

Re-Visioning the Southdale District

Greater Southdale Area Planning Framework Vision – Phase 2 Summary

March 18, 2016

DRAFT FOR REVIEW

Overview

The Greater Southdale Area, already one of the region's primary commercial, residential and retail districts, is uniquely positioned to demonstrate a process for how public and private interests can come together to collectively shape a vision for a new paradigm of suburban community development.

The existing district offers a remarkable variety of assets – a major medical center, significant retail and entertainment offerings, single and multi-family residential, senior housing, civic and recreation venues, and corporate office. This diversity can be amplified by furthering a clear design vision and implementation strategy that will yield higher values for stakeholders.

Background. In early 2015, the city of Edina convened a Work Group to address the future planning policy for the Southdale corridor, with an initial focus on the west side of France Avenue. This 16-member Work Group is composed of representatives from civic, commercial and residential interests. Through an interactive and collaborative process, this group developed a set of “Working Principles and Supporting Questions” to guide this planning process, considered Phase 1.

Overview

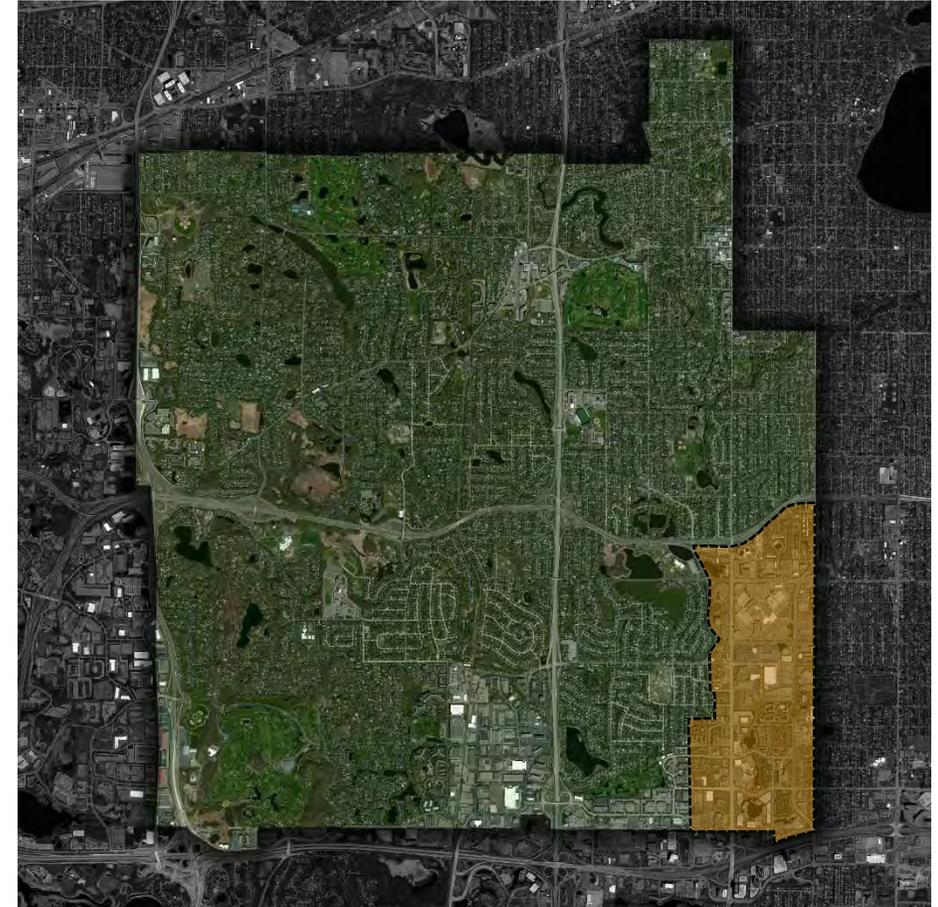
Phase 2 Intent: The purpose of this phase of the study was to draw upon the community-based recommendations developed in Phase 1, test their viability on real sites within the district, and set forth a graphic vision for future development—to be further refined in future stages.

Architecture Field Office led the Work Group to frame a vision for preserving, energizing and adding development in the study area. This Phase 2 vision sought to build upon and connect the District's existing assets, to create a framework for a more holistic approach to new development, and better access throughout the district and to adjacent neighborhoods.

The outcome of the visioning process builds upon the Work Group's "Working Principles and Supporting Questions," outlines a means to advance the work that has been completed to date, and sets the stage for future refinement.

Phase 2 Goals

- Collaborate with the Work Group to set forth a graphic vision of how the Greater Southdale Area can become a transformative, vibrant, forward-looking and human-centered district.
- Identify and promote development strategies that support an inviting public realm, foster transparency through the district to promote connections, create a unique identity, provide new public amenities through green streets and public spaces, and improve sightlines as a means to establish a sense of place.
- Base planning decisions upon the draft “Working Principles and Supporting Questions,” update and enhance as appropriate.
- Make recommendations on intensity of new developments within the district to inform future updates to the Comprehensive Plan



Working Principles

Framework Vision

Southdale Area Working Principles

Principle	Attributes
Allow latitude to gain tangible and intangible outcomes aligned with the district principles.	Encourage development
Advance quality through thoughtful and artful design of buildings and publicly accessible spaces, highlighted human activity, and enhanced economic vibrancy.	Focus on public realm
Look beyond baseline utilitarian functions of a single site to create mutually supportive and forward-looking infrastructure sustaining the district.	District energy, stormwater management, district parking
Foster a logical, safe, inviting and expansive public realm facilitating movement of people within and to the district.	Improved and new pedestrian connections, new street grid

Southdale Area Working Principles

Principle	Attributes
Encourage parcel-appropriate intensities promoting harmonious and interactive relationships without 'leftover' spaces on sites.	Clear sub-district character and development typologies
Advance human and environmental health as the public and private realm evolves.	Balance between pedestrian-focused environments and infrastructure
Embrace purposeful innovation aimed at identified and anticipated problems.	Design guidelines to set baseline standards and expectations
Promote well-balanced aggregations of 'come to' and 'stay at' places focused on human activity and linked to an engaging public realm.	Appropriate density by sub-district
Ensure every component contributes to the sustained economic vitality of the district and the community.	A whole life community (8-80)

Translating Principles to Vision

Framework Vision

the vision: **build upon existing assets**

EDINA PROMENADE



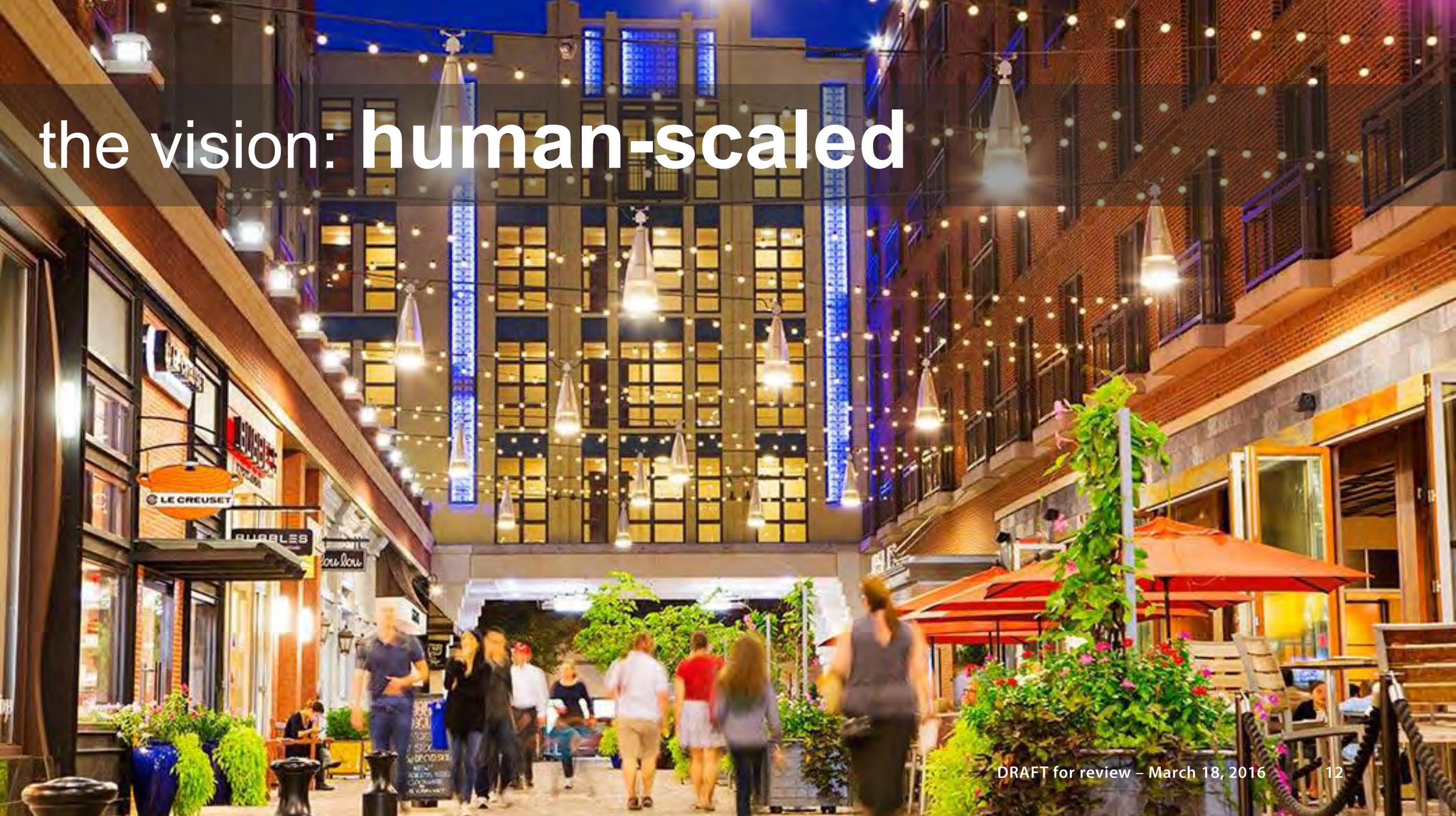
A vibrant, pedestrian-friendly city street scene. The street is lined with lush green trees and modern buildings. In the foreground, there are several large, colorful planters with various plants. A few people are walking on the sidewalk, and a crosswalk is visible on the road. The overall atmosphere is bright and inviting.

the vision: **improve access**

the vision: walkable



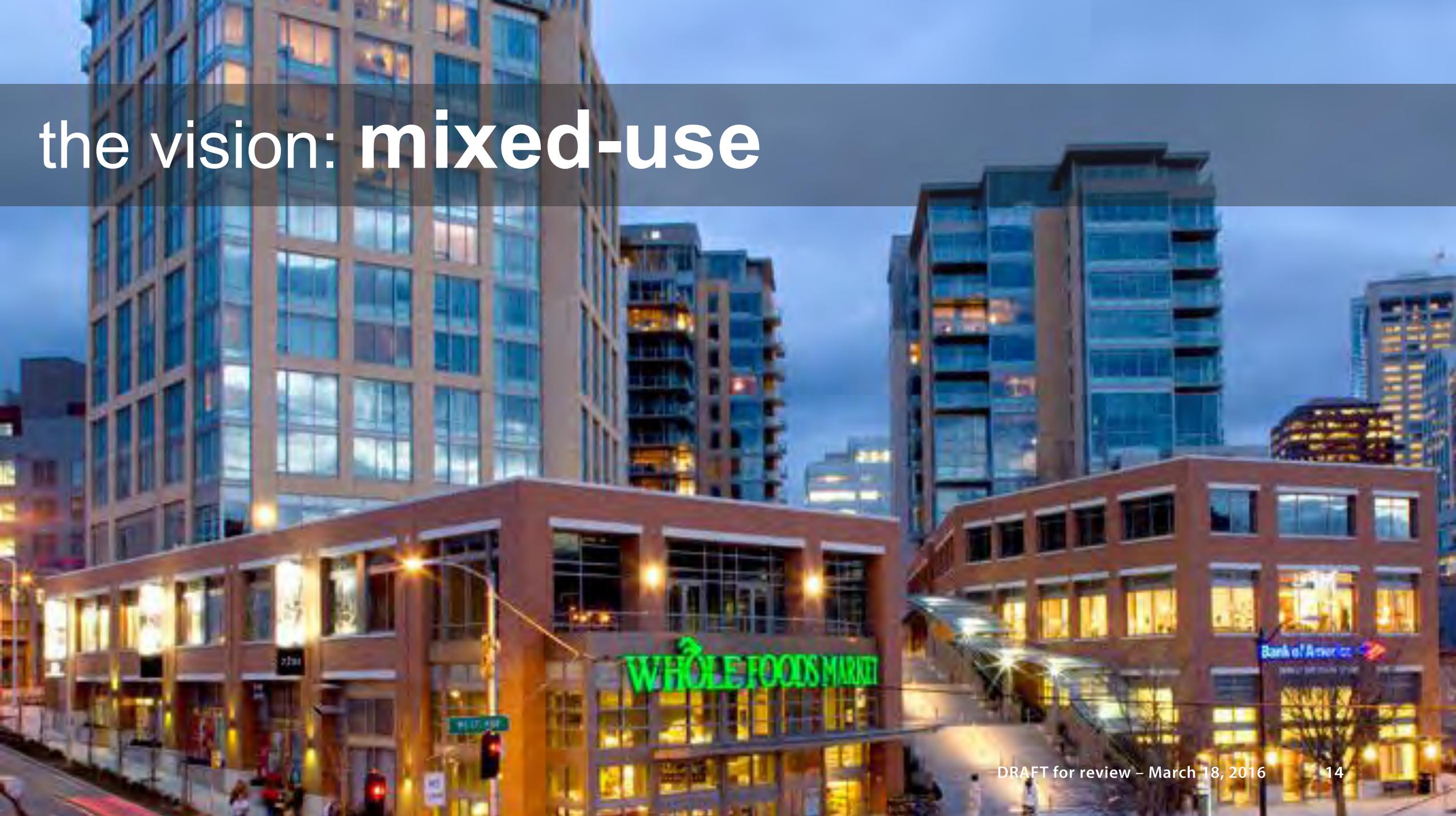
the vision: human-scaled



An aerial photograph of a city street showcasing a variety of architectural styles. In the center, a large brick building with a prominent white-framed glass facade and a blue-tinted roof stands out. To its left is a modern, curved glass building. To the right, a tall, light-colored building with a grid-like facade is visible. The street is lined with trees and has a few cars and a white van. In the background, more dense urban buildings are visible under a clear sky.

the vision: **architecturally varied**

the vision: **mixed-use**



the vision: **family friendly**



the vision: green



the vision: **summer city**



the vision: **winter city**



the vision: **connected**

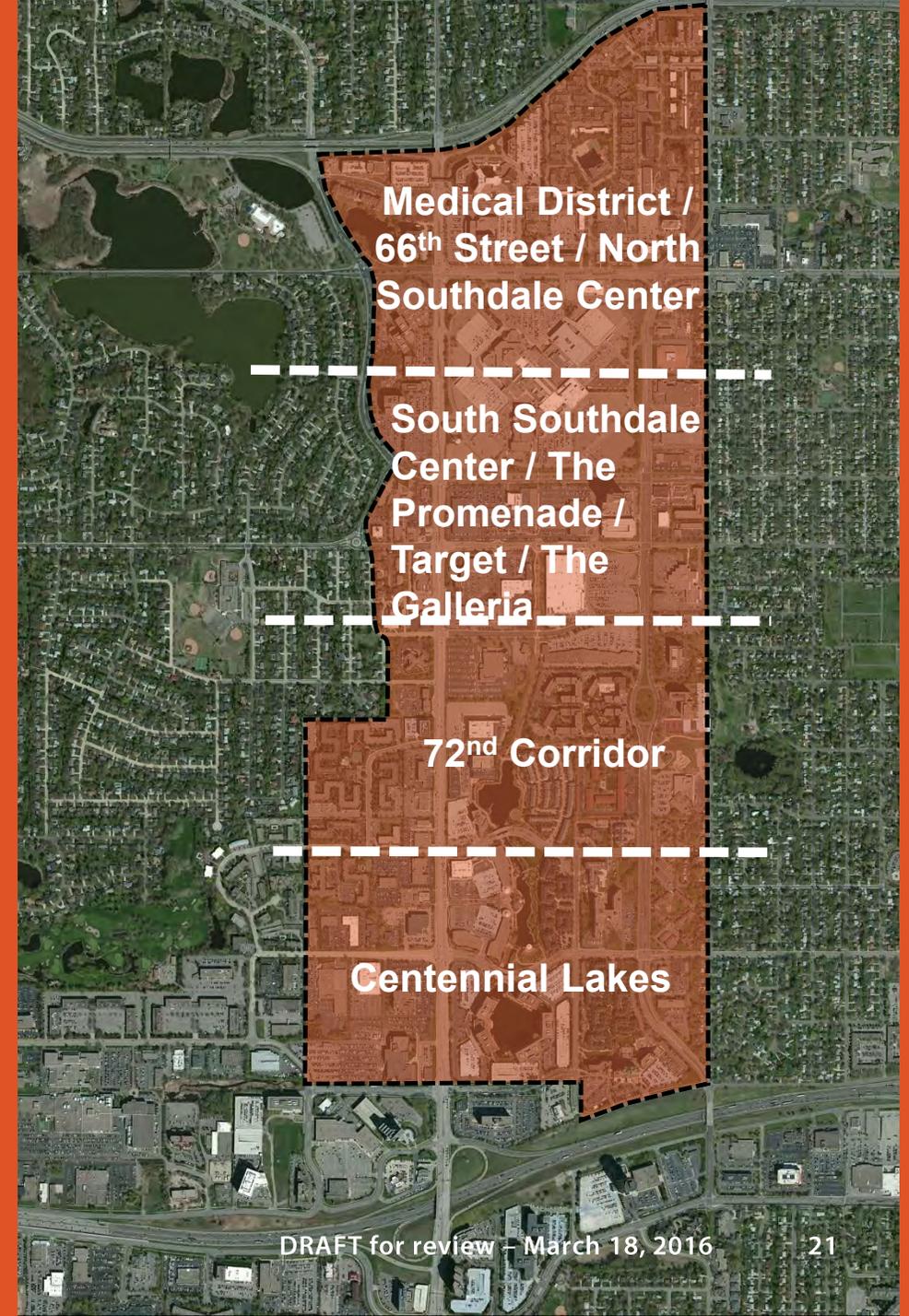


the vision: a destination

A vibrant night scene of a city street, likely in a downtown area, decorated for a festival or holiday. The street is illuminated by numerous strings of warm white lights and colorful lights (blue, green, red) draped across the scene. In the foreground, three large, closed green patio umbrellas stand on a sidewalk. Pedestrians are visible walking along the sidewalk. The background shows multi-story buildings with lit windows and balconies, some with additional decorations. The overall atmosphere is festive and inviting.

Vision Development Four Test Sites, Four Teams

Framework Vision



Visioning Process

The Phase 2 planning commenced October 8, 2015. The process focused on key sub-districts within the larger Southdale district:

- Medical district/North end of Southdale
- South end of Southdale/Galleria/Target
- 72nd Corridor
- Centennial Lakes

Small groups of work group members were assigned to each sub-district. We conducted eight weekly meetings, alternating between sub-district small group design sessions, and full work group meetings. The planning also included work sessions with both the planning commission and city council as a means to keep these groups apprised of progress.

Visioning Exercise: *Do You See What I See?*

To kick off the study, all Work Group members were asked to participate in a Visioning Exercise focused on each of the four sub-districts. These sub-groups met on their own, and toured through their assigned sub-district on foot and by car. The purpose of the exercise was to encourage participants to take a hard look at the district, and consider the following questions: How do you measure your city physically, and how do those measurements translate into great experiences?

Considerations

- Land ownership
- History of the area
- What has changed – both good and bad
- Development trends
- Road blocks to good development
- Preconceptions about how the area should work
- How does the area work aesthetically? What do you like and what do you not like?
- Missed opportunities?
- Connections that work and do not work
- Pedestrian experience
- Public realm details
- Building details

Questions: Do You See What I See?

Streets and Sidewalks

- What is the width of the sidewalk?
- Is the sidewalk protected from the street?
- Are there trees? Where is the lighting?
- What shapes the street: buildings, trees, bicycle lanes, cars?
- Is art integrated into the street?
- What is the surface of the sidewalk?

Public Spaces and Parks

- Are people using the space?
- Does the space connect to other public spaces?
- Do they seem part of a larger plan?
- Are they flexible?
- Do they give you a sense of civic pride?
- Are they designed for all seasons?

Buildings

- Are building walls transparent so you can see in and others can see out?
- Where does one enter the building?
- Are the facades the right height for the width of the street?
- Are there canopies that protect and define the public realm?
- Where is service located?
- Can I easily walk to the front door from the public sidewalk?

Visioning: 72nd Corridor



Create a place to go, not just a place to be



Incorporate green space; link to Promenade



Improve pedestrian experience and connectivity



Balance height and density

Visioning: Medical District/North Southdale



Improve pedestrian safety and connectivity



Improve vehicular flow – open up 65th to Xerxes



Link medical center to Southdale; incorporate green space



Accommodate workforce housing and hotel(s)

Visioning: Southdale/Galleria/Target



Provide opportunities to park once and walk



Reduce the scale of the big box, hide parking



Extend the Promenade to Southdale



Incorporate convention/meeting space

Visioning: Centennial Lakes



Improve connectivity to Centennial Lakes/Promenade



Potential for new corporate office development



Open up retail to Promenade



Extend connections to Pentagon Park and residential neighborhood

Precedent Studies

Framework Vision

Precedents and Best Practices



A primary directive for this visioning phase was to “think big” and to develop a development vision for the overall Southdale District that looked beyond the potential of a single parcel of land, and explore how the entire district could evolve in a holistic yet diverse way. The team looked at case studies and precedents globally, and applied these ideas to the working principles. Our primary inspiration was Portland, Oregon—specifically, the city’s Pearl District.



We also looked at great streets around the world and examined their dimensional characteristics and public realm development.

Precedent Study: Urban Renaissance Through Public and Private District Development

Pearl District

Portland, Oregon



District Goals:

- Mixed-use
- Walkable
- Diverse
- Dense
- Human-scale
- Resource Conservation

District Timeline:

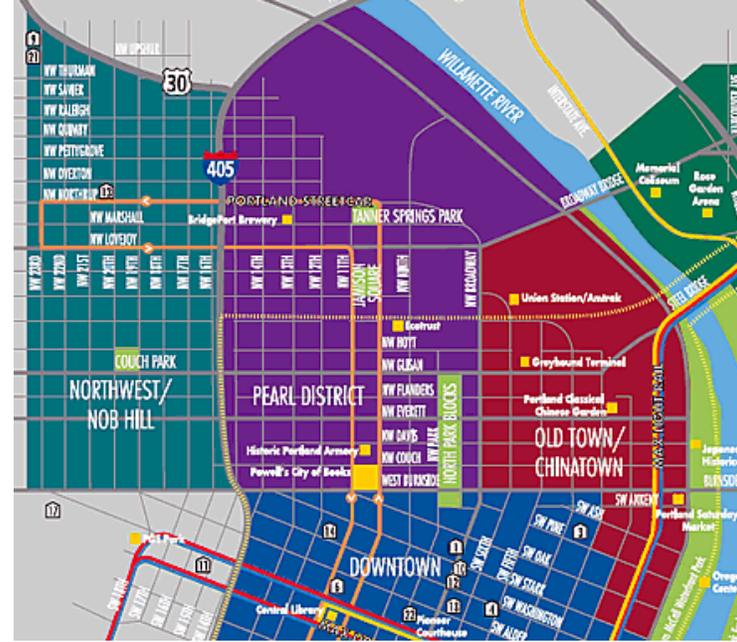
- 1990s – ongoing

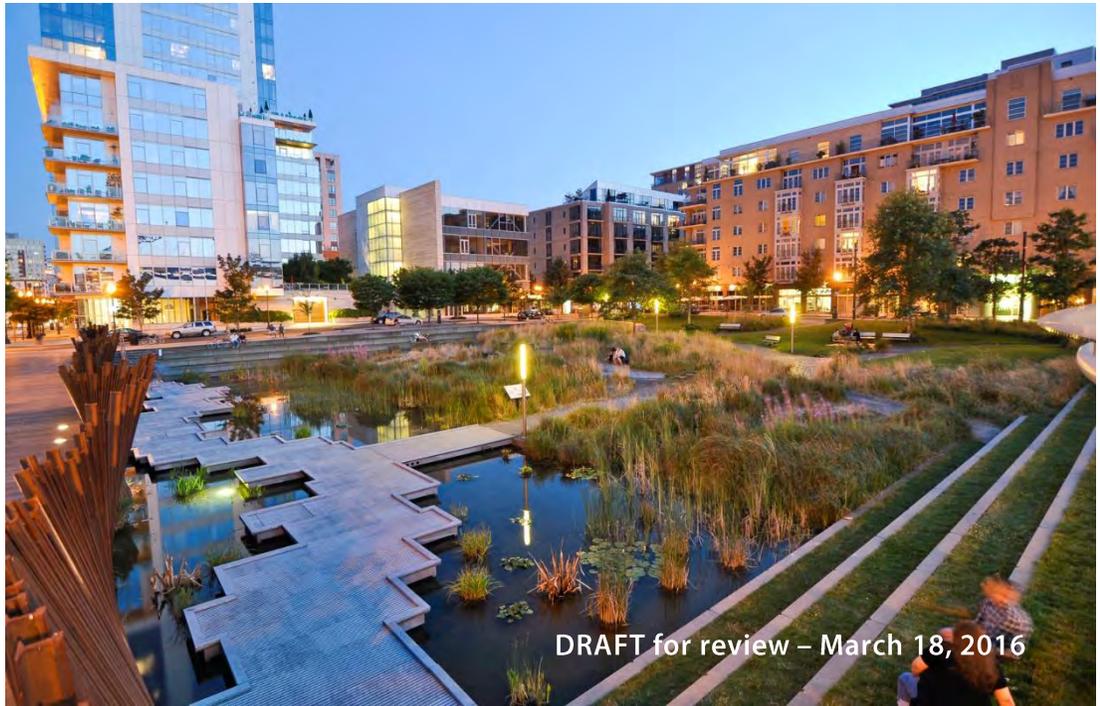


District Scope:

- 100 Block area of over 245 acres.
- Over 10,000 new housing units
- More than 5.4 million SF of office, institutional, retail and hotel
- 4 new parks
- 6,000 commercial and residential inhabitants
- 1 streetcar
- 11 bus lines
- More than 20 LEED buildings
- 20 Eco-roofs

Primary Developer: Homer Williams & Hoyt Street Properties





Public Realm Focused

Architecture Field Office

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2



8

6

2

14

Diversity in Building Heights and Architectural Styles

Lessons from Portland/Pearl District Precedent Study:

1. Get the scale right for both blocks and buildings.
2. Implement public realm guidelines for landscape, street furniture, lighting, signage, materials.
3. With a smaller block size, architectural style and building height become less important. What is important is the continuity of an active street experience.
4. Promote transparency at street level. No blank facades.
5. Encourage alternative modes of transportation (pedestrian, bike, bus, streetcar/circulator). Provide district parking to allow people to park once and walk.
6. Implement design guidelines and a design review process to set a baseline for scale and quality while still allowing diversity in architectural style and building heights.

Precedent Study: Great Streets

Cities are made up of streets or rooms of continuous space. The streets that are found throughout history have provided a framework for spatial imagination, social discourse and the creative energy of culture. These timeless streets are often defined by both interior and exterior rooms that connect the city together. These “street rooms” structure, organize and support the residents of a particular place. The memory of experiences in these inspiring rooms provides a sense of place to the individual. In most modern cities, our sense of place is less focused in the public realm and more so on private institutions – resulting standalone buildings and expansive parking lots.

Most building design is focused on efficient space utilization and continuity between interior functions. In fact a greater long-term role of any building is its façade and how well it performs in making our city streets and public rooms successful in supporting a quality of life for all of its citizens. Without consideration for the design of the public realm as an equally important part of the city form, our public rooms will continue to be non-existent.

While the density of our region and cities continue to increase, we must recognize each building’s important role in defining the public room. Building owners will need to be responsible for the quality of a building’s façade because its influence extends beyond the property line. The conscious design of the public realm and “street rooms” must take precedent to insure a higher quality of daily life experiences.

France Avenue and 66th Street – Edina, MN

Dimensions:

90-100 feet, curb to curb

200-800 feet, building wall to building wall

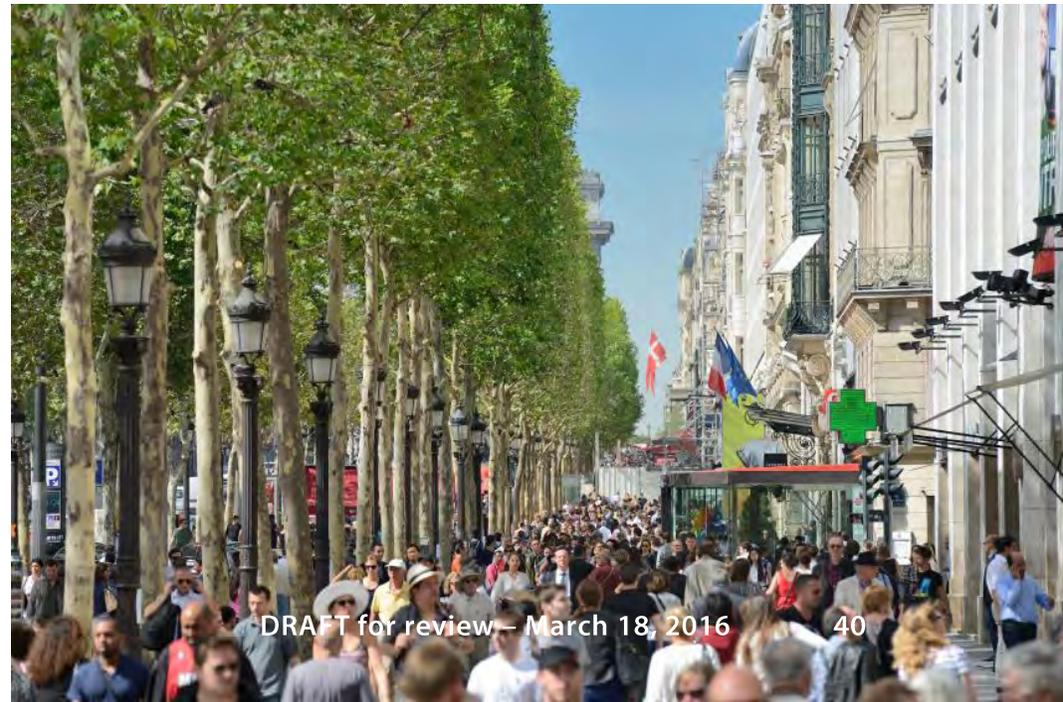


Champs Elysees – Paris, France

Dimensions:

94 feet, curb to curb

226 feet, building wall to building wall





Lessons from Great Streets Precedent Study:

1. Generous building setbacks (30-50 feet) provide space for a more varied public realm based on orientation, activities, and connections to adjacent neighborhoods.
2. Streets can vary in width and traffic flow, and are in proportion to the setbacks. This means that wider streets have wider setbacks.
3. Wider streets can accommodate taller buildings. Height is based on light, sun, orientation and context.
4. Shorter blocks with more frequent pedestrian-oriented intersections encourage walking.
5. Great streets define neighborhoods and often, provide the memorable image of the city.

Southdale District

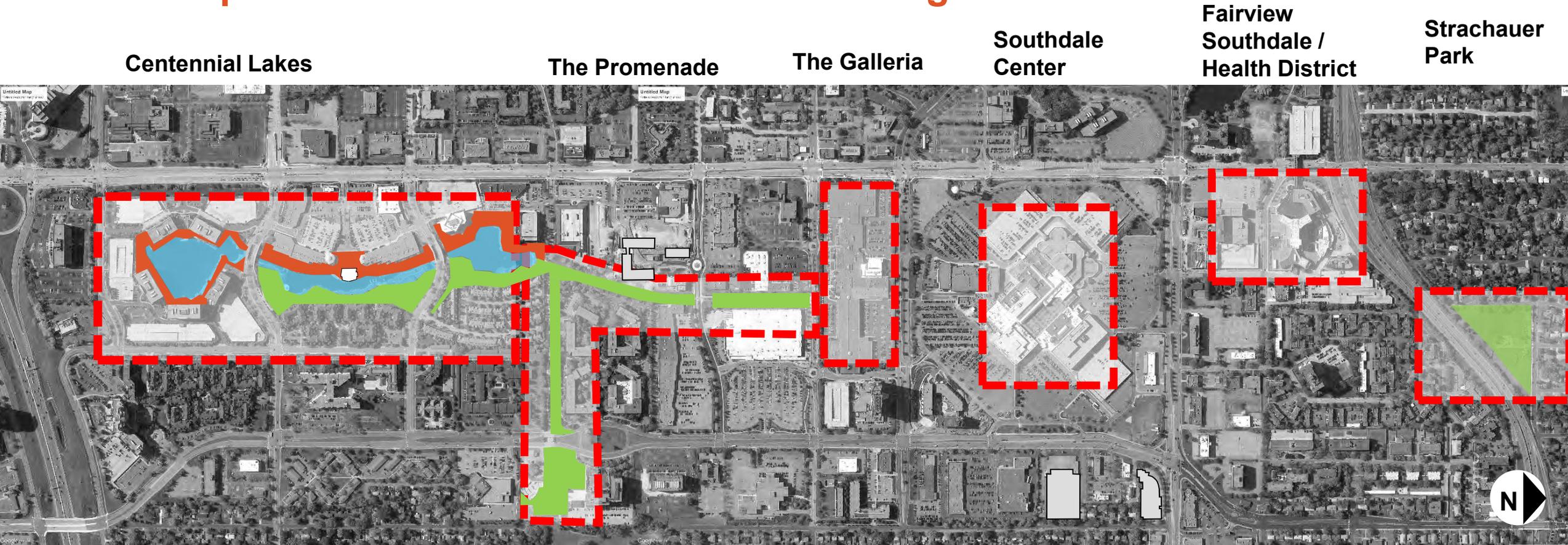
Framework Vision

Planning Strategies

- The site area is current composed primarily of ‘superblocks.’ The overarching premise of the phase 2 planning is to overlay a new street and sidewalk grid to break down large parcels and create a more human-scaled, pedestrian friendly environment
- Minimize visual and physical impact of the car: reduce surface parking where possible, encourage structured or below-grade parking in new developments, supplemented by district parking.
- Employ significant landscaped setbacks along major streets to buffer pedestrians from traffic. Add new pedestrian intersections on France, York and 66th to break down the scale of large blocks, better link the district to adjacent residential neighborhoods, encourage walking and promote safety.
- Focus on the public realm: pedestrian/vehicular streets, landscape/open space, “street rooms.” Establish design standards to guide building massing, organization, material palette, and public realm development.

Framework Vision

Build Upon and Connect the District's Existing Assets

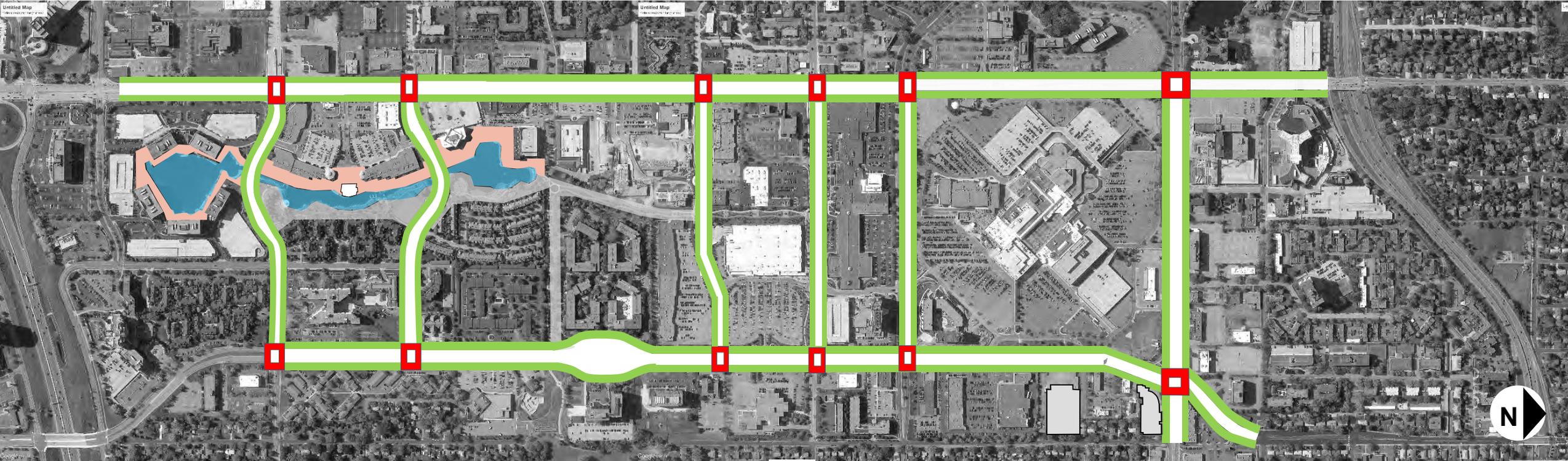


The Greater Southdale District features many desirable existing assets – health, retail, residential, senior living, corporate office, green and gathering spaces. When these assets become better physically connected, they can help anchor the district's transformation to a more people-focused, pedestrian-friendly place.

Framework Vision

Primary Streets, Intersections and Super Blocks

50-foot and 30-foot setbacks



Key to improving connections to and within the Greater Southdale district will be an improved pedestrian experience on its major north-south and east-west streets: France, York, 66th, 69th, 70th, Hazelton, Parklawn, and 76th. This plan proposes that all new buildings be set back 50 feet on the widest streets (France, York and 66th St.), with landscape buffers between the street and sidewalk. These setbacks can accommodate a double row of trees, other landscaping, and outdoor spaces for the new buildings. On the other east-west streets, the plan proposes a 30 foot setback with a similar approach to buffering the sidewalk from the street.

Framework Vision

The Street Grid

There is an expectation of the street grid: **it is democratic, it is uniform and connective.** The uniform grid and the buildings along it give the city its form. The space between buildings is used primarily for access for vehicles and pedestrians; for entrance into both public and private buildings; and to provide light, air and some common social spaces.

The **geometry of the city** plays an important part in the definition of the street room—width of street, length of block, solar orientation and axis as it relates to other grids—defines other public rooms of the city such as courtyards, plazas and parks. The real identity of the city is concerned with how the city is seen up close so that it is possible to understand how it really works. These ‘up close’ characteristics, experienced from the ground level, are what make cities unique.

To expand this basic idea into contemporary design is to be both democratic and innovative. What it means to be democratic is to encourage everyone to contribute to the possibilities of new architecture. To be innovative is to reach beyond current architectural conventions to create an extraordinary place without compromising the community’s sense of place.

We used three distinct street grid patterns to explore how the Greater Southdale Area might evolve as a more uniform and connected community. Small blocks of Portland are compared to the long blocks of Manhattan, and larger square blocks of Minneapolis. The goal was to determine the best fit for the Southdale area to set the stage for a more connected set of streets and places, as well as creating a development-appropriate scale for a better community experience.

Framework Vision: Streets and Blocks

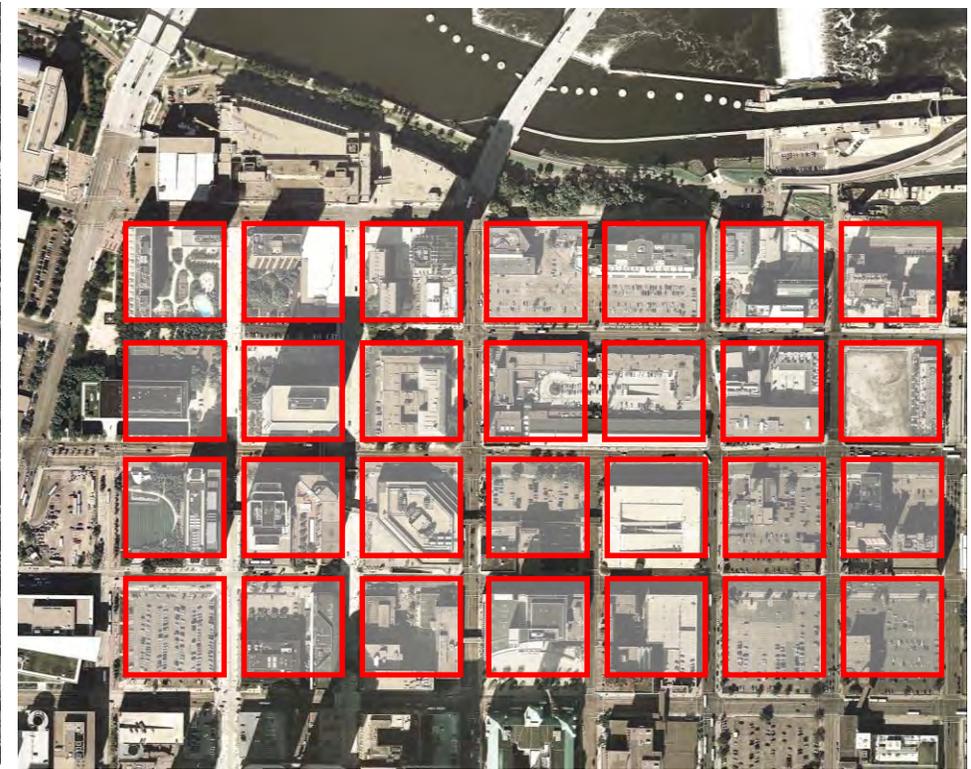
Pearl District Portland
260 Feet - Center Line of
Street to Center Line



Cross Town Streets NYC
260 by 680 Feet - Center Line of
Street to Center Line



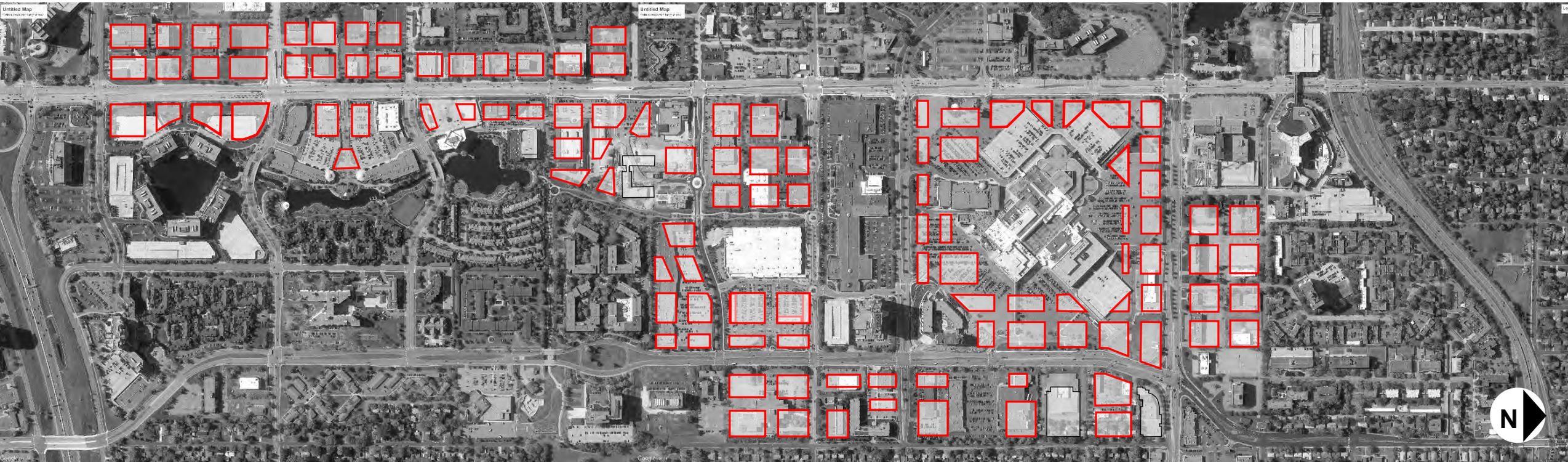
Minneapolis
410 Feet - Center Line of
Street to Center Line



Establishing a working block and street grid was tested using three distinct city grids. Based on flexibility and scalable building size, and density goals, the Portland model was used as a starting point throughout the district. This grid, the smallest of the three, can result in buildings and places with greater variety and interest than the larger buildings and blank walls that can result from a larger grid.

Framework Vision: Block Organization

Based on the Portland 200' x 200' square block layout



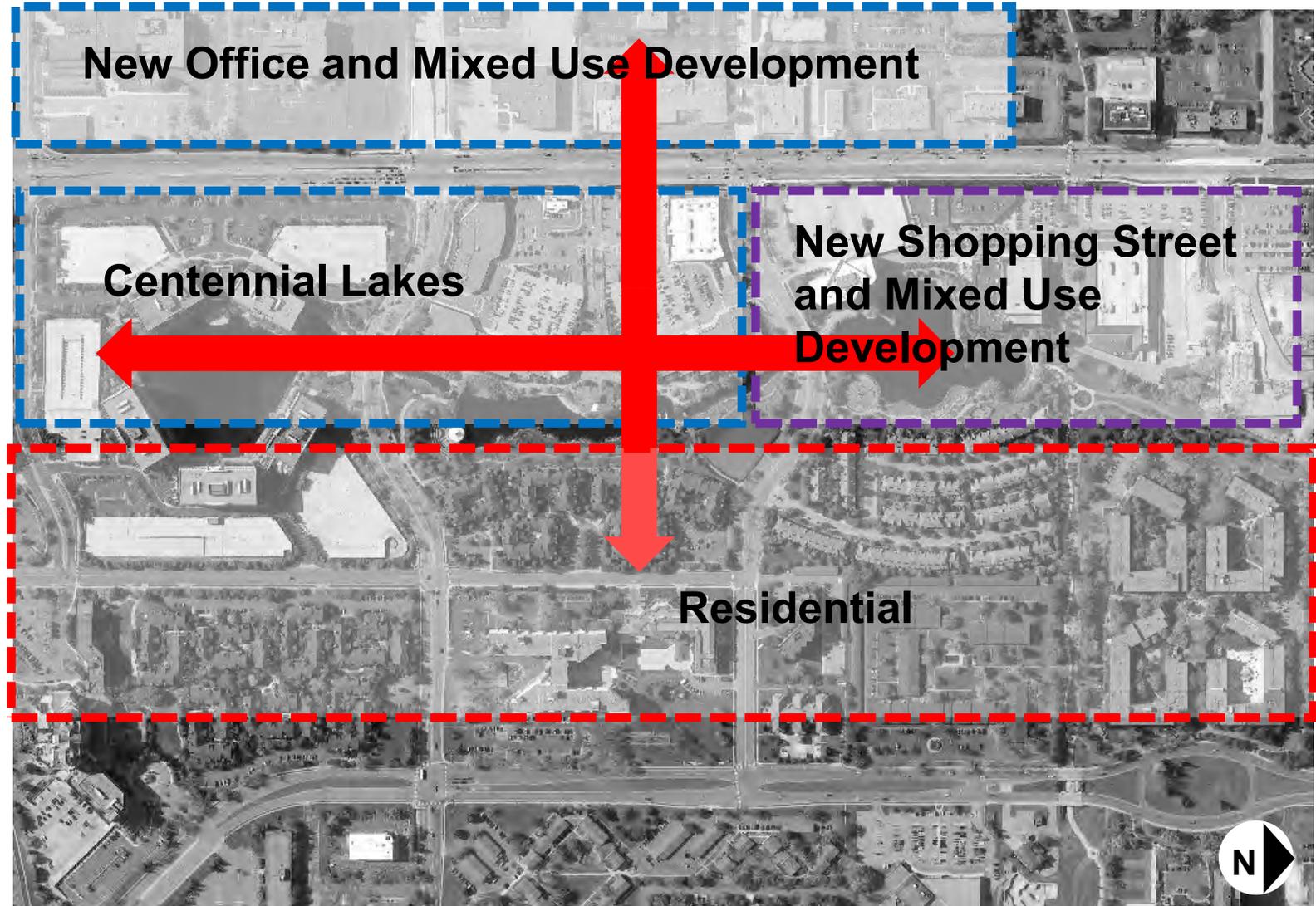
This diagram overlays the general dimensions of the Portland block model on our primary test sites. Based on existing conditions, variations can occur in the nominal 200 by 200 square grid.

Framework Vision: District Connections

Centennial Lakes District strategy: create ground-level pedestrian connections between existing Centennial Lakes office and retail development to potential new office development to the west, a new shopping street to the north and residential to the east.

Create easy and safe pedestrian connections between Centennial Lakes, across France Avenue to potential new Office and Mixed Use Development, and promote interconnections that support an integrated live/work/play community.

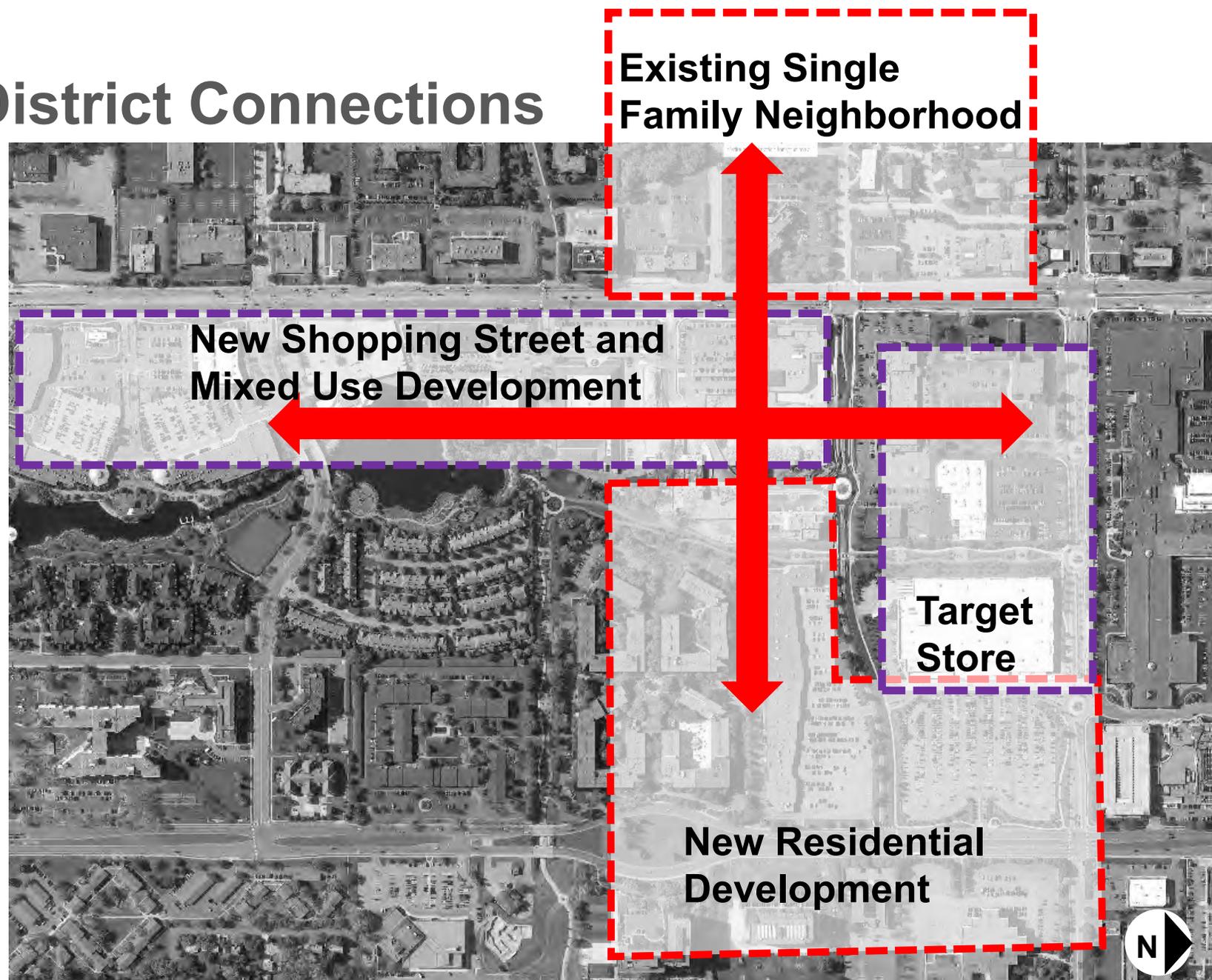
In addition the plan proposes a new continuous street between Minnesota Drive and Hazelton Road, linking the district north to south, and setting the stage for a new entertainment and shopping experience that supports the needs of a whole life community.



Framework Vision: District Connections

72nd Corridor District strategy: create ground-level pedestrian connections between existing residential neighborhood and current and future shopping districts – including a new pedestrian-scaled ‘shopping street.’

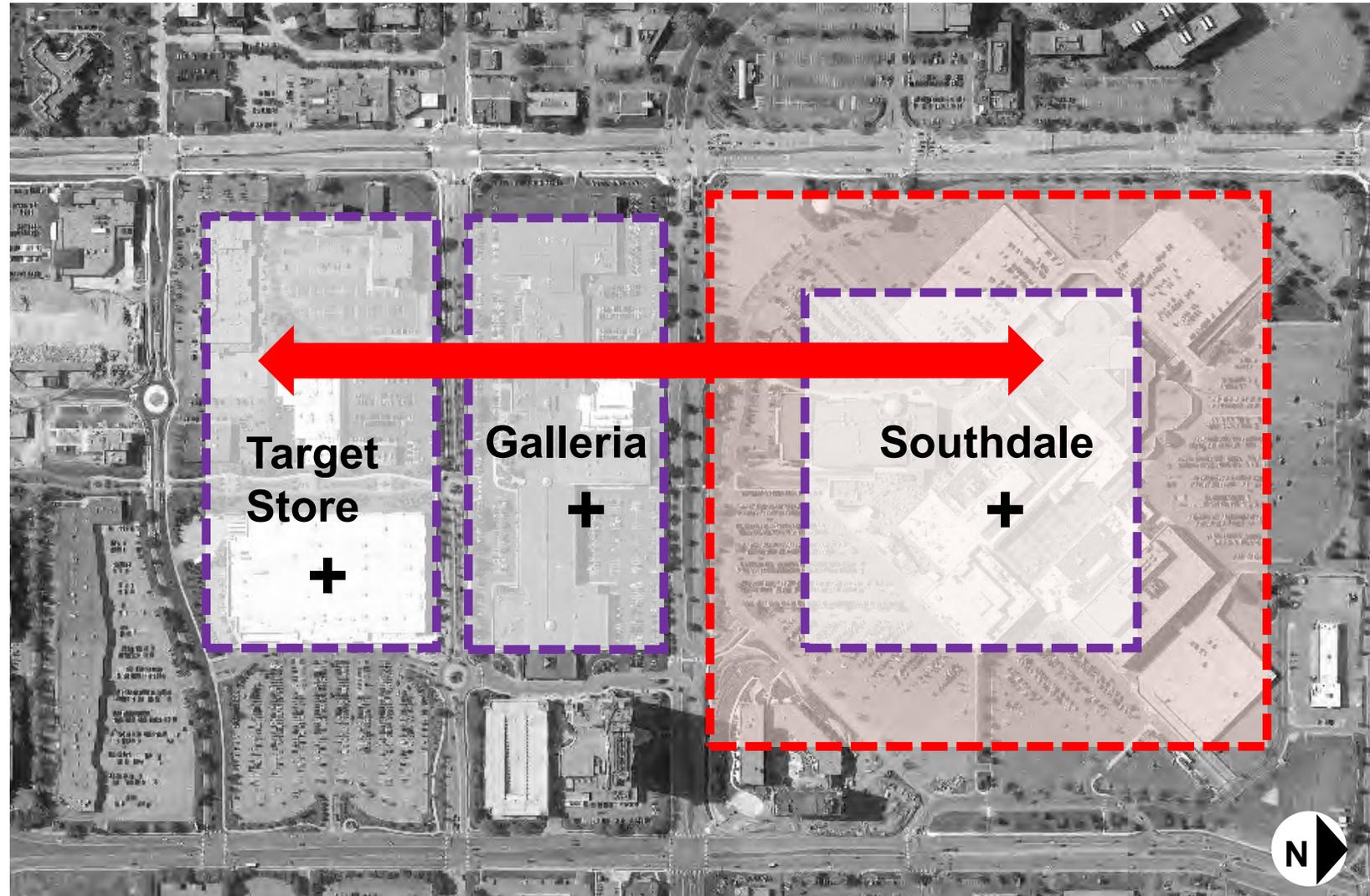
Create connections between Target and the future shopping street and mixed-use development to the south to improve the pedestrian experience from north to south, while increasing residential development within the district and safer pedestrian connections at France Avenue, to existing neighborhoods to the west. Managing building scale in the unique part of the Greater Southdale District is critically important to creating a comfortable and connected community.



Framework Vision: District Connections

Target/Galleria/South end of Southdale strategy: create ground level and second-level pedestrian connections between Target, new development to the west and south of Target, the Galleria and Southdale Center.

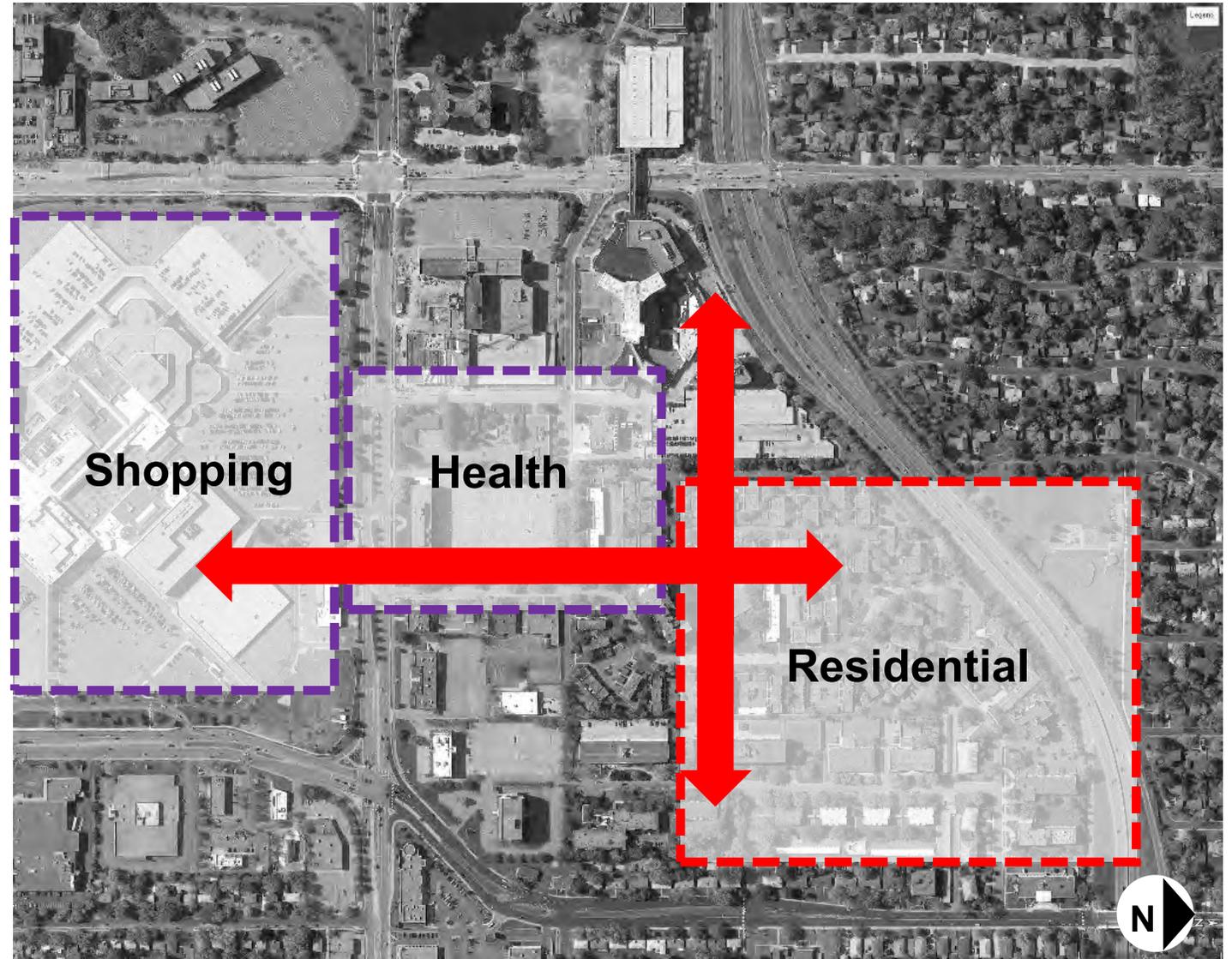
Create connections between and within each of the shopping districts to promote opportunities for reduced car use and better interconnections to support both national and local retailers.



Framework Vision: District Connections

Medical District/ Northern Residential District/North end of Southdale strategy: create ground level and second-level pedestrian connections between residential, health and shopping districts

Create connections between and within shopping, health and residential at the north end of Southdale – improving safety and access – and supporting a national trend to link primary destinations to create a more livable community, especially for aging populations.



Sketch Vision

Work Group Process

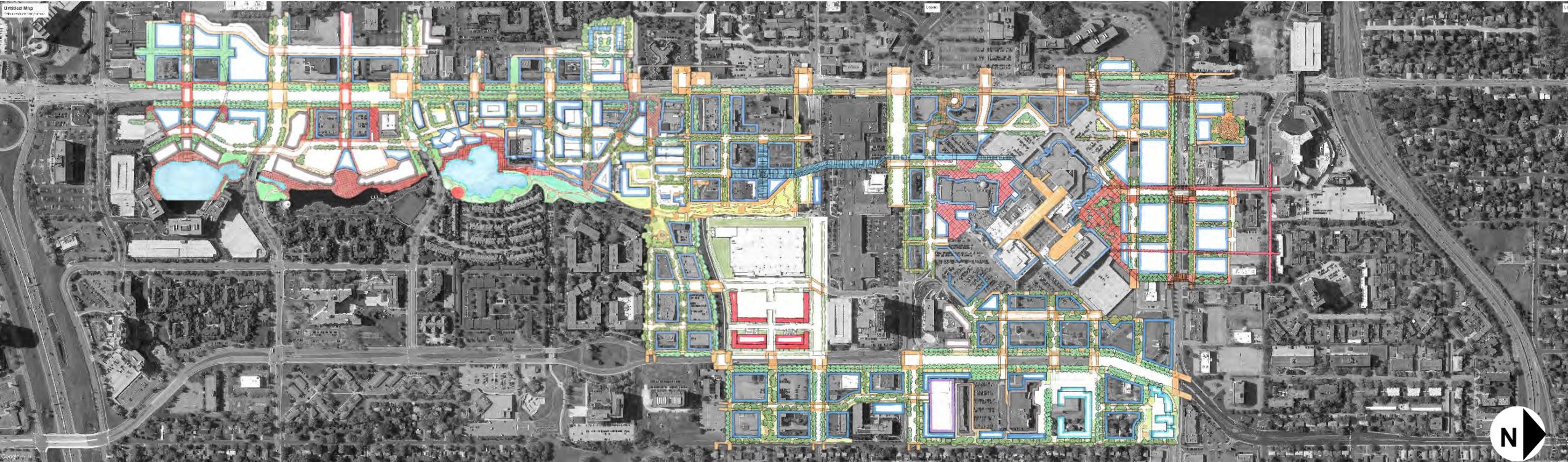
During the course of the planning, the primary design tool was a series of 1:60-scale hand drawings on tracing paper, overlaid on an aerial photo of the existing district.

The large size of the drawing - over 16 feet x 4 feet - made it an effective tool to communicate design ideas to a large group, and was able to be modified “in real time,” resulting in a highly interactive design process between the design team, work group members, city representatives and members of the public in attendance.



Sketch Vision

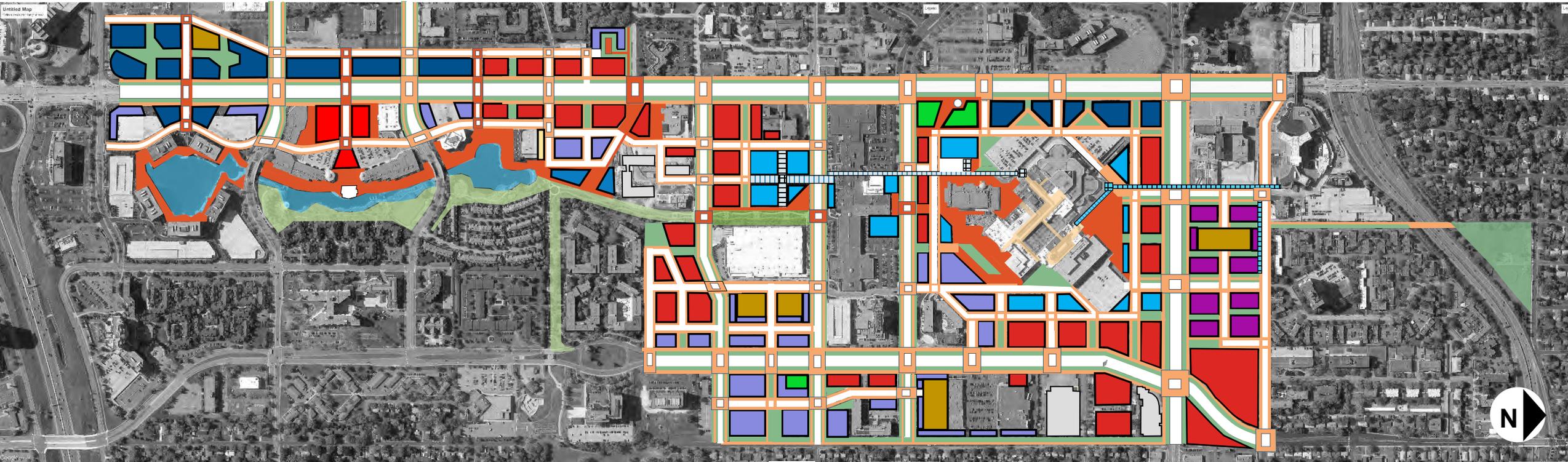
Work Group Product



This diagram overlays the sketch vision (large scale drawings) created in conjunction with the Work Group, on an aerial photo of the district.

Framework Vision

Building Use Program

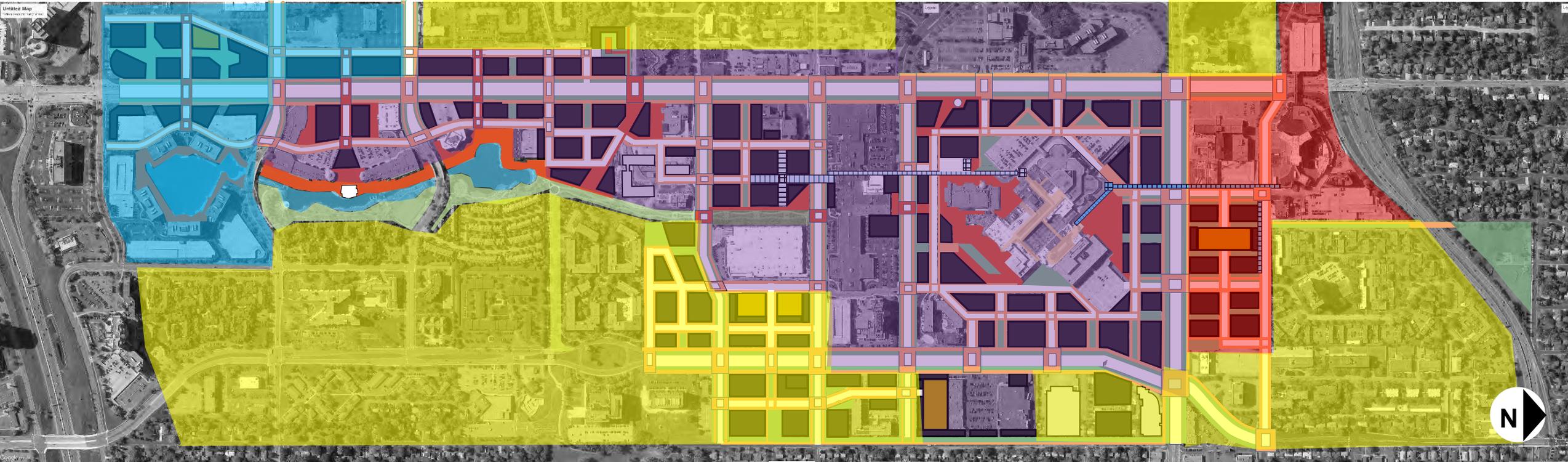


This image shows proposed program use of the new development opportunities explored in the four test sites.

- Office
- Mixed Use with emphasis on housing
- Mixed-Use with emphasis on commercial, office, retail
- Residential
- Institutional/Healthcare
- Civic
- District Parking

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Framework Vision Zones

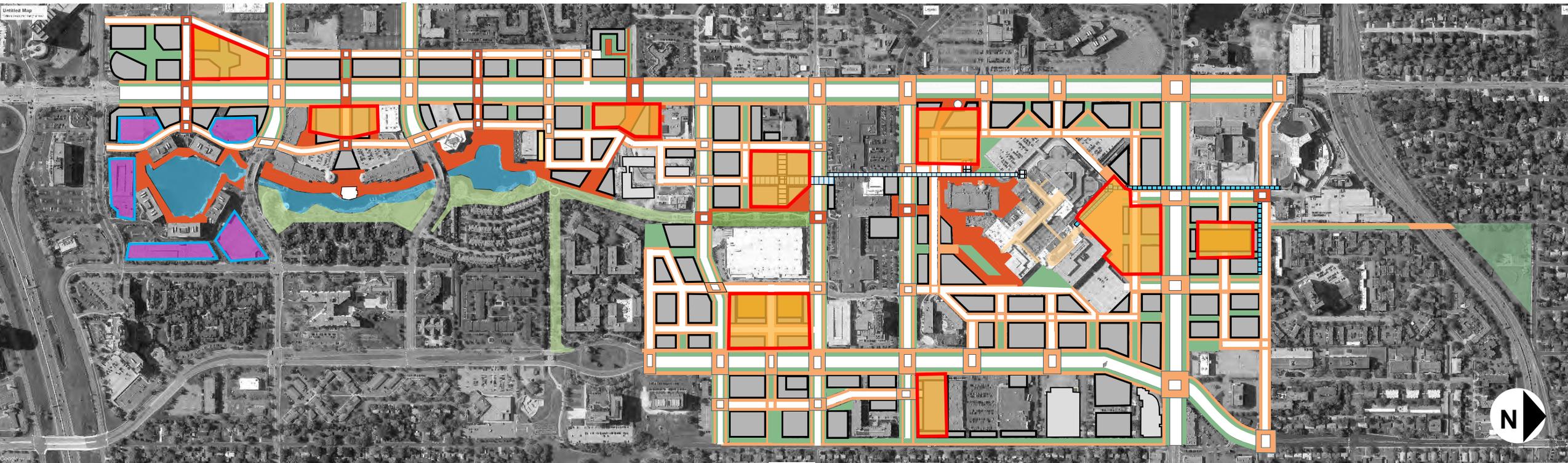


This image shows how primary program functions are envisioned to be zoned throughout the district.

- Office
- Residential/ Mixed Use with emphasis on housing
- Mixed-Use with emphasis on commercial, office, retail
- Institutional/Healthcare

Framework Vision

District Parking

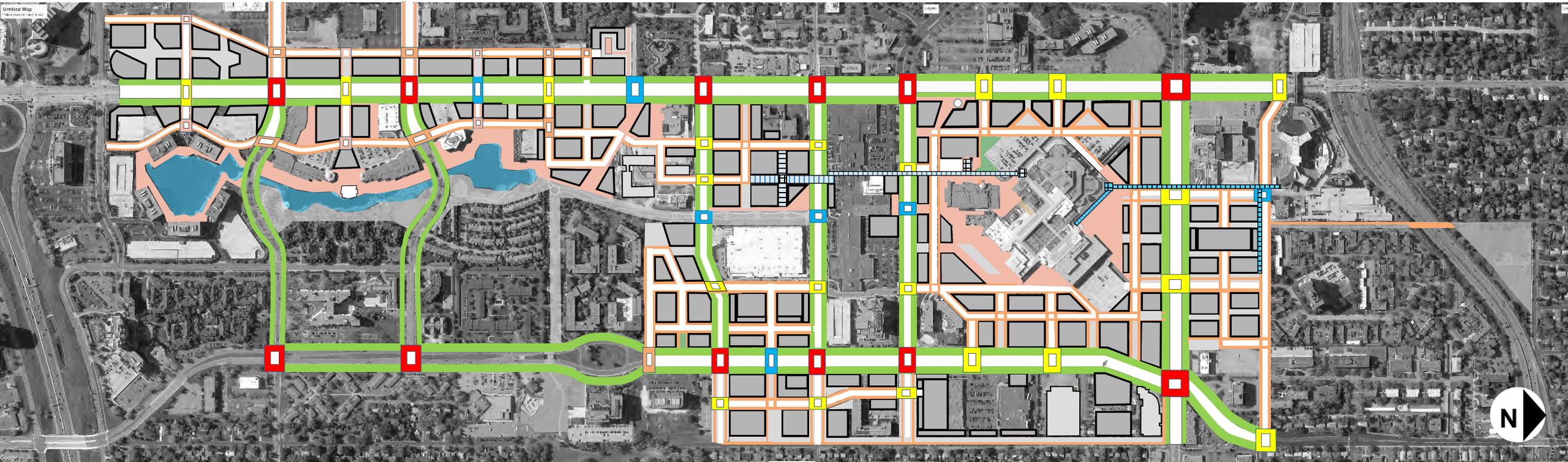


Creating opportunities for people to park once and walk will be important to the success of the vision. In addition to the current district-style parking asset at Centennial Lakes, the vision identifies other opportunities for above or below-grade district parking to serve new development.

- Existing District Parking
- Future District Parking

Framework Vision

New Street Intersections and Pedestrian Intersections

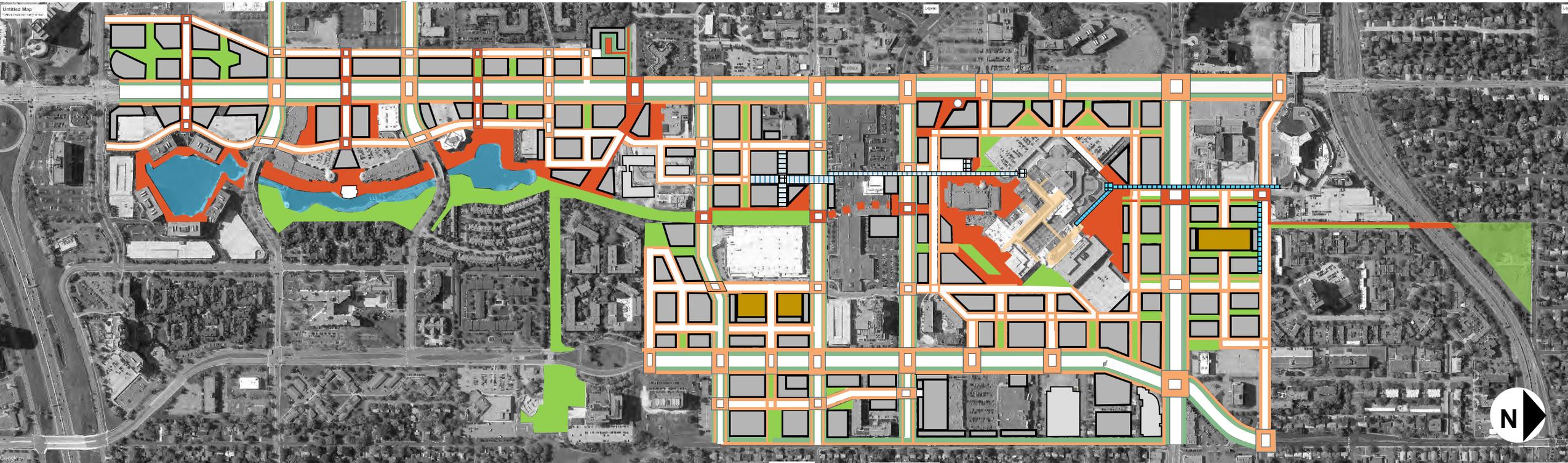


New street intersections and pedestrian/bike intersections will help improve connectivity into the heart of the Southdale district and contribute to a more walkable environment by breaking down the large scale of the blocks.

- Existing pedestrian/bike/vehicular intersections
- New pedestrian/bike/vehicular intersections
- New pedestrian/bike intersections

Framework Vision

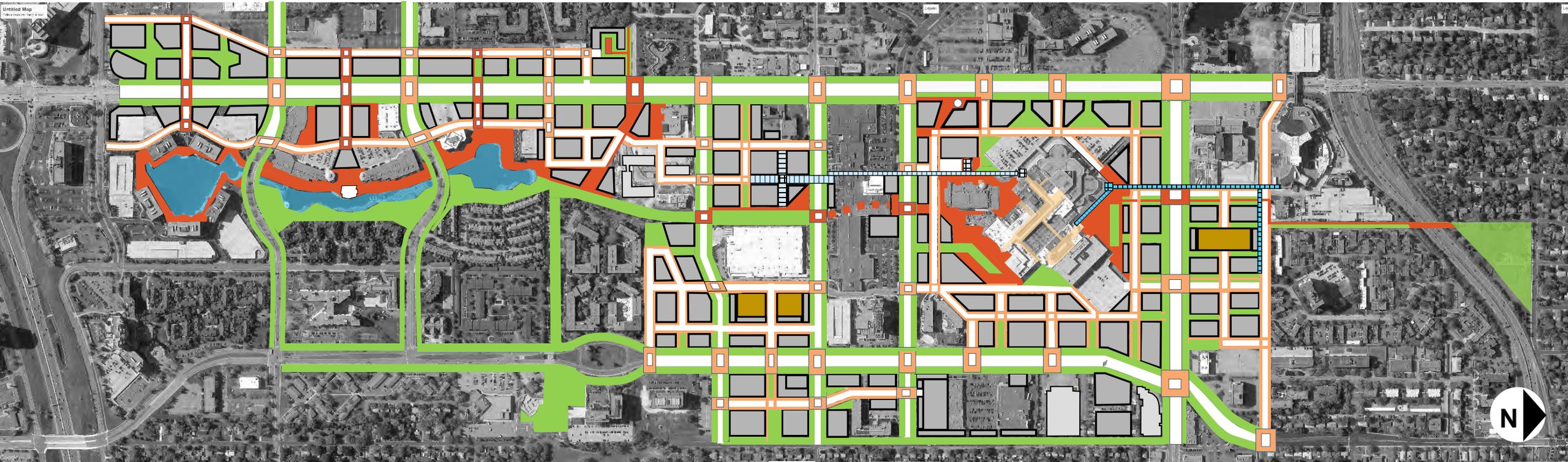
Parks, Plazas, Connections and Open Space



The plan extends the existing open space at Centennial Lakes and the promenade through the Galleria and Southdale, connects to the Medical district and ultimately, a land bridge across 62 to Strachauer Park. A variety of parks, green streets, plazas and open space are woven throughout the district – setting the stage for a variety of experiences and public realm development.

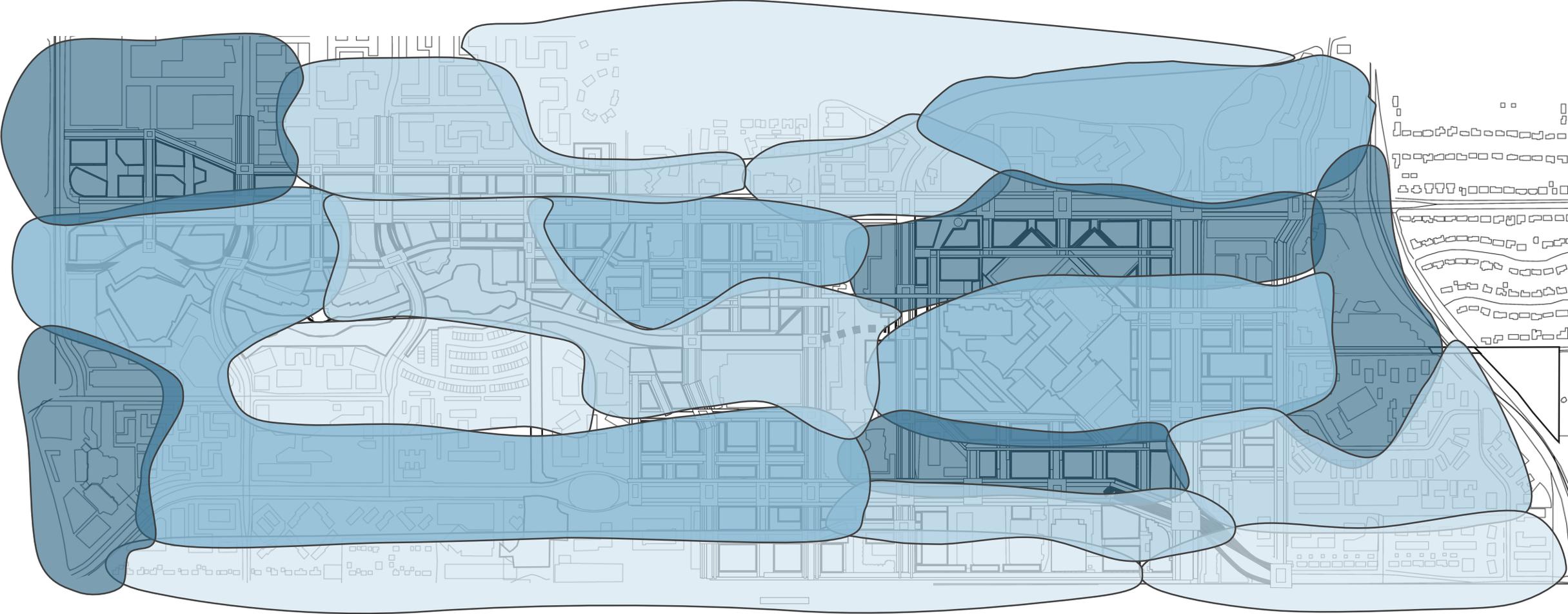
Framework Vision

Open Space: Green



The plan builds upon the district's existing green assets (Promenade, Centennial Lakes, Strachauer Park). The 50-foot and 30-foot setbacks along primary streets will allow for landscaping and double rows of trees, while smaller streets will accommodate single rows of trees. The plan also provides opportunities for 'pocket parks' among new development.

Potential Development Intensity



- Low**
- Transitional**
- Moderate**
- High**

This plan concentrates development intensity at the north and south ends of the district – where there is already a precedent – as well as along the north ends of France and York, where the width of the streets will be able to accommodate taller buildings without creating a ‘canyon effect’. Lower intensity development will enable a more gradual transition to residential neighborhoods.

Potential Open Space Intensity



-  **Low:** more personal front/back yard space
-  **Transitional:** traditional landscape on the edge of the street and in between buildings
-  **Moderate:** emphasis on courtyards, tree lined streets and roof gardens
-  **High:** greater focus on public squares, parks and the space between buildings

Building Setbacks

Framework Vision

Framework Vision

Design Standards

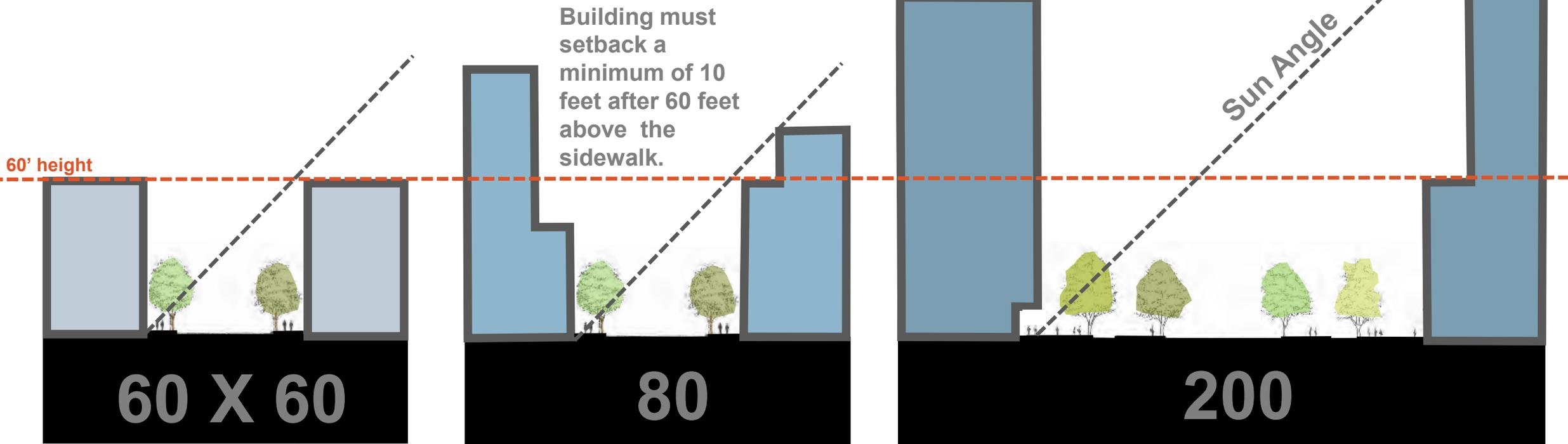
An important early step in implementation will be the delineation of form-based guidelines for both buildings and the public realm. These include dimensions for streets and sidewalks, setbacks from the street, vertical building setbacks, and landscape and public realm development. These will provide a more specific understanding of quality and intent for the organizations and individuals involved in subsequent phases of development.

While the subject matter of these design standards will evolve along with the vision for the Greater Southdale Area, the presence of these more-detailed instructions will help guide implementation results that are consistent with the originally defined objectives.

This phase of work may move beyond architectural and public realm guidelines to address critical issues such as energy use strategies and larger sustainability goals that can be hallmarks of development in the future.

Street Sections

Building Setbacks is based on street width

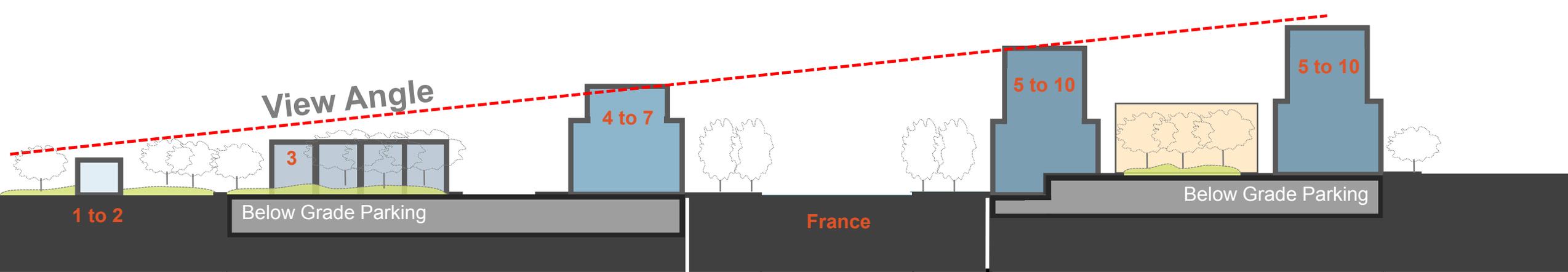


Pedestrian Connections within Districts

Architecture Field Office

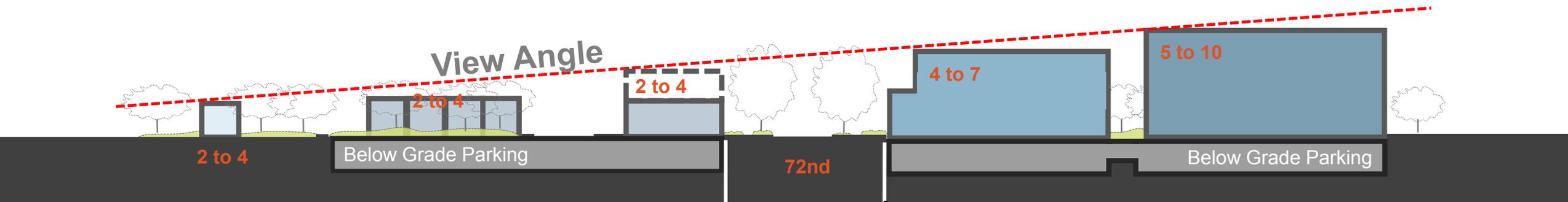
Pedestrian / Bike / Vehicular Connections through Districts

Primary Pedestrian / Bike / Vehicular Connections across Edina



East West Section

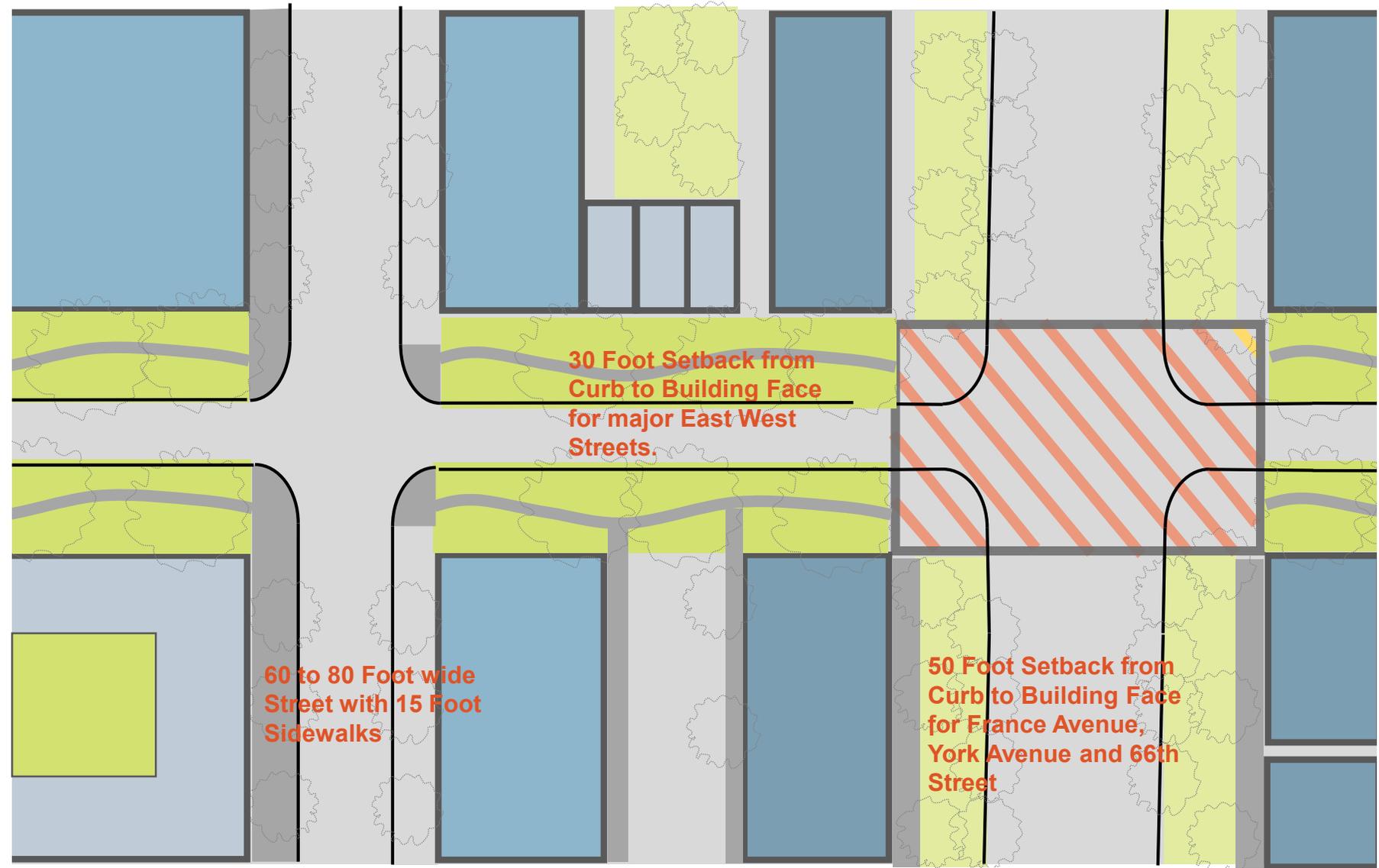
France Avenue is 90-100 Feet wide, resulting in 190-200 Feet between Building Façades



North South Section

72nd Street is 35 Feet wide, with 95 Feet between Building Façades

Intersections and Setbacks



Sample Guidelines

PROJECT SCALE GUIDELINES

Development

Urban Design Elements

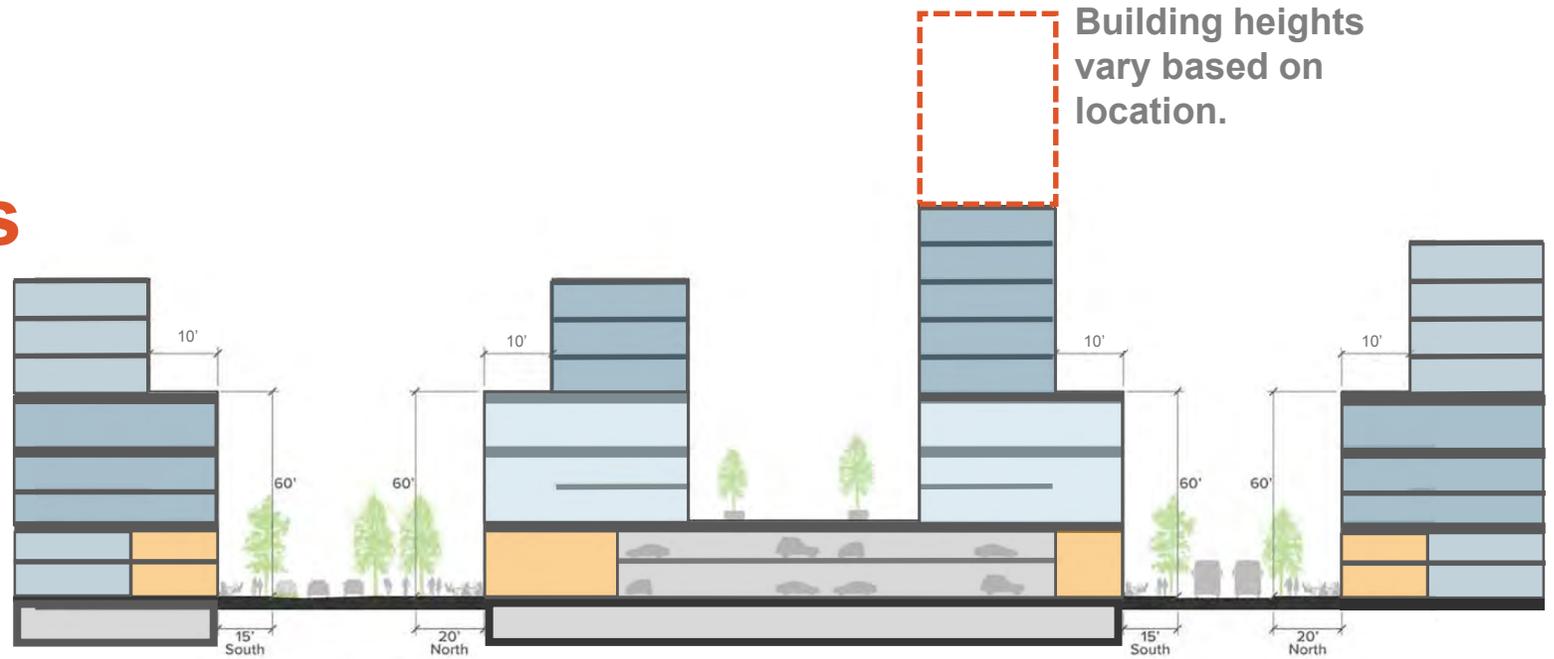
OBJECTIVE

To provide a unified development and public realm, establish standards for building heights, setbacks, floor-to-floor heights, and materials.

RECOMMENDATION

The following recommended standards will lead to a uniform enhanced public realm:

- No building height limits in the district.
- No setbacks for lower building levels on the street (up to 60 feet)
- Provide a 20-foot setback on upper building levels above 60 feet in height except in the signature public space where no setback is needed
- Make floor-to-floor heights 18-22 feet on the first two levels, and 11 feet on upper levels
- Use design and materials to promote quality and permanence (example: brick on lower levels).



Sample Guidelines

PROJECT SCALE GUIDELINES

Development

Adaptable Structures

OBJECTIVE

Create flexible, adaptable spaces with high ceilings and long span structures for evolving uses. Design parking for adaptability to future use with flat floors.

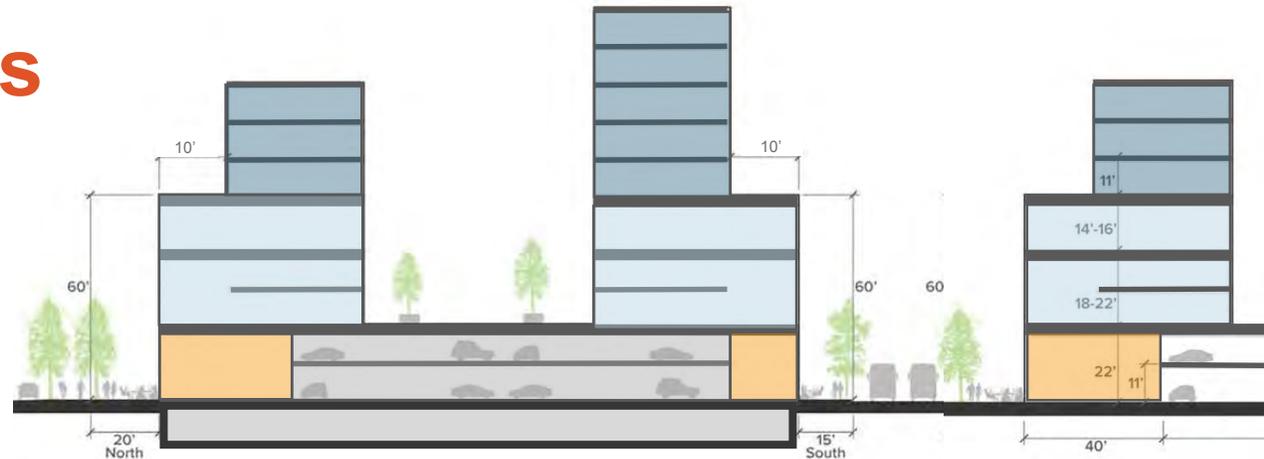
RECOMMENDATION

The recommended floor-to-floor height on the first two floors is 22 feet allowing for loft spaces. Design parking with flat floors and 11 feet minimum floor-to-floor height.

SUPPORT FOR VISION

This guideline supports *economic competitiveness* by creating potential business incubator spaces. It supports *research and innovation* by making the first floors of buildings available to create a “collaborative commons.” It also supports *design, arts and culture* by providing artists and designers with stimulating and supporting places to live, learn, create, present, and sell their work.

Architecture Field Office



Building and District Typologies

Framework Vision

Framework Vision

Building Typologies

The context of the city is the result of choices and decisions—both past and present. These choices are integral to what a place will become and are understood to be within a framework that balances economic, social, psychological and environmental considerations.

We created a series of ‘typologies’ to expand this basic idea into contemporary design that is both democratic and innovative within the block-by-block street grid. These typologies are a baseline to demonstrate how a single building can contribute to the overall architectural form of the Greater Southdale Area.

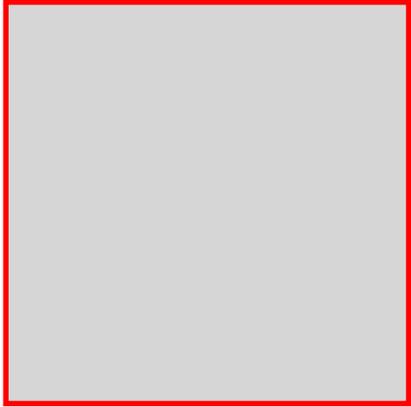
The building typologies illustrate development capacity, based on a Portland approach to block and street planning. Using a 200-foot-square block as a model, these diagrams illustrate different building footprint and massing options for a diversity of building programs.

The intention of these typologies is to provide a tool to developers and architects to meet the expectations around siting and configuring new developments that adhere to the basic rules set forth in the Phase 2 Vision Framework. To be innovative is to reach beyond current architectural conventions to create an extraordinary place without compromising the community’s sense of place.

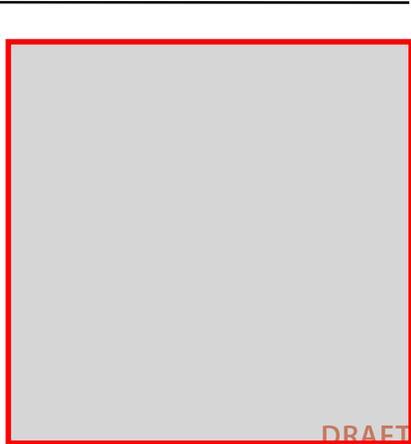
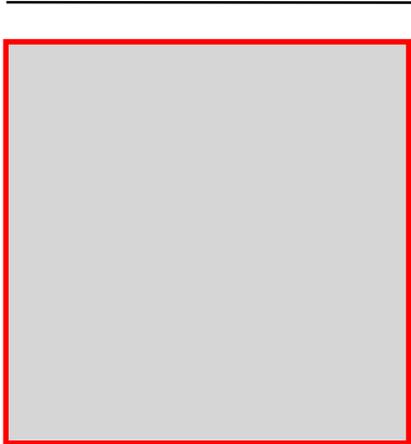
The typologies are intended to be a beginning point.

Typologies **Blocks**

60 foot wide
street right of way

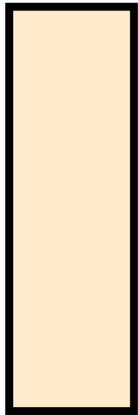


80 foot wide
street right of way



Typologies Building Footprints

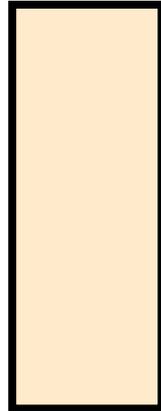
1



60 X 200
Townhouse &
Row House

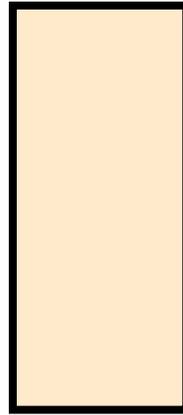
Single loaded
Retail @ 45 to
60 feet

2



75 X 200
Low-rise to
High-rise
Housing

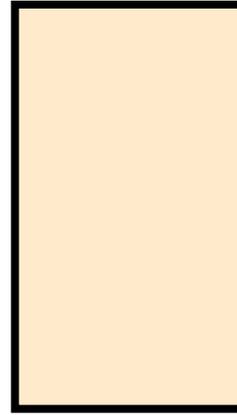
3



90 X 200
Low-rise
Office

Double
loaded Retail

4

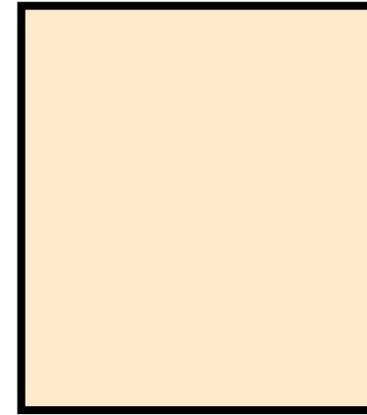


120 X 200
Low-rise to
High-rise Office
2 bay Parking
Structure

Single loaded
Retail

Below grade
Parking

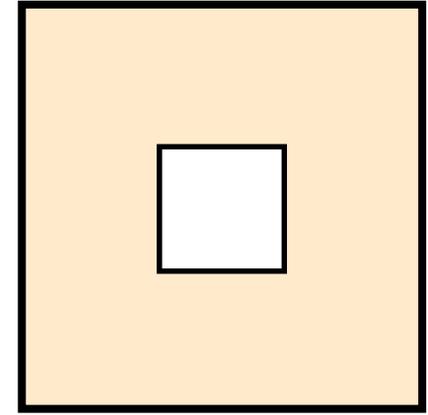
5



180 X 200
Office
3 bay Parking
Structure

Single loaded Retail

6

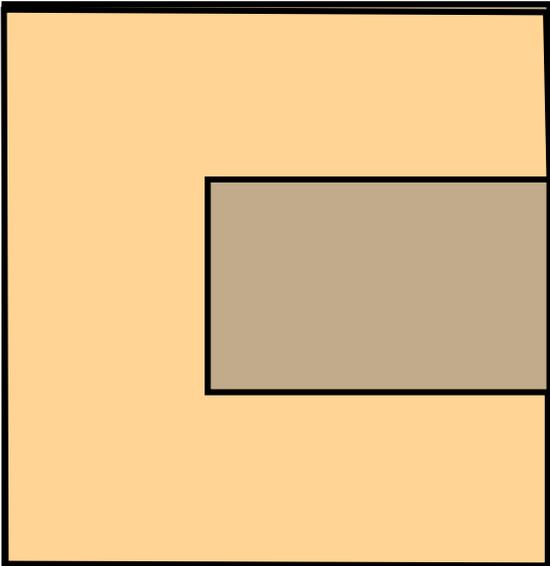


200 X 200
Court Yard Building
Housing, Office, Retail

Warehouse,
Manufacturing without
Courtyard

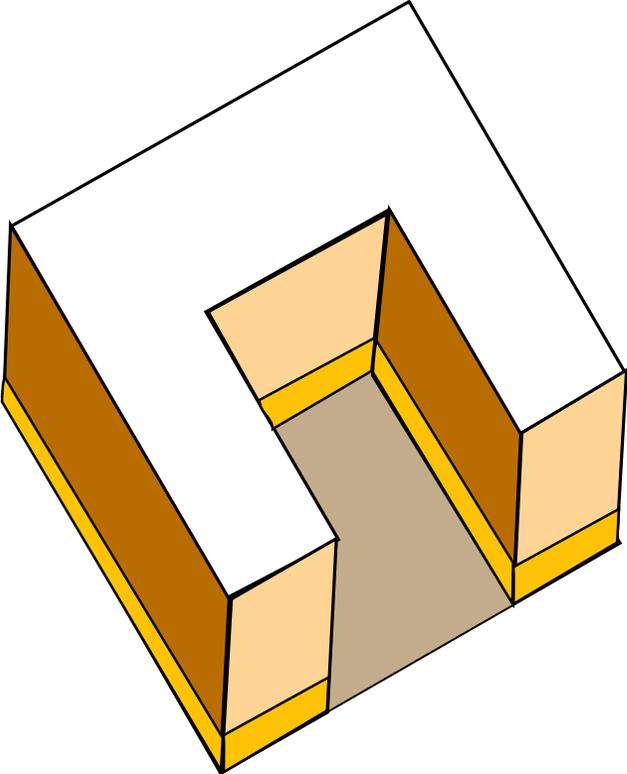
Below grade Parking

Typology Components

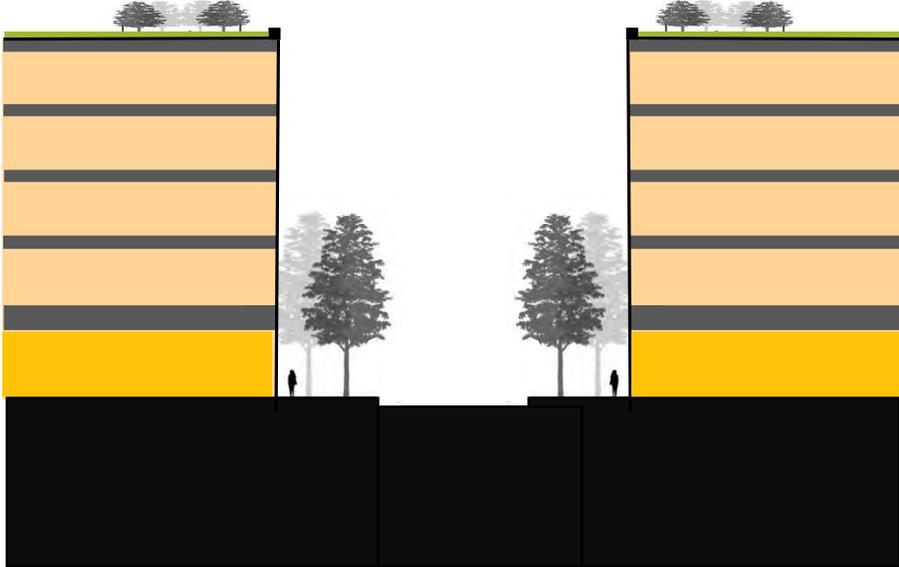


Plan

Architecture Field Office



Aerial View

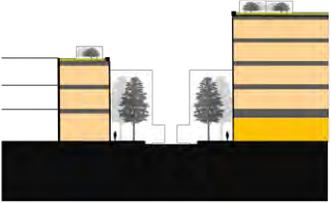
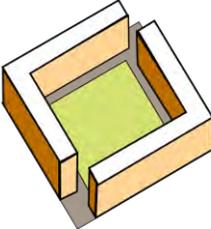


Street Section

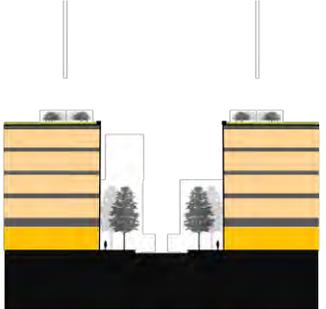
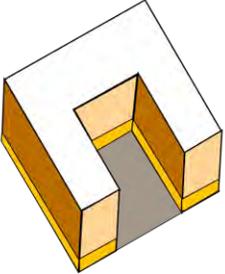
Typologies

Residential 3 to 6 Stories

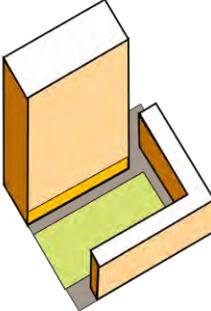
Residential
"Townhouses"



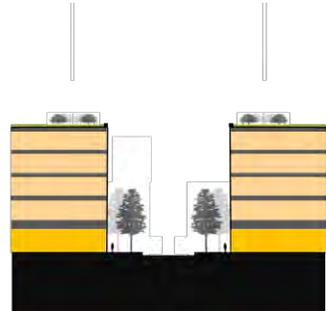
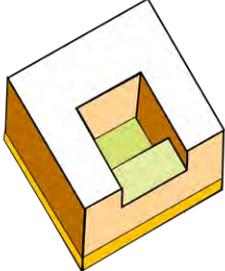
Residential "U Shape Courtyard"
Low Rise Building



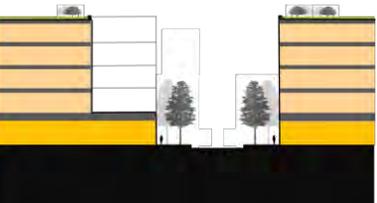
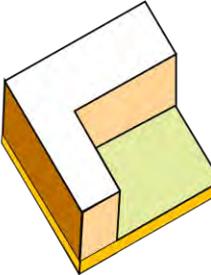
Residential
"Townhouses" +
Mid Rise Building



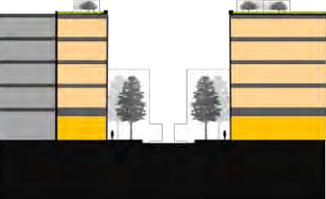
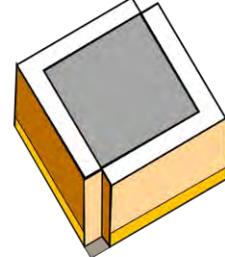
Residential
"Courtyard" Low
Rise Building



Residential "L"
Low Rise Building
With Full Block
Commercial



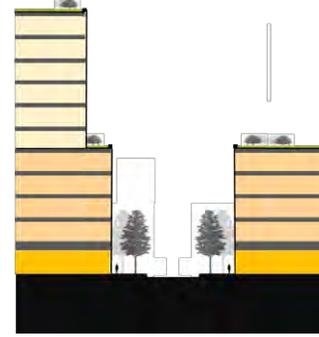
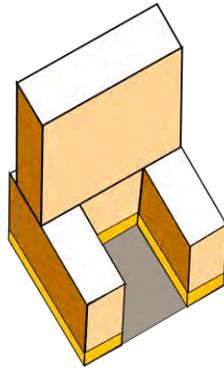
Residential Low
Rise Building
"Liner Building"
Single loaded
corridor or
Townhouses
enclosing District
Parking



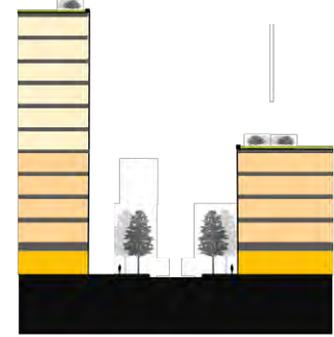
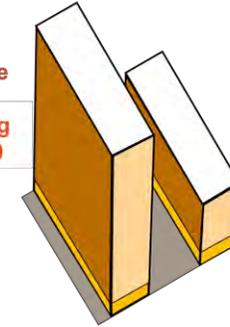
Typologies

Residential 6 to 14 Stories

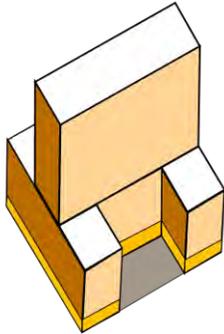
Residential Mid-rise
/ Low Rise Building
"U" Shape Plan
Taller Building
Setback 20 Feet
from Street



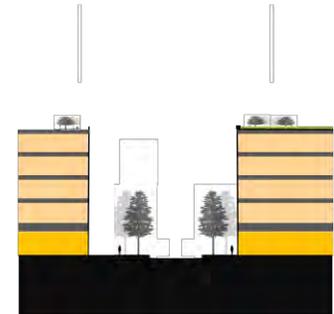
Residential Mid-rise
Tower
+ Low Rise Building
Tower Setback - 20
Feet from Street



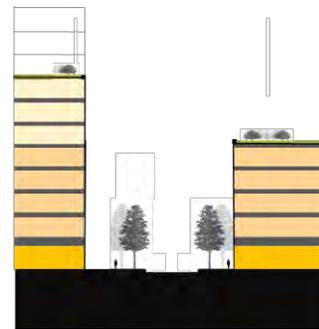
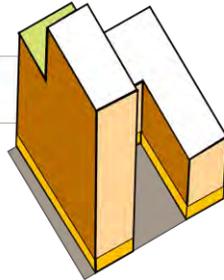
Residential Mid-rise
/ Low Rise Building
"H" Shape Plan
Taller Building
Setback - Mid
Block



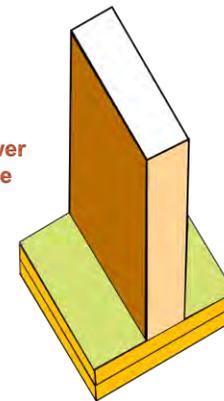
Residential Mid-rise
Tower
+ Low Rise Building
Tower Setback - 20
Feet from Street



Residential Mid-rise
/ Low Rise Building
"U" Shape Plan
Taller Building
Setback - 20 Feet
from Street



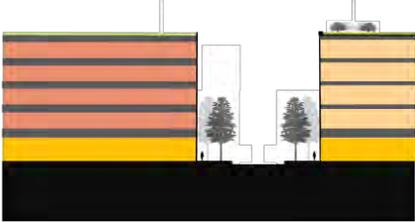
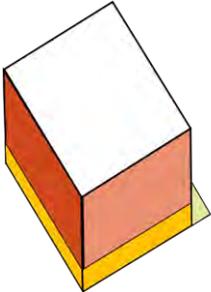
Residential Tower
Setback - Middle
of Block



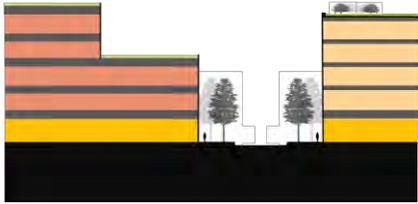
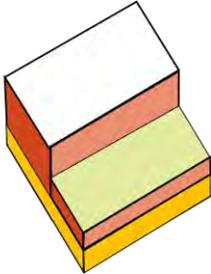
Typologies

Commercial 4 to 8 Stories

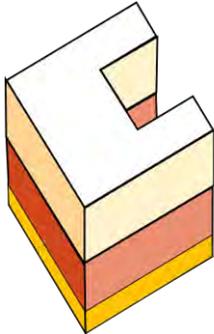
Commercial
Office



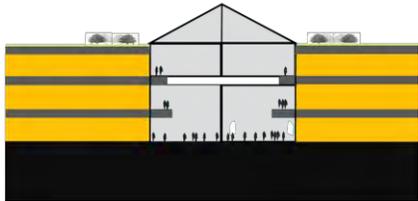
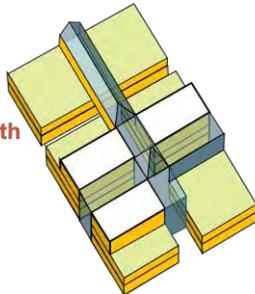
Healthcare
Clinic / Medical
Office



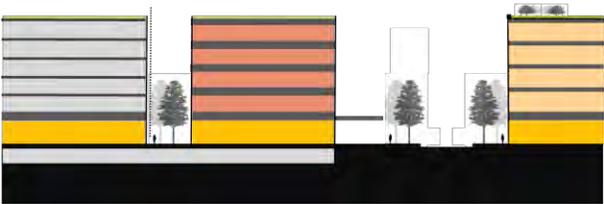
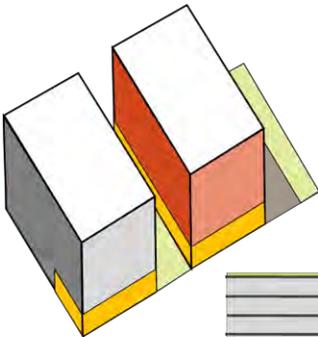
Mixed Use
Residential /
Retail / Office



Retail
Interior Mall with
Second Level
Connections



Healthcare
Medical Office +
District Parking



Critical Vision Next Steps

Framework Vision

Vision Next Steps

- Work Group and City Leaders, Elected and Appointed Officials to socialize the idea and embed it in the culture of Edina
- Constituent-specific outreach plans for Residents, Developers, Land Owners, Business Community are in development.
- These plans will employ a variety of communication tools and tactics – one-on-one meetings; small group presentations, open houses, social media and city communication platforms.
- Feedback to inform the final vision and Comprehensive Plan Update.

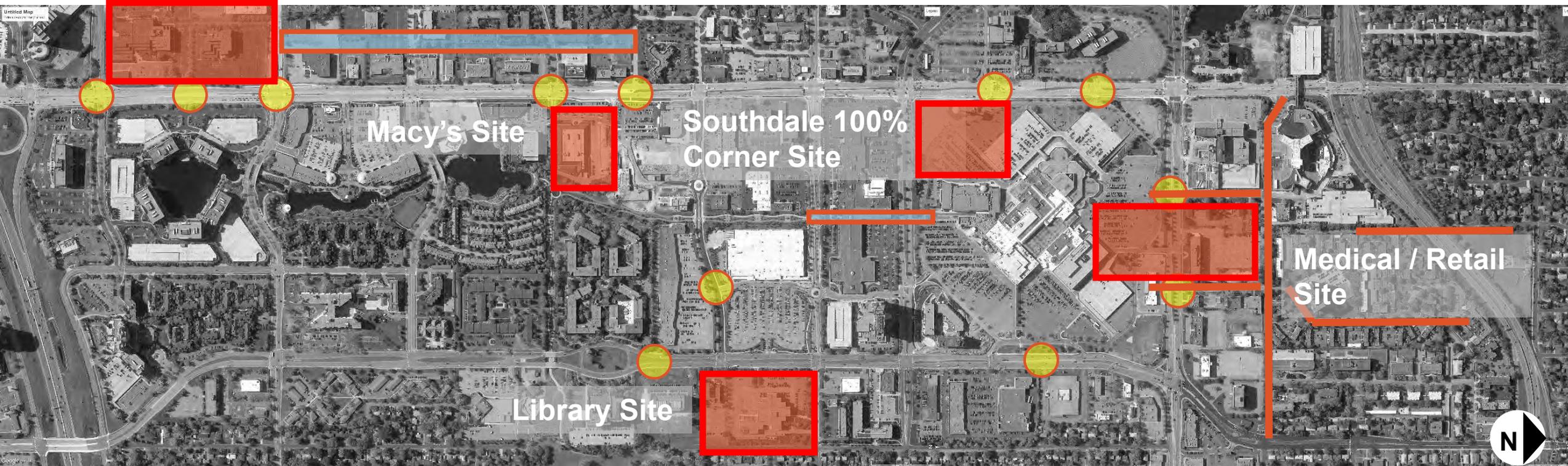
Critical Infrastructure Improvements



To set the plan in motion, a number of critical infrastructure improvements need to be addressed, including better pedestrian connections via new intersections on France, 66th and York (highlighted in yellow), select street improvements, and management of stormwater.

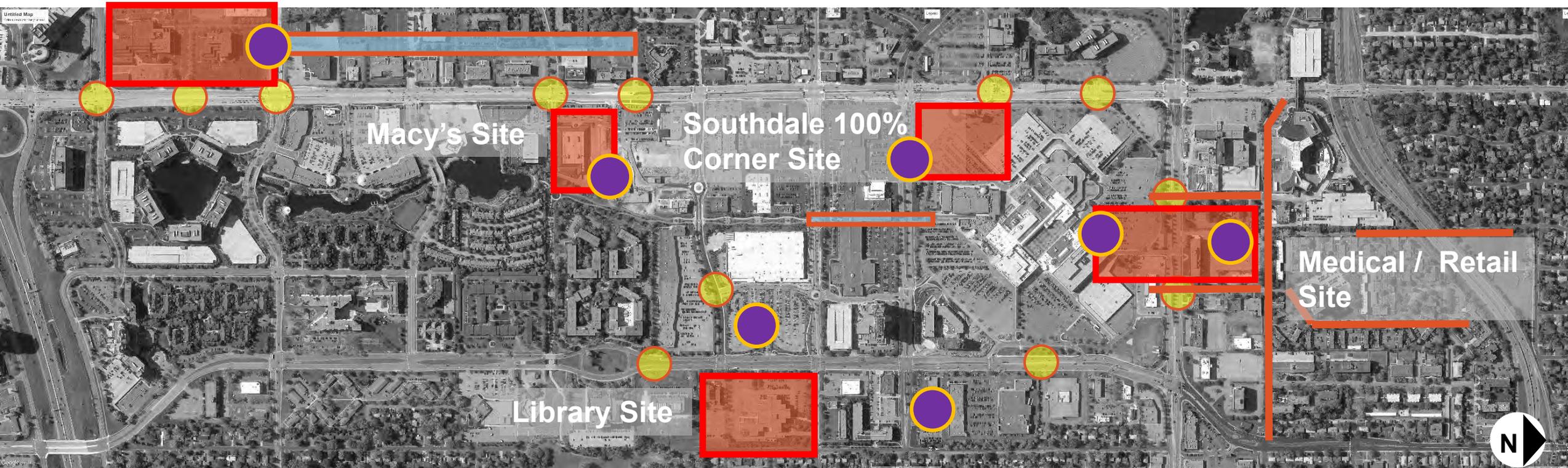
Critical Development Sites

National Car Rental Site



These sites have been identified as critical for establishing the pattern of new development and connections between the various sub-districts within the Greater Southdale Area.

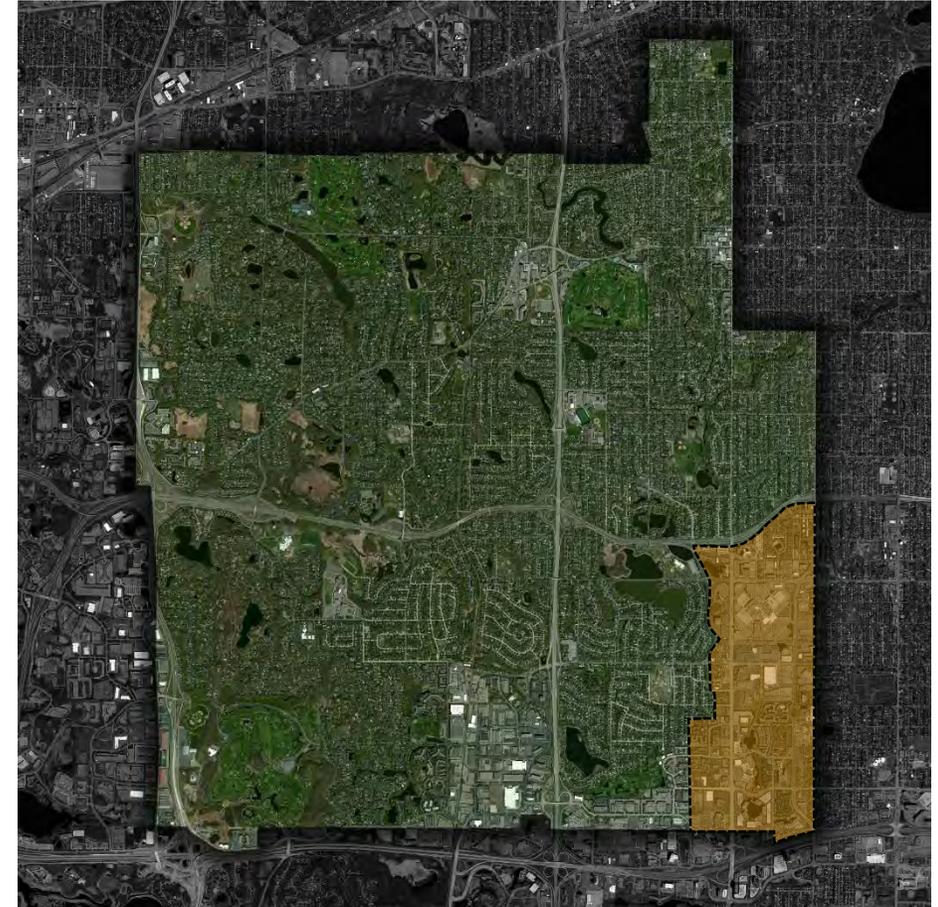
District Parking



The sites noted in purple have been identified as potential locations for new district parking that will support new development and alleviate the need for surface parking within the Greater Southdale Area.

Summary

- Our vision is to create a transformative, vibrant, forward-looking and human-centered district.
- Change will continue to come to the Greater Southdale Area. This is our opportunity to shape that inevitable growth, with a healthy mix of building heights, density and uses.
- Development can happen in a connected way, with edges as the means to transition from one block to the next.
- By focusing on the public realm, we can create a sense of place that promotes a walkable, healthy and safe environment—resulting in a whole life neighborhood (8-80).
- All stakeholders and participants are stewards of the vision, invested in and supportive of these changes.
- This is an evolving 50-year vision that is based on respect for community and support of ongoing change, with a clear focus on meeting the needs of current and future Edina residents.



Appendix

Framework Vision

Framework Vision

Participants

Greater Southdale Area Work Group Members

Michael Schroeder (co-chair)

Colleen Wolfe (co-chair)

Steve Brown

Claudia Carr

Julie Chamberlain

Chris Cooper

Peter Fitzgerald

Robb Gruman

Steve Hobbs

Don Hutchison

Ben Martin

Jim Nelson

JoAnn Olsen

Joel Stegner

Lori Syverson

Harvey Turner

City of Edina Oversight

Cary Teague

Kris Aaker

Bill Neuendorf

Architecture Field Office

Mic Johnson, FAIA

Sarah Crouch

Kolar Design, Cincinnati

Kelly Kolar (special guest presenter)

End of Document

Planning Framework