

COMMUNITY BENEFITS

What Are Community Benefits of the Opportunity Site?

So far, the Opportunity Site Master Plan process has identified over 30 potential community benefit deliverables across five categories. The intent of developing this framework is to determine what benefits should be prioritized with the development of the site, including the allocation of public subsidy. The current draft Community Benefits framework was created over the course of two years based on community and partner engagement regarding priorities for what they needed and wanted to see there.

The Community Benefits framework is being created to ensure the Opportunity Site benefits residents of Brooklyn Center.

Community Benefits Timing

Not all benefits on the site can be obtained at once, or even through one specific project. The intent is to track progress over time to ensure the cumulative total benefits are achieved. While exact timing will vary, this is expected to include:

- **Short term:** Improve community livability, more housing options, housing affordability, create area market strength to reduce future development uncertainty
- **Mid-term:** provide more opportunities for local entrepreneurs and businesses, support new amenities to be enjoyed by city residents and visitors, general economic growth
- **Long term:** creation of a new downtown that reflects all people and cultures in Brooklyn Center, increase the city's tax capacity

How Has the Community Been Included in The Process?

Through outreach in 2019 community needs and desires were compiled to inform the Master Plan and Community Benefits. Ongoing outreach since 2019 has refined each benefit, and informed additional specificity to include within the Master Plan.



How Will the City Ensure Development Achieves These Benefits?

A key component of the Community Benefits document is an accountability approach. This will ensure that future improvements within the Opportunity Site, especially new development and use of TIF funds (see TIF & Public Financing Infosheet), continue to work towards achieving the Community Benefits. The details of this framework will be further developed in 2021.

Community Benefit Categories



Category 1: Housing

A range of housing options are provided with requirements for several affordability levels, and policies to proactively track and mitigate the potential for displacement due to gentrification.



Category 2: Economic Development & Employment

Local and multicultural economic development that offers new affordable spaces for business growth, diverse hiring requirements, local job training, and small business support.



Category 3: Transportation & Connectivity

Safe and easy to use connections for pedestrians, bikes, transit, and vehicles, while locating new development nearby to reduce transportation barriers.



Category 4: Public Spaces

Public spaces and amenities created for city residents, reflecting local diversity, and programs for all ages and abilities.



Category 5: Sustainability & Environment

Support sustainable building and system designs that promote environmental justice and a cleaner environment.

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Fiscal responsibility: Using city resources to leverage private investment



Affordability: Housing, small business space, and community events



Diversity and Inclusivity: Multicultural and welcoming environment



Environmental Sustainability: Supporting long term environmental health



Counteracting Displacement: Ensuring project does not price out residents



Community Pride: Creating a space that locals are proud to share



Local Benefit: Ensuring that city residents are direct beneficiaries



Health and Wellness: Recreation, active living, public safety, and health



Flexibility: Responsive to emerging opportunities as they align with goals