



**DOWNTOWN  
MINNEAPOLIS  
NEIGHBORHOOD  
ASSOCIATION**

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*The DMNA Land Use Committee works to promote a safe, active, and welcoming public realm; a stable, civically engaged residential neighborhood; and architecturally distinctive urban design.*

February 20, 2020

Lindsey Silas, Senior City Planner  
City of Minneapolis CPED  
250 South 4th Street, Room 300  
Minneapolis, MN 55415

Re: OX-OP Minneapolis – 1107 Washington Avenue - Sign Applications

Dear Lindsey:

I am writing to you on behalf of the Downtown Minneapolis Neighborhood Association regarding Albrecht Sign Company's sign applications for the OX-OP project located at 1107 Washington Avenue. Chris Judd from Albrecht Sign Company presented the applications to the DMNA Land Use Committee on February 5.

Judd explained that they are seeking to install three signs on Washington Avenue and one sign on 11<sup>th</sup> Avenue. One of the signs on Washington Avenue is a cube shaped sign that rotates 360 degrees. This makes it a dynamic sign, which requires a CUP. In addition, because the City calculated the size of the sign using all four sides of the rotating cube, they also need a variance to increase the maximum size from 32 square feet to 48 square feet. Judd indicated they need the larger square footage to make the sign easier to read.

Based on the information presented by Judd, the LUC made the following recommendations regarding the OX-OP sign applications:

- **Support the CUP for the rotating sign.** There is precedent for this type of signage at Open Book at 1011 Washington Avenue.
- **Not support the variance for the rotating sign.** The LUC determined that the applicant simply did not meet the criteria for granting the variance. It had nothing to do with the size of the sign. The applicant created their own "practical difficulties" as a result of wanting to do a rotating sign that now needs to be bigger to be legible.

If you have any questions regarding this letter, please feel free to contact me at [christie@thedmna.org](mailto:christie@thedmna.org), or 320-583-4573.

Kind regards,

Christie Rock Hantge  
DMNA Neighborhood Coordinator

CC: Shari King, Albrecht Sign Company  
Chris Judd, Albrecht Sign Company  
Council Member Steve Fletcher  
Pam McCrea, DMNA Board Chair  
Kevin Frazell, DMNA Board Liaison to the Land Use Committee  
Tom Schmid, DMNA Land Use Committee Chair  
LB Guthrie, DMNA Land Use Committee Vice Chair