

Development Activities Meeting Report (Version: 12/20/2019)

This report created by the Neighborhood Planner and included with staff reports to City Boards and/or Commissions.

Logistics	Stakeholders
Project Name/Address: Downtown Target, Kauffman's Building, 482 Smithfield Street (new address)	Groups Represented (e.g., specific organizations, residents, employees, etc. where this is evident): Development teams, PDP staff, property owners, etc.
Parcel Number(s): 2-E-53-CU, 2-E-53	
ZDR Application Number: DCP-ZDR-2020-12133	
Meeting Location: Virtual (Zoom)	
Date: 11/12/2020	
Meeting Start Time: 5:20 p.m.	
Applicant: Desmone Architects with property owner and Target representatives	Approx. Number of Attendees: 15
Boards and/or Commissions Request(s): Planning Commission forthcoming for the landlord improvements. Target will be seeking a variance from ZBA for signage. This DAM covers both.	

How did the meeting inform the community about the development project?

Ex: Community engagement to-date, location and history of the site, demolition needs, building footprint and overall square footage, uses and activities (particularly on the ground floor), transportation needs and parking proposed, building materials, design, and other aesthetic elements of the project, community uses, amenities and programs.

Presentation is for the landlord's shell, but Target will also talk about their signage. Show location. Noted primary and secondary entrances, loading on Smithfield Street. Separate from this project, there is a parking garage project some of which are for Targets use and have direct internal access to Target. Shows existing conditions and then renderings that increase the window space, more closely match the historic five part window system, and create a more inviting retail environment. Noted the use of opaque films to create privacy for CVS pharmacy. Detailed the windows and desire to replace existing mullion patterns in-kind with custom product. There will also be more transparent decorative films that Target is using to that include Target red, historic design (floral pattern from base of the Kauffman's clock), highlight which parts of the ground floor are Target. They gray and white films that obscure visibility around CVS and back of house functions also use this graphic design. Rendering clearly shows signage and films. Signs will sit on top of canopies to maintain historic facia and be simple, respect original design. They walked through the allowance for signage, that they are asking for half the area of what they think they're entitled to, but the location would mean they could only create 8 inch high signs which they don't think would be clearly visible, hence the variance. With storefront and ornate design of buildings, there isn't anywhere else to place signage. Noted that the building façade is going through State historic review.

Input and Responses

Questions and Comments from Attendees	Responses from Applicants
You have signage on Cherry Way and on Forbes and loading on Smithfield. How much loading on Smithfield,	Smithfield loading is purely for commercial loading, two of the bigger trucks and half dozen vendor trucks. Order drive up is going to be in parking area in the building's lower

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what kinds of uses, how often? How do you see the separate parking operating?	level. The vehicular entrance for the parking area is off Cherry Way, we're adding the signage to improve visibility. Shows right over Cherry Way. They also have go around the block signage. Couldn't get the full sized trucks off the alley, hence Smithfield Street, but some vendors may be able to do that.
Follow up, with Smithfield loading, as you may know, Fifth Ave is going to be part of BRT and Smithfield is being rethought as well, there's some thoughts/concepts/ideas that have been floating around to include a bump out at that intersection to create more pedestrian space, create more of a place. Any thoughts about this as part of your project? Can talk offline about other ideas.	We'd welcome more traffic in our front door, so would welcome that. We did start with our loading closer to the corner back a bit. Showed conceptual plan, not detailed.
You said 1-2 large trucks, 10 smaller trucks during the day?	Vendor trucks are chips, pop, they are in and out. Bigger trucks are there longer. We are prohibited from parking there during rush hours in morning and afternoon/evening.
	Some planning folks are old fashioned and don't like signage, but we want people to be able to find the parking garage and not struggle to find the entrance. Bread crumbs leave cues to get people where they need to be.
Is this purely commercial loading, or will other people be able to use this?	It's intended to be a commercial zone, sized for smaller semi-truck (45 ft plus 10 ft for lift gate) which adds up to 60 feet.

Other Notes

None

Planner completing report: Derek Dauphin and Phillip Wu