

To: Planning Commission  
City of Northfield

From: Erin Perdu  
Minneapolis

Project/File: Northfield Comprehensive Plan  
Date: March 18, 2024

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**Reference: Monthly Comprehensive Plan Update****Progress Check:**

The Vision phase of the planning process is wrapping up and we are continuing with analysis as well. Thank you for your feedback on the draft vision and guiding values. I will have a revised draft for you to review very soon, based on your comments and feedback from the public and Steering Committee. Our goal is to keep the vision and guiding values general, recognizing that more topic-based goals will be included within the plan chapters.

My staff and I had a meeting with Jake, Tracy, and Betsey to discuss land use analysis and our STEP approach (identifying areas to Strengthen, Transform, Enhance and Preserve). We continue to work on the other analysis topics shared with you last month and will have some more to share with you on that next month.

**Steering committee update:**

The steering committee met on February 28<sup>th</sup> to review and provide comments on the draft vision and guiding values. A lot of great input was received on the specific values, potential consolidations, and better wording. A copy of the notes from that meeting is attached. We are currently working on revising the vision and guiding values. We will also generate a list of ideas brought up by the steering committee that are better addressed as goals within the plan elements (housing, economic development, etc.), rather than in the guiding values.

**Engagement:**

The Vision phase engagement is wrapping up. Pop-ups and focused conversations were held with all of the following groups/locations:

- 2/22: Held a pop-up at The Key from 3pm-5pm. There were approximately 12-15 youth that showed up that day between middle school age (approx. 12/13 years of age) and just removed from high school (19-20 years). We collected 4 physical surveys.
- 2/23: Held a pop up at the Northfield Community Resource Center from 11:30am-3pm. Overall traffic was slow. We engaged with approximately 6-7 visitors and collected 2 physical surveys. Those that did not take a survey were given a postcard with the survey QR code.

We then visited Dawn's Corner Bar from 3:30-4pm. There were approximately 20-25 patrons, a mix of Northfield and Dundas residents and/or workers. We passed on survey postcards to a majority of the patrons (to those that accepted it. Those that refused did not live in Northfield.).

**Reference: Monthly Comprehensive Plan Update**

We concluded the day door-knocking in Viking Terrace with city staff, Claudia, from 4pm-5:30pm. Claudia did a majority of the speaking in Spanish. We met approximately 1 person every 5-6 doors where we encouraged them to take the survey via the QR code. For the doors that were not answered we left a postcard.

- Between both days we collected a total of 26 comments/surveys.
- We visited Laura Baker services on 3/15. It was a great meeting overall and we received a lot of great feedback. There were approximately 20 participants including two Laura Baker Services staff. 15 of the participants filled out physical surveys and we collected notes from the large group discussion we had using the final interview guide that was developed.
- We attempted to engage with parishioners at St. Dominic's church. St. Dominic's suggested we drop written materials rather than talk with the congregation. That drop off happened on March 17th.

**Upcoming Work:**

We continue to work on the Analysis phase which is running concurrently with the Vision phase. We will be producing topic-based analyses that will then flow into the chapters of the Comp Plan. More drafts to share with you in April!

Respectfully,

**STANTEC CONSULTING SERVICES INC.**



**Erin Perdu** AICP  
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Attachment: Steering Committee Meeting #2 Notes

**Steering Committee Meeting #2**

Project/File: Northfield Comprehensive Plan  
Date/Time: February 26 / 6:30pm  
Location: Northfield City Hall  
Attendees: Betsey Buckheit, Chair  
Tracy David Heisler, Vice Chair  
Jake Reilly, Community Development Director  
Erin Perdu, Stantec  
Rhonda Pownell, Mayor  
Davin Sokup, City Council  
Brian Nowak, Planning Commission  
Sean Allen  
William Estrella  
Rachel Estrella  
Aki Gupta  
Beth Kallestad  
Robert Morrison  
Patricia Owusu  
Lahna Tran  
Chao Truong  
Jasmine Carey, NEOO Partners (virtual)  
Lauren Walburg, Stantec (virtual)

Absentees: Tracy David Heisler, Vice Chair  
Crystal Mulvihill  
Juan Trinidad  
Tyler Westman

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**Introductions**

The meeting began with roundtable introductions from all attendees.

**Presentation**

Erin Perdu, Stantec, provided a presentation to the group covering highlights from community engagement to-date. Jasmine Carey, NEOO Partners, provided an update on recent, targeted engagement from the visioning phase. The presentation was geared towards linking the engagement results to the draft vision and guiding values.

The group commented that we should consider attending the Spanish-language service or social hour at St. Dominic's church to reach more of the Hispanic community. It was also suggested that Flaherty's would be a good place to reach people, aside from the bars already visited.

## **Review of Draft Vision and Guiding Values**

Erin led the group through a review of the draft vision and guiding values. The following feedback was provided by the group:

### Vision:

- General support expressed for the ideas communicated in the vision.
- Natural resources are not mentioned.
- The historic resources mentioned in the vision don't show up in the values.
- It is a somewhat weak statement; connecting to the branding initiative could help with this.
- Should mention the arts community / creative people here.
- Too many words overall.
- Should frame the first part as the foundation upon which we build the rest; as it is the last sentence feels separate from the rest.
- Emphasize welcoming.
- The city is working toward creating limitless opportunities.
- Beware of words like "everyone" – we want to be aspirational yet realistic.
- Many specific changes to words were suggested.

### Guiding Values

- Too many values – some can be consolidated.
- We refer to DEI too many times – it can be perceived as political and maybe alienating to some people. Suggestions were provided for alternate wording and potential consolidations. The guiding values should point us toward the work which will make Northfield more inclusive and equitable.
- No mention of preserving / protecting natural resources along with environmental sustainability. Also, the environmental sustainability value should connect to a sustainable development pattern.
- The connections/social sustainability value is repetitive with regard to the "needs for housing"
- Some of the titles don't indicate "values", like identity and housing...consider words like "preservation" or "affordability" instead.
- Think about including things from the branding initiative in the vision and/or guiding values, including "creativity".
- Consider making the housing GV simpler: everyone who want to live here can.
- Recreation is missing, although this was heavily mentioned in the engagement results.
- General quality of life is missing, and should be protected.
- Make sure references to historic resources include not just the downtown, but historic neighborhoods as well.
- Equity and inclusion values could be combined.
- Mention jobs, particularly for new graduates
- List values alphabetically to avoid the appearance of ranking.
- Edit so that the length of each is approximately the same.

### Next Steps

Stantec will provide a revised vision and set of guiding values for the group's review, and will continue to work on the analysis tasks of the process.

The meeting ended at approximately 8:02 pm.

Respectfully,

**STANTEC CONSULTING SERVICES INC.**

A handwritten signature in black ink, appearing to read "Erin Perdu". The signature is fluid and cursive, with the first name "Erin" and last name "Perdu" clearly distinguishable.

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