

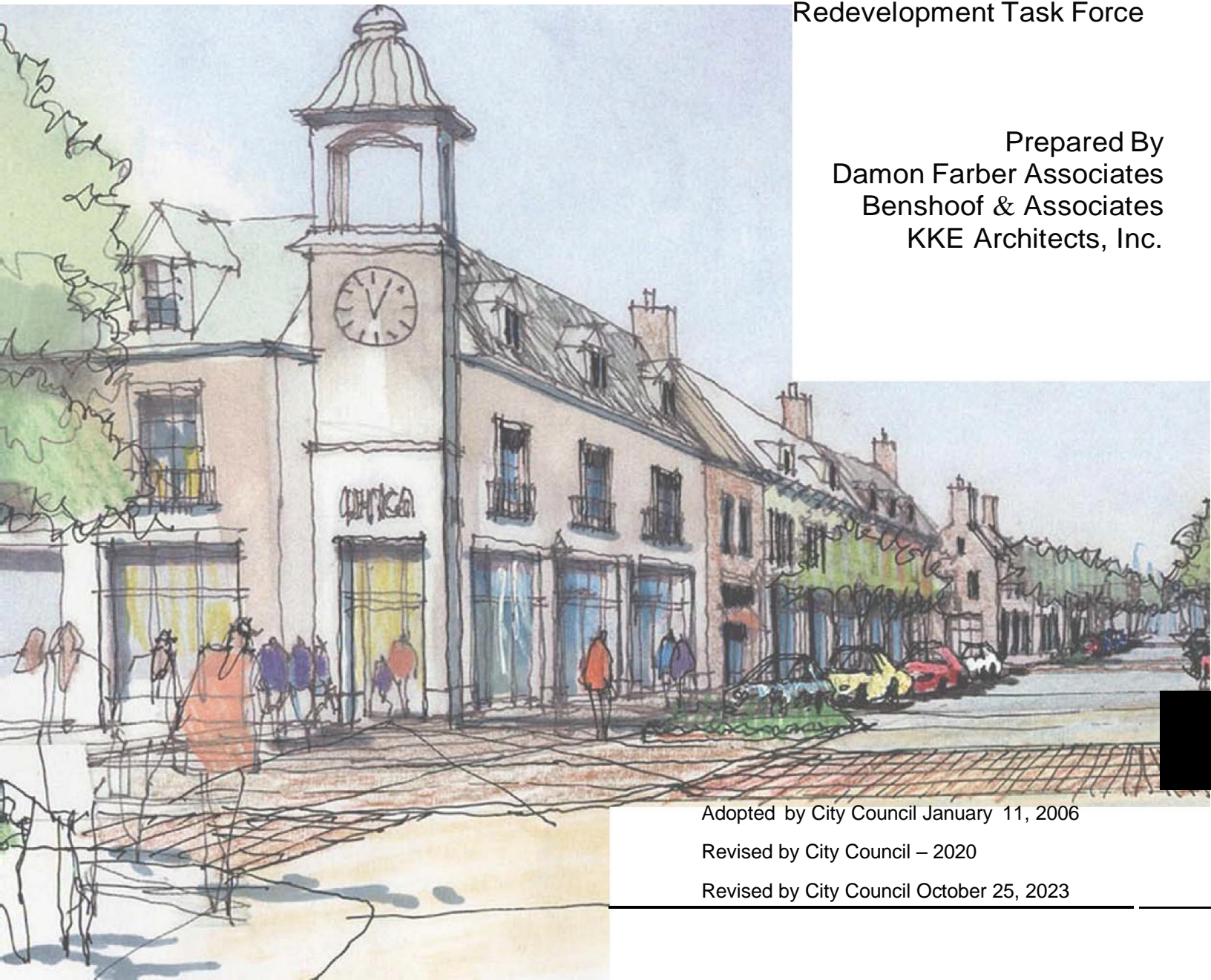
# Master Plan & Development Guidelines

for

## Downtown Centerville

Prepared for  
The Centerville Downtown  
Redevelopment Task Force

Prepared By  
Damon Farber Associates  
Benshoof & Associates  
KKE Architects, Inc.



Adopted by City Council January 11, 2006

Revised by City Council – 2020

Revised by City Council October 25, 2023



**Table of Contents**

A. Introduction..... 3

B. Systems Guidelines... 9

C. Standards for Private Development... 19



**Downtown Centerville  
Master Plan & Development Guidelines**

Downtown Redevelopment Task Force Members:

Kevin Amundsen  
Bill Bisek  
Jenny Dosch  
Jennifer Klennert  
Tom Lee  
D. Love Mark  
Pangell

Rick Terway  
Mike Thinesen  
Tom Wood  
Mayor Mary Capra  
John Meyer, City Financial Dir.  
Dallas Larson, City Administrator

Consultant Team:

**Damon Farber Associates**  
923 Nicollet Mall, Suite 200  
Mpls, MN 55402  
web: [www.damonfarber.com](http://www.damonfarber.com)  
ph: 612.332.7522

**Benshoof & Associates**  
10417 Excelsior Blvd, Suite 2  
Hopkins, MN 55343  
web: [www.benshoof.com](http://www.benshoof.com)  
ph: 952.238.1667

**KKE Architects, Inc.**  
300 First Avenue N.  
Mpls, MN 55401  
web: [www.kke.com](http://www.kke.com)  
ph: 612.332.4200

We would like to thank the Downtown Redevelopment Task Force, the many concerned citizens, business owners, City Staff, County Staff and local politicians who contributed their time and ideas to the Master Plan. It is the dedication and hard work of such individuals that make Centerville a thriving community today and will provide vision for its future.



## **A. INTRODUCTION**

### **A.I. Intent of the Master Plan & Development Guidelines**

The Downtown Area Master Plan & Development Guidelines propose recommendations that will reinforce and guide public/private investment in a manner that will strengthen the viability of the area and recommend Downtown Centerville as a community destination of the highest quality. The Master Plan is intended to guide the form and character of development within downtown for the next twenty years.

In the summer of 2005, Damon Farber Associates was commissioned by the City of Centerville to lead a community task force to prepare a master plan, a set of design guidelines and zoning amendments. The purpose of the Master Plan & Development Guidelines is to establish an appropriate framework for future redevelopment of downtown as a vibrant Mixed-Use destination, to incorporate:



*Looking South on Centerville Road at Main Street*

- An overall vision for redevelopment of the area, including the pattern, form and character of new development and open space in the interest of creating a cohesive



*Traditional Mixed-Use Downtown*

Mixed-Use neighborhood and downtown area.

- A framework of transportation improvements needed to support the redevelopment of the area and to create appropriate levels of parking as well as vehicular, bicycle and pedestrian access to the downtown.
- A set of design standards to guide the architectural quality of new development within the downtown area.

While subject to the following regulations and guidelines, the plan layout shall be flexible to respond to physical site constraints, end users' needs, community desires and a changing market.

The market analysis performed by the McCombs Group in the fall of 2005 helped to define the overall quantity of retail, commercial and residential that could occur within the next twenty years.

The market analysis projects that the City of Centerville will be able to sustain a total of 230,700 square feet of merchandise and



## Downtown Centerville Master Plan & Development Guidelines

services including but not limited to restaurants, specialty stores, clothing retailers, coffee shops, physician's offices, insurance offices, bank, daycare and personal services. The Market Analysis also predicts that the City of Centerville will be well served by the addition of approximately 450 additional higher density residential units.

The uses and square footages shown on the Master Plan are based on this analysis with consideration of the appropriate uses to occur within the downtown area and transitions into the surrounding neighborhoods.

The Master plan directs the design of the street and open space network and provides flexibility with the individual block layout and dispersion of housing types to meet City statutes, regulations and guidelines within.

### A.II Master Plan

A number of goals emerged during the initial meetings with downtown land owners, the general public, the Downtown Task Force and through the analysis of existing conditions and upon review of the Market Analysis conducted by the McCombs Group.

The goals were developed with an eye towards providing the development community with a clear and concise understanding of the communities' vision for the downtown. The vision includes the desire to incorporate the History of Centerville into the redevelopment.

A system was needed to set standards for the overall project but also to allow enough flexibility for developers to tailor their individual projects within the downtown area towards the needs of the end users.

A Master Plan Concept and Development Guidelines would allow for this kind of creative flexibility. The Guidelines set standards for urban design relationships that ensure the scale and character of redevelopment that the community expects, while still allowing the developer to arrive at creative solutions that meet their financial requirements and the needs of the end users.



*Improved Pedestrian Environment*

The intent of the Downtown Master Plan is to provide a comfortable, safe, Mixed-Use community with emphasis on pedestrian oriented streetscapes, diverse housing options, adequate open space and quality architecture.

More specifically, the Guidelines are intended to:

- Ensure the compatible integration of retail, office and residential uses.
- Maintain a scale and form of development that emphasizes sensitivity to the pedestrian environment and existing neighborhoods nearby.
- Ensure the compatible integration of a variety of housing types, including townhouses, medium density and high density residential.



## Downtown Centerville Master Plan & Development Guidelines

- Minimize the impact of automobiles into the setting through strategies such as a shared parking”, in which adjacent land uses having different peak-hour parking demands can share parking facilities.
- Improve access to and from County State Aid Highways 14 and 21.
- Achieve “traffic calming” benefits through: an integrated street network, provision of options for traffic flow, the design of streets with adequate width, and the provision of on-street parking.
- Provide for public open space that uses storm water treatment ponds as a visual and recreational amenity to the project.
- Ensure the compatibility of buildings with respect to the specific character of their immediate context within each district.
- Encourage active ground floor uses, such as restaurants, shops and services, to animate the street within the Mixed-Use Corridors portion of the area.
- Develop a better connection between downtown and Centerville Lake

The task force developed a vision statement for the entire project that will guide the development of the plan and aid in the evaluation of development proposals.

***“Centerville will continue to be a small town and will be a safe community where people know their neighbors. The historic fabric of the downtown and the surrounding neighborhood provide a strong sense of place and pride for residents. Residents will be able to walk to downtown through a well-connected trail system. Centerville’s historic downtown will offer a mix of uses, with the small town character preserved by***

***appropriate design standards. A range of housing types will be available in downtown, each meeting high design standards. Centerville will meet the challenge of managing growth while enhancing the historic small town flavor, safety and strong sense of community that has attracted people to live here.”***

### - Task Force Vision Statement

### History of Centerville

Centerville has a rich French-Canadian history with the first white settlers arriving to the area in the 1840’s. They were trappers coming to the area for the abundant wildlife. Prior to the white settlers moving into the area the Dakota Indians lived here in the 1600s and 1700s. At that time, this area was covered with dense woodlands and many square miles of marshes, lakes, and waterways. The Dakotas abandoned their settlement in the late 1700’s, but returned annually to harvest wild rice.

Soon after, families from Canada arrived and settled here because it reminded them of their former homeland. Several descendants of these original settlers still live in Centerville.

The city was officially established on August 11, 1857, when Minnesota was still a territory. At that time Centerville was known as Centerville Township and encompassed the current City of Centerville and the City of Lino Lakes. The downtown area of Centerville was originally known as the French Section. German immigrants settled farther to the west in what is now part of the City of Lino Lakes. The pioneers cleared the land for farming and agriculture soon followed. Residents formed the Church of St. Genevieve of Paris.

The Downtown Redevelopment Task Force wanted to build off of Centerville’s history with an emphasis on our uniqueness of having the downtown still standing, but all of



the building have been greatly modified and no longer meet the criteria for registration as a National Historic site. With this knowledge the Downtown Redevelopment Task Force felt the necessity to build off our heritage in the redesign plans for the downtown area.

You will see the French-Canadian reflection in the design plan with great detail given to iron work and building design reflective of turn of the century Canadian architecture.



*Quality Residential Architecture*

### **Districts**

The project area is broken into two unique districts that relate directly to each other. The Mixed-Use Corridors and the Downtown Neighborhood district form the primary development opportunities within the area.

The Mixed-Use Corridors will provide primarily retail uses on the first floor with housing or office uses above. It will become a pedestrian friendly town center and community destination.

The Downtown Neighborhood will provide a range of medium to high density housing styles and choices for everyone from empty nesters to young professionals.

### **A.III Purpose. What are Development Guidelines?**

The primary purpose of Development Guidelines is to set basic parameters, describe preferences and design intent. These guidelines serve as a framework within which creative design can occur. Development Guidelines are established to ensure that public and private development projects implement the Goals, Objectives, Policies and Character envisioned by the community. The Guidelines provide a framework to:

- Enhance the quality of the built environment;
- Achieve quality contextual design
- Achieve design that implements the vision of each district in which the property is located, thereby promoting an identity for the downtown;
- Encourage a diversity of architectural styles that incorporate historic architectural elements and materials previously used downtown;
- Provide design flexibility instead of aesthetic control;
- Create a unique pedestrian-oriented environment; and;
- Provide investor and property owner confidence through design continuity.

The Development Guidelines encompass the above goals through standards for new construction that regulate site design, building placement and building design.

Lastly, the Guidelines establish standards for seven important systems. The Guidelines include an explanation of the general and specific design principles promoted by each aspect of the guidelines,



## Downtown Centerville Master Plan & Development Guidelines

as well as a variety of images describing appropriate design solutions to implement those principles. This approach values creativity and allows for numerous design solutions for any particular project. The City Administrator and Planning and Zoning Commission are responsible for the administration of the Development Guidelines. Projects in the Downtown Area must comply with the Development Guidelines, as well as the provisions of the City Code and compliance will be determined during the site plan review process.



*Well Detailed Buildings*

### A. IV Application

The format and content of these guidelines are specifically tailored for use as a reference workbook. They are organized into two separate documents that are intended to be used by two different audiences, the **Systems Guidelines** and the **Standards for Private Development**.

The first document, **Systems Guidelines** provides design guidance for all elements of the public infrastructure. It outlines issues and provides design standards that apply to the entire Downtown Area. It is intended as an attachment to the Master Plan Document itself. The Systems Guidelines describe the seven distinct items of the overall infrastructure framework:

**Context**

**Open Space**

**Transportation Systems**  
**Storm Water Systems**  
**Utilities**  
**Mix of Uses**  
**Parking Strategy**

The Second document, **Standards for Private Development** is intended to provide guidance to the private developers as they take responsibility for individual components within the Master Plan. It will help assure that the private development that takes place in the Downtown Area will fulfill the City's goals and objectives for the area.

The Standards for Private Development deal with the two individual districts within the Master Plan and the individual buildings within those districts.



*Improved Public Infrastructure*



## Downtown Centerville Master Plan & Development Guidelines

### Downtown Centerville Master Plan





## **B. Systems Guidelines**

**Systems Guidelines** describe the elements of the public infrastructure. The System Guidelines outline issues and provides guidance for standards that apply to the entire Downtown Area. It is intended as an attachment to the Master Plan Document itself. The **Systems Guidelines** will deal with the seven distinct items of the overall infrastructure framework:

**Context**

**Open Space**

**Transportation Systems**

**Storm Water Systems**

**Utilities**

**Mix of Uses Parking**

**Strategy**

These seven items represent the overall organizing elements that give shape and form to the public elements of the Master Plan. Presumably, they will be adopted by the City as part of the Master Plan, will become part of City policy and will be implemented by the City or with City participation before or concurrently with the work of private developers. The Systems Guidelines will create the framework within which the private parcels are allowed to be developed. They will prescribe Development Standards for all above ground, visible elements of the public infrastructure including street and roadway design, streetscape and landscape design, pedestrian spaces, connectivity between private and public spaces, parking strategies and policy, etc. Systems Guidelines will prescribe everything in the public realm from curb sections and paving materials to street lights, park benches, waste receptacles and tree species.

### **B. I. Context**

Although unique to Centerville, the Downtown Area is not intended to be a

standalone district within the City; instead it will be a part of, and connect with, a variety of local, city-wide and regional systems. Each development project, whether a single building, one lot, or a series of blocks, must provide reasonable links to these systems as a primary design objective.

### **Guideline Recommendations**

To ensure that the Downtown Area takes full advantage of local and regional systems, development should:

- Provide safe, easily recognized connections to city and regional trail systems;
- Support increased use of transit services by maintenance of existing service to St. Paul and strengthen service to Minneapolis for residents;
- Tie into, and improve, the utility network;
- Integrate with and complement the existing (and future) street framework;
- Become an integral part of the city and county drainage/storm water management plan;
- Parks and open space will be easily accessible to all Downtown Area residents, visitors, people who work here and also for the citizens of Centerville and the surrounding area.

### **B. II. Open Space**

The overall design framework of the Downtown Area is based on links to LaMotte Park, trails, new open space downtown and regional open space. The City of Centerville will take the lead role in local parks programming, design review, construction sequencing, implementation and ultimately maintenance and operation of key public spaces within this framework. The goal is to link existing parks and trails





## Downtown Centerville Master Plan & Development Guidelines

defined in regional park plans with the trails within the Downtown Area.



*Trails Provide Access to Downtown*

Of equal importance is the contribution from each block and each development project to this open space network, adding a variety of private, semi-private, and perhaps some additional public space throughout the Downtown Area. Private development will share the responsibility to provide inviting, innovative and useable green space as integral parts of individual parcel site design.

### Guideline Recommendations

The Centerville Downtown Area will have new open space that did not previously exist in the City. Toward that end, Open Space guidelines encourage the following:

- Work with the City to create an integrated, comprehensive open space system that links with existing city and regional trails and open space. Reroute the proposed regional trail from CSAH 14 to Heritage Street, thus providing a safer and more appealing connection around downtown. Regional trail connection will be maintained along CSAH 14 until parcels to the south are assembled for development and will accommodate the revised trail alignment shown on the master plan;

- Maintain trail width shall be 12' where it occurs on residential streets and a minimum of 10' in other areas;

- Encourage private development (block by block) to share in the responsibility to provide inviting, innovative and useable green space as integral parts of each development project;

- Continue to work with St. Genevieve's church on the future of their land on Centerville Lake and insure that public access to the lake can be accommodated at some point in the future;

- Integrate storm water management components (meeting water quality and quantity requirements) within both public/private parks and open space improvements. Together, the system of public and semi-public green space will result in a welcoming public realm throughout the revitalized downtown.



*Improved Access to Centerville Lake*

### B. III. Transportation Systems

The system of streets and public rights-of-way are the primary way people will experience downtown. It is critical that the





## Downtown Centerville Master Plan & Development Guidelines

character and arrangement reinforce the higher standard of development proposed and improves the overall legibility of the system from what exists today. The following paragraphs provide the intended transformation of the downtown area's roadway system from a set of narrow roadways that lack a unique sense of character to an understandable system of roads with high quality pedestrian space and an image that reflects the higher standard of development desired for downtown.



*Existing Conditions on CSAH 14 at County Rd. 21*

### **County State Aid Highway 14 Improvements**

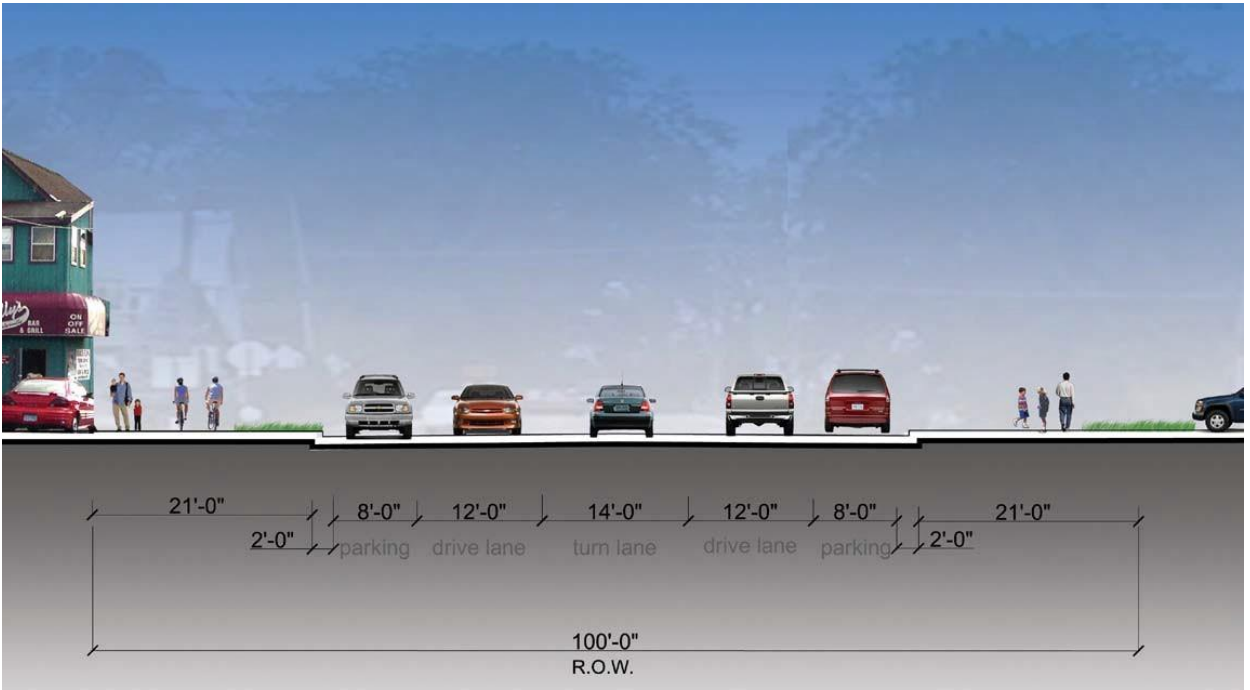
One of the primary objectives of the plan is to improve the overall understandability and perceived quality of the transportation system. Characteristics and access associated with County State Aid Highway (CSAH) 14 are critical components to achieving this objective. Anoka County is currently planning on constructing improvements to County Road 14 in 2007. The road will be widened from a 50 foot right-of-way (ROW) to 100 feet. Many buildings and properties on the north side of CSAH 14 will be taken by the County. Utility improvements will also be made. This project can become a catalyst for downtown change.

The Development Guidelines recommend pedestrian scale improvements by relocating the proposed trail system on the south side of CSAH 14 to Heritage Street

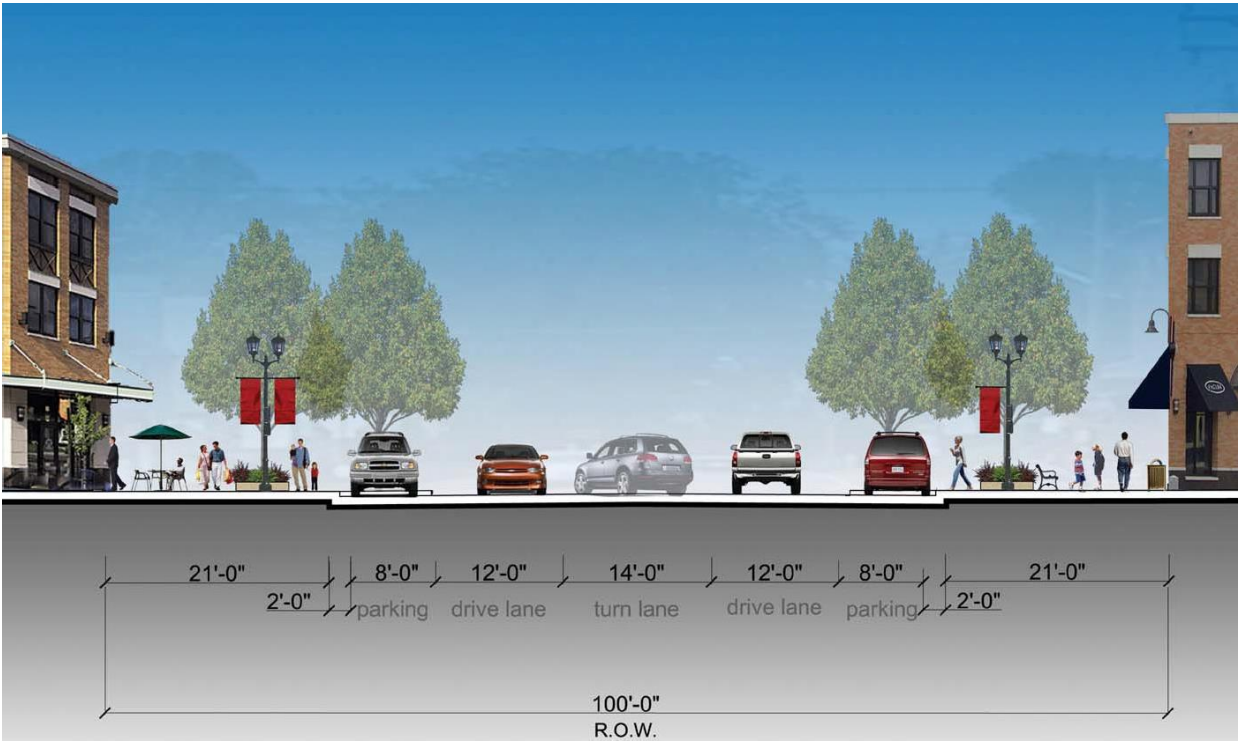
and by eliminating mid-block access to parking areas. Instead, the parking areas would gain access from Sorel Street or Progress Road. This allows for increased on-street parking and a safer pedestrian environment. Additional amenities like decorative street lighting, shade trees, benches, planters and hanging baskets will begin to create a unique sense of place downtown. With these recommended enhancements, CSAH 14 will become a quality first impression to downtown Centerville, will accommodate future traffic needs and become an amenity for business owners within the downtown area.

**County Road 21 Improvements** Although the County has no current plans for CSAH 21 (Centerville Road) aside from improvements to the block south of CSAH 14) the Development Guidelines recommend a desired street section for Centerville Road that improves the pedestrian environment, introduces on-street parking and continues the pedestrian amenities recommended for CSAH 14.

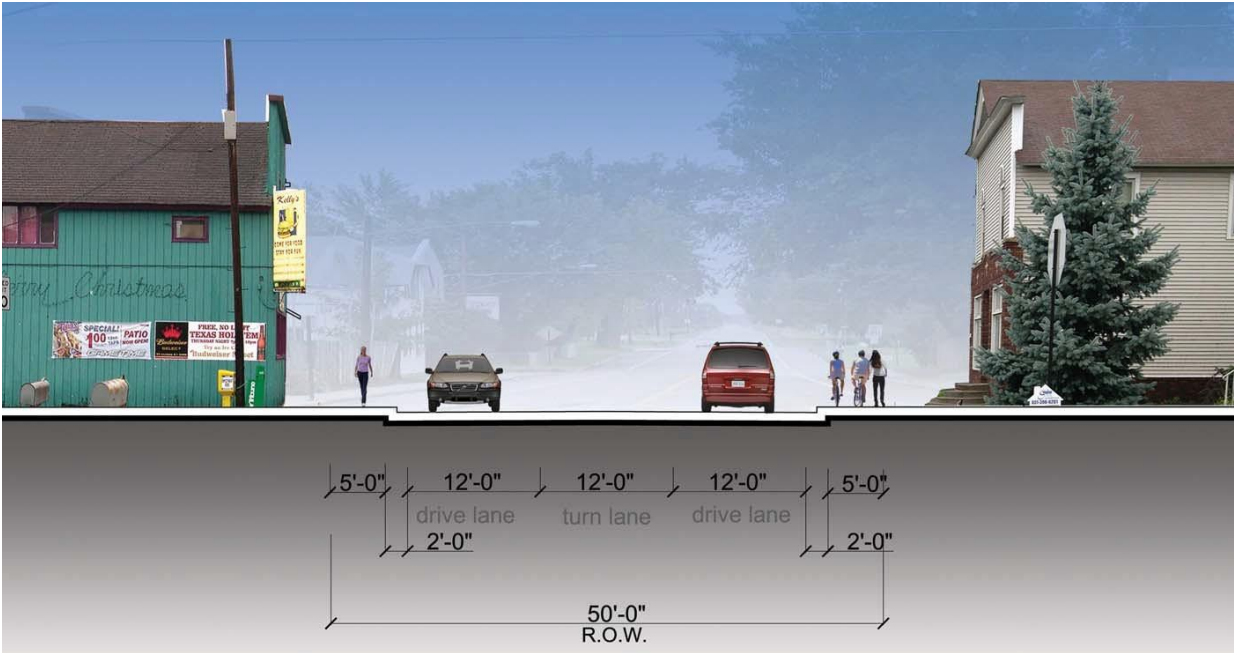
The first section on page 13 depicts Anoka County's proposed configuration of CSAH 21. The section below that illustrates the Development Guidelines recommended design for CSAH 21. It is important to note that increasing the ROW width on Centerville Road will have a significant impact on existing property owners on the west side of Centerville Road. The existing parcel sizes have a depth of 150 feet. Reducing this depth by 15 feet will make these parcels difficult to redevelop given parking requirements for retail and commercial. The Master Plan illustrates a shared parking situation with St. Genevieve's that would provide additional parking for the church and businesses along Centerville Road. It is important that this arrangement be resolved prior to any expansion of the Centerville Road ROW.



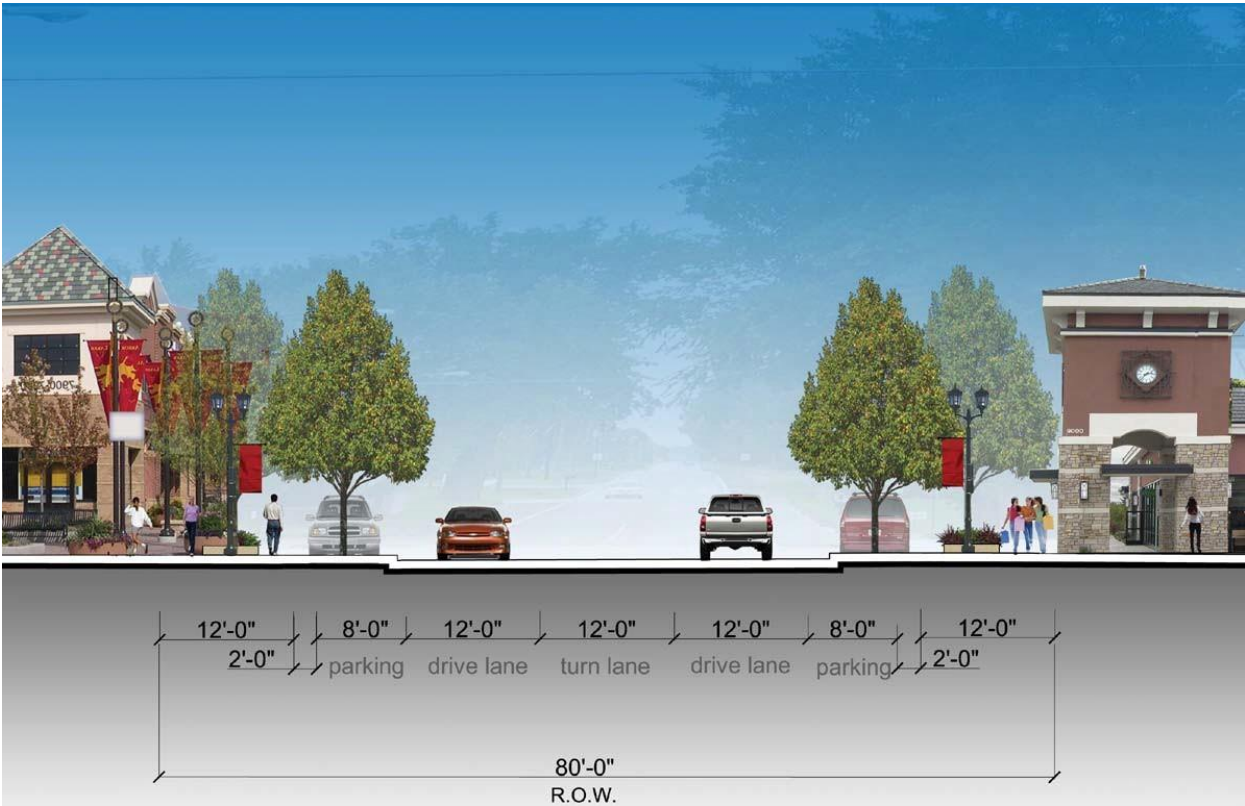
Anoka County Design for CSAH 14



Recommended Design for CSAH 14



Anoka County Design for CSAH 21



Recommended Design for CSAH 21



### **The Local Streets**

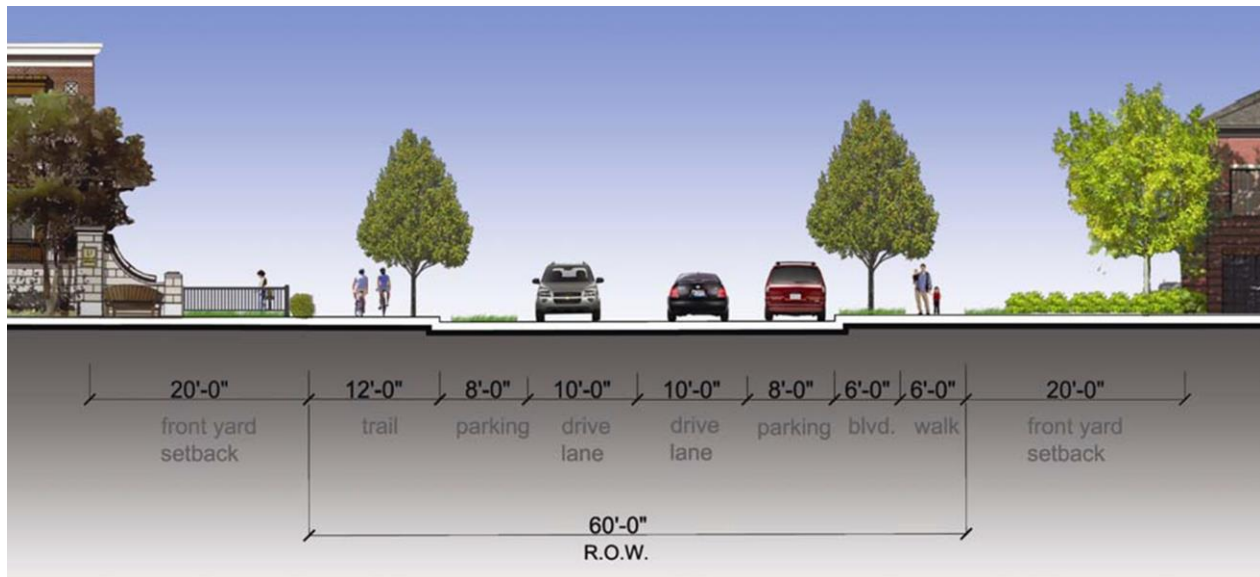
The further development of **local commercial streets** is important to attracting and keeping high quality retailers in the downtown area. Local streets will be easily accessible from CSAH 14 and CSAH 21 and will provide a clear and logical system for shoppers and people living downtown to access local shops. Once on foot, users of the area should be able to access the local sidewalks easily from parking areas and signage should orient them to the mixed use corridors. Too much signage can clutter the streetscape and actually cause additional confusion, while not enough can leave visitors with a sense of frustration. A balance must be achieved.

The sidewalk materials, lighting and landscaping all contribute to providing a high quality pedestrian experience. The visual image of the street influences the perceived quality of goods and services

inside the stores. A positive visual image is important to retail success and to attracting people to live downtown. Coordination with Anoka County will be required for streetscape enhancements.

The transportation improvements portrayed in the Master Plan combine to provide the Downtown Area with improved way finding, easily accessible development parcels, easily understood layout of streets and a system that can be phased in as development occurs.

The further development of **neighborhood streets** will enhance the character of the downtown neighborhood and differentiate the residential areas from the commercial core. The provision of a wider right-of-way allows for on-street parking as well as sidewalks which improve connectivity throughout the downtown.



*Recommended section for Local Commercial and Neighborhood Streets*

#### **B. IV. Storm Water Systems**

The overall drainage system for the area is essential to the future performance and function of the downtown and the improved water quality of Centerville Lake. The project will provide a series of regional storm water collection areas on the east and west ends of Sorel Street. The ponds will provide a visual backdrop for new housing opportunities downtown. The project will comply with Best Management Practice (BMP) standards and alternative storm water treatment applications will be explored to minimize capital costs, future maintenance and improve water quality.



*Ponds can become Visual Amenities*

#### **Guideline Recommendations**

Integration of the storm water management system and public open space will provide a unique amenity for the downtown and the City of Centerville.

Design creativity, use of high quality materials and addressing safety concerns are critical objectives to be addressed. The following objectives must also be addressed in the final design:

- Regional storm water ponds.
- Provide fountains to improve water oxygen levels.
- Filter storm water prior to entering the natural system.
- Plant pond edges with native plantings to discourage geese from using sodded areas.

#### **B. V. Utilities**

A solid network of water distribution and wastewater collection infrastructure is vital to the health, safety, and welfare of the entire Downtown Area. While understanding the location, size and characteristics of individual utility components is important, development proposals must also acknowledge awareness of the entire redevelopment area, specifically how individual improvements affect the overall utility system. The downtown will also be served by a full complement of utility connections including cable television, fiber optic, electric, and telephone.

#### **Guideline Recommendations**

- Provide wastewater collection infrastructure;



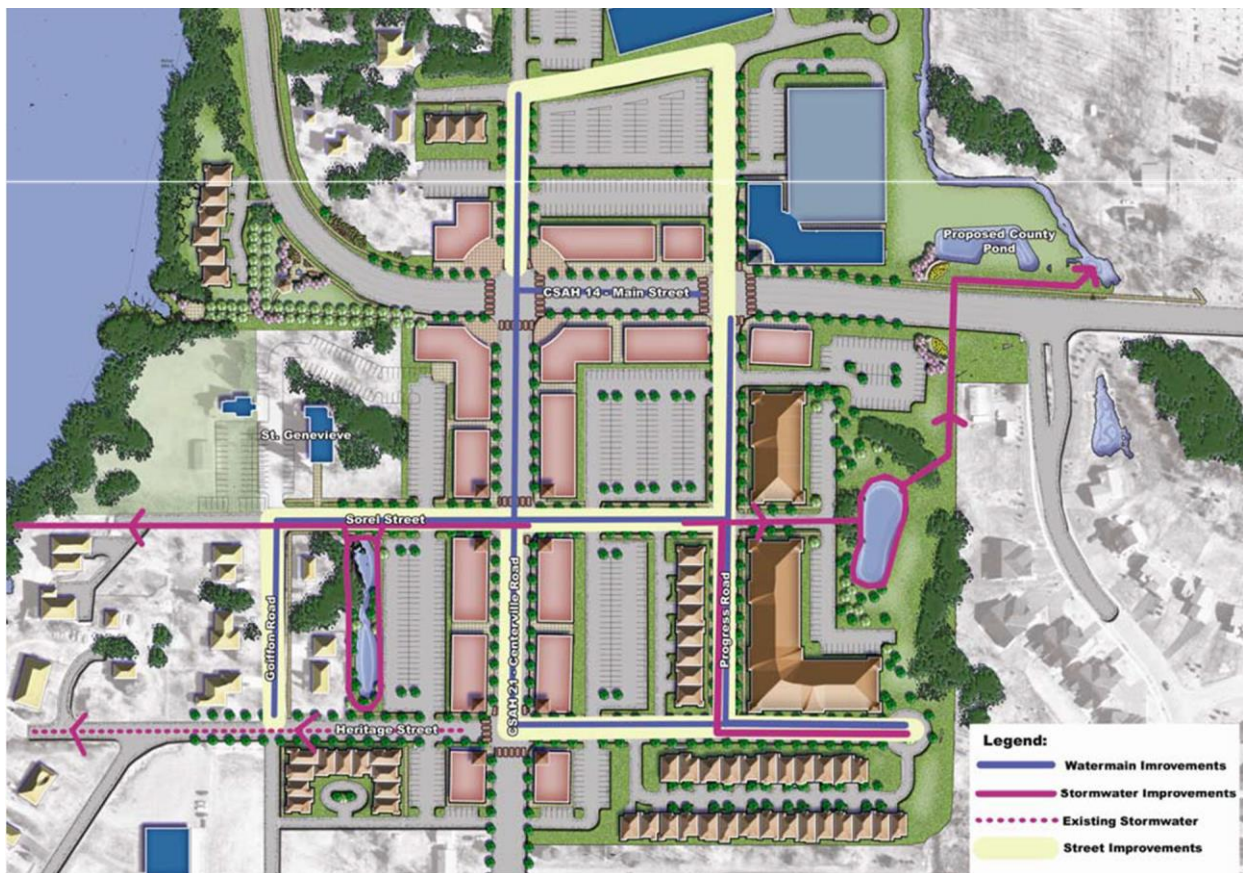
## Downtown Centerville Master Plan & Development Guidelines

- Install water distribution system for potable water consumption and for fire protection;
- All utilities should be buried within City Right-of-Way and make connections to individual projects from a 'back of house' location;
- All utilities designed according to City standards.

Although utilities are not typically seen, they play a vital role by establishing the needed framework for development to move forward.



*Downtown will be Connected*



*Plans for Utility Improvements*



## **B. VI. Mix of Uses**

The master plan identifies the desired mix of uses within the downtown area. A horizontal and vertical mix of uses is desired within the primary Mixed-Use Corridors. A mix of complimentary housing styles and scales should be incorporated into the Downtown neighborhood districts of the project. New uses should reinforce the public open space and activity at street-level. The mix of uses is designed to promote daytime activity with shoppers and workers and activity will continue in the evening with residents and visitors enjoying new entertainment opportunities.



*Mixed-Use Project with 1<sup>st</sup> Floor Retail*

### **Guideline Recommendations**

- Promote vertical Mixed-Use within the Mixed-Use Core of the project. Provide flexibility for developers wishing to be creative with potential retail uses in other areas of the project;
- All uses should reinforce pedestrian activity at the street level.

## **B. VII. Parking Strategy**

Balancing the realities of car-related necessities (streets, parking and so on) and the desired character is a significant challenge. The goal is to provide adequate parking, both quantity and location, while promoting new strategies that support the

overall needs of the Downtown Area. Parking will be provided through a combination of on-street spaces and off-street surface lots to support the mix of uses at the core. Parking facilities should contribute to the overall character and image of the Downtown Area. Parking facility edge design should include elements, colors and materials that reflect, or complement surrounding buildings and landscape.



*Parking Lots with Landscaped Edges*

### **Guideline Recommendations**

Parking guidelines encourage the following:

- Locate off-street surface parking lots away from CSAH 14 and CSAH 21, either behind or to the side of primary buildings;
- Provide a combination of fencing, landscaping and landform to screen parking areas from all streets and important views;
- Create strategies for shared parking between adjacent uses, taking advantage of peak and off-peak cycles, business hours, nighttime activities, special events and other needs. This is especially important on the west side of Centerville Road;



- Work with the City to review existing standards to provide flexibility including hours for on-street parking, security and enforcement practices, permit or metering;
- The City should work with existing businesses and land owners to explore the possibility of creating a special service district within downtown to pay for an enhanced level of maintenance.

#### **B. VIII. Summary**

The Systems Guidelines will guide public investment in the downtown and insure that as development occurs the appropriate public improvements are implemented based upon community input, fiscally responsibility and an overall vision for downtown.



## **C. Document Two; Standards for Private Developments**

### **C.I. Intent of the Standards**

The “**Standards for Private Development**” are intended to provide guidance to the selected private developers as they begin to design the individual pieces that comprise the Downtown Area. The Standards will assure that the City’s overall goals of the Downtown Area are met and that the individual pieces are well integrated and work together to create a cohesive downtown within the City of Centerville.

These Standards for Private Development will deal with the two individual districts within the master plan (Mixed-Use Corridor and Downtown Neighborhood District) and the individual buildings within those districts.

The Standards for Private Development apply to all future redevelopment and remodeling efforts within the M-1 zoned area. Therefore, all Standards and Guidelines must be met with future improvements to existing and new structures within Downtown Centerville.

**C. I. a. Structure of the Standards** Unlike guidelines for other projects, these standards are prepared in a multi-layered fashion. They will have three distinct but interrelated parts. Ensuing sections of this document specify the development standards of each District individually and in greater detail. They are structured to plainly communicate the development’s requirements in each of three categories below.

#### **District Overview Site Development Standards Architectural Guidelines**

For each district, a section entitled **District Overview** describes the desired

characteristics and qualities of the district in non-technical terms.

The section entitled **Site Development Standards** describes each district with language and terms that are normally associated with a zoning ordinance. It is the view from 20,000 feet in the air. Site Development Standards specify the relationship between buildings, their edges, streets and public spaces. The Standards imply a strong link between architecture and site, how buildings define, the spaces around them and the visual and physical connections between the private and public realm. Like a zoning ordinance, this section will prescribe allowable uses, density, building bulk, height, Floor Area Ratio and parking requirements. It will also regulate the relationship of buildings to streets, pedestrian ways and open spaces. Normally, bulk requirements establish upper limits on the intensity of development in any given district. Since a certain intensity of development will be needed in this area to sustain the public expenditure on infrastructure improvements, the requirements for this plan may also specify lower limits of bulk and intensity.

If Site Development Standards are called the “view from 20,000” feet, **Architectural Guidelines** are the “view from 5 feet.” After the overall goals prescribed by the Site Development Standards are established, this nearer view, the 5 foot perspective is needed to ensure that the design, the details, the quality and the craftsmanship of the private components of the development are appropriate to and reflective of the overall public goals of the downtown. From 20,000 feet in the air, an \$18,000 Chevrolet looks just like a \$70,000 Mercedes. But from 5 feet, there are distinct differences in quality, detail and amenities. In any development, the quality of the individual components and the quality of the details are equally as import as the plan itself. Just like the car,





## Downtown Centerville Master Plan & Development Guidelines

one's memory of their experience in the downtown will be made at this five foot perspective.

Architectural Guidelines define the desired quality standards that are expected for all components within each district. They establish the foundation of the architectural vision of the downtown. They may vary somewhat from one district to the next but they will strive to establish the guiding principles for the design of individual components of the plan so they will work together as parts of the whole. The Architectural Guidelines will not be prescriptive. The use of elements and detailing that reflect French Canadian style will be suggested, while the layout and architectural features will recognize current retail and commercial uses.

Architectural Guidelines will address individual aspects of design in hopes of establishing standards for quality and good design that can be applied to any style of design. In no order of importance, the Architectural Guidelines will deal with such things as: **scale and context; proportion and massing; articulation; materials and color; craftsmanship/detailing; signage; streetscape and pedestrian environment; and sustainability.**

As the guidelines move from the general to the specific, the Architectural Guidelines establish separate goals for each district that regulate some or all of the major building and site components listed below:

**Building Character and Expression**  
**Scale, Proportion & Height**  
**Windows & Doors**  
**Materials, Streetscape**

**C. I. b. Review and Approvals Process**  
See proposed zoning.

### **C.I. c. District Overview**

In addition to the public open space, the master plan identifies two distinct districts that are available for private development. Each of these districts will have its own unique character, mix and intensity of use, thus each is defined by a unique guideline. The districts are intended to work together as a part of the whole, to complement one another. The districts are:

#### **Mixed-Use Corridors (M-1)**

The Mixed-Use Corridors provide the broadest variety and highest intensity of development M- the downtown. The Standards will require both vertically and horizontally integrated mix of uses containing multi-level retail as well as office and residential uses over ground floor retail uses. Standards will also require public open spaces, streets, sidewalks, plazas, etc. that encourage and promote pedestrian activity.

#### **Downtown Neighborhood (M-2)**

The Downtown Neighborhood is reserved for low-density and mid-rise housing. The district will allow the integration of service and/or restaurant related retail space that is integrated into the ground floor of residential buildings.

A more detailed description of each of the two districts appears in the following sections of this guideline.

### **C.II. Standard for Private Development; Mixed-Use Corridors**

#### **C. II. a. District Overview: Mixed-Use Corridors**

The overarching objective of the Standards for Private Development for the **Mixed-Use Corridors** is to create a unique opportunity to focus on the creation of a contemporary, innovative, new urban development pattern that promotes richness and variety in the built environment.



Therefore, the Mixed-Use Corridors will provide the broadest variety, highest density and greatest intensity of development within the Downtown Area. Both vertical and horizontal integration of uses will be required as well as elements promoting pedestrian circulation within the district.

Major retailers, supporting services, lifestyle and impulse retailers and their related parking facilities will be encouraged to locate in multi-level, Mixed-Use and interconnected buildings. In addition to this vital mix, the guidelines for the Mixed-Use Corridors will describe the qualities and character of a desired 'urban form' within the Mixed-Use Corridors. Compact buildings and high-density blocks that define this district must include continuous built edges that relate directly to streets and sidewalks. The Mixed-Use Corridors must incorporate innovative parking strategies that support the mix of uses and that provide convenient access to shopping destinations, restaurant and entertainment venues. Together these elements will create a core area that is the center of activity – the place to see and to be seen within the Downtown Area.

These objectives require that the majority of buildings front on primary streets and pedestrian thoroughfares that may be part of any redevelopment plan and may connect to or relate to public open spaces. Parking and service areas should be located internal to or on the sides of buildings, away from view. Pedestrian access to the retail fronts of buildings is critically important. Mid-block access from parking is highly encouraged.

A mix of uses within individual blocks, including retail, restaurant and residential, will further enhance this model and promote activity throughout much of the day and evening hours. Site development guidelines include the following:



*Connections from Parking to Retail*

### Characteristics: Mixed-Use Corridors

- The ground floor of all buildings will be limited to retail and restaurant uses only. They will be designed with storefronts, entrances, windows and related streetscapes that encourage the greatest level of pedestrian circulation and traffic as is possible.
- Ancillary uses, such as service and delivery spaces will be allowed but located away from pedestrian oriented storefronts.
- High-density housing and office uses on the upper floors are encouraged. Except for entry lobbies, pure office uses and pure residential uses will be prohibited from the ground floor of buildings in this district;
- Surface parking is to be confined to shared or municipal parking facilities. Quick-stop parking needs such as dry cleaners and coffee shops or parallel parking on public or private streets also be encouraged but will be reviewed or considered on an individual basis.

### Building Placement and Setbacks: Mixed-Use Corridors

- Buildings should be located at the build-to lines (zero setback), but allow



*Rendering of Possible Architectural Character at Main Street & Centerville Road*

recessed spaces for outdoor dining, other street level activities and variety of pedestrian environment. 80% of building facades should address the build-to lines;

- Great emphasis should be given to building features located at the intersection of Centerville Road and Main Street or where other streets intersect these two main roads. These locations will be seen from several directions and terminate views. They will become future landmarks and way finding icons as the Downtown Area develops;
- Minimize openings between buildings. Limited driveway access and provisions for pedestrian connections through blocks are encouraged. Gaps between buildings to accommodate surface parking lots, greater building setbacks or other purposes are discouraged;
- Encourage recessed entries and windows to create street-level interest, variety and enhance pedestrian scale along street frontage.

#### **Parking Strategies: Mixed-Use Corridors**

- Provide required parking spaces for daily use that satisfy both quantity and location needs through a mix of on street and off-street parking solutions with a minimum of small surface lots;
- Encourage shared, district or municipal parking facilities that minimize total parking numbers by taking advantage of around the clock and peak/off-peak hours of operation for various uses within the core area;
- Locate any surface parking lots away from the major streets, either behind or to the side of primary buildings; surface parking lots along major street frontage are not allowed in the core area;
- Encourage driveway access to parking facilities along major streets or side streets in order to maintain a pedestrian friendly environment within the Mixed-Use Corridors.





*Parking Strategy Includes On-Street*

#### **C. II. b. Site Development Standards: Mixed-Use Corridors**

##### **Allowable Land Use**

Retail, office and high density residential uses are all allowed in the Mixed-Use Corridors. With the exception of office or residential lobbies, retail and restaurant uses should comprise the entire ground floor of all buildings. The minimum residential density will be 12 units per acre, and the maximum density will be 30 units per acre.

**Minimum Lot Area:** NA

**Minimum Lot Width/Depth:** NA

**Front Build-to Lines;** 80% of the lot frontage must be built out to the built-to line or lot line. Where buildings front on common areas, pedestrian ways or other open spaces, 80% building facades must be built to the open space line. Driveways to parking facilities and access drives to service areas are excepted. The build-to line for new development along Centerville road is offset 40' from the centerline.

##### **Rear Yard Setback:**

None. Subject to individual review.

##### **Floor Area Ratio:**

By individual review, but multi-story buildings are encouraged throughout the Mixed-Use Corridors. Free standing, single story buildings are discouraged.

**Minimum Building Height:** 32 ft.

**Maximum Building Height:** Three floors or 45 ft. Subject to individual review.

##### **Off Street Parking- Retail/Office**

Parking facilities within the Mixed-Use Corridors will be subject to individual review. Parking facilities for the retail and public uses will be considered to be part of the public infrastructure and may be co- developed with City participation. Shared or "district" parking facilities will be encouraged.

##### **Off Street Parking - Residential**

Private and secure parking for residences within the Mixed-Use Corridors will be fully enclosed in private facilities. Guest parking may be accommodated in public facilities or on-street. Parking demand will be market driven and subject to individual review. A minimum of one space per bedroom is anticipated. Private and secure parking for residences within the Mixed-Use Corridors will be fully enclosed in private facilities where feasible.

#### **D. II. c. Architectural Guidelines: Mixed-Use Corridors**

##### **Building Character and Expression: Mixed-Use Corridors**

Buildings in the Mixed-Use Corridors will play a major role in defining the overall character of the district. The proposed mix of uses for this signature destination suggests the potential for a variety of building types, demanding creativity and innovation to highlight unique architecture, while knitting the entire district together as a coherent whole.

Overall building design is an important consideration, but emphasis on first floor façade treatments is essential to encourage street-level activity and enhance the pedestrian experience. Architecture is to be

'4-sided' at all locations visible to public areas. Emphasis is to be on creating highly animated design solutions along all street frontages and pedestrian ways. Architectural guidelines include the following:



*Varied façade treatment at 1<sup>st</sup> Floor*

- Provide a variety of building types and styles, expressed both in large scale (overall building) and small scale (design details);
- Designs should minimize blank walls along the public rights-of-way and should consider all street frontages, including buildings at corners, as primary elevations;
- Emphasize transparency at street level to encourage two way viewing – both window shopping and 'eyes on the street';
- Promote interesting, animated architectural features without being thematic or artificial. The use of decorative wrought iron is encouraged to evoke historical materials used and fabricated downtown. Faux decorative elements are discouraged; Avoid large,

unarticulated façades;



*Emphasize Pedestrian Level Detail*

- Emphasize important intersections by placing distinctive architectural elements or interesting façades at these prominent locations;
- Provide a variety of front elevations for rows of buildings along any given block;

**Scale, Proportion and Height: Mixed-Use Corridors**

- Articulate front façades with projections and recesses;
- Encourage variety in building height along front elevations and allow changes in roof treatments.





## Downtown Centerville Master Plan & Development Guidelines

### Materials: Mixed-Use Corridors

#### Street Presence: Mixed-Use Corridors

- Emphasize pedestrian experience with architectural features at street level – canopies, decorative light fixtures and material detail. To promote consistency in the public realm, the City will be responsible for designing and building streetscaping, with the costs borne by developers and/or abutting property owners.
- Encourage variety of color, texture and materials to complement other streetscape elements;
- Conceal service entries, loading facilities and mechanical services from view along public streets;
- Create a continuous building edge along street frontage, visually connecting adjacent buildings with complementary façade treatments.

#### Windows and Doors: Mixed-Use Corridors

- Maximize glass openings for all ground level, street front façades – especially for retail, restaurant and other commercial uses – recommend 50% minimum of total ground level façade, or demonstrate great design through other means;
- Provide real window openings for all street facing façades above ground level – recommend 40% minimum of total façade;
- Provide recessed entries wherever possible;
- Use clear or lightly tinted glass for all windows and doors – mirrored, reflective or highly tinted glazing is not acceptable;
- Provide primary access doors facing

- Provide a diverse mix of materials, applied in a variety of proportions, exposures and detailing within a block, or along a street;
- Encourage durable, high quality materials;
- Vinyl, metal and wood siding is not allowed except as a complimentary material. Composite siding will be considered on a conditional use basis;
- Encourage the use of mostly brick or comparable alternative; minimum requirement of 50% of non-glazed wall area;
- Metal and wood components are only acceptable as a complimentary material;
- Encourage overhead projections, either as a specific building component or as permanent/temporary canopies;



*Doors and Windows Enhance the Street*







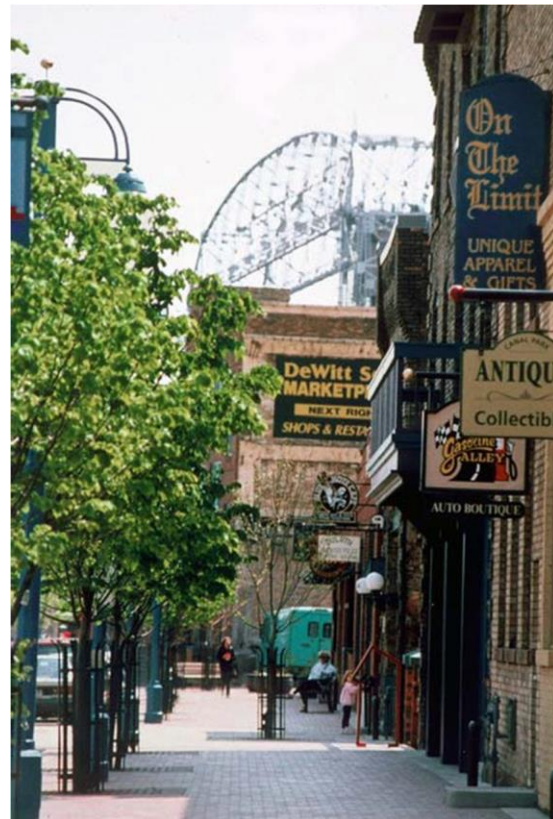
## Downtown Centerville Master Plan & Development Guidelines

*A Quality Streetscape Enhances Downtown Business*

- Select materials that relate to the building use, not artificially contrived or themed;
- Include small scale elements, variety of materials and careful detailing to support street level activities and enhance the pedestrian experience.  
The use of wrought iron is highly encouraged to reflect historical elements downtown.

### Streetscape: Mixed-Use Corridors

- Provide gracious sidewalk width to invite pedestrian traffic;
- Install street trees to frame the street and provide scale and shade;
- Provide street lighting that meets all safety standards and design criteria, while creating a unique character for this district;
- Explore street light spacing, height and a variety of fixture type that would support proposed mix of uses and activities (note, however, that too much light is as bad as too little);
- Explore a range of options for streetscape improvements including special pavements, interesting concrete tinting or scoring patterns, additional plantings, ornamental fencing and other features (note, however, that simpler is better and too much clutter is a negative).



### Characteristics: Downtown Neighborhood

- All resident parking shall be enclosed in underground or tucked under garages where feasible. Guest parking should be on-street or located in small lots of no more than 20 cars each accessed from side streets only. Parking for retail uses should be in small lots of no more than 20 cars each, must not front on CSAH 14 or 21 and should be accessed from side streets only;

### C. III. Standards for Private Development; Downtown Neighborhood

#### D. III. a. Overview: Downtown Neighborhood

The Downtown Neighborhood will be dominated by high-density and medium density residential developments in low-rise buildings of one, two and three stories.

Buildings fronting on corners may contain service and restaurant related retail spaces on the ground floor corners only. Housing density will range from 12 to 45 units per acre.

- Private courtyards within and in between buildings and opening toward the lake will be encouraged;
- Pedestrian entries and lobbies should orient toward the public street. Access To resident parking should be from side streets as far as is possible. No access will be allowed from CSAH 14 or 21;
- Buildings shall be set back no more than five (5) feet from the right-of-way or roadway easement. All ground floor units oriented toward the street should have stoops or porches. Ground floor stoops at the first floor should have a consistent setback 5-10 feet.



*Downtown Neighborhood Housing*

#### **Residential courts and private green space: Downtown Neighborhood**

There are many opportunities to integrate privately owned and maintained courtyards and pocket parks within this district. These small-scale greens provide important 'breathing space, contribute to storm water management and offer additional amenities to serve residents, building tenants and adjacent uses. They can help create great

variety in architectural expression within the district and on its public edges.

#### **Parking Strategies: Downtown Neighborhood**

- All resident parking must be enclosed in below grade garages or garages that are internal to the sites where feasible.
- Parking spaces for ancillary retail should be provided through a combination of on-street and surface lot parking solutions;
- Minimize surface parking lots fronting on primary streets, locate surface parking lots away from the major streets, either behind or to the side of buildings;
- No more than 25% of street frontage can be utilized for surface parking lots.

#### **C. III. b. Site Development Standards: Downtown Neighborhood**

##### **Allowable Land Use:**

High density residential.  
Ancillary, ground floor restaurant or service related retail.

**Maximum Lot Area:** N/A

**Minimum Lot Area:** N/A

##### **Front Build-to Lines:**

Primary building facades should be consistent at the built-to line. Build-to line shall be no more than 5 feet from the right-of-way or roadway easement. Ground floor stoops or porches may extend to 8 feet from the sidewalk. Setbacks from the built-to line for courtyards or other recesses shall not comprise more than 40% of the façade. All buildings must be built to the build-to lines at all street corners.

**Side Street Setbacks:** NA

**Rear Yard Setbacks:** NA

**Internal Side Yard Setbacks:** 5 feet from an adjoining residential property.





## Downtown Centerville Master Plan & Development Guidelines

**Minimum Residential Density:** 12 units per acre. 1,250 square feet/dwelling unit.

**Maximum Residential Density:** 30 units per acre. 900 square feet/dwelling unit.

**Maximum Retail Density:**

Ground floor retail or restaurant space shall be limited to 50% of the ground floor, floor area and by adequacy of parking only. See below.

**Building Height:**

Building height in the Downtown Neighborhood District shall be limited to three stories,

**Off Street Parking-Residential:** See Mixed-Use Corridors

**Off Street Parking-Residential:**

Private and secure parking for residences within the Downtown Neighborhood will be fully enclosed in private facilities where feasible. Guest parking may be accommodated in public facilities or on-street. Parking demand will be market driven and subject to individual review. A minimum of one space per bedroom is anticipated.

**Off Street Parking-Retail:**

Parking numbers, placement and access for ancillary retail subject to individual review and approval.

### C. III. c. Architectural Guidelines:

#### Downtown Neighborhood

##### Building Character and Expression:

#### Downtown Neighborhood

- Emphasize transparency of retail uses at street level to encourage two way viewing – both window shopping and eyes on the street;
- Promote interesting, animated architectural features without being thematic or artificial – faux decorative elements are discouraged. The use of wrought iron as an accent is encouraged to recall historic materials fabricated

Downtown;

- Avoid large, unarticulated façades;
- Emphasize important intersections by placing distinctive architectural elements or interesting façades at these prominent locations;
- Provide a variety of front elevations for rows of buildings along any given block.

#### Scale, Proportion and Height: Downtown Neighborhood

- Articulate front façades with projections and recesses.
- Promote a maximum of two stories in this district, lower buildings are acceptable; continuous height rooflines should not dominate any street frontage.
- Encourage upper level setbacks and variety of roof edge treatments.

#### Street Presence:

#### Downtown Neighborhood

- Emphasize pedestrian experience with architectural features at street level including stoops, steps porches awnings canopies, decorative light fixtures and material details.
- Encourage variety of color, texture and materials to complement other streetscape elements.
- Conceal service entries, loading facilities and mechanical services from view along public streets as much as possible.
- Create a continuous building edge for the majority of street frontage, visually connecting adjacent buildings with complimentary façade treatments – in limited areas where gaps occur, architectural treatments, windows and detailing of side façades should match front façade.



***Building Setbacks provide space for Small Front Yards.***

### **Window and Doors: Downtown Neighborhood**

- Maximize glass openings for all ground level, street front façades, especially for retail, restaurant and other commercial uses.
- Provide real window openings for all street facing façades.
- Provide recessed entries wherever possible.
- Use clear or lightly tinted glass for all windows and doors – mirrored, reflective or highly tinted glazing is unacceptable; faux windows

are not allowed.

- Provide primary access doors facing public streets.

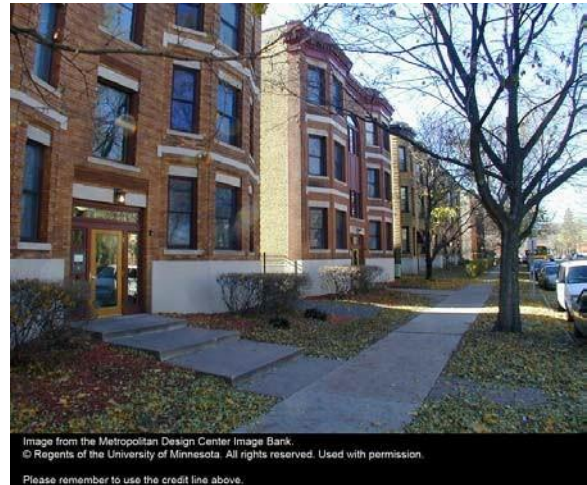


Image from the Metropolitan Design Center Image Bank.  
© Regents of the University of Minnesota. All rights reserved. Used with permission.  
Please remember to use the credit line above.

### ***Consistent Building Setbacks***

### **Materials: Downtown Neighborhood**

- Provide a diverse mix of materials, applied in a variety of proportions, exposures and detailing within a block, or along a street.
- Encourage durable, high quality materials - local sources if available.



## Downtown Centerville Master Plan & Development Guidelines

- Siding is not allowed (vinyl, metal, wood) except as a complimentary use.
- Encourage the use of mostly brick or comparable alternative; minimum requirement of 50% of non-glazed wall area.
- Metal and wood components are acceptable as a complimentary use.
- Accommodate changes in material as follows – return 8 foot minimum at side walls and avoid terminating in the same plane.
- Encourage overhead projections, either as a specific building component or as permanent/temporary canopies.
- Avoid overly complex or arbitrary use of materials.
- Include smaller scale elements, variety of materials and careful detailing to support street level activities and enhance the pedestrian experience.

### **Streetscape: Downtown Neighborhood**

- Provide gracious sidewalk design to invite pedestrian traffic.
- Install street trees to frame the street and provide shade.
- Provide street lighting that meets all safety standards and design criteria, while creating a unique character for this district.
- Explore street light spacing, height and a variety of fixture type that would support proposed mix of uses and activities.
- Explore a range of options for streetscape improvements including

special pavements, interesting concrete tinting or scoring patterns, additional plantings, ornamental fencing and other features (note, however, that simpler is better and too much clutter is a negative). To promote consistency in the public realm, the City will be responsible for designing and building streetscaping, with the costs borne by developers and/or abutting property owners.

### **C. IV. Review and Approvals Process**

Development within the Downtown Area will generally consist of a subdivision and site plan. In these cases, the applicant will follow the normal subdivision and site plan requirements of the City subject to the submittal requirements contained herein. For subdivisions, expansion or façade replacement of existing buildings, the review process will include sketch plan review, preliminary plat, and final plat. Existing businesses wishing to perform routine maintenance such as window or door replacement or renovate a minor portion of their structure without adding square footage are subject to existing codes and will not be required to adhere to the development guidelines. For site plans, the review process will include a preliminary site plan and final site plan





**Downtown Centerville  
Master Plan & Development Guidelines**