



Grandview District Small Area Plan

Edina, Minnesota

Discussion & Discovery

Community Workshop #1

21 September 2011

Information Handout

Grandview District - History & Culture of Place

The GrandView District is located in north central Edina consisting of roughly 38 acres. The area is bisected by Highway 100 and is generally situated along Vernon Avenue, West 50th Street, Eden Avenue and Wilson Road.

Most of the property within the study area located west of Highway 100 is historically considered part of the “Grandview Heights” commercial corridor. Grandview Heights began evolving as a commercial node in the 1930’s with increased development during the 1950’s and 1960’s along Vernon Avenue. Portions of the plan east of Highway 100 joined the development trend in the 1970’s.

Grandview Heights started out as more of a regional draw for shopping and recreational activity, eventually evolving into more of a neighborhood oriented mix of goods and services.



The Small Area Plan



Purpose of the Small Area Plan

In late 2009, the Edina City Council – seeking to ensure that redevelopment of the GrandView District was driven by community residents and other stakeholders – approved a Small Area Guide Plan process designed to engage the community in developing a vision for redevelopment of the City’s old Public Works site, and the area surrounding it (the GrandView District). To accomplish this goal, a Community Advisory Team (CAT) was formed to lead the process. In November and December of 2010, the CAT submitted the Small Area Guide Plan Report to the Edina Planning Commission and City Council.

After approving and adopting the Report and receiving the Livable Communities Grant from the Metropolitan Council, the City Council authorized commencement of this Small Area Plan process (essentially ‘Phase II’ of the work already underway). The Phase II process is being led by a community-based Steering Committee comprised of interested residents, members of the Guide Plan process CAT, District business and property owners, City board and commission members, and members of the Guide Plan Design Team. Information gathered and ideas generated through this process will then be used to craft a development framework and implementation plan for the GrandView District.

The Guiding Principles

Seven Guiding Principles were discussed and defined as the foundation for the Small Area Guide Plan including:

Principle 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.

Principle 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.

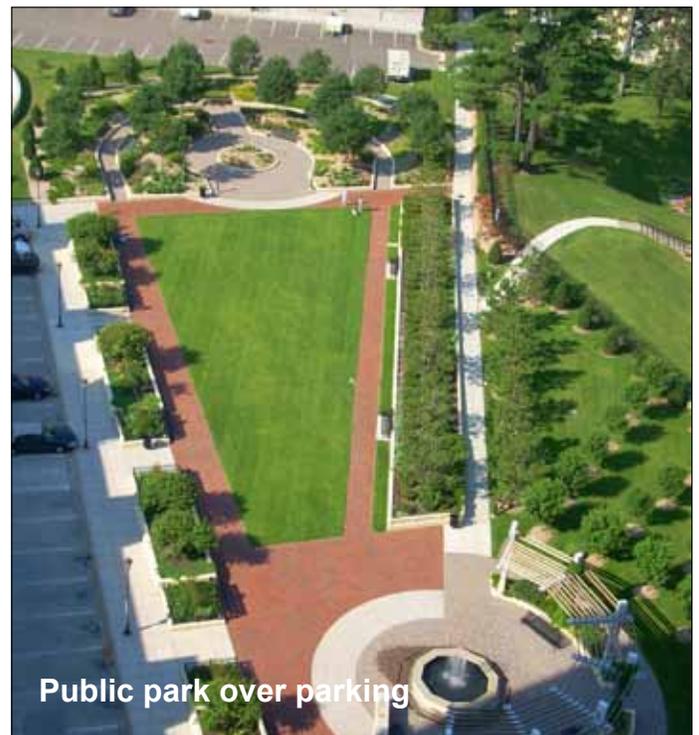
Principle 3 – Turn perceived barriers into opportunities. Consider layering development over supporting infrastructure and taking advantage of the natural topography of the area.

Principle 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.

Principle 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.

Principle 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.

Principle 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.



Participant Roles and Responsibilities



The Consulting Team will rely on the organizational capacity of the Steering Committee and City to act in a number of project roles during the process.

- Steering Committee – will provide overall guidance to the process and act as hosts during the Workshops and ambassadors to the greater community.
- Executive Committee – will provide active direction to the Consulting Team on behalf of the Steering Committee and will help lead the planning process at each step.
- Work Groups – will continue to function relative to specific topics; for the Community Workshops, each group will prepare a snapshot of the ‘big picture’ context and detailed information about the district conditions. A communications/PR work group will lead the overall outreach and communications efforts.
- City Staff – will support the process with technical and policy information; assist with public and community outreach and guide the larger team through the necessary approval steps.
- Cuningham Group – will serve as the lead contract holder and co-lead the planning process.
- Close Landscape Architecture – will serve as the co-lead for the planning process.
- HR Green – will provide transportation/traffic planning/engineering expertise as needed.
- Springsted – will provide market and financial expertise as needed.
- Community Design Group – will participate in the Workshop process providing expertise and assistance across a range of subject areas.



Approach

Part I – Discussion and Discovery

Part I includes the overall review and understanding of the existing conditions of the plan area, the larger context in which it exists, and the activities/efforts that have been prepared by the Steering Committee. This includes identification and analysis of the physical characteristics of the area as well as a summary review of land use, transportation, market place, and proposed/planned development and infrastructure initiatives. Each Work Group will also be responsible for preparing a contextual overview of their topic and a more specific summary of the conditions/influences of the district study area. Key tasks include:

Community Workshop #1: The first Workshop (one day) is organized around “download” meetings with each Work Group during the day followed by public meeting/presentation during the evening.

Part II – Ideas and Options

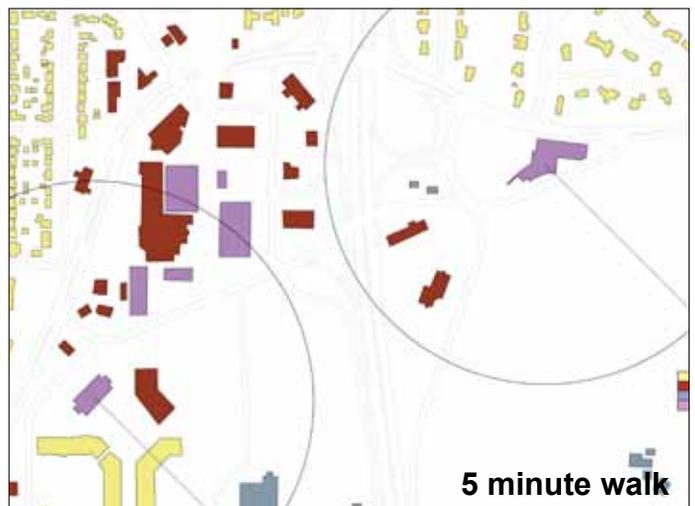
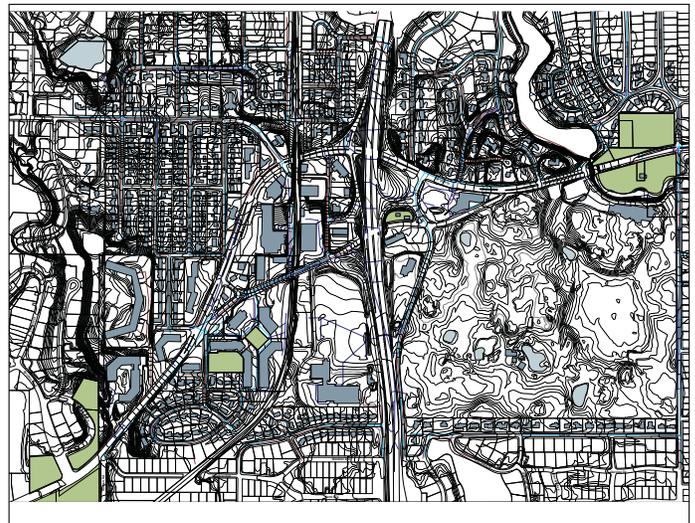
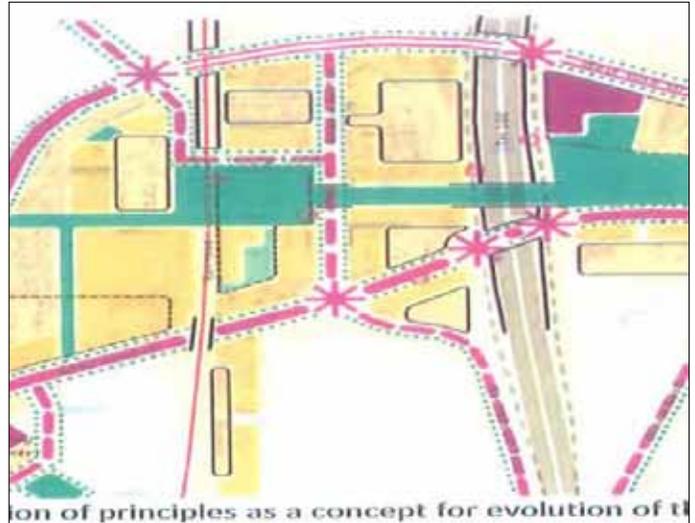
In Part II the Consulting Team prepares a series of feasible options based on the results of the first Community Workshop, information gathered during the second community Workshop, and analysis of each. These are prepared using a combination of words, pictures, and numbers; options for how the built environment might be developed are illustrated with the Sketch-up model. Ideas will respond to the many initiatives and efforts ongoing, planned or in consideration (in particular, identified infill and redevelopment sites).

Community Workshop #2: The purpose of Community Workshop #2 (three days) is to develop and present options and alternatives to the local stakeholders. We will meet with the Work Groups, conduct focus groups, meet with the Steering Committee, and hold a public meeting/presentation during the evening of the last day.

Part III – Decide and Deliver

Part III consolidates all the comments, ideas, and options into a preferred direction. This part includes a third Community Workshop and public meeting. The Consulting Team prepares a summary document that may be widely distributed via a variety of sources (i.e., print, web, etc.) and a Sketch-up 3D model of the area with preferred options.

Community Workshop #3: The team hosts Community Workshop #3 (2 days) in which refinements, adjustments, and implementation are presented and reviewed. Work and focus groups are reconvened, as necessary, for a final time and a final public meeting is conducted.



Deliverables

Final deliverables are a combination of plan and process summary, 3-D modeling, and other multi-media tools. The Consulting Team and City staff will work together to prepare the deliverables. The specific content will be determined by the Steering Committee and Project Team and include the components and topics necessary to facilitate incorporation into the City’s comprehensive plan. The deliverables will include the following.

1. Plan Summary that includes four major categories:

- 1.1. Hope for change—a definitive statement about why planning is needed to guide GrandView area and what the community gains from this process. The Small Area Plan Guide Process principles and community-based process is documented.
- 1.2. Thoughts and interactions—a summary of the ways in which people are talking about the future of GrandView.
- 1.3. Patterns for a neighborhood center—describing what is possible in GrandView and narrowing the possibilities to a direction that resonates with the community’s vision. Specific topics that correspond to the comprehensive plan will be addressed.
- 1.4. Moving forward with purpose—a framework for subsequent activities that draws us nearer to the vision through incremental but well-orchestrated actions including implementation recommendations and next steps.

2. PowerPoint Presentations

3. Sketch-Up Model with options/interventions

Schedule

	Sept	Oct	Nov	Dec
Part I				
Discussion and Discovery				
Community Workshop #1				
Part II				
Ideas and Options				
Community Workshop #2				
Part III				
Decide and Deliver				
Community Workshop #3				
Deliverables				

Project/Community Meetings	Sept	Oct	Nov	Dec
Steering Committee				
Staff Coordination				
Executive Team Meeting				
Community Workshop				
Work Group Meetings				
Plan Commission/Council				
Project Update				

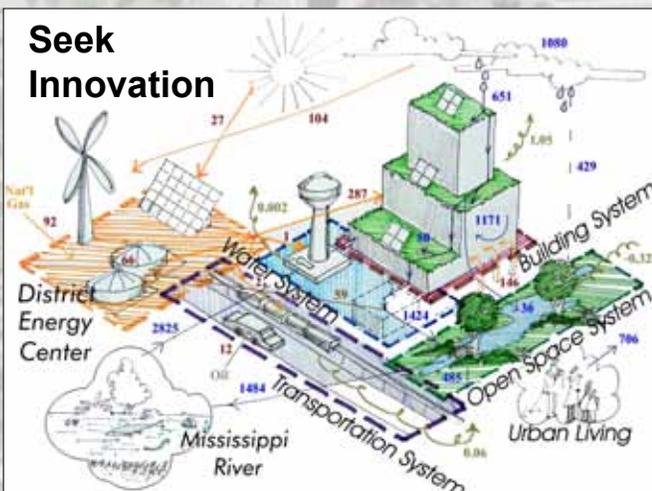
Note: Scope and schedule subject to review and approval by the Client and Cuningham Group



**Build
Partnerships**



**Find the
Money**



**Seek
Innovation**

We need your input!
The next community workshops are
scheduled:

October 27@6:30pm

November 16@6:30pm

**Please continue to attend and
participate. Thanks very much!!**

Executive Committee:

- | | |
|-------------------|-----------------|
| Chris Rofidal | Michael Fischer |
| Larry Chestler | Collin Bredesen |
| Kim Montgomery | Kevin Staunton |
| Lisa Diehl | Peyton Robb |
| Michael Schroeder | |

Steering Committee:

- | | |
|-------------------|----------------------|
| Ken Potts | Lisa Diehl |
| Kim Melin | Bob Kojetin |
| Randy Halvorson | David Davison |
| Chris Rofidal | Bernie Beaver |
| Steve Buss | Mike Platteter |
| Gene Persha | Peyton Robb |
| Richard Borland | Dan Gieseke |
| Larry Chestler | Diane Reinhart |
| Laura Giertsen | James Justice |
| Ellen Jones | Darcy Winter |
| Terry Ahlstrum | Paul Nelson |
| Dick Ward | David Novak |
| Bill Neuendorf | Linda Urban |
| Tim McIlwain | Tom Mattison |
| Bright Dornblaser | Ken and Adele Floren |
| Andy Brown | Michael Schroeder |
| Suzanne Davison | Kevin Staunton |
| Greg Domke | Michael Fischer |
| Sandy Fox | Brett Johnson |
| Dick Crockett | Collin Bredesen |
| Arne Cook | Deron Lindquist |
| Tom Bonneville | Eric Bredesen |
| Kim Montgomery | Jim Baisch |
| Tim Murphy | Jim Smith |
| Tom Ruppert | Thomas Raeuchle |
| Peter Sussman | |

For More Information:

- www.cityofedina.com/grandview
www.edinacitizenengagement.org