

LIVE WORK DREAM

# CITY *of* EDEN PRAIRIE

M I N N E S O T A



## TOWN CENTER DESIGN GUIDELINES

September 24, 2007

Prepared for:



**EDEN  
PRAIRIE**  
LIVE • WORK • DREAM

Assisted by:  
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- Kevin Perry, Bureau of Environmental Services, City of Portland
- Atelier Dreiseitl Waterscapes
- Tim Malooly, Irrigation by Design

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# Acknowledgements

**The following individuals and groups helped prepare the Eden Prairie Town Center Design Guidelines:**

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# 1 Introduction

## A. Purpose and Intent of the Guidelines

The purpose of the Design Guidelines is to support, enable and encourage the following planning principles in the Town Center:

- i. *To be a walkable, pedestrian oriented, mixed-use center.*
- ii. *To promote the creation of a vibrant public realm that will foster activities of daily living within walking distance of homes and businesses.*
- iii. *To promote a mix of land uses that will create a live/work/play environment.*
- iv. *To promote high quality design and materials in the built environment of the Town Center.*
- v. *To accommodate automobiles while respecting the pedestrian and the spatial form of public spaces.*
- vi. *To encourage multiple modes of transportation and greater connectivity within the Town Center.*
- vii. *To integrate ecological systems into public and private development.*
- viii. *To promote green or sustainable design into new development.*
- ix. *Differentiate development character between the Mixed-use, Commercial, and Residential areas of the Town Center.*

## B. Relationship to the Town Center Vision

The Town Center is envisioned as an active, compact, mixed-use and walkable destination for people of all ages in the community. The goals and planning principles for the Town Center are described in the Eden Prairie Major Center Area (MCA) Study Framework Plan and Planning Principles Reports. The Framework Plan outlines a vision for the MCA for the next 25 years, planning for land uses and major transportation systems in the study area. The Planning Principles document provides further guidance for the future intent of land use, transportation, urban design and other fundamental systems within the MCA. Their purpose is to provide guidance regarding critical planning initiatives to implement the vision.

Both documents identify the goal of establishing a mixed-use urban core and destination at the center of the MCA (the Town Center). The intent of the Town Center is to create a live/work/play environment with greater densities than elsewhere in Eden Prairie. A mix of shops, variety of housing, restaurants, entertainment, park and open space uses are envisioned.



Figure 1: MCA Area Land Use Framework Plan.



Figure 2: Town Center Land Use Plan.

The Town Center Guidelines are intended to complement the MCA Study Framework Plan, Planning Principles and Zoning Ordinances, providing further guidance for developers, designers and City officials regarding development and design objectives for the Town Center.

### C. Organization of the Guidelines

The Guidelines are organized to provide guidance for the design of public and private development sites. The public systems guidelines address the design of streets and trails, parks, parking, utilities, and stormwater management. The guidelines for development sites vary between three primary land use areas planned within the Town Center: **Mixed Use**, **Commercial**, and **Residential Districts**. Each district requires a different treatment of site development, building design, streetscape, and parking strategies. The guidelines are organized to provide specific guidance in each district.



Figure 3: Walkable, pedestrian friendly environment.



Figure 4: A vibrant, 24-hour Town Center.

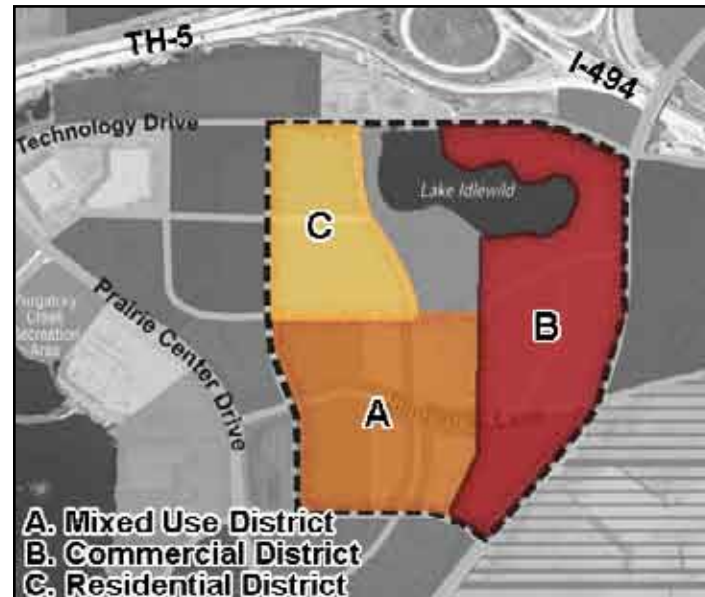


Figure 5: Map of the Districts within the Town Center.

### D. Conformance with Guidelines

As part of the City development review process, new development and redevelopment within the Town Center Area will be reviewed for conformance with these Guidelines. The intent is for new buildings, site improvements, and public spaces in the Town Center to substantially conform to these Guidelines. The Guidelines allow for design flexibility in the way new development meets the objectives of the MCA Study Planning Principles and Framework Plan.

### E. Definitions

#### Goal

Goal statements are provided to define the intent or objective for which the guidelines have been created to achieve.

#### Guideline

Guidelines provide further considerations to promote the goal statement. They are intended to provide guidance or specific strategies considered critical to achieving the intended goals.

#### Photo examples

Example photos are provided to illustrate the desired character and elements of the Town Center.



# Public Systems <sup>2</sup>

The Public Systems Guidelines describe the goals and provide guidance for development of the public environment. The public systems represent the organizing elements that give shape, form and identity to the Town Center and provide a framework in which private development may occur. The Guidelines will guide the development of above ground, visible elements of the public infrastructure including street and roadway design, pedestrian spaces, public gathering spaces, public transit and parking facilities, storm water management and utility structures.

## A. Circulation Systems

The goal is to provide an integrated circulation system that promotes the effective, safe and convenient use of multiple modes of transportation including automobiles, public transit, pedestrians and bicycles.

### 1. Hierarchy of Streets

#### Goal

Street types are based on the volume of traffic expected on the street, the function of the street (arterial, collector or local access), and street character (high activity commercial

street vs. residential street). The goal is to provide a hierarchy of street types that will provide circulation alternatives, disperse traffic effectively and create a pedestrian-friendly street environment appropriate for adjacent land uses.

#### Guidelines

- Provide a streetscape master plan for all public streets within the Town Center consistent with the recommendations proposed in the Town Center Subarea of the Eden Prairie MCA Study.
- The following pages provide recommended street types, locations, and characteristics that should be planned for, designed and developed within the Town Center area.
- Some street type examples are linked to the Town Center Sub-districts A - Mixed Use, B - Commercial, and C - Residential as shown in Figure 5 and 6.



Figure 6: Street type key map.

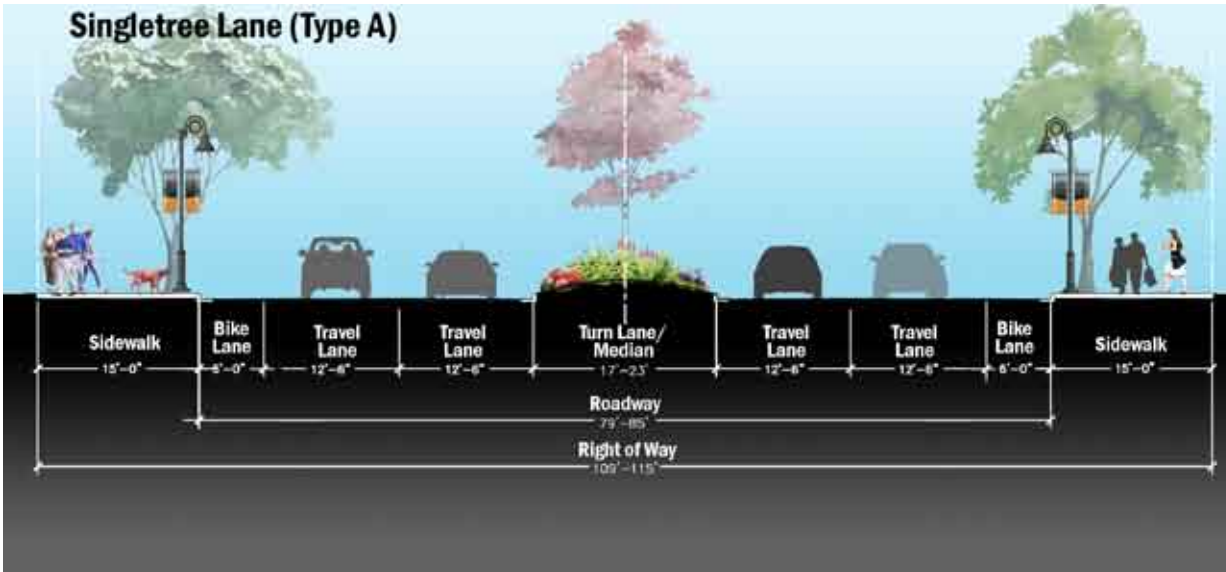


Figure 7: Singletree Lane within the Mixed-Use District.

### Singletree Lane (Type A-Within the Mixed-Use District)

- ▶ Street Type: Collector
- ▶ Proposed Public Right-of-Way: 109-115 feet wide
- ▶ On-Street Parking: None
- ▶ Sidewalk Width: 15 feet
- ▶ Sidewalk Character: Street trees (in tree grates or knockouts), light fixtures, special paving treatment, signage and site furnishings
- ▶ Median: Low maintenance ground cover, shrub or perennial plantings, street trees, district signage
- ▶ Suggested Streetscape Furnishings: Seating, bicycle racks, waste receptacles, bollards, newspaper racks in a defined space

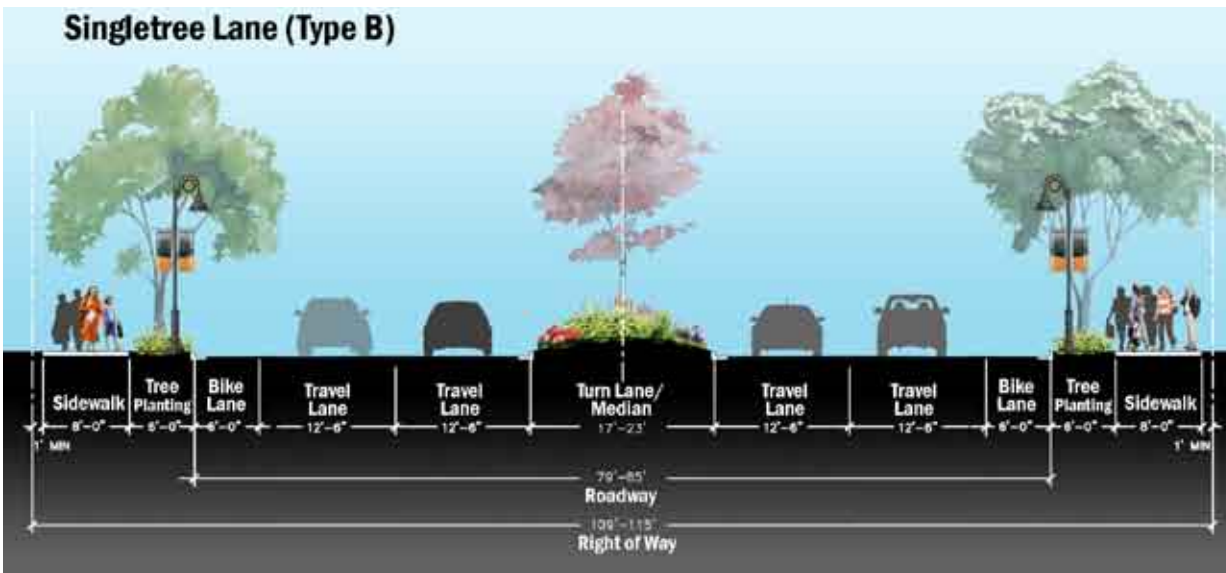


Figure 8: Singletree Lane outside of the Mixed-Use District.

### Singletree Lane (Type B-Outside the Mixed-Use District)

- ▶ Street Type: Collector
- ▶ Proposed Public Right-of-Way: 109-115 feet wide
- ▶ On-Street Parking: None
- ▶ Sidewalk Width: 8 feet
- ▶ Boulevard Width (Measured from back of curb to sidewalk edge): 6 feet
- ▶ Boulevard Character: Turf grass or other low maintenance ground cover, street trees, light fixtures, signage and site furnishings
- ▶ Median: Low maintenance ground cover, shrub or perennial plantings, street trees, district signage
- ▶ Suggested Streetscape Furnishings: Seating, bicycle racks, waste receptacles, bollards

### North/South Main St (Type A-Within the Mixed-Use District)

- ▶ Street Type: Local
- ▶ Proposed Public Right-of-Way: 90 feet wide
- ▶ On-Street Parking: Both sides of street
- ▶ Sidewalk Width: 20 feet minimum
- ▶ Sidewalk Character: Street trees (in tree grates or knockouts), light fixtures, special paving treatment, signage and site furnishings
- ▶ Median: None
- ▶ Suggested Streetscape Furnishings: Seating, bicycle racks, waste receptacles, bollards, newspaper racks in defined spaces, public art, defined restaurant seating areas.

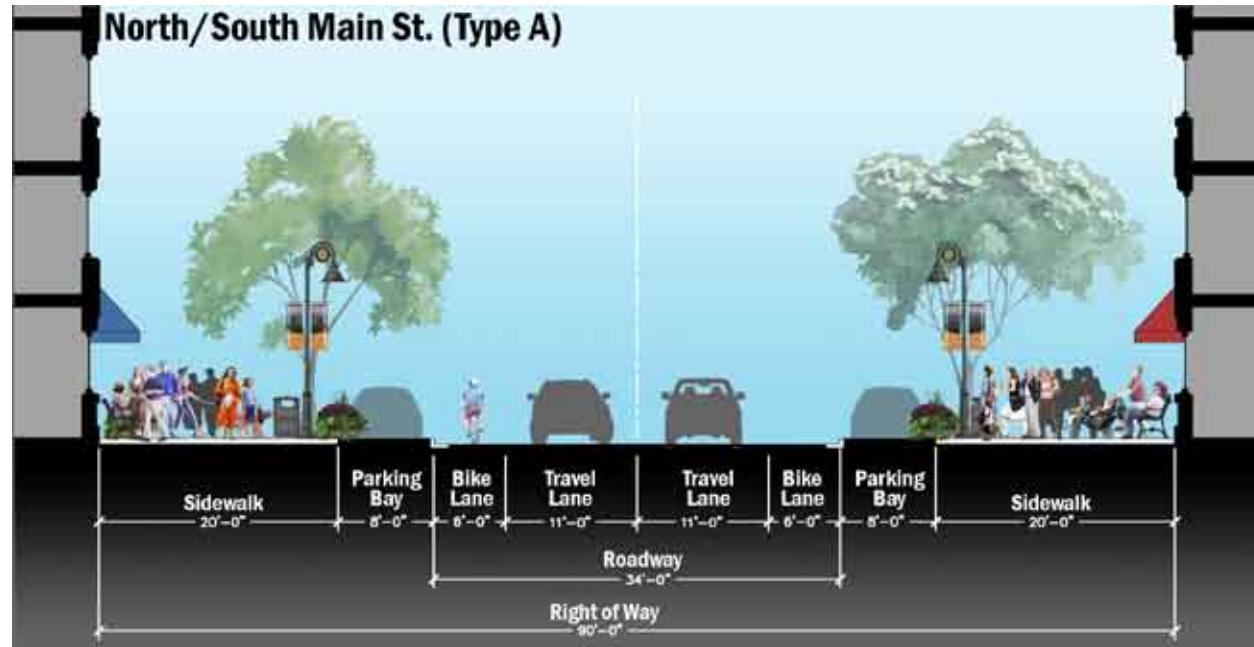


Figure 9: North south Main Street showing pedestrian character environment within the Mixed-Use District.

### North/South Main St (Type C-Within the Residential District)

- ▶ Street Type: Local
- ▶ Proposed Public Right-of-Way: 82-86 feet wide
- ▶ On-Street Parking: Both sides of street
- ▶ Sidewalk Width: 6-8 feet wide
- ▶ Boulevard Width (Measured from back of curb to sidewalk edge): 8 feet wide
- ▶ Boulevard Character: Turf grass or other low maintenance ground cover, street trees, light fixtures
- ▶ Median: None
- ▶ Suggested Streetscape Furnishings: Public seating, bicycle racks, waste receptacles

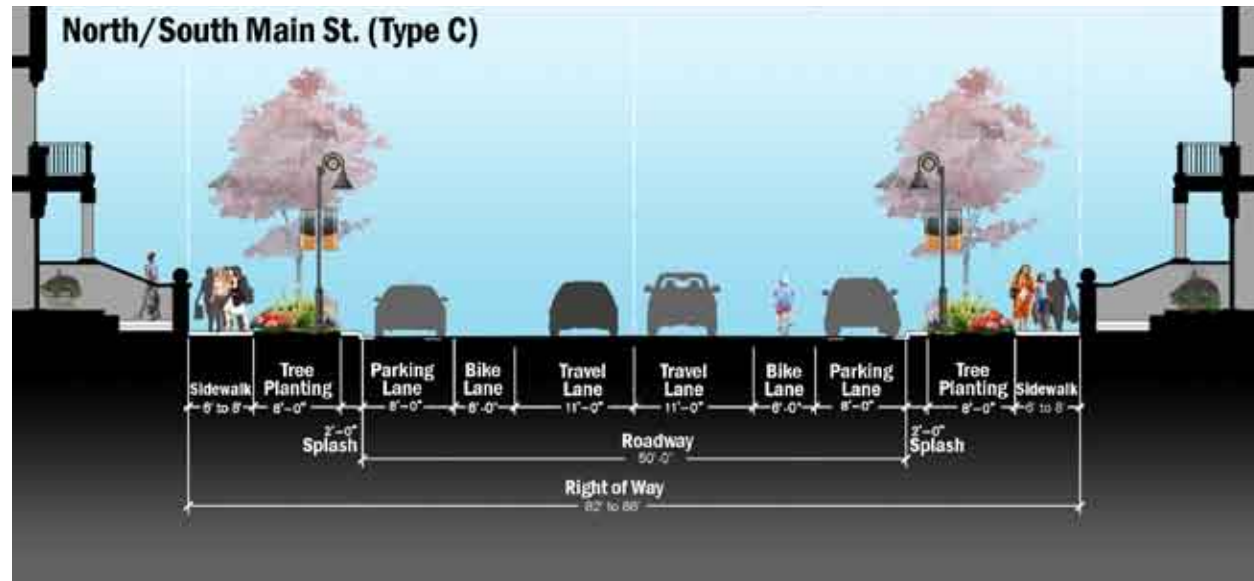
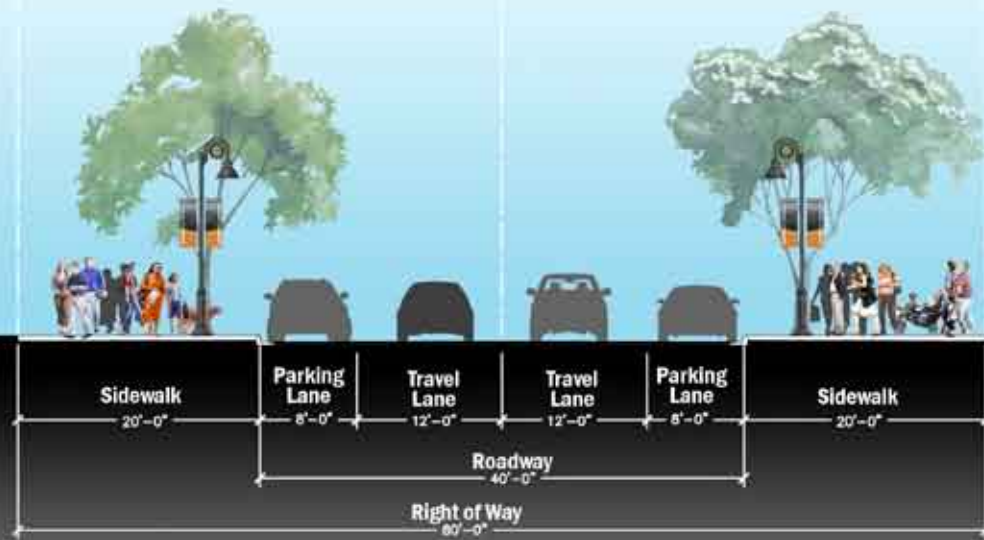


Figure 10: Commercial Street profile outside of the Mixed-Use District.

## Commercial Street (Type A)



### Commercial Street (Type A-Within the Mixed-Use District)

- ▶ Street Type: Local
- ▶ Proposed Public Right-of-Way: 80 feet wide
- ▶ On-Street Parking: Both sides of street
- ▶ Sidewalk Width: 20 feet
- ▶ Sidewalk Character: Street trees (in tree grates or knockouts), light fixtures, signage and site furnishings
- ▶ Median: None
- ▶ Suggested Streetscape Furnishings: Seating, bicycle racks, waste receptacles

### Commercial Street (Type B-Outside the Mixed-Use District)

- ▶ Street Type: Local
- ▶ Proposed Public Right-of-Way: 80 feet wide
- ▶ On-Street Parking: Both sides of street
- ▶ Sidewalk Width: 8 feet
- ▶ Boulevard Width (Measured from back of curb to sidewalk edge): 10 feet wide
- ▶ Boulevard Character: Turf grass or other low maintenance ground cover, street trees, light fixtures, signage and site furnishings
- ▶ Median: None
- ▶ Suggested Streetscape Furnishings: Seating, bicycle racks, waste receptacles

## Commercial Street (Type B)

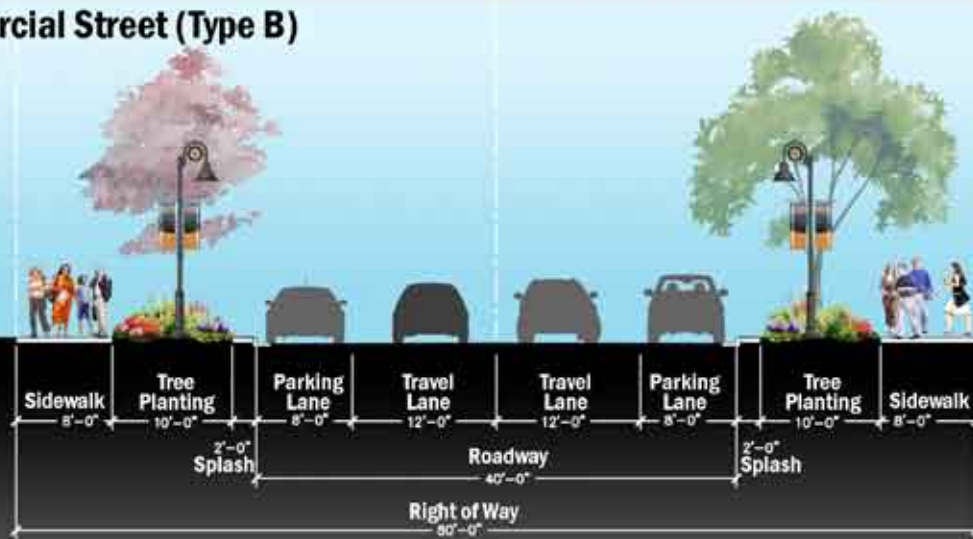


Figure 12: Commercial Street outside of the Mixed-Use District.

## Residential Street

- ▶ Street Type: Local
- ▶ Proposed Public Right-of-Way: 70-74 feet wide
- ▶ On-Street Parking: Both sides of street
- ▶ Sidewalk Width: 6 feet wide
- ▶ Boulevard Width (Measured from back of curb to sidewalk edge): 8 feet wide
- ▶ Boulevard Character: Turf grass or other low maintenance ground cover, street trees, light fixtures
- ▶ Median: None
- ▶ Suggested Streetscape Furnishings: Public seating, bicycle racks, waste receptacles

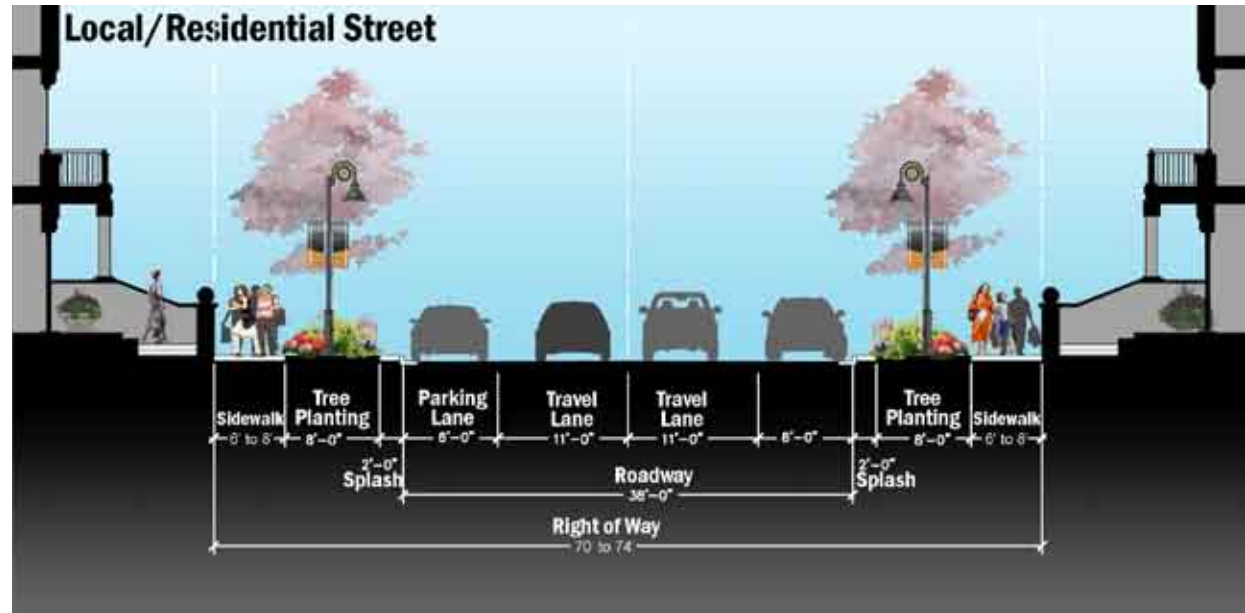


Figure 13: Local/Residential Street within the Residential District.

## 2. Public Transit

### Goal

Provide a convenient and well designed public transit system as an alternative to the automobile to provide residents, workers and visitors with more choices for transportation, help reduce the space needed for parking surfaces and driving lanes, reduce traffic congestion and improve air quality.

### Guidelines

- a. Provide a transit system master plan for the Town Center area that identifies different types of transit (LRT, bus, etc.), transit routes, stations, stops and transit related parking areas.
- b. Transit-oriented development should be promoted near transit stations. Development should emphasize greater residential density with land uses and design details that make the pedestrian environment vibrant, attractive and pleasant.
- c. Integrate circulator bus routes and stops with future LRT stations to provide the ability to connect all major Town Center destinations with public transit.
- d. Design safe, secure and identifiable transit stations, shelters and stops.
- e. Design and locate stations, shelters and stops as integral elements of the streetscape, providing attractive features that use patterns and materials that reflect district identity.
- f. Provide adequate public seating at each transit stop.
- g. Provide adequate and well designed public parking facilities at park and ride transit facilities.
- h. Future LRT transit service should minimize impacts on adjacent street and pedestrian/bicycle systems by constructing grade-separated crossings at major intersections or through other design and operational strategies for at-grade crossings.
- i. Public transit should be easily accessible.



Figure 14: Transit integrated into the development pattern.



Figure 15: Bike trail network.

### 3. Pedestrian and Bicycle Circulation

#### Goal

Provide a safe, convenient, attractive and well designed circulation system that accommodates and encourages pedestrian and bicycle movement, and provides connectivity to all land uses and major destinations within the Town Center.

#### Guidelines

- a. Circulation in the Town Center should emphasize pedestrian movement by providing pedestrian-friendly, landscaped streets and trails, and continuous routes to transit stations.
- b. New pedestrian and bicycle paths should connect with existing City trails and paths.
- c. Provide continuous sidewalks along all streets with safe pedestrian crossings at each corner; combine and limit curb cuts that interrupt the sidewalk.
- d. Provide adequate sidewalk width for expected pedestrian flows.
- e. Design features of the built environment should emphasize pedestrian scale and activity.
- f. Trails, sidewalks, bike lanes, and bicycle paths should be planned and developed to ensure safety, reducing conflicts with vehicles where necessary, and provide access to important destinations.
- g. Design and implementation of trails, sidewalks and paths should conform to American with Disabilities Act Accessibility Guidelines and be responsive to individuals with mobility limitations.
- h. Provide adequate and conveniently located bicycle parking racks to encourage bicycle use.



Figure 16: Streetscape with seating and landscaping.



Figure 17: Public parking facility with liner retail shops.

### B. Public Parking

#### Goal

Provide adequate, convenient, and well designed public parking facilities to serve visitors in locations within the Town Center.

#### Guidelines

- a. Public parking facilities should be planned for and designed in coordination with existing and future public transit facilities, including LRT and bus transit park and ride facilities.
- b. A combination of on-street public parking and off-street public parking structures should be encouraged to help meet parking requirements in the Town Center.
- c. Provide well designed and convenient parking structures to service retail and restaurant locations.
- d. Public parking facilities should communicate district identity through the use of patterns, forms, colors and materials, consistent with other design elements in the public realm.
- e. Public parking facilities should be easily accessible and identifiable.
- f. District signage should be utilized to identify public parking.
- g. All public parking facilities should be designed to be safe and secure.
- h. Design and plan for adequate lighting levels for auto and pedestrian safety, while minimizing disturbance of light pollution to adjacent land uses.
- i. Include an emergency phone system or other form of emergency communication service to ensure security within and near public parking facilities.
- j. Design parking facilities to limit conflicts between vehicles and pedestrians.
- k. Parking garage mechanical systems should be screened to minimize visual disturbance from public view.
- l. Landscaping, liner shops (parking behind buildings), and other screening devices are encouraged to buffer parking garages at the street level from pedestrian view.

## C. Streetscapes and Plazas

### Goal

To promote the design of public streetscapes and plazas that will foster active, comfortable and pleasant places for pedestrian movement and community gathering.

### Guidelines

- Provide continuous sidewalks along all streets with safe pedestrian crossings at each corner; combine and limit curb cuts that interrupt the sidewalk.
- Provide adequate space for pedestrian movement, streetscape amenities and the space to accommodate outdoor dining.

Signs should creatively use two and three dimensional form, profile, and iconographic representation.

Incorporate artistic design elements, structures, forms, patterns, colors, lighting and materials that communicate district character and identity.

Unique and pedestrian-scaled lighting should be provided in pedestrian areas along public sidewalks and within public gathering areas.

Public streetscapes and plazas shall foster active, comfortable and pleasant places for pedestrian movement and community gathering.

Promote the use of street trees and other plantings within the public realm

Specific pavement systems should be selected and designed to minimize long term maintenance, minimize the effects of freeze thaw damage, and reduce conflicts with snow removal.



Figure 18: Active sidewalks



Figure 19: Streetscape character



Figure 20: Outdoor gathering spaces.



Figure 21: Example of desired street character.



Figure 22: Integrate landscaping with the built environment with street trees and plantings.

- c. Streetscape amenities (plantings, furnishings, lighting and signage) should occupy consistent, well defined zones behind the curb and parallel to the pedestrian zone.
- d. Provide a variety of types and sizes of public spaces within the Town Center for public gathering and community events.
- e. Encourage small outdoor gathering spaces adjacent to sidewalks, particularly near restaurants, cafes and other small businesses.
- f. All public spaces should be designed to encourage use. Characteristics that encourage frequent use include easy access, location on a pedestrian corridor, safety and visibility, sunny exposure, and locations near building entries.
- g. Provide adequate levels of shade tree planting and public seating to provide comfort and ensure the space is utilized.
- h. Discourage the development of surface lot and/or structured parking adjacent to the streetscape. If it is necessary to develop parking adjacent to the streetscape, require ornamental fencing and plantings to screen parking areas from street views.
- i. Define designated outdoor dining spaces to balance seating space with pedestrian space.

## 1. Street Trees and Planting

### Goal

To promote the use of street trees and other plantings within the public realm to provide comfort for the pedestrian, increase permeability in the public landscape, and create an identity for the Town Center that integrates landscape with the built environment.

### Guidelines

- a. Provide a streetscape master plan for all public streets and spaces within the Town Center which identifies a planting



strategy including street tree and other plant species, plant spacing and size requirements.

- b. Tree planting should be a minimum of 3" caliper at the time of installation, or meet City standards.
- c. Street tree spacing should be no greater than 35 feet on center, or meet City standards (whichever is the lesser amount) and be planted at regular intervals.
- d. All tree planting or removal within the public right of way shall be approved by the City.
- e. Significant existing trees to remain and their root systems shall be protected during construction.
- f. Groundcover plantings should be encouraged in residential areas between the curb and the public sidewalk.
- g. All plant materials should be selected for their ability to thrive in a northern climate, endure urban growing conditions, and relative ease of maintenance.
- h. Plant materials should be selected to minimize visual obstruction of businesses facing the street.
- i. Color and flowering should be considered for district identity and seasonal change.
- j. Fruit bearing trees shall be limited and/or discouraged.
- k. Plant materials, fencing, or landscape improvements greater than 18 inches in height shall not be permitted within sight lines for any intersection of a street or driveway.



Figure 23: Example of paving materials and pattern character.

- l. All proposed plant materials shall meet City standards.
- m. Artificial plant materials may not be used.

## 2. Sidewalk and Plaza Paving Systems

### Goal

Promote the use of a variety of attractive, appropriate, durable and permeable paving systems within the public realm.

### Guidelines

- a. Provide a streetscape master plan for all public streets and spaces within the Town Center which identifies a paving strategy that creates a unique identity for the Town Center District.
- b. Outdoor seating areas and display areas reserved for private business use, shall be delineated by a defined change in paving materials or pattern in order to assure a clear pedestrian walkway.
- c. Sidewalk and public plaza paving materials should be high quality, durable materials such as, but not limited to brick, patterned concrete, stone, or concrete unit pavers.
- d. Unit pavement setting systems that increase permeability of storm water (ie. sand setting bed) should be encouraged.



Figure 24: Seating and outdoor public gathering areas should be provided.



Figure 25: Custom artistic street furnishings.



Figure 26: Dining seating balanced with pedestrian space



Figure 27: Example of building lighting.

- where appropriate.
- e. *Specific pavement systems should be selected and designed to minimize long term maintenance, minimize the effects of freeze thaw damage, and reduce conflicts with snow removal.*

### 3. Site Furnishings

#### Goal

To promote the implementation of a unified set of site furnishings that provide comfort and convenience for the public, help keep the public realm a clean and safe place and lend identity to the Town Center District.

#### Guidelines

- a. *Provide a streetscape master plan for all public streets and spaces within the Town Center which identifies a strategy for the implementation of site furnishings, including but not limited to public seating, bicycle racks and waste receptacles.*
- b. *Site furnishings should be unified through design by sharing common characteristics of style, materials and color.*
- c. *Public seating and waste receptacles should be provided to serve public transit stops, building entry areas and public spaces such as plazas and parks.*
- d. *Where space is limited, sidewalk benches should be oriented parallel to the curb line so as not to impede pedestrian movement.*
- e. *Bicycle racks should be provided to promote alternative modes of transportation and be located near transit stops and building entries.*

### 4. Lighting

#### Goal

To promote a safe and identifiable Town Center by providing well designed lighting systems for streets,



Figure 28: Streetscape lighting with artistic element.



Figure 29: Example of public art.

sidewalks and public spaces.

#### Guidelines

- a. *Provide a streetscape master plan for all public streets and spaces within the Town Center which identifies a strategy for the implementation of site lighting to provide public safety and district identity.*
- b. *A consistent standard for district lighting should be developed and approved by the City.*
- c. *Unique and pedestrian-scaled lighting should be provided in pedestrian areas along public sidewalks and within public gathering areas.*
- d. *Pedestrian light fixtures should be installed at regular intervals and frequent enough and of such illumination levels to provide safe levels of light on public sidewalks and plazas, without negatively impacting adjacent residential uses.*
- e. *Overhead street lights should be provided for illuminating streets for vehicular traffic. The design of these fixtures should be coordinated with the pedestrian light fixtures.*
- f. *All proposed light fixtures shall meet City standards.*

### 5. Public Art

#### Goal

To promote the inclusion of public art in public places and create a sense of identity for the Town Center by incorporating art into designed elements within the public realm.

#### Guidelines

- a. *Streetscape elements and screening fence materials are encouraged to incorporate artistic design elements, forms, patterns, colors, lighting and materials that communicate district character and identity.*
- b. *Public art is encouraged in public plazas as gateways and along significant pedestrian streetscapes to create focal*

points, emphasize a gathering space, or communicate something about the character, identity or history of the place.

- c. Ornamental fountains/water features are encouraged as focal elements in public plazas.

## 6. Gathering Spaces

### Goal

To supplement public open space such as parks and corridors with privately developed open space that helps complete linkages and organize development within the Town Center.

### Guidelines

- a. Primary public gathering spaces such as the North-South Streetscape and Idlewild Park should be utilized to bind various private and public spaces into cohesive interrelated districts wherever possible. Gathering spaces should encourage an environment where pedestrians are comfortable, safe, and promote walkable opportunities within and adjacent to the Town Center.



Figure 30: Incorporate water feature amenities.

- b. Gathering spaces should be used to enhance the value and amenity of surrounding development. Left over, inaccessible, or non-usable space should be avoided to the greatest degree practicable.
- c. Developments shall not orient parking areas, or rear, blank or service dominated facades towards gathering spaces. Facades facing an organizing feature shall be of at least comparable architectural quality to other primary building facades.
- d. Private and public gathering spaces should be embedded into lot and block patterns and may be of a wide variety of sizes including small “pocket” plazas. Lot and building frontages on public and private common areas are strongly encouraged. As long as street frontage and access is maintained, rear yards facing open spaces are strongly discouraged.
- e. Smaller urban gathering areas should be accessible, well lit, and maximize visibility into the area from adjacent streets.
- f. Buildings adjoining a gathering space shall include an entry that is visible and convenient to the common area. Such entry shall be connected to a public sidewalk by a direct route.
- g. Gathering spaces should be used as a focus for related or complementary developments, particularly uses that include pedestrian activities. Introduction of public art is encouraged to promote people gathering and social interaction.

## 7. Gateways

### Goal

To provide distinctive identity that reflects the urban character of the Town Center and serves as key elements to the transit system.

- a. Implement gateway elements at key locations so that vehicular and pedestrian transit can efficiently find their destination. Potential locations for gateway features



Figure 31: Incorporate water feature amenities.



Figure 32: Incorporate open spaces with flexible programmed uses.



Figure 33: Incorporate public art.



Figure 34: Incorporate an inter-connected system of pedestrian walks and trails along Idlewild Lake.



Figure 35: Example of directional signage.



Figure 36: Example of area directory signage/kiosk.

include but not limited to are: both ends of the North-South Main Street, as well as, East and West ends of Singletree Lane or at the East-West edge of the Mixed-Use district.

- b. The character and quality of gateways shall clearly identify each of the districts as landmarks within the Town Center Area.
- c. Gateways shall be consistent with materials being used within the Town Center and shall be located along public streets.
- d. The gateway elements shall also be consistent with the overall Eden Prairie Major Center Area study way finding system.

## D. Parks

### Goal

Create an urban park at Idlewild Lake that meets the Town Center area needs and acts as a destination for visitors.

### Guidelines

- a. Provide a safe, convenient, and inter-connected system of pedestrian walks and trails along Idlewild Lake. The Trail system shall be designed to minimize conflicts between automobiles, pedestrians, and bicyclists.
- b. Pedestrian and/or bike connections shall be made from Idlewild Lake to mixed-use, commercial, and residential districts. These connections shall be visible and accessible whenever feasible.
- c. Character of the urban park shall reflect the realm of the Town Center. Street, block, lot, and building patterns should respond to views, landscape, and recreational opportunities provided by proximity to the urban park.
- d. Create a highly active neighborhood park and provide an attraction for the Town Center that engages shoppers, visitors, residents and neighbors and serves as a signature public gathering space.
- e. The park shall include a variety of forms and address a range of uses. Program areas should support

gathering, recreation, and relaxation and include the potential for performance spaces, public art and water elements. Different scales of events and uses should be accommodated.

- f. Along its perimeter, the park should engage with adjacent uses, providing complementary activity areas, connections to other amenities such as outdoor cafes, restaurants, and building entries.
- g. Public amenities of the park should be designed to be easily accessible and comfortable for as much of the year as possible. They should provide shade in summer, sun in winter and protection from wind at all times of the year.
- h. Appropriate park amenities such as restrooms, water fountains, and protected seating areas, shall be provided to promote comfortable open space environments.

## E. Signage

### Goal

Promote high quality, comprehensive and attractive sign and graphic design to provide district identity, information and understandable wayfinding in the Town Center.

### Guidelines

- a. Provide a public signage and wayfinding master plan that identifies key sign locations and strategies for communicating district identity, entry, important information, etc. within the Town Center.
- b. Signage lighting, typography, color and materials should reflect the character of the use, the identity and character of the Town Center district.
- c. Sign materials should be constructed of high quality, attractive and durable materials.
- d. Signs should creatively use two and three dimensional form, profile, and iconographic representation.
- e. Signage size should be appropriate to the message being communicated.

- f. Public signs should be located within the public right-of-way and/or on other public property or structures.
- g. The public signage system should provide information and wayfinding for all users (vehicles, transit, bicycles and pedestrians).
- h. Avoid visual conflicts with adjacent residential uses whenever possible.
- i. Avoid visual conflicts with sight lines for traffic safety.
- j. Internally illuminated signage should be discouraged.

## F. Stormwater Management

### 1. Ponding and Rain Gardens

#### Goal

To design and implement a storm water management system that collects and filters storm water, improves water quality, reuses the water resource for other needs, reduces infrastructure and long term maintenance costs and provides a valuable aesthetic amenity for the community.

#### Guidelines

- a. Integrate the stormwater management systems and community open space to provide unique public amenities.
- b. Incorporate rain garden systems to catch and filter storm water in public spaces like streetscapes, plazas and parking lot planting islands.
- c. Where feasible, install non-traditional swales with natural meanders and stone check dams to slow water runoff, creating visual amenities for the Town Center.
- d. Where feasible, reuse stored storm water supply for the irrigation of public spaces.
- e. Plant pond edges with native plantings to discourage geese from using sodded areas and create a naturalistic

landscape identity.

- f. Encourage the use of green roofs in new building construction to reduce storm water runoff.
- g. Design all construction areas to minimize impacts to water quality in drainage areas adjacent to the site.



Figure 38: Incorporate rainwater gardens at parking areas.



Figure 37: Utilize pervious pavers to encourage permeability.



Figure 39: Integrate stormwater systems into community open spaces to provide unique public amenities.



Figure 40: Development with visible transmission lines .



Figure 41: Development with underground utilities.

## G. Utilities

### 1. Municipal Utilities

#### Goal

To provide a fully operational, complete and integrated system of public utilities (water, sewer, waste water) to adequately serve the Town Center District during early phases of development and at full build out.

#### Guidelines

- a. *Integrate future water, sewer, and waste water infrastructure with existing utilities that will remain to serve the future residents and businesses of the Town Center.*
- b. *Remove existing utilities that will not be incorporated into future utility systems.*
- c. *Provide the waste water collection infrastructure to adequately serve the Town Center at full build out.*
- d. *Provide a water distribution system for potable water consumption and fire protection to adequately serve the Town Center at full build out.*
- e. *All utilities should be buried within the public right of way and make connections to individual projects at appropriate locations.*
- f. *The design and installation of all public utilities should be coordinated with private utility companies to ensure timely installation of private utility infrastructure.*
- g. *Locate above ground utility and communication access points and/or structures away from major pedestrian and gathering areas, building entrances, windows and drainage corridors.*
- h. *Any above grade utility structures should be screened with landscape materials, fencing or other approved screening devices.*

### 2. Overhead Electrical Power Lines

#### Goal

Minimize the visual impact of the existing overhead utility lines.

#### Guidelines

- a. *An existing overhead electrical power line runs parallel to the planned North-South Main Street. Minimizing the impact of this power line is important to the visual quality and redevelopment of the Town Center Area. The priority is to bury the power line. If under-grounding the line is not possible, then the line should be relocated off of the Main Street corridor and/or buffered. Placement and design of the street, buildings, parking structures and landscaping can help mitigate the visual effect of the line. Use of monopoles also lessens the visual effect.*
- b. *All new utility lines shall be buried underground.*

# Mixed-Use District

The Town Center is intended to be a compact area with a vibrant mix of land uses that provide people with the opportunity to live, work, shop and play. The land uses should contribute to day and evening use the year round. The focus of the Town Center will be located at the intersection of Singletree Lane and a new north-south “Main Street” located east of the Xcel power lines. These streets will act as the “Main Streets” of the Town Center. This is the center of the Mixed-Use District (see key plan). Uses fronting the intersection of these streets should be vertically mixed (primarily residences over ground floor shops). New development in this district should be multi-story mixed-use buildings with a strong pedestrian orientation, particularly at the street level. The following guidelines are intended to guide development within the Mixed-Use District.

## A. Site Development

### Goal

Site development in the Mixed-Use District should create a compact, vertically mixed-use urban center, consistent with the character, scale and feel of traditional urban

villages.

### Guidelines

- Require vertical integration of uses within buildings with ground level uses that promote pedestrian activity and interest.*
- Compact buildings, mixing residential uses over ground level shops should include continuous built edges that relate directly to the street and sidewalk.*
- Buildings should present a unified scale and character to reinforce the sense of a complete place and identifiable district, emphasizing the sense of an urban village.*

## 1. Building Placement and Setbacks

### Goal

Promote the development of mixed-use buildings that define and contain the street space and other public spaces, create a sense of the street as a “place”, reinforce the urban character of the district, and encourage pedestrian-oriented activity along the streets and sidewalks.

### Guidelines

- Buildings should be placed to occupy the street edge to*



Figure 42: Mixed-Use District.



Figure 43: Buildings fronting the street.



Figure 44: Building with covered pedestrian space.



Figure 45: Use of tree grates and paving patterns.

the greatest degree possible, creating a continuous block long pedestrian-oriented façades along Singletree Lane and Main Street.

- b. Encourage recessed spaces for front door entries, outdoor dining and sales areas or plazas intended to invite pedestrian activity.
- c. Building corners at primary intersections should be treated as prominent features, taking advantage of the opportunity to create a unique district identity by incorporating exciting entrances and architectural features.
- d. Buildings should have their primary axis orientation perpendicular or parallel to the street they front. Primary building facades should be parallel to the sidewalk (right-of-way).
- e. The ground floor uses in buildings should be retail or restaurant uses to encourage pedestrian activity.
- f. Minimize gaps and openings between buildings in order to maintain continuity of the pedestrian environment.
- g. Parking areas shall be located behind primary buildings to encourage continuity of building uses that support pedestrian activity along the street.
- h. Buildings shall be placed at the front property line/Right of Way line with allowances for building recesses, articulation, plazas, and building entries.

## 2. Streetscape

### Goal

Primary emphasis for development should be to create a streetscape environment that invites pedestrian activity and provides outdoor gathering, dining and shopping spaces.

### Guidelines

- a. Provide gracious sidewalk width to invite pedestrian activity.
- b. Install street trees at regular intervals to frame the street,

provide shade and a consistent character along the street edge.

- c. Provide pedestrian scaled street lighting that meets all safety and design criteria, while creating a distinct identity for the district.
- d. Provide site furnishings such as benches, trash receptacles and bicycle racks at regular intervals.
- e. Pavement materials should be attractive, durable and low maintenance. A variety of special paving materials, patterns and colors are encouraged to emphasize significant sidewalk spaces, intersections, plazas, and building entries.
- f. Maximize the amount of usable sidewalk space by utilizing tree grates or permeable unit pavers at the base of street trees. Low, raised planting beds are acceptable alternatives, but should be designed and located to minimize impact on pedestrian flow.
- g. Incorporate plantings that emphasize year round interest in planting beds and/or planting pots.
- h. Ornamental fencing may be used to separate outdoor dining from pedestrian movement.
- i. Signage and banner graphics should be well designed and coordinated with other Town Center district graphics.

## 3. Landscaping

### Goal

The Mixed-Use District is envisioned to be developed fairly intensively, leaving little space for large areas of landscaping. Nonetheless, it is desirable to integrate landscape materials as much as possible to create the sense of a “city within a landscape” identity.

### Guidelines

- a. Public spaces such as streetscapes and plazas should incorporate ornamental and shade trees, planting beds, and potted plants with plant materials that emphasize



seasonal color and change.

- b. *Landscaped plazas and courtyards are encouraged.*
- c. *Hardy plant species should be chosen for resistance to extremes in climate change, road salt, and disease.*
- d. *Outdoor storage, service areas, utility structures and other objectionable views should be buffered with plantings.*
- e. *Where possible, encourage landscaped connections between private and public amenities and spaces.*
- f. *Use of low maintenance (native) plant materials is generally encouraged, however, within the Mixed-Use District, there may be a need to utilize higher maintenance materials in areas with high pedestrian traffic and gathering areas.*
- g. *Utilize tree and shrub masses in and around parking areas to reduce air pollutants.*
- h. *Increase storm water permeability where possible by creating planting beds rather than paving materials. If paving materials are required, consider sand set unit pavers to encourage permeability.*

## 4. Gathering Spaces

### Goal

To supplement public open space such as parks and corridors with privately developed open space that helps complete linkages and organize development within the Town Center.

### Guidelines

- a. *Primary public gathering spaces such as the North-South Streetscape and Idlewild Park should be utilized to bind various private and public spaces into cohesive interrelated districts wherever possible. Gathering spaces should encourage an environment where pedestrians are comfortable, safe, and promote walkable opportunities within and adjacent to the Town Center.*
- b. *Gathering spaces should be used to enhance the value and amenity of surrounding development. Left over,*

*inaccessible, or non-usable space should be avoided to the greatest degree practicable.*

- c. *Developments shall not orient parking areas, or rear, blank or service dominated facades towards gathering spaces. Facades facing an organizing feature shall be of at least comparable architectural quality to other primary building facades.*
- d. *Private and public gathering spaces should be embedded into lot and block patterns and may be of a wide variety of sizes including small “pocket” plazas. Lot and building frontages on public and private common areas are strongly encouraged. As long as street frontage and access is maintained, rear yards facing open spaces are strongly discouraged.*
- e. *Smaller urban gathering areas should be accessible, well lit, and maximize visibility into the area from adjacent streets.*
- f. *Buildings adjoining a gathering space shall include an entry that is visible and convenient to the common area. Such entry shall be connected to a public sidewalk by a direct route.*
- g. *Gathering spaces should be used as a focus for related or complementary developments, particularly uses that include pedestrian activities. Introduction of public art is encouraged to promote people gathering and social interaction.*

## 5. Gateways

### Goal

To provide distinctive identity that reflects the urban character of the Town Center and serves as key elements to the transit system.

- a. *Implement gateway elements at key locations within the Mixed-use district so that vehicular and pedestrian transit can efficiently find their destination.*
- b. *The character and quality of gateways shall clearly identify*



Figure 46: Provide auto-free gathering areas.



Figure 47: Varied architectural design within a complementary palette.

- each of the districts as landmarks within the Town Center Area.
- c. Gateways shall be consistent with materials being used within the Town Center and shall be located along public streets.
  - d. The gateway elements shall also be consistent with the overall Eden Prairie Major Center Area study way finding system.

## B. Buildings

### Goal

It is not the intent of these guidelines to impose a particular style or styles upon new development or construction within the Town Center district. The guidelines have been developed to encourage creativity and diversity of design and construction in a controlled way that promotes the creation of distinctive features not now repeated elsewhere within the community. These distinctive features and characteristics will contribute to the character of the Town Center and establish its identity within the community.

#### 1. Building Scale and Mass

### Goal

To establish base parameters for building proportioning both vertically and horizontally. The Mixed Use district will require a building bulk reduction above four floors in height as well as establishing façade articulation for the ground floor resulting in a balance of surface and openings.

### Guidelines

- a. For building structures located along street frontages, buildings should maintain a modest scale, with a multi-function or façade expression preferred over a single-story

structure.

- b. Architectural detailing should contribute to the multi-story expression, and to achieving the sense of relatively small scale for these structures.
- c. All building structures should conform in some way with other existing structures in the immediate vicinity. This can be accomplished through the repetitive use of:
  - ▶ Canopies, roof forms, columns, recesses, and others
  - ▶ Architectural treatment of windows and doors
  - ▶ Detailing of facades; use of pilasters, banding of masonry, stone bases, and others
  - ▶ Similar or complementary building materials
  - ▶ Similar or complementary use of color on facades and in signage
- d. Exterior building design that leads to the overall appearance of multiple structures, storefronts, and tenants is encouraged. Building façade width should not exceed the greater of 24 feet or the building height without some form of façade articulation that visually breaks the building into smaller parts.
- e. Multi-tenant buildings located along public street frontages should not exceed 200 feet in length without a break to allow pedestrian access between the front (street) and rear (parking) sides of the building.

#### 2. Building Form and Facade

### Goal

To set a framework and encourage design diversity of building components as materials, fenestration, and building form come together to establish a unique town center identity.

### Guidelines



Figure 48: Example of multi-story Main Street frontage.

- a. For multi-use buildings, facades should include multiple changes in building materials, parapet heights, fenestration, and other elements which create variety in the building façade.
- b. Structures located adjacent to public streets with parking on the “back” side should have customer access from both sides of the building, and should have the street side as the primary side with respect to storefront window area.
- c. For ground-level retail and commercial uses, primary storefronts should include at least 60% of the storefront area in transparent windows or doors.
- d. For secondary storefronts, on side or rear faces of retail and commercial uses, transparent door and window area may be reduced to 20% of the total ground level storefront area.
- e. Office, restaurant, and retail or commercial uses located on upper levels of structures may utilize lesser amounts of door and window area as appropriate to the interior use of the structure.
- f. When new development is larger in height and mass than the existing context, building mass shall be varied through changes in wall plane and building height.
- g. Buildings should be designed to sit comfortably within the broad landscape context while reinforcing the Town Center character of streets and open spaces. The following techniques may be used:
  - ▶ Providing shifts in building massing, variations in height, profile and roof form, while maintaining formal relationships of building placement to public street frontage.
  - ▶ Minimizing long expanses of wall at a single height or in a single plane.
  - ▶ Varying floor heights to follow natural grade contours.
- h. Buildings shall be designed to provide human scale, interest and variety. The following techniques may be used.
  - ▶ Variation in the building form such as recessed or projecting bays.
  - ▶ Expression of architectural or structural details.
  - ▶ Diversity of window size, shape or patterns that may relate to interior functions.
  - ▶ Windows recessed, not less than 4”, behind primary wall plane.
- i. Emphasize building entries through projecting or recessed forms, detail, color or materials. Vary materials, material modules, use of expressed joints and details, surface relief, color, and texture to break up large building forms and wall surfaces. Such detailing could include sills, headers, belt courses, reveals, pilasters, window bays and similar features.
- j. Uses that include non-pedestrian or auto-oriented uses, including garage entries, service bays or similar functions shall be orientated away from primary street frontage placing active, populated functions toward the street.
- k. Sites and buildings should be designed with an understanding of their role in meeting the overall Town Center planning goals, such as providing edges or enclosure to streets and open space, creating linkages and gateways, reinforcing pedestrian connections, as well as framing or terminating views.
- l. Developments should provide as much street orientated building frontage and activity as possible on all street frontages.
- m. Consistent setbacks should be maintained for all pedestrian oriented uses with frontages in order to reinforce the scale and character of the street and to facilitate the ease of pedestrian circulation between uses.
- n. Variations of massing, fenestration, materials, color and detail should be combined and interrelated to create effective expressions of human scale. The highest level of detail should occur adjacent to areas of pedestrian activity.
- o. Balconies and terraces should be incorporated into



Figure 49: Building facade visual articulation.



Figure 50: Varied roof top treatment.

vertical and horizontal shifts in building massing wherever possible

### 3. Building Roof Design and Rooftop Screening

#### Goal

To encourage the inclusion of the roof and roof screening elements to be thoughtfully incorporated to the overall building design.

#### Guidelines

- a. A variety of roof styles, heights, and materials is encouraged as part of creating variety within the project area.
- b. Repetition of some roof forms utilized in residential areas of the project is encouraged as a way to provide for some common, consistent elements throughout the project.
- c. For multi-use structures requiring façade articulation, variation in parapet height, materials and detailing is recommended as one approach for creating variety.
- d. In order to promote consistent street character and form, developments of significantly different scale shall not face each other across a local street.
- e. Infill buildings shall be located and designed to align or approximately align with previously established building/sidewalk relationships.
- f. Roofs should not be designed as attention-getting devices related to the reinforcement of signage or as an identifiable corporate image.
- g. The design of the roof form and other related elements such as roof material, color, trim and lighting should be an integral part of the architecture.
- h. Expression of architectural or structural bay through a change in plane no less than 8 inches in width, such as an offset, reveal, or projecting rib.
- i. Rooftop mechanical equipment, including satellite dishes and antennas, shall be screened from the view of public



Figure 51: Repetition at roof forms in residential areas.

streets and open space. Screening shall be of a material similar in quality and appearance to other areas of the building façade.

- j. Special consideration should be given to the 'roof-scape' of new buildings which can be viewed from adjacent structures that are higher in elevation. The roof of each building should be designed as important, integral facades of each structure. Screening and placement of mechanical equipment, rooftop access, and ventilation should be carefully integrated into the view-shed of the roof plane as seen from above.

### 4. Building Materials

#### Goal

To provide a palette of acceptable building materials and their appropriate use that contributes to the identity of the district.

#### Guidelines

- a. Primary building materials for non-residential structures should include brick, stone, cast stone, or pre-cast concrete panels with exposed aggregate, banding, texturing, or other similar decorative finish treatment.
- b. Accent materials may include a variety of finished architectural metals, metal curtain wall systems, stucco, wood lap siding and/or shakes, shingles and shakes as a roofing material, and fabrics for canopies or awnings.
- c. Synthetic materials that adequately duplicate natural materials may be acceptable.
- d. Primary building colors should be muted earth tones.
- e. Accent colors should harmonize with, and complement primary colors. Use of color accents should be understated or reserved; garish use of color should be avoided.
- f. The following building materials are prohibited:
  - ▶ Reflective glass
  - ▶ Unpainted galvanized metal

- ▶ Unfinished, or clear finished wood
  - ▶ Unfinished “green-treated” lumber
  - ▶ Plain or unpainted concrete block or cast-in-place concrete
  - ▶ Painted concrete block, except on the rear side of a structure where the material is screened or visible only from a distance
  - ▶ Prefabricated or “tilt-up” concrete panels with standard smooth or raked finish, whether painted or unpainted.
  - ▶ EFIS (Exterior Insulating Finish Systems) is not permitted, for any component, on the principle façade of the building.
- g. *High quality, durable materials should be included in street facing facades. A variety of durable materials that also provide scale and detail should be incorporated throughout, particularly close to pedestrian areas, near streets and plazas.*
- h. *Changes in material should generally occur at inside corners or where the transition is accommodated through an architectural detail such as a cap or belt course.*
- i. *Material scale and detail may be provided through careful detailing and relief, as well as a variation of color, texture and module.*
- j. *The use of brick, architectural block or stone masonry veneer should adhere to the following guidelines:*
- ▶ Use of masonry where it can be seen as a thin veneer, such as an exposed brick edge at an outside corner, should be avoided.
  - ▶ Use of masonry should be allocated to maintain an appearance of mass and closure such as continuing around an entire building base or all sides of a smaller projecting bay, rather than spread thinly across a single façade which makes

its absence on other facades more evident.

- ▶ Transitions between masonry and other material should occur either at horizontal features such as floor lines and sills or vertically at inside corners.
  - ▶ Details such as sills, belt courses, water table courses should be used where material transitions occur across horizontal divisions.
  - ▶ Masonry should be used to add scale and detail through patterning and relief.
- k. *Natural wood or wood paneling shall not be used as a principle exterior wall cladding system. Durable synthetic materials with the appearance of wood may be acceptable. Common CMU and tilt-up concrete construction is discouraged.*
- l. *Glazing within a façade which adjoins a public street, pedestrian walk or bikeway should be generally transparent as viewed from the exterior during daylight hours.*
- m. *Large walls of glass should incorporate a variety of mullion patterns, bay dimensions, glass types, or detailing to provide human scale. Glass should recess behind the plane of the primary façade surface and prominent mullion systems. To provide large monolithic, flush glass walls is strongly discouraged.*
- n. *Synthetic stucco or EIFS (Exterior Insulating Finish Systems) shall not be permitted for use as an exterior cladding on a building’s ground floor or principle façade, or within 2 feet of the head or jambs of any exterior building entry (vehicular or pedestrian).*
- o. *Synthetic stucco or EIFS shall be provided with all necessary subsurface ventilation and drainage to prevent deterioration of finish or structure.*
- p. *Reflective glass whose percentage of outdoor, visible light reflectivity is greater than 19% or having a transmittance factor of less than 60% shall not be used.*
- q. *Each change of material shall involve a minimum 1-1/2” variation in wall plane. Reveals shall be not less than 1” deep and 1” wide.*



Figure 52: Example of use of masonry to maintain an appearance of mass and closure.



Figure 53: High quality, durable materials should be included in street facing facades.



Figure 54: Use of awnings, trellis, arcades, or sign panels as elements to separate building levels are encouraged.

r. Samples of all exterior building materials shall be submitted for review and approval by the City of Eden Prairie as part of the required Final Site Plan review and approval.



Figure 55: Details such as sills, belt courses, water table courses should be used where material transitions occur across horizontal divisions.



Figure 56: Mixed-Use district elevation and cross section example.

The following represent a range of qualities or 'palette' that all development within the Eden Prairie Town Center District will in some form or another reflect. The development of this 'pattern language' is critical to the harmonious association of things both physical and narrative in the creation of this unique place.

The images form a pattern which is both a summary of the language of the place and an index. If one looks through the images and finds a theme that conjoins one group of patterns to one another one will get an overview of the whole language. Once one registers the overview, you will be able to find the patterns which are relevant to each project and subsequent project thereafter. The images form a 'base map' from which you can make a language for your own project by choosing patterns which are most useful and relevant.

This language, like English, can be a medium for prose, or a medium for poetry. In an ordinary sentence, each word has one meaning, and the sentence too, has one simple meaning. In a poem, the meaning is far more dense. Each word carries several meanings, and the sentence as a whole carries an enormous density of interlocking meanings, which together illuminate the whole. The same is true for pattern languages. It is possible to make buildings and landscape by stringing together patterns in a rather loose way. A place made by this is an assembly of patterns. It is not dense. It is not profound.

But it is also possible to put patterns together in such a way that many patterns overlap in the same physical space, it has many meanings captured in small space, and through its density, it becomes profound. This kind of density creates illumination, making identities between things whose identity we have not understood before.\*

\* loosely paraphrased and modified from excerpts 'A Pattern Language' by Christopher Alexander



Figure 57: Mixed-Use district streetscape and building section example.





Figure 58: Mixed Use District - Materials palette



Figure 59: Example of water conserving technologies and practices.



Figure 60: Example of rainwater gardens and landscaping that does not require permanent irrigation.



Figure 61: Example of energy efficient building components.

## 5. Green Buildings

The City of Eden Prairie is seeking to integrate sustainable design practices into future development in the Town Center area. While LEED (Leadership in Energy and Environmental Design) certification is not a requirement of new construction, it is a desirable goal. The following are a core set of guiding principles, patterned after the LEED certification process, that establish a framework for future development and a reference tool for green design to help design teams, developers, and owners determine green project goals and identify green design strategies.

### Goal

To achieve the environmental, economic, health, and safety benefits of green design and sustainable development practices.

### Guidelines

Town Center's buildings and sites should be designed and built to:

- a. *Take advantage of public transportation and make the site convenient for bicycle users and pedestrians to reduce automobile use and its pollution.*
- b. *Minimize the footprint of the building.*
- c. *Orient buildings to maximize the positive aspects of solar gain and renewable energy.*
- d. *Reduce heat islands and minimize light pollution.*
- e. *Reduce potable water consumption for irrigation.*
- f. *Use landscaping that does not require permanent irrigation systems.*
- g. *Reduce the potable water use for building sewage conveyance through the use of water conserving technologies and practices.*
- h. *Utilize day lighting and passive heating and cooling to*

*reduce energy consumption.*

- i. *Verify that the building's energy related systems are installed and perform according to design requirements.*
- j. *Establish a minimum level of energy efficiency complying with corresponding ASHRAE (American Society of Heating, Refrigerating and Air-Conditioning Engineers) provisions.*
- k. *Reduce ozone depletion through zero use of CFC (Chlorofluorocarbon) based refrigerants.*
- l. *Optimize energy performance of building components.*
- m. *Encourage and recognize increasing levels of renewable technologies.*
- n. *Be designed to be adaptable to new uses, with materials can easily be reclaimed at the end of their useful life.*
- o. *Encourage the use of grid-source, renewable energy technology on a net zero pollution basis.*
- p. *Provide an accessible area that serves the building dedicated to the collection and storage of materials for recycling.*
- q. *Maintain and re-purpose existing building components such as structure window assemblies and roofing.*
- r. *Use non-toxic materials, paints, and finishes to enhance indoor air quality.*
- s. *Recycle and/or salvage non hazardous construction debris.*
- t. *Use salvaged, refurbished, or reused materials and materials with recycled content.*
- u. *Use materials that have been extracted, recovered, or manufactured locally - within 500 miles of the project site.*
- v. *Use rapidly renewable building materials.*

## 6. Building Entries

### Goal

To encourage, within this framework, the creative integration and hierarchy of building entries that relate

to human scale events differentiated from upper level building components.

## Guidelines

a. *Ground level of multi-level structures should be distinguished from upper levels in order to relate to pedestrians and provide for human-scale elements through use of the following techniques:*

- ▶ Change in primary building materials at the ground floor level.
- ▶ Additional architectural detailing, such as special brick patterns or shapes, brick corbels, or brick quoins.
- ▶ An intermediate cornice line separating building levels
- ▶ Use of awnings, trellis, arcades, or sign panels as elements to separate building levels
- ▶ Special window details such as transom windows or recessed heads to separate levels

b. *Building entries should be designed as unique elements for each business in a multi-tenant structure to reinforce variety and importance of the relationship of ground level uses to sidewalk and street areas. Building entries should be encouraged to include:*

- ▶ Special detailing in entry area doors and windows
- ▶ Architectural elements such as canopies, columns, or cornices
- ▶ Special location such as at a building corner or within a covered recess
- ▶ Highlights based on changes in material or color

c. *Building facades facing arterial streets shall either be the primary pedestrian entry façade or shall be comparable*

*quality in terms of architecture, materials and detailing.*

- d. *Primary building entries shall be visible from and connected to the street sidewalk by the most direct route practical. Corner buildings need only provide public entry on one street oriented façade.*
- e. *Grounds floor residences that adjoin a public street or open space should provide direct resident access to the public street or open space.*
- f. *Emphasize building entries through projecting or recessed forms, detail, color or materials.*
- g. *All pedestrian active uses with street level, exterior exposure shall provide at least one direct pedestrian entry from the street.*
- h. *Each building should have one or more clearly identifiable “front doors” that address the street.*

## 7. Building Lighting and Utilities

### Goal

To promote the integration of building lighting strategies that accentuate key building components.

### Guidelines

- a. *Building lighting should only be used to highlight specific architectural features.*
- b. *Lighting of architectural features should be designed with the intent of providing accent and interest or to help identify entry and not to exhibit or advertise buildings.*
- c. *Architectural accent lighting shall be limited to indirect lighting of architectural features only.*
- d. *No bare bulb or exposed neon lighting shall be used to accentuate building forms or details. Colored accent lighting is not permitted.*
- e. *Service area lighting shall be confined within the service yard boundaries and enclosure walls.*
- f. *No spill-over shall occur outside the service or storage*



Figure 62: Building entries accented for pedestrian use and access.



Figure 63: Unified architectural lighting.



Figure 64: Parking structure hidden and located above retail shops.

area. The lighting source shall not be visible from the street. Lights at service or exit doors shall be limited to low wattage downcast or low cut-off fixtures that may remain on through out the night.

## 8. Building Signage

### Goal

To identify the location of business and residences with signage that is unobtrusive to surrounding residential uses and well integrated with the building and street.

### Guidelines

- a. Signage should be designed with built-in sign bands or locations to accommodate signage that is complementary to the building's architecture, detailing, and materials.
- b. Signs should be compatible with the character of the surrounding district and adjacent architecture in terms of scale, color, materials, and lighting levels.
- c. Signs should be compatible with the architectural characteristics of the buildings on which they are placed in terms of scale, proportion, color, materials, and lighting levels.
- d. Signs should be expressive of the residence for which they are displayed.
- e. Signs should be creative in the use of two and three-dimensional forms, iconographic representation, lighting and graphic design, including the appropriate use of color, pattern, typography and materials.
- f. Signs should be constructed with high quality, durable materials.

## C. Parking and Service Areas

While parking and service are important development elements for a functional and successful Town Center, they should not be seen from the public view. Parking and services areas should be located and designed to



Figure 65: Detail of parking garage entrance.

insure buildings and pedestrian areas are the focus of the district.

## 1. Parking

### Goal

Parking is necessary to support the development but should be hidden from public view except for on-street parking spaces. The use of parking structures located behind primary buildings or beneath the building are required in the Mixed-Use District.

### Guidelines

- a. Surface parking except for on-street parking is not allowed. Parking in the Mixed-Use District shall be provided in parking structures, located behind or beneath primary buildings.
- b. Structured parking should be located adjacent to, or within building massing.
- c. Where parking structures must be developed alongside the street a liner of commercial use (retail or restaurant) should be incorporated into the ground level of the structure and the entire street side façade of the parking structure should be architecturally treated so as to blend in with the surrounding building facades.
- d. Parking should be accessed from the rear of parcels if possible. If not possible, the entrance to parking from the street should be designed as part of the rhythm of storefront, but not in such a way that it becomes a hazard for pedestrians.
- e. When necessary, such driveways should be minimized in width and provide good visibility of pedestrians from vehicles using the driveway. A change in material for the sidewalk should be utilized to indicate or warn pedestrians where the access to parking is located.
- f. The entrance to parking facilities should be located on secondary streets, not along the primary "Main Streets".

- g. *Shared parking supplies should be promoted in the Mixed-Use District.*
- h. *The overall parking supply should be managed to meet the needs of both short and long term users.*
- i. *Parking facilities should meet Americans with Disabilities Act accessibility requirements.*
- j. *Locate mechanical equipment out public view.*
- k. *Design and plan for adequate lighting levels for auto and pedestrian safety, while minimizing disturbance of light pollution to adjacent land uses.*
- l. *Design parking structure lighting to prevent visibility of light source and reduce glare from inside and outside the garage.*
- m. *Design parking garages to minimize impacts of vehicle headlights on residential units.*
- n. *Consider incorporating landscape or other screening devices into the parking structures.*

## 2. Service, Delivery and Storage Areas

### Goal

Minimize the visual impact of service, delivery, and storage areas from public view. Strategic placement and screening of these areas is encouraged.

### Guidelines

- a. *Locate loading docks and service areas so that views from adjacent properties, streets, open spaces and pathways are minimized.*
- b. *Where feasible, utilize landscape and architectural screening devices to minimize visual impacts of service, delivery and storage areas.*
- c. *Use signage to clearly identify service entrances to discourage the use of main building entries for service deliveries.*
- d. *Locate ground level loading docks and service areas to be*

*compatible with upper level residences.*

## D. Signage

### Goal

Signage design in the Mixed-Use District should provide identity, direction and information while maintaining a visual connection and continuity to its urban setting. The type of sign used and its particular design should perform its primary role and reinforce the image and identity of the Town Center District and be scaled and oriented to pedestrians as opposed to auto-oriented.

### Guidelines

- a. *Signs should be integrated into the architecture of the building and not overwhelm the scale of the building or the sense of pedestrian orientation desired within the district.*
- b. *Catalog sign elements such as backlit signs, awning signs, and internally illuminated cabinet signs should be discouraged.*
- c. *Flush-mounted or blade signs should be permitted to identify buildings and/or tenants within a building.*
- d. *Signage that projects from the building should not exceed four square feet and be mounted at least ten feet from grade to minimize conflicts with pedestrian movement.*
- e. *Signage should be constructed of high quality, durable materials.*
- f. *Signage lighting should cast subtle light onto the sign object. Conceal the light source from view.*
- g. *Neon signage should not be allowed.*



Figure 66: Example of artistically designed blade signage.



Figure 67: Example of wall mount tenant signage.

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# Commercial District

The Town Center will include commercial uses including community retail, entertainment, restaurant, services, hospitality and lodging located within the Commercial District (see key plan). These uses are vital to the economic sustainability of the Town Center and provide day and nighttime activity. Community retail uses in the Town Center are likely to be higher intensity (multi-story buildings) compared to community retail located outside the Town Center. These uses are located adjacent to the Mixed-Use District and south of Singletree Lane. Community retail uses may include an array of shops and services to serve the residents, employees and visitors of the Town Center. Restaurants, entertainment and lodging uses are an important local and regional attraction. The location of these uses provides a unique opportunity to capitalize on views and access to Lake Idlewild. The following guidelines are intended to guide development within the Commercial District.

## A. Site Development

### Goal

Site development in the Commercial District should

support a pedestrian-friendly public environment, provide interest and encourage activity on sidewalks and public spaces.

### Guidelines

- Require ground level uses, such as retail shops and restaurants, that promote pedestrian activity and interest.
- Multi-story buildings with multiple uses and tenants should be encouraged over single-story, single use/tenant building development.
- The scale and character of buildings should reinforce the sense of a complete place and identifiable commercial district.

## 1. Building Placement and Setbacks

### Goal

Promote the development of commercial buildings that define and contain the street space and other public spaces, create a sense of the street as a “place”, reinforce the urban character of the district, and encourage pedestrian-oriented activity on the streets, sidewalks and public spaces.



Figure 67: Commercial District.



Figure 68: Example of multi-story retail.

## Guidelines

- a. Buildings should be placed to occupy the street edge to the greatest degree possible.
- b. Encourage recessed spaces for front door entries, outdoor dining and sales areas or plazas intended to invite pedestrian activity.
- c. Building corners at primary intersections should be treated as prominent features, taking advantage of the opportunity to create a unique district identity by incorporating exciting entrances and architectural features.
- d. Buildings should have their primary axis orientation perpendicular or parallel to the street they front. Primary building facades should be parallel to the sidewalk (right-of-way).
- e. The ground floor uses in buildings should include retail or restaurant uses to encourage pedestrian activity.
- f. Minimize gaps and openings between buildings in order to maintain continuity of the pedestrian environment.
- g. While some exceptions may be necessary, parking areas should be located behind primary buildings to encourage continuity of building uses that front streets and support pedestrian activity along the street.

## 2. Streetscape

### Goal

Primary emphasis for development should be to create a streetscape environment that invites pedestrian activity and provides outdoor gathering, dining and shopping spaces.

### Guidelines

- a. Provide gracious sidewalk width to invite pedestrian activity.
- b. Install street trees at regular intervals to frame the street, provide shade and a consistent character along the street edge.



Figure 69: Example of architectural corner detail.

- c. Provide pedestrian scaled street lighting that meets all safety and design criteria, while creating a distinct identity for the district.
- d. Provide site furnishings such as benches, trash receptacles and bicycle racks at regular intervals.
- e. Pavement materials should be attractive, durable and low maintenance.
- f. Maximize the amount of usable sidewalk space by utilizing tree grates or unit pavers at the base of street trees, particularly on streets near the Mixed-Use District.
- g. Incorporate plantings that emphasize year round interest in planting beds and/or planting pots.
- h. Ornamental fencing may be used to separate outdoor dining from pedestrian movement.
- i. Signage and banner graphics should be well designed and coordinated with district graphics.
- j. Sidewalks and trails shall provide continuing and excellent connections to the Mixed-use district.



Figure 70: Example of commercial street character.



### 3. Landscaping

#### Goal

Landscaping and the use of plant materials should be encouraged throughout the Commercial District to reduce the amount of impermeable surfaces and the visual impact of parking areas, enhance the overall aesthetic experience, and integrate the built environment with the natural landscape.

#### Guidelines

- a. *Public spaces, streetscapes, plazas and parking areas should incorporate ornamental and shade trees, planting beds, and potted plants with plant materials that emphasize seasonal color and change.*
- b. *Landscaped plazas and courtyards are encouraged.*
- c. *Hardy plant species should be chosen for resistance to extremes in climate change, road salt, and disease.*
- d. *Parking, outdoor storage, service areas, utility structures and other objectionable views should be buffered with plantings.*
- e. *Where possible, encourage landscaped connections between private and public amenities and spaces.*
- f. *Use of low maintenance (native) plant materials is generally encouraged.*
- g. *Utilize tree and shrub masses in and around parking areas to reduce air pollutants.*
- h. *Increase storm water permeability where possible by creating planted rain gardens for storm water infiltration.*

### 4. Gateways

#### Goal

To provide distinctive identity that reflects the urban character of the Town Center and serves as key elements to the transit system.

- a. *Implement gateway elements at key locations within the Commercial district so that vehicular and pedestrian transit can efficiently find their destination.*
- b. *The character and quality of gateways shall clearly identify each of the districts as landmarks within the Town Center Area.*
- c. *Gateways shall be consistent with materials being used within the Town Center and shall be located along public streets.*
- d. *The gateway elements shall also be consistent with the overall Eden Prairie Major Center Area study way finding system.*

## B. Buildings

#### Goal

It is not the intent of these guidelines to impose a particular style or styles upon new development or construction within the Town Center district. The guidelines have been developed to encourage creativity and diversity of design and construction in a controlled way that promotes the creation of distinctive features not now repeated elsewhere within the community. These distinctive features and characteristics will contribute to the character of the Town Center and establish its identity within the community.

### 1. Building Scale and Mass

#### Goal

To establish base parameters for building proportioning both vertically and horizontally. The mixed use district will require a building bulk reduction above four floors in height as well as establishing façade articulation for the ground floor resulting in a balance of surface and openings.



Figure 71: Pedestrian movement and restaurant



Figure 72: Water is a desired feature.



Figure 73: Example of landscape treatment and integration of stormwater treatment.



Figure 74: Pedestrian scale environment.



Figure 75: Ground level interest and varied materials.

## Guidelines

- a. Commercial and retail structures in this setting should provide for customer access on both the public sidewalk side toward the street, and on the opposite side which will typically be adjacent to the required off-street parking.
- b. Larger retail and commercial buildings should be located so that shared parking can be used to serve larger users, and the smaller retail shops and commercial structures located along the public street frontage.
- c. All building structures should conform in some way with other existing structures in the immediate vicinity. This can be accomplished through the use of:
  - ▶ Canopies, roof forms, columns, recesses, and others
  - ▶ Architectural treatment of windows and doors
  - ▶ Detailing of facades; use of pilasters, banding of masonry, stone bases, and others
  - ▶ Similar or complementary building materials
  - ▶ Similar or complementary use of color on facades and in signage
- d. Exterior building design that leads to the overall appearance of multiple structures, storefronts, and tenants is encouraged. Building façade width should not exceed the greater of 24 feet or the building height without some form of façade articulation that visually breaks the building into smaller parts.
- e. Single-tenant buildings may have more uniform facades, but should still incorporate architectural design elements that break down any building face into parts that are proportional to the overall size of the structure.

## 2. Building Form and Facade

### Goal

To set a framework and encourage design diversity of

building components as materials, fenestration, and building form come together to establish a unique Town Center identity.

## Guidelines

- a. Structures located adjacent to public streets with parking on the “back” side should have customer access from both sides of the building, and should have the street side as the primary side with respect to storefront window area.
- b. For commercial/retail structures building facades should include multiple changes in building materials, parapet heights, fenestration, and other elements which create variety in the building façade.
- c. For ground-level retail and commercial uses, primary storefronts should include at least 60% of the storefront area in transparent windows or doors.
- d. Single-tenant, commercial uses may locate in structures with lesser amounts of windows and doors at the ground level of the front side of the structure containing the use. However, storefront window area should be maximized in the areas around primary entrances, exits, lobbies, and customer check-out and pick-up areas.
- e. Office, restaurant, and retail or commercial uses located on upper levels of structures may utilize lesser amounts of door and window area as appropriate to the interior use of the structure.
- f. When new development is larger in height and mass than the existing context, building mass shall be varied through changes in wall plane and building height.
- g. Buildings should be designed to sit comfortably within the broad landscape context while reinforcing the Town Center character of streets and open spaces. The following techniques may be used:
  - ▶ Providing shifts in building massing, variations in height, profile and roof form, while maintaining formal relationships of building placement to public street frontage.

- ▶ Minimizing long expanses of wall at a single height or in a single plane.
  - ▶ Varying floor heights to follow natural grade contours.
- h. No development shall be permitted to organize the placement and orientation of buildings, parking, circulation and service facilities in such a way to treat a primary street as a 'rear' lot line. "Rear" shall be defined to mean a portion of the property lacking public access and containing a predominance of service functions that significantly diminish the architectural or landscape quality of the Town Center.*
- i. Buildings shall be designed to provide human scale, interest and variety. The following techniques may be used.*
- ▶ Variation in the building form such as recessed or projecting bays,
  - ▶ Expression of architectural or structural details.
  - ▶ Diversity of window size, shape or patterns that may relate to interior functions.
  - ▶ Windows recessed, not less than 4", behind primary wall plane.
- j. Emphasize building entries through use of projecting or recessed forms, detail, color or materials. Variations of material, material modules, expressed joints and details, surface relief, color, and texture to break up large building forms and wall surfaces. Such detailing could include sills, headers, belt courses, reveals, pilasters, window bays and similar features.*
- k. Uses that include non-pedestrian or auto-oriented uses, including garage entries, service bays or similar functions shall be orientated away from primary street frontage placing active, populated functions toward the street.*
- l. Sites and buildings should be designed with an understanding of their role in meeting the overall Town Center planning goals, such as providing edges or enclosure to streets and open space, creating linkages and gateways,*

*reinforcing pedestrian connections, as well as framing or terminating views.*

- m. Developments should provide as much street orientated building frontage and activity as possible on all street frontages.*
- n. Consistent setbacks should be maintained for all pedestrian oriented uses with frontages in order to reinforce the scale and character of the street and to facilitate the ease of pedestrian circulation between uses.*
- o. Ground floor retail areas should have windows along sidewalks to create visual interest for pedestrians. All individual retail uses should have visible and direct access from the public sidewalk.*
- p. Variations of massing, fenestration, materials, color and detail should be combined and interrelated to create effective expressions of human scale. The highest level of detail should occur adjacent to areas of pedestrian activity.*

### 3. Building Roof Design and Rooftop Screening

#### Goal

To encourage the inclusion of the roof and roof screening elements to be thoughtfully incorporated to the overall building design.

#### Guidelines

- a. A variety of roof styles, heights, and materials is encouraged as part of creating variety within the project area streetscapes.*
- b. Where commercial structures have flat roofs, any rooftop mechanical equipment or exposed structure should be screened from ground-level view by the building parapet or other acceptable screening device.*
- c. For larger buildings, simple flat roof or parapet profiles are preferred as the predominant roof form.*



Figure 76: Integrated roof treatment.



Figure 77: Screened rooftop equipment.



Figure 78: Accent materials to enhance architectural interest.



Figure 79: The roof of each building should be designed as important, integral facades of each structure.

- d. Building forms and facades should provide an awareness of the activity within the buildings frequent doors and windows oriented toward public streets and open space.
- e. In order to promote consistent street character and form, developments of significantly different scale shall not face each other across a local street.
- f. Infill buildings shall be located and designed to align or approximately align with previously established building/sidewalk relationships.
- g. Roofs should not be designed as attention-getting devices related to the reinforcement of signage or as an identifiable corporate image.
- h. The design of the roof form and other related elements such as roof material, color, trim and lighting should be an integral part of the architecture.
- i. Rooftop mechanical equipment, including satellite dishes and antennas, shall be screened from the view of public streets and open space. Screening shall be of a material similar in quality and appearance to other areas of the building façade.
- j. Special consideration should be given to the ‘roof-scape’ of new buildings which can be viewed from adjacent structures that are higher in elevation. The roof of each building should be designed as important, integral facades of each structure. Screening and placement of mechanical equipment, rooftop access, and ventilation should be carefully integrated into the view-shed of the roof plane as seen from above.

#### 4. Building Materials

##### Goal

To provide a palette of acceptable building materials and their appropriate use that contributes to the identity of the district.

##### Guidelines

- a. Primary building materials for non-residential structures

should include brick, stone, cast stone, or pre-cast concrete panels with exposed aggregate, banding, texturing, or other similar decorative finish treatment.

- b. Accent materials may include a variety of finished architectural metals, metal curtain wall systems, stucco, wood lap siding and/or shakes, shingles and shakes as a roofing material, and fabrics for canopies or awnings.
- c. Synthetic materials that adequately duplicate natural materials may be acceptable.
- d. Primary building colors should be muted earth tones.
- e. Accent colors should harmonize with, and complement primary colors. Use of color accents should be understated or reserved; garish use of color should be avoided.
- f. The following building materials are prohibited:
  - ▶ Reflective glass
  - ▶ Unpainted galvanized metal
  - ▶ Unfinished, or clear finished wood
  - ▶ Unfinished “green-treated” lumber
  - ▶ Plain or unpainted concrete block or cast-in-place concrete
  - ▶ Painted concrete block, except on the rear side of a structure where the material is screened or visible only from a distance
  - ▶ Prefabricated or “tilt-up” concrete panels with standard smooth or raked finish, whether painted or unpainted.
  - ▶ EFIS (Exterior Insulating Finish Systems) is not permitted, for any component, on the principle façade of the building.
- g. High quality, durable materials should be included in street facing facades. A variety of durable materials that also provide scale and detail should be incorporated throughout, particularly close to pedestrian areas, near streets and

- plazas.
- h. Changes in material should generally occur at inside corners or where the transition is accommodated through and architectural detail such as a cap or belt course.*
  - i. Material scale and detail may be provided through careful detailing and relief, as well as a variation of color, texture and module.*
  - j. The use of brick, architectural block or stone masonry veneer should adhere to the following guidelines:*
    - ▶ Use of masonry where it can be seen as a thin veneer, such as an exposed brick edge at an outside corner, should be avoided.
    - ▶ Use of masonry should be allocated to maintain an appearance of mass and closure such as continuing around an entire building base or all sides of a smaller projecting bay, rather than spread thinly across a single façade which makes its absence on other facades more evident.
    - ▶ Transitions between masonry and other material should occur either at horizontal features such as floor lines and sills or vertically at inside corners.
    - ▶ Details such as sills, belt courses, water table courses should be used where material transitions occur across horizontal divisions.
    - ▶ Masonry should be used to add scale and detail through patterning and relief.
  - k. Natural wood or wood paneling shall not be used as a principle exterior wall cladding system. Durable synthetic materials with the appearance of wood may be acceptable. Common CMU and tilt-up concrete construction is discouraged.*
  - l. Glazing within a façade which adjoins a public street, pedestrian walk or bikeway should be generally transparent as viewed from the exterior during daylight hours.*
  - m. Large walls of glass should incorporate a variety of mullion patterns, bay dimensions, glass types, or detailing to provide human scale. Glass should recess behind the plane of the primary façade surface and prominent mullion systems. To provide large monolithic, flush glass walls is strongly discouraged.*
  - n. Synthetic stucco or EIFS (Exterior Insulating Finish Systems) shall not be permitted for use as an exterior cladding on a building's ground floor or principle façade, or within 2 feet of the head or jambs of any exterior building entry (vehicular or pedestrian).*
  - o. Synthetic stucco or EIFS shall be provided with all necessary subsurface ventilation and drainage to prevent deterioration of finish or structure.*
  - p. Reflective glass with a percentage of outdoor, visible light reflectivity greater than 19% or having a transmittance factor of less than 60% shall not be used.*
  - q. Each change of material shall involve a minimum 1-1/2" variation in wall plane. Reveals shall be not less than 1" deep and 1" wide.*
  - r. Samples of all exterior building materials shall be submitted for review and approval by the City of Eden Prairie as part of the required Final Site Plan review and approval.*



Figure 80: Commercial district cross section and elevation example.



Figure 81: Commercial district section and perspective example with hotel.

The following represent a range of qualities or ‘palette’ that all development within the Eden Prairie Town Center District will in some form or another reflect. The development of this ‘pattern language’ is critical to the harmonious association of things both physical and narrative in the creation of this unique place.

The images form a pattern which is both a summary of the language of the place and an index. If one looks through the images and finds a theme that conjoins one group of patterns to one another one will get an overview of the whole language. Once one registers the overview, you will be able to find the patterns which are relevant to each project and subsequent project thereafter. The images form a ‘base map’ from which you can make a language for your own project by choosing patterns which are most useful and relevant.

This language, like English, can be a medium for prose, or a medium for poetry. In an ordinary sentence, each word has one meaning, and the sentence too, has one simple meaning. In a poem, the meaning is far more dense. Each word carries several meanings, and the sentence as a whole carries an enormous density of interlocking meanings, which together illuminate the whole. The same is true for pattern languages. It is possible to make buildings and landscape by stringing together patterns in a rather loose way. A place made by this is an assembly of patterns. It is not dense. It is not profound.

But it is also possible to put patterns together in such a way that many patterns overlap in the same physical space, it has many meanings captured in small space, and through its density, it becomes profound. This kind of density creates illumination, making identities between things whose identity we have not understood before.\*

\* loosely paraphrased and modified from excerpts ‘A Pattern Language’ by Christopher Alexander



Figure 82: Commercial district - Materials palette.



## 5. Green Buildings

The City of Eden Prairie is seeking to integrate sustainable design practices into future development in the Town Center area. While LEED (Leadership in Energy and Environmental Design) certification is not a requirement of new construction, it is a desirable goal. The following are a core set of guiding principles, patterned after the LEED certification process, that establish a framework for future development and a reference tool for green design to help design teams, developers, and owners determine green project goals and identify green design strategies.

### Goal

To achieve the environmental, economic, health, and safety benefits of green design and sustainable development practices.

### Guidelines

Town Center's buildings and sites should be designed and built to:

- a. *Take advantage of public transportation and make the site convenient for bicycle users and pedestrians to reduce automobile use and its pollution.*
- b. *Minimize the footprint of the building.*
- c. *Orient buildings to maximize the positive aspects of solar gain and renewable energy.*
- d. *Reduce heat islands and minimize light pollution.*
- e. *Reduce potable water consumption for irrigation.*
- f. *Use landscaping that does not require permanent irrigation systems.*
- g. *Reduce the potable water use for building sewage conveyance through the use of water conserving technologies and practices.*

- h. *Utilize day lighting and passive heating and cooling to reduce energy consumption.*
- i. *Verify that the building's energy related systems are installed and perform according to design requirements.*
- j. *Establish a minimum level of energy efficiency complying with corresponding ASHRAE American Society of Heating, Refrigerating and Air-Conditioning Engineers) provisions.*
- k. *Reduce ozone depletion through zero use of CFC (Chlorofluorocarbon) based refrigerants.*
- l. *Optimize energy performance of building components.*
- m. *Encourage and recognize increasing levels of renewable technologies.*
- n. *Be designed to be adaptable to new uses, with materials can easily be reclaimed at the end of their useful life.*
- o. *Encourage the use of grid-source, renewable energy technology on a net zero pollution basis.*
- p. *Provide an accessible area that serves the building dedicated to the collection and storage of materials for recycling.*
- q. *Maintain and re-purpose existing building components such as structure window assemblies and roofing.*
- r. *Use non-toxic materials, paints, and finishes to enhance indoor air quality.*
- s. *Recycle and/or salvage non hazardous construction debris.*
- t. *Use salvaged, refurbished, or reused materials and materials with recycled content.*
- u. *Use materials that have been extracted, recovered, or manufactured locally - within 500 miles of the project site.*
- v. *Use rapidly renewable building materials.*



Figure 83: Example of water conserving technologies and practices.



Figure 84: Example of rainwater gardens and landscaping that does not require permanent irrigation.



Figure 85: Example of energy efficient building components.



Figure 86: Public art and signage at building entries.

## 6. Building Entries

### Goal

To encourage, within this framework, the creative integration and hierarchy of building entries that relate to human scale events differentiated from upper level building components.

### Guidelines

a. Ground level of commercial use buildings should provide for human-scale elements through use of the following techniques:

- ▶ Additional architectural detailing, such as special brick patterns or shapes, brick corbels, or brick quoins.
- ▶ Use of awnings, trellis, arcades, or sign panels as elements to separate building level
- ▶ Special window details such as transom windows or recessed heads to separate levels

b. Building entries should be designed as unique elements for each business to reinforce variety and importance of the relationship of ground level uses to sidewalk and street areas. Building entries should be encouraged to include:

- ▶ Special detailing in entry area doors and windows
- ▶ Architectural elements such as canopies, columns, or cornices
- ▶ Special location such as at a building corner or within a covered recess
- ▶ Highlights based on changes in material or color

c. Building facades facing arterial streets shall either be the primary pedestrian entry façade or shall be comparable quality in terms of architecture, materials and detailing.



Figure 87: Pedestrian scale lighting and furnishings.

- d. Primary building entries shall be visible from and connected to the street sidewalk by the most direct route practical. Corner buildings need only provide public entry on one street oriented façade.
- e. Emphasis of building entries through projecting or recessed forms, detail, color or materials.
- f. All pedestrian active uses with street level, exterior exposure shall provide at least one direct pedestrian entry from the street.
- g. Each building should have one or more clearly identifiable “front doors” that address the street.

## 7. Building Lighting and Utilities

### Goal

To promote the integration of building lighting strategies that accentuate key building components.

### Guidelines

- a. Building lighting should only be used to highlight specific architectural features.
- b. Lighting of architectural features should be designed with the intent of providing accent and interest or to help identify entry and not to exhibit or advertise buildings.
- c. Architectural accent lighting shall be limited to indirect lighting of architectural features only.
- d. No bare bulb or exposed neon lighting shall be used to accentuate building forms or details. Colored accent lighting is not permitted.
- e. Service area lighting shall be confined within the service yard boundaries and enclosure walls.
- f. No spill-over shall occur outside the service or storage area. The lighting source shall not be visible from the street. Lights at service or exit doors shall be limited to low wattage downcast or low cut-off fixtures that may remain on through out the night.

## 8. Building Signage

### Goal

To identify the location of commercial businesses with signage that is unobtrusive to surrounding residential uses and well integrated with the building and street.

### Guidelines

- a. Signage should be designed with built-in sign bands or locations to accommodate signage that is complementary to the building's architecture, detailing, and materials.
- b. Signs should be compatible with the character of the surrounding district and adjacent architecture in terms of scale, color, materials, lighting levels.
- c. Signs should be compatible with the architectural characteristics of the buildings on which they are placed in terms of scale, proportion, color, materials, and lighting levels.
- d. Signs should be expressive of the business for which they are displayed.
- e. Signs should be creative in the use of two and three-dimensional forms, iconographic representation, lighting and graphic design, including the appropriate use of color, pattern, typography and materials.
- f. Signs shall be constructed with high quality, durable materials.

## C. Parking and Service Areas

While parking and service are important development elements for a functional and successful Town Center, they should not be dominant land uses seen from the public view. Parking and services areas should be located and designed to insure buildings and pedestrian areas are the focus of the district.

### 1. Parking

### Goal

Parking is necessary to support the development, but should not be the focus of the development from the public view. Wherever possible, parking areas should be located behind primary buildings to support the goal of pedestrian emphasis within the Town Center.

### Guidelines

- a. Structured parking is encouraged. Where feasible, parking in the Commercial District should be provided in parking structures, located behind or beneath primary buildings.
- b. The entrance to parking facilities should be located on secondary streets, not along Singletree Lane.
- c. Shared parking supplies should be promoted in the Commercial District.
- d. The overall parking supply should be managed to meet the needs of both short and long term users.
- e. Parking facilities should meet Americans with Disabilities Act accessibility requirements.
- f. Locate parking structure mechanical equipment out public view.
- g. Design and plan for adequate lighting levels for auto and pedestrian safety, while minimizing disturbance of light pollution to adjacent land uses.
- h. Design parking lighting to prevent visibility of light source and reduce glare.
- i. Parking may be located along the Trunk Highway 212 side of parcels, except at the 212/Singletree Lane intersection.
- j. Consider incorporating landscape or other screening devices into the parking areas and structures.



Figure 88: Structured parking is encouraged.



Figure 89: Shared parking is promoted.



Figure 90: Example of blade signs.

## 2. Service, Delivery and Storage Areas

### Goal

Minimize the visual impact of service, delivery, and storage areas from public view. Strategic placement and screening of these areas is encouraged.

### Guidelines

- a. Locate loading docks and service areas so that views from adjacent properties, streets, open spaces and pathways are minimized.
- b. Where feasible, utilize landscape and architectural screening devices to minimize visual impacts of service, delivery and storage areas.
- c. Use signage to clearly identify service entrances to discourage the use of main building entries for service deliveries.

- d. Signage lighting should cast subtle light onto the sign object. Conceal the light source from view.

## D. Signage

### Goal

Signage design in the Commercial District should provide identity, direction and information while maintaining a visual connection and continuity to its setting. The type of sign used and its particular design should perform its primary role and reinforce the image and identity of the Town Center District.

### Guidelines

- a. Signs should be integrated into the architecture of the building and not overwhelm the scale of the building or the sense of pedestrian orientation desired within the district.
- b. Flush-mounted or blade signs should be encouraged to identify buildings and/or tenants within a building.
- c. Signage should be constructed of high quality, durable materials.



Figure 91: Example of flush mounted sign.

# Residential District 5

The northwest quadrant of the Town Center will have a significant residential focus with rental and for-sale dwellings. Residential development in this area should provide high quality housing, quieter surroundings, and views of the nearby Purgatory Creek Conservation Area and Lake Idlewild. High to medium density residential buildings are envisioned for the Residential District (see key plan). The following guidelines are intended to guide development within the Residential District.

## A. Site Development

### Goal

Site development in the Residential District should create an attractive, urban neighborhood character where multi-story residential buildings are well integrated with the surrounding landscape, respond to topographic changes and maximize views of the Purgatory Creek Conservation Area and Lake Idlewild.

### Guidelines

a. Encourage the development of multi-story residential

*buildings including condominiums, apartments and stacked townhomes.*

- b. *While variety is encouraged, buildings should present a unified scale and character to reinforce the sense of an urban neighborhood.*
- c. *Buildings should be designed to respond sensitively to topographic conditions and capitalize on opportunities to reinforce the variety of topography within the district by varying building height and roof design.*
- d. *Encourage the development of a collection of residential buildings that maximize view opportunities toward the Purgatory Creek Conservation Area for as many units as possible.*

## 1. Building Placement and Setbacks

### Goal

Promote the development of multi-story residential buildings that create an urban neighborhood scale and character for the District.

### Guidelines

- a. *Buildings should be set back a minimum of 10 feet but no more than 20 feet from the public right of way.*



Figure 92: Residential District.



Figure 93: Varied architectural facade and ground level articulation.

- b. The setback area should be utilized for front stoops, building entries, plaza/patio space, landscaping, ornamental fencing and building identity.
- c. Parking areas should be located behind primary buildings to encourage continuity of building uses that contribute to a pedestrian-friendly neighborhood.
- d. Limited visitor surface parking may be used. No surface parking may front on the North-South “Main Street.”
- e. Resident parking shall be in garage car structures within or under the primary building.

## 2. Streetscape

### Goal

Primary emphasis for development should be to create a continuous streetscape environment that is pedestrian-friendly, well-landscaped, and accessible to all who live in the District.

### Guidelines

- a. Provide accessible, continuous sidewalks on all streets to encourage pedestrian circulation and connections to the Mixed-use District.
- b. Install street trees at regular intervals to frame the street, provide shade and a consistent landscaped character along the street edge.
- c. Boulevard areas should be planted with turf grass and/or other attractive, low maintenance groundcovers.
- d. Provide pedestrian scaled street lighting that meets all safety and design criteria, yet reduces light glare onto adjacent residential units.
- e. Provide site furnishings such as benches, trash receptacles and bicycle racks at gathering areas.
- f. Sidewalk pavement materials should be attractive, durable and low maintenance.



Figure 94: Accessible continuous sidewalks.



Figure 95: Enhanced landscaped areas.

## 3. Landscaping

### Goal

Landscaping and the use of plant materials should be encouraged throughout the Residential District to reduce the amount of impermeable surfaces, and the visual impact of parking areas, and integrate the built environment with the natural landscape.

### Guidelines

- a. Public spaces, streetscapes, setback areas and parking should incorporate ornamental and shade trees, planting beds, and potted plants with plant materials that emphasize seasonal color and change.
- b. Landscaped setback areas and entry courtyards are encouraged.
- c. Parking, outdoor storage, service areas, utility structures and other objectionable views should be buffered with plantings.
- d. Encourage landscaped connections between private and public amenities and spaces.
- e. Use of low maintenance (native) plant materials is generally encouraged.
- f. Utilize tree and shrub masses in and around parking areas to reduce air pollutants.
- g. Increase storm water permeability where possible by creating planted rain gardens for storm water infiltration.

## 4. View Corridors

### Goal

Maximize view opportunities of the Purgatory Creek Conservation Area and associated wetlands and to Lake Idlewild from residential buildings.

## Guidelines

- a. Establish key view sheds to natural open spaces including Purgatory Creek Conservation Area and Lake Idlewild.
- b. Orient buildings to maximize views of on and off-site amenities.
- c. Develop residential buildings to step up in height and mass, utilizing grade and topography, such that view potential to these natural features are maximized for as many units as possible.
- d. Organize open spaces, pathways and corridors to take advantage of on and off-site features.

## 5. Gateways

### Goal

To provide distinctive identity that reflects the urban character of the Town Center and serves as key elements to the transit system.

- a. Implement gateway elements at key locations within the Residential district so that vehicular and pedestrian transit can efficiently find their destination.
- b. The character and quality of gateways shall clearly identify each of the districts as landmarks within the Town Center Area.
- c. Gateways shall be consistent with materials being used within the Town Center and shall be located along public streets.
- d. The gateway elements shall also be consistent with the overall Eden Prairie Major Center Area study way finding system.

## 6. Recreational Facilities

### Goal

To provide effective access and to essential and attractive

community services and recreational amenities for residents and families with children within the Residential district.

- a. Provide easy access to appropriately located, designed and landscaped outdoor play areas suited for children of all ages addressing their developmental and play needs.
- b. The recreational facilities shall be design to serve families with children considering a Residential development of 50 units or more.
- c. Play equipment should be chosen to provide children with a variety of experiences. Opportunities for water and sand play are especially important. Provide play places where they can intervene and interact with their environment. Children should also be provided with places for quiet and individual play.
- d. Outdoor play areas should be situated to maximize sunlight access. Adequate artificial lighting should also be provided. The value of some covered play area for rainy days should be considered.
- e. There should be seating provided for adults to facilitate supervision and socialization.
- f. Provision of restroom facilities which are accessible to children from outdoor play areas is encouraged.
- g. Promote the on-site recreation needs and patterns of teens. Provision of outdoor space for informal ball games is encouraged.

## B. Buildings

It is not the intent of these guidelines to impose a particular style or styles upon new development or construction within the town center district. The guidelines have been developed to encourage creativity and diversity of design and construction in a controlled way that promotes the creation of distinctive features not now repeated elsewhere within the community. These distinctive features and characteristics will contribute to the character of the town center and establish its identity within the community.



Figure 96: Porches define the transition between public and private space.



Figure 97: Varied facade treatment and building setback.



Figure 98: Varied facade treatment and building setback.



Figure 99: All building facades are required to incorporate windows or doors.

## 1. Building Volume and Scale

### Goal

To establish base parameters for building proportioning both vertically and horizontally. The mixed use district will require a building bulk reduction above four floors in height as well as establishing façade articulation for the ground floor resulting in a balance of surface and openings.

### Guidelines

- a. Building volume should be broken up with recesses and projections such as porches, balconies, dormers, and bays that are incorporated into the volume of the structure to create variety and variation.
- b. For multi-story residential buildings, no unbroken horizontal building line other than the ridgeline of a roof shall exceed the height of the building.
- c. Building volume should be broken up with multiple roof and ridgelines perpendicular to one another, or offset in such a manner as to avoid single ridgelines on any individual structure.
- d. Building volume should be reduced with façade articulation that creates shadow on the building façade as a method of breaking down the façade into smaller elements. Building trim, windows, doors, entries, overhangs, bays, dormers, and other architectural elements that add facade articulation should be used to accomplish this guideline.
- e. Building scale should be reduced utilizing projections which “step down” toward the public street providing access to the structure. Porches and covered entries, or window bays or “bump-outs at lower levels are particularly effective for accomplishing scale reduction. Appropriate scale-reducing elements are required on all residential structures.

## 2. Building Form and Façade

### Goal

To set a framework and encourage design diversity of building components as materials, fenestration, and building form come together to establish a unique town center identity.

### Guidelines

- a. Building facades should be broken down through the use of elements that create multiple planes in any building face. All exterior building faces should include recessed or protruding trim, windows, doors, entries, overhangs, bays, dormers, and other architectural elements that add facade articulation.
- b. Building façade articulation should occur on all exterior elevations of any structure.
- c. The amount of unfinished, exposed building foundation visible on any exterior façade shall be limited to an area extending upward 18 inches from the finished grade line.
- d. Finished exterior materials shall be applied to all other wall façade areas on exposed basement-level walkout or foundation walls.
- e. Living space below the main building level, such as “walkout” or “lookout” basement space should not be visible from the front side of the structure facing the public street.
- f. Split-entry type structures with a half-level of living space visible from the front of the structure are strongly discouraged.
- g. All entries on the front façade of a residential structure shall be located as part of a recess, covered porch, or other covered entry structure which highlights the entry through façade articulation.
- h. No blank facades without windows or doors are allowed.
- i. To the extent possible, recess the portion of a building façade containing a garage door so as to downplay the importance of the garage door. If garage doors cannot be recessed, then the balance of the building façade should contain sufficient enhancements to draw attention away from the garage door.



- j. All building facades are required to have windows or doors
- k. Window and door style should reflect the architectural style and materials used for the structure.
- l. The head of all windows on any level of a residential structure façade should align. Variation of window height should occur at the bottom, not the top of window openings. Some exceptions for special features in bumpouts or for clerestory or transom windows may be acceptable, but generally this guideline should be strictly adhered to.
- m. To the extent possible entry doors should include features that contribute to a strong architectural definition of the door as part of the building entry. These features should include sidelights, transom windows, columns, pillars, decorative cornices, or other elements which draw attention to the entry and entry door.
- n. Large windows should include mullions between individual window sash, or a combination of mullions and muttuns within a window sash to reduce the size and scale of unbroken expanses of window glass, and to encourage the architectural detailing of windows with multiple lites or panes.
- o. Flat-panel exterior doors and garage doors are discouraged.
- p. Sills and trim are required for exterior windows and doors, and should be large enough and in the proper scale to contribute to the building's architectural theme and style.
- q. The use of exterior trim and architectural details such as corner boards, rake boards, crown moldings, moldings at the junction of soffits and walls, brackets, cornices, columns, and other decorative trim in keeping with the architectural style of a structure is strongly encouraged.
- r. Sliding glass (patio) doors are not allowed on the front side of residential structures.

### 3. Building Roof Design and Rooftop Screening

#### Goal

To encourage the inclusion of the roof and roof screening elements to be thoughtfully incorporated to the overall building design.

#### Guidelines

- a. Roof design shall be accomplished so roofs have multiple peaks or ridgelines occurring at various elevations. Roofs should be designed with sections that are perpendicular or angled to one another to increase the interest and variation in the roof.
- b. Gable roofs are preferred over gambrel, hip, or mansard roofs, which should not be used unless they are integral to a desired unified architectural style.
- c. Roof dormers with gable ends are strongly encouraged; shed dormers should be used on the back sides of roofs, only.
- d. Shed roofs may be appropriate for porch roofs, bay or bumpout roofs, or garage roofs that protrude a limited distance from a building façade.
- e. Deep roof overhangs, and detailing of soffits, fascias, and rake boards are strongly encouraged.
- f. Special consideration should be given to the 'roof-scape' of new buildings which can be viewed from adjacent structures that are higher in elevation. The roof of each building should be designed as important, integral facades of each structure. Screening and placement of mechanical equipment, rooftop access, and ventilation should be carefully integrated into the view-shed of the roof plane as seen from above.

### 4. Building Materials

#### Goal

To provide a palette of acceptable building materials and their appropriate use that contributes to the identity of the district.

#### Guidelines



Figure 100: Roof dormers with gable ends are strongly encouraged.



Figure 101: Durable high quality materials shall be used.

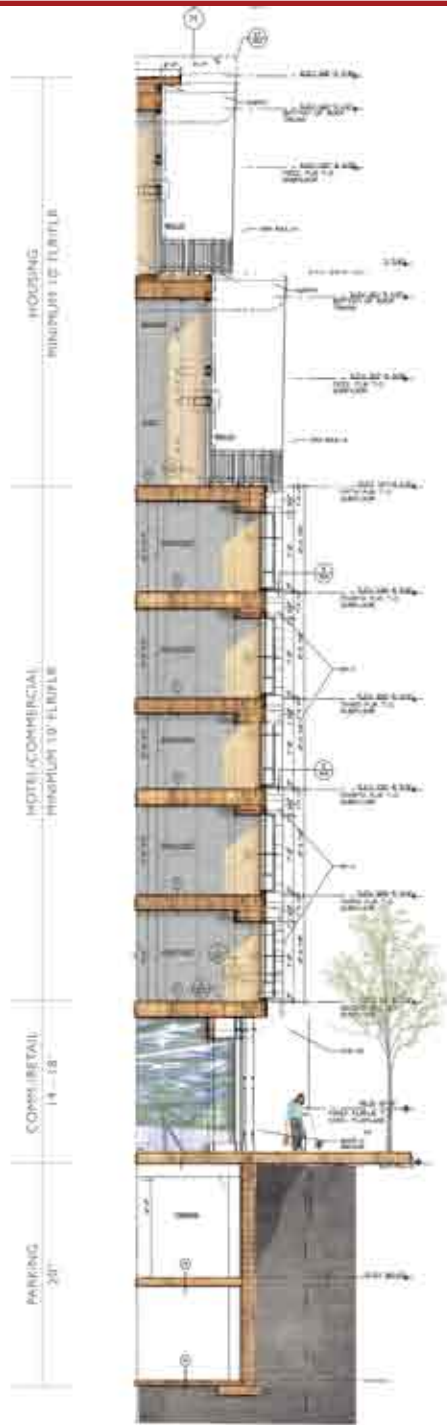


Figure 102: Residential cross section and elevation example - 6 story building setback.





Figure 103: Residential section and perspective example.

The following represent a range of qualities or 'palette' that all development within the Eden Prairie Town Center District will in some form or another reflect. The development of this 'pattern language' is critical to the harmonious association of things both physical and narrative in the creation of this unique place.

The images form a pattern which is both a summary of the language of the place and an index. If one looks through the images and finds a theme that conjoins one group of patterns to one another one will get an overview of the whole language. Once one registers the overview, you will be able to find the patterns which are relevant to each project and subsequent project thereafter. The images form a 'base map' from which you can make a language for your own project by choosing patterns which are most useful and relevant.

This language, like English, can be a medium for prose, or a medium for poetry. In an ordinary sentence, each word has one meaning, and the sentence too, has one simple meaning. In a poem, the meaning is far more dense. Each word carries several meanings, and the sentence as a whole carries an enormous density of interlocking meanings, which together illuminate the whole. The same is true for pattern languages. It is possible to make buildings and landscape by stringing together patterns in a rather loose way. A place made by this is an assembly of patterns. It is not dense. It is not profound.

But it is also possible to put patterns together in such a way that many patterns overlap in the same physical space, it has many meanings captured in small space, and through its density, it becomes profound. This kind of density creates illumination, making identities between things whose identity we have not understood before.\*

\* loosely paraphrased and modified from excerpts 'A Pattern Language' by Christopher Alexander



Figure 104: Residential district - Materials palette.



Figure 105: Residential cross section and elevation example.



Figure 106: Example of water conserving technologies and practices.



Figure 107: Example of rainwater gardens and landscaping that does not require permanent irrigation.



Figure 108: Example of energy efficient building components.

- a. All building facades should include the use of multiple building materials, including clear vision glass and translucent materials, as well as opaque materials.
- b. With the exception of windows, changes in exterior building materials or colors should occur only at horizontal building lines demarcating changes in floor level; at vertical building lines at corners or recesses; or where facades are articulated with protruding or recessed features.
- c. The use of multiple colors within a neighborhood, or on a single structure is strongly encouraged so long as the primary color palette consists of complementary colors.
- d. Primary exterior building colors should be earth tones and muted colors that harmonize with surrounding development. Trim and accent colors should be complementary colors that provide contrast to the primary color through changes in hue or brightness.
- e. Modular siding materials, in most cases, should emphasize building horizontal lines, with horizontal siding materials preferred over vertical siding. Vertical siding, shakes, and shingles used as siding material should be used as accent materials only.
- f. Exposed exterior building materials should be authentic natural material such as brick, wood, stone, cast stone, or stucco. High-quality simulated natural materials (such as vinyl or metal siding) may also be acceptable.
- g. Roofing materials should consist of composition shingles, wooden shakes, or clay or stone tiles. Architectural metal may be used as an accent material only. Metal used as a roofing material must incorporate ribs or standing seams to be acceptable.
- h. The following exterior building materials are prohibited:
  - ▶ Plain, unpainted, or painted concrete block or cast-in-place concrete
  - ▶ Unpainted galvanized metal
  - ▶ Prefabricated or “tilt-up” concrete panels
  - ▶ Corrugated metal, plastic, or fiberglass regardless of color or finish.

- ▶ Vinyl siding
  - ▶ EFIS (Exterior Insulating Finish Systems) is not permitted, for any component, on the principle façade of the building.
- i. Samples of all exterior building materials shall be submitted for review and approval by the City of Eden Prairie as part of the required Final Site Plan review and approval.

## 5. Green Buildings

The City of Eden Prairie is seeking to integrate sustainable design practices into future development in the Town Center area. While LEED (Leadership in Energy and Environmental Design) certification is not a requirement of new construction, it is a desirable goal. The following are a core set of guiding principles, patterned after the LEED certification process, that establish a framework for future development and a reference tool for green design to help design teams, developers, and owners determine green project goals and identify green design strategies.

### Goal

To achieve the environmental, economic, health, and safety benefits of green design and sustainable development practices.

### Guidelines

Town Center’s buildings and sites should be designed and built to:

- a. Take advantage of public transportation and make the site convenient for bicycle users and pedestrians to reduce automobile use and its pollution.
- b. Minimize the footprint of the building.
- c. Orient buildings to maximize the positive aspects of solar gain and renewable energy.

- d. Reduce heat islands and minimize light pollution.
- e. Reduce potable water consumption for irrigation.
- f. Use landscaping that does not require permanent irrigation systems.
- g. Reduce the potable water use for building sewage conveyance through the use of water conserving technologies and practices.
- h. Utilize day lighting and passive heating and cooling to reduce energy consumption.
- i. Verify that the building's energy related systems are installed and perform according to design requirements.
- j. Establish a minimum level of energy efficiency complying with corresponding ASHRAE (American Society of Heating, Refrigerating and Air-Conditioning Engineers) provisions.
- k. Reduce ozone depletion through zero use of CFC (Chlorofluorocarbon) based refrigerants.
- l. Optimize energy performance of building components.
- m. Encourage and recognize increasing levels of renewable technologies.
- n. Be designed to be adaptable to new uses, with materials can easily be reclaimed at the end of their useful life.
- o. Encourage the use of grid-source, renewable energy technology on a net zero pollution basis.
- p. Provide an accessible area that serves the building dedicated to the collection and storage of materials for recycling.
- q. Maintain and re-purpose existing building components such as structure window assemblies and roofing.
- r. Use non-toxic materials, paints, and finishes to enhance indoor air quality.
- s. Recycle and/or salvage non hazardous construction debris.
- t. Use salvaged, refurbished, or reused materials and materials with recycled content.
- u. Use materials that have been extracted, recovered, or

manufactured locally - within 500 miles of the project site.

- v. Use rapidly renewable building materials.

## 6. Building Entries

### Goal

To encourage, within this framework, the creative integration and hierarchy of building entries that relate to human scale events differentiated from upper level building components.

### Guidelines

- a. Residential units with individual exterior entries should be designed with porches, covered recesses, or covered stoop areas to provide a protected building entrance, and to emphasize the importance of the entry as part of the building façade design.
- b. Multi-family structures with shared entries and/or building lobby areas should use similar architectural treatments in scale with the overall size of the structure to call attention to, and emphasize the primary building entry or entries.
- c. Ground level of multi-level structures should be distinguished from upper levels in order to relate to pedestrians and provide for human-scale elements through use of the following techniques:
  - ▶ Change in primary building materials at the ground floor level.
  - ▶ Additional architectural detailing, such as special brick patterns or shapes, brick corbels, or brick quoins.
  - ▶ An intermediate cornice line separating building levels
  - ▶ Use of awnings, trellis, arcades, or sign panels as elements to separate building levels
  - ▶ Special window details such as transom windows



Figure 109: Defined building entries.



Figure 110: Defined residential entry.

or recessed heads to separate levels

d. *Building entries should be designed as unique elements to reinforce variety and importance of the relationship of ground level uses to sidewalk and street areas. Building entries should be encouraged to include:*

- ▶ Special detailing in entry area doors and windows
- ▶ Architectural elements such as canopies, columns, or cornices
- ▶ Special location such as at a building corner or within a covered recess
- ▶ Highlights based on changes in material or color

e. *Building facades facing arterial streets shall either be the primary pedestrian entry façade or shall be comparable quality in terms of architecture, materials and detailing.*

f. *Primary building entries shall be visible from and connected to the street sidewalk by the most direct route practical. Corner buildings need only provide public entry on one street oriented façade.*

g. *Grounds floor residences that adjoin a public street or open space should provide direct resident access to the public street or open space.*

h. *Emphasis of building entries through projecting or recessed forms, detail, color or materials.*

i. *All pedestrian active uses with street level, exterior exposure shall provide at least one direct pedestrian entry from the street.*

j. *Each building should have one or more clearly identifiable “front doors” that address the street.*

k. *All ground-level residential units should include private outdoor living space in the form of a deck, patio, or balcony. A front porch or covered entry should not be construed as meeting the requirement for useable outdoor living space, since it is typically considered to be more public in nature. For unit types with a back-to-back, or front-only configuration (no rear area), this area shall apply to structure end units*



Figure 111: Compatible architectural signage.

only.

- l. *Private outdoor living space should typically be located to the rear of living units that are configured with a more private rear yard area. For unit types with a back-to-back, or front-only configuration (no rear area) patio, deck, or balcony space needs to be designed with sufficient separation and or screening to ensure a reasonable amount of privacy from neighbors and nearby activities.*
- m. *The design of decks and balconies should be integrated with the overall design of the structure.*

## 7. Building Lighting and Utilities

### Goal

To promote the integration of building lighting strategies that accentuate key building components.

### Guidelines

- a. *Building lighting should only be used to highlight specific architectural features.*
- b. *Lighting of architectural features should be designed with the intent of providing accent and interest or to help identify entry and not to exhibit or advertise buildings.*
- c. *Architectural accent lighting shall be limited to indirect lighting of architectural features only.*
- d. *No bare bulb or exposed neon lighting shall be used to accentuate building forms or details. Colored accent lighting is not permitted.*
- e. *Service area lighting shall be confined within the service yard boundaries and enclosure walls.*
- f. *No spill-over shall occur outside the service or storage area. The lighting source shall not be visible from the street. Lights at service or exit doors shall be limited to low wattage downcast or low cut-off fixtures that may remain on through out the night.*

## 8. Building Signage



## Goal

To identify the location of residences with signage that is unobtrusive to surrounding residential uses and well integrated with the building and street.

## Guidelines

- a. Signage shall be designed with built-in sign bands or locations to accommodate signage that is complementary to the building's architecture, detailing, and materials.
- b. Signs shall be compatible with the character of the surrounding district and adjacent architecture in terms of scale, color, materials, lighting levels.
- c. Signs shall be compatible with the architectural characteristics of the buildings on which they are placed in terms of scale, proportion, color, materials, and lighting levels.
- d. Signs shall be expressive of the residence for which they are displayed.
- e. Signs shall be creative in the use of two and three-dimensional forms, iconographic representation, lighting and graphic design, including the appropriate use of color, pattern, typography and materials.
- f. Signs shall be constructed with high quality, durable materials.

## C. Parking and Service Areas

Parking should not be dominant land use seen from the public view. Parking and services areas should be located and designed to insure buildings, landscaping and pedestrian areas are the focus of the district.

### 1. Parking

#### Goal

Wherever possible, parking areas should be located within or behind primary buildings to support the goal

of pedestrian emphasis within the Town Center.

#### Guidelines

- a. Structured parking is encouraged. Where feasible, parking in the Residential District should be provided in parking structures, located behind or beneath primary buildings.
- b. The parking structure entries should not be a prominent building feature facing primary residential streets. They should be located on secondary streets, to the side or behind the primary building.
- c. Locate parking structure mechanical equipment out public view.
- d. Design and plan for adequate lighting levels for auto and pedestrian safety, while minimizing disturbance of light pollution to adjacent residential units.
- e. Design parking lighting to prevent visibility of light source and reduce glare.
- f. Consider incorporating landscape or other screening devices into the parking areas and structures.

### 2. Service, Delivery and Storage Areas

#### Goal

Minimize the visual impact of service, delivery, and storage areas from public view. Strategic placement and screening of these areas is encouraged.

#### Guidelines

- a. Locate service areas so that views from adjacent properties, streets, open spaces and pathways are minimized.
- b. Where feasible, utilize landscape and architectural screening devices to minimize visual impacts of service, delivery and storage areas.
- c. Use signage to clearly identify service entrances to discourage the use of main building entries for service deliveries.



Figure 112: Example of parking beneath building.



Figure 113: Residential scale identity signage.

## D. Signage

### Goal

Signage in the Residential District should be minimized, but where necessary for building identity, signage should provide a visual connection and continuity to the neighborhood setting in a discreet and understated manner.

### Guidelines

- a. *Signs should be integrated into the architecture of the building and not overwhelm the scale of the building.*
- b. *Signage should be constructed of high quality, durable materials.*
- c. *Signage lighting should cast subtle light onto the sign object. Conceal the light source from view.*