

City Hall • Phone 952-927-8861
Fax 952-826-0389 • www.CityofEdina.com



Date: March 22, 2017

To: Planning Commission

From: Cary Teague, Community Development Director

Re: Sketch Plan Review – North East Corner of France Avenue & 69th Street

The Planning Commission is asked to consider a sketch plan proposal to develop the north east corner of France Avenue & 69th Street, underneath the water tower at Southdale. The site is currently paved overflow parking for the mall and theaters.

Restoration Hardware (RH) is proposing to construct a 3-4 story 58,000 square foot store that would include: furniture sales, a rooftop showroom, a cafe/restaurant, outdoor courtyards and garden terraces. The store would have two main entrances; one that opens to France/69th intersection and the other that faces Southdale. Valet parking services would be available on the Southdale side that would allow for reduced site parking. (See the applicant plans and narrative on pages A1-A29.)

The site is zoned PCD-3, Planned Commercial District. The proposed uses are all permitted on the site. The applicant would only be requesting a site plan review with a parking stall variance. Parking stall variances have been standard practice for development on the Southdale site over the past 15 years. The City does not have a lot of discretion when reviewing this project as it is a permitted use. (See the pyramid of discretion on page A30.)

The Greater Southdale Area Vision Plan has been shared with the property owner, Simon Properties, and RH. RH has responded to the Greater Southdale Area Principles and is attached on pages A3-A9. The applicant has done a nice job in creating a site plan with some of the guiding principles in mind. Some of those items include having a main entrance facing the street, increasing green space and landscaping, providing high quality of building materials and design, mixed uses, extensive pedestrian connections, movement through the site, meeting the 50-foot setback from the curb on France to the building and the 30-foot setback from the curb on 69th. That said, staff has concern about the wall that would face the street and the large parking fields along the street.



Mic Johnson, the City's Planning Consultant for the greater Southdale area was asked to review the proposal and provide comment. Those comments are attached on pages A31-A35.

The following compliance table demonstrates how the proposed new building would comply with the PCD-3 Zoning Ordinance standards. Please note that only the parking standards are not met.

Compliance Table

	City Standard (PCD-3)	Proposed
<u>Building Setbacks</u> Front – France Avenue Front – 69th Street	35 feet 35 feet	37 feet 45 feet
<u>Parking Lot Setbacks</u> Front – France Avenue Front – 69th Street	20 feet 20 feet	35 feet 25 feet
Building Height	12 stories	3-4 stories
Maximum Floor Area Ratio (FAR)	1.0 of the tract Tract size = 80.4 acres or 3,499,610 s.f.	.46 of the tract Gross s.f. = 1,686,335 s.f. (total – existing and proposed) 58,000 s.f. (proposed)
Parking Stalls	<u>7,197 spaces</u> (based on 1,252,731 square feet of retail, 1,957 seats of restaurant, 3,447 seats of theater, 232 units of apartments, and a 146 room hotel	6,159 stalls*
Drive Aisle Width	24 feet	24 feet

***Variance Required**

TRAFFIC/PARKING/SITE ACCESS

A traffic and parking study would be required to determine the impacts on adjacent roadways.

RH

March 8, 2017

Cary Teague, Planning Director
Planning Department
Edina City Hall
4801 W. 50th St.
Edina, MN 55424

Project: **RH - Edina**

Location: **NE Corner of S. France Ave and W. 69th St.**

Subject: **Sketch Plan Narrative**

Background

Over the last several years RH has driven a revolutionary shift in how it markets and presents home furnishings. Highly experiential and compelling, its new retail spaces are conceived as dramatic, light-filled galleries that more closely resemble grand residences than typical retail stores. These one-of-kind destinations become landmarks for the cities in which they reside. RH's commitment to the communities in which they invest is reflected in its recent renovations of several renowned buildings across the country, including The Museum of Natural History in Boston and the Three Arts Club in Chicago, along with the construction of widely acclaimed new galleries in locales such as West Hollywood and Seattle that reflect an elegant modern classicism.

In addition to offering home furnishings RH is now blurring the lines between home and hospitality where our customers not only shop in our gallery, but aspire to live in, eat in, drink in and fall in love with. This is accomplished through the addition of a food and beverage component within our galleries that showcases our brand and highlights our innovative retail environment.

Proposed Development

RH Edina is a proposed development at the Northeast corner of France Avenue South and West 69th Street. The site is within walking distance to the Southdale Mall, the Galleria and other retail establishments. The site is also within walking distance to hundreds of residential units at One Southdale Place, the Galleria Residences and the proposed residential development across France Avenue. RH Edina (building) is planned to be three stories in

height and approximately 58,000 square feet in size together with associated parking and hardscape and landscaping improvements.

The building footprint will be approximately 20,000 square feet at the ground level. Two elevators and two staircases will provide public access to a conservatory enclosed by glass and steel on the rooftop. The courtyard outside the conservatory will have an exterior parapet wall. These amenities will be made available to the public during the hours of store operation.

The Gallery will feature a café, wine vault and pantry on the first floor. It will also include an interactive RH Design Atelier, an integrated interior design workspace that allows RH design consultants and customers to conceptualize one room or an entire home. The vision with RH Edina is to reimagine the retail experience by blurring the lines between residential and retail, indoors and outdoors, physical and digital – creating an environment that is more home than store.

We believe the development will enhance the intersection of France and 69th St with a beautiful structure that will be a striking focal point, one defined by outdoor courtyards, garden terraces, Juliet balconies and lush plantings. These treatments will not only be seen from the public street(s) but from the inner ring road of the Southdale Center. On-site parking has been kept to a minimum to reduce the visual impact and impervious area of the site and valet and overflow parking needs will be met through a shared parking agreement with Southdale Center.

The proposed project:

- Contributes to maintaining and enhancing the Greater Southdale Area as a unique and vibrant regional destination by replacing a surface parking lot with an attractive building and a nationally renowned destination retailer.
- Eliminates all parking between the building and the France Avenue/69th Street intersection and locates parking to the side of the building thus creating a better visual environment for vehicular and pedestrian traffic.
- Encourages development of an active pedestrian environment and pedestrian accessibility to and among developments by providing landscaped sidewalk connections along France Avenue and 69th Street.
- Creates a green and environmentally friendly development – storm water flows and quality will be improved through storm water retention and rain gardens or vegetated swales.

March 8, 2017

RE: Restoration Hardware – Edina at Southdale Center
NW Corner of France & 69th

Hobbs+Black Project #:17404

Working Principles and Supporting Questions:

Allow latitude to gain tangible and intangible outcomes aligned with the district principles

(1) How does the proposal contribute to the realization of the principles for the district?

Response: *The Restoration Hardware Edina (RH) proposal provides a plan that activates the corner of France and 69th with a prominent structure and architecture. The building is tight to the setback with pedestrian friendly connections, providing a framework for the urban edge and setting precedence for future developments along France. Parking is sufficient for the project but minimized on site and considered holistically with the Southdale Center, benefiting the district as a whole.*

(2) How can the proposal move beyond the principles for the district?

Response: *The RH Edina proposal moves beyond the guiding principles of the district by providing a strong influence on the France/ 69th corner and contributing to pedestrian connectivity throughout the district.*

(3) What tangible and intangible outcomes might be offered by the proposal but cannot be achieved by the project on its own?

Response: *The proposal offers a strong corner presence but in order to complete the vision of the Southdale area other projects in the district will need to develop in a way that that is complementary to the RH Edina. Pedestrian connectivity to crossings and property lines will be provided but will need to be reinforced with additional development on neighboring properties. The proposal includes partnership with the City and Southdale Mall to improve storm water and utility connections within the property.*

(4) What does the proposal offer as a way of balancing those outcomes provide by others?

Response: *The proposal provides a tangible connection to neighboring property developments with increased density and pedestrian connectivity. The goal is to provide uniform community connectivity and a human scale environment. The proposal will complement the developments made at the Galleria and provide a synergy between the properties for increased pedestrian traffic.*

(5) What alternatives were explored to arrive at a proposal that is best aligned with the principles and opportunities of the district?

Response: *Several alternatives were explored including building placement, parking density and circulation. Each new location within the RH portfolio is designed to fit the particular site while*

maintaining the brand identity. The proposal submitted integrates the goals of the Re-Visioning Plan in addition to meeting the design goals of the brand.

Advance quality through thoughtful and artful design of buildings and publicly accessible spaces, highlighted human activity, and enhanced economic vibrancy.

- (1) Discuss the materials and construction techniques intended for the building and the site with attention directed to ensuring an enduring quality is achieved, especially considering whether the proposal is a background or foreground element of the district.

Response: The primary proposed building material is a multi coat cement plaster with steel and aluminum decorative building elements. Architectural aluminum clad wood windows abundantly fill the exterior elevations providing transparency across all facades. The ground floor outdoor retail space provides areas for the customer to circulate through the building from France and 69th. The design includes a full service café and wine vault that are covered with a 40' pyramidal skylight that allows the light to filter in and activity out.

- (2) What qualities of the proposal will be most valued by the community in 50 years?

Response: *In 50 years, the most valued assets of the proposal will be the classic yet contemporary design of the architecture in addition to the pedestrian connectivity and density of the site. The focus on providing a strong pedestrian flow into and through the property will assist in the future development of the community and be admired for 50 years plus.*

- (3) Describe the ways in which the proposal highlights human activity in the building and on the site, especially when viewed from adjacent or nearby public ways?

Response: *The primary components of the human activity in regard to the building and site are the connection of the building to the corner of France and 69th. Outdoor furniture display space will be fronted on the corner to assist in generating the human connection between the street and the gallery. In addition, the sidewalk adjacent to the roadways will be highlighted with improved landscape creating an inviting experience for the pedestrians.*

- (4) In what ways does the proposal enhance the economic vibrancy of the district?

Response: *The proposal includes over 50,000 square foot of retail space on a parcel currently occupied by parking. This new next generation RH Galleries are proven to be a destination within the communities they reside. This unique destination attraction will generate customers and sales to neighboring businesses.*

- (5) How does the proposal adapt itself to changing economic opportunities of the community and the district?

Response: *With increased residential development in the surrounding area and the goal of increasing the density of commercial space, the proposed project provides for an improved use of the site looking toward the future. The proposals approach to parking as a whole within the Southdale Center property and on the proposed property better align with the future plans and the economic opportunities of the community.*

Look beyond baseline utilitarian functions of a single site to created mutually supportive and forward-looking infrastructure sustaining the district.

- (1) Describe the ways in which the proposal is self-supporting related to on- and off-site infrastructure and resources.

Response: *The project will rely upon existing access to the Southdale Center "ring road." No modifications to adjacent public infrastructure is anticipated solely for access improvements. Parking necessary for the land use will be configured on the property, with the ability to share parking off-site if necessary. The project will incorporate on-site detention of stormwater as a means to achieve a level of self-reliance for stormwater management.*

- (2) What impacts does the proposal pose on existing on- and off-site infrastructure?

Response: *There are utilities located on the property that serve public and private entities. These will be reconfigured to facilitate placement of the proposed building with appropriate clearances. The level of service currently provided to these on and off-site entities will remain at the level currently being provided. No off-site wet utility impacts are anticipated. Demand on sanitary sewer utilities and water main infrastructure will increase to serve the project. Demand on storm sewer and reliance on downstream facilities will be reduced, because the project will incorporate detention of stormwater on-site.*

- (3) What elements of the proposal support infrastructure needs of adjacent or nearby sites?

Response: *This project will support the utility service needs of adjacent private and public property. Southdale Center will be served by sanitary and storm sewer that are routed through the property. Stormwater from West 69th Street will be conveyed through the property within storm sewer. If possible, these utilities may be configured such that they are located outside of the property boundary as a means to reduce encumbrances, however we anticipate that some utilities will remain on the property that support the needs of adjacent private and public property.*

- (4) Describe the infrastructure features of the proposal that are truly extraordinary by relating to the performance of those features of current standards, requirements, or best practices.

Response: *The degree of stormwater management that will be constructed on-site will exceed the Minnesota Pollution Control Agency's requirements as defined in the construction general permit. By adhering to the Nine Mile Creek Watershed District's standards, the project will provide an extraordinary reduction in the concentration of stormwater pollutants that are discharged from the property. Through underground extended release detention and/or infiltration where feasible, the project will reduce the total suspended solids from the stormwater runoff by a significant margin before it is discharged to the public storm sewer.*

- (5) How the proposal relies on infrastructure of the district for baseline performance?

Response: *The project will rely upon the available capacity for utility connections including sanitary sewer, storm sewer, and water. Existing transportation infrastructure for both pedestrians and vehicles will be relied upon to provide an efficient means of bringing customers to the proposed retail building.*

Foster a logical, safe, inviting and expansive public realm facilitating movement of people within and to the district.

- (1) What features and amenities does the proposal lend to the public realm of the district?

Response: *The proposal provides a 50 foot setback from the curb on France and 30 foot on 69th, within the setbacks are a public walk that runs the length of the property. The area will be lined with trees and other landscape elements and be connected directly to the outdoor display area at the corner. The building itself will contribute to the visual interest of the property in lieu of the existing surface lot currently occupying the property.*

- (2) What features and amenities does the proposal introduce to extend the sense of an expansive and engaging public realm to its site?

Response: *The proposal provides a 50 foot setback from the curb on France and 30 foot on 69th, within the setbacks are a public walk that runs the length of the property. The area will be lined with trees and other landscape elements and be connected directly to the outdoor display area at the corner. The corner is articulated by the building orientation and the connection proposed creates a plaza or public node. The outdoor display area will extend into the setback and during business hours will be open for the public to wander through.*

- (3) Demonstrate the ways in which the proposal supports pedestrians and bicyclists movement and identify those nearby district features that are important destinations.

Response: *The proposed pedestrian sidewalk along France and 69th allows for movement along France. Bicycle parking will be provided onsite.*

- (4) What features does the proposal employ to ensure a safe and inviting pedestrian experience on the site?

Response: *The proposed pedestrian sidewalk will be lined with lighting that provides a safe path across the property.*

Encourage parcel-appropriate intensities promoting harmonious and interactive relationship without "leftover" spaces on sites.

- (1) How does the proposal relate in terms of scale to its neighbors?

Response: *The proposal is approximately 70 feet tall and only direct neighbor is the city water tower which rises over 100' tall. The Southdale Center mall on the North side of property has various heights throughout that relate to the proposed project. Proposed developments across France are proposed as similar in scale and will compliment the development of the corners.*

- (2) How does the proposal make full use of the available site, especially those portions of the site not occupied by parking and building?

Response: *Currently the property is occupied by a parking lot that extends substantially within the setbacks. The proposal maximizes the balance between green space and parking while positioning the building at the setback.*

(3) How does the proposal interact with its neighbors?

Response: *The proposal has vehicular connections to the Southdale Center ring road with a valet oriented toward this activity. The pedestrian sidewalk that lines the property line along France and 69th will connect to the current neighboring property walks and crossings.*

(4) Describe the zones of activity created by the proposal and compare those areas to zones of activity on adjacent and nearby sites.

Response: *The proposed retail building supports, extends and connects the activity of the Southdale Center and Galleria. Located at the setback line the gallery provides for a significant one of a kind 4 story retail building at the corner of France and 69th. Similar in scale to other proposed developments along France.*

Advance human and environmental health as the public and private realms evolves.

(1) How does this proposal enhance key elements of environmental health (air, water, noise, and habitat)?

Response: *The proposal increases the green space on the property, primarily focused around the public way. The use is consistent with the area and will not contribute negatively to environmental health.*

(2) How does proposal mitigate any negative impacts on environmental health on its own site?

Response: The reduction in surface parking and increase in green space in the proposal will mitigate negative impacts on environmental health.

(3) How does the proposal provide for a healthful environment beyond the current condition?

Response: The reduction in surface parking and increase in green space in the proposal will mitigate negative impacts on environmental health.

(4) Describe ways in which human health needs are advanced by the proposal.

Response: The proposal contributes to the City's plans to create a pedestrian friendly, walk-able France and 69th. Vehicular traffic is pushed to the Southdale Center ring road.

Embrace purposeful innovation aimed at identified and anticipated problems.

(1) Identify the problems posed by the proposal or the district requiring innovative solutions and describe the ways in which the proposal responds?

Response: There are extensive utilities on the property serving private and public parcels. These will need to be relocated to facilitate construction of the building. In addition to meet the watershed requirements, space planning for underground stormwater management will take into account these relocated utilities.

(2) Describe the metrics to be used to compare the innovations posed by the proposal.

Response: Based on discussions with Ross Bintner, we understand that the corner of 69th and France has limited storm sewer capacity and flooding occurs. The detention proposed with this project to meet the watershed requirements will assist with mitigating a portion of this flooding by introducing detention and reducing the peak runoff rate from the property.

- (3) For those solutions posed by the proposal as innovative, describe how they might become "best practices" for the district.

Response: *Given that each corner of Southdale Center is adjacent to public infrastructure, and that anticipated development will require watershed permitting, the best management practices used on this project can be used at other locations of development at Southdale Center. At a minimum the water quality will be improved, but there may also be opportunities to improve the level of service being provided for storm sewer in adjacent public infrastructure.*

- (4) Describe innovations in systems and aesthetics and the ways in which systems and aesthetics for integrated solutions.

Response: *The RH brand continually elevates the customer experience with the new free standing galleries. The architectural detailing of the various components of the building are custom designed for the brand and unique to the market.*

- (5) Describe other projects where innovations similar to those included in the proposal have been employed.

Response: *Other properties within the Southdale Center have employed similar infrastructure improvements. RH has constructed free standing galleries in such cities as Chicago, Denver, Boston, and Los Angeles to name a few. Each of these is unique while maintaining the brand integrity and customer experience that RH is known for.*

Promote well-balanced aggregations of "come to" and "stay at" places focused on human activity and linked to an engaging public realm.

- (1) How does the proposal complement the mix of uses in the district?

Response: *The proposed retail building supports extends and connects the retail activity of the Southdale Center and Galleria.*

- (2) Describe the proposal in terms of "come to" and/or "stay at" places.

Response: *The proposed 50,000 plus square foot RH Gallery is unique to the market and will become a destination for the area. The gallery provides a full experience for the customer to meander through the various show rooms and/or to have lunch or coffee in the pantry. It is expected to draw customers from throughout the Minneapolis/St Paul area.*

- (3) What adjacent or nearby "come to" or "stay at" places does the proposal rely on for vitality?

Response: *Southdale Center and other retail, hotel and food establishments in the Southdale area assist in providing a critical mass of activity within the area.*

- (4) Demonstrate the flows of activity generated by the site during a typical weekday and weekend day.

Response: *7 days a week, customers and employees; Shop/ Drink/ Dine/ Work/ Walk*

- (5) In what ways does the proposal interact with surrounding sites to encourage an engaging public realm?

Response: *The proposal is strategically located on axis with the corner to encourage engagement with the public from all angles. The sidewalks and flow from the corner will allow pedestrians to flow off the public sidewalks into the gallery.*

Ensure every component contributes to the sustained economic vitality of the district and the community.

- (1) Describe the proposal in terms of its economic contributions to the district.

Response: *The Restoration Hardware destination retail experience will contribute to the overall economic vitality of the district by bringing customers in from a larger travel distance.*

- (2) How does the proposal enhance development on adjacent or nearby sites?

Response: *With the water tower occupying the immediate adjacent site the property is isolated on the corner. The positioning of the building at the setback lines should encourage and enhance further development along France and 69th, assisting to create the urban edge desired in the City's vision.*

- (3) What features of the site or district limit the potential of the proposal from being fully realized?

Response: *The site is limited in development due to the presence of extensive underground infrastructure serving adjacent public and private parcels. The development size is constrained by the water tower to the north, pump house for irrigation to the east, and the mall ring road. The resulting parcel is triangular and results in some inefficient parking configurations.*

- (4) Why is the proposal best situated on its proposed site from the perspective of economic vitality?

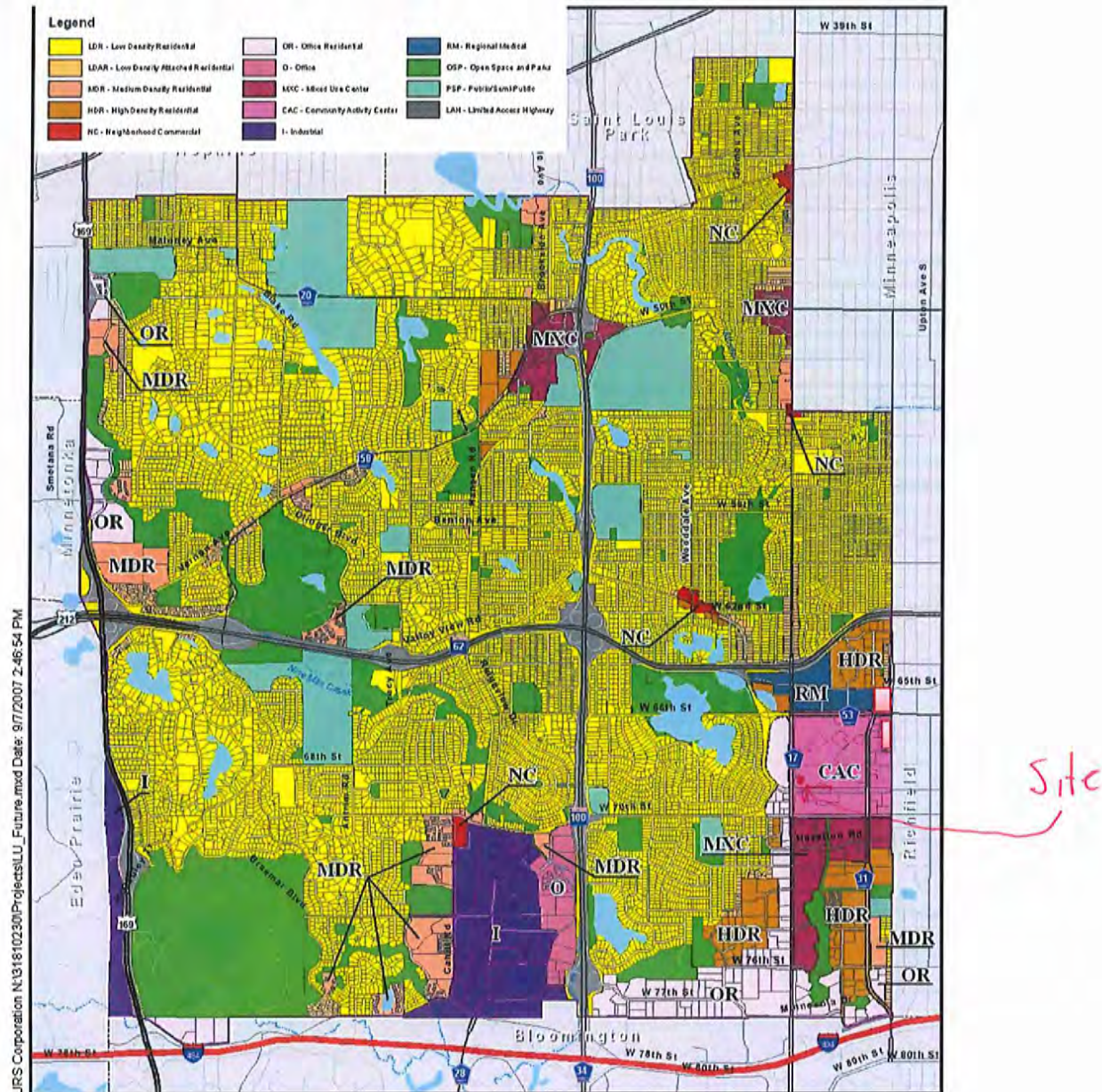
Response: *The proposal is strategically located on axis with the corner to encourage engagement with the public from all angles. The sidewalks and flow from the corner will allow pedestrians to flow off the public sidewalks into the gallery.*

- (5) How does the proposal make the district and the community a better place?

Response: *The proposal replaces an existing surface parking lot adjacent to the city water tower with a heavily landscaped state of the art destination retail development. The sidewalks incorporated in the proposal provides connectivity to the neighboring properties within the district.*



Edina Comprehensive Plan – Future Land Use Plan & Height



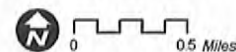
URS Corporation N:\318102\300\Projects\LU_Future.mxd Date: 9/7/2007 2:46:54 PM



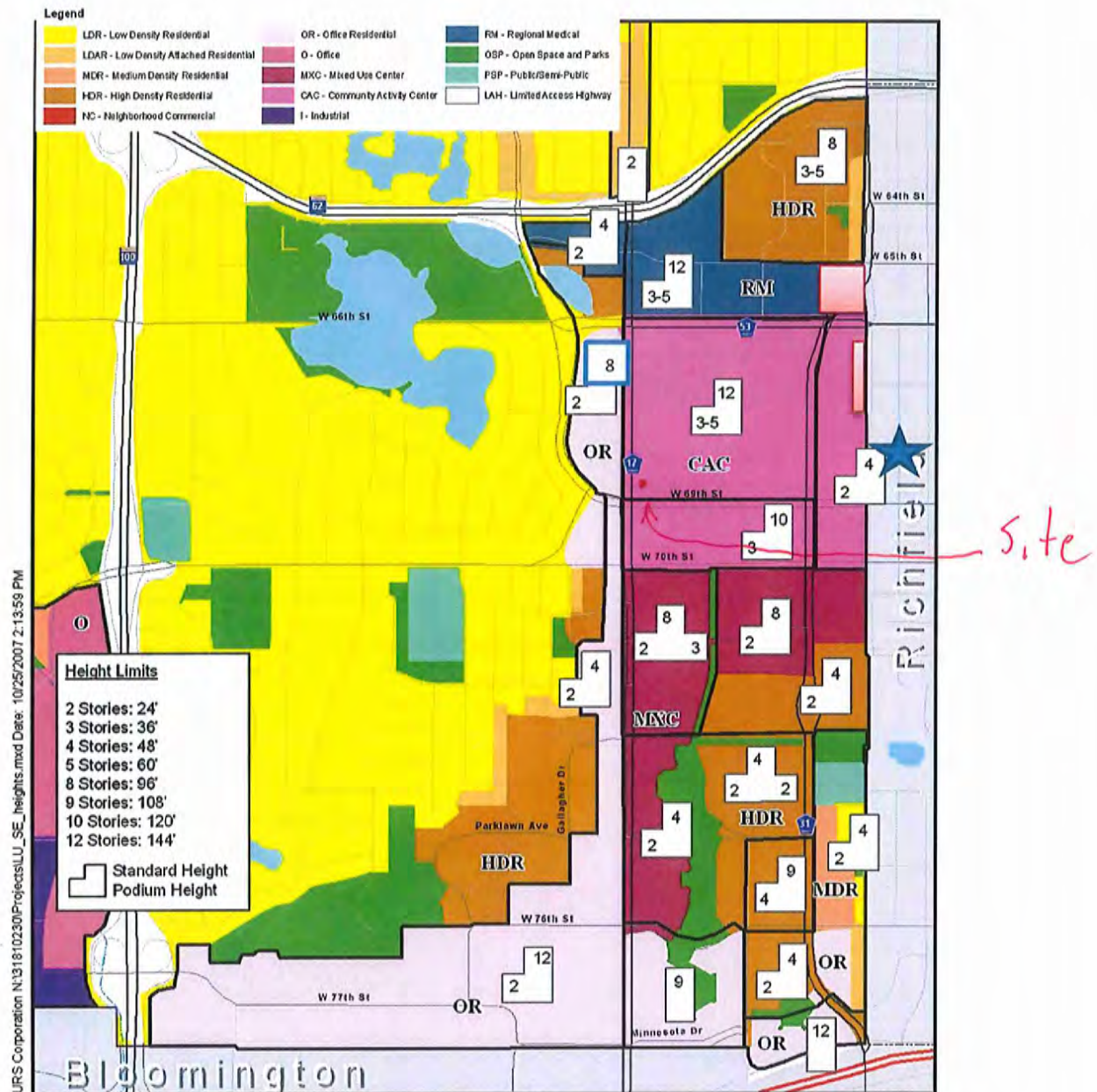
City of Edina
2008 Comprehensive Plan Update

Data Source: URS

Figure 4.3
Future Land Use Plan



191



**Future Land Use Plan with
Building Heights**
Southeast Quadrant
Figure 4.6B

Data Source: URS



* Height may be increased to six stories & 75 feet if podium height is utilized on York and Xerxes subject to review and approval of the City Council.



0 0.5 Miles



Google Earth

feet
meters



A9c

RH

RESTORATION HARDWARE
EDINA 2018

44



Site Location

RH
ARCHITECTURE | DESIGN

HOBBS + BLACK
ARCHITECTS

100 N. State St.
Ann Arbor, MI 48104
P.734.603.4189

www.hobbs-black.com

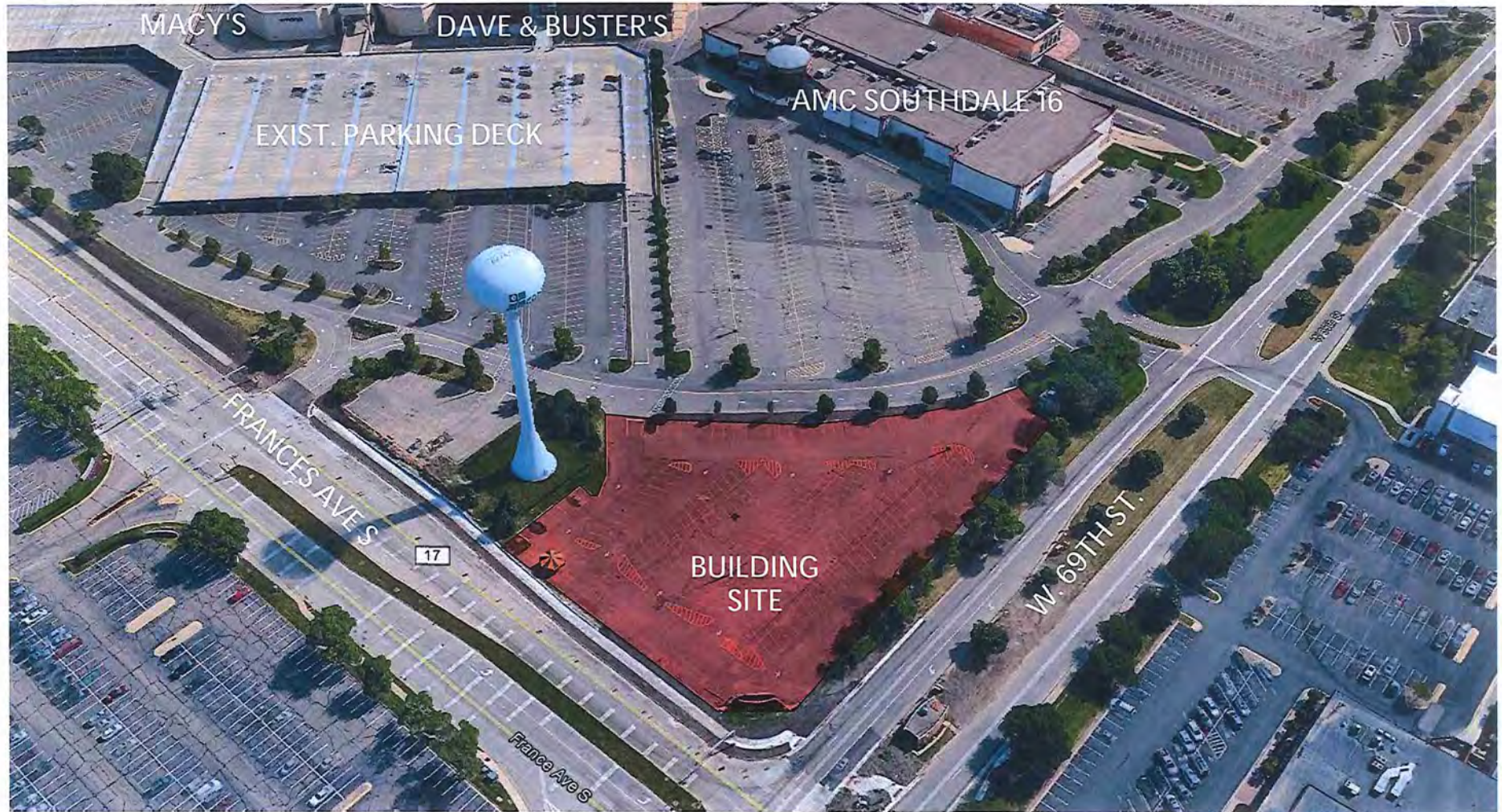
RH EDINA

scale:

SITE AERIAL



A12



PROPOSED BUILDING & SITE INFORMATION

SETBACKS

FRONT YARD (FRANCE AVE): 50 FT.
SIDE YARD (69TH ST.): 30 FT.
REAR YARD: 35 FT.

BUILDING HEIGHT

70'-0"

F.A.R.

EXISTING LOT FLOOR AREA - 1.9 ACRES (82,764 SQ. FT.)

GROSS BUILDING FLOOR AREA

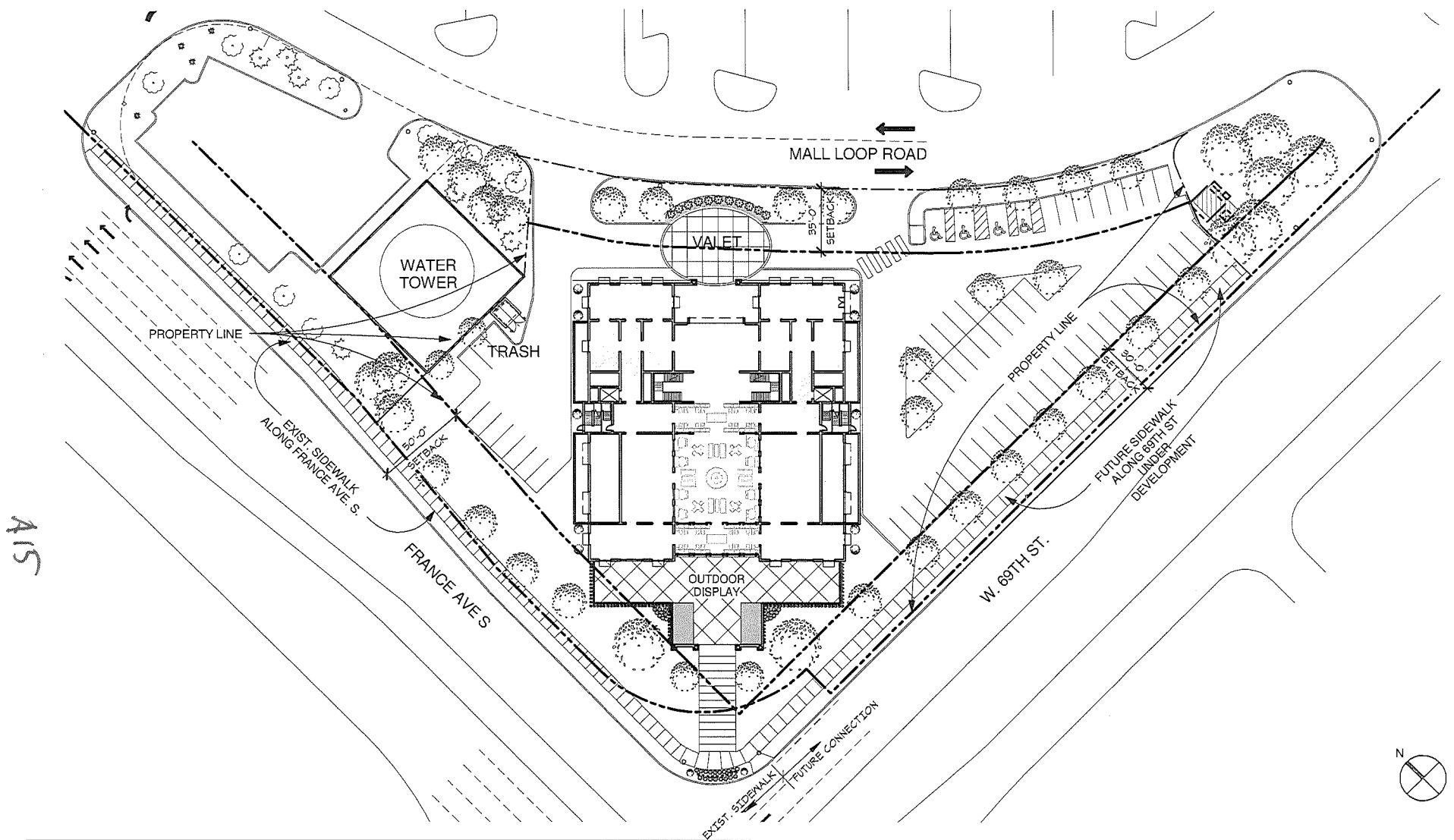
1ST FLOOR - 20,435 SQ. FT.
2ND FLOOR - 15,465 SQ. FT.
3RD FLOOR - 15,465 SQ. FT.
4TH FLOOR - 8,100 SQ. FT.
TOTAL - 59,465 SQ. FT.

PROPOSED BUILDING F.A.R. - .71

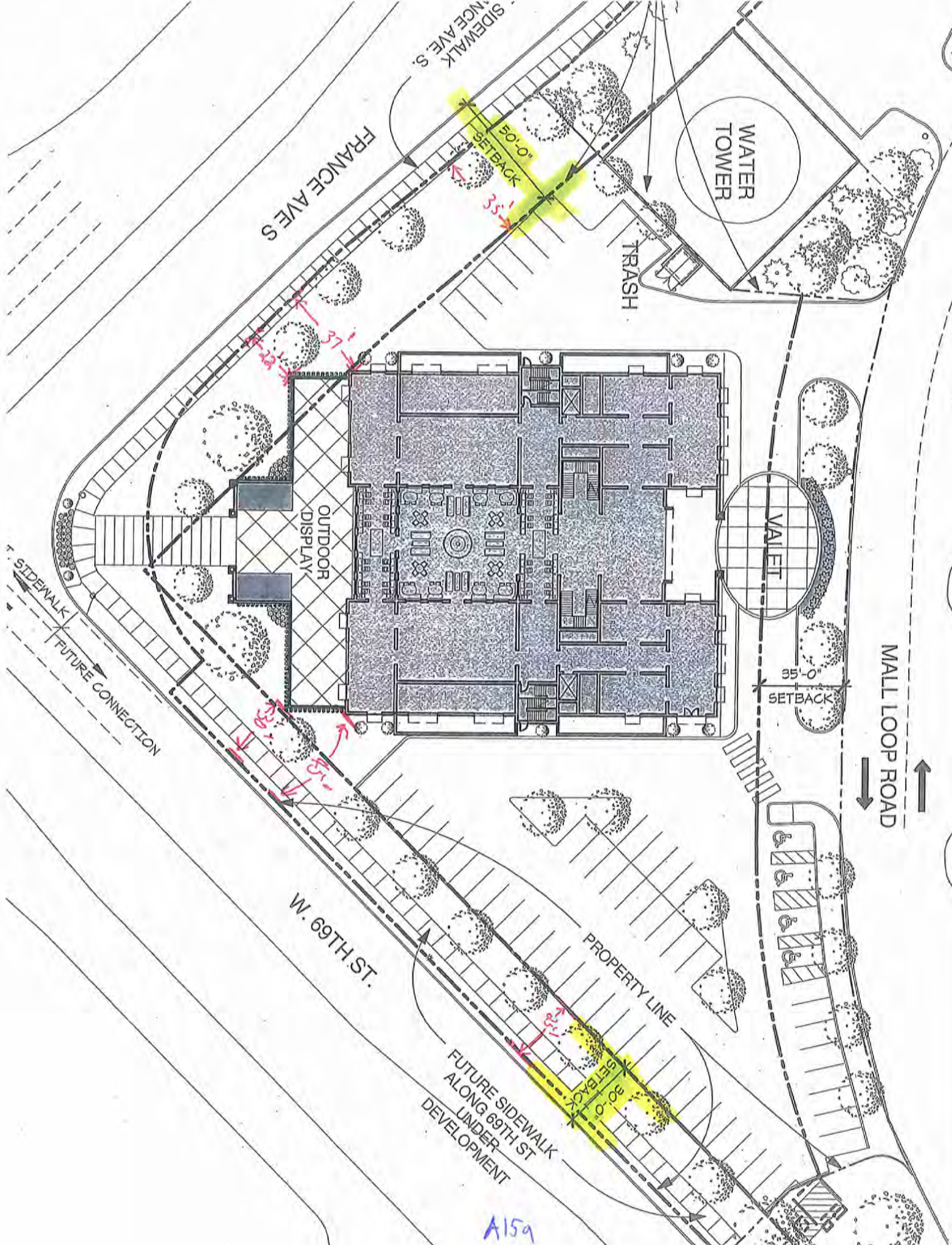
PARKING

PARKING REQUIRED: REFER TO SOUTHDAL CENTER COMPREHENSIVE PARKING VARIANCE
PARKING PROVIDED; 59 + 4 ACCESSIBLE (63 TOTAL)

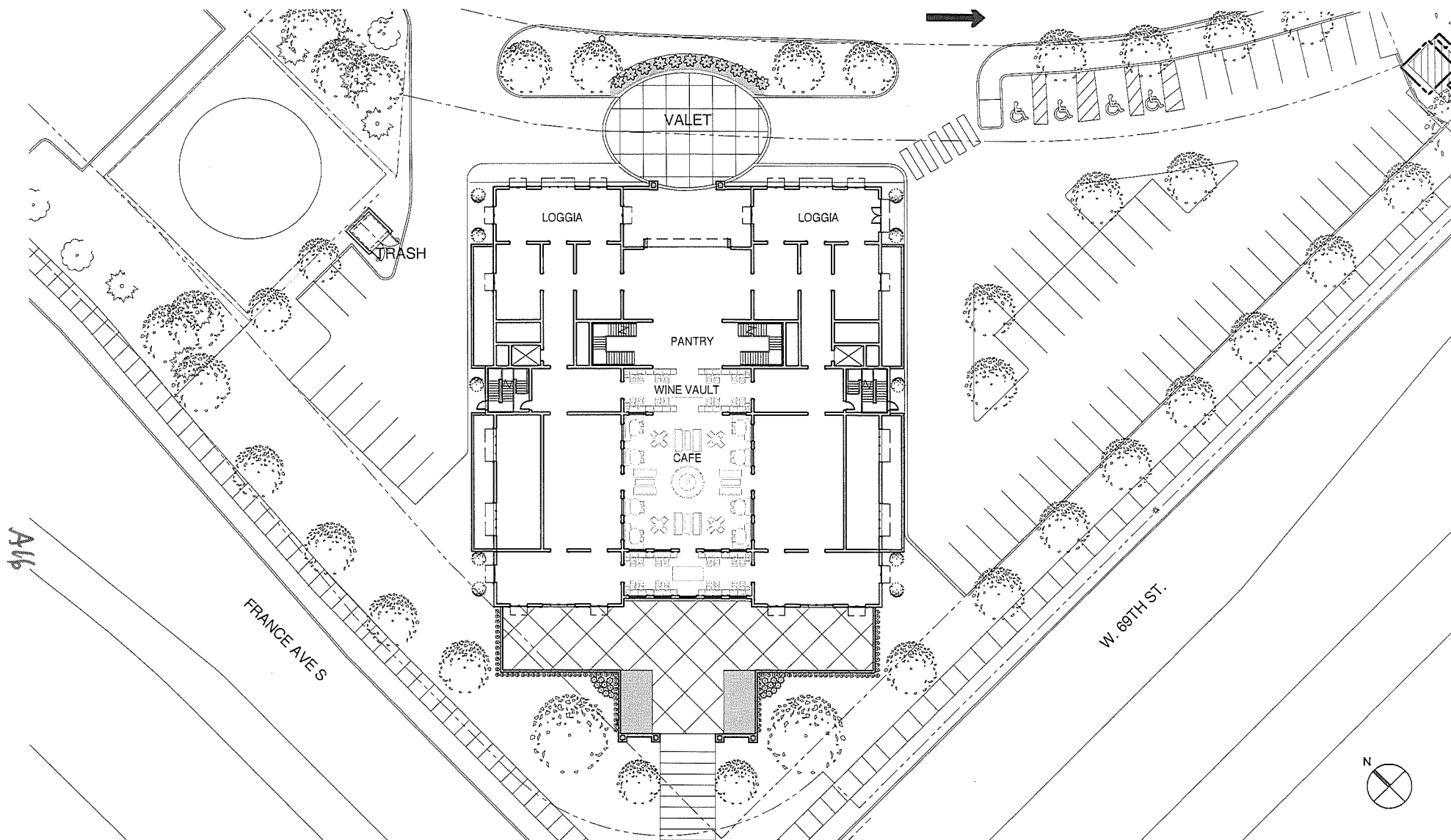




A15



A159



RH
ARCHITECTURE | DESIGN

HOBBS + BLACK
ARCHITECTS

100 N. 3rd St.
Ann Arbor, MI 48104
734.663.4107

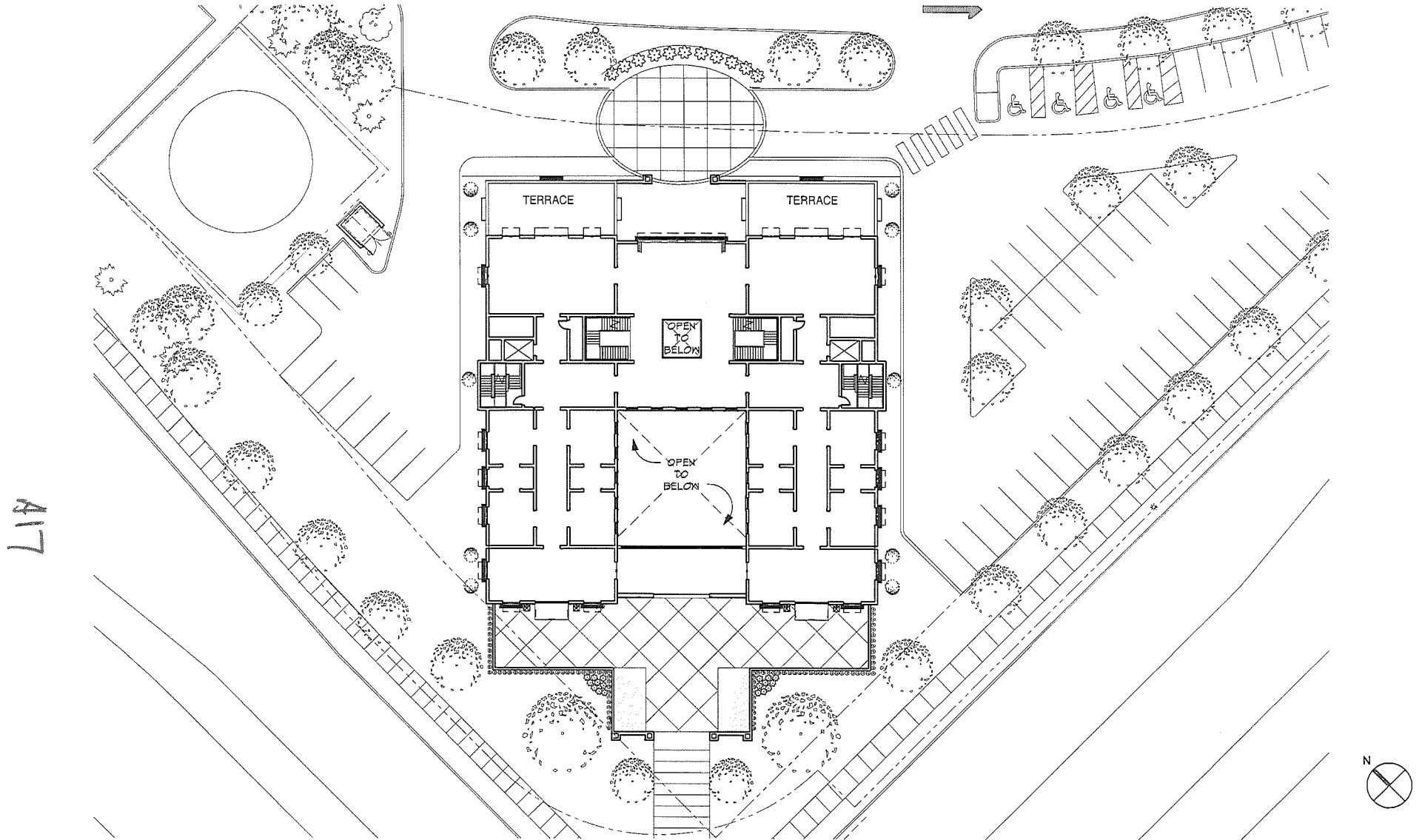
www.hobbs-black.com

RH EDINA

scale: 1/32" = 1'-0"

FIRST FLOOR PLAN

1



RH
ARCHITECTURE | DESIGN

HOBBS + BLACK
ARCHITECTS

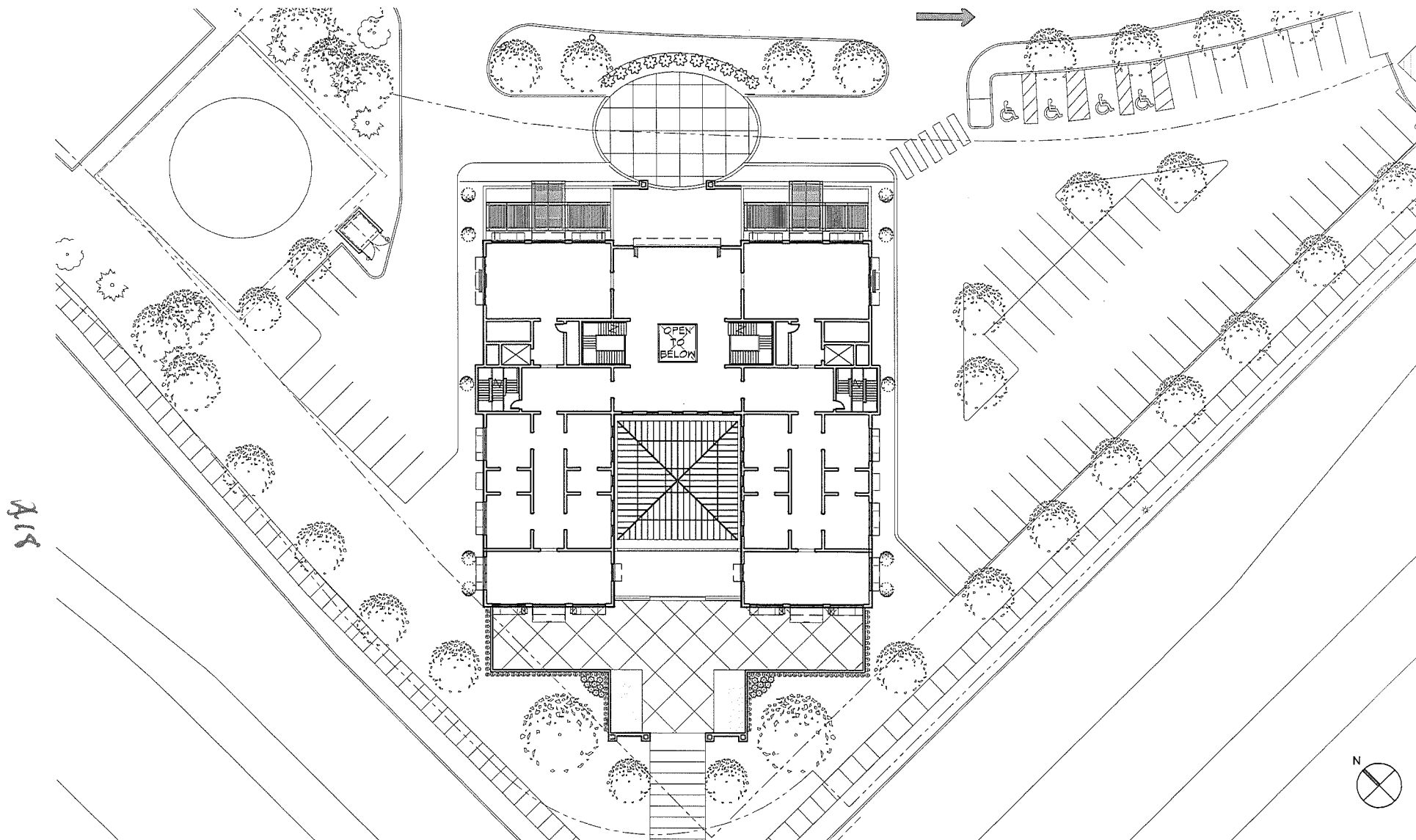
101 N. State St.
Ann Arbor, MI 48104
P: 734.663.4187
www.hobbs-black.com

RH EDINA

scale: 1/32" = 1'-0"

SECOND FLOOR PLAN

2



RH
ARCHITECTURE | DESIGN

HOBBS + BLACK
ARCHITECTS

100 AL State St.
Ann Arbor, MI 48104
P 734.663.4189

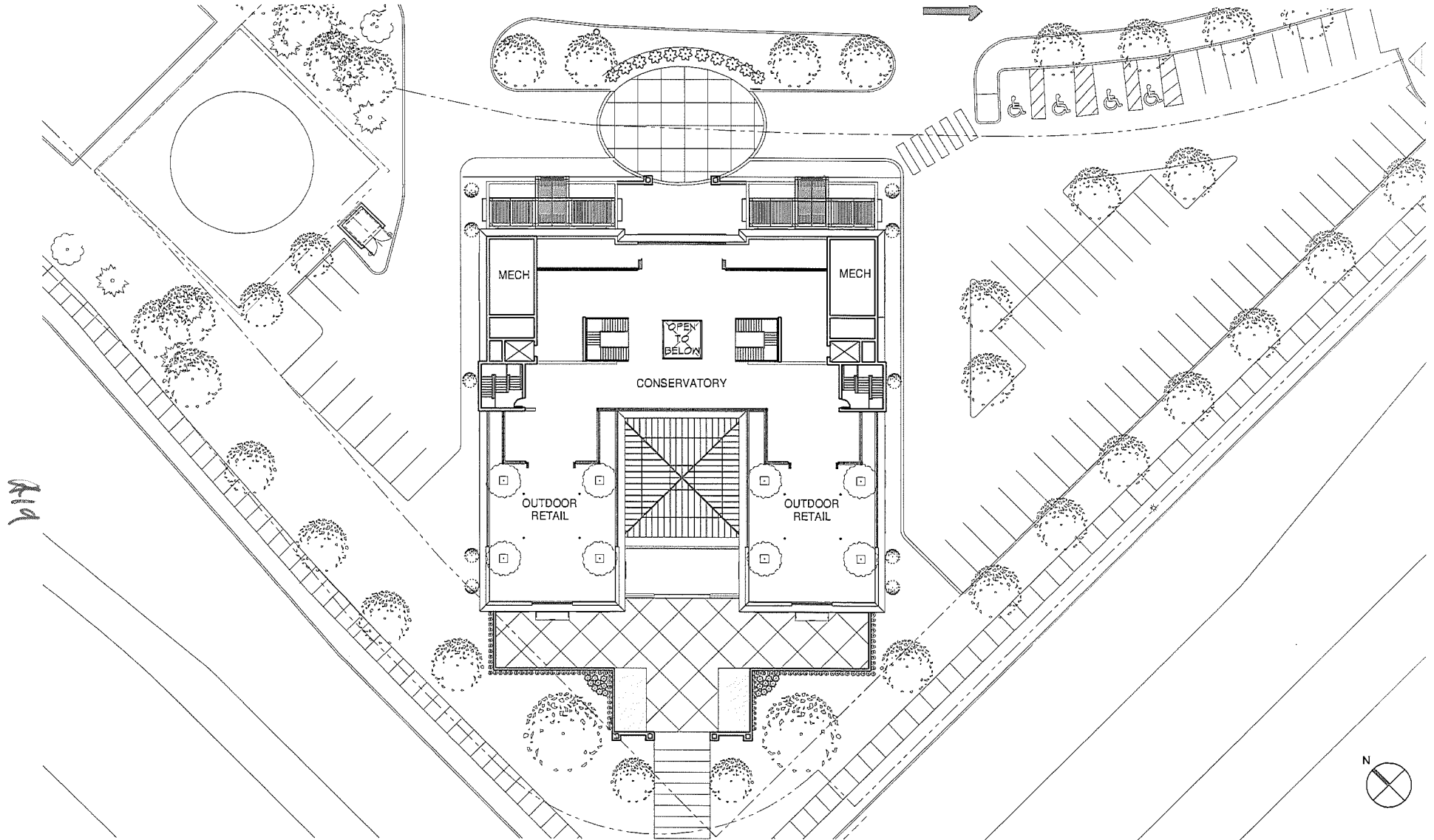
www.hobbs-black.com

RH EDINA

scale: 1/32" = 1'-0"

THIRD FLOOR PLAN

3



A-19

RH
ARCHITECTURE | DESIGN

HOBBS + BLACK
ARCHITECTS

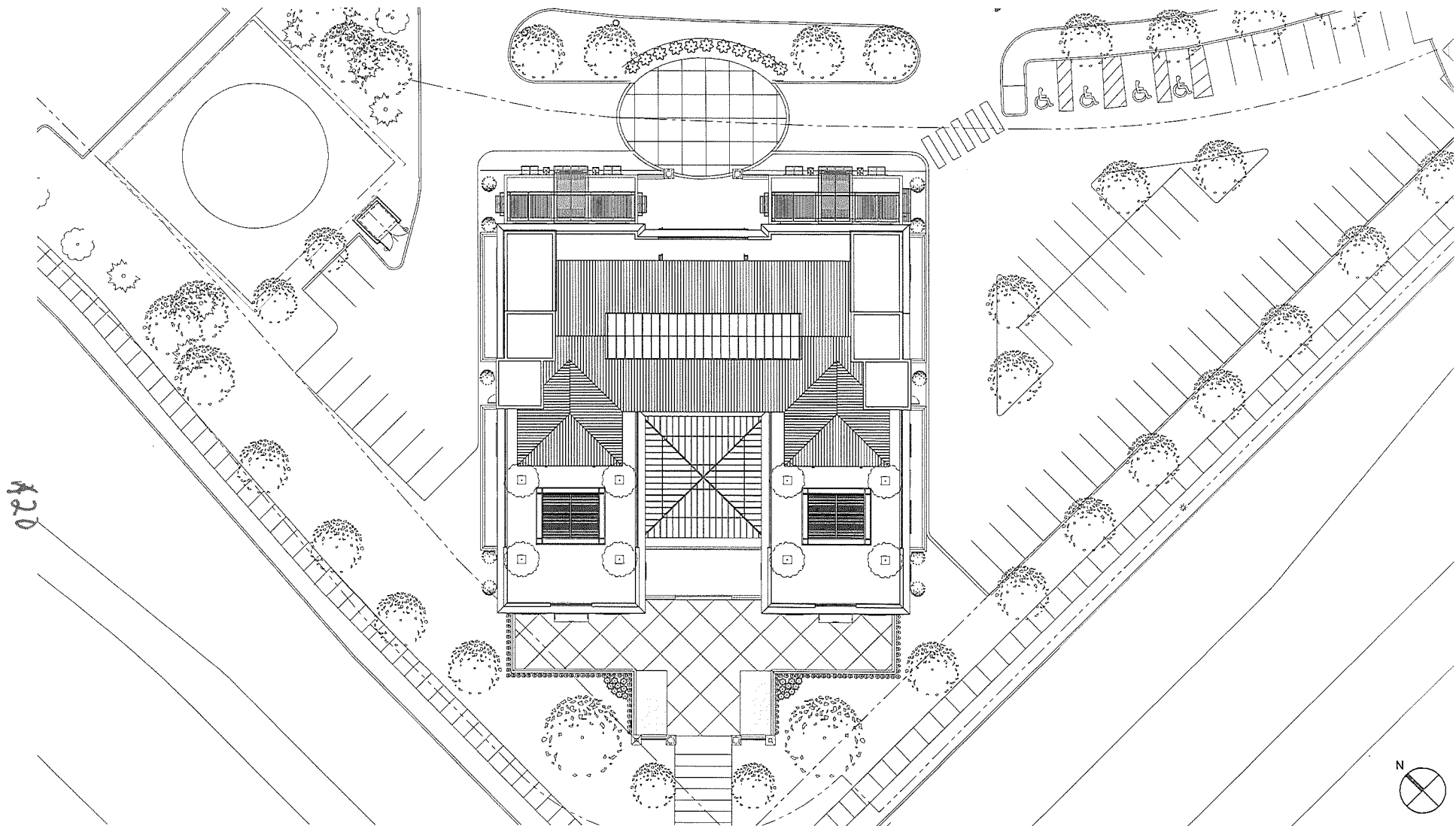
100 N. State St.
Ann Arbor, MI 48104
P: 734.663.4187
www.hobbs-black.com

RH EDINA

scale: 1/32" = 1'-0"

FOURTH FLOOR PLAN

4



RH
ARCHITECTURE | DESIGN

HOBBS + BLACK
ARCHITECTS

100 N. State St.
Ann Arbor, MI 48104
P: 734.663.4189

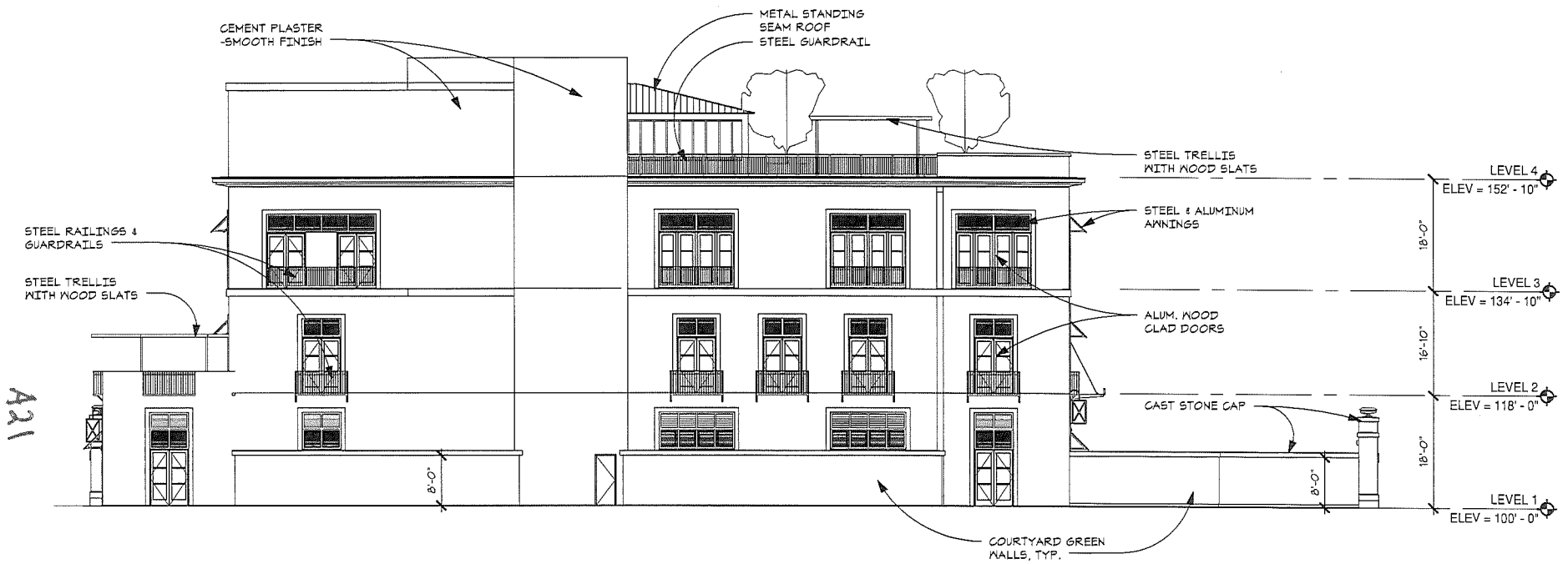
www.hobbs-black.com

RH EDINA

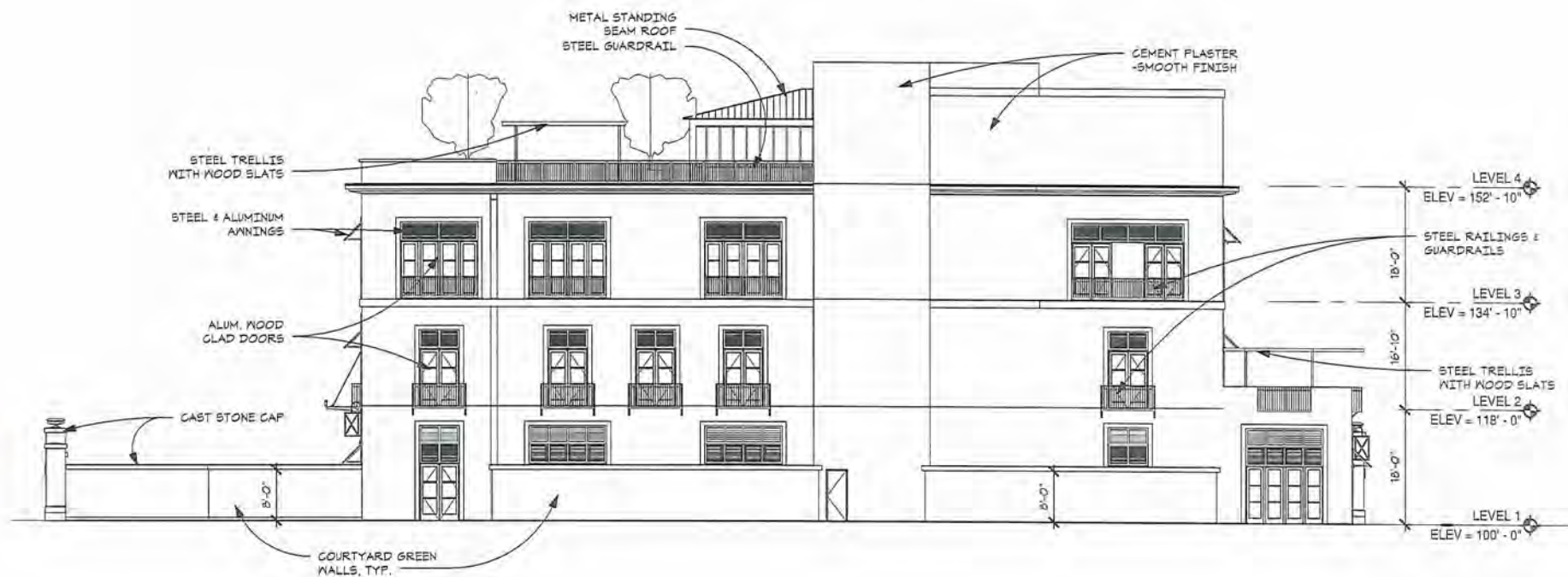
scale: 1/32" = 1'-0"

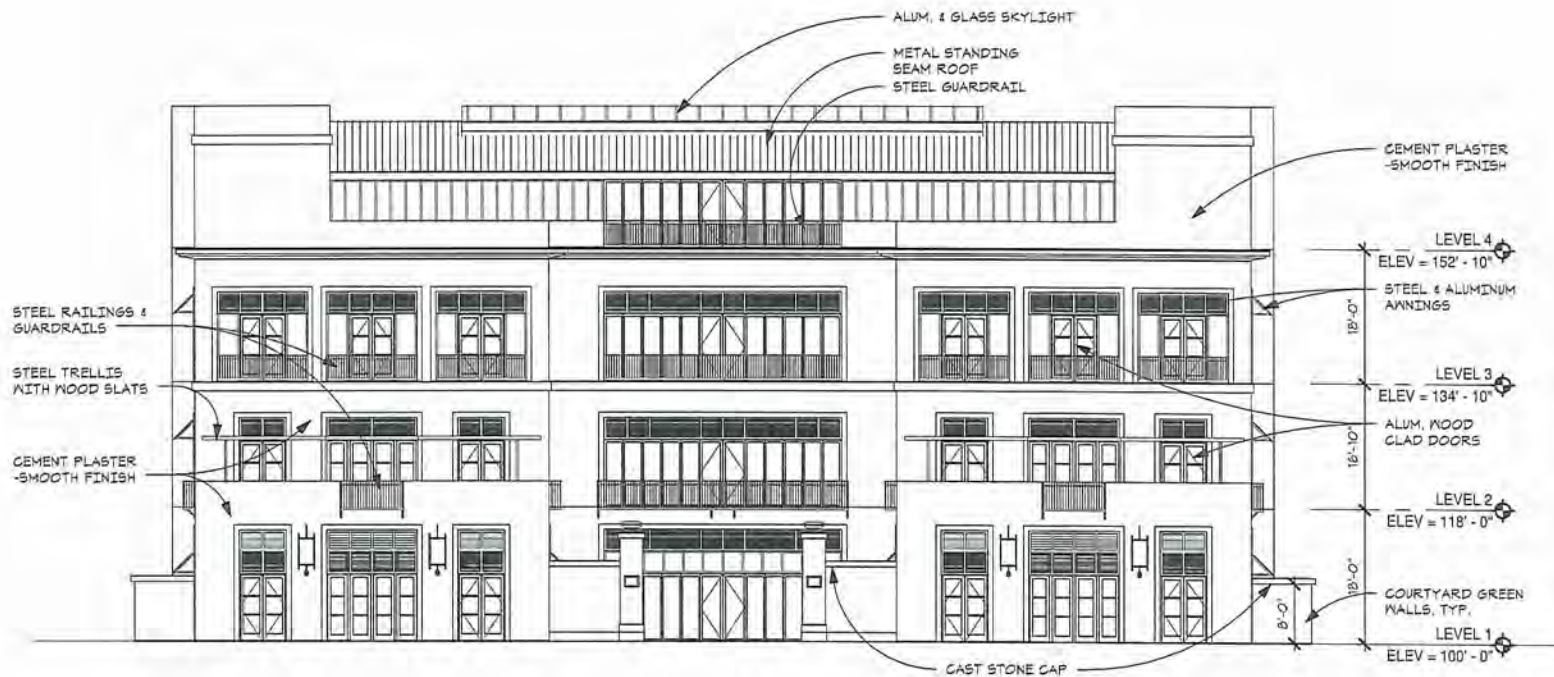
ROOF PLAN

5



A22





Adt





RH
ARCHITECTURE | DESIGN

**HOBBS + BLACK
ARCHITECTS**

100 N. State St.
Ann Arbor, MI 48104
P. 734.663.4187

www.hobbs-black.com

RH EDINA

scale:

STREET FACING

10





RH
ARCHITECTURE | DESIGN

HOBBS + BLACK
ARCHITECTS

100 N. State St.
Ann Arbor, MI 48104
P: 734.663.4109

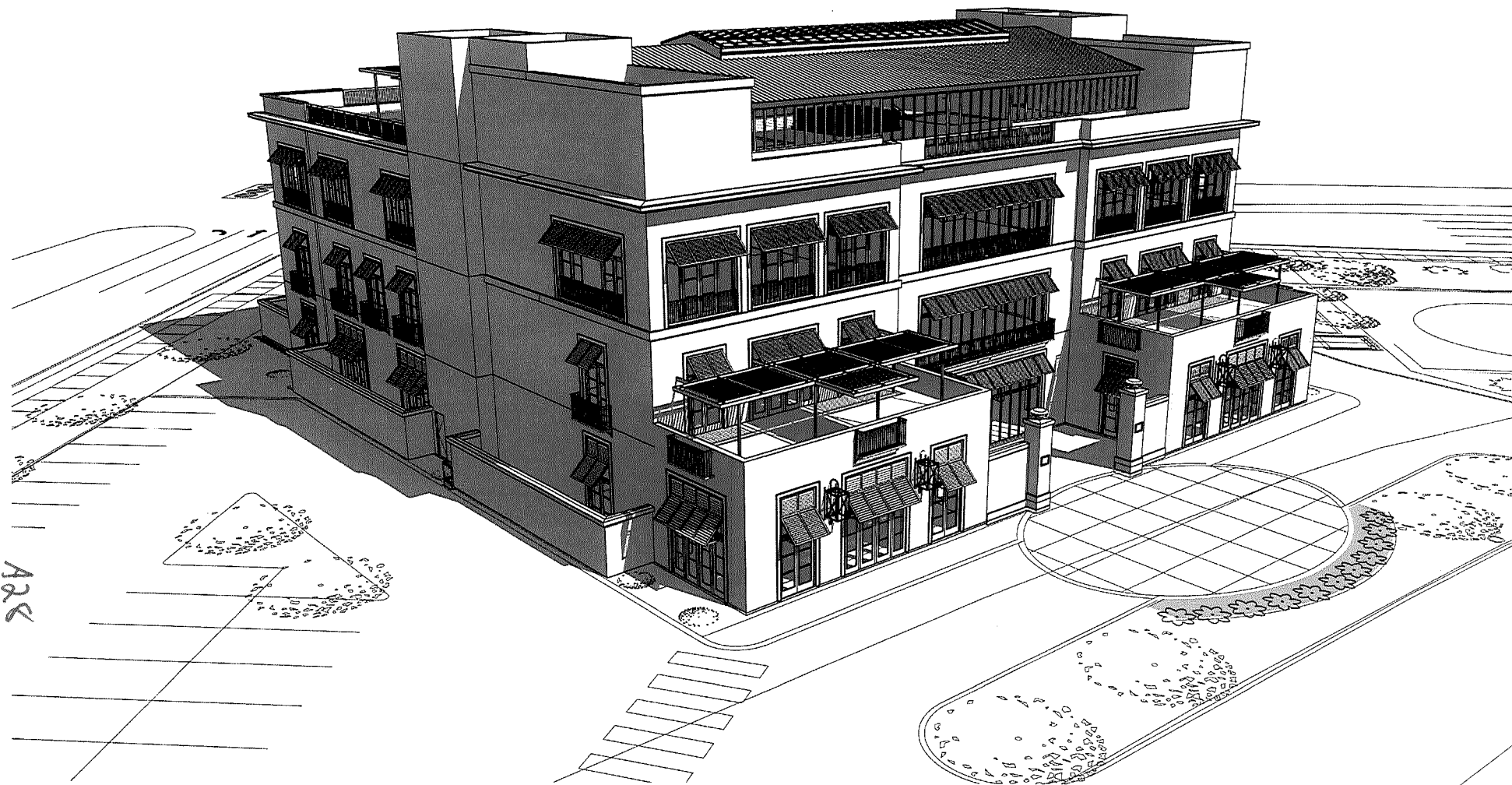
www.hobbs-black.com

RH EDINA

scale:

PERSPECTIVE

12



AS

RH
ARCHITECTURE | DESIGN

HOBBS + BLACK
ARCHITECTS

100 N. State St.
Ann Arbor, MI 48104
P: 734.663.4199

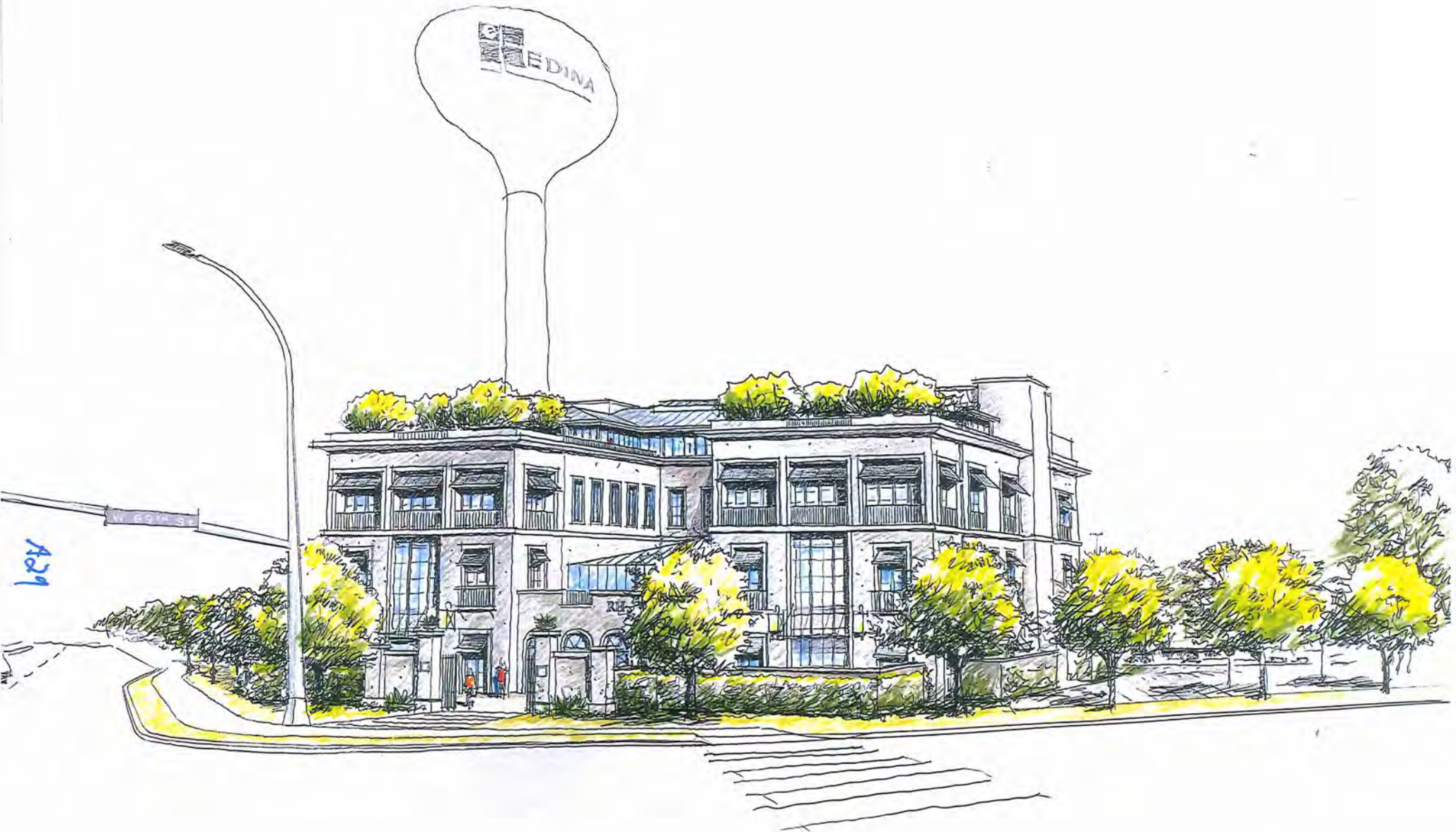
www.hobbs-black.com

RH EDINA

scale:

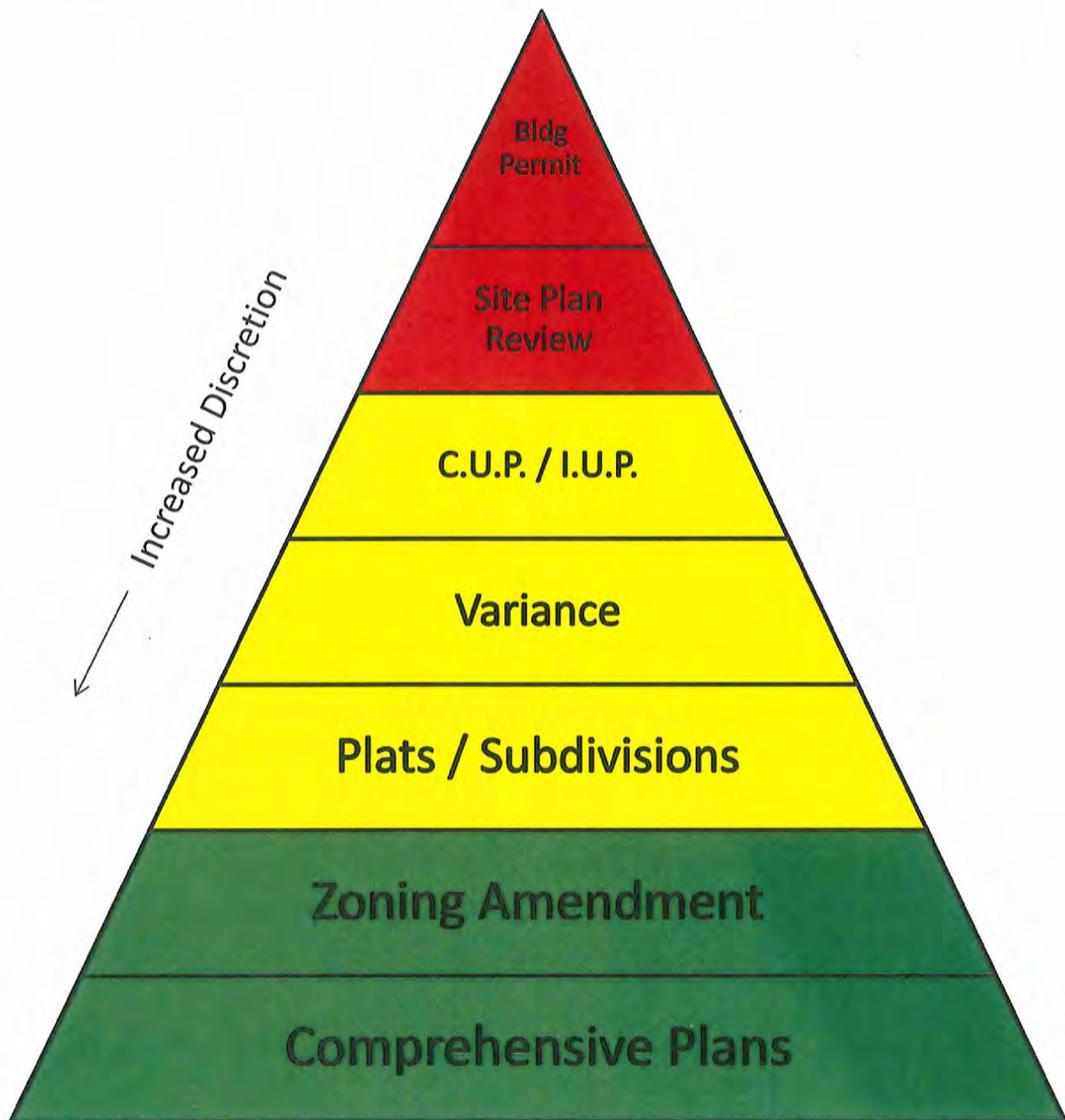
VALET/MALL SIDE

13



A29

Public Discretion in the Land Use Process



Roger N. Knutson
Campbell Knutson, P.A.
317 Eagandale Office Center
1380 Corporate Center Curve
Eagan, Minnesota 55121

A30

Architecture Field Office

2200 Zane Ave N | Minneapolis, MN 55422
www.archfieldoffice.com

To: **City of Edina**
Cary Teague, Community Development Director
4801 W. 50th Street
Edina, MN 55424

From: Mic Johnson, FAIA

Date: March 15, 2017

Cary:

At your request, we reviewed the Sketch Plan submission for the new Restoration Hardware development on the southwest corner of the Southdale Center parking lot. We believe this plan aligns in part with the planning and design ideas set forth in the Greater Southdale District Planning Framework – Phase 2 work effort. In particular, we note the following attributes:

- The integration of outdoor public space.
- Quality of building materials and fenestration.
- Development of the roof as a publicly accessible space.
- Providing a mix of uses, including retail and restaurant.
- Utilizing existing parking resources of Southdale Center.
- Providing access to retail on France Avenue.

However, we are significantly concerned about two major attributes of the design: the **lack of transparency along the street** and the **overall land use – the placement and orientation of the building on the site**.

- We believe the current scheme, with an 8-foot-high solid wall on at least three faces of the building and adjacent to the public sidewalks on France and 69th, creates a physical and psychological barrier that can negatively impact the public realm and does not support the development of a pedestrian-focused environment – one of the primary tenets of our Phase 2 vision.
- The orientation of the building, which pulls the building away from streets, creates 'leftover' parcels of land on both France and 69th which are currently shown in this plan as surface parking. This planning approach is not in concert with the guiding principles. In addition, one of the goals of our Phase 2 vision was to create active corners – which is even more critical on this site considering its visibility and presence within the district. The scheme as currently shown has the front door of the building itself approximately 92 feet from the setback intersection, plus an additional 36 feet from the curb – so nearly 130 feet from the curb. This is not an active corner, nor is it a pedestrian-friendly planning solution.

A31

Architecture Field Office

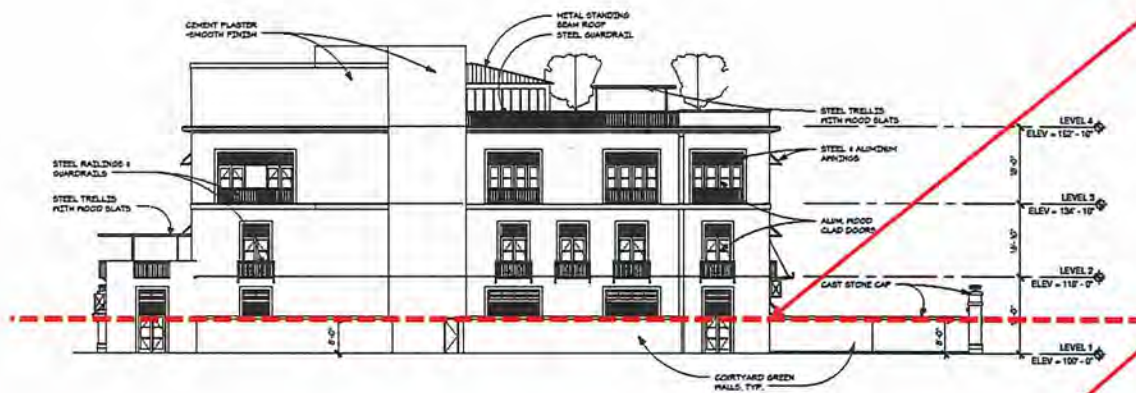
We also have a few comments related to the details set forth in the plan:

1. Sidewalks are too close to France Avenue and 69th Street. The Southdale District Planning Framework recommended a 50-foot setback between street and buildings, with a generous landscape buffer between the sidewalk and street – to provide a greater separation from heavy vehicular traffic and encourage a livelier pedestrian environment.
2. Double rows of trees are recommended along France Avenue to create a more formal "Edina Main Street" experience.
3. A 30-foot setback is expected along 69th Street with the intent of providing a greater separation from the street for pedestrians with an improved landscape buffer between pedestrian and street.

Some specific concerns and recommendations for better alignment of this scheme with the Greater Southdale District Planning Framework – Phase 2 and the draft guiding principles are illustrated in the following pages. This attachment also includes images of other Restoration Hardware projects in the U.S. These include an image of the RH Atlanta retail store – which features a similarly-scaled wall to the one proposed for the Edina location. However, the wall does not seem to 'wrap' the building as does the Edina proposal. We also included images of recent or proposed projects in Portland and Denver – both of which are designed to be more pedestrian friendly – with no wall or lower walls, and more responsive to the street grid and context.

Thank you for the opportunity to review. Please let me know if you have any questions.

Mic



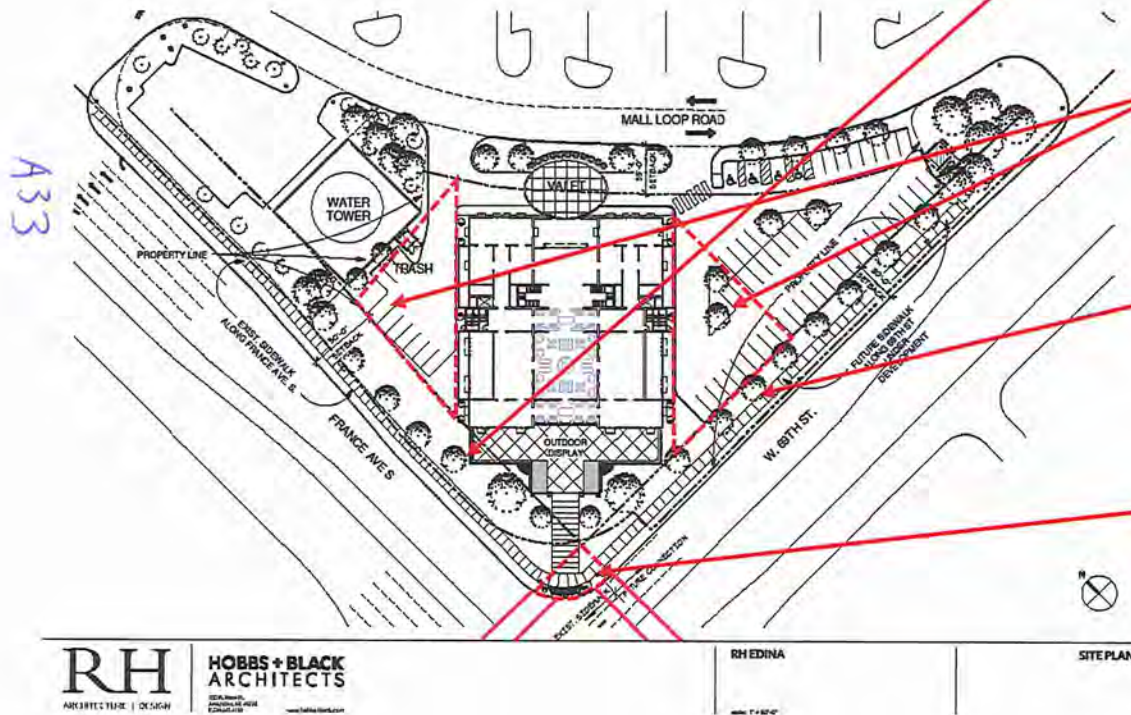
8 foot high wall along France Avenue and 69th street. The Southdale District Vision is to have 75% transparency at the ground floor facing all public realm connections and streets.

8 foot high wall in the set back along France Avenue. Along France Avenue the Southdale District Vision calls for a 50 foot set back with 35 feet as a landscape buffer with double rows of street trees and 15 foot side walk zone.

Parking facing the Public Realm. The Southdale District Vision calls for continuous building facades along primary corridors with pedestrian connections between building whenever possible

Landscaping and sidewalks in the 30 foot setback. On secondary streets, the Southdale District Vision calls for sidewalks to be centered in the 30 foot setback with trees and landscaping on both sides of the sidewalk.

Alignment with intersections and pedestrian crosswalks. The Southdale District Vision calls for greater attention to intersection design and public safety. Alignment and orientation of the building and site design should enhance the important of the continuity of the public realm.

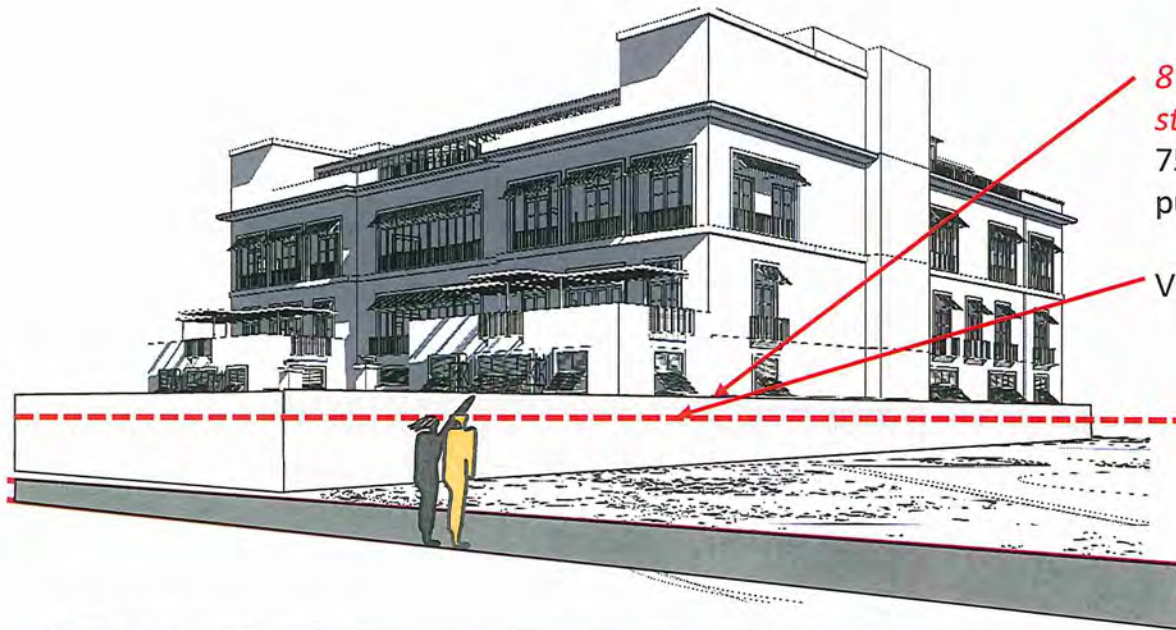


RH
ARCHITECTURE | DESIGN

HOBBS + BLACK
ARCHITECTS
DESIGN, ARCHITECTURE, INTERIOR DESIGN, LANDSCAPE ARCHITECTURE
www.hobbsblack.com

RH EDINA

SITE PLAN



Proposed Edina
Restoration Hardware

RH

HOBBS + BLACK
ARCHITECTS

RH EDINA

PERSPECTIVE

11



Proposed Portland Oregon
Restoration Hardware

A34



Denver Restoration Hardware
With lower wall along public street



Atlanta Restoration Hardware
With 8 foot high wall along public street