

ROERS COMPANIES AND SCANNELL PROPERTIES (“SPRC”)

PRUDENTIAL REDEVELOPMENT

PROJECT NARRATIVE

November 19, 2023

Developer:

Scannell Properties: 294 Grove Lane, Suite 140, Wayzata, MN 55391

Roers Companies: Two Carlson Parkway, Suite 400 Plymouth, MN 55447

Together referred to as “SPRC Land Ventures”

Master Site/Civil/Landscape: Kimley-Horn



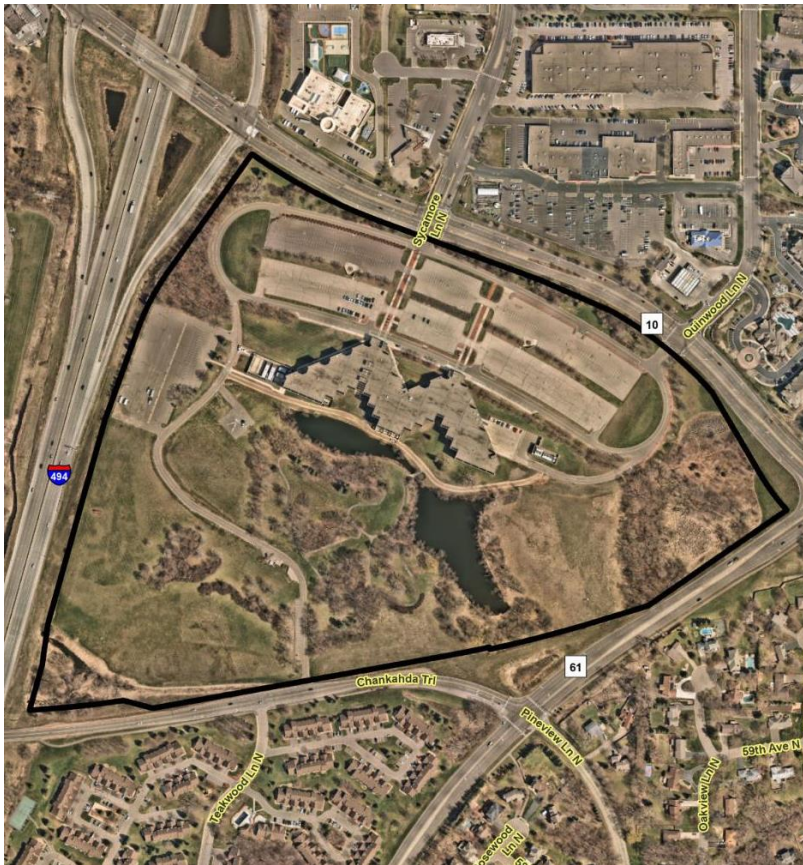
SCANNELL
P R O P E R T I E S



ROERS
C O M P A N I E S

PROJECT LOCATION

SPRC is proposing a redevelopment of the former Prudential Campus located at 13001 Bass Lake Road. Straddling 494 and Bass Lake Road, the 75-acre campus is underutilized and positioned for the creation of a prolific and substantial redevelopment that capitalizes and invites the public into the sanctuary of the park-like setting while bringing new development to live, work, and play.



REQUESTED ACTIONS

- *Preliminary plat approval*
 - The project will include eleven proposed parcels, a public park, and public ROW dedication. The project will be further subdivided as various uses are signed up and come forward with applications.
- *Rezone*
 - The subject property is currently zoned Business Campus (BC) and is guided Commercial Office (CO) in the Comprehensive Plan 2040 Land Use Map. SPRC has previously submitted and received approval from Council for a Comprehensive Plan Amendment to



re-guide from CO to Mixed Use (MXD). Under the current zoning, SPRC will not be able to complete the variety of uses proposed and fulfill the goals of the re-guidance and thus is requesting to rezone to a Planned Unit Development (PUD).

- *Planned Unit Development*

- The PUD will enable flexible zoning for development standards for the variety of uses contemplated at the site including the following:
 - **Density:** Given the nature of a PUD and to provide flexibility, density requirements will be calculated based on the overall master site as opposed to individual project areas.
 - **Building Height:** The allowable building height in the RMF-5 zoning ordinance is at 100' for the principal building. A maximum height of 100' would be appropriate and allow the most flexibility in planning for the multifamily buildings.
 - **Reduced Setbacks:** Setbacks within the RMF-5 zoning ordinance are between 25 and 50 feet depending on the side of the building, which is the most applicable zoning designation to what we are planning for the multifamily buildings. We would look to reducing that to 5 and 15 feet due to the denser nature of the site plan and the adjacency with the commercial component of the greater site.
 - **Reduction to parking requirements and standards:** Current requirements for residential uses are for 1.8 stalls per unit, with one being enclosed for multifamily buildings and 1.5 per unit for senior housing. The 1.5 stalls per unit being applied for all uses would allow for more flexibility in the design and reduce the amount of plaza parking that may be required to hit the correct totals. Retail/commercial uses will be parked at a minimum of a 4.0 parking ratio and office/business campus parking ratios will be parked at a minimum of a 1.5 parking ratio. Lastly, to minimize impervious surfaces, the project will often utilize 9' x 18' parking stalls and 24' minimize drive aisles throughout. In some instances, 20' parking stalls may be utilized for nose-to-nose parking.
 - **A variety in uses:** Permitted uses that include apartment buildings, retail/commercial, business campus, and mixed-use developments would be most desirable.
 - **Exterior Accent Materials:** A more general requirement that allows for durable materials, brick and cast brick, stone and cast stone, metals, and cement board products would allow the most flexibility in design and be appropriate for future exterior design considerations.

FUTURE APPLICATIONS

- Tax Increment Financing
- Individual project applications
- Final Plat

VISION OF PROPOSED PROJECT

Following a collaborative process with City Staff, Council, and stakeholders, and in line with the guidelines in the 2040 plan, the following goals were established for the redevelopment of the project:



Protect and enhance the natural environment.

The mixed-use site will focus on the natural topography of the area and will prioritize keeping the existing grade around the central park and pond area. Buildings shall be integrated with existing grades and prioritize density by building up vertically instead of out horizontally. Developers will work to preserve trees and natural landscape to create a central park and pond area that will serve as a destination and gateway to the site. The pond in the central area of the site will be preserved and enhanced so that the feature is clearly visible. The park will feel open, public, and be open year-round.

Create housing quality and diversity.

The residential housing on site will be attractive, well-constructed, and designed to meet the needs of modern residents. Developers will prioritize diverse housing opportunities for a variety of ages and incomes. This housing is effortlessly integrated to the rest of the site, allowing residents the ability to live, work, gather, and play. An inclusion of affordable housing at or above future City standards through the inclusion of mixed-use projects and the goal of one fully affordable housing project will be prioritized throughout the process. The redevelopment will include 4 – 6 phases of housing and up to approximately 925 units. An emphasis will be put on creating variation in identify between the buildings and create housing opportunities for all. Units will range from studios to 3BR units and projects will feature top of the line amenities. The residential projects will be phased over multiple years as projects are absorbed by the market enabling subsequent phases to proceed.

Protect and enhance convenience and mobility.

The site will focus on walkability, bike-ability, connectivity, and accessibility with designated walking paths designed to connect all portions of the site to persons of all abilities. Future residents and visitors will be able to park in one area and walk, bike, or move freely to other uses throughout the site.

Promote and strengthen economic vitality.

A variety of uses and businesses will be operating on the site. Restaurants, grocery store, retail, and office uses will bring the site to life in addition to residential buildings, creating a true mixed-use ecosystem. The site will cultivate a vibrant business campus to create jobs and foster a culture of wellbeing with the connectivity of the site.

Create a sense of community.

While once a privatized area closed to the public, the site will now feel active, vibrant, and connected. The site shall have an open-space, central plaza area connecting to the central pond feature to create a bustling hub of community and connection. The park area will have programming space for community members of all ages to enjoy.

Buildings designed with intentionality.

Developers should concentrate on the views from Bass Lake Road and have design teams prioritize 4-sided architecture. Landscaping and screening should be used where appropriate. There will be cohesion in design throughout the site that considers the neighborhood, context, and visibility from highways. The buildings and infrastructure on site will be designed to withstand the test of time.

Sustainability/Environmental Considerations

Throughout the site and where appropriate, the projects will incorporate best practice environmental



considerations, such as EV chargers, throughout the construction and development processes.

DEMAND AND ANTICIPATED USES

Beyond the interests of the Developer, the proposed Comprehensive Plan amendment and development will provide many community enhancements. To begin, the proposed development will bring a variety housing options that will accommodate the City's growing population and increase the City's annual tax revenue. To add, the retail, restaurants, and commercial business portions of the site will not only support the proposed on-site housing and nearby residences, but it will also create a variety of jobs to help boost the City's economy and retain members of the community. The proposed development will also create a safer, more desirable community by upgrading and adding necessary public infrastructure components such as sewer & water systems, signal upgrades, and roads.

ARCHITECTURAL DESIGN

Site design

- *Consistent with the guidelines of the MXD designation and requested PUD:*
 - The overall site will not have a single dominant use but will include a mix of uses including public, multifamily, retail/commercial, medical office, and business campus.
 - An emphasis will be placed on mixing uses through a combination of vertical and horizontal development.
 - Pedestrian level improvements and experience through defined walkways, decorative paving materials, lighting, street furniture, and public art will be incorporated throughout.
 - Adequate surfacing parking will be provided to promote the success of the business throughout the development. Surface parking will not dominate the multifamily portions of the site and a portion of parking will be placed beneath buildings in addition to the potential incorporation of a parking ramp with one multifamily building.

Public Plaza/Amenities

- *Purpose:*
 - At the core of the redevelopment is the creation of a mixed-use development that benefits the entire community. In collaboration with the City, the applicant plans to maintain a significant portion of natural greenspace, create a significant number of community gathering areas, centralize a public plaza/gathering space that can be utilized for activities throughout the seasons, and connect all aspects of the development through trails and pedestrian focused connections.
 - The central public plaza will feature design elements such as stamped concrete, pavers, an overlook on the pond, access to parking and the potential parking ramp, seating, programmed and unprogrammed leisure space, opportunities for public art, opportunities for community events/programming, and more.
 - The central hub of the development and the most visible component, a high focus will be placed on thoughtful, high-end design on this space.
 - The space will be a microcosm of the PUD zoning surrounded by commercial,



residential, and public amenity spaces.

- Throughout the planning process, careful consideration has been given to ensure maximizing the number of existing trees that can remain as well as maintaining the natural topography of the site for a public park. Tree preservation will be implemented based on the overall site acreage and mix of uses to ensure targeted areas are preserved while creating adequate green space to plant new trees with each project.

Multifamily

- *Similar Existing Zoning Designation: RMF-5*
- *Exterior Design:*
 - The exterior of the proposed building is residential in character and the exterior materials are a combination of brick, stone accents, large windows, fiber cement board siding (panel and lap) with fiber cement trim banding creates a combination of design features to enhance the adjacent multifamily and commercial buildings. The exterior also features balconies on upper floors and patios on level one, providing private access to the outdoors from the comfortability of their own unit.
 - The building heights will vary from 4 to 6 stories.
 - Building design between projects will be similar and cohesive but each building shall create an individual identity.
 - Elements of this design will comply with screening requirements. The trash is collected within the building and the dumpsters are wheeled out on pick up days so there is no exterior trash enclosure provided. Any visible mechanical equipment will be screened from view by decorative fencing or landscaping.
 - An emphasis will be put on enhanced connections between residents and adjacent uses. Walk up units will create a more vibrant community and amenities will be focused in public areas for visibility and vibrancy.
- *Parking:*
 - The building currently features both surface level and underground parking. The surface level parking allows for residents and guests to come and go in an efficient manner and is convenient when hosting events. Underground parking gives the residents the ability to park their vehicles out of the elements in a more comfortable interior space. The goal will be to enclose/conceal as much parking as possible with surface parking limited to guests and overflow. SPRC is actively exploring the viability of a parking ramp as a part of the commercial/residential parking needs. Additionally, to minimize impervious surfaces, the project will often utilize 9' x 18' parking stalls and 24' minimize drive aisles.
- *Unit/Building Amenities:*
 - The buildings will offer a wide variety of apartment sizes and plans ranging from studios to three-bedroom designs. These homes will include full kitchens, laundry, and ample storage spaces.
 - The common area amenity spaces will be high end and include top of market amenities like mail lounge, package room, coffee lounge, gaming lounge, study rooms, a conference room, golf simulator, outdoor patio, and a fitness center with a kid's room and a yoga/fitness on demand space.



Retail

- *Similar Existing Zoning Designation: C-4*
- *Exterior Design:*
 - The exterior of the proposed buildings shall be constructed of high quality, durable materials and shall have varied detail to create visual interest. Materials shall be cohesive with the overall development and shall include a mix of brick, cast-in brick or stone, composite panels, stucco, decorative block, architectural metals, and glass.
 - The building heights shall not exceed 45 feet.
 - Floor area ratio (FAR) shall not exceed 50%.
 - Pedestrian connectivity shall be provided from each main entrance for safe access to the sidewalks and trails within the proposed public right-of-way.
 - Bike racks shall be provided at each building or in common areas for adjacent buildings with shared access and parking lots.
 - Building design between projects will be similar and cohesive but each building shall create an individual identity.
 - Rooftop units shall be screened from public view from the property lines by way of building parapet or rooftop screening as necessary. A rooftop screening plan shall be submitted with each building design.
 - Trash and recycling bins stored outside the buildings shall require an enclosure that is cohesive with the building.
- *Parking & Loading:*
 - Adequate auto parking shall be provided based on the type of use and shall in no event be less than 4.0 per 1,000 square feet.
 - Loading areas shall be positioned to limit visibility from adjacent buildings and shall be reasonably screened with berms, landscaping or other means.

Business Campus

- *Similar Existing Zoning Designation: BC*
- *Intended Uses:*
 - Office, medical office, light manufacturing, production, laboratory, R&D, and similar uses. Warehousing shall be allowed as an accessory use.
- *Exterior Design:*
 - The exterior of the proposed buildings shall be constructed of high quality, durable materials and shall have varied detail to create visual interest. Materials shall be cohesive with the overall development and shall include a mix of brick, cast-in brick or stone, composite panels, precast concrete, architectural metals, and glass. Precast concrete shall include reveals, change-in color or texture, or other design enhancements and shall be paired with other accent materials to create scale. Large exterior walls shall include horizontal and vertical articulation.
 - The building heights shall not exceed 50 feet except for office which shall not exceed five stories.
 - Floor area ratio (FAR) shall not exceed 50%.
 - Pedestrian connectivity shall be provided from each main entrance for safe access to the sidewalks and trails within the proposed public right-of-way.



- Bike racks shall be provided at each building.
- Building design between projects will be similar and cohesive but each building shall create an individual identity.
- Rooftop units shall be screened from public view from the property lines by way of building parapet or rooftop screening as necessary. A rooftop screening plan shall be submitted with each building design.
- Trash and recycling bins stored outside the buildings shall require an enclosure that is cohesive with the building.
- *Parking & Loading:*
 - Adequate auto parking shall be provided based on the type of use and shall in no event be less than 1.5 per 1,000 square feet.
 - Loading areas shall be positioned to limit visibility from adjacent buildings and shall be reasonably screened with berms, landscaping or other means.
- *Building Amenities:*
 - Outdoor seating and break areas shall be encouraged.
 - Buildings with a footprint greater than 50,000 square feet shall be designed to be solar ready.
 - Electrical vehicle charging stations or provisions for future EV shall be provided.

CONCLUSION

In conclusion, the master redevelopment is a vision of a sustainable, vibrant, and thriving community that will be destination for years to come. It is a testament to the possibilities that arise when thoughtful urban planning, environmental consciousness, and community collaboration converge.

