Call to order

1. 6:15 p.m. - 6:35 p.m.  
   Discussion regarding Lakes at Lyndale wayfinding signage (Council Memo No. 15/HRA Memo No. 8)

2. 6:35 p.m. - 6:55 p.m.  
   Discussion regarding Penn Avenue banners (Council Memo No. 16/HRA Memo No. 9)

Adjournment

Auxiliary aids for individuals with disabilities are available upon request. Requests must be made at least 96 hours in advance to the City Clerk at 612-861-9738.
March 17, 2016

Council Memorandum No. 15

The Honorable Mayor
and
Members of the City Council

Subject: Lakes at Lyndale Wayfinding Signage Discussion
(Worksession Agenda Item No. 1)

Council Members and Commissioners:

The Lakes at Lyndale area, centered around 66th Street & Lyndale Avenue, is home to significant redevelopment, Richfield Lake, Woodlake Nature Center, and is considered to be the City’s “downtown”. In 2013 a Connectivity Plan (Plan) was completed to better integrate improvements throughout this area, and to encourage pedestrian travel. Following approval of the Plan, the Housing and Redevelopment Authority (HRA) contracted with Signia Design to develop wayfinding signage for the Lakes at Lyndale area. Potential signage may include; gateway markers, interpretive signs, directional/wayfinding signs and standard street signs.

Using feedback collected from residents via Richfield Connect, from staff, and from a previous worksession held in October 2015, Signia Design has further refined two design options (attached) for wayfinding signage to be located in the Lakes at Lyndale area. Signia Design will be presenting these options at a joint worksession of the City Council and the HRA on March 22, 2016 at 6:15 p.m. in an effort to garner additional feedback and narrow the selection.

Respectfully submitted,

Steven L. Devich
City Manager

SLD: mrb
Attachment: Lakes at Lyndale Wayfinding Signage options and Plan Map
Email: Assistant City Manager
         Department Directors
         Planning Commission
CONCEPT 1

Pedestrian Directional,

"Lakes at Lyndale" gateway sign.

Pedestrian Directional,

Alternate

City of Richfield Lakes at Lyndale District
Wayfinding and Sign System Programming and Design

2016

Lakes at Lyndale

Richfield Lake Park
.5 miles
Richfield Lake Trail Head
.25 miles
City Bella Park
.25 miles
Kirchbak Sculpture Garden
.5 miles
Lakefront Plaza
.5 miles

Pedestrian Information

Alternate

Pedestrian Directional,
CONCEPT 2

"Lakes at Lyndale" gateway sign.

Pedestrian
Directional,

Pedestrian
Directional,

LAKES at LYNDALE
Richfield Lake
.5 miles

Richfield Lake Trail Head
.25 miles

Post Office
500 Feet

Woodlake Nature Center

City of Richfield Lakes at Lyndale District
Wayfinding and Sign System Programming and Design

2016

Pedestrian
Directional,
User Activities & Access

LEGEND
- SHOPPING
- WORKING
- EATING
- LIVING
- FUTURE LIVING

RECREATING
- Park Building
- Semi-public/Private
  Open Space
- Public Park/Open
  Space

EXISTING TRAILS
& WALKS

PUBLIC ENTRANCES

USER CONNECTIONS

WAYFINDING
- Primary Decision Point
- Secondary Decision Point
- Primary Destination, Point of Arrival
- Secondary Destination, Point of Arrival
- Path Routing
- Orientation, Mapping/Directions
CITY OF RICHFIELD, MINNESOTA  
Office of City Manager

March 17, 2016

Council Memorandum No. 16

The Honorable Mayor  
and  
Members of the City Council

Subject: Penn Avenue Banners Discussion  
(Worksession Agenda Item No. 2)

Council Members and Commissioners:

The Penn Avenue Corridor (Corridor) stretches from Highway 62 to 68th Street and is home to many small businesses. Several years ago, the Penn Central group was founded by citizens and business owners seeking to better market the area. In 2013 banners carrying the Penn Central logo were installed on streetlights throughout the Corridor. Those streetlights have since been replaced with smaller, pedestrian-scale lighting to improve aesthetics in the Corridor. The former banners were too large to fit the smaller light poles, presenting an opportunity to create new banners for the Penn Central area by soliciting input from a broader segment of the public. In late 2015 three different artists each contributed three banner design options. These initial designs were presented to the public at Penn Fest and put out for comment on the Richfield Connect website.

Using feedback collected from residents at Penn Fest and via Richfield Connect, staff has narrowed the field to two options (attached). Staff will be presenting these options at a joint worksession of the City Council and the Housing and Redevelopment Authority (HRA) on March 22, 2016 at 6:15 p.m. in an effort to garner additional feedback and put forth a preferred banner selection.

Respectfully submitted,

Steven L. Devich  
City Manager

SLD: mrb
Attachment: Penn Avenue banner finalists  
Summary of Richfield Connect poll

Email: Assistant City Manager  
Department Directors  
Planning Commission
WELCOME TO THE PENN CENTRAL NEIGHBORHOOD.
Penn Avenue Business District Banner Survey Results

In partnership with the [Penn Central business group](#), the City is going to install new banners along Penn Avenue between Highway 62 and 68th Street. The City recently installed new pedestrian-scale lighting in this corridor and the banners will be attached to the new light poles. We would like your feedback on a new logo and banner design for the Penn Central area.

Which of these logo/banner designs do you prefer?