

**Joint Meeting of the City Council,  
Economic Development Advisory Commission,  
and Planning Commission  
Meeting #1  
Meeting of Jan. 24, 2019**

**Brief Description: Opus Area Conversation**

**Background:**

Launch properties, a private development company, has shared their interest in redeveloping the parcels located at 5959 Shady Oak Road, 10900 Red Circle Drive, and 10701 Bren Road East within the Opus Business Park.

Due to the scale and scope of potential redevelopment, staff has hired consultant, Larry Blackstad, to assist with the facilitation of a series of conversations between the city council, economic development advisory commission, and planning commission. These conversations will provide a framework to discuss redevelopment in this area of Opus prior to the developer submitting a traditional concept proposal for review.

Larry Blackstad, a Minnetonka resident since 1978, brings a wealth of knowledge in the area of large scale redevelopment projects. Larry spent a majority of his professional career with Hennepin County in a variety of positions involving the planning and implementation of community development programs such as Hennepin County Community Works and the County Housing and Redevelopment Authority. Since retiring, Larry continues to be involved in Southwest LRT planning through his involvement with Southwest Community Works Technical Implementation Committee and has founded Blackstad Consulting, where he focuses on strategic funding initiatives and strategic planning.

**Discussion Points**

The first conversation will provide information regarding the area history, current business makeup and the residential climate within Opus. Larry will then lead a panel with area stakeholders.

Panelists include:

- Dave Pelner, Vice President, Design and Construction of UnitedHealth Group: United Health Group is the largest employer within the Opus Business Park.
- Willy Boulay, Development Associate, Dominion: Dominion Apartments is constructing a 482 apartment complex, the largest housing development to-date within Opus.
- Diane Reardon, Minneapolis Marriot Southwest: At 16 stories, this is the tallest building within Opus. The hotel has been a part of the business park since 1988.
- Representative from The Opus Group: Previously known as the Rauenhorst Corporation, is the company responsible for the development of the Opus 2 park, and continues to be a major developer locally and nationwide. Headquarters located within Opus.

The second conversation will focus on the current market realities and potential redevelopment opportunities, and the third conversation will focus on area needs and redevelopment potential.

Meeting dates are as follows:

**Potential redevelopment opportunities**

- Thursday, Feb. 14, 2019
- 5:30–7:30 p.m.
- Council Chambers

**Area needs and redevelopment potential**

- Thursday, March 21, 2019
- 5:30–7:30 p.m.
- Council Chambers

**Nest Steps**

Following the conversations, the developer will prepare a concept for the redevelopment site. This concept would then follow the traditional concept review process. After concept review, the developer will submit a formal application.



*Concept redevelopment site within Opus*

Submitted through:

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Originated by:

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