

Application for a Site Plan Review

Municipality of Anchorage
 Planning Department
 PO Box 196650
 Anchorage, AK 99519-6650

Please fill in the information asked for below.

PETITIONER*	PETITIONER REPRESENTATIVE (IF ANY)
Name (last name first) Dimond Center Holdings, LLC (Houston Carr)	Name (last name first) kpb architects (Tamas Deak)
Mailing Address 800 East Dimond Boulevard, Suite 300-500 Anchorage AK, 99515	Mailing Address 425 G Street Suite 800 Anchorage AK, 99501
Contact Phone: Day: (907) 344-2581 Night: (907) 301-7700	Contact Phone: Day: 907-274-7443 Night: (907) 301-1302
FAX:	FAX: 907-274-7407
E-mail: hcarr@dimondcenter.com	E-mail: tdeak@kpbarchitects.com


*Report additional petitioners or disclose other co-owners on supplemental form. Failure to divulge other beneficial interest owners may delay processing of this application.

PROPERTY INFORMATION		
Property Tax #(000-000-00-000): 01309224-000		
Site Street Address: 800 East Dimond Boulevard, Anchorage, AK		
Current legal description: (use additional sheet if necessary) DIMOND INDUSTRIAL SUBDIVISION, BLOCK 2, TRACT 5A-4,		
Zoning: B3	Acreage: ~3 acres	Grid #2331

SITE PLAN APPROVAL REQUESTED
<input type="checkbox"/> Church <input type="checkbox"/> Bed and breakfast <input type="checkbox"/> Special limitation <input type="checkbox"/> Public facility <input type="checkbox"/> Public facility project landscaping <input checked="" type="checkbox"/> Other: Limited Large Retail Establishment Site Plan Review

I hereby certify that (I am)/(I have been authorized to act for) owner of the property described above and that I petition for a site plan review in conformance with Title 21 of the Anchorage Municipal Code of Ordinances. I understand that payment of the application fee is nonrefundable and is to cover the costs associated with processing this application, and that it does not assure approval of the site plan. I also understand that assigned hearing dates are tentative and may have to be postponed by Planning Department staff, the Planning and Zoning Commission or Urban Design Commission for administrative reasons.

Date: April 15, 2014	Signature: 	Digitally signed by Tamas Deak Date: 2014.04.15 10:30:45 -08'00'
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Accepted by: 	Poster & Affidavit: N/A	Fee: \$3,780.00	Case Number: 2014-0080
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Application for site plan review continued

COMPREHENSIVE PLAN INFORMATION	
Anchorage 2020 Urban/Rural Services: <input checked="" type="checkbox"/> Urban <input type="checkbox"/> Rural	
Anchorage 2020 West Anchorage Planning Area: <input type="checkbox"/> Inside <input checked="" type="checkbox"/> Outside	
Anchorage 2020 Major Urban Elements: Site is within or abuts:	
<input type="checkbox"/> Major Employment Center	<input type="checkbox"/> Redevelopment/Mixed Use Area <input type="checkbox"/> Town Center
<input type="checkbox"/> Neighborhood Commercial Center	<input type="checkbox"/> Industrial Center
<input type="checkbox"/> Transit - Supportive Development Corridor	
Eagle River-Chugiak-Peters Creek Land Use Classification:	
<input type="checkbox"/> Commercial	<input type="checkbox"/> Industrial <input type="checkbox"/> Parks/opens space <input type="checkbox"/> Public Land Institutions
<input type="checkbox"/> Marginal land	<input type="checkbox"/> Alpine/Slope Affected <input type="checkbox"/> Special Study
<input type="checkbox"/> Residential at _____ dwelling units per acre	
Girdwood- Turnagain Arm	
<input type="checkbox"/> Commercial	<input type="checkbox"/> Industrial <input type="checkbox"/> Parks/opens space <input type="checkbox"/> Public Land Institutions
<input type="checkbox"/> Marginal land	<input type="checkbox"/> Alpine/Slope Affected <input type="checkbox"/> Special Study
<input type="checkbox"/> Residential at _____ dwelling units per acre	

ENVIRONMENTAL INFORMATION (All or portion of site affected)	
Wetland Classification:	<input checked="" type="checkbox"/> None <input type="checkbox"/> "C" <input type="checkbox"/> "B" <input type="checkbox"/> "A"
Avalanche Zone:	<input checked="" type="checkbox"/> None <input type="checkbox"/> Blue Zone <input type="checkbox"/> Red Zone
Floodplain:	<input type="checkbox"/> None <input type="checkbox"/> 100 year <input type="checkbox"/> 500 year
Seismic Zone (Harding/Lawson):	<input type="checkbox"/> "1" <input checked="" type="checkbox"/> "2" <input type="checkbox"/> "3" <input type="checkbox"/> "4" <input type="checkbox"/> "5"

RECENT REGULATORY INFORMATION (Events that have occurred in last 5 years for all or portion of site)	
<input type="checkbox"/> Rezoning - Case Number:	
<input type="checkbox"/> Preliminary Plat <input type="checkbox"/> Final Plat - Case Number(s):	
<input type="checkbox"/> Conditional Use - Case Number(s):	
<input type="checkbox"/> Zoning variance - Case Number(s):	
<input type="checkbox"/> Land Use Enforcement Action for	
<input type="checkbox"/> Building or Land Use Permit for	
<input type="checkbox"/> Wetland permit: <input type="checkbox"/> Army Corp of Engineers <input type="checkbox"/> Municipality of Anchorage	

DOCUMENTATION	
Required:	<input checked="" type="checkbox"/> 25 copies of site plan to scale depicting: building footprints; parking areas; vehicle and pedestrian circulation; lighting; grading; landscaping; signage; drainage and project location. <input checked="" type="checkbox"/> 25 copies of Building plans to scale depicting: floor plans; building elevations; exterior colors and textures. <input checked="" type="checkbox"/> Narrative: explaining the project; planning objectives; construction and operation schedule; final ownership <input type="checkbox"/> One copy of Assembly Ordinance enacting zoning special limitations, if applicable.
Required if indicated:	<input type="checkbox"/> Air quality impact <input type="checkbox"/> Traffic impact analysis <input type="checkbox"/> Economic impact analysis <input type="checkbox"/> Soils analysis <input type="checkbox"/> Noise impact analysis <input type="checkbox"/> Holding capacity of the land analysis <input type="checkbox"/> Shadow impact analysis

SPECIAL LIMITATION STANDARDS

The Planning and Zoning Commission shall review the proposed limited large retail establishment site plan review application for consistency with the goals, policies and land use designations of the comprehensive development plan and other municipal plans adopted by the assembly, conformity to the requirements of this title, and the effects of the proposal on the area surrounding the site. The burden of proof rests with the petitioner. Use additional paper if needed.

Background

H & M is a global fashion store that is interested in expanding into the Anchorage market as part of its growth target. The chosen location for the new Anchorage store is the Southeastern corner of the existing Dimond Mall building complex fronting the Old Seward Highway. The brand requires its Anchorage store to occupy approximately 30,000sf of floor area on two levels within the existing structure.

The Anchorage Municipal Land Use Ordinance (Title 21) requires any new store defined as a large retail establishment to be reviewed by the Municipal Planning and Zoning Commission during a public hearing site plan review as stipulated under 21.50.320.

The reconstruction and expansion of large retail establishments that existed before May 8, 2001 require conformance with 21.55.130 under a limited site plan review by the Planning and Zoning Commission. Since the Dimond Mall existed before the above date, construction of the new H & M store will require a limited site plan review prior to issuance of a building permit consistent with 21.55.130.

The kpb architects project team conducted a pre-application meeting on February 28, 2014 with representatives of various divisions of the municipal Community Development Department.

After the review and discussion of the governing section of the land use ordinance the general agreement was to focus the project scope on the area directly adjacent to the building renovation. The traffic lanes, parking areas and outlying site circulation elements are not included in the scope of the limited site plan review. (A copy of the meeting minutes prepared by kpb architects following the meeting is attached.)

Project Elements - Building

H & M will occupy the southeast corner of the existing lower building volume below the center tower of Dimond Center with extensive exterior and interior renovation of the building at this location.

The first floor will contain about 7,000sf and the second floor about 21,000sf of store area that will be connected with an open escalator.

One of the project goals is to change the closed impenetrable concrete exterior to bring a transparent, elegant and contemporary finish that is consistent with the identity of H & M. The transparent design will address both the east and south facades and will provide an inviting and lively presence that will be most valuable for the site during the dark winter months.

The two-story energy efficient glass element will surround the retail floor area with the existing concrete finish remaining adjacent to the support and back-of-house functions.

The east entry to the building volume facing Old Seward Highway will be upgraded with an emphasis on an inviting and modern presence to the mall.

Project Elements – Site/pedestrian facilities

The focus of the site improvements is on an enhanced pedestrian experience along the renovated building edge. The improvements include a drop-off zone, wider sidewalks, better wayfinding and improved building entrances. The current narrow sidewalks will be modified to offer a more inviting and comfortable setting that includes site amenities, like outdoor seating.

The transparency of the store will improve the site lighting conditions, but for further emphasis pedestrian scale lighting will be incorporated into the design of the exterior edge.

Although the parking lot and traffic patterns will not change with this project the improvements to the immediate exterior area will significantly improve the pedestrian experience.

In addition to the facilities the existing landscape zone along the building will also be upgraded. The landscape areas along the closed concrete facades that are to remain will be improved to offer foundation plantings that provide seasonal

interest and to break up the wall area visually. The transparent wall areas will receive more limited planting more with the focus on seasonal displays during the growing season.

Project Elements -Signage

The building renovation itself will have an identifying role in the design of the H & M store, but the retail signage will also be part of the project. The building signs will dominate the project with the identifying logo being prominently displayed on the south and the east façade. The signs are designed in conformance with the sign ordinance under Chapter 21.47. The location of the signs is planned between the first and second floors with addition signs of the parapet as the code allows and as needed for retail functions.

In addition to the signs for the H & M store existing signs for the Dimond Athletic Club wayfinding sign will be relocated from the east Old Seward Highway frontage to the existing south entry. This is necessary to accommodate the modified floor plans and will also be in conformance with the sign ordinance.

Exterior free standing signs will also be in conformance with the code, but used sparingly. The focus of the renovation is to bring a new building design experience that identifies the store using its architectural identity.

The petitioners believe that the proposed improvements to the Dimond Center Mall by locating an H & M store there will be very significant to the immediate project area, but will still be limited in comparison to the volume of the overall complex. The new store will bring a fresh architectural identity and improved site/pedestrian amenities at the immediately adjacent project area and it will bring the site into greater compliance with the standards set forth in 21.50.320 than the existing structure than the existing structure.

Strict application of the standards of 21.50.320 by including site areas not immediately adjacent to H & M or impacting existing circulation and parking patterns would cause undue hardship to H & M. A single project that is relatively small in comparison to the overall Dimond Center complex can carry only its own share of the land code required updates for the project to be considered feasible. Strict application of the code will discourage this and future projects from materializing due to the difficulty in making them feasible.

There is no negative impact of the H & M building renovation project on surrounding properties. The area is within an established retail/office complex and will continue to function consistently with that land use.