

## **Purpose**

The purpose of the Core Elements Plan is to gain consensus among the Small Area Planning Team, property owners and members of the community about the most important policies of this plan before the complete draft is prepared.

## **Major Issues Addressed in the Small Area Plan**

*See Preliminary Outline of WVV Small Area Plan published separately.* The Small Area Plan will include special focus on the following major issues identified during the public engagement process:

1. What, if any, public or private actions should be taken to **revitalize the study area** in its current form?
2. What are the viable and preferred long range **patterns of land** use in the study area?
3. What should be the **physical parameters for development** of each site in the study area?
4. What should be done to improve the experience of **walking, bicycling or riding the bus**?
5. What should be done, if anything, to improve the study area's **identity or sense of "place"**?

## Organizing Principles

These principles steered the preparation of this plan and should guide its application.

**1. Place**

The Study Area should be recognizable as a place and visually attractive.

**2. Gathering**

There should be a place for people to spend leisure time, whether in a commercial or public location.

**3. Neighborhood Businesses**

There should be businesses that provide services or goods desired in the neighborhood, including small offices. The amount and configuration of commercial space should be allowed to adjust in response to the market.

**4. Housing**

Sites should be allowed to transition to housing from business use in response to the changing market demands.

**5. Height and Size of Buildings**

Future buildings may be one to three stories tall depending on, its location relative to housing immediately outside the Study Area. One exception is the multifamily site southwest of Valley View Wooddale intersection, where the existing hillside four story condition (currently allowed by zoning overlay) will continue to be allowed.

**6. Graceful Transitions to Neighborhood**

A graceful transition should be provided to housing immediately beyond the Study Area.

**7. Private Improvements**

Owners should keep their properties economically viable and attractive until the market guides them to major changes.

**8. Parking**

Most residential parking should be in attached garages or under the building. Views to commercial parking should be softened by plantings, walls or fences.

**9. Street Edges**

Buildings should be located near the street sidewalk without intervening parking. There should be trees between the curb and the sidewalk.

**10. Circulation and Connections**

Walking, bicycling or catching the bus in the Study Area should be safe and comfortable. The Study Area should be well-linked to the nearby neighborhoods.

**11. Role of the City**

The City should provide a land use plan, zoning regulations, design guidelines and public improvements that support the intentions of the property owners and the broader community.

**12. The Plan**

The plan should express community priorities while being sufficiently flexible to guide alternative ideas.

## Land Use and Built Form

### Relationship to the Comprehensive Plan

This desired pattern of future land use emulates the description of the Neighborhood Commercial land use plan category of the *Edina Comprehensive Plan* but leans toward greater emphasis on housing, which is an allowed element of this category.

The *Comprehensive Plan* defines a Neighborhood Commercial node as including small- to moderate-scale businesses that serve primarily the adjacent neighborhoods. These are generally a “node” rather than a “corridor.” Primary land uses should be retail and services, offices, studios, institutional uses. Residential uses permitted.

Design guidelines for Neighborhood Commercial Nodes in the Comprehensive Plan advocate that building footprints should generally less than 20,000 square feet, parking should be less prominent than pedestrian features, and structured parking and open space linkages are to be encouraged. The pedestrian environment should be enhanced.

### Property Evolution

**In the short term**, the City should encourage private property owners to improve and maintain their properties focusing on signs, facades, parking, and the edges between the private sites and the public streets.

**As redevelopment occurs**, the City will guide property owners to follow established design and appearance guidelines or regulations as well as the recommendations of this Small Area Plan.

### Preferred Land Use

The Study Area will continue to evolve and become a **mixture of housing and commercial development** guided by the demands of the market, property owners’ decisions, the policies of this plan, and the *Edina Comprehensive Plan*. The proportion of the Study Area devoted to housing will likely be greater than it was in 2014. The commercial element of the Study Area may consist of retail businesses and services plus small offices. Drive through businesses such as gasoline stations and those with drive-up windows are considered inconsistent with the principles of this plan. Current uses of land may, of course, remain as they are until owners decide to make a change.

The exact pattern of future land use in the Study Area will be **determined by market forces**. However, the **Small Area Plan guides the Study Area toward these features**:

- New buildings introduced to the northwestern and northeastern quadrants of the intersection of Wooddale Avenue and Valley View Road should include neighborhood-serving **businesses**
- The two sites west or east of Kellogg Avenue immediately north of Valley View Road may evolve as either **commercial or residential development**.
- The commercial site at the intersection of Valley View Road and Oaklawn Avenue may evolve to housing.

## Core Elements

- Commercial sites along the southern side of Valley View Road may evolve to housing if their commercial use ends. However, commercial use of the southeastern corner of the intersection of Wooddale and Valley View Road is preferred.
- It is preferred that the northern perimeter of the Edina Village Market site become housing if the mall building is removed.
- Near the corner of Wooddale and Valley View, **first-floor shops under housing** or offices would support the principles of Place and Neighborhood Businesses.

### Preferred Building Heights

Future buildings in the Study Area should generally be **one or two stories tall**, particularly in locations that are adjacent or across a street from single-family housing.

Close to the intersection of Wooddale Avenue and Valley View Road, residential and mixed-use buildings may be up to **three stories tall**.

### Building Relationships to the Streets

The primary façade and entry of all new residential or commercial buildings should be **oriented to the public street sidewalk**. Intervening parking should be extremely limited if allowed. Some amount of landscaped setback is allowable. A range of climatically-appropriate frontage types are depicted in this plan as design guidelines. These guidelines will not address style or building vernacular but will ensure that streets are lined with ground floors that contribute to active, safe and walkable streets. These frontages types may include:

- *Shopfront*
- *Low / At-grade Doorway*
- *Stoop*
- *Shared Entry (for apartment buildings)*
- *Front Porch*

### Graceful Transitions to the Neighborhood

Housing adjacent to Fairfax Avenue must be limited to **no more than two stories**. If housing faces Fairfax Avenue, it must have façade configurations and building heights that complement the single-family housing to the north. The entrance may be a low stoop or a porch. Trees in the Fairfax Avenue right-of-way must be maintained.

### The Corner of Wooddale Avenue at Valley View Road

Private and public improvements should be developed here to convey a sense of “place” and “arrival.” This is clearly the most important location in the Study Area.

It is near this intersection where the tallest building should be located, where vertically mixed-use buildings may be located, where outdoor seating should be prominent and where public art or monuments would be appropriate. Buildings should be located close to the sidewalks here although a small plaza or green space could be sited at the corner. Windows should connect commercial spaces to the streets. This theme of intensification could extend a short distance to the west along the northern side of Valley View or even a short distance up Wooddale Avenue. Decorative street lights, street trees and sidewalks along Valley View and Wooddale should lead to this focal point.

Short-term improvements on the former Wally’s should follow these guidelines.

### Parking

Residents' parking should be located **under the buildings** to the extent allowed by market conditions. Commercial parking should be **behind or along side** the buildings and be visually buffered by plantings so as to encourage an active streetscape.

### Other Site Improvements to Private Land

As properties redevelop, the City should require certain on-site, **private improvements** that complement the public facilities recommended by this plan, such as:

- **Bicycle Parking:** Bicycle parking facilities located close to the front doors of businesses.
- **Lighting:** On-site pedestrian-oriented street lighting.
- **Walking:** Safe and apparent ways to walk across the parking lot to the front doors of businesses
- **Edge Buffers:** Walls and/or fences and landscaped buffers at the edges of private property and the public right-of-way
- **Signs:** Consistent signs within the Study Area.

### Energy Conservation

Owners of existing building are encouraged to make energy efficiency improvements to sites and facilities. All new buildings shall incorporate green building design techniques and utilize fixtures and technologies that **maximize energy efficiency**. Walking, bicycling and transit will be encouraged through City improvements.

### Short-Term Recommendations for Specific Sites

With the Edina Village Market in place, the **former Wally's** building could be converted or enlarged for use as one or more small businesses. A **green wedge or public space** could be created between the building and the intersection.

If reuse of Wally's proves difficult, eliminating the Wally's building prior to site redevelopment would increase the visibility of Edina Village Market from the Valley View - Wooddale intersection.

The Edina Village Market could receive better **signs** and perhaps a **mural** on the eastern wall.

The owner of the Edina Village Market (or Valley Wood office building) might be persuaded to conduct a weekly **farmers' market** on a portion of their parking lot.

The plan will address short term possibilities for the **City-owned site**.

## Public Facilities

### Streets and Boulevards

Recognizing that both Wooddale Avenue and Valley View Road are Municipal State-Aid streets, the City will coordinate with the Minnesota Department of Transportation on the design and implementation of public improvements within the rights-of-way of these two streets. Improvements should include:

- **Intersections:** Study the feasibility of improving the intersection of 62nd Street, Oaklawn Avenue and Valley View Road to reduce conflicts between northbound left-turning vehicles and westbound south-turning vehicles.
- **Crosswalks:** Complete the crosswalks at the intersection of Wooddale Avenue - Valley View Road.
- **Bicycle Lanes:** Construct a pair of bicycle lanes on Valley View Road between Wooddale Avenue and St. Johns Avenue and further west as appropriate.
- **Sidewalk along Valley View Road:** Construct a sidewalk and boulevard on the north side of Valley View Road between Wooddale Avenue and St. Johns Avenue and further west as appropriate.
- **Sidewalk along Wooddale Avenue:** Construct a sidewalk and tree-planted boulevard on the west side of Wooddale Avenue between Fairfax Avenue and Valley View Road.
- **Street Lighting:** Install pedestrian-oriented street lighting that is consistent with the style of the public fixtures that are east of Wooddale Avenue.
- **Fairfax Avenue:** Maintain trees in the southern boulevard of Fairfax Avenue. The species and number should depend on the use and design of development to the south.

### Green Spaces and Plazas

Small **landscaped open spaces** should be used throughout the Study Area. These may soften the buildings, buffer views to surface parking, provide transitions to nearby single-family housing, provide outdoor gathering places and generally extend the green character of the neighborhood. It is expected that these spaces primarily will be **privately owned** and maintained. However, it is conceivable that a new, permanent City-owned and maintained open space could be incorporated into improvements or redevelopments at:

- The City-owned site at Valley View Road and Kellogg Avenue
- The former Wally's site and/or Edina Village Market site
- The ValleyWood office site

### Other Improvements Requiring Partnerships

The City will work with Metro Transit and coordinate with property owners to create **improved bus waiting shelters** with a consistent theme in the Study Area.

The City will lead and coordinate with property owners to create **monuments, historical markers or public art**. These may help create a sense of arrival or “gateway” at key locations such as:

- The intersection of 62nd Street, Oaklawn Avenue and Valley View Road
- The intersection of Kellogg Avenue and Valley View Road

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- Intersection of Wooddale Avenue and Valley View Road

The use of Edina’s signature material, white limestone, is suggested.

### **Community History and Heritage**

The City will support efforts to install interpretive public art that presents information about the history and evolution of Valley View Road and the Study Area from Native American or pre-settlement stories to important points of pioneer settlement, dairy farms, early suburbia and more recent history. Such a monument or art installation would be located in a road right-of-way or a new public space.

## City Regulations and Investments

### Comprehensive Plan Amendment

**Incorporate this Plan by Reference:** The City will adopt the Wooddale at Valley View Small Area Plan into the *Edina Comprehensive Plan* by reference, giving it authority equal to the balance of the *Comprehensive Plan*.

### Amend the Comprehensive Plan

- The City will amend Figure 4.3, Future Land Use, of the *Comprehensive Plan* along with Tables 4.2 and 4.3, using a title for the Study Area that reflects the intentions of this plan better than “Neighborhood Commercial.”
- The City will amend Figure 4.6A of the *Comprehensive Plan* to relax the building height limitation for the Study Area consistent with the policies of this plan.
- Policies and guidelines regarding the Study Area in the next update of the *Comprehensive Plan* will be adjusted to reflect this plan.

### Zoning Regulations and Map

- The City will amend its Zoning Map to replace the two sites zoned Planned Commercial District-4 with the Planned Commercial District-1 designation.
- The PCD-4 district allows automobile service centers, car washes and gasoline stations.
- The PCD-1 district allows certain retail or service businesses as Permitted Uses and multiple-family housing as Conditional Uses. The policies and guidance of this plan should be used as the conditions of review for proposed multiple-family housing.

### Application Reviews

This plan will be used by City staff and officials when reviewing applications for land development or zoning amendments in the Study Area.