



**DOWNTOWN  
MINNEAPOLIS  
NEIGHBORHOOD  
ASSOCIATION**

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November 26, 2019

Alyssa Brandt  
City of Minneapolis CPED  
250 South 4th Street, Room 300  
Minneapolis, MN 55415

RE: Thrivent Corporate headquarters sign variance application

Dear Alyssa:

I am writing to you on behalf of the Downtown Minneapolis Neighborhood Association regarding the sign variance application for the new Thrivent Corporate Headquarters located at 600 Portland Avenue South. Bill Blanski from HGA and Kirsten Spreck from Thrivent presented the application to the DMNA Land Use Committee on November 5.

Blanski provided a brief overview of the site plan for the new Thrivent Corporate Headquarters. He highlighted the signage that the City has already approved. He stated that Thrivent is seeking to add a second monument sign in the northeast plaza. He then reviewed the design of the proposed monument sign. Blanski explained that a variance is necessary for the second monument sign, because the zoning ordinance only allows one. The proposed sign is within the size requirements.

After some questions and discussion, the Land Use Committee recommended providing a letter of support for this project and the associated sign variance application. 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  
Johanna Harris, HGA  
Kirsten Spreck