

MAJOR PLANNING ISSUES

1. WHAT, IF ANY, PUBLIC OR PRIVATE ACTIONS SHOULD BE TAKEN TO REVITALIZE THE STUDY AREA IN ITS CURRENT FORM?

2. WHAT ARE THE VIABLE AND PREFERRED LONG RANGE PATTERNS OF LAND USE IN THE STUDY AREA?

- HOW SHOULD THE CITY-OWNED SITE AT KELLOGG AVENUE BE PLANNED AND ZONED?
- HOW SHOULD OTHER SITES BE USED LONG-TERM?
- SHOULD THE PLAN ALLOW FOR HOUSING? IF SO, WHAT TYPES?

3. WHAT SHOULD BE THE PHYSICAL (BUILT FORM) PARAMETERS* FOR DEVELOPMENT OF EACH SITE IN THE STUDY AREA?

4. WHAT SHOULD BE DONE TO IMPROVE THE EXPERIENCE OF WALKING, BICYCLING OR RIDING THE BUS?

5. WHAT SHOULD BE DONE, IF ANYTHING, TO IMPROVE THE STUDY AREA'S IDENTITY OR SENSE OF "PLACE"?



WOODDALE / VALLEY VIEW SMALL AREA PLANNING TEAM

Members of the planning team work with staff and consultants to facilitate the community engagement process and prepare a draft small area plan for review and approval by the Planning Commission and City Council.

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Connie Carrino

Brian Durst

Arlene Forrest* (Co-Chair)

Carrie Fordahl

Susan Lee* (Co-Chair)

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** City of Edina Planning Commissioners*

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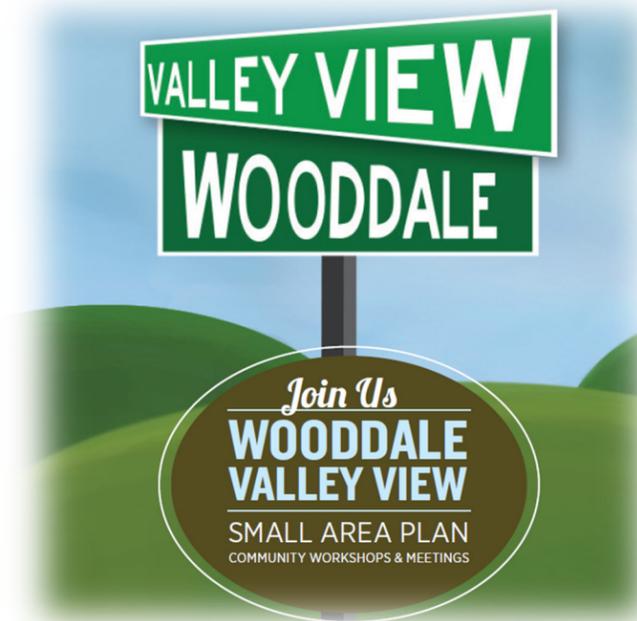
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WOODDALE VALLEY VIEW
NEIGHBORHOOD
COMMERCIAL NODE

WELCOME TO THE WVV DREAM WORKSHOP!

SATURDAY NOVEMBER 8, 2014

8AM

WAKE UP AND CATCH UP
COFFEE & BAGELS
CHAT WITH NEIGHBORS

8:30AM

PRESENTATIONS
TODAY'S SITUATION
TOMORROW'S MARKET TRENDS

9:30 AM

EXERCISE: WVV 2030
*REVIEW AND CRITIQUE FUTURE
SCENARIOS FOR WVV .. SHARE YOUR
IDEAS AND IDENTIFY SOLUTIONS!*

*SPECIAL THANKS TO
EDINA SENIOR CENTER,
JERRY'S AND PAPPAGALLO!*

PROGRESS UPDATE | Wednesday, Dec. 3

Edina Senior Center, 5280 Grandview Square

6 p.m. – 8 p.m. Check in on long-range scenarios and review foundational elements of the small area plan.

UPCOMING:

1. WHAT IS A SMALL AREA PLAN?

Small Area Plans focus on a single district or neighborhood and provide updated (and sometimes more detailed) guidance on the same subjects covered in the comprehensive plan such as land use, urban design, transportation, housing, environmental protection and community facilities and services such as schools and park/natural spaces.

SMALL AREA PLANS ARE LONG-RANGE PLANS.

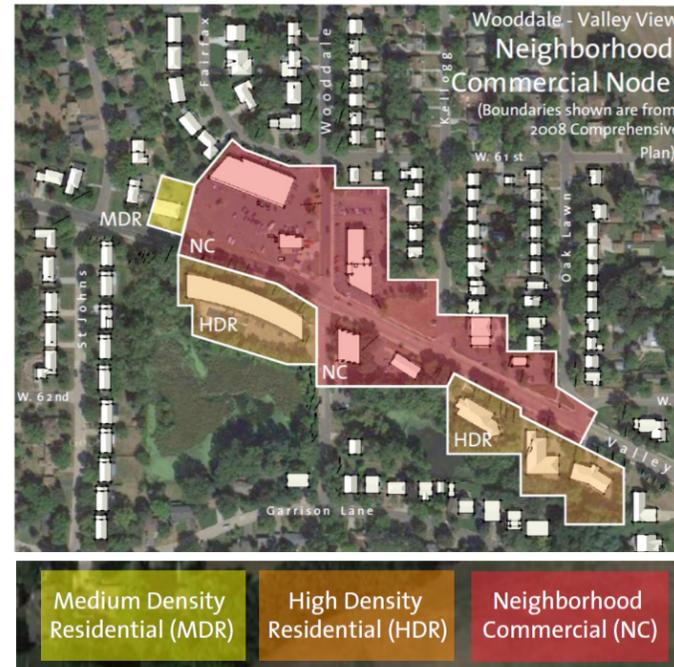
They typically have a scope of 20 years, and primarily provide guidance toward a community-based vision for the long range development of a district, setting in place priorities for the implementation of supporting infrastructure. **Current property owners or businesses will not be forced to change their property or business as a result of the plan.** Any future zoning changes will need to comply with any new land use regulations developed as a result of the plan.

Ultimately the goal of a small area plan is to improve the quality of life within the geographic area, while meeting greater goals outlined in the City's Comprehensive Plan. Small area plans outline a community vision intended to be implemented over an extended period of time as opportunities arise. Small area plans do not guarantee that, what, when or how redevelopment will occur.

2. WHY IS A SMALL AREA PLAN BEING PURSUED AT WOODDALE VALLEY VIEW (WVV)?

The 2008 Edina Comprehensive Plan identifies *Character Districts* throughout Edina. Wooddale-Valley View was identified as one of three *Neighborhood Commercial Nodes* (See Chapter 4, page 18 and 25). All three nodes were also included as *Potential Areas of Change* (See Chapter 4, page 33). Additionally, the plan states: "Given the essentially developed character of the City, the land Use Plan does not include a specific schedule for staging or phasing of redevelopment (in Potential Areas of Change). However, the act of identifying the Potential Areas of Change is intended to highlight the need for Small Area Plans that focus on these areas. These studies, conducted in consultation with residents, property owners, business owners, and commercial property owners, will produce a guide for redevelopment. ..."

The Comprehensive Plan provides guidance on community wide planning principles and community design guidelines, and is the starting point for the WVV process. Below is the approximate boundary identified in the Future Land Use Plan for specific land use designations:



3. WHY NOW?

Municipal comprehensive plans are required by Metropolitan Council to be updated every 10 years, (Edina's next deadline is 2018.) It is on Edina's schedule to develop the small area plan at this time so that portions can be included in the Comprehensive Plan update.

4. WILL THERE BE OTHER SMALL AREA PLANS DEVELOPED?

Yes. Next year's proposed City budget includes funding for a small area plan process at 77th and Cahill, another of Edina's three Neighborhood Commercial Nodes.

5. HAS A NEW DEVELOPMENT BEEN PROPOSED IN THIS AREA?

No, the City hasn't received any new development proposals in the area. However, it is quite possible that the City will receive proposals in the next few years given the age of many of the buildings. As proposals come forward,

a small area plan will help City staff, Planning Commissioners and City Council members make decisions about the future of the area that reflect the wishes of the residents, businesses and other stakeholders. Rumors about proposed Section 8 housing in the area are untrue. There are no proposals for Section 8 housing anywhere in Edina.

6 WHO ARE THE CONSULTANTS?

A team managed by **PETER MUSTY LLC** was chosen by the Small Area Planning Team to assist them. **Peter Musty** is an urban designer from Minneapolis. He brings twenty years of local and national experience in the community based design of walkable and sustainable neighborhoods and smaller context-sensitive site and block-scale infill redevelopments. He recently completed the Loring Park Neighborhood Master Plan (Small Area Plan) in Minneapolis. **Bill Weber** of Weber Community Planning (St Louis Park) and **Bill Smith** of Biko Associates (Minneapolis) will assist Peter in assessments of existing conditions, community engagement and development of the plan. Bill and Bill are certified (AICP) Planners with extensive depth of regional experience developing community based plans like WVV. **Janna King** of Economic Development Services and **Joe Hollman** of Maxfield Research will provide real estate market intelligence via their research into residential and commercial markets, surveys and interviews.

7. WHAT IS THE TIMELINE?

- June 2014 **Kickoff Meeting & Issues Brainstorm** A kick-off meeting was held on June 18. About 75 residents and business owners from the area attended. The meeting included a PowerPoint Presentation and handout. Minutes from the brainstorming session are now available. (See separate handout.)
- July **Identify Planning Team and Consultant**
- Aug-Sep **Develop work plan, prepare for engagement**
- October **Discovery Workshop: Issues**
- November **Dream Workshop: Future Visions**
- December **Progress Update Meeting;** Initial Elements of Small Area Plan
- Early 2015 **Progress Update Meeting** (if necessary)

Early 2015 **Calendar Released:** Formal Review and Adoption Process

Small Area Plan Formal Review and Adoption Process* (See below.)

CITY OF EDINA SMALL AREA PLAN FORMAL REVIEW AND ADOPTION PROCESS:

Both the Planning Commission and City Council have a responsibility to review the small area plan within the context of the greater community. They will be interested in whether the small area plan is consistent with the objectives outlined in the City's comprehensive plan. They will also want reassurance that an adequate effort has been made to gather input from the all of stakeholders within the neighborhood or district. After the community based discovery and vision process, the following formal process will ensure the small area plan document is reviewed by the public, planning commission and city council.

Step #1: Public Hearing before Planning Commission

The small area plan approval process starts with a public hearing before the Planning Commission. In addition to legal notice requirements, the public hearing should be advertised through all of the communication mediums used during the planning process. The Planning Commission may choose to discuss and vote on the plan on the same night or decide to discuss and vote on the plan at a subsequent meeting.

Step #2: Planning Commission Feedback to SAPT

In the unlikely event the Planning Commission does not approve the plan, the planning team has the option of revising plan content based on feedback from the Planning Commission and resubmitting the plan for Planning Commission approval. The planning team also has the option of forwarding the original plan directly to the City Council for approval with the Planning Commission recommendation. After the Planning Commission has voted on the plan, it is referred to the City Council for action.

Step #3: City Council Hearing / Adoption

The City Council may choose to hold a public hearing related to plan adoption. If they choose to do so, the public hearing should be advertised again through the same communication channels. The City Council may choose to discuss and vote on the plan on the same night or decide to discuss and vote on the plan at a subsequent meeting.