

# Opportunity Site Info Series

# OPPORTUNITY

# SITE ECONOMIC

# DEVELOPMENT

## Opportunity Site Economic Development Vision

The emerging vision for the Opportunity Site is focused around strong, mixed-use neighborhoods that offer a range of housing, jobs, and services. An economically strong Opportunity Site will require uses that serve both local and regional needs, are active throughout the day and week, and are compatible with each other. In addition to other uses, the Master Plan proposes commercial/civic activity centers for economic development and employment.



Proposed Commercial/Activity Centers

## Local Entrepreneurs and Small Business

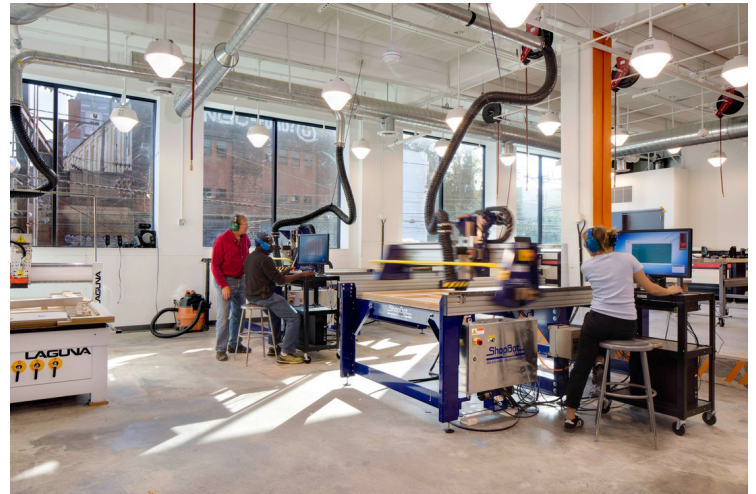
One of the goals of the plan is to support and strengthen local businesses and entrepreneurs in Brooklyn Center. The Master Plan outlines a series of strategies to do so:

- Create an entrepreneurial marketplace to support small business development and growth
- Co-locate small businesses that need foot traffic with larger generators of foot traffic
- Create spaces designed for vendors, food trucks, and other forms of micro-retailing
- Encourage commercial and mixed-use developers to build flexible ground floor spaces that can be scaled according to business needs
- Encourage developers to provide spaces for small businesses
- Market and promote the Opportunity Site with events that attract people into the area and surrounding community throughout the year.



## New Community Livable Wage Jobs

The Master Plan outlines a new approach to production, distribution, consumer interactions through a new Community Jobs District. The Community Jobs district is intended to provide local and regional consumer-oriented, small-scale production while allowing for additional supportive uses. The District will allow for light manufacturing, assembly, production, repair, and distribution while co-locating compatible small-scale residential and retail uses. This district could be anchored by destinations such as food production, coffee roasting, fabrication businesses, and breweries combined with small-scale retail. Exact buildout will depend on the nature of the firms involved. The purpose of the district is to create a stable tax base and livable wage jobs that will benefit the entire community.



## Community Benefits

District benefits from economic development may provide:

- Stable, living-wage jobs that generally have low-barrier to entry, while creating opportunities for local hiring and job development
- Flexible spaces for businesses to grow and expand, including locally owned businesses and startups reflecting local people and diverse cultures
- Expanding and diversifying the goods and services available to residents
- Establishing a unique district identity, reflecting the rich cultural entrepreneurialism of the many ethnicities that make up Brooklyn Center
- Opportunities for placemaking, public gathering spaces, art, and natural features
- Co-locating residential uses near and within the district reduces transportation needs, promotes access for workers, supports local retail, and supports district vibrancy
- The Opportunity Site is located near Hwy 100 and I-94/694 — offering strong regional distribution connectivity and presence.