

RESILIENT COMMUNITIES PROJECT

# NORTH SAINT PAUL

Branding Guidelines

EMI NGUYEN





# WHAT AND WHO IS NORTH SAINT PAUL?

- AN EXTRAORDINARILY SMALL TOWN IN THE CITIES.
- ESTABLISHED COMMUNITY
- STRONG HISTORIC TIES
- STRIVING TO GROW
- IMPORTANT TO ATTRACT NEW RESIDENTS

# WHAT AND WHO IS NORTH SAINT PAUL?

## GOAL:

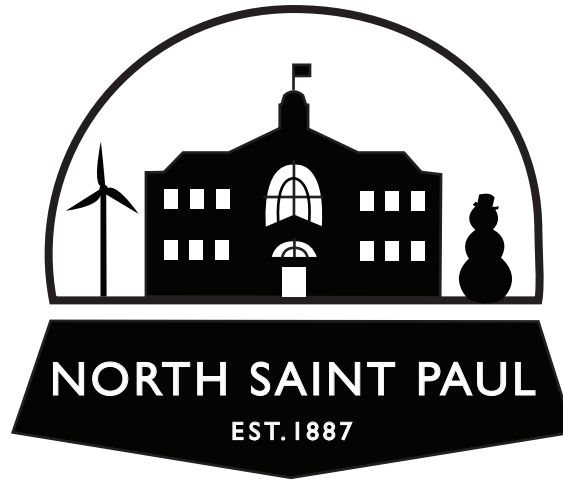
- ENCOMPASS CHARACTERISTICS SPECIFIC TO THE CITY
- RETAIN HISTORIC VALUE
- UPDATE/MODERNIZE
- ATTRACT NEW COMMUNITY MEMBERS AND BUSINESSES





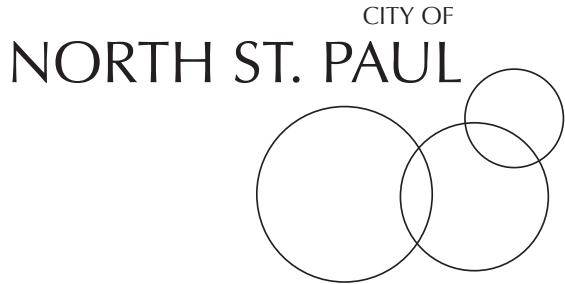
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# PRELIMINARY IDEAS



# FURTHER DEVELOPMENT



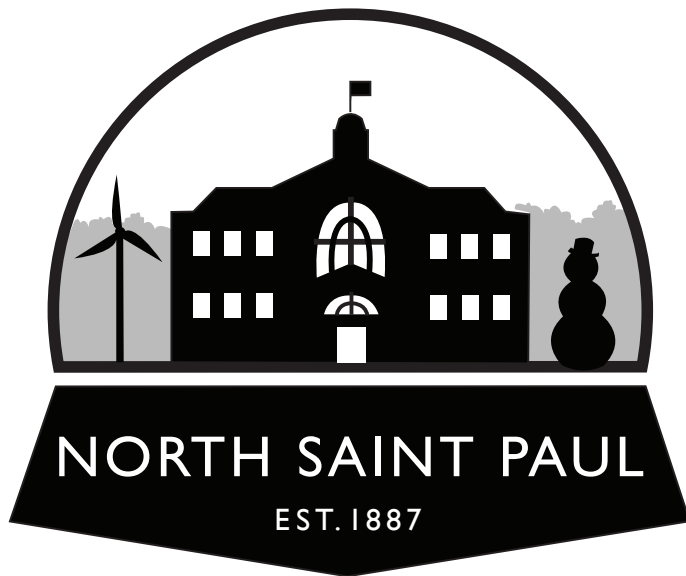
# FURTHER DEVELOPMENT



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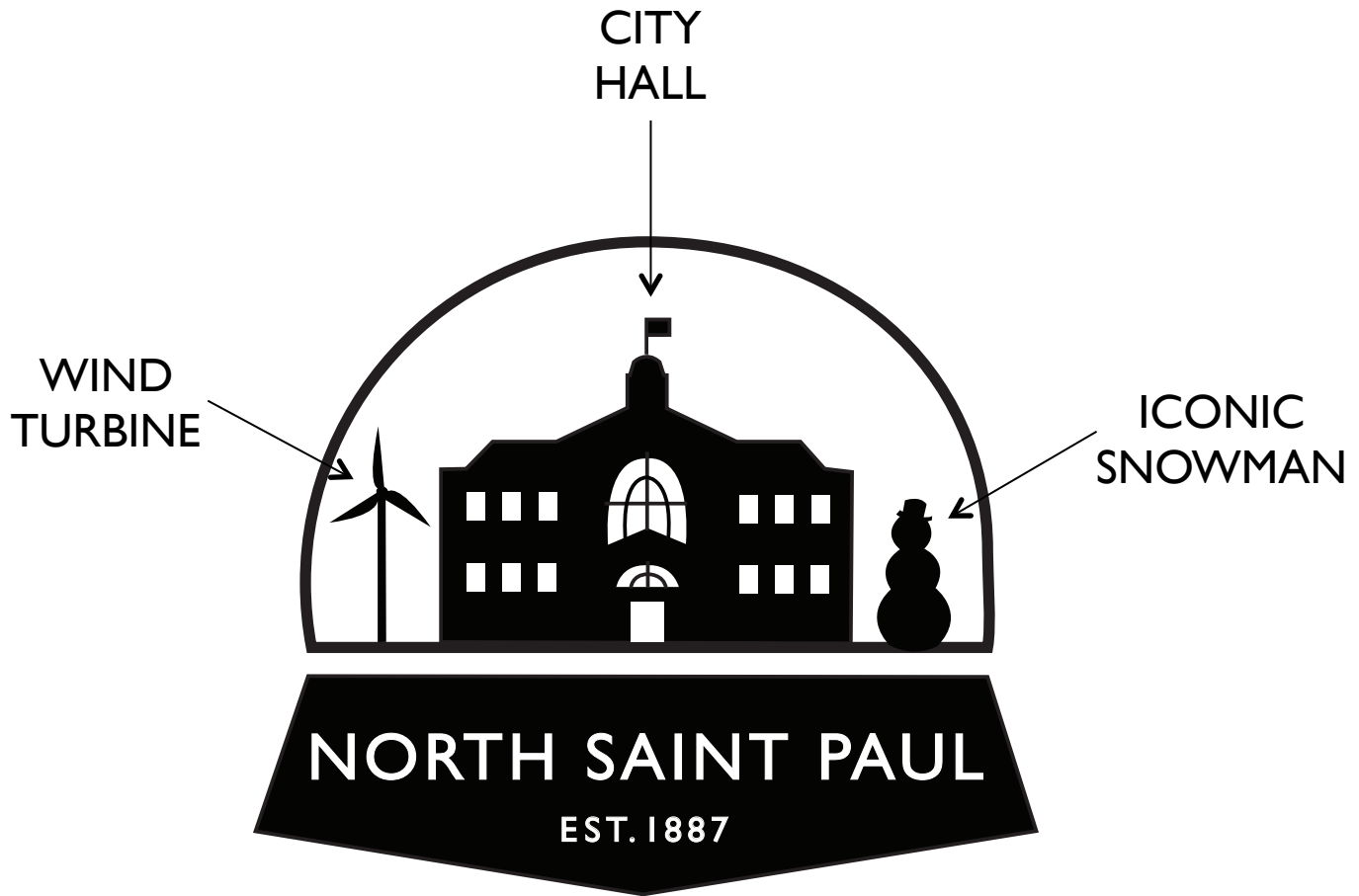


# FURTHER DEVELOPMENT













City Hall  
2400 Margaret Street  
North Saint Paul, MN 55109  
651.747.2400

Dear Residents of North Saint Paul,

The respective Drinking Water Programs of the Oregon Health Authority and Environmental Quality have completed a Source Water Assessment for the Water System Name. The purpose of the assessment was to provide us with information about our drinking water supply and how we might protect it for the future.

One of the products of the assessment was a map showing the land area from which our drinking water supply originates. We are writing to you because your property falls within the identified area and we are asking for your help in protecting our resource.

There are no requirements associated with the assessment. Drinking Water Protection is voluntary in Oregon and how to best protect drinking water is up to the local community. We believe that if area residents, businesses and farms (adjust accordingly) understand that drinking water comes from rainfall [seeping through the land surface to the aquifer] [running off the land surface to the stream] they will be more careful regarding the activities that they do on that land surface. Drinking water quality can be impacted directly by all of our activities.

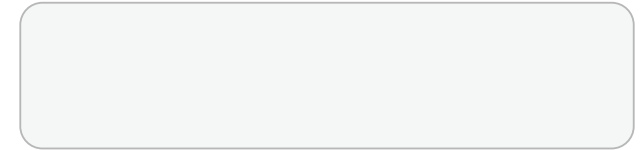
We have included Fact Sheets that describe Best Management Practices, i.e., proven methods that reduce the risk to water quality, for land use activities such as yours. If you are not already, please consider using these in your day-to-day activities to help protect drinking water in our area.

Thank you for helping us to keep our drinking water safe.

Mayor of North Saint Paul  
Mike Kuehn,



CITY HALL  
2400 MARGARET STREET  
N SAINT PAUL, MN 55109



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2400 MARGARET STREET  
N SAINT PAUL, MN 55109  
651.747.2400

HOURS  
8:00 AM - 4:30PM M-F



**NORTH SAINT PAUL**  
EST. 1887

CITY HALL  
2400 MARGARET STREET  
N SAINT PAUL, MN 55109

651.747.2400 8:00AM-4:30PM M-F

The graphic design features a circular logo at the top center, identical to the one on the envelope. The background is a sepia-toned photograph of an industrial building with a sign that reads 'STANDARD CONVEYOR CO'. The text is centered and overlaid on the image.



# VETERAN'S PARK GROUNDBREAKING SET

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HONORING OUR HEROES

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The public is cordially invited to attend the  
ground breaking ceremony of North St. Paul  
Veteran's Park on:

**November 11, 2013 4:30pm**

The future plans for the park include engraved paver stones honoring all U.S. Veterans who provided honorable military service. The pavers will be placed randomly in three memorial red striped areas and may be requested to be side-by-side or rows with other pavers of family or comrades.

North St. Paul Veteran's Park, located on the north side corner of Margaret Street & Hwy 36 is a joint effort of the American Legion Post 39, VFW Post 1350, North High Air Force JROTC and the City of North St. Paul.


- COMPOSE
- Inbox (8)
- Starred
- Important
- Sent Mail
- Drafts (1)
- Circles
- [imap]/sent-mail
- ASU
- Class (1)
- GDES
- nguy1479.email.umn....
- Personal
- School
- SFAC
- INIAVSA
- Alexander Kim

North Saint Paul October 2013 Newsletter! Inbox x

North Saint Paul <www.NorthSaintPaul.net> 9:00 AM (2 hours ago) ☆

City highlights! Learn about the Resilient Communities Project and updates on parking regulations.

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### Historical Society



Morgan Dawley - Municipal Project Manager from WSB & Associates, visits with residents at the Capital Improvement Plan (CIP) Open House on September 25, 2013. Residents met with staff to learn more about the details of the CIP. About 50 people attended.

### Scouts Lend Helping Hand



On Saturday, Sept 22, members of Girl Scout Troop 55284 from North St. Paul, Maplewood, and Oakdale made sure Southwood Nature Preserve was free of litter. Not much litter was to be found (due to environmentally conscious preserve users) so scouts planted wild flower seeds with Master Naturalist David K. Nelson.

## Resilient Communities Project Open House

Are you eager to learn about the project students from the University of Minnesota (U of M) are working on in North St. Paul? Join representatives from the city along with students and staff from the U of M at an open house and learn more about the Resilient Communities Project (RCP).

The open house will take place on Thursday, October 17 from 4-7 p.m. at the North St. Paul Community School located at 2300 North St. Paul Drive (please note new location). Residents will learn about the projects directly from the students and offer them feedback.



There will be plenty of kids activities including learning about green energy, crafts, free kids stuff from the U of M and more! All guests will be able to enter in a raffle to win lots of prizes, including memberships to the North St. Paul Fitness Center. Refreshments will also be available.

Specific projects that students are working on include: Housing Conservation and Aging in Place, Live/Work Housing, Living Streets, and Capital Improvements, Downtown Revitalization Strategies, Civic Engagement and Communication, Environmental Education, Community Gardening Planning and Public Art Planning. [Learn more...](#)

### Winter Parking Regulations

Winter parking regulations will go into effect on:  
November 1, 2013 - March 31, 2014 No Parking 1-7A.M.

- It is illegal for any vehicle, trailer, or implement to be parked on any street or alley between the hours of 1-7 A.M.
- No parking - Two (2) or more inches of snow
- Vehicles must remain off the street or alley until the street or alley has been plowed curb to curb.
- Parking on the grass or landscaped areas is not allowed.
- Vehicles must be parked on the driveway.



OFFICIAL SITE OF THE CITY OF NORTH SAINT PAUL:  
CITY HALL - 2400 MARGARET STREET - 651.747.2400  
HOURS: 8:00 A.M. - 4:30 P.M. MONDAY - FRIDAY

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