



Greater Southdale Area Planning Framework

Stage Two
Greater Southdale Area Planning Framework
Proposal to Provide Technical Assistance

LETTER OF INTEREST SUBMITTED AUGUST 31, 2015

To:
CITY OF EDINA
ATTN: CARY TEAGUE
COMMUNITY DEVELOPMENT DIRECTOR

Proposal Submitted by:
PETER MUSTY
BOB CLOSE
BRUCE JACOBSON

Primary Contact:
PETER MUSTY, URBAN DESIGNER
PETER MUSTY LLC
Peter@petermusty.com
www.petermusty.com
612-743-5994

TEAM

Peter Musty

Design co-lead, contract w/ insurance

Bob Close

Design co-lead

Bruce Jacobson

Design, management

Cunningham Group's LA Studio

Graphic support

Project Intern(s)

Interdisciplinary support, social media, studio

MENU OF SPECIALISTS (involved if/as desired)

Cunningham Group's Physical Modelers

Physical model / physical context

NC3D's Donald Newlands

Long range / phasing animations

John Carmody, University of Minnesota

Building performance, district sustainability and community resilience

Creative Community Builders, Tom Borrup

Cultural asset inventory and creative sector analysis

Carrie Christensen

Street life analysis, creative placemaking practices, public space programming, events. Community outreach and engagement.

Maxfield's Joe Hollman

Long range development trends

WHY US?

We understand the work needed now in the context of the larger four stage effort, and have the capacity to perform according to the project schedule.

Our professional design methodology — embodied by the techniques we are proposing — are structured to allow the very best ideas to emerge efficiently and from a diversity of sources.

We have experience working in districts similar to the study area and we have wide ranging experiences with the critical issues and unique opportunities that characterize this study area. We have worked recently, and successfully, in Edina on planning and regulation projects.

We have built a balanced core team that brings different/overlapping skills, but also thrives on collaboration and client interaction. We have built a menu of accomplished specialists readily available to add great value and depth if and when they are called upon.



Creative Placemaking in the South Loop, Bloomington MN. Photo of Peter Musty., consultant team and city staff during work session in Mall of America's Great Room, during the South Loop Discovery Charrette, July 2014.



Plan-It Hennepin, Downtown Minneapolis. Bob Close facilitates a Saturday morning community design session.

Greater Southdale Area Planning Framework

The City of Edina has embarked upon a planning process to address issues related to future land use and urban design in the greater Southdale area, a district that, after sixty years of auto-centric development, is perched to evolve into a more progressive, sustainable and human-fo...

Document truncated for proprietary reasons.