



To: City Council

Agenda Item #: IV. I. K.

From: Karen M. Kurt

Action

Discussion

Date: June 3, 2014

Information

Subject: Request for Information for Consulting Services for Small Area Planning Process at Wooddale Avenue and Valley View Road

Action Requested:

Approve Request for Information for Consulting Services for small area planning process at Wooddale Avenue and Valley View Road.

Information / Background:

To begin the small area planning process at Wooddale Avenue and Valley View Road (hereafter referred to as WVV), staff has worked with the Planning Commission to prepare two documents:

- *Request for Information for Consulting Services* – defines the role, scope of work and anticipated timeline for consulting firms to use in submitting consulting service proposals to the City. Staff along with Commissioners Forrest and Lee will screen the proposals and likely forward two finalists to the Small Area Planning Team for selection. The RFI has been reviewed by the Planning Commission and their comments have been incorporated into the attached document for Council approval.
- *Small Area Planning Team Charter* – defines the role, expectations and anticipated membership for a citizen group assisting with the process. This charter was approved by the Planning Commission at their last meeting.

A community kickoff meeting is scheduled for June 18 to introduce the project and recruit Small Area Planning Team Members. Most of the community engagement activities related to the WVV small area planning effort are anticipated to take place during the month of October, with the goal of final plan approval in January or February of 2015.

The *Request for Information for Consulting Services* and *Small Area Planning Team Charter* were created from a draft Small Area Plan Guidebook prepared by staff. The goal is to test and refine the guidebook during the WVV small area plan process before bringing it to the Planning Commission for review and potential adoption.

Attachments: *Request for Information for Consulting Services* and *Small Area Planning Team Charter*

City of Edina, Minnesota

Wooddale/Valley View Small Area Plan

Request for Information for Consulting Services



Overview

The Wooddale/Valley View area is roughly 11 acres in size; land uses include a small retail shopping center, gas station, office/retail buildings, apartment buildings and townhomes. The site is intersected by two collector roadways, Wooddale Avenue and Valley View Road. There are three acres of wetlands along the south side of the area; all other areas are bounded by single-family residential homes. With the exception of the office retail building at the northeast corner of Valley View and Wooddale, which was recently remodeled/renovated, buildings in this area are generally older and have experienced limited remodeling or renovation.



Small Area Plan Process

A successful small area plan is the result of an extended effort by a number of parties. In Edina, key contributors to the process include the City Council, Planning Commission, Small Area Planning Team, staff and the consulting organization. Consultants can expect to work extensively with the Small Area Planning Team which will include representatives from both the Planning Commission and neighborhood stakeholders, as well as a staff liaison. A summary of the respective roles of each party is outlined in the diagram below.



Consultant Scope of Work

Consultants will be responsible for the following activities during the small area planning process:

- Developing a current area profile that includes demographics, physical conditions, land use/zoning and other pertinent information; also projecting population, demographic, economic and environmental trends for the future,
- Working with the Small Area Planning Team to develop a community engagement plan,
- Leading or assisting with the implementation of the community engagement plan,

- Identifying issues or conflicts and potential options for consideration by the Small Area Planning Team,
- Drafting the small area plan document, and
- Providing feedback on the draft Small Area Plan Guidebook

The Community Engagement Plan should generate the following small area plan components:

Values, Trends and Assessments	A SWOT-type analysis should be done to determine strengths, weaknesses, opportunities and threats. In addition, strongly-held community values should be identified.
Visioning and Issue Identification	Descriptive end-states or visions of what the community wants for the future. Fundamental conflicts or key challenges should also be identified and discussed.
Strategy Formulation	Major programs, initiatives or actions should be identified to address key issues, including land use, and to move the community towards its shared vision. The strategy should assign accountability and a timeframe for action steps.

The small area plan document should follow the same general outline as Edina’s Comprehensive Plan. Content would include (as applicable):

- Introduction
- Vision, Goals and Objectives
- Neighborhood Profile
- Land Use and Community Design
- Housing
- Heritage Preservation
- Transportation
- Water Resource Management
- Parks
- Energy and Environment
- Community Services and Facilities
- Implementation Plan

Within each chapter, the following information should be summarized:

- General background information, including current conditions
- Trends and challenges
- Specific goals and tactics to reach the goal.

While the goal is to follow a common format to promote alignment with the comprehensive plan, there is flexibility to add information or topics based on specific community concerns, needs or interests.

Timeline

The City is anticipating a six-month timeframe for the project. However, the project may extend to February if public review of the draft plan cannot be completed prior to December 15.

Kickoff Meeting	June
Identify Planning Team and Consultant	July
Develop Work Plan and Prepare for Engagement	Aug-Sept
Public Input Meetings	Oct
Develop and Review Draft Plan	Nov-Dec
Planning Commission Review	Jan
City Council Review	Jan

Response Guidelines and Deadline

Interested consultants should forward the following information (no more than 6 pages) for consideration:

- 1) Brief description of proposed approach to the project,
- 2) Description of innovative community engagement techniques successfully used in the past,
- 3) A summary of any information or support you anticipate needing from staff beyond what has been described in the proceeding diagram,
- 4) A summary of what you believe differentiates you from other peers in the field,
- 5) Examples of past similar projects, including links to final work products,
- 6) Brief biographies of any staff who would directly engage with City staff or residents, and
- 7) Anticipated cost and timeline of the project.

Responses and/or questions related to the RFI should be directed to Karen Kurt, Assistant City Manager at 952.826.0415 or kkurt@edinamn.gov. **Responses are due by 4:30pm on June 27, 2014.** City staff will screen and select two consultants to be interviewed by the Small Area Planning Team based on the perceived match between the information provided and the City's project needs. Interviews with the Small Area Planning Team are anticipated to take place during the month of July.

City of Edina, Minnesota

Wooddale and Valley View Small Area Plan

Small Area Planning Team Charter

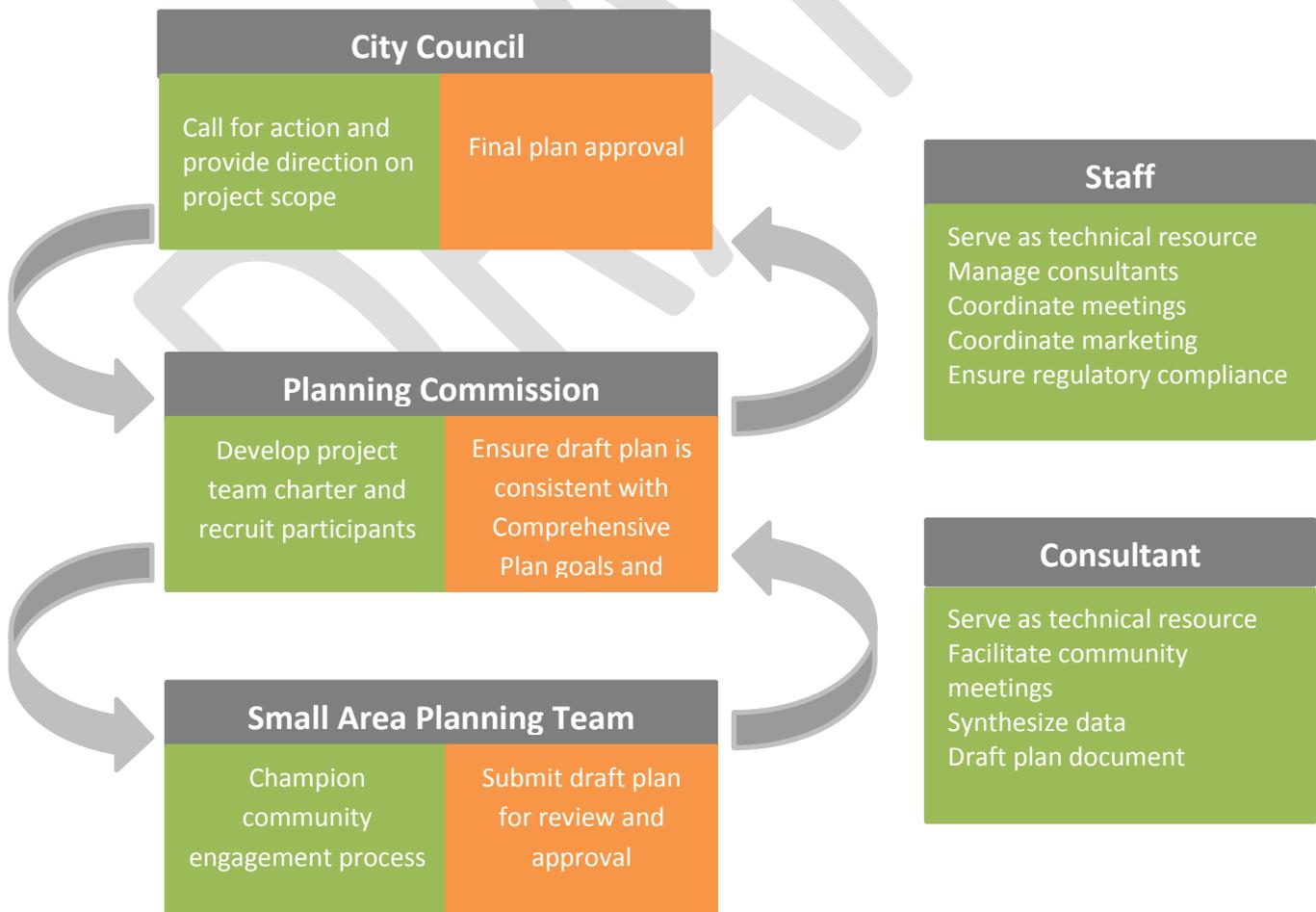


Project Overview

The Small Area Planning Team will assist with the development of a small area plan for the Wooddale and Valley View commercial area. Small area plans provide guidance on land use, transportation, housing, environmental protection and park/natural spaces within a specific geographic area. Ultimately the goal of a small area plan is to improve the quality of life within the geographic area, while meeting greater goals outlined in the City’s Comprehensive Plan. Small area plans outline a community vision intended that is intended to be implemented over an extended period of time as opportunities arise. Small area plans do not guarantee that what, when or how redevelopment will occur.

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Small Area Planning Team Membership

The Small Area Planning Team serves as a Working Group of the Planning Commission. As a working group, a planning commissioner serves as the chair or co-chair of the Small Area Planning Team. The proposed Planning Team membership for this project is:

- Two planning commissioners
- Approximately four neighborhood residents
- Approximately two property or business owners

Actual membership may vary depending on the volunteer applications received. It is desirable that that one member be a member of, and serve as a liaison to, the Concord Neighborhood Association. The Planning Commission will approve the team members. If there are more volunteers than spots available, it will be the responsibility of the Planning Commission to select the members of the working group. This may be done through the review of applications or interviews.

Member Responsibilities

Planning Team members should be committed to advocating for the process over individual preferences. Members of the Planning Team have the following responsibilities:

- Advise on the best methods to achieve public participation and champions the project with the local area
- Work with consultant and staff to develop project work plan
- Identify and engage neighborhood stakeholders
- Help to identify issues and concerns in the area
- May lead or assist with the coordination and facilitation of public meetings
- Clarify themes from information gathered during the public input process and ensure that plan reflects those themes
- Brainstorm solutions when conflicts exist between neighborhood goals and larger community goals
- Present updates to planning commission after the public participation is completed and when then the draft plan is finished
- Ensure that projects remains on schedule

While hours may vary throughout the project, members should anticipate a time commitment of 4-8 hours a month with the most intensive work occurring during the month of October.

Project Timeline

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Application Information

Individuals interesting in serving on the Small Area Planning Team should complete a brief application by June 25. The application can be found at:

To stay abreast of the project, residents and businesses are encouraged to sign up for the Wooddale Valley View CityExtra list: