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Exploration D: IDEAS

IDEA GREEN SPACE

Give it a name

Why does this idea matter?

ADDS TO QUALITY VISION

Who does it serve?

EVERYONE

Where might it be best applied?

ALONG FRANCE

Is the idea realistic or is it far-fetched?

REALISTIC

Who will like it?

EVERYONE

Who won't like it?

DEVELOPER

Draw it, describe it, or somehow characterize it





Exploration C: WHAT MATTERS?

List up to eight things that matter to your group

1	TRAFFIC
2	GREEN SPACE
3	DENSITY
4	CONTROLLED PARKING OUT OF SIGHT.
5	NO CHANGE NORTH OF PARKLAWN
6	
7	
8	



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Exploration D: IDEAS

IDEA

FRANCE AVE. BOULEVARDS.

Give it a name

Why does this idea matter?

MORE GREEN & NOT A FREEWAY

Who does it serve?

EVERYONE

Where might it be best applied?

SOUTH OF 66TH TO 494

Is the idea realistic or is it far-fetched?

? HENNEPIN CTY ?

Who will like it?

EVERYONE

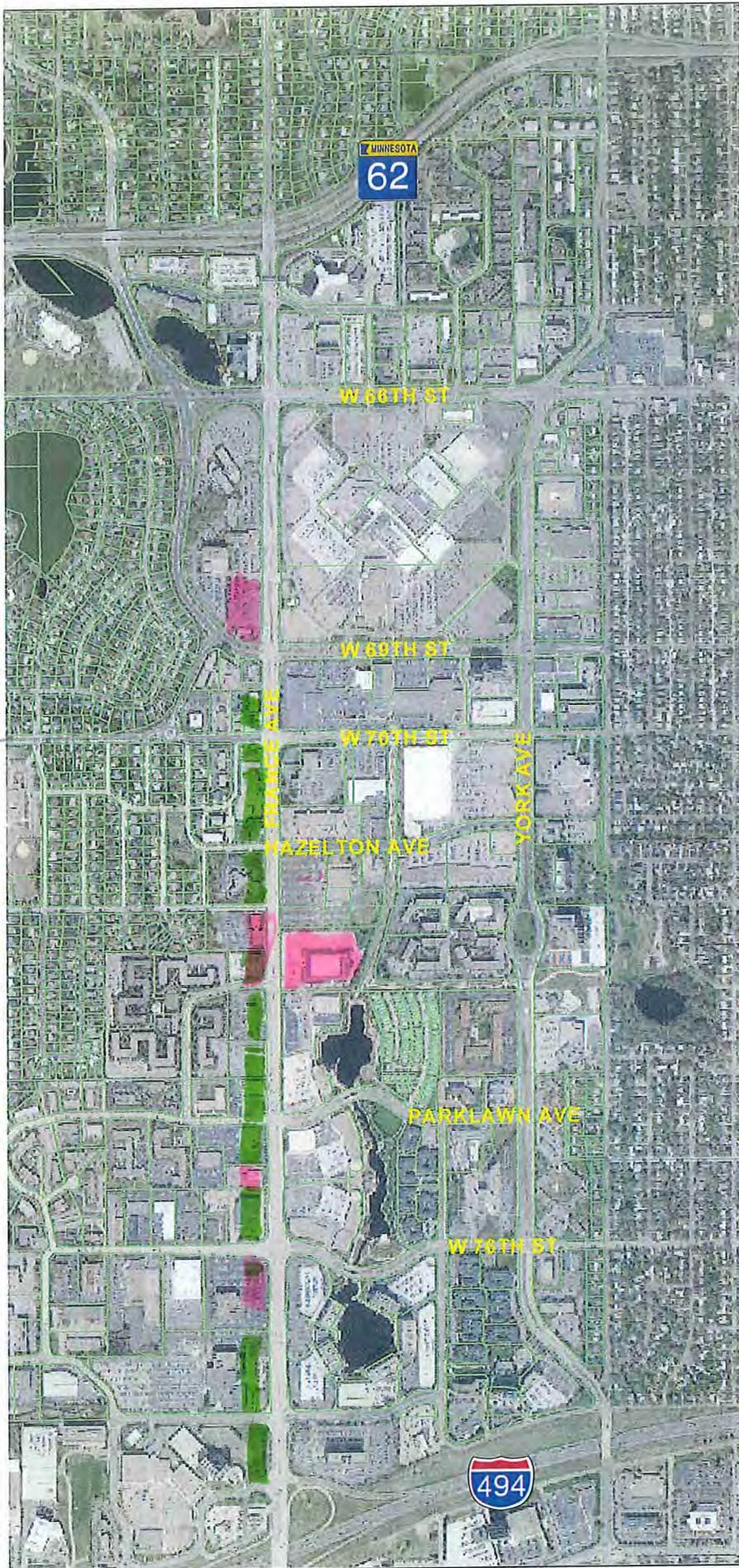
Who won't like it?

DEVELOPERS. †

Draw it, describe it, or somehow characterize it



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Greater Southdale Area



Engineering Dept.
Aerial Flown: April 2012



Explorations

Explorations are intended to help give first insights into the conditions of the West Side of France Avenue/Greater Southdale Area. Using the local knowledge and insights of neighbors and commercial property and business owners, respond to each of the following:

A Your place

It's the intent of this process to recognize interests in the West Side of France Avenue/Greater Southdale Area, whether those interests are neighbors, commercial property owners, business owners, or others from the broader Edina community.

Using the large map of the city at the front of the room, **place a dot over your home or your place of work**. If you live in Edina and work in the study area, attempt to tear your dot in half and place each half appropriately.

You may place your dot at any time during the meeting.

B Change

No change 72 to Parklawn. South of Parklawn depends on Schile & Fred + Pentagon

Consider the properties in the West Side of France Avenue/Greater Southdale Area and how they might (or might not) change over the next ten or twelve years. Understanding if change is possible helps frame how a plan might best respond to changing conditions or be prepared to perpetuate conditions that are not so likely to change.

Working with others at your table, **review the "Potential for Change" map and color code properties** to suggest how likely those properties are to change or remain as they are. Code each property:

- Red**, if the group believes change is likely
- N. side* **Green**, if the group believes the current condition is stable
- S. Parklawn* **Yellow**, if the group cannot reach a conclusion

The color coding resulting from this exercise will not form the basis for recommending change, just as it will not form the basis for a property remaining in its current state. Rather, it will be a piece of the information used to understand the broader conditions in the West Side of France Avenue/Greater Southdale Area.

To the extent possible, include brief notes tied to each property suggesting why your group coded properties in certain ways. *Density N of Parklawn should not change S could change depending on what happens at Schile, The Fred, & Pentagon.*
Spend about 20 minutes on this exploration.





C What Matters?

Regardless of the perspective about changing properties, the West Side of France Avenue/Greater Southdale Area is facing pressures and, with that, neighbors, commercial property owners, and business owners are likely to raise concerns. This exercise intends to begin identifying the key issues to be addressed by asking, "What matters?"

Just part 3 - Density & height ~~and~~ ^{no} retail uses west of France

Working with others at your table, discuss the "matters" facing the study area and then list the most significant that need to be considered. **Use the What Matters list provided.** It is understood that there are likely more than can be included on the list, but the intention is to highlight those that are most important to be addressed in the scope of this process of considering the future of the West Side of France Avenue/Greater Southdale Area.

Spend about 15 minutes on this exploration.

D Ideas

Everyone in the room tonight is here because they're interested in the future of the West Side of France Avenue/Greater Southdale Area. It's likely that everyone also has an idea about something that would make it a better place. This exercise is oriented to exploring ideas—some may be simple, while others might be more far-reaching. Tonight, all ideas can be considered.

Working with others at your table, think about improvements, enhancements, activities, uses, or features that might be pursued to make the West Side of France Avenue/Greater Southdale Area a better neighbor, a better place to do business, or a more integral piece of the Edina community. **Translate those thoughts onto Idea Cards**, with ONE IDEA PER CARD. Describe the idea through narrative, drawing, or any means that fairly conveys the essential basis of the idea. Be sure to give each idea a title.

*1) N of Parklawn if right Density & FAR don't change
if existing comp plan is correct*

Spend about 30 minutes on this exploration.

*2) Co parcel parking w/ access off of Parklawn + or alleyway
3) Strong open space & pedestrian connections from every street to of France to the Southdale spine*

5) Heavily landscape France Ave

6) A buffer between properties N of Parklawn & the residential neighborhood to economically & environmentally accommodate storm

Sharing findings

Select one person (or maybe more) to offer a brief review of your table's discussions. Focus on the results from Exploration D and plan to provide highlights, not details, with your table report being no more than two minutes.

*1) facilitate pedestrian movement away from France
As opposed to along France*

