

# REPORT / RECOMMENDATION



**To:** MAYOR AND COUNCIL

**Agenda Item #:** VIII.E.

**From:** Cary Teague, Community Development Director

**Action**

**Discussion**

**Information**

**Date:** October 16, 2012

**Subject:** Sketch Plan Review Restaurant Proposal At 7700 France Avenue

## **Action Requested:**

Provide non-binding comments regarding the proposed Sketch Plan.

## **Information / Background:**

The City Council is asked to consider a sketch plan proposal to develop the northeast corner of the 7700 France with a single-story 7,500 square foot “fine-dining” restaurant building. The site is 17 acres in size and contains a six-story 319,000 square foot office building and a 7,623 square foot single-story office building (bank) in the southeast corner of the site.

Planning Commission Consideration: On September 12, 2012, the Planning Commission considered the sketch plan proposal. (See attached minutes.) The consensus of the Commission was to support a rezoning to PUD to facilitate construction of a freestanding restaurant.

## **ATTACHMENTS:**

- Minutes from the September 12, 2012 Edina Planning Commission meeting
- Planning Commission Memo, September 12, 2012

spaces to 6,442 spaces based on staff findings and subject to staff conditions. Fischer also recommended that approval is to include direct pedestrian access to the Southdale Mall via a 45 degree angle and to also include pedestrian access to the transit facility. (Fischer also asked that special thought be given to find a way to preserve the trees along that access route). Commissioner Potts seconded the motion. Ayes; Scherer, Forrest, Schroeder, Potts, Platteter, Carpenter, Staunton, Fischer and Grabiell. Motion carried 9-0.

Commissioner Staunton moved to recommend Conditional Use Permit approval based on staff findings and subject to staff conditions to include direct pedestrian access to the Southdale Mall via a 45 degree angle and to also include pedestrian access to the transit facility. Commissioner Scherer seconded the motion. All voted aye; Scherer, Forrest, Schroeder, Potts, Platteter, Carpenter, Staunton, Fischer and Grabiell. Motion carried 9-0.

Commissioner Carpenter moved to recommend re-plat approval. Commissioner Potts seconded the motion. All voted aye; Scherer, Forrest, Schroeder, Potts, Platteter, Carpenter, Staunton, Fischer and Grabiell. Motion carried 9-0.

## VII. REPORTS

### A. Sketch Plan, Frauenshuh, 7700 France Avenue, Edina, MN

#### Planner Presentation

Planner Teague reported that the Planning Commission is being asked to consider a sketch plan proposal to develop the northeast corner of the 7700 France with a single-story, 7,500 square foot "fine-dining" restaurant building. The site is 17 acres in size and contains a six-story 319,000 square foot office building and a 7,623 square foot single story office building in the southeast corner of the site.

The restaurant would be designed for seating up to 250 people, and would provide 93 dedicated parking spaces in addition to the shared parking with the office buildings.

Teague said the proposed building would be made of high quality stone, glass and metal. An area for outdoor dining would also be provided, however, is not guaranteed to be utilized.

Teague asked the Commission to note that the primary issues with this request is that a free-standing restaurant is not a permitted use in the POD-2 zoning district; however, a restaurant is a permitted accessory use within an office building.

Teague said if the Commission and Council are receptive to allowing a restaurant in this location the applicant would needs to decide on two options; 1) a PUD rezoning and 2) Ordinance amendment to allow restaurants as a permitted use in the POD-2 zoning district.

Concluding Teague also stated if this proposal “moves forward” a traffic study would need to be completed to determine impacts on adjacent roadways.

### **Appearing for the Applicant**

David Anderson, Frauenshuh.

### **Comments/Questions**

Commissioner Fischer said this seems reasonable considering the size of the tract and asked Planner Teague if he knows the reason a freestanding restaurant isn't allowed in a POD-2 zoning district. Teague responded he really doesn't know the history behind this decision. Commissioners said maybe the decision to exclude freestanding restaurants in this zoning district was to prevent fast-food restaurants from popping up.

### **Applicant Presentation**

Mr. Anderson briefed the Commission on the history of the property. He said the site is 17 acres that consists of a principal multi-story office building totaling 319,000 square-feet. Anderson explained that the site includes underground parking spaces for building tenants and ample surface parking with over 1,400 parking spaces for building tenants and guests.

Continuing, Anderson said the property has a solid appeal in the market place and is in a sound financial position. Anderson said this request is a direct response to market interest. He noted the property is very large and the proposed building isn't very large. Anderson introduced Eric Reiner of Sperides Reiner Architect.

Mr. Reiner informed the Commission that at this time they are not working with a particular restaurant company. They are only working off directives to develop a restaurant that engages France Avenue and complements the office building(s).

Chair Grabiell noted if you look up and down France Avenue there are a number of restaurants. Grabiell asked if there was a decision on the type of restaurant. Mr. Reiner responded that their goal is an upscale high service restaurant.

Commissioner Carpenter asked if the applicant viewed the site in broader terms. Mr. Anderson responded that if one views the site the proposed location of the restaurant is on a natural pad. Anderson explained that at this time the office market is slow; however, if a PUD is granted the option of amending the PUD would remain. Concluding, Anderson said at this time they believe a high-end restaurant addressing France Avenue is a great fit for the area and of benefit to the site itself.

Commissioner Forrest said she agrees with a rezoning to PUD, adding it's a great idea trying to incorporate the restaurant to work with the public realm.

Commissioner Platteter agreed that a PUD rezoning in this situation was best. Platteter said in his opinion changing the Ordinance to allow this isn't the way to proceed. Changing the Ordinance could open the door to less desirable proposals.

Commissioner Fischer said he likes this concept and in his opinion PUD is the correct way to proceed. Fischer added this fits the "theme" of doing innovative things with large parking lots.

Commissioner Schroeder stated he agrees this is a good concept; however, the pedestrian physical connection is missing because the area lacks sidewalks.

Chair Grabel stated the consensus of the Commission appears to support a rezoning to PUD to facilitate construction of a freestanding restaurant. Grabel encouraged the applicant to proceed to the City Council with their sketch plan.

#### **VII. CORRESPONDENCE AND PETITIONS**

Chair Grabel acknowledged back of packet materials.

#### **VIII. CHAIR AND COMMISSION COMMENTS**

Chair Grabel said the joint work session between the City Council and Commission was constructive.

#### **IX. STAFF COMMENTS**

Planner Teague reported that Starbucks will be back before the Commission on October 10<sup>th</sup> with a revised plan. Teague told the Commission Starbucks is rotating their building similar to the suggestion made by Commissioner Staunton.

Jordan Gilgenbach asked the Commission to note a new interactive City website [SpeakUpEdina.org](http://SpeakUpEdina.org).

#### **X. ADJOURNMENT**

**Commissioner Potts moved adjournment at 10:10 PM. Commissioner Platteter seconded the motion. All voted aye; motion to adjourn carried.**

*Jackie Hoogenakker*

Respectfully submitted

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**Date:** September 12, 2012

**To:** Planning Commission

**From:** Cary Teague, Community Development Director

**Re:** Sketch Plan Review – Restaurant (7700 France Avenue)

The Planning Commission is asked to consider a sketch plan proposal to develop the northeast corner of the 7700 France with a single-story 7,500 square foot “fine-dining” restaurant building. (See property location on pages A1–A4a; and the sketch plan proposal on pages A5–A10.) The site is 17 acres in size and contains a six-story 319,000 square foot office building and a 7,623 square foot single-story office building (bank) in the southeast corner of the site.

The restaurant would be designed for seating up to 250 people, and would provide 93 dedicated parking spaces in addition to the shared parking with the office building. A shared parking operation would work well here given the differing peak time of operations for the restaurant and office.

The proposed building would be made of high quality stone, glass and metal. An area for outdoor dining would be provided, however, is not guaranteed to be utilized.

The primary issue with this request is that a free-standing restaurant is not a permitted use in the POD-2 zoning district. A restaurant is a permitted accessory use within an office building.

If the Planning Commission and Council believe the proposed use is reasonable for the site, there are two options on how a formal application may be pursued:

1. Rezone the site to a zoning district that allows a restaurant. PUD rezoning could be a possibility.
2. Amend the Zoning Ordinance to allow restaurants as a permitted use in the POD-2 Zoning District. Attached are maps that show where the POD-2 Zoning Districts are located within the City of Edina. (See pages A11–A13.)



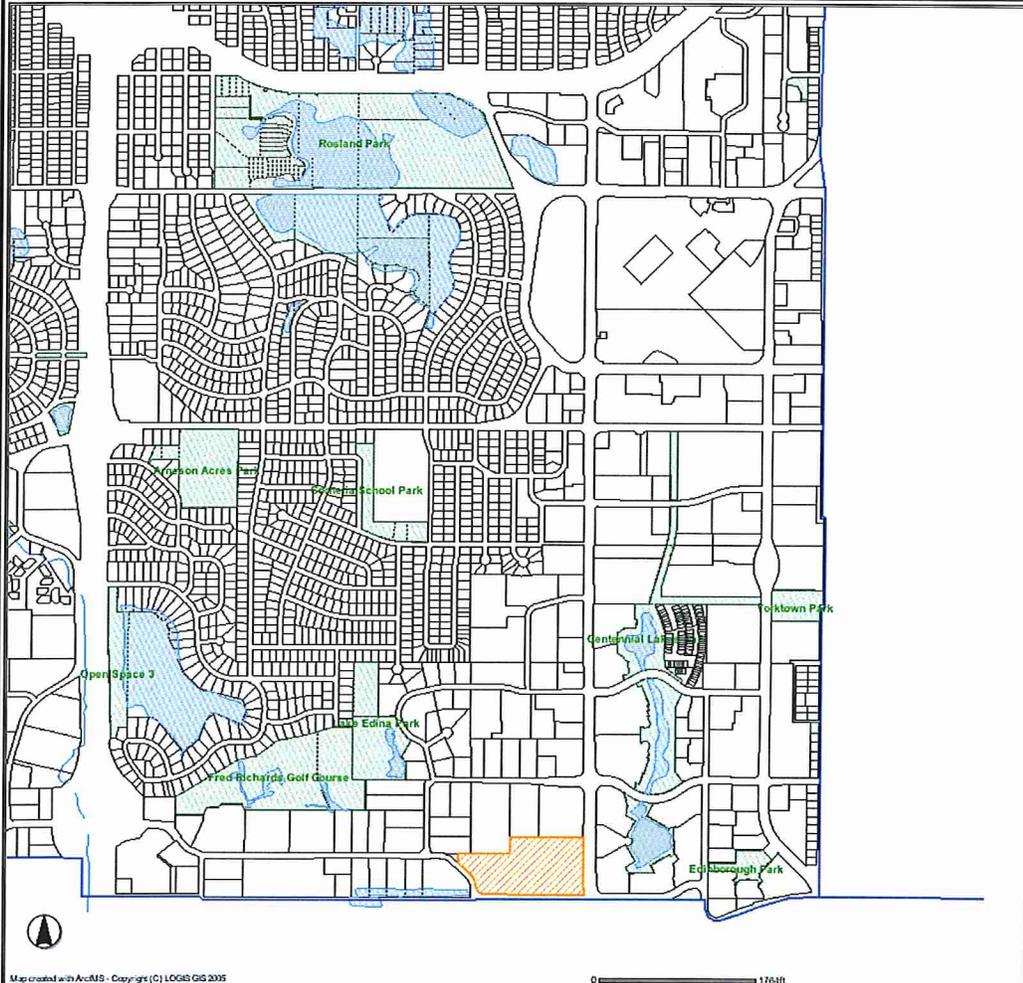
**Compliance Table**

	City Standard (POD-2)	Proposed
<b><u>Building Setbacks 10-story building</u></b>		
Front – France	35 feet	35 feet
Side - North	20 feet	30 feet
Side – South	20 feet	200+ feet
Rear – West	20 feet	200+ feet
Building Height	4 Stories or 48 feet whichever is less	One story 20 feet tall
Building Coverage	30%	15%
Maximum Floor Area Ratio (FAR)	.50 of the tract Tract size = 17 acres or 740,520 s.f.	.44 of the tract Gross s.f. = 326,623 s.f.
Parking Stalls (Site)	1358 spaces office + restaurant	1400+ spaces
Parking Stall Size	8.5' x 18'	8.5 x 18'
Drive Aisle Width	24 feet	24 feet

**Traffic/Parking**

A traffic study would need to be completed to determine impacts on adjacent roadways.

# City of Edina



- Legend**
- Highlighted Feature
  - City Limits
  - Creeks
  - Lakes
  - Parks
  - Parcels

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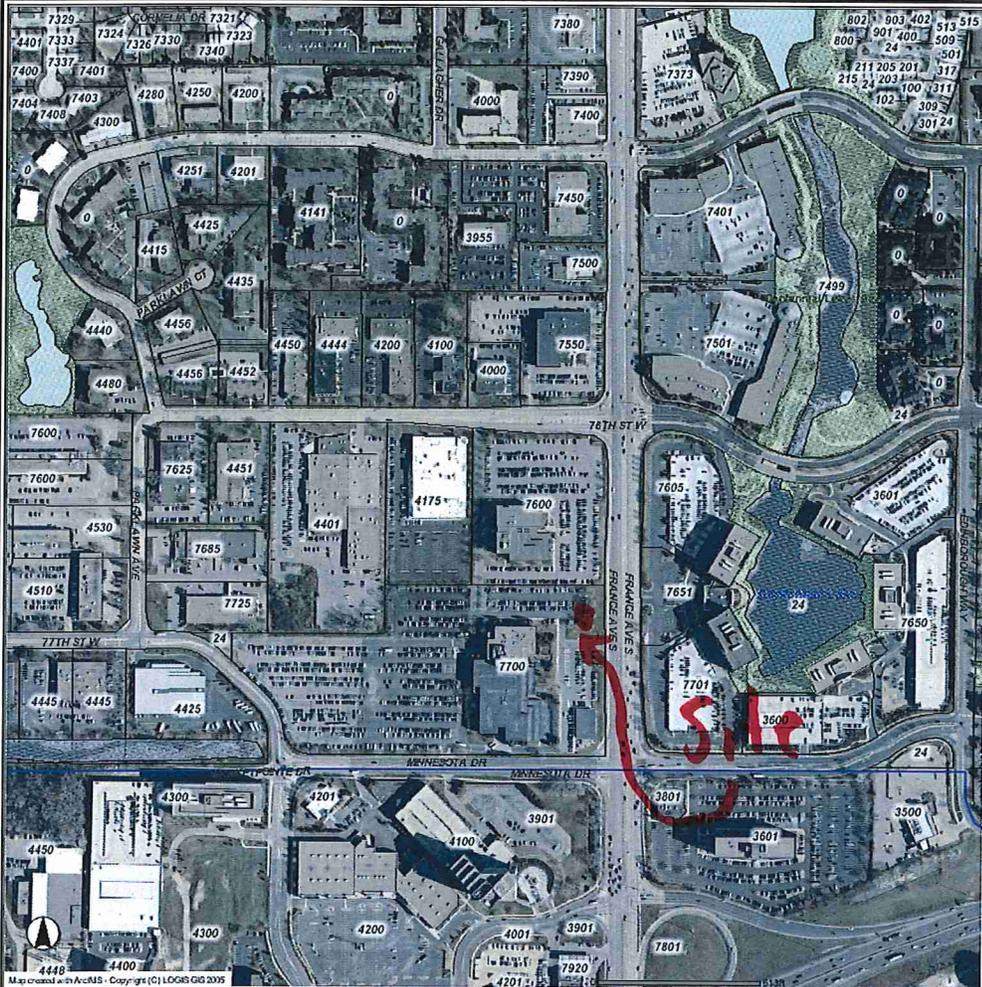
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**7700 France Ave S  
Edina, MN 55435**



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# City of Edina



- Legend**
- Surrounding House Number Labels
  - House Number Labels
  - Street Name Labels
  - City Limits
  - Creeks
  - Lake Names
  - Lakes
  - Parks
  - Parcels
  - 2009 Aerial Photo



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**7700 France Ave S  
Edina, MN 55435**



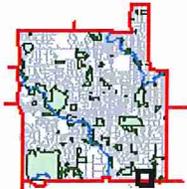
A2

# City of Edina



- Legend**
- Surrounding House Number Labels
  - House Number Labels
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  - City Limits
  - Creeks
  - Lake Names
  - Lakes
  - Parks
  - Parcels
  - 2009 Aerial Photo

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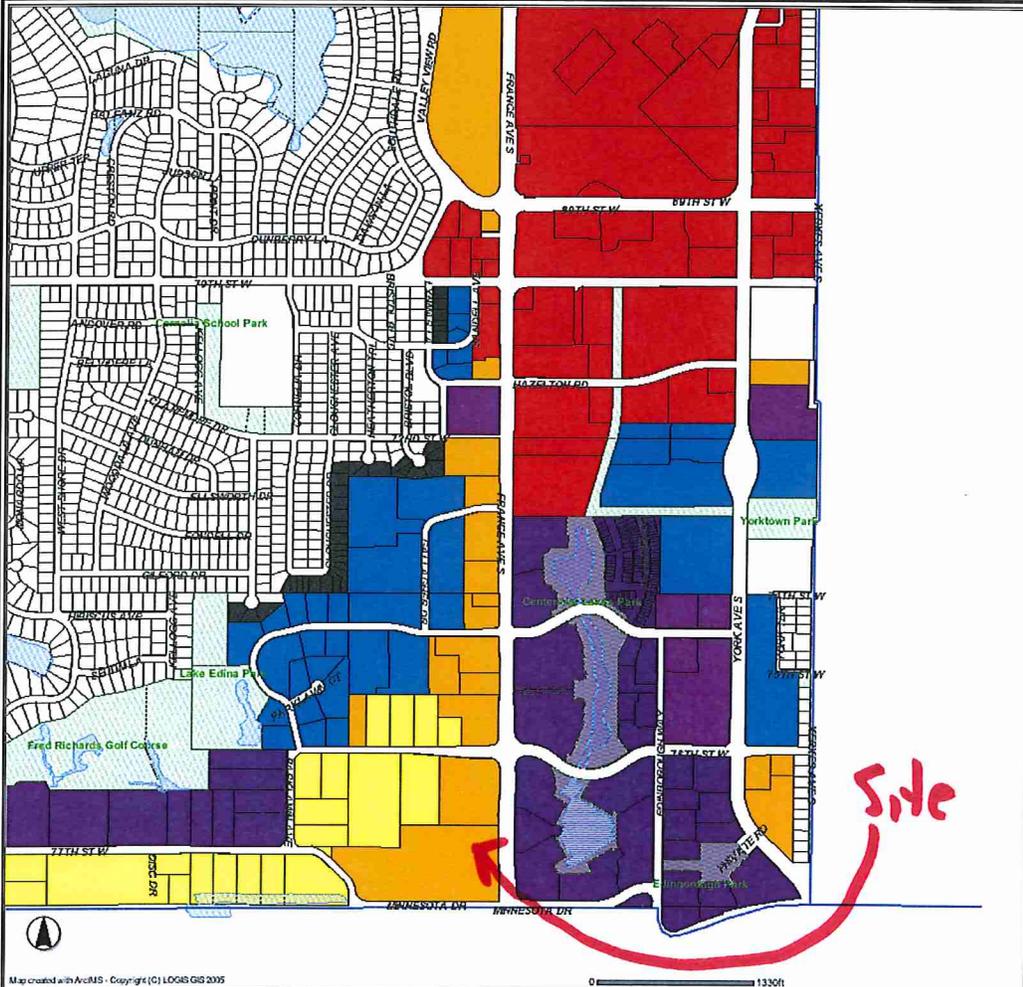
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**7700 France Ave S  
Edina, MN 55435**



A3

# City of Edina



- Legend**
- Street Name Labels
  - City Limits
  - Creeks
  - Lakes
  - Parks
  - Zoning
- APD (Automobile Parking District)
  - MDD-4 (Mixed Development District)
  - MDD-5 (Mixed Development District)
  - MDD-6 (Mixed Development District)
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  - R-1 (Single Dwelling Unit)
  - R-2 (Double Dwelling Unit)
  - RMD (Regional Medical District)
  - Parcels

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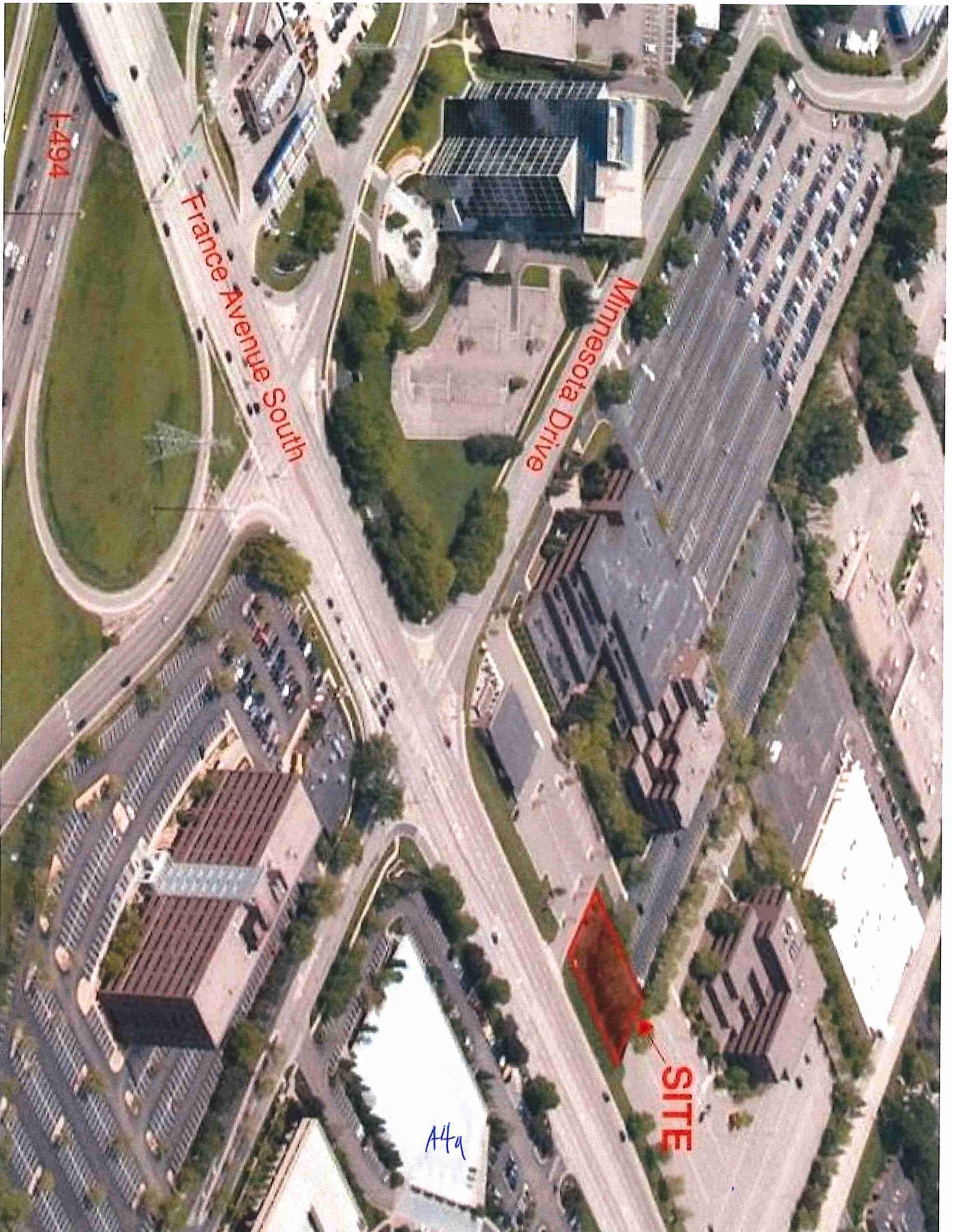


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7700 France Ave S  
Edina, MN 55435



A4



I-494

France Avenue South

Minnesota Drive

SITE

ATA



August 17, 2012

Mr. Cary Teague  
Planning Director  
City of Edina  
4801 W. 50th Street  
Edina, MN 55424



**Re: Restaurant Development  
7700 France Avenue, Edina, MN**

Dear Mr. Teague:

7700 France Avenue LLC ("Owner") has initiated a site planning evaluation for the development of an approximately 7,500 square foot one story restaurant building on the property located at 7700 France Avenue.

### **Property Background**

The property is comprised of approximately 17 acres consisting of a principal multi-story office building totaling 319,000 square feet. The building provides a limited number of underground parking spaces for building tenants and ample surface parking with over 1,400 parking spaces for building tenants and guests. In 2005, the Owner constructed a one-story office building consisting of approximately 7,623 square feet on the southeast corner of the property occupied by Fidelity Investments. Common access drives and surface parking on the east portion of the site serve the principal office building and the Fidelity office building.

The property has solid appeal in the marketplace and is in a sound financial position. In 2011, the Owner invested substantial proceeds into exterior entry area upgrades including landscaping, sidewalks and other entry features and amenities. Over the years, the Owner has continued to make substantial investments into common area improvements and ongoing enhancements to the property to appeal to a diverse tenant base in a competitive southwestern suburban office market.

### **Site Plan Concept**

In assessing market conditions, position of the property and response to strong market interest, the Owner has prepared a layout for a one-story free-standing restaurant of approximately 7,500 square feet on the northeast corner of the site (see attached site plan). The Owner desires to incorporate a restaurant use both in response to market interest and as a local amenity for office tenants as well as residents and visitors of the area.

15

The restaurant would be designed for seating for up to approximately 250 and would provide approximately 93 dedicated parking spaces in addition to shared parking. The restaurant concept may or may not operate outdoor seating, but the plan would incorporate provisions for such use. Given the ample parking for the overall site, the parking requirements for a restaurant can be easily accommodated during all times of the day and evenings. In addition to dedicated parking, it is anticipated that the restaurant would likely include valet service that would disperse parking to less-used parking areas during operation. Additionally, the peak hours of use for the restaurant (evenings/weekends) would be highly compatible with the daytime/weekday office use of the site.

The property is uniquely positioned with excellent France Avenue visibility and frontage, convenient access and ample parking to accommodate the operational requirements for the restaurant. It has not yet been determined whether a separation of the restaurant parcel is necessary but may be a consideration in the development process for functional or zoning purposes. In such case, provisions for cross access, parking and other site plan standards would be evaluated in order to complete a parcel separation and/or rezoning of the property.

### **Signage**

The incorporation of both building signage and site signage (monument) integral to the design, scale and overall aesthetic will be an important element of the project. A specific signage plan will be created based on the unique requirements of the user/operator.

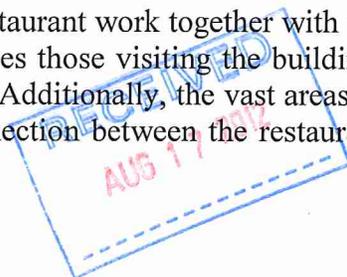
### **Restaurant Category/Architectural Concept**

The restaurant would serve the fine dining market category. The restaurant would be full service with dedicated meal courses designed and operated by an experienced restaurateur/proprietor, credentialed chef and food service staff with a distinctive menu, atmosphere and character.

The architectural vision of the project would include "signature" architecture incorporated into a building comprised of high quality materials (stone, glass, metal), distinctive and attractive architectural features and a pedestrian and dining experience that is pleasing for customers.

The palette of class A exterior finish materials, including natural stone, brick veneer and architectural metal panels, together with aluminum windows and curtain wall on a liberal scale combine to create an exclusive and refined aesthetic. Materials, colors and composition, especially in the brick, will be carefully selected to complement the existing office building while elegantly projecting the restaurant's brand image.

Rich, natural colors and varying roof heights on all sides of the restaurant work together with the unique materials to create a truly four-sided structure that addresses those visiting the building, as well as the other structures on the site in which it's developed. Additionally, the vast areas of windows enclosing the dining areas will create a distinctive connection between the restaurant



Cary Teague  
City of Edina  
August 17, 2012  
Page 3

interiors and the surrounding outdoor spaces, as well as France Avenue and its adjacent pedestrian walks.

When completed, this building will complement the streetscape, elevate the street-front image along France Avenue, and create another destination for fine dining in Edina.

**Timing**

The Owner has not selected a concept and operator but anticipates moving forward with specific zoning, site plan and project development approvals in the near term horizon. Therefore, feedback from the City on the sketch plan and project concept will be helpful in guiding the next step in the development of this project.

We look forward to discussing the plan and concept in further detail with the City's staff, Planning Commission and City Council in the near future. If you have questions in the meantime, please contact me at (952)829-3480.

Sincerely,



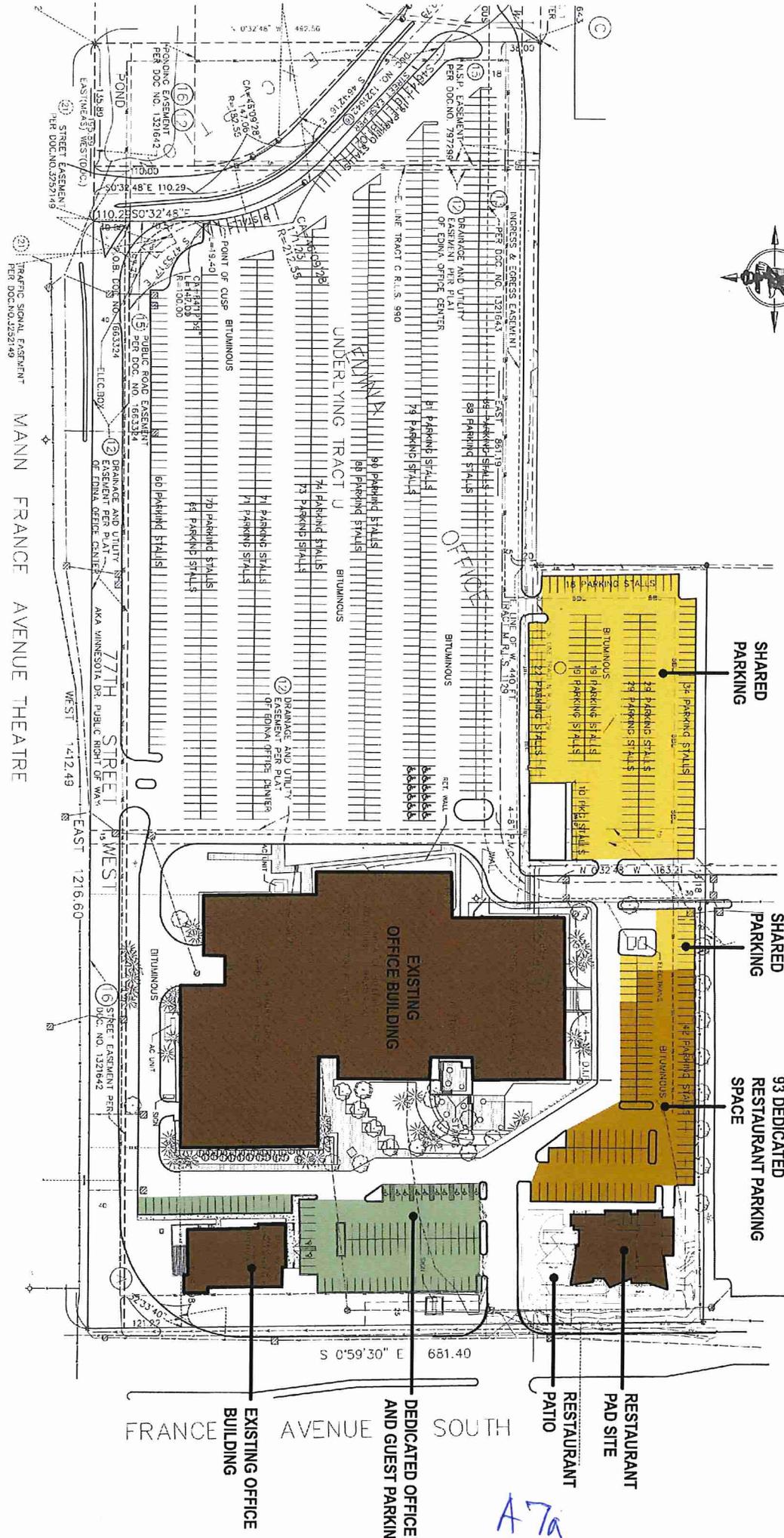
David M. Anderson  
Senior Vice President

Enclosures:     Site Location/Aerial  
                    Conceptual Site Plan  
                    Conceptual Floor Plan  
                    Conceptual Building Elevation

cc: Gary Lindstrom, 7700 France Avenue LLC  
Eric Reiners, SRa



A7



SHARED  
PARKING

SHARED  
PARKING

93 DEDICATED  
RESTAURANT PARKING  
SPACE

RESTAURANT  
PAD SITE  
RESTAURANT  
PATIO

EXISTING OFFICE  
BUILDING  
DEDICATED OFFICE  
AND GUEST PARKING  
AVENUE SOUTH

A7a

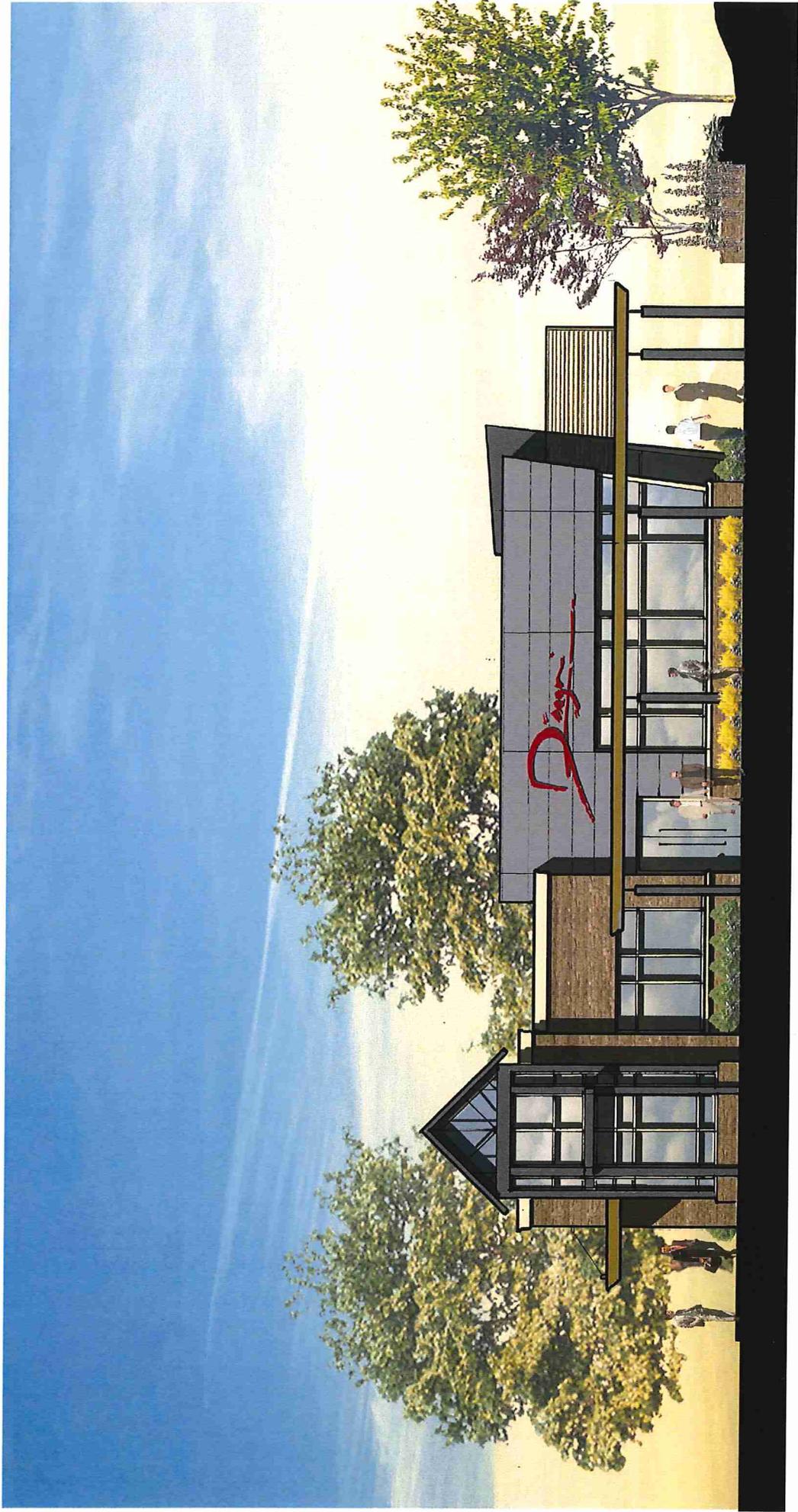
# SITE MASTER PLAN

NOT TO SCALE



A8

**EAST ELEVATION**  
NOT TO SCALE



A9

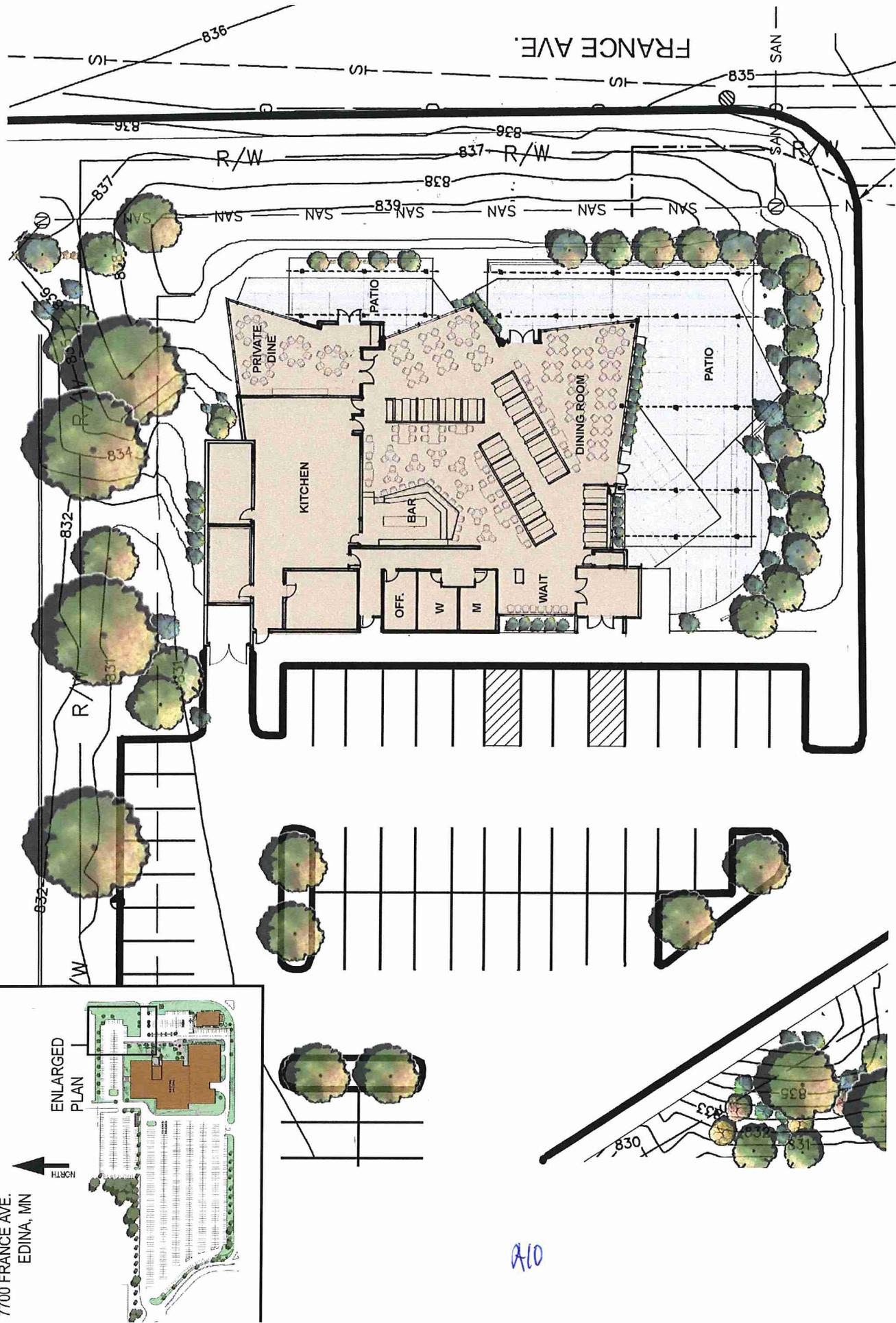
**SOUTH ELEVATION**

NOT TO SCALE

7700 FRANCE AVE.  
EDINA, MN



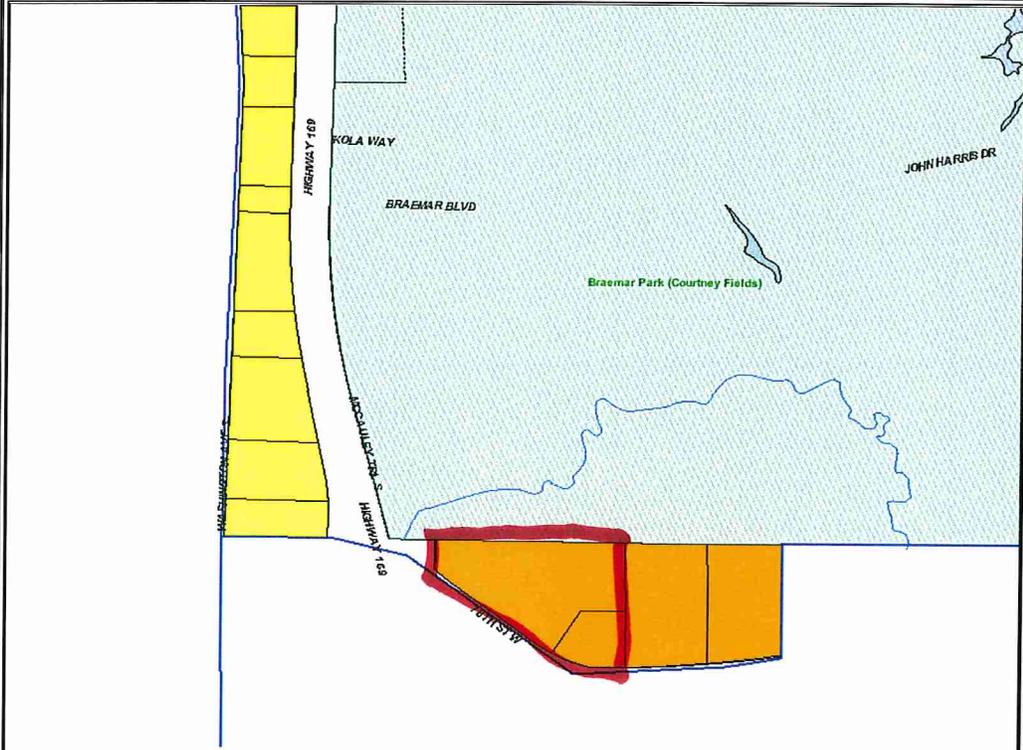
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PLAN



PARTIAL SITE PLAN

NOT TO SCALE

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**POD-2 DISTRICT**



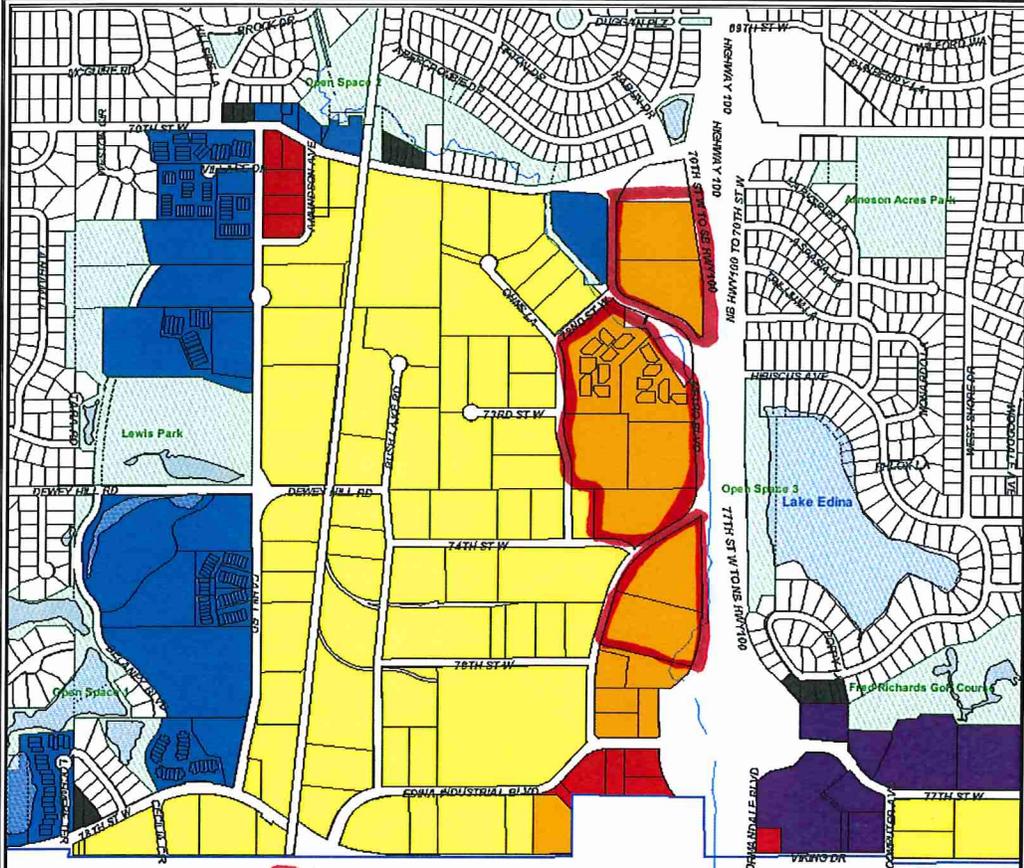
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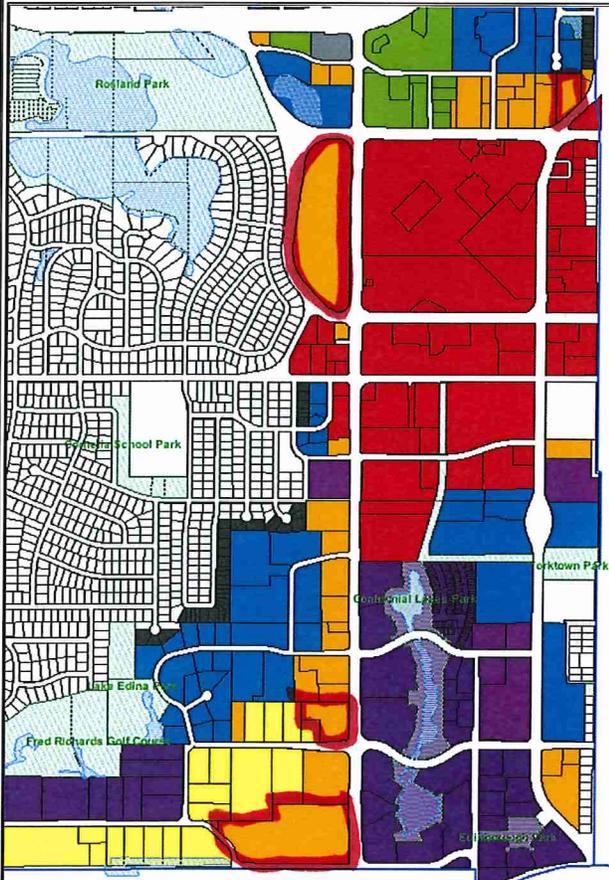


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= POD-2 DISTRICT



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