



January 10, 2018

City of Edina - Planning Commission
4801 W. 50th Street
Edina, MN 55424
Attn: Cary Teague, Community Development Director

RE: Update - 5146 Eden Avenue, Edina, MN 55436

Dear Members of the Planning Commission,

In December 2017, the Edina HRA entered into a preliminary development agreement with Frauenshuh, Inc. to potentially redevelop the vacant property located at 5146 Eden Avenue in Edina's Grandview commercial district. Attached is a preliminary redevelopment concept for the vacant property located at 5146 Eden Avenue in Edina's Grandview commercial district. The Edina Housing and Redevelopment Authority (HRA) is the property owner and authorizes this submission by DJR Architecture and Frauenshuh Inc.

The City/HRA and Frauenshuh previously worked together from 2014-2015 to complete a collaborative planning study of the site. Frauenshuh was selected after ten different development teams were considered. Each of these teams responded to a Request for Interest that was broadly distributed to identify developers that were willing and able to work with the City as a partner in the redevelopment of this long-studied site. From the larger field, teams from Doran, Frauenshuh, Greco and Kraus-Anderson were invited to present their credentials and ideas at an interview session that was open to the public. As a result of that competitive process, Frauenshuh was eventually selected as the preferred development partner.

In September 2014, Frauenshuh began the collaborative development planning process. This effort was rooted in the 2010 Guiding Principles and 2012 Grandview Development Framework. The process was also informed by resident surveys and professional studies of surrounding infrastructure. Extensive public input was obtained through small and large group exploration and discovery sessions, meetings with boards and commissions, online surveys, in-person comments and public open houses. This effort culminated in a concept that consisted of 70,000 square foot community arts and culture center and multi-family housing. The community center was furthered studied by the City's Parks and Recreation Department in 2015-2016. Ultimately, the City Council took no action on this concept, due in part to the significant costs of the public facilities.

The HRA's December 2017 agreement, intends to build upon the extensive input that has been collected since 2010. In this renewed effort, Frauenshuh is charged with creatively designing a site that remains rooted in the 7 Guiding Principles and includes four distinct elements that work together:

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1. District parking structure that leverages the topography of the site;
2. Affordable Housing in accordance with the City of Edina Policy;
3. Market Rate Housing; and
4. New finished building for the Edina Art Center

In addition, the HRA encourages the incorporation of a unique community oriented commercial marketplace, such as a food hall.

Because of the extensive research and community engagement that has been completed over the past 7+ years, Frauenshuh and the HRA anticipate a typical schedule and process for the land use approvals:

- On January 22nd, Frauenshuh will host a community Open House at City Hall to share the proposed concept with neighbors and collect feedback from residents.
- On January 24th the proposed site concept will be presented to Planning Commission for input.
- On February 7th, the proposed site concept will be presented to the City Council for input.

Based on the input received, the HRA and Frauenshuh will determine whether or not to proceed. If the parties advance the concept, a complete application for preliminary rezoning and modifications to the Comprehensive Plan is anticipated to be presented to the Planning Commission in May 2018.

As you are aware, redevelopment of this site has been discussed for many years and Edina residents have provided valuable feedback throughout. The HRA looks forward to making the site available for a new mixed-use project that returns a portion of the site to the tax rolls and delivers outstanding public amenities to be used by the residents of Edina for generations to come.

My very best regards,

A handwritten signature in black ink, appearing to read "Scott Neal", with a stylized, cursive script.

Scott Neal

Executive Director
Edina Housing and Redevelopment Authority