

**CITY OF SHOREVIEW
AGENDA
CITY COUNCIL WORKSHOP
JUNE 11, 2012
7:00 P.M.**

1. ROLL CALL
2. JOINT DISCUSSION WITH ECONOMIC DEVELOPMENT COMMISSION AND PLANNING COMMISSION REGARDING SIGN REGULATIONS
3. DISCUSSION REGARDING PERFORMANCE MEASUREMENT PROGRAM
4. DISCUSSION REGARDING CREATION OF A SHOREVIEW CARING YOUTH AWARD
5. OTHER ISSUES
6. ADJOURNMENT

TO: Mayor, City Council, Planning Commission, Economic Development Commission
FROM: Kathleen Nordine, City Planner
DATE: June 7, 2012
SUBJECT: File No. 2440-12-03; City of Shoreview, Sign Code Amendments

Introduction

After some recent discussions regarding complaints received on certain temporary commercial signs in the community, the City Council requested staff to review our current regulations and work with the Planning Commission and Economic Development Commission in drafting amendments that would better clarify for businesses the City's overall intent on what types and levels of temporary signage is acceptable. The Council provided general direction that the City should be consistent and fair in our enforcement of temporary commercial signs but also asked that there be a review of current standards to provide greater flexibility to meet the needs of the local business community.

City staff received preliminary feedback from both the EDC and Planning Commission during the past two months and has now identified some recommended revisions based on the previous direction of the City Council. This item is being presented for discussion at a workshop to better address the issues associated with temporary signs and message center signs.

Economic Development Commission

Understanding that sign regulations impact local business, the Council asked that the Economic Development Commission be included in the review as any proposed amendments to existing regulations. At their May meeting, staff reviewed the proposed changes with the Economic Development Commission. The EDC was generally supportive of the goal to amend regulations to provide more flexibility to the local business community, a streamlined process to include administrative approval, and allow changes in technology such as use of digital message boards as many other cities have allowed. The EDC feels that allowing more flexibility would encourage commercial properties and businesses to invest in higher quality signage and result in less use of temporary signs. The EDC also encouraged the City to seek input from the business community before any new regulations are enacted.

Planning Commission

The Planning Commission recognized the importance of temporary signage for businesses but also expressed concerns regarding the appearance of our business community and the City's enforcement efforts. The Commission supports efforts to amend the regulations and provide additional flexibility provided the signage is reasonable and displayed in accordance with the City's regulations. However, the Commission believes that without enforcement of the regulations, modifying the code will not alleviate the existing issues associated with temporary signs. While there is recognition that message center signs may alleviate the need for temporary signs (in some instances), concern has also been expressed regarding graphic

display, brightness and readability, and potential impact on the appearance of the City's commercial areas.

Code Enforcement Efforts

Code enforcement efforts regarding signage have primarily focused on addressing temporary signs in the public right-of-way, including those on utility poles. The Code Enforcement staff has conducted sweeps pulling temporary signs placed along the primary roadways in the City. Signs which are pulled are held for a reasonable period of time and then disposed of unless claimed by the owner. A sign impoundment fee of \$25.00 is charged.

The staff has received a very small number of complaints regarding temporary signage on business property. When a complaint has been received, the standard code enforcement process is followed. The property owner/business is notified of the city's requirements and the need for a permit.

Proposed Text Changes

After discussion with both groups, the staff concluded that the text changes should address temporary signs, message center signs and comprehensive sign plans. The following summarizes the possible changes which are being presented to the group for further discussion (See attachment).

Temporary Signs

Provide additional flexibility for businesses displaying temporary signs while maintaining the quality and character of commercial areas

1. **(2a) Sign Area:** Provide more flexibility for the maximum sign area permitted based on Site Characteristics – Larger buildings would be permitted to have larger temporary signs (greater than 32 square feet)
2. **(2b) Number permitted:** Increase the number permitted per year from 2 to 4 and the duration of display time from 7 to 14 days
3. **(2b/c) Regulations are applied per building:** Should different regulations be established for multi-tenant buildings?
4. **(2i) Illuminated signs:** would be permitted in windows
5. **(4) Level the playing field for civic event signs and private commercial signs**
6. **(203.040B) revise to permit sandwich board signs provided certain standards regarding location and size are met**

Message Center Signs

Permit message center signs to provide businesses additional opportunity to advertise products, services and special events

1. **(8a) eliminate the restriction allowing these for only public/quasi-public uses. Standards would remain as stated for all uses**

Comprehensive Sign Plan

Streamline the review process

1. **(208.060 D and E):** Eliminate the need for a Comprehensive Sign Plan if the proposed Project Identification signs comply with the City standards, including location on arterials
2. **(203.040 C):** Comprehensive Sign Plans are required if 2 or more signs of a single type are proposed. If the signs comply with the City Standards, the Sign Plan can be administratively reviewed. Deviations or waivers from the City Standards require review by the Planning Commission and final action by the City Council.
 - a. Expand Administrative Review by including “smaller or minor” deviations
 - b. Deviations are similar to Variances – allow the Planning Commission to review and take final action on the comprehensive sign plan – similar to variances and residential design review

Review Process

In addition, the Council has asked that the business community be informed of the proposed changes and given the opportunity to comment on any proposed changes. The following summarizes the review process being proposed. Staff is seeking direction on how to engage the business community.

1. **Review by Advisory Groups:** Planning Commission and Economic Development Authority
2. **Review by City Council**
3. **Engage Business Community**
4. **Formal Review Process**
 - a. **Public Hearing – Planning Commission**
 - b. **City Council – 4/5 majority vote**

Staff Recommendation

The staff is seeking feedback regarding the changes proposed in the attachment. Text language will be brought back to both Commissions and the City Council next month and if supported, said changes will then be presented to the business community at an open house.

**PROPOSED AMENDMENTS TO
COMMERCIAL SIGN REGULATIONS)**

208.040 Permitted Signs and Sign Standards:

(A) Signs are permitted, subject to area, height and location requirements of this Ordinance. Provisions of a Comprehensive Sign Plan may deviate from these requirements.

(1) Signs in PUD Districts shall be regulated by the underlying District regulations.

(2) Signs for individual residential buildings are limited to Address, Flag, Political/Opinion, Temporary Real Estate and Seasonal Residential Sales signs, except as otherwise permitted by this ordinance or as part of an approved Comprehensive Sign Plan.

(A) Standards, by Sign Type

Area – should this change to as not to exceed 32 square feet or XX% of the wall area on which it is to be placed

(2) **Business, Temporary**

(a) Such signs may consist of a banner affixed to a principal structure on the premises not to exceed 32 square feet of area.

(b) No more than ~~two~~ four temporary business signs shall be allowed per calendar year, **per building**, and permits for such signs shall not exceed ~~seven (7)~~ 14 days. ~~unless associated with a Grand Opening of a business or development, when a temporary sign may be displayed for up to 14 days.~~ All such signs shall be removed from the premises no more than one working day following the expiration of the permit.

Number permitted per year increased from 2 to 4

(c) A minimum period of ~~thirty (30)~~ 14 days shall be required between temporary sign permits issued for a building.

Note this is per building. Should multi-tenant buildings be considered differently –

(d) No temporary business signs shall be allowed for business located on property that has a changeable copy or message center sign.

(e) All temporary sign messages must relate to a product(s) or service(s) available on the premises, unless the message is noncommercial.

(f) Any banner sign must be affixed to the principal structure in which the associated business is located, except as permitted in Section 208.030(A)(2).

(g) Window signage visible outside of the building is permitted only for commercially zoned property, provided:

(i) It does not exceed 33 percent of the total glass area of the window or door in which displayed.

Interpretation of window area – I would change and use the window area for the entire building elevation and not each individual window pane as it is stated here.

(ii) ~~It is not illuminated.~~ Illuminated business signs shall not exceed 5 percent of the total glass area of the window or door area in which displayed. Said sign area shall be included in the maximum area permitted as identified in item (i) above.

(h) Help Wanted Signs. Temporary display of help wanted signs is permitted as following:

Removed prohibition of non-illuminated and added illuminated signs

(i) The sign is displayed for a period not to exceed 3 months with a period of one month between signs.

(ii) Only one temporary help wanted sign is permitted per property.

(iii) The temporary help wanted sign shall be set back the greater of 5 feet from all property lines or not less than the setback of the principal freestanding sign.

(iv) The sign area shall not exceed 32 square feet unless greater area is approved by the City Manager.

(v) The sign shall not be used for advertising or commercial messages outside the purposes of employee recruitment.

(3) **Changeable Copy or Readerboard** – Changeable Copy signs are permitted only when integrated into a freestanding sign. The changeable copy portion of the sign must be accompanied by the name of the building or facility displayed in an individual-letter format in letters that dominate all other names and graphics on said sign. Commercial messages must advertise only goods and services available on the premises.

(a) In Business Districts, Changeable Copy signs are permitted, provided:

(i) The maximum area of the changeable copy shall not exceed 40-square-feet of area in a C2, General Commercial, C1, Retail Service District, and not more than 30-square-feet of area in a C1A, Limited Retail Service District.

Rev. Date
2/4/08
Ord. #824

1. Fuel stations may integrate a Gas Price Display sign into a changeable copy sign, provided:

- a. Copy height shall not exceed 16 inches;
- b. The Gas Price Display shall not exceed 6 square feet;
- c. Electronic copy is limited to numeric characters only;
- d. Electronic copy shall be a static display using a single color and shall not scroll, flash or blink or include animated copy or graphics.
- e. The level of illumination is controlled and limited as specified in Section 208.040(8)(g).

(ii) Changeable Copy signs shall not be used to display a listing of tenant names.

- (b) In Residential Districts, Changeable Copy signs are permitted only to display non-commercial or public service announcements when displayed on the site of an approved public or quasi-public land use, provided the changeable copy sign does not exceed 30 square feet of area, unless it faces an arterial roadway, in which case up to 40 square feet of changeable copy sign area may be permitted.

(4) Civic Event Signs.

- (a) The area for such signs shall not exceed 8 square feet when located on property used for residential purposes and not more than 32 square feet for any other land use.
- (b) Only one such sign is permitted per property unless the site abuts two or more arterial roadways, than a sign may be displayed adjacent to each such roadway.
- (c) Such signs shall not be posted prior to 30 days in advance of the event and shall be removed within 2 days following the special occasion.

(5) Construction. A temporary sign placed at a construction site identifying the project and may include any of the following items of information: the name(s) of the architect, engineer, contractor, financier, or other involved parties. Leasing information may be integrated into the sign text.

- (a) The face area of such signs shall not exceed 12 square feet for residential developments and 64 square feet for non-residential uses and such signs shall extend no higher than twelve feet above the ground surface.
- (b) Only one such sign is permitted per property unless said property adjoins two or more collector or arterial roadways in which case identical signs may be displayed along each such roadway.

- (c) Such signs shall be removed within seven days of the issuance of a certificate of occupancy for any building on the site or within 2 years of the date of issuance of the first building permit, whichever is sooner.
- (d) Such signs shall not be posted prior to the development/project receiving at least preliminary approval from the City Council. Such signs shall also be removed within one year of installation if a building permit has not been issued or upon the erection of a leasing sign.

(7) **Incidental.** Incidental business signs located outside on a premise shall comply with the following requirements:

Incidental signs are permanent signs and not temporary

- (a) Not to exceed a total of 3 square feet of area, unless integral to and permanently included within the architectural perimeter of an approved wall or freestanding sign(s), in which case up to 6 square feet is permissible.
- (b) Signs that give notice of the presence of a property security system are permissible in all zoning districts, provided the sign face does not exceed one square foot of area.
- (c) Incidental business sign area shall count towards the total amount of permitted wall signage area.

(8) **Message Center.** The changeable copy portion of the sign must be accompanied by the name of the building or facility. Said name shall be displayed in an individual-letter format in letters that dominate all other names and graphics on said sign. Message Center signs are permitted only when integrated into a freestanding sign ~~on the site of an approved Public/Quasi-Public use,~~ except as otherwise permitted for Gas Price Display signs.

Rev. Date
12/28/05
Ord. 786

- (a) In Business and Industrial Districts, Message Center signs are permitted ~~on the site of an approved Public/Quasi-Public use,~~ provided the maximum area of the changeable copy shall not exceed 30-square-feet of area in a C2, General Commercial, C1, Retail Service District, OFC, Office District, or BPK, Business Park District, and not more than 20-square-feet of area in a C1A, Limited Retail Service District
- (b) In Residential Districts, Message Center signs are permitted when displayed on the site of an approved public or quasi-public land use, provided the changeable copy sign does not exceed 20 square feet of area, unless it faces an arterial roadway, in which case up to 30 square feet of message center sign area may be permitted.
- (c) Duration. In non-residential districts, any portion of the message must have a minimum duration of one hour and must be a static display. In

Remove language allowing message center signs for only public and quasi public uses, thereby allowing them in business areas

residential districts any portion of the message must have a minimum duration of two hours and must be a static display. In all districts, no portion of the message may flash, scroll, twirl, change color, fade in or out or in any manner imitate movement.

- (d) Color. In residential districts, all portions of the sign shall use an amber color.
- (e) Limited Text. The text of the sign must be limited to allow passing motorists to read the entire copy with minimal distraction.
- (f) Audio or pyrotechnics. Audio speakers or any form of pyrotechnics are prohibited in association with an electronic changeable copy sign.
- (g) Brightness. The sign must be preset by the manufacturer not exceed a maximum illumination as measured from the sign's face at maximum brightness of 5000 nits (candelas per square meter) during daylight hours and a maximum illumination of 500 nits (candelas per square meter) for the time period between one half-hour before sunset and one half-hour after sunrise. Notwithstanding the manufacturer's preset, sign brightness shall comply with the requirements of Section 208.030(B).
- (h) Dimmer control. The sign must have an automatic dimmer control to produce a distinct illumination change from a higher illumination level to a lower level, depending on ambient weather conditions and for the time period between one half-hour before sunset and one half-hour after sunrise.
- (i) Orientation. In all districts the sign must be oriented so that no portion of the sign face is visible from an existing or permitted principal structure on any residential lot.

208.050 Prohibited Signs.

- (A) Rotating or otherwise moving signs.
- (B) Roof signs.
- (C) Projecting signs.
- (D) Portable signs.
- (E) Signs and/or posters which are tacked on trees, fences, utility poles, sign supports, or other similar objects.

Portable signs includes small temp signs like sandwich boards

- (F) Signs painted directly on building, walls, or fences except works of art which do not contain commercial messages.
- (G) Flashing, blinking or animated signs, including but not limited to traveling lights or any other means not providing constant illumination, except approved Message Center signs.
- (H) Obsolete signs.
- (I) Pennants, whirling devices, balloons, inflatable devices and/or other apparatus resembling the same.
- (J) Signs that contain telephone numbers, hours of operation, drive-through facilities, product names, or logos that are not part of the business's official name, unless part of an approved incidental sign or part of an official public service announcement.
- (K) Signs that obstruct any window, door, fire escape, stairway, or opening intended to provide light, air, ingress or egress for any structure.
- (L) Signs placed on vehicles or trailers which are parked or located for the primary purpose of displaying said sign, except such signs attached to buses, taxis or other vehicles operating during the normal course of business.
- (M) Signs which constitute a public nuisance shall not be erected, installed or otherwise displayed. Such signs shall include, but not be limited to, signs that contain any indecent or offensive picture or written material or permissible temporary off-site signs erected without the permission of the property owner.
- (N) No sign may be erected or otherwise displayed that by reason of its location, shape, movement, color, or any other manner interferes with the proper functioning of a traffic sign or signal, obstructs the vision of pedestrians, cyclists, or motorists traveling on or entering public streets, or otherwise constitutes a traffic hazard. All signs shall also comply with the traffic visibility requirements set forth in Section 206.010(B) (Landscaping and Screening).
- (O) No signage is permitted on outdoor telephone booths, other than to identify the telephone.
- (P) Multi-vision signs.
- (Q) Shimmering signs.
- (R) Video Display signs.

<p>Rev. Date 2/4/08 Ord. #824</p>

208.060 Comprehensive Sign Plan. A sign plan for a building and its associated grounds, a multi-building development site or a multi-tenant building indicating the number, types, locations, dimensions, materials, and colors of signs proposed. An approved Plan may vary from the design and dimensional standards set forth in the Sign Code without approval of a formal variance, provided it would result in attractive signage that is compatible with the premises and with adjoining development.

(A) **Comprehensive Sign Plan Required.** A Comprehensive Sign Plan is required if two or more signs of a single type that require a permit are proposed for an existing property or structure. Sign permits shall not be issued for multiple signs of a single type until a Comprehensive Sign Plan has been approved.

(B) **Elements:** The Comprehensive Sign Plan review shall consider five elements that shall govern all signs within the development: location, materials, size, color and illumination. The Comprehensive Sign Plan application shall include details, specifications, dimensions, and plans showing the proposed locations of signs and how such signs conform to the requirements of this Ordinance. It shall also show the computations of the maximum total sign area permitted for the site as well as any special computations regarding additional signs proposed.

(C) **Allocation of Wall Sign Space** The Plan should show the allocation of permitted allocation is not specified in the Plan, the City may issue permits for wall signs frontage such tenant controls on the applicable wall. The City will cease to issue permits in such cases when all available wall sign area has been committed through permits.

(D) **Project Identification signs** Approval of a Comprehensive Sign Plan is required to construct a project identification sign if there will be any other freestanding signs on the site, including a second project identification sign. If another freestanding sign(s) is proposed for a development, it shall be monument-style and be no larger than 50 percent of the area of the primary sign and not taller than 10 feet, unless the primary sign is an individual letter, monument-style, in which case the second sign may have up to the same area and height as the primary sign.

(E) **Location on two Arterial Roads** Structures with frontage on two arterial roads shall be permitted both a freestanding and wall sign facing each arterial road, subject to approval of a Comprehensive Sign Plan, provided the structure is not part of a development which qualifies for a project identification sign.

Re: D and E
should a CSP be
required for these
– or permit them
through CSP
Admin Review.

203.040 Sign Permit.

Rev. Date
2/4/08
Ord. No.
824

(A) **Permit Required.** A permit shall be obtained prior to the installation, alteration or display of any sign for which a permit is required, including the installation or alteration of illumination of a sign whether direct or indirect, internal or external. No sign permits shall be approved unless the City Manager finds that the

proposed sign meets the standards of Section 208, Signs, or is consistent with a Comprehensive Sign Plan approved for the property.

(1) Application. Application for a sign permit shall be made on a form provided by the City Manager and shall be submitted with the required information.

(2) Review Process. The City Manager shall administratively review the application in accordance with Section 203.020(D) (Administrative Review) and for compliance with the Development Ordinance and the standards in Section 208 (Signs).

(3) Expiration. Sign permits shall become null and void if the sign is not installed within 180 days after the issuance of a permit.

(B) Permit Exemptions. No permit will be required under this article for the following types of signs, subject to the limitations specified in Section 208:

(1) Window.

(2) Address.

(3) Temporary real estate, except off-site direction sites for residential developments, as regulated in Section 208.040(B)(13)(b).

(4) Political opinion.

(5) Civic event.

(6) Public traffic control.

(7) Construction.

(8) Garage sale.

(9) Traffic directional signs.

(10) Public notices or any sign relating to an emergency.

(11) The following Temporary Business Signs

a. Sandwich Board Signs provided they are located on or near a sidewalk area adjacent to the building

b.

Would require additional changes since sandwich board signs are considered portable and prohibited.

(C) Comprehensive Sign Plan

(1) Administrative Review.

(a) Eligible Projects. Comprehensive Sign Plan review for multiple signs for a building or property may be reviewed administratively by the City Manager, in accordance with Section 203.020(D), provided ~~no~~ for the following deviations from the standards for signs as stated in Section 208; are proposed

i. Free-standing Signs

- a. The area of the Free-standing sign exceeds the maximum area permitted by no more than 5%
- b. The height of the free-standing sign exceed the maximum height permitted by no more than 2'.

ii. Wall Signs

- a. The number of wall signs exceeds the maximum number permitted by one.
- b. The length of the wall sign exceeds the maximum length permitted by no more than 5%,
- c. The allowable area of the wall sign exceeds the maximum area permitted by not more than 5%.

(b) Application. Applications for Comprehensive Sign Plan review shall be made on forms provided by the City Manager and be accompanied by detailed drawings to show the dimensions, design, structure and location for the sign. The applicant must provide any and all information requested by the City Manager for the purpose of determining compliance with the standards of Section 208 of the Development Ordinance.

(c) Criteria for Review. The City Manager may grant approval of the Comprehensive Sign Plan only when the proposed signs comply with the standards ~~the other provisions~~ of Section 208 of the Development Ordinance. ~~Any deviations to the sign standards require review by the Planning Commission and approval by the City Council.~~

(2) Comprehensive Sign Plan Review by the Planning Commission/City Council.

Since CSP's are a waiver from the codes, could they be processed similar to the variance where the PC takes final action?

(a) Review. Comprehensive Sign Plan applications not eligible for administrative review shall be processed in accordance with Section 203.020(B).

(b) Application. Applications for Comprehensive Sign Plan shall be made on forms provided by the City Manager and be accompanied by detailed drawings to show the dimensions, design, structure and location for each sign. The City Manager shall forward completed applications to the Planning Commission.

(c) Criteria for Review. Approval of the Comprehensive Sign Plan may be granted only when the proposed signs comply with the standards of Section 208 of the Development Ordinance. When a deviation is proposed, approval shall be based on findings that:

- i. The plan proposes signs consistent in color, size and materials throughout the site.

- ii. Approving the deviation is necessary to relieve a practical difficulty existing on the property.
- iii. The proposed deviations from the standards of Section 208 result in a more unified sign package and greater aesthetic appeal between signs on the site.
- iv. Approving the deviation will not confer a special privilege on the applicant that would normally be denied under the Ordinance.
- v. The resulting sign plan is effective, functional, attractive and compatible with community standards.

(3) Length of Comprehensive Sign Plan Approval. Any signs permitted under the terms of Comprehensive Sign Plan approval shall be installed and maintained in conformity to the terms of such plan and any conditions designated in connection therewith. The approval shall remain in effect for so long as the conditions agreed upon are observed, provided that nothing in this section shall prevent the City Council from action or amending the Development Ordinance.

TO: Mayor and City Council
Terry Schwerm, City Manager

FROM: Jeanne A. Haapala, Finance Director

DATE: June 6, 2012

RE: Performance Measurement Program 

Introduction

In 2010 the Legislature created the Council on Local Results and Innovation (CLRI) “to foster the use of performance management by local governments”. During the first phase of their work, the LCRI developed a “standard set of approximately ten performance measures” for both counties and cities. The standards are intended to aid residents and elected officials in determining the efficiency of service delivery, to measure residents’ opinion of services, and to serve as an example of how to develop meaningful and useful measures.

The State of Minnesota included two primary incentives as an encouragement for adopting the standards, as follows:

1. Local Performance Aid (LPA) up to 14-cents per capita (for a maximum of \$25,000)
2. Exemption from levy limits

Shoreview passed a resolution in June of 2011 adopting 23 performance measures, and stating that the City was developing performance measures for implementation in 2011 (for the 2012 budget), and for future budget cycles. Shoreview incorporated those measures into the City’s 2012 budget, and incorporated many other measures for each activity. As a result, Shoreview received \$3,506 of LPA from the State of Minnesota during 2011. Since levy limits were not in effect for 2012, the second incentive was not relevant for the 2012 budget and tax levy.

Discussion

In February of this year the CLRI released the second phase of its work “by recommending minimum standards for comprehensive performance measurement systems”. The minimum standards are as shown at the top of the next page:

1. Adopt comprehensive **outcome goals** for the services that are provided by the City. Outcome goals describe the desired impacts on citizens. The example provided for an outcome goal for public safety services was “a 10 percent decrease in Part I and II crimes over the next year”.
2. Establish appropriate **outcome and output performance measures** for the services being provided. Output measures detail the units produced, goods for service provided, or people served, describe the results of those efforts, and are used to assess whether the outcome goals are being met. The public safety example provided was “police or fire response times”.
3. Report the results of the performance measures at least annually to the public through general publication, direct mailing, on the City’s website, or through a public hearing. This step is intended to ensure accountability to the residents and businesses served by the City.

In order to qualify for LPA reimbursement for 2012 and all future years, the City must file a report with the Office of State Auditor by July 1 consisting of the following:

1. Resolution approved by the City Council declaring that the City has or will:
 - a. Adopt of the minimum 10 performance measures.
 - b. Implement a local performance measurement system as developed by the CLRI.
 - c. Report the results of the performance measures to the residents before the end of 2012 (as outlined in number 3 at the top of this page).
 - d. Survey the residents by the end of 2012 on the services included in the performance benchmarks.
2. Results of the performance adopted performance measures.

The two most significant issues for Shoreview are the requirement for measurable outcome goals, the need for an annual community survey, and the potential exemption from levy limits in the future.

- Measurable outcome goals will mean restructuring at least some portion of the narrative goals included in our budget document, and creation of a link between those goals (shown on the left side of the Activity Summary pages, and the Activity Measures on the right side of the page).
- Even though Shoreview completed a community survey in late 2010, we will need to conduct another, smaller survey before year end. Information received from Decision Resources earlier this week indicates that the cost of a smaller survey on performance measures only would cost between \$4,000 and \$5,000 annually.
- Since levy limits are not in place for 2013, this benefit is not relevant for this year.

Before preparing a resolution that would commit the City to conducting annual community surveys, staff would like to receive input from the City Council on this issue. If the City chooses to drop out of the program, the consequence would be the loss of LPA, and the future imposition of levy limits on the City (when statutes include levy limit provisions). If the City chooses to continue its participation in the program, the City will be required to further refine budgeted goals (making a measurable connection between goals and activity measures in our budget document) and commit to annual community surveys.

If the City Council chooses to continue participation in the program, staff will draft a resolution for adoption at the June 18 Council meeting.

Police

101-41100

The City contracts with the Ramsey County Sheriffs Department for police services including patrol, traffic enforcement, and criminal investigation and apprehension. The City also contracts for supplemental water patrol on Shoreview lakes. Ramsey County also provides dispatch services for the City under a joint powers agreement. Beginning in 2012, Ramsey County will provide animal control services on a contract basis.

Goals and Objectives:

- Continue active traffic enforcement on City streets by dedicated traffic deputies using district citations, administrative citations, and use of speed carts.
- Expand neighborhood watch programs through better outreach and advertising in ShoreViews newsletters and Night to Unite participation.
- Ensure smooth transition of animal control services from current contract provider to the Ramsey County Sheriffs Department.

Financial Summary	2009 Actual	2010 Actual	2011 Budget	2011 Estimate	2012 Budget	2013 Budget
Funding Uses by Type						
Contractual	\$ 1,677,429	\$ 1,705,238	\$ 1,776,522	\$ 1,778,438	\$ 1,858,994	\$ 1,948,520
Total	\$ 1,677,429	\$ 1,705,238	\$ 1,776,522	\$ 1,778,438	\$ 1,858,994	\$ 1,948,520
Percent change		1.7%	4.2%	4.3%	4.6%	4.8%
Full-time equivalents						
Total	-	-	-	-	-	-
Percent of total General Fund	22.37%	22.29%	21.94%	22.21%	22.32%	22.59%

Budget Impacts:

- Police budget reflects a 1.5% increase after deducting revenue for administrative citations.
- Dispatch costs are increasing in accordance with cost allocations negotiated at time of dispatch consolidation.
- Animal control costs are higher in 2012 due to transition to Sheriffs Department, in addition to higher initial costs for capital equipment.

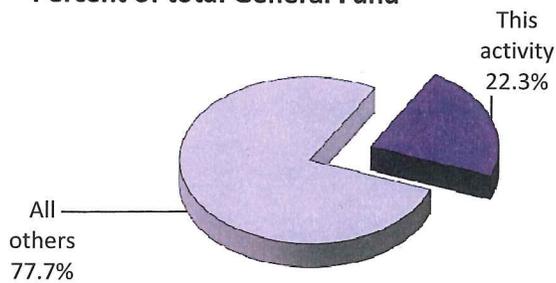
Police			
Activity Measures	2008 Actual	2009 Actual	2010 Actual
Police annual cost per household	\$ 154.45	\$ 161.40	\$ 163.93
% change from prior year		4.5%	1.6%
Number of Police calls for service	6,677	6,441	6,298
Police annual cost per call for service	\$ 240.17	\$ 260.43	\$ 270.76
% change from prior year		8.4%	4.0%
Part I crime rate (per 100,000 inhabitants)		1,104	
Part II crime rate (per 100,000 inhabitants)		972	
Response time for top priority calls (average in min:sec)			5:05

Community Survey Results	2005 Survey	2010 Survey
Residents rating quality of police protection as excellent or good	96%	95%
Percent of residents who feel amount of patrol is about right	78%	76%
Percent of residents who feel traffic speeding is very/somewhat serious problem	49%	46%

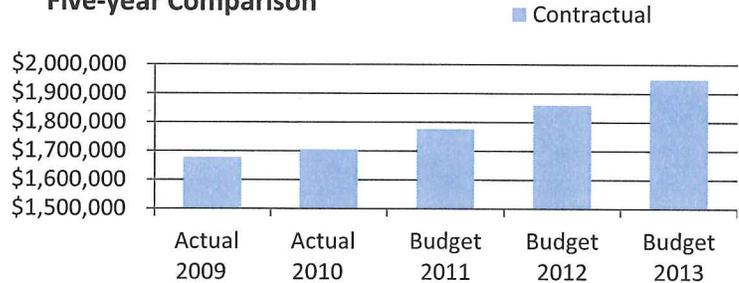
Recent Achievements:

- Administrative citation system was implemented in 2010.
- Transition to new Ramsey County Sheriff, who took office January 3, 2011, has been smooth.

Percent of total General Fund



Five-year Comparison



Streets

101-42200

Streets provides for the safe and reliable structural maintenance and management of all City owned pavement, curbs and gutters; snow removal and ice control operations; operation and maintenance of all aspects of traffic control on roadways under the City's jurisdiction including pavement messages, striping, signs, crosswalks and traffic signals; and integration of sealcoating, crack filling and asphalt repair into the City's Pavement Management Program. The overall condition of the City's pavements is tracked by the Pavement Condition Index (PCI) which is used to determine the timing of various maintenance and rehabilitation strategies and gives an indication of the effectiveness of their policies and/or funding levels.

Goals and Objectives:

- Perform crack filling and asphalt repair work to prepare streets and parking lots for the contracted 2012 Sealcoating Project.
- Maintain or improve Pavement Condition Index (PCI) for both residential and collector streets. The PCI is the main indicator of pavement condition, and is based on the data kept by the City's Pavement Management Program.
- Maintain positive trend in customer satisfaction ratings for snow removal and ice control.
- Deploy speed trailers and traffic counter to be more responsive to neighborhood traffic concerns.
- Develop sign inventory and/or database to assist in mandated retro reflectivity assessment and response.
- Reduce the number of citizen concerns about the sight distance at street intersections and manage right of way by removing/trimming trees, limbs and brush which obstruct movement and sight lines.

Financial Summary	2009 Actual	2010 Actual	2011 Budget	2011 Estimate	2012 Budget	2013 Budget
Funding Uses by Type						
Personal services	\$ 413,779	\$ 413,349	\$ 407,816	\$ 402,192	\$ 416,003	\$ 432,733
Supplies	\$ 99,792	\$ 85,932	\$ 113,200	\$ 113,200	\$ 110,800	\$ 113,800
Contractual	\$ 206,183	\$ 212,331	\$ 236,360	\$ 232,210	\$ 243,170	\$ 261,320
Total	\$ 719,754	\$ 711,612	\$ 757,376	\$ 747,602	\$ 769,973	\$ 807,853
Percent change		-1.1%	6.4%	5.1%	1.7%	4.9%
Full-time equivalents						
Full-time	5.55	5.06	5.06	5.05	5.05	5.05
Associate	0.32	0.32	0.32	0.33	0.32	0.32
Total	5.87	5.38	5.38	5.38	5.37	5.37
Percent of total General Fund	9.60%	9.30%	9.35%	9.34%	9.24%	9.36%

Budget Impacts:

- Supply costs for asphalt and crack filling are projected to rise due to rising oil prices.
- New federal regulations on sign reflectivity will result in increased sign replacement costs.
- While the City has greatly improved the precision and efficiency of ice control in recent years, the amount of road salt and calcium chloride use fluctuates dramatically from year to year based on weather.
- Training/education costs increase more rapidly due to younger crewmembers showing more interest in Public Works Certificates.

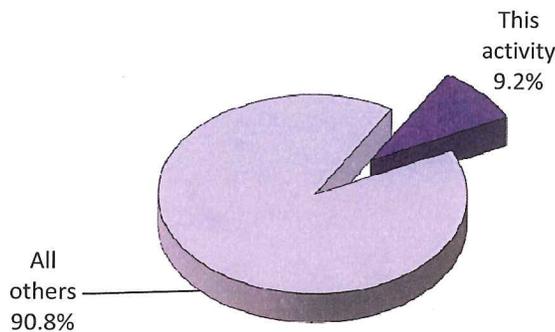
Streets			
Activity Measures	2008 Actual	2009 Actual	2010 Actual
Street maintenance annual cost per street mile	\$ 8,049	\$ 8,216	\$ 8,068
% change from prior year		2.1%	-1.8%
Street maint, ice and snow removal, crack fill, & sealcoat annual cost per mile	\$ 9,360	\$ 12,255	\$ 9,371
Average City street pavement condition rating	no data	75	72
Tons of road salt used	938	350	525
Number of snow plowing events	11	8	14
Number of de-icing and/or anti-icing events	32	20	22
Number of regular (overtime) hours spent plowing and de-icing	700(428)	399(711)	581(1,016)
Pounds of crack sealer used (miles of street crack sealed)	10,000(15.5)	11,250(15.3)	9,000(10.4)
Tons of asphalt used for repairing streets	795	578	579
Hours mowing boulevards (annual total)	80	80	80

Community Survey Results	2005 Survey	2010 Survey
Residents rating street repair and maintenance as excellent or good	82%	88%
Residents rating snow plowing as either excellent or good	84%	96%

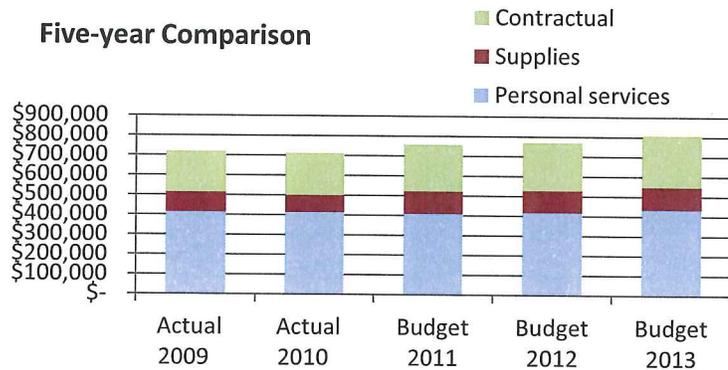
Recent Achievements:

- Fresh Water Society recognized Shoreview with its 2010 Environmental Leadership Award for the reduction of salt use and innovations in decreasing harmful impacts of road salt on our waters. This effort has the benefit of both lowering material costs for road salt and improving water quality in the City's lakes.
- All street division employees are certified in salt calibration and application techniques, and actively participate in ice control classes. This helps manage the costs of deicing materials without compromising public safety.
- The City has received local and national recognition for its previous concrete pavement maintenance strategies and protocols, and which have been adopted nationally, based on the City's experience with the Dale Street Alley and Woodbridge Neighborhood projects.

Percent of total General Fund



Five-year Comparison



TO: MAYOR AND CITY COUNCIL

**FROM: TESSIA MELVIN
ASSISTANT TO CITY MANAGER**

DATE: MONDAY, JUNE 11

SUBJECT: CREATING A SHOREVIEW CARING YOUTH AWARD

INTRODUCTION

The Shoreview Human Rights Commission advises and aids the City of Shoreview by establishing and promoting a community standard of equal opportunity and freedom from discrimination. The Commission envisions a community where all people are welcomed, valued and respected; where each person feels at home.

Each year the Commission hosts a variety of activities for the Community that help educate individuals from the fourth grade poster contest commemorating Martin Luther King Jr.'s birthday, to the sixth, seventh and eighth grade essay contest defining human rights, to community dialogue on a variety of issues from race, religion and elder abuse.

BACKGROUND

At a March meeting, the Commission discussed the decrease in participation of in the essay contest. Each year the Commission receives over 300 posters, but struggle to receive a couple of essay entries. While the Commission understands the intense workload of students, they would like to continue working with high school students.

Staff research other Human Rights Commissions and some youth activities and suggested adding a Caring Youth Award. The cities of Golden Valley, Hopkins and Minnetonka collaborate with the Minnetonka and Hopkins school districts to host a Caring Youth Recognition event to honor the caring contributions of area young people. Each year they receive nearly 50 nominees.

The purpose of this award is to support the attitude of giving without expectation of reward or recognition. It encourages an attitude of recognizing the needs of others and responding to those needs in a personal, caring way.

After researching similar projects and aligning the project with the goals of the Human Rights Commission, Staff created the attached nomination form. It would be the goal of Staff and the Human Rights Commission to hold this nomination process during the school year from March – May each year.

The Commission has two potential ways the Council could award the winners:

1. Formal recognition at a City Council Meeting
2. The Volunteer Appreciation event.

The Commission does plan on hosting this award in the fall of 2012.

ACTION

Staff is asking for the Council to provide any feedback and consider adding this project to the Human Right Commission workplan.

Shoreview Caring Youth Awards

Empowering communities to value youth

and youth to value communities.

The **CARING YOUTH AWARD** is honoring our community's outstanding youth. Nominees should help to make Shoreview a community where all people are welcomed, valued and respected; where each person feels at home.

Submit this **form** and **one page letter**. Clearly address the following aspects in your letter:

- Describe how you know the nominee and the length of your relationship.
- Describe the nominee's activities and character. Include any special attributes or challenges that set this nominee apart.
- Describe the impact this nominee has on other people and/or programs. Include any information about how much time, energy or skill is involved.

Send to: Tessia Melvin, City of Shoreview
4600 Victoria Street North
Shoreview, MN 55126

Email: tmelvin@shoreviewmn.gov

Questions: Call 651-490-4613

All nominees will be recognized at a City Council Meeting on ##### at Shoreview City Hall.

Information about the Nominator (YOU)

Name: _____

Address: _____

City: _____ Zip: _____

Affiliated with: _____

Phone: _____

Email: _____

Nomination DUE

Nominees must live in or volunteer in Shoreview, be in grades 9 through 12, and meet the criteria of one or more of the following categories. Please circle all that apply.

Arts & Creativity

Enriching others through imaginative skills and originality in such activities that include: acting, dance, music, visual arts and writing.

Community Involvement

Volunteering to meet a need in the community through action, education, advocacy or service

Courage

Standing up for beliefs, values and personal integrity and taking action during challenging circumstances to make a difference.

Cultural Awareness

Valuing culture and/or social diversity through action, lifestyle awareness or education.

Environment

Demonstrating leadership and commitment to heighten awareness about environmental issues and promote actions that lead to community sustainability

UnBullying

Creating a welcoming environment for all. Speaking up to prevent bullying or protecting themselves or others from bullying.

Information about the Nominee

Name: _____

Address: _____

City: _____ Zip: _____

Age: ____ Grade: ____ School: _____

Parent(s)/Guardian(s) Information

Name(s): _____

Address: _____

City: _____ Zip: _____

Daytime Phone: _____