



DMNA
DOWNTOWN
MINNEAPOLIS
NEIGHBORHOOD
ASSOCIATION

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June 13, 2018

Aaron Hanauer, Principal City Planner
City of Minneapolis CPED
250 South 4th Street, Room 300
Minneapolis, MN 55415

RE: Clear Channel Outdoor – Erik the Red billboards

Dear Aaron:

I am writing to you on behalf of the Downtown Minneapolis Neighborhood Association regarding Clear Channel Outdoor's proposal to convert two existing traditional billboards on the Erik the Red property to Digital signs. Matthew Weiland from Clear Channel presented the proposal to the DMNA Land Use Committee on June 5.

Weiland reviewed the location and size of the billboards on the Erik the Red property. He explained that Clear Channel Outdoor would like to convert the two existing 10.5 x 36 (378 sq. ft.) signs that face U.S. Bank Stadium to Digital signs at the same size, location and height. He further explained that the signage is outside of the Downtown Entertainment Billboard District, so in order to convert to Digital, they must make a request to the City to expand the district to include the corner of 6th Street and Chicago Avenue. Clear Channel is not seeking to add any new billboards in the expansion area, they would just like to upgrade the existing Erik the Red billboards to Digital.

Weiland provided the following reasons to expand the Downtown Entertainment Billboard District to the Erik the Red property:

- It will create a more cohesive billboard appearance around U.S. Bank Stadium and complete the vision for the First Covenant Church redevelopment project.
- This site is a gateway location to U.S. Bank Stadium, and as such should complement the vibrancy and energy across the street.
- Digital billboards can assist with Emergency Management in the Stadium District.
- Clear Channel would offer the billboards to the City and non-profit organizations in the area for PSA messaging. Weiland reviewed some examples.

After some questions and lively discussion, the DMNA Land Use Committee recommended support solely for the conversion of the two billboards on the Erik the Red property that face U.S. Bank Stadium to Digital signage. The committee was skeptical and concerned about the expansion of the Downtown Entertainment Billboard District

to the Erik the Red site as being inconsistent with the pending construction of residences in the area, and also setting a precedent for expansion into other residential areas. The committee would like to see the City explore other ways to accomplish the conversion of the two billboards on the Erik the Red site to Digital besides expansion of the Downtown Entertainment Billboard District.

If you have any questions regarding this letter, please feel free to contact DMNA Neighborhood Coordinator Christie Rock Hantge at christie@thedmna.org or by phone at 320-583-4573.

Sincerely,

Christie Rock Hantge
DMNA Neighborhood Coordinator

CC: Ward 3 Council Member Steve Fletcher
Ward 6 Council Member Abdi Warsame
Vanessa Haight, Elliot Park Neighborhood, Inc.