



# HOUSING AND REDEVELOPMENT AUTHORITY MINUTES

Richfield, Minnesota

## Special Concurrent City Council and Housing and Redevelopment Authority Worksession

**March 22, 2016**

<b>CALL TO ORDER</b>
----------------------

The concurrent worksession was called to order by Mayor/HRA Commissioner Goettel at 6:18 p.m. in the Bartholomew Room.

*HRA Members Present:* Mary Supple, Chair; Debbie Goettel; David Gepner; Doris Rubenstein; and Pat Elliott (arrived at 6:30 p.m.)

*Council Members Present:* Debbie Goettel, Mayor; Michael Howard; Edwina Garcia; Tom Fitzhenry and Pat Elliott (arrived at 6:30 p.m.)

*Staff Present:* John Stark, Acting City Manager/Community Development Director; Karen Barton, Assistant Community Development Director; Kristin Asher, Public Works Director; Jeff Pearson, City Engineer; Jim Topitzhofer, Recreation Services Director; Matt Brillhart, Planning Technician; and Theresa Schyma, Deputy City Clerk.

<b>Item #1</b>	<b>DISCUSSION REGARDING LAKES AT LYNDALE WAYFINDING SIGNAGE (COUNCIL MEMO NO. 15/HRA MEMO NO. 8)</b>
----------------	--

Assistant Community Development Director Barton presented the design options for wayfinding signage to be located in the Lakes at Lyndale area. She stated that the objective is to select an overall design choice and that fine tuning of that design will occur at a later date.

Council Member Howard stated he liked the ability of Concept 1 to translate to other areas of the City with future redevelopment.

Frank Hickey, Signia Design, stated that the goal is to have a design that can be consistent throughout the City and create an identity for Richfield.

Mayor/HRA Commissioner Goettel and Council Member Fitzhenry stated they believed that the design of Concept 1 would look better over time.

The City Council and HRA consensus was to proceed with Concept 1.

<b>Item #2</b>	<b>DISCUSSION REGARDING PENN AVENUE BANNERS (COUNCIL MEMO NO. 16/HRA MEMO NO. 9)</b>
----------------	--

Assistant Community Development Director Barton and Planning Technician Brillhart presented the banner design options for Penn Avenue.

Council Member Garcia stated she wants the text on the banners to be clear and easy to read from afar.

HRA Commissioner Gepner stated he prefers Option 6. He also questioned why the entire community has been able to provide feedback on the design that will be displayed in Penn Central.

Council Member Elliott responded that Penn Central is part of the community, not separate from it so feedback from the entire community is important. He stated that he wants the designs to have more of the Richfield colors on them.

Council Member Howard stated he likes the Penn Central logo on Option 6 since the family and message are very welcoming. He added that he believes the Richfield logo should be somewhere on the banner.

The City Council and HRA consensus was to proceed with Option 6 and work with the artist in modifying the design to possibly include reducing the number of languages for easier reading, changing the text color to red to make it more clear that the design is a heart, add the City of Richfield logo, and remove the word Minnesota from the banner.

The concurrent worksession was adjourned by unanimous consent at 6:44 p.m.

Date Approved: April 18, 2016.

---

Mary B. Supple  
Chair

---

Theresa Schyma  
Deputy City Clerk

---

John Stark  
Acting Executive Director