

October 10, 2017

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

Dear Cary:

Architecture Field Office (AFO) is very pleased to present to the City of Edina our proposal to provide consulting services related to the Greater Southdale District Small Area Plan.

Our involvement with the Greater Southdale Work Group and the City over the past 18 months has been engaging, thought-provoking, and rewarding as we helped establish a vision for how the area can transform from its current form to become a vibrant, forward-looking and human-centered district... one that represents a new approach to balancing public realm and development within the Twin Cities and the region. The Small Area Plan is an exciting opportunity to continue our involvement in shaping the district, collaborating with the Work Group, Biko Associates and City staff to build upon the work completed to date and advance the vision forward into broader regulatory and policy guidance that will inform the City's Comprehensive Plan.

The following pages outline our proposed scope of services for the Greater Southdale Area Small Area Plan, based upon our conversations and Work Plan developed by our team in conjunction with the Work Group and Biko, as well as our proposed professional fee.

Thank you for your consideration of this proposal. Please let either of us know if you have questions or would like to discuss in greater detail.

Best regards,

Architecture Field Office, LLC



Mic Johnson, FAIA
Principal



Sarah Crouch
Project Manager

Greater Southdale District Small Area Plan Proposal

October 10, 2017

During Phase 2 of the Greater Southdale District Framework Planning, Architecture Field Office (AFO) collaborated with the Greater Southdale Area Work Group to help translate Working Principles created in Phase 1 to a graphic vision for the future of the district.

This next phase of work, the Greater Southdale District Small Area Plan, will build upon these principles and vision. It will further clarify the unique social and economic role the Greater Southdale District plays within the City of Edina and the larger metropolitan region – both now and well into the future. It will provide a more robust implementation framework that provides input into the broader regulatory and policy guidance included in the Comprehensive Plan.

Planning Process and Proposed AFO Scope of Work

We understand that the Work Group will lead the Small Area Plan process. We also understand that Biko & Associates and other consultant teams retained by the city to oversee and contribute chapters to the Comprehensive Plan will lead the development of the broader plan document, and develop content related to such topics as economic/market analysis, demographics, vehicular transportation/traffic, resiliency, engineering infrastructure (sewer, water), parks and trails, and bicycle traffic.

To that end, we propose that AFO's scope for this phase of work leverage our knowledge and expertise gained as part of Phase 2, to focus on those aspects of the Small Area Plan that address **transitions between residential neighborhoods and the district, public realm development and connections between buildings, and design policy guidance.**

Based upon the final Greater Southdale Area Small Area Plan Overall Scope and Schedule dated October 5, 2017, we understand that AFO will have **PRIMARY** responsibility for the following tasks:

- 1.08** Develop scenarios related to land uses, addressing transition zones between the greater Southdale area and surrounding context (e.g. Edina and Richfield neighborhoods, I-494 corridor).
- 1.09** *WG Meeting/Workshop 3: Land Uses, Connections and Transitions to Surroundings.* Identify critical transition zones and assess their unique characteristics and conditions, including consideration of street level uses required to support a vibrant district. Identify and demonstrate through similar comparative transition areas in other cities could be applied to this district.
- 1.10** Develop scenarios that address building, street and public room scale issues to address building and street width and building heights. Develop options that design flexibility and market adaptability for development. Focus on connections and experience within the places and connections to places.
- 1.11** *WG Meeting/Workshop 4: Public Realm – Building to Building Connections.* Identify connection experiences within and between places that affect building uses and open space characteristics, and how those parcels create development-supportive infrastructure.
- 1.17** Identify patterns throughout the district that provide continuity of experience from place to place. Involve WSB and consider results of traffic study.
- 1.18** *WG Meeting/Workshop 6: Transitions from Existing Context to New Development.* Develop scenarios for transitions between existing context and neighborhoods and new development.

Consider strategies for managing building scale as related to transition from existing context to new development. Identify patterns throughout the district that provide continuity of experience from place to place.

- 2.10** Prepare draft design policy parameters for building and site design, context appropriate design, design of public realm, and recognition of existing buildings and spaces and their retention as appropriate.
- 2.11** *WG Meeting/Workshop 11: Design Policy Parameters and Experience Guidelines.* Dialogue on policy guidance to achieve desired character and design quality for buildings and spaces.

AFO will participate in Biko-led Work Group work sessions as indicated in the Scope and Schedule dated October 5th, as well as coordination meetings with other consultants and/or stakeholders, as appropriate. We will also participate in presentations to the Planning Commission and City Council.

Coordination with other Consultants, Compilation of Final Report

The Biko consultant team retained by the City to develop the full comprehensive plan will be responsible for compilation and assembly of the Greater Southdale District Small Area Plan. AFO will contribute written content, as well as graphic content derived from our presentation graphics in support of the broader plan development, and will be noted as “author” of our portion of the work. AFO will review one draft of the full Small Area Plan document prepared by the Biko team and provide edits and updated content, as appropriate. AFO will have no more than two representatives at the Biko-led meetings.

Professional Fee

For the professional services described in the above Scope of Work, the Architecture Field Office team proposes a lump sum fee of \$39,725.

Reimbursable Expenses

Reimbursable expenses are included in the above amount.

Additional Services

Services in addition to the previous Scope of Work, when requested, shall be identified as such, pre-approved by the City of Edina in advance and billed at the team’s current billing rates.