



# **ALATUS:** **BROOKDALE FORD/BROOKDALE SQUARE SITE**

## Corridor Development Initiative *Summary Report and Final Recommendations*

---

Sponsored by:  
City of Brooklyn Center  
Alatus, LLC

Submitted by: Gretchen Nicholls, Twin Cities LISC  
June 2019





## INTRODUCTION

Alatus LLC in partnership with the City of Brooklyn Center enlisted Twin Cities LISC's Corridor Development Initiative (CDI) to facilitate a series of community workshops from March to May, 2019 to identify development guidelines for the Brookdale Ford/Brookdale Square redevelopment site. The development guidelines were presented to the Brooklyn Center City Council on June 10, 2019 for their consideration.

The Corridor Development Initiative offers an opportunity for the community to help guide future development rather than simply react to specific development proposals. Alatus and the City of Brooklyn Center identified the CDI process as a way to engage residents and local businesses to identify what would benefit the community. With the potential of new investment, what would the community like to see happen?

## COMMUNITY RECOMMENDATIONS

Four guiding principles emerged from the community workshops that reinforce a sense of community pride in Brooklyn Center:

- Embrace the growing diversity of the community
- Produce places that bring the community together
- Create a vibrant and distinctive destination for the community and the region
- Consider sustainability in the design of the development (Emergy)

These principles must be incorporated into strategies for economic vitality, housing, and public spaces and connections. (See Attachment A: Development Guidelines for details on these three investment areas.)





## OVERVIEW: BROOKDALE FORD/BROOKDALE SQUARE SITE

The former Brookdale Ford and Brookdale Square sites at Bass Lake Road and Shingle Creek are two key properties within a larger 81-acre area known as the Opportunity Site. This area has long been a key opportunity for the City of Brooklyn Center. The size of the site, central location, and easy freeway and trail access offers great potential in two important ways:

- 1.) To create a downtown center and signature destination that offers green space, is well maintained, and has appropriate amenities that will drive our future economic growth, and
- 2.) Serves the entire community that calls Brooklyn Center home, which is diverse, evolving, and entrepreneurial.

Previous studies and assessments (2002 Calthorpe Study, 2006 Damon Farber Associates' Master Plan, and the 2030 Comprehensive Plan Update) all point to the great potential of the site as a mixed use, walkable town center. Yet the vision has not been realized due to the fiscal challenges of site assembly and struggling market conditions during the Great Recession. In response, the City of Brooklyn Center's Economic Development Authority (EDA) began proactively acquiring property within the Opportunity Site in 2008. This includes the former Brookdale Ford site and former Brookdale Square site, as well as two other smaller parcels. In total the EDA has acquired approximately 35 acres of the total redevelopment area. In April 2018 the EDA entered into an agreement with Alatus, LLC to master develop the site.

As master developer for the Brookdale sites, Alatus is committed to building elements that will benefit the community. To achieve that goal they have partnered with the City of Brooklyn Center and LISC's Corridor Development Initiative to listen to and engage the community through a series of public workshops. These recommendations will inform Alatus and the City of Brooklyn Center as they refine their concepts for the site. The input gathered will also inform other development sites throughout the City of Brooklyn Center as they unfold.

In addition, the City is working with consultants Bolton & Menk, Cunningham Group, and KimbleCo to update the 2006 Master Plan and complete an implementation strategy in cooperation with Alatus.



## DESCRIPTION OF THE REDEVELOPMENT SITE:

The larger Opportunity Site Study Area - approx. 81 acres – is located north of Bass Lake Road, east of Shingle Creek Parkway, south of Summit Drive and west of State Highway 100. Within the larger site lies the 35 acre city-owned redevelopment site, currently assigned to Alatus LLC who will serve as Master Developer, bordered by Shingle Creek Parkway, Bass Lake Road, and John Martin Drive. The City’s vision for the site is to be an inviting, attractive, walkable, mixed use and vibrant downtown which:

- Provides for a variety of housing types to assist with the diversifying the City’s housing stock,
- Produces places for people to gather together and recreate,
- Leverages nearby amenities,
- Allows local businesses to thrive, and
- Benefits existing and future residents

Alatus is excited about the potential of the redevelopment site, and intends to make it a distinctive and loved location. With multiple job opportunities in the area, new housing options will allow people to live near their jobs. Who would have imagined that Topgolf would be the success that it is? But it would benefit from a walkable area that is connected and vibrant. Housing will likely be the driver of the development, and will include smaller retail spaces for local businesses – a great way to support emerging entrepreneurs from the community’s diverse cultural backgrounds. Alatus is working closely with the City, Hennepin County, Three Rivers Park, Metro Transit, MnDOT, and the Metropolitan Council to deliver on what the community wants. Their objective is to leave a legacy for the community.





## DEMOGRAPHIC UPDATE: WHO IS BROOKLYN CENTER TODAY?

Highlights of current Brooklyn Center demographic, economic, and housing stats include:

- Nearly 60% of Brooklyn Center residents are people of color or non-white
- Unlike the broader metro region, which is aging, Brooklyn Center's population grew younger between 2000 and 2010 (Median age is 32.8), and 40% of the households have children
- Brooklyn Center's median household income was \$44,855 in 2015
- Brooklyn Center residents use transit at higher rates, and over 19% of residents are below the poverty level (\$24,563 for a family of four in 2016)
- 21% of residents were born outside of the United States (highest percentage of foreign born residents in the Metro Area)
- Of the 11,603 housing units in Brooklyn Center, 37% are rental units (single family and multifamily residential)
- 71% of housing units are single-family, and 29% are multifamily (most of which was constructed in the 60s and 70s)
- 2019 median home values for Brooklyn Center are \$198,000
- Average monthly rent in Brooklyn Center is \$981 (2017)
- 93% of housing units are considered affordable, largely due to their age and condition. Only 5% of housing is publicly subsidized for long-term affordability
- Housing stock is fairly homogenous which results in lack of choice (e.g. most are less than 1,500 SF)
- The Metropolitan Council projects a demand of 2,258 new housing units in Brooklyn Center by 2040.

The **Corridor Development Initiative** pulls citizens out of the reactionary role that they play in community development decisions, and into a proactive role where they play an active part in directing development for their community. It models a new way to engage cities and communities by raising the level of dialogue around redevelopment issues, and setting the stage for future development.

## OVERVIEW OF THE CORRIDOR DEVELOPMENT INITIATIVE PROCESS:

The Corridor Development Initiative consisted of four community workshops held at the Brookdale Library. Over 150 community members attended the workshops, aimed at gathering input on community values and concerns, and assessing likely development scenarios that could meet those values. Attendance increased over the four sessions, due to a continued push by city staff and officials to recruit broad participation from the diverse community. The process involved a technical team composed of Alatus staff,

a facilitator, designers, and city staff to inform and support participants as they explored ideas. Participants considered a range of development options for the 35 acre site, and identified ways that redevelopment could enhance the area for future and current residents and businesses. The purpose of the CDI process is to identify guidelines or objectives for redevelopment that will advance community goals and respond to market forces.

## ALATUS/BROOKLYN CENTER CDI ADVISORY GROUP

An advisory group provided guidance for the CDI process, forming outreach strategies, and supporting the design and content of the community workshops. Thank you to the Advisory Group members, who contributed greatly to the processes' success:

### ***Advisory Group Members:***

- Mark Allen, Allen Property
- Andrew Dresdner, Cuningham Group
- Haila Maze, Bolton-Menk
- Ashley Bisner, Alatus
- Barbara Raye, CDI facilitator
- Gretchen Nicholls, CDI coordinator

### ***City representatives:***

- Meg Beekman, Community Development Director
- Reggie Edwards, Deputy City Manager
- Ginny McIntosh, City Planning and Zoning Administrator
- Brett Angell, Business and Workforce Development
- Angel Smith, Communications and Community Engagement Manager





It was recognized through the CDI process that more was needed to provide better outreach to communities of color. Organizations such as African Career and Education Resources (ACER), CAPI USA, Organization of Liberians in Minnesota (OLM) and the Liberian Business Association in the Diaspora would be valuable partners for that work. However, more work was needed in advance to establish meaningful relationships with those critical partners.

Upon reflection, it would have been preferable to initiate relationships with key community partners in advance, giving them the ability to co-create, inform, design, and shape the engagement process. Some suggestions for improving in this area would be:

- Work with key community partners in the initial stages to help shape the engagement process.
- Clearly define roles and responsibilities through a memorandum of agreement, to create mutual accountability.
- Recognize the resources and capacities required for effective community outreach, which may result in the City providing financial supports (e.g. grants or fee-for-service agreements) to community partners. For example, an outreach agreement with Stella Sola resulted in translation services and higher participation from members of the Latino community.

Strategic community outreach is needed to ensure that diverse stakeholders are able to participate. Building on existing social networks (e.g. churches, associations, etc.) and trusted community partners is a key way to mobilize people to participate. Face to face relationships go much further than press releases. Finally, people are more willing to show up if they know their input will matter.



## MARK YOUR CALENDARS!

**We encourage you to attend all four events**

### **Workshop I: Gather Information**

Wednesday, March 20, 2019; 6:30- 8:30 pm

### **Workshop II: Development Opportunities – The Block Exercise**

Wednesday, April 3, 2019; 6:30- 8:30 pm

### **Workshop III: Developer Discussion**

Wednesday, April 17, 2019; 6:30- 8:30 pm

### **Workshop IV: Framing Recommendations**

Wednesday, May 1, 2019; 6:30- 8:30 pm

~ A light meal will be provided at each workshop ~

All meetings held at:

### **BROOKDALE LIBRARY**

6125 Shingle Creek Pkwy, Brooklyn Center, MN 55430

### **All events are free and open to the public**

For more information, contact:

Ashley Bisner, Alatus Development Analyst/Associate at (612) 455-0706 or [albisner@alatusllc.com](mailto:albisner@alatusllc.com)  
 Meg Beekman, City of Brooklyn Center at 763-569-3305 or [mbeekman@ci.brooklyn-center.mn.us](mailto:mbeekman@ci.brooklyn-center.mn.us)  
 Gretchen Nicholls, Twin Cities LISC at (651)265-2280 or [gnicholls@lisc.org](mailto:gnicholls@lisc.org)

**[www.ci.brooklyn-center.mn.us](http://www.ci.brooklyn-center.mn.us)**

**[http://bit.ly/LISC\\_CDI](http://bit.ly/LISC_CDI)**

The City of Brooklyn Center has partnered with developer Alatus to redevelop the old Brookdale Ford and Brookdale Square site at Bass Lake Road and Shingle Creek Parkway. You are invited to an exciting conversation to help guide the redevelopment. How can this investment benefit the community? Come explore what's possible for this important opportunity.

*Childcare will be provided by request only. Please RSVP to Gretchen Nicholls at 651-265-2280 one week in advance of each workshop if you would like to request childcare.*

*The Corridor Development Initiative is a program of Twin Cities LISC*



*Above: Save the Date postcard that was mailed to residents.*

## COMMUNITY OUTREACH

A variety of methods were used to notify the community about the Alatus/Brooklyn Center CDI community workshops. Information about the community workshops was distributed through:

- Postcard mailings
- Fliers, posters, and email notices
- Facebook and other social media outlets
- The City of Brooklyn Center web site
- Individual outreach/word of mouth
- Outreach to civic and community organizations

Child care and translation services were available upon request to limit obstacles for participation. Food and beverages were also provided. All participants that signed in for any of the workshops were notified in advance about upcoming sessions by email.

City staff did extensive outreach to recruit participation, and Alatus staff also reached out to their networks to encourage people to attend.



## CDI TECHNICAL TEAM

The LISC CDI technical team supported Alatus staff for the four community workshops. The CDI team includes:

- **Barbara Raye**, Center for Policy Planning and Performance (facilitator and evaluator)
- **Katie Thering**, (block exercise advisor)
- **Miranda Walker**, Aeon (financial analysis for the block exercise)
- **Gretchen Nicholls**, Twin Cities LISC (CDI Coordinator)

Alatus staff led the block exercise (workshop 2), providing table facilitation.

The series of CDI community workshops were held at the Brookdale Library. They included:

---

### WORKSHOP I: GATHERING INFORMATION

*Wednesday, March 20, 2019*

---

Presentations were provided by:

- **Meg Beekman** (City of Brooklyn Center) to provide an overview of the site,
- **Bob Lux** (Alatus) to share their development expertise and examples of previous projects, and
- **Andrew Dresdner** (Cunningham Group) to orient participants on how to think about site planning.

Participants were asked to respond to four questions:

***1.) What makes the Brookdale Ford/Brookdale Square site interesting or unique?***

**Themes:** Regional access and central location, local amenities and adjacent uses such as parks and Shingle Creek, the potential of the site given its scale and acreage, the significance of the site for the city's economic development future, the opportunity to create new housing, and the diversity of the community which includes lots of youth and young families.

***2.) What could be accomplished through development that would improve or enhance the area for the whole community?***

**Themes:** Economic benefits such as jobs with living wages, small business incubators, gathering places and a new downtown for Brooklyn Center, quality housing (market rate, seniors, rental and ownership), bring in more residents and pride in the community, strengthen connections with trails and adjacent areas, and provide unique destinations.

***3.) What concerns for the area do you have as future development occurs?***

**Themes:** How schools will be impacted, parking and traffic flow, safety and reducing crime, that the city won't be "forward thinking enough", the development process will be slow and piece-meal, environmental concerns, encouraged more economical and sustainable development, lack of diversity in design, and whether there is any further demand for multi-family market rate housing.

***4.) Are there specific types of uses that these sites could accommodate (e.g. housing, retail or commercial uses, public spaces, community destination, community pride, etc.)?***

**Themes:** Mixed-use commercial spaces with retail and entertainment options, quality housing, a city center, connectivity, restaurants, theater, regional destination entertainment, grocery store, a global market to support cultural businesses, a brewery/distillery, diverse types of housing including townhomes, and civic or public elements such as a "Centennial Lakes type" waterway, pedestrian retail areas, possible City Hall and public spaces, a community center, farmers market, and sports fields.

---

**WORKSHOP II: DEVELOPMENT OPPORTUNITIES - BLOCK EXERCISE**  
*Wednesday, April 3, 2019*

---

Participants worked at three tables to explore different development scenarios for parts of the larger site. The scenarios were presented to the large group, and everyone discussed what they learned through the exercise. Participants did a good job of identifying scenarios that were financially feasible.







---

### WORKSHOP III: PANEL DISCUSSION

*Wednesday, April 17, 2019*

---

Panelists include:

- **Bob Lux**, Alatus LLC
- **Lukas Van Sistine**, ESG
- **Michael Byrd**, WNC & Associates
- **Emma Kasiga**, African Development Center (ADC)
- **Edward Engler**, Upland Real Estate Group, Inc.

Panelists, representing a mix of expertise including development, design, finance, and small business assistance responded to questions from the community about what's possible for the opportunity site. Alatus wants to leave a legacy for the community and was grateful for the opportunity to hear what people would like to see. Housing will likely be the driver of the development, and will include smaller retail spaces (not big box retail). The goal is to make it a very walkable area with connections to trails and surrounding amenities. Interest was also expressed for a community or cultural center to serve as a resource for the community. Other ideas were around entertainment and local food (grocery stores and restaurants). Connecting jobs and housing given the number of employers in the area. Guarding against gentrification by supporting small local businesses and creating housing options for all incomes was another theme that came out of the discussion. Businesses will need customers, and more housing will increase economic vitality. For a full overview of the Panel Discussion, see attachment F.

---

### WORKSHOP IV: FRAMING RECOMMENDATIONS

*Wednesday, May 1, 2019*

---

Draft development guidelines were reviewed and edited by participants to reach consensus for the final recommendations (Attachment A).

## COMMUNITY PARTICIPATION

The four community workshops were well attended, with participation increasing over the course of the series. Participants were largely residents and business owners from the immediate and surrounding area. City officials, city staff, Alatus staff, and other project consultants also attended. Over 50% of attendees participated in 2 or more of the four workshops. A detailed list of attendees is provided in Attachment G.

Spanish translation services were provided for workshops 3 and 4, and Hmong translation services were available for workshop 4. The draft recommendations that were discussed at workshop 4 were available in Spanish and English.

## EVALUATION SUMMARY OF THE CDI PROCESS

The process had four-sessions with different formats to engage people in different ways. Feedback forms were provided at the end of each of the four sessions. Not all participants completed an evaluation form and not all those that did return a form answered all of the questions. A total of 83 evaluation forms were submitted over the 4-session series.

- A. Overall people were satisfied to very satisfied (26 responses satisfied and very satisfied; 1 response somewhat dissatisfied) with the overall project and felt that each session was either excellent or good in meeting its goals. The only area participants thought the process did not fully meet its goals was in “gaining information on the specific options developers were considering for the site” and “how to promote the vision of the city with developers. Each of these received two votes of “fair” but all other responses were “excellent” and “good.”

Fifty-four of 54 respondents indicated they would recommend the process to other cities. They also supported the final recommendations with a vote of 24 of 26 saying “yes” and 2 responses indicating some support or support with caveats.

- B. Questions were also asked to assess what participants saw as helpful/working well, and what could be improved.

***For things that worked well, people mentioned:***

- *Respectful process*
- *Open communication*
- *Engagement and input from community*
- *Small groups/table discussions*
- *Energy and creativeness*
- *Format*
- *Expertise of presenters*
- *Working together*
- *Good use and organization of time*
- *Including youth and Spanish interpreter*



***For things that could be improved, people mentioned:***

- Longer Q&A; more time
- Broader promotion and more people attending
- More people and more ideas
- More reality checks for some people
- Limit time for some people to speak
- Larger space (Note: The room for the first meeting was hot and crowded. A second space was opened during the second and subsequent sessions.)

C. People were also asked what they gained (if anything) from the process. They reported the following:

- *Better understanding of the grand process and future opportunities*
- *New information, ideas, understanding, relationships*
- *Ideas about possibilities*
- *Networking – neighboring relations*
- *Lots of opinion exist in what our community is and needs; many ideas*
- *Way more informed about the much work that goes into the relationship building between the developer and city residents and some of the many layers of this process*
- *Better understanding the development process*
- *A new outlook*
- *Understanding other people's points of view/Diversity of opinion*
- *Insight and understanding*
- *New information, a civic sense of pride, connection to developers who are in my area*
- *Input, ideas of what goes into planning and what may happen*

D. There was space on each form for additional comments. Sample comments included:

- Yeah! ☺, Terrific, great, thank you.
- When you “final report” things and if things get dropped from the list (due to ROI \$\$\$) please provide as much “here’s why” explanation as possible some go “oh yeah, that makes sense!”
- Thank you for creating this opportunity to be part of the process
- Great job! That was interesting – privilege to native speakers and the guide to speak.
- Great opportunity to be involved in the future of BC!
- Thanks to everyone who made it possible.
- Don’t mind the complaints about are we here to “edit” the document. Yes, we are, according to the community input. It’s not magic that builds buildings.
- Facilitation was good. Stayed on task and ended on time!
- The ideas within and group read out was great and very energizing.
- What I am hearing is we need affordable homes and a little better quality, appearance housing. Having upscale living next to midscale or lower income all mixed together is right on target.
- Good input, hope everyone is listening: entertainment housing mix all levels, destinations and community development opportunities, vision, dine-in options.
- Great panel. Glad you included EMMA/African Development Corp!
- The food was amazing

## CONCLUSION

The Corridor Development Initiative submits the attached Development Guideline recommendations to the Brooklyn Center Council and Planning Commission for your consideration regarding the Brookdale Ford/Brookdale Square redevelopment site, and other development sites throughout the City of Brooklyn Center as they unfold.

---

## ATTACHMENTS

- A. Alatus/Brooklyn Center CDI Development Guidelines
  - B. Map of the study area
  - C. Workshop I presentations (City of Brooklyn Center, Alatus, and Cuningham Group)
  - D. Small Group Discussion Notes (Workshop I)
  - E. Block Exercise Summary Sheets (Workshop II)
  - F. Panel Discussion Meeting Notes (Workshop III)
  - G. Attendance list for the Alatus/Brooklyn Center CDI workshops
  - H. Announcement/publicity flyer for the Alatus/Brooklyn Center CDI workshops
-

## ATTACHMENT A. ALATUS/BROOKLYN CENTER CDI DEVELOPMENT GUIDELINES



### ALATUS / BROOKLYN CENTER DEVELOPMENT GUIDELINES

Sponsored by:







## OVERVIEW

---

The former Brookdale Ford and Brookdale Square sites at Bass Lake Road and Shingle Creek are two key properties within a larger 81-acre area known as the Opportunity Site. This area has long been a key opportunity for the City of Brooklyn Center. The size of the site, central location, and easy freeway and trail access offers great potential in two important ways:

- 1.) To create a downtown center and signature destination that offers green space, is well maintained, and has appropriate amenities that will drive our future economic growth, and
- 2.) Serves the entire community that calls Brooklyn Center home, which is diverse, evolving, and entrepreneurial.

Previous studies and assessments (2002 Calthorpe Study, 2006 Damon Farber Associates' Master Plan, and the 2030 Comprehensive Plan Update) all point to the great potential of the site as a mixed use, walkable town center. Yet the vision has not been realized due to the fiscal challenges of site assembly and struggling market conditions during the Great Recession. In response, the City of Brooklyn Center's Economic Development Authority (EDA) began proactively acquiring property within the Opportunity Site in 2008. This includes the former Brookdale Ford site and former Brookdale Square site, as well as two other smaller parcels. In total the EDA has acquired approximately 35 acres of the total redevelopment area. In March 2018 the EDA entered into an agreement with Alatus, LLC to master develop the site.



*Above: Existing conditions on the Opportunity Site.*

As master developer for the Brookdale sites, Alatus is committed to building elements that will benefit the community. To achieve that goal they have partnered with the City of Brooklyn Center and LISC's Corridor Development Initiative to listen to and engage the community through a series of public workshops. These recommendations will inform Alatus and the City of Brooklyn Center as they refine their concepts for the site. The input gathered will also inform other development sites throughout the City of Brooklyn Center as they unfold.

In addition, the City is working with consultants Bolton & Menk, Cuninghame Group, and KimbleCo to update the 2006 Master Plan and complete an implementation strategy in cooperation with Alatus.





## *Demographic Update:* **WHO IS BROOKLYN CENTER TODAY?**

---

Highlights of current Brooklyn Center demographic, economic, and housing stats include:

- Nearly 60% of Brooklyn Center residents are people of color or non-white
- Unlike the broader metro region, which is aging, Brooklyn Center's population grew younger between 2000 and 2010 (Median age is 32.8), and 40% of the households have children
- Brooklyn Center's median household income was \$44,855 in 2015
- Brooklyn Center residents use transit at higher rates, and over 19% of residents are below the poverty level (\$24,563 for a family of four in 2016)
- 21% of residents were born outside of the United States (highest percentage of foreign born residents in the Metro Area)
- Of the 11,603 housing units in Brooklyn Center, 37% are rental units (single family and multifamily residential)
- 71% of housing units are single-family, and 29% are multifamily (most of which was constructed in the 60s and 70s)
- 2019 median home values for Brooklyn Center are \$198,000
- Average monthly rent in Brooklyn Center is \$981 (2017)
- 93% of housing units are considered affordable, largely due to their age and condition. Only 5% of housing is publicly subsidized for long-term affordability
- Housing stock is fairly homogenous which results in lack of choice (e.g. most are less than 1,500 SF)
- The Metropolitan Council projects a demand of 2,258 new housing units in Brooklyn Center by 2040.





## DESCRIPTION OF THE REDEVELOPMENT SITE:

The larger Opportunity Site Study Area – approx. 81 acres – is located north of Bass Lake Road, east of Shingle Creek Parkway, south of Summit Drive and west of State Highway 100. Within the larger site lies the 35 acre city-owned redevelopment site, currently assigned to Alatus LLC who will serve as Master Developer, bordered by Shingle Creek Parkway, Bass Lake Road, and John Martin Drive.

**The City’s vision for the site is to be an inviting, attractive, walkable, mixed use and vibrant downtown which:**

- **Provides for a variety of housing types to assist with the diversifying the City’s housing stock,**
- **Produces places for people to gather together and recreate,**
- **Leverages nearby amenities,**
- **Allows local businesses to thrive, and**
- **Benefits existing and future residents**

Alatus is excited about the potential of the redevelopment site, and intends to make it a distinctive and loved location. With multiple job opportunities in the area, new housing options will allow people to live near their jobs. Who would have imagined that Topgolf would be the success that it is? But it would benefit from a walkable area that is connected and vibrant. Housing will likely be the driver of the development, and will include smaller retail spaces for local businesses – a great way to support emerging entrepreneurs from the community’s diverse cultural backgrounds. Alatus is working closely with the City, Hennepin County, Three Rivers Park District, Metro Transit, MnDOT, and the Metropolitan Council to deliver on what the community wants. Their objective is to leave a legacy for the community.





## DEVELOPMENT GUIDELINE RECOMMENDATIONS

**Four guiding principles emerged from the community workshops that reinforce a sense of community pride in Brooklyn Center:**

- **Embrace the growing diversity of the community**
- **Produce places that bring the community together**
- **Create a vibrant and distinctive destination for the community and the region**
- **Consider sustainability in the design of the development (Emergy)**

*These principles are incorporated into these areas of investment:*

### I. Economic Vitality

- A. The growing diversity of the community is a strength that should be nurtured through culturally focused businesses and ethnic cuisine, retail, and services.
- B. Consider a co-working and/or business incubator space similar to the Midtown Global Market to support local entrepreneurs and small businesses.
- C. Prioritize spaces for local businesses over national retail chains.
- D. Build an entertainment district that enhances other surrounding uses, such as Topgolf entertainment complex (e.g. sports themed).
- E. Explore options for arts related spaces, such as theater, music, movies, dance, etc. (entertainment uses that will do well in the market or fill an existing gap).
- F. Prioritize businesses that provide living wage jobs.
- G. Thrift stores and reuse centers.
- H. Cooperative food stores or grocery stores.
- I. Create things for people to do (e.g. theaters, nightlife, restaurants, bowling, etc.).
- J. Consider a downtown main street (e.g. Excelsior and Grand in St. Louis Park).
- K. Consider a campus for health related businesses and services.
- L. Event center with lodging that is youth friendly/sports complex.
- M. Regional destination for entertainment.
- N. Consider a corporate campus or prestigious office space.
- O. Embrace a green footprint and green economy (e.g. solar, green energy)

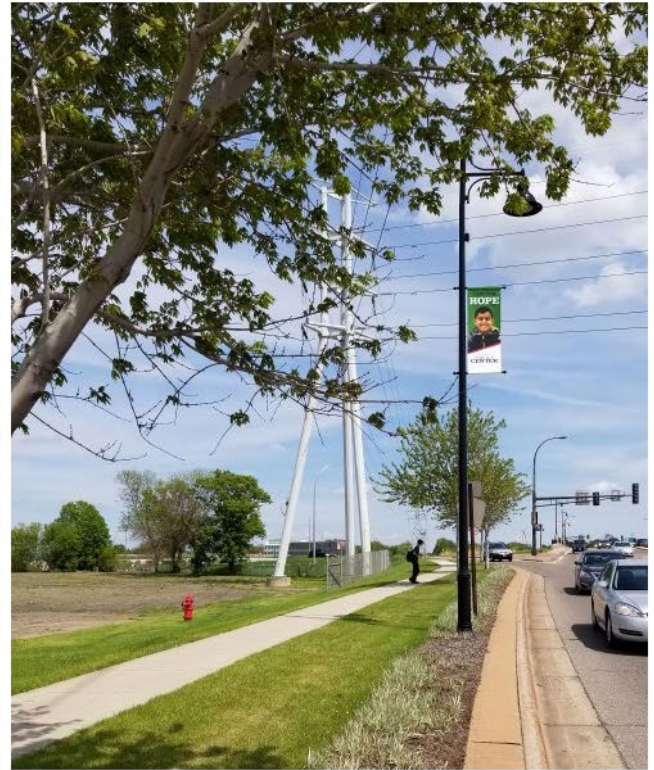


*Above: Existing land-uses near the Opportunity Site.*

## II. Housing

- A. Increase the opportunity for people to live and work in the area.
- B. Include housing options that support a range of household incomes and sizes, and are accessible
- C. Consider live/work space.
- D. Provide a mix of ownership and rental housing options.
- E. Include higher-end rental housing products geared to young urban professionals (potential to be future long term residents).
- F. Promote quality craftsmanship and design that enlists unique architectural styles and sustainable and recyclable materials.
- G. Consider affordable and market rate senior and accessible housing.
- H. Work to ensure well-managed and maintained multifamily housing.
- I. Consider townhomes or condominiums for affordable homeownership options.
- J. Greater housing density should be encouraged on the site
- K. Proactively address the concerns over gentrification by anticipating and planning to prevent it.
- L. Address housing for veterans and homeless.





*Above: Existing transit & landscaping near the Opportunity Site.*

### III. Public Spaces and Connections

- A. Consider spaces for youth and young families, such as community centers.
- B. Create a multicultural center that could be used for events, classes and training, celebrations, and other activities.
- C. Consider education-focused elements (i.e. trade schools, higher education, schools, daycares, etc.)
- D. A downtown center that serves as a center of gravity for the City of Brooklyn Center.
- E. Gathering places with outdoor seating, places for children and family reunions, open air market, and multi-purpose area.
- F. Connect trail systems to encourage multi-modal access (including pedestrians, bikes, mechanized vehicles, etc.) and create a flow to the district.
- G. Utilize landscaping and streetscape amenities to create stronger pedestrian and bike district.
- H. Civic center (e.g. recreation center, fun zone, skate-park, bowling alley, etc.).
- I. Improve transit areas to safer, pedestrian friendly, and desirable to use.
- J. Add green space, landscaping, or pocket parks to soften the built environment.
- K. Consider a hotel and indoor aquatic park for children and families.
- L. Create a botanical garden as a way of generating revenue for green space.
- M. A dog park.



FOR FURTHER INFORMATION, CONTACT:

**Meg Beekman**

City of Brooklyn Center

763-569-3305

[mbeekman@ci.brooklyn-center.mn.us](mailto:mbeekman@ci.brooklyn-center.mn.us)





## ATTACHMENT B. MAP OF THE STUDY AREA







## Brookdale Ford and Brookdale Square Sites – Redevelopment Opportunities



Workshop #1 - March 20, 2019  
Meg Beekman, Community Development Director



## Opportunity Site

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

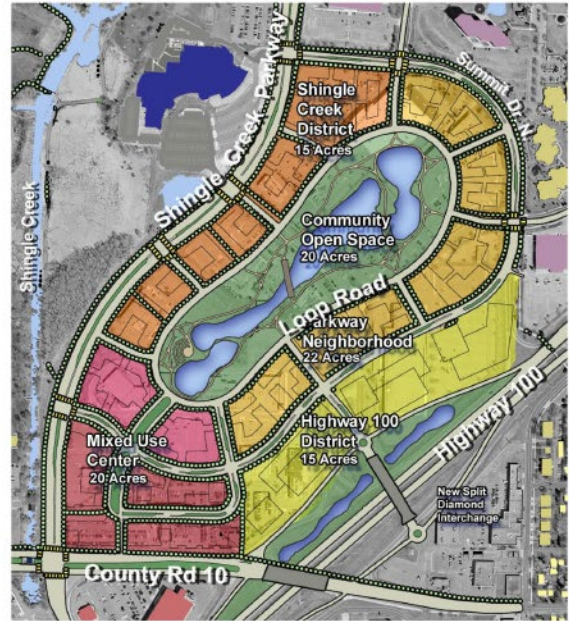




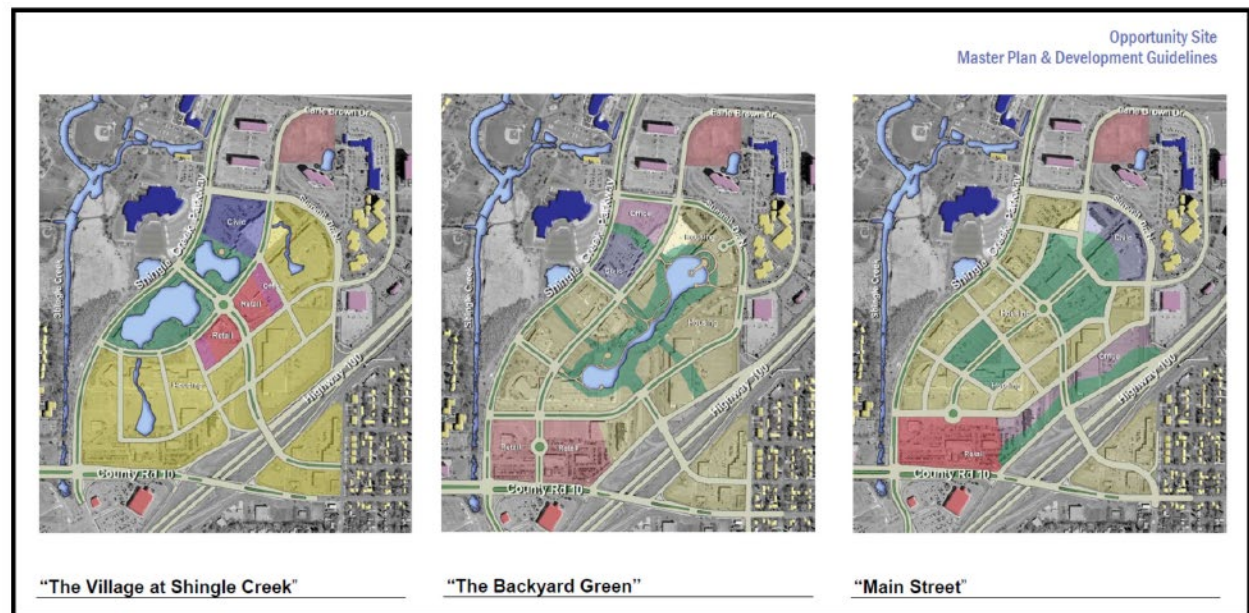
# Opportunity Site Background

Early 2000's – Met Council included this area in Regional Study – referred to as the “2002 Calthorpe Study” – 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 – City Commissioned Damon Farber Associates to prepare a master plan and a series of redevelopment concepts as well as design guidelines – The Plan continued to support the vision of the area as an opportunity for a cohesive mixed use neighborhood and city center



3



4



## Opportunity Site Background

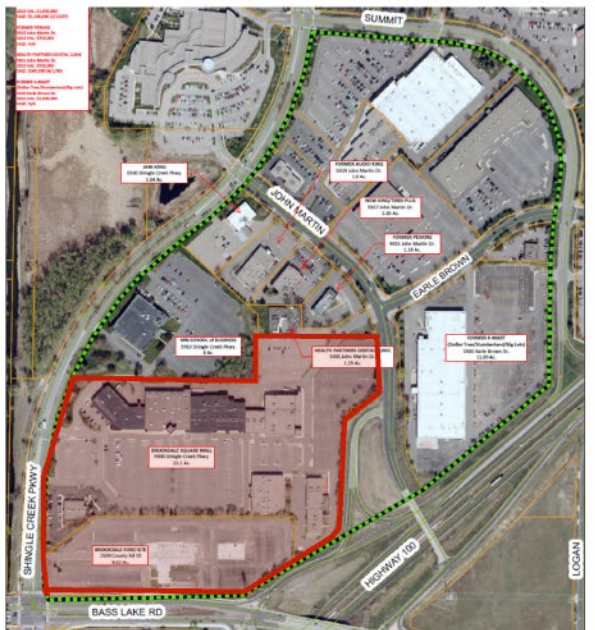
2007 – The 2030 Comprehensive Plan Update included Opportunity Site Master Plan and Development Guidelines; acknowledged the fiscal challenges of land assemblage and economic viability of implementing the plan given the current market conditions.

2008 - EDA acquires former 8.4 acre Brookdale Ford Site

2013 - EDA acquires 23.2 acre Brookdale Square site



5



## Opportunity Site

- EDA has acquired approximately 35 acres of the Opportunity Site since 2008
- Several development concepts have been considered but for various reasons none have moved forward
- In April 2018, the City received proposal from two developers for the site, and selected Alatus



6



# 2040 Comprehensive Plan

## 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

#### PROMOTING AUTOMOTORIZED 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 to all. (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

#### OPIMIZE DENSITY AND MATCH TRANSIT CAPACITY

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

### COMPACT

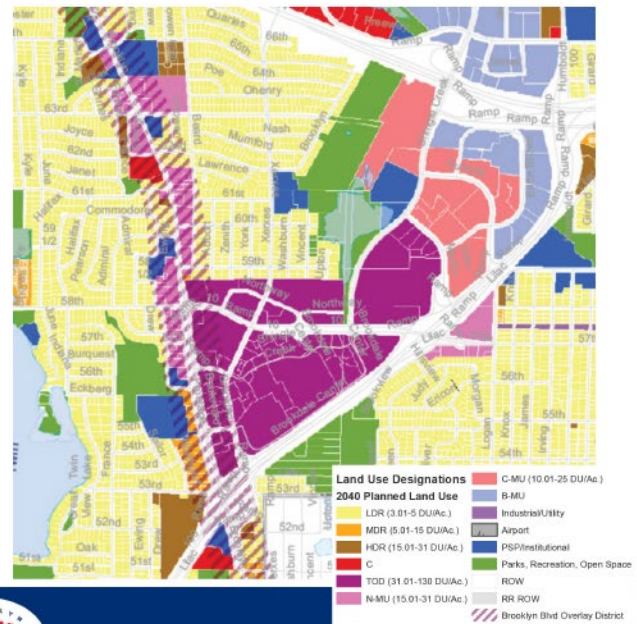
#### CREATE REGIONS WITH SHORT TRANSIT COMMUTES

**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.



7

## 2019 Master Plan and Implementation

- The City is working with Bolton & Menk and Cuninghame Group to update the 2006 Master Plan and complete an implementation strategy in cooperation with Alatus
- Work will also include:
  - Re-writing the City's zoning code: Accessible, functional, responsive
  - Create new mixed-use zoning districts that implement the newly created mixed use land use categories in the 2040 Comprehensive Plan
  - Create a Brooklyn Boulevard Overlay District: land use plan, regulatory framework, addresses transitions
  - Master development strategies for former Sears site and 57<sup>th</sup> and Logan site: development scenarios, market feasibility, and marketing materials



8

# Development Master Plan

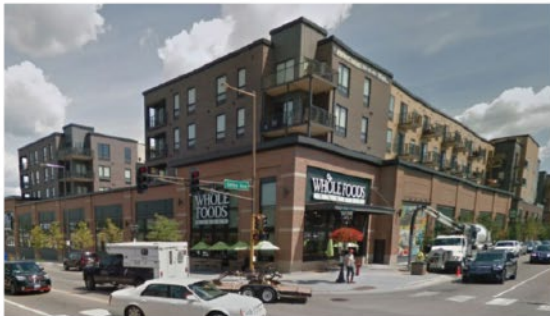
- Existing Conditions and Market Feasibility
  - Assess site conditions and market context
  - Feasible development types, with and without subsidy
- Master Development and Land Use Plan Concepts
  - Develop systems framework
  - Explore land use scenarios and identify preferred
- Infrastructure Assessment and Cost Estimates
  - Infrastructure needs to support development
  - High level cost estimates
  - Funding and phasing of improvements
- Development Implementation Framework
  - Action plan for City and partners
  - Will be coordinated with zoning update as needed



9

## City's Vision for the Site

- An inviting, attractive, mixed use and vibrant development which provides for a variety of housing types to assist with diversifying the City's housing stock



10





## ABOUT ALATUS

Numerous, award-winning, transformative urban and suburban projects.

Known for dedication to excellence - a leader in multi-family as well as mixed-use, commercial, and single-family residential real estate developments.

Our team of 20 professionals brings more than 30 years of real estate, design, construction, and management expertise.

Have proudly served clients and 60+ Twin Cities communities to date.



QUALITY



INTEGRITY



FORESIGHT

BROOKLYN CENTER MASTER PLAN

ABOUT ALATUS

CURRENT SITE

PROPOSED SITE

PRECEDENTS



## ALATUS TEAM



BROOKLYN CENTER MASTER PLAN

ABOUT ALATUS

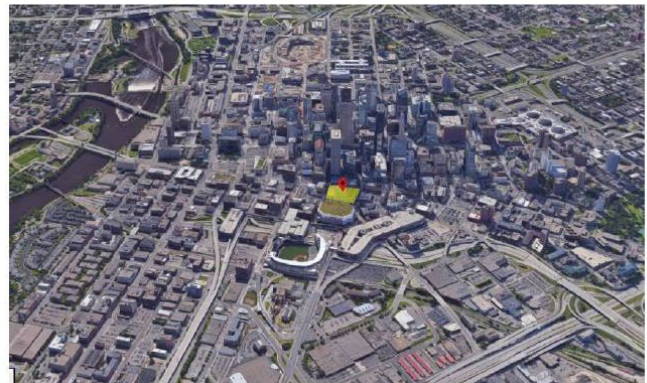
CURRENT SITE

PROPOSED SITE

PRECEDENTS

## PAST DEVELOPMENT – MAYO CLINIC SQUARE

- \$60 million TDC: mixed-use redevelopment (2015)
- Located in the heart of downtown Minneapolis entertainment district
- 245,000 sq. ft.: Office, medical, sports facilities, restaurant, retail, public parking



BROOKLYN CENTER MASTER PLAN

ABOUT ALATUS

CURRENT SITE

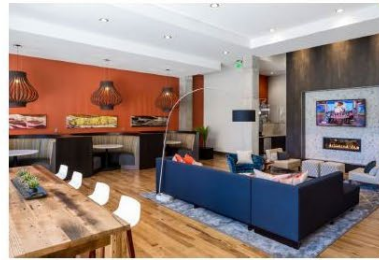
PROPOSED SITE

PRECEDENTS



## PAST DEVELOPMENT – LATITUDE 45 APARTMENTS

- \$72 million TDC: mixed-use residential (2015)
- Mill District, East Town Neighborhoods; Skyway-connected, blocks from Mississippi River and St. Anthony Falls
- 318 Luxury Apartments, 10,000 sq. ft ground floor retail



BROOKLYN CENTER MASTER PLAN

ABOUT ALATUS

CURRENT SITE

PROPOSED SITE

PRECEDENTS

## NOW LEASING – IRONWOOD APARTMENTS

- \$43 million TDC: mixed-use residential (opened January 2019)
- 182 Luxury Apartments, 4-Story structure adjacent to New Hope Village Golf Course
- Healthy-living community: VRF system, proximity to future LRT line extension



BROOKLYN CENTER MASTER PLAN

ABOUT ALATUS

CURRENT SITE

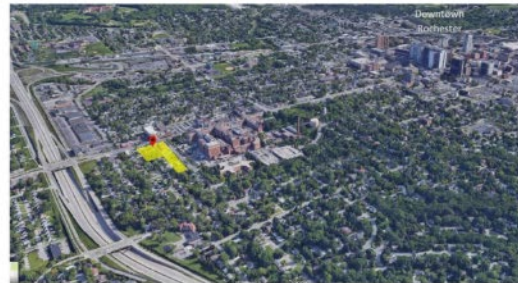
PROPOSED SITE

PRECEDENTS



## UNDER CONSTRUCTION – BERKMAN MIXED-USE, ROCHESTER

- \$125 million TDC: mixed-use residential (first deliveries Q1 2020)
- 14-story world-class tower - 350 Luxury Apartments (including 6 Townhomes), 24k sq ft retail/commercial
- Proximity to 2<sup>nd</sup> St Transit Corridor, St Marys Hospital, downtown Rochester



BROOKLYN CENTER MASTER PLAN

ABOUT ALATUS

CURRENT SITE

PROPOSED SITE

PRECEDENTS

## UNDER CONSTRUCTION – PARKSIDE AT HUMBOLDT GREENWAY

- 65 Single-Family Home sites in North Minneapolis
- Historic Lind-Bohanan and Shingle Creek neighborhoods, walking distance to Grand Rounds National Scenic Byway system
- Phase III complete in 2019. Semi-Custom new homes - prices starting at \$299,900+



BROOKLYN CENTER MASTER PLAN

ABOUT ALATUS

CURRENT SITE

PROPOSED SITE

PRECEDENTS



## PIPELINE – 12<sup>TH</sup> ST TOWER

- ~\$150+ million TDC: mixed-use residential (in design development)
- Downtown West / Convention Center and East Town Neighborhoods, skyway connected
- 360 Apartment homes, street-level commercial office and retail spaces



\*Conceptual, subject to change

BROOKLYN CENTER MASTER PLAN

ABOUT ALATUS

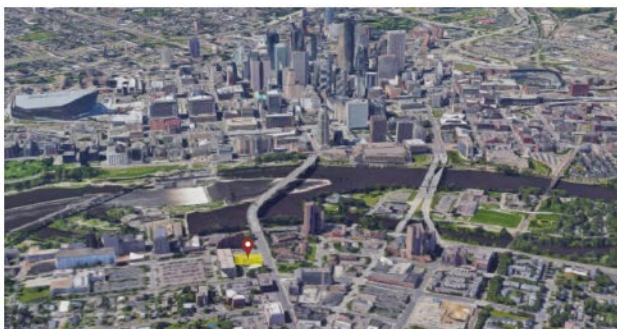
CURRENT SITE

PROPOSED SITE

PRECEDENTS

## PIPELINE – ALIA

- ~\$213+ million TDC: mixed-use 40-story point tower (in design development)
- Historic St Anthony Falls neighborhood
- 212 luxury condominiums, ground floor retail and restaurant to activate vibrant streetscape



\*Conceptual, subject to change

BROOKLYN CENTER MASTER PLAN

ABOUT ALATUS

CURRENT SITE

PROPOSED SITE

PRECEDENTS



## PIPELINE – ARDEN HILLS MASTER PLAN

- 427-Acre Master Planned Community 15 min from downtown Mpls & St Paul
  - 120 Acres: Single Family Housing
  - 45 Acres: Town Center (Mix of Housing, Retail, Entertainment, Civic uses)
  - 97 Acres: Commercial Mixed-Use (Office, Retail, Flex)
  - 40 Acres: Corporate Campus
  - 70 Acres: Green Spaces, Parks, Trails
- Est \$700 Million+ Value at Completion



BROOKLYN CENTER MASTER PLAN

ABOUT ALATUS

CURRENT SITE

PROPOSED SITE

PRECEDENTS

## CURRENT SITE – BROOKLYN CENTER



BROOKLYN CENTER MASTER PLAN

ABOUT ALATUS

CURRENT SITE

PROPOSED SITE

PRECEDENTS



PROPOSED SITE CONCEPT – BROOKLYN CENTER



\*Conceptual, subject to change

PRECEDENTS – MULTI FAMILY





PRECEDENTS – MULTI FAMILY



BROOKLYN CENTER MASTER PLAN      ABOUT ALATUS      CURRENT SITE      PROPOSED SITE      PRECEDENTS

PRECEDENTS – MULTI FAMILY



BROOKLYN CENTER MASTER PLAN      ABOUT ALATUS      CURRENT SITE      PROPOSED SITE      PRECEDENTS



## PRECEDENTS - COMMERCIAL



BROOKLYN CENTER MASTER PLAN

ABOUT ALATUS

CURRENT SITE

PROPOSED SITE

PRECEDENTS

## PRECEDENTS - COMMERCIAL



BROOKLYN CENTER MASTER PLAN

ABOUT ALATUS

CURRENT SITE

PROPOSED SITE

PRECEDENTS



## PRECEDENTS - COMMERCIAL



BROOKLYN CENTER MASTER PLAN

ABOUT ALATUS

CURRENT SITE

PROPOSED SITE

PRECEDENTS

## PRECEDENTS – GREEN SPACE AND PARKS



BROOKLYN CENTER MASTER PLAN

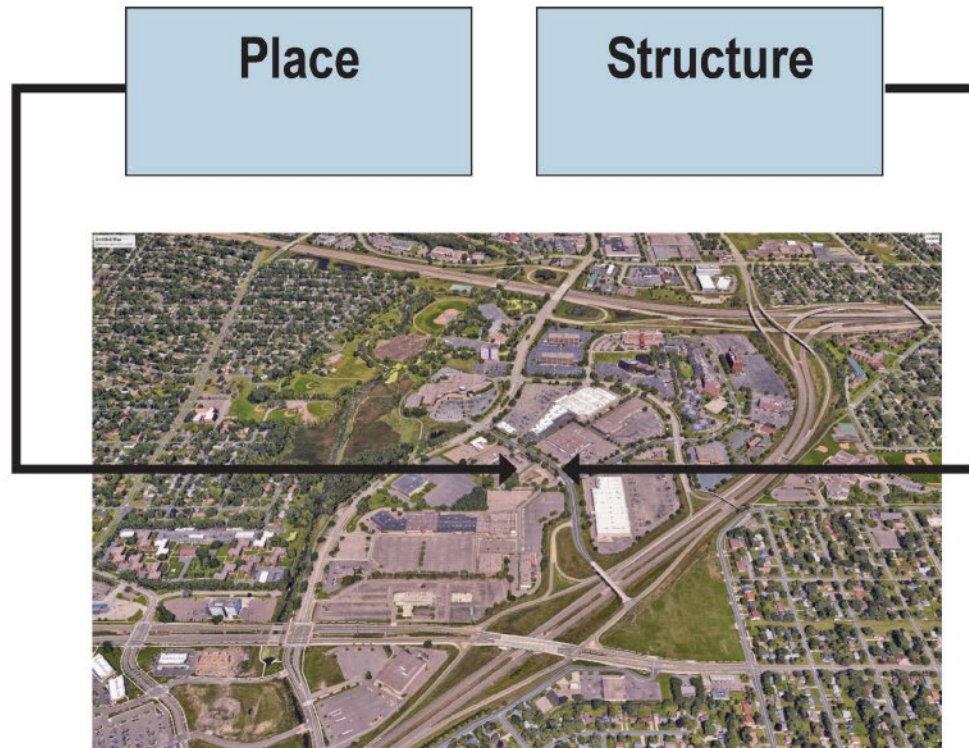
ABOUT ALATUS

CURRENT SITE

PROPOSED SITE

PRECEDENTS



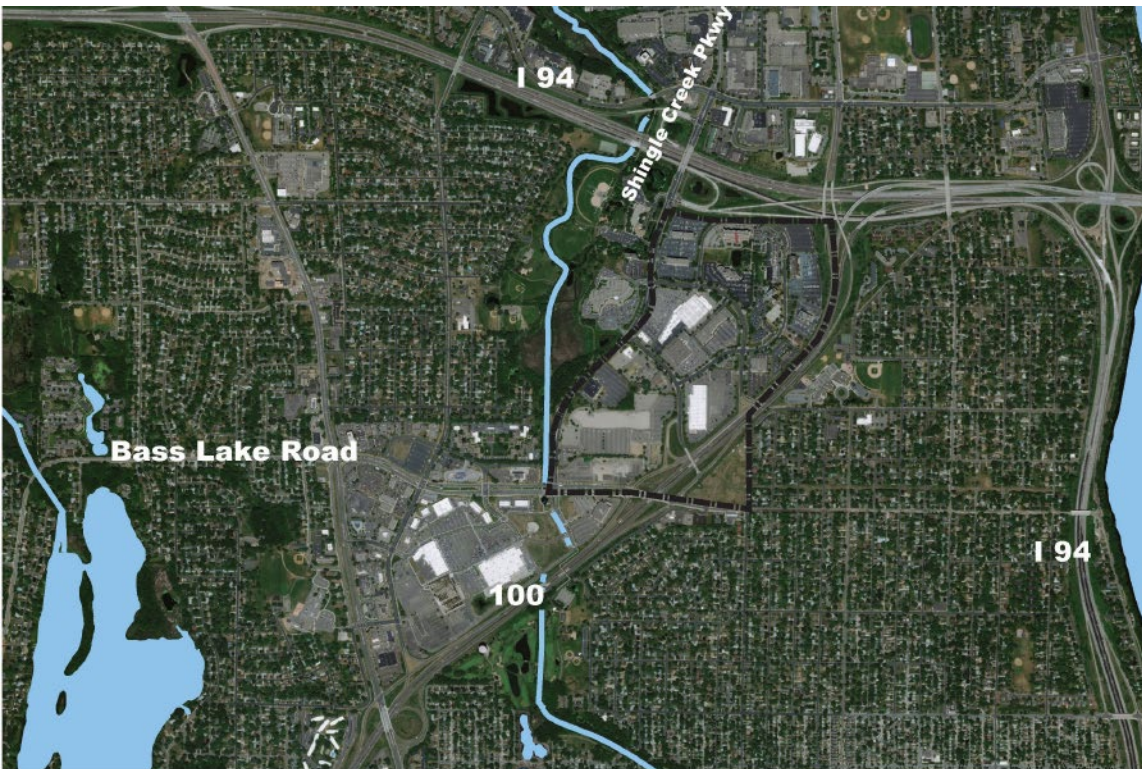


1953



Today

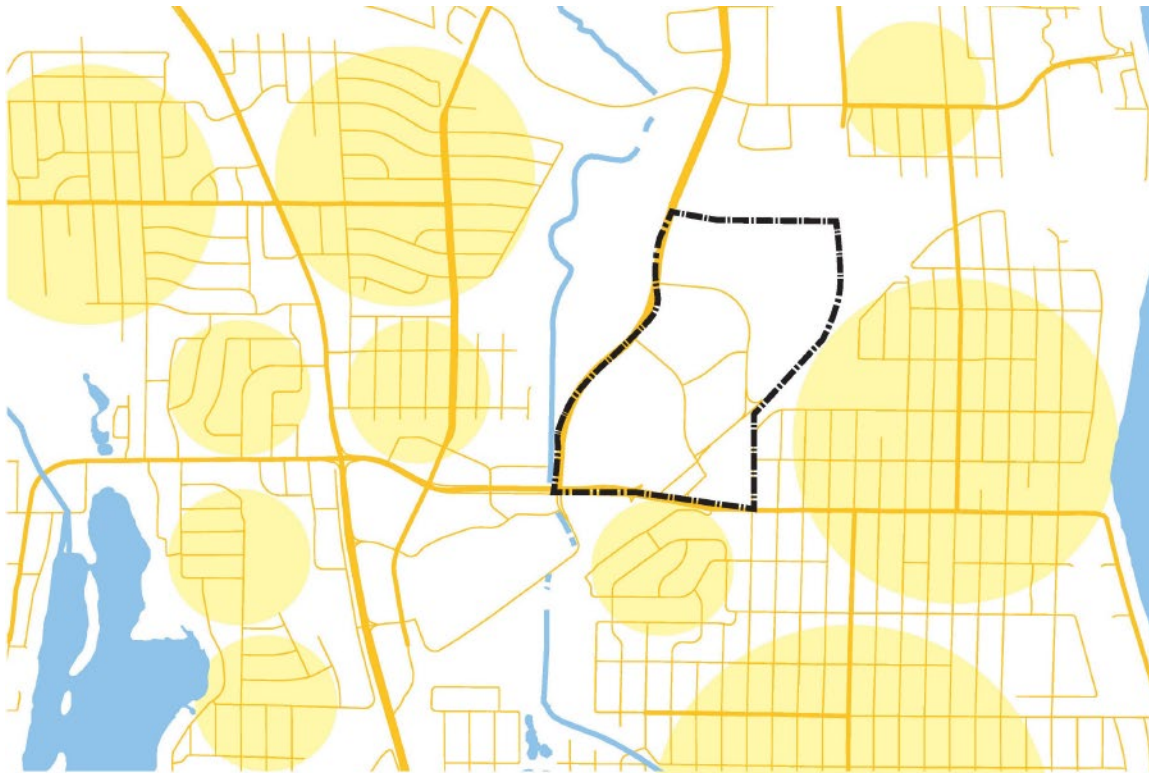




Overall



Roads  
(all)



**Local  
Roads**



**Highways**

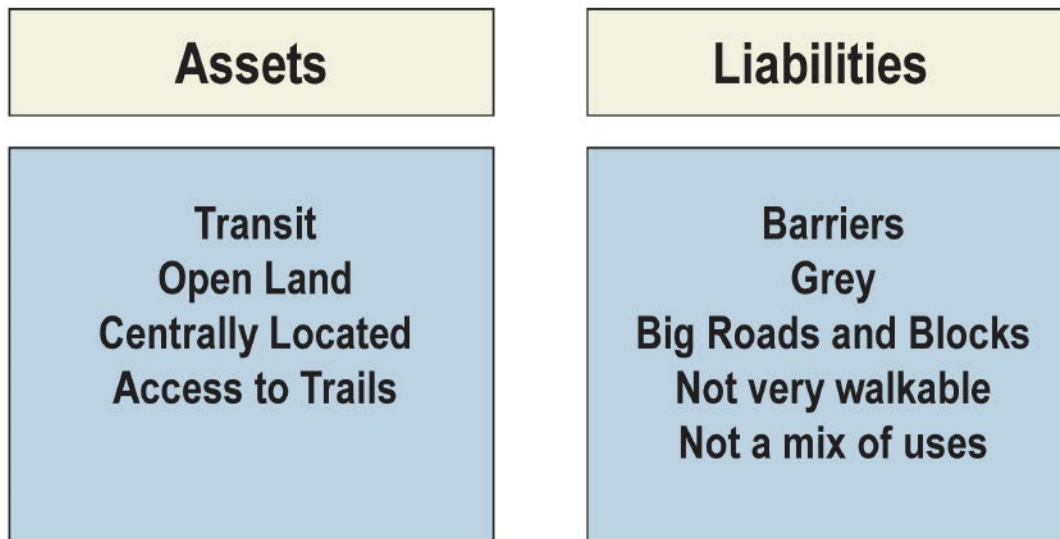


Transit

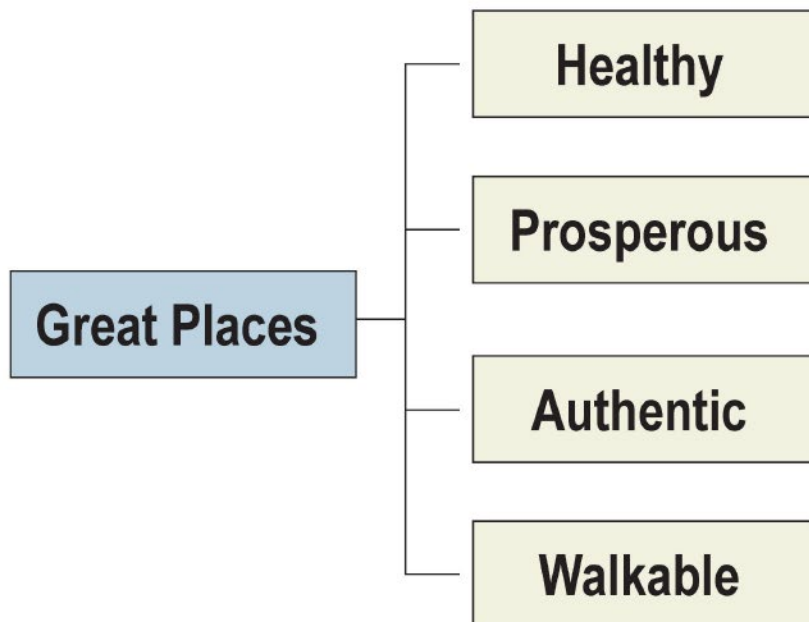


Parks and  
Public  
Amenities  
and  
Bikeways





*A lot of things come together here, but the **structure** is not supportive of creating a **great place***





## Great Places

### Healthy

access to food  
exercise  
health services  
clean air and water



## Great Places

### Prosperous

education & training  
affordable start up  
access to jobs  
affordable housing  
entrepreneurial support



## Great Places

### Authentic

public art  
local businesses  
sociable  
welcoming  
tolerant



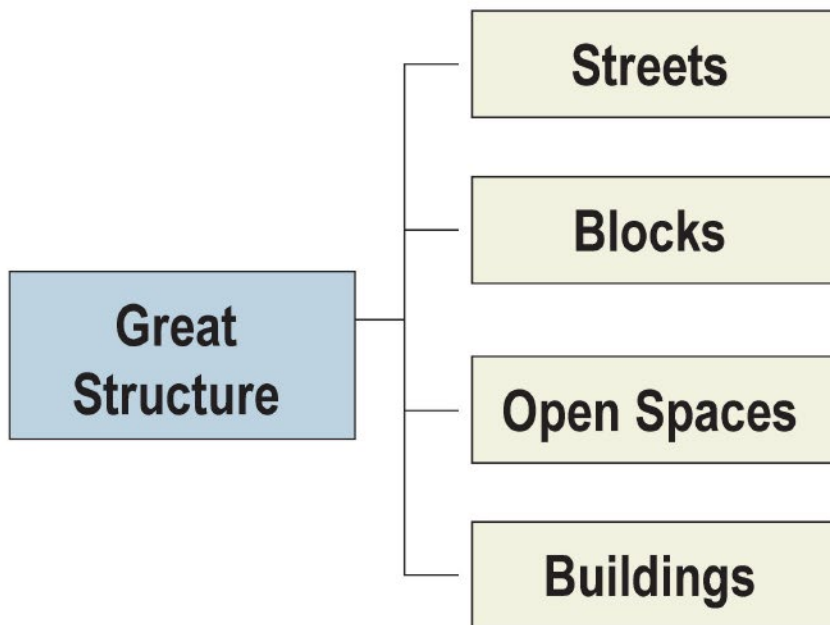
## Great Places

### Walkable

Diversity of uses  
Density  
Destinations  
Comfort  
Human Scaled  
Balanced Parking







**Great Structure**

**Streets**

Beautiful  
Well connected  
Places to be  
Support development



## Great Structure

### Blocks

Small  
Clear front and back  
Part of a pattern



## Great Structure

### Open Spaces

Variety  
Designed to be used  
Well Connected





## Great Structure

### Buildings

Multiple Uses  
Face the Street  
Porches & Storefronts  
Neighorly



## Great Place

## Great Structure

Healthy  
Prosperous  
Walkble  
Authentic



Streets  
Blocks  
Open Space  
Buildings

## ATTACHMENT D. SMALL GROUP DISCUSSION NOTES (WORKSHOP 1)

### **Alatus: Brookdale sites**

#### **Workshop 1: Small Group Discussion notes**

**March 20, 2019**

**Brookdale Library**

### **1. What makes this area interesting or unique?**

<p><b><u>Regional Access – Central Location</u></b></p> <ul style="list-style-type: none"><li>• Location – relative to the twin cities metro</li><li>• Centrality to the City – parks, trails, road system, transit</li><li>• Accessibility/location</li><li>• One block from transit center</li><li>• Easy access: Highways</li><li>• Transit</li><li>• Strength: regional access and visibility</li><li>• Unique opportunity to pull people off Hwy 100</li><li>• “Halfway to everywhere”</li></ul> <p><b><u>Potential of site</u></b></p> <ul style="list-style-type: none"><li>• Significant scale and acreage</li><li>• Grey site – source of future economic growth</li><li>• Very significant to the City’s economic development future</li><li>• Potential walkability</li><li>• 85 acres</li><li>• Blank canvas</li><li>• Blighted properties</li><li>• Underserved with restaurants and nightlife</li><li>• Opportunity of change</li><li>• Size of site</li></ul>	<p><b><u>Local Amenities and Adjacent Uses</u></b></p> <ul style="list-style-type: none"><li>• Shingle Creek</li><li>• Fully developed surrounding area</li><li>• Cross roads to trails</li><li>• Adjacent to Hennepin County Service Center</li><li>• Near water ways</li><li>• Earl Brown Farm</li><li>• Many parks</li><li>• New band shell</li><li>• Community center</li><li>• Trails</li><li>• Top Golf</li><li>• Many hotels with nice restaurants</li><li>• Tie in to bike trails</li><li>• Convenient to existing amenities (parks, library, shops, etc.) – resource rich</li></ul> <p><b><u>Housing</u></b></p> <ul style="list-style-type: none"><li>• Bring in a diversity of households and various incomes</li><li>• Opportunity for mixed use housing</li></ul> <p><b><u>Demographic Composition</u></b></p> <ul style="list-style-type: none"><li>• Lots of youth</li><li>• Diversity</li></ul>
--	---



## 2. What could be accomplished through development that would improve/enhance the area for the whole community?

<p><b><u>Economic Benefits</u></b></p> <ul style="list-style-type: none"> <li>• Economic development: jobs, living wages</li> <li>• Economic development – additional disposable income</li> <li>• Incubator/diverse work experience</li> <li>• Help existing businesses</li> <li>• Employment opportunities</li> <li>• Diversity of income</li> <li>• Small shops – an antique main street (like Robbinsdale)</li> <li>• A “Target-type” store</li> <li>• Economy/tax base (investment/reinvestment)</li> </ul> <p><b><u>Housing Options</u></b></p> <ul style="list-style-type: none"> <li>• Quality market rate housing</li> <li>• Housing for seniors</li> <li>• Housing – replacement</li> <li>• Higher level housing</li> </ul> <p><b><u>Vitality and Community Pride</u></b></p> <ul style="list-style-type: none"> <li>• Bring in new residents</li> <li>• Pride in our community!</li> <li>• More people and diversity</li> <li>• Diversity of experience</li> <li>• Pride (sense of)</li> <li>• Multi-culture (sense and place)</li> </ul>	<p><b><u>City/Civic Center</u></b></p> <ul style="list-style-type: none"> <li>• A downtown: the future center of gravity for Brooklyn Center in the 21st Century</li> <li>• Gathering places – restaurants with outdoor seating and trails</li> <li>• A downtown/destination</li> </ul> <p><b><u>Linkages and Connections</u></b></p> <ul style="list-style-type: none"> <li>• Trail connections/web</li> <li>• Ability to connect to neighborhoods</li> <li>• Places for children and family reunions</li> <li>• Civic center</li> <li>• Contribute to Shingle Creek Crossing</li> </ul> <p><b><u>Specific or Unique elements</u></b></p> <ul style="list-style-type: none"> <li>• Movie theater</li> <li>• A thrift store</li> <li>• Tennis courts</li> <li>• Music festivals (open mic, karaoke)</li> <li>• Co-op</li> <li>• More nightlife</li> <li>• Things to do! Theater, restaurants</li> </ul>
--	---

## 3. What concerns for the area do you have as future development occurs?

<p><b><u>Impact on Tax Base and Services</u></b></p> <ul style="list-style-type: none"> <li>• Not too much non-taxable space</li> <li>• Impact on schools (future), not building to future population</li> </ul> <p><b><u>Parking and Traffic</u></b></p> <ul style="list-style-type: none"> <li>• Traffic issues (need good traffic flow)</li> <li>• Parking</li> <li>• Traffic/parking (off street from residents)</li> </ul>	<p><b><u>Capturing the Opportunity (aspirational)</u></b></p> <ul style="list-style-type: none"> <li>• Can we change the perception of Brooklyn Center? (If we build it, will they come?)</li> <li>• Not forward thinking enough</li> <li>• That the opportunity site reflect the economic mix already represented in Brooklyn Center (starter housing, market rate, affordable, mixing with some higher end)</li> </ul>
---	--

<p><b><u>Crime and Safety</u></b></p> <ul style="list-style-type: none"> <li>• Crime at the transit station</li> <li>• Design includes safety</li> <li>• Panhandlers/crime</li> <li>• Crime increases – criminal activity moving in</li> <li>• Metro Transit station – negative</li> </ul> <p><b><u>Development Pressures and Process</u></b></p> <ul style="list-style-type: none"> <li>• Development too slow</li> <li>• Development in a silo</li> <li>• Takes too long to complete</li> <li>• Infrastructure that will bring further development to adjacent sites</li> <li>• Too little/too late/waiting too long</li> </ul>	<p><b><u>Environmental Concerns</u></b></p> <ul style="list-style-type: none"> <li>• Environmentally friendly (flooded trails, golf course)</li> <li>• Economical, sustainable development</li> </ul> <p><b><u>Housing</u></b></p> <ul style="list-style-type: none"> <li>• Multi-family market rate saturation</li> </ul> <p><b><u>Commercial</u></b></p> <ul style="list-style-type: none"> <li>• Walmart is an eyesore</li> </ul> <p><b><u>Design</u></b></p> <ul style="list-style-type: none"> <li>• Lack of diversity in design, building and development</li> </ul>
---	--

**4. Are there specific uses that these sites could accommodate (e.g. housing, retail, commercial uses, public spaces, community destination, community pride, etc.)?**

<p><b><u>Mixed Use</u></b></p> <ul style="list-style-type: none"> <li>• Mixed use, commercial uses, quality contemporary housing, retail and entertainment</li> <li>• All of these! – housing, retail, restaurants, transportation, connectivity, city center, schools, community!!</li> <li>• Be aware of other developments</li> </ul> <p><b><u>Commercial and Entertainment</u></b></p> <ul style="list-style-type: none"> <li>• Restaurants – not fast food</li> <li>• Something that keeps Top Golf customers in Brooklyn Center in the evening (food)</li> <li>• Theater</li> <li>• Regional destination entertainment, recreational destination</li> <li>• Restaurants – not fast food, high end</li> <li>• HyVee/Grocery store</li> <li>• Global market (representative of the community)</li> <li>• Brewery/distillery (and food)</li> </ul>	<p><b><u>Housing</u></b></p> <ul style="list-style-type: none"> <li>• Nicer townhomes</li> <li>• Diverse style of housing</li> <li>• Housing – medium or high end, small townhouses</li> </ul> <p><b><u>Civic/Public</u></b></p> <ul style="list-style-type: none"> <li>• Centennial Lakes type (Edina) waterway</li> <li>• Pearl Street (Boulder CO) pedestrian accessible</li> <li>• Community destination</li> <li>• Possible future City Hall/public spaces</li> <li>• Community arts center</li> <li>• Civic center</li> <li>• Create a walkable connectivity</li> <li>• Play up and tie in city identity</li> <li>• Farmers Market (flea market every weekend)</li> <li>• Build up Earl Brown days to include/interest more people</li> <li>• Sports court/fields</li> </ul>
---	--



<p><b><u>Activities and Events</u></b></p> <ul style="list-style-type: none"> <li>• Activities that are complimentary to existing business/places (Top Golf)</li> <li>• Activity destination that would be unique to Brooklyn Center</li> <li>• Indoor water park</li> <li>• Leverage Top Golf</li> <li>• Gardens: both indoor and well-landscaped areas</li> <li>• Pet/dog park</li> </ul>	<p><b><u>Youth</u></b></p> <ul style="list-style-type: none"> <li>• Don't forget the youth</li> <li>• Space for teens – with focused activities</li> <li>• More (top notch) outdoor play areas – especially for little ones</li> </ul>
---	--

**5. What additional information would you like to have in order to assess the redevelopment opportunities for the old Brookdale Ford/Brookdale Square area?**

<p><b><u>Request for studies/data</u></b></p> <ul style="list-style-type: none"> <li>• Study on integrated transit improvement opportunity</li> <li>• Roadway enhancement into and out of site</li> <li>• Transit – BRT: improvement and use of transit station – does it work?</li> <li>• Trails and open space</li> <li>• How to support and incubate start-ups</li> <li>• Updates</li> <li>• Timetable and schedule</li> <li>• Hazmat mitigation</li> <li>• City costs</li> </ul>	<p><b><u>Questions</u></b></p> <ul style="list-style-type: none"> <li>• Financing – how will it be structured?</li> <li>• Who will own the finished development? Who's liable if we build it and they don't come?</li> <li>• Do we have the depth to finish?</li> <li>• Timeline</li> <li>• Do we have the will to be aspirational?</li> <li>• How can we do this given the economic profile of the city?</li> <li>• Is there ability to attract investment from Hennepin County or the State of MN?</li> <li>• What has been successful in similar sized towns around the country?</li> </ul>
--	--

**BROOKLYN CENTER**  
**CORRIDOR DEVELOPMENT INITIATIVE / COMMUNITY ENGAGEMENT**  
**OPPORTUNITY SITE – 5900 SHINGLE CREEK PARKWAY**  
**APRIL 3<sup>RD</sup>, 2019**





**BROOKLYN CENTER**  
**OPPORTUNITY SITE – 5900 SHINGLE CREEK PARKWAY**

---

Table One (1) / Facilitators: Carla Dunham and Vishal Dutt

**SCENARIO 1: Top of the “Cone” / #1 – High School & Daycare**



**DETAILS:**

86 Total Housing Units:

- 68 Market Rate rental units
- 18 Owner Occupied townhomes / single family homes

Average building heights – 3 to 4 Stories

255,000 square feet of commercial:

- 25,000 sq./ft. of retail
- 30,000 sq./ft. of office
- 200,000 sq./ft. of school (i.e. high school, daycare, etc.)

75 stalls structured parking (not underground)

2 acres of green space (near the residential areas)

**KEY IDEAS:** high schools, daycare, lots of green space located near residential area

**RESULTS:**

- Huge gap of approximately \$7MM+ (>20% financing gap, probably not feasible)
- Average cost of home ownership = ~\$570,000
- The school provides some financial buffer in terms of guaranteed income (i.e. government funding); however, the large amount of green space leaves lots of development costs to be carried by the 86 housing units.



## BROOKLYN CENTER

### OPPORTUNITY SITE – 5900 SHINGLE CREEK PARKWAY

#### SCENARIO 2: Top of the “Cone” / #2 – Amphitheatre & Entertainment Zone



#### DETAILS:

##### 124 Total Housing Units:

- 20 Affordable rental units
- 88 Market Rate rental units
- 16 Owner Occupied townhomes / single family homes

Average building heights – 4 Stories

##### 100,000 square feet of commercial:

- 15,000 sq./ft. “trendy” restaurants
- 20,000 sq./ft. grocery (Trader Joe’s)
- 25,000 sq./ft. of retail
- 25,000 sq./ft. of city center
- 15,000 sq./ft. of office

##### Parking:

- No below grade parking
- 100 stalls of surface parking

1 ½ acres of green space (near the residential areas)

**KEY IDEAS:** trendy restaurants, entertainment zone, Amphitheatre, lots of green space, move city center & offices to “peak of cone”, denser housing on north end of site (i.e. could be higher end, condos), amenities

#### RESULTS:

- “Big” gap (>20% financing gap, probably not feasible)
- Average cost of home ownership = ~\$500,000
- There’s lots of green space, which requires the housing units to carry most of the development cost. Strength of retailers is key to making this work financially. No reason not to go to 8-9 stories.



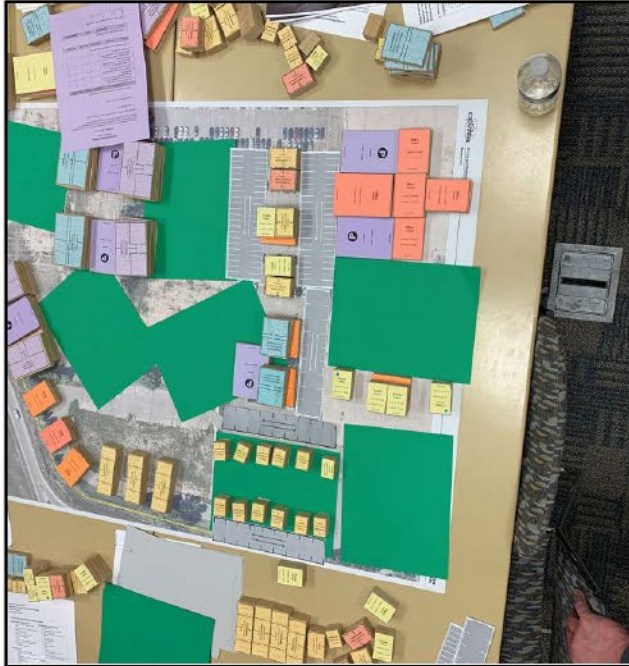


**BROOKLYN CENTER**  
**OPPORTUNITY SITE – 5900 SHINGLE CREEK PARKWAY**

---

Table Two (2) / Facilitators: Chris Osmundson and Barrett Corwin

**SCENARIO 1: Southeast Corner #1**



**DETAILS:**

130 Total Housing Units:

- 45 Affordable rental units
- 45 Market Rate rental units
- 40 Owner Occupied townhomes / single family homes

Average building heights – 2 to 3 Stories

50,000 square feet of commercial

5 acres of green space

**KEY IDEAS:** more retail, more entertainment, some do & don't want to live next to office/retail, places for local concerts, green space, farmers market, Amphitheatre, walking, regionally connected bike paths, orient multifamily housing facing downtown, retail visible from main street

**RESULTS:**

- Huge gap (>20% financing gap, probably not feasible)
- Average cost of home ownership = ~\$400,000+
- Most of the site is green space (i.e. over 75%), which would require the housing to carry most of development costs.



## BROOKLYN CENTER

### OPPORTUNITY SITE – 5900 SHINGLE CREEK PARKWAY

#### SCENARIO 2: Southeast Corner #2



#### DETAILS:

##### 260 Total Housing Units:

- 100 Affordable rental units
- 120 Market Rate rental units
- 40 Owner Occupied townhomes / single family homes

Average building heights – 3 to 5 Stories

##### 30,000 square feet of commercial:

- Includes (1) large office building @ 20,000 sq./ft.

No below grade parking

1 acre of green space

**KEY IDEAS:** high-rise buildings looking at downtown, retail along visible areas, \$300k-\$350k home purchase prices, entertainment (i.e. Tilt, Punchbowl Social, etc.), farmers market

#### RESULTS:

- Less than 20% financing gap, worth playing with a little more to make more financially feasible
- Home ownership slightly higher than scenario anticipates (i.e. roughly \$400,000 vs. \$300k-\$350k)
- Good amount of green space



## BROOKLYN CENTER

### OPPORTUNITY SITE – 5900 SHINGLE CREEK PARKWAY

Table Three (3) / Facilitator: Ashley Bisner

#### SCENARIO 1: Southwest Corner #1



#### DETAILS:

##### 456 Total Housing Units:

- 300 “high-end” Market Rate rental units
- 100 “regular” Market Rate rental units
- 40 Owner Occupied townhomes
- 16 Owner Occupied single-family homes

Average building heights – 2, 3, and 6 Stories

##### 85,000 square feet of commercial:

- 60,000 sq./ft. of entertainment + retail
- 25,000 sq./ft. of office

1 acre of green space (spread out over site)

**KEY IDEAS:** less retail & more entertainment – visible along highway, office with housing on top, brew pub, walkable (like Centennial Lakes), corporate campus with parking in back, nice restaurants, Northloop / Warehouse district type areas, trails, walkways, movie theater

#### RESULTS:

- Less than 20% financing gap, worth playing with a little more to make more financially feasible
- Average cost of home ownership = ~\$300k-320k
- Good amount of green space
- Strength of retailers is key to making this work financially.

## BROOKLYN CENTER

### OPPORTUNITY SITE – 5900 SHINGLE CREEK PARKWAY

#### **SCENARIO 2: Southwest Corner #2**



#### **DETAILS:**

##### 360 Total Housing Units:

- 60 Affordable rental units
- 200 Market Rate rental units
- 100 Owner Occupied townhomes

Average building heights – 4 Stories

##### 155,000 square feet of commercial:

- 90,000 sq./ft. large anchor store
- 20,000 sq./ft. of commercial
- 45,000 sq./ft. grocery

All Surface parking

1 acre of green space

**KEY IDEAS:** smaller 1 bedroom & micro units, “affordable” home ownership options @ \$200,000 purchase price, theater, multicultural center, center for youth, paddle boating, trails, picnic areas, brewery with dogs allowed on patio, Trader Joe’s

#### **RESULTS:**

- Less than 10% financing gap, worth playing with a little more to make more financially feasible
- Average cost of home ownership = ~\$300k-320k
- Good amount of green space
- Strength of retailers is key to making this work financially.



**BROOKLYN CENTER**  
**OPPORTUNITY SITE – 5900 SHINGLE CREEK PARKWAY**

---

**Exhibit A – Comments Gathered from All Scenarios**

- Food / Restaurants
  - Grocery
    - Co-op
    - Trader Joes
    - Whole Foods
  - Brewery
  - Farmers Market – Dedicated Space
- Job / Employment Opportunities
  - Training Center
  - Company training campus / job creation
  - Career Center
- Entertainment
  - Venue for Music
  - Movie Theatre
  - More Entertainment Less Retail
  - Amphitheatre
  - Skating
  - High visibility coming off Highway 100
- Recreation
  - Walking Trails – Centennial Lakes as Precedent
  - Water Features
  - Fitness shops (i.e. Alchemy)
  - Walkability, connect to existing roads & regional trails
  - Healthy living campus (i.e. live, work, play complex)
  - Continuous park land, but not too much as over 500 acres of park land already in Brooklyn Center
- Housing
  - Housing for Seniors – not senior housing
  - Townhomes
  - One step above affordable home ownership (i.e. \$300,000 purchase prices)
- Vibrant Downtown
  - Excelsior Blvd. & Grand Ave. type atmosphere (i.e. functional, flexibility to accommodate many uses)
  - New Downtown for Brooklyn Center
  - Economic engine that financially creates opportunities, think big, rebrand the city
  - Transform current civic center into sports-oriented uses
    - Diversity of sports options, soccer, indoor track/dome for winter walking, mini athletic areas spread across areas of the site, etc.
- Concerns
  - Contamination of old Brookdale Ford site
  - Need to do Phase 1 correctly & set the stage for future development

## **Alatus: Brookdale Square/Brookdale Ford sites**

### **CDI Community Workshop 3: Panel Discussion**

**April 17, 2019**

**Brookdale Library**

#### **Introduction: Meg Beekman, City of Brooklyn Center**

- Intention for the site is to create a mixed-use downtown center
- Old Brookdale sites (35 acres) will be Phase I of the larger 85 acre redevelopment area
- Alatus LLC was selected as the master developer for the site

*Question: What are the economic goals for the site?*

- This process will help to better define the economic goals for the site (e.g. need for more jobs, tax base, local businesses, etc.)

*Question: What's feasible for the site?*

- For those options that aren't feasible for this site, other adjacent sites are also possible.

**Panelists:** *Facilitated by Barbara Raye, Center for Policy Planning and Performance*

- **Bob Lux**, Alatus LLC
- **Lukas Van Sistine**, ESG Architects
- **Michael Byrd**, WNC & Associates
- **Emma Kasiga**, African Development Center (ADC)
- **Edward Engler**, Upland Real Estate Group, Inc.

#### **Introductions:**

**Bob Lux, Alatus LLC**

- We are very excited about the potential of this site.
- Examples of our work:
  - Block E (Minneapolis) – Alatus reformatted the site to include the Timberwolves training center and Mayo Clinic
  - Rochester – 350 unit housing development near the Mayo Clinic
- Love to do difficult projects that others may not want to do.



- Alatus wants to leave a legacy for the community, which starts with this type of engagement. We want to listen to the community about what is needed. We always listen to the stakeholders to create a more meaningful project.
- Our desire is to make sure that gentrification doesn't happen. The diversity of the people and products will help guard against that.
- The Elliot Park neighborhood in Minneapolis underwent hardship when it was cut in half by freeways. Alatus created Grant Park (300 condominiums) which brought other new investments to the area.
- We have a great opportunity to make things happen – how do you attract a “there” there?
- Alatus does not do big box retail. The retail market is changing so drastically.
- Top Golf – no one would have imagined that would work in the past but it has been very successful. But it's not in a walkable area. The goal is to make an area that is walkable and connected by trails (build on the bike trails that already exist).
- Businesses that started in food trucks could have a space to move into a physical location.
- Housing will likely be the driver of the development, and will include smaller retail.
- Multifamily and senior housing could offer more housing options for people to live in the area.
- A theater group has expressed interest in coming to the site.
- Grocery store could be an option. Couldn't get Target to stay – need to listen to the market and look to where it's going.
- We are working closely with Hennepin County, Three Rivers Park, and the Metropolitan Council to deliver and inform exactly what the community wants.

#### **Lukas Van Sistine, ESG Architects**

- As an architect, I've worked on various projects, including 40 – 400 unit multifamily residential, retail, hotels, office, restaurants, and places that people like to go.
- Important to create a sense of community, place, atmosphere where people want to be
- Ranging from individual buildings to master planning larger sites like this, we want to make a special place.
- Identify guiding principles for the site – what will we look for in the site?
  - Need a place to live – diversity of housing options. A 300 unit residential property often feels like a city within the building.
  - Businesses need a lot of people to use them (walkable and access by car)
  - More dense buildings that do not need to be taller than 5 – 6 stories
  - Home ownership options – townhomes will access to their own greenspace. For single family options, people want to be in areas where they can walk to things.
  - Mix of scale of buildings
  - Incorporate trees and greenspace
  - Connect to existing trails

- Business diversity can be a great asset for the community, providing a range of retail and restaurant experiences. Diversity can come from within the community.
- Create a central area (park, plaza) – a place where people want to go, walkable

#### **Michael Byrd, WNC & Associates**

- WNC & Associates specializes in financing affordable housing properties.
- Previously worked for affordable housing developers
- We have no direct connection to this property – here as a resource and will be glad to share my knowledge
- Developers don't create markets – developers respond to markets
- The community will play a big role in defining what is wanted for the redevelopment site.

#### **Emma Kasiga, African Development Center**

- African Development Center works with people, especially immigrants, who otherwise would not get access to capital (e.g. first time homeownership training, small business assistance, etc.)
- The challenge is to look at the community diversity. Brooklyn Center is one of the most diverse in the region. The challenges that these communities of color experience include:
  - Inability to access certain things
  - Concern over gentrification
  - Improvements can make things unaffordable
- It will be a complex project site. Hopeful that the community will be served by incorporating a range of opportunities.

#### **Edward Engler, Upland Real Estate Group**

- Upland Real Estate Group is a boutique company focused on commercial real estate and leasing.
- History of the Earl Brown Farm:
  - Converted to an commercial industrial park by the original developer (500 acres)
  - Earl Brown has no heirs, and left the property to the University of Minnesota. Because the site was too far away from the University, they sold it to Gustafson, the original developer.
  - The building were developed in the 70s and 80s. Originally Metronic was here, Venus Waterbeds, etc.
- I've been associated with Alatus for 15 years, bringing opportunity sites forward for consideration.
- Top Golf is one example that shows people will come here – didn't need to build it in Edina.
- Previously, foot traffic in the old Brookdale Mall was the highest of all the malls.
- Alatus is a visionary group, and have done great things in town:



- The Carlyle, located along the river at the site across from the downtown post office, was the first major residential project in the area. Now there is much more residential between the North Loop and East Downtown. The project incited much more development.
- The access of the site and ease of transportation is a big selling point for the location.

## Discussion:

**Myrna (previous Mayor of Brooklyn Center):** This was a dream when I was Mayor. How do we prevent displacement when new development occurs?

**BL** Plan ahead for it. New development in this location will not displace anything. Make sure there is a range of housing options that serve various income levels. Alatus just completed 65 single family lots in north Minneapolis. It took 1.5 years to build, and now there is a diversity of people living in those homes. I also came from a small town and greatly prefer the diversity of this community. It's our future. We need to embrace it or we will be left behind.

**MB** We work with developers all over the country (over 1,500 apartment properties). The Twin Cities has some of the best affordable housing developers in the country, creating attractive projects that are accessible to very low income people. As you found through the block exercise at the last workshop, a mix of housing works. There is always a demand for affordable housing.

**EK** It's important for people to find communities where they can participate, be involved, ask questions, talk to the people that are making the plans, make sure their voices are heard. Ensure that the people in power will do what the community wants – and work together to find the solutions.

*Question/Comment:* I live in the north edge of Minneapolis and use the retail in Brooklyn Center regularly. The area serves a broader region (not contained by city borders). I noticed that an amphitheater was proposed in one of the block exercise development scenarios, and wanted to remind everyone that an amphitheater is already being planned at the Upper Harbor Terminal (Dowling/Hwy 94 exit) by someone affiliated with First Avenue. We won't need another one so close by.

*Question/Comment:* You mentioned that this will be a difficult project. What can't be done? We see the rebranding of the city. What structures will help it become more interactive?

**BL** Importance of having you here – to identify what people are hoping for. There's probably not room in the market for another amphitheater. The main idea is to listen and respond to the market. The site is difficult because it takes a lot of work – not impossible. We look forward to working through the challenges. A lot comes down to the infrastructure (roads, sidewalks, etc.). Where do we put parks, trails – that's why we hire good planners.

*Question/comment:* The 2040 Comprehensive planning process worked toward creating a mix of destinations and to serve the existing community. Almost all of the housing is affordable. Why do we need more?

- BL** There should be a diversity of housing – not all affordable housing. We will work to provide housing for a range of income levels (high/moderate/low) all in a similar area. It's not ideal to concentrate incomes, and isolate them from each other.
- EE** When the original developer (Gustafson) developed the 500 acres it leased up pretty quickly. The area still remains vibrant, providing lots of jobs. People like to live close to their jobs (e.g. Medtronic, MTC office). Adding residential will help it be more of a work-live area.
- MB** The Met Council controls the sewer and water infrastructure, and guide what types of things happen to maximize that infrastructure investment.
- BR** Most of the existing affordable housing is inexpensive because it is an older housing stock (does not receive public funding). New affordable housing will be in better condition, and will remain affordable if housing prices begin to rise. The rents of new affordable housing will be comparable to existing rents (approximately \$1,000 per month), while rents in places like North Loop are rising to over \$2,500 per month. These newer affordable options will provide a way to address concerns over gentrification.

**Mayor:** Currently only 5% of the city's affordable housing is legally binding (income restricted).

*Question/comment:* I am a housing coordinator for an affordable housing property and our waiting list is 3 – 5 years long. There is no availability. People have to go out of the area to find affordable housing. I pray to have more affordable housing options, especially for seniors that want to stay in the community. People want to be able to live in the area in housing they can afford.

**MB** New affordable housing can target very low rent levels. There is a strong market for this type of housing.

*Question/comment:* There is a growing population of African community members and businesses. Have you considered a community center to accommodate this growing African community, and providing more activities that bring more businesses to Brooklyn Center?

*Question/comment:* Student from BCA school – I support more housing, a recreation center, fun zone, skate park, and bowling alley.

*Question/comment:* Student from BCA school – When we asked our peers, there was interest in food dine-in options. Any thoughts on restaurants that could locate here?

*Question/comment:* Student from BCA school – Thank you for hearing our voices. Is it possible to include a multicultural center?

**BL** We are considering everything that is suggested. We'll need to figure out how to put the range of ideas into the plan – and make it financially viable. Our objective is to make this a unique location, which will need special restaurant options (not chains). The multicultural center and skate park would create destinations that would also provide jobs. Nothing is off the table.

*Question/comment:* I've been renting houses in Brooklyn Center for 30 years. We currently rent higher end housing products for \$1,600 - \$2,500 per month. I would recommend that you consider housing products for young urban professionals. There is a high demand by recent



graduates that like the centrality of this area. If you can give them a great first experience in Brooklyn Center then they will stay. I recommend that you build a nice product for that demographic.

**BL** That is consistent with our thought process – quality endures.

**MB** There is 0% vacancy rate in North Loop, with rents at \$2,500 per month for a two bedroom unit.

*Question/comment:* My observation, having lived in Brooklyn Center for 15 years, and served as chair of the Brooklyn Center Housing Commission, is that a fair number of people do not have a positive image of what the community could be. We should not focus exclusively on one type of housing, and we need diversity (keep businesses vital). These types of developments are going on in many places. Brooklyn Center is behind. Don't be afraid of what we can do.

**BR** Businesses need customers – more housing will increase the economic vitality.

*Question/comment:* I drove metro transit. Apartments are what brought Brooklyn Center down. I would rather see a Costco than apartments. I don't see apartments increasing home values.

**BL** Any new investment has to improve the community – need to feel good about it. Substandard products and design will not be considered.

*Question/comment:* Two demographic statistics stood out to me: 1.) 90% of housing is affordable, and 2.) the younger population. Younger people are upwardly mobile, and end up moving out of Brooklyn Center. What can we do to attract them to stay?

**BL** Current apartments were built in the 60s and 70s. Nothing has been built since. If we build new apartments with amenities it might be a totally different situation. Past apartments were built for a different customer. Today's apartments attract a completely different market. The Ironwood in New Hope is a new apartment complex that shows the new age for apartment products. They have very professional management companies. A lot has changed.

**EE** More people are moving toward apartments than home ownership – not the same road to prosperity as in the past. Because there is more mobility now people aren't buying homes. Brooklyn Center actually doesn't have many apartment buildings.

**LVS** Growing up I always thought I needed to buy a house, and would get an apartment only if I need to. Now people rent by choice. Young professionals and empty nesters. People like the option to downsize. Reduced need for lawn care and home expenses, and increased ability to travel.

# ATTACHMENT G. ATTENDANCE LIST FOR THE ALATUS/BROOKLYN CENTER CDI WORKSHOPS

## Alatus: Brookdale Ford & Brookdale Square sites CDI Workshop Attendance

First Name	Last Name	Organization	Address	City	Zip Code	Wksp 1	Wksp 2	Wksp 3	Wksp 4
Mark	Allen		5427 Twin Lake Blvd E		55429	1	1		1
Dorothea	Allen		5427 Twin Lake Blvd E		55429				1
Dickson	Alybe	American Family Home Corp	5901 Brooklyn Blvd, Suite 208				1	1	
Aoneth	Amayanua	American Family Home Corp	5901 Brooklyn Blvd, Suite 208	Brooklyn Center		1	1		
Kathie	Amdahl	Brooklyn Center Housing Commission	6909 Unity Ave N		55429		1	1	1
Brett	Angell	City of Brooklyn Center				1	1	1	1
Jose	Arriola			Brooklyn Center			1		
Julie	Basche		7130 Willow Lane	Brooklyn Center	55430				1
Meg	Beekman	City of Brooklyn Center				1	1	1	1
Judith	Bergeland		6430 Major Ave N				1	1	
Gary	Besch		3907 62nd Ave N	Brooklyn Center	55429				1
Judy	Besch		3907 62nd Ave N	Brooklyn Center	55429				1
Bill	Betzler		2020 53rd Ave N				1		
David	Bichanua	Re/Max Results					1	1	
Mike	Billings		6012 Camden Ave N				1		
Curt	Boganey	City of Brooklyn Center				1	1	1	1
Ann	Borseth		5700 Irving Ave N				1	1	1
Mike	Brady	Brady Red	6100 Utica Ave S				1	1	
Marquita	Butler	Brooklyn Center City Council Member					1		1
Lisa	Butte		1012 72nd Ave N		55430		1		
Bryant	Carachure	ECA				1	1	1	1
Paul	Carey		3801 67th Land N	Brooklyn Center	55430		1		
Melissa	Carey		3801 67th Land N	Brooklyn Center	55430		1	1	
Ralph	Carlson	homeowner	6307 Lee Ave N	Brooklyn Center	554429	1	1	1	
Jean	Carlson	homeowner	6307 Lee Ave N	Brooklyn Center	55429		1		
Kevin	Cazales	ECA				1			1
Simone	Chambliss		1601 Freeway Blvd	Brooklyn Center	55430	1	1		1
Randy	Christensen	Brooklyn Center Planning Commission	7001 Regent Ave N				1	1	1
Sandy	Christensen		6803 Toledo Ave N	Brooklyn Center	55429		1	1	1
Ray	Christensen		6803 Toledo Ave N		55429		1		1
Wendy	Christensen		7001 Regent Ave N	Brooklyn Center	55429				1
Barrett	Corwin	Alatus	800 Nicollet Ave				1		
Elsa Olivare	Cruz					1	1		
Mauricio	Cruz		1121 67th Ave N	Brooklyn Center			1	1	
Ruth	Dalman		5549 Girard Ave N			1			
Jill	Dalton	Curves Owner	6417 Colfax Ave N				1		1
Harlan	Daudt		6000 York Ave N	Brooklyn Center	55429		1	1	1
Roger	Delmer		5549 Girard	Brooklyn Center			1	1	
Helen	Des Jardins		6201 Uiac Dr N, Apt 217	Brooklyn Center	55430				1
Dr. Paul	Dettling	Dettling Chiropractic	615 66th Ave N, Suite 2	Brooklyn Center	55430	1	1		
Cindy	Devonish	City of Brooklyn Center				1	1	1	
Allen	Dorthea		5427 Twin Lake Blvd E			1	1	1	
Carol	Edlund		5512 Fremont Ave						1
Raggle	Edwards	City of Brooklyn Center				1	1	1	1
Mike	Elliot	Mayor, Brooklyn Center				1	1	1	
Betty	Engdahl		5337 Knox Ave N				1		1
Randy	Engdahl		5337 Knox Ave N			1	1	1	
Luke	Everson		5434 Camden Ave N				1		
Megan	Everson		5434 Camden Ave N				1		
Erik	Falkman	Soderberg Apartments	6401 Camden Ave N	Brooklyn Center			1		1
Marie	Fargalo	Organization of Liberians In Minnesota	5919 Abbott Ave N	Brooklyn Center	55429	1			
Cindy	Farr		6014 Fremont N	Brooklyn Center		1			1
Howie	Farr		6014 Fremont N	Brooklyn Center			1		1
Sara	Franklin		5445 Camden Ave N	Brooklyn Center			1		
Teodoro	Garcia		5609 Girard Ave N	Brooklyn Center		1		1	1
Terry	Garcia					1			
John	Geske		5338 Emerson Ave N	Brooklyn Center		1	1	1	
Elise	Goodwin		6612 Dupont Ae N	Brooklyn Center	55430		1	1	1
April	Graves	Brooklyn Center City Council Member	6134 Brooklyn Blvd	Brooklyn Center	55429		1		1
Tim	Haroldson		1207 72nd Ave N		55430		1	1	1
Kristen	Havisto	Upper Twin Lake Assoc.		Crystal		1			
Erwin	Heisler	Lions	5918 Halifax Ave N			1	1		
Brett	Hildreath		6066 Shingle Creek Pkwy, Box 116	Brooklyn Center	55430	1	1		
Michelle	Hudlow		6431 Major Ave			1		1	1
Farah	Ilmie	Coffee Unleashed	1300 50th Ave N	Minneapolis	55340		1		
Robert	Jacobs	Belisama Development	9191 Nantwick Ridge	Brooklyn Park	55443				1
Cheryl	Jechorek		5400 Morgan Ave S		55430		1	1	1
Dave	Johnson	Brooklyn Center Housing Commission	3500 Admiral Lane	Brooklyn Center	55429		1		
Pat	Johnson		3219 Quarles Rd	Brooklyn Center	55429	1	1		1
Bill	Johnson		4201 62nd Ave N						1
Ezell	Jones	SQIS, LLC	P.O. Box 16226						1
Barbara	Kane		6221 Shingle Creek Pkwy, Apt 1005	Brooklyn Center	55430	1	1	1	1
Carol	Kleven		5835 Zenith						1
Alexander	Koenig	Brooklyn Center Planning Commission	3601 Admiral Lane			1	1	1	1
Axel	Korsmoe		5354 Sailor Lane	Brooklyn Center	55429				1
Cindy	Korsmoe		5354 Sailor Lane		55429				1
Myrna	Kragness Kauth	Former Mayor	3401 63rd N		55429		1		1
Terry	L					1	1		
Steve	Landis	Former Chair, Brooklyn Center Housing Cor	7118 Grimes Ave N	Brooklyn Center	55429	1	1		1
Jim	Langevin	BCCS	6300 Shingle Creek Pkwy			1			
Teresa	Larce			Brooklyn Center		1	1		
Veronica	Lewis	OLM				1	1		
Jose O	Lopez Rivera		6401 Willow Lane, Apt 4	Brooklyn Center	55430	1			



Jack	MacMillan		6417 Colfax Ave N			1			1
Ed	Maki		5603 Halifax Ave N			1			
Donna	Maki		5603 Halifax Ave N				1		
Issa	Mansaray	The Africa Paper & AIIR				1	1		
Allen	Mark		5427 Twin Lake Blvd E				1		
Ruth	McAlindon		5925 Admiral Lane	Brooklyn Center					1
Ginny	McIntosh	City of Brooklyn Center				1	1	1	
Leslie	Mercer		7434 Aldrich Ct N	Brooklyn Park				1	
Andy	Meyer	Brooklyn Center Business Assoc	3200 61st Ave N	Brooklyn Center	55429			1	
Kevin	Miller	Sun Newspapers	33 2nd St	Osseo				1	1
Jessica	Milon		5006 65th Ave N	Brooklyn Center				1	
Carlos	Morgan		6221 Shingle Creek Pkwy					1	
Christy	Morrell-Stinson	Significant Advantage C/O LIBA Diaspora	Lakeland Ave N					1	
Dick	Morris		6911 Dallas Rd					1	
Mary Jo	Morris		6911 Dallas Rd					1	
Shawn	Ndobedj							1	
Rick	Nelson		5323 Dupont Ave N		554430			1	
Heidi	Nelson				554430			1	1
Neaserkah	Nuahn	Fish MLS Realty	5609 Xylon Ave N, #310					1	
Peggy	Oberg		4201 62nd Ave N						1
Susan	Olberding		721 Bellvue Ln	Brooklyn Center	55430			1	
Paul	Oman	Brooklyn Center Housing Commission						1	1
Collins	Oppons	American Family Home Corp	5901 Brooklyn Blvd, Suite 208					1	
Cliff	Orange		6612 Dupont Ave N	Brooklyn Center	55430			1	1
Karen	Ostenson							1	
Stephanie	Perry		5730 James Ave N		55430			1	1
Sharon	Peter		5512 Fremont Ave	Brooklyn Center					1
John	Peters							1	
Anastacio	Ponce		6910 Humboldt Ave N	Brooklyn Center					1
Rochelle	Ralph		7100 Dallas Rd					1	
Arely	Real	ECA						1	1
John	Reimer		721 Bellvue Ln	Brooklyn Center	55430			1	
Nate	Reinhardt	City of Brooklyn Center						1	
Leonardo	Rivera		5617 Camdan Ave N					1	
Shawn	Rockwell		5355 Northport Dr					1	
Dan	Ryan	Brooklyn Center City Council Member						1	1
Nora	Ryan		6442 Indiana Ave	Brooklyn Center	55429			1	1
Jacob	Saffert	Brooklyn Center Sister Cities Commission						1	1
Christine	Salokar	ECA						1	1
Tania	Sanchez		5906 Fremont Ave N	Brooklyn Center				1	
Jose	Sanchez		5906 Fremont Ave N	Brooklyn Center	55430			1	1
D	Sannus							1	
Diane	Sarnes							1	1
Steve	Schoning	Brooklyn Center Planning Commission	5515 Fremont Ave N					1	1
Joan	Schoning	Brooklyn Center Housing Commission	5515 Fremont Ave N					1	1
Renee	Schumacher		5601 Aldrich N					1	
Tom	Shinnick	BC Lions Club	5324 Oliver Ave N	Brooklyn Center	55430			1	
Lorraine	Shinnick	BC Lions Club	5324 Oliver Ave N	Brooklyn Center	55430			1	
Steve	Shold		6606 Dupont Ave N	Brooklyn Center	55430			1	
Leo	Shultz								1
Angel	Smith	City of Brooklyn Center				1		1	1
Tayvion	Smith							1	
Jim	Soderberg	Soderberg Apartment Specialists	6401 Camden Ave N	Brooklyn Center	55430			1	1
Jena	Stanton	Cunningham Group						1	
Mamie	Stokes		2900 Mumford Rd					1	
Michael	Stokes		2900 Mumford Rd	Brooklyn Center	55430			1	
Linda	Swanson		5009 Wingard Place					1	
Rochelle	Sweeney	Brooklyn Center Planning Commission	2213 54th Ave N					1	
Brad	Swenson		5006 65th Ave N					1	
Susan	Tade	Brooklyn Center Planning Commission	7111 Parmer Luke Cir.					1	
Judy	Thorbus	Brooklyn Center Park and Rec	6265 Brooklyn Drive					1	
Lidia	Torres Piores								1
Phyllis	Umolac		5225 65th Ave N	Brooklyn Center	55429			1	
Laura	Vang		7004 Unity Ave N		55429			1	
Donna	Velasco		5613 Aldrich Ave N					1	
Alba Lucia	Velez		6807 Humboldt Ave N	Brooklyn Center	55430				1
Toungor	Vouleh	Organization of Liberians in Minnesota	5919 Abbott Ave N	Brooklyn Center	55429			1	
Fernando			6807 Humboldt Ave N		55430				1
TOTAL						40	64	85	69

#### Panelists

Bob	Lux	Alatus, LLC						1	
Lukas	Van Sistine	ESG Architects						1	
Michael	Byrd	WNC & Associates						1	
Emma	Kasiga	African Development Center (ADC)						1	
Edward	Engler	Upland Real Estate Group, Inc.						1	

#### Alatus/CDI Tech Team

Barbara	Raye	Center for Policy Planning and Performance				1	1	1	1
Ashley	Bilsner	Alatus, LLC				1	1	1	1
Chris	Osmundson	Alatus, LLC				1	1	1	1
Mirand	Walker	Aeon						1	
Katie	Thering	Katie Thering Photography							
Gretchen	Nicholls	Twin Cities USC				1	1	1	1

## ATTACHMENT H. ANNOUNCEMENT / PUBLICITY FLYER FOR THE ALATUS/BROOKLYN CENTER CDI WORKSHOPS

### Join us in guiding the future redevelopment of the OLD BROOKDALE FORD AND BROOKDALE SQUARE SITE



The City of Brooklyn Center has partnered with developer Alatus to redevelop the old Brookdale Ford and Brookdale Square site at Bass Lake Road and Shingle Creek Parkway. You are invited to an exciting conversation to help guide the redevelopment. How can this investment benefit the community? Come explore what's possible for this important opportunity.

### MARK YOUR CALENDARS!

We encourage participants to attend all four events. All events are free and open to the public and will be held at:

#### BROOKDALE LIBRARY

6125 Shingle Creek Pkwy, Brooklyn Center, MN 55430

#### WORKSHOP

##### **1 GATHER INFORMATION** Wednesday, March 20, 2019 6:30 - 8:30 pm

What is important and unique about the old Brookdale Ford/Brookdale Square site? What are the concerns about future development, and what can be achieved?

#### WORKSHOP

##### **3 DEVELOPER DISCUSSION** Wednesday, April 17, 2019 6:30 - 8:30 pm

Explore the opportunities and challenges of the redevelopment site with Alatus representatives, and ways the investment could benefit the community.

#### WORKSHOP

##### **2 DEVELOPMENT OPPORTUNITIES: THE BLOCK EXERCISE**

Wednesday, April 3, 2019; 6:30 - 8:30 pm

Join your neighbors in an interactive workshop to create development scenarios for the old Brookdale Ford/Brookdale Square site. Alatus designers and developers will be on hand to share ideas and insights.

#### WORKSHOP

##### **4 FRAMING RECOMMENDATIONS** Wednesday, May 1, 2019 6:30 - 8:30 pm

Contribute to the creation of development recommendations for the old Brookdale Ford/Brookdale Square site, which will be submitted to the Brooklyn Center City Council and Planning Commission.

~ A light meal will be provided at each workshop ~

#### FOR MORE INFORMATION, CONTACT:

Ashley Bisner, Alatus Development Analyst/Associate at (612) 455-0706 or [albisner@alatusllc.com](mailto:albisner@alatusllc.com)  
Meg Beekman, City of Brooklyn Center at 763-569-3305 or [mbeekman@ci.brooklyn-center.mn.us](mailto:mbeekman@ci.brooklyn-center.mn.us)  
Gretchen Nicholls at (651) 265-2280 or [gnicholls@lisc.org](mailto:gnicholls@lisc.org)

[WWW.CI.BROOKLYN-CENTER.MN.US](http://WWW.CI.BROOKLYN-CENTER.MN.US)

[HTTP://BIT.LY/LISC\\_CDI](http://BIT.LY/LISC_CDI)

Sponsored by:

**ALATUS LLC & CITY OF BROOKLYN CENTER**

Childcare will be provided by request only. Please RSVP to Gretchen Nicholls at 651-265-2280 one week in advance of each workshop if you would like to request childcare.

The Corridor Development Initiative is a  
program of Twin Cities LISC

