

GrandView District

PHASE 1 REDEVELOPMENT



NEIGHBORHOOD



PLACE MAKING



REVITALIZATION



Primary Contact:

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Bill Neuendorf, Economic Development Manager
City of Edina
4801 West 50th Street
Edina, MN 55424

August 11, 2014

RE: GrandView Phase 1 Redevelopment (former Public Works site)

Dear Mr. Neuendorf:

We are excited to submit the enclosed response to the City of Edina's Request for Information (RFI) for a Development Partner in connection with the GrandView Phase 1 Project.

Frauenshuh, Inc. in collaboration with The Opus Group, Reynolds Urban Design and Confluence, brings together a multi-disciplined urban design, development, engineering, and public engagement team with the experience, credentials, organizational and communicative focus to attain the objectives of this project.

The basic elements that guide and shape our response to this RFI:

- Success with public-private partnerships: Deep experience working with municipalities in cooperative mixed-use developments.
- Technical expertise: A multi-disciplinary team process that blends the required experience with the critical components of the project.
- Local commitment: We are a team of stakeholders with roots in the Edina community as residents, business owners and investors, and are committed to excellence and long-term success within the community.

The following contents are enclosed with this package as requested in the RFI:

- Cover letter / contact information
- Names & background of key team members
- Team organization
- General statement
- Relevant project experience
- Project with extensive public input
- Preliminary work plan
- Why our team

We are excited to work with the City of Edina to create a catalytic and dynamic phase I project that reflects the City of Edina and community vision for the GrandView District.

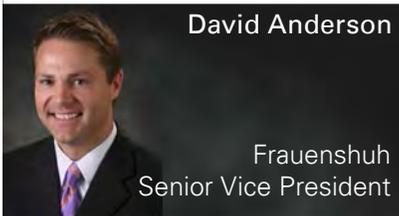
Best Regards,

A handwritten signature in blue ink, appearing to read 'David M. Anderson'.

David M. Anderson
Senior Vice President

Names & Background

The key team members that will participate in the GrandView Phase 1 development process:



- **David Frauenshuh** opened Frauenshuh, Inc in 1983 as a local property management company. Today, Frauenshuh has grown into a full-service commercial real estate company with approximately 4.5 million square feet of owned assets throughout the country. David serves on the many boards of for-profit and non-profit organizations and is a long-time resident of Edina.
- **Dean Williamson** joined Frauenshuh in 1992 and oversees and manages the Frauenshuh portfolio. Dean has a diverse real estate investment and development background in all markets including healthcare, office and retail sectors. Dean is a lifelong Edina resident.
- **David Anderson's** professional background spans over 21 years in commercial real estate, development, brokerage, investment, construction and economic development. Dave's acumen in strategic planning, site selection, financing, governmental procedures and project execution is leveraged on a local and national basis.
- **Dave Menke** joined Opus in 1995 and oversees all development for Opus' Midwest region. Dave has 27 years of real estate development and brokerage experience. Since joining Opus, Dave has overseen the development of over 10 million square feet of office and more than 2,000 units of residential projects throughout the region.
- **Matthew Rauenhorst** works with the Opus development team with a focus on creating new residential living and office development opportunities in Minnesota, Iowa, Wisconsin, North Dakota, South Dakota and Missouri markets.
- **Dean Newins** leads design efforts supporting various projects within the organization, including client interface and development of design solutions based on project requirements. Additional responsibilities include working with and coordinating various team components, including both internal and external design and engineering resources.
- **Dennis Reynolds** brings a passion for place making to award winning national and international urban design projects. As a former City of Leawood Planning Commissioner and current chairman of the City of Des Moines' Urban Design Review Board, Dennis brings extensive experience with successful private/public partnerships. His work has been published in USA Today as well as in multiple design books and periodicals.
- **Terry Minarek** has been practicing landscape architecture internationally for over 20 years, bringing an extensive background in urban planning, programming, public facilitation and public space design. He has dedicated his career to creating meaningful spaces that challenge the conventional boundaries of landscape architecture. Terry's award winning body of work includes major civic plazas, urban parks, hospitality, medical and corporate campuses and master planning.

One Team. One Objective.

Working as a single, multidisciplinary team of experts, we will work cooperatively with the City of Edina to translate the vision into a collaborative development team process that supports the goals of the City and GrandView District. Our integrated approach will assure a well-informed, technically sound, and market supportable development scenario evaluation process. Each of our firms and team members bring relevant experience, expertise, and a passion for achieving mutually beneficial outcomes that are economically viable and that will respond to a long-term vision for GrandView.

Experience and expertise:

Frauenshuh

- Master Developer
- Project Feasibility Analysis
- Real Estate Investment & Finance
- Leasing & Marketing
- Asset & Property Management

The Opus Group

- Development
- Finance
- Sales / Leasing
- Interior Design
- Architecture
- Engineering
- Construction / Project Management

Reynolds Urban Design

- Team Master Planner
- Urban Design
- Design Process Facilitation
- Strategic Planning Concepts

Confluence

- Public Facilitation
- Public Space Programming
- Landscape Architecture
- Public Space Design

Community Facilitation

Design and planning is a collaborative, managed process. Whether that involves working directly with an individual client, or involves hundreds of interested community participants, our team understands the value in fully exploring the opportunities any given project provides. We take pride in developing an interactive planning and design process that is specifically tailored to the unique needs of each project. Our process ensures key project issues and opportunities are clearly communicated, provide a common understanding of the goals to be achieved, lead to comprehensive solutions that reflect the input of all participants and build a sense of ownership in the decisions being made while establishing a clear vision for the eventual development of the site.

We have developed a broad range of tools and interactive exercises to actively engage a variety of stakeholders in the design and planning process. These are tailored specifically to the unique needs of each project and planning process, and the final results are somewhat different, and in almost every case better. The resulting planning concepts will serve as catalysts for development while maintaining flexibility to meet market demands in Edina.





“Our team is committed to achieving development reality through a catalytic partnering approach that brings open communication, market feasible solutions, public enhancement, creative urban planning and design excellence to the forefront of the process.”



The GrandView District Phase I Redevelopment opportunity is fitting for the Frauenshuh/Opus/Reynolds Urban Design team, working in conjunction with the City of Edina and community stakeholders. Our project team brings extensive private-public development and redevelopment partnership experience, and is deeply invested in the Edina community as businesses, residents, and community stakeholders.

The City of Edina and many community stakeholders have poured a considerable amount of time and energy in articulating a broad vision for the GrandView District through the **GrandView District Development Framework** process and by preparing for the next steps of implementing the vision through this Request for Interest for Development Partner. Our team is committed to achieving development reality through a catalytic partnering approach that brings open communication, market feasible solutions, public enhancement, creative urban planning, and design excellence to the forefront of the process.

Frauenshuh/Opus/Reynolds Urban Design team members represent the very best in their respective disciplines of real estate development and finance, long-term ownership, asset value creation, urban architecture, planning, and design-build construction. The strength of our team is demonstrated in over \$3 Billion in successful real estate projects executed on a local and national level, including numerous public-private partnerships.

Our team is further enhanced with the resource of Confluence, a public space/use facilitator, designer and programmer. Confluence will function as a navigator and guide to accomplish the absolute best opportunities and outcome for public realm components of the project that will be at the forefront – not an afterthought – of the Frauenshuh/Opus/Reynolds Urban Design process. We are excited about the possibilities and outcomes this approach will bring to our team and the City of Edina.

While the public works site represents the first step in the implementation of the broader **GrandView District Development Framework** vision, the complementing vision of the Frauenshuh/Opus/Reynolds Urban Design team is to create a “neighborhood district with regional distinction” that delivers multiple components, public and private, and phases of development that will span years and possibly decades to fully implement. Our team members have proven track records with this planning model, remaining involved in numerous development projects that have been designed and developed in phases over many years.

It is this level of local commitment and values to see a vision through and a true passion for community building that position our team as the natural partner for the City and its stakeholders. We stand ready to join forces with the City of Edina to create the new centerpiece district for the Twin Cities metropolitan region.



Setting the stage for an Excelsior Boulevard Renaissance

The Park Village redevelopment project at the intersection of Excelsior Boulevard and Hwy. 100 in St. Louis Park represented the catalytic phase of development along Excelsior Boulevard, which set the stage for Excelsior Grand and ensuing phases of development along the Boulevard over the past two decades.

Frauenschuh, working in conjunction with Park Nicollet and in a public-private partnership with the City of St. Louis Park, delivered the retail mixed-use, restaurant, health care campus expansion and parking ramp components of this 20+ acre area. Historical use of the site included Ernie's Beltline Pay Dump and prior obsolete commercial uses. Thus, poor soil conditions and environmental remediation measures were major economic and project feasibility challenges that were overcome with creative, collaborative solutions that lead to this vital project.

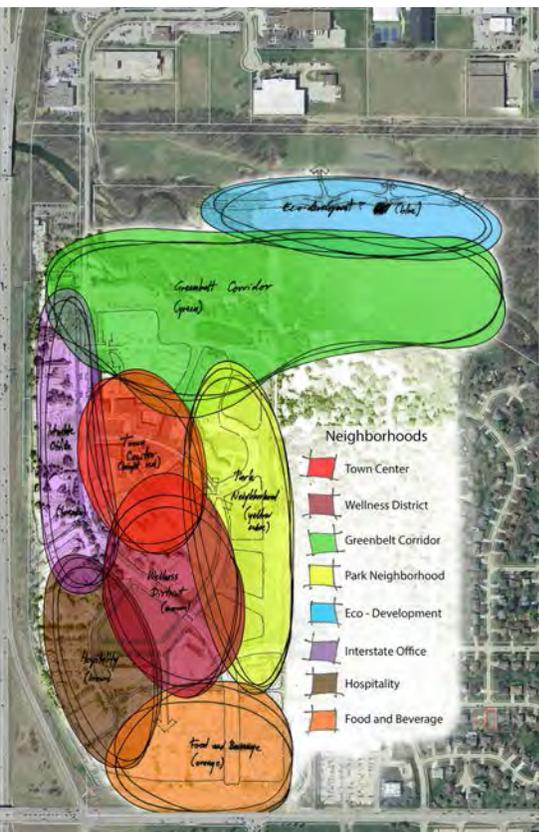
As the master developer, Frauenschuh lead the planning, development and project design and implementation effort working with the City of St. Louis Park and Park Nicollet on the parking and health care campus components. Frauenschuh has retained long term ownership of the mixed-use retail and restaurant components of the project, continuing its investment, leasing, and day-to-day management of the project.



GrandView Area Revitalization

As master developer and master planner of this multi-purpose mixed use project, Opus created the vision and direction for each of the developments that make up GrandView Square. Beyond the master planning efforts, Opus was the designer and builder of the 36,000 square foot, two story Library & Senior Center facility. With a Senior Center for Edina residents on the first floor and a Hennepin County Library on the second floor, it took the collaborative efforts of the City of Edina, Hennepin County and Opus to make the vision a reality.

In addition to the Library and Senior Center, the project includes a 96,250 square foot Class A office building. This successful office project is still owned by an Opus related entity. The final piece to the offering at Grandview Square are the residential condominiums, offering additional housing options for residents of Edina.



Facilitating a public/private partnership to create a mixed-use Town Center

Urban design services were provided for an in-fill site parallel to I-35/I-80 with interchanges at both ends of the study area. Reynolds Urban Design identified distinct neighborhood districts and a development strategy based on market research and interviews with the development community. Following the completion of the Vision Plan, the City of Clive hired Reynolds Urban Design to create specific design concepts for the Town Center Neighborhood (with over half a million square feet of proposed development) and assist in establishing a public/private partnership for development.

The Clive Town Center Vision Plan and Neighborhood Master Plan provides the City with design and development tools including an overall development theme, specific design concepts and detailed design guidelines to evaluate, select and work with a private development partner. Thorough, interactive design processes included design workshops with a citizen steering committee, work sessions with City Council members and public open house forums. Low Impact Development (L.I.D.) standards were integrated into the design solutions for cost effective and sustainable management of resources. The Clive Neighborhood Master Plan recently received the highest award in its category from the Central States chapter of ASLA.

Projects with Extensive Public Input



Venue at Dinkytown - The entitlement process started in November of 2012 with an initial meeting with planning staff at the City of Minneapolis. At staff's direction, we presented our proposed project in December of 2012 to the Marcy Holmes Neighborhood Association. Over the course of the next 12 months Opus held numerous public meetings with various committees of the Neighborhood Association, the City and Business District. There were numerous design modification made throughout the process to accommodate recommendation from the stakeholders. After collaborating with the Dinkytown Business Association and the University of Minnesota, Opus added additional hourly parking to the project that could be used by anyone visiting Dinkytown.

In parallel with review from the Neighborhood Association, Opus had a collaborative process with the City of Minneapolis. The project team presented at two preliminary workshop meetings with the City of Minneapolis Planning Commission, leading to a vote in support of the project by the planning commission. The project then went to a vote before the full city council and received support to move forward.

After the completion of this process, the project was described by one of the City of Minneapolis's lead planners as an example of "how" urban redevelopment should be done.

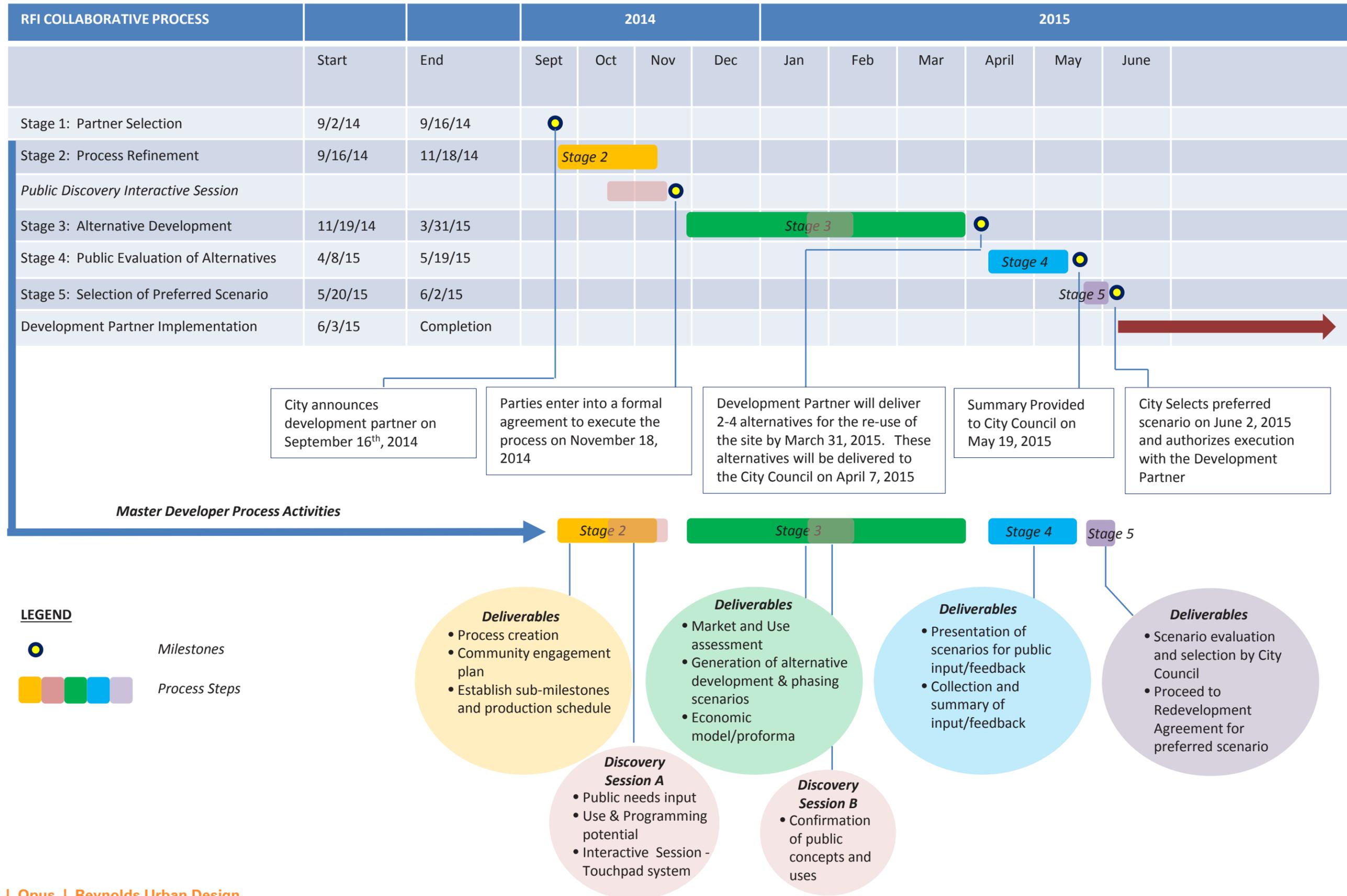
Lawson Commons - Frauenshuh led the effort to plan, design and develop what was and is still known today as Lawson Commons in the heart of downtown St. Paul. This 436,000 square foot 13-story Class A office building is more than a landmark address and structure in St. Paul; it is the result of a true public-private collaboration that lead to the transformation of two distressed and underused blocks within the City. Lawson Commons set the stage for job creation and future investment in and around the St. Peter and 6th Street district. Lawson is flanked by the St. Paul Hotel, Landmark Center, The Ordway Center for the Performing Arts and Rice Park. The created green space flanking Landmark Center was designed and planned to accentuate the streetscape and surrounding architecture and to create a place for public art display such as the notable Charles Schulz Snoopy sculptures.

The 1,006 space parking ramp constructed on the block and owned by the City of St. Paul was an integrally designed and planned component of the Lawson project. Today, the ramp functions as a multi-use facility for employees in the downtown St. Paul district as well as for visitors and guests to the downtown area. The lobby of Lawson effectively functions as an interior "pedestrian main street" between the parking ramp and the city streets leading to Rice Park and nearby locations such as Xcel Energy Center. The main floor lobby features a Kincaid's restaurant, coffee shop, Chipotle restaurant and bank.

As the developer and owner of this project, Frauenshuh lead the development process through various neighborhood and stakeholder planning phases to capture community objectives in the plan. Today, Frauenshuh still functions as the property leasing and management company, demonstrating again its long term care and role in the assets that we envision and create.

In addition to these relevant projects, Frauenshuh and Opus have been involved in many public private partnerships, including Arbor Lakes at Maple Grove, St Francis Hospital in Shakopee and LaSalle Plaza in downtown Minneapolis.

Preliminary Work Plan: Grandview Phase 1 Collaborative Development Process





The GrandView District project presents both challenges and fantastic opportunities. The Frauenshuh/Opus/Reynolds Urban Design team understands these dynamics and has the collective experiences to identify and create project solutions that will add to this wonderful neighborhood. We believe the following represent some important topics relevant to the GrandView District project that uniquely qualify our team:

Identify Community Needs - the GrandView District has been home to generations of families. There is a sense of community here. Much of this is centered around the Jerry's market area. In order to identify the important salient issues, community input is needed. We believe this input is instrumental in determining the best solution in the evolution of the GrandView District. We propose an interactive public discovery and communication process to gain and incorporate stakeholder input.

Walkable Community - as our team reviewed the RFI and the GrandView District Development Framework, it became clear that one of the greatest opportunities was to improve the walkable environment. Creating connections within the district will further enhance the vitality and energy of the neighborhood. But it's not just about getting there. The path needs to connect with its surroundings and create that sense of place. We have demonstrated this through our work and are dedicated to this outcome for GrandView.

Value Driven Development Solution - a development opportunity is not just about placing a building on a site in isolation. It requires an understanding of existing conditions, market needs, its place in the overall environment, and its contribution to the community. The Frauenshuh/Opus/Reynolds Urban Design team understands these important issues and will use them to create the right solution for this site and for the Edina community.

Collaboration - the best project solution typically results from multiple idea sources. Our team guides sourcing of ideas through collaboration but also through leadership. We see the GrandView District project having the opportunity to be influenced by many stakeholders but also by a team of experts and the market. The project solution will be strengthened by this collaboration.

Experience - as provided in our RFI response, the Frauenshuh/Opus/Reynolds Urban Design team has had the opportunity to lead and be involved in many projects with similar conditions as the GrandView District project. Each of these experiences has prepared us for this project. This includes the public engagement and design process, perfecting the development solution, capitalization of the investment, construction execution and long-term ownership and operation. We are both humbled and excited by the opportunity to share our experience to create a truly unique project solution.