

Parking During Construction

Notes of August 8th & 10th Discussions

Concerns	Suggestions to Consider
Parking is the most critical link to this expansion effort – it is essential for the businesses to thrive and survive during the lengthy construction period	<p>Allow people to park on public streets for more than 6 hours without risking a ticket.</p> <p>Provide (free) valet parking on a regular predictable basis – as often as necessary to address parking shortage</p>
Has the high turnover of the surface parking lot been considered in the estimated parking shortage?	<p>Provide valet parking M-F from January 2018 to September 2019</p> <ul style="list-style-type: none"> - possibly Saturday too - Ideally from morning to early evening - Make it convenient for all customers, clients and patients
Will contractors add to the parking congestion	Prohibit contractors and crew from parking in Ramps during construction phase
Employees may look elsewhere if it is too difficult to park and retrieve cars	Allow customers or employees to park in US Bank parking lot on Saturday and Sundays
New and existing customers, clients and patients may not return if parking is too difficult	Provide shuttle for employees
Will both North and Center Ramps be closed simultaneously? This could be a huge problem.	Do not allow both ramps to be shut down simultaneously – ever.
Will customers actually use valet parking or an off-site shuttle? Is off-site viable if a church has a funeral and needs the parking lot for a few hours?	Encourage employees to use Metro Transit during the construction phase; provide passes, discounts or other incentives
How will valet parking work? Will the wait be reasonable? Where will cars be stored? Hours of operation? Drop off/pick up sites?	Provide golf cart or shuttle to move people from North Ramp to destination
How will shuttle work? Location? Frequency?	Avoid special events during months where parking is tight (especially during peak week-day hours)
Employees or customers might spill over to the private parking lot at the Pinehurst Building	Hire person to monitor parking in private lots (Pinehurst Building)
Various businesses have different parking needs. Some have high turnover, others have long visits. Can all be accommodated? Chiro 15-30; Fitness 1-2 hrs; salon ½ to 3 hrs; dental 1-2 hrs, shoppers and diners vary	<p>Create short-term parking zones for customer loading and unloading</p> <p>Move all four Metro Transit bus stops further away from 50th/France intersection to reduce congestion and allow more on-street parking</p>
New residents might use too many public stalls.	Try to open underground parking level ASAP, even before apartments are rented.

Concerns	Suggestions to Consider
Employees may park in convenient locations – making it difficult for customers	Parking regulations should be enforced but customers should not be targeted
	Consider providing umbrellas for customers to use and return if it is raining.
	Provide off-site parking permits at a discount so that employees have extra incentive to make more spaces available to customers
	Business could consider modifying hours of operation to avoid construction as much as possible

Public Area Design Features

Notes of August 22nd & 24th Discussions

Concerns	Suggestions to Consider
Like the water feature but it looks like people might try to walk in or on it – not safe	Redesign water feature and add seating ledge
Generally like the paving materials but need to ensure that they are durable and long lasting so that maintenance and wear and tear does not leave them in need of repair and replacement too soon	Confirm that all materials can withstand public use and maintenance with minimal maintenance
Mixed feelings about the distinctive strip in center of sidewalks – some thought it provided order; others thought it makes the walkways feel too long	Remove stripe in center of walking areas
Where will furniture be stored when not in use?	Work with Business Association to determine the programming and use of the outdoor plaza
Who will own and maintain outdoor furniture?	Work with existing building owners to make improvements to their buildings so they fit in better with the new construction
Who will decide type and schedule of programming?	
Who will pay for programming of plaza?	
Will the plaza attract people to 'hang out' instead of visit shops?	

Pedestrian Access During Construction

Notes of August 29th & 31st Discussions

Concerns	Suggestions to Consider
Concerned about parking in off-site lot	Can a temporary drop off lane be included on Halifax?
Access to businesses is vital. Construction is disruptive enough, limited or confusing access will turn away even the most supportive customers	Increase time limit on Clancy lot to 90-mins beginning Jan 1 st
	Modify western door of LA Professional Building to be operable from the exterior (not just emergency exit)
	Mark short-term parking stalls for patients in the US Bank parking lot – near the drive-thru area.
Confirm that Metro Transit will temporarily relocate bus stops; also try to move the southbound stop on France Avenue	Consider flashing lights, speed bumps or tighter radius to slow traffic in pedestrian zone
	Safe, attractive, well-lit scaffolding is essential. Need business signage and wayfinding messages throughout the construction site.
Need to better understand valet parking – when provided? Where pick up/drop off? How long of wait? How many employees?	Apply art to construction scaffolding and fencing – especially by children from Edina and SW Minneapolis; encourage family to visit during construction to see the art (possibly Juxtaposition – Mpls youth art)
Halifax sidewalk is very narrow – could bollards or similar be added to make pedestrians more comfortable?	Install “peep holes” in construction fence so that adults and children can see the activity; promote the construction activity – some people really like to watch and socialize; allow customers to “see” the construction as they walk to their destinations; consider “where’s Waldo” game on the construction site
Halifax traffic is too fast – with no regard for pedestrians. Can something be done to slow traffic here?	
Drop off / pick up is important; can bus stops be used for drop off permanently? Keep temp. loading stall on France Ave.	Do not allow dump trucks to stage nearby – they should only be near the site when they are ready to load or unload
Construction activity tends to scare away customers. Take precautions so that construction site is attractive and interesting – avoid bright orange fences and use discreet black or green screening or decorative fences	Can the existing plantings be re-used so that other areas are more attractive to customers?
	Keep southern walkway open to public as frequently as possible – the eastern walkway too.
	Re-open the new sidewalks and plaza as early as possible, even before the apartments are rented
Owners, employees and customers need to know what to expect – in advance!	Suggest traffic control along Market Street so that pedestrians can safely cross the street to businesses
Need to clearly identify travel route for customers park in the North Ramp.	Alert truck drivers and flagmen that they need to look out for pedestrians too
Customers generally do not use the existing elevator along Halifax for LA Professional Building – they like to park in the surface lot and use the freight elevator	Install bright colored hand held flags at crosswalks
	Walkways must be wide enough for deliveries – on pallets and wheeled carts
	Provide extra snow shoveling and sidewalk sweeping so that the routes to businesses are safe and clean

Concerns	Suggestions to Consider
	Provide special drop off areas for customers with disabilities, clients who walk slowly and parents with strollers
	Provide extra staff to make sure sidewalks are cleared from snow asap
	Provide wheel chairs, scooters or golf carts for older customers and clients who have difficulty walking
	Scaffolding should be as wide as possible and open so that business entrances are visible
	Scaffolding should be designed so that natural light can enter the storefront windows

Architectural Design of North Parking Ramp

Notes of September 5th & 7th Discussions

Concerns	Suggestions to Consider
Metal screening – does it fade? Ripple? Bend? Too expensive?	Like the combination of decorative metal panel and vegetative screening; Ok with adjustments from original concept
Are decorative elements vandal resistant?	Like the revisions to stairway, snow chute, etc.
Art is a great idea but can be dated quickly if too trendy Vegetative screening – how long do the plants last? Is this an operational headache? These are vital elements to the project, but design must minimize operational costs	Consider a RFP or “call” for artists Wall panels could be ‘screen’ for projector art; wall panels could also dynamic – moving in the wind, rather than just static
A “call” for art is a good way to enliven the Parking Ramp. Consider: scope, theme, size, delivery time, cost, etc.	Use drip irrigation and heating coils, as necessary, to prolong the life of the plants and reduce ongoing operational expenses
Where is mechanical equipment located? Is it ugly? Noisy? Messy?	
Restripe existing ramp – much of the paint is old and faded	Re-stripe existing ramp so that fresh paint throughout
Need to understand how parking permits work in 2018 and 2019	
Use sustainable materials to greatest practical extent	Consider adding marking on walls to denote parking stalls
Stair enclosures can be scary for some people – keep them well lit and transparent	

Deliveries, Pick-ups and Trash Collection

Notes of September 12th & 14th Discussions

Concerns	Suggestions to Consider
Need to satisfy delivery vehicles of all sizes – Fed Ex/UPS trucks, box trucks, in-town semi trailers, and over-the-road semi trailers (53 feet)	Ideas for small vehicles like Fed Ex/UPS: <ul style="list-style-type: none"> - Use three pull-off areas on W. 50th - Park in US bank drive-thru area - Park in city-owned stalls near Starbucks & Breadsmith - Park on France Ave by Grethen House - Park in North Ramp “high ceiling” area - Remove east-lane of parking on Halifax - Park on Market Street (pull of lane or middle, if available)
Need to provide convenient locations for trucks; if it is too inconvenient, truck drivers are likely to block traffic and cause headaches	
Need to balance needs of deliveries with customer drop off and valet	Ideas for box trucks and in-town semi trailers: <ul style="list-style-type: none"> - Use three pull-off areas on W. 50th - Park on France Ave by Grethen House - Remove east-lane of parking on Halifax - Park on Market Street (pull of lane or middle, if available)
Do not block access to freight elevator that serves 5-0 mall and LA Professional Building	Ideas for large semi trailers: <ul style="list-style-type: none"> - Use three pull-off areas on W. 50th - Park on France Ave by Grethen House - Remove east-lane of parking on Halifax - Park on Market Street (pull of lane or middle, if available)
Most food deliveries for restaurants are in the morning; furniture delivers can happen anytime; regular (small truck) deliveries happen several times throughout each day	
Elimination of traffic lanes might cause inconvenience to drivers and pedestrians	Reduce Market and Halifax (north of 50 th) from 3-lanes to 2-lanes during the construction process
Can Metro Transit buses be relocated during the construction phase? Can the France Ave bus stop (north of France) be moved elsewhere permanently? It takes away too much customer parking in current location by Beaujos.	Eliminate dedicated left turn lane (east-bound) on Halifax
	Create temporary loading zones to allow vehicles of any size to load and unload from 7 AM to 11 AM – this could include customer vehicles
	Allow delivery and trash vehicles to use the edge lane near the construction equipment
Do NOT remove all on-street parking on France Ave; OK to lose a few stalls but NOT all spaces	Need trash and recycling in both rooms; will likely need to power wash rooms with food on a regular basis
The shared trash rooms will continue to be messy – where located? How operated? Where will food items, drippings & grease be disposed of?	Need two temporary trash/recycling locations during construction with more frequent pick up (currently 4-days per week)
Where will construction dumpsters be located in future remodel of stores?	Trash pick up should be daily – particularly during summer to avoid bad odors
How will carts or bins be stored inside individual stores? A lot of businesses don’t have room for a cart.	Keep Dicks Sanitation contract with Business Association until April 1 st (when temporary begins)
	Trash areas should be screened so that dumpsters are not visible from the street, pedestrian walkways or storefront windows

Noise, Dust and Other Disruptions

Notes of September 19 & 20 Discussions

Concerns	Suggestions to Consider
Windows will get dusty during demolition and excavation – possibly at other times too	City or Developer to clean ALL windows regularly to supplement current businesses practice
Sidewalks might be muddy and dirty	Developer to implement best practices to keep dust to absolute minimum during demolition
Dirt, mud and debris might get tracked inside businesses	Give businesses advance notice of loud activities
Dust and dirt might get on merchandise, causing damage	Contractor to police site daily – picking up construction-related trash or debris
Filters in air handling equipment might get clogged or need more frequent replacement	Keep business access open to the greatest extent possible
Noise might be disruptive to salon customers and employees who must focus and concentrate	Maintain adequate parking – implementing valet service to meet customer expectations – especially at peak hours on a predictable basis
Loss of parking and loss of business access are far worse than noise and dust	Keep the site free of blowing trash
Loudest noises likely to occur during demolition and when steel beams are driven into ground to hold back earth	Keep the area free of garbage cans -might need to send cart around for pick-up 1-2 per day
	Limit the hours or days that major vibrations could occur – so that appointments can be scheduled for times with minimum vibration
Vibration is also a concern – damage to existing buildings and safety concerns for clients getting eyelash service	Consider adding new double doors at the 5-0 Mall to provide more protection against blowing dust and dirt
	Demolition near storefronts should be scheduled so that it occurs during the slowest times of day and day of week
Is there any kind of effective sound barrier? New windows, doors, insulation, etc?	Consider plastic barrier along covered walkway to keep the dust ‘up’ and scattered, rather than low and concentrated
All businesses have different concerns regarding noise – dental patients use headphones, so that is not a big concern; salon customers are seeking relaxation and noise is a greater problem for them	Consider loudest activities scheduled in the morning when fewest customers are in the area – or on Sundays
Brown outs happen too frequently – even without major construction. Electricity needs to be more reliable.	Large deliveries that require road closures should be scheduled before 10 AM when foot traffic is light
Telephone system for block is located in Center Ramp – this will need to be relocated without disruption to existing businesses	Require contractors to have rigid dust control program – not just bare minimum
Customers will be upset if they are issued parking tickets during construction	Vibrations should be monitored with gauges
	Protection should be provided to the storefront windows so that they are not broken

Keeping Customers Informed

Notes of September 26th & 28th Discussions

Concerns	Suggestions to Consider
Need to educate and alert employees in advance	City could provide information during the construction phase via several mediums – printed pamphlets, PDF, social media, newsletter, posters, video, etc.
Need to educate, advise and alert customers in advance	Business Association could relay information to employees, business owners; Businesses could relay information to customers & clients; City should make it easy for businesses to pass on information to customers and employees
Need to share a consistent and positive message about the benefits of the overall project	Business Association and Explore Edina could provide additional marketing for the whole District, especially during the construction phase
Without clear information, employees, customers and clients might get frustrated and leave, putting existing businesses at risk	Different groups of stakeholders should be addressed differently and appropriately
	Customers, clients & patients should be given priority, but also be good to employees
	Implement wayfinding signage so that customers can easily find their way to businesses during the construction phase; consider temporary stickers on sidewalks to simplify wayfinding
Need accurate, up-to-date and factual information in advance	City, Developer and Business Association should keep up-to-date and easy to use websites to benefit customers and employees who are looking for information
Need to promote existing businesses and encourage people to patronize businesses during the construction phase	Issue press releases to distribute key messages and important dates – no need to get overly detailed or too frequent in the press releases
Does City have adequate staff to provide regular timely updates? Should a third-party firm be hired to do this work?	Post construction info, business info and wayfinding maps/flyers in North Ramp
Who takes the lead in communications? City? Developer? Business Association?	Install temporary video kiosks in a few locations to share information; possibly Edina 5-0 lobby, Lunds grocery store, etc. OR use a portable monitor and move it to several locations over time
Will both Edina and Minneapolis stakeholders be kept informed?	Weekly video clip (1-2 minutes) with up-to-date construction status posted on cable tv & internet
There are two key topics – parking and access to businesses. These details must be effectively communicated for businesses to survive and thrive through the lengthy construction process	Install webcam to broadcast live video of construction site
	Distribute information to employees who purchase parking permits; make best efforts for employees to sign up for regular email updates
	City or Developer should hire PR firm to roll out ‘shop local’ campaign during the construction period
What is the best way to reach customers? Some businesses do	Use existing static kiosks and sign boxes to relay information about the outcome and construction process – posters and

Concerns	Suggestions to Consider
not have databases	pamphlets
	Educate all employees at 50 th & France about project details so that they can serve as information resources and ambassadors
	Schedule activities and special events to keep customers coming during the construction period
	City to provide staff or other information source directly to employees to keep them informed; possibly attend employee meetings
	Secured 'earned' media throughout the construction period – focus on outcome and proactive stance
	Mail info flyers to all Mpls and Edina neighbors to alert them to changes
	Engage local media personalities with links to Edina to promote the project
	Add signs at detour locations – “50 th & France businesses open”
	Create “viewing area” on rooftop of North Ramp for people to watch activity
	Video clip in movie previews at Edina Theater – PSA – thanks for your patience during construction
	Need a complete Communications Plan
	Host a call-in phone number for weekly voice updates
	Keep messaging positive and forward-looking

END