

Department of Community Planning and Economic Development – Planning Division
Conditional Use Permit
BZZ-3300

Date: December 18, 2006

Applicant: Ryan Companies on behalf of 520 Marquette Hotel, LLC

Address of Property: 88 South 6th Street

Project Name: Westin Wall Sign

Contact Person and Phone: Anya Beck, 612-492-4494

Planning Staff and Phone: Michael Wee, 612-476-5468

Date Application Deemed Complete: October 26, 2006

End of 60-Day Decision Period: December 25, 2006

End of 120-Day Decision Period: February 24, 2007

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

Existing Zoning: B4-2

Proposed Zoning: Not applicable for this application

Zoning Plate Number: 19

Legal Description: Not applicable for this application

Proposed Use: Wall sign on an existing building

Concurrent Review: Conditional use permit for a wall sign (Section 543.340)

Applicable zoning code provisions: Chapter 543, On Premise Signs

Background:

The building at 88 South 6th Street is currently in the process of obtaining a National Register and State Historical designations, thence local designation may follow. The building is undergoing an interior renovation to use the building as a hotel and restaurant, which is a permitted use in a B4-2 District. The applicant proposes to install an internally lit wall sign, measuring 17.4 feet wide x 3.6 feet high to reflect a recent change of ownership of an existing building to identify the business as “Westin.” The proposed sign will be mounted 30 feet from the existing grade line. Table 543-3 Specific Standards for Signs in the Downtown Districts, Chapter 543 of the zoning code limits maximum height for wall signs

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in B4 district at 16.3 feet. Recognizing that certain larger uses may have unique identification needs, the zoning code allows exceptions through conditional use permits.

The proposed sign will be mounted on the south elevation of the building where it will sit above the three existing flag poles. The sign will be individual letters using aluminum frames with an acrylic sign face. The applicant is aware of the significance of preserving the building's architectural integrity by installing the sign at the grout lines rather than on the granite surface. Once installed, these letters will extend 8 inches from the wall surface.

CONDITIONAL USE PERMIT

Findings as required by the Minneapolis Zoning Code:

The 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 conditional use:

1. **Will not be detrimental to or endanger the public health, safety, comfort or general welfare.**
The proposed wall sign that is installed 30 feet above grade is not detrimental to or endanger the public health, safety, comfort or general welfare.
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 surrounding properties are fully developed and will not be impacted by the proposed wall sign.
3. **Adequate utilities, access roads, drainage, necessary facilities or other measures, have been or will be provided.**
The property is adequate serviced by existing infrastructure. The proposed sign would not affect the use or the need for additional infrastructure service.
4. **Adequate measures have been or will be provided to minimize traffic congestion in the public streets.**
Staff does not anticipate the proposed sign to have a direct impact on traffic congestions.
5. **Is consistent with the applicable policies of the comprehensive plan.**
Staff has identified the following policies of the Minneapolis Plan that are relevant to the conditional use permit application:
 - Policy 4.1 Minneapolis will encourage reinvestment along major urban corridors as a way of promoting growth in all neighborhoods.

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Implementation Steps:

Develop standards based on recognition of the qualities that make urban corridors desirable, viable and distinctly urban, including; diversity of activity, safety for pedestrians, access to desirable goods and amenities, attractive streetscape elements, density and variety of uses to encourage walking, and architectural elements which add interest at the scale of the pedestrian.

Policy 9.4 Minneapolis will promote preservation as a tool for economic development and community revitalization.

Implementation Steps:

Use historic preservation goals to encourage development and reinvestment in the city.

Staff comment: The conditional use permit would allow the applicant to adapt their signage to meet the business identification needs while preserving the architectural integrity of the building.

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.

Staff is unaware of any conflict between the proposed wall sign and the provisions of Section 543.100 and Chapter 549 Downtown Districts of the zoning code.

RECOMMENDATIONS

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

The City Planning Department recommends that the City Planning Commission adopt the above findings and **approve** the conditional use permit application to install a wall sign mounted 30 feet above existing grade line on the south elevation wall of an existing building located at 88 South 6th Street.

Attachments:

Statement of use
Zoning Map
Plans
Photos