



Request for City Council Committee Action from the Department of Community Planning & Economic Development – Planning Division

Date: June 12, 2008

To: Council Member Gary Schiff, Chair, Zoning and Planning Committee
Members of the Committee

Referral to: Zoning and Planning Committee

Subject: Application for two historic variances for the Young Quinlan Building located at 901 Nicollet Mall.

Recommendation: The Heritage Preservation Commission adopted the staff recommendation and unanimously recommends approval (to the Zoning and Planning Committee) of two historic variances for the Young Quinlan Building located at 901 Nicollet Mall. This property is located in the B4-2/Downtown Business District and the NM/Nicollet Mall Overlay District. The historic variances are to allow for a new sign package for JB Hudson Jewelry. The following are the requests that do not meet the Zoning Code provisions:

- To allow for a projecting sign (banners) to be increased from 12 feet to 40 feet
- To allow for the distance a projecting sign (banners) to be increased from 4 feet to 9 feet.

Previous Directives: N/A

Prepared or Submitted by: Aaron Hanauer, City Planner, 612-673-2494

Approved by: Jack Byers, Planning Supervisor, 612-673-2634

Presenters in Committee: Aaron Hanauer, City Planner

Financial Impact (Check those that apply)

- No financial impact (If checked, go directly to Background/Supporting Information).
- Action requires an appropriation increase to the _____ Capital Budget or _____ Operating Budget.
- Action provides increased revenue for appropriation increase.
- Action requires use of contingency or reserves.
- Business Plan: _____ Action is within the plan. _____ Action requires a change to plan.
- Other financial impact (Explain):
- Request provided to department's finance contact when provided to the Committee Coordinator.

Community Impact (use any categories that apply)

Ward: 7

Neighborhood Notification: The Downtown Minneapolis Neighborhood Association was notified of this application by letter, mailed on May 5, 2008.

City Goals: See staff report.

Comprehensive Plan: See staff report.

Zoning Code and Heritage Preservation Regulations: Section 525.530 of the Zoning Code and Section 599.490 of the Heritage Preservation regulations authorizes the historic variance applications:

Section 525.530: "In order to promote the use and conservation of historic properties, the city council also may grant variances from the provisions of this zoning ordinance to locally designated historic properties, as provided in Chapter 34 of the Minneapolis Code of Ordinances, Heritage Preservation Commission."

Section 599.490: "To encourage the preservation and reuse of landmarks and properties in historic districts by providing the commission with authority to recommend departure from the literal requirements of any of the applicable zoning regulations."

Living Wage/Job Linkage: Not applicable.

Other: Not applicable.

Background/Supporting Information Attached: Ryan Kronzer, on behalf of JB Hudson Jewelers, applied for two historic variances on April 21, 2008 for the Young Quinlan Building located at 901 Nicollet Mall. The Heritage Preservation Commission voted unanimously (9-0) to recommend approval of both historic variances on May 20, 2008. The findings and recommendations are respectfully submitted for your consideration.

Supporting Material

Appendix A: Heritage Preservation Commission Hearing and Testimony

Appendix B: Staff Report and Staff Report Appendices A-D

**CITY OF MINNEAPOLIS
HERITAGE PRESERVATION COMMISSION STAFF REPORT**

FILE NAME: 901 Nicollet Mall/Young Quinlan Building (BZH 25397)

CATEGORY/DISTRICT: Landmark

CLASSIFICATION: Historic Variance

APPLICANT: Shea Inc.

DATE OF APPLICATION: April 21, 2008

PUBLICATION DATE: May 13, 2008

DATE OF HEARING: May 20, 2008

APPEAL PERIOD EXPIRATION : May 30, 2008

STAFF INVESTIGATION AND REPORT: Aaron Hanauer

REQUEST: Historic variance to allow for a proposed sign package that does not meet Zoning Code requirements.

A. SITE DESCRIPTION AND BACKGROUND:

The Young Quinlan (YQ) Building, built in 1926, is located at the southeast corner of Ninth Street South at the Nicollet Mall. The YQ Building is a local landmark with interior and exterior designation. It is significant for its association with the early concept of high quality modern merchandising in Minneapolis. The Young Quinlan Department store was the first ready-to-wear shop in Minneapolis, and was originally opened in 1894 at 513 Nicollet Avenue.

The Young Quinlan Building has an impressive and ornate exterior appearance. The building is five stories above ground and 2 ½ stories below ground. All four sides of the building are finished in the same manner with tan brick. The first story is constructed of Kasota stone and has round and square arch display windows. Balustraded second story window have side lights and are framed in an alterative pattern of carved pillars and ionic pilasters. Between the second and third floors are silver flag poles that project approximately 9 feet from the building. The third through fifth stories have multi-paned windows with Kasota frames. The top story is accented by stone moldings above and beneath the windows.

The Young Quinlan Building has had four, 1st floor retail establishments over the last few years. Currently, the building has a Starbucks Coffee shop, Haskell's Wine Store, the new JB Hudson Jewelry location, and the Target commercial furniture store will be taking over the former Crate and Barrel location in the upcoming months.

B. HISTORIC VARIANCE APPICATION AND ORDINANCES:

The applicant, Shea Inc, is applying for a Certificate of Appropriateness and Historic Variance on behalf of JB Hudson Jewelry to allow for a sign package that does not meet three Heritage Preservation

Commission (HPC) Design Guidelines for On-Premise Signs and Awnings (see Section D for details) and two zoning code provisions. The scope of this application is to review how the sign package does not meet two zoning code requirements and the applicant's subsequent request for a historic variance. The three items that do not meet the HPC Design Guidelines are addressed in the COA application and staff report (BZH 25412).

For a historic variance, the Heritage Preservation ordinance requires the Heritage Preservation Commission to make findings that the variance is compatible with the preservation of the property and with other properties in the area, and that the variance is necessary to alleviate undue hardship due to special conditions or circumstances unique to the property and not created by the applicant (see Appendix A5 for Historic Variance provisions).

Section 525.530 of the Minneapolis Zoning Code and section 599.490 of the Minneapolis Heritage Preservation Regulations authorize the historic variance "to encourage the preservation and reuse of landmarks and properties in historic districts by providing the commission with authority to recommend departure from the literal requirements of any of the applicable zoning regulations."

C. PROPOSED CHANGES:

The applicant is proposing a sign package for JB Hudson Jewelers (see Appendix A4 for rendering). JB Hudson Jewelry extends 149 of the 215 linear feet of the YQ Building along 9th Street, and 43 of the 157 linear feet of the YQ Building along Nicollet Mall. The proposal includes adding 10 awnings, an awning valance, 9 banners, and 5 wall signs. None of these signs are proposed to be illuminated. The total square footage of signage is proposed to be 459 square feet; 357 square feet of signage along 9th Street and 102 square feet along Nicollet Mall. The color of the signs is a shade similar to lime green (Pantone 576C).

Of the 10 awnings proposed, eight awnings would be located along 9th Street South and two along Nicollet Mall. They would be built to a height of 12 feet and would read "jb hudson jewelry." The square footage of the lettering, which is what is considered when calculating signage square footage, is 2.2 square feet per awning (total of 22 square feet). The awning valance also displays the words "jb hudson jewelry" on three sides. The square footage of the lettering on the valance, like the awnings is 2.2 square feet, therefore adds 6.6 square feet of additional signage. The total square footage of awning signage is 28.6 feet.

The nine proposed banners would be built to a height of 40 feet and project 9 feet. There would be six banners along 9th Street South, one at the corner of the building, and two banners along Nicollet Mall. The banner would display a "jb" logo and the words "jb hudson jewelry" at the bottom on both sides. The square footage of the logo and lettering is 48 square feet per banner, for a total of 432 square feet.

The five proposed wall signs complete the sign package for JB Hudson Jewelers. These signs are proposed to be bronze plates and read "jb hudson jewelry." Four of these signs are less than one square foot; another sign is proposed to be 9 square feet and placed at the corner of the building, where a sign has typically been for this building. The total square footage of wall signs is 12 square feet. These signs will reuse the existing holes in the masonry, thus preserving the integrity of the masonry.

Note: The JB Hudson awnings, placards, and one banner are currently installed. They were installed without CPED approval or approval of a sign permit application (see Appendix C4).

D. ZONING CODE AND PRESERVATION ANALYSIS

New signs proposed for historic landmarks and districts are required to comply with the City of Minneapolis zoning code as well as the Heritage Preservation Commission Guidelines for On-Premise Signs and Awnings. When there is a conflict between the zoning code and the HPC Guidelines, the more restrictive provision applies.

The Young Quinlan Building, located at 901 Nicollet Mall, is zoned B4-2 and is in the Nicollet Mall Overlay District. The purpose of the Nicollet Mall Overlay District is to, “Preserve and encourage the pedestrian character of the Nicollet Mall area and to provide a street level activity by creating a pleasant and unique pedestrian environment.” In addition, the Nicollet Mall Overlay District encourages awnings and canopies in order to provide protection for pedestrians and to emphasize individual uses and entrances.

The following is a matrix that describes how the square footage of the proposed sign package will be in compliance with the zoning code as well as the five ways that the proposed sign package did not meet the Zoning Code and/or HPC Design Guidelines for On-Premise Signs and Awnings. The applicant is applying for a Historic Variance for the following items that did not meet the zoning code provisions:

The height of the projecting sign

The distance a projecting sign projects.

Note: For the zoning code and heritage preservation review, the Zoning Administrator determined that the banners were considered projecting signs.

Table 1: Sign Package Analysis

Particular	Zoning Code Allowance	HPC Guidelines	Proposed	Analysis
Total sign square footage: 9 th Street	753 square feet	Not addressed in general sign guidelines. Details are in specific sign requirements.	366 square feet	Building would be in compliance with Zoning Code if application approved
Total sign square footage: Nicollet Mall	550 square feet	Not addressed in general sign guidelines. Details are in specific sign requirements.	102 square feet	Building would be in compliance with Zoning Code if application approved
Number of signs	No limit with size allocation	Two signs per street frontage	18 signs proposed on 9 th Street South and 7 are proposed on Nicollet Mall	Does not meet HPC requirements
Allowed square footage for awning signs.	120 square feet	6 square feet	28.6 square feet	Does not meet HPC requirements
Projecting sign size (banners)	48 square feet	12 square feet	48 square feet	Does not meet HPC requirements
Projecting sign height (banners)	12 feet (Nicollet Mall Overlay District)	14 feet	40 feet	Does not meet Zoning Code and HPC requirements
Projecting sign extension (banners)	4 feet	4 feet	9 feet	Does not meet Zoning Code and HPC requirements

E. HISTORIC VARIANCE ANALYSIS:

As mentioned in Section B of this report, before recommending approval of a historic variance, the HPC needs to make findings that the variance is compatible with the preservation of the property and with other properties in the area, and that the variance is necessary to alleviate undue hardship due to special conditions or circumstances unique to the property and not created by the applicant.

The historic variance is needed to allow for a sign package that does not meet the Zoning Code requirements for on-premise signs. In particular, the historic variance is needed to allow for the maximum height of a projecting sign to be increased from 12 feet to 40 feet, and for a the maximum extension of a projecting sign outward from the building to be 9 feet rather than the required 4 feet.

The applicant states that the need for the historic variance is in order to maintain the historic façade (see Appendix A). CPED recognizes that the proposal has been sensitive to the historic exterior character of the Young Quinlan Building in at least three ways. First, the proposal uses existing flag poles rather than proposing to drill additional holes into masonry or mortar joints. These flag poles have been a part of the building since 1929 and have been used for other tenant signage (see Appendix B1 and C1). Second, the proposed square footage of the sign package is below what is allowed by the Zoning Code for this zoning district. Third, the signs do not cover up architectural details of the building.

CPED also believes that the proposed sign package is compatible with local landmark and other properties in the area. As previously mentioned, the proposed amount of signage is within what the zoning code square footage allowance. In addition, staff feels that the sign package does not detract from the pedestrian feel of the area, add to sign clutter, or set a precedent for allowing for an increase in height for signage.

F. PUBLIC COMMENTS:

CPED notified property owners within 350 ft. of the historic variance request. A letter was received from the Downtown Council, who reviews sign permit applications along Nicollet Mall, and wrote a letter in support of the proposed sign package for JB Hudson Jewelry (see Appendix C).

G. FINDINGS:

1. The Young Quinlan Building located at 901 Nicollet Mall is a City of Minneapolis landmark.
2. The proposed sign package for JB Hudson does not meet the Zoning Code requirements for the height of a projecting sign and for how far a projecting sign is allowed to project.
3. The proposed sign package is compatible with the preservation of the property and with the other properties in the area including the Nicollet Mall.
4. The historic variance will help protect the architectural integrity of the Young Quinlan Building by allowing for a sign package that does not harm the exterior of the building and does not cover up important architectural details.

H. STAFF RECOMMENDATION:

Staff recommends that the HPC adopt staff findings and **approve** the Historic Variance to allow for the proposed projecting signs to be built to a height of 40 feet, and for the projecting signs to be allowed to extend nine feet from the building with the condition that CPED-Planning review and approve the final sign permit application.

I. ATTACHMENTS:

Appendix A: Application

Appendix B: Historic Photos

Appendix C: Staff Photos

Appendix D: Nicollet Mall Advisory Board Letter

Minneapolis Heritage Preservation Commission

May 20, 2008, Room 317

Staff: Aaron Hanauer

Planning Supervisor: Jack Byers

Date of Appeal: June 12, 2008

Chair Larsen: We will move on to our second item of the evening, 901 Nicollet Mall, Young Quinlan Building, Ward 7, Staff Aaron Hanauer.

Staff Hanauer: Good evening, Chair Larsen, Commissioners. The JB Hudson sign proposal is the second item here. There are the two applications, the Certificate of Appropriateness and the Historic Variance, for this overall sign package. I'll break the presentation into five parts including those two applications. I'll have the background, then go into describing the sign package, have an analysis of the zoning code, and then I'll get into the particulars of the applications that are requested.

Chair Larsen: Just to keep things moving along, we have reviewed the package so I think we can maybe keep it down to the, not so much the nitty gritty, but just abbreviated.

Staff Hanauer: Ok, certainly. I will be succinct, please keep me on track if I stray. Would you like me to go straight into the ...

Chair Larsen: Certainly the history and the PCS.

Staff Hanauer: Ok, very good. Built in 1926, interior and exterior is significant for its association with the early concept of high-quality, modern merchandising in Minneapolis. As the first ready-to-wear shop built in Minneapolis, the original Young Quinlan building was opened in 1894 at 513 Nicollet Avenue. This building, built in 1926 as I mentioned, has five stories. The first story has bay windows, the arch and square bay windows. Second story with the balustraded windows, side lights, and the carved pillars and framed windows. One other point I'm going to bring up is the flagpoles. This is a picture from 1929 and the flagpoles that allow the signage are shown in this picture. In recent history there's been four first floor establishments: the Crate & Barrel store was right here where the new Target interior decorating store would be; Starbucks, and the JB Hudson building does have exposure both on the Nicollet Mall and 9th Street. The JB Hudson and Haskell's is further east along 9th Street. JB Hudson has 43 linear feet of exposure on Nicollet Mall and 149 along 9th Street. The proposed sign package includes 10 awnings, one awning valance, 9 banners, and five wall signs. None of them are proposed to be illuminated. The color is a shade close to lime green and that was important due to it not being a day-glow color which is not allowed by the guidelines. I know that you've read the details, so you have the canvas awning signs, the banners, and the wall signs. I'll jump into how this does not comply with the zoning code and the Heritage Preservation Commission Guidelines. First, with the zoning code, 901 Nicollet Avenue is zoned B4-2 and it's also in the Nicollet Mall Overlay District. The Nicollet Mall Overlay District allows more signage, 3.5 sq. ft. of signage per linear foot compared to the base zoning of B4-2. But it also

encourages having awnings and canopies to preserve and encourage the pedestrian character. Getting to the five parts of where it doesn't meet the zoning code of the guidelines. For the guidelines, the number of signs allowed per frontage with an entrance is two per side and this sign package proposes 18 along 9th Street and 7 along Nicollet Mall. That's the first part of the Certificate of Appropriateness they are applying for. The second is the allowed square footage for the awning signs. Total allowed by the guidelines is 6 square feet, they are proposing 28.6 with the ten awnings and the awning valance. The third is the size of the projecting sign. These banners were considered both in the analysis of the zoning code and the guidelines to be projecting signs and the guidelines state that they are allowed to be 12 square feet. These are proposed to be 48 square feet. The two items for the Historic Variance that they are asking for, the height of the projecting signs are allowed to be 12 feet in heights. These are proposed to be 40 feet. The amount that it projects, these are proposed to project 9 feet and the zoning code allows them to project 4 feet. That's the third part of this presentation. We'll focus in on the Certificate of Appropriateness application now and going through the staff recommending approval for this and perhaps on voting for this Certificate of Appropriateness. We'll get into the Historic Variance after that. So with the guidelines, they state that the HPC, when looking to grant approval for a C of A, they should consider the building condition, the building orientation, the historic precedence that this might set, and is this an exceptional design. Staff felt that the proposal has been sensitive to the historic exterior of the Young Quinlan Building in at least three ways. First, they are proposing to use the flagpoles that have been a part of this building since at least 1929, if not in the original design. It won't have additional drilled holes into the mortar joints or into the masonry. Also, staff didn't see that this covered up architectural details for this building, which is important in the design scheme. CPED recognizes that the Nicollet Mall Overlay District encourages more signage in addition to the awnings, which is part of this proposal. For those reasons, staff is recommending approval of the Certificate of Appropriateness first to allow the number of signs, 25 total, second to allow for 28.6 sq. ft. of signage for the awnings, and third to allow the projecting sign to be 48 sq. ft. and not 12 sq. ft. in size. That ends my staff presentation, I'd be happy to answer any questions for the Certificate of Appropriateness or the overall package.

Chair Larsen: Are there questions for staff? Commissioner Crippen.

Commissioner Crippen: I was looking page four of your report and the second paragraph down it said "granting of a Certificate of Appropriateness will not set a detrimental precedent" and I was wondering if you could expand on that a little bit and talk about why you don't think this would set a precedent.

Staff Hanauer: Chair Larsen, Commissioner Crippen, we are looking at the Certificate of Appropriateness staff report on page four?

Commissioner Crippen: Page four, yes, you were talking in the context of the Overlay District and is that the reason that, have we not dealt before with historic guidelines in this overlay district, is that the issue, or what?

Staff Hanauer: Staff felt in looking at this particular case that for at least two reasons it would not set a negative precedence. First, yes being in that Nicollet Mall Overlay District it does allow for more signage that this might be a particular case that won't come up as often, but second that using these poles and using the drilled holes that are in the building currently, that this was sensitive to not harming the masonry and using the poles that have been used for signage by previous tenants.

Chair Larsen: Commissioner Anderson.

Commissioner Anderson: Mr. Hanauer, are you talking about the poles that are holding the banners?

Staff Hanauer: Yes, Chair Larsen and Commissioner Anderson, the poles holding the flags here. I do have a picture, maybe it was in the report, of the Crate & Barrel banner.

Commissioner Anderson: I'm a little confused about banners. You say in the zoning code they are considered projecting signs? Are banners not changed, are they always there? I'm not really clear on banners.

Staff Hanauer: Commissioner Anderson, in looking at the definition of the projecting sign, in order to look at the height, the banner had to be plugged into, fit into, what the zoning code calls one type of sign or the other. A projecting sign is the one that this had to be considered when analyzing both the variance in the zoning code and in the HPC guidelines.

Chair Larsen: So it is intended that these signs are not going to be changed out. This is not like a "spring is here" banner that the City puts on up on the light poles. This is, as a projecting sign, basically a permanent sign that will only be replaced at it deteriorates.

Staff Hanauer: Chair Larsen, that is my understanding.

Chair Larsen: Does that answer your question?

Commissioner Anderson: Yes.

Chair Larsen: Alright, other questions of staff? Ok, seeing none is there anyone who wishes to speak for or against this application?

Bruce Heizinga: Hi, my name is Bruce Heizinga and I'm a manager at JB Hudson. I'm here on behalf of Jeannie Joss, our president and CEO, who had a very last minute conflict and apologizes for not being here. We are seeking your support, and it's our position that this is going to help create a vibrant pedestrian environment. I have Ryan Kronzer here from Shea Architects to answer any questions that you might have regarding design.

Chair Larsen: I have a quick question for you in follow up to Commissioner Anderson's question. So these would be permanent signs to be mounted throughout the year?

Bruce Heizinga: Right, it's a branding logo.

Chair Larsen: Alright. Commissioner Crippen has a question for you.

Commissioner Crippen: A follow up in that same vein, are they going to behave like banners and flags and flap or are they going to be stationary? I mean, what's the material and how rigid is it?

Bruce Heizinga: I believe they do move, it's canvas.

Chair Larsen: Canvas, alright. Commissioner Lee.

Commissioner Lee: So they'll behave similar to the Crate & Barrel ones?

Bruce Heizinga: Correct.

Chair Larsen: Alright, any other questions? No? Thank you. Is there anyone else who wishes to speak for or against this application? Seeing none, I'll close the public hearing. Commissioners, what's your pleasure? Commissioner Lemmon.

Commissioner Lemmon: I'd like to make a motion to accept staff findings for both. Do we need to make two motions?

Chair Larsen: I don't believe so, I think we have just the ... would you like to adopt staff findings?

Commissioner Lemmon: I would like to adopt staff findings and I'm not sure exactly how you would like me to state that ...

Chair Larsen: You can state it as simply as it is written.

Commissioner Lemmon: Ok, I'd like to make a motion to approve staff findings, that the HPC adopt staff findings and approve the Certificate of Appropriateness to allow for the 18 signs along 9th Street South and 7 signs along Nicollet Mall (25 signs total), 28.6 sq. footage of awning signs, and to allow for projecting signs be 48 sq.ft. in size with the condition that CPED-Planning review and approve the final sign permit application. Must we also then approve the Historic Variance?

Chair Larsen: Are we going to take that up next? Yes ...

Commissioner Ollendorf: I'll second.

Chair Larsen: Ok, so we have a motion to adopt staff findings and approve the Certificate of Appropriateness as in our staff report and seconded by Commissioner Ollendorf. Is there further discussion on the second?

Commissioner Messenger: I just want to make a comment that I think the sign package is absolutely fabulous. The color, design, it really works on this historic building, so congratulations.

Chair Larsen: Ok, thanks.

Commissioner Lemmon: I think the one thing we have to be aware of in looking at this is one of the things that they did in looking at this particular building they basically very sensitively looked at how this building was previously signed and went back to that standard. So in some ways, even though we ask questions and look at our guidelines, we need to also ask what is correct for this particular building.

Chair Larsen: I would agree with you that this appeals to me much more than the "W."

Commissioner Lemmon: Is that a commentary?

Chair Larsen: No, it's a personal opinion and a professional opinion, I guess, in terms of it doesn't obscure the character of the building and it respects the way it was originally used. Alright, is there any further discussion? Seeing none, I'll call the role.

Clerk: Commissioner Mack?

Commissioner Mack: Aye.

Clerk: Lee?

Commissioner Lee: Aye.

Clerk: Crippen?

Commissioner Crippen: Aye.

Clerk: Anderson?

Commissioner Anderson: Aye.

Clerk: Messenger?

Commissioner Messenger: Aye.

Clerk: Larsen?

Commissioner Larsen: Aye.

Clerk: Lemmon?

Commissioner Lemmon: Aye.

Clerk: Kelley?

Commissioner Kelley: Aye.

Clerk: Ollendorf?

Commissioner Ollendorf: Aye.

Chair Larsen: Ok, that's unanimous. Terrific. Alright, so then we will move on to our second aspect of this application which is the Historic Variance.

Staff Hanauer: Did you want to hear the background of this building again? No ... so the two historic variances, the height of a projecting sign for the zoning code is allowed to be 12 ft in height. The banners will be 40 feet. The second, the distance that the projecting sign can project according to the zoning code as well as the HPC guidelines is 4 feet, this is 9 feet. As stated in the Heritage Preservation Ordinance, for a Historic Variance the HPC must make findings that the variance is first compatible with the preservation of the property, second preservation of the area, and third the variance is necessary to alleviate an undue hardship due to special conditions or circumstances unique to the property and not created by the applicant. For the sign proposal, CPED recognized that the proposal has been sensitive to the exterior character of the Young Quinlan building, going back to not having additional drill holes and that the banners don't hide architectural details. They also felt that the amount of signage is compatible with the landmark and the other properties in the area since the sq. footage is within zoning code requirements. In addition, staff feels that the sign package doesn't detract from the pedestrian field, the area, add sign clutter, or set a precedent to allow for an increase in height for signage. Something I forgot to mention which is important for these buildings is that the Downtown Council also did submit a letter of approval for the whole sign package. In the staff report I do want to make a correction that staff is recommending that HPC adopt staff findings and recommend approval for the Historic Variances and not approve the Historic Variances, since it's the Zoning and Planning Committee who will make the final decision on this application. So, that is, once again, for the height of the projecting signs and second the amount it projects. I'll be happy to answer questions you might have.

Chair Larsen: Any questions for staff? Commissioner Kelley?

Commissioner Kelley: I think that it's pretty clear that we're all pretty positive about this sign package but I had a question about the Historic Variance requirements, the required findings for a historic variance, that it's necessary to alleviate undue hardship due to special conditions or circumstances, and this is A-5 in the package. I wonder what's the comment on that, it seems like we don't have any undue hardship and that we can't really meet that particular clause, but, is there some logic on that?

Staff Hanauer: Chair Larsen and Commissioner Kelley ... I guess with this building being in the heart of the Nicollet Mall Overlay District and the guidelines really restrict the amount of signage that is allowed for a building. So, they were well below the sq. footage allowed and kept that in mind with the sign proposal. Along with this being an historic building, limiting where you can put signs, how you can place them, all those things, they really restrict. And I know that's something that we don't always consider for every single landmark, but given the placement of this building they were things that we considered for the hardship.

Chair Larsen: Ok, are there any other questions for the staff before we open the public hearing? Alright, then we'll open the public hearing. Is there anybody who wishes to speak for or against this application? Ok, seeing none I will close the public hearing. Commissioners, what's your pleasure?

Commissioner Lemmon: I would like to make a motion that we adopt staff findings and recommend approval of the Historic Variance to allow for the proposed projecting signs to be built to a height of 40 feet, and for the projecting signs to be allowed to extend nine feet from the building with the condition that CPED-Planning review and approve the sign permit application.

Chair Larsen: Ok, terrific. We have a motion on the floor. Is there a second to that motion?

Commissioner Messenger: I'd like to second that.

Chair Larsen: Commissioner Messenger, quick on the draw. Is there any discussion on that item, any comments from the Commissioners? Seeing none, we'll call the role.

Clerk: Commissioner Mack?

Commissioner Mack: Aye.

Clerk: Lee?

Commissioner Lee: Aye

Clerk: Crippen?

Commissioner Crippen: Aye.

Clerk: Anderson?

Commissioner Anderson: Aye

Clerk: Messenger?

Commissioner Messenger: Aye.

Clerk: Larsen?

Commissioner Larsen: Aye.

Clerk: Lemmon?

Commissioner Lemmon: Aye.

Clerk: Kelley?

Commissioner Kelley: Aye.

Clerk: Ollendorf?

Commissioner Ollendorf: Aye.

Chair Larsen: Alright, that motion carries unanimously. Congratulations and good luck. We look forward to seeing it in place.