



02.18.2016

City of Minneapolis
Community Planning & Economic Development
250 S Fourth Street Rm. #300
ATTN: Kimberly Holien

**RE: 1121 West Lake Street & 3005 Emerson Avenue South –
Appeal City Planning Commission**

Project Description: The overall project sits on two properties, 1121 W Lake Street and 3005 Emerson Avenue South. There is an existing two story building with a footprint of approximately 1,302 SF on the north parcel and is to be removed and replaced with a new building footprint of 5,726 sf. The new building will be the home of a boutique hotel backed by the power of Marriott International, which has 4000 open hotels and a proven history of growing some of the most successful hotels. Developed by Graves Hospitality (GH), recognized consistently as an industry leader, GH has developed and managed more than 100 hotels and restaurants, and numerous residential and commercial properties. They are passionate about providing owners, guests and associates with an unparalleled level of service and expertise. Unlike most hotel development and management companies who outsource their food and beverage outlets, GH is an unparalleled resource for creating, building and managing signature, award winning restaurant and event spaces. Located at the epicenter of Minneapolis' dining and entertainment scene Graves Hospitality will reinforce the upscale neighborhood vibe as well as add a signature building to the core of Uptown.

The overall project is 124 hotel keys in a six and five story massing totaling 48,301 sq.ft. The first floor contains reception and lobby areas as well as a small food and beverage component. The food and beverage seats approximately 40 patrons and is geared for use by hotel guests and as a walk-up venue for the neighborhood. The upper floors are all hotel rooms with the top floor containing larger suites. There is a basement that houses a fitness area as well as service functions for the hotel.

Zoning: The site is currently zoned C2 and is looking for a rezone to C3A. C3A currently is the zoning across the W Lake Street commercial corridor. The C3A zoning is required for a hotel. The applicant has been looking for hotel sites within the area for years and has not been able to find a suitable site prior to the current proposal.

Site Design / Building Footprint / Parking: The massing of the building is U-shaped and will focus its activity on the northern portion of the site to reinforce the commercial corridor along W Lake Street.

There will be two commercial entrances along W Lake Street, one for the hotel and the other entrance for the neighborhood bar/restaurant. There are 5 parking stalls on the southern portion of the site that are accessed by a one way drive isle off of Emerson Avenue South, exiting north through the existing alley. These stalls are meant for drop off for the hotel as all other parking requirements for the site are satisfied through a valet service. Additionally, there is a drop off zone at the south entry defined by pervious pavers creating a sense of entry to the hotel. The parking has been turned to angle parking to allow for significant planting along the south property line to provide a natural transition to the homes to the south. There is an existing 12' tall fence along the southern edge of the property that currently provides a visual barrier to the existing parking lot to the north. This fence is being adapted to allow for plantings to climb up along the fence line to provide additional greenery to the parking lot. The building has been pulled slightly off Lake Street, and has an angle to increase the public-realm on Lake Street especially at the hotel entry. The building steps back at the northeast entry to the food and beverage area. Benches are being provided in the setback areas. Bicycle parking will also be provided along W Lake Street.

Building Design: The first floor will house reception and amenity space for the hotel as well as a bar/restaurant concept managed by Graves Hospitality. The majority of the first floor along W Lake Street will have a higher clear story space reflecting the activity of the street. This glass volume will step back at an angle to provide more seating and planting to the pedestrian realm as well as added interest to the architecture. The glass will be clear and allow visibility from the street into the hotel, and provide a stronger connection to the pedestrian realm. Aside from the glass, the exterior of the building will be clad in a brick, metal panel and a ventilated fiber cement façade system. The top level of the building has extensive glass areas, and is setback in areas to provide distinction for the building on the Lake Street side. This penthouse glass recalls the design of the glass at the first level. The building mass steps down to five stories as it recedes from Lake Street.

Height: The building is sixty nine feet six inches (69'-6") high from grade to top of structure at the Lake Street massing and fifty eight feet (58') as the building steps back. The penthouse on the top floor is stepped back in the midriff of the building to provide exterior space looking towards the Uptown core and downtown Minneapolis. The height was determined by two factors, the number of hotel keys to make a project on this tight site viable and the language of the Uptown Small Area Plan that allows 84' for sites along transit corridors. According to the Uptown Small Area Plan, the site falls within the "Urban Village" and "Commercial Corridor" zones of "The Core" of Uptown. This height exceeds the zoning overlay and needs a **conditional use permit**. The sixty nine feet six inches (69'-6") height meets the conditional use provisions; it does not block access to light and air of surrounding properties, it does not shadow residential properties as the site is on the north side of the block, it fits the scale and character evolving urban village, and no views of landmarks, open spaces, or bodies of water are affected. The height proposed is in line with what the small area plan indicates for the north side of the street and creates a transition to the south with a stepped building massing, extensive landscaping and trees.

Massing: The proposed building is flanked by new development in “The Core” of Uptown, with new development ranging from five stories - 60’ to ten stories – 111’. These projects often have a parking requirement that is tied to mixed-use multi-family housing creating massive building footprints. Moxy’s massing is based on efficient use of the site while adding a buffer from those larger northern developments to the southern neighborhood. Given the projects orientation, shadows are not a concern for the existing homes to the south. The proposed design concentrated the mass of the building as well as activity along Lake Street to reinforce the notion of the commercial corridor. Significant trees are being planted along the south, and along with the fence provide a transition to the homes to the south.

Process: The applicant also met with the, members of the neighborhood, the Committee of the Whole and the CARAG Neighborhood planning and zoning group. All meetings were open to, and well attended by the public.

Members of the Neighborhood

Monday November, 9th 2015 (Project Unveiling)

CARAG – Land Use and Transportation Committee

Tuesday November, 10th 2015 (Project Unveiling)

CARAG – Neighborhood Meeting

Tuesday November, 17th 2015 (Project Discussion)

COW – Committee of the Whole

Tuesday November, 19th 2015

CARAG – Land Use and Transportation Committee

Tuesday December, 8th 2015 (Project Redesign)

CARAG – Land Use and Transportation Committee

Tuesday January, 19th 2015 (Not Notified of the Motion in Opposition)

The applicant revised the initial proposal after the November 17th meeting to address the concerns of the neighborhood. Originally the project was proposed 9 Stories and 84’ with the mass confined to one rectangular form along Lake Street to mimic the existing development emerging along the north side of the street. The major concerns of the neighborhood, and how the redesign addressed these issues are as follows:

- Overall Height (The height was significantly dropped to 6 stories on the north side and 5 stories as the building transitions from Lake Street. This steps the building mass down to 58’ along the south property line.
- Views into the backyards of the neighbors. (The most adjacent hotel rooms to the neighborhood concentrate their views to the west and the east and not south.)

- Minimize traffic flow into the neighborhood and down the alley. (A one way drive isle for the parking and drop off zone will remain and the current left turn only into the alley will control traffic from affecting the neighborhood.) The larger loading vehicles would be on the front at Lake Street (if approved by variance)
- Runoff water produced by the site and the need for better landscaping. (A complete pervious drop off zone was created with angled parking to provide more of a natural buffer/transition to the adjacent properties.)

The applicant met with the Committee of the Whole, on Thursday November 19th 2015 gaining positive feedback on the initial design.

Past Project (9 stories)

Conditional Use on Height:

C2 Zoning allows for 4 stories and 56 feet in height and can be increased by a conditional use permit per zoning code 546.110. The height allowed in the C3A is also 4 stories and 56'. The applicant is requesting a Conditional Use Permit for the additional height. The CUP request is for an additional 28' along the transit corridor consistent with the development that is north of Lake Street.

Variances:

- East Rear Yard Setback @ Alley – (reinforcing the commercial corridor)
- Floor Area Ratio: 4.4 FAR (2.7 Permitted)

Current Project (6 and 5 stories)

Conditional Use on Height:

C2 Zoning allows for 4 stories and 56 feet in height and can be increased by a conditional use permit per zoning code 546.110. The height allowed in the C3A is also 4 stories and 56'. The applicant is requesting a Conditional Use Permit for the additional height. The CUP request is for an additional 14' along the transit corridor and an additional 2' along the southern portion of the site.

Variances:

- Approved East Rear Yard Setback @ Alley – (reinforcing the commercial corridor)
- Approved Floor Area Ratio: 3.78 FAR (2.7 Permitted)
- Denied Emerson Front Yard Set Back: 20' Setback (25' Required - Needed to have less of an impact to the neighborhood and reflective of the neighborhoods desires on views.) (See attached Diagram)
- Approved Medium Loading Requirements – In order to not have loading come into the neighborhood, also a neighborhood desire.

Neither project has any shadowing of the neighborhood.

Variations Appeal:

1. Front Yard Setback @ Emerson: The building aligns with the property line on three sides of public right of way. The current front yard setback on Emerson would require a continuous 15'-0" for the first 25'-0". Our building is set back 20'-0" off of the south property line, encroaching 5'-0" into the first 25'-0" requirement. The drop off zone is set back the full 25'-0". Our building will be approximately 25'-0" from the adjacent house to the south. The required setback is 15' from the south property line, and the proposal is to maintain 20'-0" from the property line to create a more substantial landscaped zone. The foot print area that is in excess of the setback is 75 s.f. (5' x 15'). The allowable buildable area to the south is 405 s.f (5'x 48' x 2- both legs of the building). In order to comply with the front yard setback we would build 5' closer to the south property which conflicts with neighborhood desires, responsible design and a reinforcement of the W Lake Street corridor.

(1) Practical difficulties exist in complying with the ordinance because of circumstances unique to the property. The unique circumstances were not created by persons presently having an interest in the property and are not based on economic considerations alone.

- The project is located within the Urban Village of the Uptown Small Area Plan, and a Pedestrian Overlay District. The Small Area Plan indicates preferred use at this location to be mixed-use with commercial at the first floor. Commercial uses are typically pulled up to the sidewalk in the Urban Village to reinforce the W Lake Street corridor. The neighborhood desires to not have primary windows (Keys facing) in the south façade, also having a desire to have an increased setback of the project on the south property line, which we have increased considerably, warrant a determination that these unique circumstances were not created by the applicant but as a result of the neighborhoods desires.

(2) The property owner or authorized applicant proposes to use the property in a reasonable manner that will be in keeping with the spirit and intent of the ordinance and the comprehensive plan.

- The proposed plan uses the property in a reasonable manner that will be in keeping with the spirit of the Small Area Plan. The plan indicates active uses and building placement at the back of sidewalks. Typical commercial frontage is at the back of sidewalk and thus the proposed plan is more in keeping with the intent of a pedestrian activity center per the small area plan. The length of the east and west facades of the building are in keeping with the adjacent buildings along W Lake Street while also giving an overall greater setback to the neighbors to the south.

(3) The proposed variance will not alter the essential character of the locality or be injurious to the use or enjoyment of other property in the vicinity. If granted, the proposed variance will not

be detrimental to the health, safety, or welfare of the general public or of those utilizing the property or nearby properties.

- The variance will not alter the essential character of the area and is not detrimental to health and safety. The essential character of the urban village is a walkable, active pedestrian neighborhood with buildings directly to the edge of sidewalks. The proposed project continues the existing pattern of the urban village with building placement in close proximity to the sidewalk. The building is picked up 12' on the back half of the site to provide a drop off zone for guests and to provide more area for landscaping, water infiltration through pervious pavers and ground level enhancements as requested from the neighborhood group.
- The redesign of the project allows for windows to be primarily focused east and west and not into the neighborhood. It also allows for a greater uniform set back along the south edge of the site. Along with the reorientation of windows, the neighborhood requested a greater landscape buffer to aid in the water infiltration, beautification and transition into the neighborhood.
- The commercial building to the west is 78'-6" deep and we are proposing a project that would be 72' -6" deep to reinforce the essential character of the built form on the W Lake Street Corridor.

This appeal is being made because we as a team feel this variance will not alter but enhance the essential character of Lake Street and its transition on Emerson Avenue, which is reflective of our engagement with the CARAG Neighborhood group and their wishes on the redesign of this project.

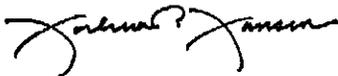
Please let us know if any of the items need additional information or clarifications.

Sincerely,

COLLAGE ARCHITECTS



Pete Keely, A.I.A.
President



Joshua Jansen, Assoc. A.I.A.
Vice President



moxy
HOTELS

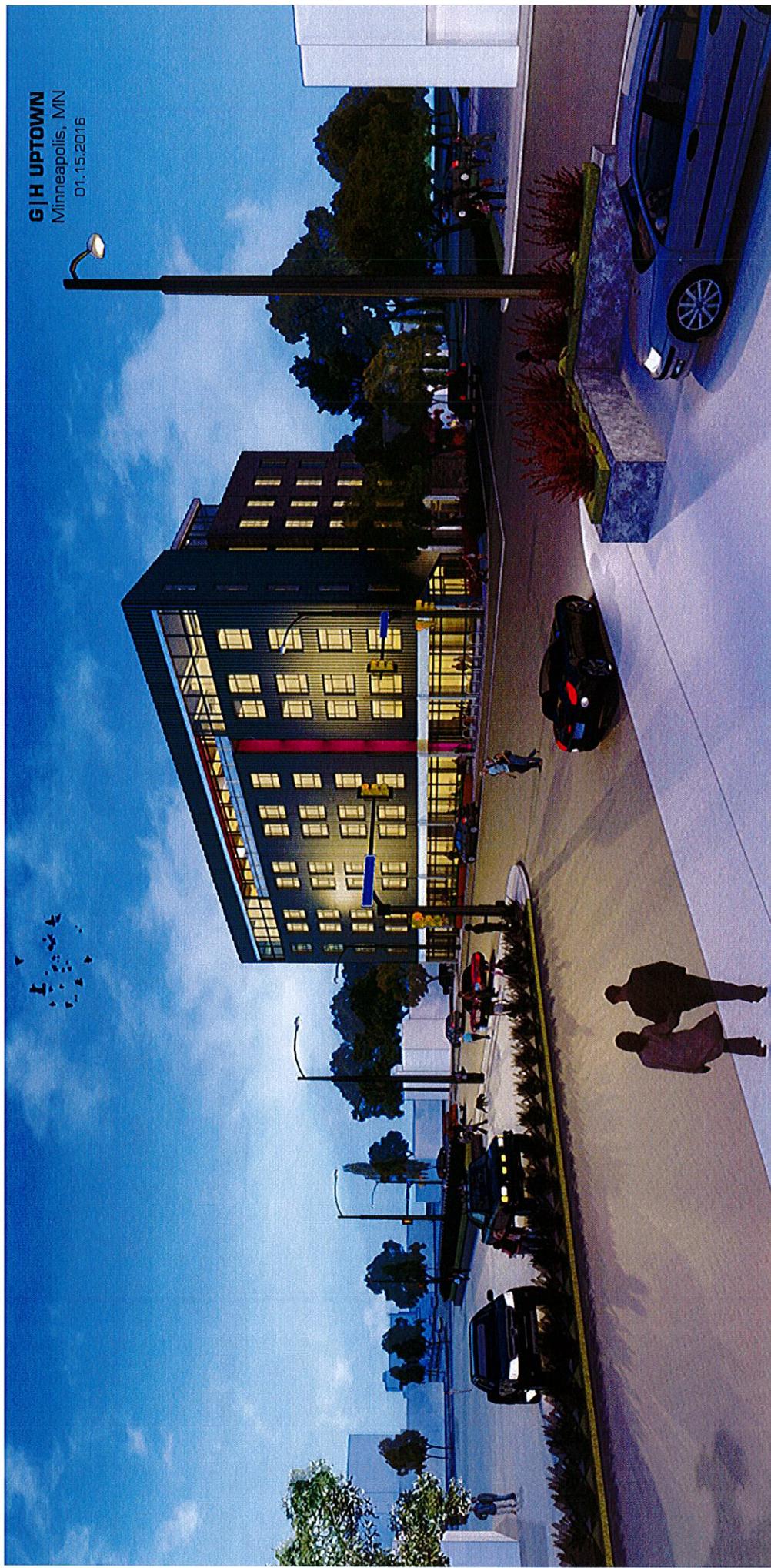
MOXY UPTOWN
Minneapolis, MN
11.17.2015

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 G|H GRAVES HOSPITALITY
DEVELOPMENT EXPERTISE. MANAGEMENT SAVVY.

Proposed 6 & 5 Story Option

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01.15.2016



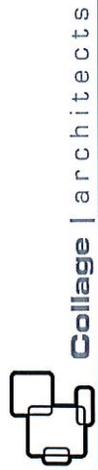
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LAGOON AVENUE PERSPECTIVE (WEST)



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LAKE STREET PERSPECTIVE (EAST)

