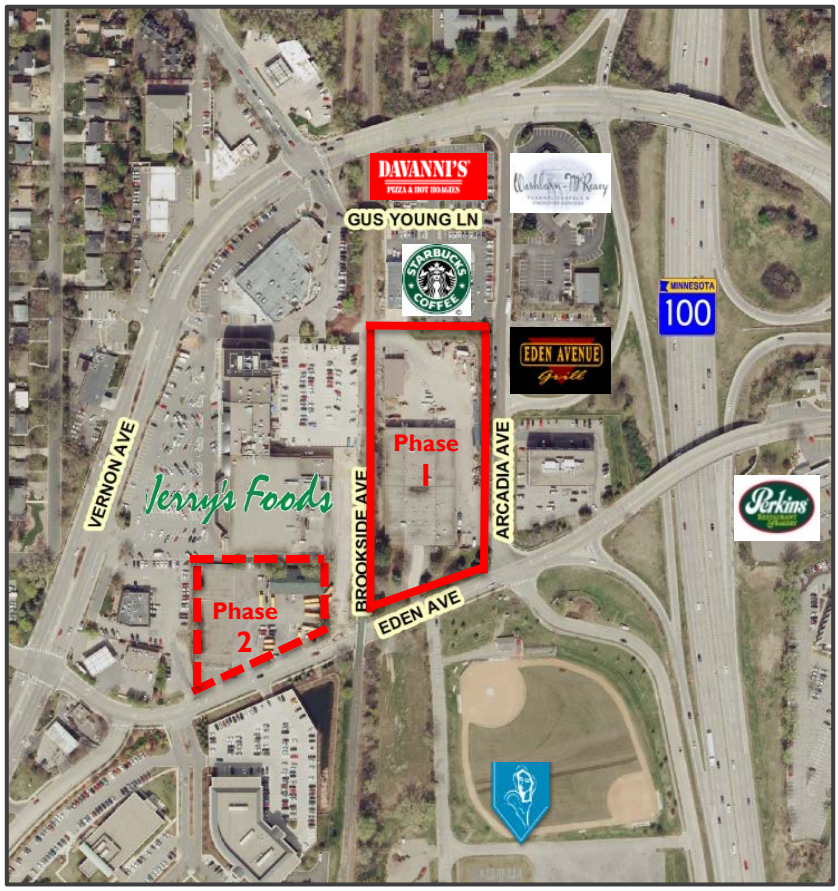
City of Edina, Minnesota
GrandView Phase I Redevelopment, 5146 Eden Avenue
Request for Interest for Development Partner

The City of Edina has a rich history of innovative developments that have become national models for public/private partnerships. We are looking for a development partner to collaborate with us to create Edina's next great neighborhood amenity.

Objective

The City of Edina is seeking a partner with real estate development expertise and experience to collaborate in implementing the *GrandView District Development Framework*. As Phase I in the implementation process, this partner will work with the City to determine public and private uses on a vacant 3.3-acre parcel (the former Public Works site) in the center of the District and then potentially design and construct the structure(s) that house those uses.



The School Bus Garage at 5220 Eden Avenue is potentially Phase 2 in the redevelopment process. This parcel is wholly owned by Edina Independent School District 273. Any redevelopment planning for this parcel will take place in partnership with District 273 in a separate process unrelated to this Request for Interest.

It is important to the City that all sites be developed in a manner that innovatively responds to the needs of the community and is successful in the marketplace.

Background

In 2010, the City initiated a community-based small area guide plan process for the GrandView District, led by residents, business and property owners, including a volunteer team of architects, landscape architects, and urban planners (all Edina residents). The innovative, collaborative and intensive process (10 meetings in 20 days) resulted in the unanimous approval of seven Guiding Principles for redevelopment of the GrandView District:

GrandView Guiding Principles

1. Leverage publicly-owned parcels and civic presence to create a vibrant and connected District that serves as a catalyst for high quality, integrated public and private development.

2. Enhance the District's economic viability as a neighborhood center with regional connections, recognizing that meeting the needs of both businesses and residents will make the District a good place to do business.

3. Turn perceived barriers into opportunities. Consider layering development over supporting infrastructure and taking advantage of the natural topography of the area.

4. Design for the present and future by pursuing logical increments of change using key parcels as stepping stones to a more vibrant, walkable, functional, attractive, and life-filled place.

5. Organize parking as an effective resource for the District by linking community parking to public and private destinations while also providing parking that is convenient for businesses and customers.

6. Improve movement within and access to the District for people of all ages by facilitating multiple modes of transportation, and preserve future transit opportunities provided by the rail corridor.

7. Create an identity and unique sense of place that incorporates natural spaces into a high quality and sustainable development reflecting Edina's innovative development heritage.

In April of 2012, with the help of a $100,000 Met Council Livable Communities grant, the City completed the second citizen-led phase of the process resulting in the unanimous City Council adoption of the *GrandView District Development Framework*. The *Framework* (available at www.edinamn.gov) provides a vision for how to bring the Guiding Principles to life.

In the GrandView District, the former Public Works site at 5146 Eden Avenue provides a unique and singular opportunity to create a major new public realm amenity that will add interest to the area for all stakeholders, add value to real estate, and provide a signature gathering place in the heart of the District. This amenity, the GrandView Commons, is envisioned to include a community building, public green, and new street (GrandView Crossing). Additional elements potentially envisioned for the site include a Metro Transit park and ride and possibly multi-family housing.

In keeping with the spirit of the *Framework*, all uses must provide for bicycle and pedestrian connectivity and adhere to best practices with regard to environmental sustainability. In addition, development must consider and should preserve future transit use of the adjoining rail line. Additional visions for the site and the district is found in the *Framework*.

Collaborative Process

The City anticipates a multi-stage process to collaborate with a potential Development Partner to achieve the vision outlined for the former Public Works site in the *Framework*.

Stage 1: Partner Selection	Outcome: City announces partner on September 16, 2014.
The City will review letters of interest and select prospective partners to interview. After conducting interviews on September 2, 2014, the City will select a "tentative" Development Partner.	

Stage 2: Process Refinement	Outcome: Parties enter into a formal agreement to execute the process on November 18, 2014.
The City and the Development Partner will work together to create a transparent and engaging process to identify feasible alternatives to re-use and redevelop the vacant site. This process will include extensive public input, including City commissions, stakeholder groups, neighbors and the general public. Additional planning/market studies and obligations of each party will be identified. Milestones and deadlines will be established.	

Stage 3: Alternative Development	Outcome: Development Partner will deliver 2-4 alternatives for the re-use of the site by March 31, 2015. These alternatives will be forwarded to City Council on April 7, 2015.
The Development Partner and the City will collaborate to generate alternative scenarios for development that align with the goals of the *Framework* and the needs of the community and the marketplace. Each scenario will demonstrate all aspects of project feasibility, including but not limited to: • General development plan that indicates public and private uses, approximate building size and height, outdoor open spaces, circulation patterns within and adjacent to the site and any off-site infrastructure requirements; • Economic model / pro-forma that demonstrates the financial feasibility including revenues and expenses for both capital construction and long-term operations; and • Phasing plan that summarizes the timing and sequencing of the public and private elements at the site.	

Stage 4: Public Evaluation of Alternatives	Outcome: Summary provided to Council on May 19, 2015.
Each of the alternative scenarios will be made available to the public for evaluation and feedback. Public input and opinions will be collected and summarized to help inform the City Council.	

Stage 5: Selection of Preferred Scenario	Outcome: City selects preferred scenario on June 2, 2015 and authorizes execution with the Development Partner.
The City Council will determine which of the alternative scenarios, if any, is in the best interests of the community. After selection, the City and the Development Partner will enter into an exclusive partnership and negotiate full terms of a Redevelopment Agreement under which the preferred scenario will be executed.	

While the City expects this process to result in a feasible development scenario, other approaches to development planning are encouraged and will be considered as part of the Letter of Interest.

Submission Requirements

Interested entities (whether an individual, company, or team) should submit a Letter of Interest that includes the following information:

1) Name, mailing address, telephone number, and email address of the primary contact person;
2) The names and professional backgrounds of all team members who are integral to the project;
3) A general statement of why the team is interested in this opportunity, including the team perspective of the community vision outlined in the *Grandview Development Framework* and preliminary thoughts on how development of the site can serve as a catalyst for private development of the surrounding parts of the District;
4) Three examples of experiences with the one or more of the following attributes: civic/community uses, mixture of public and private uses, public/private partnerships, multi-modal transportation elements, environmental sustainability or innovate project financing;
5) Two examples of projects shaped with extensive public input;
6) Preliminary work plan that outlines the critical elements and milestones anticipated when working with the City to advance from "vision" to "reality"; and
7) Any other information that is critical to the City's ability to evaluate the merits of the team.

Respondents are encouraged to be thorough, yet concise. References to online project examples are encouraged. Letters of Interest must be limited to 10-pages. Submission is due by 4:30pm on Monday, August 11, 2014. The Letter of Interest must be submitted in electronic format with 10 printed hard copies delivered to:

City of Edina
4801 West 50th Street
Edina, MN 55424
Attention: Bill Neuendorf, Economic Development Manager

bneuendorf@edinamn.gov

Selection

All complete submittals received prior to the deadline will be evaluated by an ad-hoc selection team comprised of City staff likely to be engaged in the development planning process. Submittals will be evaluated on past experience, professional capabilities and ability to collaboratively work in partnership with the City to successfully create innovative development alternatives for the site. The City will determine which responders, if any, will be invited to interview.

Selected responders will be invited to give in-person presentations to the City Council on Tuesday September 2, 2014 at 5:00 PM. Based on the Letter of Interest and in-person interviews, the City Council anticipates selecting a "tentative development partner" to explore the feasible alternatives for the site on September 16, 2014. Development planning is anticipated to begin immediately thereafter.

Terms

This is a request for Letters of Interest and in no way obligates the responder to enter into a relationship with the City. Nor does this request obligate the City to enter into a relationship with any entity that responds, nor does it limit or restrict the City's right to enter into a relationship with any entity that does not respond to this request. In its sole discretion, the City may pursue discussions with one or more entities responding to this request, or none at all. The City further reserves the right, in its sole discretion, to cancel this Request for Letters of Interest at any time for any reason. All costs associated with responding to this request will be solely at the responder's expense.

Additional Information

In addition to the Development Framework, the City has commissioned several studies that may inform the response to this Request for Interest. These documents include: environmental studies, Community Facility Inventory, Edina Resident Survey and preliminary traffic and underground infrastructure studies. A finding of TIF eligibility was also completed for the site. These documents are available at www.edinamn.gov/grandview.

Questions about this Request for Interest can be directed to Bill Neuendorf, Economic Development Manager at 952-826-0407 or bneuendorf@edinamn.gov.