



**To:** Mayor and Council

**Agenda Item #:** V. C.

**From:** Jordan Gilgenbach, Communications Coordinator

**Action**

**Date:** June 17, 2015

**Discussion**

**Information**

**Subject:** "Speak Up, Edina" Report

### **Action Requested:**

Receive report on May 2015 "Speak Up, Edina" discussion about Edina's commercial areas.

### **Information / Background:**

Since June 2012, the City of Edina has used the online engagement website, [www.SpeakUpEdina.org](http://www.SpeakUpEdina.org), to collect ideas and opinions from residents. One of the City Council's six strategic priorities for 2014-2015 is Communication and Engagement: "To clearly understand community needs, expectations and opinions, the City will consistently seek the input of a broad range of stakeholders in meaningful and interactive communication." A goal of that is to host a monthly discussion on [www.SpeakUpEdina.org](http://www.SpeakUpEdina.org).

In May 2015, the discussion topic centered on Edina's commercial areas. Thriving business clusters of all types dot the City. Major commercial shopping nodes include 50th & France, Edina's downtown; the greater Southdale area, which includes Southdale Center, the nation's first fully enclosed and climate-controlled shopping mall, Galleria and Centennial Lakes Plaza; 44th & France; 70th & Cahill; Wooddale/Valley View and Highway 169 at Bren Road and Lincoln Drive. One of the City's goals is to create a diverse and dynamic economy through the development of new businesses and the improvement of existing businesses. In this discussion, the City posed the following questions:

- What types of businesses, if any, should the City work to recruit?
- What do you like best about your neighborhood commercial area and how could it be improved?
- What neighborhood commercial area could use attention?

The discussion was open for comments between May 1 and June 1. During that time, 49 comments were made. Additionally, 915 users visited the site 1,231 times, garnering 4,358 page views. Note, during this same period, a discussion on the Redevelopment of the Former Public Works Site was also active. All commenters in this discussion were from Edina.

Attached are the comments for the discussion.

## Edina's Commercial Areas

Closed Jun 01, 2015 · Discussion · 22 Participants · 3 Topics · 49 Answers · 13 Replies · 31 Votes

22

PARTICIPANTS

3

TOPICS

49

ANSWERS

13

REPLIES

31

VOTES

### SUMMARY OF TOPICS

#### ATTENTION NEEDED

 14 Answers · 5 Replies

What neighborhood commercial area could use&nbsp;attention?

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· Citizen · (Postal Code: unknown) · May 03, 2015 10:46 pm

 0 Votes

50th and France continues to absorb the most attention. Grandview and Southdale need attention and investment as urban neighborhoods with sidewalks and residential spaces that are affordable to young people and for workforce housing, with retail appropriate for those who live nearby.

#### Response:

· Citizen · (Postal Code: unknown) · May 12, 2015 9:56 am

Those areas are not going to be the impetus for attracting more residents. The areas you mention Joel have lovely sidewalks, grocery stores and all that is needed for those residents. Southdale is a commercial area such as Ridgedale and the MOA- do not try to make it something else. It is in dire need of a strong exciting anchor tenant to make it vibrant. Taxpayer money should be spent on not the latest fad of the day but on making what we have extraordinary before we tackle new projects and ignore what we have.

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· Citizen · (Postal Code: unknown) · May 12, 2015 9:49 am

 4 Votes

50th and France receives not enough attention....streets and ramps are dirty and not well maintained- it should be the crown jewel of a city. Downtowns make a city vibrant. Thank goodness for the movie theatre and outdoor restaurants that add some charm. Please keep this treasure cleaner and add more charm with nicer landscaping that is well maintained and seasonal decor that makes a statement. Look at what other cities are doing to create and maintain their beautiful downtowns.

#### Response:

· Citizen · (Postal Code: unknown) · May 29, 2015 5:29 pm

I think 50th & France is great. I would agree the ramps could be a bit cleaner. Can't imagine what else needs to be done there.

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· Citizen · (Postal Code: unknown) · May 12, 2015 10:00 am

👍 2 Votes

Absolutely agree with Ms Bean! Of course, 50th and France are important to me because of my living nearby, just as other areas (see Mr Stegner's comments) are important to folks living near them. I will add this: I lived many years in the NE part of the metro, and made my long treks to this area because of the unique features of 50th and France. Don't spend too much time and money developing new areas at the expense of Edina's treasured gems.

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· Citizen · (Postal Code: unknown) · May 17, 2015 4:10 pm

👍 6 Votes

70th and Cahill could use an update, but make sure to find a way to preserve long term tenants in the process!

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· Citizen · (Postal Code: unknown) · May 26, 2015 4:53 pm

👍 2 Votes

Yes Lonni! 70th and Cahill is frankly embarrassing and those of us in the SW quadrant of the city are quite a ways away from both Southdale and 50th & France. Although that I agree we'd want to give the long term tenants first crack at staying put, it should be competitive. Given the nearby demographic, I have to imagine there are lots of opportunity to enhance the district with a some infrastructure improvements or other economic incentives. I've also always been curious as to why industrial tenants like Waldorf Nevens and Xcel Energy still have facilities smack in the middle of a residential area. I realize there is more commercial to the south but the 70th corridor at Cahill should support the local neighborhoods with retail, restaurants, etc.

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· Citizen · (Postal Code: unknown) · May 29, 2015 3:15 pm

👍 2 Votes

And Grandview? The shopping is good, but getting in and out of the parking lot is nerve wracking. A traffic flow re design with consideration for safety of cars, walkers and bikers.

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· Citizen · (Postal Code: unknown) · May 29, 2015 3:20 pm

👍 2 Votes

I strongly agree with Lonni and Tony.  
Please start to focus of the SW side of Edina and support our neighborhoods with retail, restaurants, updated parks etc...  
There's so much that can be done with the 70th and Cahill area. It's embarrassing that this area continues to be overlooked.

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· Citizen · (Postal Code: unknown) · May 29, 2015 4:56 pm

👍 0 Votes

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We're proud that Public Art Edina adds a wonderful flair to 50th & France, Grandview and The Promenade. The areas that need attention where I live near Centennial Lakes are the roads with numerous potholes. Time for total resurfacing of Edinborough Way and American Boulevard.

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· Citizen · (Postal Code: unknown) · May 29, 2015 8:37 pm

👍 1 Votes

Wooddale and Valley View obviously needs attention. I think it could support another restaurant as long as it's significantly different than Snuffy's - a mom and pop ethnic place could work well there, like a Thai place or a Greek/Mediterranean cafe. Maybe redevelop the parking lot / store frontage area with some wider walkways and greenspace to make it pleasant for some patio dining setup in summer. I think it might be challenging to get a strong tenant mix at that location but with some interesting tenants the area certainly has the local residential traffic to support it. It should definitely be focused on the needs of the immediate community - it's not going to draw from too far away with all of the other, larger areas nearby. The thing that seems to do best in that area (actually a block away) is the ice cream shop. We bike there often, it's usually crowded, and a good percentage of the business comes in on bike or foot.

### RECRUITING

🗨️ 25 Answers · 7 Replies

What types of businesses, if any, the City should work to recruit?

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· Citizen · (Postal Code: unknown) · May 03, 2015 10:35 pm

👍 3 Votes

Technology based stArt up companies with the a high concentration of highly creative young people, who will be the next generation of civic leaders. Subsidiaries of international companies, remaking the community's place for highly creative young people from other countries (see the pattern).

A place for highly talented young attorneys who want to start growing specialty law firms, in cutting end law topics, including international law.

In other words, anyone with ambition and a new idea that needs venture capital.

#### Response:

· Citizen · (Postal Code: unknown) · May 12, 2015 9:55 am

I have a bias here as I'm trying to get a tech/financial business going, but j feel Joel is 100% correct. If there's any outreach for tech companies currently I'm not sure how I'd get involved.

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· Citizen · (Postal Code: unknown) · May 07, 2015 1:03 am

👍 0 Votes

Edina continues to do a rip-roaring amount of new construction and home renovation. Wouldn't it be more efficient to have store(s) supplying building materials in our community?

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· Citizen · (Postal Code: unknown) · May 07, 2015 2:01 am

👍 3 Votes

A company that can deliver super-high-speed Internet service!

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· Citizen · (Postal Code: unknown) · May 12, 2015 9:43 am

👍 0 Votes

Technology companies.. Microsoft is already in(!!!) :-)

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· Citizen · (Postal Code: unknown) · May 12, 2015 10:58 am

👍 2 Votes

The technology push is a great idea, while I don't think Microsoft or Seagate are really re-inventing themselves or cutting edge design firms and creative hotbeds would be great (or companies like Telsa, Apple, or Google, IDEO who do seem to always be innovating). While high-tech manufacturing in the US isn't viable, perhapes 3-D printing based manufacturing, creative hubs is a great start. However, injecting new ideas into the area would have a far greater impact. Creativing ideas hotbeds, like start up hubs are great for this. But recruiting organizations like the Biomimicry University, or the Singular University, or Rocky Mountain Institute or other forward thinking organizations to perhaps have remote campasses, may potentially slow the braindrain the Midwest generally loses to the coasts.

Why not start some Vertical Farming to protect our food supply like gaint vertical farms while reducing the travel distance to table. Or at least eleminate wasteful lawns and rather grow food on them, or switch them to polycultures and permacultural strains to reduce water use and chemical use, rather then the current love of the carbon negative lawns kept green with a chemical soup wasting water, nitrogen based fertiziers and land.

Protect the environment and safegard the grid, by pushing for solar adoption on rooftops, bike pathes, and unused lands for smartly planned Community Solar Projects(with large scale battery backups), to protect and feed into the grid to locally stabilize it.

Or communities or areas of net-zero Micro housing rather than most of the city trying to one up each other on how large and wasteful their homes can be built and seeing how wasteful land and housing can be built ie the current model.

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· Citizen · (Postal Code: unknown) · May 17, 2015 4:07 pm

👍 1 Votes

Edina has done a good job having a variety of businesses which really helps our "bottom line". Variety should be the key to the future. Restaurants are great but they can't thrive if there aren't plenty of other businesses as well.

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· Citizen · (Postal Code: unknown) · May 26, 2015 4:42 pm

👍 7 Votes

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I'd like to see some ethnic restaurants in Edina. I'm glad there is a sushi restaurant - Nakamori. I wish we had Thai, Indian, Vietnamese, Middle Eastern, etc. I get so tired of the chain restaurants.

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· Citizen · (Postal Code: unknown) · May 26, 2015 4:52 pm

👍 2 Votes

I'll chime in again to suggest that Edina strive to make it very immigrant friendly. Countries like China, India and Brazil are thriving and to the degree we attract immigrants with connections in those kinds of countries, we will get better connected to the global economy. Edina is know for its championships, but one area within the school of special interest is robotics - and the integration of designed support systems for people to compensate for their frailties - mobility, memory loss, sight, hearing, balance, etc. If we have a world-class robotics program at our high school, some of those bright minds might end up coming back and creating a new kind of technology node,, The same could be said for 3D printing of body organs. If we recruit U of M research doctors to live in Edina, it would be very convenient for them to commercialize their produces here.

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· Citizen · (Postal Code: unknown) · May 27, 2015 12:33 am

👍 5 Votes

Edina could use a bike store. With the loss of Edina Cycle on Valleyview a few years ago the closest full service bike store is in Richfield or SLP. The bike industry is booming and nobody seems to want to open a store in Edina which would be a good market. The last bike I bought was at a store in EP.

### Response:

· Citizen · (Postal Code: unknown) · May 29, 2015 5:13 pm

I agree, biking doesn't appear to be just a trend which is going away. We would also need more bike friendly roads for getting around. Try biking from from north of Hwy 62 to Southdale or where all the action is? Treacherous at the very least.

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· Citizen · (Postal Code: unknown) · May 29, 2015 3:01 pm

👍 3 Votes

Because we are highly regarded as a coveted and ideal place to live, we, as a community, have traditionally and appropriately held that the protection of neighborhoods and residential assets, should be the City's primary responsibility. It is quite apparent that residents have clearly and continuously spoken against, commercial density and development. Why, then, does Council persist in making our tax payer's resources available, cloaked in the form of developer incentives? TIF funds ( tax incentive financing) and other special treatments are also provided, by blatantly ignoring the City Comprehensive Plan, specifically designed, to protect residential communities against height and density and is currently amended time after time, to enable Council to alter the original document by providing PUD (spot zoning) favors? Where is the tipping point, at which, the out of control and unwanted development and density continue to infringe, deteriorate and depreciate our highly regarded and cherished residential community? Would the members of Council who would like any of these major developments next door to them, please stand up. I'm sure with the appropriate developer incentives and PUD's being handed out right and left, you, too, could be

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accommodated.

### Response:

· Citizen · (Postal Code: unknown) · May 29, 2015 5:30 pm  
I can only assume one thing when the city has continuously ignored the will of the people...kickbacks!

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· Citizen · (Postal Code: unknown) · May 29, 2015 3:24 pm

👍 3 Votes

I eat out a lot and would like to see some lower cost, mom & pop restaurants. Bloomington is more attractive to me for places to eat, but I'd rather not drive there when I can stay close to home. Some of the new development is going to raise the overhead for some smaller restaurants.

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· Citizen · (Postal Code: unknown) · May 29, 2015 4:30 pm

👍 2 Votes

I believe a place to get coffee at Wooddale and Valley View may do well. The line to get coffee at Starbucks off Vernon and 100 is crazy!

### Response:

· Citizen · (Postal Code: unknown) · May 29, 2015 5:15 pm  
New drive-through on France Ave Starbucks is an option, usually also pretty busy.

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· Citizen · (Postal Code: unknown) · May 29, 2015 5:04 pm

👍 2 Votes

Today's front page Star Tribune article "Green light for big solar project", a \$250 million Aurora Solar Project by Edina-based Geronismo Energy was exciting to read.

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· Citizen · (Postal Code: unknown) · May 29, 2015 8:20 pm

👍 2 Votes

Really good ideas in this thread. I also would love to see an increase in ethnic restaurants, I feel like I have to travel back into the city or to other suburbs to get good ethnic food of just about any sort. Also, I would definitely patronize an Edina bike shop. Lacking one in Edina, I just bought my new bike in SLP.

Finally, I would be a regular if there were a good coffee shop at Wooddale and Valley View. Not Starbucks, we have enough of those. Putting a Starbucks into Jerry's almost right next to an existing Starbucks was a missed opportunity for some coffee diversity. We now have seven Starbucks - Jerry's, Vernon, 50th and France, Target, France Ave., Southdale, and the Galleria (did I miss any?)

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· Citizen · (Postal Code: unknown) · May 31, 2015 11:13 pm

 0 Votes

I would like to see the valley view road and wooddale strip mall add an organic restaurant or at least something semi healthy. some family friendly place would be nice.

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· Citizen · (Postal Code: unknown) · May 31, 2015 11:15 pm

 0 Votes

One thing I couldn't find much of in Edina that I searched and searched for was a high end daycare that serves organic food. There is a huge gap there. Jardin Magico was all I could find and it had a year waiting list, so obviously the business would do well.

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· Citizen · (Postal Code: unknown) · May 31, 2015 11:17 pm

 0 Votes

I second a bike shop in Edina and also an indian restaurant please!

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· Citizen · (Postal Code: unknown) · May 31, 2015 11:18 pm

 0 Votes

I would like to add one more idea which I would just love so see one more drive through coffee place, it's so nice not to get out of your car in Minnesota winters.

### COMMERCIAL NODES

 10 Answers · 1 Replies

What do you like best about your neighborhood commercial area and how it could be improved?

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· Citizen · (Postal Code: unknown) · May 03, 2015 10:41 pm

 6 Votes

I live close to Southdale (in the Colony development) but am unable to safely walk there. The City needs to consider that neighborhood an urban neighborhood with high density where you can walk to the store. Pretending that it will continue to thrive only based on people driving there, when with new residential so many can and should walk will not end well.

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· Citizen · (Postal Code: unknown) · May 12, 2015 9:44 am

 3 Votes

The city should pay more attention to its downtown. The newly painted ramps and the ramp stairwells are dirty- loaded with cigarettes. The stairwells are disgusting. Not a good first impression to Edina. The downtown sidewalks are dirty. Time to concentrate on a beautiful downtown that attracts people to its businesses and also attracts people to Edina. This should be our jewel to show to all Minnesotans- our Edina downtown. Also good for the residents of Edina.

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### Response:

· Citizen · (Postal Code: unknown) · May 29, 2015 5:16 pm  
Downtown? Where is that?

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· Citizen · (Postal Code: unknown) · May 12, 2015 9:54 am  
👍 3 Votes

Living near 50th and France, I love all that this mix of residential and commercial can bring to my life. It's a great mix of 'differing' enterprises that make up this area. I think that expanding other commercial zones across Edina is certainly worth talking about, but PLEASE remember to include the parking issues as part of this discussion. Parking in the 50th/France zone can sometimes be troublesome, and we have 3(!) ramps. I can't imagine how difficult it would be for residents in other areas if suddenly a bunch of businesses were added without dedicated parking being a part of any development.

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· Citizen · (Postal Code: unknown) · May 17, 2015 4:09 pm  
👍 5 Votes

I love our area of 70th and Cahill b/c of the variety of businesses. It does need updating, but I would hate to see some of the present tenants priced out as a result. I'm not sure how you make sure that long time services don't disappear in an upgrade.

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· Citizen · (Postal Code: unknown) · May 29, 2015 3:19 pm  
👍 3 Votes

I'd like to see some TLC at Valley View and and Wooddale

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· Citizen · (Postal Code: unknown) · May 29, 2015 3:29 pm  
👍 2 Votes

A lot of money was spent fixing up crosswalks on France Ave south of the crosstown. I would like to see some safer crossing areas from the west side of York near Southdale to the east side where Cub and other businesses are located. It's pretty dicey to cross even with the light at Hazelton.

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· Citizen · (Postal Code: unknown) · May 29, 2015 4:29 pm  
👍 2 Votes

I live near the intersection of Valley View road and Wooddale. I would love to see a small farmers market in the large parking lot of the strip mall. Maybe an occasional food truck...

There is a lot of traffic during rush hour, so maybe Friday afternoon-late evening would be a good time for this. I don't imagine this would be a huge investment and may only require permission and a fee to whoever owns the strip mall.  
Thanks

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· Citizen · (Postal Code: unknown) · May 29, 2015 4:58 pm  
👍 0 Votes

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We love living in Edina and like the public-private mix in the Centennial Lakes area and certainly support that at the proposed Grandview site. The 10th annual Public Art Edina sculptures exhibit which is in the process of installation adds great interest, art and culture in several areas of our city.

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· Citizen · (Postal Code: unknown) · May 29, 2015 5:25 pm

 0 Votes

I was really excited about all the France Ave upgrades near Southdale but they stopped short. Once you get to 65th street you have to start dodging cars and the sidewalk even dead ends on the east side. We live north of Hwy 62 and think the sidewalk improvements should go all the way across and up to 50th & France. Most of the sidewalks north of Hwy 62 are in disarray and forget about biking across the highway. Something about the northbound turn lane to Hwy 62 West could be part of that - people block the straight lanes blocking traffic which is going straight.