

Application for PUD Amendment

Target (T-1272) Refresh
1685 17th Ave E,
Shakopee, MN 55379



September 19, 2018

City of Shakopee
Planning & Zoning
485 Gorman St.
Shakopee, MN 55379

Re: **PUD Amendment: Shakopee Target Store Refresh**
1685 17th Ave E
Shakopee, MN 55379

Dear Joe Widing,

Kimley-Horn is requesting an amendment to the Planned Unit Development for Shakopee Valley Marketplace on behalf of Target Corporation for the Target store located at 1685 17th Avenue East, Shakopee. The requested amendment is to allow for a maximum total sign area of 250 sq. ft. on the South building elevation facing 17th Avenue East. The existing Planned Unit Development restricts wall signage along 17th Avenue East to the size limits of the City Code, which allows a maximum total sign area of 120 sq. ft. per building façade within the Contemporary Commercial sign district.

As part of a national effort to refresh the Target brand to a more contemporary appearance, Target is proposing to replace the existing red "TARGET" sign on the building's south elevation with a white bullseye sign, and to add a red "order pickup" sign to the right of the main entrance. The PUD Amendment requested here would allow the total sign area necessary to accommodate these changes.

We respectfully offer the following narrative to explain how our requested PUD Amendment meets the criteria necessary for approval.

Criteria No. 1: Whether the proposed development is consistent in all respects with the comprehensive plan and with this section.

The Target store in question is located within the Highway Business (B-1), which is defined by the comprehensive plan as "intended for destination retail uses that have a strong need for visibility from major roadways, which generate significant traffic loading on roads and streets within the community, and require large areas for parking". The increased maximum allowable signage requested through this PUD Amendment is consistent with, and would further support, the intention of the B-1 district to promote visibility from roadways and parking lots in the interest of maintaining destination retail uses.

Criteria No. 2: Whether the proposed development, including deviations from design standards of the underlying zones, is compatible with surrounding land uses.

The Target store in question is bordered by an office supplies store to the west, a parking lot to the south, Highway 169 to the north, and residential to the east. The proposed increase in maximum allowable signage would affect only the south elevation of the building facing the large parking lot. This increase in maximum signage would have no adverse effect on surrounding land uses. Rather, it would increase visibility for motorists arriving to the store on 17th Avenue East.

Criteria No. 3: Whether the proposed development, including deviations from development standards of the underlying zone, provides adequate open space, circulation, parking, recreation, screening, and landscaping.

No changes are proposed in regard to landscaping, open space, or circulation.

Criteria No. 4: Whether the primary function of the PUD is to encourage development which will preserve and enhance the worthwhile, natural terrain characteristics and not force intense development to utilize all portions of a given site in order to arrive at the maximum density allowed.

The proposed changes have no effect on the overall density of the development of the site.

Criteria No. 5: Whether there exists an overall compatibility of land uses and overall appearance and compatibility of individual buildings to other site elements or to surrounding development. However, the architectural style of the buildings shall not solely be a basis for denial or approval of a plan.

The proposed increase in maximum allowable signage is compatible with surrounding land uses, buildings, and other site elements within the Highway Business zone. The new signage is intended to bring a more attractive and contemporary design to the building to the area.

Criteria No. 6: Whether the proposed PUD plan would afford a greater general public benefit than would be realized under the underlying zoning district and/or general zoning provisions.

The increased signage proposed for the Target store's south elevation is in line with the need for better visibility for traffic travelling on 17th Avenue E.

Thank you for your consideration of this variance and we look forward to your decision. If you have any more questions or require any additional information, please feel free to contact me at 612-568-0697 or zach.chappell@kimley-horn.com.

Regards,



Zach Chappell

Kimley-Horn and Associates, Inc.

Phone: 612-568-0697

Email: zach.chappell@kimley-horn.com

Attachments

1. **Completed Application**
2. **Site Map**
3. **Building elevations showing existing and proposed signage**