design of sign's legs, what items would be displayed in sign, and who on City Staff would be responsible for maintaining information within the sign. Staff will send comments to city Parks Manager.

g) Annual Meeting Topics

i. Officer Selection

Motion by Commissioner Anderson to elect Commissioner Tim Caron as Chair of Heritage Preservation Commission. Second by Commissioner Gephart. Passed 6/0.

Motion by Commissioner Gephart to elect Commissioner Mark Macpherson as Vice Chair Heritage Preservation Commission. Second by Commissioner Condon. Passed 6/0.

ii. 2026 Goals and Work Plan

Staff presented and Commissioners provided feedback.

6. UNFINISHED BUSINESS

None

7. COMMUNICATIONS AND REPORTS

- a) Next City Council Meeting- May 4, 2026
- b) Next HPC Meeting- March 26, 2026
- c) Updates:
 - a. Staff updated on 300 Water Street project.
 - b. Staff Long provided information on updated list of historic properties in Excelsior added to website.
 - c. Staff Long provided information on enforcement and Sandwich Board Sign letter mailed to Downtown business owners.
 - d. Staff Long provided update on administrative approval of Lake Effect Sign
 - e. Commissioners Gephart and Macpherson updated Commission on Oak Hill Cemetery Nomination.
 - f. Staff provided update on the enforcement and administrative approval of 252 Water Window Replacement.

8. FUTURE AGENDA ITEMS

9. ADJOURNMENT

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

The meeting was concluded at 9:35 P.M.

Respectfully submitted,
Jess Long
City Planner

ITEM REPORT

To: Heritage Preservation Commission

From: Jess Long, City Planner

Meeting Date: May 21, 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 application was first heard at the HPC's April 27th meeting. The item was continued so that the applicant could make changes to the proposed design that addressed the HPC's concerns about the placement, mounting, and size of the sign.



Based on HPC comments, the applicant submitted revised plans for the sign to be mounted at 404-406 Second Street. The updated application includes mounting the sign using a two-inch rail system. The larger letters of "Gardner and Co." will use two rails. The smaller second line of text, "boutique salon," will require a single two-inch rail. The rail system will address the Commission's concern about the number of holes needed to mount the sign into the building.

The size of the sign still conforms to zoning requirements and does not overwhelm the

building. The color of “boutique salon” has been changed to white which helps the sign’s legibility. Both the size and color of the sign meet design guidelines for signs within the Historic Downtown District.

Along with addressing concerns about mounting the sign, the applicant has further clarified the placement of the sign. The sign will be centered on the existing decorative brick work of the building’s facade. The brick patterns are still visible and the sign fits within the design of the building.

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 Second Street with the following condition of approval:

1. The approved sign shall be mounted into the mortar of the building avoiding masonry.

Budget:

Attachments:

1. 2_excelsior_aluminum_letters_17867_rev6_050126
2. 3_HPC_Res_2026_06
3. 404 Second St SAP Memo
4. 404 Second St SAP App

Quote # 17867

Client: Gardner & Co. Salon

City, State: Excelsior, MN

Project Manager:
Russ Anderson: 952-908-9130

Client Project Specialist:

Drawn by: ID-Kishor

Page Scale: 1"=1' - 1:12 SCALE

Page Size: 11 x 17

X

Drawing Date: 10/06/2025

REV1 Date: 10/10/2025

REV2 Date: 01/28/2026

REV3 Date: 02/13/2026

REV4 Date: 02/16/2026

REV5 Date: 03/12/2026

REV6 Date: 05/01/2026



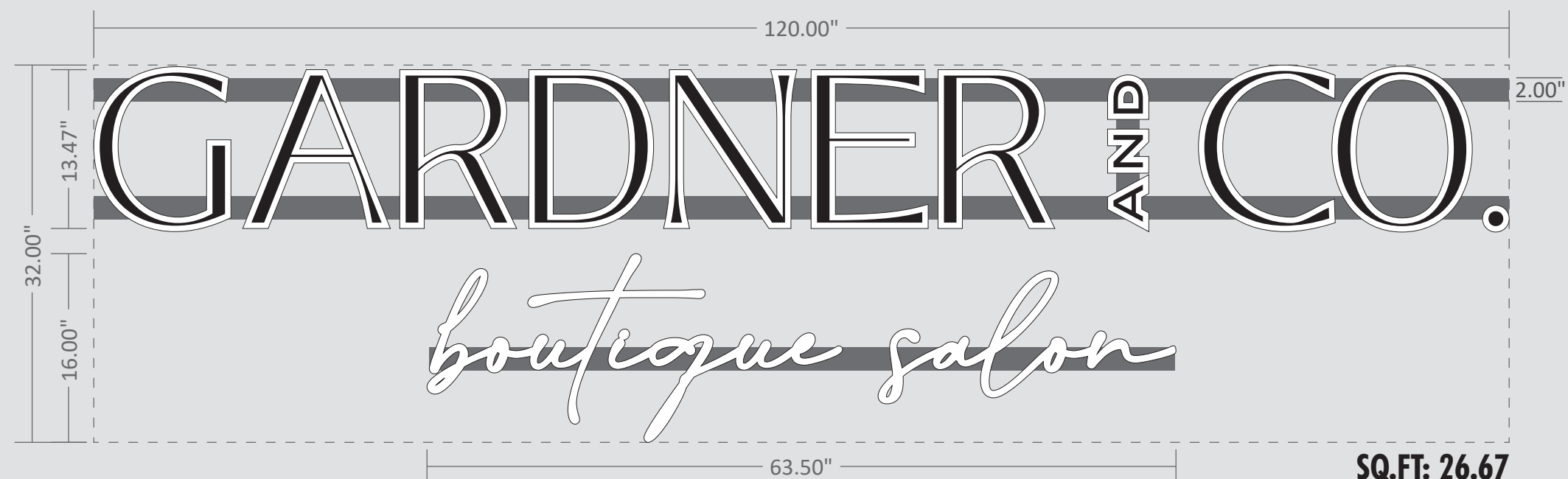
NOTICE

ALL SIGNS MANUFACTURED
FOR 120v ELECTRICAL SERVICE
UNLESS OTHERWISE NOTED

File location: Sharepoint:\ G \ Gardner & Co \
Working Sketch Files \ Excelsior, MN \
Excelsior_Aluminum Letters_17867 Rev6

The ideas and designs contained in this original and unpublished drawing
are the property of Indigo Signs and may not be used or reproduced in
whole or part without written permission from Indigo Signs.

Due to the limitation of the printing process, the colors shown may not
reflect actual colors.



FRONT VIEW

SIDE VIEW

Dimensional Letters & Logo

Quantity (sets): 1

Over-all Size: 32" H x 120" W - 26.67 sq.ft

"GARDNER AND CO.": 13.47" H x 120" W

"Boutique Salon": 16" H x 63.50" W

Material: Aluminum

Depth: 0.25"

Gardner and Co. Color: Painted White with Black Vinyl Center

Boutique salon Color: Paint White

Mounting: Mount on 2" Rail

Rail Color: Gray - **TBV**



ART SUPERIMPOSED OVER PHOTO

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

City of Excelsior
Heritage Preservation Commission
Resolution No. 2026-06

A Resolution Approving a Site Alteration Permit to
Install Signage on the Front Façade of the Building at 404 Second Street

WHEREAS, Erin Gardner (“Applicant”), has submitted a Site Alteration Permit (SAP) Application proposing to install new signage on the front façade of the building at 404 Second Street; and

WHEREAS, the Heritage Preservation Commission (“HPC”) considered Applicant’s application at its meeting on April 28, 2026 and continued the application to the May 21, 2026 meeting.

NOW, THEREFORE, IT IS RESOLVED, that the Applicant is hereby granted a Site Alteration Permit to install signage on the front façade of the building at 404 Second Street based on the following:

FINDINGS OF FACT

1. The Applicant seeks a Site Alteration Permit to install one sign on the front façade of the building at 404 Second Street.
2. The building was originally constructed in 1920 and is a contributing structure within Excelsior’s Historic Downtown District.
3. There are existing gooseneck lights illuminating the front façade.
4. The Applicant is proposing a sign with two separate rows of text on the front façade of the building. The sign will be placed centered within the decorative brickwork above the primary entrance to the salon. Scope of approved signage include:
 - Installation of one set of 13.47” high aluminum lettering painted white with black vinyl center. The letters will spell the name of the salon (Gardner and Co.) and run 120”. The letters will be mounted on two 2” rails.
 - Installation of one set of 16” high aluminum lettering painted white. The letters will spell “boutique salon” and be mounted to the building using a single 2” rail.

CONCLUSIONS OF LAW

1. The proposed wall sign meets the Preservation Design Manual Guidelines in terms of materials, lettering, font, and color.
2. The proposed wall sign meets the City’s Zoning Code in terms of square footage.

3. Mounting the letters of the sign on a rail, rather than individually attaching each letter to the building, minimizes the damage to the building, consistent with the Design Manual.
4. The sign shall be lit from above, consistent with the Design Manual.
5. The signage that the Applicant proposes to install is consistent with the Secretary of the Interior's Standards and Guidelines for Rehabilitation as articulated in the City of Excelsior Preservation Design Manual (the "Design Manual").

CONDITIONS

1. The sign rails shall be mounted into the mortar to prevent damage to masonry.



MEMORANDUM

SITE ALTERATION PERMIT FOR 404 SECOND STREET SIGN
Addition

Re: _____

Date: April 28, 2026

From: Jess Long- City Planner

To: Heritage Preservation Commission

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 facade.
- CS.10 Sign attachment parts should be reused in their original location (holes in the façade or fixing positions) to protect the original building materials.
- CS.11 Signage mounting brackets and hardware should be anchored into mortar, not masonry.
- CS.12 Printed store signage is acceptable on the awning valance.
- CS.13 Movable sandwich boards are also allowable downtown and provide additional signage for businesses.

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.

CONCLUSION

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.”

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
David 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: ~~180~~ 454

Footage of Building: 7,910 corner/double frontage lot Footage of Street frontage: 180 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) *Erin Gardner* Signature *David 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.

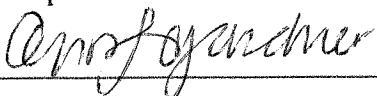
NOTICE TO PERSONS COMPLETING THIS FORM

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"



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Client: Gardner & Co. Salon

City, State: Excelsior, MN

Project Manager:
Russ Anderson: 952-908-9130

Client Project Specialist:

Drawn by: D. Kehler

Page Scale: 1"=1' - 1/4" SCALE
Page Size: 11 x 17

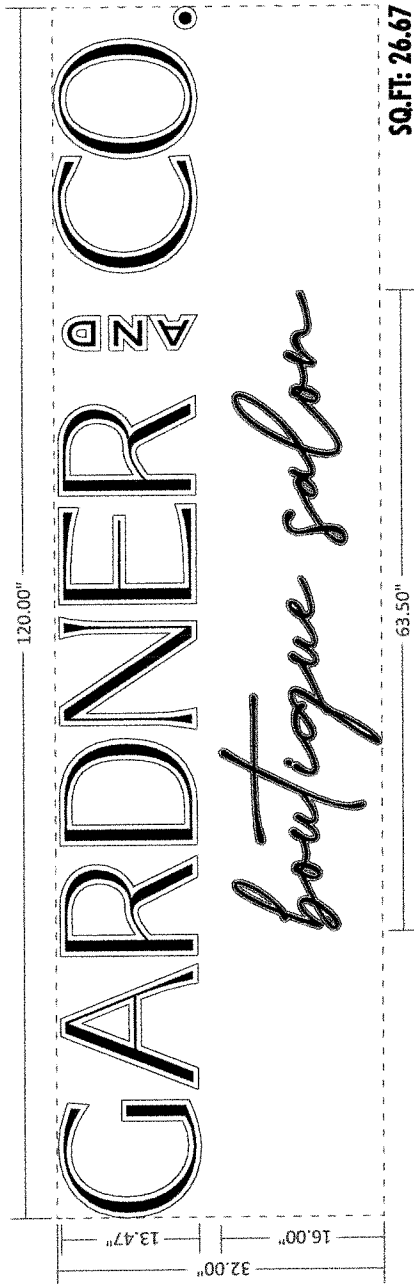


Drawing Date: 10/06/2025
REV1 Date: 10/10/2025
REV2 Date: 03/28/2026
REV3 Date: 02/13/2026
REV4 Date: 02/16/2026



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FRONT VIEW

SIDE VIEW

Dimensional Letters & Logo

Quantity (sets): 1
Over-all Size: 32" H x 120" W - 26.67 sq.ft
"GARDNER AND CO.": 13.47" H x 120" W
"Boutique Salon": 16" H x 63.50" W
Material: Aluminum
Depth: 0.25"
Material Finish and Color: Painted White with Black Vinyl Center
Mounting: 0.50" Spacers

ITEM REPORT

To: Heritage Preservation Commission

From: Jess Long, City Planner, Julia Mullin, Community Development Director

Meeting Date: May 21, 2026

Department/Office: Community Development

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

Summary:

Background

Staff presented an amended Sign Ordinance (Chapter 24 of the city's zoning ordinance) to the Heritage Preservation Commission (HPC) at the April Commission meeting. The Commission continued the ordinance review to a Special Meeting of the HPC in May in order to devote adequate time to the review.

As previously noted, the goal of revising the Sign Ordinance is to:

1. Make the ordinance easier to use (for businesses and Staff) by reorganizing it and adding tables and graphics to display information.
2. Ensure that maximum sign sizes are appropriate for the scale of our commercial properties.
3. Review policy on illuminating signs.
4. Increase clarity about signs that are prohibited.
5. Increase clarity about temporary signs and how they are administered.
6. Update definitions and standards to reflect today's sign technology.

Staff recommends that the City repeal the existing sign ordinance and replace it with this proposed draft. (The existing sign ordinance was provided with the April Planning Commission packet; this is a link to the online ordinance: [Excelsior Sign Ordinance](#)).

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

Role of the Heritage Preservation Commission

It is the HPC's role to review the proposed sign ordinance amendment for its interaction with and compatibility with the Preservation Design Manual's (PDM) guidelines for signs within the historic district. The PDM guidelines for signs do not belong in the Zoning Ordinance, however, the guidelines and zoning regulations should be compatible and certainly not be in conflict with one another.

The HPC 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, Cottage Commercial, and Mixed Use Commercial districts (not all of which are in the Downtown Historic District) result 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. (A working summary of the committee's comments is attached.)

Recommended Action:

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

Budget:

Attachments:

1. 1_ Excelsior Sign Ordinance Draft - 05_14_26
2. 2_ Pages from Design Manual - Commercial Sign Guidelines
3. 3_ HPC Subcommittee Sign Recommendations

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.

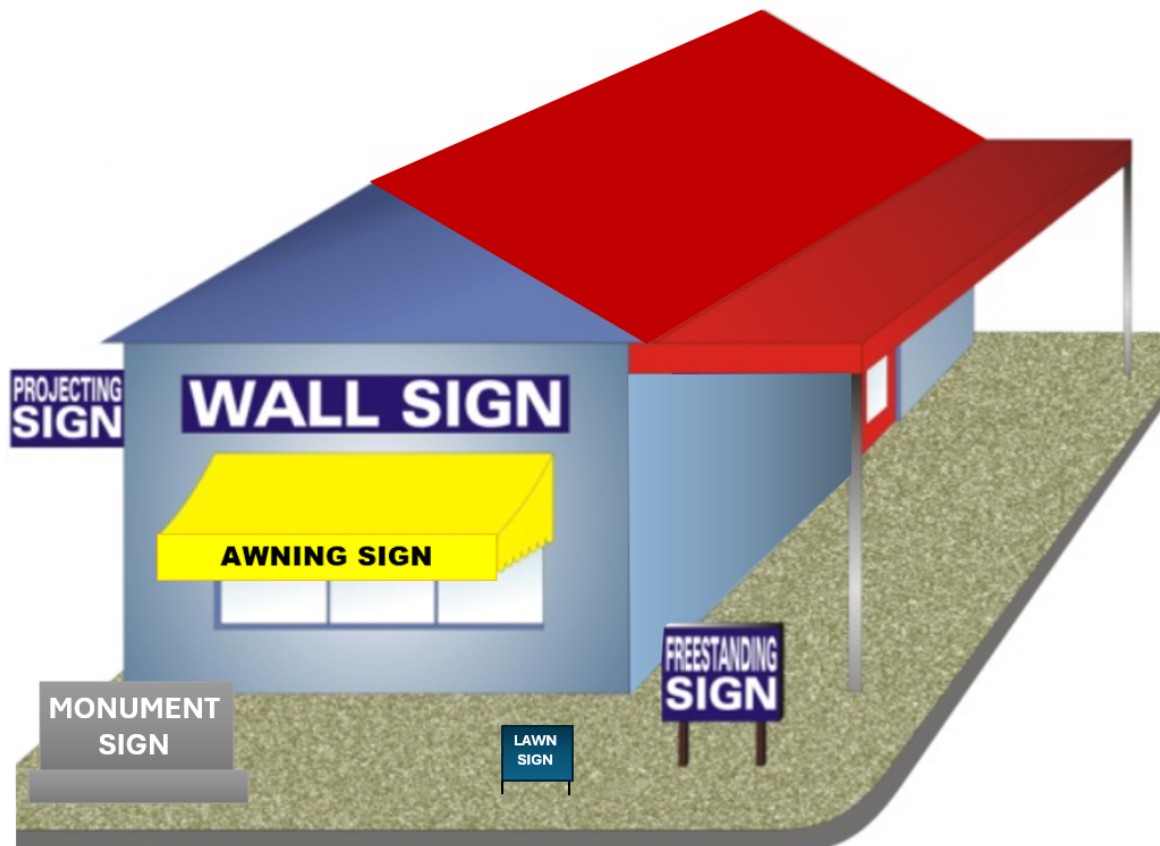
Noncommercial Sign: Any sign that is not a commercial sign.

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. Signs - prohibited

- (a) Feather signs.



- (b) Sign or sign structures that obstruct any window, door, fire escape, stairway or opening intended to provide ingress or egress for any building structure.
- (c) Balloons, and stringers.
- (d) 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.



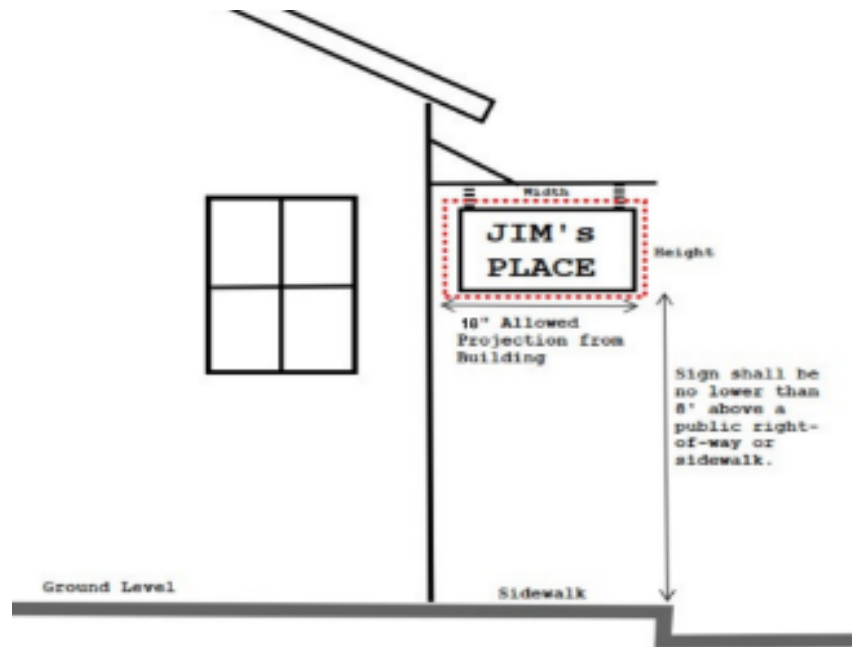
- (o) Multivision signs.
- (p) Video display signs.

-
- (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.
 - (u) 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.
 - (v) Signs within an easement, except for signs installed by authorized governmental agencies or approved by the holder of the easement.
 - (w) 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.
 - (x) All other signs not expressly permitted by this ordinance.

Sec. 24-3. Signs - general requirements and standards

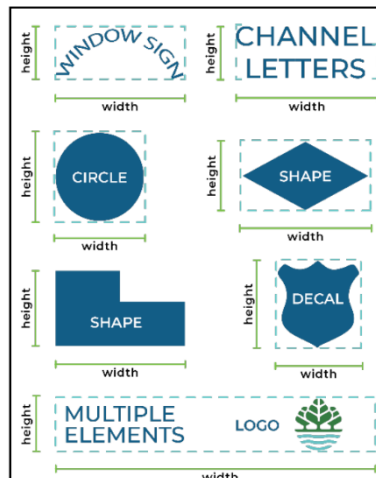
- (a) Signs and sign structures shall be properly maintained and kept in a safe condition. Sign or sign structures which are rotted, unsafe, deteriorated, or defaced shall be reprinted, repaired, or replaced by the owner or agent of the building upon which the sign stands. The ground around any sign shall be kept free of weeds and litter in conformance with Chapter 16 of the Code.
- (b) 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 a maximum of three and a half (3.5) feet in height and shall be no greater than seven (7) square feet in size.
 - f. shall be made of wood or metal material.
 - g. if related to special events, such as event parking, 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, only during hours of valet service operation.
- (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.

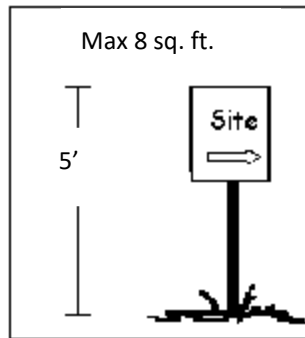
(q) All signage shall comply with the design standards and the requirements of the Heritage Preservation Commission, where applicable, as found in Chapter 20 of the Code.

(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. 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. Including lawn signs.
- (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. Signs—permit required.

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

Table A. 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
Sacred community, 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 as provided for in Article 4 of this Appendix E.		

Table B. 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.
Sacred communities, 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. 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. 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.

Sec. 24-6 Signs – Additional District Requirements

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

- (1) Businesses shall not display more than three (3) permanent signs, whether such signs be projecting, wall, freestanding, window, or awning, including signs for rear entrances. In addition, businesses may display one (1) sign on the rear elevation of the building at a business entrance.
- (2) Window lettering signs of less than six (6) 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 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
 - (6) *Awning Signs.*
 - a. Awnings installed on buildings in the DC District shall not obstruct significant architectural features.
- (b) 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.
- (c) 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 two (2) square feet, with a distance of six (6) inches from the back of the sign to the wall face.
-

-
- (2) Sacred communities and other public places may have one (1) monument sign up to six (6) feet in height and one (1) wall sign. Total signage area must be no greater than thirty-two (32) square feet.
 - (3) Residential subdivisions or multi-family complexes, four (4) units or more, may have one (1) wall or one (1) monument sign. Total signage area must be no greater than thirty-two (32) sf and height no greater than four (4) feet.

Sec. 24-7. 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, posters, pennants, ribbons, displays, streamers or spinners used as a sign on private property.
- (b) 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 them 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.
- (c) 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.
- (d) For all uses in the Public Institutional district and Sacred Communities in all districts 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.
- (e) 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 (10) 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.
- (h) The use of searchlights is allowed as permitted in Section 16-5 of this Appendix E and an administrative permit is required.

Sec. 24-8. 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. 24-9. 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. 24-10. 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. 24-11. 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

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- (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.
 - (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. 24-12. 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. 24-13. 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. 24-14. 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:

- (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 thirty (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 thirty (30) day period of allowance of (f).

Signage and Lighting



Signage is an essential element in any commercial district. Anonymity is clearly not good for business. Unfortunately, signage has often been one of the most disfiguring elements in the urban landscape. A visual clutter of oversized and ill-positioned signs presents a negative image for the entire street.

A business sign is important not only as an identifier, but equally significant as an expression of an image for the business. Don't underestimate the value of quality signage. A clear message, presented with style, will encourage passersby to venture in. Money spent on quality signage is usually money well spent.

When thinking about signage, consider the following:

Size and placement

Signage should be directed at and scaled to the pedestrian. Don't assume that the largest sign is the best. Pay particular attention to how your sign relates to your building. Look for logical signage locations on your facade.



On commercial architecture the best location for signage is at the continuous flat wall areas above storefront display windows and below the upper level windows. Where such space is limited by the location of the storefront cornice or a balcony, signage can be applied to the display windows or on low-profile projecting signboards. Don't cover windows, doors, or architectural ornaments. A good sign looks like it belongs where it was placed. It should be an extension of the overall design of your facade.

Since some of Excelsior's businesses are located in residential structures, their commercial signage is often provided on freestanding, sign posts in front yards. Further signage discussion and city requirements for both permanent and temporary signs are listed in the Excelsior Zoning Code.

Message and design

A good sign is simple and direct. Don't be tempted to say too much. Choose a letter style or graphic treatment that projects your image and is clear and easy to read. Coordinate sign colors with the colors of your building. Remember that visual clutter will only dilute your message.



A good sign can take many forms. It may be painted on a flat panel, or it might have a sculptural quality. Individual letters might be applied to the facade. Logos or lettering can be painted, stenciled, or engraved on windows. Even the valance of an awning can be an excellent signboard. Sign designs that brings additional identity to storefront businesses, by using three-dimensional signs, symbols, or representations

of the business (mortar and pestle, scales of justice, barber poles, etc.) are encouraged. Small two-sided signs that project perpendicularly over the sidewalk are excellent for communication for pedestrians. Neon signage cannot be used on the building exterior. Lighting for other kinds of signage should be limited to direct illumination by soft/warm LED or compact florescent light fixtures.

Inappropriate signs

Certain sign types are generally considered inappropriate in an historic commercial district. These include large projecting signs, rooftop signs, and internally illuminated awnings and signs.

Ghost signs

The preservation of historic signs is also important as the reuse of historic structures occurs over time. Ghost signs, faded advertisements generally painted on the exposed side walls of commercial structures, from the downtown's period of significance should be preserved and not obscured by newer signage or overpainted.



The **FRED HAWKINS HOTEL CAFE** ghost sign in downtown Excelsior



Commercial Sign Guidelines

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

Orientation & Placement

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

Design

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

Ghost Signs

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

Lighting for Signs

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

Commercial Lighting Guidelines

General

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

Exterior Building Lighting

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

Free-Standing Lights

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

ATTACHMENT A: HPC SIGN SUBCOMMITTEE RECOMMENDATIONS

HPC Subcommittee Recommendations for Zoning Revisions to Sign Ordinance

August 14, 2025

The following recommendations are proposed to promote consistency where possible between the existing Zoning Code Sign Ordinance and the Preservation Design Manual (PDM) Guidelines used by the HPC to review signage in the downtown historic district. Following the City's adoption of a revised sign ordinance, the HPC intends to propose updates to its PDM Guidelines for signage to minimize conflicts with the new ordinance.

	Recommendation	Code Section	Explanation
1	Awnings: Clarify that signage on awnings should be placed on the valance only.	24-9 and 24-10	Aligns with PDM Guidelines
2	Lighting Conduit: Add standards for locating the conduit for lighting signs in less visible locations, and in a manner that doesn't damage masonry surfaces; prohibit lighting under awnings and up-and down-lighting of building facades.	Add to 24-11	Conduit lighting standards are not included in the Sign Ordinance or in the PDM.
3	Grandfathering: Limit grandfathering of non-conforming and non-compliant signs upon their replacement, disappearance, discontinuation, or alteration, to maximum extent legally permissible.	15-6(f)	Current Sign Ordinance states that if a non-conforming sign is abandoned or discontinued for a period of 30+ days, it must be discontinued, and the new sign must conform to current regulations. Recommend reducing this to 15+ days, or whatever reduction is legally permissible.
4	Freestanding, Portable and Sandwich Board Signs. A business may have 1 portable freestanding business sign per street frontage. Incorporate material standards for free-standing signs from the City's	24-5(10) p. 28 of Design Standards under "Sign Type" CS.14	Limit use of sidewalk signs for sidewalk safety and minimizing clutter. Some businesses appear to be keeping their sandwich boards up during non-business hours, so we need a standard for enforcement. Current Sign Ordinance doesn't incorporate appropriate historic district materials,

ATTACHMENT A: HPC SIGN SUBCOMMITTEE RECOMMENDATIONS

	Design Standards into code, whereby signs should be constructed of wood, metal, or other material consistent with the downtown historic district. Backlit plastic sign panels, awnings, or translucent materials discouraged. Restrict portable, sandwich or menu signs to be displayed only during business hours.	Materials and illumination sections in the PDM Guidelines	design standards or PDM requirements when it comes to sandwich boards. Most sandwich boards end up being made of plastic, which are in appropriate in the downtown historic district.
5	Window Signs, Decals, Graphics. Standardize percentage of windows (up to 25%) that may be covered in window signs, decals, or business graphics, along with the number of window signs, decals and graphics. Allow maximum of 2 window signs or business graphics.	24-4 Prohibited Section 24-9 24-9(1) 24-10(1) 24-5(5) PDM CS.7 PDM p. 93 PDM p. 39	The current Sign Ordinance exempts window signs under 6 square feet from being part of the maximum allowance of signs and sign space, which leads to administrative complexity. Decals are not included in the Sign Ordinance and can be extensively added to windows by business owners. Limiting their use will align with the PDM Guidelines, but the Sign Ordinance is not clear enough. Add new clause to make this clear. Current Sign Ordinance only prohibits sign space in windows if it is a temporary sign but does not mention permanent sign. This restriction should apply to all window signs, both temporary and permanent.
6	Temporary Signs. Clarify duration and manner of mounting of temporary signs (real estate) and temporary lighting (patio)	24-6	
7	Rear Signage. Make rear signage less prominent than front entrance signage and prohibit signage where not adjacent to an obvious entrance.	New	Aligns to PDM Guidelines.
8	PDM and Ordinance Complementarity. Provide that the sign ordinance does not override the requirements of the Design	24-5(8)	Aligns to PDM Guidelines

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	Standards and Preservation Design Manual and applies to PUDs unless specifically exempted.		
9	Freestanding Post Sign Clarity. Include language that 4.5-foot freestanding post signs are allowed in the DC district; up to 6 feet in the front yard of a residential structure that is being used for commercial purposes.	24-10(6)	The 6-foot front yard clause is mentioned in the PDM Guidelines, but not in the Sign Ordinance. Need to include in both.

The HPC Subcommittee has the following general recommendations regarding the draft sign ordinance prepared by WSB (Note: No marked comparison to the existing ordinance was available for HPC review).

- All Signs Shall Require a Permit.** Specify that every sign needs a permit, unless official and permitted by state law (e.g., campaign signs during election periods) and signs that would not normally be thought to require a permit (e.g., temporary graduation lawn signs). The Sign Ordinance currently says permits are not needed for temporary signs in residential districts that don't exceed five (5) square feet (24-5(7)); three signs, not exceeding four (4) square feet each (24-7(9)), and for portable signs occupying public or private sidewalk within commercial zoning districts (24-7(10)). Having so many exemptions creates administrative complexity, and allows certain types of business signs to go unnoticed or become unrecorded. Requiring permits for all types of signs would reduce administrative complexity and ensure accurate accounting of all signs (*Reference 24-3 and 24-5 in Ordinance and WSB 24-6*).
- Separate Monument Signs from Freestanding Signs in Historic District.** Limitation of freestanding signage to one monument sign per property and one wall sign per tenant is not workable in the downtown historic district where there is not much room for monument signs. Monument signs are also not considered historically appropriate since they can obstruct views of historical buildings and architectural features, cause visual clutter, and disrupt pedestrians in an area with limited space. Instead, freestanding post signs seem to be more typical in the DC and CC areas of the historic downtown. Many buildings also have multiple small signs per tenant, all of which would become non-

ATTACHMENT A: HPC SIGN SUBCOMMITTEE RECOMMENDATIONS

conforming. Prohibiting the use of monument signs in the DC Historic District for the Ordinance would align with the PDM Guidelines. *(Reference Sign Ordinance 24-10(6) Add to existing clause about freestanding signs)*

- **Valet Signage.** The HPC recommends creating standards around valet parking signs, and limit only one (1) valet parking sign next to a valet booth per business. It is also recommended to require a booth layout and sign location plan with the valet parking license. Currently, valet signs cause clutter in the right of ways, and there is no standard in the Ordinance capping the number of valet parking signs allowed. *(Reference Valet License Ordinance 18-129).*
- **Murals.** Murals shall be defined as artwork, applied on a wall, that contains no logos, slogans, brands, names, trademarks, advertising messages, or graphics of any kind, and not considered as signs. All other signs painted on a wall or backdrop are to be considered wall signs. Murals and painted wall signs shall not be applied directly on unpainted brick or stone masonry, although exceptions may be made for concrete block. This should be applicable not just to the downtown historic district, but all of Excelsior. Mural definitions and guidance are included in the PDM Guidelines and says to refer to the Sign Ordinance if a mural is considered a “commercial sign”, and there should be more clarity on when that is triggered. There should also be a prohibition against lighting of murals (not including painted wall signs), since there is no restriction on mural lighting in the PDM Guidelines nor the Sign Ordinance. The current Sign Ordinance doesn’t have language or guidance around murals at all. Without language or guidance, it leads to administrative complexity in guiding decisions. The Sign Ordinance should include information on murals and distinguish that anything painted on a wall would be considered a wall sign, subject to the ordinance’s Commercial Signage Guidelines. *(New, Aligns with PDM M.1)*
- **Lawn Signs.** Include a maximum amount of lawn signs, up to three (3). There is no maximum established currently in the Sign Ordinance, nor the WSB recommendation draft. *(Reference WSB Draft 24-9(e))*
- **Comprehensive Sign Plans.** Comprehensive sign plans should be required for all multi-tenant buildings, including single-story.
- **Portable Directional or Business Signage.** The HPC recommends that this should not be allowed (such as sandwich board signs or lawn signs installed with wires or stakes on street corners far removed from business entrances). This can lead to visual clutter in spaces not occupied or owned by the business.

ATTACHMENT A: HPC SIGN SUBCOMMITTEE RECOMMENDATIONS

- **Event Signage.** Temporary or portable city-approved event signage shall be reviewed by the city's event coordinator and be stamped. Signage without the official stamp may be removed by city officials (e.g., event flyers, parking sandwich boards). Currently, there are not clear standards over event signage and it has a tendency to cause clutter.
- **Backlighting of Signs.** Limiting lighting of signs in the historic district within the Sign Ordinance will align with the PDM Guidelines. Backlit signs are not appropriate. Installing conduit for illuminated signs may cause irreparable damage to historic masonry or building architectural features. The City should reduce excessive lighting as much as possible. Some neon signs are currently permitted, such as small interior window signs and neon signs for midcentury or art deco buildings. In those cases, exceptions may be made for interior neon signs where historically appropriate. Moreover, the HPC recommends restrictions on illuminated real estate signage in windows, requiring that they have warm lighting. (*Reference Sign Ordinance 24-4*)
- **Maximum Sign Area Calculations.** WSB recommends to calculate the maximum sign area as a specific percentage of the wall space in which a sign is installed. The HPC recommends continuing to calculate maximum sign areas based on a square footage cap rather than a percentage of the wall space, as this leads to administrative complexity.
- **Building Damage.** Whether temporary or permanent, signage and installation shall not pose potential damage to the building. Many signs outside of the historic district are installed without guidance from the Sign Ordinance on minimizing damage to the buildings, and damage could manifest years later. The PDM Guidelines provide guidance on reducing damage in the historic district with specifications on drilling into the mortar, not masonry. The HPC recommends reiterating this in the Sign Ordinance. The HPC also recommends including a reduction of damage for all signs outside of the historic district for longevity. This should include prohibiting the use of individual letter and number signs on masonry walls, unless mounted on board to prevent damage to building surfaces.