



# Richfield Economic Development Authority Agenda

February 17, 2026 -- 7:15 PM

Note: Meeting begins immediately following HRA Meeting

Richfield Municipal Center  
Council Chambers  
6700 Portland Avenue South

1. **Call to Order**
2. **Roll Call**
3. **Open Forum**
  - a. Participants can share their comments in person, by voicemail, or email, and may also request to participate virtually. For more information on submitting comments, refer to the Economic Development Authority Agenda and Minutes page on the [City's Website](#).
4. **Approval of the Agenda**
5. **Approval of Minutes**
  - a. Approval of the minutes of the Regular Economic Development Authority Meeting of November 17, 2025.
6. **Presentations**
7. **Consent Calendar**

Consent Calendar contains several separate items, which are acted upon by the Economic Development Authority in one motion. Once the Consent Calendar has been approved, the individual items and recommended actions have also been approved. No further EDA action on these items is necessary. However, any EDA Commissioner may request that an item be removed from the Consent Calendar and placed on the regular agenda for discussion and action. All items listed on the Consent Calendar are recommended for approval.
8. **Consideration of Items, if Any Removed From Consent Calendar**
9. **Public Hearings**
10. **Resolutions**
11. **Other Business**
  - a. Consider approval of the Downtown Richfield Brand Identity & Style Guidelines and the Placemaking Playbook.
12. **Executive Director's Report**
13. **EDA Discussion Items**
14. **Approval of Claims**
15. **Adjournment**

Auxiliary aids for individuals with accessibility needs are available upon request. Requests must be made at least 96 hours in advance to the City Clerk at 612-861-9739.

Includes Materials - Materials relating to these agenda items can be found in the EDA agenda packet located by the entrance. The complete EDA agenda packet is available electronically on the [City of Richfield's website](#).



# ECONOMIC DEVELOPMENT AUTHORITY MEETING MINUTES

Richfield, Minnesota  
Regular Meeting  
November 17, 2025

## 1. CALL TO ORDER

Chair Vrieze Daniels called the meeting to order at 8:06 PM in the Council Chambers.

*EDA Present:* Chair Vrieze Daniels, Gordon Hanson; Mary Supple; Sean Hayford Oleary; John Young.

*Staff Present:* Melissa Poehlman, Executive Director; Julie Urban, Assistant Community Development Director; and Michelle Friedrich, City Clerk.

## 2. ROLL CALL

Roll Call attendance was noted.

## 3. OPEN FORUM

Chair Vrieze Daniels gave instructions on how to participate in the open forum. No residents participated in the public comment opportunity.

## 4. APPROVAL OF THE AGENDA

**MOTION:** made by Hanson, seconded by Supple to approve the agenda.

Motion carried: 5-0

## 5. APPROVAL OF MINUTES

**MOTION:** made by Young, seconded by Hanson to approve the Minutes of the Regular Economic Development Authority meeting of August 18, 2025.

Motion carried: 5-0

## 6. PRESENTATIONS

None.

**7. CONSENT CALENDAR**

- a. Consideration of an Amended Agreement with the Center for Energy and Environment to authorize the budget for the administration of the Apartment Remodeling Program for 2026.

Executive Director Poehlman presented the consent calendar item.

**MOTION:** made by Supple, seconded by Young to approve the consent calendar item 7a.

Motion carried: 5-0

**8. CONSIDERATION OF ITEMS, IF ANY, REMOVED FROM CONSENT CALENDAR**

None.

**9. PUBLIC HEARINGS**

None.

**10. RESOLUTIONS**

None.

**11. OTHER BUSINESS**

None.

**12. EXECUTIVE DIRECTOR'S REPORT**

Executive Director Poehlman noted no report.

**13. EDA DISCUSSION ITEMS**

None.

**14. APPROVAL OF CLAIMS**

**MOTION:** made by Hayford Oleary, seconded by Supple, to approve claims for September, October and November 2025.

<b><u>U.S. BANK</u></b>	<b><u>September 15, 2025</u></b>
EDA Check #23755-23773	\$27,427.43
<b>TOTAL</b>	<b>\$27,427.43</b>

<b><u>U.S. BANK</u></b>	<b><u>October 20, 2025</u></b>
EDA Check #23774-13791	\$62,736.70
<b>TOTAL</b>	<b>\$62,736.70</b>

<b><u>U.S. BANK</u></b>	<b><u>Month XX, 2025</u></b>
EDA Check #23792-23804	\$10,600.00
<b>TOTAL</b>	<b>\$10,600.00</b>

Motion carried: 5-0

**15. ADJOURNMENT**

This meeting was adjourned by unanimous consent at 8:09 p.m.

Date Approved: February 17, 2026

\_\_\_\_\_  
Erin Vrieze Daniels  
EDA President

\_\_\_\_\_  
Michelle Friedrich  
City Clerk

\_\_\_\_\_  
Melissa Poehlman  
Executive Director



**Report Prepared By:**

Jan Youngquist, Economic Development Manager

**Department Director:**

Melissa Poehlman, Community Development Director

**Item for Consideration:**

Consider approval of the Downtown Richfield Brand Identity & Style Guidelines and the Placemaking Playbook.

**EXECUTIVE SUMMARY**

The Economic Development Authority (EDA) hired CivicBrand, a consultant that specializes in community branding, placemaking, and engagement, to develop a branding and placemaking strategy for downtown. The objective of the project was to:

- Develop a branding and placemaking strategy that is rooted in, and informed by, community engagement with a wide variety of stakeholders.
- Define a clear and distinctive place brand identity and include branding guidelines for its use.
- Create an implementation plan that includes near and long-term strategies for targeted marketing as well as placemaking projects and activities.

The project included extensive community engagement through a variety of methods, including pop-up engagement, an online survey, focus groups, interviews, and a project advisory committee, as well as small group sessions and a work session with EDA and City Council members. Approximately 1,160 people provided feedback that informed the project.

The project sought to build upon the existing physical infrastructure improvements and focus on the experience of being downtown, acknowledging that the west portion of the district includes recreational and natural amenities, and has seen newer development and reinvestment, while the east portion includes older buildings, small local businesses, and culturally diverse restaurants. Because the two areas are so different and the railroad tracks create a physical and perceptual divide, the objective was to celebrate their differences and layer in placemaking, identity, and connection to transform downtown into a cohesive, walkable place that is inviting and reflects the community.

The branding depicted in the Brand Identity & Style Guidelines document includes bright colors and shapes that represent the diversity and vibrancy of Richfield. The Downtown Richfield Placemaking Playbook (Playbook) includes a variety of interim and short-term activations to test ideas and see what works (and what doesn't), as well as potential permanent and long-term activations for the future. The Playbook is a framework and collection of ideas, opportunity areas, and potential approaches that could be possible

over time, rather than a rigid plan. The Playbook is intended to serve as a tool to guide decisions, support collaboration, and position the City to pursue future grants, partnerships, and private investments.

**RECOMMENDED ACTION**

By motion: Approve the Downtown Richfield Brand Identity & Style Guidelines and the Placemaking Playbook.

**HISTORICAL CONTEXT**

- Planning for the Lyndale Avenue and 66th Street area as a downtown business district area dates back to the early 1960s.
- In 1988, the Lakes at Lyndale Master Plan was adopted for the area to create a thriving urban center.
- The Lakes at Lyndale Wayfinding Plan was developed in 2016, based on Lakes at Lyndale branding. The plan has not yet been implemented.
- The 2040 Comprehensive Plan, adopted in 2018, expanded the downtown area east to Nicollet Avenue.
- In September 2022, the Council adopted the 2023-2026 Strategic Plan (Strategic Plan), which placed a priority on Community Development, identified a vibrant downtown as a desired outcome, and recommended developing a downtown strategy as a strategic initiative to support this outcome.
- The EDA was awarded a Business District Initiative grant from Hennepin County in November 2024 to develop a downtown branding and placemaking strategy.
- The EDA entered into a contract with CivicBrand in April 2025 to lead the branding and placemaking project.
- The community engagement phase of the project concluded in September 2025, which included:
  - Pop-up engagement at Lakewinds Coop.
  - Online survey with 1,143 respondents.
  - Two virtual focus groups with business owners, property managers, residents, and representatives from the planning commission and a local nonprofit.
  - One-on-one interviews with a Council/EDA member, nonprofit executive director, planning commissioner, and small business owner.
  - Small group sessions with Council and EDA members.
  - A project advisory committee consisting of City staff, a small business owner, and representatives from Visit Richfield and the Arts Commission that met five times to provide guidance and test ideas.
- CivicBrand presented initial branding and placemaking concepts to the Council and EDA at a work session on October 28, 2025. Three branding concepts were presented, and the Council and EDA chose to move forward with the concept that is included in the final Brand Identity & Style Guidelines document.

**EQUITABLE OR STRATEGIC CONSIDERATIONS OR IMPACTS**

- The Strategic Plan identifies a vibrant downtown as a desired outcome, developing a downtown strategy as a strategic initiative to support this outcome, and proactively marketing downtown as an action step.

- There are several small businesses owned by women and people of color in downtown. Implementation of the branding and placemaking strategy is intended to enhance the economic vitality and vibrancy of downtown, which will help support these, as well as other businesses.

## **POLICIES (RESOLUTIONS, ORDINANCES, REGULATIONS, STATUTES, ETC.)**

- The 2040 Comprehensive Plan guides the area around Lyndale Avenue/66th Street/Nicollet Avenue as Mixed Use, with the intent of creating a downtown with residential, commercial, office, and recreational opportunities.
- The 2023-2026 Strategic Plan places a priority on Community Development and identifies a vibrant downtown as a desired outcome.

## **CRITICAL TIMING ISSUES**

- The Contract between the EDA and CivicBrand expires on April 18, 2026.
- The project is funded by a grant from Hennepin County's Business District Initiative Program. The grant expires on June 30, 2026.

## **FINANCIAL IMPACT**

- The Hennepin County Housing and Redevelopment Authority awarded a \$45,000 grant for the project to the EDA through its Business District Initiative Program.
- The EDA provided a \$5,000 match to the grant, in addition to staff time, which served as an in-kind match.

## **LEGAL CONSIDERATIONS**

None.

## **ALTERNATIVE RECOMMENDATION(S)**

- Approve the Downtown Richfield Brand Identity & Style Guidelines and the Placemaking Playbook with modifications.

## **ATTACHMENTS**

1. Brand Identity & Style Guidelines
2. Downtown Richfield Placemaking Playbook

# BRAND IDENTITY & STYLE GUIDELINES

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CLIENT

RICHFIELD, MN

DATE

WINTER 2026

AGENCY

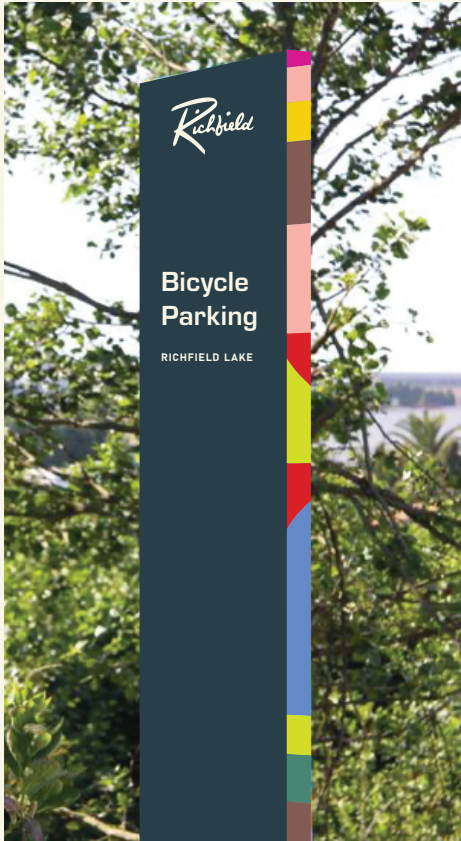
CIVICBRAND



**LOGO**

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A simplified version of the City of Richfield logo is used to represent “Downtown Richfield.” Use only in the primary navy or cream colors.



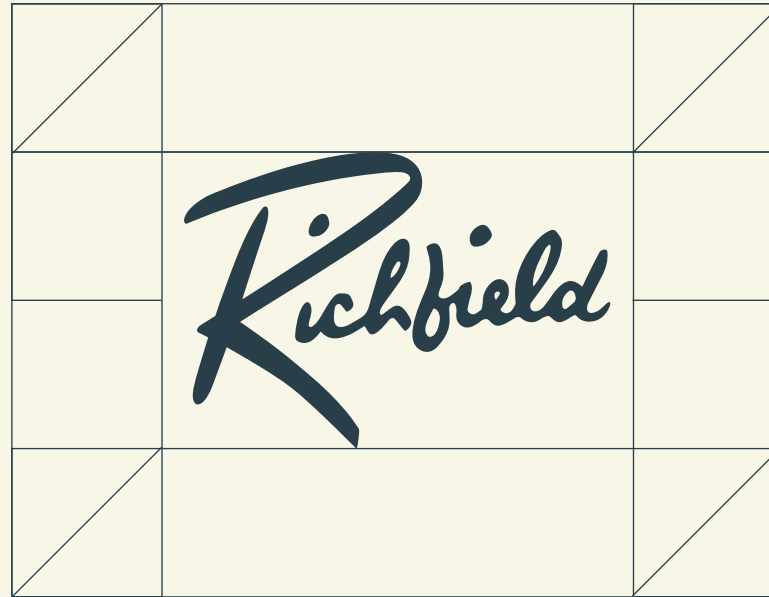
**LOGO**

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**CLEAR SPACE**

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A clear space of one half of the logo's height should surround the logo on all four sides.



**ERRORS**

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Do not stretch, skew, or distort the logo in any way. Do not use the logo in an off-brand color, or add graphic deffects. Do not place the logo on a dark pattern or busy photograph.



## COLOR PALETTE

When placing type over a color background, ensure there is enough contrast for legibility.



## TYPOGRAPHY

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### EUROSTILE

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Eurostile is used for all headings and some sub-headings. Headings are typically used in Eurostile Black in all caps with a tracking of 10. Sub-headings are typically used in Eurostile Bold in normal case with a tracking of 10.

Eurostile is available through Adobe Fonts at [www.fonts.adobe.com/fonts/eurostile](http://www.fonts.adobe.com/fonts/eurostile)

### BAHNSCHRIFT

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Bahnschrift is used for some sub-headings and all body copy. Body copy is typically used with Bahnschrift Regular at a tracking of 0. Subheadings are typically used with Bahnschrift Regular or Bold in all caps with a tracking of 75.

Bahnschrift is available through Adobe Fonts at [www.fonts.adobe.com/fonts/bahnschrift](http://www.fonts.adobe.com/fonts/bahnschrift)

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz1234567890**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz1234567890**

LOCATION TYPOGRAPHY

LOCATION TITLE

Eurostile Black is used in all caps with a tracking of 10 for location names, such as "Richfield Lake."

LOCATION STREETS

Bahnschrift Regular is used in all caps with a tracking of 75 for location streets (or other landmark), such as "66th & Woodlake."



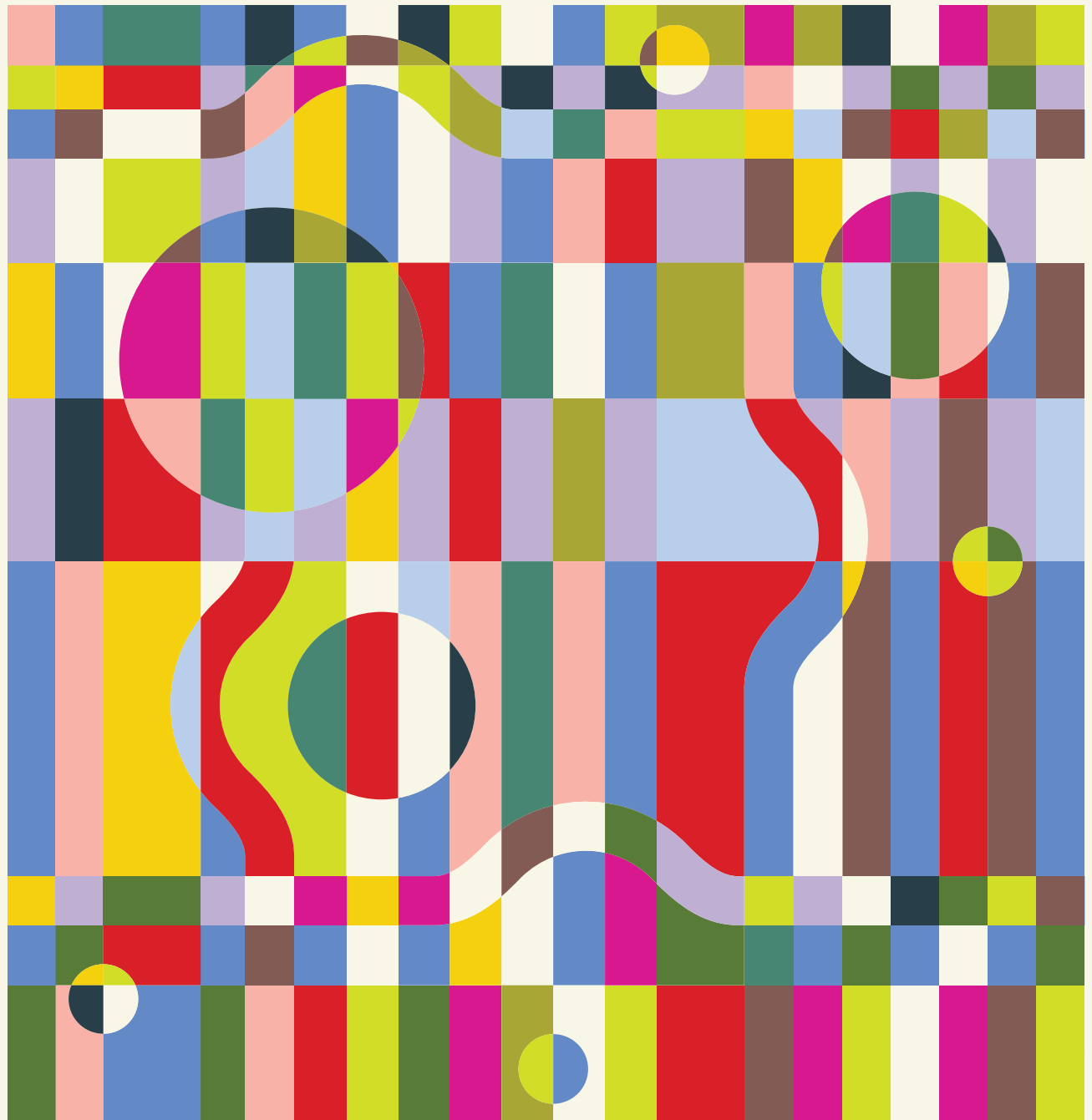
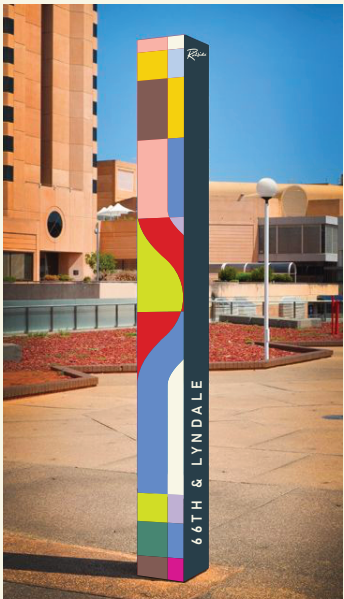
**RICHFIELD**  
**LAKE** 66TH &  
WOODLAKE

### PATTERN

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Use with any combination of brand colors at any rotation angle for infinite variations. Do not place the logo or any text over the pattern unless it is contained within a one-color solid shape.

In some instances a simpler (large scale) pattern may be appropriate, such as street paint applied manually. This will ensure easier application and maintenance. Printed or digital applications allow for a more complex (small scale) pattern.



CONTACT:

[HELLO@CIVICBRAND.COM](mailto:HELLO@CIVICBRAND.COM)

*Richfield*

# DOWNTOWN RICHFIELD PLACEMAKING PLAYBOOK

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CLIENT

RICHFIELD, MN

DATE

WINTER 2026

AGENCY

CIVICBRAND



## EXISTING CONDITIONS, CHALLENGES & OPPORTUNITIES

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The district benefits from a strong foundation of permanent public infrastructure. Sidewalks, crosswalks, roundabouts, and recent street improvements have created an environment that is technically walkable and increasingly safe. As one participant summarized during engagement, “It’s walkable, it’s just not walked.” From an infrastructure standpoint, many of the big, difficult investments are already in place.

The challenge now is less about access and more about experience. Today, the district functions primarily as a place for specific errands rather than a place to explore or spend time. The existing mix of retail and services draws people in for a purpose, but gives them few reasons to linger, wander, or discover something unexpected. This is where the opportunity lies—shifting from a district that is simply navigated to one that is interesting, welcoming, and worth walking through.

Another defining condition is the physical and perceptual divide created by the railroad tracks. One side of the district has seen newer development and reinvestment, while the other is anchored by the HUB and more dated strip-center infrastructure. At the same time, these older spaces support many culturally significant restaurants and locally owned businesses that residents value deeply. The opportunity is not to erase this character, but to revitalize the district in a way that strengthens it, improving the public realm and pedestrian experience without displacing the businesses that give the area its identity and flavor.

Together, these conditions point to a clear direction: build on the district’s strong infrastructure by layering in placemaking, identity, and connection. Doing so can transform the area from a collection of destinations into a cohesive, walkable place that invites exploration and reflects the community it serves.

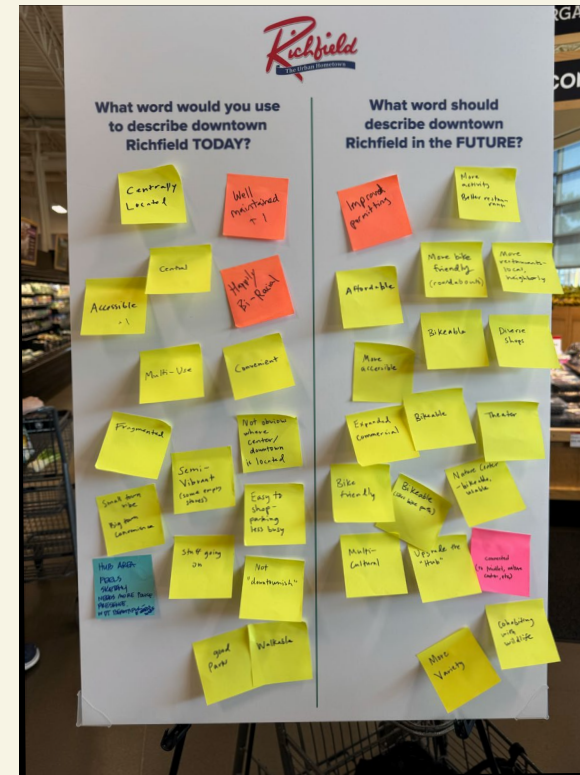
# ENGAGEMENT PROCESS

This work was shaped through a collaborative, multi-layered engagement process designed to ensure the outcomes reflect Richfield’s community, priorities, and long-term goals. Rather than a top-down exercise, the process brought together residents, businesses, City staff, elected officials, and the Economic Development Authority to inform a shared direction for the district.

Engagement included a combination of strategy and listening tools, such as a placemaking and brand audit, community survey, pop-up conversations with residents, focus groups, interviews, and working sessions with City leadership. A project committee provided ongoing guidance, helping test ideas, ground recommendations in local context, and connect this effort to related City initiatives.

City staff, Council, and the EDA played an active role throughout the process, ensuring alignment with broader policy goals, economic development priorities, and implementation realities. This collaboration helped move the work beyond ideas alone and toward concepts that are realistic, adaptable, and actionable over time.

Together, these inputs created a well-rounded understanding of the district’s opportunities, challenges, and potential. These insights directly informed the vision and the Placemaking Playbook that follows, translating community input into a flexible framework for future decision-making and investment.



## VISION STORY

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**The district will be a place where connections happen naturally and frequently — between neighbors, local businesses, cultures, and the outdoors — creating a vibrant, welcoming, and distinctly Richfield experience.**

In the future, the district is no longer just a place to run errands — it's a place to linger, gather, and connect. People come here to explore locally-owned shops, try diverse restaurants, and enjoy cultural events that reflect Richfield's diversity and character. The district's lakes and trails provide natural anchors for activity and relaxation, inviting both Richfield residents and visitors to spend time in the district and experience an area that balances charming neighborly character and urban accessibility.

The west side of the district, with its modern amenities, housing, and access to nature, complements the east side's culturally rich businesses and new community spaces. Rather than forcing a single identity, the district celebrates these differences, framing each side as complementary parts of a larger, dynamic neighborhood. Over time, these connections create a sense of cohesion, helping the district naturally emerge as a named place — "Downtown Richfield" or another identity that reflects its character — without losing the authenticity that makes it unique.

Growth and change happen deliberately and realistically, building momentum through small wins that enhance the area's culture, commerce, and natural assets. Throughout, the district's evolution remains grounded in Richfield's "Urban Hometown" spirit: modest yet urban, welcoming yet distinctive, blending mid-century charm with a modern, diverse, and inclusive community. Here, connections are at the heart of the experience. This is where culture and community connect, and where every visit brings people together in a place designed to belong.

# PLACEMAKING PLAYBOOK

## HOW TO USE THE PLACEMAKING PLAYBOOK

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### THIS PLAYBOOK IS INTENDED TO BE A SHARED FRAMEWORK, NOT A FIXED PLAN.

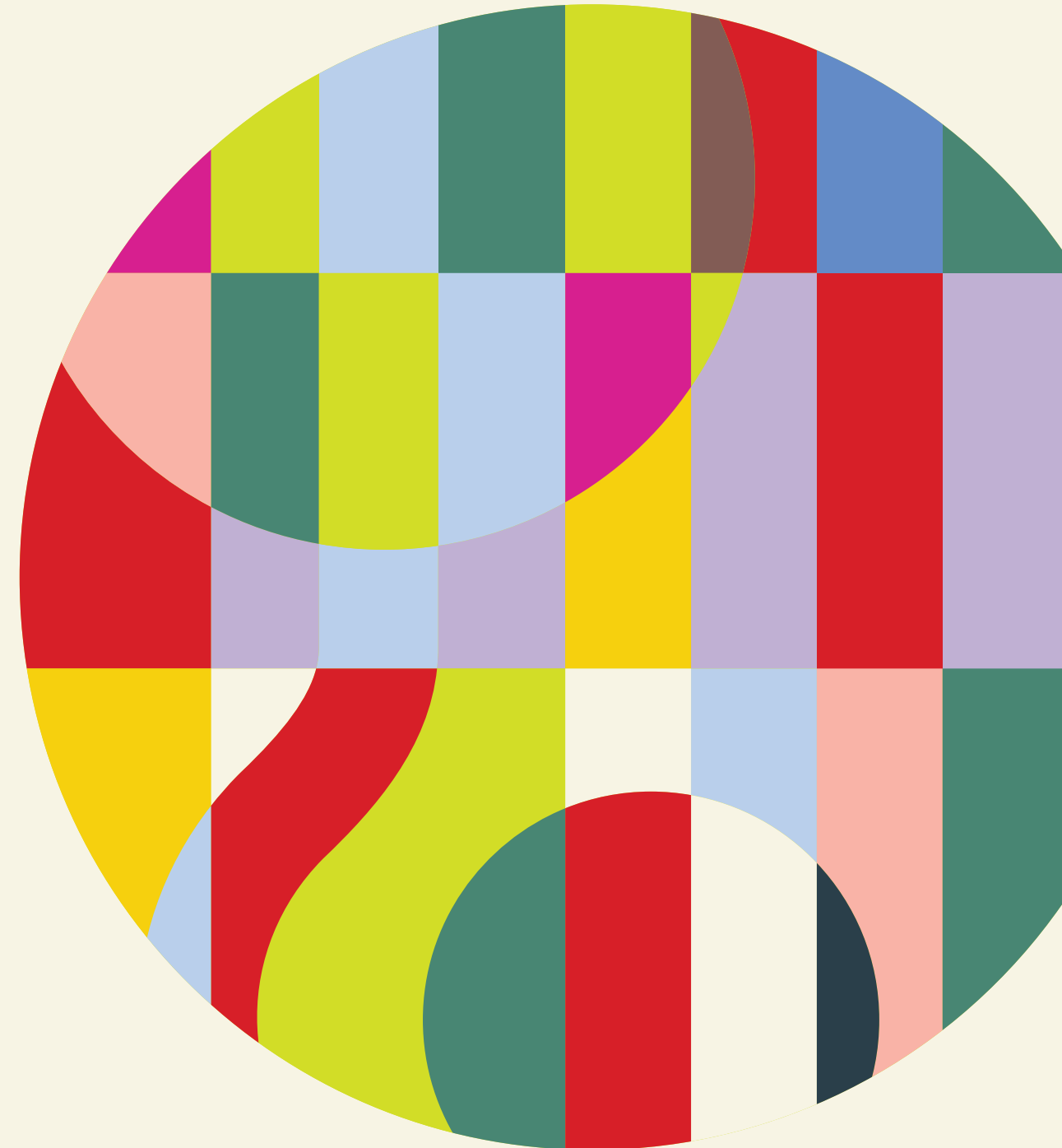
It is not a list of projects that must all be built, and it is not a rigid design standard or fully realized master plan. Instead, it is a collection of ideas, opportunity areas, and potential approaches that illustrate what could be possible over time.

Think of this playbook as a menu of options, not a set of instructions. The concepts that follow are meant to spark ideas, build excitement, and show the range of ways placemaking and branding could come to life across the district. Many of these opportunities would require further design, refinement, and additional detail before becoming real projects. Others may evolve, combine, or change entirely as conditions shift.

The value of a playbook like this is in creating shared direction. It helps the City, partners, property owners, and businesses make more consistent place-based decisions while still allowing room for creativity and experimentation. By testing ideas, starting small, and learning what works (and what does not), the district can evolve naturally rather than trying to get everything right at once.

Importantly, having a clear vision and set of ideas also helps build momentum. It positions the City to pursue grants, partnerships, and private investment by showing that there is a plan in place and that outside funding would be contributing to a broader, coordinated effort rather than a one-off project.

Used this way, the playbook becomes a living tool—one that guides decisions, supports collaboration, and adapts over time as the district grows and changes.



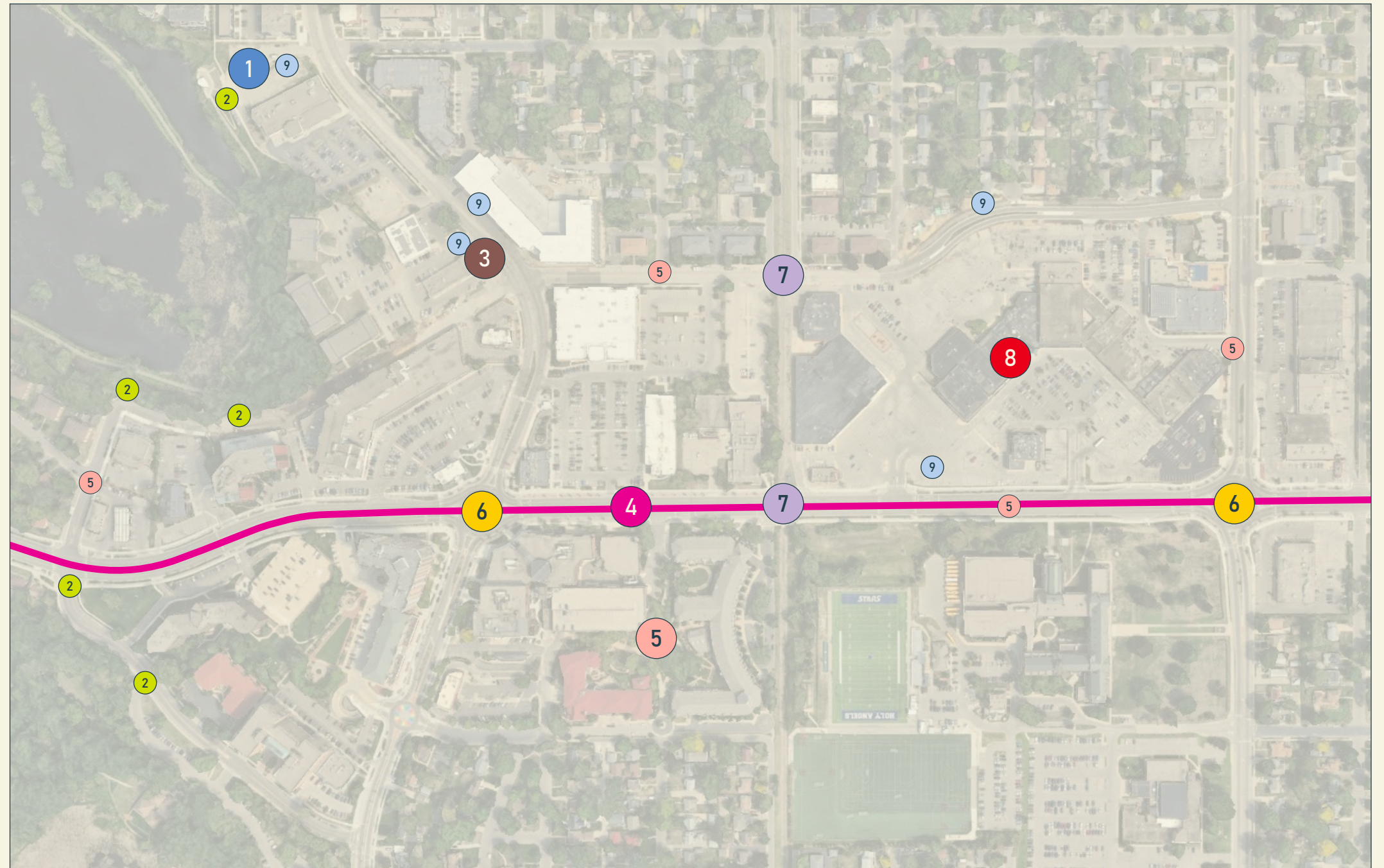
## PARTNERS & ROLES

Bringing the recommended placemaking activations to life will require a network of aligned partners. This chart highlights organizations and stakeholders who could help influence, champion, implement, and/or sustain key projects. This list should be treated as a living resource that the City continues to expand and refine over time as new projects, partners, and opportunities emerge.

#	PLACEMAKING OPPORTUNITY	COORDINATION	
1	RICHFIELD LAKE GATEWAY	<ul style="list-style-type: none"> <li>Property Owner</li> <li>Lakewinds Coop</li> <li>Arts Commission</li> </ul>	<ul style="list-style-type: none"> <li>Economic Development</li> <li>Community members</li> <li>Parks &amp; Recreation</li> </ul>
2	RICHFIELD LAKE + WOOD LAKE ACCESS	<ul style="list-style-type: none"> <li>Recreation</li> <li>Public Works</li> </ul>	<ul style="list-style-type: none"> <li>Economic Development</li> <li>Planning</li> </ul>
3	NEIGHBORHOOD THIRD PLACE + TRANSIT PLAZA	<ul style="list-style-type: none"> <li>Liquor Store</li> <li>Public Works</li> <li>Planning</li> </ul>	<ul style="list-style-type: none"> <li>Economic Development</li> <li>Arts Commission (if the installation also serves as public art)</li> </ul>
4	66TH ST BICYCLE SPINE	<ul style="list-style-type: none"> <li>Public Works</li> <li>Planning</li> </ul>	<ul style="list-style-type: none"> <li>Economic Development</li> </ul>
5	GROUND-BASED PEDESTRIAN WAYFINDING	<ul style="list-style-type: none"> <li>Public Works</li> <li>Economic Development</li> </ul>	<ul style="list-style-type: none"> <li>Community members</li> <li>Arts Commission</li> </ul>
6	DISTRICT GATEWAYS	<ul style="list-style-type: none"> <li>Public Works</li> <li>Planning</li> </ul>	<ul style="list-style-type: none"> <li>Economic Development</li> </ul>
7	BRIDGING THE TRACKS	<ul style="list-style-type: none"> <li>Public Works</li> <li>Planning</li> <li>Economic Development</li> </ul>	<ul style="list-style-type: none"> <li>Property owners if installation falls on private property</li> <li>Arts commission for interim/tactical installations</li> <li>Community members</li> </ul>
8	THE HUB	<ul style="list-style-type: none"> <li>Brixmor (property owner)</li> <li>Hub tenants</li> <li>Public Works</li> <li>Planning</li> <li>Economic Development</li> </ul>	<ul style="list-style-type: none"> <li>Public Safety</li> <li>Recreation for programming &amp; events</li> <li>Arts Commission (asphalt art)</li> <li>Community members</li> </ul>
9	MOBILE COFFEE PILOT	<ul style="list-style-type: none"> <li>Business Licensing/Environmental Health</li> <li>Property Owner</li> <li>Public Works</li> </ul>	<ul style="list-style-type: none"> <li>Planning</li> <li>Economic Development</li> </ul>
10	LAYERED WAYFINDING + EXPLORATION	<ul style="list-style-type: none"> <li>Public Works</li> <li>Planning</li> </ul>	<ul style="list-style-type: none"> <li>Economic Development</li> <li>Parks &amp; Recreation</li> </ul>

# PLACEMAKING OPPORTUNITIES

1	RICHFIELD LAKE GATEWAY
2	RICHFIELD LAKE + WOOD LAKE ACCESS
3	NEIGHBORHOOD THIRD PLACE + TRANSIT PLAZA
4	66TH ST BICYCLE SPINE
5	GROUND-BASED PEDESTRIAN WAYFINDING
6	DISTRICT GATEWAYS
7	BRIDGING THE TRACKS
8	THE HUB
9	MOBILE COFFEE PILOT
10	LAYERED WAYFINDING + EXPLORATION (multiple locations throughout the district)



1

## RICHFIELD LAKE GATEWAY

This vacant parcel is highly visible near the entrance to Richfield Lake Park, the Lyndale Gardens Amphitheater, and adjacent homes, making it well suited for temporary, low-impact activation.

Improvements should be restrained and respectful of nearby residents while enhancing the experience of arriving at one of Richfield's most valued amenities.

Short-term opportunities include temporary beautification and placemaking ahead of future development, such as a gateway mural, seasonal art, and occasional food trucks or small-scale events. These uses can help fill a missing neighborhood amenity without creating ongoing impacts.

While the property is privately owned, partnership between the City and the property owner could support interim uses that activate the site, improve first impressions at this key gateway, and showcase its potential while maintaining flexibility for future development.

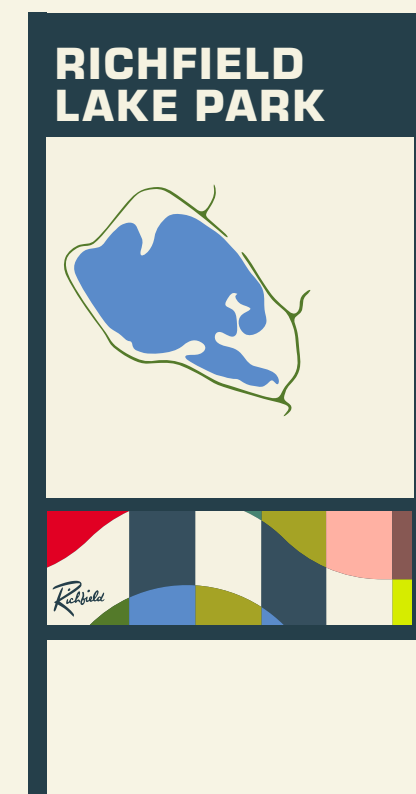


2

## RICHFIELD LAKE + WOOD LAKE ACCESS

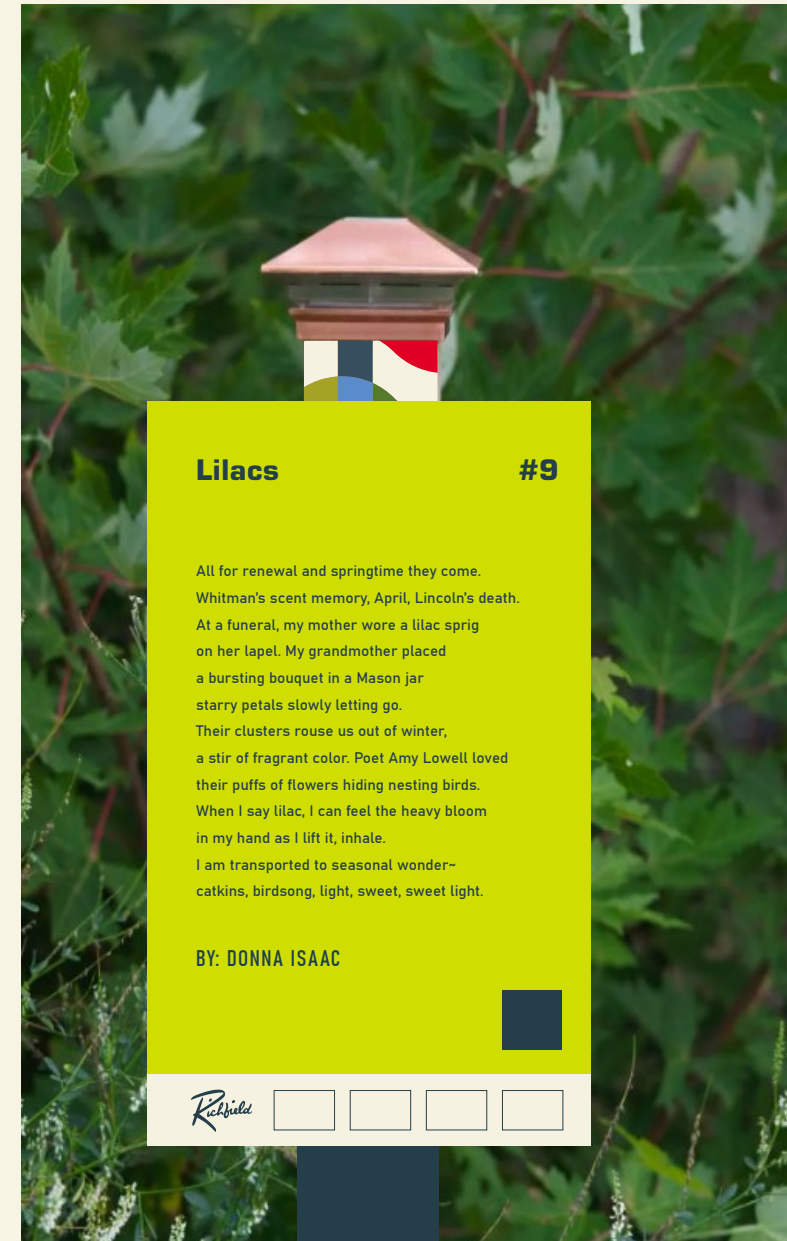
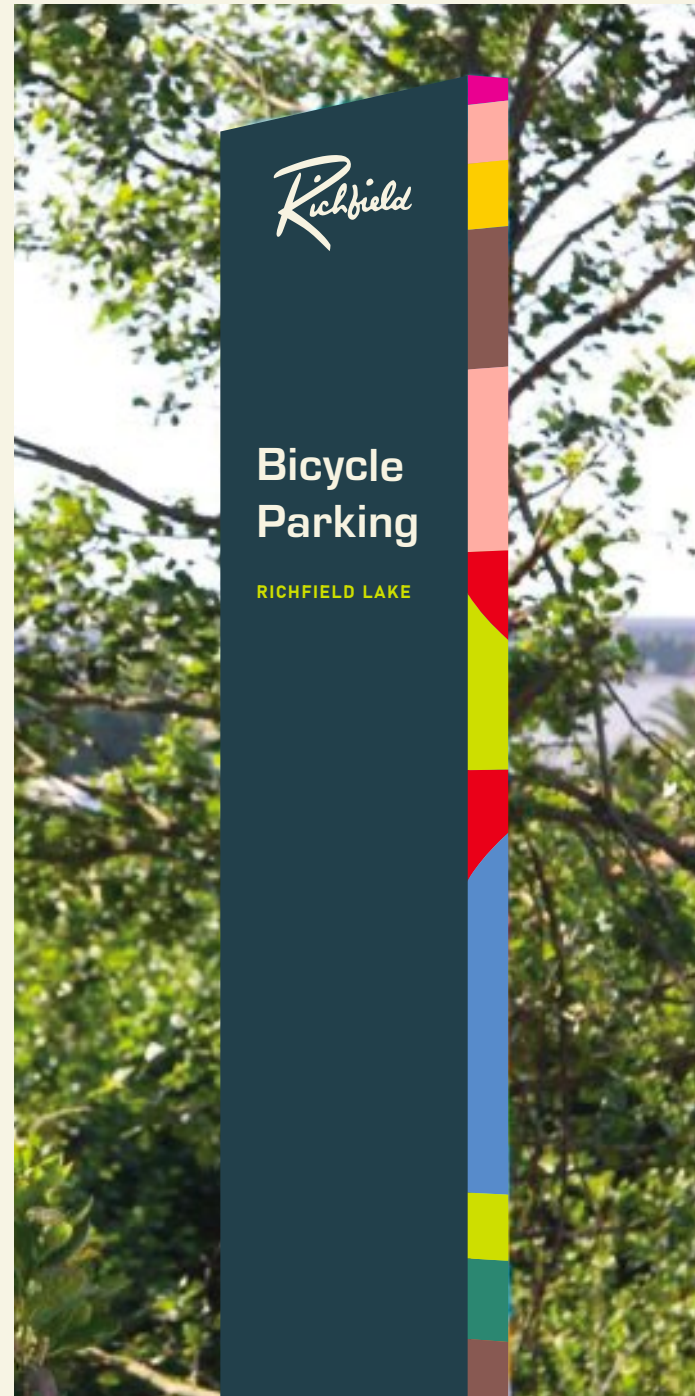
Richfield Lake and Wood Lake are two of the area’s most significant natural assets, yet parts of the system can feel difficult to find, navigate, or disconnected from the rest of the district. While their tucked-away nature contributes to a peaceful, reflective experience, limited visibility can also lead to underuse and uncertainty.

Subtle, low-impact improvements such as clear signage, ground-based wayfinding, and tasteful trail lighting can improve access around Richfield Lake and strengthen the connection between the two lakes. Thoughtfully designed lighting can also increase safety and comfort for residents and visitors walking around the lake at night, while preserving the area’s quiet, contemplative character.



# RICHFIELD LAKE + WOOD LAKE ACCESS

Temporary A-frame signage and low-cost wayfinding can be used to test improved access around Richfield Lake and connections to Wood Lake. These interim measures can help gauge visibility, user behavior, and traffic patterns before committing to permanent signage or lighting investments.



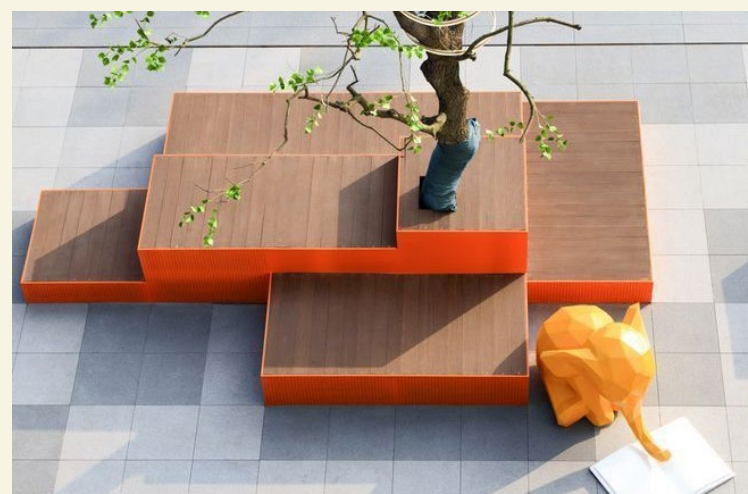
Existing poem posts can be updated and expanded with the new branding to bring color into the environment and provide an ongoing opportunity to showcase local talent.

## 3

## NEIGHBORHOOD THIRD PLACE + TRANSIT PLAZA

This city-owned space near the liquor store offers an opportunity to create a small neighborhood third place with public art, seating, and shade. With an existing bus stop at this location, improvements should focus on providing comfortable, clearly public space for transit riders and pedestrians.

The intent is to enhance the street and public realm, not to make the adjacent business a destination. Thoughtful, low-key design can support everyday use and strengthen this area as a shared civic space.

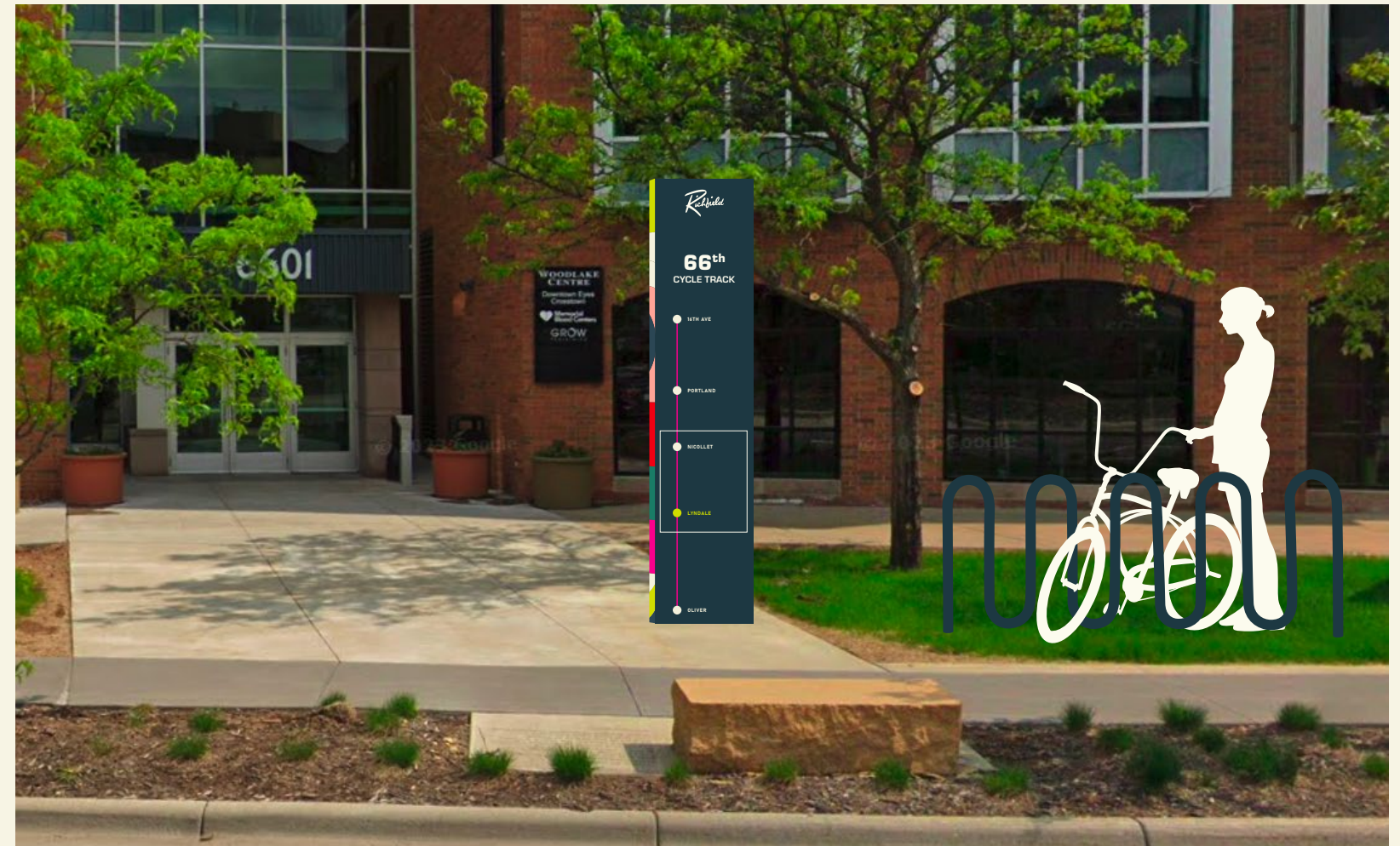
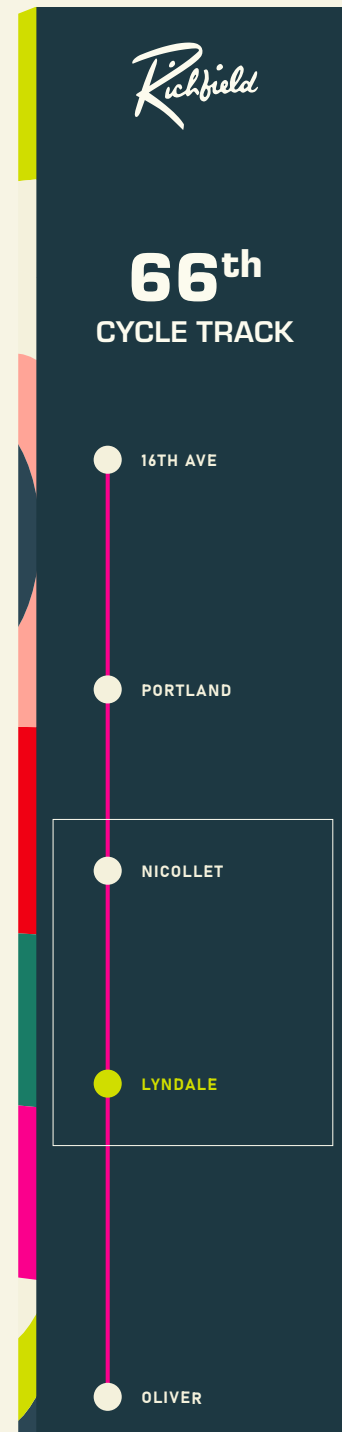


4

## 66TH STREET BICYCLE SPINE

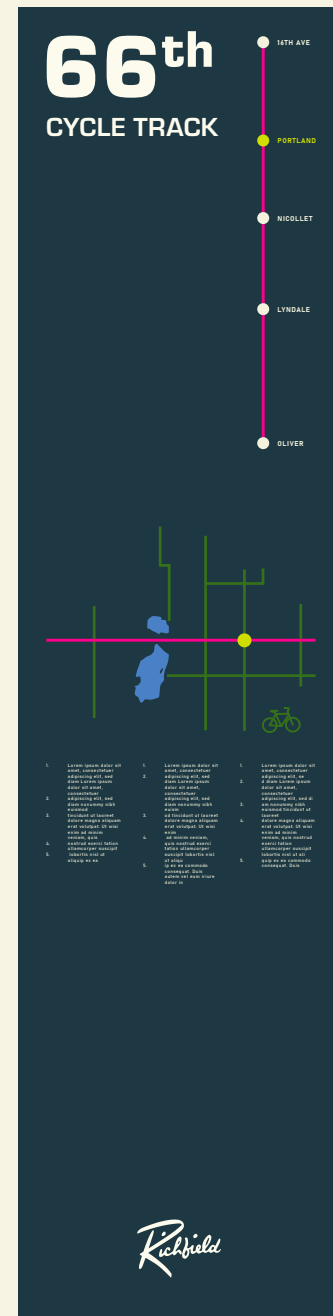
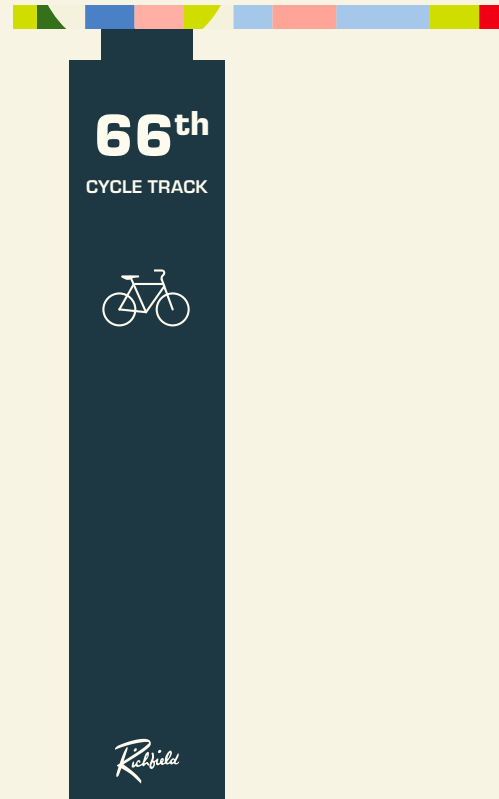
66th Street functions as a key bicycle corridor and presents an opportunity to be branded as the heart of Richfield's bike network and a defining feature of the district.

Branded maps, bike racks, repair stations, and coordinated visual elements can increase awareness, improve usability, and strengthen the corridor's connection to the district's brand.



# 66TH STREET BICYCLE SPINE

A central kiosk could anchor the route by highlighting this bicycle spine while also showing how it connects to Richfield's broader bike network, parks, and destinations across the city.

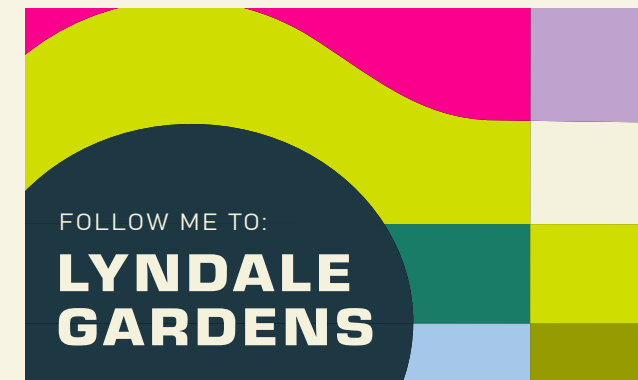


5

## GROUND-BASED PEDESTRIAN WAYFINDING

Durable vinyl pavement decals offer a subtle, flexible way to improve pedestrian wayfinding across the district. Applied directly to sidewalks and paths, these printed street graphics can gently guide people toward nearby destinations, highlight amenities they may otherwise miss, and improve the overall walking experience without adding visual clutter.

Used consistently in multiple locations, these decals can function as a quiet, on-the-ground wayfinding system. They would be especially valuable around the sculpture gardens, which are currently well-loved but relatively hidden, helping increase awareness and visibility while preserving the area's understated character.



## DISTRICT GATEWAYS

The primary roundabouts present a strong opportunity for gateway branding and public art that creates a clear sense of arrival into the district. Large-scale, durable artwork or signage within the center of the roundabouts can enhance beautification, reinforce district identity, and contribute to traffic calming.

Design solutions should account for winter maintenance, including snow plows, and comply with all state and local sightline and safety requirements.



### DISTRICT GATEWAYS

Paired with coordinated street banners along primary corridors (66th St, 65th St, Lyndale Ave, & Nicollet Ave), these gateway elements can extend the arrival experience beyond the roundabouts and help signal entry into the district from multiple directions, including near the highway.



# BRIDGING THE TRACKS

The railroad crossing presents a key opportunity to strengthen pedestrian connections between the two sides of the district. By treating crossings as welcoming, unified places rather than barriers, the district can better support easy, intuitive movement across the tracks.

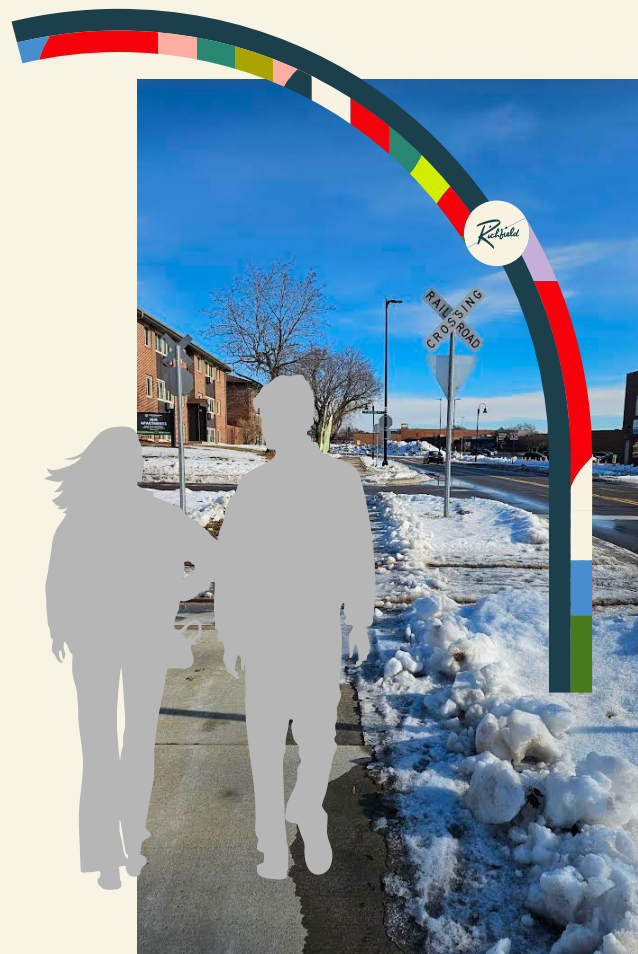
Public realm enhancements at both 65th Street and 66th Street can establish these crossings as clear points of connection. This approach supports the evolution of 65th Street as a quieter, more pedestrian-oriented corridor, while also improving the experience at 66th Street, which will continue to function as the primary route for vehicles and bicycles.

All design concepts and improvements will need to account for railroad right-of-way requirements, safety standards, and approval processes related to placement and materials.



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BRIDGING THE TRACKS



The visual elements from the branded 66th Cycle Track will naturally convey connection across the railroad tracks at 66th St.

## THE HUB

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With no traditional downtown or main street nearby, the area surrounding the HUB represents one of Richfield's strongest opportunities to create a human-scale gathering place. Today, a large sea of parking serves a functional purpose, but it also presents the chance to evolve into a place that adds value to visitors, tenants, and the broader district.

By working collaboratively with the HUB property owner, this area could become a win-win activation that enhances the customer experience for existing businesses while beginning to establish a stronger sense of place. Improvements could range from modest, tenant-serving amenities to more ambitious activations that support seasonal programming and community life. Temporary steps can help test ideas, build momentum, and demonstrate long-term potential.

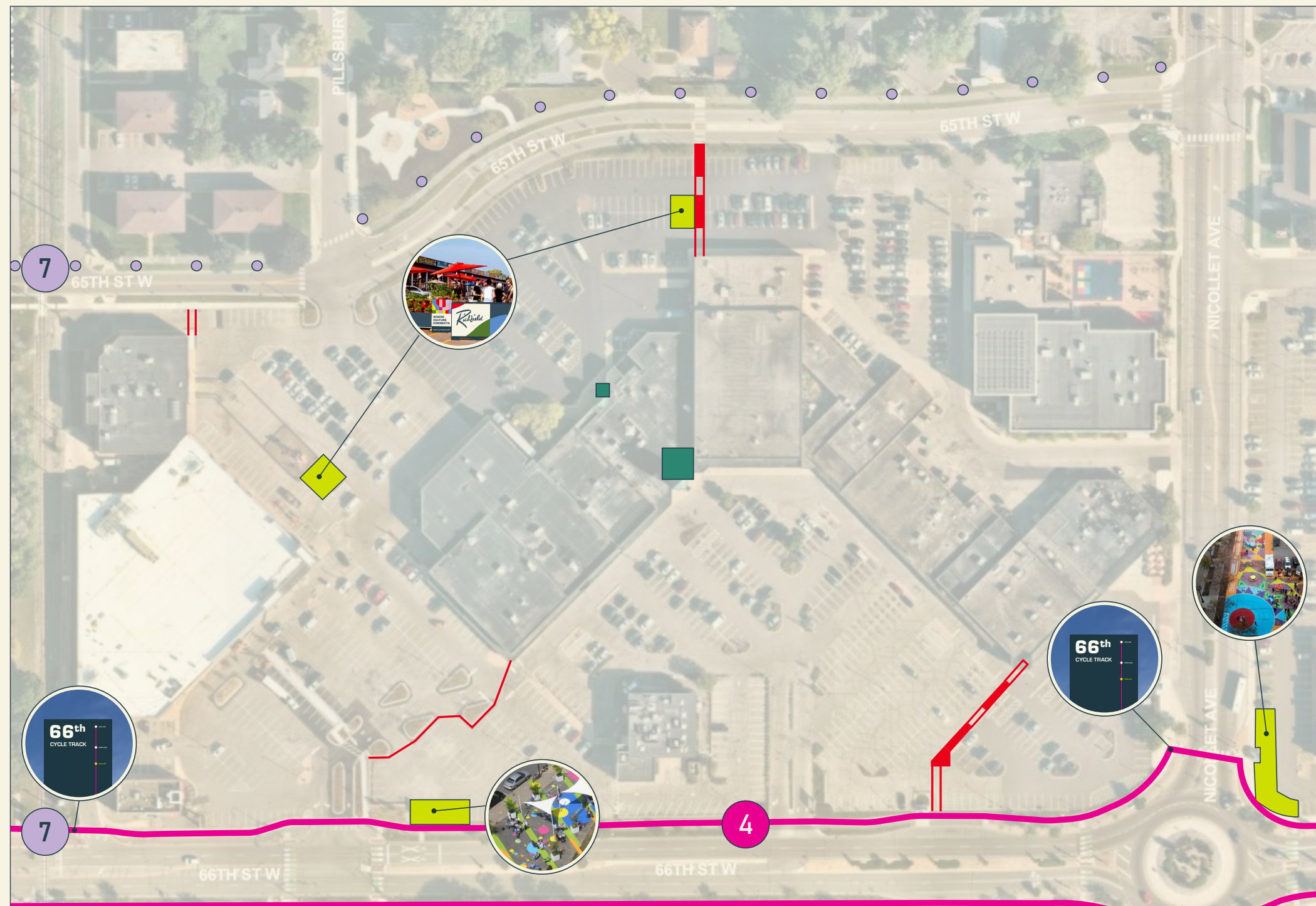


# THE HUB: INTERIM (TENANT-SERVING)

Small-scale, low-cost improvements focused on comfort and usability for people already visiting the HUB or grocery store.

Examples may include added seating, shade, planters, and informal gathering areas that support a “third place” experience without positioning the space as a destination on its own.

- EXISTING HUB TOWERS
- PUBLIC SPACE
- PEDESTRIAN PATH



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THE HUB: INTERIM  
(TENANT-SERVING)



The district branding can be applied to parklets or other temporary structures within the HUB site.



# THE HUB: INTERIM (TENANT-SERVING)

Inspiration Images

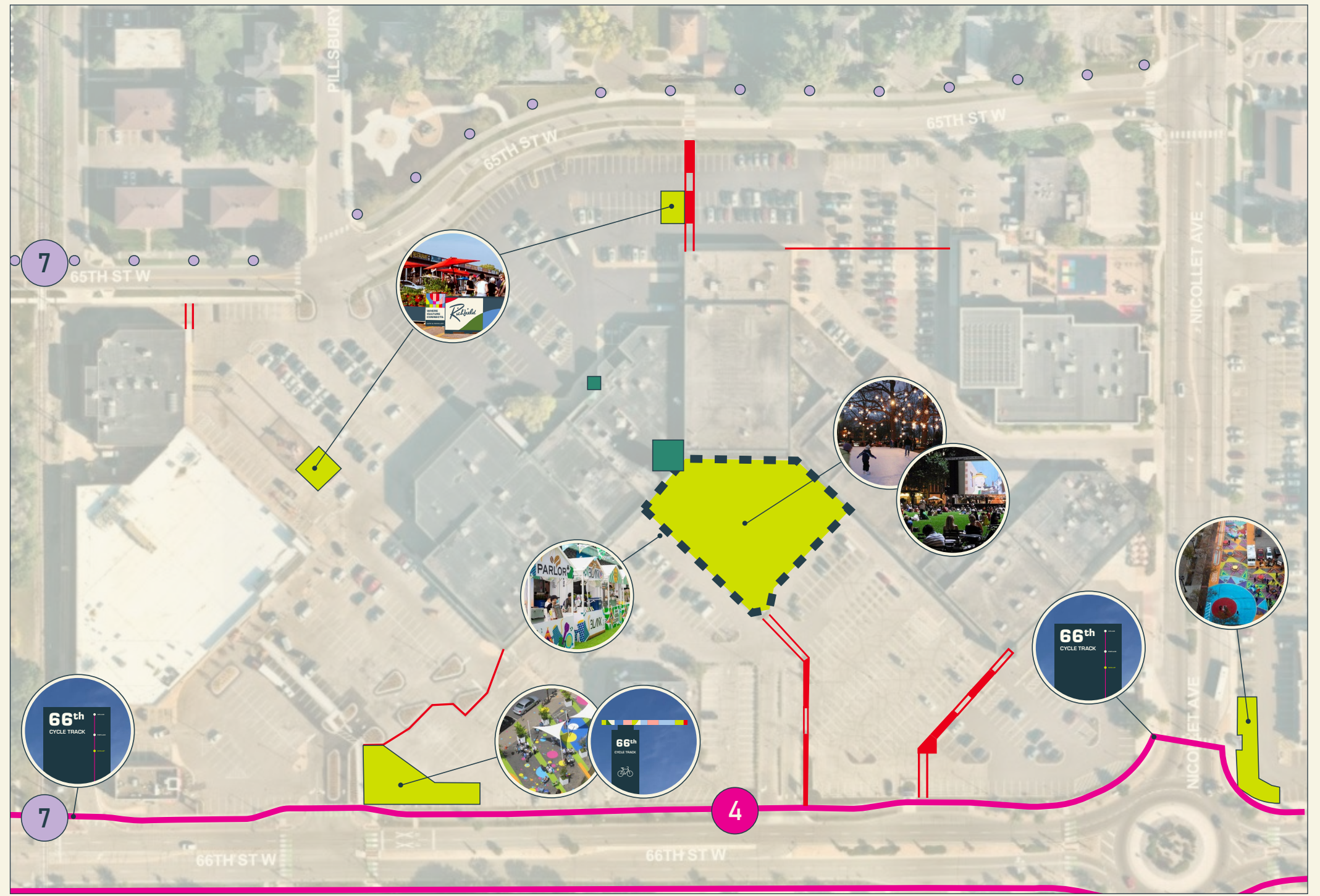


# THE HUB: INTERIM (DESTINATION-ORIENTED)

Expanded temporary activations that begin to draw people intentionally to the site while increasing amenities that support comfort and usability.

This level could include a larger, more defined central space, flexible programming areas, food trucks, pop-up events, or seasonal activities that help the HUB function as a destination while remaining adaptable and reversible.

- EXISTING HUB TOWERS
- PUBLIC SPACE
- PEDESTRIAN PATH
- MARKET BOOTHS



8

THE HUB: INTERIM  
(DESTINATION-ORIENTED)

Inspiration Images



## THE HUB: LONG-TERM (PERMANENT REDEVELOPMENT)

A full redevelopment of a portion of the HUB parking area into a permanent park and pedestrian amenity could create a true civic destination. While this level of activation would be led by the property owner and developer, it is important to articulate as a shared long-term goal. Earlier interim activations can serve as proof of concept and help inform design, programming, and investment decisions.

A relevant precedent is Hillcrest Village in Dallas, TX, where surface parking was transformed into a walkable, people-centered environment that supports retail while functioning as a community gathering place.

<https://shopcompanies.com/properties/hillcrest-village>



## MOBILE COFFEE PILOT

With no local coffee shop currently serving the district, there is an opportunity to explore a pilot mobile coffee concept such as an Airstream or moveable coffee cart. Multiple locations across the district could be considered, allowing flexibility and responsiveness to foot traffic patterns and seasonal use.

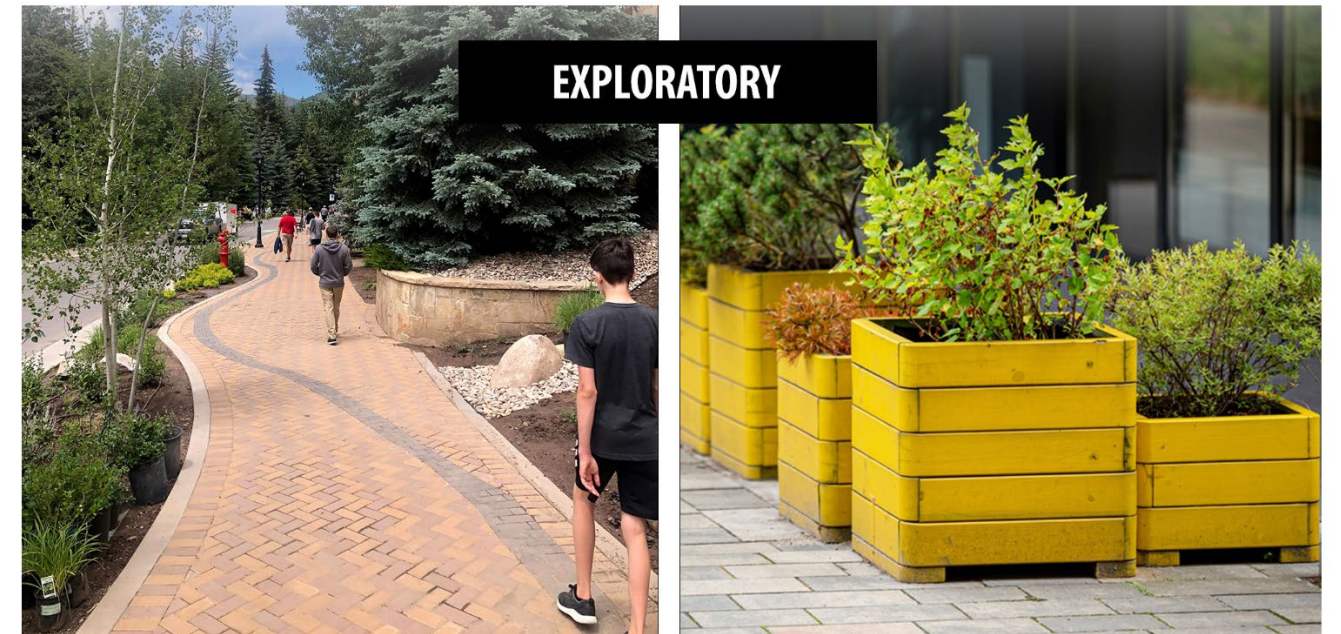
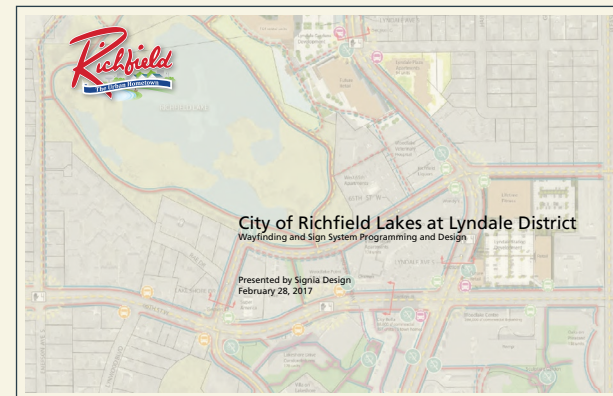
Issuing an RFP for a temporary coffee operator would help fill an immediate community need while also serving as a proof of demand. This approach can test locations, hours, and customer interest, creating a clearer pathway for a future permanent coffee shop to locate in Richfield. Examples of similar RFPs from other cities are referenced in the appendix.



## LAYERED WAYFINDING + EXPLORATION

Richfield's [previous wayfinding plan](#) identified strong locations and strategies for both vehicular and pedestrian signage. These recommendations provide a solid foundation, and the updated district branding can be applied to many of these identified locations to strengthen consistency and recognition.

At the same time, wayfinding should not rely solely on traditional signs. Many of the opportunity areas outlined in this plan also function as [exploratory wayfinding](#). Elements such as painted benches, planters, ground graphics, and subtle placemaking cues can combine beautification with navigation, signaling that there is something nearby worth discovering and encouraging people to explore the district more intuitively.



# APPENDIX

## MOBILE COFFEE PILOT: IMPLEMENTATION

The proposed vendor space — whether a coffee cart, trailer, Airstream, or small retail space — is envisioned as a placemaking catalyst and business incubation opportunity. It will help shift the district from a pass-through, errands-only area into a place where people linger, connect, and experience community. With only chain drive-through coffee currently available, a locally-owned operation would bring a different kind of energy: human, social, and welcoming. By anchoring a spot for gathering, conversation, and casual pauses, the space helps materialize the brand's emphasis on creating connections.

For more mobile setups (cart, trailer, Airstream, etc.), the vendor provides the equipment, and the city provides a location at little or no cost. For a small retail space, the city would secure and provide the space, either free, at reduced rent, or via a revenue-sharing arrangement. In both cases, the goal is to remove typical financial and logistical barriers associated with starting a brick-and-mortar business, making it easy for a local entrepreneur to launch or test their concept.

This intervention supports the larger strategy of creating a destination-oriented district. The space gives people a reason to linger, connect, and engage with the community, while also providing an accessible pathway for locally owned, culturally diverse businesses to establish a presence. By anchoring activity in a highly visible location, the project advances the district's brand of connections, community, and local character, while also serving as a practical step toward incremental placemaking and longer-term district development.



## MOBILE COFFEE PILOT: IMPLEMENTATION

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### ENVISIONED OUTCOMES

- Offers a low-barrier opportunity for locally-owned businesses to launch or test concepts, whether in a mobile format (cart, trailer, Airstream) or a small retail space.
- Prioritizes culturally diverse or minority-owned businesses, helping support inclusivity and affordability.

#### Social activation & gathering

- Transforms underused space into a social hub, giving residents and visitors a place to meet, linger, and connect.
- Supports the district's brand message of connections to people, culture, and place.

#### Place identity & character

- Reinforces the district's identity through local ownership, cultural diversity, and alignment with Richfield's "Urban Hometown" character.
- Flexible design options allow the space to reflect mid-century cues, community aesthetics, and neighborhood charm.

#### Incremental placemaking momentum

- Acts as a practical, visible step toward making the district a destination.
- Helps test demand and activate the district without waiting for large-scale redevelopment.

### DESIRED OPERATIONS

- Consistent Schedule: Open most days of the week to establish a reliable presence and encourage repeat visits.
- Peak-Hour Availability: Operate during key times for foot traffic (e.g., mornings, lunch, weekends, and evenings when events occur).
- Unique & Local Concept: Offer a locally-owned, distinctive product or experience that reflects Richfield's culture, character, and community values.
- Flexible Seating: Provide at least small seating options for visitors (can be temporary, movable, or modular) to encourage lingering and social interaction.
- Connectivity: Offer Wi-Fi access to support remote workers, casual meetings, or socializing.
- Marketing & Promotion: Manage their own marketing and social media presence while collaborating with the city on promotions and events.
- Community Partnerships: Engage with other local businesses for cross-promotion, events, or collaborative offerings to strengthen district cohesion.
- Customer Experience & Service: Prioritize friendly, welcoming service that supports the placemaking goal of creating a social and community-oriented space.
- Operational Reliability: Maintain cleanliness, safety, and compliance with city health and operational requirements.
- Programming Participation (Optional but Preferred): Support small-scale community activations or pop-ups (art, cultural events, live music) in coordination with the city or placemaking partners.

## MOBILE COFFEE PILOT: KEY GUIDELINES FOR THE RFP

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The selected individual or business could be invited to enter into a concession agreement with the City. Among the various rights granted to the selected individual or business in the Concession Agreement would be an exclusive right to sell coffee at [location].

### Vendor Criteria & Priorities

- Must be locally-owned; preference for minority or culturally diverse operators.
- Demonstrated operational readiness and business sustainability.
- Ability to create a welcoming, community-focused experience.

### Space & Design

- Acceptable formats: cart, trailer, Airstream, small retail space, or similar.
- Design should align with Richfield's character: mid-century touches, approachable aesthetics, and flexibility for small events or seasonal use.
- Provide a plan for utilities, seating (if applicable), and waste management.

### Operations & Activation Expectations

- Minimum hours during peak community activity (mornings, weekends, events).
- Encourage participation in placemaking programming (art, pop-up events, cultural engagement).

### Financial & Contractual Terms

- Affordable rent or revenue-sharing to reduce barriers for local entrepreneurs.
- Contract term flexible to allow evaluation, renewal, or scaling based on performance.



### Maintenance & Stewardship

- Clear responsibilities for cleanliness, utilities, and upkeep.
- Coordination with city and district partners for community support and programming.

### Monitoring & Evaluation

- Track performance (foot traffic, sales, community engagement).
- Use feedback to refine future small-scale activations and guide district development.


# MOBILE COFFEE PILOT: RFP EXAMPLES

*Request for Proposals*  
**Vel R. Phillips Plaza**  
**Food and Beverage Vendor**

Issued: February 20, 2024  
Due Date: March 20, 2024  
By 11:00 am CDT

**REQUEST FOR PROPOSALS**  
**Coffee Shop Concessionaire**  
Highland Park Metra Station  
City of Highland Park, Illinois




Proposals are due **November 14, 2022 at 12:00 p.m.**  
[www.cityhpiil.com](http://www.cityhpiil.com)

Questions – Contact in writing:  
Erin K. Jason, Assistant City Manager  
City of Highland Park  
[ejason@cityhpiil.com](mailto:ejason@cityhpiil.com)


**REQUEST FOR PROPOSALS**

**Fremont County Administration Building**  
**Coffee Cart Vendor**




615 Macon Ave, Cañon City, CO 81212

Issued By:  
Fremont County Board of County Commissioners  
615 Macon Ave Room 105, Cañon City, CO 81212



**Operation and Management**  
**of Mobile Concessions:2022**  
Request for Proposals

The Fund for Parks and Recreation in Boston  
November 1, 2021

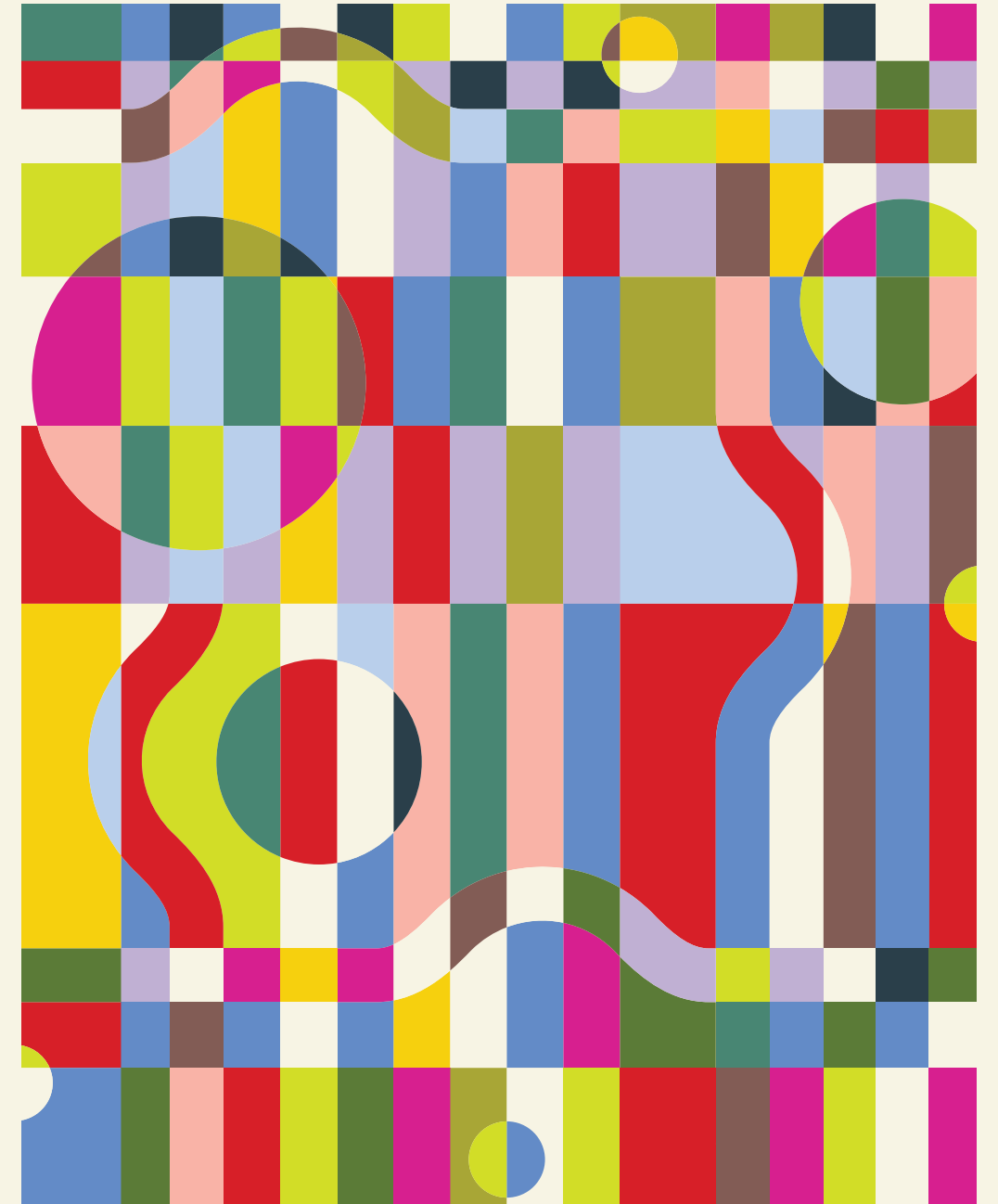


Kim Janey, Mayor  
Ryan Woods, Commissioner

## BRANDING

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For all placemaking applications, refer to the [Downtown Richfield Brand Guidelines](#). This document outlines the appropriate usage for brand assets including logos, typography, colors, and pattern.



CONTACT

HELLO@CIVICBRAND.COM

*Richfield*