

REPORT / RECOMMENDATION



To: Edina Transportation Commission
Mark Nolan, Transportation Planner

Agenda Item #: VI. A.

From: Bill Neuendorf
Economic Development Manager

Action
Discussion
Information

Date: April 16, 2015

Subject: Grandview District Update,
Redevelopment Planning for Former Public Works Site

Action Requested:

None.

Information / Background:

In November 2014, the City entered into a Collaborative Development Planning partnership with Frauenshuh Inc. to prepare possible development scenarios for the City-owned property at 5146 Eden Avenue.

The City/Frauenshuh team has completed the "Exploration" phase of this land planning process and is midway through the "Discovery" phase. Preliminary scenarios for the site are being prepared and refined. It is anticipated that the City Council will select a final scenario in June. Full scale site planning would then begin.

Throughout the process, the need for District-wide transportation improvements has been discussed. While the scope of this project is limited to only one site, input from the Edina Transportation Commission would be highly valuable as the design team continues to refine the possible scenarios.

Members of the design team will present the project update and be available to answer questions and listen to your recommendations and suggestions.

Attachment:
Project Update (27-pages)

GRANDVIEW

Former Public Works Site

Edina Transportation
Commission Update

April 16th, 2015



CONFLUENCE

Reynolds
urban
Design



FRAUENSHUH
Commercial Real Estate Group

 **OPUS**
THE OPUS GROUP

DJR
ARCHITECTURE INC.

Former Public Works Site

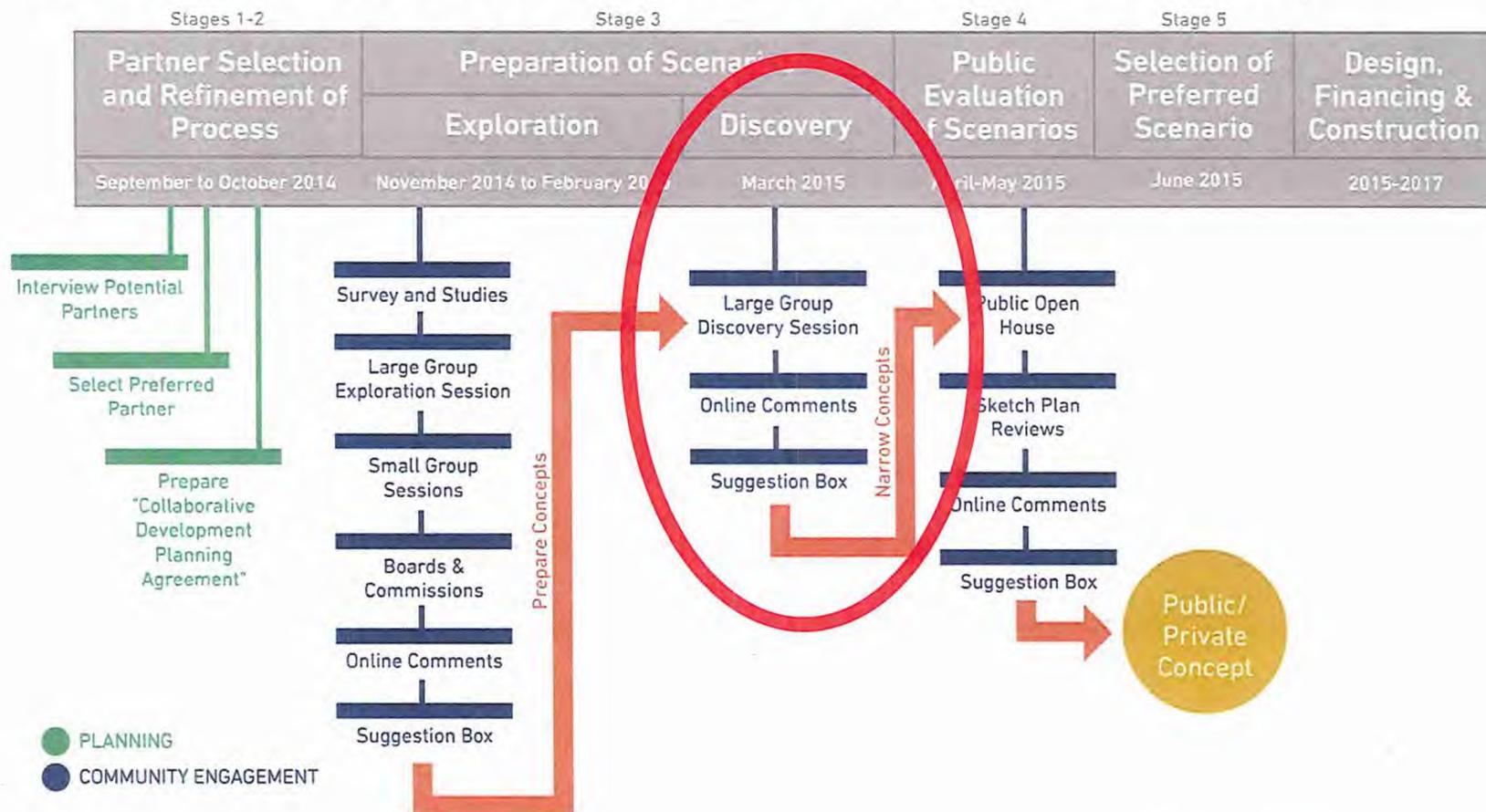
What could be built here?
www.EdinaMN.gov/Grandview



Process Overview

FUTURE OF THE FORMER PUBLIC WORKS SITE

COLLABORATIVE DEVELOPMENT PLANNING TIMELINE



2012 Development Framework

* SEVEN GUIDING 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.
- 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.



Exploration Phase – Outreach Activities

- December 4th Exploration Session (general public)
- Small Group Sessions
 - Offered to all
 - 120 community groups contacted
 - Youth, sports, education, neighborhoods, civic, business, commissions
- January 15th Exploration Session at Edina High School
- Online suggestions
- Roving suggestion box



Exploration Phase - Recurring Themes

- **Strong and diverse opinions about the site**
- Recognition that some City and School District facilities are outdated
 - Dissatisfaction with existing Edina Community Center
- **Recognition that Grandview functions as a neighborhood commercial center with a mixture of uses**
- Concerns with the cost of new public facilities and impact to tax payers
- Preference to coordinate improvements at City owned property and adjacent School District property
- Importance of community gathering space welcoming to all ages
- **Transportation improvements throughout Grandview**
 - Convenient public parking
 - Pedestrian and bicyclists, as well as vehicles

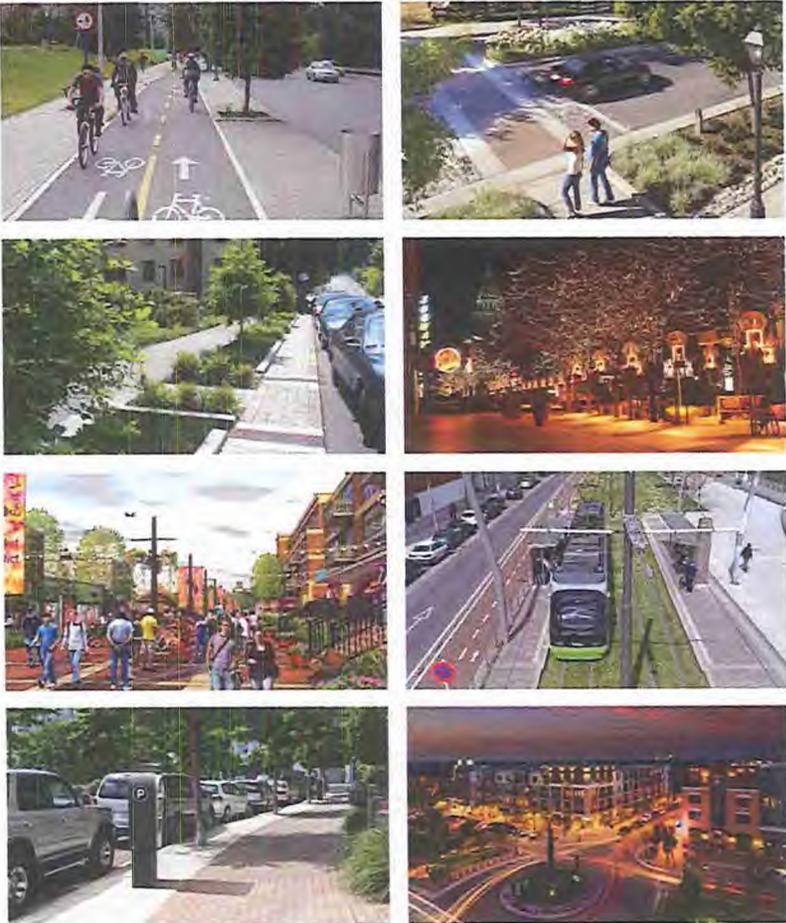


Preliminary Preferences Streetscape & Parking

Community Exploration Session [100 participants]
December 4th, 2014

Streetscape + Parking

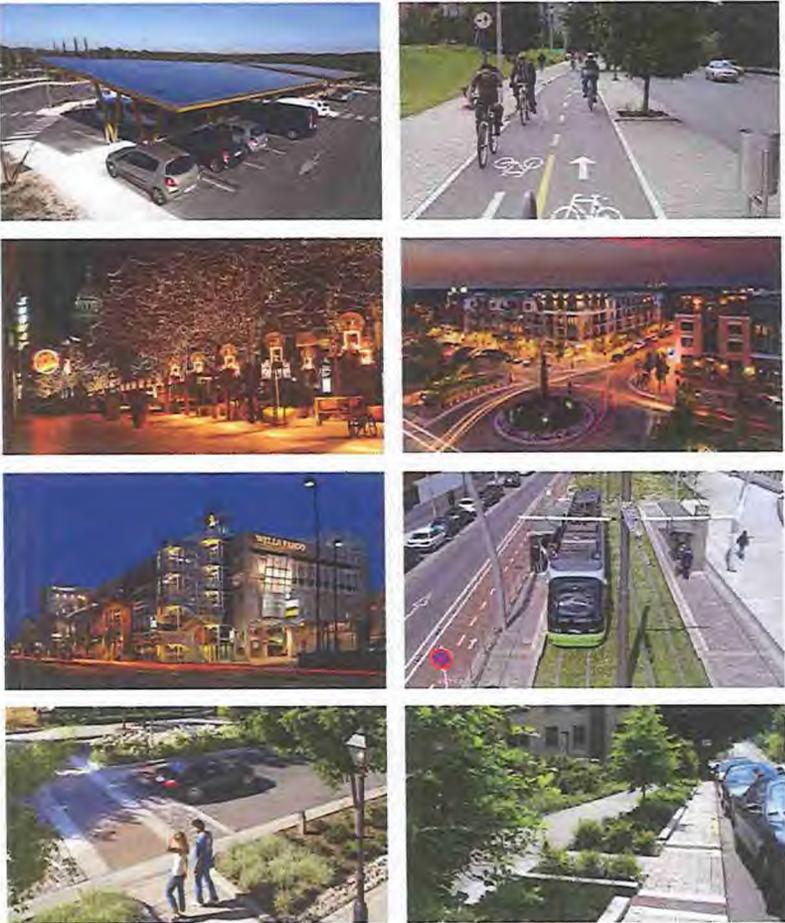
MOST PREFERRED



Edina Student Exploration Session [42 participants]
January 15th, 2015

Streetscape + Parking

MOST PREFERRED



March 11th, 2015 Discovery Session

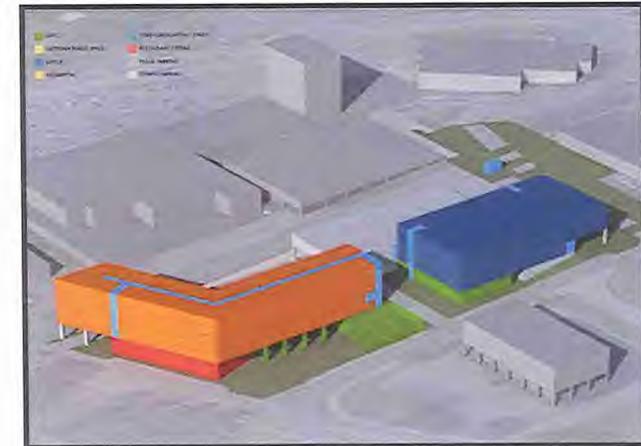


March 11th, 2015 Discovery Session

Three preliminary sketches to discuss massing & arrangement: South Civic Corner, Central Civic Cascade, North Civic Tower

South Civic Corner

Use	Area	Parking Ratio	Parking Demand
Civic	16,000 sq. ft.	4 spaces/2,000 sq. ft.	64 spaces
Public Place	21,000 sq. ft.		
Public Streetscape	21,000 sq. ft.		
Office	40,000 sq. ft.	5 spaces/2,000 sq. ft.	200
Residential	157 dwelling units	1.25 spaces/dwelling unit	196
Restaurant/Retail	5,000 sq. ft.	4 spaces/2,000 sq. ft.	20
Park & Ride			100
		Parking Demand	435 spaces
		Shared Parking Efficiency	75%
		Total Parking Demand	460 spaces
Structured Parking			460 spaces
Street Parking			32 spaces
Total Development	218,000 sq. ft.	Total Parking Supply	492 spaces



Four Popular Themes for Community Uses

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	Low – similar services scattered at multiple sites in Edina
Parking Demand	Moderate – predictable usage with higher demands for special events
Construction Costs	Low / Moderate
Operating Costs	Moderate - 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	High – Six existing full-service fitness centers within 5-miles. An additional 10 smaller facilities also within 5-miles.
Parking Demand	High – dramatically high peaks in the early evening and weekends
Construction Costs	Moderate / High
Operating Costs	High - 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

Four Popular Themes for Community Uses

Arts & Culture Center



Typical Size & Program Elements	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
Competitive Landscape	Low – Four similar facilities located within 14 miles are sponsored by communities with little competition from the private market.
Parking Demand	Moderate – predictable usage with increases for special events and special programming
Construction Costs	Low / Moderate
Operating Costs	Low - Existing staff and existing enterprise budget can be retained; any increases in staffing to be determined
Potential Revenue Sources	Long-term debt, sale of public land, high potential for philanthropic donations, registration fees, rental fees, retail sales

Performing Arts, Culture & History Center

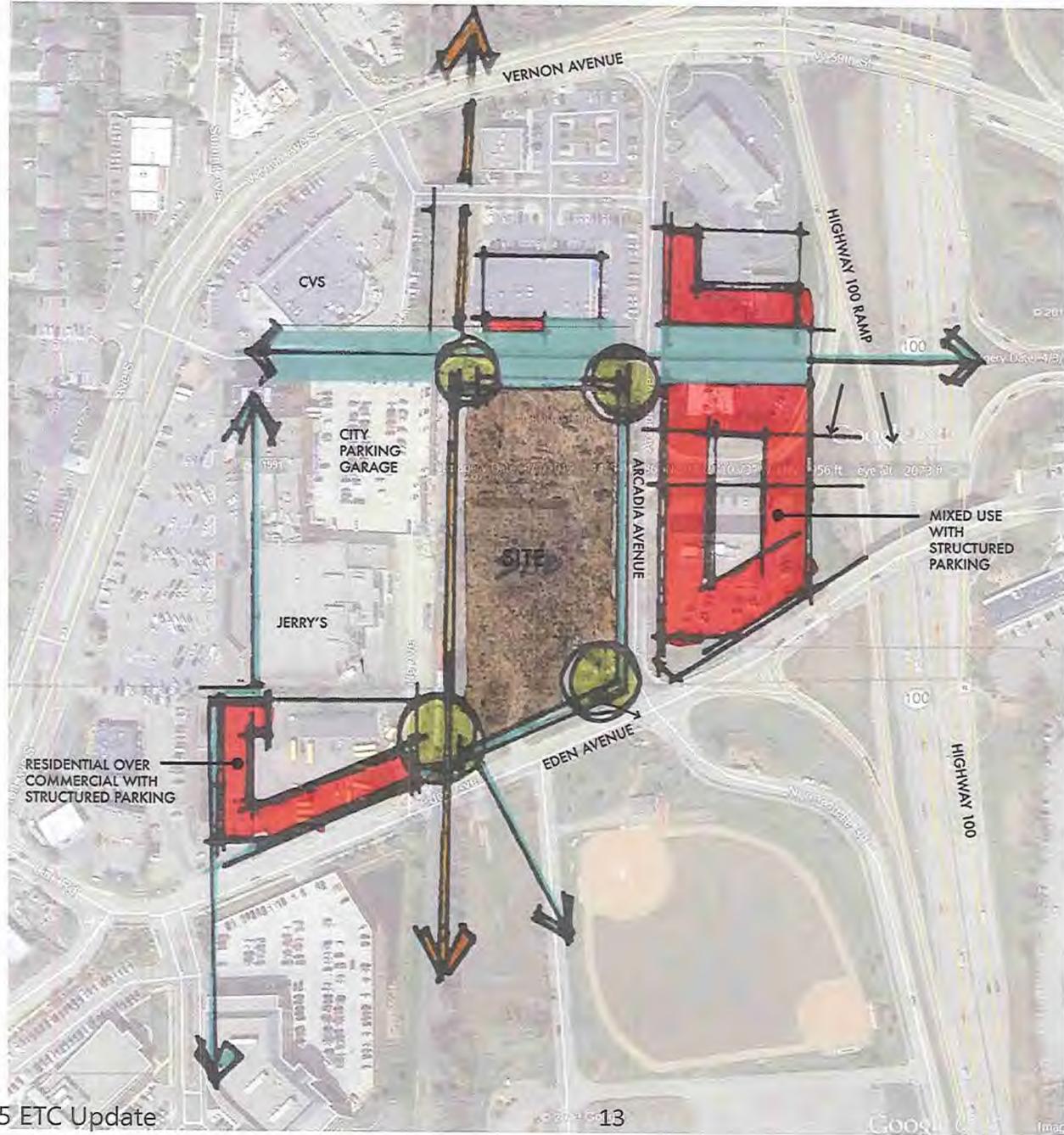


Typical Size & Program Elements	20,000 to 35,000 square feet. Spaces for visual arts education, classrooms, pottery, artist studios, history exhibit, history archives/library, gallery space, poetry readings and small group lectures, artists lockers, teen hangout, 200-400 seat auditorium, black box/multipurpose/flexible community meeting space, community oven, café, gift shop
Competitive Landscape	Low – 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.
Parking Demand	Moderate / High – predictable usage with higher demands for special performances
Construction Costs	Moderate / High
Operating Costs	Low / Moderate - Existing staff and existing enterprise budget can be retained with some staff increases likely
Potential Revenue Sources	Long-term debt, sale of public land, high potential for philanthropic donations, registration fees, rental fees; retail sales

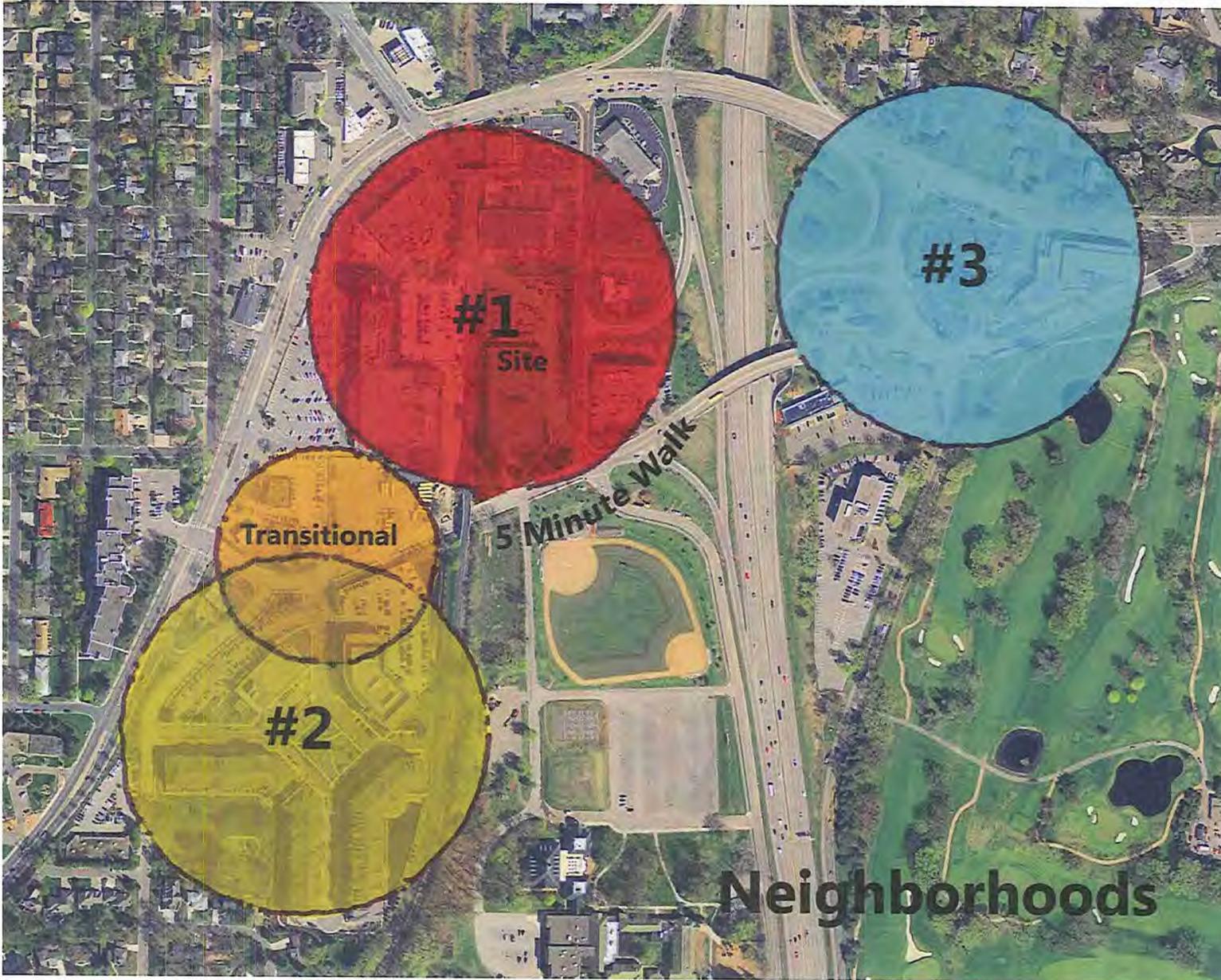
District Context



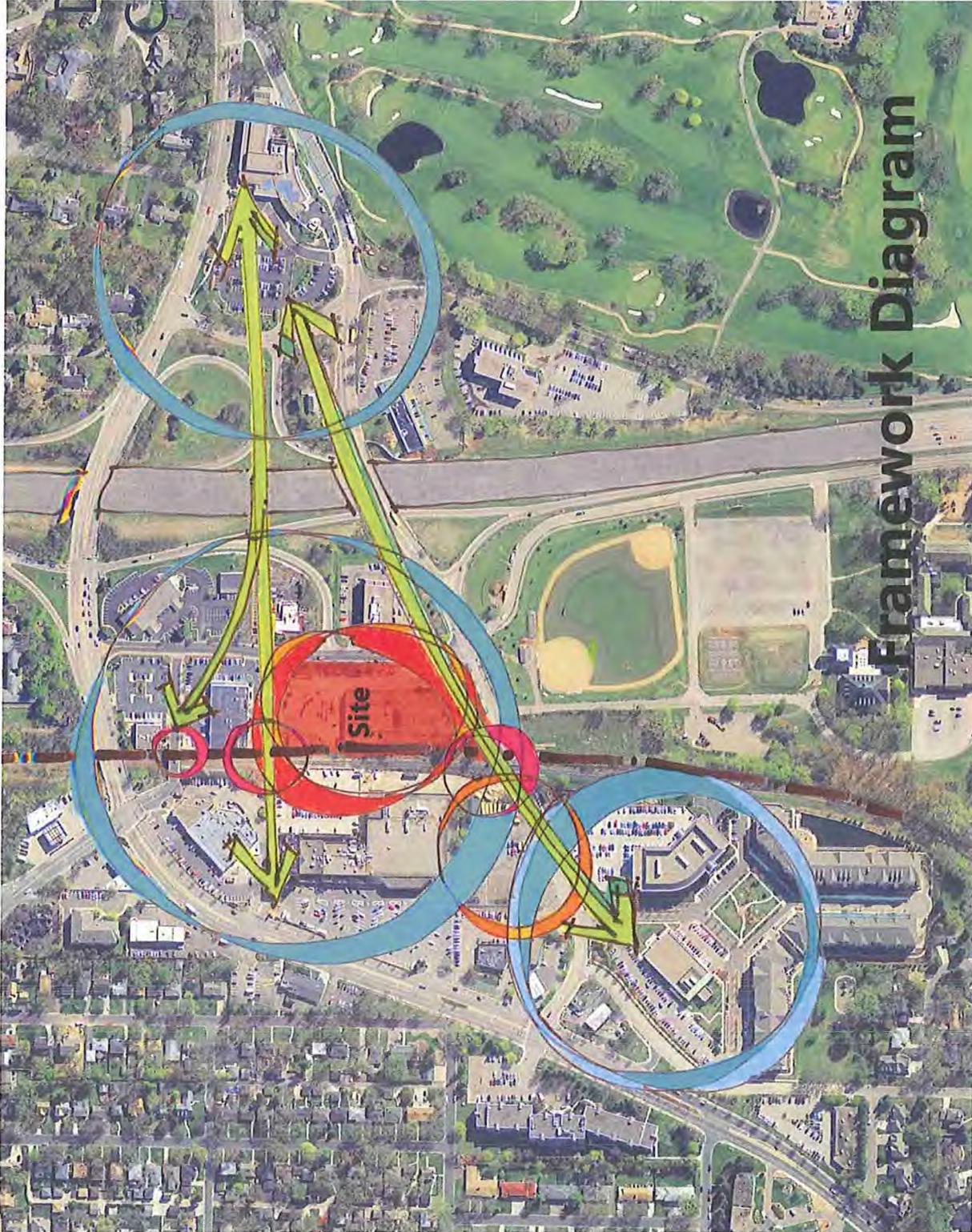
District Context



District Context



District Context

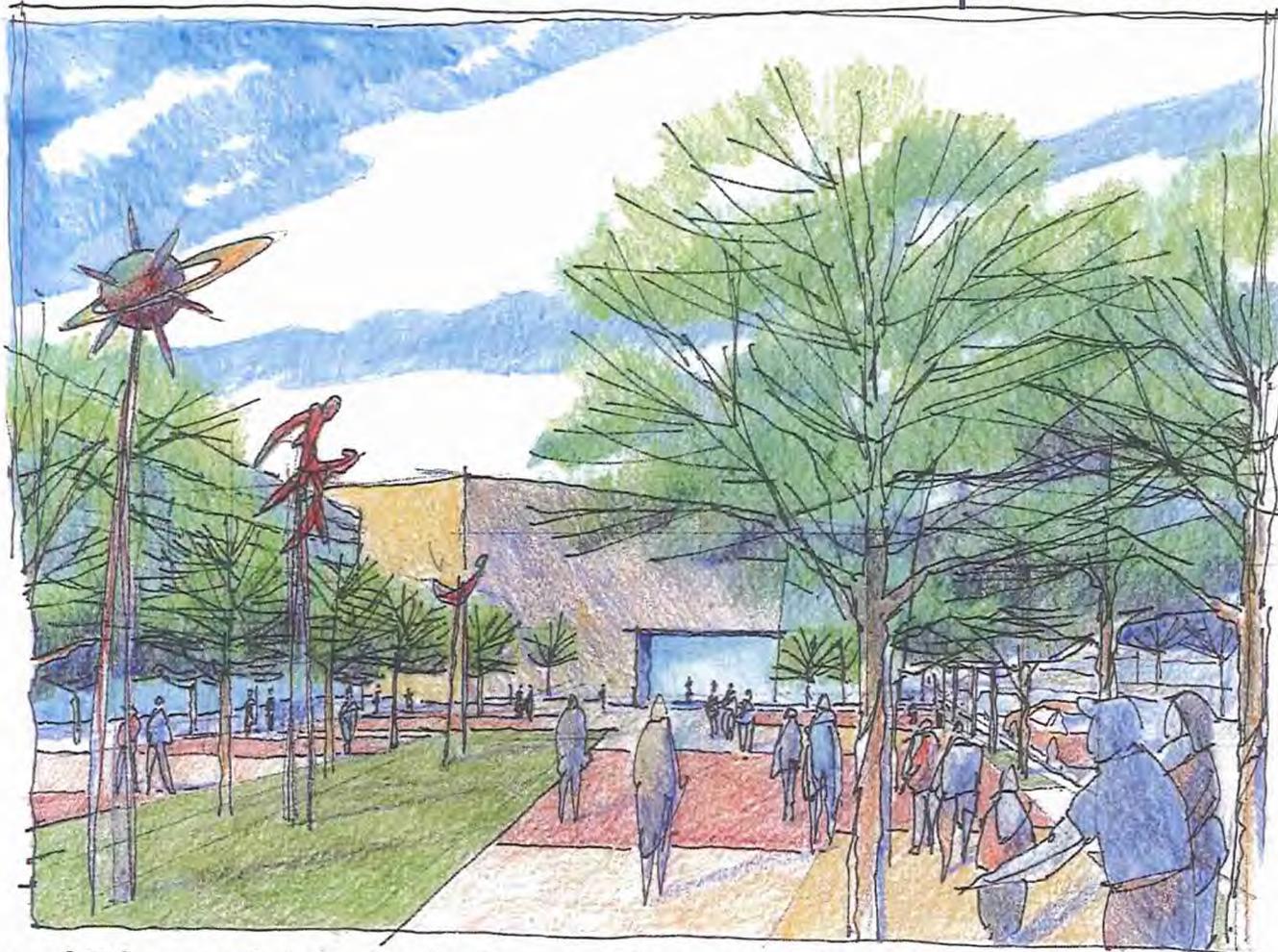


Framework Diagram



FRAUENSHUH
Commercial Real Estate Group

Conceptual Rendering



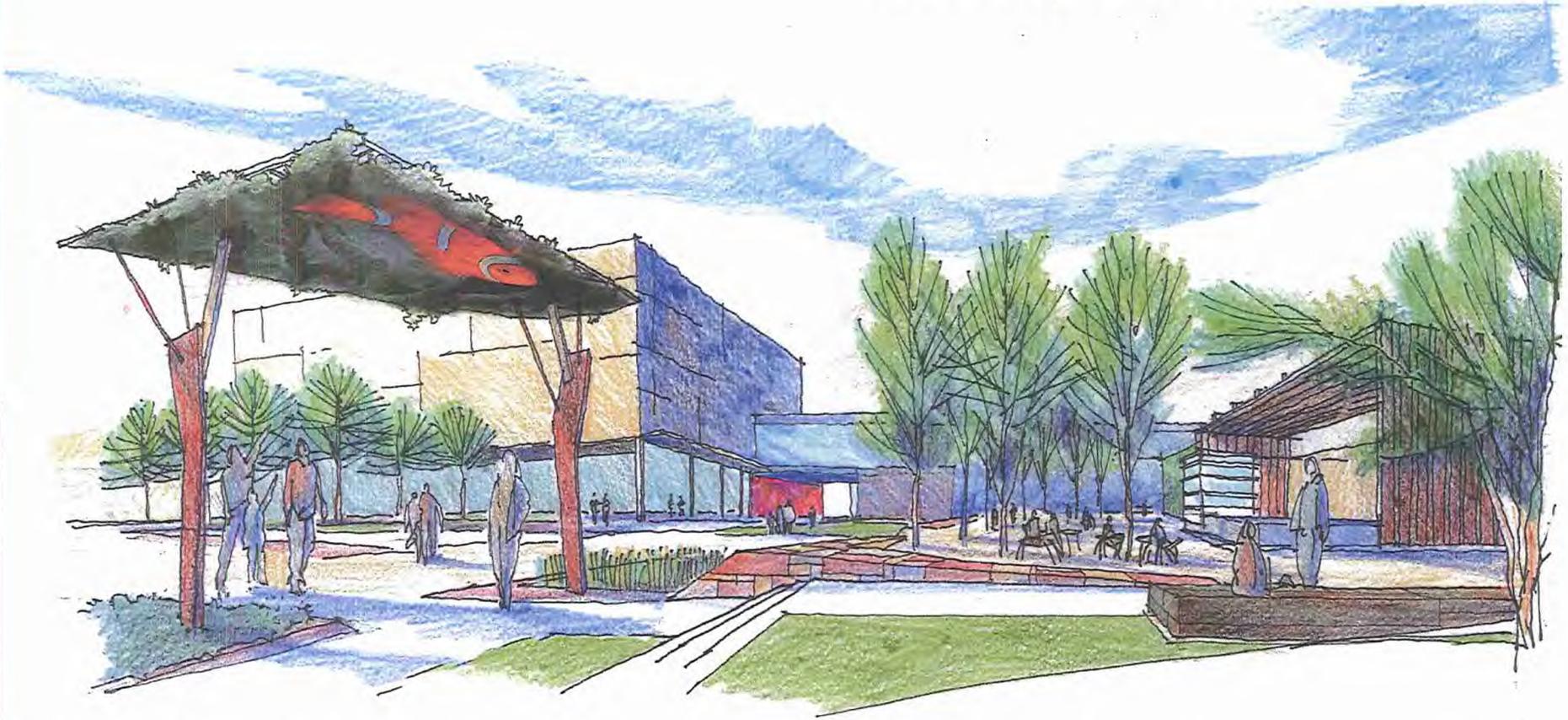
Corner of Eden and Arcadia facing northwest with art garden and civic building.

Conceptual Rendering



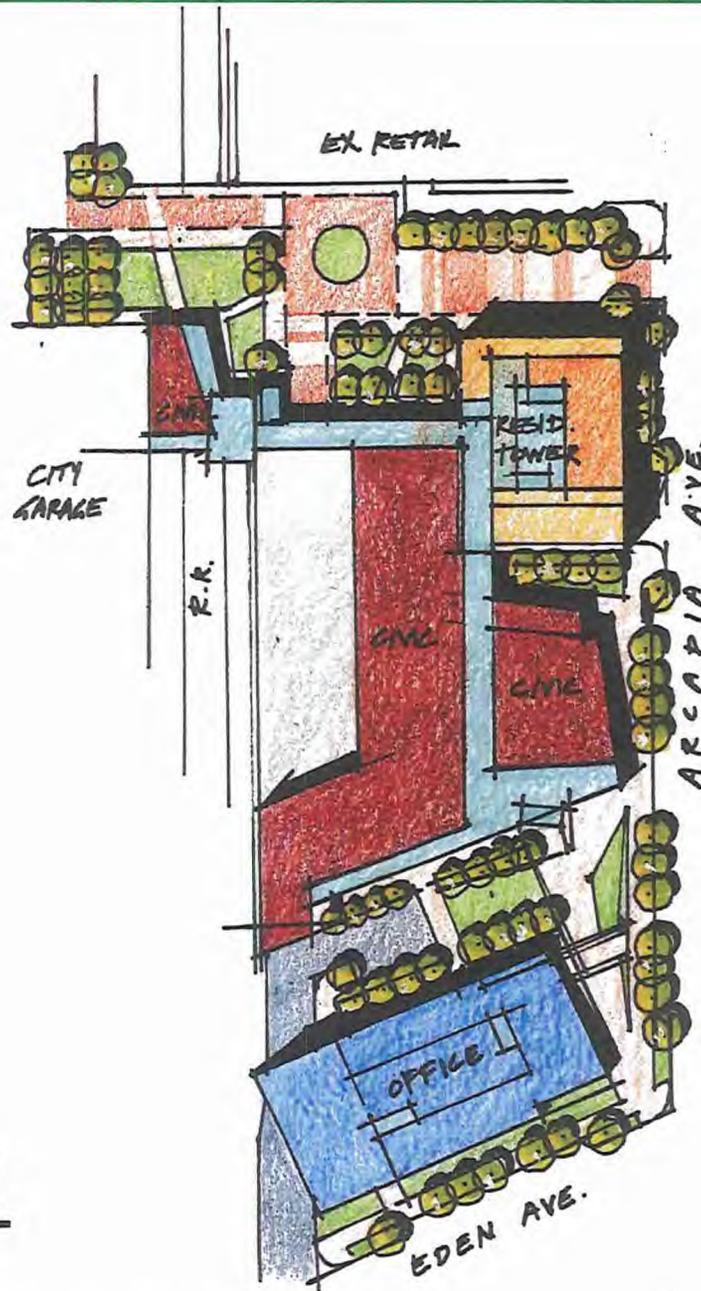
North woonerf facing northwest with entry gateway and north green wall with public art.

Conceptual Rendering



North woonerf facing southeast with performance area and projected imagery on trellis, with office in background

Revised Concept #1



Program Elements:

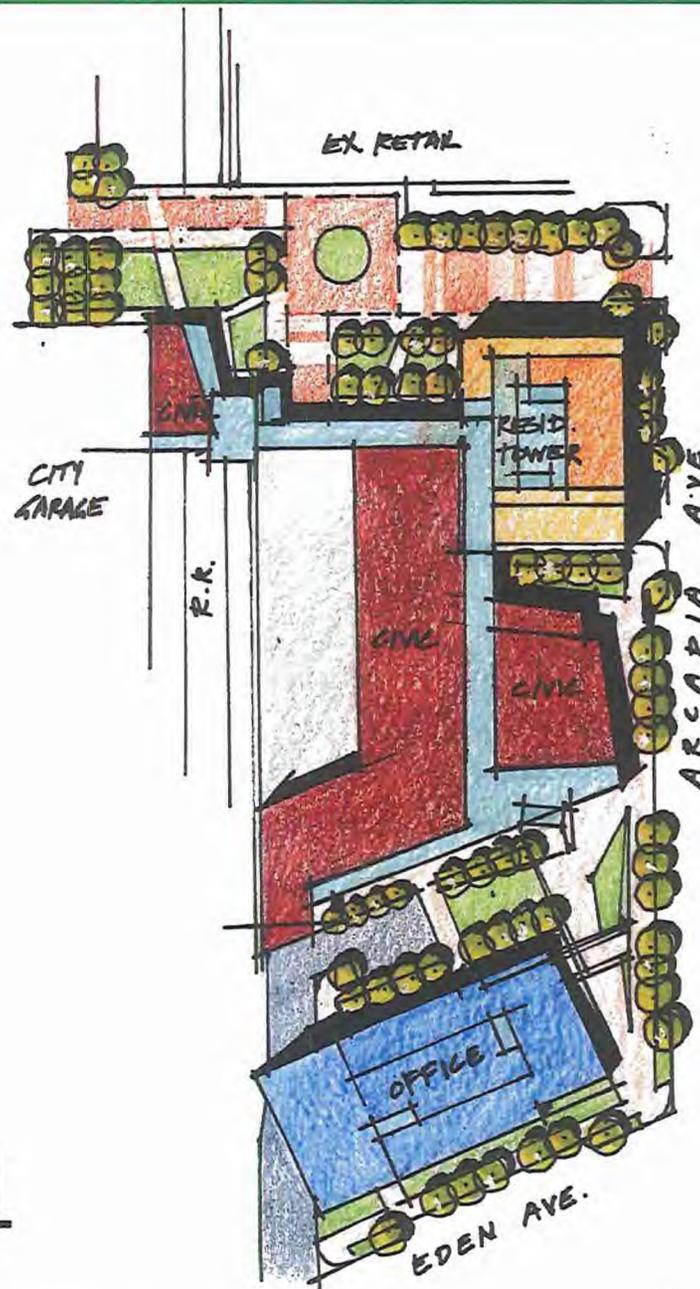
- Residential tower: 140-150 units
- Office: 40-60,000 sq. ft.
- Civic: 40-60,000 sq. ft.
- Restaurant and retail: 5-8,000 sq. ft.
- Park/Ride: 100+/- spaces
- Total targeted site parking: 600-800 (depending on shared parking efficiencies programmed among uses)

#1

Revised Concept #1

Key Transportation Elements:

- New east-west street
 - Low speed
 - Woonerf-style
 - Pedestrian priority
- District parking approach
 - Park-and-Ride stalls
- 5 access points to parking structure
 - Relieve traffic flow on Eden
 - Simplify access for patrons
- On street parking
 - Traffic calming
- Broad sidewalks
 - Pedestrian priority
- Bicycle routes on Eden & Arcadia
- Access for future transit connection

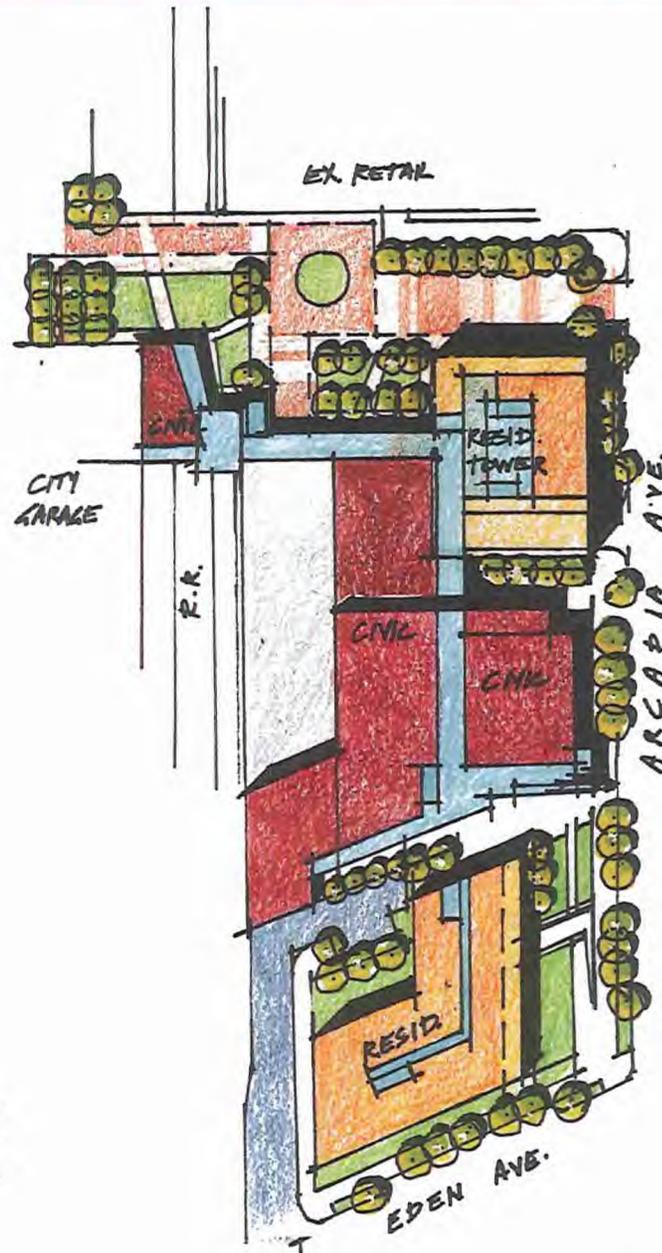


#1

Revised Concept #1



Revised Concept #2

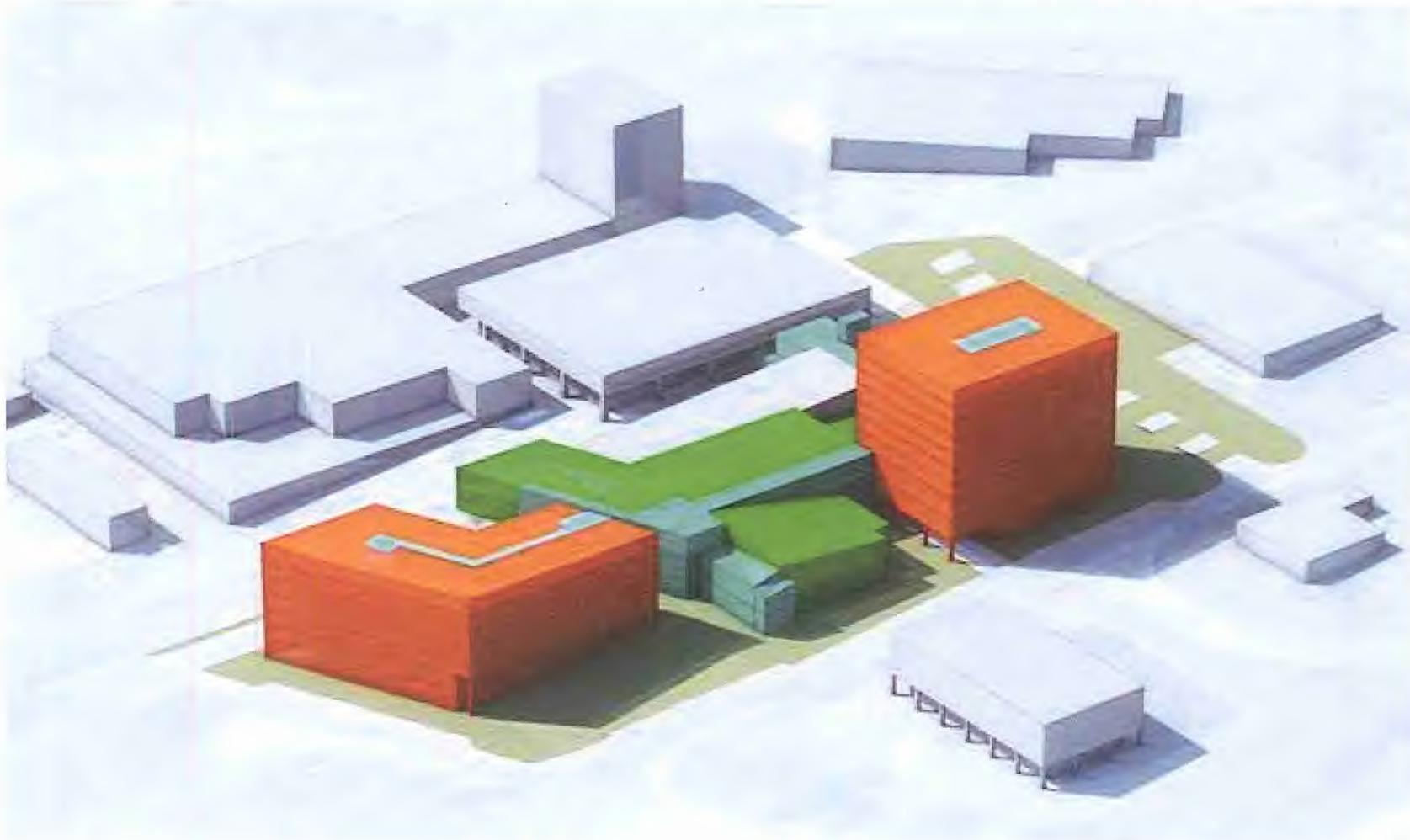


#2

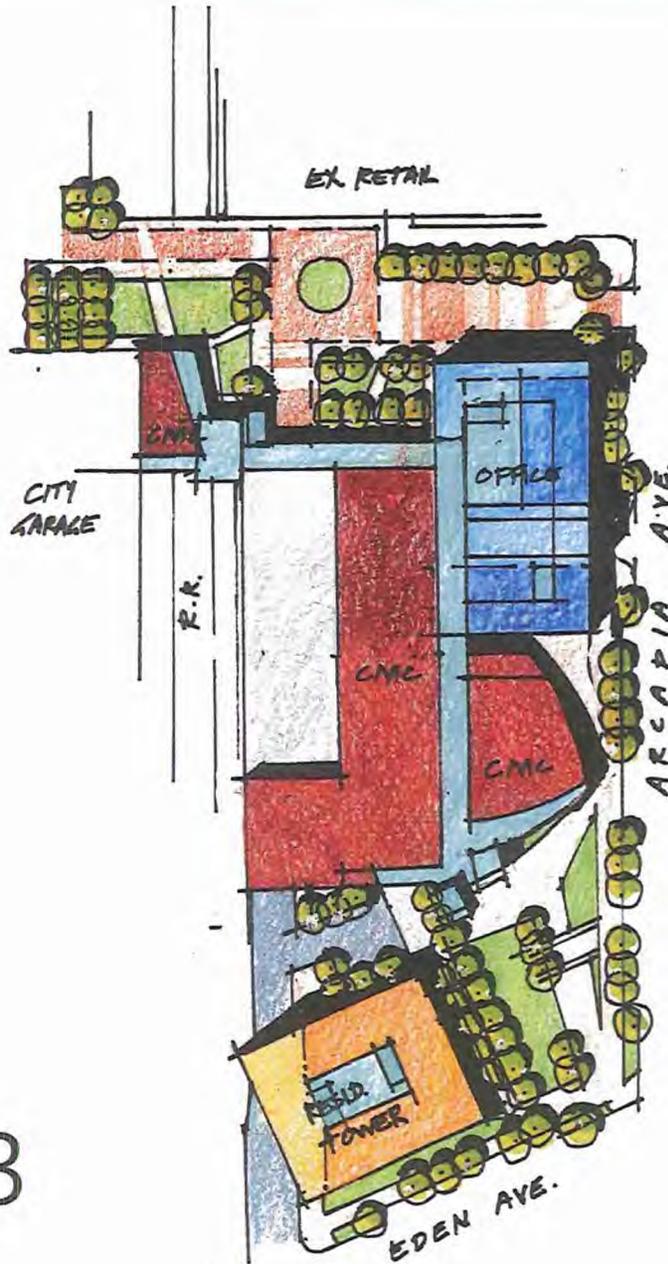
Program Elements:

- Residential (two separate buildings): 290 units
- Civic: 40-60,000 sq. ft.
- Restaurant and retail: 5-8,000 sq. ft.
- Park/Ride: 100+/- spaces
- Total targeted site parking: 600-800
(depending on shared parking efficiencies programmed among uses)

Revised Concept #2



Revised Concept #3

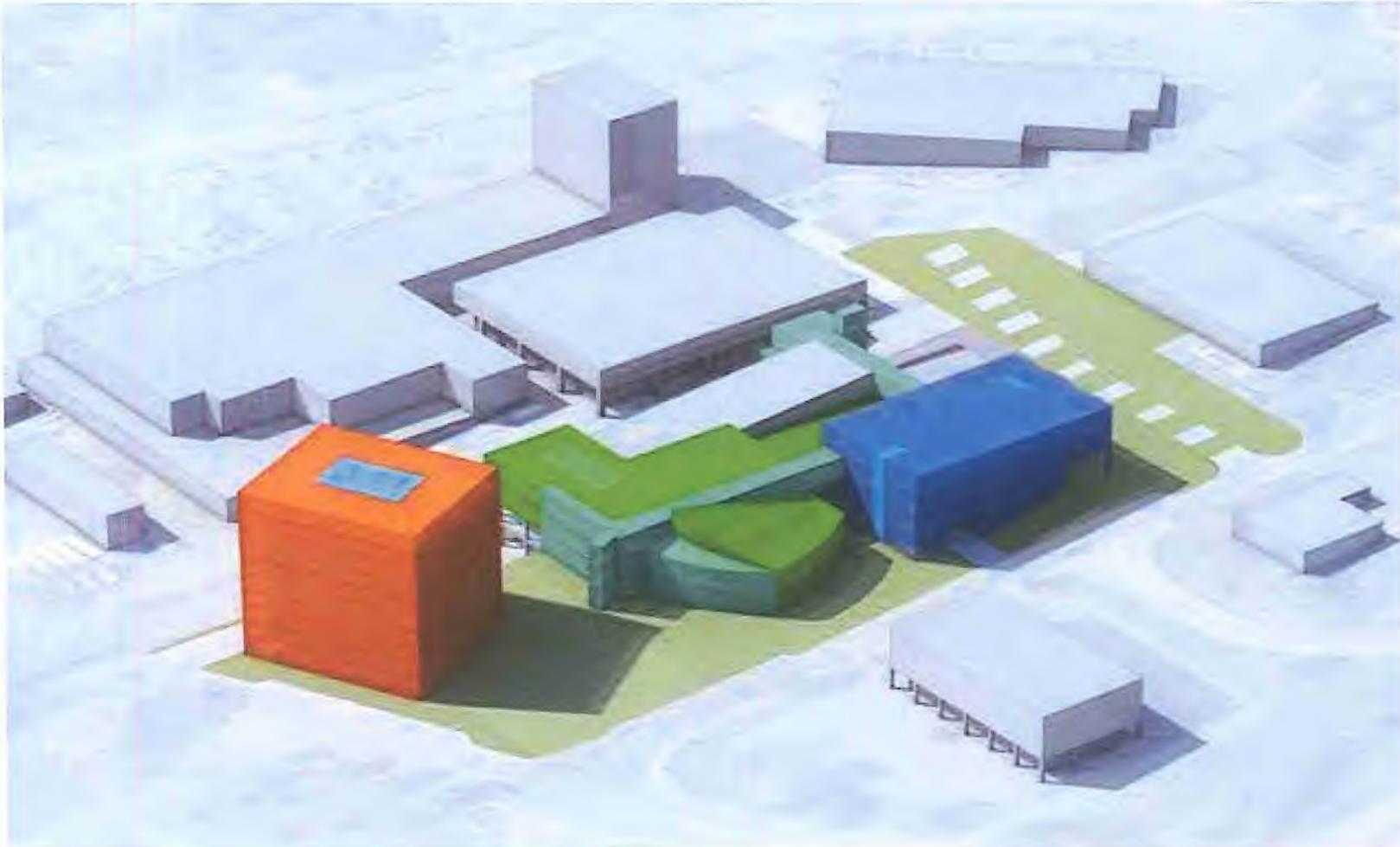


#3

Program Elements:

- Residential: 140-150 units
- Office: 40-60,000 sq. ft.
- Civic: 40-60,000 sq. ft.
- Restaurant and retail: 5-8,000 sq. ft.
- Park/Ride: 100+/- spaces
- Total targeted site parking: 600-800 (depending on shared parking efficiencies programmed among uses)

Revised Concept #3



Direction from City Council - April 7th, 2015

On April 7th, 2015, the City Council members provided additional direction and clarification to the design team. These changes will be incorporated in the next iteration of the concept plans. Key clarifications are summarized below:

- Civic use must anchor the site with significant indoor & outdoor presence and prominent entrances
- Add option with Civic Use on north side; adjacent to outdoor plaza
- Refine option with high rise on south side
- Some of the new housing should be affordably-priced
- Preferred civic uses include: arts & culture, performing arts and multi-generational, multi-purpose community space
- **Clarify pedestrian and vehicular improvements leading to/from the site**
- Provide cost summary and economic analysis



Upcoming Events

<u>April 22, 2015</u> <u>Open House</u>	public opportunity to review multiple Development Scenarios and provide feedback to refine the viable options for the site
<u>May 19, 2015</u> <u>City Council Work Session</u>	presentation of the Development Scenarios along with public input received; opportunity for City Council to pose questions about the Scenarios
<u>June 2, 2015</u> <u>City Council Meeting</u>	anticipated request to identify a preferred Scenario

