



Preliminary Plan - Subject to change

628 UNIVERSITY AVENUE SE
C.O.W. SUBMITTAL
Minneapolis, Minnesota

February 15, 2013

Project Location:

628 University Avenue SE, Minneapolis, Minnesota

Project Background:

Hupp Holdings LLC proposes the redevelopment of a near quarter-acre parcel located on the bluff overlooking the Mississippi River and the city of Minneapolis. University Avenue, a major artery running through the University of Minnesota and connecting the cities of St. Paul and Minneapolis, sets the north boundary of the parcel. With this both the campus and popular destinations on the river and in northeast Minneapolis are in close proximity.

A structure was first built on the property at the time the Civil War was nearing its conclusion. Over the past 150 years there have been many additions and different businesses occupying the site culminating in today's use as four-unit student housing. Unfortunately the building has not been well-maintained and over time has deteriorated to the point where renovation and stabilization is not feasible given both safety and cost considerations. Given this, the Minneapolis Historical Preservation Commission recently approved a demolition permit for the current building.

Project Purpose:

The property is zoned R-5 and both the City of Minneapolis Planning Division and Marcy-Holmes Neighborhood Association Land Use committee considers it an ideal location for high density housing. This use is reinforced by the transportation advantages gained from its location on a major bus line and close proximity to a Nice Ride bike station, city sanctioned walking and biking corridors, and Interstate 35W access ramps. At the same time the growing demand for modern apartments as a living option for students, young professionals and traditional home buyers has been well-publicized. Given this, the purpose of this redevelopment project is to leverage demand, a great location and the application of sustainable building practices to create and operate a well-designed apartment building that becomes an exciting new asset for the Marcy-Holmes neighborhood.

Project Vision:

The vision for this redevelopment project is driven by the desire to create an aesthetically appealing building that integrates well into an eclectic neighborhood that includes industrial, commercial and residential structures. The vision is equally influenced by the needs of our target audience: mature university students and/or university graduates transitioning from college to the workplace. Research reveals that these young "Minneapolitans" tend to be connected, health-minded and thrifty and they highly value a living experience that supports these qualities.

With this in mind, our vision is built around:

1. A prime location with high Walk, Bike and Transit scores (www.walkscore.com)
2. Compact, professionally designed and furnished units that "live large"
3. High-tech environment promoting comfortable, sustainable and connected living

General Description:

Hupp Holdings LLC is proposing to redevelop the property at 628 University SE. The 11,060 square foot site currently accommodates an aged, four-unit student housing building along with surface parking. The existing building will be demolished and the site redeveloped with a new, four-story structure with underground parking. This will result in approximately 39 apartments (studios and one/two bedrooms), 53 bedrooms and 25 parking stalls. Plans are to demolish the existing building in the fall of 2013 and have the new building ready for occupancy in August 2014.

The main residential entrance to the building will be located off University Avenue SE and the underground parking entrance will be off 7th Avenue. The building will be serviced by one elevator and two stairways and will include a common area off the main entrance and a fitness center.

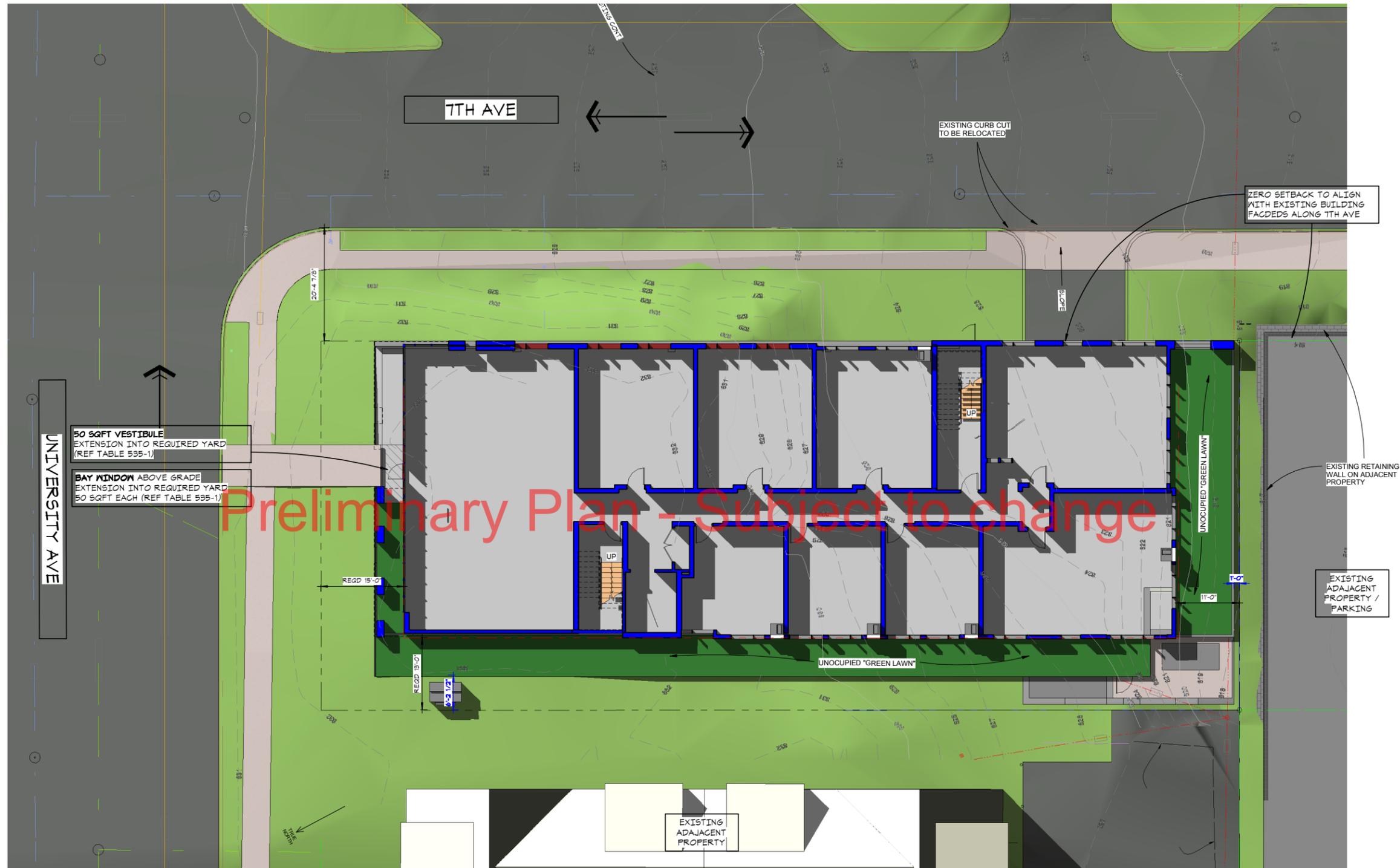
Green and Sustainable Features:

The key sustainability strategy for this project is to leverage its walkability which allows residents to live, work and play without the dependence on daily automobile usage. The development team is committed to the sustainable design principles reflected in the City's comprehensive plan. Our sustainable design mission is to promote livable communities through the use of energy efficient systems, green building practices, reduced dependency on automobiles, creative density, high quality pedestrian and bicycle public realm and preservation of natural resources. This mixed use project will feature a series of green elements including green construction practices, and material specifications, thermal high-efficiency windows and exterior envelope systems, and participation in the Xcel Energy Design Assistance Program.

Specific Sustainable Design Features:

- Energy efficient windows, roof, and walls
- High efficiency heating and cooling
- High efficiency, Energy Star appliances in units
- LED and fluorescent lighting fixtures throughout
- Individually controlled and metered heating and cooling
- Low flow plumbing fixtures to reduce water usage
- Use of recycled content materials
- Use of regional materials
- Use of Low-Emitting Materials (VOC) including adhesives and sealants, paintings and coatings, and carpeting
- Convenient bicycle storage
- Grass on podium surface to improve aesthetics and control rain runoff

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Context View

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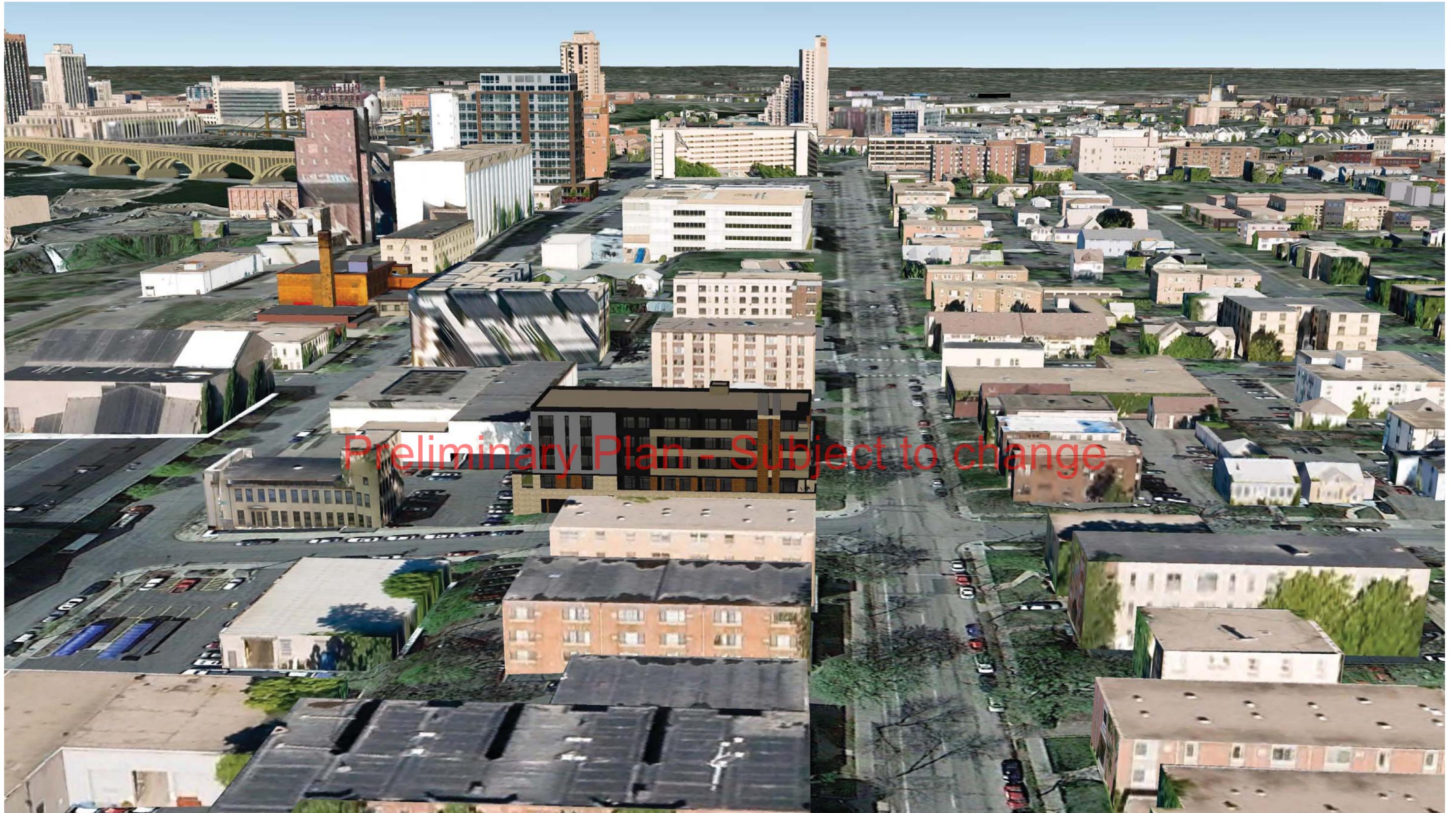
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Context View



Context View

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Context View

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Streetside View



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Midblock View

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Pedestrian View

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Pedestrian View

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esc
elness swenson graham architects inc.

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Mid-block View
Looking East



Pedestrian View

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Pedestrian View

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Pedestrian View

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University Avenue SE
Elevation



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