

# Edition: Edina

Volume 2, Issue 3

## The City of Edina



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### Legend:

- Infrastructure
- Commercial and Mixed-Use Redevelopment
- Workforce
- Communication and Engagement
- Community Vision
- Aviation Noise

## Speak Up, Edina!

The City's next online discussion is now available at [www.SpeakUpEdina.org](http://www.SpeakUpEdina.org). The discussion, which focuses on a tagline for the City, is available until May 1.

The City of Edina does not have an official tagline. For many years, the City has used part of its vision statement, "For living, learning, raising families and doing business ..." as a sort of tagline. In this discussion, the City asks whether or not residents think having a tagline is important, what community characteristics should be incorporated if one is created and if they have any specific ideas for one.

This month, the City has been gathering feedback on street lighting. Questions asked include what residents think about the current level of street lighting, whether more or less lighting is needed and where, and what kind of lighting they prefer. The feedback from the discussion will be compiled and presented to the City Council April 21.

To weigh in on a discussion, visit [www.SpeakUpEdina.org](http://www.SpeakUpEdina.org).

## 'Failing to Display Headlights' is Police Focus for April

This month, police will focus on drivers failing to display headlights.

"April marks the beginning of spring rains. Rains and road spray often mask or conceal motor vehicles," said

Sgt. Nate Mendel. "State law requires all vehicles to display their headlights any time visibility is impaired by weather, smoke, fog or other conditions that may render people or vehicles indiscernible on the roadway."

Each month, patrol officers focus police efforts on a specific statutory violation in order to educate the public and gain compliance. The violations the Police Department "Focus In" on have seasonal relevance, affect the quality of life in Edina or pose safety risks to residents. All statutes are enforced year-round, but additional attention is paid to the focus of the month.

Education includes a warning to those who violate the statutes or codes. In extenuating circumstances, a citation may be issued. Last April, the Edina Police Department issued 82 verbal or written warnings to motorists who failed to display headlights.

Police have already focused on obstructed vision, failure to signal and unsafe equipment. In the coming months, police will "Focus In" on bike safety, following too close, pedestrian safety, child and seatbelt safety, distracted driving, speeding in school zones, night and snow parking, and the "move over" law.

For more information, contact the Edina Police Department at 952-826-1610.



## Edina Rolls Out Improved City Extra Emails

Residents may have noticed that recent emails from the City of Edina have a refreshed look. That's because the City recently began sending City Extra emails through a new distribution tool.

"There is so much more that we can do with this new system. Emails will be sent using HTML, which will allow us to produce much more polished emails," explained Communications Coordinator Krystal Caron. "We can now merge in certain information so emails may be more personalized to each subscriber. We also can include photos. So, for example, Edina Liquor is now sending emails that include images of the products on special rather than just plain text highlighting the sale."

Edina uses City Extra to send emails to the community about a variety of things, including City Council updates, City publications and notices, Engineering projects, neighborhood updates, Parks & Recreation updates, public safety notices and

other general announcements. The City has nearly 90 different subscription lists with a total of more than 20,000 subscribers.

The new email distribution software, MailChimp, also has reporting options that will give City staff a glimpse into what emails are most useful to residents and what links recipients click most often. The new emails will also make it easier for recipients to communicate with the sender of the email. In addition to easily being able to reply to the sender, users can quickly access the City's website and social media channels.

Caron explained that users of City Extra shouldn't notice any negative effects from this upgrade. If you have an account on the City's website, log in to update or create your subscription preferences. To create a new account to receive emails from the City, visit [www.EdinaMN.gov/CityExtra](http://www.EdinaMN.gov/CityExtra).

For more information on City Extra or signing up, contact Caron at 952-826-0347 or [kcaron@EdinaMN.gov](mailto:kcaron@EdinaMN.gov).



City Extra emails have a fresh look that now includes photos, more organized formatting and colorful layouts.

## HRRC Recognizes Days of Remembrance

The City of Edina Human Rights & Relations Commission (HRRC) will recognize Edina's fifth-annual Days of Remembrance on April 19 during Minnesota-recognized Genocide Awareness and Prevention Month. The group will hold a program entitled "Days of Remembrance: From the Armenians to the Holocaust" 1 to 3:30 p.m. Sunday, April 19, at Edina City Hall.

"The City of Edina is committed to remembering those who perished and to protecting human rights for all people," said HRRC Chair Jan Seidman. "Edina's Days of Remembrance event, initiated by a local resident, aims to raise awareness and understanding for those whose lives and cultures have changed forever as a result of the Holocaust and other genocides."

The program will be comprised of three parts: a discussion on the topic of genocide denial, personal testimony from a Holocaust survivor and a play, "Upstanders: Saving Armenians and Jews."

Ellen Kennedy, member of the HRRC and Executive Director of World Without Genocide, will discuss the denial of the Armenian genocide and Holocaust. This year marks the 100th anniversary of the genocide of the Armenians during World War I when more than 1.5 million innocent men, women and children were starved to death or murdered.

"There are no [longer any] survivors of the Armenian genocide ... and the few remaining Holocaust survivors are elderly," said Kennedy. "When we have no more survivors and no more witnesses, how do

we understand what happened, and more critically, how do we use that information to prevent future genocides?"

This year is also the 70th Anniversary of the liberation of Auschwitz. Holocaust survivor Dora Eiger Zaidenweber will share her personal story of her family's incarceration in a Polish ghetto, imprisonment

at Auschwitz, transfer to Bergen-Belsen and liberation. She also will have copies of her family memoir, *Sky Tinged Red*, available for purchase.

Finally, the play, "Upstanders: Saving Armenians and Jews" will conclude the event. More than 25,000 people are recognized as "righteous among the nations" for their efforts to save the lives of Jews during the Holocaust. Only four of those "righteous among the nations" were Americans, while 24 were Armenians. They had experienced the Armenian genocide and fled to

countries throughout Europe. When the Nazis targeted the Jews, these courageous Armenians paid it forward to save the Jews. This play tells their stories and invites others to become upstanders for human rights.

The event is free and open to the public. Lawyers can receive two standard continuing legal education (CLE) credits (\$35 fee), peace officers can receive two peace officer standards and training (POST) credits (\$35 fee) and educators can receive two "clock hours" at no cost. Registration is not required.

For more information, contact HRRC Staff Liaison MJ Lamon at 952-826-0360 or [MLamon@EdinaMN.gov](mailto:MLamon@EdinaMN.gov).



Submitted photo

Dora Eiger Zaidenweber is a Holocaust survivor and one of the guest speakers for the 2015 Days of Remembrance event.

## Taste of Edina Celebrates 20 Years with More Flavor than Ever Before



Taste of Edina, the kickoff to Edina Liquor's annual spring sale, will be held in late April.

Edina Liquor partners with the Edina Chamber of Commerce at Taste of Edina to showcase its products and vendors alongside about 30 local restaurants. The 20th-annual tasting event will be held 4:30 to 7:30 p.m. Thursday, April 30, at the Westin Galleria Edina hotel, 3201 Galleria.

"[Taste of Edina is] a great community event," said Liquor Operations Director Steve Gausam. "It's a great partnership with the Chamber, and [serves as] the kickoff to our spring sale."

Last year's event featured a competition among chefs. Because of its popularity, a second-annual competition will be held. It will feature three local chefs, celebrity judges and emcee Jason DeRusha of WCCO. A cake-decorating contest among pastry chefs will also be held. The cakes are to highlight the event's 20th anniversary.

"The response from the community has been overwhelming," said Edina Chamber of Commerce President Lori Syverson of the 500 or so people who attend Taste of Edina. "... [people] were impressed that a community the size of Edina had such a well-planned and well-attended event. There are very few communities that can do an event of this level."

This year's event will have a new layout with the addition of another banquet room. Besides providing



Submitted photo

Taste of Edina is a long-time event that continues to make Edina a "stand-out" community among other metro suburbs.

extra space for people to move around, the additional banquet room will include a high-end wine table featuring wines from Chateau Ste. Michelle Wine Estates and seven different Minnesota beer tables featuring Fulton, Summit, Surly and more.

"It's a really good community event and people seem to really have a good time," said Gausam. "It's classy; the food is always wonderful. It's just a great combination of food, beer and wine that I don't think any other city can beat."

Tickets are on sale now and can be purchased through the Edina Chamber of Commerce or at any Edina Liquor store. Cost is \$35 in advance and \$40 at the door.

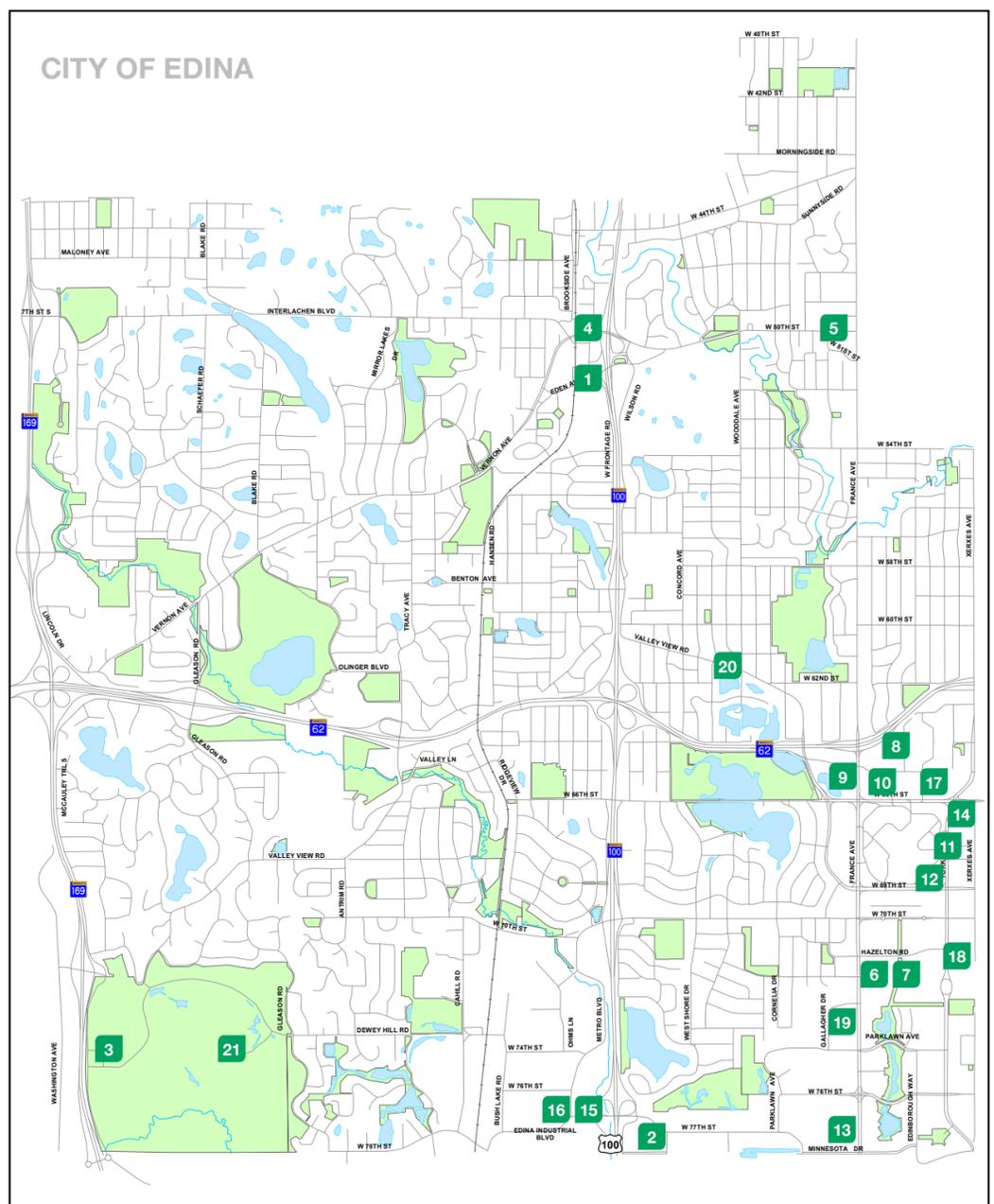
For more information, visit [www.tasteofedina.com](http://www.tasteofedina.com) or visit any Edina Liquor location.

## Commercial Development Tracker

In this commercial development tracker, the City of Edina includes commercial reconstruction projects or new constructions that have been completed in the last 12 months, are currently under construction, have filed a formal application to the City, have been approved or have presented a non-binding sketch plan to either the Planning Commission or the City Council. For more information, visit [www.EdinaMN.gov/Planning](http://www.EdinaMN.gov/Planning) or contact the Community Development Department Planning Division at 952-826-0369.

- 1 Business/Project:** Grandview/Former Public Works  
**Location:** 5146 Eden Ave.  
**Developer:** Unknown  
**Status:** In Progress  
*The City of Edina is in the process of determining what mix of public and private uses could best work on the site. Frauenshuh, Inc. was selected as a development partner to gather and refine ideas. Three concepts will be available for comment at an Open House 5:30-7:30 p.m. Wednesday, April 22, at the Edina Senior Center.*
- 2 Business/Project:** Pentagon Revival  
**Location:** 4901, 1815, 4820, 4600, 4660, 4510, 4530, 4550 W. 77th St. and 7600 Parklawn Ave.  
**Developer:** Hillcrest Development  
**Status:** Unknown  
*The developer plans to redevelop the 43-acre site in southeast Edina. The plan may include 1.4 million square feet of office space, 40,000 square feet of retail and a 400-room hotel. The six-story tower at 4640 W. 77th St. was torn down late last year.*
- 3 Business/Project:** Braemar Field and the Backyard Rink  
**Location:** 7501 Ikola Way  
**Developer:** City of Edina  
**Status:** Complete  
*This project is complete. The project included an outdoor, covered refrigerated ice rink and a seasonally domed 100,000-square-foot athletic field.*
- 4 Business/Project:** Grandview Townhomes  
**Location:** 5109-5125 W. 49th St.  
**Developer:** Hunt Associates  
**Status:** On Hold  
*The developer planned to raze the existing buildings and construct a new, 17-unit attached housing development on the 1.43-acre site.*
- 5 Business/Project:** 50th & France Ramps  
**Location:** 50th & France  
**Developer:** City of Edina  
**Status:** Complete  
*In 2014, the City of Edina completed upgrades to the parking ramps at 50th & France, including new paint, parking surfaces, LED lighting, way-finding signage and other maintenance. The City also acquired property at 3930 and 3944 W. 49 1/2 St. to expand parking. The City is currently weighing its options with the sites.*
- 6 Business/Project:** Byerly's  
**Location:** 7171 France Ave. S.  
**Developer:** Lund Food Holdings  
**Status:** Complete  
*Construction is complete on a 47,000-square-foot Byerly's store. The new store opened in fall 2014.*

**Business/Project:** 71 France  
**Location:** 7171 France  
**Developer:** Lund Food Holdings  
**Status:** In Progress  
*Construction is underway on a seven-story, 109-unit apartment building with 10,450 square feet of retail; another six- or seven-story, 77-unit apartment building with 10,711 square feet of retail; and a six-story, 48-unit apartment building with 11,162 square feet of retail are planned. All three buildings will include two levels of underground parking.*
- 7 Business/Project:** Think Bank  
**Location:** 3655 Hazelton Road  
**Developer:** HTG Architects  
**Status:** Complete  
*A restaurant was razed and replaced with an 8,441-square-foot, two story bank. The bank includes a drive-thru, meeting/training room, employee lounge and a rooftop patio.*
- 8 Business/Project:** Fairview Southdale Hospital  
**Location:** 6401 France Ave. S.  
**Developer:** Brian Lubben, Walker & Associates/Fairview Southdale Hospital  
**Status:** In Progress  
*Construction is under way for an 89,000-square-foot expansion of the hospital's emergency room.*
- 9 Business/Project:** Aurora on France  
**Location:** 4005 W. 65th St. & 6500 France Ave.  
**Developer:** Aurora Investments, LLC/Mount Development  
**Status:** Planned  
*The developer plans to construct a 220,000-square-foot, five-story, 195-unit senior care building. The plan includes one level of underground parking.*
- 10 Business/Project:** Southdale Medical Center  
**Location:** 6545 France Ave. S.  
**Developer:** Oak Development  
**Status:** In Progress  
*The developer is expanding the existing building and constructing a four-story, 60,000-square-foot addition and expanding the parking ramp.*



- 11 Business/Project:** The Onyx  
**Location:** 6725 York Ave. S.  
**Developer:** Lennar  
**Status:** Planned  
*The developer razed the existing commercial building and single-family homes. A six-story, 296,000-square-foot building with 242 luxury apartments and 12,000 square feet of first-floor retail is planned.*
- 12 Business/Project:** One Southdale Place  
**Location:** One Southdale Place  
**Developer:** Stuart Co.  
**Status:** Nearing Completion  
*Construction is nearing completion on 3-, 5- and 10-story apartment buildings containing 232 luxury units.*
- 13 Business/Project:** Restaurant  
**Location:** 7700 France Ave.  
**Developer:** Frauenshuh, Inc./Parasole Restaurant Holdings  
**Status:** Pending  
*The developer received approval to build a 7,600-square-foot freestanding seafood restaurant. The building will have seating for up to 242 diners, and an outdoor seating area and bar along France Avenue.*
- 14 Business/Project:** Taco Bell  
**Location:** 3210 Southdale Circle  
**Developer:** Border Foods  
**Status:** Complete  
*The Taco Bell building was razed and rebuilt in 2014. The new building is slightly smaller and more modern than its predecessor.*
- 15 Business/Project:** Commercial Development  
**Location:** 5100 Edina Industrial Blvd.  
**Developer:** DJR Architects  
**Status:** Unknown  
*The developer is proposing to tear down the existing 20,388-square-foot office building and build a new 16,000-square-foot retail building with a drive-thru.*
- 16 Business/Project:** Commercial Development  
**Location:** 5108 Edina Industrial Blvd.  
**Developer:** Frauenshuh Commercial Real Estate  
**Status:** Planned  
*The developer is proposing to build a new 10,000-square-foot retail building with a drive-thru to replace the existing 12,199-square-foot building.*
- 17 Business/Project:** 66 West  
**Location:** 3330 W. 66th St.  
**Developer:** Beacon Interfaith Housing  
**Status:** Planned  
*The City approved a rezoning and development plan to redevelop the 18,179-square-foot former bank. The developer plans to remodel and expand the building into 39 studio apartment units for young adults who have experienced homelessness. The proposed addition is 11,888 square feet.*
- 18 Business/Project:** Continental Gardens  
**Location:** 7151 York Ave.  
**Developer:** Mesaba Capital  
**Status:** In Progress  
*Construction is under way on a new four-story, 100-unit senior assisted living building west of the existing Yorktown Continental Living apartments. Thirty of the units will be used for memory care.*
- 19 Business/Project:** 7200 LCC  
**Location:** 7200 France Ave.  
**Developer:** DJR Architects  
**Status:** Unknown  
*The developer proposes to tear down the existing office building on the 3.51-acre site and build a four- or five-story mixed-use development. The building would include 160 luxury apartments, 32 of which would be affordable, 20,000 square feet of retail space and two levels of underground parking.*
- 20 Business/Project:** Restaurant  
**Location:** 4500 Valley View Road  
**Developer:** Shea/Paul Dzubnar  
**Status:** Unknown  
*The developer proposes to remodel the existing vacant gas station into a restaurant. The remodeling would include a 500-square-foot restaurant for a kitchen and trash enclosure, and a 640-square-foot, three-season patio. The restaurant would be designed for 80-86 seats, including the bar area.*
- 21 Business/Project:** Braemar Golf Course  
**Location:** 6364 John Harris Drive  
**Developer:** City of Edina  
**Status:** In Progress  
*After entering an agreement with Tin Fish, the clubhouse at Braemar Golf Course is undergoing renovation. Once complete, the clubhouse will have a new look and feel with new lighting and electrical infrastructure, new carpeting, new furniture, a new entrance and patio and updated banquet room bathrooms. Additionally, the Course's driving range will be expanded and improved and the executive course will be reconstructed as a Par 3. Construction on the range and course is expected to begin in July. The driving range and executive course would reopen in May and June 2016, respectively.*