

Wooddale Valley View Small Area Plan
Background Information: Land Use and Community Design

1990 Redevelopment Plan

The most recent small area planning for the study area was a 1990 City redevelopment study for the commercial properties north of Valley View Road. It contained these recommendations:

- Acquire and remove the existing **Conoco gasoline station** and create off-street parking for the commercial buildings to the east and west.
- Close **Kellogg Avenue** north of Valley View Road and vacate a portion of that public road right-of-way. Use that space for the public parking described above.
- Privately add 6,000 square feet of retail floor space to the **Edina Village Market**.
- Improve **public facilities**:
 - Relocate the overhead wires underground
 - Landscape the public spaces
 - Improve the street lighting
 - Widen Wooddale and Valley View Road in the vicinity of that intersection.
 - Improve the surface water drainage
 - Improve the sidewalks along both Wooddale Avenue and Valley View Road.
 - Install entry features at the eastern and western ends of the study area along Valley View Road.
- The **Burley's Hair Salon** site was guided for redevelopment as a two-unit residential building.

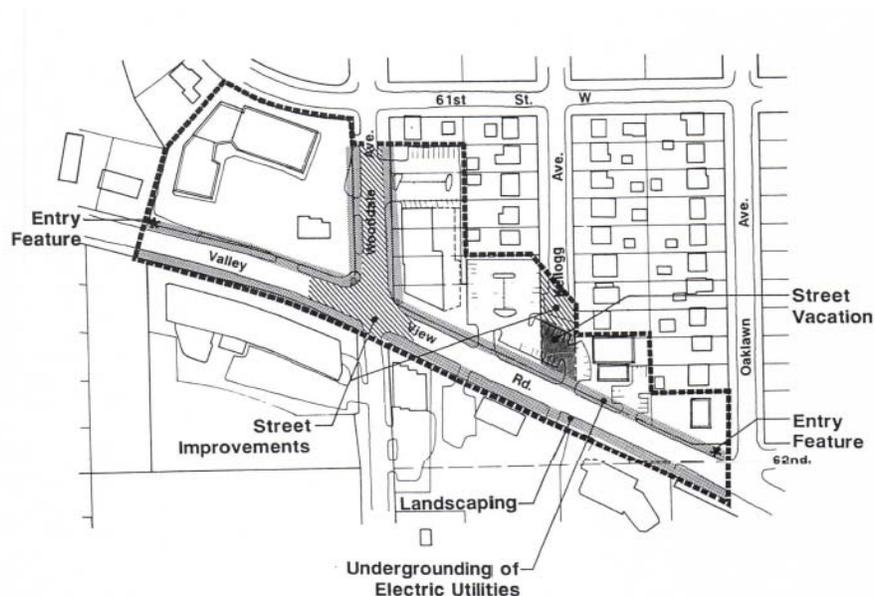


Figure 1-1
Public Improvements Plan, 1990

2008 Edina Comprehensive Plan

A comprehensive plan is a broad statement of community goals and policies that direct the orderly and coordinated physical development of a city. It provides the framework for shaping future growth and change, for protecting what a community values, for enhancing what the community wants to improve and for helping to create what the community feels is lacking.

The Edina Planning Commission uses the Edina Comprehensive Plan, principally the Land Use chapter, as the basis for its recommendations to the City Council about development applications. The plan is also the basis for the Edina zoning ordinance and map.

Minnesota law requires that comprehensive plans in the Seven County Metropolitan Area be reviewed and updated at least once every ten years. The next update of the Edina Comprehensive Plan is required to be submitted to the Metropolitan Council by December 31, 2018.

Land Use and Design Objectives or Policies Relevant to the Study Area

The Land Use Plan chapter of the Comprehensive Plan (specifically, section 4.4) includes goals and principles that may guide this Small Area Plan. A few of those that may apply to this Small Area Plan are presented below.

Land Use Goals

- Encourage infill or **redevelopment** opportunities that optimize use of City infrastructure and that complement area, neighborhood, and/or corridor context and character.
- Support and enhance **commercial areas** that serve the neighborhoods, the city and the larger region.
- Increase **mixed use development** where supported by adequate infrastructure to minimize traffic congestion, support transit and diversify the tax base.
- Increase **walking and bicycling** opportunities and connections between neighborhoods, and with other communities, to improve transportation infrastructure and reduce dependence on the car.
- Ensure that **public realm** corridor design is contextual, respectful of adjacent neighborhood character, supportive of adjacent commercial and/or mixed use development, promotes community identity and orientation, and creates the highest quality experience for pedestrians, cyclists and transit users.
- Incorporate principles of **sustainability and energy conservation** into all aspects of design, construction, renovation and long-term operation of new and existing development.

Descriptions of Potential Areas of Change

- **Neighborhood Commercial Nodes:** These include Valley View and Wooddale, the Morningside commercial area, and 70th and Cahill. The last two have greater potential for the addition of new compatible uses.

Land Use Policies

- The City will study **low-density mixed-use infill** potential in neighborhood commercial districts compatible with density currently allowed in those areas.
- Edina has evolved to a large degree into a community defined by **roads**. The City's roads should continue to evolve to act as connectors rather than as barriers. The City will incorporate amenities and infrastructure into its **public corridors** to make them beautiful, efficient, multi-modal public spaces.
- In reviewing development proposals, the City will examine how **land use and transportation** are integrated to ensure that new development and redevelopment expand non-motorized travel options.

Planning Principles for Small Area Plans

1. Area or neighborhood land use pattern and design that encourages walking and transit use.
2. High degree of connectivity to existing and new public (and active private) spaces to encourage physical activity, social interaction and optimal land use.
3. Smaller parking footprints.
4. Reduction in impervious surfaces and associates storm water runoff.
5. Water quality and water conservation measure; re-use of gray water; wastewater management.
6. Potential for creating lifecycle housing
7. High quality of community design with a system for measuring excellence not just compliance with design guidelines.

Planning Principles for Buildings, Site Design and Interconnecting Spaces

- "Design buildings to promote human scale, interest and variety that will encourage and support a **pedestrian-scaled streetscape** as expressed through building massing, façade articulation, materials and details.
- Locate and **orient buildings** to fit with their existing and planned context by framing and complementing adjacent streets, parks and open spaces.
- Locate and **orient parking**, vehicular access, service areas and utilities to minimize their visual impact on the property and on adjacent or surrounding properties without compromising the safety and attractiveness of adjacent streets, parks and open spaces.
- Regulate scale, massing and height to provide complementary **transitions** to adjacent sites and nearby neighborhoods and areas.

- Use **plantings** to soften the view to parking areas from public streets and to provide a transition or buffer between commercial and residential developments.
- Design **parking lots** so that they can be shared by more than one development.
- Provide **sidewalks** along primary streets and connections to adjacent neighborhoods from secondary streets.
- Limit **driveway access** from primary streets while encouraging access from secondary streets.”

Edina Comprehensive Plan -- Land Use Plan, 2009

The following map from the Land Use chapter of the *Edina Comprehensive Plan* shows that the planned land use in the study area is primarily Neighborhood Commercial (the red area) bounded by areas of Low-Density Residential (yellow) and High-Density Residential (dark brown). The site of the residential buildings located along the south side of Valley View Road in the study area are planned High-Density Residential (HDR).



Legend

-  LDR - Low Density Residential
-  LDAR - Low Density Attached Residential
-  MDR - Medium Density Residential
-  HDR - High Density Residential
-  NC - Neighborhood Commercial

Edina Comprehensive Land Use Plan, 2009

Edina Comprehensive Plan Description of Key Planned Land Use Categories near Study Area

Land Use Plan Categories	General Description	Development Guidelines	Density Range
Neighborhood Commercial (NC) Examples: Valley View Rd. Road at Wooddale Ave. , Morningside commercial core 70 th Street at Cahill Road	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.	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.	Maximum floor-to-area ratio for commercial development: 1.0 * 5 to 12 residential dwelling units per acre
Low-Density Residential (LDR)	Applies to largely single-family residential neighborhoods encompassing a variety of lot sizes and street patterns. Typically includes land uses such as schools, churches, neighborhood parks, etc.	Massing standards (under development) and impervious coverage limitations would apply to ensure compatibility of infill construction.	1 to 5 dwelling units per acre
Low-Density Attached Residential (LDA)	Applies to two-family and attached dwellings of low densities and moderate heights. This category recognizes the historical role of these housing types as transitional districts between single-family residential areas and major thoroughfares or commercial districts. May include single-family detached dwellings.	Introduction of more contemporary housing types, such as low-density townhouses, may be an appropriate replacement for two-family dwellings in some locations, provided that adequate transitions to and buffering of adjacent dwellings can be achieved.	4 – 8 units/acre Floor to Area Ratio: per current Zoning Code
High-Density Residential (HDR)	Existing "high-rise" and other concentrated multi-family residential, some of which may contain a commercial space. May also include limited office, service or institutional uses primarily to serve residents' needs, parks and open space	Provide incentives for updating older multifamily buildings. Work to create an attractive, pedestrian-friendly street edge and provide convenient access to transit, schools, parks, and other community destinations.	12 to 30 dwelling units per acre. Density for senior housing may be increased to over 30 units per acre based on proximity to hospitals, proximity to low-density housing, utilities capacity, level of transit service and effect on nearby roads. Other features that may allow greater density for senior housing include below-grade parking, park or open space, affordable housing, sustainable design or public art.

* Ratio of the total area of the floors of the building to the total site of the site. Thus, 10,000 square feet of building floor area could be allowed on a site that is 10,000 square feet in size. This is a very high ratio for a suburban commercial site and would require a parking structure. Normally, the floor-to-area ratio for a retail commercial area with surface parking is approximately 0.25 or less.

Building Height Limits – Current Zoning

The Edina Zoning Ordinance currently limits the height of commercial or residential buildings in this Neighborhood Commercial Area as shown by Figure below. Commercial buildings are currently limited to 2 stories and high-density residential buildings to 4 stories. (Source: Article XI, Division 2, Building Height Overlay District, and Appendix A of the Official Zoning Map.)



Figure 1-3
Building Height Overlay Districts in the Study Area

ASSESSMENT 1. RETAIL VISIBILITY

The following was contributed by project consultant Joe Hollman of Maxfield Research, as part of a larger analysis of Market Conditions found later in this report..

“Visibility and access are primary considerations for retailers seeking a location. The success of a particular retail location is dependent, in part, upon how easy it is for consumers to locate the business, distinguish the business from competitors, include the business in other activities, and stop at the business during their daily commute. Several factors are taken into consideration based on traffic counts and visibility when retailers select a site, including:

- Daily traffic volumes in the area;
- Proximity to public transportation;
- Accessibility for potential customers as well as delivery vehicles;
- Visibility of the store and business signage from surrounding road network; and,
- The sites proximity to other traffic generators.

Based on data sourced from the Minnesota Department of Transportation (Mn/DOT), it appears that Valley View Road experiences an AADT (Annual Average Daily Traffic) of 5,300 vehicle trips per, while the AADT along Wooddale Avenue is approximately 3,000. Due to the Study Area’s accessibility and visibility, it appears that the most likely retail uses to be drawn to the area will be neighborhood- and convenience-oriented establishments that supply goods and services to area households.

Neighborhood centers* generally draw customers from a distance of roughly one and one-half miles, while **community centers*** draw from a larger area (i.e. three to five miles). Generally, a neighborhood center will be situated with direct access to a collector street and community centers typically have access to major thoroughfares and arterial roadways. Both Valley View Road and Wooddale Avenue are classified as collector roadways, making the Study Area more suitable as a neighborhood center location as opposed to a community center or a larger **regional shopping center***.”

** See Page 21-24 of MarketConditions.pdf in Future Land Use Study section of this Discovery Report for more complete definitions of these terms.*

D. SUMMARIES OF (BINDING OR RELEVANT) PREVIOUS PLANS.

The following was contributed by project consultant Bill Smith of Biko Associates

SUMMARY #5. HISTORIC PRESERVATION

According to the City of Edina's Comprehensive Plan, Edina's historical contexts are organized into a two-tiered format. Tier 1 historic contexts are landscape-oriented and denote a holistic or ecosystem approach focused on changing patterns of land use:

- Native American landscape (10,000 BC to AD 1851)
- Agricultural landscape (1851 to 1959)
- Suburban landscape (1887 to 1974)

Tier 2 historic context study units are more narrowly defined, both in terms of their thematic and geographic focus. Tier 2 contexts reflect resources that are found at particular locations and may be thought of as "sub-historic" in contrast to Tier 1 study units where the emphasis is on cohesive streetscapes, neighborhoods, and areas that possess an identity of time and place.

The Wooddale Avenue/Valley View Road study area is historically significant both with regard to Tier 1 and Tier 2. During the pre-European settlement period, Native Americans followed what is roughly the Valley View Road alignment in pursuit of game and to travel between the confluence of the Mississippi and Minnesota Rivers and villages along the Minnesota River.

Farms began to appear in the vicinity of the intersection shortly after the period where surveys of the land were being completed for the railroads in the 1850s. The area was first platted for residential development in the late 1880s; a time where farmsteads were giving way to residential developments. Finally, Edina came into its own as a suburb to Minneapolis during the suburban age. Some of the structures that exist today were constructed during this period of time.



Looking south along Wooddale Avenue.



Wally's Service Station in 1954.