

From: BARRETT, JACKIE (MINNEAPOLIS)
To: Jacob Fry (Jacob.Fry@minneapolismn.gov)
Cc: Jay.Ludke@minneapolismn.gov; heidi.ritchie@minneapolismn.gov; Roger Christensen; Liz Berres; Dan Collison
Subject: FW: Valspar Signage Proposed Location
Date: Monday, January 27, 2014 10:00:38 AM
Attachments: 1_16_14 Valspar Sign Variance Package.pdf
Importance: High

Dear Ward 3 Council Member – Mr. Jacob Frey:

Valspar is working with HCM Architects to help navigate through the process of applying for a land use variance for a sign that we would like to install on the back of our new laboratory. Below is a brief introduction to the proposed sign location and attached are the detailed renderings which covers why this location is important to Valspar.

1. This specific project is for Valspar, Building #4 renovation; Valspar will use this facility for new research and development laboratories.
2. Sign Variance Application for a non-compliant sign proposed. The maximum height allowed by the City of Minneapolis ordinance is 28'-0". The proposed sign height, top of sign, is 43'-6". This requested location was chosen based on the two original existing "ghost signs" which are historic and still visible after more than 100 years.
3. The building is located at 1101 3rd Street South in Minneapolis, Minnesota in B4N Zoning.
4. The applicant, is HCM Architects, representative for Valspar's behalf.

HCM Architects
Roger Christensen
4201 Cedar Avenue South
Minneapolis, MN 55407
p 612.904.1332
f 612.904.7366
Christensen@hcmarchitects.com

We appreciate the support of The Minneapolis City Council. I would be happy to discuss our project in detail if you should have any questions.

Sincerely,

Jackie J. Barrett
Facilities Manager
Valspar
612-851-7841
jbarrett@valspar.com

This transmission may contain confidential or privileged information; unauthorized

From: BARRETT, JACKIE (MINNEAPOLIS)
To: Christie Rock (christie@hantge.com)
Cc: Roger Christensen; Liz Berres
Subject: FW: Valspar Signage Proposed Location
Date: Monday, January 27, 2014 10:22:19 AM
Attachments: 1_16_14 Valspar Sign Variance Package.pdf
Importance: High

Dear Christie:

Valspar is working with HCM Architects to help navigate through the process of applying for a land use variance for a sign that we would like to install on the back of our new laboratory. Below is a brief introduction to the proposed sign location and attached are the detailed renderings which covers why this location is important to Valspar.

1. This specific project is for Valspar, Building #4 renovation; Valspar will use this facility for new research and development laboratories.
2. Sign Variance Application for a non-compliant sign proposed. The maximum height allowed by the City of Minneapolis ordinance is 28'-0". The proposed sign height, top of sign, is 43'-6". This requested location was chosen based on the two original existing "ghost signs" which are historic and still visible after more than 100 years.
3. The building is located at 1101 3rd Street South in Minneapolis, Minnesota in B4N Zoning.
4. The applicant, is HCM Architects, representative for Valspar's behalf.

HCM Architects
Roger Christensen
4201 Cedar Avenue South
Minneapolis, MN 55407
p 612.904.1332
f 612.904.7366
Christensen@hcmarchitects.com

We appreciate the support of the Downtown Minneapolis Neighborhood Association. Please let me know if you have any questions.

Sincerely,

Jackie J. Barrett
Facilities Manager
Valspar
612-851-7841
jbarrett@valspar.com

This transmission may contain confidential or privileged information; unauthorized

From: BARRETT, JACKIE (MINNEAPOLIS)
To: Dan Collison
Cc: Christie Rock (christie@hantae.com); Roger Christensen; Liz Berres
Subject: Valspar Signage Proposed Location
Date: Monday, January 27, 2014 9:54:07 AM
Attachments: 1_16_14 Valspar Sign Variance Package.pdf
Importance: High

Dear Dan:

Valspar is working with HCM Architects to help navigate through the process of applying for a land use variance for a sign that we would like to install on the back of our new laboratory. Below is a brief introduction to the proposed sign location and attached are the detailed renderings which covers why this location is important to Valspar.

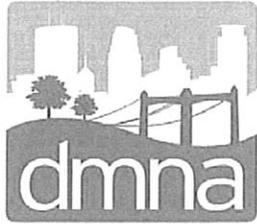
1. This specific project is for Valspar, Building #4 renovation; Valspar will use this facility for new research and development laboratories.
2. Sign Variance Application for a non-compliant sign proposed. The maximum height allowed by the City of Minneapolis ordinance is 28'-0". The proposed sign height, top of sign, is 43'-6". This requested location was chosen based on the two original existing "ghost signs" which are historic and still visible after more than 100 years.
3. The building is located at 1101 3rd Street South in Minneapolis, Minnesota in B4N Zoning.
4. The applicant, is HCM Architects, representative for Valspar's behalf.

HCM Architects
Roger Christensen
4201 Cedar Avenue South
Minneapolis, MN 55407
p 612.904.1332
f 612.904.7366
Christensen@hcmarchitects.com

We appreciate the support of East Downtown Council. Please let me know if you have any questions.

Sincerely,

Jackie J. Barrett
Facilities Manager
Valspar
612-851-7841
jbarrett@valspar.com



**DOWNTOWN
MINNEAPOLIS
NEIGHBORHOOD
ASSOCIATION**

40 S. 7th Street
Suite 212, PMB 172
Minneapolis, MN 55402
Phone: (612) 659-1279
Online: www.thedmna.org

February 15, 2014

Mr. Michael Wee, AICP, Senior Planner
CPED Planning Division
City of Minneapolis
250 S. 4th Street, #300
Minneapolis, MN 55415

Re: Valspar VAST Research and Development Campus - Exterior Building Signage - Variance Request

Dear Michael:

I am writing to you on behalf of the Downtown Minneapolis Neighborhood Association (DMNA) Board of Directors regarding Valspar's sign variance application for building #4 on their campus that is located in the Downtown East neighborhood at 1101 3rd Street South in Minneapolis.

Jackie Barrett from Valspar and Roger Christensen from HCM Architects presented the variance request to the DMNA Board on February 6. Barrett provided details on the sign application in advance of the meeting, and Christensen reviewed display boards of the proposed signage at the meeting. Christensen explained that a variance is needed to increase the maximum height of the sign from 28 feet to 43.6 feet.

After a few questions and some discussion, the board passed a motion in support of Valspar's sign variance application to increase the maximum height to 43.6 feet based on the following reasons:

- The signage is consistent with best practices for historic preservation established by the State Historic Preservation Office and the National Park Service.
- The signage enhances the historic character of the building. It does not obscure significant historic features.
- The signage respects and complements the character of neighboring buildings.

The DMNA Board very much appreciates Valspar's commitment to historic preservation, as well as the company's considerable investment in the Downtown East neighborhood.

If you have any questions about this letter, please feel free to contact me at christie@hantge.com, or 320-583-4573. You may also contact DMNA Board Chair, Nick Cichowicz, at nicholas_paul_cichowicz@live.com.

Sincerely,

Christie Rock
DMNA Neighborhood Coordinator

Cc: Jackie Barrett, Valspar
3rd Ward City Council Member Jacob Frey
Nicholas Cichowicz, DMNA Board Chair
Jesse Winkler, DMNA Community Development Committee Chairperson



% First Covenant Church
810 South 7th Street
Minneapolis, MN 55415
Online: www.edcmpls.org
info@edcmpls.org

February 6, 2014

Mr. Michael Wee, AICP, Senior Planner
CPED Planning Division
City of Minneapolis
250 S. 4th Street, #300
Minneapolis, MN 55415

Re: Valspar VAST Research and Development Campus - Exterior Building Signage - Variance Request

Dear Michael:

I am writing to you on behalf of the East Downtown Council Board of Directors. It has been brought to our attention that Valspar is seeking a sign variance for building #4 in their campus that is located in the East Downtown District at 1101 3rd Street South in Minneapolis.

It is a privilege to have a fortune 500 company such as Valspar in Downtown Minneapolis. Valspar's commitment to historic preservation and considerable investment in this building for new research and development laboratories is to be highly commended. It is also the EDC Board's perspective that the City should approve Valspar's variance request to increase the maximum height of their exterior signage to 43'-6" for the following reasons:

- The signage is consistent with best practices for historic preservation established by the State Historic Preservation Office and the National Park Service.
- The signage enhances the historic character of the building. It does not obscure significant historic features.
- The signage respects and complements the character of neighboring buildings.

For these reasons the EDC board passed a motion on Thursday, February 6 supporting Valspar's variance application.

If you have any questions about this letter, please feel free to contact me at dcollison@1stcov.org or 612-927-3123.

Sincerely,

A handwritten signature in black ink, appearing to read 'Dan Collison', written over a white background.

Dan Collison
East Downtown Council President

Cc: 3rd Ward City Council Member Jacob Frey