

Richfield 2020 Visioning Project Feedback Business and Economic Development

FEEDBACK FROM FORUM ATTENDEES

Was a part of this committee - great input from members. Lots of hard work.
I'd like to support the beautification and unification of our retail areas with hanging flower baskets, streetlights - make it more charming and European.
Business shuttle sounds interesting. Good idea to promote "tourism."
We are enjoying the new restaurants like Houlihan's and Taco Morelos.
The ratio of commercial to single family residential development in Richfield should be defined as a goal. Taxes and costs of services are absent from this section and other parts of the report. Goals for providing quality services in essential areas of police, fire protection and public works, while keeping Richfield affordable, are needed.
What incentives will be used to attract good business (good for the Richfield climate?) to Cedar Avenue; 494; 76th & Lyndale (west side)? Mass transit or something similar to BE Line for crossing Richfield east to west.
Penn Avenue/66th Street needs some thought. It is neither fish nor fowl - some vision should develop around what we want it to be.
<u>Regional Business Development</u> <ul style="list-style-type: none">• Goal #1: I agree with this wholeheartedly. I think that the development of the east side has got to be one of the top goals of our city. The airport is a fact and we need to deal with and capitalize on the consequences as quickly as possible. Why not compete with the Megamall by enticing all of the business that the Megamall doesn't have, such as a Marshall Fields, Kohls, Byerly's, Walgreens, Old Country Buffet, and other businesses that will create jobs? People who go to the Mall can easily get there on the way in or out. Put what Bloomington has across the road – Target, Subway, McDonalds, etc. Draw the Best Buy employees to Richfield. Make it easy to get to. Put affordable townhomes and condominiums away from the runway in that area for people who do not have transportation or are elderly, or for the single Best Buy employees that do not want a single family dwelling. I could guarantee that people will fill them up in spite of the noise because they are affordable. Shuttle buses could go down 77th St. to take them to work or get the elderly to bus lines. I have great visions for the east side. If that was developed as a priority, it would greatly

help the city of Richfield. The elderly in that area would have affordable housing to move to if their houses are taken or when they want to sell. The east side has a lot of elderly people in it and affordable apartments are one of their greatest concerns. If there is affordable housing, the city could work with displaced people to ensure that an affordable place to live is available to them, whether it be a townhome, condominium, apartment or another single family home. The east side can be a gold mine for Richfield if developed wisely. We should capitalize on it as soon as possible.

- Goal #2: I agree with this, as long as it is limited to where it is now – on the south side of 77th Street. That will maximize land usage and minimize the effects on the neighborhoods north of 77th Street.

Community Business Development

- Goal #3: There already were small businesses along major transportation arteries and these have all been shut down or condemned. Are we to try it again? The Lyndale Hardware corner and the 76th and Lyndale block are another two areas that should receive high priority. We should finish what has been started before working on the Hub area. The Hub area can wait. Besides, developing the Hub is going to draw more traffic to the center of the city. It is going along just fine as it is, but we are losing the land use of these other two areas every single day and that is a loss of tax base and a waste. **Concentrate on finishing off these two areas of the Comprehensive Plan before adding the Vision plans to anything.**
- Goal #3 strategy #1: Developing along Penn Ave. for the Best Buy employees should be put on hold until the east side has been developed. The east side, if developed correctly with a mixture of shops, restaurants, businesses and housing can satisfy their needs if we have what Bloomington has. As mentioned, shuttle buses could run down 77th Street and they could shop/eat on their lunch hour. Penn Avenue is not in the present Comprehensive Plan, and should be left alone until we have completed the original plan.
- Goal #5: Okay

Economic Climate

- Goal #6: Okay
- Goal #7: The city of Richfield needs to work on this, as it now has the reputation of destroying small businesses. Hopefully this reputation can be overcome.

Economic Communications

- Goal #8: Okay
- Goal #9: Okay

- Goal #10: I disagree with strategy #1 and #2. I think that the citizens of Richfield have a right to know when **any** projects are going to be taking place **anywhere** in the city and that has not been happening. Only affected people are notified, which effectively keeps the rest of the community in the dark. A simple way of notification is to include any and all projects in the Richfield newsletter, just like they do construction notices. The people that are actually involved should also get a letter from the city.
- Goal #10 strategy #3: It would help if they would give us back our televised public comments.
- Goal #10 strategy #4: The city should be required to publish a notice of any public hearing in the SunCurrent at least one week ahead of time, not the week of the hearing. They should also demonstrate that comments received are considered and (miracle of miracles) maybe even acted upon.
- Goal #10 strategy #5: I sure wish my husband and I had done that. We never would have chosen Richfield.
- Goal #10 strategy #11: Okay

TABLE FACILITATOR FEEDBACK

Session 1 - Only two participants not on the Bus/Econ. Dev. Team -

- Opportunity for redevelopment
- Good reaction to recent development
- What other development
- Service
- Interim use of airport redevelopment
- Mini mart - international business
- Lake near Cedar
- Bike lanes vs. Bikes on sidewalks, legal (?)
- Too small for industrial park
- Not without taking homes

Session 2

- Small business maintenance - esp. backsides
- Wall at Southdale Square - good example works well
- 77th Street Wall is good.
- Penn & 66th Street Revitalization
- Light Traffic on Penn north or 66th Street
- PASSS
- Lunds promise

- Frazer School is 10-12M/yr. Business
- How do we encourage E.D. which benefits City.
 - Taxes
 - Commercial can produce revenue
- % of commercial to residential & FAR/Floor Area Ratio goals are needed
- Kmart future?
- Strive for tax base revenue
- Need local management of business for fund raising
- Chamber of Commerce needs reinvigorating
- Tourism needs to be more active

RECORDER/SPOKESPERSON FEEDBACK

- Encourage small business to keep “both” sides looking good.
- Maintain aesthetic structures
- Work revitalization of 66th & Penn
 - Coordination
 - Obstacles - narrowness, only a 1/2 block wide
- Questions - How do you encourage & gauge business benefit to City?
- Other issues
 - % commercial to residential tax base
 - TIF
 - Commercial benefits from vibrant community
 - Richfield is finite, no undevelopment
- How to encourage business that can generate larger structures, more property tax, more revenue, strive for higher floor area ratio.
- Other cities have tax on hospitality.
- Tax base important.
- Encourage business to and new that participate in the “spirit” of the community, community celebrations.
- Reinvigorate and support the Chamber.
- Investigate ways to encourage tourism (shop and visit), Wood Lake and Richfield celebrations