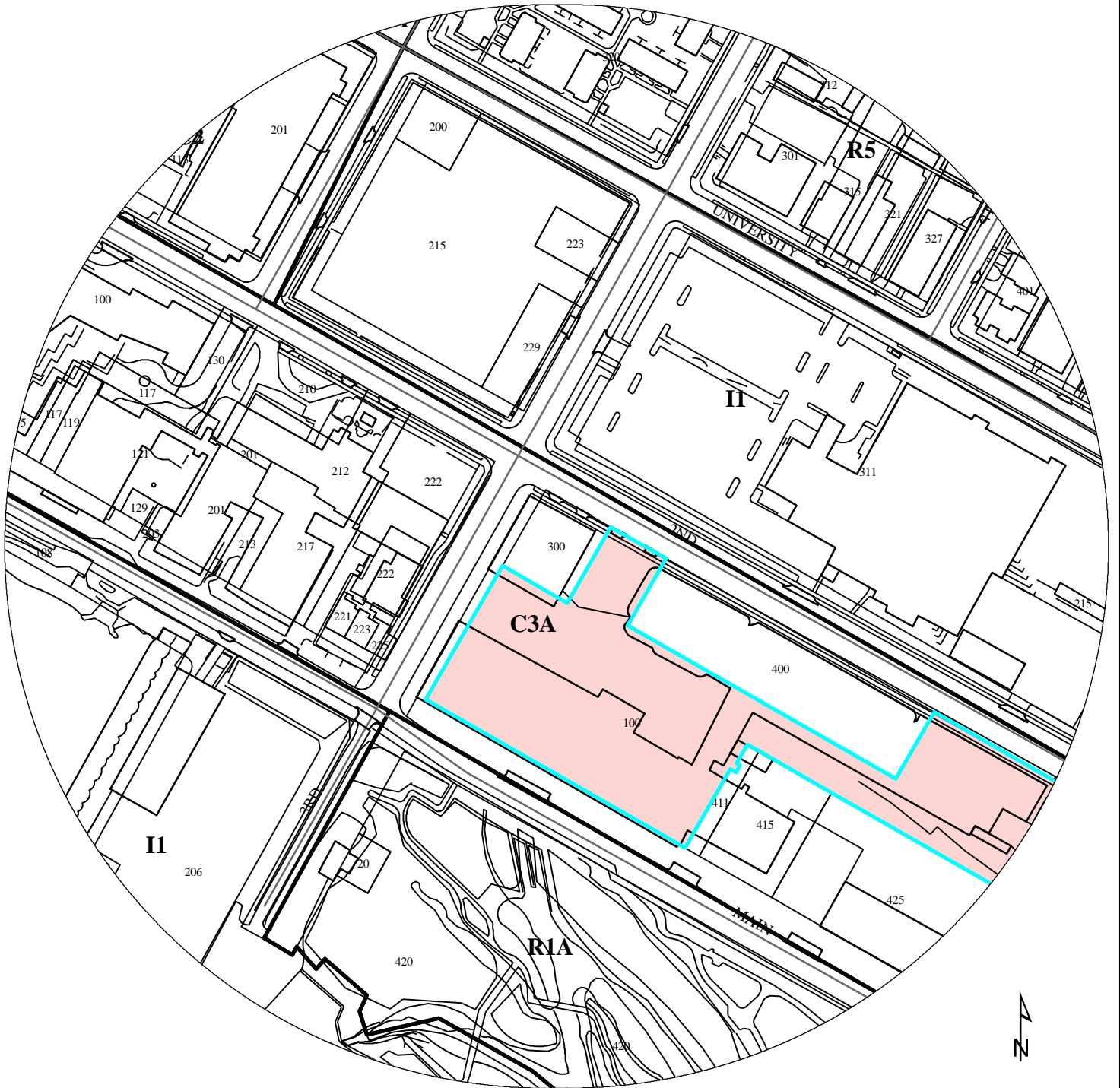


Lawrence Sign

3rd

NAME OF APPLICANT

WARD



PROPERTY ADDRESS

100 3rd Avenue Southeast

FILE NUMBER

BZH-28102

March 10, 2014

To whom it may concern:

As you may be aware, the Pillsbury Flour A-Mill, located at 300 2nd Street Southeast, PID #2302924130959, is undergoing a major renovation in which over 250 artist lofts will be available in 2015. Living spaces, studios, a fitness center, rooftop deck, and performance and gallery spaces will make this a state of the art living and work space for the Minneapolis community.

Pillsbury's Best Flour, perhaps one of Minneapolis's most well known signs, has been out of service for several years. Originally installed in the 1930's, Lawrence Sign is proposing to manufacture and install new Pillsbury's Best Flour channel letters. With newly constructed lofts opening in 2015, it is critical that the sign be renovated for safety & aesthetics. The original sign is approximately 30' high and sits atop the roof the A-Mill. Lawrence Sign is proposing to re-use the existing letter faces by scuffing and repainting, and to fabricate new aluminum letter backs to attach to the existing metal structure, which in itself is in a good and stable condition, and will be scuffed and painted as well. The dimensions and font will remain the same in an effort to maintain the original historic appearance of the Pillsbury's Best Flour sign. Existing neon tubes will be removed and properly disposed of, and the new letters will be illuminated with Sloan LED red flexbrite, which will mirror the original color and design of the existing sign. We are proposing to replace the neon with LED as the benefit of LED easily outweighs the use of neon:

- LED is cheaper than neon to install

- LED offers little to no maintenance as they burn for approximately 100,000 hours

- LED does not contain any glass tubes of gas, so there is no chance of gas leaking out

- LED lights use between 5-10 times less power than neon, resulting in lower operating costs

The Pillsbury A Mill was named a National Historic Landmark in 1966, and we have every intention of working with the Minneapolis Heritage Preservation Commission to preserve the characteristics and aesthetics of the sign's original historic appearance.

Please see the attached rendering for the proposed sign details.

Best Regards,

Shari King

Shari King

945 Pierce Butler Route

St. Paul, MN 55104 | P: 651.488.6711

www.lawrencesign.com | slking@lawrencesign.com

Lawrence
Sign

Originally built in the 1920's, the Pillsbury's Best Flour sign was named a National Historic Landmark in 1966. The original structure is composed of steel letters that are approximately 6'-6" to 11'-0" high and are attached to a steel structure. At the time of original construction, design standards and material availability were not what they are today, and over time, the condition of the steel letters has deteriorated. Due to a lack of drainage accommodations for each letter, (a current UL & NEC mandate for signage elements) rust has attacked the letters causing corrosion from the inside out. Any attempt to refurbish the existing letters will prove challenging as many of the letters have deteriorated to the point where the steel has rusted through and left holes in the bottoms of the letters. This compromised condition will make it difficult to graft new steel into each letter. Welding new steel into the rusted areas will cause further breakdown of the base metal due to the heat produced by the welding equipment. Furthermore, the corroded letters will likely display areas that have become so thin that the welding process will simply create more holes and voids leaving very little, if any salvageable parts of many letters. The refurbished letters will have a higher likelihood to rust in the future as the existing letters do not have the proper drainage, and the steel loss of steel through corrosion will compromise the letter structure and continue to rust.

Current sign industry standard calls for many of today's signs to be constructed of aluminum. Aluminum is a very durable metal, is rustproof, and can withstand the changing climates of the Minnesota seasons. Furthermore, current Underwriters Laboratories and the National Electric Code require specific drainage accommodations be employed on all exterior sign types. The aluminum channel letters will be fashioned to replicate the existing letters and preserve the historic character, color and appearance of the original sign. The size and shape of the new aluminum letters will be identical to the existing letters and they will be attached to the existing steel structure to match the original design. The aluminum channel letters will be built to meet the UL and NEC standards as required by the Minneapolis Sign Ordinance. Reuse of the existing historic letters, if possible, would not meet these design and code standards.

In conclusion, we feel that the structural integrity of the historic steel letters is not suitable for refurbishment and their condition could be further degraded by any attempt to graft in new steel as there is little solid material left to attach new steel to. Furthermore, the historic steel letters will continue to rust as the corrosion process once begun, cannot be stopped unless all the metal currently undergoing the chemical process is replaced. We ask that the HPC approve our request and allow Lawrence Sign to fabricate new aluminum letters that will replicate and preserve the look and feel of the historic Pillsbury's Best Flour sign. The longevity that new aluminum letters offer will help keep this sign shining brightly for many years to come and mitigate further structural degradation of the sign.

David L. Peltier

From: Metz, Owen <ometz@Dominiuminc.com>
Sent: Thursday, January 09, 2014 2:55 PM
To: David L. Peltier
Cc: 'Richard Kennedy'; Jason Law (JasonLaw@weisbuilders.com); Marc Basara; Jen Hembree; Ewing, Scott
Subject: RE: Pillsbury (Sign Update)

Dave,

While a mock-up isn't required for the City of Minneapolis HPC it is required by the State Historic Preservation Office and National Park Service as part of our Part 2 conditions of approval. They ultimately decide what is allowable or not. We will need to get photo/video documentation of the LED replica next to the functioning neon sign in order to 'prove' the sign is a true replica and can mimic the color of the red neon. This would probably be best done first by doing it un-installed on the building.

Please let me know if you have any questions and let us know when the mock-up is ready and the old neon one is working to compare it against.

Thanks - Owen

Owen Metz

Developer
Development & Acquisitions
Dominium
2905 Northwest Blvd, Suite 150, Plymouth, MN 55441
Phone 763-354-5618 Cellphone 920-210-1428
Fax 763-249-8712
DominiumApartments.com

From: Richard Kennedy [mailto:RichardKennedy@weisbuilders.com]
Sent: Thursday, January 09, 2014 2:54 PM
To: Metz, Owen
Subject: FW: Pillsbury (Sign Update)

FYI

From: David L. Peltier [mailto:DPeltier@LawrenceSign.com]
Sent: Thursday, January 09, 2014 2:42 PM
To: Richard Kennedy; Jason Law; Marc Basara
Subject: RE: Pillsbury (Sign Update)

Hi Guys,

Here is what I have for the mockup,

It is not required for the approval process but will be very beneficial for our case. With that said..... our plan is to build a new functioning "apostrophe" and re-install it on the structure. Then light it up with either temp power (if it's there) or a generator and video tape it to show the HPC what it will look like. We are looking at doing this before the HPC meeting which should be on Feb. 4th or Feb. 18th (I'll have to confirm that once we hear back from the city). Please let me know if you have any questions.

Shari L. King

From: Shari L. King
Sent: Thursday, January 23, 2014 1:52 PM
To: 'Heidi.Ritchie@minneapolismn.gov'; 'Jacob.frey@minneapolismn.gov'
Subject: Pillsbury's Best Flour
Attachments: Pillsbury's Best Flour.doc; 3547 PILLSBURY 12 13 13.pdf

Good Afternoon,

As required by the Heritage Preservation Commission, I am submitting a letter to you in regards to proposed signage at Pillsbury's Best Flour.

Best Regards,

Shari King
Project Coordinator
945 Pierce Butler Route
St. Paul, MN 55104 | P: 651.488.6711
www.lawrencesign.com | slking@lawrencesign.com



Shari L. King

From: Shari L. King
Sent: Thursday, January 23, 2014 1:53 PM
To: 'office@marcy-holmes.org'
Subject: Pillsbury's Best Flour
Attachments: Pillsbury's Best Flour.doc; 3547 PILLSBURY 12 13 13.pdf

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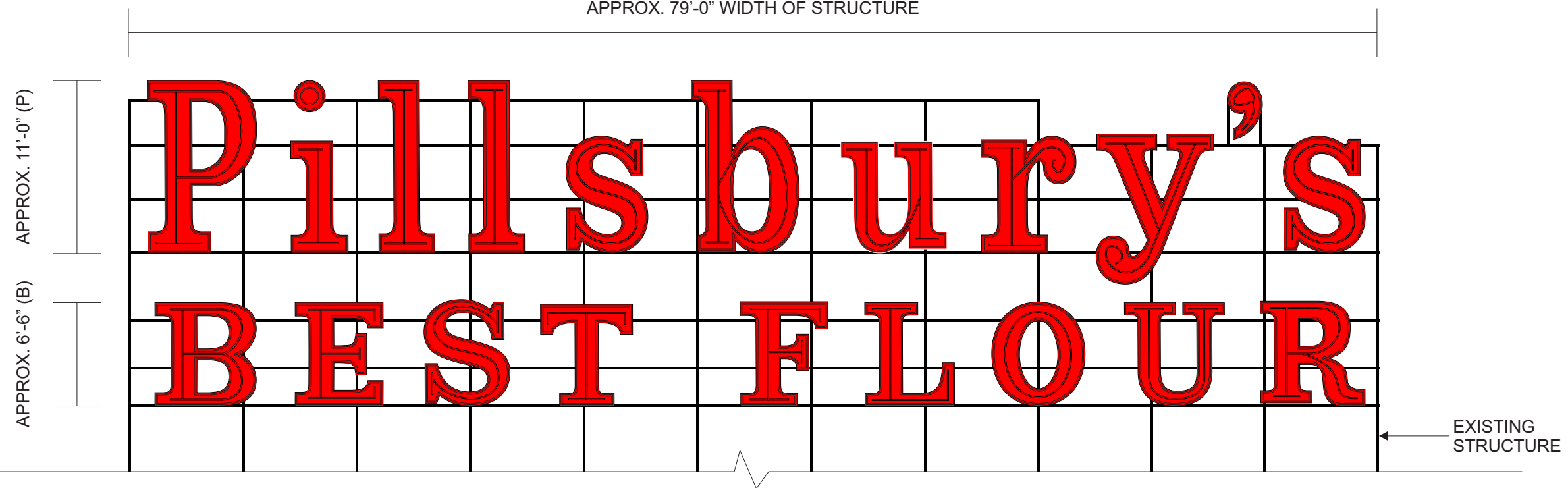


Certificate of Appropriateness

1. The new signage will have the same design and font as the original sign so it will not hinder the significance of the landmark
2. The new signage will not affect the interior or exterior designation as it will be the same design as the original sign
3. The new signage will ensure continued integrity of the landmark or historic district as originally intended
4. The materials of the new sign are proposed to be aluminum letters with flexbrite LED illumination and should meet the design guidelines of the commission
5. The materials of the new sign are proposed to be aluminum letters with flexbrite LED illumination and should meet the recommendations of The Secretary of the Interior's Standards for the Treatment of Historic Properties.
6. The certificate of appropriateness conforms to the regulations, and is in line with the comprehensive plan and applicable preservation policies.

VISUAL REPRESENTATION, NOT FOR PRODUCTION

APPROX. 79'-0" WIDTH OF STRUCTURE



www.lawrencesign.com

945 Pierce Butler Route, St. Paul, MN 55104
651.488.6711 • 800.998.8901

CLIENT:
Pillsbury's
301 MAIN STREET SE.
MINNEAPOLIS, MN 55414

SIGN TYPE:
ILLUMINATED LETTERS

CUSTOMER APPROVAL

NAME: _____

DATE: _____

REV 1: 10.01.13 RR
REV 2: 2.10.14 TRW

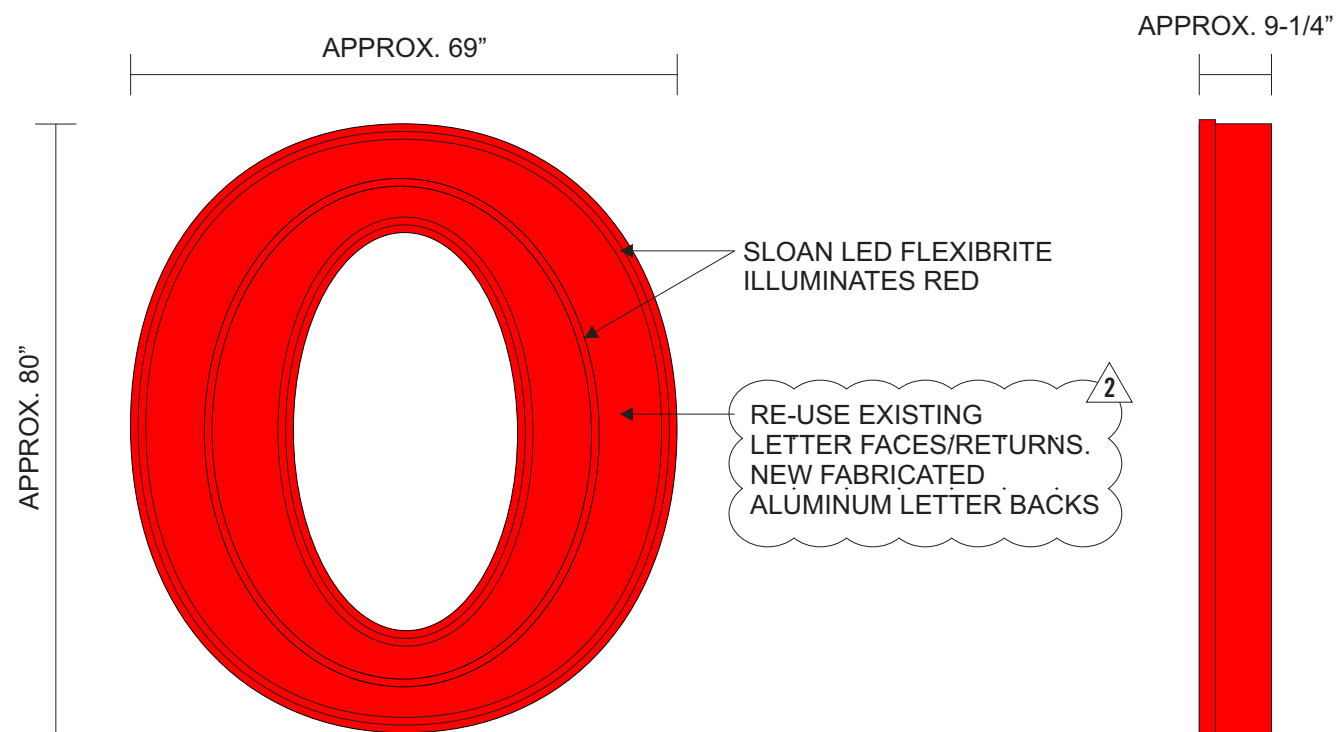
SALES: DP
DESIGN: RR
DATE: 12.13.13
DWG: 3547 PILLSBURY 12 13 13

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1 SIGN LAYOUT

SCALE: 1/8" = 1'-0"



2 LETTER LAYOUT

SCALE: NTS

CLIENT:

Pillsbury's

301 MAIN STREET SE.
MINNEAPOLIS, MN 55414

SIGN TYPE:

**ILLUMINATED
LETTERS**

CUSTOMER APPROVAL

NAME: _____

DATE: _____

REV 1: 10.01.13 RR

REV 2: 2.10.14 TRW

SALES: DP

DESIGN: RR

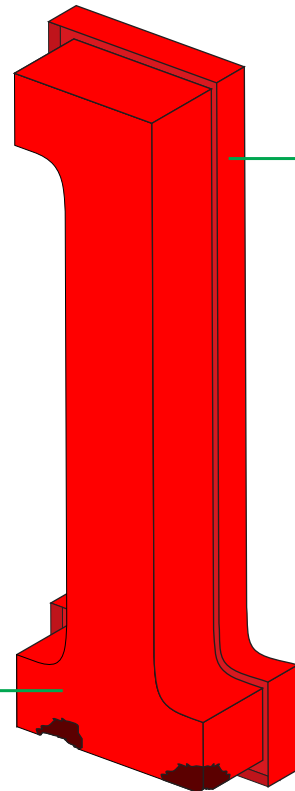
DATE: 12.13.13

DWG: 3547 PILLSBURY 12 13 13

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EXISTING LETTER BACK CABINETS:
1. REMOVE FROM LETTER FACES
2. DISPOSE/RECYCLE

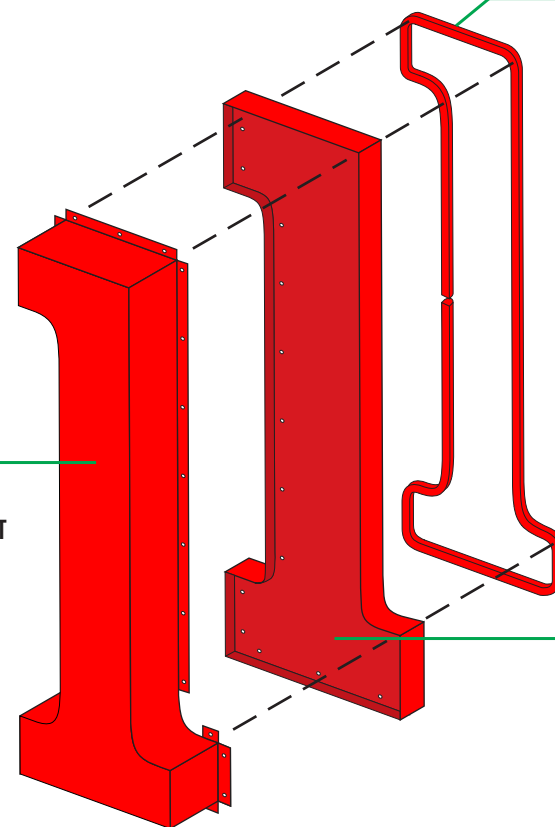


EXISTING LETTER FACES/RETURNS:
1. REMOVE FROM BACK CABINETS
2. REMOVE OLD PAINT
3. REFURBISH (AS NEEDED)

EXISTING NEON TUBES:
1. REMOVE NEON
2. REMOVE GLASS HOUSINGS
2A. PLUG OPENINGS
3. REMOVE GLASS SUPPORTS



EXISTING LETTERS/CONDITIONS



NEW FABRICATED ALUM. BACK CAB'S:
1. MECHANICALLY FASTEN TO EXIST. LTRS. FACES
1A. ISOLATE DISSIMILAR MATERIALS WITH GASKET

NEW LED FAUX NEON:
1. MOUNT TO REFURBISHED FACES
2. POSITION IN SAME LOC'S AS EXIST. NEON
1A. NOTE: REPLICATE APPEARANCE
(GAPS/ENDS) OF EXIST. NEON TUBES

EXISTING LETTER FACES/RETURNS:
1. REPAINT ALL VISIBLE SURFACES



NEW DETAIL PAGE ADDED 2

PROPOSED LETTERS/CONDITIONS

CLIENT:

Pillsbury's

301 MAIN STREET SE.
MINNEAPOLIS, MN 55414

SIGN TYPE:

**ILLUMINATED
LETTERS**

CUSTOMER APPROVAL

NAME: _____

DATE: _____

REV 1: 10.01.13 RR

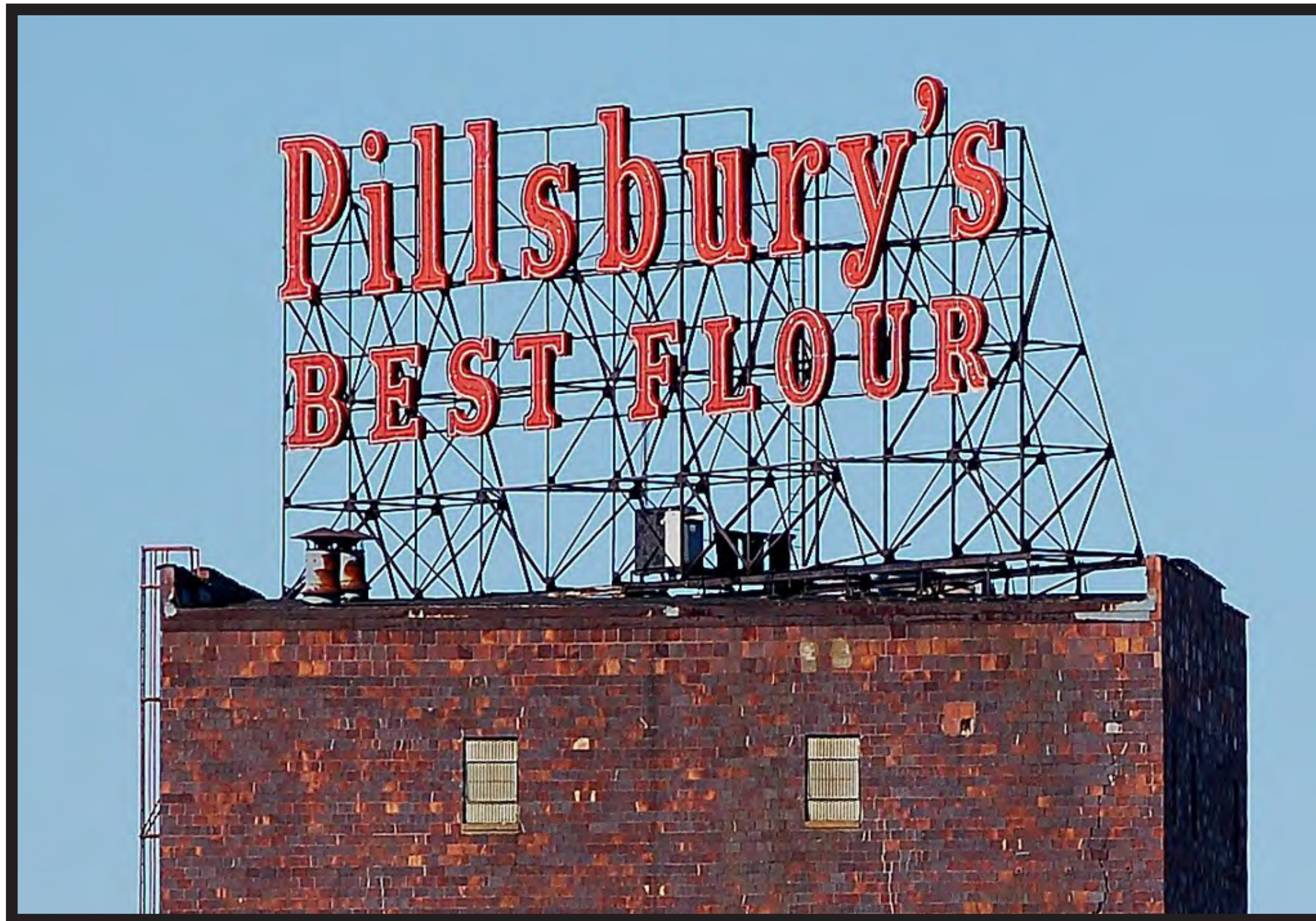
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DESIGN: RR

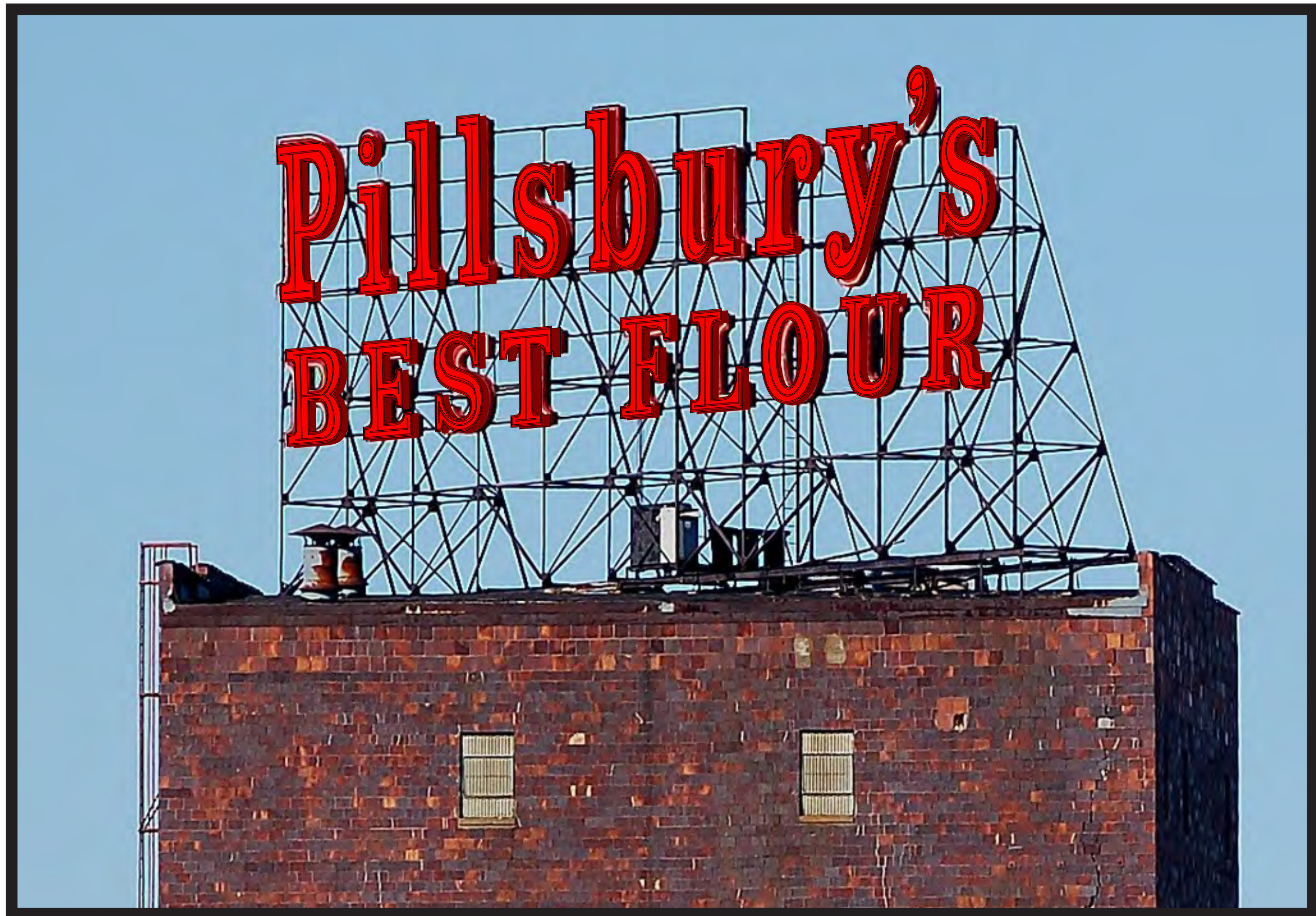
DATE: 12.13.13

DWG: 3547 PILLSBURY 12 13 13

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EXISTING



PROPOSED

Lawrence
Sign

www.lawrencesign.com

945 Pierce Butler Route, St. Paul, MN 55104
651.488.6711 • 800.998.8901

CLIENT:

Pillsbury's

301 MAIN STREET SE.
MINNEAPOLIS, MN 55414

SIGN TYPE:

**ILLUMINATED
LETTERS**

CUSTOMER APPROVAL

NAME: _____

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REV 1: 10.01.13 RR

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UL ELECTRIC
LISTED SIGN

PAGE: 0.3



Pillsbury's
BEST FLOUR

LOST BANK HILLS .COM

WATER

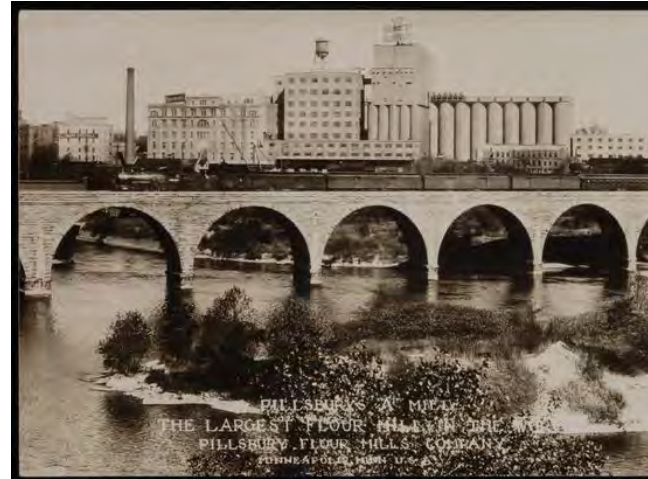
Pillsbury's Best Flour Sign History



1920, prior to installation



1920



1925



1937



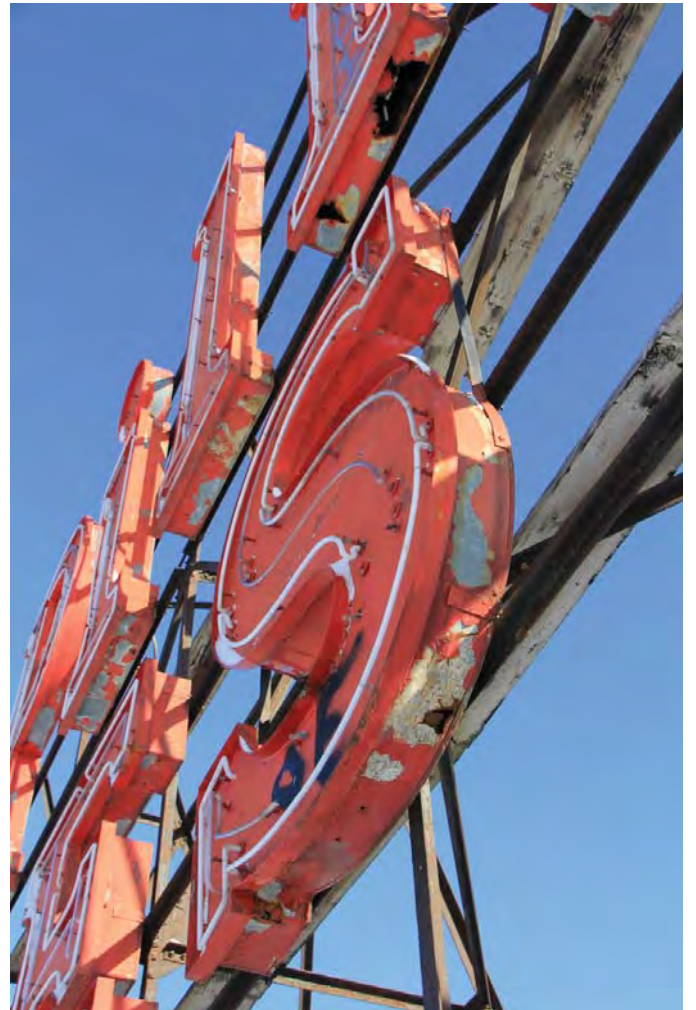
1940



1948



PILLSBURY'S
BEST FLOUR









Power Consumption Calculation for Lighting Sources (these are average numbers)

Lighting Source	Neon	LED Module
Power Usage per foot	20 watts	1.2 watts
Nominal Installation	100	100
x Power Consumption	20 watts	1.2 watts
= Total	2,000 watts	120 watts
x 12 hours/day	24,000 watts	1,440 watts
x 365 days	8,760,000 watts	525,600 watts
/1000 = annual kilowatt hour	8,760	525.6
x cost per kilowatt hour	\$0.15	\$0.15
Total Annual Energy Cost	\$1,314	\$78.84

Pillsbury Sign roughly \$15,768 per year \$946.08 per year
(~1200 feet of lighting element)

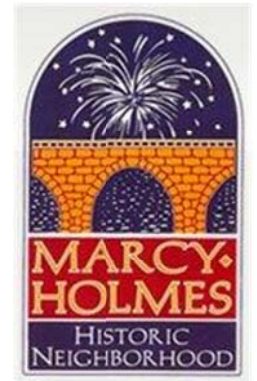
Maintenance cost of Neon vs. LED

On average neon maintenance for this sign would be roughly \$7 to \$9 thousand a year, (not taking into account for damage from weather (a hail storm) which would raise that price drastically).

LED and power supplies for this sign are warranted for 5 years so (\$0 for 5 years), and after that the average cost would be \$1 to \$2 thousand a year (weather will not have an effect on the LED).

March 10, 2014

Chair Laura Faucher
Members of the Heritage Preservation Commission
Public Service Center
250 S. 4th St., Room 300
Minneapolis, MN 55415



Re: Request for HPC to Grant Pillsbury Sign Re-lighting Request

Dear Chair Faucher:

The Marcy-Holmes Neighborhood Association supports the proposal to rebuild and relight the letters of the iconic Pillsbury sign on top of a building in the Pillsbury A Mill redevelopment area, and make them look like the old letters with new LED fixtures. The sign has been in disrepair for several years, with no working lights, and we support this iconic sign's re-lighting.

Issues considered by the committee included whether the luminance might be adjustable; what times of day the sign would be illuminated; and the impact on migratory and other birds in the Mississippi River flyway.

Thank you for your consideration. We are grateful to the applicant for bringing forward a proposal to bring light back to this iconic sign.

Sincerely,

Cordelia Pierson

Cordelia Pierson, President
Land Use Committee Chair

cc: Council Member Jacob Frey
Shari King, Lawrence Sign