 Tonight’s Talking Points

- Introductions
- Comprehensive Planning Recap
- Highlight Plan Elements (Chapters) – Key Changes
- Next Steps
- Questions/Answers
COMPREHENSIVE PLANNING 101

- Comprehensive Plans Provide:
  - Vision Statements and Goals
  - Policy Direction
  - Guides Growth
  - Twenty Year Time Horizon
  - Prepares for Implementation
COMPREHENSIVE PLANNING 101

- Minnesota State Statue
  - Seven County Metro Cities and Counties are required to update their plans every 10 years.
  - Facilitated by the Metropolitan Council
- Updates need to align with regional policies (2040 Thrive MSP)
PLAN ELEMENT REQUIREMENTS

Land Use
Transportation
Water Resources
Economic Competitiveness
Parks & Trails
Housing
Resilience
Implementation
### PLAN ELEMENT REQUIREMENTS

<table>
<thead>
<tr>
<th>2008 Forecasts</th>
<th>Year</th>
<th>Current Forecasts</th>
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<tr>
<td><strong>Population</strong></td>
<td><strong>Households</strong></td>
<td><strong>Jobs</strong></td>
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<td>37,700</td>
<td>16,500</td>
<td>17,100</td>
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<td>41,300</td>
<td>18,000</td>
<td>17,600</td>
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<td>45,000</td>
<td>19,500</td>
<td>18,100</td>
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COMPREHENSIVE PLAN CHAPTERS

Chapter Highlights

- Chapter 1: Introduction
- Chapter 2: Community Direction
- Chapter 3: Demographics, Social & Economic Trends
- Chapter 4: Goals & Policies
- Chapter 5: Land Use
- Chapter 6: Housing
- Chapter 7: Transportation
- Chapter 8: Parks
- Chapter 9: Utilities & Water
- Chapter 10: Implementation
CHAPTER 2: COMMUNITY DIRECTIONS

Key Changes:

- Recognizes Public Input (Key Themes)
  - Urban vs. Suburban
  - Higher Density vs. Lower Density
  - Affordable Housing (Too Much vs Too Little)
  - Bike Amenities (Positive & Negative Comments)
- Valued Characteristics
- Valued Amenities
CHAPTER 2: COMMUNITY DIRECTIONS

Key Changes:

- Recognizes Past Planning Efforts
- Provides guidance for 66th Street and Nicollet Avenue
  - Presents a Concept Idea
  - Introduces Design Guidelines
CHAPTER 3: DEMOGRAPHICS

Key Changes:

- Recognizes Richfield’s growing diversity.
Key Changes:

- Establishes a Vision
  - What is an Urban Hometown?
- Recognizes Social Equity

Richfield, the “Urban Hometown”

“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.”
Key Changes:

- Recognized Areas of Potential Change
- Modified the Future Land Use Categories
- Provided the Required Density Calculations
- Focused on Redevelopment Areas
- Provided the Required Affordable Housing Calculations
CHAPTER 5: LAND USE

Areas of Potential Change (for future discussion):
- Western Boarder
- I-35W & 66th Street
# CHAPTER 5: LAND USE

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<tr>
<th>2030 Comprehensive Plan</th>
<th>2040 Comprehensive Plan</th>
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<tr>
<td>Low Density Residential (LDR)</td>
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<tr>
<td>High Density Residential (HDR)</td>
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<td>High Density Residential/Office</td>
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<td>Neighborhood Commercial (NC)</td>
<td>Neighborhood Commercial (NC)</td>
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</tr>
<tr>
<td>Mixed Use</td>
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## 2040 Land Use Plan

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<th>Low Density Residential (LDR)</th>
<th>Min</th>
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<th>Sq. Ft.</th>
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<tr>
<td>Community Commercial (CC)</td>
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<td>150,000 sf (max)</td>
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<td>100%</td>
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<tr>
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<td>150,000 + sf</td>
<td>0%</td>
<td>100%</td>
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</table>

### Mixed Use

- **Lyndale Avenue & 66th Street**: 50 - 75, TBD, 50%, 50%
- **Penn Avenue Corridor**: 25 - 50, TBD, 60%, 40%
- **Cedar Avenue Corridor**: 25 - 50, TBD, 40%, 60%
- **I-494 Corridor**: 50 - 100, TBD, 30%, 70%
### CHAPTER 5: LAND USE

#### Redevelopment Focused

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Total Acres</th>
<th>Percent of Acres Guided for Residential</th>
<th>Total Acres Allocated for Residential</th>
<th>Min Units Per Acre</th>
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<td>****</td>
<td>****</td>
<td>****</td>
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<td>Lyndale/66th</td>
<td>50.72</td>
<td>50%</td>
<td>25.36</td>
<td>50</td>
<td>1,268</td>
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<tr>
<td>Penn Ave</td>
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<td>20.47</td>
<td>25</td>
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<tr>
<td>Cedar</td>
<td>26.89</td>
<td>40%</td>
<td>10.75</td>
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<tr>
<td>I-494</td>
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<td>0.73</td>
<td>50</td>
<td>36</td>
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<td><strong>90.36</strong></td>
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<td><strong>2,681</strong></td>
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**Units Per Acre:** 29.67

- Required Density Goal: 20 units per acre
### CHAPTER 6: HOUSING

#### Document Affordable Housing Goals Set by the Metropolitan Council

<table>
<thead>
<tr>
<th>Redevelopment Area</th>
<th>Acres (Net)</th>
<th>Min. Percent Residential</th>
<th>Total Acres Allocated for Residential</th>
<th>Min. Units/Acre</th>
<th>Units</th>
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</thead>
<tbody>
<tr>
<td>HDR</td>
<td>21.66</td>
<td>100%</td>
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<td>25.00</td>
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<td>Mixed Use: Lyndale/66th</td>
<td>50.72</td>
<td>50%</td>
<td>25.36</td>
<td>50.00</td>
<td>1,268</td>
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<tr>
<td>Mixed Use: Penn Ave. Corridor</td>
<td>34.12</td>
<td>60%</td>
<td>20.47</td>
<td>25.00</td>
<td>511</td>
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<tr>
<td>Mixed Use: Cedar Ave. Corridor</td>
<td>26.89</td>
<td>40%</td>
<td>10.75</td>
<td>25.00</td>
<td>268</td>
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<tr>
<td>Mixed Use: I-494 Corridor</td>
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<td>30%</td>
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<td>50.00</td>
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<td>78.97</td>
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- **Required Affordable Housing Goal:** 121 units per acre
CHAPTER 7: TRANSPORTATION

Key Changes

- Multimodal Focused
- Stronger Emphasis on Peds, Bikes and Transit
- Incorporates Past Planning Efforts:
  - Bike Master Plan
  - Pedestrian Master Plan
  - Complete Streets Policy
  - Guiding Principles
CHAPTER 8: PARKS

Key Changes

- Updates to the 10 Year Parks Master Plan
  - Inventory of all parks
  - Recommendations for each park
  - Planning Level Cost Estimates
CHAPTER 8: PARKS

- Specific Recommendations:
  - Dog Park
  - Soccer Fields
  - Woodlake Nature Center Investments
  - Asset Management
**NEXT STEPS**

- **Feb.**
  - Finalize Chapters
  - Production

- **March**
  - Advisory Committee Review
  - Open House
  - Final Edits

- **April**
  - Presentation to City Council
  - Presentation to Planning Commission
  - Start 6 Month Mandatory Review

- **Sept.**
  - Close 6 Month Mandatory Review
  - Public Hearing
  - Plan Adoption
“Thank you for your time and commitment to Richfield.”
QUESTIONS & DISCUSSION

TUESDAY, APRIL 10, 2018
Table of Contents

• Signs 101 – types of signs
• Current sign regulations
• Proposed portable sign regulations
• Penn Avenue Design Guidelines & proposed changes
• New regulations: citywide vs. districts
• Discussion / questions
Freestanding signs

- Pylon
- Wall
- Large monument
- Small monument
Portable signs are prohibited

- Sandwich board / A-frame signs
- Sail / flag signs
- Businesses and community orgs have requested flexibility in this blanket policy
Why prohibit portable signs?
Why prohibit portable signs?
Side effect of current policies

• Unlimited ground signs are a nuisance
• Propose limit of two ground signs per lot
Proposed portable sign regulations

• One portable sign permitted per business
• Signs must be located on site of business, no off-premise signs allowed (per current ordinance)
• Signs must be located on private property – Not permitted in public right-of-way (sidewalks, boulevards or medians)
• Signs shall not block any accessible routes for pedestrians/mobility devices, including on private property
• Limited to 4 feet in height and 6 square feet in area, preventing oversized boards or other tall portables (like flag/sail signs, which will remain prohibited)
• Signs shall not be displayed between 10:00pm and 6:00am
• Permit not required
Portable signs

• Any questions so far?
Interim Ordinance – 66th Street construction

- Due to impacts on businesses during 66th Street reconstruction, regulations on temporary signs were relaxed in March 2017.
- Interim ordinance is now expired.
- Propose to give Community Development Director authority to suspend permit fees and time limits on temporary banner signs during major road construction projects.
Penn Avenue Design Guidelines

- Additional sign regulations apply in the Penn Central district (Crosstown to 68th St)
- Adopted in 2008
- Internally lit “box” signs are prohibited
- Staff has interpreted this prohibition to include dynamic displays (LED boards)
- Guidelines do not include any limitations on height or size
Internally lit “box” signs
Oversized and out of scale
Proper scale for Penn Avenue
Adaptation to guidelines

• Internally lit letters
• External lighting
Possible adverse effects of Penn Avenue Design Guidelines

• Nearly all freestanding signs on Penn were made nonconforming in some way
• Externally lit freestanding signs are perceived to be too dimly lit for businesses open in the evening
• Concerns with uniformity of all future signs using “gooseneck” lamp lighting? (i.e. Davanni’s, Fraser, etc.)
Changes to Penn Guidelines

• Propose to allow dynamic displays (LED boards) with new size restrictions on size

• Re-allow internally lit freestanding signs on Penn Avenue, with restrictions on size
Reduce sign height

• Maximum height – currently 27 feet is the limit for all commercial property regardless of size
• Propose to reduce height to 20 feet
• Exceptions for Planned Unit Developments (Shops at Lyndale, Southdale Square, Lyndale Station, The Hub, etc.)
• Exceptions for properties adjacent to highway (Honda, Audi, backside of Target/Home Depot)
Reduce sign size

- Maximum sign area – currently 200 square feet is the limit for most commercial property regardless of lot size
- Propose to reduce sign size:
  100 square feet for properties < 1 acre
  150 square feet for properties 1-2 acres
  200 square feet for properties >2 acres
- Similar exceptions as outlined for sign height
Reduce quantity of large signs

• There is currently no maximum number of tall freestanding signs
• Propose limit of one tall sign (>8 feet) per lot. No limit on signs below that limit (small monument, directional signs, menu boards, etc.)
• Similar exceptions as outlined for sign height
CVS on Penn
Example of a recent sign with dynamic display – 20’ max height

- Lyndale Liquor – 124 square feet
Example of a proposed sign with dynamic display – along 494
Citywide vs. districts

- Staff recommends implementing size and height reductions citywide
- Generally, these updated regulations better reflect the dimensions of most existing signs and avoid the addition of new oversized signage
Not changing

• Maximum sign height or size on large properties (>2 acres), Planned Unit Developments, shopping centers, and properties along highways
• Prohibition on internally lit “box” signs on buildings
• Prohibition on portable signs other than A-frame/sandwich board signs
Discussion / Questions?