



To: MAYOR AND COUNCIL

Agenda Item #: VIII. F.

From: Bill Neuendorf
Economic Development Manager

Action
Discussion
Information

Date: February 3, 2015

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

Action Requested:

None.

Information / Background:

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

The City/Frauenshuh team is midway through the “Exploration” phase of this land planning process. A summary of the community engagement methods implemented is attached. City staff and Frauenshuh representatives will present a summary update at the City Council meeting.

The team is on schedule with the project. Upcoming events include:

- March 11, 2015 Discovery Session – public opportunity to provide input to design team regarding which uses work well together and satisfy the 7 Guiding Principles adopted for the Grandview District
- April 7, 2015 City Council Meeting - submit preliminary Development Scenarios for review.
- April 22, 2015 Open House – public opportunity to review multiple Development Scenarios and provide feedback to refine the viable options for the site
- May 19, 2015 City Council Work Session – presentation of the Development Scenarios along with public input received; opportunity for City Council to pose questions about the Scenarios
- June 2, 2015 City Council Meeting – anticipated request to identify a preferred Scenario

Attachment:
Project Update (4-pages)

PROJECT UPDATE

January 28, 2015

Collaborative Redevelopment Planning Former Public Works Site, 5146 Eden Avenue

Community Engagement Process

This project has been heavily publicized to Edina residents and Edina-based community groups. Methods of outreach are summarized below.

COMMUNICATION METHODS USED TO ENCOURAGE PUBLIC ENGAGEMENT

- 1) Face-to-face promotion at Boards & Commissions
 - a. All City of Edina Commissions
 - b. School District 273 Community Education and Other Parent Groups
- 2) "Roving" Suggestion Box
 - a. Edina Senior Center, Jerry's Foods, & Edina Liquors complete
 - b. Edina Community Center, Braemar Arena & others pending
- 3) Outreach to 120 community groups in Edina
- 4) Three large message boards posted at the site
- 5) Press Releases to local media
- 6) Online promotion via Facebook ads and Nextdoor
- 7) Email promotion via City Extra and directly to past Grandview participants
- 8) Articles and column in Sun-Current and City of Edina publications
- 9) 75 posters displayed throughout Edina
- 10) 1,000 postcards mailed to homes within ½ mile of site

COMMUNITY GROUPS CONTACTED BY CITY STAFF

Community & Civic Interest	League of Women Voters
	Edina Garden Council
	Edina Federated Women's Club
	Edina Woman's Club
	Morningside Women's Club
	Edina Community Foundation
	Edina Historical Society
	Edina Housing Foundation
	Grandview Square Condo Assoc.
	Edina Morningside Rotary Club
	Rotary Club of Edina
	Edina Lions
	Citizens for a Better Grandview
	Somali – New American Academy
	Edina Senior Center
	Edina Senior Center
	Connecting with Kids
	Bike Edina Task Force
Education related	Edina Public Schools / 273 School Board
	Edina High School students
	Early Childhood Family Education
	Edina Community Education Advisory Board
	Edina Resource Center
	Family Center PTO
	EHS Parent Leadership Council
	EHS principal
	Southview Middle School Parent Council
	Southview principal
	Valley View Middle School PTO
	Valley View principal
	Normandale Elementary PTO
	Normandale principal
	Creek Valley Elementary PTA
	Creek Valley principal
	Countryside Elementary PTO
	Highland Elementary PTO
	Highlands Principal
	Cornelia Elementary PTO
Cornelia principal	
Concord Elementary PTO	
Concord principal	

Sports & Athletics	Braemar City of Lakes Figure Skating Club
	Edina Baseball Association
	Edina Basketball Association
	Edina Girls Athletic Assoc
	Edina Volleyball Association
	Edina Hockey Association
	Edina Soccer Association
	Edina Soccer Club
	Edina Football Association
	Edina Youth Softball Assoc
	Edina Swim Club
	Edina Girls Fastpitch Softball
	Edina Lacrosse Association
	Edina Boys Flag Football
	Morningside Athletic Club
	Edina Mountain Biking
	Edina Ultimate Frisbee
	Edina Rugby Club - boys
	Edina Rugby Club - girls
	Edina Nordic Ski Club
Southdale YMCA	
Business interests	Edina Chamber of Commerce
	Explore Edina (Visitors Bureau)
	50th/France Business Assoc
City Commissions	Arts & Culture Commission
	Park Board
	Plan Commission
	Transportation Commission
	Health Commission
	Energy and Environment Commission
	Heritage Preservation Commission
	Human Rights & Relations Commission
Neighborhood Associations	Neighborhood Associations
	Chowen Park N. A.
	Concord N. A.
	Countryside N. A
	Morningside N. A.
	Normandale Park N. A.
	Pamela Park N. A.

	Strauchauer Park N. A.
	Strauchauer Park N. A.
	Arden Neighborhood Association
	Country Club Association
	Creek Knoll neighborhood
	Creek Valley neighborhood
	Lake Edina Neighborhood Association
	Heights Neighborhood Association
	Highlands Park neighborhood
	Parkwood Knolls Neighborhood Association
	Parkwood Knolls Neighborhood Association
	White Oaks Association
Other Groups	Edina Film Festival
	Edina Chorale
	Edina Newcomers & Friends
	Edina Partners For Early Education
	Edina Singing Seniors
	First John Philip Sousa Memorial Band
	Edina Family Council
	Edina Ministerial Association
	St. Patrick's Church VIP Group
	Public Art Edina
	Edina Community Library
Youth Groups	Edina Girl Scouts, Creek Valley
	Edina Girl Scouts, Concord
	Edina Girl Scouts, Cornelia
	Edina Girl Scouts, Countryside
	Edina Girl Scouts, Highlands
	Edina Girl Scouts, Normandale
	Edina Girl Scouts, Our Lady of Grace
	Edina Girl Scouts, South View Middle School
	Edina Girl Scouts, Valley View Middle School
	Edina Girl Scouts, Edina High School
	Edina Girl Scouts
	Edina Girl Scouts
	Edina Boy Scout Troop 62
	Edina Boy Scout Troop 123

Edina Boy Scout Troop 48
Edina Boy Scout Troop 68
Edina Cub Scout Pack 168 (Normandale School)
Edina Cub Scout Pack 123
Edina Cub Scout Pack 62 (Concord School)

Public Input Received To Date

In addition to the surveys and community input received from 2010 to mid-2014, several “exploration sessions” have been conducted to solicit ideas and suggestions from the Edina community. Summaries of these sessions are found at <http://edinamn.gov/index.php?section=grandview-exploration> ..

- 1) December 4, 2014 large group Exploration Session
- 2) January 8, 2015 Public Art Edina exploration session
- 3) January 14, 2015 Lake Edina Neighbors Exploration Session
- 4) January 15, 2015 Edina High School Exploration Sessions
- 5) January 22, 2015 Arts & Culture Commission exploration session
- 6) January 23, 2015 Edina Basketball Association Exploration Session
- 7) January 25, 2015 Edina Baseball Association Exploration Session

Additional small group sessions are scheduled for February 2015.

Comments have also been collected on the internet via Facebook and Speak Up Edina. They can be found here:

<http://speakupedina.org/discussions/redevelopment-of-the-former-public-works-site-exploratory-phase>

<https://www.facebook.com/edinamn?fref=nf>

<https://www.facebook.com/edinamn/photos/pb.290643353658.-2207520000.1422554290./10152900435293659/?type=3&theater>