



**Request for City Council Committee Action
From the Department of Community Planning & Economic Development**

Date: October 27, 2005

To: Council Member Gary Schiff, Chair of Zoning and Planning Committee, and Members of the Committee

Prepared by: Lonnie Nichols, Senior City Planner, (612) 673-5468

Approved by: Jason Wittenberg, Planning Supervisor, (612) 673-2297

Subject: The applicant has appealed the decision of the October 5, 2005, City Planning Commission for file BZZ 2579 and BZZ 2585, to deny more than one free standing sign per zoning lot for signature walls.

Previous Directives: On October 5, 2005, for file BZZ 2579, the City Planning Commission approved a conditional use permit to replace an existing sign in a location greater than six stories in height with 352 sf of illuminated (L.E.D.) wall signage, including a logo on the North façade and with 261 sf of illuminated (L.E.D.) wall signage, including a logo on an existing medical building located at 2414 7th Street South; a variance to exceed the three hundred (300) square feet dimension limitation up to 352 sf of illuminated (L.E.D.) wall signage, including a logo on the North façade on an existing medical building located at 2414 7th Street South; a variance to exceed the size and height limitation for freestanding signs by allowing two-panel signs up to 128 square feet per side and height of 18 feet located at 2406-2450 Riverside Avenue, 616 24th Avenue South, and 2200 Riverside Avenue; and, denied a variance for more than one (1) freestanding sign per zoning lot for signature walls located at 2406-2450 Riverside Avenue, 616 24th Avenue South, and 2200 Riverside Avenue.

On October 5, 2005, for file BZZ 2585, the City Planning Commission approved a conditional use permit to replace an existing sign in a location greater than six stories in height with 405 sf of illuminated (L.E.D.) wall signage, including a logo on the North façade on an existing medical building located at 500 Harvard Street Avenue Southeast; variance to exceed the three hundred (300) square feet dimension limitation up to 405 sf of illuminated (L.E.D.) wall signage, including a logo on the North façade on an existing medical building located at 500 Harvard Street Avenue Southeast; variance to exceed the size and height limitation for freestanding signs by allowing a two-panel sign up to 182 square feet per side and height of 16 feet located at 500 Harvard Street Avenue Southeast; and, denied a variance for more than one (1) freestanding sign per zoning lot for a signature wall located at 500 Harvard Street Avenue Southeast.

Financial Impact: None

Community Impact: Presence of signage in the community.

Ward: Two (2)

Neighborhood Notification: The West Bank Community Coalition (Cedar-Riverside), Marcy Holmes, and Prospect Park neighborhood organizations were notified of the project.

City Goals: Goals number four (4) and eight (8) are related to the proposed signage.

4. Create strong vital commercial corridors citywide through mixed-use development, including a variety of businesses and creative housing. *Riverside Avenue is a Community Corridor.*

8. Strengthen our city through infrastructure investments. Subtext: “....*the city will maintain high standards of aesthetic quality, seek to bolster property values, and enhance a sense of community identity.*”

Comprehensive Plan: See staff report

Zoning Code: See staff report

Living Wage/Job Linkage: Not Applicable.

End of 60/120 Day Decision Period: On October 12, 2005, staff sent letters to the applicant extending the 60 day decision period to no later than December 21, 2005, for application files BZZ 2579 and BZZ 2585.

Other: No additional comment at this time.

Background/Supporting Information: The appellant’s complete statement and reasons for the appeal are attached. The staff reports for file BZZ 2579 and BZZ 2585 for the October 5, 2005, City Planning Commission and respective minutes have been attached.

**Department of Community Planning and Economic Development – Planning
Division**

Conditional Use Permit and Variance
BZZ-2585

Date: October 5, 2005

Applicant: Signia Design

Address of Property: 500 Harvard Street Avenue Southeast

Project Name: University of Minnesota Medical Center-Fairview U of M Campus

Contact Person and Phone: Frank Hickey, (651) 209-6254

Planning Staff and Phone: Lonnie Nichols, (612) 673-5468

Date Application Deemed Complete: August 23, 2005

End of 60-Day Decision Period: October 22, 2005

End of 120-Day Decision Period: Not applicable at this time

Ward: 2 Neighborhood Organization: **Marcy Holmes**

Existing Zoning: OR3 (Institutional Office Residence District)

Proposed Zoning: No zoning change proposed, not applicable for this application.

Zoning Plate Number: 22

Legal Description: No zoning change proposed, not applicable for this application.

Proposed Use: Signage changes for existing Medical Building and campus grounds.

Concurrent Review: Conditional use permit, as regulated by section 525.340, to replace an existing sign in a location greater than six stories in height to allow a non-illuminated logo wall sign on an existing building located above six stories, as governed by section 543.340(b). Variance to exceed the maximum square footage of signage allowed by section 525.520 (21).

Applicable zoning code provisions: Chapter 521, Zoning Districts and Maps; Chapter 525, Article VII, Conditional Use Permits; Chapter 525, Article IX Variances; Chapter 543, On-premise Signs.

Background: The applicant has proposed replacement signage to reflect a corporate name change from Fairview-University Medical Center to University of Minnesota Medical Center–Fairview. The overall dimension (sq. ft. area) of the wall signage would be reduced on the building at 500 Harvard Street Avenue Southeast, but still requires a conditional use permit and variance application. The freestanding ground signage at 500 Harvard Street Avenue Southeast would also be reduced in size, but would increase in height and coverage area due to the proposed masonry base and signature wall. The applicant has provided a site plan that identifies the University of Minnesota medical campus parcel and supporting diagrams and elevations for the building and freestanding signage.

Summary for the building at 500 Harvard Street Avenue Southeast:

Site 1: There is currently 468 sf of illuminated wall signage, including a logo, located at the top of the North façade of the building. Implementation of the proposal would remove the existing signage and logo and replace it with 405 sf of illuminated (L.E.D.) wall signage, including a smaller logo.

Summary for the ground signage at 500 Harvard Street Avenue Southeast:

Site 2: There is currently a two-sided ground sign of 192 sf per side of approximately 16 ft width and 10 ft height. Implementation of the proposal would remove the existing signage and replace it with a two-sided ground sign of 182 sf per side of 12 ft width and 16 ft height (11 ft of signage on a 5 ft tall base). In addition, a 139 sf masonry surfaced signature wall (5 ft 3 inch height by 26 ft 5 inch length) which may have 34 sf of lettering (2 institutional titles at 17 sf each) would be added. An unspecified amount of landscaping would be removed

Previous actions taken by the city for signage at this University of Minnesota medical campus address were not supplied by the Archives Department. Staff will check into previous actions further prior to the public hearing. The zoning administrator has determined the site would be deemed to have a CUP for the existing wall and free standing signage under review.

For the building at 500 Harvard Street Avenue Southeast, the proposed signage revision would require a conditional use permit and variance under section 543.340, which contains special provisions for wall signs located on large buildings:

543.340. Wall signs. (a) *In general.* A wall sign shall not extend outward more than twenty-four (24) inches from the structure, except a flat wall sign shall not extend outward more than six (6) inches from the structure. A wall sign shall not extend above the top of the wall or parapet line or, in the case of a mansard roof, beyond the deck line, nor shall a wall sign extend beyond the corner of the building.

(b) *Exception.* Recognizing that certain larger uses may have unique identification needs, notwithstanding the height and area limits of Tables 543-2, Specific Standards for Signs in the OR2, OR3 and Commercial Districts, 543-3, Specific

Standards for Signs in the Downtown Districts, and 543-4, Specific Standards for Signs in the Industrial Districts, a conditional use permit may be applied for, as provided in Chapter 525, Administration and Enforcement, to allow not more than two (2) additional wall signs identifying the name or logo of a use that exceeds six (6) stories or eighty-four (84) feet in height, subject to the following:

- (1) Signs shall be limited to individual letters or elements permanently affixed to the building wall.
- (2) Signs shall not exceed three (3) square feet of sign area for each one (1) foot of building wall to which such sign is attached or three hundred (300) square feet, whichever is less.
- (3) Not more than one (1) sign shall be located on a building wall.
- (4) The vertical dimension of such sign shall not exceed fourteen (14) feet.

In addition to applying for the conditional use permit noted in the above provision, the applicant is applying for a variance from the three hundred (300) square feet dimension limitation stated in standard number two (2) above for the signage listed for the North façade of the medical building.

As per Table 543-2 Specific Standards for signs in the OR2, OR3, and Commercial Districts, the applicant would also be limited to one (1) freestanding sign per zoning lot, 32 sq. ft. per sign, and a maximum sign height of eight (8) feet. The freestanding ground signage at 500 Harvard Street Avenue Southeast would require a variance for size (sq. ft. above 32 sq. ft. maximum allowed) and height (height above 8 ft.). In addition, a variance to allow more than one (1) freestanding sign per zoning lot would be required assuming the plan would include lettering on the signature wall.

If the signature wall is considered to be a fence or retaining wall instead of a second freestanding sign at sites 3, 4, and 5, the structure would be subject to section 543.220 of the code listed below.

543.220. Fence signs. (a) In general. Signs attached to fences shall be included in the calculation of maximum wall sign area allowed on a site and shall be regulated as such. Signs attached to fences shall not project beyond the edge of the fence.

(b) In required yards. Signs attached to fences, retaining walls or other similar structures may be located within a required yard, provided such sign, including the back of such sign, shall not be visible from any residence or office residence district abutting such required yard.

CONDITIONAL USE PERMIT:

Findings As Required By The Minneapolis Zoning Code for signage above six (6) stories:

The Department of Community Planning and Economic Development - Planning Division has analyzed the application and from the findings above concludes that the establishment, maintenance, or operation of the proposed sign:

- 1. Will not be detrimental to or endanger the public health, safety, morals, comfort or general welfare.**

The sign would replace an existing sign that is larger in area. As far as staff is aware, the existing sign has not been detrimental to the surrounding area. The sign would have no moving or flashing components that would be particularly distracting to drivers or nearby neighbors.

- 2. Will not be injurious to the use and enjoyment of other property in the vicinity and will not impede the normal or orderly development and improvement of surrounding property for uses permitted in the district.**

The sign would not front directly onto any property that would find the proposed sign overly imposing or intrusive.

- 3. Adequate utilities, access roads, drainage, necessary facilities or other measures, have been or will be provided.**

The site is adequately serviced by existing infrastructure. Changing the sign would not affect the use of or need for such infrastructure.

- 4. Adequate measures have been or will be provided to minimize traffic congestion in the public streets.**

The sign would replace an existing sign of approximately the same size. Staff does not anticipate that the sign change would induce a greater amount of traffic congestion.

- 5. Is consistent with the applicable policies of the comprehensive plan.**

Staff has identified the following policies of the Minneapolis Plan as being relevant to the conditional use permit application:

Relevant policy: **9.23** Minneapolis will continue to provide a wide range of goods and services for city residents, to promote employment opportunities, to encourage the use and adaptive reuse of existing commercial buildings, and to maintain and improve compatibility with surrounding areas.

Relevant Implementation Steps:

- Encourage comprehensive and site specific solutions that address issues of compatibility of commercial areas with surrounding uses.

Staff comment: The site would allow the applicant to adapt their signage to meet the businesses needs by replacing an existing sign with a sign that is actually smaller in area.

- 6. And, does in all other respects conform to the applicable regulations of the district in which it is located upon approval of this conditional use permit.**

Planning staff is unaware of any conflict between the proposed use and the regulations of the proposed OR3 District given the provisions of section 543.340.

VARIANCE:

Findings Required by the Minneapolis Zoning Code for wall signage above six (6) stories in excess of 300 square feet:

- 1. The property cannot be put to a reasonable use under the conditions allowed and strict adherence to the regulations of this zoning ordinance would cause undue hardship.**

The provisions of the code would prevent the applicant from replacing the existing wall sign with a wall sign with the same vertical dimension but less overall surface area than the current wall sign.

- 2. The circumstances are unique to the parcel of land for which the variance is sought and have not been created by any persons presently having an interest in the property. Economic considerations alone shall not constitute an undue hardship if reasonable use for the property exists under the terms of the ordinance.**

The circumstances are unique insofar as the City has previously granted conditional use permits for wall signage at this location. A company name change has prompted the need for its replacement.

- 3. The granting of the variance will be in keeping with the spirit and intent of the ordinance and will not alter the essential character of the locality or be injurious to the use or enjoyment of other property in the vicinity.**

The new sign would be proportional with the building and should not prove injurious to enjoyment of other area properties.

- 4. The proposed variance will not substantially increase the congestion of the public streets, or increase the danger of fire, or be detrimental to the public welfare or endanger the public safety.**

Granting the proposed variance would not substantially increase the congestion of the public streets, or increase the danger of fire, or be detrimental to the public welfare or endanger the public safety.

In addition to the variance criteria above, adjustment to the number, type, height, area or location of allowed signs on property located in an OR2 or OR3 District or a commercial, downtown or industrial district may be approved if the following criteria are met:

- (1) 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 sign would be located a substantial distance from other signage on the property and would not lead to sign clutter on the property or in the vicinity.

- (2) The sign adjustment will allow a sign of exceptional design or style that will enhance the area or that is more consistent with the architecture and design of the site.**

The sign will incorporate a relatively simple design and logo, and reduce the total square footage of wall signage currently existing on the building.

VARIANCE:

Findings Required by the Minneapolis Zoning Code to increase the size and height of freestanding signage:

- 1. The property cannot be put to a reasonable use under the conditions allowed and strict adherence to the regulations of this zoning ordinance would cause undue hardship.**

The provisions of the code would prevent the applicant from replacing the existing freestanding signage with freestanding signage of a similar vertical and horizontal dimension but with less overall surface area lettering than the current signage.

Summary of Site at 500 Harvard Street Avenue Southeast:

Existing: a two panel ground sign of 192 sf (per panel) of 16 ft width and 10 ft height.

Proposed: a two panel ground sign of 182 sf (per panel) of 12 ft width and 16 ft height including a 5 ft tall base.

- 2. The circumstances are unique to the parcel of land for which the variance is sought and have not been created by any persons presently having an interest in the property. Economic considerations alone shall not constitute an undue hardship if reasonable use for the property exists under the terms of the ordinance.**

The circumstances are unique insofar as the City has previously granted conditional use permits for freestanding signage at this location. A company name change has prompted the need for its replacement.

- 3. The granting of the variance will be in keeping with the spirit and intent of the ordinance and will not alter the essential character of the locality or be injurious to the use or enjoyment of other property in the vicinity.**

The new signage would be proportional to the existing signage it would replace and should not prove injurious to enjoyment of other area properties.

- 4. The proposed variance will not substantially increase the congestion of the public streets, or increase the danger of fire, or be detrimental to the public welfare or endanger the public safety.**

Granting the proposed variance would not substantially increase the congestion of the public streets, or increase the danger of fire, or be detrimental to the public welfare or endanger the public safety.

In addition to the variance criteria above, adjustment to the number, type, height, area or location of allowed signs on property located in an OR2 or OR3 District or a commercial, downtown or industrial district may be approved if the following criteria are met:

- (1) 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 signage would be located in approximately the same location as the existing signage and would not lead to sign clutter on the property or in the vicinity.

- (2) The sign adjustment will allow a sign of exceptional design or style that will enhance the area or that is more consistent with the architecture and design of the site.**

The signage will incorporate a relatively simple design, incorporate stone masonry bases and surface trim, and reduce the total coverage area of signage currently existing at the sites.

VARIANCE:

Findings Required by the Minneapolis Zoning Code to allow more than one freestanding sign per zoning lot:

- 1. The property cannot be put to a reasonable use under the conditions allowed and strict adherence to the regulations of this zoning ordinance would cause undue hardship.**

The provisions of the code would prevent the applicant from adding a solid structure, identified as a Signature Wall by the applicant, of approximately 5¼ feet in height, 2 feet in width, and 26½ feet in length, for additional signage. Assuming approval of the freestanding signage at the site, the Signature Wall would constitute a second freestanding sign for the zoning lot.

The proposed signature lettering, “University of Minnesota Children’s Hospital (logo) Fairview” and “University of Minnesota Children’s Hospital (logo) Fairview” and “University Campus” would be approximately 8½ feet wide by 5 feet tall and part of a freestanding sign with a 5 ft. base standing a total of 12 feet wide and 16 feet tall. Therefore, the signature wall is not necessary because the applicant has already demonstrated that one freestanding sign has enough space for the proposed signature lettering.

Proposal for 500 Harvard Street Avenue Southeast:

In addition to the freestanding sign a 139 sf masonry surfaced signature wall (5 ft 3 inch height by 26.5 ft length) with an undeclared amount of lettering. It is unclear whether the 139 sf masonry surfaced signature wall (5 ft 3 inch height by 26.5 ft length) would have 34 sf of lettering (2 institutional titles at 17 sf each) added at a future date to match the related Riverside signage reviewed under BZZ 2579.

- 2. The circumstances are unique to the parcel of land for which the variance is sought and have not been created by any persons presently having an interest in the property. Economic considerations alone shall not constitute an undue hardship if reasonable use for the property exists under the terms of the ordinance.**

The circumstances are unique insofar as the City has previously granted conditional use permits for freestanding signage at this location. A company name change has been the catalyst for the proposal to add a signature wall to the site.

- 3. The granting of the variance will be in keeping with the spirit and intent of the ordinance and will not alter the essential character of the locality or be injurious to the use or enjoyment of other property in the vicinity.**

The Signature Wall would be a new element at the site and is intended to provide identification along East River Road and Harvard Street SE for the medical building. The signature wall would be built on grade and obstruct existing site lines.

4. The proposed variance will not substantially increase the congestion of the public streets, or increase the danger of fire, or be detrimental to the public welfare or endanger the public safety.

Granting the proposed variance would not substantially increase the congestion of the public streets or increase the danger of fire. However, staff is concerned that the signature wall could be detrimental to site lines, public welfare, and safety for vehicular, bicycle, and pedestrian traffic and do not meet the intent of the City's crime prevention through environmental design (CPTED) standard 530.260 (1) for natural surveillance and visibility. See CPTED standards below.

530.260. Crime prevention through environmental design. Site plans shall employ best practices to increase natural surveillance and visibility, to control and guide movement on the site, and to distinguish between public and non-public spaces. Site plans shall include the following crime prevention design elements:

- (1) Natural surveillance and visibility. Design the site, landscaping, and buildings to promote natural observation and maximize the opportunities for people to observe adjacent spaces and public sidewalks.
- (2) Lighting levels. Provide lighting on site, at all building entrances, and along walkways that maintains a minimum acceptable level of security while not creating glare or excessive lighting of the site.
- (3) Territorial reinforcement and space delineation. Locate landscaping, sidewalks, lighting, fencing and building features to clearly guide pedestrian movement on or through the site and to control and restrict people to appropriate locations.
- (4) Natural access control. Locate entrances, exits, signs, fencing, landscaping, and lighting to distinguish between public and private areas, control access, and to guide people coming to and going from the site.

In addition to the variance criteria above, adjustment to the number, type, height, area or location of allowed signs on property located in an OR2 or OR3 District or a commercial, downtown or industrial district may be approved if the following criteria are met:

- (1) 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 signature wall as proposed may have a total of 34 square feet of lettering on it, identifying the medical institution. It is unknown whether the wall could

become graffiti target or if the applicant will pursue additional signage area on it in the future.

(2) The sign adjustment will allow a sign of exceptional design or style that will enhance the area or that is more consistent with the architecture and design of the site.

The signature wall would match the stone masonry base and surface trim of the freestanding sign proposed for the same site.

RECOMMENDATIONS

Recommendation of the Department of Community Planning and Economic Development – Planning Division for the conditional use permit:

The Department of Community Planning and Economic Development – Planning Division recommends that the City Planning Commission adopt the above findings and **approve** the conditional use permit to replace an existing sign in a location greater than six stories in height with 405 sf of illuminated (L.E.D.) wall signage, including a logo on the North façade on an existing medical building located at 500 Harvard Street Avenue Southeast.

Recommendation of the Department of Community Planning and Economic Development – Planning Division for the variance:

The Department of Community Planning and Economic Development – Planning Division recommends that the City Planning Commission adopt the above findings and **approve** the variance to exceed the three hundred (300) square feet dimension limitation up to 405 sf of illuminated (L.E.D.) wall signage, including a logo on the North façade on an existing medical building located at 500 Harvard Street Avenue Southeast.

Recommendation of the Department of Community Planning and Economic Development – Planning Division for the variance:

The Department of Community Planning and Economic Development – Planning Division recommends that the City Planning Commission adopt the above findings and **approve** the variance to exceed the size and height limitation for freestanding signs by allowing a two-panel sign up to 182 square feet per side and height of 16 feet located at 500 Harvard Street Avenue Southeast.

Recommendation of the Department of Community Planning and Economic Development – Planning Division for the variance:

The Department of Community Planning and Economic Development – Planning Division recommends that the City Planning Commission adopt the above findings and

deny the variance for more than one (1) freestanding sign per zoning lot for a signature wall located at 500 Harvard Street Avenue Southeast.

Attachments:

1. Statement of use and application materials
2. Findings
3. Correspondence
4. Zoning map
5. Plans and Photos

**Department of Community Planning and Economic Development – Planning
Division**

Conditional Use Permit and Variance
BZZ-2579

Date: October 5, 2005

Applicant: Signia Design

Address of Property: 2414 7th Street South, 2406-2450 Riverside Avenue, 616 24th Avenue South, and 2200 Riverside Avenue

Project Name: University of Minnesota Medical Center-Fairview Riverside Campus

Contact Person and Phone: Frank Hickey, (651) 209-6254

Planning Staff and Phone: Lonnie Nichols, (612) 673-5468

Date Application Deemed Complete: August 23, 2005

End of 60-Day Decision Period: October 22, 2005

End of 120-Day Decision Period: Not applicable at this time

Ward: 2 Neighborhood Organization: **Cedar-Riverside**

Existing Zoning: OR3 (Institutional Office Residence District)

Proposed Zoning: No zoning change proposed, not applicable for this application.

Zoning Plate Number: 21

Legal Description: No zoning change proposed, not applicable for this application.

Proposed Use: Signage changes for existing Medical Buildings and campus grounds. Update wall mounted building signage at 2414 7th Street South, and freestanding ground signage at 2406-2450 Riverside Avenue, 616 24th Avenue South, and 2200 Riverside Avenue.

Concurrent Review: Conditional use permit, as regulated by section 525.340, to replace an existing sign in a location greater than six stories in height to allow a non-illuminated logo wall sign on an existing building located above six stories, as governed by section 543.340(b). Variance to exceed the maximum square footage of signage allowed by section 525.520 (21).

Applicable zoning code provisions: Chapter 521, Zoning Districts and Maps; Chapter 525, Article VII, Conditional Use Permits; Chapter 525, Article IX Variances; Chapter 543, On-premise Signs.

Background: The applicant has proposed replacement signage to reflect a corporate name change from Fairview-University Medical Center to University of Minnesota Medical Center–Fairview. The overall dimension (sq. ft. area) of the wall signage would be reduced on the building at 2414 7th Street South, but still requires a conditional use permit and variance application. The freestanding ground signage at 2406-2450 Riverside Avenue, 616 24th Avenue South, and 2200 Riverside Avenue would also be reduced in size, but would increase in height and coverage area due to the proposed masonry bases and signature walls (fence signs). The applicant has provided a site plan that identifies five (5) sites on the riverside medical campus and supporting diagrams and elevations for each site.

Summary for the building at 2414 7th Street South (Site 1 and 2):

Site 1: There is currently 396 sf of illuminated wall signage, including a logo, located at the top of the North façade of the building. Implementation of the proposal would remove the existing signage and logo and replace it with 352 sf of illuminated (L.E.D.) wall signage, including a smaller logo.

Site 2: There is currently 314 sf of illuminated wall signage located at the top of the South façade of the building. Implementation of the proposal would remove the existing signage and replace it with 261 sf of illuminated (L.E.D.) wall signage, including a logo.

Summary for 2406-2450 Riverside Avenue:

Site 3: There is currently a two panel ground sign of 368 sf (184 sf per panel) of 10 ft width and 18.5 ft height. Implementation of the proposal would remove the existing signage and replace it with a two panel ground sign of 256 sf (128 sf per panel) of 10 ft width and 11 ft height. In addition, three (3) existing trees would be removed from the site and a 284 sf masonry surfaced signature wall (5 ft 3 inch height by 54 ft length) with 34 sf of lettering (2 institutional titles at 17 sf each) would be added.

Summary for 616 24th Avenue South:

Site 4: There is currently a two-sided ground sign of 146 sf per side of approximately 9 ft width and 17 ft height. Implementation of the proposal would remove the existing signage and replace it with a two-sided ground sign of 128 sf per side of 10 ft width and 18 ft height (13 ft of signage on a 5 ft tall base). In addition, a 175 sf masonry surfaced signature wall (5 ft 3 inch height by 33.33 ft length) with 34 sf of lettering (2 institutional titles at 17 sf each) would be added.

Summary for 2200 Riverside Avenue:

Site 5: There is currently a two-sided ground sign of 146 sf per side of approximately 9 ft width and 17 ft height. Implementation of the proposal would remove the existing signage and replace it with a two-sided ground sign of 128 sf per side of 10 ft width and 18 ft height (13 ft of signage on a 5 ft tall base). In addition, a 114 sf masonry surfaced

signature wall (5 ft 3 inch height by 21.67 ft length) with 34 sf of lettering (2 institutional titles at 17 sf each) would be added.

Previous actions taken by the city for signage at this Riverside medical campus include: C-112 on 6-10-69, C-427 on 6-16-75, C-512 on 10-18-76, C-1442 on 6-09-92, C-1456 on 8/05/92, C-1493 on 2-10-93, C-1634 on 11-09-94, and C-1644 on 12-14-94. Other previous related actions by the city include: C-52 on 2-21-67 for a hospital expansion, C-385 on 11-18-74 for a parking lot, C-1148 on 10-12-88 for an adolescent receiving facility, and C-1568 on 2-09-94 amending C-870 of 12-28-84 for a medical heli-pad.

For the building at 2414 7th Street South, the signage revisions listed for Site one (1) and two (2) requires a conditional use permit and variance under section 543.340 (for site 1), which contains special provisions for wall signs located on large buildings:

543.340. Wall signs. (a) *In general.* A wall sign shall not extend outward more than twenty-four (24) inches from the structure, except a flat wall sign shall not extend outward more than six (6) inches from the structure. A wall sign shall not extend above the top of the wall or parapet line or, in the case of a mansard roof, beyond the deck line, nor shall a wall sign extend beyond the corner of the building.

(b) *Exception.* Recognizing that certain larger uses may have unique identification needs, notwithstanding the height and area limits of Tables 543-2, Specific Standards for Signs in the OR2, OR3 and Commercial Districts, 543-3, Specific Standards for Signs in the Downtown Districts, and 543-4, Specific Standards for Signs in the Industrial Districts, a conditional use permit may be applied for, as provided in Chapter 525, Administration and Enforcement, to allow not more than two (2) additional wall signs identifying the name or logo of a use that exceeds six (6) stories or eighty-four (84) feet in height, subject to the following:

- (5) Signs shall be limited to individual letters or elements permanently affixed to the building wall.
- (6) Signs shall not exceed three (3) square feet of sign area for each one (1) foot of building wall to which such sign is attached or three hundred (300) square feet, whichever is less.
- (7) Not more than one (1) sign shall be located on a building wall.
- (8) The vertical dimension of such sign shall not exceed fourteen (14) feet.

In addition to applying for the conditional use permit noted in the above provision, the applicant is applying for a variance from the three hundred (300) square feet dimension limitation stated in standard number two (2) above for the signage listed in Site number one (1) for the North façade of the medical building located at 2414 7th Street South.

As per Table 543-2 Specific Standards for signs in the OR2, OR3, and Commercial Districts, the applicant would also be limited to one (1) freestanding sign per zoning lot, 32 sq. ft. per sign, and a maximum sign height of eight (8) feet. The freestanding signage at 2406-2450 Riverside Avenue (site 3), 616 24th Avenue South (site 4), and 2200 Riverside Avenue (site 5) would require a variance for size (sq. ft. above 32 sq. ft. maximum allowed) and height (height above 8 ft.) for each location. In addition, a

variance to allow more than one (1) freestanding sign per zoning lot at each site would be required.

If the signature walls are considered to be a fence or retaining wall instead of a second freestanding sign at sites 3, 4, and 5, the structures would be subject to section 543.220 of the code listed below.

543.220. Fence signs. (a) In general. Signs attached to fences shall be included in the calculation of maximum wall sign area allowed on a site and shall be regulated as such. Signs attached to fences shall not project beyond the edge of the fence.

(b) In required yards. Signs attached to fences, retaining walls or other similar structures may be located within a required yard, provided such sign, including the back of such sign, shall not be visible from any residence or office residence district abutting such required yard.

CONDITIONAL USE PERMIT:

Findings As Required By The Minneapolis Zoning Code for signage above six (6) stories:

The Department of Community Planning and Economic Development - Planning Division has analyzed the application and from the findings above concludes that the establishment, maintenance, or operation of the proposed sign:

- 1. Will not be detrimental to or endanger the public health, safety, morals, comfort or general welfare.**

The sign would replace an existing sign that is larger in area. As far as staff is aware, the existing sign has not been detrimental to the surrounding area. The sign would have no moving or flashing components that would be particularly distracting to drivers or nearby neighbors.

- 2. Will not be injurious to the use and enjoyment of other property in the vicinity and will not impede the normal or orderly development and improvement of surrounding property for uses permitted in the district.**

The sign would not front directly onto any property that would find the proposed sign overly imposing or intrusive.

- 3. Adequate utilities, access roads, drainage, necessary facilities or other measures, have been or will be provided.**

The site is adequately serviced by existing infrastructure. Changing the sign would not affect the use of or need for such infrastructure.

4. Adequate measures have been or will be provided to minimize traffic congestion in the public streets.

The sign would replace an existing sign of approximately the same size. Staff does not anticipate that the sign change would induce a greater amount of traffic congestion.

5. Is consistent with the applicable policies of the comprehensive plan.

Staff has identified the following policies of the Minneapolis Plan as being relevant to the conditional use permit application:

Relevant policy: **9.23** Minneapolis will continue to provide a wide range of goods and services for city residents, to promote employment opportunities, to encourage the use and adaptive reuse of existing commercial buildings, and to maintain and improve compatibility with surrounding areas.

Relevant Implementation Steps:

- Encourage comprehensive and site specific solutions that address issues of compatibility of commercial areas with surrounding uses.

Staff comment: The site would allow the applicant to adapt their signage to meet the businesses needs by replacing an existing sign with a sign that is actually smaller in area.

6. And, does in all other respects conform to the applicable regulations of the district in which it is located upon approval of this conditional use permit.

Planning staff is unaware of any conflict between the proposed use and the regulations of the proposed OR3 District given the provisions of section 543.340.

VARIANCE:

Findings Required by the Minneapolis Zoning Code for wall signage above six (6) stories in excess of 300 square feet:

- 1. The property cannot be put to a reasonable use under the conditions allowed and strict adherence to the regulations of this zoning ordinance would cause undue hardship.**

The provisions of the code would prevent the applicant from replacing the existing wall sign with a wall sign with the same vertical dimension but less overall surface area than the current wall sign.

- 2. The circumstances are unique to the parcel of land for which the variance is sought and have not been created by any persons presently having an interest in the property. Economic considerations alone shall not constitute an undue hardship if reasonable use for the property exists under the terms of the ordinance.**

The circumstances are unique insofar as the City has previously granted conditional use permits for wall signage at this location. A company name change has prompted the need for its replacement.

- 3. The granting of the variance will be in keeping with the spirit and intent of the ordinance and will not alter the essential character of the locality or be injurious to the use or enjoyment of other property in the vicinity.**

The new sign would be proportional with the building and should not prove injurious to enjoyment of other area properties.

- 4. The proposed variance will not substantially increase the congestion of the public streets, or increase the danger of fire, or be detrimental to the public welfare or endanger the public safety.**

Granting the proposed variance would not substantially increase the congestion of the public streets, or increase the danger of fire, or be detrimental to the public welfare or endanger the public safety.

In addition to the variance criteria above, adjustment to the number, type, height, area or location of allowed signs on property located in an OR2 or OR3 District or a commercial, downtown or industrial district may be approved if the following criteria are met:

- (3) 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 sign would be located a substantial distance from other signage on the property and would not lead to sign clutter on the property or in the vicinity.

- (4) The sign adjustment will allow a sign of exceptional design or style that will enhance the area or that is more consistent with the architecture and design of the site.**

The sign will incorporate a relatively simple design and logo, and reduce the total square footage of wall signage currently existing on the building.

VARIANCE:

Findings Required by the Minneapolis Zoning Code to increase the size and height of freestanding signage:

- 1. The property cannot be put to a reasonable use under the conditions allowed and strict adherence to the regulations of this zoning ordinance would cause undue hardship.**

The provisions of the code would prevent the applicant from replacing the existing freestanding signage with freestanding signage of approximately the same vertical and horizontal dimension but with less overall surface area lettering than the current signage.

Summary for Site 3, 2406-2450 Riverside Avenue:

Existing: a two panel ground sign of 368 sf (184 sf per panel) of 10 ft width and 18.5 ft height. Proposed: a two panel ground sign of 256 sf (128 sf per panel) of 10 ft width and 11 ft height.

Summary for Site 4, 616 24th Avenue South:

Existing: a two-sided ground sign of 146 sf per side of approximately 9 ft width and 17 ft height. Proposed: a two-sided ground sign of 128 sf per side of 10 ft width and 18 ft height (13 ft of signage on a 5 ft tall base).

Summary for Site 5, 2200 Riverside Avenue:

Existing: a two-sided ground sign of 146 sf per side of approximately 9 ft width and 17 ft height. Proposed: a two-sided ground sign of 128 sf per side of 10 ft width and 18 ft height (13 ft of signage on a 5 ft tall base).

- 2. The circumstances are unique to the parcel of land for which the variance is sought and have not been created by any persons presently having an interest in the property. Economic considerations alone shall not constitute an undue hardship if reasonable use for the property exists under the terms of the ordinance.**

The circumstances are unique insofar as the City has previously granted conditional use permits for freestanding signage at this location. A company name change has prompted the need for its replacement.

- 3. The granting of the variance will be in keeping with the spirit and intent of the ordinance and will not alter the essential character of the locality or be injurious to the use or enjoyment of other property in the vicinity.**

The new signage would be proportional to the existing signage it would replace and should not prove injurious to enjoyment of other area properties.

- 4. The proposed variance will not substantially increase the congestion of the public streets, or increase the danger of fire, or be detrimental to the public welfare or endanger the public safety.**

Granting the proposed variance would not substantially increase the congestion of the public streets, or increase the danger of fire, or be detrimental to the public welfare or endanger the public safety.

In addition to the variance criteria above, adjustment to the number, type, height, area or location of allowed signs on property located in an OR2 or OR3 District or a commercial, downtown or industrial district may be approved if the following criteria are met:

- (3) 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 signage would be located in approximately the same location as the existing signage and would not lead to sign clutter on the property or in the vicinity.

- (4) The sign adjustment will allow a sign of exceptional design or style that will enhance the area or that is more consistent with the architecture and design of the site.**

The signage will incorporate a relatively simple design, incorporate stone masonry bases and surface trim, and reduce the total coverage area of signage currently existing at the sites.

VARIANCE:

Findings Required by the Minneapolis Zoning Code to allow more than one freestanding sign per zoning lot:

- 1. The property cannot be put to a reasonable use under the conditions allowed and strict adherence to the regulations of this zoning ordinance would cause undue hardship.**

The provisions of the code would prevent the applicant from adding solid structures, identified as Signature Walls by the applicant, of approximately 5¼ feet in height, 2 feet in width, and ranging in length from 22 to 54 feet, with 34 sf of signage per wall. Assuming approval of the freestanding signage at each site, the Signature Walls would constitute a second freestanding sign for each zoning lot.

The proposed signature lettering, "University of Minnesota Children's Hospital (logo) Fairview" would be approximately 8½ feet wide by 2½ feet tall. The dimensions of the bases for the freestanding signs at sites 4 and 5 is proposed as 5¼ feet tall by 10 feet wide, and would therefore provide enough space for the signature letter on one freestanding sign. The Site 3 plan could be modified to have a freestanding sign 10 ft width and 18 ft height like sites 4 and 5 to maintain consistency along Riverside Avenue.

Proposal for Site 3, 2406-2450 Riverside Avenue:

In addition to the freestanding sign a 284 sf masonry surfaced signature wall (5 ft 3 inch height by 54 ft length) with 34 sf of lettering (2 institutional titles at 17 sf each) would be added.

Proposal for Site 4, 616 24th Avenue South:

In addition to the freestanding sign a 175 sf masonry surfaced signature wall (5 ft 3 inch height by 33.33 ft length) with 34 sf of lettering (2 institutional titles at 17 sf each) would be added.

Proposal for Site 5, 2200 Riverside Avenue:

In addition to the freestanding sign a 114 sf masonry surfaced signature wall (5 ft 3 inch height by 21.67 ft length) with 34 sf of lettering (2 institutional titles at 17 sf each) would be added.

- 2. The circumstances are unique to the parcel of land for which the variance is sought and have not been created by any persons presently having an interest in the property. Economic considerations alone shall not constitute an undue hardship if reasonable use for the property exists under the terms of the ordinance.**

The circumstances are unique insofar as the City has previously granted conditional use permits for freestanding signage at this location. A company name change has been the catalyst for the proposal to add signature walls to the site.

- 3. The granting of the variance will be in keeping with the spirit and intent of the ordinance and will not alter the essential character of the locality or be injurious to the use or enjoyment of other property in the vicinity.**

The Signature Walls would be new elements at the sites and are intended to provide identification along Riverside Avenue for the medical campus. While no soil erosion concerns have been expressed, the signature wall proposed for 2406-2450 Riverside Avenue would in part serve as a retaining wall because it would be built into a gentle sloping hillside. The signature walls proposed for 616 24th Avenue South and 2200 Riverside Avenue would be built on grade and obstruct existing site lines.

4. The proposed variance will not substantially increase the congestion of the public streets, or increase the danger of fire, or be detrimental to the public welfare or endanger the public safety.

Granting the proposed variance would not substantially increase the congestion of the public streets or increase the danger of fire. However, staff is concerned that the signature walls could be detrimental to site lines, public welfare, and safety for vehicular, bicycle, and pedestrian traffic and do not meet the intent of the City's crime prevention through environmental design (CPTED) standard 530.260 (1) for natural surveillance and visibility. See CPTED standards below.

530.260. Crime prevention through environmental design. Site plans shall employ best practices to increase natural surveillance and visibility, to control and guide movement on the site, and to distinguish between public and non-public spaces. Site plans shall include the following crime prevention design elements:

- (1) Natural surveillance and visibility. Design the site, landscaping, and buildings to promote natural observation and maximize the opportunities for people to observe adjacent spaces and public sidewalks.
- (2) Lighting levels. Provide lighting on site, at all building entrances, and along walkways that maintains a minimum acceptable level of security while not creating glare or excessive lighting of the site.
- (3) Territorial reinforcement and space delineation. Locate landscaping, sidewalks, lighting, fencing and building features to clearly guide pedestrian movement on or through the site and to control and restrict people to appropriate locations.
- (4) Natural access control. Locate entrances, exits, signs, fencing, landscaping, and lighting to distinguish between public and private areas, control access, and to guide people coming to and going from the site.

In addition to the variance criteria above, adjustment to the number, type, height, area or location of allowed signs on property located in an OR2 or OR3 District or a commercial, downtown or industrial district may be approved if the following criteria are met:

- (3) 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 signature walls as proposed would have a total of 34 square feet of lettering on them, identifying the medical institution(s). It is unknown whether the walls could become graffiti targets or if the applicant will pursue additional signage area on them in the future.

(4) The sign adjustment will allow a sign of exceptional design or style that will enhance the area or that is more consistent with the architecture and design of the site.

The signature walls would match the stone masonry bases and surface trim of the freestanding signs proposed for the same sites.

RECOMMENDATIONS

Recommendation of the Department of Community Planning and Economic Development – Planning Division for the conditional use permit:

The Department of Community Planning and Economic Development – Planning Division recommends that the City Planning Commission adopt the above findings and **approve** the conditional use permit to replace an existing sign in a location greater than six stories in height with 352 sf of illuminated (L.E.D.) wall signage, including a logo on the North façade and with 261 sf of illuminated (L.E.D.) wall signage, including a logo on an existing medical building located at 2414 7th Street South.

Recommendation of the Department of Community Planning and Economic Development – Planning Division for the variance:

The Department of Community Planning and Economic Development – Planning Division recommends that the City Planning Commission adopt the above findings and **approve** the variance to exceed the three hundred (300) square feet dimension limitation up to 352 sf of illuminated (L.E.D.) wall signage, including a logo on the North façade on an existing medical building located at 2414 7th Street South

Recommendation of the Department of Community Planning and Economic Development – Planning Division for the variance:

The Department of Community Planning and Economic Development – Planning Division recommends that the City Planning Commission adopt the above findings and **approve** the variance to exceed the size and height limitation for freestanding signs by allowing two-panel signs up to 128 square feet per side and height of 18 feet located at 2406-2450 Riverside Avenue, 616 24th Avenue South, and 2200 Riverside Avenue.

Recommendation of the Department of Community Planning and Economic Development – Planning Division for the variance:

The Department of Community Planning and Economic Development – Planning Division recommends that the City Planning Commission adopt the above findings and **deny** the variance for more than one (1) freestanding sign per zoning lot for signature walls located at 2406-2450 Riverside Avenue, 616 24th Avenue South, and 2200 Riverside Avenue.

Attachments:

1. Statement of use and application materials
2. Findings
3. Correspondence
4. Zoning map
5. Plans and Photos

**Excerpt from the
CITY PLANNING COMMISSION
MINUTES**

**Minneapolis Community Planning & Economic Development (CPED)
Planning Division**

350 South Fifth Street, Room 210
Minneapolis, MN 55415-1385
(612) 673-2597 Phone
(612) 673-2728 Fax
(612) 673-2157 TDD

MEMORANDUM

DATE: October 6, 2005

TO: Steve Poor, Manager, Community Planning & Economic Development - Planning Division; Phil Schliesman, Licenses

FROM: Jason Wittenberg, Supervisor, Community Planning & Economic Development - Planning Division, Development Services

CC: Barbara Sporlein, Director, Community Planning & Economic Development Planning Division

SUBJECT: Planning Commission decisions of October 5, 2005

The following actions were taken by the Planning Commission on October 5, 2005. As you know, the Planning Commission's decisions on items other than rezonings, text amendments, vacations, 40 Acre studies and comprehensive plan amendments are final subject to a ten calendar day appeal period before permits can be issued:

Commissioners present: President Martin, El-Hindi, Krueger, LaShomb, Motzenbecker, Schiff and Tucker – 7

Absent: Kummer (excused), Henry-Blythe and Krause

7. University of Minnesota Medical Center-Fairview Riverside Campus (BZZ-2579, Ward 2), 2414 7th Street South, 2406-2450 Riverside Avenue, 616 24th Avenue South, 2200 Riverside Avenue (Lonnie Nichols). This item was continued from the September 19, 2005 meeting.

A. Conditional Use Permit: Application by Signia Design for a conditional use permit for height to replace existing institutional building signage at the University of Minnesota Medical Center-Fairview campus on a medical building located at 2414 7th Street South in the OR3 (Institutional Office Residence) district.

Action: The City Planning Commission adopted the findings and **approved** the conditional use permit to replace an existing sign in a location greater than six stories in height with 352 sf of illuminated (L.E.D.) wall signage, including a logo on the North façade and with 261 sf of illuminated (L.E.D.) wall signage, including a logo on an existing medical building located at 2414 7th Street South.

B. Variance: Application by Signia Design for a variance for size and amount to replace existing institutional and directional ground and building signage at the University of Minnesota Medical Center-Fairview campus on a medical building at 2414 7th Street South, and located along Riverside Avenue at 2406-2450 Riverside Avenue, 616 24th Avenue South, and 2200 Riverside Avenue in the OR3 (Institutional Office Residence) district.

Action: The City Planning Commission adopted the findings and **approved** the variance to exceed the three hundred (300) square feet dimension limitation up to 352 sf of illuminated (L.E.D.) wall signage, including a logo on the North façade on an existing medical building located at 2414 7th Street South

C. Variance: Application by Signia Design for a variance for size and amount to replace existing institutional and directional ground and building signage at the University of Minnesota Medical Center-Fairview campus on a medical building at 2414 7th Street South, and located along Riverside Avenue at 2406-2450 Riverside Avenue, 616 24th Avenue South, and 2200 Riverside Avenue in the OR3 (Institutional Office Residence) district.

Action: The City Planning Commission adopted the findings and **approved** the variance to exceed the size and height limitation for freestanding signs by allowing two-panel signs up to 128 square feet per side and height of 18 feet located at 2406-2450 Riverside Avenue, 616 24th Avenue South, and 2200 Riverside Avenue.

D. Variance: Application by Signia Design for a variance for size and amount to replace existing institutional and directional ground and building signage at the University of Minnesota Medical Center-Fairview campus on a medical building at 2414 7th Street South, and located along Riverside Avenue at 2406-2450 Riverside Avenue, 616 24th Avenue South, and 2200 Riverside Avenue in the OR3 (Institutional Office Residence) district.

Action: The City Planning Commission adopted the findings and **denied** the variance for more than one (1) freestanding sign per zoning lot for signature walls located at 2406-2450 Riverside Avenue, 616 24th Avenue South, and 2200 Riverside Avenue.

Staff Lonnie Nichols presented the staff report. He noted an addendum of an item 7 D, with a recommendation of denial for a variance for more than one (1) freestanding sign

per zoning lot for signature walls located at 2406-2450 Riverside Avenue, 616 24th Avenue South, and 2200 Riverside Avenue.

President Martin: Lonnie, just to be clear, where's the signature wall going?

Staff Nichols: Well, the signature walls in each case – we have site 3 in front of us here – would be placed in front of the freestanding sign in order to provide a theme as I understand it. I believe the applicant can speak...

President Martin: Help me to understand this – we're putting a 5-foot wall in front of the sign?

Staff Nichols: Correct.

President Martin: Alright. Yeah, I want to hear the explanation of that.

Staff Nichols presented the remainder of the staff report. He also noted that item 8 on the agenda is a similar scenario, except the hospital location is across the other side of the river and is just one site.

President Martin opened the public hearing.

Frank Hickey (Signia Design, 2395 West University Avenue): We were brought in to Fairview after they developed the new identity, which most of the time is done on a business card or stationary. With the needs of Fairview, they went from fairly simple and a few words as an identity to one that's a little bit more complicated. And what I mean by that is that in their identity, they wanted to combine the medical center as well as the children's hospital and have it all as one logo or one identifier. So our challenge was how to identify both the medical center and the children's hospital which are interwoven at both locations for the clients so that we could have clear recognition at both campuses. What I did here is I put a board together to show you actually what the logo is as was combined. So what was reviewed earlier as a simpler logo is actually half of the logo. Below you'll see what we traditionally have seen as Fairview's identifier. Above in the Serif letter style, all six lines with the two logo marks are what Fairview views as their new logo. So starting off, we took a review of how that type – because medical facilities it's critical to know where you are and know where you're going – how do we identify for an unfamiliar person with existing standards, with reading distance and the letter size, their identifier? We also wanted to be sure that with our review that we could first have their agreement – if there's a way to break these up yet still have those two identifiers together – if it was satisfactory because a lot of sign applications are horizontal or not the way you would lay it out for a business card. So different reviews led to showing it on a pylon with other information. While we were doing this – also parallel to that is looking at the way finding issues with Riverside campus primarily – a fairly busy road with a fairly complicated campus. There's three main entrances to the campus: 25th, 24th and 23rd Streets. Each one, it isn't necessarily true that you can get access to any place on the campus if you make the wrong turn at

the wrong entrance. Over the years, they kept adding more and more destinations to each of these directional locations. So traffic was always people driving that weren't familiar were making the wrong decisions, entering the hospital at the wrong location and having to walk through the hospital. And that was always difficult, particularly with the emergency entrance on 23rd Avenue. So what we wanted to look at is how do we make a cleaner listing of destination. And we narrowed that list down from something like 16 to what we show in our illustration here. And then also, how do we work in having a contrast between what we have as directional destinations and the identification of Fairview Hospital. What we thought was a different applications including what we've shown here which is the preferred one – where we actually separate the identifier. So the signature bar, or the wall that we have, acts to create a gateway to say you've arrived. So through the shape and the materials and the form of it, it shows the name of both parts of what makes Fairview Hospital – it's a children's hospital and medical center. And then separate from that, which is different information, gives you destinations listed on the vertical directional side. So there's two elements, they have two different functions serving the visitors to the site. There is some questions that staff had if you would like me to continue, that we've been able to address. One was the question of site lines and what we might consider the scale of these new elements versus what is there. We did a study for what we have done in CAD of the locations that exist and then the new locations for the signage. Shown here is the 25th Street intersection. What is in red is the existing sign elements. And what is in green would be what we are proposing. Part of our design is we would cut grade away from the existing ridge that's grown up. And what is in the green car would be the site line. You'd start to see down the street sooner actually than what you can see now. At the location number 4, or the 24th Street intersection, what you see with the large pylon that is there now, we're actually set back further from the street with our wall. And this green box here which shows the cabinet – we looked at the site lines from both directions and we still have clear site lines to that cabinet. These other elements – like the existing flagpole if you're familiar with that location. The 23rd Street intersection actually is somewhat of a tight little corner. We even identified where the phone junction box is and worked around different obstructions that we have at that site. And the site lines are fairly similar because we were fairly tight at that location. The key to our design and with agreement with the client is always the issue of safety and access. So while in the confines of this with the scale of what we might consider a fairly large element as a wall, in the setting that we're talking about, in the scale of the sight, we think we're well within scale – it's a good complement. If I could continue on, I'd like to illustrate what we were doing and how we came to conclusions with our design as well.

President Martin: I don't think you need to go through the whole design, Mr. Hickey. I think if people have questions about it, that would be more helpful.

Frank Hickey: What I wanted to talk about though with this is consideration because it always is an issue of scale. When we design for clients, we always design from what's readable out – not necessarily what we view as the right scale from the outside in. So with the logo, for readability, we wanted to look at the letter sizing and what distance we could read the lettering from the setback. With traffic speed and what we need to do,

we're thinking it's 120 to 150 feet. That determined the size of the type and then building out from there that determined what the size of the wall would be. And this is what the board illustrates.

President Martin: OK. It doesn't look like there are any questions. Thank you. Anyone else wishing to speak to item number 7? OK, I'll close the public hearing.

Commissioner LaShomb: I'll move the conditional use permit (Tucker seconded). I guess you got to have signs. If I were Augsburg, I probably wouldn't be happy seeing the University of Minnesota signs over there, but that's... I guess it was there anyway. Being a former Lutheran, I still have sensitivities for our alma mater. But in any event, I think the sign change is fine.

The motion carried 5 – 0 (Krueger not present for the vote).

Commissioner LaShomb: I'll move approval of B and C (Tucker seconded).

The motion carried 5 – 0 (Krueger not present for the vote).

Commissioner LaShomb: I'm going to move the staff recommendation on item D (Tucker seconded). Well, I have a little trouble trying to figure out what the hardship is here. I guess all of us know if you go to a hospital or any other big facility, that where you drive in and drive out and whatever is always going to be a problem, but I see some really bad precedents having signs behind signs and trying to get down to more signs to do directions into facilities. And while it probably might be appropriate for a hospital, other people are going to come back and want to do all the same stuff. I just think you might have to decide one way or the other which is the most efficient way of getting people to understand where they are. But doing both on the same site doesn't work for me.

Commissioner Motzenbecker: I would have to agree. Signage is always a challenge, especially on hospitals. And way finding is critical. And the less clear it is, the more difficult it becomes with multiple choices. And I understand what they're trying to accomplish and it's almost creating gateways into the hospital demarcating a consistent vernacular for this is the Fairview campus. But I think that can be done – you could do it with walls – you could do it with 3-foot walls that all have the consistent material on them and give that rhythm and vernacular to the campus without necessarily having to have the writing on them. So it can be accomplished, the intent, I think. So I would agree with Commissioner LaShomb.

The motion carried 5 – 0 (Krueger not present for the vote).

8. University of Minnesota Medical Center-Fairview U of M Campus (BZZ-2585, Ward 2), 500 Harvard Street Southeast (Lonnie Nichols). This item was continued from the September 19, 2005 meeting.

A. Conditional Use Permit: Application by Signia Design for a conditional use permit for height to replace existing institutional and directional ground and building signage at the University of Minnesota Medical Center-Fairview campus located near East River Road and near the top of an existing building located at 500 Harvard Street Southeast in the OR3 (Institutional Office Residence) district.

Action: The City Planning Commission adopted the findings and **approved** the conditional use permit to replace an existing sign in a location greater than six stories in height with 405 sf of illuminated (L.E.D.) wall signage, including a logo on the North façade on an existing medical building located at 500 Harvard Street Avenue Southeast.

B. Variance: Application by Signia Design for a variance for size to replace existing institutional and directional ground and building signage at the University of Minnesota Medical Center-Fairview campus located near East River Road and near the top of an existing building located at 500 Harvard Street Southeast in the OR3 (Institutional Office Residence) district.

Action: The City Planning Commission adopted the findings and **approved** the variance to exceed the three hundred (300) square feet dimension limitation up to 405 sf of illuminated (L.E.D.) wall signage, including a logo on the North façade on an existing medical building located at 500 Harvard Street Avenue Southeast.

C. Variance: Application by Signia Design for a variance for size to replace existing institutional and directional ground and building signage at the University of Minnesota Medical Center-Fairview campus located near East River Road and near the top of an existing building located at 500 Harvard Street Southeast in the OR3 (Institutional Office Residence) district.

Action: The City Planning Commission adopted the findings and **approved** the variance to exceed the size and height limitation for freestanding signs by allowing a two-panel sign up to 182 square feet per side and height of 16 feet located at 500 Harvard Street Avenue Southeast.

D. Variance: Application by Signia Design for a variance for size to replace existing institutional and directional ground and building signage at the University of Minnesota Medical Center-Fairview campus located near East River Road and near the top of an existing building located at 500 Harvard Street Southeast in the OR3 (Institutional Office Residence) district.

Action: The City Planning Commission adopted the findings and **denied** the variance for more than one (1) freestanding sign per zoning lot for a signature wall located at 500 Harvard Street Avenue Southeast.

Staff Lonnie Nichols presented the staff report.

[tape end]

President Martin: And Lonnie, where exactly would that wall be? I can't tell from the site plan.

Staff Nichols: The sign would be along Harvard Avenue, just off of...

President Martin: Location 2?

Staff Nichols: Right, location 2 is where the ground signage and proposed signature wall would be. And one additional note on that, Ms. Littman from the Prospect Park East River Road Neighborhood Association sent an e-mail in today, which I believe was included in your packet, in essence stating support for the staff recommendation – and also wanted to voice the need and support for upgrading the signage and supporting that part of it, but not all of it.

President Martin opened the public hearing for item 8.

President Martin: Mr. Hickey, you want to talk some more about this or not? Not. Your choice, you don't have to.

Frank Hickey: I think the conditions are very similar with the use of materials, et cetera.

No one else requested to speak to the item.

President Martin closed the public hearing.

Commissioner LaShomb: I'll move the conditional use permit (Tucker seconded).

The motion carried 5 – 0 (Krueger not present for the vote).

Commissioner LaShomb: I'll move the variance on B and C (Tucker seconded).

The motion carried 5 – 0 (Krueger not present for the vote).

Commissioner LaShomb: I'll move the staff recommendation on D (Tucker seconded).

President Martin: Lonnie, I wanted to ask on that one, the wall...? What's that across the street from? It's the dormitories, right?

Staff Nichols: I believe you are correct.

President Martin: Alright, just checking.

The motion carried 5 – 0 (Krueger not present for the vote).

