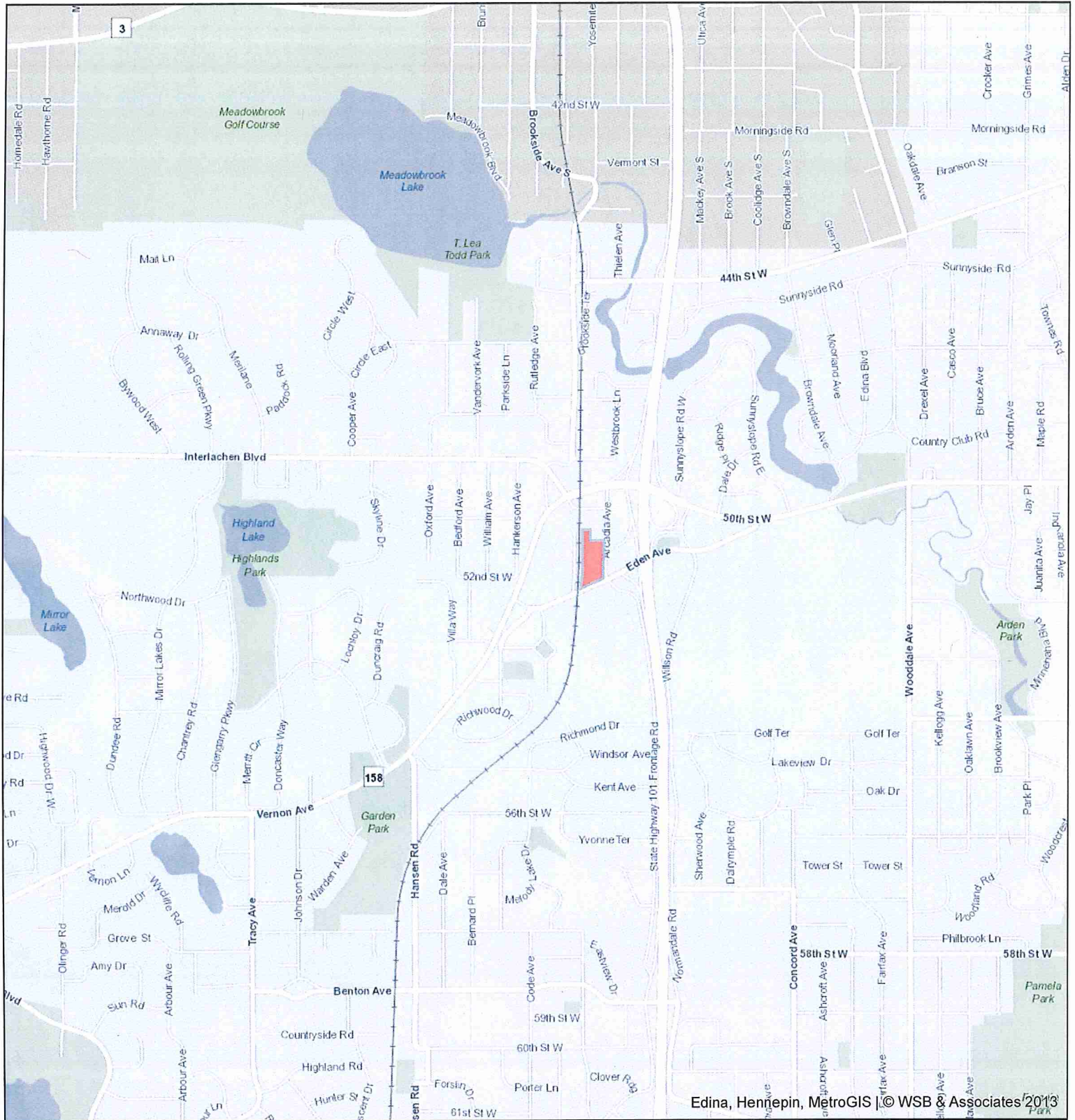


Site Location



Edina, Hennepin, MetroGIS | © WSB & Associates 2013

1 in = 1,505 ft



The CITY of
EDINA



January 18, 2014
Map Powered by DataLink

Site Location



Edina, Hennepin, MetroGIS | © WSE & Associates 2012, HN Aerial 2015

1 in = 376 ft



The CITY of
EDINA



January 18, 2016
Map Powered by DataLink

Site Location



1 in = 188 ft

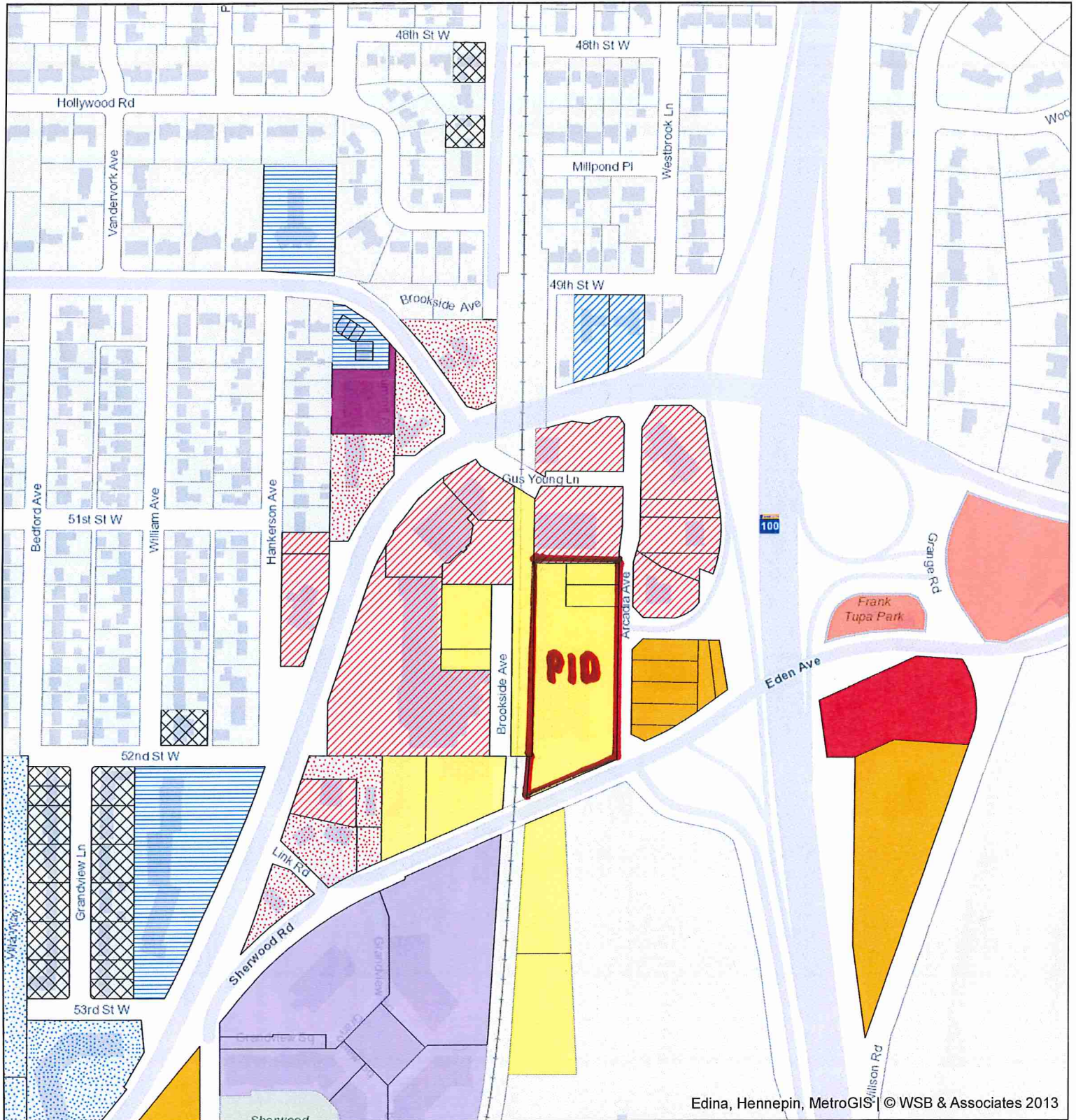


The CITY of
EDINA



January 18, 2016
Map Powered by DataLink

Zoning



Edina, Hennepin, MetroGIS © WSB & Associates 2013

1 in = 376 ft

Zoning

	PRD-4		POD-1		PSR-4
	R-1		PRD-5		POD-2
	R-2		PCD-1		RMD
	PRD-1		PCD-2		PID
	PRD-2		PCD-3		PUD
	PRD-3		PCD-4		APD
					MDD-4
					MDD-5
					MDD-6



The CITY of
EDINA

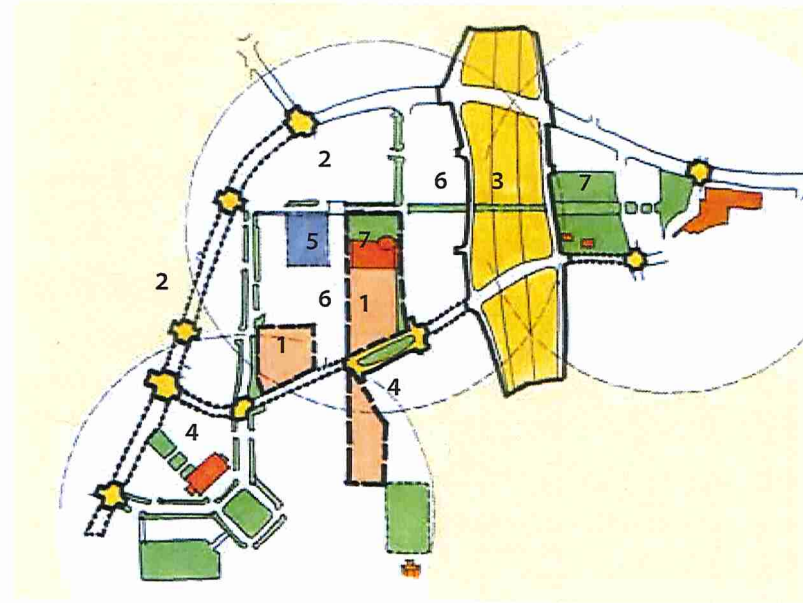


January 18, 2013
Map Powered by DataLink

Guiding Principles

The Seven 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 the 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.



Principles Related to the Concept Diagram

1. Leverage publicly owned parcels
2. Meet the needs of businesses and residents
3. Turn barriers into opportunities
4. Pursue logical increments; make vibrant walkable and attractive
5. Organize parking; provide convenience
6. Improve movement for all ages; facilitate multiple modes of movement
7. Identity and unique sense of place; be sustainable and innovative

Land Use

The following chapter on Implementation is included as one example of anticipating an initial, or Phase 1, increment and associated preliminary range of costs. These numbers are not detailed costs but represent one possible range of expenditures that are included here to illustrate levels of funding (and investment) of various components. The Phase 1 diagram and following spreadsheets for the public works site, the bus garage site, and local street improvements will vary depending on actual funding sources, timing, program, and other factors (e.g., cost of materials and labor) that cannot be determined at this time. See Appendix.

Phase 1

A. Public Works Site

- Community Commons:
 - GrandView Crossing (street)
 - GrandView Green
 - Community/Civic building
- Arcadia steps
- Community/Civic building
- Variety of residential building types
- Structured parking
- Park and ride structure

B. Bus Garage Site

- Multi-level parking
- Retail/service/office use

C. Wanner Site

- Townhouses fronting OLG open space

D. Eden Avenue Streetscape

- Bus stop integrated
- Boulevard organizes intersection alignments

E. Jerry's Streetscape

- Pedestrian enhancements
- Streetscape
- Stormwater treatment



Phase 1 Diagram



FRAUENSHUH

COMMERCIAL REAL ESTATE

PROJECT NARRATIVE

5146 Eden Avenue (Former Public Works Site)
Sketch Plan Submittal
Edina, MN

Project Team:

Owner:

Edina Housing and Redevelopment Authority
4801 W 50th Street
Edina, MN 55424
Contact: Scott Neal, Executive Director
Phone: (952)927-8861
email: sneal@EdinaMN.gov

Applicant/Developer:

Frauenshuh, Inc.
7101 78th Street West, Suite 100
Bloomington, MN 55439
Contact: David Anderson, Senior Vice President
Phone: (952)829-3480
email: david.anderson@frauenshuh.com

Site Plan Design Lead / Architecture

DJR Architects
333 Washington Avenue North
Minneapolis, MN 55401
Contact: Dean Dovolis, AIA. Principal and CEO
Phone: (612)676-2740
email: ddovolis@djrr-inc.com

Frauenshuh, Inc. in collaboration with the City of Edina Housing and Redevelopment Authority (HRA) is pleased to submit the enclosed sketch plan review package in connection with the above referenced property.

OVERVIEW

The Grandview District has been the subject of area planning for years, with the former public works site being a central element of these studies. In 2014, Frauenshuh and the City engaged in a Collaborative Planning Development Agreement to assess development alternatives for the property, inclusive of both civic and private use components. In 2016, the City studied the preferred alternative derived from the collaborative efforts of the community involvement; a 70,000-square foot community center with a focus on arts, culture and multi-generational programming, based on a report prepared by HGA Architects and Pros Consulting. Because of those studies, the City decided to take no action on a new community building of

that size at this location. In addition, further formal efforts on the site development were then paused while the City focused on other development proposals in other areas of the City, while completing the 2016 *Grandview Area Transportation Study*. In 2017, the HRA and Frauenshuh began reassessing public/private development and use alternatives and in December, executed a Preliminary Development Agreement (PDA) to advance a redevelopment plan with specific development components identified in the PDA, including:

- 1.) A 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 Arts Center.

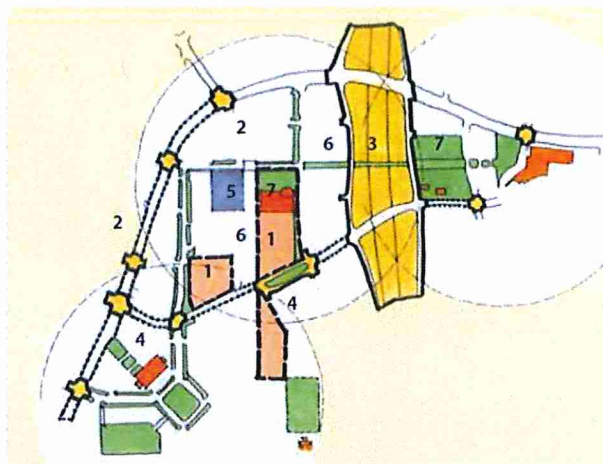
In addition, the HRA has encouraged the incorporation of a unique community-oriented commercial marketplace, such as a food hall, as a preferred use. The uses 1, 2 and 4 referenced above together with this preferred use are proposed to occupy at least 60% of the property.

The enclosed drawing package reflects the outcome of efforts between the City, HRA and Frauenshuh to incorporate the combination of the above referenced uses in a catalytic, district-defining redevelopment plan for the site. The team is excited to move forward with sketch plan review and obtain feedback as refinements to the plan are developed.

PLANNING OBJECTIVES

The 2012 *Grandview District Development Framework* and 7 Guiding Principles are the cornerstone of the redevelopment plan. The enclosed sketch plan package further elaborates on the plans' alignment with the Guiding Principles. Elements defined in the 2016 *Grandview Area Transportation Study* and more recent initiatives for a future potential "lid" over Highway 100 (referred to as the "Grandview Green") provide further context to the concept direction and vision for a catalyst development that provides the infrastructure and connectivity to promote further development in the Grandview District.

It is important to note that prior studies, community engagement sessions and feedback provided by residents, businesses and property owners have been key to shaping the direction of the proposed plan.



Principles Related to the Concept Diagram

1. Leverage publicly owned parcels
2. Meet the needs of businesses and residents
3. Turn barriers into opportunities
4. Pursue logical increments; make vibrant walkable and attractive
5. Organize parking; provide convenience
6. Improve movement for all ages; facilitate multiple modes of movement
7. Identity and unique sense of place; be sustainable and innovative



LAND USE TRANSFORMATION

The site is presently a vacant, unused and minimally maintained area that once functioned as the City's public works facility. This facility was demolished in 2013 and the site is now positioned for the next phase of preparation and redevelopment.

A key characteristic of the site is its dramatic topographic variation, with an elevation drop of approximately 35 feet, from north to south. The prior public works building, being one-level with surface parking, covered a large percentage of the site with pervious surface and one-level building structure tucked-into the site.

Consistent with the Framework and its stated goals, the proposed redevelopment plan will activate the site and create a "place" with a unique identity and signature elements referenced above and further described below.

SITE AND PLAN DESCRIPTION

The site is approximately 3.3 acres in size, bounded by Eden Avenue to the south, Arcadia Avenue to the east, a commercial property to the north (occupied by Starbucks and other tenants) and the rail line to the west. As noted above, the elevation change from north to south is a distinct element of the site and an important consideration in the organization and intent of the site plan.

While basic site background information on the condition of the property exists, there are no major geotechnical, infrastructure and/or environmental remediation conditions anticipated that prohibit its redevelopment, although more in-depth analysis of these conditions will be undertaken in the design phase of the project.

As noted above, there are four distinct components of the overall site plan and an encouraged potential fifth element exploring a community-oriented marketplace. These components, while independent in their core functional use, are designed to operate as an integrated whole to create a dynamic and interconnected plan that blends public amenity rich elements with attractive community and residential living space. These components include:

- ***District Parking Structure and Upper Level Amenity Space*** – The district parking structure is designed as a four-level facility, with three parking levels containing approximately 430 total parking spaces and an upper level "amenity-platform" covering the entire structure. The structure would be placed on the interior of the parcel and "wrapped" by the residential and art center uses on the north, east and south. The structure would be exposed to the rail line on the west. The elevation grades of the parking levels are depicted in the sketch plan package, with the first level of parking existing approximately at Eden Avenue grade, with up/down interior ramps to two additional parking levels providing access to the ramp from Arcadia Avenue near the north end of the site.

The distinct amenity-platform green space element on top of the structure is a defining feature of the vision, providing a flexible, seasonally programmable, outdoor-indoor amenity space with approximate dimensions of a football field (approximately 300'X150'). This distinct space is unlike any presently offered in the Minneapolis-St. Paul metropolitan region, although similar concepts



exist in densely populated urban centers and multi-modal districts where infrastructure and green space demands create the opportunity for such design. This amenity space would be heavily programmed and be a district defining amenity with its adjacencies and integration with a new Art and Active Adult Center, residential living and other community and commercial development components. Potential programming for the amenity level green space could include a public market and/or food hall and food trucks. The public space or “commons” could also host seasonal events such as public music concerts, art shows, fall festivals and winter carnivals.

- **Artist Loft Housing @ Arcadia** – The plan provides a unique opportunity for “lining” the district parking structure with residential units along Arcadia Avenue, provide a dynamic streetscape presence and fulfilling a niche for residential living targeted for artists and those who would seek proximity to the Edina Art Center, the amenity platform space and other conveniences and benefits of the Grandview District location. The lofts would consist of approximately 27 total units on three levels, fronting Arcadia Avenue, with a portion of the units providing the affordable housing component to the plan. The upper level (3rd level) units would have exterior access to the upper amenity platform space. By lining the units with the district parking structure, parking for the units and vertical circulation (elevator core and stairwells) can be a shared resource between the artists-lofts and parking structure, lending to the opportunity to deliver affordably-priced units (intended to meet the City of Edina’s affordable housing policy) in the project.
- **Residential Tower** – The northern approximately 1/3 of the site is comprised of a market-rate residential tower positioned on an east-west street element referred to as a “woonerf” or shared street. The shared street element is intended to function both as access to the site and provide an east-west pedestrian and bicycle connection over the rail right of way to the Jerry’s Food’s parking ramp (ramp is owned by the City of Edina).

The residential tower is planned to be 17 stories in height, with approximately 150 dwelling units ranging from 5-11 units per floor, which may be increased or reduced based on unit size demand. With a tower design, the residential building will provide a floor-plate size of approximately 12,000 sq. ft., thereby reducing the bulk of land necessary to deliver the units and allowing more surface level areas in, around and through the tower base to function as public entry and access ways into the amenity platform and other features of the site. Additionally, the site will offer Minneapolis downtown skyline views to the northeast and a slender, elegant architectural aesthetic, providing a landmark element within the Grandview District. The residential tower is the catalyst to the economic potential of the site, producing in-demand living units serving existing and new Edina residents seeking high quality residential and community amenities along with the convenience of the Grandview District location.

The tower will be appointed with community amenities commensurate with the luxury residential market, including professional on-site staff, residence club/event space, aqua terrace and fitness/wellness center. Bike storage and repair center, pet spa and amenity deck with grills, fire pit and seating areas will also provide residents a complete residential living experience. The residential tower plan also contains some flexible space adjacent to the lobby for a potential restaurant or eatery with outdoor seating to serve as a community gathering place for day time and early evening hours. Underground parking for residents directly below the tower will be an integrated component of the parking structures design for the tower site. Individual unit amenity packages will be further developed in the planning and design phase of the project. The tower seeks to deliver an Edina residential living experience unlike any other available in the northwest quadrant of the City today, with its connectivity to nearby restaurants, shopping, healthcare and



other community amenities, ease of access to highways, downtown, the lakes area and proximity to other surrounding neighborhood centers.

- **Edina Arts Center/Active Adult Center** – The Edina Arts Center is the capstone element of the redevelopment vision for the site. In recent years, the Edina Art Center has been contemplating its future as its current facility has continued to pose functional and operational challenges. In addition, the facilities current size of approximately 10,000 sq. ft. and lack of parking has placed limits on the Art Center’s ability to create a greater and more dynamic presence in the community.

The vision will deliver approximately 20,000 sq. ft. of shell space for the Edina Art Center and an additional 10,000 sq. ft. for programs and activities for active adults in the Edina community (total facility of approximately 30,000 sq. ft.). The plan positions this facility at the very visible intersection of Eden Avenue and Arcadia Avenue, with south exposure to northbound Highway 100 traffic and easy wayfinding and access for patrons and visitors. The building will comprise three stories, with a prominent position on the Avenue. Specific operational and business programming of the art center and active adult center functions will proceed as a next step in the planning and design process, with exploration of additional public use functions and purposes that may include but not be limited to: a transit shelter feature extending to Eden Avenue with integration of an art lobby/gallery; larger scale event spaces featuring indoor and outdoor experiences with seating and dining elements, such as a coffee shop or café.

Two important elements of the art center site design are the facilities’ integration with the amenity platform to the north and the green-slope/grand stair and landing on the east side of the building, providing a cascading, active pedestrian entry and outdoor space that invites the public into the project. These “indoor-outdoor” components and the programming opportunities they create will set the framework for what will become one of the most unique public use environments in the Twin Cities region.

LAND USE PLAN AND ZONING

The site is currently zoned industrial given its prior use and the historical context of the surrounding uses. The intent is to rezone the site to a Planned Unit Development (PUD) to establish specific zoning for the integrated components of the plan.

An important consideration to the current plan concept is the physical delivery of the project. By design, the components of the plan as described above could potentially function as independent components, but are interdependent elements, completing the physical plan and programming vision. If the project were delivered in phases, certain complexities (e.g. physical construction logistics) would exist in delivering the project. Therefore, the intent is to complete the subdivision, entitlements and delivery of the project components in a physical sequence as a complete mixed-use development.

Some of the primary considerations in the context of the City of Edina land use plan and zoning code that will be considered in the formal entitlements phase include: (1) exceeding the city’s current building height limitation within the comprehensive plan for the residential tower in order to reduce the “private” component footprint to allow more site area to serve the general public uses. (2) application of building setback and density requirements to permit a level of urban scale and physical form consistent with the *Grandview District Development Framework*.



PLAN INTEGRATION & BENEFITS

The vision for the former public works site brings an integration of civic and private development components together to create a dynamic development plan that is the catalyst to continued redevelopment within the Grandview District.

With the prior planning history and related studies and initiatives providing a framework, current market dynamics and civic facility needs in Edina (i.e. Art Center) provide a unique opportunity to move forward with the redevelopment of the former public works site.

Key benefits and intended outcomes of the vision:

- Nearly 2/3 of the site remains in public ownership as part of the plan given the integration of uses and vertical residential tower design. Furthermore, the site design and development plan components create the opportunity for a truly integrated environment where the Edina community, visitors and residents become part of a new and dynamic center of activity in Edina.
- Sustainable design features, adaptive technology and operational practices are an integral component of the vision. Examples include: Innovative storm water management facilities and water recycling; sustainable material selection for natural and built environments; an overall energy plan for the site that aims to incorporate methods to reduce consumption, share resources and produce efficiencies based on current and yet to be developed technologies.
- A district parking resource to unlock economic potential in the Grandview District. With the addition of up to approximately 400 additional public parking spaces, adequate parking capacity will be created to serve the Edina Art Center and active adult center, weekday park-and-ride activity that is occurring informally within the district, programmed events and large gatherings on the amenity platform, parking for residents of the artist lofts, and employees, guests and customers of the surrounding uses within the Grandview District. Another feature of the district parking structure is a proposed “green wall” landscape element along the west edge of the site to provide a welcoming back-drop and screen the public amenity level space from the adjacent railroad right of way.
- Pedestrian and bicycle linkage from Arcadia to Vernon via a bridge extending from the woonerf to the existing Jerry Food parking ramp (owned by the City of Edina). This element carries forth a primary objective of the *Grandview District Development Framework* and sets the pathway for future connections from Vernon Avenue and the east side of Highway 100 via a potential future “lid”. This circulation component is also a significant improvement for connecting residents of the district to the amenity platform, Edina Art Center, active adult center and other activities and business locations.
- A site redevelopment plan that is consistent with the HRA’s objectives for economic development and civic use impact while providing the necessary infrastructure to facilitate private and public investment. In total, overall development investment for the entire 3.3-acre site



is estimated to range in excess of \$120 million upon completion of the combined civic and private development components. Critical to this investment plan will be the means and support for delivering the project as an integrated whole through a combination of public and private project generated revenue sources.

The development team looks forward to reviewing the sketch plan package with the Planning Commission on January 24th, 2018 and City Council on February 7th, 2018.



January 17, 2018

RE: **Southdale Area Working Principles and Supporting Questions**
Grandview
5146 Eden Avenue South
Edina, MN 55436

The following responses to the Southdale Area Working Principles were done at the request of the City of Edina Planning Department for Sketch Plan submission. All responses were written to provide as much clarification as possible during the Sketch Plan process.

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

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

Response: The Grandview development provides a masterplan design that creates district defining components that are clearly illustrated within the overall parcel. Each component is given the latitude to develop to the best possible outcome within the context of the entire site and district. This latitude is vital for the project's ability to adjust to unforeseen needs of future opportunities.

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

Response: There are many ways the Grandview proposal goes beyond the principles of the Grandview District. The most significant way this proposal goes above and beyond is by creating a true cohesion of elements that work directly hand in hand. The proposal suggests connecting private housing, public facilities, public amenities, affordable housing and supporting parking for a development that responds to the needs of the district. Making a connection between the proposed Edina Art Center and Artist Lofts with a large amenity platform is a start of a community that will be unique to Edina and the Twin Cities region.

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

Response: In the proposal a pedestrian/bike connection to the adjacent Jerry's parking structure is suggested. This connection will benefit the overall district by directly connecting residents to services and goods that currently exist in the district. The proposed pedestrian/bike connection must cross the existing Dan Patch rail line that is owned by the Soo Line Railroad Company. Making this connection a reality will involve the City of Edina, the developer, and the railroad working together to for an outcome that is accepted by all parties.

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

Response: By facilitating a pedestrian/bike connection to the Jerry's parking ramp, the proposal is providing a solidified connectivity to the overall district and streamlined use of public parking facilities. The connection would connect the proposed district parking and the publicly owned Jerry's ramp. By connecting these two parking ramps, both parking structures will gain an opportunity to operate more efficiently with direct access between them. Furthermore, the district parking facility is designed to accommodate a future passenger rail station/stop, leveraging the railroad and site infrastructure to facilitate a truly adaptable, multi-modal master planned development that can meet the needs of the district and City for decades to come.

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

Response: In 2014 Frauenshuh and the City had explored the concept of a community center with 6-story residential building on the proposed site. The concept required greater site area for the residential component, left minimal opportunities for open/green-space and did not align with the needs of the public facility objectives being evaluated at the time. The current proposal has aligned by providing public facilities that align with current demands and needs expressed by the City, while providing a physical layout and dimensions that create a public realm and public functions that co-exist and complement private development serving as an economic generator to the site.

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

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

Response:

The proposal is currently seeking input in the Sketch Plan process. Materials show in illustrations of the proposal are for Sketch Plan review only. As the design continues into the entitlement process the materials will be used appropriately to the size scale and function of the buildings while expressing a character for the Grandview neighborhood. Construction techniques will also follow the necessary type per code for the size, height and function of the buildings proposed.

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

Response: In 50 years the most valued asset of the proposal will be the connection of public facilities and public gathering spaces to the people that use them. Creating a place for residents and public amenities in this portion of the Grandview District, which is presently utilized, will create a catalytic value for the overall Grandview area that will be a more desirable to live, work and play.

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

Response: The proposal suggests an amenity platform which is located on top of the proposed district parking structure. This large scale public amenity is made accessible at all corners of the development. In the Southeast the amenity platform contains a sloped green with pedestrian access to the Eden Avenue street level, where a proposed public transit stop will be located. The pedestrian activity will be visible not only from nearby properties but also HWY 100. On the North side of the property the residential tower has a collanade at the ground floor to allow for visual access from Arcadia Avenue and the vehicular drop-off point to the public amenity.

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

Response: By the inclusion of the Edina Art Center and Artist Lofts the proposal creates new identity and drastically expands opportunity in the district. The value of this important cultural portion of the proposal has the potential to improve and diversify the economic vibrancy of the district in the immediate future and for years to come because it creates a place for direct community interaction, gathering and creation.

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

Response: The proposal includes a district parking facility that is intended to support the needs of the site components and the District. As stated, this project has a unique catalytic value to the heart of the Grandview District. The district parking component is an asset in the future to offset parking needs of future developments in the Grandview District. Also, as the need to build parking in the future may decline, the central parking position of this asset may unlock development potential of other district parcels presently served predominantly by surface parking. The proposal also suggests a pedestrian/bike bridge and relocated transit stop to encourage and display multi-modal transportation to the district, which does not exist today.

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

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

Response: With the size and scale of this development careful consideration was made for vehicular access and entry points to its self-supportive parking. This was done not only to allow for flexibility in future development in the district but also present clear definition of the designated functions of the buildings. The proposal also has carefully considered the potential of the Grandview Green Study and is intended to allow for flexibility and integration of the infrastructure featured in that study.

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

Response: Impacts to the infrastructure will be a higher amount of users to the site with the proposed site uses. However, by providing district parking the impacts that exist today in this vicinity of this site will be reduced. Currently, people park along Arcadia Drive and severely congest the street during business hours because of a lack of public parking that supports existing retail and businesses on this street. The proposal strives to solve this issue by providing district parking in a structure that is lined with Artist Lofts and not a visual blight on the Grandview District.

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

Response: The proposal suggests a pedestrian/bike bridge across the existing adjacent rail line. This connection will allow office workers nearby on the East side of the railroad to connect to the West side of the railroad where the majority of retail resides. Strengthened pedestrian elements in the district is the basis of creating more robust and connected activities to, from and within the district and the City of Edina.

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

Response: The extraordinary infrastructure feature of this proposal is providing the large volume district parking to support the vicinity, which is not seen from the adjacent streets and does not become a barrier or difficulty, but rather opportunity, for future developments in the vicinity.

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

Response: With the creation of a large scale public gathering place, the development leverages the proximity and ease of access to HWY 100. This proximity allows other less dense areas of the Grandview district not to be congested with additional traffic of this public gathering place. The proposed amenity platform also provides the opportunity to create a unique and flexible public gathering space to host a variety of activities and uses.

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

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

Response: The Amenity Platform along with the sloped green is the most significant contribution to the public realm. These amenities are better and more efficient use of area than another level of parking that would be visible or large horizontal wall mass cutting off public access and views in, to and through the site. With the design of the masterplan the Amenity platform goes beyond to connect all element of the proposal and act as a true community center with a distinct identity.

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

Response: The Grandview masterplan has a number of amenities aimed at improving the overall character of the site which are:

1. A sloped green that connects the Amenity Platform to the street and also acts as its own public gathering space primary pedestrian access to the platform.
2. The pedestrian/bike bridge connect the East and West sides of the rail line for connectivity of the district.
3. The proposed new home for the Edina Art Center is placed at the south of the site and is designed to engage the surrounding neighborhood and be clearly identifiable from HWY 100.

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

Response: A proposed pedestrian/bike bridge is planned on the northwest portion of the site that will connect the development and the surrounding businesses to Jerry's and other retail to the west of the railroad right of way. There is also pedestrian and bicycle paths planned along the Arcadia Avenue frontage to connect Vernon Avenue and the site to Eden Avenue. A major principle of the site design is to invite and facilitate pedestrian and bicycle access and movement throughout all mixed-use components of the project.

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

Response: The main access to the Amenity Platform is in the form of a sloped green area which also functions as an amenity space to the Edina Arts Center. Because of the Edina Art Centers positioning the sloped green will have constant natural visual surveillance to provide safety to the public. Also, access to the Amenity Platform on the north of the site will provide visual access and natural visual surveillance because the access travels through a promenade on the ground floor of the residential tower.

Encourage parcel-appropriate intensities promoting harmonious and interactive relationships without “leftover” spaces on sites.

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

Response: The proposed residential tower is 17 floors that will step down to a 3 level podium that contains Artist Lofts and the Edina Art Center. The Artist lofts suggest a scale and modulation that relates to the adjacent office buildings and are intended to shape the urban character of Arcadia Avenue. The 3 level Edina Art Center is set back from Eden Avenue and displays a somewhat irregular form to relate to the adjacent open space on the Our Lady of Grace property to the south. The residential tower is at a height and scale that can bring identity to the Grandview district while not impacting surrounding single family neighborhoods.

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

Response: The majority of the site in the masterplan is covered by space programmed for public use and activities. A small portion of the site on the south has been used to provide urban relief space outside of the Edina Art Center to allow for the public gathering and transit use that will take place there.

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

Response: The proposal has a sloped green area on the south which is intended to connect the Our Lady of Grace play fields for a continuous public realm. The Artist lofts along Arcadia Avenue provide a streetscape that make Arcadia a more walkable street since the adjacent office buildings have minimal setbacks from Arcadia and have a significant amount of surface parking. The tower on the north has a tall one floor podium which is intended to relate to the existing retail bordering the site to the north. There will be a significant incentive for the north parcels to reorient their positioning to take advantage of the creation of new public realm, connectivity and civic amenity components.

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

Response: There are (3) basic conceptual zones of activity related spatially to the components of the development.

1 North Portion – The residential tower has an extended drive along the north property, which creates an interesting niche between the adjacent retail and the towers one level podium referred to as a woonerf or shared street. This is intended to expand the potential and cohesion of the existing one level retail to the north.

2 Middle Portion – The middle portion contains the district parking and Artist lofts. The activity is focused on the Amenity Platform and is connected to the surrounding neighbors at all 4 corners of the site.

3 South Portion – The South portion contains the Edina Art Center and the Active Adult Center. This building is surrounded by neighboring green spaces and a railroad. This juxtaposition of environments creates an interesting inspirational environment for artists and patrons. The green space represents the new direction of the Grandview District and the railroad represents the historic roots of the industries that began the Grandview District.

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

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

Response: The addition of vast green space that is centrally located in the district and accessible to all improves the overall Grandview districts quality of life and makes living in the district possible and attractive. Furthermore the green space provides positive environmental impacts compared to the previous use of the site.

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

Response: The building up of the site with the proposed district parking creates a physical barrier that will severely reduce noise from the adjacent rail line.

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

Response: The current condition of the site is a vacant, unimproved lot which is not safe for children or anyone else to occupy. This proposal will create significant public greenspace that will benefit the whole community of Edina.

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

Response: The integration of the public green space with public facilities and proposed residences creates a direct need and optimized use of the green space in the proposal. Integration of these uses advances public access and the use of the spaces and facilities.

Embrace purposeful innovation aimed at identified and anticipated problems.

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

Response: Using the top of the proposed district parking structure as a greenspace in addition to district parking is a innovative solution. The problem was connecting it with the street level and surrounding community. The sloped green area is the most innovative solution of the proposal to solve this. Besides serving a functional use, the sloped green creates identity to the district and the Edina Art Center, making the development truly unique to Minnesota.

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

Response: In the future usage of this public space will be the defining metric of the innovative Amenity Platform.

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

Response: Shared use and integrated uses between public, private and open space are innovations that the Grandview District could consider best practices and influence creativity in future proposals.

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

Response: The sloped green proposed to connect the different levels of the development is a uniquely aesthetic solution which is intended to create distinct identity and a sense of place.

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

Response: The Buk Seoul Art Museum provides a similar sloped green in order to mitigate topography, but doesn't actually connect the surrounding public and adjacent neighbors as this proposal suggests. Millennium Park in Chicago also provides public amenity, green space and uses over a district parking facility.

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

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

Response: Residents and public facilities are not present in the immediate vicinity. Housing, greenspace and interactive public facilities will compliment and complete the current uses in the immediate district which contains office, service and retail goods to build a strong self sustaining community.

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

Response: Come to play, jog or park. Stay to create, live or experience Edina.

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

Response: Other retail and restaurants existing in the district as well as places to work.

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

Response: Weekday – Work/Create/Dine/Jog/Play/Live
Weekend – Create/Walk/Dine/Walk/Stay

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

Response: The proposal strive to be a central element of the community that completes connections within the Grandview District that do not currently exist by creating residences, outdoor amenity spaces and uses along with the activities and energy supplied by the Edina Arts and Adult Activity Center.

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

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

Response: The proposal adds diverse mix of uses to the site which creates a stronger more integrated mark for the overall Grandview District, including the residential units, district parking facility and Edina Arts and Adult Activity Center.

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

Response: With the connectivity, public amenities and facilities proposed the possibilities and of nearby sites are vastly expanded to many other potential uses that may not exist today. Primarily, this portion of the Grandview District will be a more attractive place to live, work and play.

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

Response: The railroad to the west of the site is limiting because a significant distance from the property line has to be maintained for constructability. Utilization of the easement on the railroad property to the City of Edina will be explored to create the greatest outcomes for the project and district as a whole.

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

Response: The proximity and ease of access to HWY 100 makes this development best situated on the proposed site. Easy access especially makes the proposed Edina Art Center more visible and accessible to the public which is critical for its economic vitality.

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

Response: The proposal will take an empty unused city owned and transform it to a distinct public amenity with housing options while fully connecting the surrounding properties to function as a fully self-sustaining district, while also creating a public amenity space and new homes for the Edina Arts and Adult Activity Centers.