



**DOWNTOWN  
MINNEAPOLIS  
NEIGHBORHOOD  
ASSOCIATION**

February 11, 2019

Hilary Dvoark  
City of Minneapolis CPED  
250 South 4th Street, Room 300  
Minneapolis, MN 55415

RE: Rally Health – Millwright Building (533 S. 3<sup>rd</sup> Street)

Dear Hilary:

I am writing to you on behalf of the Downtown Minneapolis Neighborhood Association regarding the sign application submitted by Rally Health. Tony Barranco from Ryan Companies, along with representatives from Rally Health and Archetype Signs met with the DMNA Land Use Committee on February 5, 2019.

Barranco explained that Rally Health is a tenant in the Millwright Building. They are seeking approval to add an illuminated sign to the rooftop of the building at the corner of 3<sup>rd</sup> Street and Portland Avenue. He reviewed the architectural drawings and images that showed the proposed placement of the sign on the building. He noted that Rally Health designed the sign to reflect the character of other historic signs in the Mill District.

Barranco explained that the sign itself is the Rally Health logo; however, they plan to illuminate it in white LED bulbs, as opposed to the traditional orange color of the logo. The committee inquired as to whether the sign will have the capability of changing colors to support different causes (similar to the I-35W Bridge). The Rally Health representatives stated that they had not considered that possibility, but at this point, the plan is to have the color remain a stationary white at all times.

After some questions and discussion, the Land Use Committee recommended approval of the illuminated rooftop sign for Rally Health. The committee requested that Rally Health provide an update on the final design of the sign and whether they decided to make it more dynamic in nature. If you have any questions about this letter, please feel free to contact me at [christie@thedmna.org](mailto:christie@thedmna.org) or by phone at 320-583-4573.

Sincerely,

Christie Rock Hantge  
DMNA Neighborhood Coordinator

CC: Council Member Steve Fletcher  
Joe Tamburino, DMNA Board Chair  
Kevin Frazell, DMNA Land Use Committee Chair  
Tony Barranco, Ryan Companies  
Jessica Stapp, Archetype Signs

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