By Jonathan Creed, Joseph Giant, Wesley Johnson, Kristina Nesse, Brent Oltz
Master of Urban and Regional Planning Program, Humphrey School ff Public Affairs
Overview and Methods

Research Focus

Achieving a greater diversity of housing options via small-lot development on 3-5 acre infill sites.

Emphasis on creating appealing, reasonably priced housing products for baby boomers and young move-up buyers.

Overview

- Brief overview of the City's landscape and housing
- What is mid-priced housing?
- Recent small-lot development example: Lone Lake Highlands
- Design: Values and Tools
- Community-oriented process for integrating design & overcoming density perceptions/concerns
Conclusions and Recommendations

Price
Be aware of purchasing power to remain competitive

Product
Focus on design to meet the desires of the target market

Participation
Perceptions and realities of density: implement community-oriented design process
Minnetonka Profile

Figure IV-1
Existing Land Use

Source: 2007, City of Minnetonka
The Mid-Priced Housing Question
What Is the Middle?

Met Council baseline:
$233k (2010)
$172k (2012)
Market: median home $299k
Realtors: $250-$350k
Leakage: preferences vs. budget

Changing the Question

Mid-Priced Housing must balance:
- Demand characteristics
- Budgetary constraints
Lone Lake Highlands
A Starting Point

Why it worked
Successes
Challenges
Takeaways
## Design Framework

<table>
<thead>
<tr>
<th>Social Values</th>
<th>Physical Values</th>
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<tbody>
<tr>
<td>Privacy</td>
<td>Attractiveness</td>
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<tr>
<td>Positive Relationships</td>
<td>Natural Beauty</td>
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<tr>
<td>Status</td>
<td>Flexibility</td>
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<tr>
<td>Safety</td>
<td>Outdoor Living</td>
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### Traditional Suburban Development

- Large Lots
- Nature Unifies
- Fulfills Values

### Contemporary Suburban Development

- Higher Land Costs
- Prototypes
- High Density
- Challenges Values
Design as a Solution

Interweave Design Elements

- Dimension
- Access
- Claim
- Assemblage

Intentional Design Experience

Fulfilled Values
- Privacy
- Attractiveness
- Useful/Flexible Space
Layering

Transitional Space creates control over social relationships
Program All Spaces for Use

Tools

- Driveway
- Front Porch
- Landscaping
- Built Structures
- Rear Access
- Side Yards
- Shared Community Space
Buffer/Conservation Easement

Conservation: preserve existing natural elements
Unify: avoid walls and vegetation screens
Create space for activity
Use structures and right-of-way to define buffer
Deep and Narrow Design

- Enhanced Privacy
- Flexibility
- Efficient Use of Space
Garages & Storage Space

Values
Efficiency
Attractiveness
Flexibility
Relationships
Status

Tools
Rear Placement
Sink the Garage
Flexible Storage Space
Rethink the Street

Narrower Streets
Unconventional Paving
Low Curbs
Landscaping
Participation

Overcoming the last and perhaps largest hurdle: neighborhood/community opposition

Proposed: Community-oriented process for integrating design & overcoming density perceptions/concerns

1. Phase: Outreach - outreach and education is key
2. Development
3. Implementation and education
Overcoming the last (and perhaps largest hurdle): neighborhood/community opposition

Proposed: Community-oriented process for integrating design & overcoming density perceptions/concerns

3 Phase Process: Ongoing outreach and education is key
1. Pre-development design process
2. Development
3. Evaluation and reiteration
City of Minnetonka – Proposed Neighborhood/Community Design Process
for Small-lot Residential Infill Development

<table>
<thead>
<tr>
<th>Stages of Process</th>
<th>Neighborhood/Community Visioning and Planning</th>
<th>Developer Proposal – Project Approval/Construction Commences</th>
<th>Design Process Reevaluation/Re-visioning by Neighborhood/Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>Timeline Stakeholders</td>
<td>6-8 Months</td>
<td>1-4 Months (as needed)</td>
<td>30 – 45 Days</td>
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<tr>
<td>Minnetonka Community Development Staff</td>
<td>Density Education/Outreach</td>
<td>(Ongoing Efforts)</td>
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<tr>
<td>Minnetonka Community Development Staff</td>
<td>Social Media Outreach</td>
<td>(Ongoing Efforts)</td>
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<td>Real Estate Developer</td>
<td>Intentional Interaction</td>
<td>(Ongoing Efforts)</td>
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<td>NBHD/Community Group(s)</td>
<td>Project Kickoff</td>
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<td>NBHD/Community Group(s)</td>
<td>NBHD Design Charette</td>
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<td>NBHD/Community Group(s)</td>
<td>Feedback Meeting</td>
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<td>Task Force</td>
<td>Kickoff Meeting &amp; Development Tour</td>
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<tr>
<td>Task Force</td>
<td>Design Workshop</td>
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<td>Task Force</td>
<td>Design Guidance Meeting</td>
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<td>Task Force</td>
<td>Project Approval of Developer Proposal</td>
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<td>Task Force</td>
<td>NBHD Meeting</td>
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<td>Task Force</td>
<td>Construction</td>
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<td>Task Force</td>
<td>Completed Project Tour</td>
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<tr>
<td>Task Force</td>
<td>Evaluation Workshop</td>
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</tbody>
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Repeat process in other neighborhoods
Conclusions and Recommendations

Price

Be aware of purchasing power to remain competitive

Product

Focus on design to meet the desires of the target market

Participation

Perceptions and realities of density: implement community-oriented design process
What Next?

- School district strength and misconceptions
- Live Where You Work program
Questions?
Thank You!

University of Minnesota
City of Minnetonka Staff
Anonymous Real Estate Agents
Anonymous Land Developers
Pulte Homes
Center for Urban & Regional Affairs - Resilient Communities Project

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References


Peterson, I., & Cermack, M. (2012, November 2). Vice President of Land - Pulte Homes Minnesota Division, Director of Land Acquisition - Pulte Homes Minnesota Division. (J. Giant, & B. Oltz, Interviewers)

