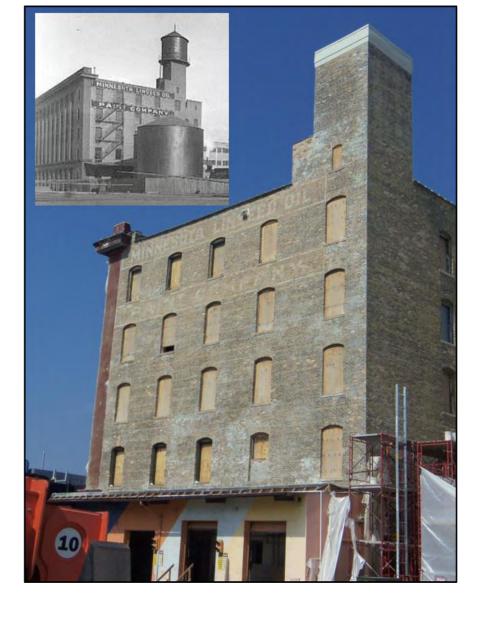
#### Statement of proposed use and description of the project

Valspar, Inc. is proposing to consolidate their North American Research and Test Lab capabilities into one campus to be named the Valspar Applied Science and Technology (VAST) Center. This campus is comprised of four (4) buildings centered on the intersection of 11th Avenue South and 3rd street South in Minneapolis, Minnesota. Buildings 1 through 3 are now utilized by Valspar for laboratories and office support space. Building #4 is vacant and was formerly known and used as the Administration Building by Valspar. This specific project for Valspar involves the restoration and reuse of Building #4 located at 1101 3rd Avenue south in Minneapolis, Minnesota. Valspar proposes to reuse the facility by building out research and test laboratories in the 3-story portion and office support and storage functions in the 5-story portion in a proposed multi-phase build-out. Building #4" is in reality comprised of two adjoining buildings. The first is a 5-story building that was constructed in 1903 with a wood timber structural frame, wood decking and load bearing masonry exterior walls. This building incorporates 88,266 GSF. The second is a 3-story building that was constructed in 1912 and has a poured in place concrete framing system, one way concrete slabs and a load-bearing masonry exterior. This building incorporates 82,374 GSF. A common load-bearing masonry wall separates the two buildings which include openings that pass between the two buildings. This wall was the former exterior east wall of the 5-story building before the 1912 addition. Each of the buildings floor plates from the Lower Level through Level 3 align with each other for a contiguous floor plate.



When the mural was removed from the south wall of the Original Building, two ghost signs were discovered—one on the parapet and the other on the floor below. (Detail is from a circa 1915 photograph at MHS.) They will be retained. A wall sign will be installed one floor down (see drawings \$2.0 and \$2.1). A painted, rectangular, metal plate will hold raised letters that will be lit by fixtures above.



January 16, 2014

Mr. Michael Wee, AICP Senior Planner CPED Planning Division City of Minneapolis 250 South 4<sup>th</sup> Street, #300 Minneapolis, MN 55415

Re: Valspar VAST Research and Development Campus – Minneapolis Minnesota

Exterior Building Signage Sign Variance Request

#### Dear Michael:

This letter, on behalf of Valspar, is to request a sign variance from the City of Minneapolis. Valspar is consolidating and expanding their North American Research and Test Lab capabilities into one campus to be named the Valspar Applied Science and Technology (VAST) Center. This campus is comprised of four (4) buildings centered on the intersection of 11th Avenue South and 3rd Street South in Minneapolis, Minnesota. Buildings 1 through 3 are now utilized by Valspar for laboratories and office support space. Building # 4 has been vacant for 5 years and was formerly used as the Corporate Headquarters Building by Valspar (see the attached site map). This specific project for Valspar involves the restoration and reuse of Building #4 located at 1101 3rd Street South in Minneapolis, Minnesota. Valspar will use this facility for new research and development laboratories and is nearing completion of a major historic renovation and restoration of this facility. Valspar is restoring the facility, in coordination with SHPO and the United States National Parks Service, with the goal of obtaining federal tax credits. Valspar is providing a deliberate and detailed restoration of the exterior masonry envelope, terra cotta cornices, the existing steel and wood windows as well as the interior brick surfaces, wood flooring and interior wood timber structure. An exterior signage design package for this building was submitted to the City on November 1, 2013 for review and approval. Three signs were submitted for this building. One sign, which was not approved, is proposed for the south (rear) facade of the 5-story portion of the building. The non-approval was based on the sign ordinance maximum height restriction. The maximum height allowed by ordinance is 28'-0". The proposed sign height, top of sign, is 43'-6". This requested location was chosen based on the two original existing "ghost signs" which are historic and still visible after more than 100 years. The term ghost sign is used in the Historic Preservation Briefs to depict the original painted signs that are faded. (See the attached photograph) (See also, p.7 of "The Preservation of Historic Signs" Preservation Brief, attached)

The overall approach from Valspar is to provide signage in keeping with the Building, enhancing what is existing and complimenting that which still exists after 100 years. Valspar has owned this facility since 1903 and is committed to restoring it. In keeping with the Historic nature of the Building, Valspar would like you to consider the following:

Valspar's approach is to provide a sign grouping which enhances and reinforces the over 100 year historic continuity of the original signs (see the attached 3D model image). The new sign was designed to provide a "grouping" that draws the eye up to view the others. It will draw the eye to visualize the "ghost signs". Lowering the sign will disengage this continuity. In addition, the approach was to provide a sign that is not internally lit which is in historic tradition. We are proposing the lighting through historic looking "arm style" light fixtures.

Valspar has developed this approach based on direction from the Historic Preservation Briefs:

- Signs should be viewed as part of an overall graphics system for the building. Signs should work with the building, rather than against it.
- New signs should respect the size, scale and design of the historic building. Often features or details of the building will suggest a motif for new signs.
- Sign placement is important. New signs should not obscure significant features of the historic building
- New signs should also respect neighboring buildings. They should not shadow or overpower adjacent structures. This sign design approach does not do that.
- Sign materials should be compatible with those of the historic building. Materials
  characteristic of the building's period and style, used in contemporary designs, can form
  effective new signs. Valspar is providing a painted metal sign.

We feel that this sign approach respects and reinforces the long continuity of this historic building, which also reflect the long-standing presence of Valspar in this community. We also feel that this sign design respects the community and neighborhood including the adjacent properties to the south which it faces.

We appreciate the opportunity to present our approach for this sign in this variance request. Please feel free to call me (612-904-1332) if there are any additional questions.

Sincerely,

Roger Christensen, AIA

#### **Preserving Historic Signs**

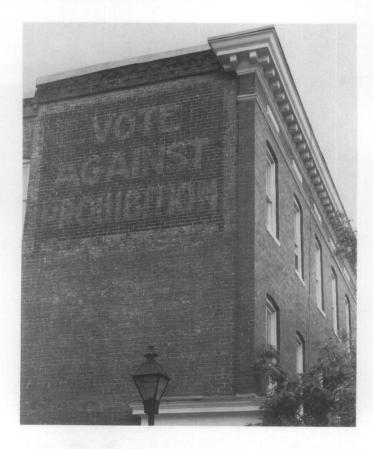
Historic signs can contribute to the character of buildings and districts. They can also be valued in themselves, quite apart from the buildings to which they may be attached. However, any program to preserve historic signs must recognize the challenges they present. These challenges are not for the most part technical. Sign preservation is more likely to involve aesthetic concerns and to generate community debate. Added to these concerns are several community goals that often appear to conflict: retaining diverse elements from the past, encouraging artistic expression in new signs, zoning for aesthetic concerns, and reconciling business requirements with preservation.

Preserving historic signs is not always easy. But the intrinsic merit of many signs, as well as their contribution to the overall character of a place, make the effort worthwhile. Observing the guidelines given below can help preserve both business and history.

#### **Retaining Historic Signs**

Retain historic signs whenever possible, particularly when they are:

- associated with historic figures, events or places (Fig. 10).
- significant as evidence of the history of the product, business or service advertised (Fig. 11).
- significant as reflecting the history of the building or

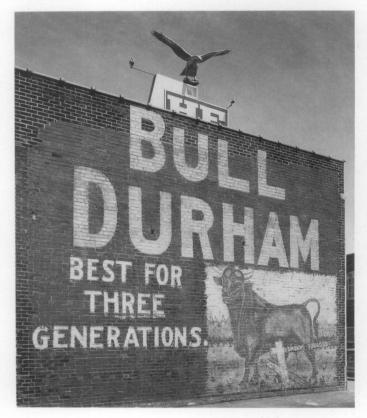


10. This fading sign was painted in Baltimore in 1931 or 1932. It survives from the campaign to enact the 21st Amendment to the United States Constitution, which repealed Prohibition. Such fading brick wall signs are known as "ghost signs." Photo: Thomas C. Jester.

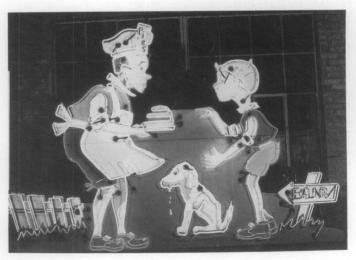
#### Pages from Absperit Sign Farsance i Apoptic atisto nod Signs

the development of the historic district. A sign may be the only indicator of a building's historic use (Fig. 12).

- characteristic of a specific historic period, such as gold leaf on glass, neon, or stainless steel lettering.
- integral to the building's design or physical fabric, as when a sign is part of a storefront made of Carrara glass or enamel panels, or when the name of the historic firm or the date are rendered in stone, metal



a



h

11. (a) Signs for Bull Durham Tobacco once covered walls all over the country. (b) Similarly, Simple Simon and the Pie Man appeared on Howard Johnson signs nationwide. This one has been moved to a shop for repair. Photos: (a) Jack Boucher, HABS; (b) Len Davidson.

or tile (Fig. 13). In such cases, removal can harm the integrity of a historic property's design, or cause significant damage to its materials.

• outstanding examples of the signmaker's art, whether because of their excellent craftsmanship, use of materials, or design (Fig. 14).

• local landmarks, that is, signs recognized as popular focal points in a community (Fig. 15).



12. The sign on this historic building gives important information about its past. Photo: Thomas C. Jester.



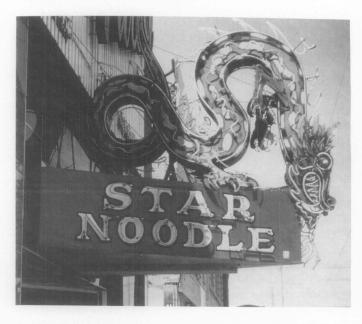
13. Historic signs were often built into a property—and often under foot. Photo: Richard Wagner, National Trust for Historic Preservation.

#### Pages from albrice in #200 Pages and the populification of \$20 file

 elements important in defining the character of a district, such as marquees in a theater district.

#### Maintaining and Repairing Historic Signs

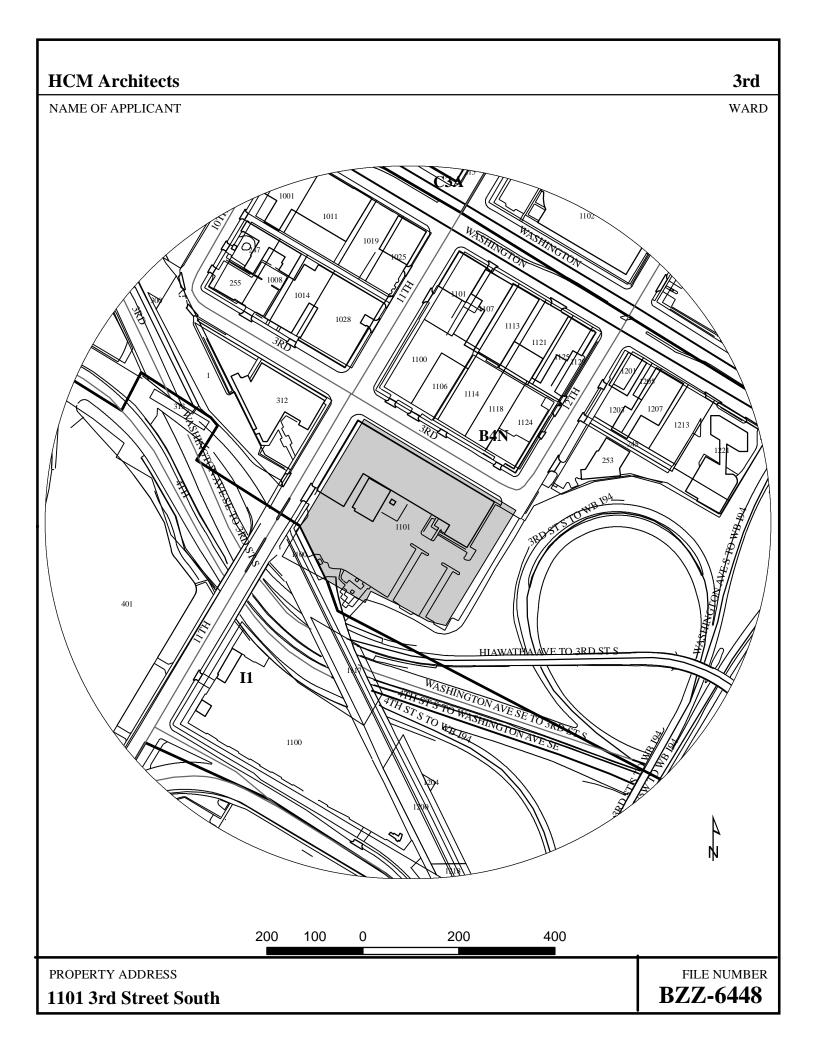
Maintenance of historic signs is essential for their longterm preservation. Sign maintenance involves periodic inspections for evidence of damage and deterioration.

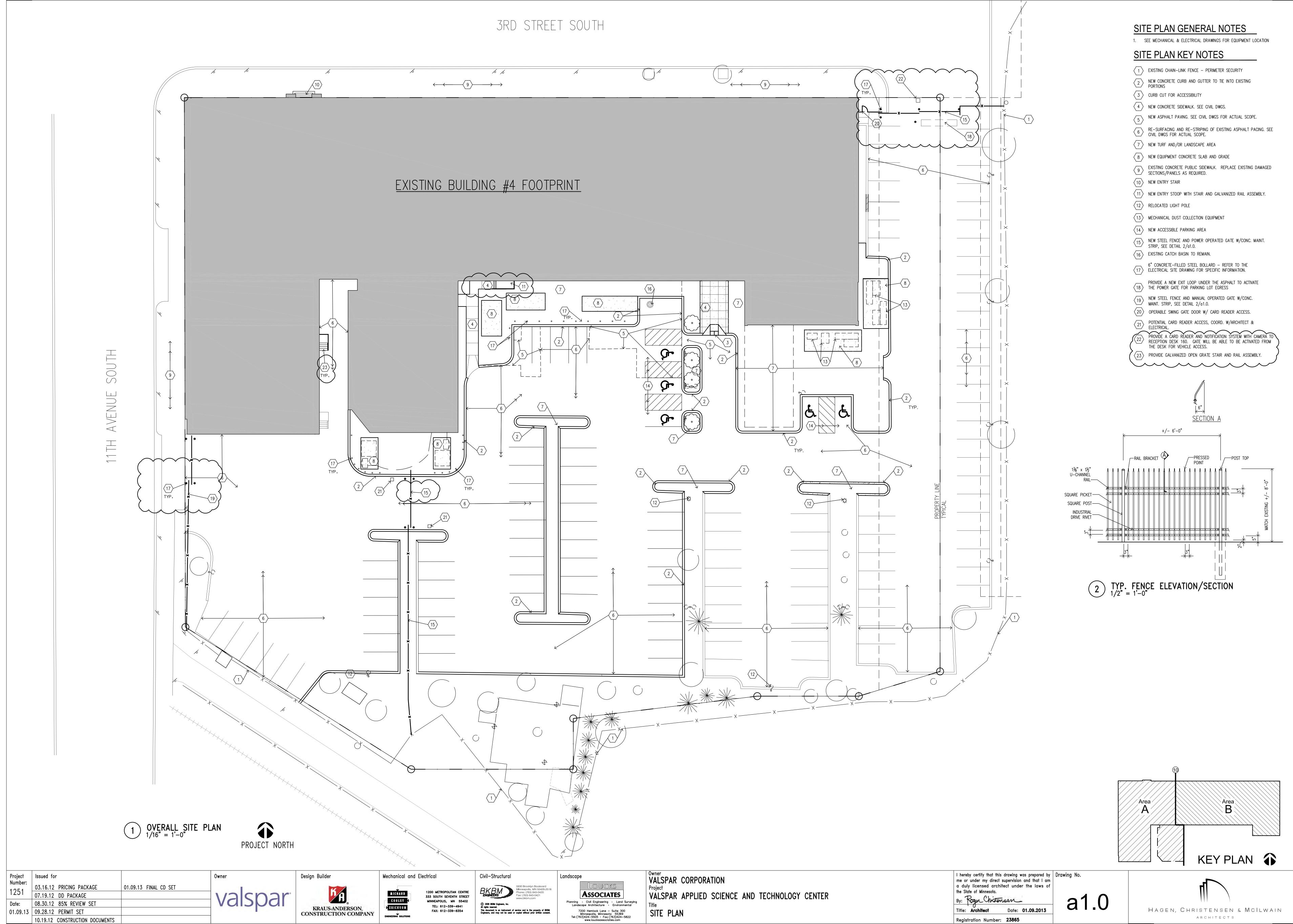


14. This Ogden, Utah, sign is a superb example of neon. Photo: deTeel Patterson Tiller.



15. The sign for the Busy Bee Cafe is well-known throughout Dubuque, Iowa. Photo: National Park Service, Rocky Mountain Regional Office.





4201 GEDAR AVENUE SO. • MINNEAPOLIS, MN 55:
TEL. (612)904-1332 • FAX (612)904-7366

#### **Certificate of Title No. 21343 Legal Description:**

Par 1: That part of Lot 6, Block 122, Town of Minneapolis described as follows: Commencing upon the Southeasterly line of said Lot 6 at a point thereon 55 feet Northeasterly from the most Southerly corner of said Lot, and running thence Northeasterly along the Southeasterly line said Lot, 110 feet, more or less to the most Easterly corner said Lot; thence Northwesterly 66 feet, more or less, along the Northeasterly line of said Lot to the Northwesterly line said Lot; thence Southwesterly along said Southwesterly line said Lot, 110 feet, more or less, to a point 55 feet from the most Westerly corner said Lot; thence Southeasterly, parallel with the Southwesterly line said Lot, 66 feet, more or less, to the point of beginning.

#### Par 2: Lots 7, 8, 9 and 10, Block 122, Town of Minneapolis

Together with all hereditaments and appurtenances unto any of the same belonging or in anywise appertaining, Lots 1, 2, 3 and 9 said Block being subject to a license from the Minnesota Linseed Oil Company to the Chicago, Milwaukee and St. Paul Railway Company for the use of 4 certain strips of land through parts of said Lots 1, 2, 3 and 9, each 17 feet in width, lying ½ of such width on each side of the center line of certain private side-tracks now located thereon except where adjacent buildings or structures on said Lots do not permit of such width; said license to continue so long as used for the delivery of freight upon or shipment of freight from said premises or until terminated, which can be done by giving 60 days notice in writing of intention to terminate the same.

### Certificate of Title No. 452618 Legal Description:

Par 1: That part of Lots 1 and 2 in Block 122 of the Town of Minneapolis and of Lots 1 and 2 in Block 122 in Morrison, Smith and Hancock's Addition to Minneapolis, described as follows to wit:

Commencing at the Northwesterly corner of said Lot 1 of Block 122 of the Town of Minneapolis and running thence Southwesterly along the Northwesterly line of said Lot a distance of 95.37 feet, more or less, to a point 70 feet distant along said Northwesterly line, from the Southwesterly corner of said Lot; thence Southeasterly on a straight line to a point in the Southwesterly line of said Lot 2, which point is distance along the Southwesterly line of said Lots 1 and 2 of Block 122 of the Town of Minneapolis, 111 feet from the Southwesterly corner of said Lot 1; thence Southeasterly along said Southwesterly line of said Lot 2 a distance of 21.5 feet more or less to the Southeasterly corner of said Lot 2; thence Northeasterly, along the Southeasterly line of said Lot 2 of Block 122 of the Town of Minneapolis, to the Northeasterly corner of said Lot 2, thence Northwesterly along the Northeasterly line of said Lots 2 and 1 of said Block 122 of the Town of Minneapolis to the point of beginning.

Par 2: All of Lots 3, 4 and 5 and the rear 55 feet of Lot 6 in Block 122 of the Town of Minneapolis.

Par 3: Lots 3, 4 and 5, Block 122 Morrison, Smith and Hancock's Addition to Minneapolis except that part which lies Southerly of the following described line:

Beginning at a point on the Southeasterly line of said Lots distant 36 feet Northeasterly of the most Southerly corner of said Lot 5; thence run Northwesterly parallel with the Southwesterly line of said Lot 5 for 50 feet; thence run Northwesterly to the point of intersection of a line run parallel with and distant 8 feet Northwesterly of the Southeasterly line of said Lot 3, with a line run parallel with and distant 25 feet Northeasterly of the Southwesterly line of said Lot 3; thence run Southwesterly on said 8 foot parallel line to its intersection with the Southwesterly line of said Lot 3 and there terminating.

all according to the respective plats of the said Town of Minneapolis and of said Morrison, Smith and Hancock's Addition to Minneapolis

Together with all hereditaments and appurtenances unto any of the same belonging or in anywise appertaining, said Lots 1, 2, 3 and 9 being subject to a license from the Minnesota Linseed Oil Company to the Chicago, Milwaukee and St. Paul Railway Company for the use of 4 certain strips of land through parts of said Lots 1, 2, 3 and 9, each 17 feet in width, lying ½ of such width on each side of the center line of certain private side-tracks now located thereon except where adjacent buildings or structures on said Lots do not permit of such width; said license to continue so long as used for the delivery of freight upon or shipment of freight from said premises or until terminated, which can be done by giving 60 days notice in writing of intention to terminate the same.

Subject to a limitation of the right of access from part of above described Par 3 to Trunk Highway No. 35 W, as acquired by the State in deed Doc. No. 965475.

Subject to the right to construct slopes on and remove materials from part of Land in Par 3 as shown in deed Doc. No. 965475, which right shall cease on December 1, 1975.

Notes:

1. The legal descriptions and easements shown hereon, were obtained from a property report prepared by Land Title, Inc., dated March 22, 2006.

The Valspar Corporation 1101 3rd Street S. Minneapolis, MN 55415

Minneapolis, Minnesota

Valspar Sign Variance Application 01-2014

**VALSPAR** 

roject Name:

Professional Service

LOUCKS ASSOCIATES

Planning • Civil Engineering • Land Surveying Landscape Architecture • Environmental

7200 Hemlock Lane - Suite 300 Minneapolis, Minnesota 55369 Telephone: (763)424-5505 Fax: (763)424-5822 www.loucksmclagan.com

CADD Qualification:

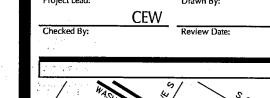
CADD files prepared by the Consultant for this project are instruments of the Consultant professional services for use solely with respect to this project. These CADD files shall not be used on other projects, for additions to this project, or for completion of this project by others without written approval by the Consultant. With the Consultant's approval, others may be permitted to obtain copies of the CADD drawing files for information and reference only. All Intentional or unintentional revisions, additions, or deletions to these CADD files shall be made at the full risk of that party making such revisions, additions or deletions and that party shall hold harmless and indemnify the Consultant from any & all responsibilities, claims, and liabilities.

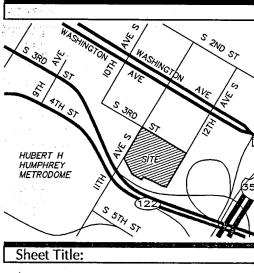
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Frolessional Signature:	
I hereby certify that this plan, specification prepared by me or under my direct supers a man a duly Licensed Land Surveyor under the State of Minnesota.	ision and th
Mill P.	Lub
Richard L. Licht - LS	

Quality Co	Quality Control:			
	RLL			
Project Lead:		Drawn By:		





Boundary & Topographic Survey

Projec

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offeet No.:

Sheet 1 of 2

Valspar Sign Variance Application 01-2014

Project Name:

**VALSPAR** 

Minneapolis, Minnesota

Owner/Developer Name:

The Valspar Corporation 1101 3rd Street S. Minneapolis, MN 55415

Loucks ASSOCIATES

Planning • Civil Engineering • Land Surveying Landscape Architecture • Environmental

> 7200 Hemlock Lane - Suite 300 Minneapolis, Minnesota 55369 Telephone: (763)424-5505 Fax: (763)424-5822

CADD Qualification:

CADD files prepared by the Consultant for this project are instruments of the Consultant professional services for use solely with respect to this project. These CADD files shall not be used on other projects, for additions to this project, or for completion of this project by others without written approval by the Consultant. With the Consultant's approval, others may be permitted to obtain copies of the CADD drawing files for information and reference only. All intentional or unintentional revisions, additions, or deletions to these CADD files shall be made at the full risk of that party making such revisions, additions or deletions and that party shall hold harmless and indemnify the Consultant from any & all responsibilities, claims, and liabilities.

I hereby certify that this plan, specification or report was prepared by me or under my direct supervision and that

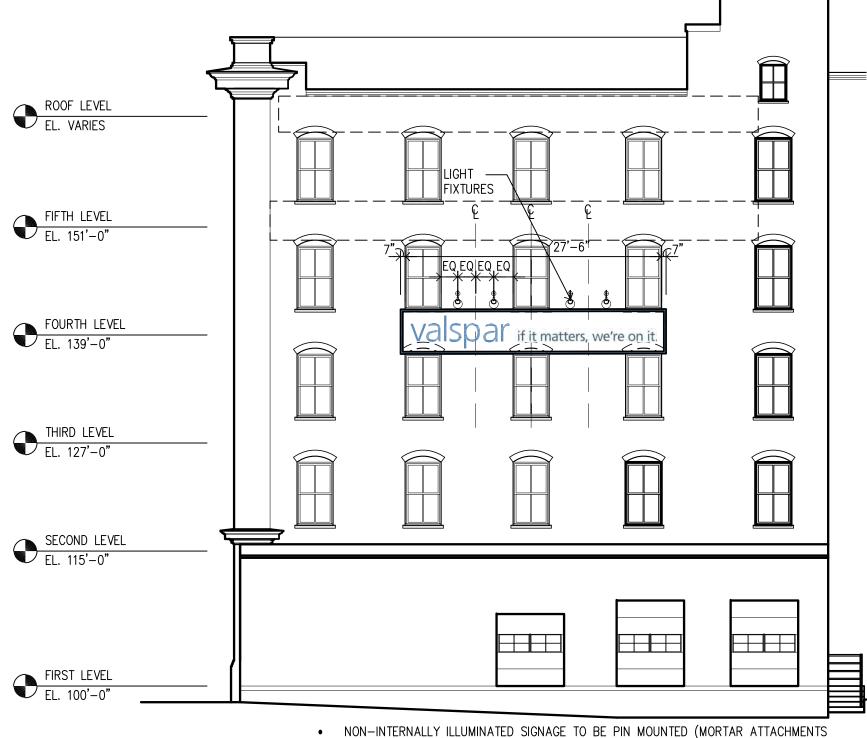
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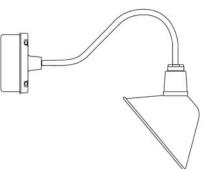
Richard L. Licht - LS

Boundary & Topographic Survey

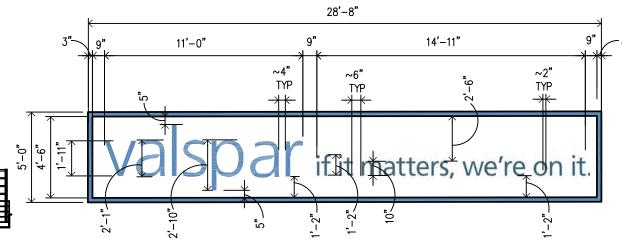
06-025

Sheet 2 of 2





SIGN LIGHTING NTS



- ONLY) CENTERED ON FACADE BELOW EXISTING 'GHOST SIGNAGE'. SOUTH ELEVATION 3/32" = 1'-0"
  - SIGN TO BE WASHED WITH EXTERNAL LIGHT FIXTURES
  - POWER COATED METAL DURABLE FOR EXTERIOR. LETTERS TO BE RAISED.
  - PANTONE 5405 (BLUEGREY COLOR) TO BE USED WITH WHITE BACKDROP.

SIGN ELEVATION 3/16" = 1'-0"

Drawing No.

Comm. No. 1251 01/16/14

VALSPAR APPLIED SCIENCE AND TECHNOLOGY CENTER

Exterior Signage - South Elevation - 5 STORY

s2.0







2 EXISTING GHOST SIGNS

Comm. No. 1251

01/16/14

Project

VALSPAR APPLIED SCIENCE AND TECHNOLOGY CENTER

Title

Exterior Signage - Campus Site Plan

Drawing No.

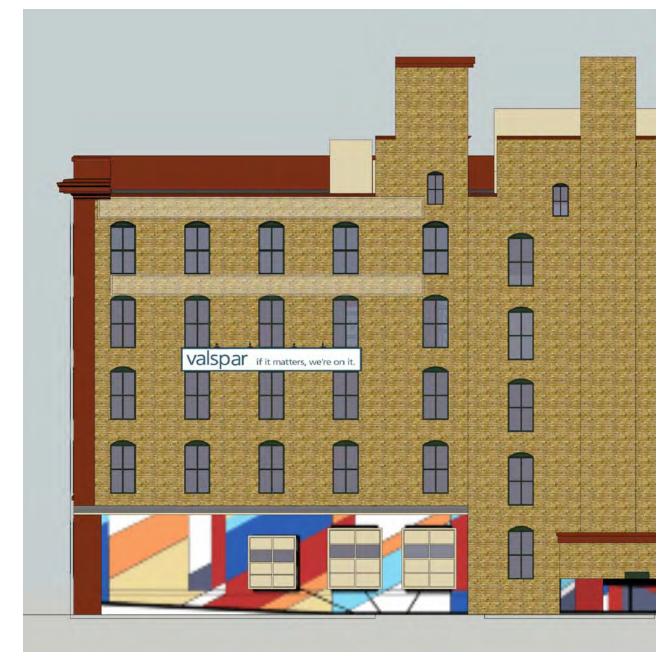
s2.2



\$201 CEDAR AVENUE SO. • MINNEAPOLIS, MN 5540

EL. (612)904-1332 • FAX (612)904-736







RENDERING NTS 2 RENDERING NTS

Comm. No. 1251 Date 01/16/14

Project

VALSPAR APPLIED SCIENCE AND TECHNOLOGY CENTER

| Title

South Elevation Signage Rendering

Drawing No.

s2.1



4201 CEDAR AVENUE SO. • MINNEAPOLIS,

EL. [612]904-1332 • FAX (612)904-736



# (H.1) (H) K D C B ROOF LEVEL EL. VARIES FIFTH LEVEL EL. 151'-0" FOURTH LEVEL EL. 139'-0" ROOF LEVEL EL. 139'-0" THIRD LEVEL EL. 127'-0" THIRD LEVEL EL. 127'-0" SECOND LEVEL EL. 115'-0" SECOND LEVEL EL. 115'-0" FIRST LEVEL EL. 100'-0" FIRST LEVEL EL. 100'-0"

## EXTERIOR ELEVATIONS GENERAL NOTES

1. THE EXISTING BUILDING ENVELOPE IS TO UNDERGO A COMPLETE HISTORIC RESTORATION. REFER TO SHEETS RS1.0-RS1.6 FOR SCOPE OF WORK. 2. THE EXISTING WINDOWS ARE TO UNDERGO A COMPLETE HISTORIC RESTORATION.

# EXTERIOR ELEVATIONS KEY NOTES

- PROVIDE A PREFIN. ALUMINUM WINDOW W/ 1" INSULATED GLAZING (GL-3). PROVIDE A CAST STONE SILL TO MATCH THE EXISTING SANDSTONE SILLS. MATCH APPEARANCE AND PROFILE
- OF WINDOW ORIGINALLY IN THIS LOCATION. PROVIDE A PREFIN. ALUMINUM DOOR/WINDOW SYSTEM W/ 1" INSULATED GLAZING (GL-3) TO MATCH THE AESTHETIC OF THE EXISTING WINDOWS.
- PROVIDE BRICK INFILL TO MATCH 5-STORY BLDG. WHERE PLYWOOD AND FRAME WERE REMOVED.
- OFFSET PERIMETER BRICK FROM EXISTING BUILDING PERIMETER. SEE DETAIL 1/a5.3.
- PROVIDE KASOTA STONE STAIRS W/ DECORATIVE WROUGHT IRON GUARDRAIL/HANDRAIL SYSTEM. ENTRY LANDING TO BE KASOTA STONE..
- PROVIDE A PREFIN. ALUM. ENTRY DOOR AND STOREFRONT SYSTEM W/ 1" INSULATED GLAZING (GL-3) SEE SHEET  $\alpha 4.8$
- PROVIDE GLAZING IN EXISTING OPENINGS (GL-1) TO MATCH GLAZING IN EXISTING WINDOW (AFTER RESTORATION).
- PROVIDE A PREFIN. WOOD WINDOW W/ 1/2" INSULATED GLAZING (GL-2) TO MATCH THE AESTHETIC OF THE 5-STORY BLDG.
- 8 PROVIDE BRICK INFILL TO MATCH 3-STORY BLDG. WHERE ITEMS WERE REMOVED
- 9> PROVIDE A PAIR OF INSULATED HOLLOW METAL DOORS/FRAME 6'-0"W OPENING
- 10 PROVIDE A PREFIN. ALUMINUM STOREFRONT DOOR 3'-0"W OPENING
- PROVIDE PREFIN. INSULATED STEEL O.H. DOOR WITH DIVIDED WINDOWS (GL-3) IN EXISTING OPENING.
- PROVIDE PREFIN. INSULATED ALUMINUM 'BLOWOUT' PANELS MOUNTED TO METAL STUD FRAMING SYSTEM.
- PROVIDE A PREFIN. ALUMINUM WINDOW W/ 1" INSULATED GLAZING (GL-3) TO MATCH THE AESTHETIC OF THE 3-STORY BLDG.
- PROVIDE AN INSULATED ALUM. PANEL 'GLAZED' INTO THE EXISTING WINDOW OPENINGS AT THE ELEVATOR SHAFT. REFER TO SHEET a6.4
- (15) NOT USED
- PROVIDE INSULATED HOLLOW METAL DOOR/FRAME
- PROVIDE PREFIN. INSULATED ALUM. 'GARAGE DOOR' WITH TRANSOM WINDOWS W/
  1" INSULATED GLAZING (GL-3).
- RESTORE THE EXISTING DOORS PER DRAWINGS RS1.0—RS1.6. SECURE THESE DOORS TO MAKE THEM INACTIVE.
- (19) PROVIDE BRICK INFILL TO MATCH EXISTING SILL HEIGHT.
- PROVIDE A CAST STONE SILL TO MATCH THE EXISTING SANDSTONE SILLS OF THE UPPER FLOOR WINDOWS.
- (21) MODIFY EXISTING WOOD WINDOWS TO MATCH NEW OPENING CREATED BY BRICK INFILL.
- PROVIDE KASOTA STONE INFILL WITH ENGRAVING. INSCRIPTION TO BE DETERMINED.
- 23 PROVIDE GALVANIZED OPEN GRATE STAIR AND RAIL ASSEMBLY AT EXISTING DOOR
- 24 EXISTING SIGN TO REMAIN
- 25 NEW WALL MOUNTED METAL POWDER COATED SIGN
- 26 REFURBISHED/RELOCATED STEEL SASH WINDOW W/ ¼" GLAZING (GL-1).

Project Number:	Issued for		Owner				
1251	03.16.12 PRICING PACKAGE	01.09.13 FINAL CD SET					
1231	07.19.12 DD PACKAGE	01.06.14 LAB EQUIPMENT UPDATE	Valchar				
Date:	08.30.12 85% REVIEW SET		valspar				
01.06.14	09.28.12 PERMIT SET						
	10.19.12 CONSTRUCTION DOCUMENTS						









VALSPAR CORPORATION VALSPAR APPLIED SCIENCE AND TECHNOLOGY CENTER EXTERIOR ELEVATIONS

I hereby certify that this drawing was prepared by Drawing No. me or under my direct supervision and that I am a duly licensed architect under the laws of the State of Minnesota. By: Roger Christensen

Registration Number: 23865

Title: Architect Date: 01.09.2013





