



West Side of France Avenue/Greater Southdale Area

## **PLANNING FRAMEWORK**

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### ***Kick-off Meeting and Work Group Definition***

26 March 2015



## AGENDA

- Welcome and introductions
- Purpose and process
- Questions relating to purpose and process
- Explorations
- Sharing findings
- Nominations
- Next steps
- Questions
- Adjournment



## INTENT

- Initiate a process that allows for a comprehensive review of planning policy for the Southdale corridor, but focus initially on an area along the west side of France Avenue
- Allow for a well-grounded and broad consideration of possible change without directing attention to a particular site
- Establish an engagement process that includes a committed and supported work group and broader stakeholder participation
- Outline a process based on incremental deliverables and key early decision-making
- Use a focus on the west side of France Avenue to permit more informed decisions for parcels currently being considered for change, arrive at a tool that might guide a process for the whole of the Southdale area, and demonstrate methods that might be used during the comprehensive plan update

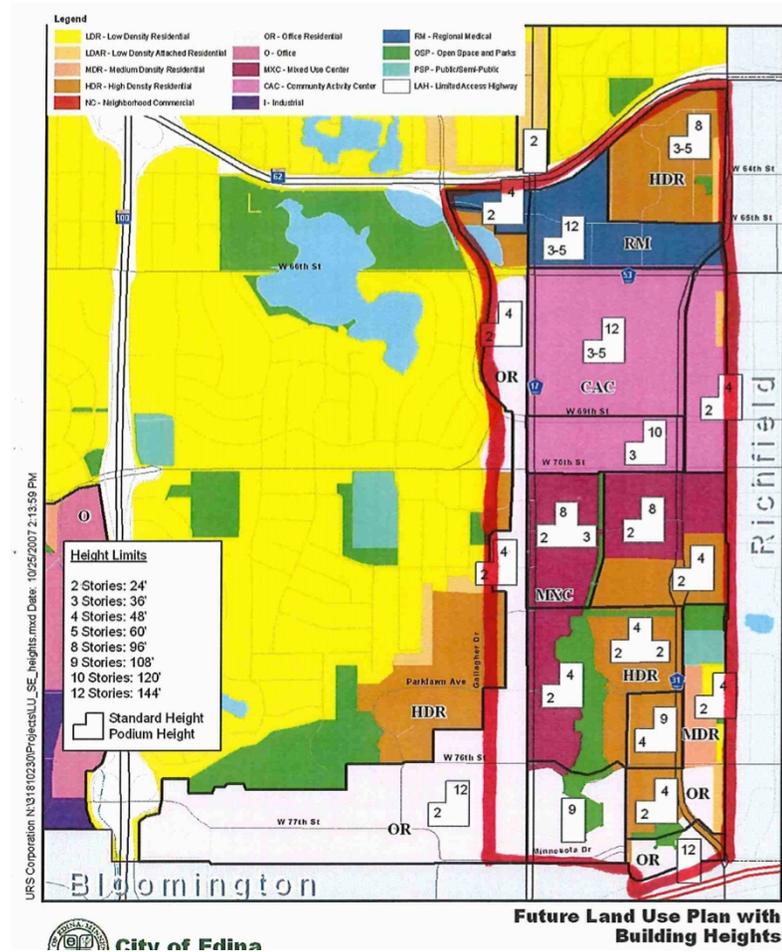
# CITY OF EDINA



## COMPREHENSIVE PLAN



Figure 1  
Boundaries of Study Area





## AREAS OF POTENTIAL CHANGE

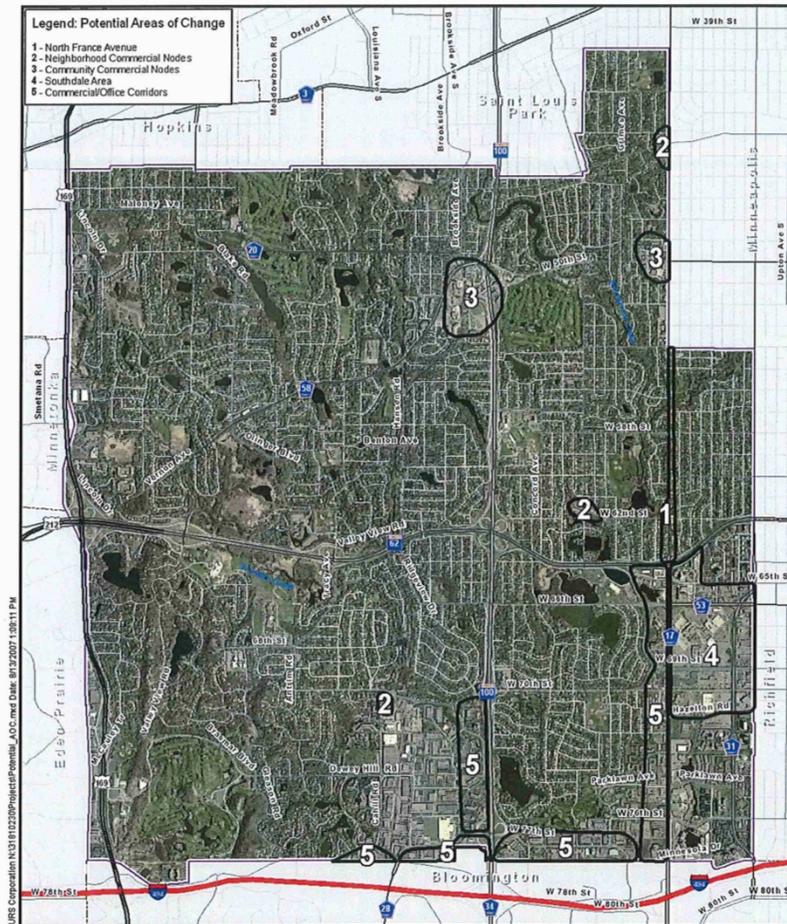


Figure 4.4



City of Edina  
2008 Comprehensive Plan Update

Conceptual Land Use Framework:  
Potential Areas of Change



## CONDITIONS

- The potential for change in the corridor is highlighted in the Comprehensive Plan, as is the need for studying the area in more detail.
- Market forces and the conditions of some properties suggest that change is possible, maybe even likely.
- Many properties have not seen significant change in decades and the time might be right for new investment.
- The city's investment in the public realm aimed at a more pedestrian-accommodating environment need to be supported by the ways in which the private parcels respond in redevelopment.



## ASSUMPTIONS

- Initial work is not wholly technical in nature but may be more intention-driven; still, some definitive work needs to be performed in the context of broader and supported guidance.
- While change might seem inevitable, an early step should direct attention to more fully recognizing the potential for change.
- The west side of France Avenue might be the pressure point for the whole area because of its juxtaposition with the Cornelia neighborhood.
- Parcels along the west side of France Avenue are not homogenous and not necessary similarly situated along the length of the west side.
- To move from the comprehensive plan, a direction must be framed that accommodates new development as a response to an active market, respects the qualities of the single family neighborhood to the west, and results in high quality and enduring patterns of buildings and sites.



## PROCESS

- Establish a representative work group to guide the effort
- Organize four stages work, each framed around a key set of deliverables
- Each stage composed of four work efforts
- Create check-ins and decision points throughout the process, and stop the process if progress is not being achieved
- Focus first on the west side and then expand supportable ideas across the whole of the greater Southdale area
- Move toward comprehensive plan update, but not necessarily assume the process results in an amendment to the comprehensive plan



## PLAN OF WORK

- **Four stages work**
  - Organize and guide
  - Frame and narrow
  - Expand and define
  - Concur and document
- **Four work efforts in each stage**
  - Establish the dialog
  - Conduct work groups sessions focused on three efforts
    - 1 generate ideas that respond to issues*
    - 2 clarify intent and set ideas in context*
    - 3 refine ideas and establish agreement*
  - Check progress
  - Agree to move forward or stop



## GENERAL PLAN OF WORK

General plan for work, schedule, and involvement

*DRAFT* 10 February 2015

PLAN OF WORK		SCHEDULE																												INVOLVEMENT					
		MONTH	One								Two				Three				Four				Five				Six				Seven				
STAGE	TASK AND DESCRIPTION	WEEK	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28					
<b>One</b>	<b>Organize and guide</b>																																		
	1.1 Kick-off session and work group definition																																		
	1.2 Work group Principles sessions (1: generate; 2: clarify; 3: refine and agree)																																		
	1.3 Principles check-in																																		
	1.4 Principles decision point																																		
<b>Two</b>	<b>Frame and narrow</b>																																		
	2.1 Pattern dialog																																		
	2.2 Work group Pattern sessions (1: generate; 2: clarify; 3: refine and agree)																																		
	2.3 Pattern check-in																																		
	2.4 Pattern decision point																																		
<b>Three</b>	<b>Expand and define</b>																																		
	3.1 District dialog																																		
	3.2 Work group District sessions (1: generate; 2: clarify; 3: refine and agree)																																		
	3.3 District check-in																																		
	3.4 District decision point																																		
<b>Four</b>	<b>Concur and document</b>																																		
	4.1 Plan and policy dialog																																		
	4.2 Work group Plan and Policy sessions (1: generate; 2: clarify; 3: refine and agree)																																		
	4.3 Plan and policy check-in																																		
	4.4 Plan and policy decision point																																		

PUBLIC  
 WORK GROUP  
 CITY COUNCIL/PLANNING COMMISSION  
 OUTSIDE RESOURCES, TECHNICAL CONSULTING



## WORK GROUP

Appointed representatives	Appointing body	Members
Planning commission	Planning Commission	two members
Community-wide	City Council	one member
Neighborhood	City Council	one member
Commercial/property owner	City Council	one member
Community organization	City Council	one member
<b>Appointed members</b>		<b>six members</b>



## WORK GROUP

Nominated representatives	Appointing body	Members
Neighborhood	selected by stakeholders	three members
Commercial/property owner	selected by stakeholders	three members
<b>Nominated members</b>		<b>six members</b>



## STAGE ONE

PLAN OF WORK		SCHEDULE				INVOLVEMENT				
STAGE	TASK AND DESCRIPTION	MONTH WEEK	One				PUBLIC	WORK GROUP	CITY COUNCIL/ PLANNING COMMISSION	OUTSIDE RESOURCES, TECHNICAL CONSULTING
			1	2	3	4				
<b>One</b>	<b>Organize and guide</b>									
1.1	Kick-off session and work group definition		■				■	■		
1.2	Work group Principles sessions (1: generate; 2: clarify; 3: refine and agree)		■	■			■	■		
1.3	Principles check-in				■		■	■		
1.4	Principles decision point					■	■	■	■	



## STAGE ONE

TASK AND DESCRIPTION	WEEK 1							WEEK 2							WEEK 3							WEEK 4							WEEK 5						
	DAY	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31			
<b>Organize and guide</b>																																			
1.1 Kick-off session and work group definition																																			
1.2 Work group Principles sessions (1: distill; 2: generate; 3: clarify; 4: refine and agree)																																			
1.3 Principles check-in																																			
1.4 Principles decision point																																			



## KICK-OFF MEETING

### Organize and guide

1.1	<b>Kick-off session and work group definition (TENTATIVE)</b>	
(a)	<i>Introductions</i>	<i>10 minutes</i>
(b)	<i>Purpose and process</i>	<i>10 minutes</i>
(c)	<i>Explorations</i>	<i>45 minutes</i>
	<ul style="list-style-type: none"> <li>• <i>Potential for change</i></li> <li>• <i>Issues</i></li> <li>• <i>Ideas</i></li> </ul>	
(d)	<i>Sharing</i>	<i>30 minutes</i>
(e)	<i>Questions</i>	<i>20 minutes</i>
(f)	<i>Nominations</i>	<i>20 minutes</i>
(g)	<i>Next steps</i>	<i>5 minutes</i>
		<b><i>140 minutes</i></b>



## NEXT STEPS

- Appoint representatives from the Planning Commission to the Work Group
- Review Plan of Work as a baseline for the planning process
- Seek agreement on the process from the City Council and ask for appointments to the Work Group
- Advertise for the first public meeting
- Establish tentative dates and discussion outlines for Work Group meetings during Stage One
- Define interactions during first public meeting including nominating process
- Confirm alignment of Stage One work effort with a 30-day timeline

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## QUESTIONS...

- about purpose and process



## EXPLORATIONS

- Exploration A      Your place
- Exploration B      Change
- Exploration C      What matters?
- Exploration D      Ideas



## EXPLORATIONS

### Exploration

# 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.



## EXPLORATIONS

### Exploration

# B

## change

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

**Green**, if the group believes the current condition is stable

**Yellow**, if the group cannot reach a conclusion



## EXPLORATIONS

### Exploration

# B

## change

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.

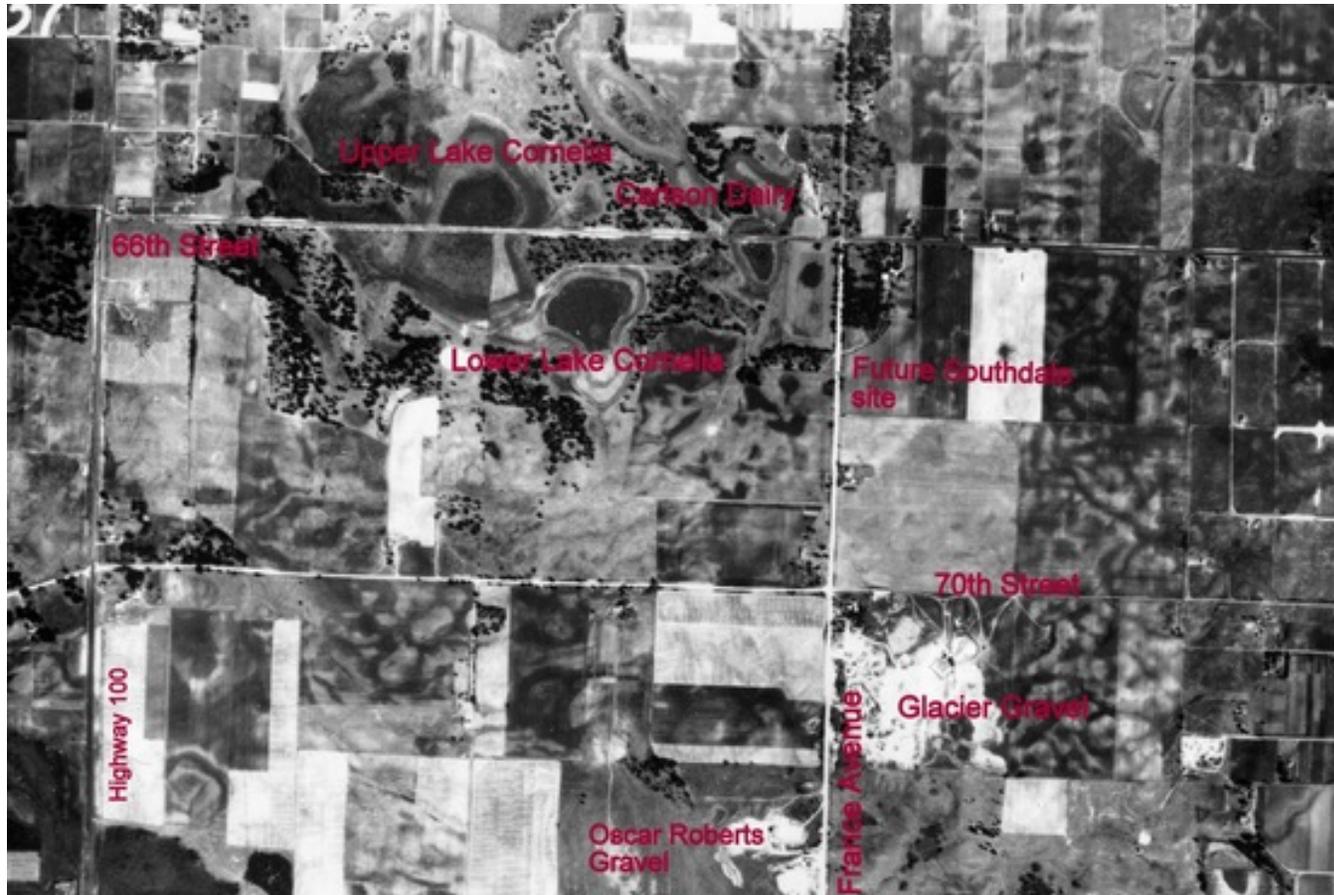
To the extent possible, include brief notes tied to each property suggesting why your group coded properties in certain ways.

*20 minutes*

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## CHANGE...



1937

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## CHANGE...

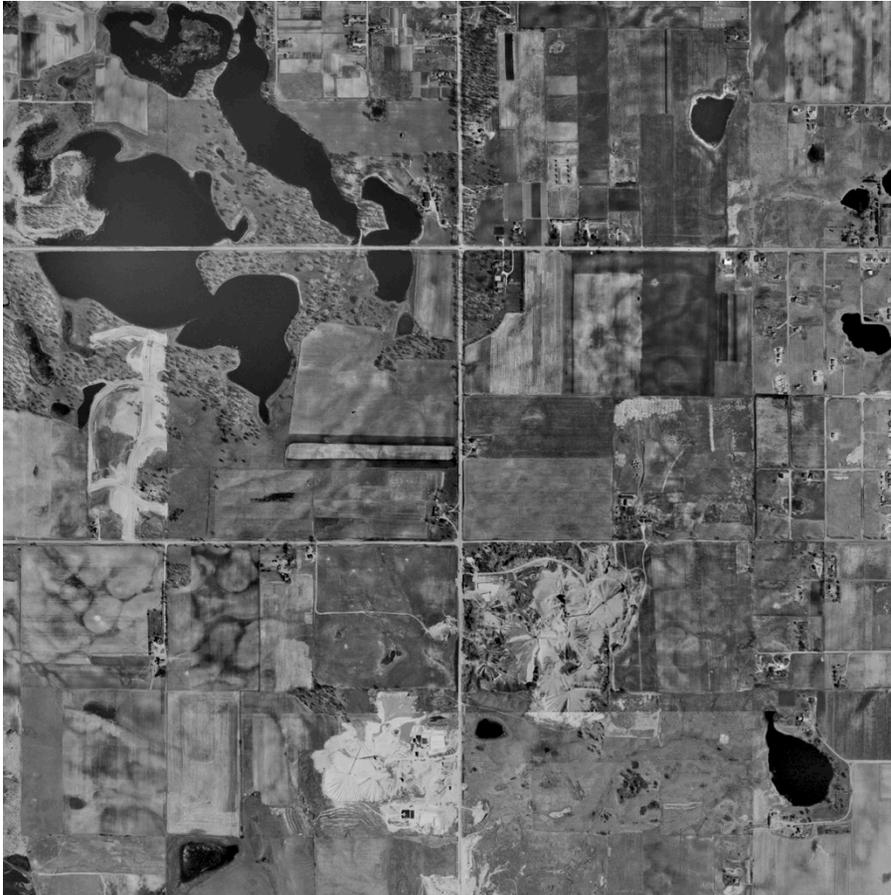


1947

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## CHANGE...



1947

# CITY OF EDINA



## CHANGE...



1957

# CITY OF EDINA



## CHANGE...



1957

# CITY OF EDINA



## CHANGE...



1991



## EXPLORATIONS

### 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?”

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.

*15 minutes*



## EXPLORATIONS

### 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.

*30 minutes*



## SHARING FINDINGS

### reporter

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.

*30 minutes*



## Nominations

### resident

The planning process approved by the City Council includes a Work Group composed of 12 residents and commercial property/business owners. The Planning Commission and the City Council have appointed six members. The remaining members will be selected as a part of this meeting, with three members selected from residents and three members selected from commercial property/business owners.

### commercial property or business owner

Tonight, you will be asked to divide into two groups, one composed of neighborhood interests and the other composed of commercial property/business owners. The task for each group is to select three people to serve on the Work Group. Use whatever methods are necessary to make the selections and then add the names to the Nominations sheet provided.

*20 minutes*



## Nominations

Event	Date	Time	Location
Kick Off Meeting	Thursday, March 26th	6:30pm-9:00pm	Senior Center
Working Group Meeting	Monday, April 6 <sup>th</sup>	6:30pm-8:30pm	Community Room
Working Group Meeting	Thursday, April 9 <sup>th</sup>	6:30pm-8:30pm	Minnehaha Room
Working Group Meeting	Monday, April 20 <sup>th</sup>	6:30pm-8:30pm	Community Room
Working Group Meeting	Thursday, April 23 <sup>rd</sup>	6:30pm-8:30pm	Community Room
Check-in Meeting	Saturday, April 25th	10:00am-12:00pm	Senior Center
Working Group Meeting	Monday, April 27 <sup>th</sup>	6:30pm-8:30pm	Community Room
Work Session – City Council/Planning Commission	Tuesday, May 5th	5:00pm-6:00pm	City Hall
Planning Commission	Wed, May 13th	7:00pm-9:00pm	Council Chambers
City Council	Tuesday, May 19th	7:00pm-9:00pm	Council Chambers



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## NEXT STEPS

- Compile the input provided at this meeting
- Distribute information to the Work Group
- Conduct the first meeting of the **Work Group**
  - April 6, 6:30 to 8:30 pm at the Community Room
- Conduct **Check-in Meeting**
  - Saturday, April 25, 10:00 am to Noon, at the Edina Senior Center

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## QUESTIONS...

- about anything discussed tonight



## THANK YOU!

- If you have questions or want more information, please contact:

Cary Teague, Community Development Director

[cteague@EdinaMN.gov](mailto:cteague@EdinaMN.gov)

- Or sign up on CityExtra to follow:

Creating Development Principles in the Southdale France Avenue Area