

Jerve, Anton (CI-StPaul)

From: Brian Alton <bdalton951@gmail.com>
Sent: Thursday, January 23, 2014 2:19 PM
To: Jerve, Anton (CI-StPaul)
Subject: 1221 University.

Follow Up Flag: Follow up
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Anton,

The following is in response to the Hamline Midway Coalition opposition to the re-development of the property at 1221 University Avenue for use as a Goodwill store. The Hamline Midway Coalition wants the development to be more transit-oriented.

Meeting Intent of T2 Zoning:

- The proposal complies with the intent of the Zoning code for the T2 district to "foster and support compact, pedestrian oriented commercial and residential development that can in turn support and increase transit usage". It also states that it encourages a variety of uses (which would include medium size retail tenants) with careful attention to the amount and placement of parking and transition to adjacent residential neighborhoods.
- The property is not zoned T3 which calls for higher-density pedestrian- and transit-oriented mixed-use development.
- The proposed project is transit-supportive and exactly fits the kind of half-depth infill site contemplated by the Central Corridor Development Strategy.

2. Transit-Supportive Adaptations: The proposal has been carefully designed to be Transit-Supportive. The following features contribute:

- Two story density.
- Windows along the Avenue provide "eyes on the street"
- Building façade articulation.
- Amount of parking is reduced by 60% of normal parking requirement for retailer.
- City projections are for 25% of trips to be non-automotive, i.e. pedestrian, transit, bicycle.
- Good pedestrian connection between the sidewalk and building entrance, and well landscaped in the case where a variance of the parking placement requirement is necessary.
- Pedestrian and transit friendly street scape and screening with trellis, plantings, art, bicycles, etc.
- Keeping Goodwill's Fairview donation lane open reduces donation volume at new store by up to 65-70%.
- Distinct separation from alley.
- Enclosure of the donation lane to minimize impact on neighbors.

Neighborhood Engagement: The developer has made significant effort to be responsive to the neighbors over the past several months.

- Informal on site meeting with the Hamline Midway Coalition Development Committee.
- Door to door invitation to a meeting for those immediately across alley.
- First neighborhood meeting. 15 -20 guests.
- Second neighborhood meeting to expand radius. 15 – 20 guests again.
- Drawings and design were revised to respond to neighborhood comments.
- Vast majority of those who came were vocally supportive.
- Attended Hamline Midway Coalition Development Committee meeting and received support.
- Did not have the opportunity to make a presentation at Hamline Midway Coalition board meeting.

Regards,
Brian

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