

HILLCREST
DEVELOPMENT, LLLP

April 22, 2014

City of Minneapolis - Ward 1
Mr. Kevin Reich
350 S. 5th St., Room 307
Minneapolis, MN 55415

Dear Mr. Reich:

East 7th Street POS, LLC authorizes Quality Sign Solutions to apply for the sign variance for the Crown Center SHED project at 1319 Tyler Street NE.

Sincerely,



East 7th Street POS, LLC

Charlie Nestor
Development & Leasing Manager

Cc: Kevin Reich, City of Minneapolis, Ward 1
Shannon McDonough
Scott Tankenoff, Hillcrest Development, LLLP
Beth Baber, Hillcrest Development, LLLP

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City of Minneapolis - Ward 1
Mr. Kevin Reich
350 S. 5th St., Room 307
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Dear Mr. Reich:

East 7th Street POS, LLC is seeking a sign variance for the commercial property located at 1319 Tyler Street NE. The variance is necessary due to practical difficulties in complying with the existing ordinance because of circumstances unique to the property. The unique circumstances were not created by person presently having an interest in the property and are not based on economic considerations alone.

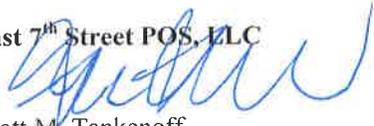
East 7th Street, POS is seeking a larger sign than the ordinance allows because the logo as designed includes a significant monetary investment in the form of design, printing costs, and other marketing costs associated with the identity of this property. While the sign is larger than the size typically, allowed, there is a great deal of negative space in the design allowing light to come through. We aim to manage the building identity to carry through every aspect to Crown Center Tenants and visitors.

We want to make a landmark – and this sign will fit that description, contributing positively to the Property and neighborhood. This sign will be used in a reasonable manner that will be in keeping with the spirit and intent of the ordinance and the comprehensive plan. The proposed sign will not alter the essential character of the locality and community, or affect the neighbors in anyway but positively. It will not be dangerous in any way to the general public. The proposed sign will have a positive impact on the neighborhood, and will not result in sign clutter on the building in anyway.

The proposed sign as it has been designed in size, materials, color, illumination and character will conform to the essential function and architectural character of the building and property where the sign will be installed.

Sincerely,

East 7th Street POS, LLC


Scott M. Tankenoff
President

Cc: Kevin Reich, City of Minneapolis, Ward 1
Shannon McDonough
Charlie Nestor, Hillcrest Development, LLLP
Beth Baber, Hillcrest Development, LLLP



April 22, 2014

City of Minneapolis - Ward 1
Mr. Kevin Reich
350 S. 5th St., Room 307
Minneapolis, MN 55415

To Whom It May Concern:

This letter is to inform, by requirement of the City of Minneapolis that East 7th Street, LLC and Quality Sign Solutions, Inc., has proposed a new sign that would be located at 1319 Tyler Street NE.

Description of the project: East 7th Street, LLC as the property owner, and Quality Sign Solutions, Inc., as the applicant/sign vendor proposes to have letters "CROWN" installed on the West Elevation of the building at 1319 Tyler Street NE on the upper gable end of the canopy covered area. The letters "C, R, W, N" will be 56" tall non illuminated reverse aluminum channel letters painted black in color. The letter "O" will be their logo and it will be 11' tall total, green in color, be a LED illuminated face lit channel letter along with logo circles; the "O" within the logo will be the same 56" tall letter, and the logo has eight channel rails that extend out of the "O" with three illuminated circles (similar to a sunburst). The sign would be installed on the existing steel structure on the canopy. The sign with the logo figured as a rectangle around entire sign, is 331.8 square feet in size. Please see enclosed rendering for the sign design.

Land use applications that the applicant is aware are needed for the project: East 7th Street, LLC and Quality Sign Solutions, Inc. are required by the City of Minneapolis to submit a variance application specific to the size of the sign, as the existing rules are that signage cannot be larger than 180 square feet - the proposed sign is 331.8 square feet. The square footage for the proposed sign is deceptively large because of the size of the logo. We have to calculate the entire area of the sign at its largest points based on a rectangle that encompasses the entire sign (versus just the letters).

Address of the property for which zoning approval is sought: 1319 Tyler Street NE, Minneapolis, MN.

Applicants name: Quality Sign Solutions, 309 Aspen Grove Lane, Wausau, WI 54403. Contact name: Jason Meyer; Phone 715-781-3102, email: jason.meyer@qualitysignsolutions.com.

Please contact me if you have any questions or concerns.

Respectively,

Jason Meyer
President
Quality Sign Solutions, Inc.

Enclosures

HILLCREST
DEVELOPMENT, LLLP

April 22, 2014

Northeast Park Neighborhood Association
Brian Steele, Board Chairperson
PO BOX 18012
Minneapolis, MN 55418

Dear Mr. Steele:

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Sincerely,



East 7th Street POS, LLC

Charlie Nestor
Development & Leasing Manager

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Shannon McDonough
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April 22, 2014

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Brian Steele, Board Chairperson
PO BOX 18012
Minneapolis, MN 55418

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Scott M. Tankenoff
President

Cc: Kevin Reich, City of Minneapolis, Ward 1
Shannon McDonough
Charlie Nestor, Hillcrest Development, LLLP
Beth Baber, Hillcrest Development, LLLP



April 22, 2014

Northeast Park Neighborhood Association
Attn: Brian Steele, Board Chairperson
PO BOX 18102
Minneapolis, MN 55418

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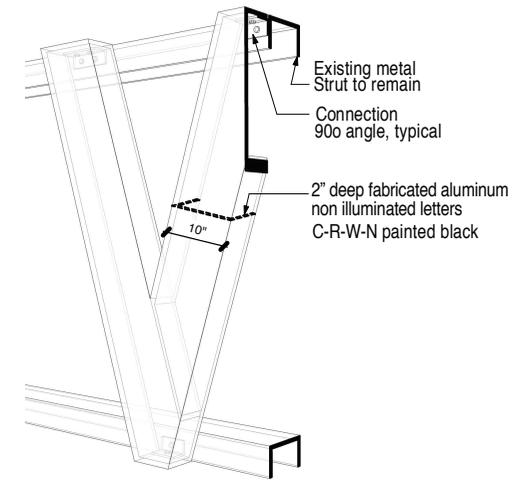
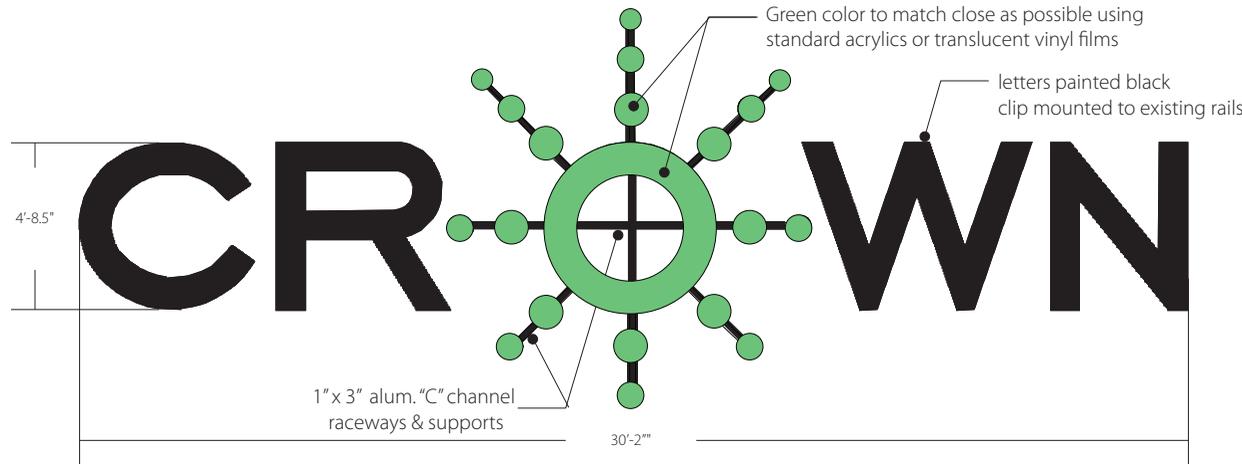
Applicants name: Quality Sign Solutions, 309 Aspen Grove Lane, Wausau, WI 54403. Contact name: Jason Meyer; Phone 715-781-3102, email: jason.meyer@qualitysignsolutions.com.

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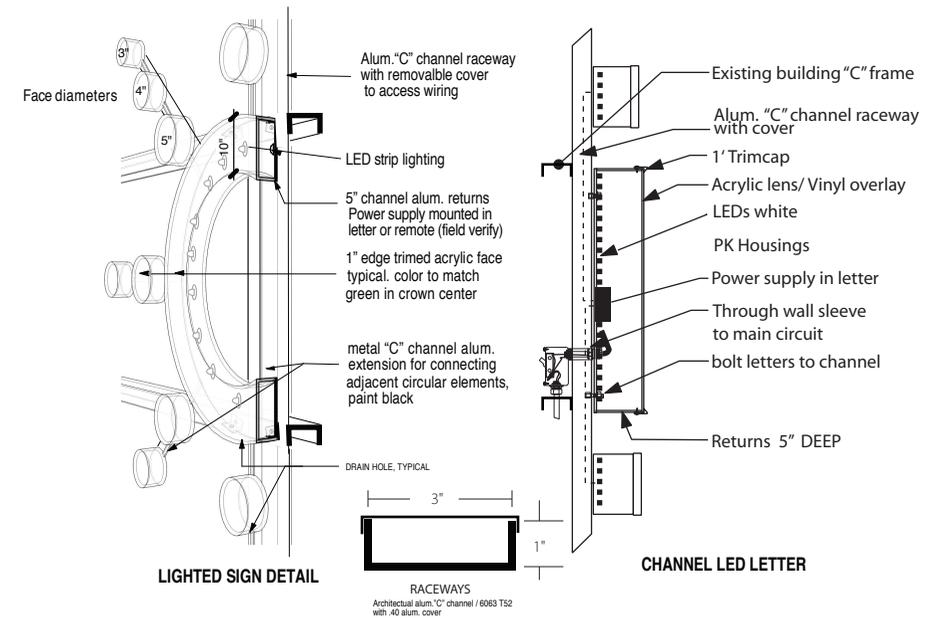
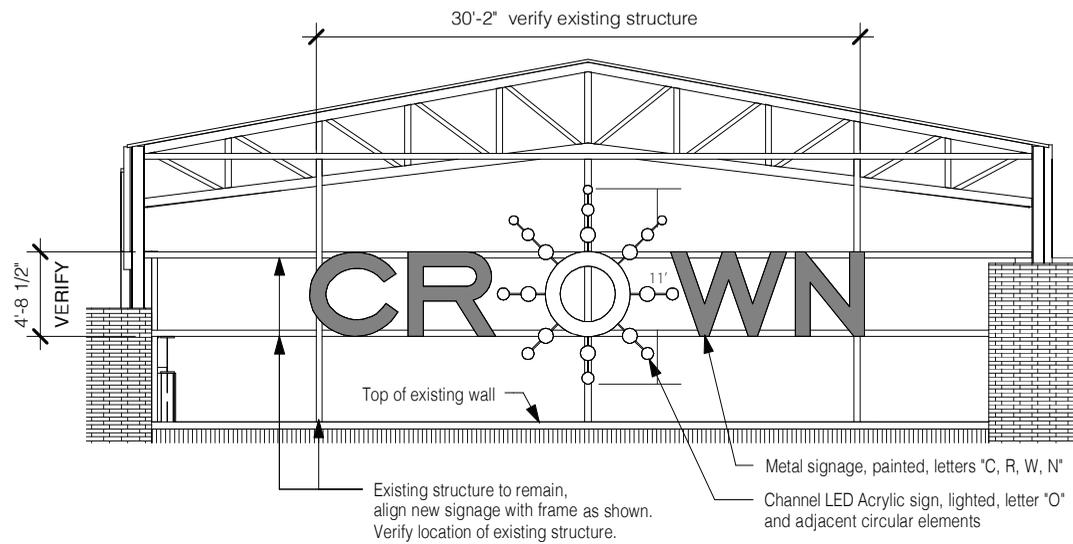
Respectively,

Jason Meyer
President
Quality Sign Solutions, Inc.

Enclosures



METAL SIGN DETAIL (N.T.S.)



1 WEST ELEVATION - CROWN CENTER SIGNAGE
402 3/32" = 1'-0"

CROWN CENTER / The Shed



309 Aspen Grove Lane
Wausau, WI. 54403
Office: 715-781-3102
jason.meyer@qualitysignsolutions.com

Client Name:
The Shed at Crown Center
Location:
1321 Tyler St NE
Minneapolis, MN 55413

Start Date: 00/00/0000
Last Revision: 00/00/0000
Job#: 00000
Drawing Rev #: 1
Page: 1 of 1

Sales Rep:
Jason Meyer
Designer:
MTC

- _____
- _____

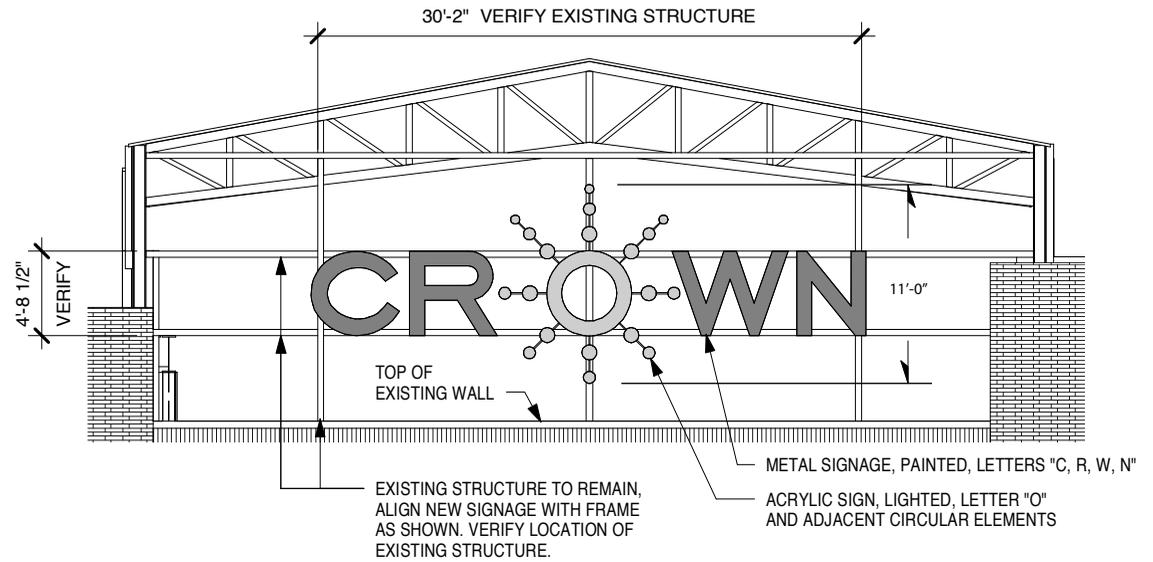
Drawing

Illuminated entrance signage





NIGHT PERSPECTIVE



1 WEST ELEVATION - CROWN CENTER SIGNAGE
402 1/8" = 1'-0"

CROWN CENTER / The Shed



309 Aspen Grove Lane
Wausau, WI, 54403
Office: 715-781-3102
jason.meyer@qualitysignsolutions.com

Client Name:
The Shed at Crown Center
Location:
1321 Tyler St NE
Minneapolis, MN 55413

Start Date: 00/00/0000
Last Revision: 00/00/0000
Job#: 00000
Drawing Rev #: 1
Page: 1 of 1

Sales Rep:
Jason Meyer
Designer:
MTC

- _____
- Landlord Approval
- _____
- Client Approval

Drawing

Illuminated entrance signage





CROWN

COPPER TOWNS
378-2042



TOWING
370-3042

2

Call
370-3042