

REPORT / RECOMMENDATION



To: Planning Commissioners

Agenda Item #: VI.D

From: Karen M. Kurt, Assistant City Manager
Cary Teague, Community Dev. Dir.

Action

Discussion

Date: March 25, 2015

Information

Subject: Wooddale Valley View Small Area Plan

Action Requested:

Recommend adoption of the Wooddale Valley View Small Area Plan as part of the 2008 Comprehensive Plan.

Information / Background:

Attached is the completed Wooddale/Valley View (WVV) Small Area Plan. The neighborhood commercial node at Wooddale Avenue and Valley View Road was one of four areas identified for future study in the 2008 Comprehensive Plan. The project began in May 2014, with a planning team appointed in July 2014 and a consultant team identified in August 2014. Participants in the WVV planning process are outlined in the table below:

WVV Planning Team	Consultant Team	Staff
Arlene Forrest (co-chair)	Peter Musty, LLC (project lead)	Karen Kurt, Assistant City Manager
Susan Lee (co-chair)	Weber Community Planning	Cary Teague, Community Development Director
Rob Burley, business owner	Biko Associates, Inc.	Lindy Crawford, City Management Fellow
Connie Carrino, resident	Maxfield Research	
Brian Durst, resident	Economic Development Services, Inc.	
Carrie Fordahl, business owner		
Rita Paris, resident		
Jim Schedin, resident		

Community outreach for this plan included:

- Four community meetings/workshops (June 18, October 11, November 8 and December 3)
- Meetings with neighborhood associations and individual businesses/property owners, and
- Online communication through the City's website, NextDoor and Speak Up, Edina!

The WVV Small Area Plan includes recommended goals, policies and implementation steps with respect to economic vitality, land use and community design, and transportation.

The significant changes to the land use portion of the Comprehensive Plan, include the following:

1. Increase in height at the northwest and northeast quadrant of the Valley View and Wooddale intersection from two stories to three stories. (See page 35.)

2. Increase the maximum residential density from 12 units per acre to 30 units per acre. (See page 32.)

Attachments:

Wooddale Valley View Small Area Plan

Wooddale Valley View SMALL AREA PLAN



*Published
March 19, 2015*

Wooddale Valley View Small Area Plan

City Council Members

James Hovland Mayor
Kevin Staunton
Bob Stewart
Mary Brindle
Ann Swenson



City Planning Commission Members

Michael Platteter Chair
Claudia Carr Vice-Chair
Arlene Forrest*
Steven Hobbs
Susan Lee*
Ian Nemerov
Jo Ann Olsen
Gerard Strauss
Todd Thorsen
Taylor Halva Student
Madison Seeley Student
(* - co-liaisons to Small Area Planning Team)

Small Area Planning Team Members (Volunteer)

Arlene Forrest Co-Chair
Susan Lee Co-Chair
Rob Burley
Connie Carrino
Brian Durst
Carrie Fordahl
Rita Paris
Jim Schedin

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Consulting Team Members

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William Weber	Weber Community Planning	St Louis Park
William Smith	Biko Associates, Inc.	Minneapolis
Joe Hollman	Maxfield Research	Minneapolis
Janna King	Economic Development Services	Roseville

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EdinaMN.gov/WVV Project Archive

In addition to materials and documents from the community process, the webpage includes:

- Community Generated List of Identified Issues
- Community Engagement Plan
- Report on Demographic Profile and Market Trends
- Summary of Business Owner and Property Owner Opinion
- Land Use and Community Design – Discovery Materials
- Transportation and Street Design - Discovery Materials
- Original High Resolution PDFs:
 - Figure 4.4 Building Frontage Guidelines
 - Figure 4.9 Site Capacity Alternatives: City-Owned Site
 - Figure 4.11 Eastern Gateway Design Study

Chapter 1

Introduction

	Purpose	1.1
	The Study Area	1.2
Community Engagement and Planning Process		1.3
	Major Planning Issues	1.4
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Chapter 1 - Introduction

How the Small Area Plan will be Used

The Wooddale Valley View Small Area Plan serves as an important tool for landowners, developers, city planners, city council members and planning commission members when evaluating future development projects. In addition, the Plan outlines specific action steps for the City and other stakeholders to support the long term vision for the area.

Developers and landowners will find the plan useful when conceptualizing and preparing development plans for implementation in the Wooddale/Valley View Small Area Plan study area. Reviewing the Small Area Plan during the early stages of project development will inform developers of City-adopted directions, standards and guidelines and will ultimately prove to be a time- and resource-saving measure that can streamline the development review process.

City staff will find the plan to be a useful tool when explaining and illustrating City-adopted directions, standards, and guidelines to developers. They will then be able to use the plan's principles, goals, and policies to assess and evaluate the degree to which developers' plans adhere to City directions and the impact of variances developers might seek.

The **Planning Commission** will use the plan when deciding whether to approve development proposals and pass them along to the **City Council** for adoption.

How the Small Area Plan is Structured

The Wooddale/Valley View Small Area Plan is organized similar to the Comprehensive Plan. The plan includes:

- Major Issues
- Guiding Principles
- Goals, Policies and Guidelines
- Implementation Steps

The plan was developed through an iterative process beginning with input from community members at a kickoff meeting that was held in June 2014. In addition to community members, others involved in the process were a Small Area Planning Team, appointed by the Planning Commission; City staff; and a consultant team. The iterative nature of the process permitted conclusions reached in one phase of the Small Area Plan study to be re-visited and discussed by each of the participants and, if necessary, revised to take new ideas and new information into account.

Issues. One of the first products developed in the process was a list of five major issues, which were synthesized from over one hundred issues identified by

From Issues to Implementation The Wooddale Valley View Model

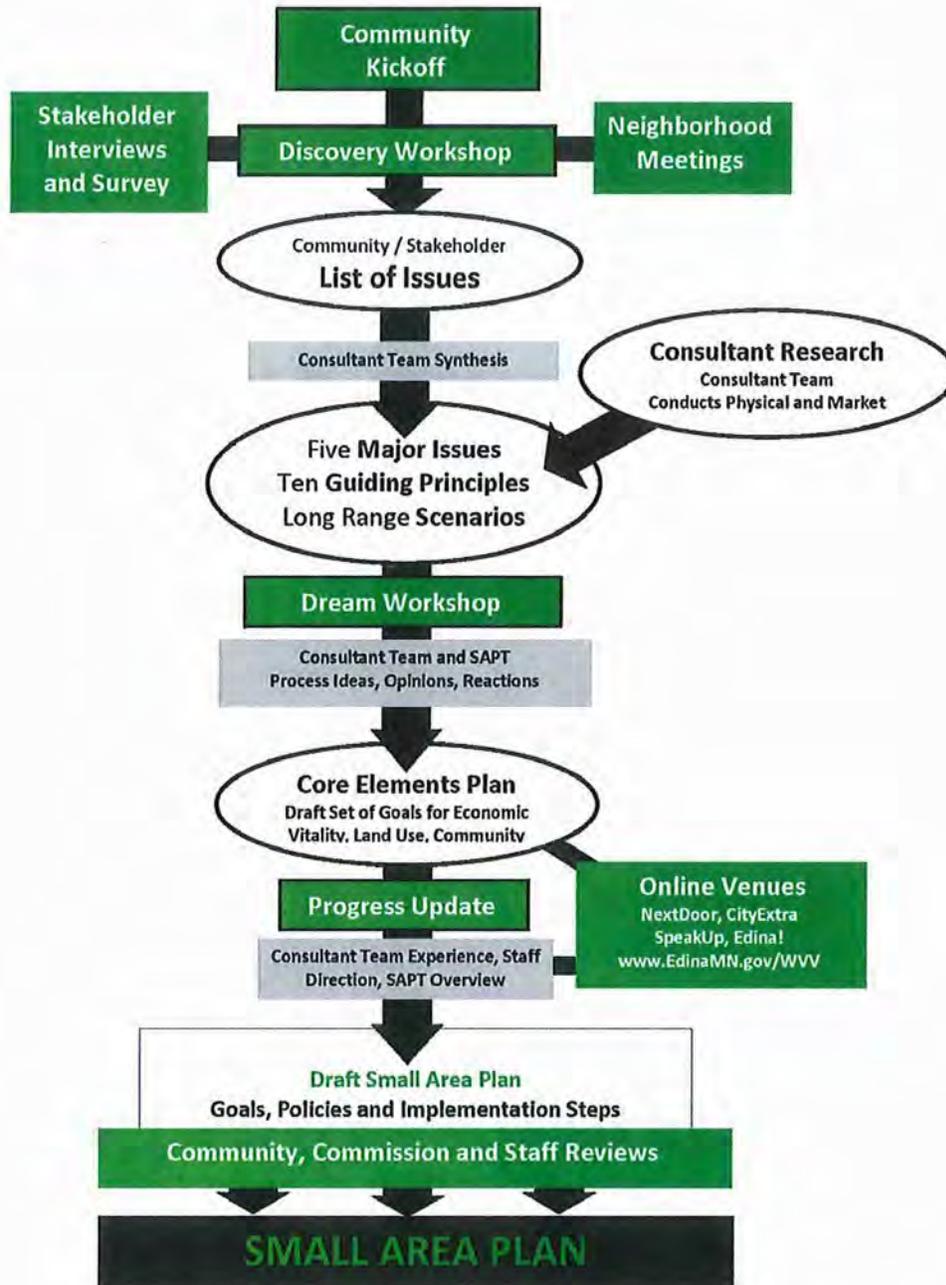


Figure 1.1
Wooddale Valley View Planning Process

1.3 Community Engagement and Planning Process

The planning process was conducted from June, 2014 through February, 2015. As will be discussed, community engagement was the cornerstone of the Wooddale/Valley View Small Area Plan planning process, and many opportunities were given to community members to express their opinions and identify issues and concerns about the Study Area. Milestone events during the process included:

Community Kickoff - June 2014

In June of 2014, over 70 community members turned out for an orientation presentation and discussion about the upcoming Small Area Plan process. The Kickoff meeting gave community members an opportunity to identify their concerns about the Study Area.

Consultant Request for Information (Request for Proposal) - June 2014

Edina City Staff released a Request for Information to find a Consultant Team to plan and lead community engagement events, conduct research and develop and write the Small Area Plan document.

Small Area Planning Team (SAPT) Convened - June 2014

With assistance from City staff, a working group of community volunteers including business owners, residents and Edina Planning Commission representatives were appointed by the Edina Planning Commission to guide the planning process. Their first meeting was in July of 2014. The Small Area Planning Team (SAPT) selected a Consultant Team, through a competitive proposal process that included interviews.



Figure 1.3
City of Edina
Small Area Plan Roles

Chapter 1 - Introduction

Key Stakeholder Interviews and Business Owner Survey – September/October 2014

Structured interviews were conducted by the Consultant Team with five property owners, leasing agent for the Edina Village Market, and Gordon Hughes, a long-serving, former city manager of the City of Edina. In addition, six businesses completed a survey that assisted the Consulting Team in defining the Study Area's trade area and also provided business owners an opportunity to offer insights into the node's strengths and challenges. The interviews focused on business-related conditions and future expectations.

Discovery Workshop – October 11, 2014

The first event conducted by the newly assembled team of Consultants, City Staff and SAPT was held on Saturday morning, October 11, 2014. The event was held at the Edina Village Market in an empty storefront space. The session included breakfast, a presentation featuring key points in the history of the node, and a consultant-led exercise called a discovery *walk-about* where teams were given the tasks of touring the Study Area together to identify issues. Following the *walk-about*, the teams discussed their issues in a workshop.



Community members document issues during the Discovery Walk-About.

Dream (Visioning) Workshop – November 8, 2014

The Dream Workshop was held at the Edina Senior Center on a Saturday morning. The workshop included:

- Presentations by the Consultant Team on five *Major Planning Issues* and a set of *Organizing Principles* drawn from community input
- Update on progress of consultant discovery work, including an explanation of demographic and market trends and a summary of current attitudes in the business community
- Interactive review of a *Map of Potential Public Realm Improvements* and a set of long range scenarios for revitalization and redevelopment reflecting both future market trends and the draft *Organizing Principles*

1.4 Major Planning Issues

One of the community engagement tools used during the Discovery Workshop (held on October 11, 2014), at the neighborhood outreach meetings, and by SAPT members, was an exercise that challenged community members to identify issues in the form of questions. Individuals were invited to address issues ranging from more specific physical conditions and design preferences to broader economic and planning issues. The intent was to 1) help city staff, the Consultant Team and the SAPT better understand community attitudes, values and ideas about the Study Area and 2) provide a framework for the development of guiding principles, which would be used to define goals, policies and implementation steps for the Wooddale Valley View Small Area Plan.

Below are the five major planning issues that emerged from the milestone community engagement activities previously described. The five issues were synthesized from an initial list of over one hundred that were developed and submitted by community members and stakeholders:

Economic Vitality What, if any, public or private actions should be taken to **revitalize the Study Area in its current form?**

Long Range Land Use What are the viable long range **patterns of land use** in the Study Area?

Built Form Guidance What should be the **physical parameters for development** of each site in the Study Area?

Pedestrian Experience What should be done to improve the experience of **walking, bicycling or riding the bus?**

Placemaking What should be done, if anything, to improve the Study Area's **identity or sense of "place"?**

Chapter 2

Demographic and Market Profile

Demographic Characteristics	2.1
Real Estate Market Conditions	2.2

Defining Wooddale Valley View's Primary Market Area and Retail Trade Area

Figure 2.1 illustrates the larger Primary Market Area (shown in blue) used in the analysis of current demographic characteristics and for analysis of housing market conditions and trends. The Primary Market Area (i.e. trade area, draw area) is the geographic area from which between 70% and 80% of a housing project's customer base (renters, home buyers, etc.) come. This is communicated as a boundary map of Census Tracts surrounding the Study Area.

Because of traffic volumes and visibility of the Study Area, it was concluded that the draw area for commercial and retail goods and services will be neighborhood-oriented and will be smaller than the Primary Market Area for housing. As such a Retail Trade Area submarket (shown in dark blue) was established as the primary draw area for commercial/retail uses at Wooddale Valley View.

Determination of the boundaries of the Primary Market Area and Retail Trade Areas is based on several factors, including:

- Growth trends and demographic characteristics of the surrounding area;
- Traffic and community orientation patterns;
- Geographic and man-made barriers;
- Places of employment;
- Renter leasing patterns;
- Discussions with Study Area business and property owners;

Note: Both of these boundaries are larger than the project Study Area defined previously in this plan.

2.2 Real Estate Market Conditions

Both quantitative and qualitative market research were conducted during the planning process to assess market support for various real estate types in the immediate Study Area. The research considered potential for retail commercial land uses and multiple-family, senior, and rental housing. The *Project Archive*, found at EdinaMN.gov/WVV, presents the complete and detailed market analysis, a profile of properties, and a summary of interviews and surveys with property and business owners. The findings of the quantitative market analysis are summarized below characterizing demand trends for office space, retail space and housing.

New Retail Business Space

- **Small neighborhood business can thrive in the area.**

Some opportunity exists for neighborhood-oriented retailers catering to high-income family households and for business establishments that offer services to local households such as:

- Full-service and limited-service restaurants;
- Health care and personal care stores and providers;
- Insurance agencies, accountants, real estate agents.

- **Beyond that mentioned above, fairly limited demand for *new* retail space in the Study Area was found.**

Retail vacancy in 2014 was at 7.2 percent in the primary market area. Retail space availability in top trade areas (i.e. Edina) is tightening. Additionally, high household incomes and expenditures contribute to significant “leakage” of retail sales in several neighborhood- or convenience-oriented retail categories. Residents don’t need to travel far out of the Study Area for goods/services. (Retail leakage occurs when community members spend money outside the area or when money spent in an area is transferred out of the area.)

New Office Space

- **Limited demand was found for new office space in the Study Area.**

Vacancy rates for office space remain high: 17.4 percent in the Twin Cities, 16.5 percent in the Southwest Submarket. The market for medical office space is tighter (5.6 percent off-campus vacancy rate in the southwest metro). Most office-using business establishments in the Study Area are relatively small in size. The existing supply of vacant office space in Edina can satisfy much of the projected growth.

Chapter 3

Economic Vitality

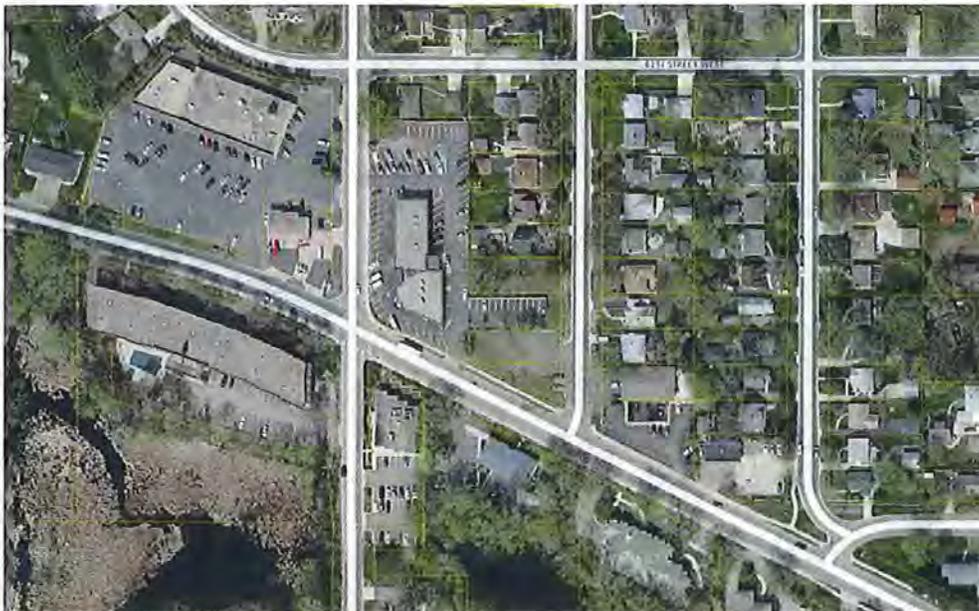
Current Conditions	3.1
Trends and Challenges	3.2
Goals and Policies	3.3
Implementation Steps	3.4

3.2 Trends and Challenges

In a sense, it's true that the very attributes that give the Study Area its unique character and charm are the characteristics that are limiting competitiveness.

Aging Commercial Spaces. Aging commercial buildings on the smaller sites nestled in the Wooddale Valley View node struggle to compete with more recently built commercial spaces in surrounding areas. Commercial buildings at Southdale, Grandview, and 50th and France, for example, succeed by offering newer, larger, more convenient, and more visible sites – while property owners at older nodes like Wooddale Valley View find it a struggle to cover maintenance, let alone reinvest in larger scale upgrades or amenities.

Unique Commercial Sites. Factors such as property size, shape, and topography further contribute to an awkwardness of many of the sites for use as commercial properties. Access and parking issues make them comparatively less attractive to conventional businesses that require larger, auto-oriented formats more convenient to drivers. Because Valley View Road cuts through at an angle to the north-south street grid, many properties in the study area are small and uniquely shaped, with many placed on sharply angled corners within small blocks, making automobile access and parking configurations difficult to design. In addition, steeply sloping topography limits the viability of commercial development on the south side of Valley View Road within the study area.



Parcel Lines and Aerial Image from Hennepin County PropertyInfo

Chapter 3 - Economic Vitality

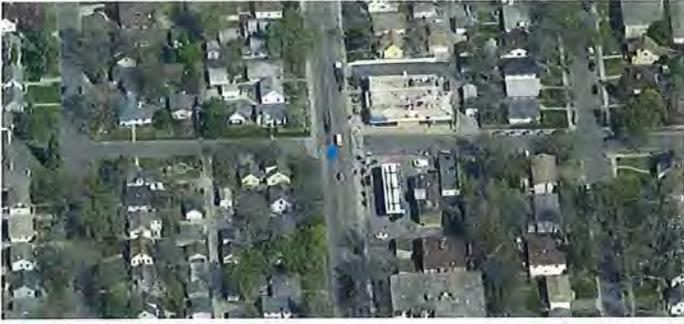
	Two-Way Daily Traffic Volume - Wooddale Valley View (2013)			
On Wooddale, North of Valley View	On Valley View, West of Wooddale	On Valley View, East of Wooddale		
3,200	5,900	7,900		
	Two-Way Daily Traffic Volume 56th and Xerxes			
On Xerxes, North of 56th	On Xerxes, South of 56th			
9,500	9,500			
	Two-Way Daily Traffic Volume - 54th and Penn (2013)			
On Penn, North of 54th	On Penn, South of 54th	On 54th, West of Penn	On 54th, East of Penn	
7,200	8,600	3,200	5,800	
	Two-Way Daily Traffic Volume - 44th and France (2013)			
On France, North of 44th	On France, South of 44th	On 44th, West of France	On 44th, East of France	
10,700	12,200	3,400	7,000	

Table 3A
Comparable Traffic Counts

Policies for Economic Vitality

The following policies provide both structure and flexibility for the evaluation of proposals.

1. **The City will encourage redevelopment that is driven by the private sector that aligns with the principles, goals, policies and guidelines of this plan.** Development concepts and timing will be initiated by property owners, developers and investors based on market conditions. Development proposals will be evaluated using the direction provided in this Small Area Plan and the *Edina Comprehensive Plan*.
2. **The City, at its discretion, will strategically invest, and/or use established financing tools, to support public realm improvements to encourage redevelopment of the neighborhood commercial node, consistent with the City's *Comprehensive Plan* and Wooddale Valley View Small Area Plan.**
3. **The City will favor investments in neighborhood-serving retail, service sector businesses, and neighborhood-oriented public spaces.** Investments in existing or new buildings that meet the needs of area residents and build a sense of community, identity and vitality should be favored.
4. **The City will be supportive of formal or informal business and property owner collaborations.** This includes public-private alliances or organizations seeking to strengthen the economic vitality of the node and its role in building community.
5. **The City will discuss options for the property it owns at Kellogg Avenue and Valley View Road with adjacent landowners.** Use property to leverage development or other changes that will promote the guiding principles, goals, policies and guidelines of the small area plan.

Chapter 4

Land Use and Community Design

Current Conditions	4.1
Trends and Challenges	4.2
Goals and Policies	4.3
Implementation Steps	4.4

4.2 Trends and Challenges

Community input, real estate market conditions and existing physical conditions are all drivers of the principles, goals and policies of this plan. The community engagement process and results were outlined in *Chapter 1 Introduction*. Real estate market conditions and future trends are presented in detail in *Chapter 2 Demographic and Market Profile* and *Chapter 3 Economic Vitality*. Below is a review of physical conditions that also factor into land use and community design decision making in the Study Area:

Aging Buildings. Most of the buildings in the Study Area are older and some have not been as well maintained as perhaps they would have been under better market conditions. The commercial buildings were created during an era when the business environment and the traffic patterns were much different than they are today.

Buildings Set Back with Surface Parking. Many of the commercial buildings are set back behind a parking area, separating shopfronts from the street. This can reduce convenience for those arriving on foot, by bike or by transit, and creating a less attractive and comfortable streetscape experience for pedestrians. Moving buildings too far back (especially when cars are parked in front) can reduce the positive effects of spatial enclosure, expose customers to elements and discourage the casual strolling often found in successful retail environments and popular gathering places.

Lack of Streetscape Investments. The appearance of the Study Area is diminished by the lack of trees and green boulevards along the edges of Wooddale Avenue and Valley View Road.

Traffic Patterns. There is quite a bit of traffic through the Study Area but much of it consists of pass-through trips, especially at peak hours. When the intersection of Valley View Road and Highway 100 was closed, access to businesses in the Study Area from west of the highway and other locations was greatly diminished. In addition, Wooddale Avenue does not intersect or cross Highway 62 south of the Study Area.

Scale and Shape of Parcels. The Study Area contains a range of unique parcels, many with smaller sizes with irregular shapes. While this contributes to the node's unique character, these conditions present site design challenges for redevelopment projects.

Relationship to Neighborhoods. The adjacent neighborhoods consist mostly of single-family detached housing in good condition. There is little separation, buffering or transition from the buildings of the Study Area to that housing. Providing a proper transition from more active areas into the neighborhood may present challenges.

Terrain. South of the Study Area, the land slopes steeply down to ponds. This creates accessibility and parking issues that make these sites less amenable to commercial uses, especially retail.

Policies for Land Use and Community Design

1. **The City will introduce the Neighborhood Node (NN)* Future Land Use Plan designation, as presented in this plan.** The City will adopt this plan as an amendment to the 2008 Comprehensive Plan, and amend zoning and related ordinances to align with this plan.
2. **The City will review development applications of all future projects (within the boundaries of the Wooddale Valley View Neighborhood Node) to ensure compliance with the Neighborhood Node Development Guidelines*.** The guidelines include:
 - A. Building Height Limits Plan
 - B. Building Frontage Guidelines
 - C. Gathering Space Guidelines
 - D. Site-Specific Guidelines
 - E. General Guidelines (for the Entire Neighborhood Node)

***The Neighborhood Node (NN) boundaries, its description, and the *Wooddale Valley View Neighborhood Node Development Guidelines* are presented in the following pages.**

Chapter 4 - Land Use and Community Design

Similar to the Neighborhood Commercial category, Neighborhood Node:

- **Supports Neighborhood Serving Businesses.** Encourages small- to moderate-scale businesses that serve primarily the adjacent neighborhoods. Primary land uses should be retail and services, offices, studios, and institutional uses.

In addition, designation as Neighborhood Node provides:

- **Predictability for Current Landowners.** Supports current owners' efforts to invest in improvements their properties by providing a predictable planning framework for the area.
- **Flexibility for Redevelopment.** Provides greater flexibility to the development market by more explicitly encouraging the inclusion of needed housing.
- **New Gathering Space / Placemaking.** Encourages intentional integration of landscaped open space and new formal public spaces.
- **Protection of Community Values such as Scale, Walkability and Character.** A set of Development Guidelines protects the scale, walkability and character of the existing area by regulating the relationship of buildings-to-streets and the transition of building heights from node-to-neighborhood.

Table 4A - Neighborhood Node Land Use Category (Also see Figure 4.2.)

Land Use Category	General Description	Development Guidelines	Density Guidelines
NN Neighborhood Node	In general, small- to moderate-scale commercial, residential or mixed use buildings serving primarily the adjacent neighborhood(s). Primary uses encouraged are neighborhood-serving retail and services, offices, studios, institutional and residential.	Building footprints generally less than 20,000 square feet (or less for individual storefronts). Parking is less prominent than pedestrian features. Encourage structured parking and open space linkages where feasible; emphasize enhancement of the pedestrian environment. Encourage development to comply with the <i>Wooddale Valley View Neighborhood Node Development Guidelines</i> *: A. Building Height Limits Plan B. Building Frontage Guidelines C. Gathering Space Guidelines D. Site-Specific Guidelines E. General Guidelines	Maximum residential density up to 30 dwelling units per acre (du/acre). (Densities are further constrained by the parameters of the Building Height Limits Plan*). Maximum Floor Area Ratio (FAR) per zoning code.

* The Wooddale Valley View Neighborhood Node Development Guidelines are found on the following pages.

Wooddale Valley View



Figure 4.3
Building Height
Limits Plan

- 4** **Four Story Limit.**
Up to four stories, not to exceed 48 feet
- 3** **Three Story Limit.**
Up to three stories, not to exceed 36 feet
- 2** **Two Story Limit.**
Up to two stories, not to exceed 24 feet
-  **Two Story Transition (36' Deep)***
Height Limit: Up to two stories, not to exceed 24 feet (vertically) within the specified 36 feet in horizontal distance from property line.
-  **Two Story Transition (60' Deep)***
Height limit: Up to two stories, not to exceed 24 feet (vertically) within the specified 60 feet in horizontal distance from property line.

** (These 'Transition' designations were created to establish a graceful transition from Neighborhood Node properties with three story limits to immediately adjacent residential areas outside the node.)*

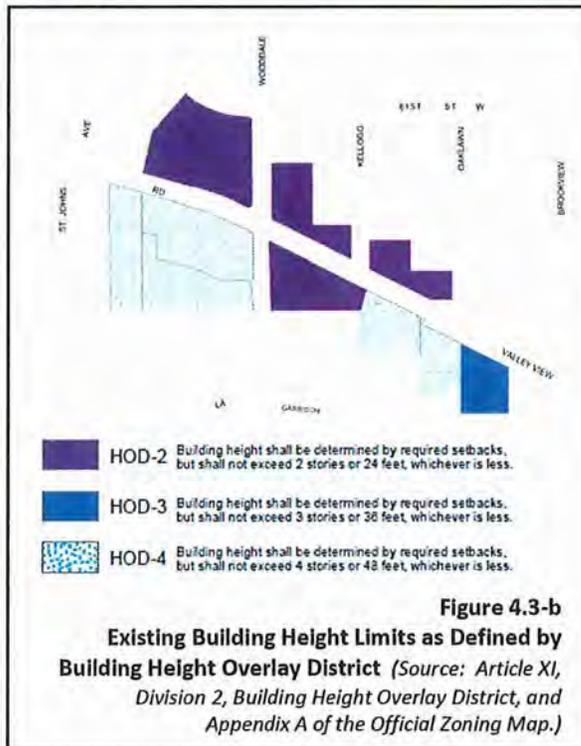
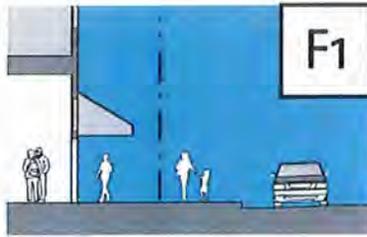
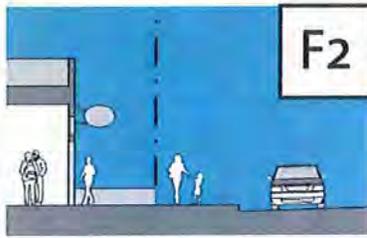


Figure 4.3-b
Existing Building Height Limits as Defined by
Building Height Overlay District (Source: Article XI,
Division 2, Building Height Overlay District, and
Appendix A of the Official Zoning Map.)



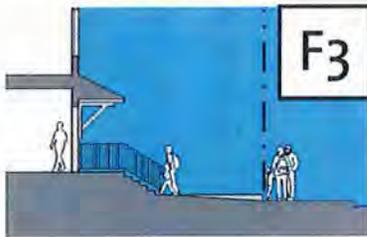
F1 Storefront

Appropriate Context: This frontage type is for small retail or service spaces fronting public spaces in Core areas.
Configuration: There may be an exterior entrance for each leasable space, spaced relatively closely along the sidewalk. Follow City of Edina guidelines for commercial storefronts for glazing, setbacks, awnings, signage, lighting and for related outdoor commercial uses such as sidewalk cafes.



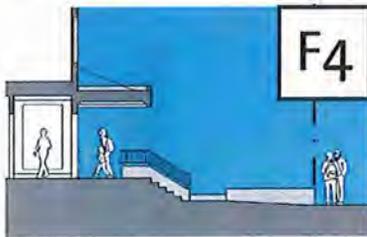
F2 Doorway (At-Grade)

Appropriate Context: This frontage type is for smaller commercial spaces in commercial or mixed use buildings that front a sidewalk. This is not to be used as a substitute for Storefront, where Storefront is merited or preferred, in core areas. The Doorway has less window space because the interior use might be office rather than retail.
Configuration: The at-grade doorway may serve one or multiple interior users. If set back 6'-12', a 'door-court' provides space for bike parking, seating and greenery.



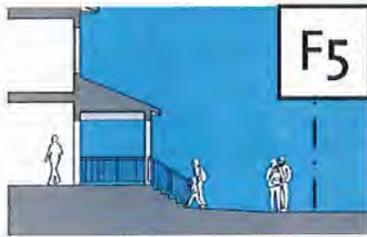
F3 Stoop

Appropriate Context: This frontage type is primarily for single family row houses and multifamily buildings with units facing the street. They provide a good transitional frontage condition for buildings in between neighborhood and core areas.
Configuration: Exterior stairs access a sheltered or recessed area large enough for a family to stand and wait for the door to be unlocked, and for guests to stand back after ringing the doorbell. Stairs facing the street provide a social setting.



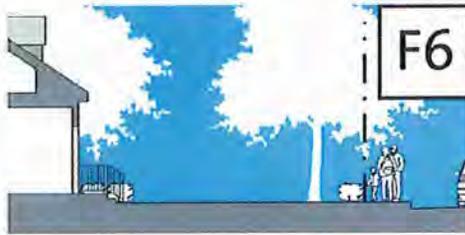
F4 Shared Entry

Appropriate Context: This frontage type is for apartment buildings. This residential frontage may be also used in a vertically mixed-use building that also features Storefront frontage.
Configuration: There would be a single entrance to the building with security features. Individual apartments would have entry doors along central hallways. Buildings with this condition may also feature the Stoop frontage for first-floor units having direct access to the sidewalk.



F5 Porch & Yard

Appropriate Context: This frontage is typically for residential applications but can be found on commercial buildings, especially in transitional areas between single family streets and more commercial blocks.
Configuration: 7.5' clear zone allows porch to become furnishable living space. Accessible entries should be accessed from the front to the side of central stair, which should be visible from the street.



F6 Common Lawn

Appropriate Context: Common Lawn describes the predominant primary frontage condition found throughout Edina's residential neighborhood streets.
Configuration: See City of Edina's current regulations governing setbacks and lot, yard and building placement of single family homes.



Figure 4.4
 Building Frontages F1-F6

High Resolution PDF available in *Project Archive* at EdinaMN.gov/WVV



C. Gathering Space Guidelines

As redevelopment occurs over time, small landscaped open spaces and a larger public multi-use space should be introduced strategically throughout the Neighborhood Node. These may soften the buildings, buffer views to surface parking, provide transitions to nearby single-family housing, provide outdoor gathering places and generally extend the green character of the neighborhood. These spaces may be privately or publicly owned and maintained or owned and maintained as part of a public-private partnership.

Multi-Use Gathering Space. A public multi-use space such as a plaza could be incorporated into improvements or redevelopments proposed at these locations:

- The City-owned property at Valley View Road and Kellogg Avenue
- The ValleyWood office site at the northeast of Wooddale Avenue and Valley View Road intersection
- The Edina Village Market and/or the former gas station site on the northwest corner of the Wooddale Avenue and Valley View Road intersection

Figure 4.6 on the following page illustrates methods of incorporating gathering space guidelines.



Wooddale Valley View
Neighborhood Node
Development
Guidelines

D. Site-Specific Guidelines

The following guidelines apply to specific properties in the Neighborhood Node.



Figure 4.7
Key Map of Site-Specific Guidelines

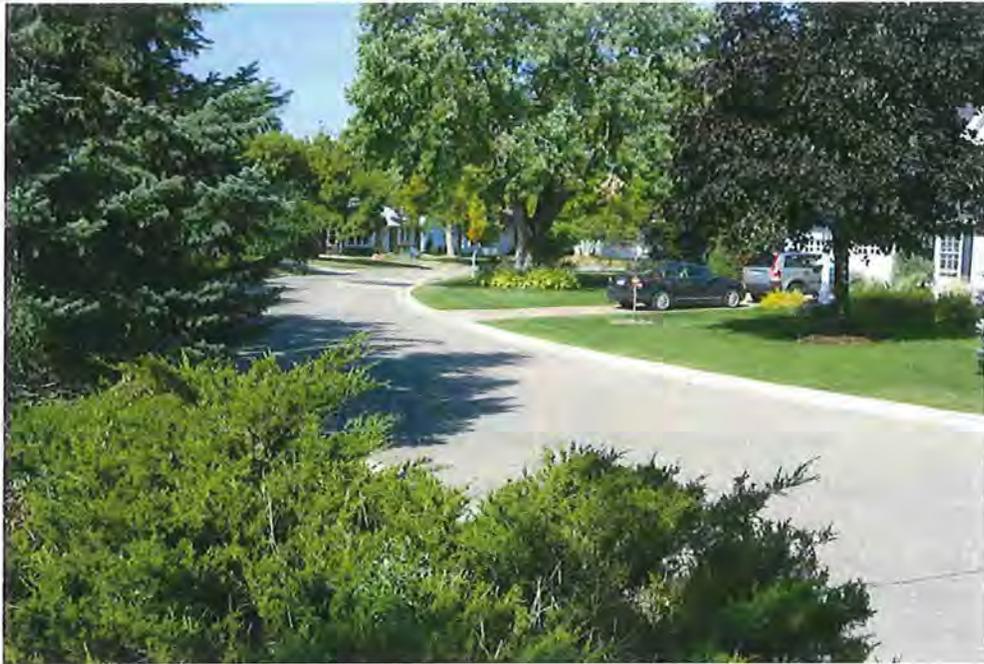
Specific sites addressed:

Site A) Corner Properties at Wooddale Avenue and Valley View Road

Site B) Fairfax Avenue and **West 61st Street** (South Side)

Site C) City-owned Site at Kellogg Avenue and Valley View Road

Site D) "Eastern Gateway" - Valley View Road at Oaklawn Ave. and West 62nd St.



Looking west on Fairfax Avenue from near the corner of Wooddale Avenue.

Site B. Fairfax Avenue and W. 61st Street (South Side)

To establish a graceful transition from the node to the neighborhood streets to the north:

- a. **Residential Uses Encouraged.** As stated in the definition of *Neighborhood Node* earlier in this plan, commercial uses are not prohibited within properties with *Neighborhood Node* designation. Nevertheless, it is recommended that development along the northern edge of the study area include residential uses such as detached single-family houses and/or rowhouses. Commercial uses in this area, if any, should be limited as much as possible to the corners of Wooddale Avenue and have primary frontages facing Wooddale Avenue.
- b. **Two Story 'Transition'.** Within the Neighborhood Node, all new buildings introduced along Fairfax Avenue and W. 61st Street must be limited to two stories, not to exceed 24 feet in height, for a distance of 60 feet from the property lines along those streets. *See Figure 4.3 - Building Height Limits Plan.*
- c. **Compatible Frontages.** New buildings introduced along these streets must have frontages that complement the single-family housing to the north. *See Building Frontage Guidelines.*
- d. **Street Trees.** Trees should be maintained in the Fairfax Avenue and W. 61st Street rights-of-way.

Chapter 4 - Land Use and Community Design

exact land use of any redevelopment. Figure 4.8 shows optional redevelopment alternatives for the City-owned site are considered in this plan in the context of various land assembly alternatives illustrated by Figure 4.8.

- **Property A Only (0.25 acres)** - Capacity studies were not performed during the planning process for Property A as a redevelopment site (by itself) due to size constraints. It is conceivable that a small commercial or residential development could be accommodated, but would likely require off-site shared parking.
- **Properties A + B (0.40 acres combined)** - This alternative was studied during the planning process. See Figures 4.8 - 4.10. The current land use on Property B is a surface parking lot that is provided for patrons of the ValleyWood office building.
- **Properties A + B + C (0.55 acres combined)** - This land assembly alternative, due to its size, presents the most flexibility in terms of design alternatives. However, site plan alternatives were not studied during the planning process because Property C was outside of the Neighborhood Commercial boundary in the *Comprehensive Plan* and, therefore, outside of the Study Area.*



Figure 4.8
Property Ownership near City-Owned Site at Kellogg Avenue and Valley View Road

Redevelopment Guidelines for Properties A + B ‘Flex Commercial’ Alternative

Guidelines for the redevelopment of the City-owned site as “Flex Commercial” alternative are as follows. Please also refer to Figure 4.10.

- a. **Shared Parking.** Partially reconfigure parking to open up for shared use by the new commercial spaces.
- b. **On-Street Parking.** Retain head-in parking along Kellogg Avenue.
- c. **Frontage.** Storefront (F1) Frontage along Valley View Road.
- d. **Public (Gathering) Space.** Increased set-back/chamfering at the southeast corner allows for an expanded sidewalk seating area and/or fair weather retail/merchandising space. It also allows for continued visibility to the small shops on the northeast corner of Kellogg Avenue and Valley View Road.
- e. **Service.** Loading, solid waste and recycling bins accessed and handled off the rear service lane, away from Kellogg Avenue and Valley View Road.
- f. **Neighborhood-Serving Businesses.** Initial tenants should include neighborhood-serving commercial businesses.

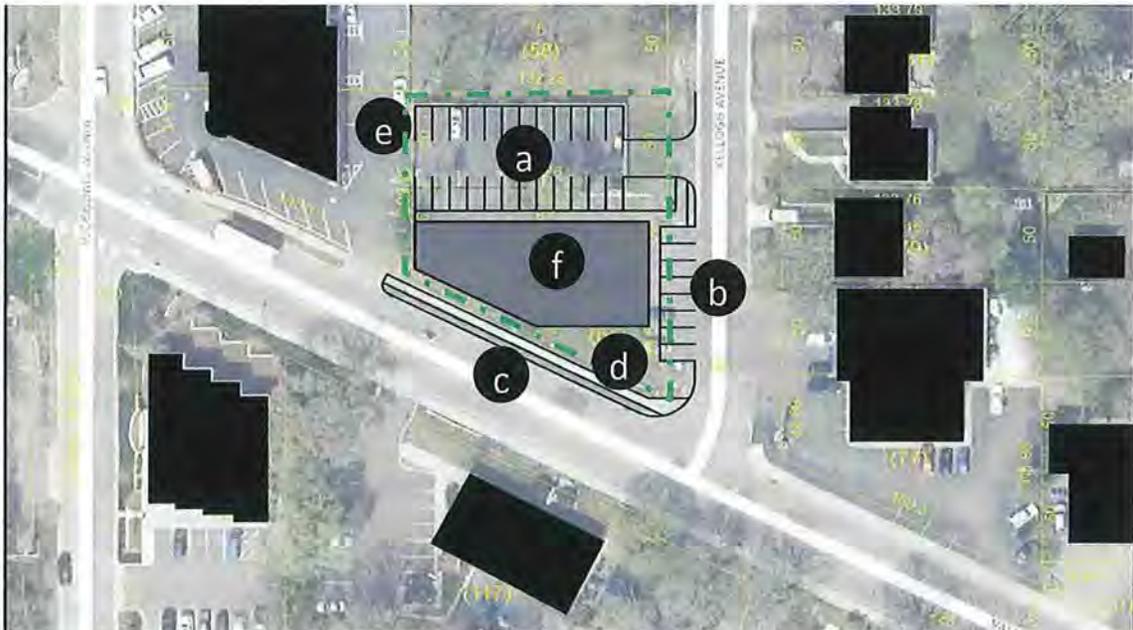


Figure 4.10
Redevelopment Guidelines for Properties A + B as “Flex Commercial”

tucked under the building, a small embedded commercial space fronting the sidewalk on Valley View Road, and a public art entry monument at the corner that terminates three vistas.

Wooddale - Valley View Neighborhood Commercial Node 2030 Scenarios

DESIGN STUDY: **WVV's East Gateway (Valley View @ Oak Lawn & 62nd)**



Figure 4.11
Example of a Rowhouse Configured to Follow Site-Specific Guidelines
Presented for Community Review at Community Progress Update in November of 2014
High Resolution PDF available in *Project Archive* at EdinaMN.gov/WVV

Heritage Preservation

Community members including residents, business owners, and property owners, felt that the Study Area's history should be further understood, celebrated, and if possible, incorporated as one of many organizing principles around which future development and public realm improvements should occur.



- **Individual Sites and Buildings.** While the Study Area is located in a city rich with history, it may be likely that no single site or structure within the boundaries of the Study Area would meet the typical criteria for local designation or for nomination to the National Register of Historic Places. Many of the buildings are just now reaching the age requirement, and a cursory survey by the Consultant Team found that few if any of the buildings may possess (or have retained) the architectural or historic characteristics typically required for local or national designation. To adequately verify this cursory finding, a more thorough investigation such as a Historic Resources Survey would be necessary.

Chapter 5

Transportation and Street Design

Current Conditions	5.1
Trends and Challenges	5.2
Goals and Policies	5.3
Implementation Steps	5.4

Wooddale Avenue

As shown in the Figure 5.1, the typical condition of Wooddale Avenue north of Valley View Road is 31 feet-wide from face of curb-to-face of curb and is constructed within 66 feet of public right-of-way. It exists today as a two lane street between Fairfax Avenue and Garrison Lane. A five foot-wide sidewalk is located along the east side of Wooddale in the segment between Fairfax Avenue and Valley View Road. There is no sidewalk on the west side of Wooddale Avenue within this segment.

Bicycles are accommodated on Wooddale Avenue, north of Valley View Road, with sharrows (shared lane markings). Within each existing 14 foot-wide lane, the effective width of roadway for cyclists is approximately six feet wide in both directions.



Chevrons are painted in street to indicate a "sharrow" or a "share the road" condition.

Private properties are located outside the public right-of-way on both the west and east sides of Wooddale Avenue. The Edina Village Market is located on the west side of Wooddale Avenue, and the ValleyWood office building is on the east side. The right-of-way on the west side of Wooddale Avenue includes several curb cuts, with trees planted in grassy areas between driveways. On the east side, the surface parking lot for the ValleyWood office building actually encroaches into the public right-of-way by about twelve feet.

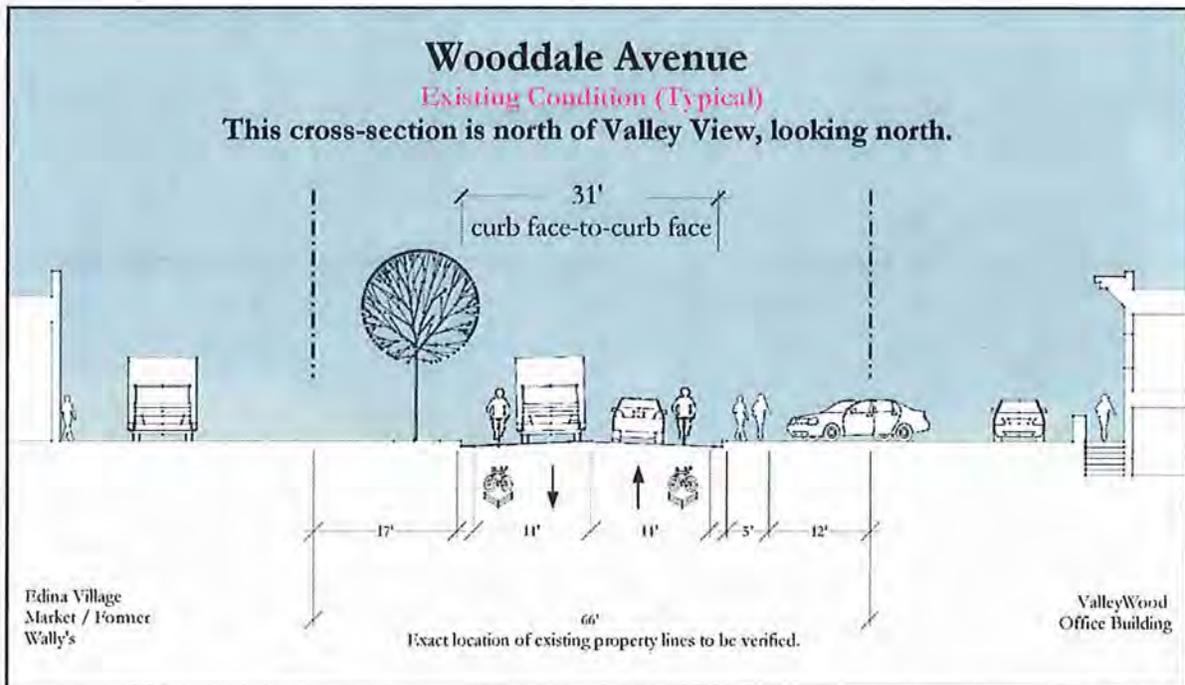


Figure 5.1
Wooddale Avenue Existing Conditions

62nd Street

Sixty-second (62nd) Street is an east/west MSA street (and regional route) that links two other regional routes, Valley View Road and France Avenue. It also provides direct access to residences.

The configuration of its intersection with Oaklawn Avenue and Valley View Road is not desirable because:

- **Inadequate Spacing of Intersections.** The intersection of Oaklawn Avenue and 62nd Street is only 50 feet from the intersection of 62nd Street and Valley View Road.
- **Storage Distance.** The storage (stacking) distance for southbound vehicles on 62nd Street approaching Valley View Road is less than 20 feet long.
- **Approach.** The curvilinear alignment of 62nd Street, as it approaches Oaklawn Avenue from the east, encourages drivers to enter the curve at higher than desirable speeds.
- **Lack of Traffic Control Device.** There is no traffic control device to regulate the flow (or speed) of westbound traffic on 62nd Street as it approaches Oaklawn Avenue from the east.



Intersection Oaklawn, 62nd Street, and Valley View Road.

Parking

Parking Supply Currently Exceeds Demand. The supply of parking at the two commercial/retail centers in the Study Area (Edina Village Market on the northwest corner of the Wooddale Valley View intersection and ValleyWood Center on the northeast corner) currently outstrips parking demand most of the time. This situation could change in the future as redevelopment and development occur and parking generation associated with new uses increases.

Parking Takes Up Space. Each parking stall requires a minimum of 162 square feet, and, with the addition of 24 foot-wide drive aisles, an average of 350 square feet is required for each parked car.

Parking is Expensive. The cost of constructing a single parking stall in a surface lot is between \$6,000 and \$7,000 in 2015. Parking structures and parking garages, with additional costs for supporting structures and excavation, can be four times to seven times more expensive than surface lots. As is obvious, the provision of on-site parking can impact project development economics and bears on the amount of usable space that can ultimately be constructed.

The Parking Challenge. Parking supply and configuration can impact development potential. Of concern would be development and redevelopment economics. There is a balance that should be considered during the development review and approval process where the size of a development is weighed against the supply of parking that is required.

Site Access

Excessive Driveways. The Study Area for the Wooddale Valley View Small Area Plan has 16 access driveways in the immediate vicinity of the key intersection. Numerous access driveways can make it more convenient for cars to enter and exit private properties. At the same time, each driveway introduces a conflict point along the roadway network, and it is at conflict points where crashes occur. Pedestrian and bicycle circulation is impeded by driveways where cars can enter and leave a site.

The Accessibility Challenge. As redevelopment and development occur over time, the proper number of driveways should be required. The number of driveways can be reduced through strategies where adjacent property owners share a driveway.

5.3 Goals and Policies

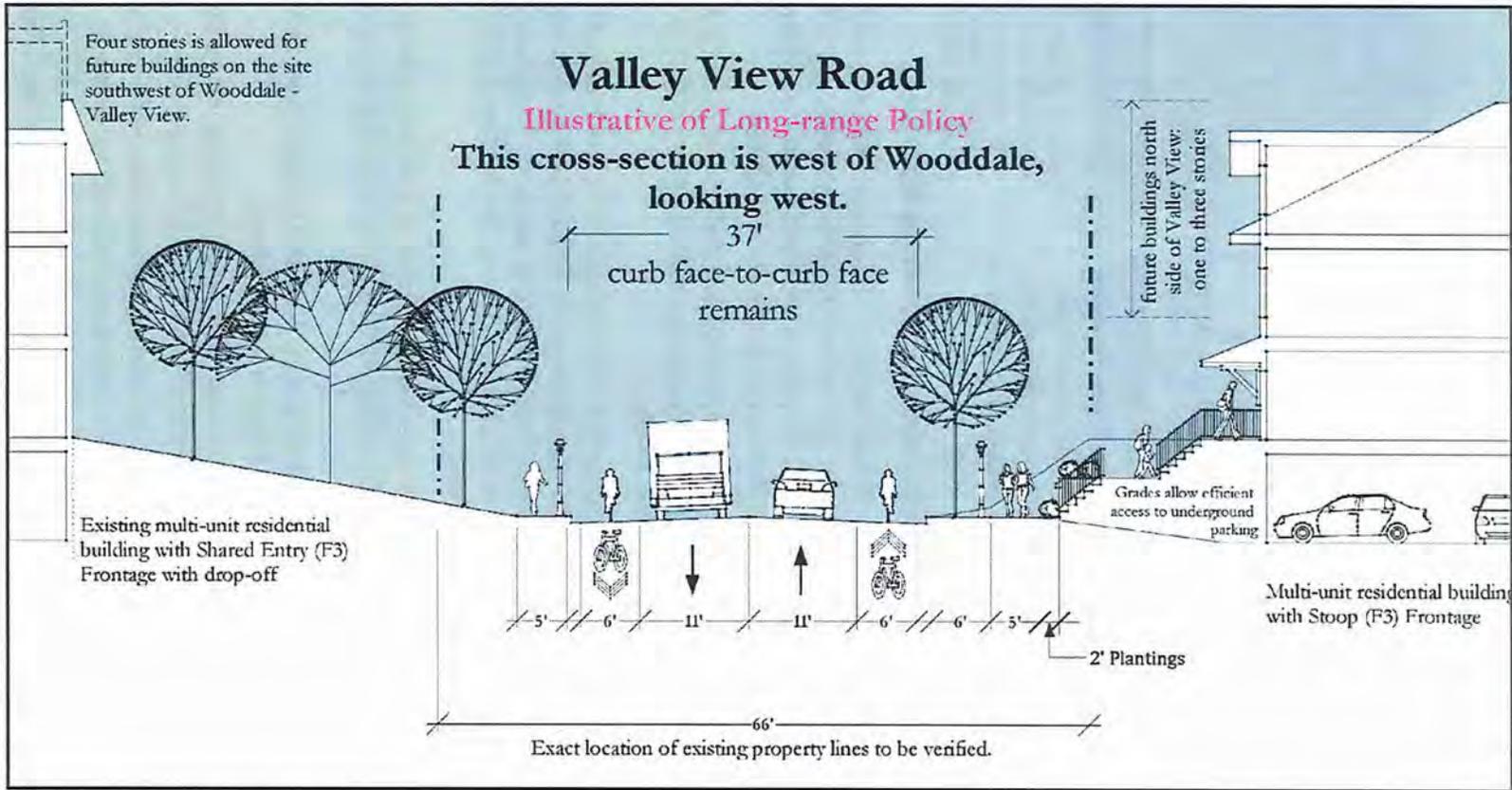
Transportation goals and policies for the Wooddale/Valley View Small Area Plan are consistent with transportation objectives identified in the City of Edina Comprehensive Plan and the intent of the City's Living Streets Policy, which is awaiting adoption as of February 24, 2015. They also address specific issues raised in the community

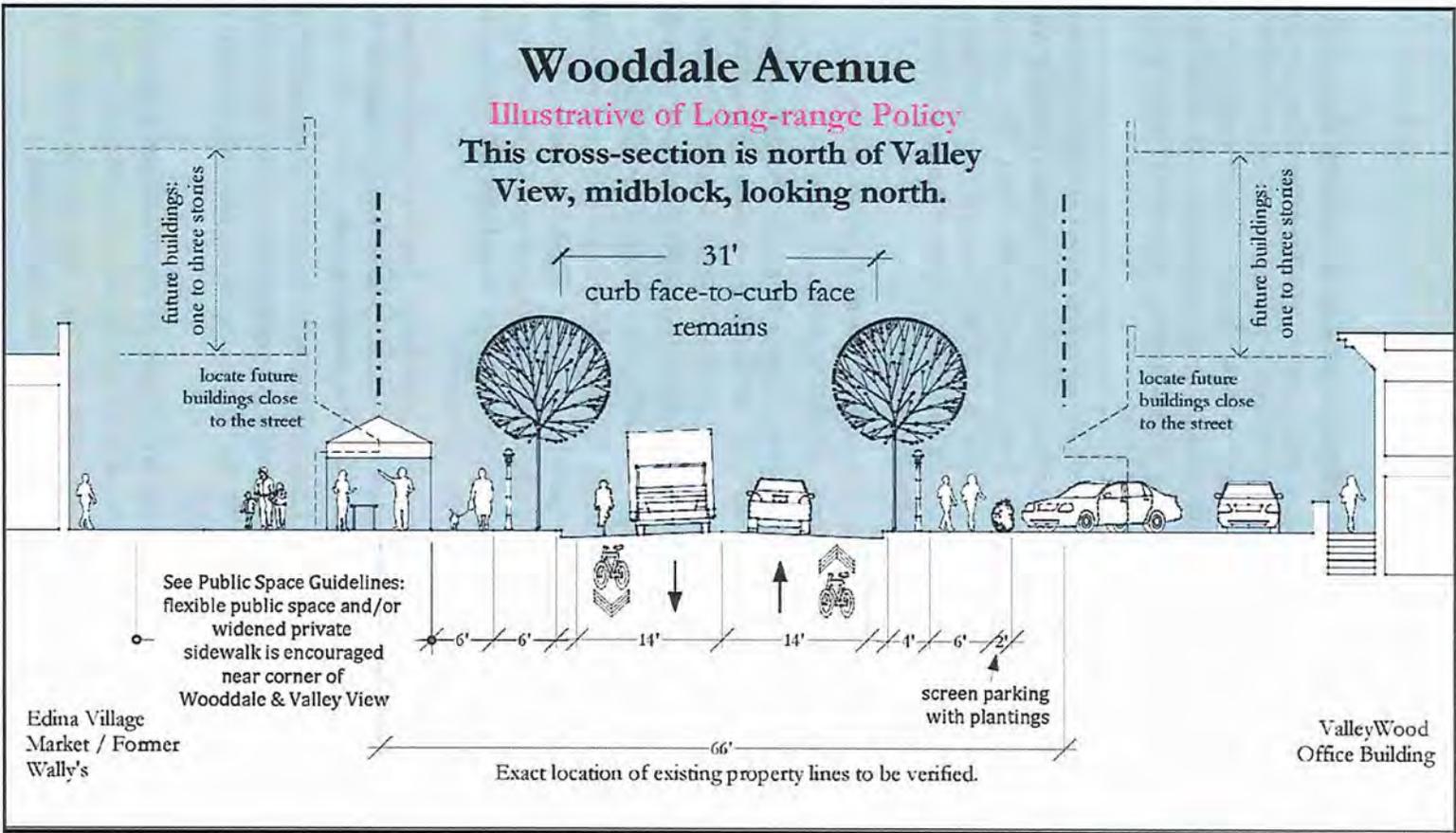
Consistency with Comprehensive Plan. As stated in the Comprehensive Plan, "There is a fundamental link between transportation planning and land use planning. Successful land use planning cannot take place without taking transportation considerations into account. Conversely, transportation planning is driven by the need to support existing and future land uses which the community supports and/or anticipates." Transportation goals developed for the Small Area Plan recognize this fundamental linkage and are aimed at ensuring safe and convenient travel through and within the Study Area.

Consistency with Living Streets Principles. According to the Edina Living Streets Policy, streets in Edina should "balance the needs of motorists, bicyclists, pedestrians and transit riders in ways that promote safety and convenience, enhance community identity, create economic vitality, improve environmental sustainability, and provide meaningful opportunities for active living and better health."

The Living Streets Policy envisions Edina as a place where:

- Transportation utilizing all modes is equally safe and accessible;
- Residents and families regularly choose to walk or bike;
- Streets enhance neighborhood character and community identity;
- Streets are safe, inviting places that encourage human interaction and physical activity;
- Public policy strives to promote sustainability through balanced infrastructure investments;
- Environmental stewardship and reduced energy consumption are pursued in public and private sectors alike; and
- Streets support vibrant commerce and add to the value of adjacent land uses.





Wooddale Avenue Illustrative of Long-Range Policy
Figure 5.5

5. The City will employ Living Streets principles and other established best practices in all improvements. The Small Area Plan process, and this Small Area Plan document does not set specific performance standards for public realm improvements. Upon any improvement, a formal design process will be necessary that ensures the use of best practices in regards to established practice in the community such as:

- Community aesthetic or thematic preferences;
- Sustainable materials;
- Energy conservation and carbon reduction goals;
- District stormwater management;
- City of Edina’s Living Streets principles and policies;
- Safe Routes to School (SRTS) principles and policies.

5.4 Implementation Steps

Table 5B - Implementation Steps for Transportation and Street Design

Action	Leads	Time Frame
Install and maintain crosswalks	Engineering Department	2015
Provide bus shelters	Community Development Department, Metro Transit, property owners	2016
Study addition of bicycle lanes on Valley View Road	Engineering Department	City to consider with future CIP planning as budgets and priorities allow
Study addition of sidewalk on north side of Valley View Road	Engineering Department	
Study addition of sidewalk on west side of Wooddale Avenue	Engineering Department	
Study installation of street lighting on Valley View Road and Wooddale Avenue	Engineering Department	
Study construction of boulevards	Engineering Department	
Investigate travel lane width reductions on Valley View Road	Engineering Department	
Study intersection improvements at Valley View/62nd/Oaklawn Intersection. Implement related Valley View Road improvements within period specified in CIP.	Engineering Department	2018
Consolidate or otherwise reduce number of driveways	Community Development and Engineering	As redevelopment occurs
Implement policy regarding commercial parking	Community Development Department	When <i>Comprehensive Plan</i> is updated
Implement policy regarding residential parking	Community Development Department	When <i>Comprehensive Plan</i> is updated
Develop policy on flexible parking ratios	Community Development	When <i>Comprehensive Plan</i> is updated
Update City of Edina Sidewalk Plan	Community Development and Engineering	When <i>Comprehensive Plan</i> is updated
Increase enforcement within the Study Area	Police Department	Ongoing