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Date: January 11, 2016

To: Planning Commission

From: Cary Teague, Community Development Director

Re: Sketch Plan Review – 49^{1/2} Street Redevelopment Proposal

The Planning Commission is asked to consider a sketch plan proposal to re-develop 2.9 acres of land on both sides of 49-1/2th Street, in the 50th and France Business District. (See location on pages A1-A4.) The properties are owned by the City of Edina's Housing and Redevelopment Authority (HRA). In August 2016, the HRA issued a Request for Proposal (RFP) to redevelop vacant property located at 3930 W. 49-1/2 Street. This property was purchased by the HRA in 2013 with the intent of creating additional public parking for the commercial district. Prospective developers were encouraged to provide creative ways to deliver public parking while also adding street life, vibrancy and new business opportunities. Interested developers were encouraged to consider including other adjacent properties to increase the impact of the redevelopment effort on W. 49-1/2 Street.

On December 20th, Buhl Investors/Saturday Properties were selected by the HRA as the development partner. The selection of the development partner did not intend or imply that the plans would be approved. The normal full development review process is still required. This is the first step in that process.

The specific proposal is for a multiple (2) phase development, that includes not only the vacant 3930 site, but the two public parking ramps and the old Hooten Dry Cleaner site. As proposed, at full build out, the site would include:

- 877 new parking stalls (an increase of 155 public parking stalls from what the two public parking ramps that exist there today);
- 131 apartment units (10% affordable);
- 30,000 square feet of new retail (19,000 square feet has or will be removed - Edina Realty & Hooten Cleaner); and



- 27,000 square feet of public space with expanded sidewalk and improved pedestrian connections.

All existing structures would be removed with the exception of the north ramp, which would be expanded and refinished. (See phasing plan on page A6, and the full redevelopment plans on pages A5-A36.)

To accommodate the request the following is required:

- A Comprehensive Plan Amendment to increase the height maximum from four stories and 48 feet to six stories and 73 feet south of 49-1/2 Street and north of 51st Street, and increase the density from 30 units per acre to 50 units per acre in the MXC-Mixed Use Center; and
- A Rezoning from PCD-2 to PUD, Planned Unit Development.

The Southdale Area Development Principles were shared with the applicant; and they have done an exceptional job of incorporating many of the core principles into the proposed plans. They have divided the south parcels into smaller blocks providing improved pedestrian separations and connections. The existing middle ramp has been split on the ground level to make a clear pedestrian connection from 50th Street to 49-1/2 Street. Public spaces and plazas are proposed. Sidewalks are proposed along the street consistent with the 50th and France area. (See page A11 & A19.)

COMPLIANCE TABLE

As demonstrated on the table on the following page, the height and density of the proposed development is not allowed by current City Code and Comprehensive Plan.



	City Standard (PCD-2)	Proposed
<u>Building Setbacks</u> Front – 49-1/2 Street Side Rear – North	10 & 5 feet (match existing setback) 0 feet 21 feet 50 feet from R-1 property	10 & 5 feet (matches existing) 0 feet 35 feet and 35 feet from R-1 property*
Building Height	Four stories and 48 feet	Four stories and 48 feet (north side) Six Stories & 73 feet* (south side)
Maximum Floor Area Ratio (FAR)	1.50%	1.53%*
Parking Stalls	May rely on parking ramps – retail 131 enclosed (residential) Council may require surface stalls if deemed necessary.	Proposal provides an added 155 public parking stalls from today's count 150 stalls enclosed
Parking Stall Size	8.5' x 18'	8.5 x 18'
Drive Aisle Width	24 feet	24 feet

* **Variance Required**

** **Variance & Comprehensive Plan Amendment Required**

The proposed uses would be a significant upgrade to the current buildings and parking structures on the sites. However, the proposed density and height is an increase. In regard to height; while the current limit on height is four (4) stories, the height recommended by the Planning Commission for the 2008 Comprehensive Plan Update was eight (8) stories south of 49-1/2 Street and north of 51st Street. The thinking at that time by the Planning Commission was that height could be supported in the middle of the 50th and France area, away from the surrounding single-family homes. A six-story height limit would also be consistent with the Grandview area which also has a 6-story height maximum and is also guided MXC – Mixed Use Center.



As a comparison of density; the following table represents densities in other Edina multi-family residential developments:

High Density Development in Edina

Development	Address	Units	Units Per Acre
Yorktown Continental	7151 York	264	45
The Durham	7201 York	264	46
York Plaza Condos	7200-20 York	260	34
York Plaza Apartments	7240-60 York	260	29
Walker Elder Suites	7400 York	72	40
7500 York Cooperative	7500 York	416	36
Edinburgh Condos	76xx York	392	36
South Haven	3400 Parklawn	100	42
The Waters	Colonial Drive	139	22
<i>6500 France – Senior Housing</i>	<i>6500 France</i>	<i>188</i>	<i>80</i>
<i>Lennar - Onyx</i>	<i>6725 York</i>	<i>240</i>	<i>52</i>
5000 France	5000 France	23	29
<i><u>Proposed Project</u></i>	<i><u>49-1/2 Street</u></i>	<i><u>131</u></i>	<i><u>46</u></i>
<i>Gateway Point</i>	<i>66th & York</i>	<i>191</i>	<i>96</i>
<i>The Millennium</i>	<i>66th & York</i>	<i>372</i>	<i>60</i>
<i>Lincoln Residences</i>	<i>5901 Lincoln Drive</i>	<i>250</i>	<i>30</i>

Red – Indicates recent projects

Example Residential Density Ranges in Surrounding City's Comprehensive Plans

Since the density of this project will be a key issue under consideration, below is information on residential density ranges used by our surrounding cities. Please note that in general, these density ranges are much higher than Edina. The City of Minnetonka does not have a residential density range established for its Mixed Use area. A summary is on the following page.



City	Range – Per Acre
Bloomington	
Medium Density Residential	5-10
High Density Residential	No limit
General Business	0-83
Commercial (Community & Regional)	0-83
High Intense mix use	0-60
Airport South mix use	30-131
Richfield	
Medium Density Residential	7-12
High Density Residential	Minimum of 24
High Density Res./Office	Minimum of 24
Mixed Use	50+
St. Louis Park	
Medium Density Residential	6-30
High Density Residential	20-75 (PUD for high end)
Mixed Use	20-75 (PUD for high end)
Commercial	20-50
Minnetonka	
Medium Density Residential	4-12
High Density Residential	12+
Mixed Use	No range established (density based on site location and site conditions.)
Minneapolis	
Medium Density (mixed use)	20-50
High Density (mixed use)	50-120
Very High Density(mixed use)	120+

Higher density would seem reasonable in the 50th and France area given the proximity to an arterial roadway (France Avenue). Also, the FAR allowed in this area is 1.5. The proposed FAR for this project is 1.53. FAR is not necessarily a good indicator of residential density; rather a more appropriate measure is units per acre. If you compare a retail or office development at an FAR of 1.5 (190,000 square feet of development), the amount of traffic generated from that size of a development would be greater than the 190,000 square foot development proposed consisting of primarily housing with only 30,000 square feet of retail. Therefore, staff believes that a residential density of 50 units an acre is appropriate in the MXC District. The following provides an example of the comprehensive plan amendment required:



MXC Mixed-Use Center Current examples: <ul style="list-style-type: none"> • 50th and France • Grandview 	Established or emerging mixed use districts serving areas larger than one neighborhood (and beyond city boundaries). Primary uses: Retail, office, service, multifamily residential, institutional uses, parks and open space. Vertical mixed use should be encouraged, and may be required on larger sites.	Maintain existing, or create new, pedestrian and streetscape amenities; encourage or require structured parking. Buildings "step down" in height from intersections. 4 - 6 stories at 50 th & France; 3-6 stories at Grandview	12 - 30 50 residential dwelling units/acre Floor to Area Ratio-Per current Zoning Code: maximum of 1.5
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TRAFFIC

A traffic study would be required to determine the impacts on adjacent roadways. Study should include an analysis of the housing density increase, which would in most cases replace allowed retail space.

AFFORDABLE HOUSING

The applicant is proposing affordable housing consistent with the city's affordable housing policy.

SUSTAINABLE DESIGN

The applicant has not indicated any sustainable design principles. As part of any formal application sustainable design should be included.

WATERSHED DISTRICT

The proposed plans would be subject to review and approval of the Minnehaha Creek Watershed District.

PUD

The purpose and intent of a PUD is to include **most or all** of the following:

- provide for the establishment of PUD (planned unit development) zoning districts in appropriate settings and situations to create or maintain a development pattern that is consistent with the City's Comprehensive Plan;
- promote a more creative and efficient approach to land use within the City, while at the same time protecting and promoting the health, safety, comfort, aesthetics, economic viability, and general welfare of the City;



- c. provide for variations to the strict application of the land use regulations in order to improve site design and operation, while at the same time incorporate design elements that exceed the City's standards to offset the effect of any variations. Desired design elements may include: sustainable design, greater utilization of new technologies in building design, special construction materials, landscaping, lighting, stormwater management, pedestrian oriented design, and podium height at a street or transition to residential neighborhoods, parks or other sensitive uses;
- d. ensure high quality of design and design compatible with surrounding land uses, including both existing and planned;
- e. maintain or improve the efficiency of public streets and utilities;
- f. preserve and enhance site characteristics including natural features, wetland protection, trees, open space, scenic views, and screening;
- g. allow for mixing of land uses within a development;
- h. encourage a variety of housing types including affordable housing; and
- i. ensure the establishment of appropriate transitions between differing land uses.

The proposed project would incorporate most of the items noted above. Elements that are included would be affordable housing, high quality building design, increase in public/open space, mixed use, and pedestrian oriented design.

The proposal also meets the objective of the project which is to increase the number of public parking spaces in the 50th and France Commercial District.



A1

Google Earth

Google Earth

feet
meters

1000

400

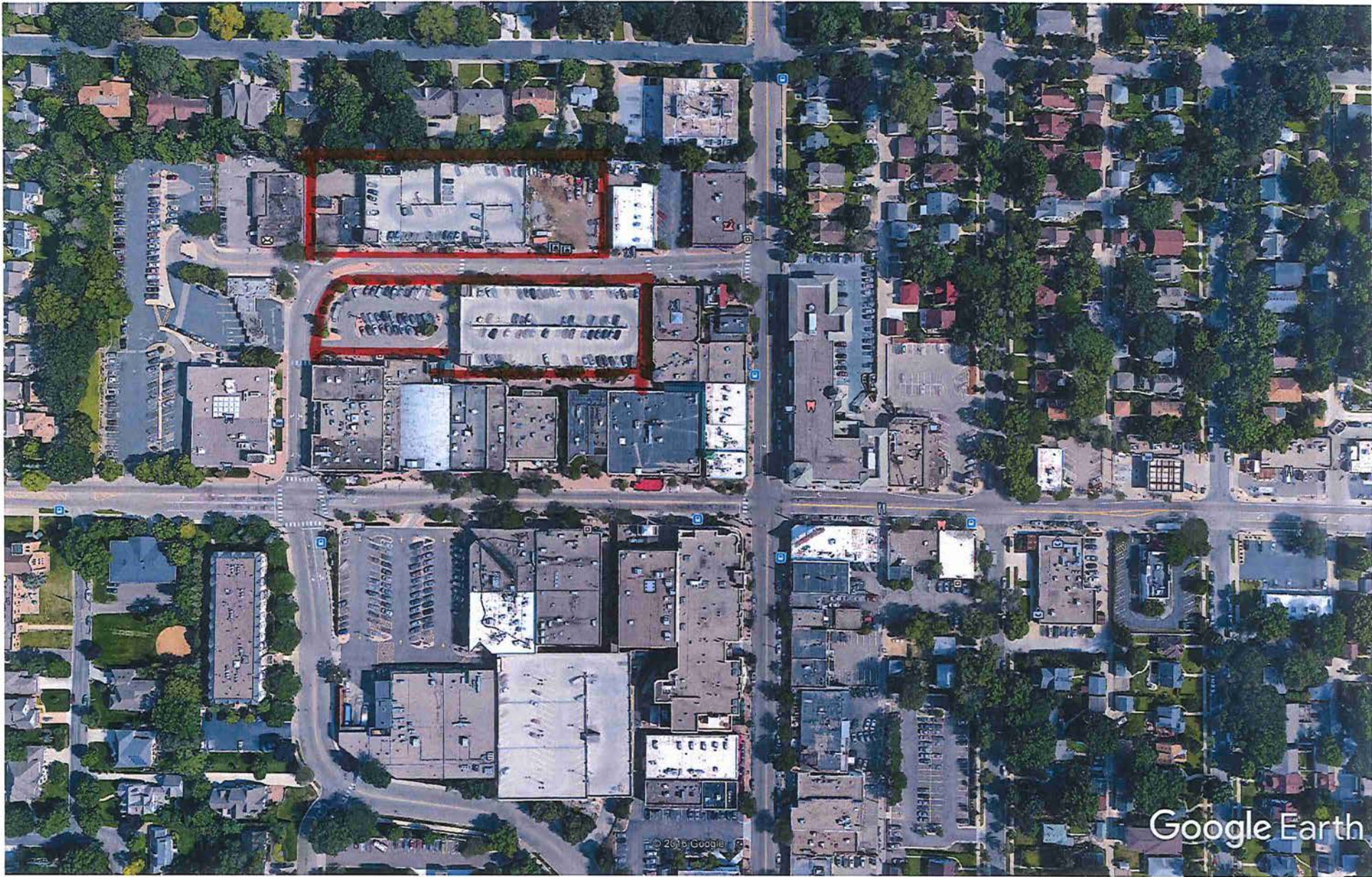




Google Earth

feet
meters





A3

Google Earth

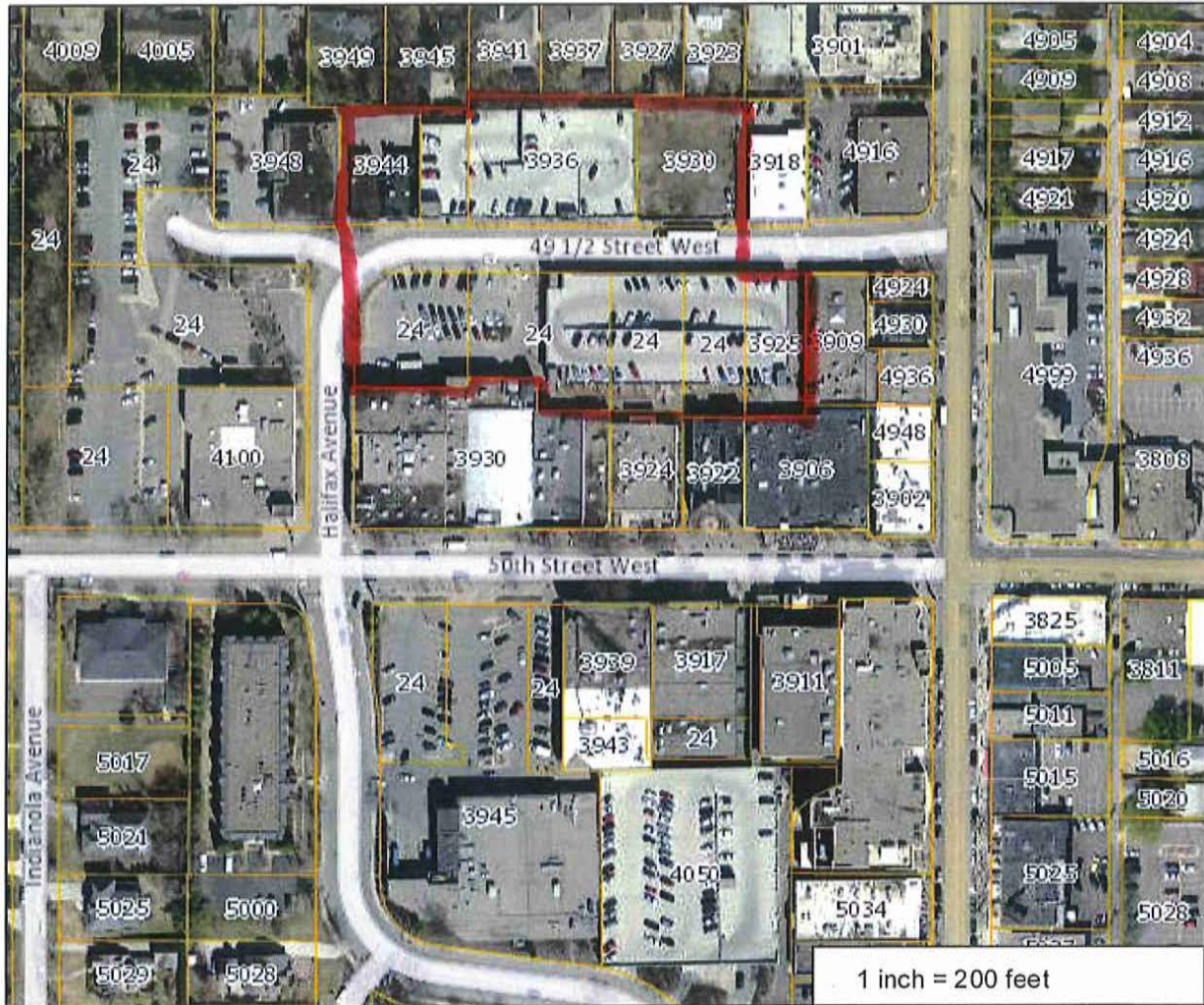
feet
meters





Hennepin County Property Map

Date: 1/6/2017



No results

Comments:

Site Location

This data (i) is furnished 'AS IS' with no representation as to completeness or accuracy; (ii) is furnished with no warranty of any kind; and (iii) is not suitable for legal, engineering or surveying purposes. Hennepin County shall not be liable for any damage, injury or loss resulting from this data.

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JOINT DEVELOPED BY BUHL INVESTORS (BUHL) AND SATURDAY PROPERTIES (SATURDAY).

Combined, the two groups have over 27 years of experience, having delivered 1,500 apartment units and more than 785,000 sq. ft. of commercial space, spanning \$800 million of project value. Collective project experience includes tax-exempt bonds, private equity, conventional bank financing, historic tax credits, TIF financing, and public/private partnerships. They are led by:

PETER DEANOVIC (FOUNDER, BUHL INVESTORS): Currently owns over 648,000 sq. ft. of commercial space with 200,000 sq. ft. of construction in 2015 alone. Formerly at CarVal Investors, \$10 billion investment management firm affiliated with Cargill. While at Carval he was one of four managers running the North American Real Estate group.

BRENT ROGERS (FOUNDER, SATURDAY): Currently managing over 1,000 apartments across the Twin Cities metro with extensive construction expertise. Prior to founding Saturday, Brent was president of Greco and led the company to managing over 1,000 units with a staff of 60.

THEY ARE JOINED BY Mohagen Hansen Architecture Interiors, CBRE, Frana Companies, Damon Farber Landscape Architects, Kimley-Horn & Associates, Inc., BKBM Engineers, and Walker Parking Consulting in presenting this proposal for developing 3930 West 49^{1/2} Street and various adjoining parcels. We look forward to partnering with the City to deliver exciting improvements to 49-1/2 Street.

THE COLLABORATIVE

develop | plan | design — livable communities

PROPOSAL TO DEVELOP A MORE VIBRANT 49^{1/2} STREET with 131 apartment units, 867 structured parking stalls (adding to 338 in north ramp) and 30,527 square feet of new retail shop space on 2.86 acres of city owned land. These improvements are anticipated to generate approximately \$1 million per year in taxes, and create a more vibrant streetscape.

Current Site



DEVELOPMENT BENEFITS

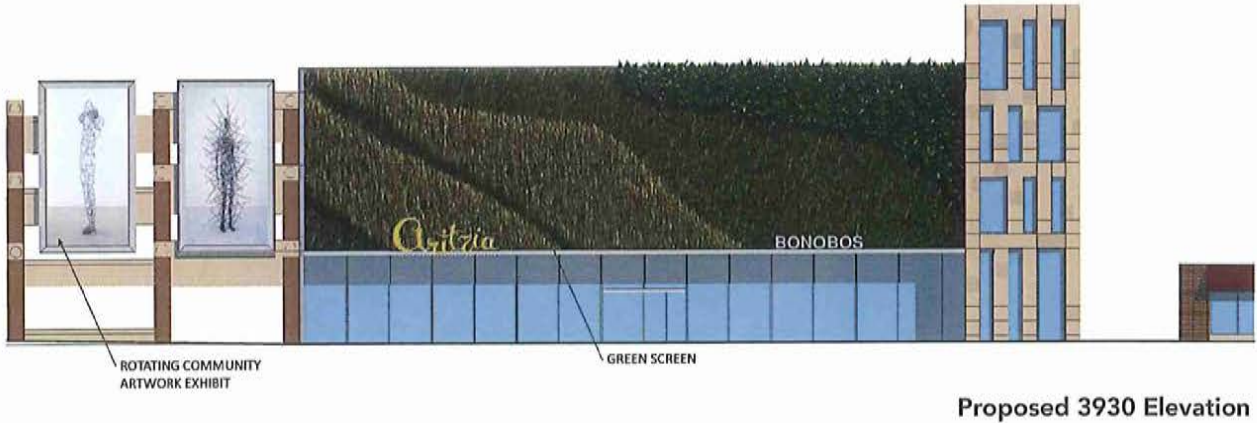
- Additional Parking to Servicing the Surrounding Neighborhood
- Comprehensive and Connected Streetscape
- Dedicated Public Areas for Art Fairs, Farmers Markets, and Community Gatherings
- An Increased Tax Base
- Competitive Construction Unit Costs Due to Scale and Phasing

CONSTRUCTION TIMELINE

Construction would commence upon completion of the City approval process and subject to permit documents, is intended for mid-2017. The project would be divided into 2 main phases to maintain access to required parking and existing businesses.

Phase 1 provides 338 additional parking stalls to each side and the top of the "North" Ramp. Construction is expected to take approximately 9 months. During this time the "Center" ramp will remain open and a portion of the adjacent surface lot will be used for staging. Completion of Phase 1 will exceed all parking provided by the current Center ramp and surface lot.

Phase 2 will include the demolition of the Center ramp and construction of new underground parking, retail and housing and is expected to take approximately 17 months.



VARIANCE REQUIREMENT:

Code		Variances	
		North	Middle
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	Both sites comply with zoning	
Maximum FAR (Sec. 36-617(a))	1.5	1.5 Development .1 North	2.8 Middle
Maximum Height (Sec. 36-617(c))	As required by setbacks, but not to exceed 4 stories or 48 feet, whichever is less	Complies except exist elev. stair tower extension	6 stories, 2 story variance
Required Parking (1974 50th & 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.	private parking not provided	private parking provided
Required Setbacks (Sec. 36-617(b))	Front: to match adjacent setbacks Side: not applicable Rear: 25 feet or building height	Rear: to match exist ramp.	Rear: varies from 17' to 35'
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>	None necessary, proposal provides materials consistent with area design standards	
Housing Density (Amended Comp. Plan, Table 4.3)	30 units per acre		86
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	Provided per comprehensive plan	
Deviations from Ch. 36 Standards	Variances or rezoning (including PUD) may be considered through the City of Edina's standard development review		
Utility Connection Fees	Standard utility fees (SAC, WAC, REC, etc) apply.	Accounted for	



50TH AND FRANCE has grown from a quiet neighborhood retail and business destination to a community/regional destination. It is the standard that other community business districts aspire to become. 50th and France is culturally vibrant, has timeless architecture, convenient parking and walkable streets and alleyways. Forty Ninth and a half street has played a supporting role in making the 50th and France area a vibrant destination by providing convenient parking and access to the core of the district. This project provides an important opportunity to resolve current challenges of accessibility, walkability and pedestrian experience, while extending the 50th and France aesthetic all the way to the northern edge of the district.

The Central parking ramp on the southern edge of 49^{1/2} Street is not accessible and creates a pedestrian obstacle for shoppers parking in the ramp to the north that want to access the central core of the district. The sidewalk on the southern edge of 49^{1/2} Street is too narrow for a comfortable pedestrian circulation and the view into the parking ramp creates a less than pleasant pedestrian experience. The many curb cuts and access points for cars also create a perception that this area is primarily for cars and not pedestrians – a theme that is inconsistent with the 50th and France district.

THIS PROJECT PROVIDES AN IMPORTANT OPPORTUNITY TO TRANSFORM THIS AREA from a supporting role into a complimentary component of the district that builds a retail synergy with existing uses, improves pedestrian experience and access to the core of 50th and France and brings new residents to the district. The same core principles that have made 50th and France successful are infused into this development. We believe those to be summarized as:

1. Cultural Elements
2. Building Design
3. Parking
4. Walkways
5. Economic Viability

CULTURAL VIBRANCY EXPANDED

- Reinforcing 50th and France district through newly created public plaza that will attract community gatherings in all four seasons.
- Expanding the 50th and France 'vibe' through the introduction of new streetscape, alley ways, public art and x linear feet of new storefront!
- Integration of Public Art at key gathering areas within the district.
- Creation of a Central spine connecting public parking **directly** to the core of the district.
- Introduction of new public space to hold community gatherings like the Art Fair, Farmers market and other community attracting events.



SOUTHDALE AREA DESIGN PRINCIPLES

Cultural Vibrancy • Health • Land Use



Example of Edina Art Fair Exhibitor Layout



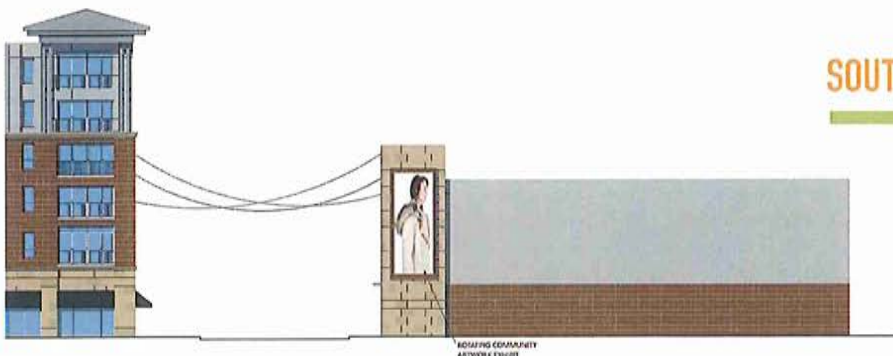
BUILDINGS – TIMELESS DESIGN

- Enduring material selection comprised of stone, brick, metal and glass – an architectural language borrowed from neighboring buildings
- Buildings are configured to provide timeless exteriors, limiting the use of synthetic materials, and instead utilizing brick and stone
- Buildings configured to increase vegetative screening to neighbors along 49th Street West



- Building density increased south of 49 ½ St to allow for greater on street vibrancy and provide a similar scale to 5000 France
- New design removes the oldest parking structure from the district, increases density and brings storm water management up to current code and improves handicap accessibility
- No “front” or “back” to the buildings as a result of four-sided architecture

MATERIALS INSPIRATION

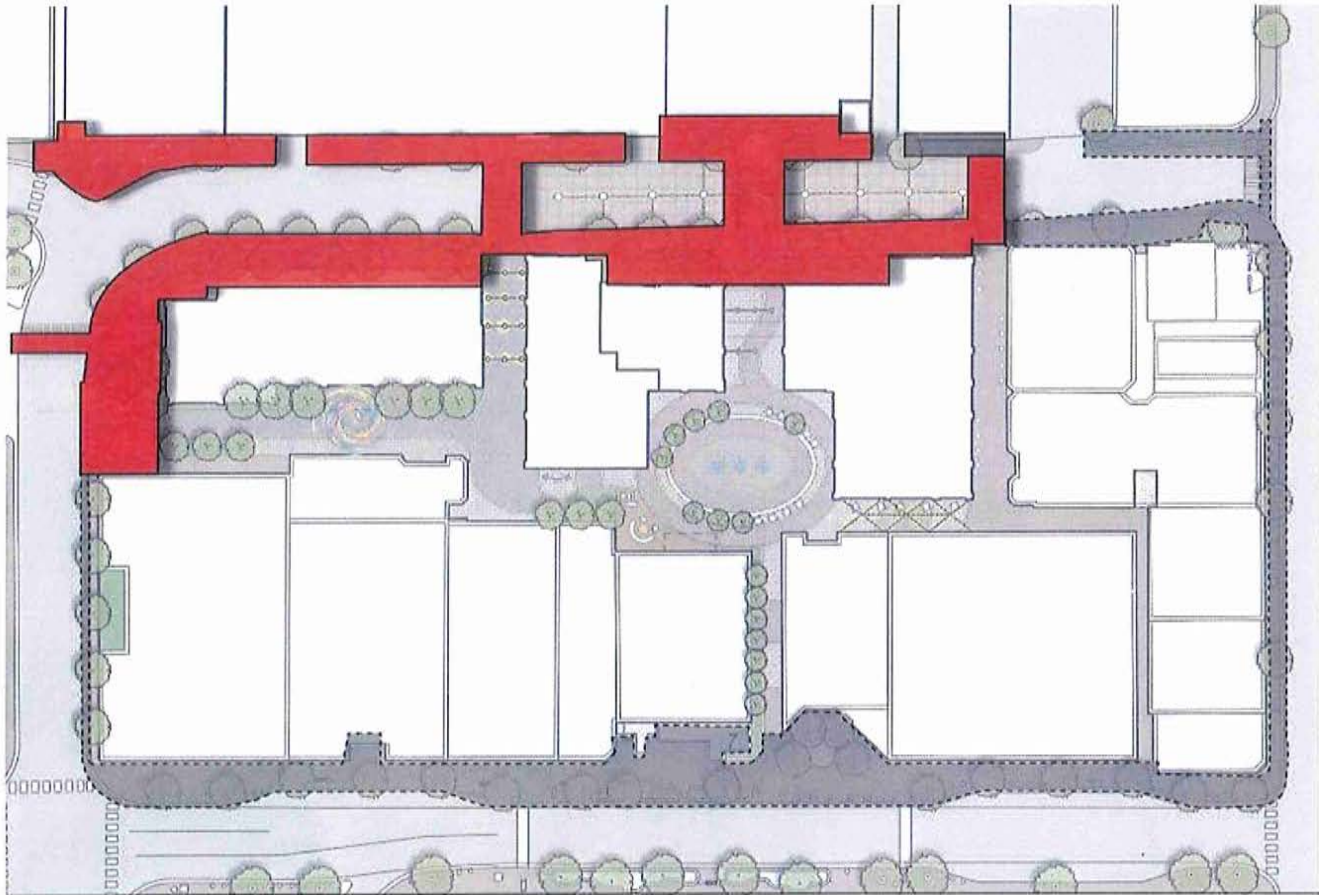


SOUTHDALE AREA DESIGN PRINCIPLES

Cultural Vibrancy
Site Design
Land Use
Economic Vitality

EXPAND THE 50TH AND FRANCE STREETSCAPE

The development has been designed to carry forward the setbacks found in other areas of 50th and France to ensure it fits into the community.



 IMPROVED/EXPANDED
49TH & HALIFAX
STREETSCAPE

 EXISTING STREETSCAPE
NETWORK



PARKING NEEDS ADDRESSED AND EXPANDED

PARKING NEEDS ADDRESSED AND EXPANDED

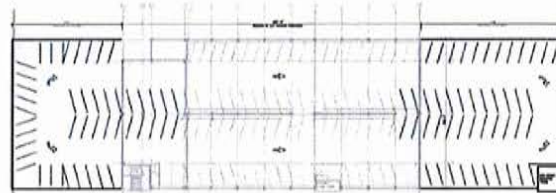
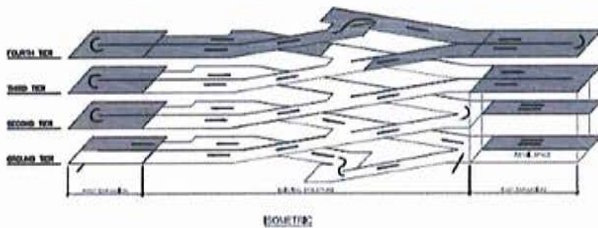
- Provides a total of 867 parking stalls, an increase of 305 stalls
- In total, the proposed plan replaces all parking from the Central Ramp, adds necessary parking for new uses and delivers an additional 17 stalls. These figures can be further improved with off hours sharing
- Additional parking can be provided but would command a material premium given existing water table and shoring requirements

EFFICIENT CODE-COMPLIANT PARKING

- Parking for new uses is being managed with a single curb cut and speed ramp
- New structure replaces a 30 year old non-handicap accessible facility, improving all ramps to current design standards

IMPROVED LOADING/UNLOADING

- Newly constructed woonerf services new retail as well as 4930 W 50th (Property adjacent to the South)



DEVELOPMENT TEAM INCLUDES ORIGINAL ENGINEERS OF CURRENT STRUCTURES

- Walker parking utilized existing structural plans to evaluate the efficacy of alternatives such as wrapping the central ramp with retail
- Determined it was most cost effective, most efficient for vehicles and generated the highest quality parking to proceed with proposed plan

	Existing Parking	Proposed Parking	Bldg GSF
RFP Site - 3920			
1st Floor	0	16	10,834
2nd floor		16	5,834
3rd Floor		46	11,596
4th Floor		46	11,596
Total		124	39,860
North Ramp			
4th Floor			24,789
Total	262	348	24,789
3944 - Drycleaner			
1st Floor	0	20	8,595
2nd Floor		36	8,595
3rd Floor		36	8,595
4th Floor		36	8,595
Total	0	128	34,380
3925 -Center Bldg			
P1 Underground		132	45,236
P2 Underground		135	45,236
Total	300	267	274,843
Project Summary	562	867	349,083

Parking Summary	
Existing	562
Proposed	867
Subtotal	305
Code Req'	288
Net Add	17

SOUTHDAL AREA DESIGN PRINCIPLES

- Give to Get • Comprehensive Connections • Cultural Identity
• District Identity • Site Design • Land Use

WALKWAYS – INCREASED CONNECTIVITY TO SURROUNDING AREA

MORE VIBRANT STREETScape

- Designed building setbacks ranging from 15'-30' vs existing building setbacks on 49 ½ Street that provide 5'-10' setbacks on average
- Eliminates narrow, non-accessible and unpleasant walkways with approximately 10 feet wide streetscapes with new retail frontage making for a vibrant and exciting shopping and living experience.
- Reinforces the successful alleyways of the existing district through the introduction of two additional alleyways that make for a very porous and walkable development
- Introduces a programmable Woonerf space that provides access for deliveries and service in the mornings but for a vibrant pedestrian mall the rest of the day.
- Existing 50th and France Streetscape language is extended through this district and augmented with a variety of seating, warm and welcoming lighting, public art and the infusion of seasonal plantings and landscape throughout.
- Development provides a catalyst for additional improvements to adjacent sites by establishing a landscape for increased sidewalk width and connecting alleyways to be carried forward.



- Increases the sidewalk width by approximately 50% to create space for outdoor patio, mirroring retail along 50th Street and France Avenue
- Streetscape engagement through plantings and building configuration generate new retail vitality and safe navigation of the 50th & France shopping experience

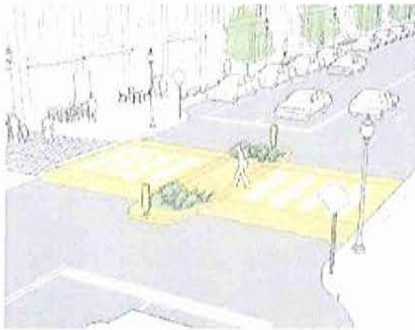
SOUTHDALe AREA DESIGN PRINCIPLES

Give to Get • Comprehensive Connections • Cultural Identity
District Identity • Site Design • Land Use

WALKWAYS – INCREASED CONNECTIVITY TO SURROUNDING AREA

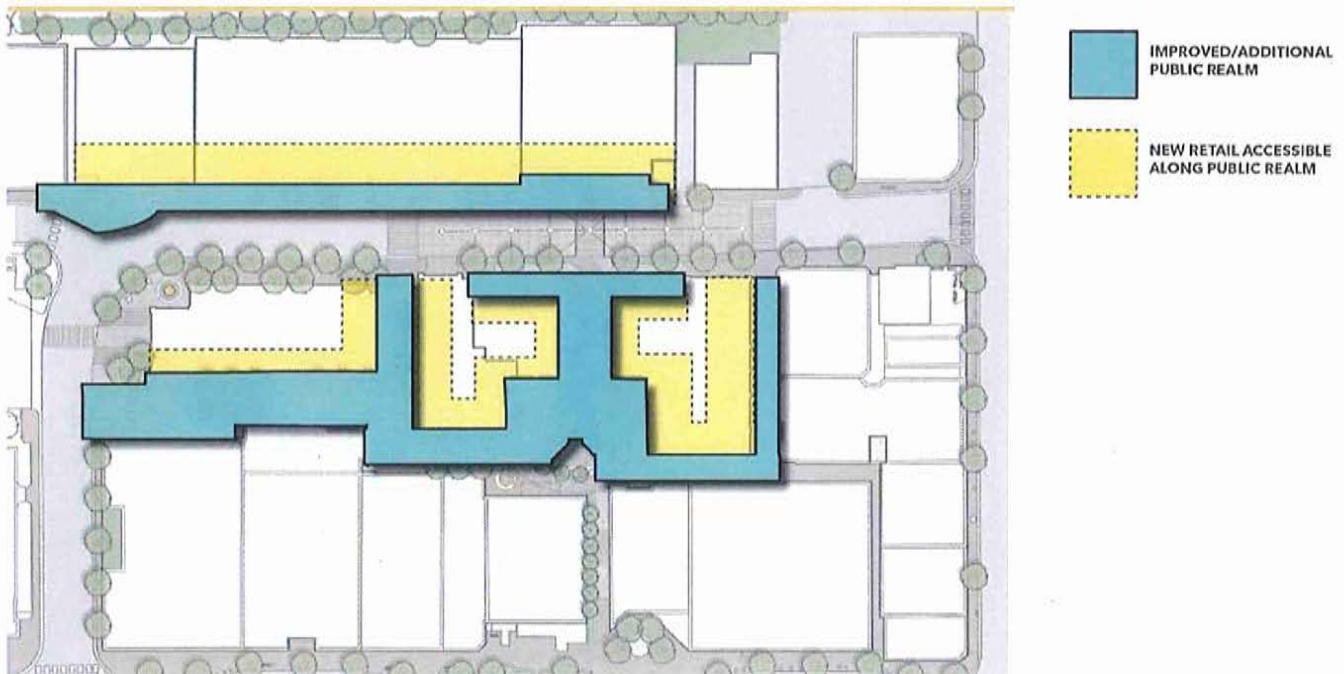
SAFER CROSSWALKS CREATE CONNECTIVITY

- New crosswalk signage resembling those found on 50th and along Hazelton Road are incorporated to provide a better pedestrian experience



WOONERF AND EXTENDED ALLEYWAY CREATE

- Ability to create more formal pedestrian grid with google naming of alleyways.
- Newly constructed Woonerf and pedestrian alleyway system creates a better sense of place and community gathering



SOUTHDALE AREA DESIGN PRINCIPLES

Give to Get • Comprehensive Connections • Cultural Identity
District Identity • Site Design • Land Use

PROJECT SUMMARY

	Existing					Proposed						
	Retail SF	Housing SF	Housing Units	Parking	Bldg GSF	Retail SF	Housing SF	Housing Rentable	Housing Units	Parking	Bldg GSF	
RFP Site - 3930												
1st Floor	0	0	0	0	0	5,000	0	0	0	16	10,834	
2nd floor										16	5,834	
3rd Floor										46	11,596	
4th Floor										46	11,596	
Total						5,000				124	39,860	
North Ramp												
4th Floor											24,789	
Total	na	na	na	262						348	24,789	
3944 - Drycleaner												
1st Floor	0	0	0	0	0	1,500	0	0	0	20	8,595	
2nd Floor										36	8,595	
3rd Floor										36	8,595	
4th Floor										36	8,595	
Total				0		1,500				128	34,380	
3925 -Center Bldg												
P1 Underground										132	45,236	
P2 Underground										135	45,236	
1st Floor	0	0	0	300	na	24,027	5,929	0	0	0	29,956	
2nd Floor							13,702	17,181	22		30,883	
3rd Floor							3,702	27,181	29		30,883	
4th Floor							3,702	27,181	29		30,883	
5th Floor							3,702	27,181	29		30,883	
6th Floor							3,702	27,181	22		30,883	
Total				300		24,027	34,439	125,905	131	267	274,843	
Project Summary												
				562		30,527		160,344	131	867	349,083	

Parking Summary

Existing	562
Proposed	867
Subtotal	305
Code Req	288
Net Add	17

3930 WEST 49 1/2 STREET PROPOSAL

PROPERTY REDEVELOPMENT PROJECT

Edina, MN

November 14, 2016

THE COLLABORATIVE
develop | plan | design — livable communities



CURRENT SITE



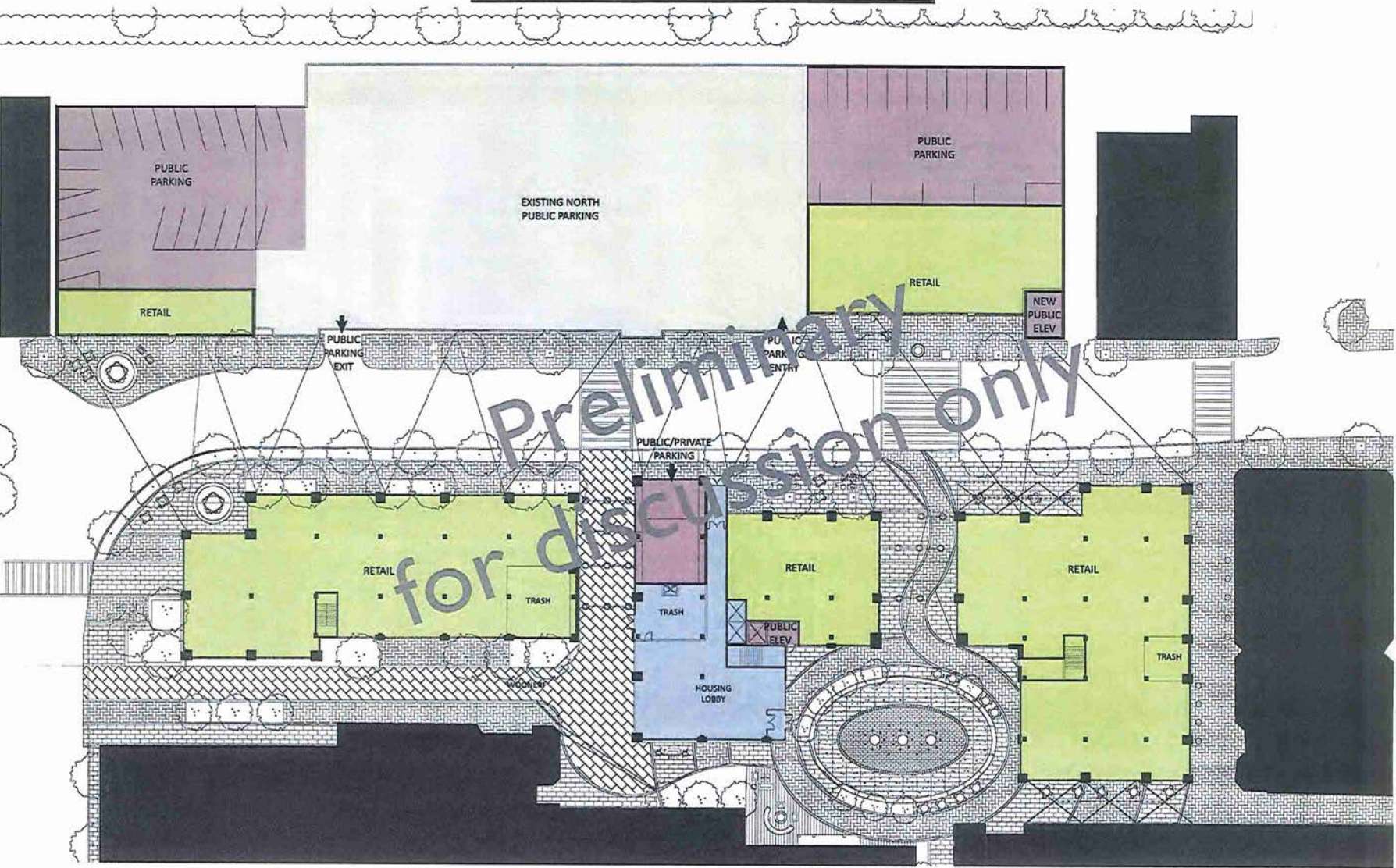
117

FUTURE CONCEPT RENDERING

224

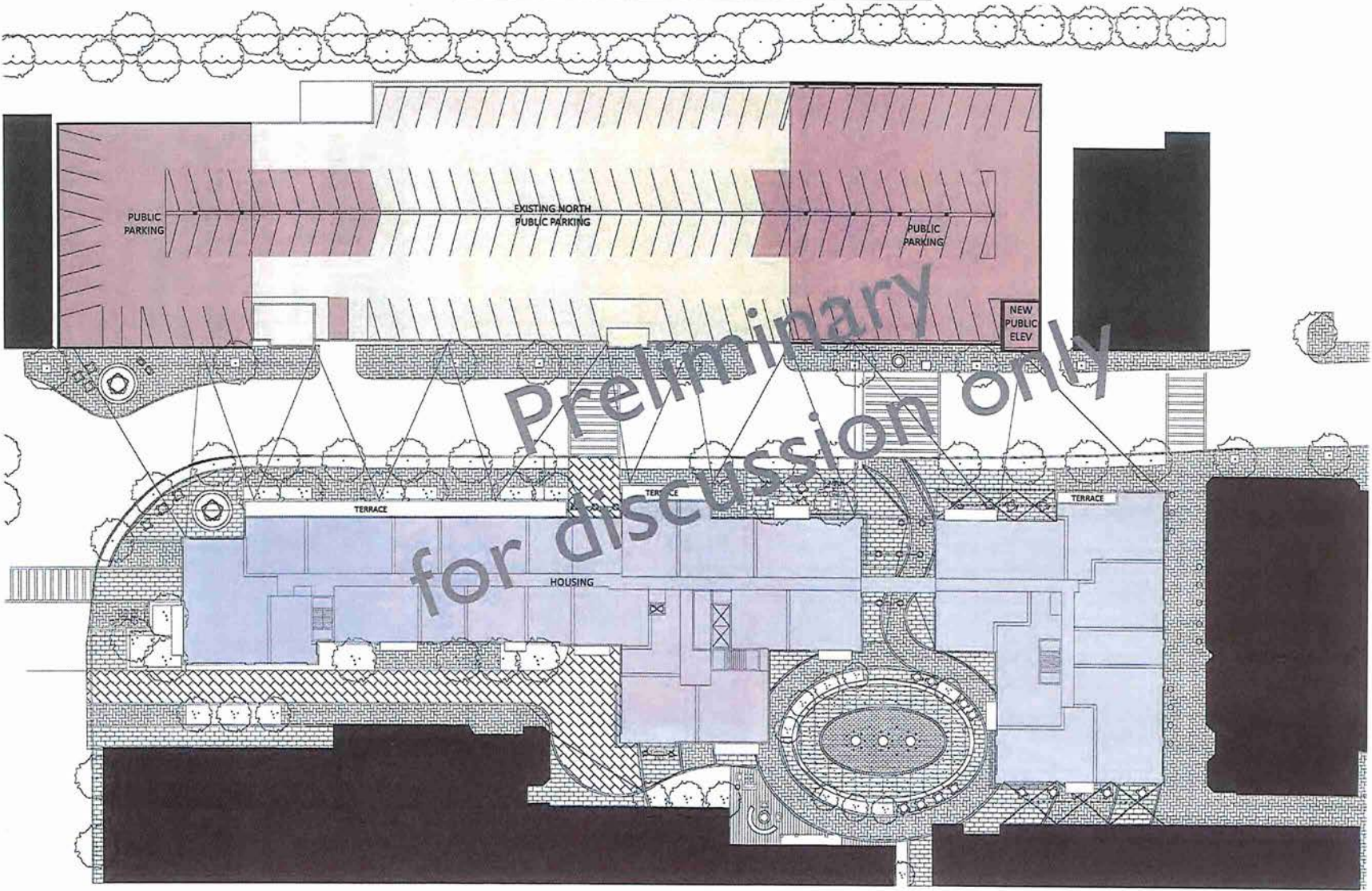


FIRST FLOOR PLAN

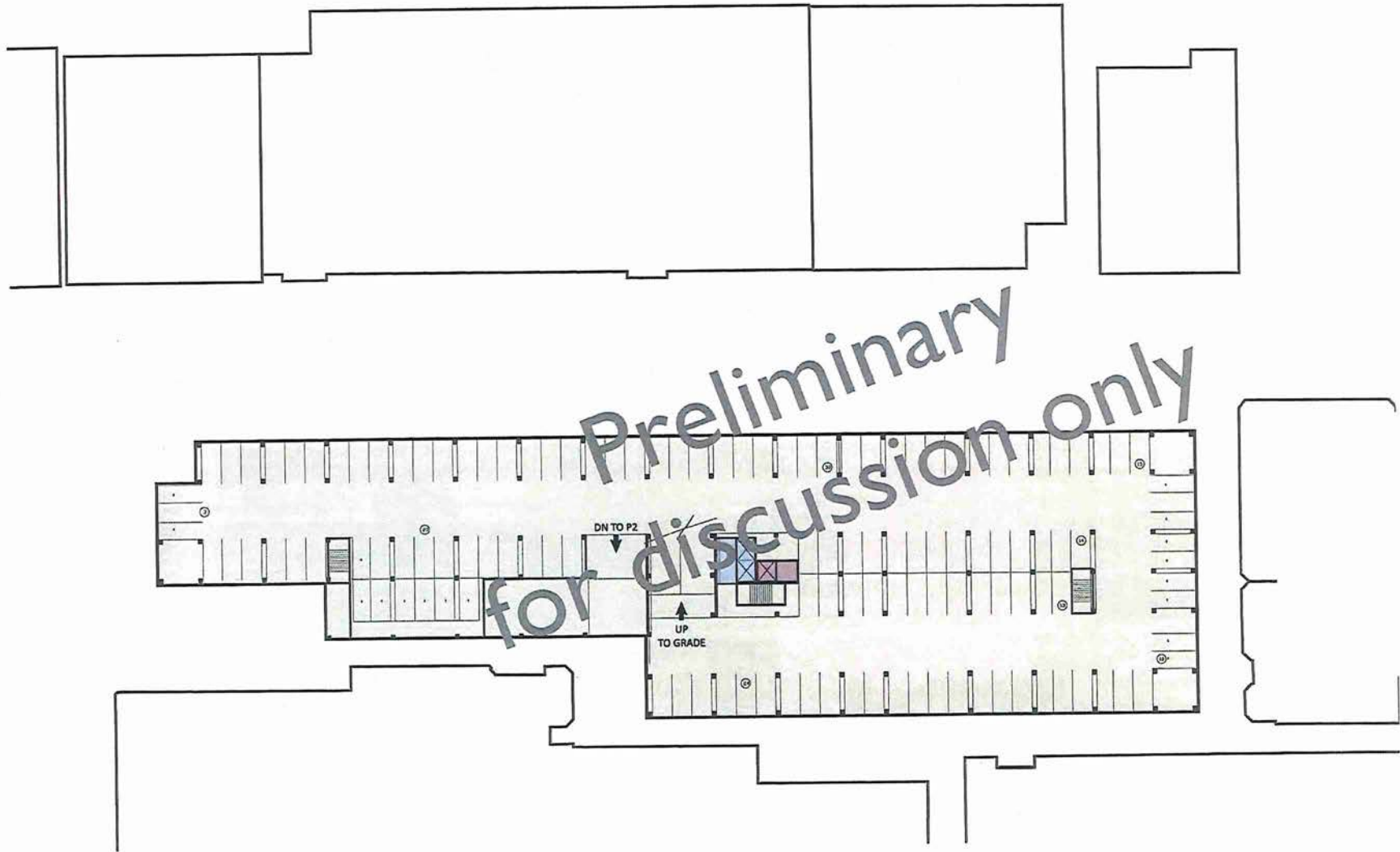


TYPICAL FLOOR PLAN

A20



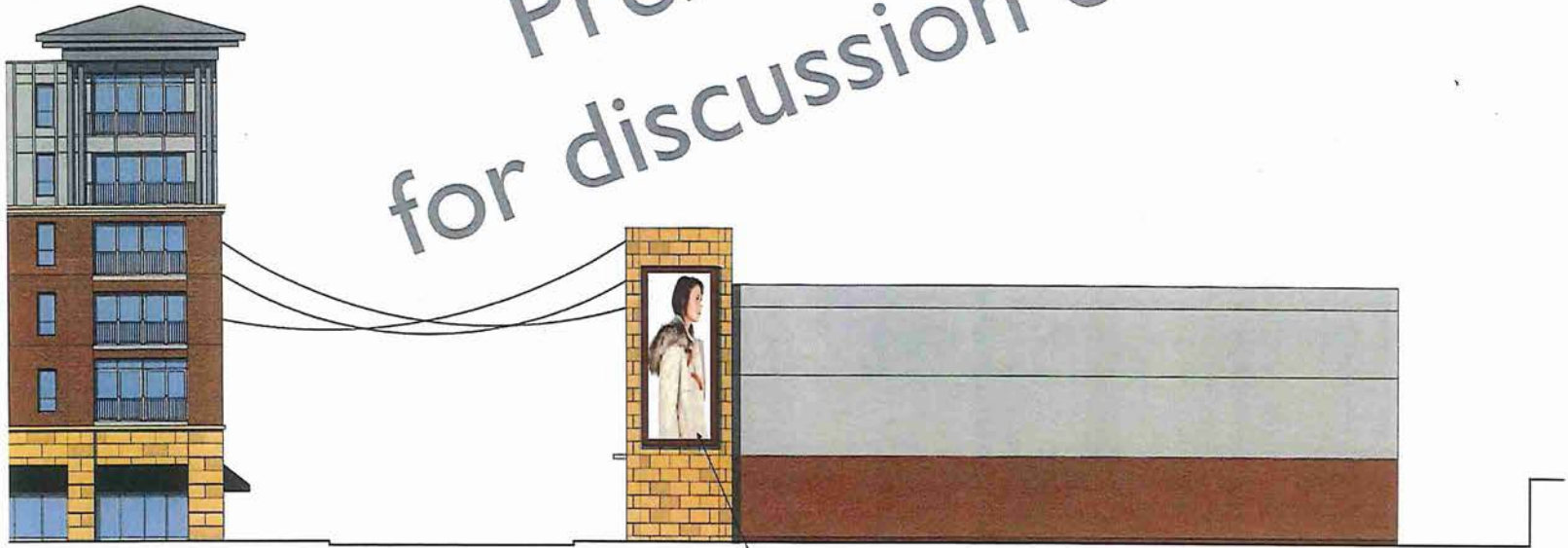
P1 FLOOR PLAN



3930 ELEVATIONS



South Elevation



ROTATING COMMUNITY ARTWORK EXHIBIT

East Elevation

Preliminary
for discussion only

3925 ELEVATION



Partial North Elevation



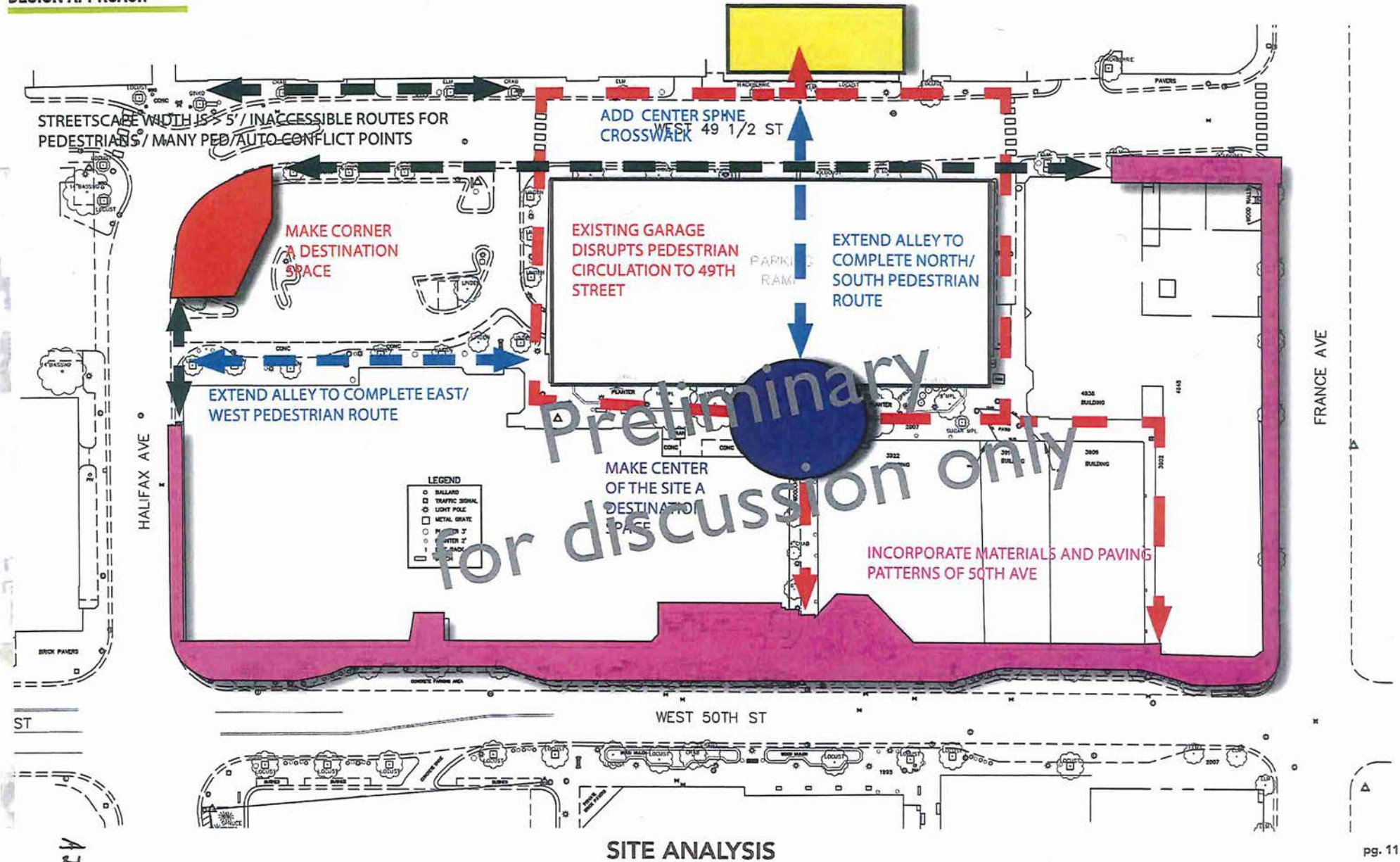
AERIAL VIEW 50TH AND FRANCE W/ STUDY AREA

DESIGN APPROACH

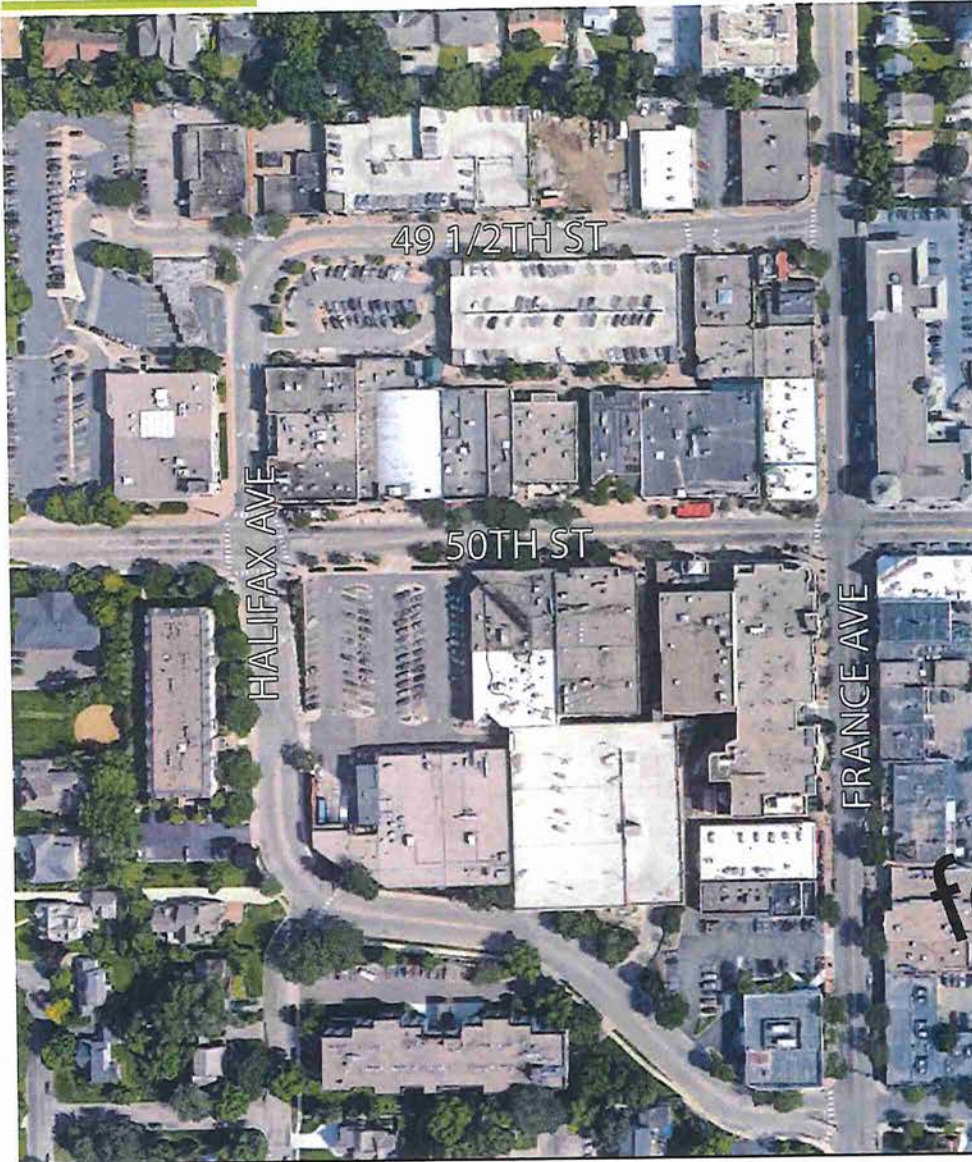


MASSING ANALYSIS OF 50TH AND FRANCE

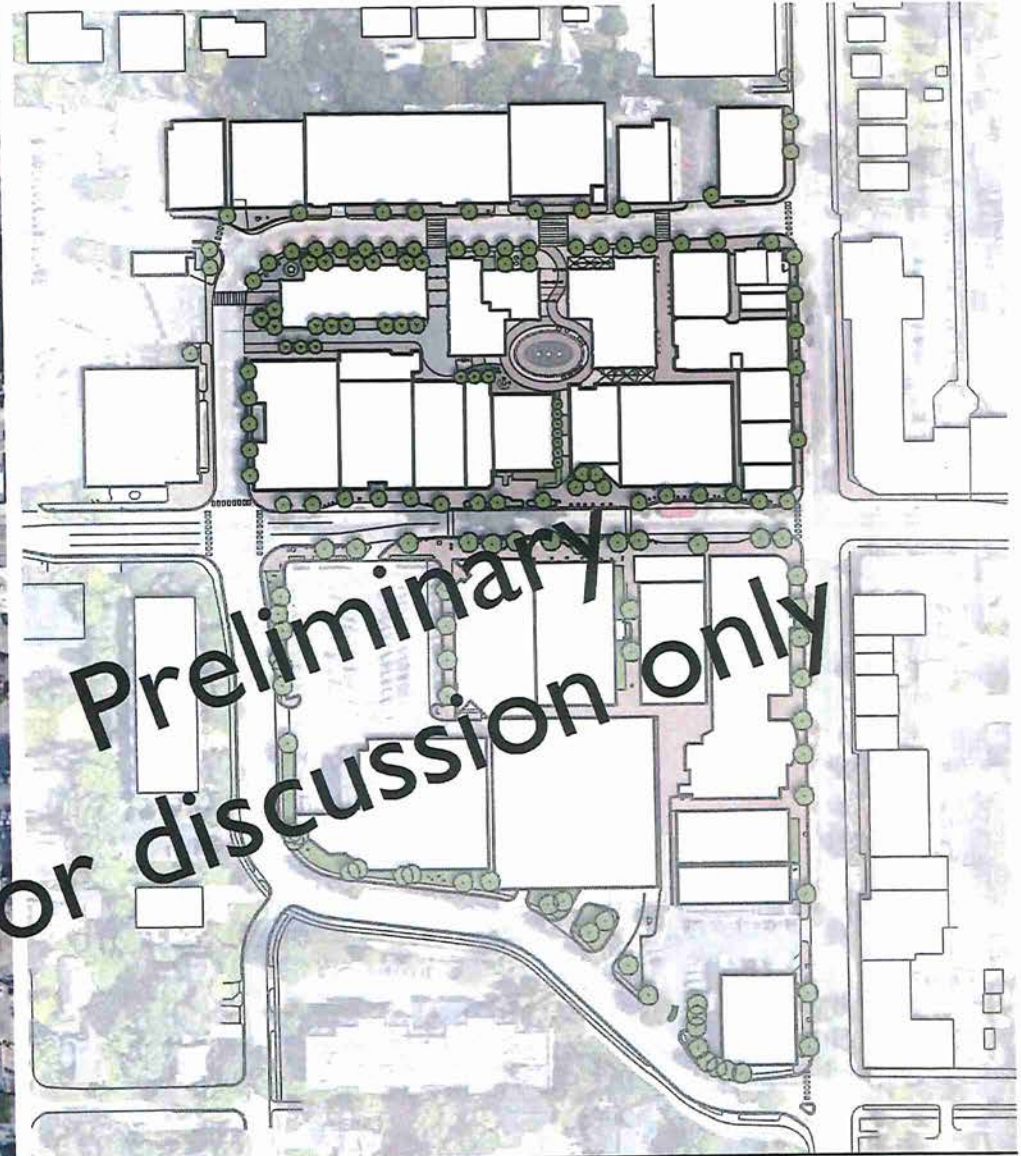
DESIGN APPROACH



DESIGN APPROACH



EXISTING CONDITION



PROPOSED CONDITION

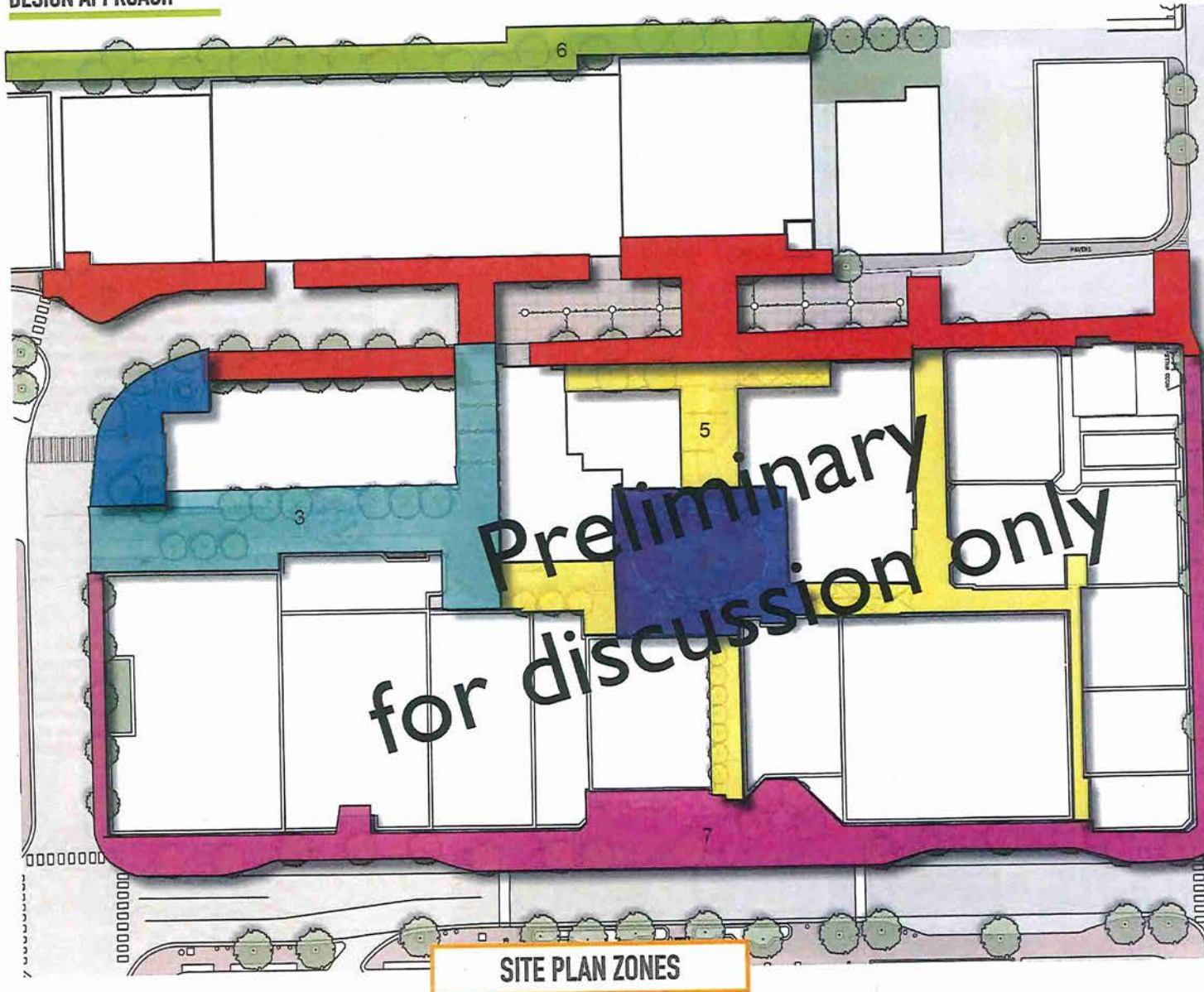
DESIGN APPROACH



LANDSCAPE DESIGN PRINCIPLES

- 1 **Corner place**
- 2 **Central plaza**
Centrally located between existing and proposed pedestrian alleys, the plaza will quickly assume the role of a year-round destination public space. An organic, refined paving pattern will unify the site components, incorporating the quality of materials and detailing of the 50th and France streetscape
- 3 **Woonerf**
The dedicated loading area between the proposed buildings will put pedestrians first and automobiles second. This will be accomplished through incorporating many elements of a Woonerf, or a shared street. These elements include vehicular-rated decorative pavers and flush curbs. Removable bollards at both entries of the woonerf allow the alley to be closed to vehicles for special events such as an art fair, holiday market, or farmer's market. This location is fitting for a large, overhanging piece of public art that will activate the space with a vibrancy of color and culture.
- 4 **50th and France streetscape extension**
- 5 **Alley extensions**
The alleyways in Edina are an incredibly successful system of pedestrian routes that are activated with a variety of retail and landscape uses. The current alleyways are important to the 50th and France identity and this proposed design will extend and complete the alley network in the area.
- 6 **Landscape screen**
Special attention will be provided to residents north of the site whose homes abut the back of the parking structure. A landscape screen will address the verticality of the structure and block the views for the residents with evergreen plant material that will provide year-round privacy. Decorative walls may be used where applicable to address noise and privacy concerns for the residents.
- 7 **Existing 50th and France streetscape**

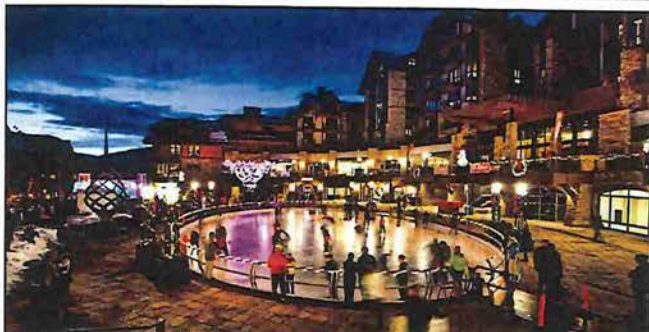
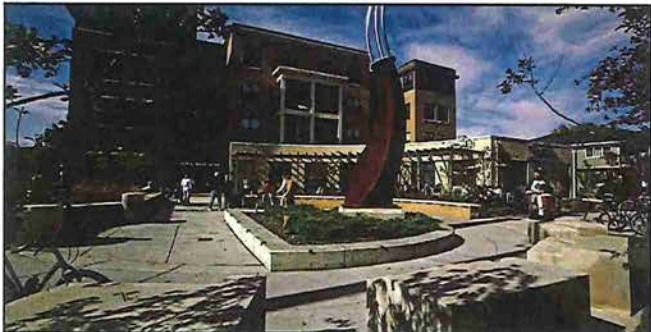
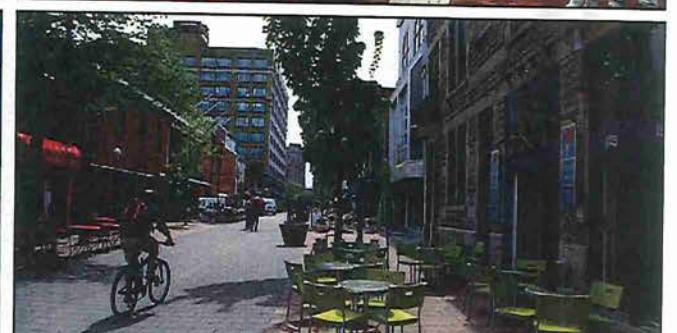
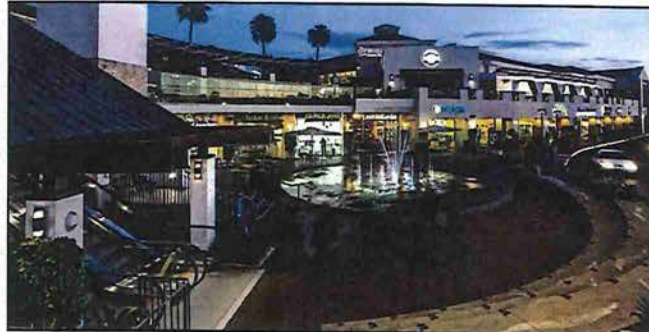
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DESIGN APPROACH



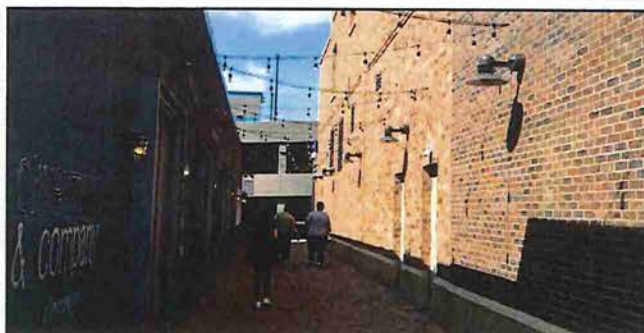
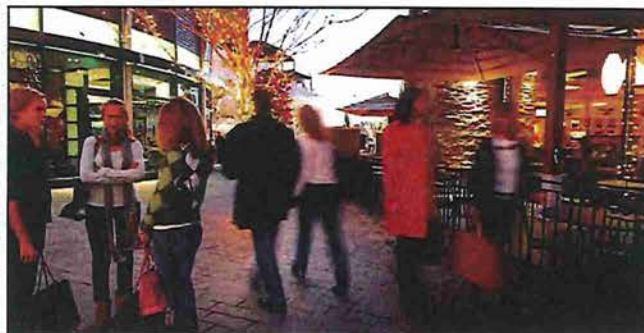
1. CORNER PLACE -
MAKE A STATEMENT

2. CENTRAL PLAZA -
ENGAGE WITH THE SEASONS

3. WOONERF -
FOSTERING A FLEXIBLE PUBLIC REALM

A30

DESIGN APPROACH

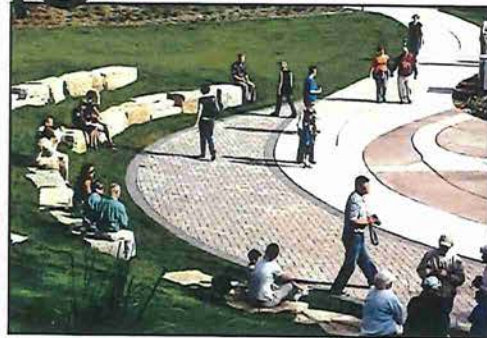
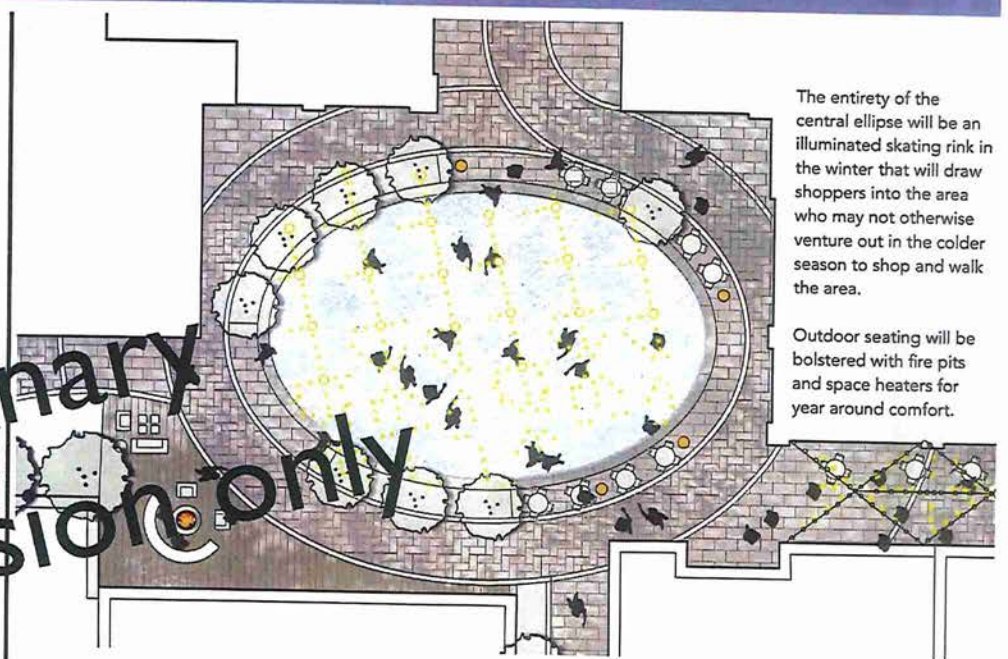
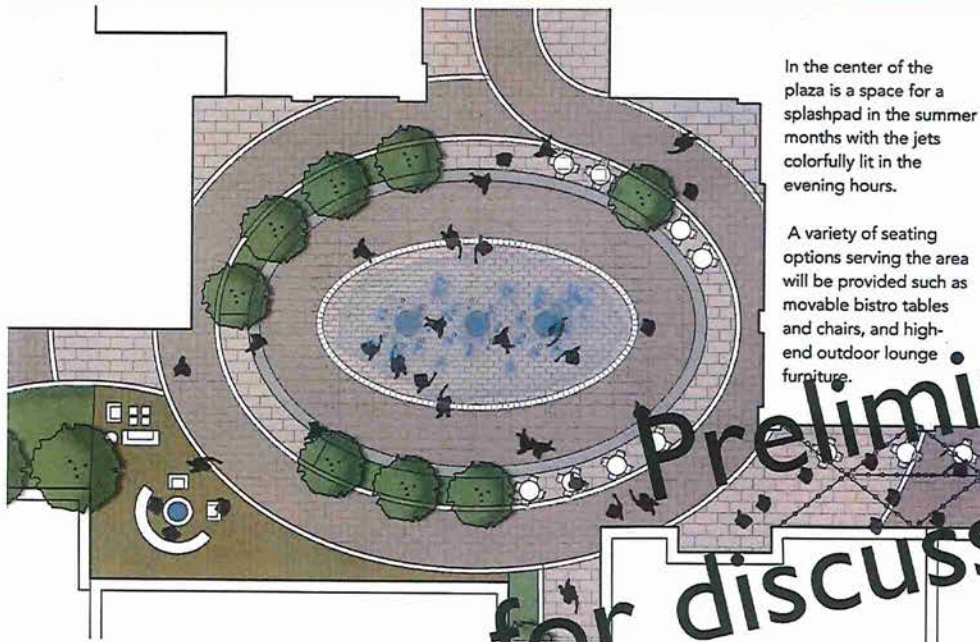


**4. EXTEND THE 50TH & FRANCE STREETSCAPE -
FIT INTO THE COMMUNITY**

**5. ALLEY EXTENSION -
COMPLETE THE PEDESTRIAN EXPERIENCE**

**6. LANDSCAPE -
CONSIDER VIEWS FROM ABOVE**

CENTRAL PLAZA - ENGAGE WITH THE SEASONS



WOONERF -
FOSTERING A FLEXIBLE PUBLIC REALM

OPEN FOR DELIVERY AND LIGHT AUTOMOBILE TRAFFIC



CLOSED OFF FOR SPECIAL EVENTS

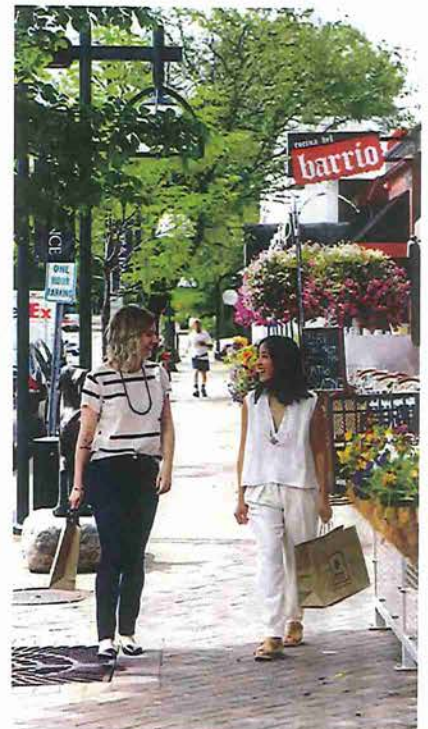
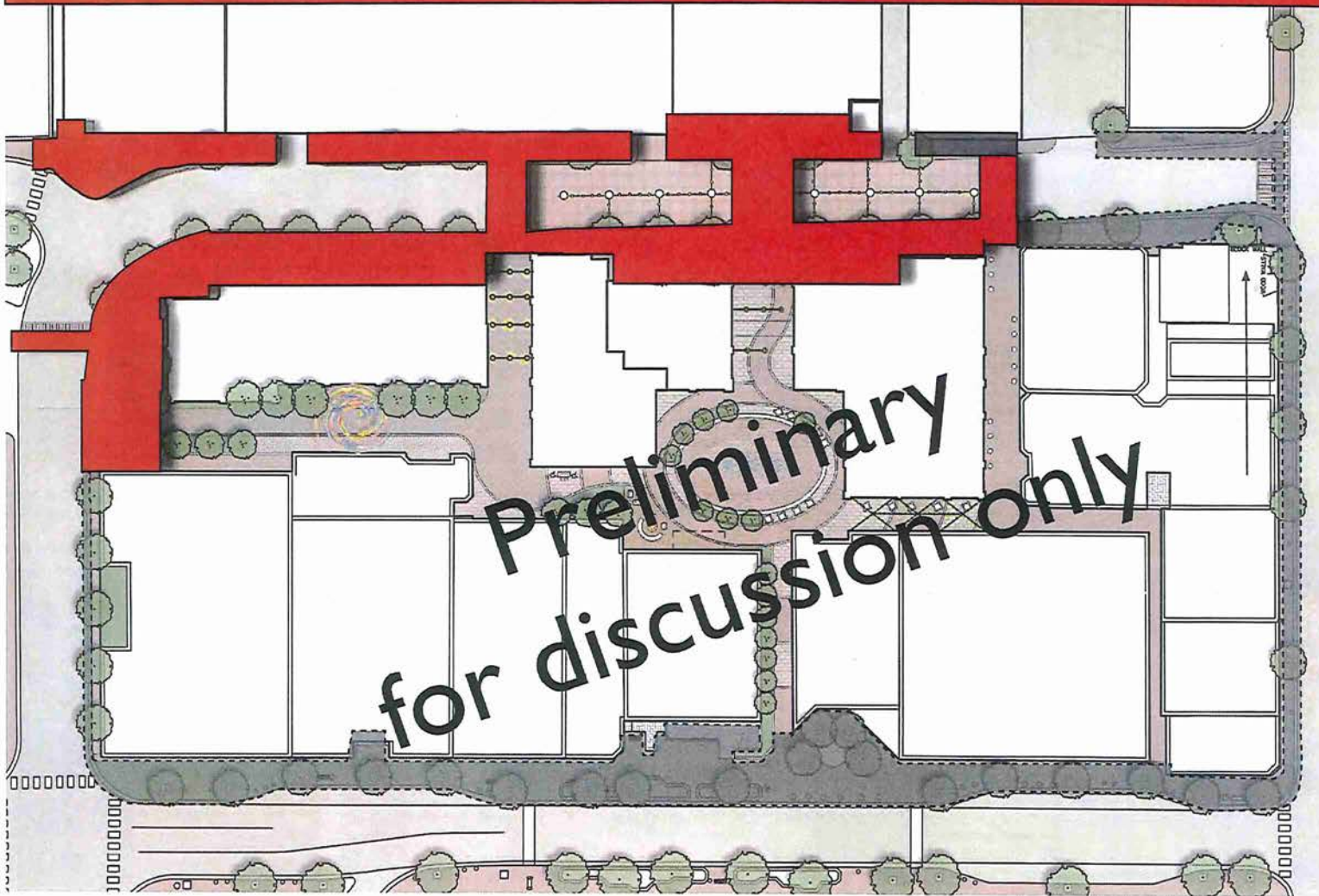


Preliminary
for discussion only

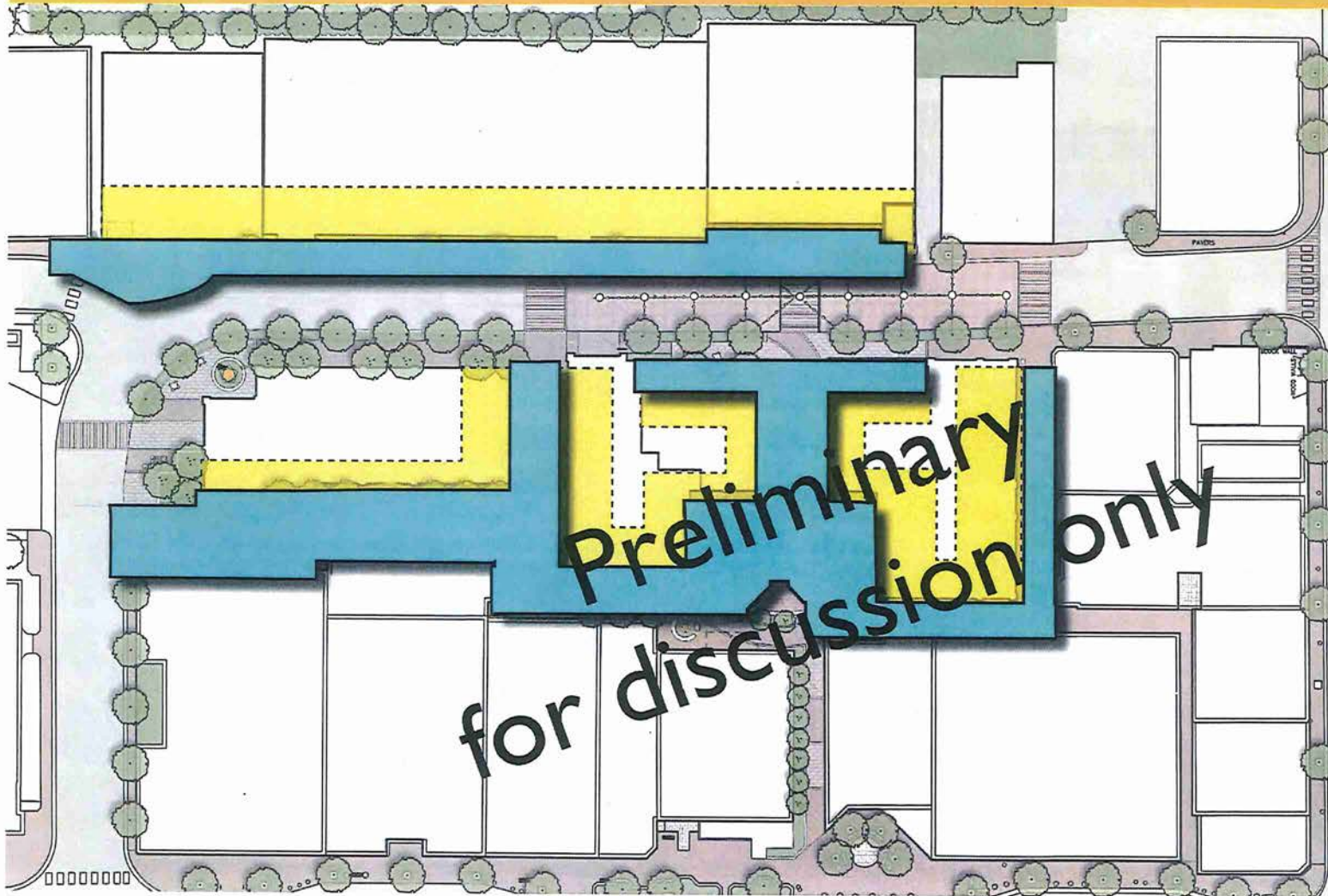


DESIGN APPROACH

EXTEND THE 50TH & FRANCE STREETSCAPE - FIT INTO THE COMMUNITY



ALLEY EXTENSION -
COMPLETE THE PEDESTRIAN EXPERIENCE



- IMPROVED/ADDITIONAL PUBLIC REALM
- NEW RETAIL ACCESSIBLE ALONG PUBLIC REALM



THANK YOU

