

3930 West 49-1/2 Street
Edina, Minnesota



Request for Proposal – Property Redevelopment Responses Due Friday September 30, 2016 (4:30 P.M.)

The Edina Housing and Redevelopment Authority (HRA) seeks proposals to acquire and redevelop publicly-owned property located in the 50th and France Commercial Area. The Edina HRA is seeking a qualified and capable real estate developer to deliver a new project that includes new public parking and new commercial space in a manner that is successful in the marketplace and complements the character of 50th & France.



BACKGROUND

The City of Edina and the Edina HRA have been integrally involved with the 50th & France Commercial Area for nearly 50 years. The first district parking ramp was constructed in 1968. A plan to encourage stabilization and growth of the district was approved in 1974 and streetscape and parking improvements were implemented over the subsequent decades.

50th & France, Edina’s downtown, is a vitally important community and business node. The City strives to maintain the role of 50th & France as a neighborhood destination for premier shopping, dining and entertainment with regional appeal.

SITE INFORMATION

Parcel Address:	3930 W. 49-1/2 St.
Parcel I. D. No:	18-028-2414-0026
Parcel Size:	0.37 acres
Zoning Designation:	PCD-2
Site Conditions:	Vacant lot; remediation completed in 2014
Recent Purchase Price:	\$2.65 million for a “clean” site (June 2013)

ADJACENT PARCEL INFORMATION

The City of Edina and Edina HRA also own several adjacent parcels.

Parcel Address:	3936-3940 W. 49-1/2 St.	3944 W. 49-1/2 St.	3925 W. 49-1/2 St.
Parcel I. D. No:	18-028-2414-0030 18-028-2414-0034	18-028-2414-0035	18-028-2414-0036 18-028-2414-0032 18-028-2414-0120 18-028-2414-0123 18-028-2414-0023
Parcel Size:	0.57 + 0.15 = 0.72 acres	0.24 acres	0.34 + 0.46 + 0.27 + 0.23 + 0.23 = 1.53 acres
Zoning:	PCD-2	PCD-2	PCD-2
Current Site Conditions:	North Parking Ramp, constructed 1991 with 1997 expansion, 260 stalls	Vacant building; acquired for public parking expansion in December 2014 for \$1.55 million	Center Parking Ramp and Surface Parking Lot, constructed 1976, 271 stalls



ZONING INFORMATION

Relevant excerpts from Edina’s zoning regulations are summarized below. The complete zoning regulations (Chapter 36 of Edina City Code) are found here:

https://www.municode.com/library/mn/edina/codes/code_of_ordinances

Zoning District	PDC-2 (Planned Commercial District)
Allowable Uses (Chapter 36, Article 8, Division 8)	A wide variety of commercial services (retail, services, restaurant, office, etc.) are allowed; multi-family housing is also allowed on upper levels of a building
Maximum FAR (Sec. 36-617(a))	1.5
Maximum Height (Sec. 36-617(c))	As required by setbacks, but not to exceed 4 stories or 48 feet, whichever is less
Required Parking (1974 50 th & France Plan)	Public ramps may be used to serve parking up to a maximum 1.0 FAR. Sites approved with a higher FAR must provide private parking on site for the portion of the building larger than FAR 1.0.
Required Setbacks (Sec. 36-617(b))	Front: to match adjacent setbacks Side: not applicable Rear: 25 feet or building height
Exterior Wall Finishes (Sec. 36-618(11)a)	Allowable materials include: face brick, natural stone, precast concrete units with decorative materials, metal framed panels, glass and prefinished metals. <i>NOTE: Traditional materials (like standard size face brick with stone accents are strongly preferred to maintain the existing character of the 50th & France District)</i>
Housing Density (Amended Comp. Plan, Table 4.3)	30 units per acre
Housing Affordability (2015 City Policy)	10% of units must be affordably-priced for projects with greater than 20 units or alternate means must be provided
Deviations from Ch. 36 Standards (Sec. 36-95)	Variances or rezoning (including PUD) may be considered through the City of Edina’s standard development review process.
Utility Connection Fees	Standard utility fees (SAC, WAC, REC, etc) apply.
Storm Water	Most parcels in this area were not designed to meet current storm water standards. Redevelopment parcels must comply with requirements of Minnehaha Creek Watershed District.

OTHER RELATED DEVELOPMENT INFORMATION

In recent years, the City of Edina and Edina HRA have explored alternatives for public parking.

2011 Walker Parking Study	Identified the need for 140 to 200 additional parking stalls to better serve the District. This accommodates anticipated demand during regular business hours as well as the peak time during the peak holiday season.
2012 North Ramp Expansion Study – East (3930)	Estimated that a total of 131 new parking spaces could be constructed on three levels - 37 spaces on the ground floor with 47 spaces on the second and third floors.
2012 North Ramp Expansion Study – West (3944)	Estimated that 27 to 52 new parking spaces could be constructed on one or two levels, with 4,900 square feet of commercial space on the street level.
2014 P-23 Feasibility Study	Identified the preference to expand public parking on upper or lower levels and to encourage new commercial activity on the street level.
2015 KHA North Ramp Expansion Study	Confirmed that the existing North Ramp has the strength to accommodate one additional level of parking, provided that a few critical structural elements can be upgraded. This vertical expansion could deliver approximately 75 new parking spaces. The estimated cost of this work is \$3.4 million, including design, construction, and construction oversight.
Environmental Clearance	The MN Pollution Control Agency (MPCA) provided a “No Further Remediation” letter for the 3930 parcel after the building was razed and remediation completed in 2014.

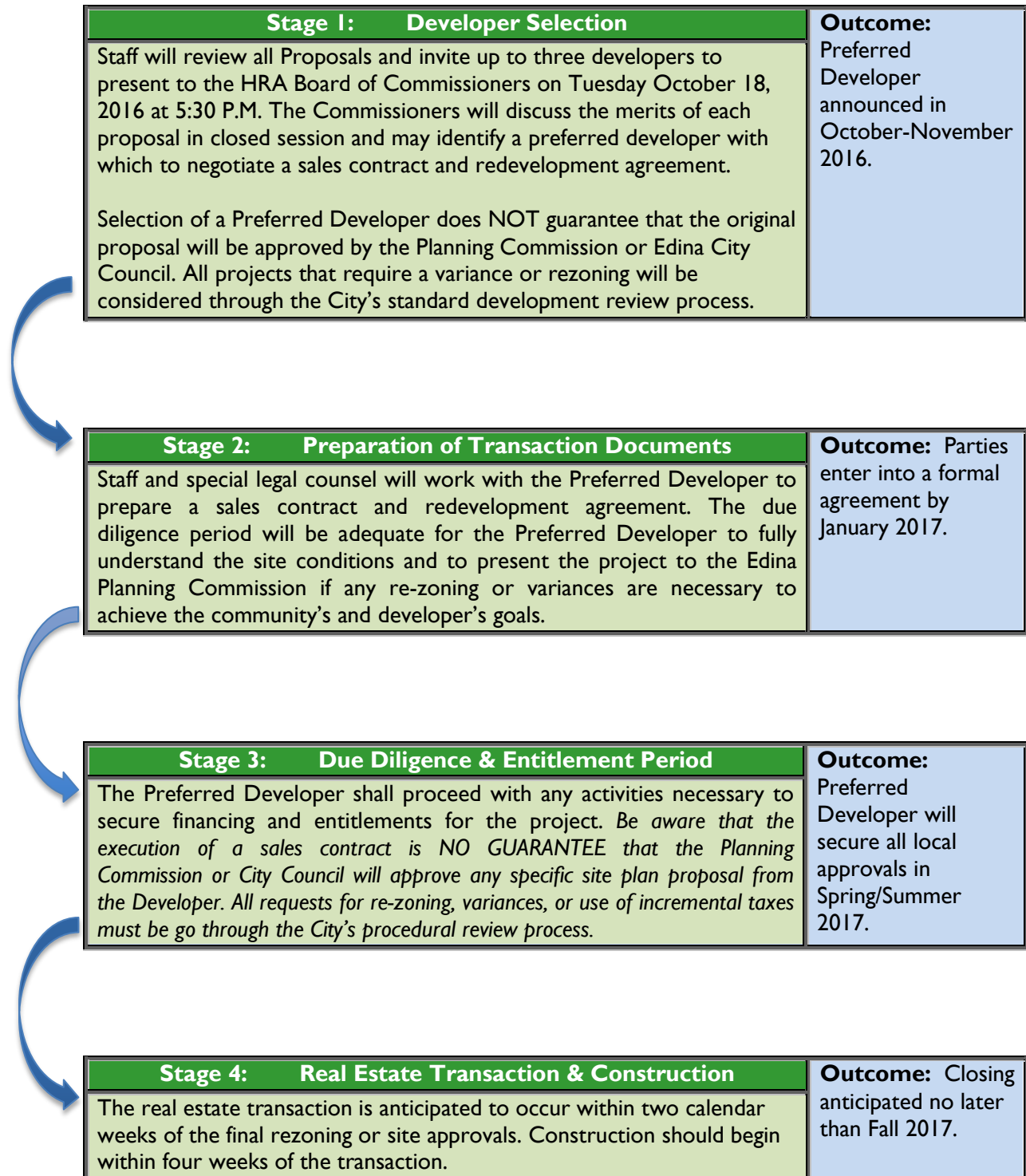
EXPECTATIONS OF ALL PROPOSALS

- 1) Compliance with Edina Comprehensive Plan and consistency with applicable portions of Southdale Area Principles.
- 2) Increased taxable value.
- 3) Additional public parking stalls.
- 4) Commercial space on street level.
- 5) Inclusion of adjacent parcels, if possible, to add street life and commercial vibrancy on West 49-1/2 Street

- 6) Proposals that include new housing must comply with Edina's Affordable Housing Policy. In short, 10% of the units must be affordably-priced to households earning no more than 60% of the Area Median Income or an equivalent monetary contribution must be provided to construct these units elsewhere in Edina.
- 7) Upper levels are encouraged to align (vertically) with the adjacent North Parking Ramp. The existing entrances to the North Ramp can also provide access to the 3930 site.
- 8) The faces of the proposed building adjacent to public streets must step back at the 2nd or 3rd level and the building elevations must be well articulated to achieve a human-scale that is consistent with the existing character of 50th and France.
- 9) Finish materials must be consistent with the existing character of 50th & France. Strong preference is given to natural brick and stone. Synthetic materials, other than miscellaneous trim, is discouraged.
- 10) Public sidewalks, at least 10 feet in width must be provided along all streets and should match the existing brick pavers. Stamped and colored concrete will be considered, but current preferences favor natural brick pavers. The sidewalk itself must be at least 6 feet while the boulevard should be hardscaped with street trees and landscaping in character with the streetscapes along West 50th Street.
- 11) The redeveloped site must include a plaza, podium, or similar space where public art can be displayed.
- 12) Any impacted Metro Transit bus stop must be replaced and improved.
- 13) The parcel is anticipated to be sold for market-value. Land write-downs will only be considered if 70 or more stalls of public parking are provided on the site.
- 14) Any impact or damage to the existing public parking facilities or public improvements in the right-of-way must be repaired or replaced by the Developer.
- 15) Any loss of public parking stalls in the existing public parking facilities must be replaced at a one per one (1:1) ratio.
- 16) Although a No Further Remediation letter has been received, the Developer is solely responsible, if necessary, to remediate any environmental contaminants to the satisfaction of the MN Pollution Control Agency or other regulating body.
- 17) The City may support and/or sponsor grant applications to outside agencies as deemed necessary by the Developer.

DEVELOPER SELECTION AND APPROVAL PROCESS

A multi-step process will be used to identify the preferred developer and to secure required approvals to proceed with a real estate transaction and construction.



SUBMISSION REQUIREMENTS

Interested entities (whether an individual, company, or team) should submit a Proposal that includes the following information:

- 1) Name, mailing address, telephone number, and email address of the primary contact person;
- 2) Identification of project team, including architect and contractor/construction manager;
- 3) Project list that identifies two or more completed projects of a similar nature or scale;
- 4) Brief narrative that describes the proposed project, its likely users, estimated start date, completion date, full-occupancy date and approximate development cost;
- 5) Proposed purchase price for the land;
- 6) Rationale for purchase price, if less than market value
- 7) Identification of other parcels which will be included in the overall development proposal;
- 8) Financial uses, including land acquisition, hard construction costs, and soft costs;
- 9) Financial sources, including equity, debt, and grants, if any;
- 10) If a financial gap exists, provide clarification regarding the gap and the need for a land write-down; developer fees and estimated profitability must be identified if a land write-down is proposed;
- 11) Preliminary site plan;
- 12) Conceptual elevations, floor plans and renderings to illustrate the proposed project;
- 13) Anticipated finish materials;
- 14) Identification of any variances, re-zoning, or amendments to Comprehensive Plan; and
- 15) Any other information that is critical to the City's and HRA's ability to evaluate the proposal.

Respondents are encouraged to be thorough, yet concise. **Submission is due by 4:30 P.M. on Friday September 30, 2016.** The Proposal must be submitted in electronic format (email or flash drive preferred) with 10 printed hard copies delivered to:

Edina Housing and Redevelopment Authority
4801 West 50th Street
Edina, MN 55424
Attention: Bill Neuendorf, Economic Development Manager

SELECTION

All complete submittals will be evaluated by an ad-hoc selection team comprised of City staff likely to be engaged in the development planning process. The selection team may also include representatives from the 50th & France area.

Submittals will be evaluated on the following criteria:

- Compliance with height restriction and minimized impact to residential properties north of the site (up to 15 points)
- Assembly of adjacent or nearby parcels (up to 10 points)
- Anticipated growth in taxable value (up to 10 points)
- Creation of new public parking (up to 20 points)
- Creation of new commercial space (up to 15 points)
- Creation of new market rate housing units (up to 10 points)
- Creation of public plaza or similar public areas (up to 5 points)
- Reduction of existing curb cuts and vehicle-pedestrian conflict points (up to 5 points)
- Capacity of team to complete project (up to 10 points)

Selected responders will be invited to give in-person presentations to the Edina HRA tentatively scheduled on Tuesday October 18, 2016 at 5:30 P.M. The Edina HRA will discuss the merits in closed session and follow up with the preferred respondent. Preparation of a sales contract and redevelopment agreement is anticipated to begin shortly thereafter.

TERMS

This is a Request for Proposals and in no way obligates the responder to enter into a relationship with the Edina HRA. Nor does this request obligate the Edina HRA to enter into a relationship with any entity that responds, nor does it limit or restrict the Edina HRA's right to enter into a relationship with any entity that does not respond to this request.

In its sole discretion, the Edina HRA may pursue discussions with one or more entities responding to this request, or none at all. The Edina HRA further reserves the right, in its sole discretion, to cancel this Request for Proposal at any time for any reason. All costs associated with responding to this request will be solely at the responder's expense.

ADDITIONAL INFORMATION

In addition to this RFP, the Edina Zoning Code, Comprehensive Plan and Affordable Housing Policy are available online at www.EdinaMN.gov. Any addendum to this RFP will be posted on the City's website at least one week prior to the submittal deadline.

Please direct questions about this Request for Proposal solely to Bill Neuendorf, Economic Development Manager at 952-826-0407 or bneuendorf@EdinaMN.gov. Please do not contact elected officials or other staff members. Responses will be provided and posted online to questions received before 4:30 P.M. on Friday September 30, 2016.