



**HOUSING AND REDEVELOPMENT AUTHORITY
WORK SESSION
RICHFIELD MUNICIPAL CENTER, BARTHOLOMEW ROOM
MARCH 20, 2023
5:45 PM**

Call to order

1. Discuss a proposal to purchase the Housing and Redevelopment Authority lot at 1430 - 66th St East to construct a deli and bakery.
2. Consider next steps regarding Housing and Redevelopment Authority and Mathwig Trust properties.

Adjournment

Auxiliary aids for individuals with disabilities are available upon request. Requests must be made at least 96 hours in advance to the City Clerk at 612-861-9739.



STAFF REPORT NO. 8

WORK SESSION

3/20/2023

REPORT PREPARED BY: Melissa Poehlman, Executive Director

DEPARTMENT DIRECTOR REVIEW: Melissa Poehlman, Community Development Director
3/13/2023

OTHER DEPARTMENT REVIEW: N/A

CITY MANAGER REVIEW: N/A

ITEM FOR WORK SESSION:

Discuss a proposal to purchase the Housing and Redevelopment Authority lot at 1430 - 66th St East to construct a deli and bakery.

EXECUTIVE SUMMARY:

Ms. Dani Jimenez is the owner of two La Vaquita Mexican markets in Richfield. Ms. Jimenez is looking to expand her operations by opening a bakery to provide fresh baked goods to the markets and also provide some "grab and go" deli selections.

Ms. Jimenez has approached the Housing and Redevelopment Authority (HRA) regarding the property at 1430 - 66th Street East. This property and the former building which stood on it, were purchased by the HRA in 2018 and the land has been held for redevelopment and for possible reconfiguring of the block to improve the street frontage.

Ms. Jimenez will briefly present her concept for development of the parcel at the work session. Following the presentation, the HRA will be given time to discuss.

Items for policymakers to consider:

- The HRA has typically held small redevelopment sites for assembly and reconfiguration of larger pieces of land.
- The Strategic Plan calls for a comprehensive look at HRA-held properties and development of a strategy for the marketing of these properties. This work is programmed to happen over the next 2-3 years.
- The Strategic Plan also calls for increased diversification of the tax base through commercial development. In December 2022, the HRA and City Council adopted a Spending Plan to use unobligated Tax Increment Financing (TIF) Funds to specifically advance this goal.
- The Economic Development Authority has identified "small business" growth and assistance as a priority.

DIRECTION NEEDED:

Would the Housing and Redevelopment Authority consider selling this piece of property for a standalone development? Should Housing and Redevelopment Authority staff move forward to have the property appraised and continue discussions with Ms. Jimenez?

BACKGROUND INFORMATION:

A. HISTORICAL CONTEXT

See Executive Summary.

B. POLICIES (resolutions, ordinances, regulations, statutes, etc):

- The Comprehensive Plan guides the property for Community Commercial. Community Commercial encompasses a wide variety of retail goods and services that are more intense than neighborhood-scale commercial, but generally still focus on a local customer base.

C. CRITICAL TIMING ISSUES:

None

D. FINANCIAL IMPACT:

None at this time.

E. LEGAL CONSIDERATION:

None at this time.

ALTERNATIVE(S):

N/A

PRINCIPAL PARTIES EXPECTED AT MEETING:

Dani Jimenez, Laura Pena Jimenez

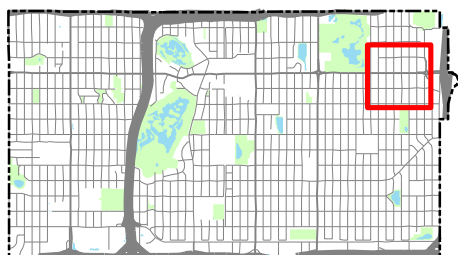
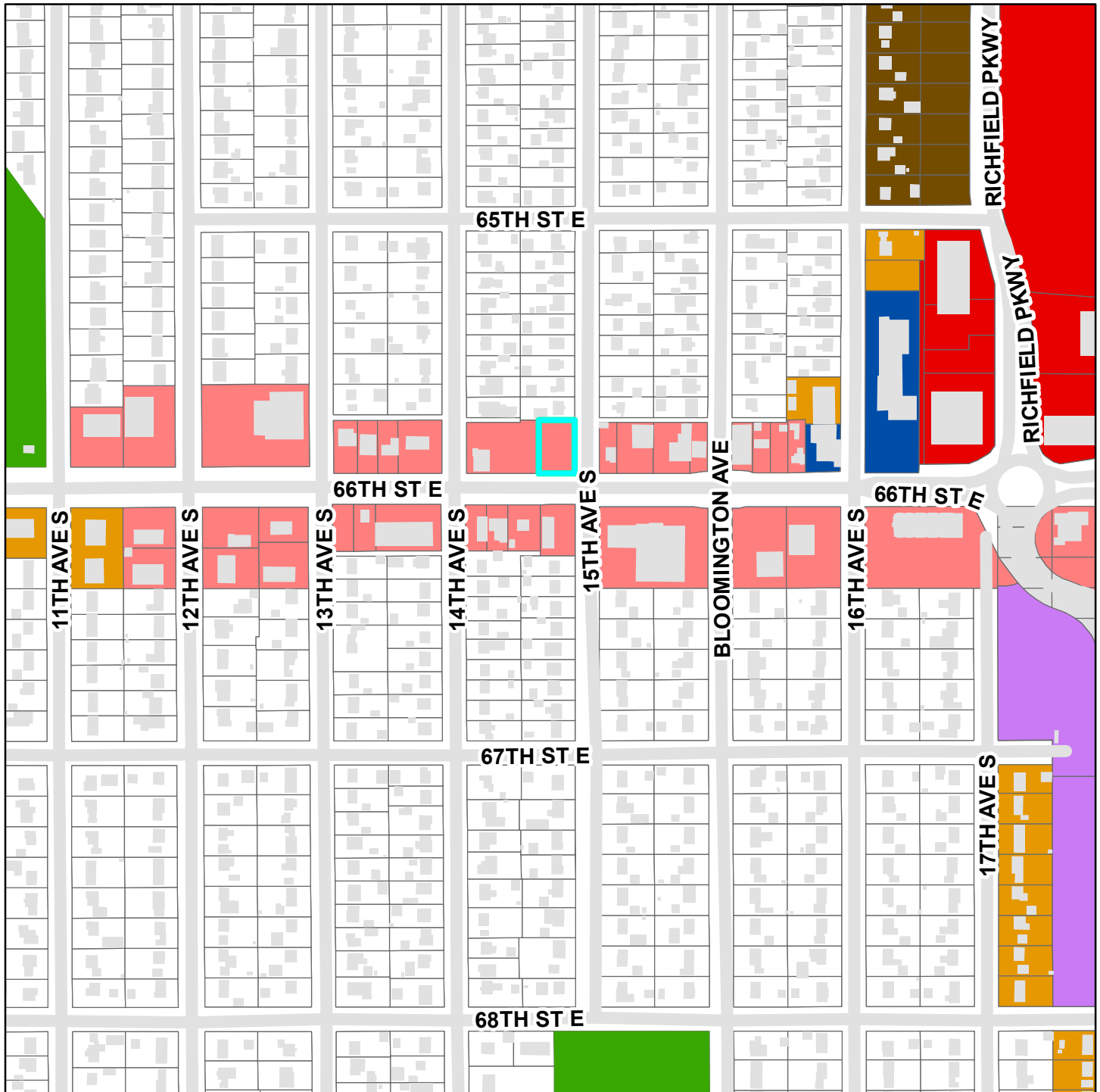
ATTACHMENTS:

Description	Type
☐ Map - Comprehensive Plan designations	Exhibit
☐ Business Description	Exhibit
☐ Conceptual Site Plans	Exhibit
☐ Conceptual Interior Mezzanine Plans	Exhibit



1430 – 66th Street East

2040 Comprehensive Plan Designations



2040 Planned Land Use

- | | |
|----------------------------|-------------------------|
| Mixed Use | Low Density Residential |
| Regional Commercial | Park |
| Community Commercial | Quasi-Public |
| High Density Residential | |
| Medium Density Residential | |

0 180 360 720 ft



March 9, 2023

Written Description of our Deli, Bakery and Café

Dani Jimenez, Laura Pena Jimenez, Mariela Jimenez, Maricela Genao

March 9, 2023

Richfield City Council and Board Members,

This business combines a deli, bakery, and café in a gourmet space with a to-go concept with a small self-served seating area for those who would enjoy a stay. The business will be structured as an LLC. In terms of the operating name (DBA), we are deciding on options of which we have listed at the bottom of this document depending on how this business develops. The owners who will also be behind the operations of the business are Dani Jimenez, Laura Pena Jimenez, Mariela Jimenez and Maricela Genao, combining three generations of one family of which has shared this business idea in our minds and hearts for several years now.

Our goal is to make it easy for our community to have a like “homemade” breakfast, lunch or dinner when on the go. Our value proposition is quality, convenience, fresh and unique foods. We will have pre-packaged options as well as menu options from the deli such as sandwiches, wraps, paninis, salads, and soups. Drinks such as freshly squeezed natural juices, morir-soñando, smoothies, protein shakes, coffees and teas. Our bakery will have breads and sweets focused on American, Mexican and Dominican styles. Within these products, we aim to have a variety to cover a multicultural market.

To structure the interior of the business, on the main floor we plan on having the displays, where customers would access all products. Additionally, a possible small Mezzanine where we would locate a lounge area where customers can enjoy the view of the boulevard while eating their treats or enjoying their drinks. We do not have any intentions of selling alcohol or cigars because we want this to be a tranquil environment for the community.

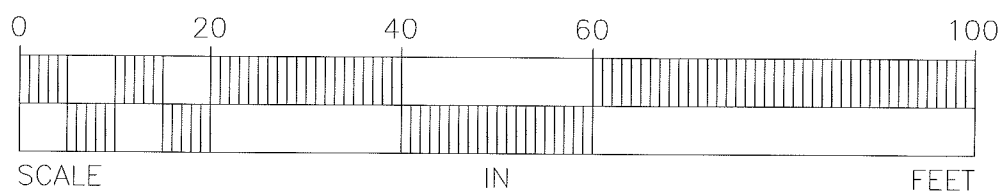
We are submitting two options, sketch A and B. In sketch A, we are complying with parking requirements and guidelines per the City of Richfield. On sketch B, we are short by 1 parking spot. Additionally, we are hoping to be allowed a Mezzanine (as shown on the second attachment) without being required extra parking on either option of plan sites; we believe that this mezzanine concept brings something different to the area with a relaxing environment.

DBA options:

- Me Latte Café
- Amor con Tostadas
- Dulce Vida

FILE NO. : 30307-1.VWF

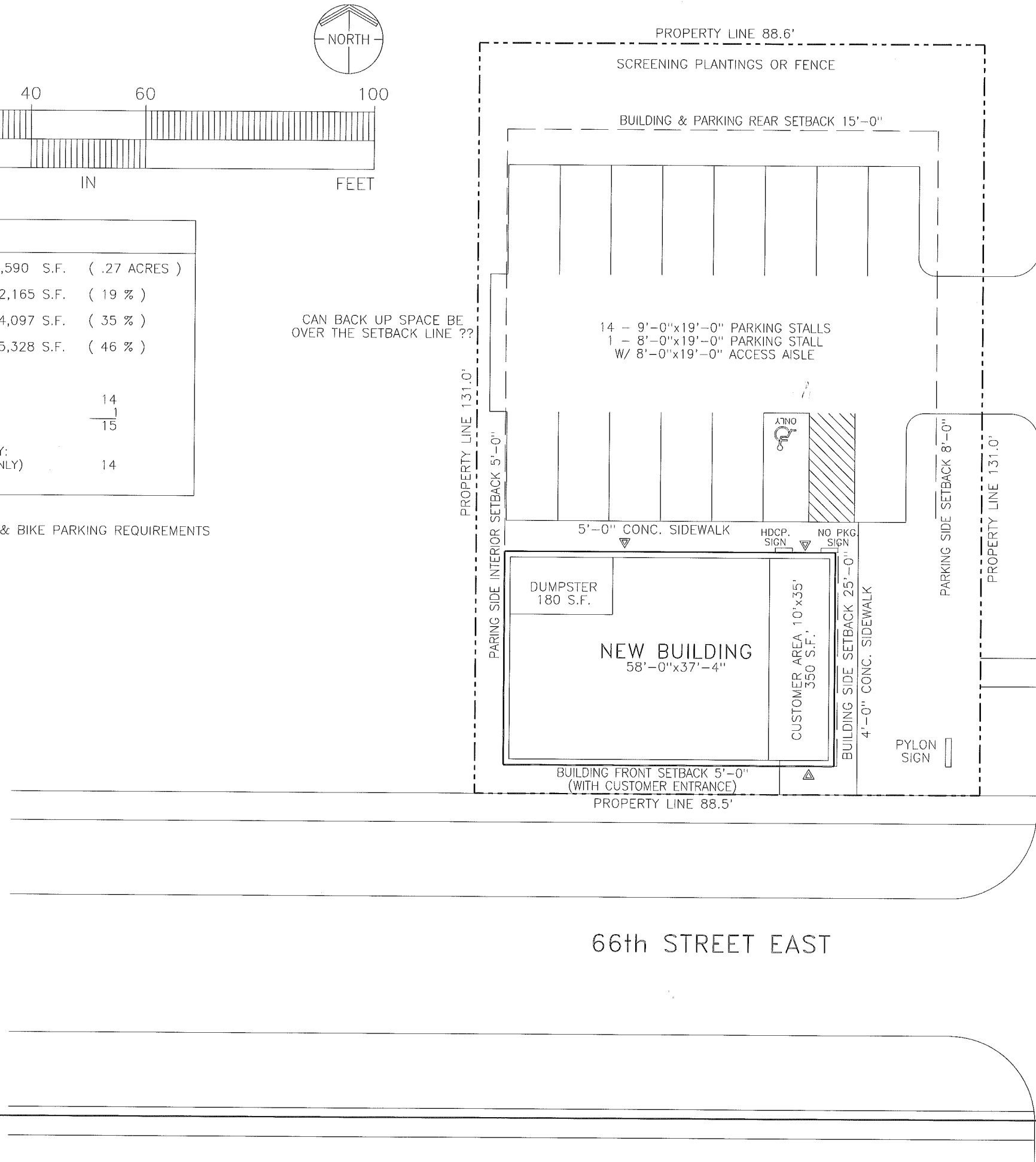
SITE PLAN
1" = 20' - 0"



SITE DATA:			
LOT AREA:	11,590 S.F.	(.27 ACRES)	
BUILDING AREAS:	2,165 S.F.	(19 %)	
LANDSCAPE AREA:	4,097 S.F.	(35 %)	
PARKING, DRIVEWAY & SIDEWALK AREA:	5,328 S.F.	(46 %)	
PARKING PROVIDED:			
STANDARD SPACES			14
HANDICAPPED SPACE			1
TOTAL			15
PARKING GUIDELINE PER CITY:			
BAKERY / DELI (TAKE-OUT ONLY)			14
350 S.F.			

CONFIRM ELECTRIC VEHICLE & BIKE PARKING REQUIREMENTS

CAN BACK UP SPACE BE OVER THE SETBACK LINE ??



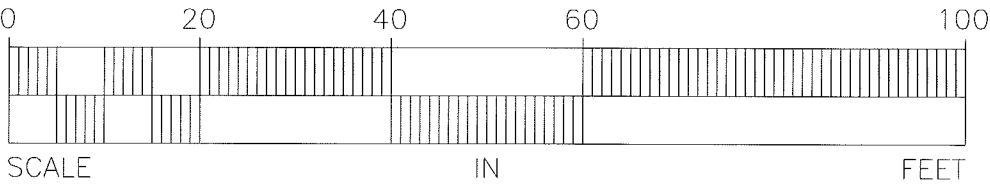
15th AVENUE SO.

66th STREET EAST

SHEET A OF	PROJ. NO : 2303-07 DESIGNED BY : SPL DRAWN BY : SPL DATE : 3/8/2023	BAKERY / DELI 1430 66th STREET EAST RICHFIELD - MINNESOTA	K. K. DESIGN ARCHITECTURAL PLANNING AND DESIGN 6112 EXCELSIOR BLVD. MPLS., MINN. 952-922-3226 55416
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FILE NO. : 30307-1.VWF

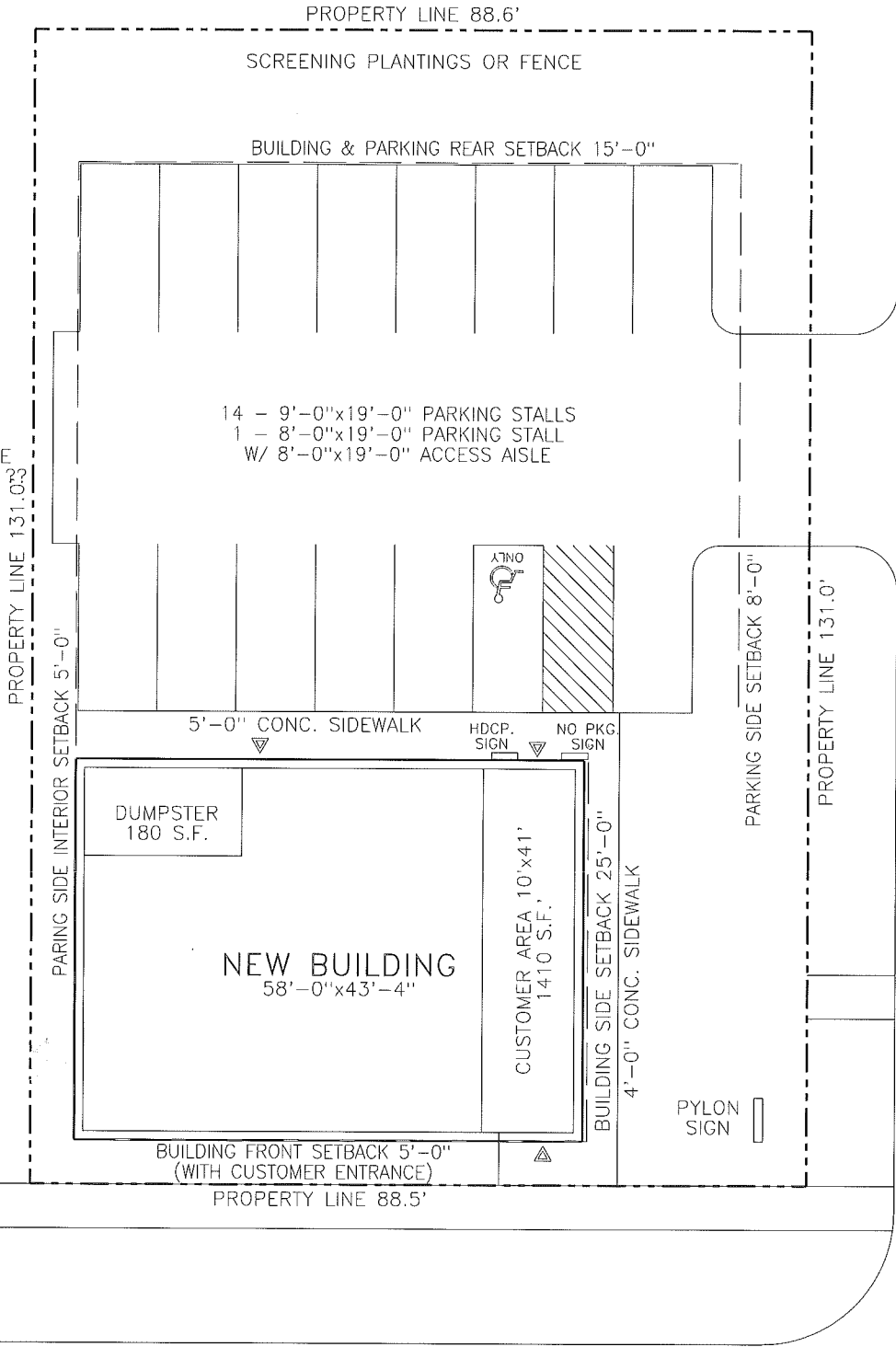
SITE PLAN
1" = 20' - 0"



SITE DATA:		
LOT AREA:	11,590 S.F.	(.27 ACRES)
BUILDING AREAS:	2,513 S.F.	(22 %)
LANDSCAPE AREA:	4,097 S.F.	(35 %)
PARKING, DRIVEWAY & SIDEWALK AREA:	4,980 S.F.	(43 %)
PARKING PROVIDED:		
STANDARD SPACES	14	
HANDICAPPED SPACE	1	
TOTAL	15	
PARKING GUIDELINE PER CITY:		
BAKERY / DELI (TAKE-OUT ONLY)	16.4	
410 S.F.		

CONFIRM ELECTRIC VEHICLE & BIKE PARKING REQUIREMENTS

CAN BACK UP SPACE BE
OVER THE SETBACK LINE



15th AVENUE SO.

PARING SIDE INTERIOR SETBACK 5'-0"

5'-0" CONC. SIDEWALK

HDCP.
SIGN

NO PKG.
SIGN

DUMPSTER
BELOW

DOWN

OPTIONAL
ELEVATOR

42" HIGH RAILING

OPEN TO BELOW

MEZZANINE
540 S.F.

BUILDING SIDE SETBACK 25'-0"

4'-0" CONC. SIDEWALK

PYLON
SIGN

BUILDING FRONT SETBACK 5'-0"
(WITH CUSTOMER ENTRANCE)

PROPERTY LINE 88.5'

A-A

30726

PARKING SIDE SETBA

PARING SIDE INTERIOR SETBACK 5'-0"

5'-0" CONC. SIDEWALK

HDCP.
SIGN

NO PKG.
SIGN

DUMPSTER
BELOW

ELEVATOR

DOWN

42" HIGH RAILING

MEZZANINE
300 S.F.

OPEN TO BELOW

BUILDING SIDE SETBACK 25'-0"

4'-0" CONC. SIDEWALK

PYLON
SIGN

PARKING SIDE SETBA'

BUILDING FRONT SETBACK 5'-0"
(WITH CUSTOMER ENTRANCE)

PROPERTY LINE 88.5'

BB

30923



STAFF REPORT NO. 9

WORK SESSION

3/20/2023

REPORT PREPARED BY: Melissa Poehlman, Executive Director

DEPARTMENT DIRECTOR REVIEW: Melissa Poehlman, Executive Director
3/14/2023

OTHER DEPARTMENT REVIEW: N/A

CITY MANAGER REVIEW: N/A

ITEM FOR WORK SESSION:

Consider next steps regarding Housing and Redevelopment Authority and Mathwig Trust properties.

EXECUTIVE SUMMARY:

The property at 1710 - 77th Street East was purchased by the City in 2000 for the construction of the 77th Street underpass. In December 2021, the Housing and Redevelopment Authority (HRA) accepted the generous donation of the property at 1600 - 78th Street East by the Mathwig Trust (Trust). The Trust continues to own the property between these two lots, 1620 - 78th Street East, and has indicated a desire to work collaboratively with the City and HRA to holistically redevelop the area.

Last year the City and HRA undertook a visioning process for the properties and a marketing brochure was prepared. Using this document as a guide, the HRA prepared and publicized a Request for Interest (RFI) in hopes of attracting a private partner with whom to redevelop the land. The HRA did not receive any Applications of Interest, but had several conversations with developers. The feedback received was varied, but current market uncertainty was cited as a primary reason for why developers were not planning to submit an application.

The site offers great visibility from I-494 and Trunk Highway 77, but even with the addition of the 77th Street underpass, access to the site will not be convenient. The site needs a unique, destination-based business and this type of development takes time, especially in a challenging market. The Expo '27, as mentioned in the past, could provide a catalyst for development. A decision on where Expo '27 will be held is scheduled to be made in June 2023.

While the Trust continues to be interested in a partnership with the HRA, there are significant carrying costs involved in holding the property. Trust representative Tim Pabst has suggested the possibility of selling the property to the HRA.

Considerations to discuss:

- How important is this site to the HRA?
- Is the HRA interested in spending additional money to gain additional control over the future of the property? (Currently controlling properties on either side and have Comprehensive Plan/Zoning regulations in place.)
- The HRA does not have sufficient funds to purchase the property outright for market value.

- A new Economic Development Manager is starting soon, we will potentially have extra staff time to devote; however, this won't change market conditions.

DIRECTION NEEDED:

Provide general direction for next steps related to 1620 - 78th Street East.

BACKGROUND INFORMATION:

A. HISTORICAL CONTEXT

See Executive Summary

B. POLICIES (resolutions, ordinances, regulations, statutes, etc):

- Properties are guided for Regional Commercial development. Regional Commercial development is defined as "uses located along regional corridors that provide visibility and accessibility... These commercial land uses are larger in scale and attract users throughout the Twin Cities metropolitan area. Primary uses would include large anchor retail tenants fashioned in lifestyle centers, shopping malls or large stand-alone buildings. Office uses would preferably be located above retail uses or situated in stand-alone building developments. Regional Commercial development is generally expected to exceed 150,000+ square feet."
- Visioning document prepared in 2022. Council could adopt visioning document to strengthen these controls.

C. CRITICAL TIMING ISSUES:

- The Trust has generously offered to partner with the City in the coordinated marketing and redevelopment of these three sites. Unfortunately, the current market uncertainty has made developers cautious. The Trust has significant carrying costs related to this now-vacant property, and is looking for ways to eliminate or minimize these costs.

D. FINANCIAL IMPACT:

To be determined.

E. LEGAL CONSIDERATION:

None at this time.

ALTERNATIVE(S):

None

PRINCIPAL PARTIES EXPECTED AT MEETING:

Tim Pabst, representing Mathwig Trust

ATTACHMENTS:

Description	Type
▯ Vision Brochure	Exhibit



I-494 Mixed Use Redevelopment Opportunity



JULY 2022

Richfield's Next Destination

The City of Richfield is looking for **interested developers to create a unique destination** for the northwest corner of I-494 and Highway 77 (Cedar Avenue). The preferred developer will work collaboratively with the City of Richfield, Housing & Redevelopment Authority (HRA), and a private property owner to accomplish an implementable development plan **that achieves the following goals:**

- 

Create a unique & interesting destination.
- 

Create a walkable & bikeable environment.
- 

Ensure the utilization of the land provides a regional & local benefit.
- 

Establish a brand that is distinctive to Richfield.
- 

Ensure development is compatible with adjacent uses & the surrounding neighborhood.
- 

Incorporate public spaces that are welcoming.
- 

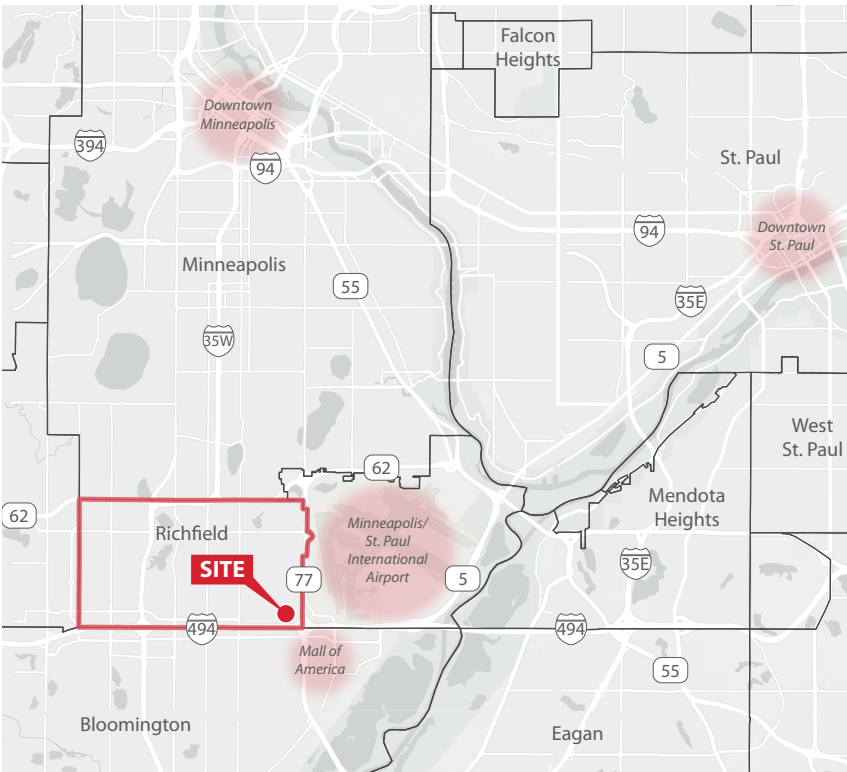
Recognize private contributions & partnerships.

SITE DESCRIPTION

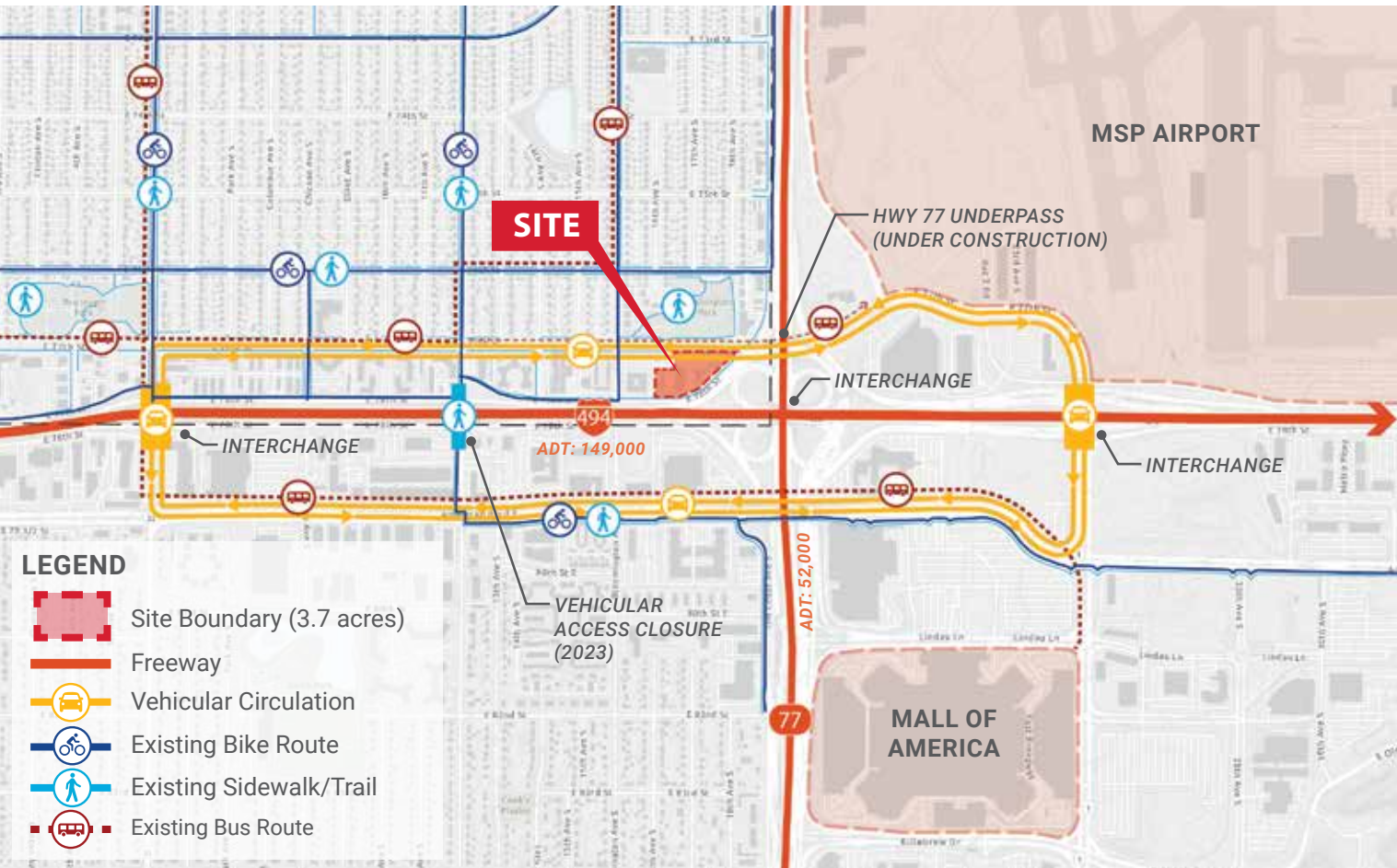
The parcels include 1600, 1620, and 1710 - 78th Street East. Combined, these parcels create one of the last remaining redevelopment sites (3.7 acres) along the I-494 corridor guided for mixed-use. The site is in close proximity to the Minneapolis-Saint Paul International Airport and Mall of America, and is highly visible from the interstate system. These attributes contribute to the site's potential for becoming a regional destination.

SITE HISTORY

The property at 1710 - 77th Street East was purchased by the City in 2000 for the construction of the 77th Street underpass. In December 2021, the Housing & Redevelopment Authority (HRA) accepted the generous donation of the property at 1600 - 78th Street East by the Jerry Mathwig Trust. The Mathwig Trust continues to own the property between these two lots, 1620 - 78th Street East, and has indicated a desire to work collaboratively with the City and HRA to holistically redevelop the area.



SITE REGIONAL CONTEXT MAP



SITE & SURROUNDING CONTEXT

PREFERRED LAND USE TYPES

The parcels are guided by the City's Comprehensive Plan for "Regional Commercial," which supports retail, entertainment, lodging facilities, meeting facilities, and limited office. The Regional Commercial designation supports high density development patterns and greater building heights that do not conflict with airport zoning regulations (maximum building height is 80 feet). The parcels are zoned for "MU-R Mixed Use-Regional," which also supports a mix of commercial and retail uses.

The City is willing to consider changes to these designations to better align with a proposed development's land uses, if it helps achieve our goals for the site.













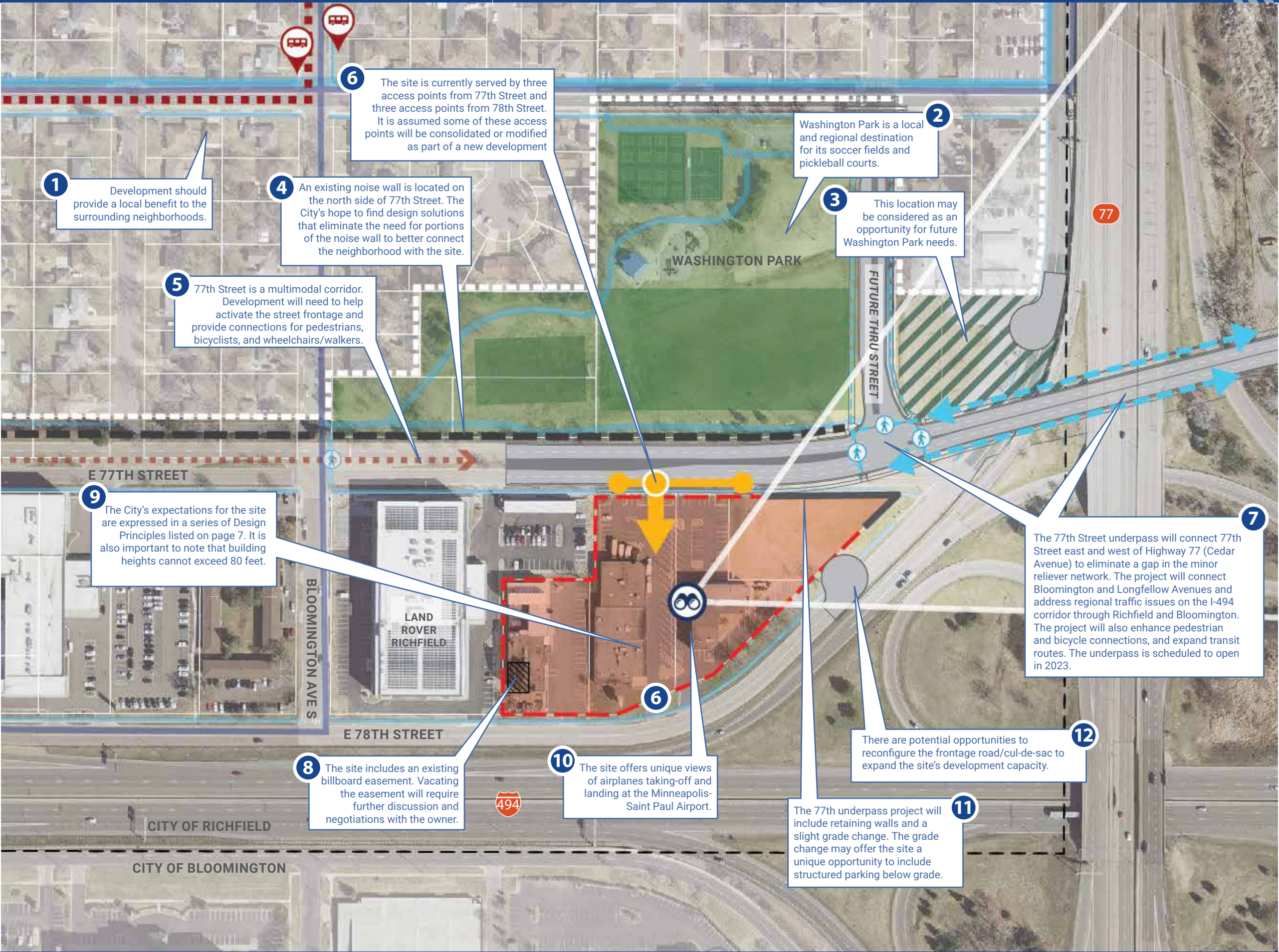
PREFERRED LAND USE TYPES FOR THE SITE MAY INCLUDE:

- » Hotels + Public Meeting Space
- » Food and Dining
- » Breweries and Distilleries
- » Game and Entertainment Centers
- » Food Halls or Markets
- » Event Space
- » Athletic Facilities
- » Business Incubators or Makers Space
- » Vertical Farms
- » Educational Institutions
- » Medical Uses

Site Opportunities & Constraints

LEGEND

-  Site Boundary (3.7 acres)
-  Existing 77th St. Noise Wall
-  Existing Bike Route
-  Existing Sidewalk/Trail
-  Existing + Future Pedestrian Crossing
-  Future Sidewalk/Trail
-  Future Pedestrian Underpass
-  Existing Bus Route
-  Existing Bus Stop
-  Future Bus Route Extension





Development Principles

The City of Richfield and its partners have established a list of development principles for guiding and evaluating future development proposals. The principles embody the group's general desires and intentions for the reuse of the site.

- 1 **Gateway:** Create a "gateway" into the community that is visible from I-494 and Cedar Avenue.
- 2 **Public Space:** Provide and maintain a publicly accessible space, which may include a plaza, courtyard, or community room.
- 3 **Site Intensity:** Maximize the site's capacity to achieve greater lot coverage and densities, while providing ample space for landscaping treatments and public spaces.
- 4 **Building Transition:** Require site design and building architectural characteristics that provide appropriate transition between residential neighborhoods and Washington Park.
- 5 **Building Height:** Maximum height of 8 stories. Building heights cannot exceed 80ft (airport zone).
- 6 **Building Frontage:** Locate commercial and retail space on the ground floor and provide direct access from street frontages and open spaces.
- 7 **Building Orientation:** Require site design and building orientation to avoid linear patterns (e.g., strip commercial development) that can negatively impact the community's identity.
- 8 **Connectivity:** Increase the site's connectivity to Washington Park and neighborhoods by incorporating pedestrian, wheelchair/walker, and bicycle connections.
- 9 **Views:** Explore rooftop views that offer a unique experience for patrons to view airplanes taking-off and landing at the Minneapolis-Saint Paul Airport.
- 10 **Sustainable Development:** Use sustainable design practices and new technology in developments that will help create a healthy, sustainable, vibrant neighborhood, and contribute to the park environment.
- 11 **Job Creation:** Provide jobs that offer livable wages for its employees.
- 12 **Structured Parking:** Integrate structured parking in subtle and non-intrusive ways that complement the site's aesthetics and character
- 13 **Quantity of Parking:** Minimize parking needs by leveraging the site's location along multimodal corridors to reduce the use of the automobile, while limiting neighborhood impacts.



Contact Information



Development inquiries should be directed to:

Melissa Poehlman
Community Development Director
City of Richfield

Phone: 612.861.9766
Email: MPoehlman@richfieldmn.gov