

## Economic Development

Phone 952-826-0407 • Fax 952-826-0390 • www.EdinaMN.gov



**Date:** April 8, 2015

**To:** Edina Planning Commission

**C.** Cary Teague, Community Development Director

**From:** Bill Neuendorf  
Economic Development Manager

**Re:** **Redevelopment Planning for Former Public Works Site – 5146 Eden Ave.  
Discovery Phase Update**

In collaboration with the Frauenschuh design team, the City continues to prepare preliminary concepts for redevelopment of the vacant City-owned property located at 5146 Eden Ave. This site was formerly used as the Edina Public Works facility.

On March 11<sup>th</sup>, the design team presented three preliminary concepts that reflect examples of how a combination of public and private uses could be arranged on the site. These concepts took into consideration hundreds of different comments and suggestions collected during the four month “Exploration Phase”. These preliminary drafts were shared with the general public in an early, unrefined stage so that input could be solicited to help shape the design and programming of the site.

All materials presented at this public meeting are posted online and can be viewed at:  
[http://edinamn.gov/index.php?section=discovery\\_phase](http://edinamn.gov/index.php?section=discovery_phase)

The public comments and suggestions collected at this meeting identified elements that people generally liked as well as elements that needed to be improved.

Based on this preliminary feedback, the design team has prepared revised concepts. Copies are attached and will be shared for a review and discussion at the next Planning Commission meeting.

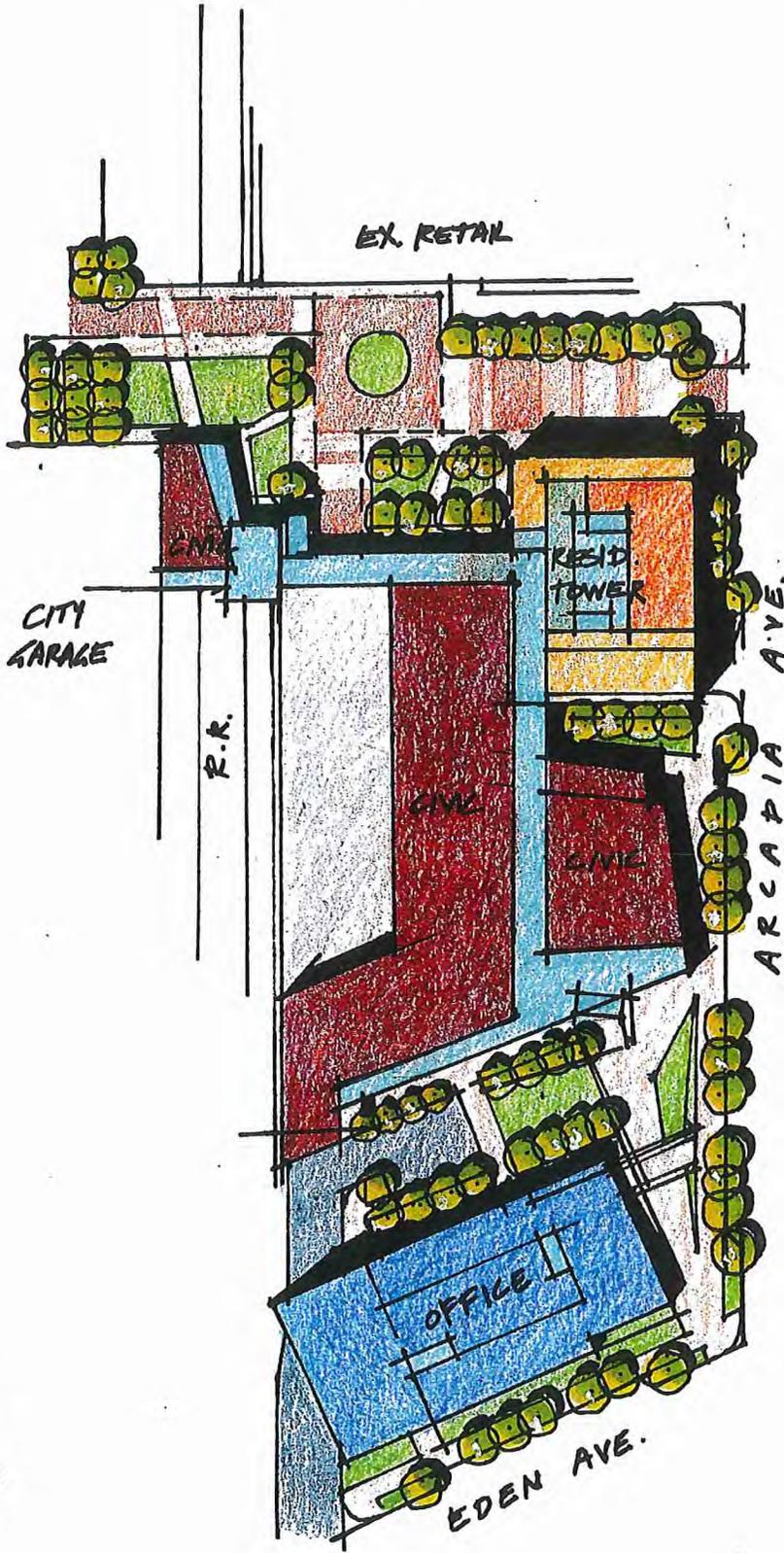
These concepts will continue to be refined based on public input and market feasibility. An Open House is scheduled on April 22<sup>nd</sup> to unveil the revised concepts to the public. Following the third public comment period, direction will then be requested by the City Council so that the design team can focus on one particular design scenario.

After the design and general direction of the project is identified, the design team intends to meet again with the Plan Commission in a second sketch plan review so that your comments and suggestions can be incorporated into the final proposal.

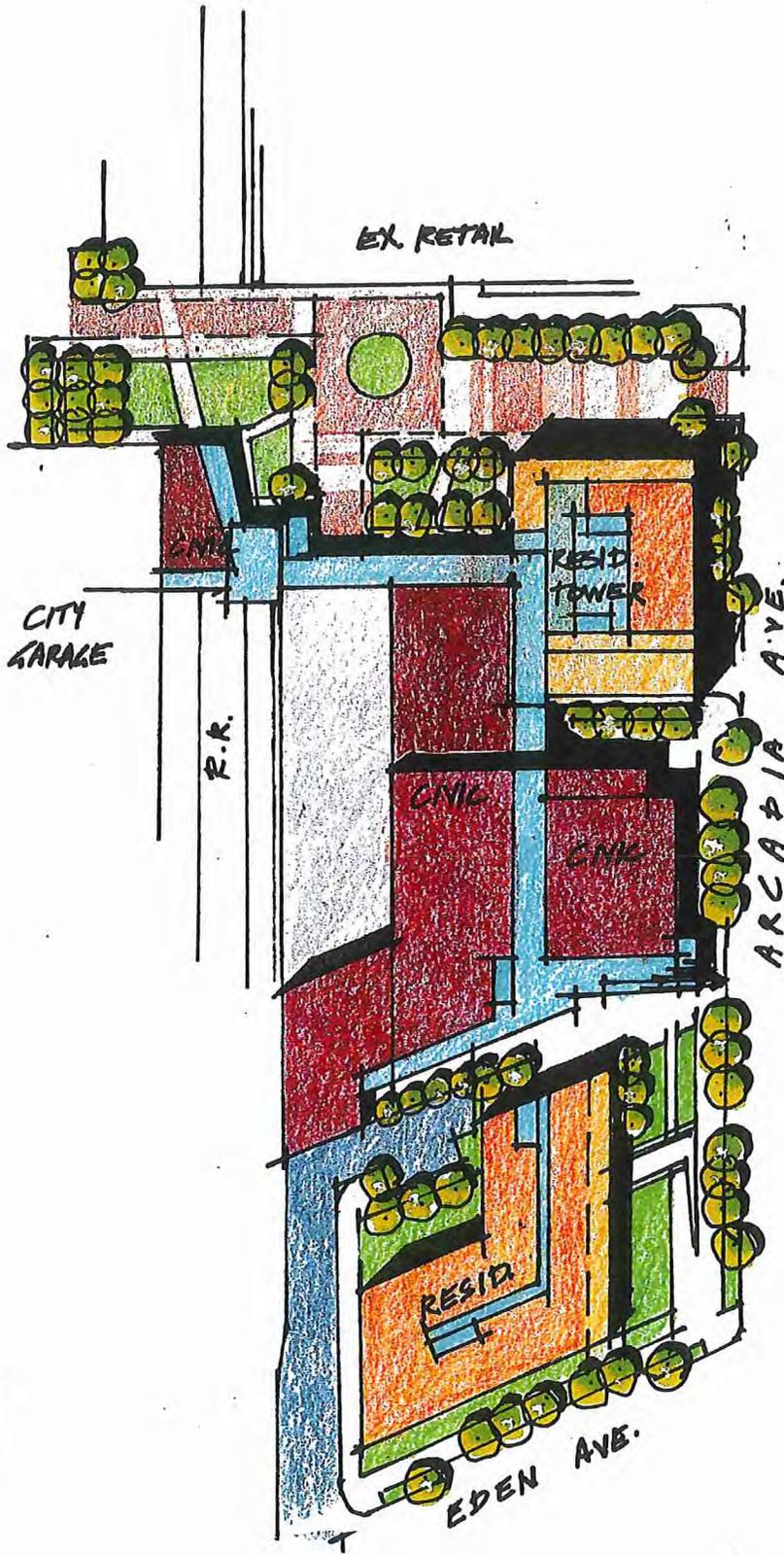
Thank you for sharing your expertise to shape the future of the Grandview District!

Attachments:

- Revised site planning concepts for discussion
- Four themes for community space

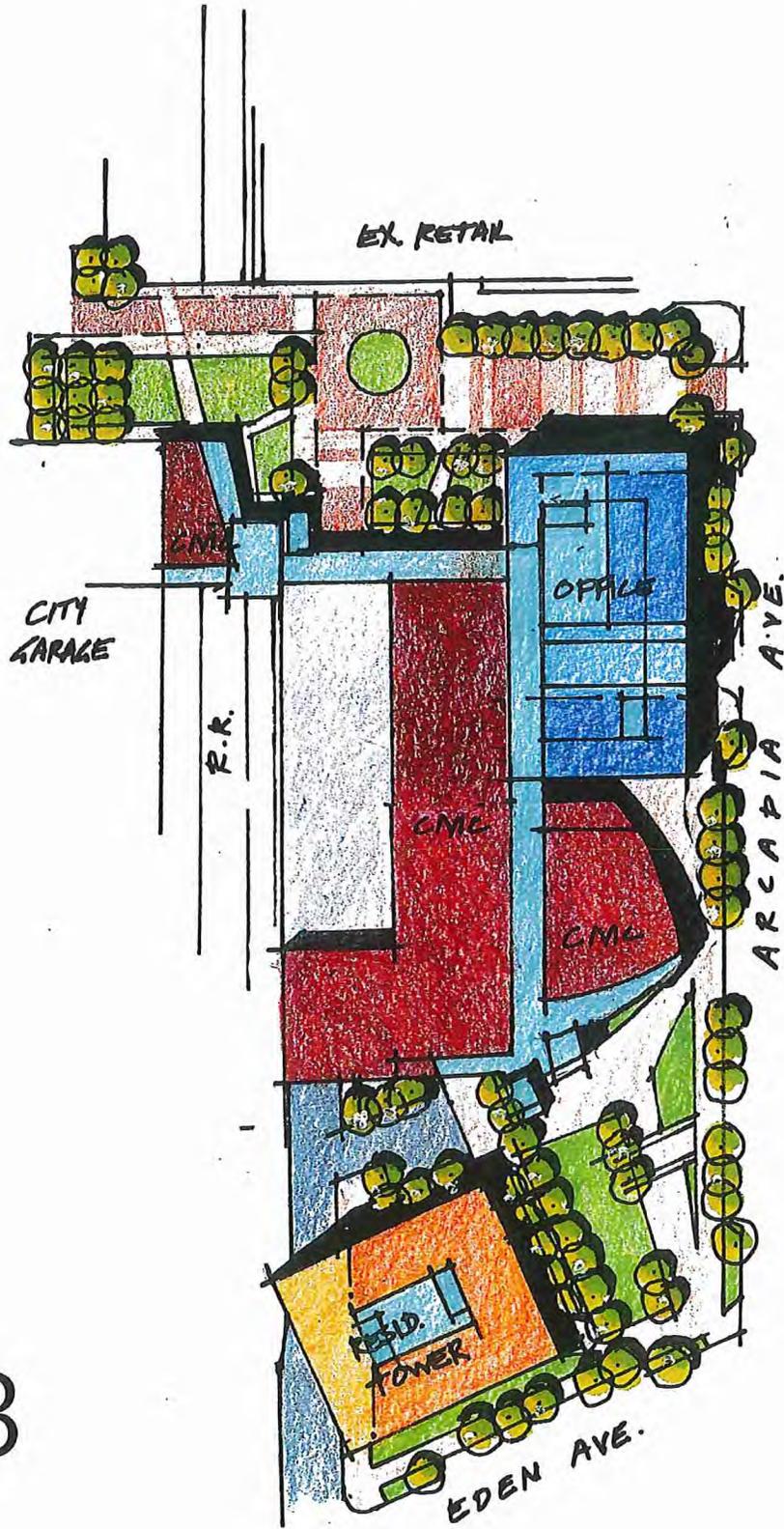


#1



#2

#3



# Arts & Culture Center



|  |   |
|--|---|
| <b>Typical Size &amp; Program Elements</b> | 15,000 to 30,000 square feet on 1 or 2 levels. Spaces for visual arts education, classrooms, pottery, artist studios, history exhibit, gallery space, poetry readings and small group lectures, artists lockers, teen hangout, multipurpose/flexible community meeting space, community oven, café, gift shop |
| <b>Competitive Landscape</b>               | <b>Low</b> – Four similar facilities located within 14 miles are sponsored by communities with little competition from the private market.  |
| <b>Parking Demand</b>                      | <b>Moderate</b> – predictable usage with increases for special events and special programming   |
| <b>Construction Costs</b>                  | <b>Low / Moderate</b>   |
| <b>Operating Costs</b>                     | <b>Low</b> - Existing staff and existing enterprise budget can be retained; any increases in staffing to be determined  |
| <b>Potential Revenue Sources</b>           | Long-term debt, sale of public land, high potential for philanthropic donations, registration fees, rental fees, retail sales   |

# Performing Arts, Culture & History Center



|  |   |
|--|---|
| <b>Typical Size &amp; Program Elements</b> | 20,000 to 35,000 square feet. Spaces for visual arts education, classrooms, pottery, artist studios, history exhibit, history archives/library, gallery space, poetry readings and small group lectures, artists lockers, teen hangout, 200-400 seat auditorium, black box/multipurpose/flexible community meeting space, community oven, café, gift shop |
| <b>Competitive Landscape</b>               | <b>Low</b> – Four similar facilities located within 14 miles are sponsored by communities with little competition from the private market. Nearby auditoriums are 600-800 seats, with little competition for a smaller fixed-seat hall.   |
| <b>Parking Demand</b>                      | <b>Moderate / High</b> – predictable usage with higher demands for special performances   |
| <b>Construction Costs</b>                  | <b>Moderate / High</b>  |
| <b>Operating Costs</b>                     | <b>Low / Moderate</b> - Existing staff and existing enterprise budget can be retained with some staff increases likely  |
| <b>Potential Revenue Sources</b>           | Long-term debt, sale of public land, high potential for philanthropic donations, registration fees, rental fees; retail sales   |

# Multi Generation Community Center



|                                 |  |
|---------------------------------|--|
| Typical Size & Program Elements | 10,000 to 20,000 square feet on 1 or 2 levels. Flexible space that can be used for a variety of community needs as needed, gallery space, history exhibit, 10-20 person meeting rooms, multi-purpose room for 100-200 people, all-ages programming for fitness, education, teens, & seniors, café. |
| Competitive Landscape           | <b>Low</b> – similar services scattered at multiple sites in Edina   |
| Parking Demand                  | <b>Moderate</b> – predictable usage with higher demands for special events   |
| Construction Costs              | <b>Low / Moderate</b>  |
| Operating Costs                 | <b>Moderate</b> - Some existing staff can be retained with some new staff likely   |
| Potential Revenue Sources       | Long-term debt, sale of public land, philanthropic donations, user fees, rental fees; retail sales   |

# Fitness/Wellness Center



|                                 |   |
|---------------------------------|---|
| Typical Size & Program Elements | 20,000 to 60,000 square feet on 1 or 2 levels. Indoor multi-purpose court, cardio equipment, strength training, weight room, multiple rooms for fitness classes, indoor walking loop, lap pool, locker rooms. |
| Competitive Landscape           | <b>High</b> – Six existing full-service fitness centers within 5-miles. An additional 10 smaller facilities also within 5-miles.  |
| Parking Demand                  | <b>High</b> – dramatically high peaks in the early evening and weekends   |
| Construction Costs              | <b>Moderate / High</b>  |
| Operating Costs                 | <b>High</b> - New staff and enterprise budget will be needed  |
| Potential Revenue Sources       | Long-term debt, sale of public land, some philanthropic support possible, monthly/daily user fees, rental fees  |

# Arts & Culture Center



|  |  |
|--|--|
| <b>Typical Size &amp; Program Elements</b> | 15,000 to 30,000 square feet on 1 or 2 levels.<br>Spaces for visual arts education, classrooms, pottery, artist studios, history exhibit, gallery space, poetry readings and small group lectures, artists lockers, teen hangout, multipurpose/flexible community meeting space, community oven, café, gift shop |
| <b>Competitive Landscape</b>               | <b>Low</b> – Four similar facilities located within 14 miles are sponsored by communities with little competition from the private market.   |
| <b>Parking Demand</b>                      | <b>Moderate</b> – predictable usage with increases for special events and special programming  |
| <b>Construction Costs</b>                  | <b>Low / Moderate</b>  |
| <b>Operating Costs</b>                     | <b>Low</b> - Existing staff and existing enterprise budget can be retained; any increases in staffing to be determined   |
| <b>Potential Revenue Sources</b>           | Long-term debt, sale of public land, high potential for philanthropic donations, registration fees, rental fees, retail sales  |

# Performing Arts, Culture & History Center



|  |  |
|--|--|
| <b>Typical Size &amp; Program Elements</b> | 20,000 to 35,000 square feet.<br>Spaces for visual arts education, classrooms, pottery, artist studios, history exhibit, history archives/library, gallery space, poetry readings and small group lectures, artists lockers, teen hangout, 200-400 seat auditorium, black box/multipurpose/flexible community meeting space, community oven, café, gift shop |
| <b>Competitive Landscape</b>               | <b>Low</b> – Four similar facilities located within 14 miles are sponsored by communities with little competition from the private market. Nearby auditoriums are 600-800 seats, with little competition for a smaller fixed-seat hall.  |
| <b>Parking Demand</b>                      | <b>Moderate / High</b> – predictable usage with higher demands for special performances  |
| <b>Construction Costs</b>                  | <b>Moderate / High</b>   |
| <b>Operating Costs</b>                     | <b>Low / Moderate</b> - Existing staff and existing enterprise budget can be retained with some staff increases likely   |
| <b>Potential Revenue Sources</b>           | Long-term debt, sale of public land, high potential for philanthropic donations, registration fees, rental fees; retail sales  |

# Multi Generation Community Center



|                                 |  |
|---------------------------------|--|
| Typical Size & Program Elements | 10,000 to 20,000 square feet on 1 or 2 levels. Flexible space that can be used for a variety of community needs as needed, gallery space, history exhibit, 10-20 person meeting rooms, multi-purpose room for 100-200 people, all-ages programming for fitness, education, teens, & seniors, café. |
| Competitive Landscape           | <b>Low</b> – similar services scattered at multiple sites in Edina   |
| Parking Demand                  | <b>Moderate</b> – predictable usage with higher demands for special events   |
| Construction Costs              | <b>Low / Moderate</b>  |
| Operating Costs                 | <b>Moderate</b> - Some existing staff can be retained with some new staff likely   |
| Potential Revenue Sources       | Long-term debt, sale of public land, philanthropic donations, user fees, rental fees; retail sales   |

# Fitness/Wellness Center



|                                 |   |
|---------------------------------|---|
| Typical Size & Program Elements | 20,000 to 60,000 square feet on 1 or 2 levels. Indoor multi-purpose court, cardio equipment, strength training, weight room, multiple rooms for fitness classes, indoor walking loop, lap pool, locker rooms. |
| Competitive Landscape           | <b>High</b> – Six existing full-service fitness centers within 5-miles. An additional 10 smaller facilities also within 5-miles.  |
| Parking Demand                  | <b>High</b> – dramatically high peaks in the early evening and weekends   |
| Construction Costs              | <b>Moderate / High</b>  |
| Operating Costs                 | <b>High</b> - New staff and enterprise budget will be needed  |
| Potential Revenue Sources       | Long-term debt, sale of public land, some philanthropic support possible, monthly/daily user fees, rental fees  |