Minneapolis
City of Lakes

CPED STAFF REPORT

Prepared for the Heritage Preservation Commission
HPC Agenda Item #2
February 16, 2016
BZH-28970

HERITAGE PRESERVATION APPLICATION SUMMARY

Property Location:	800 North 1st Street
Project Name:	Star Tribune sign replacement
Prepared By:	Mei-Ling Smith, City Planner, (612) 673-5342
Applicant:	Kevin Desmond, Star Tribune Media Co.
Project Contact:	Carol Lansing, Faegre Baker Daniels LLP
Ward:	3, adjacent to Ward 5
Neighborhood:	North Loop Neighborhood Association, adjacent to Northside Residents Redevelopment Council
Request:	To install an internally illuminated wall sign approximately 408 square feet in size in the St. Anthony Falls Historic District.

Required Applications:

Certificate of Appropriateness	To install an internally illuminated wall sign in the St. Anthony Falls Historic District that does not meet the wall sign guidelines in the *Design Guidelines for On-Premise Signs and Awnings.*

HISTORIC PROPERTY INFORMATION

Current Name	Star Tribune printing plant
Historic Name	n/a
Historic Address	Unknown
Original Construction Date	1987
Original Architect	n/a
Original Builder	n/a
Original Engineer	n/a
Historic Use	n/a
Current Use	Printing plant and offices
Proposed Use	Printing plant and offices

Date Application Deemed Complete	January 5, 2016	**Date Extension Letter Sent**	Not applicable
End of 60-Day Decision Period	March 5, 2016	**End of 120-Day Decision Period**	Not applicable

CLASSIFICATION

Local Historic District	St. Anthony Falls Historic District
Period of Significance	1848-1941
Criteria of Significance	Architecture and social significance
Date of Local Designation	1971
Date of National Register Listing	1971
Applicable Design Guidelines	*St. Anthony Falls Historic District Design Guidelines* *The Secretary of the Interior's Standards for Treatment of Historic Properties*

SUMMARY

BACKGROUND. The property at 800 North 1st Street is a non-contributing structure in the St. Anthony Falls Historic District. It is located approximately 340 feet to the west of the Mississippi River, near the intersection of Plymouth Avenue North and North 2nd Street. The property is approximately 16 acres (699,745 square feet) in size, and the existing two-story/54-foot-tall building has a footprint of approximately 290,000 square feet and a gross floor area of 397,000 square feet. The existing structure was constructed in 1987 to house the printing plant for the Star Tribune Media Company, and it is still used for this purpose. The primary entrance to the building faces 8th Avenue North, while the truck parking and loading area is between the building and Plymouth Avenue North.

The property has split zoning, with two primary zoning classifications: I1 Light Industrial District and R6 Multiple Family District. In addition, the property is located within five overlay districts: IL Industrial Living Overlay District, DH Downtown Height Overlay District, DP Downtown Parking Overlay District, MR Mississippi River Critical Area Overlay District, and SH Shoreland Overlay District.

APPLICANT'S PROPOSAL. The applicant is proposing to install a new, illuminated sign on the elevation facing the on-site parking area and Plymouth Avenue North. It would also be visible from North 2nd Street. The proposed sign would replace an existing painted (non-illuminated) wall sign in the same location, which reads "StarTribune / Newspaper of the Twin Cities" in white lettering. The proposed sign would read "StarTribune" and would contain the company's current green logo. The portion of the building elevation that would contain the proposed sign is approximately 161 feet in length and is covered with brown painted metal, while the rest of the building is primarily brick. The applicant has indicated that it is not possible to remove the existing painted wall sign. They have explored painting over the portion of the wall that contains the painted sign, but have stated that it is not practical to do so without priming and repainting the entire textured metal panel wall. Therefore, the applicant is proposing that the new lettering and logo would be attached to an aluminum backer pan to cover up the existing sign.

The proposed sign would match the height (41 feet) and area (10 feet, 3 inches by 40 feet, or 408 square feet) of the existing sign. The backer pan would project four inches from the building wall, and the individual letters would project five inches from the backer pan, for a total of nine inches. While the individual letter faces would appear black during the day, as they are white translucent acrylic with applied black perforated vinyl, the sign would be internally lit with white, low voltage LED so that the letters would illuminate white at night.

The applicant originally proposed a larger and taller sign, as referenced in the applicant's materials. The backer pan would have been 12 feet, 3 inches tall and 40 feet wide, for a total of 488 square feet. In working with staff, the applicant revised their proposal to decrease the backer pan height from 12 feet, 3 inches to 10 feet, 3 inches, resulting in a reduction in sign area of 80 feet. The revised proposal also shows that the overall sign height would be reduced from 42 feet to 41 feet.

The *Design Guidelines for On-Premise Signs and Awnings*, adopted in 2003, require that sign or awning proposals that do not conform to the design guidelines obtain Certificate of Appropriateness approval from the Heritage Preservation Commission. The maximum height for a wall sign within a historic district is 14 feet, the maximum size is 32 square feet in area, the maximum height of the sign itself is two feet, and the maximum projection is eight inches. The proposed sign exceeds the maximum dimensions in the guidelines for height, area, sign height, and projection. The green logo is considered DayGlo Fluorescent and is also not allowed per the adopted design guidelines for signs in historic districts.

Should the HPC approve the Certificate of Appropriateness, the proposed sign would also require an expansion of a nonconforming use to allow an illuminated wall sign exceeding 16 square feet in area and 14 feet in height in the R6 district, per section 543.250 of the zoning code.

PUBLIC COMMENTS. As of the printing of this report, staff has not received any comments regarding this project. Any correspondence received prior to the public meeting will be forwarded on to the Heritage Preservation Commission for consideration.

ANALYSIS

CERTIFICATE OF APPROPRIATENESS

The Department of Community Planning and Economic Development has analyzed the application to allow a 488 square foot internally illuminated wall sign based on the following findings:

1. *The alteration is compatible with and continues to support the criteria of significance and period of significance for which the landmark or historic district was designated.*

   The St. Anthony Falls Historic District is significant for the falls and the water body that were central to the birth and development of Minneapolis in the 19th century. The period of significance for this district – 1848-1941 – reflects the era during which the lumber and flour milling industries grew to be among the largest in the nation, powered by the St. Anthony falls.

   The subject property is a non-contributing structure in the district, as the building was constructed after the period of significance. Therefore, staff's analysis focuses on the potential impacts of the proposed work on the adjacent buildings and the district as a whole rather than the impacts on the site, itself.

   The proposed sign is compatible with the criteria of significance and period of significance for which the St. Anthony Falls Historic District was designated, as this property and many of the buildings surrounding it were built after the period of significance and do not directly impact the significance of this historic district. In addition, the subject site is on the western edge of the St. Anthony Falls Historic District and the proposed sign would not face any properties in the historic district.

2. *The alteration is compatible with and supports the interior and/or exterior designation in which the property was designated.*

The proposed sign would generally be compatible with the neighboring properties in the district. The subject site is located on the western border of the St. Anthony Falls Historic District, and the proposed sign would not face any properties within the district. The applicant is proposing to replace a painted wall sign with an illuminated wall sign of the same proportion, height and location on an industrial building. As conditioned, the proposed sign is compatible with both the principal structure as well as with other buildings in the vicinity.

3. *The alteration is compatible with and will ensure continued integrity of the landmark or historic district for which the district was designated.*

   Both the City of Minneapolis Heritage Preservation Regulations and the National Register of Historic Places identify integrity as the authenticity of historic properties and recognize seven aspects that define a property's integrity: location, design, setting, materials, workmanship, feeling, and association. As conditioned, the proposed project is compatible with and will ensure continued integrity of the historic district for which the district was designated.

4. *The alteration will not materially impair the significance and integrity of the landmark, historic district or nominated property under interim protection as evidenced by the consistency of alterations with the applicable design guidelines adopted by the commission.*

   The Heritage Preservation Commission adopted the *St. Anthony Falls Historic District Design Guidelines* in October of 2012. The proposed project will not materially impair the significance and integrity of the historic district as evidenced by the consistency of alterations with the applicable design guidelines adopted by the Commission:

   7.15 Historic signs should be maintained and preserved.

   7.16 Fake historic signs are not appropriate.

   7.18 Identification, interpretive and wayfinding signage are encouraged.

   7.19 Contemporary designs that do not create a false sense of history are appropriate.

   The proposed sign has a contemporary design and would replace a non-historic sign on a non-contributing building. In addition, the illuminated sign would enhance building identification and wayfinding, as it would be located on a primary building wall facing an on-site parking area and Plymouth Avenue North, which is approximately 600 feet away from the sign location.

   The Minneapolis Heritage Preservation Commission's *Design Guidelines for On-Premise Signs and Awnings* note that a Certificate of Appropriateness is only required for sign or awning proposals that do not conform to the design guidelines. In determining whether to approve a Certificate of Appropriateness for a sign or awning proposal, the Guidelines permit the Commission to consider special situations, including building condition, building orientation, historic precedence and exceptional design proposals. The following guidelines are applicable to this proposal:

   1. In General

   c. Number of signs: Each principal building entrance that faces a public street, or each ground floor principal use, whichever is less, is allowed two signs. A corner lot with a principal entrance on each street is allowed two signs per street frontage. The two signs may be a combination of one wall sign, one projecting sign, one ground sign, one banner, and awning signage. However, a property may not have both a projecting sign and a ground sign. Only one of the signs should be illuminated, except that banners and awning signs should never be illuminated. Awning signs are limited to ground floor awnings and are subject to the specific guidelines for awnings and awning signs. Parking lot signs are subject to the specific guidelines for signs accessory to parking lots.

d. Location of building signs: Wherever possible, signs should be placed in traditional sign locations including the storefront sign band area. Signs should not obscure or damage architectural features including windows, doors, pilasters, columns and historic signs. Building signs should be located only on the primary façade of the building adjacent to the street and should be no higher than fourteen (14) feet, except as otherwise provided in the specific guidelines for wall signs.

e. Color: Sign colors and materials should be compatible with the colors of the building and its surroundings. Day-glo, light reflecting or fluorescent colors or materials are not allowed.

g. Illumination: Signs may be illuminated externally, internally, or by neon. Plastic face covers should not be placed on illuminated signs. All illuminated building signs should connect to a permanent mounting plate located near the entrance. Electrical conduit should be installed through the permanent mounting plate. Not more than one brick should be damaged by the installation of the permanent mounting plate. Electrical conduit and any lighting fixture should be attached to the sign and not the building wall.

4. Guidelines for Specific Types of Signs:

a. Wall Signs:

i. *Location.* Wall signs should be located between the first and second floor and should not be higher than fourteen (14) feet, except where the historic sign band is higher. Wall signs should not conceal architectural features or obstruct openings.

ii. *Size.* Wall signs should be no more than two (2) feet high and thirty-two (32) square feet in area and should not extend outward from the building more than eight (8) inches.

iii. *Materials.* Wall signs may be constructed of wood, metal, painted fiberglass or painted plastic. iv. Installation. Wall signs should be attached to the building through the mortar joints. If illuminated, a wall sign should be placed adjacent to or over a permanent mounting plate for electrification. Electrical conduit and lighting fixtures should be attached to the top of the wall sign, and should not be attached to the building. Wall signs should not be painted directly on the surface of the building, except as part of the maintenance or restoration of an existing historic sign.

Staff Comment:

Number of Signs: The proposed sign would be the only one on the northwest elevation, which faces the public street (Plymouth Avenue North), where up to two would be allowed.

Location of Building/Wall Signs: The sign would be located on a secondary façade of a noncontributing industrial building. While the guidelines state that the sign height should not exceed 14 feet, the proposed sign would be 41 feet in height. The request to exceed the maximum height is reasonable, given that the building is approximately 600 feet from the property line adjacent to Plymouth Avenue North. The guidelines also state that wall signs should be located between the first and second floor. The proposed sign would be located 12 feet below the roofline of the 54 foot tall building wall. This location is reasonable given that there is no differentiation between the ground floor and other floors on this elevation given the building's use as a printing plant. The wall sign would not conceal architectural features or obstruct openings.

Color: The proposed sign would include the StarTribune's green star logo, which is considered DayGlo or fluorescent, and is not allowed under the adopted design guidelines. However, the applicant's request to incorporate this color is reasonable given that it is part of the company's logo.

The applicant is proposing to paint the aluminum backer pan with a metallic gray color to increase the compatibility of the sign's design with the surrounding buildings in the historic district.

Illumination: The proposed sign would be internally illuminated and affixed to a permanent mounting plate. The wall to which it would be attached is metal, and no bricks would be affected by the mounting plate. The proposed sign would be within the design guidelines' standards for illumination.

Size: The proposed sign is 408 square feet in area and 10.2 feet in height, which exceeds the 32 square foot area maximum and two foot height maximum in the guidelines. In addition, the wall sign would extend nine inches from the building, which exceeds the guidelines' eight-inch maximum. The request to exceed the area, height, and projection is reasonable given that the northwest elevation is over 670 feet long and there are no other signs on this side of the building.

Materials: The proposed sign's backer pan, lettering, and logo would be made of fabricated aluminum, which complies with the guidelines for wall signs. The electrical conduits and fixtures would be attached to the backer pan and not the building.

Staff finds that the size, projection, and color of the proposed sign design warrants flexibility from the design guidelines, and is recommending conditions of approval related to the color and height of the backer pan.

5. *The alteration will not materially impair the significance and integrity of the landmark, historic district or nominated property under interim protection as evidenced by the consistency of alterations with the recommendations contained in The Secretary of the Interior's Standards for the Treatment of Historic Properties.*

The proposed project will be consistent with the applicable rehabilitation guidelines for *The Secretary of the Interior's Standards for the Treatment of Historic Properties*:

- The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
- New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.

The property is a non-contributing structure in the historic district, and the proposed sign will not have an impact on any historic materials or features. The applicant's proposal, as conditioned, will comply with the Secretary of the Interior's standards.

6. *The certificate of appropriateness conforms to all applicable regulations of this preservation ordinance and is consistent with the applicable policies of the comprehensive plan and applicable preservation policies in small area plans adopted by the city council.*

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

Heritage Preservation Policy 8.1: Preserve, maintain, and designate districts, landmarks, and historic resources which serve as reminders of the city's architecture, history, and culture.

8.1.2 Require new construction in historic districts to be compatible with the historic fabric.

Heritage Preservation Policy 8.8: Preserve neighborhood character by preserving the quality of the built environment.

8.8.1 Preserve and maintain the character and quality of residential neighborhoods with regulatory tools such as the zoning code and housing maintenance code.

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.

10.21.3 Encourage effective signage that is appropriate to the character of the city's historic districts and landmarks, and preserves the integrity of historic structures.

The proposed sign would be appropriate for the subject site, given the building's size, use, and distance from the public street. As conditioned, the sign would enhance wayfinding while maintaining the character of the historic district and surround area.

7. *Destruction of any property. Before approving a certificate of appropriateness that involves the destruction, in whole or in part, of any landmark, property in an historic district or nominated property under interim protection, the commission shall make findings that the destruction is necessary to correct an unsafe or dangerous condition on the property, or that there are no reasonable alternatives to the destruction. In determining whether reasonable alternatives exist, the commission shall consider, but not be limited to, the significance of the property, the integrity of the property and the economic value or usefulness of the existing structure, including its current use, costs of renovation and feasible alternative uses. The commission may delay a final decision for a reasonable period of time to allow parties interested in preserving the property a reasonable opportunity to act to protect it.*

   The project does not involve the destruction of the property.

Before approving a Certificate of Appropriateness, and based upon the evidence presented in each application submitted, the Commission shall make findings that alterations are proposed in a manner that demonstrates that the Applicant has made adequate consideration of the following documents and regulations:

8. *The description and statement of significance in the original nomination upon which designation of the landmark or historic district was based.*

   The project is sensitive to the description and statement of significance upon which the designation of the historic district was based. To maximize compatibility with the character of surrounding properties, the applicant is proposing to construct the sign out of fabricated aluminum. Staff is recommending a condition of approval that requires the sign to be painted metallic gray and no taller than 10 feet, 3 inches, as proposed by the applicant. As conditioned, the size of the sign would be compatible with the scale of nearby properties in the district.

9. *Where applicable, adequate consideration of Title 20 of the Minneapolis Code of Ordinances, Zoning Code, Chapter 530, Site Plan Review.*

   The project does not trigger Site Plan Review as required by Chapter 530 of the Zoning Code.

10. *The typology of treatments delineated in the Secretary of the Interior's Standards for the Treatment of Historic Properties and the associated guidelines for preserving, rehabilitating, reconstructing, and restoring historic buildings.*

    The project complies with the rehabilitation guidelines of *The Secretary of the Interior's Standards for the Treatment of Historic Properties*, as discussed in finding #5 above.

Before approving a Certificate of Appropriateness that involves alterations to a property within an historic district, the Commission shall make findings based upon, but not limited to, the following:

11. *The alteration is compatible with and will ensure continued significance and integrity of all contributing properties in the historic district based on the period of significance for which the district was designated.*

    The existing structure is not a contributing building to the historic district. The proposed sign is designed to be compatible with the existing building but would not significantly affect the integrity of properties that do contribute to the historical context of the district.

12. *Granting the certificate of appropriateness will be in keeping with the spirit and intent of the ordinance and will not negatively alter the essential character of the historic district.*

    To the extent practical, the proposed alterations would be in keeping with the intent of the ordinance and would have little effect on the character of the historic district.

13. *The certificate of appropriateness will not be injurious to the significance and integrity of other resources in the historic district and will not impede the normal and orderly preservation of surrounding resources as allowed by regulations in the preservation ordinance.*

    The certificate of appropriateness will not be injurious to the significance and integrity of other resources in the historic district, and will not impede the normal and orderly preservation of surrounding resources as allowed by regulations in the preservation ordinance.

RECOMMENDATIONS

The Department of Community Planning and Economic Development recommends that the Heritage Preservation Commission adopt staff findings for the application by Carol Lansing for the property located at 800 North 1st Street in the St. Anthony Falls Historic District:

A. Certificate of Appropriateness.

Recommended motion: **Approve** the certificate of appropriateness to allow a 408 square-foot internally illuminated wall sign, subject to the following conditions:

1. The backer pan shall be painted metallic gray or anodized aluminum.
2. The height of the backer pan shall not exceed 10 feet, 3 inches.
3. By ordinance, approvals are valid for a period of two years from the date of the decision unless required permits are obtained and the action approved is substantially begun and proceeds in a continuous basis toward completion. Upon written request and for good cause, the planning director may grant up to a one year extension if the request is made in writing no later than February 16, 2018.
4. By ordinance, all approvals granted in this certificate of appropriateness shall remain in effect as long as all of the conditions and guarantees of such approvals are observed. Failure to comply with such conditions and guarantees shall constitute a violation of this Certificate of Appropriateness and may result in termination of the approval.

ATTACHMENTS

1. BZH Map
2. Written description and findings submitted by applicant
3. Plans and rendering
4. Survey

5. Building elevations
6. Existing sign inventory
7. Photos

STAR TRIBUNE PRINTING PLANT
APPLICATION FOR A CERTIFICATE OF APPROPRIATENESS FOR A SIGN

REVISED DECEMBER 31, 2015

PROJECT DESCRIPTION

The Star Tribune Media Company is requesting a Certificate of Appropriateness ("CoA") to replace an existing painted sign on its printing plant building located at 800 1st Street North (the "Property") with an aluminum, internally-lit wall sign. The southeastern portion of the Property is located at the northwestern end of the portion of the St. Anthony Falls Historic District (the "District") that runs along the west bank of the Mississippi River. It is in the Warehouse District Character Area. The existing painted sign is located on the northwest facade of the building, oriented toward Plymouth Avenue. The proposed wall sign would be installed in the same location and is sized to cover the painted sign, which is faded and includes an outdated slogan. The sign will not be visible from other properties within the District.

The plant building was constructed in 1986. It is 2 stories and approximately 55 feet in height. The ground floor footprint is approximately 290,000 SF and the gross floor area is approximately 397,000 SF. The facade on which the proposed sign would be located is over 670 feet long. The proposed sign is 488 SF (12.2' x 40') and will be approximately 42 feet high. The height and size of the proposed sign is proportional to this very large building. The size is also appropriate because of the great setback of the building from Plymouth Avenue, the street at which the sign is directed. As noted, the height and size of the sign will serve to cover up the existing, painted sign. The building wall is brown-painted metal panel and painting over the white sign with brown paint would look like an area of painted over graffiti because new paint would not truly match the color of the old. Repainting the entire building wall is not feasible due to its size (nor is it needed).

The intent of the proposed sign is to update to the current Star Tribune brand design and install a more attractive sign with illumination for night viewing. The aluminum letters and logo will be mounted to a fabricated aluminum background. The letter faces will be white translucent acrylic with applied black perforated vinyl so that the letters appear black during the day and illuminate white at night. The star logo will be in the newspaper's green brand colors. The backer panel will be painted a metallic silver color. The sign will be internally lit with white, low voltage LED.

REQUIRED FINDINGS

(1) *The alteration is compatible with and continues to support the criteria of significance and period of significance for which the landmark or historic district was designated.*

A portion of the Property and the plant building are located in the St. Anthony Falls Historic District (the "District"), which was placed in the National Register of Historic Places ("NRHP") and locally designated in 1971. The NRHP nomination identifies the District's areas of significance as architecture, commerce, industry and transportation. The period of significance

for the District is 1858-1940. The District is large and comprises multiple character areas; the building is in the Warehouse District Character Area. The plant was built in 1986 in the former rail yard area and is not a contributing resource in the District. Although the plant building sits at the edge of the District (the parking lot is outside of the District), looking toward the Property from Plymouth Avenue conveys no sense of the historic district on the other side of this very large building. Because the District is not visible, views of the District will not be altered by the proposed sign. Nor will the proposed sign be visible from the District or in proximity to any historic structures. The significance of the District will not be affected or impaired by proposed sign.

(2) The alteration is compatible with and supports the interior and/or exterior designation in which the property was designated.

The plant is not a designated or contributing structure. The sign will not be visible from the District and will not impact views of the District. The proposed sign is compatible with the designation because it will have no effect on the District or the exterior characteristics for which it was designated.

(3) The alteration is compatible with and will ensure continued integrity of the landmark or historic district for which the district was designated.

The proposed sign will be compatible with and will not impair the integrity of the District. It will not affect the location, design, setting, materials, workmanship, feeling or association of other property in the District. Although the sign does not comply with all of the general design guidelines for signs in historic districts, it will not impair the design integrity or feeling of the District because it will not be visible in context with other buildings or features of the District.

(4) The alteration will not materially impair the significance and integrity of the landmark, historic district or nominated property under interim protection as evidenced by the consistency of alterations with the applicable design guidelines adopted by the commission.

A Certificate of Appropriateness may be approved for signs that do not conform to the *Design Guidelines for On-Premise Signs and Awnings* (the "Guidelines"). In determining whether to approve a CoA for a sign proposal, the "HPC will consider special situations including building condition, building orientation, historic precedence and exceptional design proposals." Special situations support approval of the proposed sign, notwithstanding that it does not comply with the following general standards of the Guidelines.

Sign message: With certain exceptions that do not apply here, the Guidelines limit the sign message to the name and address of the establishment. The proposed sign includes the Star Tribune green, star logo. The logo is an important aspect of the Star Tribune's brand identity. The purpose of the message restriction is to avoid clutter and signs that distract or detract from the architectural character of historic buildings and areas. In this case, the logo will add visual interest and relief to the expansive and un-decorative building facade.

Location and size: The Guidelines limit the height of wall signs to 14 feet and the area. Wall signs should be no more than 2 feet high and 32 SF in area and should not extend outward from the building more than 8 inches. The proposed sign height is 42 feet and sign area is 488 SF (12.2' x 40'). It will project 9 inches from the wall. The height and size of the sign will essentially match the existing sign. The height and size of the sign are proportional to the size of the building and its distance from the public street. The precedence of the existing sign, the size and non-historic character of the building, and the orientation of the sign facing away from the District are special situations that support the proposed height and size.

The proposed sign complies with guidelines for color, materials, illumination and installation.

(5) The alteration will not materially impair the significance and integrity of the landmark, historic district or nominated property under interim protection as evidenced by the consistency of alterations with the recommendations contained in The Secretary of the Interior's Standards for the Treatment of Historic Properties.

The Secretary of the Interior's Standards were drafted for the purpose of evaluating alterations to individual historic properties rather than historic districts. Nevertheless, the project complies with the standards related to new construction. The proposed sign will not destroy historic materials, will be compatible with the massing, size, scale, and architectural features of the building, and will not impair the integrity of the historic environment.

(6) The certificate of appropriateness conforms to all applicable regulations of this preservation ordinance and is consistent with the applicable policies of the comprehensive plan and applicable preservation policies in small area plans adopted by the city council.

As discussed in prior proposed findings related to compatibility with the significance, designation and integrity of the District, the proposed new sign is consistent with the following preservation policies of the comprehensive plan:

> **Heritage Preservation Policy 8.1:** Preserve, maintain, and designate districts, landmarks, and historic resources which serve as reminders of the city's architecture, history, and culture.
>
> 8.1.1 Protect historic resources from modifications that are not sensitive to their historic significance.
>
> 8.1.2 Require new construction in historic districts to be compatible with the historic fabric.

(7) The destruction is necessary to correct an unsafe or dangerous condition on the property, or that there are no reasonable alternatives to the destruction. In determining whether reasonable alternatives exist, the commission shall consider, but not be limited to, the significance of the property, the integrity of the property and the economic value or usefulness of the existing structure, including its current use, costs of renovation and feasible alternative uses. The commission may delay a final decision for a reasonable

period of time to allow parties interested in preserving the property a reasonable opportunity to act to protect it.

The sign proposal does not involve destruction of the property.

(8) The description and statement of significance in the original nomination upon which designation of the landmark or historic district was based.

The applicant has reviewed and considered the significance of the District as described in the NRHP nomination, 1991 supplement to the nomination, and the District Guidelines.

(9) Where applicable, Title 20 of the Minneapolis Code of Ordinances, Zoning Code, Chapter 530, Site Plan Review.

The proposed sign will require approval of an alteration of a non-conforming use application. That application will be submitted following the HPC review.

(10) The typology of treatments delineated in the Secretary of the Interior's Standards for the Treatment of Historic Properties and the associated guidelines for preserving, rehabilitating, reconstructing, and restoring historic buildings.

The Secretary's typology of treatments for preserving, rehabilitating, reconstructing and restoring historic buildings is not applicable to an application for a new sign on a non-contributing building.

(11) The alteration is compatible with and will ensure continued significance and integrity of all contributing properties in the historic district based on the period of significance for which the district was designated.

The proposed sign is compatible with and ensures the continued significance and integrity of contributing properties in the District. The sign will be located on a non-contributing building at the boundary of and facing away from the District. It will not be visible from other properties in the District or visible in context with other properties in the District. Therefore, the sign will have no impact on the significance or integrity of individual contributing properties or of the District as a whole.

(12) Granting the certificate of appropriateness will be in keeping with the spirit and intent of the ordinance and will not negatively alter the essential character of the historic district.

The proposed new sign will be in keeping with the spirit and intent of the City's historic preservation ordinances, which are intended to preserve the significance and character of the historic district. Although a portion of the Star Tribune property is within the District, this property at the edge of the District has no historic character to preserve. As described above, the sign will be screened from the rest of the District by the non-contributing plant building.

ALTA/ ACSM LAND TITLE SURVEY FOR STAR TRIBUNE COMPANY

A SURVEY OF LANDS IN SECTIONS 15 & 22, TOWNSHIP 29, RANGE 24, CITY OF MINNEAPOLIS HENNEPIN COUNTY, MINNESOTA

PARTIAL LAND DESCRIPTION
OF
HERITAGE CENTER FACILITY
(portion purchased from Heritage Center Park Company)

A tract of land comprising Block 4, a part of Block 3, a part of Block 38 and a part of Lots 5, 6 and 7, Block 10, Bassett, Moore and Case's Addition to Minneapolis, a part of Government Lot 8 in Section 15, and a part of Government Lot 3 in Section 22, all in Township 29, Range 24, Hennepin County, Minnesota, a part of First Street North, a part of vacated First Street North, and a part of vacated Eighth, Ninth and Tenth Avenue North, all described as follows:

Commencing at the most southerly corner of Block 27, Town of Minneapolis; thence North 45 degrees 43 minutes 10 seconds West (the basis for bearings used herein is the Minnesota State Plane Coordinate System, South Zone) 1424.80 feet along the Southwesterly line of Block 27, 28, and 29, Town of Minneapolis, and Block 30, Bradford and Lewis's Addition to Minneapolis, and their extensions, to the Southwesterly extension of the Southeasterly line of Block 3, Bassett, Moore and Case's Addition to the Town of Minneapolis; thence North 44 degrees 57 minutes 46 seconds East 5.76 feet along said extension to the most Southerly corner of said Block 3; thence North 45 degrees 28 minutes 57 seconds West 227.03 feet along the Southwesterly line of Blocks 3, 4, and 8, Bassett, Moore and Case's Addition, and their extensions, to the point of beginning; thence continuing North 45 degrees 28 minutes 57 seconds West 705.94 feet along said Southwesterly line, and that extension, to a point on the Southwesterly line of said Block 8 distant 130 feet Southeasterly from the most westerly corner of said Block 8; thence Northwest 194.49 feet on a non-tangential curve concave to the East, having a radius of 168.00 feet, a central angle of 66 degrees 36 minutes 27 seconds and a chord which bears North 00 degrees 27 minutes 38 seconds West to a point on the Northwesterly line of said Block 8 distant 130 feet Northeasterly from the most westerly corner of said Block 8; thence North 12 degrees 07 minutes 38 seconds East 41.60 feet to a point on the centerline of vacated 10th Avenue North distant 162 feet Northeasterly from the point of intersection of said centerline with Northwesterly extension of the Southwesterly line of said Block 8; thence North 44 degrees 31 minutes 00 seconds East 20.58 feet along the centerline of vacated 10th Avenue North; thence North 11 degrees 46 minutes 32 seconds East 125.53 feet to the south right of way line of Plymouth Avenue North; thence North 88 degrees 36 minutes 00 seconds East 140.88 feet along said south right of way to the most easterly corner of said Block 20; thence North 55 degrees 32 minutes 00 seconds East 235.14 feet along the North line of said Block 20; thence South 1 degree 28 minutes 00 seconds East, 6.00 feet; thence South 60 degrees 27 minutes 42 seconds East, 66.43 feet; thence South 30 degrees 42 minutes 47 seconds East, 65.24 feet; thence North 60 degrees 00 minutes 28 seconds East, 122.37 feet; thence North 73 degrees 27 minutes 58 seconds East, 213.88 feet; thence North 68 degrees 07 minutes 24 seconds East, 18.69 feet; thence South 45 degrees 30 minutes 00 seconds East 202.75 feet; thence southeasterly 236.89 feet along a tangential curve concave to the southwest having a radius of 290.87 feet and a central angle of 47 degrees 32 minutes 05 seconds; thence South 44 degrees 33 minutes 03 seconds West, 846.00 feet to the point of beginning.

The registered portion of which being described as follows:

That part of Government Lot 3, Section 22, Township 29, Range 24, Hennepin County, Minnesota and that part of Block 38 of Bassett, Moore, and Case's Addition to Minneapolis described as follows:

Beginning at a point on the Northeasterly line of First Street North distant 288.65 feet Northwesterly from the most westerly corner of Block 6, Town of Minneapolis thence on an assumed bearing of North 45 degrees 21 minutes 52 seconds West, along said Northeasterly line of First Street, 401.30 feet; thence North 44 degrees 38 minutes 08 seconds East 90.24 feet; thence South 48 degrees 16 minutes 52 seconds East 172.00 feet; thence South 48 degrees 54 minutes 32 seconds East 60.00 feet; thence South 33 degrees 03 minutes 02 seconds East 150.00 feet; thence South 60 degrees 57 minutes 52 seconds East 88.00 feet; thence South 05 degrees 34 minutes 22 seconds East 55.04 feet; thence South 44 degrees 38 minutes 08 seconds West 133.14 feet to the point of beginning, according to the Government Survey thereof.

Lying Northwesterly of the following described line

Commencing at the point of beginning of the above described parcel thence on an assumed bearing of North 45 degrees 21 minutes 52 seconds West, along said Northeasterly line of First Street, 80.40 feet to the point of beginning of the line to be described; thence North 44 degrees 38 minutes 05 seconds East 102.85 feet to the Northwesterly line of the above described parcel and said line there terminating.

Certificate of Title No. 671235

NOTE: Bearings shown on the survey drawing have been rotated 0°03'00" counter clockwise from the above description.

PARTIAL LAND DESCRIPTION
OF
HERITAGE CENTER FACILITY
(portion purchased from Soo Line Railroad Company)

A tract of land comprising a part of Lots 3, 6, 7, and 8, Block 8, Bassett Moore and Case's Addition to the Town of Minneapolis, Lot 5 and a part of Lots 6 and 7, Block 10, Bassett, Moore and Case's Addition, a part of Lot 3, Vanderhoef's Subdivision of Lots 1, 2, and 3, Block 10, Bassett Moore and Case's Addition to Minneapolis, part of the vacated alley in said Vanderhoef's Subdivision and part of vacated 10th Avenue North, within tract of land is described as follows:

Commencing at the most southerly corner of Block 27, Town of Minneapolis; thence North 45 degrees 43 minutes 10 seconds West (the basis for bearings used herein is the Minnesota State Plane Coordinate System, South Zone) 1424.80 feet along the Southwesterly line of Block 27, 28, and 29, Town of Minneapolis, and Block 30, Bradford and Lewis's Addition to Minneapolis, and their extensions, to the Southwesterly extension of the Southeasterly line of Block 3, Bassett Moore and Case's Addition to the Town of Minneapolis; thence North 44 degrees 57 minutes 46 seconds East 5.76 feet along said extension to the most Southerly corner of said Block 3; thence North 45 degrees 28 minutes 57 seconds West 932.50 feet along the Southwesterly line of Blocks 3, 4, and 8, Bassett, Moore and Case's Addition, and their extensions, to a point on the Southwesterly line of said Block 8 distant 130 feet Southeasterly from the most Westerly corner of said Block 8, said point being the point of beginning of the tract of land to be herein described; thence Northerly 194.49 feet on a non tangential curve concave to the East, having a radius of 168.00 feet, a central angle of 66 degrees 36 minutes 27 seconds and a chord which bears North 00 degrees 27 minutes 38 seconds West to a point on the Northwesterly line of said Block 8 distant 130 feet Northeasterly from the most Westerly corner of said Block 8; thence North 12 degrees 07 minutes 38 seconds East 41.60 feet to a point on the centerline of vacated 10th Avenue North distant 162 feet Northeasterly from the point of intersection of said centerline with Northwesterly extension of the Southwesterly extension of said Block 8; thence North 44 degrees 31 minutes 00 seconds East 20.69 feet along the centerline of vacated 10th Avenue North; thence North 11 degrees 46 minutes 32 seconds East 125.53 feet to the south right of way line of Plymouth Avenue North also being the northern line of said Lot 7, Block 10; thence South 88 degrees 32 minutes 00 seconds West 78.64 feet along said south right of way of Plymouth Avenue North also being the northerly line of said Lot 7, Block 10 to a point on the northerly line of said Lot 7, Block 10, which is 26.00 feet easterly from the northwest corner of Lot 2 in said Vanderhoef's Subdivision; thence South 1 degree 54 minutes 42 seconds West 104.41 feet to the southeast corner of said Lot 6; thence South 17 degrees 54 minutes 07 seconds West 18.31 feet to a point on the easterly line of Lot 3 in said Vanderhoef's Subdivision distant 7.40 feet southeasterly of the Northeasterly corner of said Lot 3; thence South 11 degrees 24 minutes 00 seconds West 82.40 feet; thence southwesterly 58.26 feet along a tangential curve to the left, radius 503.34 feet, central angle 6 degrees 18 minutes 08 seconds to the intersection with a line running through the southerly corner of Lot 4 in said Block 10 and being parallel with the westerly line of said Block 10; thence South 56 degrees 32 minutes 00 seconds West 38.08 feet, along said parallel line to the centerline of vacated 10th Avenue North; thence South 44 degrees 31 minutes 00 seconds West 34.17 feet said line also being the northwesterly extension of the southwesterly line of said Block 8; thence South 45 degrees 28 minutes 57 seconds East 193.00 feet along said northwesterly extension to the point of beginning.

LEGAL DESCRIPTION
of
Cowles Media "Bassett Creek Addition" Properties

OUTLOT A, BASSETT CREEK ADDITION, according to the recorded plat thereof, Hennepin County, Minnesota;

and

That part of OUTLOT B, BASSETT CREEK ADDITION, according to the recorded plat thereof, Hennepin County, Minnesota, lying northeasterly of the following described line and its extensions:

Commencing at the most westerly corner of said OUTLOT B; thence on an assumed bearing of North 44 degrees 38 minutes 5 seconds East along the northwesterly line of said OUTLOT B, 102.85 feet to the point of beginning of the line to be described; thence South 60 degrees 57 minutes 52 seconds East 27.16 feet; thence South 05 degrees 34 minutes 22 seconds East 55.04 feet and said line there terminating.

Abstract Title Property

NOTE: Bearings shown on the survey drawing have been rotated 0°03'00" counter clockwise from the above description.

and

That part of Outlot B, Bassett Creek Addition, lying Southwesterly of the following described line and its extensions: Commencing at the most Westerly corner of said Outlot B, thence on an assumed bearing of North 44 degrees 38 minutes 5 seconds East along the northwesterly line of said Outlot B 102.85 feet to the point of beginning of the line to be described; thence South 60 degrees 57 minutes 52 seconds East 27.16 feet; thence South 05 degrees 34 minutes 22 seconds East 55.04 feet and said line there terminating, according to the recorded plat thereof on file or of record in the office of the Registrar of Titles in and for Hennepin County, Minnesota.

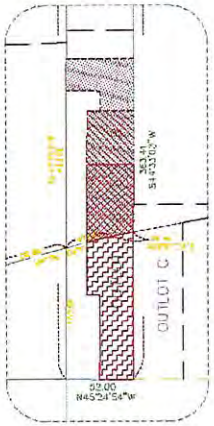
Registered Title Land, Certificate of Title No. 725721

NOTE: Bearings shown on the survey drawing have been rotated 0°03'00" counter clockwise from the above description.

AREA OF TOTAL PARCEL: 699,745 SQ. FT., which is 16.0639 ACRES
AREA OF SURVEYED PARCEL ZONED R5 80,444 SQ. FT., which is 1.8467 ACRES
AREA OF SURVEYED PARCEL ZONED I1 619,301 SQ. FT., which is 14.2172 ACRES

DETAIL

NO SCALE



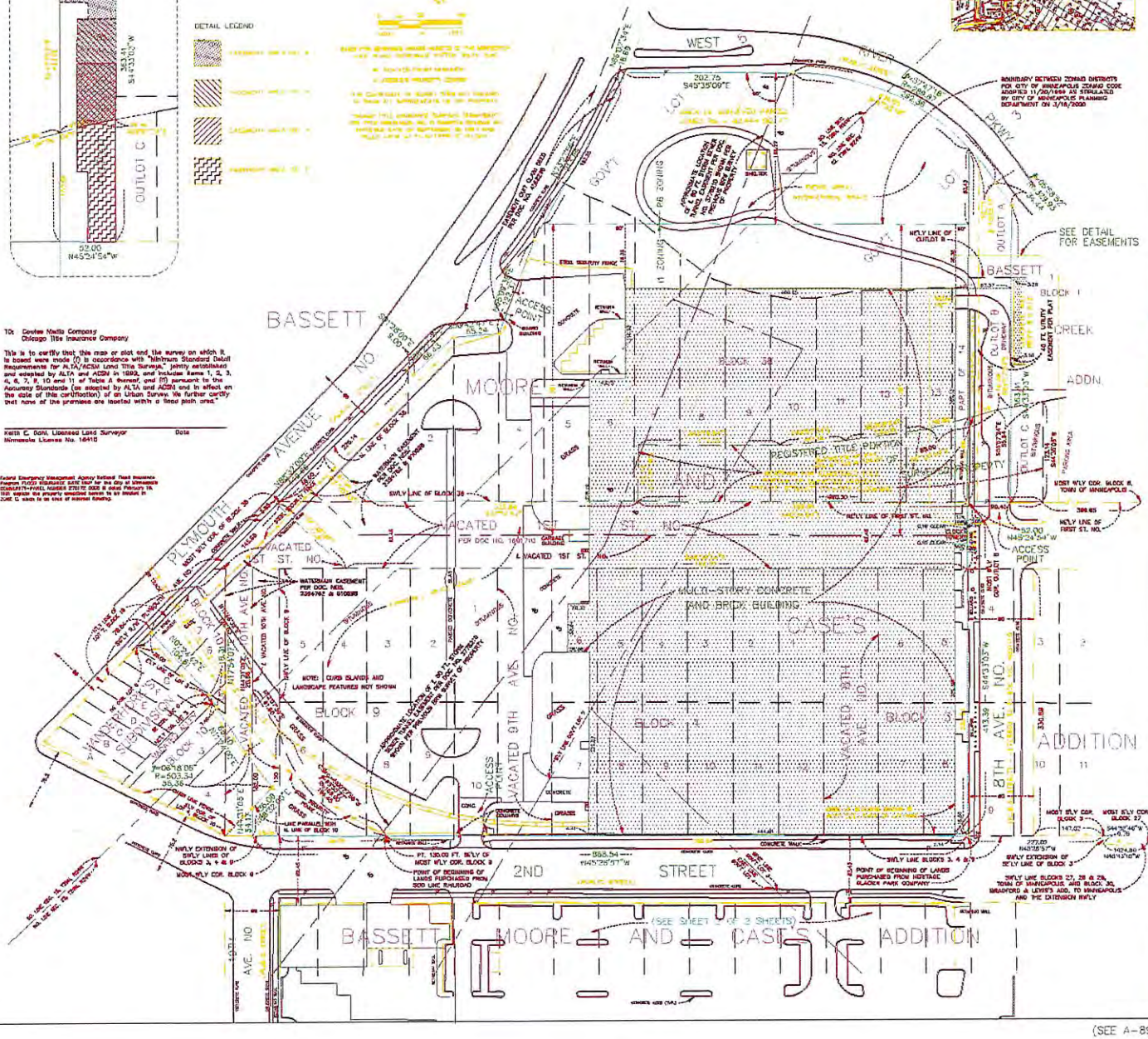
DETAIL LEGEND

To: Cowles Media Company
Chicago Title Insurance Company

This is to certify that this map or plat and the survey on which it is based were made (1) in accordance with "Minimum Standard Detail Requirements for ALTA/ACSM Land Title Surveys," jointly established and adopted by ALTA and ACSM in 1992, and includes items 1, 2, 3, 4, 6, 7, 8, 10 and 11 of Table A thereof, and (2) pursuant to the Accuracy Standards (as adopted by ALTA and ACSM and in effect on the date of this certification) of an Urban Survey. We further certify that none of the premises are located within a flood plain area."

Keith E. Dahl, Licensed Land Surveyor — Date
Minnesota License No. 18418

Federal Emergency Management Agency National Flood Insurance Program FLOOD INSURANCE RATE MAP for the City of Minneapolis COMMUNITY-PANEL NUMBER 270179 0028 B dated February 19, 1981 reveals the property described herein to be located in Zone C, which is an area of minimal flooding.



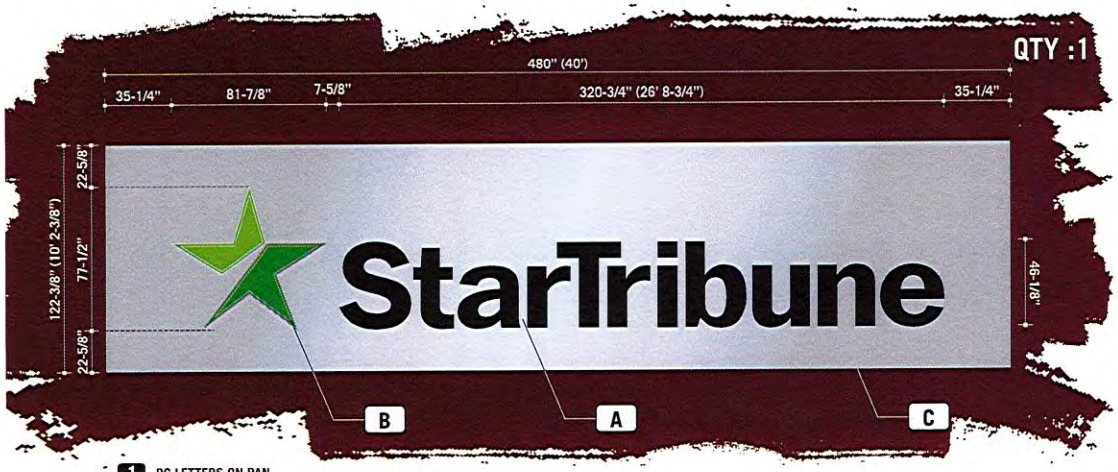
(SEE A-892.1 FOR SHT. 2)

BRW INC.
Traveler Square, 700 Third Street So.
Minneapolis, MN 55415, Phone 612/370-0700, Fax 612/370-1378

ALTA/ ACSM LAND TITLE SURVEY
FOR STAR TRIBUNE COMPANY

1 2

MINNEAPOLIS, MN



1 PC LETTERS ON PAN

SCALE: 3/16"=1'-0"

DESCRIPTION

A — "STAR TRIBUNE" LETTERS
- FABRICATED ALUMINUM PC LETTERS
- 5" BLACK RETURNS
- 1" BLACK TRIMCAP
- #2447 WHITE ACRYLIC FACE
- BLACK PERF ON FACE
- FLUSH MOUNTED TO BACKER PAN
- WHITE LED ILLUMINATION

B — LOGO
- FABRICATED ALUMINUM PC LOGO
- 5" BLACK RETURNS
- 1-1/2" RETAINERS PAINTED TO MATCH CLIENT'S COLORS
- #2447 WHITE ACRYLIC FACE
- DIGITALLY PRINTED TRANSLUCENT GREENS (C1,C2)
- FLUSH MOUNTED TO BACKER PAN
- WHITE LED ILLUMINATION

C — BACKER PAN
- FABRICATED ALUMINUM PAN
- 4" RETURNS (4" ANGLE CONSTRUCTION
- PAINTED P1 (FACE AND RETURNS)
- MOUNTED FLUSH TO WALL
- BACKER PAN TO HOUSE ALL POWER SUPPLIES

FINISH SCHEDULE

- C1 — PMS 348C
- C2 — PMS 368C
- P2 — MATTHEWS BLACK
- V1 — BLACK PERF VINYL
- P1 — MATTHEWS BRUSHED ALUM.

PROPOSED CONDITIONS

NTS

EXISTING CONDITIONS

NTS

NORDQUIST SIGN COMPANY

945 Pierce Butler Route, St. Paul, MN 55104
651.488.6711 · 800.998.8901

StarTribune

800 NORTH FIRST STREET
MINNEAPOLIS, MN 55401

PC LETTERS ON PAN

PRODUCTION READY

CUSTOMER APPROVAL

NAME: _____

DATE: _____

REV1 04.15.15 JS
REV2 06.05.15 JS
REV3 06.24.15 JS
REV4 09.08.15 JS
REV5 12.15.15 JS
REV6 01.12.15 JS
REV7 02.01.16 JJ
REV8

SALES: SH PR: RR
DESIGN: JS 06.05.15
DATE: 04.01.15
DWG: 1279-04

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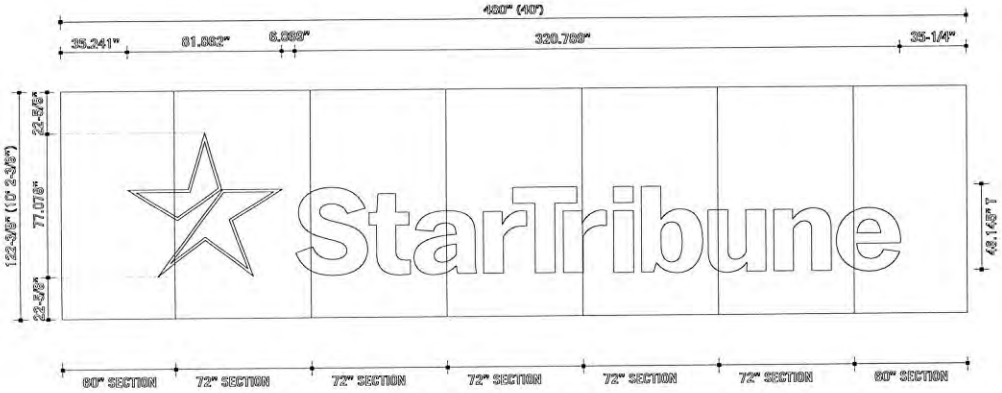
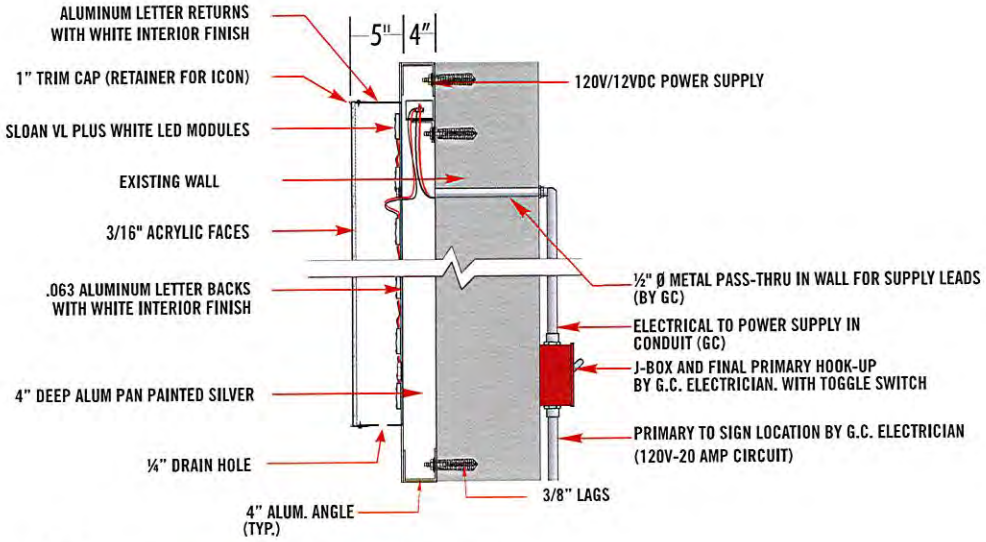
UL LISTED ELECTRIC SIGN

MINNEAPOLIS, MN



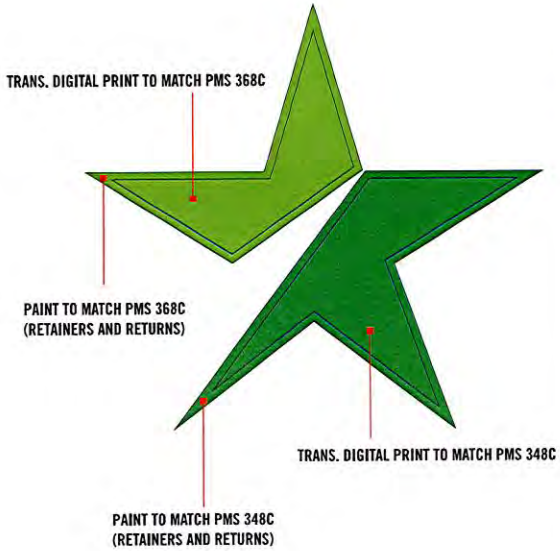
1 PC LETTERS ON PAN

SCALE: 3/16"=1'-0"



2 FLUSH MOUNT CHANNEL LETTERS ON PAN - TYPICAL SECTION

SCALE: NTS



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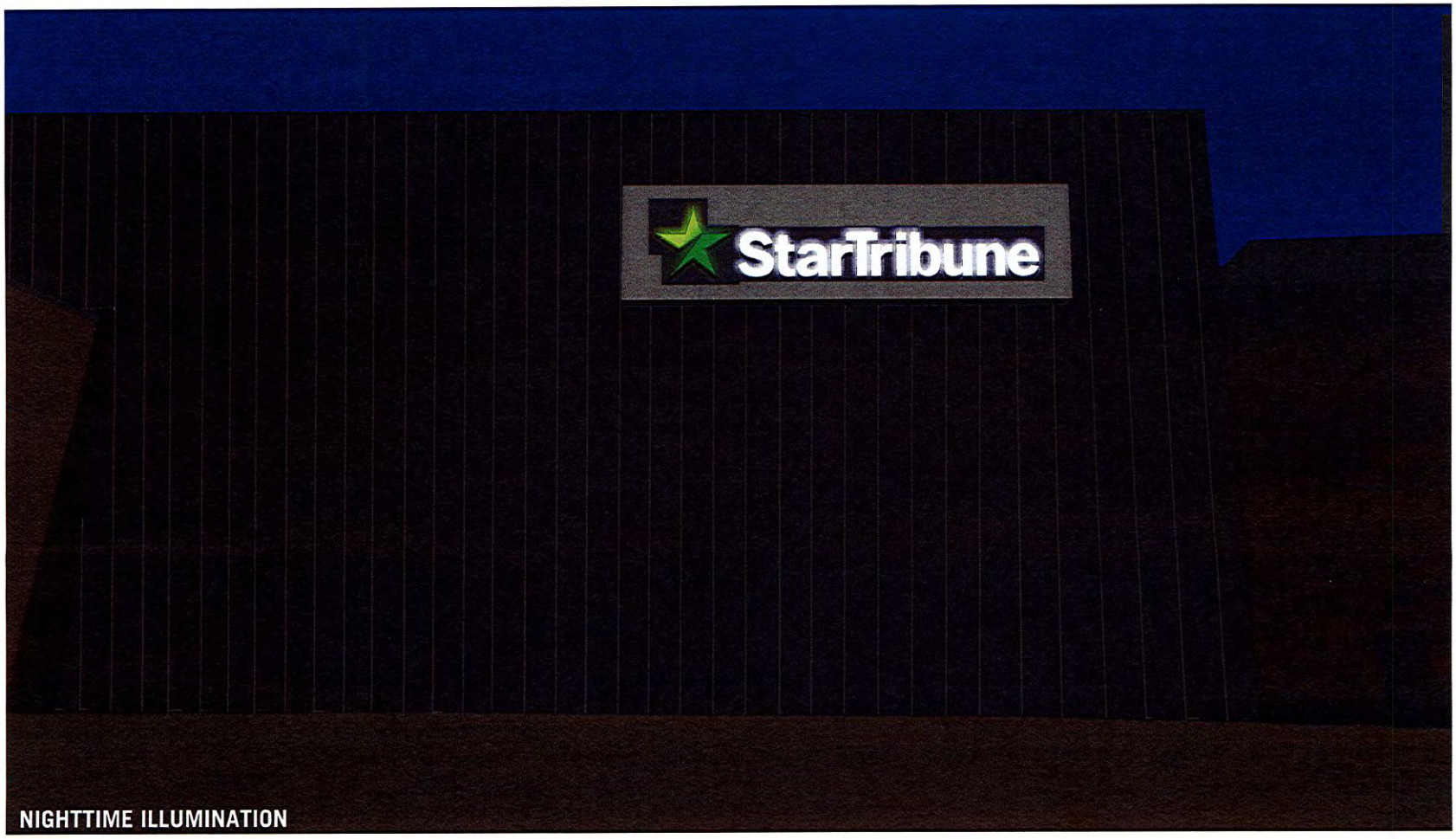

NIGHTTIME ILLUMINATION

NORDQUIST
SIGN COMPANY

945 Pierce Butler Route, St. Paul, MN 55104
651.488.6711 · 800.998.8901

StarTribune

800 NORTH FIRST STREET
MINNEAPOLIS, MN 55401

PC LETTERS ON PAN

CUSTOMER APPROVAL

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DATE: _____

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REV4 09.08.15 JS
REV5 12.15.15 JS
REV6 01.12.15 JS
REV7 02.01.16 JJ
REV8 02.03.16 JS

SALES: SH PR: RR
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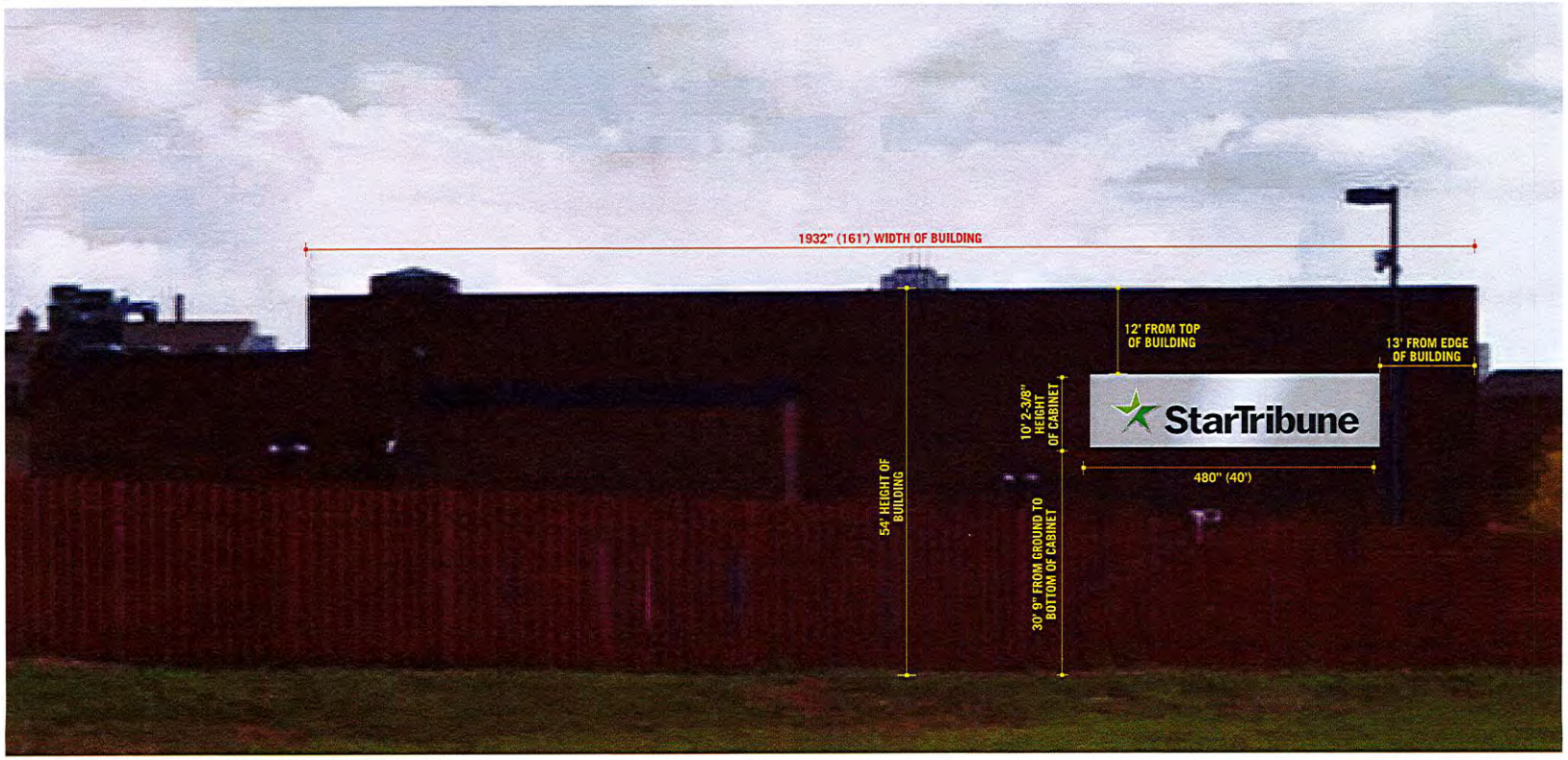
MINNEAPOLIS, MN



1 PROPOSED CONDITIONS

SCALE: 1/16"=1'-0"

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800 NORTH FIRST STREET
MINNEAPOLIS, MN 55401

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REV6 01.12.15 JS
REV7 02.01.16 JJ
REV8

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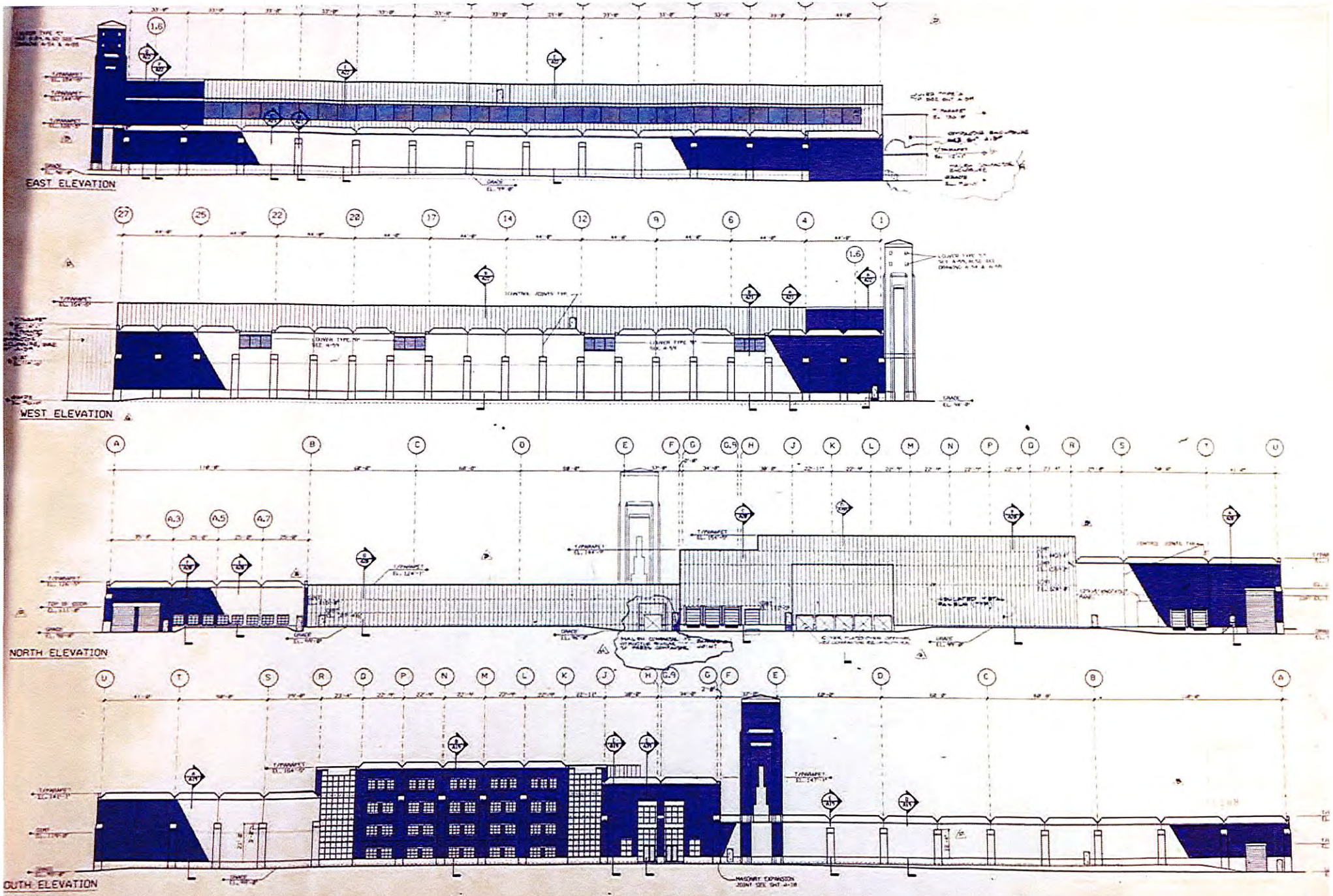
UL LISTED ELECTRIC SIGN

PAGE: SP


EAST ELEVATION
WEST ELEVATION
NORTH ELEVATION
SOUTH ELEVATION
THE AUSTIN COMPANY
ARCHITECTS AND ENGINEERS
KEY ELEVATIONS
MINNEAPOLIS STAR & TRIBUNE
MINNEAPOLIS, MINNESOTA

Star Tribune

14th Ave
N 2nd St
N Plymouth Ave
N West River Rd
N Plymouth Ave
West River Pkwy
800 N 1st St,
Minneapolis, MN 55401
N 10th Ave
N 2nd St
N 1st St
N 1st St
N 9th Ave
152
152
Feedback

STAR TRIBUNE PRINTING PLANT
800 N. 1ST STREET

EXISTING SIGNS
REVISED 12/31/2015

All existing signs are wall signs. None are lit.

1. "Star Tribune" and address
   Northeast facade, at Southeast corner of the building, eye level
   8' x 2', 16 SF

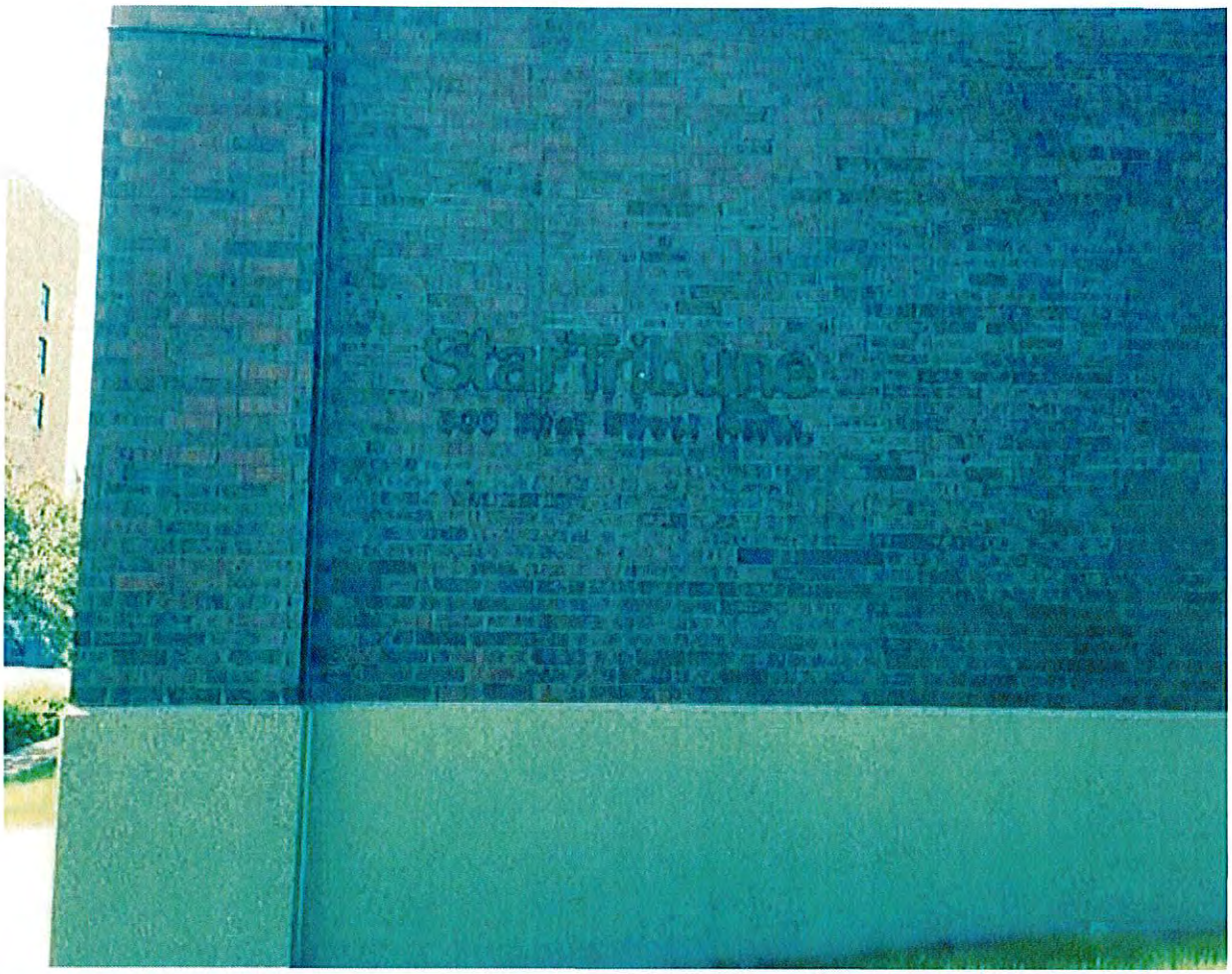
2. "Star Tribune"
   Southeast facade, near top of tower element
   10' x 3', 30 SF

3. "Star Tribune" and address
   Southeast facade above entry
   8' x 1.5', 12 SF and8' x .67', 5.36 SF

4. "Star Tribune" and address
   Southeast facade, at southwest corner of the building, eye level
   8' x 2', 16 SF

5. "Star Tribune Employee Entrance"
   Southwest facade, near parking lot entrance
   8' x 2', 16 SF

6. "Star Tribune Newspaper of the Twin Cities"
   Northwest facade, near top of 2-story building wall, approximately 42' high
   10' x 40', 400 SF



N 8th Av

Star Tribune
800 First Street North

Star Tribune
800 First Street North

Tribune
Employee Entrance

Star Tribune
NEWSPAPER OF THE TWIN CITIES

StarTribune

STAR
TRIBUNE