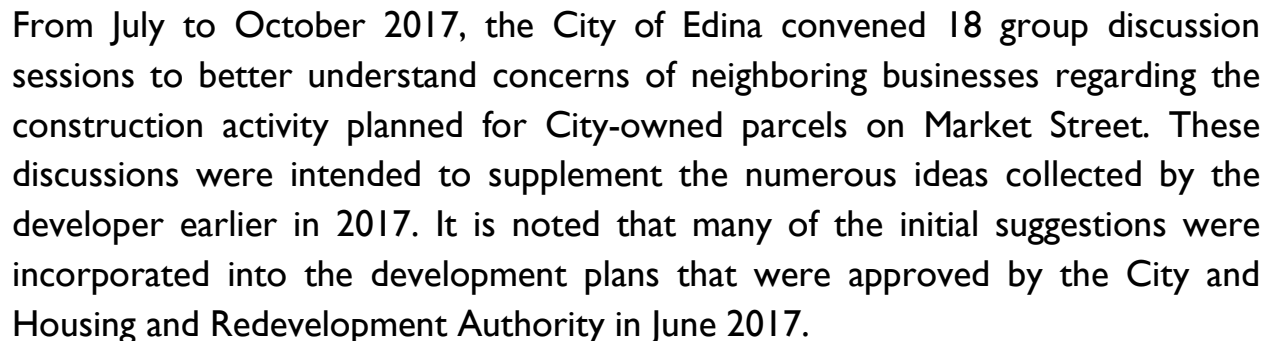


**December 6, 2017**



This document summarizes the Construction Mitigation and Parking Management Plan. The intention of this Plan is to minimize negative impacts to adjacent businesses and neighboring residents during the construction process. Please note that this plan may be amended from time-to-time if it is determined that additional or different measures are necessary.

# Construction Mitigation and Parking Management Plan

One of the biggest strategies to mitigate the impacts of a major construction project was determined by the early input from the stakeholders in Spring 2017. It was determined that both projects (North Ramp Expansion and Redevelopment of the Center Ramp site) should be scheduled to overlap so that the overall duration of the project could be reduced. Several people referred to this as the “rip off the band aid” approach. While it was recognized that this would result in a challenging environment, many business representatives deemed this to be preferable so that the final project could be delivered more quickly.

- 1) Hold off on site construction until early 2018 to avoid 2017 holiday season.
- 2) Reduce overall length of construction from 30 months to 21 months.
- 3) Prevent closure of the Center Ramp before the North Ramp is partially returned to service in April 2018.
- 4) Complete both construction projects prior to 2019 holiday season.
- 5) Monitor effectiveness of strategies and adjust promptly if needed.

<b>1) Parking During Construction</b>			
<b>Customer – Parking Strategies</b>	<b>January to March</b>	<b>April to September</b>	<b>October to December</b>
1) North Ramp			
a. Expanded middle portion	-	X	X
b. East and west expansions <b>NEW</b>			X
2) Center Ramp	X	-	-
3) Clancy Surface Lot	X	-	-
4) South Ramp	X	X	X
5) Valet Parking <b>NEW</b>			
a. No charge to customers or businesses			
b. Two pick-up/drop-off stations (50 <sup>th</sup> & Halifax and 50 <sup>th</sup> & France)			
c. Service Monday-Saturday			
d. 10:00 AM to 6:00 PM (adjust as needed)			
e. Customers’ vehicles parked Mercy Covenant church and available portions of the North Ramp construction site			
f. Adjust as needed			
6) Existing business-owned private parking lots	X	X	X
7) Existing on-street parking (France Ave from Market St to 52 <sup>nd</sup> , as posted)	X	X	X

Employee – Parking Strategies	January to March	April to September	October to December
1) North Ramp			
a. Expanded middle portion	-	X	X
b. East and west expansions <b>NEW</b>			X
2) Center Ramp			
a. Upper levels only	X	-	-
3) South Ramp			
a. Lower level premium	X	X	X
b. All portions of Rooftop <b>NEW</b>	X	X	X
4) Off-Site Parking <b>NEW</b>			
a. Mercy Commons Covenant parking lot leased by developer	X	X	-
b. Monday through Friday			
c. 50 “special” parking permits to be issued			
d. Preference given to full-time employees			
5) Existing business-owned private parking lots	X	X	X
6) Existing on-street parking			
a. Neighborhood streets (current 6-hour limit and will consider 1-sided parking)	X	X	-
b. France Ave (47 <sup>th</sup> to 49 <sup>th</sup> ) during construction period <b>NEW</b>	X	X	-
7) Encourage other modes of transportation			
a. Metro Transit*			
b. Walk/Bike			
<b>Alternative Strategies</b>			
A) Off-site parking with shuttle bus service could be provided at extra expense (approximately \$540/Mon-Fri, 8-5 p.m.). Calvary Church and St. Peters Church are not available; Edina Community Lutheran Church offered 15 stalls but prefers lot be vacated by 5:00 PM (cost TBD). Good Shepard is considering.			

\*Pending program to offer reduced bus passes to incentivize employees to ride Metro Transit.

Contractor – Parking Strategies	January to March	April to September	October to December
1) Off Site parking with shuttle by contractor <b>NEW</b> a. 5146 Eden property (pending review)	X	X	X
2) On North Ramp construction site, if needed and allowed by Building Dept	X	X	-
3) On Apartment/Retail construction site, if needed and allowed by Building Dept	X	X	X
4) On-street parking a. France Avenue (47 <sup>th</sup> to 49 <sup>th</sup> only) during construction period <b>NEW</b>	X	X	-
<u>Alternative Strategies</u> A) Additional off-site lots such as churches, parks and private property could be pursued, if needed. See summary for Employee Alternates above.			

Delivery Vehicles – Parking Strategies	January to March	April to September	October to December
1) Clancy surface parking lot	X	-	-
2) Three bus drop off zones on 50 <sup>th</sup> Street between France and Halifax <b>NEW</b>	X	X	X
3) New loading zone on France Ave; just south of Market Street) <b>NEW</b>	X	X	X
4) Public parking stalls in front of Lunds, Starbucks, etc. <b>NEW</b>	X	X	X
5) On Market Street with hazard lights as is current practice	X	X	X
<u>Alternative Strategies</u> A) Deliveries could be scheduled to minimize traffic conflicts			

## 2) Pedestrian Access During Construction

- 1) Implement phasing and construction strategies based on the plan approved on June 20, 2017.
- 2) Provide access walkways along southern and eastern edges of the site. Maintain shared alleyway next to 3918 Market Street. Remove scaffolding as soon as possible.
- 3) Keep access routes open at all times, except when necessary for safety.
- 4) Protect covered walkway will be constructed along the eastern and southern ends of the Center Ramp site to provide clear access to the adjacent businesses.
  - a. 6 to 8 feet wide, minimum with no sharp points protruding; wider width may be necessary for deliveries to the freight elevator of the LA Professional Building
  - b. Entrances to be very visible and inviting
  - c. Well-lit with LED lighting with battery back-up
  - d. Painted a light color with colorful accents
  - e. Interior decorated with 2 ft. by 2 ft. art panels
  - f. Wayfinding directories at each entrance to the covered walkways
  - g. Business identification signs in front of each adjacent business.
  - h. The side facing the businesses to be open so that store windows are visible.
  - i. The side facing construction site to be solid for safety and dust control.
  - j. Small windows to be provided at different heights in at least three locations of the construction fencing to allow passerbys to view the construction activity.
  - k. Ceiling height to range from 7'-6" to 8'-0" to create a comfortable walking environment.
  - l. The covered side of the scaffolding to be no more than 6 ft. in height so that natural light can enter the scaffolding and the adjacent storefronts.
- 5) Maintain sidewalk on west side of Halifax and the pedestrian way adjacent to Spalon Montage as primary access routes for customers who park in the North Ramp.
- 6) Provide north-south pedestrian access through the site (along the new woonerf) as soon as possible.
- 7) Except for emergencies, businesses should be given at least five business days advance notice of temporary walkway closure
- 8) Customer pick up and drop off areas will be available on 50<sup>th</sup> Street (near Mozza Mia and D'Amicos) as well as along Halifax (in front of Coconut Thai).

### 3) Deliveries, Pick-ups and Trash Collection

- 1) Implement phasing and construction strategies based on the plan approved on June 20, 2017.
- 2) Drop-off / pick-up area designated on north-bound Halifax in front of Coconut Thai. Will also work with Metro Transit to see if the bus stop on France Avenue can be temporarily relocated.
- 3) Scaffolding must be of sufficient clear width so as to allow deliveries without completely blocking access for pedestrians.
- 4) Maintain access to 5-0 Mall building freight elevator during the construction period.
- 5) Three delivery parking locations are available on W. 50<sup>th</sup> Street (in front of Edina Theater, in front of Mozza Mia and in front of D'Amicos); this will accommodate most delivery vehicles.
- 6) Relocate Metro Transit bus stops on 50<sup>th</sup> (between France and Halifax) to better facilitate customer access and deliveries.
- 7) Temporary parking for delivery trucks provided on France Ave and Halifax Ave.
- 8) If delivery times can be scheduled, early morning or early evening are preferred.
- 9) Provide access for delivery vehicles on the woonerf as soon as possible.
- 10) Current trash & recycling service to be provided by Dicks through December 31, 2017. A new provider will be engaged in 2018. The Developer will hold the contract for the Center Ramp trash rooms.
- 11) At least two trash and recycling locations will be provided during the reconstruction of the Center Ramp (April 2018 to September 2019). Trash bins will be located on the west and east sides of the site.
- 12) Trash bins will be removed more frequently than current service to minimize odors and overflows. Service likely to be provided by new hauler since Dicks cannot remove on Fridays or Saturdays.
- 13) The actual location of the trash bins will change as needed to accommodate the construction process. The locations will be updated in the weekly construction bulletin to businesses.

## **4) Noise, Dust and Other Disruptions**

- 1) Developer and contractors responsible for keeping streets clean of mud.
- 2) Developer and contractors responsible to police area daily – picking up and removing any blowing construction debris.
- 3) City or Developer to provide window washing service to all properties immediately adjacent to the construction site on a monthly basis and more frequently if needed during the demolition and excavation phases in 2018.
- 4) Demolition of the southern edge of Center Ramp to be well coordinated with adjacent businesses to limit disruption to customers and clients.
- 5) Demolition of the eastern edge of Center Ramp to be well coordinated with immediate neighbor (Spalon Montage) to limit disruption to clients, especially during peak operating hours
- 6) Businesses to be provided monthly and weekly preview of upcoming work. Contractor to relay information to Business Liaison who will make information available for distribution
- 7) While the City allows construction to occur Monday to Friday 7:00 AM to 9:00 PM, the contractor will likely be finished by 4:00 PM. Exceptions to these typical hours may occur if approved by the City with prior notice to neighbors and businesses.

## **5) Keeping Customers Informed**

- 1) The City's Communications Department will prepare a clear message and use consistent branding in all communications. Key messages will (1) announce the work with emphasis on the final outcomes; (2) provide materials to keep employees and customers informed during the construction process; (3) encourage people to keep patronizing businesses during construction; and (4) promote the completion of the work. The outreach campaign will begin the first week of December 2017. An example of the branding campaign is attached.
- 2) City and Developer to post renderings of the final project on the site so patrons can look forward to completion
- 3) City will implement Communications Plan using a variety of materials and media. Business Association and Explore Edina to supplement with additional messaging. A memo detailing the materials is attached.
- 4) City to hire Project Communications Coordinator prior to construction and lasting for the duration of the project. This position was filled in October 2017.
- 5) City will make staff available to meet with groups of employees to provide information so that employees are informed and able to relay accurate information to

customers and clients.

- 6) City to provide website and telephone message with timely information – updated approximately weekly.
- 7) City to provide accurate information to businesses at beginning of project so they can relay to employees and customers
- 8) City to provide weekly construction updates in advance to alert employees and customers so that they can plan in advance
- 9) City to provide information to neighborhood residents in advance of major construction activities.
- 10) City to provide two formats – one intended for customers, the other for employees; both print and electronic versions available
- 11) Businesses responsible for relaying information to employees, customers and clients.

## **6) Design of North Parking Ramp**

The North Ramp will include decorative features and enhanced landscaping to fit into the neighborhood context.

- 1) Install second elevator with heated lobby.
- 2) Install decorative panels and vegetative screens on the south exposure. Use a variety of planting species for visual interest – likely Boston Ivy for year-round interest with flowering vine for summertime color
- 3) Retain large art elements at SW and SE corners since these are most visible locations to public.
- 4) Mask the snow chute behind the SW art corner.
- 5) Consider adding art elements to the three stair/elevator enclosures.
- 6) Solicit input on selection and final design of art features.
- 7) Install decorative metal panels on the north exposure to mask headlights from vehicles inside the ramp. Final placement based on neighbor input.
- 8) Install trees and shrubs to supplement existing foliage to mask the parking structure to the greatest degree practical. Final placement based on neighbor input. City to replace dead plantings, as needed in future.
- 9) Maintain the bright green accent color on the elevators and stairways for wayfinding.
- 10) Handicapped accessible parking will be located on 1<sup>st</sup> level and near elevators on upper levels.



## **7) Public Area Design Features**

The outdoor public spaces will be designed to reduce the costs of long term maintenance.

- 1) Water feature will be retained and modified to avoid nuisance in the winter months.
- 2) Water feature will also incorporate a seating ledge.
- 3) Overhead string lighting will be added in strategic locations similar to overhead lights in other parts of 50<sup>th</sup> & France.
- 4) The “banding” element will be removed from the paving plan to avoid making the public spaces seem too long or narrow.
- 5) Paving elements will be long-lasting and durable to withstand snow removal with minimal wear and tear.

## **8) Miscellaneous Strategies**

- 1) The City has offered financial incentives to contractor to return the North Ramp to service by April 1, 2018. Penalties will apply if this deadline is not achieved.
- 2) Demolition of the Center Ramp will be delayed, if necessary, until the North Ramp is partially returned to service in April 2018.
- 3) City to employ Communications Coordinator to serve as an exclusive liaison to the businesses and other neighborhood stakeholders.
- 4) City and Developer committed to monitoring the effectiveness of the Action Plan and modifying as needed.

## CITY OF EDINA

Communications & Technology Services Department  
Phone 952-826-0359 • Fax 952-826-0389 • www.EdinaMN.gov

## MEMO



**Date:** Nov. 29, 2017  
**To:** Bill Neuendorf, Economic Development Manager  
**cc:** Pat Tucker, Project Communications Coordinator  
**From:** Jennifer Bennerotte, Communications & Technology Services Director  
**Re:** Communications materials for 50<sup>th</sup> & France parking ramps and streetscapes project

The Edina Collaborative will expand Edina's charming downtown, providing more parking, retail and housing.

*Ready. The publicly owned parcels on Market Street have been designed to provide improved parking and a more vibrant experience at 50<sup>th</sup> & France.*

*Set. The project will be completed in phases. The first phase – an expansion of the North Ramp – will begin in January 2018. Valet parking will be provided during the busiest times of the week until the North Ramp expansion is complete.*

*5-0! When the mixed-use redevelopment is complete in 2019, downtown Edina will be THE shopping and lifestyle destination in the Twin Cities metropolitan area.*

Audiences for project-related messages include residents; business owners, managers, employees and patrons; commuters and visitors. It is expected that the businesses in the area will be able to push our messages on to their customers.

Below are recommended communications materials that you approved in a meeting earlier this month. This is not an exhaustive list of communications tactics, but are ones our department thinks would have the greatest impact and you have agreed to. If there are other tactics you are interested in and would like me to research, please let me know.

### **Project Elements**

Press releases before project start and at regular intervals throughout the project.

*No cost*

Quarter-page ad in the *Edina Sun-Current* the week or two before each phase of construction begins.  
*Cost per insertion is \$278.*

One-ninth page in the *Southwest Journal* the week or two before each phase of construction begins.  
*Cost per insertion is \$355 for a black-and-white ad, \$375 for a full-color ad. Note that they have a "buy 3, get 2 free" promotion going on. If we pay for three ads in 2017, we can get two free. We need to pay for them in 2017, but the ads can be placed at any time in 2017 or 2018.*



Brochures or rack cards explaining the project for distribution on racks adhered to 50<sup>th</sup> & France directories, with project displays and at area businesses.

*Printing cost is \$291 for 5,000 rack cards on 14-point C2S or \$398 for 5,000 brochures on 100-pound gloss text-weight paper.*

Displays at Lunds (in the loft above Caribou Coffee), 50<sup>th</sup> & France Building and Edina 5-0 building outlining the project.

*Cost would vary, based on the size of display and materials used.*

Signs at restaurants. Restaurants could be offered an 8.5x11 sign in a stand-up sign holder or an 11x17 poster to hang in a frame. In 2014, 50<sup>th</sup> Street Café (3), Breadsmith (2), Caribou Coffee (3), Cocina Del Barrio (2), Edina Grill (2), Mozza Mia (2), Rice Paper (3), Starbucks (2), and Salut Bar Americain (3) requested signs.

*Signs and posters could likely be printed in house. Cost of 8.5x11 vertical stand-up sign holders is \$69.99 for a 12-pack. Cost for 11x17 frame is \$36 for a 6-pack.*

Disposable coffee cups with campaign theme, one-line description of project and URL for more information to be used at salons and service businesses where customers are served beverages.

*Cost is \$800 for 1,000, \$1,800 for 5,000 or \$2,680 for 10,000 9-ounce heavy-duty coffee cups. Cost is \$380 for 1,000, \$850 for 2,500 or \$1,500 for 5,000 4-ounce drinking cup that could be used for fluoride or water at dental offices.*

Table tents for use at restaurants. In 2014, 50<sup>th</sup> Street Café (10), Cocina Del Barrio (25), Edina Grill (10), Mozza Mia (20), Rice Paper (25) and Starbucks (3) used table tents to explain the project. Table tents should be replaced by the Project Communications Coordinator monthly or when soiled/damaged.

*Cost is approximately \$231 for 500 table tents.*

15- or 30-second commercials to run before all movies on all four screens at the Edina Cinema.

*Cost is \$1,200 for four weeks, \$3,020 for 16 weeks or \$7,780 for the entire year. Cost to place 4x6 postcards or flyers in the theater lobby would cost \$500, plus the cost of printing them.*

Postcard mailing to all properties in Edina and Minneapolis that are within a one-mile radius of 50<sup>th</sup> & France, announcing the start date of construction and basic project details.

*Printing cost is \$241 for 5,000 4x6 postcards, \$251 for 5,000 5x7 postcards or \$257 for 8.5x5.5 postcards. Postage is extra and will depend on the actual size of the postcard and size of the distribution list.*

Ongoing during this campaign would be website updates, social media posts and video bulletin board messages, all done in house and at no charge to the Administration Department. Whenever appropriate, stories will be included in *About Town*, *Edition: Edina* and "Agenda: Edina."

A "City Extra" distribution list has already been established for "50<sup>th</sup> & France Updates." The 50<sup>th</sup> & France Business & Professional Association should be asked to forward those same updates on to its membership.

Please contact me if you have any questions about the above recommendations. Otherwise, please let me know which elements you would like our department to work on with your team. Decisions need to be made quickly in order to have materials available by early December. Thank you!

Example of materials made available to each business to alert and inform employees, customers and clients - Nov 2017

Please write the quantity of each you would like to order.

READY • SET • 5-O!

BUILDING THE NEW 50<sup>TH</sup> & FRANCE

## Free Informational Materials Available to Businesses

In preparation for the 2018-2019 construction along Market Street, the City of Edina is providing informational materials to keep businesses and customers informed. These printed materials are provided by the City at **no expense** to the businesses.

	Brochure	QUANTITY	<input type="text"/>		Information Poster 24" x 36" with general information	QUANTITY	<input type="text"/>
	Rack Card		<input type="text"/>		Table Tents		<input type="text"/>
	Information Sign, Small 8.5" x 11" in a clear stand		<input type="text"/>		Convenience Cups, Large Custom-printed 9-ounce paper cups		<input type="text"/>
	Information Sign, Large 11" x 17" mounted in a frame for hanging on wall		<input type="text"/>		Convenience Cups, Small Custom printed 4-ounce paper cups		<input type="text"/>
	Frequently Asked Questions 10-page packet with detailed descriptions		<input type="text"/>		Postcards 5" x 7" – Postage not provided		<input type="text"/>



Business: \_\_\_\_\_ Contact: \_\_\_\_\_

For more information, visit [EdinaMN.gov/50thandFrance](http://EdinaMN.gov/50thandFrance) or contact Pat Tucker, Project Communication Coordinator, at 952-826-1605 or [ptucker@EdinaMN.gov](mailto:ptucker@EdinaMN.gov).

50<sup>th</sup>  
& FRANCE  
EDINA

Postcard announcing project  
to neighbors and customers  
November 2017

# READY•SET•5-O!

**BUILDING THE NEW 50<sup>TH</sup> & FRANCE**



**CITY OF EDINA**  
4801 West 50th Street  
Edina, MN 55424

New construction will expand Edina's charming downtown, providing more parking, retail and new housing arranged around a series of pedestrian-ways and outdoor plazas.

**READY.** The publicly owned parcels will be redesigned to provide improved parking and a more vibrant experience for all.

**SET.** The project will be completed in phases. The first phase – an expansion of the North Ramp – will begin in January.

Valet parking will be provided during the busiest times of the week until the North Ramp expansion is complete.

**5-O!** When the mixed-use redevelopment is complete in 2019, downtown Edina will be THE shopping and lifestyle destination in the Twin Cities metropolitan area.

*[EdinaMN.gov/50thandFrance](http://EdinaMN.gov/50thandFrance)*