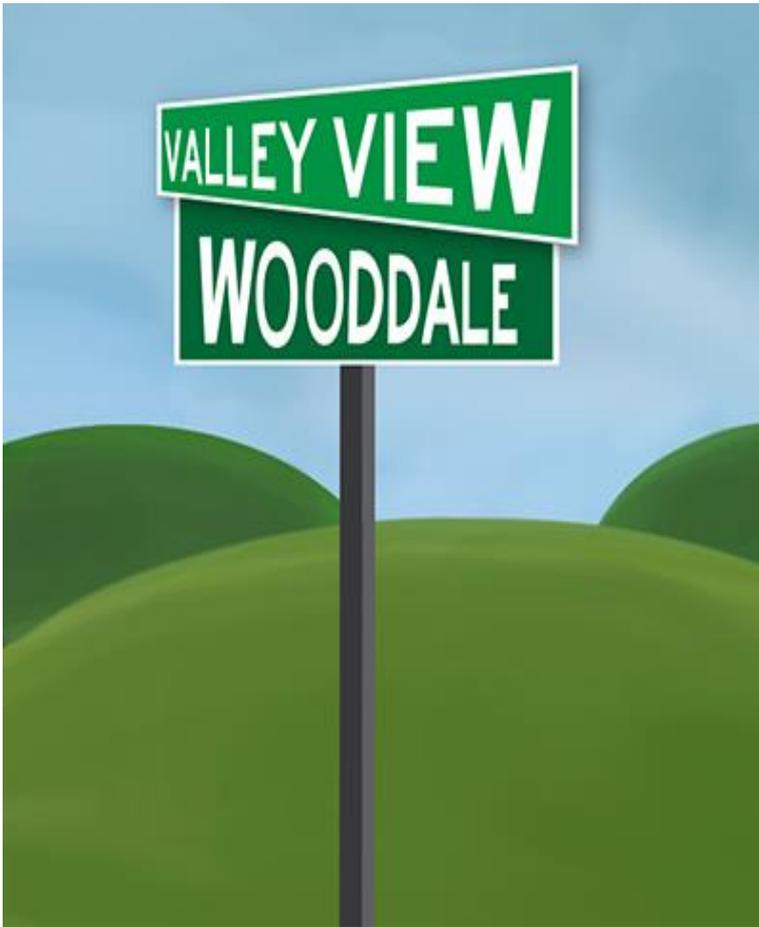




Wooddale and Valley View Small Area Plan

Dream Workshop
November 8, 2014





Thank You!



- **Concord Neighborhood Association**
- **Pamela Park Neighborhood Assn.**
- **Jerry's Foods**
- **Pappagallo**
- **Edina Senior Center**





Today's Agenda

- **Welcome and Catch Up**
- **Market Analysis**
 - Interviews – Janna King
 - Analytics - Joe Hollman
- **Small Group Exercise: Explore Future Scenarios**



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**



Benefits of Small Area Plans

- Understand neighborhood concerns
- Plan based on community input
- Regulations
- Guidelines
- Element of Comprehensive Plan

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

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**

Wooddale - Valley View Neighborhood Commercial Node

(Boundaries shown are from
2008 Comprehensive
Plan)

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





Why Now?

- **No proposal currently before City**
- **Proposals are likely in the future**
- **Opportunity to be proactive**

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



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



Timeline for Wooddale at Valley View

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



WVV Community Engagement

- Summer Kickoff Meeting
- Concord Neighborhood Association
- Pamela Park Neighborhood Association
- Interviews
- Survey of Business Owners
- **Discovery Workshop – October 11**

- Dream Workshop – November 8
- Next: Progress Update – December 3



Synthesis: The Major Planning Issues

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"?**



Next

- **Summary of Interviews**
 - **Janna King, Economic Development Services, Inc.**



Wooddale Valley View as a Neighborhood Commercial Node



October 29, 2014



Market Insights to Inform Small Area Plan

- Qualitative Assessment
- Quantitative Analysis

Qualitative Research Approach

Goal: Understand

- History
 - Trade Area
 - What's worked... or not
 - Strengths, weaknesses, opportunities & threats of node
 - Owner's goals & concerns
- Interviews with property owners
 - Survey of business owners



Edina is a strong market

Physical or market constraints

Since 1954 to 1960 period

- Valley View closed at Hwy 100
- Edina High School relocated
- Increasing competition within 1-2 miles
- Key traffic generators left the node
 - Clinic / pharmacy
 - Grocery, hardware & service station
- Some re-investment



Traffic Comparison

- **Wooddale - Valley View: 7,900**
- 54th and Penn: 8,600
- 56th and Xerxes: 9,500
- 44th and France: 12,200

Feedback: Strengths as a Housing Location

- Proximity to employment, hospital, health care, parks, Southdale, 50th and France
- Edina School District
- Transportation
 - Bus service, especially express to downtown
 - Proximity to Highways 100 and 62
- Good neighborhood context



Feedback: Weaknesses as a Multi-Family Housing Location

- “In-between” neighborhood
- Commercial node not as vibrant as it was
- Traffic noise and some delays
- Multi-family housing lost its on-street guest parking
- Multi-family housing not updated recently
 - Lack new multi-family housing amenities

Feedback: Opportunities as a Housing Location

- More residential feel here than the Southdale area”
- Redevelop the northwest quadrant to be largely housing
- Use elevation change on the SW corner to access underground parking
- Have a courtyard on the deck above the parking.



Feedback: Strengths as a Business Location

- Community Center, schools, sports facilities
- Neighborhoods, demographics, families
- Accessible to neighborhood residents
- Parking and traffic not as difficult as other retail locations
- Feel of neighborhood connection – not just commercial



Feedback: Weaknesses as a Business Location

- Lacks clear identity and market position
- Limited synergy and cross-selling between businesses
- May be too much retail space
- Some businesses don't contribute to driving sales
- Poor appearances
- Properties aren't performing well for several owners.

Feedback: Opportunities as a Business Location

- Be a magnet for activities
 - Sports, schools, Pamela Park, community center
- Right tenant mix is essential
- Be different and “down home”
- Bind the community; be walkable and bikable
- Be self-sustaining

Feedback: Opportunities as a Business Location

- Lower rents and flexible hours
- Reduce amount of retail space
- Improve bike and ped access to the Southdale area
- Restaurant to complement Snuffy's
- Coffee shop

Summary of Interviews

Mood: uncertainty... hopefulness... and various perspectives on what it will take...

- A. Revitalize existing properties
- B. *Revitalize through reduction of retail space; upgrade existing multi tenant space & public realm; and increase multi-family housing*
- C. *Redevelop aging commercial properties; develop vacant land; future mix of high quality multi-family housing & retail with neighborhood feel*

Time Brings Change

Imagine 2030

We don't have a crystal ball

**Small area plan should provide
guidance and flexibility to respond to
market conditions when change occurs**



Next

- **Summary of Quantitative Market Analysis**
 - Joe Hollman, Maxfield Research, Inc.

Market Study Assignment

- ✓ Profile the neighborhood
- ✓ Analyze Major Possibilities

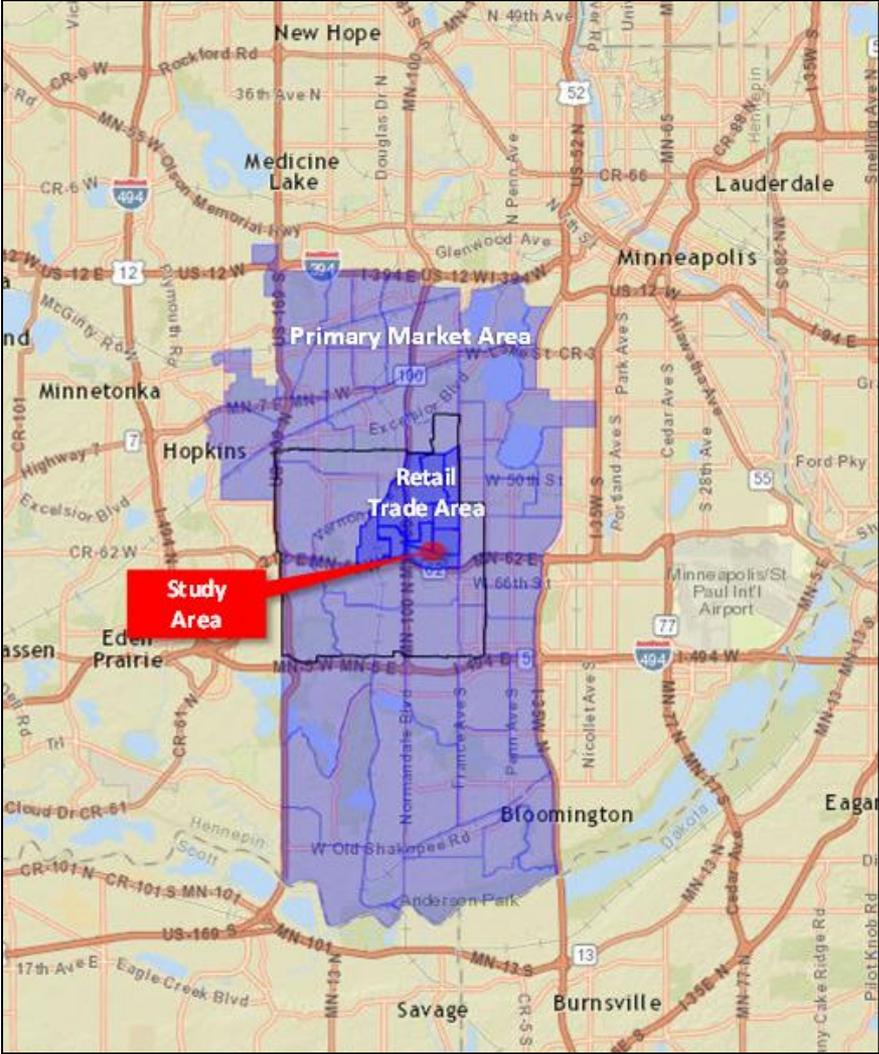
General Occupancy Housing

Senior Housing

Commercial

Two Market Areas

- Housing Market Area
- Retail Trade Area



Demographic & Economic Profile

- Modest population and household growth are forecast
- Strong demographics in this Market Area
- Shifting household types and aging population are driving demand for housing
- Job growth is strong

Supply and Demand Summary

- **Study Area most suitable for multifamily residential**
 - Market experiencing strong demand and rising prices/rents
 - For-sale multifamily
 - Active adult senior housing
 - General occupancy rental - but not in the near-term
- **Challenging location for retail**
 - Edina has a strong retail market
 - Leakage of retail sales in the Trade Area
 - Strong competition nearby
 - Possibilities: restaurants, health and personal care stores – with neighborhood orientation
- **Limited demand for new office space**
 - High vacancy rates



Next

- **Break – 5 minutes**



Next

- **Small Group Exercise: 2030 Stations**
Exploring Future Scenarios



2030 Stations

4 tables ... 4 groups

Organizing principles

3 conceptual plans plus public facility ideas

Discuss ... comment ... revise



Organizing Principles

- **Place**
- **Gathering**
- **Neighborhood businesses**
- **Housing**
- **Height and size**
- **Perimeter**
- **Private improvements**
- **Parking**
- **Street edges**
- **Circulation**
- **Role of the City**
- **The plan**



Three Major Scenarios

- 1. Upgrade Existing**
- 2. Two-Story Housing with Commercial**
- 3. Higher Intensity Redevelopment**



More to Come!



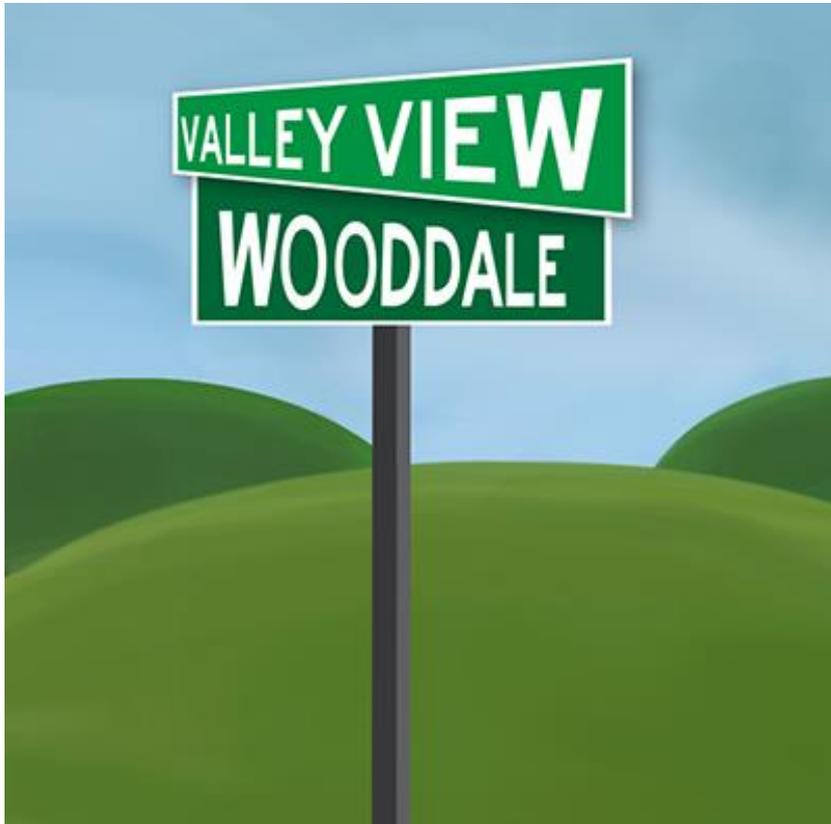
**Progress Update: Wednesday,
December 3**

Edina Senior Center

6pm – 8pm



Stay Informed



- **CityExtra**
- **City's Website**



Key Contacts

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THANK YOU!