

Rural Commercial Subdivision Survey Results

City Council Regular Meeting June 27, 2024



Survey Collection Design

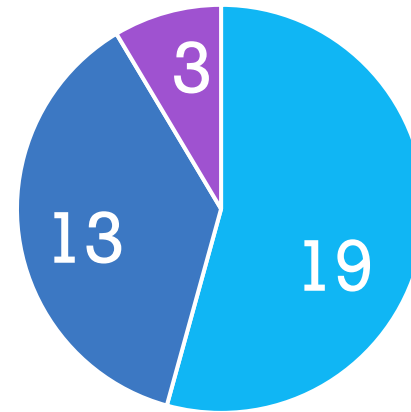
- A story map explaining the basics of the development rights program and history as well as explaining the Rural Commercial district (CR) was created.
- A link was provided at the end of the story map to a visual preference survey providing 6 options to control development within the CR.
- The survey was made available for 3 weeks from Friday, May 31 through Sunday, June 14.

Survey Collection Design

- Mailed invitations were sent to all properties within 500' of the CR and Transitional Rural Commercial (TCR) districts.
 - 49 unique addresses
- Announcements were made on the City's website and social media accounts to solicit broader participation.
- Council, Planning Commission, and Parks and Trails Commission members were asked to share the story map/survey with their social networks.
- A flyer was posted at City Park.

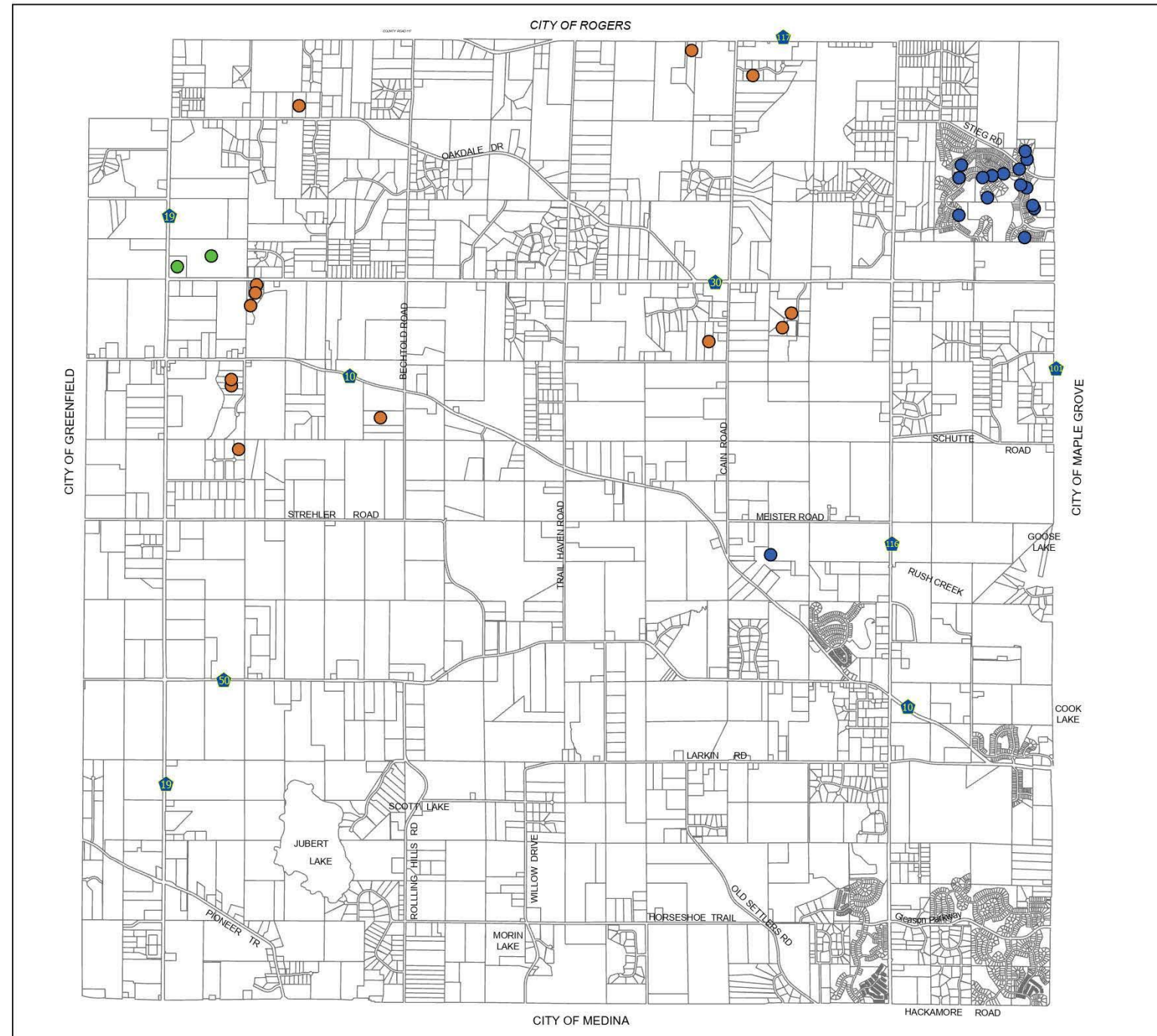
Survey Results

Location of Respondents



- Residents Within MUSA
- Residents Outside of MUSA
- Landowners Outside of MUSA

- 36 responses received
 - 6 respondents received a mailed invitation
 - Response rate of about 16.7%
 - 3 respondents owned commercial property within the CR/TCR
 - 3 respondents do not currently live in Corcoran but own property in Corcoran.
 - 2 respondents are currently building a home to reside in Corcoran.
 - 19 respondents lived within the MUSA
 - 16 respondents lived or owned property outside of the MUSA



- Residents Within MUSA
- Residents Outside of MUSA
- Landowners Outside MUSA



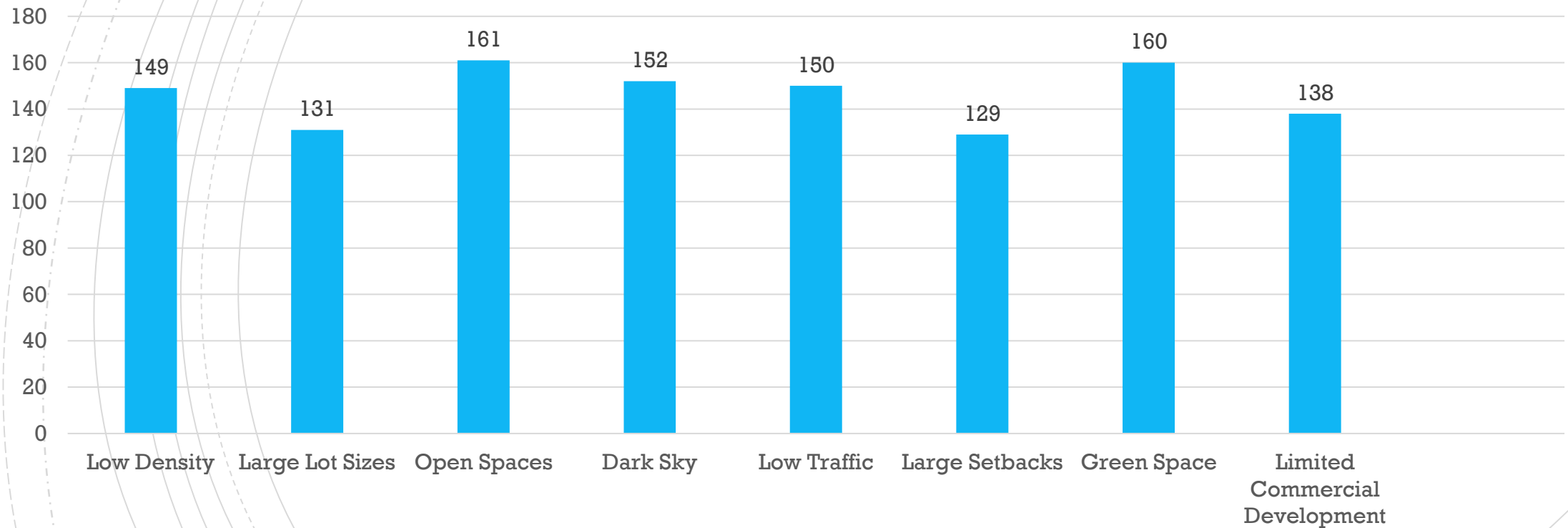
Development Rights

- 8 respondents stated they had development rights shown on the development rights map.
 - Staff confirmed only 2 of the respondents had property with development rights based on the addresses provided.
 - This suggests more education resources regarding development rights could be helpful for the general public.
- 2 respondents stated they hoped to subdivide their property in the future.
 - One of these respondents does not currently have development rights to subdivide further.

Rural Character Design Features

- Respondents were asked to rate the importance of 8 design features as they relate to creation/preservation of rural character on a scale of 1 (not very important) to 5 (very important).
 - Low Density
 - Large Lot Sizes
 - Open Spaces
 - Dark Sky (minimal lighting)
 - Low Traffic
 - Large Setbacks
 - Green Space
 - Limited Commercial Development

Rural Character Design Feature Preference Ratings



Rural Character Design Features

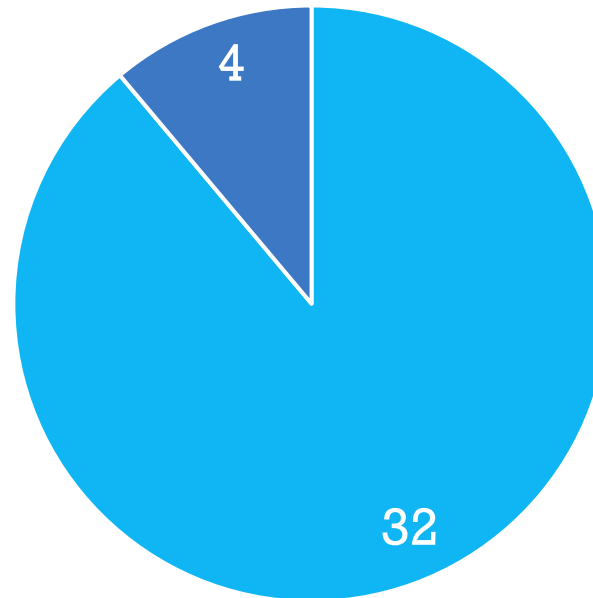
■ Design features in order of ranked importance:

1. Open Spaces (161 points)
2. Green Space (160 points)
3. Dark Sky (152 points)
4. Low Traffic (150 points)
5. Low Density (149 points)
6. Limited Commercial Development (138 points)
7. Large Lot Sizes (131 points)
8. Large Setbacks (129 points)

What other features define rural character to you?

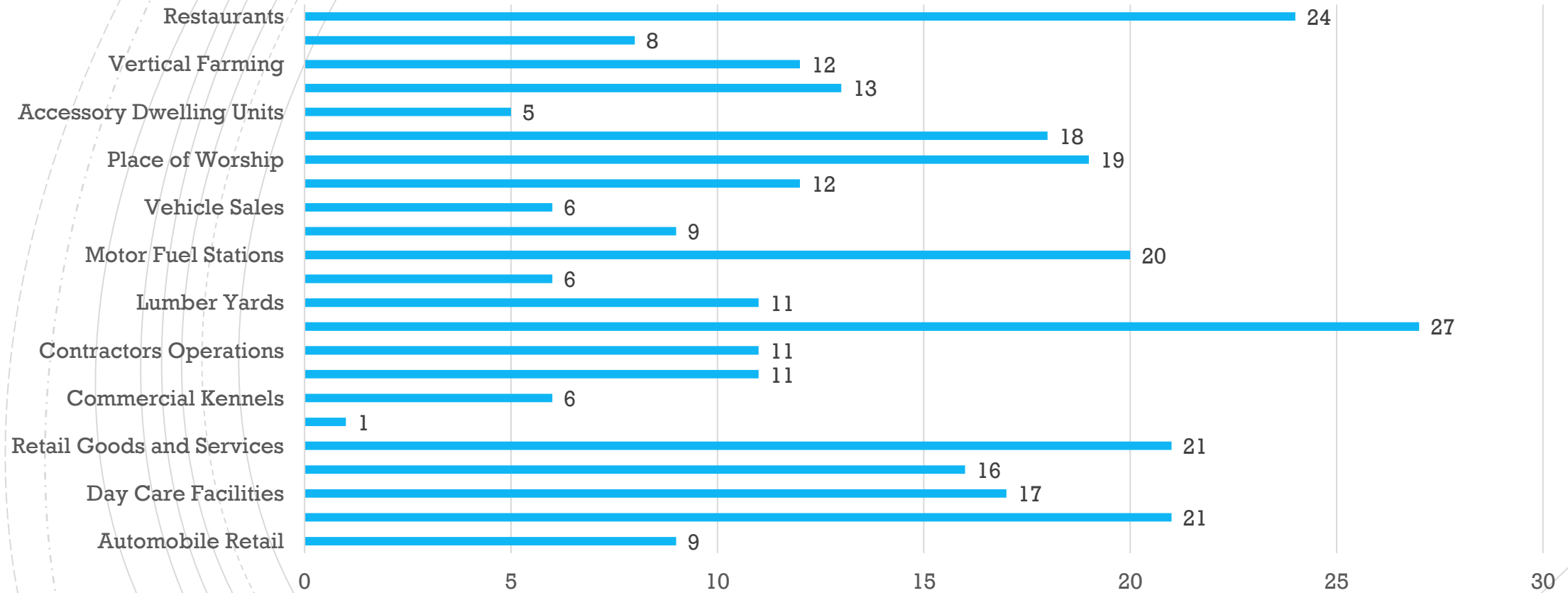
- **The 3 most common themes that arose included:**
 - **Quiet / calm environment**
 - **Presence of farmland at various scales**
 - **Preservation of natural areas**

Do you believe commercial zones are important to have?



■ Yes ■ No

What types of businesses should be in the CR? (check all that apply)



What types of businesses should be in the CR? (check all that apply)

Top 5 Uses

1. Greenhouses and Nurseries
2. Restaurants
3. Retail Goods and Services
4. Civic Buildings
5. Motor Fuel Stations

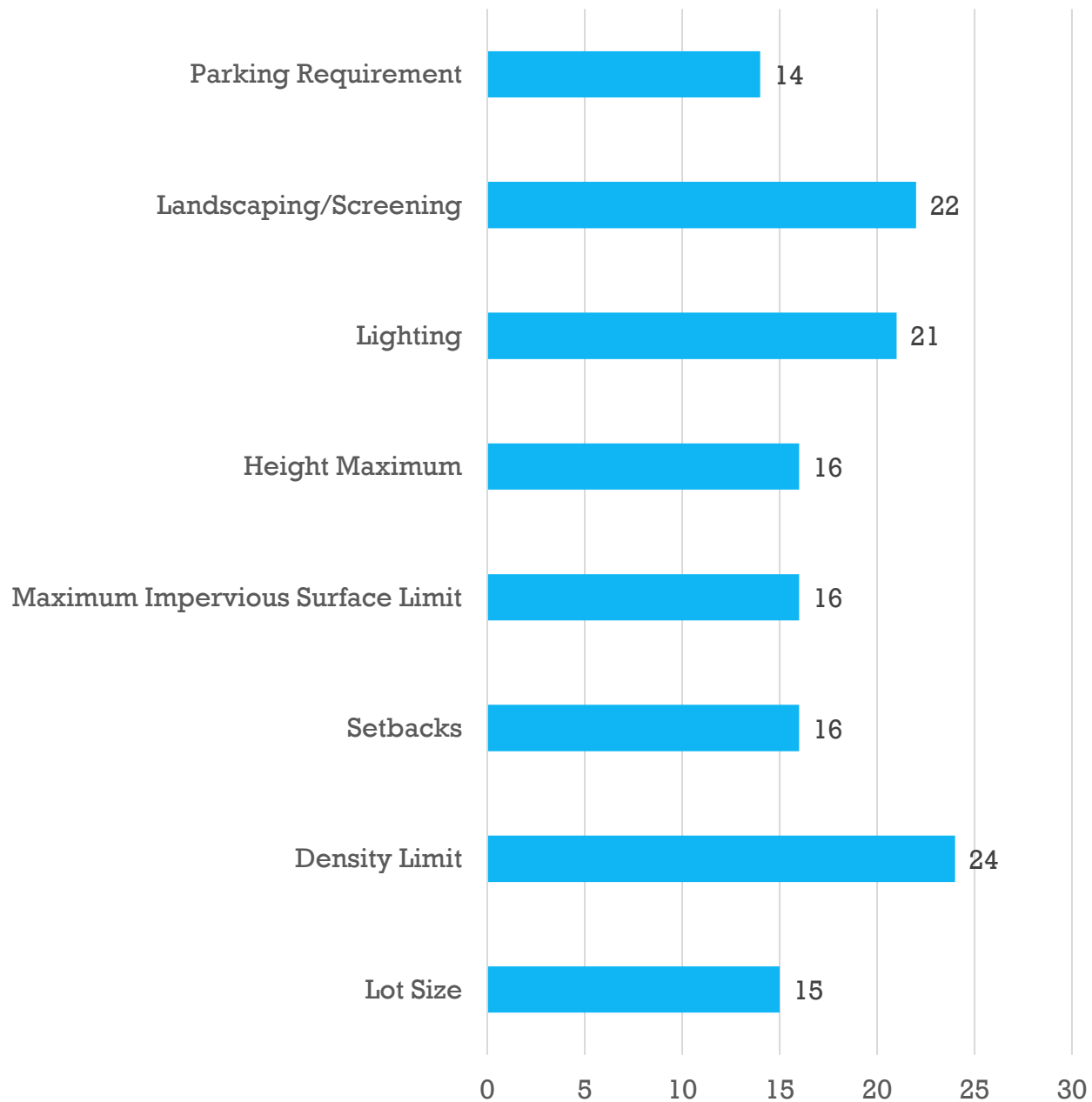
Write-in Responses

- Fire Station
- Farmers Market
- Agricultural Coop
- Anything Farm Related
- Light Industrial and Retail
- Library
- Solar Power Farms

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What concerns do you have when thinking about commercial development in the rural area?

- **The top 5 common themes:**
 - **Traffic**
 - **Noise**
 - **Development Intensity**
 - **Visual Aesthetics**
 - **Environmental Impacts**



What are the most important regulations for the CR? (check all that apply)

What are the most important regulations for the CR?

- **Top 3 Regulations:**

1. Density Limit

2. Landscaping/Screening

3. Lighting

- **Write-in responses:**

- Type of business

- Mandatory traffic light at CR 19 and CR 30

- Flexible standards based on use

- Regulation of toxic materials and air quality

- Water usage

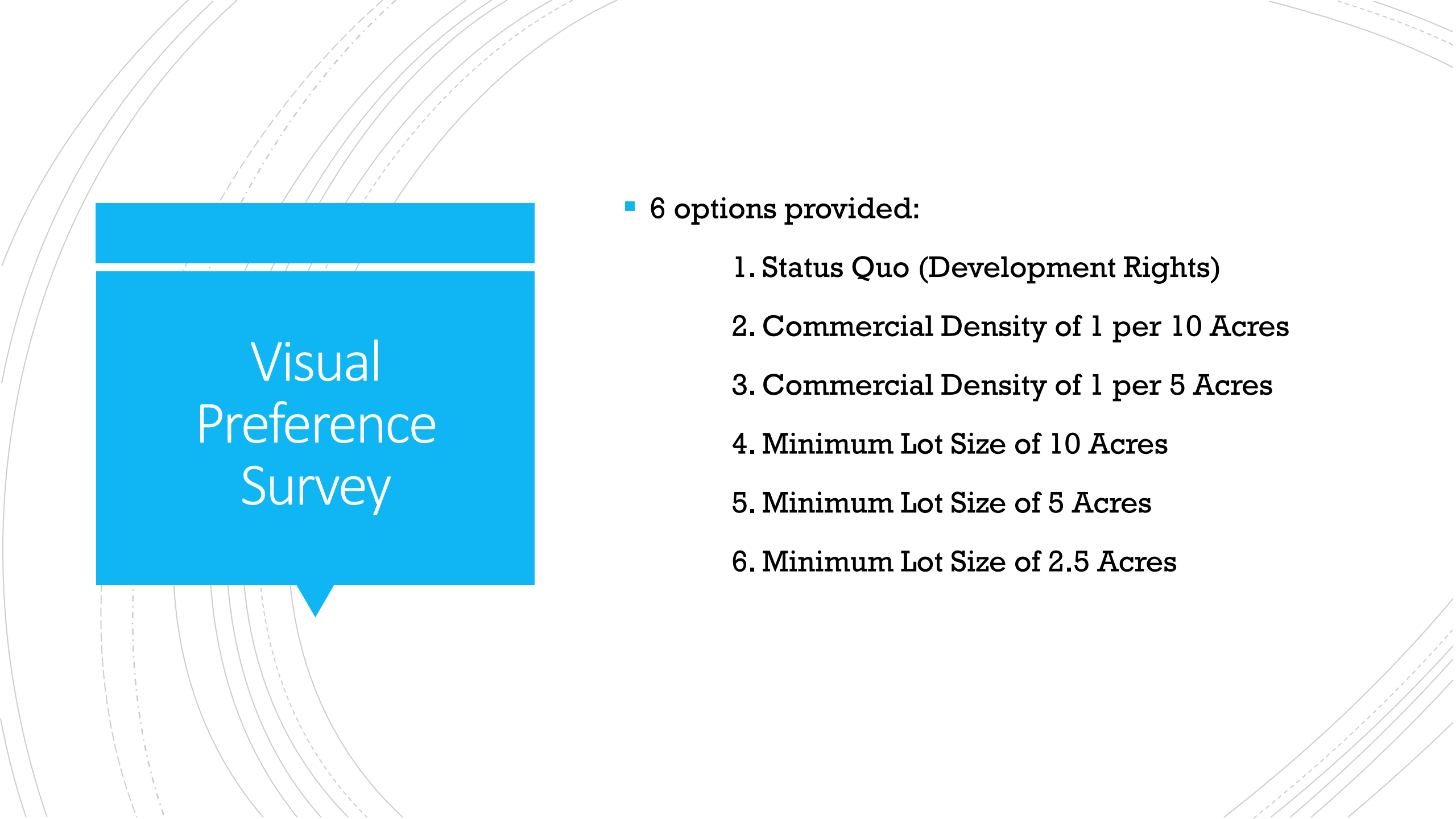
- Aquifer contamination prevention

- Noise

- None

- Traffic

- Hours

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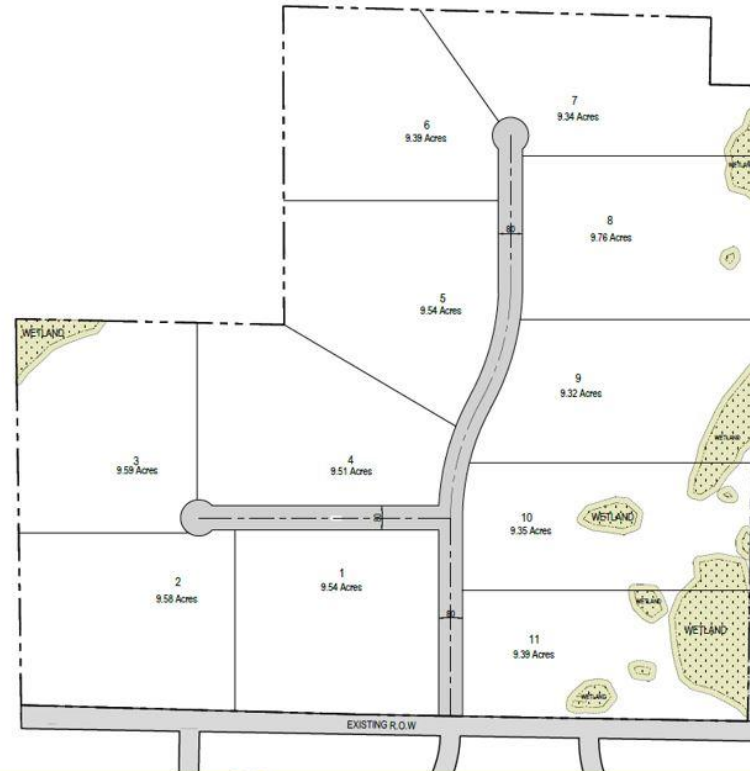
Visual Preference Survey

- 6 options provided:

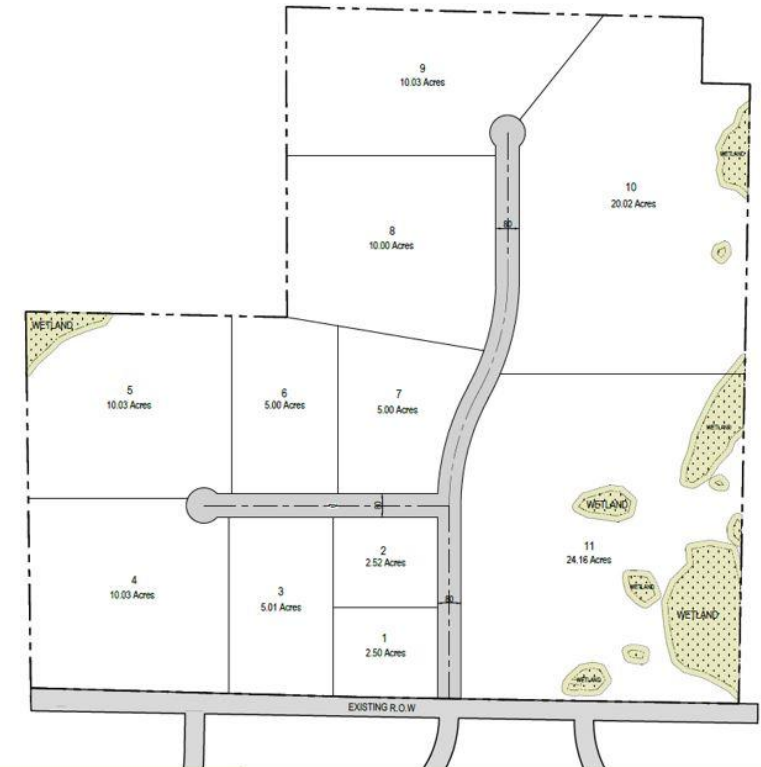
1. Status Quo (Development Rights)
2. Commercial Density of 1 per 10 Acres
3. Commercial Density of 1 per 5 Acres
4. Minimum Lot Size of 10 Acres
5. Minimum Lot Size of 5 Acres
6. Minimum Lot Size of 2.5 Acres

To make the ranked choice data usable, 6 points were assigned to 1st choice, 5 points assigned to 2nd choice, and so on so forth. When respondents had ties among choices (e.g., two 1st choice options), the points were distributed so that every respondent distributed 21 points comparatively among the 6 options (e.g., two 1st place choices were assigned 5.5 points each and 2nd choice treated as 3rd choice).

Option 1 – Status Quo (Development Rights)



LANDFORM with CORCORAN
STATUS QUO / 1 PER 10 ACRES - EXAMPLE 1
Example 110 Acre Project Development Rights Visuals • Corcoran, MN
Exhibit 1 • 05/23/2024



STATUS QUO / 1 PER 10 ACRES - EXAMPLE 2
Example 110 Acre Project Development Rights Visuals • Corcoran, MN
Exhibit 3 • 05/23/2024

Scale of 1 (not very preferred) to 5
(very preferred):

- Received 115 points

Ranked Choice among all options

- 19 respondents chose as 1st choice
- Received 166 points

Option 2 – Commercial Density 1 in 10 Acres

Scale of 1 to 5

- 96 points

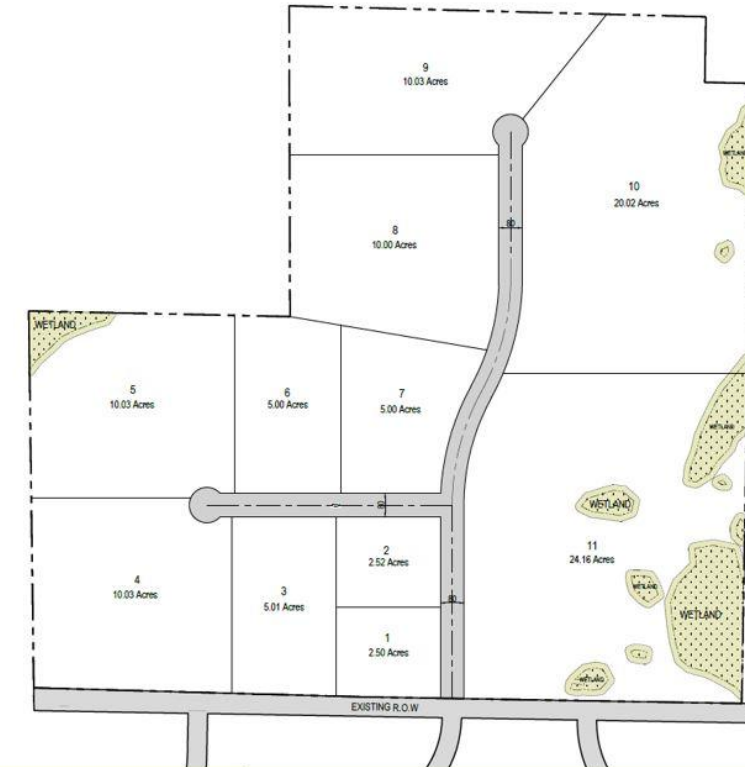


LANDFORM
LANDSCAPE ARCHITECTS



STATUS QUO / 1 PER 10 ACRES - EXAMPLE 1

Example 110 Acre Project Development Rights Visuals • Corcoran, MN
Exhibit 1 • 05.23.2024



STATUS QUO / 1 PER 10 ACRES - EXAMPLE 2

Example 110 Acre Project Development Rights Visuals • Corcoran, MN
Exhibit 3 • 05.23.2024

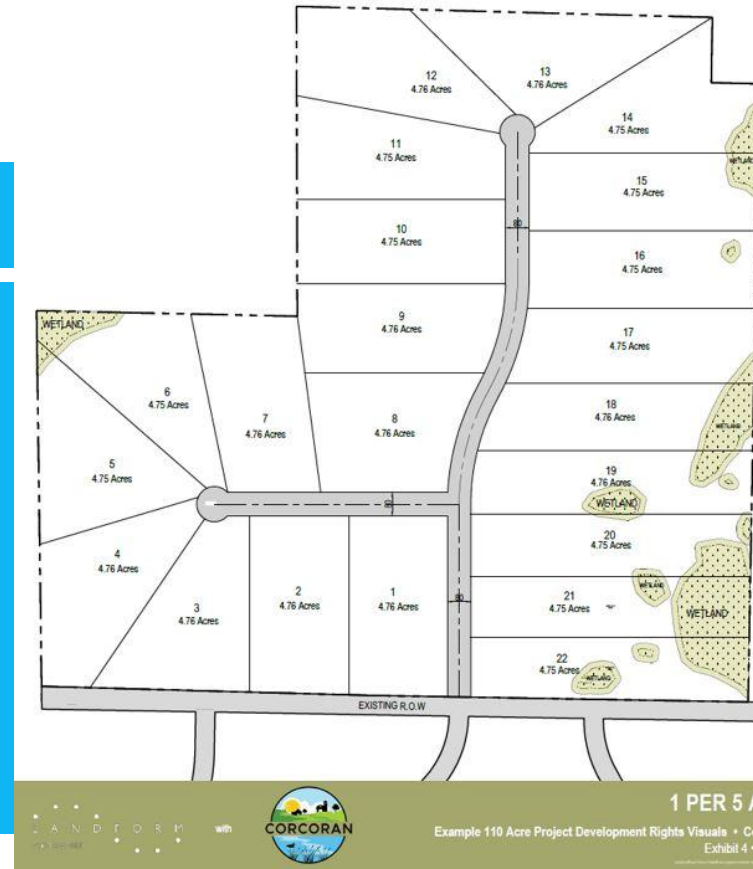
Ranked Choice

- 6 respondents rated this as 1st choice
- Received 155 points

Option 3 – Commercial Density 1 in 5 Acres

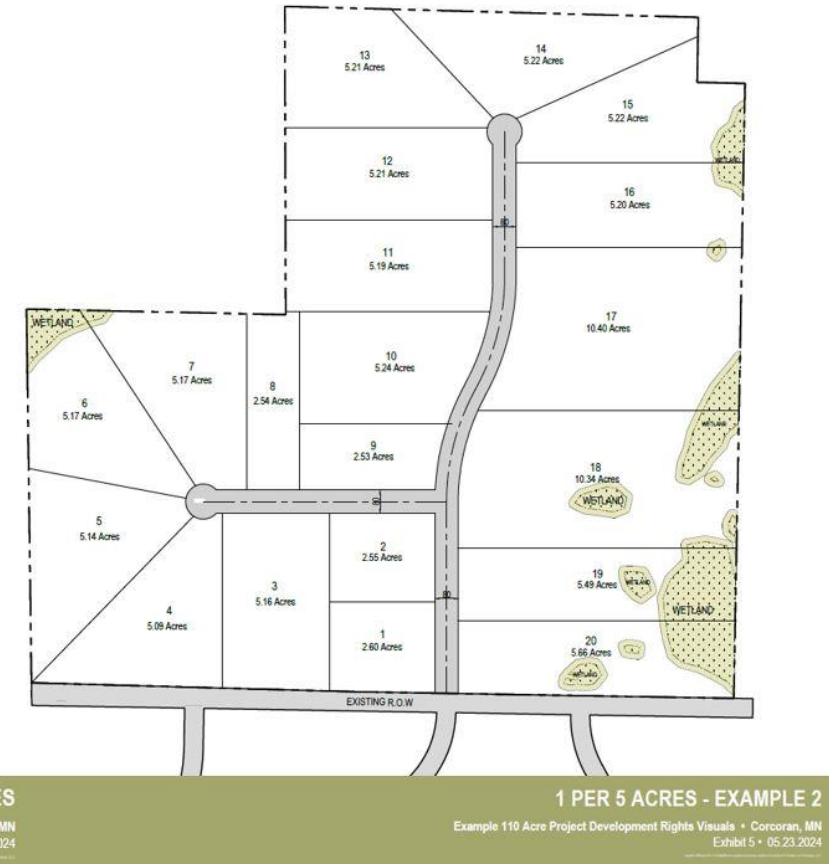
Scale of 1 to 5

- 69 points



Ranked Choice

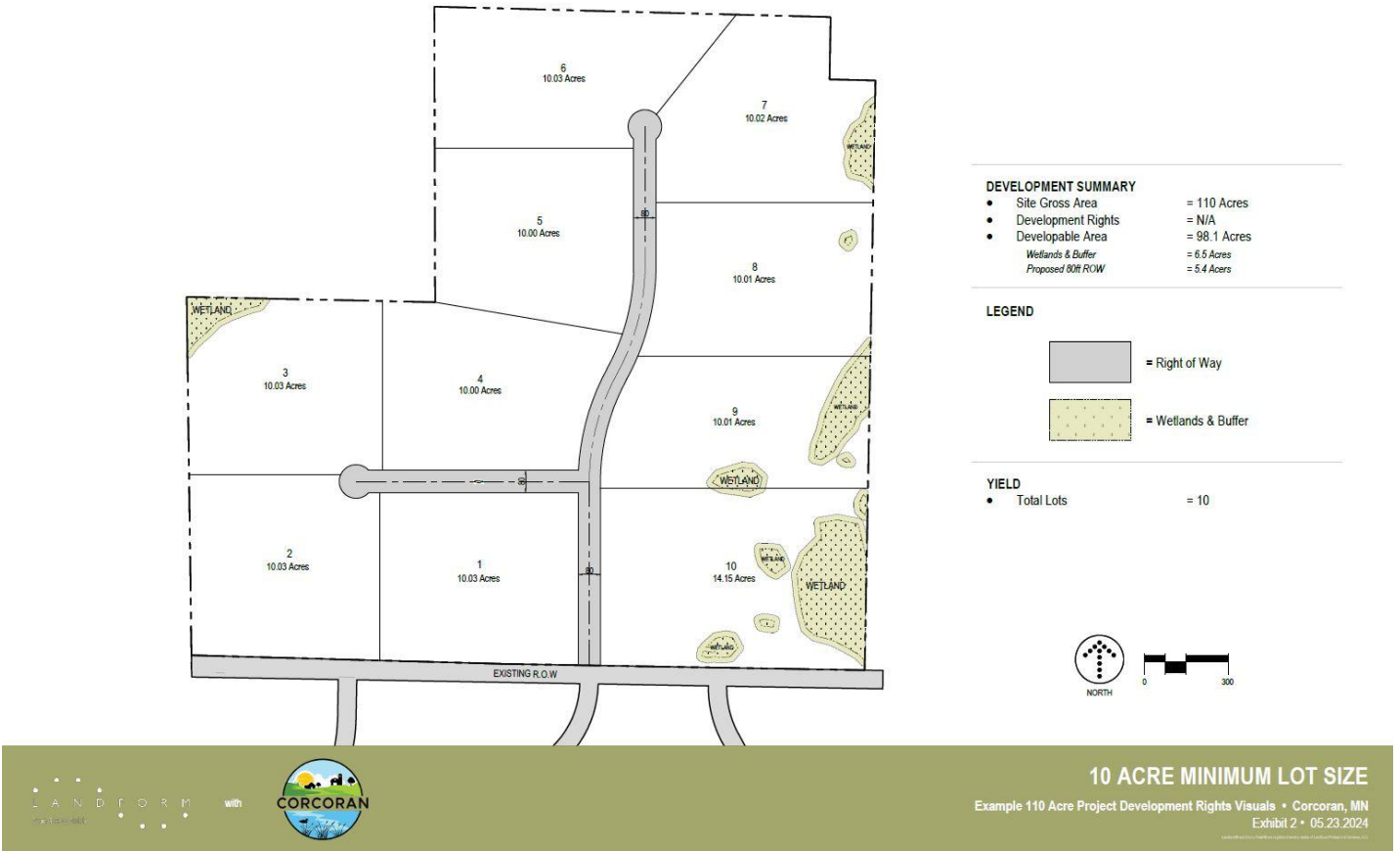
- 3 respondents ranked as 1st choice
- Received 120 points



Option 4 – Minimum Lot Size 10 Acres

Scale of 1 to 5

- 108 points



Ranked Choice

- 5 respondents ranked as 1st choice

- Received 145.5 points

Option 5 – Minimum Lot Size 5 Acres

Scale of 1 to 5

- 75 points



5 ACRE MINIMUM LOT SIZE

Example 110 Acre Project Development Rights Visuals • Corcoran, MN
Exhibit 7 • 05.23.2024

Ranked Choice

- 0 respondents ranked as 1st choice
- Received 101.5 points

Option 6 – Minimum Lot Size 2.5 Acres

Scale of 1 to 5

- 74 points



DEVELOPMENT SUMMARY

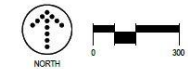
• Site Gross Area	= 110 Acres
• Development Rights	= N/A
• Developable Area	= 98.1 Acres
• Wetlands & Buffer	= 6.5 Acres
• Proposed R.O.W.	= 5.4 Acres

LEGEND



YIELD

• Total Lots	= 36
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2.5 ACRE MINIMUM LOT SIZE

Example 110 Acre Project Development Rights Visuals • Corcoran, MN
Exhibit 6 • 05.23.2024

Ranked Choice

- 2 respondents ranked as 1st choice
- Received 68 points

Visual Preference Survey Results

Based on a scale of 1 (not very preferred) to 5 (very preferred), the options are ranked as follows:

- 1.Option 1 – Status Quo (Development Rights) - 115 points
- 2.Option 4 – Minimum Lot Size 10 Acres – 108 points
- 3.Option 2 – Commercial Density 1 in 10 Acres – 96 points
- 4.Option 5 – Minimum Lot Size 5 Acres – 75 points
- 5.Option 6 – Minimum Lot Size 2.5 Acres – 74 points
- 6.Option 3 – Commercial Density 1 in 5 Acres – 69 points

Visual Preference Survey Results

Ranked Choice - Based on frequency of 1st choice rankings

1. Option 1 – Status Quo (Development Rights) - 19
2. Option 2 – Commercial Density 1 in 10 Acres - 6
3. Option 4 – Minimum Lot Size 10 Acres - 5
4. Option 3 - Commercial Density 1 in 5 Acres - 3
5. Option 6 – Minimum Lot Size 2.5 Acres - 2
6. Option 5 – Minimum Lot Size 5 Acres - 0

Visual Preference Survey Results

- **Ranked Choice - Based on comparative ranking**

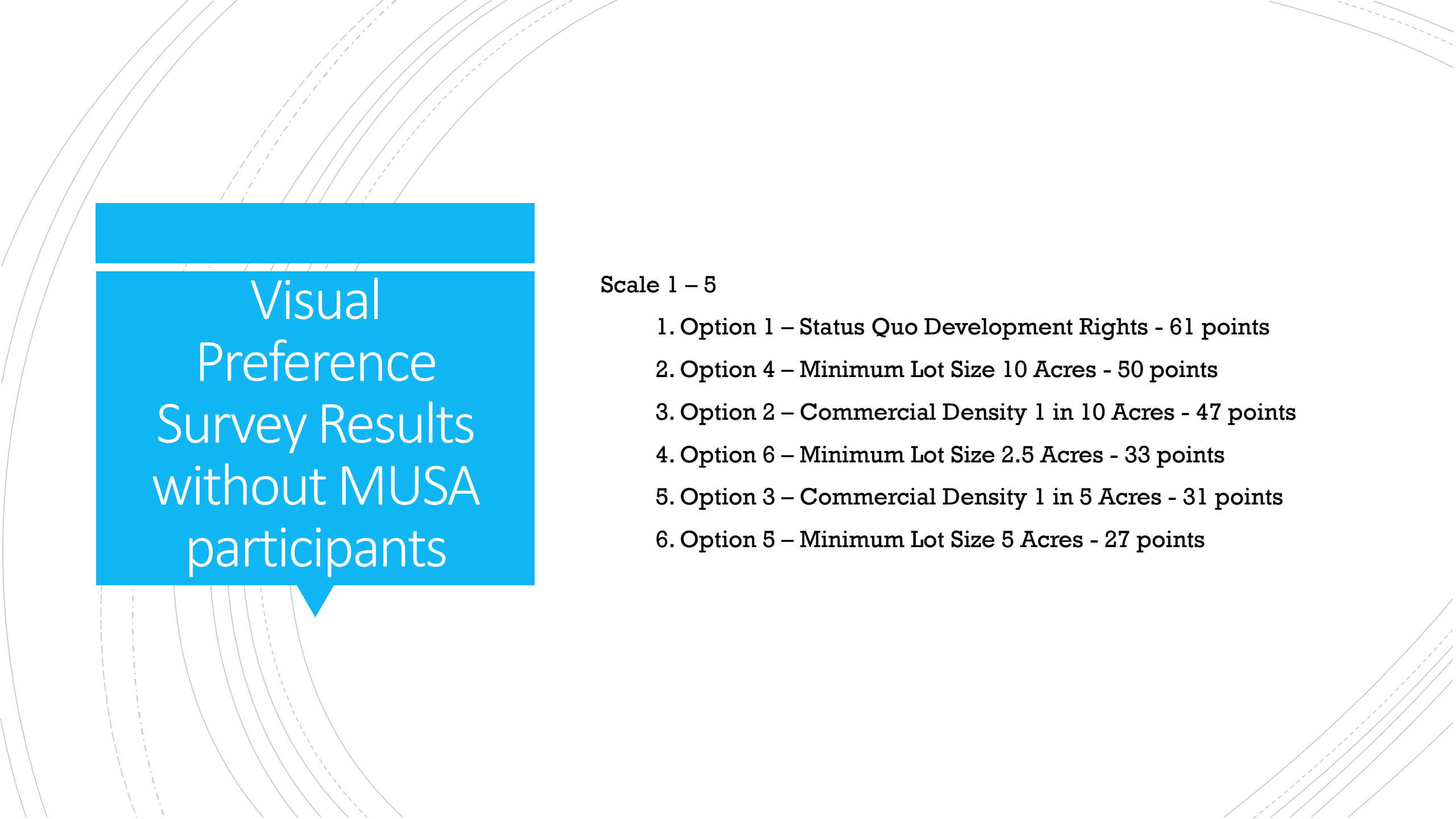
1. Option 1 – Status Quo (Development Rights) - 166 points
2. Option 2 – Commercial Density 1 in 10 Acres -155 points
3. Option 4 – Minimum Lot Size 10 Acres - 145.5 points
4. Option 3 - Commercial Density 1 in 5 Acres - 120 points
5. Option 5 – Minimum Lot Size 5 Acres - 101.5 points
6. Option 6 – Minimum Lot Size 2.5 Acres - 68 points

Limitations of Study

- Not a representative sample of the City or the area that is 500' within the CR and TCR area.
- Development rights and development standards can be complex topics with several caveats. The story map and visual aids attempted to provide a simplified and engaging format to touch on these topics, but some respondents noted that the topics were difficult to fully grasp.
- Short survey collection window and response rate from the mailed invitations was fairly low.

Limitations of Study

- More participation from residents living in newer developments within the MUSA than those who live in Rural Residential, particularly nearby the CR and TCR districts.
- However, removing the responses from those who live within the MUSA did not drastically change the results as shown on the following slides.
- Ranked choice did not work as anticipated as some respondents used the same ranking for multiple options, but the data was made usable by assigning 21 points to the ranked options comparatively.

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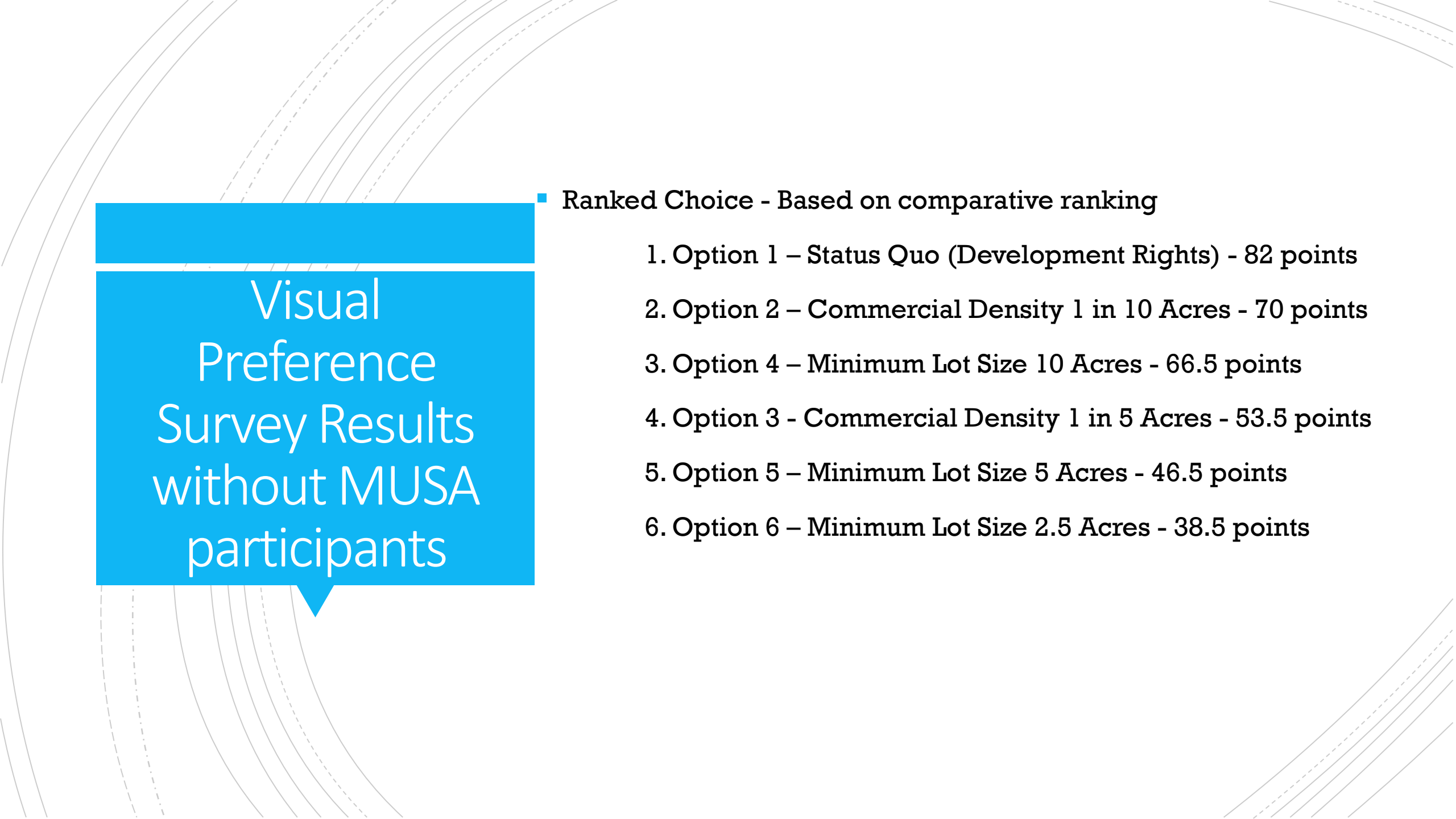
Visual Preference Survey Results without MUSA participants

Scale 1 – 5

1. Option 1 – Status Quo Development Rights - 61 points
2. Option 4 – Minimum Lot Size 10 Acres - 50 points
3. Option 2 – Commercial Density 1 in 10 Acres - 47 points
4. Option 6 – Minimum Lot Size 2.5 Acres - 33 points
5. Option 3 – Commercial Density 1 in 5 Acres - 31 points
6. Option 5 – Minimum Lot Size 5 Acres - 27 points

Visual Preference Survey Results without MUSA participants

- Ranked Choice - Based on frequency of 1st choice rankings
 1. Option 1 – Status Quo (Development Rights) - 10
 2. Option 3 - Commercial Density 1 in 5 Acres - 2
 2. Option 6 – Minimum Lot Size 2.5 Acres - 2
 4. Option 2 – Commercial Density 1 in 10 Acres - 1
 4. Option 4 – Minimum Lot Size 10 Acres - 1
 6. Option 5 – Minimum Lot Size 5 Acres - 0

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Visual Preference Survey Results without MUSA participants

- **Ranked Choice - Based on comparative ranking**
 1. Option 1 – Status Quo (Development Rights) - 82 points
 2. Option 2 – Commercial Density 1 in 10 Acres - 70 points
 3. Option 4 – Minimum Lot Size 10 Acres - 66.5 points
 4. Option 3 - Commercial Density 1 in 5 Acres - 53.5 points
 5. Option 5 – Minimum Lot Size 5 Acres - 46.5 points
 6. Option 6 – Minimum Lot Size 2.5 Acres - 38.5 points

Do you have any other thoughts you would like to share with the City Council as they consider any updates to the CR?

- No common themes were found.
 - Stop light or round about at 19 & 30!
 - Please consider a thoughtful long-term plan of commercial business zones to drive a town center, and to not have urban sprawl.
 - I prefer the Density per acre to minimum lot size because of the flexibility to accommodate various uses and the topography of the land. 1 per 3 acres would be preferable to minimum lot size of 2.5 acres.
 - Thank you for this opportunity.
 - Bellwether has added quality work to the area-protect this area from commercial properties close by
 - Lots of services for elderly. A large and prominent steeple for the new church.
 - I do appreciate that you send this out for input, but this is way above "my pay grade". Wishing you the best at keeping Corcoran rural. This is why we moved here. Since I feel I don't understand this enough to rate the last section I gave it not very and 6th choice. Thanks
 - No
 - City need to move this forward. All good stuff
 - Hold ground on what is decided - It seems the developers come in and get whatever changes they want
 - I think some public spaces would be really nice and rewilding of areas. I thought there were government grants to rewild farmland for carbon sequestration purposes? For public spaces, things like a community center, a library, public parks, a dog park, etc would also be great. I'm going to repeat my previous comment about solar farms, there are great dual land uses for solar now and this could be a great place for community solar projects. Thank you so much for providing this opportunity to comment and also simplifying the process for community participation! Thank you again!