Richfield City Council Agenda
October 28, 2025 -- 5:45 PM

Richfield Municipal Center
Council Chambers
6700 Portland Avenue South

1. **Call to Order**
2. **Item Discussion**
   a. **Presentation of initial concepts for the Downtown Branding and Placemaking Strategy Project.**
3. **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 612-861-9739.

Includes Materials - Materials relating to these agenda items can be found in the Council Chambers Agenda Packet book located by the entrance. The complete Council Agenda Packet is available electronically on the City of Richfield website.

City Council Meeting 10/28/2025
Agenda Section: Item Discussion
Agenda Item: 2.a.

Report Prepared By:
Jan Youngquist, Economic Development Manager

Department Director:
Melissa Poehlman, Community Development Director

Item for Consideration:
Presentation of initial concepts for the Downtown Branding and Placemaking Strategy Project.

EXECUTIVE SUMMARY

The Economic Development Authority (EDA) is working with CivicBrand, a consultant that specializes in community branding, placemaking, and engagement, to develop a branding and placemaking strategy for downtown. The project goals outlined in the contract with CivicBrand include:

- Determine, through community engagement, a shared vision of what downtown Richfield is, what it means to people, and what sets it apart from neighboring communities.
- Use the vision to produce a brand identity that resonates and appeals to residents, visitors, and prospective businesses or developers and does not clash with the City's logo and color palette.
- Develop branding that can be used to implement our existing wayfinding signage plan.
- Identify branding and placemaking opportunities to bring recognition to the area, guide people to and through the district, and build on the area's sense of place.

Through extensive community engagement, the top three attributes of downtown were identified as:

- **Location**--the district is seen as a highly convenient and central location.
- **Nature and parks**--people value the green spaces, walking and biking paths, and the general access to nature in an urban setting.
- **Diversity, especially in food**--the multicultural nature of the district is highlighted, particularly in its food options.

Other themes that arose from the community engagement showed some dissatisfaction with the district. The top three unfavorable attributes identified were: downtown is lacking an identity; walkability is perceived to be difficult or dangerous by some (although others praised the existence of bicycle and walking paths); and the HUB is often a negative point of reference, described as ugly, run down, and outdated.

Based on community engagement, input from the project advisory committee, and the

consultant's in-person walking tour and site audit of downtown, CivicBrand identified the following focus areas for the brand strategy:

1. Embrace a dual identity.
2. Begin a shift from errands only to a place to gather.
3. Clarify how to name and frame the district.
4. Build momentum through realistic, incremental change,
5. Celebrate Richfield's urban hometown spirit.

Additional information about the community engagement results and brand focus areas can be found in the attachments.

CivicBrand will share its initial branding and placemaking concepts at the work session for discussion. Feedback will inform the refined branding and placemaking strategy and implementation plan that will be presented to the EDA for recommendation to the City Council (Council) for approval at future meetings.

HISTORICAL CONTEXT

- Planning for the Lyndale Avenue and 66th Street area as a downtown business district dates back to the early 1960s.
- In 1998, the "Lakes at Lyndale" Master Plan was adopted for the area and included the following themes to create a thriving urban center: nature, housing, people, transit, identity, gateways, and business.
- The Lakes at Lyndale Wayfinding Plan was developed in 2016 and included recommendations for the locations and types of wayfinding signage, based on "Lakes at Lyndale" branding. The plan has not yet been implemented.
- In 2017, a market analysis and redevelopment concepts were prepared for the Nicollet Avenue and 66th Street area to inform land use decisions as part of the 2040 Comprehensive Plan (Comp Plan). The Comp Plan, adopted in 2018, melded the two areas into the larger Lyndale Avenue/66th Street/Nicollet Avenue downtown area.
- In September 2022, the City 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 the downtown branding and placemaking strategy.
- 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, Visit Richfield Executive Director, planning commissioner, and small business owner.
    - Small group sessions with Council/EDA members.

RECOMMENDED ACTION

Listen to a presentation of the initial branding and placemaking concepts for downtown and provide feedback. Areas for consideration include:

Do the initial branding and placemaking concepts:

1. **Help achieve the project goals?**
2. **Highlight the positive attributes and help address the negative attributes identified through community engagement?**
3. **Advance the five brand strategy focus areas?**

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 businesses.

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

- The 2040 Comp Plan guides the future land use of 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, unless the parties agree in writing to an extension. The project is funded by a grant from Hennepin County's Business District Initiative Program.
- The grant expires on June 30, 2026 and the contract does not provide for any extensions.

FINANCIAL IMPACT

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

LEGAL CONSIDERATIONS

None.

ALTERNATIVE RECOMMENDATION(S)

None.

ATTACHMENTS

1. Engagement Summary - Downtown Richfield, MN
2. Brand Focus Areas--excerpt from Engagement Summary
3. Project Update
4. RIchfield Placemaking Map

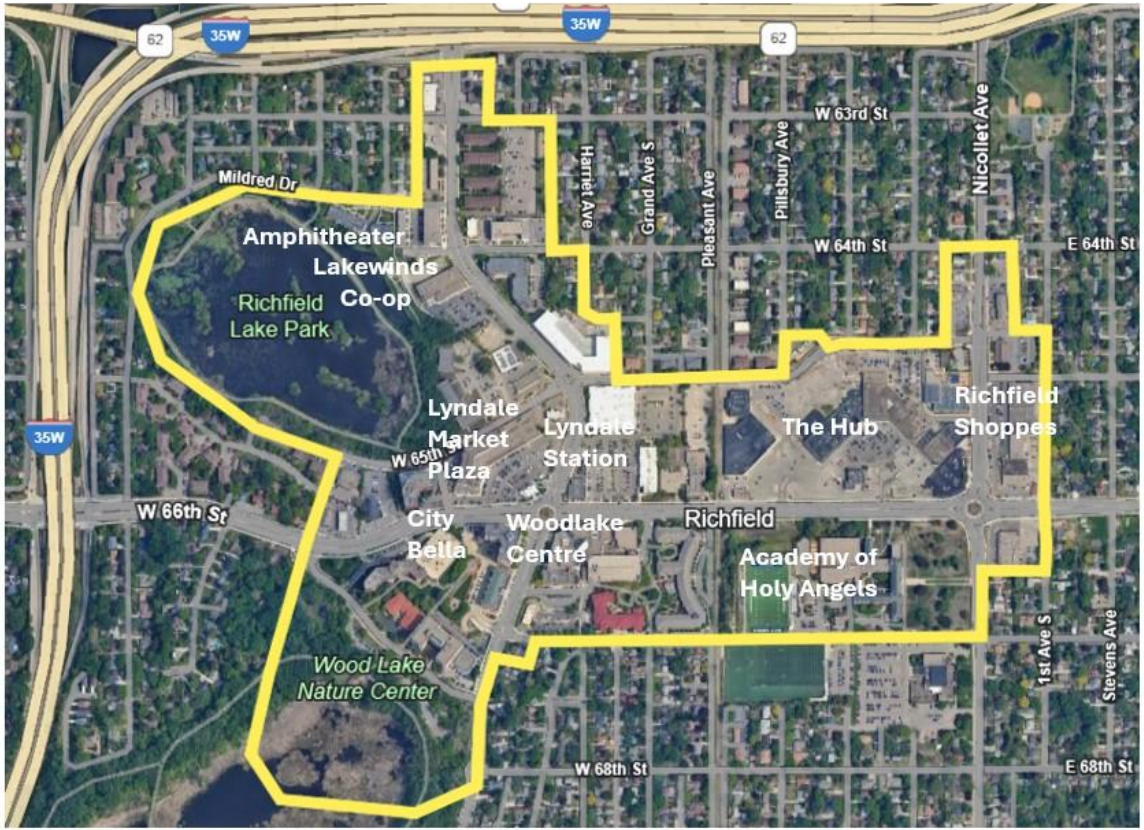
Engagement Summary

DOWNTOWN RICHFIELD, MN

Last updated September 30, 2025

CivicBrand

Study Area


62
35W
35W
62
W 63rd St
Nicollet Ave
Harriet Ave
Grand Ave S
Pleasant Ave
Pillsbury Ave
Mildred Dr
Amphitheater
Lakewinds
Co-op
Richfield
Lake Park
W 64th St
E 64th St
Lyndale
Market
Plaza
Lyndale
Station
The Hub
Richfield
Shoppes
35W
W 65th St
W 66th St
City
Bella
Woodlake
Centre
Richfield
Academy of
Holy Angels
Wood Lake
Nature Center
1st Ave S
Stevens Ave
W 68th St
E 68th St

Engagement Overview

What we did:

- Site visit with walking and driving tour
- 2 virtual focus groups with 15+ community members
- 5 interviews with community members, local business owners, etc.
- Small-group sessions with Council and EDA
- Online survey with 1,143 responses

Engagement Overview

What we did:

- Site visit with walking and driving tour
- 2 virtual focus groups with 15+ community members
- 5 interviews with community members, local business owners, etc.
- Small-group sessions with Council and EDA
- Online survey with 1,143 responses

What we heard:

- Top attributes: location, natural spaces, and cultural diversity
- Biggest challenges: The Hub, lack of cohesive identity, business turnover and vacancies
- People don’t think of it as a “downtown” or resonate with that term
- People generally stay in the district for less than an hour
- People hope for more local businesses, opportunities for evening activity, and third places where they can socialize and connect

What We Found

Brand Focus Areas

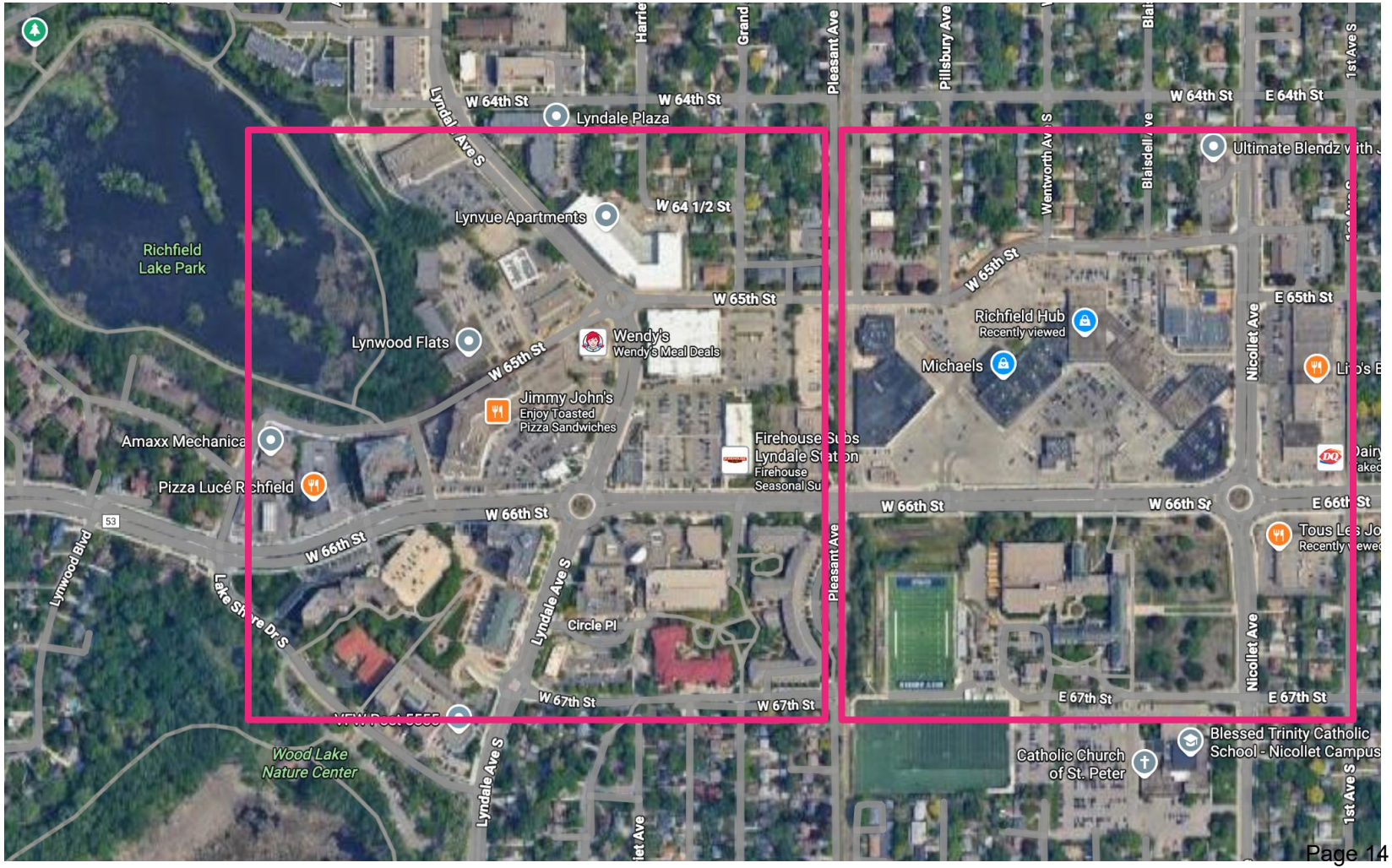
1. Embrace a dual identity
2. Begin the shift from errands-only to a place to gather
3. Clarify how to name and frame the district
4. Build momentum through realistic, incremental change
5. Celebrate Richfield’s urban hometown spirit

Focus Area 1

Embrace a dual identity

The study area may never feel like a singular, uniform place, but it doesn’t need to. The west side offers newer amenities, housing density, and access to lakes and nature. The east side brings cultural diversity, affordability, and more local businesses, even if the built environment could benefit from some reinvestment. Instead of forcing these two sides into one homogeneous identity, the brand should celebrate their differences and frame them as complementary parts of a larger district.

Richfield
Lake Park
Lyndale Plaza
Lynvue Apartments
Lynwood Flats
Wendy's
Wendy's Meal Deals
Jimmy John's
Enjoy Toasted
Pizza Sandwiches
Amaxx Mechanical
Pizza Lucé Richfield
Firehouse Subs
Lyndale Station
Firehouse
Seasonal Sub
Richfield Hub
Recently viewed
Michaels
Ultimate Blendz with
Lito's
Dairy
Tous Les Jo
Recently viewed
VFW Post 5555
Wood Lake
Nature Center
Catholic Church
of St. Peter
Blessed Trinity Catholic
School - Nicollet Campus
W 64th St
W 64 1/2 St
W 65th St
W 66th St
W 67th St
E 64th St
E 65th St
E 66th St
E 67th St
Lyndale Ave S
Pleasant Ave
Nicollet Ave
1st Ave S
Lake Shore Dr S
Lynwood Blvd
Circle Pl
Harriet
Grand
Pillsbury Ave
Wentworth Ave S
Blaisdell Ave
53


Richfield Lake Park
Lyndale Plaza
Lynvue Apartments
Lynwood Flats
Wendy's
Wendy's Meal Deals
Jimmy John's
Enjoy Toasted Pizza Sandwiches
Amaxx Mechanica
Pizza Lucé Richfield
Firehouse Subs
Lyndale Station
Firehouse
Seasonal Su
Wood Lake Nature Center
Circle Pl
Ultimate Blendz
Richfield Hub
Recently viewed
Michaels
Tous Les Jo
Recently viewed
Blessed Trinity Catholic School - Nicollet Campus
Catholic Church of St. Peter
W 64th St
W 64 1/2 St
W 65th St
W 66th St
W 67th St
E 64th St
E 65th St
E 66th St
E 67th St
Lyndale Ave S
Pleasant Ave
Nicollet Ave
Pillsbury Ave
Grand
Harriet
Wentworth Ave S
Blaisdell Ave
1st Ave S
Lynwood Blvd
Lake Shore Dr S
53

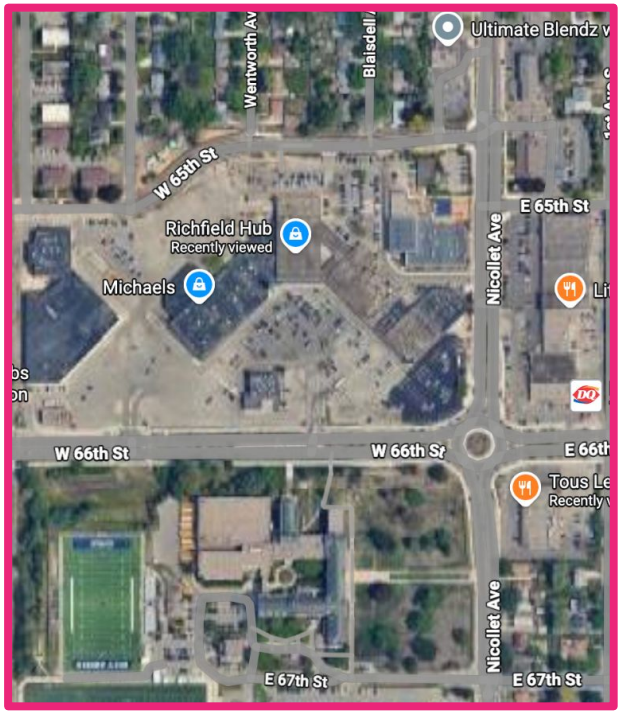
- Feels newer
- Greater density, more housing, taller buildings
- More chain businesses
- Feels more walkable/bikeable
- Has natural center with roundabout at 66th and Lyndale
- Access to lakes/natural amenities

MARKET PLAZA SHOPPING CENTER
RED NAILS
CHASE

MARKET PLAZA SHOPPING CENTER
HennepinHealthcare
petco | vetco total care
FedEx Office
JIMMY JOHN'S
RED NAILS
CHASE
FOR LEASE
952-563-6600
CLEAR LAKES DENTAL

LA FITNESS

- Feels older
- Larger surface parking lots, less density, single-story buildings
- More smaller/independent businesses
- Diverse collection of local restaurants/cuisine
- Feels less walkable/bikeable
- Has natural center at The Hub



DOLLAR TREE
Walgreens

China Garden

W 68th St

County Rd S

> **All the spaces feel very separated which makes it difficult to think of as a cohesive downtown.**

FOCUS GROUP RESPONSE

Q1

What three words would you use to describe Downtown Richfield today?

Q3

What do you consider to be the top 3 attributes of Downtown Richfield?

Response themes

Based on the responses, the primary attributes of the district are a blend of its **location**, **natural spaces**, and **cultural diversity**. However, there is a strong undercurrent of dissatisfaction and a sense that the area is not living up to its potential, with frequent mentions of outdated infrastructure and a lack of character.

- **Location is the most cited attribute**: The district is seen as a highly convenient and central location. This is due to its proximity to major highways (35W, 62), Minneapolis, the airport, the MOA, and its central position within Richfield itself. This makes it a "pass-through" point and a functional hub for residents.
- **Nature and Parks are a major draw**: Richfield Lake and Wood Lake Nature Center are overwhelmingly identified as key assets. People value the green spaces, walking/biking paths, and the general access to nature in an urban setting. These are often described as beautiful, well-maintained, and a source of pride.
- **Diversity, especially in food**: The multicultural nature of the district is highlighted, particularly through its diverse food options. Specific mentions of Mexican, Asian, and other ethnic restaurants, as well as the variety of food types (from fast food to sit-down), suggest this is a valued and defining characteristic.

Q3

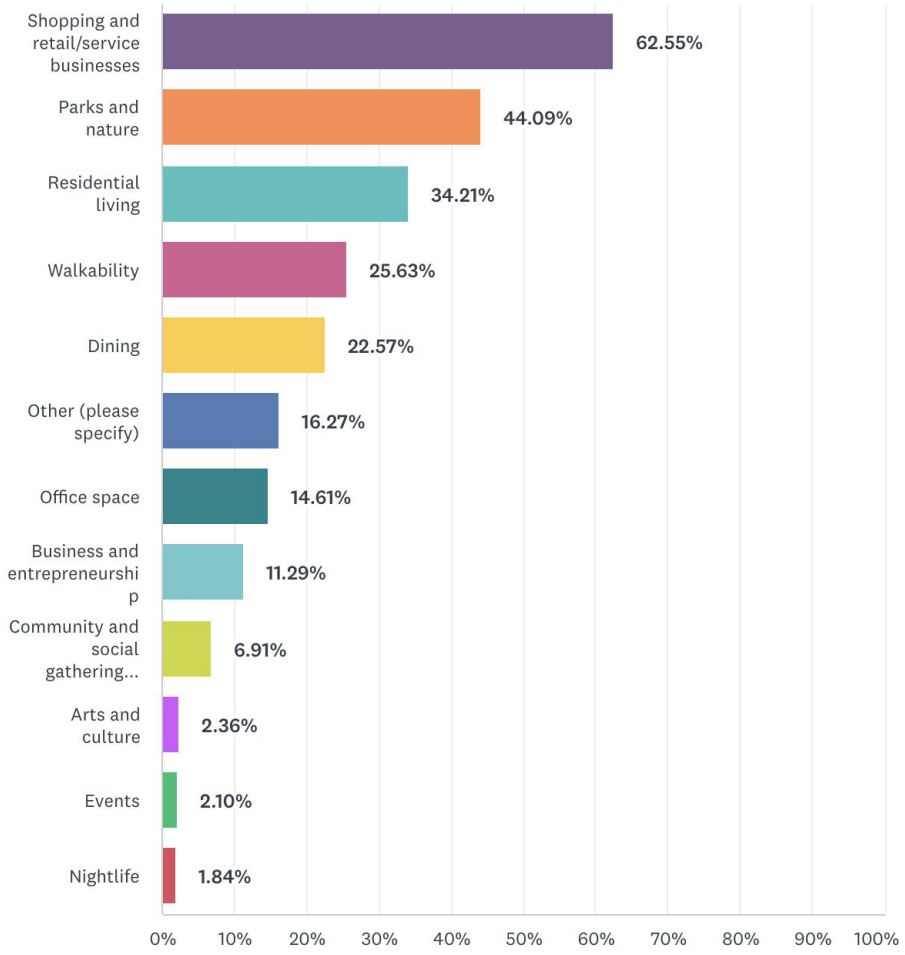
What do you consider to be the top 3 attributes of Downtown Richfield?

Response themes continued

- **The Hub is a central, and often negative, point of reference**: The Hub shopping center is mentioned more than any other single location. It is frequently described as "ugly," "run down," "empty," and "outdated." While it is acknowledged as the de facto center of the downtown area, there is a strong sentiment that it needs significant redevelopment or even a total rehaul to live up to its potential.
- **Walkability/Bikeability is a mixed bag**: While many people praise the existence of bike lanes, walking paths, and the general concept of walkability, an equal number of people feel it is lacking, difficult, or even dangerous. The roundabouts are a particularly polarizing topic, with some seeing them as a functional solution for traffic flow and others finding them confusing or hazardous for pedestrians.
- **Lack of a "Downtown Identity"**: A significant portion of the responses expresses a feeling that the area lacks a true downtown "feel." Terms like "generic," "bland," "lacking character," and "not a destination" are used repeatedly. Many compare it unfavorably to more traditional downtowns in other Minnesota cities like Northfield or Stillwater.

Q2

Which aspects most strongly define Downtown Richfield's identity? Select up to three.



Q10

What do you see as Downtown Richfield's biggest challenge or issue?

Response themes

The Hub Shopping Center

By far, the most frequently mentioned challenge is the Hub Shopping Center. It's described as outdated, run-down, and a general eyesore. Responses highlight its:

- **Poor Layout**: The parking lot is seen as a "concrete wasteland" and "nightmare" that is difficult to navigate for both cars and pedestrians.
- **Unappealing Businesses**: Many feel the stores are low-quality, generic, and do not provide a reason for people to stay or visit from outside the area.
- **Vacant Space**: The empty spaces, particularly the former Rainbow Foods, are seen as wasted opportunities and a symbol of the area's decline.

Lack of Identity and Cohesion

A significant challenge is the general sense that Downtown Richfield doesn't feel like a downtown at all. Many respondents stated they were unaware the area was even considered Richfield's downtown. This is attributed to:

- **Disjointed Layout:** The area is perceived as a collection of scattered strip malls and businesses with no central "Main Street" or cohesive identity.
- **Lack of Destination:** It is a place people drive through or go to for a quick errand, not a destination for social gatherings, browsing, or leisurely activities.
- **Car-Centric Design:** The abundance of huge, uninviting parking lots and busy roads makes the area feel unwelcoming for walkers and bikers.

> **That it seems to be separate areas. I would have never thought of Wood Lake Nature Center to be a part of downtown. Same with Richfield Lake Park. Nothing seems connected or a place where I would wander for any reason. I would go for one destination only: to Pizza Luce, then home.**

SURVEY RESPONSE

What do you see as Downtown Richfield's biggest challenge or issue?

Q16

(Downtown Resident) What keeps you in Downtown Richfield?

Response themes

Prime Location and Accessibility (The Overarching Benefit)

This is the most cited reason, with residents repeatedly emphasizing convenient access to major highways (35W, 494, Crosstown/62) and a central location that puts them within a 10- to 30-minute drive of anywhere in the greater Twin Cities metro area, including Downtown Minneapolis.

Nature, Green Space, and Walkability

Many residents highlight the proximity to Wood Lake Nature Center and Richfield Lake Park, valuing the green nature and available walking paths and bike lanes. The walkability of their immediate neighborhood is a strong positive, allowing for easy access to nearby existing amenities (Lakewinds Co-op, Walgreens, Von Hanson's, Pizza Luce, etc.).

Housing/Affordability

A significant portion of respondents are tied to the area by homeownership (houses and condos) or their current apartment/lease. This includes a focus on the relative affordability compared to other parts of the metro and the quality of their specific living structure (e.g., City Bella, Henley Apartments).

Community and Vibe

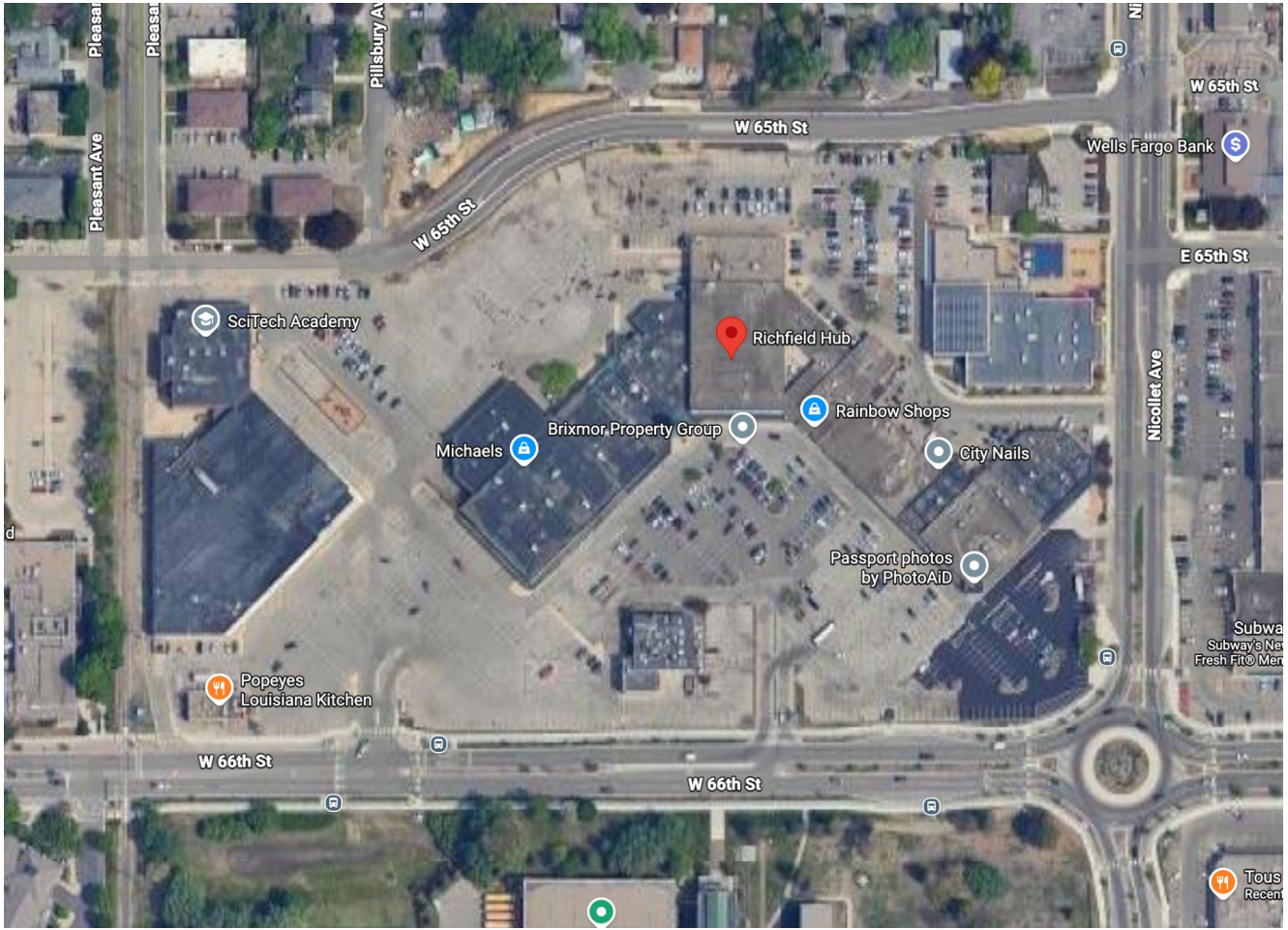
Some residents appreciate the friendly people, good neighbors, and the general safe and the "Urban Hometown" feel of their immediate vicinity.

Qualitative Feedback: The Hub is a major challenge, but a major opportunity

- The Hub is a linchpin for the future of the district.
- Its current aesthetics, vacancies, large surface parking lots, etc. physically and visually separate the district into two “sides.” It feels disconnected from the rest of the district. This is also perpetuated by the train tracks running through the district.
- Some have safety concerns about the current condition of that part of the district.
- Many wish for outright redevelopment of The Hub to something that is more dense, has more aesthetic appeal/renovated facades, creates a “town square”/plaza/central gathering place, and expands on its already diverse collection of small businesses.
- The sheer amount of developable space within The Hub parcel is a major opportunity for changing the character of the district.
- It is the most immediately identifiable/most well known part of the district. People know where The Hub is.
- The opening of Loma Bonita has already brought some improvements to the area, and could spur more incremental change.

“Personally, I see The Hub as the center of our downtown.”

FOCUS GROUP RESPONSE



The Hub is a key location for placemaking activations.

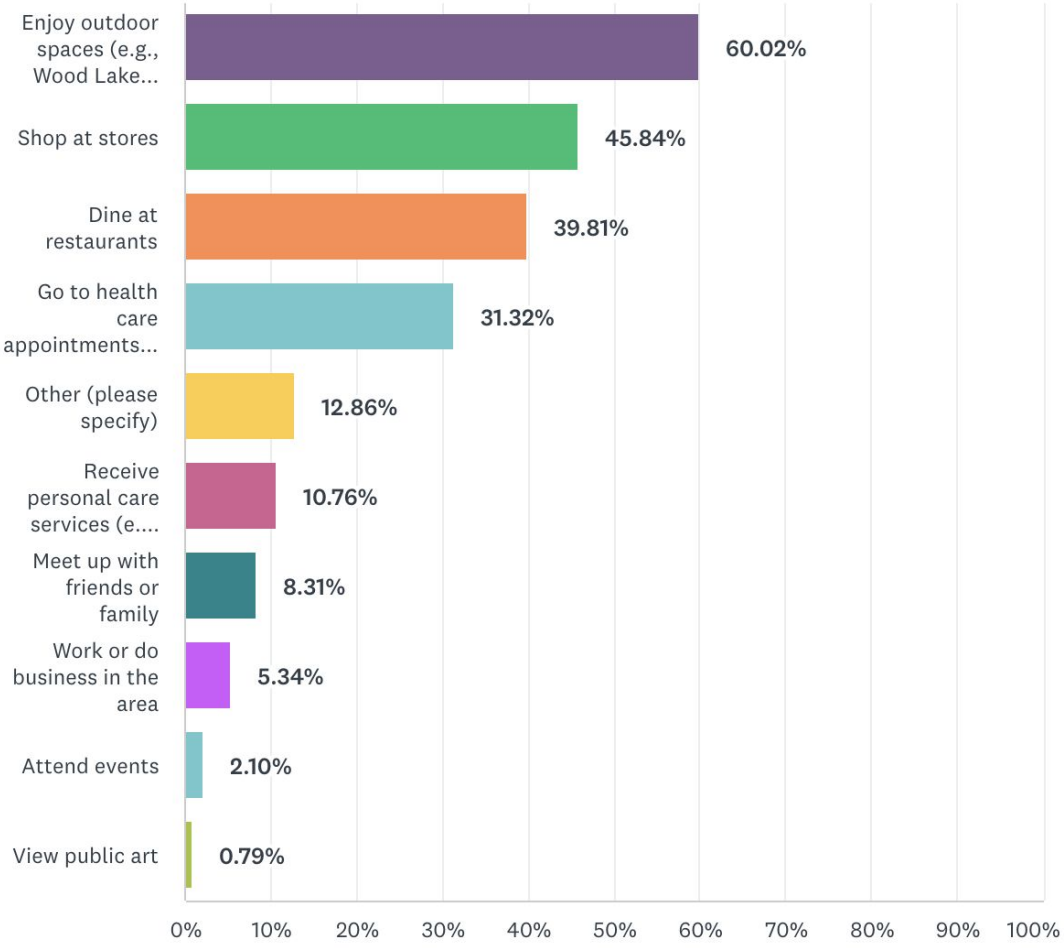
Focus Area 2

Begin the shift from errands-only to a place to gather

Right now, the district is not on anyone’s radar as a destination. It functions almost exclusively as a quick stop for errands, chain food, or services. The brand must help shift perception toward the idea that this is a place where people can linger, connect, and spend meaningful time — whether through supporting small local businesses, creating spaces to gather, or highlighting unique cultural and natural assets.

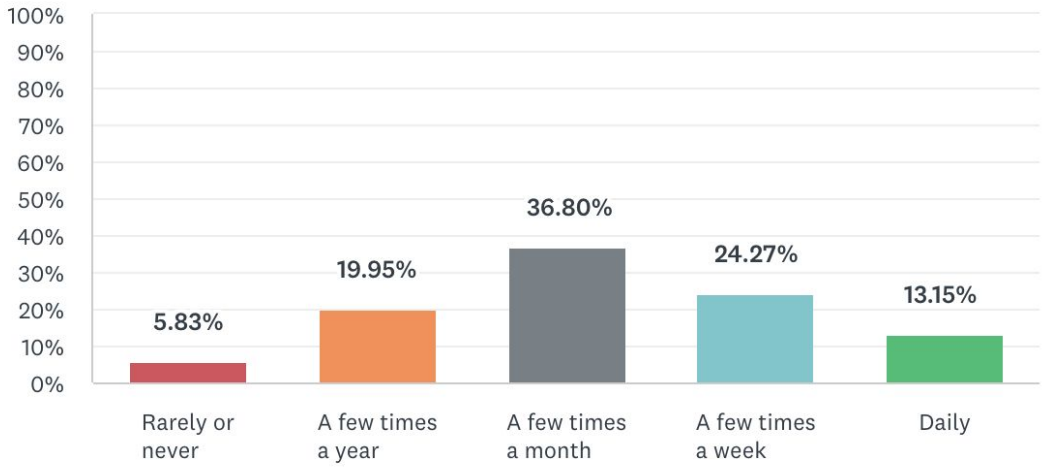
Q5

What do you typically do when you visit Downtown Richfield? Select up to three.



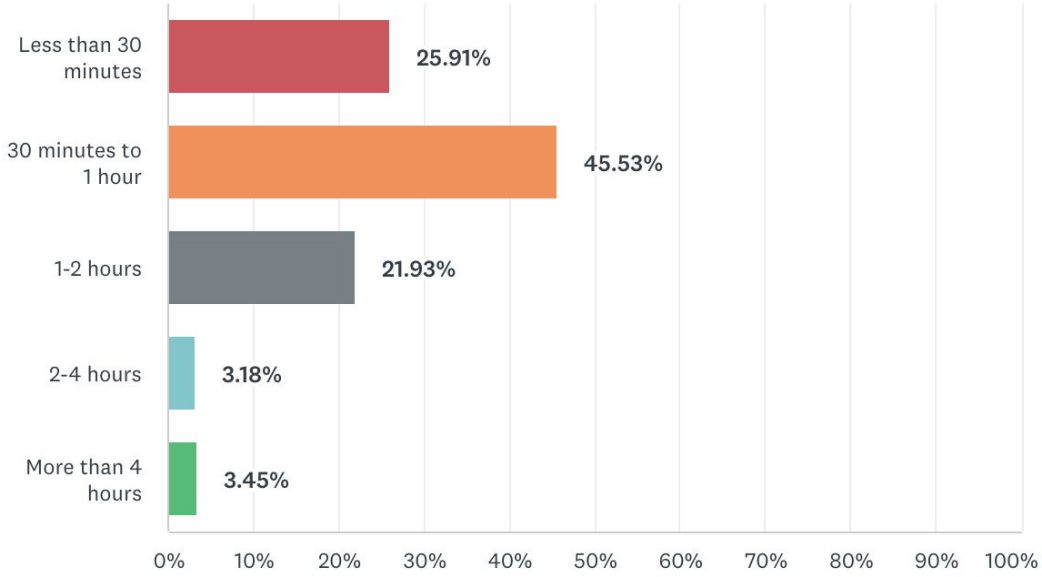
Q6

How often do you visit Downtown Richfield?



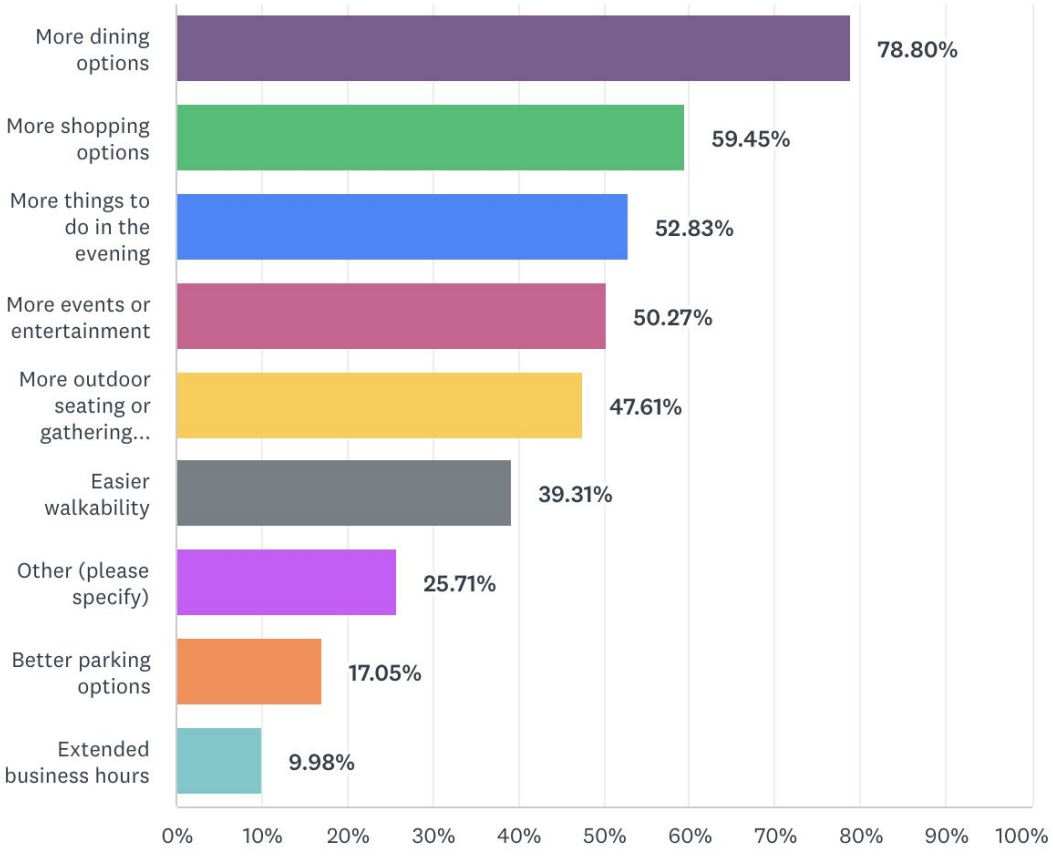
Q7

When you visit Downtown Richfield, how long do you typically stay?



Q8

What would encourage you to stay longer when visiting Downtown Richfield? Select all that apply.



Q8

What would encourage you to stay longer when visiting Downtown Richfield? Select all that apply.

“Other” response themes

Entertainment, Dining & Retail

- **Brewery/Bar/Nightlife:** This is by far the most requested specific business type. Responses ask for a "brewery," "wine bar," "taproom," "sports bar," or a "pub."
- **Restaurants & Cafes:** People want a wider variety of dining options, specifically "nicer" or "higher quality" sit-down restaurants. They also want more cafes, coffee shops (not chains), and unique food options. The desire for a "Willy McCoy's type of place" and a "real ice cream place" were also mentioned.
- **Local & Small Businesses:** There is a strong preference for "locally owned," "mom and pop," and "small businesses" over "franchises" and "chains."
- **Specific Retail Needs:** Respondents asked for a "dry cleaners," "grocery store," "movie theater," and boutique/artisan shops. The request for a grocery store to replace Rainbow Foods (which is in progress) was common.

Q8

What would encourage you to stay longer when visiting Downtown Richfield? Select all that apply.

“Other” response themes continued

Urban Design & Aesthetics

- **The "Hub" & Redevelopment:** The call to "redo," "revamp," "update," or "rebuild" The Hub is a core part of the feedback. The current state of the building and its parking lot is a source of frustration.
- **Walkability & Infrastructure:** Many responses highlighted the need for improved "walkability" and a less "car-dependent" environment. This includes requests for "pedestrian malls," "promenades," "pedestrian-friendly" designs, and better bike paths and parking. The roundabouts are a contentious topic, with many people wanting to "get rid of them" or "make them safer."
- **Green Space & Landscaping:** Beyond the existing parks, people want more "trees," "green space," "native gardens," and better-maintained landscaping to make the area more "aesthetically pleasing."
- **Cleanliness & Vibe:** A general feeling of "run down" and "dated" is mentioned, with calls to "clean it up," get rid of "trash," and improve the overall "vibes" and "aesthetics."

Q8

What would encourage you to stay longer when visiting Downtown Richfield? Select all that apply.

“Other” response themes continued

Safety & Community Vibe

- **Safety & Security:** This is a major concern. Comments repeatedly mention a need for "safety," "security," "police patrol," and a feeling of being "uncomfortable" or "scared."
- **Loitering & Panhandling:** Specific comments about "loitering," "pan handling," and "sketchy people" in the Hub parking lot and bus stops point to a sense of disorder.
- **Community Gathering:** People are looking for "third places," "gathering spaces," and a "community center" where people can socialize and connect, away from just commercial transactions.

The "Downtown" Identity

- **Lack of a True Downtown:** Many people explicitly state that Richfield "has no downtown" or that the area "doesn't feel like a downtown." They are looking for a defined, cohesive center. Responses suggest that Richfield should emulate other communities that have successfully created a "downtown feel," such as Hopkins or Edina's 50th and France.

> **More small businesses! Less parking lots, [more] sit down restaurants, drinks, entertainment.**

SURVEY RESPONSE

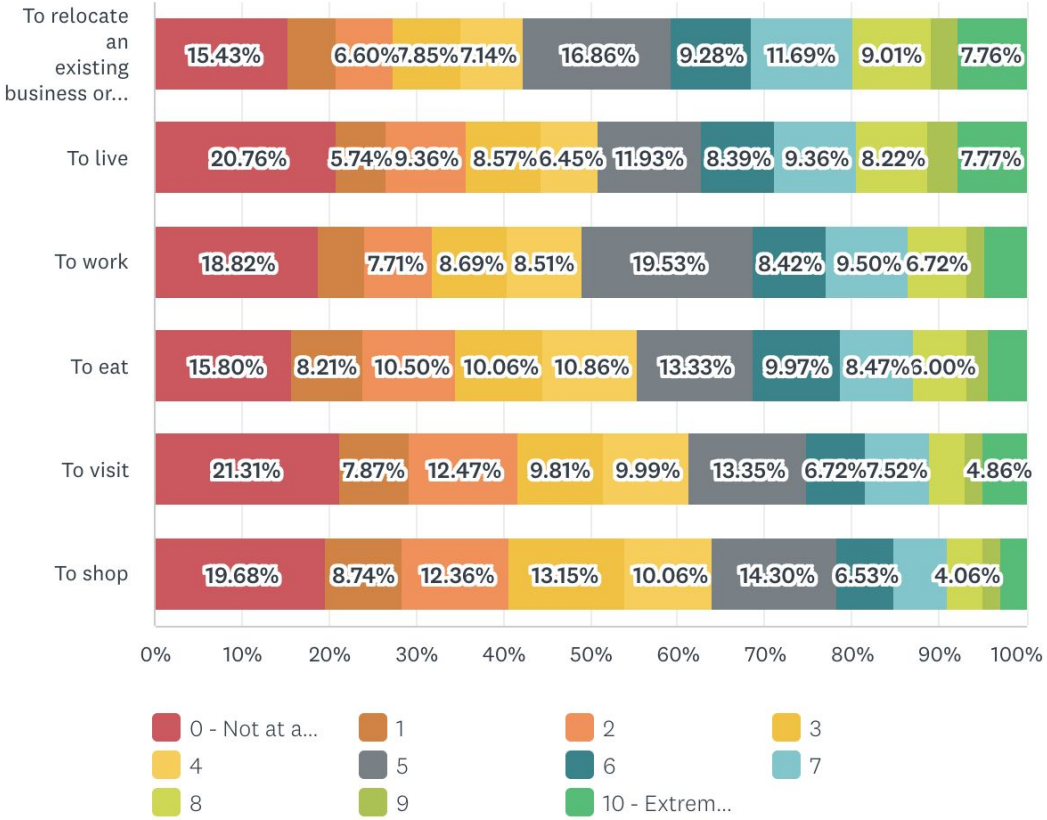
What would encourage you to stay longer when visiting Downtown Richfield?

Q4

Compared to other suburban downtowns in the Twin Cities region, how likely are you to recommend Downtown Richfield as a place:

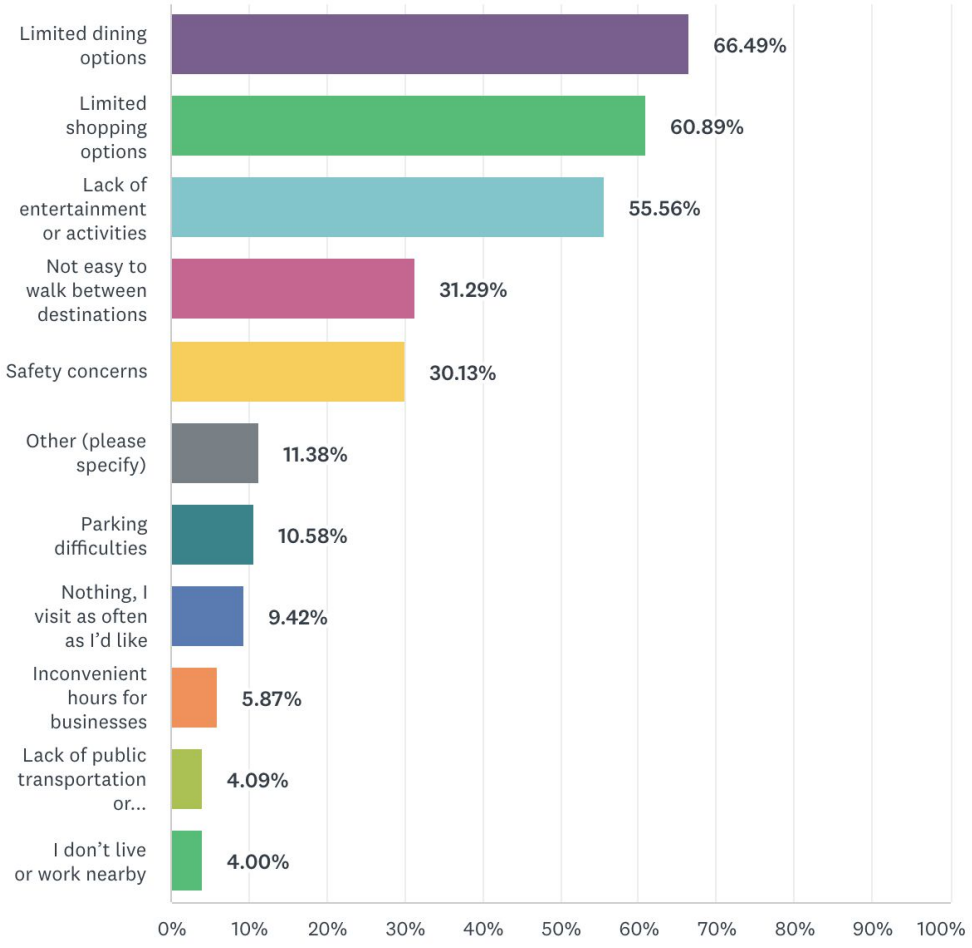
Weighted average:

- To relocate a business/start a new one: 4.69
- To live: 4.26
- To work: 4.15
- To eat: 4.02
- To visit: 3.61
- To shop: 3.47



Q9

Are there any barriers that prevent you from visiting Downtown Richfield more often? Select all that apply.



Q9

Are there any barriers that prevent you from visiting Downtown Richfield more often? Select all that apply.

“Other” response themes

- **Safety and Crime:** Many people feel the area is unsafe, with specific mentions of loitering, panhandling, and crime. A few respondents noted that they've been personally harassed or have witnessed concerning behavior.
- **Traffic and Roundabouts:** The roundabouts are a major source of frustration. They're described as confusing, unsafe for pedestrians, and a source of traffic congestion. This leads some people to actively avoid the area altogether.
- **Lack of Destination and "Vibe":** The district is seen as a collection of strip malls and chain stores rather than a true destination. People feel it lacks charm, a cohesive atmosphere, and unique, locally owned businesses that would make them want to stay longer.
- **Aesthetics and Upkeep:** The area is described as ugly, outdated, and run-down. The large, unappealing parking lots and general lack of cleanliness are frequently cited as barriers.
- **Limited Offerings:** There's a perceived lack of interesting places to go, such as good restaurants, bars, nightlife, or community gathering spaces. People feel they have no reason to visit unless it's for a very specific, quick errand.

Q10

What do you see as Downtown Richfield's biggest challenge or issue?

Response themes continued

Business and Amenities

There is a concern about the businesses in the area, specifically a lack of diverse and quality options. Key issues raised include:

- **"Restaurant Desert":** Many people complain about a severe lack of sit-down restaurants, bars, and a local brewery. The closure of popular spots like Lyn65 and Protagonist is frequently lamented.
- **Business Turnover:** Respondents feel that businesses often struggle and fail to stay open for long, making the area feel unstable.

Safety and Crime

While less prevalent than the other topics, safety and crime are still a concern for many. Specific issues mentioned are:

- **Perception of Danger:** The area, particularly around the Hub and bus stops, is described as feeling "sketchy" and unsafe, especially at night.
- **Homelessness and Loitering:** Several people mentioned issues with homeless individuals and loitering, which contributes to the feeling of unsafety.

> **Right now it just feels like a suburban shopping center. It is somewhere you go and then leave as soon as you're done. It is not a destination in and of itself.**

SURVEY RESPONSE

What do you see as Downtown Richfield's biggest challenge or issue?

Q12

What do you wish Downtown Richfield had that other suburban downtowns offer? Or, what do you feel is missing from Downtown Richfield?

Response summary

The overwhelming consensus is that Downtown Richfield currently **lacks a defined identity and cohesive "downtown" feel**, primarily due to the dominance of sprawling parking lots, strip-mall architecture (especially at The Hub), and a lack of desirable amenities.

The three major missing elements are:

1. **Dining, Drinking, and Nightlife**
   The most frequently requested additions are a **brewery/taproom** and multiple independent, **high-quality, sit-down restaurants** with liquor licenses. Many express **regret over losing popular, higher-end local spots** like Lyn65 and Protagonist, and family-style restaurants like Houlihan's and Champps. The area also needs more **patios/outdoor dining** and a **non-chain coffee shop/cafe** to serve as a central gathering or "third place" for the community, especially one that stays open later.

2. **Aesthetics and Walkability**
   The current appearance of The Hub is frequently described as "run down," "ugly," and an "eyesore," with the desire to replace it with a **mixed-use, walkable** main street. The area is viewed as **too car-centric**. People want better walkability, safer crossings, and less visible concrete/parking lots, replaced by **green space, trees, public plazas/squares, and public art**.

Q12

What do you wish Downtown Richfield had that other suburban downtowns offer? Or, what do you feel is missing from Downtown Richfield?

Response summary continued

3. **Shopping and Gathering**
   There is high demand for **small businesses, boutiques, quirky shops, gift shops, and antique stores over big-box and chain retail** to make the area a true destination. The community also wants **more entertainment options** (e.g., a small theater, live music venue, or activity center) and a **centralized community gathering space**/town square for events like farmers' markets and concerts.

In short, respondents feel Downtown Richfield is **currently a disjointed, dated, "get-in-get-out" errand spot** that is missing the core, attractive, and walkable social anchors necessary to make it a destination.

> **We've lost nearly all of our dining options and have no independent coffee shops. We need to change our rules/codes/vibe to attract independent business owners and make it very cost-effective for folks to open businesses here, especially food/beverage/gathering spaces.**

SURVEY RESPONSE

What do you wish Downtown Richfield had that other suburban downtowns offer? Or, what do you feel is missing from Downtown Richfield?

> **Walkable downtown, breweries or restaurants that are approachable that don't feel like temporary strip mall spots.**

SURVEY RESPONSE

What do you wish Downtown Richfield had that other suburban downtowns offer? Or, what do you feel is missing from Downtown Richfield?

Q17

(Downtown Resident) What do you think would make Downtown Richfield a better place to live?

Response themes

Redeveloping the Commercial Core

- The Hub is consistently described as "dated," an "eyesore," and "run down," and its redevelopment is seen as the single most critical physical change. Many want a complete overhaul/modernization of The Hub and its large, sprawling parking lots.

Solving the Dining and Nightlife Deficit

- High demand for a significant increase in non-fast-food, sit-down restaurants (especially American/family dining).
- Strong and specific desire for a brewery, brewpub, or neighborhood bar to fill the gap left by previous closures (Lyn65, Protagonist) and provide essential nightlife/social options.
- Need for more places to work from, hold meetings, and provide evening activity.

Enhancing Aesthetics and Green Space

- Focus on making the area cleaner and more visually appealing.
- Adding more green space, trees, flowers, and shade to reduce the concrete/heat island effect of commercial areas.
- Creating and better maintaining public gathering spots, including the small amphitheater near Lakewinds.

Q17

(Downtown Resident) What do you think would make Downtown Richfield a better place to live?

Response themes continued

Improving Walkability and Transit

- Making the area less car-centric and more friendly to pedestrians and bikers.
- Improving safety for pedestrians crossing busy streets.
- Adding better-designed public amenities like adequate shade and seating at transit stops and public drinking fountains.

Better Shopping and Services

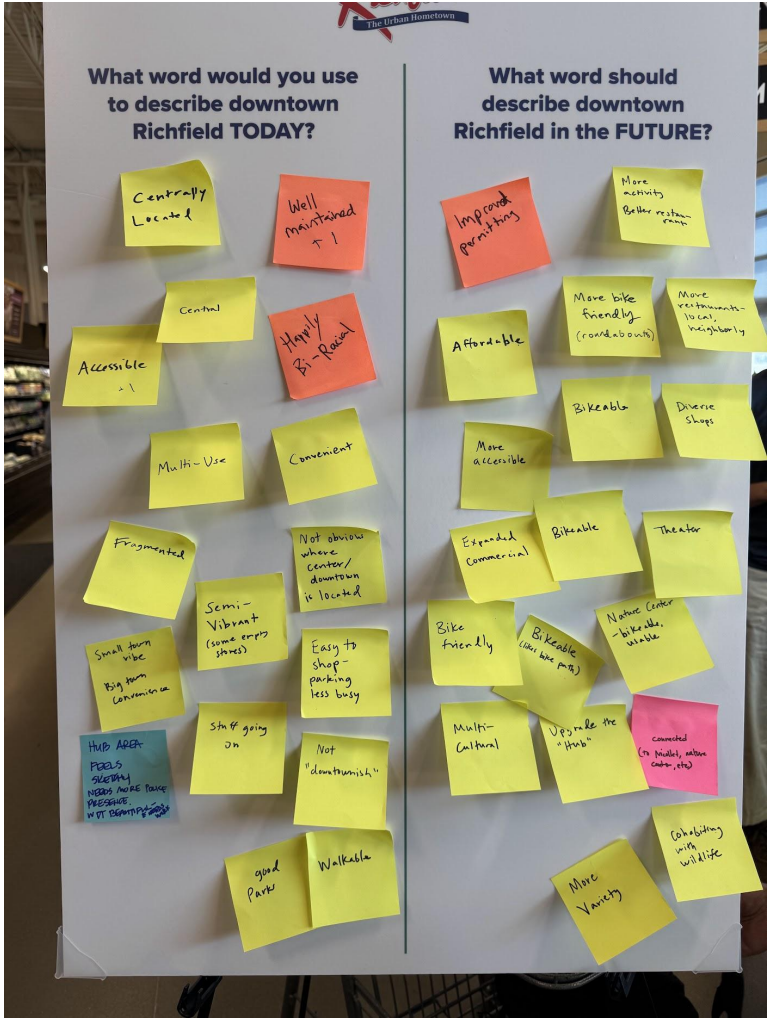
- Adding a full-service grocery store to improve local shopping options (which is almost ready to open).
- Attracting more upscale, unique, local, and diverse retail shops to replace chain/vacant storefronts and provide shopping variety.

Addressing Safety

- Calls for increased efforts to reduce crime and improve the perception of safety and security (especially at The Hub).
- Specific requests to clean up the trash, litter, and address maintenance issues around Richfield Lake and other parks.

Qualitative Feedback: The Future Vision

- A place filled with locally owned restaurants, bars, breweries, cafes, boutiques, etc.
- A place filled with art and live music
- A place that celebrates Richfield's cultural diversity (especially with food)
- A place that feels both urban/connected and quaint/vintage
- A place where people can safely and casually hang out at night
- Family-friendly destination
- The Hub ultimately redevelops with updated facades, smaller parcels, reduced parking, minimized setbacks, mixed uses, etc.
- A place that feels like you should walk/bike through/in it
- Businesses that provide unique experiences, not just services
- Greater density, particularly on the east side of the district
- Commercial spaces maintain affordability
- Capitalize on access to natural amenities


The Urban Hometown
What word would you use to describe downtown Richfield TODAY?
What word should describe downtown Richfield in the FUTURE?
Centrally Located
Well maintained
Central
Accessible
Multi-Use
Convenient
Fragmented
Not obvious where center/downtown is located
Semi-Vibrant (some empty stores)
Small town vibe
Big town convenience
Easy to shop-parking less busy
Stuff going on
HUB AREA FEELS SKETCHY NEEDS MORE POLICE PRESENCE
Not "downtownish"
Walkable
good Parks
Improved permitting
More activity Better restaurants
Move bike friendly (roundabouts)
Move restaurants-local neighborly
Affordable
Bikeable
Diverse Shops
More accessible
Bikeable
Extended Commercial
Theater
Bike friendly
Bikeable
Nature Center -bikeable, walkable
Multi-Cultural
Upgrade the "Hub"
connected
Cohabiting with wildlife
More Variety

> **Our commercial buildings are all held to parking ratios from way back when the developments were built…if we want to reduce the parking size, we are going to need some help from the City officials.**

FOCUS GROUP RESPONSE

Focus Area 3

Clarify how to name and frame the district

Calling the area “downtown” feels inauthentic to many residents and does not reflect how people use or perceive the place. The brand strategy must address how to talk about the district: should it be given a name (or names) that it can grow into, or left unnamed until physical and placemaking improvements make a clearer identity possible? Establishing this clarity is essential for consistent communication and long-term positioning.

> **I would never call this area ‘downtown.’ It’s a few shopping centers sort of close together.**

SURVEY RESPONSE

What do you see as Downtown Richfield’s biggest challenge or issue?

Qualitative Feedback: Naming the District

- Calling the district “downtown” feels incorrect or inauthentic. The district’s character is somewhere in between a classic Main Street downtown and a metropolitan downtown.
- Previous work: “Lakes at Lyndale” never really caught on, and is not inclusive of businesses closer to Nicollet
- There is no defined current name for the district. Right now people refer to landmarks — meet by The Hub, meet by Wood Lake, etc.
- The challenge with a singular name is that there are two distinct “sides” to the study area. Around Lyndale feels newer/more dense, Around Nicollet is older/has large parking lots/has more small businesses.
- One perspective is that the district could be “nameless” but have a distinct character/aesthetic that establishes it as a destination, in order to avoid giving the area a name that feels incorrect or inauthentic
- Another perspective is that the district needs a name to be marketed as a destination, and that through repetition any name could catch on eventually
- A naming opportunity exists around the use of 66th street (e.g. Central 66th, West 66th, etc.)
- Any name should give credit to Richfield as a whole

> **It feels like naming it is a step ahead of developing it.**

INTERVIEW RESPONSE

> **I think as a first-tier suburb, "downtown" doesn't sound right...I was thinking Main Street but that isn't isn't quite right either.**

FOCUS GROUP RESPONSE

> **I don't want to see us try to shoehorn something that isn't a very good fit.**

INTERVIEW RESPONSE (on naming the district)

Focus Area 4

Build momentum through realistic, incremental change

Large-scale redevelopment — especially of The Hub — is unlikely to happen soon. Progress will be slow, and that reality must shape the brand. The focus should be on building momentum through small, visible wins that support local businesses, elevate cultural diversity, and connect people to the area’s natural assets. The brand must set realistic expectations while showing a path forward that grows stronger over time.

> **Downtown has all of these ingredients, but they're just kind of sitting in a pot and they're not fully cooked.**

INTERVIEW RESPONSE

Q11

What changes or improvements to buildings, streets, or public spaces do you think would make Downtown Richfield more beautiful or inviting?

Response themes

Redevelopment of The Hub

The overwhelming desire is for redevelopment of The Hub. This is seen as a critical step to revitalizing the district.

- **Demolition and Rebuild:** Many suggest completely tearing down The Hub and rebuilding it as a modern, mixed-use space.
- **Mixed-Use Development:** Redevelop the strip mall with multi-story buildings that feature retail/dining on the first floor and residential (apartments/condos) above. This would emulate successful areas like 50th & France or downtown Hopkins.
- **Reduce/Relocate Parking:** Reduce the vast and unattractive surface parking lots. Suggestions include:
  - Converting the surface parking into a more dense, walkable neighborhood or plaza.
  - Moving parking behind the retail buildings or constructing a public parking garage to free up street-facing space.
- For buildings that remain, **update the facades to look more modern**, cohesive, and less "strip mall-y."

Q11

What changes or improvements to buildings, streets, or public spaces do you think would make Downtown Richfield more beautiful or inviting?

Response themes continued

Focus on Greenery and Public Spaces

Respondents repeatedly call for increasing natural elements and dedicated public gathering spots.

- **More Trees and Landscaping:** Plant more trees for shade and beauty (especially on 66th Street), and integrate green islands/flowerbeds into the parking lots.
- **Green Space and Plazas:** Convert portions of empty parking lots into small parks, urban plazas, or town squares with seating, fountains, and native plants.
- **Outdoor Seating:** Add more outdoor patios for restaurants and dedicated public seating areas/benches where people can gather without having to make a purchase.
- **Park Maintenance:** Improve the maintenance and visibility of nearby assets like Richfield Lake Park (often described as "overgrown") and Wood Lake Nature Center (update in progress).

Q11

What changes or improvements to buildings, streets, or public spaces do you think would make Downtown Richfield more beautiful or inviting?

Response themes continued

Enhance Walkability and Streetscape

The area is criticized for being too "car-centric" and not feeling connected.

- **"Main Street" Vibe:** Reconfigure the streetscape to bring storefronts closer to the street with parking in the rear, creating a contiguous walking experience.
- **Improved Pedestrian Safety:** Focus on making crossings at roundabouts safer (many feel "dangerous"), adding more intentional pedestrian paths through large lots, and better bike/walking paths that connect the different commercial pockets.
- **Street Decor and Art:** Add public art, murals, sculptures, consistent street lighting and decorative elements like flags, seasonal banners, or holiday lights to create a cohesive Richfield identity.
- **Address Traffic:** Several respondents call for lowering speed limits or making traffic circles less congested, though others call for removing the roundabouts entirely.

Q11

What changes or improvements to buildings, streets, or public spaces do you think would make Downtown Richfield more beautiful or inviting?

Response themes continued

Attract New Businesses and Amenities

There is a strong desire for higher-quality, unique, and local businesses to create a destination.

- Some respondents call for new business like a **brewery**, a **food hall**, more **quality sit-down restaurants (non-chain), cafes, and entertainment venues**. There is significant demand for a non-chain, local coffee/tea shop.
- The responses indicated a desire to attract a full-service, mid-to-upscale **grocery store** to replace the vacant Rainbow Foods building, which is currently in progress with the opening of Loma Bonita.
- **Encourage local, mom-and-pop stores, boutiques, and bookshops** to replace "cheap stores" and "marginal businesses."

Branding and Identity

The area is criticized for not having a cohesive or defined identity. The main suggestion for establishing a clear, cohesive sense of place is by defining the area with **consistent signage, decor, and public art** (like murals); **improving safety and cleanliness** by addressing litter, crime, and maintenance; and celebrating Richfield's unique **cultural diversity**.

Q23

(Business Owner) What actions or support from the City or other partners would help your business thrive?

- Aggressively update the "outdated" exterior aesthetic of the commercial areas and areas that are “run down.”
- Attract in "cool fun restaurants" similar to those found in other destination areas.
- Support pop-ups, night markets, food trucks, and other events to draw traffic.
- Realize the long-term vision of an inviting "Downtown Richfield" destination that was previously unrealized.
- Adopt a generally "pro business" attitude and modernize city infrastructure/processes.
- Consider the use of TIF (Tax Increment Financing) or other financial incentives for redevelopment projects.
- Provide support for businesses looking to open a brick-and-mortar location.
- Prioritize walkability and reduce the "spread out" feeling to make it easier for staff and clients to access amenities.
- Ensure there is a mix of walkable cafes, restaurants, and a nearby hotel to support office-based businesses.
- Address the current traffic and crossing issues that make it feel "dangerous to try to cross Lyndale."
- Build stronger community cohesion and focus on the needs of people alongside property development.

Qualitative Feedback: What does success look like?

- A sense of coming together; momentum (there have been attempts at developing the district for decades, but none have caught on)
- People in the region identify the district as a destination
- Doesn’t try to force a “downtown” in the traditional Main Street sense, but is naturally viewed as a gathering place and key part of Richfield
- A place where people want to walk around, walk from their house/condo/apartment to a restaurant or cafe, etc.
- A place people want to spend more time in (rather than quick errands)
- A place that feels authentic/natural and not “retrofitted” into a “downtown”
- The project spurs economic development in the district, particularly with small/local businesses and third places

Focus Area 5

Celebrate Richfield’s urban hometown spirit

Richfield’s “Urban Hometown” spirit is a key part of its identity — a mix of mid-century modesty, neighborly character, and urban accessibility. The district’s brand should define and amplify this feeling, grounding its evolution in what makes Richfield distinctive. That means leaning into design cues and aesthetics that honor its mid-century roots (like the nostalgic charm of The Hub sign), embracing its culturally diverse and locally owned businesses, and positioning the district as a place that is both quaint and urban. This way, the brand can guide future growth so it feels both authentic and aspirational — not a copy of neighboring cities, but something unmistakably Richfield.

> **Urban Hometown really captures [how it is different].**

INTERVIEW RESPONSE

Qualitative Feedback: Mid-century character is part of Richfield's distinctiveness

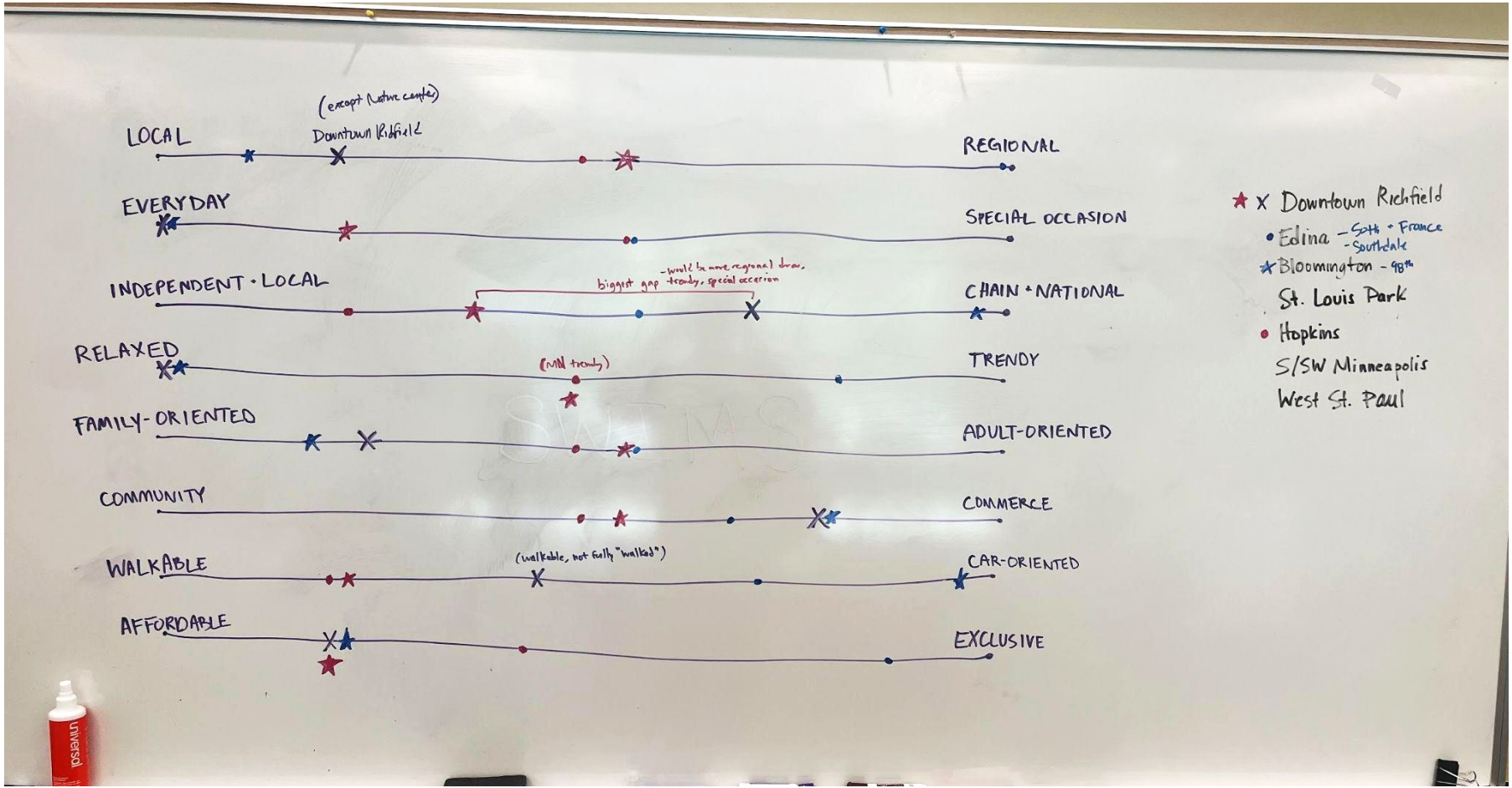
- Richfield grew as a classic postwar bedroom community. Its housing stock is a lot of mid-century homes. It has a mid-century character and small-town feeling.
- The city's brand reflects this character (visually, and with Urban Hometown positioning). Many we engaged with feel strongly that the district brand should somehow connect with or tap into the "Urban Hometown" feeling.
- There were a handful of references to the old The Hub sign (from its heyday as a shopping center) and that aesthetically that feels right for the district.

Richfield

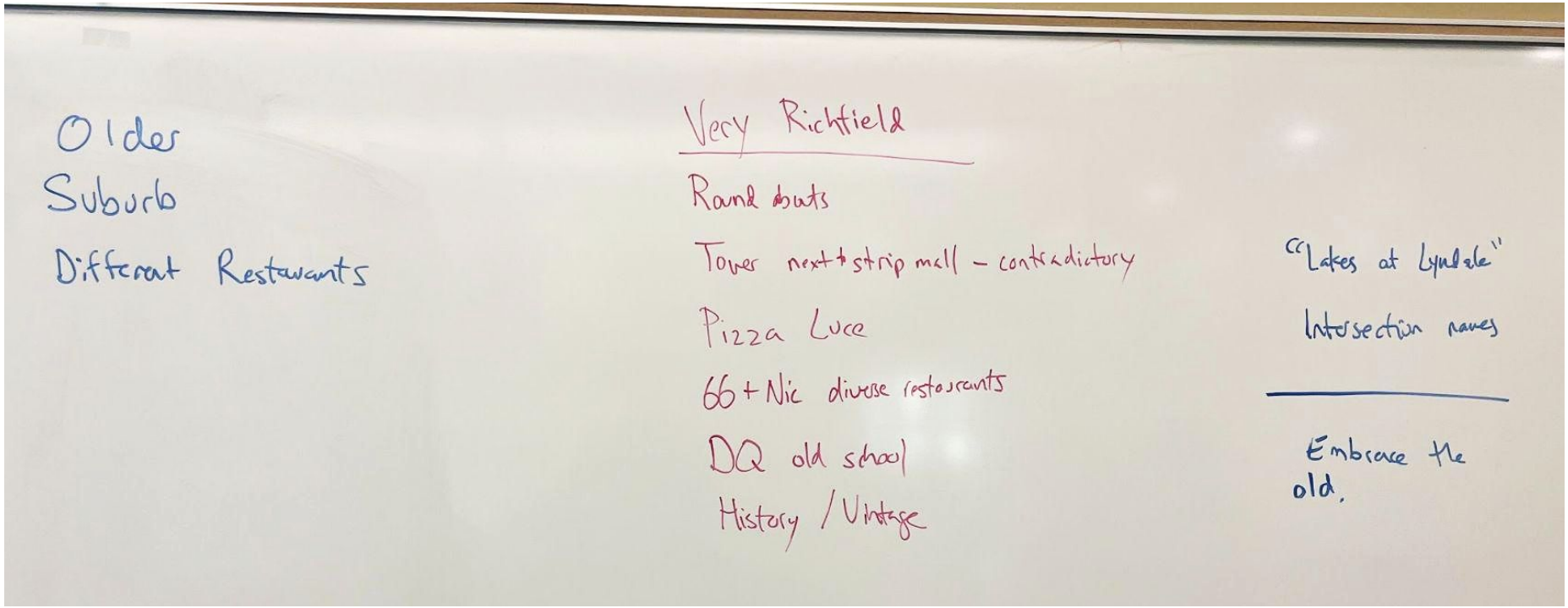
The Urban Hometown

> **I think at its soul the ticky-tacky postwar boom houses make a quaintness and approachability that is missing in some other places.**

FOCUS GROUP RESPONSE



Competitor Mapping exercise with Advisory Committee


Older
Suburb
Different Restaurants
Very Richfield
Round abouts
Tower next to strip mall – contradictory
Pizza Luce
66 + Nic diverse restaurants
DQ old school
History / Vintage
"Lakes at Lyndale"
Intersection names
Embrace the old.

> **I would love to see The Hub redeveloped with a mid-century nod to reflect the history of our housing stock.**

FOCUS GROUP RESPONSE

Q16

(Downtown Resident) What keeps you in Downtown Richfield?

Response themes

Community and Vibe

Some residents appreciate the friendly people, good neighbors, and the general safe and the "Urban Hometown" feel of their immediate vicinity.

Qualitative Feedback: Highlight Cultural Diversity

- Focus groups noted that a defining characteristic of Richfield is its diversity — in age, background, race/ethnicity, etc.
- Many of the food businesses around Nicollet have a cultural component — Hispanic cuisines, Asian cuisines, etc. — that the brand could highlight

> **The shops east of Nicollet [could feature] Spanish-inspired designs to honor the restaurants that anchor that space.**

FOCUS GROUP RESPONSE

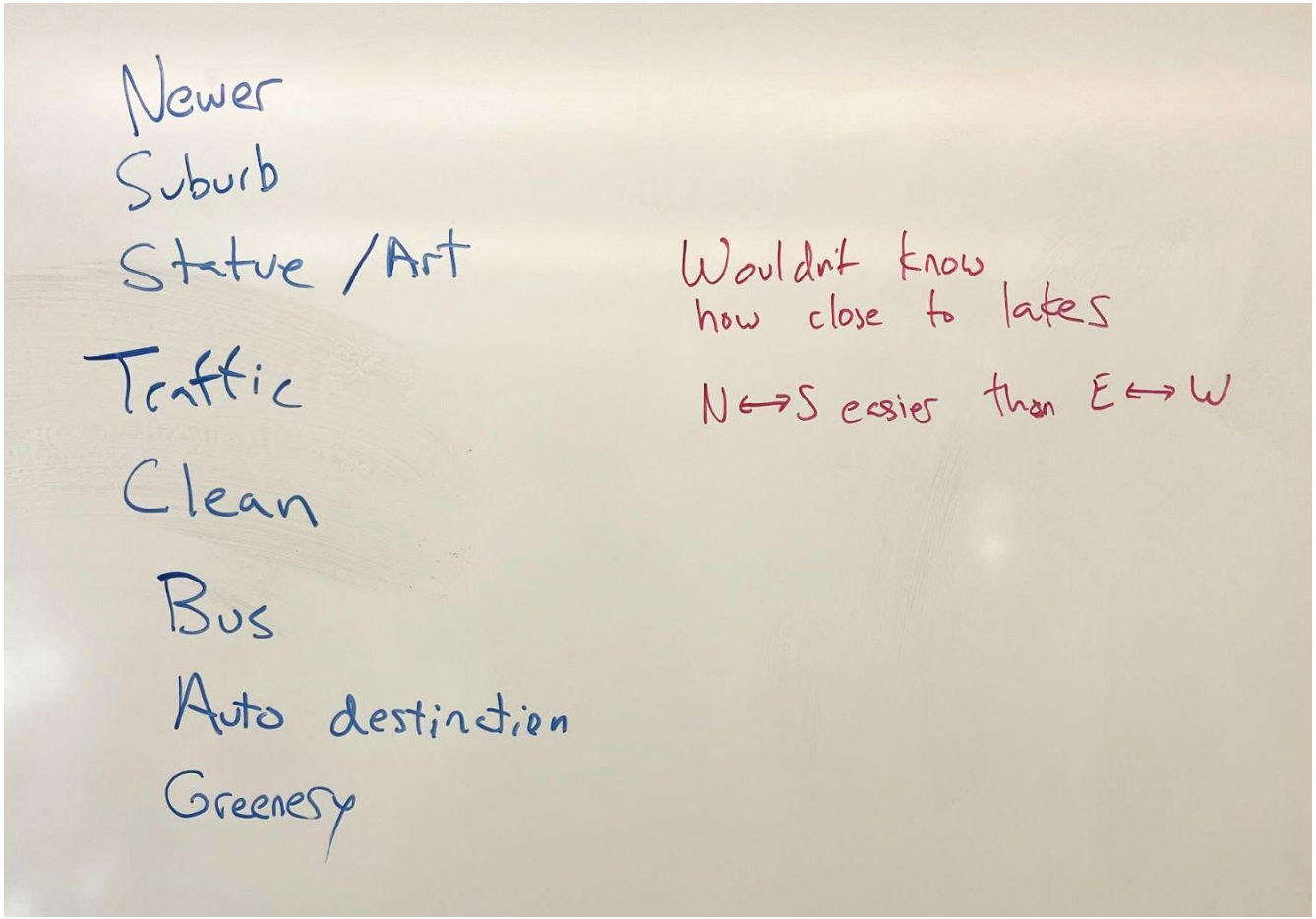
> **I think of Richfield as a longevity town with a lot of multi-generational support and a big nod towards supporting our eclectic community and opportunities for all ages. There are other cities that focus on financial classes and I feel like this is a place with something for everyone.**

FOCUS GROUP RESPONSE

Qualitative Feedback: Highlight Natural Amenities

- Wood Lake Nature Center and Richfield lake are huge assets for the district. Such beautiful natural amenities being adjacent to a more traditional urban commercial center is something other districts in the region can't replicate.
- The district's positioning could capitalize on the nearby natural amenities and immediate access to the natural environment.
- Some noted there are poor or not obvious pedestrian connections between the lakes and other parts of the district. This is reflected by our team's experience accessing Richfield Lake behind Pizza Lucé.

Richfield Lake access near 65th and Rae


Newer
Suburb
Statue / Art
Traffic
Clean
Bus
Auto destination
Greenery
Wouldn't know
how close to lakes
N↔S easier than E↔W

CivicBrand

Focus Area 1

Embrace a dual identity

The study area may never feel like a singular, uniform place, but it doesn't need to. The west side offers newer amenities, housing density, and access to lakes and nature. The east side brings cultural diversity, affordability, and more local businesses, even if the built environment could benefit from some reinvestment. Instead of forcing these two sides into one homogeneous identity, the brand should celebrate their differences and frame them as complementary parts of a larger district.

Focus Area 2

Begin the shift from errands-only to a place to gather

Right now, the district is not on anyone's radar as a destination. It functions almost exclusively as a quick stop for errands, chain food, or services. The brand must help shift perception toward the idea that this is a place where people can linger, connect, and spend meaningful time — whether through supporting small local businesses, creating spaces to gather, or highlighting unique cultural and natural assets.

Focus Area 3

Clarify how to name and frame the district

Calling the area “downtown” feels inauthentic to many residents and does not reflect how people use or perceive the place. The brand strategy must address how to talk about the district: should it be given a name (or names) that it can grow into, or left unnamed until physical and placemaking improvements make a clearer identity possible? Establishing this clarity is essential for consistent communication and long-term positioning.

Focus Area 4

Build momentum through realistic, incremental change

Large-scale redevelopment — especially of The Hub — is unlikely to happen soon. Progress will be slow, and that reality must shape the brand. The focus should be on building momentum through small, visible wins that support local businesses, elevate cultural diversity, and connect people to the area's natural assets. The brand must set realistic expectations while showing a path forward that grows stronger over time.

Focus Area 5

Celebrate Richfield’s urban hometown spirit

Richfield’s “Urban Hometown” spirit is a key part of its identity — a mix of mid-century modesty, neighborly character, and urban accessibility. The district’s brand should define and amplify this feeling, grounding its evolution in what makes Richfield distinctive. That means leaning into design cues and aesthetics that honor its mid-century roots (like the nostalgic charm of The Hub sign), embracing its culturally diverse and locally owned businesses, and positioning the district as a place that is both quaint and urban. This way, the brand can guide future growth so it feels both authentic and aspirational — not a copy of neighboring cities, but something unmistakably Richfield.

Project Update

DOWNTOWN RICHFIELD, MN

Last updated October 27, 2025

CivicBrand

Placemaking Playbook

While this is private property and potentially under contract, working with the property to create temporary strips to create a gateway mural and allow for occasional food trucks / event activation can be a win-win for the city and property owner.

Interim / Tactical

Interim / Tactical

Interim / Tactical

There is some public space by the liquor store that could be activated with public art, seating, and shade to become a public 3rd place.

With the lack of a local coffee shop, there are multiple spots that could be considered for an RFP to run a pilot airstream coffee shop or moveable coffee cart. This will fill a need and create proof of demand which can lead to a permanent coffee shop being interested in Richfield.

Strengthen the connection between the two sides of the district by transforming the railroad crossing into a welcoming, unified place that invites people to move freely across it. This approach will establish the crossing as a key point of connection while allowing 65th to evolve into a quieter, pedestrian-oriented corridor and positioning 66th as the primary route for vehicles and bikes.

Throughout the study area use both traditional wayfinding as well as exploratory wayfinding (including asphalt art, planters, and banners) to create greater connection, exploration, and walkability.

Better connection & visibility to the trails & lakes. It's nice that it's secluded, but it's too hidden, which makes it both underused and has the potential to feel unsafe. Look at activating with signage, ground-based wayfinding, and lighting.

With the lack of a true pedestrian destination—such as a downtown or main street—there's an opportunity to create a human-scale gathering place that brings people together year-round. By working with the HUB, this can become a win-win activation that adds value for their tenants and customers while establishing a stronger sense of place. This could range from simple improvements that enhance seating, comfort, and a "third place" for existing customers, to more ambitious activations that transform the area into a true destination with seasonal programming and community events.

Large branding / gateway signage. Not just here (also up by highway) but that create sense of arrival around the two traffic circles. Matching banners down 66th.

Interim / Tactical

Brand the bicycle spine/ route to increase awareness as the "heart/ core" of Richfield. Add maps and bike repair stations.

There are some nice "semi-public" gardens and sculptures in here but they feel hidden like they are just for the office buildings. Can can we make that feel more obvious and accessible?

Interim / Tactical - Smaller & tenant serving

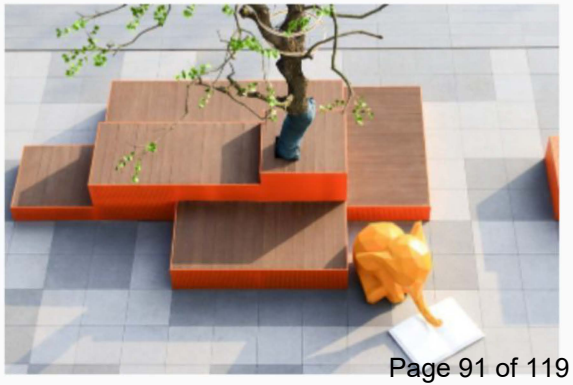
Interim / Tactical - Medium & creating a destination

Redevelopment of parking lot only

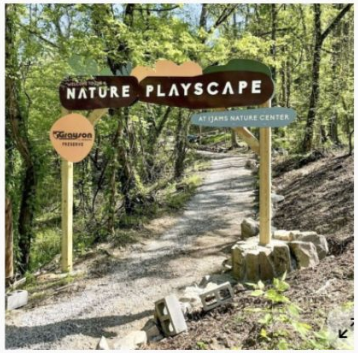
Interim / Tactical

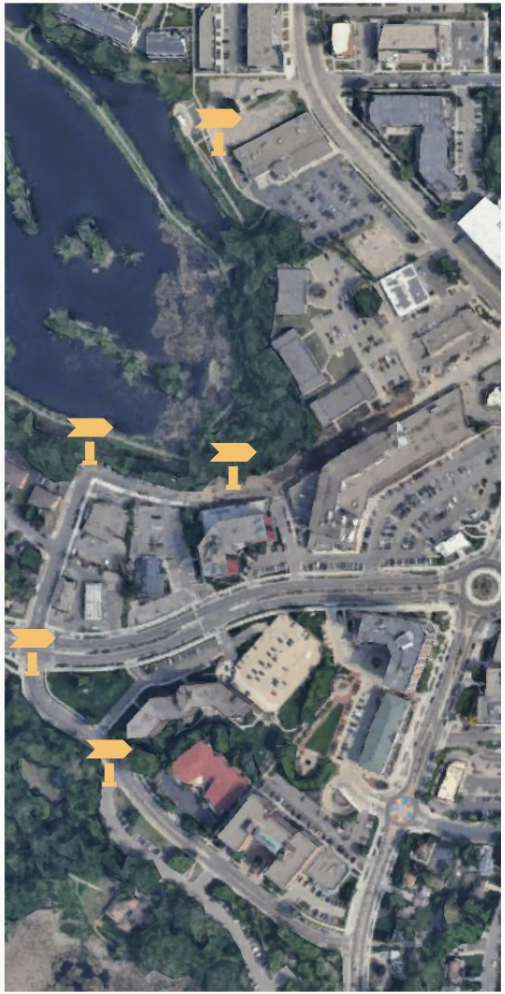
While this is private property that is being marketed for sale, working with the property owner to create temporary steps to create a gateway mural and allow for occasional food trucks / event activation can be a win-win for the city and property owner.

There is some public space by the liquor store that could be activated with public art, seating, and shade to become a public 3rd place.



Better connection & visibility to the trails & lakes. It's nice that it's secluded, but it's too hidden, which makes it both underused and has the potential to feel unsafe. Look at activating with signage, ground-based wayfinding, and lighting.





Interim / Tactical

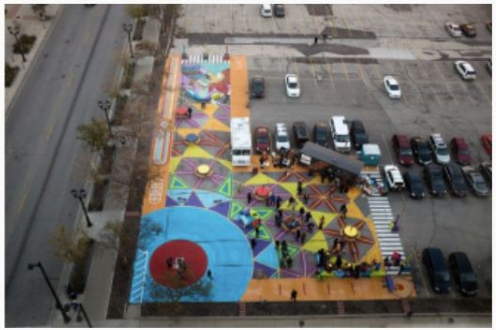
Brand the bicycle spine/ route to increase awareness as the "heart/ core" of Richfield. Add maps and bike repair stations.

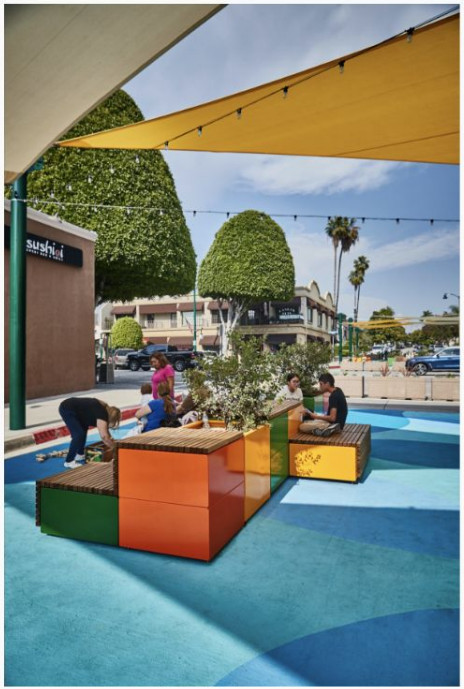
There are some nice "semi-public" gardens and sculptures in here but they feel hidden like they are just for the office buildings. Can we make that feel more obvious and accessible?

Large branding / gateway signage. Not just here (also up by highway) but that create sense of arrival around the two traffic circles. Matching banners down 66th.

With the lack of a true pedestrian destination—such as a downtown or main street—there's an opportunity to create a human-scale gathering place that brings people together year-round. By working with the HUB, this can become a win-win activation that adds value for their tenants and customers while establishing a stronger sense of place. This could range from simple improvements that enhance seating, comfort, and a "third place" for existing customers, to more ambitious activations that transform the area into a true destination with seasonal programming and community events.

Interim / Tactical - Smaller & tenant serving



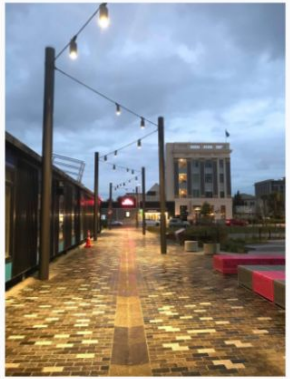


ADELPHI CLEANERS
Wexford RESTAURANT
SUBWAY
#WEXPOPS
Wexford's Green Oasis

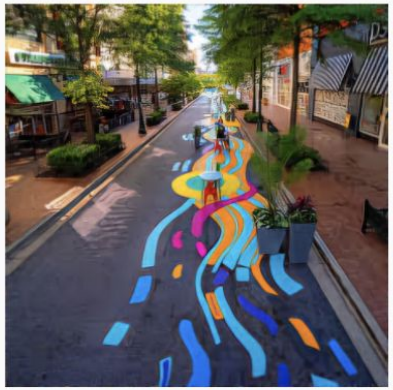
Interim / Tactical - Medium & creating a destination

Redevelopment of parking lot only

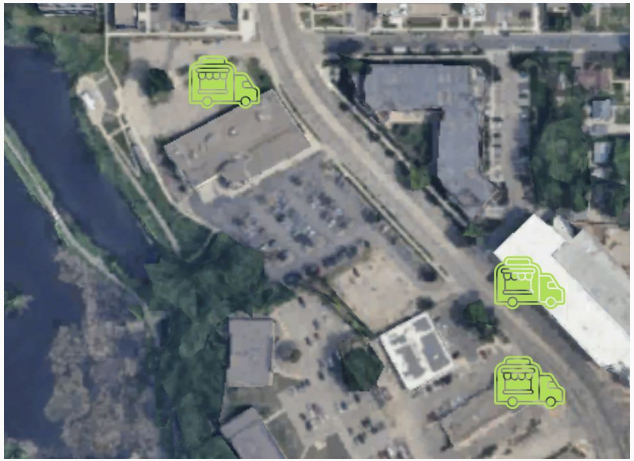
Strengthen the connection between the two sides of the district by transforming the railroad crossing into a welcoming, unified place that invites people to move freely across it. This approach will establish the crossing as a key point of connection while allowing 65th to evolve into a quieter, pedestrian-oriented corridor and positioning 66th as the primary route for vehicles and bikes.



Interim / Tactical



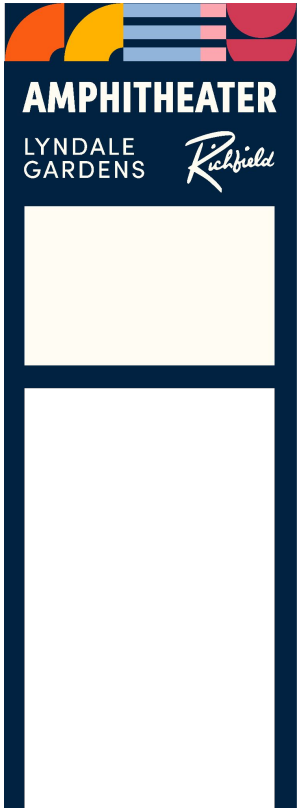
With the lack of a local coffee shop, there are multiple spots that could be considered for an RFP to run a pilot airstream coffee shop or moveable coffee cart. This will fill a need and create proof of demand which can lead to a permanent coffee shop being interested in Richfield.

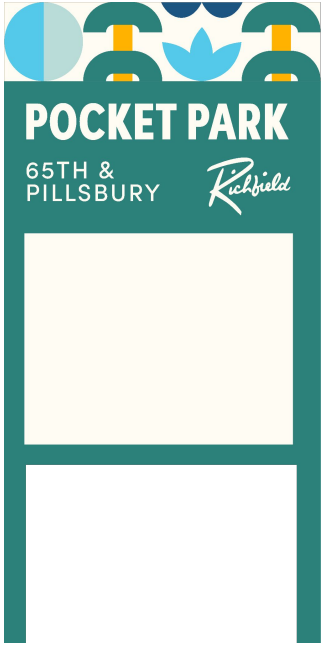


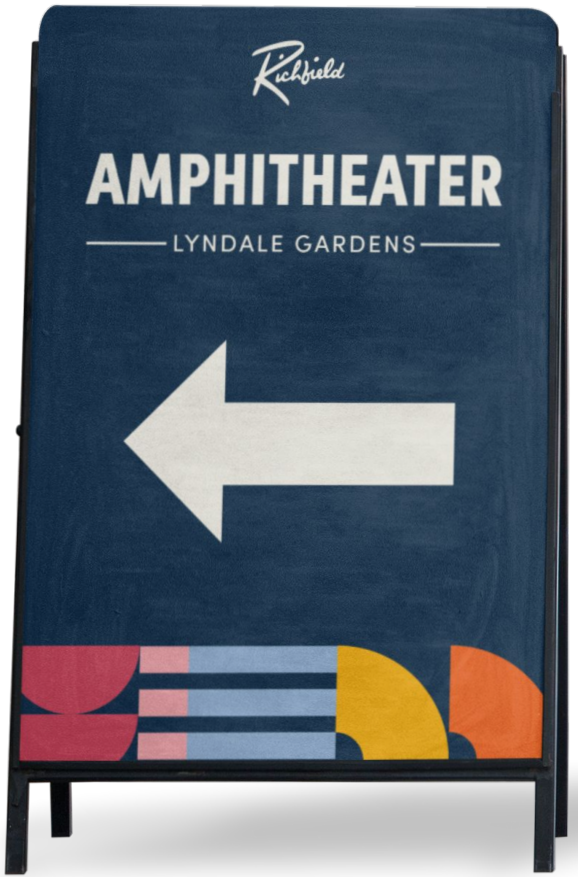
Interim / Tactical

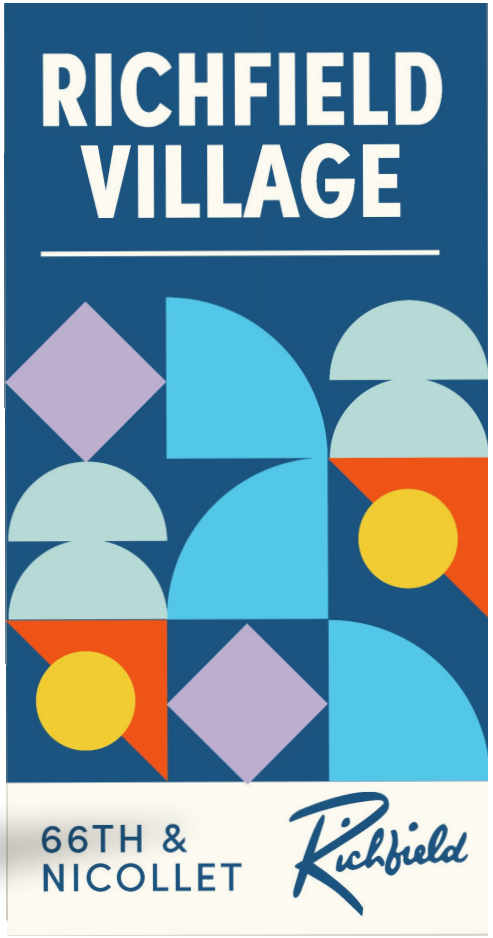
BRANDING OPTION 1 - Shapes

Richfield
RICHFIELD LAKE


AMPHITHEATER
LYNDALE GARDENS
Richfield

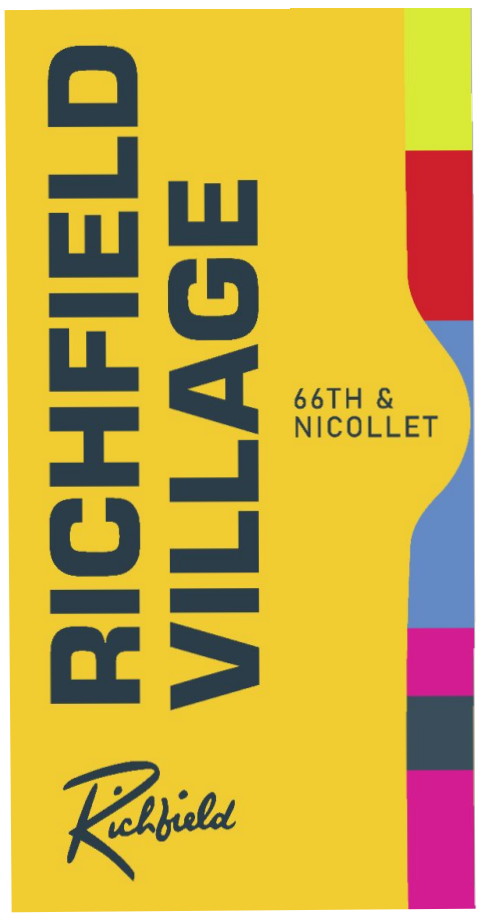

POCKET PARK
65TH & PILLSBURY
Richfield


Richfield
AMPHITHEATER
LYNDALE GARDENS


RICHFIELD
VILLAGE
66TH &
NICOLLET
Richfield

Where
Richfield
Connects.
66TH & LYNDALE
Richfield

BRANDING OPTION 2- Patchwork


RICHFIELD
VILLAGE
66TH &
NICOLLET
Richfield

WHERE
CULTURE
CONNECTS.
66TH & NICOLLET
Richfield

RICHFIELD
LAKE
65TH &
WOODLAKE
Richfield

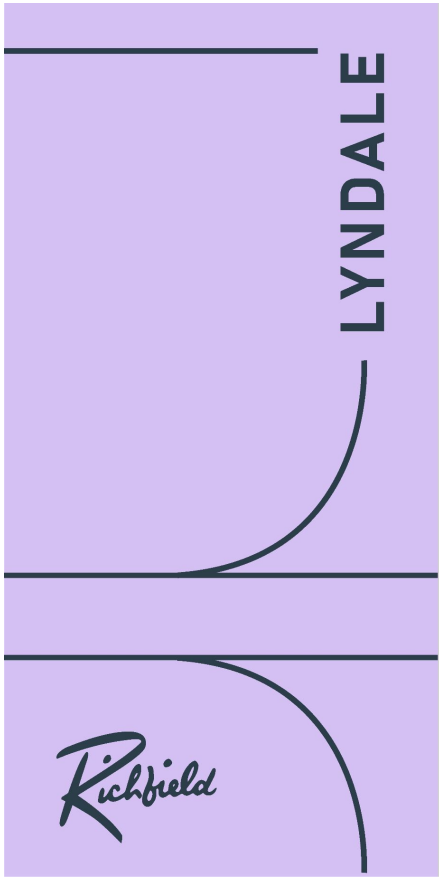
66TH & LYNDALE
Richfield
Bicycle
Parking
RICHFIELD LAKE

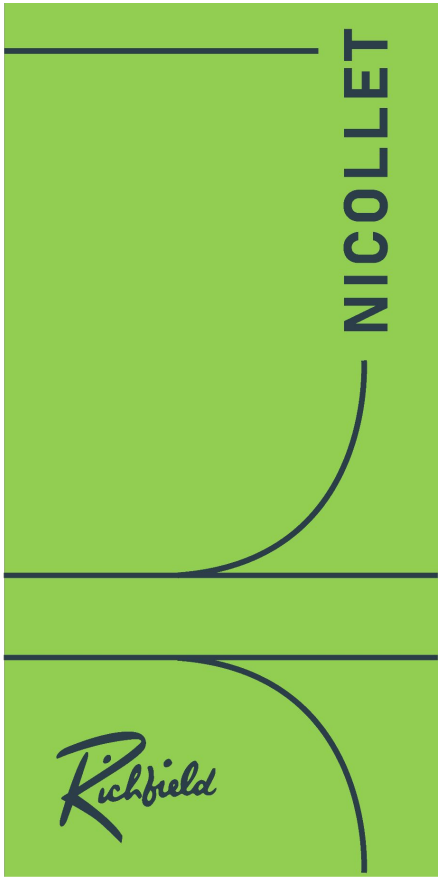
MADE TO MEET.

POCKET
PARK
65TH &
PILLSBURY
Richfield

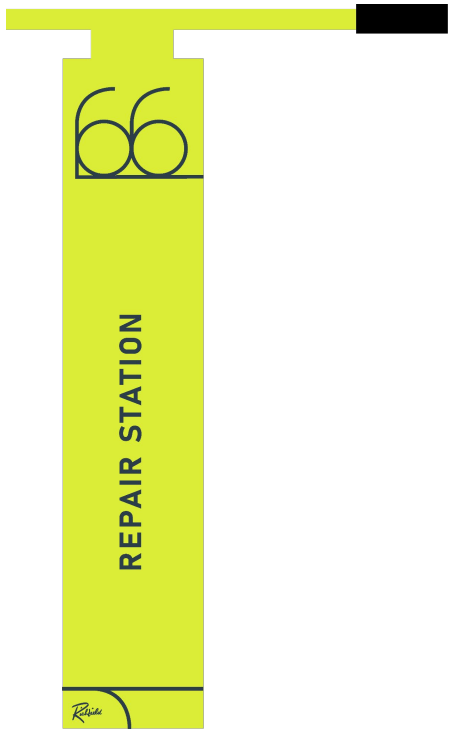
66TH &
NICOLLET
Richfield

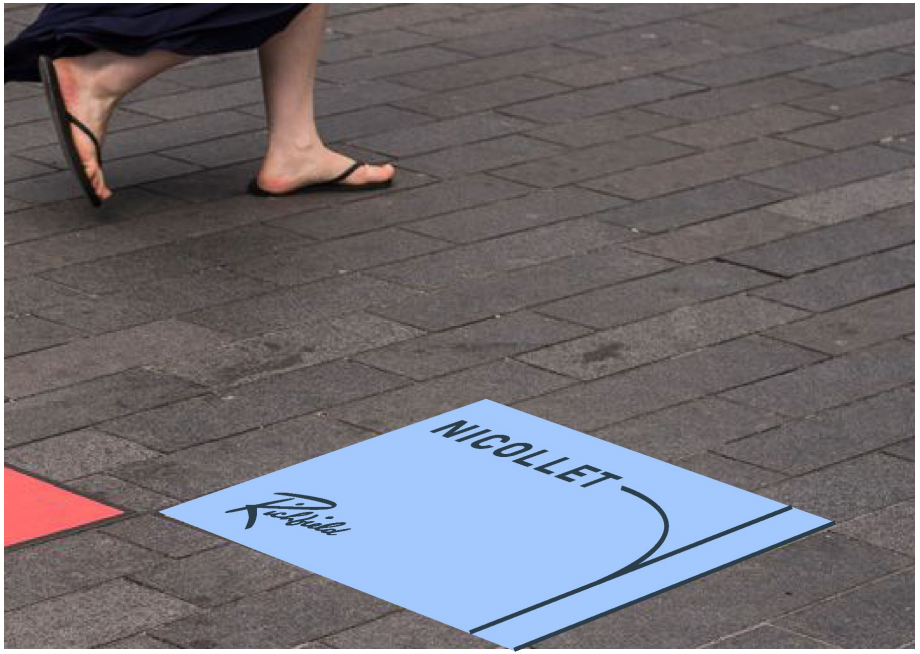
BRANDING OPTION 3 - Line

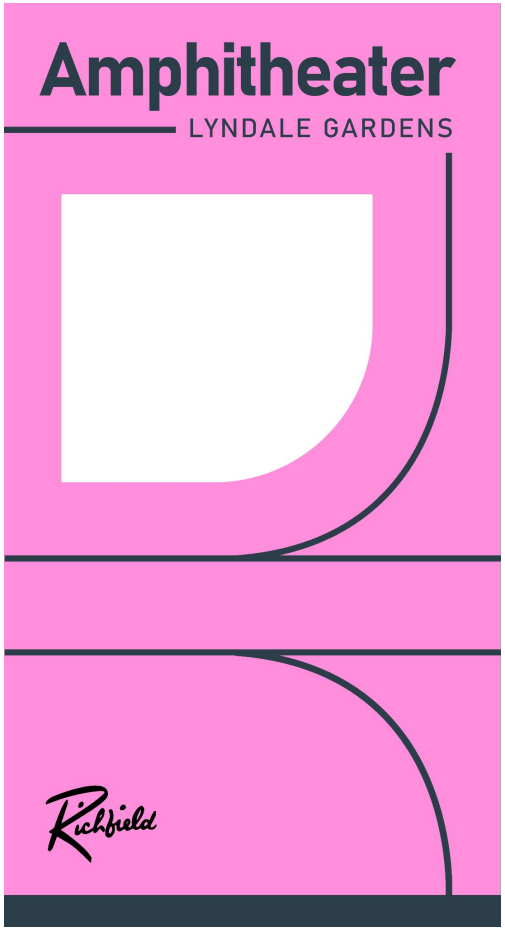

LYNDALE
Richfield


NICOLLET
Richfield

Pocket Park
65TH & PILLSBURY


REPAIR STATION


NICOLLET


Amphitheater
LYNDALE GARDENS
Richfield

WHERE
CULTURE
CONNECTS.
Richfield

Earning & Growing into Downtown Richfield

DOWNTOWN Richfield

CivicBrand

Placemaking Playbook

While this is private property and potentially under contract, working with the property to create temporary steps to create a gateway mural and allow for occasional food trucks / event activation can be a win-win for the city and property owner.

Interim / Tactical

Interim / Tactical

With the lack of a local coffee shop, there are multiple spots that could be considered for an RFP to run a pilot airstream coffee shop or moveable coffee cart. This will fill a need and create proof of demand which can lead to a permanent coffee shop being interested in Richfield.

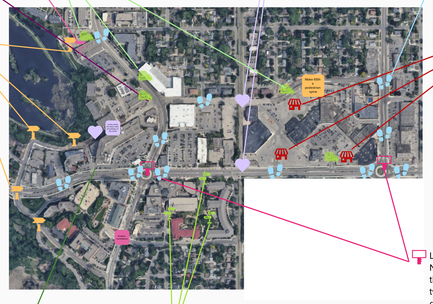
Interim / Tactical

Strengthen the connection between the two sides of the district by transforming the railroad crossing into a welcoming, unified place that invites people to move freely across it. This approach will establish the crossing as a key point of connection while allowing 65th to evolve into a quieter, pedestrian-oriented corridor and positioning 66th as the primary route for vehicles and bikes.

There is some public space by the liquor store that could be activated with public art, seating, and shade to become a public 3rd place.

Throughout the study area use both traditional wayfinding as well as exploratory wayfinding (including asphalt art, planters, and banners) to create greater connection, exploration, and walkability.

Better connection & visibility to the trails & lakes. It's nice that it's secluded, but it's too hidden, which makes it both underused and has the potential to feel unsafe. Look at activating with signage, ground-based wayfinding, and lighting.



With the lack of a true pedestrian destination—such as a downtown or main street—there's an opportunity to create a human-scale gathering place that brings people together year-round. By working with the HUB, this can become a win-win activation that adds value for their tenants and customers while establishing a stronger sense of place. This could range from simple improvements that enhance seating, comfort, and a "third place" for existing customers, to more ambitious activations that transform the area into a true destination with seasonal programming and community events.

Large branding / gateway signage. Not just here (also up by highway) but that create sense of arrival around the two traffic circles. Matching banners down 66th.

Interim / Tactical - Smaller & tenant serving

Interim / Tactical - Medium & creating a destination

Interim / Tactical

Brand the bicycle spine/ route to increase awareness as the "heart/ core" of Richfield. Add maps and bike repair stations.

How far does the 66th Street protected bike lane go?

The protected bike lane goes from Oliver Avenue S to 16th Avenue S. Once riders in the heart of Richfield, they can continue on 66th Street to the Minneapolis border. Riders can also connect to the Nokomis-Minnesota River Regional Trail. West of Penn Avenue, the north side has a mixed-use path that bicyclists may also use.

There are some nice "semi-public" gardens and sculptures in here but they feel hidden like they are just for the office buildings. Can can we make that feel more obvious and accessible?

Redevelopment of parking lot only