



FREQUENTLY ASKED QUESTIONS



What is the Opportunity Site?

The “Opportunity Site” is an area comprising approximately 81 acres of land between Bass Lake Road/County Road 10 and Summit Drive North, and Shingle Creek Parkway to Highway 100. Approximately 35 acres of this land is currently owned by the City, although some privately owned sites are available for redevelopment as well.



What is the history of the Opportunity Site?

Since the closure of Brookdale Mall and the loss of surrounding retail, the City of Brooklyn Center has worked proactively to acquire vacant commercial sites and prepare them for redevelopment. Although the Shingle Creek Crossing project is mostly built out, the Opportunity Site area (despite a 2006 master plan) has not yet been redeveloped. However, there is now significant energy and potential around a new development vision. General guidance for the site is included in the City’s recently completed comprehensive plan update, and a more detailed master plan is now underway.



What is the current planning process for the Opportunity Site?

In 2018, the City entered into a Preliminary Development Agreement with Alatus, LLC to master plan and develop the property. Alatus and the City share a vision that includes a dense, mixed-use, walkable “downtown”, with entertainment and grocery anchors, along with a mix of other retail, dining, and entertainment uses. Multi-family housing, a hotel, and civic uses provide a vibrant mix of activity that draws people to the area. A park and open space network grounds the development, providing regional stormwater capacity as well as a recreation amenity. Both partners are now working together with a consultant team to create a draft master plan for the area.



How will the Opportunity Site development benefit the residents of Brooklyn Center?

While the specifics of this project have not yet been fully defined, it is anticipated that the benefits to the community will include:

- Economic benefit/fiscal sustainability generated by increased tax base
- Range of affordable housing options that meet community needs
- Businesses that provide jobs and/or needed goods and services
- Accommodation of space for local businesses and entrepreneurs
- Community spaces and/or facilities for recreation, sports, gatherings, events, learning, etc.
- Parks, trails, and open space with social and recreational benefits
- Green and sustainable elements of buildings, site design, and systems
- Provision of public services as part of programming of public facilities on-site
- Community-based oversight of the project as it develops





How does this reflect input from the community?

The initial round of input for the current master planning process was done through a series of four workshops hosted via the LISC Corridor Development Initiative, a program that brings together community stakeholders to explore development scenarios for a site and have candid conversations about the goals and priorities, as well as considerations about site and financial feasibility that will need to be addressed. The report from this workshop series is available in the Documents section of the project website, BecomingBrooklynCenter.com. Recommendations from the engagement process to date that are being incorporated in the draft master plan include:

- Range of housing options, including affordable housing
- Spaces for local small businesses and entrepreneurs
- Parks, trails, and open space designed to serve the community
- New shopping and retail options, including potentially a grocery store
- Additional features are being evaluated, include multicultural, arts, and event facilities



What about existing businesses and other uses on the Opportunity Site?

All property is being acquired through willing seller transactions. Depending on the circumstance, it may be possible to incorporate some existing uses and businesses within the new development project.



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. A public open house on the Opportunity Site is being planned soon.



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.

FOR MORE INFORMATION

Check out the project website

BecomingBrooklynCenter.com

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