



Brookdale Ford and Brookdale Square Sites – Redevelopment Opportunities



Workshop #4 – May 1, 2019
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Opportunity Site

Opportunity Site Study Area - approx. 80 acres – lying north of Bass Lake Road, east of Shingle Creek Parkway, south of Summit Drive and west of State Highway 100.

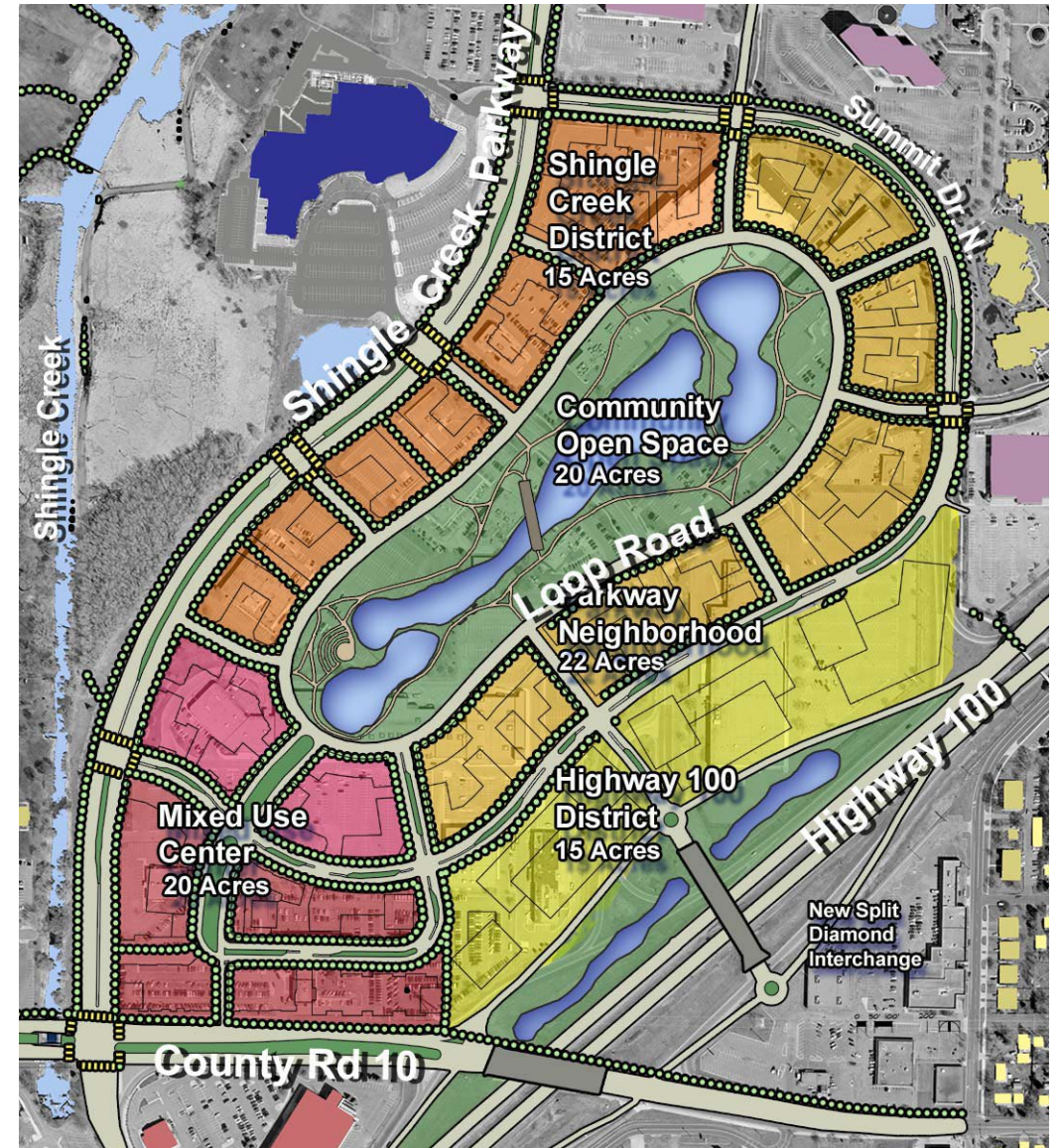


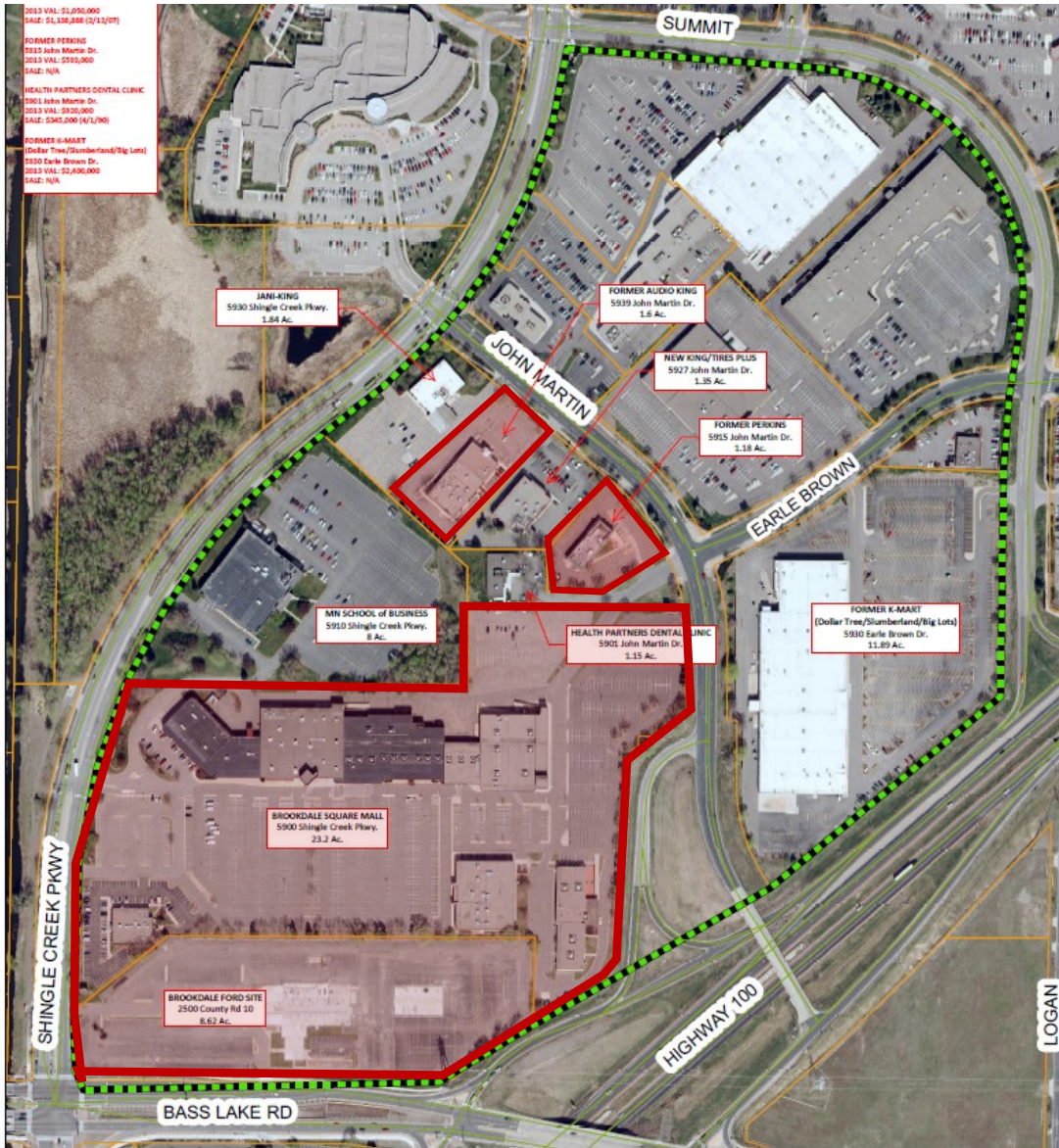
Opportunity Site Background

Early 2000's – "Calthorpe Plan" - The Study identified aging retail as a challenge for the community and introduced the concept of a mixed use, walkable, town center as a vision for the area

2006 Master Plan – The Plan continued to support the vision of the area as an opportunity for a cohesive mixed use neighborhood and city center

2008 – City adopts 2030 Comprehensive Plan





Opportunity Site

- EDA has acquired approximately 35 acres of the Opportunity Site since 2008
- In April 2018, the City entered into a Preliminary Development Agreement with Alatus to master plan and develop the site
- Since April 2018:
 - Environmental and geotechnical analysis
 - Market analysis
 - Phase I fit plan
 - Land use and transportation framework scenarios

2040 Comprehensive Plan

- April 2019 - 2040 Comprehensive Plan – Future Land Use designation of Opportunity Site – Transit Oriented Development (TOD) and Commercial Mixed Use



Land Use Designations	
2040 Planned Land Use	
 LDR (3.01-5 DU/Ac.)	 C-MU (10.01-25 DU/Ac.)
 MDR (5.01-15 DU/Ac.)	 B-MU
 HDR (15.01-31 DU/Ac.)	 Industrial/Utility
 C	 Airport
 TOD (31.01-130 DU/Ac.)	 PSP/Institutional
 N-MU (15.01-31 DU/Ac.)	 Parks, Recreation, Open Space
	 ROW
	 RR ROW
	 Brooklyn Blvd Overlay District

What is TOD?

TOD, or transit-oriented development, means integrated urban places designed to bring people, activities, buildings, and public space together, with easy walking and cycling connection between them and near-excellent transit service to the rest of the city. It means inclusive access for all to local and citywide opportunities and resources by the most efficient and healthful combination of mobility modes, at the lowest financial and environmental cost, and with the highest resilience to disruptive events. Inclusive TOD is a necessary foundation for long-term sustainability, equity, shared prosperity, and civil peace in cities.

- Institute for Transportation
& Development Policy

WALK

DEVELOPING NEIGHBORHOODS THAT PROMOTE WALKING

OBJECTIVE A. The pedestrian realm is safe, complete, and accessible to all.
OBJECTIVE B. The pedestrian realm is active and vibrant.
OBJECTIVE C. The pedestrian realm is temperate and comfortable.

CYCLE

PRIORITIZE NONMOTORIZED TRANSPORT NETWORKS

OBJECTIVE A. The cycling network is safe and complete.
OBJECTIVE B. Cycle parking and storage is ample and secure.

CONNECT

CREATE DENSE NETWORKS OF STREETS AND PATHS

OBJECTIVE A. Walking and cycling routes are short, direct, and varied.
OBJECTIVE B. Walking and cycling routes are shorter than motor vehicle routes.

TRANSIT

LOCATE DEVELOPMENT NEAR HIGH-QUALITY PUBLIC TRANSPORT

OBJECTIVE A. High-quality transit is accessible by foot. (TOD Requirement)

MIX

PLAN FOR MIXED USES, INCOME, AND DEMOGRAPHICS

OBJECTIVE A. Opportunities and services are within a short walking distance of where people live and work, and the public space is activated over extended hours.
OBJECTIVE B. Diverse demographics and income ranges are included among local residents.

DENSIFY

OPTIMIZE DENSITY AND MATCH TRANSIT CAPACITY

OBJECTIVE A. High residential and job densities support high-quality transit, local services, and public space activity.

COMPACT

CREATE REGIONS WITH SHORT TRANSIT COMMUTES

OBJECTIVE A. The development is in, or next to, an existing urban area.
OBJECTIVE B. Traveling through the city is convenient.

SHIFT

INCREASE MOBILITY BY REGULATING PARKING AND ROAD USE

OBJECTIVE A. The land occupied by motor vehicle is minimized.



Development Master Plan

- City has engaged consultant team to update 2006 master Plan and complete implementation plan
 - Existing Conditions and Market Feasibility
 - Master Development and Land Use Plan Concepts
 - Infrastructure Assessment and Cost Estimates
 - Development Implementation Framework



City's Vision for the Site

- An inviting, attractive, walkable, mixed use and vibrant downtown which:
 - Provides for a variety of housing types to assist with diversifying the City's housing stock;
 - Has places for people to gather together and recreate;
 - Allows local businesses to thrive; and
 - Benefits existing and future residents.



More Ways to Engage...



- Update Zoning Code
- Opportunity Site Master Plan
- Site-Specific Development Plans
 - Former Sears site
 - 57th and Logan
- Brooklyn Boulevard Land Use and Redevelopment Framework

Visit: www.BecomingBrooklynCenter.com

