

## CHAPTER 8 REDEVELOPMENT AND ECONOMIC DEVELOPMENT

### 10-20-09

This chapter identifies locations in the city where redevelopment is expected to occur over the next 20+ years, through 2030. Specific objectives for these change areas are included in this chapter, and more detailed strategies for how to achieve change are referenced in the respective areas studies approved by Eden Prairie City Council. (See *Golden Triangle Land Use and Transportation Study, 2004* and the *Major Center Area Study, 2005*). Additionally, the chapter includes general policy that should guide public investment decisions at other locations in the City, outside of the identified change areas.

#### 8.1 MAJOR CENTER AREA

The core area of the City is known as the Major Center Area (MCA), located around the intersection of I-494 and US Highways 5 and 212. The MCA was officially established by the City in 1973, when it approved the 1,200 acre MCA Planned Unit Development, with the primary goal of providing a flexible development framework. (See figure 8.1)

In 2006 the City revisited the MCA and adopted the Major Center Area Study as an advisory tool. Changes such as Southwest Station development and transit hub, the maturation of the Eden Prairie Center, the planned Southwest Light Rail Transit line and the desire for a downtown destination drove the plans, principles and recommendations of the MCA Study.

The essential vision for the MCA was described in the MCA plan, and is paraphrased below:

Development patterns emphasizing retail, office, and residential uses will reflect current patterns throughout most of the MCA. A core area clustered between Singletree Lane and Lake Idlewild, identified as 'Town Center', should redevelop as a compact, walkable district. The Town Center will support a mix of uses, emphasizing residential, retail and office. The city's highest density housing and most economically diverse populations will be found in the Town Center. It will become a vibrant hub of activity that attracts visitors, residents and workers who drive, walk and bike in the area.

In the Town Center, 3,683 units are proposed on 48 acres of redeveloped land at densities up to 75 units per acre.

Policy direction endorsed by the study is:

1. Create a compact, walkable, mixed-use downtown (Town Center) around Singletree Lane with a new grid system of streets and urban amenities with a pedestrian friendly design. The Town Center should emphasize residential, retail and mixed-use development types. )
2. Create a new north-south street to be located just west of Lake Idlewild.
3. Public investment in streets, parks and other amenities are needed to create a streetscape identity that will link all the street system components together.
4. Bus and rail service should be integrated into the street network and development pattern to take advantage of concentrations of people who will choose to use transit to get around the area.

5. Land uses In the MCA should support the Town Center with lower and intensity development and traffic generation.

Development of a similar type and density as seen today should continue to occur throughout the area known as the MCA, a small sub-area should emerge around the ‘Town Center’. Development in this area is expected to contribute to a compact, walkable core in the smaller 120-acre neighborhood. The density and mix of uses associated with the Town Center category is intended to bring more residents to the area, as well as supportive retail goods and services.

**Table 8.1  
Land Use Acreage in the MCA (2030)**

Land Use	Area	% of MCA
Retail, Service and Restaurant	387 acres	52 %
Multi-family Residential	97 acres	13 %
Office	88 acres	12 %
Public and Park	56 acres	8 %
Hotels	30 acres	4 %
Industrial	17 acres	2 %
Miscellaneous	70 acres	9 %

For the entire Major Center Area, a shift in use patterns is anticipated over a 25 year timeframe, summarized below in Table 8.2

**Table 8.2  
Existing and Forecast MCA Development**  
Source: SRF Consulting Group and City of Eden Prairie

	Existing	Forecast 2030	Increase
<b>Residential (dwelling units)</b>	<b>2,057</b>	<b>5,740</b>	<b>3,683</b>
<b>Non-residential (square feet)</b>	<b>5,548,816</b>	<b>6,307,493</b>	<b>758,677</b>

**Planning, Development and Growth Goal Four**

Focus on creating a more efficient and dynamic mix of land uses in the core areas of the Major Center Area (MCA) and the Golden Triangle Area (GTA).

**Policies:**

- Encourage redevelopment in the Major Center Area and that is compatible with the MCA Study and the GTA Study.
- Focus redevelopment efforts on creating a compact, pedestrian-friendly Town Center in the Major Center Area.
- Consider safety and physical limitations when planning senior housing; outdoor lighting that exceeds the current City code; buildings that are designed for people with limited mobility, eyesight, and hearing particularly in disaster situations requiring evacuations.
- Ensure the safety of seniors by constructing pedestrian street crossings near senior housing that create longer crossing time, and when possible separate foot traffic

from vehicle traffic through the use of underpasses, overpasses, bridges and larger medians.

- Support the development of mixed use and residential projects that achieve diversity in the resident population by offering a variety of housing types and price points (affordability levels) within a single development project.
- Identify redevelopment projects and potential project sites that may be eligible for TIF funds and other incentives that may be currently available through the existing Major Center Area TIF District, and work with property owners to further explore such projects.
- Encourage development features and components that create a vital Town Center core area, such as protected pedestrian walkways, private open spaces, space for sidewalk cafes, etc.
- Create more local attractions and destinations to allow more residents the ability to live, work and play in Eden Prairie and to not have to rely as often on congested regional highways.
- Expand and diversify the transportation system that serves the MCA to include a new light rail transit line and stations, improved bus service, and a walking and biking network connecting residents to services, jobs and entertainment.
- Support transit and pedestrian accessibility and connectivity as part of all redevelopment projects.
- Balance development with

transportation system capacity throughout the Major Center Area, while encouraging development concentrations in the Town Center.

- Adopt mixed use design guidelines and a Town Center zoning district to assure high quality and variety in building design, a connected and active streetscape and a walkable lively Town Center character.
- Work with private property owners to develop a comprehensive trail and walk system to link commercial developments, public facilities, open spaces and adjoining residential developments.
- Require mixed-use development within the Town Center in accordance with the MCA Study.
- Create housing for seniors and other populations in close proximity to shopping and services in order to eliminate the need for car travel whenever possible.
- Utilize common elements such as plazas, public structures, streetscape, pedestrian ways, etc., to establish an identity in the Town Center Area.
- Limit the amount of additional traffic generation from new MCA development outside of the Town Center area. This trip budget policy is designed to retain mobility in the area while allowing for concentrated growth within transit friendly, walkable core areas.

## 8.2 GOLDEN TRIANGLE

The City’s northeast quadrant contains an area referred to as the Golden Triangle, generally bounded by Highway 169, I-494 and Highway 212. This area contains the City’s largest concentration of industrial land uses. Also included in this area are other office and commercial uses that are complementary to and service the industries in the area.

In 2004 the City conducted the Golden Triangle Study. The Study looked at alternative land use patterns and road and transit improvements that would lessen traffic congestion while allowing continued redevelopment.

The preferred land use plan (see Figure 8.2) shows a mixed-use development node around a future LRT station and the addition of up to 2,680 new housing units. The plan also shows a future land use outside of the mixed use area as industrial-office uses with the potential for higher intensity office or residential uses but directly related to road capacity.

**Policies:**

- Expand and diversify the transportation system to include a new light rail transit line and stations, improved bus service, and a walking and biking network connecting residents to services, jobs and entertainment.
- Support transit and pedestrian accessibility and connectivity as part of all redevelopment projects.
- Work with private property owners to develop a comprehensive trail and walk system to link commercial developments, public facilities, open spaces and adjoining residential developments.

- Continue current pattern of industrial, research and development and office-tech uses.
- Allow for higher density residential development within ½ mile distance of the future LRT station at 69<sup>th</sup> Street.
- Support the development of mixed use and residential projects that achieve diversity in the resident population by offering a variety of housing types and price points (affordability levels) within a single development project.
- Balance the amount of new office development against available roadway capacity.
- Support redevelopment efforts through commitment to provide infrastructure.
- Allow diversification of land use where market interest indicates the economic viability of conversion and where adequate roadway capacity exists.

**Table 8.3  
Land Use Acreage in the GTA (2030)**

Half TOD	Acres
Residential	144
Neighborhood Commercial	14
Regional Commercial	71
Office	165
Industrial	451
Parking	26
Parks and Open Space	105
Mixed Use	10
<b>TOTAL</b>	<b>976</b>

For the entire Golden Triangle Area, a shift in use patterns is anticipated over a 25 year timeframe, summarized below in Table 8.4

**Table 8.4**

**Existing and Forecast GTA Development**

	Existing	Forecast 2030	Increase
<b>Residential (dwelling units)</b>	<b>598</b>	<b>3,278</b>	<b>2,680 (134 acres)</b>
<b>Non-residential (square feet)</b>	<b>9,361,998</b>	<b>9,361,998</b>	<b>-</b>

In Golden Triangle, 144 acres will be redeveloped at densities between 10-40 units per acre for a total of 2,650 units.

**8.3 TRANSPORTATION MCA AND GOLDEN TRIANGLE**

Through adoption of the two area studies, the City has signaled that it will maintain a leadership role in maintaining infrastructure and ensure that as population and business growth occurs in the MCA and GTA; the existing transportation system should maintain its respective capacity.

Maintaining capacity and managing congestion on streets that interact directly with the regional road network relies on the City partnering with other public agencies, such as Hennepin County and the Minnesota Department of Transportation, to pursue funding and programming that will achieve major roadway improvement projects. Due to the original design and evolution of streets that serve the city’s major destinations, growth in these areas is related to how city collectors and minor arterials access and otherwise interact with the regional road network. A number of transportation improvement projects were identified as components of MCA and GTA’s redevelopment potential, including interchange improvements, expansions to existing roadways and traffic signals. These projects are listed in detail in Chapter 5-Transportation.

The role of transit as a contributing factor in redevelopment in both areas is noted in the Chapter 2 – Vision, Goals, and Policies; Chapter 3 - Land Use, and Chapter 8 - Redevelopment and Economic Development. The proposed Southwest Transitway will be a high frequency transit line connecting Eden Prairie to Minnetonka, Hopkins, St Louis Park and Downtown Minneapolis. The city supports the construction of LRT in the transit corridor and has planned for transit supportive uses and densities within ½ mile of the two stations proposed for MCA’s Town Center and the Golden Triangle Area.

Sidewalks and trails are an equally important component of reinvestment in public infrastructure in the two redevelopment areas. With the expectation of greater transit use, increased interest from residents and visitors for active lifestyles, and a continued increase in traffic congestion, redevelopment in the two primary areas is expected to include a high level of attention to foot and bicycle traffic and connectivity to prime destinations.

**Policies:**

- The City should maintain a leadership role in maintaining infrastructure and ensure that as population and business growth occurs in the MCA and GTA, the existing transportation system should maintain its capacity.
- Manage the current roadway network so that traffic operations are measured at acceptable levels of service.
- Expand the capacity of the roadway network by adding access to regional roads where appropriate and physically feasible.

- Require new development/redevelopment to contribute to improved pedestrian and bicycle circulation by providing direct connections to existing or planned trail and sidewalk facilities where they are located adjacent to subject sites.

## 8.4 SEWER AND WATER MCA AND GOLDEN TRIANGLE

Minor additions to municipal services (water and sewer) are anticipated for the Major Center Area or Golden Triangle Area. Although residential water use is a new demand on the existing system, the type of housing (medium to high density townhouse or apartment style) is typically a low water consumer compared to single family housing. Moreover, the original plans for the Major Center Area as a large scale commercial center with minor residential attributes provided ample water and sewer capacity in terms of infrastructure and forecasted use rates.

It is important that redevelopment projects in the MCA and GTA are evaluated for their impacts on the City's water and sewer infrastructure, and that adequate capacity exists to support higher density development.

### Policies:

- The City should maintain a leadership role in maintaining infrastructure and ensure that as population and business growth occurs in the MCA and GTA, the existing sewer and water system and maintains its respective capacity.
- Require new development and redevelopment proposals to indicate use projections with typical application information.

- Maintain an ongoing record of system demand with regular updates based on development projects' use projections.

## 8.5 TELECOMMUNICATIONS MCA AND GTA

Networks that carry data, whether wireless or cable-based, are an equally important component of the future growth and evolution of both the GTA and MCA areas. The City can take a role in defining where such infrastructure should be located in the public right of way. It is important to support state of the art infrastructure investment in the City's higher density, jobs or housing, neighborhoods.

### Policies:

- The City should maintain a leadership role in maintaining infrastructure and ensure that as population and business growth occurs in the MCA and GTA, the existing data and telecommunications systems and maintains its respective capacity.
- Consider alternative pricing strategies for financing communications infrastructure investment when area-wide benefits are demonstrated.
- Secure easements and coordinate planning and construction scheduling.

## 8.6 TRANSIT ORIENTED DEVELOPMENT

Transit Oriented Development, or TOD, is the creation of compact, walkable

communities centered on high quality train (light rail) systems. This makes it possible to live a higher quality life without dependence on a car for mobility.

Transit Oriented Developments have the following components:

- Walkable design with pedestrian as the highest priority
- Light rail station as prominent feature of town center
- An area containing a mixture of uses in close proximity including office, residential, retail, and civic uses.
- High density, high-quality development within 10-minute walk circle surrounding light rail station.
- Collector support transit systems (buses).
- Designed to include the easy use of bicycles, scooters, and rollerblades as daily support transportation systems
- Reduced and managed parking inside 10-minute walk circle around town center / train station

The benefits are:

- Higher quality of life.
- Better places to live, work, and play.
- Greater mobility with ease of moving around.
- Increased transit ridership.
- Reduced traffic congestion and driving.
- Reduced car accidents and injuries.
- Reduced household spending on transportation, resulting in more affordable housing.
- Healthier lifestyle with more walking, and less stress.
- Higher, more stable property values.
- Increased foot traffic and customers for area businesses

There are 5 potential TOD areas: Town Center (2), Golden Triangle (1), Cross-town and Shady Oak (1), and Highway 5 and Fuller Road (1).

**Policies:**

- Promote redevelopment of land within ½ mile of transit stations to incorporate principles of Transit Oriented Development.

## 8.7 CITY WIDE ECONOMIC DEVELOPMENT POLICY

Economic development is the process of creating jobs, tax base and general wealth by targeting physical development of the community private and public business activity. Eden Prairie's strength has built on a series of physical assets and community resources that contribute to what many business owners and developers have described as 'quality of life'.

'Quality of life' derives from residents' experience of schools, parks, ease of movement on the transportation system and the cost and value of housing stock. The City's economic Development efforts recognize the value placed on the fundamental components noted above. While traditional investment in economic development strategies is unchanged, over time staff has worked to support the basic quality of life fundamentals recognizing their role in community vitality.

The city's diversified profile across industry sectors, with strong representation in industrial, high tech manufacturing, and financial and professional services has created a stable platform for continued growth. Over time as companies grow and experience a need for change, the City has responded with a focus on retaining those existing businesses.

A key component of economic strength is managing the needs of existing and prospective businesses to ensure that the mix is appropriate for Eden Prairie's image and regional profile, and that there continues to be an adequate supply of land to support desired commercial or industrial/manufacturing activity.

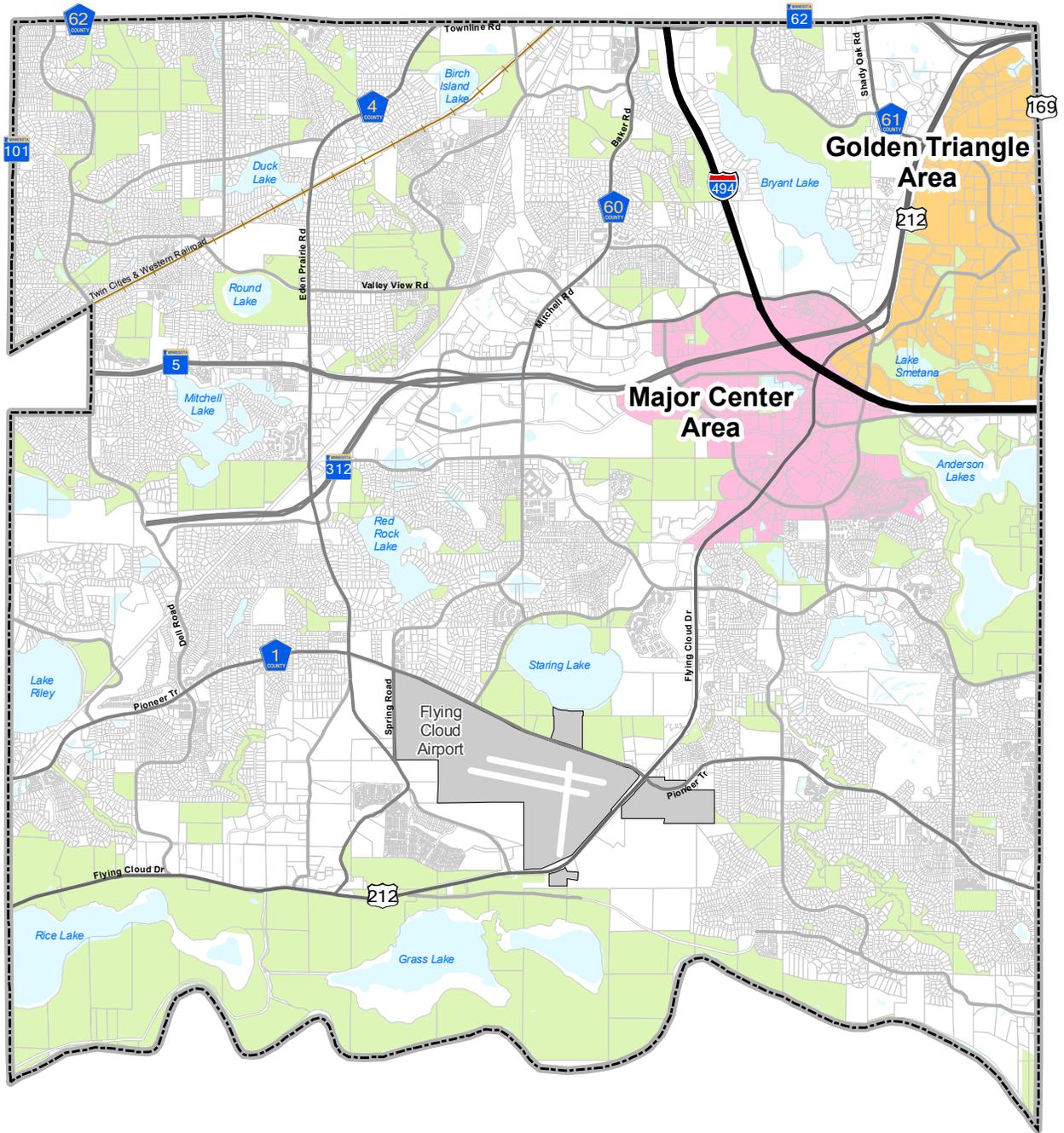
**Planning, Development and  
Growth Goal Five**

Continue redevelopment efforts throughout the City that are determined to be necessary and beneficial to the economic health of

**Policies:**

- Maintain diversity in the commercial and industrial tax base.
- Create partnerships between public and private entities that result in business development, promotion of the City as a place to do business and achieve retention of key businesses.
- Continue to coordinate training and communication within the City departments to deliver excellence and quality in economic development activity.
- Actively promote and market Eden Prairie's Town Center redevelopment concept with developers and market investors.
- Maintain close communications with existing property owners and businesses within the Town Center and Golden Triangle Areas, and when possible, facilitate relocation or redevelopment.
- Continue to promote the Golden Triangle as the region's foremost park and support efforts to enhance its identity and marketability.
- Continue to support stable and fiscally balanced development that will enhance the City's role as a regional business center and help provide a stable economic base for the future.
- Continue to develop a broad and deep mix of businesses operated within the community.
- Strive to balance commercial, retail and industrial businesses.
- Maintain overall community-wide balance between jobs and housing.
- Continue to provide easy access to information for current and prospective business owners relating to economic development.
- Continue to work with public and private economic development partners to efficiently address economic development issues and opportunities.
- Continue to provide quality and efficient services.
- Continue to increase visibility of economic development efforts through communication and education campaigns.

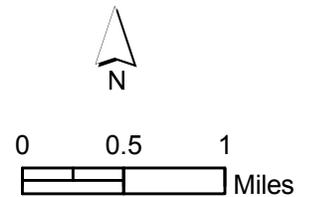
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Source: City of Eden Prairie; Metropolitan Council; Minnesota DNR

### Legend

- Golden Triangle Area
- Major Center Area

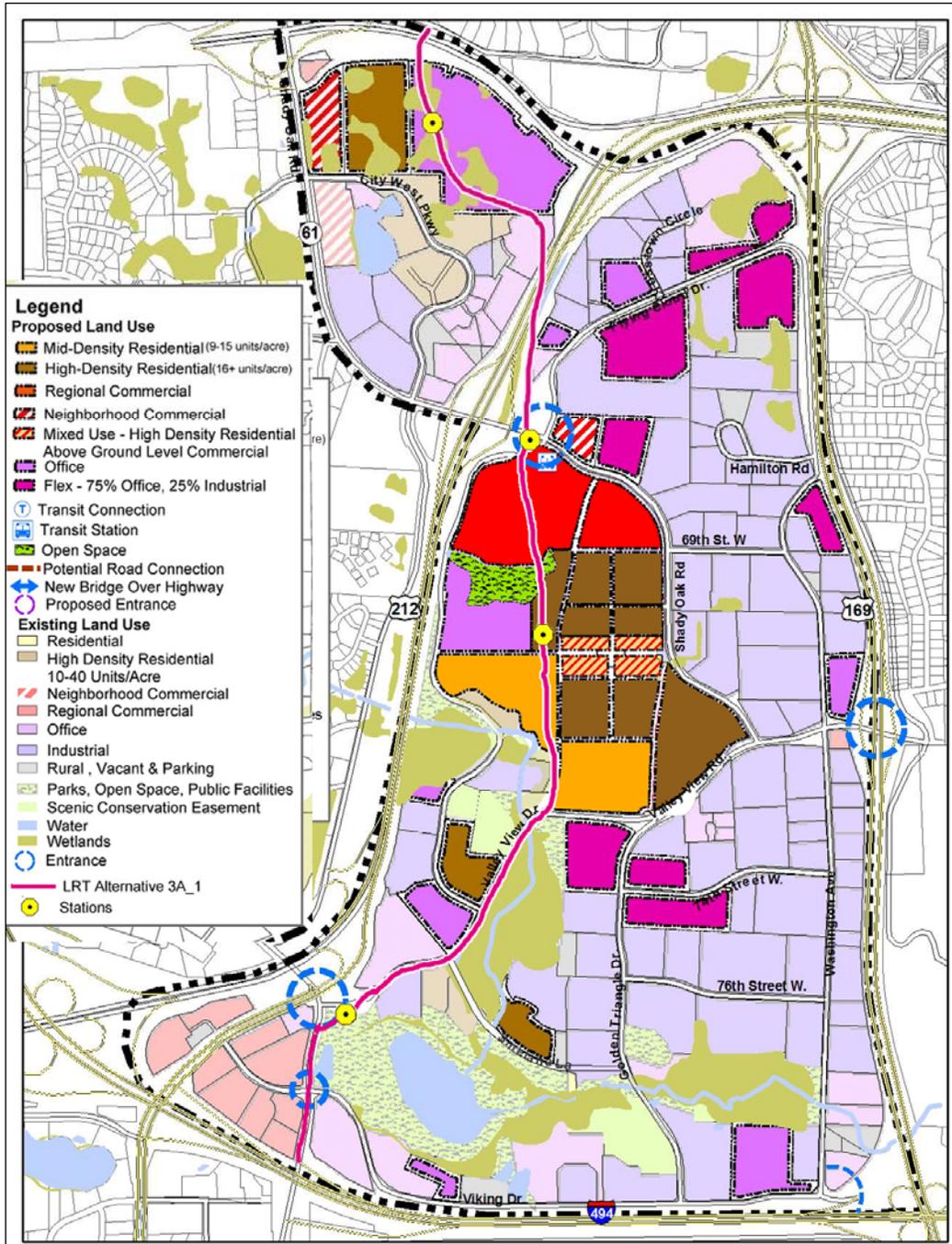


## GOLDEN TRIANGLE AND MAJOR CENTER AREAS

COMPREHENSIVE PLAN UPDATE 2007

Feb. 2008

Figure 8.1



2

NOT TO SCALE



**Golden Triangle Preferred Land Use Plan**

Comprehensive Plan Update 2007  
Nov. 2007

Figure 8.2