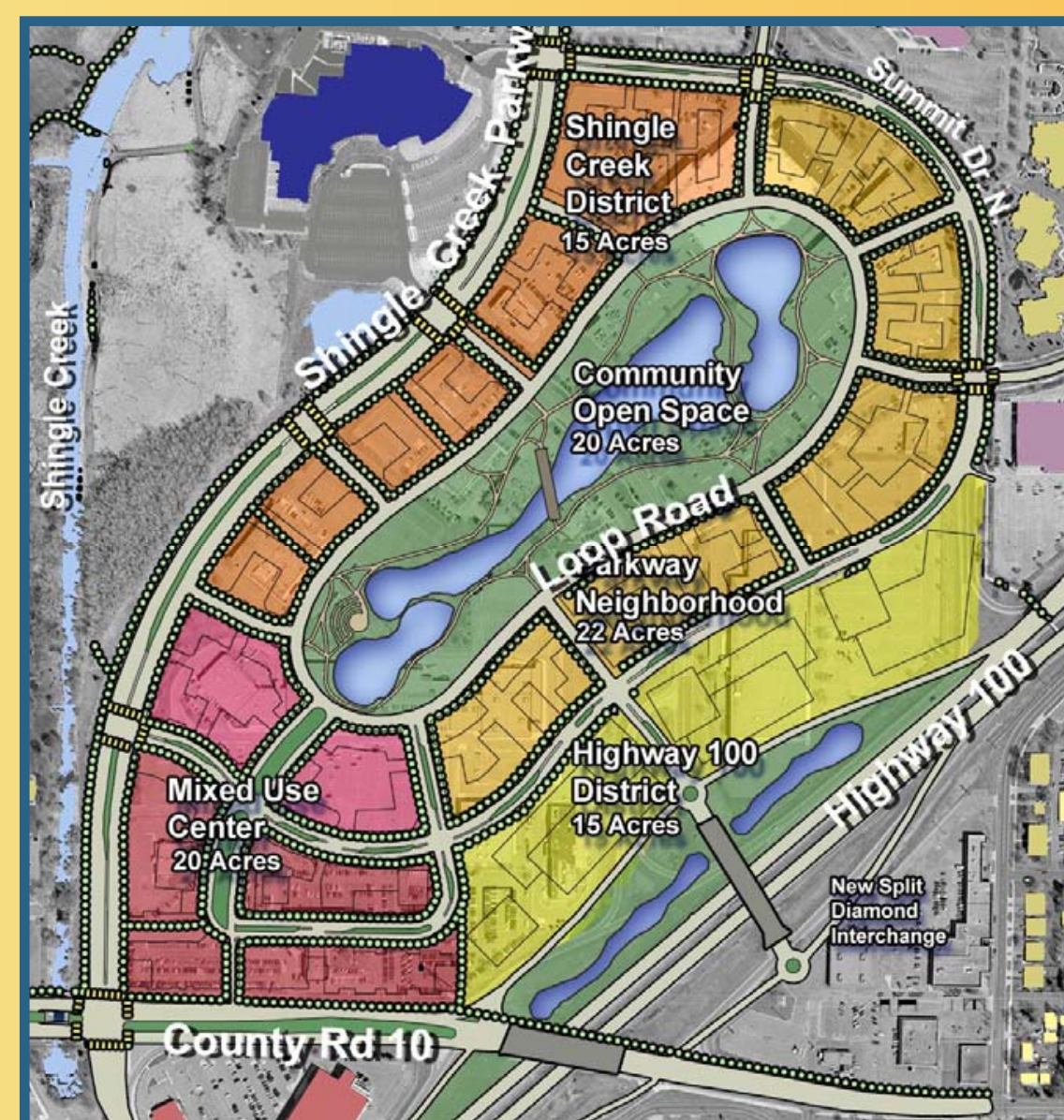
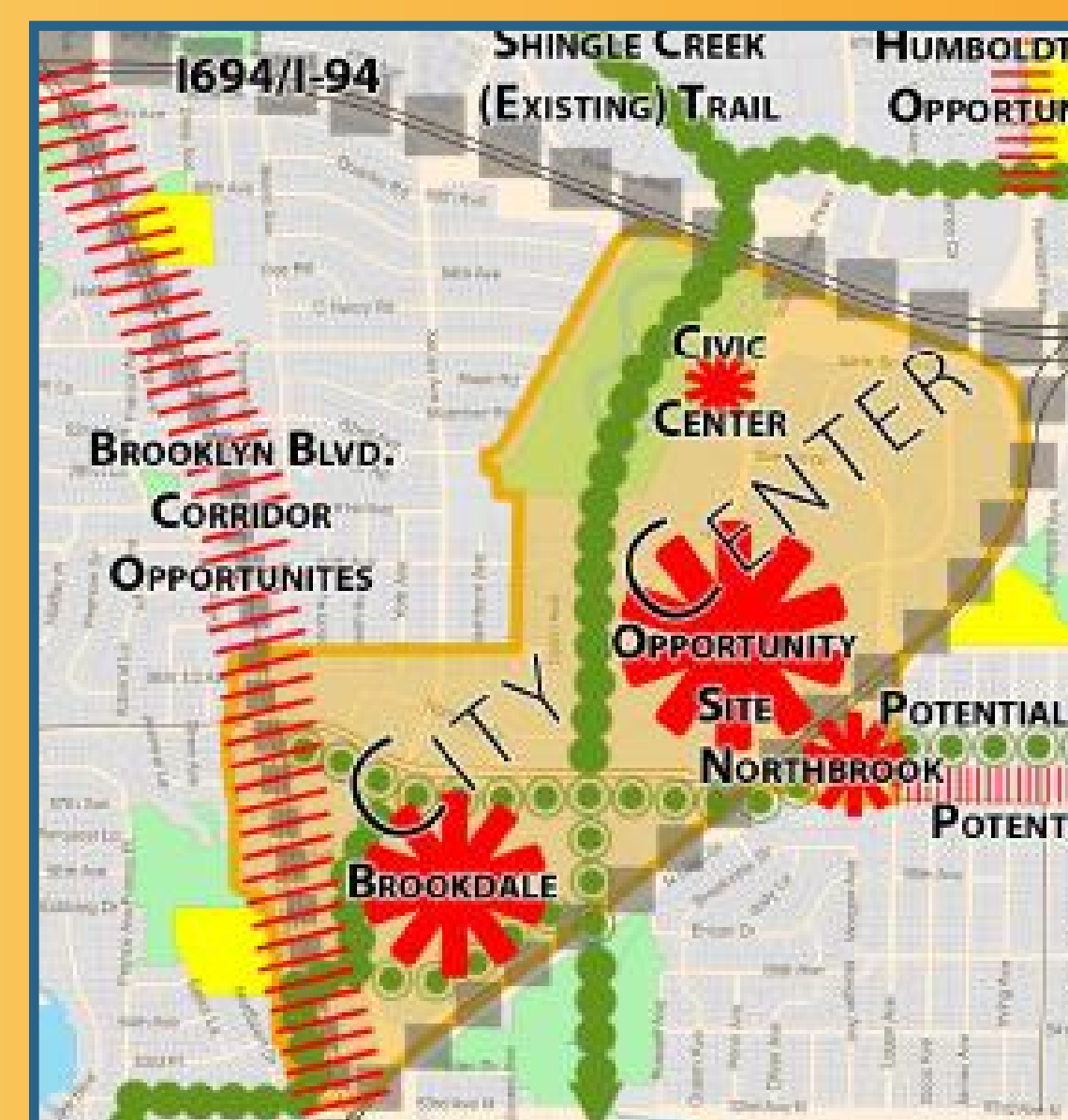


Planning History



2006

Master Plan



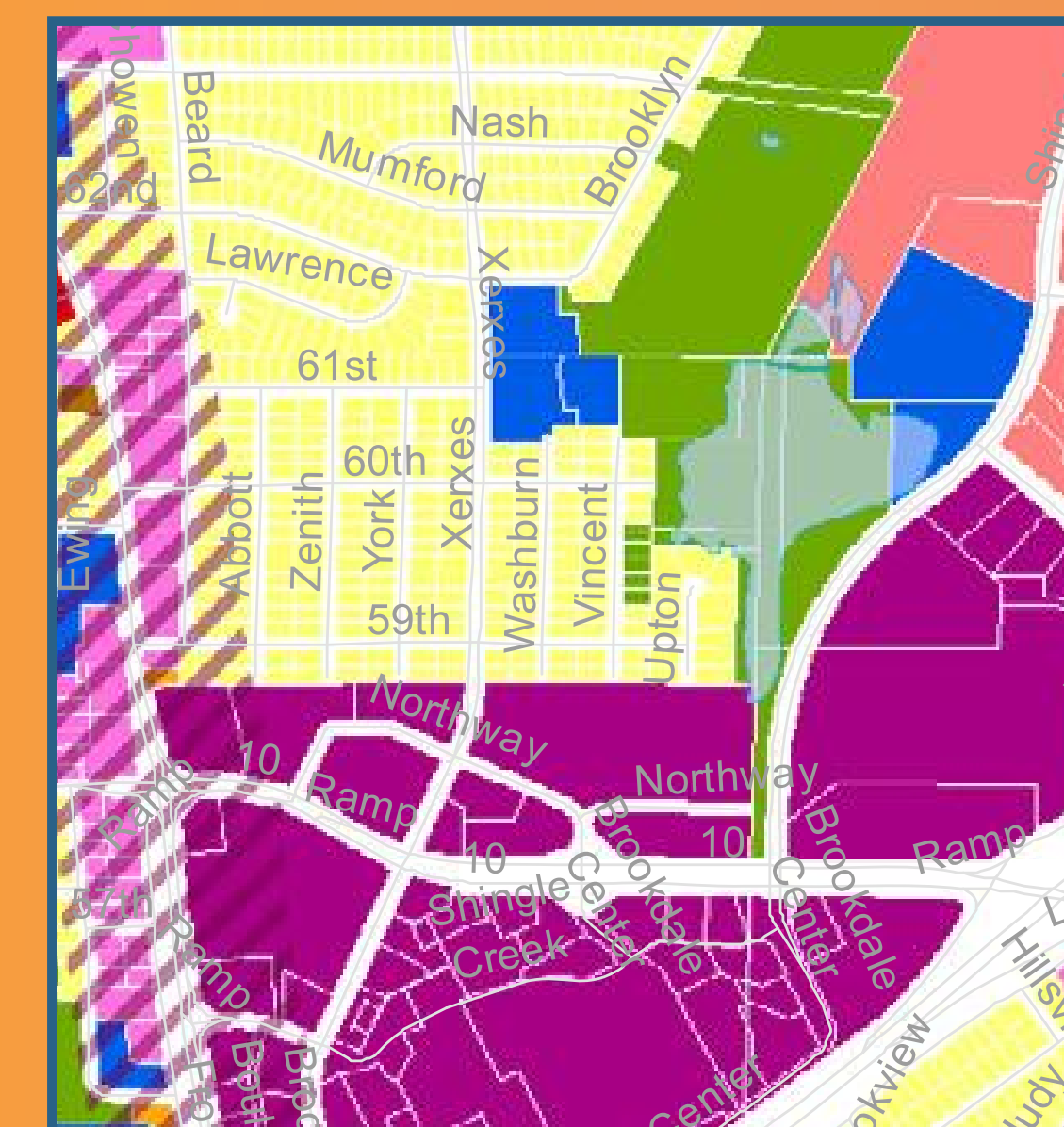
2008

**2030
Comprehensive
Plan**



2018

**Development
Agreement**



2019

**2040
Comprehensive
Plan**



Today

Master Plan

Values



Affordability: housing, small business space, and community events



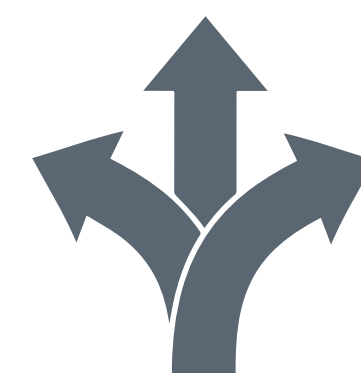
Fiscal responsibility: using city resources to leverage private investment



Community pride: creating a space that locals are proud to share



Diversity and inclusivity: multicultural and welcoming environment



Flexibility: responsive to emerging opportunities as they align with goals



Environmental sustainability: supporting long term environmental health



Health and wellness: recreation, active living, public safety, and health



Local benefit: ensuring that city residents are direct beneficiaries



Counteracting displacement: ensuring project does not price out residents

Guiding Principles

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



Create a vibrant and distinctive destination for the community and the region



Consider sustainability in the design of the development



Embrace the growing diversity of the community



Produce places that bring the community together

Listening to the Community

Engagement to Date

2019 Events

March-May	LISC CDI Workshop Series
April 27	Brooklyn Center Health Fair Pop-up
May 28	Multicultural Advisory Committee
June 22	Earle Brown Days Pop-up
July 13	Saturday Market Pop-up
July 22	Youth in City Government Day
August 6	National Night Out – Brooklynk
September 14	Saturday Market Pop-Up

Other Efforts

- Hired a Community Engagement Intern
- Established Opportunity Site Working Committee
- Implemented a project website, social media posts, online survey



What we've heard so far

Build upon asset of cultural diversity

Create space for the community

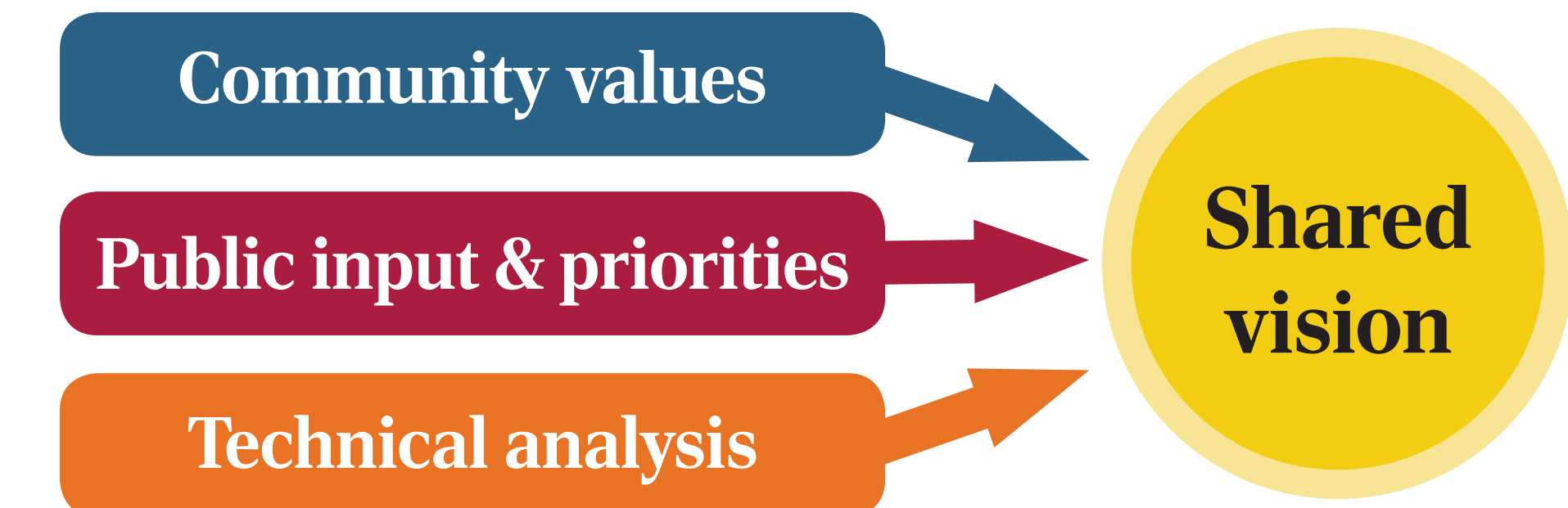
Make it accessible and walkable





Connect this to the community

Counteract disinvestment

Project Timeline

We are in the third phase of the Opportunity Site planning process. The goal is to establish a shared vision by incorporating community values, public input, and analysis.



 PHASE	 TECHNICAL ANALYSIS	 ENGAGEMENT QUESTIONS	 OUTCOMES
Initial Project Framing <i>Winter/Spring 2019</i>	<ul style="list-style-type: none"> Market conditions Initial financial feasibility Partnership opportunities 	<i>What is overall vision for development?</i> <i>What are high level goals?</i>	<ul style="list-style-type: none"> Citywide comprehensive planning vision Initial partnership with developer to move forward with exploratory process.
Preliminary Development Concepts <i>Spring/Summer 2019</i>	<ul style="list-style-type: none"> Initial site assessment Draft development framework Draft development concepts 	<i>What elements could be incorporated on the site?</i> <i>What are top priorities for the site?</i>	<ul style="list-style-type: none"> Initial concepts to evaluate based on both desired elements and site feasibility.
Development Scenario Review <i>Fall 2019</i>	<ul style="list-style-type: none"> Environmental scoping Financial feasibility Development scenario refinement 	<i>What are biggest impacts of the project?</i> <i>Who will be most impacted?</i> <i>What guidance emerges from assessment?</i>	<ul style="list-style-type: none"> Identification of potential project benefits and costs Refinement of development approach
Development Impact Assessment <i>Winter 2020</i>	<ul style="list-style-type: none"> Environmental impact documentation Socioeconomic assessment on community (e.g. gentrification) 	<i>How are people impacted?</i> <i>What aspects of project are most/least beneficial?</i> <i>How should plan be adjusted?</i>	<ul style="list-style-type: none"> Documentation of project benefits and costs, including potential mitigation Refinement of development approach
Preferred Development Scenario <i>Spring/Summer 2020</i>	<ul style="list-style-type: none"> Development concepts – master plan and phase 1 Mitigation plan Community benefits agreement 	<i>What is framework moving forward?</i> <i>Does this affirm community goals and priorities?</i> <i>Will negative impacts be mitigated?</i>	<ul style="list-style-type: none"> Revised master plan Concepts for phase 1 implementation Approach for mitigating impacts and ensuring community benefits

Definitions

Affordable Housing: In general, housing for which the occupant(s) is/are paying no more than 30 percent of his or her income for gross housing costs, including utilities.

AMI – Area Median Income: The amount that divides the area’s income distribution into two equal groups, half having income above that amount, and half having income below that amount. Income categories include: Extremely low income = 30% area median income; Very-low income = 50% area median income; Low income = 60% area median income; and Moderate income = 80% area median-income.

Complete Streets: Transportation policy and design approach that requires streets to be planned, designed, operated, and maintained to enable safe, convenient, and comfortable travel and access for users of all ages and abilities regardless of their mode of transportation.

Community: When federal, state or county governments use the word community they are most often referring to cities and municipalities. In this document when we use the term community we are referring a group of families and individuals who are in relationship to each other either by culture or geography.

Community Benefits Agreement: Contract signed by community groups, government and developer that requires the developer to provide specific amenities and/or mitigations to the local community or neighborhood.

Community Land Trust: Nonprofit corporations that develop and steward affordable housing, community gardens, civic buildings, commercial spaces, and other community assets on behalf of a community.

Comprehensive Plan: A geographic specific plan that includes all aspects necessary to guide future growth such as: land use, transportation, natural resources, parks and green space, housing, and economic development. Comprehensive plans are created for metropolitan regions, counties, and cities. A comprehensive plan may also include smaller neighborhood and site specific plans such as: small area plan, master plan, and development plan.

Environmental Justice: The fair treatment and meaningful involvement of all people regardless of race, color, national origin, or income with respect to the development, implementation, and enforcement of environmental laws, regulations, and policies.

Environmental Standard: State and federal laws that regulate pollution. See EPA <http://www2.epa.gov/lawsregulations>. For Minnesota see <http://www.pca.state.mn.us/>

Equity: Just and fair inclusion where all can participate and prosper.

Equitable Development: A process for creating healthy, vibrant communities of opportunity. Equitable outcomes result when strategies are put in place to ensure that low-income communities and communities of color participate in and benefit from investments that shape their neighborhoods and regions.

Livability is the sum of the factors that add up to a community’s quality of life—including the built and natural environments; economic prosperity; social stability, equity, and capital; educational opportunity; and cultural, entertainment and recreation possibilities.

Living wage affords the earner and her or his family the most basic costs of living without need for government support or poverty programs. A living wage is a complete consideration of the cost of living. Wages vary according to location, as costs of living vary.

Mixed use development is a development that combines two or more different types of land uses, such as residential, commercial, employment, and entertainment uses, in close proximity. In some communities, mixed use may be defined as different uses contained within the same physical structure.

Placemaking is a multi-faceted approach to the planning, design and management of public spaces. Placemaking builds on a local community’s assets, inspiration, and potential, with the intention of creating public spaces that promote people’s health, happiness, and well-being.

Section 3: Housing and Urban Development requires that recipients of certain HUD financial assistance, to the greatest extent possible, provide job training, employment, and contract opportunities for low- or very-low income residents in connection with projects and activities in their neighborhoods.

Social impact assessment is a process of evaluating the likely impacts and the consequences (beneficial and adverse) to human populations of any public or private actions that alter the ways in which people live, work, play, relate to one another, organize to meet their needs and generally cope as members of society. The term also includes cultural impacts involving changes to the norms, values, and beliefs that guide and rationalize their understanding of themselves and their society.

Smart growth helps communities grow in ways that expand economic opportunity while protecting human health and the environment.

Streetscaping: Public works programs to improve streetscape conditions that can include changes to the road cross section, traffic management, pedestrian conditions, landscaping, street furniture (utility poles, benches, garbage cans, etc.), building fronts, and materials specifications.

Sustainable Communities: Urban, suburban, and rural places that successfully integrate housing, land use, economic and workforce development, transportation, and infrastructure investments in a manner that empowers jurisdictions to consider the interdependent challenges of: 1) economic competitiveness and revitalization; 2) social equity, inclusion, and access to opportunity; 3) energy use and climate change; and 4) public health and environmental impact.

Tax Abatement: Reduction of, or exemption from taxes granted by a government for a specified period, usually to encourage certain activities such as investment in capital improvements and development projects. A tax incentive is a form of tax abatement.

Tax Increment Financing: Tax increment financing (TIF) is a method of financing the public costs associated with a private development project. Essentially, the property tax increases resulting from development are targeted to repay the public infrastructure investment required by a project. TIF funds can be dedicated for the development of affordable housing.

Transit Oriented Development (TOD): Development of commercial space, housing, and job opportunities close to public transportation, thereby reducing dependence on automobiles. TODs are typically designed to include a mix of land uses within a quarter-mile walking distance of transit stops or core commercial areas.

Transit: Public transportation in the form of buses, bus rapid transit, streetcars, light rail trains, and commuter rail.

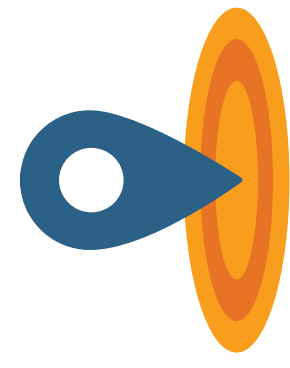
Universal Design is the design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design.

Walkability: A walkable community is one where it is easy and safe to walk to goods and services (i.e., grocery stores, post offices, health clinics, etc.). Walkable communities encourage pedestrian activity, expand transportation options, and have safe and inviting streets that serve people with different ranges of mobility.

Zoning: The classification of land by types of uses permitted and prohibited in a given district, and by densities and intensities permitted and prohibited, including regulations regarding building location on lots.

Source: *Equitable Development Principles & Scorecard: A Tool for Communities and Planners*, The Alliance, thealliancetc.org

Opportunity Site



What is the Opportunity Site?

Approximately 81 acres of land between Bass Lake Road/County Road 10 and Summit Drive North, and Shingle Creek Parkway to Highway 100. Around 35 acres are City-owned.

The focus of a preliminary development agreement between the City and Alatus, LLC to develop a master plan for a dense, mixed-use, walkable “downtown” area.



How will the project benefit Brooklyn Center?

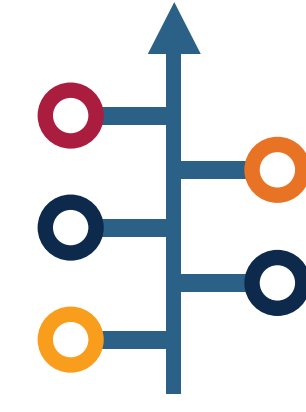
While this is still being determined, it is anticipated that benefits to the community will include:

- Increased tax base to support the City’s financial health
- Affordable housing options that meet community needs
- Businesses that provide jobs and/or needed goods and services
- Space for local businesses and entrepreneurs
- Community spaces and/or facilities for recreation, gatherings, events, etc.
- Parks, trails, and open space with social and recreational benefits
- Green and sustainable elements of buildings, site design, and systems
- Community-based oversight of the project as it develops



How can I have input on the master plan?

Visit the Becoming Brooklyn Center website to sign up for updates on the process and to look for news on upcoming opportunities for engagement.



What is the timeline for the process moving forward?

The goal is to have an initial master plan completed and approved for the Opportunity Site by late summer 2019. Over the course of the following year, plans will progress for the first phase.

Project Website

BecomingBrooklynCenter.com



About the Project



Goal

To make progress toward the City's vision of a thriving, diverse, safe, and inclusive community. This includes:

- Strengthening the City's core identity and image
- Defining and pursuing a new vision for growth in the city center
- Ensuring that new development benefits City residents directly
- Building on existing plans and policies, including the 2040 Comprehensive Plan
- Strengthening investments the City has made in land and infrastructure
- Listening to the community's preferences, insights, and expertise



Timing

The Becoming Brooklyn Center process began in March 2019 and will be underway until mid-2020. It will be divided into five phases:

Existing Conditions March-April 2019	Framework & Approach April-June 2019	Alternative Analysis July 2019 - Feb 2020
Draft Plans & Codes March-June 2020	Adoption & Implementation Summer-Fall 2020	



Get Involved

We need your input! There will be multiple opportunities to learn more about the project and provide input. For more information, visit the project website.

BecomingBrooklynCenter.com



Components

- **New zoning code** and other regulations to replace outdated versions. The new codes will be easier to use and better reflect community goals.
- **New zoning districts and design standards** including transit-oriented development and mixed-use districts
- **Detailed master plan for the EDA-owned 35-acre portion of the Opportunity Site** in coordination with Alatus, the company designing a plan for another part of the site. The plan is fast-tracked for July 2019.

- **Brooklyn Boulevard redevelopment framework** to provide guidance for redevelopment of City-owned properties along the corridor.

- **Site-specific development plans** for priority redevelopment sites including the 81-acre Opportunity Site, the former Sears property, and property owned by the Economic Development Authority (EDA) at County Road 10/57th Avenue and Logan Avenue.

