Minneapolis
City of Lakes

CPED STAFF REPORT

Prepared for the City Planning Commission

CPC Agenda Item #5
July 14, 2014
BZZ-6571

LAND USE APPLICATION SUMMARY

Property Location: 2825 and 2837 Dupont Avenue South
Project Name: Elan Uptown East
Prepared By: Hilary Dvorak, Principal Planner, (612) 673-2639
Applicant: Greystar Development, LLC
Project Contact: Carol Lansing with Faegre Baker Daniels LLP
Request: Signs
Required Applications:

Conditional Use Permit	To amend the previously approved Planned Unit Development to allow for signage.

SITE DATA

Existing Zoning	R5 Multiple-family District
Lot Area	79,018 square feet / 1.81 acres
Ward(s)	10
Neighborhood(s)	Lowry Hill East
Designated Future Land Use	Urban Neighborhood
Land Use Features	Commercial Corridor (Lyndale Avenue South three blocks west, West Lake Street one block north and Hennepin Avenue South four blocks east) Activity Center (Lyndale Avenue South and West Lake Street and Hennepin Avenue South and West Lake Street)
Small Area Plan(s)	Midtown Greenway Land Use and Development Plan Uptown Small Area Plan

Date Application Deemed Complete	May 2, 2014	**Date Extension Letter Sent**	June 12, 2014
End of 60-Day Decision Period	July 13, 2014	**End of 120-Day Decision Period**	September 11, 2014

BACKGROUND

SITE DESCRIPTION AND PRESENT USE. The property occupies the southern half of the block bounded by Colfax Avenue South, Dupont Avenue South, the Midtown Greenway and West 28th Street. The property is located three blocks west of Lyndale Avenue south, one block north of West Lake Street and four blocks east of Hennepin Avenue South. The site is occupied by a 203-unit multiple-family residential building.

SURROUNDING PROPERTIES AND NEIGHBORHOOD. The site is surrounded by residential properties of varying densities and the Midtown Greenway. The site is located in the Lowry Hill East neighborhood.

PROJECT DESCRIPTION. The applicant owns and is developing residential buildings on portions of the three blocks located between Colfax Avenue South, Fremont Avenue South, the Midtown Greenway and West 28th Street. Land use applications were approved for the subject site in 2011 permitting a Planned Unit Development including 217 dwelling units. In July of 2012, additional land use applications were approved for the two western blocks permitting a Planned Unit Development including 387 dwelling units.

At this time the applicant is seeking approval of a master sign plan for the easternmost block. A master sign plan for the two western blocks is forthcoming. Some of the proposed signs do not meet the zoning code allowances for signs in the R5 zoning district. Therefore, the applicant is proposing to amend the approved conditional use permit for the Planned Unit Development to allow the signs.

Signs are subject to the requirements of Chapter 543, On-premise Signs. In the R5 zoning district, on a lot greater than 43,560 square feet, one can have one wall identification sign not exceeding 48 square feet with a maximum height of 14 feet or top of wall, whichever is less. On a corner lot, two such signs per building are permitted. In addition, one monument sign not exceeding 32 square feet in area and eight feet in height is allowed. Either the wall sign or the monument sign, but not both, may be illuminated.

The applicant is proposing to have two freestanding signs on the property. One of the signs would be located along Colfax Avenue South and the other would be located along Dupont Avenue South. Both of these signs are 32 square feet in size and 12 feet in height. The overall height of the signs is 14.5 feet when measured from grade. The applicant is proposing to design the signs to be internally illuminated. In addition, because of their design the two signs are technically not monument signs as the signs are wider than their base. Therefore, the signs are pole signs which are not an allowed sign type in the R5 Zoning District. Sign exceptions are needed for the type, height and illumination.

Signs are only allowed on primary building walls. Primary building walls are exterior walls that face a street or an on-site accessory parking lot. There is a wall sign proposed on the Midtown Greenway side of the property which is not a primary building wall. The wall sign is 32 square feet in size and is 13.5 in height when measured from grade. The applicant is proposing to design the sign to be internally illuminated. A sign exception is needed for the location, size and illumination.

There are a handful of other wall signs proposed that either include the name of the building or the logo. One of these signs is a leasing sign located on the awning over the building entrance facing Dupont Avenue South. When the buildings on the western two blocks are completed this sign will be moved to the center block as that is where the leasing office for the entire three-block development will be permanently located. Other signs include management signs, no smoking signs and parking signs. None of these signs are proposed to be illuminated. Since only one wall sign is allowed a sign exception is needed to allow multiple wall signs.

This application was continued from the June 23, 2014, City Planning Commission meeting. The applicant is requesting another continuance in order to allow time to develop the sign plan for the western two blocks. The applicant would like to have all of the proposed signs reviewed at one time. At this time the applicant is requesting a continuance to the August 11, 2014, City Planning Commission meeting.

RELATED APPROVALS. In July of 2011, the Planning Commission approved a number of land use applications for this property to allow a 217-unit multiple-family residential development. Only 203 dwelling units were constructed. One of the applications that had been approved was a conditional use permit to allow a planned unit development.**PUBLIC COMMENTS.** No public comments have been submitted regarding the project. Any additional correspondence received prior to the public meeting will be forwarded on to the Planning Commission for consideration.

RECOMMENDATIONS

Recommendation of the Department of Community Planning and Economic Development for the Conditional Use Permit:

The Department of Community Planning and Economic Development recommends that the City Planning Commission **continue** the application for a conditional use permit to amend the previously approved Planned Unit Development to allow for signage for the properties located at 2825 and 2837 Dupont Avenue South to the August 11, 2014, City Planning Commission meeting.