

MASTER PLAN FREQUENTLY ASKED QUESTIONS

What is the Opportunity Site?

The "Opportunity Site" is an area comprising approximately 81 acres of land between Bass Lake Road, Summit Drive North, Shingle Creek Parkway, and Highway 100. Approximately 35 acres of this land is currently owned by the City.



What is the Opportunity Site Master Plan?

The Opportunity Site Master Plan is a visionary planning document that will guide future development of the Opportunity Site. The Plan includes site goals, deliverables, and recommended implementation timelines, but is not an application or plan for a specific development project.

A "master plan" is a visionary, guiding document that paints the vision for how future development should look, and what uses it should contain.

What is the timeline for the Master Plan?

See below for a detailed timeline. The goal is to have the master plan completed and approved by mid-2021.

Phase I Engagement +
Concept Plan

2019

Draft Plan

2020

Phase II Engagement +
Technical Studies

(current phase)

Revise Draft Plan

Spring 2021

City Approval

Summer/Fall 2021



How will the Master Plan benefit residents of Brooklyn Center?

Development targets are still being finalized, but the Master Plan sets community-driven goals for future buildout of the Opportunity Site including:

- Range of housing options, including affordable housing
- Spaces for local small businesses and entrepreneurs
- Parks, trails, and open space designed to serve and connect the community
- New shopping and retail options
- Community spaces and/or facilities for recreation, sports, gatherings, events, learning, etc.
- Economic benefits/fiscal sustainability generated by increased tax base
- Green and sustainable buildings, site design, and infrastructure
- Public services from on-site public facilities and programming
- Ongoing, community-based oversight of the project as it develops

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 even be possible to incorporate some existing uses and businesses within new development projects.

Master Plan Guiding Principles



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



Consider sustainability in design and development



Produce places that bring the community together



Embrace the growing diversity of the community