



CPED STAFF REPORT
 Prepared for the City Planning Commission

CPC Agenda Item #9
 August 11, 2014
 BZZ-6690

LAND USE APPLICATION SUMMARY

Property Location: 1013-1021 Franklin Avenue East
Project Name: The New Franklin
Prepared By: [Lisa Steiner](#), City Planner, (612) 673-3950
Applicant: First & First
Project Contact: Melissa Gorman
Request: To allow an event venue, one-story storage addition, and new sign.
Required Applications:

Conditional Use Permit	To allow a reception or meeting hall in the C2 Neighborhood Corridor Commercial District.
Variance	To reduce the minimum rear yard requirement from 7 feet to 0 feet.
Variance	To reduce the minimum off-street parking requirement from 70 spaces to 6 spaces.
Variance	To increase the maximum height of a sign from 28 feet to 39 feet.
Variance	To increase the extension of a projecting sign from 4 feet to approximately 6 feet.
Variance	To increase the maximum area per projecting sign from 20 square feet to 130 square feet.
Variance	To increase the maximum size allocation of signs from 101 square feet to 130 square feet.

SITE DATA

Existing Zoning	C2 Neighborhood Corridor Commercial District NP North Phillips Overlay District
Lot Area	16,228 square feet
Ward	6
Neighborhood	Ventura Village
Designated Future Land Use	Mixed Use
Land Use Features	Commercial Corridor (Franklin Avenue)
Small Area Plan	None

Date Application Deemed Complete	July 17, 2014	Date Extension Letter Sent	Not applicable
End of 60-Day Decision Period	September 15, 2014	End of 120-Day Decision Period	Not applicable

BACKGROUND

SITE DESCRIPTION AND PRESENT USE. The subject site consists of two adjacent parcels. The New Franklin Theater was constructed at 1021 Franklin Avenue East in 1916. A movie theater for over 60 years, in 1977 the theater was converted for use as an adult film theater. At this time, the entire façade of the building was covered in wood and the windows were infilled with brick. (See original blueprints and photos in the appendix.) In the late 1990s, the building was renovated for use as an art gallery with flexible theater space. The façade coverings were removed as part of this renovation, revealing the historic façade of the building. An adjacent 6,535 square foot parking lot is located at 1013 Franklin Avenue East.

SURROUNDING PROPERTIES AND NEIGHBORHOOD. A variety of commercial and institutional uses line Franklin Avenue in this area. Franklin Street Bakery, zoned light industrial, is located directly across Franklin Avenue from the subject site. Residential neighborhoods with varying levels of density surround the commercial corridor of Franklin Avenue. Peavey Park is located a few blocks west of the subject site and less than a half-mile east of the site is the Franklin Avenue light rail station.

PROJECT DESCRIPTION. The current owner, First & First, proposes to renovate the building for use as a private event venue, utilizing the adjacent lot for parking. An event venue is classified as “reception or meeting hall” in the zoning code. This is a conditional use in the C2 Neighborhood Corridor Commercial District and requires a Conditional Use Permit.

The applicant is also proposing to construct a 645 square foot one-story addition at the rear of the building, which is currently empty other than an approximately 10 foot retaining wall and fence. This addition would be utilized for additional storage for event-specific items such as tables and chairs. The addition is proposed to be built up to the rear property line.

Additionally, the applicant is proposing to install a 130 square foot double-faced illuminated projecting sign. The sign would have a black aluminum cabinet with a steel structure and would display the copy “New Franklin.” The letters would be open channel letters to capture light from the exposed white LED bulbs. The perimeter of the sign would also be an open channel with LED bulbs.

PUBLIC COMMENTS. No official correspondence has been received from the Ventura Village neighborhood organization as of the writing of this report. Any correspondence received prior to the public meeting will be forwarded on to the Planning Commission for consideration.

ANALYSIS

CONDITIONAL USE PERMIT

The Department of Community Planning and Economic Development has analyzed the application **to allow a reception or meeting hall in the C2 Neighborhood Corridor Commercial District** based on the following [findings](#):

1. *The establishment, maintenance or operation of the conditional use will not be detrimental to or endanger the public health, safety, comfort or general welfare.*

This site is zoned C2 Neighborhood Corridor Commercial District. The adjacent uses along Franklin Avenue are commercial in nature, including restaurants, retail, offices, a bakery, and a

grocery store. The residential uses to the south are primarily single and two-family homes. The use of the subject property as a reception or meeting hall will not be detrimental to or endanger the health, safety, comfort or general welfare provided the development complies with all applicable building codes and life safety ordinances.

2. *The conditional use will not be injurious to the use and enjoyment of other property in the vicinity and will not impede the normal and orderly development and improvement of surrounding property for uses permitted in the district.*

The use of the site as a reception or meeting hall should not be detrimental to the surrounding area. Increased landscaping and screening of the parking lot on the south, east, and north sides will improve the transition between the commercial area and the residential district to the south as well as the street wall along Franklin Avenue. The landscaping and screening improvements to the parking lot will also decrease the amount of impervious surface on the site. Staff finds that the proposed reception or meeting hall will not be injurious to the use and enjoyment of other property in the vicinity and will not impede the normal and orderly development and improvement of surrounding property for uses permitted in the district.

3. *Adequate utilities, access roads, drainage, necessary facilities or other measures, have been or will be provided.*

The site is served by existing infrastructure. Vehicle access of the parking lot will be from Franklin Avenue East. The applicant will be improving the parking lot with new bituminous paving, new striping, and landscaping and screening along the north, east, and south sides of the parking lot. Adequate shipping and receiving space for loading purposes is provided in the adjacent parking lot.

4. *Adequate measures have been or will be taken to minimize traffic congestion in the public streets.*

The required parking for a reception or meeting hall is 30% of the occupancy of persons. For the purposes of calculating the parking requirement, the building capacity of the proposed reception or meeting hall is 450 people, which would require a total of 135 off-street parking spaces. Per Section 541.70 of the zoning code, 65 spaces are grandfathered from the previous theater and art gallery use in the building. The former theater space was determined to be approximately 4,600 square feet in area, which meant that 61 spaces are grandfathered from that use. Additionally, the parking requirement for the former art gallery would have been 4 spaces based on the approximately 1,200 square feet of gallery space. Therefore, 65 total spaces are grandfathered from the previous use. The remaining off-street parking requirement for the new reception or meeting hall use is 70 spaces.

The applicant is proposing to meet this 70 space parking requirement with valet parking both on and off-site. With valet stacking, 25 spaces would be available on the adjacent lot and 45 spaces would be available on the off-site parking lot. The applicant has stated that valet use will be mandatory. The valet drop-off and pick-up zone is proposed to be located on the adjacent parking lot. If the valet zone were to occur on the public street, appropriate permits from Public Works would be required. See further analysis in the parking variance portion of this report. Staff finds that adequate measures have been or will be taken to minimize traffic congestion in the public streets.

5. *The conditional use is consistent with the applicable policies of the comprehensive plan.*

The proposed development would be consistent with the following general land use policies of *The Minneapolis Plan for Sustainable Growth*:

Land Use Policy 1.1: Establish land use regulations to achieve the highest possible development standards, enhance the environment, protect public health, support a

vital mix of land uses, and promote flexible approaches to carry out the comprehensive plan.

- I.1.5 Ensure that land use regulations continue to promote development that is compatible with nearby properties, neighborhood character, and natural features; minimizes pedestrian and vehicular conflict; promotes street life and activity; reinforces public spaces; and visually enhances development.

Land Use Policy I.4: Develop and maintain strong and successful commercial and mixed use areas with a wide range of character and functions to serve the needs of current and future users.

- I.4.1 Support a variety of commercial districts and corridors of varying size, intensity of development, mix of uses, and market served.
- I.4.2 Promote standards that help make commercial districts and corridors desirable, viable, and distinctly urban, including: diversity of activity, safety for pedestrians, access to desirable goods and amenities, attractive streetscape elements, density and variety of uses to encourage walking, and architectural elements to add interest at the pedestrian level.
- I.4.4 Continue to encourage principles of traditional urban design including site layout that screens off-street parking and loading, buildings that reinforce the street wall, principal entrances that face the public sidewalks, and windows that provide “eyes on the street.”

Land Use Policy I.5: Promote growth and encourage overall city vitality by directing new commercial and mixed use development to designated corridors and districts.

- I.5.1 Support an appropriate mix of uses within a district or corridor with attention to surrounding uses, community needs and preferences, and availability of public facilities.

Land Use Policy I.10: Support development along Commercial Corridors that enhances the street’s character, fosters pedestrian movement, expands the range of goods and services available, and improves the ability to accommodate automobile traffic.

- I.10.1 Support a mix of uses – such as retail sales, office, institutional, high-density residential and clean low-impact light industrial – where compatible with the existing and desired character.

Heritage Preservation Policy 8.10: Promote the benefits of preservation as an economic development tool and a method to achieve greater environmental sustainability and city vitality.

- 8.10.1 Encourage rehabilitation of buildings and landscapes to stimulate economic activity in depressed areas.
- 8.10.5 Prioritize the reuse of the city’s historic buildings as a strategy for sustainable development.

Urban Design Policy 10.10: Support urban design standards that emphasize a traditional urban form in commercial areas.

- 10.10.1 Enhance the city’s commercial districts by encouraging appropriate building forms and designs, historic preservation objectives, site plans that enhance the pedestrian environment, and by maintaining high quality four season public spaces and infrastructure.

10.10.7 Encourage the renovation of existing commercial buildings.

Urban Design Policy 10.11: Seek new commercial development that is attractive, functional and adds value to the physical environment.

10.11.2 Ensure that new commercial developments maximize compatibility with surrounding neighborhoods.

Urban Design Policy 10.18: Reduce the visual impact of automobile parking facilities.

10.18.1 Require that parking lots meet or exceed the landscaping and screening requirements of the zoning code, especially along transit corridors, adjacent to residential areas, and areas of transition between land uses.

10.18.2 Parking lots should maintain the existing street face in developed areas and establish them in undeveloped areas through the use of fencing, walls, landscaping or a combination thereof along property lines.

Urban Design Policy 10.19: Landscaping is encouraged in order to complement the scale of the site and its surroundings, enhance the built environment, create and define public and private spaces, buffer and screen, incorporate crime prevention principles, and provide shade, aesthetic appeal, and environmental benefits.

10.19.1 In general, larger, well-placed, contiguous planting areas that create and define public and private spaces shall be preferred to smaller, disconnected areas.

6. The conditional use shall, in all other respects, conform to the applicable regulations of the district in which it is located.

With the approval of the conditional use permit and variances, the proposal will comply with all provisions of the C2 Neighborhood Corridor Commercial District.

Off-street Parking and Loading – Requires variance

- The applicant is proposing to provide 70 off-street parking spaces through valet parking on-site and off-site. Because the zoning code specifies that valet parking can only fulfill parking requirements for restaurants, hotels, and theaters in existing buildings, the proposed reception or meeting hall use requires a variance of the off-street parking requirement of 70 spaces.

Table 1. Vehicle Parking Requirement (Chapter 54I)

	Minimum Parking Requirement	Applicable Reductions	Total Minimum Requirement	Maximum Parking Allowed	Proposed
Reception or Meeting Hall	135	Grandfathered spaces (65)	70	180	6 striped on-site. 70 valet parking spaces.
Total	--	--	70	180	70

Yard Requirements – Requires variance

- Typically, uses in commercial districts are not subject to yard requirements. However, because the rear lot line of the subject property abuts a residential district, a 7 foot rear yard is required. The minimum rear yard requirement is equal to 5+2x feet, where x is equal

to the number of stories above the first floor. Because the applicant is proposing to build a storage addition right up to their rear lot line, a variance is required.

Table 2. Minimum Yard Requirements

	Zoning District	Total Requirement	Proposed
Front	0 ft.	0 ft.	0 ft.
Interior Sides	0 ft.	0 ft.	0 ft.
Rear (abuts residential district)	7 ft.	7 ft.	0 ft.

Signs – Requires variance(s)

- Signs are subject to Chapter [543](#) of the Zoning Code. The applicant is proposing a 130 square foot projecting sign which requires four variances.

Table 3. Signage Summary

	Proposed Number	Maximum Size Allocation	Maximum Area per Projecting Sign	Proposed Area	Maximum Allowed Height	Proposed Height
Projecting	1	101 sq. ft.	20 sq. ft.	130 sq. ft.	28 ft.	39 ft.

Parking Area Design and Maintenance – Meets requirements with Conditions of Approval

- The proposed parking facility complies with surfacing requirements, lighting requirements, and minimum parking space and aisle dimensions.
- Parking and loading facilities fronting along a public street must have a 7 foot landscaped yard with screening at least three feet high and 60% opaque. The applicant is proposing a 10 foot wide landscaped area along Franklin Avenue with shrubs that comply with the requirement and a decorative 3 foot wrought iron fence.
- The applicant is also providing a 5-foot landscaped yard with shrubs between the subject lot and the adjacent commercial property to the west.
- Parking and loading facilities which abut a residential district require a 7 foot landscaped yard with screening at least 6 feet high and 95% opaque. The proposed lilac bushes at the west end of the parking lot meet this requirement. The applicant is also proposing a 4 foot wrought iron fence along the southern lot line. However, the wrought iron fence would not meet the 6 feet high and 95% opaque requirement for the 25 feet between the entry door to the proposed addition and the landscaped yard. Staff is recommending as a condition of approval that the applicant reconfigure the location of the entry door into the storage addition in order to allow for a landscaped yard at least 3 feet in width and screening at least 6 feet in height and 95% opaque, such as tall columnar shrubs. By providing a yard this size, there would still be 5 feet of space for the door into the proposed addition, a walkway, and adequate screening for the adjacent residential use.
- Parking lots are required to be designed with wheel stops or discontinuous curbing to provide on-site retention and filtration of stormwater. Staff finds it to be practical to provide discontinuous curbing in order to allow on-site retention and filtration of stormwater and is recommending that discontinuous curbing be utilized as a condition of approval.

Dumpster Screening – *Meets requirements with Conditions of Approval*

- The site plan submitted does not specify how the dumpster will be screened. Therefore, staff is recommending that as a condition of approval, per 535.80, the dumpster must be enclosed on all four sides by screening compatible with the principal structure that is not less than two feet higher than the dumpster in order to effectively screen the dumpster from the street and adjacent residential uses.

Screening of Mechanical Equipment – *Meets requirements*

- Existing mechanical equipment is located in the adjacent parking lot. The applicant is proposing to screen these mechanical units with vegetation which meets screening requirements.

Specific Development Standards – *Meets requirements*

- Reception or meeting halls are subject to the following specific development standards:
 - (1) Where alcoholic beverages are served, the use shall comply with the requirements of Title 14, Liquor and Beer, of the Minneapolis Code of Ordinances and Chapter 4 of the Minneapolis City Charter.
 - (2) The premises, all adjacent streets, sidewalks and alleys, and all sidewalks and alleys within one hundred (100) feet shall be inspected regularly for purposes of removing any litter found thereon.

VARIANCE

The Department of Community Planning and Economic Development has analyzed the application **for a variance of the minimum rear yard requirement** based on the following [findings](#):

1. *Practical difficulties exist in complying with the ordinance because of circumstances unique to the property. The unique circumstances were not created by persons presently having an interest in the property and are not based on economic considerations alone.*

The subject property is directly adjacent to a residential district because this block does not have a public alley. The existing building is set 8 feet from the rear lot line. Currently, a retaining wall is constructed in the area to the rear of the theater with a chain link fence above, creating an approximately 10 foot high wall. There is also a large concrete block wall along the west edge of the rear of the building in order to prevent access to the 8 foot rear yard. (See photos in the appendix.) The applicant is proposing to construct a 645 square foot storage addition directly up to the rear lot line. The proposed addition would also extend to the property's eastern side interior lot line; however, there is no side yard requirement as it is adjacent to a commercially zoned property. The applicant has stated that the property does not have an accessible basement for storage and limited opportunities for constructing an addition on the building. Practical difficulties exist due to limited opportunities for constructing an addition and the circumstance that no alley exists on this block to separate the commercial and residential uses.

2. *The property owner or authorized applicant proposes to use the property in a reasonable manner that will be in keeping with the spirit and intent of the ordinance and the comprehensive plan.*

Staff finds that the proposal will utilize the property in a reasonable manner in keeping with the spirit and intent of the ordinance and the comprehensive plan. The applicant is limited in

opportunities for expansion of the building and staff finds that the proposed addition is reasonable. Please see finding #5 for the conditional use permit for the consistency of the use with the comprehensive plan.

3. *The proposed variance will not alter the essential character of the locality or be injurious to the use or enjoyment of other property in the vicinity. If granted, the proposed variance will not be detrimental to the health, safety, or welfare of the general public or of those utilizing the property or nearby properties.*

Currently, the space to the rear of the existing building is hidden by an approximately 10 foot high concrete block wall and chain link fence. The applicant has indicated that this creates a place for people to hide, sleep, or paint graffiti. Staff finds that the proposed addition will be an improvement to the health, safety, and welfare of those utilizing the property and nearby properties, as it will improve the existing condition. The proposed addition would be approximately 10 feet high, the same height as the existing wall and fence. There is an approximately 4 foot grade difference between the adjacent residential lot and the area of the proposed addition, meaning that only 6 feet of the addition would be visible from the adjacent residence. The addition is proposed to be constructed of brick to match the existing building. Staff encourages the applicant to consider a roof design for the addition that will ensure that it is not possible to jump on top of the addition. Staff finds that the proposed variance will not alter the essential character of the locality or be injurious to the use or enjoyment of other property in the vicinity. The proposed variance will not be detrimental to the health, safety, or welfare of the general public or of those utilizing the property or nearby properties.

VARIANCE

The Department of Community Planning and Economic Development has analyzed the application **for a variance of the off-street parking requirement** based on the following [findings](#):

1. *Practical difficulties exist in complying with the ordinance because of circumstances unique to the property. The unique circumstances were not created by persons presently having an interest in the property and are not based on economic considerations alone.*

The subject property includes two adjacent parcels; one on which the 1916 theater building is located and an adjacent 6,535 square foot surface parking lot. Due to landscaping and screening requirements and the location of existing mechanical equipment, there is space for only six striped parking spaces on the adjacent lot. As detailed in the conditional use permit portion of this report, the parking requirement for this use is 70 spaces. The applicant plans to achieve this through on and off-site mandatory valet parking. Per 541.210, valet parking can be used to fulfill the off-street parking requirement, but only for restaurants, hotels, and theaters in existing buildings. Since this is a reception or meeting hall, the valet parking cannot be used to fulfill the requirements, necessitating the parking variance. Staff finds that practical difficulties exist in complying with the ordinance due to the limited space available for parking on-site.

2. *The property owner or authorized applicant proposes to use the property in a reasonable manner that will be in keeping with the spirit and intent of the ordinance and the comprehensive plan.*

The use of the property as a reception or meeting hall is reasonable and is in keeping with the spirit and intent of the ordinance and the comprehensive plan. Utilizing valet parking to meet the parking requirement for this use is found to be reasonable. The proposed location of the 45 off-site valet parking spaces will be at 2008 10th Avenue South and 925 Franklin Avenue East, two commercially-zoned parcels owned by the Norway House located only 300 feet from the subject property. The

applicant has provided a letter of intent to lease these lots which can be found in the appendix. Additionally, 25 valet parking spaces will be provided on-site on the adjacent parking parcel. Please see finding #5 for the conditional use permit for analysis of the consistency of the use with the comprehensive plan.

3. *The proposed variance will not alter the essential character of the locality or be injurious to the use or enjoyment of other property in the vicinity. If granted, the proposed variance will not be detrimental to the health, safety, or welfare of the general public or of those utilizing the property or nearby properties.*

Staff finds that the variance will not alter the essential character of the locality or be injurious to the use or enjoyment of other property in the vicinity. The variance will not be detrimental to the health, safety, or welfare of the general public or of those utilizing the property or nearby properties. In order to ensure that the 70 spaces will be provided if the current lease ends for any reason, staff is recommending that as a condition of approval, the applicant must be able to meet their minimum parking requirement through valet and/or shared parking agreements approved by the City. Additionally, the applicant has not proposed to install any bicycle parking. Although reception or meeting halls do not have a bicycle parking requirement in the zoning code, staff is recommending that in order to mitigate some of the need for off-street parking, at least 6 bicycle spaces shall be provided on-site. With the recommended conditions, staff finds that the variance will not be detrimental to the health, safety, and welfare of the general public or of those utilizing the property or nearby properties.

VARIANCE

The Department of Community Planning and Economic Development has analyzed the application **for a variance of the maximum height of a sign and a variance of the maximum extension of a projecting sign** based on the following [findings](#):

1. *Practical difficulties exist in complying with the ordinance because of circumstances unique to the property. The unique circumstances were not created by persons presently having an interest in the property and are not based on economic considerations alone.*

Maximum height: In order to achieve the character of a historic theater sign, practical difficulties exist in complying with some of the requirements in the sign code. The maximum height of a sign allowed in the C2 District is 28 feet. On this structure, 28 feet would fall within the recessed second-floor balcony area. Staff finds that practical difficulties exist, as a lower sign would not meet the intent of recreating a historic theater sign, and the 28 foot maximum height would be an impractical structural location for the sign.

Maximum extension: Staff recognizes that this property has unique identification needs and a projecting sign which extends approximately six feet from the building is necessary in order to increase visibility along Franklin Avenue and provide the proper structure for the sign.

2. *The property owner or authorized applicant proposes to use the property in a reasonable manner that will be in keeping with the spirit and intent of the ordinance and the comprehensive plan.*

Maximum height: The applicant's intent to adaptively reuse the building as a private event venue while also evoking the historic use of the building as a movie theater through a historic theater sign is reasonable and is in keeping with the spirit and intent of the ordinance and the comprehensive plan. In order to achieve the character of a historic theater sign, it is reasonable to allow the sign to be placed higher than the maximum height allowed in the district.

Maximum extension: Increasing the projection of the sign by approximately two feet is reasonable and will be in keeping with the spirit and intent of the ordinance and the comprehensive plan.

3. *The proposed variance will not alter the essential character of the locality or be injurious to the use or enjoyment of other property in the vicinity. If granted, the proposed variance will not be detrimental to the health, safety, or welfare of the general public or of those utilizing the property or nearby properties.*

Maximum height: A sign that is eleven feet higher than the maximum would not alter the essential character of the locality or be injurious to the use or enjoyment of other property in the vicinity. The sign would face Franklin Avenue, a commercial corridor. Directly across Franklin Avenue is a bakery, which is zoned light industrial. The increased height would not cause the sign to be significantly more visible from the surrounding residential areas. The proposed variance of maximum height will not be detrimental to the health, safety, or welfare of the general public or of those utilizing the property or nearby properties.

Maximum extension: The proposed extension of a projection sign would not alter the essential character of the locality or be injurious to the use or enjoyment of other property in the vicinity. The sign would face commercial uses along Franklin Avenue. The increased projection of the sign would not cause the sign to be more visible from the surrounding residential areas. Granting the variance of the maximum extension of a projecting sign will not be detrimental to the health, safety, or welfare of the general public or of those utilizing the property or nearby properties.

Findings Required by the Minneapolis Zoning Code for a sign adjustment:

4. *The sign adjustment will not significantly increase or lead to sign clutter in the area or result in a sign that is inconsistent with the purpose of the zoning district in which the property is located.*

Maximum height: The C2 Neighborhood Corridor Commercial District is established to provide an environment of retail sales and commercial services that are larger in scale than allowed in the C1 District and to allow a broader range of automobile related uses. In addition to commercial uses, residential uses, institutional and public uses, parking facilities, limited production and processing and public services and utilities are allowed. Allowing a sign higher than the maximum height will not lead to a significant increase in sign clutter or result in a sign that is inconsistent with the purpose of the zoning district.

Maximum extension: Increasing the projection of the sign from 4 feet to approximately 6 feet would not increase or lead to sign clutter in the area. Granting the variance would not be inconsistent with the purpose of the C2 District.

5. *The sign adjustment will allow a sign that relates in size, shape, materials, color, illumination and character to the function and architectural character of the building or property on which the sign will be located.*

Maximum height: The New Franklin Theater was constructed in 1916 and was utilized for more than sixty years as a movie theater. Although no historic photos could confirm whether the New Franklin Theater had a large projecting sign, most of the theaters around Minneapolis would have historically had similar signs. Photo evidence does exist of a large projecting sign that existed while the building was utilized as an adult film theater. (See original blueprints and 1990s Franklin Theater photos in the appendix.) The proposed height of the sign relates in character to the historic function and architectural character of the building. Allowing a variance of the maximum height will allow a sign that relates in size, shape, materials, color, illumination and character to the historic function and architectural character of the building.

Maximum extension: Historic theater signs would have projected over 4 feet from the building and many would also have had a large projecting marquee as well. The proposed sign would have an aluminum cabinet painted black with a steel structure with open channel letters to capture light from the exposed white LED bulbs. The perimeter of the sign would also be an open channel with LED bulbs. These materials are similar to the historic materials of a theater sign. Granting the variance to allow the sign to project over 4 feet from the building wall will allow a sign that relates in size and character to the function and architectural character of the building.

VARIANCE

The Department of Community Planning and Economic Development has analyzed the application **for a variance of the maximum area per projecting sign** based on the following [findings](#):

1. *Practical difficulties exist in complying with the ordinance because of circumstances unique to the property. The unique circumstances were not created by persons presently having an interest in the property and are not based on economic considerations alone.*

In order to achieve the character of a historic theater sign, practical difficulties exist in complying with some of the requirements in the sign code. In the C2 District, the maximum area allowed per projecting sign is 20 square feet. Staff recognizes that the property has unique identification needs and a larger projecting sign will increase visibility of the location of the event venue. As the property is utilizing mandatory valet parking, clear and effective signage that is larger than only 20 square feet in area is necessary to guide visitors to the site and the associated valet parking. The proposed sign will allow for effective identification of the building's location while also being in keeping with the character of the historic use of the building. These are unique circumstances that have not been created by the applicant and create practical difficulties in complying with the ordinance.

2. *The property owner or authorized applicant proposes to use the property in a reasonable manner that will be in keeping with the spirit and intent of the ordinance and the comprehensive plan.*

In the C2 District, the maximum area allowed per projecting sign is 20 square feet. The applicant is only proposing one projecting sign for the property; however, the one projecting sign is proposed to be 130 square feet in area. Per section 543.70 of the zoning code, the area of a sign is calculated by drawing an imaginary rectangle drawn around the extents of the frame or cabinet. There is no limit to the number of signs allowed in the C2 District as long as the total area of signs is within the maximum size allocation for the primary building wall. Staff is recommending denial of the variance of the maximum size allocation (see findings below), which would require that the one proposed sign be not more than 101 square feet in area. Therefore, staff is recommending approval of the variance of the maximum area of a projecting sign with the condition that the sign area be limited to 101 square feet in order to maintain compliance with the maximum size allocation of signs provision. The applicant is not proposing any other signage and with the condition that the sign be limited to 101 square feet in area, staff finds that the sign would not be overly imposing or intrusive. Granting the sign variance with the recommended condition would not be detrimental to health, safety or welfare of the general public.

3. *The proposed variance will not alter the essential character of the locality or be injurious to the use or enjoyment of other property in the vicinity. If granted, the proposed variance will not be detrimental to the health, safety, or welfare of the general public or of those utilizing the property or nearby properties.*

With the condition that the proposed sign comply with the maximum size allocation of signs of 101 square feet, the variance will not alter the essential character of the locality or be injurious to the

use or enjoyment of other property in the vicinity. If the applicant were to meet the ordinance, they could have up to five projecting signs that were 20 square feet in area each. Staff finds that allowing one projecting sign larger than what is allowed in the zoning code would not alter the essential character of the locality more than what would be allowed by-right, provided that the sign is limited to 101 square feet to remain within the maximum size allocation of signs allowed for the primary building wall.

Findings Required by the Minneapolis Zoning Code for a sign adjustment:

4. *The sign adjustment will not significantly increase or lead to sign clutter in the area or result in a sign that is inconsistent with the purpose of the zoning district in which the property is located.*

Although the proposed sign would be a larger projecting sign than is allowed by-right in the zoning code, with the recommended condition, the applicant would still be within the required size allocation of signs and therefore the sign would not lead to sign clutter in the area. A projecting sign under 101 square feet in area would be consistent with the purpose of the zoning district.

5. *The sign adjustment will allow a sign that relates in size, shape, materials, color, illumination and character to the function and architectural character of the building or property on which the sign will be located.*

Allowing a sign that is limited to 101 square feet would relate in size to the function and architectural character of the building while still complying with the maximum size allocation of signs for buildings in the CI District. The materials would consist of a black aluminum cabinet with a steel structure, LED bulbs, and an open channel sign perimeter and open channel letters. These materials, color, and illumination relate to the function and architectural character of the building. Allowing a 101 square foot projecting sign would allow a sign that relates in size, shape, materials, color, illumination, and character to the historic function and architectural character of the building.

VARIANCE

The Department of Community Planning and Economic Development has analyzed the application **for a variance of the maximum size allocation of signs from 101 square feet to 130 square feet** based on the following [findings](#):

1. *Practical difficulties exist in complying with the ordinance because of circumstances unique to the property. The unique circumstances were not created by persons presently having an interest in the property and are not based on economic considerations alone.*

The circumstances of the maximum size allocation variance are not unique to the parcel and have been created by the applicant. In the C2 District, if there is no freestanding or roof sign on the same zoning lot, 1.5 square feet of signage is permitted for each 1 foot of primary building wall. The primary building wall of the building is 67.07 feet in length which means that the maximum size allocation of signs attached to the building is 101 square feet. It would be reasonable for the applicant to meet the 101 square foot limitation for signs attached to buildings. Staff does not find that a practical difficulty exists in meeting the maximum size allocation of signs attached to the building provision. Staff recognizes the applicant's intent to achieve the character of a historic theater and is recommending approval of the variances of maximum height and the extension of a projecting sign, and recommending approval of the variance of the projecting sign area with the condition that the sign be no larger than 101 square feet.

2. *The property owner or authorized applicant proposes to use the property in a reasonable manner that will be in keeping with the spirit and intent of the ordinance and the comprehensive plan.*

On-premises sign regulations are established to allow effective signage appropriate to the planned character of each zoning district, to promote an attractive environment by minimizing visual clutter and confusion, to minimize adverse effects on nearby property, and to protect the public health, safety and welfare. All commercial districts except the C3S are limited to 1.5 square feet of signage per 1 foot of primary building wall. Staff does not find that granting the variance for the maximum size allocation of signs would be in keeping with the spirit and intent of the ordinance or the comprehensive plan. It would be reasonable to comply with the maximum size allocation of signs.

3. *The proposed variance will not alter the essential character of the locality or be injurious to the use or enjoyment of other property in the vicinity. If granted, the proposed variance will not be detrimental to the health, safety, or welfare of the general public or of those utilizing the property or nearby properties.*

This area of Franklin Avenue is commercial in nature and there are many signs on the corridor. However, the majority of these properties are zoned either C1 or C2 and would also be subject to the 1.5 square feet per 1 foot of primary building wall limitation. Staff finds that increasing the maximum size allocation of signs from 101 square feet to 130 square feet would cause an increase in visual clutter along Franklin and would alter the essential character of the locality.

Findings Required by the Minneapolis Zoning Code for a sign adjustment:

4. *The sign adjustment will not significantly increase or lead to sign clutter in the area or result in a sign that is inconsistent with the purpose of the zoning district in which the property is located.*

The C2 Neighborhood Corridor Commercial District is established to provide an environment of retail sales and commercial services that are larger in scale than allowed in the C1 District and to allow a broader range of automobile related uses. In addition to commercial uses, residential uses, institutional and public uses, parking facilities, limited production and processing, and public services and utilities are allowed. With the exception of those in the C3S District, all other commercially-zoned properties are subject to this size allocation limit per building wall. Allowing more than 101 square feet of signage for this building wall would result in sign clutter in the area and a sign that is inconsistent with the purpose of the C2 District. Staff recognizes the intent to achieve the character of a historic theater sign but finds that this can still be achieved while meeting the maximum size allocation of signs.

5. *The sign adjustment will allow a sign that relates in size, shape, materials, color, illumination and character to the function and architectural character of the building or property on which the sign will be located.*

The applicant has indicated that meeting the 101 square foot maximum allocation for signs creates a sign with a diminutive proportion that does not align with the intended historic theater sign character. Staff finds that a sign of only 101 square feet in size would still reasonably relate in size, shape, materials, color, illumination and character to the function and architectural character of the building and the desired historic theater sign character.

RECOMMENDATIONS

Recommendation of the Department of Community Planning and Economic Development for the Conditional Use Permit:

The Department of Community Planning and Economic Development recommends that the City Planning Commission adopt the above findings and **approve** the application for a conditional use permit to allow a reception or meeting hall at the properties located at 1013-1021 Franklin Avenue East, subject to the following conditions:

1. The conditional use permit shall be recorded with Hennepin County as required by Minn. Stat. 462.3595, subd. 4 before building permits may be issued or before the use or activity requiring a conditional use permit may commence. Unless extended by the zoning administrator, the conditional use permit shall expire if it is not recorded within two years of approval.
2. A 3 foot landscaped yard with screening at least 6 feet in height and 95% opaque shall be provided along the south walkway leading to the storage addition.
3. The parking area shall be designed with discontinuous curbing to provide on-site retention and filtration of stormwater, as required by section 530.230 of the zoning code.
4. Dumpsters shall be enclosed on all four sides by screening compatible with the principal structure that is at least 2 feet higher than the dumpster, as required by section 535.80 of the zoning code.

Recommendation of the Department of Community Planning and Economic Development for the Variance:

The Department of Community Planning and Economic Development recommends that the City Planning Commission adopt the above findings and **approve** the application for a variance of the rear yard requirement from 7 feet to 0 feet at the properties located at 1013-1021 Franklin Avenue East, subject to the following conditions:

1. The applicant shall consider a roof design for the one-story addition which discourages unauthorized access to the roof.

Recommendation of the Department of Community Planning and Economic Development for the Variance:

The Department of Community Planning and Economic Development recommends that the City Planning Commission adopt the above findings and **approve** the application for a variance of the off-street parking requirement from 70 spaces to 6 spaces at the properties located at 1013-1021 Franklin Avenue East, subject to the following conditions:

1. The minimum parking requirement shall be provided through valet parking and/or a shared parking agreement approved by the City.
2. A minimum of six (6) bicycle parking spaces shall be provided. The bicycle parking may be located in the right-of-way if approved by Public Works.

Recommendation of the Department of Community Planning and Economic Development for the Variance:

The Department of Community Planning and Economic Development recommends that the City Planning Commission adopt the above findings and **approve** the application for a variance of the maximum height of a sign from 28 feet to 39 feet at the properties located at 1013-1021 Franklin Avenue East.

Recommendation of the Department of Community Planning and Economic Development for the Variance:

The Department of Community Planning and Economic Development recommends that the City Planning Commission adopt the above findings and **approve** the application for a variance of the maximum extension of a projecting sign from 4 feet to approximately 6 feet at the properties located at 1013-1021 Franklin Avenue East.

Recommendation of the Department of Community Planning and Economic Development for the Variance:

The Department of Community Planning and Economic Development recommends that the City Planning Commission adopt the above findings and **approve** the application for a variance of the maximum area per projecting sign at the properties located at 1013-1021 Franklin Avenue East, subject to the following conditions:

1. The projecting sign shall be no larger than 101 square feet.

Recommendation of the Department of Community Planning and Economic Development for the Variance:

The Department of Community Planning and Economic Development recommends that the City Planning Commission adopt the above findings and **deny** the application for a variance of the maximum size allocation of signs from 101 square feet to 130 square feet at the properties located at 1013-1021 Franklin Avenue East.

ATTACHMENTS

1. Written description and findings submitted by applicant
2. Zoning map
3. Site survey
4. Site plan
5. Floor plans
6. Building elevations
7. Valet information
8. Letter of intent to lease nearby lots for valet parking
9. Maps highlighting location of valet parking
10. Sign proposal
11. Photos
12. Original blueprints for New Franklin Theater
13. 1990s photo of Franklin Theater
14. Oblique aerial
15. Correspondence

June 27, 2014

To Whom It May Concern:

First & First has acquired The New Franklin Theater, most recently known as Franklin Art Works at 1021 Franklin Avenue East, Minneapolis, MN 55404.

First & First is a creative real estate company with a passion for adaptive reuse. We reimagine historically significant sites within the Minneapolis and St. Paul urban landscape. We transform these neglected spaces into inspired places and help fuel economic growth in the surrounding neighborhoods.

Our projects include:

- Icehouse Court on 26th and Nicollet - Home to a variety of tenants including: Icehouse Restaurant, Vertical Endeavors, Eat Street Social, Jasmine Deli
- The Broadway on Broadway and Central in NE Minneapolis-Home to a variety of tenants including: Spyhouse Coffee, 612 Brew, Corepower Yoga
- We are also the parent company of the event space, Aria, located in the North Loop area of downtown Minneapolis

Our goal is to renovate The New Franklin Theater and to use it as an event space that acts as a place for the local and greater Twin Cities communities to gather and celebrate. We see it as a natural extension of our current work at Aria and a compliment to the surrounding local businesses including Franklin Street Bakery and Roger Beck Florist. Our business plan includes attracting events such as weddings, non-profit fundraisers and corporate parties.

This use is consistent with the Minneapolis Comprehensive Plan, which designates this area of Franklin as a Commercial Corridor and encourages commercial development.

We are applying for a Conditional Use Permit, a parking variance, a set back variance and a sign variance.

The New Franklin Theater has a small parking lot to the west of the building. This will not be adequate for our parking needs. Our parking needs increase on evenings and weekends so we are reaching out to neighboring churches and businesses to create agreements allowing our valet service to use their lots for event parking during their off hours. The New Franklin Theater policies will include mandatory valet use for events through Uptown Valet.

We are proposing a small addition to the back of the building to act as storage for the tables, chairs and other various event specific items. We are asking for a set back variance as our building has no rear alley and borders a residential area. There is currently an approximately 10 foot high concrete block retaining wall with a chain link fence on the lot line. The new proposed addition would be lower than the current wall and fence. It will have minimal impact on site lines and no impact on noise for the residents.

Our sign variance request is due to our desire to bring back a vintage theater sign vertically along the façade. We are working with a third generation sign company that is very seasoned in theater signs. They did the Pantages Theater Sign among others. There is to be no lighting animation on the sign.

Thank you for your consideration.

Please feel free to contact me directly with any questions.

Best,



Melissa Gorman
Managing Director
First & First
612-334-9434

Conditional Use Permit:

- (1) The proposed New Franklin Theater will not be detrimental to or endanger the public health safety, comfort or general welfare. The goal of our event center is to bring life to a previously under utilized space on Franklin Avenue, be an economic catalyst for surrounding businesses and restore a beautiful vintage theater for the community to enjoy.
- (2) The conditional use will not be injurious to the use and enjoyment of other property in the vicinity and will not impede the normal and orderly development and improvement of surrounding property for uses permitted in the district. We hope to work in tandem with surrounding business and residents by referring clients to businesses such as Franklin Street Bakery and Roger Beck Florist as well as employing local residents.
- (3) Adequate utilities, access roads, drainage, necessary facilities or other measures, have been or will be provided. The current systems will be upgraded where necessary.
- (4) Adequate measures have been or will have been taken to minimize traffic congestion in the public streets. We have a small lot to the west of the building where we can stage our valet and have secured off site parking for the use of our valet service.
- (5) The conditional use is consistent with the applicable policies of the comprehensive plan.
 1. 1.1.5 Ensure that land use regulations continue to promote development that is compatible with nearby properties, neighborhood character, and natural features; minimizes pedestrian and vehicular conflict; promotes street life and activity; reinforces public spaces; and visually enhances development.
 2. 1.4.2 Promote standards that help make commercial districts and corridors desirable, viable, and distinctly urban, including: diversity of activity, safety for pedestrians, access to desirable goods and amenities, attractive streetscape elements, density and variety of uses to encourage walking, and architectural elements to add interest at the pedestrian level.
 3. 1.5.3 Promote the preservation of traditional commercial storefronts wherever feasible
 4. 1.10.1 Support a mix of uses—such as retail sales, office, institutional, high-density residential and clean low- impact light industrial – where compatible with the existing and desired character.
 5. 1.10.2 Encourage commercial development, including active uses on the ground floor, where Commercial Corridors intersect with other designated corridors.
 3. 1.10.4 Encourage a height of at least two stories for new buildings along Commercial Corridors, in keeping with neighborhood character.
- (6) The conditional use shall, in all other respects, conform to the applicable regulations of the district in which it is located.

Setback Variance:

- (1) The property does not have an accessible basement for storage and has limited expansion opportunities. We propose to build a small single story expansion at the rear of the property to provide storage for the event center. Currently the space is hidden by an approximately 10 foot high concrete block wall and chain link fence and attracts vandals and vagrants. The concrete wall is peppered with graffiti and the back space has historically been littered with beer bottles and old mattresses. The new proposed addition would be lower than the current wall and fence. It will have minimal impact on site lines and no impact on noise for the residents.

- (2) We plan to use the property in a keeping with the spirit and intent of the following policies of the comprehensive plan:
 1. 1.1.5 Ensure that land use regulations continue to promote development that is compatible with nearby properties, neighborhood character, and natural features; minimizes pedestrian and vehicular conflict; promotes street life and activity; reinforces public spaces; and visually enhances development.
 2. 1.4.2 Promote standards that help make commercial districts and corridors desirable, viable, and distinctly urban, including: diversity of activity, safety for pedestrians, access to desirable goods and amenities, attractive streetscape elements, density and variety of uses to encourage walking, and architectural elements to add interest at the pedestrian level.
 3. 1.5.3 Promote the preservation of traditional commercial storefronts wherever feasible
 4. 1.10.1 Support a mix of uses—such as retail sales, office, institutional, high-density residential and clean low- impact light industrial – where compatible with the existing and desired character.
 5. 1.10.2 Encourage commercial development, including active uses on the ground floor, where Commercial Corridors intersect with other designated corridors.
 3. 1.10.4 Encourage a height of at least two stories for new buildings along Commercial Corridors, in keeping with neighborhood character.

- (3) The proposed variance will not alter the essential character of the locality. It will have little to no visual impact on the exterior or interior of the building. The new addition will not be detrimental to the health, safety or welfare of the general public or of those utilizing the property or nearby properties. In fact, we believe that enclosing that hidden area will minimize vagrant activity.

Parking Variance:

(1) The property parcel only has 6 parking spots within it's property boundaries.

(2) We plan to use the property in a keeping with the spirit and intent of the following policies of the comprehensive plan:

1. 1.1.5 Ensure that land use regulations continue to promote development that is compatible with nearby properties, neighborhood character, and natural features; minimizes pedestrian and vehicular conflict; promotes street life and activity; reinforces public spaces; and visually enhances development.
2. 1.4.2 Promote standards that help make commercial districts and corridors desirable, viable, and distinctly urban, including: diversity of activity, safety for pedestrians, access to desirable goods and amenities, attractive streetscape elements, density and variety of uses to encourage walking, and architectural elements to add interest at the pedestrian level.
3. 1.5.3 Promote the preservation of traditional commercial storefronts wherever feasible
4. 1.10.1 Support a mix of uses—such as retail sales, office, institutional, high-density residential and clean low- impact light industrial – where compatible with the existing and desired character.
5. 1.10.2 Encourage commercial development, including active uses on the ground floor, where Commercial Corridors intersect with other designated corridors.
3. 1.10.4 Encourage a height of at least two stories for new buildings along Commercial Corridors, in keeping with neighborhood character.

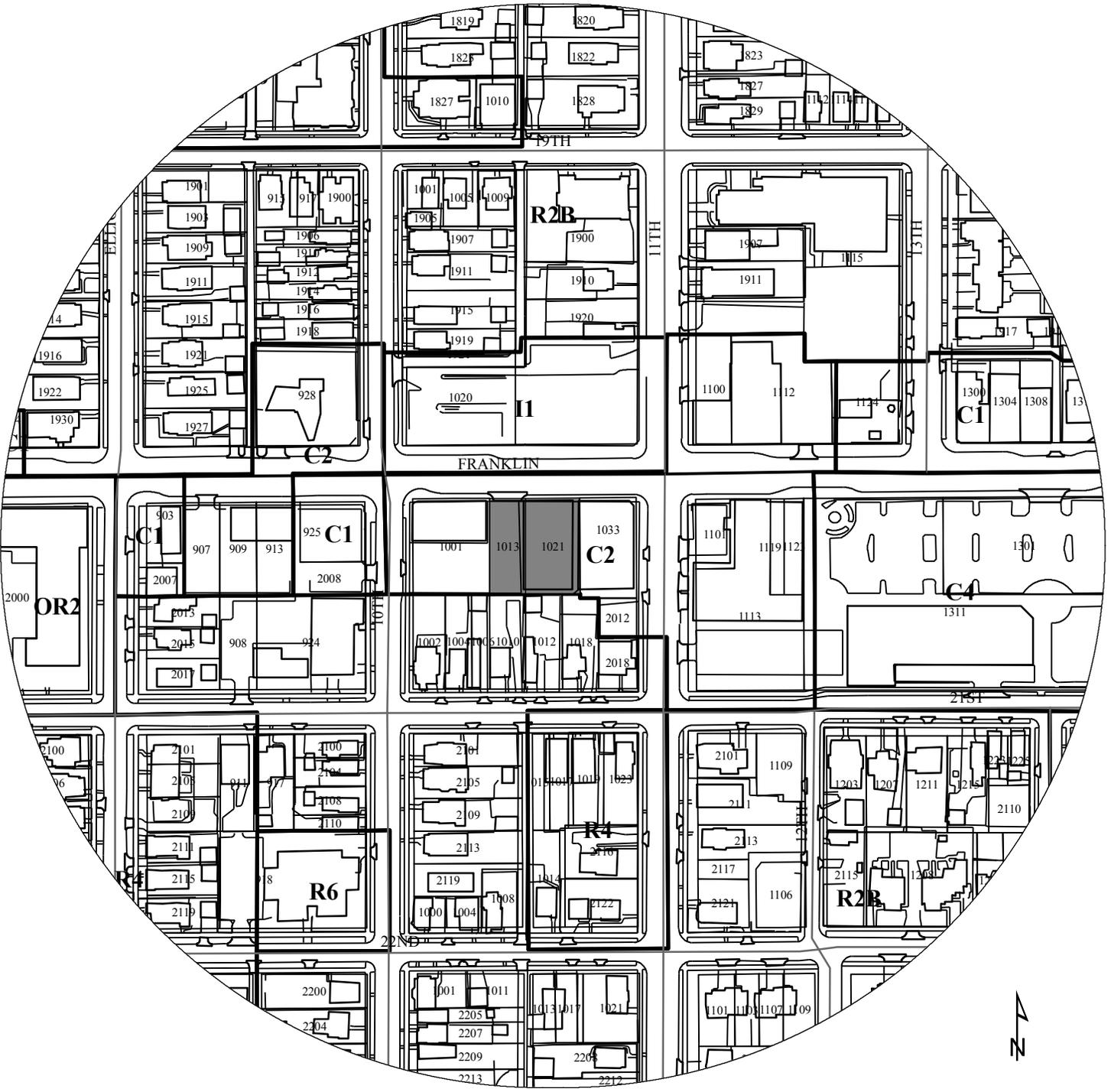
(3) The proposed variance will not alter the essential character of the locality. It is in alignment with the original use of the building. The parking variance will not be detrimental to the health, safety or welfare of the general public or of those utilizing the property or nearby properties. We are working in tandem with neighboring property owner(s) to utilize parking during their off hours.

Sign Variance:

- (1) Our vision is to bring the building patina back to its roots of a historic theater. Our sign proposal is an extension of this vision.
- (2) We plan to use the property in a keeping with the spirit and intent of the following policies of the comprehensive plan:
 1. 1.1.5 Ensure that land use regulations continue to promote development that is compatible with nearby properties, neighborhood character, and natural features; minimizes pedestrian and vehicular conflict; promotes street life and activity; reinforces public spaces; and visually enhances development.
 2. 1.4.2 Promote standards that help make commercial districts and corridors desirable, viable, and distinctly urban, including: diversity of activity, safety for pedestrians, access to desirable goods and amenities, attractive streetscape elements, density and variety of uses to encourage walking, and architectural elements to add interest at the pedestrian level.
 3. 1.5.3 Promote the preservation of traditional commercial storefronts wherever feasible
 4. 1.10.1 Support a mix of uses—such as retail sales, office, institutional, high-density residential and clean low- impact light industrial – where compatible with the existing and desired character.
 5. 1.10.2 Encourage commercial development, including active uses on the ground floor, where Commercial Corridors intersect with other designated corridors.
 3. 1.10.4 Encourage a height of at least two stories for new buildings along Commercial Corridors, in keeping with neighborhood character.
- (3) The proposed variance will not alter the essential character of the locality. It is in alignment with the original use of the building. The sign variance will not be detrimental to the health, safety or welfare of the general public or of those utilizing the property or nearby properties. The goal is to improve the overall esthetics of the building and contribute to the flavor and character of the neighborhood as a whole.
 - (1) The sign adjustment will not significantly increase or lead to sign clutter in the area or result in a sign that is inconsistent with the purpose of the zoning district in which the property is located. It will visually enhance the development and create architectural interest. There is to be no animation as part of this sign.
 - (2) The sign adjustment will allow a sign that relates in size, shape, materials, color, illumination and character to the function and architectural character of the building. Vintage theater signs found within our city inspired our design. We are working with a third generation sign company that has a history of creating vintage theater signs.

NAME OF APPLICANT

WARD



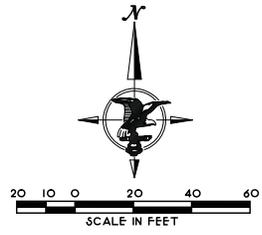
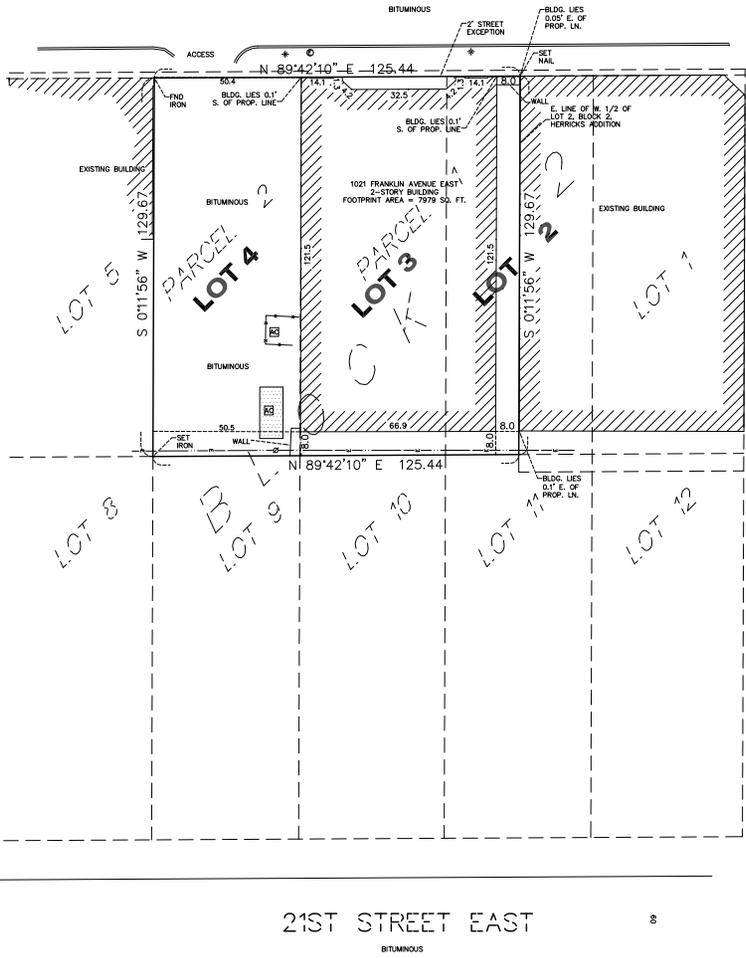
PROPERTY ADDRESS

1013-1021 Franklin Avenue East

FILE NUMBER

BZZ-6690

FRANKLIN AVENUE EAST



LEGEND

- Found Property Monument
- Set Property Monument (Minn. Reg. No. 23677)
- Concrete
- Concrete Curb
- Fence
- Overhead Electric
- Underground Electric
- Underground Telephone
- Water
- Gas
- Sanitary Sewer
- Storm Sewer
- Electric Meter
- Electric Box
- Electric Manhole
- Power Pole
- Hydrant
- Gate Valve
- Catchbasin
- Air Conditioning Unit
- Light Pole
- Gas Meter
- Telephone Manhole
- Telephone Box
- Water Manhole
- Sanitary Manhole
- Storm Manhole

LEGAL DESCRIPTION

Parcel 1
 Lot 3 and West 1/2 of Lot 2, Block 2, Herricks Addition, Hennepin County, Minnesota, except street.
 Parcel 2
 Lot 4, Block 2, Herricks Addition, Hennepin County, Minnesota, except street.

GENERAL NOTES:

1. The bearing system used is assumed.
2. The location of the underground utilities shown hereon, if any, are approximate only. PURSUANT TO MSA 2160 CONTACT Gopher State ONE CALL AT (612) 454-0002 PRIOR TO ANY EXCAVATION.
3. Site area Parcel 1 = 9729 square feet = 0.223 acres.
 Site area Parcel 2 = 6535 square feet = 0.150 acres.
4. This survey was made on the ground.
5. No current title work was furnished for the preparation of this survey. Legal description, recorded or unrecorded easements and encumbrances are subject to revision upon receipt of current title work.



LOT CERTIFICATE SURVEY
 for:
FIRST & FIRST LLC
SITE: 1021 FRANKLIN AVENUE EAST
MINNEAPOLIS, MINNESOTA

CERTIFICATION:
 I hereby certify that this survey, plan or report was prepared by me or under my direct supervision and that I am a duly Registered Land Surveyor under the laws of the State of Minnesota.
 Date: JULY 14, 2014
 Thomas E. Hodoff
 Minn. Reg. No. 23677

Sheet No. 1 OF 1	Book 636	Page 67
PL. No. 13-8884	CD. Number 2014321	CD. Description TH

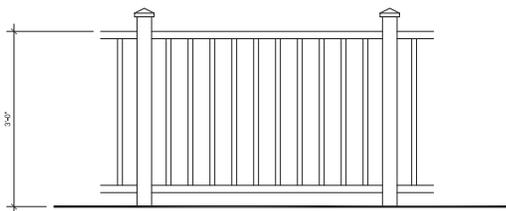
HARRY S. JOHNSON CO., INC.
LAND SURVEYORS CONSULTANTS
 BLOOMINGTON, MINNESOTA
 PHONE: 952-884-5841 FAX: 952-884-5844

SITE DATA:

TOTAL SITE AREA	16,200 SF
BUILDING AREA	8,907 SF
EXTG OPEN LOT AREA	6,324 SF
PROPOSED PERVIOUS AREA	2,007 SF
PROPOSED IMPERVIOUS AREA	5,286 SF

PLANT SCHEDULE:

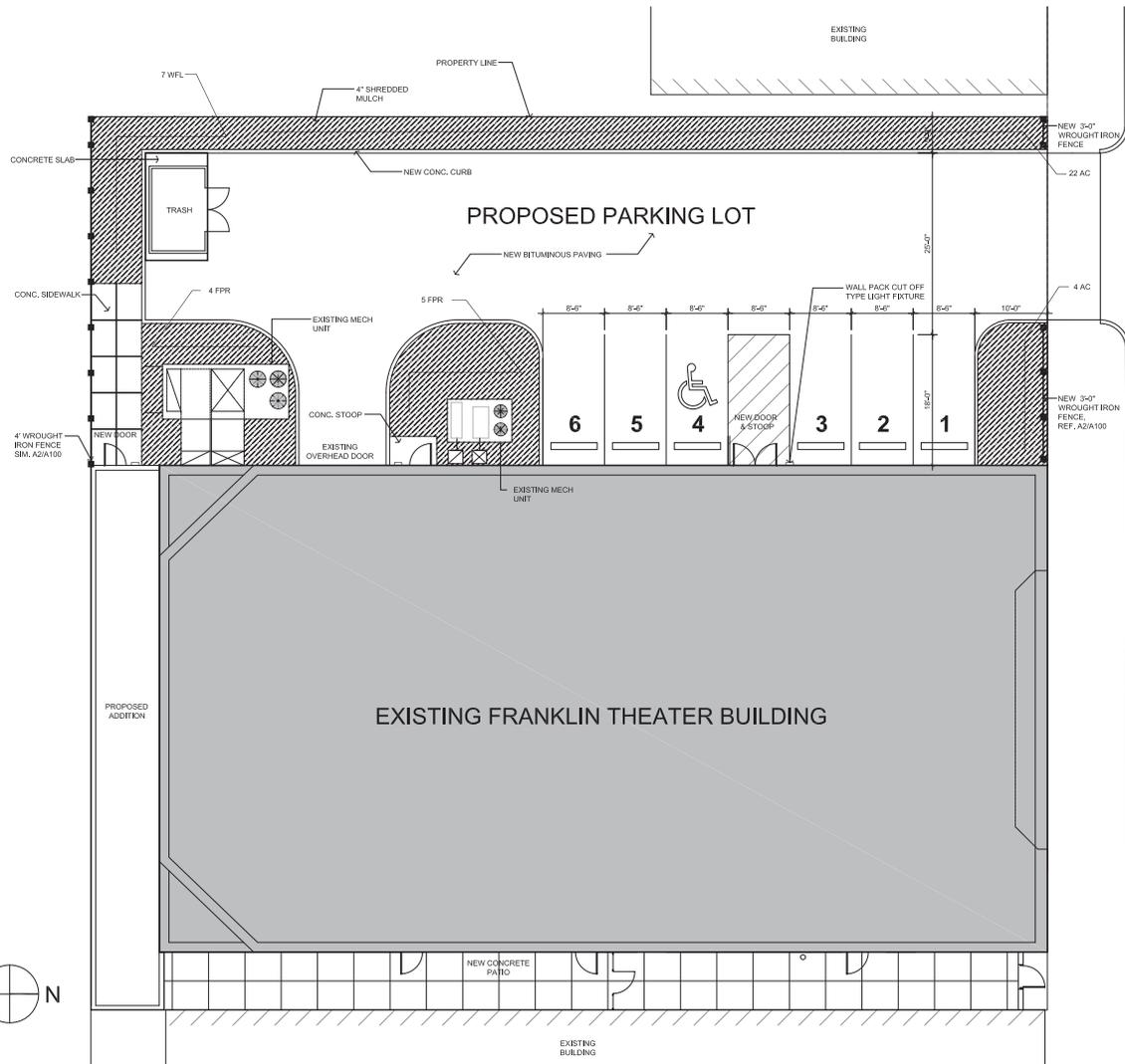
SYMBOL	QUANT.	COMMON NAME	BOTANICAL NAME	SIZE	ROOT	COMMENTS
FPR	8	FOX PAVEMENT ROSE	ROSA 'FOX PAVEMENT'	#5	CONT.	DENSE BRANCHING
AC	26	ALPINE CURRANT	RIBES ALPINUM	#5	CONT.	DENSE BRANCHING
WFL	7	WHITE FRENCH LILAC	SYRINGA VULGARIS 'ALBA'	#5	CONT.	



A2 ENLARGED FENCE PLAN
1" = 1'-0"



A1 SITE PLAN
1/8" = 1'-0"



FRANKLIN AVENUE

FRANKLIN THEATER
1101 EAST FRANKLIN AVENUE MINNEAPOLIS, MN 55404

DJR
ARCHITECTURE, INC.
1101 EAST FRANKLIN AVENUE, SUITE 100
MINNEAPOLIS, MN 55404
TEL: 612.338.2700 WWW.DJRARCH.COM

CLIENT
FRANKLIN THEATER
ADDRESS 1
ADDRESS 2
CITY, STATE, ZIP CODE

CONTRACTOR
ADDRESS 1
ADDRESS 2
CITY, STATE, ZIP CODE

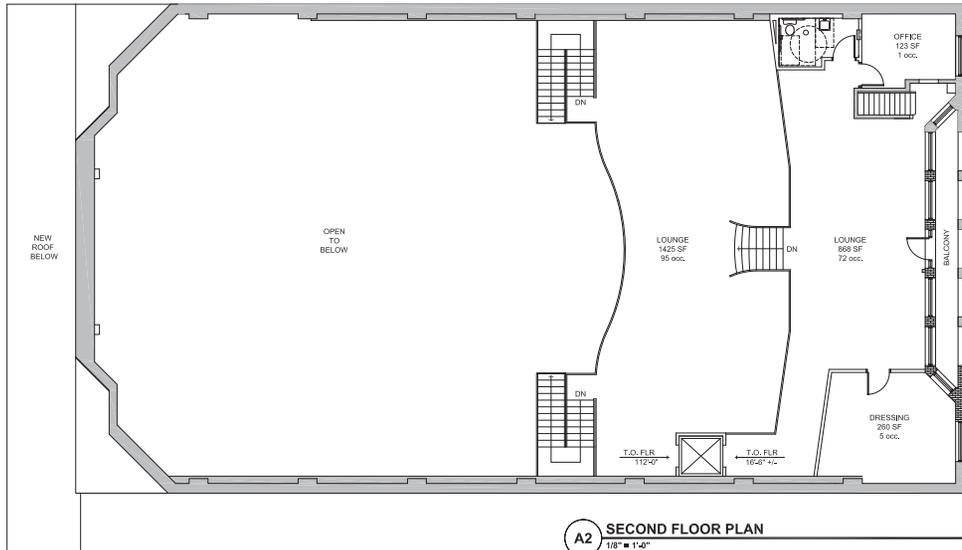
MECHANICAL
ADDRESS 1
ADDRESS 2
CITY, STATE, ZIP CODE

STRUCTURAL
ADDRESS 1
ADDRESS 2
CITY, STATE, ZIP CODE

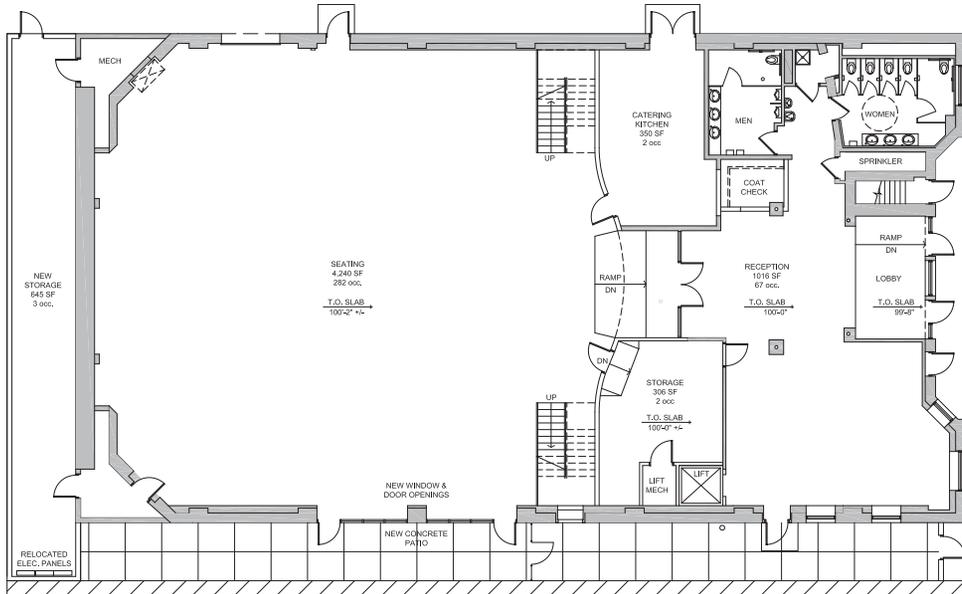
Civil
ADDRESS 1
ADDRESS 2
CITY, STATE, ZIP CODE

PROJECT NUMBER
1400R
Date: 5/27/2014
Drawn by: [Name]
Checked by: [Name]

A100



A2 SECOND FLOOR PLAN
1/8" = 1'-0"



A1 FIRST FLOOR PLAN
1/8" = 1'-0"

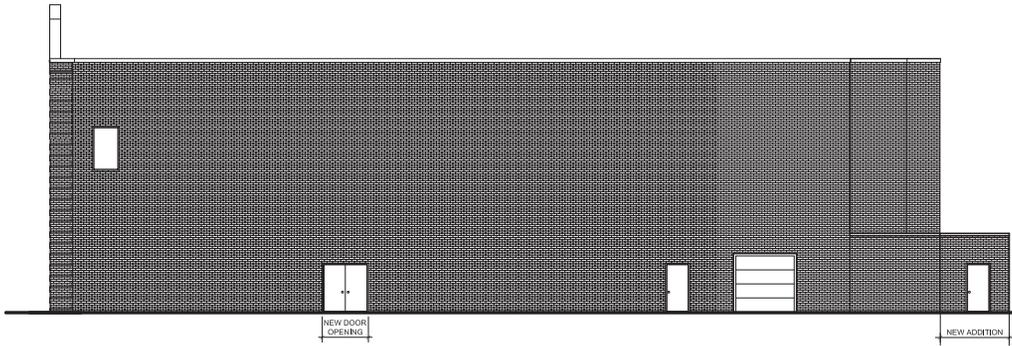
DJR
ARCHITECTURE INC
333 Washington Ave N, Suite 210
St. Paul, MN 55102

CLIENT: _____
ADDRESS 1: _____
CITY, STATE, ZIP CODE: _____
PHONE NUMBER: _____
MECHANICAL: _____
ADDRESS 1: _____
CITY, STATE, ZIP CODE: _____
PHONE NUMBER: _____
STRUCTURAL: _____
ADDRESS 1: _____
CITY, STATE, ZIP CODE: _____
PHONE NUMBER: _____
CONTRACTOR: _____
ADDRESS 1: _____
CITY, STATE, ZIP CODE: _____
PHONE NUMBER: _____

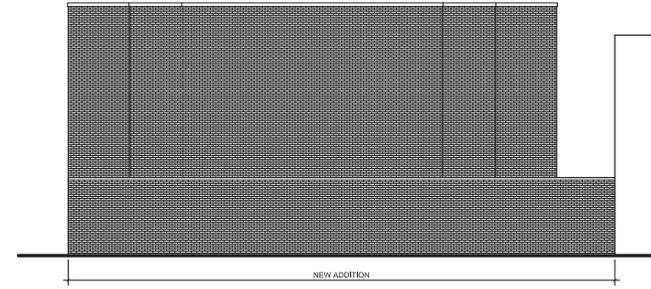
Project # 14-004
Date: 5/27/2014
Drawn by: TH
Checked by: SN

FRANKLIN THEATER
102 EAST FRANKLIN AVENUE, MINNEAPOLIS, MN 55404

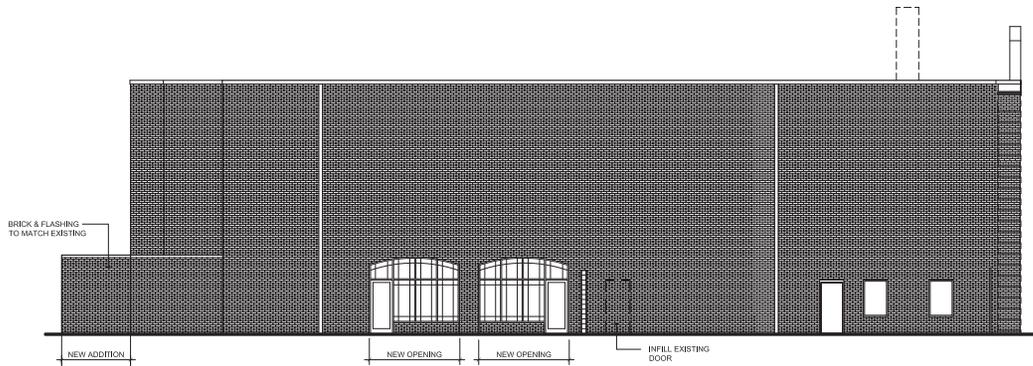
A101



A4 WEST ELEVATION
1/8" = 1'-0"



A2 SOUTH ELEVATION
1/8" = 1'-0"



A3 EAST ELEVATION
1/8" = 1'-0"



A1 NORTH ELEVATION
1/8" = 1'-0"

DJR
ARCHITECTURE INC
333 Washington Ave N, Suite 210
St. Paul, MN 55102
612.276.2700 www.djr-inc.com

MECHANICAL
ADDRESS 1
CITY, STATE, ZIP CODE
PHONE NUMBER

STRUCTURAL
ADDRESS 1
CITY, STATE, ZIP CODE
PHONE NUMBER

CONTRACTOR
ADDRESS 1
CITY, STATE, ZIP CODE
PHONE NUMBER

CLIENT
ADDRESS 1
CITY, STATE, ZIP CODE
PHONE NUMBER

GENERAL CONTRACTOR
ADDRESS 1
CITY, STATE, ZIP CODE
PHONE NUMBER

PROJECT # 142004
DATE 6/7/2014
DRAWN BY TH
CHECKED BY SN

FRANKLIN THEATER
102 EAST FRANKLIN AVENUE, MINNEAPOLIS, MN 55404

A200
EXTERIOR ELEVATIONS

Uptown Valet INC
6125 Elliot Avenue South
Minneapolis, MN 55417

6/23/2014

Melissa Gorman
First & First
105 North First Street
Minneapolis, MN 55401

Hello Melissa,

This letter is to inform you of Uptown Valet's intention of providing valet service for the New Franklin Theater. To provide the valet service we have secured 70 parking spaces between on-site and other near by lots (listed below). Please let me know if we can be of any more help.

Thanks,
Patrick

Location of lots:

45 spots – Norway House parcels: 2008 10th Ave S & 925 Franklin Ave E
25 spots – On site
70 total

Establishment's contact information:

New Franklin Theater
1021 East Franklin Avenue
Minneapolis, MN 55404
Melissa Gorman (612) 344-0028

Location of zone:

New Franklin Theater
1021 East Franklin Avenue
Minneapolis, MN 55404
In The New Franklin Parking Lot

Valet operator:

Uptown Valet INC
6125 Elliot Avenue South
Minneapolis, MN 55417
Patrick Jacobson (763) 227-9002

Letter of Intent

Date: June 16, 2014
RE: 924 21st Street East, Minneapolis

The following is a Letter of Intent expressing the interest of First & First LLC on behalf of The New Franklin to lease space in the above-mentioned real property. Please see highlighted areas in the attached Exhibit. If the following terms and conditions are suitable to you, they are in a position to proceed with a formal Lease Agreement. First & First acknowledges that The Norway House parking needs for events and daily business have precedence over the needs of The New Franklin.

Landlord: The Norway House
Tenant: First & First LLC
Premises: 924 21st Street East, Minneapolis
Use: Valet Parking during events at The New Franklin
Term of Lease: Month to Month
Lease Commencement: Upon receipt of final Certificate of Occupancy from the city.
Estimated November 2014

Non-Binding: Landlord and Tenant shall each have no obligation or liability relating to this document or to any verbal or written negotiations, discussions or correspondence. All parties shall expressly have full right to cease discussions/negotiation at any time for any reason prior to full Lease Agreement execution. Tenant shall have two (2) weeks after mutual execution of this Letter of Intent to sign a binding Lease Agreement.

Lease Agreement: Tenant will prepare, at its expense, within two weeks of acceptance of the Letter of Intent, a draft of the Lease Agreement to be reviewed, negotiated in good faith and execute by the parties. If the terms of this summary are acceptable, please sign in the space provided below and return by 12:00 noon on June 26th, 2014.

Agreed & Accepted: The Norway House

By: Karen Owen Tuzen

Its: President / CEO

Date: June 26, 2014

Agreed & Accepted: First & First

By: [Signature]

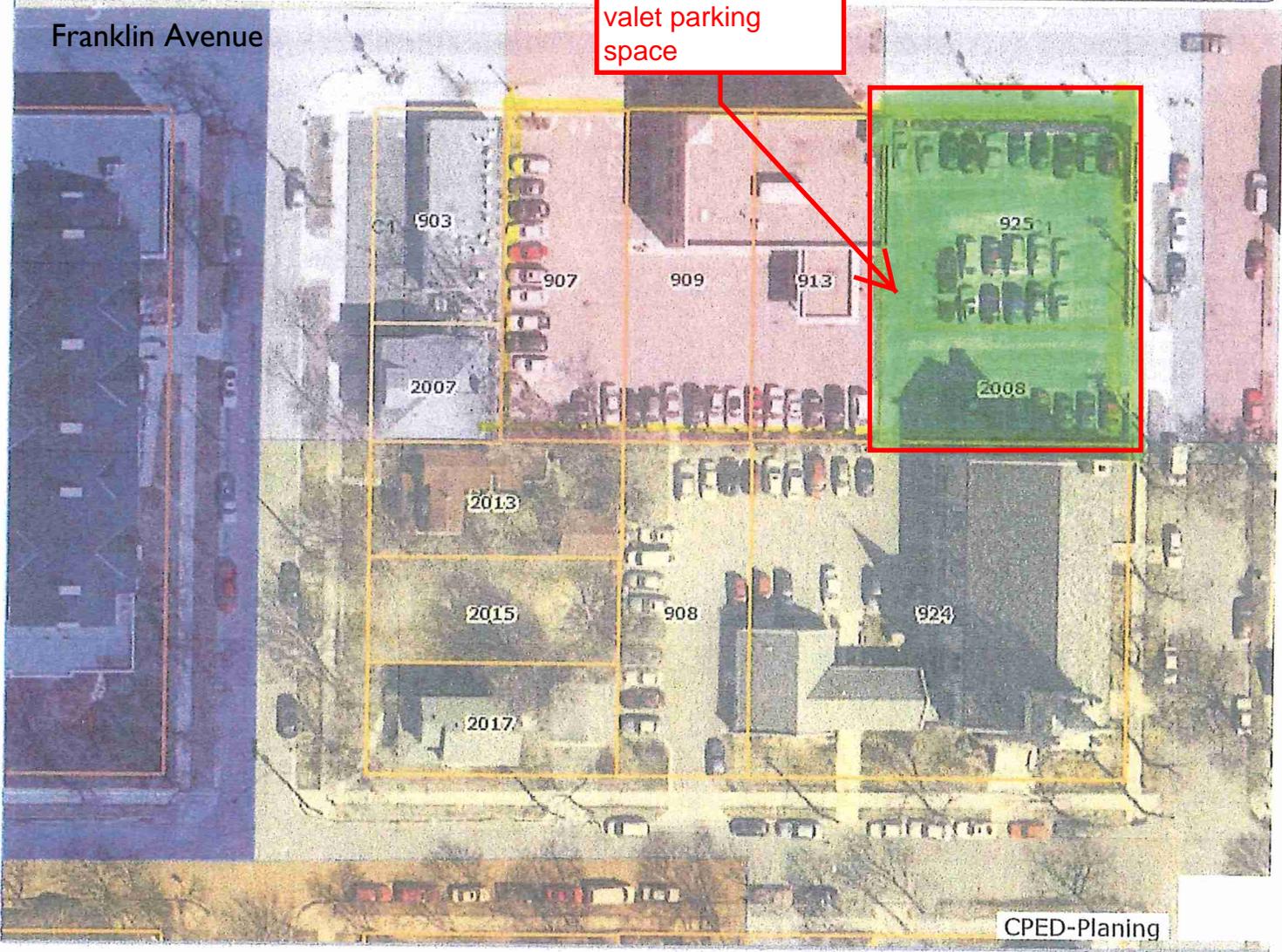
Its: Managing Director

Date: June 26, 2014

Franklin Avenue

Location of leased
valet parking
space

924 21ST ST E, MINNEAPOLIS



CPED-Planing



Location of on-site parking lot to be used for valet parking

Parcel ID: 35-029-24-21-0051	A-T-B: Abstract	Map Scale: 1" ≈ 50 ft.	
Owner Name: First & First Llc	Market Total: \$0	Print Date: 6/27/2014	
Parcel Address: 1013 Franklin Ave E Minneapolis, MN 55404	Tax Total: \$834.22 (Payable: 2014)	This map is a compilation of data from various sources and is furnished "AS IS" with no representation or warranty expressed or implied, including fitness of any particular purpose, merchantability, or the accuracy and completeness of the information shown.	
Property Type: Land Commercial-Preferred	Sale Price:		
Home-stead: Non-Homestead	Sale Date:		
Parcel Area: 0.15 acres 6,474 sq ft	Sale Code:	COPYRIGHT © HENNEPIN COUNTY 2014	

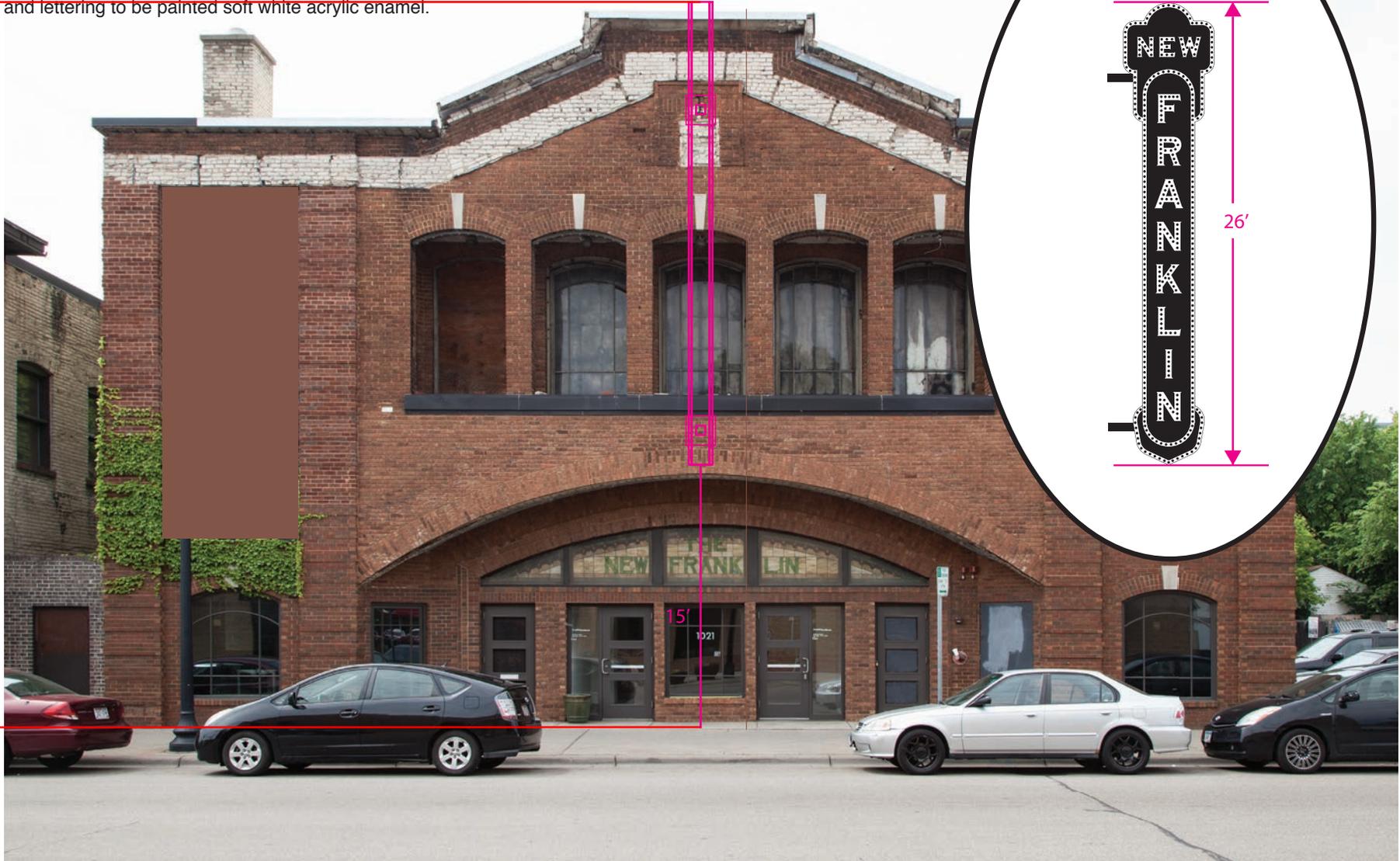
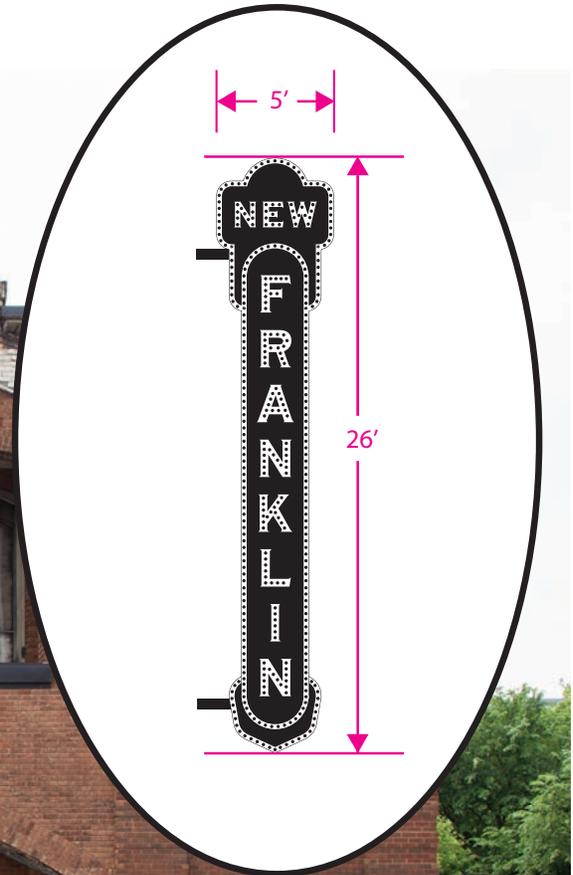
Technical Specs

Double faced illuminated projecting sign. Sign will consist of an aluminum cabinet with a steel structure. New and Franklin letters to be an open channel letter to capture light from the exposed white LED bulbs (no animation). The perimeter will also be an open exposed channel letter with LED bulbs. Cabinet to be painted satin black acrylic enamel and lettering to be painted soft white acrylic enamel.

Size: 5' x 26'.
Height above grade: 15'

39.43 ft

1.3'

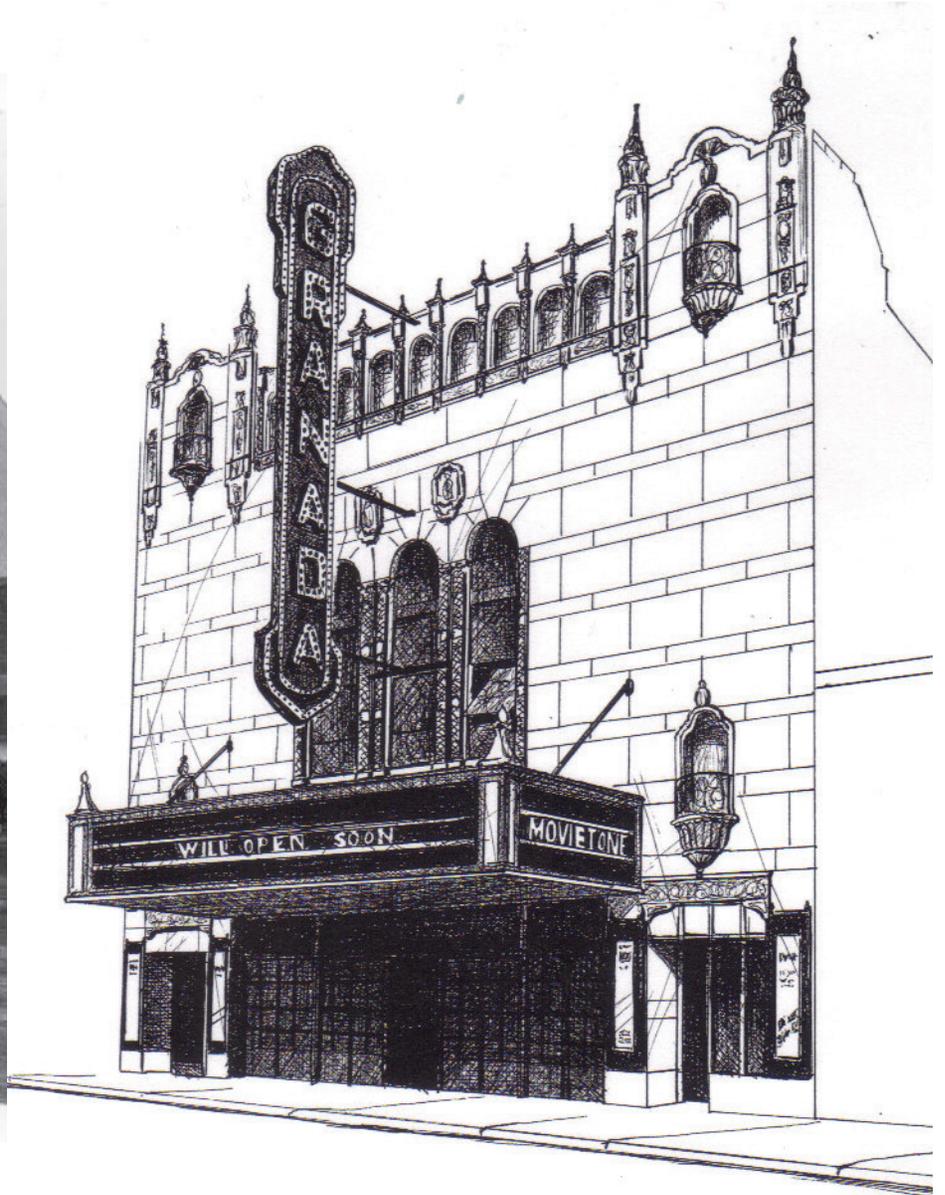


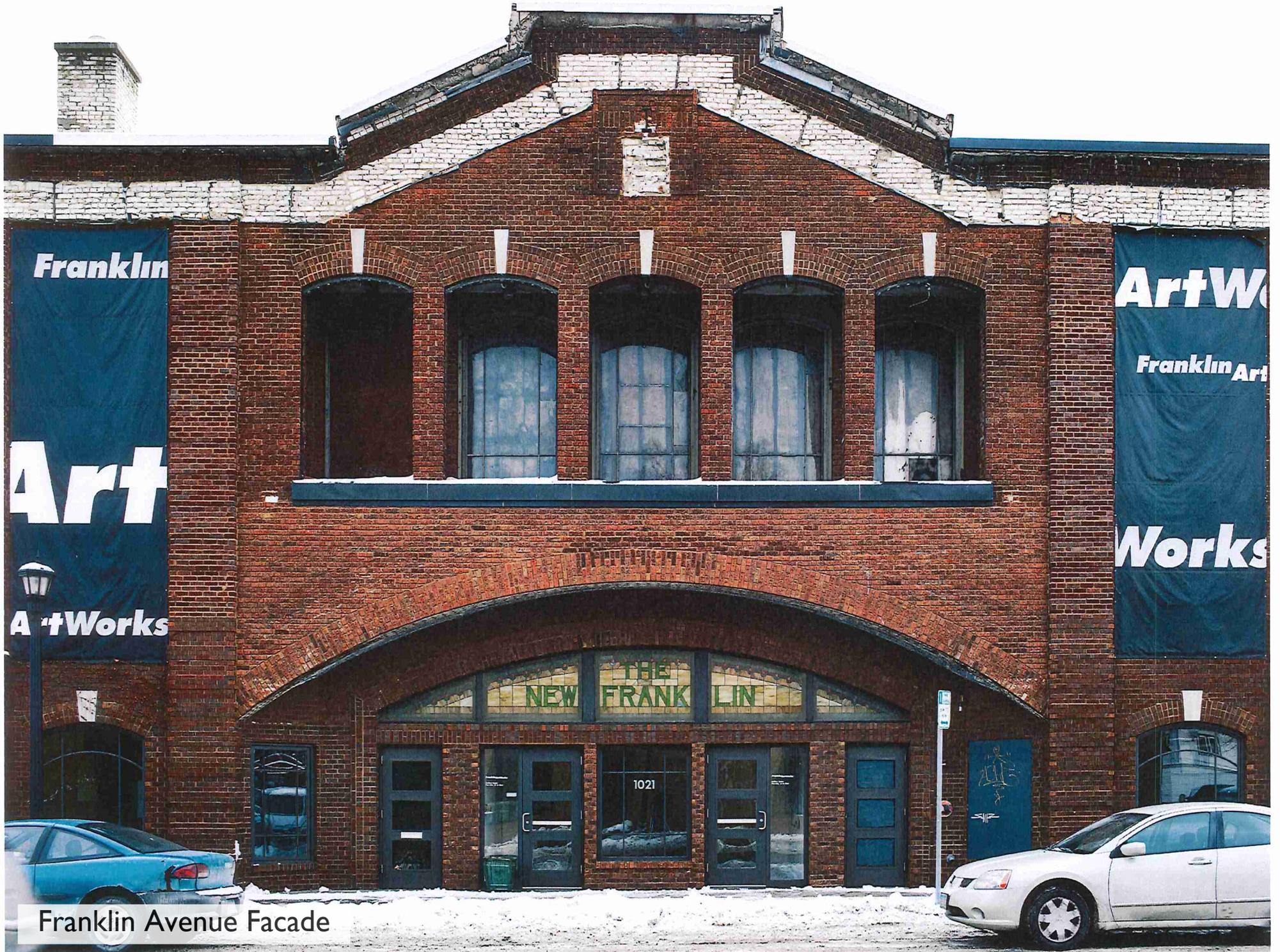
3/4 View



Design notes:

The sign's design is based off of Suburban World's old sign when it was the Granada Theater.





Franklin Avenue Facade



FABA
Franklin
Area
Business
Association

WELCOME

CHECKS

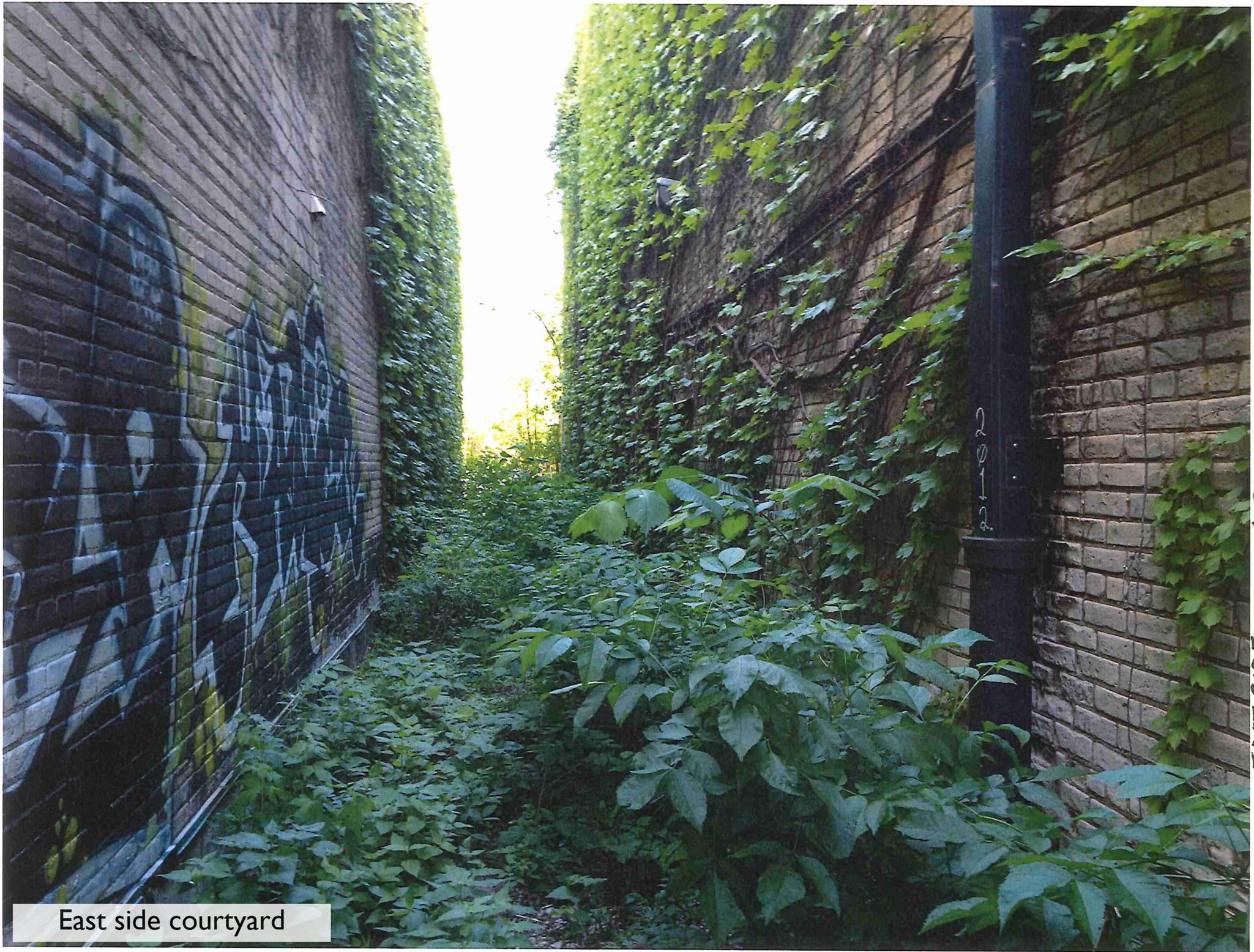
WEST SIDE PARKING LOT

West facade and parking lot



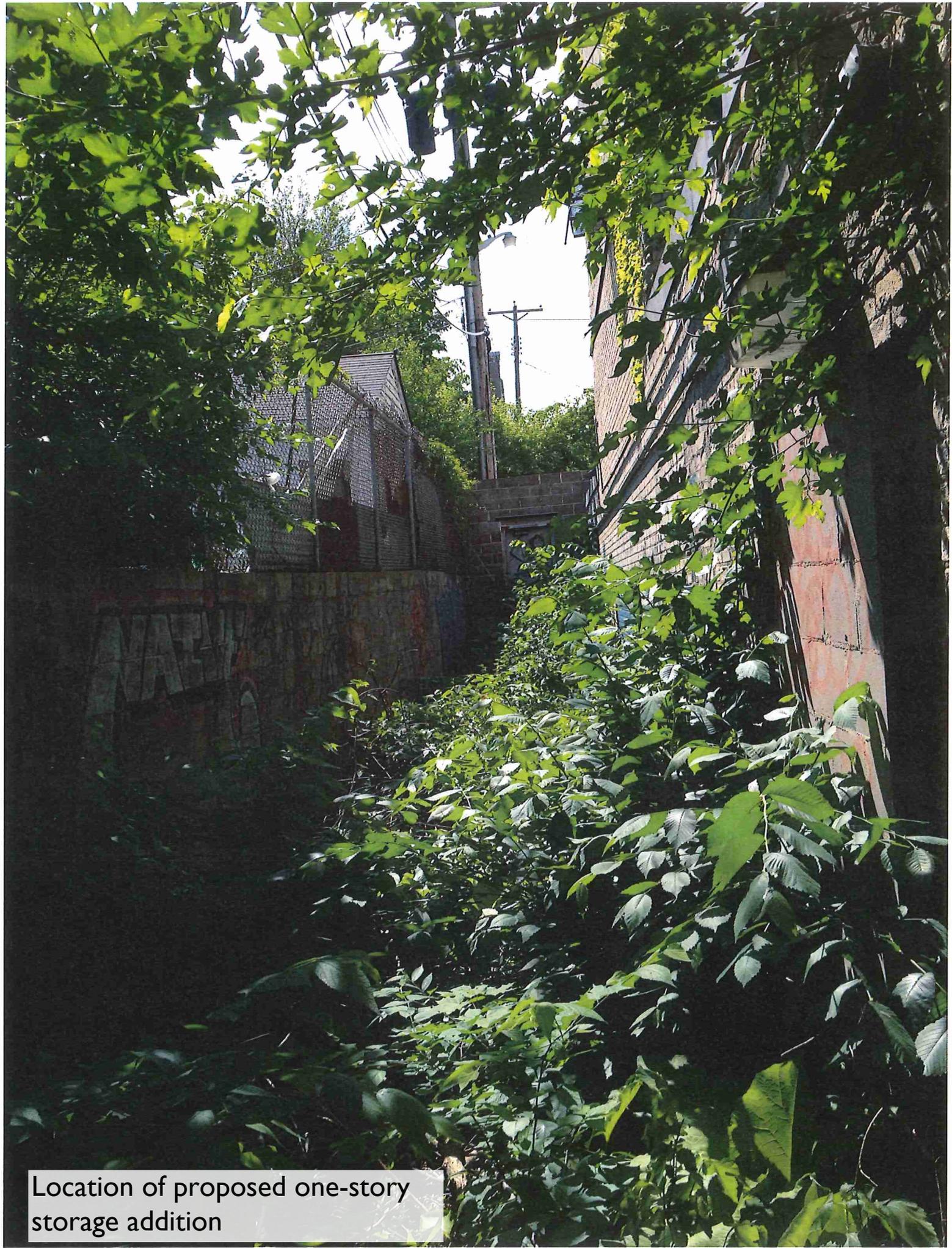
Adjacent parking lot

WEST SIDE PARKING LOT



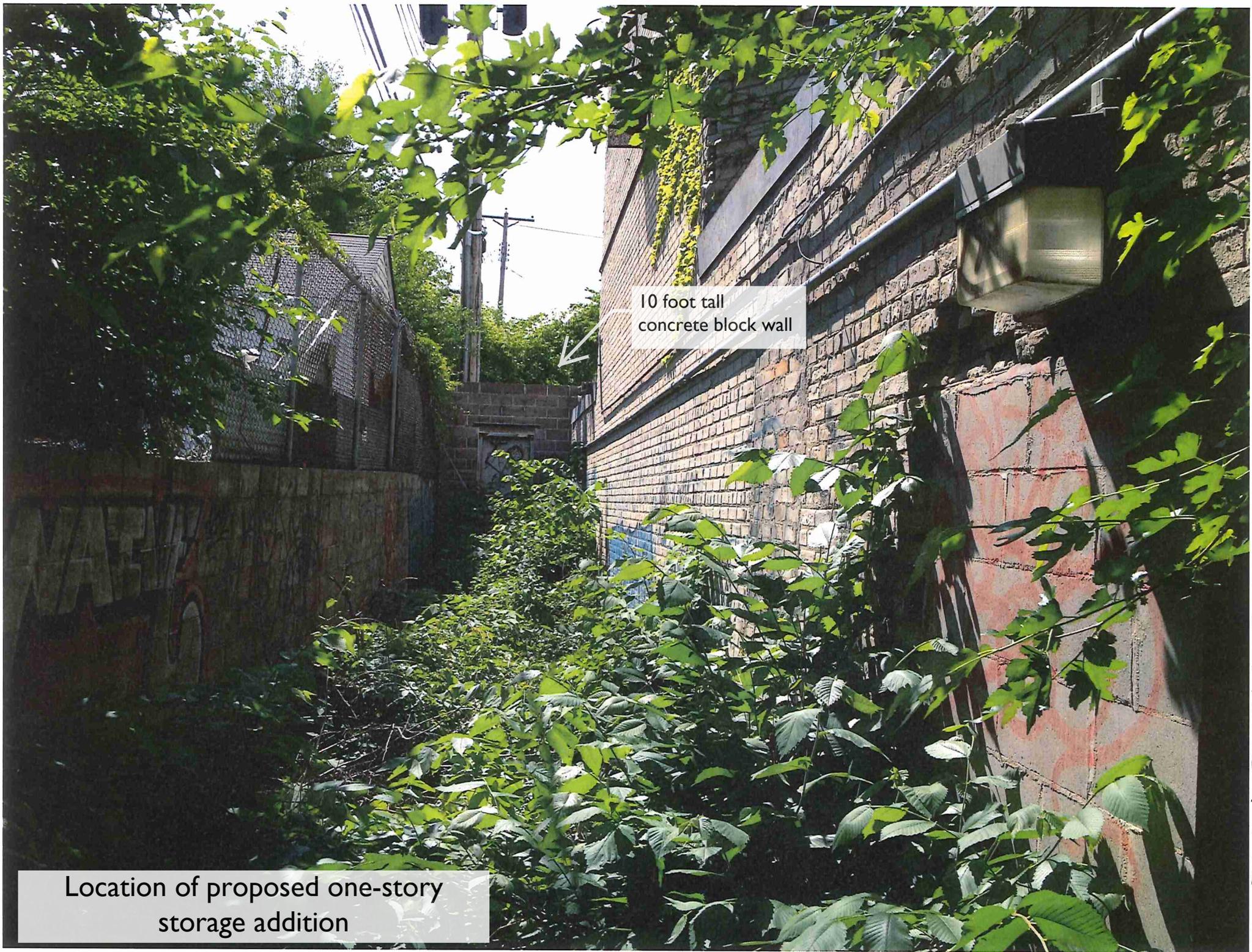
East side courtyard

EAST SIDE COURTYARD



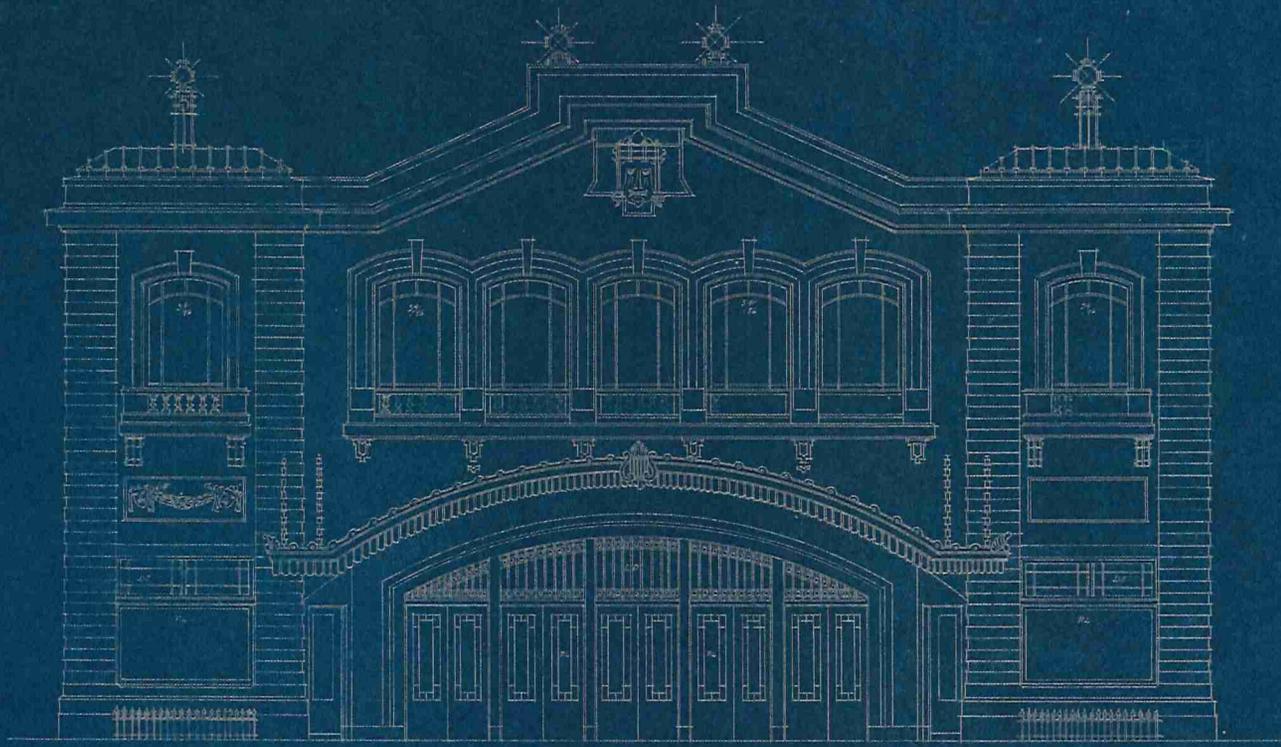
Location of proposed one-story storage addition

BACK / SOUTH SIDE



10 foot tall
concrete block wall

Location of proposed one-story
storage addition

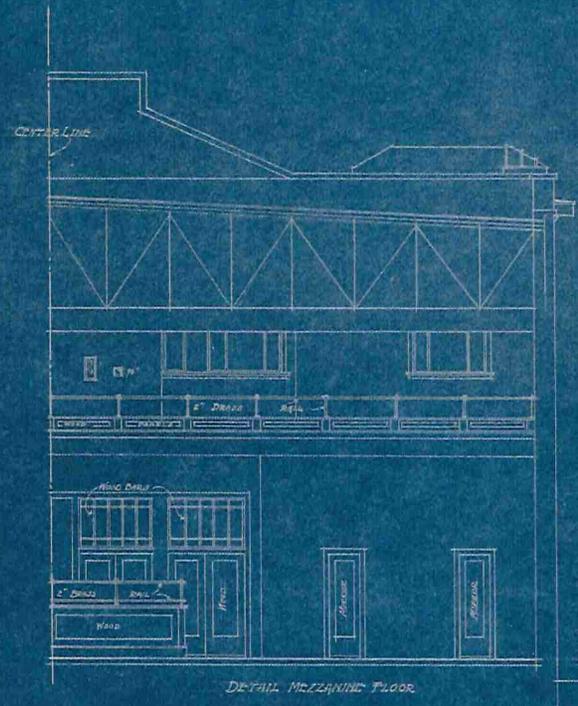
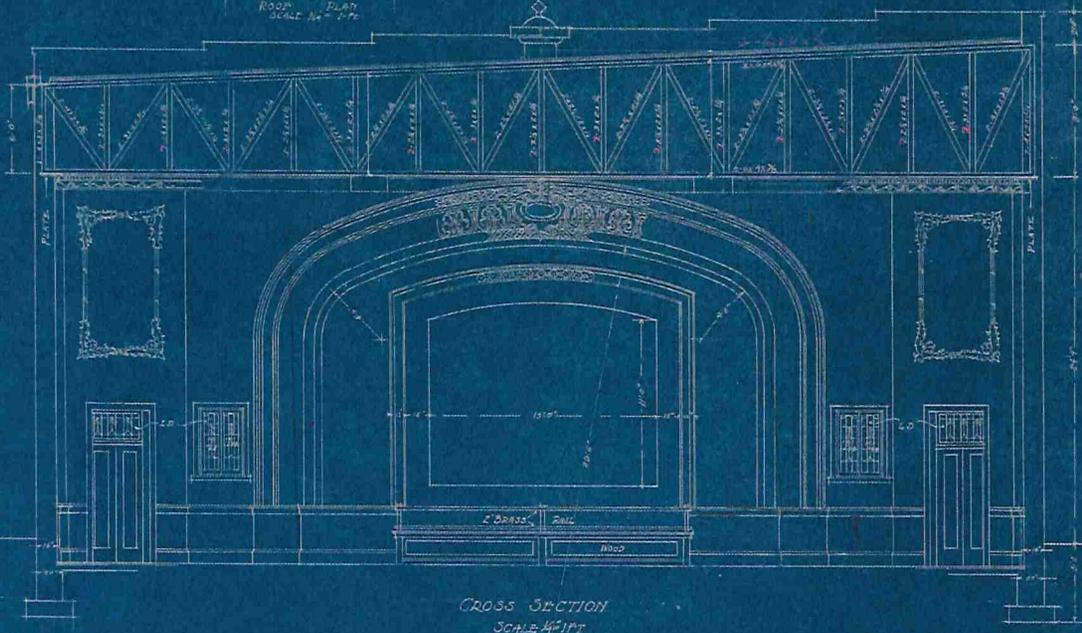


78
Revised

LINDSTROM & ALMARS
ARCHITECTS

FRONT ELEVATION
SCALE 1/4" = 1'-0"

Marr Moore & Phelin owners
MOVING PICTURE THEATRE
FOR C. F. MARR.
1124 East Franklin





Franklin Theater: 1990s



Subject property





The New Franklin

Melissa Gorman <melissa@first-first.com>
To: thorbjorn.adam@gmail.com
Cc: "Steiner, Lisa" <Lisa.Steiner@minneapolismn.gov>

Mon, Jun 9, 2014 at 3:46 PM

Dear Thor Adam,

I understand that you are the representative for Ventura Village.

My name is Melissa Gorman and I work for a real estate development company called First & First.

First & First has acquired The New Franklin Theater, most recently known as Franklin Art Works at 1021 Franklin Avenue East, Minneapolis, MN 55404.

First & First is a creative real estate company with a passion for adaptive reuse. We reimagine historically significant sites within the Minneapolis and St. Paul urban landscape. We transform these neglected spaces into inspired places and help fuel economic growth in the surrounding neighborhoods.

Our projects include:

- Icehouse Court on 26th and Nicollet - Home to a variety of tenants including: Icehouse Restaurant, Vertical Endeavors, Eat Street Social, Jasmine Deli
- The Broadway on Broadway and Central in NE Minneapolis-Home to a variety of tenants including: Spyhouse Coffee, 612 Brew, Corepower Yoga
- We are also the parent company of the event space, Aria, located in the North Loop area of downtown Minneapolis

Our goal is to renovate The New Franklin Theater and to use it as an event space that acts as a place for the local and greater Twin Cities communities to gather and celebrate. We see it as a natural extension of our current work at Aria and a compliment to the surrounding local businesses including Franklin Street Bakery and Roger Beck Florist. Our business plan includes attracting events such as weddings, non-profit fundraisers and corporate parties.

This use is consistent with the Minneapolis Comprehensive Plan, which designates this area of

Franklin as a Commercial Corridor and encourages commercial development.

We are applying for a Conditional Use Permit, a sign variance and a parking variance.

The New Franklin Theater has a small parking lot to the west of the building. This will not be adequate for our parking needs. Our parking needs increase on evenings and weekends so we are reaching out to neighboring churches and businesses to create agreements allowing our valet service to use their lots for event parking during their off hours. The New Franklin Theater policies will include mandatory valet use for events.

Thank you for your consideration.

Please feel free to contact me directly with any questions.

Best,

Melissa Gorman
Managing Director
First & First
[612-334-9434](tel:612-334-9434)

cc Lisa Steiner

-



Melissa Gorman
Managing Director
105 North 1st Street
Minneapolis, MN 55401



Melissa Gorman <melissamaureen.gorman@gmail.com>

The New Franklin

Melissa Gorman <melissa@first-first.com>

Fri, Jun 27, 2014 at 12:52 PM

To: thorbjorn.adam@gmail.com

Cc: "Steiner, Lisa" <Lisa.Steiner@minneapolis.gov>

Thor,
Thank you for reaching out to me regarding my previous email. I will check in with the Ventura Village website to get the general meeting schedule for July so that we can meet in person!
It has been brought to my attention that as part of our application we will also need to apply for a setback variance. We are proposing a small addition to the back of the building to act as storage for the tables, chairs and other various event specific items. We are asking for a set back variance as our building has no rear alley and borders a residential area. There is currently an approximately 10 foot high concrete block retaining wall with a chain link fence on the lot line. The new proposed addition would be lower than the current wall and fence. It will have minimal impact on site lines and no impact on noise for the residents.
We will be applying for the setback variance in tandem with the CUP, parking variance and sign variance. Our goal is to have our application included in the 8/11 public hearing.
Thank you for your consideration!

Melissa

[Quoted text hidden]



Melissa Gorman <melissamaureen.gorman@gmail.com>

The New Franklin Theater

Melissa Gorman <melissa@first-first.com>

Wed, Jun 4, 2014 at 11:50 AM

To: abdi.warsame@minneapolismn.gov

Cc: abdi.salah@minneapolismn.gov, "Steiner, Lisa" <Lisa.Steiner@minneapolismn.gov>

Council Member Warsame,

As a follow up to our meeting in March, I am reaching out to let you know that we are applying for a Conditional Use Permit and a Parking Variance for The New Franklin Theater at 1021 Franklin Avenue East, Minneapolis, MN 55404.

First & First is a creative real estate company with a passion for adaptive reuse. We reimagine historically significant sites within the Minneapolis and St. Paul urban landscape. We transform these neglected spaces into inspired places and help fuel economic growth in the surrounding neighborhoods.

Our projects include:

- Icehouse Court on 26th and Nicollet - Home to a variety of tenants including: Icehouse Restaurant, Vertical Endeavors, Eat Street Social, Jasmine Deli
- The Broadway on Broadway and Central in NE Minneapolis-Home to a variety of tenants including: Spyhouse Coffee, 612 Brew, Corepower Yoga
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Our goal is to renovate The New Franklin Theater and to use it as an event space that acts as a place for the local and greater Twin Cities communities to gather and celebrate. We see it as a natural extension of our current work at Aria and a compliment to the surrounding local businesses including Franklin Street Bakery and Roger Beck Florist. Our business plan includes attracting events such as weddings, non-profit fundraisers and corporate parties.

This use is consistent with the Minneapolis Comprehensive Plan, which designates this area of Franklin as a Commercial Corridor and encourages commercial development.

The New Franklin Theater has a small parking lot to the west of the building. This will not be adequate for our parking needs. Our parking needs increase on evenings and weekends so we are reaching out to neighboring churches and businesses to create agreements allowing our valet service to use their lots for event parking during their off hours. The New Franklin Theater policies will include mandatory valet use for events.

Thank you for your consideration.

Please feel free to contact me directly with any questions.

Best,



Melissa Gorman <melissamaureen.gorman@gmail.com>

The New Franklin Theater

Melissa Gorman <melissa@first-first.com>

Wed, Jun 18, 2014 at 4:30 PM

To: Melissa Gorman <melissa@first-first.com>

Cc: abdi.warsame@minneapolismn.gov, abdi.salah@minneapolismn.gov, "Steiner, Lisa" <Lisa.Steiner@minneapolismn.gov>

Council Member Warsame,

My apologies for the multiple emails but Lisa Steiner, the City Planner who is working on our project, recommended that we apply for all of our variances at the same time. On that recommendation, we will also be requesting a sign variance as part of our CUP and parking variance application.

Our intention is to fabricate a vertical sign similar to those seen on theaters of that era. I've attached a rendering with the details of the proposed sign.

Thank you for your consideration!

Melissa

[Quoted text hidden]

 **F&F-NewFranklin-Sign.pdf**
529K



Melissa Gorman <melissamaureen.gorman@gmail.com>

The New Franklin Theater

Melissa Gorman <melissa@first-first.com>

Fri, Jun 27, 2014 at 12:47 PM

To: Melissa Gorman <melissa@first-first.com>

Cc: abdi.warsame@minneapolismn.gov, abdi.salah@minneapolismn.gov, "Steiner, Lisa" <Lisa.Steiner@minneapolismn.gov>

Council Member Warsame,

It has been brought to my attention that as part of our application we will also need to apply for a setback variance.

We are proposing a small addition to the back of the building to act as storage for the tables, chairs and other various event specific items. We are asking for a set back variance as our building has no rear alley and borders a residential area. There is currently an approximately 10 foot high concrete block retaining wall with a chain link fence on the lot line. The new proposed addition would lower than the current wall and fence. It will have minimal impact on site lines and no impact on noise for the residents.

We will be applying for the setback variance in tandem with the CUP, parking variance and sign variance. Our goal is to have our application included in the 8/11 public hearing.

Thank you for your consideration!

Melissa

[Quoted text hidden]