



LAND USE APPLICATION SUMMARY

Property Location: 600 Park Avenue
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.
Required Applications:

Conditional Use Permit	To increase the maximum allowed height of a wall sign from 28 feet to 96 feet.
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SITE DATA

Existing Zoning	B4N Downtown Neighborhood District DP Downtown Parking Overlay District
Lot Area	108,900 square feet / 2.5 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 parking ramp and parking lot, owned by Hennepin County Medical Center, are located on the subject site. The site occupies the block bounded by Park Avenue, 7th Street South, Portland 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.

PROJECT DESCRIPTION. HCMC is proposing to install a wall sign on the 9-story, approximately 100 foot tall parking ramp located at the property of 600 Park Avenue. The 81 square foot, internally illuminated sign would be located near the top of the wall facing Portland Avenue on the side closest to 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 96 feet above the adjacent grade.

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 96 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 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. Currently, there are identification and auxiliary signs on the ground level for the ramp entrance and exits facing 6th Street and 7th Street and a 115 square foot identification sign on the ground floor facing Portland Avenue. The proposed sign would be 81 square feet in area, internally illuminated, and located 96 feet above the

adjacent grade. The wall facing Portland Avenue is approximately 100 feet tall by 330 feet wide. The addition of the proposed sign and allowing 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 100 feet tall with a concrete exterior and occupies half of a City block. The proposed sign would be 81 square feet in area and internally illuminated. The sign 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 application by HCMC for the property located at 600 Park Avenue:

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 96 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.

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	West Elevation between 6th and 7th Street facing Portland Avenue
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 northwest corner of the building on 6th street and Portland. The primary view of the sign will be on 6th Street from a 2 to 4 blocks away from the sign. 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 visible residential uses. 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 primary neighboring properties within visibility from 6th Street include the Armory, 3 surface parking lots, a 9 Level public parking ramp, and Thrivent Financial.

(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 100 foot tall parking facility. 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.

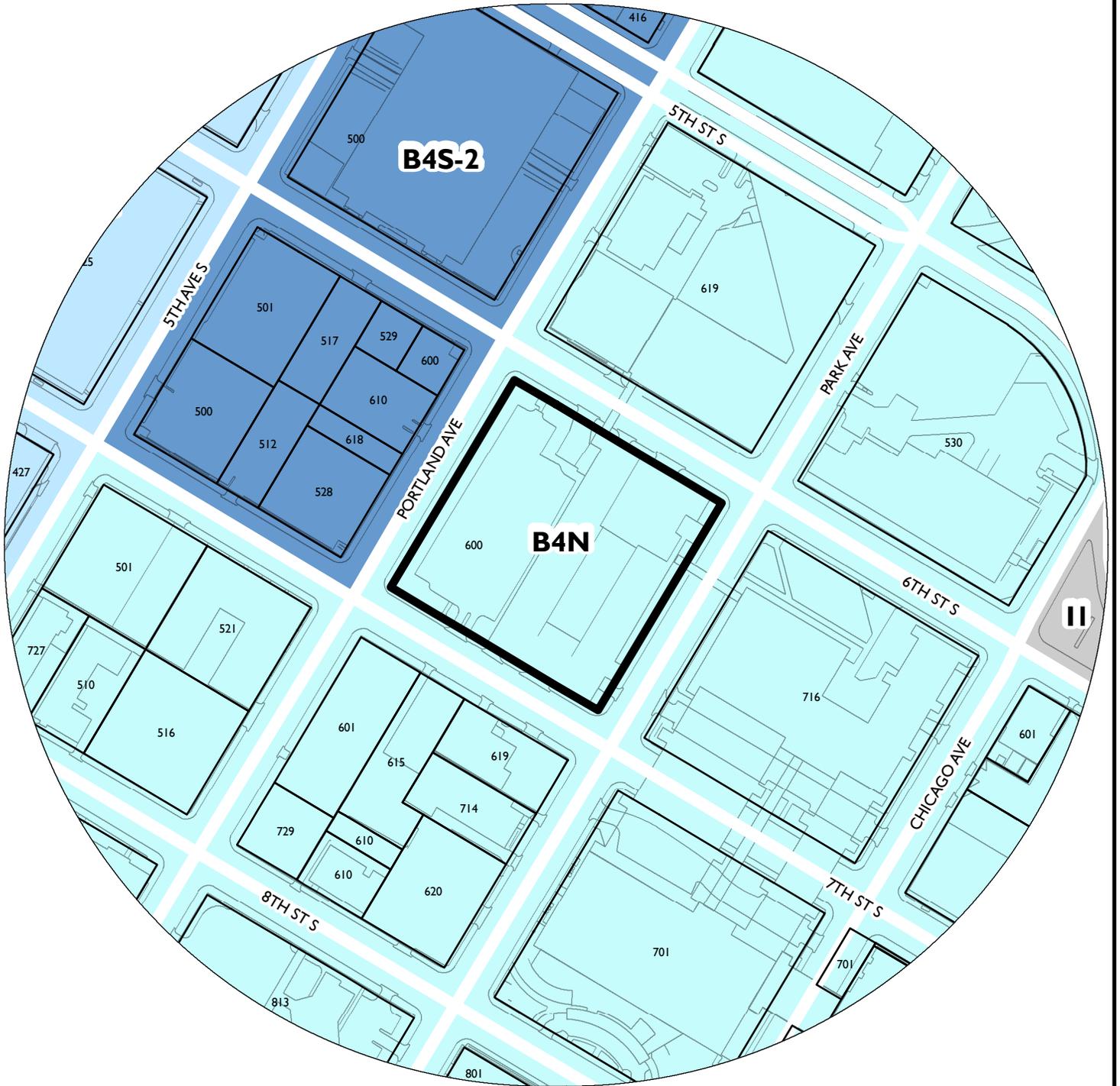
The HAND Identification sign design has been designed to integrate with the overall campus sign master plan and exterior branding currently in place. The exterior master plan was implemented in 2008.

Hennepin County Medical Center

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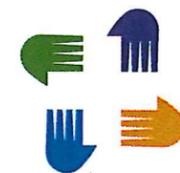
NAME OF APPLICANT

WARD



PROPERTY ADDRESS
600 Park Ave

FILE NUMBER
BZZ-7372



Hennepin County
Medical Center

Exterior Sign Design



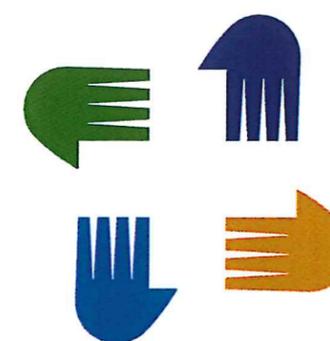
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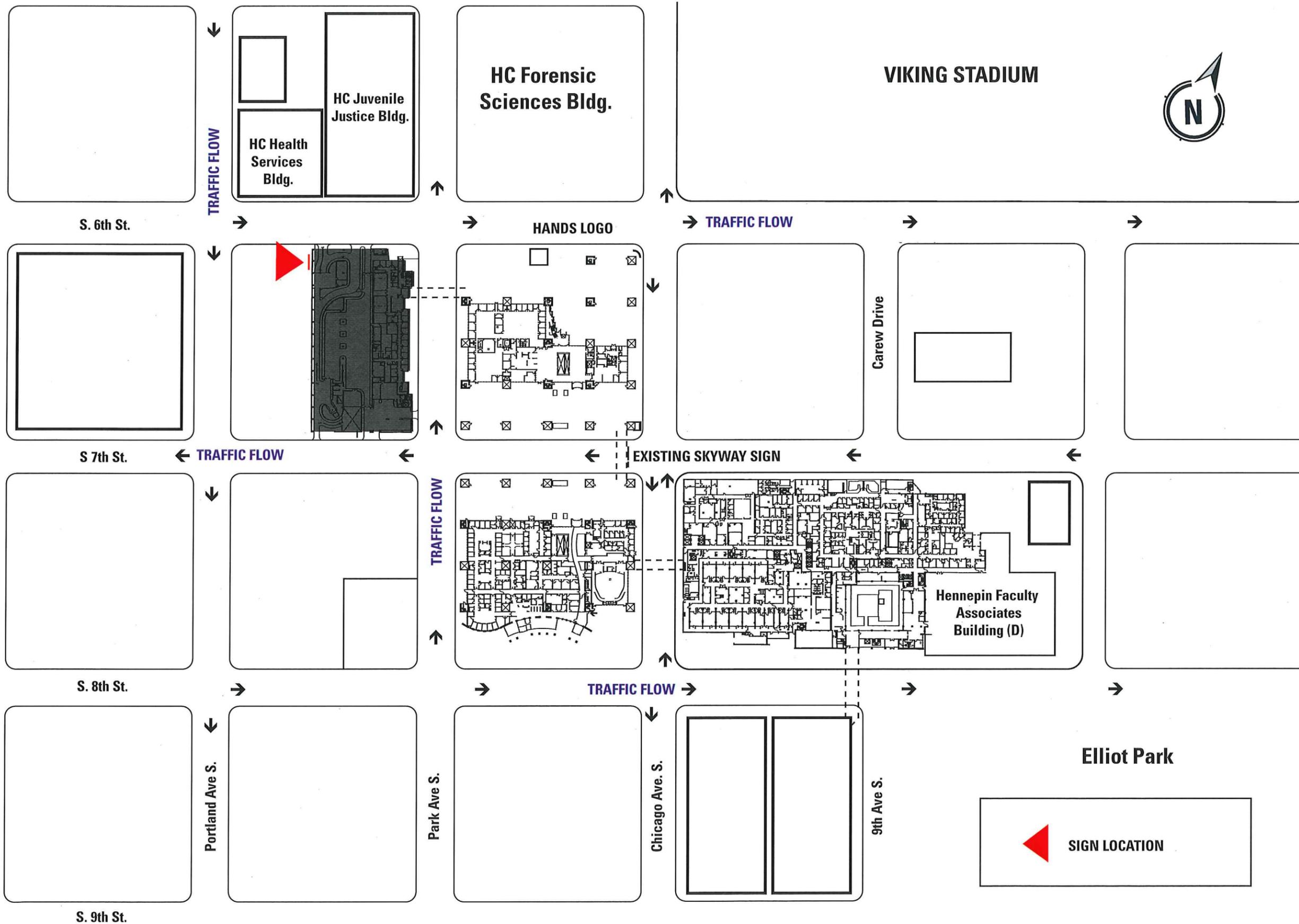
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08/20/15 cc



Hennepin County
Medical Center

Logo Placement on Wall Design



**VISUAL
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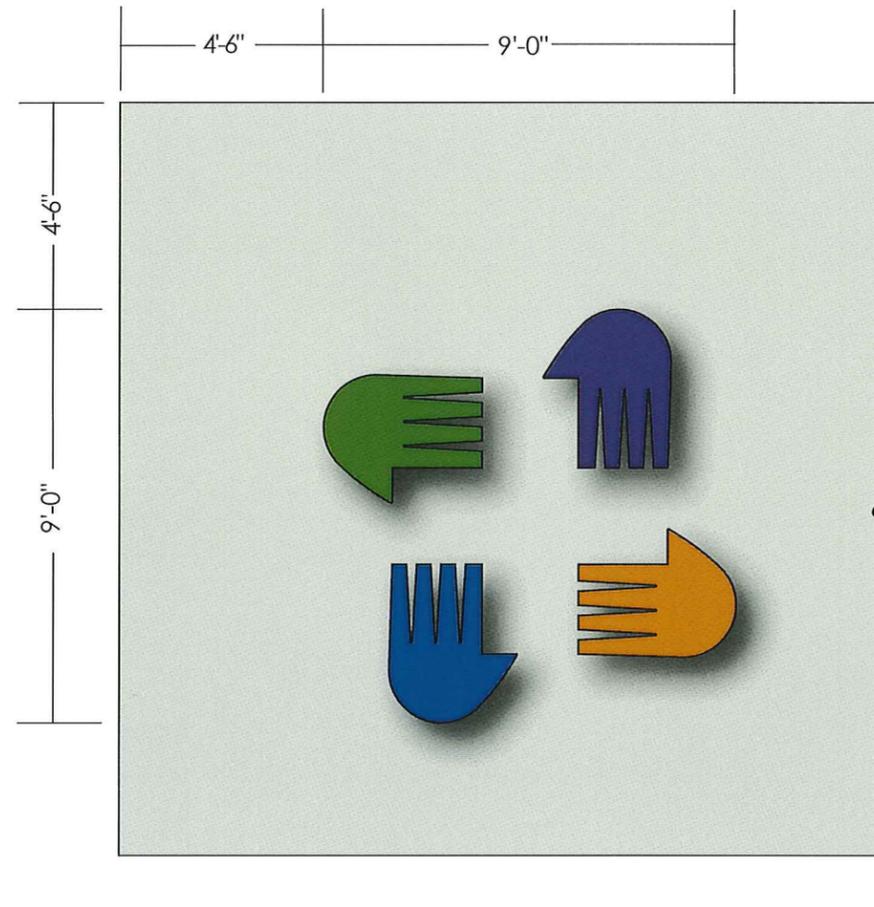
Project: 14.11.10
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 08/20/15 cc



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



SCALE: N.T.S.



EXTERIOR SIGN DESIGN



Hennepin County
Medical Center

Exterior Sign Design



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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



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Minneapolis, MN 55404
612-335-5846
www.elliottpark.org