

LAND USE APPLICATION SUMMARY

Property Location: 716 7th Street South
Project Name: Hennepin County Medical Center Signs
Prepared By: [Janelle Widmeier](#), Senior City Planner, (612) 673-3156
Applicant: HCMC
Project Contact: Richard Lang, Visual Communications
Request: To install a wall sign and a dynamic sign.
Required Applications:

Conditional Use Permit	To increase the maximum height of a wall sign from 28 feet to 101 feet.
Conditional Use Permit	To allow a dynamic sign.
Variance	To increase the maximum height of a dynamic sign from 14 feet to 18 feet.

SITE DATA

Existing Zoning	B4N Downtown Neighborhood District DP Downtown Parking Overlay District
Lot Area	110,000 square feet / 2.54 acres
Ward(s)	7
Neighborhood(s)	Elliot Park Neighborhood Inc.; adjacent to Downtown East
Designated Future Land Use	Public and Institutional
Land Use Features	Commercial Corridor (Chicago Avenue) Growth Center (Downtown)
Small Area Plan(s)	Elliot Park Neighborhood Master Plan (2003) Downtown East/North Loop Neighborhood Master Plan (2003)

Date Application Deemed Complete	August 24, 2015	Date Extension Letter Sent	Not applicable
End of 60-Day Decision Period	October 23, 2015	End of 120-Day Decision Period	Not applicable

BACKGROUND

SITE DESCRIPTION AND PRESENT USE. A medical facility that is part of the Hennepin County Medical Center hospital campus is located on the subject site. The site occupies the block bounded by Park Avenue, 7th Street South, Chicago Avenue and 6th Street South.

SURROUNDING PROPERTIES AND NEIGHBORHOOD. There is a mix of uses in the immediate area. The HCMC campus occupies multiple blocks in the surrounding area. The new US Bank Stadium sits kitty-corner from the location of the proposed signs.

PROJECT DESCRIPTION. HCMC is proposing to install two building signs adjacent to the intersection of 6th Street and Chicago Avenue at the property of 716 7th Street South. The first sign would be an 81 square feet in area, internally illuminated wall sign. It would be located near the top of the wall facing 6th Street. In the B4N district, the maximum height of wall signs is limited to 28 feet. Recognizing that certain buildings or uses may have unique identification needs, notwithstanding the height and area limits of the B4N district, a conditional use permit may be applied for to allow not more than two additional wall signs identifying the name or logo of a building or use in a building that exceeds six stories or 84 feet in height, subject to the following:

- (1) Signs shall be limited to individual letters or elements permanently affixed to the building wall.
- (2) Signs shall not exceed three square feet of sign area for each one foot of building wall to which such sign is attached or 300 square feet, whichever is less.
- (3) Not more than one sign shall be located on a building wall.
- (4) The vertical dimension of such sign shall not exceed 14 feet.

The proposed sign would conform to each of these conditions. Therefore, the applicant is requesting a conditional use permit to allow the sign to be located at 101 feet above the adjacent grade.

The second sign would be a 32 square foot dynamic sign. It would be placed below an existing corner sign at 18 feet above the adjacent grade. A dynamic sign is defined as a sign, or any element of a sign, which provides the ability to change text or images, or exhibits changing effects in order to provide intermittent illumination or the illusion of such illumination, or any series of imagery or display which may appear to move or change, including changes produced by any electronic method. In the B4N district, a dynamic sign is allowed as a conditional use. The maximum allowed height is 14 feet above the adjacent grade. To increase the allowed height, the applicant is requesting a variance.

RELATED APPROVALS. In 2008, HCMC implemented a master sign plan for the hospital campus. The master plan was approved administratively, with the exception several adjustments for two signs that were approved by the Planning Commission (see below).

Planning Case #	Application	Description	Action
BZZ-4186	Conditional use permit and variances	To increase the height and area of a wall sign located over 7 th St and to increase the height and area of a projecting sign located at the corner of 6 th St and Chicago Ave	<u>Approved at the 9/22/08 meeting of the CPC</u>

PUBLIC COMMENTS. A letter from the Elliot Park Neighborhood was received and is attached to this 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 increase the maximum allowed height of a wall sign from 28 feet to 101 feet 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 establishment of a wall sign located higher than 28 feet on the building wall would not be detrimental to or endanger the public health, safety, comfort or general welfare. The sign would need to be installed by a licensed sign contractor who is registered with the City of Minneapolis.

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 purpose of Chapter 543, On-Premise Signs is 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 B4N Downtown Neighborhood District is established to provide an environment that promotes the development of higher density neighborhoods surrounding the Downtown office core with a variety of goods and services to support Downtown living. The proposed sign is appropriate for the B4N zoning district. Also, there are not any residential uses in close proximity to the proposed sign location. Increasing the sign height would not be injurious to the use and enjoyment of other property in the vicinity or impede the normal or orderly development and improvement of surrounding property.

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

The site is served by existing infrastructure and is adequate.

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

The size and placement of the wall sign on the building should have no impact on traffic congestion.

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

The proposed sign would be 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.

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.

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

The proposed use would conform to the applicable regulations upon the approval of the conditional use permit.

Additional Standards for Sign Adjustments

In addition to the conditional use permit standards, 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.*

The B4N Downtown Neighborhood District is established to provide an environment that promotes the development of higher density neighborhoods surrounding the Downtown office core with a variety of goods and services to support Downtown living. Although there are multiple signs that exist on this block, signs have been placed to provide appropriate identification and wayfinding for a hospital campus that occupies multiple City blocks. The total amount of signage that would be on the Chicago Avenue and 6th Street building elevations would be well below what is allowed. The sign adjustment would not result in sign clutter or a sign that is inconsistent with the purpose of the B4N district.

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.*

The proposed sign relates in size, shape, materials, color, illumination and character to the existing building. The building is 105 feet tall with a concrete exterior and occupies most of a City block. The proposed sign would be 81 square feet in area, internally illuminated, and located 101 feet above the adjacent grade. The sign is designed to be compatible with the master campus sign plan that was implemented in 2008.

CONDITIONAL USE PERMIT

The Department of Community Planning and Economic Development has analyzed the application to allow a dynamic sign 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 proposed dynamic sign should not be detrimental to public health, safety, comfort or general welfare. The sign would face the intersection of 6th Street and Chicago Avenue. It would have limited visibility from 6th Street, which has one-way, eastbound traffic. Chicago Avenue has two-way traffic. Although the sign would be adjacent to a controlled intersection, it should not present a traffic hazard provided it complies with the dynamic sign standards pertaining to duration of message, image characteristics and transition, and luminance. The sign message must remain static for a period of not less than 60 seconds. The transition from one message to the next must be direct and immediate, without any special effects. Special effects include, but are not limited to,

dissolving, fading, scrolling, starbursts and wiping, and are prohibited. The sign is required to be dimmable and the maximum luminance is regulated accordingly between sunrise and sunset and vice versa. Further, the sign would not be a traffic hazard as defined by the zoning code. The sign would be installed off to the side of the public sidewalks over the subject property so as to not create a visual obstruction or to cause confusion with the traffic signal. Also, signs that are visible from a public street are not allowed to use the words "Stop," "Look," "Danger," or any other word, phrase, symbol, or character which may interfere with, mislead, or confuse persons. Lastly, the sign would need to be installed by a licensed sign contractor who is registered with the City of Minneapolis.

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 B4N Downtown Neighborhood District is established to provide an environment that promotes the development of higher density neighborhoods surrounding the Downtown office core with a variety of goods and services to support Downtown living. The proposed sign is appropriate for the B4N zoning district. Also, there are not any residential uses in close proximity to the proposed sign location. Provided the sign complies with the aforementioned regulations included in the response to the first finding, the sign would not be injurious to the use and enjoyment of other property in the vicinity or impede the normal or orderly development and improvement of surrounding property.

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

The site is served by existing infrastructure and is adequate.

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

The addition of a dynamic sign on the building should have no impact on traffic congestion provided the sign complies with the aforementioned regulations included in the response to the first finding.

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

The proposed sign would be 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.

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.

The proposed sign would be located below an existing projecting sign at the corner of the building. Although there are multiple signs that exist on this block, signs have been placed to provide appropriate identification and wayfinding for a hospital campus that occupies multiple City blocks.

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

The proposed use would conform to the applicable regulations upon the approval of the conditional use permit and the variance to increase height.

Additional Standards for Sign Adjustments

In addition to the conditional use permit standards, 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.*

The B4N Downtown Neighborhood District is established to provide an environment that promotes the development of higher density neighborhoods surrounding the Downtown office core with a variety of goods and services to support Downtown living. The proposed sign would be located below an existing projecting sign at the corner of the building. Although there are multiple signs that exist on this block, signs have been placed to provide appropriate identification and wayfinding for a hospital campus that occupies multiple City blocks. The total amount of signage that would be on the Chicago Avenue and 6th Street building elevations would be well below what is allowed. The sign adjustment would not result in sign clutter or a sign that is inconsistent with the purpose of the B4N district.

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.*

The dynamic sign will be professionally constructed and installed. It would be 32 square feet in area with internally illuminated copy face and placed at 18 feet above the adjacent grade under an existing projecting sign at the corner of the building. Both the proposed and existing corner signs are curved. The sign is not out of scale with the size or design of the building or the site. It is designed to be compatible with the master campus sign plan that was implemented in 2008.

VARIANCE

The Department of Community Planning and Economic Development has analyzed the application for a variance to increase the maximum height of a dynamic sign from 14 feet to 18 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.*

Practical difficulties exist in complying with the ordinance because of circumstances unique to the property. In general, the maximum allowed height of signs attached to buildings in the B4N district is 28 feet. However, dynamic signs are restricted to a maximum height of 14 feet. The applicant is proposing to install a dynamic sign at the corner of 6th Street and Chicago Avenue under an existing projecting sign. The bottom of the projecting sign is located 18.5 feet above the adjacent grade. In 2008, HCMC implemented their master sign plan for the entire hospital campus. The proposed sign is designed to complement the existing sign, e.g. it would be the same width and would follow the same curve. The applicant is proposing to locate the dynamic sign at 18 feet to prevent an awkward 4 foot tall gap between the two signs. Below where the sign is proposed, the grade between the building and the adjacent sidewalk changes 4 feet. The proposed sign would be located 14 feet above the grade at the base of the building. Because height is measured at natural grade 10 feet from the building, the proposed sign height is technically 18 feet. If the sign would comply with the height requirement, the bottom of the sign would be 6 feet from the base of the building which could make it a target for vandalism.

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 purpose of Chapter 543, On-Premise Signs is 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 B4N Downtown Neighborhood District is established to provide an environment that promotes the development of higher density neighborhoods surrounding the Downtown office core with a variety of goods and services to support Downtown living. The applicant is proposing to install a dynamic sign at the corner of 6th Street and Chicago Avenue under an existing projecting sign. The bottom of the projecting sign is located 18.5 feet above grade. The proposed sign would be located 18 feet above grade, but only 14 feet above the base of the building. Increasing the height would make it more difficult to vandalize the sign and would avoid an aesthetically awkward gap between two signs. The total amount of signage that would be on the Chicago Avenue and 6th Street building elevations would be well below what is allowed. The proposed sign is compatible with the character of the use in the B4N district. The request is reasonable and in keeping with the spirit and intent of the ordinance and the 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.*

Granting the variance would not affect the character of the area or be injurious to the use or enjoyment of other property in the vicinity. There is a mix of uses in the immediate area. The HCMC campus occupies multiple blocks in the surrounding area. The new US Bank Stadium sits kitty-corner from the location of the proposed sign. The applicant is proposing to install the dynamic sign under an existing projecting sign. The bottom of the projecting sign is located 18.5 feet above the adjacent grade. The proposed sign is designed to complement the existing sign, e.g. it would be the same width and would follow the same curve. The applicant is proposing to locate the dynamic sign at 18 feet to prevent an awkward 4 foot tall gap between the two signs. The total amount of signage that would be on the Chicago Avenue and 6th Street building elevations would be well below what is allowed. If granted, the proposed variance will not be detrimental to the health, safety or welfare of the public or those utilizing the property provided the proposed sign is installed by a licensed sign contractor and operates in compliance with the dynamic sign standards pertaining to duration of message, image characteristics and transition, and luminance. As discussed in the conditional use findings above, the sign would not create a traffic hazard if these standards are met.

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.*

The B4N Downtown Neighborhood District is established to provide an environment that promotes the development of higher density neighborhoods surrounding the Downtown office core with a variety of goods and services to support Downtown living. The proposed sign would be located below an existing projecting sign at the corner of the building. Although there are multiple signs that exist on this block, signs have been placed to provide appropriate identification and wayfinding for a hospital campus that occupies multiple City blocks. The total amount of signage that would be on the Chicago Avenue and 6th Street building elevations would be well below what is

allowed. The sign adjustment would not result in sign clutter or a sign that is inconsistent with the purpose of the B4N district.

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.*

The dynamic sign will be professionally constructed and installed. It would be 32 square feet in area with internally illuminated copy face and placed at 18 feet above the adjacent grade under an existing projecting sign at the corner of the building. Both the proposed and existing corner signs are curved. The sign is not out of scale with the size or design of the building or the site. It is designed to be compatible with the master campus sign plan that was implemented in 2008.

RECOMMENDATIONS

The Department of Community Planning and Economic Development recommends that the City Planning Commission adopt staff findings for the applications by HCMC for the properties located at 716 7th Street South:

A. Conditional Use Permit to increase the height of a sign.

Recommended motion: **Approve** the conditional use permit to increase the maximum allowed height of a wall sign from 28 feet to 101 feet, subject to the following conditions:

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

B. Conditional Use Permit to allow a dynamic sign.

Recommended motion: **Approve** the conditional use permit to allow a dynamic sign, subject to the following conditions:

1. 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.
2. With the exception of the sign height, the dynamic sign shall comply with the requirements from section 543.340 of the zoning code specific to dynamic signs.
3. The proposed sign shall not be a traffic hazard as defined by section 543.140 of the zoning code.
4. Approval of the sign permit by the Department of Community Planning and Economic Development.

C. Variance to increase the maximum height of a sign.

Recommended motion: **Approve** the variance to increase the maximum height of a dynamic sign from 14 feet to 18 feet, subject to the following conditions:

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 rendering
5. Photos
6. Public comments

20 August 2015

City of Minneapolis
Specific Land Use Application
Conditional Use Permit

Hennepin County Medical Center
RE: HCMC Hand Identification Signage

Client	Hennepin County Medical Center
Mail Address	825 South 8 th Street
Sign Location	North Elevation between Park Avenue and Chicago facing 6th Street
Signtype	Internally illuminated face-lit individual hand sections
Sign Size	9'-0" x 9'-0" or 81 Square Feet

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

The sign will not adversely impact traffic based on its position. The sign is located on the southeast corner of the building. As such, it is not visible or distracting to the major flow of traffic that is south bound on 6th Street and east bound on Chicago. The primary view of the sign will be for commuters utilizing the Metro Blue Light Rail and the pedestrians at the Vikings Stadium. Some vehicular traffic will approach the sign on Chicago Avenue southbound, however this street represents lower density with only one lane of traffic. In addition, the sign is located above the drivers view range within close proximity of the sign.

No residential property will be affected, as there are no residential uses within the visible area of the sign. Similar signage is currently installed within 2 blocks of the sign with no negative impact.

(2). The conditional use will not be injurious to the use and enjoyment of other properties in the vicinity and will not impede the normal and ordinary development and improvement of surrounding property for uses permitted in the district.

No residential or other property will be affected, as there are no residential uses within the visible area of the sign. Similar signage is currently installed within 2 blocks of the sign with no negative impact.

The three neighboring properties include the HCMC Morgue, The Vikings Stadium, Hubert's – Bar and Restaurant, and a church.

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

Adequate utilities are currently in place. Additional roads, drainage, or other measures are not required, however, the owner will provide additions if deemed necessary.

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

The sign is located away from the majority of vehicular traffic; therefore, there will be no negative effect on traffic.

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

The existing plan for HCMC is in compliance with all applicable codes within the comprehensive plan that was approved in 2008.

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

The conditional use is in compliance, in all respects, and conforms to the applicable regulations of the district in which they are located to the best of our knowledge.

20 August 2015
City of Minneapolis
Specific Land Use Application
Conditional Use Permit
Hennepin County Medical Center
RE: HCMC Hand Identification Signage

In addition, the following findings must be addressed if applying for a conditional use permit for INCREASING MAXIMUM HEIGHT:

MAXIMUM HEIGHT:

(1) Access to light and air of surrounding properties.

The sign will not impact any light or air on the surrounding properties. Impact will be minimal if any.

(2) Shadowing of residential properties, significant public spaces, or existing solar energy systems.

The sign will not impact any light or shadow surrounding properties, significant public spaces, or existing solar or energy systems.

(3) The scale and character of surrounding uses.

The sign scale fits very appropriately with the 105 foot tall architectural column. The scale of the signage does not impact the surrounding areas in a negative manner.

(4) Preservation of views of landmark buildings, significant open spaces or water bodies.

The sign will not impact any views of landmark buildings, significant open spaces or water bodies.

In addition, the following findings must be addressed if applying for a conditional use permit for SIGN ADJUSTMENTS:

(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 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 sign design is integrated with the existing signage and branding currently in place

(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.

The HAND Identification sign design has been designed to integrate with the overall campus sign master plan and exterior branding currently in place. The exterior master plan was implemented in 2008.

20 August 2015

City of Minneapolis
Specific Land Use Application
Conditional Use Permit
Hennepin County Medical Center
RE: Electronic Message Center Signage

Client	Hennepin County Medical Center
Mail Address	825 South 8 th Street
Sign Location	Northeast corner of Chicago Avenue at 6 th Street
Signtype	Electronic Message Center
Sign Size	48" x 96" or 32 Square Feet

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

The sign will not adversely impact traffic based on its position. The sign is located on the southeast corner of the building. As such, it is not visible or distracting to the major flow of traffic that is east bound on 6th Street and south bound on Chicago. The primary view of the sign will be for pedestrians at the Vikings Stadium. Some vehicular traffic will approach the sign on Chicago Avenue westbound, however this street represents lower density with only one lane of traffic.

No residential property will be affected, as there are no residential uses within the visible area of the sign. Similar signage is currently installed within 2 blocks of the sign with no negative impact.

(2) The conditional use will not be injurious to the use and enjoyment of other properties in the vicinity and will not impede the normal and ordinary development and improvement of surrounding property for uses permitted in the district.

No residential property will be affected, as there are no residential uses within the visible area of the sign. Similar signage is currently installed within 2 blocks of the sign with no negative impact. The three neighboring properties with visibility include the HCMC Morgue, The Vikings Stadium, Hubert's – Bar and Restaurant.

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

Adequate utilities are currently in place. Additional roads, drainage, or other measures are not required, however, the owner will provide additions if deemed necessary.

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

The sign is located away from the majority of vehicular traffic; therefore, there will be no negative effect on traffic.

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

The existing plan for HCMC does is in compliance with all applicable codes within the comprehensive plan that was approved in 2008.

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

The conditional use is in compliance, in all respects, and conforms to the applicable regulations of the district in which they are located to the best of our knowledge.

20 August 2015
City of Minneapolis
Specific Land Use Application
Conditional Use Permit
Hennepin County Medical Center
RE: Electronic Message Center Signage

In addition, the following findings must be addressed if applying for a conditional use permit for INCREASING MAXIMUM HEIGHT:

MAXIMUM HEIGHT:

(1) Access to light and air of surrounding properties.

The sign will not impact any light or air on the surrounding properties. Impact will be minimal if any.

(2) Shadowing of residential properties, significant public spaces, or existing solar energy systems.

The sign will not impact any light or shadow surrounding properties, significant public spaces, or existing solar or energy systems.

(3) The scale and character of surrounding uses.

The sign scale fits very appropriately with image and current identity signage at HCMC. The scale of the signage does not impact the surrounding areas in a negative manner. In contrast to the jumbo EMC located at the Vikings Stadium on the opposite corner of the same intersection, the sign will be minimal.

(4) Preservation of views of landmark buildings, significant open spaces or water bodies.

The sign will not impact any views of landmark buildings, significant open spaces or water bodies.

In addition, the following findings must be addressed if applying for a conditional use permit for SIGN ADJUSTMENTS:

(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 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 sign design is integrated with the existing signage and branding currently in place. The signage has been designed to curve with the existing sign to provide a single, cohesive and aesthetic image.

(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.

The new EMC sign design has been designed to integrate with the overall campus sign master plan and exterior branding currently in place. The exterior master plan was implemented in 2008.

20 August 2015

City of Minneapolis
Specific Land Use Application
Conditional Use Permit

Hennepin County Medical Center
RE: HCMC Hand Identification Signage

Client	Hennepin County Medical Center
Mail Address	825 South 8 th Street
Sign Location	North Elevation between Park Avenue and Chicago facing 6th Street
Signtype	Internally illuminated face-lit individual hand sections
Sign Size	9'-0" x 9'-0" or 81 Square Feet

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

The sign will not adversely impact traffic based on its position. The sign is located on the southeast corner of the building. As such, it is not visible or distracting to the major flow of traffic that is south bound on 6th Street and east bound on Chicago. The primary view of the sign will be for commuters utilizing the Metro Blue Light Rail and the pedestrians at the Vikings Stadium. Some vehicular traffic will approach the sign on Chicago Avenue southbound, however this street represents lower density with only one lane of traffic. In addition, the sign is located above the drivers view range within close proximity of the sign.

No residential property will be affected, as there are no residential uses within the visible area of the sign. Similar signage is currently installed within 2 blocks of the sign with no negative impact.

(2). The conditional use will not be injurious to the use and enjoyment of other properties in the vicinity and will not impede the normal and ordinary development and improvement of surrounding property for uses permitted in the district.

No residential or other property will be affected, as there are no residential uses within the visible area of the sign. Similar signage is currently installed within 2 blocks of the sign with no negative impact.

The three neighboring properties include the HCMC Morgue, The Vikings Stadium, Hubert's – Bar and Restaurant, and a church.

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

Adequate utilities are currently in place. Additional roads, drainage, or other measures are not required, however, the owner will provide additions if deemed necessary.

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

The sign is located away from the majority of vehicular traffic; therefore, there will be no negative effect on traffic.

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

The existing plan for HCMC is in compliance with all applicable codes within the comprehensive plan that was approved in 2008.

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

The conditional use is in compliance, in all respects, and conforms to the applicable regulations of the district in which they are located to the best of our knowledge.

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RE: HCMC Hand Identification Signage

In addition, the following findings must be addressed if applying for a conditional use permit for INCREASING MAXIMUM HEIGHT:

MAXIMUM HEIGHT:

(1) Access to light and air of surrounding properties.

The sign will not impact any light or air on the surrounding properties. Impact will be minimal if any.

(2) Shadowing of residential properties, significant public spaces, or existing solar energy systems.

The sign will not impact any light or shadow surrounding properties, significant public spaces, or existing solar or energy systems.

(3) The scale and character of surrounding uses.

The sign scale fits very appropriately with the 105 foot tall architectural column. The scale of the signage does not impact the surrounding areas in a negative manner.

(4) Preservation of views of landmark buildings, significant open spaces or water bodies.

The sign will not impact any views of landmark buildings, significant open spaces or water bodies.

In addition, the following findings must be addressed if applying for a conditional use permit for SIGN ADJUSTMENTS:

(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 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 sign design is integrated with the existing signage and branding currently in place

(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.

The HAND Identification sign design has been designed to integrate with the overall campus sign master plan and exterior branding currently in place. The exterior master plan was implemented in 2008.

20 August 2015

City of Minneapolis
Specific Land Use Application

Variance

Hennepin County Medical Center
RE: Electronic Message Center Signage

Client	Hennepin County Medical Center
Mail Address	825 South 8 th Street
Sign Location	Northeast corner of Chicago Avenue at 6 th Street
Signtype	Electronic Message Center
Sign Size	48" x 96" or 32 Square Feet

Variance Requirements

(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.

The architectural and landscape design of the property implemented in the early 1970's was designed to be consistent throughout the campus. Within this design, large green areas are prominent in some areas while minimal green space was created around each of the many towers. This green space provides a 6 to 8 feet setback from the sidewalk at a progressive rise of 35 degrees from sidewalk to building resulting in a total grade change of 4'. This incline provides additional visibility of the green space. Due to the rise, when the sign is placed at 14' above the sidewalk, the sign is visually and aesthetically awkward. The space from top of the green area to the bottom of the sign would be 5'-8" also creating a vandalism hazard.

The sign is also designed to fit as a component with the existing Identification sign which was located in it's current position based on the visual spacing created by the unique architecture and landscaping.

The signage costs are not based on economic considerations.

(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 signage has been designed to be curved and to fit as a key component with existing primary Identification signage as a single image.

The signage as defined is in compliance with signage and zoning code. The intent of the signage is to provide both public and Hospital specific messages in compliance with code.

(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 character or mission of the hospital, the locality, or the vicinity. The signage will provide additional benefits and welfare to the community as a vital asset to residents and visitors.

20 August 2015
City of Minneapolis
Specific Land Use Application
Variance
Hennepin County Medical Center
RE: Electronic Message Center Signage

Variance Findings

(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 sign adjustment does not affect or contribute to clutter in any way. In comparison, in the event that the height variance was not approved, the placement of the sign 4' lower, would create a look of clutter and detachment. The sign request is consistent with the intent of the zoning district.

(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.

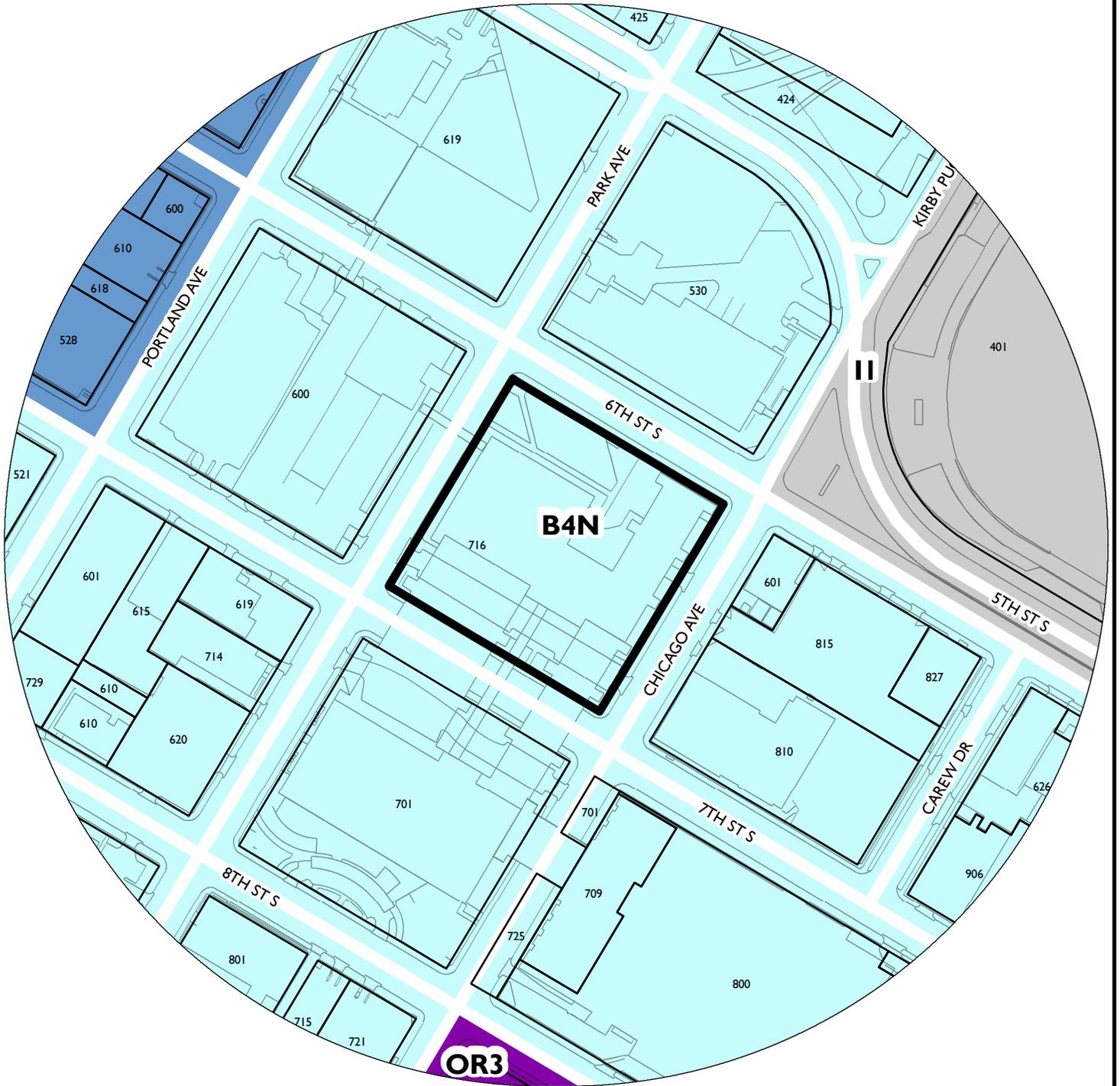
The sign adjustment will allow for the sign to fit appropriately, aesthetically, and functionally within the property. As the architectural and landscaping character of this project are unique, this variance is required to implement positive relationships in size, shape, materials, color, and signage illumination.

Hennepin County Medical Center

7

NAME OF APPLICANT

WARD



PROPERTY ADDRESS
716 7th St S

FILE NUMBER
BZZ-7370



Hennepin County
Medical Center

Exterior Sign Design



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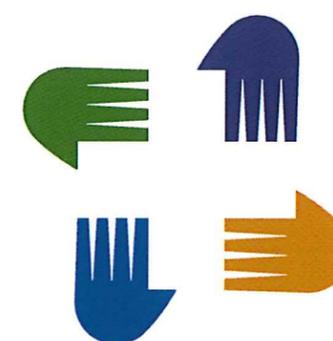
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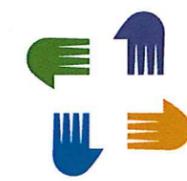
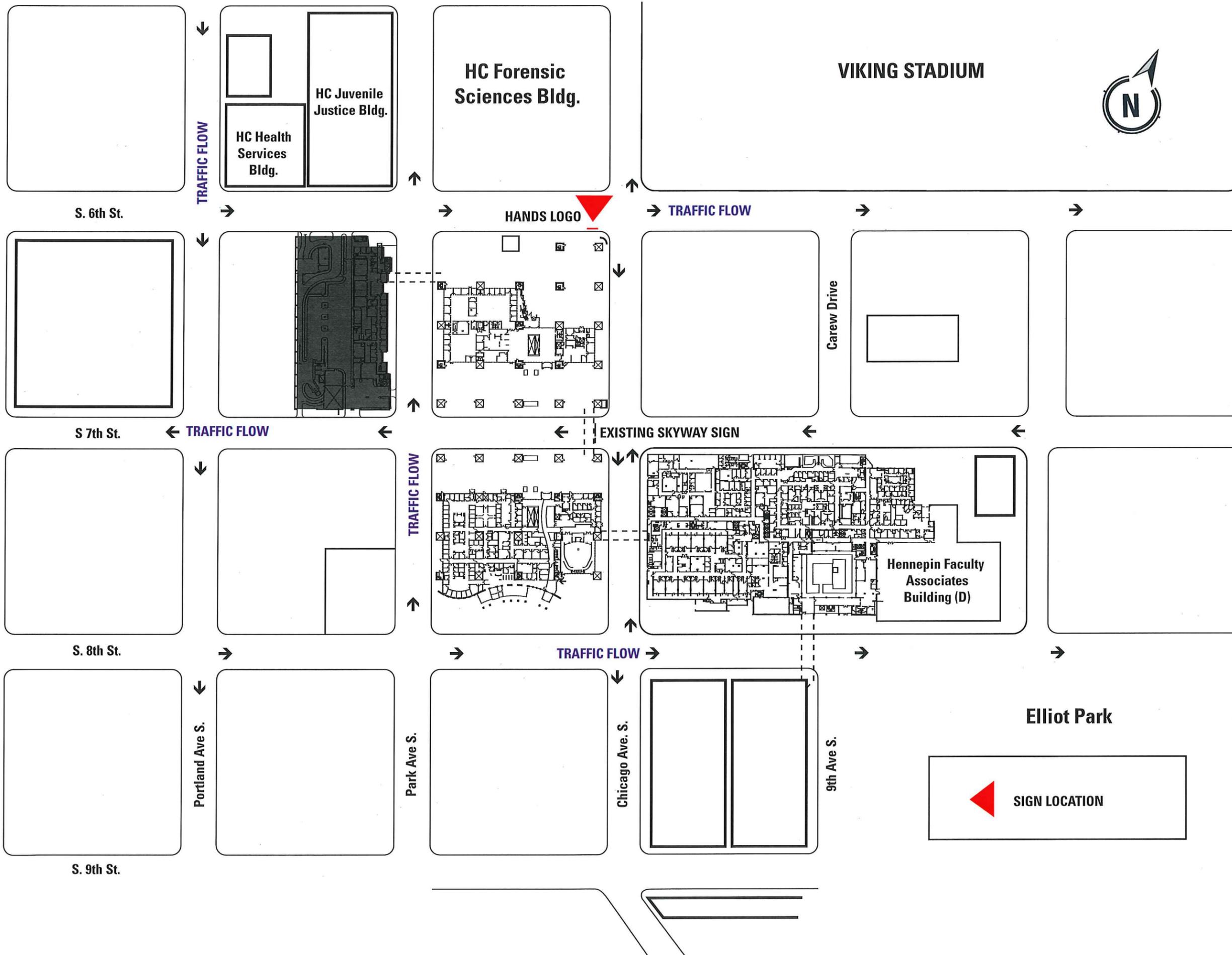
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Hennepin County
Medical Center

Logo Placement on Wall Design



Hennepin County
Medical Center

Exterior Sign Design
Location Plan



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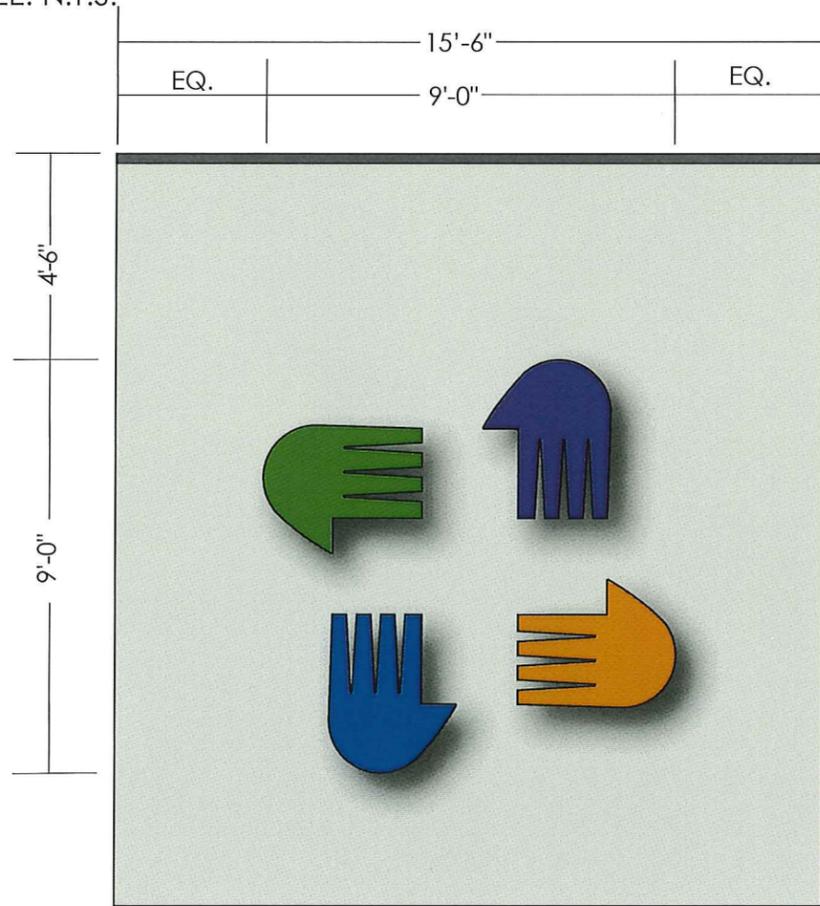
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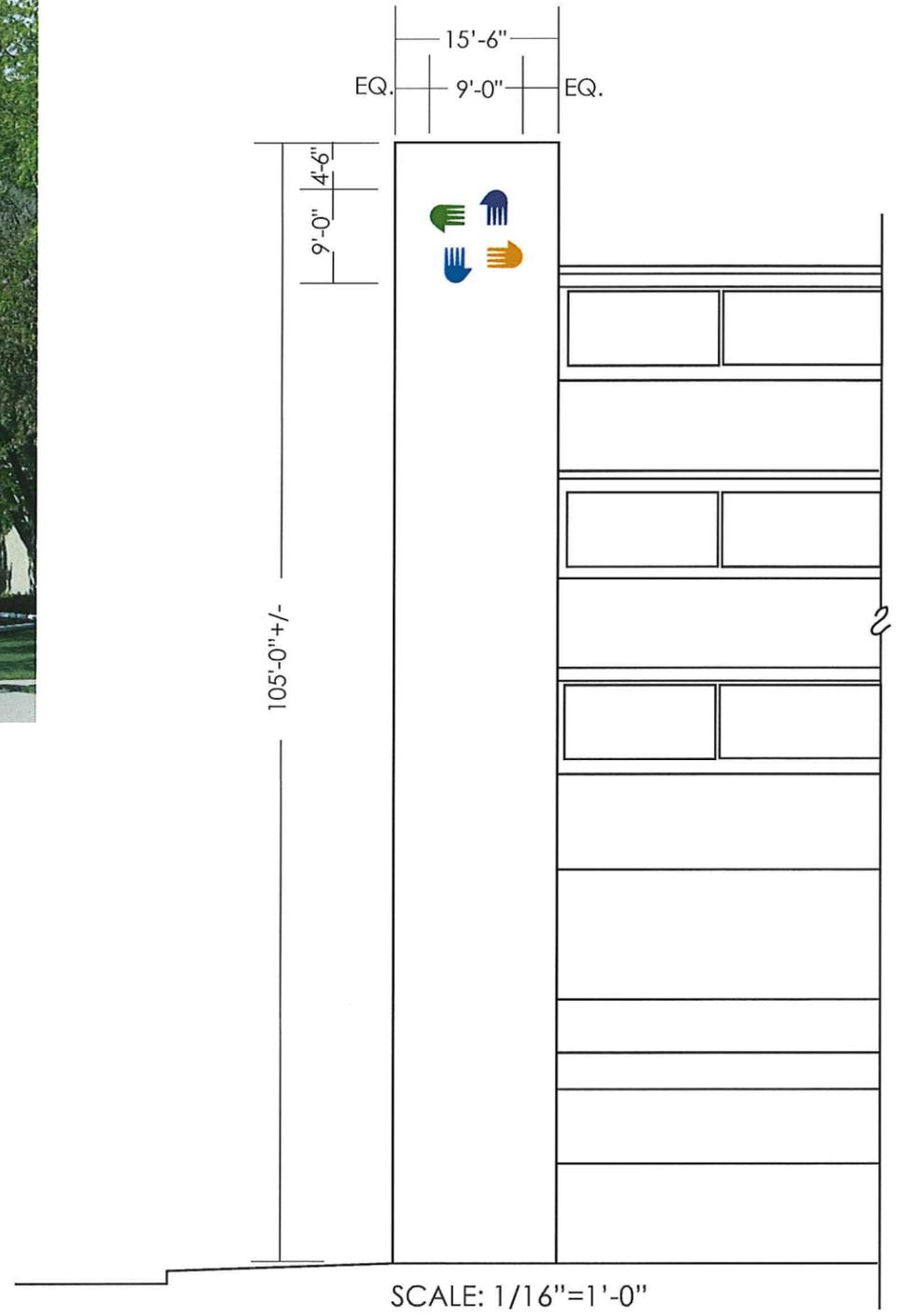




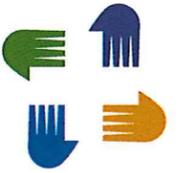
SCALE: N.T.S.



SCALE: 1/4"=1'-0"



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



Hennepin County
Medical Center

Exterior Sign Design



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Hennepin County
Medical Center

Exterior Sign Design



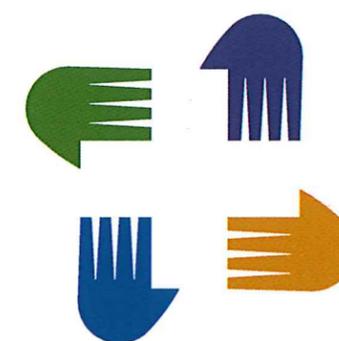
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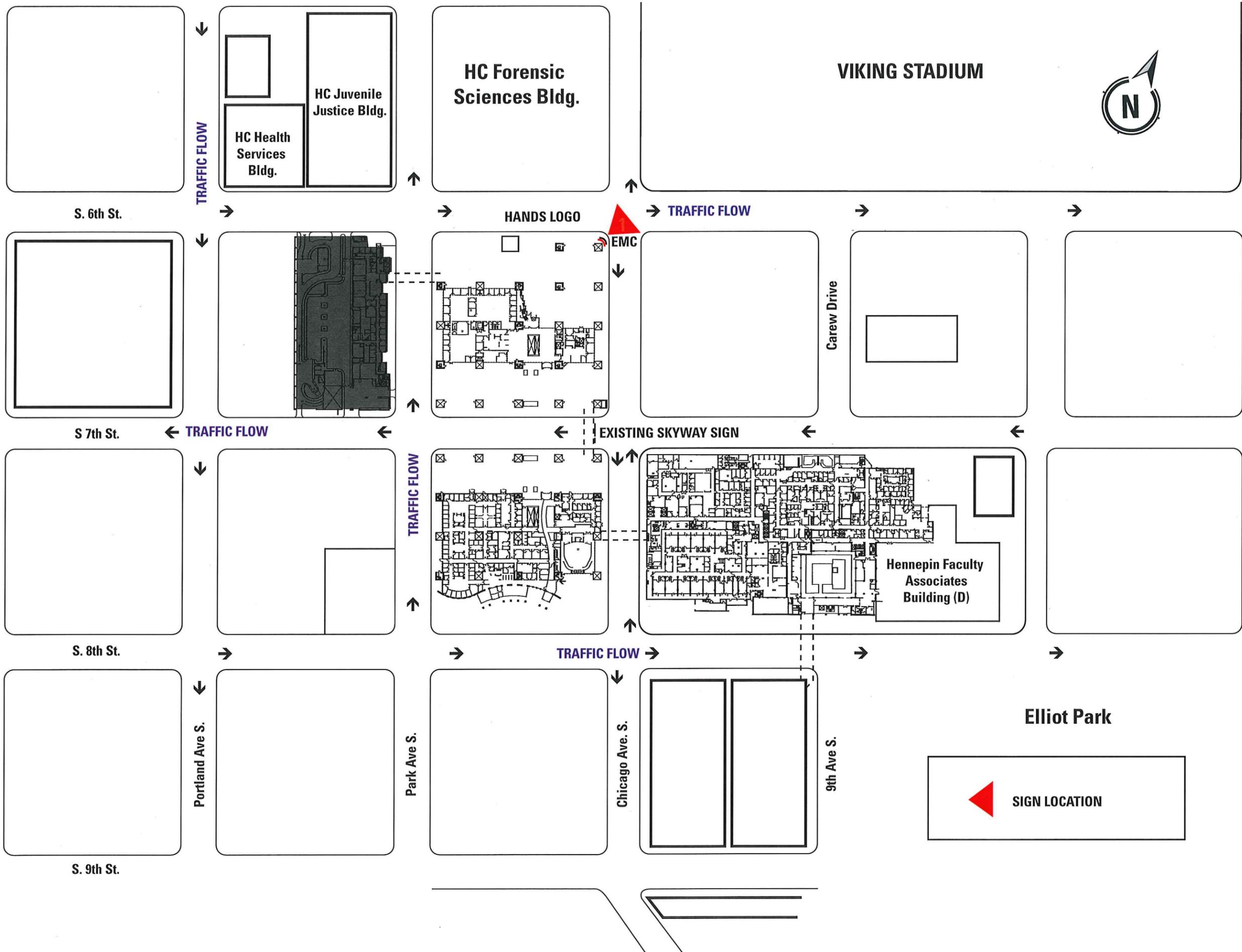
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Hennepin County
Medical Center

Electronic Message Center (EMC) Design



Hennepin County
Medical Center

Exterior Sign Design
Location Plan

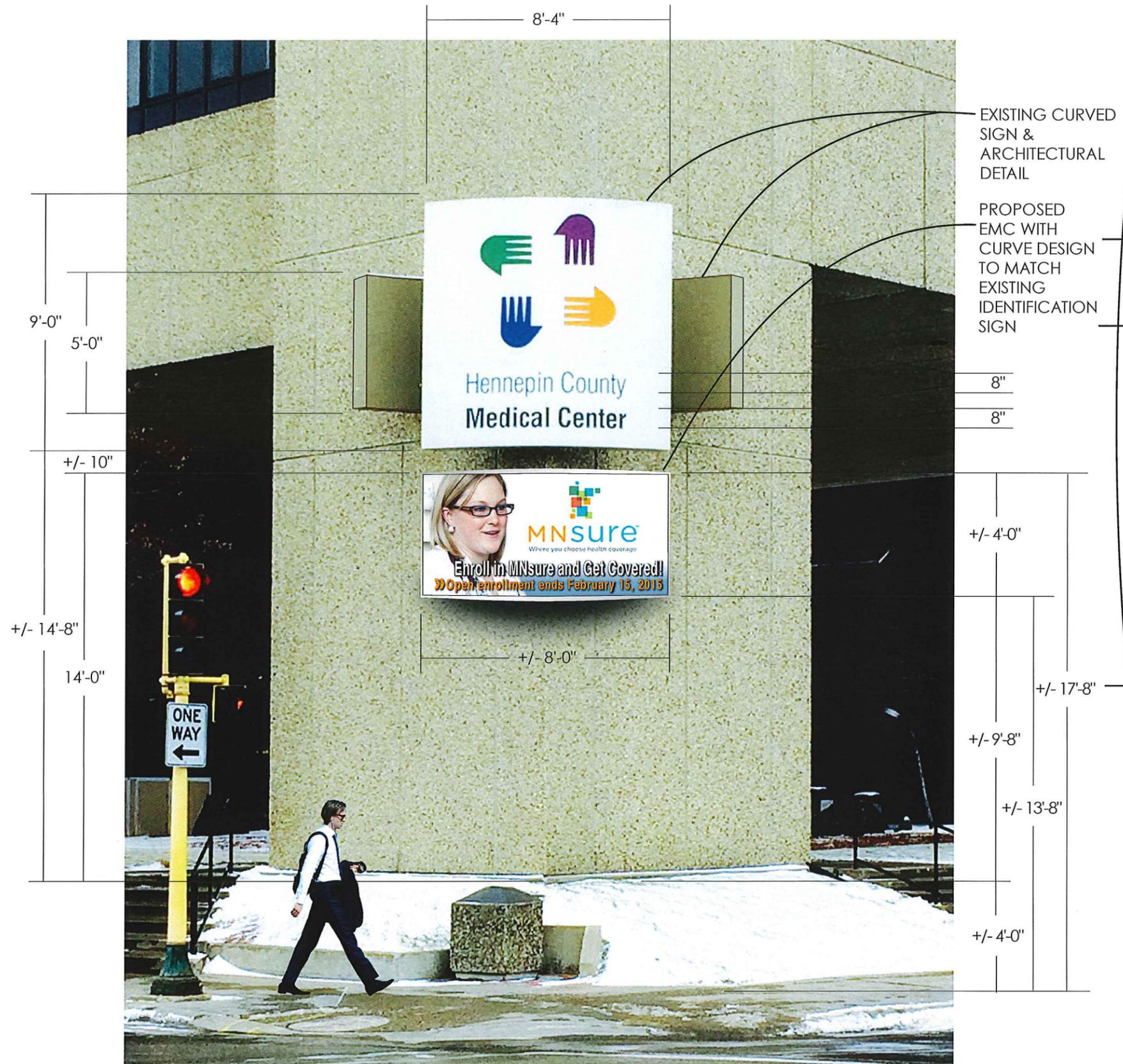


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LED ELECTRONIC MESSAGE CENTER • 12 MM
Scale: 1/4" = 1'-0"



July 14, 2015

Mr. Richard M. Lang, Principal
Visual Communications, Inc.
Ivy League Place
475 Cleveland Avenue North, Suite 223
Saint Paul, MN 55104

RE: Hennepin County Medical Center
SIGN Conditional Use Permit & Sign Variance

Dear Richard:

This letter is in response to your letter date June 16, 2015 requesting approval for Conditional Use Permits in conjunction with a Variance for Hennepin County Medical Center from the City of Minneapolis. The signage as proposed was defined within Part 1 and 2 of your letter and all signs were within Zoning District B4-1.

You attended the community Building, Land Use & Housing Committee meeting on June 18th and presented drawings and plans for the signs as mentioned above. Following discussions and questions from the community the following motion was approved by the BLUH Committee: |

Motion to approve the Conditional Use Permits in conjunction with a Variance for Hennepin County Medical Center as presented in the documents dated June 16, 2015. M. Schmitt/Forbes.
Motion Passed Unanimously.

As is customary this motion was forwarded to the EPNI Board of Directors and ratified by that body at their regular board meeting on July 13, 2015.

Thank you for working with the Elliot Park Neighborhood on this project. I trust that you will contact me if you have any questions.

Sincerely,

Lynn Regnier
Executive Director

EPNI has moved to 609 South 10th Street, Suite 170



719 10th Street South
Minneapolis, MN 55404
612-335-5846
www.elliottpark.org