

**Major Center Area Task Force Study
Survey Results - December 2004**

1. What positive qualities of characteristics does the MCA present to the community and its market area?

Task Force Members	City Staff
<ul style="list-style-type: none"> • Because of the ring system, more than one-way to get places during high traffic times. • Relatively good access to transit opportunities. (2) • Close proximity to metro road system, with improvements in process. (2) • Concentrated area in terms of intensity of use and density of people. • High quality improvements and market interest for future development. (2) • Fairly stable business environment. • Well developed/landscaped/clean/neat and upscale properties, not after thought buildings. (3) • Prosperous look to Eden Prairie. Reflects community as a whole. • The area has an energy of its own, there are employment opportunities. • The lack of land will limit development insuring existing business good probability of long-term success. • 150 stores in one location -Convenience for banking, shopping, entertainment, retail services. Great job on the redesign! (7) • The EP mall looks very upscale and is a success. (2) • Relatively new construction, safety, handicap accessible. • There is a relative good mix of multi land use, but this might be improved on. Need to look at the location and numbers. • LOCATION, LOCATION, LOCATION 	<ul style="list-style-type: none"> • Strong retail market • Attractive area with park/wetland • Lots of traffic can be good for business • The upgraded mall • Variety of restaurants • Purgatory Creek Recreation Area • Central location within the community • Presence of lakes • Access to regional transportation network • Effective transportation system for those familiar with the area

2. What land use, building or development issues and opportunities need to be considered by the study.

Task Force Members	City Staff
<ul style="list-style-type: none"> • Not much vacant land left for either building or addressing road issues. • Support for mixed-use development opportunities. • When approving the use of a parcel, make sure parking will be accommodating. • We should be more proactive on what is available building and use wise. • As a shopping district - need to have like businesses together with very good roadways for traffic. (2) • New business has to sustain the long-term solution to the temporary problems we now have. (2) • Flow of vehicles, pedestrian, ease of existing entrances. It has to matter with the long-term plan. • Next generation land use plan - where/when? • Re-development on the West side of 212 - across from Eden Prairie Center. • Density! Success of any urban area requires residential living opportunities. • Limited opportunities for incorporating the LRT into the multimodal transportation network. • Way finding off 494 to MCA (2) • Cost benefit analysis of East bound ramp to 212 off 494 • Way finding <u>within</u> MCA to major destinations. • Have we really made MCA pedestrian friendly? When can we do to make people want to walk or ride a bike around MCA? • Would love to see drug stores in the area. • Apparent disproportionate amount of high-density housing within market. • Infrastructure for/from other Western suburbs who do not have a strong business district. • How to integrate parks/recreational facilities with shopping, restaurants, movies. • Ped/Bicycle path around Anderson Lakes. • Redevelop Gelco/NCS Pearson to fit with the residential around it. 	<ul style="list-style-type: none"> • Building density-height • How much retail is enough? • Exterior materials - incorporate new building materials into mix to help create more diversity. • Strong market for commercial - how do we incorporate more? • Parking is limited. • The possible conversion of industrial to commercial throughout the GTA. • The potential location of LRT and its associated parking needs. • The leveling off of EP's population growth and our access to adjoining populations. • Piece-meal development - integration between adjacent development is not always good. • Development that doesn't or is outdated - Wal-mart, gas stations etc., adjacent to TH 212. • From a crime prevention standpoint, good visibility of any retail operations from roadways. This allows officers to detect potential crimes in progress and can prevent crime if would-be perpetrators see us.

3. Identify primary traffic, transit and circulation issues that exist.

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<ul style="list-style-type: none"> • Treat the whole area as a large mall, and put business direction signs on corners. (2) • No major indicators of how to get from point A to point B. Back to where I started from very difficult. (2) • Difficulty giving directions, many get frustrated and find it confusing. (2) • Identify directional finding on how to get on 494 or 212, and major through fares. (2) • Clarity and transit forms, maps and information centers, way finding maps (used at the mall) (2) • Community knowledge for access to transit opportunities and alternatives. • Commuter VS Resident needs • I am not aware of any connection from Southwest Station to EP Center and surrounding area. Might be a good thing to have. • More through roads that cut across the ring area. • 212 from Prairie Center Drive to Technology Drive is very congested and too many long duration signal lights. (2) • There will likely be more synchronized lights. • A forward-looking opportunity for incorporating LRT into the system. • Good and inviting pedestrian connections into the EPC. • Westbound Prairie Center Drive access to Preserve Blvd. and Southbound 212. • Eastbound 494 direct access to 212. • Accessibility from neighboring communities. • Uses should only be allowed to develop based on what is available from a traffic standpoint. • Prairie Center Drive right hand turn lanes are not long enough and causes backups and accident potential. 	<ul style="list-style-type: none"> • Pedestrian connections needed. • Access from Southbound 494 to Flying Cloud Drive. • Access to EP Center. • Main line flow takes too long to get through the area. • Topography and buildings inhibit direct visual view of where you want to go. • Poor access to 494 • East - West movement from one side of study area to the other. • 212 North of 494. It becomes small very quickly. • Lack of roadway continuity • Little to no transit service • Lack of pedestrian facilities • Regional access • Pedestrian crossing Prairie Center Drive from the Library to the Mall area in the hours after school at non-signalized locations.

4. Do parking problems exist within the study area? If so, where and when?

Task Force Members	City Staff
<ul style="list-style-type: none"> • Parking at the restaurants West of 212 off Prairie Center Drive. Often cars are parked on the street. • Lunchtime near restaurants very bad. • There will be issues with the new Best Buy - Redstone currently uses that as employee parking. • Problems seem to exist in the area of Champps, Redstone, Old Chicago all have limited parking and over flow to neighboring businesses. • Certain areas seem over parked while other areas seem under parked. • Lariat Center I conflict with Wendy's/Taco Bell (all lack enough parking) • Outside of Sears, Wildfire parking is getting more crowded, maybe a ramp like Van Maur would help. • Parking is primarily focused upon individual business facilities, with little cross use opportunities. • West side of mall to the South side is too far to walk, especially in inclement weather. • Not any that I am aware of. 	<ul style="list-style-type: none"> • Tower Square and Southwest Metro area during the noontime. • Not that I'm aware of. (2) • Mall during the holidays. • All restaurants, for example Champps, Wildfire, Redstone, etc. (2) • North lot of mall appears under use (opportunity for LRT Park & Ride) • Parking facilities for potential LRT station.

5. What pedestrian or bicycle system improvements should be made?

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<ul style="list-style-type: none"> • More paths- we are not creating a new mode of transportation if we do not encourage walking or biking (Rails to Trails type of program) • Pedestrian access to mall from the corner of Preserve Blvd., and Prairie Center Drive. There is a great deal of fast traffic there from the housing South of there. • What system (paths) is in place? There are a few sidewalks but I cannot remember ever seeing a bicyclist or a walker in the system. (2) • Possible footbridges over 212 to business facilities on West side. (From EP Center) • Underground crossings of Prairie Center Drive, even with lights its scary to cross that road. (2) • Many recent improvements have been made by developers, yet adjacent neighborhoods lack sidewalks or similar tie ins. (2) • Trail around Anderson Lakes - fully around. 	<ul style="list-style-type: none"> • Connections - streetscape • Make connections to the mall • Need a bridge to cross over Prairie Center Drive and 212. • System needs to be completed.

6. Identify aesthetic, visual quality or development character issues and opportunities that currently exist.

Task Force Members	City Staff
<ul style="list-style-type: none"> • Old Chicago, Costco, Southwest Station have great aesthetics. I really like the look - Any new buildings should reflect some type of theme that compliments this. (2) • Tie area together with lighting, plantings/flowers and directional signs. • Some of the buildings simply do not match others in its vicinity. Flag Ship Corporate and the Medical Buildings in that area match. The building between Wal-Mart and Prairie Center Drive seem to be more of a hodgepodge. • Further embrace the lakes and natural resource - amenities around the area. • Think Big! What about large digital signs depicting MCA events? • Opportunities to sell business-advertising access. • Create a cutting edge Las Vegas style "WOW" to the area. • Avoid the old big box type structures. (2) • Many areas (towns, etc) have City provided plantings (landscaping) at major intersections to enhance the overall appeal of area. • Consistent fixture and architecture qualities but need a noticeable element to bring it together. (2) 	<ul style="list-style-type: none"> • Signage, banners, etc. • Lack of public art • Lack of green space • Lack of trees • I would prefer taller, denser development to create a more urban CBD-feel. • More residential in study area needed.

7. What comparative commercial areas or projects exist within the Twin Cities that serve as a model comparative for the MCA?

Task Force Members	City Staff
<ul style="list-style-type: none"> • Centennial Lakes area of Edina (2) • Arbour Lakes is to a certain extent. I think Ridgedale with its secondary retail could be viewed that way. (2) Perhaps Knollwood Mall area - major highways with roads that are more of a wrap around. • Excelsior on Grand - mix of commercial and residential (2) • New development in Blaine along 35. • Hopkins Main Street • Mall of America • The Lakes in Minneapolis • I do not think there is anything much better. Small changes become personal taste. I have lived and worked in MCA for 20 yrs. It is ideal to mix business and personal service needs. • Shakopee - downtown development. • Chanhassen - main street feel. 	<ul style="list-style-type: none"> • Arbour Lakes - Maple Grove (3) • Excelsior & Grand in St. Louis Park (2) • Perhaps downtown Madison, WI - in the manner that lakes are exploited. • 50th & France • Galleria in Edina

8. Identify key stakeholder groups (participants) that should be involved during the MCA planning process.

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<ul style="list-style-type: none"> • EP residences. Not necessarily new to the area - it does take a while to figure out where everything is. • The major employers not in the MCA loop. Their employees need to get around and they need to recruit employees. (3) • Business bankers, venture capitalists. • LRT representatives - transit people • Being able to bring LRT down 494 from Mall of America to EP Center would be huge! • Need to talk to neighborhood groups that live in the MCA and adjacent areas and groups that have the MCA as a destination. (2) • Commuters (office employee's) • Bar/restaurant owners, gasoline owners, grocery owners, center owners, shopping center strip owners. • Higher end retailers/restaurants to understand the demographics they desire. 	<ul style="list-style-type: none"> • Task Force - Residents • We've got them on board. • Southwest Metro • At-large Resident or Two • Not a need for community survey, get feedback at open houses.

9. Describe your long-term vision of an enhanced MCA.

Task Force Members	City Staff
<ul style="list-style-type: none"> • Much the same as the last 20 years. However, traffic patterned out so anyone can maneuver through our area and find their way around. (2) • Redevelopment of area along 212. Addition of restaurant near Valley View Road and Prairie Center. • A densely developed mixed-use area that is full of life and opportunities for residents and visitors for shopping and recreation. • Great traffic and street signage. (2) • Signage that announces city events - Las Vegas style • Signage that allows local retailers to advertise. • Easier accessibility from 494. • Strong viable business district used as regional draw yet providing town center vitality. • Vibrant, durable, well lit with class. • Safety enhanced, handicap access, ease of entrance and exit for shopping. • An area to be modeled after. 	<ul style="list-style-type: none"> • Great access, image, shopping and living environment. • Balance mainline VS cross line traffic flow. • Fly over ramp from 494 to Mall • Parking ramps at the mall to promote more commercial use. • I envision it as the heart of our community. • The center of community related commerce. • Our "downtown"

Other comments:

Task Force Members

- Thank you so much. This is very important to our town. In particular to the MCA, I look at the last 20 + years and know we need some changes to accommodate the times were in as well as where we are going. The future will be great if we plan it. Plan it right the first time. Let us look for positive improvements. Improvements to east of commuting in and around the MCA. Whether it is signing, use of roads, bike and walking paths to anything we might use from other successful towns.
- A statement of area could be made in the winter with lights (holiday) consistently all over the area. Over the holiday, season and our residents would recognize the area as an area. It would help the retail as well. Could be marketed to metro area. This would take many lights however. It might be worth it.
- I am amazed that Sever Peterson can get people to his maze every year and we cannot find Wal-Mart.
- Combine parks, retail and activity sites.
- Combine people shopping with people playing, exercising having fun. Closer to nature or natural settings. In addition, it is important to try to integrate facilities for the arts. It is time for Eden Prairie to have an arts center - something that attracts artists to do/perform/display their work. It has done a lot for Hennepin & Lake, and now NE Mpls.
- FOOD, FOOD, FOOD
- Pursue retailers with a more upscale flair: William Sonoma, Ampersand, Nordstrom's, Marshall Fields, Cooks of Crocus Hill, Pottery Barn, Restoration Hardware.
- Restaurants: Sidney's, Big Bowl