

RE: [EXTERNAL] DMNA inquiry regarding Bolero Flats signs

From: Smith, Mei-Ling C. <Mei-Ling.Smith@minneapolismn.gov>

Sent: Mon, Jul 12, 2021 at 11:20 am

To: christie@thedmna.org

[image001.jpg](#) (7.5 KB)

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Hi Christie,

Thanks for reaching out with this question. The height increase request is a conditional use permit for these wall signs in the B4S-2 district, and not a variance ([543.380](#)). We would not differentiate the different sign needs of a residential use and a commercial use, but those are interesting points! [Table 543-3](#) contains the Downtown District standards.

I have presented the sign proposal preliminarily at my staff meeting, and we felt that the signs presented would be helpful for wayfinding and are proposed in natural or logical locations on the building walls.

Please let me know if you have any additional questions. Thanks!

Mei-Ling

Mei-Ling Smith, AICP

Senior City Planner - Land Use, Design, and Preservation

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From: christie@thedmna.org <christie@thedmna.org>

Sent: Friday, July 09, 2021 9:31 AM

To: Smith, Mei-Ling C. <Mei-Ling.Smith@minneapolismn.gov>

Subject: [EXTERNAL] DMNA inquiry regarding Bolero Flats signs

Good Morning Mei-Ling:

I'm reaching out to you today with an inquiry regarding the Bolero Flats sign applications. A representative from Precision Sign Design presented a request to the Downtown Minneapolis Neighborhood Association's Land Use Committee to install two signs higher than the standard 34'. Can you clarify for me if they are applying for a CUP or variances?

Greg Stankey from Precision Sign Designs has been communicating with me via email, but he did not attend our meeting, which led to some confusion, because the presenter couldn't answer any of the DMNA LUC's questions. Greg mentioned that he has received positive feedback from city staff, and that there is precedent for approving the

applications. I'm wondering if you can identify what that precedent is? Is it the YMCA signage? Does the Zoning Code treat the regulation of signage differently for residential vs commercial buildings, or the same? A few of the DMNA LUC members expressed concern about a residential building promoting itself in the same way as a business.

Thank you for any information you can provide.

Christie Hantge

Christie Rock Hantge, AICP, CEDFP

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