



The Story of Brooklyn Center

Brooklyn Center is a city of the future with a population rich in diversity from around the world. The large number of youth will be future leaders in the years to come.

Brooklyn Center brings strengths from its past. Its location is accessible and connected, and people value its affordable housing with convenient access to shopping and services.



But the transition from past to future is not without challenges.

For the city, it means transitioning spaces and places built for a previous era, that no longer meet current needs.

For the people, it means addressing past and current practices that exclude some people from benefitting from progress and opportunity, particularly people of color. This includes addressing the potential for displacement and gentrification in the city.



The Opportunity Site project can't meet every need. But it can help.

For the city, this means creating a new place that meets the needs of residents and workers, adds value to the community, and becomes a source of community pride.

For the people, this means creating an accountable process that addresses past problems and provides transparency, accountability, and benefit to all residents of the community.



What was done in the past?

At one time, the Brookdale Mall area was a regional destination, but shopping trends changed dramatically. The City has been actively involved in working on this transition, from the development of Shingle Creek Crossing to the purchase of land for the Opportunity Site.



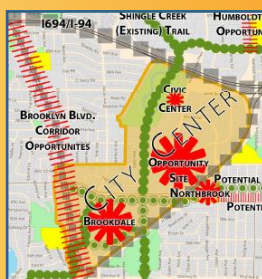
A **master plan** is a dynamic long-term planning document that provides a conceptual layout to guide future growth and development.

SITE HISTORY



2006

Master Plan



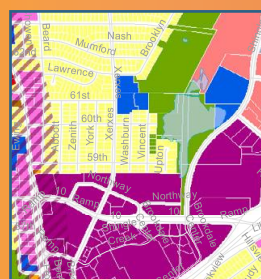
2008

2030
Comprehensive
Plan



2018

Development
Agreement



2019

2040
Comprehensive
Plan



Today

Master Plan

What's happening now?

The City of Brooklyn Center is pursuing redevelopment of the Opportunity Site, a **once-in-a-generation opportunity** to create a place of lasting value for the city.

Since Spring 2019, the City has been talking to the community about their goals, priorities, and concerns about the project. A short summary is provided in the Resources section. **A Draft Master Plan for the site is now available for review.**

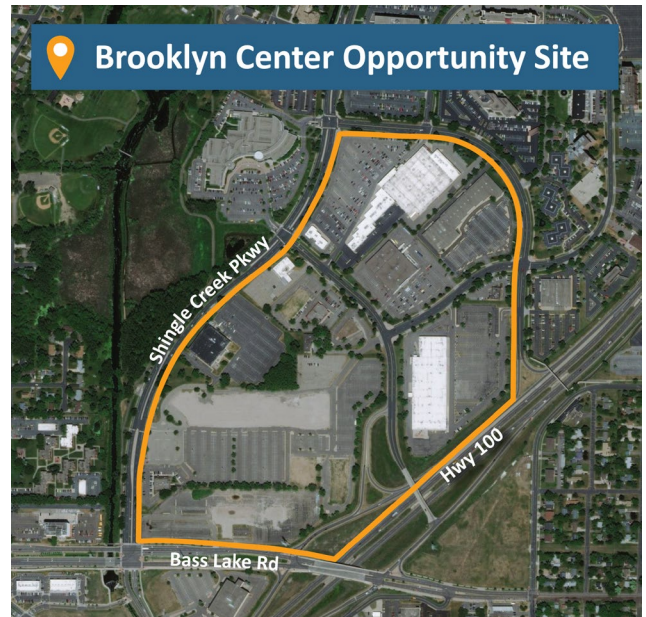
We expect a Final Master Plan to be completed by Summer 2020, with construction of the first buildings potentially beginning by the end of the year. Full development of the site could take 5-10 years, depending on developer interest and market conditions.

The goal of redevelopment is to bring people together in a place that the community can be proud of. A place that provides a variety of housing choices, opportunities for local businesses to thrive, and new recreation and entertainment options for families. A place that benefits existing and future residents.

In order to ensure this redevelopment provides the most benefit to the community, we are seeking input not only on the plan itself, but specifically on any potential impacts the development may have on the community, both positive and negative. Historically growth and development has not benefitted all populations equally. **We acknowledge that past systems and processes have allowed this to happen, and that new approaches are needed to ensure this does not continue.**

The purpose of the next phase of engagement is to assess potential impacts of the plan, including

- Equity and racial justice
- Human impacts, including health, economic, environmental, social, etc.
- Environment and sustainability
- Multi-modal transportation connections
- Financial sustainability and fiscal health
- Unintended consequences of redevelopment



Guiding Principles

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



How will community voices be heard in this process?

Understanding these impacts will take both technical analysis and community input. It also means making new connections to the community and building trust. As part of this, the City is reaching out to work with the community, directly and through partner organizations, to have conversations from a variety of perspectives. While this will be a significant effort, it won't be possible to sit down with every person in the community. **That's where we need your help.**



By taking this survey, you are providing input regarding your values, concerns, and ideas regarding redevelopment of the Opportunity Site. Thank you for participating!

Opportunity Site Survey

1. Twelve values have been identified previously through public input about development of the Opportunity Site. **What values are the most important to you and your community that redevelopment of the Opportunity Site should address?** Rate each value from 1 (least important) to 5 (most important).

EXAMPLE

Loving myself: self-respect, positive self-image, and self acceptance

Least important 1 2 3 4 5 Most important
Circle one.



Affordability: housing, small business space, and community events

1 2 3 4 5



Fiscal responsibility: using city resources to leverage private investment

1 2 3 4 5



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

1 2 3 4 5



Diversity and inclusivity: multicultural and welcoming environment

1 2 3 4 5



Flexibility: responsive to emerging opportunities as they align with goals

1 2 3 4 5



Environmental sustainability: supporting long term environmental health

1 2 3 4 5



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

1 2 3 4 5



Local benefit: ensuring that city residents are direct beneficiaries

1 2 3 4 5



Counteracting displacement: ensuring project does not price out residents

1 2 3 4 5

2. Are there any values that you feel are important to add to the list?

____ No

____ Yes (Explain below.)



Imagine yourself 10 years in the future. The Opportunity Site is fully developed based on the Draft Master Plan and occupied by residents, businesses, and visitors. As you think about this, answer the following:

3. What **possibilities** do you see with the master plan that would make this a great place to be for you to live, work, play, etc.? *Check all that apply.*

_____ A diversity of housing choices

_____ Parks, trails, open space

_____ Space for events and gatherings

_____ Shopping options

_____ Small local businesses

_____ Sports and recreation facilities

_____ Multicultural arts center

_____ Regional entertainment destination

_____ Location of the Opportunity Site

_____ Other: _____

4. What **concerns** do you have about how the development will impact the community? *Check all that apply.*

_____ Equity and racial justice

_____ Impact on public finances and tax base

_____ Environmental and health impacts

_____ Affordability to residents

_____ Traffic and transportation

_____ Gentrification and displacement

_____ Other (*Describe below.*)

5. What should be included at the Opportunity Site to address concerns about impacts to the community? What should this development project include, and what should it not? Choose from the list below, or describe your own:

_____ A diversity of housing choices

_____ Green space and buffers

_____ Space for local businesses

_____ Options for safe, healthy, active living

_____ Job opportunities for residents

_____ Multi-modal transportation

_____ Other (*Describe below.*)

6. The process for how the Opportunity Site is planned, developed, occupied, and managed is important as well. What ways should impacts be addressed? (*Check all that apply.*)

_____ Developer agreements on project elements

_____ Goals for outcomes in master plan

_____ Opportunities for public input

_____ Review of all development proposals

_____ Evaluate and track impacts over time

_____ Ongoing city advisory group

_____ Other (*Describe below.*)

7. What other ideas do you have for the Opportunity Site that we did not cover?

8. How would you like to be engaged in the future regarding this project?

Participant Form

The purpose of this form is to track diversity of participants to ensure that all voices are heard.

Name: _____

Age: _____

Gender:

____ Female

____ Male

____ Nonbinary/third gender

____ Prefer to self-describe: _____

Please check all that apply:

____ African

____ American Indian or Alaskan Native

____ Asian or Pacific Islander

____ Asian Indian

____ Black or African American

____ Central American (excludes Mexican)

____ Hispanic or Latino/a

____ Hmong

____ Lao

____ Liberian

____ Other. *Please specify:* _____

____ Mexican

____ Middle Eastern

____ Nigerian

____ Oromo

____ Puerto Rican

____ Somali

____ South American

____ Vietnamese

____ White or European American

If you would like more information about the Opportunity Site or to be invited to future meetings about it, please provide an email and/or phone number.

Email: _____

Phone: _____