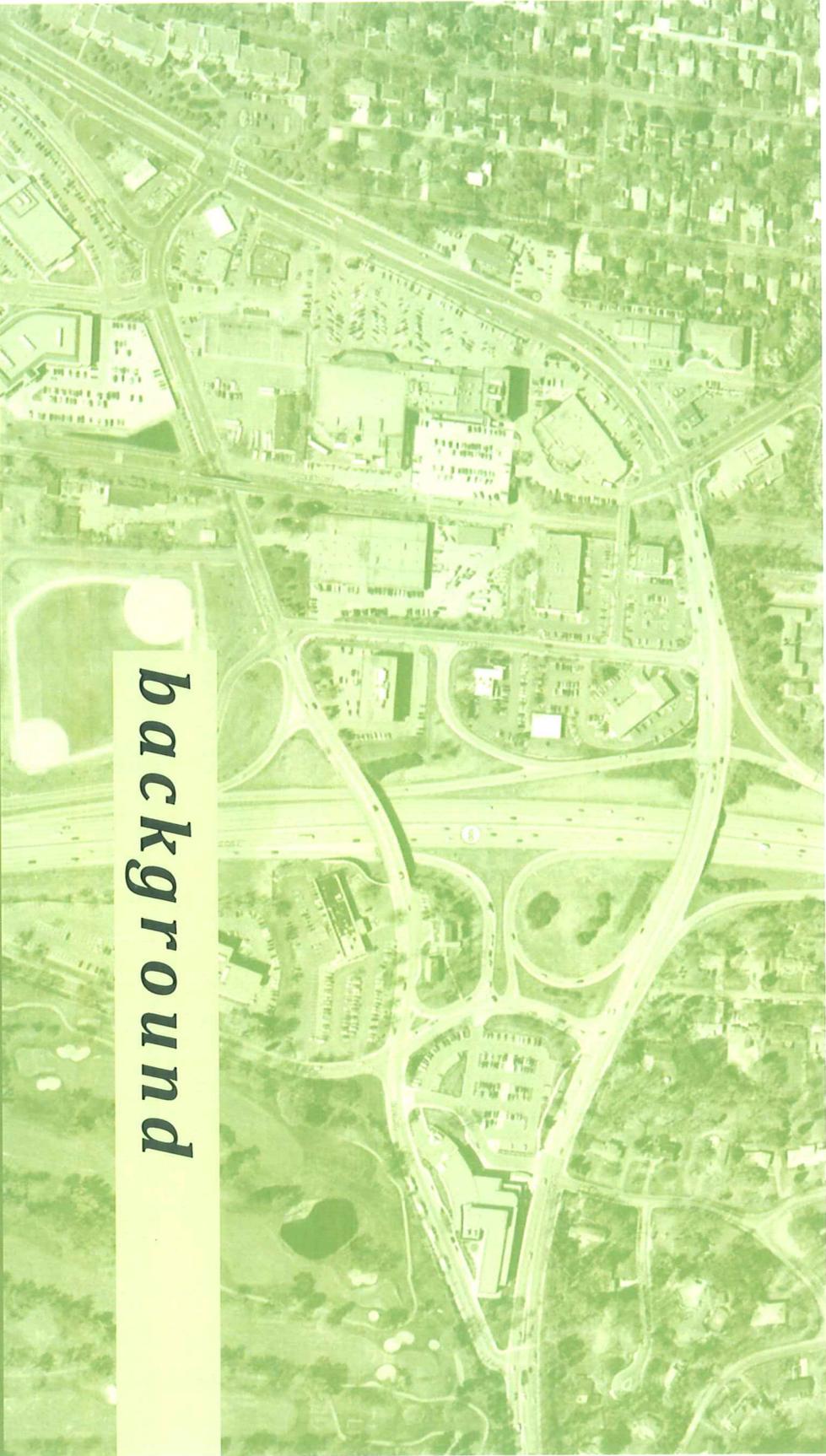




*the results of a community-based planning
process for areas near Edina's Public Works site*

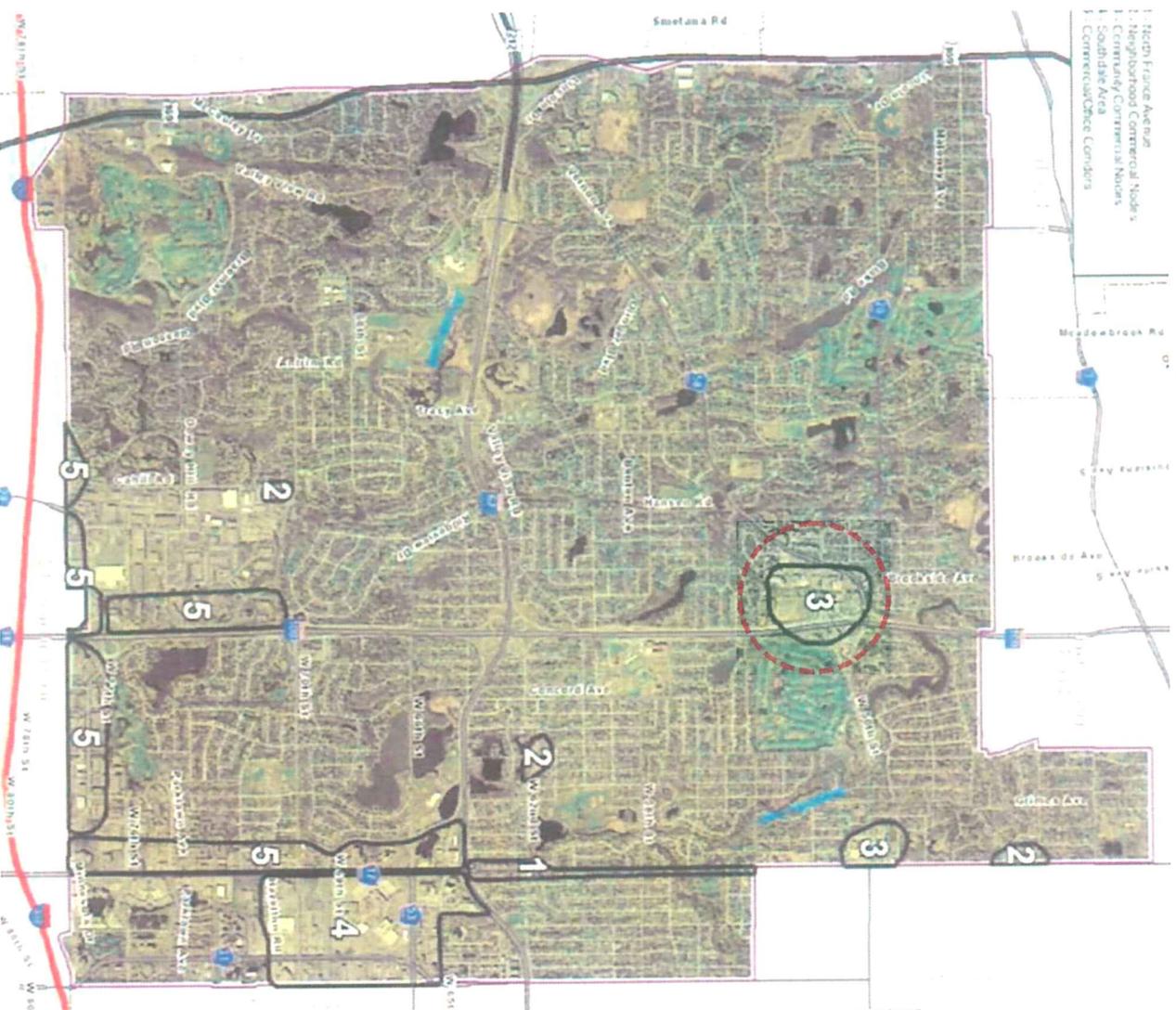
Edina's **Grandview** District

18 May 2010



background

Edina's **Grand View** District



- Identifies “Potential Areas of Change”
- Calls for Small Area Plans in those areas
- No statutory requirements
- Authority to initiate lies with City Council

Comprehensive Plan

Schedule	Week One							Week Two							Week Three							Week Four							Activity	Description	Involvement									
	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S			TAG	CAT	P	DT						
																													1	"Kick-off" meeting	Orientation of public to the planning process. Initial community input, solicitation of participants for the Community Advisory Team									
																													2	Coordination meeting	Review planning process, development program, planning goals and parameters									
																													3	Site investigation	Assessment of physical conditions and opportunities									
																													4	Developer roundtable	Assessment of market potential									
																													5	Site tour	Initial site review and investigation, debrief and augmentation of assessment									
																													6	Focus group session	Owner and stakeholder input									
																													7	Community meeting	Community and neighborhood input									
																													8	Design charrette	Intensive design work session									
																													9	Open house	Community review of alternatives, selection of a preferred direction									
																													10	Refinement charrette	Refinement of preferred direction									
																													11	Planning Commission	Review of preferred plan direction									
																													12	City Council	Confirmation of preferred plan direction									

- Led by community volunteers
- Engages residents and stakeholders
- Short but intensive planning period

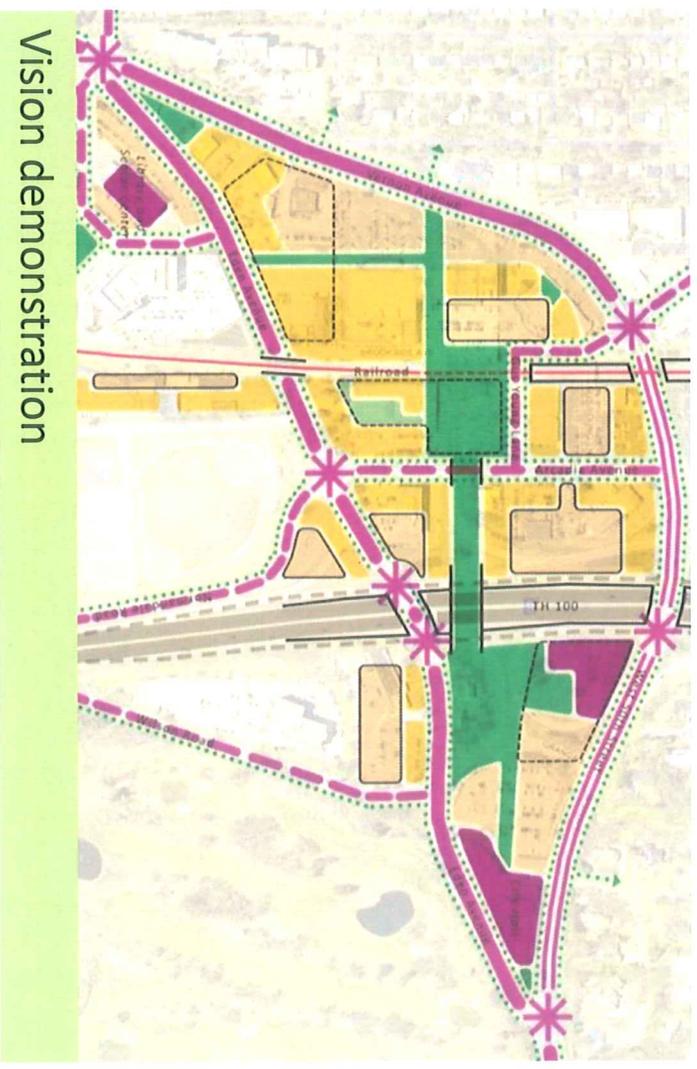
December 1, 2009

Council Authorizes Small Area Guide Process

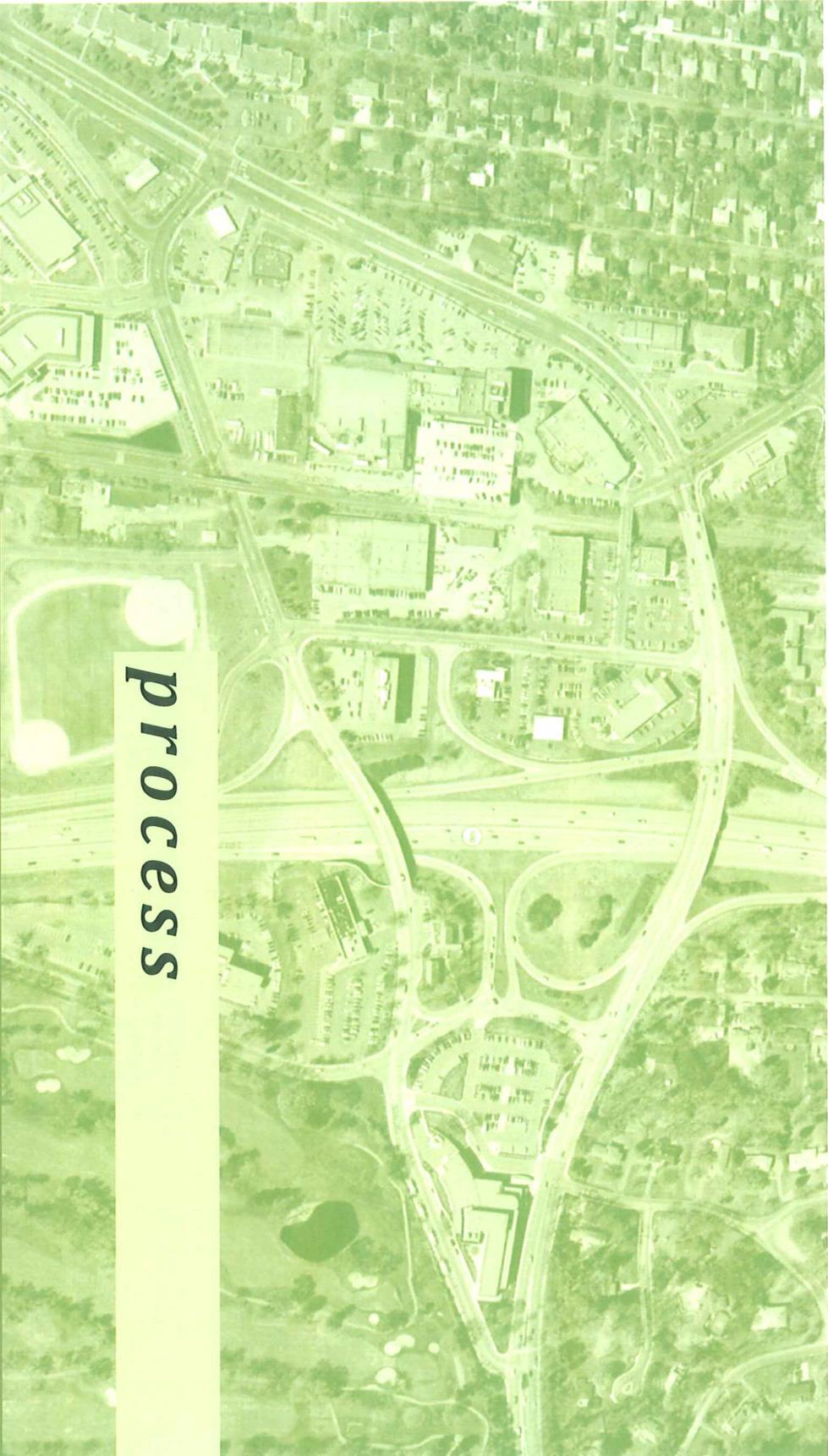
- Leverage publicly-owned parcels and civic presence
- Enhance the District's economic viability as a neighborhood center with regional connections
- Turn perceived barriers into opportunities
- Design for the present and the future
- Organize parking as an effective resource for the district
- Improve movement within and access to the district
- Create an identity and unique sense of place

Principles

- Articulation of principles to guide further planning and development efforts
- Demonstration of development directions that conform to those principles
- Patterns and demonstrations are concepts!—not explicit directives for change

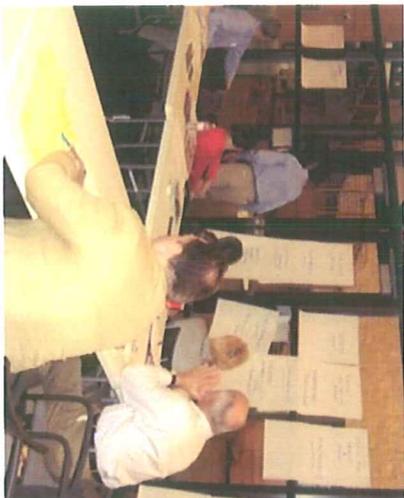


Council Charge: Deliverables



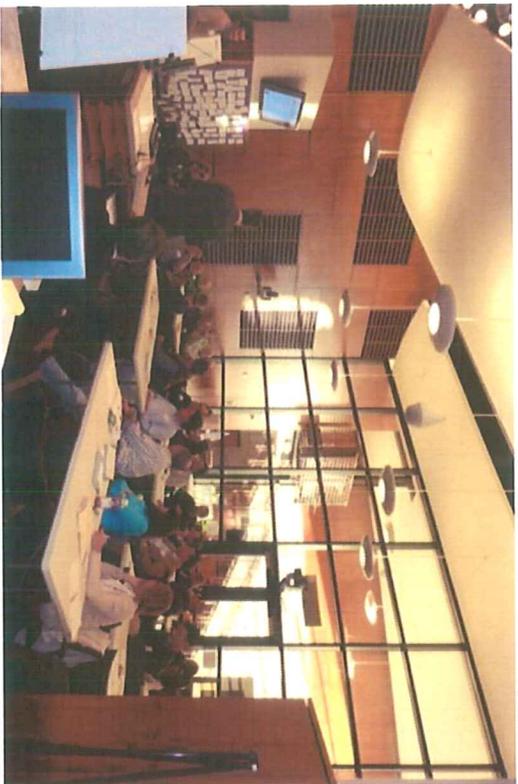
process

Edina's ***Grand View*** District

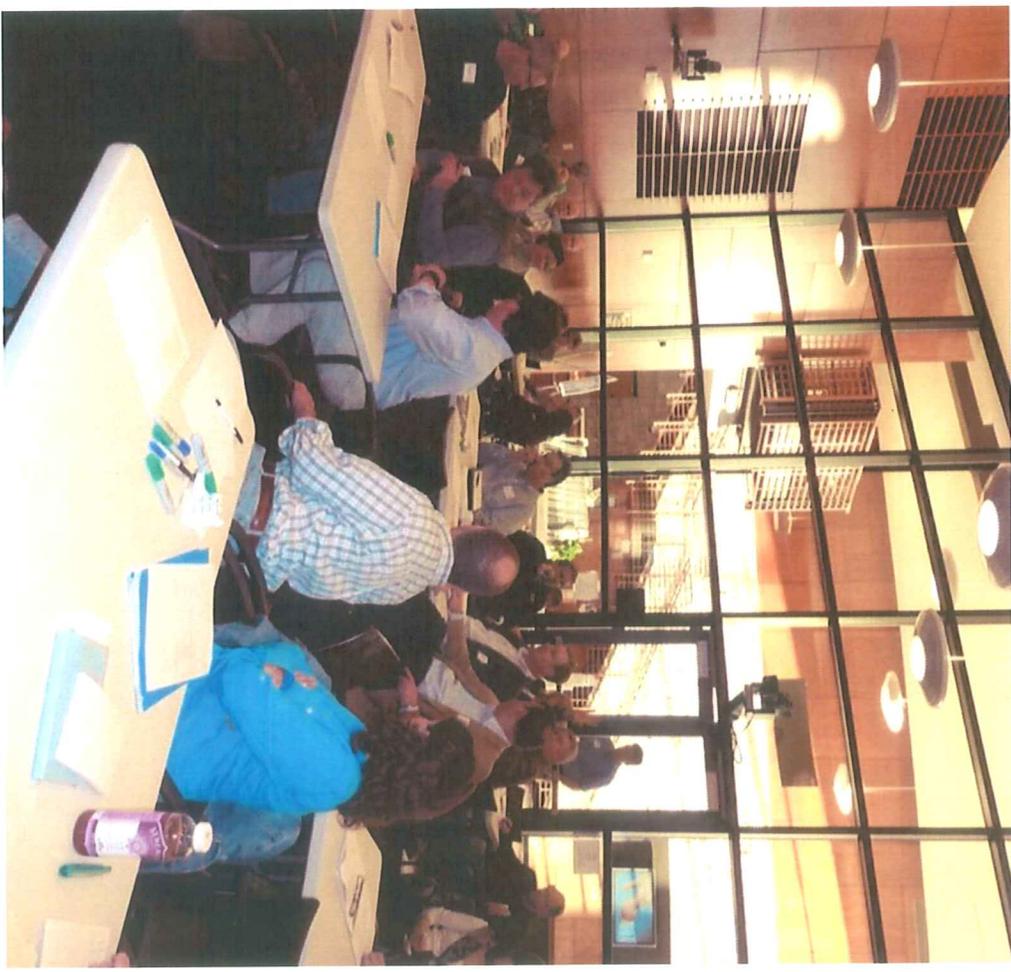


- Led by Community Advisory Team (CAT)
- Supported by Design Team and Technical Advisory Group (TAG)
- Ten meetings in 20 days

Overview



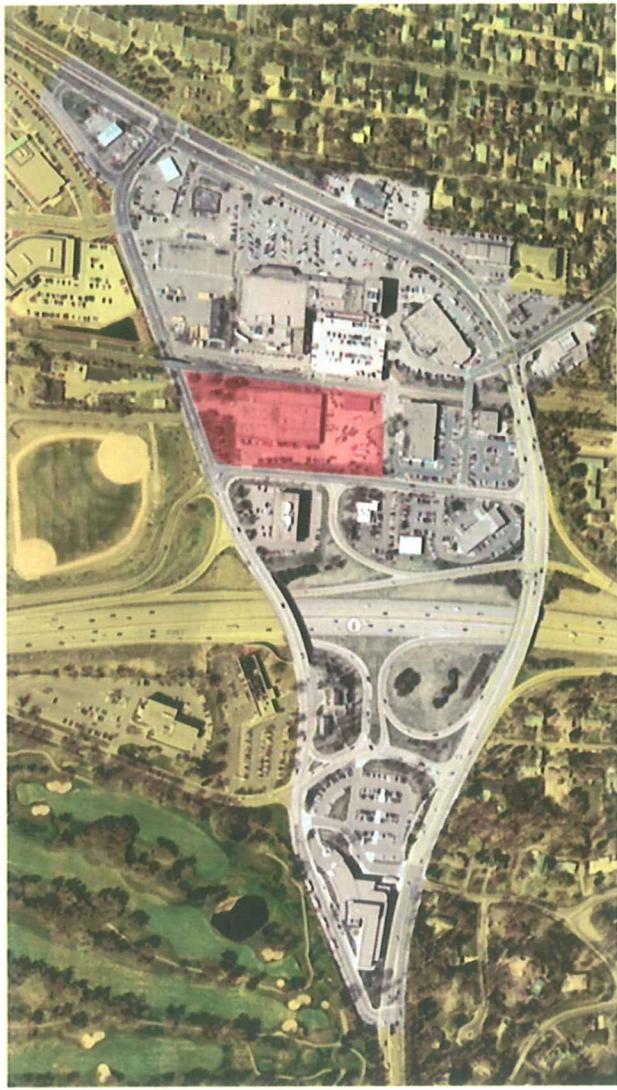
- Introduction of process
- Collection of initial ideas
- Selection of CAT members



Kick-off Meeting



- Selection of CAT chair
- Tour of site
- Debrief



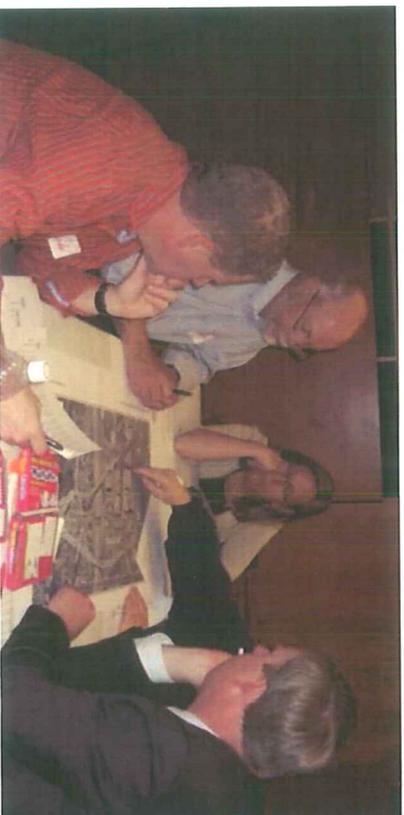
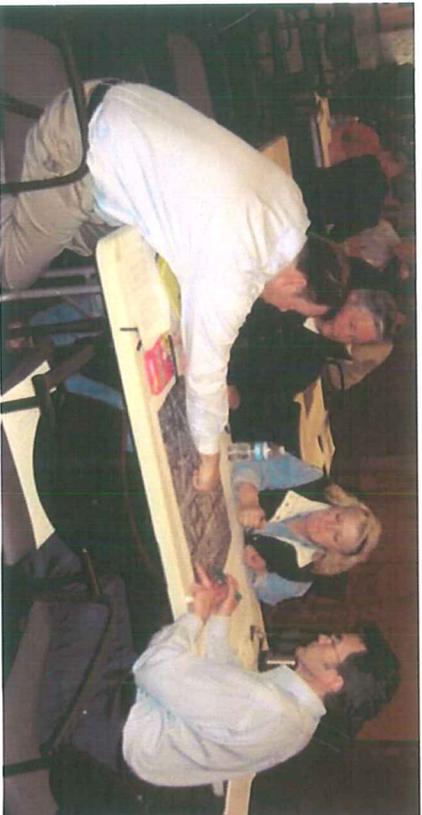
Site Tour and Debriefing



- Developers – four Edina residents working in the development business
- Business and property owners from the primary study area
- Gather perspectives of potential developers and existing business and property owners

Developer and Business & Property

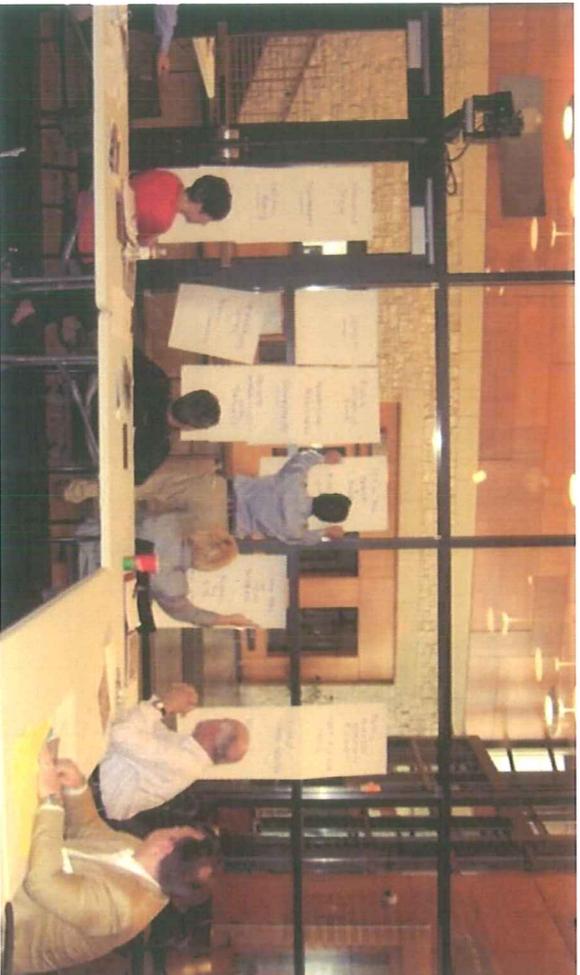
Owner Meetings



- Identification of issues
- Assessment of susceptibility to change
- Big ideas
- Name

Community Meeting

Edina's *GrandView* District



- Transition from information gathering to articulation of principles
- Set goal of seven to ten principles
- Identified important concepts from gathered information
- Organized into seven principle categories

CAT Summary Meeting

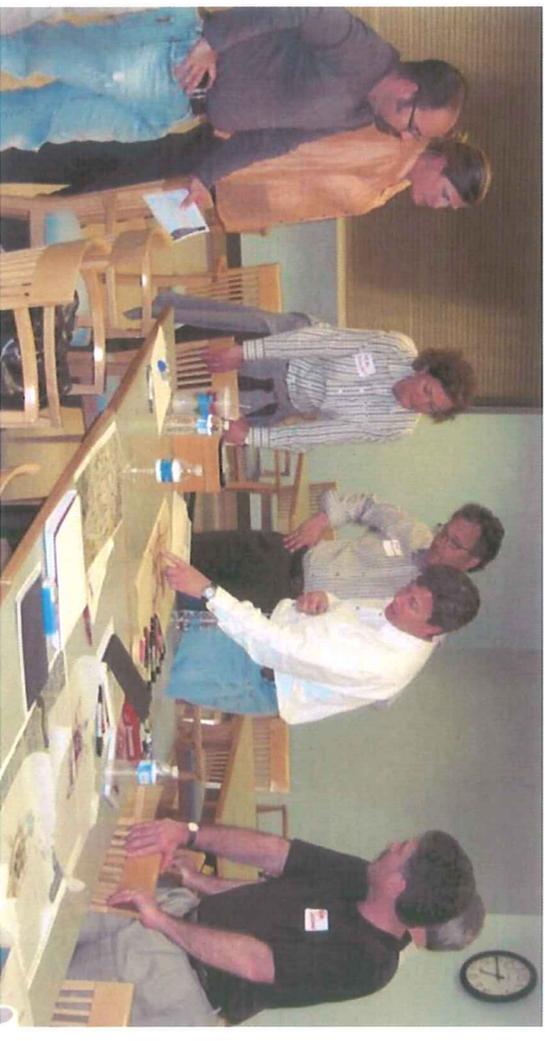
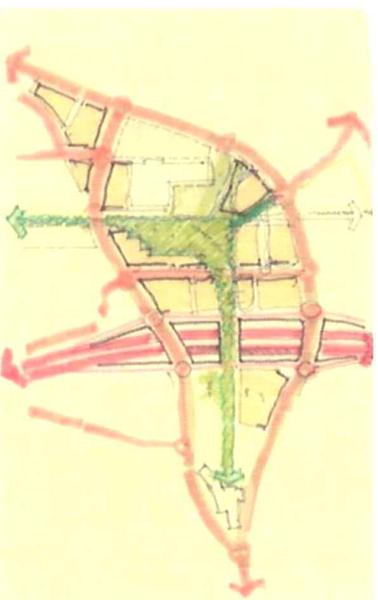
Edina's *Grand View* District

- CAT members reported on each of the seven principle categories
- Discussion of transportation Issues

CAT Communication to Design Team

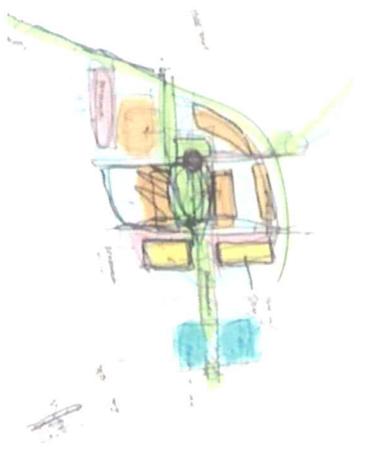
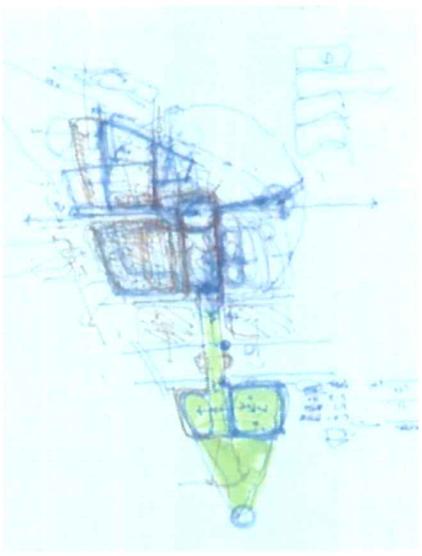
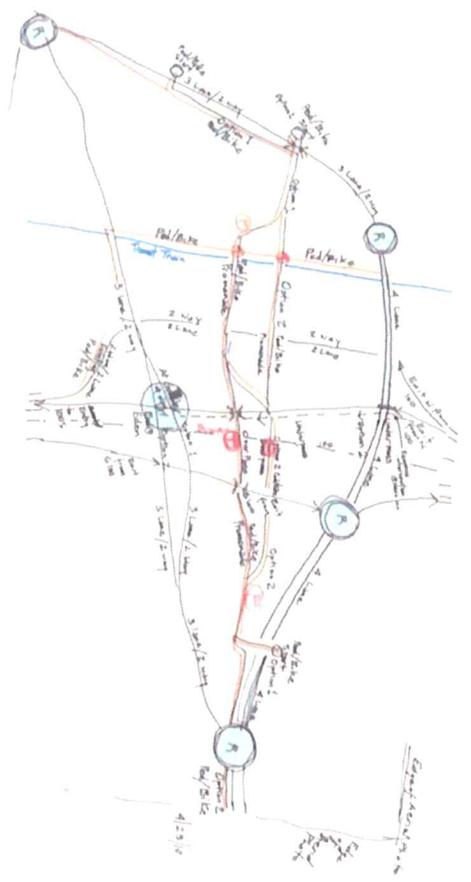


- Initial planning (Friday session)
- Four teams sketching ideas
- Draft articulation of principles and illustration of potential application (Saturday session)



Design Charrette

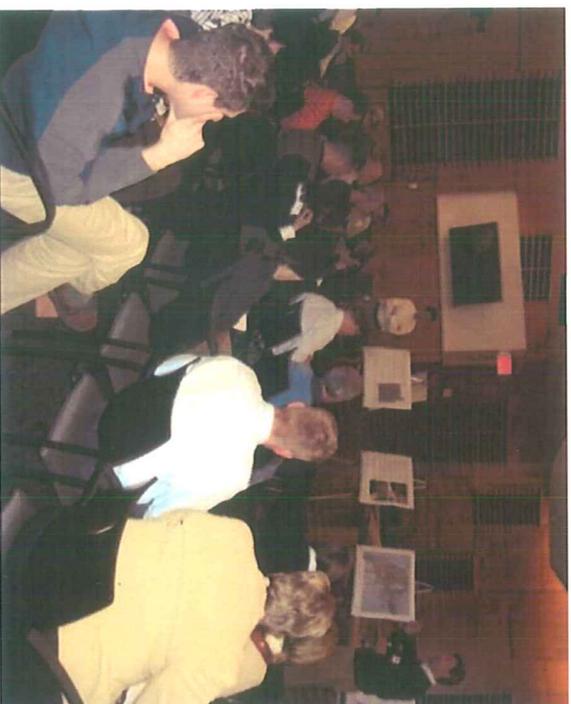
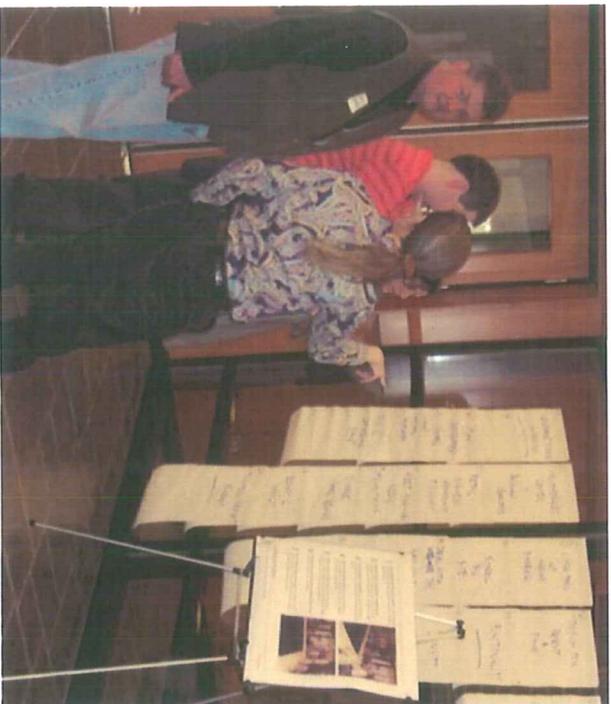
Design Charrette





Design Charrette

Edina's *Grand View* District



- Visual display of summary of each meeting
- Presentation of draft of principles and illustration

Open House

Edina's *Grand View* District

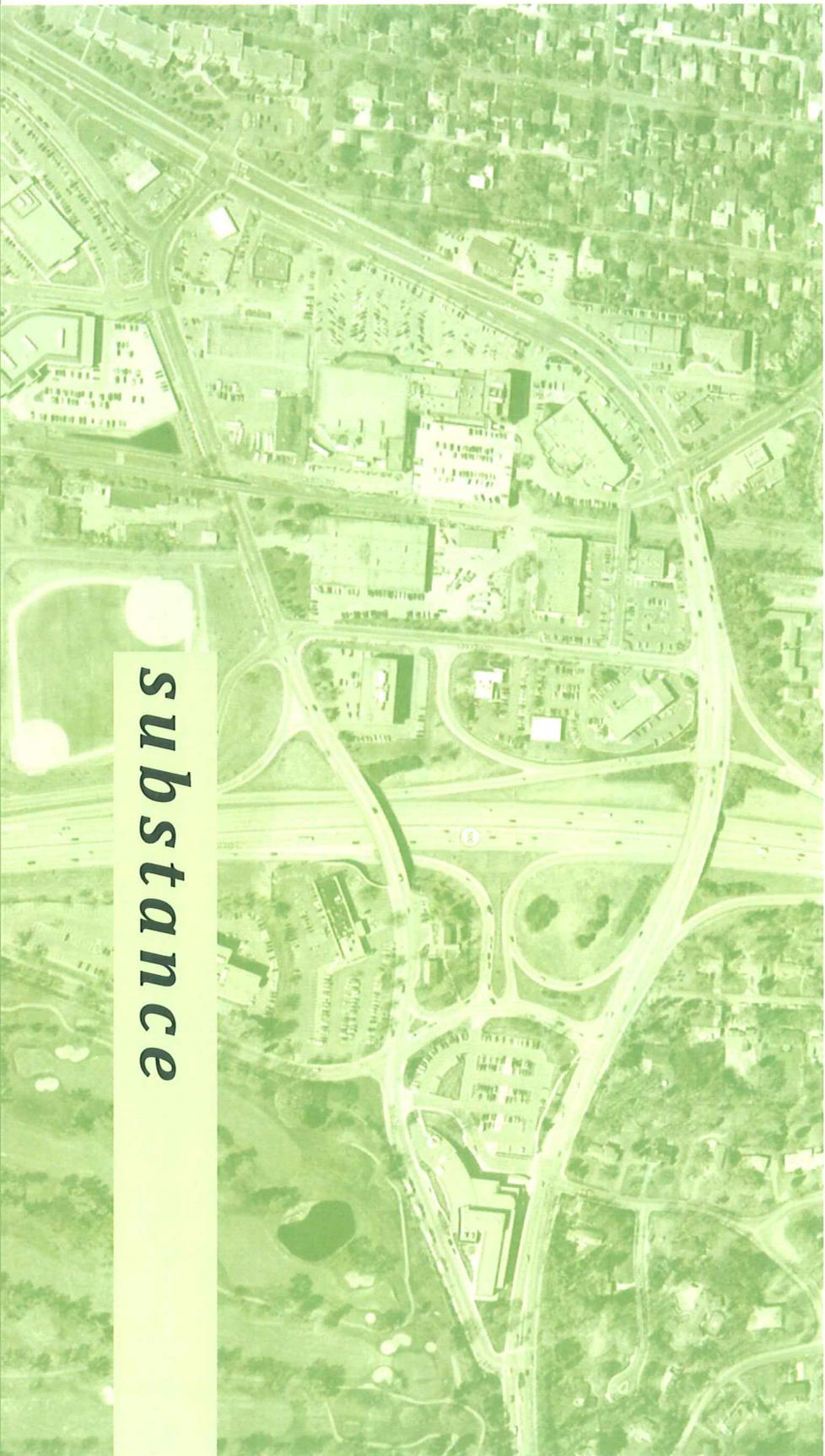
- 1 **Leverage publicly-owned parcels and civic presence** to create a vibrant and connected public realm that serves as a catalyst for high quality, integrated private development.
 - 2 **Enhance the District's economic viability as a neighborhood center** with regional connections, recognizing that meeting the needs of both businesses and residents will make the district a good place to do business.
 - 3 **Turn perceived barriers into opportunities** by layering development over supporting infrastructure and taking advantage of the natural topography of the area.
 - 4 **Design for the present and the future** by pursuing logical increments of change using key parcels as stepping stones to a more vibrant, walkable, functional, attractive, and life-filled place.
 - 5 **Organize parking as an effective resource** for the district by linking community parking to public and private destinations while also providing parking that is convenient for businesses and customers.
- Improve movement within and access to the district for people of all ages



- Detailed discussion of each draft principle
- Revisions to draft principles
- Review of illustration
- Unanimous approval of final principles and illustration

Refinement Meeting

Edina's *Grandview* District



substance

Edina's *Grand View* District

- 1 Leverage publicly-owned parcels and civic presence** to create a vibrant and connected district that serves as a catalyst for high quality, integrated public and private development
- 2 Enhance the District's economic viability as a neighborhood center with regional connections,** recognizing that meeting the needs of both businesses and residents will make the district a good place to do business
- 3 Turn perceived barriers into opportunities.** Consider layering development over supporting infrastructure and taking advantage of the natural topography of the area
- 4 Design for the present and the future** by pursuing logical increments of change using key parcels as stepping-stones to a more vibrant, walkable, functional, attractive, and life-filled place
- 5 Organize parking as an effective resource for the district** by linking community parking to public and private destinations while also providing parking that is convenient for businesses and customers
- 6 Improve movement within and access to the district** for people of all ages by facilitating multiple modes of transportation, and preserve future transit opportunities provided by the rail corridor
- 7 Create an identity and unique sense of place** that incorporates natural spaces into a high quality and sustainable development reflecting Edina's innovative development heritage

Principles



Demonstration of principles as a concept for evolution of the GrandView district

Vision

1

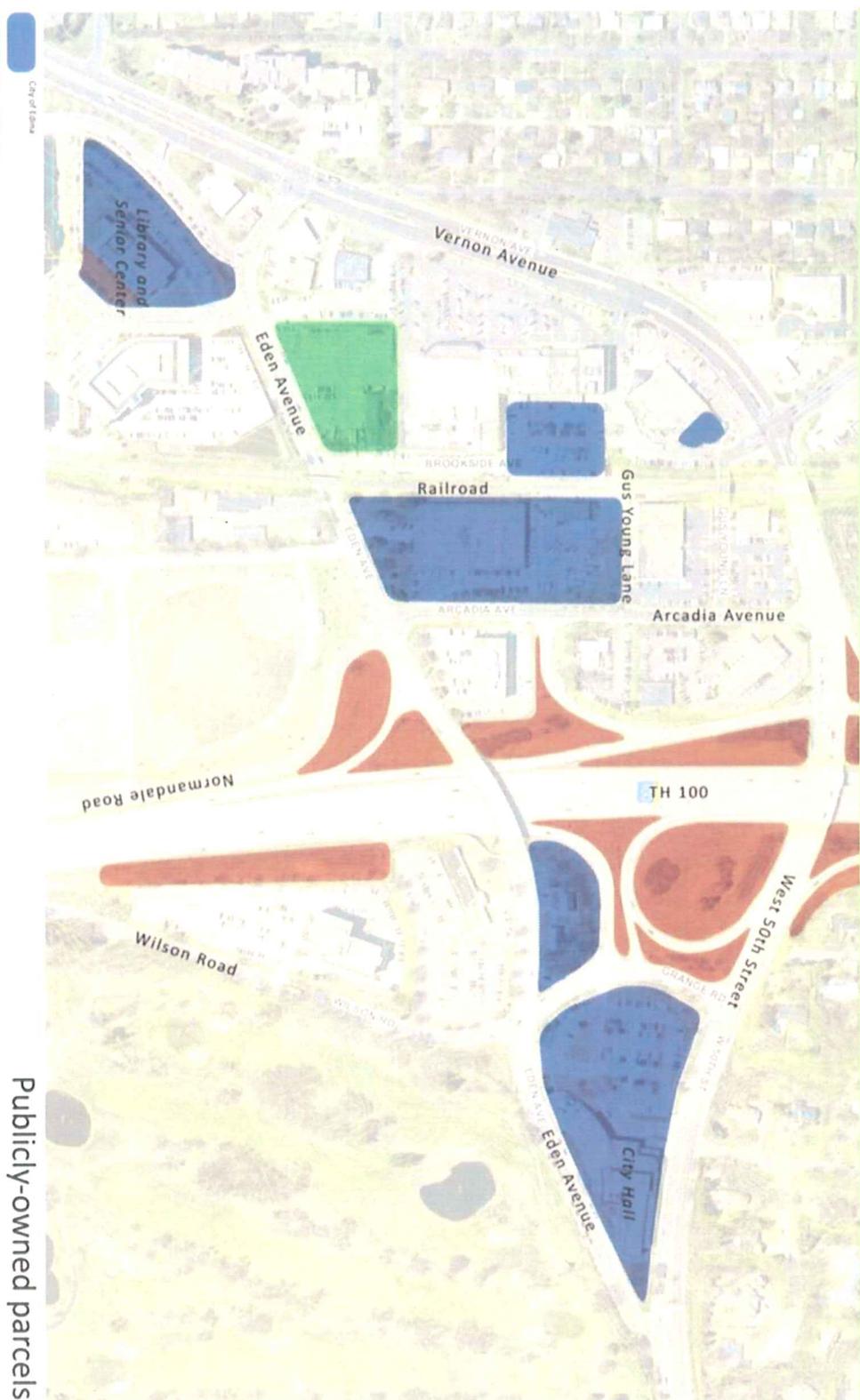
Leverage publicly-owned parcels and civic presence to create a vibrant and connected district that serves as a catalyst for high quality, integrated public and private development

- A substantial portion of the property in the District is publicly-owned (e.g. – City Hall, Public Works, Library/Senior Center, School Bus Garage, Highway Interchange)
- The public ownership includes a significant civic presence – City Hall and Library/Senior Center.
- Use the existing civic presence to contribute to the future identity of the District and the public ownership to leverage change consistent with the Guiding Principles.

Principles

1

Leverage publicly-owned parcels and civic presence to create a vibrant and connected district that serves as a catalyst for high quality, integrated public and private development



Publicly-owned parcels

Demonstration

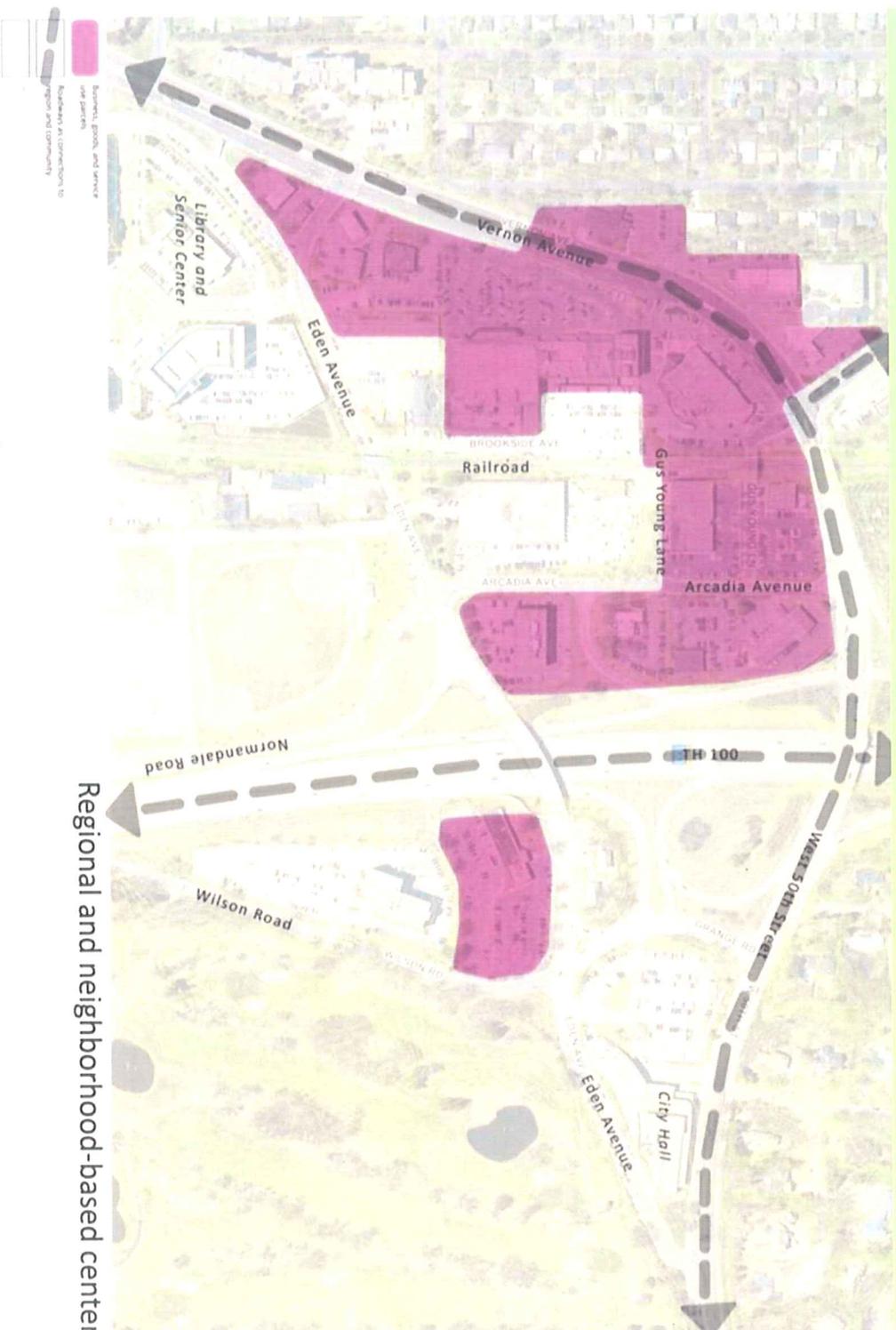
2

Enhance the District's economic viability as a neighborhood center with regional connections, recognizing that meeting the needs of both businesses and residents will make the district a good place to do business

- Neighborhood residents rely on the District for a wide variety of their day-to-day commercial service needs.
- Property and business owners in the District rely on neighborhood residents for customers.
- Proximity to major transportation corridors provides opportunities for connections to and from the surrounding region.
- The District serves primarily as a neighborhood (rather than regional) center; successful future development of the District must meet the needs of both businesses and residents.

Principles

2 Enhance the District's economic viability as a neighborhood center with regional connections, recognizing that meeting the needs of both businesses and residents will make the district a good place to do business



Demonstration

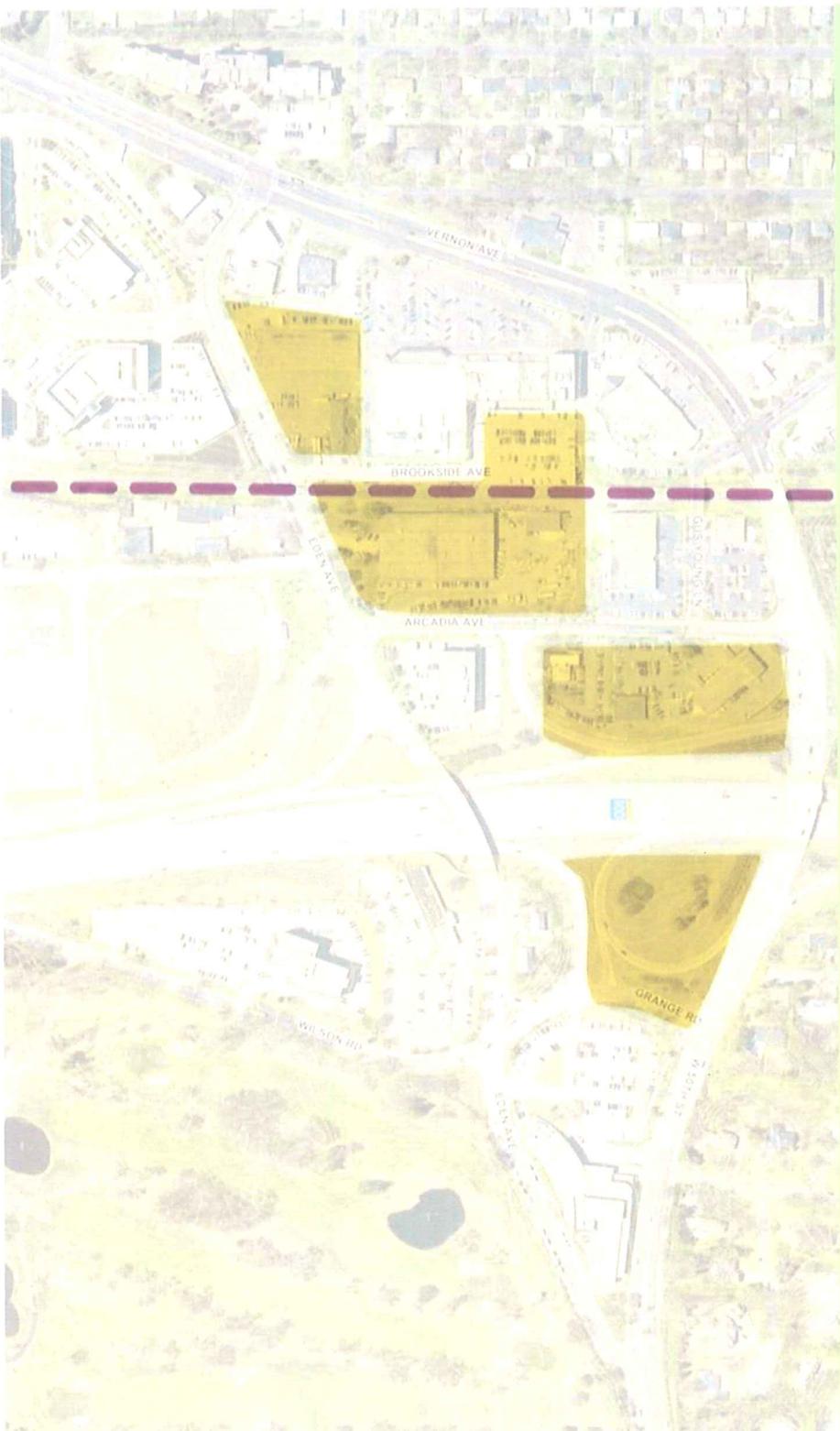
Edina's *Grand View* District

3 **Turn perceived barriers into opportunities.** Consider layering development over supporting infrastructure and taking advantage of the natural topography of the area

- The basic configuration of its transportation infrastructure – Highway 100, the rail corridor, Vernon and Eden Avenues – has remained unchanged for 70 years.
- The transportation infrastructure has been a barrier to integration of the land uses within the district as well as pedestrian and bicycle access to the District.
- Those barriers can be overcome. Layering development over the supporting infrastructure and taking advantage of the area’s natural topography is one possible technique.

Principles

3 Turn perceived barriers into opportunities. Consider layering development over supporting infrastructure and taking advantage of the natural topography of the area



Layered development

Demonstration

Edina's *Grand View* District

4

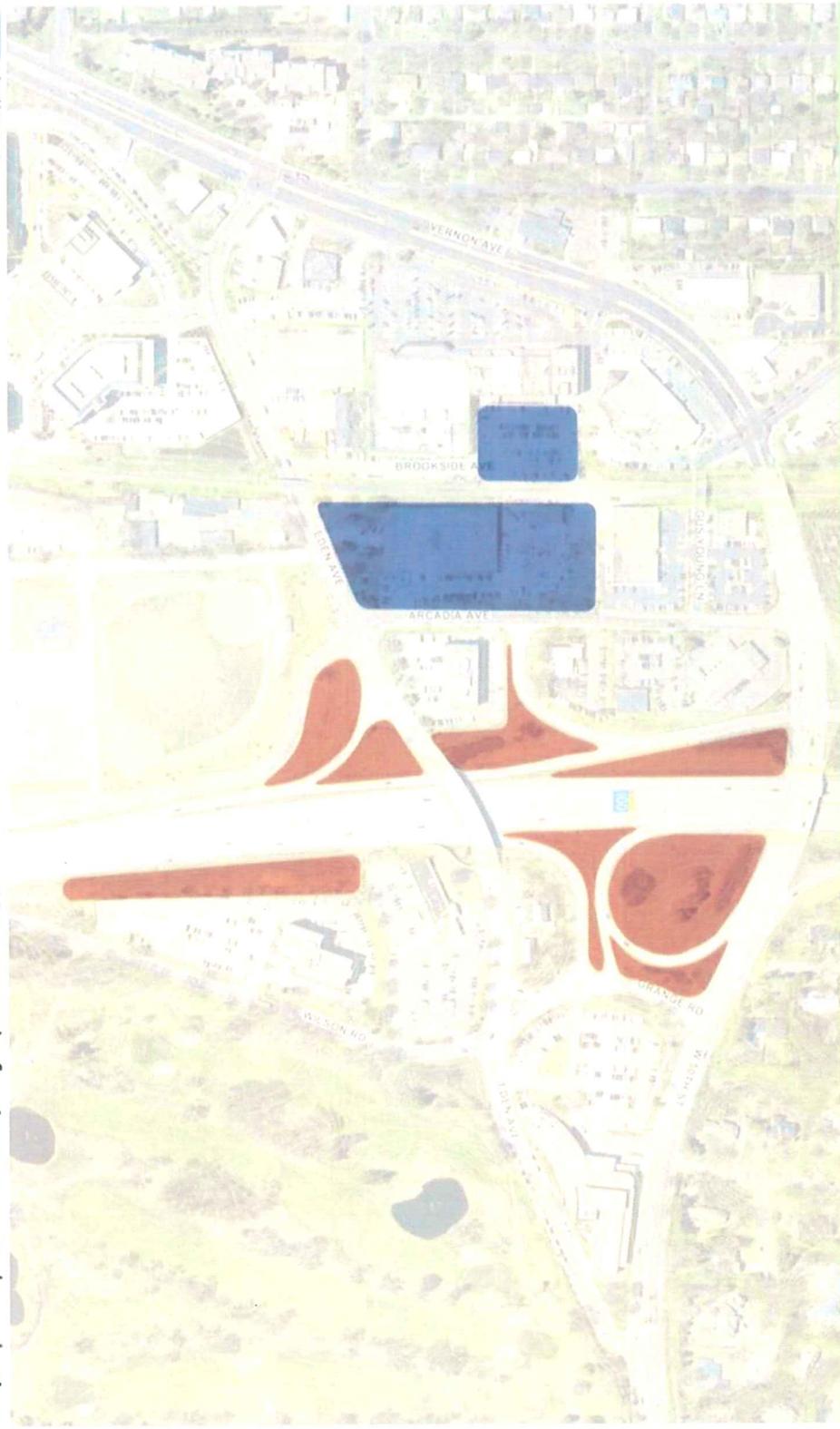
Design for the present and the future by pursuing logical increments of change using key parcels as stepping-stones to a more vibrant, walkable, functional, attractive, and life-filled place

- Redevelopment will have to occur in stages over time.
- Each stage needs to preserve benefits for businesses and customers while incrementally improving the District.
- Look for the right sequence of redevelopment that can meet present needs while ultimately creating a more vibrant, walkable, functional, attractive, and life-filled place.

Principles

4

Design for the present and the future by pursuing logical increments of change using key parcels as stepping-stones to a more vibrant, walkable, functional, attractive, and life-filled place



Key parcels for incremental evolution

Demonstration

Edina's *Grandview* District

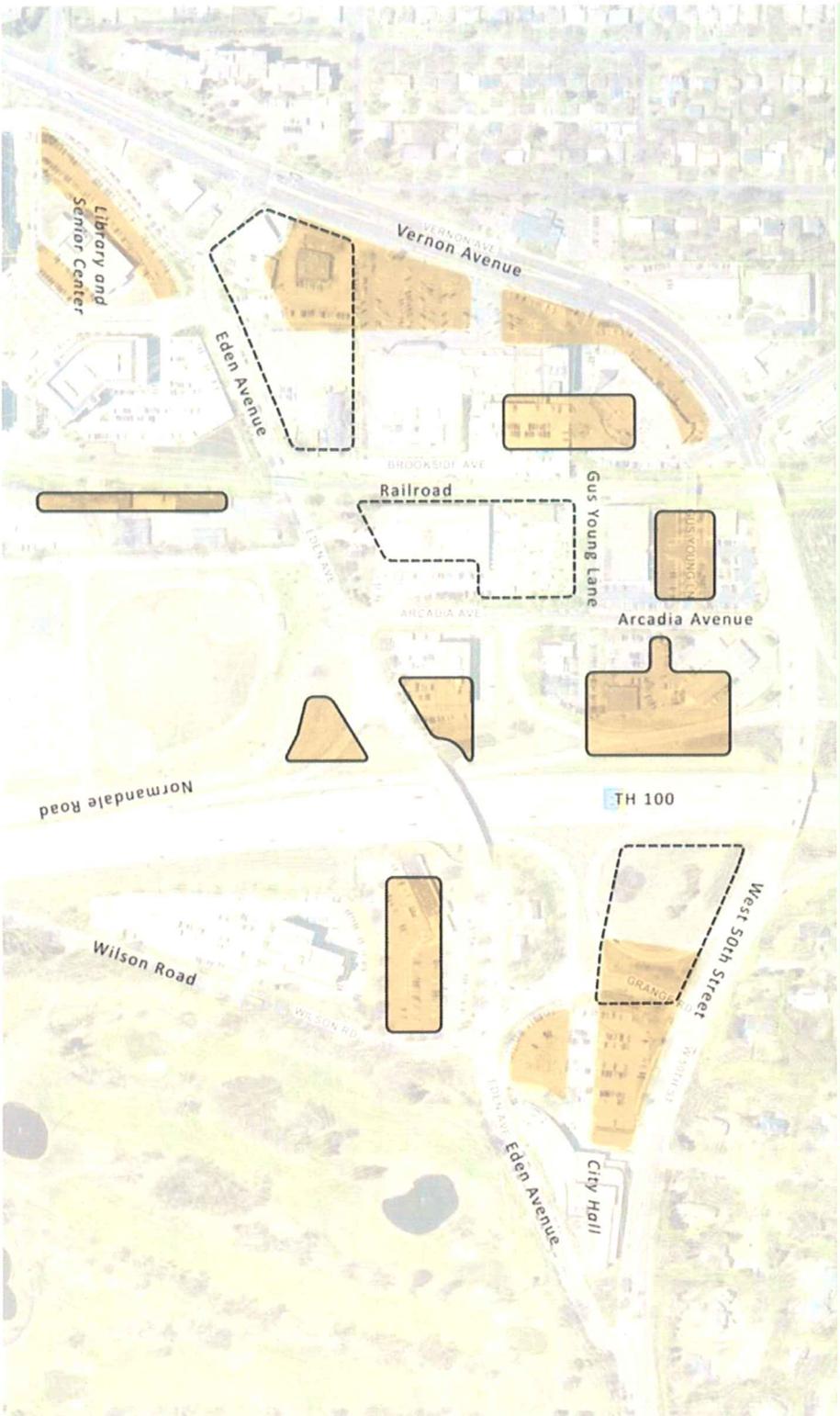
5 Organize parking as an effective resource for the district by linking community parking to public and private destinations while also providing parking that is convenient for businesses and customers

- The District is currently served by both “convenience” parking that allows customers to quickly access businesses for short visits and by “community” parking.
- The existing “community” parking is under-utilized primarily because it has limited connections to District destinations.
- Preserve “convenience” parking while improving the utility of “community” parking by linking it to public and private destinations.

Principles

5

Organize parking as an effective resource for the district by linking community parking to public and private destinations while also providing parking that is convenient for businesses and customers



Parking

Demonstration

Edina's *Grandview* District

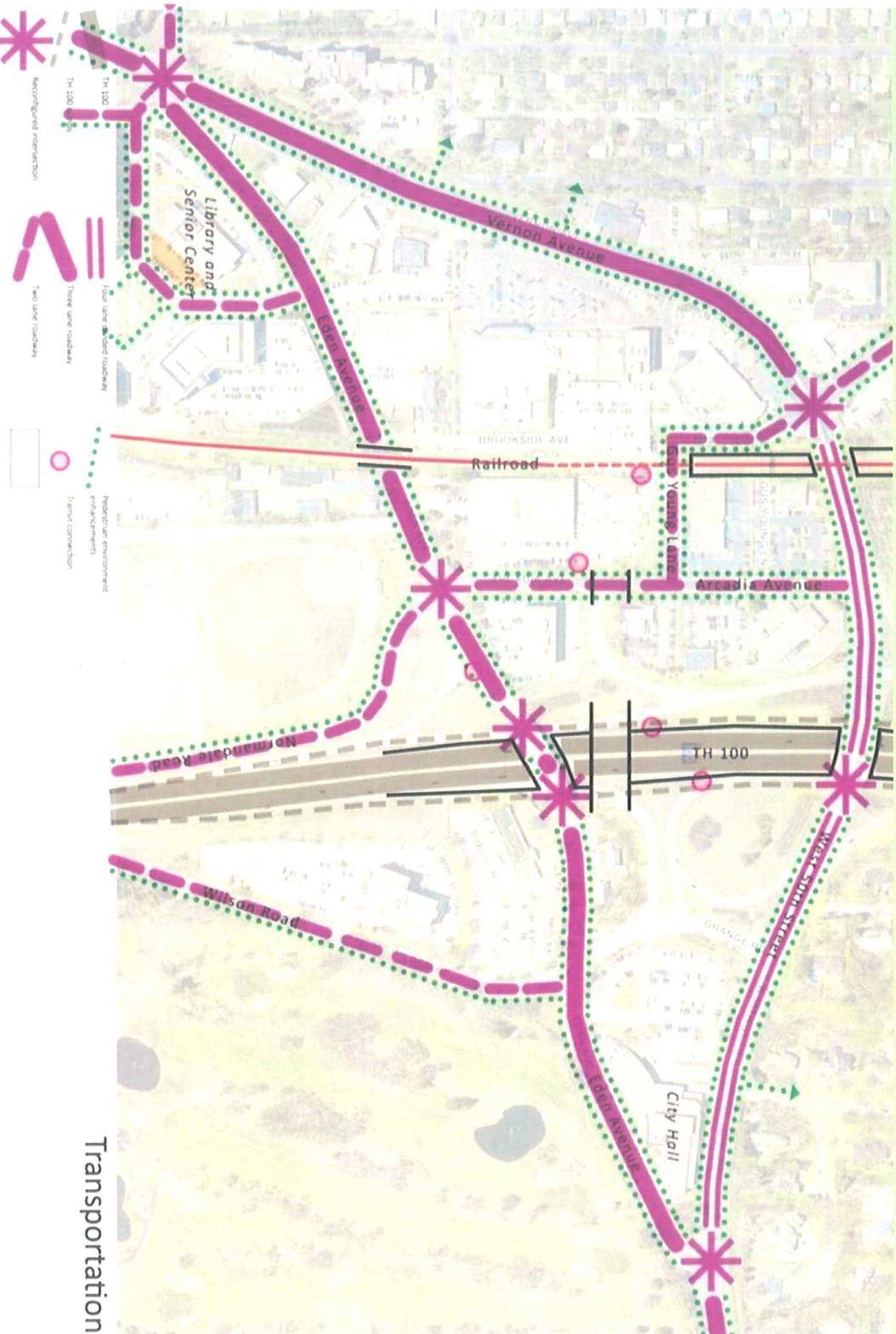
6 **Improve movement within and access to the district for people of all ages by facilitating multiple modes of transportation, and preserve future transit opportunities provided by the rail corridor**

- Currently, access to and movement within the District is almost exclusively accomplished via motor vehicles and discourages pedestrian and bicycle use.
- For a variety of reasons, the existing transportation infrastructure creates traffic issues and acts as a barrier to pedestrian and bicycle access to the District.
- The District has great potential as a regional transportation hub, including the future transit opportunities provided by the rail corridor.
- Future development should create better access to and movement within the District and facilitate multiple modes of transportation.

Principles

6

Improve movement within and access to the district for people of all ages by facilitating multiple modes of transportation, and preserve future transit opportunities provided by the rail corridor



Demonstration

Edina's *Grandview* District

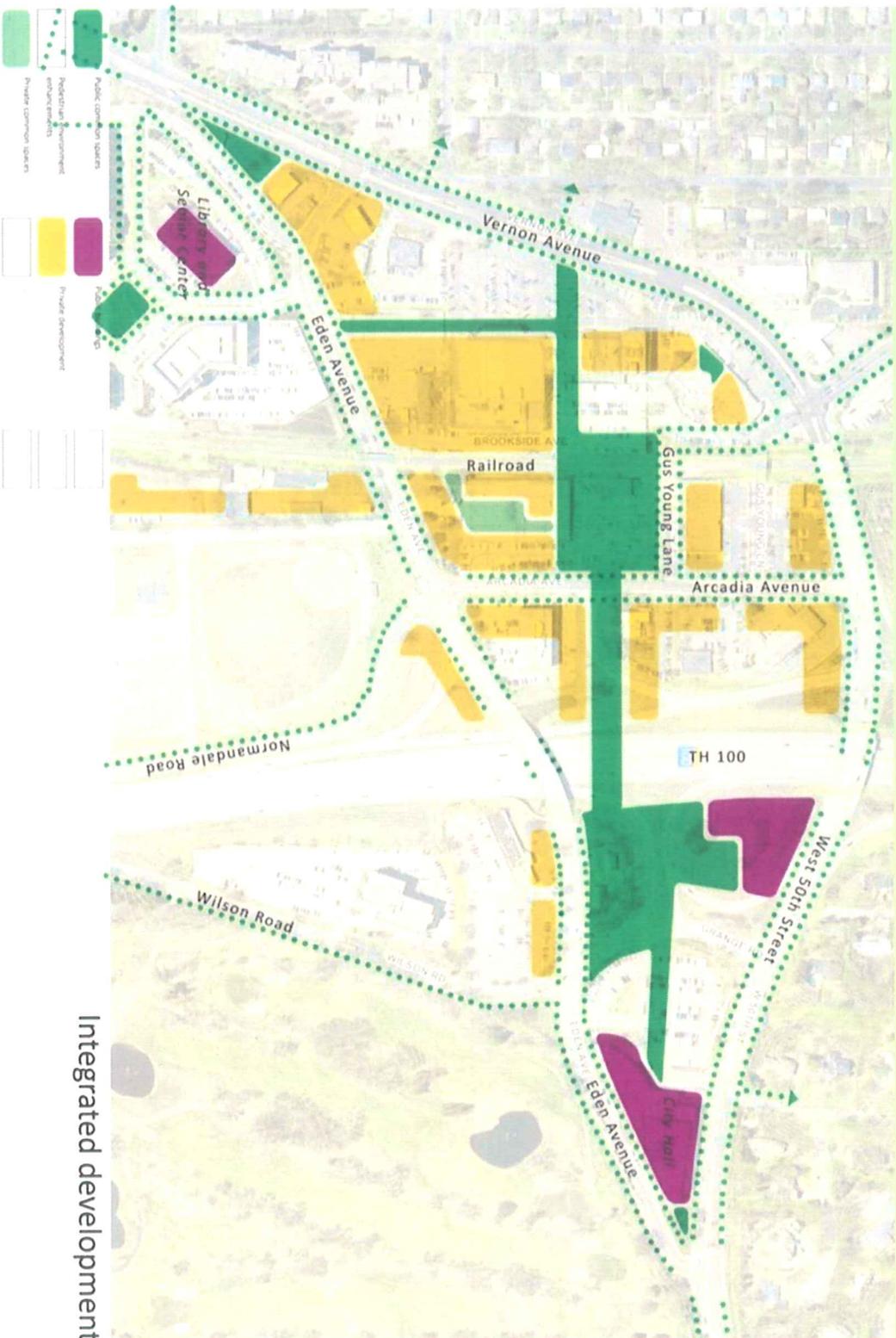
7 Create an identity and unique sense of place that incorporates natural spaces into a high quality and sustainable development reflecting Edina's innovative development heritage

- Edina has a great heritage of innovative development.
- The location of the District makes it one of the most visible gateways to the community.
- The Grand View District can be Edina's next innovative development, combining natural spaces and sustainable technology to create a place we can all be proud of.

Principles



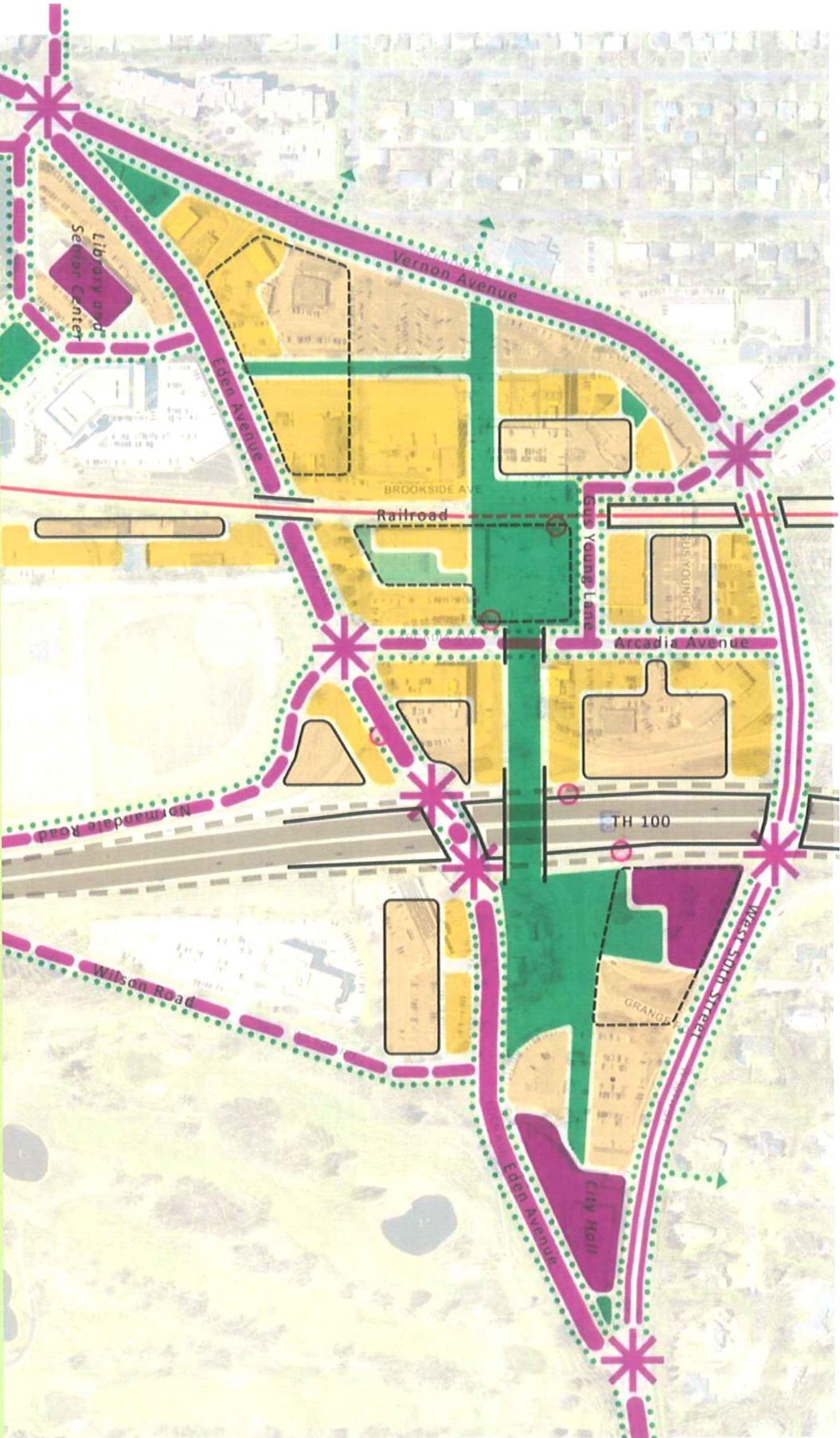
Create an identity and unique sense of place that incorporates natural spaces into a high quality and sustainable development reflecting Edina's innovative development heritage



Integrated development

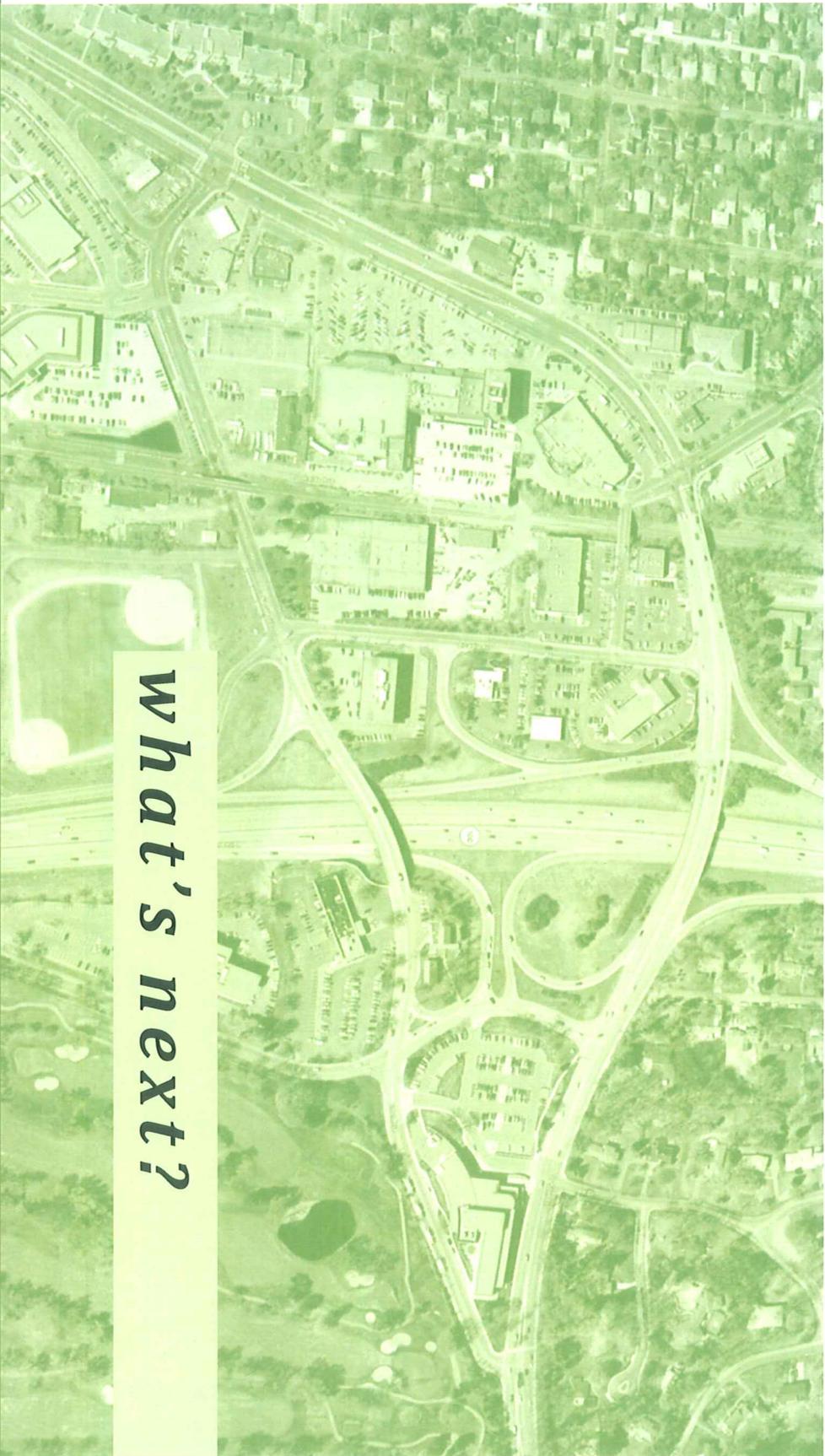
Demonstration

Edina's *Grandview* District



Demonstration of principles as a concept for evolution of the GrandView district

Vision



what's next?

Edina's **GrandView** District

The CAT and Design Team have delivered what was requested

1. Articulation of principles to guide further planning and development efforts
2. Demonstration of development directions that conform to those principles

We request that the City Council endorse these results of the Small Area Guide process

We recommend that the City Council ask the CAT to offer advice regarding next steps

Concluding the small area guide process

Community Advisory Team

Kim Montgomery	<i>Sector 1 representative</i>	Nancy Grazzini-Olson	<i>Property owner representative</i>
Steve Buss	<i>Sector 2 representative</i>	Chris Rofidal	<i>Heritage Preservation Board</i>
Sue Davison	<i>Sector 3 representative</i>	Kevin Staunton	<i>Planning Commission, CAT facilitator</i>
Gene Persha	<i>Sector 4 representative</i>	Michael Platteter	<i>Energy and Environment Commission</i>
Andy Brown	<i>At large representative</i>	Josh Sprague	<i>Transportation Commission</i>
Lisa Diehl	<i>At large representative</i>	Ellen Jones	<i>Park Board</i>
Larry Chestler	<i>At large representative</i>	Brian Hedberg	<i>Edina School Board</i>
Joann Olsen	<i>At large representative</i>		
Greg Domke	<i>At large representative</i>		
Bob Shadduck	<i>Business owner representative</i>		
Linda Odell Cowles	<i>Business owner representative</i>		

Design Team

Michael Schroeder	<i>Landscape Architect</i>	Meriwether Felt	<i>Architect</i>
Peter Sussman	<i>Architect</i>	Peter MacDonagh	<i>Landscape Architect</i>
Mia Blanchett	<i>Architect</i>	Stefan Helgeson	<i>Architect, Landscape Architect</i>
Tim McIlwain	<i>Architect</i>	Michael Fischer	<i>Architect</i>
Jim Miller	<i>Architect</i>		
Scott Davidson	<i>Architect</i>		

Edina resident volunteers