

MEMORANDUM

TO: City Planning Commission, Committee of the Whole
FROM: [Kimberly Holien](#), Senior City Planner, (612) 673-2402
DATE: August 20, 2015
SUBJECT: 333 Hennepin

The applicant and the Department of Community Planning and Economic Development (CPED) would like to introduce and seek feedback from the City Planning Commission (CPC) on the project proposed at 333 Hennepin Avenue E. This input will be used by the applicant as they prepare formal applications. The attached plans include a narrative, site plan, floor plans, elevations and color renderings.

The site is located at the corner of Hennepin Avenue E and 4th Street NE. The site currently contains a US Bank building with a drive-through facility and a large surface parking lot. The existing building will be demolished. The property will be subdivided and the applicant is proposing to develop the south portion of the site.

The applicant is proposing a 28-story mixed use building with 6,000 square feet of ground floor commercial space fronting along Hennepin Avenue E and 260 dwelling units. The site is approximately 32,004 square feet in area (0.75 acres). There are 260 parking stalls proposed within an above-grade parking structure that is incorporated into the building. The building is designed with a six-story base that includes retail, residential units and parking and a 22-story tower. The tower portion is situated on the south portion of the site, activating Hennepin Avenue E and 4th Street NE. The first floor of the building includes retail along Hennepin Avenue E, the residential lobby and amenity space and parking for a new US Bank building proposed to the north. The main residential entrance is located at the corner of Hennepin Avenue E and 4th Street NE. The remainder of the 4th Street NE frontage will include residential amenity space at the ground floor. The parking structure will be screened from Hennepin Avenue E with residential units on all floors and for the first three floors along 4th Street NE. The exposed portions of the parking structure will be screened with an art wall, the details of which are not known at this time. Additional residential amenity space is provided on the seventh floor.

The parking garage will be accessed via a curb cut from 4th Street NE. A second access is proposed through the property to the north. This adjacent property is the site of a proposed US Bank building and parking for the bank is proposed in the first floor of the subject building. In terms of materials, the base of the building will be brick with accent bands of metal panel. The tower portion will be metal panel and glass. As previously noted, the parking structure will be screened with an artistic panel.

The property is zoned C2, Neighborhood Corridor Commercial and contains the PO, Pedestrian Oriented Overlay district. *The Minneapolis Plan for Sustainable Growth* identifies the site as mixed-use on the future land use map. Hennepin Avenue E is a commercial corridor in this location and 4th Street NE

is a community corridor. The site is also within the boundaries of an Activity Center. The project site is within the study area of the Nicollet Island East Bank Neighborhood Small Area Plan. The small area plan is generally supportive of increased density in this location with no height limit, provided buildings comply with the urban design recommendations of the plan. The small area plan outlines the following strategic actions that are relevant to the subject proposal:

- Zone all property on the East Bank portion of the neighborhood C3A to make zoning consistent with the Activity Center designation (see Figure 2-1).
- Support increases in building heights and floor area ratios for buildings providing exceptional streetscapes and site designs. The more exceptional the streetscape and site design, the taller the building and the higher the floor area ratio NIEBNA will support.
- In all new developments, encourage first floor commercial spaces for retail, restaurant or other uses that generate pedestrian traffic and put more “eyes on the street.”

The subject block is identified as a development opportunity site in the small area plan. The plan states that future redevelopment is likely due to the underutilization of this block. Future redevelopment should provide mixed use buildings, with commercial uses on at least the first floor of each building. The proposed height and building massing is generally consistent with the small area plan.

Thus far, the following land use applications have been identified:

- Conditional use permit to increase height in the C2, Neighborhood Corridor Commercial district from 4 stories or 56 feet to 28 stories.
- Variance to increase the maximum floor area ratio in the C2 district from 2.04 to 10.05.
- Site plan review.

In addition to feedback on the required land use applications, staff seeks input from the Planning Commission on the overall massing of the building and the amount and appearance of above-grade parking.

Formal applications have not been submitted at this time. The applicant anticipates attending a public hearing sometime this fall.



August 10, 2015

333 Hennepin

Committee Of The Whole



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PURPOSE + VISION

Mortenson Development, Inc., in cooperation with US Bank, is excited to introduce the 333 Hennepin Project. Intended to replace the fatigued existing bank structure (identified by the neighborhood as an eyesore) and underutilized site with an iconic marker for the neighborhood and city, the 333 Hennepin Project is a vibrant mixed-use development designed with three main components; resident tower, parking structure and a fourth street liner. Once realized, this development will continue the energetic retail corridor and add residents to the neighborhood in an architectural feature that celebrates the place it inhabits.

Programmatically, the development will contain approximately 260 units of market rate apartments with associated amenities, 6,000 square feet of retail space along Hennepin and 4th Avenue, parking for approximately 260 cars.

DESIGN DRIVERS

333 Hennepin offers a premier location at the northwest corner of Hennepin Avenue and 4th Street in northeast Minneapolis. The now one-way streets offer long, framed views of the site and create a powerful opportunity to define this major intersection with an iconic, community development. The site contains approximately two thirds of the existing 333 Hennepin site which is currently home to the heavy and brutal concrete structure that is occupied by US Bank and two smaller tenants who intend to relocate in the area. Active businesses now occupy the other three corners of the intersection creating an opportunity to 'finish' the intersection with an animated, revitalized use. The architecture along Hennepin is very eclectic and varied in height, massing, materials, and expression which have queued the design team to look for contextual tie-ins at the base level.

The Nicollet Island East Bank Neighborhood Association created a taskforce to shape development planning. Three taskforce meetings, two informal discussions with neighborhood representation and a neighborhood board meeting have occurred at the time of this application. Another taskforce meeting is expected to occur prior to the Committee of the Whole discussion.

Four key tenets guide this development toward consistency in the Land Use plan forged by the neighborhood and have emerged from our neighborhood discussions:

- Mixed-use
- Height and density
- Attention to streetscape
- Iconic Art

BUILDING AESTHETIC

Base and tower aesthetics have drawn inspiration from northeast Minneapolis culture. Strong ties to agrarian and industrial related product, commerce, and expression direct the material palette which is currently anticipated to a patina of silvers and warm grays infused with rich browns and oranges that command a contemporary weathered presence.

DESIGN RESPONSE

A six story base consisting contains retail and resident amenity at grade with apartments above. The base height is approximately 75' in response to Tier 1 requirements as indicated in the neighborhood guidelines to maintain an appropriate street to building face ratio. The approach is in direct response to the neighborhood feedback and provides a more activated face along the primary facades of the development.

Along 4th Street, a three-story liner contains residential amenity at level one with two floors of units above to continue the activated street façade and partially conceal the parking structure behind. It also creates a step-down from the corner toward the center of the block to reduce the bulk of the Project mid-block.

The base massing is anticipated to have a regular grid pattern that frames paneled infill to create a rich street texture and continue hints of the eclectic existing street front that contains classical, neo-classical, modern and post-modern forms of architecture. It is intended that this development springboard from the past toward a clean, contemporary tone. Brick, metal panel and glazing are the anticipated materials for these lower levels.

Street appointments of pedestrian scaled amenities are anticipated with planters, benches, lighting, etc. to develop a scale appropriate to the foot traffic in and past the site.

A 6' setback along the street faces occurs above the step back where the tower continues for 22 stories above. The tower breaks physically and visually at the step back with a band of window wall creating a glazed 'belt' that is echoed at the top and infused in frames to create focal points for long and medium range views to the site. Between the glazed portions, a playful expression of punched windows in a field of galvanic greys reflect the movement of the nearby river and iconic feel of a grain elevator.

PARKING AND SERVICE

A connected parking structure is located in-board of the street faced tower base and liner. It consists of 7 levels of parking in split plates beginning ½ level sub-grade. Level one is anticipated to contain 17 shared retail parking stalls with adjacent US Bank which reduced their parking in response to neighborhood concerns of surface parking intended for that site. The parking structure is accessed off of 4th Street toward the center of the block. Resident and Retail parking, deliveries, service and a by-pass lane for the adjacent bank site are integrated into two lanes of traffic. Exposed edges of the ramp are identified as an opportunity to provide large format iconic art which will be conducted through a process led by the development team and involving the local arts community.

260 Residential Units

243 Residential Parking Stalls

6000SF Retail

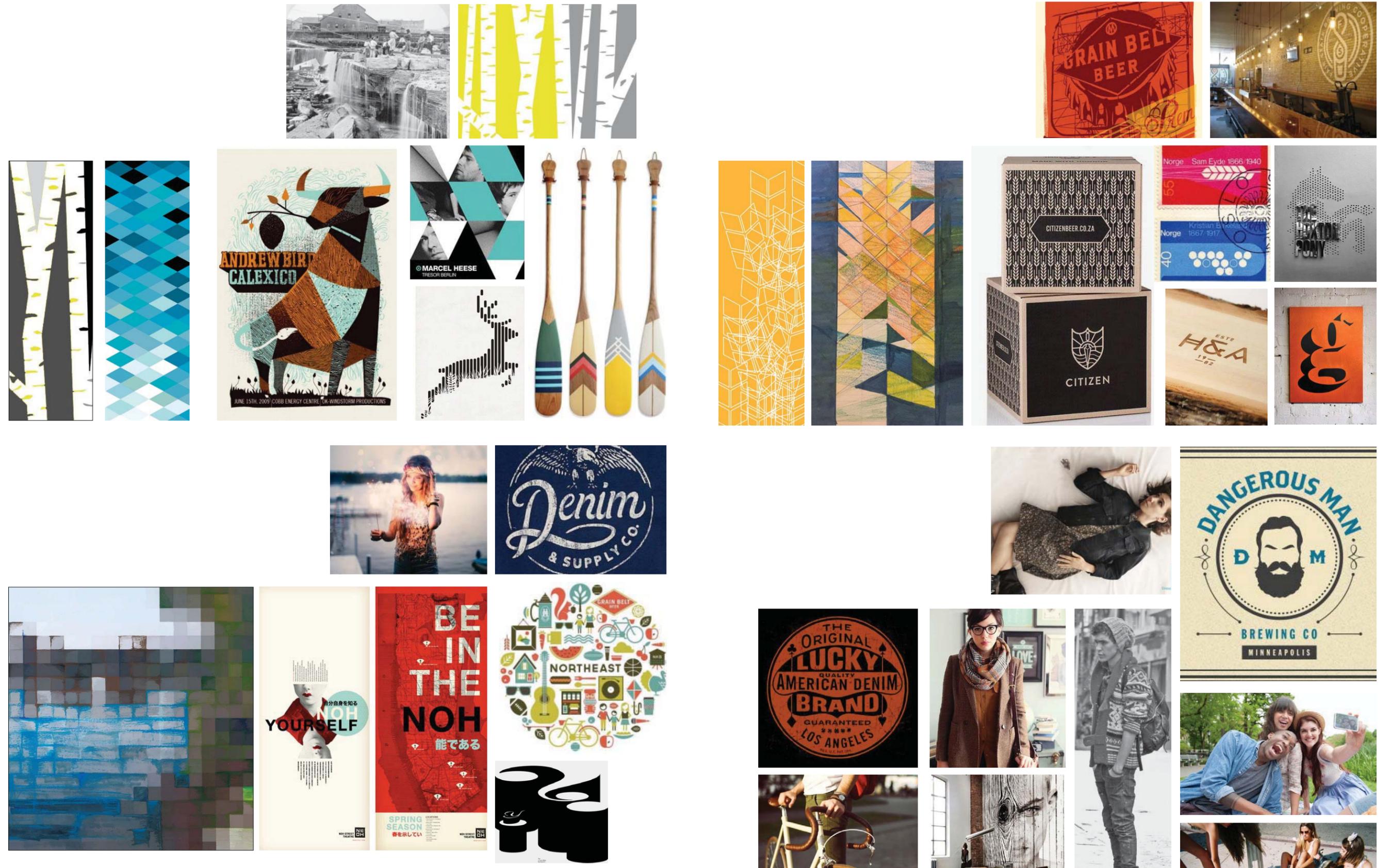
17 Retail Parking Stalls

28 Stories





PROJECT DRIVERS



IEWS TO SITE



NW on 4th



NW on 4th



NW from SE Corner of 4th and Hennepin



W on Hennepin from 5th and Hennepin



W on 1st Avenue NE from 5th and 1st



SW from NE Corner of 4th and 1st



SE from NW Corner of 1st and University



NE from SW Corner of Hennepin and University

IEWS FROM SITE

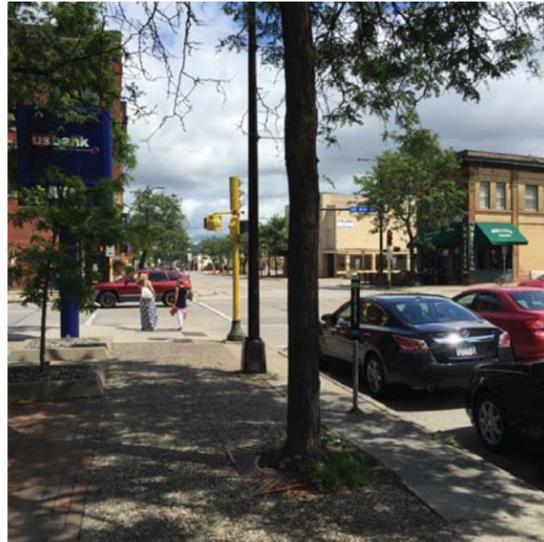
1st Avenue NE



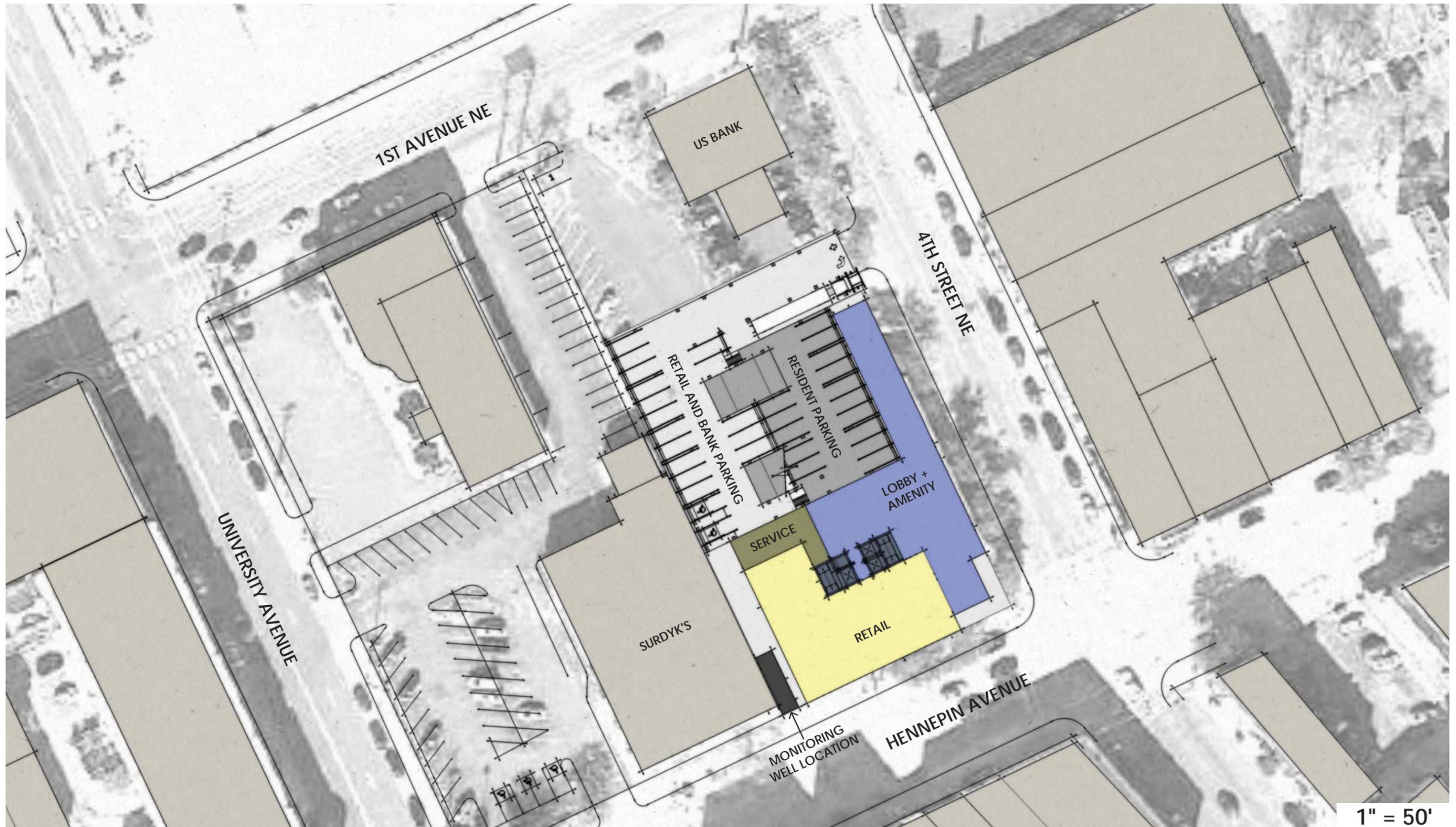
4th Street NE



Hennepin Avenue

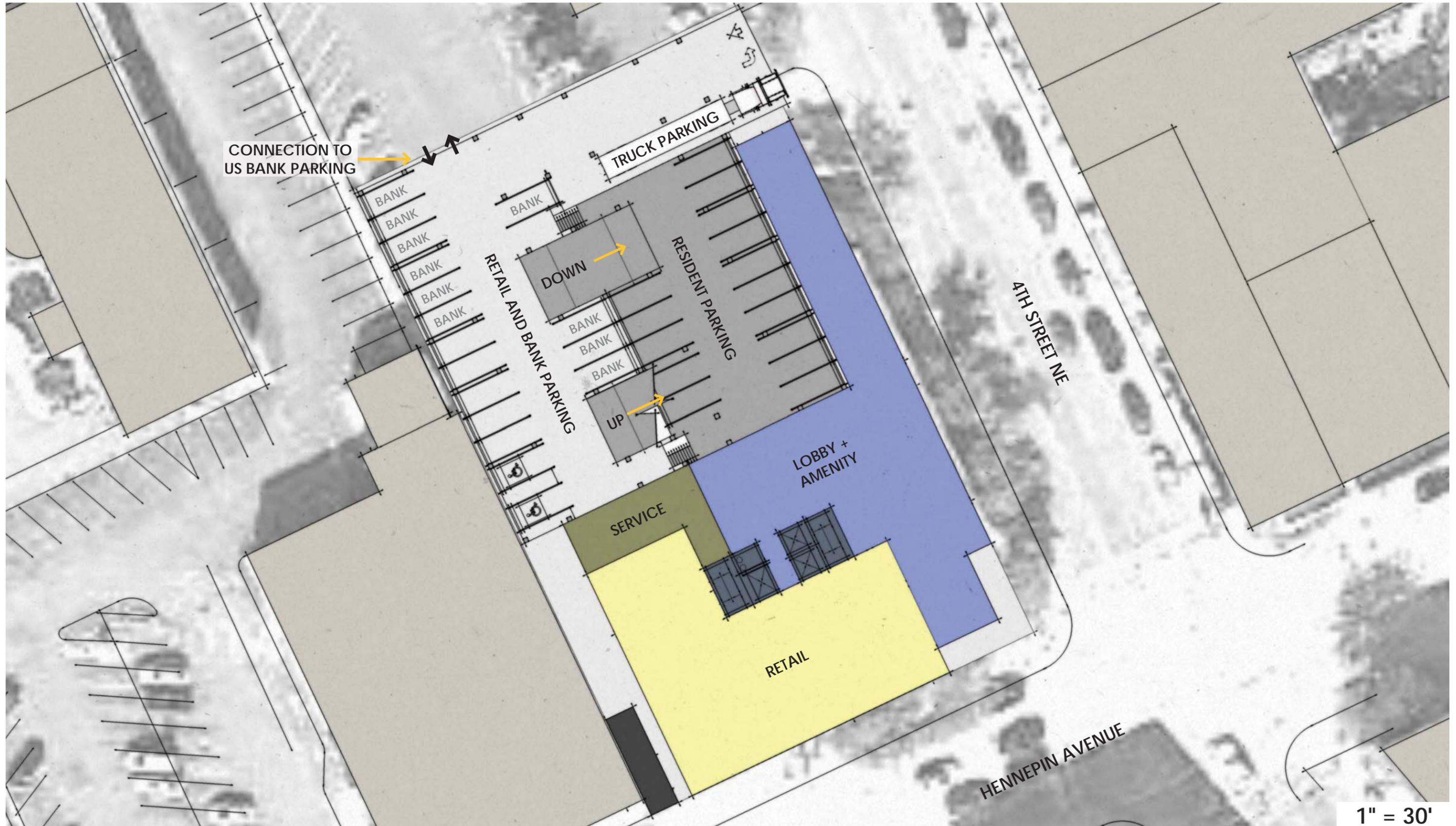


SITE PLAN DIAGRAM

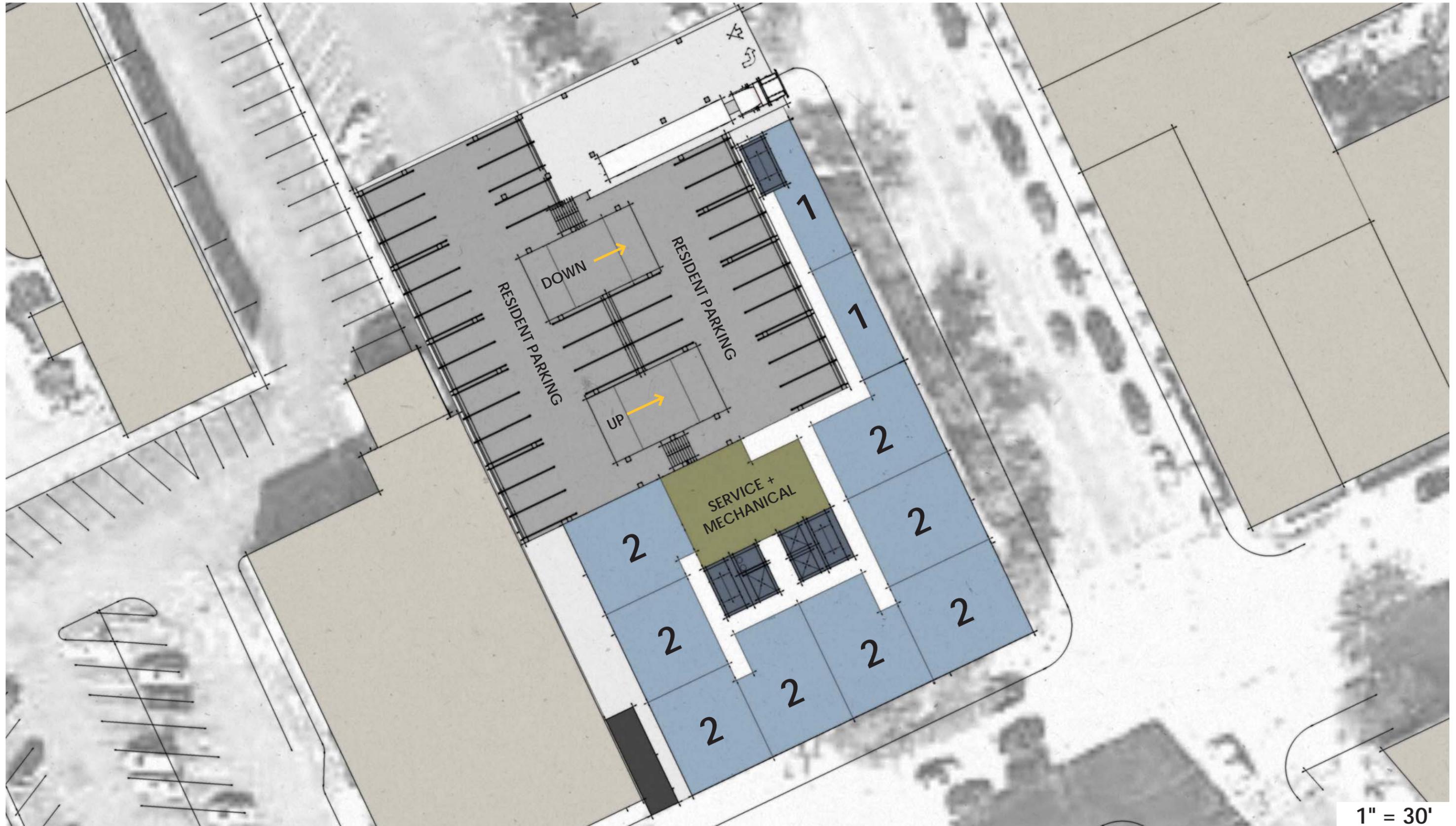


1" = 50'

LEVEL 1 PLAN DIAGRAM

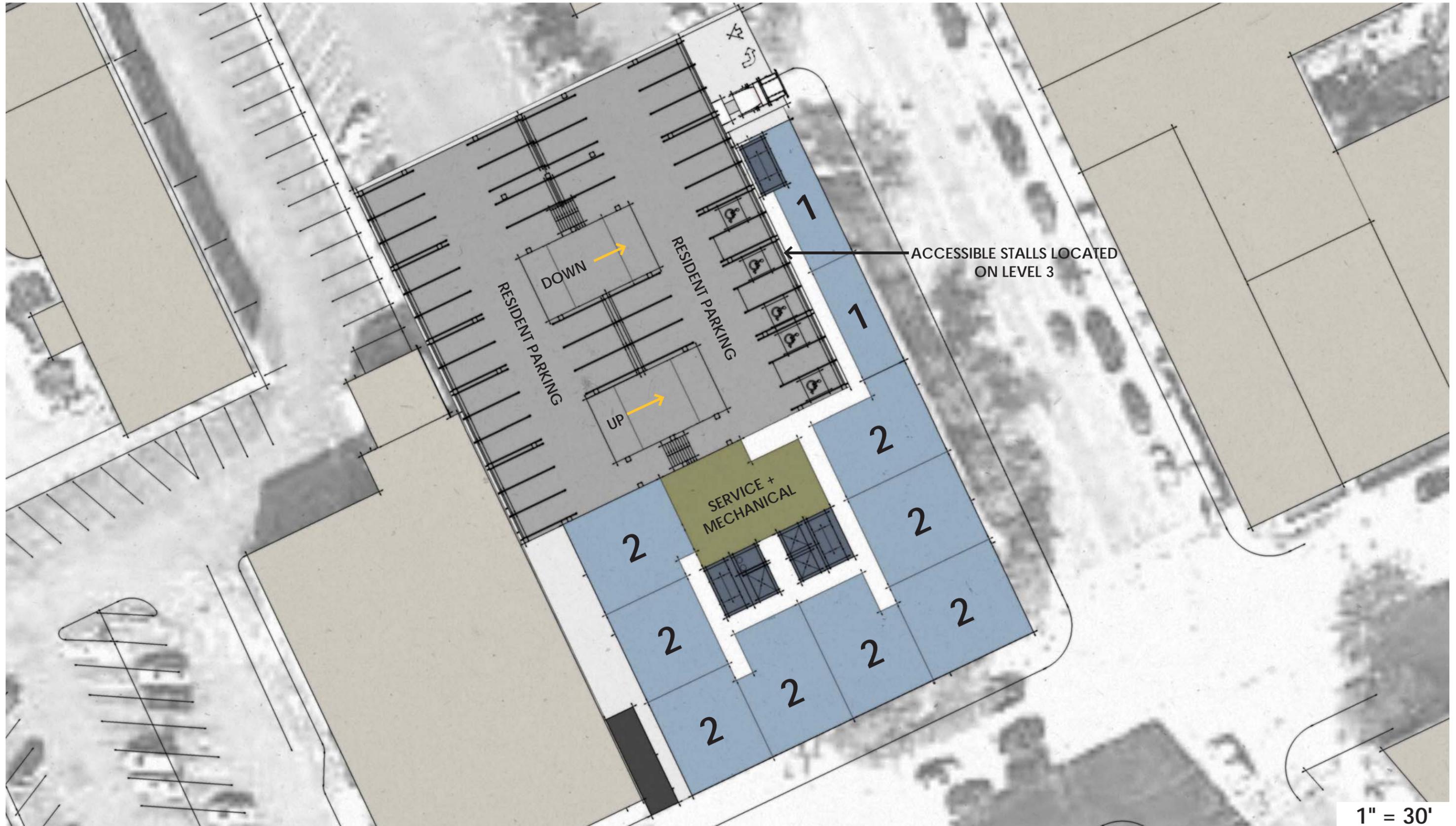


LEVEL 2 PLAN DIAGRAM



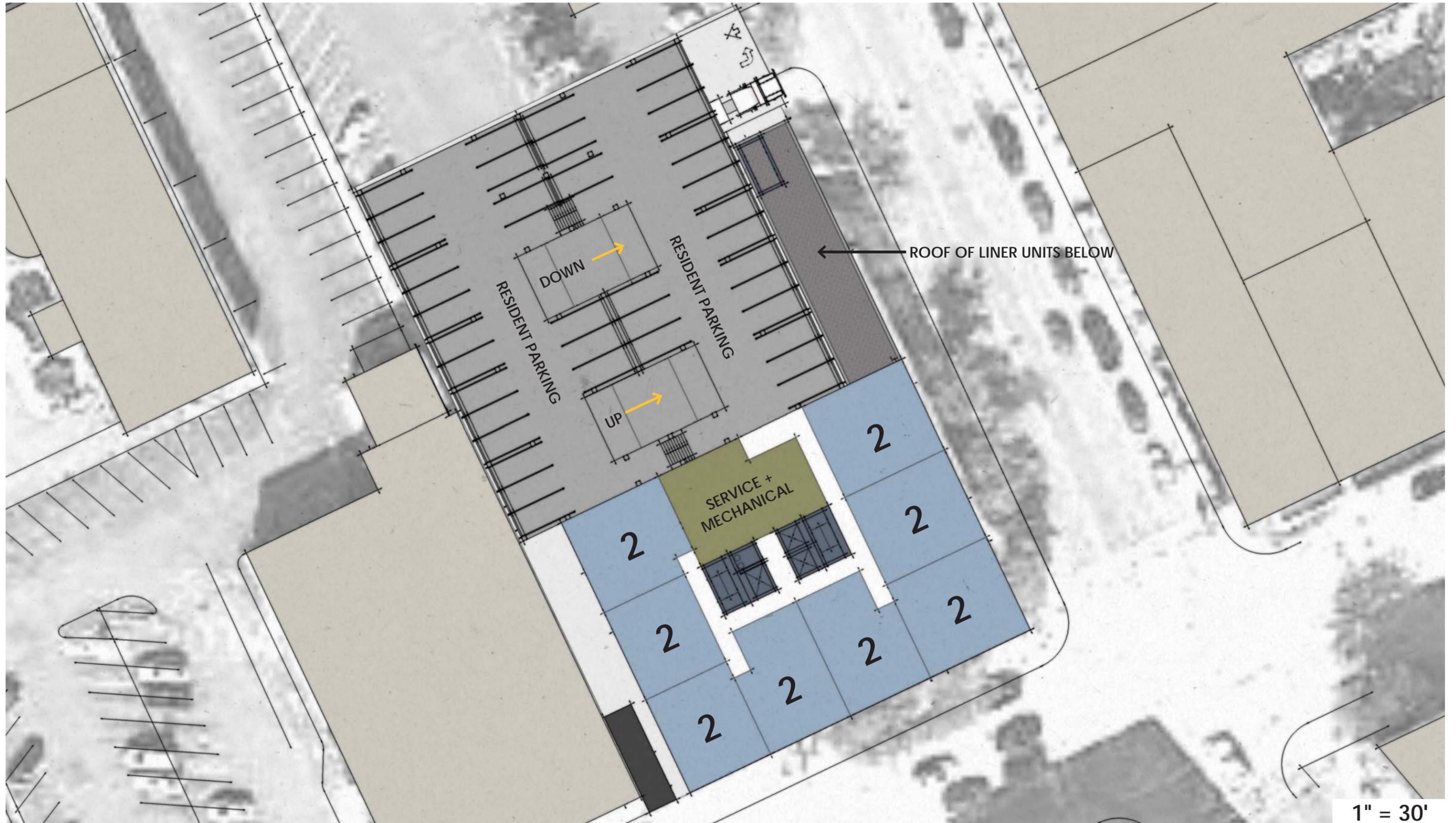
1" = 30'

LEVEL 3 PLAN DIAGRAM



1" = 30'

LEVEL 4-6 PLAN DIAGRAM

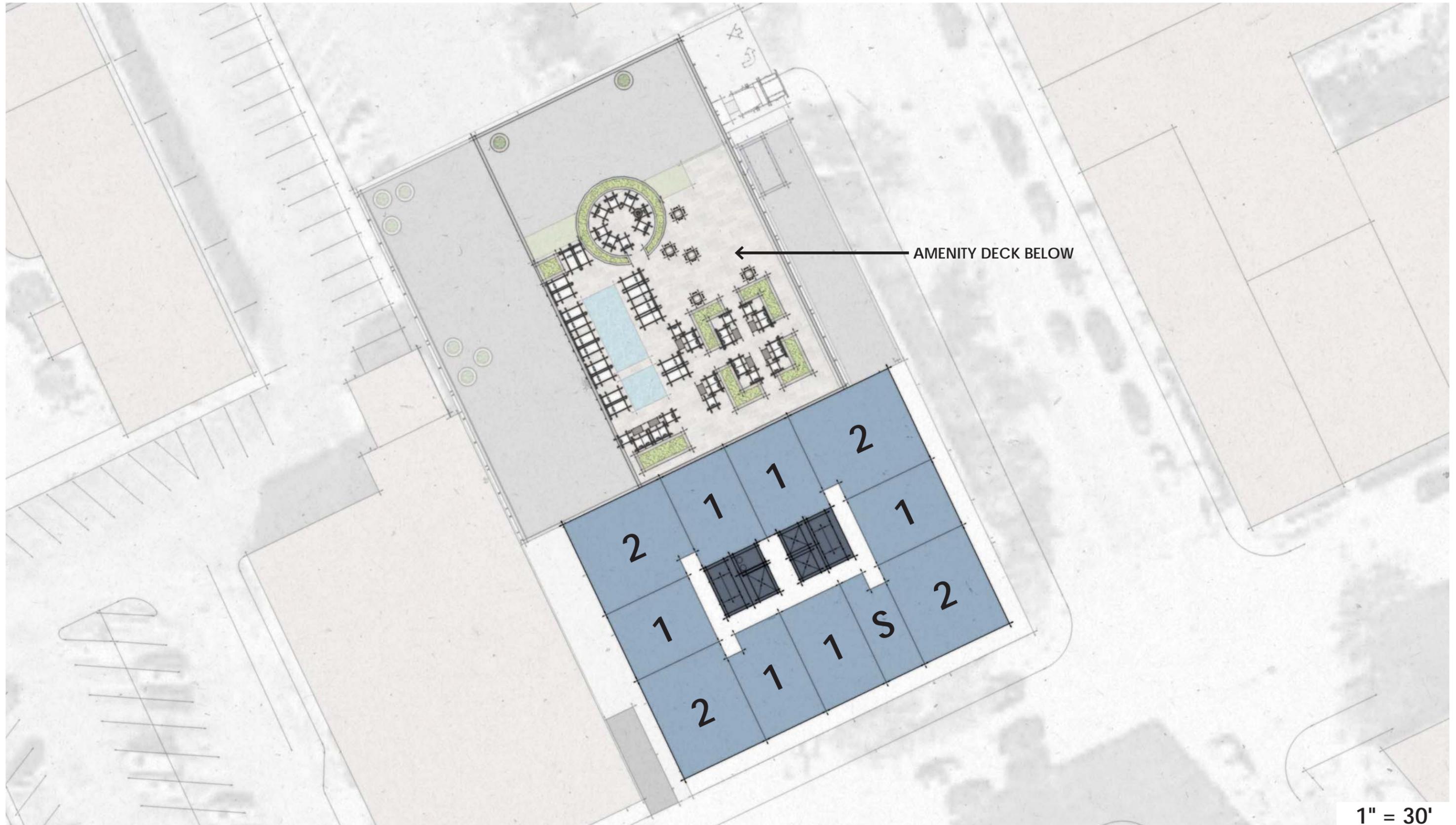


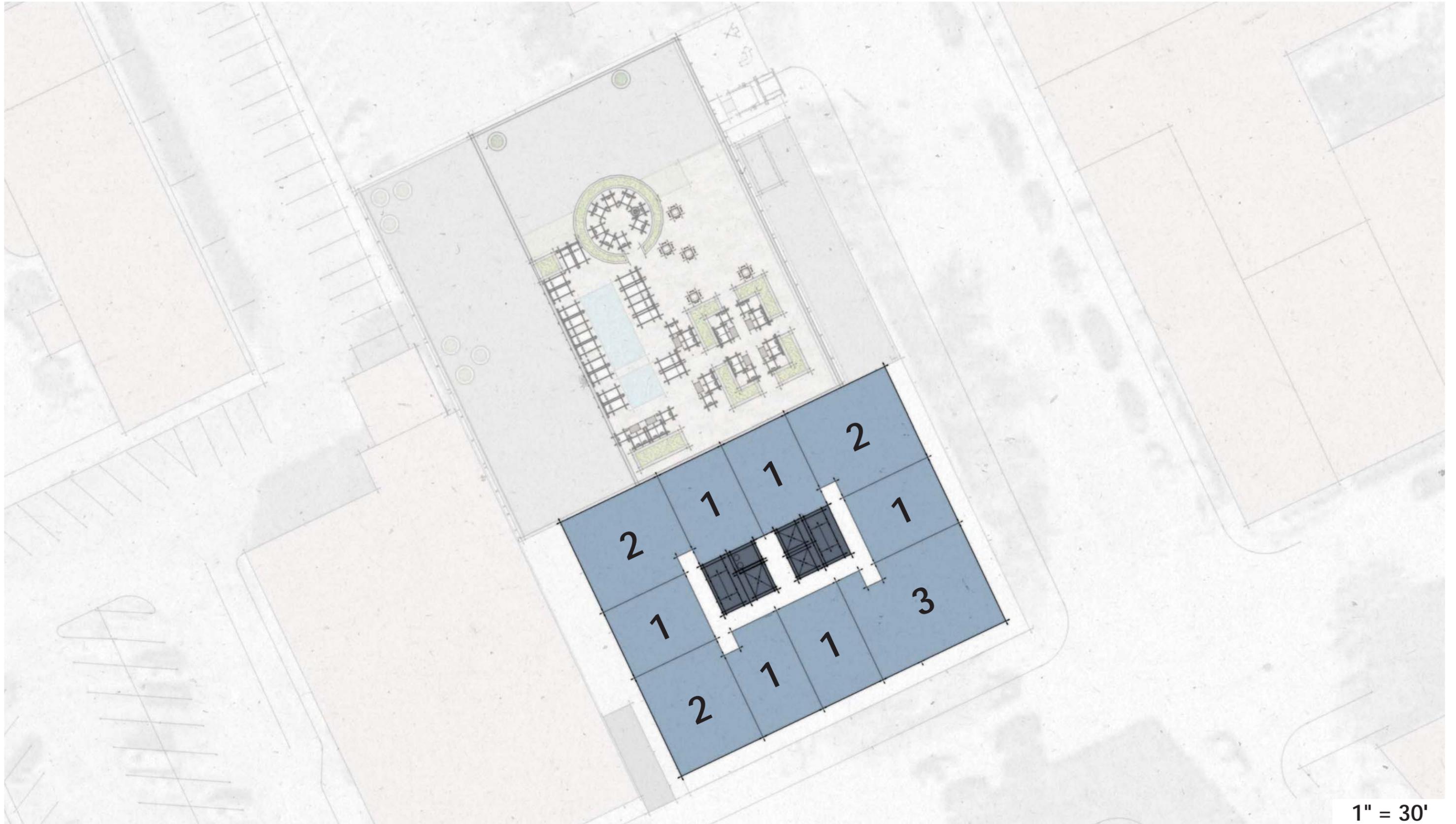
1" = 30'

LEVEL 7 PLAN DIAGRAM

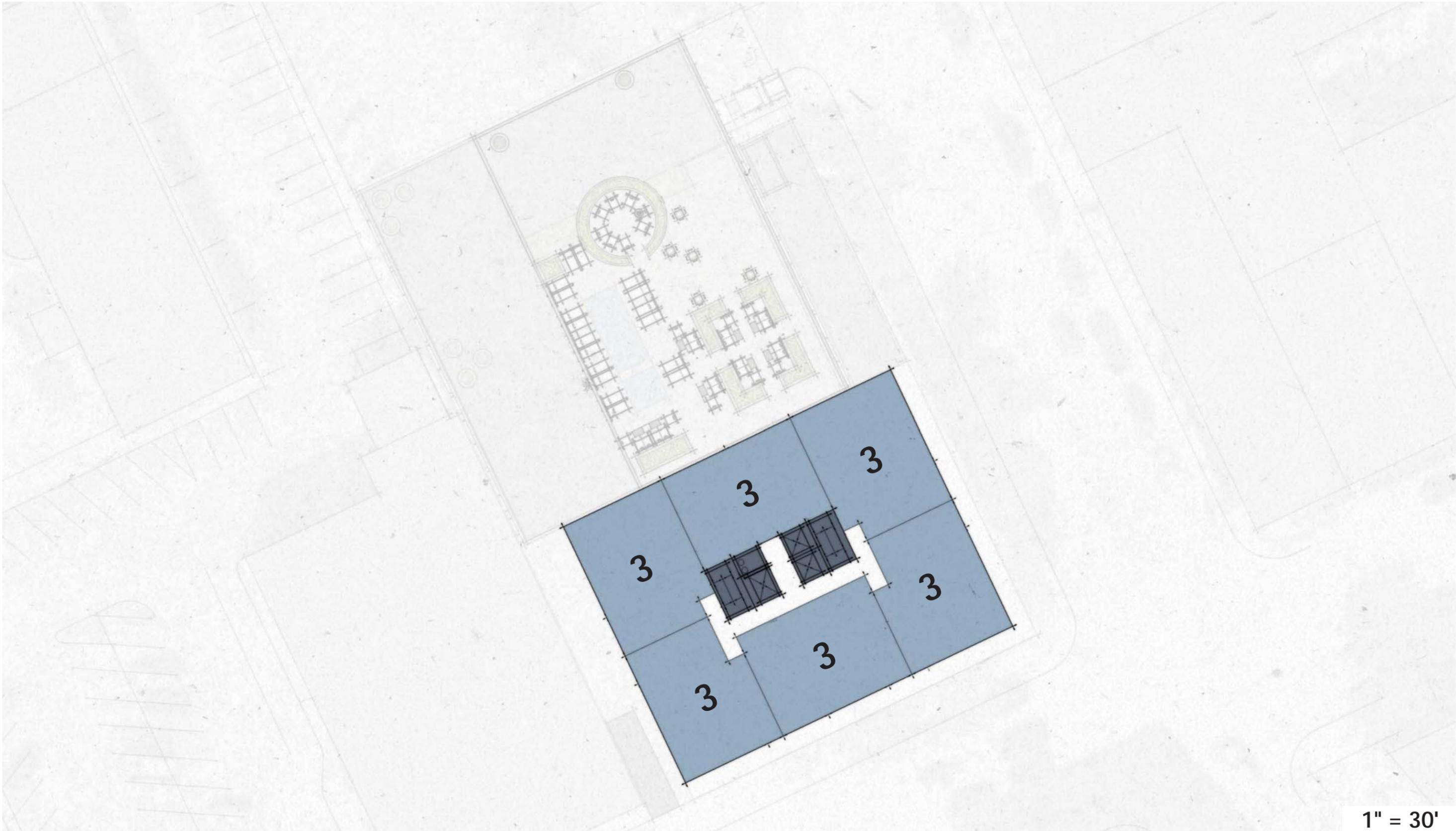


LEVEL 8-16 PLAN DIAGRAM



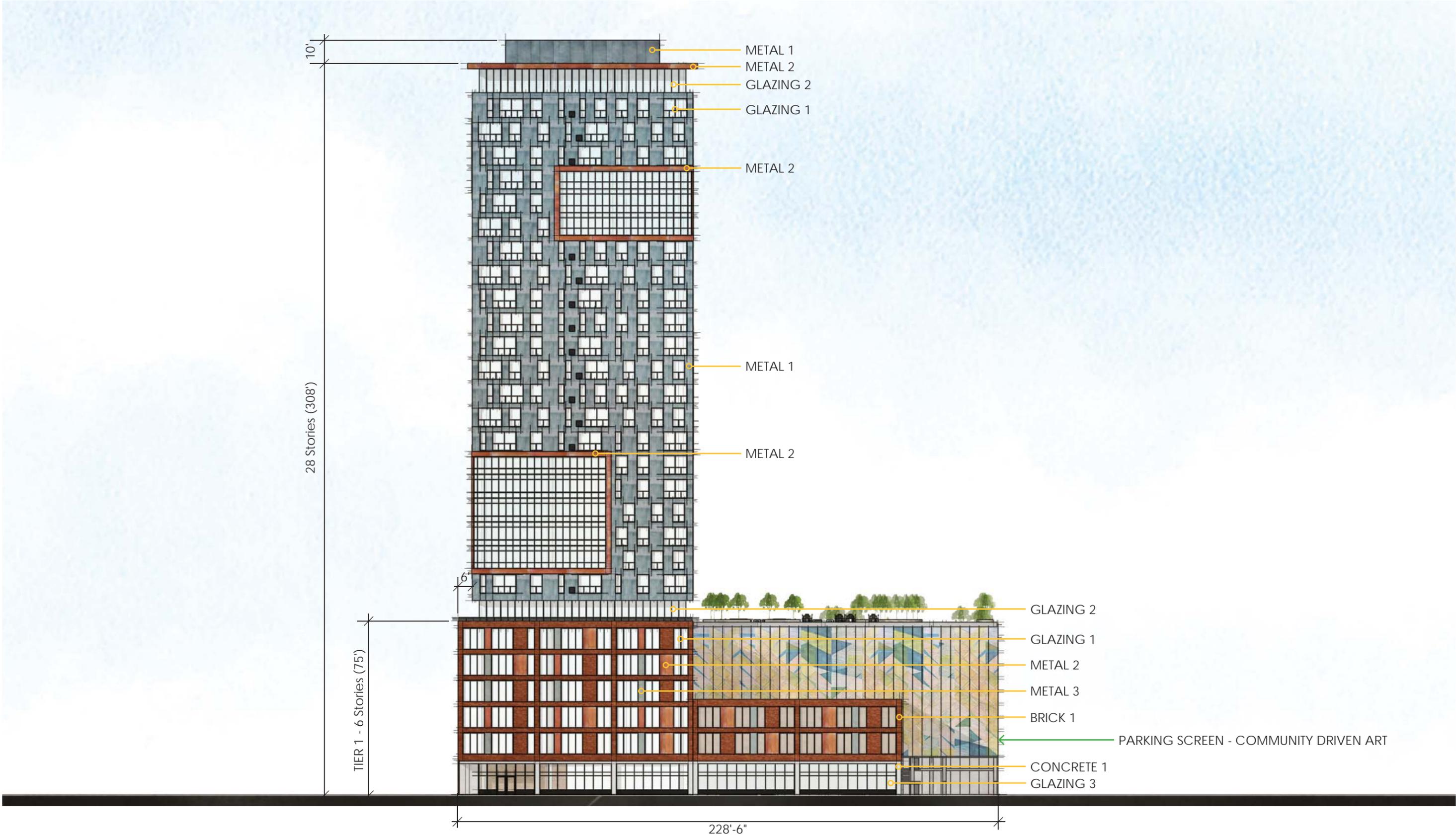


1" = 30'

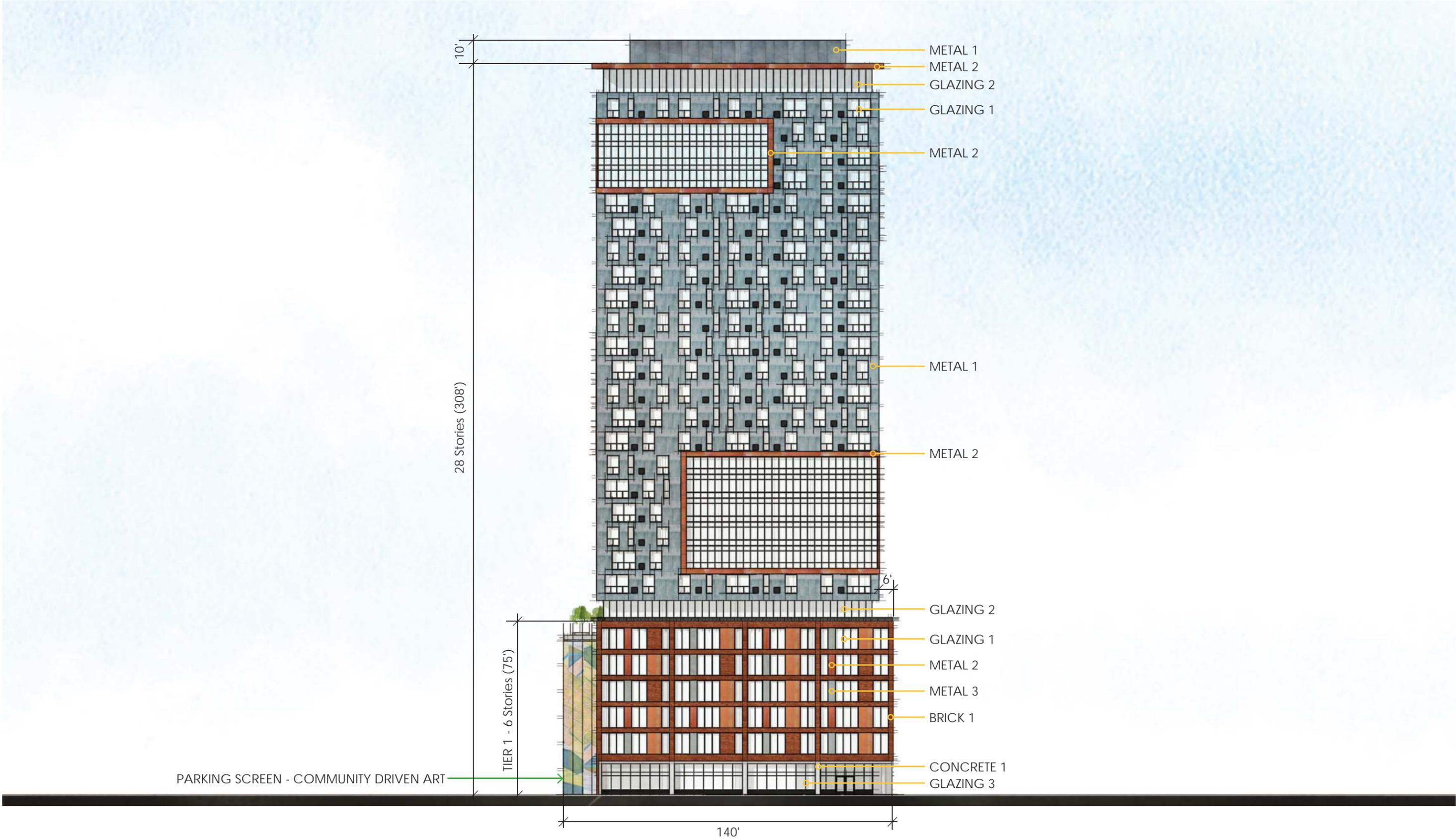


1" = 30'

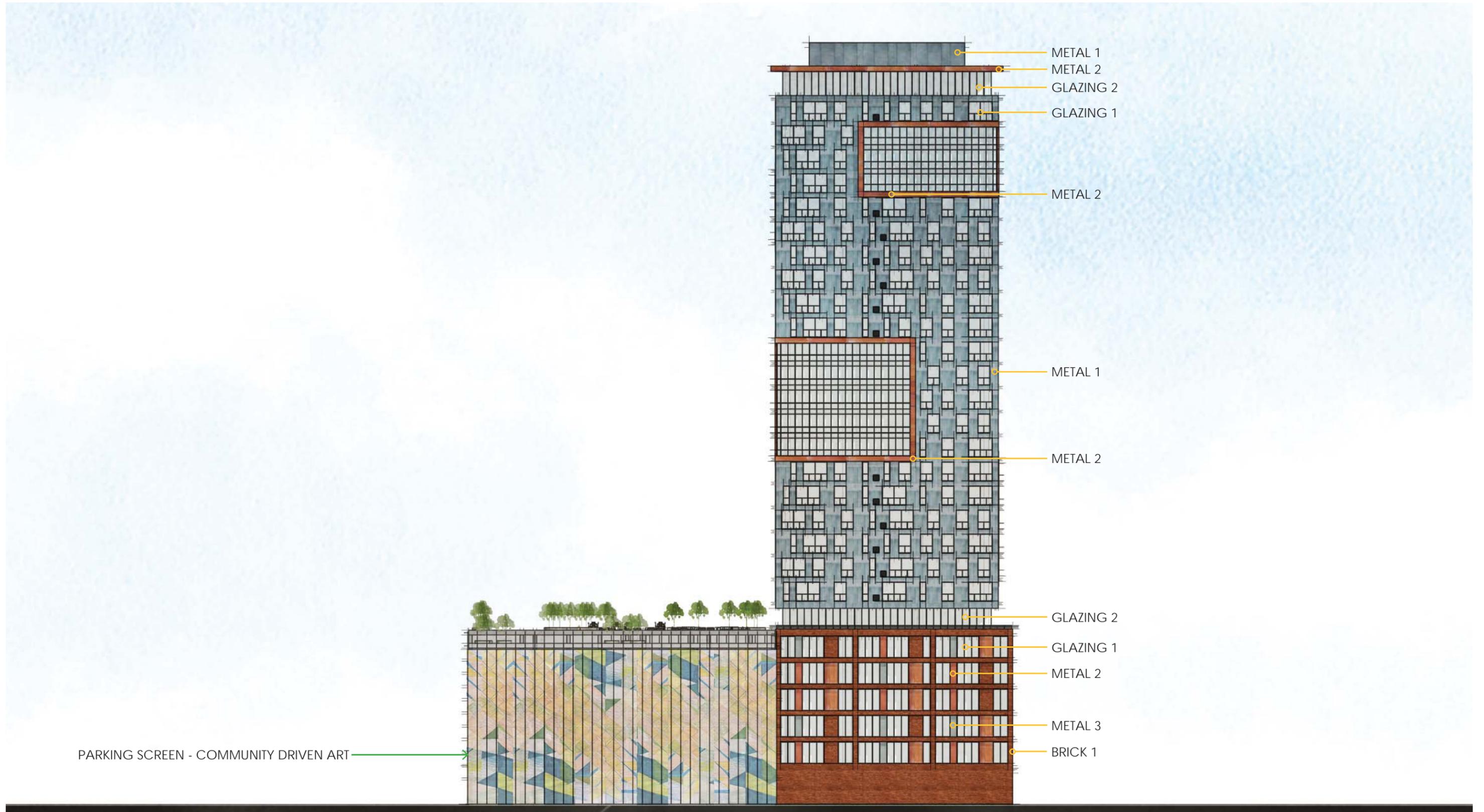
CONCEPT ELEVATION - EAST (4TH STREET NE)



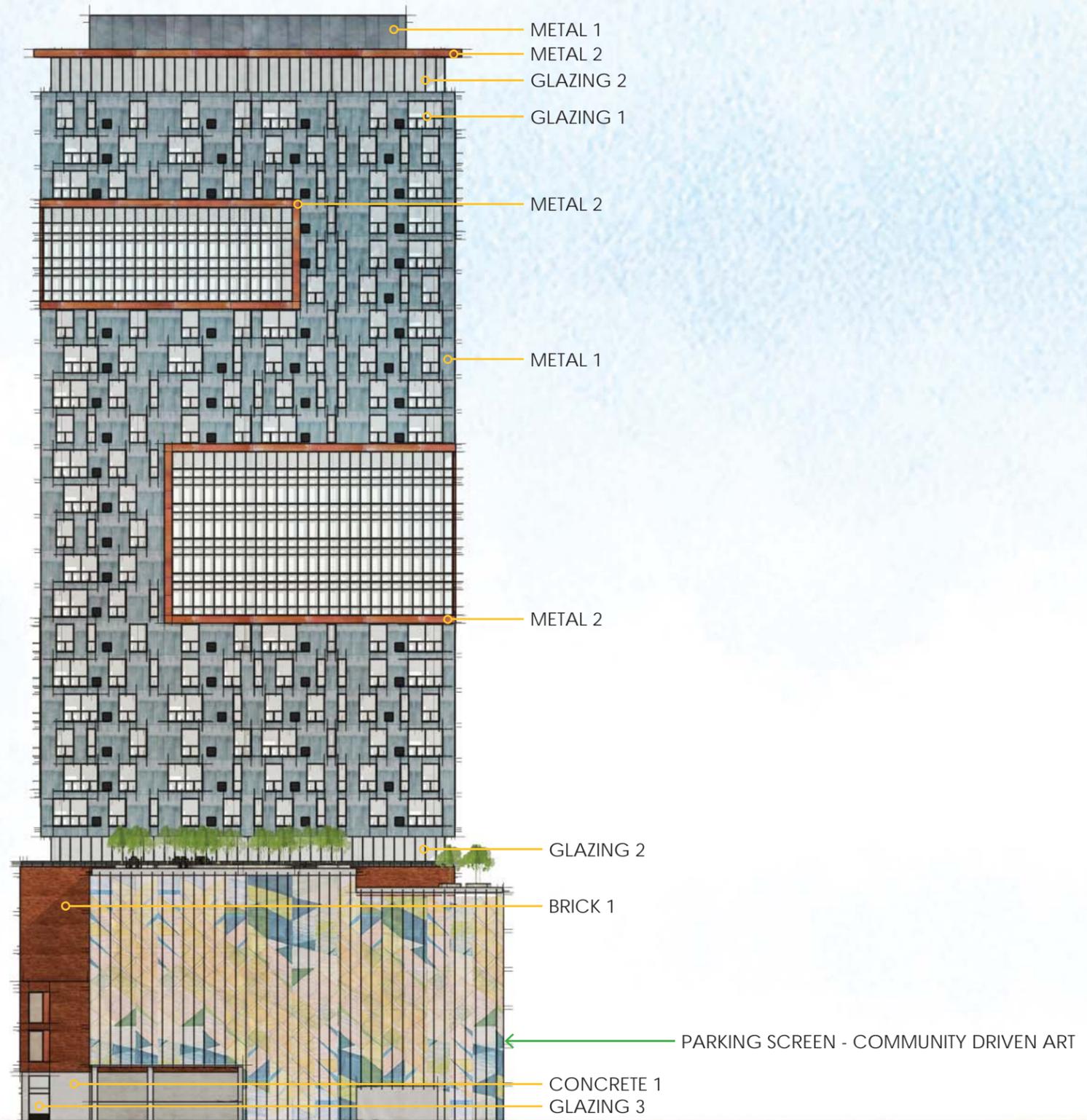
CONCEPT ELEVATION - SOUTH (HENNEPIN)



CONCEPT ELEVATION - WEST (UNIVERSITY)



CONCEPT ELEVATION - NORTH (1ST AVENUE NE)



CONCEPT RENDERING - CORNER OF 4TH AND HENNEPIN







