



**To:** MAYOR AND COUNCIL

**Agenda Item #:** IV. I.

**From:** Bill Neuendorf  
Economic Development Manager

**Action**

**Discussion**

**Date:** March 18, 2014

**Information**

**Subject:** Receive Report from Community Advisory Team - Redevelopment Strategy for Grandview Public Works Site

### **Action Requested:**

Receive the submitted documents and supporting information.

### **Information / Background:**

At the direction of the City Council, an 11-member Community Advisory Team (CAT) was convened in June 2013 to help implement the community vision adopted in the 2012 Grandview Redevelopment Framework. The CAT's first task was to prepare a RFI document and process to select a potential development partner for the former Public Works site at 5146 Eden Avenue. During the execution of this task, several questions and concerns arose among CAT members. Clarification and direction was provided by the City Council during the September 2013 and January 2014 Work Sessions.

After several months of intensive discussion, members of the CAT are split regarding how to proceed with returning this vacant site to an active use. Some members are in favor of working with a developer in partnership to bring a new public/private project to the site. Other members are strongly opposed to working with a developer before a final project is agreed upon.

While the CAT had initially been preparing an RFI for a Development Partner, several members of the group preferred a different approach. At the March 10<sup>th</sup> CAT meeting, the majority of members in attendance indicated a preference to engage a consultant prior to working with a developer. As a result, drafts of two RFIs are submitted for consideration by the City Council. Both drafts, as well as related information, are attached.

**General Format** - Both documents follow a similar format. They outline the general objective and summarize the background work completed by the community thus far. A four step process is proposed that includes time to select a consultant/tentative partner, time to create a process to identify community priorities for the public space and time to determine the feasibility of various scenarios attractive to the City before selecting a final project design. Both documents also identify the submission requirements and summarize a potential process that could be used to select the most appropriate consultant/development partner.

**Consultant RFI** - The first document seeks a consultant (instead of a development partner). This approach was preferred by four of the seven CAT members in attendance at the last meeting. This version calls for a consultant to be engaged to further refine the type of potential projects to consider on the site. After a final design is selected, a traditional Request for Proposals (RFP) process is suggested to select a developer.

**Development Partner RFI** – The second document seeks a potential development partner. This approach attempts to respond to the direction expressed by a majority of the City Council. This process identifies critical points when the City can choose whether or not to continue working with the tentative development partner. If the preliminary project concept satisfies the needs of the City, this process anticipates that the tentative developer would then be named as the full developer responsible for implementing and building the vision.

Several CAT members expressed their concerns and fundamental difference of opinion via email and requested that their individual perspectives be forwarded to the Council (see attached packet). CAT members who are supportive of engaging a consultant (instead of a developer) expressed concerns with the ability of developers to work in partnership to achieve a project in the community interest. Some questioned whether any private development was needed on this site.

The Consultant RFI took shape after the CAT was presented with the results of a recent Resident Survey. Some CAT members interpreted residents' opinions to be better served by refining the vision for the site with a consultant instead of a developer. A copy of the preliminary survey results is attached. The Morris Leatherman Company is scheduled to present the complete findings of the Resident Survey to the City Council on May 6<sup>th</sup>.

Recently completed studies also contributed to the content of the draft documents. Based on the direction of the City Council, studies were completed to better understand the parameters that shape redevelopment of the Grandview site. The completed studies include: Community Facilities Inventory, Resident Survey, Water and Storm Sewer infrastructure and Transportation overview.

The draft versions of the CAT's work product are hereby submitted. The co-chairs and members of the CAT are willing to present their work at a future date at the Council's discretion.

**Attachments:**

Consultant RFI, 3-12-14 draft  
Development Partner RFI, 3-10-14 draft  
Compilation of member emails  
Preliminary Results of 2014 Resident Survey

Prepared 3/12/2014

## **Request for Interest**

**to Collaborate**  
with the City of Edina  
**on Implementing Phase 1**  
of GrandView District Redevelopment

### **Introduction**

The City of Edina has a rich history of innovative developments. We are looking for a consultant to collaborate with us to create the next great idea.

### **Objective**

The City of Edina is looking for a consultant with real estate development experience to collaborate in implementing the GrandView District Development Framework. As Phase I in the implementation process, this consultant will work with the City to determine public and private uses on a 3.3-acre parcel (the former public works site) in the center of the District. It is important to the City that the site be developed in a manner that is innovative in responding to the needs of the community and is successful in the marketplace.

### **Background**

In 2010, the City initiated a community-based small area guide plan process for the GrandView District, led by residents, business and property owners, supported by a volunteer team of architects, landscape architects, and planners (all Edina residents). The innovative, collaborative and intensive process (10 meetings in 20 days) resulted in the unanimous approval of seven Guiding Principles for redevelopment of the GrandView District:

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.

Prepared 3/12/2014

4. Design for the present and 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.

In April of 2012, with the help of a \$100,000 Met Council Livable Communities grant, the City completed the second citizen-led phase of the process resulting in the City Council adopting the *GrandView District Development Framework*, a copy of which is attached. The *Framework* provides a vision for how to bring the guiding principles to life.

For GrandView, the former public works site provides a unique and singular opportunity to create a major new public realm amenity that will add interest to the area for all stakeholders, value to real estate, and provide a signature gathering place in the heart of the District. This amenity, the GrandView Commons, is envisioned to include a community building, public green, and new street (GrandView Crossing). Additional uses considered for the site include a Metro Transit park and ride and a variety of housing types. In keeping with the *Development Framework*, all uses must provide for bicycle and pedestrian connectivity and adhere to best practices with regard to sustainability. In addition, development should consider and must preserve future transit use of the adjoining rail line.

A representative community survey was conducted in January 2014 to provide additional information for this process. Survey results indicated that Edina residents support having a large percentage of the site be for public use. Based on the survey results, a mix of public and private uses would be supported on the site, provided that apartments, condominiums and townhomes are not part of the development.

Prepared 3/12/2014

**Proposed Process**

The City proposes a multi-stage process to engage a consultant and collaborate with a consultant to accomplish the goals of Phase 1.

Stage One: The City will review letters of interest and select prospective consultants to interview. After conducting interviews, the City may select a consultant.

Stage Two: The City and the consultant will work together during an approximately 60-120 day period to **create a process** for identifying the appropriate uses on the City-owned parcel, and framing ways in which the remainder of the district might respond to a new use on this city-owned parcel.

Stage Three: Upon approval of this process by the City Council, the consultant and the City will implement the process with an objective to generate alternative scenarios for development aligning with the *GrandView District Development Framework*. Each scenario will demonstrate all aspects of a feasible development of the former Public Works site (and any other sites that become a part of this process), including but not limited to:

- A general plan of development indicating public and private uses, intensities, and patterns of built elements, open spaces, and supporting circulation patterns and infrastructure requirements;
- An economic model demonstrating the feasibility of each scenario, including the potential financial or other support required of the City of Edina to ensure each scenario is financially feasible and ultimately successful for the city and the partner; and
- A staging model illustrating the timing and sequencing of development.

Stage Four: The City Council will consider the alternative scenarios and determine which, if any, is in the best interests of the city. If a scenario is selected, then the City will move the selected development scenario forward through an RFP process.

While the City expects this process will result in a supportable development scenario, other approaches are encouraged and will be considered as a part of the initial submittal of a Letter of Interest.

Prepared 3/12/2014

## **Submission Requirements**

Interested entities (whether an individual, company, or team) should submit a statement of interest that includes the following information:

- Name, mailing address, telephone number, and email address of the primary contact for the entity responding to this RFI
- A general description of the entity's professional capabilities, including past experience with civic/community projects
- A general statement of why the entity is interested in this opportunity, their perspective of the vision outlined in the *Framework*, and their ideas of how they might work with the City to identify preferred uses for the site and generate innovative development scenarios.
- The identities of primary team members who would work with the City on this project
- Any other information that would be useful to the City in evaluating the statement of interest

While the City has not set a page limit, respondents are encouraged to be thorough, but concise and to the point, with unnecessary content avoided.

Submission of the Letter of Interest is due to Bill Neuendorf, City of Edina Economic Development Manager, by 4:30pm on Day, Month, Date. The letter can be emailed as a PDF to [bneuendorf@edinamn.gov](mailto:bneuendorf@edinamn.gov). In addition, 15 printed copies should be delivered to:

Bill Neuendorf  
Economic Development Manager  
City of Edina  
4801 West 50<sup>th</sup> Street  
Edina, MN 55424.

## **Selection**

All complete submittals received prior to the deadline for submissions will be evaluated by the City. Information gathered through this process will assist the City in determining which responders, if any, to interview based on their perceived ability to collaborate with the City to create innovative development options that achieve the goals of the *Framework*.

Prepared 3/12/2014

## **Terms**

This is a request for Letters of Interest and in no way obligates the City to enter into a relationship with any entity that responds, nor does it limit or restrict the City's right to enter into a relationship with any entity that does not respond to this request. In its sole discretion, the City may pursue discussions with one or more entities responding to this request, or none at all, and reserves the right to add members to any team it selects to participate in the initial development stage. The City further reserves the right, in its sole discretion, to cancel this Request for Letters of Interest at any time for any reason. All costs associated with responding to this request will be solely at the responder's expense.

## **Additional Information**

Questions about any matter contained in this Request for Letters of Interest can be directed to Bill Neuendorf, Economic Development Manager 952-826-0407 or [bneuendorf@edinamn.gov](mailto:bneuendorf@edinamn.gov) . Please do not contact members of the Community Advisory Committee.

Supplemental information is available online at [www.edinamn.gov](http://www.edinamn.gov) .

Site Photographs  
April 2012 *GrandView District Development Framework*  
Environmental Documents (Phase I and Approved RAP)  
2008 Comprehensive Plan  
Edina Zoning Code  
2013 Community Facility inventory  
2014 Traffic Study  
2014 Infrastructure Study  
2014 Edina Resident Survey

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# Development Partner RFI, Page 1

Grandview Request for Letter of Interest Final Draft (3-10-14 Version)

## **Request for Interest**

**to Partner**  
with the City of Edina  
**to Develop Phase I**  
of the GrandView District

### **Introduction**

The City of Edina has a rich history of innovative developments that have become national models for public/private partnerships. We are looking for a development partner to collaborate with us to create the next great idea.

### **Objective**

The City of Edina is looking for a partner with real estate development expertise and experience to collaborate in implementing the GrandView District Development Framework. As Phase I in the implementation process, this partner will work with the City to determine public and private uses on a 3.3-acre parcel (the former public works site) in the center of the District and then design and construct the structure(s) that house those uses.

It is important to the City that the site be developed in a manner that is innovative in responding to the needs of the community and is successful in the marketplace.

### **Background**

In 2010, the City initiated a community-based small area guide plan process for the GrandView District, led by residents, business and property owners, supported by a volunteer team of architects, landscape architects, and planners (all Edina residents). The innovative, collaborative and intensive process (10 meetings in 20 days) resulted in the unanimous approval of seven Guiding Principles for redevelopment of the GrandView District:

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.

# Development Partner RFI, Page 2

Grandview Request for Letter of Interest Final Draft (3-10-14 Version)

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 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.

In April of 2012, with the help of a \$100,000 Met Council Livable Communities grant, the City completed the second citizen-led phase of the process resulting in the City Council adopting the *GrandView District Development Framework*, a copy of which is attached. The *Framework* provides a vision for how to bring the guiding principles to life.

For GrandView, the former public works site provides a unique and singular opportunity to create a major new public realm amenity that will add interest to the area for all stakeholders, value to real estate, and provide a signature gathering place in the heart of the District. This amenity, the GrandView Commons, is envisioned to include a community building, public green, and new street (GrandView Crossing). Additional uses considered for the site include a Metro Transit park and ride and a variety of housing types. In keeping with the Redevelopment Framework, all uses must provide for bicycle and pedestrian connectivity and adhere to best practices with regard to sustainability. In addition, development should consider and must preserve future transit use of the adjoining rail line.

## **Proposed Process**

The City proposes a multi-stage process to engage and collaborate with a development partner to achieve the vision outlined in the Framework.

# Development Partner RFI, Page 3

Grandview Request for Letter of Interest Final Draft (3-10-14 Version)

**Stage One:** The City will review letters of interest and select prospective partners to interview. After conducting interviews, the City may select a tentative development partner.

**Stage Two:** The City and the tentative development partner will work together during an approximately 60-120 day period to **create a process** for identifying the appropriate uses on the City-owned parcel, designing and financing the structures associated with those uses, and framing ways in which the remainder of the district might respond to a new use on this city-owned parcel.

## **City and Development Partner agree to move forward**

**Stage Three:** Using the City Council approved process, the City's development partner will collaborate with the City to generate alternative scenarios for development aligning with the GrandView District Development Framework. Each scenario will demonstrate all aspects of a feasible development of the former Public Works site (and any other sites that become a part of this process), including but not limited to:

- A general plan of development indicating public and private uses, intensities, and patterns of built elements, open spaces, and supporting circulation patterns and infrastructure requirements;
- An economic model demonstrating the feasibility of each scenario, including the potential financial or other support required of the City of Edina to ensure each scenario is financially feasible and ultimately successful for the city and the partner; and
- A staging model illustrating the timing and sequencing of development.

**Stage Four:** The City Council will consider the alternative scenarios and determine which, if any, is in the best interests of the city. If a scenario is selected, then the City, working with the development partner, will establish terms for an agreement under which the City and the development partner will work exclusively to pursue the selected development scenario.

While the City expects this process will result in a supportable development scenario, other approaches are encouraged and will be considered as a part of the initial submittal of a Letter of Interest.

**OR**

All complete submittals received prior to the deadline for submissions will be evaluated by the City. Evaluation of submittals will be completed by [DATE]. One or more responders may be selected to be interviewed. The information gathered through this process will assist the City in determining next steps.

## **Submission Requirements**

Interested entities (whether an individual, company, or team) should submit a statement of interest that includes the following information:

- Name, mailing address, telephone number, and email address of the primary contact for the entity responding to this RFI
- A general description of the entity's professional capabilities, including past experience with civic/community projects
- A general statement of why the entity is interested in this opportunity, their perspective of the vision outlined in the Framework (including how development of the City-owned parcel can serve as a catalyst for private development of the surrounding parts of the District), and their ideas of how they might work with the City to convert the vision outlined in the Framework to reality—specifically, how they might approach:
  - The community building
  - The public park or plaza
  - Transportation (bicycle, pedestrian, parking, street network, and potential for future rail transit)
  - Sustainability
  - Affordable housing
  - Financing
- The identities of primary team members who would work with the City on this project
- Any other information that would be useful to the City in evaluating the statement of interest

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## **Selection**

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## **Additional Information**

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Community Advisory Team  
Email Comments related to RFI preparation

March 9-12, 2014

Several CAT members submitted email comments regarding their concerns with moving forward with an RFI for a Development Partner and their preference for an alternative approach. These comments are attached for City Council consideration.

- Pat Olk
- Sue Jacobson
- Sandy Fox
- Kevin Staunton
- Jennifer Janovy
- Jimmy Bennett

# Pat Olk comments, page 1

**Sent:** Sunday, March 09, 2014 10:16 PM

**Subject:** Re: Grandview CAT - March 10 Reminder

Fellow CAT members,

I wasn't able to participate in the RFI discussion at our last meeting because I had to leave early. However, after listening to the Morris Leatherman Company present their survey findings, it is clear to me that the process that we are trying to implement where we retain a "Development Partner" is premature. Based on the survey findings, the community strongly opposes Apartments, Condos and Townhomes based on density concerns. The survey results also showed that the community wants to have the majority of any development of the Public Works site be retained for public use. As you know, I have raised my concerns of retaining a Development Partner at this early stage in previous meetings, but was willing to proceed down this path because I assumed that there would be a community need for a residential component for the Public Works site. To me, this meant that a Development Partner made some sense because there would be a significant private component to the development of the public works site. I now no longer feel that a Development Partner as we have defined in our meetings makes sense for this RFI. Therefore, I recommend the following:

1. Instead of a Development Partner, we retain a paid Consultant to help us work through a process to determine the best use for the Public Works site. The Consultant would be someone who would not expect to benefit financially from having a development/construction role for the Public Works site.
2. Move forward with the RFI replacing the Development Partner with a Consultant and submit the RFI to the City Council.
3. Have a process where we specifically identify the community and any private needs of the Public Works site. After these needs are determined, a Request For Proposal would be created and made available to prospective developers for the Public Works site.

I know this is somewhat of a deviation from the path we were heading down, but I feel strongly that we need to incorporate the results of the community survey into the development of the Public Works site. To ignore the survey results at this juncture and proceed with a Development Partner who would expect to benefit financially by having a development role for the project based on a significant private component to the Public Works site is not prudent given the community feedback.

I have edited the RFI that Bill sent us and have attached it for your review. I think we should discuss this at our meeting tomorrow.

Pat

# Sue Jacobson comments, page 1

**Sent:** Sunday, March 09, 2014 10:42 PM

**Subject:** Re: Grandview CAT - March 10 Reminder

Thanks for your thoughts Pat,

I agree. To me, it would seem like any developer would have too much of a personal focus to adequately represent the public needs of our community. I have thought from the start that the ideal way to create an appropriate vision of future development would be to engage talented urban planning consultants, before diving into development partnership, like Minneapolis just did for the redesign of Nicollet avenue downtown. I feel like we got a high quality result with our survey and that it can help us build a good potential vision. I want to acknowledge the hard work of the prior Grandview team....you must feel that we have already done this, but that was one representative vision. It was work was done without public survey results, assuming the funding would come from a developer figuring out how to make enough profit from their definition of what they want to build for us.

My main takeaway of the survey discussion was at the taxpayers are not strongly supportive enough of new development at this time. The lynchpin to drive their support would be the need to replace our current community center....and we do not have a clear understanding of the fate of the existing community center. We need to clarify this ASAP, with the school board. If we can confirm the long-term elimination of the community center existing location, Morris Leatherman said that we would likely be able to rally the community and gain their support for this new development. We need the buy-in of the tax base of Edina or we are being premature. We need to define plans for us to begin to engage in community discussions.

See you tomorrow,  
Sue

# Sandy Fox comments, page 1

**Sent:** Sunday, March 09, 2014 11:37 PM

**Subject:** Re: Grandview CAT - March 10 Reminder

Just read Pat's revisions and completely agree. As you know I've always felt we needed a consultant, rather than a developer, to help us decide what to put on the site. The earlier process left us with too many choices and possibilities. The survey results only confirmed my thinking. I believe such a consultant could give us the most creative ideas that are financially feasible. The survey showed us specifically what is not wanted. Now we need to narrow it to what is wanted/needed. We're not there yet and a consultant can help us get there.

Sandy Fox

# Kevin Staunton comments, page 1

**Sent:** Monday, March 10, 2014 11:39 AM

**Subject:** Re: Grandview CAT - March 10 Reminder

I appreciate the thoughtful comments and Pat's proposed edits to the RFI. I think the good news is that we all appear to be in agreement on the basic structure of the RFI. Pat's changes (and the comments offered by Sue and Sandy) merely propose using the RFI structure we have created over the past months to engage a consultant rather than a development partner. While I respect this viewpoint, I continue to think we should focus on engaging a development partner (whose team may well include urban planning consultants).

In part, my perspective is the result of a different read on the survey. To me — and contrary to Pat's take — it clearly supports a mix of public and private uses on the site. Consider that:

1. While the survey confirmed that residents strongly value public use on the parcel, it does not support the conclusion that the parcel should be dedicated exclusively to a public use. To the contrary, more respondents expressed a preference for a combination of public and private uses (46%) than supported a purely public use (37%). See Development Preference Slide on page 5 of the handout. Moreover, almost two-thirds (65%) of respondents either supported or strongly supported "a development project that includes both public and private uses on the former Grandview public works site". See Survey Results, Q40.

2. The survey shows broad support for a community center on the site. But it also reveals little appetite for the substantial public expenditures that will be necessary to make that happen if there is not a combination of public and private development on the site. By far the largest plurality of respondents (38%) were not willing to support any increase in property taxes to pay for a community center. See Property Tax Increase for Community Center Slide on page 8 of the handout. This interest in minimizing tax payer sponsorship of a community center is further underscored by the survey's showing that 20% of the small minority of those opposed to a mixed use project (only 29% of respondents) would favor it if it "reduced the potential tax impact of constructing and operating a Community Center". See Arguments Slide on page 9 of the handout and Q42.

These conclusion are entirely consistent with the Development Framework which envisioned a substantial public use on the site but also contemplated (and, in fact, illustrated) such a public use being mixed with compatible private uses.

The problem I think we are wrestling with is a lack of a clear consensus regarding the use or uses that should be part of the public part of the site. What I think is revealing about the survey results is that they reflect that lack of consensus. While the results support the general notion of a public use in the form of a community center, they do not reveal a groundswell of support for any particular public use. Instead, the kinds of things we have been discussing

## Kevin Staunton comments, page 2

(Arts/Culture, Performing Arts, Recreation, etc.) all receive some support but no particular public use (other than the broad idea of a “Community Center”) receives the level of support that makes it a “must do”.

The question, then, is how to best move forward to implement the Framework. As we discussed at the very end of our last meeting, the real choice left by the survey results is between doing nothing (based on the notion that there is no groundswell of support for any particular public use) and moving forward to create development scenarios that lead the community to the right destination. My concern with another round of consulting is that it will take us further down the path of waiting for the right answer to appear. Engaging the right development partner (who may well have urban planning expertise), on the other hand, moves us closer to developing financially-feasible development scenarios that can be implemented without yet another step in the process.

We know the universe of potential public uses that should be part of a new Community Center. We can move forward with the right development partner to configure those uses with compatible private uses that fulfills the vision articulated by the Framework. We shouldn't delay further.

I look forward to further discussion tonight.

K

Thanks to everyone so far for sharing your thoughts.

Pat has proposed a reasonable compromise and I personally think it's the better path.

A few follow-ups to Kevin's email:

(1) The survey confirmed that 61% of residents agree the City should not sell public land. Bill Morris called this a "foundation value." Sixty-six percent of residents agree that public land should be used for public purposes only. Thirty-seven percent of residents said the former public works site should include only public amenities. In comparison, only 9% said it should include only private amenities. Forty-six percent of residents said it should include a mix of public and private uses. Bill Morris said they include the choice of mixed public and private because they expect that a majority of responses will fall into that category; however, he said responses to this question were "strongly suggestive" that any mixed public and private use should have a prominent public component. Later in the survey, residents are asked whether they would support or oppose a development project that includes public and private components. Sixty-five percent said they would. A community center and restaurants got the most support (21%). Apartments and condos were supported by 5% and 12% of respondents respectively. This was consistent with responses earlier in the survey, which identified apartments, condos, and town homes as the most opposed potential uses for the land. Bill Morris said to avoid apartments, condos, and town homes, and noted that the "blow back" on apartments if included in a development scenario would be "severe."

(2) The survey shows broad support for a community center on the site (53%). Peter Leatherman called this a "concept question." People answered the question based on their conceptions of what a community center is and not a specific program. The survey then asked if they would be more likely to support the construction of a new community center if the current community education facility were converted back to classrooms. Thirty-two percent of residents said they would be more supportive. Bill Morris called this a "game changer." In contrast, only 20% of respondents were more supportive of mixed use development if "privately owned components like residential units or office space" could reduce the tax impact of constructing and operating a new community center. In other words, support for a community center grew enough to be called a "game changer" when people saw a need for it. Support for mixed use grew less, even when residents were told that private development could reduce the tax impact of a new community center.

The conclusions of the survey are not entirely consistent with the Development Framework, which shows a significant amount of the property devoted to apartments, condos and town homes—the most opposed uses for the site.

The survey shows that there is a consensus about how public land should be used. A majority believe that it should be used for public purposes. A mix of public and private uses would be appropriate, provided the public uses are prominent and the private uses

## Jennifer Janovy Comments, page 2

do not include housing. The survey was not intended to reveal a groundswell of support for any particular use. It was intended to get an understanding of people's values as they relate to the sale and redevelopment of public land and give us further direction.

I disagree with Kevin that the "real choice left by the survey results is between doing nothing (based on the notion that there is no groundswell of support for any particular public use) and moving forward to create development scenarios that lead the community to the right destination." This uses the survey in a way that it wasn't intended to be used and sets up a false choice.

While Kevin believes that partnering with a developer is the best way to move forward, I remain unconvinced. The proposed process to partner with a real estate developer raises too many questions for me. In thinking about it over the weekend, I put together the attached that compares the proposed process to partner with a developer, an alternative process that would have the City collaborate with a consultant (as Pat has proposed); and a third option: putting an interim use on the site.

We have all been working hard on this for several months and I appreciate everyone's input. I look forward to our discussion tonight.

Thanks,

Jennifer

**Table of Options**

<b>Mike &amp; Kevin Process</b>	<b>Alternative Process</b>	<b>Interim Option</b>
Uses RFI to solicit interest from real estate developers	Uses RFI to solicit interest from qualified professional(s), who will work in a consulting capacity	Holds off for now on process to pursue permanent development on the site
The project is to partner with the city to: (1) determine the public and private uses for the site; (2) design the uses; and (3) construct the uses	The project is to collaborate with the City to: (1) identify preferred uses and program for public spaces; (2) generate innovative development scenarios	The project is to pursue interim uses while the City completes other important work
Goal at end of project: completed project	Goal at end of project: get City to the point of being ready to prepare an RFP for one or more selected scenario(s)	Goals at end of project: to have successfully implemented interim uses that fostered a strong sense of community, added vibrancy to the District, and helped the public to see creative possibilities for permanent uses for the site
Timeline: three or more years	Timeline: six to nine months (three or more years to completed development)	Timeline: two years
Pros: <ul style="list-style-type: none"> <li>Keeps process moving</li> <li>Professional(s) provide valuable expertise</li> <li>Fits within timeline for establishing TIF district</li> </ul>	Pros: <ul style="list-style-type: none"> <li>Keeps process moving</li> <li>Professional(s) provide valuable expertise</li> <li>Generates multiple development scenarios before selecting developer to design and construct project</li> <li>Process to identify preferred uses and program for public spaces less likely to be influenced by private development interests</li> </ul>	Pros: <ul style="list-style-type: none"> <li>Keeps site from sitting vacant</li> <li>Allows the City to try something new and innovative</li> <li>Acknowledges that the timing may not be right to pursue permanent redevelopment of the site</li> <li>Gives the City time to complete the Parks strategic plan, Vision 2040 plan, and the 2015 community-wide survey</li> </ul>

## Jennifer Janovy Comments, page 4

	<ul style="list-style-type: none"> <li>• Process has been done before successfully; raises fewer questions</li> <li>• If City chooses to pursue one or more scenario(s), City can solicit developer interest through RFI or RFP</li> <li>• Developer is selected once we know what we want; increases possibility that developer will be the right match</li> <li>• City benefits from competitive process to select developer for the project</li> <li>• Costs are transparent</li> <li>• Fits within timeline for establishing TIF district</li> </ul>	<ul style="list-style-type: none"> <li>• Gives the City time to complete capital improvements, such as the sports dome, improvements to Braemar Golf Course and Arena, 50<sup>th</sup> &amp; France parking, and more</li> <li>• Allows time to work with MnDOT on Highway 100 interchange improvements</li> <li>• Grants may be available to fund interim improvements</li> </ul>
<p>Cons:</p> <ul style="list-style-type: none"> <li>• Selects real estate developer BEFORE we know what we want on the site; increases possibility developer may not be the right match for project; limits our options early on in the process</li> <li>• Biased toward private development</li> <li>• Proponents have stated this process has not been tried before</li> <li>• Process raises many questions (attached)</li> <li>• Costs not likely to be transparent; if developer does not go on to design and construct the project, developer will need to be paid</li> </ul>	<p>Cons:</p> <ul style="list-style-type: none"> <li>• Upfront costs</li> </ul>	<p>Cons:</p> <ul style="list-style-type: none"> <li>• Upfront costs if grants are not available</li> <li>• Public may prefer to make interim uses permanent</li> </ul>

## Jennifer Janovy Comments, page 5

Stage	Questions	Responses
<p><b>Preliminary Stage:</b> The City distributes RFI. City addresses inquiries from developers.</p>	<p>How will the RFI be distributed?</p> <ul style="list-style-type: none"> <li>• Advertised? Where?</li> <li>• Audience? Real estate development community only? Architects? Local? National?</li> </ul>	
<p><b>Stage One:</b> The City will review letters of interest and select prospective partners to interview. After conducting interviews, the City may select a tentative development partner.</p>	<p>Who is “the City?” in this stage?</p> <p>What is the timeframe for reviewing letters of interest?</p> <p>What is the process by which prospective partners are selected to be interviewed?</p> <p>Prior to selecting developers to be interviewed, will the City ask for supplemental information or clarifications? If yes, what is that process?</p> <p>What are the criteria for selection? How are those criteria developed and approved?</p> <p>At what point should CAT members and staff disclose any prior discussions with a respondent about any phase of this process and any past or continuing relationships?</p> <p>What would signify a conflict of interest? How would any conflict of interest be addressed?</p> <p>Who will conduct the interviews? How will questions be developed and approved?</p> <p>If there has been a parallel process to recommended preferred public uses for the site, how will stakeholders and knowledge from that process be incorporated into the selection of developers to interview and the recommendation/selection of developer partner?</p> <p>What is the timeframe between developer interviews and when CAT discusses and makes a recommendation?</p> <p>How is the public engaged in this discussion?</p>	

## Jennifer Janovy Comments, page 6

	<p>Once a developer is selected, what are the terms of the relationship?          How are these terms developed?          How are they reviewed?          Approved?          Who is involved?          How is public involved?</p>	
<p><b>Stage Two:</b> The City and the tentative development partner will work together during an approximately 60-120 day period to <b>create a process</b> for identifying the appropriate uses on the City-owned parcel, designing and financing the structures associated with those uses, and framing ways in which the remainder of the district might respond to a new use on this city-owned parcel.</p>	<p>Who is the "City" in this stage?          What is the process for "working together"? Who is involved?          If there has been a parallel process to recommended preferred public uses for the site, how will stakeholders and knowledge from that process be incorporated into the process to identify appropriate uses on the parcel?          Four processes will be created during this phase: (1) process for identifying uses; (2) process for engaging public in design of structures; (3) process for identifying and evaluating costs and financing options; and (4) process for framing ways in which the rest of the district might respond to new use on the former public works site.          How will each of these processes be vetted? Who will be involved?          What is the process for approval?          What is the process for public input?          How will transportation improvements be incorporated into the above processes? For example, (1) process for identifying transportation improvements (bike, ped, transit, rail, highway, street network); (2) process and timeline for studying identified improvements; (3) process for identifying costs, funding sources, funding timeline, partners, and feasibility; (4) process for framing ways in which the rest of the district might respond to transportation improvements.</p>	

	<p>Who evaluates the proposed processes? By what process are they evaluated? Who approves the proposed processes?          What factors, criteria or considerations will determine whether this Stage has been successful and the developer should move on to the next stage?</p>	
<p><b>City and Development Partner agree to move forward</b></p>	<p>What are the terms of the agreement?          How are these terms developed?          How are they reviewed?          Approved?          Who is involved?          How is public involved?          What is the timeline?</p>	
<p><b>Stage Three:</b> Using the City Council approved process, the City’s development partner will collaborate with the City to generate alternative scenarios for development aligning with the GrandView District Development Framework. Each scenario will demonstrate all aspects of a feasible development of the former Public Works site (and any other sites that become a part of this process), including but not limited to:</p> <ul style="list-style-type: none"> <li>• A general plan of development indicating public and private uses, intensities, and patterns of built elements, open spaces, and supporting circulation patterns and infrastructure requirements;</li> <li>• An economic model demonstrating the feasibility of each scenario, including the potential financial or other support required of the City of Edina to ensure each scenario is financially</li> </ul>	<p>What factors, criteria or considerations will determine whether scenarios align with the Grandview District Development Framework?          Who verifies each scenario demonstrates all aspects of a feasible development? By what process?          Is there a minimum or maximum number of scenarios?          Will advisory boards and commissions be engaged during this Stage? For example, will Planning Commission look at scenarios to identify zoning code or comp plan changes that would be required? Will Transportation Commission look at transportation elements? Will Park Board look at park and recreation facilities associated with scenarios? Will Energy and Environment look at sustainability?          How will incompatible timelines be addressed?</p>	

## Jennifer Janovy Comments, page 8

<p>feasible and ultimately successful for the city and the partner; and</p> <ul style="list-style-type: none"> <li>• A staging model illustrating the timing and sequencing of development.</li> </ul>		
<p><b>Stage Four:</b> The City Council will consider the alternative scenarios and determine which, if any, is in the best interests of the city. If a scenario is selected, then the City, working with the development partner, will establish terms for an agreement under which the City and the development partner will work exclusively to pursue the selected development scenario.</p>	<p>What factors, criteria or considerations will determine whether a scenario is in the best interest of the city?</p> <p>By what process will development scenarios be considered and a development scenario selected? Special meetings, public hearings? What is the timeline? When will the typical redevelopment process kick in (preliminary development plan, final development plan)? Assuming significant public input to this point, what tolerance will there be for substantive changes to the scenario as result of Planning Commission and City Council review of preliminary and final redevelopment plans? What would define a substantive change?</p> <p>If selected scenario includes sale of land, what process is required?</p>	
<p>While the City expects this process will result in a supportable development scenario, other approaches are encouraged and will be considered as a part of the initial submittal of a Letter of Interest.</p>	<p>What factors, criteria or considerations will be used to weigh alternative approaches?</p>	

# Jimmy Bennett comments, page 1

**From:** James Bennett [mailto:jimmy@uwalumni.com]  
**Sent:** Wednesday, March 12, 2014 12:08 PM  
**To:** Bill Neuendorf  
**Subject:** Grandview

Bill,

For whatever it may be worth, following the Grandview meeting and related discussions, I have had more time to think about my stance on whether I prefer the 'RFI for consultant' versus the 'RFI for development partner'. I prefer the RFI for consultant, and list my reasons below. Please pass along to the other CAT members as you wish.

The Grandview Resident Survey (answers to Questions #2, #3, and #5), show that the majority of community members express that the city should not sell **publicly-owned** land (61/31), the value of **publicly-owned** land is greater than the revenue that can be generated from it (58/30), **publicly-owned** land should be *retained and used for public purposes only* (66/31). Such values suggest that the majority of the community wants to keep publicly-owned land, and reserve it for public uses only. Generally speaking then, a development partner is not the logical next step for a situation like the Grandview public works site, **unless** there exists a worry about the financial situation (specifically the long-term financial success) of whatever goes there.

I have heard opinions from others involved in this process about such financial worries and uncertainty, and in response, the need for non-public uses (specifically residential) **on site** to help drive the success of the public component of the Grandview public works site. Those opinions duly justify the route of a development partner, as the City would then prefer to unload an upfront financial burden off of the taxpayers and onto a developer to get the public component that the community wants/needs, but also benefit the development partner for helping the City out. These opinions seem to have been based on other developments and situations where, without non-public uses (specifically residential), there is a tough time bringing enough appeal and traffic to a public amenity throughout the entire day (specifically outside of typical daytime work hours) to bring about success. I completely agree with these opinions, assuming that the context is appropriate.

However, regarding the Grandview public works site, I have a major fundamental difference of opinion. As a nearby resident, an engaged community member, and a daily user of the current Grandview area, I personally see continual usage of the Grandview area throughout the day and all throughout the weekends. The exception is late night usage, which is because nothing (except the grocery store) is open for people to use. If there were an attractive late-night use, and it fit the Grandview area well, people would use it. The Grandview area is **already** a successful commercial and service hub for the surrounding community, and has been for decades. So, for the former public works site (located in the heart of all this success and traffic), there is not a justifiable worry about people using the public component of the future development of the site, especially outside of normal working hours. Therefore, the City has a much more realistic opportunity, compared to almost any other one they have had (or any one they could ever have again), to make a successful public amenity on the Grandview site, without the need of non-public uses to tee it up.

## Jimmy Bennett comments, page 2

Refer to Question #14 and #15 of the Grandview Resident Survey, 92% of all respondents visit the Grandview area (75% of them, at least monthly). Regardless, of all the people that do visit the Grandview area, what are their primary purposes? Question #15 results reveal that most people visit for shopping, eating, library, live in area, service businesses, senior center, etc; no respondents visit the Grandview area to work. Thus, one can logically assume that the majority of the 4,200 daily vehicle trips on Gus Young Lane (see the Transportation Summary), which connects various Grandview businesses and services (not serving primarily as a thru-traffic route), relate to similar visits. So, why again, do we need a development partner to help the City develop this site? Already, plenty of people throughout the community visit the Grandview area. But the Grandview area remains incomplete, because the people's visits are primarily of the stop-and-go nature (no one stays around), so what the area needs is a public amenity as identified in the Grandview Area plan. So the big question remains, should we really consider dedicating portions of the former public works site to other non-public purposes as well? Well, people already visit the Grandview area (it is their destination), these people visit the area throughout the day and on weekends, so I believe that we do not need non-public uses (specifically residential) configured into the former public works site to justify engaging a development partner.

The community did speak and say **publicly-owned** land should be *retained and used for public purposes only* (66/31). The survey did not point out an exact potential use that residents are looking for in Grandview, however, that does not mean that we should engage a development partner to vet the community needs out. The survey did illustrate that the majority of the community still desires primarily potential **public** uses on the site (see the top results for Potential Uses for Land and the top results for Priority of Potential Uses), and opposes **non-public** uses (the only things where the majority of respondents opposed were apartments (33/64) and townhomes/condos (44/54)). Furthermore, results from Questions #7 and #10 reveal that a strong majority of people believe that the City should create more all-age, all-income recreational opportunities (68/31) and cultural/arts opportunities (72/25). Thus, the next step should be to vet out what recreational, cultural/arts, and other public-use options the community needs/desires, keeping in mind financial feasibility.

The City should see this entire site (not just a portion) as a **huge opportunity** for a major public amenity that addresses the many potential uses the community desires, and be confident that there is a high potential for great success (financially, socially, and environmentally) without the need to engage a development partner initially. After all, a 3.3 acre site, even in 3 dimensions, that addresses necessary parking concerns, transportation concerns, a new road (Grandview Crossing), potential park-and-ride, and reserved space for a future transit station, does not leave all that much space to accommodate a variety of the public uses that the community prefers. A development partner, in essence, will have their own interests in the mix (especially financially) that will ultimately infringe upon the long-term potential for this site, as it relates to the community at large. A consultant (with a strong financial background), however, would best help to identify ideal site uses and potential configurations that will attract, and garner support of, the community, but also provide revenue in return (if not enough support is generated). If the consultant reveals that the community needs, and financial feasibility, allows for a site completely dedicated for public uses, there would have been no use to engage a development

## Jimmy Bennett comments, page 3

partner initially. We all want the future development of the former public works site to be the most desirable place for anyone in (and outside of) Edina to visit and experience, for years and years to come. If we go forth with a development partner, instead of a consultant, I believe that we inherently lessen the chance for that.

Thank you.

Sincerely,

Jimmy Bennett

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# Grandview Resident Survey

February 27, 2014

In November 2013, the City of Edina engaged the Morris Leatherman Company to poll a sample of Edina households to gauge their general interest and preferences regarding redevelopment of the former Public Works site.

The questions were prepared by the consultants based on the input and direction of members of the Grandview Community Advisory Team, Edina Community Education, and Edina Parks and Recreation. The survey included some “value-oriented” questions, some general questions regarding community facilities and more specific questions intended to identify the willingness of residents to fund potential improvements.

The telephone poll was conducted in January and February 2014. Edina households were randomly selected. Traditional land-lines and cellular phones were included. This packet contains raw data and a summary analysis prepared by the Morris Leatherman Company in February 2014.

Based on input from the Grandview Community Advisory Team, this information will be synthesized into a final report in March 2014.

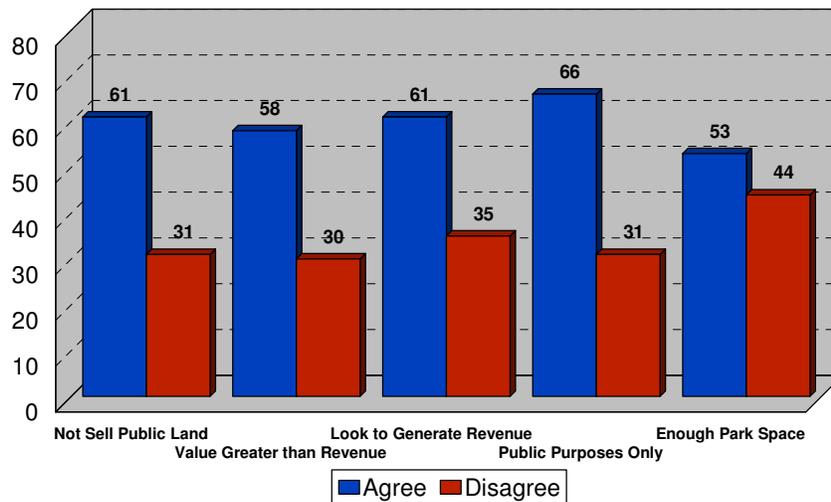
# City of Edina

## 2014 Residential Survey

The Morris Leatherman Company

### Value Statements I

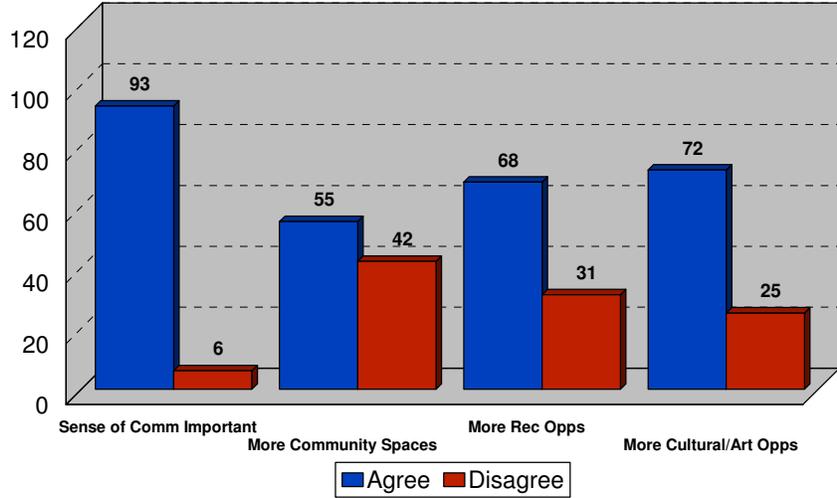
2014 City of Edina



The Morris Leatherman Company

# Value Statements II

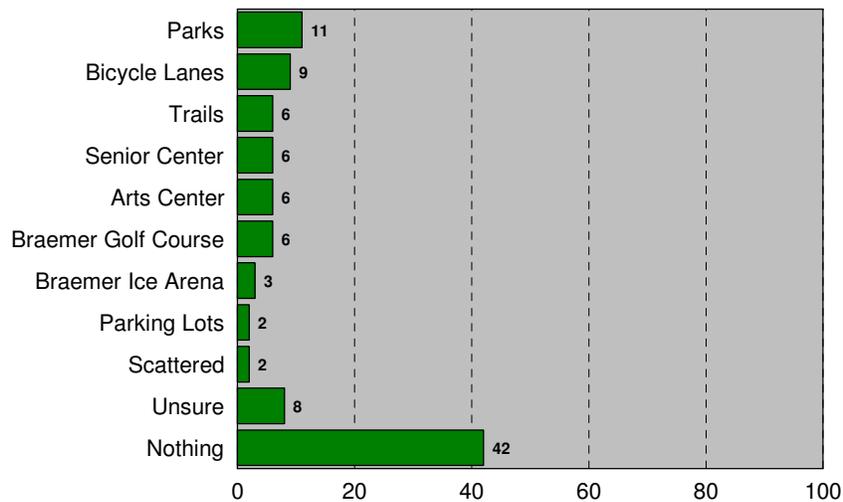
2014 City of Edina



The Morris Leatherman Company

# Facilities to Improve

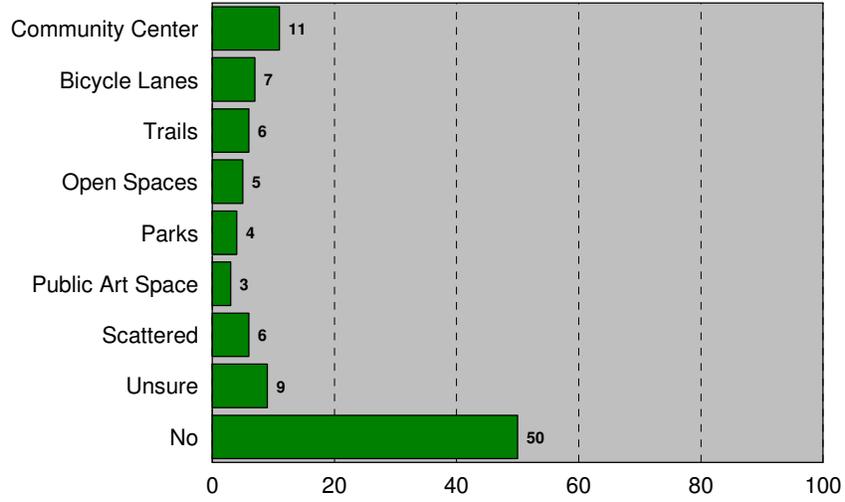
2014 City of Edina



The Morris Leatherman Company

## Facilities to Expand or Add

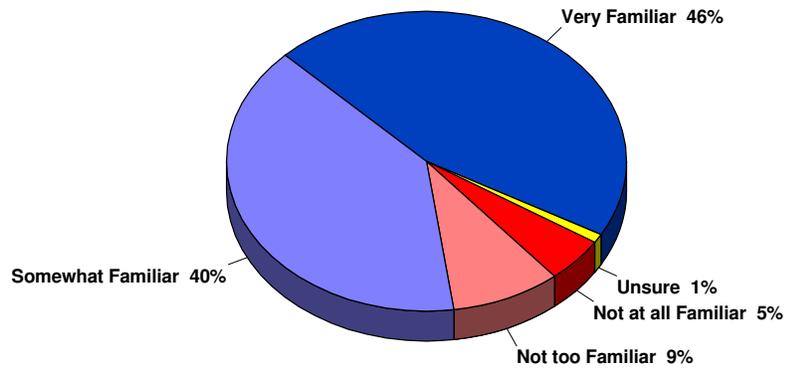
2014 City of Edina



The Morris Leatherman Company

## Familiarity with Grandview District

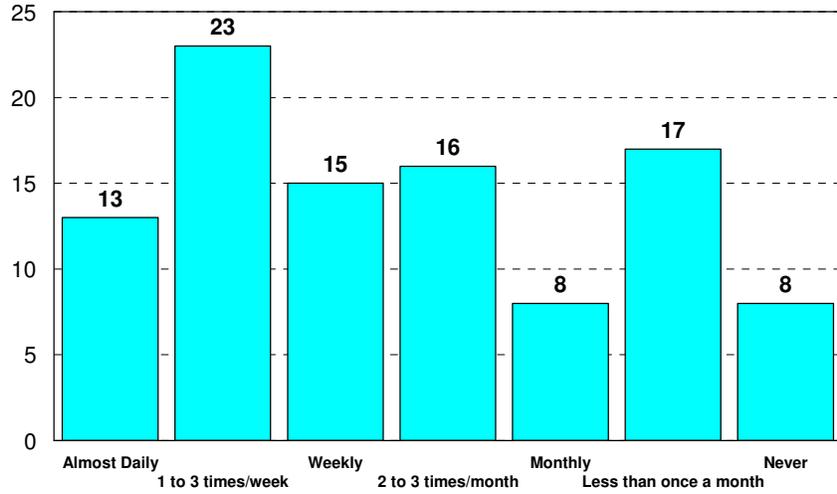
2014 City of Edina



The Morris Leatherman Company

## Visit Grandview District

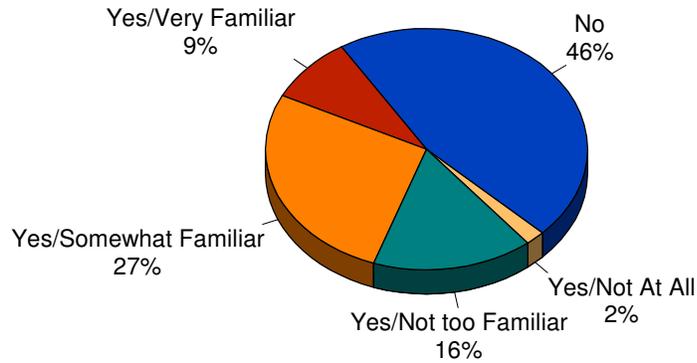
2014 City of Edina



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## Grandview Redevelopment Framework

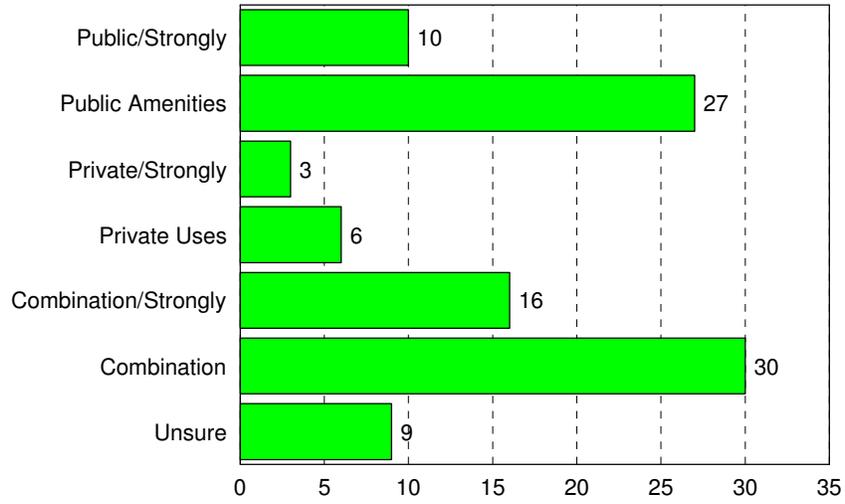
2014 City of Edina



The Morris Leatherman Company

# Development Preference

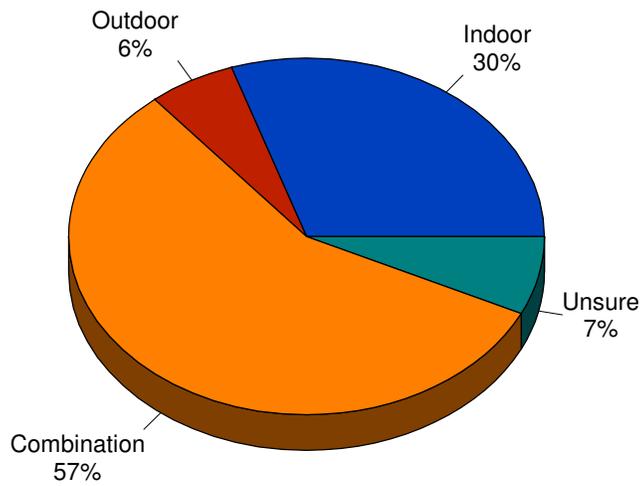
2014 City of Edina



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# Public Amenities Indoor vs. Outdoor

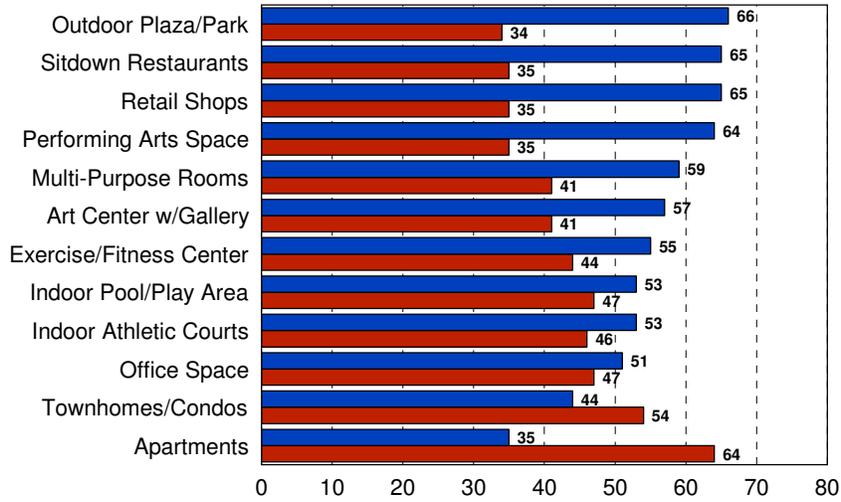
2014 City of Edina



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# Potential Uses for Land

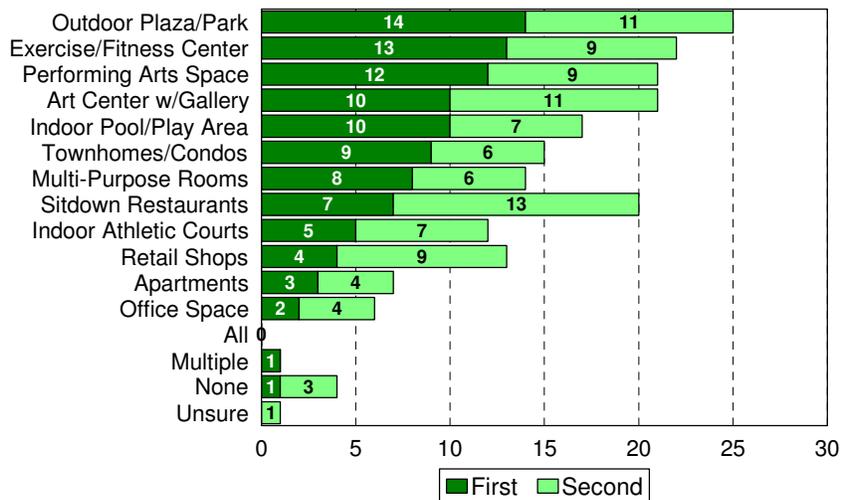
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# Priority of Potential Uses

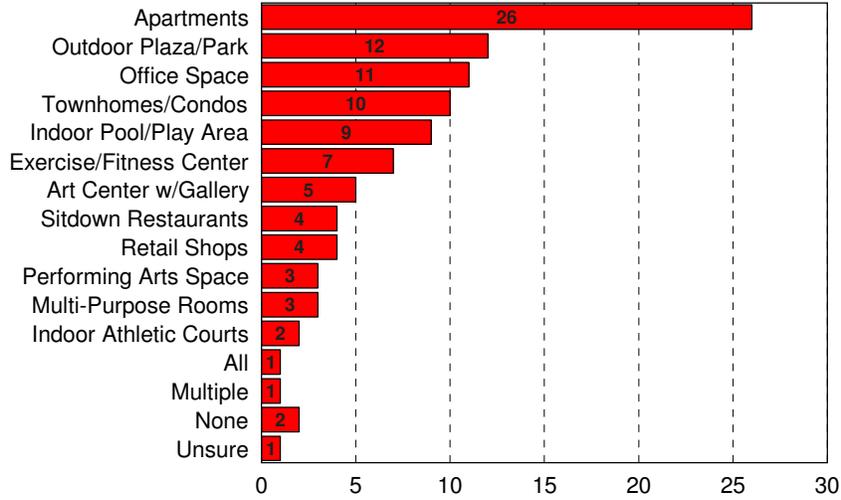
2014 City of Edina



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# Most Opposed Potential Use

2014 City of Edina



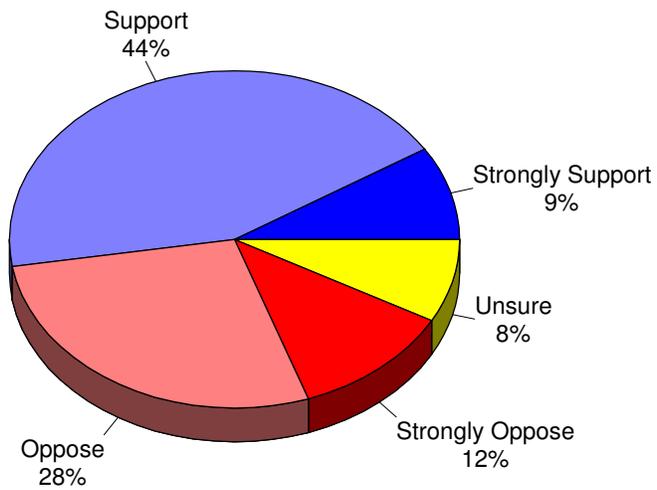
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# New Community Center

2014 City of Edina

Amenities to Include (Supporters):

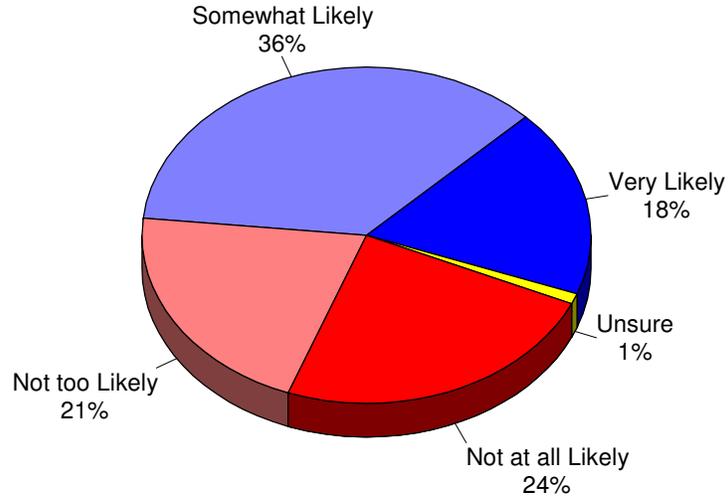
- Fitness Center 30%
- PAC 20%
- Indoor Pool 16%
- Meeting Rooms 14%



The Morris Leatherman Company

# Likely Use of Community Center

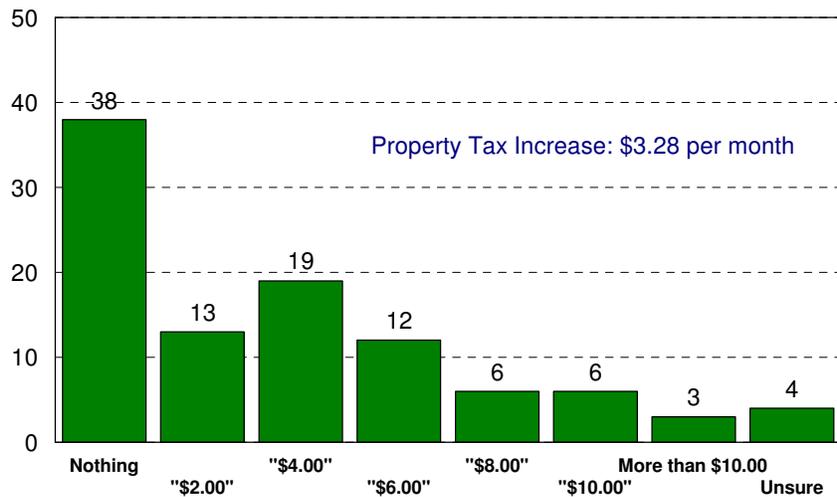
2014 City of Edina



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# Property Tax Increase for Community Center

2014 City of Edina

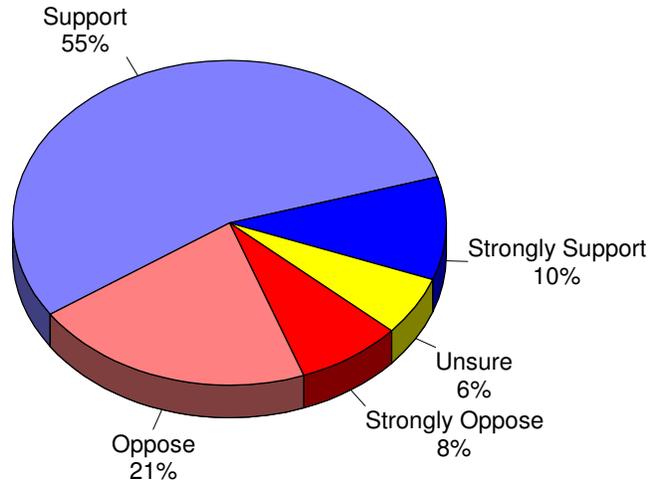


The Morris Leatherman Company

# Mixed Use Project

2014 City of Edina

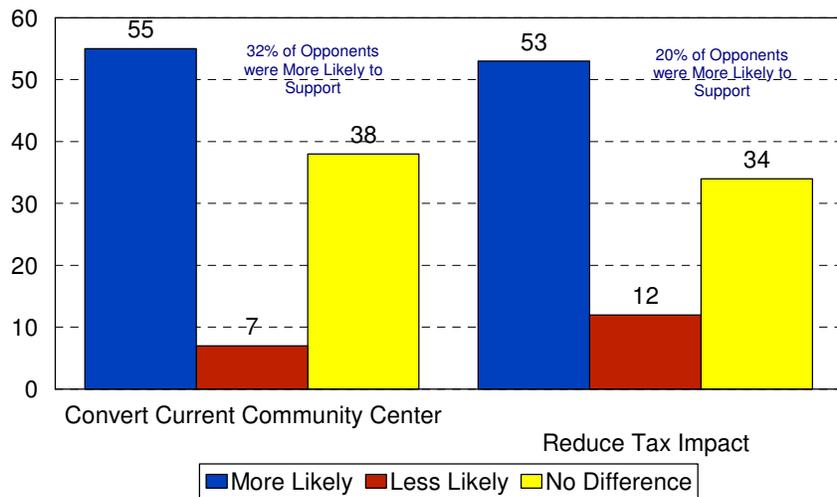
- Amenities to Include  
(Supporters):
- Restaurants 21%
  - Community Center 21%
  - Boutique Shops 13%
  - Condos 12%
  - Big Box Retail 11%



The Morris Leatherman Company

# Arguments

2014 City of Edina



The Morris Leatherman Company

THE MORRIS LEATHERMAN COMPANY  
 3128 Dean Court  
 Minneapolis, Minnesota 55416

EDINA RESIDENTIAL  
 SURVEY  
 FINAL JANUARY 2014

Hello, I'm \_\_\_\_\_ of the Morris Leatherman Company, a polling firm located in Minneapolis. We've been retained by the City of Edina to speak with a random sample of residents about an opportunity for publicly owned land in the city. The survey is being taken because your city representatives and staff are interested in your opinions and suggestions. I want to assure you that all individual responses will be held strictly confidential; only summaries of the entire sample will be reported. (DO NOT PAUSE)

- |    |   |                           |
|----|---|---------------------------|
| 1. | Approximately how many years have you lived in the City of Edina? | LESS THAN TWO YEAR.....5% |
|    |   | 2.1 TO FIVE YEARS.....9%  |
|    |   | 5.1 TO TEN YEARS.....18%  |
|    |   | 10.1 TO 20 YEARS.....26%  |
|    |   | 20.1 TO 30 YEARS.....18%  |
|    |   | OVER THIRTY YEARS.....24% |
|    |   | DON'T KNOW/REFUSED.....0% |

I would like to start out by reading you a list of statements about publicly-owned land and community development in the City of Edina. For each one, please tell me if you strongly agree with it, somewhat agree, somewhat disagree or strongly disagree with it. (ROTATE)

	STA	SMA	SMD	STD	DKR	
2.	The city should not sell publicly-owned land.	30%	31%	24%	7%	9%
3.	The value of publicly-owned land is greater than the revenue that can be generated from it.	21%	37%	24%	6%	12%
4.	The city should look for ways to generate revenue from the sale and development of vacant publicly-owned land.	28%	33%	22%	13%	5%
5.	Publicly-owned land should be retained and used for public purposes only.	29%	37%	26%	5%	2%
6.	The city has enough park space and does not need to add anymore.	28%	25%	31%	13%	4%
7.	A strong sense of community is important to me.	60%	33%	5%	1%	1%
8.	The city should create more community gathering spaces.	19%	36%	28%	14%	4%
9.	The city should create more recreational opportunities for people of all ages and incomes.	28%	40%	19%	12%	2%

10. The city should create more cultural and arts opportunities for people of all ages and incomes. 29% 43% 16% 9% 3%

Continuing....

The City of Edina's Vision Statement is making Edina the preeminent place for living, learning, raising families and doing business. Keeping this vision in mind....

11. First, what existing public facilities in Edina, if any, should the City seek to improve?

UNSURE, 8%; NO, 42%; BRAEMAR ICE ARENA, 3%; BRAEMAR GOLF COURSE, 6%; ARTS CENTER, 6%; SENIOR CENTER, 6%; PARKS, 11%; TRAILS, 6%; BICYCLE LANES, 9%; PARKING LOTS, 2%; SCATTERED, 2%.

12. Second, what specific public facilities, if any, should the City should seek to expand or add?

UNSURE, 9%; NO, 50%; COMMUNITY CENTER, 11%; OPEN SPACES, 5%; PARKS, 4%; TRAILS, 6%; BICYCLE LANES, 7%; PUBLIC ART SPACE, 3%; SCATTERED, 6%.

Moving on....

As you may know, the Grandview District is located near Highway 100 and Vernon Road. There are a number of businesses, including Jerry's Foods, Edina Family Physicians, Eden Avenue Grill, Starbucks and Davannis. The Edina Senior Center and public library are also located here. There are several apartment and condominium buildings in the District.

13. How familiar are you with the Grandview district in Edina - are you very familiar, somewhat familiar, not too familiar or not at all familiar?
- |                         |     |
|-------------------------|-----|
| VERY FAMILIAR.....      | 46% |
| SOMEWHAT FAMILIAR.....  | 40% |
| NOT TOO FAMILIAR.....   | 9%  |
| NOT AT ALL FAMILIAR.... | 5%  |
| DON'T KNOW/REFUSED....  | 1%  |

14. How often do you visit the Grandview district - almost daily, one to three times a week, weekly, two to three times a month, monthly, less than once a month, or never?
- |                         |     |
|-------------------------|-----|
| ALMOST DAILY.....       | 13% |
| ONE/THREE TIMES WEEK..  | 23% |
| WEEKLY.....             | 15% |
| TWO/THREE TIMES MONTH.. | 16% |
| MONTHLY.....            | 8%  |
| LESS THAN ONCE MONTH..  | 17% |
| NEVER.....              | 8%  |
| DON'T KNOW/REFUSED....  | 0%  |

IF RESPONDENTS VISITS DISTRICT, ASK: (N=369)

15. What is your primary purpose when you visit the Grandview District?

SHOPPING, 68%; LIVE IN AREA, 4%; RESTAURANTS, 9%; LIBRARY, 8%; SERVICE BUSINESSES, 4%; MEDICAL OFFICES, 2%; SENIOR CENTER, 2%; SCATTERED, 2%.

From 2010 to 2012, a large group of residents prepared a potential vision for future changes that may occur in the Grandview District. The effort culminated in the formal adoption of a "Redevelopment Framework" for Grandview District.

16. Have you heard of the Grandview Re- development Framework? (IF "YES," ASK:) How familiar are you with the City's vision of the Grandview Re- development Framework - are you very familiar, somewhat familiar, not too familiar or not at all familiar?
- |                         |     |
|-------------------------|-----|
| NO.....                 | 46% |
| YES/VERY FAMILIAR.....  | 9%  |
| YES/SOMEWHAT FAMILIAR.. | 27% |
| YES/NOT TOO FAMILIAR..  | 16% |
| YES/NOT AT ALL FAMI.... | 2%  |
| DON'T KNOW/REFUSED....  | 0%  |

As you may know, the city's public works repair facility used to be located in the Grandview District. These operations were relocated to a modern facility in 2010. The former public works site is currently vacant and the city is considering potential uses for this three acre parcel of land.

17. Do you think the development of this site should include only public amenities, should it be sold for private use or should there be some combination of public amenities and private use? (WAIT FOR RESPONSE) Do you feel strongly that way?
- |                        |     |
|------------------------|-----|
| PUBLIC/STRONGLY.....   | 10% |
| PUBLIC.....            | 27% |
| PRIVATE/STRONGLY.....  | 3%  |
| PRIVATE.....           | 6%  |
| COMBINATION/STRONGLY.. | 16% |
| COMBINATION.....       | 30% |
| DON'T KNOW/REFUSED.... | 9%  |

IF "COMBINATION/STRONGLY" OR "COMBINATION," ASK: (N=184)

- |     |  |                           |
|-----|--|---------------------------|
| 18. | Approximately what percent of the available land should be developed for public use?   | 25% OR LESS.....15%       |
|     |  | 26% TO 49%.....23%        |
|     |  | 50%.....34%               |
|     |  | 51% OR HIGHER.....23%     |
|     |  | UNSURE.....5%             |
| 19. | If public uses were developed on the site, would you prefer them to be indoor facilities, outdoor facilities or a combination of both? | INDOOR.....30%            |
|     |  | OUTDOOR.....6%            |
|     |  | COMBINATION.....57%       |
|     |  | DON'T KNOW/REFUSED.....7% |

I would like to read you a list of potential uses for the land. For each one, please tell me if you strongly support it, somewhat support, somewhat oppose or strongly oppose it. (ROTATE)

- |  | STS | SMS | SMO | STO | DKR |
|--|-----|-----|-----|-----|-----|
| 20. An outdoor plaza or park.  | 22% | 44% | 23% | 11% | 1%  |
| 21. Multi-purpose community rooms for meetings, events and classes.                                | 17% | 42% | 25% | 16% | 1%  |
| 22. An exercise and fitness center.  | 23% | 32% | 27% | 17% | 2%  |
| 23. An indoor pool and water play area.  | 20% | 33% | 26% | 21% | 1%  |
| 24. Indoor athletic courts.  | 21% | 32% | 26% | 20% | 2%  |
| 25. A performing arts space.   | 26% | 38% | 22% | 13% | 2%  |
| 26. A community art center with a gallery.   | 23% | 34% | 23% | 18% | 3%  |
| 27. Sit-down restaurants.  | 22% | 43% | 15% | 20% | 0%  |
| 28. Retail shops.  | 20% | 45% | 20% | 15% | 1%  |
| 29. Town homes and condominiums.   | 13% | 31% | 24% | 30% | 3%  |
| 30. Apartments.  | 9%  | 26% | 24% | 40% | 2%  |
| 31. Office space.  | 11% | 40% | 21% | 26% | 3%  |
| 32. Please tell me which one, if any, of those potential uses you would place as the top priority? |     |     |     |     |     |
| 33. Of the remaining potential uses, which one would you rank as the second priority?              |     |     |     |     |     |
| 34. Is there any one potential you are most opposed to? (IF "YES," ASK:) Which one?                |     |     |     |     |     |

	TOP	SEC	OPP
AN OUTDOOR PLAZA OR PARK.....	14%	11%	12%
MULTI-PURPOSE COMMUNITY ROOMS FOR MEETINGS, EVENTS CLASSES.....	8%	6%	3%
AN EXERCISE OR FITNESS CENTER.....	13%	9%	7%
AN INDOOR POOL AND WATER PLAY AREA.....	10%	7%	9%
INDOOR ATHLETIC COURTS.....	5%	7%	2%
A PERFORMING ARTS SPACE.....	12%	9%	3%
A COMMUNITY ART CENTER WITH A GALLERY.....	10%	11%	5%
SIT-DOWN RESTAURANTS.....	7%	13%	4%
RETAIL SHOPS.....	4%	9%	4%
TOWN HOMES OR CONDOMINIUMS.....	9%	6%	10%
APARTMENTS.....	3%	4%	26%
OFFICE SPACE.....	2%	4%	11%
ALL (VOL.).....	0%	0%	1%
MULTIPLE (VOL.).....	1%	0%	1%
NONE (VOL.).....	1%	3%	2%
DON'T KNOW/REFUSED.....	0%	1%	1%

Continuing....

Some people have been discussing the possibility of a new Community Center in Edina. The former Grandview public works site has been mentioned as one possible location.

35. Do you support or oppose the construction of a new Community Center by the City of Edina on the former Grandview public works site? (WAIT FOR RESPONSE) Do you feel strongly that way?
- |                         |     |
|-------------------------|-----|
| STRONGLY SUPPORT.....   | 9%  |
| SUPPORT.....            | 44% |
| OPPOSE.....             | 28% |
| STRONGLY OPPOSE.....    | 12% |
| DON'T KNOW/REFUSED..... | 8%  |

IF "STRONGLY SUPPORT" OR "SUPPORT," ASK: (N=212)

36. What types of amenities would you most like to see in a new Community Center on the former Grandview public works site?

UNSURE, 4%; FITNESS CENTER, 30%; GYMNASIUMS, 7%; MEETING ROOMS, 14%; INDOOR POOL, 16%; PERFORMING ARTS CENTER, 20%; INDOOR ATHLETIC COURTS, 7%; SCATTERED, 3%.

37. If a new Community Center were built at this location, how likely would you or members of your household be to use the facility -- very likely, somewhat likely, not too likely, or not at all likely?
- |                         |     |
|-------------------------|-----|
| VERY LIKELY.....        | 18% |
| SOMEWHAT LIKELY.....    | 36% |
| NOT TOO LIKELY.....     | 21% |
| NOT AT ALL LIKELY.....  | 24% |
| DON'T KNOW/REFUSED..... | 1%  |

The construction and operation of a new Community Center might possibly require additional property taxes. Suppose the City of Edina proposed a new Community Center development which you considered to be a reasonable approach.

38. How much would you be willing to see your property taxes increase to fund this construction? Let's say, would you be willing to see your monthly property taxes increase by \$\_\_\_\_? (CHOOSE RANDOM STARTING POINT; MOVE UP OR DOWN DEPENDING ON RESPONSE) How about \$\_\_\_\_ per month?
- |                         |     |
|-------------------------|-----|
| NOTHING.....            | 38% |
| \$2.00.....             | 13% |
| \$4.00.....             | 19% |
| \$6.00.....             | 12% |
| \$8.00.....             | 6%  |
| \$10.00.....            | 6%  |
| MORE THAN \$10.00.....  | 3%  |
| DON'T KNOW/REFUSED..... | 4%  |

With the population of Edina continuing to grow, there is a strong possibility the current Edina Community Center on Normandale Road may be converted back into classrooms for students in the future.

39. Knowing this, would you be much more likely to support a new Community Center project at the former Grandview public works site, somewhat more likely, somewhat less likely or much less likely to support a new Community Center project?
- |                         |     |
|-------------------------|-----|
| MUCH MORE LIKELY.....   | 21% |
| SOMEWHAT MORE LIKELY..  | 34% |
| SOMEWHAT LESS LIKELY..  | 3%  |
| MUCH LESS LIKELY.....   | 4%  |
| NO DIFFERENCE (VOL.)..  | 38% |
| DON'T KNOW/REFUSED..... | 1%  |

Moving on....

Another type of development which could be located on the Grandview public works site is a mixed-use project. A mixed-use project can include a mix of all private uses, a mix of all public uses or a mix of private and public uses. There are a few examples of mixed use projects in Edina that you might already be familiar with: Centennial Lakes, which includes a public park, retail, offices and townhomes; and Edinborough, which includes indoor public recreation space, senior apartments, offices and a hotel.

40. Would you support or oppose a development project that includes both public and private uses on the former Grandview public works site? (WAIT FOR RESPONSE) Do you feel strongly that way?

	STRONGLY SUPPORT.....	10%
	SUPPORT.....	55%
	OPPOSE.....	21%
	STRONGLY OPPOSE.....	8%
	DON'T KNOW/REFUSED.....	6%

IF "STRONGLY SUPPORT" OR "SUPPORT," ASK: (N=261)

41. What types of services, businesses or amenities would you most like to see in a mixed-use project on the former Grandview public works site?

UNSURE, 9%; RESTAURANTS, 21%; BIG-BOX RETAIL, 11%; APARTMENTS, 5%; CONDOMINIUMS, 12%; BOUTIQUE SHOPS, 13%; COMMUNITY CENTER, 21%; PARK, 5%; SCATTERED, 3%.

A mixed-use project with privately-owned components like residential units or office space on a portion of this site could reduce the potential tax impact of constructing and operating a Community Center on the same site.

42. Knowing this, would you be much more likely to support a mixed-use project on the former Grandview public works site, somewhat more likely, somewhat less likely or much less likely to support a mixed-used project?

	MUCH MORE LIKELY.....	18%
	SOMEWHAT MORE LIKELY..	35%
	SOMEWHAT LESS LIKELY...	6%
	MUCH LESS LIKELY.....	6%
	NO DIFFERENCE (VOL.)..	34%
	DON'T KNOW/REFUSED.....	2%

Now, just a few more questions for demographic purposes....

Could you please tell me how many people in each of the following age groups live in your household. Let's start oldest to youngest, and be sure to include yourself....

43. First, persons 65 or over?

	NONE.....	66%
	ONE.....	20%
	TWO OR MORE.....	14%

44. Adults under 65?

	NONE.....	26%
	ONE.....	20%
	TWO.....	50%
	THREE OR MORE.....	5%

45. School-aged children or pre-schoolers?

	NONE.....	70%
	ONE.....	12%
	TWO.....	12%
	THREE OR MORE.....	6%

46. What is your age, please?

18-24.....	3%
25-34.....	10%
35-44.....	16%
45-54.....	22%
55-64.....	22%
65 AND OVER.....	27%
REFUSED.....	0%

47. What is the last grade of formal education you completed?

LESS THAN HIGH SCHOOL..	2%
HIGH SCHOOL GRADUATE...	9%
VO-TECH/TECH COLLEGE...	6%
SOME COLLEGE.....	16%
COLLEGE GRADUATE.....	49%
POST-GRADUATE.....	18%
REFUSED.....	1%

48. Do you reside in an apartment, townhouse or condominium, or a detached single family home?

APARTMENT.....	17%
TOWNHOUSE/CONDO.....	24%
SINGLE-FAMILY HOME....	59%
SOMETHING ELSE (VOL)...	1%
DON'T KNOW/REFUSED.....	0%

49. Do you own or rent your present residence?

OWN.....	75%
RENT.....	25%
REFUSED.....	1%

And now, for one final question, keeping in mind that your answers are held strictly confidential....

50. Thinking about your household finances, how would you describe your financial situation, would you say that --

STATEMENT A.....	2%
STATEMENT B.....	27%
STATEMENT C.....	51%
STATEMENT D.....	19%
DON'T KNOW/REFUSED.....	2%

A) Your monthly expenses are exceeding your income;

B) You are meeting your monthly expenses but are putting aside little or no savings;

C) You are managing comfortably while putting some money aside;

D) Managing very well?

51. Gender.

MALE.....	49%
FEMALE.....	51%

52. Region of City.

NE.....	25%
NW.....	25%
SE.....	25%
SW.....	25%