

Jackie Hoogenakker

From: Karen Sandler Steinert
Sent: Tuesday, September 26, 2017 10:24 PM
To: Jackie Hoogenakker
Cc: Adam Steinert
Subject: Case File No. 2017.009

Dear Ms. Hoogenakker:

My husband and I live at We are unable to attend tomorrow's Planning Commission hearing but want to make sure we understand the proposed project for Edina Flats better.

Can you please let us know where we can get information about the following:

1. Has a traffic study been done to better understand the impact of additional higher density housing in the area? Some traffic studies were done around Valley View/62nd Street this year but did not plan for this contingency. We are opposed to any plan that increases traffic on 62nd Street, particularly if it does not provide some mechanism to help slow down traffic. Furthermore, we would like to have the area around Valley View/Wooddale re-examined as a part of this study as this will increase traffic.
2. Does the proposed plan include any plans for mixed use? We believe that this neighborhood should be redeveloped in a manner that's consistent with the developments going on nearby that increase pedestrian traffic in the area. We also want to make sure that this plan does not eliminate the ability to have spaces like the neighborhood ice cream shop.
3. Has adequate parking for the residents of the units and their visitors been incorporated into the plan?
4. Has the city coordinated with the school district and the developer to understand the impact this plan might have on local schools. Concord already has classes that are far too large and seem to be increasing as new houses are built and occupied by younger and larger families.
5. What is the current use zoned for and what does the change in zoning permit Edina Flats to do?

Thank you for your guidance on these matters. We are hopeful that we can better understand the proposed plan to determine our definitive position on this to share with the Planning Commission in advance of the City Council decision next week.

Best regards,

Karen Sandler Steinert

Jackie Hoogenakker

From: Sue Soule
Sent: Wednesday, September 27, 2017 1:22 AM
To: Jackie Hoogenakker
Cc: James Hovland; Kevin Staunton; Robert Stewart; Mary Brindle; Mike Fischer
Subject: Proposed Comprehensive Plan Change for 69th and France

Dear Planning Commission,

Re the proposed change regarding height and density in regard to the Ryan Company/Bernardi proposal for 69th and France:

We are still a predominantly single-family residence group of tax-paying citizens who purchased our homes with the expectation that our city leaders would honor the Comprehensive Plan and preserve the quality of life of our neighborhood.

This has not changed.

We still need a buffer from the already huge change in density bordering our homes.

We already have cars that turn off France at 72nd and cut through the neighborhood to avoid the congestion on France. People impatient with the already existing traffic levels on France are not going at a leisurely pace down our streets but hurrying through looking for the fastest bypass. One of these choices takes them pass Cornelia School and park. Not a good situation. The Ryan/Bernardi proposal would only worsen this problem.

A switch from a height of 48 feet/4 stories to 360 feet/36 stories (for 10 feet is the traditional interpretation of a story) is an affront to our neighborhood.

We have attended City Council meetings at which a staff person has represented 3 dozen comments from Speak Up Edina as a mandate for a proposal. I have also heard that city representatives have claimed that there is not much opposition from the neighborhood for this proposal. This is not true. If you have not heard it, either your hearing is selective or, possibly, citizens have become so discouraged by the city's endless pursuit of development that they feel their input would continue to be ignored regardless. We know that many of our neighbors already feel that way.

It is my understanding that the City Council passed a proposal stating that density is a community value. I think that is overreaching, yet the Council seems to be guided by that more than the Comprehensive Plan.

Perhaps we should have a city-wide referendum to determine what Edina residents really think about density.

In the meantime, we urge you to reject the Ryan/Bernardi proposal as it is detrimental to our neighborhood.

Thank you,

Susan and Gary Soule

Jackie Hoogenakker

From: Mark Chamberlain
Sent: Tuesday, September 26, 2017 3:57 PM
To: Jackie Hoogenakker
Subject: Comp Plan Amendment for 6900 France

To the Edina Planning Commission,

I respectfully request that you honor the transition zone as described in the Comp Plan of 48' in height between the commercial area east of France Avenue and the residential neighborhood to the west.

The request you will be hearing on Wednesday night is for a change to 360', 7-1/2 times the prescribed limit, and in no possible way transitions single family homes to a one story Galleria building or the potential 4 story Restoration Hardware proposed kitty corner to the 6900 site.

It is not the City's responsibility to line the pockets of developers who want egregious variances to over build on a site, but rather to protect the interests of the residents who would be directly affected. If Ryan Companies and Mr. Bernardi cannot do a profitable development on the site within the established parameters of the existing Comp Plan then perhaps they are not the right developers for the site. Bank of America, The Vitamin Shoppe and Restoration Hardware, three projects adjacent to the proposed site, all feel they can make it and still live within the Code, so I'm sure there is another worthy project that will come along that can also live with the Code. While The Estelle may be Ryan's only option for the site it is not the only option for the site.

Please reject this proposed amendment request and send a strong signal to developers that projects requiring a variance to accommodate height or density will not be given consideration.

Thank you.

Mark Chamberlain

Jackie Hoogenakker

To: Ruth McIntyre
Subject: RE: Against 6900 France 'Estelle Edina' height proposals

From: Ruth McIntyre [mailto:ruth.mcintyre@edina.org]
Sent: Monday, September 25, 2017 8:43 PM
To: Jackie Hoogenakker <jackie@edina.org>
Subject: Against 6900 France 'Estelle Edina' height proposals

To the Edina Planning Commission,

I want to voice my concerns over the non-conforming heights of the two buildings proposed for 6900 France Avenue in Edina ('Estelle Edina'). The proposed towers are **TOO TALL** and not a good fit in that location - and will dwarf the Lake Cornelia Neighborhood. Currently this property is **not** 'dominated' by smaller buildings but it will be overwhelmed by these huge high rises that would actually fit in nicely on N. Michigan Ave. in Chicago.

There are homes located just across the street from this development. One home is 160 feet to the BMO property; another is 423 feet from the center of the massive tower. That is not '**three blocks**' that a planning commissioner mentioned in the *last* meeting this developer presented at.

The loss of privacy, along with the shadows, noise and visual/light pollution will damage our neighborhood's Quality of Life.

The existing Comp Plan with its current height requirements work as an important transition to the family neighborhoods in the west from the Commercial District on the east of France. As our planning commissioners we expect you to **protect** the current limits of 4 stories (or 48 feet) and 30 units per acre on this property. You are trusted to guide and direct development to the **benefit** of our neighborhood and the whole community.

Please listen to those of us who are directly affected and say no to this current proposal.

Respectfully,

Ruth McIntyre Edina Resident of the Cornelia neighborhood

Jackie Hoogenakker

From: Cary Teague
Sent: Wednesday, September 27, 2017 7:36 AM
To: Jackie Hoogenakker
Subject: FW: Comp Plan Amendment - Estelle Proposal



Cary Teague, AICP, Community Development Director

952-826-0460 | Fax 952-826-0389 | Cell 952-292-0236
4801 W. 50th St. | Edina, MN 55424
cteague@EdinaMN.gov | EdinaMN.gov/Planning

From: Lyle [mailto:lyle.anderson@edina-mn.gov]
Sent: Tuesday, September 26, 2017 11:21 PM
To: James Hovland; Mary Brindle; Kevin Staunton; Robert Stewart
Cc: Cary Teague; Edina Mail
Subject: Comp Plan Amendment - Estelle Proposal

Dear Mayor and Council,

I am writing out of concern for (1) Edina residents who live within sight range of the proposed 24-story tower between France and Valley View and (2) other residents who could be adversely impacted by the precedent this project would establish.

As a 31-year resident of the City, I have been very favorably impressed by the City's leadership – especially recently. You worked diligently to provide housing for homeless youth in a way that has minimal impact on neighbors. You were resourceful and extremely thoughtful of our Richfield neighbors near 66th and Xerxes when you required better transition away from their homes for a 4-6 story building. Now, I urge you to be equally thoughtful in caring for Edina residents.

A 24-story tower needs **much** more transition than a 4-6 story building. The transition being proposed is totally inadequate. It would be very unwise and unkind to our fellow citizens to put a 240+ foot tower within a block or two of people's single family homes.

Please reject changes to the thoughtful plan previously enacted and require this project to adhere to the existing Comprehensive Plan.

Thank you for your service!

Lyle Anderson

cc

Jackie Hoogenakker

From: Cary Teague
Sent: Wednesday, September 27, 2017 7:36 AM
To: Jackie Hoogenakker
Subject: FW: Comp Plan Amendment



Cary Teague, AICP, Community Development Director

952-826-0460 | Fax 952-826-0389 | Cell 952-292-0236
4801 W. 50th St. | Edina, MN 55424
cteague@EdinaMN.gov | EdinaMN.gov/Planning

From: Peter Jirik
Sent: Tuesday, September 26, 2017 10:37 PM
To: Cary Teague
Subject: Comp Plan Amendment

Dear Cary Teague,

Please pass this on to the Planning Commission.

We live in the Cornelia neighborhood. As a matter of fact, if you were to make the mistaken move of approving the Estelle Project, we will be directly in the shadow of the enormous towers. Please note our opposition to this project. It is incomprehensible to me that you would give serious consideration to approving a 360 foot project in a transition zone with a 48 foot height limit. One might countenance a slight variation however a 750% increase in allowable height is not a slight variation. This project would be 300% larger than the Point of France, a project that does not seriously impact any residential neighborhood. There is a reason for the establishment of transition zones and ignoring those reasons also means you must ignore your duty to the neighborhoods those zones are designed to protect.

We are also seriously concerned and fully expect you, as our elected representatives, to thoroughly investigate where the alleged "neighborhood support" truly is coming from. I can assure you that those of us in the shadow of this enormous project are not giving "neighborhood support" to the project.

We are certainly not anti-development and have fully supported the Southdale One project, the Westin Condominiums and Hotel, the Byerly's apartments and many other thoughtful development

projects in our city. Unlike the aforementioned projects The Estelle project simply does nothing to benefit the community. It is a classic example of the wrong project in the wrong place at the wrong time.

We strongly urge you to withhold your approval of the Estelle Project.

Sincerely,

Peter and Catherine Jirik

Jackie Hoogenakker

From: Cary Teague
Sent: Wednesday, September 27, 2017 7:36 AM
To: Jackie Hoogenakker
Subject: FW: Objection to Estelle building/Lake Cornelia neighborhood



Cary Teague, AICP Community Development Director

4801 W. 50th St. | Edina, MN 55424
cteague@EdinaMN.gov | EdinaMN.gov/Planning

From: Ian Nemerov
Sent: Tuesday, September 26, 2017 9:36 PM
To: Jo Ann Olsen; Cary Teague; Kris Aaker
Subject: Fwd: Objection to Estelle building/Lake Cornelia neighborhood

Best regards,

Ian Nemerov

----- Forwarded message -----

From: Agnes Jensen
Date: Tue, Sep 26, 2017 at 9:32 PM
Subject: Objection to Estelle building/Lake Cornelia neighborhood
To:

Dear Planning Commission members:

I am a homeowner in Lake Cornelia neighborhood, and am writing to object to the 24 story Estelle building project at 69th and France. We are a neighborhood of modest single family homes. We love our neighborhood and this corner of Edina.

I support well planned growth in our city. I was and am a proud supporter of 66 West. Over the past 10 years, numerous apartment and condo buildings have been built around Southdale Mall and Centennial Lakes. Most are beautifully designed and are a great addition to the community - but nearly all are 6-8 stories tall. The Estelle project is proposed to be THREE TIMES HIGHER. These tall buildings are completely out of character with the area, and these giant buildings would be far closer to small single family homes than the new buildings along York and at Centennial.

I am also very concerned about the pollution impact on Lake Cornelia. There are currently signs posted all around our neighborhood about toxic algae in Lake Cornelia. Per the posted signs, the Lake is dangerous to

children and pets NOW. Adding such a large building to our watershed will make the pollution situation far worse.

These 24 story buildings invade the privacy of my neighbors near 69th and France. These streets are dotted with modest homes -- our neighborhood is mostly populated by the elderly and couples with young children. They do not have the means that developers do to lobby you with slick models and presentations. They are depending on the support of their fellow neighbors to implore you to STOP THIS 24 STORY PROJECT. A 6-8 story project would be more in line with every other project in this area.

I am proud to live in Edina; I worship here at St Patricks and I was proud to volunteer in Edina Public Schools as my children attended Cornelia, Southview and Edina High. My husband and I are Veterans and were proud to financially support the Veterans Memorial near City Hall.

Thank you for listening. Please deny the request for this 24 STORY PROJECT.

Sincerely,

Agnes Jensen

Jackie Hoogenakker

From: Jennifer Hennemuth <jennemuth@edina.org>
Sent: Wednesday, September 27, 2017 11:26 AM
To: Jackie Hoogenakker
Subject: Comp Plan Amendments and Variances/Meeting Tonight 9/27/Edina Flats LLC and Estelle

Ian Nemerov
Gerard Strauss
Todd Thorsen
John Hamilton
James Bennett
Sheila Berube
Susan lee
Tanner
Anand Mittal

Good Morning,

I am writing to submit my significant concern with regard to ongoing comp plan amendments and variances. I find it very disturbing. We, as residents and local business owners, rely on our council and committee members to advocate for the residents, owners, and the city as a whole. We elect our council members to do so and the committee members are duly appointed on the premise they will advocate for the equal rights of residents, businesses and the whole city alike.

The comprehensive plan is designed as a means and measure of providing guidelines that satisfy the obligation of resolving conflict and ensuring that the rights of all are adequately protected and promoted. The comp plan is designed to secure the interests and rights of all neighborhoods and ensure one neighborhood is not negatively impacted or imposed upon by another. This is the very purpose of zoning ordinances and transition/buffer zones. The comp plan is in place to guide the council and committee members in making decisions on behalf of the residents and city as a whole.

We continue to see projects proposed where amendments and variances are being requested. And the city continues to grant numerous variances and amendments. These are in direct opposition to the comp plan and as such create a conflict for the adjacent neighborhoods and residents across the city.

When the comp plan is altered, many anticipated and unanticipated conflicts arise, such as traffic, congestion, safety issues, privacy issues, etc. The results have a direct impact on the adjacent residents AND everybody else across Edina as well as those passing through. Traffic and safety impacts everyone who lives and travels in Edina and our infrastructure in many areas is not designed to handle significant increase and congestion, nor can it be expanded in many areas to accommodate such. When this is ignored, it will lead to the need for eminent domain at some point down the road, which is inequitable and unlawful when the need for such arises as a result of private development for which the city altered governing documents, i.e. the comp plan, to allow and promote private commercial industry.

In addition, the continued amendments and variances create precedent. When our duly elected and appointed members continue to grant requested amendments and variances, it is as if the comp plan does not exist at all. It creates the very precedent whereby developers will continue to come and make such requests on the premise of past granted amendments and variances. They will argue if it was allowed for one development, it should be allowed for theirs. This is already happening.

The seeming lack of foresight in decisions to amend the plan or grant certain variances, is deeply concerning to me. I also take issue with the argument that seems to be made by members, "that a lot of people did not show up to speak against or oppose the project, so therefore, we will approve it." This is absurd. Residents elect members and expect members to govern on their behalf. We rely on the comp plan as a governing document and tool. We expect members to abide by the comp plan and principles of such so that we can rely on council to advocate for us and our interests. Why should residents be required to speak up against proposals that are clearly contrary to the comp plan and for good reason? Why do we need to continually object and explain our objections when the comp plan should sufficiently do that on its face? Particularly when those who object or speak up seem to be ignored when decisions are inevitably still made in favor of developer projects with no adequate explanation for why.

It is also my understanding that the idea of eliminating building height regulations in the comp plan is being entertained. This is UNACCEPTABLE. The building heights, again, are a means of securing the interests of all and avoiding conflict across the whole. That is the purpose. If such parameters are removed, the protection against conflict is removed. The residents cannot then rely on the governing document to guide members, and it creates the need for more wasted evenings, letter writing, emailing, etc. Removing such parameters is NOT justifiable nor equitable, nor does it secure interests of the whole.

Variances and amendments are a means to entertain proposals that are reasonable. They are not to entertain outrageous proposals that are so far out of the scope of the existing plan that they should be immediately shut down! Proposals that clearly project a negative impact and create huge precedent off the bat should NEVER be considered much less approved. This is unacceptable and there is no justification for such. Residents should never be required to object to absurdity. If members can't recognize the difference, then frankly they are not qualified.

This evening, there are two specific proposals being discussed. One is the Edina Flats, LLC and the other is Estelle Towers. These are both requesting amendments to the comp plan. In my opinion, these two proposals are on opposite ends of the "reasonableness test".

Edina Flats, LLC

Is this reasonable? Perhaps. Should it be approved? Perhaps not.

1. The WVV small area plan was recently completed. The comp plan has already been amended and revised after significant participation and review by residents and city officials alike. Now we have a developer looking to further amend the plan. In principle, I don't think it should be.
2. The developer is looking to extend the commercial district into what is currently zoned residential, R1. This creates a conflict and has negative implications for the property owners adjacent to this development. I don't think the request is equitable.
3. The proposal includes expanding the existing commercial district one block east to the same depth of the commercial property on the back side of the proposal. Is this reasonable? Maybe. Does it reduce a buffer zone? Yes. I think it would be more reasonable to scale the proposal back by two lots so that it is not such an imposition on the adjacent residential neighborhood.

4. Precedent. If this is approved, we have set precedent for further amendments to be made. We have the property on the NE corner of Valley View and Kellogg that has the potential for development soon, among others. If we approve this request, will we have set a precedent for further amendment and expansion of the commercial district, building height, etc?? The answer is yes, we have. We need to consider these things and have proper foresight to secure our future interests.

Conclusion: I believe this is a reasonable request; however, I believe it should be scaled back as noted above for those reasons. I also believe the property owners and residents on Kellogg Ave should have the most say in this as they will have the greatest impact of this particular proposal. Ultimately, we need to make it loud and clear that no further amendments to building heights and density will be entertained. The transition zone must be consistent and maintained to be effective.

Estelle

Is this reasonable? NO. Should it be approved? NO

1. It is SO far out of the scope of plan, it is absurd. It completely eliminates the buffer/transition zone.
2. It negatively impacts the adjacent residential neighborhood for BLOCKS with lack of privacy and light pollution.
3. It negatively impacts traffic, congestion not just for the adjacent property owners, but for the city as a whole. France Ave is already congested. We have multiple projects already approved and in process in that area that will create further congestion. To add more of this density, is completely ignorant and stupid.
4. No community. A development such as this reduces community. It is a separate, distinct development on it's own which does not incorporate any other part of the city. It is a stand alone development that provides zero benefit for adjacent communities, yet it creates a huge burden upon those communities and others city-wide. It is inequitable. Any purported benefit by the developer will NEVER outweigh the negative impact it will have.
5. Precedent. It creates enormous precedent for the continuation of such absurd requests. This is UNACCEPTABLE.

Conclusion: I'm tired of wasting my time objecting to this thing and all other things that pose the same issues. STOP THE MADNESS! STOP THE PRECEDENT! Make the point to the developer loud and clear that this proposal will NEVER pass and move on.

Sincerely,

Jennifer Hennemuth
Edina Resident

Property Owner Within 1000-Feet of Edina Flats, LLC

Cary Teague

From: Patty
Sent: Wednesday, September 27, 2017 2:09 PM
To: Cary Teague; James Hovland; Mary Brindle; Mike Fischer; Kevin Staunton; Robert Stewart
Subject: France Avenue Development

Please respect Edina residents and the Edina comprehensive plan and stay with the current plan relating to height and density restrictions on new building development.

The Edina neighborhoods need to have an appropriate a buffer from the businesses. You have a good comprehensive plan in place – please stick with it!

Please support and represent Edina residents taxpayers and the people who vote you into office. Stick to Edina's plan and principles.

Respectfully,
Patricia Evans
Paul Zelubowski

Sent from my iPhone

Cary Teague

From: Dave Schwain · >
Sent: Wednesday, September 27, 2017 2:43 PM
To: Cary Teague
Subject: Estelle Edina Support

Edina City Government,

My name is Dave Schwain. Although I am currently a resident of Plymouth I am very interested in moving to the Southdale area of Edina. I have two grandchildren that just started school in Cornelia, and my wife and I would like to move near there. Although there are many housing units in that general area, few fit our needs and interests as well as the Estele project. The proposed development of Estele would be a perfect match for us, and would appreciate your serious consideration and approval. Thank you very much.

Cary Teague

From: link G ·
Sent: Wednesday, September 27, 2017 11:42 AM
To: Cary Teague; Jackie Hoogenakker
Cc: Edina Mail; Nora Davis
Subject: Opposition to Comp Plan change related to Estelle Edina Project

Dear Edina Planning Committee members,

My name is Fangliang(Link) Gao. I live with my wife and kids at 6916 Southdale Rd., which is less than 1000 ft to the current Bremer bank lot. We got the public hearing notice about the new Estelle Edina project. Here we want to express our opposition to this proposed project which requires a drastic amendment of the current comp plan(4 stories or 48 ft). The proposed 360 feet towers basically will change the transitional area to a high-density residential area, which eliminates the buffer zone between single-family properties of lake Cornelia neighbourhood and France Ave. Families love to live in Edina because we are close to enough to urban surroundings while can still enjoy the safe and quiet suburban feel. That means we don't want high towers right in front our yards. This is against Edina's family-based character.

The city council members and several of Planning Committee members have expressed their opposition and concern about the project, especially its location, during the two sketch plan meetings in May and Jun. Please seriously consider the adverse effects to the whole neighbourhood and residents who live adjacent to this lot.

Thank you very much
Fangliang

Cary Teague

From: Brent Johnson <
Sent: Wednesday, September 27, 2017 3:05 PM
To: James Hovland; Mary Brindle; Mike Fischer; Kevin Staunton; Robert Stewart; Cary Teague
Subject: tonight's planning meeting.

Dear council members, Mr. Mayor and Mr. Teague,

Please do not let big development dictate what is best for our city. I am unable to attend tonight's meeting, since it is Wednesday and I am involved with Christ Presbyterian Church's Wednesday night programming, but felt that I needed to voice my opinion. I have been a Realtor based in Edina for 25 years, starting with Realty Center, Inc. (which was located in Pentagon Park) and now with Keller Williams Realty in Edina, near the Dairy Queen headquarters. My wife and I live in Brookview Heights and are very involved in the community.

The plan that the city has followed (when they indeed did follow it) protects this community from from losing its character and helps to keep population density down, which helps to keep crime down which, in turn, helps to keep home values up.

I am against any change in height restrictions for multi-unit buildings, and am very concerned that the voices of the citizens of this city are being drowned out by developers and big business.

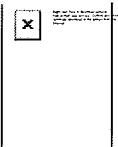
Please be thoughtful, and take the long look for the community of single family homeowners that have invested in this city. Bigger is not better. Higher population density isn't better. Ask Brooklyn Park, Richfield or Eagan as they sit on high density but troubled townhomes, condos and apartment complexes. If you are going to change the long term plan, please develop it over years, not hours or days or even months.

Height does not make right. Catchy, isn't it... but more than just a slogan.

--

Brent Johnson, *Realty Guy!* GRI, CBR

Keller Williams Realty, Integrity Edina



Have a spectacular day!

Cary Teague

From: Luigi Bernardi
Sent: Tuesday, September 26, 2017 1:27 PM
To: Cary Teague; James Hovland; Scott H. Neal
Cc: Carl Runck;
Patrick Daly; Robb.C
Subject: Response to Nora Davis

City Council members:

I am writing this letter in response to Ms. Nora Davis highly inflammatory email regarding the behaviors of myself and the individuals working with me on the proposed Estelle project for the City and citizens of Edina. I categorically deny that myself and my colleagues have: 1) threatened, 2) intimidated, 3) treated individuals with incredible rudeness, 4) participated in bribery. I am a Faith filled, law abiding citizen who would never stoop or condone the tactics and illegal behaviors that I am allegedly accused of by Ms. Davis. These untruths stated by Ms. Davis amount to an attack on my professionalism, ethics and character. This is not something that I take lightly as I believe her comments to be slanderous and besmirching of my reputation.

As to the statement by Ms. Davis that: "Home should be a safe and secure environment," I couldn't agree more. As a husband and father I would never participate in an action that would cause someone to feel unsafe and vulnerable. Again, a slanderous comment that has no basis in fact.

This smear campaign is unwarranted, I stand by my integrity as a businessman/developer.

LB

Jackie Hoogenakker

From: Dylan Eastman <
Sent: Thursday, September 21, 2017 8:25 AM
To: Jackie Hoogenakker
Subject: 69th & France Density Proposal

Hello,

I'm not sure if you're the individual to write to, but I was directed here from the 'Edina neighborhood' website when it comes to this proposal to allow more density and more high rises at 69th and France. I apologize if this isn't meant for you directly, so if you could forward this on to whomever is in charge of this proposal I'd appreciate it!

To whomever is pushing these proposals and projects (and the last 5 just like it).. Sorry in advance for any repetitive comments or typos, I don't have time to edit and review so I'll just lay it out there off the top of my head:

Please stop with all of this high density building. Most Edina residents can't dedicate their lives to showing up to every one of these meetings and expressing their desire to keep Edina a quiet, excellent, close knit community rather than a high density arm of Minneapolis, so hopefully you'll listen to emails.

People don't buy expensive homes in Edina in hopes it turns into Minneapolis with high rises and worse traffic and worse schools, we pay a premium because it's a safe, secure, private place to live with excellent schools (at least for now).

As a side note before I go further, 99.9% of Edina residents don't use public transit nor do they want to. That is a fact that will remain as long as Edina continues to attract the best of the best to live and own property here. Any response relating to "traffic will decrease if people would just use public transit, let alone install a commuter rail" is a poor one. The commuter rail idea is so far from financially sustainable in our metro area it makes me sick, but that's a separate conversation. In short, there's a reason city buses running through Edina have about 4 people on them, and it's not because people don't have access. We like the freedom of driving our own car, coming and going where and when we please, not relying on govt transportation.

Back to the density issue:

Have you seen traffic on France during rush hour? Have you tried to drive on 50th from Jerry's to France between 4-6 pm? Even in less dense areas of Edina, traffic piles up. On Vernon between 62 and Jerry's... on Blake Road trying to get onto Interlachen... on Interlachen trying to get to 100 by the Holiday. It's already awful traffic and all of these proposals keep making it worse.

I grew up in Edina from 1990 until I went to college in 2005. I've worked in Edina the last 10 years and moved back to Edina a little over a year ago once I could afford it. I've never seen traffic worse than the last 5 years (not just because of 100 & 169 construction), and I've never been more annoyed with the city ramming these high density projects through, whether at 50th & France, over by Southdale on both France (Edina side) and York (almost in Richfield)... and now this. It never ends.

Please stop before Edina loses it's luster to the young, excellent families that have traditionally gravitated to Edina with a willingness to pay a steep premium to own property here.

My brother, sister and I.. all in our late 20s and early 30s with growing families.. have all been watching and wondering: Are we really going to move out of Edina and break the chain of 4 generations of our family graduating from Edina? My parents are also thinking of moving out of Edina after almost 30 years because they worry other cities' property values are going to, for the first time in forever, start catching up to Edina as Edina tries to look more and more like other cities. They figure it may be wise to sell now before it happens.

Edina is what it is because there has NOT been the Minneapolis-type feel to it. I get that the local powers that be want to increase the volume of people here so they have more and more tax dollars to throw at stupid stuff government was never supposed to be able to impose on its people against their will, but keep it up and you'll see that you'll sacrifice the quality of people you attract in doing so. Edina will no longer remain a special, sought after place and will gradually look more like the not-so-special surrounding cities.

Please don't change that for all of us.

As these 2 things continue:

1. "Edina" (local govt powers, not the residents) is trying to look more and more like 'bigger cities'.
2. The overall trend in public schools throughout the State, Edina included, appears to be a shift from 'education' and more towards 'indoctrination' which diminishes the values we intend to teach our children.

All of a sudden the cheaper-and-much-bigger homes in other cities, combined with private education to replace what was supposed to be Edina's excellence, is starting to look more and more appealing.

If Edina isn't going to keep the quiet, close knit feel and our public schools continue to lose their way, why pay a premium to live here? We might as well sell high before it's too late, while it's still more desirable than most other cities.

Ideally we'd remain in Edina and have our kids stay here.. but I'm afraid the Edina we grew up in will be gone if we keep gravitating towards the bigger city feel. The EHS that stressed excellence in education, athletics, music, etc. seems to be on its way to being replaced with schools that indoctrinate our children into the trash that is bringing down our culture today. There's already a growing uprising among Edina parents against school employees imposing their "supposedly-modern" but "realistically-flawed" values on our kids against the parents' will. The last thing Edina needs is even more incentive to drive strong, excellent families out of Edina. That is exactly what will happen with plans like these that keep relentlessly popping up.

Edina's schools are still 'good' for the time being, but it's questionable whether they stay that way. Though I don't want to take away from some great Edina teachers I had, I must say that much of Edina's excellence is because the families are great and parents simply expect their kids to excel, which makes it a lot easier on the teachers here. I know a handful of teachers in the Burnsville and Minneapolis public school systems, and though the teachers themselves are great, it's an impossible fight when the kids' families are nonexistent and don't care to help their own kids succeed. In fact, parents in other cities can actually get in the way of teachers succeeding. Teachers in Edina don't have to play the role of parent to get the students to work hard for their future (though as I mentioned above, some in Edina seem to be misguided and try to play 'parent' anyways). My parents, as with most of my friends' parents, were the primary reasons we got A's in school, while teachers played an important but complementary role. The quality of teacher was not nearly as important as the quality of my parents, I was going to excel, learn, get A's, be prepared for ACT's and what not, etc. regardless of who my teachers were - my parents were going to see to it. Let's not push out these families that make life so much easier on Edina teachers (let alone policemen) than what we see in other cities.

The closer Edina looks to bigger cities and the further our public schools fall, then excellent families will no longer be attracted to Edina. Property values go down, far-less-excellent residents move in. Even if residents care immensely about that trade-off, it seems that the local governmental influences don't. As long as they boost the volume of people living in our city, they're fine ramming anything through whether residents actually want it or not.

Jackie Hoogenakker

From: James Barr
Sent: Wednesday, September 20, 2017 4:40 PM
To: Jackie Hoogenakker
Subject: Case file 2017.010 - address 6900, 6950 France & 3905 69th St. West

Hello,

I live in the Cornelia neighborhood of Edina.

I would like to voice my opposition to the plan that Ryan Companies/Luigi Bernardi has submitted. I believe the Edina city council (and planning dept) needs to remain committed to the limit of 4 stories for this property. France Ave does not need to be lined with towering buildings in order to draw business and people.

Please reject any plan for buildings taller than 4 stories.

Thank you,
James Barr

Jackie Hoogenakker

From: Cary Teague
Sent: Friday, September 22, 2017 10:45 AM
To: Jackie Hoogenakker
Subject: FW: Comprehensive Plan Amendment, Case File 2017.010



Cary Teague, AICP, Community Development Director

4801 W. 50th St., Edina, MN 55425
cteague@EdinaMN.gov | EdinaMN.gov/Planning

From: Jackie Hoogenakker
Sent: Friday, September 22, 2017 10:22 AM
To: Cary Teague
Subject: Comprehensive Plan Amendment, Case File 2017.010

City of Edina Planning Commission:

I am opposed to the amendment as described in your notice of September 15, 2017, and ask that you reject it in its entirety.

The extreme increase in height would be an unwelcome visual intrusion into near-by single-family neighborhoods, and the doubling of the allowable density would exacerbate an already over-crowded traffic situation.

Gerald E. Hobbs

Cary Teague

From: Fisher, Tracy
Sent: Monday, September 25, 2017 11:16 AM
To:
Subject: Estelle Towers TOO TALL
Importance: High

Dear Mayor Hovland & City Council

Estelle tower proposal is TOO TALL - and will dwarf the Lake Cornelia Neighborhood
The loss of privacy, along with the shadows, loss of privacy, noise and visual pollution will damage our Quality of Life.

That tower is just too tall - and doesn't belong adjacent to a neighborhood of single family homes.

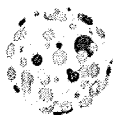
Remind them that is a transition zone - meant to protect the neighborhood. That's why there is a transition zone. That tower is just TOO TALL

Most that have signed in favor of the petition live across town and/or will not be impacted by these towers.

Thank you for hearing and acting on the Cornelia residents' concerns.

Tracy Fisher

National Account Director
Alcon® Vision Care



Enhancing Sight.
Enhancing Lives.

Alcon
a Novartis company

Cary Teague

From: Iwanning University of Minnesota
Sent: Monday, September 25, 2017 11:18 AM
To: James Hovland; Cary Teague
Cc: Mary Wanninger
Subject: Estelle project at 69th and France

To Edina Planning Commission and City Council,

We are writing in support of the Estelle project proposed across France and 69th street from the southwest corner of Southdale which will soon be featuring the new Restoration Hardware development. We suggest the following benefits of the Estelle project.

- Add resident-owned condominiums to balance with the current overweight of rental apartment buildings in the area.
- Significant additional property tax revenue to the school district, with minimal addition of students in high end condos.
- Opportunity for a “West Promenade” extending from 65th street to 70th street and beyond, potentially joining with the existing Promenade.
- Provide a focus to address W 69th street traffic - possibly reduce to one traffic lane and one bicycle lane on each side of the median, and add a traffic circle at the dangerous Southdale Theater-Galleria Crave intersection. The addition of the Restoration Hardware project along with the Estelle condos will increase the amount of pedestrian and vehicle traffic across and between all 4 quadrants of the France-69th intersection. That’s great for adding to the pedestrian-friendly aspect of the Southdale Area, but it will require appropriate traffic calming for both pedestrian and vehicle safety.

Our reading of comments pro-and con- about the Estelle project center on two points. The Southdale Area Study places an emphasis on creating a more urban-like pedestrian-friendly environment. The Estelle project expands the southwest boundary of the Southdale Area in such a manner. It also adds significant residential density. The negative comments focus on building height, but ignore the tradeoff of another potential block-style rental apartment at the same density, or a business building without residents to add to the area.

Respectfully,

Mary & Les Wanninger

Jackie Hoogenakker

From: KEN CHAVIS
Sent: Sunday, September 24, 2017 9:16 AM
To: Jackie Hoogenakker
Subject: Rezoning of 6900 France Avenue

Greetings:

My wife and I want to express our opposition to the rezoning of this property as it currently is proposed. We have been residents of the Edina Lake Cornelia area for the past 30 years and have watched the re-development of our neighborhood particularly the France Avenue corridor. Most of it has been a great improvement and added to the appeal and appearance of the area. However, this latest proposal is a major disaster for the area. We do not know what the city council and planners envision for future development of the neighborhood. To increase the population density and traffic volume is basically "Obscene" to say the least. Instead of adding to the appeal of our neighborhood, this proposed property development only makes the area a place to be avoided. The city council wants to encourage and increase the viability of bicycling throughout the city. What do you think will happen as people drive their vehicles to the side streets to avoid France Avenue and the Southdale area? Bicycling street lanes will become dangerous as will the residential neighborhood side streets. We, like so many of our neighbors, enjoy walking in our neighborhood. As things currently stand, walking without sidewalks is pretty pleasant and safe. We do not foresee this remaining possible with excessive redevelopment.

We are not opposed to redevelopment in the area but believe it should be reasonable and take into account the needs of the neighborhood residents not just the plans of commercial interests who desire to build "Canyons of skyscrapers".

Sincerely,
Kenneth & Geraldine Chavis

Jackie Hoogenakker

From: Michael Ebnet >m>
Sent: Monday, September 25, 2017 12:17 PM
To: Jackie Hoogenakker
Subject: against Ryan Companies/Luigi Bernardi

It makes no sense to gut zoning requirements by the extraordinarily excessive amounts that Ryan/Bernardi is requesting.

Why do it? What is the plus?

Simply think of it going up close to you. Then do the right thing.

I walked the street with Mike Fischer a few weeks ago. Neighbors came out to complain in no uncertain terms that Estelle was wrong. No one came out to say it was a good thing.

Fact is, it will make the city look foolish to have one and two-story buildings on the east of France and huge tall buildings on the west. What kind of planning is that? You might as well have no planning commission, no planning, and no requirements.

Mike Ebnet

Cary Teague

From: Neal Tillotson
Sent: Monday, September 25, 2017 12:30 PM
To: Edina Mail
Cc: Cary Teague; James Hovland; Mary Brindle; Kevin Staunton;
Robert Stewart
Subject: Comp Plan Amendment: Estelle-Edina

Dear Edina City Council and Planning Commission,

My wife and I are residents of the Lake Cornelia Neighborhood and we are opposed to the Estelle Edina project because of one overriding factor: the height of the towers.

While reading many of the letters that have been submitted to you in support of the project, I was struck by one detail. The majority of them include the same nine talking points, in the same order and with essentially the same language. This observation raises two questions in my mind. 1) Who coordinated this effort? 2) Do any of the writers live in the neighborhood that will be in the shadow of these buildings? As far as I can tell, none do.

Although I am inspired by my Lake Cornelia neighbors' overwhelming opposition to the project, I am coordinating with no one in the creation of this letter. I'll take a different approach. I will evaluate the proposal based on the Greater Southdale Working Group's own criteria: their published principles.

Specifically, the nine principles that have been touted as the basis upon which this design was conceived.

1. Build upon existing assets
2. Improve access
3. Walkable / human-scaled
4. Architecturally varied
5. Mixed-use / destination
6. Family friendly
7. Green
8. Summer city / winter city
9. Connected

Clearly, the decision to include a 24-story structure in the proposal was based on something. But what? Which principle or principles? Let's go down the list.

1. Will a 24-story structure build upon existing assets better than a 4-story structure? If yes, then how?
2. Will a 24-story structure improve access better than a 4-story structure? If yes, then how?
3. Will a 24-story structure be more walkable and human-scaled than a 4-story structure? If yes, then how?
4. Will a 24-story structure be more architecturally varied than a 4-story structure? If yes, then how?
5. Will a 24-story structure represent mixed-use and be a better "destination" than a 4-story structure? If yes, then how? Seriously -- who is going to say, "Hey kids, let's go see the new 24-story condo building"?
6. Will a 24-story structure be more family friendly than a 4-story structure? If yes, then how?
7. Will a 24-story structure be more green than a 4-story structure? If yes, then how?
8. Summer city / winter city: This principle is the most unclear of all of them, so I don't even know how to phrase a question within its context.
9. Will a 24-story structure be more connected than a 4-story structure? If yes, then how?

It's difficult for me to imagine that the decision to propose a 24-story structure was based on any of these principles. Therefore, I can only conclude that a 10th, unwritten principle was at play. And that principle is profit. A 24-story structure will simply be more profitable for the builders and investors than a 4-story structure.

I am all for profit. I'm a capitalist. I've just launched a new education technology startup and I intend for it to be profitable. And as far as I know, my neighbors are all capitalists. I can't be certain, but I suspect that there are few if any socialists lurking in the Lake Cornelia Neighborhood.

I do not know the Greater Southdale Working Group, but I'm sure it's comprised of people of high integrity and accomplishment. I will assume that they are sincere in their efforts to bring something good to our community.

So I've concluded that the Greater Southdale Working Group is guilty of nothing more insidious than sloppy thinking.

It's sloppy thinking to lay a foundation of principles and then build an edifice upon that foundation that's completely disconnected from it.

It's sloppy thinking to improvise a new list of principles and fail to include any reference at all to the most basic principle that should be part of any Edina development proposal: adherence to the existing principles and regulations that were so painstakingly devised by the creators of the City of Edina Comprehensive Plan.

It's sloppy thinking to coordinate a letter writing campaign in favor of a project by soliciting Edina residents who have nothing to lose by the approval of the project, and then to hope that the Edina residents who have a lot to lose will not notice this.

And it's particularly sloppy thinking to assume that the sleepy bedroom neighborhood of Lake Cornelia, now awakened, will simply acquiesce to live in the shadow of a daily man-made solar eclipse, or in the illumination of a 24-story nightlight.

Principles exist for a reason. I suggest that the Greater Southdale Working Group should re-read the principles of the City of Edina Comprehensive Plan and start over.

Sincerely,

Neal Tillotson
President & CEO, Filmbook

--
Neal Tillotson

[LinkedIn](#)
[Website](#)

Jackie Hoogenakker

From: Michael Ebnet <[redacted]>
Sent: Monday, September 25, 2017 12:33 PM
To: Jackie Hoogenakker
Subject: Estelle tower

Count me as a loud "no" to allowing this project go any further. You know the reasons: too tall, too dense, and doesn't belong next to single-family homes.

Granting an exemption would make you, the planning commission, look like fools at best. It is plain foolish to have one and two-story buildings on the east of France and huge tall buildings on the west next to single-family homes. What kind of planning is that? You might as well have no planning commission, no planning, and no requirements.

Mike Ebnet

Jackie Hoogenakker

From: Patty Evans
Sent: Monday, September 25, 2017 1:41 PM
To: Jackie Hoogenakker
Subject: 69th and France proposal

Dear City planners and Councilmembers,

We have been a Cornelia area home owners for 27 years. I wish to request that the city stay with the current comprehensive plan of not allowing buildings to be built over 48 feet/ four stories tall and more than 30 units per acre. Buildings such as the ones being proposed are way too tall and dense for a residential neighborhood. I know of no neighborhood approval for a project of this magnitude. It was just a few years ago that we were arguing against a six story building on the corner of 72nd and France. This is obviously way more inappropriate for this neighborhood. In my opinion, taller buildings should be in the area between Xerxes/York and France and not encroaching on the residential neighborhoods to the west of France. Please respect your constituents wishes.

Sincerely,

Dr. Patricia Evans
Paul Zelubowski

Sent from my iPhone

To: Mr. Cary Teague, Edina City Planner

September 22, 2017

Re: Estelle Project

Dear Cary:

I am opposed to the Estelle Project. My opposition is based on many issues, three of which are discussed below:

First, it violates both the Comprehensive Plan and Zoning. Homeowners in Lake Cornelia and adjoining neighborhoods relied on these governing documents to purchase, maintain, and improve their homes. Substantial deviations from these documents will be a breach of trust between the City and the neighboring residents. Approval of Estelle would send a message to residents and perspective home buyers that they cannot depend on zoning standards or the Comprehensive Plan to protect their quality of life or value of their home. In the Estelle case, a vote for the developer is a loss for long-time Edina residents.

Second, the height of the Estelle towers conflicts with the Lake Cornelia and other neighborhoods. It invades their privacy, obstructs their view and sun light, and adds to noise levels among other detriments. The Lake Cornelia Neighborhood deserves and demands an appropriate transition zone between development along France and Valley View Road and their homes. A high rise with 20 or more floors immediately across from the single family homes is not a transition zone. Estelle would be better located East of France in the interior of the Greater Southdale area.

Third, the density is too great and will add to the already burdened infrastructure. Current traffic on France, 70th Street, and other local streets is a major problem. Cut through traffic is increasing, and the added traffic in the vicinity of Cornelia Grade School, the Edina Swimming Pool, and area parks, is a safety issue. There are many young families with children living in the area who would be impacted by the increased traffic.

In closing, I believe Estelle is against Edina's governing documents. It violates the trust homeowners need in its city, the height is too high for the location, and the density is excessive and a problem for our infrastructure (especially our streets). It is wrong for the Lake Cornelia and other surrounding neighborhoods. It will adversely affect the the long-term residents of the adjoining neighborhoods.

Please do not approve Estelle or recommend its approval to the City Council.

Thank you for considering my thoughts,


John W. Carlson

CC: Mayor Hovland
Council Member Brindle
Council Member Fischer
Council Member Staunton
Council Member Stewart
Planning Commissioners via Cary Teague ✓

Jackie Hoogenakker

From: paulypaul14
Sent: Tuesday, September 26, 2017 11:10 AM
To:

Subject: Estelle Project

Good morning,

First off thank you for your time.

I just wanted to voice my concerns in regards to the height and increased traffic to the area for the proposed project: Estelle. Especially since it's on the west side for France Avenue.

I've lived in the neighborhood for 8 years, it's a wonderful neighborhood and city.

Thank you for your service,

Paul Bergsten

Jackie Hoogenakker

From: Ladislaus Sledz
Sent: Tuesday, September 26, 2017 2:33 PM
To: Jackie Hoogenakker
Subject: 7200 and 7250 France Avenue So. Development Proposal

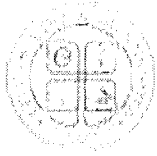
I'm sorry that my wife and I won't be able to attend the Planning Commission meeting Wednesday evening, September 27 about the proposed construction at 7200 and 7250 France Avenue South. I urge the City Council to adhere to the current Comprehensive Plan of 48 feet (4 stories) and 30 units per acre. We are not aware of any rumored "Substantial Neighborhood Approval" for the project. On the contrary, we and others have serious concerns about traffic issues and potential infrastructure problems. We are hoping you and the Council will hold firm on the limits of the Comprehensive Plan. Or, if it is thought to be out of date, please initiate a process to revise it, as opposed to ignoring it.

Thank you for your consideration.

Lad and Melody Sledz

Jackie Hoogenakker

From: Cary Teague
Sent: Thursday, 5/24/18 1:11 PM
To: Jackie Hoogenakker
Subject: FW: Comp Plan Amendment



Cary Teague, AICP, Community Development Director

952-826-0460 | Fax 952-826-0389 | Cell 952-292-0236

4801 W. 50th St. | Edina, MN 55424

cteague@EdinaMN.gov | EdinaMN.gov/Planning

From: James Barr
Sent: Wednesday, September 20, 2017 4:43 PM
To: Cary Teague
Subject: Comp Plan Amendment

Hello,

I live in the Cornelia neighborhood of Edina.

I would like to voice my opposition to the plan that Ryan Companies/Luigi Bernardi has submitted for 6900, 6950 France Ave & 3905 69th St. West. I believe the Edina city council (and planning dept) needs to remain committed to the limit of 4 stories for this property. France Ave does not need to be lined with towering buildings in order to draw business and people.

Please reject any plan for buildings taller than 4 stories.

Thank you,
James Barr

Jackie Hoogenakker

From: Mike Kenfield ·
Sent: Saturday, September 16, 2017 2:11 PM
To: Jackie Hoogenakker
Subject: Case File 2017.010 Comprehensive Plan Amendment

I received in the mail today a notification letter regarding Case File 2017.010 Comprehensive Plan Amendment. You have asked for feedback, and I will come directly to the point:

Any city official who thinks there is ANY merit to this proposal has lost all sense of their responsibility to represent the citizens of this city. To even CONSIDER a variance of the magnitude is almost beyond belief. Come on, the variance that is being requested is of "Can you really believe this?! Really!! What are they thinking?!?!" proportions.

I was part of the planning process that developed the comprehensive plan, and believed--no, assumed--it would be used to guide the development of the corridor between France and York/Xerxes Avenues and the surrounding neighborhoods. It was a compromise (as these things always are) based on guiding principles that included the preservation of the bordering neighborhoods. Four stories west of France, higher (but not this high) east of France. Not ideal, but acceptable. This comprehensive plan has guided the development of several other properties west of France, and I believe the results have been good.

In contrast to past projects, what is being proposed here is so out of line with the plan that I can not understand why it is being given any serious attention at all. It should have been rejected out of hand at the original presentation of the proposal.

I have many objections beyond what I have already said, but there should be no need to enumerate them here, for they pale in comparison to this fundamental disregard for the comprehensive plan.

I have read interviews with the developer. His ego and hubris are as oversized as his proposal. He apparently made an investment in property based on assumptions that this would be a "slam dunk." Those assumptions are greatly out of line with the realities of the situation. And I do not take lightly his apparent disregard for the city and its residents (even if he claims to be one of us) that he knows what is best for us. And if he should argue that the scale of this project is necessary to justify his investment, all I can say is TOO BAD! No member of the Edina government should give any weight to this hollow argument, or any other part of this proposal.

This has gotten personal. I don't want several floors of two office towers filled with people who have daily direct views to my neighborhood and back yard, nor buildings whose shadows would turn our neighborhoods into a giant sundial.

Because it is personal for me I want to make sure it is personal for all of you--mayor, city manager, council members, and others. I will gladly talk with you about this further. Come visit our neighborhood, come to my house. Put yourself in our situation. It's a cliché, but nevertheless true: Would you want this in YOUR backyard?

And know that if you somehow do find merit in this variance request you will be expected to explain it to me, our neighborhood, and the greater Edina community. Your ability to represent the residents of Edina is being watched--and questioned--by many. It is your responsibility to do the right thing, to honor the commitments

made to the community through the city planning process. It is also an opportunity for the members of our city government to demonstrate common sense and the ability to simply say "no."

Mike Kenfield

6913 Hillcrest Lane
Edina, MN 5435

--

Mike Kenfield

Jackie Hoogenakker

From: Steve <...>
Sent: Tuesday, September 19, 2017 3:02 PM
To: Jackie Hoogenakker
Subject: Opposition of 6900 France Ave Proposal

Hello,

I'm writing regarding the high rise development currently proposed for 6900 France Avenue. I live in the Lake Cornelia neighborhood, directly behind the discussed area, and am writing in FIRM OPPOSITION to the proposal, specifically to increase the high rise (and zoning limits) from 4-stories to 24+ stories.

A tower 24+ stories high is simply obscene for this neighborhood. It's completely unreasonable. The original plans accounted for transition between a proposed mixed use area and our quiet, lovely residential area. The houses in our neighborhood will be completely shadowed by something of this size, not to mention significant increases in traffic (foot and car) to an already punishing drive on France Ave and neighboring streets, including 70th Street running directly in front of Cornelia Elementary School. Finally, our school district - and specifically Cornelia, which would be the neighborhood school for these towers - cannot handle an increase in enrollment.

I'm very upset with how this proposal has been communicated to our neighborhood by the city, and how the city is clearly avoiding conversation with homeowners who would be directly impacted by the proposal to increase the towers to 24-stories. I would like to see the outcome if a similar proposal was being pushed at the 50th & France area.

Also - I'm disheartened that the form letters and other letters of support that have been sent in support of the proposal by real estate agents (no surprise there!) and Edina residents who don't live ANYWHERE NEAR Lake Cornelia can be seen as honest support of the project. You need to know that's not our neighborhood's voice, and we are mad. For the record, the owner of the developer was going door to door in the Cornelia neighborhood a few weeks back, and after a morning of trying to get signatures in support of the development, he had only ONE signature from the entire Cornelia neighborhood. It's clear the neighborhood is not in support of the proposal.

I have shared this opposition with Mike Fischer, Mayor Hovland and multiple other planning commission members.

Regards,
Steve Murray

September 10, 2017

Mr. Cary Teague, Director
Community Development
City of Edina
4801 west 50th Street
Edina, MN 55439

And

Members, City of Edina Planning Commission

Director Teague, Ladies and Gentlemen

I am writing as a long time Edina resident to express my support for your favorable consideration of the proposed Estelle Edina Condominium project to be located at France Ave. South and West 69th Street.

I believe that a plan as unique and of such high quality design and intelligent land use deserves recognition for what it offers as a major step forward. Edina's Greater Southdale area is experiencing an active period of redevelopment and transition of Edina's most highly valued properties. Over the past five to seven years, several new and redeveloped projects of multi-family residential, retail, hospitality, and other commercial uses have replaced buildings that responded to the original Southdale Center, built in the mid-1950's as the first enclosed mall retail center in the country.

It's bold and forward thinking developers not only created the centerpiece itself, but fostered a variety of projects that complemented and shared the success of Southdale Center. It truly identified Edina in the '50's and '60's as a forward thinking, high quality, progressive community with excellent schools, high quality neighborhoods, centrally located library and county service center, and an excellent regional hospital which gave life to active medical services located in its surrounding area. A great variety of businesses, both new and existing, sought to locate in the areas near Southdale extending their reach west to Highway 100 and south to Interstate 494. All of which served to create the laudable financial balance between Edina's residential areas and its strong and diversified commercial base.

We are now offered an opportunity by a team of developers who's prior generations have contributed to the preceding 50-60 years of growth and development in Edina. The unique design of the Estelle project, with its 10,000 square foot footprint that facilitates 4 units per floor, each a corner unit, will be a very desirable marketing feature of the property. But rather than offer a rectangular mid-rise block structure, the exterior will offer a tall, more slender and graceful presence on a corner, offering light and views between the towers. The smaller floor plate also creates opportunity

for more green space and landscaping rather than a shorter building requiring much more ground coverage and restricted ground level views.

The possibility of a skyway-type connection to the Galleria Center across France Avenue addresses the often expressed desire for more “walkability” and “connectivity” in an area such as Southdale. The development team has created possibilities for those qualities as well as having been responsive to the City Council’s initiative to foster diversity in the housing options in Edina by committing to offer 20 units of workforce housing within the structures of the Estelle project.

Edina’s bold and forward looking leadership has traditionally seized the opportunity to create and foster innovation in property uses and design quality, and those who have followed through the years have generally tried to encourage similar results. However, in the past decade, many critics of what has been built in the Southdale area have cited some of the multi-family projects as lacking the quality that has been characteristic of Edina’s previous high standards. Specifically that most of the projects look the same with little distinctive about their appearance or design uniqueness.

While judgment and opinions of appearance and quality are individual, Edina has always valued excellence in every aspect of the community’s life and activities. To strive for continuing improvement in many areas of Edina’s life is a continuing tradition. There is no reason not to encourage proposed projects that reflect bold and excellent design rather than reduce them to something acceptable, but less than outstanding, or even worse, lose them altogether when they challenge us to embrace high quality in “something new”.

Thank you for the opportunity to offer these comments..

Sincerely,

James Nelson
7790 Lochmere Terrace
Edina, MN 55439

Lynette Biunno

From: Kari Geadelmann
Sent: Tuesday, September 19, 2017 9:19 PM
To: Edina Mail
Subject: Comp Plan Amendment

To whom it may concern,

I am a Edina resident who lives on Southdale Road, and I continue to have significant concerns regarding the Estelle proposal.

I ask that this proposal does not get approved. The project is far too high for being so close to a single family residential neighborhood. This would be more than SIX times higher than what the block is currently planned for, and is FAR too high. Doubling the density to 60 units per acre from 30 units is far too much.

My neighborhood will feel the deep effects of such a major project. There will be years of construction noise, pollution, and increased traffic. There will be a greater burden on the roads, and increased congestion with so many homes on this property. We already have major problems with traffic on 70th, France, 62, and 100! The quality of life will decrease for my young family, having to look at these towers all day and night. There is simply far too much height in these proposals. Please stay firm towards Ryan Companies and deny this proposal.

Thank you for your time,
Kari Geadelmann

September 7, 2017

Mr. Cary Teague
Community Development Director at City of Edina
Edina City Hall
4801 W 50th Street
Edina, MN 55424

Dear Edina City Council and Planning Commission,

I am sending this letter to express my support for the Estelle Edina project. This project makes a positive contribution to the community, city and neighborhood. There are many contributing factors as to why this project benefits current and future residents.

As a community we need to provide a variety of living options, as people transition through different phases of their lives - from single family homes where they choose to raise their families - to becoming empty nesters who want to continue to own a home but also **want the "lock and walk" lifestyle that condo living offers.**

Many of my neighbors are Baby Boomers whom have lived in their respective homes for 20+ years. They've communicated at this point in their lives, they're no longer interested in maintaining a single family home, and **are frustrated by the limited owner-occupant living options within the City.** Condo living isn't just for empty nesters, the addition of a **new owner-occupied living options helps to retain people from moving to a different community,** but also potentially opens up more additional single family homes for residents looking to raise their family in our community.

In addition, I am aware of **the capital/funding the project would provide to the Edina education system.** This is a large investment that my own children and current family residents would benefit greatly from. **Please, don't let us to miss out on an opportunity to invest in our children's future.**

Sincerely,

Stephanie & Patrick Daly
5712 Lois Ln, Edina

Cary Teague

From: Dawnn Eldredge
Sent: Friday, September 15, 2017 1:39 PM
To: James Hovland; Mary Brindle; Mike Fischer; Kevin Staunton; Robert Stewart; Cary Teague
Cc: John T. Wanninger
Subject: Estelle Development Edina

I am writing this email in regards to the proposed development of Estelle Edina. I am the owner of 6900 Dawson Lane. I am a strong believer in this development. I am excited about the opportunities it presents with walkability, having condos vs apartments, and feel it would be good for, not only the city, but my neighborhood.

As an active person with 2 young boys, walkability is important to me. Currently, it is not easy to walk on France with my children and I would certainly never let them bike ride on France. I understand the sidewalk would move further from the street and there will be areas that connect the biking paths. It would be great to feel safe walking on and across France.

I think the esthetics of the buildings are pleasing and also think Estelle will bring more revenue and life to Edina.

I have reviewed the shadow report, the plans and concepts. I feel it will be a great asset to Edina and my area.

If you have any questions, please feel free to call me.

Dawnn Eldredge, Realtor

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Jackie Hoogenakker

From: DeMoss Law Firm
Sent: Wednesday, September 20, 2017 10:15 AM
To: Jackie Hoogenakker
Subject: Case File 2017.010 - 6900, 6950 France Ave So. & 3905 - 69th Street West

RE: Case File 2017.010
6900, 6950 France Ave. So. & 3905 - 69th Street West

I am sending this document in favor of the construction project above-referenced.

This project will be of benefit to the City of Edina. The additional tax paid by this project will be especially welcomed by the City of Edina.

John DeMoss
4716 Hibiscus Ave.
Edina, MN 55435

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Jackie Hoogenakker

From: Karie And Craig Peterson <cc@adn.com>
Sent: Monday, September 18, 2017 2:24 PM
To: Jackie Hoogenakker
Subject: Comprehensive Plan Amendment

My husband and I would like to express our disappointment in the proposed amendment allowing construction height and density be increased in our neighborhood. We have lived here and enjoyed this family neighborhood for 34 years. We do not want this construction to take place and impact our desirable neighborhood with an eyesore and increased traffic that can and should be avoided! Please do not allow this amendment to current building restrictions to be adopted. In the fall and winter months when the leaves are off the trees, we already have a view of the Westin that disturbs our view from our front window/yard.
Thank you for your attention.

Karie and Craig Peterson
6928 Dawson Lane
Edina, Mn. 55435

Sent from my iPad

Jackie Hoogenakker

From: Katya Murray <
Sent: Monday, September 18, 2017 10:38 AM
To: Jackie Hoogenakker
Subject: CORNELIA RESIDENT OPPOSED TO ESTELLE DEVELOPMENT

Hello,

I'm writing regarding the high rise development currently proposed for 6900 France Avenue. I live in the Lake Cornelia neighborhood, directly behind the discussed area, and am writing in FIRM OPPOSITION to the proposal, specifically to increase the high rise (and zoning limits) from 4-stories to 24-stories.

A tower 24-stories high is simply obscene for this neighborhood. The original plans accounted for transition between a proposed mixed use area and our quiet, lovely residential area. The houses in our neighborhood will be completely shadowed by something of this size, not to mention significant increases in traffic (foot and car) to an already punishing drive on France Ave and neighboring streets. Finally, our school district - and specifically Cornelia, which would be the neighborhood school for these towers - cannot handle an increase in enrollment.

I'm very upset with how this proposal has been communicated to our neighborhood by the city, and how the city is clearly avoiding conversation with homeowners who would be directly impacted by the proposal to increase the towers to 24-stories.

Also - I'm disheartened that the form letters and other letters of support that have been sent in support of the proposal by real estate agents (no surprise there!) and Edina residents who don't live ANYWHERE NEAR Lake Cornelia can be seen as honest support of the project. You need to know that's not our neighborhood's voice, and we are mad.

I have shared this opposition with Mike Fischer, Mayor Hovland and multiple other planning commission members, and am sick that this development continues to be discussed.

Regards,
Katya Murray
Lake Cornelia Homeowner

Cary Teague

From: Kari Geadelmann
Sent: Tuesday, September 19, 2017 9:22 PM
To: Cary Teague
Subject: Estelle Edina

Dear Mr. Teague,

My name is Kari Geadelmann, and I'm an Edina resident who lives on Southdale Road. I continue to have significant concerns regarding the Estelle proposal.

I ask that this proposal does not get approved. The project is far too high for being so close to a single family residential neighborhood. This would be more than SIX times higher than what the block is currently planned for, and is FAR too high. Doubling the density to 60 units per acre from 30 units is far too much.

My neighborhood will feel the deep effects of such a major project. There will be years of construction noise, pollution, and increased traffic. There will be a greater burden on the roads, and increased congestion with so many homes on this property. We already have such a problem with traffic on 70th, 62, 100, and France during peak travel times! The quality of life will decrease for my young family, having to look at these towers all day and night. There is simply far too much height in these proposals. Please stay firm towards Ryan Companies and deny this proposal.

Thank you for your time,
Kari Geadelmann

Jackie Hoogenakker

From:
Sent: Wednesday, September 20, 2017 10:41 AM
To: Jackie Hoogenakker
Cc: bccnoradavis73@gmail.com
Subject: Comprehensive Plan Amendment, Case File 2017.010

City of Edina Planning Commission:

I am opposed to the amendment as described in your notice of September 15, 2017, and ask that you reject it in its entirety.

The extreme increase in height would be an unwelcome visual intrusion into near-by single-family neighborhoods, and the doubling of the allowable density would exacerbate an already over-crowded traffic situation.

The City has adopted a Comprehensive Plan for the development of the Southdale commercial area. Please don't emasculate the Plan with a lot of ad hoc amendments.

Gerald E. Hobbs
6904 Hillcrest Lane
Edina, Minnesota

Jackie Hoogenakker

From: Jackie Hoogenakker
Sent: Sunday, September 17, 2017 12:48 PM
To: Jackie Hoogenakker
Subject: Comprehensive Plan Amendment

Edina Planning Commission:

My wife and I are OPPOSED to the Ryan Companies/Luigi Bernardi application to change the height and density of the area south of 69th Street and west of France. We do not want to wake each morning and view those two high structures. My personal feeling is that the developers are motivated by greed with total disregard for the area residents.

If the Planning Commission were voted into office I would do my utmost to get all of you voted out of office for even considering the application.

Dom Violante
6912 Hillcrest Lane
Edina, MN 55435-1606

Jackie Hoogenakker

From: Grady St. Dennis <grady@st.dennis.com>
Sent: Sunday, September 17, 2017 6:25 PM
To: Jackie Hoogenakker
Subject: Case file: 2017.10

To Whom it May Concern,

We write with strong opposition to the proposed comprehensive plan amendment associated with the Ryan Companies/Luigi Bernardi proposed project at 69th and France Avenue.

To propose a project that is so out of line with the established city comprehensive plan and to have it even considered by the planning commission and city council seems a waste of time. Especially, such a proposal that clearly has no regard for the surrounding Edina residents who most assuredly will be negatively impacted by the project.

A comprehensive plan is not developed overnight. It is the result of significant input from all city stakeholders. We are disheartened that we seem to have city leaders who are not as committed to following the guidance of the citizen established comprehensive plan but instead the influence of developers.

We voice strong opposition to the proposed comprehensive plan amendment and ask for a no vote.

Sincerely,

Grady & Angie St. Dennis
7005 Bristol Blvd
Edina, MN 55435

Jackie Hoogenakker

From: Jim and Cindy Ripple <
Sent: Sunday, September 17, 2017 9:29 PM
To: Jackie Hoogenakker
Subject: Case file: 2017-010

Case file: 2017-010, Property Address: 6900, 6950 France & 3905 69th W

We are writing in response to the case file noted above.

We are strongly opposed to the Ryan Companies/Luigi Bernardi plans for the development at 69th Street and France Avenue South. The reasons are as follows:

- a) Structures as high as 26 stories do not fit the existing neighborhood of single-family homes and residential and commercial buildings with significantly lower heights.
- b) The adjacent Cornelia neighborhood would be negatively impacted by: 1) loss of sunshine due to shadow from these buildings, 2) increased traffic from this and other development in the area. We are especially concerned about cut-through driving in the neighborhood and parking problems. We are concerned that these factors will negatively impact home values in the neighborhood.
- c) The size of the proposed buildings is disproportionately large relative to the land on which it will be located.

In short, any development with these proposed heights on this parcel of land, whether commercial or residential, seems like a major encroachment on the character and livability of our neighborhood. Our neighborhood is already on the border of Edina's commercial zone, with the Edina Realty building visible from our backyard and all the attendant traffic noise that comes from living near Valley View Road and the Southdale Mall area. This development would be an additional encroachment of commercial/high density residential use on our quiet, single-family home neighborhood. It is hard to imagine two buildings even taller than the Westin Hotel just across the road from our homes.

For the reasons noted above, we are opposed to this development.

Sincerely,

Jim and Cindy Ripple

6825 Southdale Rd

Jackie Hoogenakker

From: David Hlavac <
Sent: Monday, September 18, 2017 10:32 AM
To: Jackie Hoogenakker
Subject: 69th and France Zoning Change

Dear Edina Planning Commission,

I am writing to express my opposition to proposed zoning changes in the Southdale corridor, specifically regarding the parcel at 69th and France. I am not opposed to development or density itself and would welcome modest zoning changes that reflect the nature of the neighborhood. However, the proposed Estelle development is far too tall, not only by City of Edina zoning standards but due to the character of our community. I believe the developers were thoughtful in their approach to the site, and while I like the initial design concepts, I would urge the Planning Commission to uphold its existing zoning restrictions and consider alternative proposals for that parcel that are more appropriate for a neighborhood of single-family homes.

Please make note of my opposition to any zoning changes that would allow the sort of height and mass proposed by Luigi and the folks from Ryan. Again, I am not opposed to Estelle; the buildings simply need to be much shorter.

Thank you,

David J. Hlavac
4305 Rushmore Lane
612-603-3330
david@belletristcommunications.com

Jackie Hoogenakker

From: McGivney, Rhonda ·
Sent: Monday, September 18, 2017 12:01 PM
To: Jackie Hoogenakker
Subject: Proposed Planning Changes 69th & France Sept 27, 2017

I understand that there is a proposed development that would change the height restrictions. I also understand that you are seeking public feedback.

I appreciate your role in government in a public office that seeks to understand multiple points of view. I also know that investment and developers are important to keep both tax dollars flowing and our communities to be fresh and vibrant. I believe that there are many paths to solutions that work for multiple constituents and therefore I trust that you are seeking a path that considers the neighborhood constituent in this particular case. As a member of the adjacent neighborhood, the change in density and height restrictions would be rather devastating to the community. I am not against development within the current height restrictions. However, changes to the height and density will disadvantage the neighborhood and our home values.

Below is a summary of the reasons that I hope you will consider in your decision,

- 1) The focus is on the wrong location. Better location for development efforts primarily--Southdale mall needs help. Now is not the time to be increasing height and density across the street from Southdale. Southdale will become a concrete empty parking lot within 5 years. I've seen this in other cities we've lived in.
- 2) I've lived underneath tall buildings before in Chicago, both South Loop and on Chicago's northside. I lived in a 3 story building and a 6 story building added next to me--just those 3 floors meant no more sky for us. Going higher takes out sky for everyone around and even can reduce the temperature, affects what plants can grow, and create ice landings. Edina doesn't have Chicago's population to house, so it isn't worth it.
- 3) My property values and my neighborhood identity will decrease in value.
- 4) Building height is simply not needed. 4 stories fits with the surrounding area. We are not downtown neighborhood, we are not next to 494. We are a community of average homeowners.
- 5) Traffic at the circle was meant for the current density and leads up to an elementary school. There would be a ripple affect.
- 6) I believe neighbors and others have been advising against this for months, however I don't see any reaction to show that there is any listening. If so, this project wouldn't be continuing to try change the height restrictions.
- 7) I purchased my house a year ago. I would never have done so if there was a highrise within eyesite.

Please let me know if you have any questions. I appreciate the considerations that you may make in your decisions.

Rhonda McGivney
604.444.4444

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<http://emaildisclaimer.medtronic.com>

Jackie Hoogenakker

From: michael demoss
Sent: Tuesday, September 19, 2017 3:10 PM
To: Jackie Hoogenakker
Subject: Fwd: Ryan co/Bernardi

As a property owner in Edina, I support the project proposed by Ryan Co and Luigi Bernardi. This will increase the tax base. I have seen the projects that Luigi Bernardi and Ryan Company have built and I believe the current project at 69th and France will be a beautiful addition to the area. Please move forward with this development.

Michael DeMoss
Attorney

Sent from my iPhone

Begin forwarded message:

From: michael demoss <michael.demoss@mc.com>
Date: September 19, 2017 at 1:00:31 PM PDT
To: Mcd <mcd@mc.com>
Subject: Ryan co

Cary Teague

From: Al and Patrice Solyntjes
Sent: Monday, August 14, 2017 10:48 AM
To: Cary Teague
Subject: Estelle project

Carey, will you please forward this to the Mayor, city council and the planning commission?

I have seen the proposal to include an affordable housing element to the project. This seems to be linked to a desire for city funds in the form of TIF or other involvement. While I don't understand the financial cost of this approach, the changes do not affect the primary problem with this overall proposal, the height of the buildings. I urge you to abide by the existing plan and codes to limit the height to 4 stories this close to a residential neighborhood. The council's vision for the future does not need to come at the cost of existing plans and codes.

Respectfully,

Alan Solyntjes
6908 Cornelia Drive



Virus-free.

Cary Teague

From: Jessica Bergsten
Sent: Thursday, August 17, 2017 11:25 AM
To: Cary Teague
Subject: Estelle Tower Project

I am writing as a concerned Edina citizen who wants to protect their home and neighborhood from the Estelle Towers.

Points to consider:

-Please keep in mind, Edina's current Comp Plan requires a "transitional area" between Neighborhoods and further development. There is NO TRANSITIONAL AREA for this project. One of the neighbors is just 160 feet to the BMO Property. Another is 423 feet from the epicenter of that massive tower. This is not the "three blocks" mentioned.

-The Comp Plan also restricts building height to 4 stories. A 360 foot tower with 24 stories is too big.

-Tower Shadow Forecast, imagine if your family home lost sunlight, especially during a MN winter

-Visibility

Tower will be visible 24 hours a day - 7 days a week - 'year round. Along with increased traffic and lights from the towers.

-Traffic

The traffic increase and time to get out of the neighborhood alone has gone up tenfold. With more people living there, employees and delivery trucks it will become too much. People are cutting through our neighborhood without a thought for the families living here.

I respectfully ask you to abide by the the Comp Plan. Please protect our neighborhood and let us live in peace. We bought our home for what Edina stood for, a wonderful place to live and raise a family. It is sad to see the changes and how these families are fighting for what they've worked so hard to attain.

Thank you for your time,
Jessica Bergsten

Cary Teague

From: Carl Runck
Sent: Monday, August 14, 2017 12:45 PM
To: 'James Hovland'; 'Mike Fischer'; Kevin Staunton; 'Bob Stewart'; Mary Brindle (Comcast)
Cc: Scott H. Neal; Cary Teague
Subject: FW: Estelle Edina support from Jim Campbell of 5521 Woodcrest Drive

...in case this wasn't forwarded.

-----Forwarded Message-----

From: james campbell
Sent: Aug 11, 2017 8:08 AM
To:
Cc: James Hovland
Subject: Estelle Edina

I am writing this to express my total support of Estelle Edina. This is exactly the kind of development that Edina needs to maintain our community as a forward looking, exciting place to live, work and raise of children! As the former Chairman and CEO of Wells Fargo, Minnesota, I was involved when we chose Cesare Pelli to design the Wells Fargo Center in downtown Minneapolis. I am thrilled that the design of Estelle Edina looks a bit like the iconic tower that identifies the Twin Cities as one of the most progressive cities in the world. I have looked at the economics of this project and they appear to be outstanding from a Edina taxpayer's perspective. Please move forward with Estelle Edina. This is one of the most exciting projects that Edina has ever considered. Thank you. James R. Campbell

5521 Woodcrest Drive

Cary Teague

From: Scott Sundet
Sent: Tuesday, August 15, 2017 8:34 AM
To: Cary Teague
Subject: Estelle Edina

Hello Mr Teague,

As a live long Edina resident growing up and living just east of southdale I'm a proponent of this development.

Also as an employer in the Twin Cities I'm also aware of the need for affordable housing.

I like the area that you are considering redeveloping as it would make a better use for the area.

I was impressed with the planning and thought that went into this project.

Best Regards

scott

Scott Sundet
Clarus Medical



Mayor Hovland and Cary Teague,

Congratulations on helping our city of Edina get better and better. I wanted to send you this e-mail as an interested citizen who has lived in the Cornelia neighborhood for the past 32 years. I have been actively involved in our community, including being a part of Edina Federated Women's Club – its president in 2014.

I think you have already heard from a very vocal minority of folks in my neighborhood expressing opposition to an upcoming project that I'm looking forward to seeing. I feel it is important for you to know that in my opinion, the majority of my neighbors welcome the proposed Estelle condo project and see it as a major improvement for that site and are happy about the significant benefits it brings to our great city. Clearly we need more empty nester condo housing options so we can free up the single family homes so that younger and growing families can continue to live and flourish in our city. Further, the number of units being proposed on this project will significantly increase the tax base and will support both our City and School district for many years to come. I have been told this is about \$4M per year of additional local property tax revenue.

I also want to tell you that this is the most beautiful development I've seen proposed in Edina for as long as I've lived in the city – which has been since 1970. I love the park-like feeling I got when I saw the drawings. It felt so warm and welcoming. This is the kind of beauty – architecturally and esthetically – that we'd love to see in Edina.

I'd like to conclude by saying that the height of the proposed condo buildings seem to be just fine with me – much better than a box-like structure. I love how slender and attractive they are – would love to live there myself. It would be an easy move as I live but three or four blocks west.

I've talked with a realtor friend and a near-by neighbor, who's a developer, and they're both in favor of cheering this project on. Please, as leaders of our great city, give it all the support you can.

Sincerely,

Arlene Clapp

6925 Cornelia Drive
Edina, MN 55435

From: Fred Richards

Subject: EstelleEdina

Cary Teague

From: Carl Runck
Sent: Tuesday, August 15, 2017 8:13 AM
To: Scott H. Neal; Bill Neuendorf; Cary Teague
Subject: FW: Estelle Edina - Former Mayor Maetzold

FYI

----- Original message -----

From: Denny Maetzold
Date: 8/14/17 6:58 PM (GMT-06:00)
To: James Hovland

Subject: Estelle Edina - Former Mayor Maetzold

Mayor and Council Members--

I am writing to express my support for the proposed Estelle Edina project. Here are my thoughts:

- As a geography major at the U in the early sixties specializing in the study of American Cities, I became a fan of "verticality" in key commercial areas to capitalize on best use of valuable land in terms of associated amenities including public services, transportation (especially public transportation) retail and medical services, employment opportunities and public infrastructure. Bottom line, Estelle Edina as a vertical residential project seems me to be an excellent use of our very valuable land;
- As a retired banker who worked at 69th and France for 10 years (and prior to that at 65th and France), I am highly familiar with the area's history, its commercial development and uses, its traffic flows and, importantly, its "positioning" relative to Edina and the general Southwest metro area. Given this, I feel that the Estelle project is exactly the type of development that is appropriate and needed to enhance the Southdale area and our greater community's sustained growth and dynamic viability into the 21st century. The Metro area no longer has the luxury of horizontal geographic growth - growth must come in commercial areas such as our Southdale district, and I would expect that additional projects such as Estelle will be proposed and built in the future - possibly very soon;
- During my years on the Council I frequently heard residents comment that they would like to have an option for owner-occupied low-maintenance housing when they became "empty nesters" In general, options have been limited; consequently, many residents who had been passionate about Edina have found it necessary to leave. The Estelle project will help alleviate this significant need for owned housing;
- As a Council member, I always had interest in affordable housing availability and as the Council entertained proposals for new residential development, I encouraged the incorporation of affordable units into developments, if possible. I therefore was very pleased to learn that the Estelle project includes affordable housing solutions; and
- The Estelle project would be an excellent enhancement to our tax base - I understand it will not require public money or subsidy.

Finally, I understand the critical responsibility you have for protecting Edina's neighborhoods and there is concern the Estelle project is "too tall." We have always wanted to provide a suitable buffer between commercial and single-family homes and I believe in the case of Estelle through its amenities the project does provide the intended buffer, especially when tempered by the the need to help ensure a dynamic future for the the Southdale commercial district.

While the Estelle project is just one project for consideration, it signals an important new direction for our Edina community.

Bottom line, *I feel Estelle Edina is a compelling project* that needs to move forward.

Thank you for your consideration!

Dennis Maetzold
Former Mayor

Cary Teague

From: james campbell
Sent: Friday, August 11, 2017 8:08 AM
To: Cary Teague
Cc: James Hovland
Subject: Estelle Edina

I am writing this to express my total support of Estelle Edina. This is exactly the kind of development that Edina needs to maintain our community as a forward looking, exciting place to live, work and raise of children! As the former Chairman and CEO of Wells Fargo, Minnesota, I was involved when we chose Cesare Pelli to design the Wells Fargo Center in downtown Minneapolis. I am thrilled that the design of Estelle Edina looks a bit like the iconic tower that identifies the Twin Cities as one of the most progressive cities in the world. I have looked at the economics of this project and they appear to be outstanding from a Edina taxpayer's perspective. Please move forward with Estelle Edina. This is one of the most exciting projects that Edina has ever considered. Thank you. James R. Campbell

5521 Woodcrest Drive
Edina, MN 55424-1651

August 8, 2017

Edina City Council Members
Edina City Hall
4801 W 50th Street
Edina, MN 55424

Dear Mayor Hovland and City Council Members,

I am writing to express my personal support for Estelle Edina and respectfully ask for your support as well.

While I am not an Edina resident, as president of the Edina Chamber of Commerce and Explore Edina, I have my pulse on the desires of residents and businesses. As many of you know, the Chamber recently completed our strategic plan that included in-depth surveys and interviews with Chamber members, nonmembers and residents. The overwhelming majority of participants are looking to the city council to lead the community forward- to be innovative and competitive with surrounding communities. This includes keeping our neighborhoods family-friendly while developing France Avenue into a bustling corridor; full of vibrancy and life; seamlessly integrating housing, entertainment and commercial interests.

I hope you will also consider the following:

- Rejecting a project like Estelle begs for a "run of the mill" development to take its place and encourages mediocrity.
- Estelle Edina fills the need for owner-occupied housing that allows Edina residents to downsize and stay in the community.
- This is a critical time in Edina's economic development. Several major redevelopment projects along France Avenue are upon us. The decisions we make today, will determine what France Avenue will be for the next 30 years. Estelle (and its neighbor Avenue of France) set the tone for other projects along the corridor.
- Galleria and Southdale Center have made their home in Edina. While the retail environment is undergoing change, Galleria has positioned itself well and Southdale is working to create a new vision for their property. Rental housing has a turnover rate of 50% which by its nature encourages transient lifestyles that do not build community. France Avenue needs owner-occupied housing that builds upon Edina's already strong sense of community.

Thank you for your time.

Very Sincerely,

A handwritten signature in cursive script, appearing to read "Lori Syverson".

Lori Syverson

Cary Teague

From: Brunkow, Jeffrey S
Sent: Tuesday, August 08, 2017 1:13 PM
To: Cary Teague
Subject: Estelle Edina

Cary Teague,

As an Edina homeowner I am writing to you to voice my support for the Estelle Edina condo project near the Galleria. This project looks to place more affordable housing options in Edina and something new and vibrant to the area which already has many surrounding condominiums. This new development will continue to help contribute to the increasing tax needs the city requires. This is particular evident with recent school referendums that have passed and continual annual increases in other property related taxes. This will help support local retailers and business as well as locally based companies who will be hired to complete this project. Appreciate your consideration.

Thanks,

Jeff Brunkow
Senior Director, Kidney Solutions
Complex Medical Conditions

Optum
11000 Optum Circle, MN101-W800
Eden Prairie, MN 55344

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Cary Teague

From: Mark Swenson
Sent: Monday, August 07, 2017 10:43 AM
To: Cary Teague
Subject: Estelle Condominiums

Dear Mayor Hovland and Director Teague:

I am sending you this email as a concerned citizen and an architect who has lived in Edina for 32 years. I want to communicate my support of the proposed Estelle condominium project. I was the Principal architect when my firm, ESG Architects, designed the Westin Edina Galleria project a decade ago. That project faced significant opposition over building height but is now a widely welcomed and appreciated piece of the cityscape in the Southdale corridor in Edina. I am confident that the Estelle Condominium project, when completed, will be viewed in a similar light.

Besides providing the needed housing for empty nesters, this project will significantly increase the tax base and will support both our City and School District with about \$4 million per year in additional local property tax revenue. From an architects perspective, I can also say that the overall design quality and exterior design expression for the Estelle project represents the quality of development that our city should aspire to deliver to our residents. Specifically, the vibrant urban outdoor spaces, the elegant and narrow building profile, the walkability and bike access this project supports will collectively increase the quality of life for all the residents and visitors to the site. Also, as a design professional, I believe that the 22 and 24 story height of the two proposed Estelle towers is appropriate for the France Avenue corridor at Southdale and is in scale with both the Point of France Condominium tower and the Westin Edina Galleria Hotel and Condominiums tower. This design solution will create a slim and attractive building profile which will be far better than the typical 6-12 story much larger footprint apartment/condo configuration that would be much more obtrusive along France Avenue. Based on the logic of these comments, I request that you support this project for our city. Thank you for your time and consideration.

Sincerely

Mark Swenson, FAIA

5501 Dever Drive
Edina MN 55424

Mark G. Swenson, FAIA, LEED AP, Founding Principal
ESG | Architecture & Design
500 Washington Avenue South, Suite 1080, Minneapolis, MN 55415

esg

Cary Teague

From: Peter Hankinson
Sent: Monday, August 07, 2017 3:08 PM
To: Cary Teague
Subject: Estelle Edina Residential

Hi Cary,

I live at 4832 Maple Road and have been an Edina resident for nearly 30 years.

I am emailing you in my support of the Estelle Edina Residential project.

Coming into the empty nester phase of my life, I would like to see the Estelle Project happen in Edina. I love this community and want to live here forever, but frankly I'm not seeing hardly any owner-occupied options out there.

I live very near 50th and France and love the ability to walk places. I think the same type of atmosphere would be created at 69th and France where I don't believe much is happening currently.

I don't know anything about Arcadia but I do know Ryan Companies has a stellar reputation and would "walk the talk" as they say.

Thank you for taking the time to read my thoughts.

Peter Hankinson | Account Executive
225 South 6th Street, Suite 1900
Minneapolis, MN 55402



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Cary Teague

From: Casey Hankinson <
Sent: Sunday, August 06, 2017 9:32 PM
To: Cary Teague
Subject: Estelle Edina

Dear Carey, Members of the Edina City Council and Planning Commission,

First and foremost, thank you for all of your time and dedication you have given to make our City great. I know all of you take time away from your families, your business and your interests to sacrifice for the betterment of our Community. Thank you.

I am sending this email in support of the Estelle project. I am in strong favor of this project for the following reasons:

- 1) Quality. Redevelopment is hard and many times quality is sacrificed to make a project work. What I love about this project is the high design and quality of what is going to be built. This is a project that Edina will be proud of for generations to come.
- 2) Owner occupied living. Having just had to go through the process of trying to find a new home with my parents, Estelle will provide a great opportunity for many great Edina (and other) residents to stay in Edina. My parents lived in Edina for 40 years. It was important for them to stay in Edina. I was very disappointed to find that there were not as many options for residences to own that were for the ages of 60+. Plenty to rent but very few to own. They could have easily gone to Minneapolis, Minnetonka, etc as there are many more options but they wanted to stay in Edina. This is not an apartment project, but an owner-occupied opportunity that is very rare in Edina.
- 3) Taxes. I don't think it can be overlooked that \$1,200,000 plus per year will come back to the Edina Schools in taxes from this project. That is substantial and will continue to make our school system world class.
- 4) Innovation. Why has Edina grown over the years while other communities nearby have shrunk? Innovation and courage. My guess is the Point of France was a contentious project back when it was built. Perhaps the Westin, Southdale, etc. These are the types of projects that bring new life, walk-ability, greenspace and success. If you want quality, you have to have height in an urban City.

The Estelle project will give Edina one of the highest quality projects this City has ever seen. Please continue to have the courage to make it happen.

Thank you for commitment to Edina.

Casey Hankinson

6615 Parkwood Lane

Edina, MN

Cary Teague

From: Rickert, Paige @ Minneapolis
Sent: Saturday, August 05, 2017 2:46 PM
To: Cary Teague
Subject: Estelle Edina

To Edina City Council members

My name is Paige Rickert. My family and I have been residents of Edina for the past 20yrs. I am writing to express my support for Ryan Companies' Estelle development. In looking at the plan and the overall vision of the development, I feel it will add a critical component to the future fabric of the France Ave corridor.

Just as the Southdale shopping center was a giant leap forward for Edina in the 60's, the Estelle project will help Edina maintain it's place in the metro area as the place to be.

We all understand the national and local demographics with the demand for lifestyle centric residential being critical to the buyers of the future. The retail industry is in a tail spin and will require years to determine what it will ultimately look like.

This project is key to jump starting and establishing this district as a long term hub for the City. On the converse side not doing anything and waiting for the district to further deteriorate with a heavy retail focus, will create a void in the France Ave district. There are many examples of this nationally that serve as what lies ahead without taking action today.

Thank you for your consideration.

Paige Rickert
5304 Forslin Drive
Edina, MN 55436

Cary Teague

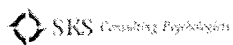
From: Nathan Whittier
Sent: Sunday, August 06, 2017 2:29 PM
To: Cary Teague
Subject: Estelle Edina

Dear, Cary Teague, Edina Community Development Director:

I am writing to express my support for the Estelle Edina residential development project. My business, SKS Consulting Psychologists, has called Edina its home for the last 20 + years. One reason we chose (and have chosen to stay in) Edina is the pedestrian friendliness that is so characteristic of the community. Individuals who come to our office often remark about the easy time they had driving to our location, as well as “feeling” like they were out of the city despite being so close. Finally, many remark at the unique character and charm of the residential neighborhoods they drive through on their way to our offices.

It is our opinion that the Estelle Edina project is consistent with what we, and our clientele, enjoy most about the city – it is progressive, pedestrian friendly, and distinctive in its look. As such, we at SKS Consulting Psychologists would like to offer our support for this exciting project.

Sincerely,
Dr. Nathan Whittier



Insight partners in the pursuit of human excellence

Cary Teague

From: bonnie hankinson
Sent: Sunday, August 06, 2017 4:20 PM
To: Cary Teague
Subject: Estelle Edina

Dear Mayor Hovland, Council Members Brindle, Fisher, Stauton, & Stewart, & Community Development Director Teague,

As a Senior Residence of Edina, now for over 45 years, I am in great support of the Estelle Edina Project. We have loved Edina as a community to raise our 3 sons, and now watch our 8 grandchildren being raised here. When it became time for us to "give up" our family home....where would we go?? Edina needs Estelle Edina as an answer to many of its citizens. It will be a perfect fit for so many "Edinans" that do not want to leave this area...do not want to move downtown, or head West to Eden Prairie, or Wayzata. It will be a win for the City, with a profitable tax base...a win for ungrading France Avenue...a win as a new home for many!! What a great fit and answer for those not wanting to leave this Community.

Edina needs this positive project...Estelle Edina!! Please consider this wonderful addition to our City.

Thanking you for your support!

Bonnie Hankinson

6414 Gleason Court

Edina, MN 55436

(39 years at 5 Circle West/Edina, MN 55436)

Cary Teague

From: Eigner, Troy <
Sent: Monday, August 07, 2017 10:39 AM
To: Cary Teague
Subject: Estelle Project

Cary,

I'm writing to voice my support for this project. I think this is a great project that will bring much need, quality affordable housing to Edina; while at the same time bringing another solid source of tax revenue. Additionally; I appreciate that the developer has worked closely with the community to make sure their concerns are addressed as well.

Regards,
Troy & Michelle Eigner
4601 Casco Ave.

Cary Teague

From: Hayhoe, Tom @ Minneapolis
Sent: Monday, August 07, 2017 10:39 AM
To: Cary Teague
Subject: Support for Estelle Edina

I am writing this letter in support of the proposed Estelle Edina project by Arcadia and Ryan Companies. As an Edina resident and real estate professional, I find the project to be a fantastic way to bring a much needed update to the Southdale area, which could trigger it to be the next great neighborhood in Edina. The project will provide a variety of quality housing options and add greatly to our tax base. I believe Ryan Companies to absolutely be the best developer to make this happen.

Thank you for your consideration!

Regards,
Tom

Thomas C. Hayhoe
CBRE | Advisory & Transaction Services
1900 LaSalle Plaza, 800 LaSalle Ave
Minneapolis MN 55402

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