



**LAND USE APPLICATION SUMMARY**

*Property Location:* 800 North 1st Street  
*Project Name:* Star Tribune sign replacement  
*Prepared By:* Mei-Ling Smith, City Planner, (612) 673-5342  
*Applicant:* Kevin Desmond, Star Tribune Media Co.  
*Project Contact:* Carol Lansing, Faegre Baker Daniels LLP  
*Request:* To install an internally illuminated wall sign facing Plymouth Ave N.  
*Required Applications:*

<b>Expansion of a Legal Nonconforming Use</b>	To allow a new, 408 square-foot illuminated sign in the R6 Multiple Family District.
---	--

**SITE DATA**

<b>Existing Zoning</b>	II Light Industrial District, R6 Multiple Family District IL Industrial Living Overlay District, DH Downtown Height Overlay District, DP Downtown Parking Overlay District, MR Mississippi Critical Area Overlay District, SH Shoreland Overlay District
<b>Lot Area</b>	699,745 square feet / 16.06 acres
<b>Ward(s)</b>	3, adjacent to Ward 5
<b>Neighborhood(s)</b>	North Loop Neighborhood Association, adjacent to Northside Residents Redevelopment Council
<b>Designated Future Land Use</b>	Transitional Industrial, Parks and Open Space
<b>Land Use Features</b>	n/a
<b>Small Area Plan(s)</b>	<u>Mississippi National River and Recreation Area Comprehensive Management Plan (1995); North Loop Small Area Plan (2010)</u>

<b>Date Application Deemed Complete</b>	March 8, 2016	<b>Date Extension Letter Sent</b>	Not applicable
<b>End of 60-Day Decision Period</b>	May 7, 2016	<b>End of 120-Day Decision Period</b>	Not applicable

## BACKGROUND

**SITE DESCRIPTION AND PRESENT USE.** The subject site is located approximately 340 feet to the west of the Mississippi River, near the intersection of Plymouth Avenue North and North 2nd Street. The property is approximately 16 acres (699,745 square feet) in size, and the existing two-story/54-foot-tall building has a footprint of approximately 290,000 square feet and a gross floor area of 397,000 square feet. The existing structure was constructed in 1987 to house the printing plant for the Star Tribune Media Company, and it is still used for this purpose. The primary entrance to the building faces 8th Avenue North, while the truck parking and loading area is between the building and Plymouth Avenue North.

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

**SURROUNDING PROPERTIES AND NEIGHBORHOOD.** The area includes a wide variety of zoning districts and uses in the immediate vicinity. The site is approximately one block to the east of Washington Avenue North, which is a Commercial Corridor. The site is adjacent to the B4N Downtown Neighborhood District, C3A Community Activity Center District, and C2 Neighborhood Corridor Commercial District. The North Washington Jobs Park Industrial Employment District is located directly to the north. The predominant land uses in the area are multiple-family dwellings, offices, public parks, light industrial businesses, and commercial uses.

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

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

An expansion of a legal nonconforming use is required to allow an illuminated wall sign exceeding 16 square feet in area and 14 feet in height in the R6 district, per section 543.250 of the zoning code.

**RELATED APPROVALS.** The Heritage Preservation Commission approved a Certificate of Appropriateness for the proposed wall sign at its February 16, 2016 meeting.

Planning Case #	Application	Description	Action
BZH-28970	Certificate of Appropriateness	To allow a wall sign that does not meet the guidelines in the <i>Design Guidelines for On-Premise Signs and Awnings</i> .	Approved by the HPC on February 16, 2016.

**PUBLIC COMMENTS.** Staff has received a letter of support from the North Loop Neighborhood Association. Any additional correspondence received prior to the public meeting will be forwarded on to the Planning Commission for consideration.

## ANALYSIS

### EXPANSION OF A NONCONFORMING USE

The Department of Community Planning and Economic Development has analyzed the application to allow a new, 408 square-foot illuminated wall sign based on the following findings:

1. *A rezoning of the property would be inappropriate.*

The portion of the property containing the proposed sign has industrial zoning and contains an industrial use, as printing plants are first allowed as permitted uses in the I1, I2, and I3 districts. Printing and publishing is also allowed as a conditional use in the C2 and C4 zoning districts. The portion of the property that is closest to the Mississippi River is zoned R6, as consistent with other riverfront properties in this area. The current zoning designation of R6 for the portion of the property nearest the river is appropriate given the context and surrounding zoning classifications.

2. *The enlargement, expansion, relocation, structural alteration or intensification will be compatible with adjacent property and the neighborhood.*

The illuminated sign would be compatible with adjacent properties and the neighborhood. The proposed sign would be approximately 408 square feet in area (10.2 feet tall by 40 feet wide) and 41 feet above grade, while signs serving nonconforming nonresidential uses in the residential districts are permitted to be 16 square feet in area and 14 feet in height, and limited to one, nonilluminated flat wall identification sign. The proposed sign would face a large, on-site parking lot that separates the sign's building wall from Plymouth Avenue N by approximately 500 feet. The sign would not be visible from any residential properties and would directly face commercial and industrial zoning districts and uses. The applicant is proposing white, low voltage LED internal lighting for the sign so that it is compatible with adjacent property and the neighborhood.

3. *The enlargement, expansion, relocation, structural alteration or intensification will not result in significant increases of adverse, off-site impacts such as traffic, noise, dust, odors, and parking congestion.*

The expansion of the non-conforming use would not result in significant increases of adverse off-site impacts. There is currently adequate off-street parking provided on the property, and no additional traffic, noise, dust, odors, or parking congestion would be expected with the proposed illuminated sign.

4. *The enlargement, expansion, relocation, structural alteration or intensification, because of improvements to the property, will improve the appearance or stability of the neighborhood.*

The proposed expansion of the non-conforming use would be on the exterior northwest elevation facing Plymouth Avenue North. Allowing the applicant to construct the 408 square foot sign would likely improve the appearance and stability of the neighborhood without causing adverse impacts.

5. *In districts in which residential uses are allowed, the enlargement, expansion, relocation, structural alteration or intensification will not result in the creation or presence of more dwelling units on the subject property than is allowed by the regulations of the district in which the property is located.*

The proposed addition would not result in the creation of any dwelling units. The entire building would continue to be used as a printing plant and offices.

6. *The enlargement, expansion, relocation, structural alteration or intensification will not be located in the Floodway District.*

The property is not located in the Floodway District.

## RECOMMENDATIONS

The Department of Community Planning and Economic Development recommends that the City Planning Commission adopt staff findings for the application by Carol Lansing, on behalf of Star Tribune Media Co., for the property located at 800 1st Street N:

### **A. Expansion of a Nonconforming Use.**

Recommended motion: **Approve** the application for an expansion of a nonconforming use to allow a 408 square foot wall sign.

## ATTACHMENTS

1. Written description and findings submitted by applicant
2. Zoning map
3. Survey
4. Sign plans and renderings
5. Building elevations
6. Photos
7. Correspondence

**STAR TRIBUNE PRINTING PLANT  
APPLICATION FOR ALTERATION OF A NONCONFORMING USE**

**MARCH 7, 2016**

**PROJECT DESCRIPTION**

The Star Tribune Media Company is requesting approval of an Alteration of a Nonconforming Use to replace an existing painted sign on its printing plant building located at 800 1<sup>st</sup> Street North (the “Property”) with an aluminum, internally-lit wall sign. The existing painted sign is located on the northwest facade of the building, oriented toward Plymouth Avenue. The proposed wall sign would be installed in the same location and is sized to just cover the painted sign, which is faded and includes an outdated brand slogan. The existing 408-square foot, 41-foot high painted wall sign exceeds the maximum area allowed under current zoning regulations for wall signs in the Industrial districts of 180 square feet and the maximum allowed height of 28 feet. The existing sign is legally nonconforming.

The plant building was constructed in 1986. It is 2 stories and approximately 54 feet in height. The ground floor footprint is approximately 290,000 square feet and the gross floor area is approximately 397,000 square feet. The facade on which the proposed sign would be located is over 670 feet long; the taller segment of this facade on which the sign is to be located is 161 feet long. The proposed sign is 408 square feet (10.2’ x 40’) and will be approximately 41 feet high. As noted, the height and size of the sign will serve to cover up the existing painted sign. The building wall is brown-painted metal panel. Using brown paint to cover the white sign would look like an area of painted-over graffiti because new paint would not truly match the color of the old. The cost of repainting the entire building wall is not feasible due to its size (nor is repainting needed).

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

Because a portion of the Property is located in the St. Anthony Falls Historic District, the sign proposal was reviewed by the Heritage Preservation Commission, which granted a Certificate of Approval on February 16, 2016. The North Loop Neighborhood Association also voted in support of the proposed sign.

## REQUIRED FINDINGS

- (1) *A rezoning of the property would be inappropriate.*

The majority of the Property is zoned I1, Light Industrial. The printing plant building is located on the I1-zoned portion of the property. Printing and publishing, including distribution, are permitted uses in the I1 District. The remainder of this split-zoned parcel - an open space area on the northeast side of the Property adjacent to West River Parkway - is zoned R6. The Property is guided as Transitional Industrial on the future land use map of the comprehensive plan. The *North Loop Small Area Plan* guides the Property for continued industrial use.

Land southeast of the Property is zoned C3A and guided as Urban Neighborhood. Land to the southwest is zoned B4N and guided Mixed Use. Land to the north is zoned I1 and I2 (with the exception of a parcel adjacent to the Property at the intersection of Plymouth Avenue and 2<sup>nd</sup> Street North that is zoned C2) and is guided Industrial.

Rezoning of the Property to a non-industrial district would not be consistent with the land use guidance of the small area plan, which supports the existing printing use and calls for continued industrial use should the Star Tribune cease its operations on the Property. It would also be inappropriate because it would make the Star Tribune's printing and distribution use nonconforming. Rezoning to a more intensive industrial district would be incompatible with the adjacent C3A District to the southeast and would not change the dimensional regulations applicable to the sign.

- (2) *The enlargement, expansion, relocation or intensification will be compatible with adjacent property and the neighborhood.*

The proposed sign will be essentially the same size as the existing sign and will be compatible with the adjacent property and the neighborhood. The sign will only be visible from land to the north and northwest of the Property, land which is primarily industrial in both zoning and use. It will not be visible from the residentially-used properties on the other side of the plant building. The height and size of the proposed sign is proportional to this very large building. The size is compatible with adjacent property because of the great setback of the building (at least 500 feet) from Plymouth Avenue, the street at which the sign is directed and from which it will be viewed.

- (3) *The enlargement, expansion, relocation or intensification will not result in significant increases of adverse off-site impacts such as traffic, noise, dust, odors and parking congestion.*

The proposed alteration relates only to signage and will have no impacts such as increases in traffic, noise, dust, odors or parking congestion.

- (4) *The enlargement, expansion, relocation or intensification, because of improvements to the property, will improve the appearance or stability of the neighborhood.*

The new sign will improve the appearance of the Property and area by replacing a faded, out-of-date sign with an attractive sign made of high-quality materials. The new sign will announce and reflect the active industrial use occurring within the building and the ongoing vitality of the region's largest newspaper. The color and illumination of the sign will enliven this industrial intersection.

- (5) *In districts in which residential uses are allowed, the enlargement, expansion, relocation or intensification will not result in the creation or presence of more dwelling units or rooming units on the subject property than is allowed by the regulations of the district in which the property is located.*

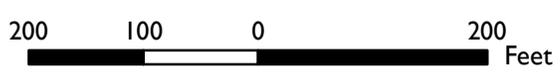
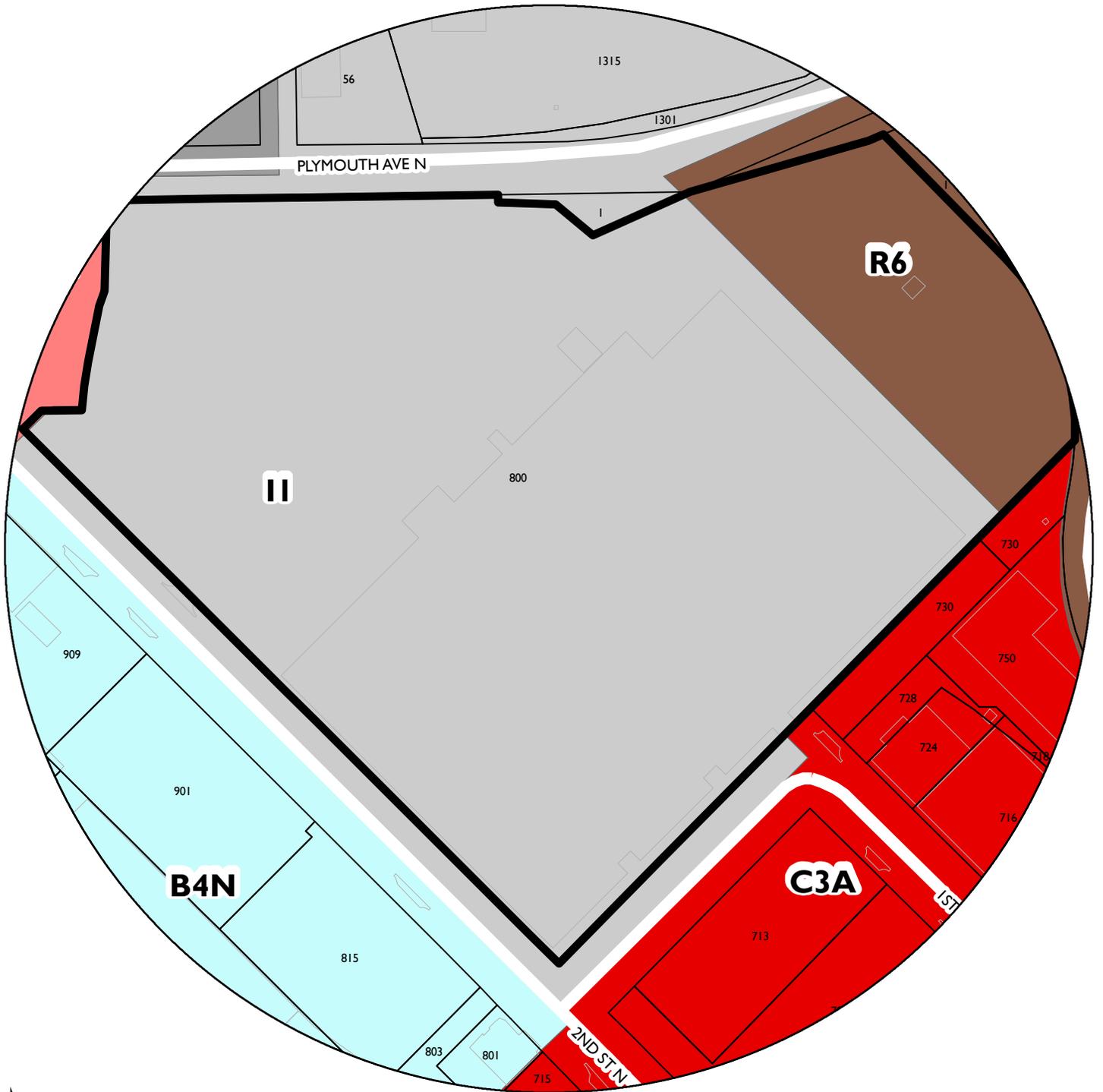
Residential uses are allowed in the R6 District and in the Industrial Living Overlay District. However, no dwelling or rooming units currently exist on the Property and none are proposed.

- (6) *The enlargement, expansion, relocation or intensification will not be located in the floodway district.*

The Property is not located in the floodway district.

NAME OF APPLICANT

WARD

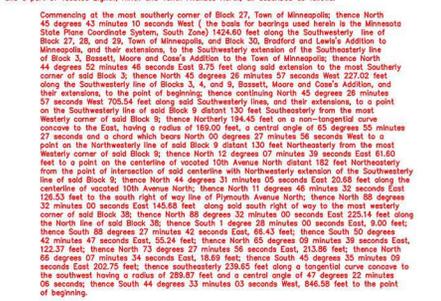


PROPERTY ADDRESS  
**800 1st St N**

FILE NUMBER  
**BZZ-7616**

**PARTIAL LAND DESCRIPTION**  
HERITAGE CENTER FACILITY  
(portion purchased from Heritage Glazier Park Company)

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



The registered portion of which being described as follows:  
That part of Government Lot 3, Section 22, Township 29, Range 24, Hennepin County, Minnesota and that part of Block 38 of Bassett, Moore, and Case's Addition to Minneapolis described as follows:  
Beginning at a point on the northerly line of First Street North distant 398.65 feet northerly from the most westerly corner of Block 6, Town of Minneapolis, upon an assumed bearing of North 45 degrees 21 minutes 52 seconds West, along said northerly line of First Street, 690.30 feet; thence North 44 degrees 39 minutes 08 seconds East 69.74 feet; thence North 53 degrees 09 minutes 16 seconds East 172.00 feet; thence South 49 degrees 54 minutes 52 seconds East 80.00 feet; thence South 53 degrees 09 minutes 16 seconds East 102.96 feet; thence South 55 degrees 57 minutes 52 seconds East 180.00 feet; thence South 55 degrees 54 minutes 22 seconds East 55.64 feet; thence South 44 degrees 38 minutes 08 seconds West 123.14 feet to the point of beginning, according to the Government Survey thereof;

lying northerly of the following described line:  
Commencing at the point of beginning of the above described parcel; thence on an assumed bearing of North 45 degrees 21 minutes 52 seconds West, along said northerly line of First Street, 50.45 feet to the point of beginning of the line to be described; thence North 44 degrees 36 minutes 02 seconds East 102.96 feet to the northerly line of the above described parcel and said line there terminating.  
Certificate of Title No. 671735  
NOTE: Bearings shown on the survey drawing have been rotated 0°03'02" counter clockwise from the above description.

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

A tract of land comprising a part of Lots 5, 6, 7, and 8, Block 9, Bassett Moore and Case's Addition to the Town of Minneapolis, Lot 3 and a part of Lots 6 and 7, Block 10, Bassett Moore and Case's Addition to Minneapolis, a part of vacated 10th Avenue North, a part of Vanderhorst's Subdivision and part of vacated 10th Avenue North, which tract of land is described as follows:

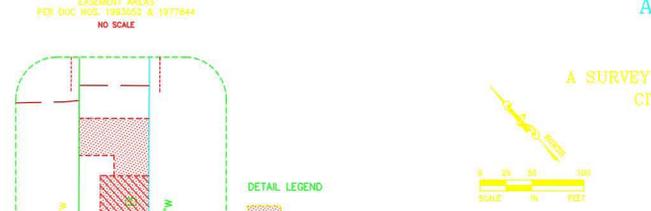
Commencing at the most southerly corner of Block 27, Town of Minneapolis, thence North 45 degrees 43 minutes 10 seconds West (the bears for bearings used herein in the Minnesota State Plane Coordinate System, South Zone) 1424.60 feet along the Southwesterly line of Block 27, 28, and 29, Town of Minneapolis, and Block 30, Bradford and Lewis's Addition to Minneapolis, and their extensions, to the Southwesterly extension of the Southwesterly line of Block 3, Bassett Moore and Case's Addition to the Town of Minneapolis; thence North 44 degrees 52 minutes 46 seconds East 8.75 feet along said extension to the most southerly corner of said Block 3; thence North 45 degrees 26 minutes 57 seconds West 227.02 feet along the Southwesterly line of Blocks 3, 4, and 8, Bassett Moore and Case's Addition, and their extensions, to the point of beginning; thence continuing North 45 degrees 28 minutes 57 seconds West 705.54 feet along said Southwesterly line and their extensions, to a point on the Southwesterly line of said Block 9 distant 130 feet southerly from the most westerly corner of said Block 9; thence North 184.45 feet along a non-tangent curve concave to the East, having a radius of 189.00 feet, a central angle of 65 degrees 55 minutes 27 seconds and a chord which bears North 09 degrees 27 minutes 56 seconds West to a point on the Northwesterly line of said Block 9 distant 130 feet northerly from the most westerly corner of said Block 9; thence North 12 degrees 07 minutes 39 seconds East 61.60 feet to a point on the centerline of vacated 10th Avenue North; thence North 12 degrees 07 minutes 39 seconds East 122.37 feet; thence North 12 degrees 07 minutes 39 seconds East 213.86 feet; thence North 52 degrees 09 seconds East 202.75 feet; thence southeasterly 239.65 feet along a tangential curve concave to the southwest having a radius of 288.97 feet and a central angle of 47 degrees 22 minutes 06 seconds; thence South 44 degrees 33 minutes 03 seconds West 846.58 feet to the point of beginning.

**LEGAL DESCRIPTION**  
Cowles Media "Bassett Creek Addition" Properties

**OUTLOT A, BASSETT CREEK ADDITION**, according to the recorded plat thereof, Hennepin County, Minnesota; and  
That part of **OUTLOT B, BASSETT CREEK ADDITION**, according to the recorded plat thereof, Hennepin County, Minnesota, lying northerly of the following described line and its extensions:  
Commencing at the most westerly corner of said **OUTLOT B**; thence on an assumed bearing of North 44 degrees 36 minutes 5 seconds East along the northerly line of said **OUTLOT B**, 102.96 feet to the point of beginning of the line to be described; thence South 57 degrees 57 minutes 52 seconds East 37.18 feet; thence South 55 degrees 54 minutes 22 seconds East 55.64 feet and said line there terminating.  
Abstract Title Property  
NOTE: Bearings shown on the survey drawing have been rotated 0°03'02" counter clockwise from the above description.  
and  
That part of **OUTLOT B, BASSETT CREEK ADDITION**, lying Southwesterly of the following described line and its extensions: Commencing at the most westerly corner of said **OUTLOT B**, thence on an assumed bearing of North 5 degrees 38 minutes 52 seconds East along the second East line of said **OUTLOT B**, 102.96 feet to the point of beginning of the line to be described; thence South 60 degrees 57 minutes 52 seconds East 37.18 feet; thence South 55 degrees 54 minutes 22 seconds East 55.64 feet and said line there terminating, according to the recorded plat thereof on file in the office of the Registrar of Titles in and for Hennepin County, Minnesota.  
Registered Title Land, Certificate of Title No. 725721  
NOTE: Bearings shown on the survey drawing have been rotated 0°03'02" counter clockwise from the above description.

AREA OF TOTAL PARCEL: 699,745 SQ. FT., which is 16.0639 ACRES  
AREA OF SURVEYED PARCEL ZONED R8: 80,444 SQ. FT., which is 1.8467 ACRES  
AREA OF SURVEYED PARCEL ZONED I1: 619,301 SQ. FT., which is 14.2172 ACRES

**DETAIL**  
EASEMENT AREAS  
PER DOC NOS. 1992002 & 1977844



**DETAIL LEGEND**  
EASEMENT AREA NO. 8  
EASEMENT AREA NO. 5  
EASEMENT AREA NO. 4  
EASEMENT AREA NO. 1

BASE FOR BEARINGS SHOWN HEREON IS THE MINNESOTA STATE PLANE COORDINATE SYSTEM, SOUTH ZONE.  
NOISE CERTIFICATE OF SURVEY DOES NOT APPLY TO SHOW ALL IMPROVEMENTS ON THE PROPERTY.  
CHICAGO TITLE INSURANCE COMPANY COMMITMENT FOR TITLE INSURANCE NO. C 5480274 BEARING AN EFFECTIVE DATE OF SEPTEMBER 15, 1997 HAS REGISTERED THIS AS TO MATTERS OF RECORD.

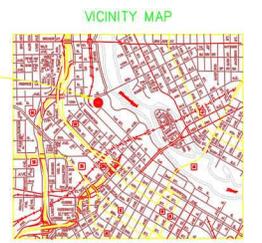
TO: Cowles Media Company  
Chicago Title Insurance Company  
This is to certify that this map or plat and the survey on which it is based were made (i) in accordance with "Minimum Standard Detail Requirements for ALTA/ACSM Land Title Surveys," jointly established and adopted by ALTA and ACSM in 1992,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

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

Federal Emergency Management Agency National Flood Insurance Program FLOOD INSURANCE RATE MAP for the City of Minneapolis COMMUNITY-PLANT NUMBER 27070 0000 B dated February 18, 1981, depicts the property described herein to be in location B, ZONE C, which is an area of minimal flooding.

**ALTA/ACSM LAND TITLE SURVEY FOR STAR TRIBUNE COMPANY**

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



**BRW**  
B R W INC.  
Treasurer Square, 700 Third Street So.  
Minneapolis, MN 55415. Phone 612/270-0700, Fax 612/270-1378

**ALTA/ACSM LAND TITLE SURVEY FOR STAR TRIBUNE COMPANY**

SHEET NO. 1

(SEE A-892.1 FOR SHT. 2)



1 PC LETTERS ON PAN

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

DESCRIPTION

- A** "STAR TRIBUNE" LETTERS  
 - FABRICATED ALUMINUM PC LETTERS  
 - 5" BLACK RETURNS  
 - 1" BLACK TRIMCAP  
 - #2447 WHITE ACRYLIC FACE  
 - BLACK PERF ON FACE  
 - FLUSH MOUNTED TO BACKER PAN  
 - WHITE LED ILLUMINATION
- B** LOGO  
 - FABRICATED ALUMINUM PC LOGO  
 - 5" BLACK RETURNS  
 - 1-1/2" RETAINERS PAINTED TO MATCH CLIENT'S COLORS  
 - #2447 WHITE ACRYLIC FACE  
 - DIGITALLY PRINTED TRANSLUCENT GREENS (C1,C2)  
 - FLUSH MOUNTED TO BACKER PAN  
 - WHITE LED ILLUMINATION
- C** BACKER PAN  
 - FABRICATED ALUMINUM PAN  
 - 4" RETURNS (4" ANGLE CONSTRUCTION)  
 - PAINTED P1 (FACE AND RETURNS)  
 - MOUNTED FLUSH TO WALL  
 - BACKER PAN TO HOUSE ALL POWER SUPPLIES

FINISH SCHEDULE

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



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



800 NORTH FIRST STREET  
 MINNEAPOLIS, MN 55401

PC LETTERS ON PAN

PRODUCTION READY

CUSTOMER APPROVAL

NAME: \_\_\_\_\_

DATE: \_\_\_\_\_

REV1 04.15.15 JS \_\_\_\_\_

REV2 06.05.15 JS \_\_\_\_\_

REV3 06.24.15 JS \_\_\_\_\_

REV4 09.08.15 JS \_\_\_\_\_

REV5 12.15.15 JS \_\_\_\_\_

REV6 01.12.15 JS \_\_\_\_\_

REV7 02.01.16 JJ \_\_\_\_\_

REV8 \_\_\_\_\_

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

These plans are the exclusive property of Walker Sign Holdings Inc. dba Nordquist Sign and are the result of the original work of its employees. They are submitted to your company for the sole purpose of your consideration of whether to purchase these plans or to purchase from Walker Sign Holdings Inc. dba Nordquist Sign a sign manufactured according to these plans, distribution or exhibition of these plans to anyone other than employees of your company, or use of these plans to construct a sign similar to the one embodied herein, is expressly prohibited and will render the user liable for damages. Copyright 2014 © Walker Sign Holdings Inc. All rights reserved.



PROPOSED CONDITIONS

NTS

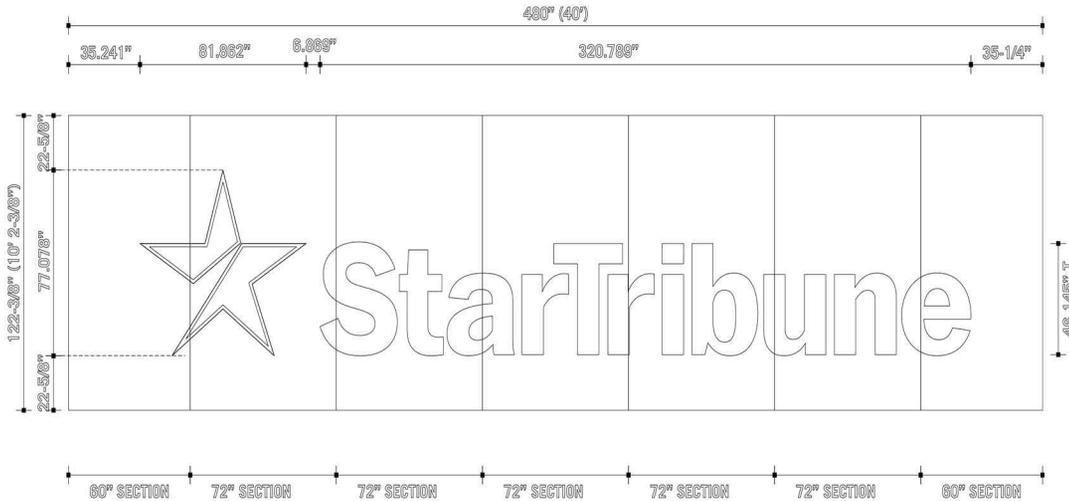


EXISTING CONDITIONS

NTS

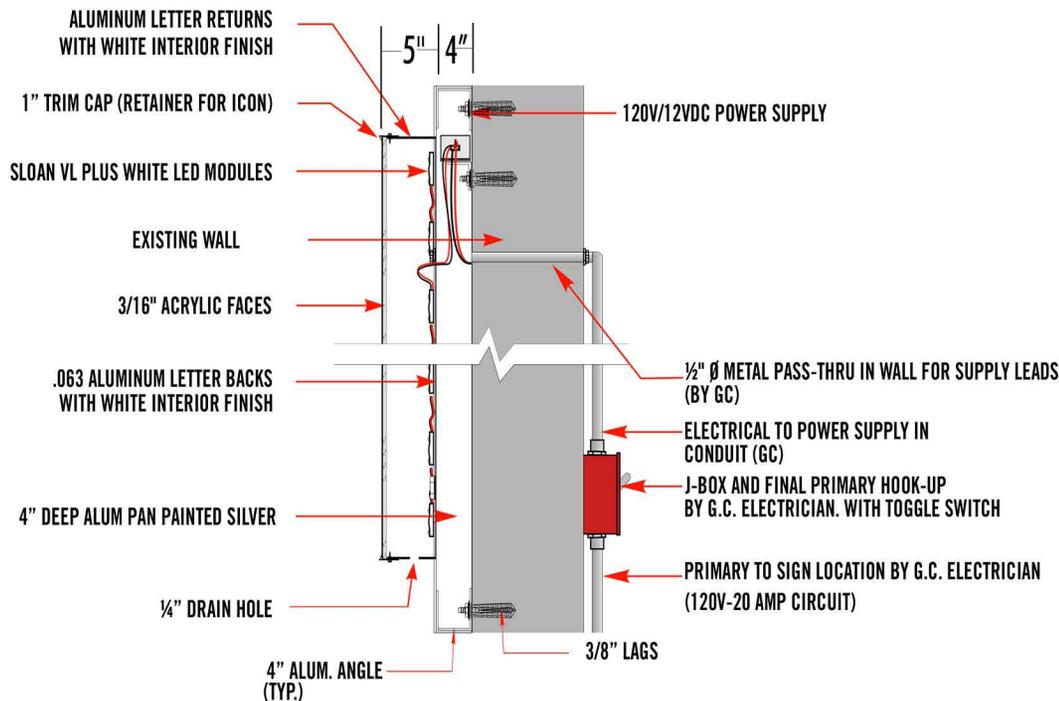


These plans are the exclusive property of Walker Sign Holdings Inc. dba Nordquist Sign and are the result of the original work of its employees. They are submitted to your company for the sole purpose of your consideration of whether to purchase these plans or to purchase from Walker Sign Holdings Inc. dba Nordquist Sign a sign manufactured according to these plans, distribution or exhibition of these plans to anyone other than employees of your company, or use of these plans to construct a sign similar to the one embodied herein, is expressly prohibited and will render the user liable for damages. Copyright 2014 © Walker Sign Holdings Inc. All rights reserved.



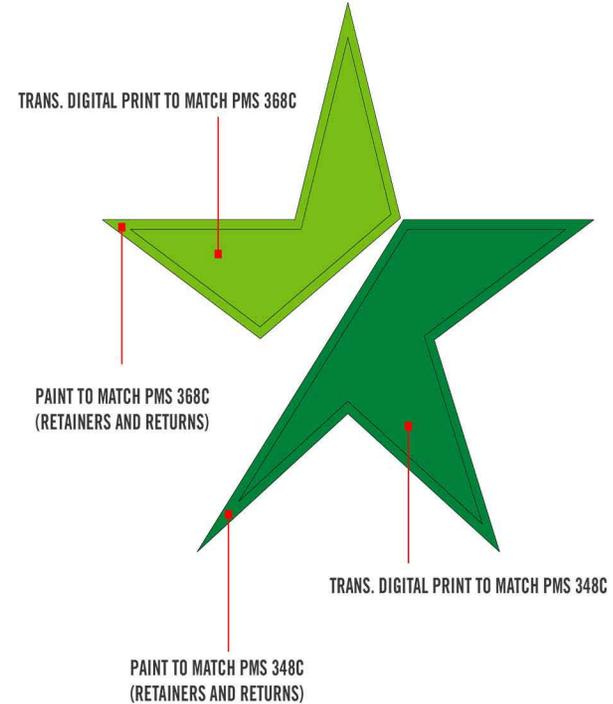
**1** PC LETTERS ON PAN

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



**2** FLUSH MOUNT CHANNEL LETTERS ON PAN - TYPICAL SECTION

SCALE: NTS



**CUSTOMER APPROVAL**

NAME: \_\_\_\_\_

DATE: \_\_\_\_\_

REV1 04.15.15 JS

REV2 06.05.15 JS

REV3 06.24.15 JS

REV4 09.08.15 JS

REV5 12.15.15 JS

REV6 01.12.15 JS

REV7 02.01.16 JJ

REV8 02.03.16 JS

SALES: SH PR: RR  
DESIGN: JS 06.05.15

DATE: 04.01.15

DWG: 1279-04

These plans are the exclusive property of Walker Sign Holdings Inc. dba Nordquist Sign and are the result of the original work of its employees. They are submitted to your company for the sole purpose of your consideration of whether to purchase these plans or to purchase from Walker Sign Holdings Inc. dba Nordquist Sign A sign manufactured according to these plans, distribution or exhibition of these plans to anyone other than employees of your company, or use of these plans to construct a sign similar to the one embodied herein, is expressly prohibited and will render the user liable for damages. Copyright 2014 © Walker Sign Holdings Inc. All rights reserved.



NIGHTTIME ILLUMINATION

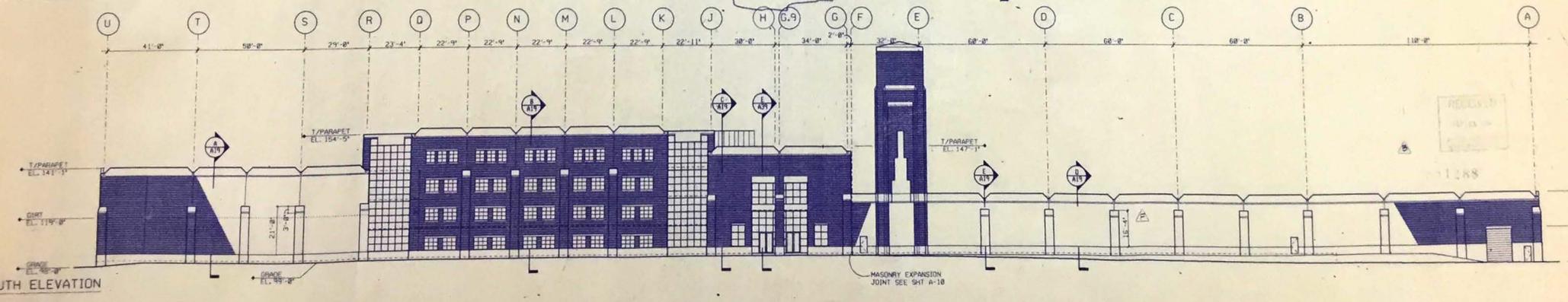
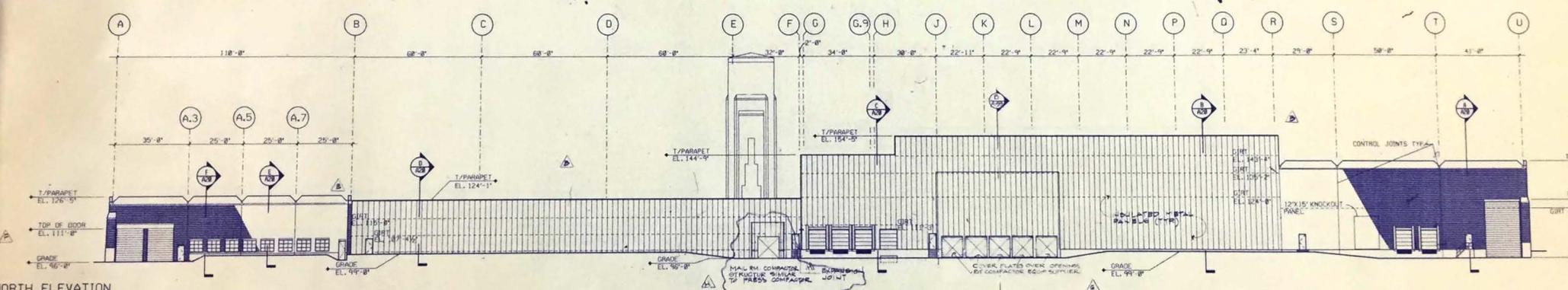
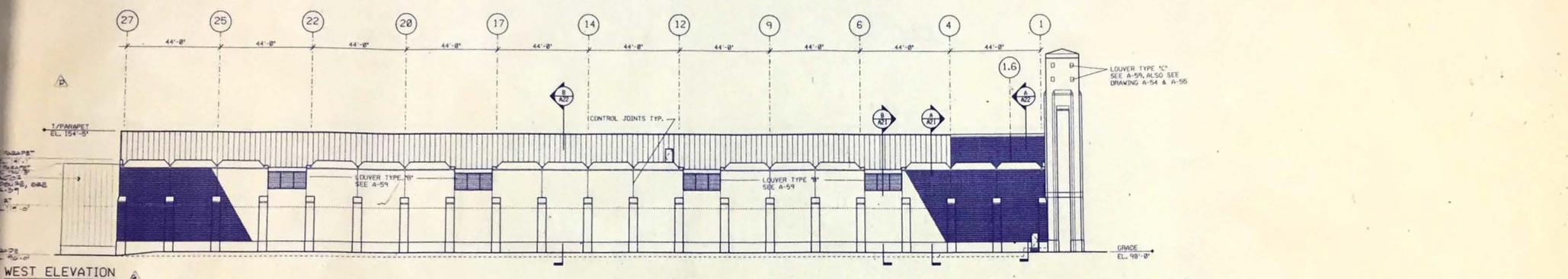
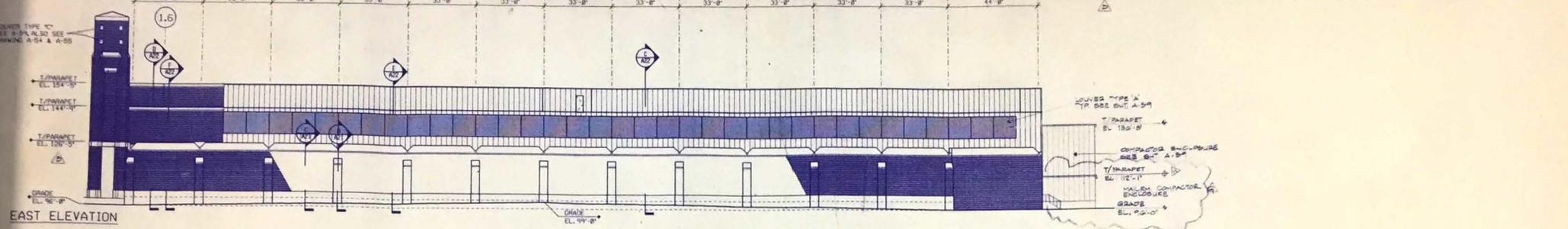
These plans are the exclusive property of Walker Sign Holdings Inc. dba Nordquist Sign and are the result of the original work of its employees. They are submitted to your company for the sole purpose of your consideration of whether to purchase these plans or to purchase from Walker Sign Holdings Inc. dba Nordquist Sign A sign manufactured according to these plans, distribution or exhibition of these plans to anyone other than employees of your company, or use of these plans to construct a sign similar to the one embodied herein, is expressly prohibited and will render the user liable for damages. Copyright 2014 © Walker Sign Holdings Inc. All rights reserved.



**1** PROPOSED CONDITIONS

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





DATE	REVISION	BY	CHKD.	DATE	REVISION	BY	CHKD.
	4-4-86				1. REVISE DOORS & PLASTER HEIGHT		
	1-29-86				2. SHOW BRICK BETWEEN COL. 25-27 ALONG B		
	1-17-86				3. AND 44 FT. EXTENSION BEYOND COL. LINE 25		
	1-7-86				4. RELEASE FOR BUILDING PERMIT		
	12-28-85				5. REVISED MAILROOM ROOF HEIGHT		

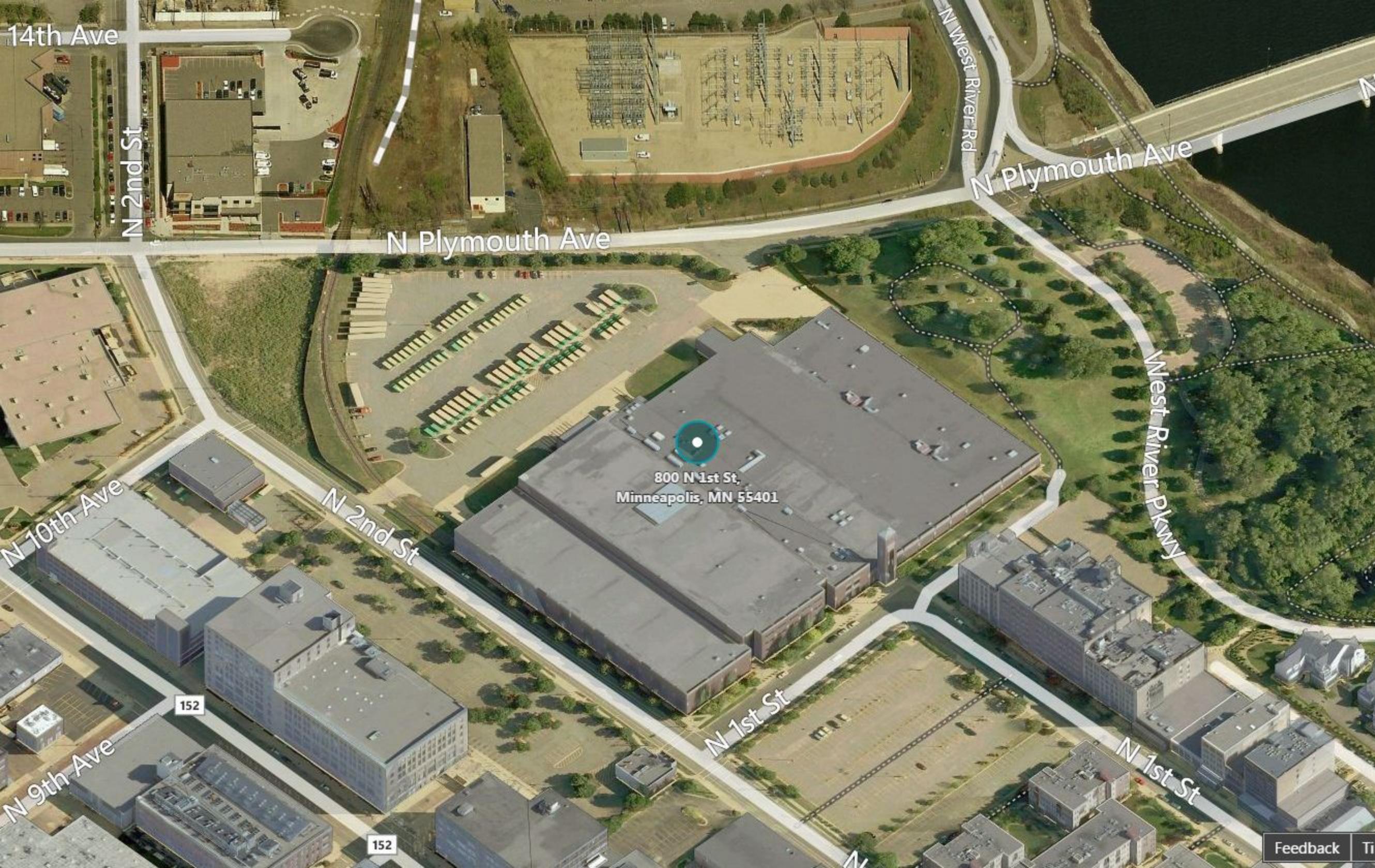
  

SCALE	TITLE	OWNER	LOCATION
1/4" = 1'-0"	KEY ELEVATIONS	MINNEAPOLIS STAR & TRIBUNE	MINNEAPOLIS, MINNESOTA

DATE	REVISION	BY	CHKD.
7.1.80	ADD MAILROOM COMPACTOR	B. # 64	
7.1.80	REVISED COMPACTOR ENCLOSURE	B. # 44	





14th Ave

N 2nd St

N Plymouth Ave

N West River Rd

N Plymouth Ave

800 N 1st St,  
Minneapolis, MN 55401

West River Pkwy

N 10th Ave

N 2nd St

N 1st St

N 1st St

N 9th Ave

152

152

Feedback

TI



**STAR TRIBUNE PRINTING PLANT  
800 N. 1<sup>ST</sup> STREET**

**EXISTING SIGNS  
REVISED MARCH 7, 2016**

All existing signs are wall signs. None are lit.

1. “Star Tribune” and address  
Northeast facade, at Southeast corner of the building, eye level  
8’ x 2’, 16 SF
2. “Star Tribune”  
Southeast facade, near top of tower element  
10’ x 3’, 30 SF
3. “Star Tribune” and address  
Southeast facade above entry  
8’ x 1.5’, 12 SF and 8’ x .67’, 5.36 SF
4. “Star Tribune” and address  
Southeast facade, at southwest corner of the building, eye level  
8’ x 2’, 16 SF
5. “Star Tribune Employee Entrance”  
Southwest facade, near parking lot entrance  
8’ x 2’, 16 SF
6. “Star Tribune Newspaper of the Twin Cities”  
Northwest facade, near top of 2-story building wall, approximately 41’ high  
10.2’ x 40’, 408 SF















**NORTH  
LOOP**  
NEIGHBORHOOD

January 27, 2016

**Motion of Support: Star Tribune Signage**

---

On January 20, 2016, representatives on behalf of Star Tribune presented a proposal for new signage on the Northwest side of the existing Star Tribune building at 800 1<sup>st</sup> Street North. The new sign will match the company's rebranded logo, it is planned to be slightly larger than existing signage and backlit at night.

The North Loop Neighborhood Association supports the proposal as presented.

Sincerely,  
North Loop Neighborhood Association

David R. Decker  
Co-Chair of North Loop Planning and Zoning