



Chapter 2: Vision, Goals, and Objectives

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2.1 INTRODUCTION

Edina has always been a community that has recognized the importance of its past while preparing itself for the future. From its incorporation in 1888 as a milling area on the banks of Minnehaha Creek, Edina has evolved to be a model among municipalities in the Twin Cities metropolitan area. It has been an innovator and leader in many ways as evidenced by:

- Adoption of a comprehensive zoning ordinance in 1929, the first Minnesota village to do so.
- Approval and construction of the Country Club neighborhood in 1924 featuring contoured streets, parks, trees, an eighteen-hole golf course and housing with private covenants governing unit placement, architectural style and property maintenance.
- Establishment and upgrade of the 50th and France commercial neighborhood starting in the 1930s.
- The opening of Southdale Center in 1956 as the nation's first fully enclosed, climate-controlled regional shopping mall – a model that has been subsequently used throughout the country.
- Development of Centennial Lakes and Edinborough, which have become contemporary models for the integration of commercial and residential land uses.

Edina has achieved these and other successes as a community in a number of ways. One of the key attributes of the community's success has been the interest in proactively preparing itself for the future. The Centennial Lakes/Edinborough project referenced above is evidence of this fact. Further evidence includes The Second Century, a report prepared by the Edina Futures Commission in 1990 that analyzed potential community changes.



Edina's Vision 20/20, a long-range strategic plan that articulates Edina's purpose and values, continues the pattern of anticipating the future and shaping it to better serve the Edina community. Edina Vision 20/20 was updated in 2003.

Edina's mission statement is:

"Our mission is to provide effective and valued public services, maintain a sound public infrastructure, offer premier public facilities, and guide the development and redevelopment of lands, all in a manner that sustains and improves the uncommonly high quality of life enjoyed by our residents and businesses."

The following narrative summarizes the 2003 update of **Edina's Vision 20/20**.

2.2 VISION AND GOALS

The Vision Statement, articulated in the following goals, is:

Edina will be the preeminent place for living, learning, raising families and doing business, distinguished by:

A Livable Environment

Our residents regard their quality of life in Edina as very high. Many factors contribute to this opinion, including premier schools, exceptional neighborhoods, an advantageous location in the metropolitan area, excellent public facilities and services, safe streets, a clean and adequate water supply, access to new technology and communications systems and a strong sense of community identity.

Effective and Valued City Services

Our customers (we view our residents and businesses as customers as well as taxpayers) have an extraordinarily high regard for city services. They associate an outstanding value with these services. They also distinguish Edina from other places by the quality of our services. These services change as the needs of our customers change, but their effectiveness and value will be the benchmarks of our success.

A Sound Public Infrastructure

Edina streets, utilities, parks, and public buildings are the essential components of the foundation of our city. A sound public infrastructure



encourages the development of a stable private infrastructure, leading to an enhancement of the sense of quality that Edina has and will enjoy.

A Balance of Land Uses

Edina is a model of urban development: a diversity of land uses, housing choices for all stages of a person's life, outstanding neighborhoods and an extensive network of parks and open spaces all arranged in a manner of development that is pedestrian- and transit-friendly. It also includes the employment of reinvestment and redevelopment strategies to address changing housing and business needs and prudent policies that sustain Edina's enormous investment in its housing stock and neighborhoods.

Innovation

"Innovation" means matching our technological resources with the needs and desires of our residents. "Innovation" means creating value in what we do to serve our citizens. "Innovation" means operating local government in a business-like manner even though we are not a business. "Innovation" means forging partnerships with our schools, community organizations and volunteers to serve our customers. "Innovation" can also mean risk-taking. Although our residents are highly satisfied with their community, we always seek innovative ways to improve their lives.

2.3 OBJECTIVES

Nine objectives were developed as part of the original 20/20 Vision plan, representing a broad range of observations and findings that became evident during the planning process. In 2003, finding that many of the City's goals had been accomplished, the City Council updated Vision 20/20 by revising, updating, and combining objectives. They adopted the following eight objectives:

1. Maintain strong residential neighborhoods.
2. Provide a level of City services that sets Edina apart from other communities.
3. Provide capital investments that balance need and affordability.
4. Accommodate the efficient movement of people and goods in and around Edina.



5. Take an active role in future redevelopment strategies.
6. Support Edina Public Schools in maintaining an exemplary public education system for the community.
7. Evaluate and efficiently employ technological advancements to provide City services.
8. Continually update and refine Vision 20/20.

Conclusion

The conclusion of that 2003 20/20 update was:

Edina has achieved successes as a community by preparing itself for the future. From a visioning perspective, Edina's Vision 20/20 examines where our community has been, where it wants to go and how it will get there. From a strategic planning perspective, it examines the challenges and opportunities that have been identified as having the highest priority in the community. As in recent years, once the strategies, or goals, of highest priority are addressed, other items will move into positions of greater prominence. As an ongoing dynamic process, Vision 20/20 will be amended in the future to address these issues.