

Richfield 2040 Comprehensive Plan

Community Brief #2 Phase II Public Engagement Summary

The City of Richfield hosted an open house on August 17th, 2017 from 3 p.m. to 7 p.m. at City Hall. The open house served as the second phase of public engagement activities for the Comprehensive Plan Update. The open house provided residents an opportunity to review and comment on draft elements of the plan. Specific items for comment included draft goals, concept ideas for the land uses near 66th Street and Nicollet Avenue, and draft park recommendations. The open house boards are provided in Attachment A.

The open house was marketed through a community-wide mailing, social media posts via Facebook, and through the help of the Comprehensive Planning Advisory Committee. Marketing materials also indicated (in Spanish) that a translator would be available during the open house. The Spanish translator engaged and assisted Spanish speaking residents at the meeting.

Overall, the open house was well attended. Over a hundred residents signed-in; however, general observations indicated much more in attendance. Many of those in attendance stated that they learned about the event through the community-wide mailing or through the City of Richfield's Facebook page. A summary of the open house findings is highlighted throughout this Community Brief.

Key Themes

Most of the open house boards were interactive, allowing participants to vote on questions or provide written comments. Each comment was documented and reviewed by the study team to determine key themes. This qualitative assessment will help inform changes to the Comprehensive Plan. A summary of these findings is listed below.

Richfield, the Urban Hometown

Residents were asked to help define what an "urban hometown" means to the community. A draft statement was provided for comment. In general, the public felt the definition captured the community.

Draft Goals

The draft goals for land use, housing, transportation and parks were on display for comment. In most cases, residents were split on whether they agreed or disagreed on the goal statements. As this pattern emerged during the open house, study team members engaged residents on their reasons for voting one way or another. Staff learned residents were reacting to the goal statements differently. For example, those who agreed with the goal statements felt the statements captured Richfield positively. Those who responded negatively felt the goal statements were not being achieved today, and therefore, disagreed with the statement. However, those who disagreed with the goal statements felt the

statements represented a positive future for Richfield. This finding suggests most participants were in favor of the goal statements, regardless of how they voted.

66th Street and Nicollet Avenue Concepts

Many residents gravitated towards the concept boards developed for the 66th Street and Nicollet Avenue area. These concepts were supported by findings from the market analysis. More importantly, the concepts were presented as "ideas" to consider if the area redevelops over time. Key themes from the discussions and comments included:

- Residents were largely in favor of redevelopment patterns that supported mixed-use developments with a strong focus on commercial uses.
- Both concepts include the redevelopment of a small portion (south-west quadrant) of the Academy of Holy Angels property. Residents expressed a strong desire to keep this area undeveloped.
- There is a strong desire to see more local/small businesses in the area.
- Residents would like to see more restaurants, coffee shops and neighborhood services (e.g., grocery and hardware stores).
- In general, housing is supported if it is integrated with commercial development and is not the primary use. These comments were primarily focused on the Hub property.
- Residents indicated a strong desire to provide the area with a "facelift" through façade improvements, landscaping and pedestrian amenities.
- Residents expressed concerns about future building heights and their potential impact to adjacent neighborhoods.

Parks

The draft park recommendations generated a lot of discussion amongst residents. A key item on display included potential sites for a future dog park. Potential locations include Christian Park, Donaldson Park, Lincoln Field, Taft Park, Veterans Memorial Park and Garfield Park. Residents were asked to vote on their preferred location. Many participants selected Donaldson Park and Veterans Memorial Park as a preferred location. Regardless of the location, participants agreed a dog park would be beneficial to the community.

Other items on display for comment included potential locations for a new soccer field. However, little input was received to determine a preferred location.

Overall, residents are pleased with Richfield's parks and amenities. Most of the conversations and comments focused on specific park improvements (e.g., programming, operations and maintenance).

Land Use and Housing

The majority of the discussion on land use focused on housing. In general, there was consensus among existing residents that the housing stock is meeting today's needs and plays a large part in why people chose to live in Richfield. However, the term "housing affordability" has a different meaning to many. Residents defined "affordable housing" as single-family homes for first time homebuyers to apartment buildings in disrepair. In some cases, residents felt Richfield has too much affordable housing.

Transportation

The transportation boards described Richfield's Bicycle Master Plan (2017) and multimodal goals. Discussions and comments indicated a strong support for multimodal options and expanding the transit system. For example, residents generally supported improvements for safe pedestrian connections and transit amenities (e.g., shelters and garbage cans). However, responses on the bicycle network varied widely. Most of these comments regarded recent bike lane improvements. In that respect, staff fielded questions on the benefits in expanding the bicycle network.

Comments were also received on the roadway system. Most of these comments pertained to spot improvements, such as signal timing, infrastructure improvements and crosswalks. Discussion also focused on current improvements along 66th Street and programmed improvements (e.g., 77th Street underpass) throughout the community.

Attachment A- Open House Boards

Comprehensive Planning 101

Q. What is the Richfield Comprehensive Plan?

A. The Richfield Comprehensive Plan addresses the topics of land use, housing, transportation, parks and more. **This document helps shape how Richfield will grow and change over the next 20 years.**



Q. Why should I be interested in the Comprehensive Plan?

A. The **comprehensive plan provides guidance to elected officials**, City staff, developers, neighborhood groups and other community stakeholder to ensure progress towards a common vision.

Q. Why is the City updating the Comprehensive Plan?

A. Richfield is **required by State law** to update our comprehensive plan every ten years. The current Richfield Comprehensive Plan was adopted in 2008.

The City of Richfield consults the plan when:

1. A developer or property owner proposes to build a new building.
2. Rebuilding a street, constructing a bikeway, or planning a transit project.
3. Maintaining and investing in our park system.
4. Designing programs and strategies for affordable housing and employment.



Comprehensive Planning 101

Q. How will Richfield grow over the next twenty years (2040)?

A. The region is projected to grow at a slower pace than previous forecasts used in the 2008 Comprehensive Plan. Over the next 20 years, **Richfield is expected to see moderate growth** in population, households and jobs.

2008 Forecasts			Year	Current Forecasts		
Population	Households	Jobs		Population	Households	Jobs
37,700	16,500	17,100	2010	35,228	14,818	15,604
41,300	18,00	17,600	2020	35,700	15,600	16,600
45,000	19,500	18,100	2030	35,600	16,000	17,100
—	—	—	2040	35,900	16,400	17,500



Early Public Engagement Findings

Q. What has occurred over the past few months?

A. Richfield hosted informational booths throughout the community between April and June. An on-line mapping tool/comment form was also provided during this time. This was an opportunity for Richfield residents to provide input on what makes our community a great place to live, work and play.

Q. What did you hear?

A. Input received during the public engagement activities were compiled to better understand key themes (e.g., issues, opportunities, needs and assets).

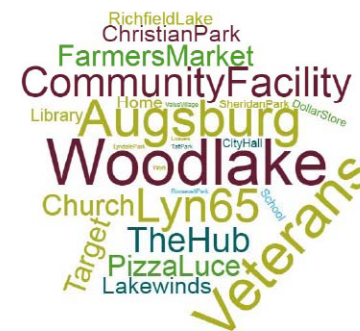
What is the city's best characteristic?



What is a needed amenity?



What is your favorite place?



What is your biggest concern?



Early Public Engagement Findings

Q. What makes Richfield a great place to live, work, and play (key themes)?

- 🏠 Respondents enjoy the city's **proximity** to downtown Minneapolis, MSP Airport, local businesses, and the Mall of America.
- 🏠 Residents have a strong connection and appreciation for the community's **parks and open spaces**.
- 🏠 Respondents recognize the benefits of Richfield's **small town character, inclusive feel, and diverse people**.
- 🏠 Residents value the **affordability** of the community.
- 🏠 Residents appreciate and utilize the **bike and pedestrian trails** throughout the community.

Q. What should Richfield look like in 2040?

- 🏠 Respondents envision more **diverse housing opportunities, people, and local small business opportunities**.
- 🏠 Residents expect **blighted areas** of Richfield to be **redeveloped**.
- 🏠 Respondents anticipate there to be **more opportunities or improved services for walking, biking, and transit**.
- 🏠 Residents expect **enhanced education** opportunities and standards along with modernized facilities.
- 🏠 Residents envision **less concerns about crime** through greater enforcement and community engagement.

Q. How do you typically travel to your favorite place in Richfield?

(Choose all that apply)



Car - 62%



Biking - 38%



Walking - 47%



Transit - 0.05%



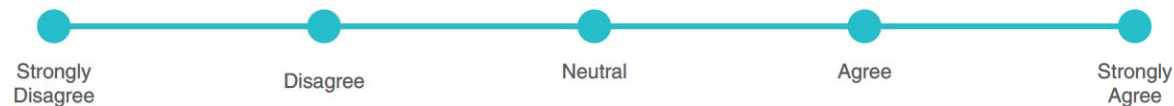
Richfield, The Urban Hometown

Q. What does an Urban Hometown mean to Richfield?

The Urban Hometown, is a community that reflects the characteristics of living in a close-knit community, while surrounded by the amenities and resources of a broader metropolitan area. The urban hometown feeling is rooted in the personal connections cultivated within our neighborhoods, parks, schools and streets. These connections are reinforced by quality housing, local commercial centers, recreational opportunities, and the cultural diversity found within our city. Our proximity to the Twin Cities only serves to expand the opportunities available to our residents, providing the best of both small town living and urban life. Our goal is to embrace these characteristics, and take steps to maintain and enhance the culture and community that makes us an urban hometown.

Q. Does the Urban Hometown definition accurately capture who we are as a community?

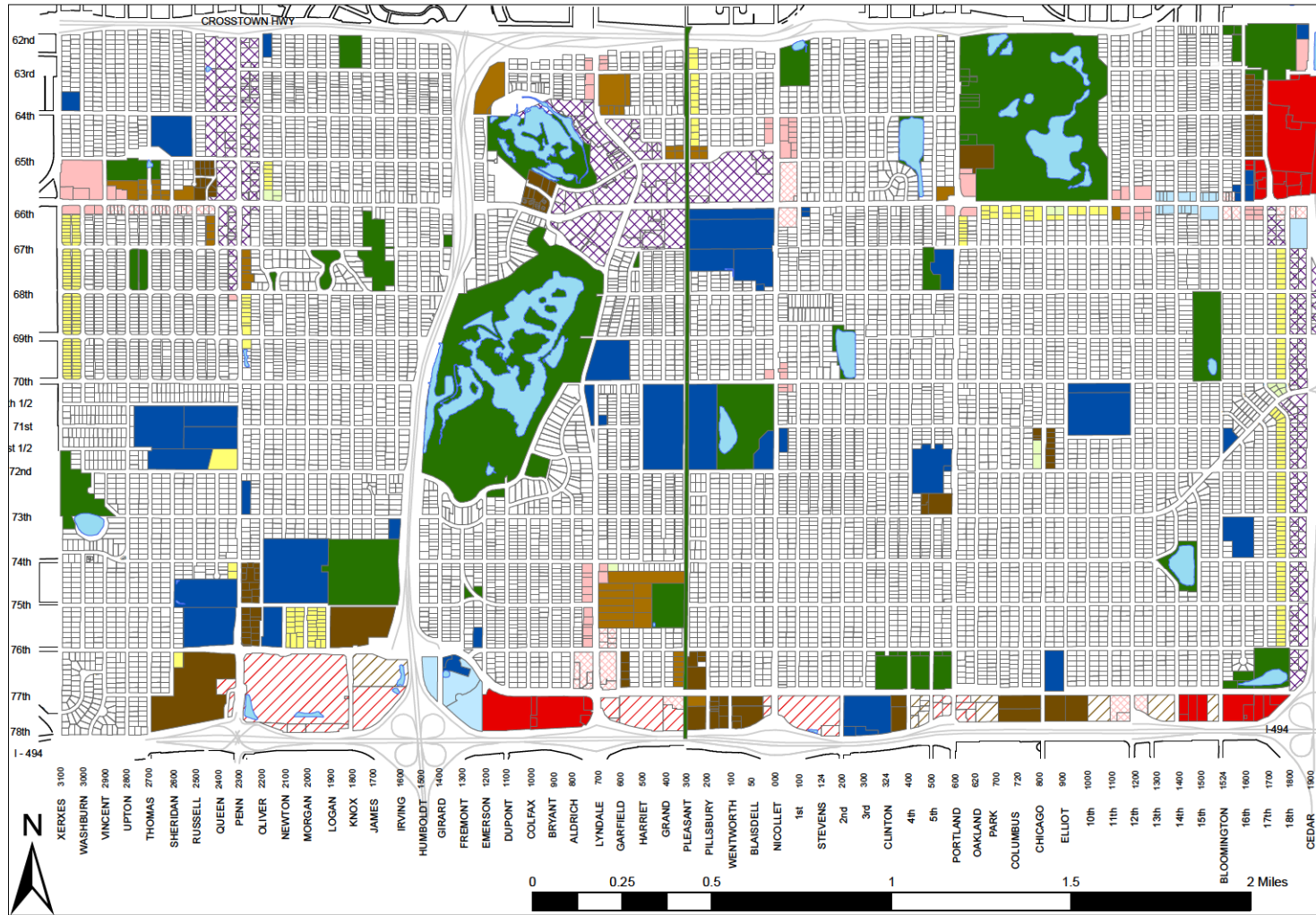
Place a dot below to answer the question.



What do you think?
Please share your thoughts.

A large yellow rectangular area for sharing thoughts, intended for handwritten or typed responses to the survey question.

Land Use Plan



Legend

- Regional Commercial
- Regional Commercial/Office
- Comm Commercial
- Comm Commercial/Office
- Neighborhood Commercial
- Office
- High Density Residential
- High Density Res/Office
- Medium-High Density Res
- Medium Density Residential
- Low Density Residential
- Mixed Use
- Park
- Public / Quasi-Public



Land Use Plan

Low Density Residential (LDR)



The low density residential category allows for the mixture of single-family detached and attached units such as, duplexes and lower density townhomes. Low Density residential development ranges from **1 to 6 units per acre**.

Medium Density Residential (MDR)



Medium density residential accommodates attached housing, predominantly townhomes or condominiums ranging from **7 to 12 units per acre**. Medium density residential also includes manufactured housing.

Medium-High Density Residential (MHD)



Medium - High Density Residential includes multi-unit and multi-building developments. The intent is to allow for higher density housing, such as townhome developments. The **allowed density would range from 12 to 24 units per acre** and no greater than 4 stories tall.

High Density Residential (HDR)



High Density Residential includes multi-unit and multi-building developments at a more intense scale. The allowed density range is a **minimum of 24 units per acre**. High Density Residential uses are primarily located convenient to transportation, utility, security, shopping and social services to support higher concentrations of people.

High Density Residential/Office (HDRO)



The HDRO includes multi-unit and multi-building developments with the presence of office uses. Like the HDR category, a **minimum density of 24 units per acre** is required.

Neighborhood Commercial (NC)



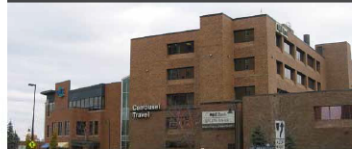
The intent of this category is to provide space to allow for goods or services that neighborhood residents need on a frequent basis. Neighborhood commercial uses must fit within the character and scale of a residential neighborhood and should be accessible by foot and bicycle. The size of neighborhood commercial is **limited to 5,000 square feet**.

Community Commercial (CC)



Community Commercial accommodates a wide variety of retail goods and services that are more intense than neighborhood scale commercial. Community commercial uses are primarily located along major local corridors, such as 66th St., Penn Ave., Nicollet Ave., and Portland Ave. An example of an existing community commercial area is the HUB. Community commercial uses can contain **buildings up to 150,000 square feet in size**.

Community Commercial/Office (CCO)



Community Commercial/Office allows for the presence of offices. Within this category, office uses are to be integrated into the overall development **up to a total building size of 150,000 square feet**. Office uses would preferably be located above retail uses or situated in stand-alone building developments.

Regional Commercial (RC)



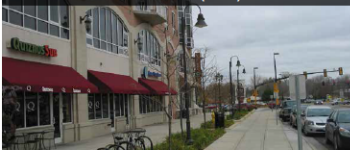
Regional Commercial uses are primarily, if not exclusively located along regional corridors that provide visibility and accessibility. These commercial land uses are larger in scale, **ranging from 150,000 + square feet**. Primary uses would include large anchor retail tenants, mid-sized retailers or a collection of specialty retail tenants fashioned in lifestyles centers, shopping malls or large stand-alone buildings.

Regional Commercial/Office (RCO)



Regional Commercial/Office allows for the presence of offices. Office uses are to be integrated into the overall development with buildings **exceeding 150,000 square feet in size**. Office uses would preferably be located above retail uses or situated in stand-alone building developments.

Mixed Use (MU)



The intent of the Mixed Use category is to create a district that is a vibrant and pedestrian-oriented. That would accommodate residential, shopping, recreational and businesses uses in a flexible arrangement. Mixed-use densities are generally consistent with the high-density multifamily areas or higher.

Office (O)

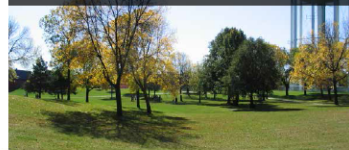
Office uses are accommodated in several of the residential and commercial land use categories. However, the office land use category is intended to provide stand-alone office development. These stand-alone developments may include such uses as office-showrooms, research and development facilities, real estate offices or banks. A **floor area ratio (FAR) of 0.20 should be achieved** for stand-alone office building development.

Public and Quasi-Public



Public and Quasi-public uses include all civic, county and state facilities (excluding parks); religious facilities, schools and other similar non-profit uses.

Park



The park designation includes all public parks, public playgrounds and trail corridors.

Right-of-Way

Right-of-way includes all public land that is under the jurisdiction of the City of Richfield, Hennepin County or the State of Minnesota that is generally devoted to transportation and/or utilities.



Land Use Plan

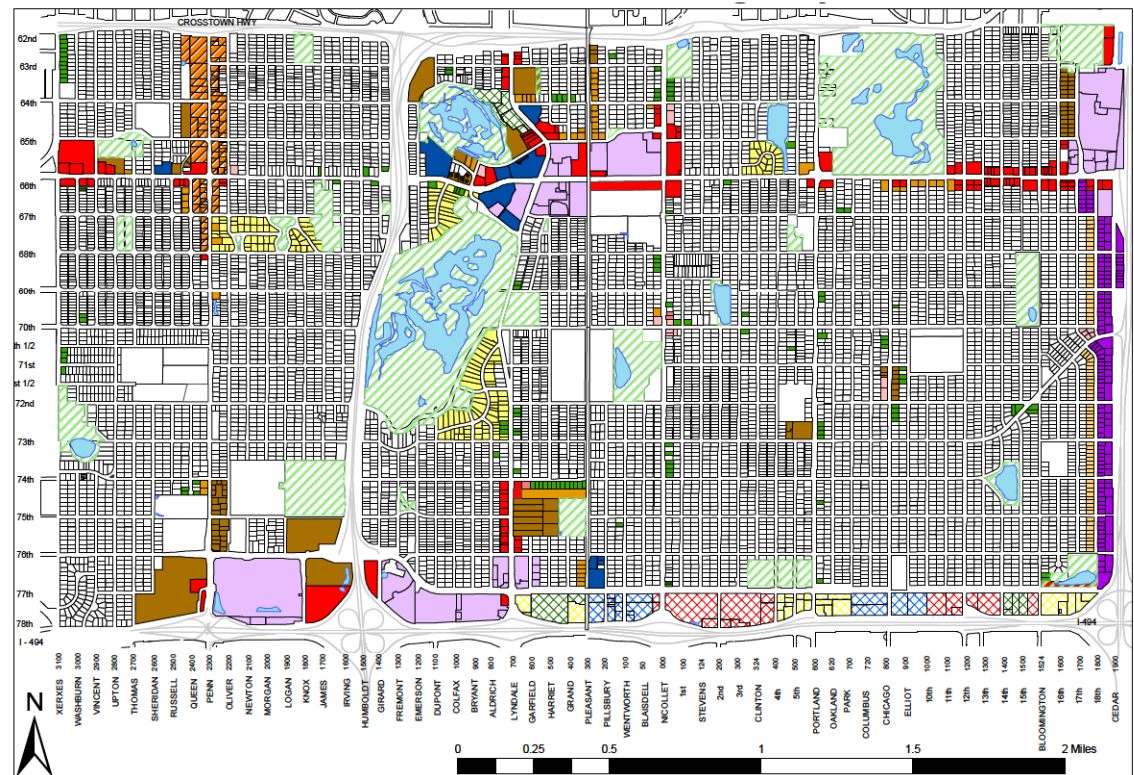
Q. What is the difference between the Comprehensive Plan and the Zoning Ordinance?

A. The comprehensive plan guides land uses and informs future land use decisions. The Zoning Ordinance is part of the City Code and regulates the type, scale and intensity of development which may occur in the specific zoning districts. To fully understand how a parcel of land can be used, you first need to know how the land is planned in the Comprehensive Plan, and then determine how the land is zoned.

Q. Does the Comprehensive Plan propose any changes to the land use plan.

A. Minor changes have been made over the past five years to the land use plan. **Land use changes are anticipated to be focused around 66th & Nicollet.** Minimal changes are expected throughout the remainder of the city.

Richfield Zoning Map



Zoning Designation

Park (Zoning District is R)	C-1 Community Commercial
R Single-Family	C-2 General Commercial
R-1 Low-Density Single-Family	PC-2 Planned General Commercial
MR-1 Two-Family	I Industrial
PMR Planned Multi-Family	MU-N Mixed Use-Neighborhood
MR-2 Multi-Family	MU-C Mixed Use-Community
MR-2/CAC Multi-Fam + Cedar Overlay	MU-C/CAC Mixed Use + Cedar Overlay
MR-3 High-Density Multi-Family	MU-C/PAC Mixed Use + Penn Overlay
SO Service Office	MU-R Mixed Use-Regional
	PMU Planned Mixed Use



Land Use Plan

Q. What are the land use goals for the comprehensive plan?

A. The comprehensive plan's draft land use goals include:

- Maintain and enhance the “urban hometown” character of Richfield.
- Develop identifiable nodes, corridors and gateways throughout the community.
- Provide an economic climate within Richfield that will encourage the availability of quality goods, services and employment opportunities for residents.

Q. Do the draft land use goals capture your vision for Richfield?

Place a dot below to answer the question.



What do you think?
Please share your thoughts.

66th Street and Nicollet Avenue Market Analysis

Q. What is a market analysis?

A. A market analysis typically **outlines key demographic data and economic/market factors**. This information can help determine if any new land uses (e.g., housing, retail, or office space) could be supported in an area.

Q. Why was a market analysis prepared for this area?

A. We wanted to better understand the future development potential for the area. The findings helped shape concepts on how the area may redevelop over time. **The study is intended to be a resource for the city and property owners.**

Q. What did the market analysis discover?

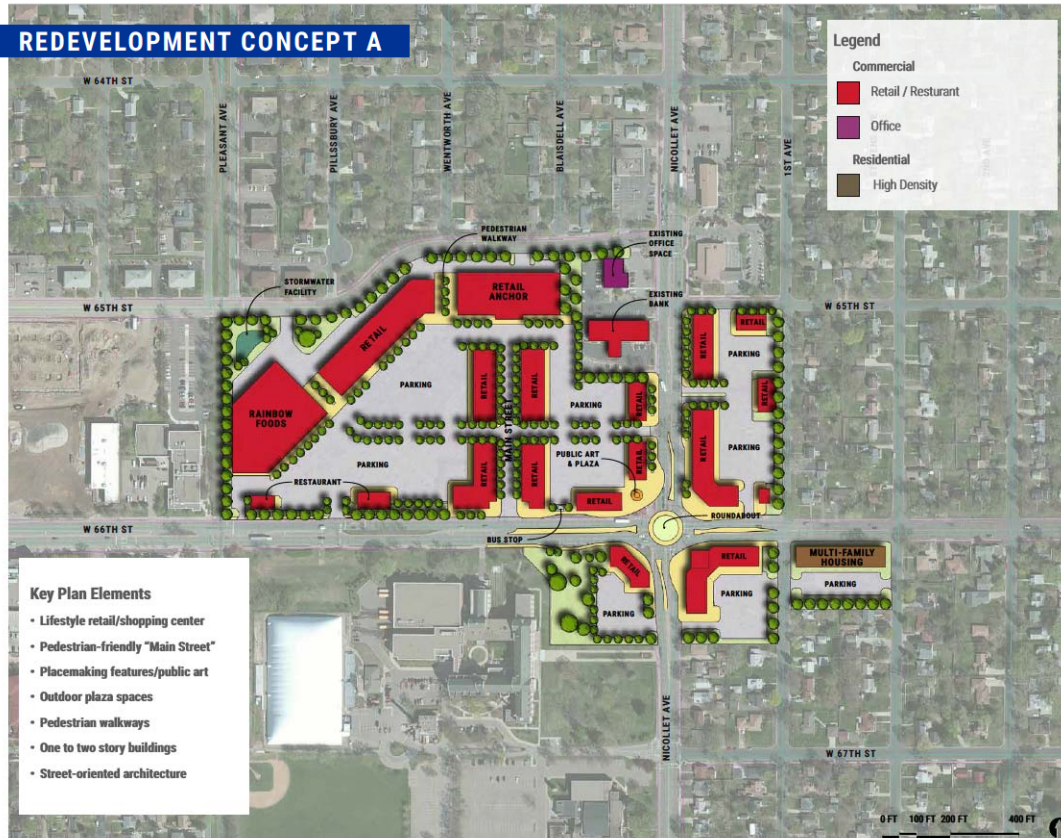
A. Below is a summary of the key findings:

- **Commercial:** The area will likely remain as a neighborhood oriented retail area in the future.
- **Big Box Retail:** It is unlikely the market will support future big box (e.g., Target, Walmart and Home Depot) retailers.
- **Housing:** The local housing market remains very strong and is changing to serve a higher income demographic. This area could attract additional multi-family homes.
- **Office:** The area could develop a relatively small amount of office space geared towards professional services.
- **The Hub:** The Hub property is privately owned. Future development of the site is unknown. However, the site could support a mixture of neighborhood retail, various residential homes, and limited amounts of office space.

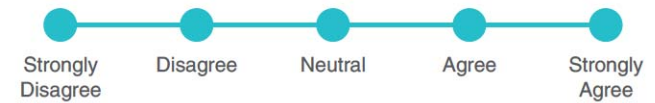


66th Street and Nicollet Avenue Concepts

REDEVELOPMENT CONCEPT A



Does this concept portray a development option that fits the character of Richfield?
Place a dot below to answer the question.



What do you think?

Please share your thoughts here.

Precedent Images



The concept represents an idea on what the area could look like in the future. This concept is based on the market analysis.

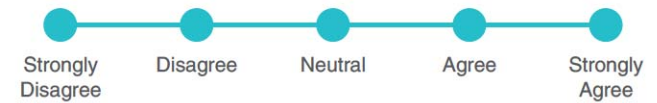


66th Street and Nicollet Avenue Concepts

REDEVELOPMENT CONCEPT B



Does this concept portray a development option that fits the character of Richfield?
Place a dot below to answer the question.



What do you think?

Please share your thoughts here.

Precedent Images



The concept represents an idea on what the area could look like in the future. This concept is based on the market analysis.



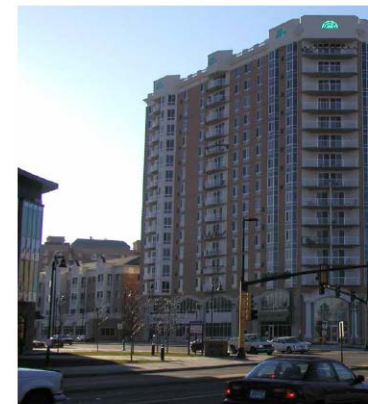
Housing

Q. How will the comprehensive plan address housing?

A. At a minimum, **the comprehensive plan has to address affordable housing.** Housing choices allow households to find housing affordable to them in the communities where they want to live. A full range of housing types can help increase resiliency as cities experience changing demographics and economic conditions

Q. Does Richfield have a specific role in housing?

A. **The Richfield Housing and Redevelopment Authority (HRA) was created in 1975 to assure the long-term vitality of Richfield's residential and commercial property.** It uses federal, state, and local funds to create and administer programs that encourage investment in Richfield. The HRA consists of five board members who are nominated by the Mayor and approved by the City Council, serving staggered five-year terms. The City Manager serves as Executive Director, while Community Development Department staff manage the programs.



Housing

Q. What are the housing goals for the comprehensive plan?

A. The comprehensive plans' draft housing goals include:

- Maintain and enhance Richfield's commitment to housing maintenance, rehabilitation and redevelopment, resulting in an attractive, desirable and prosperous community.
- Ensure sufficient diversity in the housing stock to provide for a range of household sizes, income levels and needs.

Q. Do the draft housing goals capture your vision for Richfield?

Place a dot below to answer the question.

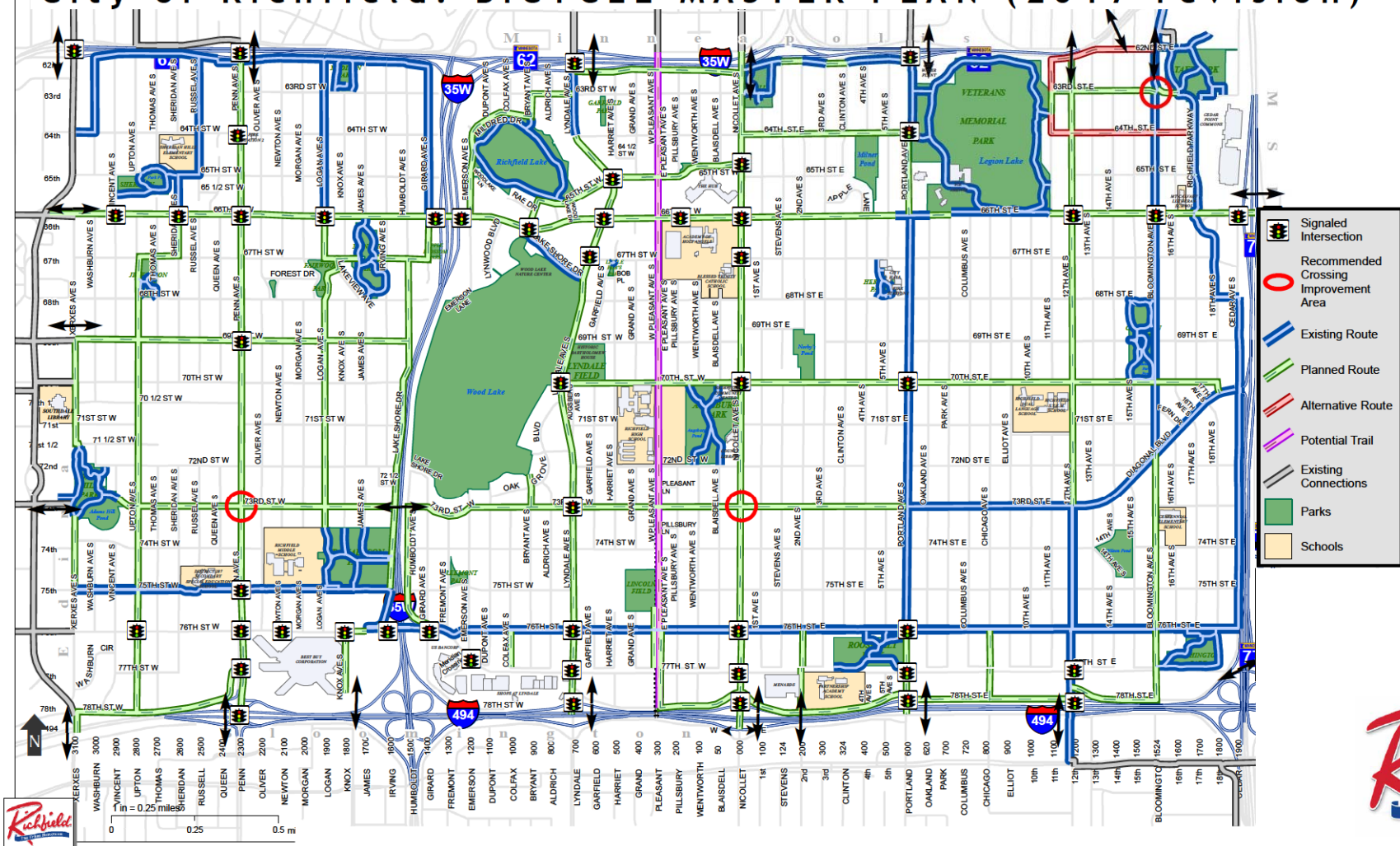


What do you think?
Please share your thoughts.

A large yellow rectangular area for sharing thoughts.

Transportation

City of Richfield: BICYCLE MASTER PLAN (2017 revision)



Transportation

Q. How will the comprehensive plan address transportation?

A. The comprehensive plan will **recognize the recently adopted Bicycle Master Plan and Complete Streets Policy**. The Complete Streets Policy incorporates the philosophy that the streets and roadway sections throughout Richfield should be:

- Designed and operated in a safe, accessible, maintainable, and financially reasonable way with an acceptable level of service.
- Determined with consideration of the community values identified on a project-by-project basis using a thorough public involvement process that invites all residents and impacted parties to participate as stakeholders.

Q. Does Richfield have a specific role in transportation?

A. The Public Works Department uses the comprehensive plan to identify transportation projects to be considered in the **Richfield Capital Improvement Plan/Budget**. This plan is approved by the Council and puts timelines and resources behind the projects. When the time comes for the planning phase of a project, Staff uses multiple commission created policies and public involvement to create a design that best serves the community of Richfield.



Transportation

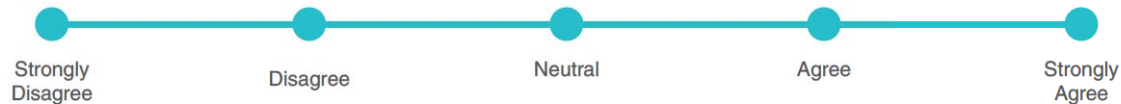
Q. What are the transportation goals for the comprehensive plan?

A. The Comprehensive plan's draft transportation goals include:

- Improve pedestrian and bicycle travel in the City.
- Explore opportunities to enhance mass transit systems.
- Improve regional and local mobility and safe access to the City.
- Encourage development of areas where vehicle use is minimized.
- Encourage the use of alternative power sources for public vehicles.

Q. Do the draft transportation goals capture your vision for Richfield?

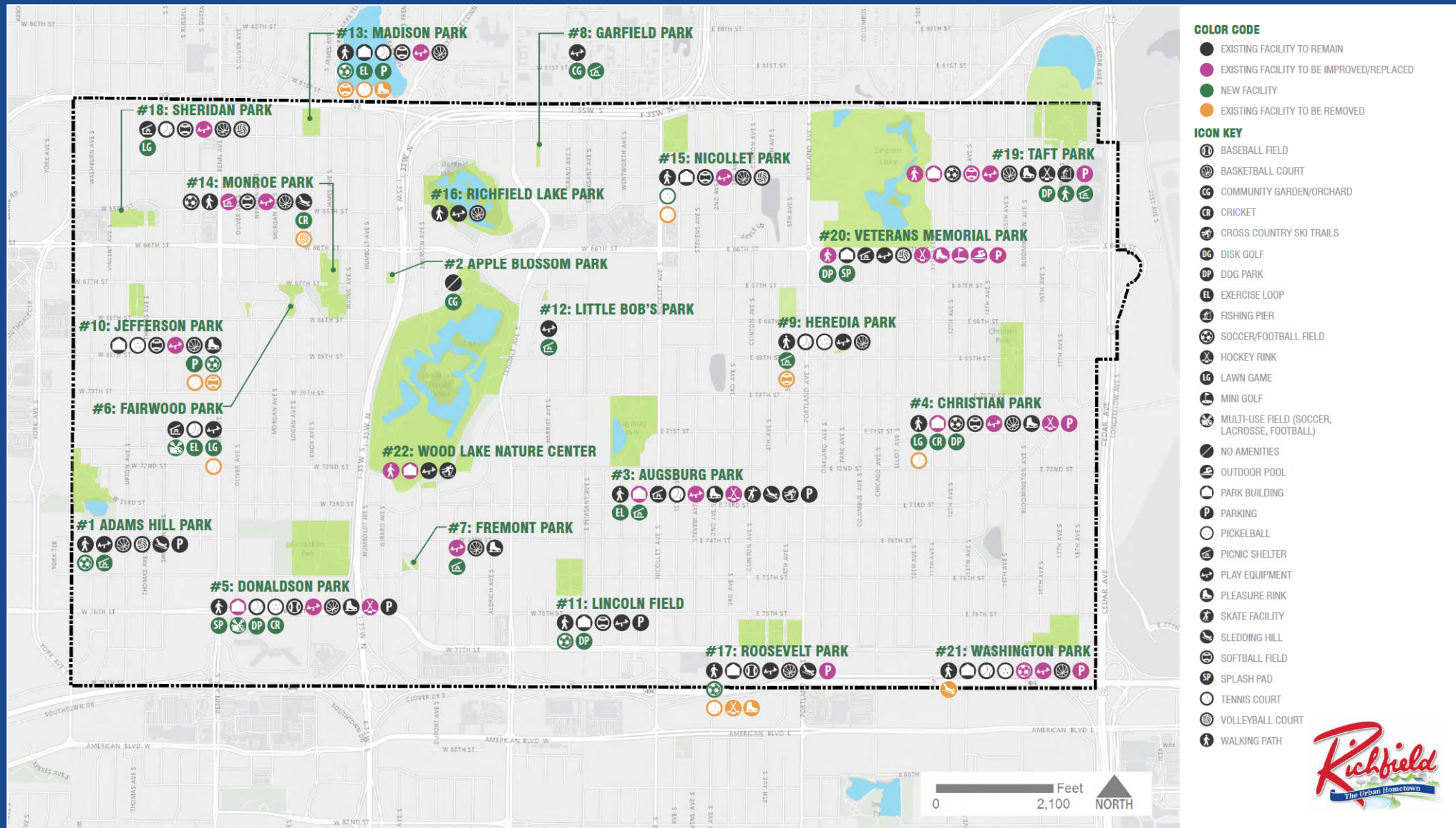
Place a dot below to answer the question.



What do you think?
Please share your thoughts.

A large yellow rectangular area with a thin black border, intended for users to write their thoughts or comments.

Draft Parks Master Plan (10+ Years)



Parks

Q. How will the comprehensive plan address parks?

A. We have taken a more in-depth look at our parks. As part of this effort, Richfield is exploring improvements to each of the parks. This may include adding new facilities, removing existing facilities or maintaining what we have in our parks.

Q. What are some of the proposed recommendations?

A. We are looking to create stronger destinations by investing in several parks, such as Veterans Memorial and Woodlake Nature Center. We are also looking to provide new facilities to accommodate a growing need in soccer fields and dog parks.



Parks

Several locations have been identified to accommodate a dog park and soccer fields. Please select your preferred location:

Dog Park	
Christian Park	
Donaldson Park	
Lincoln Field	
Taft Park	
Veterans Memorial Park	
Garfield Park (Space for dog run only)	
Soccer Fields	
Adams Hill Park	
Donaldson Park	
Jefferson Park	
Lincoln Field	
Madison Park	
Roosevelt Park	

What do you think?
Please share your thoughts.