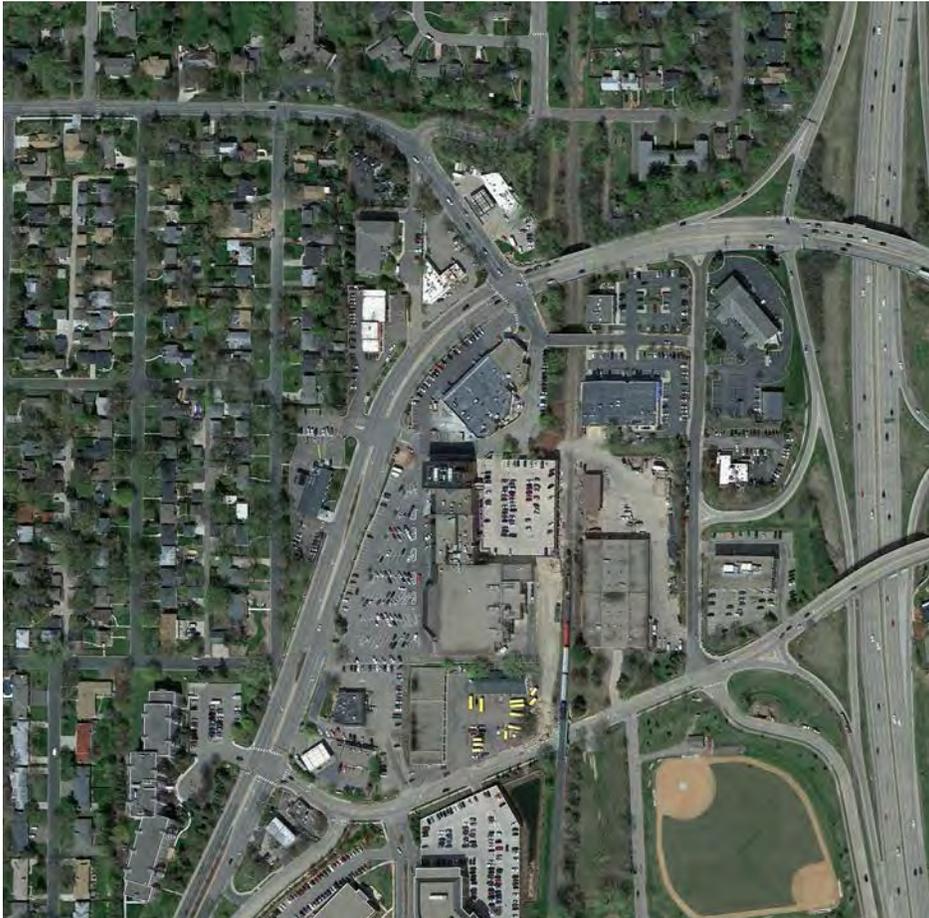




**CUNNINGHAM**  
G R O U P

Our interest in GrandView District Phase I Redevelopment is based on three things:



Test Framework **Vision**



Promote Innovative **Design**



Focus on **Implementation**

August 11, 2014

**CITY OF EDINA, MINNESOTA  
GRANDVIEW PHASE I REDEVELOPMENT  
LETTER OF INTEREST**

Submitted by  
**Lander Group**  
CPM  
Artspace

**Cunningham Group Architecture, Inc.**

# Evolution of an Idea

Early Planning and the Guiding Principals



There is an authenticity and richness that results from the traditional mix of land uses, variety of architecture, location of parks and squares, and orientation and scale of streets that, together, form a whole fabric and create valued, memorable places. But this did not happen overnight; historically, American cities and their neighborhoods have grown incrementally over time, in response to a variety of physical, social and economic influences.

Acknowledging this history as it relates to Edina’s reputation for innovative development, together with a deep understanding of GrandView district assets and unique geography brings sharp focus to the opportunity at hand.

Hope for Change has been the driving vision since the very beginning of a process that began in 2010 with the City initiated ‘small area guide plan’. That process – led by a group of community residents and business and property owners – resulted in adoption by the Edina City Council of seven Guiding Principles for District redevelopment.

This highly motivated group of citizen stakeholders, business leaders and owners, and elected and appointed officials believed that ‘hope for change’ must be proactive, progressive, and promoted. The result is not just change for the sake of change, but instead through directed energy, policy, and investment, this City will create a place for people to live, work, shop, and play in sustainable, memorable ways.

We believe that the next steps outlined in the City RFI will build on this strong base, and the powerful ideas expressed by these guidelines will continue to inform outcomes throughout the process.



GrandView Guiding Principles	
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.
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.

“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 Edina’s next great neighborhood amenity.”

The GrandView District Development Framework created a vision and guiding principles to promote authentic, incremental redevelopment over time. It is important to acknowledge the history and outcomes of that process . . . and also our role in helping you communicate your vision (Bruce Jacobson co-led the framework planning process). Our relationship to this work sets us apart in terms of understanding project context, origin of key priorities, and being a part of the inspirational commitment of City leadership and its citizens to create something extraordinary in this District.

Although we remain an auto-centric culture, there is a dramatic increase in the development of more balanced places that offer safe, vital and engaging pedestrian environments and vastly improved bicycle systems. In many instances, spaces that had once been given over to the car are now being reclaimed for redevelopment with the creation of “complete streets” and ‘car as guest’ approaches for a much more cohesive urban setting. GrandView’s vision promotes these outcomes as foundational thinking for the next steps in your process.

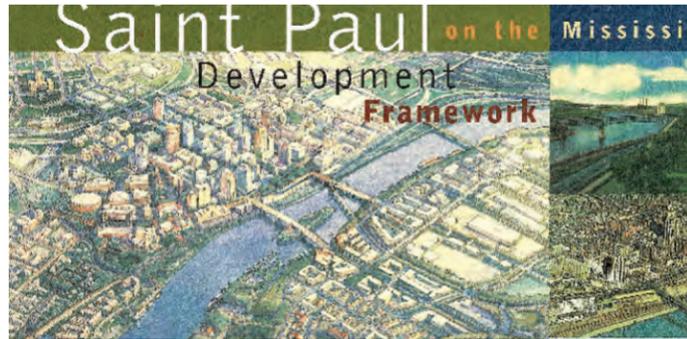
We have carefully selected a Team that blends ‘grounded pragmatists’ with ‘high-flying idealists (and everything in between) . . . because the design and realization of the GrandView vision demands it. We have been invited to work closely with the City of Edina to expand our collective thinking, explore contemporary, innovative options without losing sight of market, finance and construction realities – and define a clear path for redevelopment of the Public Works Site.



Unique Opportunity in a Fully Developed City  
The GrandView Framework

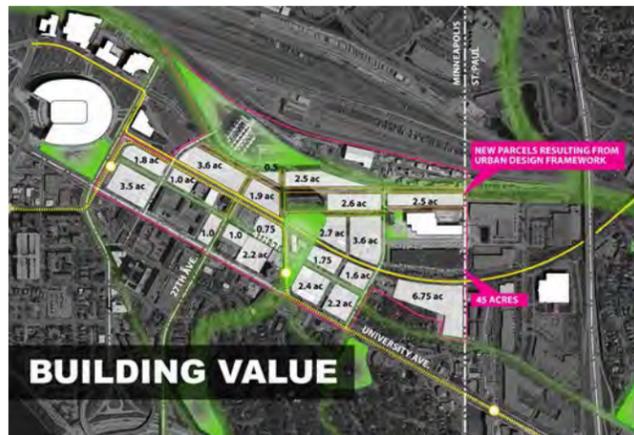
# Public Realm Framework

The Power of PLACE



This new role looks something like Saint Paul’s Riverfront Corporation and Design Center pioneered by Bill Morrish, Ken Greenberg and Mayor Norm Coleman in the late ‘90’s. It provided a thoughtful new approach, sitting between the City and private development, to create, promote and carry out a progressive new vision for that city. It didn’t replace city staff. Instead it helped developers meet clearly defined requirements in a collaborative, positive way.

Our Team proposes that the ‘Community Development’ role will be directly responsible for implementation of public and private development in the Grandview District, working for and on behalf of the City of Edina leadership and staff. We would coordinate all development from a place-making perspective, and be directly responsible for designing, financing, construction, and initial Place Management (in sync with Park Board direction) for all elements in the ‘space between buildings’.



We are living through one of the most remarkable transformations in urban history as 21st century cities worldwide are redefining themselves. At the core of this transformation is an increased focus on the concept of place and the quality of the public realm.

To become a highly successful local and regional amenity, the Grandview District needs to evolve from an auto-centric environment into a place that gives primacy to the pedestrian. Development of a high-quality public realm is paramount; we have found (with over 30 years of experience) that current public and private development models don’t adequately address this issue. We propose to create a new role – the ‘Developer of the Public Realm’ (Community Development) – to elevate its importance and ‘make it happen’ – a key component of our Team to insure that the attendant mixed use development creates maximum value, project synergy and a distinct sense of place.

We believe great place-making pays for itself in many ways – financial (higher rents/sales prices, higher property values/taxes, stable tenancies), environmental (recycle land/infrastructure, more efficient, lower carbon footprint), and social (more housing options, services, gathering places, community identity).

“Public realm builds and retains and value...strategic public improvements (\$) catalyze private investment.”

Thriving authentic communities invariably contain a significant civic component that celebrates and enriches the “publicness” of place – we’ve called this ‘full-life neighborhoods’. One needn’t look far to find well-crafted, retail-focused environments that lack vitality; at Grandview, we believe the mix of attractive amenities, eventually coupled with much stronger connections to the civic campus across Highway 100, will support and enhance civic life in the District.

Redevelopment of City-owned land is the genesis of this RFI, and how this first project is designed and implemented is critical to the broader success of the entire Grandview District. To successfully catalyze additional desirable redevelopment, this initial parcel needs to ‘reach beyond its boundaries’ to influence the entire district.

Based on the District Development Framework, our Team will explore a variety of scenarios, from Community Center(ed) uses in the heart of the district to Activity Clusters that link civic/



community uses along a green armature, and other models. We will bring forward numerous ideas and precedent projects, from across the country and around the world, for critique and discussion as we move through this process.

It is our intention to fully integrate current and ongoing Edina Park Board initiatives that will help inform future design and development decisions within the District. This includes their recent RFP to create a 20-year vision for the Edina Parks System, a city-wide needs assessment (to be completed in September 2014) and a comprehensive GIS digital inventory (to be completed in August 2014).

And to that point, we also want to acknowledge the significance of including a legitimate process to fully understand and test alternatives for the location, size and program of ‘Community Center(ed) Uses’ either as part of the Public Works property development plan or elsewhere within the District. We expect to be an active participant, or help facilitate, an inclusive and collaborative Public Engagement Process that will give voice to all participants, and bring positive closure to this much debated issue.

Community Purpose  
The Center of Civic Life

# Understanding the Market

Neighborhood Scale with Regional Presence

Surrounded by a stable base of existing uses, accessible location and proximity to neighborhoods, the Public Works Site presents a tremendous opportunity to become the next signature gathering place and economic development engine for GrandView. A re-imagined District implementation strategy and a successfully completed Phase 1 development on this important site, will serve both the immediate neighborhoods and a growing regional constituency as well.

There are a number of well known examples of mixed use development in the metro area including 50th and France, Excelsior and Grand, Uptown, and Midtown Exchange to name a few – some of our Team members played significant roles in the planning for many of these projects. To that list, we add two more, where our Team helped establish the overall vision, then through the Developer role, coordinated design, construction, through project completion:

Wacouta Commons (a Lander Group project) was first described as the ‘north quadrant urban village’ in the Saint Paul on the Mississippi Framework Plan (several members of our Team played important roles in the creation of this planning document); now a mixed use district in Downtown Saint Paul.



GrandView is primarily recognized as a local destination for a somewhat limited and eclectic mix of service and convenience shopping, restaurants, gas stations, and a scattering of office uses. There is little doubt that this District would become a recognized activity hub, and greater magnet for a much wider demographic of patrons with additional food, entertainment and civic/community venues and amenities.

The City Comprehensive Plan identifies GrandView as a mixed-use center, and a potential “area of change”, suggesting that “the District is in the process of evolving from a somewhat scattered auto-oriented district to a more integrated mixed of uses.” The proposed land use plan described in the District Development Framework also proposes a broader mix of uses arranged around a new central green space located on the Public Works Site.

It’s not just promoting mixed use as the only approach, although we see many new construction projects reserving ground floor space for commercial (and other) uses these days. Instead, the goal is to activate Grandview at all times of day, as a place that can meet the needs of residents and businesses, including carefully planned ‘anchor uses’ with flexibility to encourage ‘mom and pop’ infill uses over time. A careful assessment of existing uses within the district is a critical first step to evaluating the right mix going forward.

It is important to note that determining the highest and best use for this site is a critical next step as part of this process, recognizing that neither one hundred percent public use or one hundred percent private development are the right answer. But there has been general agreement that encourages more ‘stay-at’ pedestrian oriented uses, while continuing to support existing ‘go-to’ auto oriented uses as part of the future mix in this District.

“The over arching concept is to support the ‘go-to’ uses while encouraging more ‘stay-at’ uses.”

“Projects that meet the local need, yet attract a regional audience.”

“Go To and Stay At”  
Broadening the Mix of Uses

# Innovative Strategies

Enhancing District Value



The concept of ‘value capture’ has emerged as an exciting tool to fund public infrastructure in support of individual development projects (Public Works Site) and larger districts such as Grandview. It’s an old saying that ‘they’re not making any more land’, and that’s certainly true for Edina . . . yet innovative design, and a unique alignment of potential partners, has presented a strategic opportunity for the City and for the Grandview District in the form of lidding over Highway 100 at this location.

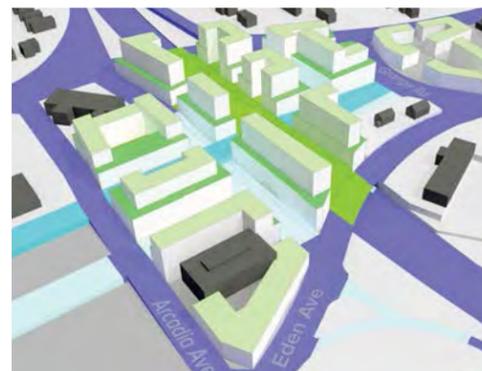
It’s important to note that this idea is rooted in conceptual design studies proposed and discussed as part of the Small Area Guide Plan process (begun in 2010). It’s not simply ‘everything old is new again’, but instead we have an opportunity to expand on that thinking, fully vet the idea in sync with redevelopment options for the Public Works Site/School Bus Garage, and fully integrate findings from parallel initiatives (including the City needs assessment, Community Center options, and build-out scenarios for the entire District).



Members of our Team (Bruce Jacobson and Bob Close as Senior Research Fellows at the U of M Metropolitan Design Center) have already been engaged in discussions with MnDOT leadership, City of Edina, and the Center for Transportation Studies at the University. At the very least, we have the potential to reconnect east/west District properties, simplify the existing interchange (resolve redundancy/safety issues), and capitalize on MnDOT-owned land potentially available for redevelopment on both sides of the Highway.

But more than that, and quoting from a recent paper presented by College of Design Dean Tom Fisher as part of this initiative: “by utilizing the air rights above its depressed highways in our existing urban areas, MnDOT has the ability to raise enough money through the sale or lease of these air rights to fix and maintain the state’s infrastructure without raising taxes, while also improving the quality of life in Minnesota cities. In addition to providing a funding mechanism for on-going infrastructure repair, the sale and development of air rights above highways increases the municipal tax base and creates development sites that didn’t exist before. It also eliminates noise pollution, greatly decreases vehicle air pollution resulting in multiple public health benefits, and provides needed open space, potential district parking solutions and increased development potential without interfering with existing neighborhoods.”

At the very least, this should be considered a viable strategy to be integrated as part of District redevelopment study . . . and at most, perhaps becomes the Twin Cities ‘Pilot Project’ for reclaiming our freeway corridors for multi-purpose and positive benefit.

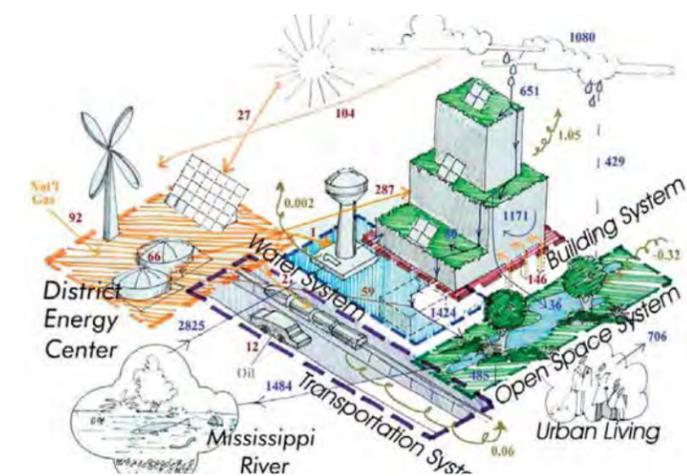


“Lidding the freeway provides opportunity to unlock land value, improve the health of people living and working next to urban highways, increase amount of open space and reunite neighborhoods divided by these deep cuts through our cities.”

The proposed highway 100 lid initiative  
Cunningham Group

The Grandview District is uniquely positioned to become an innovative model for sustainable redevelopment due to its scale and the adopted vision for its physical transformation. Much as the public realm should be conceived in toto, district-wide systems to manage water and waste, harvest renewable energy sources and promote health and wellness through design should also be seamlessly developed in conjunction with physical design of both the public and private realms.

Closed-loop systems at a district scale are gaining momentum globally due to significant advances towards ‘resilient’ solutions, transcending sustainability benchmarks in favor of restorative outcomes and thriving cities. There are now numerous successful examples, allowing us to directly study new communities



that are not only beautiful places to be, but also progressive and responsible developments that designed in direct response to the challenges of our time.

We strongly believe that Grandview should advance Edina’s well-deserved reputation as a forward-looking city, willing to innovate and become a district that demonstrates new development concepts, not unlike Centennial Lakes did in its day.

## Sustainability and District Systems

Infrastructure and Ergonomics

# Project Alignment

With Our Team's Expertise and Portfolio

With greater responsibility than ever to address issues of the day, whether related to development, energy, sustainability, social justice, environmental protection, or economics (all related to sound city-building) there is increased demand for a thoughtful combination of problem-solving experience and the skills to coordinate complex interdisciplinary teams.

As the mandate to create great places for people (not just parks or individual buildings) takes center stage, innovative but tested approaches bring needed focus to effectively bridge vision to implementation. Your RFI signals this transition from planning study to effective management of project construction . . . our Team has the combined expertise and deep portfolio to deliver exceptional design and completed projects for both the Public Works Site and School Bus Garage Property, while at the same time raising the bar and setting a new standard of excellence for the rest of the District.

## 'Community Development' – Developer + Implementation Team

**Lander Group** – Michael Lander will coordinate the Community Development Team, including his role as 'Developer of the Public Realm'

**CPM/The Michaels Organization** – Dan Oberpriller and Nick Walton will bring their extensive portfolio and valued insight to focus on Public Works Site/School Bus Garage development options.

**Artspace** – will contribute their unique expertise to focus potential affordable housing, artist loft, studio/maker and gallery space

## 'Design Center' – Planning + Design Team

**Cunningham Group** – Bruce Jacobson will coordinate Design Center activities, including focus on design of the public realm and co-lead multi-stage collaborative process (outlined in your RFI); Jeff Schoeneck will coordinate architectural design activities and focus on overall administrative/management tasks; Andrew Dresdner will coordinate 'Public Input Process' and provide valuable input/critique from an urban design perspective.

**Bob Close Studio** – Bob Close will focus on design of the public realm and co-lead the multi-stage collaborative process

## Resource Team – Topic Area + Project Component Expertise

**Kimley Horn Engineering** – traffic, transit, parking, civil, infrastructure

**EverGreen Energy** – district systems, focus on heating, cooling, energy

**Eutectics** – 'financing blueprint' for project/district infrastructure

**John Carmody / David Motzenbecker** – guidelines, policy, entitlement process

**Max Musicant** – 'pop up urbanism', bringing activity and vitality to place-making

**Peter Sussman** – history and cultural resources (the significance of THIS PLACE)

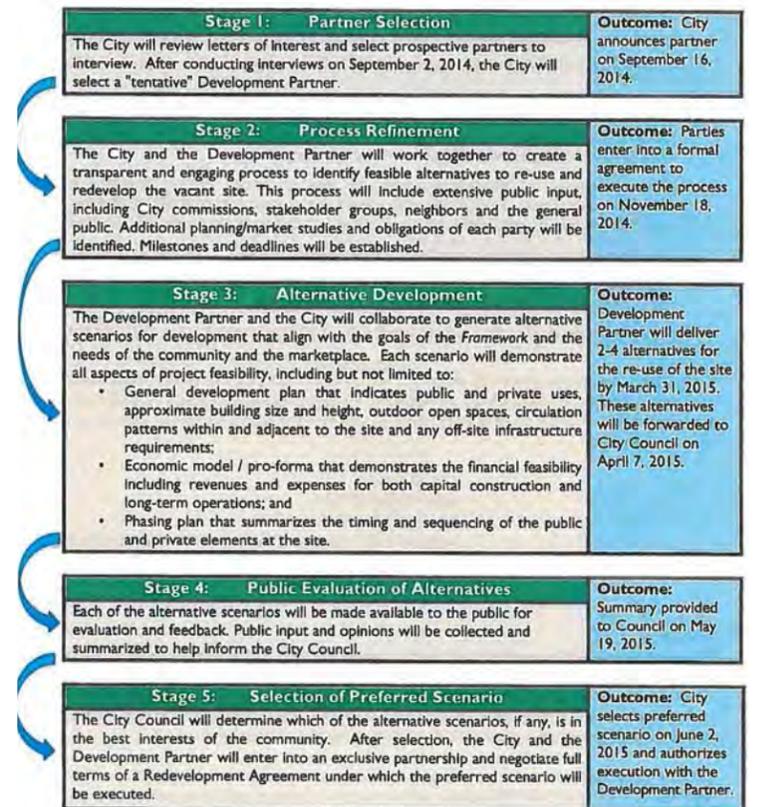
Our team has more than three decades of working with communities through complex and sometimes contentious processes to arrive at consensus. We have extensive experience with public agencies and municipalities as well as private development entities, at a variety of scales and project types. This range of experience positions us extremely well for this initial phase of implementation at Grandview.

We pride ourselves in our ability to listen; it is at the root of our engagement process. We believe in an authentic "give-and-take" to air opinions and work towards a unified goal. However, it has been our experience — over decades — that the design and development team is ultimately responsible for putting the best ideas forward, and the role of the engagement process is to vet them and work towards the best solutions with the stakeholders.

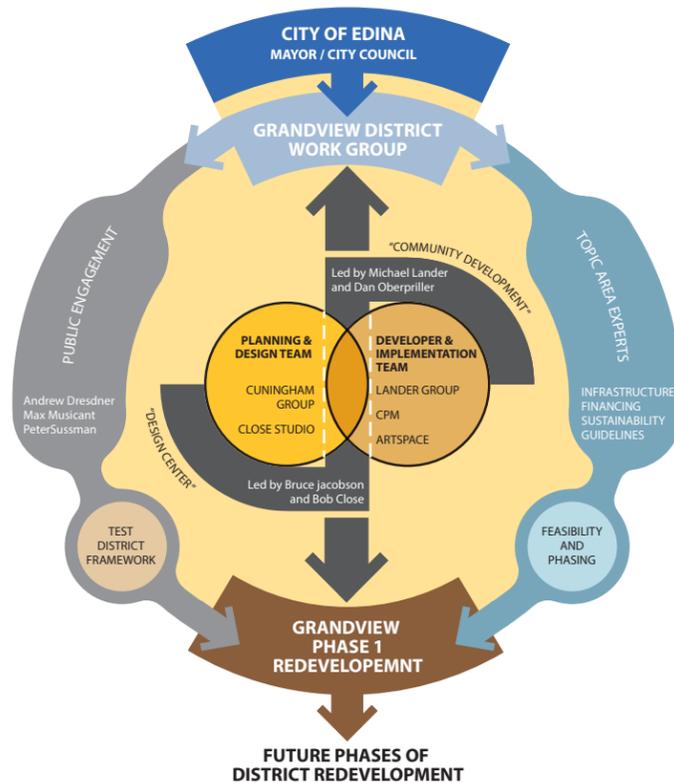
Once design of the public realm and specific project has been finalized, it becomes our responsibility to work with the City to ensure that what is built meets expectations on all levels. The Public Works site, as the first out of the blocks, need to set the bar high and make good on the larger promises of a world-class public realm and an integrated system for restorative infrastructure.

It was interesting, meaningful, and frankly fun to have been a participant in one of the initial planning stages of this process. As we've continued to track progress leading to the RFI, we are now equally excited to have the opportunity to support city efforts to bring ideas expressed in the District Framework to life.

We believe our Team has the project background, design expertise and development philosophy/approach needed to structure a new public/private partnership model and deliver an exceptional outcome for your site, the District, nearby neighborhoods and the City of Edina.



“The City RFI signals a shift from planning to implementation.”



Inclusive Process

Grounded Project Delivery

CITY OF EDINA GrandView Phase I Redevelopment



**CUNINGHAM**  
G R O U P

beautiful places  
balanced world<sup>®</sup>

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