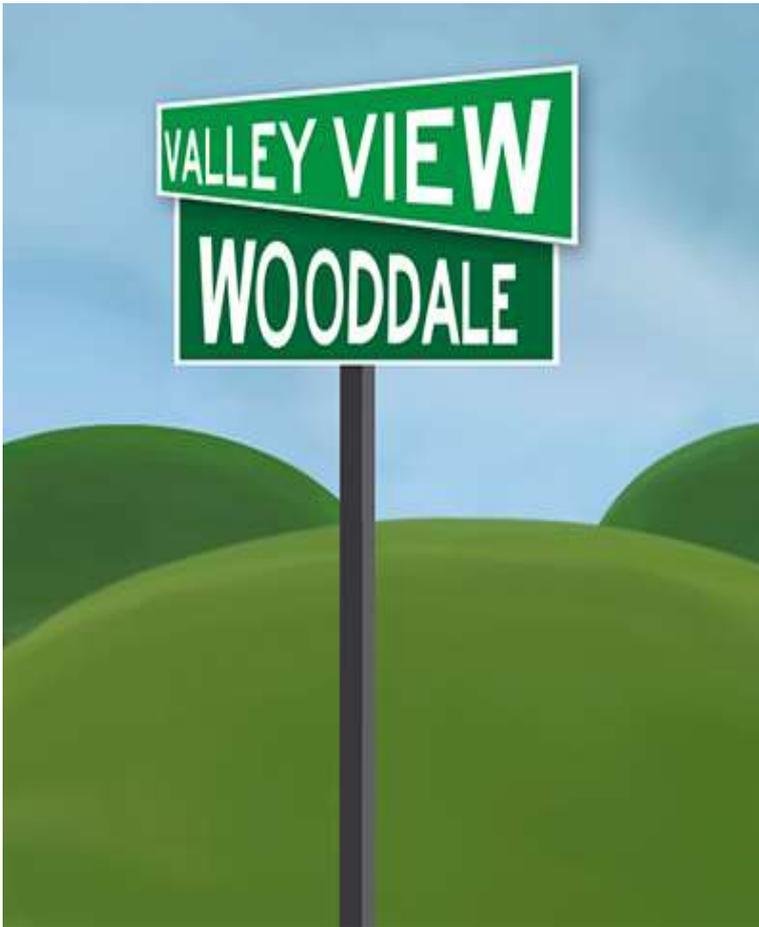




Wooddale and Valley View Small Area Plan

Discovery Workshop
October 11, 2014





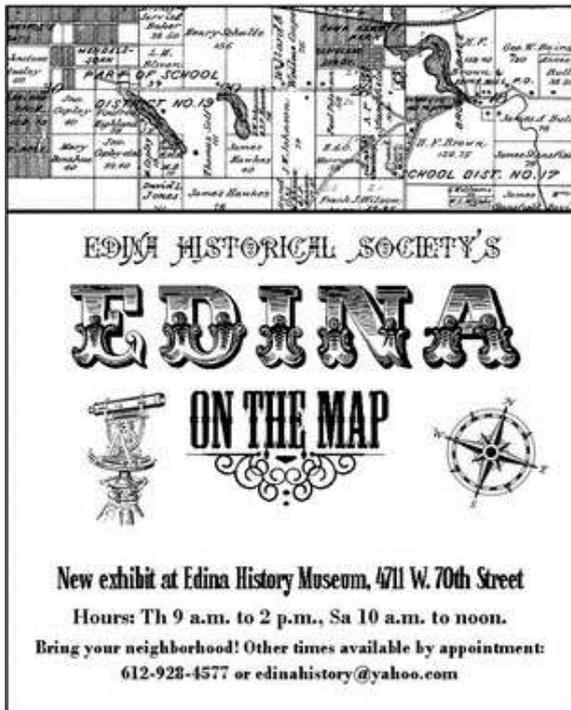
Accessible Restrooms Available at **Snuffy's**



Restrooms



Thank You!



- Concord Neighborhood Association
- Pamela Park Neighborhood Association
- Edina Historical Society
- Edina Village Market



Planning Team

Arlene Forrest (co-chair)

Susan Lee (co-chair)

Rob Burley

Connie Carrino

Brian Durst

Carrie Fordahl

Rita Paris

Jim Schedin

- Volunteers
- Business Owners
- Residents
- Neighborhood Association
- Planning Commission Members



Planning Team Responsibilities

Arlene Forrest (co-chair)

Susan Lee (co-chair)

Rob Burley

Connie Carrino

Brian Durst

Carrie Fordahl

Rita Paris

Jim Schedin

- Advise on best methods to achieve public participation
- Champion project within area
- Assist with meeting coordination/facilitation
- Helps gather issues, identify themes
- Brainstorm solutions when conflict arises
- Present updates to Planning Commission
- Ensure project remains on schedule



Planning Team Consultants

Strengths:

- Interdisciplinary
- Community Based Approach
- Private Sector Experience
- Walkable Neighborhood Design
- Market Research

- Peter Musty
PETER MUSTY LLC
- Bill Weber AICP
Weber Community Planning
- Bill Smith AICP
Biko Associates, Inc.
- Janna King, CEcD, EDFP
Economic Development Services, Inc.
- Joe Hollman
Maxfield Research, Inc.



Key Contacts

City Staff:

Karen Kurt, Assistant City Manager

kkurt@edinamn.gov or 826-0415

Cary Teague, Community Development Director

cteague@edinamn.gov or 826.0460

Planning Commission and Co-Chairs for Planning Team:

Arlene Forrest atforrest@gmail.com

Susan Lee susan.lee_Edina@ymail.com



Planning Team Meeting/Event Ground Rules

Arlene Forrest (co-chair)

Susan Lee (co-chair)

Rob Burley

Connie Carrino

Brian Durst

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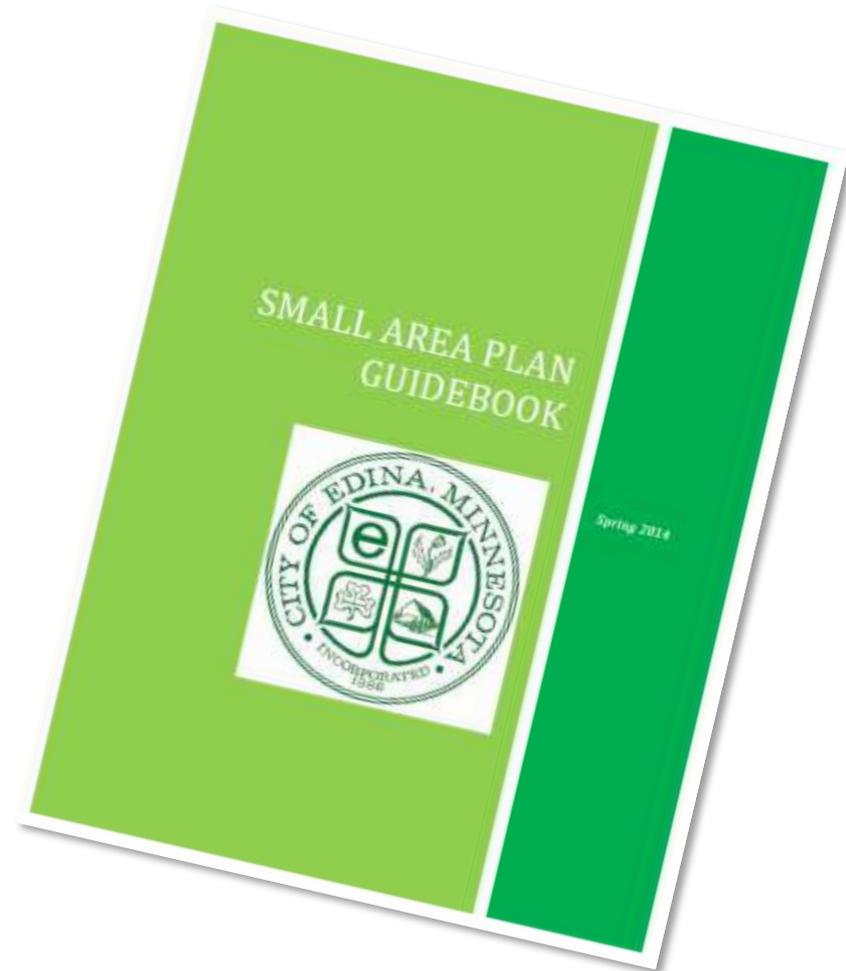
Jim Schedin

- Treat others with courtesy, politeness and kindness
- Allow others to express different opinions and ideas
- Listen politely to what others have to say
- Recognize cultural and background differences: *Long time residents, new residents, business owners, commercial property owners, families with children, households without children, employed, unemployed, retired*



WVV Small Area Plan: Three Phases

- Discovery
- Dream
- Small Area Plan Development
 - *Community Review*
 - *Planning Commission Recommendations*
 - *City Council Review and Adoption*





Discovery Phase: Community Input

- Summer Kickoff Meeting
- Concord Neighborhood Association
- Pamela Park Neighborhood Association
- Interviews
- Survey of Business Owners
- **Discovery Workshop**



Kick-Off Meeting Themes: What Is Good...

- Convenient Location
- Good Parking
- Unique Retail Shops
- Low Density
- Quaint/Neighborhood Feel
- Close Access to Two Parks



Kick-Off Meeting Themes: What Needs Changing...

- Lacks retail, restaurant diversity, vibrancy
- Managing traffic volumes
- Better landscaping, lighting, better upkeep
- Primarily auto focused - add bus, pedestrian, bike connections



Kick-Off Meeting Themes: Suggestions for Process...

- Transparency in the process
- Allow citizens to be heard
- Take a creative approach
- Make it positive - cooperation between businesses and residents
- Want design guidelines for the district
- Upgrades for housing and commercial
- Don't do it, no need for this process



Presentation

- Welcome
- Small Area Plans 101
- Background Research:
 - Historic Information
 - Cars, Bikes, Transit and Parking
 - Additional Discovery Research

Sue
Karen
Connie
Bill
Pete

Walkabout Exercise

Small Team Issue Identification

Adjourn by Noon!



Small Area Plans 101

If you don't know where you are going,
you'll end up someplace else.

-Yogi Berra



Benefits of Small Area Plans

- Gain understanding of neighborhood issues/concerns
- Establish a future vision based on community input
- Establish a roadmap to achieve the community vision
- Establish land use regulations to guide future development
- Improve quality of life
- **Complement the City's** Comprehensive Plan goals

What do we want our neighborhood to look like in 10-20 years?

What steps can we take now to work towards that vision?



Purpose of Small Area Plans

Small Area Plans serve as road map so that as change occurs or opportunities arise the appropriate land use tools are in place to guide redevelopment.





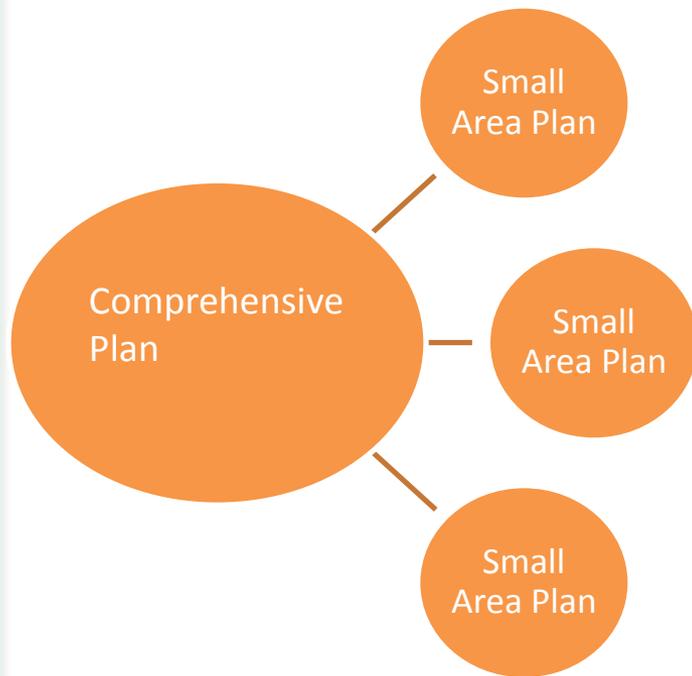
Purpose of Small Area Plans

What Small Area Plans do **not do**...

- Guarantee when, where or what change will occur
- Force current businesses or residences to change or relocate
- Provide funding for new projects or amenities
- Mandate building design



Relationship to the Comprehensive Plan



Common Plan Topics:

- Vision, goals and objectives
- Neighborhood profile
- Land use and community design
- Housing
- Heritage preservation
- Transportation
- Water resource management
- Parks
- Energy and environment



Small Area Plan Process

Start Up

Kick off meeting

Appoint planning team

Hire consultant

★ Planning Process

Community engagement

Synthesize data

Draft plan

Plan Approval

Planning Commission review and approval

City Council review and approval

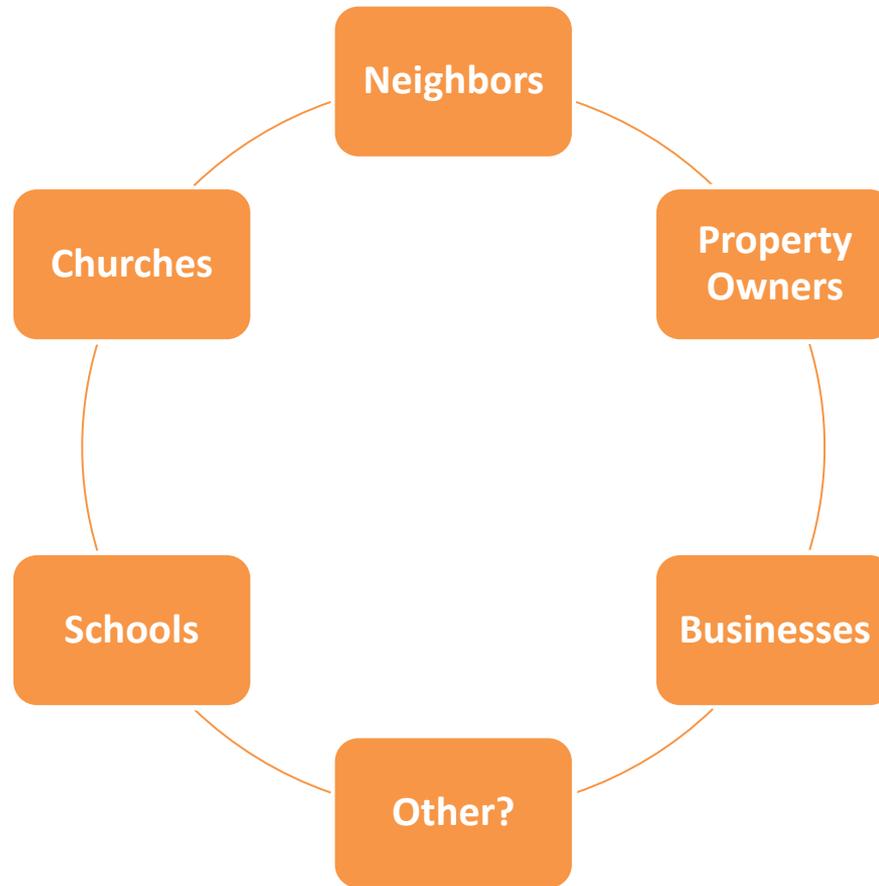


Small Area Plan Roles





Stakeholders





Overview: WVV Neighborhood Commercial Node

- Roughly 11 acres in size
- Land uses include a small retail shopping center, gas station, office/retail buildings, apartment buildings and townhomes.
- Intersected by two collector roadways, Wooddale Avenue and Valley View Road.
- Bounded by three acres of wetlands to the South and mostly single-family residential homes to North, West and East.



Why Now?

- No development project currently before City for consideration.
- Given age of buildings, redevelopment proposals are likely in the future.
- Opportunity to be proactive by developing a small area plan

Wooddale/Valley View is one of four areas cited in the current Comprehensive Plan for future study.



Project Timeline

Kickoff Meeting	June
Identify Planning Team and Consultant	July
Develop Work Plan and Prepare for Engagement	Aug-Sept
Public Input Meetings	Oct-Nov
Develop and Review Draft Plan	Nov-Dec
Planning Commission Review	Jan
City Council Review	Jan



More to Come!

Dream Workshop: Saturday, November 8

Edina Senior Center

8am – noon **Look ahead...dream about opportunities. Critique** consultant long range design and planning alternatives. More details to follow!

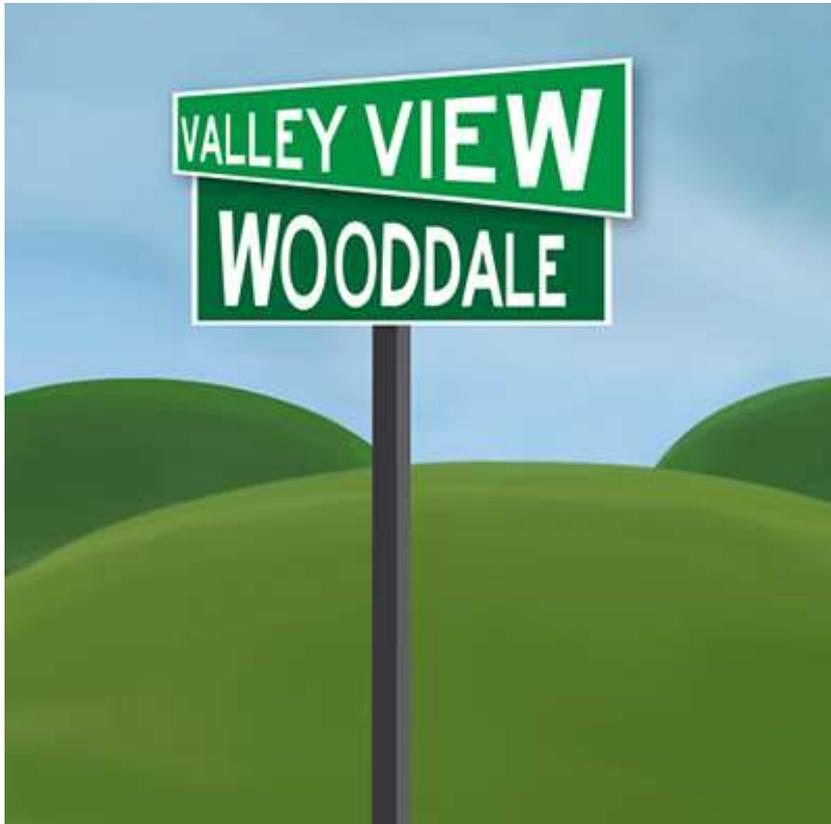
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Karen
Connie
Bill
Pete

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Small Team Issue Identification

Adjourn by Noon!

The Story of Wooddale and Valley View

Why We Care

Understanding the past—our history
—can help guide the future.

The Story of Wooddale and Valley View

Why We Care

“Our ignorance of history makes us slander our own times.”

- *Gustave Flaubert*

“A generation which ignores history has no past: and no future.”

- *Lazarus Long, from the works of Robert Heinlein*

“Those who do not remember the past are condemned to repeat it.”

- *George Santayana*

The Story of Wooddale and Valley View

Discovering the Story

Pre-European Settlement
Territory

Village, Milling and Farms

Rural Edina

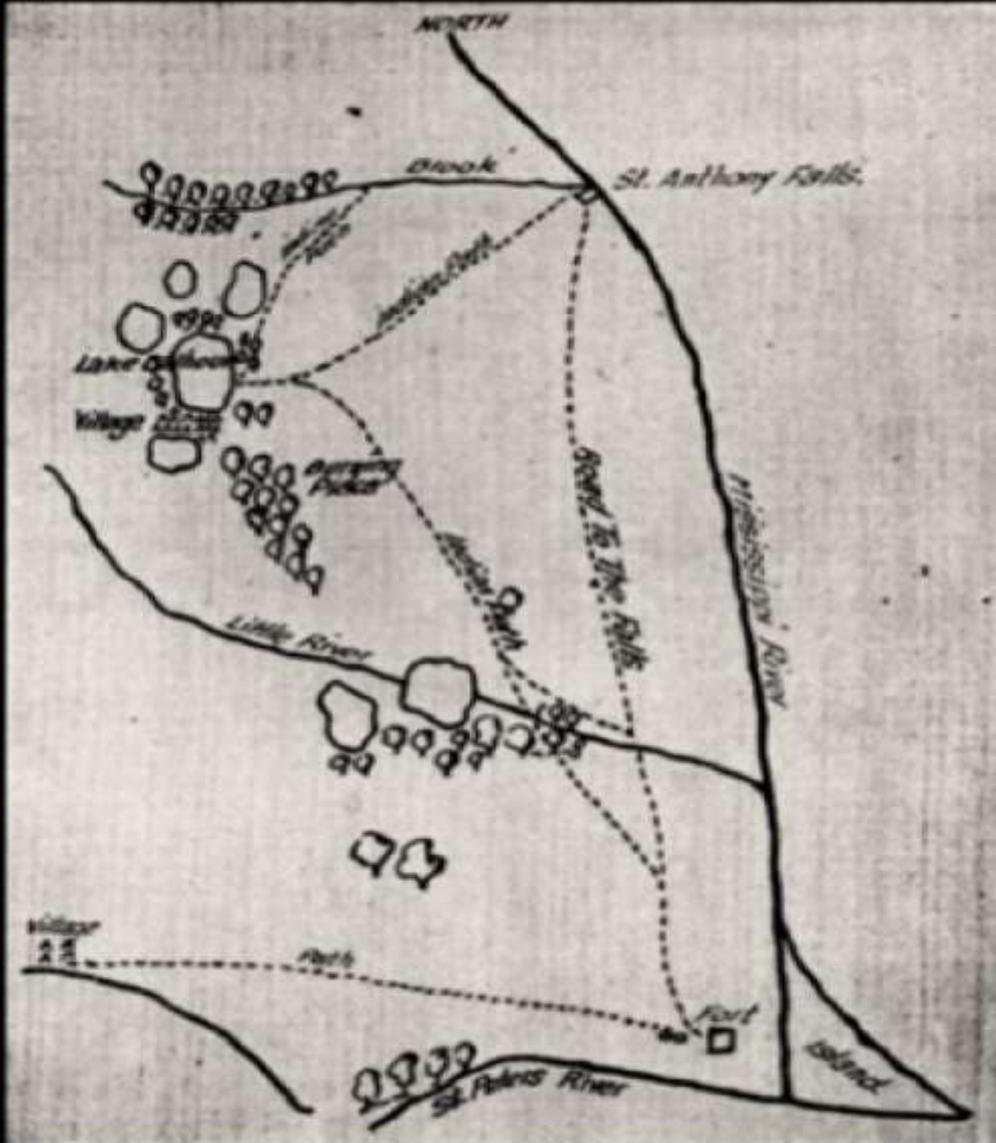
The Corner Store

From Cows to Cars

Neighborhood Boom

The Node Emerges!

The Story of Wooddale and Valley View



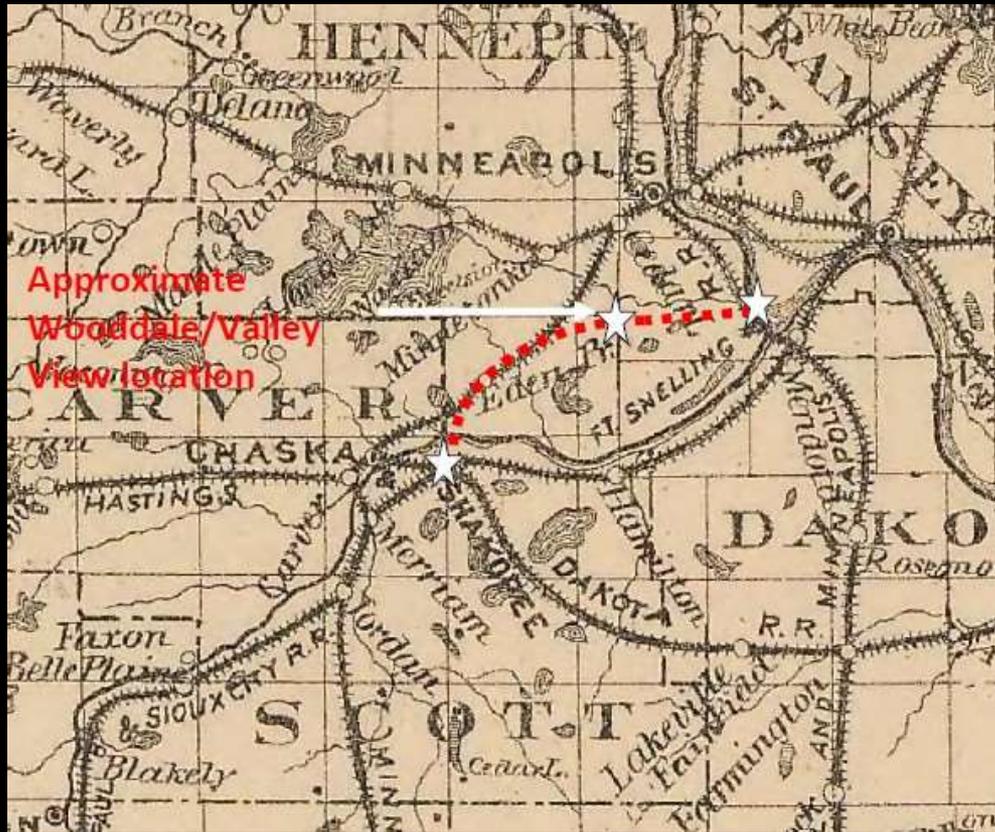
Pre-European Settlement

Game and Native American Trails

Crossroad & Connection from Fort Snelling to Shakopee

Image: Map of Native American trails from St. Anthony Falls to points west along the Minnesota River

The Story of Wooddale and Valley View



Territory

Prior to statehood in 1858, Minnesota was a territory

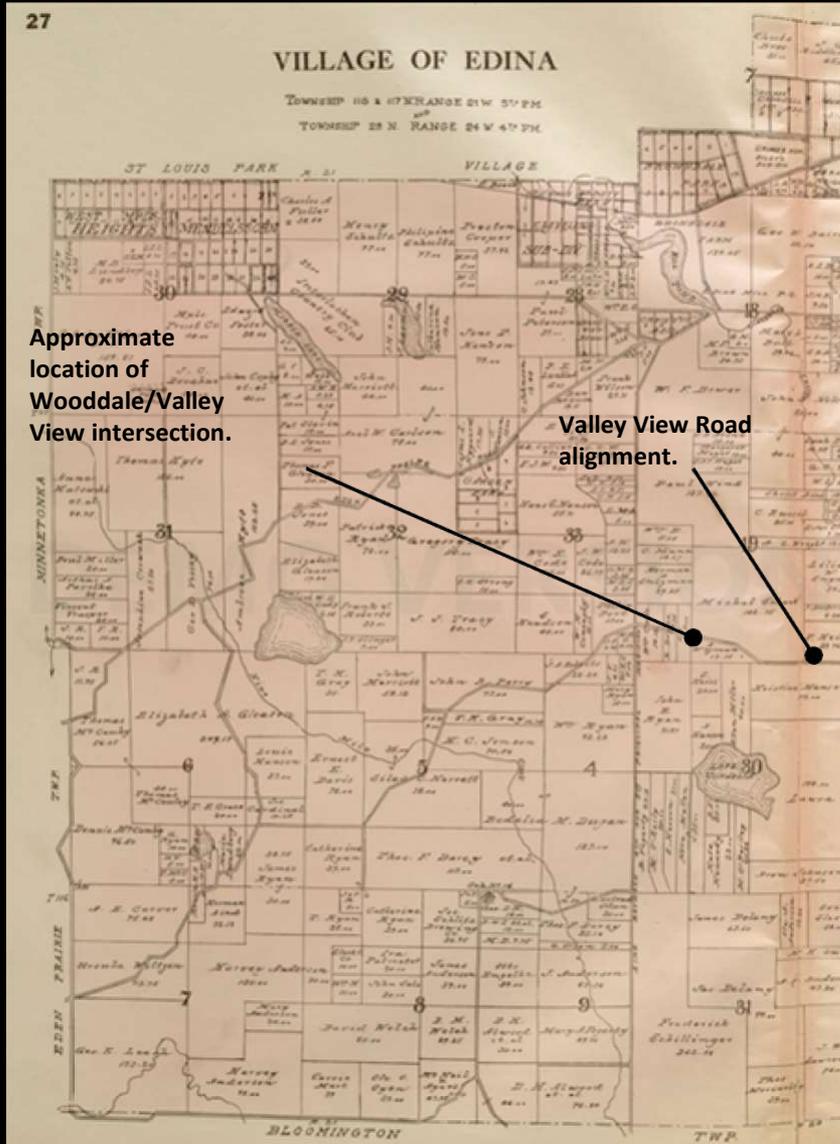
Railroads commissioned surveys and maps

Hennepin County surveyed; incorporated in 1852



Approximate
Wooddale/Valley
View location

The Story of Wooddale and Valley View



Village, Milling and Farms

Edina – Richfield Township between 1855 and 1888

Incorporated as a Village in 1888

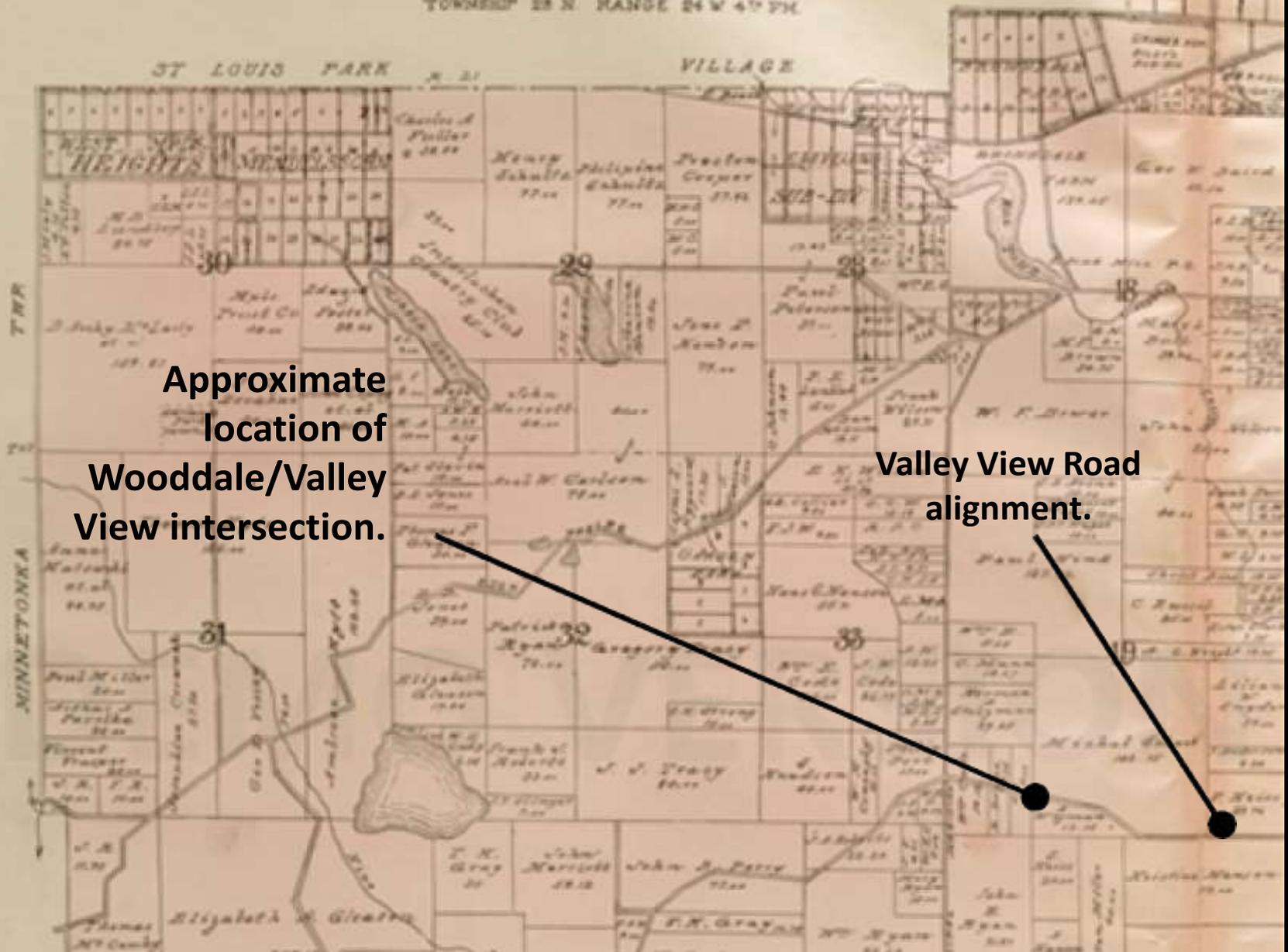
Farms dominate the area near WVV

~1888

VILLAGE OF EDINA

TOWNSHIP 10 S. RANGE 21 W. 5TH PM

TOWNSHIP 28 N. RANGE 24 W. 4TH PM



Approximate location of Wooddale/Valley View intersection.

Valley View Road alignment.

The Story of Wooddale and Valley View



Rural Edina Makes Way

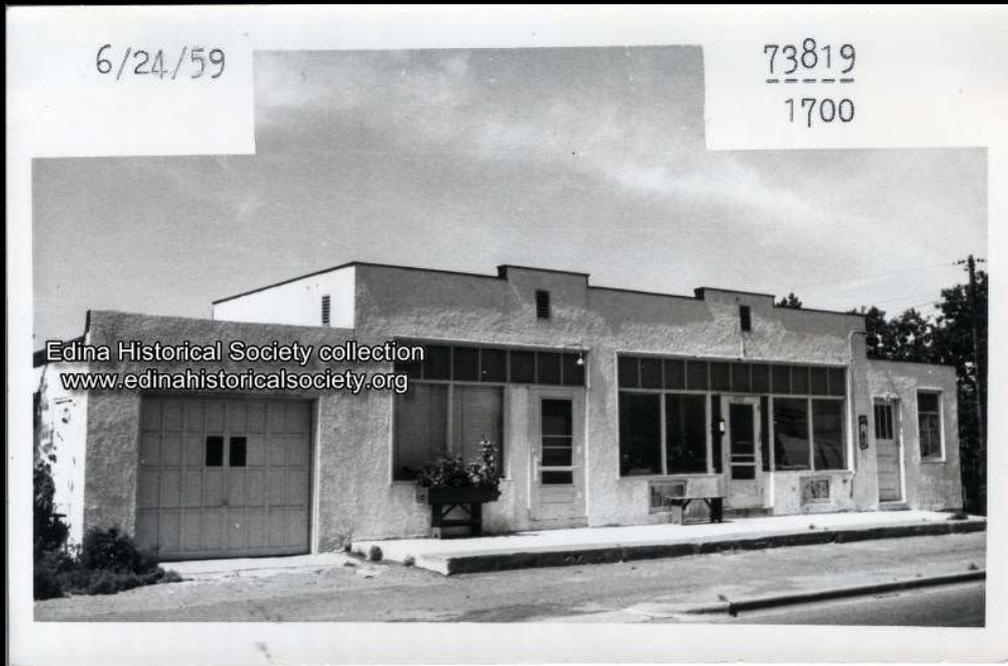
Predominantly farmland
from 1888 – 1950s

Miller farm-south of
Valley View

Haeg farm -north of
Valley View



The Story of Wooddale and Valley View



The Corner Store

“Wooddale Grocery”

George & Emma Tedman

- Site of taxi garage (near site of daycare center)
- Closes in early 1960s
- Drop-off for Minneapolis Tribune
- Demolished in 1968
- Now location of MA Peterson



Dick Hulon

6/24/59

73819

1700

Edina Historical Society collection
www.edinahistoricalsociety.org



The Story of Wooddale and Valley View



From Cows to Cars

Farms become housing sub-divisions

East end of Garrison Lane is first development by house mover, Frank Garrison

WPA construction of roads

Lake Cornelia

Garrison Lane

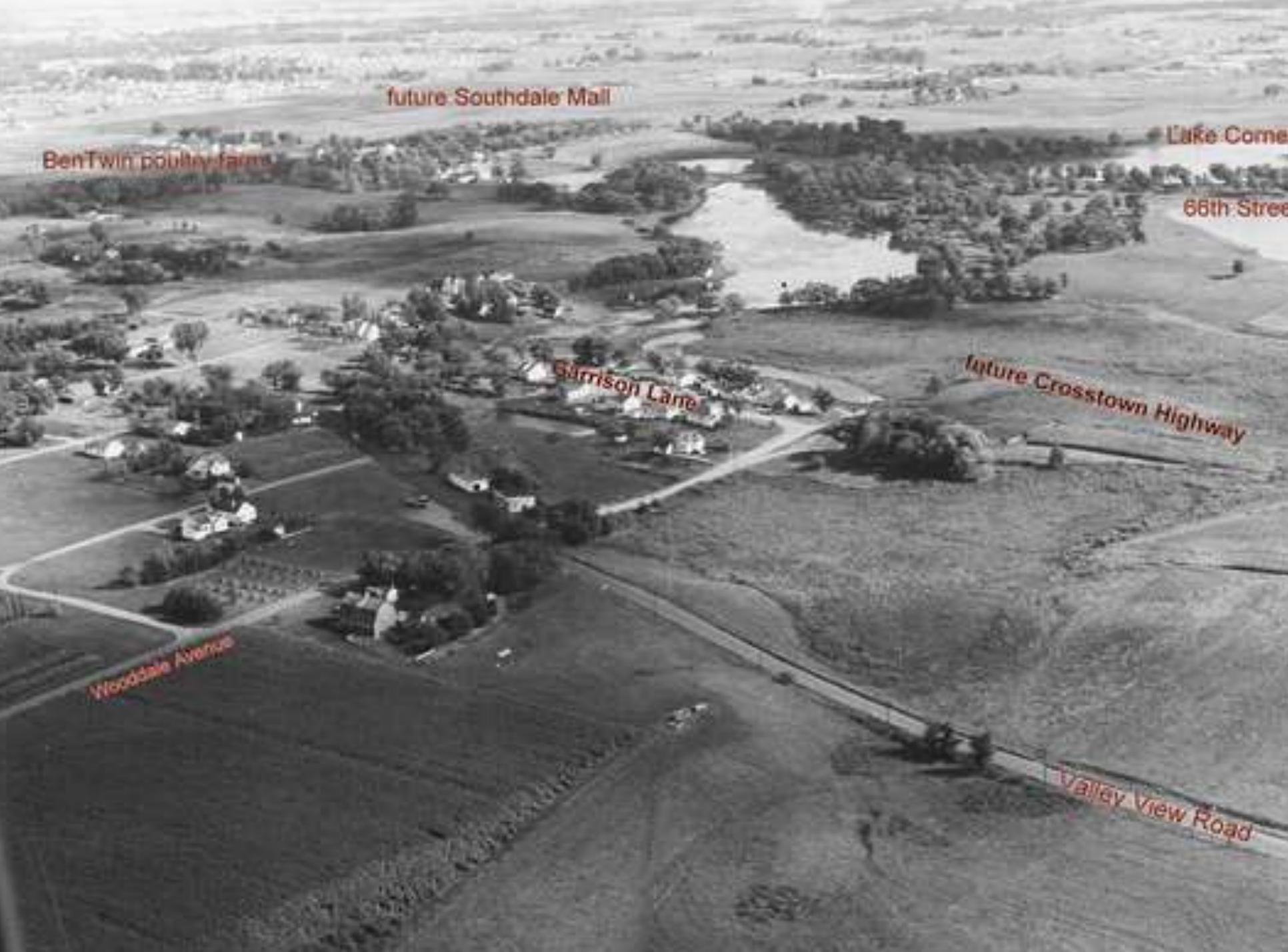
Wooddale Avenue

Taxi garage

Tedman's store

View Road





future Southdale Mall

Ben Twin poultry farms

Lake Como

68th Street

Garrison Lane

future Crosstown Highway

Wooddale Avenue

Valley View Road

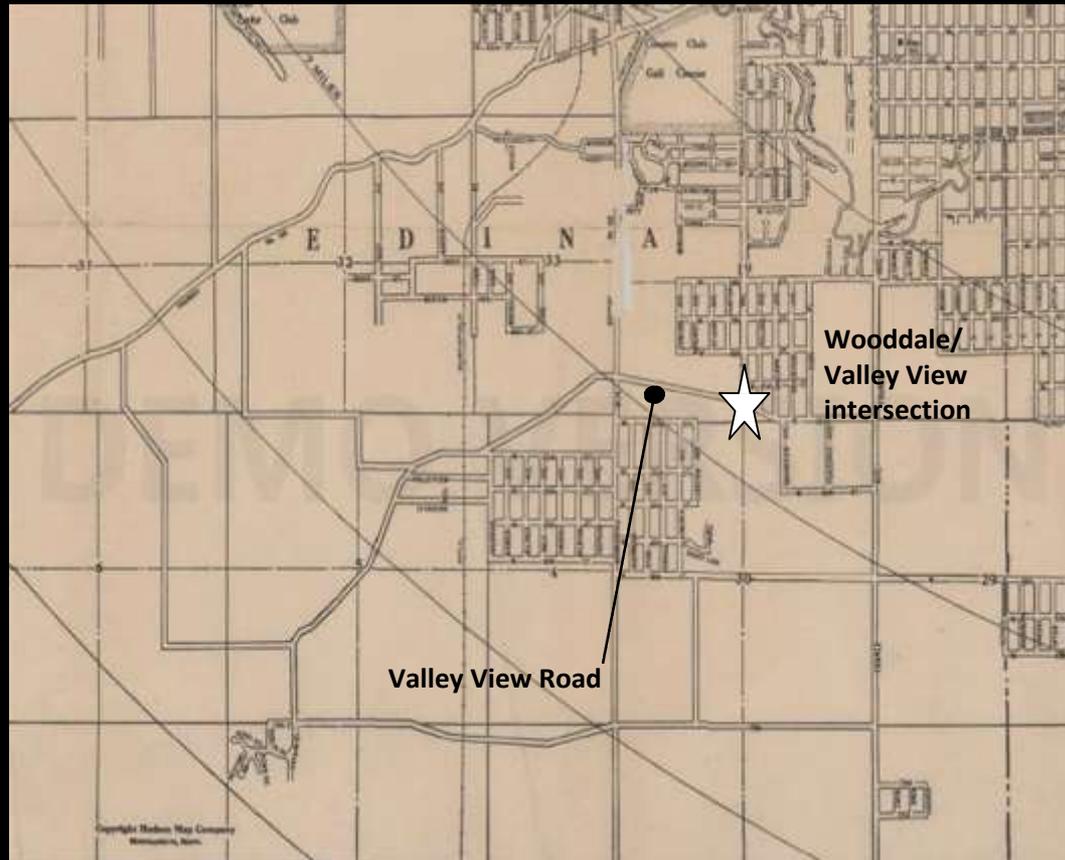
The Story of Wooddale and Valley View

Neighborhood Boom

Follows National Trend - Post WW II Residential Boom

Sub-divisions and streets reflect names of land/farm owners, surveyors and developers:

- Millers Lane
- Garrison Lane
- Lois Lane - named by resident and surveyor, Frank Cardarelle



The Story of Wooddale and Valley View



A Node Emerges!

Successional Growth: from small, rural hamlet/village to suburban development

Gone is the corner grocery



Make way for "The National"

Food & Fuel & Convenience

6/24/59

75330
- - - -
5090

Edina Historical Society collection
www.edinahistoricalsociety.org



The Story of Wooddale and Valley View



Our Story

- Pre-European Settlement
- Territory
- Village, Milling and Farms
- Rural Edina
- The Corner Store
- From Cows to Cars
- Neighborhood Boom
- A Node Emerges!
- What's Next?



Presentation

- Welcome
- Small Area Plans 101
- Background Research:
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Sue
Karen
Connie
Bill
Pete

Walkabout Exercise

Small Team Issue Identification

Adjourn by Noon!

Wooddale/Valley View Small Area Plan



**Transportation in the
Wooddale/Valley View Small Area**



Transportation in the Wooddale/Valley View Small Area

- Transportation-related conditions:
 - i. Street design classifications
 - ii. Daily traffic volumes
 - iii. Access between the roadway system and adjacent property
 - iv. Parking
 - v. Alternative modes of travel

- Streetscape conditions

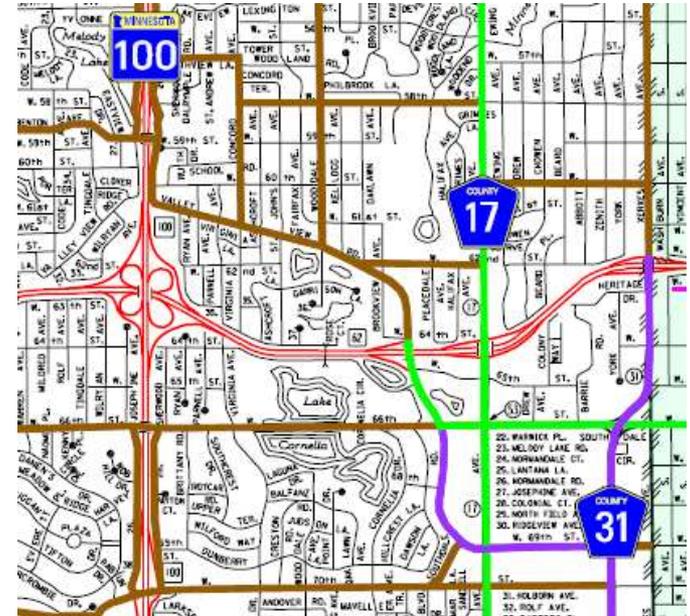


Transportation in the Wooddale/Valley View Small Area

- ❑ ***Edina's Transportation System Goal:***
 - The system should effectively serve land uses that the city supports and/or anticipates.

- ❑ ***Wooddale Avenue/Valley View Road Jurisdiction:***
 - Both Wooddale Avenue and Valley View Road fall under City of Edina jurisdiction.
 - Both are Municipal State Aid (MSA) Streets.

- ❑ ***Wooddale Avenue/Valley View Road Functional Classification:***
 - Both are collector streets



Transportation in the Wooddale/Valley View Small Area

- ❑ ***Wooddale Avenue Design:***
 - Two lane street between Fairfax Avenue and Nancy Lane
 - Bike lanes, demarcated by painted chevrons

- ❑ ***Valley View Road Design (west of Wooddale):***
 - Two lane street east of St. Johns Avenue
 - Eastbound left-turn lane at its intersection with Wooddale Avenue

- ❑ ***Valley View Road Design (east of Wooddale):***
 - Two lane street with two-way continuous left-turn channel, west of Kellogg Avenue
 - Two green bicycle lanes



Transportation in the Wooddale/Valley View Small Area

□ Daily Traffic Flow:

- Decreases in daily traffic on all roads in study area since 1999

Year	Two-Way Daily Traffic Volume			Two-Way PM Peak Hour Traffic		
	On Wooddale, North of Valley View	On Valley View, West of Wooddale	On Valley View, East of Wooddale	On Wooddale, North of Valley View	On Valley View, West of Wooddale	On Valley View, East of Wooddale
1999	4100	6400	9400	515	800	1175
2005	3050	5000	7900	380	625	990
2013	3200	5900	7900	400	740	990

Source: Mn/DOT MSA Street Series Mapping; Biko Associates, Inc.



1999



2005



2013



Transportation in the Wooddale/Valley View Small Area

- ❑ ***Access to/from Adjacent Properties:***
 - Accessibility is high
 - 15 driveways in such a tight area is generous
 - Safety may be compromised



Transportation in the Wooddale/Valley View Small Area

□ **Parking Supply:**

- 204 off-street spaces in surface parking lots that serve land uses in the northwest and northeast quadrants of the of the intersection.
- 97 stalls in the northwest surface lot
- 107 stalls in the northeast surface lot.



Transportation in the Wooddale/Valley View Small Area

☐ **Parking Demand:**

- 204 off-street spaces in surface parking.
- 97 stalls in the northwest surface lot
- 107 stalls in the northeast surface lot.

Day/Date/Time	Occupancy Northwest Lot	Percent Occupied Northwest Lot	Occupancy Northeast Lot	Percent Occupied Northeast Lot
Saturday 9/20/14 11:00 - 11:30 AM	37	38 %	19	18 %
Saturday 9/20/14 2:00 - 2:30 PM	24	25 %	14	13 %
Saturday 9/20/14 4:00 - 4:30 PM	15	15 %	6	1 %
Wednesday 9/24/14 4:30 - 5:00 PM	16	16 %	45	42 %
Friday 9/26/14 1:30 - 2:00 PM	36	37 %	44	41 %
Friday 9/26/14 4:00 - 4:30 PM	21	22 %	36	34 %
Wednesday 10/1/14 6:00 - 6:30 PM	31	32 %	49	46 %

- Both lots have excess capacity
- Utilization (parking demand) never exceeded 38 percent at the Edina Village Market (northwest corner) and never exceeded 46 percent at the ValleyWood Center (northeast corner).

Transportation in the Wooddale/Valley View Small Area

☐ ***Alternative Travel Modes:***

- Transit:
 - Two regular routes and one express route
 - Bus stops at the intersection of Wooddale/Valley View
 - Not transit rider or pedestrian friendly

- Pedestrian:
 - Sidewalk only on south side of Valley View west of Wooddale
 - Sidewalk only on east side of Wooddale between Fairfax and Valley View
 - Rudimentary sidewalk on Wooddale south of Valley View
 - System is not as friendly as it could be

- Bicycle Lanes are Provided:
 - On Wooddale (commuter and recreational)
 - On Valley View on the east side of Wooddale
 - System is incomplete



Transportation in the Wooddale/Valley View Small Area

☐ ***Streetscape Conditions:***

- Basics are there but are not developed as well as they could be
- Should help define the node and distinguish it from others
- Consistent themes:
 - signage
 - street furniture (benches and lighting)
 - trees and vegetation
 - defined paths to link the public and private realms
 - safety and security (separation between transportation facilities, lighting oriented to pedestrians)





Presentation

- Welcome
- Small Area Plans 101
- Background Research:
 - Historic Information
 - Cars, Bikes, Transit and Parking
 - Additional Discovery Research

Sue
Karen
Connie
Bill
Pete

Walkabout Exercise

Small Team Issue Identification

Adjourn by Noon!



Discovery Phase: Additional Background Data Gathering

Previous Planning

Primarily 2008 Edina Comprehensive Plan

Long Range Regional Market Trends

Commercial & Residential Demand

Urban Design Analyses

Commercial & Residential Demand

Key Stakeholder Input

Building Owner Interviews, Business Owner Surveys

November 8th Dream Workshop

Based on community input and research, refine the array of long range scenarios for the node.
Discuss key long range issues.

December 3rd Progress Update

Distill shared values and community preferences.
Further discussion of key issues.
Review foundational elements of the small area plan.

Discovery Phase: Additional Background Data Gathering

Previous Planning

Primarily 2008 Edina Comprehensive Plan

Long Range Regional Market Trends

Commercial & Residential Demand

Urban Design Analyses

Commercial & Residential Demand

Key Stakeholder Input

Building Owner Interviews, Business Owner Surveys

2008 Edina Comprehensive Plan



Figure 1-1:
Comprehensive Land Use Plan with Building Height Limitations

2008 Edina Comprehensive Plan Future Land Use

Neighborhood Commercial Nodes

Valley View Rd. Road at Wooddale Ave.

Morningside commercial core

70th Street at Cahill Road.

General Description:

“Small- to moderate-scale commercial buildings serving primarily the adjacent neighborhood(s). Generally a ‘node’ rather than a ‘corridor.’ Primary uses are retail and services, offices, studios, institutional uses. Residential uses permitted.”

Development Guidelines:

“Building footprints generally less than 20,000 sq. ft. (or less for individual storefronts). Parking is less prominent than pedestrian features. Encourage structured parking and open space linkages where feasible; emphasize enhancement of the pedestrian environment.”

Wooddale - Valley View Neighborhood Commercial Node

(Boundaries shown are from
2008 Comprehensive
Plan)

- Neighborhood Commercial (NC)
- High Density Residential (HDR)
- Medium Density Residential (MDR)



Building Types: 2014

- Vertical Mixed
- One Story Biz
- Duplex /Apartments/ Flats
- Single Family Homes
- Civic
- 1957
- 1987
- 1960
- 1962
- 1962



2008 Comp Plan
"Neighborhood
Commercial"
Boundary

Vertical
Mixed



One
Story
Biz



Duplex
/Apart-
ments/
Flats



Single
Family
Homes



Civic



What is an “Issue”?

- A question to be discussed, debated and resolved during the planning process in light of the other issues.
- Please write them in the form of a question. This helps you sharpen your thinking.
- Issues should be debatable, not factual.

Examples of Issues from other Projects

- *“Should new neighborhoods have sidewalks on both sides of every street?”*
- *“What, if anything, should be done to improve the appearance of the waterfront?”*



CENTER
(R.O.W.'s)

GENERAL
NBHD
(R.O.W.'s)

EDGE
(R.O.W.'s)

Parks /
Open
Spaces

Valley
View
Corridor



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Example at WVV:



- *“What can be done to make bus stops more comfortable?”*



WALK-ABOUT: Team Instructions

Step 1 Gather your team. Introduce yourselves and mark on the map where you come from!

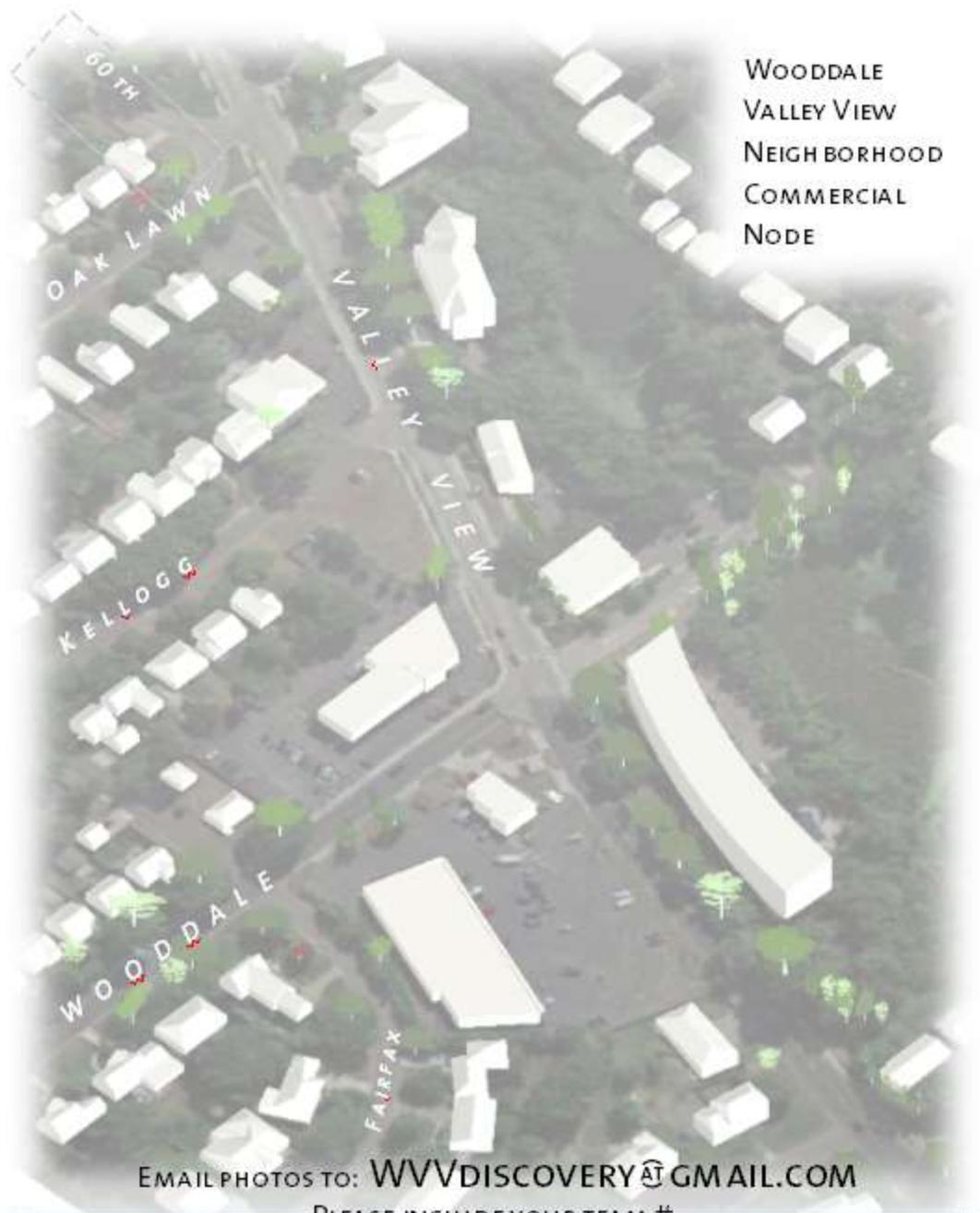
Step 2 Appoint a photo-taker and a note-taker. If someone has a phone that can take and email photos, they are a candidate for photo-taker!

Step 3 Walk around the district and look for issues. If you find an issue, take a picture and send to wvdiscovery@gmail.com. Record notes related to the (issue).

Step 4 Return, discuss and select your top issue(s).

As a team, record issues on the yellow notecards provided. Send in a related photo for each to the email address provided.

Step 5 Present your issue(s). Watch for your image to emerge on screen or hand in to a facilitator.



WOODDALE
VALLEY VIEW
NEIGHBORHOOD
COMMERCIAL
NODE

EMAIL PHOTOS TO: WVDISCOVERY@GMAIL.COM
PLEASE INCLUDE YOUR TEAM #.

Where do I send photos?

Send them in with your team number in subject line:

wvvdiscovery@gmail.com

Example: Team 4 puts “Team 4” in subject line.

Welcome Back!

Reconvene at your team's table.

Frame your issues on your team's notecards.

If you have photo(s), tell Mike and send them in:

wvvdiscovery@gmail.com



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Edina Senior Center

8am – noon **Look ahead...dream about opportunities. Critique** consultant long range design and planning alternatives. More details to follow!

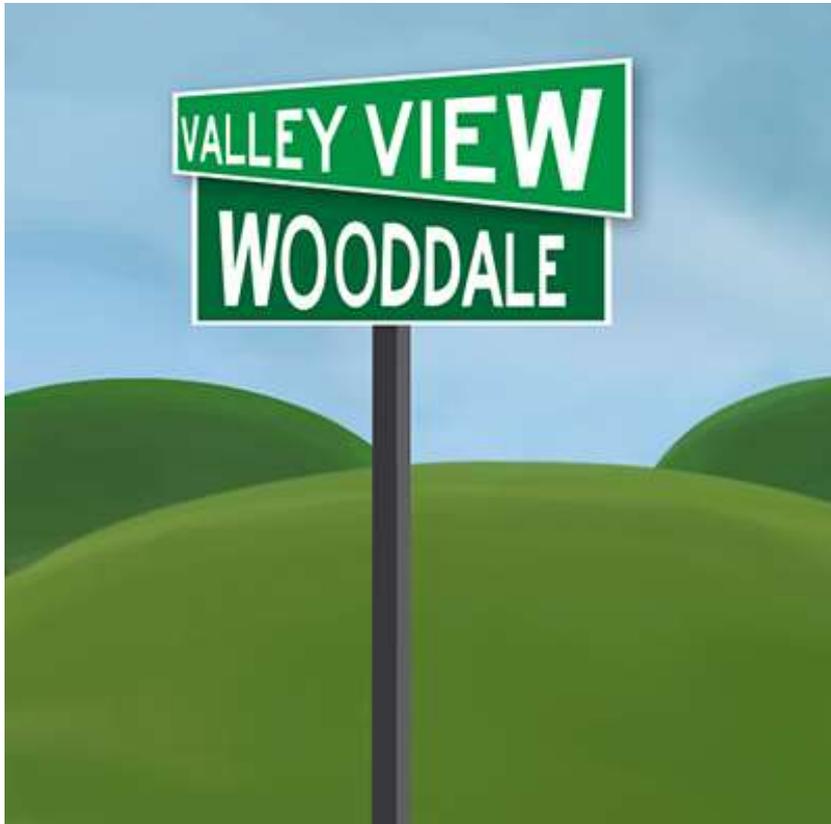
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THANK YOU!

See you November 8th!