



APPLICATION FOR ZONING VARIANCE  
 Department of Safety and Inspections  
 375 Jackson Street  
 Suite 220  
 Saint Paul, MN 55101-1806  
 General: 651-266-9008  
 Fax: (651) 266-9099

RECEIVED IN D.S.I.

MAY 31 2012

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~~MAY 15 2012~~

in drawer **FILE**  
 12-077595

Zoning office use only  
 File Number: 12-063863  
 Fee: \$ 520.00  
 Tentative Hearing Date: 6/15/12  
 Section(s): 64.745  
 City agent: Y. DIATTA

APPLICANT

Name ROBERTA BONOFF Company CREATIVE KIDSTUFF  
 Address 3939 EAST 46 STREET  
 City MINNEAPOLIS ST MN Zip 55406 Phone 612.876.3964  
 Email rbonoff@creativekidstuff.com Fax 612.929.6770  
 Property Interest of Applicant (owner, contract purchaser, etc) TENANT  
 Name of ~~owner~~ (if different) MICHAEL O'TOULOUCE, US BANK Phone 651.466.8545  
LANDLORD

PROPERTY INFORMATION

Address / Location 1074 GRAND AVENUE, ST. PAUL, MN. 55105  
 Legal Description (attach additional sheet if necessary) RETAIL STORE WITH EXTENSION ACCESS - 5,877 SF  
 Lot Size \_\_\_\_\_ Present Zoning COMMERCIAL Present Use RETAIL STORE  
 Proposed Use WILL REMAIN A RETAIL STORE

Variance[s] requested: SIGNAGE various request for 145 square feet of signage.

Supporting Information: Supply the necessary information that is applicable to your variance request, provide details regarding the project, and explain why a variance is needed. Duplex/triplex conversions may require a pro forma to be submitted. Attach additional sheets if necessary.

THE CITY HAS DETERMINED THAT OUR SCULPTURAL STOREFRONT ELEMENTS, TWO TALL CATS, ARE SIGNAGE. BECAUSE OF THAT WE EXCEEDED THE SIGNAGE SQUARE FOOTAGE THAT HAS BEEN ESTABLISHED. WE INTERPRET THESE TWO CATS AS ARCHITECTURAL SCULPTURAL ELEMENTS THAT ENHANCE THE BRAND AND ARE AN IMPORTANT SIGNATURE ELEMENT TO REINFORCE THE BRAND. THEREFORE WE RESPECTFULLY REQUEST A SIGNAGE VARIANCE TO ALLOW THESE ELEMENTS TO BE PERMITTED BY THE CITY TO BE PART OF THE NEW STOREFRONT DESIGN.

Attachments as required:  Site Plan  Attachments  Pro Forma

Applicant's Signature Roberta Bonoff

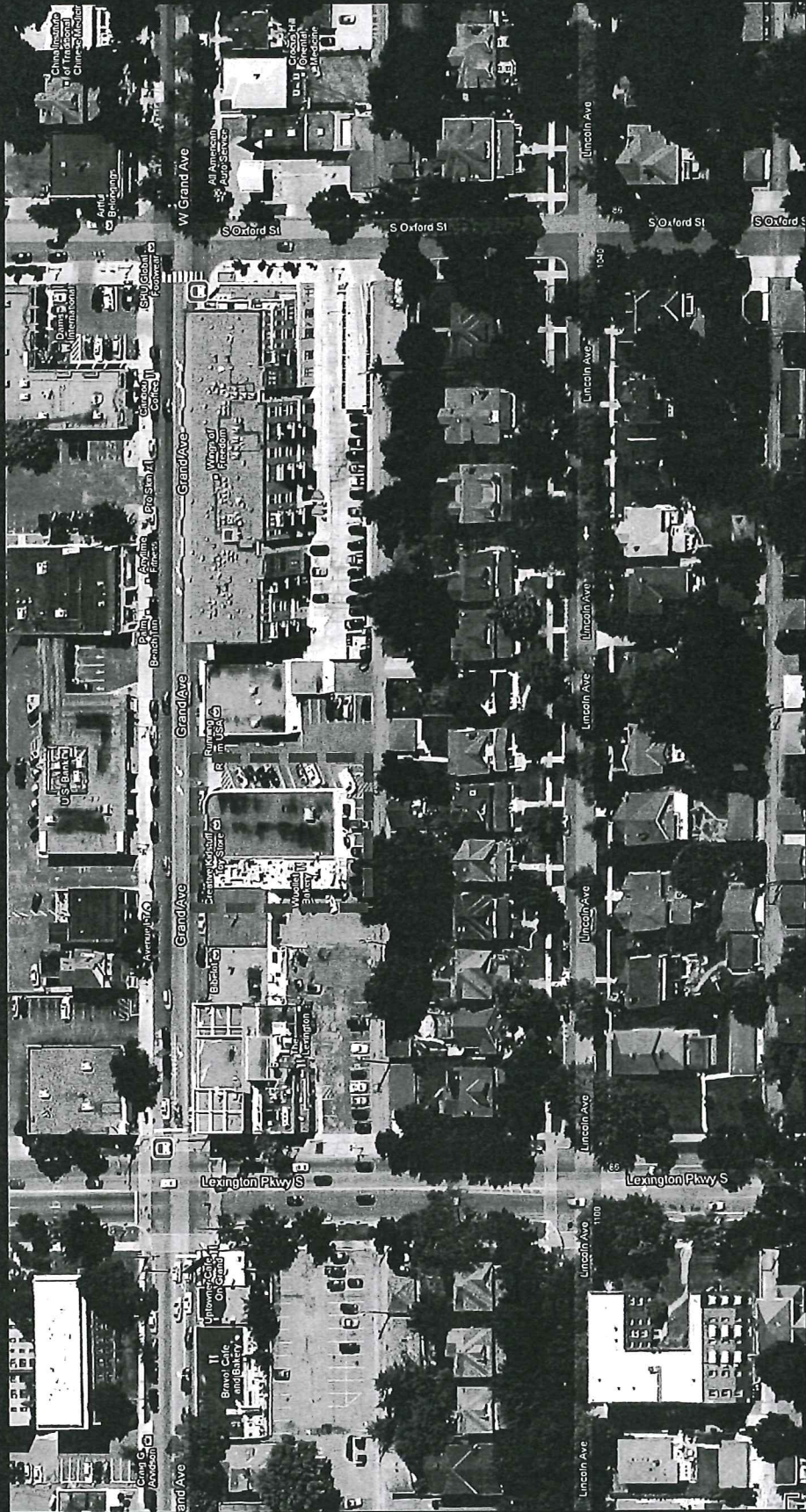
Date 5/11/12

# Creative Kidstuff, Grand Avenue, Saint Paul

# Request for Signage Variance

May 2012

## Creative Kidstuff Site Plan



**CREATIVE KIDSTUFF**  
The Best of the Best, The First of the First, and the Coolest of the Coolest  
TOYS • BOOKS • SCIENCE • MUSIC • ART'S DEVELOPMENTAL PLAYTHINGS

ARCHITECTURAL ALLIANCE

FILE  
12-027595

# Creative Kidstuff, Grand Avenue, Saint Paul

Request for Signage Variance

May 2012

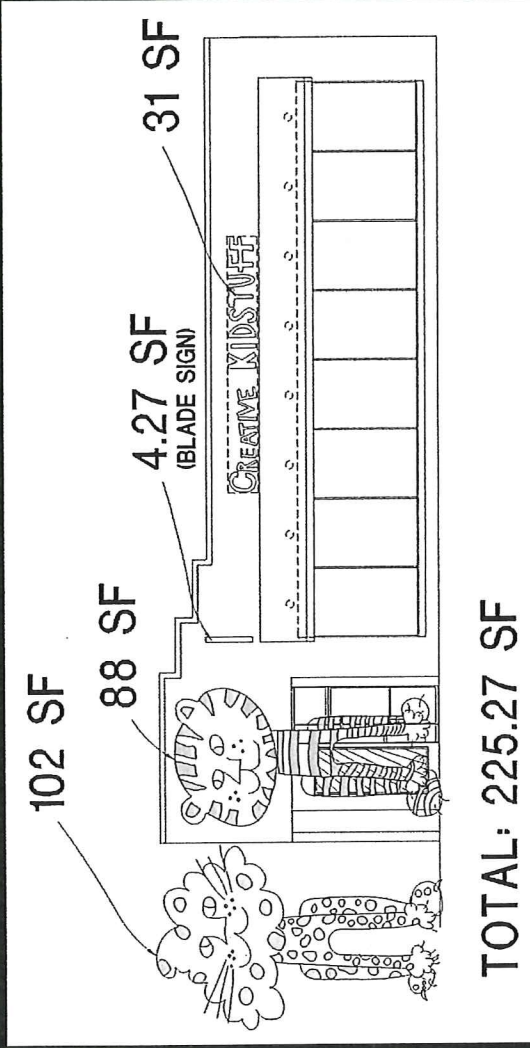
96 SF

## Storefront Signage SF comparisons:

Existing: 103.25 SF

Proposed: 225.27 SF

7.25 SF



Proposed



Existing



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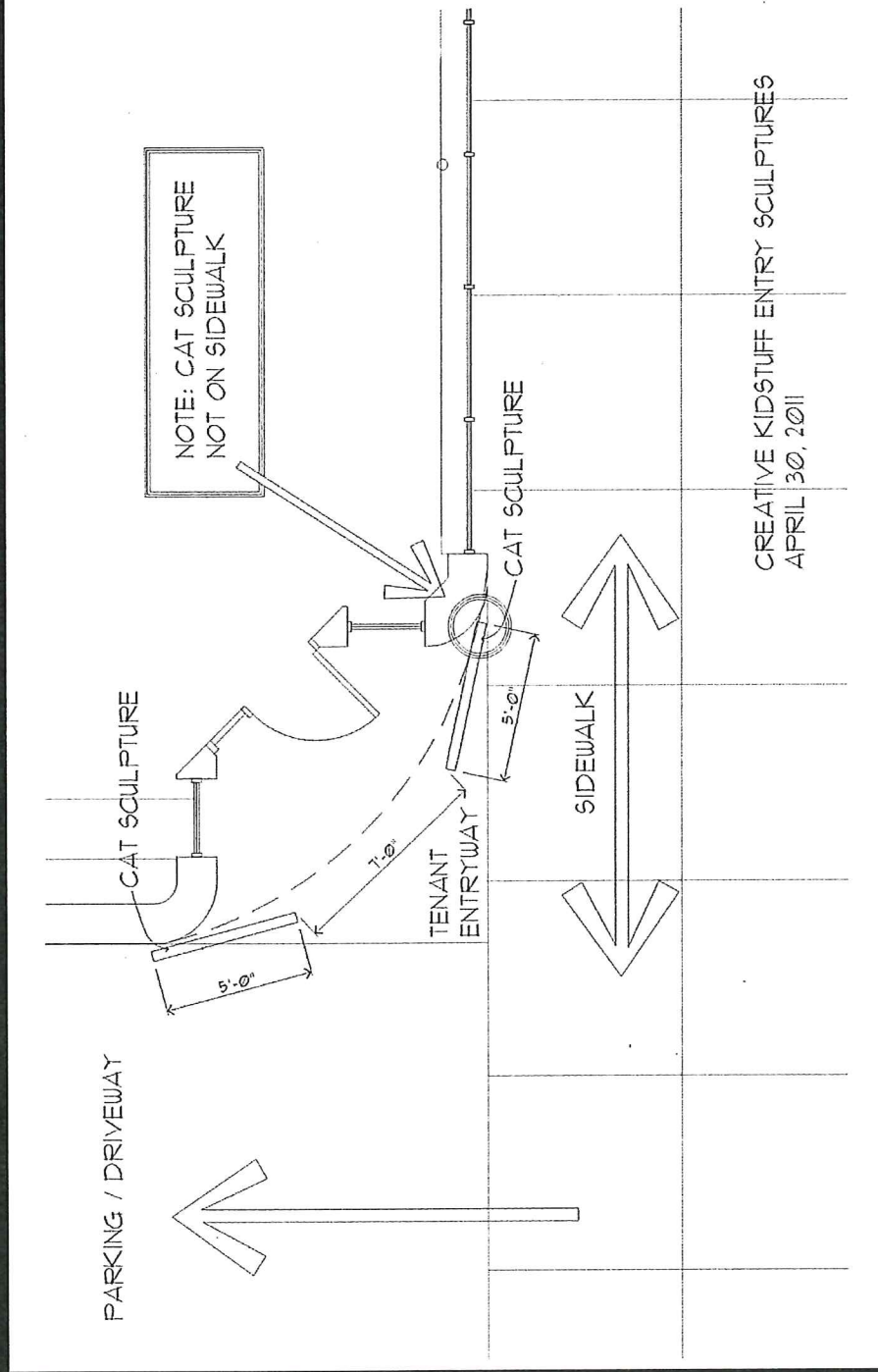
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**Creative Kidstuff, Grand Avenue, Saint Paul**

**Request for Signage Variance**

May 2012

**Proposed Creative Kidstuff Storefront detailed plan**



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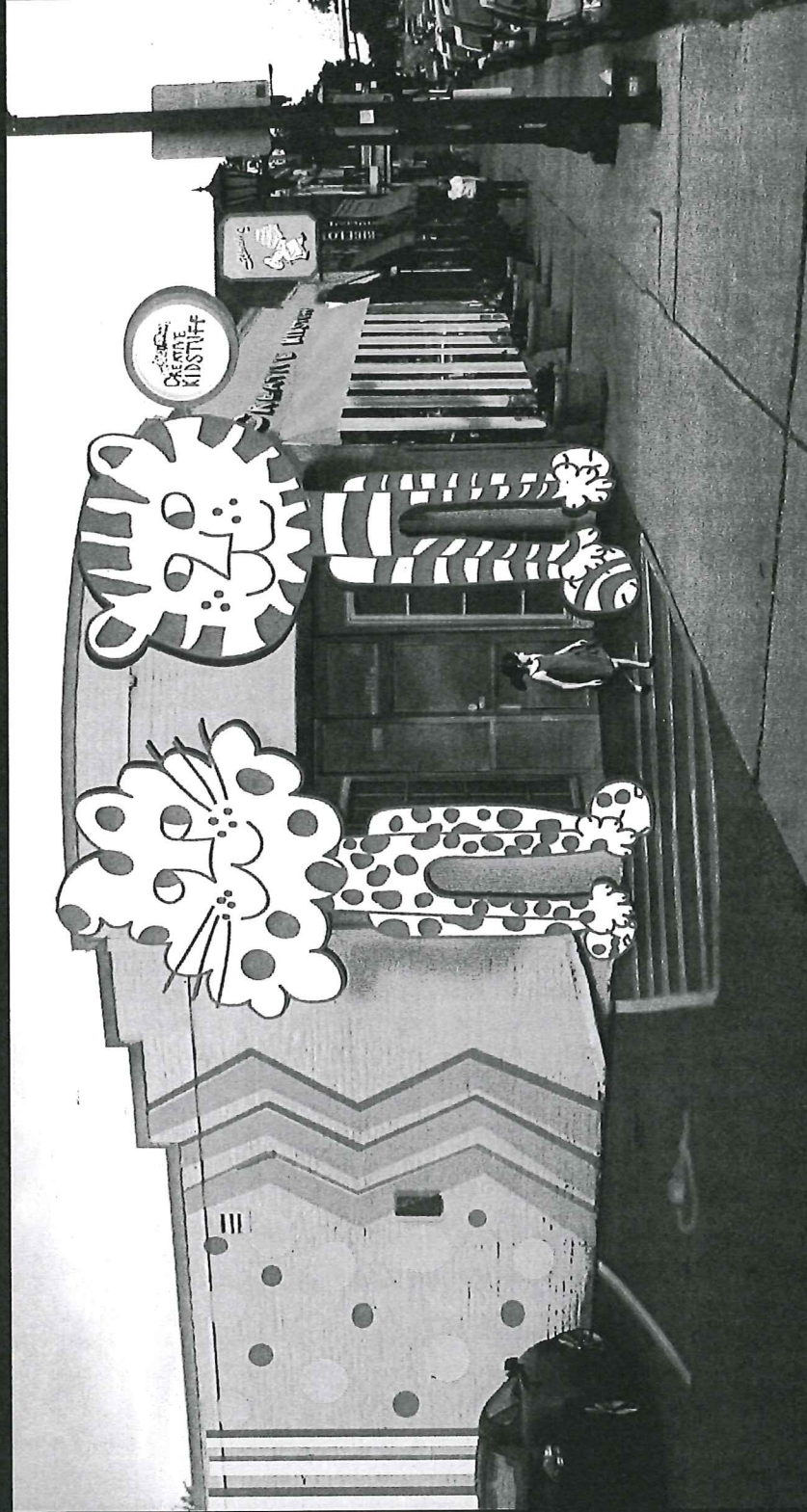
FILE  
12-077595

***Creative Kidstuff, Grand Avenue, Saint Paul***

**Request for Signage Variance**

May 2012

**Creative Kidstuff Storefront Presentation**



**CREATIVE KIDSTUFF**  
The Best of the Best, the First of the First, and the Coolest of the Coolest!  
TOYS & BOOKS • SCIENCE • MUSIC • ART • DEVELOPMENTAL PLAYTHINGS

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FILE  
12-07595

***Creative Kidstuff, Grand Avenue, Saint Paul***

Request for Signage Variance

May 2012

Creative Kidstuff Responses to Board of Zoning Appeals concerns

1. "The sign request is due to unusual conditions pertaining to sign needs for a specific building or lot" – Response: We don't consider these sculptural elements to be signage, but an integral part of the brand identity. The City does; therefore we need to apply for this variance.
2. "The sign would not create a hazard" – Response: No, the sign will not create a hazard.
3. "The sign would not violate Minnesota Statutes or rules and regulations developed pursuant hereto" – Response: No, the sign would not violate Minnesota Statutes or rules and regulations developed pursuant hereto.
4. "The sign would not be objectionable to adjacent property owners" – Response: No, the sign is not objectionable to adjacent property owners.



ARCHITECTURAL ALLIANCE

FILE  
12-097595

***Creative Kidstuff, Grand Avenue, Saint Paul***

Request for Signage Variance

May 2012

Creative Kidstuff Responses to Board of Zoning Appeals concerns (continued)

5. "The sign would not adversely affect residential property through excessive glare and lighting" – Response: No, the sign will not adversely affect residential property, it is located in a retail area, and there will be no excessive glare nor lighting.
6. "The sign would be in keeping with the general character of the surrounding area" – Response: Yes, the sign is in keeping with the general character of the surrounding area, it is a retail area with fun and exciting retail shops, we are simply adding to the retail mix already there and making it even more of a destination for shoppers.



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***Creative Kidstuff, Grand Avenue, Saint Paul***

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**Creative Kidstuff Challenge**

The reasons why you should embrace this new storefront are as follows:

1. The sculptural elements of the two tall cats are the signature of the Creative Kidstuff brand.
2. We live in a sea of sameness. In traveling all over the country looking at malls and stores, each strip center looks the same with all the same mass market tenants. As a specialty retailer we need to be just that - Special. It is how we compete against the large advertising budgets of the giant big boxes. We offer a refreshing experience, product and service.
3. This storefront is beautiful and adds a special look and feel to the Grand Avenue Community - as you can see we are creating an exterior that is made for your community.



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## ***Creative Kidstuff, Grand Avenue, Saint Paul***

Request for Signage Variance

May 2012

### Creative Kidstuff Challenge

The reasons why you should embrace this new storefront are as follows:

4. The entire store reinforces the Creative Kidstuff brand identity – from the exterior color treatment, to the view through the clear windows into the store, to the store interior and all the detailing – it is a consistent statement that announces the ultimate cohesive Retail Experience, continuing to elevate Grand Avenue to the upper echelon of retail.
5. We believe this will generate great excitement and enthusiasm for the Grand Avenue community and increase traffic to the Avenue due to it's visual appeal. This effort will benefit ALL the local businesses.



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***Creative Kidstuff, Grand Avenue, Saint Paul***

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**Creative Kidstuff Challenge – We need your Storefront approval**

- Creative Kidstuff has been part of the Twin Cities Community for 30 years.
- Children’s Specialty toy retailer committed to creating a fun, do touch atmosphere for children and adults to shop in.
- “We know Kids, We like Kids, We know What Kids like”.

**Challenge:**

- The proposed storefront exceeds City signage SF limit



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***Creative Kidstuff, Grand Avenue, Saint Paul***

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**Summary**

We hope our presentation has been informative and exciting. As you can see, we are adding another exciting layer to the already exciting Creative Kidstuff store to the Grand Avenue community to continue to serve its customers.

We want to continue to bring a sense of fun, color, fresh playfulness to the serious business of toys.

Please allow us to bring our sense of fun and color into the storefront imagery, where the message is clearly "Come in and experience us!"

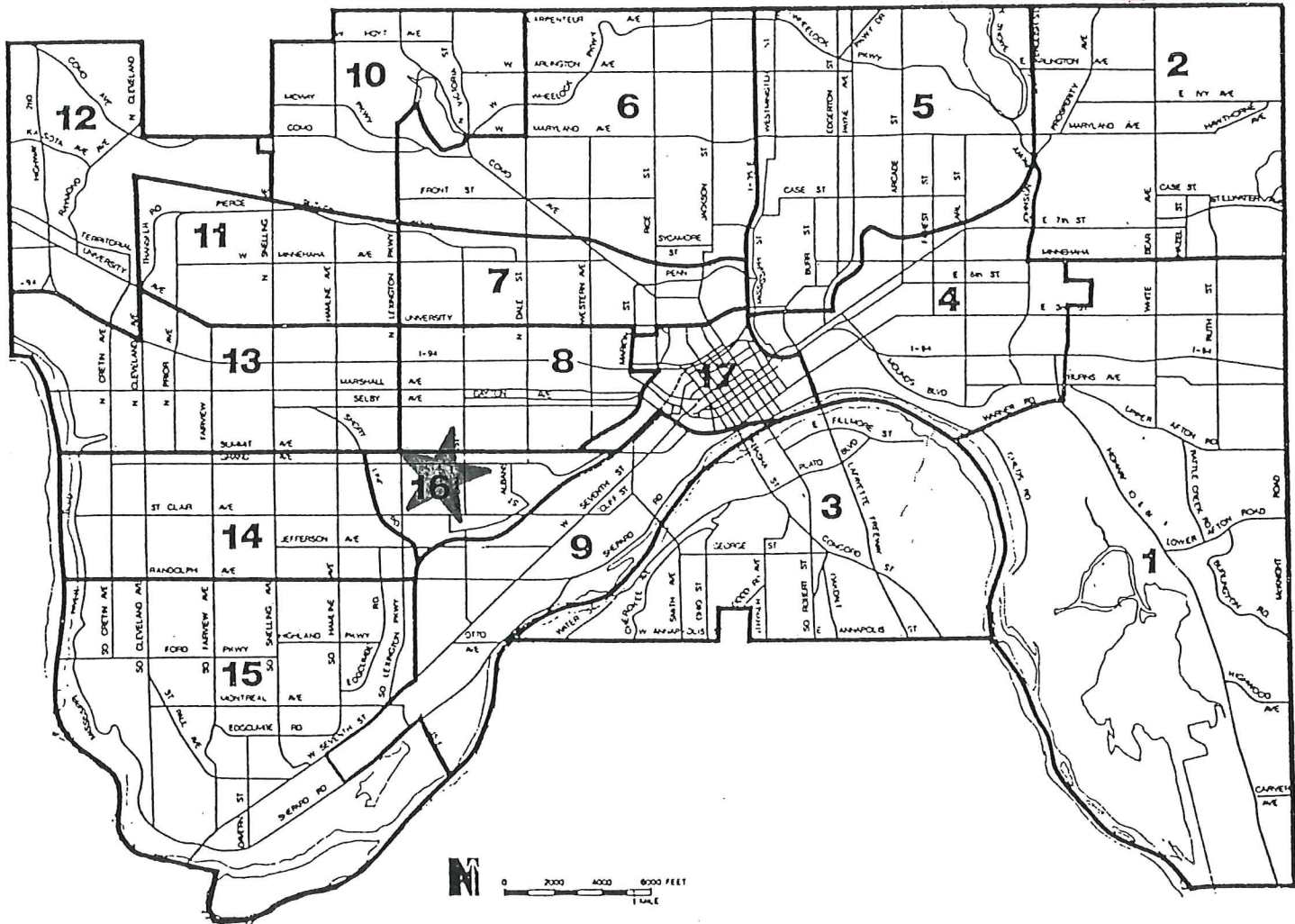
We believe this will generate great excitement and enthusiasm for the Grand Avenue community and increase traffic to the Avenue due to it's visual appeal. This effort will benefit ALL the local businesses.

Thank you.



ARCHITECTURAL ALLIANCE

12-017915



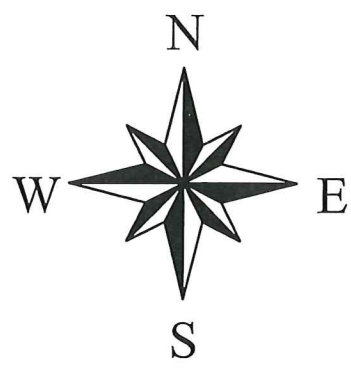
CITIZEN PARTICIPATION PLANNING DISTRICTS

1. SUNRAY-BATTLECREEK-HIGHWOOD
2. HAZEL PARK HADEN-PROSPERITY HILLCREST
3. WEST SIDE
4. DAYTON'S BLUFF
5. PAYNE-PHALEN
6. NORTH END
7. THOMAS-DALE
8. SUMMIT-UNIVERSITY
9. WEST SEVENTH
10. COMO
11. HAMLIN-MIDWAY
12. ST. ANTHONY PARK
13. MERRIAM PARK-LEXINGTON HAMLIN-SNELLING HAMLIN
14. MACALESTER GROVELAND
15. HIGHLAND
16. SUMMIT HILL
17. DOWNTOWN

ZONING FILE 12-063863

12-077595

# PROPERTY WITHIN 350 FEET OF PARCEL: 1074 GRAND AVENUE



CREATED BY: DSI