

Wooddale Valley View SMALL AREA PLAN



DRAFT PLAN
Updated Feb 4, 2015

Wooddale Valley View Small Area Plan

City Council Members - 2014

James Hovland Mayor
Joni Bennett
Mary Brindle
Josh Sprague
Ann Swenson



City Council Members - 2015

James Hovland Mayor
Kevin Staunton
Bob Stewart
Mary Brindle
Ann Swenson

City Planning Commission Members

Kevin Staunton Chair
Michael Platterer Vice Chair
Claudia Carr
Arlene Forrest*
Steven Hobbs
Susan Lee*
Jo Ann Olsen
Nancy Scherer
Michael Schroeder
Taylor Halva Youth Member
Madison Seeley Youth Member
(* - co-liaisons to Small Area Planning Team)

Small Area Planning Team Members (Volunteer)

Arlene Forrest Co-Chair
Susan Lee Co-Chair
Rob Burley
Connie Carrino
Brian Durst
Carrie Fordahl
Rita Paris
Jim Schedin

City of Edina

Karen Kurt	4801 W. 50th Street, Edina, Minnesota, 55424	Assistant City Manager	kkurt@EdinaMN.gov
Cary Teague		Community Development Director	cteague@EdinaMN.gov
Lindy Crawford		City Management Fellow	lcrawford@EdinaMN.gov

Consulting Team Members

Peter Musty	(consultant lead) PETER MUSTY LLC	Minneapolis
William Weber	Weber Community Planning	St Louis Park
William Smith	Biko Associates, Inc.	Minneapolis
Joe Hollman	Maxfield Research	Minneapolis
Janna King	Economic Development Services	Roseville

Table of Contents

Executive Summary	iv
Chapter 1 Introduction	1
1.1 Purpose	
1.2 The Study Area	
1.3 Community Engagement and Planning Process	
1.4 Major Planning Issues	
1.5 Guiding Principles	
Chapter 2 Demographic and Market Profile	9
2.1 Demographic Characteristics	
2.2 Real Estate Market Conditions	
Chapter 3 Economic Vitality	15
3.1 Current Conditions	16
3.2 Trends and Challenges.....	17
3.3 Goals and Policies	20
3.4 Implementation Steps	22
Chapter 4 Land Use and Community Design	23
4.1 Current Conditions	24
4.2 Trends and Challenges	25
4.3 Goals and Policies	26
Preferred Land Use Plan	
Neighborhood Node Designation	
Building Height Limits Plan	
Building Frontage Guidelines	
Public Space Guidelines	
Guidelines for Specific Areas and Sites	
<i>The Corners of Wooddale Avenue at Valley View Road</i>	
<i>Edina Village Market and the Former Wally's Station</i>	
<i>Fairfax Avenue and W. 61st Street</i>	
<i>The City-owned Site at Kellogg Avenue and Valley View Road</i>	
<i>Eastern Gateway Design Study (Valley View Road and Oaklawn Ave)</i>	
General Guidelines for the Entire Study Area	
On-Site Parking and Site Access	
Other Site Improvements	
Heritage Preservation	
4.4 Implementation Steps	46

Chapter 5 Transportation and Street Design47

5.1 Current Conditions 48
Existing Roadway Design Features
Valley View Road
Wooddale Avenue

5.2 Trends and Challenges..... 52

5.3 Goals and Policies 55
Traffic Control and Safety
Parking
Street Design
Best Practices

5.4 Implementation Steps 61

Background Reports and Information

(Published at City of Edina website: edinamn.gov/wvv)

Community Generated List of Identified Issues

Community Engagement Plan and Planning Process - Event Materials and Records of Community Input

Report on Demographic Profile and Market Trends

Report on Economic Context, Business Owner and Property Owner Opinion

Land Use and Community Design – Discovery Materials

Transportation and Street Design - Discovery Materials

List of Figures

Figure 1.1 The Study Area 3
Figure 1.2 City of Edina Small Area Plan Roles 4
Figure 2.1 Wooddale Valley View’s Primary Market Area and Retail Trade Area 12
Figure 4.1 Existing Properties: Building Types, Year Built and Current Land Uses 24
Figure 4.2 Preferred Land Use Plan 27
Figure 4.3 Building Height Limits Plan 29
Figure 4.4 Building Frontage Guidelines 31
Figure 4.5 Building Frontage Guidelines: Street Context Areas 32
Figure 4.6 Illustration of Public Space Guidelines for the Northwest Corner of Wooddale Avenue and Valley View Road 34
Figure 4.7 Assembly Options for the City-Owned Site 38
Figure 4.8 Capacity Study: City-Owned Site 40
Figure 4.9 Redevelopment Guidelines for Sites A + B as “Flex Commercial” 41
Figure 4.10 Eastern Gateway Design Study 43
Figure 5.1 Wooddale Avenue Existing Conditions 49
Figure 5.2 Valley View Road Existing Conditions 50
Figure 5.3 Alternative #3; Oak Lawn, 62nd and Valley View Intersection Study 55
Figure 5.4 Public Realm Improvements 58
Figure 5.5 Wooddale Avenue Illustrative of Long-Range Policy 59
Figure 5.6 Valley View Road Illustrative of Long-Range Policy 60

List of Tables

Table 3A Comparable Traffic Counts..... 19
Table 3B Implementation Steps for Economic Vitality 22
Table 4A Description of Neighborhood Node Land Use Designation 28
Table 4B Implementation Steps for Land Use and Community Design 46
Table 5A Historical and Forecast Daily Traffic Volumes 52
Table 5B Implementation Steps for Transportation and Street Design 61

Executive Summary

The Wooddale Valley View Small Area Plan establishes a long term vision for the commercial and high density residential properties at the intersection of Wooddale Ave and Valley View Road.

After significant community engagement, five major planning issues were identified for the area:

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

Extensive market research was conducted with respect to demographics and market conditions. Significant conclusions included:

- **Modest growth is projected** for population and households. Current households are affluent with respect to metro area averages.
- **Small neighborhood business can thrive** in the area but they will have to offer specialized services that cater to nearby residents. There is limited demand for additional retail space.
- **There is demand for new housing** in the area, particularly for active adult senior housing and multi-family homes.

Ten Guiding Principles were written to guide the plan and the review of development applications. Those principles revolve around the topics of:

- Place
- Gathering
- Neighborhood businesses
- Housing
- Height and size of buildings
- Graceful transitions to neighborhood
- Parking
- Street Edges
- Circulation and connections
- Role of the City

Based on aforementioned work, the plan outlines the following general recommendations with respect to Economic Vitality, Land Use and Community Design, and Transportation.

Economic Vitality

- The community **desires a thriving commercial area**, although the area could be smaller and more concentrated at the intersection corners than today.
- The City, at its discretion, will strategically invest, and/or use established financing tools, to **support public realm improvements** to encourage redevelopment of the neighborhood node, consistent with the City's *Comprehensive Plan* and Wooddale Valley View Small Area Plan.
- The City will support formal or informal business and property owner **collaboration** seeking to strengthen the economic vitality of the node and its role in building community.
- The City will **market the city-owned site** for redevelopment consistent with the plan.

Land Use and Community Design

- 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*. Current uses of land may, of course, remain as they are until owners decide to make a change.
- At the perimeter of the Neighborhood Node where graceful transitions to single family areas are important, it is preferred that new buildings introduced be may be **up to two stories tall**. Close to the intersection of Wooddale Avenue and Valley View Road, buildings may be **up to three stories tall** north of Valley View Road and **up to four stories tall** south of Valley View Road. In specified areas, a two story 'podium' is required on the backside of the properties where adjacent to single family homes.
- Guidelines describing preferred **relationships of buildings to the streets** establish a sense of place and arrival, provide a graceful visual transition from busy areas to nearby housing, and ensure that the pedestrian experience is pleasant.
- Residential parking should be in **attached garages or under the building**. Views to commercial parking should be softened by plantings, walls or fences.
- A **neighborhood gathering space**, potentially established through a private/public partnership, is highly desirable.

Transportation and Street Design

- **New crosswalks, sidewalks, pedestrian-scaled lighting and bus shelters** are recommended to improve travel in the area for pedestrians, bicyclists and transit users.
- The City will 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.
- Where feasible, as future development occurs, the **number of driveways** will be reduced.

Chapter 1

Introduction

	Purpose	1.1
	The Study Area	1.2
Community Engagement and Planning Process		1.3
	Major Planning Issues	1.4
	Guiding Principles	1.5

1.1 Purpose

The Wooddale Valley View Small Area Plan (WVVSAP) is an addendum to the current *Edina Comprehensive Plan*. Small area plans outline a community vision intended to be implemented over an extended period of time. Small area plans do not guarantee that, what, when or how redevelopment will occur.

The Wooddale Valley View Small Area Plan provides detailed guidance in the areas of economic vitality, land use, community design, transportation and street design. Topics not covered under the Small Area Plan revert to the *Comprehensive Plan*.

The Wooddale Valley View Small Area Plan serves as an important tool for decision-makers when evaluating future development projects. In addition, the Plan outlines specific action steps for the City and other stakeholders to support the long term vision for the area.

1.2 The Study Area

The area of study addressed during the planning process included the public street rights-of-way and several land parcels in the immediate vicinity of the intersection of Wooddale Avenue and Valley View Road. Figure 1.1 shows the Study Area with a dotted white line. Included are areas designated in the 2008 *Edina Comprehensive Plan* as 'Neighborhood Commercial (NC)' as well as adjacent 'High Density Residential (HDR)'.

The vast majority of the recommendations in this plan document addresses issues within this approximate area of study. However, where practical, some connections, impacts, relationships and transitions to areas immediately adjacent or close-by were also studied and addressed in this plan.

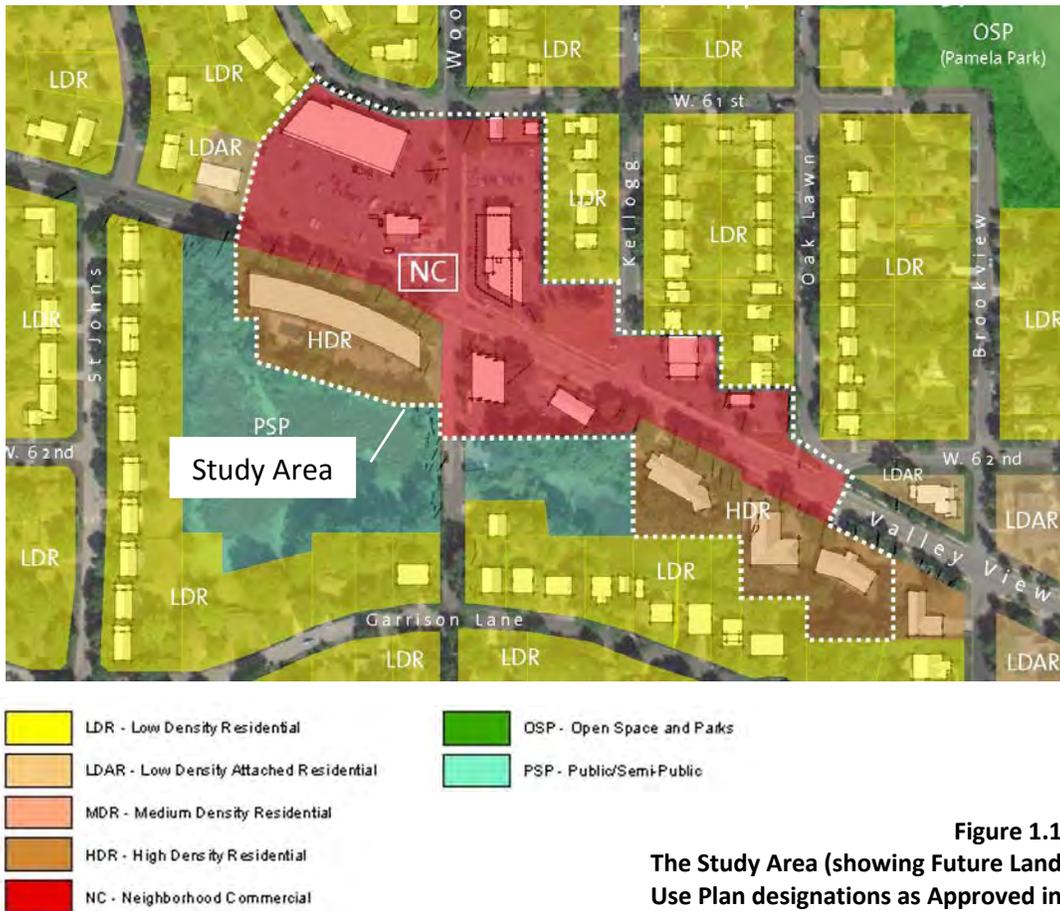


Figure 1.1
The Study Area (showing Future Land Use Plan designations as Approved in 2008 Edina Comprehensive Plan)

1.3 Community Engagement and Planning Process

The planning process was conducted from June, 2014 through February, 2015.

Community Kickoff - June 2014

In June of 2014, over 70 community members turned out for an orientation presentation and discussion about the upcoming Small Area Plan process.

Consultant Request for Information (Request for Proposal) - June 2014

Edina City Staff released a Request for Information to find a consultant team to plan and lead community engagement events, conduct research and develop and write the Small Area Plan document.

Small Area Planning Team (SAPT) Convened - June 2014

With assistance of City staff, a working group of community volunteers including business owners, residents and Edina

Planning Commission representatives was appointed by the Edina Planning Commission to guide the planning process with their first meeting in July of 2014. The Small Area Planning Team (SAPT) selected a consultant team, through a competitive proposal process that included interviews.

Consultant Team Research

Background information on the district was collected and in some cases developed by the consultant team, including:

- Demographic and Real Estate Market Profile
- Retail visibility
- Experiential analysis of context: transitions from node to neighborhood
- Typical frontage types (typical building to street relationships)
- Building type, height, square footage and year of construction
- Vehicle and bike parking counts
- Traffic projections
- Urban design characteristics
- Sustainability weaknesses and opportunities
- Nearby community facilities
- Connections to surrounding neighborhoods and open spaces
- Streetscape conditions
- Historic imagery, related informal analysis, and development of interesting historic aspects and timelines
- Existing zoning and development review process
- Photography of the node/context

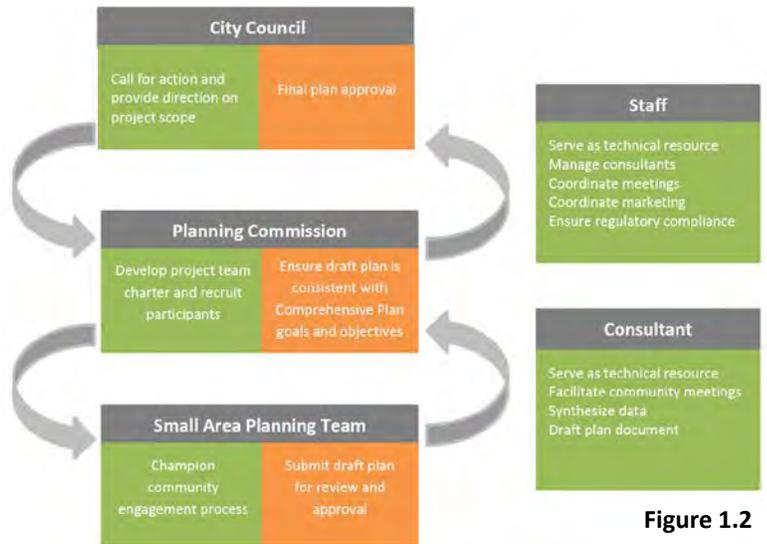


Figure 1.2
City of Edina
Small Area Plan Roles

Chapter 1 - Introduction

Community Engagement Plan Development - September 2014

A formal Community Engagement Plan was developed by the Consultant Team that outlined interactive events during each of the three major phases of the plan: Discovery, Vision and Plan Development. It was reviewed and revised as deemed appropriate with the SAPT. Parallel outreach and events subcommittees were formed by the SAPT to assist the consultant team with implementation of the community engagement plan.

Community Outreach - September 2014 – December 2014

A website posting project information was updated throughout the process by Edina City Staff, who also utilized the *Speak Up, Edina!* web-based discussion forum to encourage online discussion of key issues. Information was published via posters, postcards, NextDoor and CityExtra.

On separate occasions, the consultant team leader and an SAPT member visited the monthly neighborhood meetings of the Pamela Park and the Concord Neighborhood Associations. They informed the neighborhood groups about the reason for the planning process and the benefits of participating. They obtained from each group a list of issues that those present felt were relevant and important to address.

Key Stakeholder Interviews and Business Owner Survey – September/October 2014

Structured interviews were conducted by the Consultant Team with five property owners, the leasing agent for the Edina Village Market, and Gordon Hughes, the long-serving, former city manager of the City of Edina. In addition, six businesses completed a survey that assisted the consulting team in defining the trade area and provided business owner insights into the node's strengths and challenges. The interviews focused on gaining information regarding the business aspects of the node.

Discovery Workshop – October 11, 2014

The first event conducted by the newly assembled team of Consultants, City Staff and SAPT was on Saturday morning, October 11, 2014, hosted by Edina Village Square in an empty storefront space. The session included breakfast, a presentation featuring key points in the history of the node, and a consultant-led exercise called a discovery *walk-about* where teams were given the task of touring the Study Area together, then to return and identify issues.



SAPT Members during the Discovery Walk-About

Chapter 1 - Introduction

Dream (Visioning) Workshop – November 8, 2014

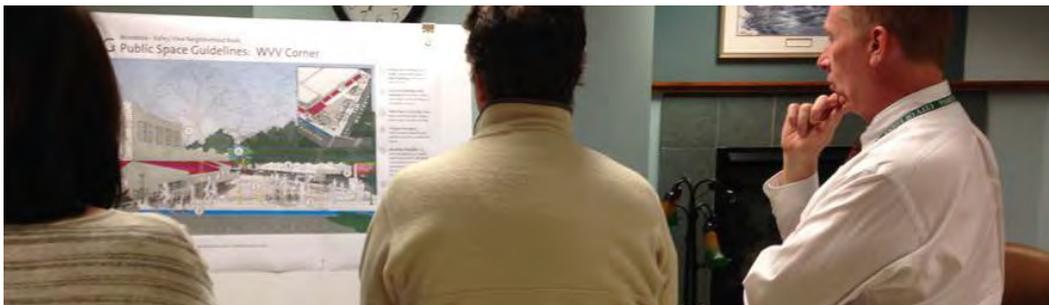
Held at the Edina Senior Center, a second Saturday morning workshop included:

- Presentation by the consultant team of the five *Major Planning Issues* and a set of *Organizing Principles* drawn from community input
- Update on progress of consultant discovery work, including an explanation of demographic and market trends and a summary of current attitudes in the business community
- Interactive review of a *Map of Potential Public Realm Improvements* and a set of long range scenarios for revitalization and redevelopment reflecting both future market trends and the draft *Organizing Principles*

Progress Update – December 3, 2014

Also held at the Edina Senior Center, a draft policy framework called *Wooddale Valley View Small Area Plan Core Elements* was presented by the Consultant Team, followed by conversations between consultant team members and community members. SAPT members also listened and recorded community member comments on the following boards that were on display:

- Draft Land Use and Built Form Plan
- Draft Building Frontage Guidelines
- Capacity Study: City Owned Site at Valley View Road at Kellogg Avenue
- Draft Public Space Guidelines
- Design Study: Public Space Valley View Road and Wooddale Avenue
- Design Study: East Gateway Redevelopment Concept (Valley View Road at Oaklawn Avenue)
- Draft Map of Public Realm Improvements
- Various Intersection Improvement Studies: for Intersection at Valley View Road, W. 62nd St and Oaklawn Avenue



Neighborhood residents and City staff members critiqued a rendering for the possible plaza near the intersection of Wooddale Avenue and Valley View Road at the December 3 meeting.

1.4 Major Planning Issues

One of the tools used during this planning process was an exercise that asked community members to identify issues in the form of questions. The intent was to help city staff, the consultant team and the SAPT in focusing the work of the plan by gauging community attitudes, values and ideas about topics from more specific issues physical conditions and design preferences to broader economic and planning issues.

Below are the five major planning issues that emerged from community engagement activities, synthesized from an initial list of more than fifty developed and submitted by community members and stakeholders:

- Economic Vitality*** What, if any, public or private actions should be taken to **revitalize the Study Area in its current form?**
- Long Range Land Use*** What are the viable long range **patterns of land use** in the Study Area?
- Built Form Guidance*** What should be the **physical parameters for development** of each site in the Study Area?
- Pedestrian Experience*** What should be done to improve the experience of **walking, bicycling or riding the bus?**
- Placemaking*** What should be done, if anything, to improve the Study Area's **identity or sense of "place"?**

1.5 Guiding Principles

These principles were initially drafted by the Consultant Team during preparation of long range scenarios following the Discovery Workshop. They were vetted by the community at the Dream workshop along with six scenarios and the list of public realm improvements. They were subsequently revised by the Consultant Team and approved by the SAPT. These principles steered the preparation of this plan, and shall be used ongoing as a checklist to guide the review of redevelopment plans.

Place

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

Gathering

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

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. Property owners are encouraged to keep their properties economically viable and attractive.

Housing

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

Height and Size of Buildings

Future buildings should be one to three stories tall depending on their location relative to housing immediately outside the Study Area. Properties in sloping topography on the south side of

Valley View Rd should be allowed to be four stories.

Graceful Transitions to Neighborhood

Graceful transitions should be maintained from more active areas to quieter neighborhood streets immediately beyond the node.

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.

Street Edges

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

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.

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 while being sufficiently flexible to guide alternative ideas.

Chapter 2

Demographic and Market Profile

Demographic Characteristics	2.1
Real Estate Market Conditions	2.2

2.1 Demographic Characteristics

The planning process included an analysis by the Consultant Team of demographic characteristics at various scales of context including the larger region, Edina, the **Primary Market Area (PMA)** and the **Retail Trade Area (RTA)**. *See following page for definitions.* It included population and household growth trends and projections, age distribution, household income projections by age of householder, household tenure trends by age of householder, shifts in household type, employment growth trends and projections, and the commuting patterns of residents and workers. The following are the major findings of this analysis:

- **There is aging population.**
The greatest growth in both the Retail Trade Area and the Primary Market Area is expected among the 55+ age group (particularly 65 to 74). Projected household growth among this group (empty nesters) in the RTA will generate increasing demand for multifamily housing, predominately from married-couple households with adult children seeking to downsize after their children move out of the home.
- **There is an influx of younger / married couples with children.**
Edina and the Retail Trade Area are gaining married couple households with children. By contrast, the rest of the larger Primary Market Area is losing married couple households with children. The Retail Trade Area is also expected to experience growth in the Echo Boom population (25 to 34), while the PMA experiences growth in the 35 to 44 age group. The Primary Market Area overall is gaining single-person and single-parent households.
- **There is continued growth of affluent households.**
Median household income (\$137,992) in the Retail Trade Area is more than double the Metro area (\$66,599). Median household income in the Primary Market Area (\$71,285) is seven percent higher than the Metro Area. The median household income in the RTA is projected to grow 4.8% per year (2014 to 2020) compared to a 3.7% annual rate of growth in the PMA and the Metro Area. Solid growth is anticipated in the upper-income brackets, which likely will translate to increasing demand for dining, home furnishings, specialty apparel, recreation, and luxury items.
- **Solid job growth is occurring.**
Edina gained 1,700 jobs (+3.6 percent) between 2010 and 2013, led by growth in industries that occupy office-space. Job growth is projected to continue. Commuting patterns create an opportunity for retailers to capture sales from the daytime population in the Retail Trade Area.

Defining Wooddale Valley View's Primary Market Area and Retail Trade Area

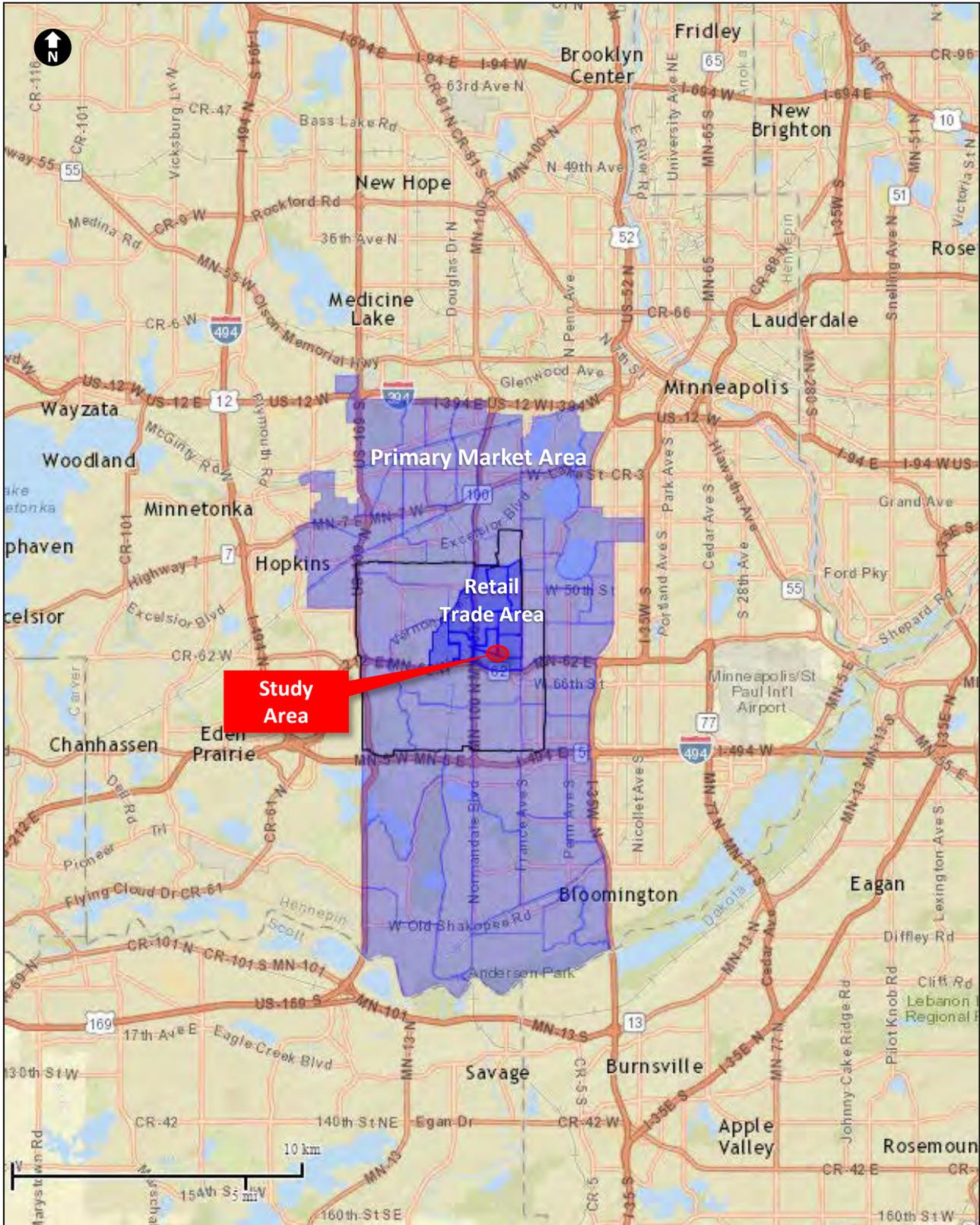
The map shown illustrates the larger Primary Market Area (shown in blue) used in the analysis of current demographic characteristics and for analysis of housing market conditions and trends. The Primary Market Area (i.e. trade area, draw area) is the geographic area from which between 70% and 80% of a housing project's customer base (renters, home buyers, etc.) come. This is communicated as a boundary map of Census Tracts surrounding the Study Area.

Because of traffic volumes and visibility of the Study Area, it was concluded that the draw area for commercial and retail goods and services will be neighborhood-oriented and will be smaller than the Primary Market Area for housing. As such a Retail Trade Area submarket (shown in dark blue) was established as the primary draw area for commercial/retail uses at Wooddale Valley View.

Determination of the boundaries of the Primary Market Area and Retail Trade Areas is based on several factors, including:

- Growth trends and demographic characteristics of the surrounding area;
- Traffic and community orientation patterns;
- Geographic and man-made barriers;
- Places of employment;
- Renter leasing patterns;
- Discussions with Study Area business and property owners;

Note: Both of these boundaries are larger than the project Study Area defined previously in this plan.



Source: Maxfield Research, October 22, 2014.

Figure 2.1
Wooddale Valley View's Primary
Market Area and Retail Trade Area

2.2 Real Estate Market Conditions

Both quantitative and qualitative market research were conducted during the planning process to assess market support for various real estate types in the immediate Study Area. The research considered potential for retail commercial land uses and multiple-family, senior, and rental housing. *The Background Reports and Information, found at edinamn.go/wvv, presents the complete and detailed market analysis, a profile of properties, and a summary of interviews and surveys with property and business owners.* The findings of the quantitative market analysis are summarized below characterizing demand trends for office space, retail space and housing.

New Retail Business Space

Small neighborhood business can thrive in the area.

Some opportunity exists for neighborhood-oriented retailers catering to high-income family households and for business establishments that offer services to local households such as:

- full-service *and* limited-service restaurants;
- health care and personal care stores and providers;
- insurance agencies, accountants, real estate agents.

Beyond that mentioned above, **fairly limited demand for new retail space in the Study Area was found.**

Retail vacancy in 2014 was at 7.2 percent in the primary market area. Retail space availability in top trade areas (i.e. Edina) is tightening.

Additionally, high household incomes and expenditures contribute to significant “leakage” of retail sales several neighborhood- or convenience-oriented retail categories. Residents don’t need to travel far out of the Study Area for goods/services. (Retail leakage occurs when community members spend money outside the area or when money spent in an area is transferred out of the area.)

New Office Space

Limited demand was found for new office space in the Study Area. Vacancy rates for office space remain high: 17.4 percent in the Twin Cities, 16.5 percent in the Southwest Submarket. The market for medical office space is tighter: 5.6 percent off-campus vacancy rate in the southwest metro).

Most office-using business establishments in the Study Area are relatively small in size. Existing supply of vacant office space in Edina can satisfy much of the projected growth.

Chapter 2 - Demographic and Market Profile

It is expected that business growth will occur in industries that provide services to local households (i.e. health care, insurance, accounting, and real estate). Business establishments in these sectors could be drawn to existing commercial space in the area.

New Housing

A particularly strong and increasing demand for active adult senior housing was found. While there is one active adult project under construction in Edina, it appears that the market could support additional active adult units, and it is believed that the Study Area would serve as a viable location for active adult senior housing.

There are roughly 4,000 senior housing units in the Primary Market Area: 10 percent active adult, 63 percent congregate (independent living with services available), 20 percent assisted living, and 7 percent memory care. At the end of 2014, six projects with 484 senior housing units are planned or under construction in the Primary Market Area.

The demand and prices for for-sale multi-family homes are also increasing. General occupancy for-sale multifamily market conditions in Edina seem to be fairly robust, with increasing sales and rising prices. In Edina, townhome pricing increased 7 percent between 2009 and 2013. Condo prices are up 11 percent. It was found that demand exists for new for-sale multifamily units in the area, and a new for-sale multifamily development located in the Study Area would likely be well-received in the market.

There is pent-up demand and rising rental rates for general occupancy rental housing around the Study Area. Below-equilibrium vacancy rates translates to pent-up demand and rising rental rates. There is a 2.4 percent vacancy rate in Edina and 2.6 percent vacancy rate in the Twin Cities (5.0 percent is considered equilibrium). Heavy development activity is occurring nearby. There are eight projects with over 1,700 units in the Primary Market Area. However, because there are currently several rental housing projects in development at locations Edina and the Primary Market Area that are better-suited for rental housing, it is not recommended that rental housing development should be sought in the near-term. A smaller-scale, rental project that capitalizes on the neighborhood feel of the Study Area could be feasible by 2020.

Chapter 3

Economic Vitality

Current Conditions	3.1
Trends and Challenges	3.2
Goals and Policies	3.3
Implementation Steps	3.4

3.1 Current Conditions

As noted earlier in the plan, business activity at the node has evolved over the past 50 years due to changes in consumer patterns, changes in the roadway network, and the growth of the Southdale, Grandview, and 50th and France commercial areas. Some long-held properties at the node reflect a pattern of low rents, high vacancies, and a lack of updates. Several properties at the node have been sold, and the new owners have made substantial investments in these properties. Where this has occurred, the new businesses are operating successfully as owner-occupied and leased facilities. At the beginning of 2015, only a small number of businesses are selling retail goods.

Please refer to *Summary of Interviews with Property Owners and Tenants*, in *Background Reports and Information* online to see the input that informed this section.

The Changing and Challenging Context for Commercial Uses in the Node

The node is often fondly remembered by long time Edina residents as a place where kids rode bikes to the Superette to buy gum and baseball cards and where young people and families gathered for pizza or an ice cream treat. Additionally, a clinic, pharmacy, service station, salon, barber shop, pizzeria and service station met the needs of area residents.

A variety of changes in the surrounding area have impacted the node since its development in the late 1950's and 1960's, creating structural challenges for Wooddale Valley View as a commercial node.

- The elimination of an at-grade crossing at Valley View Road and Highway 100 and a related reduction in access and traffic.
- Edina High School relocated from its former location to the west side of Highway 100.
- A broad range of retail, medical, entertainment, banking, office and housing options developed in the Southdale area.
- A healthy mix of grocery, hardware, banking, medical, dining and other goods and services evolved in the Grandview area.
- Grocery, retail, personal services, banking, dining, entertainment activity and housing density have increased at the 50th and France node.

Will better neighborhood "identity" attract small business that wants to be a part of the local community? Resident, October 11 Workshop

How can we make the shopping mall vital? How can we make the whole corner more vital? Resident, Pamela Park Neighborhood Association

Is there too much retail at this node? Property owner, October 11 Workshop

- Parking requirements for commercial uses throughout the region and in Edina have increased gradually and significantly, making it difficult to provide today's tenants with parking supplies that can compete with larger sites nearby.
- Many aging commercial buildings are reaching the end of their lifecycle.
- Where business owners own and occupy their own properties, the businesses appear to be healthy and the properties well-maintained. Performance is not as strong, however, for multi-tenant properties. Landlords for multi-family and commercial businesses, which haven't been updated, experience high vacancies and some report challenges in getting rent in a timely manner.

3.2 Trends and Challenges

In a sense, it's true that the very attributes that give the Study Area its unique character and charm are the characteristics that are limiting competitiveness.

Aging Buildings

Aging commercial buildings on charming (*but awkward*) sites of the Wooddale Valley View node struggle to compete with commercial uses in surrounding areas. Commercial uses at Southdale, Grandview, and 50th and France, for example, invest and succeed and offer retail sites that are newer, larger, more convenient, and more visible. Property owners at older nodes find it a struggle to cover maintenance, let alone reinvest in larger scale upgrades or amenities.

Unique Properties

Factors such as property size, shape, and topography contribute to the *awkwardness* of many of the sites at the node, which creates access and parking issues and makes them comparatively less attractive to conventional businesses that require larger, auto-oriented formats. Many properties in the study area are small and uniquely shaped, with many placed on sharp corners within small blocks, making automobile access and parking configurations difficult to design. In addition, steeply sloping topography limits the viability of commercial development on the south side of Valley View Road within the study area.

Competitive Context

Intense competition exists nearby from **regional centers** (Southdale) and **community centers** (Grandview and 50th and France). These larger commercial areas present challenges for nearby neighborhood commercial nodes. See Page 66 of the *Market Analysis*, found in *Background Reports and Information*, for a definition of the types of shopping centers.

Site Visibility, Traffic Count and Ease of Access

In addition to strong competition from three neighboring commercial areas located one to two miles from the Wooddale Valley View node, the area is geographically cut off from the south by Highway 62 and from the west by Highway 100. Traffic on France Avenue can be a barrier for pedestrians and bicyclists to the east. Small lakes and large land masses for public/institutional use including Pamela Park, Edina Community Center/Southview Middle School complex, and the Edina Country Club, reduce household density in the area.

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 roads;
- 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 day, while the AADT along Wooddale Avenue is approximately 3,000 vehicle trips per day. This is low compared to other commercial nodes. *See Table 3A Comparable Traffic Counts.*

Therefore, due to the comparatively limited accessibility and visibility of the Study Area, the most likely retail uses to be drawn to the area will be neighborhood- and convenience-oriented establishments that supply goods and services to households nearby.

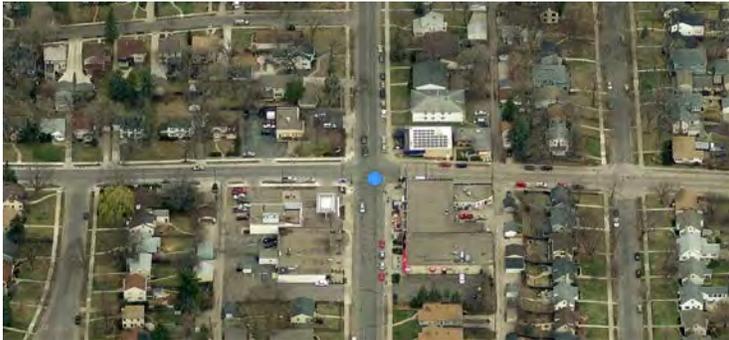
Chapter 3 - Economic Vitality



Two-Way Daily Traffic Volume - Wooddale Valley View (2013)		
On Wooddale, North of Valley View	On Valley View, West of Wooddale	On Valley View, East of Wooddale
3,200	5,900	7,900



Two-Way Daily Traffic Volume 56th and Xerxes	
On Xerxes, North of 56th	On Xerxes, South of 56th
9,500	9,500



Two-Way Daily Traffic Volume - 54th and Penn (2013)			
On Penn, North of 54th	On Penn, South of 54th	On 54th, West of Penn	On 54th, East of Penn
7,200	8,600	3,200	5,800



Two-Way Daily Traffic Volume - 44th and France (2013)			
On France, North of 44th	On France, South of 44th	On 44th, West of France	On 44th, East of France
10,700	12,200	3,400	7,000

Table 3A
Comparable Traffic Counts

3.3 Goals and Policies

Ultimately, market conditions and the vision of property owners, developers/investors, businesses and the City will shape the future of the node – and the timing the redevelopment activity.

Residents value the convenience of neighborhood retail and their relationships with small business owners, but commercial activity at the node will depend upon the vision of property owners and developers and their ability to find a strategic business mix that meets the evolving needs and desires of area residents in a market area with a wealth of options within one to two miles.

Today's Mood: Hopeful Uncertainty

Today, the mixed mood of uncertainty combined with hopefulness among land-owners, the business community, and residents translates to various perspectives on what it will take to strengthen the node as a commercial node. Three prevailing opinions are presented below:

- **Revitalize existing properties** through improved tenant mix, upgraded image, better marketing, and promotion
- Structural changes have limited the size of the node's retail trade area. **Revitalize through a reduction of retail space**; upgrade existing multi-tenant space and public realm; and increase multi-family housing
- **Redevelop aging commercial** properties; develop vacant land; future mix of high quality multi-family housing and retail with a "neighborhood feel".

Guiding Principles for New Investments

Unfortunately, it is impossible to imagine the wide range of development proposals involving commercial and residential development for the Wooddale Valley View node that could come before the City over the next two decades. Guiding principles provide both structure and flexibility for evaluating such proposals.

1. **Redevelopment will be driven by the private sector.** Development concepts and timing will be initiated by property owners, developers and investors based on market conditions.
2. **The City, at its discretion, will strategically invest, and/or use established financing tools,** to support public realm improvements to encourage redevelopment of the neighborhood commercial node, consistent with the *City's Comprehensive Plan* and *Wooddale Valley View Small Area Plan*.
3. **Neighborhood-serving** retail and service sector businesses and public spaces that meet the needs of area residents and build a sense of community and identity are **preferred**.
4. The City will be supportive of **formal or informal business and property owner collaborations** seeking to strengthen the economic vitality of the node and its role in building community.
5. Development proposals will be evaluated using the direction provided in this Small Area Plan and the *Edina Comprehensive Plan*.

3.4 Implementation Steps

Table 3B
Implementation Steps for Economic Vitality

Action	Leads	Time Frame
<p>Convene Business Community and Property Owners</p> <p>a. Review and discuss the implications of the market analysis prepared as part of the Wooddale Valley View Small Area Plan.</p> <p>b. Review and discuss the Wooddale Valley View Small Area Plan. Identify any ideas that merit further consideration or research. Work with the City to prioritize and identify elements that could be moved forward on the improvement calendar such as bike-ped improvements, lighting, boulevard; public art installations.</p> <p>c. Learn about how successful business and property owners can work together to build economic vitality.</p> <p>d. Learn about models for collaboration between business community and emerging neighborhood associations or established resident groups.</p> <p>e. Determine if there is an interest and willingness to continue meeting and begin working together on the strategy outlined in this plan (or similar). If so, achievable goals, roles and responsibilities should be identified.</p>	<p>Administration Department / Economic Development</p>	<p>2015</p>
<p>City-Owned Site at Kellogg Avenue and Valley View Road</p> <p>Use the Wooddale Valley View Small Area Plan, including the market analysis, as a basis for promoting redevelopment of the City-owned site. Determine how the City wants to market the site (e.g., issue site development RFP, prepare and distribute opportunity profile to developers, list with broker). Begin marketing the site.</p>	<p>Administration Department / Economic Development</p>	<p>2016</p>

Chapter 4

Land Use and Community Design

Current Conditions	4.1
Trends and Challenges	4.2
Goals and Policies	4.3
Implementation Steps	4.4

4.1 Current Conditions

The 2014 pattern of land use in the Study Area is summarized by Figure 4.1 and the related table. A detailed description of land use, buildings, major tenants and property owners is presented in *Background Reports and Information*.



	Building Type	Year Built	Current Land Use (at end of 2014)
1		1954	Retail and service – former gasoline service station; presently unused
2		1956	Mixed use: small offices over clothing retailer and ice cream shop
3		1957	Service business - dry cleaning
4		1957	Retail and service - strip mall (Edina Village Market (EVM))
5		1959	Retail and service - addition to strip mall (EVM)
6		1959	Service business - salon
7		1960	Residential – apartment building with underground parking
8		1960*	Small offices (ValleyWood)
9		1962	Residential – apartment building with underground parking
10		1963	Residential – apartment building with underground parking
11		1969	Residential – apartment building with underground parking
12		1969	Office – professional service business (*recently updated)
13		1970	Service business – child day care
14	no bldg		Undeveloped site – owned by the City

- = Two Story Vertical Mixed Commercial - Office over Retail / Services
- = One Story Commercial
- = Multi-family Residential - Duplex / Apartments / Flats

Figure 4.1
Pattern of Land Existing Properties: Building Types, Year Built and Current Land Uses in 2014

4.2 Trends and Challenges

This section builds on the foundations of previous sections in this plan and takes into account the **opinions and values of stakeholders**, the parameters of **previous planning and existing policies**, and **real estate market trends**. In addition, the following physical factors illustrate the additional trends and challenges that affect and guide the land use and community design plans, policies and guidelines.

Buildings, Properties and Blocks

A review of physical conditions including buildings, land use relationships, land parcel size and shape, traffic flow and access, parking, street edge appearances, and relationships to the adjacent neighborhoods indicates the following **challenges**:

- Most of the **buildings in the Study Area are older** and some have not been as well maintained as perhaps they would have been under better market conditions. The commercial buildings were created during an era when the business environment and the traffic patterns were much different than they are today.
- Most of the commercial **buildings are set back** and separated from the street by a parking area, which lessens appearances and reduces the sense of “place” or arrival.
- The **appearance** of the Study Area is diminished by the lack of trees and green boulevards along the edges of Wooddale Avenue and Valley View Road.
- There is quite a bit of **traffic** through the Study Area but much of it consists of pass-through trips, especially at peak hours. When the intersection of Valley View Road and Highway 100 was closed, access to businesses in the Study Area from west of the highway and other locations was greatly diminished. In addition, Wooddale Avenue does not intersect or cross Highway 62 south of the Study Area.
- The **Study Area is small** in area and burdened by odd parcel sizes and shapes, which means that it will be difficult to create a competitively-sized destination commercial development on larger sites, and that other parcels will be difficult to redevelop.
- The **adjacent neighborhoods** consist mostly of single-family detached housing in good condition. There is little separation, buffering or

What should be done with the City property? Resident, October 11 Workshop

Should we have more housing? Resident, October 11 Workshop

Would it be possible to park under the present grade at the Edina Village Market? Property owner, October 11 Workshop

transition from the buildings of the Study Area to that housing. Providing a proper transition from future buildings in the Study Area to that housing will be important.

- South of the Study Area, the land **slopes** steeply down to ponds. This creates accessibility and parking issues that make these sites less amenable to commercial uses, especially retail.

4.3 Goals and Policies

The following is a policy framework that provides guidance to the public sector for future decision making, staff review of development applications, municipal plan implementation and community based initiatives.

Preferred Land Use Plan

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 and guidelines 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 exact pattern of land use over time will be **determined by market forces**. Current uses of land may, of course, **remain as they are until owners decide to make a change**.

However, the Small Area Plan **guides new development toward these features**:

- It is preferred that business development should be concentrated near the intersection of Wooddale Avenue and Valley View Road; and it is strongly preferred that businesses be neighborhood-serving. Specifically, any new buildings introduced at any of **the four corners** of the intersection should include commercial uses at street level.
- The two sites west and east of **Kellogg Avenue** immediately north of Valley View Road may evolve as either commercial or residential.
- The commercial site north of Valley View Road and **Oak Lawn Avenue** may evolve to housing.
- If the Edina Village Market is redeveloped, it is preferred that development along the **northern perimeter** that faces Fairfax Avenue, comply with Specific Area Guidelines for Fairfax Avenue that are found later in this chapter.
- Drive through businesses such as gasoline stations and those with drive-up windows are considered inconsistent with the guiding principles of this plan, and are strongly discouraged.

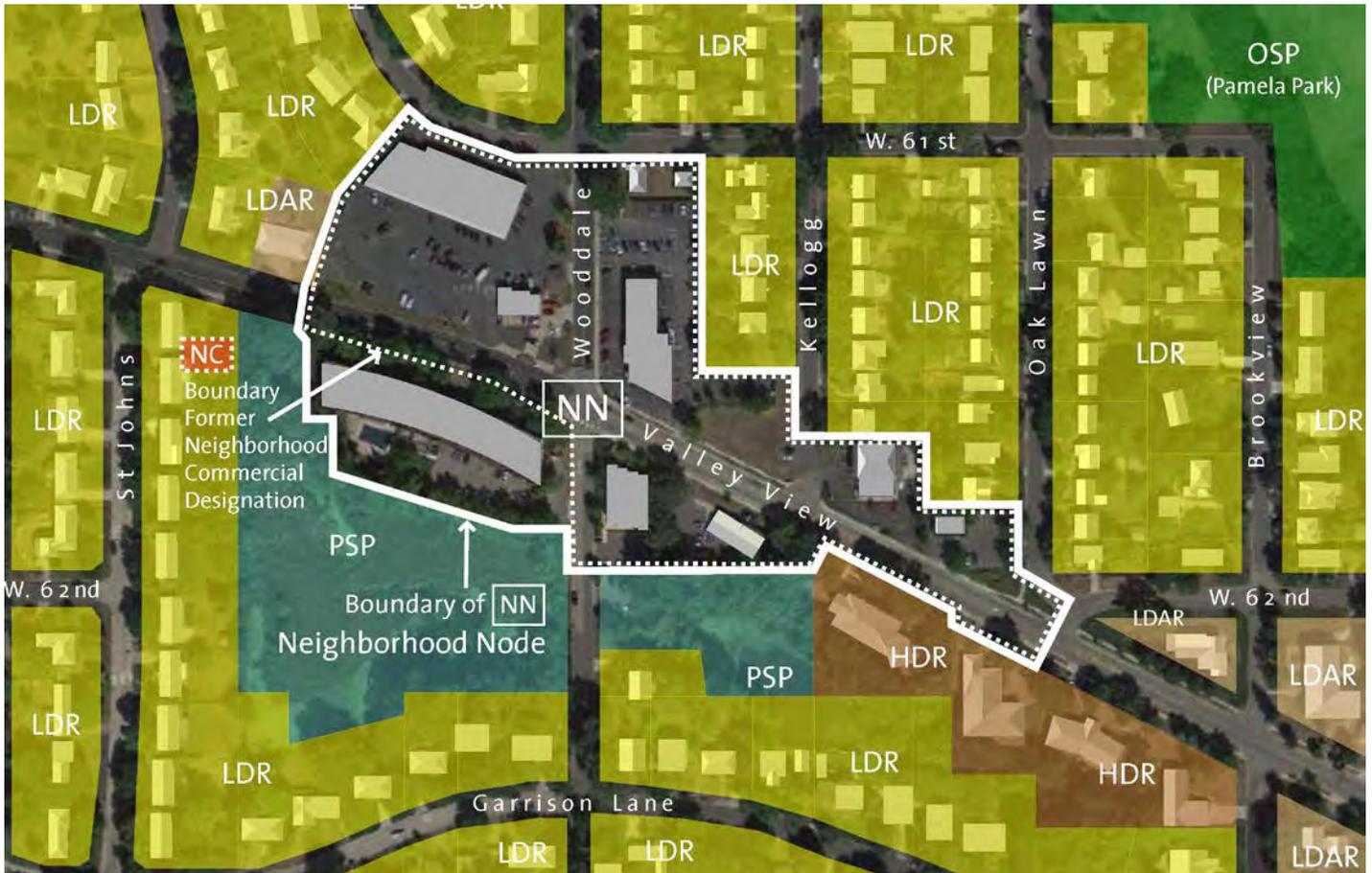


Figure 4.2 Preferred Land Use Plan

HDR **High Density Residential (HDR):** It is recommended that the apartment building located at the southwest corner of Wooddale Avenue and Valley View Road, currently planned HDR, be included in the *Neighborhood Node* classification on the Preferred Land Use Plan, as shown above.

LDR **OSP** **Low Density Residential (LDR), Low Density Attached Residential (LDAR), Open Space and Parks (OSP), and Public/Semi-Public (PSP):** No changes are recommended to these Land Use Plan classifications from the 2008 *Edina Comprehensive Plan*. They are all located outside the boundary of the Study Area.

LDAR **PSP**

NN **Neighborhood Node (NN)** In all other areas, it is recommended that a new classification, Neighborhood Node (NN), entirely replace the Neighborhood Commercial* (NC) classification established for this area in the 2008 *Edina Comprehensive Plan*. See following page for full description.

Neighborhood Node Designation

This plan introduces the Neighborhood Node (NN) designation as a new land use classification specifically for use within the Wooddale Valley View Study Area. It replaces the previous Neighborhood Commercial (NC) classification that was established within this area in the 2008 *Edina Comprehensive Plan*. The proposed boundaries are shown on Figure 4.2. Similar to Neighborhood Commercial, the Neighborhood Node designation:



- Encourages small- to moderate-scale businesses that serve primarily the adjacent neighborhoods. Primary land uses should be retail and services, offices, studios, institutional uses.

In contrast to Neighborhood Commercial (NC), this new classification:

- Provides greater flexibility to the development market, more strongly encouraging the **inclusion of needed housing**;
- Encourages a more intentional integration of **landscaped open space and public spaces** that support businesses and the neighborhoods;
- Provides a framework of predictability **that supports current owners’ efforts** to invest in improvements their properties;
- Regulates the relationship of buildings-to-streets and the node-to-neighborhood heights, **protecting the walkability and character of the existing neighborhood streets**;
- Attempts to, as much as possible, **address community priorities and reflect community values** through a set of specific area guidelines.

Table 4A - Summary Description of Neighborhood Node Land Use Designation (See Figure 4.2)

Land Use Plan Designation	General Description	Development Guidelines	Density Guidelines
Neighborhood Node (NN)	In general, small- to moderate-scale commercial, residential or mixed use buildings serving primarily the adjacent neighborhood(s). Primary uses encouraged are neighborhood-serving retail and services, offices, studios, institutional and residential. See this plan for more specific guidance.	“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.” <i>–from Neighborhood Commercial (NC) guidelines</i> Encourage development applications to comply with the intent of the following guidelines: A) Building Height Limits Plan B) Building Frontage Guidelines C) Public Space Guidelines D) Specific Area Guidelines	Maximum residential density up to 30 du/acre*. Maximum Floor Area Ratio (FAR) per zoning code. *Densities are further constrained by the parameters of the Building Height Limits Plan.

Neighborhood Node Guidelines

A) Building Height Limits Plan

At the perimeter of the Neighborhood Node where graceful transitions to single family areas are important, it is preferred that new buildings introduced be may be **up to two stories tall**. See Figure 4.3.

Close to the intersection of Wooddale Avenue and Valley View Road, buildings may be up to **three stories tall** north of Valley View Road **and up to four stories tall** south of Valley View Road.

In specified areas, a two story ‘podium’ is required on the backside of the properties where adjacent to single family homes.



Figure 4.3
Building Height Limits Plan

- 4** Up to **Four Stories** and **48'** Allowed
- 3** Up to **Three Stories** and **36'** Allowed
- 2** Up to **Two Stories** and **24'** Allowed

Standard Height
Podium Height: The “podium” is that part of the building that abuts the street, or that provides the required transition to residential neighborhoods, parks, and other sensitive uses.

Neighborhood Node Guidelines

B) Building Frontage Guidelines

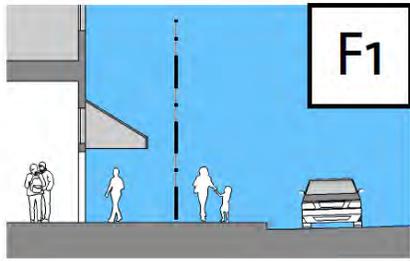
A range of climatically-appropriate frontage types is depicted by Figure 4.4 and Figure 4.5 as design guidelines. These guidelines do not address style or building vernacular but will ensure that streets are lined with ground floors that contribute to active, safe and walkable streets.

Street-to-Building Relationships

The guidelines present appropriate context and typical configurations for six primary public to private relationships. The frontage types shown are based on successful historic precedents found in many older multi-modal neighborhoods of Edina, including Wooddale Valley View Study Area, and throughout the Twin Cities and the Midwest. *See Figure 4.4.*

Node-to-Neighborhood Transitions

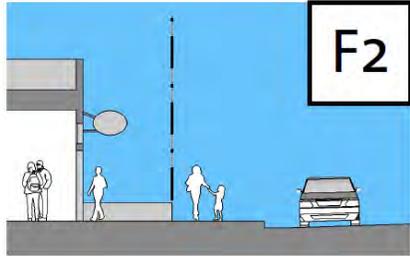
The six frontage conditions are also keyed to their appropriate neighborhood context. The proposed map was proposed by the Consultant Team based on careful study of the node and its context, and was vetted by the neighborhood and SAPT. The intent of this map is to regulate for visually graceful and walkable transitions from the more active areas of the Study Area out to the quieter neighborhood streets. *See Figure 4.5.*



Storefront

Appropriate Context: This frontage type is for small retail or service spaces enfronting public space in Core areas.

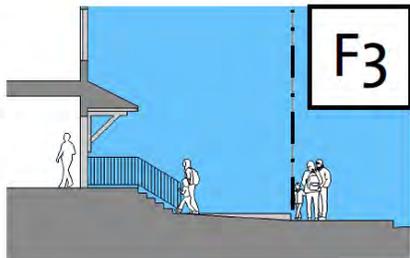
Configuration: There may be an exterior entrance for each leasable space, spaced relatively closely along the sidewalk. Follow City of Edina guidelines for commercial storefronts for glazing, setbacks, awnings, signage, lighting and for related outdoor commercial uses such as sidewalk cafes.



Doorway (At-Grade)

Appropriate Context: This frontage type is for smaller commercial spaces in commercial or mixed use buildings that enfront a sidewalk. This is not to be used as a substitute for Storefront, where Storefront is merited or preferred, in core areas. The Doorway has less window space because the interior use might be office rather than retail.

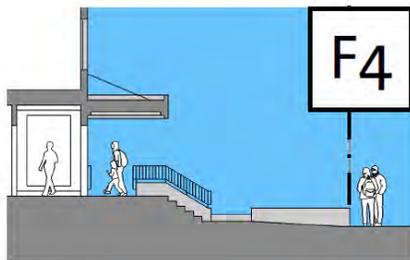
Configuration: The at-grade doorway may serve one or multiple interior users. If set back 6'-12', a 'door-court' provides space for bike parking, seating and greenery.



Stoop

Appropriate Context: This frontage type is primarily for single family row houses and multifamily buildings with units facing the street. They provide a good transitional frontage condition for buildings in between neighborhood and core areas.

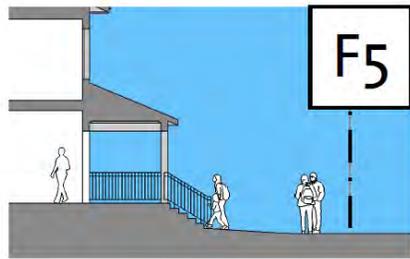
Configuration: Exterior stairs access a sheltered or recessed area large enough for a family to stand and wait for the door to be unlocked, and for guests to stand back after ringing the doorbell. Stairs facing the street provide a social setting.



Shared Entry

Appropriate Context: This frontage type is for apartment buildings. This residential frontage may be also used in a vertically mixed-use building that also features Storefront frontage.

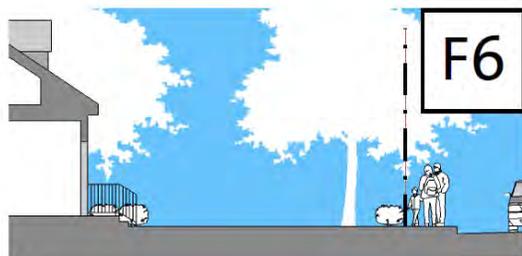
Configuration: There would be a single entrance to the building with security features. Individual apartments would have entry doors along central hallways. Buildings with this condition may also feature the Stoop frontage for first-floor units having direct access to the sidewalk.



Porch & Yard

Appropriate Context: This frontage is typically for residential applications but can be found on commercial buildings, especially in transitional areas between single family streets and more commercial blocks.

Configuration: 7.5' clear zone allows porch to become furnishable living space. Accessible entries should be accessed from the front to the side of central stair, which should be visible from the street.



Common Lawn

Appropriate Context: Common Lawn describes the predominant primary frontage condition found throughout Edina's residential neighborhood streets.

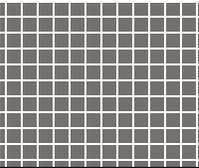
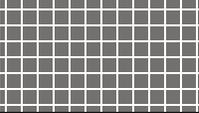
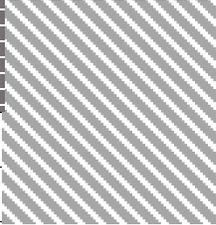
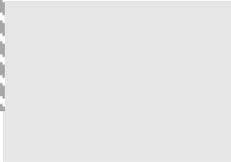
Configuration: See City of Edina's current regulations governing setbacks and lot, yard and building placement of single family homes.



Figure 4.4
Building Frontage Guidelines: Frontages F1-F6



Preferred Frontages by Context Area

		Node	Transitional	Neighborhood
Storefront	F1		discouraged	not permitted
Doorway	F2			not permitted
Stoop	F3			discouraged
Shared Entry	F4	discouraged		
Porch	F5	discouraged		
Common Lawn	F6	not permitted	discouraged	

Storefronts (F1) Strongly Encouraged 

Figure 4.5
Building Frontage Guidelines: Context Areas

Neighborhood Node Guidelines

C) Public Space Guidelines

As redevelopment occurs over time, small **landscaped open spaces** and a larger **public multi-use space** should be introduced strategically throughout the Neighborhood Node. 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.

Multi-Use Public Space

A public multi use space such as a hardscape plaza could be incorporated into improvements or redevelopments proposed at these locations:

- The **City-owned site** at Valley View Road and Kellogg Avenue.
- The **ValleyWood office site** (northeast of Wooddale Valley View intersection).
- The **former Wally's site** and/or **Edina Village Market site**. *See Figure 4.6: Public Space Guidelines applied to redevelopment of the northwest corner of Wooddale Avenue and Valley View Road. This image illustrates one concept for a new plaza at the northwest corner of the intersection of Wooddale Avenue and Valley View Road.*

In some cases, these spaces will be privately owned and maintained. It is also conceivable that a space be publicly owned and maintained. However, it may be most likely that new open spaces will be a **public/private partnership opportunity as redevelopment occurs** at the node.

Public Space Guidelines:

- 1 **Enclose and activate the space** with taller buildings with active ground level uses.
- 2 Bring (Cozy) all **buildings up close** to the public space or the street.
- 3 **Plant trees along the edges** of all streets and spaces to provide shade and protection for pedestrians moving next to and in and out of buildings. Encourage deep awnings along all shopfronts.
- 4 **Program the space** with annual, seasonal and weekly events to activate the space.
- 5 **Maximize flexibility** by using temporary or mobile event equipment, and avoid encumbering the space with permanent vertical features.
- 6 Anchor key visual points or defining and active spots such as intersection corners with **meaningful/interpretive public art**, perhaps doubling as rest/seating.
- 7 Establish universally accessible **sidewalks along all edges** of all spaces.
- 8 **Accommodate bicycles** with fewer steps, ample bike parking and safe access to bike lanes.

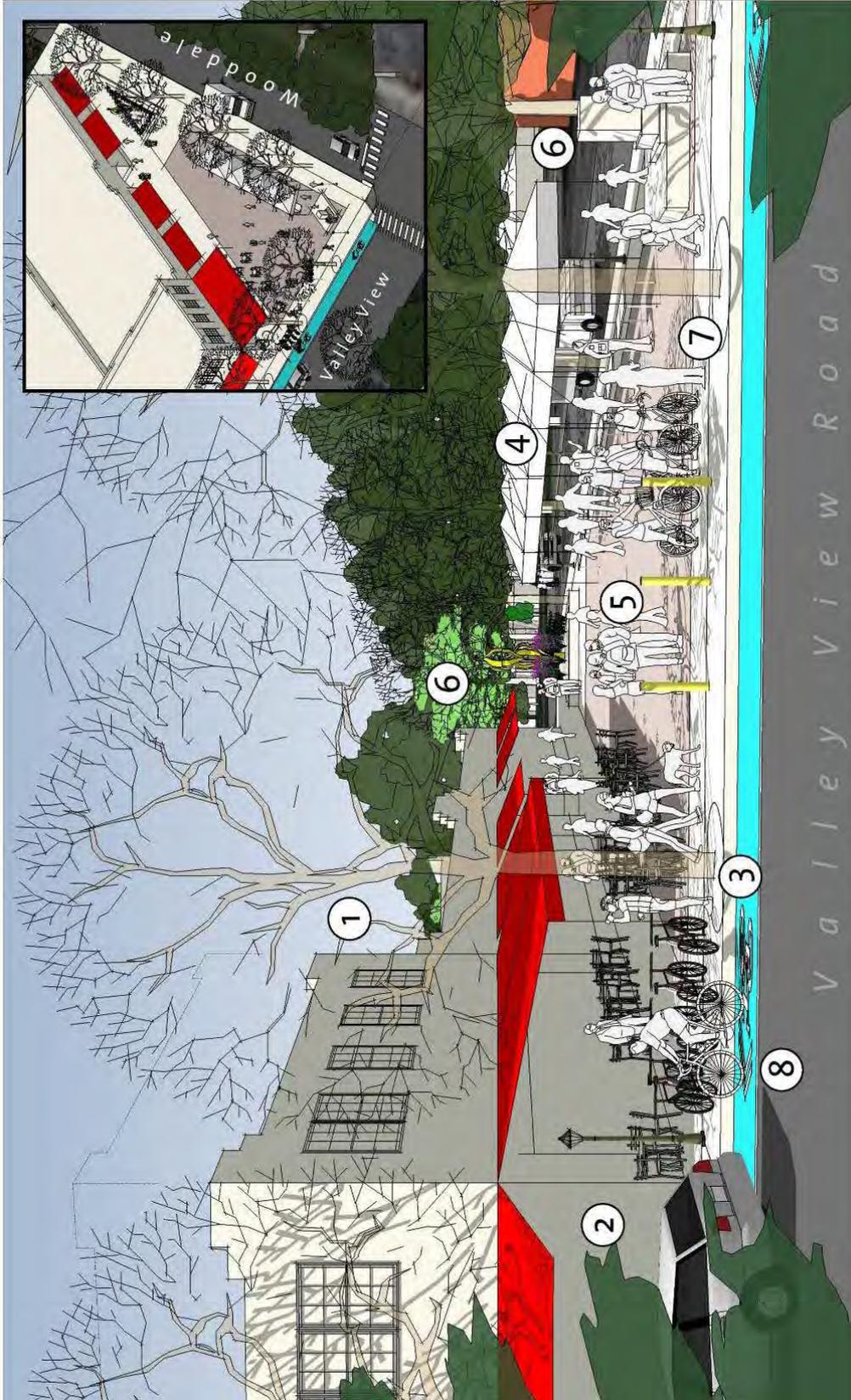


Figure 4.6
Concept Illustrating Public Space Guidelines
at the Northwest Corner of Wooddale Avenue and Valley View Road

Neighborhood Node Guidelines

D) Specific Area Guidelines

The following text and graphics guide the design and use of specific sites in the Study Area. These are advisory guidelines and are not enforceable, as are the zoning regulations. If this plan is adopted by reference into the *Comprehensive Plan*, they would have the same advisory authority as the Land Use Plan map.

Specific Areas Addressed:

The Corner Properties of Wooddale Avenue and Valley View Road 36
Fairfax Avenue and W. 61st Street 37
The City-owned Site at Kellogg Avenue and Valley View Road 38
WVV’s ‘Eastern Gateway’ (Valley View Road at Oaklawn and W. 61st St.) 42



Specific Area Guidelines

The Corner Properties of Wooddale Avenue and Valley View Road

This is the crossroads of the Pamela Park and Concord Neighborhoods and the most important location in the Study Area. Therefore, private and public improvements at this location should encourage activity, a sense of place, and a feeling of arrival. Accordingly;

1. **Taller buildings** should be located near this intersection, possibly including vertically mixed-use structures.
2. Buildings should be located **close to the sidewalks** although a small plaza or green space could be sited at the corner. *See Public Space Guidelines.*
3. **Outdoor seating should be prominent**, and public art or monuments would be appropriate. *As illustrated by Figure 4.6..*
4. Windows should **connect commercial spaces to the streets**. *See Building Frontage Guidelines.*
5. **Decorative street lights, street trees and sidewalks** along Valley View Road and Wooddale Avenue should lead to this focal point. *See Chapter 5: Transportation and Street Design.*

Edina Village Market and the Former Wally's Station

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 landscaped multi-use public space could be created between the building and the intersection. Street-edge landscaping on this private site be improved, particularly if parking is created between the building and the streets for the re-purposing of this building. The Edina Village Market could receive better signs and perhaps a mural on the eastern wall. The owner of the Edina Village Market (or ValleyWood office building) might be persuaded to conduct a weekly outdoor market on a portion of their parking lot. If reuse of Wally's proves difficult, eliminating the Wally's building prior to eventual corner redevelopment would increase the visibility of Edina Village Market from the intersection of Wooddale Avenue and Valley View Road.



Specific Area Guidelines

Fairfax Avenue and W. 61st Street

To establish a **graceful transition** from the node to the neighborhood streets to the north:

1. As stated in the definition of *Neighborhood Node* earlier in this plan, commercial uses are not prohibited within properties with *Neighborhood Node* designation. Nevertheless, it is **strongly encouraged that predominantly residential uses are introduced and maintained in the Neighborhood Node properties that face Fairfax Avenue and W. 61st Streets**. Commercial uses facing these streets, if any, should be limited as much as possible to the corners Wooddale Avenue and have primary frontages facing Wooddale Avenue.
2. Within the Neighborhood Node, all new buildings introduced along Fairfax Avenue and W. 61st Street must be limited to **two stories** for a distance of 50 feet from the property lines along those streets. *See Building Height Limits Plan.*
3. New buildings introduced along these streets must have frontages that complement the single-family housing to the north. *See Building Frontage Guidelines.*
4. Trees must be maintained in the Fairfax Avenue and W. 61st Street rights-of-way.

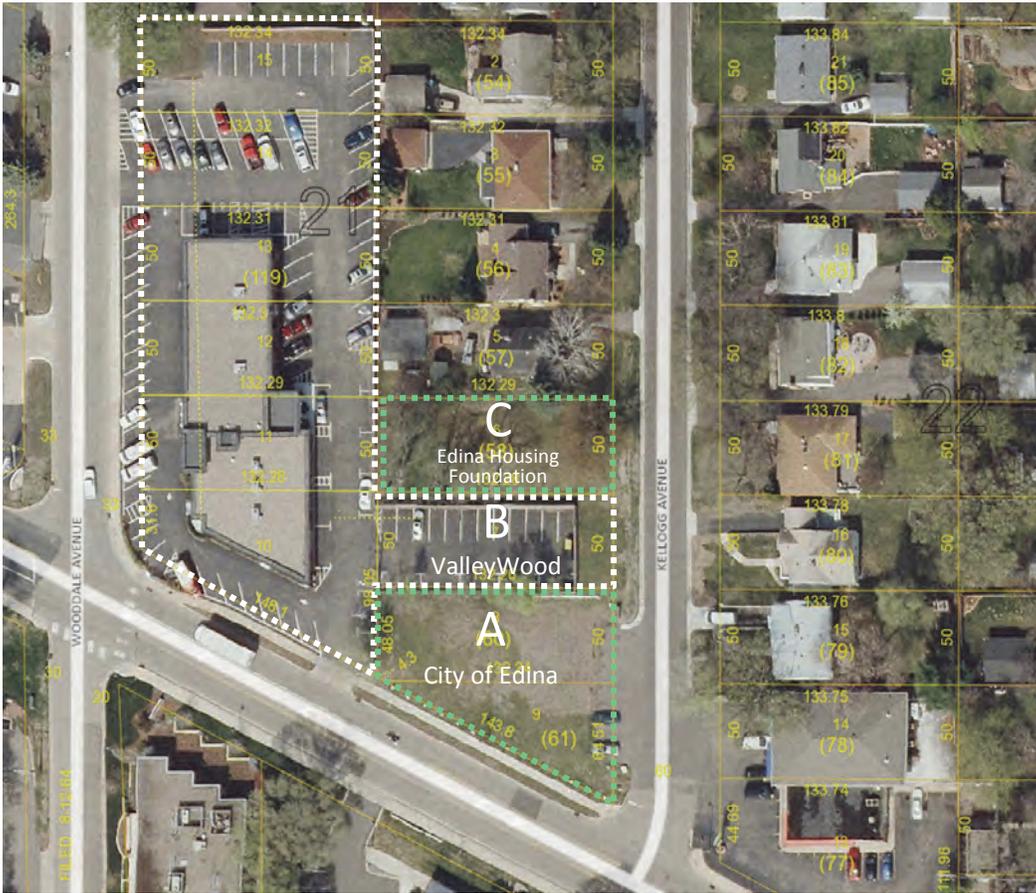


Figure 4.7
Property Ownership near City-Owned Site at Kellogg Avenue and Valley View Road

Specific Area Guidelines

The City-Owned Site at Kellogg Avenue and Valley View Road

Specific redevelopment alternatives for the City-owned site are considered in this plan in the context of various land assembly alternatives illustrated by Figure 4.7.

Property A Only - Capacity studies were not performed during the planning process for Property A as a redevelopment site (by itself) due to the limitations of the site in terms of size and shape. It is conceivable that a small commercial or residential development could be accommodated, but would likely require shared parking.

Property A + B - This is the likely and preferred site assembly alternative, and was studied during the planning process. See Figures 4.7 - 4.9 and the text below.

Property A + B + C - This land assembly alternative presents the most flexibility in terms of design alternatives. However, it was not studied during the planning process because Property C was outside of the Neighborhood Commercial

boundary in the *Comprehensive Plan* and, therefore, outside of the Study Area. If Property C were combined with the other two sites, the principles of the Small Area Plan should apply, including a graceful transition to the adjacent single family homes.

Studying Development Capacity for Property A+B

Figure 4.8 is a development capacity study for the City-owned Site (Property A) + ValleyWood Parking Lot (Property B). The graphic illustrates the ability of the City-owned site to accommodate either a small commercial building, a small rowhouse cluster or a small apartment building with underground parking. All options assume that collaboration is possible with property owner of the parking lot to the north.



The site owned by the City at Valley View Road and Kellogg Avenue

Gauging Community Preferences for the City–Owned Site

Opinions of the neighborhood residents attending the Progress Update Event on December 3rd 2014 were exactly split between support for the Flex Commercial (50%) and the two residential options (totaling 50%). (Rowhouses (34%) and Manor (Flats/Apts) (17%)).

The ‘Flex Commercial’ option includes one or more neighborhood-serving businesses in a one story format. Preferred design guidelines for this option are shown in Figure 4.10.

And so, if the market determines that commercial use is unsuitable, acceptable alternatives to commercial use could be row houses or a small multi-family residential building using the Stoop (F3) or Shared Entry (F4) building frontage.

Other uses and design concepts are certainly possible.

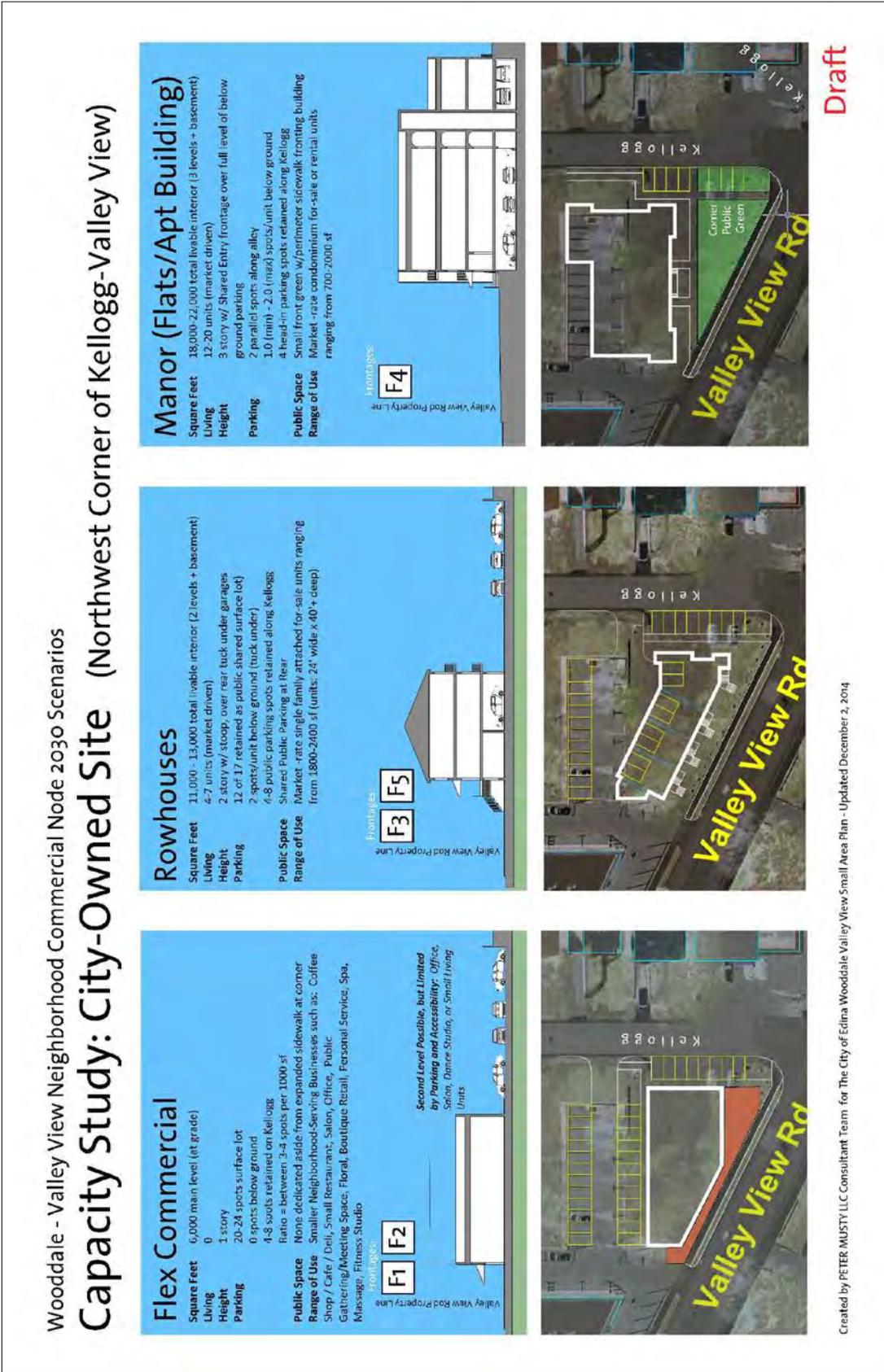


Figure 4.8
Capacity Study: City-Owned Site (Property A) + ValleyWood Parking Lot (Property B)
Presented for Community Review at Community Meeting in November 2014

Redevelopment Guidelines (for Properties A + B) as 'Flex Commercial'

Guidelines for the redevelopment of the City-owned site as "Flex Commercial" are as follows. Please refer also to Figure 4.9.

- 1 The parking owned by and serving the ValleyWood Office building to the west should be partially reconfigured and opened up for shared use by the new commercial spaces.
- 2 The head-in parking along Kellogg Avenue serving the commercial building to the east is shown as retained.
- 3 The scenario calls for Storefront (F1) Frontage along Valley View Road.
- 4 Increased set-back/chamfering at the southeast corner allows for an expanded sidewalk seating area and/or fair weather retail/merchandising space. It also allows for continued visibility to the small shops on the northeast corner of Kellogg Avenue and Valley View Road.
- 5 Loading, solid waste and recycling bins should be accessed and handled off the rear service lane, away from Kellogg Avenue and Valley View Road.
- 6 If possible, initial tenants should include neighborhood serving commercial business(es).

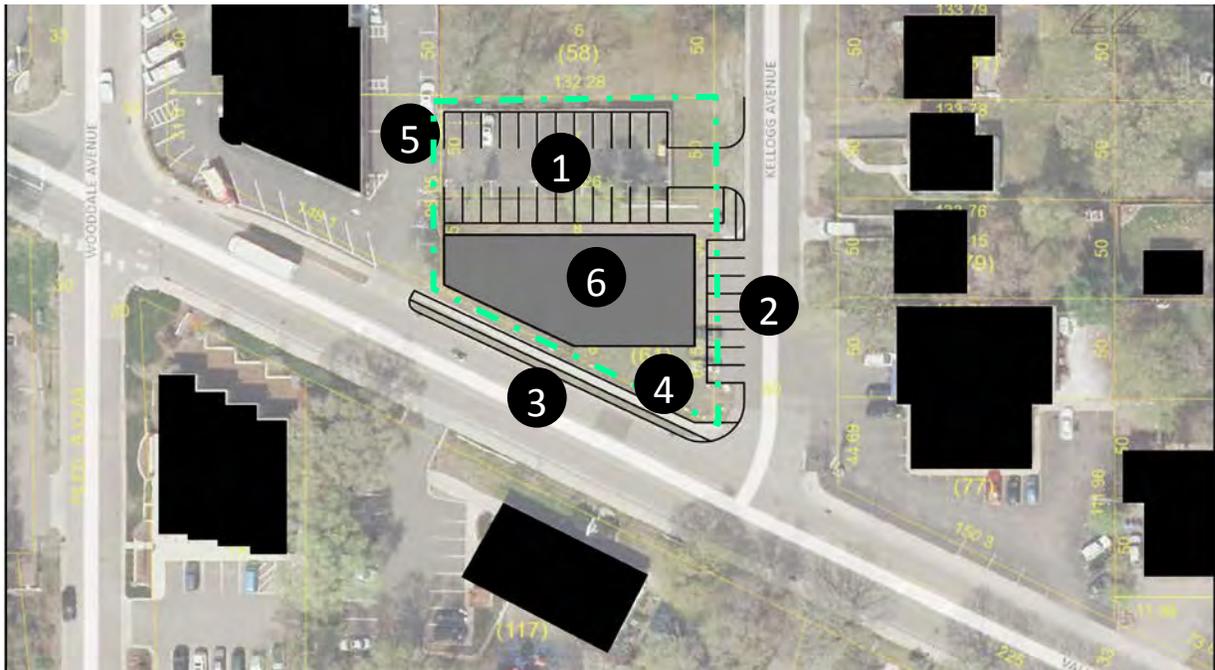


Figure 4.9
Redevelopment Guidelines for sites A + B as "Flex Commercial"



Specific Area Guidelines

WVV's 'Eastern Gateway' (Valley View Road at Oaklawn and W. 61st St.)

If the site at 4400 Valley View Road (presently occupied by Burley's Salon) is redeveloped, it could be used for either a small commercial building, as it is now, or a modest residential building.

As a commercial, it should front on Valley View Road and carefully screen its parking from the housing to the north.

If redeveloped as a residential use, the building may face either south or east, whichever is more advantageous for buffering the building's parking from the housing to the north.

Whether the site is used for commercial or residential development, landscaping, screening and building height should be designed to help the building serve as an end cap for the residential block next to Valley View Road.

The building height limit in this location is two stories.

Figure 4.10 illustrates one way in which a row house building may be located on the eastern-most site. It expresses the design principles of the two-story height limit, stoops facing the street, parking tucked- under the building, possible commercial space along Valley View Road and a public art entry monument at the corner that terminates three vistas.

This plan does not prescribe the style or architectural vernacular of the building, that is, the exterior materials, window proportions or detailing. Only the height and relationship of buildings to the street are specified. So, a row house building on the eastern-most parcel need not look stylistically like the one shown by Figure 4.10.

There is space in the street right-of-way next to this site for public art, banner pole or similar monument that will establish a sense of entry as you travel west.



Figure 4.10
 'East Gateway' Design Study: Presented for Community Review at
 Community Progress Update in November of 2014

General Guidelines for the Entire Study Area

On-Site Parking and Site Access

- 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.
- **Display Consistent Signage:** Signage pylons, window display signs, and on-site directional signage should be consistent in terms of colors and materials. Signage should clearly mark site access and direction for automobile and bicycle access from streets.
- **Install Edge Treatments along Surface Parking Lots:** Edge treatments along the borders between private surface parking lots and the adjacent sidewalks should include a planting strip approximately two feet wide (or more) and permanent planting or fencing approximately three feet high. (Following City standards where applicable.)
- **Construct Organized Parking Lots:** Surface parking lots should be constructed to adhere to City of Edina standards regarding stall width and length and aisle width. Pedestrian-oriented lighting should be installed on islands within surface parking lots. Where applicable, clearly defined pedestrian paths should be marked so that pedestrians can safely walk between the parking lot and on-site buildings.

Other Site Improvements

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 lighting.
- **Walking:** Safe and apparent ways to walk across the parking lot to the front doors of businesses.
- **Install Interpretive Monuments and Public Art:** Entry monuments, which can serve as gateways, should be installed at strategic locations within the Study Area. The monuments could be local or regional historical markers, memorials or public art installations. Strategic locations that might serve to mark progression through or arrival in the node include, but are not limited to, the corner of Wooddale Avenue and Valley View, the intersection of 62nd Street and Valley View Road, the intersection of 62nd Street Oaklawn Avenue and Valley View Road.



Heritage Preservation

Community members (including residents, business owners, and property owners) felt that the Study Area’s history should be further understood, celebrated, and if possible, incorporated as one of many organizing principles around which future development and public realm improvements should occur.

While the Study Area is located in a City rich with history, it may be likely that no single site or structure within the boundaries of the Study Area would meet the typical criteria for local designation or for nomination to the National Register of Historic Places. Many of the buildings are just now reaching the age requirement, and a cursory survey by the consultant team found that few if any of the buildings may possess (or have retained) the architectural or historic characteristics typically required for (local or national) designation. **However, to adequately verify this cursory finding, a more thorough investigation such as a Historic Resources Survey would be necessary.**

4.4 Implementation Steps

The steps listed in Table 4B will be used to put into action the Land Use and Community Design element of this Small Area Plan.

**Table 4B
Implementation Actions for Land Use and Community Design**

Action	Leads	Anticipated Time Frame
<p>Incorporate this Plan by ReferenceThe City will adopt the Wooddale at Valley View Small Area Plan into the Edina <i>Comprehensive Plan</i> by reference, giving it authority equal to the balance of the <i>Comprehensive Plan</i>.</p> <p>Accordingly, for the area defined in this plan as Neighborhood Node, this plan overrides the following in the 2008 <i>Edina Comprehensive Plan</i>:</p> <ul style="list-style-type: none"> • Figure 4.3, Future Land Use along with Tables 4.2 and 4.3. • Figure 4.6A ; to relax the building height limitation for the Study Area consistent with the policies of this plan. <p>Policies and guidelines regarding the Study Area in the next update of the <i>Comprehensive Plan</i> will be adjusted to reflect this plan.</p>	Community Development Department	Upon Adoption 2018 <i>Comprehensive Plan Update</i>
<p>Zoning Regulations and Map</p> <p>The City will amend its Zoning Map to replace the two sites zoned Planned Commercial District-4 with the Planned Commercial District-1 designation.</p> <ul style="list-style-type: none"> ▪ 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. <p>Thus, the City will use the policies and guidance of this plan as the conditions of review for proposed multiple-family housing.</p> <p>The City will amend the zoning ordinance regarding height maximums to be consistent with this plan.</p>	Community Development Department	2015/2016 2015/2016
<p>Application Reviews</p> <p>The City staff and Officials will use this plan when reviewing applications for land development or zoning amendments in the Study Area.</p>	Community Development Department; City Planning Commission and Council	Ongoing

Chapter 5

Transportation and Street Design

Current Conditions	5.1
Trends and Challenges	5.2
Goals and Policies	5.3
Implementation Steps	5.4

5.1 Current Conditions



Image from Bing Maps, 2015

Jurisdiction of Roadways

Wooddale Avenue, Valley View Road, and 62nd Street are under City of Edina jurisdiction and are designated as Municipal State Aid (MSA) streets. This designation is afforded to streets that link regional roads, and, thus, the Minnesota Department of Transportation (Mn/DOT) has an interest in their design, operations, and maintenance. Mn/DOT design standards must be followed when considering improvements to Wooddale Avenue, Valley View Road, and 62nd Street, and deviations must be approved before they can be implemented.

Functional Classification of Roadways

Wooddale Avenue, Valley View Road, and 62nd Street are functionally classified as collector streets. This is particularly important for Valley View Road, which operates as an east/west connector corridor. Its location within the City (south of 50th Street and north of Highway 62 and with linkages to Highway 100 and France Avenue) position it to carry regional traffic. At the same time, the segment of Valley View Road that passes through the Small Area Plan Study Area is lined with residences and neighborhood-oriented businesses.

Wooddale Avenue

As shown in the typical section, Wooddale Avenue is 31 feet-wide from face of curb-to-face of curb and is constructed within 66 feet of public right-of-way. It exists today as a two lane street between Fairfax Avenue and Garrison Lane. A five foot-wide sidewalk is located along the east side of Wooddale in the segment between Fairfax Avenue and Valley View Road. There is no sidewalk on the west side of Wooddale Avenue within this segment.

Northbound and southbound bike lanes, both six feet wide, are located on Wooddale Avenue north of Valley View Road. The bike lanes are indicated with “share the road with cyclists” markings.



Chevrons are painted in street to indicate a “sharrow” or a “share the road” condition.

Private properties are located outside the public right-of-way on both the west and east sides of Wooddale Avenue. The Edina Village Market is located on the west side of Wooddale Avenue, and the ValleyWood office building is on the east side. The right-of-way on the west side of Wooddale Avenue includes several curb cuts, with trees planted in grassy areas between driveways. On the east side, the surface parking lot for the ValleyWood office building actually encroaches into the public right-of-way by about twelve feet.

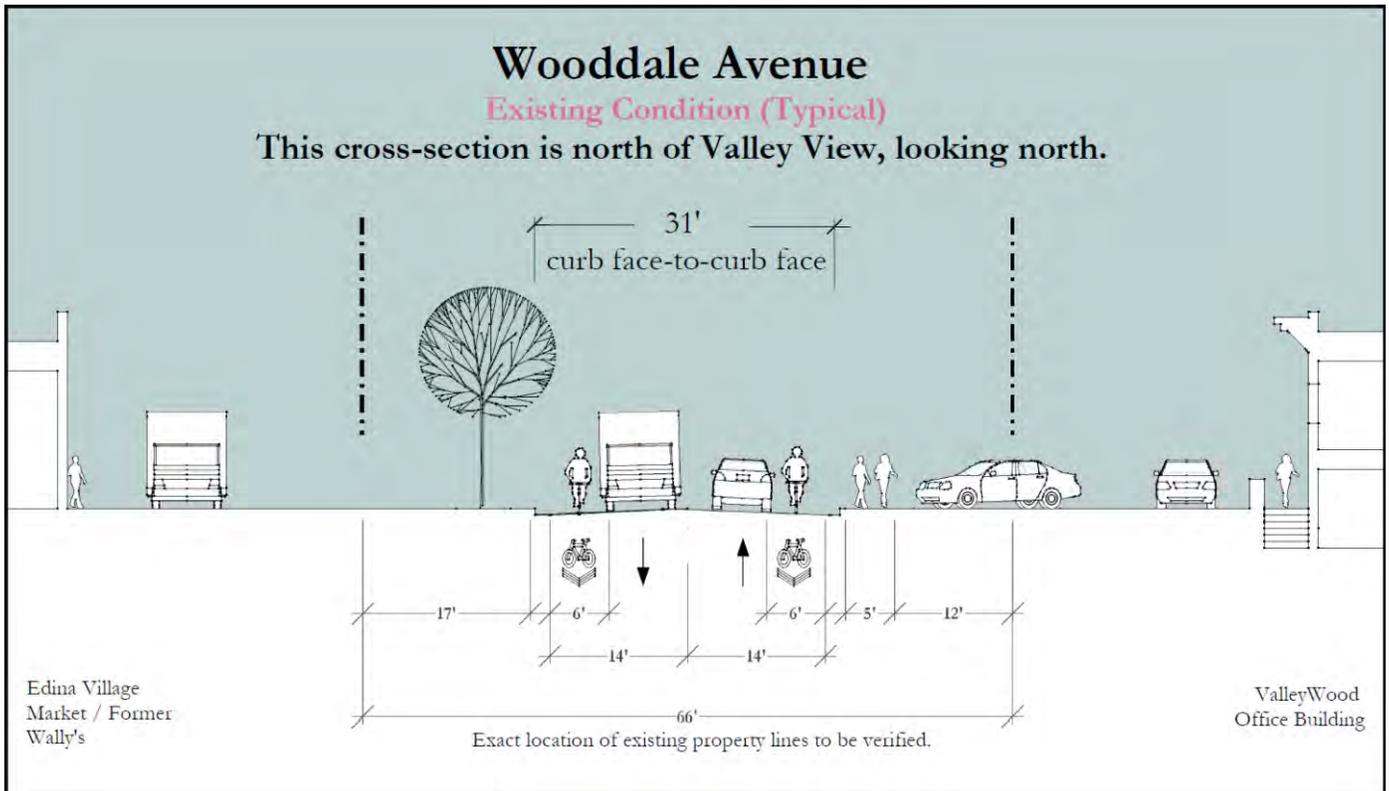


Figure 5.1
Wooddale Avenue Existing Conditions



Valley View Road, west of Wooddale Avenue, looking west.

Valley View Road

The overall right-of-way width of Valley View Road is 66 feet between property lines. Within the right-of-way are two travel lanes, each 17 feet wide, and one five foot-wide sidewalk on the south side of the street. There is no sidewalk on the north side of Valley View Road in this segment. Outside the right-of-way, west of Wooddale Avenue, is the Edina Village Market on the north side of Valley View Road and an apartment building on the south side of the street. As shown on the typical section, the Edina Village Market has been built on a rise that is about 12 feet higher than Valley View Road at the western property line of the Edina Village Market.

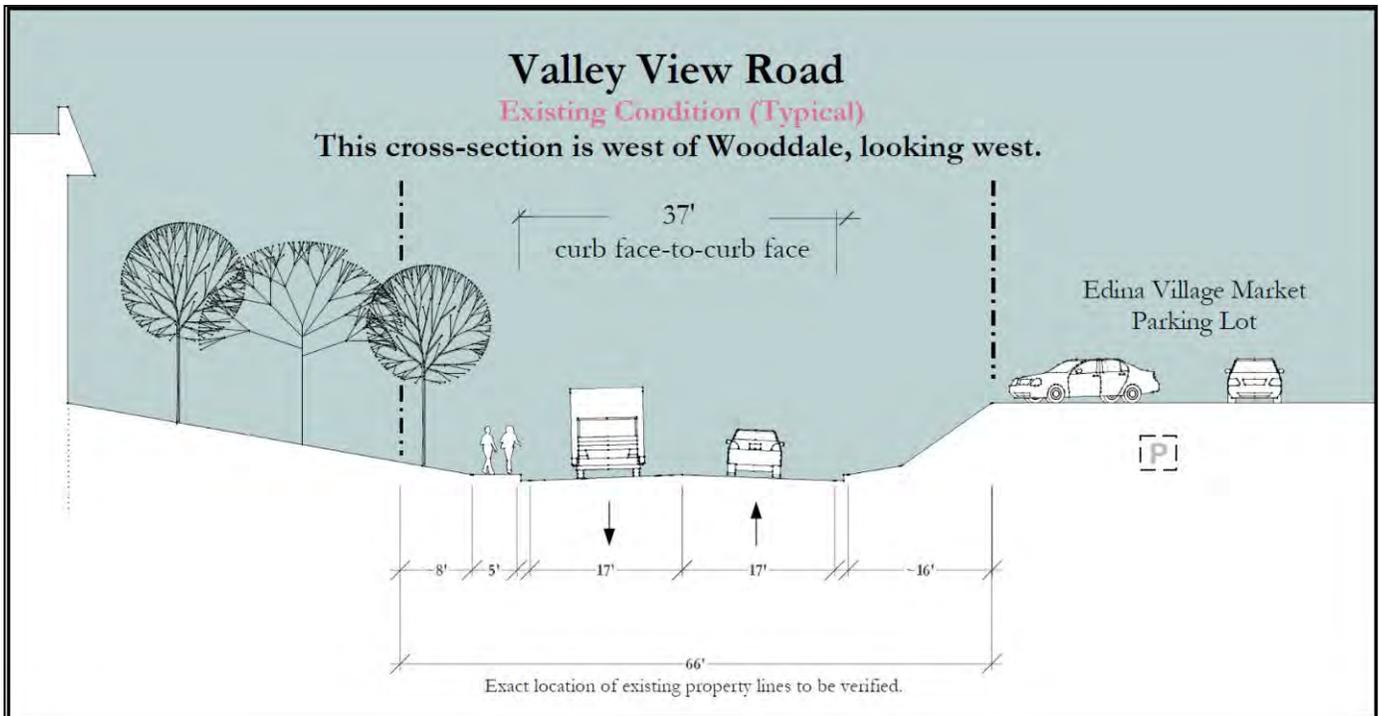


Figure 5.2
Valley View Road Existing Conditions

62nd Street

Sixty-second (62nd) Street is an east/west MSA street (and regional route) that links two other regional routes, Valley View Road and France Avenue. It also provides direct access to residences.

The configuration of its intersection with Oaklawn Avenue and Valley View Road is not desirable because:



Intersection 62nd Street, Oaklawn and Valley View Road.

- The intersection of Oaklawn Avenue and 62nd Street is only 50 feet from the intersection of 62nd Street and Valley View Road.
- The storage distance for southbound vehicles on 62nd Street approaching Valley View Road is less than 20 feet long.
- The curvilinear alignment of 62nd Street, as it approaches Oaklawn Avenue from the east, encourages drivers to enter the curve at higher than desirable speeds.
- There is no traffic control device to regulate the flow (or speed) of westbound traffic on 62nd Street as it approaches Oaklawn Avenue from the east.

5.2 Trends and Challenges

Traffic Control and Safety

- The majority of traffic on Study Area streets is **regional traffic that passes through the area**. This traffic has a trip origin and trip destination outside the Study Area. Today, the design of streets and intersections is more oriented toward serving regional traffic than local traffic.
- **Traffic volumes** within the Study Area are forecast to grow. Daily traffic actually decreased between 1999 and 2005 but increased between 2005 and 2013. The percentage of growth in daily traffic has historically been higher on Valley View Road compared to Wooddale Avenue. This trend is expected to continue in the future where daily traffic on Wooddale Avenue is forecast to increase from 3,200 (in 2013) to 3,500 (in 2030), a nine percent increase. During this same period, daily traffic on Valley View Road, east of Wooddale Avenue, is forecast to increase from 7,900 (in 2013) to 11,000 (in 2030), a 39 percent increase.

Is there a need for crosswalks? Is the node walkable and pedestrian-friendly? Should pedestrian activity be encouraged along Valley View Road?
Resident, October 11 Workshop

How can we eliminate some of the driveways into the commercial properties? Do we need so many driveways into and out of the commercial space? Resident, October 11 Workshop

Can the intersection of Valley View / 62nd Street / Oaklawn be redone to mark it safer for traffic and pedestrians? Pamela Park
Neighborhood Resident

Table 5A: Historical and Forecast Daily Traffic Volumes

Year	Two-Way Daily Traffic Volume		
	On Wooddale, North of Valley View	On Valley View, West of Wooddale	On Valley View, East of Wooddale
1999*	4100	6400	9400
2005*	3050	5000	7900
2013*	3200	5900	7900
2030**	3500	Not Provided	11000

* Mn/DOT MSA Street Series Mapping

** City of 2008 *Edina Comprehensive Plan*

- **The challenge** is to coordinate any design improvements for Wooddale Avenue, Valley View Road, and 62nd Street to ensure that all modes of

transportation are integrated. As learned during the planning process, the City and its residents are interested in seeing the Study Area become more friendly to pedestrians, cyclists, and transit riders.

Parking

- The **supply of parking** at the two commercial/retail centers in the Study Area (Edina Village Market on the northwest corner of the Wooddale Valley View intersection and ValleyWood Center on the northeast corner) **currently outstrips parking demand** most of the time. This situation could change in the future as redevelopment and development occur and parking generation associated with new uses increases.
- **Parking supplies consume a lot of space.** Each parking stall requires a minimum of 162 square feet, and, with the addition of 24 foot-wide drive aisles, an average of 350 square feet is required for each parked car.
- **Parking is expensive.** The cost of constructing a single parking stall in a surface lot is between \$6,000 and \$7,000. Parking structures and parking garages, with additional costs for supporting structures and excavation, can be four times to seven times more expensive than surface lots. As is obvious, the provision of on-site parking can impact project development economics and bears on the amount of usable space that can ultimately be constructed.
- **The location of parking in a district can have far-reaching impacts.** Of concern would be development/redevelopment economics, traffic and pedestrian circulation, and appearance.

Accessibility

- The Study Area for the Wooddale Valley View Small Area Plan has **16 access driveways in the immediate vicinity of the key intersection.** Numerous access driveways can make it more convenient for cars to enter and exit private properties. At the same time, each driveway introduces a conflict point to the roadway network, and it is at conflict points where crashes occur. Excessive numbers of driveways create uncomfortable gaps for pedestrians.

Street Design for Walking, Biking and Transit

The Study Area lacks a **consistent provision of facilities** that would **encourage and support safe and convenient reliance on alternative travel modes**. Lacking are sidewalks for walking, bike paths for biking, and properly located transit shelters for riding the bus.

- **Sidewalks** are not provided within the Study Area on:
 - the west side of Wooddale Avenue, north of Valley View Road,
 - neither the west nor east side of Wooddale Avenue, south of Valley View Road,
 - the north side of Valley View Road, west of Wooddale Avenue.
- There are **only two pedestrian crosswalks (instead of four)** at the intersection of Wooddale Avenue and Valley View Road.
- **Bike paths are needed** on Valley View Road, west of Wooddale Avenue.
- **Pedestrian-oriented street lighting** that is consistently installed throughout the Study Area.
- **Tree-planted boulevards** between sidewalks and the streets.
- **Existing transit facilities** are bus stops (without shelters) that are too close to the street and without pedestrian pathways for access to/from them.

A major challenge is to fit sidewalks, bike paths, and improved transit facilities into the existing public right-of-way and/or to ensure that as redevelopment and development occurs these facilities are included in approved design plans. A related challenge is to ensure that facilities that **encourage and support alternative travel modes** are located so as to make travel to/from key destinations in the Study Area safe and convenient.

A final implementation challenge is to determine the timing for the implementation of the public realm improvements.

5.3 Goals and Policies

Traffic Control and Safety

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

- **Travel Lane Width Reductions:** Study the feasibility of reducing the width of travel lanes on Valley View Road to 11 feet. A section that shows 11 foot-wide travel lanes on Valley View Road is presented on the following page. This section is to be compared to the section that shows existing Valley View Road.
- **Intersection at 62nd / Oaklawn / Valley View:** Study the feasibility of improving the intersection of 62nd Street, Oak Lawn Avenue and Valley View Road to reduce conflicts between northbound left-turning vehicles and westbound south-turning vehicles. An example of how this intersection might be improved is shown on the following page.
- **Reduce the Number of Driveways:** Where feasible, as future development occurs, encourage the sharing of driveways across property lines and ensure that future developments are only allowed the minimum number of driveways necessary to provide convenient and safe ingress and egress.
- **Enforcement:** Increase enforcement of existing traffic safety laws (e.g., speed, tailgating, coming to a complete stop at Stop signs, yielding to pedestrians, etc.) to improve safety.



Figure 5.3: Alternative #3; Oaklawn / 62nd / Valley View Intersection Study is the elimination of a direct connection from Oaklawn Avenue to Valley View Road. Full study found in Background Reports and Information.

Parking

Current parking supplies at the Edina Village Market and the ValleyWood Center typically exceed current parking demand. Recognizing that this may change in the future as development occurs, the following parking-related policies should be adopted.

- **Commercial Parking:** Commercial parking should be **behind or along-side** the buildings and be visually buffered by plantings so as to encourage an active streetscape.
- **Residential Parking:** Residential parking should be located **under the buildings** to the extent allowed by market conditions.
- **Develop Flexible Parking Ratios:** Parking ratios that reflect residents' increasing use of transit service should be applied to new residential developments.

Street Design

Providing facilities for pedestrians, transit riders and cyclists that offer sufficient levels of comfort, convenience and safety will make it easier and more practical for alternative travel modes to be used. Where necessary, the City will need to coordinate with Mn/DOT or other agencies such as Metro Transit to implement the following improvements. In some cases the City and property owners will be able to act alone.

The public improvements described below are illustrated in Figures 5.5 and 5.6; both are illustrative cross-sections of Wooddale Avenue (north of Valley View Road) and Valley View Road (west of Wooddale Avenue). These section should to be compared Figures 5.1 and 5.2 that shows existing conditions in the same locations. The second is a diagram that shows the locations of the streetscape improvements.

- **Crosswalks:** Complete the crosswalks at the intersection of Wooddale Avenue and Valley View Road, connecting all four corners.
- **Construct Sidewalks along Wooddale Avenue:** Construct a new sidewalk and tree-planted boulevard on the west side of Wooddale Avenue between Fairfax Avenue and Valley View Road. Construct a sidewalk on either the west or east side of Wooddale Avenue (or both sides), south of Valley View Road, consistent with the installation of pedestrian-scaled street lighting.
- **Install Pedestrian-Scaled Street Lighting:** Pedestrian-oriented street lighting has been installed along Valley View Road, east of Wooddale Avenue. Install new pedestrian-scaled street lighting within the Study Area consistently throughout the entire node. Extend lighting to a point on Wooddale 150 feet south of Valley View Road (approximately one-half block).
- **Construct a Sidewalk along Valley View Road:** Construct a new sidewalk and boulevard on the north side of Valley View Road between Wooddale Avenue and St. Johns Avenue and further west as appropriate.

Chapter 4 - Land Use and Community Design

- **Provide Bus Shelters:** Coordinate with Metro Transit and adjacent property owners to provide bus shelters that will protect transit riders from inclement weather at the locations with the Study Area where passengers board and alight Routes 6B, 6U, and 587.
- **Construct Boulevards:** Boulevards should be developed along the east and west sides of Wooddale Avenue between the sidewalks and the curbs.
- **Plant Boulevards:** Boulevards within the Study Area should be planted with a variety of trees that grow to a height of less than 30 feet.
- **Bicycle Lanes:** Construct a pair of bicycle lanes on Valley View Road between Wooddale Avenue and St. Johns Avenue and further west as appropriate.

Best Practices

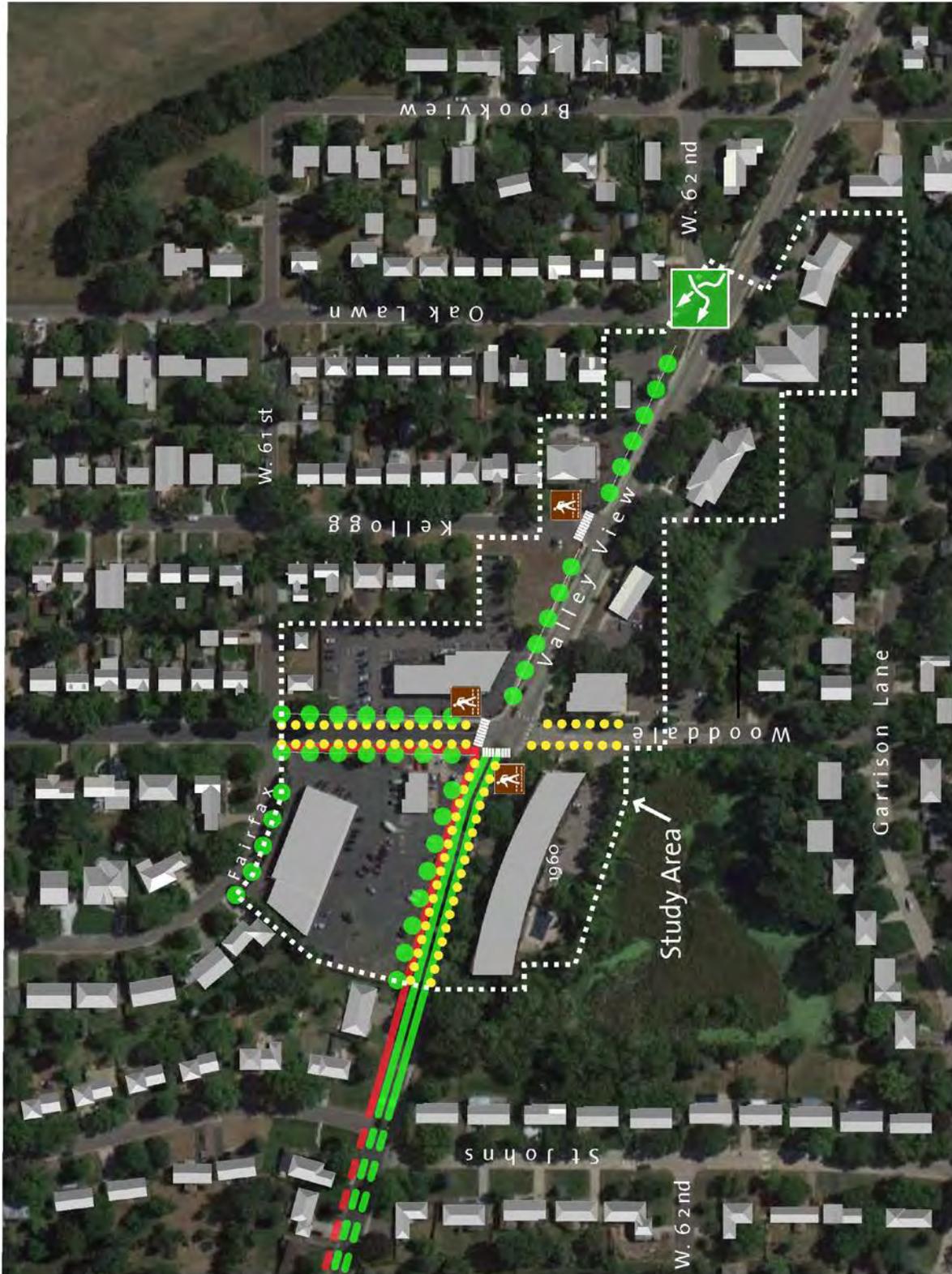
The Small Area Plan process, and this Small Area Plan document does not set specific performance standards for public realm improvements. Upon any improvement, a formal design process will be necessary that ensures the use of best practices in regards to topics such as:

- Community aesthetic or thematic preferences;
- Sustainable materials;
- Energy conservation and carbon reduction goals;
- District stormwater management;
- City of Edina’s ‘Living Streets’ principles and policies.

Key for Figure 5.4 (Following Page)

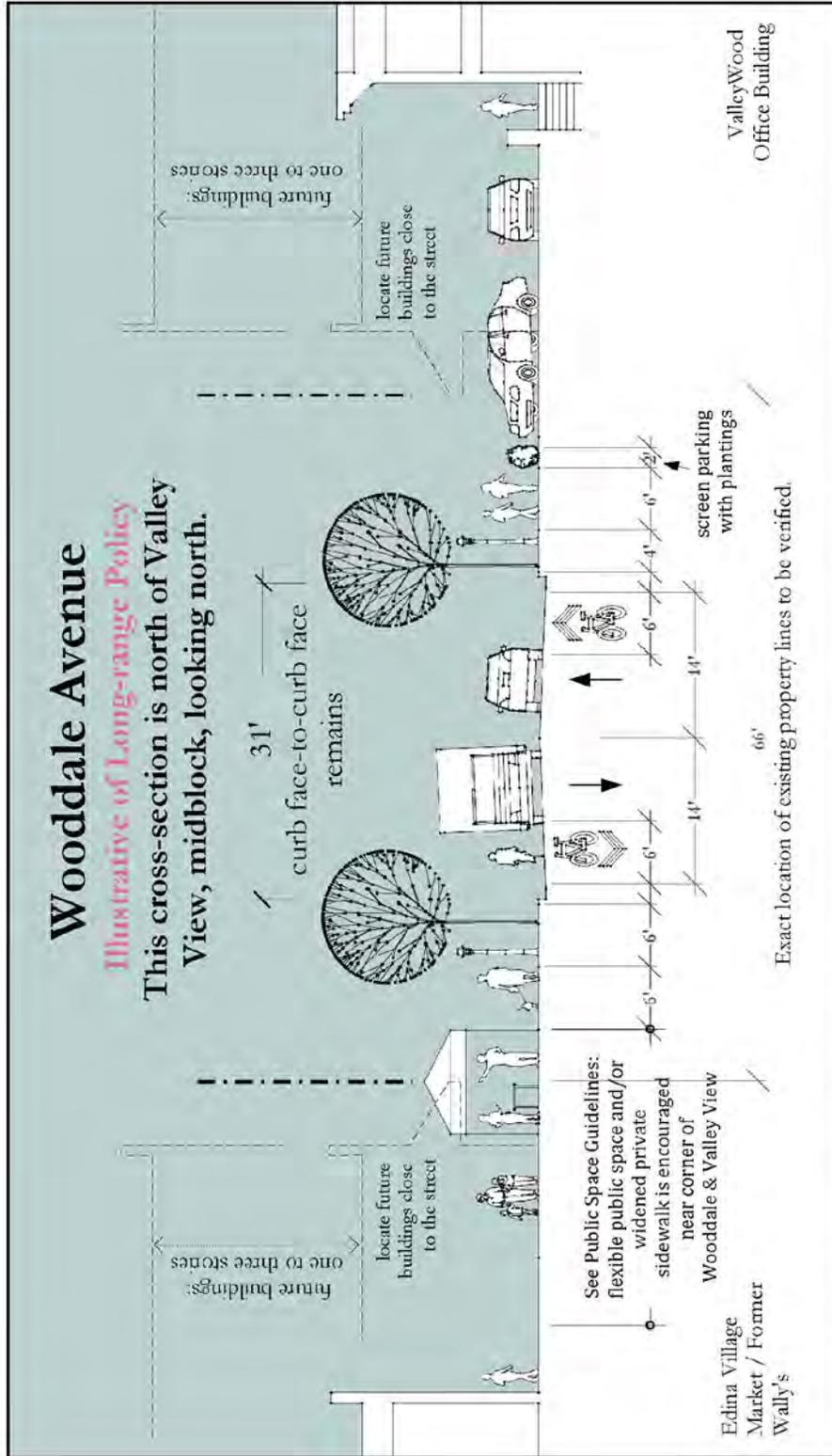
Public Realm Improvements

	New or Improved Sidewalks
	New or Improved Tree Planted Boulevards
	New Bike Lanes
	New Pedestrian-Scale Lighting
	New Cross-walks
	Intersection Improvement(s)



Created by PETER MUSTY LLC for The City of Edina Wooddale Valley View Small Area Plan - Updated January 29, 2015

Figure 5.4
Public Realm Improvements



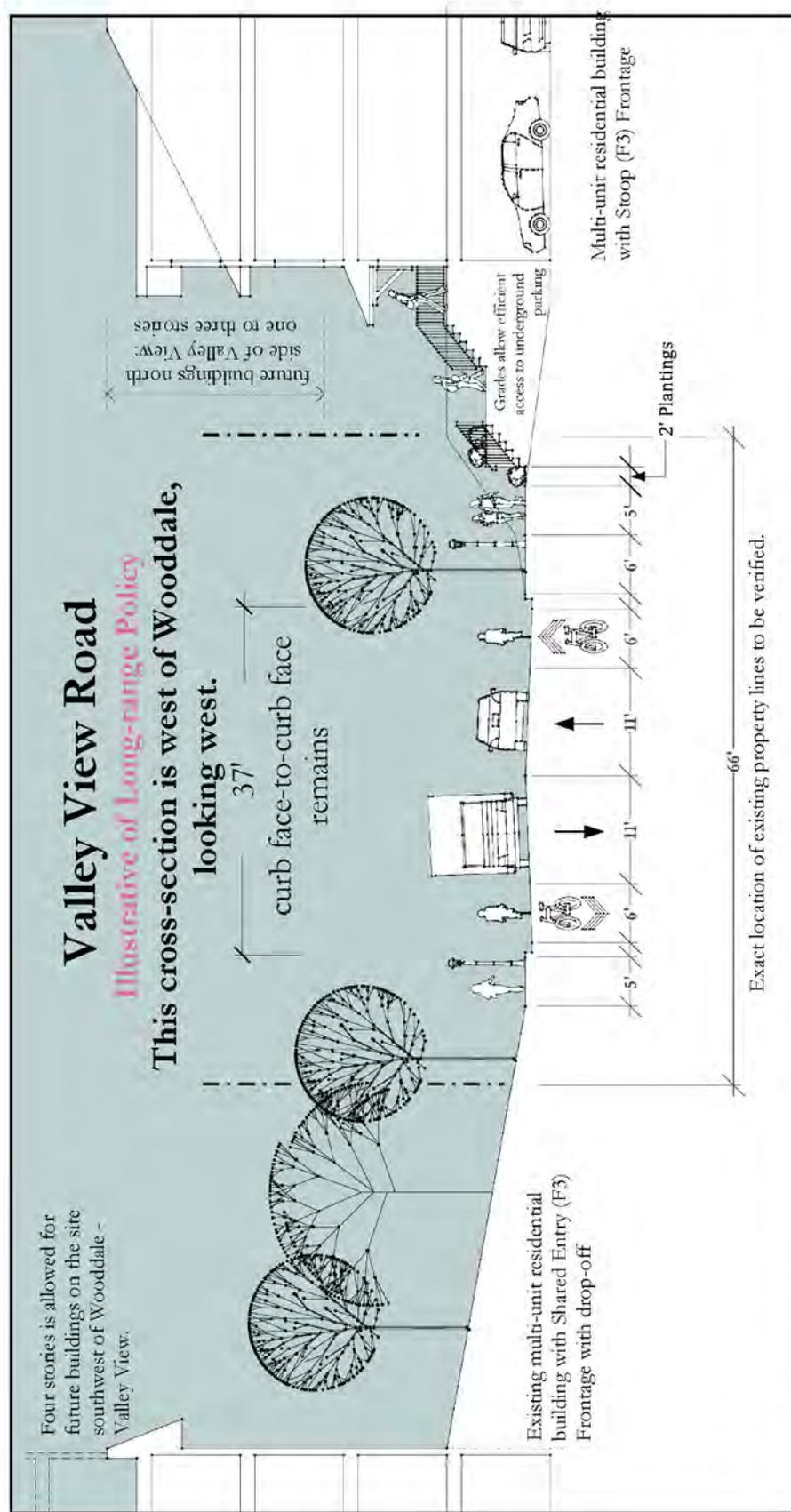
PETER MUSTY LLC

The drawing is for discussion purposes and not for construction.

Updated December 26, 2014

Wooddale Valley View Small Area Plan

Figure 5.5
Wooddale Avenue Illustrative of Long-Range Policy



PETER MUSIY LLC

This drawing is for discussion purposes and not for construction.

Updated December 26, 2014

Wooddale Valley View Small Area Plan

Figure 5.5
Valley View Road Illustrative of Long-Range Policy

5.4 Implementation Steps

Table 5B - Implementation Steps for Transportation and Street Design

Action	Leads	Time Frame
Install and maintain crosswalks	Engineering Department	2015
Provide bus shelters	Community Development Department, Metro Transit, property owners	2015
Study addition of bicycle lanes on Valley View Road	Engineering Department	City to consider with future CIP planning as budgets and priorities allow
Study addition of sidewalk on north side of Valley View Road	Engineering Department	
Study addition of sidewalk on west side of Wooddale Avenue	Engineering Department	
Study installation of street lighting on Valley View Road and Wooddale Avenue	Engineering Department	
Study construction of boulevards	Engineering Department	
Investigate travel lane width reductions on Valley View Road	Engineering Department	
Study intersection improvements at Valley View/62nd/Oaklawn intersection. Implement related Valley View Road improvements within period specified in CIP.	Engineering Department	2018
Consolidate or otherwise reduce number of driveways	Community Development and Engineering	When <i>Comprehensive Plan</i> is updated
Implement policy regarding commercial parking	Community Development Department	When <i>Comprehensive Plan</i> is updated
Implement policy regarding residential parking	Community Development Department	When <i>Comprehensive Plan</i> is updated
Develop policy on flexible parking ratios	Community Development	When <i>Comprehensive Plan</i> is updated
Increase enforcement within the Study Area	Police Department	Ongoing