

SOUTHDALE CENTER

Edina, Minnesota

SOUTHDALE CENTER

PROJECT NAME:
Southdale Center

PROJECT LOCATION:
Edina, Minnesota

PROJECT CATEGORY:
Commercial Architecture



Southdale was featured recently by the Public Broadcasting System (PBS) as 'one of the 10 buildings that changed America'. Just outside Minneapolis in Edina, MN, it is the United States' oldest enclosed shopping mall. Originally designed by Victor Gruen for the Dayton Company (predecessor to Target), the center was seen as a communal gathering place in the midst of a larger masterplan. Shortly after its original opening, the mall was photographed by Grey Villet and published in 'Life' magazine.

Discussions for a renovation on the Southdale Center commenced for multiple reasons. Originally an 800,000 square foot center anchored by Daytons and Walgreens, through a number of incongruent additions and modifications, the center evolved over the years to a 4 level, 1.3 million square foot mall, creating inefficient circulation and space planning. The center also fell on tougher times as nearby giant 'Mall of America', as well as other competition, eclipsed it in the marketplace. In addition, the age of the center posited it as 'the place your grandparents shopped', and left it feeling 'downscale' from the competition. Some older portions of the center included very dated finishes and furnishings, while some areas were newer but not coordinated. The overall effect was disjointed.

The renovation redresses the center's decline, creating a revitalized center that is at once the core civic gathering place for Edina, and a re-energized regional shopping destination, with a fresh and cohesive design. The development team worked closely with the City of Edina to re-plan pedestrian connections and site sidewalks, as well as mass transit locations like the relocation of a bus stop hub on the site. Site identity and signage was fully upgraded, 'advertising' the new look of the center. Each of the center's main entries was given a fresh new look that also recalled the original Gruen designs, and a new porte-cochere drop off and entry addresses Edina's harsh winter climate. The renovation also included relocating the center's food court to a more accessible and integral second floor area under a new skylight. This new 450-seat food court also re-purposed an area of GLA that was badly under-leased. In addition, a new play area attracts parents with younger children. All new interior finishes provide a cohesive, upscale image using a palette of light stone and rich wood millwork. A program of new identity and wayfinding was executed throughout the center, reinforcing the new image. The overall effect is a revitalized Southdale Center that once again boasts a strong lineup of tenants, appeals to a broad demographic and reestablishes its premier place in the Edina community.

The key to the renovation was maintaining the existing, long-time customer base, while also attracting new shoppers to the center. The success of this approach has been evidenced by the strong customer approval ratings. This is also seen in the strength of new or expanded tenants, including a new anchor department store (Herberger's) and notable tenants such as Apple, Cheesecake Factory, and others.

MACY'S COURT

SYNOPSIS

SOUTHDALE CENTER

Edina, Minnesota



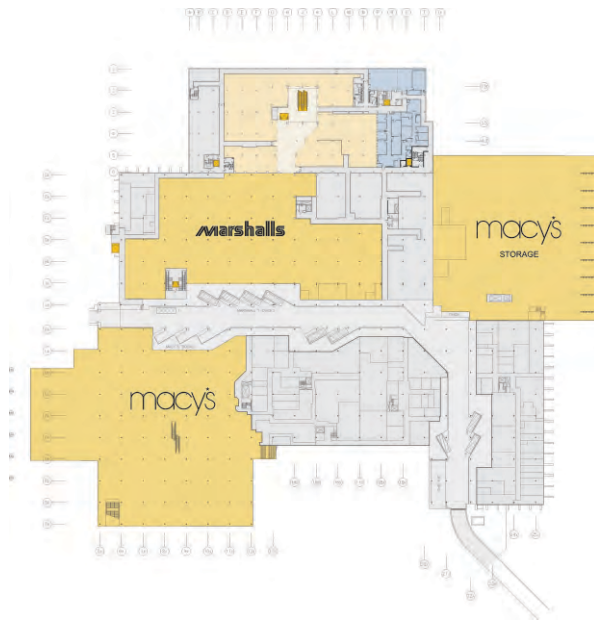
PROJECT SITE



EAST EXTERIOR FACADE

SOUTHDALE CENTER

Edina, Minnesota



BELOW GRADE LEVEL



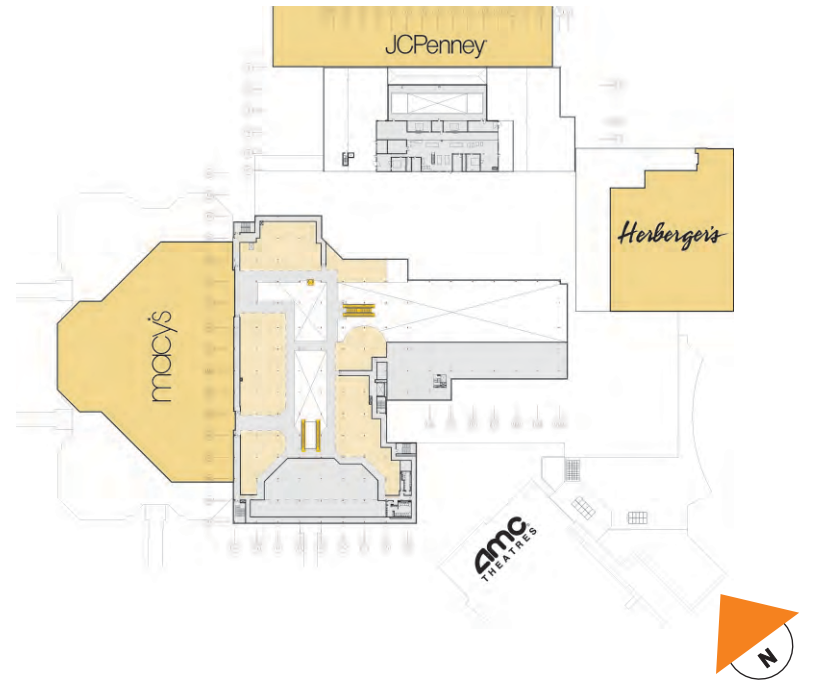
LEVEL 01

SOUTHDALE CENTER

Edina, Minnesota



LEVEL 02



LEVEL 03

SOUTHDALE CENTER

Edina, Minnesota



After

Photo by Corey Gaffer, 2013

PORTE COCHERE AND MAIN ENTRANCE



BEFORE

SOUTHDALE CENTER

Edina, Minnesota



ENTRANCE 02



ENTRANCE 03

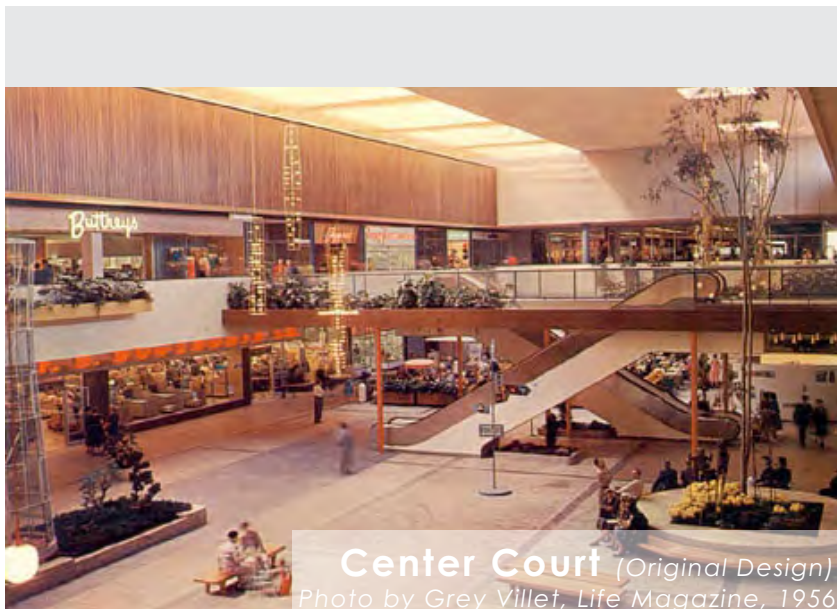


SOUTHDALE CENTER

Edina, Minnesota



MAIN COURT



MAIN COURT

SOUTHDALE CENTER

Edina, Minnesota



After

Photo by Corey Gaffer, 2013

MAIN COURT

SOUTHDALE CENTER

Edina, Minnesota



After

Photo by Corey Gaffer, 2013

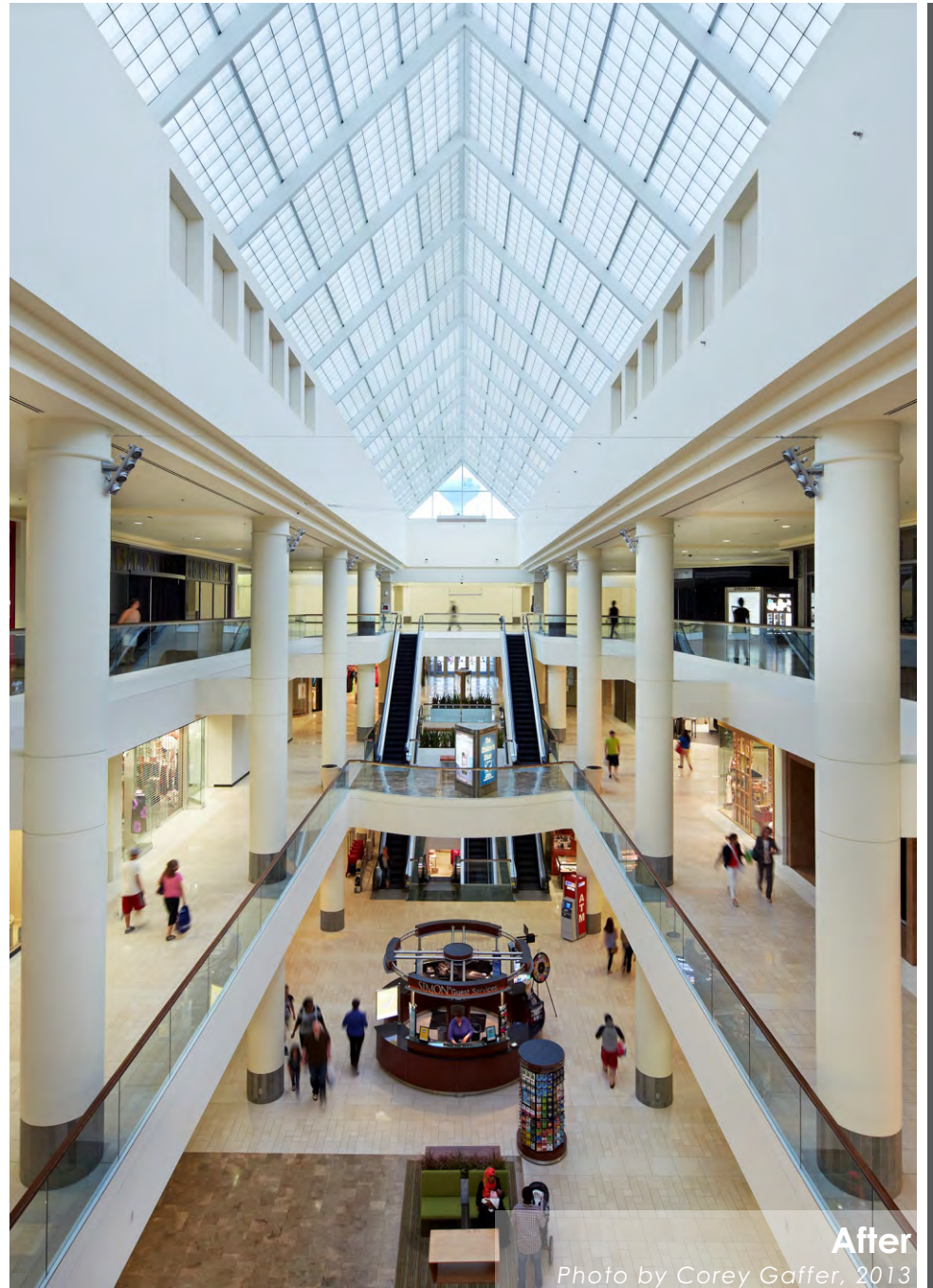
MACY'S COURT



BEFORE



BEFORE



After

Photo by Corey Gaffer, 2013

MACY'S COURT

SOUTHDALE CENTER

Edina, Minnesota



BEFORE



After

Photo by Corey Gaffer, 2013

JCPenny's COURT



BEFORE



After

Photo by Corey Gaffer, 2013

FOOD COURT