

## PROJECT NARRATIVE

### Drury Plaza Hotel- Bloomington

December 6, 2017

Preliminary Development Plan, Revised Final Development Plan and Rezoning  
3901 Minnesota Drive, Bloomington

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## INTRODUCTION

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Drury Southwest, Inc. ("DSW") is a developer of hotels operated under the Drury Hotels' brand. DSW designs, constructs and owns more than 60 hotels operated under the Drury flag. Drury Hotels Company ("Drury Hotels") is a Missouri-based, family-owned and operated hotel system with more than 150 hotels in 25 states. Founded in 1973, Drury Hotels has been recognized by the J.D. Power 2017 North America Hotel Guest Satisfaction Index Study, earning the award for "Highest in Guest Satisfaction Among Upper Midscale Hotel Chains." 2017 marked the 12th consecutive year Drury Hotels received this award. The Drury brand is synonymous with stability, quality, consistency and longevity in its industry. The proposed Drury Plaza Bloomington represents Drury Hotel's entry into the Minneapolis/St. Paul market, where it will continue to serve its growing base of guests and visitors.

## PROJECT SUMMARY

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DSW is proposing to develop a nine (9) story plus a lower level at-grade, 214 room Drury Plaza hotel, 7,000 sq. ft. restaurant and 327 space parking facility on the 3.85-acre parcel at 3901 Minnesota Drive, Bloomington (Hennepin County PID # 0602724110017). The site was formerly an aggregate mine and landfill until the early 1960s and was a drive-in theatre from the mid-1960s to the mid-1980s. The existing parking lot and landscaped area have occupied the site since the mid-1980s.

To address the environmental conditions on the subject site as part of the proposed project, environmental remediation grant applications have been submitted to the Department of Employment and Economic Development (DEED) Contamination Cleanup Grant Program and the Metropolitan Council Tax Base Revitalization Account (TBRA) through grant sponsorship of the City of Bloomington (resolutions attached).

#### **DEVELOPMENT PLAN COMPONENT SUMMARY**

The basic plan components are described as follows:

- (1) **DRURY PLAZA HOTEL** – The hotel consists of 214 rooms and is nine (9) stories in height plus a lower level at grade. The hotel will be served by a one-level parking deck (existing parking “at-grade” with one structured parking level). Hotel guests would have the ability to park on either level with covered parking provided on the “at-grade” level.

The hotel structure will be constructed of poured in place concrete for safety, comfort and security of guests. The exterior material composition of the building will include glass, brick, stone and Stucco. The enclosed plan set includes a schedule of percentages of the building materials by type on each façade.

- (2) **RESTAURANT** – The restaurant would consist of a one-level approximately 7,000 sq. ft. stand-alone building constructed on a pad on the above-grade level of the deck. Restaurant guests would have the ability to park on either level with the at-grade level of parking being covered. Vertical circulation (stairs and elevator) from the at-grade level of parking to the entrance of the restaurant would be provided for guest access. The restaurant pad is anticipated to be delivered to the restaurant operator under a land lease arrangement with DSW. DSW typically partners with mid-upper scale restaurant brands with strong regional presence in their specific market, focusing on lunch and dinner service as a complementary addition to Drury hotel amenities.

The underlying zoning code presently requires a minimum building floor area of 10,000 sq. ft. for a restaurant use. The applicant is proposing a restaurant floor area of 7,000 sq. ft. and is requesting approval of this reduction to respond to demand and service models in the full-service restaurant segment which requires in many instances, less square footage than required by the City’s code. In this segment, square footage is driven by numerous factors and trends in restaurant advanced technology, space design and enhanced service models. These drivers require less square footage, thereby reducing square footage cost with the benefit of elevating customer experience, service and quality at an optimal size and economic/operational level. The proposed size of the restaurant reflects these trends and opportunity for a leading full-service restaurant concept to enter the market at this location. Final building placement, architecture and perimeter dimensions will be driven by the specific full-service restaurant user, and presented for final approval as a future phase.

- (3) **PARKING** – A total of 327 parking spaces are planned as part of the project serving: 1) the hotel, 2) the restaurant, and 3) the right of the Minnesota Center office building to use up to 100

unreserved parking spaces. The peak hours of parking demand and complementary nature of the hotel (primarily 5PM-8AM), the Minnesota Center office building (primarily 9AM-4PM) and restaurant (primarily 11AM-2PM and 5PM-12PM) uses will allow feasible operation of the proposed parking facility.

## SITE PLAN AND ARCHITECTURAL OVERVIEW

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The parcel is bounded by public street frontage on three sides (west 78<sup>th</sup> Street on the south, France Avenue to the east and Minnesota Drive on the north). In addition to the street frontage and presence of the parcel, grade elevation differential between the 78<sup>th</sup> Street access and Minnesota Drive access present certain site planning variables that have been incorporated to achieve an optimal site plan solution.

Key components of the site, engineering and architectural plans:

- ***Building positioning and structured parking design***
  - The buildings are positioned to maximize the parking areas while maintaining high visibility for the hotel and restaurant. By placing the buildings as shown, required parking counts for hotel, restaurant, shared use by the Minnesota Center office building and service vehicle access are attained in an efficient parking structure.
  - The positioning of the hotel along Minnesota Drive places guest rooms away from the noise and higher traffic volumes on France Avenue South, while providing a prominent position for the restaurant use on France Avenue near West 78<sup>th</sup> Street.
  - The proposed building setbacks create a more urban form thereby allowing greater density as an element of and alignment with the C-4 zoning district.
- ***Visibility/Wayfinding***
  - The site layout enables strong sight lines from Minnesota Drive, France Avenue South and the intersecting west bound I-494 off-ramp, with clear identification of the hotel lower-level lobby entrance from Minnesota Drive and the main lobby and south facing entry canopy.
  - Pedestrian access is provided from the Minnesota Drive frontage into the lower level of the hotel and along France Avenue and West 78<sup>th</sup> Street.
- ***Building quality and material***
  - The hotel structure will be constructed of poured in place concrete for safety, comfort and security of guests.
  - The exterior material composition of the building will include glass, brick, stone and Stucco. The enclosed plan set includes a schedule of percentages of the building materials by type on each façade.
- ***Landscaping***
  - The City requirement for Landscaping is 66 trees and 167 shrubs.
  - The plan provides 66 trees in a mixture of at grade trees around the perimeter of the site and ornamental trees on the upper deck of the parking ramp.
  - The shrubs provided are a mixture of shrubs and perennials and equate to 218 shrubs.
  - Proposed landscaping consists of both conventional planted material around the perimeter of the site and also trees, shrubs and perennials planted in raised planters and beds on the upper parking deck.

- Trees on the upper deck will be placed and raised planters along the exterior parking deck walls and also in precast concrete planters, all raised tree planters will also have insulation, drainage and lightweight growing media.
- Species were selected both for their durability and desired aesthetic characteristics. The proposed tree and shrub quantities meet or exceed the City requirements.
- **Storm water Management**
  - This site has contamination and debris which restricts infiltration on the site.
  - An underground detention storm water treatment system is proposed which will be used to harvest rainwater and use it for irrigation.
  - Several storm sewer stubs around the parking ramp are proposed to pick up the upper deck storm water and direct it to the treatment system.

## LAND USE AND ZONING

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The site is guided “Office” (OFC), with hotel and restaurant uses being consistent with the City’s comprehensive plan. The present underlying zoning district is CS-1, which permits hotel and restaurants, among a variety of other commercial uses. DSW is proposing to rezone the property to C-4, providing urban setback, site coverage and floor area ratio allowances aligned with the level of site development density proposed for the site. The Freeway Office (C-4) District is designed to provide for regionally oriented office and hotel uses as well as supporting accessory uses. The hotel use is a permitted use in the C-4 District and the free-standing restaurant is a Conditional Accessory Use. In this case, the restaurant represents approximately 5.4% of the occupied building floor area (excluding the hotel lower level and parking structure) proposed for the subject site, significantly less than the 25% limit for an accessory use in the C-4 District.

The primary elements of the plan that we are requesting PD flexibility include the following.

1. The parking structure encroaches upon the 20 foot rear property line setback requirement between the site and the Minnesota Center site by 20 feet since this parking field interacts with the adjacent property in a shared manner.
2. The parking structure and hotel building encroach upon the 35 foot Minnesota Drive public street setback requirement by 3 feet in order to efficiently use the site and property design dimensions of the building and parking areas.

If the 20 foot rear and 35 foot public street setbacks were to be strictly enforced, 78 parking spaces would be lost, reducing the total parking count from 327 to 249 spaces which would cause the shared parking to be under the necessary capacity for the proposed uses.

The site is also within an existing Planned Development (PD), which included prior approval of a 10+ story, 200,000+ sq. ft. multi-tenant office tower as a companion tower to the Minnesota Center Office Building. The PD is proposed to be amended to accommodate the proposed hotel, restaurant and structured parking uses.

## **SITE ACCESS AND INFRASTRUCTURE**

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The site is served by two points of access at Minnesota Drive and West 78th Street, respectively. These access locations are shared points of ingress and egress for the site and the adjacent Minnesota Center office building, as contemplated under the original Planned Development and easement agreements. The Minnesota Drive access will serve as the primary means of ingress/egress for the site, with the 78th Street access serving as “ingress only”. The drive entrance on 78th Street will be widened to accommodate traffic entering the site from the south. A right-turn lane will be added to 78th street to allow vehicles making an entrance into the site to merge out of the through-traffic lane, improving traffic flow and safety of this movement. No additional improvements to the Minnesota Drive access are proposed.

The site will be served by existing public utilities located within adjacent street right-of-way, with no major sewer, water, gas or electrical utility extensions or modifications needed to accommodate the proposed development. Storm water management will be accommodated on using a combination of at-grade and below ground structures to management rate, volume and quality control. The storm water management plan for the project has been submitted to the Nine Mile Creek Watershed District for review.

## **PARKING**

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The proposed parking plan provides a total of 327 spaces for the 214-room hotel and 7,000 sq. ft. restaurant development. In addition to the parking provided for the proposed uses, Minnesota Center office building patrons have the right to use up to 100 unreserved parking spaces.

The City of Bloomington commissioned a study by its parking consultant to analyze parking utilization projections for the proposed development, Minnesota Center and the hours of operation for the hotel, restaurant and office building uses. The consultant’s findings support the proposed quantity of parking spaces serving these functions, given the complementary hours of peak use and density of the proposed development.

DSW will implement a parking management plan to ensure efficient utilization of parking spaces for the hotel, restaurant and adjacent office building.

## **DEVELOPMENT SCHEDULE**

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DSW anticipates completing its land use approvals in 2017 and preparing final construction documents and permitting the project for construction in the Spring of 2018. The initial phase of construction will consist of the hotel and parking deck with the restaurant to be constructed on the upper deck pad once a tenant has been secured.