



**DOWNTOWN
MINNEAPOLIS
NEIGHBORHOOD
ASSOCIATION**

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January 3, 2018

Steve Poor, Director of Development Services
City of Minneapolis CPED
250 S. 4th Street, Room 300
Minneapolis, MN 55115

RE: Zoning Code Text Amendment: Amending Title 20 of the Minneapolis Code of Ordinances

Dear Steve:

I am writing to you on behalf of the Downtown Minneapolis Neighborhood Association regarding the proposal to revise the regulation of off-premise advertising signs and billboards in the downtown community. Or, more specifically, the plan to enlarge the Downtown Entertainment Billboard District near US Bank Stadium and within The Commons, and to permit wall signs on Hennepin and Washington Avenues. The DMNA Land Use Committee reviewed and discussed the proposal at its meeting on January 2, 2018.

The DMNA Land Use Committee would like to express its disappointment that the City did not engage or consult with the DMNA, nor any of the other downtown neighborhood associations, regarding this proposal despite the fact that it could substantially affect the quality of life in the area. The Committee was also disappointed that despite repeated requests, no one from the City Planning Department, or City officials advocating this change, attended the January 2, meeting to review the proposed amendment and respond to questions from the community.

We do want to acknowledge that the new Ward 3 Council Member Steve Fletcher did attend the meeting and offered his thoughts based on his limited knowledge of the proposal. We would like to thank Council Member Fletcher for his last-minute efforts; however, there remains quite a bit of confusion about the intent and potential impact of the proposal and the draft ordinance language. Having someone more familiar with the proposal at the meeting would have been very helpful.

After a significant amount of discussion, the DMNA Land Use Committee passed a motion strongly opposing the Zoning Code Text Amendment to revise the regulation of off premises signs and billboards. The committee is not in favor of enlarging the Downtown Entertainment Billboard District, or the amendment to permit wall signs on building walls along Hennepin and Washington Avenues. The committee is opposed to the proposal due to the lack of clarity around the ordinance language and the potentially negative impacts the change will have on the downtown environment.

The DMNA Land Use Committee and DMNA Board of Directors strongly encourage public officials who may wish to continue advocating for this change to engage with the neighborhood associations representing the parts of downtown that will be most impacted by the proposed ordinance amendment. Residents should have the

opportunity to provide meaningful and timely input in shaping a policy that will have a significant impact on the downtown community for years to come.

If you have any questions regarding this letter, please feel free to contact DMNA Board Chair Joe Tamburino at Joetamburino@comcast.net or by phone at 612-341-4570, or DMNA Neighborhood Coordinator Christie Rock Hantge at christie@thedmna.org or by phone at 320-583-4573.

Sincerely,

Joe Tamburino
DMNA Board Chair

Christie Rock Hantge
DMNA Neighborhood Coordinator

CC: Ward 3 Council Member Steve Fletcher
Ward 6 Council Member Abdi Warsame
Mayor Jacob Frey
Lynn Regnier, Elliot Park Neighborhood, Inc.
Jana Metge, Citizens for a Loring Parking Community
Tim Bildsoe, North Loop Neighborhood Association