

LAND USE APPLICATION SUMMARY

Property Location: 200 3rd Street North
Project Name: Lee Lofts Signage
Prepared By: [Janelle Widmeier](#), Senior City Planner, (612) 673-3156
Applicant: Advance Realty, Inc.
Project Contact: Tim Olson, DeMars Signs, Inc.
Request: To install a wall sign.
Required Applications:

Variance	To increase the maximum allowed height of a wall sign from 28 feet to 64 feet.
Variance	To increase the maximum allowed sign area of an individual sign from 120 square feet to 133 square feet.

SITE DATA

Existing Zoning	B4S-1 Downtown Service District DP Downtown Parking Overlay District
Lot Area	6,515 square feet
Ward(s)	3
Neighborhood(s)	Downtown Minneapolis Neighborhood Association
Designated Future Land Use	Mixed Use
Land Use Features	Commercial Corridor (1 st Avenue North) Growth Center (Downtown)
Small Area Plan(s)	North Loop Small Area Plan (2010) Downtown East/North Loop Neighborhood Master Plan (2003) Please note that neither of these plans have guidelines specific to on-premise signage.

Date Application Deemed Complete	May 7, 2015	Date Extension Letter Sent	Not applicable
End of 60-Day Decision Period	July 6, 2015	End of 120-Day Decision Period	Not applicable

BACKGROUND

SITE DESCRIPTION AND PRESENT USE. The building was originally constructed as a warehouse in 1907. It is currently used as a multiple-family dwelling. The site is located in the Warehouse Historic District and is a contributing structure.

SURROUNDING PROPERTIES AND NEIGHBORHOOD. There is a mix of uses in the immediate area. Access to I-94 and I-394 is located to the southwest of the subject property. Some of the surrounding properties are also located in the [Warehouse Historic District](#).

PROJECT DESCRIPTION. The building at the property of 200 3rd Street North is proposed to be rehabilitated. As part of the project, the building will be renamed to Lee Lofts. New signage is proposed as part of the project. The new signs, including a 133 square foot wall sign, would be located on the 2nd Avenue North façade. The maximum allowed area per individual sign is 120 square feet in the B4S district. The top of the sign would be located 64 feet above the adjacent grade. The maximum allowed sign height is 28 feet. Variances are required to increase the maximum sign area and height requirements. The sign proposal would comply with all other applicable zoning code requirements.

RELATED APPROVALS. The proposed signs have been approved by the Heritage Preservation Commission.

Planning Case #	Application	Description	Action
BZH-28573	Certificate of appropriateness	Rehabilitate the building and new signs	Approved at the 3/24/15 meeting of the HPC

PUBLIC COMMENTS. As of writing this report, no correspondence from the neighborhood group has been received. Any correspondence received prior to the public meeting will be forwarded on to the Board of Adjustment for consideration.

ANALYSIS

VARIANCE

The Department of Community Planning and Economic Development has analyzed the application for 1) a variance to increase the maximum allowed height of a wall sign from 28 feet to 64 feet and 2) a variance to increase the maximum allowed sign area of an individual sign from 120 square feet to 133 square feet 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.*

Both variances: Practical difficulties exist in complying with the ordinance due to circumstances unique to the property. The building is a contributing property in a historic district. The sign zoning ordinances do not allow exceptions for historic properties. If the variance is not granted, the sign would not be allowed to be located higher than the second floor windows. As seen in the attached historic photos, signage that exceeded the height and size limitations of the current ordinance was located on the building during the period of significance. The proposed sign would be placed on the wall where signage was historically located. It is also sized to be compatible with the historic

signage. The Heritage Preservation Commission has found the sign to be compatible with the historic district.

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.*

Both variances: Regulations governing on-premise signs are 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 B4S Downtown Service District is established to provide an environment that promotes the development of mixed-use neighborhoods in a higher density, transit- and pedestrian-oriented, urban environment with a wide range of retail and office activities and high density residential uses and hotels. The B4S District also allows supportive goods and services not allowed in the B4 District. The proposed sign would provide the primary identification for the building. The only other sign proposed is a small projecting sign near the main entrance. Up to 250 square feet of sign area is allowed on the 2nd Avenue North building façade. The total proposed sign area is 138 square feet. Neither sign would be illuminated. The larger sign is designed to appear like the historic signs in the same location on the building. The Heritage Preservation Commission has found the signs to be compatible with the historic district. The request is reasonable and in keeping with the spirit and intent of the ordinance and comprehensive plan.

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.*

Both variances: Granting the variances would not negatively alter the character of the area and would not be detrimental to the health, safety, or welfare of the general public or of those utilizing the property or nearby properties. There is a mix of uses in the immediate area, most of which are located in the historic district. The sign is designed to appear like the historic signs in the same location on the building. The proposed signs will comply with all other applicable requirements.

Additional Standards for Sign Adjustments

In addition, the Planning Commission shall consider, but not be limited to, the following factors when considering an adjustment to the number, type, height, area, or location of allowed signs on property located in an OR2 or OR3 District or a commercial, downtown, or industrial district:

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.*

Both variances: The B4S Downtown Service District is established to provide an environment that promotes the development of mixed-use neighborhoods in a higher density, transit- and pedestrian-oriented, urban environment with a wide range of retail and office activities and high density residential uses and hotels. The B4S District also allows supportive goods and services not allowed in the B4 District. The proposed sign would provide the primary identification for the building. The only other sign proposed is a small projecting sign near the main entrance. Up to 250 square feet of sign area is allowed on the 2nd Avenue North building façade. The total proposed sign area is 138 square feet. Neither sign would be illuminated. The larger sign is designed to appear like the historic signs in the same location on the building. The Heritage Preservation Commission has found the signs to be compatible with the historic district. The sign proposal would also be consistent with the purpose of the B4S district and not lead to sign clutter.

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.*

Both variances: The sign will relate in size, shape, material, color, illumination and character of the historic building and the use. It will be nonilluminated, made of aluminum, and is designed to appear like the historic signs in the same location on the building. The primary exterior material of the 5-story building is brick.

RECOMMENDATIONS

The Department of Community Planning and Economic Development recommends that the Zoning Board of Adjustment adopt staff findings for the application(s) by DeMars Signs, Inc., on behalf of Advance Realty, Inc., for the property located at 300 2nd Street North:

A. Variance to increase the maximum allowed sign area on a primary building wall.

Recommended motion: **Approve** the variance to increase the maximum allowed height of a wall sign from 28 feet to 64 feet, subject to the following condition:

1. Approval of the sign permit by the Department of Community Planning and Economic Development.

B. Variance to increase the maximum allowed sign area of an individual sign.

Recommended motion: **Approve** the variance to increase the maximum allowed sign area of an individual sign from 120 square feet to 133 square feet, subject to the following condition:

1. Approval of the sign permit by the Department of Community Planning and Economic Development.

ATTACHMENTS

1. Written description and findings submitted by applicant
2. Zoning map
3. Site plan
4. Sign plans
5. Renderings
6. Photos

April 10th 2015

To the City of Minneapolis
Community Planning and Economic Development
Development Service Division

DeMars Sign is applying for a sign variance for Harmony Lofts building

200 third Street North / 280 Second Ave North

We are going to put up a wall sign that is 24'6" tall x 5'5" non lit

The proposed is 133 sq ft

The allowable is 120 sq ft

The height is 64 ft.

The allowable is 28 ft.

Size allocation is 133 + 5 projecting = 138 sq ft

Allowable 250 sq ft

The sign will be made out of aluminum and fasten to the wall with lag bolts.

The Lee Loft letters will be 1/4" thick aluminum stud mount letters fastened to the aluminum panel.

The sign will look like the the Factory sign that was on the wall from the past.

May 8th 2015

The need for the proposed exterior signage is two fold:

- 1) The large vertical sign at the corner of 3rd St. N. and 2nd Ave. N. restores a section of historic signage dating to the Lee Denim Factory era (circa. 1920s to 1960s) and earlier. It will be a wall-mounted metal sign (at mortar joints, not into brick) instead of paint which allows it to be removed (reversed) with minimal impact to the historic building envelope at a future date if needed.
- 2) The small projecting sign located on 2nd Ave. N. provides way finding to the current primary entrance as does the awning over the 2nd Ave. N. entrance. The projecting sign is designed to work with an existing pulley to better integrate with the historic building fabric. It's height is set by the raised first floor elevation and historic pulley location.

Harmony Lofts

3

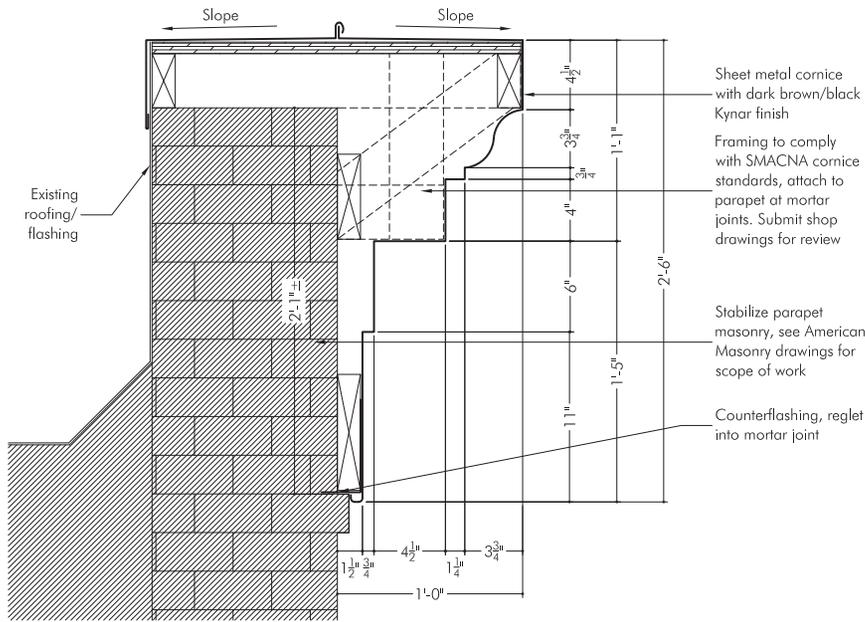
NAME OF APPLICANT

WARD



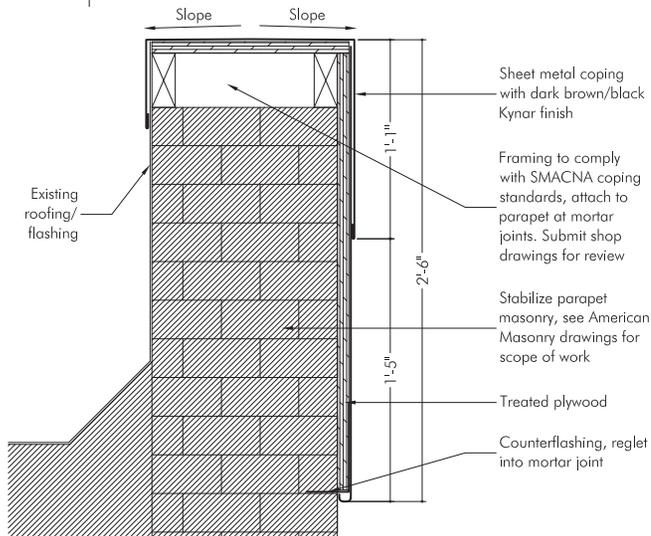
PROPERTY ADDRESS
200 3rd St N

FILE NUMBER
BZZ-7116



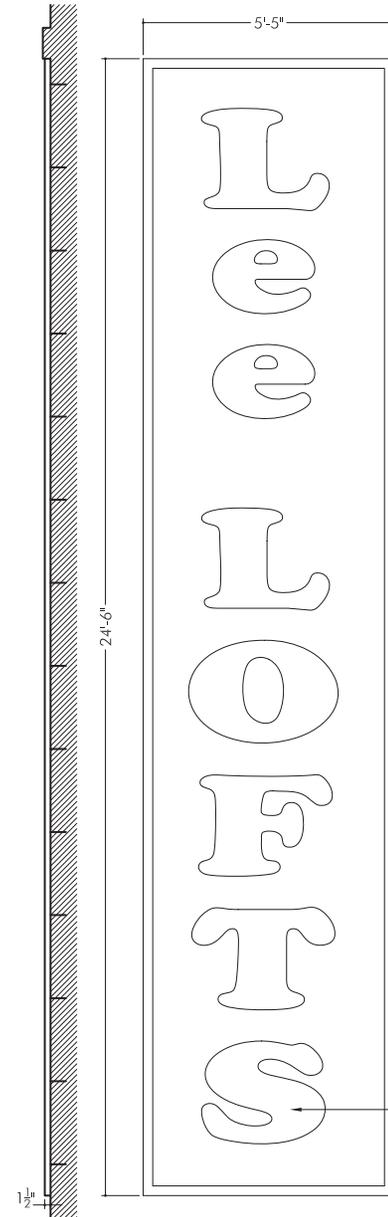
1 Metal Cornice Detail

A501 | 1-1/2"=1'-0"



2 Metal Coping Detail

A501 | 1-1/2"=1'-0"

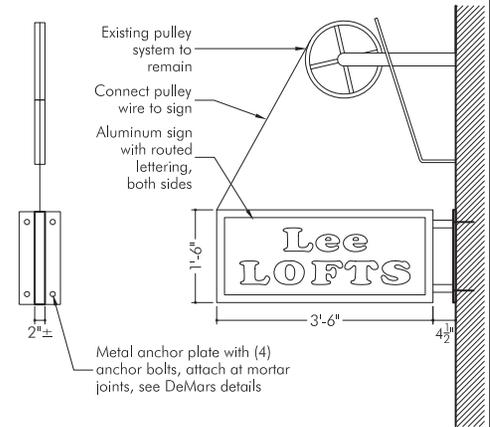


3 Vertical Wall Sign Section and Elevation Details

A501 | 3/8"=1'-0"

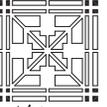
GENERAL SIGN NOTES:

1. All signage to have an enameled black background with white lettering and border.
2. Both signs are unlit.
3. See DeMars drawings for additional information.



4 Projecting Wall Sign Section and Elevation Details

A501 | 1/2"=1'-0"

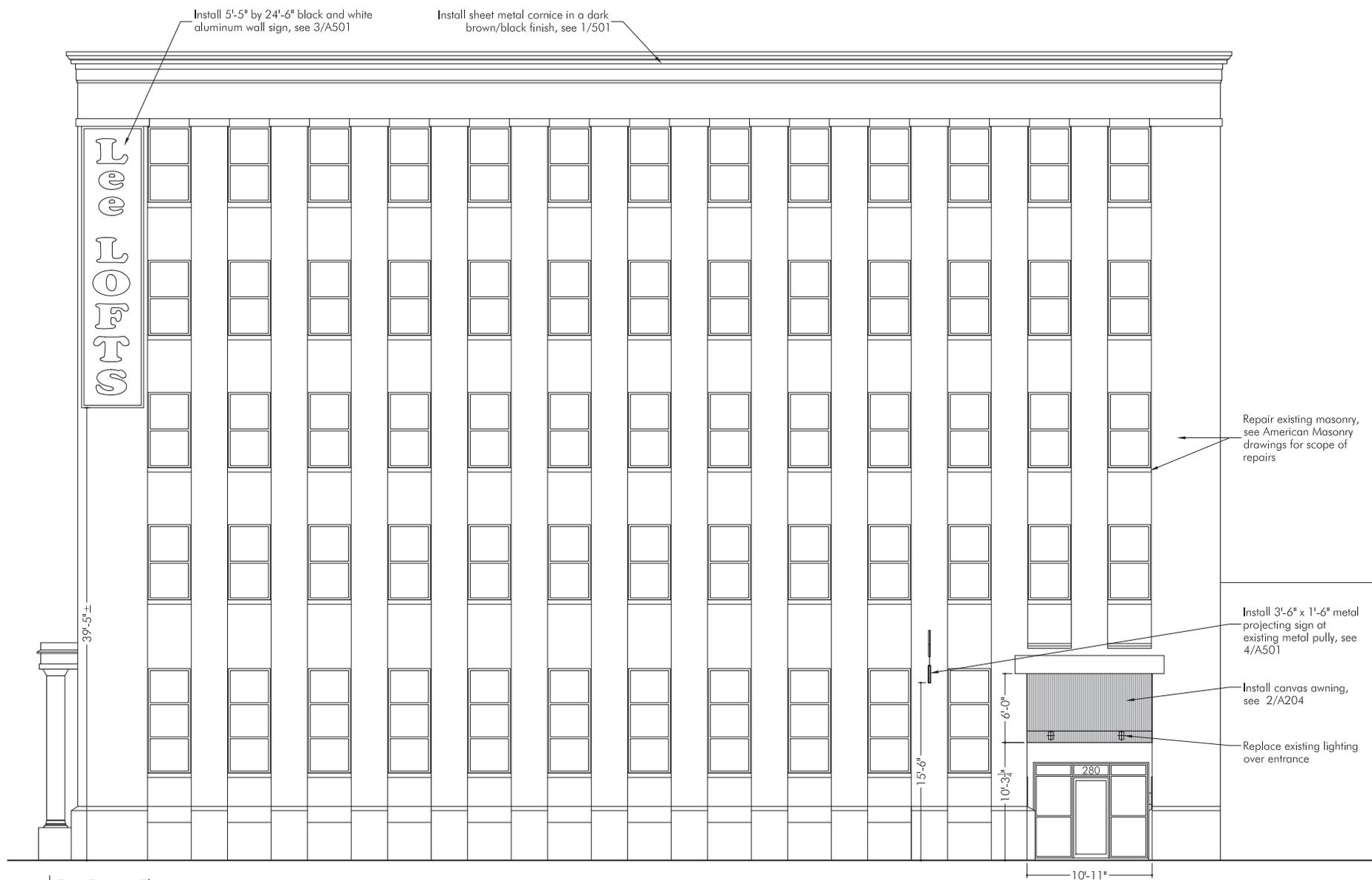


MACDONALD & MACK
ARCHITECTS
PROFESSIONAL REGISTERED ARCHITECTS
1000 W. WASHINGTON STREET, 7TH FLOOR, MINNEAPOLIS, MN 55401
PH: 612.344.8500 FAX: 612.344.8501 WWW.MACDONALD.COM

Exterior Modifications and Signage
200 Third Street North/280 Second Avenue North, Minneapolis, MN
HPC Certificate of Appropriateness Application
DRAWN: RJK/AM DATE: 2015.02.17 REVISION:

Details

A501



1 | East Exterior Elevation

 A201 | 1/8"=1'-0"



LOFTS

1 East Exterior Elevation

A205 1/8"=1'-0"

MACDONALD & MACK
ARCHITECTS
410 SOUTH MARSH STREET, S.T. 2, MINNEAPOLIS, MN 55402
612.341.1911 www.macdonaldmack.com

Harmony Lofts
Exterior Modifications and Signage
200 Third Street North, Minneapolis, MN
DRAWN: RJK/AM DATE: 2015.02.09 REVISION:

East
Exterior
Elevation

A205



View of south and east elevations from intersection of 3rd Street N. and 2nd Avenue N.



Wanam Company, Minneapolis Warehouse Historic District
Hennepin County, MN
18219-5

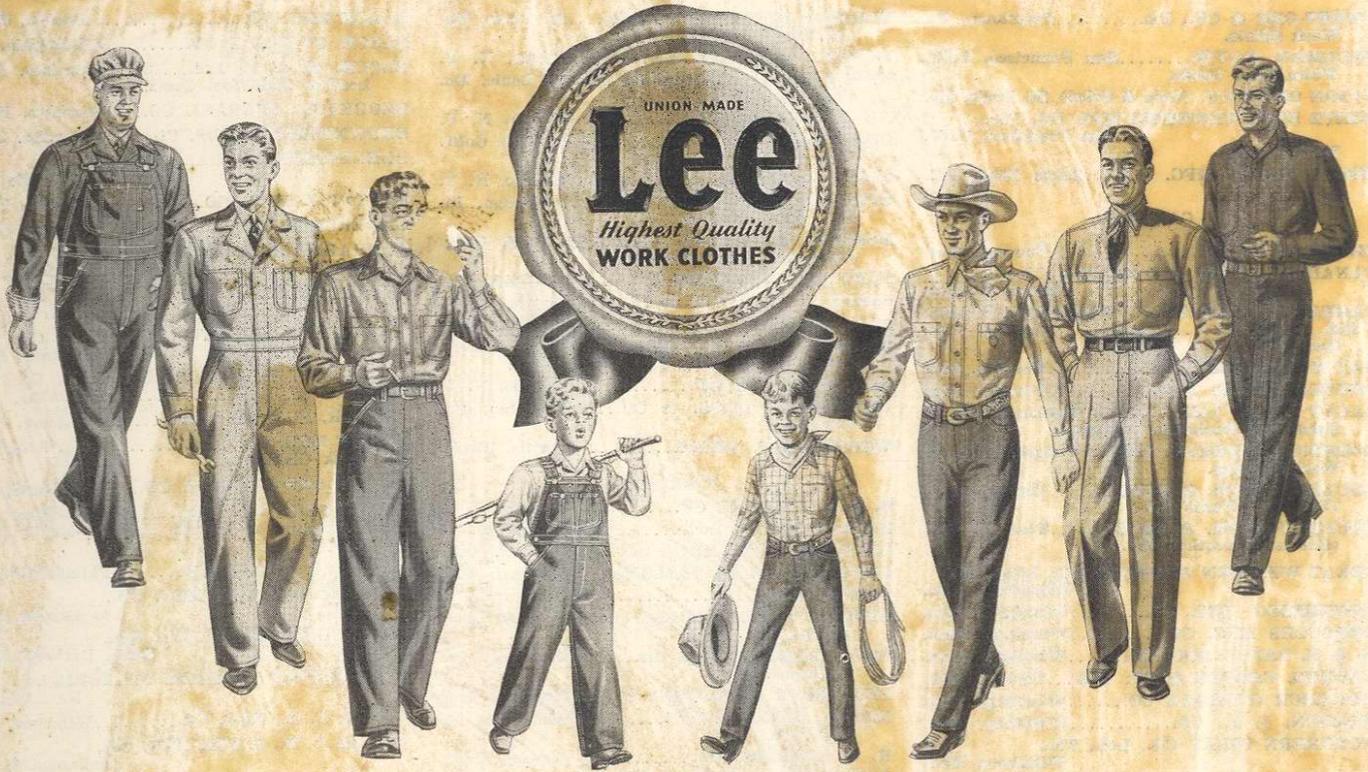
NO 133



W. S. NORTH COMPANY

TIBBS FACTORY

W. S. NORTH COMPANY



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See The Fine Union Record Of This Largest User Of UGWA Labels

1. Lee has been unionized continuously for 30 years.
2. Lee asked to be unionized.
3. Lee was FIRST in this industry to voluntarily adopt a 40-hour work week.
4. Nation-wide distribution of Lee UNION-MADE garments through over 10,000 retail stores coast-to-coast.
5. Last but not least!—Lee makes the Highest Quality, Biggest Value, Largest Selling Line of Union-Made Work Clothes in America!

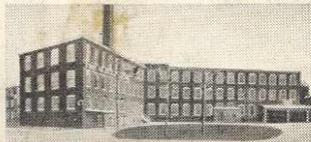
UNION-MADE
Lee



KANSAS CITY, MO.



MINNEAPOLIS, MINN.



SOUTH BEND, IND.



SAN FRANCISCO, CALIF.



SALINA, KANS.



TRENTON, N. J.

THE H. D. LEE COMPANY