

- 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.
- 6 Improve movement within and access to the district** for people of all ages by facilitating multiple modes of transportation.
- 7 Create an identity and unique sense of place** that incorporates natural spaces into a high quality and sustainable development reflecting Edina's progressive and innovative development heritage.



Guiding principles





Vision

