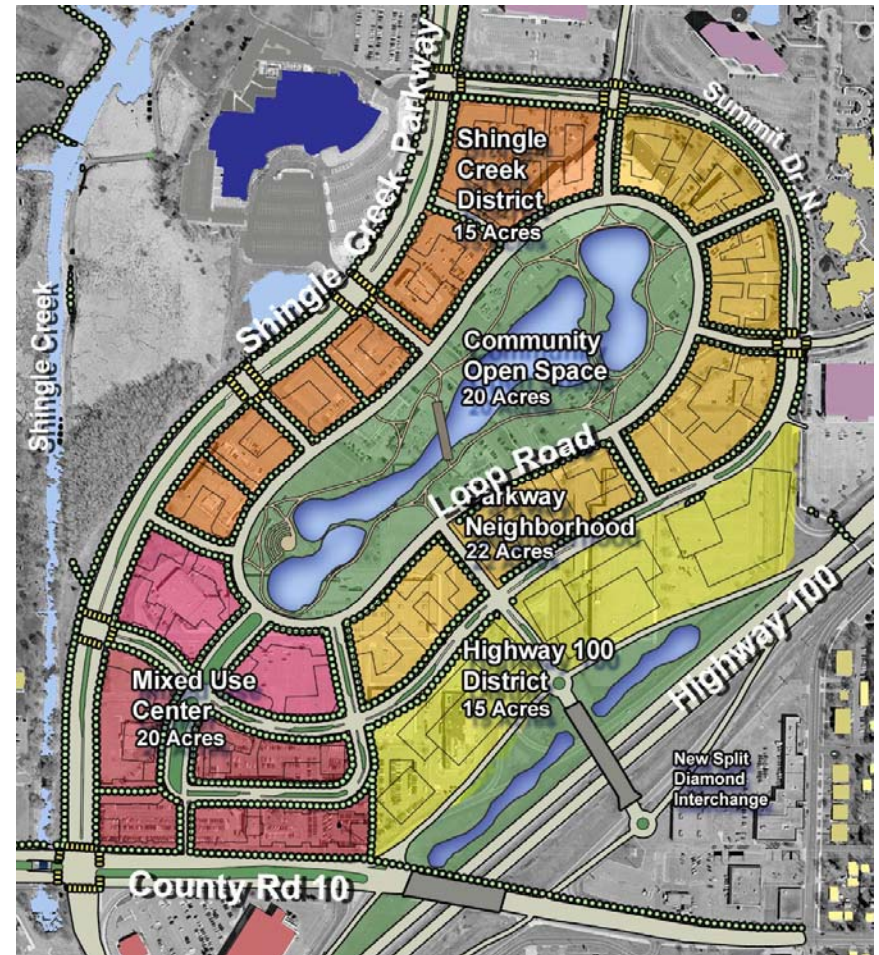


Opportunity Site Background

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

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

2008 – City adopts 2030 Comprehensive Plan





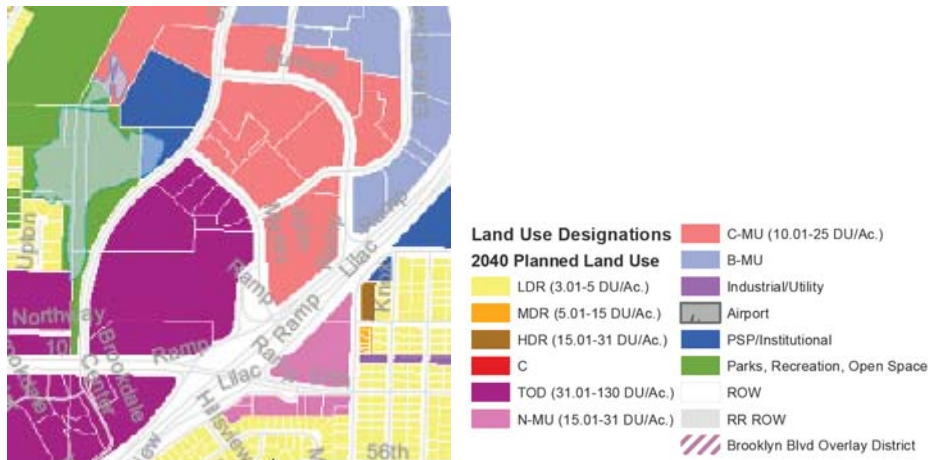
Opportunity Site

- EDA has acquired approximately 35 acres of the Opportunity Site since 2008
- In April 2018, the City entered into a Preliminary Development Agreement with Alatus to master plan and develop the site
- Alatus was selected because their vision for the site aligned with the City's past planning efforts



2040 Comprehensive Plan

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



What is TOD?

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

- Institute for Transportation
& Development Policy

WALK

DEVELOPING NEIGHBORHOODS THAT PROMOTE WALKING

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

CYCLE

PRIORITIZE NONMOTORIZED TRANSPORT NETWORKS

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

CONNECT

CREATE DENSE NETWORKS OF STREETS AND PATHS

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

TRANSIT

LOCATE DEVELOPMENT NEAR HIGH-QUALITY PUBLIC TRANSPORT

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

MIX

PLAN FOR MIXED USES, INCOME, AND DEMOGRAPHICS

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

DENSIFY

OPTIMIZE DENSITY AND MATCH TRANSIT CAPACITY

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

COMPACT

CREATE REGIONS WITH SHORT TRANSIT COMMUTES

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

SHIFT

INCREASE MOBILITY BY REGULATING PARKING AND ROAD USE

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



Community Engagement To Date

- LISC Workshop Series
 - Recommendations
- MAC Meeting
- Earle Brown Days Pop-up
- Property Signs
- Website



Themes from Engagement So Far...

- Create space for community
 - Places for people to gather and hold events
 - Places for children/youth to be safe, active, engaged
 - Places to enjoy the outdoors
 - Places to have fun and draw visitors
- Make it accessible and affordable
 - Quality affordable housing options
 - Space for small local businesses to locate and thrive
 - Activities and destinations that are fun and affordable
 - Ensure that affordability benefits current residents
- Build upon asset of cultural diversity
 - Support culturally focused retail, services, and institutions
 - Include local entrepreneurs and businesses
 - Ensure that place feels welcoming to everyone
 - Develop new institutions, like a multicultural arts center
- Counteract disinvestment
 - Make positive change happen on long-vacant land
 - Increase retail/service opportunities to help replace what has been lost
 - Boost the community tax base to offset resident tax burden
 - Develop area as new downtown district
- Connect this to the community
 - Make multimodal connections with transit, trails, and walkable design
 - Work with community partners
 - Ensure design and function doesn't create an "island" of development
 - Proactively seek accountability on community benefits



Values

- **Affordability:** housing, small business space, and community events
- **Diversity and inclusivity:** multicultural and welcoming environment
- **Health and wellness:** recreation, active living, public safety, and health
- **Fiscal responsibility:** using city resources to leverage private investment
- **Flexibility:** responsive to emerging opportunities as they align with broader goals
- **Local benefit:** ensuring that city residents are direct beneficiaries
- **Community pride:** creating a space that locals are proud to share





BROOKLYN CENTER OPPORTUNITY SITE – COUNCIL WORK SESSION

JULY 1, 2019

ORIGINAL SITE CONCEPT (MARCH 2018)*



*Conceptual, subject to change

OPPORTUNITY SITE

ORIGINAL SITE CONCEPT

CURRENT SITE CONCEPT

PRECEDENTS

TIMELINE / NEXT STEPS

CURRENT SITE CONCEPT (JULY 2019)*

- Similar uses as original concept – only relocated to different areas

- ☐ Relocated/enhanced City Hall
- ☐ Improved/expanded community center
- ☐ Walkable/bikeable community
- ☐ Multicultural center
- ☐ Locally owned/operated retail opportunities (i.e. global market)
- ☐ Grocer
- ☐ Theater
- ☐ Ice cream parlor / Coffee shop / Brewery
- ☐ Hotel / Conference center
- ☐ Downtown main street
- ☐ Family friendly activated regional recreation center
- ☐ Sustainable site design
- ☐ Range of housing options (i.e. affordable, market, senior, high density, townhomes, mid-rise, etc.)
- ☐ Significant focus on added jobs
- ☐ Green space / Parks / Outdoor Gathering Places
- ☐ Parking structure / Metro Transit hub



*Conceptual, subject to change

PRECEDENTS – RETAIL / COMMERCIAL



OPPORTUNITY SITE

ORIGINAL SITE CONCEPT

CURRENT SITE CONCEPT

PRECEDENTS

TIMELINE / NEXT STEPS

PRECEDENTS – VIBRANT ACTIVATED STREETS



OPPORTUNITY SITE

ORIGINAL SITE CONCEPT

CURRENT SITE CONCEPT

PRECEDENTS

TIMELINE / NEXT STEPS

PRECEDENTS – GREEN SPACE AND PARKS



OPPORTUNITY SITE

ORIGINAL SITE CONCEPT

CURRENT SITE CONCEPT

PRECEDENTS

TIMELINE / NEXT STEPS

Benefits of Redevelopment

- Economic benefit/fiscal sustainability from increased tax base
- Diversification of housing stock to increase resiliency of community
- Stable affordable housing options to meet community needs
- Space designated for locally-owned businesses
- Additional jobs, as well as more shopping and services options for new and existing residents
- Community spaces and facilities for recreation, sports, events, learning, etc.
- Parks, trails, and open space with social and health benefits
- Public services as part of programming of public facilities on-site
- Increased tax base to support public schools
- New residents to support local businesses



Brooklyn Center Opportunity Site



Master Plan

What it is

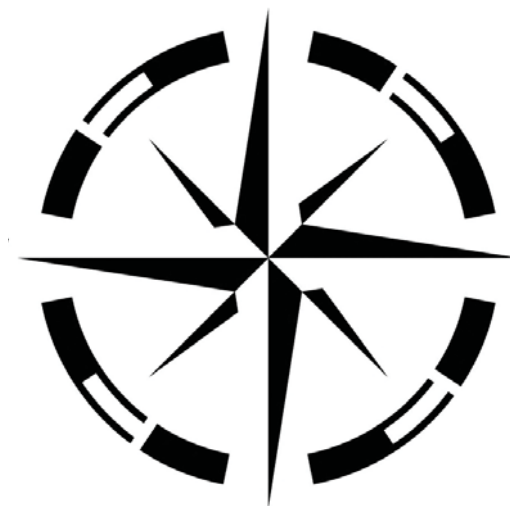
Document that outlines a long term vision for the Site.

It describes what can, not necessarily what will happen.

It aligns public infrastructure with private investments.

Describes how private Investments should contribute to the betterment of the community

Creates opportunities for investors to participate in the vision. Economic Flypaper

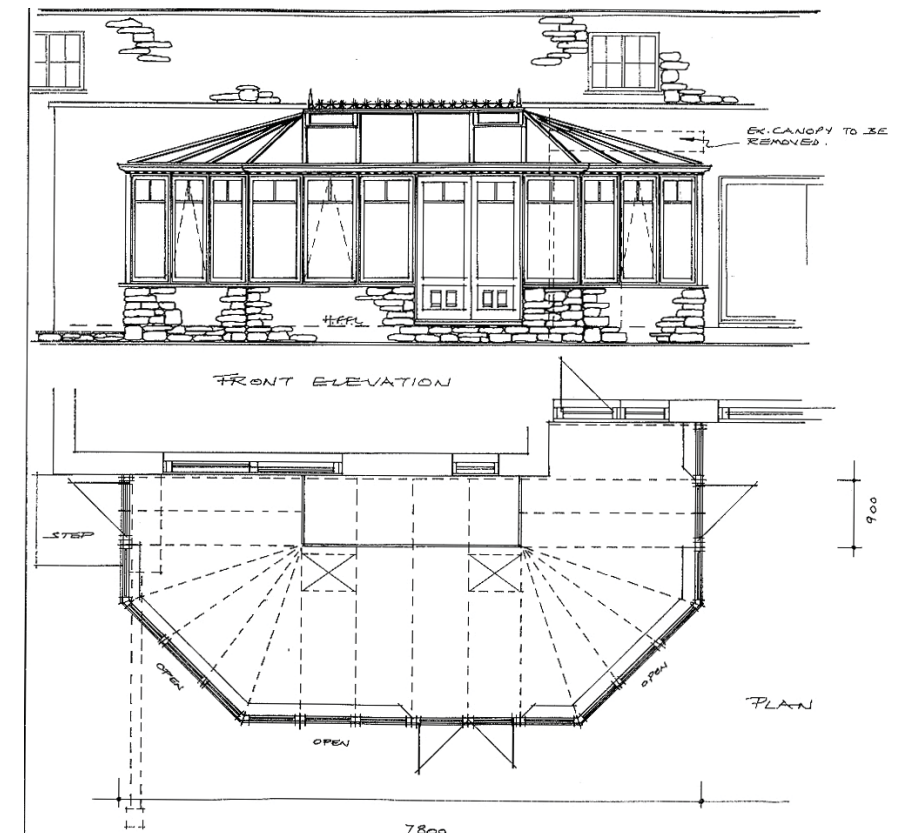


What it is not

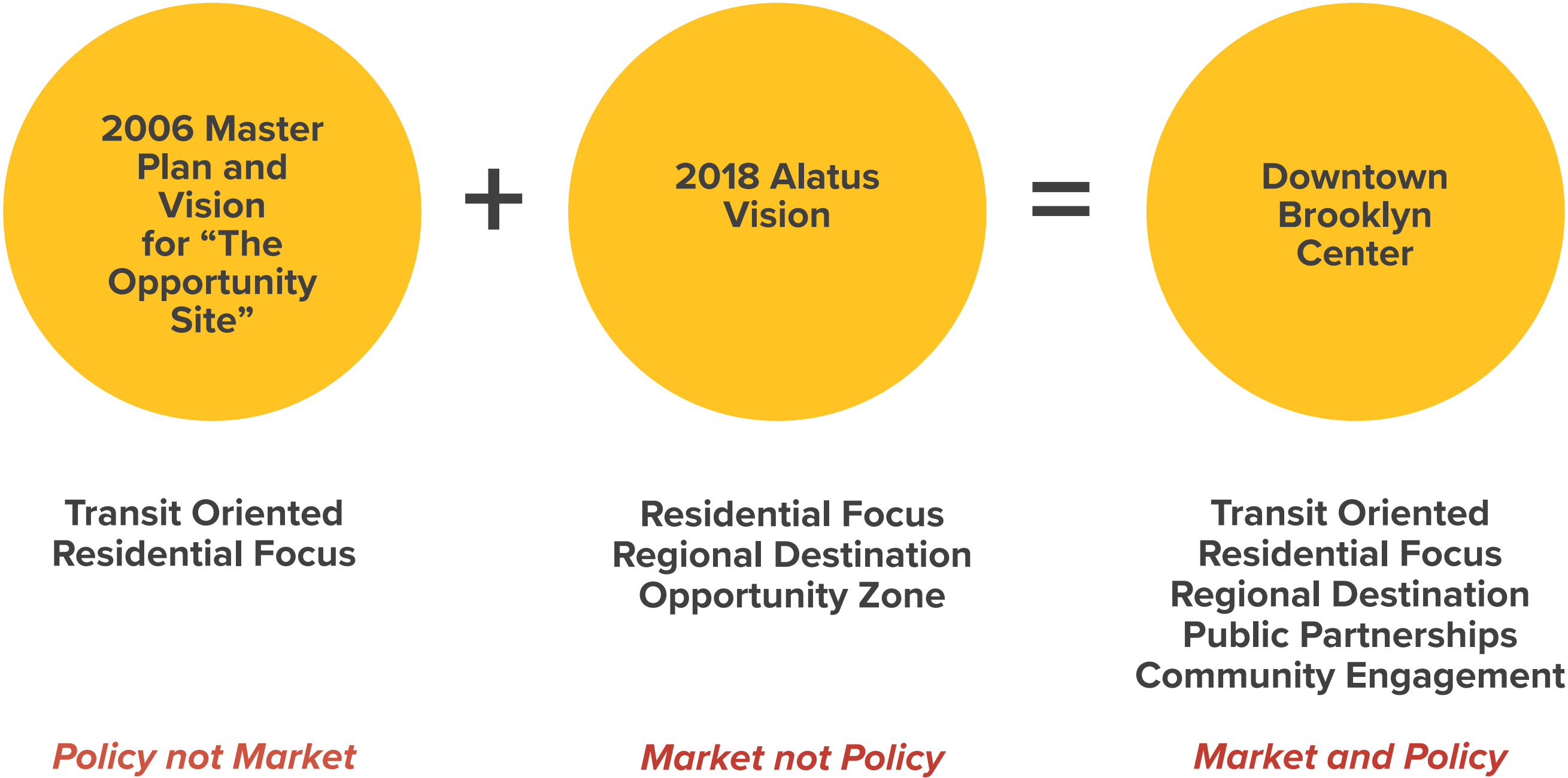
A detailed course of action that defines all buildings spaces and infrastructure.

A Description of impacts and mitigating measures

Legally binding development agreement

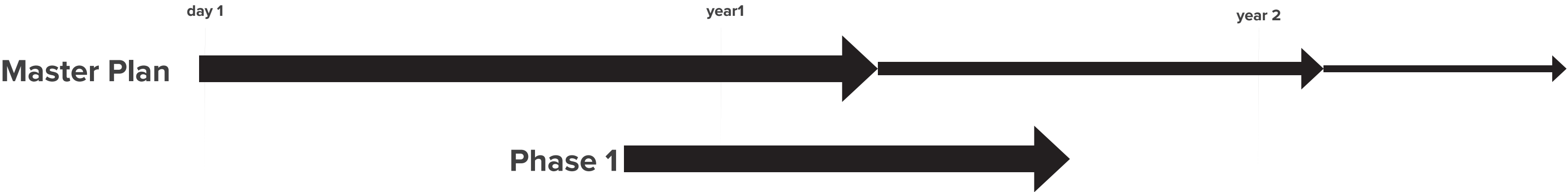


How We Got Here

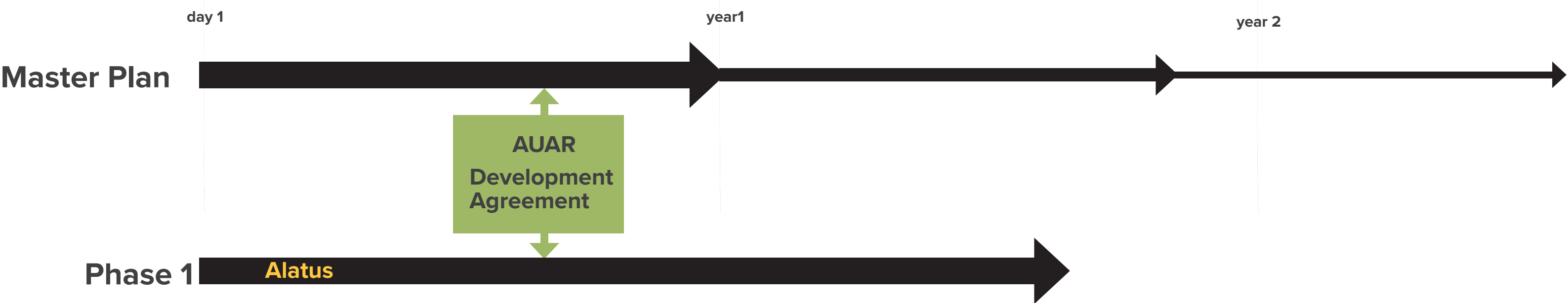


Phase 1 & Master Plan

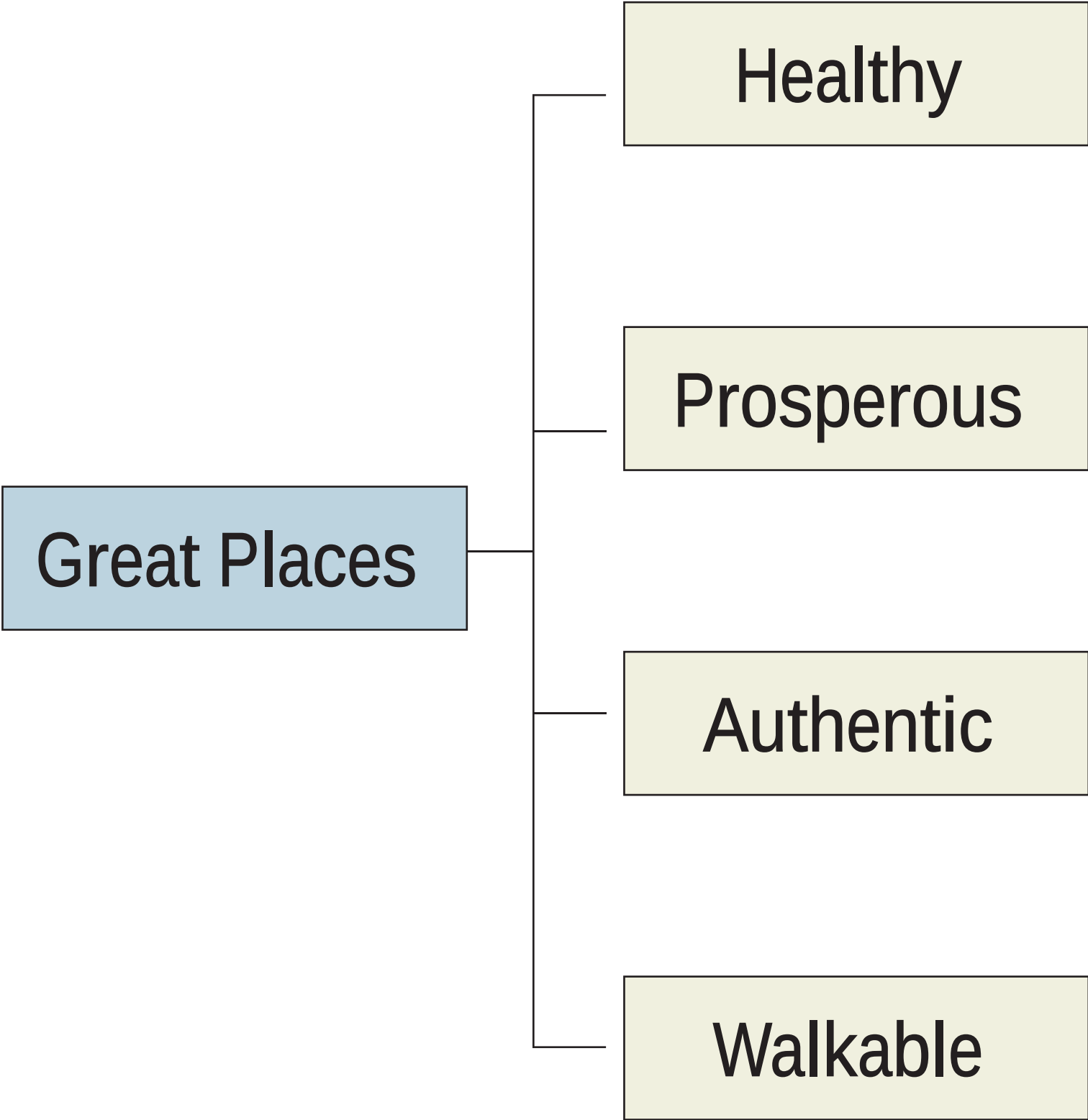
Typical Master Plan Process



Opportunity Site Master Plan Process



Overarching Goal



access to food
exercise
health services
clean air and water



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



public art
local businesses
sociable
welcoming
tolerant



Diversity of uses
Destinations
Comfort
Human Scaled



Working Vision

THIS PLACE WILL BE

Brooklyn Center's Downtown.

*It will be a place that represents **all of what Brooklyn Center is and can become.***

*People will choose to invest their time and energies in Downtown Brooklyn Center as much for **what it is as for what it is near.***

*It will contain a mix of uses that appeal to both **current and future** residents, entrepreneurs, and visitors of Brooklyn Center.*

*It will have a significant amount of new medium and high density housing that helps diversify the City's housing stock - allowing residents **to stay** in Brooklyn Center and also **attracting new residents.***

*It will be a place that **nurtures** local businesses while also attracting new businesses that appeal locally and regionally.*

*It will generate value to the City by leveraging its irreplaceable **assets - proximity to the Park and civic buildings, centrality to the City and it's people, and access to the region.***

Guiding Principles

The community of Brooklyn Center will benefit from...

Increased tax base

Range of stable and affordable housing

Businesses that provide jobs and needed goods and services

Space for local businesses and entrepreneurs

Community space for recreation, fitness, gathering, events, learning

Green and sustainable elements of buildings, site design and systems

Goals and Principles

IT WILL BE ACHIEVED THROUGH THESE PRINCIPLES.....

1. By connecting it to the rest of the City

*easy to get to
easy to get around*



2. By promoting multiple and overlapping uses

active throughout the day & evening

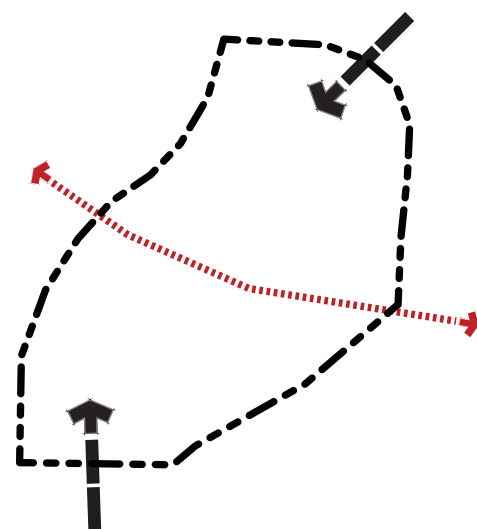


3. By building neighborhoods

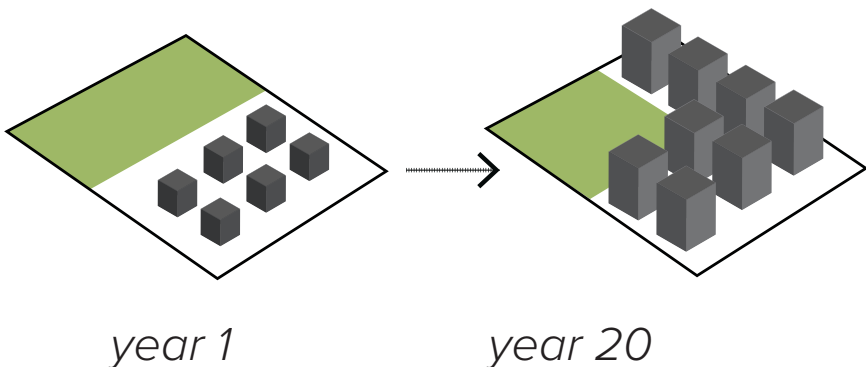
Complete and connected neighborhoods



4. By balancing regional and local access



5. By supporting Organic & Successional Growth

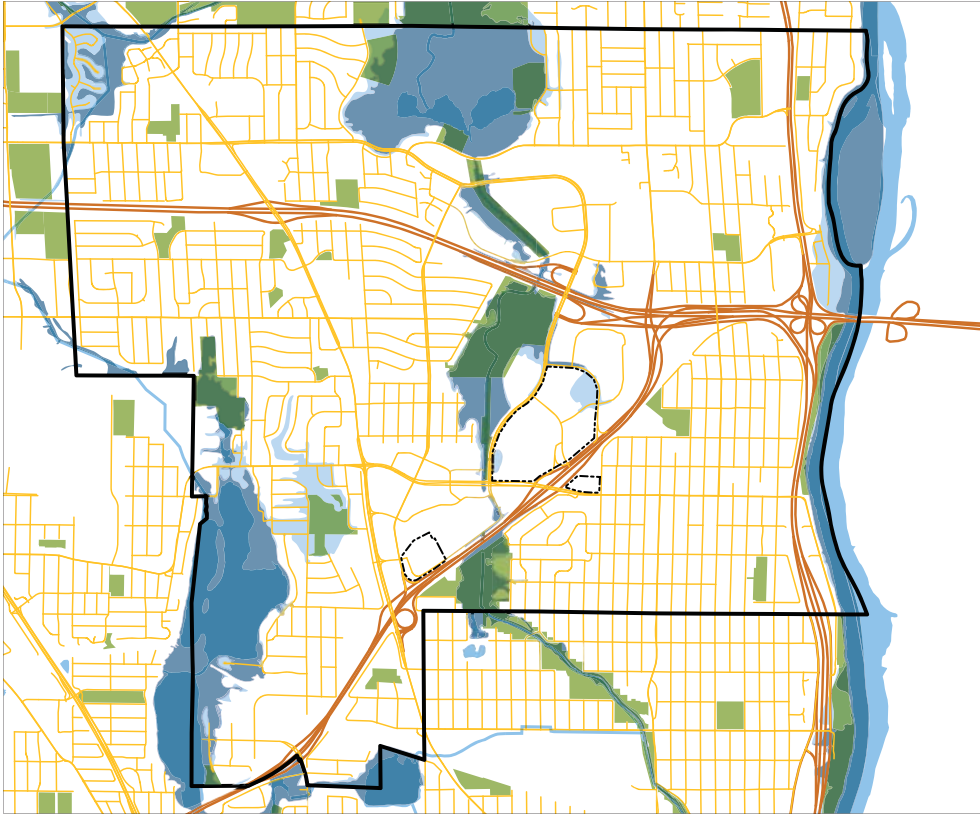


Context of the Site



Existing Conditions

*Abundant infrastructure.
Some that divides the City, Some that connects the City.*



Existing Conditions

*Regional trails, highways,
and transit come together*

*Center of the Region, but
not the Center of the City*

*Lacking in local
infrastructure and local
connections*



Streets

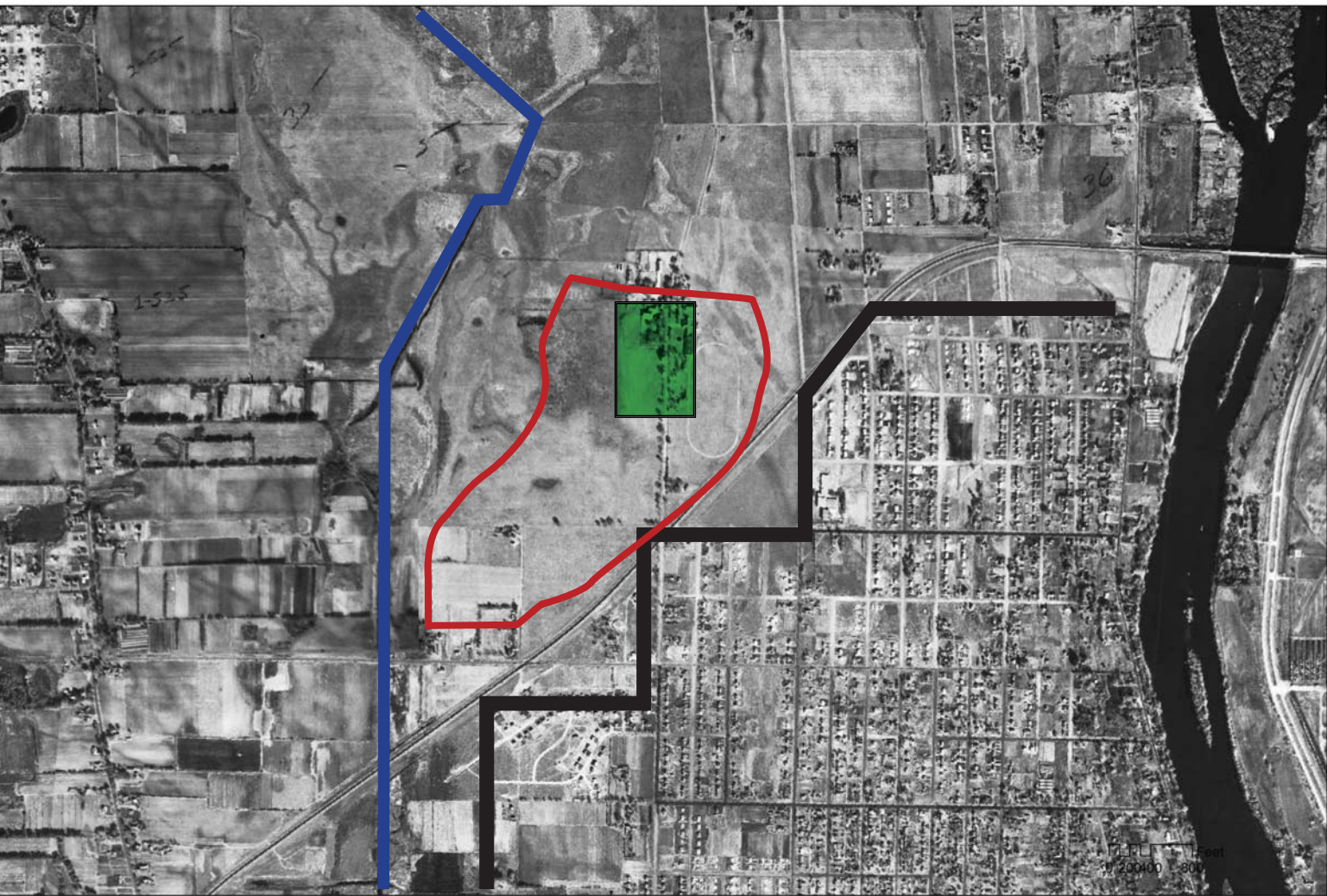


Environmental and Trails



Blocks

Context of the Site



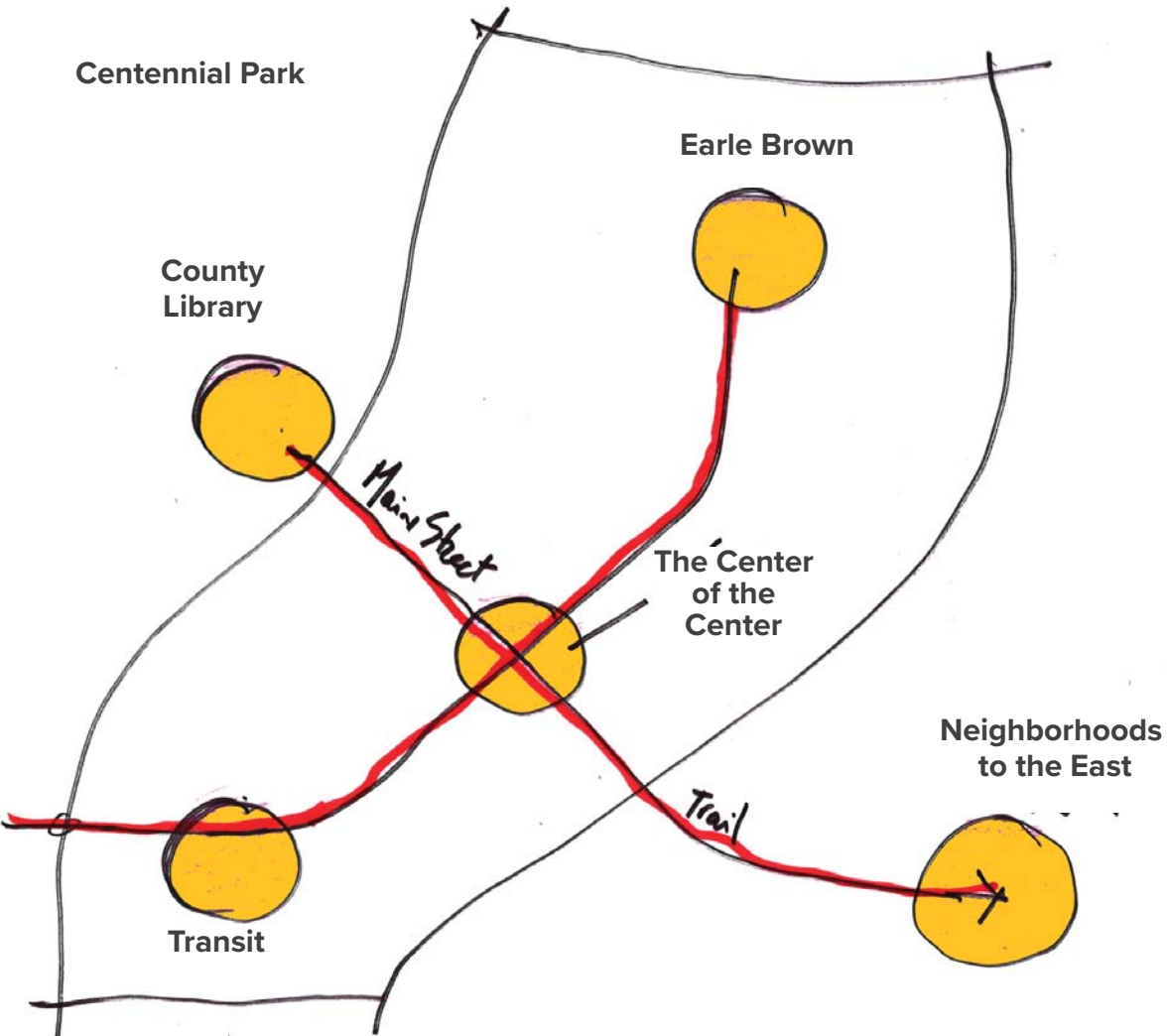
1953



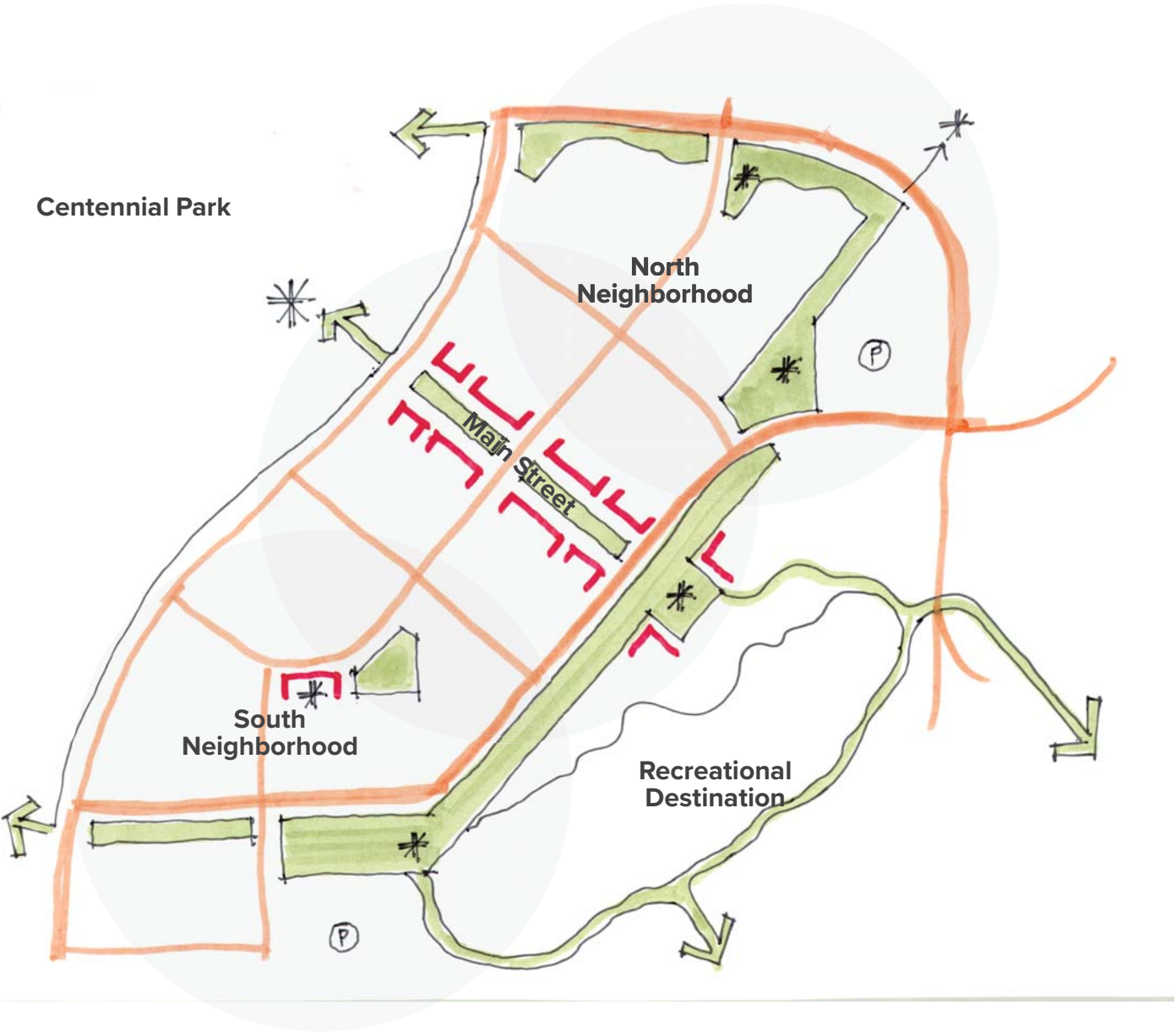
Today



Parti & Concept



New Crossroads



Connected to the City

Structure



Plan



Places



Open Space



Land Use



Access and Connection



Main Street



Recreation



Greenway



Neighborhoods

Land Use



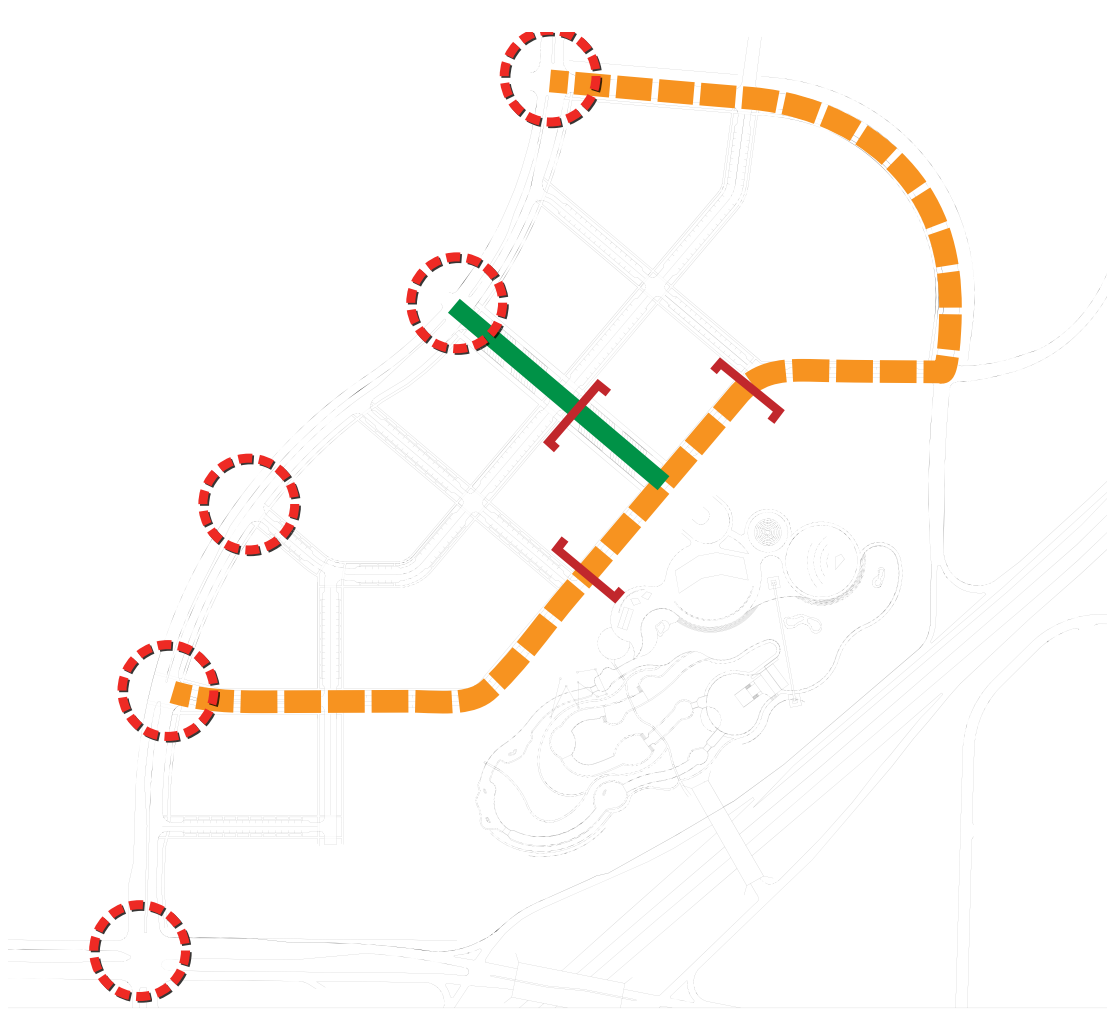
Main Street (restaurants)
Neighborhoods (for sale and rental)
Community Amenities (theater and grocery)
Regional Attraction

Open Space



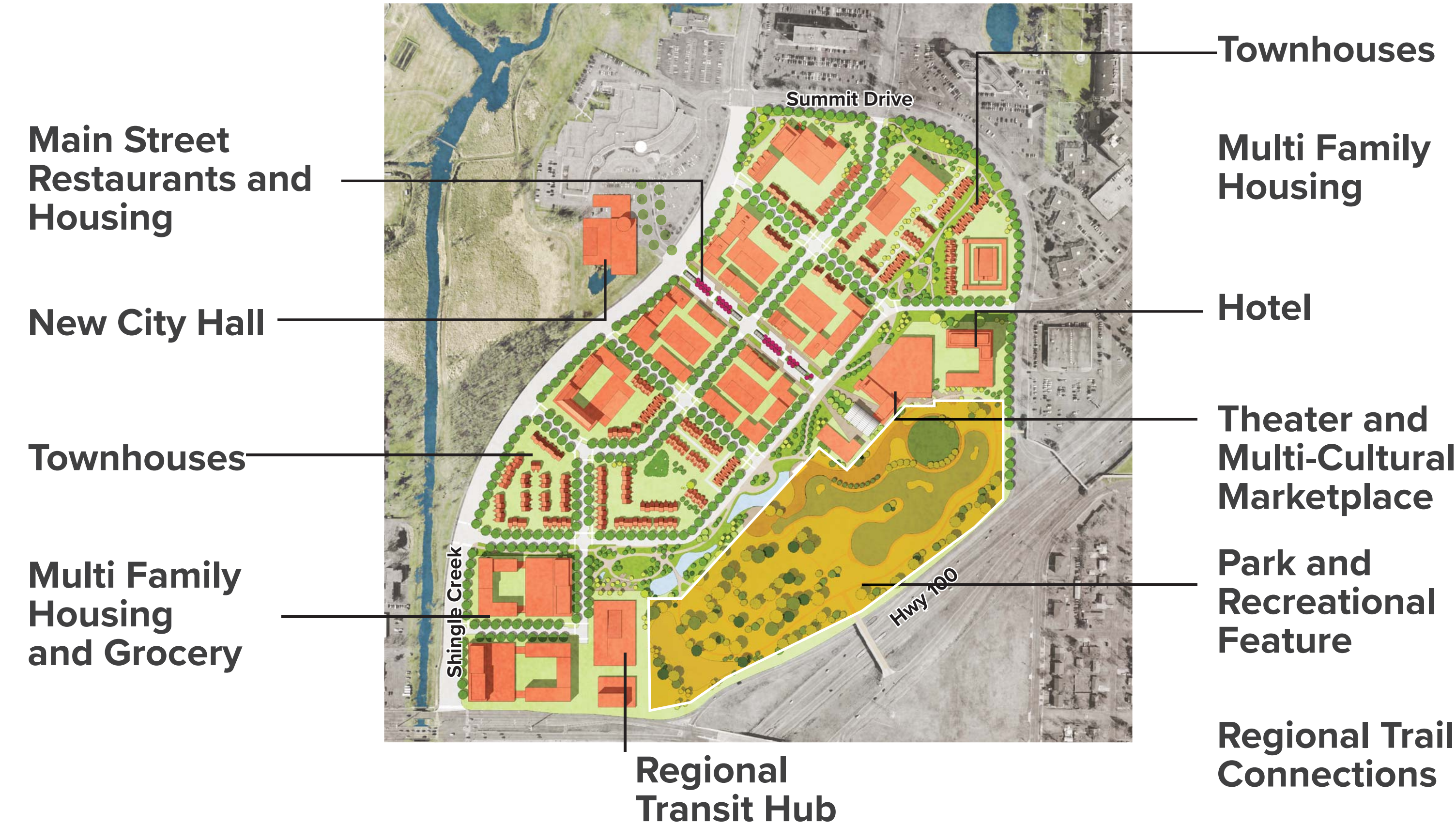
Trail Connections
Neighborhood parks
Plazas

Circulation

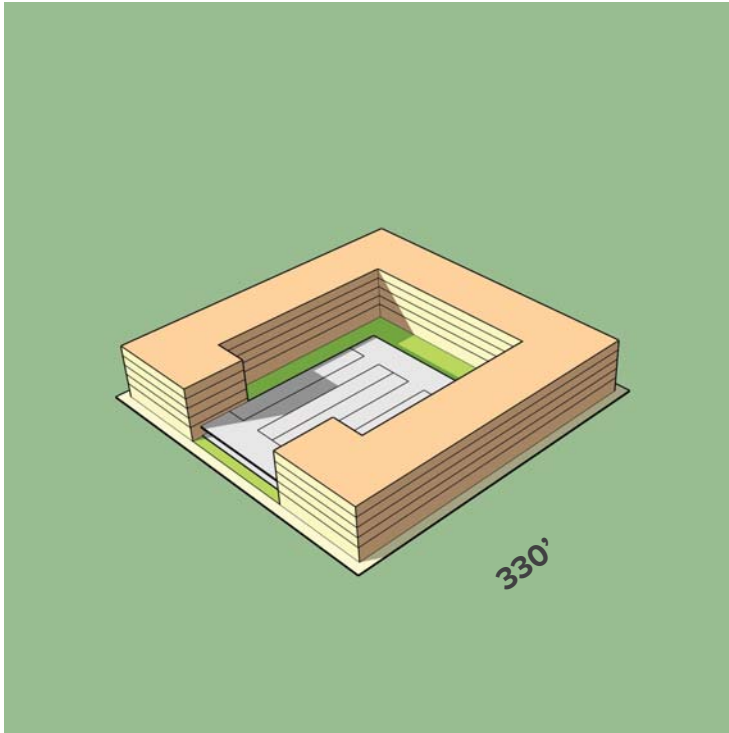


Connector Street
Main Steet
Neighborhood Streets

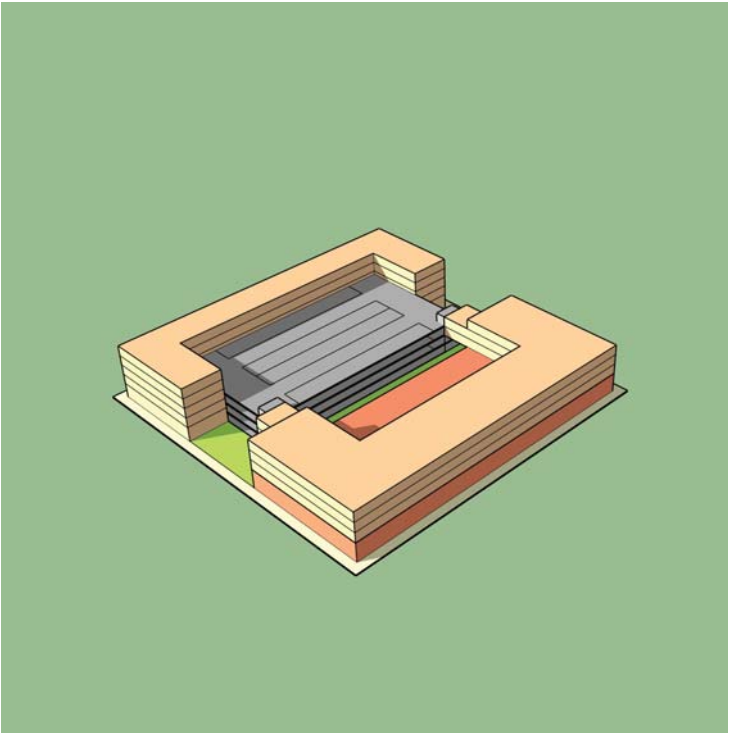
Elements of the Plan



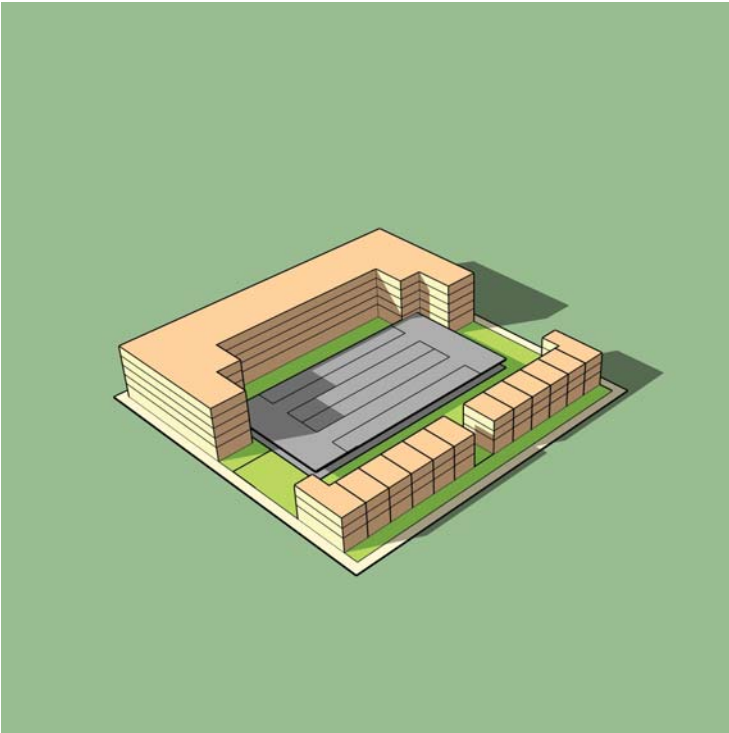
Typical Blocks



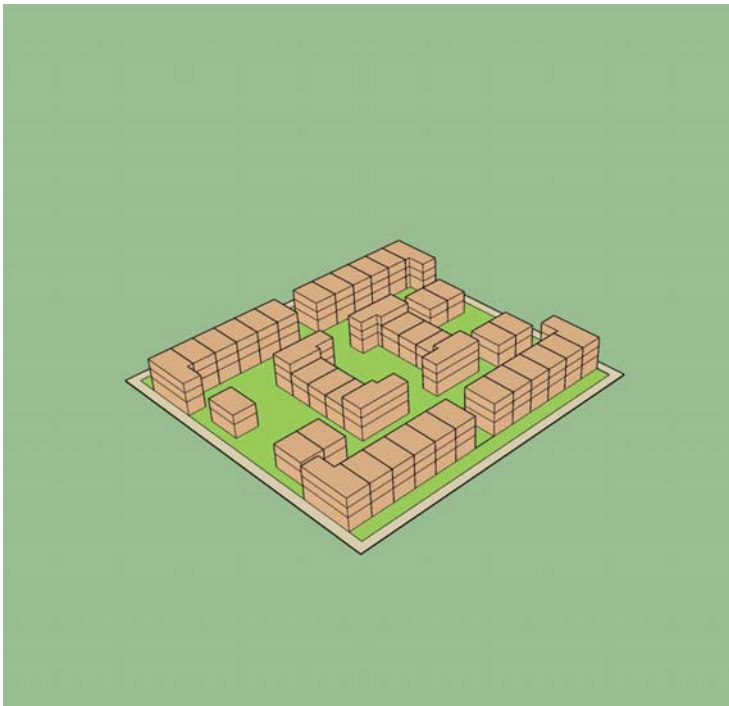
Texas Donut



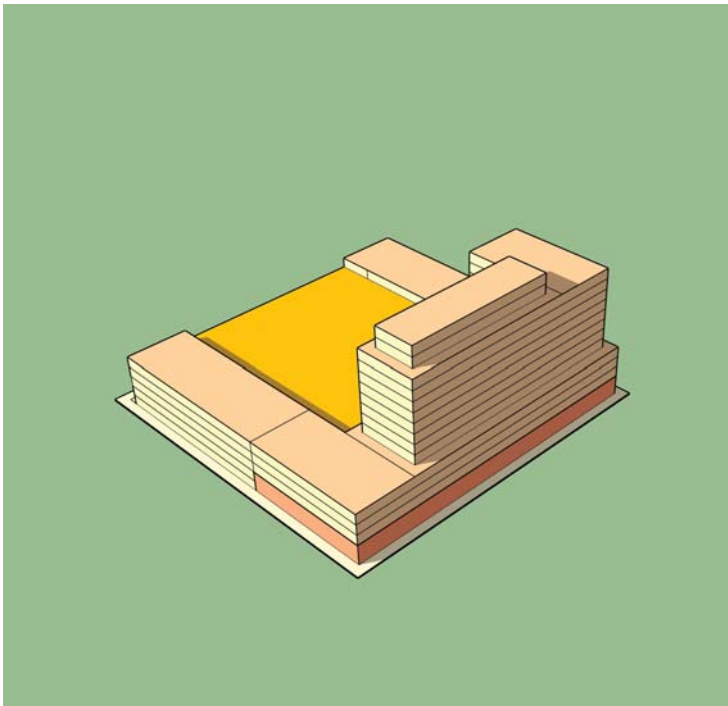
Deeper Retail



Donut with Townhouses



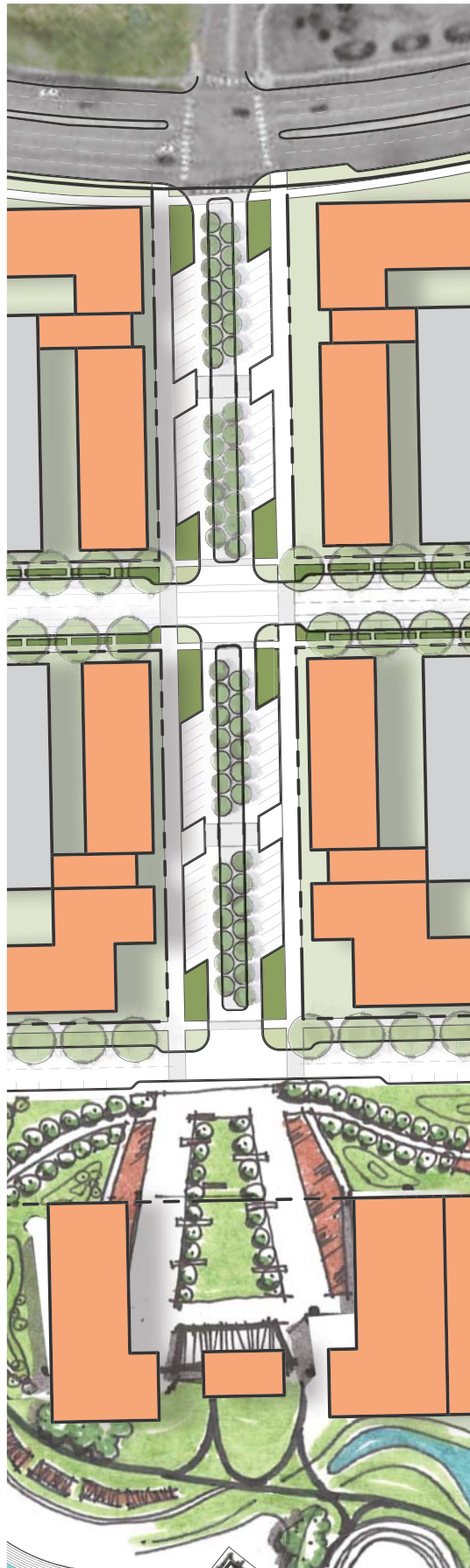
Townhouses



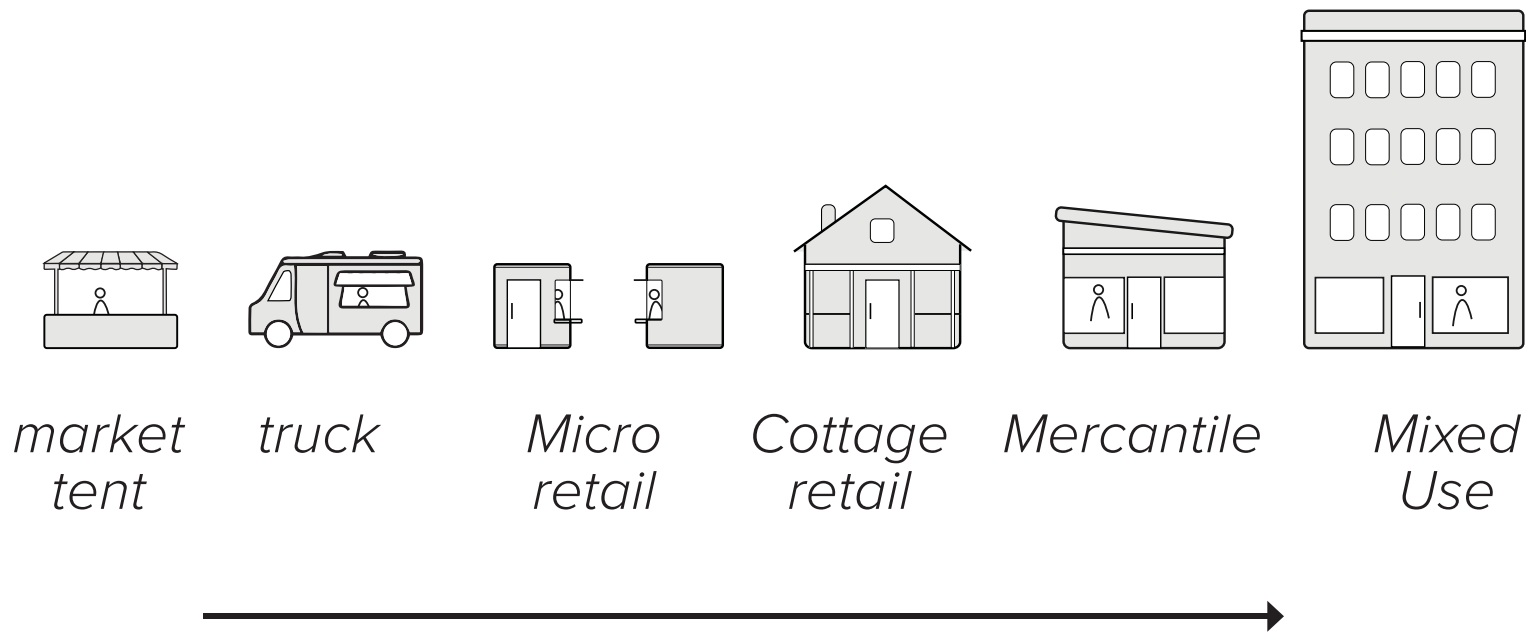
Podium With Tower

Modular and Flexible

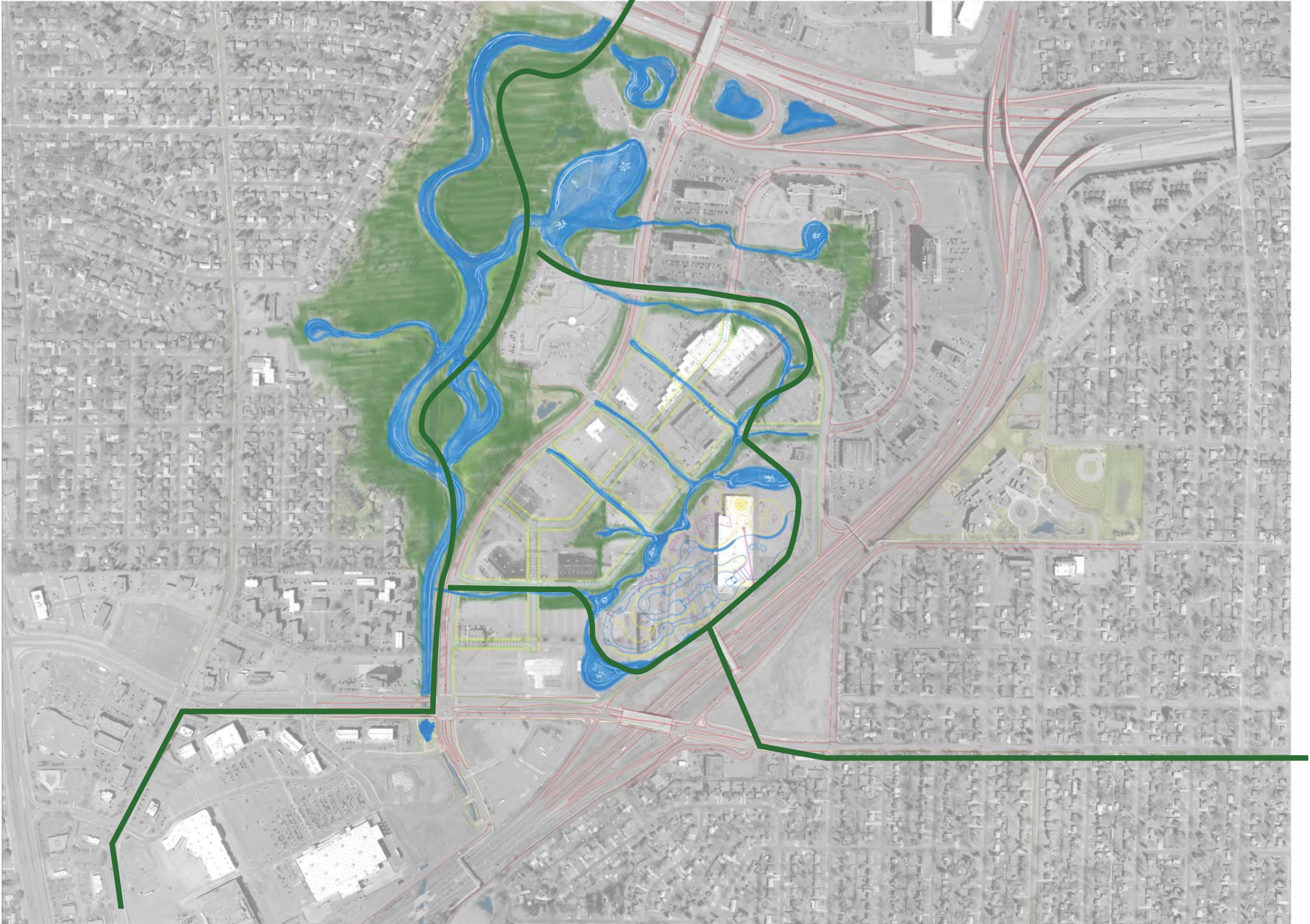
Main Street



- Restaurants and Retail
- Theater
- Multi-Cultural Marketplace
- Incubator - Micro retailing
- Gathering and Street Festivals
- Public Art and Performance



Open Space System - Regional



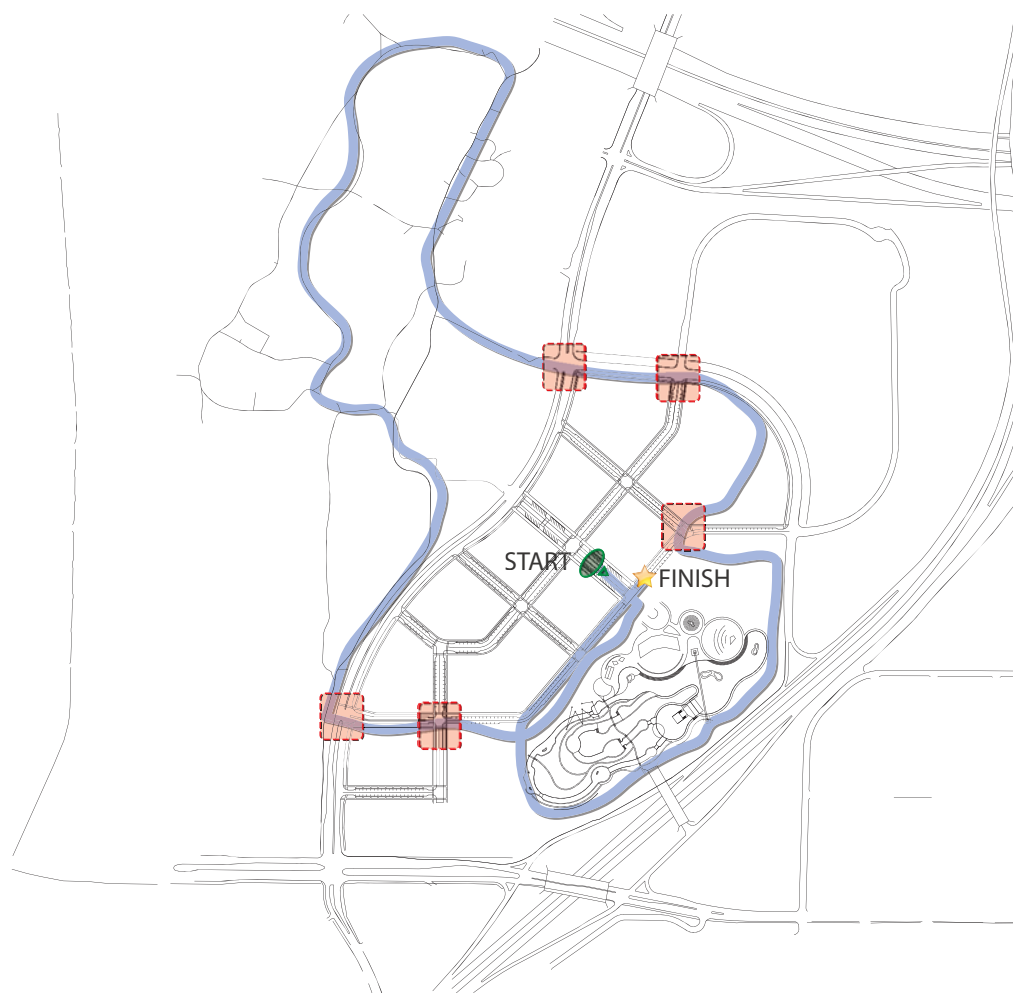
Open Space System - Greenway



Trails



Regional



5 K race / walk



1 Mile Loop

Regional Destination

Community Benefits

Park space open to the public

Community events and fairs

Concerts open to the public

Enhanced trail system

Public Art

Leverages other entity participation

Met Transit Hub

Three Rivers Park District

Movie Theater Attraction

Food Market

Shops and restaurants

Hotel





Brooklyn Center Opportunity Site



Benefits of Redevelopment

- Economic benefit/fiscal sustainability from increased tax base
- Diversification of housing stock to increase resiliency of community
- Stable affordable housing options to meet community needs
- Space designated for locally-owned businesses
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- Public services as part of programming of public facilities on-site
- Increased tax base to support public schools
- New residents to support local businesses



TIMELINE / NEXT STEPS

- Reasons for Expanded Scope of Phase I
 - Opportunity Zone – investor interest by 2020
- By the end of 2019
 - Execute Master Development Agreement
 - Adopt Master Plan
- Phase I (A) – construction start TBD
 - Market Rate Apartments w/ potential grocer on ground level
- Phase I (B) – construction start TBD
 - Theater, multicultural market, hotel, structured parking, family friendly activated regional recreation center, more housing

Addressing Challenges

- **Gentrification and displacement**
 - Challenge: raising property values brings a community benefit, but also risks pricing out existing residents
 - Opportunity: intentional approach to ensuring affordability of housing, commercial space, and community activities will keep it open to all
- **Market timing**
 - Challenge: the mall closure, disinvestment, and lack of progress after previous plan, show market challenges
 - Opportunity: there is unique opportunity for urban investment right now, in terms of both market demand and financial tools
- **Traffic impacts**
 - Challenge: new traffic generated, with impacts on surrounding roads and neighborhoods
 - Opportunity: the site has excellent highway access, and traffic studies can find solutions
- **Site conditions**
 - Challenge: the site is impacted by previous development, including contamination; nearby Shingle Creek is also impacted
 - Opportunity: partnerships with watershed and others can both mitigate contamination and restore green and sustainable systems
- **Site infrastructure improvements**
 - Challenge: there are major, expensive improvements needed for public infrastructure and public realm enhancements
 - Opportunity: advance planning and coordination can ensure that the City is well-situated to pursue grant and partner funding

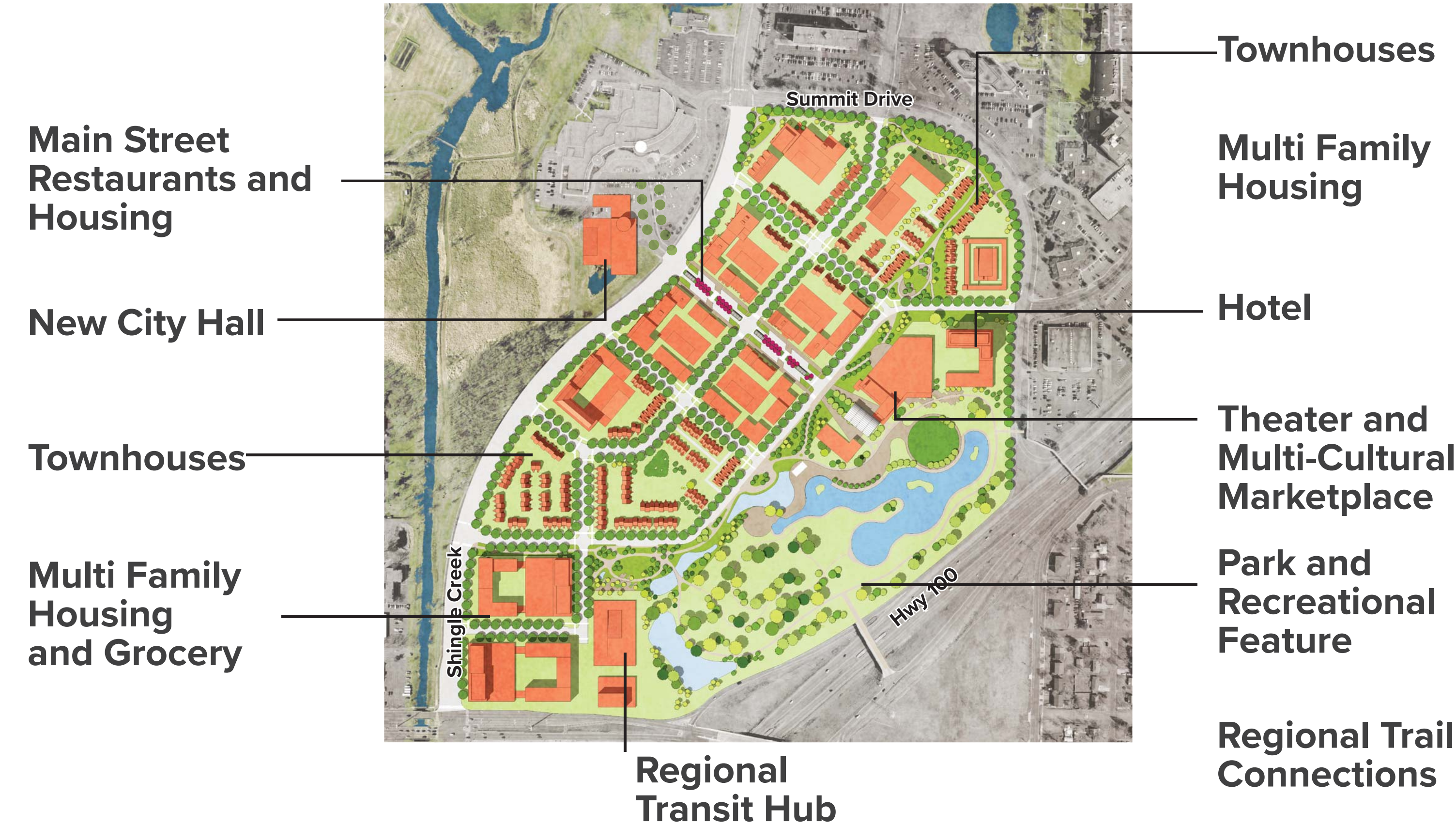


Next Steps

- AUAR/Environmental Review
- Next phase of community engagement
 - Project website
 - Community task force
 - Co-create engagement process
 - Contribute to implementation
 - Input on master plan and development agreement
 - Pop up events
 - Community open house
 - Workshops with City Commissions/Committees
 - Workshops with Brooklyn youth
 - Open Streets event
 - Hennepin County Active living engagement and demonstration activity
 - Others TBD



Elements of the Plan



Structure



Plan



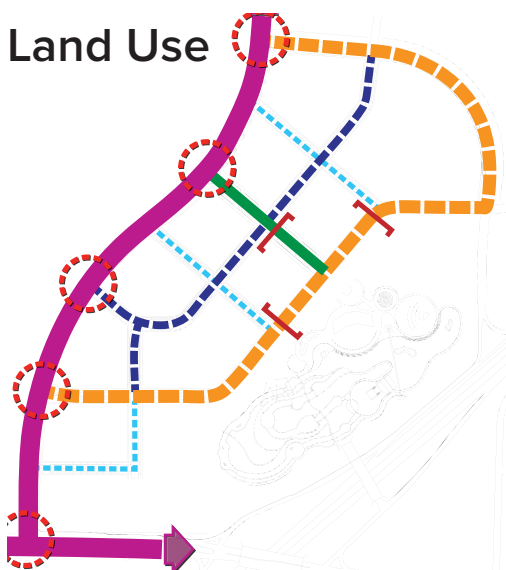
Places



Open Space



Land Use



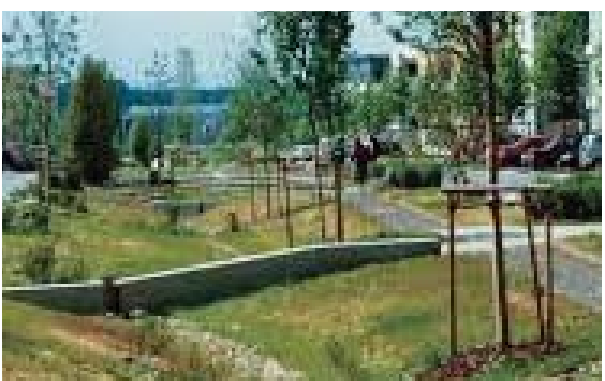
Access and Connection



Main Street



Recreation



Greenway



Neighborhoods