



PL201700204

September 20, 2017  
**VIA HAND DELIVERY**

OUR BIRTHDAY.  
YOUR PARTY.

Mr. Nick Johnson  
City Planner  
City of Bloomington  
1800 W. Old Shakopee Road  
Bloomington, MN 55431

Re: Request for Variance of Special Event Towers at Mall of America for 2017 & 2018

Dear Mr. Johnson:

This request is submitted on behalf of Delta Metro Lands LLC ("DELTA"), MOAC Mall Holdings LLC ("MOAC"), MOAC Land Holdings, LLC ("LAND"), and North Pad Development LLC ("NORTH PAD") for a special event towers variance in connection with the 2018 Super Bowl LII ("Events") at Mall of America ("Mall"). DELTA owns the East Lot, and MOAC owns Mall of America, LAND owns the Met Lot, and NORTH PAD owns the Phase IC Retail space and The Offices @ MOA collectively ("Owners"). On behalf of Owners, and in conjunction with AT&T, we request that Owners be granted a variance of City Code 19.63.05(s)(3) which limits special event towers to seven (7) days for the Mall of America property to permit special event towers. Please see attached map showing Phase I, Phase II, and Phase III of Mall of America (collectively "Mall of America Property").

Super Bowl LII will be hosted by Minnesota on February 4, 2018. Traditionally the most watched television event in the U.S., the Super Bowl attracts a viewing audience well above 110 million. The game is one day, but this unique event spans over two (2) weeks and will provide positive world-wide exposure for the City of Bloomington, Mall of America, and the State of Minnesota. Mall of America will function as a large event zone prior to and during 2018 National Football League ("NFL") Super Bowl LII. Several telecommunication companies and broadcast providers have contacted Owners expressing the need for increased cellular and broadcasting abilities beginning in November of 2017. Mall of America will be hosting numerous events and extensive broadcasting activities over several weeks to promote Super Bowl LII, Mall of America and the City of Bloomington. In order to adequately meet the demands of our guests and business partners Owners will need the ability to provide additional, temporary, cellular assets to be located on the Mall of America Property for a period longer than the seven (7) days provided for by the City Code limits. The telecommunication companies have a need to test their systems during large peak volume traffic times to ensure the smooth operation during the Events. At Mall of America, the holiday season, which begins on Black Friday in late

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requesting the time limit of City Code 19.63.05(s)(3) be extended from November 15, 2017 through and including February 10, 2017.

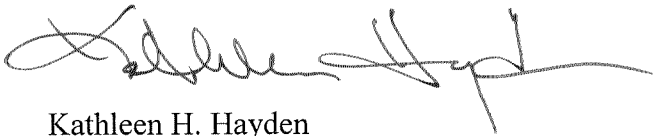
Many of the specific needs of numerous broadcast and telecommunication providers will not be known until a later date; however, the Events currently consist of the following:

- Pork Chop Area - AT&T will use 4½ parking stalls from November 15, 2017 through and including February 10, 2018 to park a telecommunication vehicle for the purpose of temporary communications transmitting and receiving equipment, including antennas, poles, masts, transmission line(s), and accessories (collectively, the "Equipment").
  - Other telecommunications providers may also lease space in the Pork Chop Area to enable and enhance their cellular and broadcasting services.
- The NFL, Minnesota Super Bowl Host Committee and national television networks have indicated that they will have a need to broadcast from Mall of America but at this time we do not have specific details of those needs.
- The Events may include temporary telecommunication trucks and other temporary towers throughout Mall of America Property from November 15, 2017 through and including February 10, 2017.

This letter and the attachments will serve as the narrative for the request. Owners will continue build on their positive record that has evolved in hosting special events at Mall of America over the past 25 years. As in prior years, events will be conducted with careful coordination of the staff of the City of Bloomington.

Thank you for your cooperation with our request.

Sincerely,



Kathleen H. Hayden  
Corporate Counsel

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Email: [Kathy.hayden@moa.net](mailto:Kathy.hayden@moa.net)

Enclosures

cc: Tom Rabiola