



Project Address: 2301 East Springs Drive
Application Type: Planned Multi-Use Site, New Hotel
Legistar File ID # 54629
Prepared By: Janine Glaeser, UDC Secretary

Background Information

Applicant | Contact: Jay Patel, Hawkeye Hotel and Nick Bower, Vierbicher

Project Description: The applicant is seeking approval to construct a new 5-story, 220-room hotel.

Project Schedule:

- The UDC received an Informational Presentation on 2/27/2019.
- The Zoning Board of Appeals approved a variance to allow the building to exceed the maximum 100 foot setback. (Legistar File 54577). Current plans comply with this approval.
- The Plan Commission is scheduled to review this request on 6/10/2019.

Approval Standards: Section 28.137 MGO states that a Planned Multi-Use Site containing more than forty thousand (40,000) square feet of floor area and where twenty-five thousand (25,000) square feet of floor area is designed or intended for retail use or for hotel or motel use, shall require a conditional use approval following a recommendation on the design of any specific proposal by the Urban Design Commission.

Relevant to the UDC's review, the project must meet the following requirements in the Zoning Code:

- Pertaining to Door and/or Window Openings, Section 28.060(2)(d) states: For nonresidential uses at ground floor level, windows and doors or other openings shall comprise at least sixty percent (60%) of the length and at least forty percent (40%) of the area of the ground floor of the primary street façade. At least fifty percent (50%) of windows on the primary street façade shall have the lower sill within three (3) feet of grade.
- Pertaining to building materials and their location on the building (outlined in Table 28D-1 in Section 28.060(2)), EIFS is not permitted on the middle or bottom of the building. It is allowed at the top of the building or as a trim and accent material.

Summary of Design Considerations and Recommendations

Staff recommends that the Commission review and comment based on the revised design and refer to the report comments (below) from the February 27th Informational Presentation.

- The building does not comply with other parts of the Code in terms of materials.
- The building should be 75-feet closer to the street.
- Some parking is excessive.
- EIFS is only allowed on the top of a building as an accent material.
- Look at the glazing requirements on elements facing the street.
- We would like to see it a little snazzier. We have an issue with cookie cutter buildings.
- Look at freeway architecture, add color and shape.
- You are in a non-descript neighborhood, draw some attention to yourself.