



July 28, 2015

City of Bloomington
Community Development
Planning & Economic Development
1800 W. Old Shakopee Road
Bloomington, MN 55431

Re: Lupient Chevrolet
1601 Southtown Drive
Bloomington, MN

Dear Mr. Schmidt:

We are pleased to provide this Narrative for the Lupient Chevrolet Facility for the proposed addition of the Photo and Detail Bay, and the removal of the existing used car building.

Bloomington Southtown Properties, LLC ("Lupient"), the owner of the property located at 1601 Southtown Drive, Bloomington, Minnesota (the "Property") requests the Development Review Committee's approval and recommendation of approval to the City Council of a minor revision to final site and building plans to allow a modification to the Property as further set forth below. Lupient has owned and operated the Property as an auto dealership for decades. Lupient has worked extensively with the City Council and Staff over the last year and a half in the City's rezoning of the Property to incorporate the high-density transit-oriented concepts of the Penn American District Plan in the future development of the Property. Lupient has met with City staff specifically about the project for which this development application is submitted. As described below, the proposed modification to the Property satisfies the Code's requirements for altering an existing auto dealership in the Penn American District as well as the requirements for a minor revision to final site and building plans. The following is a brief narrative of Lupient's current site design as shown in the related site plan.

Project Overview

The site consists of approximately 4.48 acres located at the intersection of Southtown Drive and American Boulevard West, southwest of the I-35W and I-494 Interchange. Current improvements on the site consist of a 42,950 sq. ft. building (the "Building"), which encloses the dealership's showroom, auto repair facilities, and offices, an approximately 911 sq. ft. accessory structure for used-car sales, and a parking area used for customer parking and display and storage of inventory. The project consists of: 1) the construction of a one-story 1,785 sq. ft. addition to the southwest side of the Building, which will house a photo-booth

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and detailing bay that will be used to clean and photograph motor vehicles for online marketing of Lupient's inventory; 2) the removal of the accessory structure located to the north of the Building; and 3) related site improvements.

Regarding the design and development standards, the addition would be constructed of concrete masonry units with an exterior finish of stucco to match the existing building (white). The existing floor area ratio (“FAR”) of the Property is approximately .287; the FAR with the addition will be .291. The site improvements include a minor reconfiguration of the parking area with the removal of fourteen (14) parking spaces to accommodate the building addition and the addition of eighteen (18) parking spaces to replace the demolished used car sales building, resulting in a net increase of four (4) spaces. In addition, Lupient plans to add two shade trees (maple) or other allowed shade tree species and five bushes (spirea).

The property is located in the C-4 Freeway Office zoning district. The existing use for the Property is “Motor Vehicle Sales”, which is permitted in the C-4 zoning district. The proposed use of the Property after the modification to the Building will continue to be Motor Vehicle Sales. The nature of motor vehicle sales has evolved over the past few years such that more customers are searching online for motor vehicles prior to traveling to the actual dealership. After conducting their independent research on various vehicles, customers generally travel to the actual dealership to purchase the motor vehicle. In response, many new dealerships have incorporated an auto-detailing/photo-booth area within the dealerships in order to clean and photograph vehicles for their web-based marketing. Lupient's photo-booth and detailing bay would be located in the addition and would be used exclusively by Lupient. No portion of the photo-booth or detailing bay would be open to the general public. The addition of the photo-booth and detailing bay would result in the addition of approximately five (5) to seven (7) full-time jobs to the dealership and would increase the number of visitors to the site.

Approvals

The project requires an approval for a minor revision to final site and building plans. The required floor area ratio of existing auto dealerships within a quarter mile of the intersection of Knox Avenue and American Boulevard is .6. Because the proposed modification does not bring the Property to the required .6 FAR, the project requires the City Council to make the following three findings to approve the lower FAR: 1) the proposed modifications do not increase the proportion of land area devoted to passive uses (outdoor auto storage or display, parking, etc.) relative to the land area devoted to active uses (showroom, office, service, parts, indoor auto storage or display, etc.); 2) the proposed modifications will result in an increase in on site activity; and 3) the proposed modifications will substantially advance any applicable zoning ordinance provisions for building placement,

parking placement, streetscape enhancement, building design, building height, landscaping, and other related factors.

Minor Revision to Final Site and Building Plans

Lupient's application for a minor revision to final site and building plans satisfies the findings required by City Code Section 25.501.01(d), as follows:

(1) The proposed development is not in conflict with the Comprehensive Plan.

The Comprehensive Land Use Plan designates this property as Regional Commercial, which allows motor vehicle sales uses.

(2) The proposed development is not in conflict with any adopted District Plan for the area.

The Property is located in the Penn American District. Some of the primary goals of the Penn American District Plan include creating public and private stakeholder value by maintaining flexibility to respond to market cycles, creating a comprehensive transportation system, creating a visually attractive district, and promoting sustainability. While the proposed development does not meet the end-state vision of the Penn American District Plan, it is an incremental step toward the Plan relative to the existing development on site. The proposed modification increases the existing FAR of the Property, consolidates the structures located on the Property, which will facilitate the future development of the northern portion of the Property when the market allows. The proposed addition will further the Plan's goals of creating jobs as well as bringing additional customers to the Property.

(3) The proposed development is not in conflict with the City Code provisions.

The proposed development would not be in conflict with City Code provisions. The proposed development brings the building and the site closer to the design and development standards applicable to the C-4 Freeway Office zoning district. The proposed development does not increase the level of nonconformity of the existing structure and site characteristics.

(4) The proposed development will not be injurious to the surrounding neighborhood or otherwise harm the public health, safety and welfare.

The detailing bay/photo-booth in Building will service Lupient's inventory and not be available for use by the general public. The operations will be contained in the existing Building. There will be no material increase existing noise or light

levels or in the anticipated traffic levels in the surrounding streets. As such, the proposed modification is not anticipated to generate impacts that will be injurious to the surrounding neighborhood or otherwise harm the public health, safety and welfare.

FAR Flexibility in C-4 Freeway Office District

Because the modification to the Building will not bring the Property into conformity with the minimum .6 FAR required for existing motor vehicle sales in the C-4 zoning district (within a quarter mile of the intersection of Knox Avenue and American Boulevard), the recent amendment to Section 21.302.01 of the Code requires the City Council to review and find that the proposed modification to a nonconforming structure used for Motor Vehicle Sales meets the following three conditions:

1. The proposed modifications do not increase the proportion of land area devoted to passive uses (outdoor auto storage or display, parking, etc.) relative to the land area devoted to active uses (showroom, office, service, parts, indoor auto storage or display, etc.).

The proposed addition satisfies this condition because the addition will increase the FAR, displace outdoor parking, and devote more land area to active uses. In addition, the proposed modification incorporates trees and shrubs to the existing site.

2. The proposed modifications will result in an increase in on site activity (additional jobs, additional customers).

The proposed modification will increase on site activity. The detailing bay/photo-booth will create 5-7 full-time jobs and will result in more people driving to the site due to the motor vehicles being advertised online after being photographed.

3. The proposed modifications will substantially advance any applicable zoning ordinance provisions for building placement, parking placement, streetscape enhancement, building design, building height, landscaping, and other related factors.

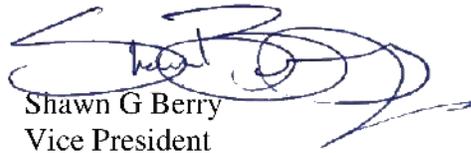
The proposed modification substantially advances any applicable ordinance provisions by demolishing the existing accessory structure, which leaves the northern portion of the Property open for future development, either by Lupient or another developer. Although Lupient has no current plans for the north portion of the site, the Penn American District Plan, which was the impetus for the zoning amendments, is a 30 year plan and removing the accessory structure and creating a site for future development is a move toward the City's vision for the District.

July 29, 2015
City of Bloomington – Community Development
Re: 1601 Southtown Dr

The project will also advance applicable ordinance provisions by designing the addition to conform with “Structure Design” standards applicable to the addition.

Thank you for your time to review this project and look forward to your staff recommendation of approval to the Planning Commission and Council.

Yours Respectfully,

A handwritten signature in blue ink, appearing to read 'Shawn G Berry', is written over a circular stamp or seal.

Shawn G Berry
Vice President
NAI Architects, Inc.