



**DOWNTOWN  
MINNEAPOLIS  
NEIGHBORHOOD  
ASSOCIATION**

March 17, 2021

40 S. 7<sup>th</sup> Street, STE 212 PMB 172  
Minneapolis, Minnesota 55402  
Phone: (612) 659-1279  
Online: [www.thedmna.org](http://www.thedmna.org)

*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.*

Mr. Aaron Hanauer  
City of Minneapolis  
CPED – Land Use, Design and Preservation  
250 South 4th Street, Room 300  
Minneapolis, MN 55415

RE: 425 6<sup>th</sup> Street South Parking Ramp – Sign Variance applications

Dear Aaron:

I am writing on behalf of the Downtown Minneapolis Neighborhood Association's Land Use Committee (DMNA LUC) to **express our support for the sign variance applications submitted by Interstate Parking for the parking ramp located at 425 6<sup>th</sup> Street South.** Carol Lansing from Faegre Drinker Biddle and Reath and Alan Kaufman from Interstate Parking presented the applications to the DMNA Land Use Committee (LUC) on March 2, 2021. After the presentation and subsequent question and answer period, the committee gave unanimous approval.

Ms. Lansing reviewed a site plan of the parking ramp and explained that the purpose of the signs is to provide a clear wayfinding route for vehicle traffic and to help reduce street congestion. In addition to information about parking availability, Interstate Parking will use the signs to advertise parking rates, which can differ based on time of day or due to events, as well as to display the standard parking "P", commonly used to indicate entrances to public parking ramps. Ms. Lansing stated that the signs will be only 7.3 SF in area and will be 13'-8" high on the wall, and will meet all other zoning standards for dynamic changeable copy signs.

Ms. Lansing explained that sign variances are necessary is to allow dynamic changeable copy signs at each of the three entrances to the parking ramp. The zoning code limits the number of dynamic signs on a zoning lot to one. A variance is also necessary to place the signage on non-primary building walls. Interstate Parking would like to place the signs on exterior walls at the entrances to the ramp that face oncoming traffic, rather than the street.

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.

Sincerely,

Christie Rock Hantge  
DMNA Neighborhood Coordinator

CC: Carol Lansing, Faegre Drinker  
Alan Kaufman, Interstate Parking  
Council Member Steve Fletcher  
Council Member Lisa Goodman  
Pam McCrea, DMNA Board Chair  
Kevin Frazell, DMNA Board Liaison to the Land Use Committee  
LB Guthrie, DMNA Land Use Committee Vice Chair