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Bruce M. Carlson, AIA  
Patrick G. Blee, AIA

April 12, 2016

Minneapolis Community Planning and  
Economic Development Services Division  
250 South 4<sup>th</sup> Street, Room 300  
Minneapolis, MN 55415-1316

**RE: 710 West Broadway Sign Variance**

Project #: 15277.001

Dear Planning Department:

The purpose of this letter is to address concerns regarding a signage variance for the site listed above.

1. Practical difficulties exist in complying with the ordinance because of circumstances unique to the property. The unique circumstances were not created by persons presently having an interest in the property and are not based on economic considerations alone.

*The building was originally designed with the entrance facing Broadway Ave but per the zoning code the property frontage is actually off 21<sup>st</sup> Ave N where there is no building entrance. It is necessary for the building sign to be visible by customers from the main thoroughfare and parking area. This unique circumstance was not created by persons with an interest in the property and is not based on economic considerations alone.*

2. The property owner or authorized applicant proposes to use the property in a reasonable manner that will be in keeping with the spirit and intent of the ordinance and the comprehensive plan.

*The proposed use of the building is retail sales and will be of similar use to the adjacent properties. The proposed use is Retail Auto Part Sales and is in keeping with the spirit and intent of the ordinance and the comprehensive plan.*

3. The proposed variance will not alter the essential character of the locality or be injurious to the use or enjoyment of other property in the vicinity. If granted, the proposed variance will not be detrimental to the health, safety, or welfare of the general public or of those utilizing the property or nearby properties.

*The proposed signage is located on the rear of the building facing Broadway Ave, the opposite side from the residential neighborhood off 21<sup>st</sup> Ave N which maintains the signage on the commercial district side of the building. By putting the sign facing Broadway Ave it will not disrupt the residents located off 21<sup>st</sup> Ave. Also, the variance will improve the use and enjoyment of the other properties in the vicinity by increasing the amount of customers to the area. The sign will be located above the entry doors and will not be detrimental to or endanger the public health, safety, comfort or general welfare.*

Fort Worth, TX

Minneapolis, MN

Dallas, TX

4. The sign adjustment will not significantly increase or lead to sign clutter in the area or result in a sign that is inconsistent with the purpose of the zoning district in which the property is located.

*The variance will not lead to sign clutter as we are not asking to increase the number of signs on the property but only to locate it on a non-primary building wall. The proposed sign is consistent with the purpose of the zoning district and the sign will not detract from the adjacent commercial properties in any way.*

5. The sign adjustment will allow a sign that relates in size, shape, materials, color, illumination and character to the function and architectural character of the building or property on which the sign will be located.

*The proposed sign has been designed to fit in proportion to the metal panels proposed on the building façade and with its contrasting color will add to the overall architectural character of the building. The proposed signage has been designed to match the existing signage that is on adjacent properties.*

Sincerely,

CMA

Eric Broostin



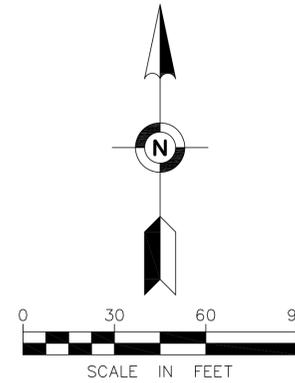
# BOUNDARY SURVEY FOR: McSHANE DEVELOPMENT

## LEGAL DESCRIPTION:

( Per Hennepin County Property Information Web Site )  
Lots 1 and 2, Block 1, MERWIN DRUG ADDITION, Hennepin County, Minnesota.

## NOTES:

- The orientation of this bearing system is based on the Hennepin County Coordinate Grid (NAD 83-96 Adj.).
- The total area of the property described hereon is 54,345 square feet or 1.2476 acres and is divided as follows:  
Lot 1, Block 1 = 17,270 square feet or 0.3965 acres.  
Lot 2, Block 1 = 37,075 square feet or 0.8511 acres.
- No title work was provided in the preparation of this survey to verify ownership, the legal description, or the existence of any easements or encumbrances to the property.
- Existing utilities, services and underground structures shown hereon were located based upon observed evidence. Verification and location of all utilities and services should be obtained from the owners of the respective utilities prior to any design, planning or excavation.
- As of the date of this survey the property described hereon contains a total of 71 visibly striped parking spaces of which 69 are standard spaces and 2 are designated handicapped parking spaces.
- Property owners, addresses, and parcel numbers shown hereon were obtained from the Hennepin County Property Information Web Site.
- Parcel Zoning information shown hereon was taken from the City of Minneapolis Zoning Map, Plate Number 12, last amended September 20, 2013, supplemented by overlay district information contained within the City of Minneapolis Property Information "One Stop" Web Site.



(N89°50'00"W 165.00 PLAT) BEARINGS AND DISTANCES SHOWN WITHIN PARENTHESIS INDICATE RECORD MEASUREMENTS AS SHOWN ON THE PLAT OF MERWIN DRUG ADDITION

- DENOTES FOUND IRON MONUMENT MARKED BY LICENSE NO. 18425
- ⊙ DENOTES FOUND PK NAIL
- DENOTES BRASS DISC SET & MARKED BY LICENSE NO. 22033

## LEGEND

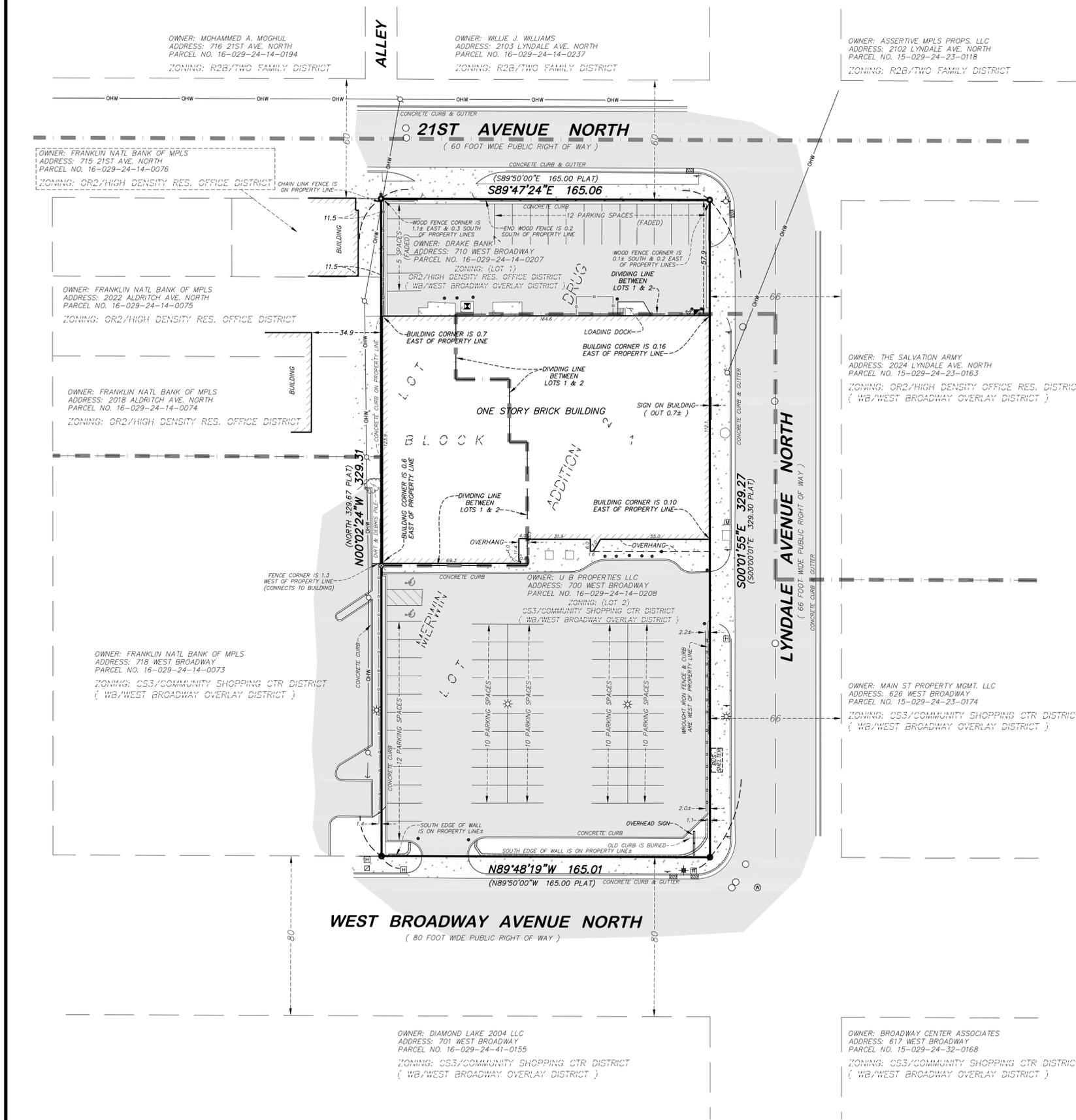
- MANHOLE
- ⊠ CATCH BASIN
- ⊙ WATER MANHOLE
- ⊙ AUTO SPRINKLER
- ⊙ HYDRANT
- ⊠ ELECTRIC BOX
- ⊠ HANDHOLE
- ⊠ TRAFFIC CONTROL BOX
- ⊠ SEMAPHORE
- ⊠ LIGHT
- ⊙ UTILITY POLE
- ⊠ GUY WIRE
- ⊠ GAS METER
- ⊠ MAIL BOX
- ⊠ BOLLARD
- ⊠ HANDICAPPED PARKING SPACE
- ⊠ SIGN
- CHAIN LINK FENCE
- x-x-x- WROUGHT IRON FENCE
- o-o-o- WOOD FENCE
- - - GUARDRAIL
- ▬ WALL
- - - - - OVERHEAD WIRE
- ▬ BITUMINOUS SURFACE
- ▬ CONCRETE SURFACE
- - - - - ZONING DISTRICT LINE

## CERTIFICATION:

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

Date of survey: February 25, 2016.  
Date of signature: March 4, 2016.

  
Lee J. Nord  
Minnesota License No. 22033



FIELD BOOK	PAGE	FIELDWORK CHIEF:
2715	51	S.W.
DRAWING NAME:		DRAWN BY:
36605-BDRY.dwg		kgf
JOB NO. 36605		CHECKED BY:
FILE NO. 1487		LJN

REVISIONS		
NO.	DATE	DESCRIPTION
1	3/3/2016	Show faded parking stripes north of building
2	3/4/2016	Edit note number 2 to include separate lot areas

**BOUNDARY SURVEY**

**SURVEY FOR:**  
**McSHANE DEVELOPMENT**

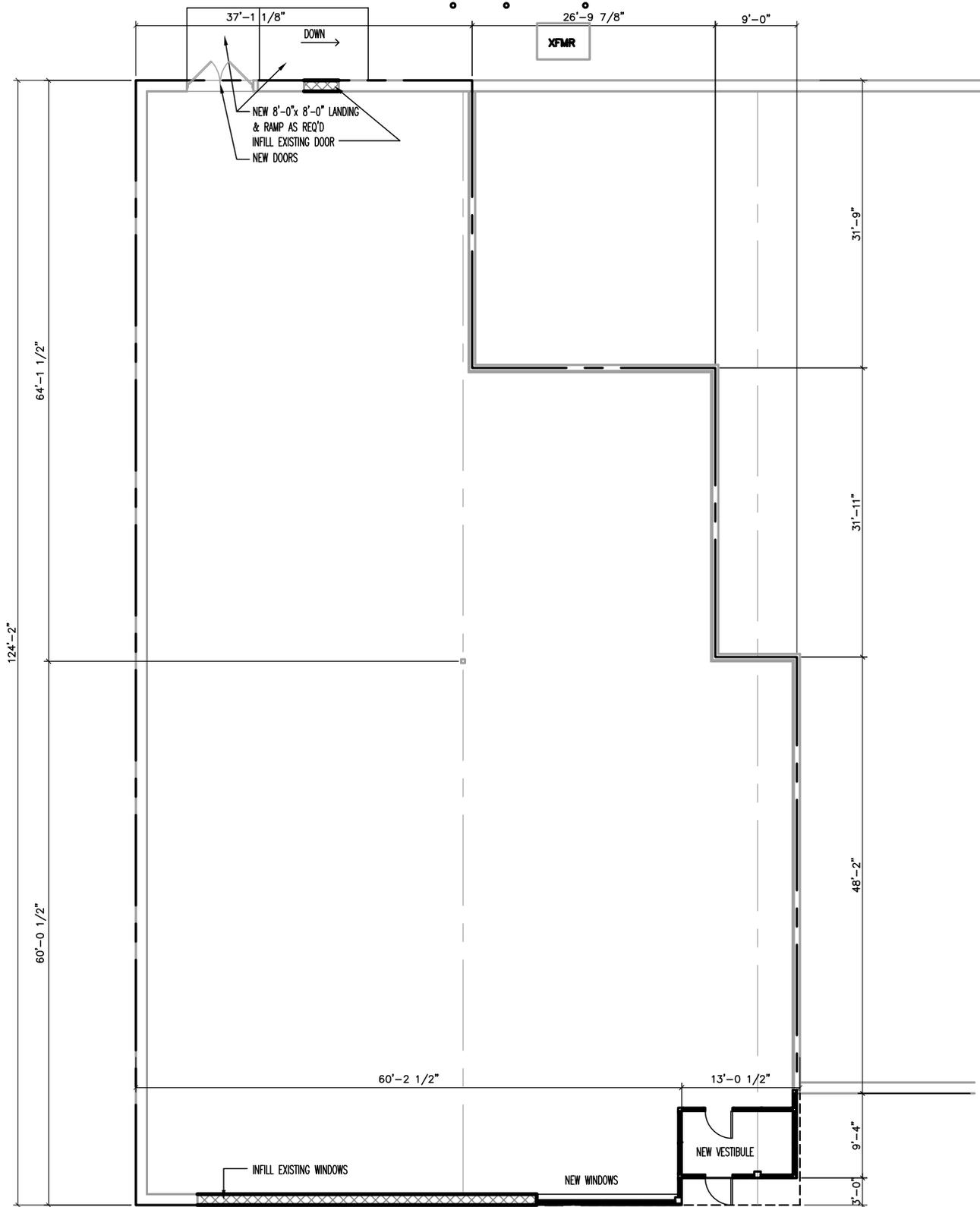
**PROPERTY ADDRESS:**  
**700 & 710 WEST BROADWAY AVENUE NORTH**  
**MINNEAPOLIS, MINNESOTA 55411**

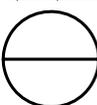


**Egan, Field & Nowak, Inc.**  
land surveyors since 1872

1229 Tyler Street NE, Suite 100  
Minneapolis, Minnesota 55413  
PHONE: (612) 466-3300  
FAX: (612) 466-3383  
WWW.EFNSURVEY.COM

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**PROPOSED STOREFRONT ELEVATION**  
 SCALE: 1/16" = 1'-0"

ADVANCE AUTO PARTS

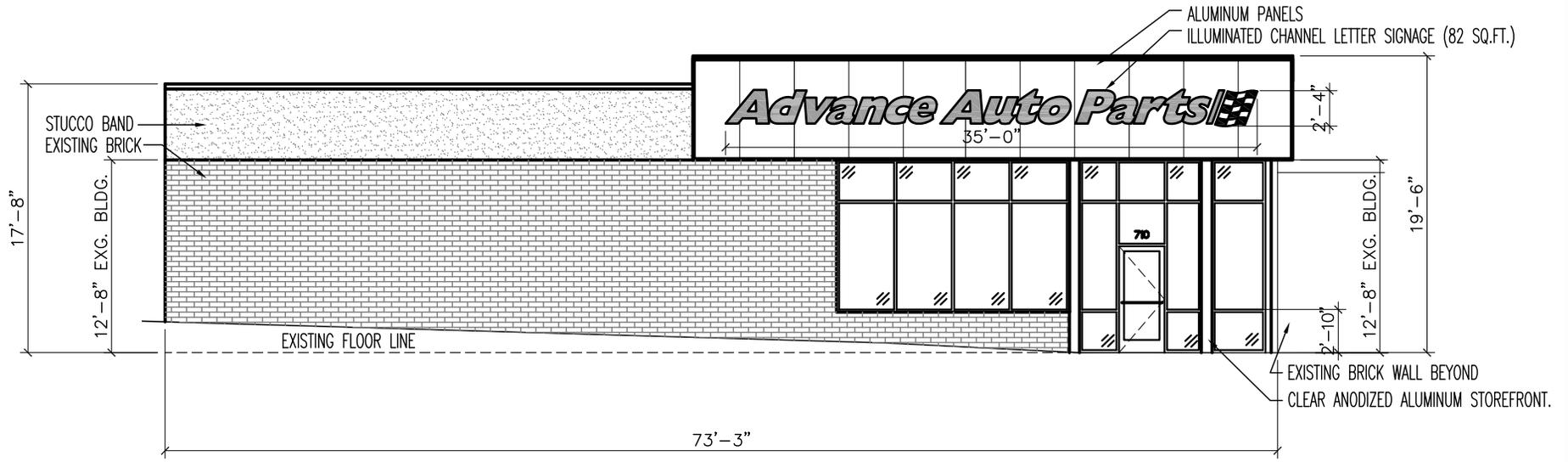
  
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 PHONE: (612) 547-1300 FAX: (612) 547-1301  
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710 WEST BROADWAY AVE., NO.  
MINNEAPOLIS, MN 55411

PROPOSED PLAN

PROJ MGR: EJB  
 DRAWN BY: JDZ  
 DATE: 03-03-16  
 PROJ NO: \_\_\_\_\_

PP1



GLAZING CALCULATION FOR 30% REQUIRED GLAZING  
 BETWEEN 2'-8" AFF.  
 $G = \text{WIDTH} \times 8 \times .3$   
 $G = 73.25 \times 8 \times .3$   
 175.8 SQ. FT. REQUIRED  
 308 SQ. FT. SHOWN

PROPOSED STOREFRONT ELEVATION  
 SCALE:  $3/32" = 1'-0"$

ADVANCE AUTO PARTS

**CMA**  
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 PHONE:(612)547-1300 FAX:(612)547-1301

710 WEST BROADWAY, NORTH  
 MINNEAPOLIS, MN 55411

PROPOSED ELEVATION

PROJ MGR: EJB  
 DRAWN BY: JDZ  
 DATE: 03-03-16  
 PROJ NO:

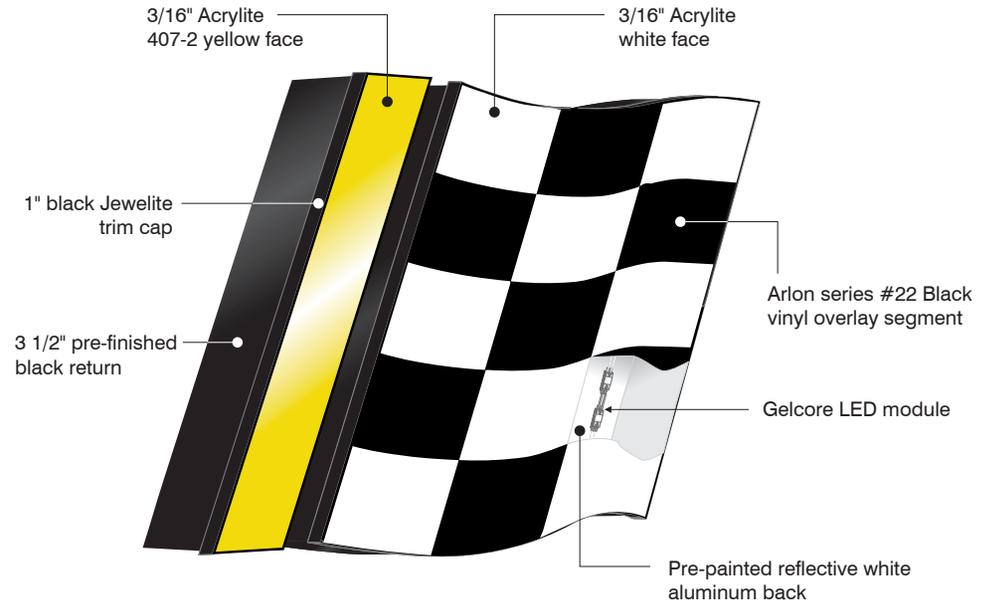
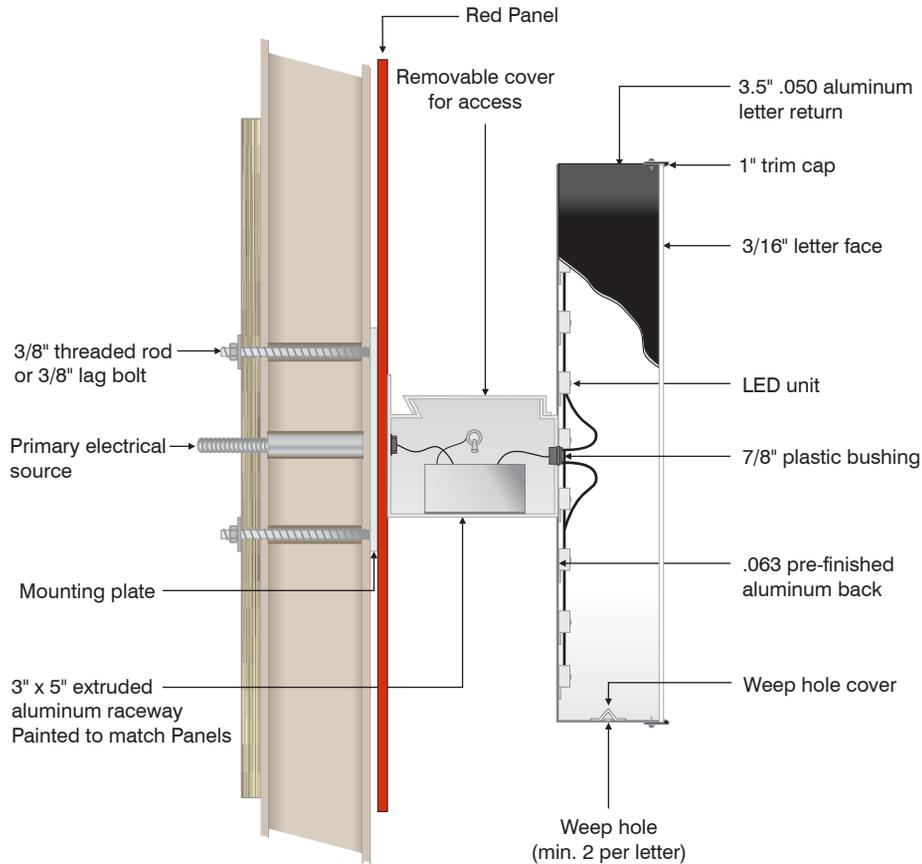
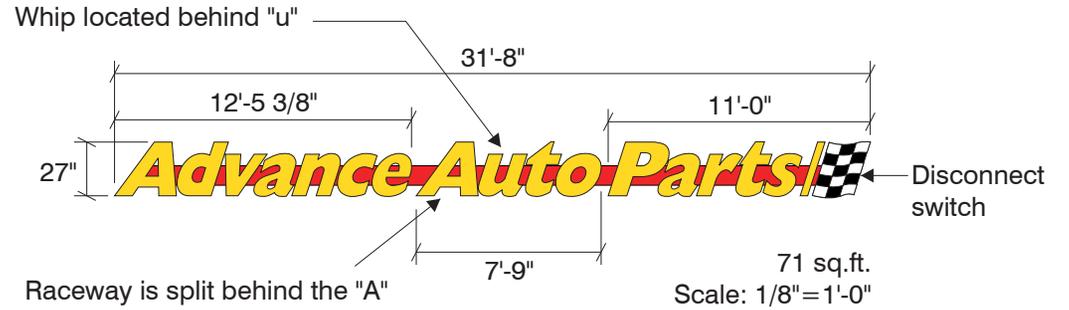
PE1



ADVANCE AUTO PARTS  
MINNEAPOLIS, MN

27" Yellow Channel Letterset

POWER SUPPLY: Gelcore model GECLPS3 or GECLPS4 (UL classified)  
 LED UNIT: Gelcore (5 per ft.)  
 DISCONNECT SWITCH: 20 amp toggle safety switch, single pole with rubber boot (UL approved)



Sign components to be in strict compliance with all UL standards. 



Handwritten text on the window, including a blue accessibility symbol.

Handwritten text on the glass door, including a blue accessibility symbol and the words "Handwritten" and "Storage Containers".





WARNING!



## Eric Broostin

---

**From:** Eric Broostin  
**Sent:** Thursday, March 03, 2016 5:02 PM  
**To:** 'Blong Yang (blong.yang@minneapolismn.gov)'  
**Subject:** Re-zoning Application @ 710 West Broadway  
**Attachments:** Pages from PRINTGeneralLandUseApplication.pdf; Colored Elevations (Minneapolis, MN) 4-8-15.pdf; Sign Rendering.pdf

Blong,

Tim McShane is working on a re-zoning project at 710 West Broadway in order to put an Advance Auto Parts into the vacant building. The current zoning classification (OR2) does not allow an Auto Parts Store so the re-zoning to C3S will change the zoning to match the adjacent property (Merwin Liquor) and allow an Auto Parts Store. In addition to the re-zoning the roof will be raised approx. 7'-0" and new signage and windows will be installed. Attached is a copy of the application for your records which includes the developers contact info for your reference.

Feel free to call with any questions.

Thanks.

Eric Broostin  
Senior Project Manager



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## Eric Broostin

---

**From:** Eric Broostin  
**Sent:** Thursday, March 03, 2016 5:02 PM  
**To:** 'info@hawthorneneighborhoodcouncil.org'  
**Subject:** Re-zoning Application @ 710 West Broadway  
**Attachments:** Pages from PRINTGeneralLandUseApplication.pdf; Colored Elevations (Minneapolis, MN) 4-8-15.pdf; Sign Rendering.pdf

Hawthorne Neighborhood Council,

Tim McShane is working on a re-zoning project at 710 West Broadway in order to put an Advance Auto Parts into the vacant building. The current zoning classification (OR2) does not allow an Auto Parts Store so the re-zoning to C3S will change the zoning to match the adjacent property (Merwin Liquor) and allow an Auto Parts Store. In addition to the re-zoning the roof will be raised approx. 7'-0" and new signage and windows will be installed. Attached is a copy of the application for your records which includes the developers contact info for your reference.

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Senior Project Manager



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