

Next Steps With the Issues and Priorities Identified by the Task Force

Turning issues into guiding principles
and statements of objectives

Key Point

- Don't worry at this point about whether this principle or statement of objective gets directly incorporated into the task force's recommendations or not
- Also, don't shift to concerns about how the objectives could be pursued – stay at the basic level at this point

To Maintain and Enhance a Strong Sense of Community, the City Should:

- Continue to maintain its infrastructure and public realm improvements and foster and support the maintenance of private property
- Maximize the benefits of Richfield's great location
- Recognize and build on the City's vibe
- Continue to be proactive in community planning

Continued:

- Maintain and enhance and where possible expand parks and open spaces
- Accommodate, support and celebrate a multi-generational community
- Maintain an ongoing commitment to strong schools
- Support local restaurants and retail

Continued:

- Recognize the value of the character of housing of all types, ages and locations
- Continue to support and maintain strong HRA programs
- Continuously strive to make Richfield more walkable and promote strong, relevant transit service
- Keep taxes reasonable – in line with priorities

Continued:

- Continue to provide excellent City services (snow plowing)
- Maintain a comfortable, small-town feel
- Provide opportunities to grow local businesses
- Continue to improve the opportunities for bicycling in the community
- Provide civic opportunities

Respond positively to perceived weaknesses by:

- Deal effectively with the existence and perceptions of crime at 66th & Nicollet and HUB
- Develop and implement strategies to increase the flexibility and adaptability of the community's housing stock
- Address deferred maintenance & outdated housing models

Continued:

- Rebrand Richfield - say goodbye to negative Metro reputation
- Support multi-ethnic events
- Retain families and older residents by providing a fuller range of housing choices
- Identify areas of change and areas of stability and the conditions necessary to successfully accommodate new higher density housing

Continued:

- Pursue strategies to reinvigorate tired areas like Penn & 66th
- Provide retail opportunities in balance with market demand and opportunities to encourage and support local businesses

The Benefits of a Successful Process:

- Increased population and stronger tax base
- A better appearance throughout the community
- A full mix of life cycle housing
- Richfield earns the reputation as a hip part of the region and becomes more of a destination
- The community has a common understanding about the role and value of housing

Benefits continued:

- More energy and time spent building toward a common vision versus fighting individual projects
- Families are retained and the school population remains strong
- Steady progress toward a grand long-term vision, based on shared values and the long term good of the community

Avoiding:

- The loss of existing residents and the failure to attract new ones
- Piece meal, uncoordinated and random changes
- A community stuck in the status quo with nothing distinctive and affirming about Richfield
- Reactive, shifting focus on the problem of the day – no comprehensive strategy

Avoiding:

- An unsatisfied, discontented community
- A community perceived as a risky and uncertain place to invest by developers
- Weak tax base leads to stressed city services