



Chapter 1

Eden Prairie Today

In January 2017, the City of Eden Prairie initiated a process to update its Comprehensive Plan. The planning process was comprised of fieldwork, data collection, market analysis, community outreach, conversations with Planning Commission and City Council, and consensus building. The Comprehensive Plan, branded as *Aspire Eden Prairie 2040*, will act as Eden Prairie’s primary policy guide for growth and development related to housing, transportation, land use, economic development, parks and open space, infrastructure, sustainability, equity, and community health. It will work to help City staff, local officials, service providers, and other stakeholders to make informed decisions that best suit the community’s needs over the next 20 years.

Aspire Eden Prairie 2040 is the official policy document that serves as a foundation for decision-making and community vision. It guides land use, development, capital improvements, community investment and growth, and is the framework for regulatory tools, such as zoning and subdivision regulations. The Plan establishes policies for coordinated growth and development, striking a balance between the natural and built environment, addressing changing conditions and demographics, trends and overall community needs. It is consistent with the *Minnesota Statutes*, the *Metropolitan Land Planning Act* and the *Metropolitan Council Local Planning Handbook*, and represents a unified vision developed through the input of residents, stakeholders and City officials.

Planning Process

Aspire Eden Prairie 2040 is the result of the multi-step planning process outlined below:

Project Initiation. This step laid the foundation for further research and analysis. It involved meeting with City staff and officials to discuss the direction and outline the process of *Aspire Eden Prairie 2040* as well as any issues facing the City.

Community Engagement & Stakeholder

Analysis. Personalized and topic focused outreach and community wide stakeholder involvement was sought and achieved by the City in this step. This step was comprised of a strategic outreach and communication effort, including interactive online community engagement, and online and in-person community issues mapping. This step also involved gathering input from the Eden Prairie community via in-person interviews and focus group meetings to discuss specific topics such as land use, economic development, transportation, housing, public art, and sustainability. In addition, Do-It-Yourself (DIY) packets were available to the public to conduct a community workshop with their organization, neighbors, friends, etc.

Existing Conditions Analysis. This step involved reviewing and analyzing the conditions of Eden Prairie as they existed at the time of the planning process. It included an analysis of past plans, studies and reports, a demographics and market analysis, and on-the-ground field review. This information serves as a basis for recommendations and policy direction in *Aspire Eden Prairie 2040*.

Subarea Plans. This step involved the preparation of two subarea plans for the Martin Drive Area and the Crosstown Industrial Area. The subarea plans provide more specific recommendations for these areas of the City.

Communitywide Plans & Policies. This step involved the preparation of plans and policies that address land use and development; housing and residential areas; parks, open space and environmental features; water resources, community facilities and infrastructure; social equity and community health; and resilience and sustainability, including historic preservation; economic competitiveness; transportation and accessibility. The transportation component was completed in conjunction with the preparation of the City's transportation plan. These plans and policies established the core of the Comprehensive Plan by reflecting the collective community vision for the City.

Draft Comprehensive Plan & Adoption. Based on the previous steps, a draft Comprehensive Plan was prepared for local review and consideration. Following public review and commenting, the draft was revised and presented to the City for consideration and was then finalized for City Council adoption. A complementary Implementation Strategy describes the actions required to carry out the new Comprehensive Plan, including recommendations regarding zoning and other regulations, priority improvement projects and redevelopment sites, potential funding sources, and general administration and follow-up to the Plan.

Plan Organization

The Comprehensive Plan is organized into the following nine chapters:

Chapter 1: Eden Prairie Today. This chapter provides an overview of the purpose of *Aspire Eden Prairie 2040*, the planning process and the organization of the document. In addition, it provides an overview of the existing conditions in Eden Prairie. This includes an overview of the regional context of Eden Prairie, the City's history, past plans and studies, market and demographic conditions, existing land uses, and a summary of the conducted community outreach.

Chapter 2: Eden Prairie Tomorrow. This chapter establishes a community vision that will guide the City for the next 20 years. In addition, it identifies the goals and objectives that support the vision.

Chapter 3: Land Use & Development Plan. This chapter guides the City's future land uses and development character, building on the established context of the community while working towards the 2040 vision and establishes a plan to implement that vision.

Chapter 4: Housing & Residential Areas Plan. This chapter provides an overview of Eden Prairie's existing and projected housing needs through the results of the 2017 Housing Study. It also details housing strategies and recommendations for the City's neighborhoods, including infill housing opportunities, transit-oriented development (TOD), residential density, affordable housing, housing connectivity and aging in community.

Chapter 5: Economic Competitiveness Plan. This chapter provides an overview of the City's economic drivers and includes recommendations regarding education and workforce development, business development, bolstering the Major Center Area (MCA), and incentives and tools to undertake economic development actions. It also focuses on supporting TOD and Golden Triangle Area (GTA) transitions and promoting the continued success of the area as an employment center and destination.

Chapter 6: Transportation & Accessibility Plan.

This chapter is a condensed version of the *Eden Prairie Transportation Plan* prepared in 2017. It provides recommendations for the City's motorized and nonmotorized transportation infrastructure. The plan identifies opportunities to increase accessibility and connectivity throughout the community.

Chapter 7: Community Facilities Plan. This chapter identifies community facilities, promotes the provision of services that supports the community's current and anticipated needs, and offers recommendations for cooperation and collaboration to ensure residents are properly served with utilities and facilities for years to come.

Chapter 8: Parks, Open Space & Environmental Features Plan.

This chapter provides recommendations for preserving and enhancing the City's park and trail system, natural areas and environmental features. It also provides recommendations for integrating art within Eden Prairie's parks and recreation facilities and the community overall.

Chapter 9: Water Resources & Infrastructure Plan.

This chapter identifies the future need for water and stormwater resources and infrastructure, and offers recommendations for improvements to ensure that residents are adequately and efficiently served for years to come with attention paid to improving environmental impacts.

Chapter 10: Special Study Areas. This chapter focuses on the Martin Drive and Crosstown Industrial study areas. By assessing their existing conditions, the section pinpoints opportunities and outlines key considerations to further develop the areas.

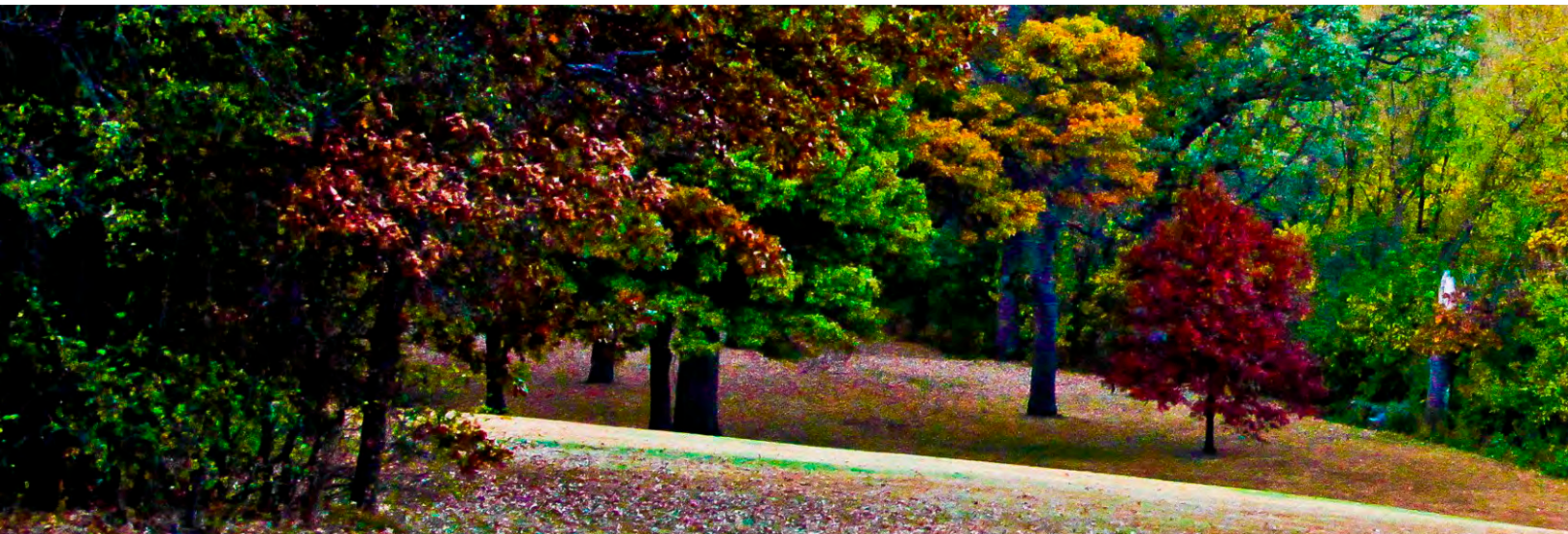
Chapter 11: Implementation Plan. This final chapter outlines specific strategies and actions to help meet the goals and objectives set forth in Chapters 3 to 9.

Best Practice Callouts

Aspire Eden Prairie 2040 integrates the concepts of community health, equity and diversity, sustainability and resilience, and historic preservation with a variety of topics. The City's natural setting and environmental assets have the potential to protect the community character, health and wellbeing. In *Aspire Eden Prairie 2040*, community health, equity, resilience and preservation have been used as driving principles in the development of each plan chapter. The best practice callouts, which will be formatted similar to the ones presented here, identify recommendations that further enhance and prioritize community health, welcome and celebrate diversity, promote equity, and further sustainability and resilience.

Community Health

According to the American Planning Association (APA), healthy communities are places where all residents have access to healthy built and natural environments that give them the opportunity to live to their fullest potential regardless of their race or economic status. Eden Prairie offers a wide variety of recreation opportunities to promote active living and healthy lifestyles, from the activities offered in the Community Center, to the programs and services offered by the Parks and Recreation Department, to the wide variety of parks, trails, and open space. *Aspire Eden Prairie 2040* provides recommendations that build upon the City's commitment to promoting the physical and mental wellbeing of its residents through access to healthy food, clean air and water, and active transportation.



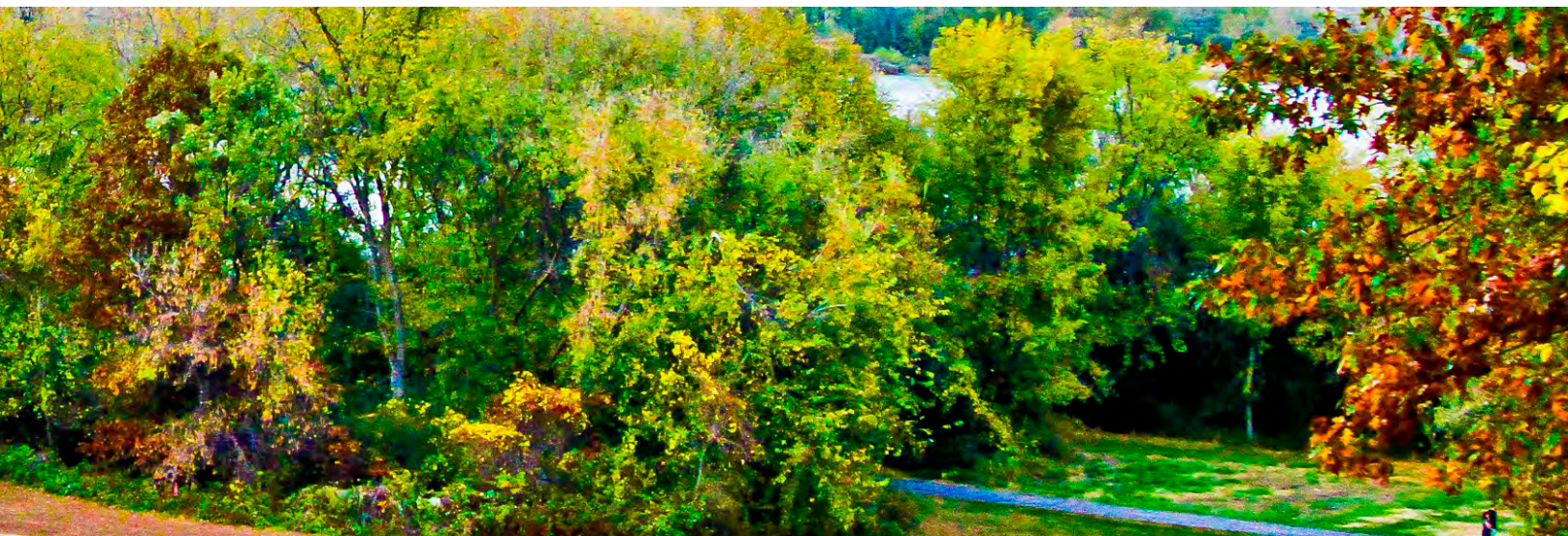
Equity & Diversity

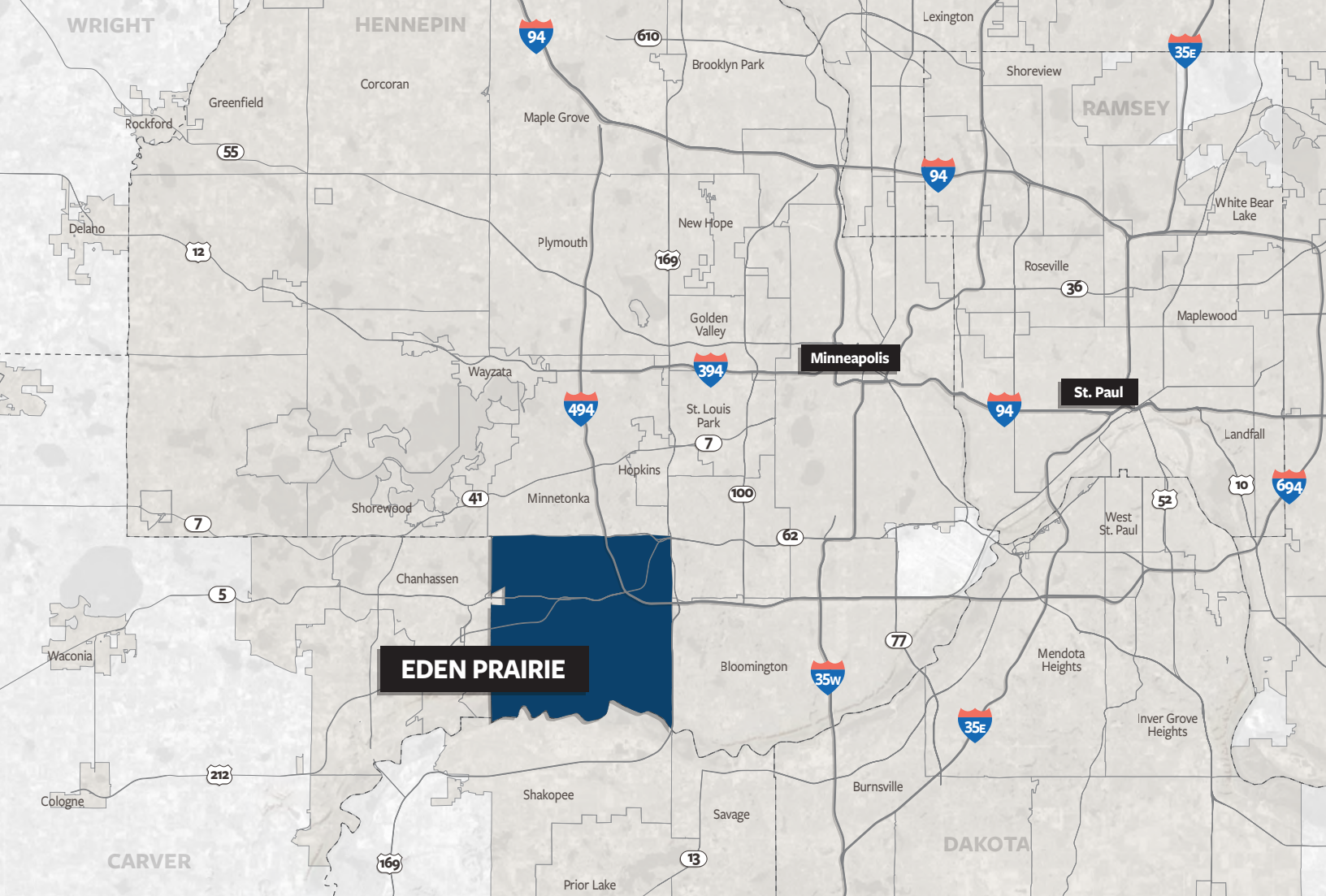
Eden Prairie is a unique City that boasts socioeconomic, religious, ethnic and racial diversity. The City recognizes its diverse socioeconomic makeup and is committed to providing equitable access to public facilities and services to all members of the community, regardless of race, identity or income-level.

The equitable implementation of public policies and distribution of public goods and services is crucial to establishing an equitable community. In addition, decision-making should take into consideration the principles of racial and economic equity. *Aspire Eden Prairie 2040* recognizes the diverse socioeconomic makeup of Eden Prairie and integrates policies and actions that promote the principles of racial and economic equity.

Sustainability

Through various initiatives and actions, the City demonstrates a commitment to preserving and protecting the environment for present and future generations. In 2017, the City launched Sustainable Eden Prairie, an ongoing effort focusing on education and implementation of sustainable practices in four focus areas: energy, landscape, waste, and water. Sustainable Eden Prairie is an initiative that grew out of the successful 20-40-15 initiative, which called for the City to improve energy efficiency in its facilities by 20 percent and increase the fuel efficiency of its vehicle fleet by 40 percent by 2015. The City has taken steps toward improving sustainability through developing and implementing an Energy Action Plan, converting acres of turf grass to native landscapes, implementing sustainable practices to conserve water, and offering organics collection in several city facilities. Although the City has been and will continue to implement sustainable practices, measurable goals will be established for each of the four focus areas to encourage movement toward a more sustainable future. The City leads by example and will educate residents about sustainable practices in an effort to move toward a healthier and more sustainable community.





Regional Setting

Located in Hennepin County approximately 12 miles southwest of Downtown Minneapolis, the City of Eden Prairie is bordered by the Minnesota River to the south, Minnetonka to the north, Edina and Bloomington to the east, and Chanhassen and Chaska to the west. It is more than 35 square miles in size and designated as a Suburban Community by the Metropolitan Council. Eden Prairie is easily accessible by I-494, US 212 and US 169, and the City is home to the Flying Cloud Airport, which is one of six reliever airports in the Twin Cities metropolitan area. In addition, the City is served by SouthWest Transit bus service and will be served by Southwest Light Rail Transit's METRO Green Line Extension (SW LRT), which is expected to be operational by 2022.

Community History

The City of Eden Prairie's name was inspired by Elizabeth Fries Ellet, an East Coast writer who described the area as "the garden spot of the territory" in her book, *Summer Rambles in the West*. Eden Prairie was formerly a small pastoral village with a rural, agricultural character. On May 11, 1858, the very same day that Minnesota officially became recognized as a state, Eden Prairie held its first town board meeting in a log school house. Railroads reached the town in the late half of the 19th century, increasing access to the region and spurring the economy. By 1946, development began to flourish with the establishment of the Flying Cloud Airport. The 1960s and 1970s brought about an expansion of Eden Prairie's parks and recreation system. Eden Prairie became more accessible in the mid-1970s with the construction of I-494. The City's population began growing rapidly, and by the early 1990s, Eden Prairie's character had changed from a rural town to a business-rich community. At present, the City is continuing to grow and develop as it anticipates an influx of redevelopment and opportunities, from the Major Center Area to the incoming SW LRT.

Past Plans, Studies & Reports

Aspire Eden Prairie 2040 recognizes the value of prior planning efforts and, where applicable, builds upon them to help establish a new community vision. A thorough review of Eden Prairie’s past plans and studies was conducted as a part of the existing conditions analysis, which is summarized below:

2017-2020 Strategic Plan for Housing and Economic Development (2017)

This plan is a comprehensive update of the *2012-2018 Strategic Plan for Housing and Economic Development*, and is a product of the Community Development Department and the City Council. The plan identifies housing and economic development projects, outlines the necessary implementation actions to be undertaken, reports on the status of housing and economic development activities since 2005, and informs the public of key housing and economic development projects and initiatives. Projects planned for 2017 to 2020 are categorized as Economic Development, Housing, or South West Light Rail Transit. The plan describes various projects, such as a City entry monument signage, Major Center Area (MCA) mixed use redevelopment with structured parking, business retention and expansion, a Transit-Oriented Development ordinance, and rebranding the Golden Triangle Area.

Energy Action Plan for Eden Prairie (2017)

The Energy Action Plan outlines goals, strategies, and actions for the City to reduce its greenhouse gas emissions by 30 percent below the 2015 baseline by 2025 and 80 percent by 2050. The Plan prioritizes three areas across the City to achieve this reduction: residential, large commercial and industrial buildings, and institutions. The Plan also identifies the baseline for energy usage as well as the existing conditions in the City that contributed to that base.

Eden Prairie Schools Enrollment & Demographic Report (2016)

The *Eden Prairie Schools Enrollment and Demographic Report* discusses the current state of Eden Prairie’s public schools. The report presents trends regarding Fall 2016 enrollment, public vs nonpublic education choices, racial projections, kindergarten pool, and student yield by housing type. Overall, enrollment has decreased by 8.9 percent in the past 10 years, and resident enrollment has been experiencing a steady decline. Shrinking kindergarten classes are one explanation for this decline. Enrollment projected in the report is expected to continue to decrease over the coming years.

Existing Housing Assessment (2016) & Housing Study (2017)

Taken from the *Local Planning Handbook*, this report provides information on the current housing needs and conditions for the City of Eden Prairie. It contains tables on affordability for various levels of low-income households, housing tenure, housing type, publicly subsidized units, and housing-cost-burdened households that the City can include in the housing elements of its plans and reports.

City of Eden Prairie Quality of Life Survey (2016)

The City conducts this survey every two years asking residents to rate the quality of life in the City as well as the quality of service delivery and the overall workings of local government. Most respondents rated their overall quality of life as “excellent” or “good,” and no respondents gave a “poor” rating. Additionally, Eden Prairie’s quality of life rating was higher than the national benchmark as well as the communities it was compared with across the north central region (with populations over 15,000). Respondents felt that their City was safe, and that traffic speeding was a moderate problem, but improving over the years. Overall, residents appear to be engaged in the community, but the survey suggests that there is a desire by the community to continue to analyze and further involve residents with City initiatives.

City of Eden Prairie Business Study (2015)

The purpose of *2015 Eden Prairie Business Study* was to gauge the business climate in Eden Prairie, compare results with 2002, 2005, 2008, and 2011 survey results, and identify ways the City can better serve its business community. The survey gathered data on business location, number of employees, state of revenue, reasons for locating in Eden Prairie, and various demographics. The survey also gathered data on issues facing business owners, workforce issues, impacts of traffic congestion, transportation funding, benefits and concerns of LRT, contact with the City, and levels of satisfaction with City services and the decision-making process.

Resilience Overview (2015)

Taken from the *Local Planning Handbook* and prepared by the Metropolitan Council, the *2015 Resilience Overview* report defines resilience, provides an overview of its importance, and promotes sensitive land use and development patterns that contribute toward achieving Minnesota's adopted greenhouse gas emission goals. The report discusses sustainability as one of the Metropolitan Council's Thrive MSP 2040's key outcomes and how climate change is a sustainability consideration that impacts land use planning activity. In addition, it emphasizes the need to integrate sustainability and resiliency into the comprehensive plan update.

Thrive MSP 2040 (2014)

Thrive MSP 2040 reflects the region's concerns, aspirations, and future needs in the form of a comprehensive vision for the region over the next 30 years. The counties addressed by Thrive include Anoka, Carver, Dakota, Hennepin, Ramsey, Scott, and Washington Counties in Minnesota. Thrive builds upon the region's resilient economy, diverse communities, and civic tradition as strengths that will allow the region to overcome changes and challenges in the future. Key changes the region must consider include aging infrastructure, a changing population and climate change. Thrive discusses transit investment, encouraging redevelopment and infill, increasing affordable housing (particularly around transit stations), improving the quality of residents' lives and experiences, and promoting equity throughout the region as important pursuits.

Thrive MSP 2040 identifies Urban Service Areas where growth is directed, and Rural Service Areas where growth is discouraged and preservation is emphasized. The plan shows Eden Prairie as a suburban area next to suburban-edge and urban communities. Additionally, it shows that the City, among other communities, has seen the most household growth by decade since 1985 and remains to be among the 10 highest-growth communities. Eden Prairie is one of the three suburbs forecasted to see the most household growth over the next 30 years. The overall density expectations for new growth in suburban areas like Eden Prairie is 5 units per acre. The principles of *Thrive MSP 2040* include collaboration, inclusion, and accountability, and the desired outcomes that define the shared regional vision include stewardship, prosperity, equity, livability, and sustainability.

Southwest Corridor Investment Framework (2013)

The Southwest LRT, also known as the Green Line Extension, aims to connect Eden Prairie, Minnetonka, Hopkins, Edina, St. Louis Park and Minneapolis, and the overall LRT system. The 2013 *Southwest Corridor Investment Framework* report is a compilation of the 17 individual Transitional Station Area Action Plans (TSAAP) to guide the public and private sector investments as station areas evolve into transit-oriented developments. As a part of the TSAAP process, the report specifies the realignment of the LRT line in Eden Prairie to serve all station areas including its planned Town Center area and Eden Prairie Center. The report includes a land use analyses and discusses stormwater best management practices (BMPs) that may be applicable to the station areas in Eden Prairie, as well the need to review the condition of existing utilities in the station development area. In addition, the report mentions the relationship between the LRT and trails, and how to utilize trails to connect networks across the City, such as the cycling corridor that runs from Hopkins in the north to the Eden Prairie Town Center in the south.

City of Eden Prairie Comprehensive Plan (2009)

The 2009 *Comprehensive Plan* establishes a direction for development and redevelopment, incorporates the 2006 *Major Center Area (MCA) Plan* and the 2004 *Golden Triangle Plan* into the guide plan update, and addresses the amended Metropolitan Land Planning Act of 1995. Goals include developing a Town Center in the MCA, incorporating mixed use development in the Golden Triangle Area (GTA), expanding affordable and senior housing options (primarily in the Town Center, TOD areas, and the GTA), Light Rail alignment and stations, increased economic development, and active community planning. The plan also provides recommendations for future land use, housing, transportation, community facilities and utilities, redevelopment, and economic development.

City of Eden Prairie Major Center Area Streetscape Master Plan (2009)

This study focuses on creating a design framework for streetscape improvements to Main Street, Singletree Lane, and Loop Road. The study builds upon recommendations from the *Major Center Area Study (2006)* and the *Town Center Design Guidelines (2007)*. Streetscape elements incorporated in the plan include street lights, informational kiosks, street furniture, bollards, screen fencing, sidewalk pavement, tree grates, planters, perennial landscape plantings with various bloom cycles, and medians, to be designed with the characteristics of the prairie style. The repetition of horizontal lines, use of natural colors, use of native and local materials, restraint of ornamentation, rectilinear geometry, stylized organic forms, and solid construction and craftsmanship are main elements of the prairie style. Many of the improvements are expected to be implemented in association with private development projects or in logical segments as the opportunity or need arises. Maintenance would be covered by property owners under a special service district, where they can share the responsibility for various maintenance needs.

Major Center Area Study Final Report (2006)

The purpose of this study was to update the 1973 *Eden Prairie Major Center Area Public Planned Unit Development (PUD)* document with a proposed vision for the next 25 years of coordinated public and private investment. The dominant character of this 1,200-acre area is commercial, penetrated by trails, parks, and open space, with the recent addition of some Medium to High Density Residential development. The main areas of interest in the MCA include expanding the public realm through the addition of parks, pedestrian connections, streetscape improvements, green infrastructure, enhanced wayfinding signage, and a compact, walkable Town Center area (which depends on a public-private partnership between the City, landowners and Xcel Energy). The MCA report also discusses enlivening and diversifying land uses through the addition of civic and community land uses, requiring a mix of land use types and allowing more mid-rise redevelopment. The regional role of this study is to retain the MCA as a regional destination for commercial and noncommercial uses, as well as to smoothly integrate the SouthWest Transit station and the LRT with non-motorized systems. This document also addressed the *Town Center Design Guidelines*. They were developed in 2007 to further advance the vision for this area by clarifying land uses, urban design character, and transportation systems.

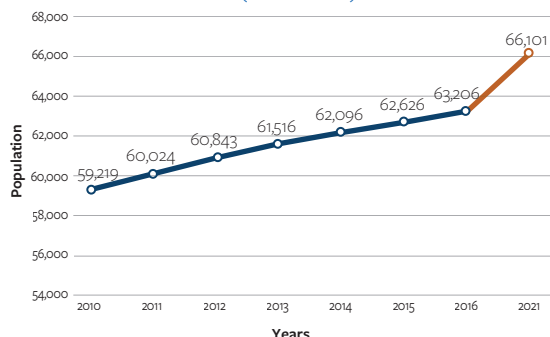
City of Eden Prairie Parks & Open Space System Plan (2003)

The *Parks & Open Space System Plan* serves to develop a coordinated program for the City's future park and open space needs. The plan emphasizes the need to protect Eden Prairie's bluffs from encroaching development, as they contain Native American burial sites and represent some of City's most significant cultural resources. This plan states that Eden Prairie exceeds the national goal of permanent open space of 10 percent of open land within a community. However, recreational trends suggest that climate change could be detrimental to Eden Prairie's natural features, such as water features and plant species, and that parks and recreation facilities will need to be accessible to people of all socioeconomic statuses. The focus has been on upgrading existing facilities and programming rather than adding more parkland.

Market & Demographic Overview

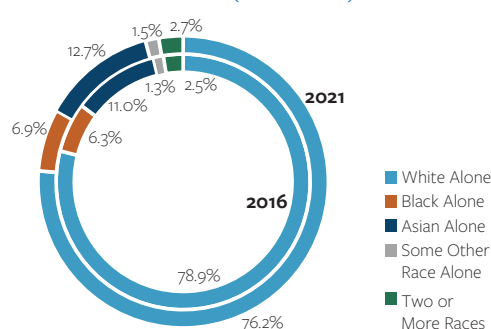
The City of Eden Prairie’s demographic and market conditions were analyzed to better inform the planning process. In addition, this analysis informs the development of market-viable recommendations. The analysis provides an overview of current trends in relation to population, housing, density, employment and market implications to assess the potential for future growth and development opportunities. This information provides a snapshot of the City’s present and future competitive position within the region. Sources for this section include Esri Business Analyst, American Community Survey (ACS), Hoover Business Data, CBRE, and Met Council.

Population Trend (2010 - 2021)



Source: American Community Survey, 2016 Esri Business Analyst, 2016

Racial Distribution (Eden Prairie)



Source: Esri Business Analyst, 2016

Population & Demographics

- Eden Prairie’s population is growing. The City’s current population is 63,433 (Esri Business Analyst), which is anticipated to increase to 66,101 by 2021, making this a 4.2 percent increase (ACS). This rate of growth is slower than Hennepin County, which is anticipated to increase its population by 11.8 percent over the same period. The growth rate is also lower than the Metropolitan Council projection, which anticipates a population of 67,900 by 2020.
- Eden Prairie residents are getting older. The average age of residents is 38.7-years-old and is projected to be 39.5 by 2021 (Esri Business Analyst). In comparison, Hennepin County’s current average age is 36.9, which will increase to 37.8 by 2021 and continue to become older. Additionally, Eden Prairie’s population of residents who are 65 years and older is continuing to grow. Currently, there are 7,161 members of this cohort, which is projected to grow to 9,607 by 2021 at a 34 percent increase. Comparatively, the 25 to 44 cohort is projected to grow by seven percent.
- Eden Prairie’s population is becoming more diverse. In 2010 the City was 81.7 percent white (Esri Business Analyst). In 2021 the City is anticipated to be 76.2 percent white, 6.9 percent black and 12.7 percent Asian. The Asian population makes the largest jump between 2010 and 2021, with an increase of 3.5 percentage points. Additionally, Eden Prairie has the Twin Cities’ third largest Somali population, a population that is expected to continue to increase as well.
- Median household incomes will remain steady. The median household income for 2016 is estimated at \$102,340, rising to \$110,482 in 2021. While the 2021 income is anticipated to be greater, it does not keep up with inflation (assuming a two percent rate).

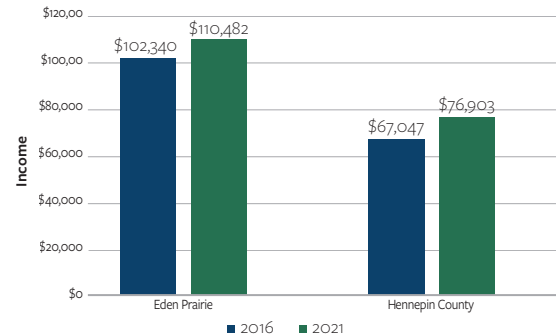
Housing

- The 2016 median home value in Eden Prairie is \$344,493 (Esri Business Analyst).
- Median home value in Eden Prairie is anticipated to increase by five percent between 2016 and 2021 (one percent annually). In comparison, Hennepin County home prices are projected to increase by 13 percent. (Esri Business Analyst)
- The Metropolitan Council estimates Eden Prairie has an affordable housing need of 1,408 additional units by 2040.

Density

- Metro Council Community Designation for Eden Prairie = Suburban
- Suburban Density Minimum (for new development) = 5 units/acre
- 2017 Eden Prairie Net Density = 3.5 units/acre

Median Income Eden Prairie



Source: Esri Business Analyst, 2016

2016 Housing Unit Type	No. of Units	Percent
Total housing units	25,715	100%
Owner-occupied units	18,378	71.4%
Rental housing units	7,161	27.8%
Single-family homes	13,088	50.9%
Multifamily homes (apartment buildings, condo/townhome, coop, duplex/triplex, townhome/zero lot)	6,917	26.9%
Residential vacancy rate	4.2% ¹	

Source: City of Eden Prairie, 2016 Esri Business Analyst, 2016

Affordable Housing	Housing Units	Cost Burdened Households *
At or below 30% AMI	397	1,467
Between 31 and 50% AMI	2,152	1,382
Between 51 and 80% AMI	6,967	933
Total	9,516	3,782

Source: Metropolitan Council, 2016

* Cost-Burdened Households include all households who pay 30 percent or more of their annual income on housing.

Employment

- In 2015, 50,857 people* were employed in Eden Prairie. Top five industries included Finance and Insurance (19 percent); Manufacturing (16 percent); Wholesale Trade (11 percent); Professional, Scientific, and Technical Services (nine percent); and Retail Trade (nine percent). (U.S. Census Bureau) *According to more recent data from Hoover Business, the City includes 56,698 employees.
- The City is an employment destination. Given 2015 data, 45,368 employees commuted to Eden Prairie, while 24,489 residents left the City for work. Another 5,489 residents live and work in Eden Prairie. (U.S. Census Bureau)

Office Market

- Eden Prairie is located in the southwest subarea of the Minneapolis-St. Paul region (CBRE Group).
- In 2016, the Southwest subarea included more Class A office space than any other sub-region.
- Eden Prairie experienced negative absorption and high vacancy rates for the second half of 2016 (15.5 percent vacancy).
- Businesses are looking for amenity-rich locations with access to transit.
- Technology has changed the way businesses is conducted and the characteristics of office space.

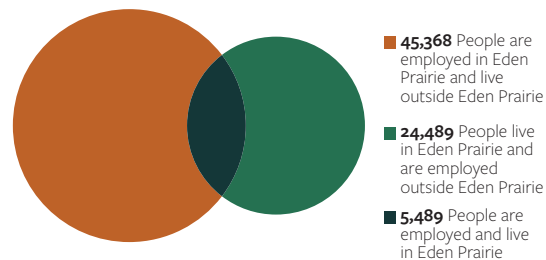
Industrial Market

- At the end of 2016, the Southwest subarea had a 6.4 percent vacancy rate, which is lower than the total Minneapolis/St. Paul region vacancy rate of 7.5 percent.
- Office warehouse with distribution space continues to be in demand, which is reflected by Eden Prairie developments that have increasing levels of floor area dedicated to office within industrial areas.

Eden Prairie Top Employers		
Company Name	Employees at This Location	Percentage of Total City Employment
Optum	2,984	5.26%
Starkey Labs	1,700	3.00%
Eden Prairie School District	1,637	2.89%
SuperValu	1,000	1.76%
C.H. Robinson	913	1.61%
Optum360, LLC	900	1.59%
Lifetouch	800	1.41%
MTS Systems Corp	800	1.41%
Eaton Corporation	717	1.26%
Abbott Laboratories	617	1.09%
Total Employers	12,068	21.28%
Other Employers	44,630	78.72%
Total Employment	56,698	100.00%

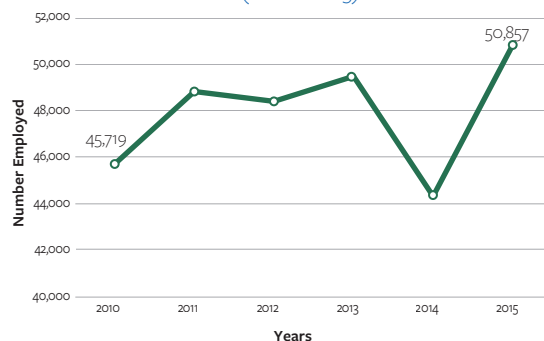
Source: Hoovers Business Data; EMSI

Inflow / Outflow Job Counts (2015)



Source: U.S. Census Bureau, 2015

Employment Trend (2010 - 2015)



Source: U.S. Census Bureau, 2010-2015

Community Outreach

The key to developing an impactful Comprehensive Plan is through the proactive engagement of residents, City staff and officials, business leaders, and other key stakeholders. Throughout the planning process, individuals shared their issues, opportunities, and priority actions about the community, which helped shape the vision, goals, and recommendations of the Comprehensive Plan.

Outreach Activities

The following provides an overview of the outreach efforts and initiatives that were conducted throughout the planning process:

Kick-Off Meeting Workshop. On January 18, 2017, a kick-off meeting was conducted with City staff members at the City Center.

City Council & Planning Commission Work Session. A work session was conducted with the City Council and Planning Commission on March 7, 2017 at the City Center to discuss and explore issues, opportunities, aspirations, and potential priorities.

Focus Group Sessions. On May 1 and May 2, 2017, eight focus group sessions were conducted at City facilities. Attendees representing various key stakeholder organizations and interest groups provided feedback related to social equity, historic preservation, sustainability and resilience, economic competitiveness, housing, transportation, and arts and culture.

Housing Focus Groups. On August 29, 2017, two focus group sessions were conducted as part of the separate Housing Study prepared in conjunction with the Plan. Focus groups provided feedback about housing needs within the community related to affordable housing and empty nesters. Empty nester outreach included those who have already downsized their homes and those who are interested in downsizing. Additionally, online engagement was used to better capture millennial feedback regarding current and future housing preferences.

Do-It-Yourself (DIY) Workshops. Residents also participated in DIY workshops throughout the planning process from organizations, groups and institutions such as the Eden Prairie High School, School District 272 Board, Eden Prairie Senior Center, Immanuel Lutheran Church, Chamber of Commerce, Coldwell Banker, Suburban Network for Organizing Women, Eden Prairie Noon Rotary, CD4Ward, and several independent community workshops.

Online Engagement. From March through August 2017, community members had several opportunities to provide feedback and input using the City's online engagement platform, and through online surveys and on social media. Feedback was sought on issues such as parks and natural resources, transportation, landfill potential reuses, commercial development, and housing.

map.social. Participants who used map.social, an interactive online mapping system, generated a collaborative community map with points of interest regarding long- and short-term development priority sites, improved appearance areas, community assets and gathering spaces, public art locations, and positive neighborhood features. As a second alternative for input, multiple physical pin maps were placed in community facilities and at community events throughout the City.

Outreach Summaries

Members of the Eden Prairie community discussed a variety of topics throughout the planning process. Workshops, focus groups and DIY workshops have been synthesized to highlight key themes that emerged from discussion and written comments. The following information provides a summary of feedback organized by each theme.

It is important to note that the comments, observations, projects, and actions cited in this summary are not to be interpreted as recommendations of the Comprehensive Plan and do not represent City policy, but rather represent feedback received from those who participated in workshops.

Priority Issues & Concerns

Diversity, Demographic Changes & Social Equity

A primary concern shared was how to accommodate Eden Prairie's changing demographics, particularly its aging population and the need to ensure that people of all cultures are actively welcomed, accommodated, and involved in the community. Equal housing opportunities and representation on and within influential bodies (i.e. police, fire, local government) for people of all backgrounds were noted concerns, and participants also raised homelessness and lack of supportive resources as issues.

Image & Identity

As the City continues to grow and develop, participants expressed the need to maintain and enhance Eden Prairie's image. Respondents emphasized the need to preserve the community's identity and heritage and to ensure that all new development and redevelopment adheres to the City's character to maintain a sense of place and context. Additionally, community members would like to see a greater emphasis placed on the arts to unite diverse community members through a shared interest, establish a stronger sense of community, and enhance the personality of the City.

Destination

Presently, Eden Prairie does not have a traditional downtown or "main street" area that typically acts as a gathering place and destination. The Town Center area is intended to have a downtown character and provide vibrant areas for socialization and shopping. Community members expressed this concern at several of the work sessions and stressed the need to create a more prominent downtown gathering place where residents and visitors can shop and socialize.

Transportation & Infrastructure

Participants noted that traffic congestion, speeding and safety at intersections were key issues. Limited access to public transit and bicycle and pedestrian infrastructure throughout the City, particularly around multifamily and high-density neighborhoods and commercial centers, were stated concerns as well. Aging infrastructure was another common concern.

Development & Redevelopment

Participants were interested in pedestrian-oriented development, redevelopment and TOD, particularly in the Golden Triangle Area (GTA), Town Center and around SWLRT stations. Short supply of land, development costs, code enforcement and property maintenance were noted concerns as well. The lack of a downtown and the limited number of mixed-use, walkable retail areas and neighborhoods were other suggested issues.



Economic Development & Commercial Areas

The sense of a loss of stores and restaurants throughout the City was a key issue. There is a desire to keep the mall active and relevant to attract and retain people and businesses. A lack of entertainment options and destination spaces were noted as well. Participants were concerned about a workforce shortage and would like to see a stronger focus on establishing a strong retail and commercial base, as well as the creation of a business attraction plan. Flexible zoning controls for future developments were also discussed. Businesses not meeting ADA standards was another raised concern. Participants also emphasized the general need to attract a qualified workforce, residents, and businesses to the City.

Housing

Participants noted the lack of quality affordable and senior housing, particularly near public transportation, medical services and employment and commercial areas. Eden Prairie's limited supply of lifecycle housing directly corresponds with the necessity to meet the needs of the aging population. Aging housing stock for all income levels was noted as well. An additional concern was landlords unwilling to accept Section 8 and Section 42 housing vouchers. The potential for current residents to be priced out of their homes as new housing is created was another issue.



Sustainability & Environmental Preservation

Community members stressed the need to focus on climate change, sustainability, and environmental protection. Participants emphasized the need to promote communitywide sustainability and to integrate it with all types of development.

Participants expressed a desire for more renewable energy incentives for solar and wind energy, and more organized and expanded recycling and composting programs. Public education about pollution, water conservation, and pollinators were noted as well. Participants also noted the City should expand, update and maintain its parks and recreation facilities. The concern over the quality and protection of wildlife and natural areas, such as bodies of water and trees, and the impacts of land use on animal and plant life, was discussed too.

Primary Strengths & Assets

Workshops concluded with a discussion of the strengths and assets that Eden Prairie should preserve and build upon. Responses generally highlighted the City's quality schools and the dedicated and involved community. Discussion also centered around Eden Prairie's strong recreational base and diverse array of athletics, parks, natural resources, and open space, such as the Minnesota River and various lakes. Stakeholders also discussed Eden Prairie's heritage and historic sites as major community assets that give the City a strong character, identity, and a sense of place. The most frequently identified strengths and assets included:

- The City's people, image, and identity; such as a diverse, caring community.
- Strong workforce.
- High standards of architecture, development, and land uses.
- Reputation, low crime and safety.
- Heritage and historic assets.
- Suburban feel.
- Proximity to the airport, neighboring attractions, and nearby metropolitan area.
- Parks, recreation, natural resources and open space.
- Schools.

Summary of Online Outreach

A variety of online tools were used to supplement in-person outreach and offer additional ways for community members who were unable to attend workshops or focus groups to provide input. Online outreach also provided additional outlets for unique comments and feedback that may not have been directly related to workshop or focus group topics. Outreach tools included the City's online engagement platform, online surveys, social media (Facebook), and map.social, an interactive online mapping platform.

map.social Engagement

Individuals had the opportunity to contribute to a community map from February 2016 through June 2017. An online map and physical maps were made available for residents. Physical maps were located at various community facilities and community events throughout the City. Because comments and feedback are tied to specific spaces or areas of Eden Prairie, the City can better interpret and respond to specific issues and opportunities. Community members were also able to react to other people's input with a "like" or "dislike."

Participants contributed a total of 335 points representing comments, ideas and feedback from the community in nine different categories. Although many points were dispersed throughout the City, most of the points were concentrated in and around the Major Center Area and within the northwest corner of the City around Valley View Road. map.social categories have been summarized to allow for an analysis of spatial issues and opportunities.

Community Assets & Community Gathering Spots

Individuals added points to community assets they felt should be maintained or enhanced. Many individuals cited restaurants, parks, trails, and natural features as community assets. Popular community assets mentioned include, but are not limited to, the Outdoor Center, Edenbrook Conservation Area trail access, and the Purgatory Creek Park walking paths. Popular community gathering spots include, but are not limited to, Smith Douglas More House, Staring Lake, and the Community Center.

Public Art Locations

Individuals identified areas where they would like to see public art. The majority of these points were placed in and around the MCA. Popular areas identified include, but are not limited to, the Eden Prairie Library, Eden Prairie Center, and the area around the Purgatory Creek Park pavilion.

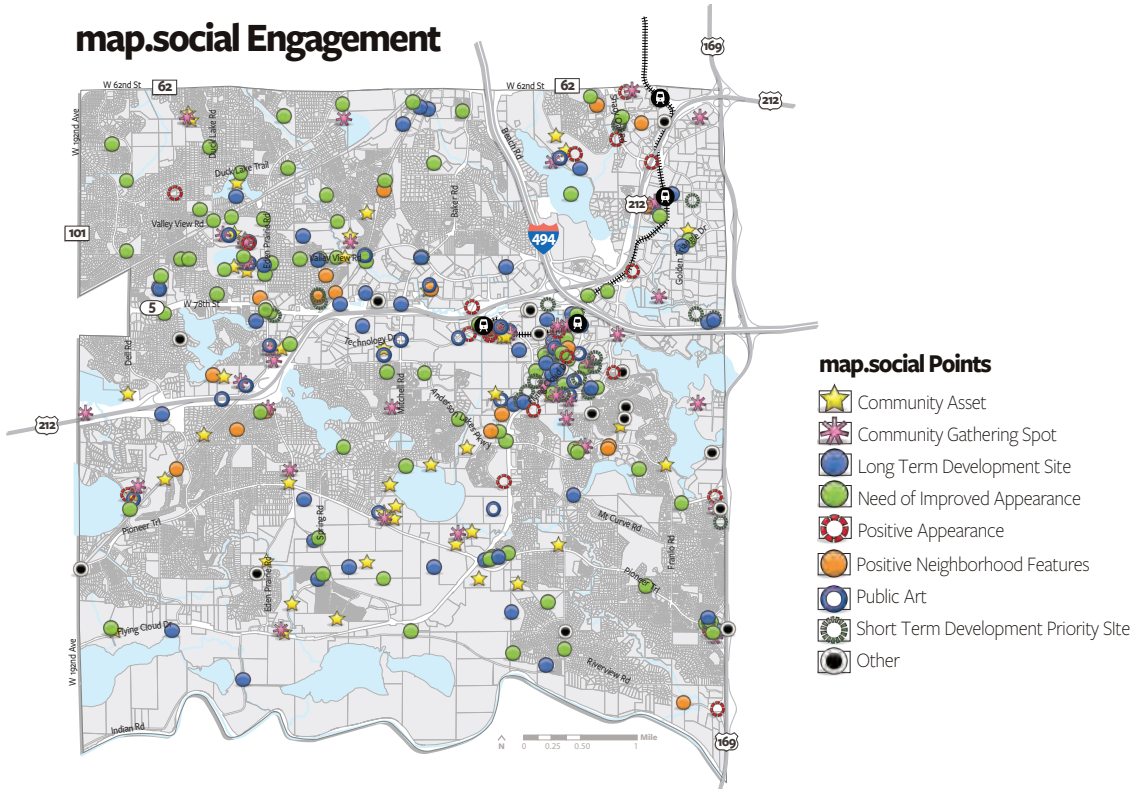
Need for Improved Appearance

Individuals identified areas they felt could benefit from improved architecture, landscaping, or other aesthetic improvements. Although points were dispersed on the map throughout the City, greater concentrations of points existed in the northwest portion of the City, and within and around the MCA. An area of particular concern was the appearance and location of Wal-Mart and its underutilized parking lot.

Positive Neighborhood Features & Appearances

Individuals identified and described areas with quality neighborhood features, such as proximity to community facilities, services, parks, and trail connections. Features were identified throughout the City, most of which included natural areas and heavily forested land. Popular features include, but are not limited to, the light pole banners along Singletree Lane, trails and access to the Miller Park playground, and trails at Lower Purgatory Creek Conservation Area near Riverview Road. Individuals also identified the desire to continue connecting the conservation area trails from the bottom of the hill to the top. Areas participants considered to be of high quality in architecture, site design, or landscaping include the fountains, landscaping, and architecture near the SouthWest Transit station; the gardens at Purgatory Creek Park; and the new bridge and infrastructure along Shady Oak Road.

map.social Engagement



Short- & Long-Term Development Priority Sites

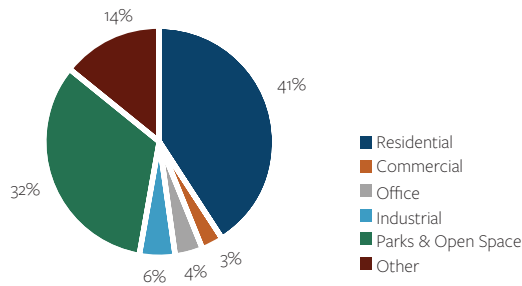
Individuals identified areas they would like to see developed or redeveloped in the near future and in the long-term. These areas include, but are not limited to, the potential for a mid-rise, mixed use building in the large parking lot on Shady Oak Road south of City West Parkway, the Jiffy Lube and CarX site on Singletree Lane, and the JCPenney site at Eden Prairie Center. Popular areas for long-term development include, but are not limited to, the IHOP site at Lake Idlewild, Winter Park, and commercial development and restaurants near the intersection of Hennepin Town Road and Pioneer Trail.

Areas where identified short-term and long-term development sites significantly overlapped were within the MCA, particularly at the Walmart site on Singletree Lane and near the intersection of Primrose Lane and Columbine Road. Other areas where overlap occurred include the Winter Park property and within the Golden Triangle Area around the intersection of West 70th Street and Shady Oak Road. The need for a signalized crosswalk at Westgate Drive and Eden Prairie Road was also noted.

Existing Land Use

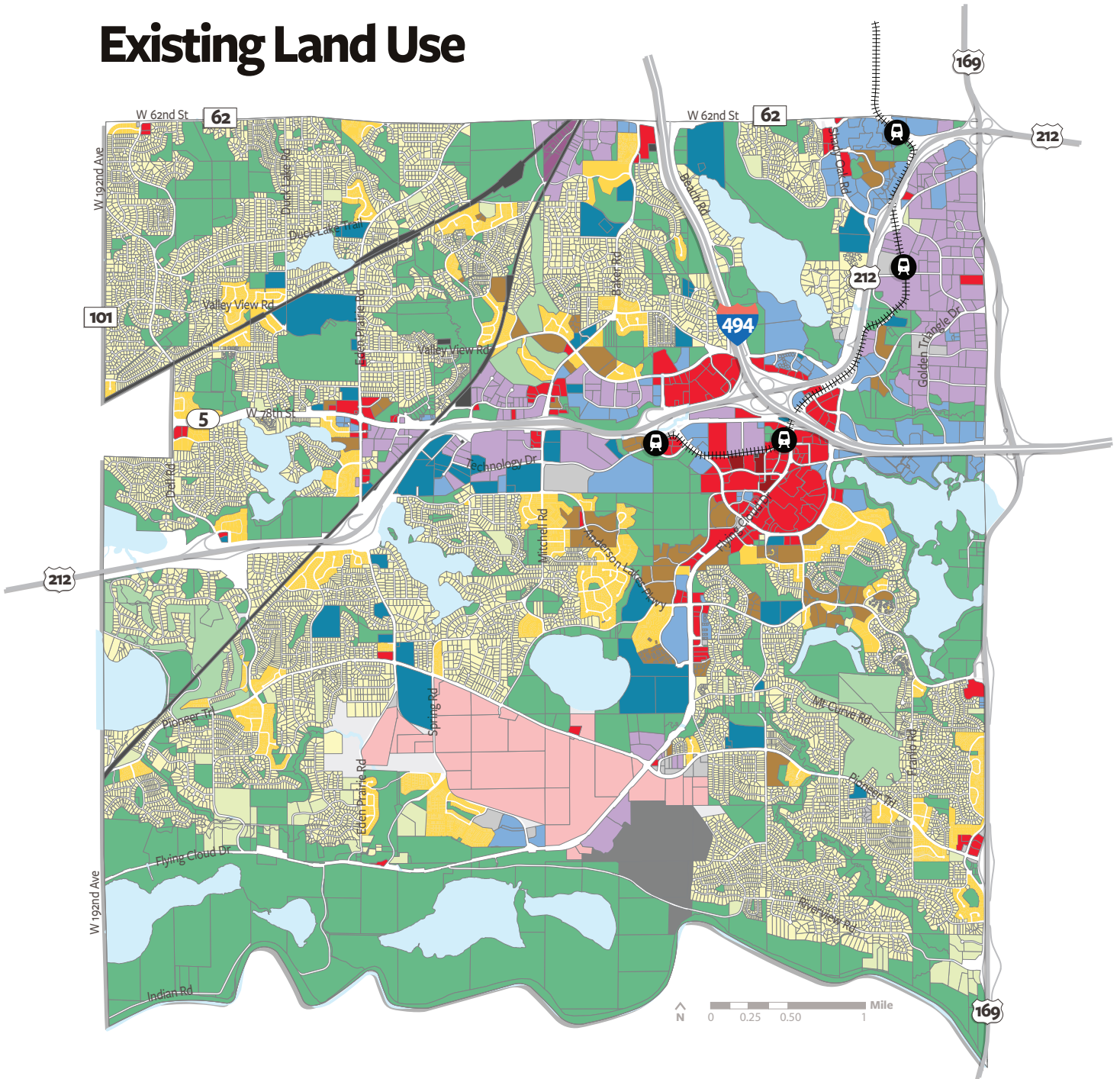
Field research completed in January 2017 determined that most of the City’s residential areas are well established, existing in modest, suburban-style developments with larger houses by the lakes. All parcels within the City have been inventoried and classified under one of 16 existing land-use categories. This inventory forms the basis of the Land Use and Development Plan, which will guide private development, property investment, City policy, development decisions, and capital improvements.

Existing Land Use
(Eden Prairie)



Existing Land Use	2016 (existing)	
	Acres	% of LU
Residential		
Rural (R)	302	2%
Low Density (SF)	5,474	31%
Medium Density (SFA, SF)	1,123	6%
High Density (MF, SFA)	378	2%
Mixed Use (MF)	15	0%
Commercial		
Uncategorized	573	3%
Office		
Office	692	4%
Industrial		
Industrial	23	0%
Light Industrial	973	5%
Other Land Uses		
Airport	698	4%
Landfill	236	1%
Parks & Open Space	5,724	33%
Golf Course	471	3%
Public/Semi-Public	683	4%
ROW/Utility	157	1%
Vacant	233	1%
Total	17,757	100%

Existing Land Use



Land Use Classifications

- | | | |
|--|--|--|
| Estate Residential | Office | Airport |
| Single-Family Detached Residential | Light Industrial / Business Park | Utility & Railroad |
| Single-Family Attached / Cluster Residential | Heavy Industrial | Landfill |
| Multi-Family | Public / Semi-Public | Vacant |
| Commercial | Parks & Open Space | |
| Mixed-Use | Golf Course | |



CHOPS

STEAK