



To: Mayor and City Council

Agenda Item #: VIII. B.

From: Bill Neuendorf
Economic Development Manager

Action
Discussion
Information

Date: April 7, 2015

Subject: Grandview Former Public Works Site
Discovery Phase Update

Action Requested:

No action. Discussion only.

Background:

During the Exploration Phase, hundreds of suggestions and comments were collected from interested stakeholders. Each of these comments is being considered as the design team prepares options for the site. After four months of exploring possibilities for the City's former Public Works site, the design team prepared three preliminary concepts to illustrate how a variety of public and private components could work together on the 3.3 acre site. Each scenario incorporates a mixture of public and private uses.

A public meeting to present and solicit input on these preliminary concepts was held on March 11, 2015. Approximately 100 residents attended the meeting to provide input on the initial concepts and to raise concerns and suggestions about the site and the process. It should be noted that the each of the preliminary concepts shared with the public are truly preliminary. Each concept was presented in the early stage of design and were shared with the public to collect additional preferences that could be addressed in the final design.

All materials used at the public meeting, including a compilation of comments received has been posted on www.edinamn.gov/grandview. Some residents asked specific questions about the preliminary concepts but the design has not yet progressed to the level of detail where all questions can be answered. It should be noted that several residents in attendance preferred that the City use the entire site for public purposes and abandon the design of a mixed-use (public/private) project for the site. Other participants encouraged the City to continue on the path envisioned in the 2012 Grandview Development Framework.

Attachments:

Discussion points
Four themes for Community Uses from March 11th
Updated draft site scenarios

Discussion Points

1) Preliminary Scenarios

The participants at the March 11th public meeting offered several suggestions and raised concerns to improve the preliminary concepts. Some elements of each concept were clearly supported while others were clearly not, although an overwhelming preference for one of the three concepts did not emerge.

The scenarios continue to be refined based on the public input and preliminary market feasibility study. Updated scenarios are attached. Based on the input received, the size of the indoor civic space has been increased. The size of the outdoor public plazas has also been increased. The placement of the individual use components has been re-arranged based on suggestions. As requested, the final site design will include improvements intended for pedestrians, bicyclists and drivers. As suggested by many participants, improvements to adjacent portions of Eden Ave. and Arcadia Ave. will also be incorporated into the final design.

In the weeks ahead, these concepts will continue to be refined to include more detail, including cost estimates and fiscal impacts of each.

- It would be helpful to know whether the Council supports any one of these revised concepts more than the others.
- It would also be helpful to know whether the Council suggests that any of the concepts be eliminated and whether any additional scenarios should be added.

2) Programming of Civic Space

There are distinct groups of community supporters for four types of community programming for the new community space. To date, the design team has used the term “civic” to identify these potential public uses. Descriptions of the most popularly requested community spaces are attached. In no particular order, the four recurring themes are:

- Arts & Culture Center (to replace existing Edina Art Center),
- Performing Arts, Culture & History Center (to replace and expand Edina Art Center)
- Multigenerational Community Center (to supplement existing community facilities)
- Fitness & Wellness Center (to create a new type of City facility)

The Discovery Phase yielded continued support for each of these types of facilities. Unfortunately, the 3.3 acre site cannot accommodate every type of community use suggested.

- Direction from the City Council will be essential to select the type of programming to be pursued on this site.
- It would be helpful to know whether any of the four community themes should be removed from consideration.
- It would also be helpful to know whether any community themes not previously identified should be considered for this site.
- Please advise what type of additional information, if any, is helpful to allow City Council to select the programming functions for the new community space.

3) Use of City Facilities

Based on the four potential community uses identified above, alternates have been prepared to consider how the use of new and existing City-owned facilities should be arranged. These alternatives are described below.

Alternate One

- Construct new multi-purpose, multi-generational community center at Public Works site
- Move Senior Center functions to new building
- Add new programming for other age groups and interest groups to new building
- Move Art Center to existing Senior Center
- Raze existing Art Center facility

Alternate Two

- Construct new multi-purpose, multi-generational community center at Public Works site
- Move Senior Center functions to new building
- Consider lease existing Senior Center to new user
- Add new programming for other age groups and interest groups to new building
- Move Art Center to new building
- Raze existing Art Center facility

Alternate Three

- Construct new Arts & Culture Facility at Public Works site
 - With or without Performing Arts
- Move existing Art Center to new building
- Raze existing Art Center facility

Alternate Four

- Construct new Community Fitness/Wellness Center at Public Works site
 - Consider engaging private or non-profit partner to operate facility
- Maintain existing Art Center as-is
- Maintain existing Senior Center as-is

- It would be helpful to know if the Council has a preference for any of these alternates.
- It would also be helpful to identify other alternatives that should be considered.

4) Prioritization of Public Goals: housing, environmental efficiency and multi-modal transit

The City of Edina has defined goals regarding environmental efficiency, affordably-priced housing and multi-modal transportation (aka park-n-ride facility). These goals are articulated in the Comprehensive Plan and other guiding documents. Several commissions and advisory teams have worked to refine these goals and continue to pursue their implementation. Unfortunately, it may not be possible to satisfy each of these goals simultaneously while delivering a successful project on this site.

- Recognizing that each of these goals is desirable, how does the City Council suggest they be prioritized if only one or two of these can be readily incorporated into the site?

5) Funding

The design team is frequently asked about the long-term ownership or control of the site. While it is too early to define exact details of ownership, it is likely that the City will consider selling or leasing a portion of the site to or from the future developer. This sale or lease will help pay for the costs of a new public facility and site infrastructure and will simplify the financing of the private elements. The development partner prefers a sale of a portion of the site since a long-term lease could impact the ability to finance the private building.

It is also likely that the City will retain control of a significant portion of the site through direct ownership or by easement and access rights to be spelled out in a future redevelopment agreement.

Due to the blighted nature of the site, the creation of a new TIF Redevelopment District is envisioned to help fund public improvements and infrastructure in and around the site, as well as other eligible costs identified in state law.

- Does the City Council have opposition or concerns about any of these funding strategies.

Additional direction from the City Council is helpful as the design team continues to revise and refine the preliminary concepts. City staff and members from the Frauenshuh team will be attendance to answer any questions you may have and to discuss any of these topics.

Arts & Culture Center



Performing Arts, Culture & History 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

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

Multi Generation Community Center



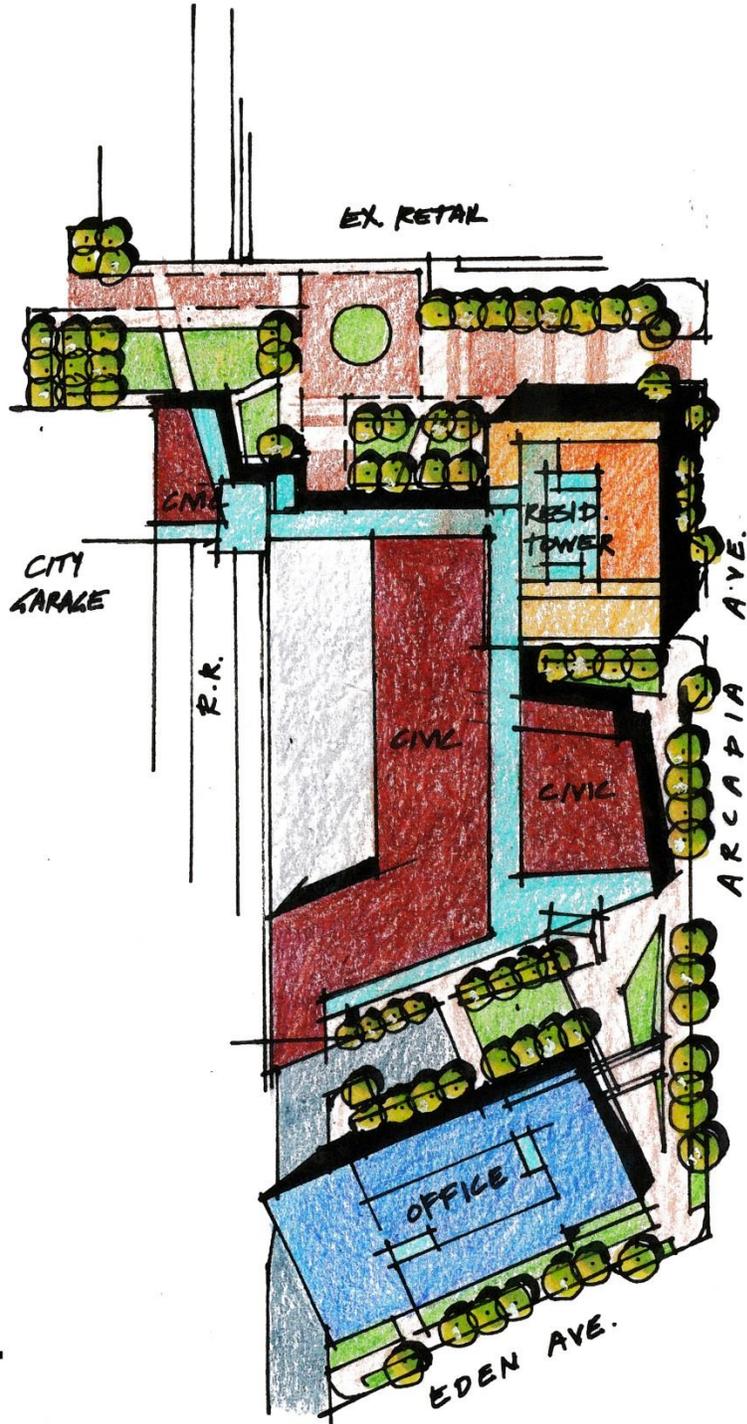
Typical Size & Program Elements	10,000 to 20,000 square feet on 1 or 2 levels. Flexible space that can be used for a variety of community needs as needed, gallery space, history exhibit, 10-20 person meeting rooms, multi-purpose room for 100-200 people, all-ages programming for fitness, education, teens, & 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



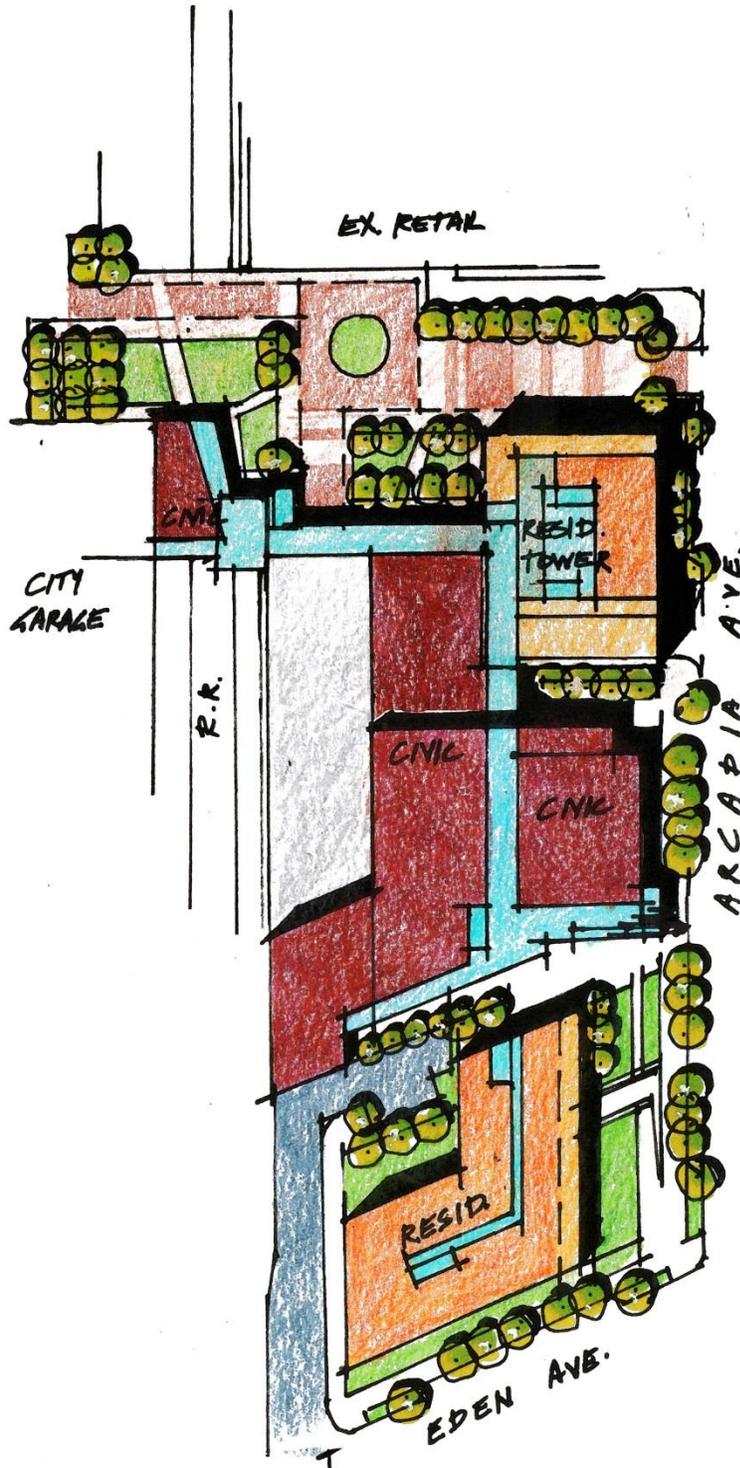
Typical Size & Program Elements	20,000 to 60,000 square feet on 1 or 2 levels. Indoor multi-purpose court, cardio equipment, strength training, weight room, multiple rooms for fitness classes, indoor walking loop, lap pool, locker rooms.
Competitive Landscape	High – Six existing full-service fitness 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

PRELIMINARY CONCEPTS FOR COUNCIL CONSIDERATION - CONCEPT I
APRIL 7, 2015



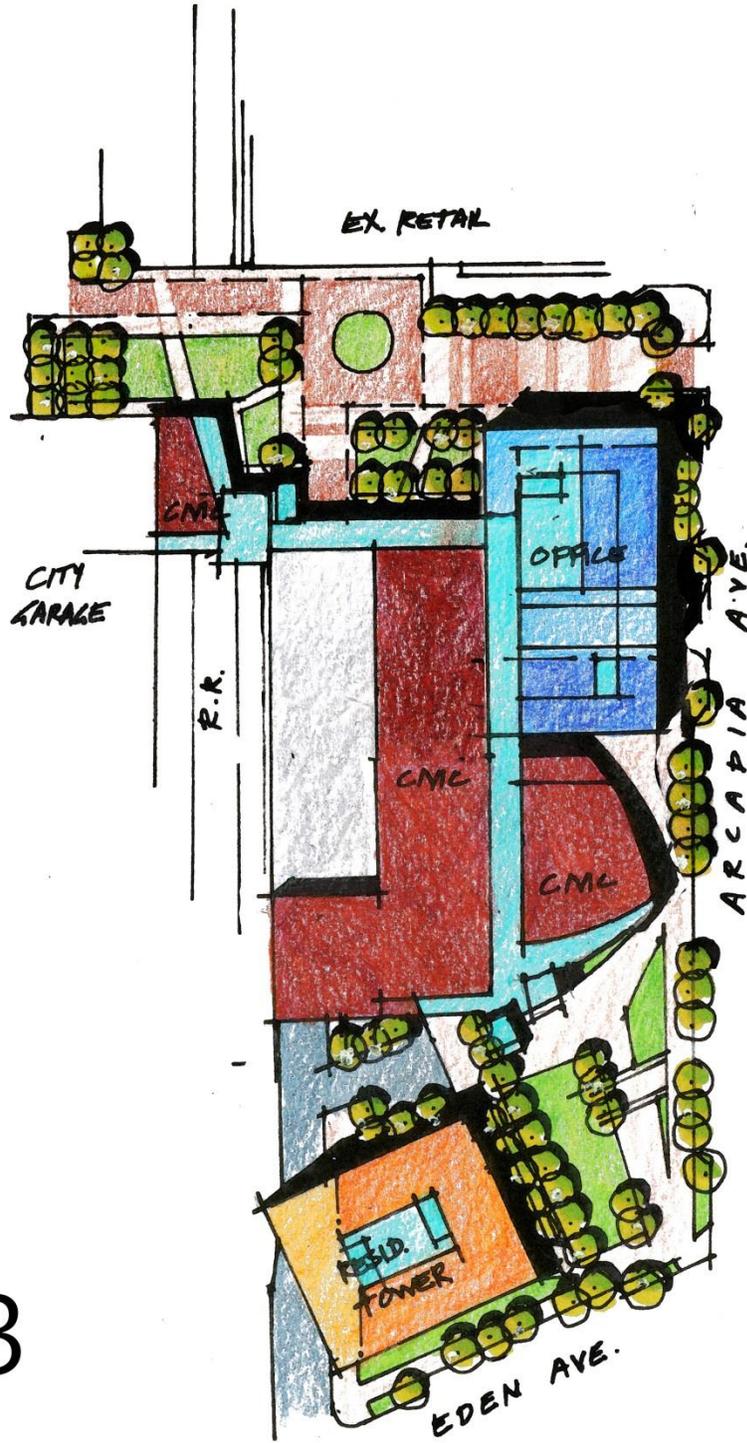
#1

PRELIMINARY CONCEPTS FOR COUNCIL CONSIDERATION - CONCEPT 2
APRIL 7, 2015



#2

PRELIMINARY CONCEPTS FOR COUNCIL CONSIDERATION - CONCEPT 3
APRIL 7, 2015



#3