



CPED STAFF REPORT
Prepared for the City Planning Commission

CPC Agenda Item #4
April 13, 2015
BZZ-7064

LAND USE APPLICATION SUMMARY

Property Location: 501-05 Nicollet Mall
Project Name: CenterPoint Energy and MeetMinneapolis Signage
Prepared By: [Shanna Sether](#), Senior City Planner, (612) 673-2307
Applicant: CenterPoint Energy
Project Contact: John Ward
Request: To allow for two new walls signs and five new dynamic signs.
Required Applications:

Conditional Use Permit	To allow dynamic signs in the B4-2 District.
Variance	To allow more than one dynamic sign.
Variance	To increase the maximum height of dynamic signs.
Variance	To increase the maximum area of dynamic signs.
Variance	For the duration of message of dynamic signs.
Variance	To increase the maximum height of wall signs.

SITE DATA

Existing Zoning	B4-2 Downtown Business District DP Downtown Parking Overlay District NM Nicollet Mall Overlay District
Lot Area	58,143 square feet / 1.33 acres
Ward(s)	3
Neighborhood(s)	Downtown Minneapolis Neighborhood Association
Designated Future Land Use	Commercial
Land Use Features	Commercial Corridor (Nicollet Mall) Major Retail Center Growth Center
Small Area Plan(s)	Downtown East/North Loop Master Plan (2010)

Date Application Deemed Complete	March 19, 2015	Date Extension Letter Sent	Not applicable
End of 60-Day Decision Period	May 18, 2015	End of 120-Day Decision Period	Not applicable

BACKGROUND

SITE DESCRIPTION AND PRESENT USE. The subject property is located on Nicollet Mall between 5th Street South and 6th Street South. The existing building was recently converted from retail (Neiman Marcus) to a mixed use building with offices for CenterPoint Energy and MeetMinneapolis on the first floor at the corner of 5th Street South and Nicollet Mall.

SURROUNDING PROPERTIES AND NEIGHBORHOOD. The surrounding properties are also located within the downtown core and include a mix of uses, including office, residential and retail. The Nicollet Mall Metro Station is located immediately adjacent to the subject property.

PROJECT DESCRIPTION. The applicants have provided a new master sign plan for the two uses in the building. MeetMinneapolis has proposed a series of five dynamic signs that work in concert with each other. The signs display moving images depicting Minneapolis as a brand. The signs are fabricated with film that adheres to the inside of the window. A projector will project the images onto the translucent film and the signs can be seen from the outside. This sign type is a dynamic sign, which is a conditional use in the B4-2 District; the applicants have requested the conditional use permit to allow for the proposed signs.

The signs will be located along the upper edge of five storefront windows – three along 5th Street South and two along Nicollet Mall. Although the signs work in concert with each other, there are five individual film strips, interrupted by mullions and building walls, and have been determined to be five individual signs. The maximum number of dynamic signs allowed in the B4-2 District is one; the applicant is seeking a variance to increase to five dynamic signs.

Dynamic signs are limited to 14 feet in height and 32 square feet in area. The proposed signs are located approximately 18.5 feet in height measured from the adjacent sidewalk to the top of the sign. The three signs facing 5th Street South will be 3.5 feet by 10.5 feet (36.75 square feet) each and the two signs facing Nicollet Mall will be 3.5 feet by 18.7 feet (65.3 square feet) each. The applicant is seeking variances to increase the maximum height and area of the proposed signs.

The proposed signage for MeetMinneapolis is dynamic signage where the image moves and is not static for a period of 60 seconds or greater. The displays will include video that will not be greater than 30 seconds long. Therefore, the applicants are seeking a variance to reduce the duration of message to a maximum of 60 frames per second during the video display.

CenterPoint Energy has applied for two new, non-illuminated wall signs, approximately 24 square feet in area. One will be located on the primary building wall along 5th Street South and the other will be located on the primary building wall facing Nicollet Mall. Both of the proposed wall signs exceed the maximum height of 28 feet. The signs will be approximately 40 feet in height along 5th Street South, measured from the adjacent sidewalk to the top of the sign, and 37.5 feet in height along Nicollet Mall. The applicant is seeking a variance to increase the maximum height of the proposed wall signs.

RELATED APPROVALS.

Planning Case #	Application	Description	Action
BZZ-6224	Variance to the NM Nicollet Mall Overlay standard to reduce the minimum gross floor area street level retail or restaurant from 60% to approximately 20%.	Approximately 20% of the frontage along Nicollet Mall is to be used for MeetMinneapolis.	The Zoning Board of Adjustment approved the requested variance on October 10, 2013 .

PUBLIC COMMENTS. MeetMinneapolis met with the Downtown Minneapolis Neighborhood Association (DMNA) on March 16, 2015, to show the proposed dynamic signage. DMNA has submitted a letter of support for the requested land use approvals for the proposed signage. A copy of their letter is attached to the staff report. Any additional correspondence received prior to the public meeting will be forwarded on to the Planning Commission for consideration.

ANALYSIS

CONDITIONAL USE PERMIT

The Department of Community Planning and Economic Development has analyzed the application to allow for dynamic signage in the B4-2 District based on the following [findings](#):

- 1. The establishment, maintenance or operation of the conditional use will not be detrimental to or endanger the public health, safety, comfort or general welfare.*

The applicant is proposing a series of five dynamic signs that will work in concert with each other. The signs display moving images depicting Minneapolis as a brand. The signs are fabricated with film that adheres to the inside of the window. A projector will project the images onto the translucent film and the signs can be seen from the outside. The signs will be located along the upper edge of five storefront windows – three along 5th Street South and two along Nicollet Mall. The proposed dynamic signs will be between 1,300 and 5,000 nits between sunrise and sunset and a maximum of 500 nits between sunset and sunrise. Staff finds that the proposed dynamic sign will not be detrimental to or endanger the public health, safety, comfort or general welfare based on the location, height and luminance proposed.

- 2. The conditional use will not be injurious to the use and enjoyment of other property in the vicinity and will not impede the normal and orderly development and improvement of surrounding property for uses permitted in the district.*

The surrounding properties are fully developed and include a mix of uses, including office, residential and retail. The Nicollet Mall Metro Station is located between the subject property and the nearest residential use – Nic on 5th. The residential dwelling units for the Nic on 5th start on the 6th floor and the proposed signs will not face directly into any residential windows. Therefore, the proposed dynamic signs will not be detrimental to the use and enjoyment of other property in the vicinity and

will not impede on the normal and orderly development and improvement of surrounding property in the surrounding area.

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

The utilities, access, drainage, and other facilities are existing and adequate and should not be impacted by the proposed sign.

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

The addition of a dynamic sign would not have an impact on traffic congestion in the public streets. In addition, the proposed signage should not create a distraction for drivers because the display is elevated to the top of the windows and faces Nicollet Mall and 5th Street South, which are primarily streets serving MetroTransit.

5. *The conditional use is consistent with the applicable policies of the comprehensive plan.*

The Minneapolis Plan for Sustainable Growth states the following about signs. “Sign design needs to balance the desire to convey information with a need to maintain visual aesthetics so signage is not intrusive. The scale of signage should be geared toward the pedestrian and less to the automobile. Unique signage that incorporates unusual materials or designs is encouraged.”

The proposed signage is consistent with the following policies of *The Minneapolis Plan for Sustainable Growth*:

Urban Design Policy 10.20: Promote an attractive environment by minimizing visual clutter and confusion caused by a proliferation of signage.

- 10.20.1 Location, size, height and spacing of off-premise advertising signs and billboards shall be regulated to minimize their visual blighting effects.
- 10.20.2 Master sign plans shall be submitted for multi-tenant buildings to ensure a complementary relationship between signage and the architecture of a building.
- 10.20.3 Develop incentives for exceptional sign design and style, including a special review process to ensure appropriate location, size, height and compatible design to the architecture of the building and other signage.
- 10.20.4 Develop a consistent, city-wide wayfinding signage design and maintenance plan for neighborhoods, trails, etc.

Urban Design Policy 10.21: Unique areas and neighborhoods within the city should have a special set of sign standards to allow for effective signage appropriate to the planned character of each area/neighborhood.

- 10.21.1 Supporting the regional draw of Downtown entertainment areas, larger scale signage shall be allowed in appropriate places (such as the Hennepin Avenue Downtown Entertainment Area and Nicollet Mall Overlay District).
- 10.21.2 To promote street life and activity, signs should be located and sized to be viewed by people on foot (not vehicles) in order to preserve and encourage the pedestrian character of commercial areas that have traditional urban form.

Although not a City-adopted land use plan, the Downtown 2025 Plan states that Nicollet Mall should establish 'must-see' destinations along the route and encourages Nicollet Mall to be extended from the Walker Art Center, through Loring Park, to the Mississippi River and terminating at the Hennepin Avenue Bridge. Staff finds that the proposed dynamic signs are consistent with the applicable policies of the comprehensive plan.

6. *The conditional use shall, in all other respects, conform to the applicable regulations of the district in which it is located.*

If the requested land use applications are approved, the proposal will comply with all provisions of B4-2 District.

VARIANCE

The Department of Community Planning and Economic Development has analyzed the application for variances (1) to allow for more than one dynamic sign; (2) increase the maximum height of dynamic signs; (3) to increase the maximum area of dynamic signs; (4) for the duration of message for dynamic signs based on the following [findings](#):

1. *Practical difficulties exist in complying with the ordinance because of circumstances unique to the property. The unique circumstances were not created by persons presently having an interest in the property and are not based on economic considerations alone.*

Staff finds that there are practical difficulties in complying with the requested dynamic sign variances due to circumstances unique to the parcel. The signs are located at the corner of 5th Street South and Nicollet Mall. The subject property is uniquely situated immediately adjacent to the Nicollet Mall Metro Station and is intended to advertise Minneapolis as a brand and to direct newcomers and residents to the Minneapolis Visitor Information Center. The sign content is intended to advertise Minneapolis neighborhoods and businesses in 30 second videos. The video display will change at a maximum speed of 60 frames per second. The applicant describes this intersection as the Gateway to Downtown and the Riverfront. Staff finds that these circumstances have not been created by the applicant.

2. *The property owner or authorized applicant proposes to use the property in a reasonable manner that will be in keeping with the spirit and intent of the ordinance and the comprehensive plan.*

Staff finds that the applicant is utilizing the property in a reasonable manner consistent with the spirit and intent of the ordinance and the comprehensive plan. The five dynamic signs work in concert with each other as one sign and will be sized appropriately to allow for the continued views in and out of the MeetMinneapolis retail space. The signs will display moving images by projecting light from inside the building onto a translucent film on the inside of the windows. Staff finds that the applicant is proposing unique signage that incorporates unusual materials or designs, which are encouraged by the comprehensive plan. Additional comprehensive plan analysis specific to the proposed dynamic signs was discussed in finding #5 for the conditional use permit.

3. *The proposed variance will not alter the essential character of the locality or be injurious to the use or enjoyment of other property in the vicinity. If granted, the proposed variance will not be detrimental to the health, safety, or welfare of the general public or of those utilizing the property or nearby properties.*

Granting of the variances to allow for the proposed dynamic signs will not alter the essential character of the locality. The subject property is located on Nicollet Mall, immediately adjacent to the Nicollet Mall Metro Station on 5th Street South. The applicant describes this intersection as the Gateway to Downtown and the Riverfront and unique areas and neighborhoods, including Downtown and on Nicollet Mall, should have larger scale signage, according to the comprehensive plan. The applicant has demonstrated that the proposed dynamic signs will not be injurious to the use or enjoyment of other property in the vicinity. The luminance will meet the standards set forth in section 543.340 Dynamic Signs, will continue to allow for views in and out of the MeetMinneapolis retail space and the proposed signs will not front directly into residential dwelling units. If granted, the proposed variances will not be detrimental to the health, safety, or welfare of the general public or those utilizing the property or nearby properties. The proposed signs will have mechanisms to allow for the dimming of the light after sunset.

VARIANCE

The Department of Community Planning and Economic Development has analyzed the application for a variance to increase the maximum height of two wall signs based on the following findings:

1. *Practical difficulties exist in complying with the ordinance because of circumstances unique to the property. The unique circumstances were not created by persons presently having an interest in the property and are not based on economic considerations alone.*

Staff finds that there are practical difficulties in complying with the maximum sign height requirements due to circumstances that are unique to the parcel. The applicant states the increased height of the proposed signs is due to the unique identification needs given the size of the site and the location of the building on the site. The number of locations on the building where signage could be placed is limited due to the architecture of the building and the number of windows on the building. Further, the subject property is over one acre in area and will face the Nicollet Mall Metro Station and Nicollet Mall, which reduces the visibility of the property due to the overhead wires and architectural features of the station and existing structures. Staff finds that these circumstances have not been created by the applicant.

2. *The property owner or authorized applicant proposes to use the property in a reasonable manner that will be in keeping with the spirit and intent of the ordinance and the comprehensive plan.*

The regulations governing on-premise signs were established to allow effective signage appropriate to the planned character of each zoning district, to promote an attractive environment by minimizing visual clutter and confusion, to minimize adverse effects on nearby property and to protect the public health safety and welfare. The subject property is zoned B4-2 Downtown Business District. The proposed signage would be in keeping with the spirit and intent of the ordinance at a height of approximately 40 and 37.5 feet given the size and location of the structure. The size and type of signs proposed meet the requirements in the ordinance. The applicant states that the increased height is required due to the architectural features of the building and the visibility due to the adjacent LRT station and existing buildings along Nicollet Mall. Staff finds that the proposed height of the sign will allow for a reasonable use of the property.

3. *The proposed variance will not alter the essential character of the locality or be injurious to the use or enjoyment of other property in the vicinity. If granted, the proposed variance will not be detrimental to the health, safety, or welfare of the general public or of those utilizing the property or nearby properties.*

The proposed signage will not alter the essential character or be injurious to the use or enjoyment of property in the vicinity. The proposed signage will be installed facing 5th Street South and Nicollet Mall and the sign copy will be the name and logo for the building. The signs will be non-illuminated.

The proposed signs would be located at a height of approximately 40 and 37.5 feet, measured from the adjacent grade. The signage will not front directly onto any property that would find the proposed sign overly imposing or intrusive. Therefore, granting the sign variance would not be detrimental to health, safety or welfare of the general public.

In addition to the variance standards contained in Chapter 525 and this article, the City Planning Commission shall consider, but not be limited to, the following factors when determining sign variances or conditional use permits:

- 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 applicants have provided a new master sign plan for the two uses in the building. MeetMinneapolis has proposed a series of five dynamic signs that work in concert with each other. CenterPoint Energy is proposing two non-illuminated walls signs. Both uses will have signage on the two primary building walls, 5th Street South and Nicollet Mall, to take advantage of pedestrian, bus, LRT and bicycle traffic along both corridors. The zoning code regulations governing on-premise signs were established to allow effective signage appropriate to the planned character of each zoning district, to promote an attractive environment by minimizing visual clutter and confusion, to minimize adverse effects on nearby property and to protect the public health safety and welfare. Staff finds that the proposed sign plan is appropriate to the planned character of the property and will allow for effective signage without leading to visual clutter. The proposed signage for MeetMinneapolis is intended to attract visitors and residents to the Visitor Information Center and advertise Minneapolis as a brand at this important intersection. The proposed signage for CenterPoint Energy is intended to identify the building. Staff finds that the proposed master sign plan is consistent with the purpose and intent of the zoning code and City policies.

- 2. The sign adjustment will allow a sign that relates in size shape, materials, color, illumination and character to the function and architectural character of the building or property on which the sign will be located.**

Staff finds that the signage relates in size, shape, material, color, illumination and character of the building and the property. The sign will be painted metal with a non-illuminated white opaque vinyl infilling the letters. The sign plan states that the sign will be backlit, which is prohibited in the B4-2 District. The sign will have a halo effect and will be considered to be internally illuminated. Staff finds that the sign will be professionally installed with quality materials.

RECOMMENDATIONS

The Department of Community Planning and Economic Development recommends that the City Planning Commission adopt staff findings for the application(s) by CenterPoint Energy for the properties located at 501-505 Nicollet Mall:

A. Conditional Use Permit to allow dynamic signs in the B4-2 District.

Recommended motion: **Approve** the conditional use permit for dynamic signs, subject to the following conditions:

- I. 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 two years of approval.

B. Variance to allow more than one dynamic sign.

Recommended motion: **Approve** the variance for five dynamic signs, subject to the following conditions:

- I. Approval of the sign permit and master sign plan by the Department of Community Planning and Economic Development.

C. Variance to increase the maximum height of dynamic signs.

Recommended motion: **Approve** the variance to increase the maximum height of dynamic signs from 14 feet to approximately 18.5 feet, subject to the following conditions:

- I. Approval of the sign permit and master sign plan by the Department of Community Planning and Economic Development.

D. Variance to increase the maximum area of dynamic signs.

Recommended motion: **Approve** the variance to increase the maximum area of dynamic signs from 32 square feet to approximately 240 square feet, for five dynamic signs subject to the following conditions:

- I. Approval of the sign permit and master sign plan by the Department of Community Planning and Economic Development.

E. Variance for the duration of message for dynamic signs.

Recommended motion: **Approve** the variance for the duration of message for dynamic signs, subject to the following conditions:

- I. Approval of the sign permit and master sign plan by the Department of Community Planning and Economic Development.

F. Variance to increase the maximum height of two wall signs.

Recommended motion: **Approve** the variance to increase the maximum height of dynamic signs from 28 feet to approximately 40 and 37.5 feet, subject to the following conditions:

- I. Approval of the sign permit and master sign plan by the Department of Community Planning and Economic Development.

ATTACHMENTS

1. Written description and findings submitted by applicant
2. Zoning map
3. Site survey
4. Sign plans
5. Building elevations
6. Renderings
7. Photos
8. Correspondence



Minneapolis
City by Nature

Minneapolis Visitor Information Center at 5th & Nic Video Ribbon Content Statement:

The objective of the proposed video story ribbon projected onto the upper portion of the windows of the Minneapolis Visitor Information Center will tell the story of Minneapolis, focused on the hospitality community. The content will feature the visitor and resident experience and how they can engage with Minneapolis neighborhoods and downtown businesses.

The Meet Minneapolis marketing team will work with Minneapolis businesses and neighborhoods to develop content that will be displayed on the video story ribbons. Each hospitality video story will be brief, no more than 30 seconds.

Additional content for the video ribbon will include welcome messages to large groups, social media content and City by Nature imagery.

February 24, 2015

Downtown Minneapolis Neighborhood
Association
40 South 7th Street
Suite 212 PMB 172
Minneapolis, MN 55402

Jacob Frey
Downtown West Neighborhood
350 South 5th Street
Suite 307
Minneapolis, MN 55415

Re: CenterPoint Energy
Signage Variance
HGA Commission Number 1257-003-02

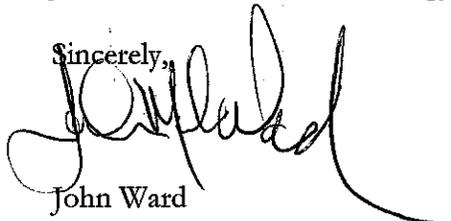
CenterPoint Energy is currently seeking a variance regarding signage height requirements for two wall signs at the intersection of Nicollet Mall and South 5th Street. In accordance with the City of Minneapolis General Land Use Application Requirements, we are sending you this letter to communicate this variance request.

Due to the exterior design of our building located at 505 Nicollet Mall, the two wall signs referenced above need to be placed at an elevation of 37'6", which exceeds the city's code of 28'. These signs are non-illuminated and the size of each sign is slightly less than 24' square feet. A Variance Application is being submitted for these signs.

The contact information for the applicant is:

John M. Ward
800 LaSalle Ave
P.O. Box 59038
Minneapolis, MN 55459-0038
612.321.4955
John.Ward@CenterPointEnergy.com

Sincerely,



John Ward
Brand Manager

Widmeier, Janelle A.

From: Ward, John M. <john.ward@centerpointenergy.com>
Sent: Monday, March 09, 2015 2:16 PM
To: Frey, Jacob; christie@hantge.com; KHaug@minneapolisdid.com
Cc: Widmeier, Janelle A.
Subject: CenterPoint Energy seeking sign variance from city for 505 Nicollet Mall building
Attachments: 505 Nicollet Letter-drawing.pdf

Good afternoon,

CenterPoint Energy is seeking a variance for its exterior building sign height requirements for two wall signs on our new building at 505 Nicollet Mall. Part of the variance process includes notifying the individuals included on this email.

The attached .pdf includes our letter pertaining to the variance as well as a rendering of the building that indicates the proposed location for the signs.

We submitted the variance today to Janelle Widmeier, Senior City Planner.

Please let me know if you have any questions.

Sincerely,

John Ward

John Martin Ward
Advertising and Branding manager
Marketing Communications
CenterPoint Energy

Phone: 612-321-4955
Fax: 612-321-4601
john.ward@CenterPointEnergy.com

Michael Rainville

From: Frey, Jacob <Jacob.Frey@minneapolismn.gov>
Sent: Monday, March 16, 2015 9:35 AM
To: Michael Rainville
Cc: Ritchie, Heidi; DiDonato, Chad
Subject: RE: info on downtown neighborhood group

Thanks, Michael. The correct neighborhood contact is your man, Chad DiDonato. I have copied him.

Jacob Frey
City Council Member, Ward 3
612-673-2203
[Jacob's Facebook](#)

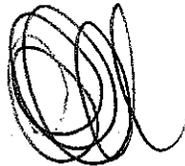
From: Michael Rainville [mailto:Miker@minneapolis.org]
Sent: Saturday, March 14, 2015 11:44 AM
To: Frey, Jacob
Cc: Ritchie, Heidi
Subject: info on downtown neighborhood group

Good morning Jacob and Heidi, hope all is well on this beautiful spring day.
I am applying for a variance and CUP for dynamic digital signage in the upper windows of the new Minneapolis Visitors Information Center at 505 Nicollet Mall.
As part of the application, I need to submit a letter of information to the applicable neighborhood group as well as your office.
When you get in on Monday, could you please send me the name and email address of the right neighborhood contact?
I will cc your office.
Thank you.

PS: did a little market research in the NE entertainment district last night....lots of full establishments.

Michael Rainville | Partnership Marketing Manager | Miker@minneapolis.org
Office 612.767.8074 | Fax 612.767.8075 | Cell 612.644.0397

Minneapolis City by Nature
Meet Minneapolis Convention & Visitors Association
250 Marquette Avenue South, Suite 1300 Minneapolis, MN 55401
Minneapolis.org



Michael Rainville

From: Michael Rainville
Sent: Monday, March 16, 2015 4:19 PM
To: 'joanmbennett@gmail.com'
Cc: Frey, Jacob; 'DiDonato, Chad'
Subject: Letter of information regarding variance request and CUP for 505 Nicollet Mall.

Hello Joan, hope you are well.

On Behalf of Meet Minneapolis, the Convention & Visitors Association, I am writing to you and copying Council Member Frey's office to inform you of a variance and conditional use application for dynamic digital signage in the upper windows of the new Minneapolis Visitors Information Center which will be located on the corner of 5th and Nicollet Mall. This is the new CenterPoint Energy office headquarters, the address is 505 Nicollet Mall.

I will send you and Chad, drawings from our architects, HGA which show a pedestrian scale drawing on the exterior windows, with the signage system identified. Will also send a content strategy Meet Minneapolis has developed for the use of the signage system.

I look forward to answering questions in person at your next meeting.

Please contact me to arrange a spot on the agenda.

Thank you.

Variance application statement

Meet Minneapolis, Convention & Visitors Association is applying for a Dynamic window signage system for the Minneapolis Visitors Information Center. Located at 505 Nicollet Mall.

The signage system will feature new technology that will enhance the ability for Meet Minneapolis to inform customers looking for Hospitality information. This type of technology is not permitted under current ordinance and will fit into the growth of the Gateway area to Downtown and to the Riverfront. This unique circumstance for a signage system has not been created by persons with an interest in the property and is not based on economic considerations alone.

The authorized applicant shall use the property in a manner that will be in the spirit and intent of the ordinance and comprehensive plan by running a Visitors Information Center for the betterment of the public and the City of Minneapolis.

The variance will not alter the essential character of the locality, rather the signage for the Visitors Information Center will add to the vitality of the Nicollet Mall and LRT system. The variance will increase the Minneapolis experience for members of the general public utilizing the property and nearby properties. Not detracting from the properties use in any way.

Conditional Use Permit application statement

Meet Minneapolis, Convention & Visitors Association is applying for a Dynamic window signage system for the Minneapolis Visitors Information Center. Located at 505 Nicollet Mall.

The signage system which will be located on the top of the three windows along 5th street and the two windows along Nicollet Mall shall operate as one sign in both static and dynamic mode and will not be detrimental to or endanger the public health, safety, comfort or general welfare.

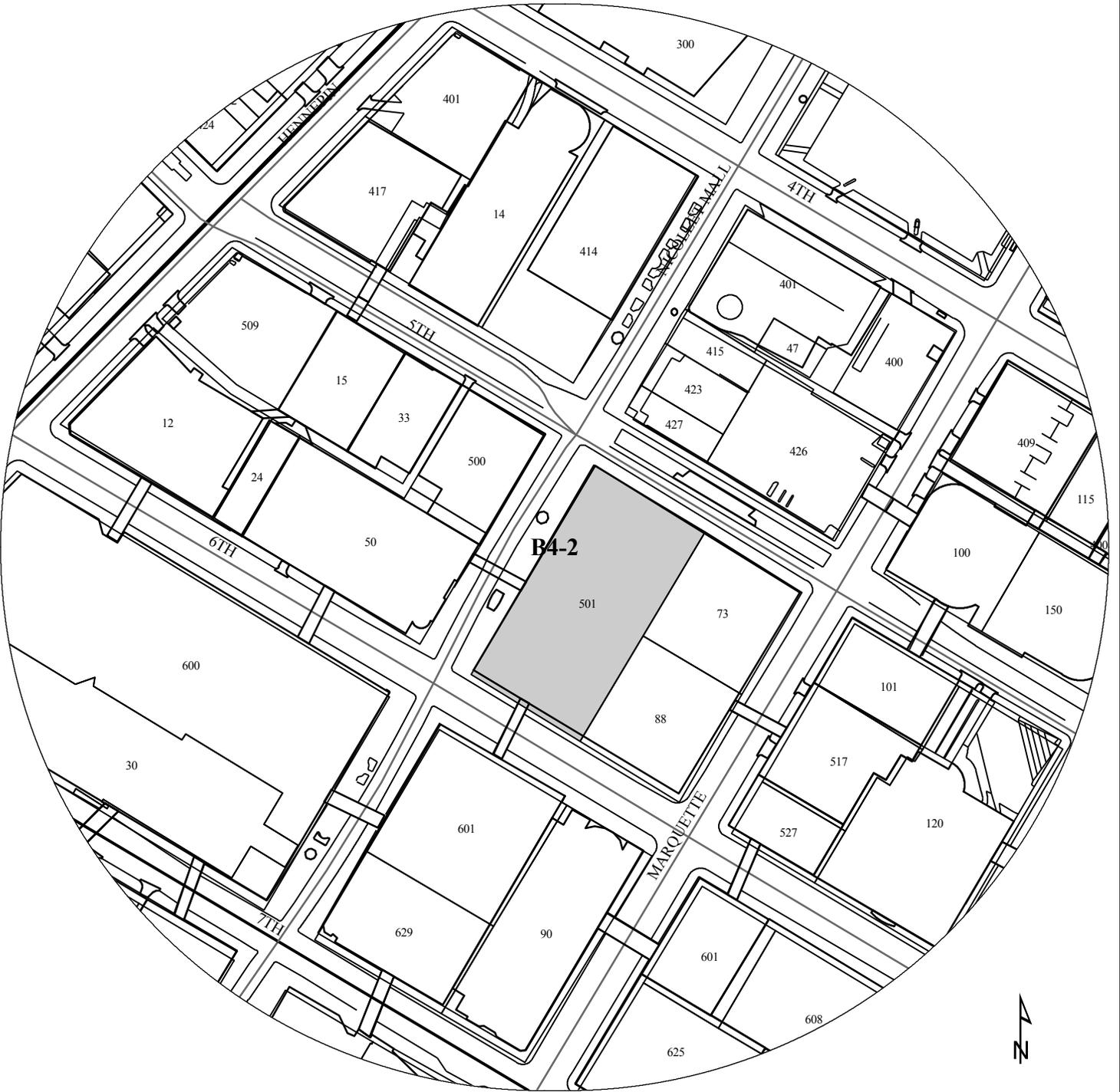
The conditional use permit will improve the use and enjoyment of the other properties in the vicinity by increasing the amount of foot traffic and will align with the goal of surrounding properties and uses permitted in the district by providing information to their customers and to the guests of the City of Minneapolis.

Adequate utilities, access roads, drainage, necessary facilities or other measures, have been provided.

Adequate measures have been taken to minimize traffic congestion in the public streets.

The conditional use will be consistent with the applicable polices of the comprehensive plan for Nicollet Mall.

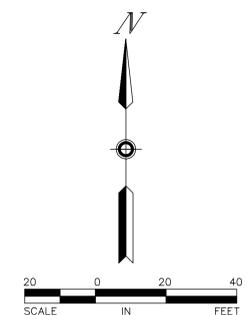
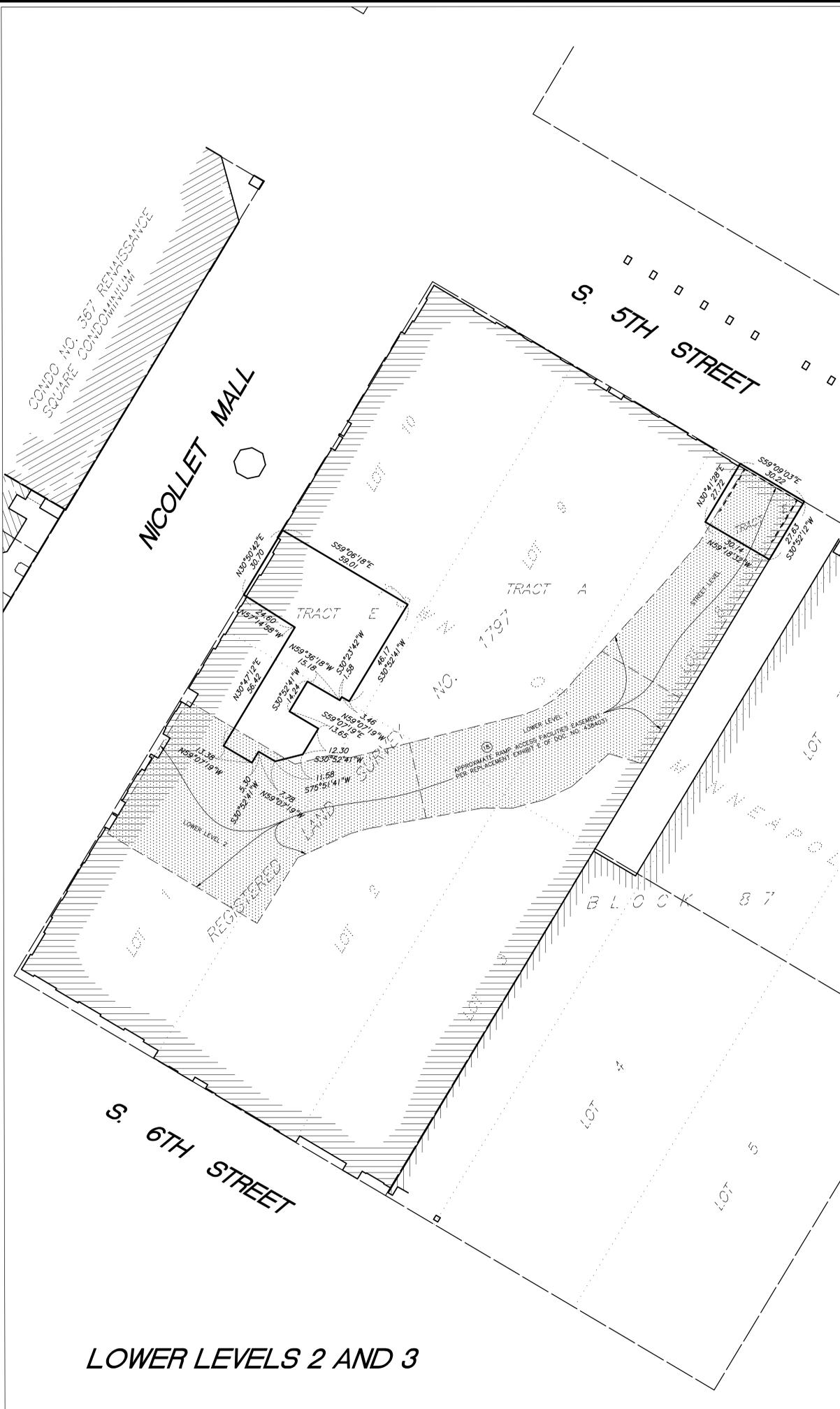
The conditional use shall, in all other respects, conform to the applicable regulations of the district in which it is located.



DESCRIPTION OF PROPERTY SURVEYED
 (Per First American Title Insurance Company Commitment for Title Insurance, Commitment No. NCS-596461-MPLS, commitment date, February 21, 2013) (Revision Information: March 27, 2013)

Parcel A (Certificate of Title No. 1362522):
 Tracts E and F, Registered Land Survey No. 1797, Hennepin County, Minnesota.

Parcel B:
 Non-exclusive easements over other tracts in Registered Land Survey No. 1797, as contained in the Declaration of Easements and Covenants, dated January 31, 2013, recorded January 31, 2013, in the office of the Registrar of Titles as Doc. No. 5038758.



Dated this 8th day of May, 2013
 Certified by: *Mark S. Hanson*
 Mark S. Hanson, P.L.S. Minn. Lic. No. 15480

LOWER LEVEL 1

LOWER LEVELS 2 AND 3

BENCH MARKS (BM)

- 1.) Top of Minneapolis City Monument No. 556 in centerline of South 4th Street on northwest side of Hennepin Avenue
Elevation = 846.91 feet (NGVD 29 datum) or 136.59 feet (City datum)
 - 2.) Top of top nut of fire hydrant at west quadrant of South 5th Street and Nicollet Mall
Elevation = 852.37 feet (NGVD 29 datum) or 142.05 feet (City datum)
- NOTE: Subtract 710.32 feet from NGVD 29 datum to convert to City of Minneapolis datum.

LIST OF POSSIBLE ENCROACHMENTS

The following list of possible encroachments is only the opinion of this surveyor; should not be interpreted as a legal opinion and should not be interpreted as a complete listing.

- A.) Possible encroachments are indicated on survey with boxed letters as listed below.

A.) Building onto Nicollet Mall

ZONING NOTES

- 1.) Zoning shown hereon is per zoning letter dated March 25, 2013 provided by City of Minneapolis.

The subject property is zoned B4-2 Downtown Business District and has an overlay district of DP Downtown Parking Overlay District and NM Nicollet Mall Overlay District.

The subject property is currently used as a retail, which is a permitted use in the B4-2 district, thus, it is conforming.

Restrictions (i.e., building setbacks, height and bulk restrictions, etc.) shown hereon are based on information provided and are subject to interpretation. We cannot certify to a restriction on the basis of an interpretation or the opinion of another party as stated in note under "Table A" of "Minimum Standard Detail Requirements for ALTA/ACSM Land Title Surveys".
- 2.) Underground parking: 216 parking spaces

AREA

Tract F Area (Roof & Boundary) = 25,526 square feet or 0.586 acres

GENERAL NOTES

- 1.) Adjoining ownership information shown hereon was obtained from the Hennepin County Property Tax Information web site. Ownership information is subject to revision upon receipt of a title search by a title insurance company.
- 2.) Survey coordinate basis: Hennepin County Coordinate System

FLOOD ZONE NOTE

- 1.) The subject property lies within Zone X (Areas determined to be outside the 0.2% annual chance floodplain) per the National Flood Insurance Program, Flood Insurance Rate Map Community Panel No. 2701720357E, dated September 2, 2004.

DESCRIPTION OF PROPERTY SURVEYED

(Per First American Title Insurance Company Commitment for Title Insurance, Commitment No. NCS-596461-MPLS, commitment date, February 21, 2013) (Revision Information: March 27, 2013)

Parcel A (Certificate of Title No. 1362522);

Tracts E and F, Registered Land Survey No. 1797, Hennepin County, Minnesota.

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PLAT RECORDING INFORMATION

Registered Land Survey No. 1797 was filed of record on December 17, 2008, as Document No. 4600820.

[] Bearings and/or dimensions listed within brackets are per plat or record documents.

TITLE COMMITMENT

First American Title Insurance Company Commitment for Title Insurance, Commitment No. NCS-596461-MPLS, commitment date, February 21, 2013) (Revision Information: March 27, 2013), was relied upon as to matters of record.

Schedule B Exceptions:

- 1. Exceptions are indicated on survey with circled numbers where applicable.
- 14. The following appear as memorials on the Certificate of Title for the Land:
 - (a) Development Agreement, between the Minneapolis Community Development Agency, and BCED Minnesota Inc., dated December 31, 1988, recorded January 6, 1992, as Doc. No. 2227110;
 - (b) First Amendment of Development Agreement, dated December 19, 1991, recorded January 6, 1992, as Doc. No. 2227111; and
 - (c) Memorandum of Assignment and Terminations, dated December 21, 2009, recorded December 23, 2009, as Doc. No. 4715724.
- Subject to the terms, conditions, and exclusions of this policy, the Company insures the Insured against loss or damage sustained by the Insured and arising as a result of the above Doc. Nos. 2227110, 2227111, and 4715724, provided, however, that the Company shall not be responsible for bringing, or for paying the cost of, any proceeding subsequent or other action that may be required in order to cause these instruments to be deleted from the Certificate of Title for the Land.
- 15. Terms and conditions of the following Assessment Agreement and related documents:
 - (a) Assessment Agreement, between the Minneapolis Community Development Agency, and Brookfield Development California Inc., dated December 19, 1991, recorded January 6, 1992, as Doc. No. 2227112;
 - (b) Subordination Agreement, dated December 19, 1991, recorded January 6, 1992, as Doc. No. 2227114; and
 - (c) Subordination Agreement, dated May 13, 1997, recorded May 21, 1997, as Doc. No. 2812057.
- 16. Terms and conditions of the following Declaration of Restrictive Covenants and related documents:
 - (a) Declaration of Restrictive Covenants, dated December 19, 1991, recorded January 6, 1992, as Doc. No. 2227113;
 - (b) Subordination Agreement, dated December 19, 1991, recorded January 6, 1992, as Doc. No. 2227114; and
 - (c) Subordination Agreement, dated May 13, 1997, recorded May 21, 1997, as Doc. No. 2812057.
- 17. Terms and conditions, including easements, as contained in the Easement and Construction Agreement, dated June 6, 1989, recorded July 5, 1989, as Doc. No. 2023731. [shown on sheet 1]
- 18. Terms and conditions, including easements, as contained in the Easement and Construction Agreement, dated June 6, 1989, recorded July 5, 1989, as Doc. No. 2023732, as amended by the First Amendment to Easement and Construction Agreement, dated April 24, 2007, recorded May 8, 2007, as Doc. No. 4384031. [shown on sheet 3]
- 19. Terms and conditions of the Sixth Street Skyway Agreement, dated February 27, 1992, recorded March 31, 1992, as Doc. No. 2248394, as amended by the Amendment to Sixth Street Skyway Agreement, dated January 31, 2013, recorded January 31, 2013, as Doc. No. 5038757.
- 20. Terms and conditions of the Restated Skyway Agreement, dated August 9, 1991, recorded June 5, 1998, as Doc. No. 3033126 (and shown by recital on the Certificate of Title for the Land), as amended and restated by the Amended and Restated Skyway Agreement, dated October 27, 2000, recorded October 9, 2001, as Doc. No. 3442897.
- 21. Terms and conditions, including easements, as contained in the Declaration of Easements and Covenants, dated January 31, 2013, recorded January 31, 2013, as Doc. No. 5038758. [shown on sheet 2]

LEGEND

- Denotes drill hole with brass tag set marked with P.L.S. No. 15480
- AIS Denotes advertising and information sign
- BE Denotes building entrance
- CB Denotes catch basin
- CBQX Denotes control box
- CBX Denotes communication box
- CMH Denotes communication manhole
- COL Denotes building column
- DG Denotes drain grate
- EB Denotes electric box
- EM Denotes electric meter
- EMH Denotes electric manhole
- FGAP Denotes filler cap
- FH Denotes fire hookup
- GASV Denotes gas valve
- GM Denotes gas meter
- GP Denotes guard post
- HCPB Denotes handicap push button
- HCR Denotes handicap ramp
- HH Denotes hand hole
- HYD Denotes fire hydrant
- LP Denotes light pole
- MC Denotes metal cover
- MG Denotes metal grate
- MH Denotes manhole
- PIV Denotes post indicator valve
- PKS Denotes parking sign
- PVC Denotes polyvinylchloride pipe
- RCP Denotes reinforced concrete pipe
- RD Denotes roof drain
- SAN Denotes sanitary manhole
- SAN S Denotes sanitary sewer
- SMH Denotes storm manhole
- ST S Denotes storm sewer
- TC Denotes top of concrete curb
- TCS Denotes traffic control sign
- TL Denotes traffic light
- TMH Denotes telephone manhole
- TRANS Denotes transformer
- UGC Denotes underground communication line
- UGE Denotes underground electric line
- UGT Denotes underground telephone line
- VP Denotes vent pipe
- W Denotes water line
- WMH Denotes water manhole
- WV Denotes water valve
- TR Denotes deciduous tree

SURVEYOR'S CERTIFICATION

To: UP Investments, LLC; Brookfield DB, Inc., a Minnesota corporation and First American Title Insurance Company.

This is to certify that this map or plat and the survey on which it is based were made in accordance with the 2011 Minimum Standard Detail Requirements for ALTA/ACSM Land Title Surveys, jointly established and adopted by ALTA and NSPS, and includes items 1, 2, 3, 4, 6(a), 7(a), 7(b)(1), 8, 9, 11(a) and 13 of Table A thereof. The field work was completed on March 29, 2013.

Dated this 8th day of May, 2013.

SUNDE LAND SURVEYING, LLC.

By: *Mark S. Hanson*
Mark S. Hanson, P.L.S. Minn. Lic. No. 15480

Revised per new title commitment	MAP	5/8/2013
Revision	BY	Date
	MAP	

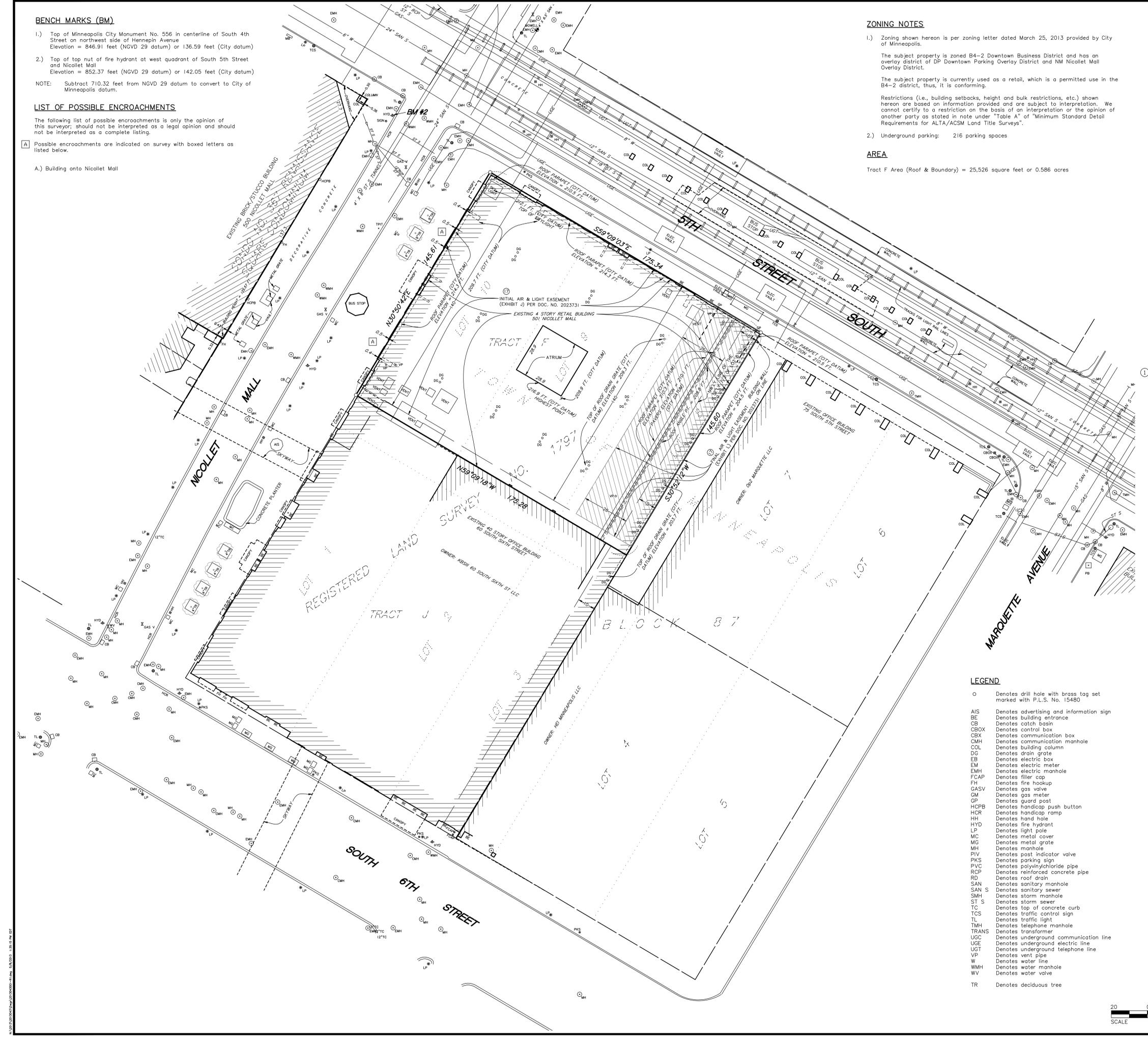
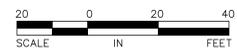
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ALTA/ACSM LAND TITLE SURVEY FOR: UNITED PROPERTIES 501 NICOLLET MALL, MINNEAPOLIS, MN

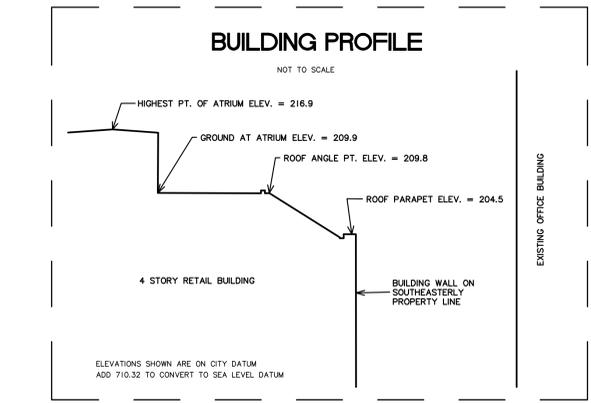
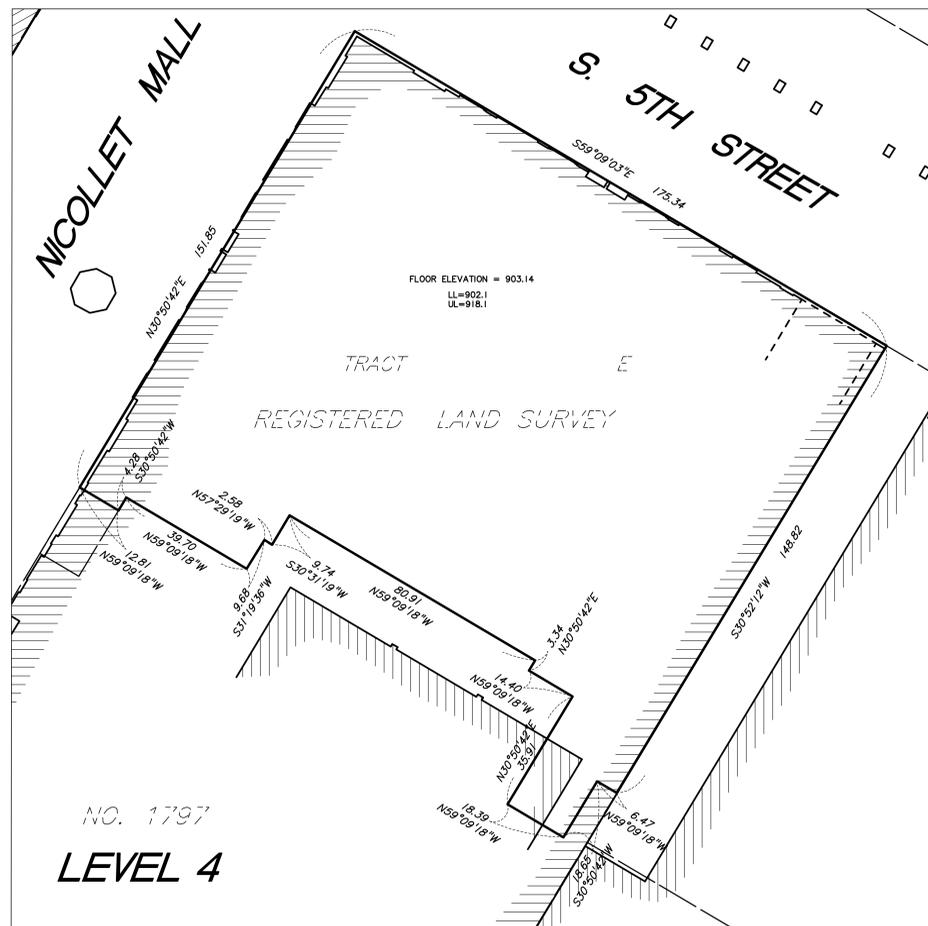
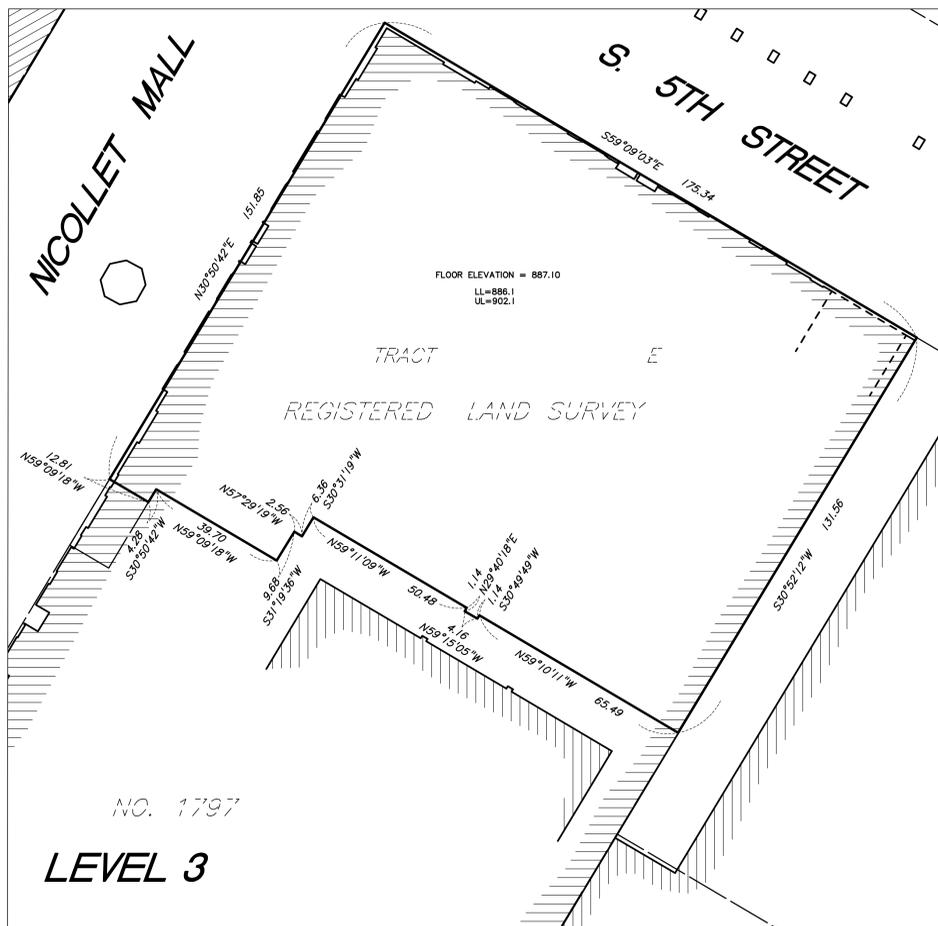
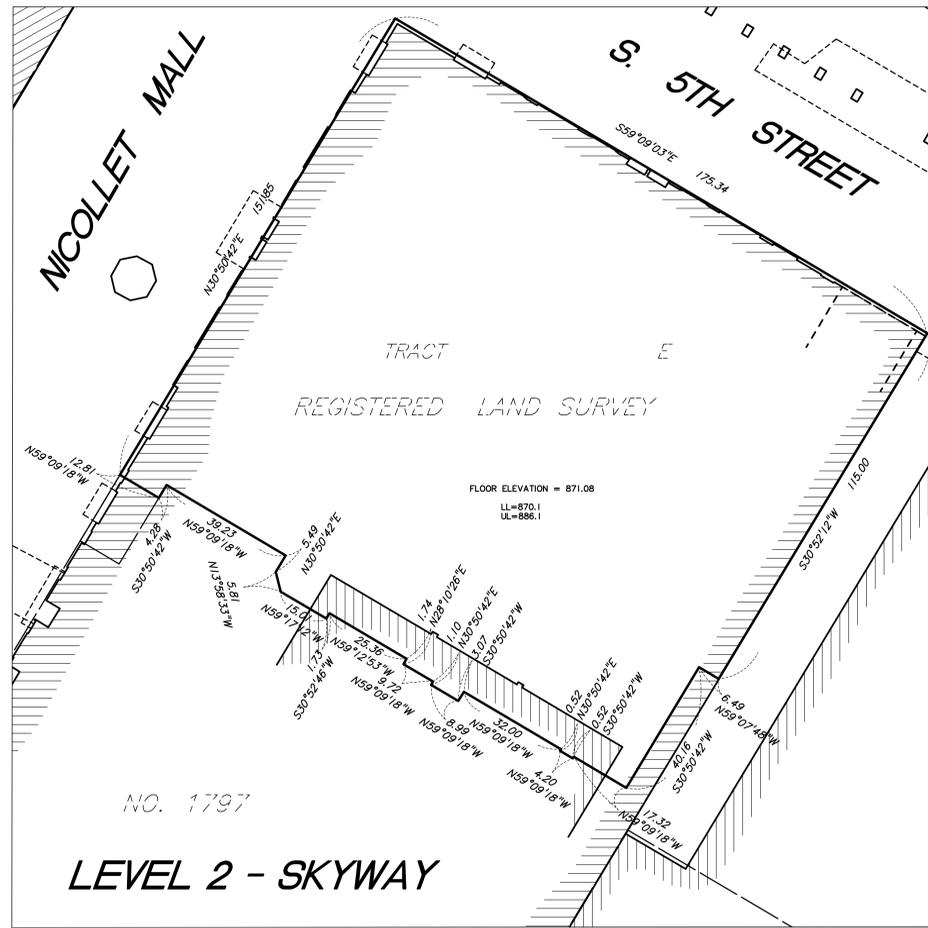
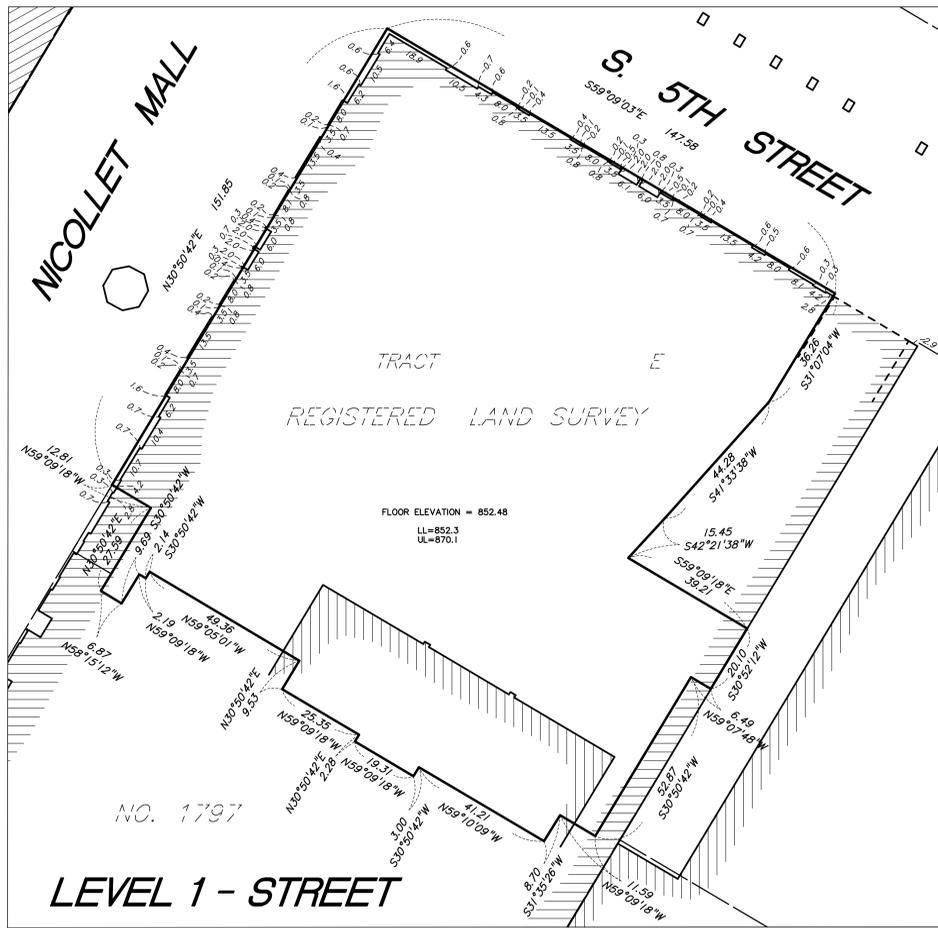
SUNDE LAND SURVEYING
www.sunde.com

Main Office: 9001 East Bloomington Freeway (35W) • Suite 118
Bloomington, Minnesota 55420-3435
952-861-2455 (Fax: 952-861-9208)

West Office: 1000 West Broadway
Wabasha, North Dakota 58071
701-263-5562

Project: 2013-043 Blk/Plat: 775/48 Date: 05/08/2013
Township: 29 Range: 24 Section: 22 Sheet: 1 of 3
File: 2013043001-R1.dwg

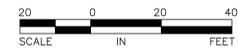
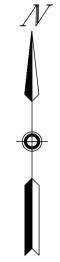
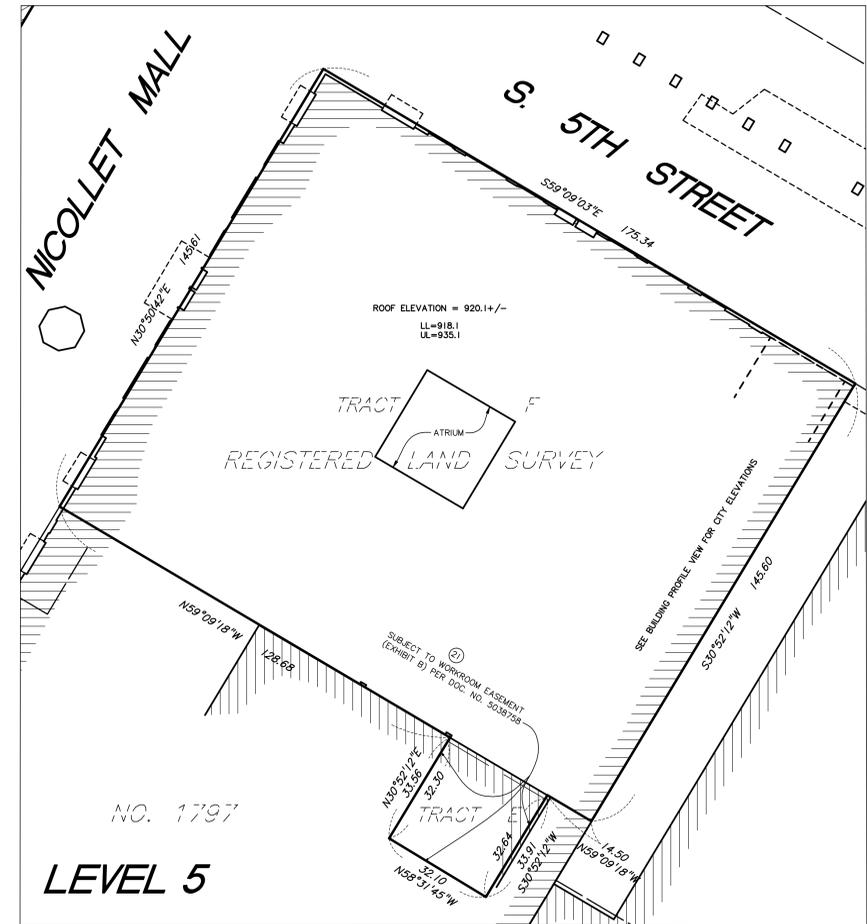




DESCRIPTION OF PROPERTY SURVEYED
(Per First American Title Insurance Company Commitment for Title Insurance, Commitment No. NCS-596461-MPLS, commitment date, February 21, 2013) (Revision Information: March 27, 2013)

Parcel A (Certificate of Title No. 1362522):
Tracts E and F, Registered Land Survey No. 1797, Hennepin County, Minnesota.

Parcel B:
Non-exclusive easements over other tracts in Registered Land Survey No. 1797, as contained in the Declaration of Easements and Covenants, dated January 31, 2013, recorded January 31, 2013, in the office of the Registrar of Titles as Doc. No. 5038758.



Dated this 8th day of May, 2013
Certified by: *Mark S. Hanson*
Mark S. Hanson, P.L.S. Minn. Lic. No. 15480



10 South Eighth Street
Minneapolis MN 55402

1 612_338_2957
1 612_342_2930
shea@sg.com

consultant

PROJECT
RBC PLAZA (INTERIOR)
60TH SOUTH 6TH ST



not

I HEREBY CERTIFY THAT THIS
PLAN, SPECIFICATION, OR REPORT
WAS PREPARED BY ME OR UNDER
MY DIRECT SUPERVISION AND THAT
I AM A DULY LICENSED ARCHITECT
UNDER THE LAWS OF THE STATE
OF MINNESOTA.

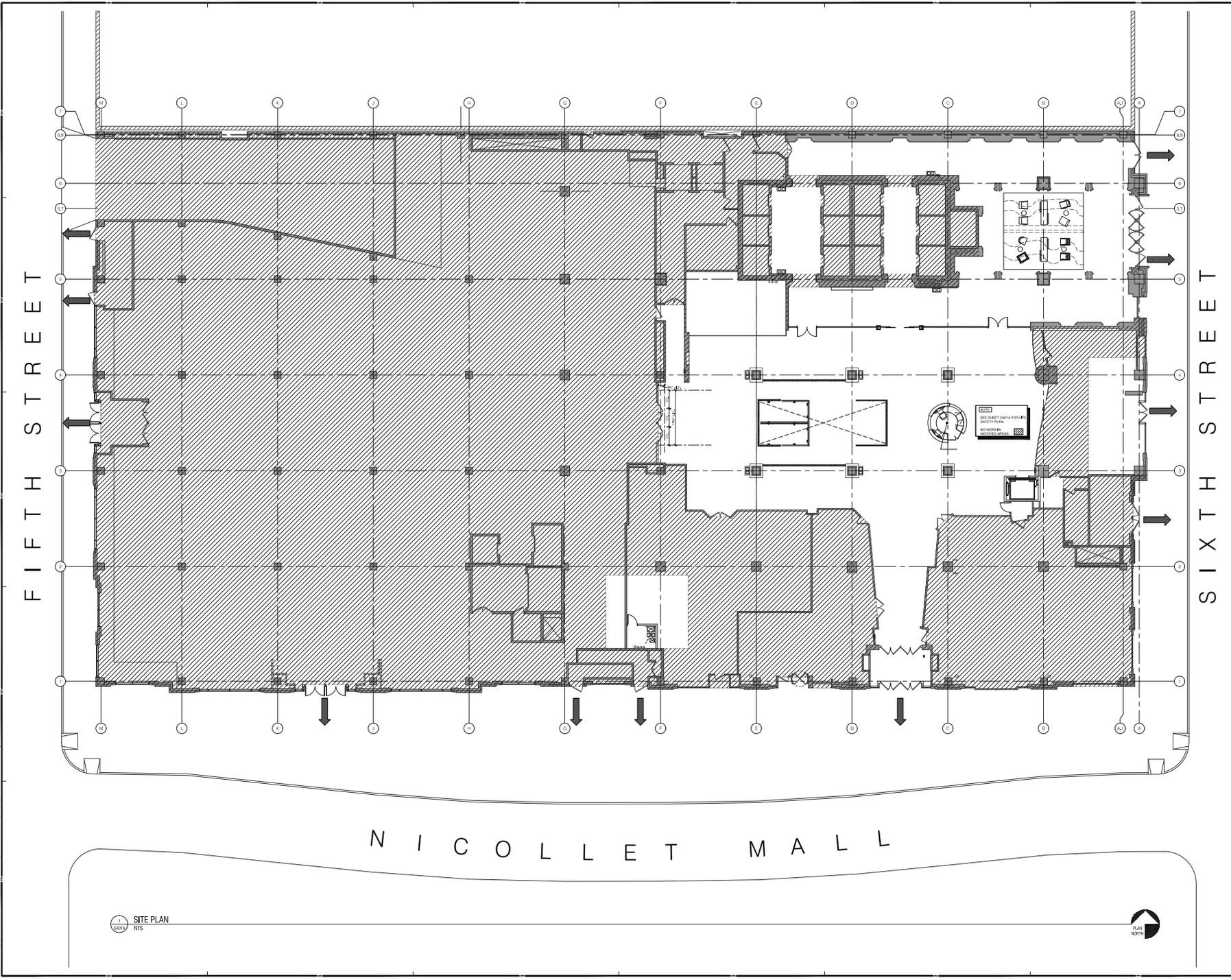
STEVE HAAS,
PRINTED NAME
SIGNATURE
DATE ISSUED 08/21/14
DATE REVISION 2/15/15
REV. NO.

no.	date	issued for
	03.17.14	BID PERMIT SET
▲	04.14.14	ADDENDUM #1
	06.06.14	CCD #2
	06.17.14	CCD #3
	06.30.14	CCD #4
	07.25.14	CCD #5
	08.08.14	CCD #6
	08.21.14	CCD #7
	09.10.14	CCD #9

PROJECT NO.	DATE
6863.00	03.17.14
Drawn	Checked
SH	SH

sheet title
SITE PLAN

G401A



1 SITE PLAN
N/S





10 South Eighth Street
Minneapolis MN 55402

1 817 220 2707
1 817 220 2700
shea.com

PROJECT

PROPOSED
EXTENSION
105 NICOLLET



I HEREBY CERTIFY THAT THIS
SCALE OF CONTRACTING OR DESIGN
WORK WAS PREPARED BY ME OR UNDER
MY DIRECT SUPERVISION AND THAT
I AM A duly LICENSED ARCHITECT
REGISTERED IN THE STATE OF
MINNESOTA.

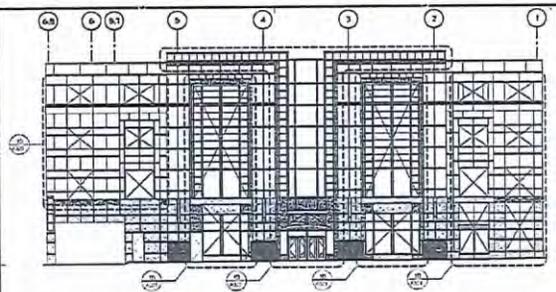
DATE: 11/11/11
SCALE: AS SHOWN
BY: [Signature]

NO.	089	PROJECT NO.
1.	05.11.11	PROJECT NO. 205
2.	05.11.11	PROVISION #1
3.	05.28.11	REVISION #2
4.	05.28.11	REVISION #3
5.		
6.		
7.		
8.		
9.		
10.		

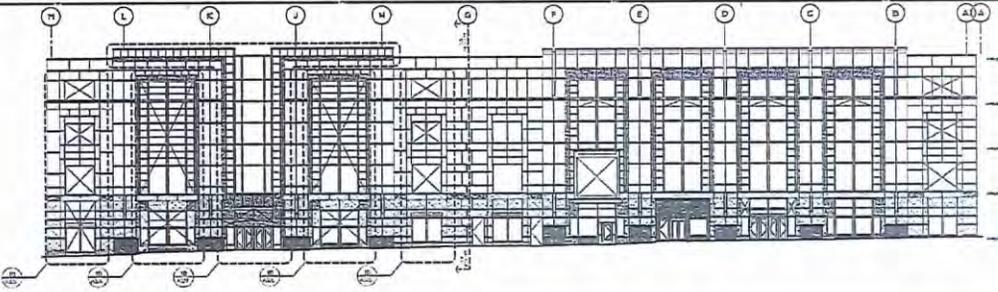
DATE PLOTTED: 05.28.11
BY: [Signature]

PROJECT
DEMOLITION AND PROPOSED
EXTERIOR ELEVATIONS

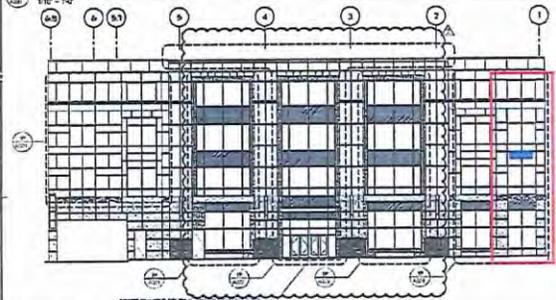
A200



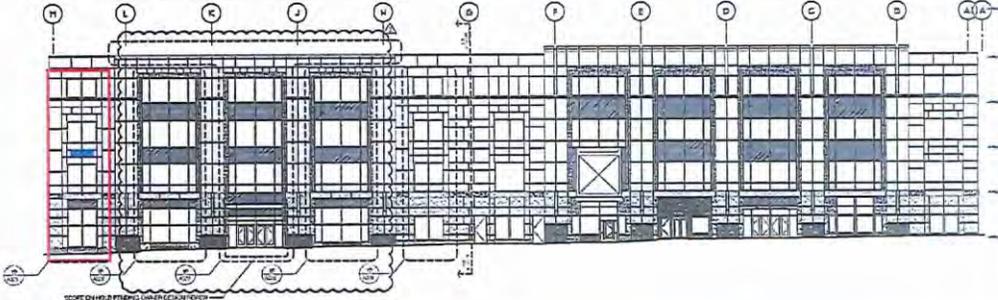
DEMOLITION - EAST ELEVATION (5TH STREET)
1/16" = 1'-0"



DEMOLITION - NORTH ELEVATION (NICCOLLET MALL)
1/16" = 1'-0"

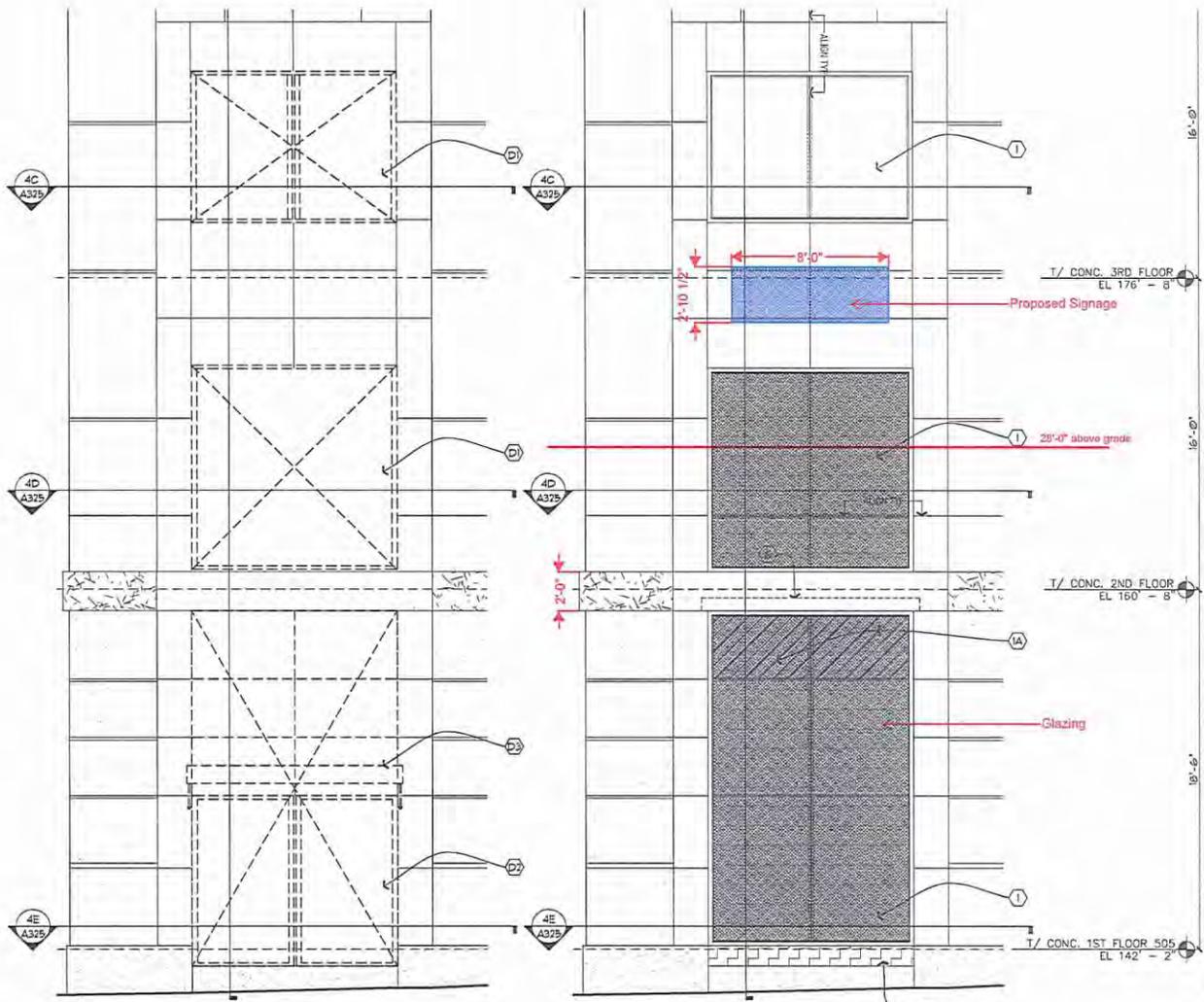
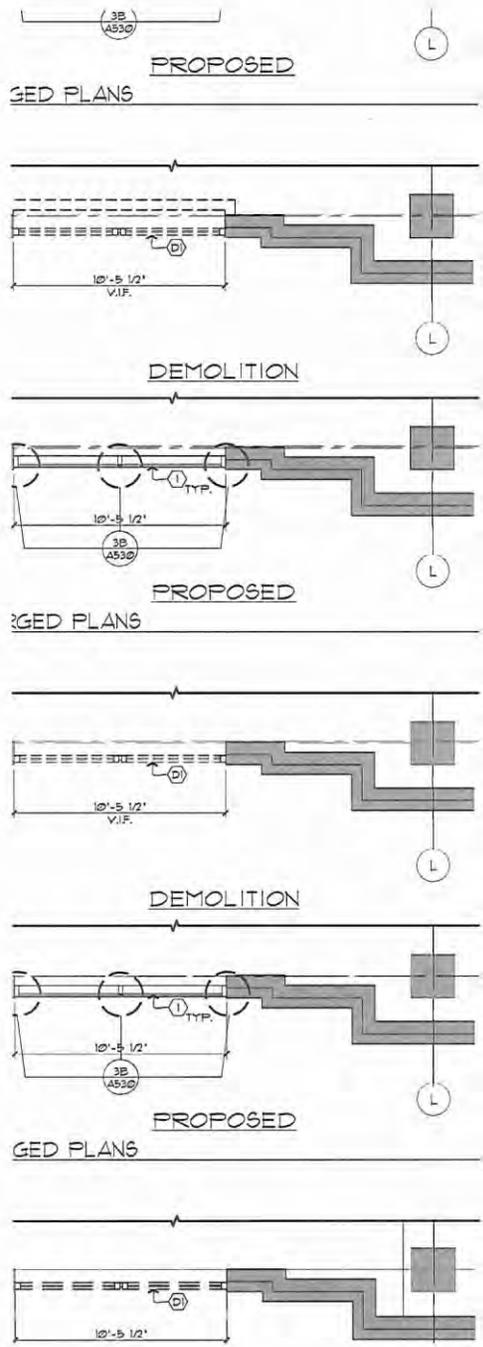


PROPOSED - EAST ELEVATION (5TH STREET)
1/16" = 1'-0"



PROPOSED - NORTH ELEVATION (NICCOLLET MALL)
1/16" = 1'-0"

11/11/11 11:11 AM



1D ENLARGED ELEVATION (DEMOLITION)
1/4" = 1'-0"

1P ENLARGED ELEVATION (PROPOSED)
1/4" = 1'-0"

ENLARGED ELEVATION, SECTION AND PLAN KEY NOTES

- 1 SYMBOL DENOTES KEYNOTE AS LISTED BELOW
- EXISTING TO REMAIN:
- E1. EXISTING FIRE DEPARTMENT CONNECTION TO REMAIN.
 - E2. EXISTING SNIWAY STRUCTURE TO REMAIN.
 - E3. EXISTING HOLLOW METAL DOOR AND FRAME TO REMAIN. PAINT DOOR AND FRAME TO MATCH CURTAIN WALL.
- DEMOLISH EXISTING:
- D1. EXISTING CURTAIN WALL SYSTEM TO BE DEMOLISHED AND REINSTALLED EXISTING.
- NEW TO BE INSTALLED:
- 4. FORMED ALUMIN. METAL INFILL PANEL, SEE DETAILS. COLOR/FINISH TO MATCH NEW CURTAIN WALL SYSTEM.
 - 5. INSULATED ALUMIN. METAL INFILL PANEL, SEE DETAILS. COLOR/FINISH TO MATCH NEW CURTAIN WALL SYSTEM.
 - 6. NEW STEEL LINTEL FOR CMU BACK UP WALL OR CURTAIN WALL WIND GIRTS, ETC. SEE STRUCTURAL DRAWINGS. ALL NEW STRUCTURAL STEEL AND MISC. METALS ARE TO BE HOT DIP GALVANIZED FINISH.
 - 7. NEW STAINLESS STEEL PARAPET COILING FLASHING.
- REMOVE, REUSE AND REINSTALL EXISTING:
- 3. EXISTING CURTAIN WALL SYSTEM TO BE DEMOLISHED AND REINSTALLED EXISTING.

consultant

project site
EXTERIOR
505 NICOLLET

client
CUSHMAN & WAKEFIELD | NORTHWARD
UNITED PROPERTIES

designer
STEVE HAASL

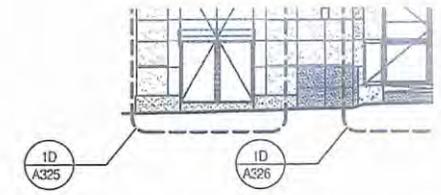
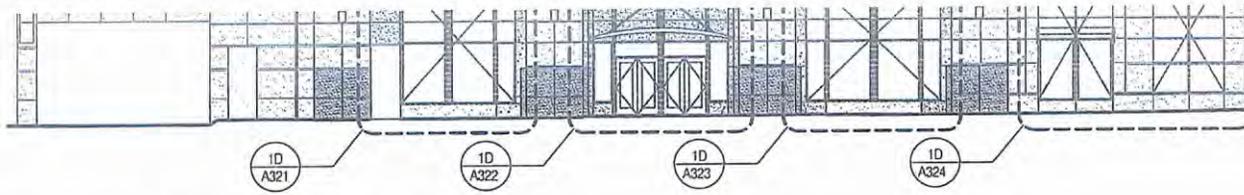
PRINTED NAME
Steve Haasl

SIGNATURE

DATE ISSUED
03.28.14

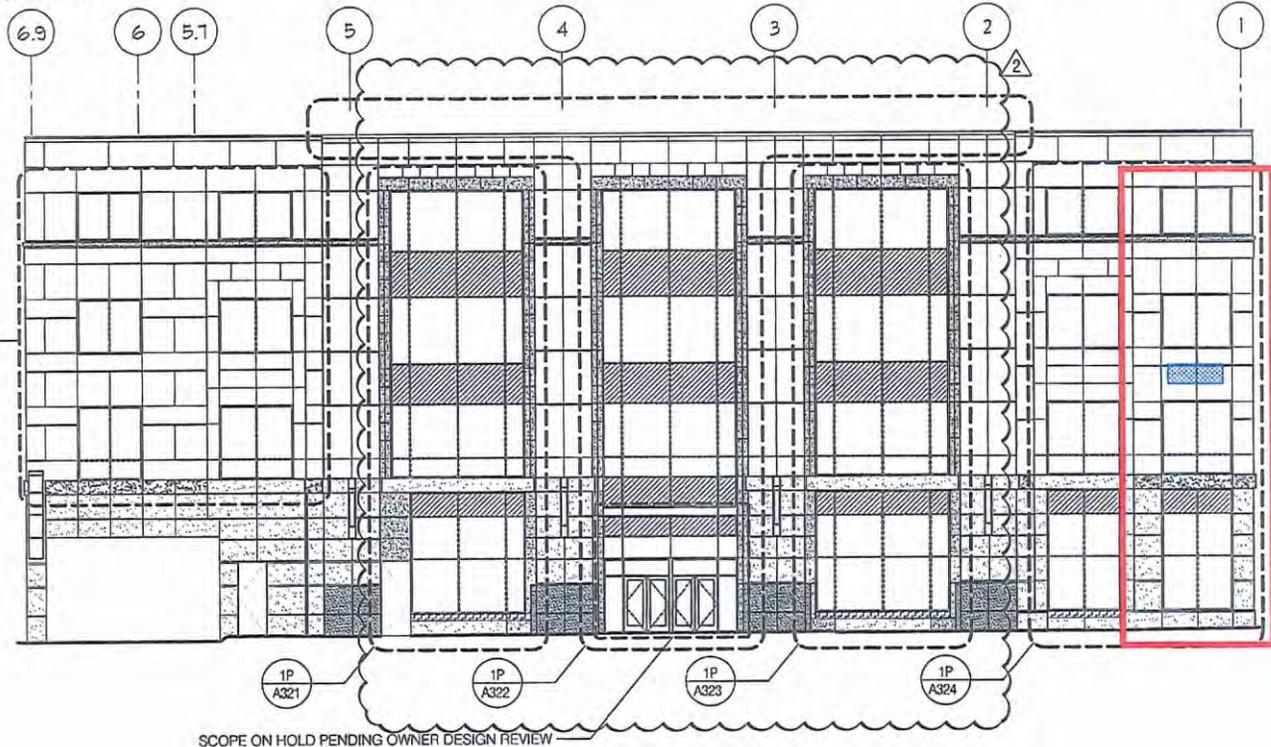
REG. NO.
21585

no. date issued for
1. 03.11.14 PERMIT/BID SET



DEMOLITION - EAST ELEVATION (5TH STREET)

1/16" = 1'-0"

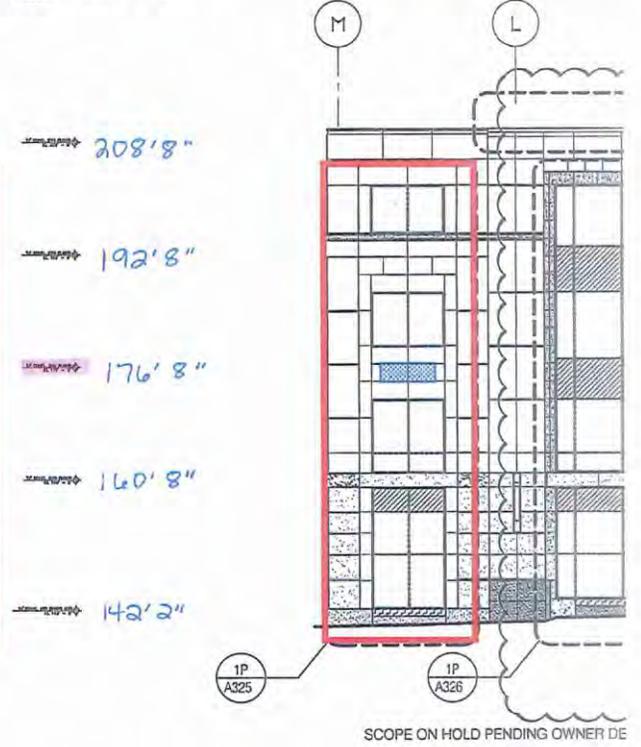


PROPOSED - EAST ELEVATION (5TH STREET)

1/16" = 1'-0"

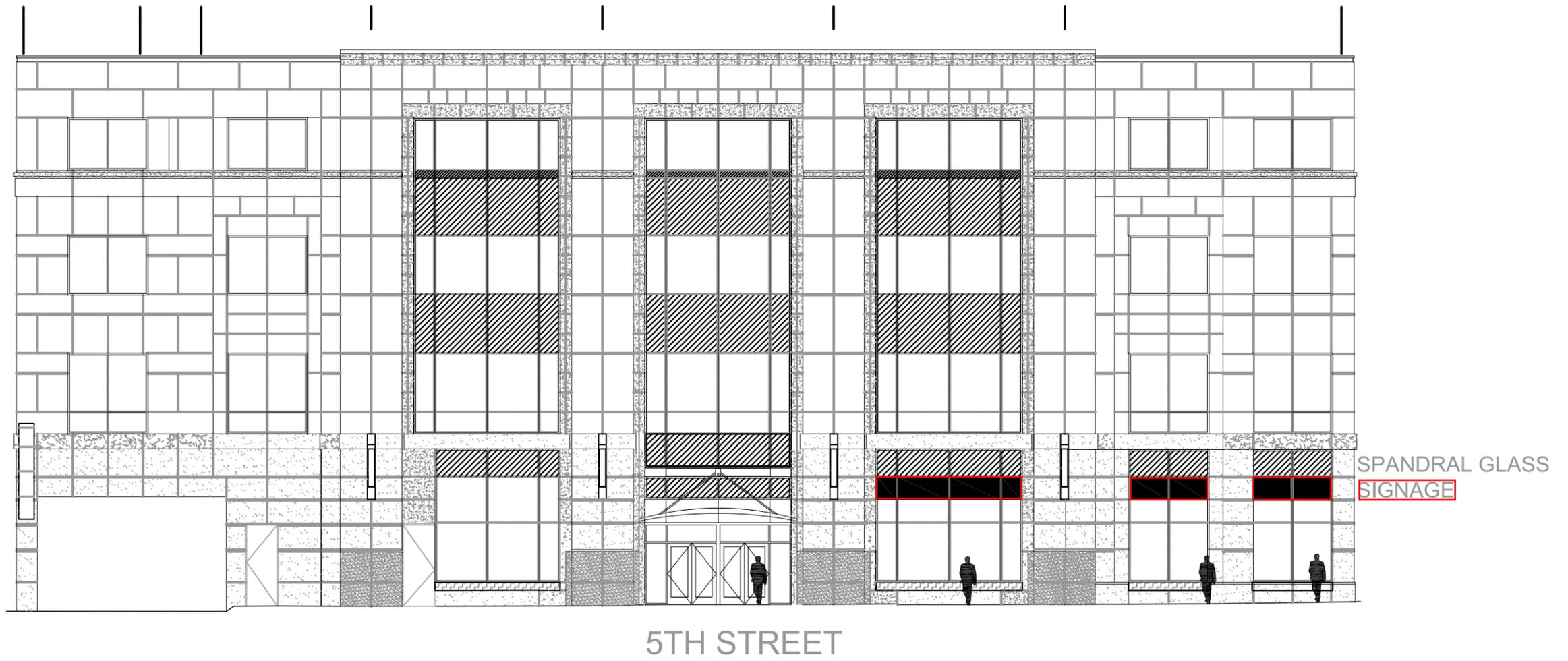
4B A200 DEMOLITION - NORTH ELEVATION (NICOLLET M)

1/16" = 1'-0"



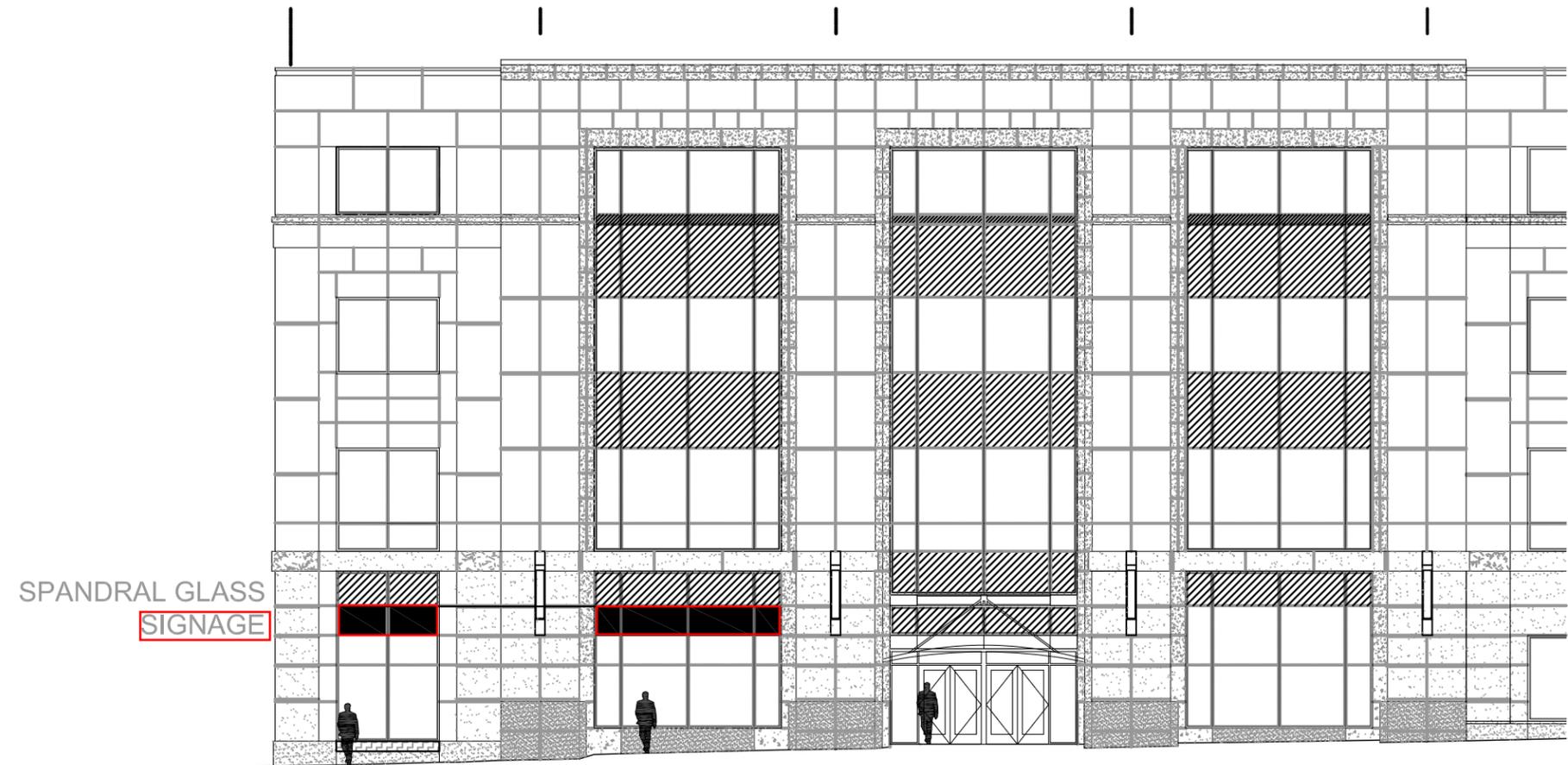
4C A200 PROPOSED - NORTH ELEVATION (NICOLLET MA)

1/16" = 1'-0"



5TH STREET

SPANDRAL GLASS
SIGNAGE



SPANDRAL GLASS
SIGNAGE

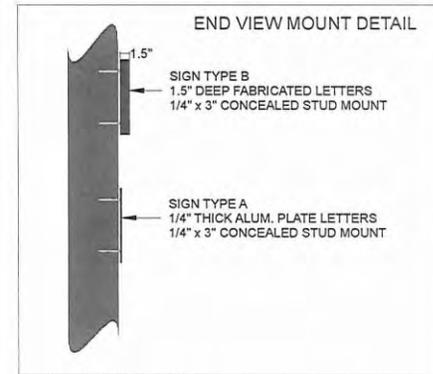
NICOLLET MALL

SIGN TYPE B) NON-ILLUMINATED LETTERS



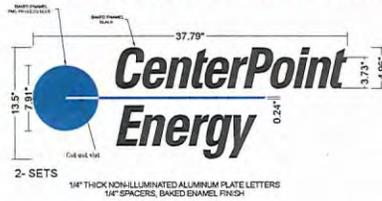
2-SETS

1.5" DEEP FABRICATED, NON-ILLUMINATED LETTERS
1/2" SPACERS, BAKED ENAMEL FINISH



SIGN TYPE B
37' 6" FROM GRADE TO TOP OF SIGN

SIGN TYPE A) NON-ILLUMINATED LETTERS



2-SETS

1/4" THICK NON-ILLUMINATED ALUMINUM PLATE LETTERS
1/4" SPACERS, BAKED ENAMEL FINISH

SIGN TYPE A



PROPOSED EXTERIOR SIGNAGE

SIGN TYPE A



11775 Justen Circle, Maple Grove, MN
PH: 763-428-5067 FAX: 763-428-5072

Chuck Becker
CLIENT
CenterPoint Energy
700 Linden Ave.
Mpls, MN 55440

CenterPoint Energy
JOB
505 Nicollet Ave.
ADDRESS
Minneapolis, MN

DATE **2/17/15** DRAWING #
APPROVED BY **X** DATE
DESIGNER/SALESMAN **Kelly Gibbons**

THESE PLANS ARE THE EXCLUSIVE PROPERTY OF TOP LINE ADV. THEY ARE SUBMITTED TO YOUR COMPANY FOR YOUR CONSIDERATION OF WHETHER TO PURCHASE THESE PLANS OR TO PURCHASE FROM TOP LINE ADV., A SIGN MANUFACTURED ACCORDING TO THESE PLANS. DISTRIBUTION OR EXHIBITION OF THESE PLANS TO CONSTRUCT A SIGN SIMILAR TO IS EXTREMELY FORBIDDEN. IN THE EVENT THAT SUCH EXHIBITION OCCURS, TOP LINE ADV. EXPECTS TO BE REIMBURSED \$1,000 IN COMPENSATION FOR THE TIME AND EFFORT ENTAILED IN CREATING THESE PLANS.

3M Vikuiti™ Rear Projection Film

Contents:

- A. Introduction
 - Safety Information
 - Intended Use
 - Description
 - Product
 - How It Works
 - Product Characteristics
- B. Setup and Installation
 - Compatible Surfaces
 - Tools and Materials for Installers
 - Key Application Tips for Installers
 - Application Procedure for Installers
 - Projector Setup Tips
- C. Care and Handling
- D. Warranty and Disclaimers

A. Introduction

Safety Information

Please read, understand, and follow all safety information contained in these instructions prior to the installation and use of the 3M Vikuiti™ Rear Projection Film. Retain these instructions for future reference.

! Caution ! To reduce the risk of glass breakage which if not avoided may cause minor to moderate injury: Do not apply the screen to glass that is exposed to direct sunlight.

Intended Use

3M Vikuiti™ Rear Projection Film is a premium removable projection film intended for one time application to the back, or projector side of a clear surface, and projected on from behind for point of purchase or tradeshow digital signage. This product, when applied properly, is designed, manufactured and tested to be a high quality projection screen intended for the presentation of video program material in commercial application display signage in a dry indoor environment.

3M Vikuiti™ Rear Projection Film should be professionally applied by experienced Film applicators. Each customer must determine if this product meets the specific needs of their particular application.

Description

This instruction sheet details the general wet (water) application method for applying 3M Vikuiti™ Rear Projection Film to a variety of flat surfaces.

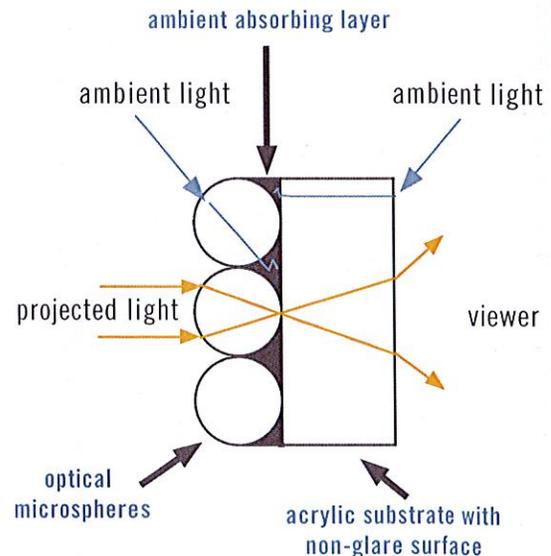
Note: The product and application technique described in this bulletin is not recommended for any vehicle applications or for compound-curved, textured, rough or ribbed surfaces.

Product

3M Vikuiti™ Rear Projection Film:

This product is a removable rear projection Film that is adhered to a clear surface such as a window or a plastic sheet. This Film is designed and manufactured to be a high quality rear projection screen.

How it works



Product Characteristics

Film: optical and adhesive layers plus liner

Color: black

Thickness: .3mm w/o liner, .5mm with liner

Weight: approx 38 grams/sqft (.4kg/sqM)
(without liner)

Adhesive: positionable, pressure activated, removable, not reusable.

Liner type: polyethylene coated paper, suitable for kiss cutting

Applied shrinkage: up to .8mm typical

Removal: removable without heat or chemicals with little or no residue

B. Setup and Installation

Compatible Surfaces

- Glass
- Acrylic
- Polycarbonate

Tools and Materials for Installers

- 3M™ Applicator PA-1 (Blue or Gold)
SA-1 low friction sleeve
- Scotch™ Blue Masking Tape 2090
- Spray bottle with soapy, clean water
- Large, high-quality window squeegee recommended for large graphics.

Key Application Tips for Installers

Clean work area. Make sure the work surface and surrounding area are properly cleaned to avoid contaminating the film.

Temperature

Apply when the air and application surface temperature is at least 16 C (60 F). If applying the Film at or near the minimum application temperature, the adhesive bond will develop more slowly than in higher temperatures. Thoroughly re-squeegee the Film as directed in the application procedure.

Squeegee tools and techniques

Use PA-1 (blue or gold) or similar plastic applicator that is smooth and not nicked. A large window squeegee may be used to remove the water. However, an applicator PA-1 with a low friction sleeve SA-1 is recommended to be used with firm, overlapping strokes. Re-squeegee the Film after 24 hours.

Cutting Shapes

The paper liner/adhesive side is the viewer side; the black Film side is the projector side. Shapes must be cut reversed on the black Film side for correct viewing.

To remove an application tape, if used, always remove it at an angle as close as possible to 180 degrees and immediately re-squeegee the Film. For best performance, avoid applying the Film on a surface that will be in direct sunlight. Glare from sunlight will make the image hard to read and will heat the black Film increasing shrinkage and/or edge lift.

Apply the Film

Note: Keep the liner dry until ready to be removed. Film is applied to the 'back' or projector side of the glass or acrylic.

1. If possible, lay the application surface substrate face up on a clean surface.
2. Spray the application surface with a mixture of soapy water (we recommend a mixture of 1 tablespoon to 1 liter of tap water).
3. Clean the Film with a clean, lint-free cloth.
4. Lay the Film, liner side up, in a dry location near the wetted surface.
5. Lift one corner of the liner while spraying the water onto the exposed adhesive. See Fig 1.

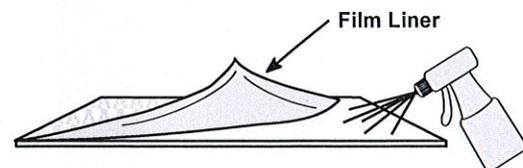


Figure 1



Figure 1. Lift Corner; Spray Water

NOTE: Depending upon the size of the Film, another person may be needed to help complete the next steps.

6. Continue to remove the liner and spray the soapy water. By the time the liner is completely removed, the entire adhesive surface should be wet. Spray on more soapy water, if necessary.
7. Lift and turn over the Film, adhesive side toward the wetted application surface and align any registration marks. See Figure 2.

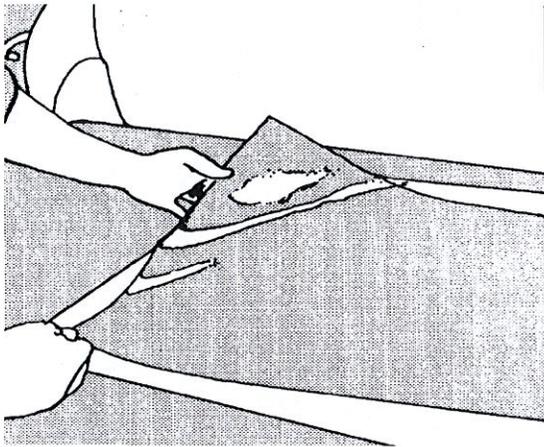


Figure 2. Lifting and Turning over the Film

8. To smooth out wrinkles and bubbles:
 - a. Use a large window squeegee and very light pressure to smooth out the entire graphic, starting at the center and working toward the edge, in the order shown in Figure 3. After this step, the Film should be flat on the substrate and most of the water squeezed out.

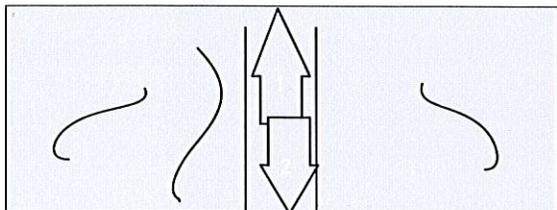
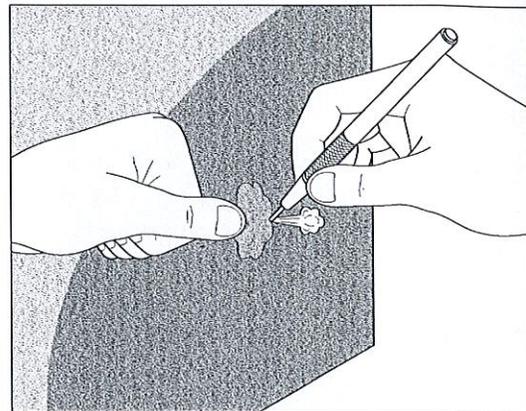


Figure 3. Squeegee from the Center

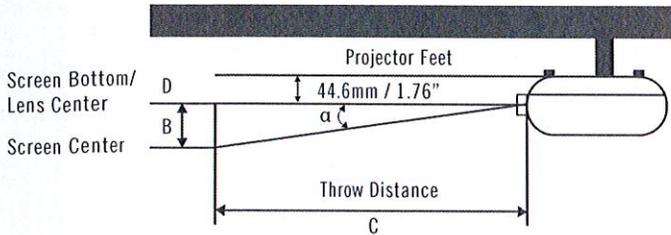
- b. Use the PA-1 Applicator to apply firm pressure to the entire screen, beginning in the center and working toward the edges in overlapping strokes. After this step, all of the water and as many bubbles as possible should be removed.
- c. Wipe the entire surface dry.
9. Remove any remaining bubbles from the Film:
 - a. Puncture the Film at one end of the bubble with an air release tool or a pin. Do not use a razor or blade.
 - b. Use your thumb to carefully push the trapped air or wetting water toward the puncture. See Figure 4.



CG-273A

Figure 4. Push Trapped Air Out

10. Keep the newly applied screen Film out of direct sunlight for 24 hours.
11. After 24 hours:
 - Use a PA-1 applicator with an SA-1 low friction sleeve to re-squeegee the Film.



B-Vertical distance between lense center and screen center
 C-Throw distance
 D-Vertical distance between lense center and top of screen
 α -Throw angle

Projector Setup Tips

Keep the projected light throw angle α to the screen within $\pm 15^\circ$ of straight on.

The throw distance of the projector is determined by the screen size and the projector lens to keep the throw angle to less than 15 degrees for center to corner brightness falloff of less than 50%. For an offset lens business projector the rule of thumb is throw distance of at least 1.8x the screen diagonal.

For a projector with center throw lens the rule of thumb for finding throw distance is 1.2x the screen diagonal.

$$(\text{Screen diagonal}) \times 1.2 = \text{Throw distance}$$

C. Care and Handling

Perspiration and oil from skin contact can stain the Film.

Avoid laying Film on uneven or dirty work surfaces. Small chips or dirt particles can damage the Film surfaces or become trapped in adhesive during lamination.

Cleaning Recommendations

The 3M Vikuiti™ Rear Projection Film can be cleaned by wiping with mild soap or detergent and lukewarm water. Use a clean soft cloth, such as the Spyeglass Micro-Fiber Cleaning Cloth,

applying only light pressure. Rinse with clean water and dry by blotting with a dry cloth or chamois.

D. Warranty and Disclaimers

3M warrants that its 3M Vikuiti™ Rear Projection Film (the "Product") will meet its published specification at the time of shipment and for one year and three months after the date of shipment provided the Product is stored in the original package at a temperature of 20 degrees C +/- 10 degrees C and at a relative humidity of 50% +/- 15%.

If Product is shown not to meet its published specification during this warranty period, 3M's sole liability and purchaser's exclusive remedy is, at 3M's option, for 3M to either refund the purchase price of the Product or provide replacement Product in the quantity shown not to meet the specification.

3M makes no additional warranties, express or implied, including but not limited to any implied warranties of merchantability or fitness for a particular purpose. In particular, but without limitation, 3M makes no representations or warranties concerning the effective life of the Product or its ability to survive user's environmental testing. User is responsible for determining whether the 3M Product is fit for the user's particular purpose and suitable for the user's method of production. Other than as set out in this limited warranty, 3M shall not be liable for any loss or damages, whether non-specified direct, indirect, special, incidental or consequential (including downtime, loss of profits or goodwill) in any way related to the Products regardless of the legal theory asserted.



Product Description

3M Vikuiti rear projection film is designed to be applied to transparent substrates (glass, acrylic, etc.) for use as a rear projection screen. The film provides excellent contrast and color at all viewing angles under a variety of lighting conditions. The film is self-adhesive and is easy to apply and remove. The optically-clear adhesive minimizes reflections at the interface of the substrate and film, providing superior optical clarity compared to a separate display behind a transparent substrate. Vikuiti rear projection film can be cut into any desired shape for a compelling visual display which cannot be duplicated with a standard plasma or LCD display. The film can also be integrated with other window graphic applications. The film can be applied to a portable or permanent surface using a wet application method: see 3M Vikuiti Spec Sheet for details. Although the film is easy to remove, it cannot be removed and reused. (Spyeglass now offers a reusable version called SpyeTak).

Window Considerations (Location)

Plan the installation for any suitable interior clear surface or portable surface.

For windows that face outdoors, mount the film on the interior side, taking into account the restrictions, below.

To maximize the projected image quality, plan to install the film near the top of the glass area because:

- The projector can be mounted higher while maintaining appropriate projection angles (see Setting Up a Projector, page 3).
- People are able to walk freely near the window without interfering with the projected image
- The display can be viewed from a greater distance.

Restrictions

- Avoid window locations with direct sunlight or significant reflections.
- Avoid windows with a tint or film that darkens the window.
- If a protective film is on the inside of the window, make sure it does not have a seam or any imperfections in the viewing area.
- Double-glazed windows generally are not recommended as the glazing reduces the quality of the image. A North-facing, double-glazed window may be satisfactory since it is not exposed to excessive sun reflection.
- For windows with seams or panes, plan to install separate pieces of film on each side of a seam or on each pane.

Selecting a Projector

The quality of an image on 3M Vikuiti rear projection film is highly dependent on the quality and amount of light being projected. The following information should be used as a guide to selecting the appropriate projector. As a guideline, the projector should be capable of producing 150 to 300 lumens per square foot on the display. In extreme lighting conditions such as direct sunlight, the lumens per square foot may need to be much higher.

The following table shows example display sizes at 4:3 and 16:9 aspect ratios and what projector lumens should be expected to perform well according to this guideline.

Diagonal (inches)	Width (inches)	Height (inches)	Aspect	Square Footage	1,500 Lumens	2,000 Lumens	3,000 Lumens	4,000 Lumens	5,000 Lumens	10,000 Lumens
35	28	21	4:3	4.1	367	490	735	980	1224	2449
45	27	36	4:3	6.8	222	296	444	593	741	1481
60	48	36	4:3	12	125	167	250	333	417	833
80	64	48	4:3	21.3	70	94	141	188	234	469
35	30.5	17.2	16:9	3.6	413	550	825	1100	1376	2751
45	39	22	16:9	6	252	336	503	671	839	1678
60	52	29	16:9	10.5	143	191	286	382	477	955
80	69.7	39.2	16:9	19	79	105	158	211	264	527

Example:

A 60 inch diagonal display with a 4:3 aspect ratio (48 inch wide x 36 inch high) is 12.0 square feet. Using the table, a 3000 lumen projector would have 250 lumens per square foot and may be acceptable. A 4000 lumen projector would have 333 lumens per square foot.

Many companies provide additional information on the web that may be helpful as you specify a projector.

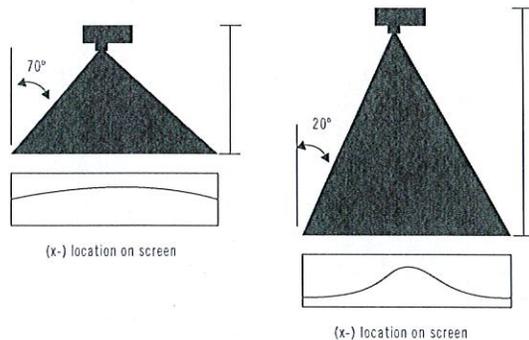
Additional Projector Considerations

- Lumen rating based on image size and lighting conditions.
- DLP vs. LCD technology: DLP projectors may have more consistent performance and longer life in extended use applications.
- Native resolution and aspect ratio.
- Lens offset and ability to lens shift.
- Throw distance between the projector and the display.
- Hours of operation (24/7 or limited hours to preserve lamp life).
- Ability to control remotely using network communication.
- Ability to adjust image (focus, zoom, lens shift, keystone correction), remote or manual adjustment.

Setting up a Projector

- Position a ceiling mounted projector at least 7 feet from the floor to comply with health and safety standards and to protect it from unauthorized handling.
- To avoid hotspots on the image area, the angle of the light from the projector hitting the display should be less than 20 degrees to the perpendicular. See FIGURE 1.
- Refer to the projector manufacturer's documentation for throw distances specific to the projector you are using. They vary widely depending on projector and lens combinations.

FIGURE 1



Throw Distance Table

Projector Set Up	4:3 Aspect Ratio	16:9 Aspect Ratio
Center Throw	1.2 x diagonal	1.2 x diagonal
Offset Throw	1.8 x diagonal	1.6 x diagonal

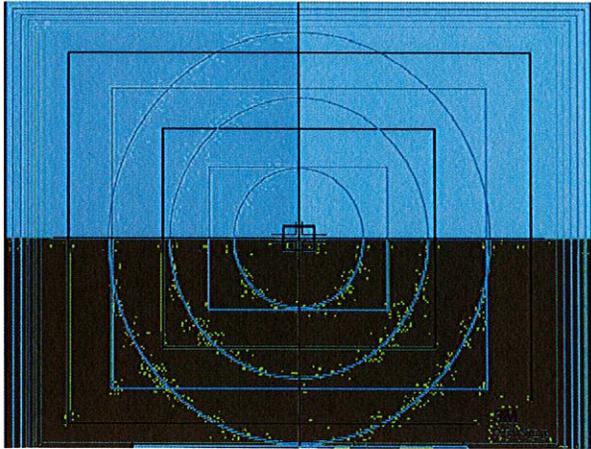
Hotspots

As a guideline, the correct minimum throw distance can be estimated from the size of the screen diagonal. This table shows the minimum ratio of throw distance to screen diagonal for displays with 4:3 and 16:9 aspect ratio, and depending on if the installation uses a center throw (where the projector is positioned at the vertical center of the display) or an offset throw (where the projector is positioned near the vertical edge of the display- screen top or bottom).

Install the Projector

- Place the projector lens exactly perpendicular to the center line of the display. This is especially critical for projectors without horizontal keystone correction and for alignment on shaped displays.
- Use an alignment grid to check and adjust the projector location and set up. Use outer vertical lines to adjust the vertical keystone if necessary. See FIGURE 2. Use a plumbbob or a laser level to help with the alignment.
- Many projectors distort the image when applying a keystone correction. It is best to locate projector in the manufacturer's recommended orientation to the screen.
- Use a mirror to reflect the center line back to the center of the lens to check horizontal center placement.
- Install the projector following the manufacturer's instructions.
- For a shaped display, use a masked white content element to help with the final alignment of the masked shape.
- Use a projector mount with yaw, pitch and roll adjustments. Fine-tune the alignment using the projector mount adjustments and projector zoom to precisely match the image placement.
- Some projectors also have width adjustment.

FIGURE 2



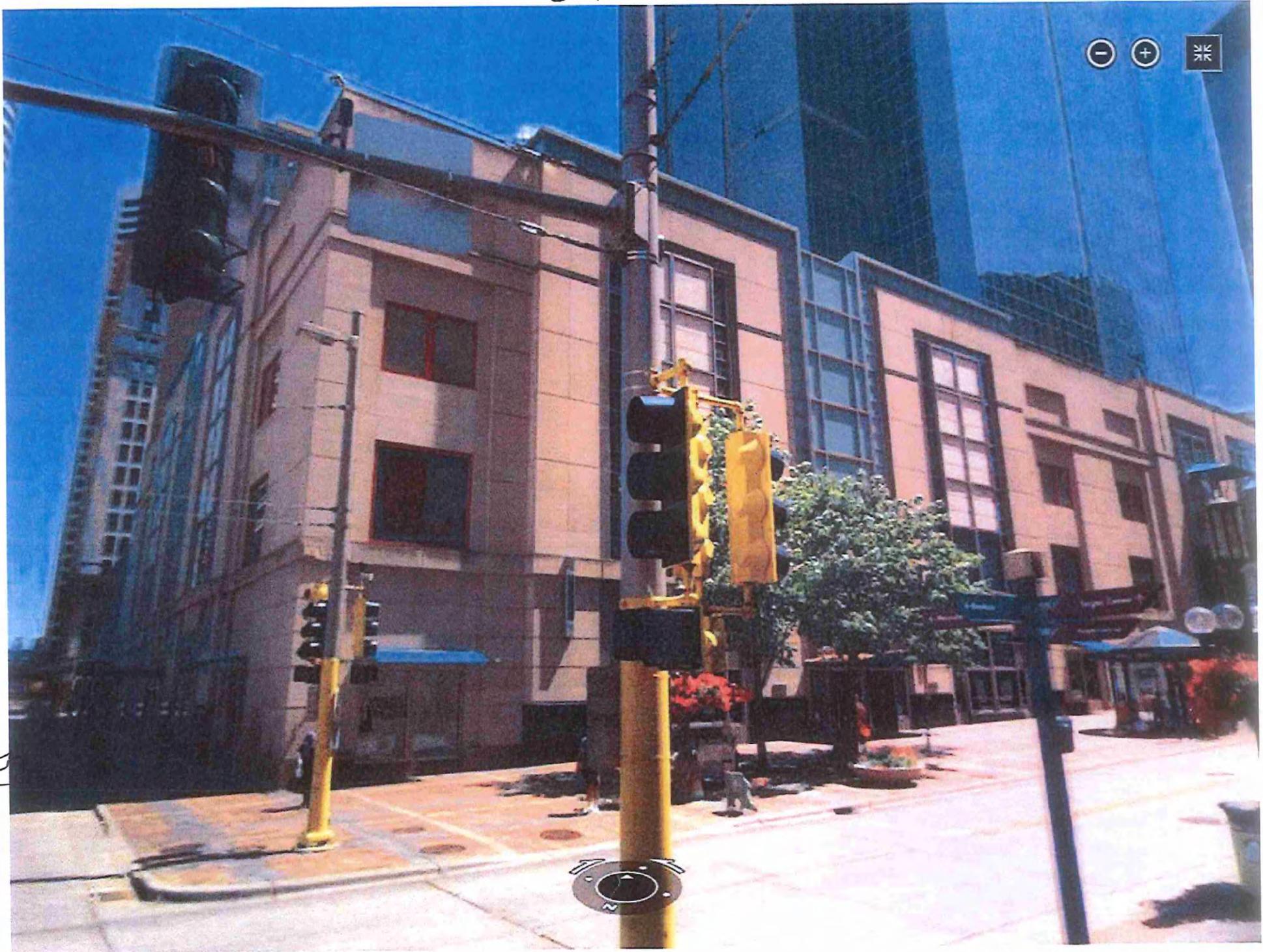
Warranty and Disclaimers

The information contained and techniques described herein are believed to be reliable, but Spyeglass makes no warranties, express or implied, including but not limited to any implied warranty of merchantability or fitness for a particular purpose. Spyeglass shall not be liable for any loss or damages, whether direct, indirect, special, incidental or consequential, in any way related to the techniques or information described herein.

Bulletin Change Summary: Please refer to 3M Vikuiti Spec Sheet for detailed warranty and durability information, which was removed from this bulletin.



Before remodel



5th
St
S

Nicollet mall

(5th St S)

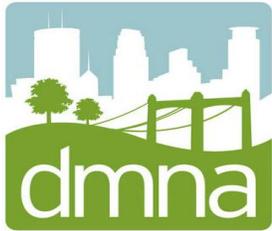


corner of 5th St S & Nicollet
mau



Nicollet Mall (from 5th Sts)





**DOWNTOWN
MINNEAPOLIS
NEIGHBORHOOD
ASSOCIATION**

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

March 23, 2015

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: Meet Minneapolis - Minneapolis Visitors Information Center - 505 Nicollet Mall

Dear Shanna:

I am writing to you on behalf of the Downtown Minneapolis Neighborhood Association Board of Directors, regarding the sign variance and Conditional Use Permit applications submitted by Meet Minneapolis for 505 Nicollet Mall. Meet Minneapolis is proposing to locate a Visitors Information Center in CenterPoint Energy's new corporate headquarters.

Michael Rainville from Meet Minneapolis presented the applications at the March 16, 2015, DMNA Board meeting. Rainville explained that Meet Minneapolis is planning to locate a Visitors Information Center in the street level retail space of the new CenterPoint Energy headquarters building. Meet Minneapolis is proposing to use a combination of static and dynamic signage to display information about city attractions and events, Minneapolis neighborhoods, as well as information about individual hospitality businesses.

Rainville used PowerPoint slides to show the location the location and type of signage. He stated that the signage will be located in the interior of the upper windows. The height of the signage will be 3 ½ feet. The total length of all of the windows is 67 feet. Rainville noted that there are a total of five windows, two on Nicollet Mall and three on 5th Street. Rainville explained that Meet Minneapolis is seeking a variance from the height limit of the signage, as well as a CUP to use a dynamic signage system.

Rainville concluded his presentation by asking the DMNA Board for a letter of support. After some questions and discussion, the board passed a motion to provide a letter of support for Meet Minneapolis' sign variance application to increase the maximum height of the signage, as well as the CUP application to allow for the use of a dynamic signage system.

If you have any questions regarding this letter, please feel free to contact me at christie@hantge.com, or 320-583-4573. You may also contact DMNA Board Chair, Chad DiDonato, at Chad.DiDonato@gmail.com.

Sincerely,

Christie Rock
DMNA Coordinator / Finance Coordinator

Cc. Michael Rainville, Meet Minneapolis
Chad DiDonato, DMNA Board Chair