



**DOWNTOWN
MINNEAPOLIS
NEIGHBORHOOD
ASSOCIATION**

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July 1, 2019

Andrew Frenz
City of Minneapolis CPED
250 South 4th Street, Room 300
Minneapolis, MN 55415

RE: 801 Chophouse (former Barnes and Noble space) - sign applications

Dear Andrew:

I am writing to you on behalf of the Downtown Minneapolis Neighborhood Association regarding the sign applications for 801 Chophouse located at 801 Nicollet Mall. Erica Freeman from Shea Architects, and owner Jamie Lynch met with the DMNA Land Use Committee on April 2. Freeman returned to the committee on June 11 to provide an update and present a second variance application for the bull sculpture.

At both meetings with the committee, Freeman provided and reviewed architectural renderings of the proposed signage for 801 Chophouse. She explained that the ownership is seeking to install two signs; a projecting blade sign at the corner of Nicollet Mall and 8th Street, as well as a bull sculpture over the entrance. Freeman stated that the bull is essentially the recognized brand for 801 Chophouse, so the City will treat it as signage.

Freeman explained that the projecting blade sign requires a variance, because the Nicollet Mall Overlay District guidelines only allows for 12 square feet. The proposed sign is 41 square feet. They also plan to internally illuminate the blade sign, which requires a variance. The code only allows signage on the Nicollet Mall to be externally illuminated. For the bull sculpture, Freeman explained that they need a variance for the size of the sign, because the bull is 35 square feet.

After some questions and discussion, the Land Use Committee recommended approval of the blade sign and the bull sculpture above the entrance. The LUC liked the design of the proposed blade sign. They see this business and its proposed signage as an opportunity to bring life back to this part of the Nicollet Mall. The committee did recommend adjusting the position of the bull sculpture, so that the front end has a more prominent view from the sidewalk.

If you have any questions about this letter, please feel free to contact me at 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
Erica Freeman, Shea Architects
Jamie Lynch, 801 Chophouse