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Date: July 24, 2013

To: Planning Commission

From: Cary Teague, Community Development Director

Re: Sketch Plan Review – 5801 Edina Industrial Boulevard

The Planning Commission is asked to consider a sketch plan proposal to re-develop 5801 Edina Industrial Boulevard from office uses to retail uses including a drive-through. (See location on pages A1–A4.) Currently the building on the site contains a real estate office, a hair loss treatment center, a telecommunication switching site and a small vacancy formerly occupied by a builder office/showroom. The applicant, Frauenshuh Commercial Real Estate Group, would like to repurpose and remodel the existing building with neighborhood retail services. (See applicant narrative and plans on pages A5a–A10.)

To accommodate the request, the following would be required:

1. A Rezoning from POD, Planned Office District-1, to PCD-2, Planned Commercial District-2.
2. A Comprehensive Guide Plan Amendment from Office to Neighborhood Commercial.

The property is located just west of Highway 100 and is located across the street from retail uses that are zoned PCD-2, Planned Commercial District. Uses include a gas station, Burger King, and a small retail strip center. North and east of the site are office/light industrial uses. (See the Zoning for the area on page A2, and the Comprehensive Plan designations for the area on pages A11–A13.) The proposed use of the property would be consistent with the existing land uses to the south.

This property is located within an area of the City that is designated as a “Potential Area of Change” within the 2008 Comprehensive Plan. (See page A13.) The Comprehensive Plan states that within the Potential Areas of Change, “A development proposal that involves a Comprehensive Plan Amendment or a rezoning will require a Small Area Plan study prior to planning application. However, the authority to initiate a Small Area Plan rests with the City Council.” Therefore, the decision to require a Small Area Plan can be made by the City Council at the Sketch Plan review.



The following is a compliance table demonstrating how the proposed building complies with the POD-1 Zoning Ordinance Standards.

Compliance Table

	City Standard (POD-1)	Proposed (Existing)
<u>Building Setbacks (Existing Building)</u>		
Front – Edina Ind. Blvd	35 feet	56 feet
Front – Metro Boulevard	35 feet	35 feet
Rear – East	20 feet	58 feet
Side – North	20 feet	62 feet
Building Height	4 stories	1 story
Building Coverage	30%	22%
Maximum Floor Area Ratio (FAR)	.5%	.22%
Parking Stalls (Site)		
(Office Use)	58	57
(Retail Use)	71	57*
Drive Aisle Width	24 feet	24 feet

* **Variance Required (Site would become short parked)**

Comprehensive Plan Inconsistency

The site is guided for Office Uses in the Comprehensive Plan. The above mentioned Commercial sites located south of the subject property, are guided for Industrial use, therefore, they are not consistent with the Comprehensive Plan. (Page A11.) If the applicant pursues a Comprehensive Plan amendment, staff would also recommend that these Commercial sites also be included for consideration of a Comprehensive Plan Amendment to Neighborhood Commercial to bring the existing uses into compliance.

Additional Identified Issues

Staff would highlight the following issues for discussion:

- Drive-through in front of the building. Consider moving it to the back of the building.

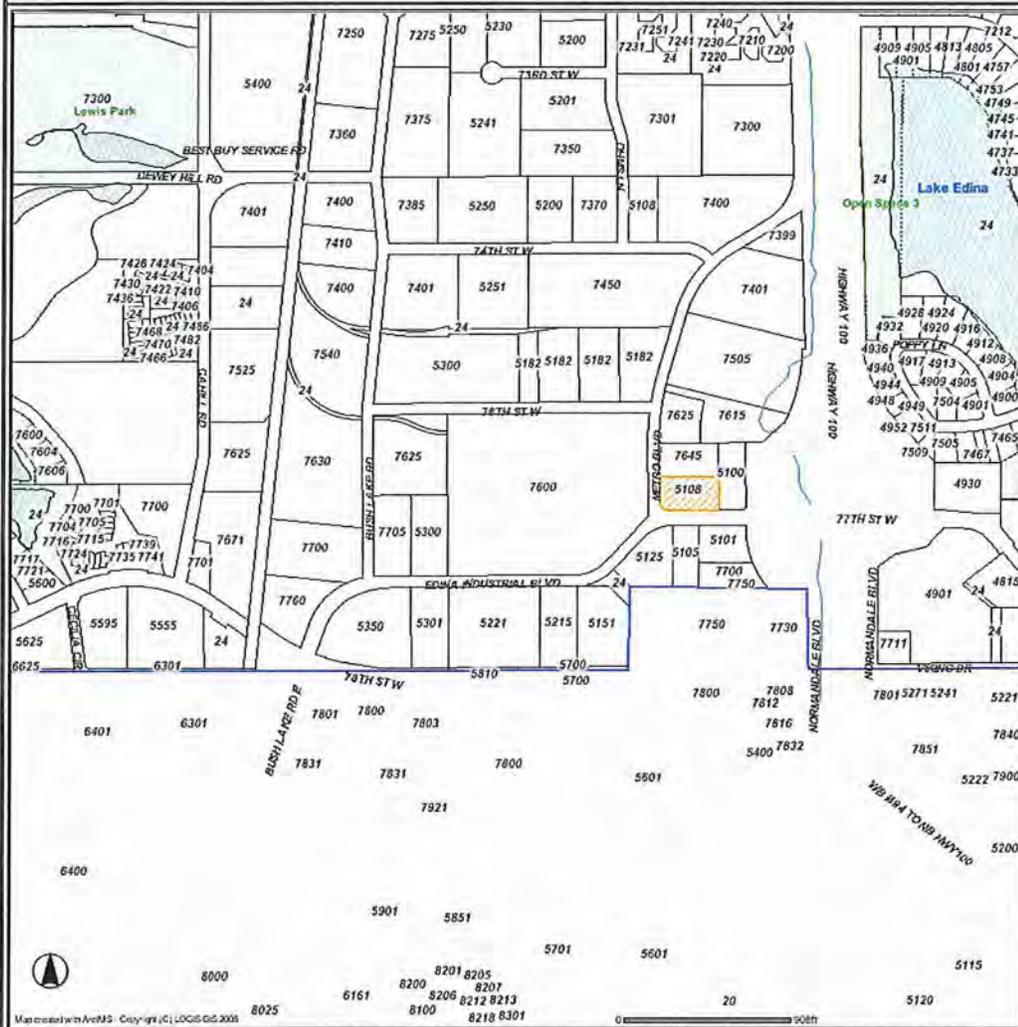


- Elimination of the existing western access to Edina Industrial Boulevard. This access is too close to the intersection.
- Concern over a lack of parking space for conversion into retail spaces. The shortage could further increase, if a restaurant use were to go into the site.
- Circulation. If drive-through is moved to the back, there may not be adequate area for two way circulation.
- Office land uses to the north and west.

Traffic/Parking

A traffic and parking study would need to be completed to determine impacts on adjacent roadways, and if there would be adequate parking provided.

City of Edina



- Legend**
- Highlighted Feature
 - Surrounding House Number Labels
 - House Number Labels
 - Street Name Labels
 - City Limits
 - Creeks
 - Lake Names
 - Lakes
 - Parks
 - Parcels

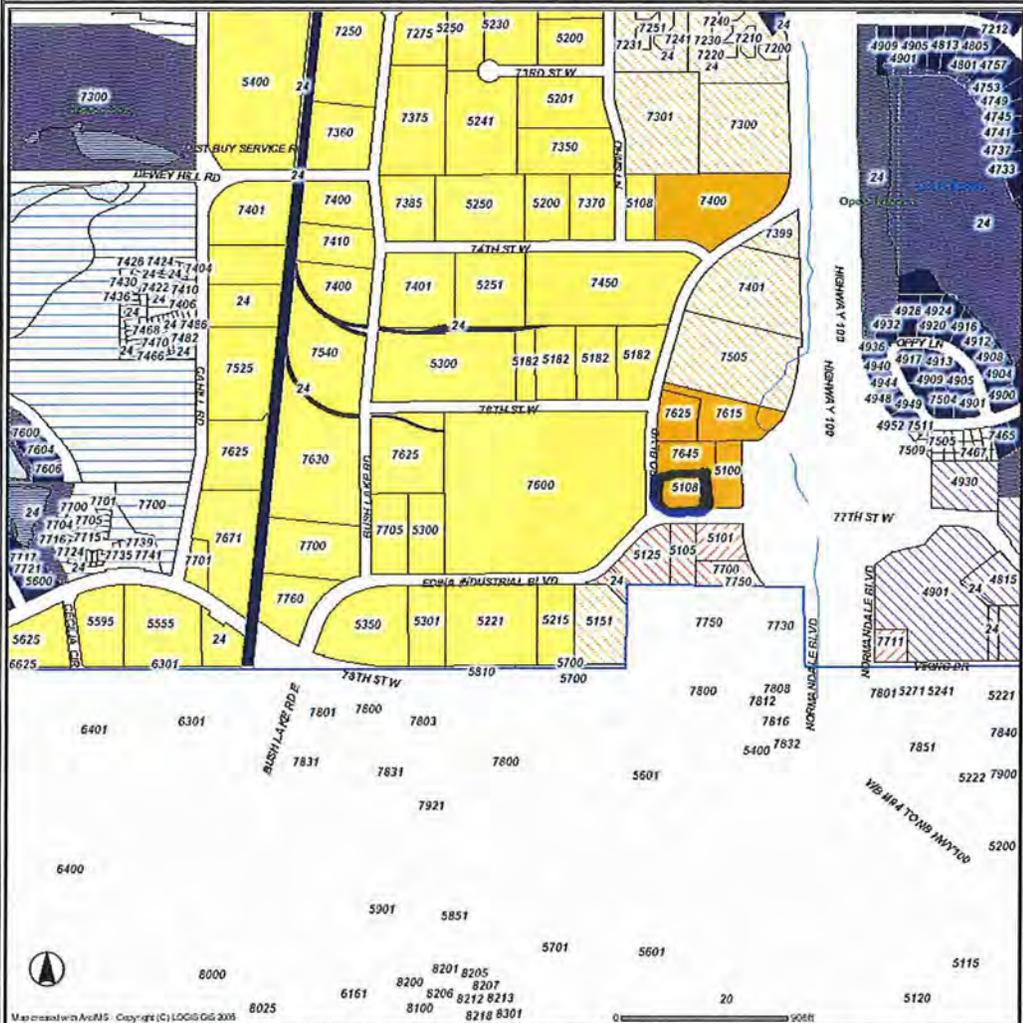


Map created with ArcGIS CityEngine (C) LOGIC GIS 2008



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City of Edina



- ### Legend
- Highlighted Feature
 - Surrounding House Number Labels
 - House Number Labels
 - Street Name Labels
 - City Limits
 - Creeks
 - Lake Names
 - Lakes
 - Parks
 - Zoning
 - APD (Automobile Parking District)
 - MDD-4 (Mixed Development District)
 - MDD-5 (Mixed Development District)
 - MDD-6 (Mixed Development District)
 - PCD-1 (Planned Commercial District)
 - PCD-2 (Planned Commercial District)
 - PCD-3 (Planned Commercial District)
 - PCD-4 (Planned Commercial District)
 - PD (Planned Industrial District)
 - PUD (Planned Urban District)
 - POD-1 (Planned Office District)
 - POD-2 (Planned Office District)
 - PRD-1 (Planned Residential District)
 - PRD-2 (Planned Residential District)
 - PRD-3 (Planned Residential District)
 - PRD-4 (Planned Residential District)
 - PRD-5 (Planned Residential District)
 - PSR-4 (Planned Senior District)
 - R-1 (Single Dwelling Unit)
 - R-2 (Double Dwelling Unit)
 - RMD (Regional Medical District)
 - Parcels



A2

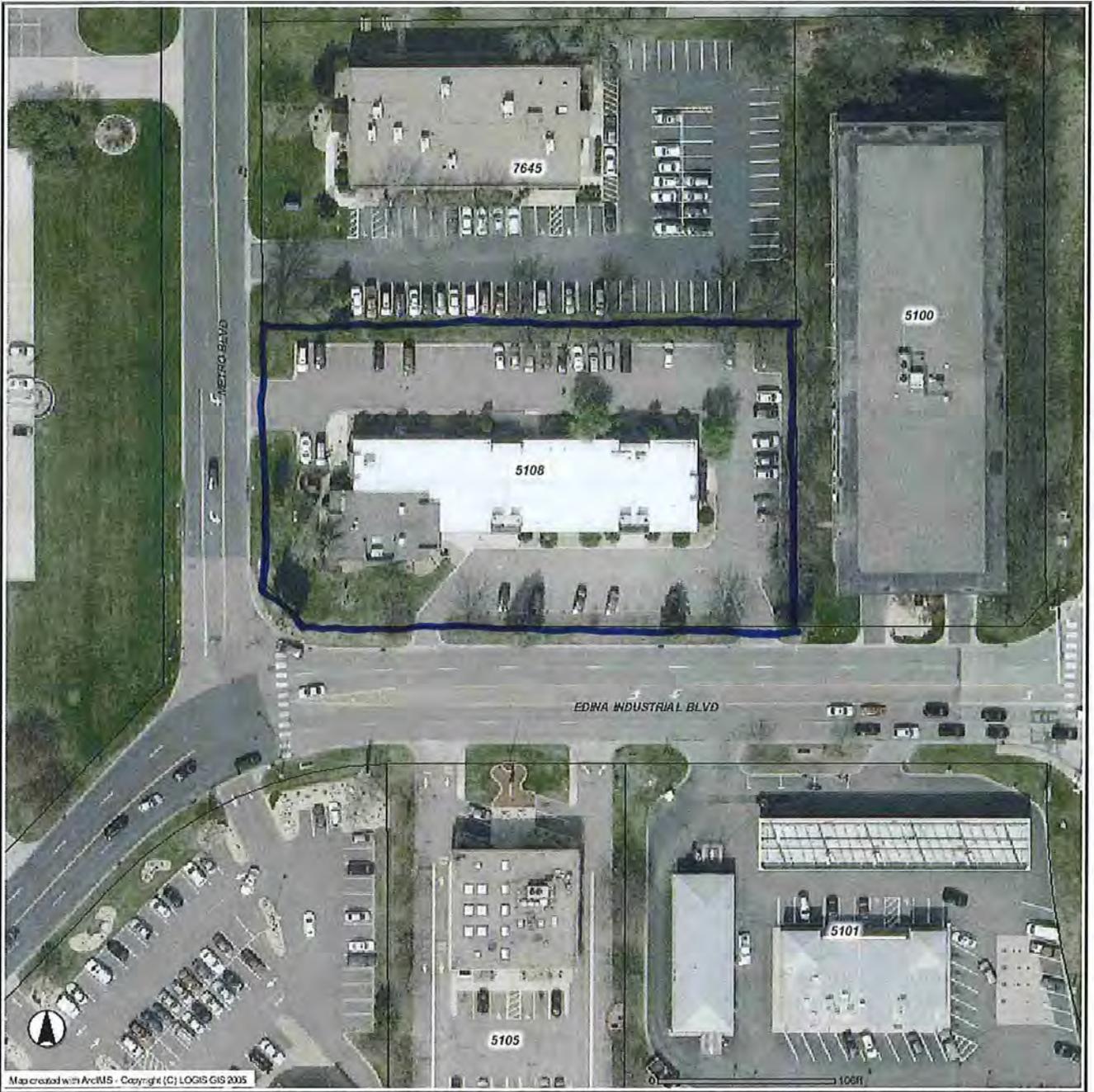
City of Edina



- Legend**
- Surrounding House Number Labels
 - House Number Labels
 - Street Name Labels
 - City Limits
 - Creeks
 - Lake Names
 - Lakes
 - Parks
 - Parcels
 - 2012 Aerial Photo

Map created with ArcGIS. Copyright (C) LDCIS GIS 2005.





A4



AS



FRAUENSHUH
Commercial Real Estate Group

July 10, 2013

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

Re: 5108 Edina Industrial Boulevard - Rezoning and Repositioning Plan

Dear Mr. Teague:

In connection with our recent discussions, this letter describes the schematic land use plan and repositioning initiative Frauenshuh Inc. is undertaking for property at 5108 Edina Industrial Boulevard ("Property").

Overview

Frauenshuh is in the process of acquiring the Property with the intent of making significant improvements and enhancements that will position the site to better serve neighborhood commercial service demand and economic viability of the Property.

The Property consists of an approximately 1.3 acre parcel with an existing approximately 12,916 square foot one-story multi-tenant commercial building. The building at one time was operated as a bank branch facility with drive-through (on the westerly portion of the site) and eventually expanded easterly into its existing configuration (see attached existing site plan).

Current building tenants include a real estate brokerage office, hair loss treatment center, a telecommunication switching site and a small vacancy formerly occupied by a builder office/showroom.

The property is presently zoned POD1 (Planned Office District) which permits office uses various types of commercial uses, but limits certain types of retail uses such as those allowed in the PCD (planned commercial district) zone, including restaurants, retail shops and other types of neighborhood commercial services that are valued services in this area.

The potential to revitalize the property while bringing additional high quality neighborhood retail services to the area, and Frauenshuh is requesting to rezone the property to the PCD2 designation to allow a wider range of neighborhood commercial uses that would add to the mix and vitality of the property and neighborhood commercial services.

ASD

Repositioning Plan Highlights

The enclosed schematic plan set shows future potential and current property conditions. Aged and outdated landscape treatments and general exterior building and parking deferred maintenance issues are evident. The intent of the repositioning plan is to invest and bring new life and character to the property through a physical improvement and dynamic leasing strategy.

The PCD rezoning will allow implementation of a repositioning plan that would allow existing building tenants to remain while providing the ability to attract new and vibrant neighborhood commercial tenants that are attracted to the convenience, visibility and character of the property.

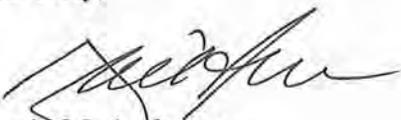
Some of the repositioning highlights will include:

- Implement an updated landscape plan for the Property;
- Improvements and repair of exterior building elements, to potentially include: architectural treatments, awnings, accent lighting and materials replacement;
- Installation of pedestrian enhancements, including walkways, outdoor seating areas, etc. per future tenant plans;
- Future drive-through on the westerly portion of the building per future tenant plans;
- Reconfiguration of parking layout, while maintaining a parking ratio in excess of 4:1000 for the overall site;
- Improved internal vehicle access and site circulation.

Timing and Next Steps

Frauenshuh is prepared to proceed with the submittal of the formal site plan and rezoning application. Prior to this application, we look forward to additional feedback from the City on the sketch plan and project concept. If you have questions in the meantime, please contact me at (952) 829-3480.

Sincerely,



David M. Anderson
Senior Vice President

Enclosures: Schematic Plan Set

cc: Nick Sperides, SRa
Dean Williamson, Frauenshuh

A5b

A6



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SUITE 220
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SITE IMPROVEMENTS
5801 EDINA INDUSTRIAL BLVD



FRAUENSHUH
Commercial Real Estate Group



A7



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SITE OVERLAY
 5801 EDINA INDUSTRIAL BLVD



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 Commercial Real Estate Group

A9



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EXISTING SITE JUNE 2013
5801 EDINA INDUSTRIAL BLVD



FRAUENSHUH
Commercial Real Estate Group

A-10

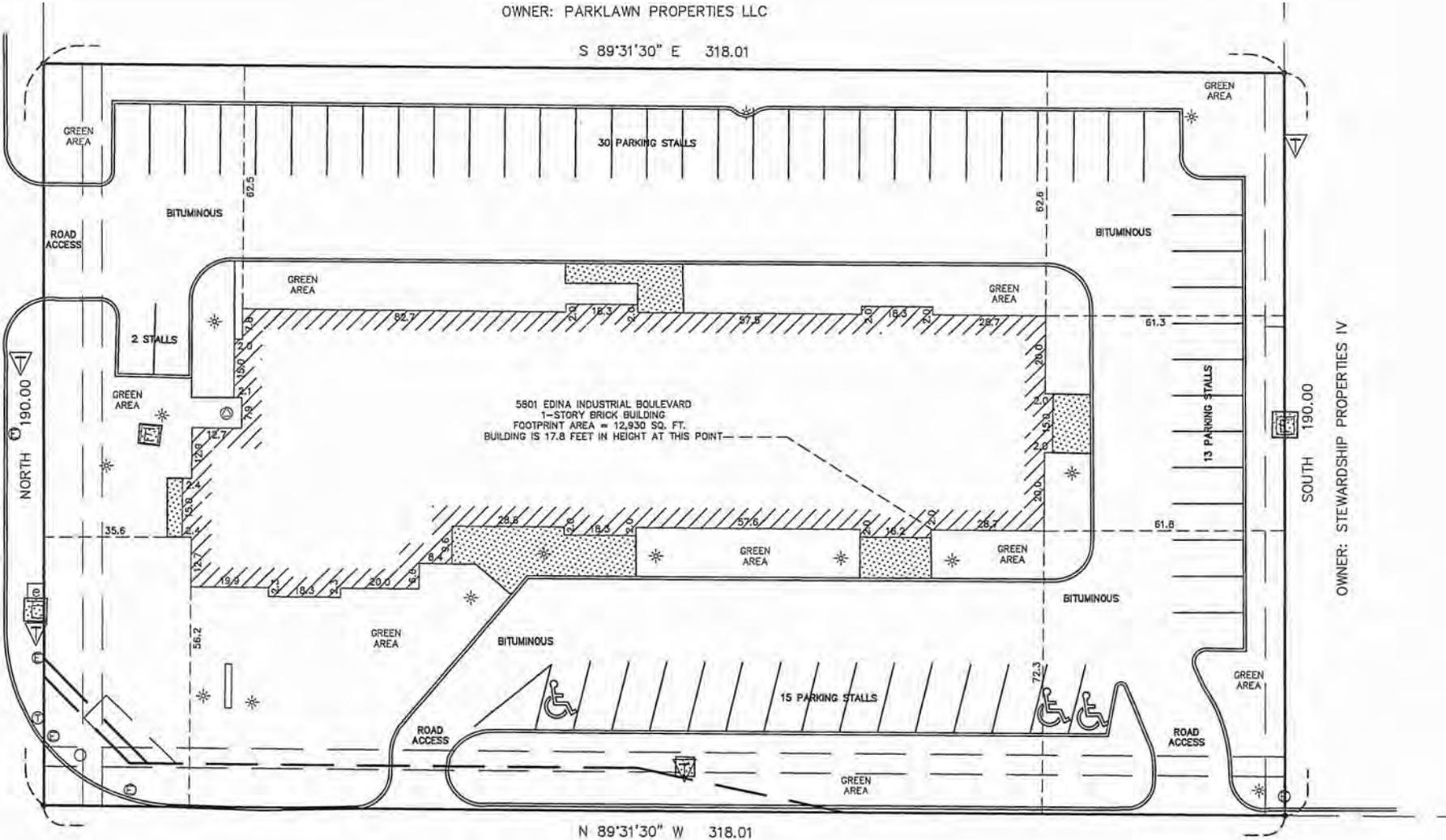
OWNER: PARKLAWN PROPERTIES LLC

S 89°31'30" E 318.01

BITUMINOUS

60

METRO BOULEVARD
(PUBLIC RIGHT OF WAY)



EDINA INDUSTRIAL BOULEVARD

5108 EDINA INDUSTRIAL BLVD
SITE EXISTING

07.09.2013

Nonresidential and Mixed Use Categories	Description, Land Uses	Development Guidelines	Density Guidelines
<p>MXC Mixed-Use Center Current examples:</p> <ul style="list-style-type: none"> • 50th and France • Grandview 	<p>Established or emerging mixed use districts serving areas larger than one neighborhood (and beyond city boundaries). Primary uses: Retail, office, service, multifamily residential, institutional uses, parks and open space. Vertical mixed use should be encouraged, and may be required on larger sites.</p>	<p>Maintain existing, or create new, pedestrian and streetscape amenities; encourage or require structured parking. Buildings “step down” in height from intersections. 4 stories at 50th & France; 3-6 stories at Grandview</p>	<p>Floor to Area Ratio-Per current Zoning Code: maximum of 1.5 1 - 2 units/acre</p>
<p>CAC Community Activity Center Example: Greater Southdale area (not including large multi-family residential neighborhoods such as Centennial Lakes)</p>	<p>The most intense district in terms of uses, height and coverage. Primary uses: Retail, office, lodging, entertainment and residential uses, combined or in separate buildings. Secondary uses: Institutional, recreational uses. Mixed use should be encouraged, and may be required on larger sites.</p>	<p>Form-based design standards for building placement, massing and street-level treatment. Buildings should be placed in appropriate proximity to streets to create pedestrian scale. Buildings “step down” at boundaries with lower-density districts and upper stories “step back” from street. More stringent design standards for buildings > 5 stories. Emphasize pedestrian circulation; re-introduce finer-grained circulation patterns where feasible.</p>	<p>Floor to Area Ratio-Per current Zoning Code: maximum of 0.5 to 1.0* 2 - 3 units/acre</p>
<p>I Industrial</p>	<p>Applies to existing predominantly industrial areas within the City. Primary uses: industrial, manufacturing. Secondary uses: limited retail and service uses.</p>	<p>Performance standards to ensure compatibility with adjacent uses; screening of outdoor activities.</p>	<p>Floor to Area Ratio: Per Zoning Code: 0.5*</p>

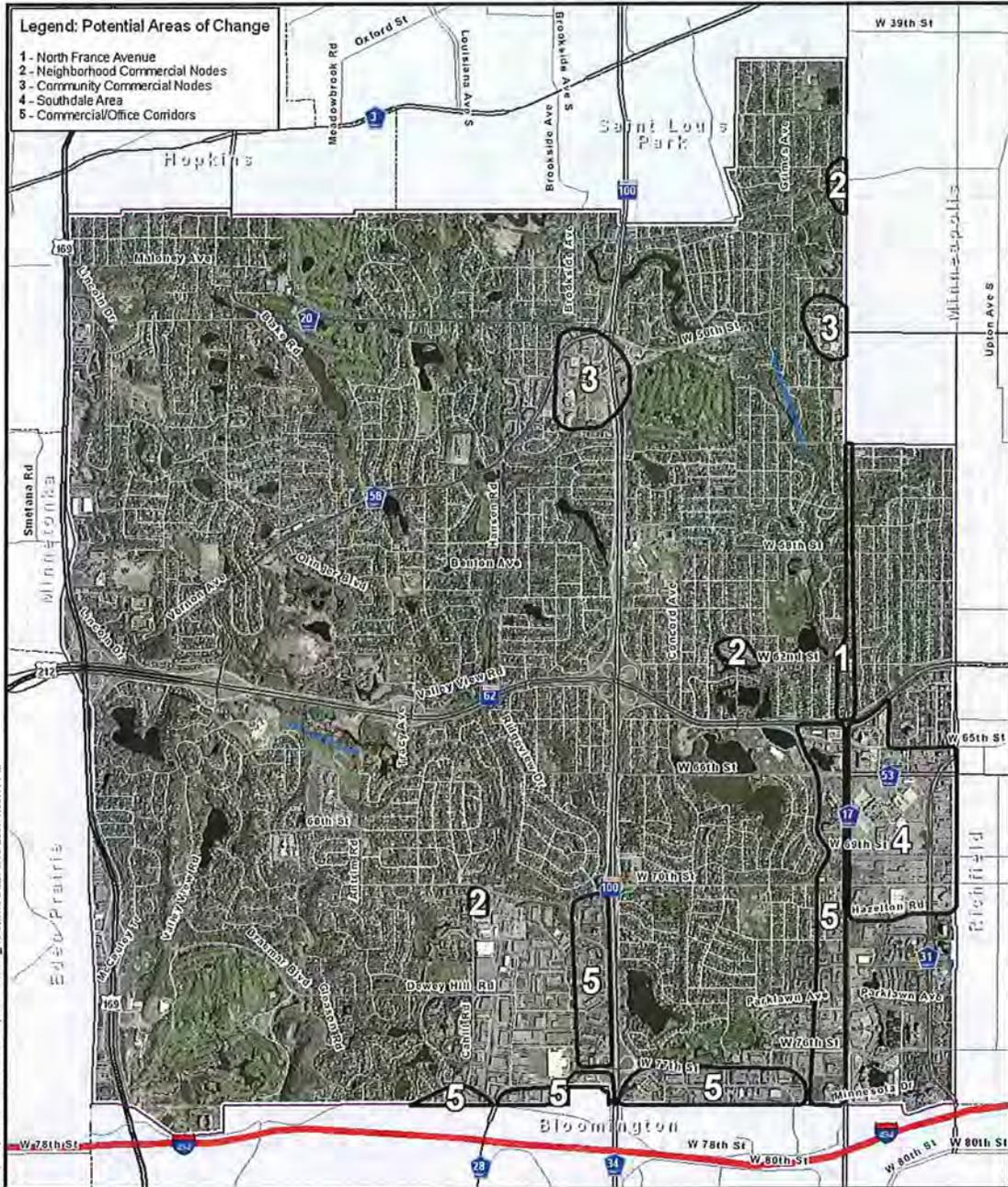


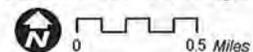
Figure 4.4



City of Edina
2008 Comprehensive Plan Update

Date of Aerial Photography: August 2006

**Conceptual Land Use Framework:
Potential Areas of Change**



A13