



PREPARED FOR THE URBAN DESIGN COMMISSION

**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 27<sup>th</sup> 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.