

# 10 Water Street

Preliminary PUD Application | April 1, 2025



# 10 Water Street

PUD Application | Cover Letter

## 10 Water Street

- + | Cover Letter
- + | Introduction
- + | Section 1 | PUD Narrative
- + | Section 2 | Architectural Response

Dear Mayor, Council Members & Commissioners,

We are pleased to be submitting our Preliminary PUD Application for 10, 26 & 28 Water St.

You'll recall we first came before you about a year ago proposing a hotel project at this same location. We received mixed feedback, with the biggest takeaway that we should come back with a 3-story project. So we went back to work and now submit a 3-story mixed-use project with 43 apartment units, retail, and a reimagining of the historic cinema.

Over the last year we have been working closely with our architect, Tushie-Montgomery, and we're excited to share with you a project that we believe will be a meaningful addition to Excelsior. The details of our proposal can be found within the application, but I'd like to take a moment to communicate at a high-level what this project means to us, the development team, and what I believe it could mean to the City of Excelsior.

Under current zoning and given the topography of the site (7' of drop), we are entitled to build a 21' building. This would most likely mean a restaurant/bar with a big patio and lots of surface parking. We don't believe anyone feels like this is the best/highest use of this site, nor do we believe that anyone wants to see it remain a grass field/parking lot forever.

Same as last year with the hotel proposal, we want to be very clear with what we're proposing and the potential outcomes. Approval means finally unlocking the potential of this uniquely beautiful parcel with a transformative project. Denial means it remains a parking lot for the foreseeable future. And please don't take that message the wrong way, I just believe it's important to be as clear as possible at this point so that a fully informed decision can be made.

Of course we have the ability to make modifications, as we have shown with updates made since the Sketch Plan Review and meetings we have had with residents. But again, material changes to height or density leave us with a project that is not viable.

What this project means to the City financially is clear and meaningful, but what it adds to the character of the City is what we're the most excited about and hope resonates with all of you. We only want to pursue a project that Excelsior can be proud of, and between a diverse unit mix of beautiful apartments, one-of-a kind retail, green public space, and the preservation of a cinema that has the chance to be a community-driven asset for decades, we believe this project will become a great source of pride for Excelsior.

Sincerely,

*R. Matt Mithun*

R. Matt Mithun

# 10 Water Street

## PUD Application | Introduction

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## PUD Application | Introduction

### Project Vision Overview Statement:

This proposal introduces approximately 40 new residential units and 5,600 square feet of commercial space at the corner of Water and Lake Street. It also includes the restoration and revitalization of the historic Dock Cinema, incorporating an additional 1,800 square feet of commercial space within the building.

Designed to enhance community engagement, the development features inviting public spaces, approximately 70 underground parking spaces, and up to 24 additional surface parking spots. This thoughtfully scaled, mixed-use project enriches Excelsior's small-town charm while fostering sustainable economic growth, supporting diverse housing opportunities, and strengthening connections to the city's historic character.

By balancing public benefit with strategic private investment, this development exemplifies a collaborative approach to thoughtful urban revitalization.

- + | *A New Chapter for the Dock Cinema*
  - Restoration of the historic marquee and facade.
  - Creation of a community-focused, multipurpose theatre space.
  - Potential for new commercial opportunities.
- + | *Welcoming Public Space*
  - A dynamic and welcoming "front porch" along the lakefront.
  - A catalyst for enhancing the pedestrian experience at Water and Lake Streets.
- + | *Benefits City Infrastructure*
  - Opportunity for completion of Lake Street water main loop.
  - Long-term infrastructure benefits for the city and surrounding neighborhood.
- + | *Improve Historic Water Street*
  - Enhanced beautification and visitor experience along Water Street.
  - Collaboration on hanging baskets and street trees.
- + | *Short Term Rental Opportunities*
  - Potential community-based priority.
- + | *Meaningful Economic Impact*
  - Converts vacant lot into significantly contributing tax base.
  - Economic impact of new year-round residents and businesses.
- + | *Enhanced Stormwater Management*
  - Captures stormwater from three parcels: 10, 26, and 28 Water Street.

# 10 Water Street

## PUD Application | Section One: PUD Narrative

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## PUD Application | Section One: PUD Narrative

*The purpose of the PUD, (Planned Unit Development) District, is to accommodate development that may be difficult to carry out under conventional zoning district standards, that results in public benefits as outlined in Section 65-2 of the zoning ordinance, and provides comprehensive procedures and standards intended to allow more flexibility in the development of residential and/or non-residential areas. This flexibility should result in a development that is better planned and contains more amenities than one produced in accordance with conventional zoning ordinances and subdivision controls. While more lenient siting requirements may be granted, the planned unit development should contain features not normally required of traditional developments. The decision to approve a PUD is a public policy decision for the City Council to make in its legislative capacity.*

**Sec. 65-7. Preliminary plan.**

*(a) Submission requirements. The preliminary plan application shall include as applicable, but not be limited to, the following submissions. The applicant is encouraged to submit more detailed plans as outlined in the final plan submittal process (section 65-7(e)).*

**(1) A Completed Application.** *All applications shall be filed with the zoning administrator on an official application form at least 30 days in advance of the meeting at which it will first be considered.*



City of Excelsior  
350 Highway 7, Ste 230 • Excelsior, MN 55331  
(952) 653-3674

### Land Use Review Application

APPLICANT INFORMATION		
Name: Matt Mithun	Business Name: Water & Lake LLC	
Address: 950 Wayzata Blvd, Ste 104		
City: Wayzata	State: MN	Zip Code: 55391
Telephone: (952) 473-6422	E-Mail: matt@mithunent.com	
OWNER INFORMATION (if different)		
Name:	Business Name:	
Address:		
City:	State:	Zip Code:
Telephone:	E-Mail:	
TYPE OF APPLICATION (check all that apply)		
<input type="checkbox"/> Comprehensive Plan Amend	<input type="checkbox"/> Design Standards	<input type="checkbox"/> Subdivision
<input type="checkbox"/> Rezoning	<input type="checkbox"/> Sketch Plan Review	<input type="checkbox"/> Admin Subdivision
<input type="checkbox"/> PUD – Concept Plan	<input type="checkbox"/> Conditional Use Permit/IUP	<input type="checkbox"/> Preliminary Plat
<input checked="" type="checkbox"/> PUD – Preliminary General Plan	<input type="checkbox"/> Variance	<input type="checkbox"/> Final Plat
<input type="checkbox"/> PUD – Final Plan	<input type="checkbox"/> Appeal of Zoning Decision	<input type="checkbox"/> Other
PROJECT INFORMATION		
Street Address: 10 Water St, 26 Water St, 28 Water St.		Zoning District: DC, Downtown Commercial
Property Identification Number(s) (PIN #s): 3411723110059, 3411723110058, 3411723110057, 3411723110054		
Legal Description (attach if necessary): Please find attached ALTA		
Description of Proposal (attach additional information if needed): Please find attached Preliminary Plan		
Reason(s) to Approve Request (attach additional information if needed): Please find attached Narrative		

**APPLICANT'S STATEMENT**

This application should be processed in my name. I have completed all of the applicable filing requirements and, to the best of my knowledge, the documents and information I have submitted are true and correct. I agree to reimburse the City of Excelsior for the costs of professional Engineers and other Consultants hired by the City to review and inspect this proposal when the City is unable to do so with existing in house staff.

Signature: R. Matt Mithun Date: 3/30/25

**OWNER'S STATEMENT**

I am the owner of the above described property and I agree to this application.

Signature: R. Matt Mithun Date: 3/30/25

Please see the attached checklist(s) for a list of plans and other information that must be submitted with this application and for other important information. The checklist must be submitted with the application and the required submittals.

# 10 Water Street

## PUD Application | Section One: PUD Narrative

+ (2) A Location Map of the subject property and surrounding area, showing streets and zoning designations and existing land uses of adjacent properties.

Applicant Commentary: The site is located at the intersection of Lake Street and Water Street, at the eastern edge of the Downtown Commercial Zoning District. The 10 Water Street lot, where the proposed new structure will be situated, features 147 feet of frontage on Water Street and 187 feet on Lake Street.

This parcel is unique within Excelsior's downtown district as an edge condition that abuts multiple zoning classifications and architectural styles. As shown in the zoning map on the following page, the site is adjacent to four distinct zoning classifications: Downtown Commercial, R-2 Single & Two-Family, Public Park, and R-4 High-Density Residential.

The architectural context of the site is similarly varied. The historic Water Street streetscape is predominantly composed of brick-clad buildings with varied heights, constructed directly against lot lines and adjacent structures. In contrast, as one moves north from Water Street, Lake Street transitions into a waterfront-influenced residential architectural style, characterized by wood siding, larger lots, and increased setbacks from property boundaries and neighboring structures.

This unique positioning necessitates a thoughtful architectural response that harmonizes with the diverse adjacent uses, programming needs, and architectural styles. While preserving the strong historic character of Water Street is critical, it is equally important to respect the character of Lake Street and thoughtfully integrate the mixed-use nature and residential components of the project. The goal is to achieve the highest and best use of the site, ultimately maximizing its benefit to the community.



# 10 Water Street

## PUD Application | Section One: PUD Narrative

**+** (2) A Location Map of the subject property and surrounding area, showing streets and zoning designations and existing land uses of adjacent properties.

**Applicant Commentary: Zoning Summary**

The adjacent table outlines the primary zoning guidelines for the Downtown Commercial District and specifies whether the proposed plan complies with existing zoning regulations or requires flexibility through the PUD application process.

While the project team has striven to conform to as many ordinance guidelines as possible, the requested flexibility is necessary to deliver a project of greater value and public benefit than one strictly adhering to the prescriptive zoning requirements for this site.

Additionally, our team encourages the City to evaluate this site with consideration of its location at the edge of the Downtown Commercial District, transitioning from the Excelsior Historic Downtown District into adjacent residential areas. These include R-2 Single & Two-Family, Public Park, and R-4 High-Density Residential districts.

Requirement	
<b>50-2 Permitted Uses</b> Dwelling Unit located above ground floor, restaurants, retail permitted.	<b>MET</b> Dwelling units are all above ground floor along both Water & Lake. No residential use on Water.
<b>50-3 Lot Requirements and Setbacks</b> Front yard setback - None req'd Side yard setback - None req'd Rear yard setback - 12 ft req'd	<b>MET</b> <b>MET</b> <b>MET</b>
Building Height - 2 stories not to exceed 28 ft	<b>Variance Required</b> Even a 2-story building would need a variance based on grade calculation and elevation drop on site. Height is currently 3 stories along Water. Max height from Water St grade is 40'-3". 2 Story form is 30'-4".
Impervious surface max - 100%	<b>MET</b>
<b>17-8 Minimum floor area per dwelling</b> One Beds - 700 sf min Two Beds - 800 sf min Three Beds - 880 sf min	<b>Not Met</b> A couple mid 600's. <b>MET</b> <b>MET</b>
<b>19 Off-Street Parking Requirements</b> Residential - 2.5/Unit (1.5 Indoor, 1 Outdoor)  Retail Stores - 2.5/1000 SF Gross Theater - 1/10 Seats of Design Capacity	<b>Not Met</b> Resi parking exceeds OWD. Garage has 70 spaces for 40 Units (1.75/Unit) OWD has 77 spaces for 50 Units (1.54/Units) 12.5 Req'd + 4.5 Req'd = 17 Total 5 Req'd
Parking Setback Requirements Front and side yard - 10 ft Rear - 5 ft  Bike Parking - Req'd (no specific number)	<b>MET</b> <b>Variance Possible</b> No setback provided on side. Drive lane is 2 ft off rear property line. Completely screened.  <b>MET</b>
<b>20 Off-Street Loading</b> No loading spaces req'd in downtown commercial district.	<b>MET</b> Loading space provided by garage.

# 10 Water Street

## PUD Application | Section One: PUD Narrative

### + (3) Narrative. The applicant shall supply a narrative explaining:

A. How proposed development will be superior to or more innovative than conventional development undertaken by the City's land use regulations and how it accomplishes the goals outlined in Section 65-1:

**Applicant Commentary:** Our initial vision for this project was a mixed-use development that incorporated a hotel and event space as we understood these to be a desire of the community. Out of economic necessity that project needed a fourth floor for viability. After significant time, effort, and resources on that endeavor the consensus of feedback we took away from commissioners and council members was the height of a fourth floor, traffic the development would create, and intensity of operations were not what was desired for the community. With that feedback taken to heart, we set about reenvisioning a project that could be a transformative mixed-use community with appropriate scale that fosters the charm and character of Excelsior's livable small-town feel.

We seek flexibility with a planned unit development to create a boutique mixed-use community that is accretive to the fabric of Water Street's development pattern and supports the spirit of the City's Comprehensive Plan while maintaining compatibility with surrounding land uses. The proposal is principled on harmonious design and appropriate mass and scale relative to surrounding properties. The flexibility of the PUD is further needed to create superior cohesive site design and circulation, improving a blighted neighboring back-alley condition and unlocking the opportunity for the highest amount of parking the small parcels can support. The PUD, as designed, additionally unlocks the opportunity to capture and treat all parcels' (including the Lago Tacos building) stormwater before entering the lake.

Under the current zoning designation (DC, Downtown Commercial) for the 10 Water Street vacant lot, the height would be capped at 28'. With over seven feet of drop on the parcel from the finished floor elevation of Water Street, and height being measured from a parcel's lowest elevation, that would leave a functional height cap of 21'. By modern building standards and retail/commercial market demand requirements the first-floor commercial needs a minimum of 15' floor-to-floor height. Without a height variance, that would leave a second-floor height to top of parapet of 6', resulting in an actual clear height (after removing space for mechanicals, ducting, and parapet) of around 3'. Particular to the vacant 10 Water Street lot, new construction would be functionally restricted to a single-story commercial building with surface parking similar to what was torn down years ago. Our current vision for a planned unit development accomplishes a development superior and more publicly beneficial than what would result if the property were developed under existing conventional zoning regulations.

Another consideration relative to "by right" development vs. PUD.....

10 Water Street alone could support a 3,150 sf restaurant @ 1 stall/42, when providing parking per the ordinance. This would suggest that of the 34,405 sf of site area, less than 10% would be covered by building, and approximately 26,250 sf of the site, 70%, would need to be a surface parking lot.



By Right Diagram  
Not to Scale

Required Parking  
Single Story Restaurant w/ Liquor



Previous Building on Site, 2007

### + (3) Narrative. The applicant shall supply a narrative explaining:

B. How the proposed PUD will provide a benefit to the public beyond that available through conventional development:

Applicant Commentary: Our vision for this planned unit development benefits the city's residents in a multitude of ways. Our vision creates interconnected interior and exterior open spaces and welcoming public spaces complementary to the Commons. This project, and these spaces, could be a catalyst to public pedestrian experience enhancements. This project could potentially help support the completion of the Lake Street water main loop, which is needed public infrastructure for the neighborhood. The project would provide support and collaboration for hanging baskets or other Water Street beautification project initiatives. The development team is open to discussing designated short-term rental units to meet the appropriate needs and desires of the community. This project recognizes the City's goals of water quality improvements. The project would offer the opportunity for enhanced stormwater treatment where currently there is none. Finally, through this project there is the opportunity to restore and revitalize the Dock Cinema. Not only the restoration of the historic marquee and façade, but a new theatre with the potential for dynamic community uses. If the property were developed under conventional zoning regulations, none of the aforementioned public benefits would exist.

This project also offers the opportunity for meaningful economic impact and vitality. This project would convert an empty lot into a significantly contributing tax parcel along with the economic impact of new, year-round new residents and businesses.

Quoting directly from the City of Excelsior Comprehensive Plan, page 45, Vacant or Underutilized Properties: "The activity and physical appearance of vacant or overparked sites has a significant influence on how visitors and potential patrons to Excelsior businesses perceive the community. The City should promote the redevelopment of underutilized properties."

Our vision is to bring a transformative and timeless project to a high-profile corner of Water Street, which residents and the City can be proud of for generations to come.

### + C. The market that the PUD is intended to serve and the market demand for the proposed PUD:

Applicant Commentary: We have confidence that ample demand exists from a diverse age range of demographics for this type of vibrant mixed-use community. This project would provide a wider variety of housing options to residents, especially young households and empty nesters in Excelsior. We see this project as a vital addition and complimentary

diversification to the continuum of housing in Excelsior. There is also a high degree of desirability for multi-family residential to be sited near or in commercial areas, due to the precedent of high-density housing supporting nearby businesses.

We additionally believe there is a deep, market-supportable level of demand for our commercial spaces from a variety of unique and locally owned businesses and restaurants with a shared goal of providing opportunity for residents of Excelsior to purchase locally while continuing to encourage visitors to the downtown Excelsior area.

### + (4) Boundary Survey. A boundary survey prepared by a registered surveyor of the property and 100 feet beyond, showing:

- Existing property lines and dimensions.
- Ownership of all parcels.
- Platting and easements.
- Street and railroad right-of-ways.
- Buildings.
- Utility lines and facilities, including fire hydrants.

### + (5) Natural Features. A map of the property in question and 100 feet beyond, showing:

- Contours—Minimum two-foot intervals.
- Location, type and extent of tree cover and vegetation.
- Location and extent of water bodies, wetlands and streams and floodplains.
- Existing drainage patterns.
- Soil conditions as they affect development.

### + (6) General Site Plan. The proposed site plan shall be drawn at the same scale as the existing conditions and include the following information:

- The proposed uses of all areas of the site.
- Location of all proposed buildings on the site.
- All public streets, entrance and exit drives, parking areas and walkway locations.
- Parks and open space, public plazas and common areas.
- A conceptual landscape plan, showing the proposed location and types of proposed vegetation.
- Schematic utility plans indicating placement of water, sanitary and storm sewers.

Applicant Commentary: Refer to the PUD Drawing Package to review Site Survey, Natural Features, Landscape Plan and General Site plan.

# 10 Water Street

PUD Application | Section One: PUD Narrative



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PUD Application | Section One: PUD Narrative



# 10 Water Street

## PUD Application | Section One: PUD Narrative

+ (7) Preliminary Elevations. Preliminary elevations of proposed structures and improvements.

Applicant Commentary: Primary elevations are included below. Refer to the PUD Drawing Package to review the full set of elevations.



SE Elevation (Water St.)  
Not to Scale



SW Elevation (Parking Lot)  
Not to Scale



NE Elevation (Lake St.)  
Not to Scale



NW Elevation (Alley)  
Not to Scale



Dock Cinema SE Elevation  
Not to Scale



Dock Cinema SW Elevation  
Not to Scale

# 10 Water Street

## PUD Application | Section One: PUD Narrative

+ (8) If the subject property is located within the Excelsior Downtown Historic District, the application should indicate planned materials and exterior colors.

Applicant Commentary: The City of Excelsior has established several design references related to exterior materials in its guidelines. According to the Historic Preservation Guide and New Construction Guidelines, new facade materials should be consistent with those of surrounding structures (NC.9 Materials, p. 47). The Preservation Guide identifies masonry as the predominant material in the downtown district (p. 16), followed by wood (p. 18) and metals (p. 19). The guidelines also acknowledge that new materials, such as fiber cement siding, may be approved for use in new construction within the district, reflecting the ongoing evolution of building technologies (p. 20).

Excelsior’s adopted “Exterior Design Standards” further state that exterior materials should demonstrate an attractive texture, pattern, or level of detail that contributes to the aesthetic quality of the building.

The material precedent imagery provided illustrates the evolution of brick facades along Water Street in Downtown Excelsior. Early 20th-century buildings predominantly feature pink and red brick tones, while more recent structures closer to the lake display deeper red-brown hues. The latest additions to Excelsior’s architectural landscape have adopted cream or buff-colored brick.

For this project, the design team proposes that the majority of the facade facing the public way be clad in brick, specifically the Smokey Mountain Williamsburg brick, which offers a range of buff-brown tones with subtle red undertones. This brick selection is intended to complement the historic character of the district. Several alternate brick options, including lighter and more gray-toned variations, are also presented to provide flexibility while maintaining compatibility with the surrounding architectural context.

To contrast with the brick and pay homage to the vernacular transition toward a waterfront-inspired cottage style of Old Town residential architecture, the project proposes the use of wood-inspired cladding for the upper residential floor and within the building’s courtyard. The design team is currently planning to use a 5/8” thick Nichiha Fiber Cement product for these areas, but alternate options—composed of wood or metal—are also being considered to achieve a similar aesthetic while addressing maintenance requirements for the building type.



Material Precedents



Proposed Brick and Alternates



Proposed Wood and Alternates

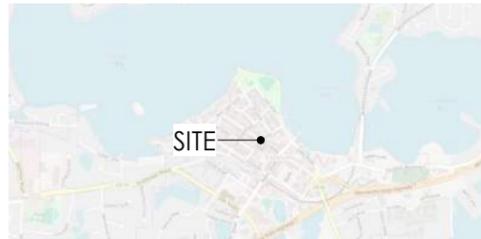
# 10 Water Street

## PUD Application | Section One: PUD Narrative

**+ (9) Summary table.** Summary table which includes total site area, gross floor area by use (i.e., residential, office, retail), itemized number of full size, compact, and handicap parking stalls and the collective total number, total lot coverage proposed, area devoted to public and/or private common space, and total number of residential units.

### SITE LOCATION

10 WATER ST  
EXCELSIOR, MN 55331



### ZONING

#### CURRENT ZONING

LOT 10 - 10 WATER ST	DC - DOWNDOWN COMMERCIAL
LOT 26 - 26 WATER ST	DC - DOWNDOWN COMMERCIAL
LOT 28 - 28 WATER ST	DC - DOWNDOWN COMMERCIAL
LOT 29 - 63 WATER ST	CC- COTTAGE COMMERCIAL

2040 LAND USE	CENTRAL BUSINESS DISTRICT
PROPOSED ZONING	PUD

### PARKING

#### AUTOMOBILE PARKING: APARTMENT GARAGE

STANDARD	51 STALLS
TANDEM	08 STALLS
COMPACT	09 STALLS
ADA ACCESSIBLE	02 STALLS
<b>TOTAL PARKING PROVIDED</b>	<b>70 STALLS</b>

#### AUTOMOBILE PARKING: SURFACE LOT

STANDARD	20 STALLS
TIME RESTRICTED	03 STALLS
ADA ACCESSIBLE	01 STALLS
<b>TOTAL PARKING PROVIDED</b>	<b>24 STALLS</b>

#### BICYCLE PARKING

EXTERIOR PARKING	08 SPACES
INTERIOR PARKING	34 SPACES
<b>TOTAL PARKING PROVIDED</b>	<b>42 SPACES</b>

### DOCK CINEMA BUILDING AREA

1ST FLOOR	3,620 SF
2ND FLOOR	1,748 SF
<b>TOTAL GROSS BUILDING AREA</b>	<b>5,368 SF</b>

### SITE AREA

CURRENT/EXISTING LOTS	
LOT 10 - 10 WATER ST	.79 ACRES (34,405 SF)
LOT 26 - 26 WATER ST	.2 ACRES (8,711 SF)
LOT 28 - 28 WATER ST	.37 ACRES (16,078 SF)
LOT 29 - 63 WATER ST	.03 ACRES (1,513 SF)
<b>TOTAL LOT AREA</b>	<b>1.39 ACRES (60,707 SF)</b>

<b>TOTAL LOT COVERAGE</b>	<b>1.31 ACRES (57,211 SF)</b>
IMPERVIOUS	94.2%
PUBLIC	3,496 SF
ALLEY	1,748 SF
PARKING	7,638 SF
PRIVATE	7,245 SF

### UNIT MIX

	SIZE RANGE	QTY	PERCENTAGE
<b>1 BED</b>	634...896 SF	13	32.5 %
<b>1 BED DEN</b>	857...1,107 SF	09	22 %
<b>2 BED</b>	1,177...1,539 SF	12	30 %
<b>2 BED DEN</b>	1,411...1,625 SF	06	15 %
<b>3 BED</b>	1,871 SF	01	.5 %
<b>TOTAL</b>		<b>40</b>	<b>100 %</b>

### MIXED USE BUILDING AREA

<b>GARAGE TOTAL</b>	<b>29,250 SF</b>
PARKING	28,250 SF
COMMON & AMMENITY	1,000 SF

<b>1ST FLOOR TOTAL</b>	<b>24,300 SF</b>
RETAIL	6,775 SF
LIVING	12,500 SF
COMMON & AMMENITY	4,675 SF

<b>2ND FLOOR TOTAL</b>	<b>21,850 SF</b>
LIVING	21,850 SF

<b>3RD FLOOR TOTAL</b>	<b>21,850 SF</b>
LIVING	21,850 SF

<b>TOTAL GROSS BUILDING AREA</b>	<b>107,700 SF</b>
TOTAL PARKING	28,250 SF
TOTAL RESIDENTIAL	68,000 SF
TOTAL COMMON & AMMENITY	4,675 SF
TOTAL RETAIL	6,775 SF

**+ (10) Staging.** When the PUD is to be constructed in stages, a schedule for the development of such stages shall be submitted stating the geographical sequence of construction and the number of dwelling units or square footage of non-residential property to be constructed in each stage.

Applicant Commentary: The PUD is anticipated to be constructed in one phase. At the time of Final PUD submission, with drawings advanced and our General Contractor formally on-boarded, we will submit a formal project construction schedule and outline construction management plan.

**+ (11) Covenants.** A description of plans for covenants, restrictions, uses and continuous maintenance provisions for the project.

Applicant Commentary: Prior to final PUD approval, all parcels within the development will be parties to a reciprocal easement and operating agreement (REOA) that will dictate terms for access, operations and maintenance, parking, uses, appearance standards, easements, and covenants, among other things. The REOA will be recorded prior to commencement of construction

End of Narrative.

# 10 Water Street

## PUD Application | Section Two: Architectural Response

# 10 Water Street

## PUD Application | Section 2: Architectural Response

### Architectural Project Vision Overview Statement:

The project team is pleased to submit this Preliminary PUD application for consideration and would like to express our gratitude to Excelsior’s residents, city staff, and elected and appointed officials for their invaluable input during the Sketch Plan Review process. We received thoughtful feedback from the public engagements held between November and December 2024.

Through discussions with the City Council, Heritage Preservation Commission (HPC), Planning Commission, and neighborhood members, several key themes emerged: the unique “Charm and Character” of Excelsior, building scale and mass, public benefit, and architectural detailing.

We deeply value the stakeholder feedback and have spent the last three months evaluating it to refine the design. Our aim is to address individual concerns while ensuring a viable redevelopment. The following pages outline the design drivers and architectural responses, which we believe lead to a proposal that thoughtfully responds to the community’s needs, the site context, and the specific realities of this development parcel.

- + | *Community Feedback*
- + | *Historic Guidelines*
- + | *Building Size, Scale, and Massing*
- + | *Fenestration Patterning*
- + | *Charm, Character, and Detailing*

### + Community Feedback

Throughout the schematic and design development process, we attended multiple community meetings to gather feedback from residents and elected officials. The discussions with the City Council, Heritage Preservation Commission (HPC), Planning Commission, and neighborhood members revealed several key themes. One major concern was the building's height, with officials suggesting reductions or modifications to setbacks to minimize its impact on the surrounding area. Public benefits were also a focal point, as city representatives emphasized the need for clearer articulation of how features like the theater, alley improvements, and public spaces would serve the community.

Design and aesthetic considerations were widely discussed, with recommendations to simplify window variations, standardize facade design, and ensure the building maintains the historic charm of Excelsior. Questions were also raised about the balance of commercial, residential, and short-term rental spaces, as well as how the project would integrate with surrounding buildings. Additionally, parking and circulation emerged as concerns, with officials seeking clarification on parking adequacy and how the project would impact traffic and alley access.

By engaging with these stakeholders, the project team has worked to refine the design to better align with their expectations. Some of the comments heard during these public meetings are summarized on the right.

### + Neighborhood Meetings

*...library as a reference of successful project...*

*...Excelsior is not Wayzata...*

*...provide a building with charm and character...*

*...add more traditional characteristics to the design...*

### + Historic Preservation Commission

*...preserve the charm of Water Street...*

*...use of a richer brick to enhance Water Street aesthetic...*

*...simplify window pattern...*

*...reduce building height where possible...*

*...building fits harmoniously in the Lake Street streetscape...*

### + Planning Commission

*...highlight the public benefits...*

*...reinforcement of street level use, vitality and design...*

*...building feels too tall...*

*...add more traditional characteristics to the design...*

*...Dock Cinema future use...*

# 10 Water Street

## PUD Application | Section Two: Architectural Response

**+ Excelsior Downtown Historic District.** The subject property lies at the eastern edge of the Excelsior Downtown Historic District. The stated objective for new construction within the district is to “maintain the scale and quality of design in the district,” while ensuring that the district’s architecture remains “architecturally diverse with an overall pattern of harmony and continuity.”

The guidelines emphasize that it is not generally considered appropriate to construct new buildings that create a false sense of history. Instead, new infill construction should be readable as new and well-designed, in harmony with the surrounding historic streetscape. Additionally, building height should relate to the average height of existing adjacent structures and be compatible with the size, scale, massing, rhythm, and character of the surrounding area. While new projects should respect the district’s historic fabric, the guidelines suggest that new buildings incorporate contemporary details that harmonize with their neighbors, reinforcing the overall pattern of continuity and compatibility.

Adjacent and below, our team has identified several statements from the City of Excelsior Preservation Design Manual related to New Construction that resonate with our design objectives.

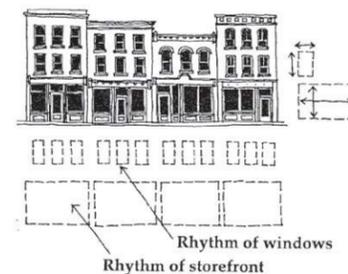
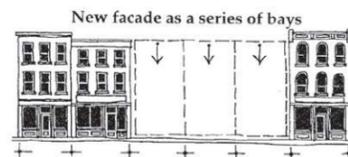
### New Construction

Discussion of the issue could fill a book and is beyond the scope of this manual. However, the general principle for new construction in the Excelsior Downtown Historic District is to maintain the scale and quality of design in the district. The Excelsior Downtown Historic District is architecturally diverse with an overall pattern of harmony and continuity.

While it is not generally considered appropriate to construct new buildings that give the viewer a false sense of history, new infill construction should be readable as new and well-designed in harmony with the surrounding historic streetscape. In creating compatibility and complementary design, new construction should be compatible with the size, scale, massing, height, rhythm, setback, color material, building elements, site design, and character of surrounding structures and the area. Avoid using noncontributing, newer buildings as examples to follow when designing new construction.

New construction should reflect the historic patterns that give Excelsior its unique charm. Additions to the streetscape should not call undue attention to their height or massing. They should reflect and enhance the pattern and rhythm of storefronts, windows and parapets along Water Street. Details such as elaborate Victorian wood and stone designs help give older buildings character, however, new infill construction may echo their patterns of placement and profiles, but should not attempt to duplicate historic detailing in new materials.

The site placement of new construction within in the historic streetscape also plays an important role in the compatibility and continuity. The historic district along Water Street has a clearly defined pattern of placement. New infill should respect that pattern and have the same setback as its commercial neighbors.



### + HPC Guideline Highlights

*...architecturally diverse with an overall pattern of harmony and continuity...*

*...it is not generally considered appropriate to construct new buildings that give the viewer a false sense of history, new infill constructions should be readable as new and well-designed in harmony with the surrounding historic streetscape...*

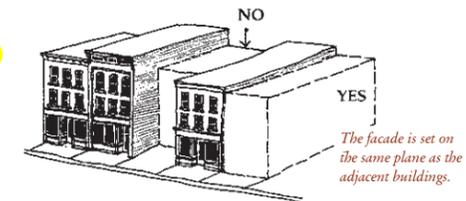
*...height should relate to the average height of existing adjacent structures...*

*...compatible with size, scale, massing, height, rhythm...of surrounding structures...*

*...seen as a project of its own time...display contemporary details that harmonize with its neighbors...*

#### New Construction Guidelines

- NC.1 **Height** - A new building's height should relate to the average height of existing adjacent structures.
- NC.2 **Proportion of a building's front façade** - Façade proportion of new construction should be compatible in height and width to its adjacent buildings and the streetscape. If the site is large, the mass of the facade can be broken into a number of smaller bays, to maintain a rhythm similar to the surrounding buildings.
- NC.3 **Setbacks** - New construction setback shall be consistent with the adjacent older buildings. In areas of zero setback from the right-of-way, the new setback shall be the same. In areas on side streets where the setbacks are less formal and more residential in design, variation in setback is more acceptable.
- NC.4 **Orientation** - New construction should be oriented to the primary street and not inward or to the side. Corner commercial or office buildings should be designed so that the entrance faces a primary street. The secondary elevation should be well designed and contain windows, storefronts and decorative features so that it visually enhances the secondary street. Blank walls should be no longer than ten feet where the building is not set back from the lot line.
- NC.5 **Building spacing** - New construction should fill the entire lot width opening, unless coordinated with pedestrian walkways from back parking areas.
- NC.6 **Roof shapes** - Roof styles in the downtown area should be predominately flat, with parapets and/or cornices.
- NC.7 **Proportion of openings within the façade** - The size and proportion of window and door openings should be similar to those on surrounding facades.
- NC.8 **Relationship of solids to voids** - The ratio of window area to solid wall should be similar to neighboring buildings.
- NC.9 **Materials** - New construction facade should be composed of materials similar to surrounding facades.
- NC.10 **Architectural character and details** - New construction should be a balance of new and old in overall design and architectural detail. A new design that draws upon the fundamental similarities among older buildings in the area without copying them is preferred. This will allow the building to be seen as a project of its own time and yet be compatible with its historic neighbors. Architectural details should reflect some of the detailing of surrounding buildings in window shapes, cornice lines, and brickwork, while at the same time display contemporary details that harmonize with its neighbors.
- NC.11 **Colors** - Material and paint colors should relate to each other in a coherent and consistent design, and also be selected in response to the existing materials and colors of surrounding buildings.



# 10 Water Street

## PUD Application | Section Two: Architectural Response

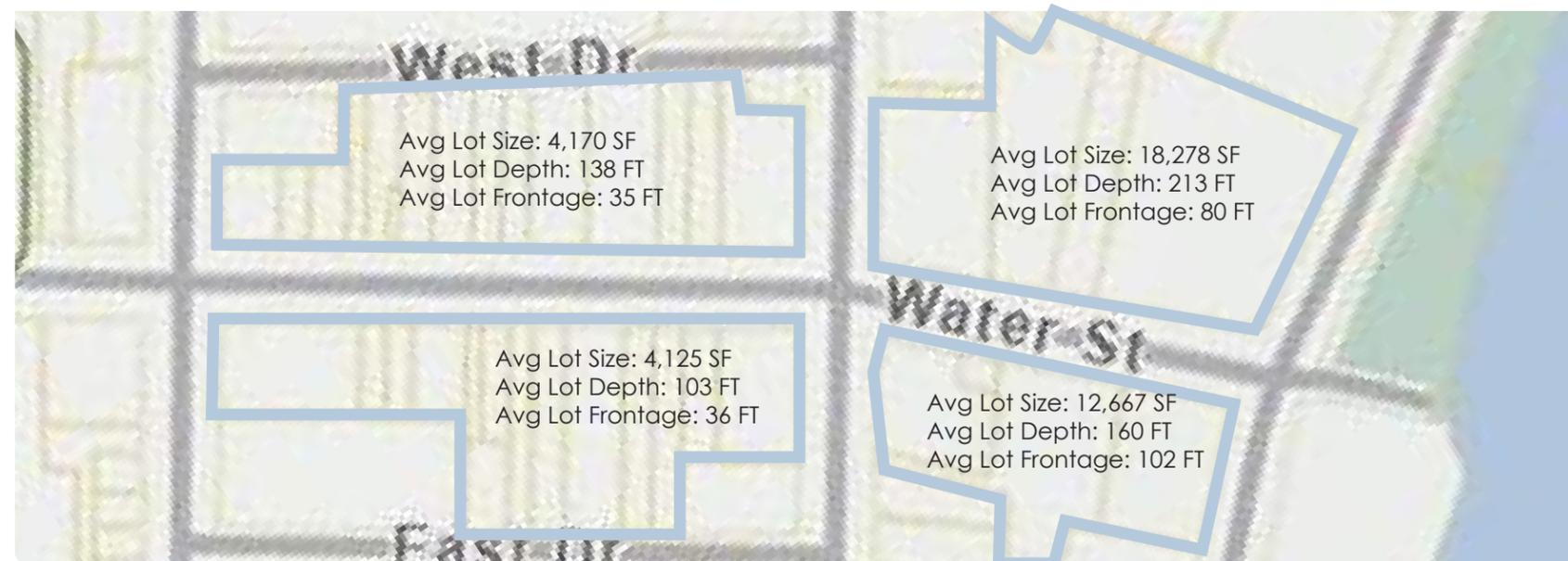
A central theme in our team's discussions throughout the course of this project has been the unique development context of the 10 Water Street site. While this site is within the historic district, it differs from the block of Water Street between 2nd and 3rd Streets. There, the core of the historic district is characterized by one- and two-story buildings constructed at the turn of the 20th century on narrow lots averaging 35' wide by 138' deep, with an average site area of 4,170 square feet. In contrast, the buildings on the 10 Water Street block were predominantly constructed between 1940 and 1955, with an average lot width of 80' and depth of 213', resulting in an average site area of 18,278 square feet. As you move away from the district's core, the lots become larger, the buildings of different vintages, and the land uses more diverse, including parks, single- and multi-family housing, along with additional downtown commercial uses.

While the area immediately west of 10 Water Street is a turn-of-the-century commercial district, the 10 Water Street site anchors the edge of this condition and should respond accordingly. The site serves as a key gateway to the historic downtown, and as the Historic Preservation Guidelines state: "While it is not generally considered appropriate to construct new buildings that give the viewer a false sense of history, new infill construction should be readable as new and well-designed in harmony with the surrounding historic streetscape."



Development Site

Downtown Historic District Map



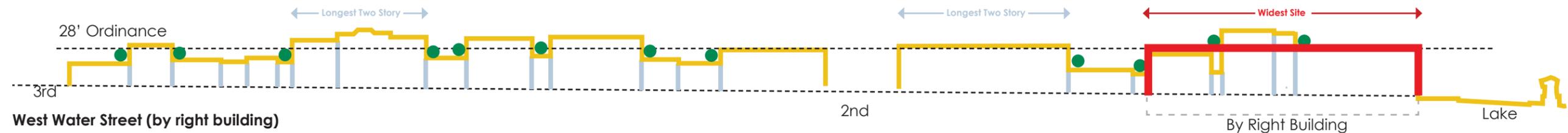
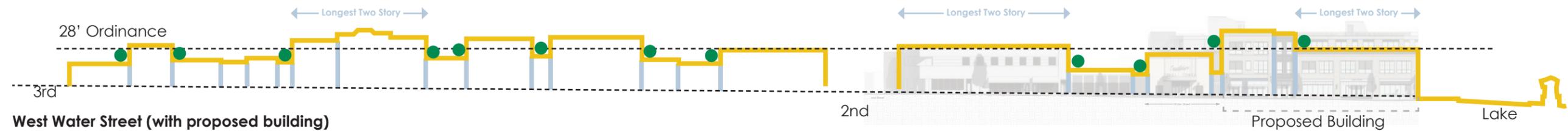
Average Lot Dimensions on Adjacent Blocks

# 10 Water Street

## PUD Application | Section Two: Architectural Response

### + Building Size, Scale & Massing

While the core of the Downtown Historic District is composed of buildings ranging from one to two stories, with heights up to 37 feet, a defining characteristic of the streetscape is the undulation of building heights, illustrated below by green dots. This variation creates a rhythmic cadence that is intrinsically tied to the character of Water Street. To maintain this cadence, the Water Street façade was divided into two primary volumes, delineated by a change in height between them and the adjacent structures. Without this strategy, a continuous two-story roof line would have extended across approximately 80% of the entire block, disrupting the dynamic rhythm of the streetscape. This approach aligns with the Excelsior Design Standards, specifically under the “Unifying Design Concept,” which states that “varying building scales and heights are encouraged within blocks.” (Pg. 2) Additionally, the Composition Policy supports “Use of architectural features and detailing to enhance building surfaces should be encouraged. Such features may include setback of upper floors or roof line, strong building corner features, entrance detailing and emphasis, canopies, projected or recessed windows, or porches on residential style buildings.” (Pg. 4)



# 10 Water Street

PUD Application | Section Two: Architectural Response



Water Street  
between  
2nd & 3rd



Water Street  
between  
Lake & 2nd

# 10 Water Street

## PUD Application | Section Two: Architectural Response

As previously noted, the architectural context of the site becomes more varied as it extends outward from the core of the historic district. While Water Street is predominantly composed of historic brick structures, Lake Street transitions into a waterfront cottage residential style, characterized by wood siding, larger lots, and increased setbacks from property boundaries and neighboring structures.

In response to this transition, as the classically organized, zero-lot-line Water Street façade turns north along Lake Street, the building’s massing adapts. A central void opens into a courtyard lined with vegetative public greenspace before the adjacent mass rises again to define the north wing of the building. This design element not only enhances the pedestrian experience but also responds to the adjacent 3.5-story multi-family development to the north and the setbacks between existing structures.

In this way, the project thoughtfully acknowledges and reflects the architectural transition of Lake Street into a residential district while adhering to the Excelsior Historic Preservation Design Manual NC.1, which states: “Height – A new building’s height should relate to the average height of existing adjacent structures” (Pg. 47).



Water Street



Lake Street



# 10 Water Street

## PUD Application | Section Two: Architectural Response

### + Building Height

The building is proposed as three stories above an enclosed parking structure. Along Water Street, the entirety of the parking structure is below grade, presenting the appearance of a three-story building, with the majority of the third floor set back from a two-story brick volume.

As the project extends north along Lake Street, where the grade drops by approximately seven feet, a portion of the garage level becomes exposed at the northern corner of the building. To mitigate this, the design team has planned an amenity space at the garage level to screen any visible parking from the public realm.

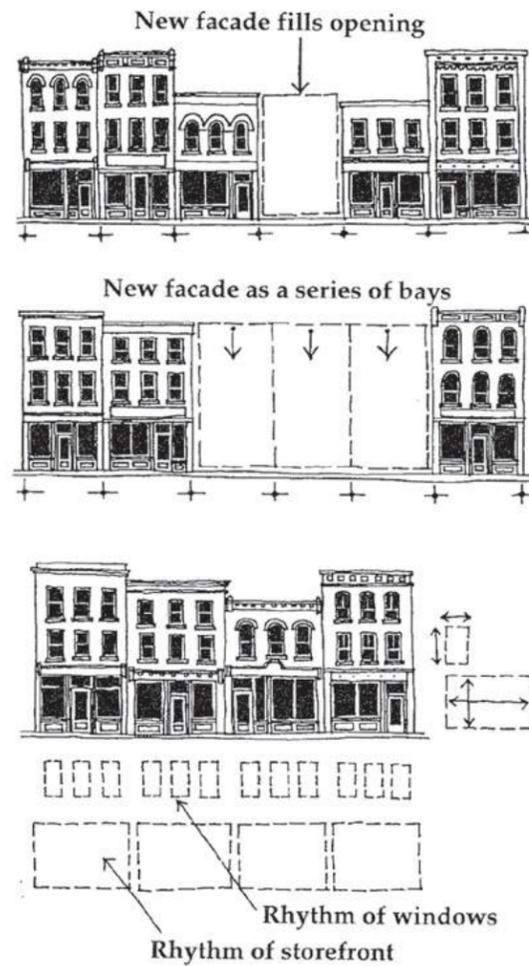
Along Water Street, the tallest portion of the building is estimated to be 40 feet, 3 inches above the sidewalk. For height comparison, several two-story buildings on Water Street are depicted below.



# 10 Water Street

## PUD Application | Section Two: Architectural Response

### + Fenestration Patterning HPC Guidance



### + The Excelsior Historic Preservation Design Manual states: NC.7 Proportion of Openings Within the Façade – “The size and proportion of window and door openings should be similar to those on surrounding façades.”

As illustrated by the images on the left, the two narrowest buildings in the diagram below demonstrate window patterns closely aligned with the diagrams from the Preservation Design Manual. However, as we move further east toward the 10 Water Street site, the window patterns exhibit rough openings that are wider than they are tall, while maintaining a vertically oriented mullion pattern—seen in both the Sampson Building (200 Water Street, Bull & Wren) and the Laramie Ford Building (34 Water Street).

The proposed project seeks to reinforce a window pattern similar in size and proportion to those found on adjacent structures. This approach ensures compatibility with the surrounding streetscape while maintaining a design that is distinctly new and responsive to modern building programming.



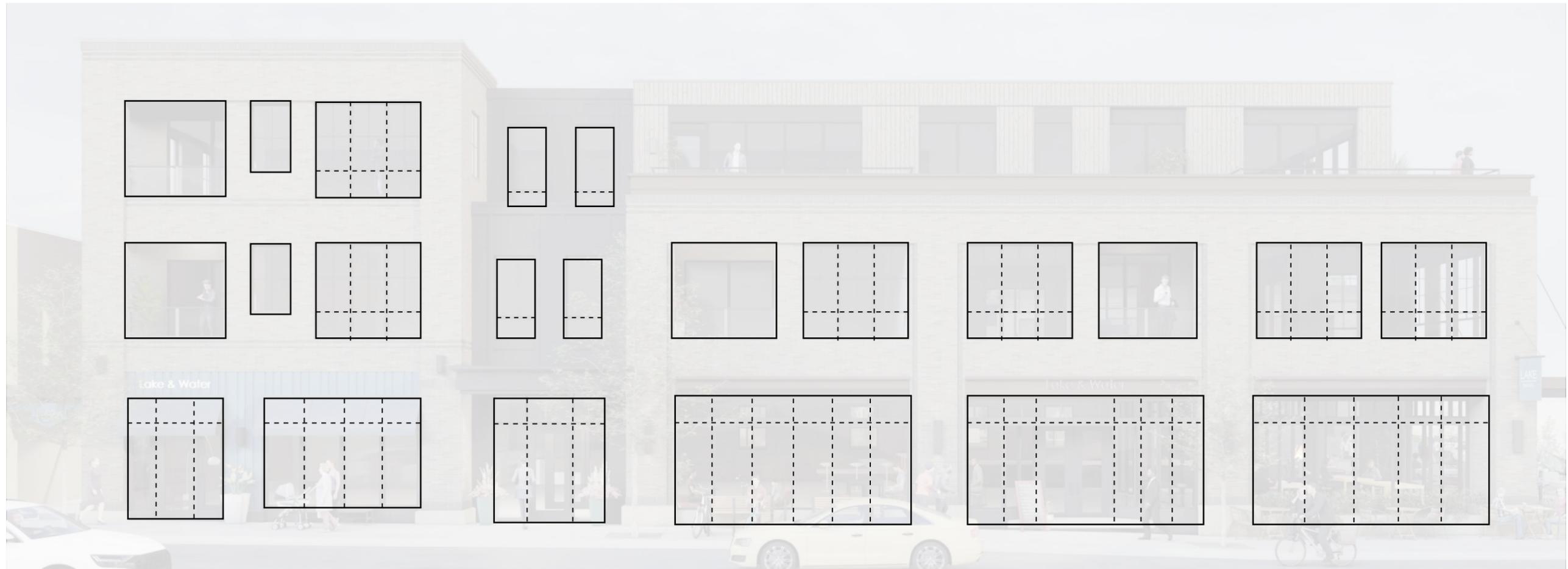
# 10 Water Street

## PUD Application | Section Two: Architectural Response



Previous Iteration of Window Patterning

Our team has made several modifications to the fenestration pattern based on City and community feedback. First, the windows above street level have been refined and reorganized to introduce an added level of regularity, reflecting the consistent patterns found in historic structures. Second, in response to community engagement, we have introduced two additional retail entrances along Water Street. This effort increases opportunities for individual storefronts, encourages diverse retail character with unique entryway plantings by different shop owners, and reduces the length of uninterrupted glass storefronts, fostering a more inviting and pedestrian-friendly streetscape.



# 10 Water Street

## PUD Application | Section Two: Architectural Response

### + Charm, Character & Detailing

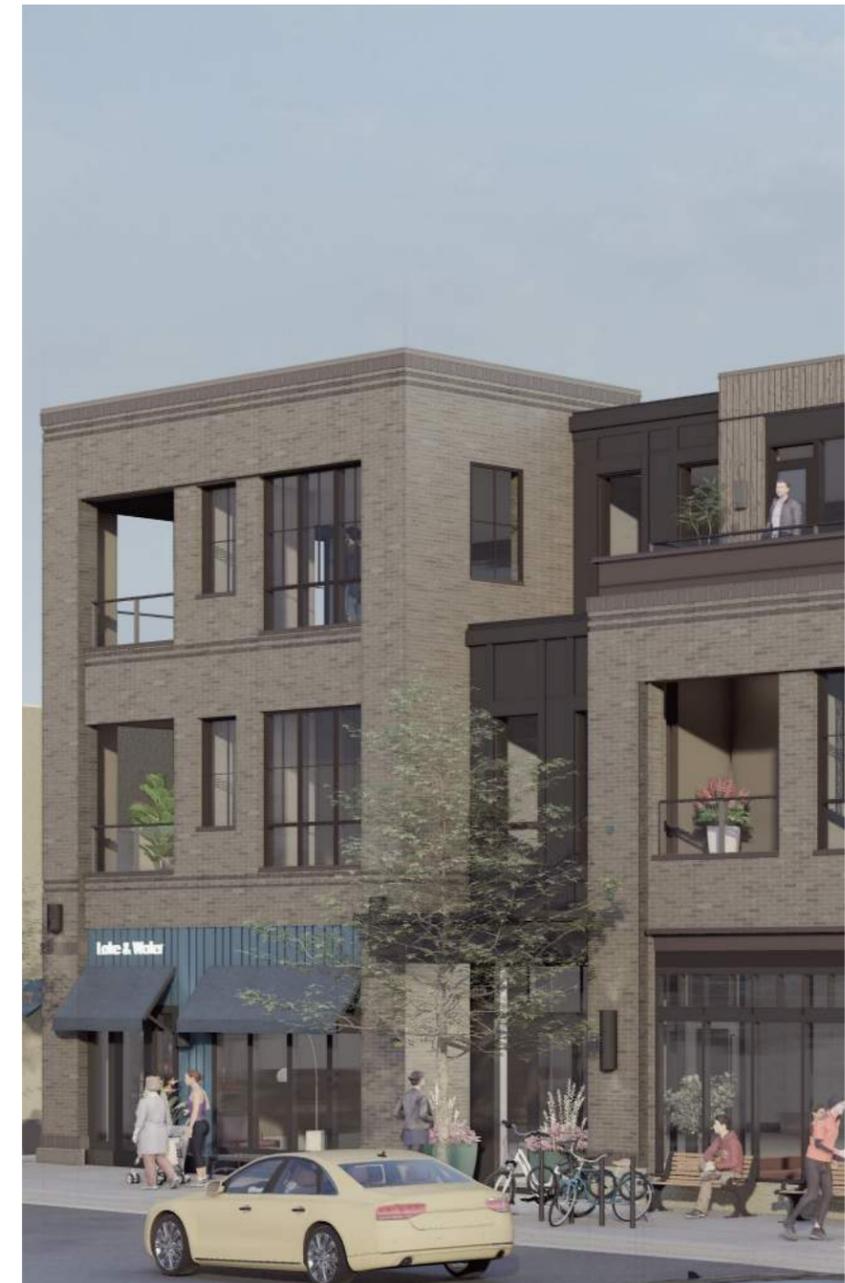
Throughout our public engagement, we heard passionate feedback from proud Excelsior residents expressing their love for the charming and character-filled nature of downtown. While these qualities can be difficult to define or directly translate into built form, through careful study and reflection, we identified a worn, eclectic character—full of individuality in its storefronts, planters, awnings, and pops of color. The image below particularly resonated with our development team, capturing an authentic sense of place and atmosphere.

In response, our team worked through a series of revisions to enhance the sense of uniqueness and individuality within the project. We added additional fenestration at the ground level to encourage distinct storefront expressions for up to three retail tenants. Adjustments were made to brick detailing, building lighting, awnings, canopies, and streetscape elements—all aimed at fostering a more eclectic, engaging, and pedestrian-friendly experience.

Additionally, we refined our public interface along Lake Street and introduced an elevated public porch designed for all to enjoy. While design remains inherently subjective, we are pleased with the project's evolution and grateful for the thoughtful feedback that helped shape it.



Previous Iteration



Currently Proposed

# 10 Water Street

## PUD Application | Section Two: Architectural Response

+ The Excelsior Historic Preservation Design Manual states: NC.10 Architectural Character and Details – “New construction should be a balance of new and old in overall design and architectural detail. A new design that draws upon the fundamental similarities among older buildings in the area without copying them is preferred. This will allow the building to be seen as a project of its own time and yet be compatible with its historic neighbors. Architectural details should reflect some of the detailing of surrounding buildings in window shapes, cornice lines, and brickwork, while at the same time displaying contemporary details that harmonize with its neighbors.”

The images below illustrate detailing from three distinct architectural periods: early 20th century (left), mid-20th century (center), and 21st-century infill (right). Generally, the early 20th-century building features the most ornate detailing, while the mid-century example showcases the clean lines and subtle detailing characteristic of Mid-Century Moderne. The most recent example, the historic infill library, employs clean planes of brick with a more traditional corbelled brick inset above modern aluminum storefront glass.

The proposed design for the new project seeks to capture the weight and presence of historic cornices while refining their form into a more streamlined expression. The brickwork incorporates moderate detailing, balancing tradition with contemporary aesthetics. Additionally, contrasting materials, such as wood elements in the residential portion and recessed balconies, introduce a modern yet contextually appropriate architectural language.



# 10 Water Street

## PUD Application | Conclusion

### + Conclusion

In summary, while Water Street between 2nd and 3rd Streets is clearly a turn-of-the-century commercial district, the 10 Water Street site anchors the edge of this condition while also being influenced by unique elements not present just one block west.

While design is inherently subjective, we believe this proposal is both compatible with and complementary to the existing streetscape and historic fabric. The design respects the streetscape's rhythm, scale, and materiality while introducing a project that is firmly of its time. This development not only honors the historic context but also enhances the streetscape, providing public benefits such as improved infrastructure, economic vitality, stormwater management upgrades, and the revitalization of a cherished local cinema. Additionally, the project introduces new residential and commercial opportunities that contribute to the vibrancy of this beloved community.

