



Zeller Realty Group®

2200 Fifth Street Towers  
100 South Fifth Street  
Minneapolis, MN 55402

April 15, 2014

Mr. Mike Dimond  
**FOX Sports North**  
200 LaSalle Plaza  
800 LaSalle Avenue  
Minneapolis, MN 55402

Mike:

Zeller Realty is in receipt of the Nordquist Sign Company exterior signage package submittal dated 1/29/14 for LaSalle Plaza, 800 LaSalle Avenue for Landlord Review pursuant to the terms of your Lease. After review of the two options that were provided, Landlord approval is granted for Option 1 of 2 as included in the attached. Please keep us informed of the progress that is made with the City and Nordquist on this submittal and let us know if you need any further information regarding this matter.

Sincerely,

Thomas D. Erdman  
Vice President  
**Zeller Realty Group**  
1040 LaSalle Plaza  
800 LaSalle Avenue  
Minneapolis, MN 55402



***NORTH***<sup>TM</sup>

*Proposed Building Sign Display*

**NORDQUIST**  
SIGN COMPANY





conceptual

VERSION **1** **EXTERIOR ILLUM. WALL DISPLAY**

- A** LETTERS / LOGO TO BE WHITE PAN CHNL. WITH WHITE TRIMCAPPED ACRYLIC FACES BACKLIT WITH LEDS. LOGO, HI-RES, PRINTED GRAPHIC APPLIED 1ST SURFACE. DK. BLUE PNTD. ALUMINUM CAB, SATIN SILVER TRIM
- B** RGB LED MESSAGE DISPLAY PORTION

INSTALL: FIELD CHECK REQUIRED, POWER TO BE STUBBED INTO LOCATION BY CLIENT

**NORDQUIST**  
SIGN COMPANY  
945 Pierce Butler Route  
St. Paul, MN 55104  
PH 612 823 7291  
877 823 7291  
500 N. Rainbow Blvd.  
Las Vegas, NV 89107  
PH 702 300 0513  
866 578 6596  
www.nordquistsign.com

This Drawing is the exclusive property of Nordquist Holdings LLC. (d/b/a Nordquist Sign Company) and is the result of original work by it's employees. This drawing is submitted solely in conjunction with a proposal to manufacture the product depicted within this drawing. Distribution, exhibition of this drawing to anyone other than the recipient or recipient's employees or the incorporation of any design features that are unique to this document in any other projects is expressly prohibited. In the event the recipient chooses not to purchase the product depicted in this drawing, all copies thereof shall be returned forthwith to Nordquist Sign Company.



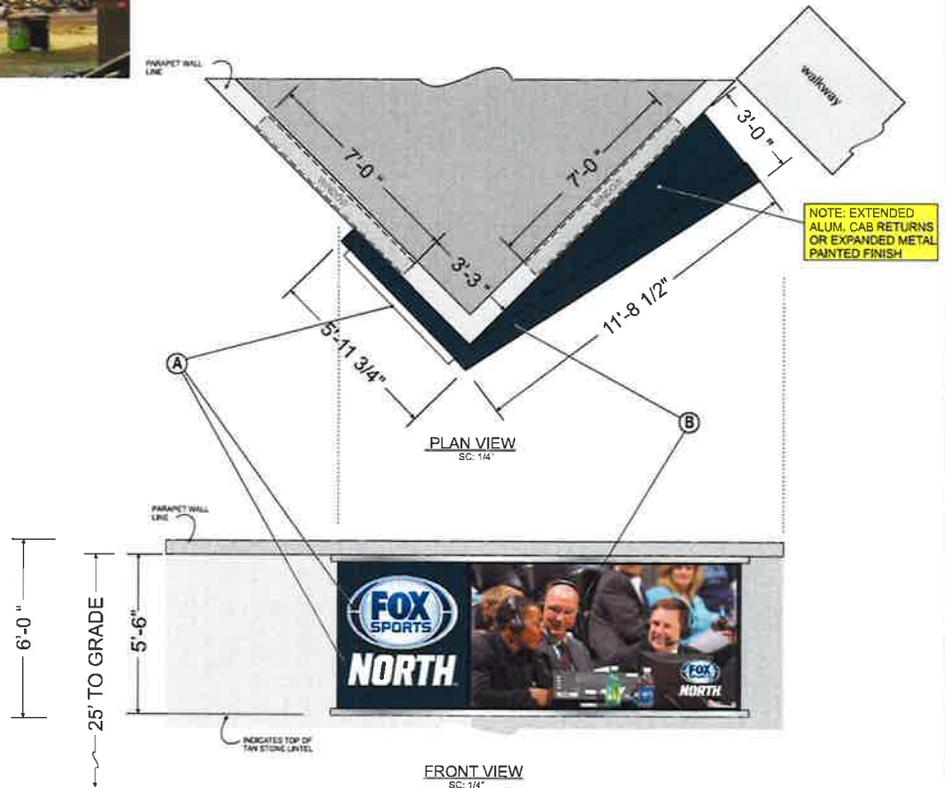
SIGN TYPE:  
ID. / LED DISPLAY

CUSTOMER APPROVAL

NAME: \_\_\_\_\_  
DATE: \_\_\_\_\_

REV 1:  
REV 2:  
REV 3:  
REV 4:  
REV 5:  
REV 6:  
REV 7:

SALES: C. HESSE  
DESIGN: SC  
DATE: 1.29.14  
DWG: 4370



NOTE: EXTENDED ALUM. CAB RETURNS OR EXPANDED METAL PAINTED FINISH

*Approval & Accepted 4/15/14*  
*[Signature]*



LOCATION VIEW

conceptual

VERSION **2** EXTERIOR LED WALL DISPLAY

**A** RGB LED MESSAGE DISPLAY CAB, DK. BLUE PNTD. ALUMINUM FABRICATION, SATIN SILVER TRIM,

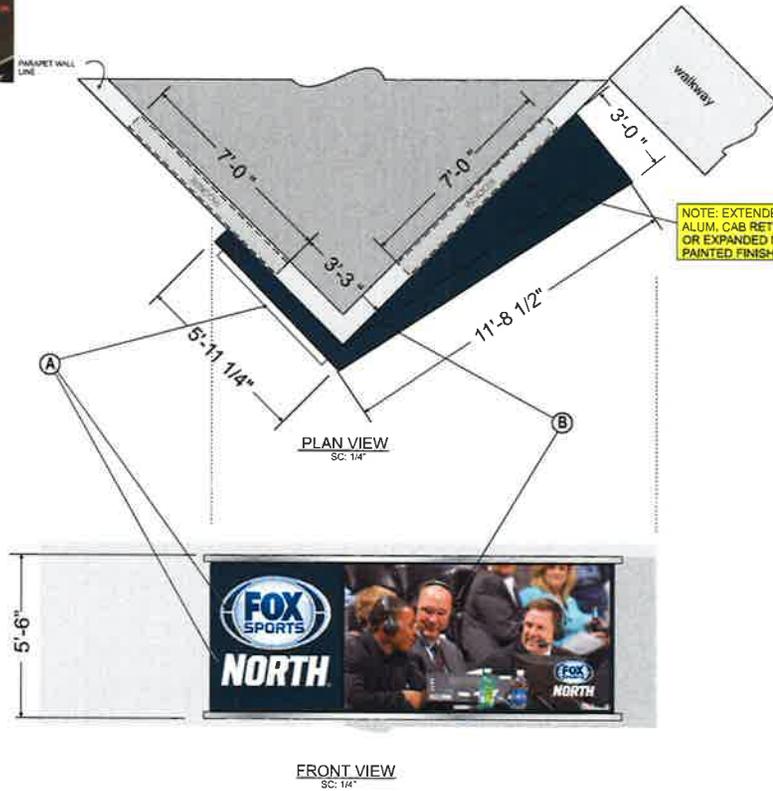
INSTALL: FIELD CHECK REQUIRED, POWER TO BE STUBBED INTO LOCATION BY CLIENT



**945 Pierce Butler Route**  
**St. Paul, MN 55104**  
 PH 612.823.7291  
 877.823.7291

**500 N. Rainbow Blvd.**  
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 PH 702.300.0513  
 866.578.6596  
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SIGN TYPE:  
 ID. / LED DISPLAY

CUSTOMER APPROVAL

NAME: \_\_\_\_\_

DATE: \_\_\_\_\_

- REV 1:
- REV 2:
- REV 3:
- REV 4:
- REV 5:
- REV 6:
- REV 7:

SALES: C. HESSE  
 DESIGN: SC.  
 DATE: 1.29.14  
 DWG: 4370



4.18.2014

Christie Rock  
Downtown Minneapolis Neighborhood Association  
40 South 7<sup>th</sup> Street  
Suite 212 – PMB 172  
Minneapolis, MN 55402

Council Member Lisa Goodman  
350 South 5<sup>th</sup> Street, Room 307  
Minneapolis, MN 55415

Re: Fox Sports North Sign Variance Applications

Dear Ms. Rock and Council Member Goodman:

I am writing to notify you that, on behalf of Fox Sports North, we are submitting applications for two variances for a dynamic sign on the La Salle Plaza building at 19 8<sup>th</sup> Street South. The sign will be the main identification sign for Fox Sports North, which has its studio and offices on the second floor of the building in the area behind the proposed sign location. The sign and its proposed location are depicted on the attached drawing.

The following variances are required for the proposed sign:

1. A variance to increase the maximum height of a dynamic sign from 14 feet to 25 feet.
2. A variance to increase the maximum area of a dynamic sign from 32 square feet to 64 square feet.

You may recall that we submitted applications in 2013 for a larger dynamic sign that did not receive support from DMNA. Those applications were withdrawn. We met with the DMNA Board on April 3, 2014 to present the revised sign plan and are pleased and appreciative of the DMNA Board's vote of approval for the new sign design and required variances.

Please feel free to contact either Mike Dimond, General Manager of Fox Sports North, or myself with any questions or concerns regarding the sign variance applications. Our contact information is below.

Sincerely,  
NORDQUIST SIGN COMPANY

Chuck Hesse  
Vice President

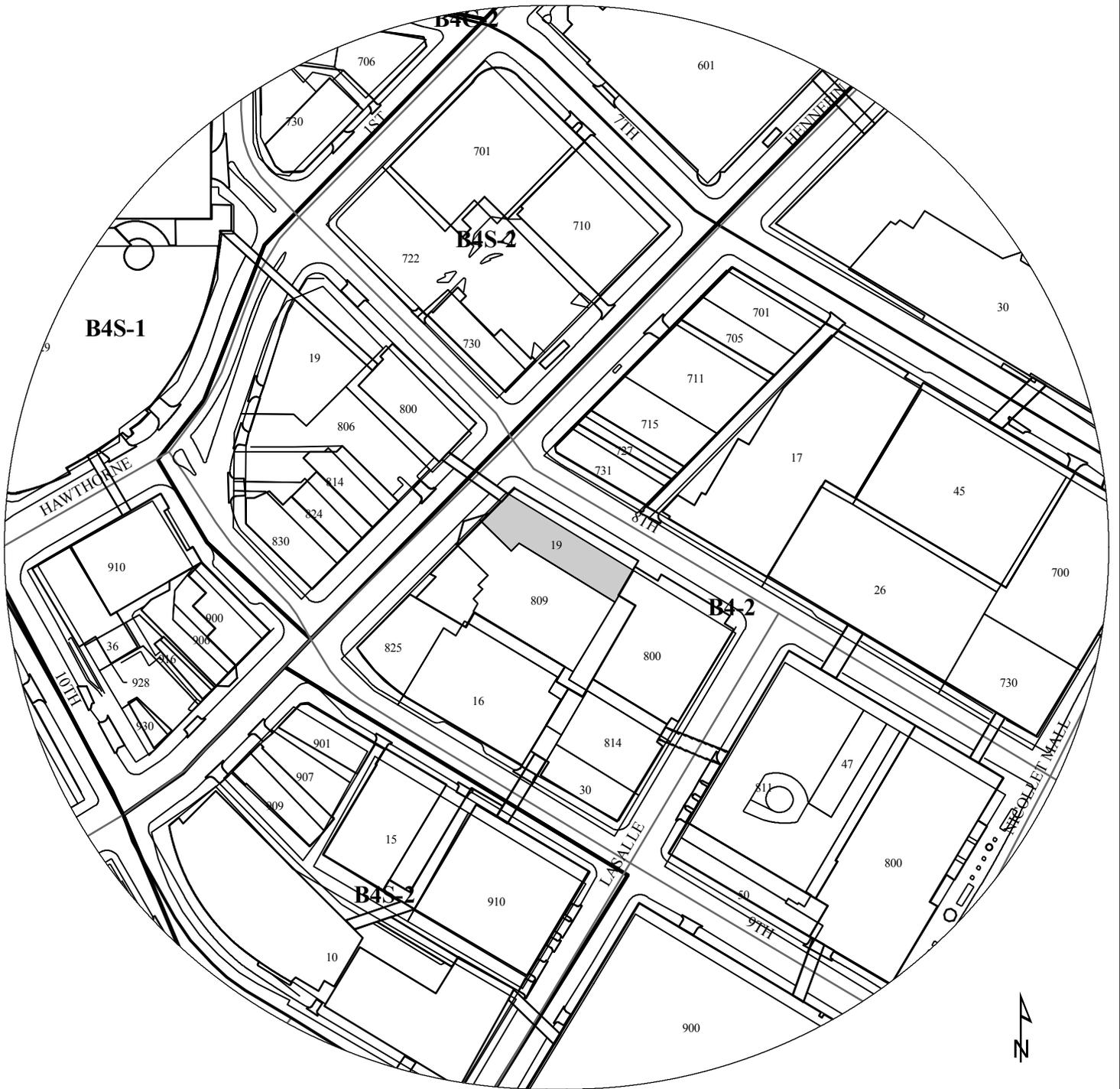
c: Mike Dimond, SVP and General Manager  
Fox Sports North  
LaSalle Plaza, 800 LaSalle Avenue, Suite 200  
Minneapolis, MN 55402  
(612) 486 9570, mike.dimond@foxsports.net

**Fox Sports North**

**7th**

NAME OF APPLICANT

WARD



PROPERTY ADDRESS

**19 8th Street South**

FILE NUMBER

**BZZ-6536**



VERSION **1** **EXTERIOR ILLUM. WALL DISPLAY**

**A** LETTERS / LOGO TO BE WHITE PAN CHNL. WITH WHITE TRIMCAPPED ACRYLIC FACES BACKLIT WITH LEDS. LOGO, HI-RES. PRINTED GRAPHIC APPLIED 1ST SURFACE. DK. BLUE PNTD. ALUMINUM CAB. SATIN SILVER TRIM

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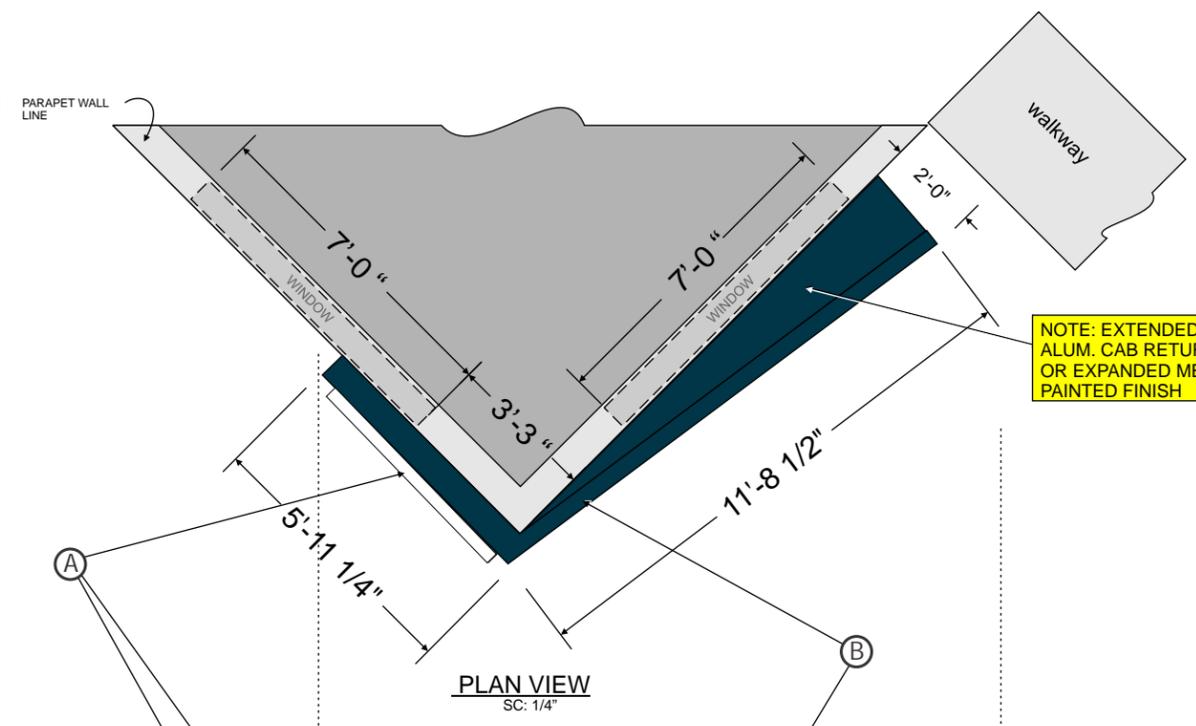
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**ID. / LED DISPLAY**

**CUSTOMER APPROVAL**

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REV 1:  
REV 2:  
REV 3:  
REV 4:  
REV 5:  
REV 6:  
REV 7:

SALES: C. HESSE  
DESIGN: SC.  
DATE: 12.17.13  
DWG: 4370



LOCATION VIEW

STATE THEATER HISTORICAL SIZES ON FILE WITH CITY



20' wide (approx) 12' wide (approx)



6'6" at top 18" at bottom (approx.) on LaSalle



2" tall YMCA letters  
9th Ave

2 - 2' x 8' tall signs 9th & LaSalle



6'6" wide top x 18' w bottom (approx)



36" circle "P" (for scale)

8 - 15'wide Capitol Grill awnings (approx.)  
LaSalle Ave



28" x 24' approx.  
Capitol Grill Sign



15'wide awning (approx.)  
Hennepin Ave  
Capitol Grill Awning

6'6" wide at top 18" wide at bottom



Scale use 8' wide window below.



CRAVE 4' tall (approx)



45' wide x 2' tall (approx)



3-27-2014

To Whom It May Concern:

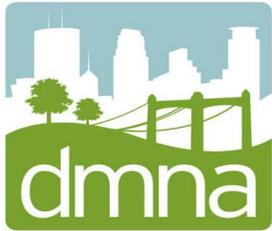
I am the Managing Partner for the Capital Grille restaurant in La Salle Plaza at the corner of Hennepin Avenue South and 8<sup>th</sup> Street. Our restaurant is located on the ground floor. Fox Sports North (FSN) studios and offices are located above us on the second floor. Mike Dimond, General Manager of FSN, met with me to discuss options for signage that FSN would like to install on the building.

FSN's preferred sign is a curved, LED sign that would be installed just below the roof parapet, wrapping the corner of the building (attached Option 1). On behalf of Capital Grille, we agree that this sign is more attractive than an option that would place the LED portion of the sign angled off the Hennepin Avenue facade only (attached Option 2). We like that the curved sign brings light and dynamic display around the corner to 8<sup>th</sup> Street toward our main entry.

FSN also showed us illustrations of a sign that would be attached to the building just above our canopies. We understand that a lower dynamic sign would not require a height variance, but it would detract from the Capital Grille signage on the canopies and created a more cluttered look on the building. We encourage the City to approve a height variance so that a dynamic FSN sign can be installed at the parapet level. We also have no objection to the size of either of the sign options, which we understand would also require a variance.

Sincerely,

A handwritten signature in black ink, appearing to be "R. L. ...", written over a horizontal line.



**DOWNTOWN  
MINNEAPOLIS  
NEIGHBORHOOD  
ASSOCIATION**

40 S. 7<sup>th</sup> Street, STE 212 PMB 172  
Minneapolis, Minnesota 55402  
Phone: (612) 659-1279  
Online: [www.thedmna.org](http://www.thedmna.org)

April 9, 2014

Shanna Sether, Senior City Planner  
City of Minneapolis - Community Planning and Economic Development Department  
Development Services Division  
250 4th Street South, Room 300  
Minneapolis, MN 55415

RE: Fox Sports North sign variances

Dear Shanna:

I am writing to you on behalf of the Downtown Minneapolis Neighborhood Association Board of Directors, regarding the two variance applications submitted by Nordquist Signs on behalf of Fox Sports North for a dynamic sign to be located at 19 8<sup>th</sup> Street South.

The DMNA Board reviewed and discussed the sign variance applications at its April 3, board meeting. Carol Lansing from Faegre Baker Daniels and Laura Alexander from Nordquist Signs represented Fox Sports North. Lansing explained that Fox Sports North is seeking variances from the height limit of the sign, as well as the total square footage of the sign. Lansing and Alexander presented several display boards showing what the sign would look like positioned above the Capital Grill.

The DMNA Board asked numerous questions about the proposed dynamic sign. The board questioned the type of activity on the sign, whether it would be sports programming, or advertising. The board also asked whether Fox Sports North has contacted the surrounding property owners, including the Capital Grill and Union Restaurant.

After some discussion, the board passed a motion to provide a letter of support for Fox Sports North's sign variance applications to allow for the increase in height, as well as total square footage of the dynamic sign.

If you have any questions regarding this letter, please feel free to contact me at [christie@hantge.com](mailto:christie@hantge.com), or 320-583-4573, or DMNA Board Chair Nick Cichowicz at [nicholas\\_paul\\_cichowicz@live.com](mailto:nicholas_paul_cichowicz@live.com).

Sincerely,

Christie Rock  
DMNA Coordinator

cc. Nick Cichowicz, Board Chair  
Ward 3 Council Member Jacob Frey