

Agenda
City Council Work Session
City of Edina, Minnesota
City Hall Community Room

Tuesday, April 2, 2024
5:30 PM

- I. Call To Order
- II. Roll Call
- III. Greater Southdale District Design Experience Guidelines
- IV. Adjournment

The City of Edina wants all residents to be comfortable being part of the public process. If you need assistance in the way of hearing amplification, an interpreter, large-print documents or something else, please call 952-927-8861 72 hours in advance of the meeting.



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4801 West 50th Street

Edina, MN 55424

www.edinamn.gov

Date: April 2, 2024

Agenda Item #: III.

To: Mayor and City Council

Item Type:

Other

From: Cary Teague, Community Development Director

Item Activity:

Subject: Greater Southdale District Design Experience
Guidelines

Discussion

ACTION REQUESTED:

Provide direction on the future use of the Greater Southdale District Design Experience Guidelines.

INTRODUCTION:

Staff will present the background, history and use of the Design Experience Guidelines. Michael Shroeder and Mike Fischer will provide professional and historical information and advice.

ATTACHMENTS:

Southdale Design Guidelines History



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A History of the Greater Southdale Area District Planning (Last 20 years)

Greater Southdale District Design Experience Guidelines

- History – How the Guidelines were developed
- Intent of the Guidelines
- Examples of projects approved but not built using the Guidelines
- Examples of projects approved and built using the Guidelines
- Discussion & Next Steps



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2005 Land Use & Transportation Study

- Plan “received”
not “approved.”



Greater Southdale Area Final
Land Use and Transportation Study Report

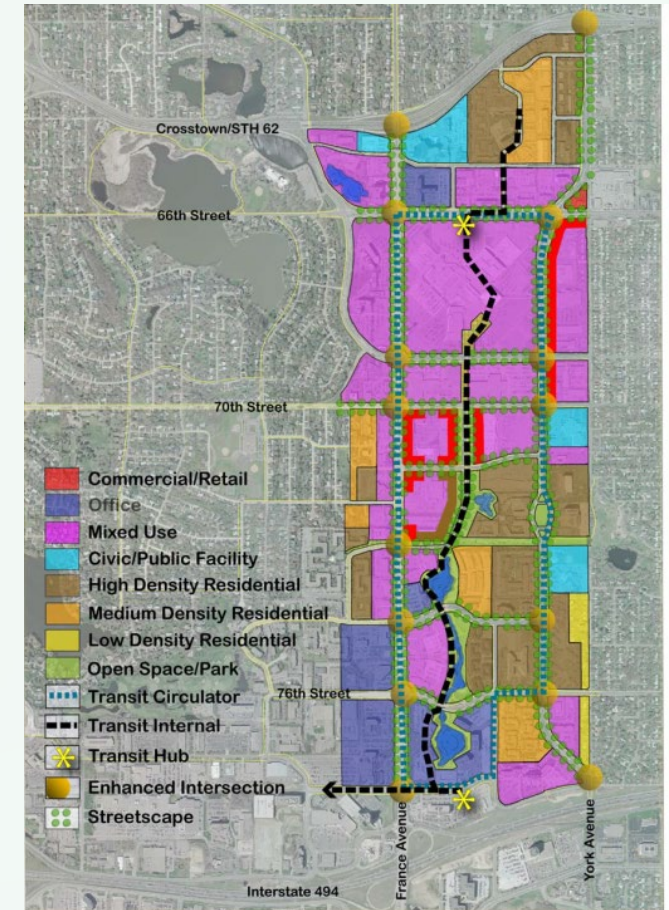
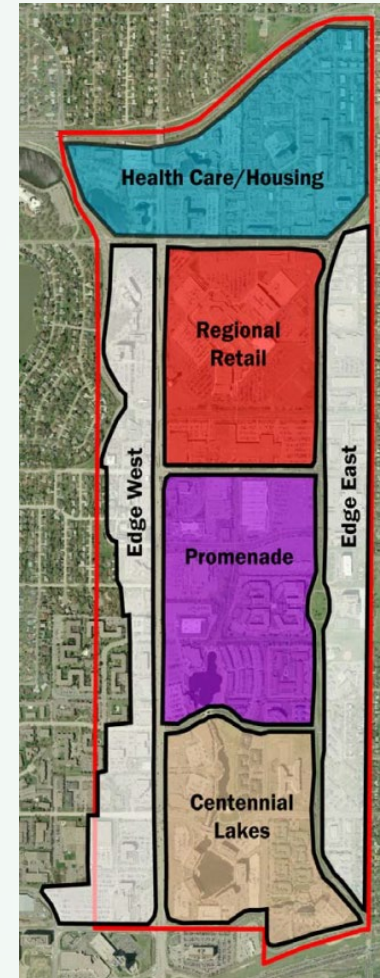
December 2005

Prepared for:

Hennepin County
and
The City of Edina

Prepared by:

Hoisington Koepler Group Inc.
Meyer Mohaddes Associates
Bonz and Company
IBI Group



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2008 Comprehensive Plan

- Labeled an area that had a high potential for change



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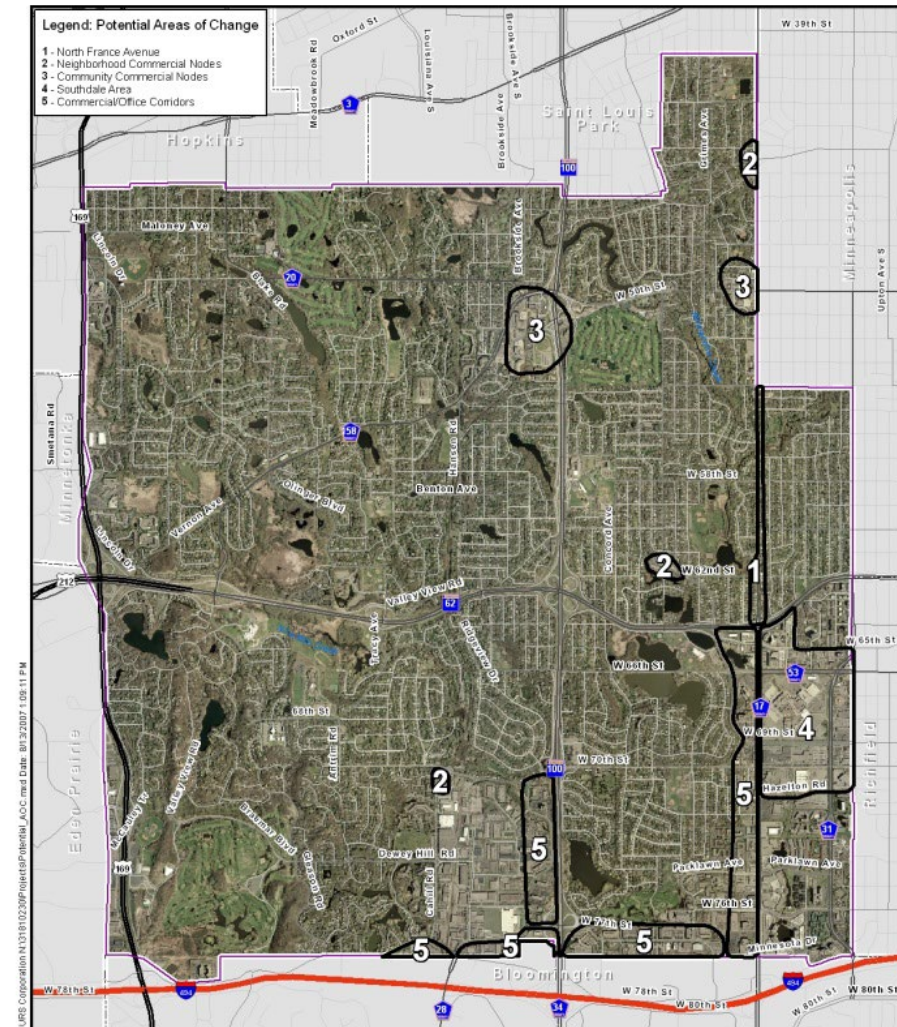


Figure 4.4



City of Edina
2008 Comprehensive Plan Update

Date of Aerial Photography: August 2006

**Conceptual Land Use Framework:
Potential Areas of Change**



Phase I

2015 – Work Group Created (West Side of France/Greater Southdale Area)

As the result of a redevelopment proposal at 7200 France Avenue, the City Council requested a Work Group be created to develop a tool for the Planning Commission and City Council to use when evaluating Comprehensive Plan Amendments and Rezoning.

The Work Group was initially formed to address issues related to future land use and urban design for parcels along the **west side of France Avenue and the greater Southdale Area.**



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Forming the Work Group

7 members appointed by the City Council and Planning Commission.

- Council Appointed: Michael Schroeder, Facilitator
- Council Appointed: Lori Syverson, Edina Chamber of Commerce
- Council Appointed: Steve Brown, Resident
- Council Appointed: Peter Fitzgerald, Business
- Planning Commission Appointed: JoAnn Olsen, Planning Commissioner
- Planning Commission Appointed: Steve Hobbs, Planning Commissioner
- Planning Commission Appointed Ian Nemerov, Planning Commissioner

6 members self appointed by the neighborhood and property/business owners.

- Residential: Harvey Turner, Julie Chamberlain and Colleen Wolfe
- Commercial: Ben Martin, Robb Gruman, Jim Nelson



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2015 – Work Group (West Side of France/Greater Southdale Area)

- Result was the creation the **Guiding Principles** to offer interim guidance in reviewing proposals for change
- City Council Formally Approved the Guiding Principles and requested that they be used as a tool by the Planning Commission & City Council to review all redevelopment proposals requiring a Comprehensive Plan Amendment or Rezoning.
- To be used as a tool to generate discussion.

Element	Proposed working principle
Give-to-Get; Plan & Process	Allow latitude to gain tangible and intangible outcomes aligned with the district vision.
Edina Cultural Preferences; Identity	Advance quality through thoughtful and artful design of buildings and publicly accessible spaces, highlighted human activity, and enhanced economic vibrancy.
District Function	Look beyond baseline utilitarian functions of a single site to create mutually supportive and forward-looking infrastructure sustaining the district.
Comprehensive Connections; Movement	Foster a logical, safe, inviting and expansive public realm facilitating movement of people within and to the district.
Site Design; Transitions	Encourage parcel-appropriate intensities promoting harmonious and interactive relationships without “leftover” spaces on sites.
Health	Advance human and environmental health as the public and private realms evolves.
Innovation	Embrace purposeful innovation aimed at identified and anticipated problems.
Land Use; Live-able Precincts	Promote well-balanced aggregations of “come to” and “stay at” places focused on human activity and linked to an engaging public realm.
Economic Vitality	Ensure every component contributes to the sustained economic vitality of the district and the community.



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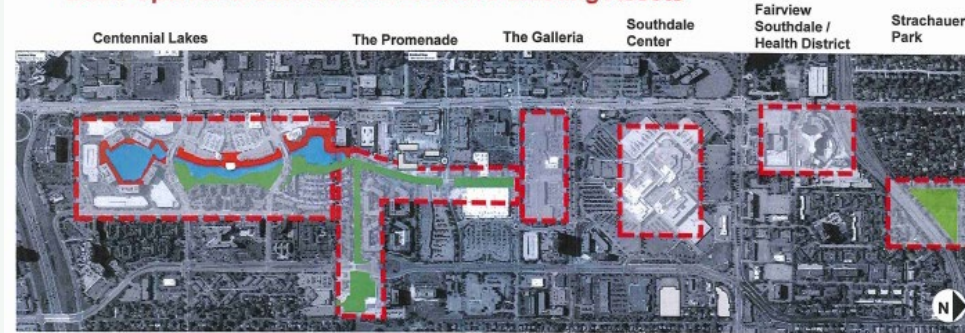
Phase 2 – Putting it Together

- City Council supported the direction of the Vision and asked the Work Group to continue its work.
- AFO, Architecture Field Office was hired to assist the Work Group to create a graphic vision for the study area based on the Guiding Principles using graphics and narrative. The Work Group was expanded in Phase 2.
- Principles updated to include supporting questions.
- Conduct public outreach to residents, property owners and businesses.



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Framework Vision Build Upon and Connect the District's Existing Assets



The Greater Southdale District features many desirable existing assets – health, retail, residential, senior living, corporate office, green and gathering spaces. When these assets become better physically connected, they can help anchor the district's transformation to a more people-focused, pedestrian-friendly place.

Framework Vision Primary Streets, Intersections and Super Blocks 50-foot and 30-foot setbacks



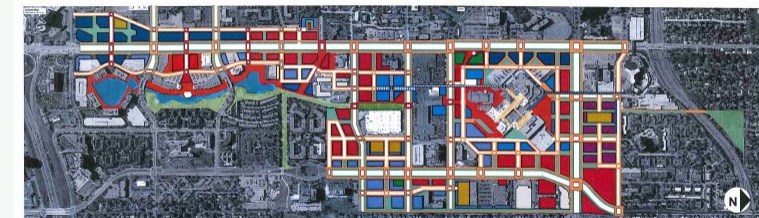
Key to improving connections to and within the Greater Southdale district will be an improved pedestrian experience on its major north-south and east-west streets: France, York, 68th, 69th, 70th, Hazelton, Parklawn, and 78th. This plan proposes that all new buildings be set back 50 feet on the widest streets (France, York and 68th St.), with landscape buffers between the street and sidewalk. These setbacks can accommodate a double row of trees, other landscaping, and outdoor spaces for the new buildings. On the other east-west streets, the plan proposes a 30 foot setback with a similar approach to buffering the sidewalk from the street.

Architecture Field Office

DRAFT for review – March 18, 2016 46



Framework Vision Building Use Program



This image shows proposed program use of the new development opportunities explored in the four test sites.

Architecture Field Office

■ Office
 ■ Mixed Use with emphasis on housing
 ■ Mixed Use with emphasis on commercial, office, retail
 ■ Residential
 ■ Institutional/healthcare
 ■ Community for review – March 18, 2016
 ■ District Parking

56

Phase 2 – Putting it Together

- The City Council authorized the work of the Work Group to be part of the **Comprehensive Plan Update**.
- BIKO & AFO Hired to Assist the Work Group to document the directions of the Work Group and incorporate the work into the 2018 Comprehensive Plan Update.



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Phase 3 – Approvals Comprehensive Plan & Design Experience Guidelines

- The Greater Southdale Area District Plan was approved for submittal to Met Council on December 18, 2018, and adopted as part of the Comprehensive Plan in 2020.
- Greater Southdale Design Experience Guidelines adopted March 5, 2019, by the City Council.



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Greater Southdale District **Design Experience Guidelines**

March 5, 2019

Architecture Field Office

Greater Southdale District Plan



*Adopted by Edina
City Council on
December 18, 2018*

*Resolution
No. 2018-142*

Greater Southdale District Design Experience Guidelines

- The intention of the Design Experience Guidelines is to be used as a tool (starting point) for dialog in a potential development proposal that requires a Rezoning or Comprehensive Plan Amendment
- They are Guidelines – Not Ordinances
- They are intended to focus on the public realm and how people move through a site, the building is secondary to the public realm. The “Experience” is the key to the guidelines.
- Intended to guide and encourage aligned development
- PUD was to be the zoning tool to implement the desired development using the Design Experience Guidelines



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Projects Approved Using the Guidelines But Never Built

Masterplan - The Avenue on France

Site Data:			
	Allowable	Actual	Notes
Site Area:	119	948,832 SF	21.78 acres
FAR:	0.5 (474,316 GSF)	92 (880,979 GSF)	377,008 SF Existing/ 503,971 SF New
Height:	48'-0"	85'-0"	HDD-4 Height Zone
Lot Coverage:	30%	24.2% est.	229,598 SF Subject to Survey

This Masterplan shows new construction of a Medical Office Building, (3) Retail Buildings, Residential, Hotel and Office that will replace (2) 3-story office buildings in the middle of the site that are not compliant with current ADA standards. The Masterplan also shows new construction of (3) areas of underground parking to meet the needs of the site and reduce the amount of surface parking on the site.

Area Table:	Phase I	Phase II-A	Phase II-B	Phase III	Phase IV	Phase IV	Phase V	Phase VI	Existing	Existing	Existing	Total (Existing)	Total (Site)
	BOA	Retail	Retail	MOB	Office	Hotel	Residential	Retail					
L8									13,160				
L7									13,160				
L6				25,000	20,000				13,160				
L5				25,000	20,000				13,160				
L4				25,000	20,000	17,950			13,160				
L3			6225	25,000	20,000	17,950			13,160				
L2		7,003		25,000	20,000	17,950			13,160				
L1	7,190	18,745	16,868	30,000	16,000	18,500		6,500					
Total	7,190	25,748	23,093	155,000	116,000	72,350		6,500	503,971 SF NEW	198,763	163,855	7200	880,979 SF

Parking Summary:	Surface to Remain	Required (New)	Basis of Calculation EMC Sec. 36-1311	New Parking Provided	Total Parking	Res. 2015-113	Total Parking
Office	488	1064	271,000 SF of New Office	450 underground (North)	(Per Count)	(Variance)	(Per code)
Hotel		125	100 Room Hotel (est.)	450 underground (Middle)			
Residential		123	70 units per EMC Sec. 36-1311 (w)	400 underground (South)			
Retail		284	55,541 SF of New Retail	90 underground (Phase II)		157	
Total	488	1616 New Stalls	To be provided by underground parking	1399 underground	1687 Stalls	157 Stalls	2044 Stalls

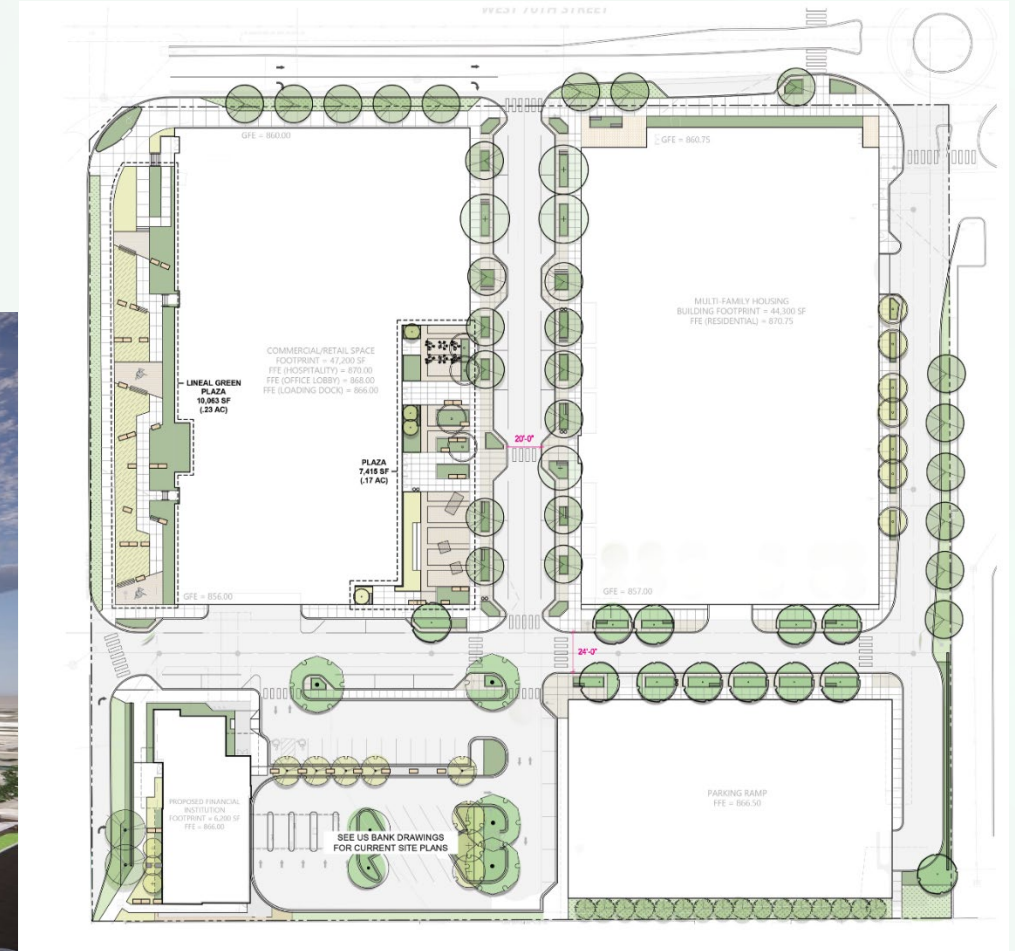


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Projects Approved Using the Guidelines But Never Built

➤ 700I France Avenue

A one-story, 24-foot tall 6,500 s.f. US Bank with drive-through;
A 24-Story, 270-foot tall 267-unit apartment with 1,500 s.f. of retail;
A 6-7-story, 105-foot tall, 189,430 s.f. office/retail building; and
An 8 level, freestanding 540-stall parking ramp with a 1,300 s.f bike facility



Projects Approved Using the Guidelines But Never Built

➤ 7200/7250 France Avenue

309 units of housing (62 affordable)

30,000 s.f. retail/office



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Projects Approved Using the Guidelines But Never Built

➤ 7200/7250 France Avenue



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Projects Approved and Built Using the Guidelines

➤ The Bower



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Projects Approved and Built Using the Guidelines

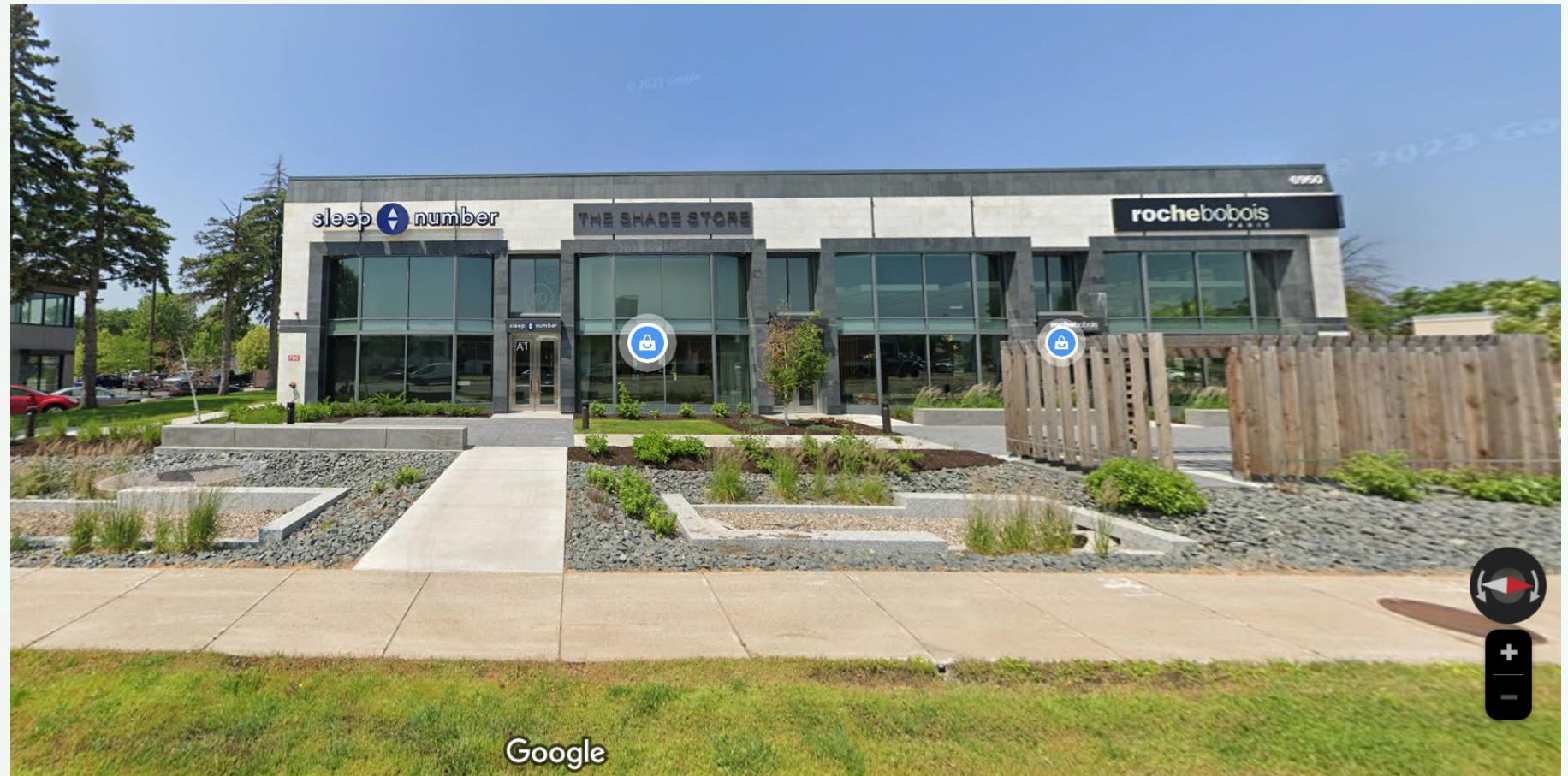
➤ RH



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Projects Approved and Built Using the Guidelines

➤ 6950 France



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Projects Approved and Built Using the Guidelines

➤ The Fred & The Finch



VIEW FROM 77TH



VIEW FROM THE PARK



AERIAL LOOKING SOUTH

NO.	DATE	REVISION	BY	CHKD.	APP'D.
1	10/1/2018	ISSUED FOR PERMIT	JL	ML	ML
2	10/1/2018	REVISED PER CITY REVIEW	JL	ML	ML
3	10/1/2018	REVISED PER CITY REVIEW	JL	ML	ML
4	10/1/2018	REVISED PER CITY REVIEW	JL	ML	ML
5	10/1/2018	REVISED PER CITY REVIEW	JL	ML	ML
6	10/1/2018	REVISED PER CITY REVIEW	JL	ML	ML
7	10/1/2018	REVISED PER CITY REVIEW	JL	ML	ML
8	10/1/2018	REVISED PER CITY REVIEW	JL	ML	ML
9	10/1/2018	REVISED PER CITY REVIEW	JL	ML	ML
10	10/1/2018	REVISED PER CITY REVIEW	JL	ML	ML



Park Pedestrian Access



Park Vehicular Access

Illustrative Concept - Design TBD in Collaboration with City Review

Projects Approved and Built Using the Guidelines

➤ Pentagon Village



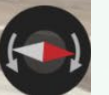
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Projects Approved and Built Using the Guidelines

- Millenium & Homewood Suites
(2016-17)



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Greater Southdale District Design Experience Guidelines

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- Intended to guide and encourage aligned development
- PUD was to be the zoning tool to implement the desired development using the Design Experience Guidelines
- **5 years have passed...are the Experience Guidelines still working? We may want to revisit them and update as needed?**



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