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**LAND USE APPLICATION SUMMARY**

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*Property Location:* 1320 Lagoon Avenue, 1350 Lagoon Avenue and 2900 Fremont Avenue South  
*Project Name:* MoZaic Phase III  
*Prepared By:* Hilary Dvorak, Principal City Planner, (612) 673-2639  
*Applicant:* The Ackerberg Group  
*Project Contact:* Marc Basara  
*Request:* To add signs to the building and site  
*Required Applications:*

<b>Conditional Use Permit for a Planned Unit Development</b>	For a modification of a Planned Unit Development to allow a master sign plan.
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**SITE DATA**

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<b>Existing Zoning</b>	C3A Commercial Activity Center District PO Pedestrian Oriented Overlay District
<b>Lot Area</b>	109,212 square feet / 2.5 acres
<b>Ward(s)</b>	10
<b>Neighborhood(s)</b>	Lowry Hill East
<b>Designated Future Land Use</b>	Mixed Use
<b>Land Use Features</b>	Activity Center (Uptown) Commercial Corridor (Lagoon Avenue, West Lake Street one block south and Hennepin Avenue one block west)
<b>Small Area Plan(s)</b>	<u>Midtown Greenway Land Use and Development Plan</u> (2004) <u>Uptown Small Area Plan</u> (2011)

Date Application Deemed Complete	July 2, 2018	Date Extension Letter Sent	August 3, 2018
End of 60-Day Decision Period	August 31, 2018	End of 120-Day Decision Period	October 30, 2018

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## BACKGROUND

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**SITE DESCRIPTION AND PRESENT USE.** The property occupies the majority of the block bounded by Lagoon Avenue, Hennepin Avenue, The Midtown Greenway and Fremont Avenue South. The western portion of the site is occupied by a mixed-use building including ground level commercial space, structured parking and office space. There is also a movie theater on the southern portion of the site. Phase III of the Planned Unit Development, a new 198,000 square foot office building with ground floor commercial space and one level of underground parking, is currently being constructed on the eastern portion of the property.

**SURROUNDING PROPERTIES AND NEIGHBORHOOD.** The site is surrounded by a variety of commercial uses, high-density residential properties and the Midtown Greenway. The site is located in the Lowry Hill East neighborhood.

**PROJECT DESCRIPTION.** The applicant is in the process of constructing the third phase of the Planned Unit Development (PUD) on the site that includes a new 198,000 square foot office building with ground floor commercial space and one level of underground parking. The proposed parking area would connect to the existing parking ramp below ground.

At this time the applicant is seeking approvals for a master sign plan that includes 17 wall signs, three projecting signs and one freestanding sign. The applicant is seeking exceptions to the sign regulations in Chapter 543, On-Premise Signs through the planned unit development. The applicant is proposing five amenity points for these exceptions to the zoning code.

In the C3A Commercial Activity Center District there can be one-and-a-half square feet of signage for every one foot of primary building wall. However, if there is a freestanding sign on the zoning lot then signage is limited to one square foot for every one foot of primary building wall. There is currently a freestanding sign on the zoning lot. By definition, a primary building wall is an exterior building wall that faces a street or an exterior building wall that faces an on-site accessory parking area. For this phase of the development, the only primary building wall is the elevation of the building that faces Fremont Avenue South. The applicant is proposing to have signage on the elevations of the building facing Fremont Avenue South, the Midtown Greenway and the on-site plaza.

The length of the Fremont Avenue South elevation is 158 feet and the applicant is proposing 212 square feet of signage on this elevation. The length of the Midtown Greenway elevation is 237 feet and the applicant is proposing 58 square feet of signage on this elevation. And, the length of the elevation that faces the on-site plaza is 158 feet and the applicant is proposing 281 square feet of signage on this elevation. Because the Midtown Greenway and the elevation facing the on-site plaza are not primary building walls, the zoning code would allow zero square feet of signage as-of-right on these two elevations.

In the C3A Commercial Activity Center District wall signs are limited to 180 square feet in size. Projecting signs are limited to 48 square feet in size and shall not extend outward from the building more than four feet. There is no height limitation for either wall signs or projecting signs. Freestanding monument signs are limited to 80 square feet in size and can be no taller than 8 feet. The zoning code limits the number of freestanding signs on a zoning lot to one. Backlit signs are prohibited. Further the PO Overlay District prohibits pole signs, backlit awning and canopy signs as well as backlit insertable panel projecting signs. All of the signs meet the dimensional requirements of the zoning code except the proposed freestanding sign has an overall height of 14.5 feet. In addition, the applicant is proposing a second freestanding sign on the property; adjacent to the existing freestanding sign along Lagoon Avenue.

This item was originally scheduled for the July 30, 2018, City Planning Commission hearing. The applicant requested that the item be continued to the August 13, 2018, City Planning Commission hearing in order to reevaluate the freestanding sign proposal. The applicant has requested another continuance to the August 27, 2018, City Planning Commission hearing.

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## RECOMMENDATIONS

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The Department of Community Planning and Economic Development recommends that the City Planning Commission adopt staff findings for the applications by The Ackerberg Group for the properties located at 1320 Lagoon Avenue, 1350 Lagoon Avenue and 2900 Fremont Avenue South:

**A. Conditional Use Permit for a Planned Unit Development.**

Recommended motion: **Continue** the application for a modification of a Planned Unit Development to allow a master sign plan to the August 27, 2018, City Planning Commission hearing.