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Date: February 12, 2014

To: Planning Commission

From: Cary Teague, Community Development Director

Re: Sketch Plan Review – 5108 Edina Industrial Boulevard

The Planning Commission is asked to consider a sketch plan proposal to re-develop 5108 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 tear down the existing structure and build two new buildings. Proposed uses would be retail and office totaling 9,450 square feet. The existing building is 12,196 square feet. (See applicant narrative and plans on pages A6–A9.)

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.

Sketch plan review of this same site was done in 2013 for consideration of remodeling the existing use into retail space. (See Planning Commission and City Council minutes on pages A13-A17.)

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 A10–A12.) 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 A12.) 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.” The City Council did not recommend a Small Area Plan as part of the last Sketch Plan review of this site.

The following is a compliance table demonstrating how the proposed building complies with the PCD-2 Zoning Ordinance Standards.

Compliance Table

	City Standard (PCD-2)	Proposed (Existing)
<u>Building Setbacks</u>		
Front – Edina Ind. Blvd	35 feet	70 feet
Front – Metro Boulevard	35 feet	32 feet
Rear – East	25 feet	60 feet
Side – North	25 feet	50 & 40 feet
Building Height	4 stories	1 story
Maximum Floor Area Ratio (FAR)	1.5%	.16%
Parking Stalls (Site)	51	66
Drive Aisle Width	24 feet	24 feet

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 A10.) 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

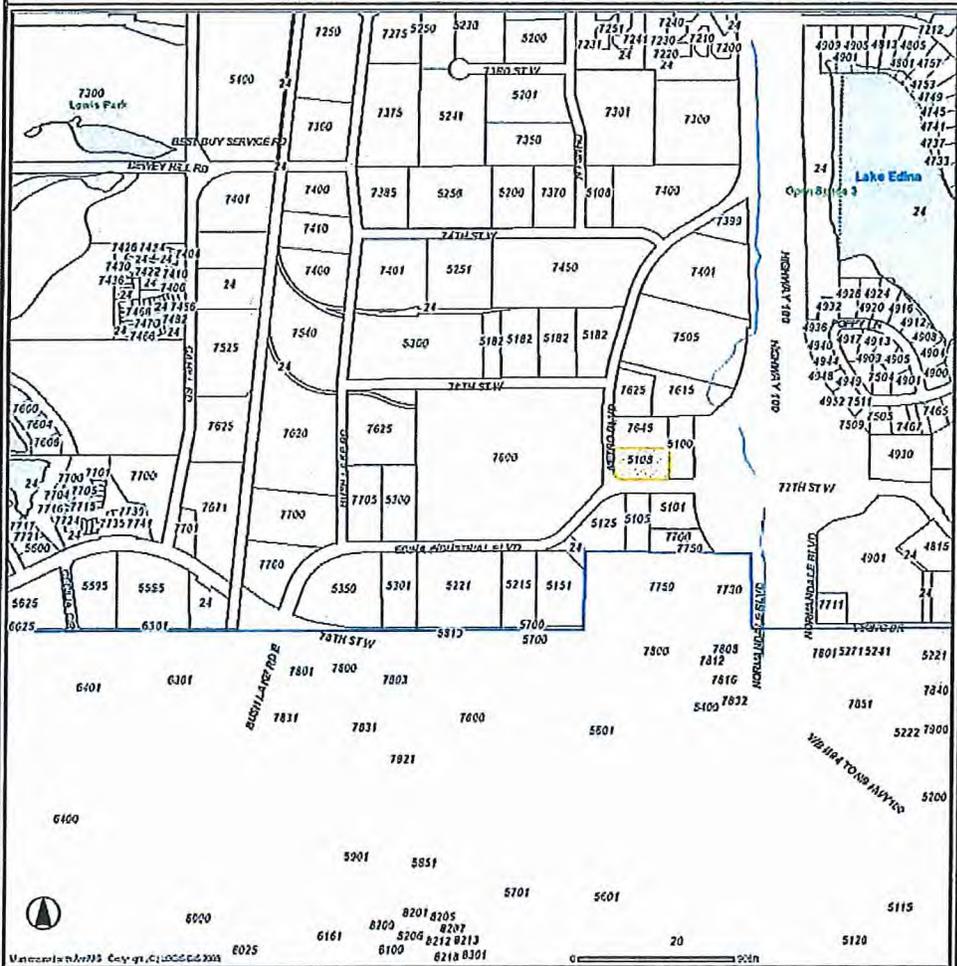
Staff would highlight the following issues for discussion:

- Develop a site plan with the property to the east, which is also in for consideration of a sketch plan for redevelopment. A unified site plan with cross access easements could provide for better site circulation and access to Edina Industrial Boulevard and Metro Boulevard. Consideration of one entrance onto Edina Industrial Boulevard between the two sites to align with the westernmost Shell Gas Station entrance. (See page A4.)
- Consider PUD zoning in developing the site with the adjacent property to the east.
- Consider moving the building to the corner street corner to create a more pedestrian friendly environment. Drive-through would have to be along the east and/or north elevation.

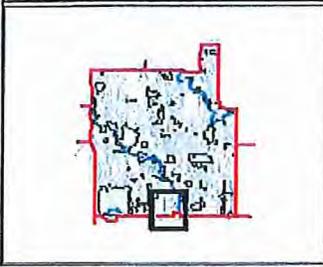
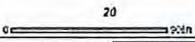
Traffic/Parking

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

City of Edina



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

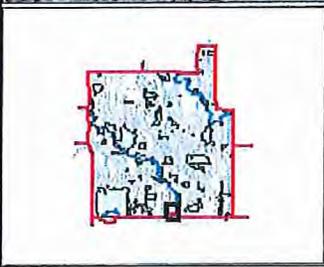


A1

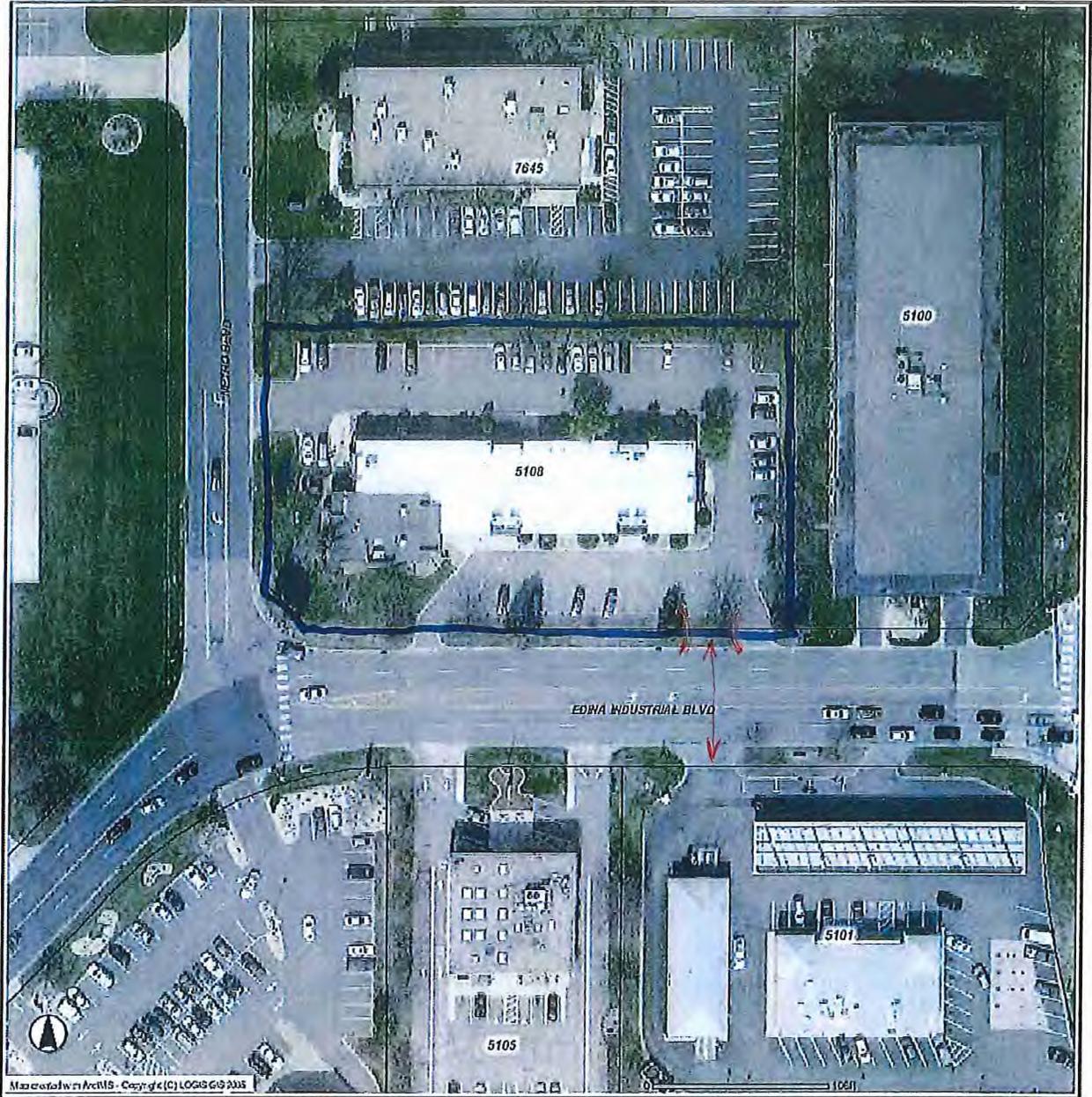
City of Edina



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



A3



A4



AS



FRAUENSHUH
Commercial Real Estate Group

January 31, 2014

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

Re: 5108 Edina Industrial Boulevard – Redevelopment Plan

Dear Mr. Teague:

In connection with our recent discussions, this letter and the enclosed drawings provide an overview of the potential redevelopment plan for the property at 5108 Edina Industrial Boulevard (“Property”).

Overview

Frauenshuh is the owner of the Property, located at the northeast intersection of Edina Industrial Boulevard and Metro Boulevard. The Property consists of approximately 1.3 acres with an existing one-story multi-tenant commercial building located on the site.

In July of 2013, Frauenshuh met with the planning commission to discuss the concept of repositioning the property for retail oriented use given the area service demand and property characteristics. The feedback on the concept of retail use was favorable, while certain design, circulation and parking considerations were noted as refinements needing further development.

The property will also require rezoning from POD1 (Planned Office District) to PCD2 (Planned Commercial District) to accommodate a broader range of retail use on the Property. Rezoning would be consistent with existing neighborhood zoning and land use patterns and would be processed with a site plan review application.

Redevelopment Plan Highlights

The enclosed plans illustrate a two-building redevelopment concept for the Property. The existing structure would be removed from the site and the two building plan would be constructed in one or two phases depending on the timing of tenant occupancy.

The redevelopment plan provides the opportunity to create a new, very functional building and site plan with a highly attractive architectural aesthetic, improved traffic flow in and out of the site and good circulation, parking and pedestrian orientation for retail tenants and customers. The total square footage of buildings would be reduced from the current 12,196 sq. ft. building to 9,450 sq. ft., creating a better site layout and parking configuration for retail use.

Several food, service providers and neighborhood retail uses have expressed interest in the redevelopment plan and location. Some of the redevelopment plan highlights would include:

- Creation of high quality and consistent architectural aesthetics between the two buildings (incorporation of stone, glass, metals and high quality building signage);
- Installation of pedestrian enhancements, including sidewalks, interior walkways, outdoor seating areas and related improvements;
- Improved site landscaping including boulevard trees and shrubs and internal landscape elements conducive to the retail environment.
- Drive-through on the west building with the potential of a drive through on the east building, subject to tenant requirements;
- Reconfiguration of parking layout, with a parking ratio of 6.5 - 7:1000 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 applications, following feedback from the City on the sketch plan review. If you have questions in the meantime, please contact me at (952) 829-3480.

Sincerely,



David M. Anderson
Senior Vice President

Enclosures: Redevelopment Concept Plan

cc: Nick Sperides, SRa
 Dean Williamson, Frauenshuh



4200 WEST OLD SHAKOPEE ROAD
SUITE 220
BLOOMINGTON, MINNESOTA 55437
PH: 952.996.9662
FX: 952.996.9663
WWW.SRARCHITECTSINC.COM

SOUTHWEST PERSPECTIVE
TWO BUILDING CONCEPT
5108 EDINA INDUSTRIAL BLVD.

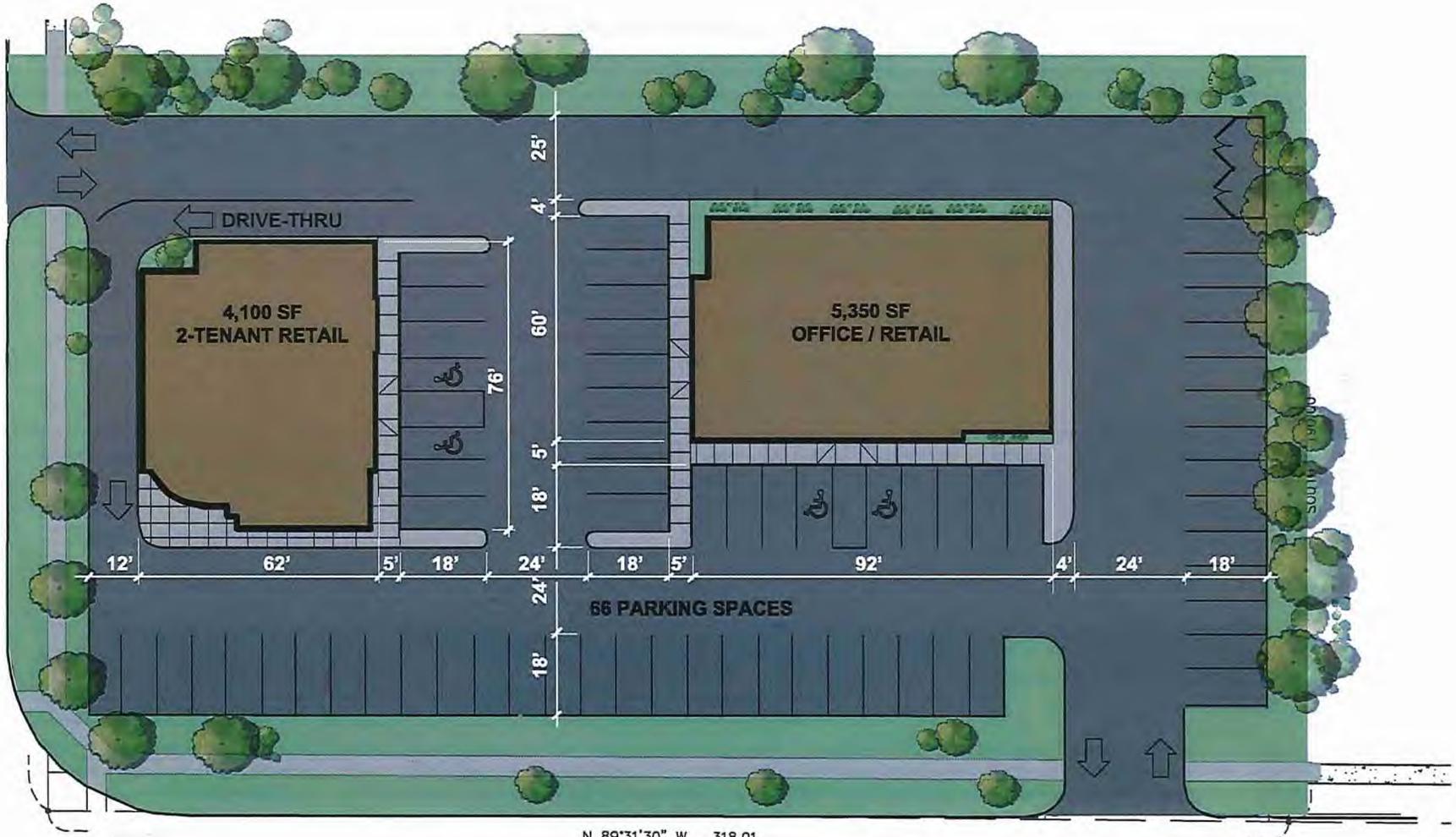
JANUARY 30, 2014



FRAUENSHUH
Commercial Real Estate Group

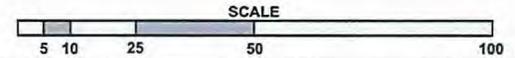
Ac9

METRO BOULEVARD
(PUBLIC RIGHT OF WAY)



N 89°31'30" W 318.01

EDINA INDUSTRIAL BOULEVARD



5108 EDINA INDUSTRIAL BLVD

JANUARY 17, 2014



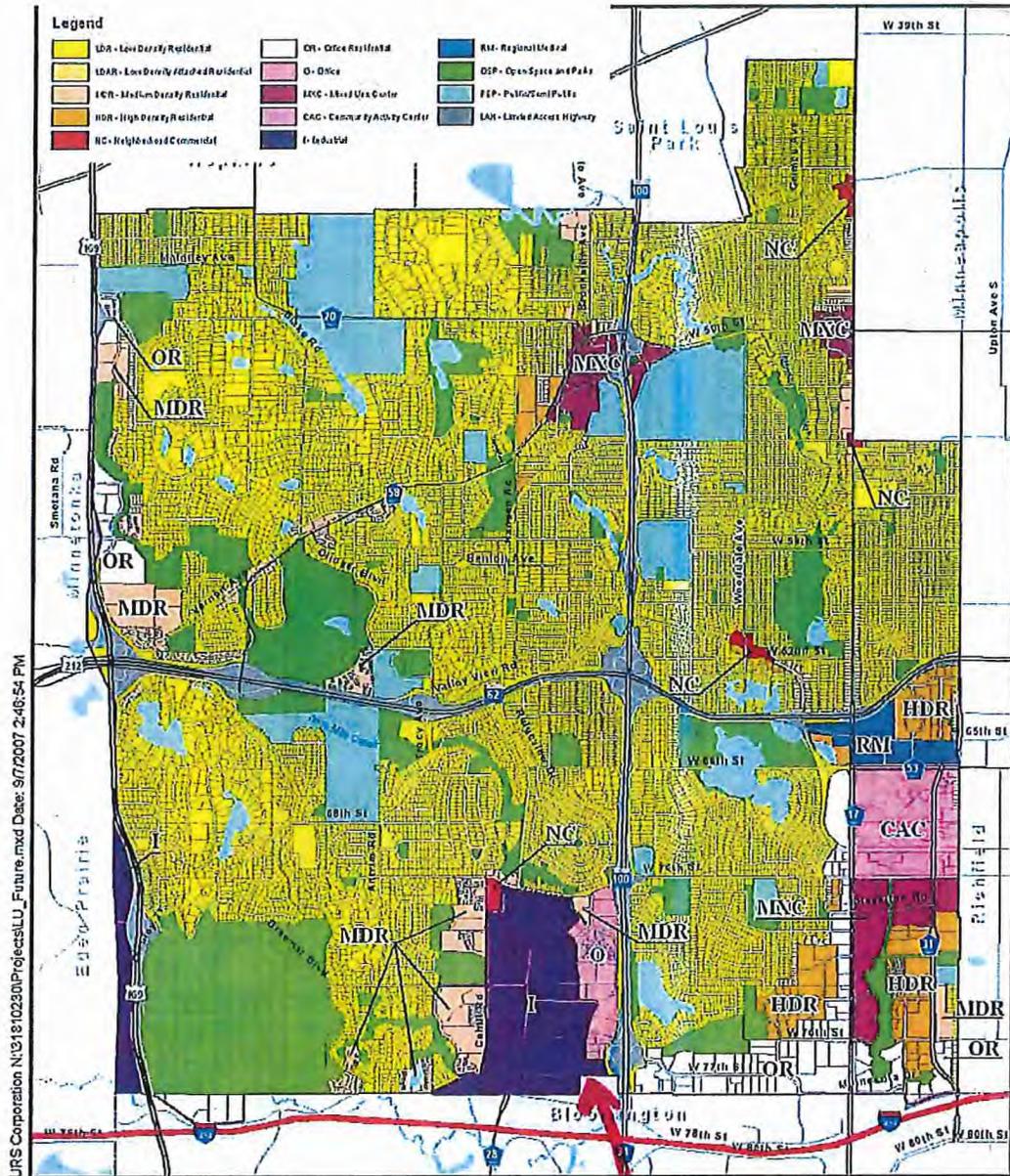


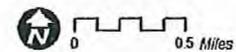
Figure 4.3

City of Edina
2008 Comprehensive Plan Update

Site

Future Land Use Plan

Data Source: URS



AID



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>

All

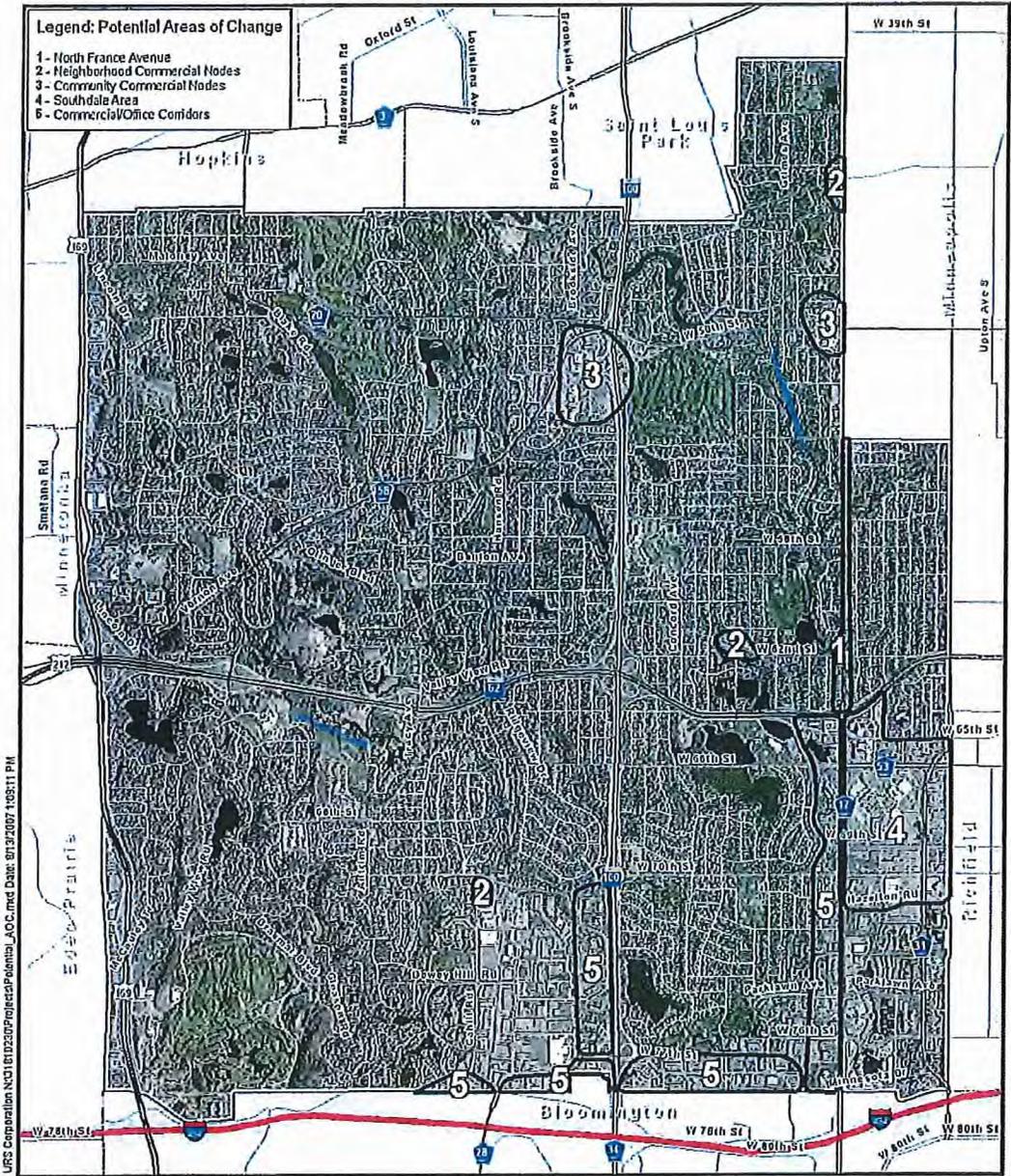
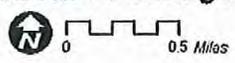


Figure 4.4



City of Edina
2008 Comprehensive Plan Update
Date of Aerial Photography: August 2006

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



0 0.5 Miles

A12

a compromise that may work; however as previously mentioned without seeing it it is difficult to design or envision. It was further suggested that staff conditions (all) be available for review at the Council level.

Concluding, Commissioners thanked the developers for their response to their earlier comments adding in their opinion this will be a good project and possibly the first in the redevelopment of the Grandview area.

Ayes; Carpenter, Potts, Platteter, Carr, Forrest, Staunton. Motion carried.

VI. REPORTS AND RECOMMENDATIONS

A. Sketch Plan Review – Frauenshuh Commercial Real Estate Group – 5801 Edina Industrial Boulevard, Edina, MN

Staff Presentation

Planner Aaker informed the Commission they are being asked to consider a sketch plan proposal to re-develop 5801 Edina Industrial Boulevard from office uses to retail uses including a drive-through. 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.

Aaker explained 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.

Continuing, Aaker reported that 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. The proposed use of the property would be consistent with the existing land uses to the south. Aaker noted this property is located within an area of the City that is designated as a "Potential Area of Change" within the 2008 Comprehensive Plan. 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.

Appearing for the Applicant

David Anderson, Frauenshuh and Nick Sperides, SRa

Applicant Presentation

Mr. Anderson addressed the Commission and reported their intent is to rezone the property from POD1, (Planned Office District) to PCD2, (Planned Commercial District). Anderson explained this is a sizeable employment area, adding their goal is to repurpose the property to better serve neighborhood commercial service demands and the economic viability of the property.

With graphics Anderson pointed out “before” and “after” schematics of the property noting the building is low level. If the Commission and Council are agreeable to repurposing the property the following changes to the property would include:

- Implement an updated landscape plan
- Improve and repair the building’s exterior, to include lighting, awnings and other architectural features
- Create a better pedestrian experience by including walkways and outdoor seating areas
- Potential for a drive-through option
- Reconfigure the parking in keeping with ordinance requirements and
- Improved internal vehicle access and circulation.

Concluding Anderson asked the Commission for their opinion on the sketch plan.

Discussion

Commissioner Platteter commented that he likes the concept; however, believes this is a hard site to get in and out of. Platteter suggested reconsidering access points (eliminate west entry along Edina Ind. Blvd.) and changing the location of the proposed drive-through; possibly to the rear. Continuing, Platteter also suggested energizing the corner of Metro Blvd/Edina Inc. Blvd. to be more pedestrian friendly. Concluding, Platteter stated he understands the requested change, adding it would continue the synergy of the areas service component; however, this is a hard site.

Mr. Sperides responded that they looked at different scenarios for the drive-through but found out that moving it to the rear wouldn’t work because of the three lanes (in, out & Drive-through), circulation and the difficulty in ensuring that the driver is on the proper side. Commissioner Platteter agreed driver placement was an issue, he noted in the Grandview area a drive-through is located between buildings; in the middle. Mr. Sperides added they are open to revisiting drive-through placement, adding they don’t know if a drive-through would be part of the equation; however, want that option kept open because it’s important to retail. Continuing, Sperides said another point they needed to keep in mind was stacking. Platteter agreed, adding as presented he is unsure if stacking would be adequate. Mr.

AK

Sperides pointed out adequate stacking capacity is also very important for the retailer; without adequate stacking the business would suffer too.

Chair Staunton commented that it is important to both the Commission and City Council that adequate stacking space is provided for drive-through window components. Staunton asked the applicant what their vision is for this property.

Mr. Anderson said Frauenshuh observed this area was undergoing a change and creating an opportunity to repurpose the property in response to that change would benefit everyone. Anderson said what they do know is that the employment base is there and retail services to respond to that base are needed. Continuing, Anderson said the vision is to capture the current activity in a positive manner. Anderson added in his opinion this area has become more of a mixed use area, reiterating the introduction of more retail is good.

Commissioner Potts stated in his opinion this area is very challenging and if redeveloped a complete traffic analysis needs to be completed. Planner Aaker responded if a formal application to rezone the property is submitted a traffic analysis is a requirement of that process.

Commissioner Carr said she realizes this is only in the "sketch plan" phase; however if redeveloped she would like the applicant to pay attention to aesthetics; such as lighting, landscaping, outdoor seating areas, etc. to create a more attractive place to visit and view. Anderson commented the intent would be to revitalize the site.

Commissioner Forrest commented that she's not sure she's on board with the rezoning request. Forrest said she is concerned with parking, vehicle circulation and the potential drive-through space. Continuing, Forrest pointed out as previously mentioned by Commissioner Potts that much depends on the outcome of the traffic analysis.

Mr. Anderson said the initial thought was to gain Commission and Council input on the proposed rezoning. Anderson said if that support was present it would allow them to prepare a site plan supported by a completed market and traffic analysis for formal review. Anderson explained that is the reason why the plans presented aren't firm, reiterating they felt the first step was to gain input on the rezoning.

A discussion ensued on if the Commission felt extending the PCD zoning designation to this side of the street makes sense. Commissioners expressed the opinion that pedestrian and vehicle safety is of the utmost importance, pointing out the volume of activity in this "neighborhood" is very high. Commissioners also observed that it is difficult to make a decision without the facts; such as tenant mix and how that mix relates to traffic.

Commissioner Forrest asked Planner Aaker if the site were rezoned would all uses within the PCD-2 zoning district be allowed. Aaker responded in the affirmative; adding parking requirements need to be met for each use which could limit uses.

The discussion continued on the rezoning clarifying without the traffic analysis and knowledge of the uses in the tenant space it is difficult to make an educated decision. Commissioners suggested moving forward keeping in mind how important the relationship is between traffic and use. It was further noted that if it is found that pedestrians do want to cross the street both ways having these amenities makes sense and would be of benefit to the area and areas users.

Mr. Anderson thanked the Commission for their comments, adding they would speak with City staff before submitting the sketch plan to the City Council.

B. Residential Redevelopment Ordinance – Recap from City Council Meeting

Chair Staunton reminded the Commission of the numerous meetings held on residential redevelopment and amending the Zoning Ordinance. Staunton said the Commission forwarded their final draft to the City Council for their July 16th meeting. Staunton stated he along with Commissioners Forrest and Potts attended that meeting to present the Commission's recommendations. Staunton stated after Council action there was concern that the Council didn't understand the intent of the Commission on specific issues; mainly building height, 2nd story step elimination and setbacks.

Chair Staunton said in speaking with City Staff he felt there was a need to reiterate to the Council the Commission's intent on one set of items (#3 per memo) and referred the Commission to the attached statement of intent and graphics.

Clarifying Staunton said at their July 16th meeting the Council adopted a 30-foot cap on building height and elimination of the second floor setback; however declined to adopt the side yard setback formula. Staunton added he doesn't want to second guess the Council and is agreeable with their decision; however, reiterated he wants to make sure they understood the Commission's intent on side yard setback as part of a "bundle" that works simultaneously. Staunton referred to the table provided in the Ordinance amendment on side yard setbacks and wondered if the Council thought this table was too cumbersome. Staunton said the goal of the Commission was also to provide the public with greater clarity in the Ordinance; however, the Council may not have felt this was achieved in the Commission's final draft.

Staunton told the Commission he would be forwarding his statement along with the graphics provided by Commissioner Potts to the Council before their final reading on the Ordinance amendments at their August 5th meeting. Staunton asked the Commission for their input on the "statement". He acknowledged the statement also recommends that on lots narrower than 75-feet in width that there be at least a total of 25% of the lot width (with a minimum setback no less than what currently exists).

Minutes/Edina City Council/August 20, 2013

Motion carried.

VIII.B. SKETCH PLAN – 5801 EDINA INDUSTRIAL BOULEVARD – REVIEWED

Assistant Planner Presentation

Ms. Aaker presented the sketch plan to re-develop 5801 Edina Industrial Boulevard from office uses to retail uses including a drive-through. Currently, the building contained 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. To accommodate the request, the following would be required: 1) A Rezoning from POD, Planned Office District-I, to PCD-2, Planned Commercial District-2; and, 2) A Comprehensive Guide Plan Amendment from Office to Neighborhood Commercial.

Ms. Aaker reported the subject property was located just west of Highway 100 and across the street from retail uses that are zoned PCD-2, Planned Commercial District. Uses included a gas station, Burger King, and small retail strip center. North and east of the site were office/light industrial uses. Use of the property would be consistent with the existing land uses to the south. This property was located within an area the City designated as a "Potential Area of Change" within the 2008 Comprehensive Plan. The Comprehensive Plan stated that within the Potential Areas of Change, a development proposal that involved a Comprehensive Plan Amendment or a rezoning would require a Small Area Plan study prior to planning application. However, the authority to initiate a Small Area Plan would rest with the City Council.

Ms. Aaker stated staff had noted the following issues for discussion in relation to the sketch plan: 1) Drive-through in front of the building with consideration of moving it to the back of the building; 2) Elimination of the existing western access to Edina Industrial Boulevard, as the access was too close to the intersection; 3) Concern over a lack of parking space for conversion into retail spaces; 4) The parking shortage could further increase if a restaurant use were to go into the site; 5) If the drive-through were to be moved to the back there might not be adequate area for two-way circulation; and, 6) Office land uses to the north and west. Ms. Aaker stated the Planning Commission considered the sketch plan proposal and generally believed that the use was appropriate as long as adequate parking was provided.

The Council discussed sidewalks and connectivity, parking, pervious surface requirements, and stacking in relation to the sketch plan.

Proponent Presentation

David Anderson, Frauenshuh, stated the intent was to re-energize this corner of the City. Mr. Anderson discussed that in relation to parking, some of the retail uses on the site might be serving pedestrians, which would reduce the parking demand, that the drive-through proposed on the site offers flow, and that there was also the potential to reduce the square footage of the building to lower parking requirements. The proponent was aware of the discussion on stacking in relation to the site.

The Council discussed landscaping with Mr. Anderson, and encouraged engaging the public from the curb area to the building. The importance of connectivity and safe pedestrian crossing, including a buffer between the sidewalk and street, and squaring off the corner to slow traffic down was discussed. The Council requested review of the zoning options for potential uses and to ensure the required parking was provided. Council support was expressed for a neighborhood retail use in the area under the category of Planned Commercial. A drive-through on the site was discouraged. The Council agreed that a Small Area Plan should not be necessary for the sketch plan as presented.

VIII.C. RESOLUTION NO. 2013-67 ADOPTED – ACCEPTING VARIOUS DONATIONS - ADOPTED

Mayor Hovland explained that in order to comply with State Statutes; all donations to the City must be adopted by Resolution and approved by four favorable votes of the Council accepting the donations.