

**Department of Community Planning and Economic Development – Planning Division**  
Conditional Use Permit, Variances  
BZZ-3951

**Date:** March 17, 2008

**Applicant:** THM SPE, LLC

**Address of Property:** 215 4<sup>th</sup> Street South

**Project Name:** The Hotel Minneapolis

**Contact Person and Phone:** Dan Pellinen, (612) 861-9636

**Planning Staff and Phone:** Joe Bernard, (612) 673-2422

**Date Application Deemed Complete:** February 21, 2008

**End of 60-Day Decision Period:** April 21, 2008

**End of 120-Day Decision Period:** NA

**Ward:** 7      **Neighborhood Organization:** Downtown West

**Existing Zoning:** B4-2 Downtown Business District and DP Downtown Parking Overlay District

**Proposed Zoning:** Not applicable for this application

**Zoning Plate Number:** 19

**Legal Description:** Not applicable for this application

**Proposed Use:** Sign package for a hotel

**Concurrent Review:**

- A Conditional Use Permit to allow wall signs notwithstanding height limits for a building higher than 6 stories or 84 feet in a downtown district
- A Variance to increase the number of wall signs permitted on a building wall for a building higher than 6 stories or 84 feet in a downtown district from 1 to 2
- A Variance to increase the vertical dimension of 2 wall signs
- A Variance to increase the permitted square footage of a projecting sign
- A Variance to increase the permitted square footage of 14 projecting banner signs
- A Variance to increase the height of 14 projecting banner signs
- A Variance to increase the sign budget of 3 square feet of signage per 1 foot of primary building wall, or 300 square feet, whichever is less

Minneapolis City Planning Department Report  
BZZ-3951

**Applicable zoning code provisions:** Chapter 525, Article VII, Conditional Use Permits; Chapter 525, Article IX Variances, specifically Section 525.520(21) “To vary 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, pursuant to Chapter 543, On-Premise Signs.”; and Chapter 543 On-Premise Signs, specifically Table 543-3 and Section 543.340.

**Background:** The applicant, THM SPE, LLC is in the process of renovating the property at 215 4<sup>th</sup> Street South for use as a 222 room hotel with a first floor restaurant. The hotel and restaurant uses are permitted in the B4-2 Downtown Business District in which they are located. Renovations currently underway did not trigger any land use applications that require a public hearing.

There is currently one sign on the building identifying the entrance on 2<sup>nd</sup> Avenue South. The applicant is proposing 5 wall identification signs and 14 projecting banners to identify the hotel use, and 1 projecting sign to identify the proposed restaurant tenant at the corner of 2<sup>nd</sup> Avenue South and 4<sup>th</sup> Street South.

The applicant is proposing three signs on the building that exceed the permitted height for wall signs in the B4-2 Downtown Business District. At 10 stories and 139 feet, the building is higher than 6 stories or 84 feet. To allow these signs at their proposed height a Conditional Use Permit is required. In addition to the CUP application, the sign package as submitted requires six variances. First, to increase the number of wall signs that are permitted to eclipse the height standard on an individual wall from 1 to 2. This occurs on the 4<sup>th</sup> Street South façade of the building.

Also requested by the applicant is a variance to increase the permitted vertical dimension of 2 wall signs from 14 feet to 48 feet. These signs are proposed to be vertically oriented on the corner of the building at the intersection of 4<sup>th</sup> Street South and 2<sup>nd</sup> Ave South. Also located at the corner of the building is a projecting sign proposed to identify a restaurant that has yet to be named. As proposed, this projecting sign requires a variance to increase the allowed square footage from 48 to 100.

In addition, as part of the application, 14 banners are proposed for the building, 7 on each street frontage. A variance is required to increase the square footage allowed for a projecting sign from 48 to 55. In addition these banners require a variance to increase the height standard for a projecting sign from 24 feet to 58 feet.

The applicant is also requesting a variance to increase the total signage allowed per building wall. As proposed, the 4<sup>th</sup> Street South façade includes 857.6 square feet of signage, while the 2<sup>nd</sup> Avenue South façade includes 807 square feet of signage. The variance request is to increase the signage allowed per façade from 300 square feet to 857.6 and 807 square feet.

At the time of the writing of this report staff had not received any letters from the neighborhood, nearby residents, or other concerned parties.

### **CONDITIONAL USE PERMIT**

**Required Findings for the Conditional Use Permit to allow wall signs notwithstanding height limits for a building higher than 6 stories or 84 feet in a downtown district:**

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

There is no evidence that allowing signs on a building taller than 6 stories or 84 feet will adversely affect the public health, safety, comfort or general welfare. The site is visible from oncoming traffic on 4<sup>th</sup> Street South and 2<sup>nd</sup> Avenue South and higher signs will allow wayfinding from a distance.

**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 proposed signs should not have a negative impact on other property in the vicinity, which primarily consists of offices. The illumination of the signage as proposed is limited enough that it should not have a negative impact on surrounding uses.

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

Access to the site will be via 4<sup>th</sup> Street South, and will be more easily identified with the proposed signage. The use of signs on a building taller than 6 stories or 84 feet should have no impact on utilities, drainage, or other facilities.

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

Signage has been arranged in a manner that clearly identifies the vehicle entrance to the site along 4<sup>th</sup> Street South. One of the wall signs that eclipses the height standard is located above the vehicle entrance for the purpose of directing incoming traffic. In addition, allowing signs higher on the building will allow the site to be more easily located by car, helping to mitigate traffic congestion in the public street.

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

*The Minneapolis Plan* directs readers to *Downtown 2010 Plan* for policy guidance in the downtown area. According to the Principles and Policies outlined in *Downtown 2010 Plan* the following apply to this proposal:

- Facilitate pedestrian movement between the convention center and the hotels, retail and entertainment districts in order to generate economic activity in downtown (Hospitality & Conventions Policy number 3).
- Create superior access between downtown and the airport (Hospitality & Conventions Policy number 4).

Planning Staff believes that the proposed signage is in conformance with the above policies of the *Downtown 2010 Plan*. Locating wall signs above the district regulated height will help those attending events downtown to find The Hotel Minneapolis, and to travel to and from various visitor destinations in the 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.**

In addition to a Conditional Use Permit for the building signs, the application requires six variances. Final plans for the hotel project were reviewed and approved by Preliminary Development Review in March of 2007. At that time, it was determined by planning staff to meet all other applicable regulations of the zoning code.

**VARIANCES**

**Findings Required by the Minneapolis Zoning Code for the Variance to increase the number of wall signs on a building wall notwithstanding height limits for a building higher than 6 stories or 84 feet in a downtown district from 1 to 2:**

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

Not allowing a second sign would not cause undue hardship. However, staff believes that two wall signs that eclipse the district height standard on one building wall is a reasonable use. The corner wall sign on the 4<sup>th</sup> Street elevation is intended to serve as the main building identification sign, and eclipses the height standard of the district by 55 feet one inch. The second wall sign on this façade eclipses the district height standard of 16 feet by 5 feet 1.5 inches for the express purpose of identifying the entrance to the vehicle drop off area. There are no additional wall signs proposed that identify the hotel use on this building façade.

**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 existence of street fronting windows and a skyway connection on the 4<sup>th</sup> Street façade of the building makes it infeasible to identify the building at close range for both automobiles and pedestrians. As a hotel is a permitted use in the downtown zoning districts and unique identification needs are recognized in section 543.340 of the zoning code, the unique situation on the site constitutes a hardship for locating a second sign at or below the district regulated height.

**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 proposed second wall sign on 4<sup>th</sup> Street South meets the intent of section 543.340 of the zoning code. The intent of the ordinance is to allow for signage to identify larger uses that have unique identification needs, in this case not only to identify the use, but to identify a main entrance to the site. Use or enjoyment of surrounding property should not be impacted by the proposed signage.

- 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.**

The public interest is being met by the proposed signage in that the second wall sign located above the driveway identifies the main entrance for patrons arriving to the hotel by automobile. This sign in conjunction with the drop off area itself should assist in directing auto traffic away from the adjacent public streets resulting in reduced congestion.

**In addition, the following findings must be addressed if applying for a SIGN VARIANCE:**

- 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 CUP for signs on uses that exceed 6 stories or 84 feet is specifically limited to one sign per building wall to prevent clutter. As proposed the combination of the two wall signs on one façade however does not in itself constitute sign clutter. The signs are located on opposite ends of the building façade and serve to identify the use in different ways.

- 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 proposed signs will be of a unified design and style that will enhance the overall identity of the building. The signs proposed are individually lit letters mounted on an aluminum frame.

**Findings Required by the Minneapolis Zoning Code for the Variance to increase the vertical dimension of two wall signs on a building wall notwithstanding height limits for a building higher than 6 stories or 84 feet in a downtown district from 14 feet to 48 feet:**

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

Due to the orientation of surrounding buildings, the identification needs of this property cannot be met with signs that are horizontally oriented. Larger buildings located adjacent to the site limit view corridors to the building along 4<sup>th</sup> Street South and 2<sup>nd</sup> Avenue South and require signage to be located on the building corner to be effective. Strict adherence to the regulations of section 543.340 of the zoning code would limit the vertical dimension of a horizontally oriented sign on the building. If horizontally oriented, only a portion of the sign would be readable from a distance. The unique identification needs of this use cannot be met without orienting the corner signs vertically. The vertical dimension maximum of 14 feet therefore makes placing a sign of adequate size on the building infeasible.

- 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.**

Placing building signage horizontally across the top of the building would not serve to meet the unique identification needs of this use. The applicant has proposed to orient two signs vertically in an attempt to maintain the integrity of the building façade while adequately addressing the need to identify the building from a reasonable distance.

- 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 spirit of zoning ordinance section 543.340 is to permit signage that meets the unique identification needs of certain larger uses. Granting of this variance will ensure that signage is oriented in a manner that is not substantially injurious to the existing structure in that it will not interrupt the window pattern. In this way, the signage will also meet the unique identification needs of the hotel use.

- 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.**

There is no evidence that the proposed variance would increase congestion of the public streets or be detrimental to the public welfare.

**In addition, the following findings must be addressed if applying for a SIGN VARIANCE:**

- 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 two signs that exceed the vertical dimension of 14 feet are of uniform design and located at the corner of the building. This arrangement provides a focal point for building signage and does not in itself constitute sign clutter.

- 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 proposed signs will be of a unified design and style that will enhance the overall identity of the building. The signs proposed are individually lit letters mounted on an aluminum frame.

**Findings Required by the Minneapolis Zoning Code for the Variance to increase the permitted square footage of a projecting sign from 48 to 100:**

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

The proposed sign is designed to wrap around the corner of the building at the intersection of 4<sup>th</sup> Street South and 2<sup>nd</sup> Ave South. Identification on this sign is intended for a yet to be named restaurant tenant on the first floor. There is no proposed copy for this sign. District sign regulations limit the size of a projecting sign to 48 square feet. The applicant has proposed to essentially connect two projecting signs that are on separate building walls by wrapping them around the corner to create one unified sign. While strict adherence to the regulations of the zoning ordinance would not cause undue hardship, staff believes that this variance request is a reasonable alternative to separate projecting signs, and will ensure that the first floor restaurant tenant will be easily distinguished from the hotel use.

- 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 not unique to the parcel of land for which this variance is sought. While staff acknowledges that the proposed sign is of a reasonable design, identifying the restaurant from both street frontages could be accomplished in a number of ways.

- 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 proposed sign meets the intent of the ordinance in that the sign is acting to identify the use on two street frontages with the use of one sign. Two individual projecting signs would be permitted for a total of 96 square feet, and would have a higher visual impact than one sign.

- 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.**

There is no evidence that the proposed variance would increase congestion of the public streets or be detrimental to the public welfare.

**In addition, the following findings must be addressed if applying for a SIGN VARIANCE:**

- 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.**

Two projecting signs on each street frontage while permissible would be less desirable alternative to the proposed sign in that it reduces the appearance of sign clutter.

- 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 proposed sign is designed consistently with the signs identifying the hotel use, but also uniquely identifies the restaurant use. The sign proposed are individual letters mounted on an aluminum frame and will enhance the overall identity of the building.

**Findings Required by the Minneapolis Zoning Code for the Variance to increase the permitted square footage of 14 projecting banner signs from 48 to 55 each:**

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

There is no indication that following the regulations of the zoning ordinance would cause undue hardship. Reasonable use of the property can be attained without approval of this variance.

- 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.**

Although the identification needs of this property are unique, these needs can be met within the bounds of the ordinance that allows for projecting signs up to 48 square feet.

- 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 intent of the ordinance is to limit the size of projecting signs so that they have minimal impact on surrounding uses while still meeting the identification needs of various uses. The requested variance is not substantial, and if granted would likely not be injurious to adjacent property.

- 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.**

There is no evidence that the proposed variance would increase congestion of the public streets or be detrimental to the public welfare.

**In addition, the following findings must be addressed if applying for a SIGN VARIANCE:**

- 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 number of signs proposed to exceed the size limitation is excessive. It is the opinion of staff that this variance request will result in sign clutter on the property.

- 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 projecting banner signs are made of a flexible vinyl material that in the past has been known to deteriorate easily, and is inconsistent with the materials proposed for other signage on the property.

**Findings Required by the Minneapolis Zoning Code for the Variance to increase the permitted height of 14 projecting banner signs from 24 to 58 feet:**

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

There is no indication that following the regulations of the zoning ordinance would cause undue hardship. Reasonable use of the property can be attained without approval of this variance.

- 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.**

Although the identification needs of this property are unique, these needs can be met within the bounds of the ordinance that allows for projecting signs up to 24 feet from grade.

- 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 intent of the ordinance is to limit the height of projecting signs so that they have minimal impact on surrounding uses while still meeting the identification needs of various uses. The identification needs of this property are being met through various other proposed signage on the site.

- 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.**

There is no evidence that the proposed variance would increase congestion of the public streets or be detrimental to the public welfare.

**In addition, the following findings must be addressed if applying for a SIGN VARIANCE:**

- 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 number of signs proposed to exceed the height limitation is excessive. It is the opinion of staff that this variance request will result in sign clutter on the property.

- 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 projecting banner signs are made of a flexible vinyl material that in the past has been known to deteriorate easily, and is inconsistent with the materials proposed for other signage on the property.

**Findings Required by the Minneapolis Zoning Code for the Variance to increase the permitted sign budget from 300 square feet per façade to 857.6 square feet on 4<sup>th</sup> Street South and 807 square feet on 2<sup>nd</sup> Avenue South:**

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

An increase in the sign budget is a reasonable request for a use that has unique identification needs. As proposed, strict adherence to the zoning code regulations would limit signage on this building to the two corner signs, shown by the applicant at 288 square feet each. Whereas the size of the corner signs are necessary to identify the building from a distance, and the identification of the building at street level is necessary, strict adherence to the zoning code would not allow for proper identification of this use.

- 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 to this property in that signs are being proposed for an existing building not originally designed for use as a hotel. Combined with the unique identification needs of the use, the design of the building façade requires placement of signage in a manner that requires increased size. While reasonable use of the property is possible without issuance of this variance, it is in the public interest to identify this use both from a distance and at street level. Allowing signage of increased size is a reasonable way to meet this need.

- 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 conditional use permit requested by the applicant reduces the allowed square footage on a building wall from the district permitted 2.5 square feet of signage per linear foot of primary

Minneapolis City Planning Department Report  
BZZ-3951

building wall to 3 square feet per linear foot of building wall or 300 square feet total, whichever is less. At the district standard, the applicant would be allowed 392 square feet of signage along 4<sup>th</sup> Street South and 381 square feet along 2<sup>nd</sup> Avenue South. With the CUP regulations in place, the allowed square footage is reduced to 300 square feet on each wall.

Granting of the variance as requested would result in an excessive number of large signs on the property. Specifically, the proposed banner signs increase the overall sign budget by 385 square feet, and eclipse the square footage allotment for each façade by themselves. The intent of the ordinance is to balance the identification needs of a property with the desire to limit sign clutter. The requested variance amount does not carefully consider this balance and is an attempt to place as much signage as possible on each street frontage.

- 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.**

There is no evidence that the proposed variance would increase congestion of the public streets or be detrimental to the public welfare.

**In addition, the following findings must be addressed if applying for a SIGN VARIANCE:**

- 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 banner signs in particular do not serve the purpose of either identifying the specific use from a distance or from the street level as the logo is too small to see from a distance and the signs too high to have an impact from street level at a closer proximity. It is the opinion of staff that granting a variance request of this magnitude is unnecessary and will lead directly to sign clutter on the property.

- 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 projecting banner signs are made of a flexible vinyl material that in the past has been known to deteriorate easily, and is inconsistent with the materials proposed for other signage on the property. The remaining signs on the property are made of more durable material and are uniformly designed.

**RECOMMENDATIONS**

**Recommendation of the Department of Community Planning and Economic Development – Planning Division for the Conditional Use Permit to allow wall signs notwithstanding height limits for a building higher than 6 stories or 84 feet in a downtown district:**

The City Planning Department recommends that the City Planning Commission adopt the above findings and **approve** the Conditional Use Permit to allow wall signs notwithstanding height limits for a

Minneapolis City Planning Department Report  
BZZ-3951

building higher than 6 stories or 84 feet in a downtown district at 215 4<sup>th</sup> Street South, subject to the following condition:

1. The conditional use permit shall be recorded with Hennepin County as required by Minn. Stat. 462.3595, subd. 4 before building permits may be issued or before the use or activity requiring a conditional use permit may commence. Unless extended by the zoning administrator, the conditional use permit shall expire if it is not recorded within one year of approval.

**Recommendation of the Department of Community Planning and Economic Development – Planning Division for the Variance to increase the number of wall signs on a building wall notwithstanding height limits for a building higher than 6 stories or 84 feet in a downtown district from 1 to 2:**

The City Planning Department recommends that the City Planning Commission adopt the above findings and **approve** the Variance to increase the number of wall signs on a building wall notwithstanding height limits for a building higher than 6 stories or 84 feet in a downtown district from 1 to 2 at 215 4<sup>th</sup> Street South.

**Recommendation of the Department of Community Planning and Economic Development – Planning Division for the Variance to increase the vertical dimension of two wall signs on a building wall notwithstanding height limits for a building higher than 6 stories or 84 feet in a downtown district from 14 feet to 48 feet:**

The City Planning Department recommends that the City Planning Commission adopt the above findings and **approve** the Variance to increase the vertical dimension of two wall signs on a building wall notwithstanding height limits for a building higher than 6 stories or 84 feet in a downtown district from 14 feet to 48 feet at 215 4<sup>th</sup> Street South.

**Recommendation of the Department of Community Planning and Economic Development – Planning Division for the Variance to increase the permitted square footage of a projecting sign from 48 to 100:**

The City Planning Department recommends that the City Planning Commission adopt the above findings and **approve** the Variance to increase the permitted square footage of a projecting sign from 48 to 100 at 215 4<sup>th</sup> Street South.

**Recommendation of the Department of Community Planning and Economic Development – Planning Division for the Variance to increase the permitted square footage of 14 projecting banner signs from 48 to 55 each:**

The City Planning Department recommends that the City Planning Commission adopt the above findings and **deny** the Variance to increase the permitted square footage of 14 projecting banner signs from 48 to 55 each at 215 4<sup>th</sup> Street South.

Minneapolis City Planning Department Report  
BZZ-3951

**Recommendation of the Department of Community Planning and Economic Development – Planning Division for the Variance to increase the permitted height of 14 projecting banner signs from 24 to 58 feet:**

The City Planning Department recommends that the City Planning Commission adopt the above findings and **deny** the Variance to increase the permitted height of 14 projecting banner signs from 24 to 58 feet at 215 4<sup>th</sup> Street South.

**Recommendation of the Department of Community Planning and Economic Development – Planning Division for the Variance to increase the permitted sign budget from 300 square feet per façade to 857.6 square feet on 4<sup>th</sup> Street South and 807 square feet on 2<sup>nd</sup> Avenue South:**

The City Planning Department recommends that the City Planning Commission adopt the above findings and **deny** the Variance to increase the permitted sign budget from 300 square feet per façade to 857.6 square feet on 4<sup>th</sup> Street South and 807 square feet on 2<sup>nd</sup> Avenue South, and in lieu thereof **approve** a Variance to increase the permitted sign budget from 300 square feet per façade to 472.6 square feet on 4<sup>th</sup> Street South and 422 square feet on 2<sup>nd</sup> Avenue South at 215 4<sup>th</sup> Street South.

**Attachments:**

- Statement of Proposed Project
- Applicant's Statement
- Map of Area
- Site Plan
- Elevations
- Photos