Norwood Young America
more than a place, it's home.

Preserving History - Downtown Design Guidelines

Downtown Redevelopment Plan—Norwood Young America

Vision

The vision of the City of Norwood Young America is to build upon the history of the two downtown areas, by enhancing the unique characteristics and architectural features of buildings, resulting in vibrant small-town downtowns with commercial, residential and governmental uses.

Planning Context

The downtown commercial districts have been identified by the City as important commercial centers for retail, services and community gathering. While the Highway 212 commercial district plays an important role in commerce, the Downtown Redevelopment Plan focuses on the two downtown districts. The downtowns include a mix of government uses (Historic Downtown Norwood), services, retail businesses, residential units with adjacent recreational opportunities. This Plan provides the framework for redevelopment of the downtowns within Norwood Young America. It provides the history and information on the parcels as well as establishes goals and an implementation plan for achieving the vision. Recognizing the importance of each commercial district, this Plan builds on the history of each downtown; designating the areas as "Historic Downtown Norwood" and "Historic Downtown Young America" and identifying the boundaries of each downtown. (A copy of the entire Norwood Young America Downtown Redevelopment Plan can be obtained at City Hall.)

Design Guidelines

The Downtown Design Guidelines are meant to build on the unique character of each downtown. The Guidelines include goals, proposed architectural features and suggested color palettes. They also include recommendations for infill and the addition of fencing. At this time, these are Design "Guidelines" and not "requirements." It is understood that some design recommendations may not apply to all properties. It may be more suitable to have renovations consistent with the era of the building construction or previous use than the historic character of the district.

****Historic Downtown Norwood is recommended to incorporate a Scandinavian and/or Danish architectural style.**

****Historic Downtown Young America is recommended to incorporate a stick-built German and/or Danish architecture style.**

History of Norwood and Young America

History of the Downtowns

The city of Norwood Young America had a unique beginning, two small towns in the mid 1800's with only a mile separating them. Young America was founded first, in 1856 by James Slocum Jr. and Dr. R.M. Kennedy. Slocum came to St. Paul, MN in 1855; from there he took a steamboat to Carver and then following Indian trails to what we know today as Young America. Early businesses were a saw and grist mill, general mercantile, and grain businesses.

Slocum's first choice of a name was Young America. In 1879 it was changed to Teuteberg. They later adopted the name Young America. By 1880 the population of Young America was 151.

About that time, the Milwaukee Railroad was going to install tracks near Young America. Residents didn't want to pay a bonus to have tracks laid, so the rail line moved a mile south. The original depot, built in 1872, was called Young America Station. Sensing a business opportunity Slocum and several townspeople re-established themselves near Young America Station.

As time passed Young America Station was incorporated in 1874 through special state legislation. Young America Station was renamed Norwood, after a friend and early settler of Slocum.

Slocum erected many buildings; a store, grain elevator, and the Bank of Norwood. Slocum was also involved in building the Methodist Church (Church of the Maples) in 1876. He also was the postmaster for both cities. In 1888, he relocated to Minneapolis.

Historic Downtown Young America

[Source: Carver County Historical Society]

History of Norwood Young America

On January 1, 1997 the two cities of Norwood and Young America merged into one city; Norwood Young America.

Historic Downtown Norwood contains approximately 3.61 acres of land, with a mix of residential units, public uses and commercial businesses. The 2018 assessed market value of the buildings and lots in the downtown is $3,930,800. The buildings are primarily one and two-stories in height, with the exception of the city hall/senior housing complex on Elm Street, which is four stories high. Roof types are predominantly gable with a few flat roofs. An inventory of the parcels within Historic Downtown Norwood is included as Exhibit A. Below are photos of the historic downtown Norwood and current day downtown Norwood.

Historic Downtown Norwood

Source: Willkommen Heritage Society

Source: Google Maps

Historic Downtown Young America contains 42 parcels consisting of approximately 9.89 acres of land. The 2018 assessed market value of the buildings and lots in the downtown is $6,121,000. The buildings are primarily one and two-stories in height. Roof types are predominantly gable and flat roofs. An inventory of the parcels within Historic Downtown Young America is included as Exhibit A. Following are photos of the historic downtown Young America and current day downtown Young America.

Historic Downtown Norwood – Design Guidelines

- Establish a rich and vibrant small-town downtown environment that encourages pedestrian and human activity.
- Maintain an appropriate scale for Historic Downtown Norwood that fits the existing character of Elm Street West while including space for commerce, office and residential uses.
- Develop and create structures of similar architecture quality and style to enforce the quality and character of Historic Downtown Norwood
- Use vegetation, street furniture lighting and signage to create a distinct character for Historic Downtown Norwood.

These goals are the foundation from which the following guidelines were established. The following guidelines should be thought of as objectives or implementation steps to achieving the goals for Historic Downtown Norwood. These standards have been established to ensure a successful, high-quality downtown environment. The purpose of establishing Design Guidelines for Historic Downtown Norwood is to ensure appropriate development and redevelopment activities occur and that the vision and goals for the downtown are achieved through appropriate architectural styles and details.

ARCHITECTURE

Through a site site inventory and analysis several parameters were set for general character, architecture and color for the historic downtown. The images above demonstrate the architectural style, color and massing that shall dominate the downtown streetscapes. The main goal is to use common elements (i.e. color) throughout downtown to unit the users and create a more uniform frontage. The following Guidelines shalll apply to the Historic Downtown Norwood.

Rich colors with muted tones should be used on structures throughout the historic downtown. Dominant colors on structures should be muted rich tones. For example, light blue, beige, light grey, and chestnut. Non-dominant colors could be more diverse, but should not be more than 20-percent of a buildingfront. Primary colors may be used as accents provided they are consistant with and do not exceed 20-percent of the facade.

COLOR

d o m i n a n t c o l o r s

a c c e n t c o l o r s

ARCHITECTURE - ELEMENTS & CHARACTERISTICS

The sketch and pictures identify the appropriate style of architecture for the historic downtown of Norwood. The downtown architecture should create a special and unique environment and should feel different that the surrounding environment.

The sketch and example pictures demonstrate a mix of architecture styles, including a neo-traditional structure as well as a stick-built traditional structure. All images include the following characteristics that unite them and make them appropriate for Downtown:

- High percentage of glass at the street level makes them inviting and adds an element of transparency.
- Architectural details including the parapets, cornices, window casings and sashes, and roof lines all have clean lines.
- Clearly identified structures and signage affixed to the facade of the structure is required on all buildings in the Downtown District.

ARCHITECTURE

Objective: To create an environment with an architectural palette that is cohesive and unique to historic downtown Norwood.

Individual storefronts and separation between structures (perceived or literal) should dominate the downtown. Mixed-use structures, when stacked, are appropriate for the downtown provided the scales does not exceed two and a half stories.

The stick-build Scandinavian and/or Danish architectural style shall dominate the downtown. Neo-traditional structures are appropriate provided color and scale matches the downtown character. If architectural styles of adjacent structures are different, common elements such as window style or color should be used to help create a more cohesive street frontage.

Buildings and structures shall have a distinct and varying roof line to encourage interest and variety. Structures shall have a district entry to clearly delineate the entrance users.

The first level of all structures shall have a transparent facade that is interesting and inviting.

Four-sided architecture is required particularly for structures with double frontage (i.e. corner lot), or visibility from major thoroughfares.

ARCHITECTURAL ELEMENTS

MATERIALS

It is the objective of the City to use high-quality materials that are warm, welcoming and sturdy throughout the Downtown District. High-quality traditional materials for structures (wood, brick, stucco, hardie, stone, etc.) are required for all structures.

The following material breakdown is required for all structures:

Street Level (Calculation includes parapet and false fronts for single-story structures):

Fenestration/Windows:	60% Minimum
Wood/Brick/Stone/Hardie:	35% Minimum
EIFS/Aluminum/Other:	5% Maximum

2nd Level (Calculation includes parapets and false fronts):

Fenestration/Windows:	40% Minimum
Wood/Brick/Stone/Hardie:	50% Minimum
EIFS/Aluminum/Other:	10% Maximum

The residential scale should be compatible with the scale and massing of adjacent commercial and/or office uses. All residential areas are open to discussion for material breakdown recommendations.

Clearly marked, welcoming entrances shall be required for all retail and office space in the Downtown District. All doors shall have a minimum of 50% of their area transparent (i.e. glass).

ARCHITECTURAL ELEMENTS

SCALE & MASSING

Architectural style and quality will directly influence scale and massing because style and height restrictions will naturally control the size and location of a structure. Additional parameters as set forth below shall also guide development in Downtown.

There should be no more than half (½) story difference between structures on the street to create some visual consistency.

Parapets and false fronts may be used to achieve greater consistency along the street frontage.

Parapets and false fronts will be included in materials calculations on the façade. These areas must include architectural detail, and/or fenestration to add visual interest to a façade.
Building space can be literal or perceived. (See Image) Buildings may be connected, but the illusion of spacing must be created to eliminate the appearance of a strip mall or connected multi-use structures.

Architectural detailing and fenestration should be used to reduce large expanses of walls without interest.
Buildings shall be a minimum of 15-feet wide but should be no larger than 40-feet wide; each user must have a minimum of 15-feet of frontage at the street-level.

Structures shall be no taller than 2.5 stories (35-feet maximum), where the half story is attributed to a parapet, false front, or roof pitch.

The above images represent the existing and appropriate scale and massing for the historic downtown of Young America. Parapets, false fronts and facade treatment help to break up the mass of structures and to create a quaint downtown feel.

SIGNAGE

A sign package should be created that allows each user the creativity to clearly define their space, but to do so in a manner that creates a visually appealing street frontage. Clear communication, as well as an aesthetic that caters to the small-town flavor shall be required in all sign packages.

All proposed signage should meet the current sign ordinance. In addition to these recommendations, the following standards shall be applied to signs within the Downtown of Norwood.

Clean, elegant signage with small town character. Materials and scale should reflect the materials and scale of each user.

Supplemental signs are acceptable in this District, including sandwich boards and projecting signs.
Wall signage (i.e. signage affixed to the structure and flush with the façade) is required to ensure visibility of each user.

The following recommendations shall apply to the signage package for each user:

- Area: The total signage package shall not exceed 15-percent of the total façade area. This area includes the primary wall sign, supplemental signs including sandwich boards, projecting signs, and window signage.
- Sign Materials: Primary material should be wood. EIFS may also be included but will be calculated against materials recommendations. Other materials include metals such as alumunimum or wrought iron.
- Lighting: All signs within the Downtown District must have secondary lighting. Internal lighting is not acceptable. This includes neon signs which are also not permitted. Backlit signs are appropriate provided they meet lighting standards set forth in the City's zoning code. Light pollution should be reduced when possible and energy reducing light fixtures used when possible.

Users should consider the scale and size of the sign package, and should develop a package that is complimentary to the user and the overall City character. A full signage package should be submitted for review during initial submittal of each project. This package will be reviewed by the Planning Commission or other design review commissions as identified by the City.

ARCHITECTURAL ELEMENTS

OFF-STREET PARKING INFILL

Off-street parking lot areas and vacant parcels shall be reduced and infilled wherever possible. Off-street parking lot widths shall be encouraged to reduce drive aisles to one per parking lot with two parking stall aisles on either side. Wherever an off-street parking lot or vacant parcel of land is to remain, permanent ornamental fencing and/or vertical landscaping shall be implemented at the front perimeter to create a clearly defined street frontage and pedestrian walkway in the downtown district.

The off-street parking lot and vacant parcel of land shown above demonstrate examples of land that may be infilled or implemented with permanent ornamental fencing and/or vertical landscaping at the street frontage perimeters to clearly define appropriate setbacks for the downtown district.

Historic Downtown Young America – Design Guidelines

- Establish a rich and vibrant small-town downtown environment that encourages pedestrian and human activity.

- Maintain an appropriate scale for Historic Downtown Young America that fits the existing character of Main Street East while including space for commerce, office and residential uses.

- Develop and create structures of similar architecture quality and style to enforce the quality and character of Historic Downtown Young America.

- Use vegetation, street furniture lighting and signage to create a distinct character for Historic Downtown Young America.

These goals are the foundation from which the following guidelines were established. The following guidelines should be thought of as objectives or implementation steps to achieving the goals for Historic Downtown Young America. These standards have been established to ensure a successful, high-quality downtown environment. The purpose of establishing Design Guidelines for Historic Downtown Young America is to ensure appropriate development and redevelopment activities occur and that the vision and goals for the downtown are achieved through appropriate architectural styles and details.

ARCHITECTURE

Through a site site inventory and analysis several parameters were set for general character, architecture and color for the historic downtown. The images above demonstrate the architectural style, color and massing that shall dominate the downtown streetscapes. The main goal is to use common elements (i.e. color) throughout downtown to unit the users and create a more uniform frontage. The following Guidelines shalll apply to the historic downtown Young America.

Rich colors with muted tones should be used on structures throughout the historic downtown. Dominant colors on structures should be muted rich tones. For example, chocolate brown, burgundy, slate blue, and taupe. Non-dominant colors could be more diverse, but should not be more than 20-percent of a buildingfront. Primary colors may be used as accents provided they are consistant with and do not exceed 20-percent of the facade.

COLOR

ARCHITECTURE - ELEMENTS & CHARACTERISTICS

The sketch and pictures identify the appropriate style of architecture for the historic downtown of Young America. The downtown architecture should create a special and unique environment and should feel different that the surrounding environment.

The sketch and example pictures demonstrate a mix of architecture styles, including a neo-traditional structure as well as a stick-built traditional Danish structure. All images include the following characteristics that unite them and make them appropriate for Downtown:

- High percentage of glass at the street level makes them inviting and adds an element of transparency.
- Architectural details including the parapets, cornices, window casings and sashes, and roof lines all have clean lines.
- Clearly identified structures and signage affixed to the facade of the structure is required on all buildings in the Downtown District.

ARCHITECTURE

Objective: To create an environment with an architectural palette that is cohesive and unique to historic downtown Young America.

Individual storefronts and separation between structures (perceived or literal) should dominate the downtown. Mixed-use structures, when stacked, are appropriate for the downtown provided the scales does not exceed two and a half stories.

The stick-build German and/or Danish architectural style shall dominate the downtown. Neo-traditional structures are appropriate provided color and scale matches the downtown character. If architectural styles of adjacent structures are different, common elements such as window style or color should be used to help create a more cohesive street frontage.

Buildings and structures shall have a distinct and varying roof line to encourage interest and variety. Structures shall have a district entry to clearly delineate the entrance users.

The first level of all structures shall have a transparent facade that is interesting and inviting.

Four-sided architecture is required particularly for structures with double frontage (i.e. corner lot), or visibility from major thoroughfares.

ARCHITECTURAL ELEMENTS

MATERIALS

It is the objective of the City to use high-quality materials that are warm, welcoming and sturdy throughout the Downtown District. High-quality traditional materials for structures (wood, brick, stucco, hardie, stone, etc.) are required for all structures.

The following material breakdown is required for all structures:

Street Level (Calculation includes parapet and false fronts for single-story structures):

Fenestration/Windows:	60% Minimum
Wood/Brick/Stone/Hardie:	35% Minimum
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2nd Level (Calculation includes parapets and false fronts):

Fenestration/Windows:	40% Minimum
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EIFS/Aluminum/Other:	10% Maximum

The residential scale should be compatible with the scale and massing of adjacent commercial and/or office uses. All residential areas are open to discussion for material breakdown recommendations.

Clearly marked, welcoming entrances shall be required for all retail and office space in the Downtown District. All doors shall have a minimum of 50% of their area transparent (i.e. glass).

ARCHITECTURAL ELEMENTS

SCALE & MASSING

Architectural style and quality will directly influence scale and massing because style and height restrictions will naturally control the size and location of a structure. Additional parameters as set forth below shall also guide development in Downtown.

There should be no more than half (½) story difference between structures on the street to create some visual consistency.

Parapets and false fronts may be used to achieve greater consistency along the street frontage.

Parapets and false fronts will be included in materials calculations on the façade. These areas must include architectural detail, and/or fenestration to add visual interest to a façade.
Building space can be literal or perceived. (See Image) Buildings may be connected, but the illusion of spacing must be created to eliminate the appearance of a strip mall or connected multi-use structures.

Architectural detailing and fenestration should be used to reduce large expanses of walls without interest.
Buildings shall be a minimum of 15-feet wide but should be no larger than 40-feet wide; each user must have a minimum of 15-feet of frontage at the street-level.

Structures shall be no taller than 2.5 stories (35-feet maximum), where the half story is attributed to a parapet, false front, or roof pitch.

The above images represent the existing and appropriate scale and massing for the historic downtown of Young America. Parapets, false fronts and facade treatment help to break up the mass of structures and to create a quaint downtown feel.

SIGNAGE

A sign package should be created that allows each user the creativity to clearly define their space, but to do so in a manner that creates a visually appealing street frontage. Clear communication, as well as an aesthetic that caters to the small-town flavor shall be required in all sign packages.

All proposed signage should meet the current sign ordinance. In addition to these recommnendations, the following standards shall be applied to signs within the Downtown District.

Clean, elegant signage with small town character. Materials and scale should reflect the materials and scale of each user.

Supplemental signs are acceptable in this District, including sandwich boards and projecting signs.
Wall signage (i.e. signage affixed to the structure and flush with the façade) is required to ensure visibility of each user.

The following recommendations shall apply to the signage package for each user:

- Area: The total signage package shall not exceed 15-percent of the total façade area. This area includes the primary wall sign, supplemental signs including sandwich boards, projecting signs, and window signage.
- Sign Materials: Primary material should be wood. EIFS may also be included but will be calculated against materials recommendations. Other materials include metals such as aluminum or wrought iron.
- Lighting: All signs within the Downtown District must have secondary lighting. Internal lighting is not acceptable. This includes neon signs which are also not permitted. Backlit signs are appropriate provided they meet lighting standards set forth in the City's zoning code. Light pollution should be reduced when possible and energy reducing light fixtures used when possible.

Users should consider the scale and size of the sign package, and should develop a package that is complimentary to the user and the overall City character. A full signage package should be submitted for review during initial submittal of each project. This package will be reviewed by the Planning Commission or other design review commissions as identified by the City.

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OFF-STREET PARKING INFILL

Off-street parking lot areas and vacant parcels shall be reduced and infilled wherever possible. Off-street parking lot widths shall be encouraged to reduce drive aisles to one per parking lot with two parking stall aisles on either side. Wherever an off-street parking lot or vacant parcel of land is to remain, permanent ornamental fencing and/or vertical landscaping shall be implemented at the front perimeter to create a clearly defined street frontage and pedestrian walkway in the downtown district.

Downtown Young America currently has implemented on-street parking and minimized off-street parking lots in the downtown district that are visible to the central street frontage. There are no current vacant parcels of land and/or off-street parking lots that must be reduced or infilled. These design guidelines shall serve as future development instructions for the downtown district.

IMPLEMENTATION OF DESIGN GUIDELINES

The implementation of these standards is critical to the overall success of these Guidelines. As stated previously, these standards are Guidelines and are meant to help future builders and developers understand the goals and aspirations with respect to design in the community. The City is committed to creating an identity and strong sense of place through design. The City does not want to limit creativity or unique development that might have a place in the community, which is why these Guidelines are designed to be general and broad, therefore creating opportunities for great design.

Although creativity and individuality is encouraged, these Guidelines must be enforced as a minimum standard throughout each District. The images and sketches throughout the document visually represent the character for the community. These images are not literal interpretations of the Historic Downtowns of Norwood and Young America, but they do suggest the direction of future design for the community.

Implementation of these Guidelines will occur in several ways and will affect a builder and developer at a variety of different times throughout the planning and design process. First and foremost, zoning and land use plays a role in these Guidelines and it is the responsibility of the developer or builder to understand how these regulations and the Guidelines work together.