

**4416 Valley View Road  
Edina, Minnesota**



## **Request for Proposal for Redevelopment**

### **Responses Due August 5, 2016 (4:30 PM)**

The City of Edina, through the Edina Housing and Redevelopment Authority, seeks proposals to acquire and redevelop publicly-owned parcels located in the mixed-use neighborhood commercial district near Wooddale and Valleyview. The City is seeking a developer to deliver a project that complements the surrounding neighborhood and is successful in the marketplace.

### **Background**

The City of Edina / Edina Housing and Redevelopment Authority assembled the parcels more than ten years ago as part of a long-term redevelopment strategy for the neighborhood. The Edina Housing Foundation (EHF) owns a nearby vacant parcel located at 6120 Kellogg Ave. The EHF has offered to transfer ownership of their parcel to the Edina HRA so that it can potentially be included as part of a larger scale redevelopment project.

In 2015, the City completed a Small Area Plan with guidance from neighbors, business owners and planning experts. The ten guiding principles intended to shape future development in this neighborhood commercial area are summarized below:

#### **Ten Guiding Principles**

1. The area should be recognizable as a “place” and be visually attractive.
2. There should be places for people to spend leisure time, whether in commercial or public locations.
3. There should be businesses that provide services or goods desired in the neighborhood, including small offices.
4. Sites should be allowed to transition to housing from business use in response to the changing market demands.
5. Future buildings north of Valley View Road should be 1 to 3 stories tall, depending on their location relative to nearby single family housing.
6. Graceful transitions should be maintained from more active areas to quieter neighborhood streets immediately beyond the node.
7. Most residential parking should be in attached garages or under the building. Views to commercial parking should be softened by plantings, walls or fences.
8. Buildings should be located near the street sidewalk without intervening parking. There should be trees between the curb and sidewalk.
9. Walking, bicycling or catching the bus should be safe and comfortable. The area should be well-linked to the nearby neighborhoods.
10. The City should provide a land use plan, zoning regulations, design guidelines and public improvements that support the intentions of the property owners and the broader community while being sufficiently flexible to guide alternative idea.

## Site Information

Traffic volume on Valley View: 7,900 vehicles per day (2013)  
Parcel address: 4416 Valleyview Road  
Parcel I.D. Nos.: 19-028-24-43-0060 and -0061  
Parcel size: 0.25 acres (combined)  
Zoning Designation: PCD-4  
Site Conditions: The site was formerly used as an automobile service station and rental facility. While the extent is uncertain, there is likely to be some soil contamination. Information on MPCA Site 13187 is here: [http://cf.pca.state.mn.us/programs/tank\\_leak/siteDetail.cfm?id=13187&programInterest=LS](http://cf.pca.state.mn.us/programs/tank_leak/siteDetail.cfm?id=13187&programInterest=LS).

## Adjacent (EHF) Parcel Information

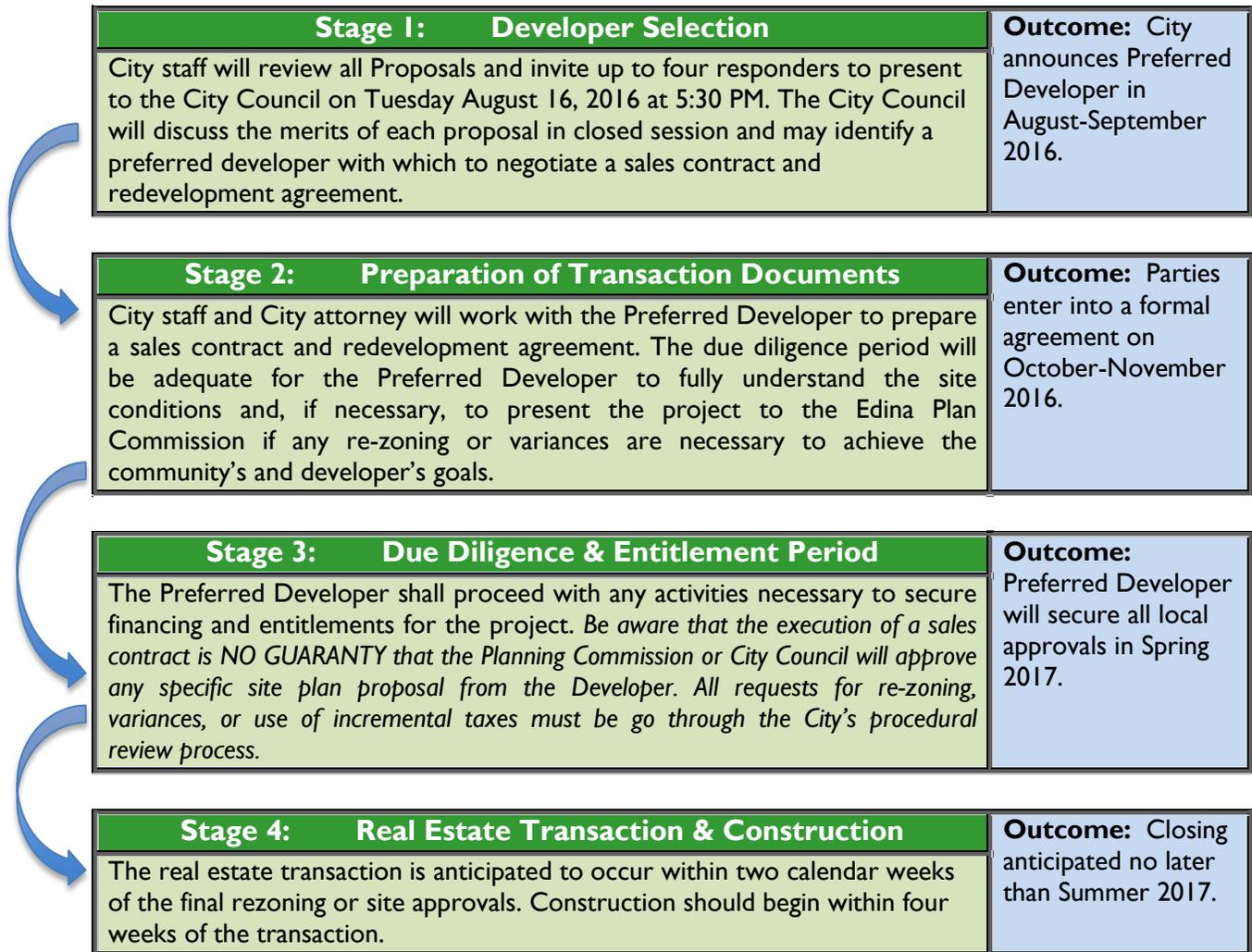
Parcel address: 6120 Kellogg Ave.  
Parcel I.D. No: 19-028-24-43-0058  
Parcel size: 0.15 acres  
Zoning Designation: R-1  
Site Conditions: The site was formerly occupied by a single-family home. It has been vacant for several for at least ten years.  
Estimated Market Value: \$260,000 to \$300,000

## Expectations of all Proposals

- 1) Compliance with Small Area Plan. See Excerpts in Appendix.
- 2) Re-use of the City-owned land must leverage additional private investment from the developer on adjacent or nearby parcels on Valley View Road or Kellogg Avenue.
- 3) Any proposal that includes new housing shall also include units that are affordably-priced to households earning no more than 60% of the Area Median Income.
- 4) Sidewalks (5-feet minimum) with landscaped boulevards (5-feet preferred) must be included on all impacted portions of Valley View Road and Kellogg Avenue.
- 5) The vacant land is expected to be sold for market-value. Land write-downs will only be considered if affordable housing units are included or if costs of public amenities, exterior finish materials or reduced height mandated by the Small Area Plan prevent a market return to the developer. Pro forma will be reviewed by City.
- 6) Developer is solely responsible, if necessary, to remediate any environmental contaminants to the satisfaction of the MN Pollution Control Agency or other regulating body.
- 7) The City will support and/or sponsor grant applications to outside agencies as deemed necessary by the Preferred Developer.

## Developer Selection and Approval Process

The City anticipates a multi-stage process to identify the preferred developer and issued required approvals to proceed with construction.



## Submission Requirements

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

- 1) Name, mailing address, telephone number, and email address of the primary contact person;
- 2) Identification of project team, including architect and contractor/construction manager;
- 3) Project list that identifies two or more completed projects of a similar nature or scale;
- 4) Brief narrative that describes the proposed project, how it incorporates the principles and goals of the Wooddale Valleyview Small Area Plan, its likely users, estimated start date, completion date, full-occupancy date and approximate development cost;

- 5) Proposed purchase price for the land;
- 6) Rationale for purchase price, if less than market value
- 7) Identification of other parcels which will be included in the overall development proposal;
- 8) Financial uses, including land acquisition, hard construction costs, and soft costs;
- 9) Financial sources, including equity, debt, and grants, if any;
- 10) If a financial gap exists, provide clarification regarding the gap and the need for a land write-down or the use of incremental taxes; developer fees and estimated profitability must be identified if a land write-down or use of incremental taxes is proposed;
- 11) Preliminary site plan;
- 12) Conceptual elevations, floor plans and renderings to illustrate the proposed project;
- 13) Identification of any variances or re-zoning requests anticipated; and
- 14) Any other information that is critical to the City's ability to evaluate the proposal.

Respondents are encouraged to be thorough, yet concise. Proposals should be limited to 10-pages. **Submission is due by 4:30pm on Friday August 5, 2016.** The Proposal must be submitted in electronic format (email or flash drive preferred) with 10 printed hard copies delivered to:

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

### **Selection**

All complete submittals will be evaluated by an ad-hoc selection team comprised of City staff likely to be engaged in the development planning process. Submittals will be evaluated on the following criteria:

- Satisfaction of principles and goals of Small Area Plan (up to 30 points)
- Assembly of adjacent or nearby parcels (up to 10 points)
- Anticipated growth in taxable value (up to 5 points)
- Creation of new commercial space (up to 10 points)
- Creation of new affordably-priced housing units (up to 10 points)
- Creation of new market rate housing units (up to 5 points)
- Creation of public plaza or similar public areas (up to 5 points)
- Below grade parking and screening of surface parking (up to 5 points)
- Reduce or minimize curb cuts and vehicle-pedestrian conflict points (up to 5 points)
- Capacity of team to complete project (up to 15 points)

Selected responders will be invited to give in-person presentations to the City Council tentatively scheduled on Tuesday August 16, 2016 at 5:30 PM. The City Council will discuss the merits in closed session and follow up with the preferred respondent. Preparation of a sales contract and redevelopment agreement is anticipated to begin immediately thereafter.

## Terms

This is a Request for Proposals and in no way obligates the responder to enter into a relationship with the City. Nor does this request obligate 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. The City further reserves the right, in its sole discretion, to cancel this Request for Proposal at any time for any reason. All costs associated with responding to this request will be solely at the responder's expense.

## Additional Information

In addition to this RFP, the Edina Zoning Code, Comprehensive Plan, Wooddale Valley View Small Area Plan and Affordable Housing Policy are available online at [www.EdinaMN.gov](http://www.EdinaMN.gov). Any addendum to this RFP will be posted on the City's website at least one week prior to the submittal deadline.

Questions about this Request for Proposal can be directed to Bill Neuendorf, Economic Development Manager at 952-826-0407 or [bneuendorf@edinamn.gov](mailto:bneuendorf@edinamn.gov). Responses will be provided and posted online to questions received before 4:30 PM on Friday July 29, 2016.

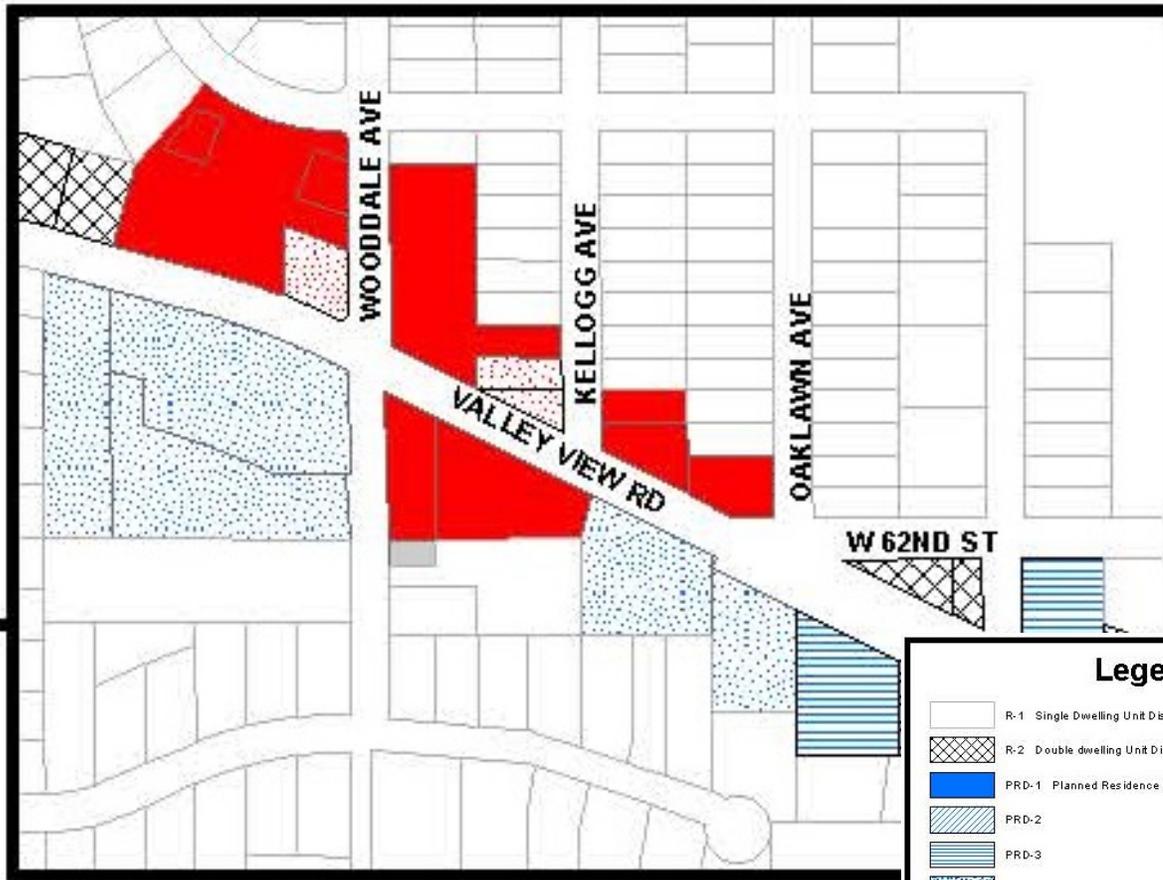


This Appendix contains excerpts from the City of Edina's Zoning Code and the recently approved Wooddale/Valleyview Small Area Plan. It also includes an environmental summary from MN Pollution Control Agency.

- The complete zoning code can be found here: [https://www2.municode.com/library/mn/edina/codes/code\\_of\\_ordinances](https://www2.municode.com/library/mn/edina/codes/code_of_ordinances)
- The full Small Area Plan can be found here: [http://edinamn.gov/edinfiles/files/City\\_Offices/Community\\_Development/Planning/WooddaleValleyViewSAP/Reports/WVVSAP\\_4-3-2015.pdf](http://edinamn.gov/edinfiles/files/City_Offices/Community_Development/Planning/WooddaleValleyViewSAP/Reports/WVVSAP_4-3-2015.pdf)
- The MPCA website may contain more information. [http://cf.pca.state.mn.us/programs/tank\\_leak/siteDetail.cfm?id=13187&programInterest=LS](http://cf.pca.state.mn.us/programs/tank_leak/siteDetail.cfm?id=13187&programInterest=LS)

# Zoning Map

## VALLEY VIEW & WOODDALE DETAIL



### Legend

	R-1 Single Dwelling Unit Dist.		Church
	R-2 Double dwelling Unit Dist.		City Buildings
	PRD-1 Planned Residence Dist.		Private School
	PRD-2		Public School
	PRD-3		
	PRD-4		
	PRD-5		
	PCD-1 Planned Commercial Dist.		
	PCD-2		
	PCD-3		
	PCD-4		
	PDD-1 Planned Office Dist.		
	PDD-2		
	RMD Regional Medical Dist.		
	PID Planned Industrial Dist.		
	PUD Planned Unit Dist.		
	APD Automobile Parking Dist.		
	EHLD Edina Heritage Landmark Dist.		
	PSR-4 Planned Senior Citizen Dist.		
	MDD-4 Mixed Development Dist.		
	MDD-5		
	MDD-6		

Planning Dept  
April 2015

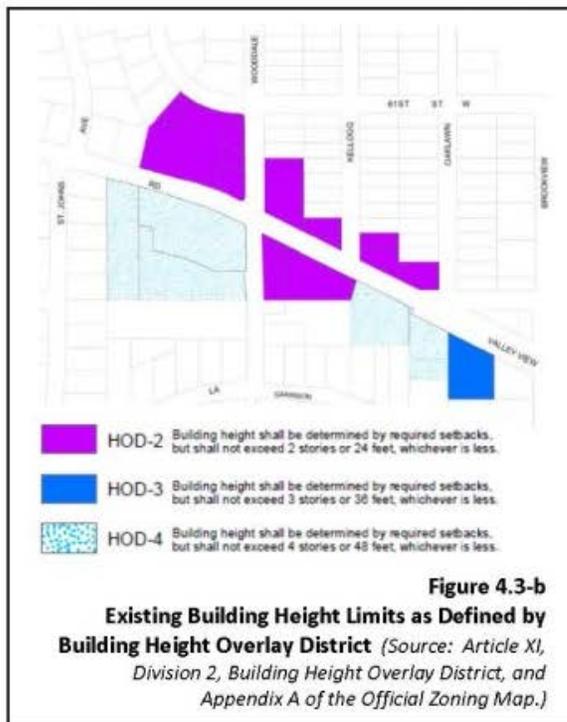


**Figure 4.3  
Building Height  
Limits Plan**

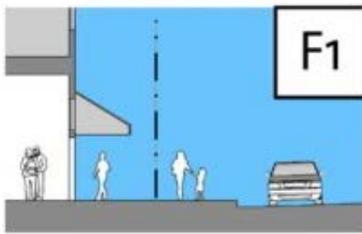
- 4** **Four Story Limit.**  
Up to four stories, not to exceed 48 feet
- 3** **Three Story Limit.**  
Up to three stories, not to exceed 36 feet
- 2** **Two Story Limit.**  
Up to two stories, not to exceed 24 feet
- 2** **Two Story Transition (36' Deep)\***  
Height Limit: Up to two stories, not to exceed 24 feet (vertically) within the specified 36 feet in horizontal distance from property line.

**Two Story Transition (60' Deep)\***  
Height limit: Up to two stories, not to exceed 24 feet (vertically) within the specified 60 feet in horizontal distance from property line.

*\*(These 'Transition' designations were created to establish a graceful transition from Neighborhood Node properties with three story limits to immediately adjacent residential areas outside the node.)*

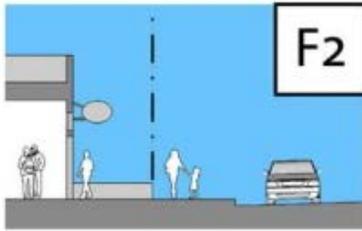


**Figure 4.3-b  
Existing Building Height Limits as Defined by  
Building Height Overlay District** (Source: Article XI,  
Division 2, Building Height Overlay District, and  
Appendix A of the Official Zoning Map.)



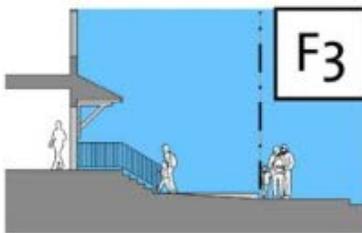
## F1 Storefront

**Appropriate Context:** This frontage type is for small retail or service spaces fronting public spaces in Core areas.  
**Configuration:** There may be an exterior entrance for each leasable space, spaced relatively closely along the sidewalk. Follow City of Edina guidelines for commercial storefronts for glazing, setbacks, awnings, signage, lighting and for related outdoor commercial uses such as sidewalk cafes.



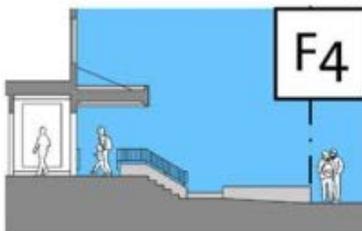
## F2 Doorway (At-Grade)

**Appropriate Context:** This frontage type is for smaller commercial spaces in commercial or mixed use buildings that front a sidewalk. This is not to be used as a substitute for Storefront, where Storefront is merited or preferred, in core areas. The Doorway has less window space because the interior use might be office rather than retail.  
**Configuration:** The at-grade doorway may serve one or multiple interior users. If set back 6'-12', a 'door-court' provides space for bike parking, seating and greenery.



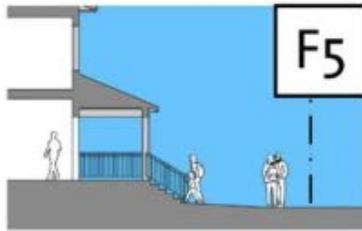
## F3 Stoop

**Appropriate Context:** This frontage type is primarily for single family row houses and multifamily buildings with units facing the street. They provide a good transitional frontage condition for buildings in between neighborhood and core areas.  
**Configuration:** Exterior stairs access a sheltered or recessed area large enough for a family to stand and wait for the door to be unlocked, and for guests to stand back after ringing the doorbell. Stairs facing the street provide a social setting.



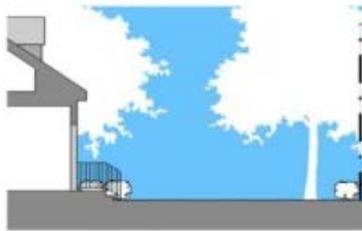
## F4 Shared Entry

**Appropriate Context:** This frontage type is for apartment buildings. This residential frontage may be also used in a vertically mixed-use building that also features Storefront frontage.  
**Configuration:** There would be a single entrance to the building with security features. Individual apartments would have entry doors along central hallways. Buildings with this condition may also feature the Stoop frontage for first-floor units having direct access to the sidewalk.



## F5 Porch & Yard

**Appropriate Context:** This frontage is typically for residential applications but can be found on commercial buildings, especially in transitional areas between single family streets and more commercial blocks.  
**Configuration:** 7.5' clear zone allows porch to become furnishable living space. Accessible entries should be accessed from the front to the side of central stair, which should be visible from the street.



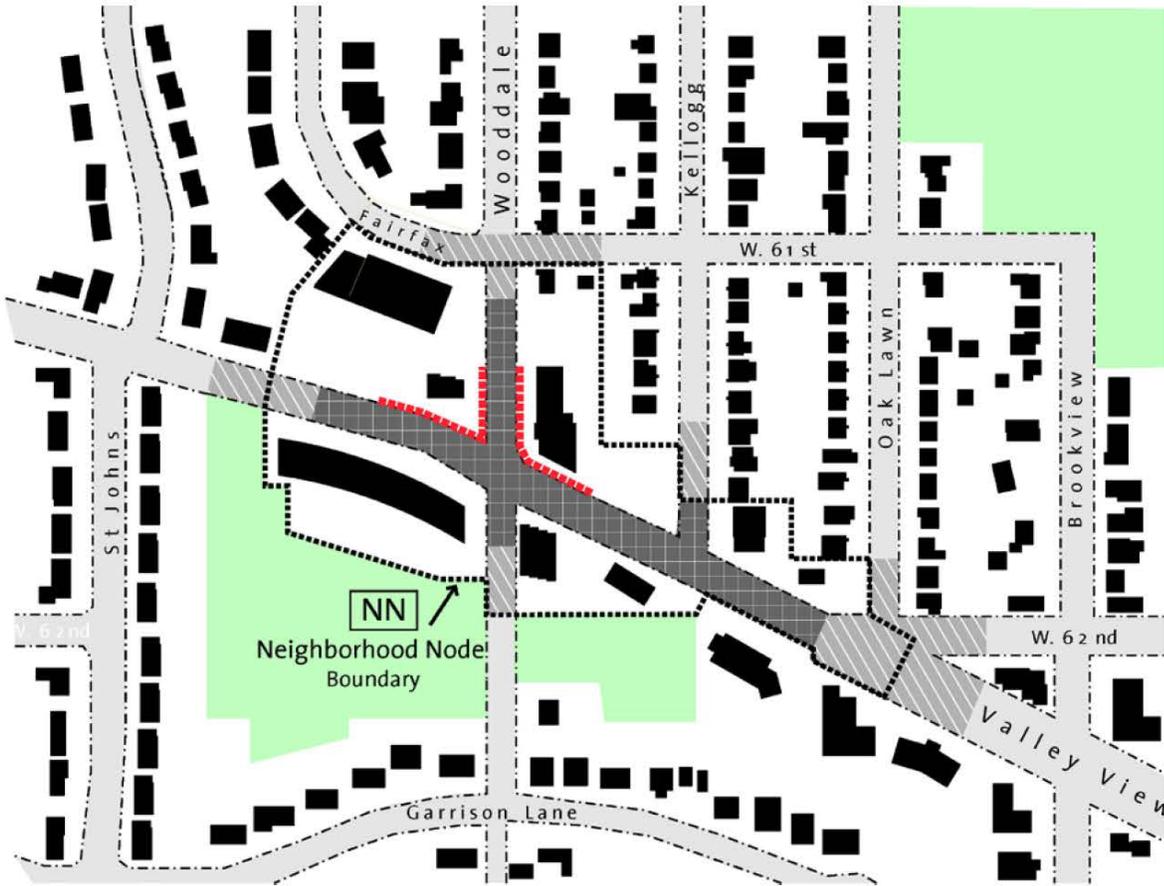
## F6 Common Lawn

**Appropriate Context:** Common Lawn describes the predominant primary frontage condition found throughout Edina's residential neighborhood streets.  
**Configuration:** See City of Edina's current regulations governing setbacks and lot, yard and building placement of single family homes.



Figure 4.4  
 Building Frontages F1-F6

High Resolution PDF available in Project Archive at [EdinaMN.gov/WVV](http://EdinaMN.gov/WVV)

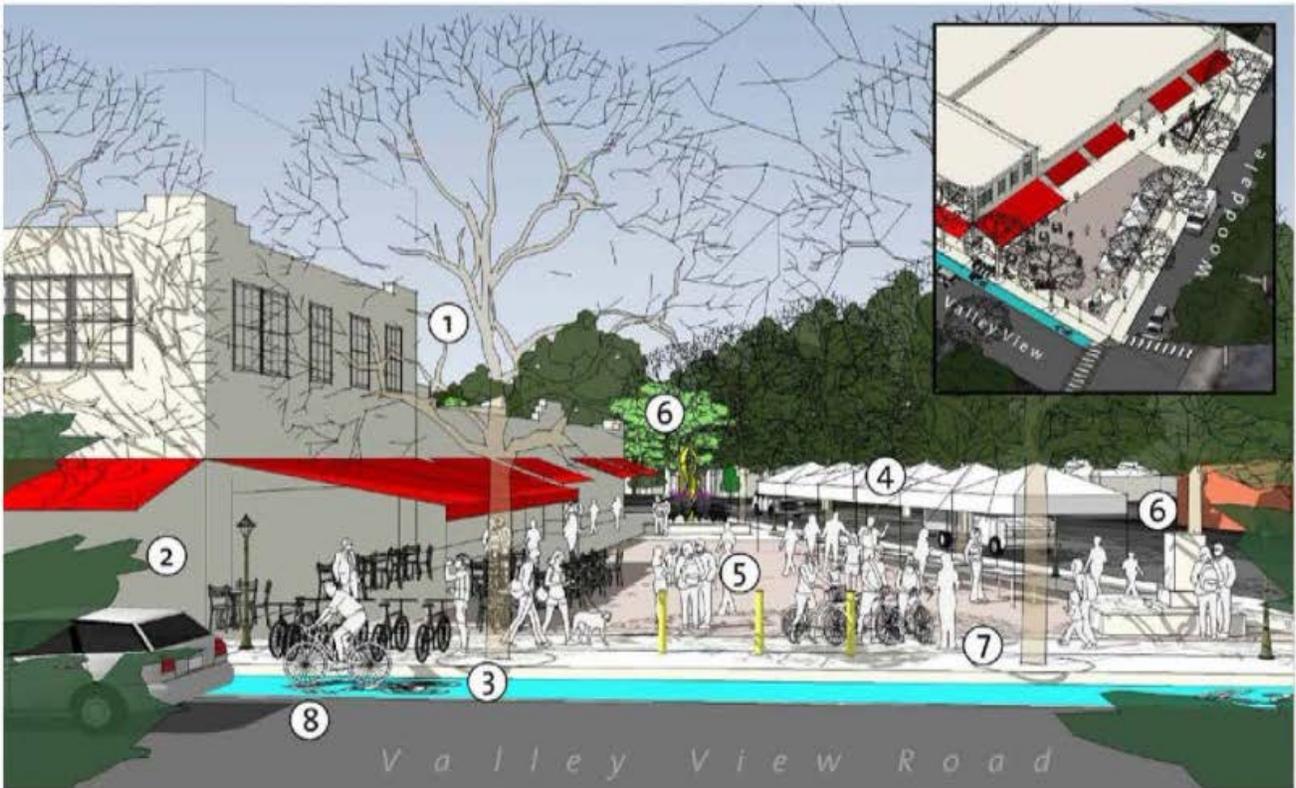


**Preferred Frontages by Context Area**

		Node	Transitional	Neighborhood
Storefront	F1		discouraged	not permitted
Doorway	F2			not permitted
Stoop	F3			discouraged
Shared Entry	F4			discouraged
Porch	F5	discouraged		
Common Lawn	F6	not permitted		

Storefronts (F1) Strongly Encouraged

**Figure 4.5**  
Building Frontage Guidelines: Context Areas



**Figure 4.6: Concept Illustrating Gathering Space Guidelines at the Northwest Corner of Wooddale Avenue and Valley View Road**

1. **Spatial Enclosure.** Enclose and activate the space with taller buildings with active ground level uses.
2. **Holding the Street.** Bring (cozy) all buildings up close to the public space or the street.
3. **Protection From Elements.** Plant trees along the edges of all streets and spaces to provide shade and protection for pedestrians moving next to and in and out of buildings. Encourage deep awnings along all shopfronts.
4. **Programming.** Program the space with annual, seasonal and weekly events to activate the space.
5. **Flexibility.** Maximize flexibility by using temporary or mobile event equipment, and avoid encumbering the space with permanent vertical features.
6. **Visual Interest and Identity.** Anchor key visual points or defining and active spots such as intersection corners with meaningful/interpretive public art, perhaps doubling as rest/seating.
7. **Universal Design.** Establish universally accessible sidewalks along all edges of all spaces.
8. **Accommodate Cyclists.** Accommodate bicycles around the perimeter of the space with fewer steps, ample bike parking and safe access to bike lanes.



The site owned by the City at Valley View Road and Kellogg Avenue

### Site C) The City-Owned Site at Kellogg Avenue and Valley View Road

Because of its ownership by the City, size, configuration, and location near the eastern end of the Study Area, the City-owned parcel is recognized as a unique and critical property. (See Parcel A on Figure 4.8) Community members' opinions about its future use in the Study Area were varied and included commercial, residential, mixed use, and a public use consisting of a plaza/park/open space. Of primary importance to the community is that any new development be carefully designed to respect the scale and context of the single family homes northward along Kellogg, and that the success of adjacent businesses are not negatively affected.

- **Leveraging the Property to Accomplish Plan Goals.**

The City-owned property should be leveraged to advance the principles, goals, policies and guidelines of this plan. Optimizing the use of the City-owned property (0.25 acres) will likely require assembling the property with neighboring privately-owned parcels in the future. At that time, the City will review the merits of any development proposal for conformance to this plan. Future uses could include residential and/or commercial development, with possibility of dedication of a *portion* of the site as a Gathering Space (see Gathering Space Guidelines) or other public space. During the interim period, the city-owned land should continue to be maintained as passively used and publicly accessible open space. \*

*\* Regarding the Long Range Use of the Land as Public Space: Both the Guiding Principles (in Section 1.5), and the Land Use and Community Design Goals (earlier in Section 4.3), encourage the strengthening of the intersection of Wooddale Avenue and Valley View Road as the active center Neighborhood Node. Land uses near this location (such as the City-owned site) that encourage economic activity, public gathering and social interaction, will be encouraged. Accordingly, the long term exclusive use of the City-owned property as a passive open space is not encouraged.*

- **Creating a Flexible Framework for Public-Private Collaboration.** Previously the City worked with major commercial property owners to facilitate new development in the node, so somewhat greater flexibility in the planning for parcels labeled A,B,C (as shown in Figure 4.8) was assumed in the small area plan. Thus, the goals and policies stated earlier in this chapter, along with the site specific guidelines on the following pages, were developed simply as a guiding framework. Similar to all other sites in the node, there exists the premise that land assembly and market forces should and will determine the

exact land use of any redevelopment. Figure 4.8 shows optional redevelopment alternatives for the City-owned site are considered in this plan in the context of various land assembly alternatives illustrated by Figure 4.8.

- **Property A Only (0.25 acres)** - Capacity studies were not performed during the planning process for Property A as a redevelopment site (by itself) due to size constraints. It is conceivable that a small commercial or residential development could be accommodated, but would likely require off-site shared parking.
- **Properties A + B (0.40 acres combined)** - This alternative was studied during the planning process. See Figures 4.8 - 4.10. The current land use on Property B is a surface parking lot that is provided for patrons of the ValleyWood office building.
- **Properties A + B + C (0.55 acres combined)** - This land assembly alternative, due to its size, presents the most flexibility in terms of design alternatives. However, site plan alternatives were not studied during the planning process because Property C was outside of the Neighborhood Commercial boundary in the *Comprehensive Plan* and, therefore, outside of the Study Area.\*

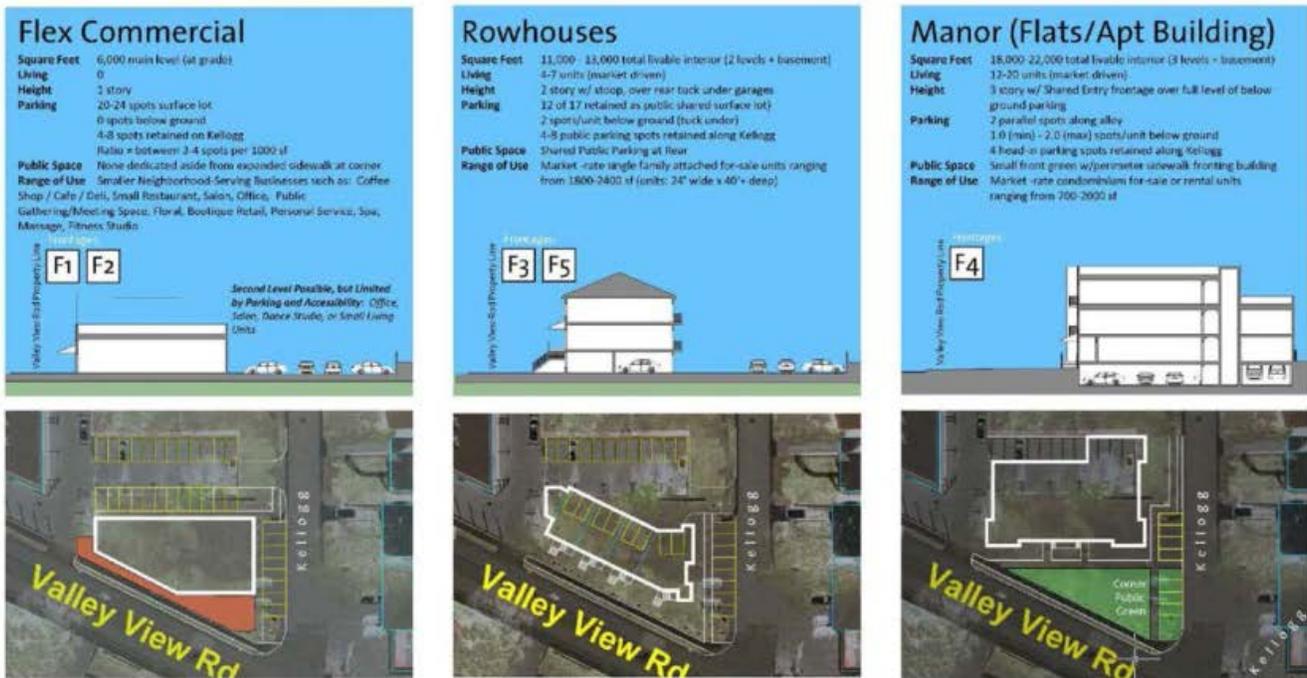


**Figure 4.8**  
**Property Ownership near City–Owned Site at Kellogg Avenue and Valley View Road**

**Gauging Community Preferences.** Three hypothetical site development scenarios (site capacity studies) were presented to residents at the Progress Update Event on December 3<sup>rd</sup> 2014, to spark discussion on the merits of different types of development that could occur on the property. (See Figure 4.9). Each of the three options assume that collaboration is possible with the owner of the parking lot parcel to the north. Opinions of the neighborhood residents attending were exactly split between support for the commercial (50%) vs. residential concepts (50%):

- **Flex Commercial.** (The favorite of 50% of participants.) The ‘Flex Commercial’ option includes one or more neighborhood-serving businesses in a one story format. Preferred design guidelines for this option are shown in Figure 4.11.
- **Rowhouses.** (The favorite of 34% of participants.) The ‘Rowhouses’ option includes a diverse set of market rate attached single family homes with tuck-under garages and elevated stoops.
- **Manor (Flats/Apts).** (The favorite of 17% of participants.) This option included a multi-unit residential building with parking underneath.

If the market determines that commercial use is unsuitable, acceptable alternatives to commercial use could be rowhouses or a small multi-family residential building using the Stoop (F3) or Shared Entry (F4) building frontage. Other uses and design concepts are certainly possible.



**Figure 4.9**  
**Three Alternatives for Properties A+B: City-Owned Site (Property A) + ValleyWood Parking Lot (Property B)**  
*Presented for Community Review at Community Meeting in November 2014*  
 High Resolution PDF available in *Project Archive* at [EdinaMN.gov/WVV](http://EdinaMN.gov/WVV)

## Redevelopment Guidelines for Properties A + B 'Flex Commercial' Alternative

Guidelines for the redevelopment of the City-owned site as "Flex Commercial" alternative are as follows. Please also refer to Figure 4.10.

- a. **Shared Parking.** Partially reconfigure parking to open up for shared use by the new commercial spaces.
- b. **On-Street Parking.** Retain head-in parking along Kellogg Avenue.
- c. **Frontage.** Storefront (F1) Frontage along Valley View Road.
- d. **Public (Gathering) Space.** Increased set-back/chamfering at the southeast corner allows for an expanded sidewalk seating area and/or fair weather retail/merchandising space. It also allows for continued visibility to the small shops on the northeast corner of Kellogg Avenue and Valley View Road.
- e. **Service.** Loading, solid waste and recycling bins accessed and handled off the rear service lane, away from Kellogg Avenue and Valley View Road.
- f. **Neighborhood-Serving Businesses.** Initial tenants should include neighborhood-serving commercial businesses.

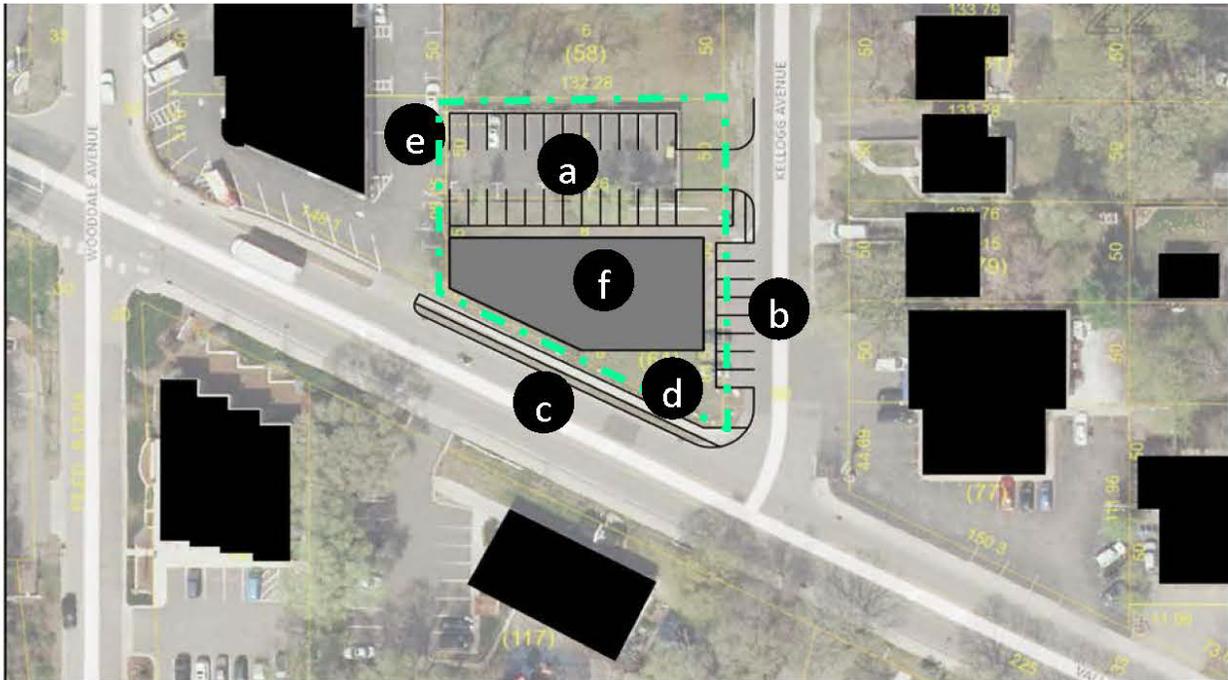


Figure 4.10  
Redevelopment Guidelines for Properties A + B as "Flex Commercial"



-  New or Improved Sidewalks
-  New or Improved Tree Planted Boulevards
-  New Bike Lanes
-  New Pedestrian-Scale Lighting
-  New Cross-walks
-  Intersection Improvement(s)

**Figure 5.6**  
**Public Realm Improvements**

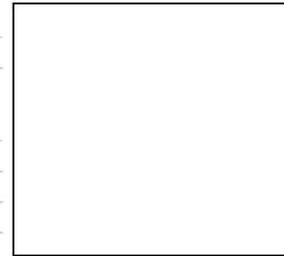


Leaks and tanks site dashboard

New search

### Valley View Service

<b>Site ID</b>	13187
<b>Site type</b>	Leak Site
<b>Location</b>	4416 Valley View Rd Edina, Minnesota 554241812 Hennepin County
<b>Release Discovered</b>	12/07/1999
<b>Release Reported</b>	12/07/1999
<b>Site Closure Date</b>	04/06/2004
<b>Contaminated Soils Remaining</b>	Yes
<b>Offsite Contamination</b>	No
<b>Product Released</b>	Diesel; Gasoline, Unleaded; Used Oil



### Groundwater

Drinking Water Contamination:	Unknown
Free Product Observed:	Unknown
Free Product Thickness:	Unknown
Groundwater Contamination:	No

### Cleanup Actions

Sorry. There is no clean up information for this site.

### Site Contacts

**Tales-Responsible Party**

Legal entity name:	Valley View Service
Address:	4416 Valley View Rd
City:	Edina
State:	Minnesota
Zip code:	55424

**Program Contacts**

ID	Type	Contact	Phone	Contact Description
13187	Leak Site	<a href="#">Brittney Schuller</a>	651-757-2444	Information Management

**File managers**

MPCA Records Management Intake/ Triage  
[recordsmanagementintaketriage.pca@state.mn.us](mailto:recordsmanagementintaketriage.pca@state.mn.us) or call 651-757-2728 or 1-844-828-0942

**Treatments**

Sorry. There is no treatments for this site.

**Reporting**

**01/05/2004**

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Report type	Limited Site Investigation
Assigned Hydrologist	
Review Complete Date	
Responding Staff	Chris McLain
MPCA Response Type	Closure
Response Date	04/06/2004
Target Date	

**02/08/2002**

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Report type	Other Report Not Listed
Assigned Hydrologist	
Review Complete Date	
Responding Staff	Chris McLain
MPCA Response Type	Does Not Require A Response
Response Date	02/08/2002
Target Date	03/10/2002

## Field Work

Sorry. No Field Work information is available for this site.

## Release Detail

Sorry. There are no release details for this site.