

**Shoreview Pediatrics- 2524 East Webster Place
Minor Modification to Detailed Planned Development
Downer Avenue, Phase II
File Number 141177**

A Detailed Planned Development (DPD – Downer Avenue Phase II, FN 070963) was established in 2008 for land located generally on the East Side of North Downer Avenue and South of East Park Place, and generally on the West Side of North Downer Avenue and the East Side of North Stowell Avenue, North of East Webster Place. A Minor Modification to the DPD was subsequently approved in 2012 (FN 121059) to permit changes to the exterior elevations of an existing building at 2551 North Downer Avenue to accommodate the Pizza Man restaurant.

Currently, the DPD permits only signage that is already placed on the building, and does not allow additional signage for tenants. The applicant for FN 141177, Shoreview Pediatrics, is requesting a Minor Modification to the DPD to allow for one additional building wall sign. Established in 1982, Shoreview Pediatrics is an eight physician private pediatric practice of which 25 years the office was located on campus at St. Mary's Hospital. In 2007, the practice moved to 2524 E. Webster Place and since the move, they have had many new families complain that the office has been difficult to find due to lack of signage. Shoreview Pediatrics physicians believe that exterior signage would not only assist their existing families but could potentially bring new clients to the practice, which will help maintain the clinic's independence in the medical community.

Specifically, the building wall sign will be placed on the Webster (south) façade of the building. An existing sign, "Downer Lakeview Commons," will be relocated from the first floor sign band area to the second floor of the building. A new sign, "Shoreview Pediatrics, S.C.," will be aesthetically identical to the "Downer Lakeview Commons" sign, and will be placed on the floor sign band area. Like the existing sign, the new sign will be constructed of aluminum and the letters will be routed out of aluminum and painted Duranodic bronze. The sign will not be illuminated. Signage dimensions will be 20 feet in length by 2 feet in height, for a total of 40 square feet.

All other aspects of the DPD zoning will remain unchanged. The building owner and management company have stated that they do not anticipate the need for future building signage in the future.