

DRAFT

Downtown Brooklyn Center "Opportunity Site" Master Plan Brooklyn Center, MN

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Executive Summary

Background

Purpose

Brooklyn Center is a **city of the future**. The population is rich with diversity from around the world.

Brooklyn Center also brings strengths from its past. Its location is accessible and connected. And people value its stock of affordable housing with convenient access to jobs, shopping, services, and other amenities.

Transitioning from the past to the future means transitioning spaces and places built for a previous era that no longer meet current needs. It also means addressing past and current practices that excluded some people from benefitting from progress and opportunity, particularly Black, Indigenous, and other People of Color (BIPOC).

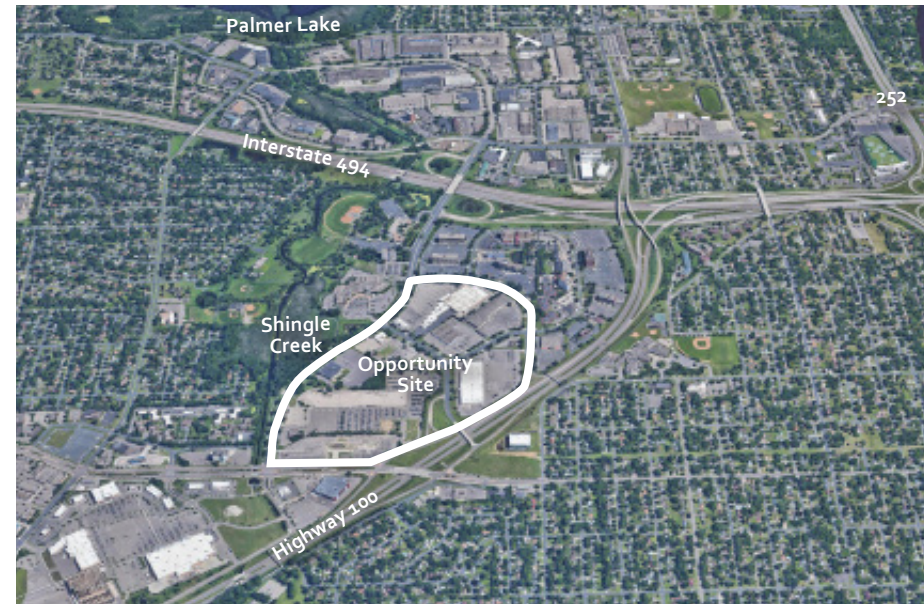
This plan faced seismic shifts in process and timeline due to the emergence of the COVID pandemic and the murders of George Floyd and Duante Wright. The importance of this plan and the build-out of downtown took on a new importance in light of these events, and the continued systemic inequalities faced by the city's predominantly BIPOC residents.

Redevelopment of the Opportunity Site is a **once in a generation opportunity** for Brooklyn Center to seize control of its future, to grow and change on its own terms and to celebrate all that is special about the community. Rather than re-branding a community through redevelopment, Brooklyn Center wants to grow in such a way that the **existing character is strengthened — not pushed aside for the sake of attracting new development**.

Brooklyn Center is a fully built-out city. As such, it relies heavily on redevelopment to grow and enhance its revenues, which enables it to invest in necessary services, infrastructure, and amenities which are essential to improving the quality of life of its residents.

This project is also important, because it presents an opportunity for the City to **change the way** it has done development in the past. With land control and a strong position in the market, Brooklyn Center can define the public benefits of redevelopment — **on its own terms**.

The Opportunity Site



Planning Process Goals

- » Defined timeline to take advantage of development opportunity
- » Consistent with City goals and principles
- » Process is grounded in data and best practices
- » Provides direct access and benefits for residents
- » Authentic engagement to connect people with decisions
- » Meaningful opportunities for the public to influence outcomes
- » Transparency in decision making

Community Values Expressed in the Plan

	Diversity and inclusivity		Community Pride
	Affordability		Environmental Sustainability
	Health and Wellness		Local Benefit
	Fiscal Responsibility		Counteracting Displacement
	Flexibility		

Public Engagement and Community Input

The scale and reach of engagement for this Master Plan far exceeded that of any past effort in City history. The City and its partners facilitated a three-phased, multi-year engagement effort guided by city-wide principles including authenticity, transparency, and trust building. This included an iterative, evolving approach responsive to the COVID pandemic, and murders of George Floyd and Dante Wright. Each of these monumental events brought disproportionate impacts on communities of color within and around Brooklyn Center.

Engagement, from the beginning, was intended to support master plan visioning through an in-depth, inclusive process that connected with diverse groups of people across the city.

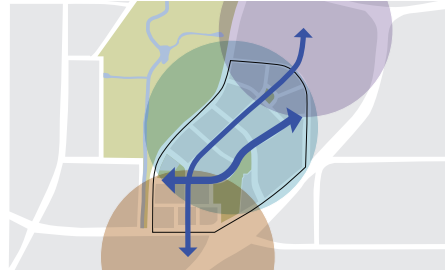
The Plan for a New Downtown Brooklyn Center

Concepts that Organize The Site

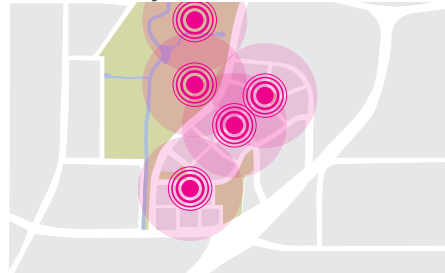
- 1 Trail and park connections to the expansive regional system



- 2 A spine to organize neighborhoods



- 3 Community anchors to create a core to Brooklyn Center



- 4 Local connections to make access to Downtown easy

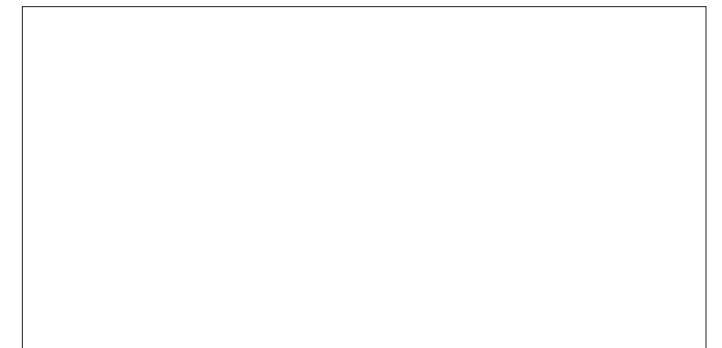


Downtown Brooklyn Center will...

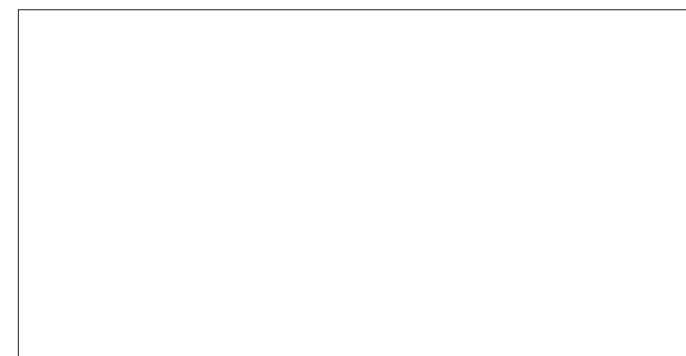
- ...be a place that represents **all of what Brooklyn Center is** and can become.
- ...present people with an attractive place to invest their time and energy in Downtown Brooklyn Center as much **for what it is** as for what it is near.
- ...contain a **mix of uses** that appeal to both current and future residents, entrepreneurs, and visitors of Brooklyn Center.
- ...have a significant amount of new medium and high density housing that helps diversify the City's housing stock - **allowing residents to stay** in Brooklyn Center and while attracting new residents.
- ...be a place that **nurtures local businesses** while also attracting new businesses that appeal locally and regionally.
- ...**generate value to the City** by leveraging its irreplaceable assets - proximity to the Park and civic buildings, centrality to the City and its people, and access to the region.
- ...**provide benefits, opportunities, and amenities** that are accessible and affordable to current Brooklyn Center residents.



Main Street



Parkway



BC Gateway Park



Garden Street

Opportunity Site Master Plan Build-out Goals and Targets

Estimated Development Program						
Block	Area (acres)	Estimated Residential Program Densities			Estimated Nonresidential Program Floor Areas	
		Low* (31 u/ac)	Average* (80 u/ac)	High* (130 u/ac)	Square Feet of Retail	Square Feet of Employment
1 (Phase 1)	15	770	770	770	30,000 - 40,000 (with EMP)	-
2	1	31	80	130	-	-
3	3.7	115	300	480	-	-
4	5	150	390	640	5,000 - 10,000	-
5	3.3	100	260	420	10,000 - 20,000	-
6	3.5	110	280	460	10,000 - 20,000	-
7	7.5	140	360	580	10,000 - 20,000	-
8	5.5	170	440	715	10,000 - 20,000	-
9	3.5	110	280	460	-	-
10	2.6	80	215	350	-	-
11	3.3	100	260	420	-	-
12	15.6	-	-	-	-	200,000 - 400,000
13	3.8	-	-	-	-	15,000
TOTAL	70	1,885	3,635	5,425	75,000 - 130,000	200,000-400,000

*Totals are rounded for estimation purposes



*Phase 1 Alatus Development Site
 **Potential Development Site Within Current MnDOT ROW (see page 43)

Targets for the Planning Process

- » Documented of outcomes of project-based engagement
- » Completed and approved Community Benefits agreement (Appendix 4)
- » Completed and approved Equity Development Framework (Appendix 5)
- » Documented mitigation measures for adverse impacts and risk factors

Targets for Public Realm, Public Spaces, and Environment

- » Access for residents to recreational amenities
- » Presence of multicultural-event spaces that are affordable and accessible to the community
- » Programming for recreation, culture, arts, youth activities, etc.
- » Public space design that is reflective of a multicultural community
- » Funding mechanism for constructing and maintain public art, and support for incorporating art in private development (e.g. art dedication fee)

Targets for Transportation and Connectivity

- » New off-road trail connections through the site
- » Transit readiness for future transit services to the site, with enhanced bus stop/bus station facilities
- » Pedestrian amenities throughout the entire site
- » Sustainable funding mechanism established to maintain infrastructure and public realm

Targets for Economic Development and Employment

- » Percentage and type of affordable commercial space for businesses
- » Contractor hiring requirements for construction phase of projects, including DBEs
- » Location of locally owned firms within the project, including small, start-up, and minority owned enterprises
- » Presence of incubator space with accompanying supporting services for small businesses
- » Good jobs for residents of the city, including needed placement, training, and retention services as applicable

Targets for Housing and Residential Communities

- » New housing units will be a mix of affordable and market rate, rental and owned, based on recommendations for the Opportunity Site Housing Framework (Appendix 7)
- » Housing framework and policies regularly reviewed and revised as development occurs
- » Presence of housing types that meet needs in community
- » Availability of renter/homeowner assistance for local households
- » Development of housing types that support mixed income communities
- » Identify and secure outside housing funding sources to leverage local investments
- » Development of live-work units to support small businesses and home occupations.
- » New housing includes walk up, townhome, and similarly scaled unit design

Expected Outcomes of the Plan

Public Realm

Downtown Brooklyn Center will feature a system of open spaces, streets, trails, and pedestrian areas that promote healthy living, social gathering, and environmental responsibility.

- » An inclusive, accessible, welcoming, and dynamic public realm that becomes a social and gathering center for the entire City.
- » An “inside out” City that attracts people to spend time outside together throughout all seasons of the year.
- » Recreational and leisure activities for all ages and abilities
- » Connecting to and leveraging the potential of Centennial Park
- » A green and active stormwater system that provides health, recreational, and environmental benefits to all

Access and Connectivity

Downtown Brooklyn Center will have a transportation system that encourages walking and biking, is well connected to the region, and reduces the need to own a car by providing safe, affordable, convenient and accessible options.

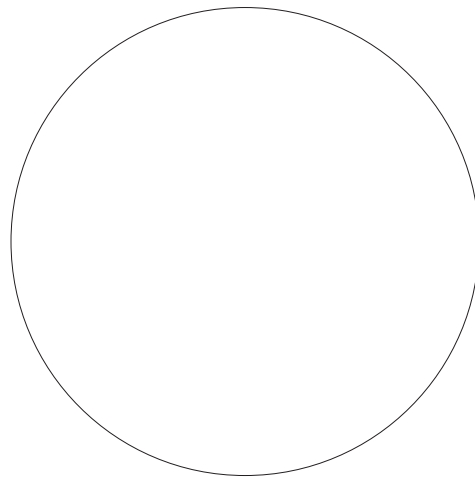
- » Prioritizing pedestrians to create a walkable community
- » Creating a safe and connected bicycle network
- » Comfortable and direct access to existing and future transit.
- » Ensuring vehicular access to Downtown from throughout the City and region.
- » Establishing a network of streets that enables people to get around easily without the use of a car if they chose.

Housing & Economic Development

Downtown Brooklyn Center will feature building and development patterns that are compact, sustainable, and mixed - creating nodes and neighborhoods for people to live and enjoy at any stage of life

- » Life-long neighborhoods for new and existing residents of Brooklyn center to call home.
- » Centers and Nodes that combine uses to become places to gather, a focus for local economic development and designed to evolve over time
- » Spaces that create opportunities for local entrepreneurs and small businesses in the Downtown
- » A range of buildings, development types, and land uses on a simple block pattern

BC Gateway and new greenspace destinations



Earle Brown Parkway and a new recreational attraction



Neighborhoods for new and existing residents of Brooklyn Center



Development-Based Next Steps

FOCUS AREA 1 | Complete Environmental and Systems Planning and Design

Private Sector

- » City and lender required reports – environmental, survey, traffic, and geotechnical
- » Plan development for submittal

Public Sector

- » Regularly review and update area zoning, infrastructure, and related policies
- » TIF district determination and maintenance

Community Partnerships

- » District stormwater approach with Shingle Creek Watershed
- » Regional park and trail connectivity
- » City Hall relocation exploration
- » District energy exploration

FOCUS AREA 2 | Establish Developer Agreements for Opportunity Site

Private Sector

- » City and lender required reports – environmental, survey, traffic, and geotechnical
- » Community benefits and equitable development evaluations (see Appendices 4 & 5)

Public Sector

- » Public finance strategy
- » Execution of developer agreements
- » Infrastructure design plans and construction for phase one needs – roads, utilities, lighting, public realm

Community Partnership

- » Complete systems planning and improvements – stormwater, trails, transit
- » Sustainable energy systems development – scope dependent on viable systems



Background

Located at the geographic center of Brooklyn Center and at the nexus of regional trails, roads, and natural systems, Downtown Brooklyn Center will become a new social, recreational and commercial hub for the community. Most importantly it will become a source of community pride, a place of convergence that draws on the remarkable spectrum of people who have chosen to live in and invest in Brooklyn Center.

Brooklyn Center recognizes that, historically, development patterns have resulted in inequitable impacts, particularly against BIPOC communities. These impacts have resulted in harms, such as displacement and exclusion from the benefits of new investment. The City endeavors to reverse these disparities and enhance equitable outcomes by working towards a more responsible means of advancing development.

Introduction

Brooklyn Center is a city of the future.

The population is rich with diversity from around the world. There are also large numbers of children and youths who call the city home and they will be future leaders in the years to come. Diversity is the city's strength and it is centered in this plan.

Brooklyn Center also brings strengths from its past. Its location is accessible and connected, and people still value its stock of affordable housing with convenient access to jobs, 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 excluded some communities from benefitting from progress and opportunity, particularly people of color, people with low-incomes, and renters. Rectifying this requires addressing the potential for displacement and gentrification in the city.

The Opportunity Site project can't meet every need. But it can help. For Brooklyn Center, this means creating a new place that strives to meet 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 existing residents.

Purpose of Redevelopment

Redevelopment of the Opportunity Site is a once in a generation opportunity for Brooklyn Center to seize control of its future - to grow and change on its own terms and to celebrate all that is special about the community.

Brooklyn Center is a fully built-out city. As such, it relies heavily on redevelopment to grow to enhance its tax base. This enables the City to invest in necessary services, infrastructure, and amenities essential to improving the quality of life of its residents. As of 2021, Brooklyn Center residents carry one of the highest per-capita tax burdens of any city in the Twin Cities metro.

This project is critical to the future of the city because it presents an opportunity for the City to change the way it has done development by bending the process towards outcomes that benefit more people in the city. With land control and a strong position in the market, Brooklyn Center can define the public benefits of redevelopment on its own terms.

This Plan defines what the expected outcomes of redevelopment are and how they can be translated into public benefits for the City. These includes:

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

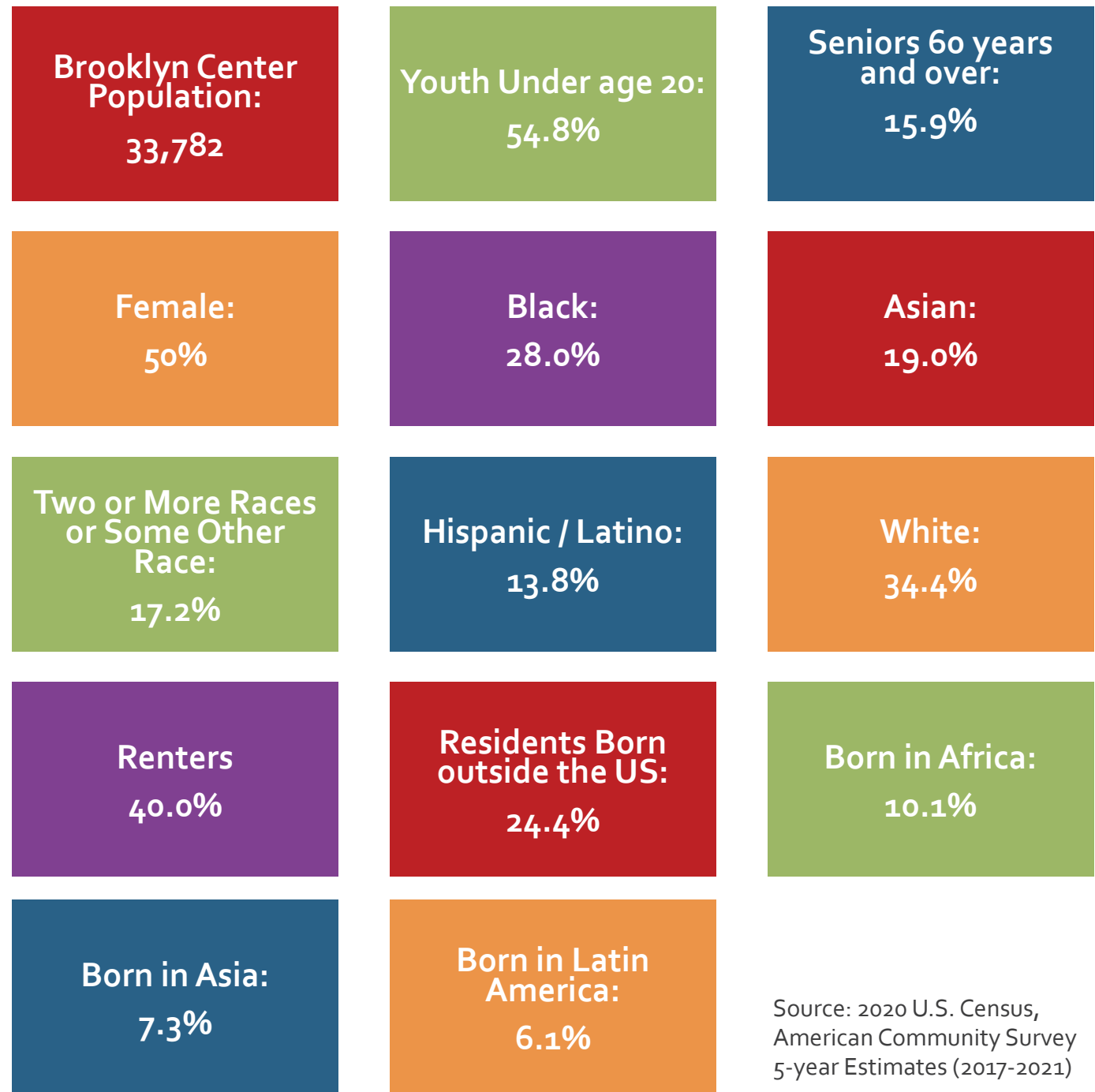
History of the Site

At one time, the Brookdale Mall area was a regional destination and the retail/service lifeblood of the City's economy. But shopping trends changed dramatically at the beginning of the new century leading to the closure of the mall in 2009. This had economic ripple effects across the city. Since then, the City has been proactive in seeking to facilitate a transition for the area, including redevelopment of Shingle Creek Crossing and the purchase of land for the Opportunity Site.

The "Opportunity Site" is an predominantly vacant area comprising approximately 80 acres of land between Bass Lake Road/County Road 10 and Summit Drive North, and Shingle Creek Parkway to Highway 100. Approximately 44 acres of this land is owned by the City. Since the closure of Brookdale Mall and the loss of surrounding retail, the City of Brooklyn Center has strategically acquired vacant commercial sites and prepared them for redevelopment. While much of the Shingle Creek Crossing area is built-out, the Opportunity Site area (despite a 2006 master plan) has yet to see any redevelopment. However, there is now significant energy around a new development vision. General guidance for the site is included in the City's 2040 Comprehensive plan, and recently adopted Unified Development Ordinance.

In 2022, the City entered into a Preliminary Development Agreement with Alatus, LLC to master plan and develop 15 acres of the Opportunity Site. Alatus and the City share a vision that includes a dense, mixed-use, walkable "downtown," with a mix of retail, entertainment, and residential uses. Multi-family housing, and employment uses intend to provide a vibrant mix of activity that draws people to the area. A park and open space network anchors the development providing regional stormwater capacity as well as a recreation amenity.

The People of Brooklyn Center



Source: 2020 U.S. Census, American Community Survey 5-year Estimates (2017-2021)

Portraits of Brooklyn Center



A Public Driven Process

To truly create a vibrant and unique city center that serves all of Brooklyn Center, a values-based approach was undertaken by the project team and city staff. At the center was a community-driven engagement process enacted with a commitment to bring authenticity, transparency, trust building, and recognition of both long- and short-term wins. All this, while understanding the site's role within larger changes happening across Brooklyn Center and the region. The resulting scale and reach of this multi-phase engagement exceeded that of any past effort in the City's history.

To conduct this effort, the City facilitated a three-phased engagement approach spanning the visioning, planning, and implementation of the Opportunity Site vision.

PHASE 1: Spring 2019-Spring 2020

The initial phase of engagement centered on creating a foundation for the goals and priorities of the Opportunity Site by identifying community existing conditions, concerns, opportunities, and desired development benefits. Activities included: four facilitated stakeholder workshops, several event pop-ups, establishment of a multicultural advisory committee, a podcast, open houses, social media, online survey, use of local student liaisons, and updates to city leadership. The more than 1000 direct engagements from Phase 1 directly informed the Opportunity Site Master Plan goals, principles, and vision.

PHASE 2: Spring 2020-Winter 2021

The second phase of engagement unveiled and vetted the draft Master Plan to ensure it aligned with community desires and sought to proactively mitigate unintended consequences of future development. Activities included: a series of community-convened, city-convened, and community-organization convened meetings, use of a custom-made "meeting in a box" toolkit for public-facilitate meetings, open houses, social media, online and paper surveys, interactive online maps, and updates to city leadership. These activities were purposefully conducted and evolved in respect to the murder of George Floyd and Duante Wright, the latter of which occurred within the city, as well as the COVID pandemic that brought disproportionate impacts on communities of color. Feedback from Phase 2 directly informed Master Plan guidance around equity, housing affordability, environmental expectations, traffic and roadway design, financial prioritization, and desired community benefits.

PHASE 3: Winter 2021-Summer 2022

The third and final engagement phase pivoted from the Master Plan to specific development projects, specifically the Alatus Development Site and the Entrepreneurial Market. Unlike the prior two phases, the specificity of feedback necessary for Phase 3 led to a community-based participatory engagement approach, in which eight local organizations facilitated outreach within their respective communities. Each organization was provided wide latitude on how they conducted outreach in order to be more responsive to the needs and expectations of their community members. During this Phase, the Alatus development team presented their site vision and programming multiple times to both the engagement steering committee, and smaller focus groups. These meetings covered topics such as housing, financing, environmental assessments, and the development process.

Planning Process Goals

- » Defined timeline to take advantage of present development opportunities
- » Consistent with larger city goals and principles
- » Process is grounded in data and best practices
- » Outcomes provides direct access and benefits for city residents
- » Authentic engagement to connect people with decisions
- » Meaningful opportunities for the public to influence outcomes
- » Transparency in decision making

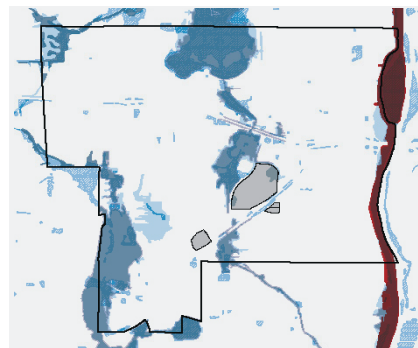
Guiding Principles

Four guiding principles emerged from the Phase 1 community workshops that reinforce a sense of community pride in Brooklyn Center, and are the guiding lens for this plan.



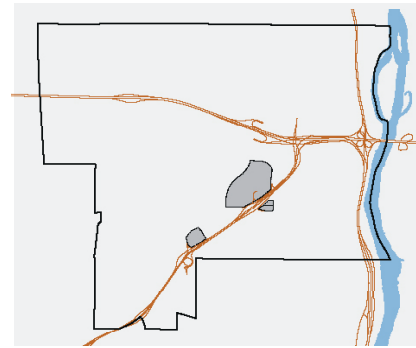
The Opportunity Site and its Surroundings

Brooklyn Center in the Region



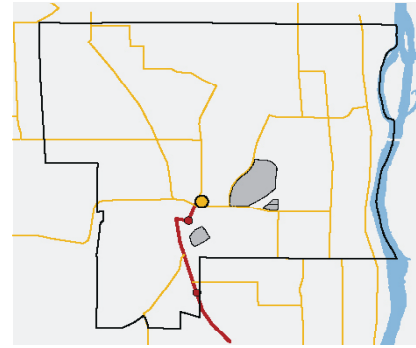
Natural Systems

The Opportunity Site is located one mile from the Mississippi River and sits adjacent to Shingle Creek. Both are part of regional recreational systems that offer significant amenities.



Highways

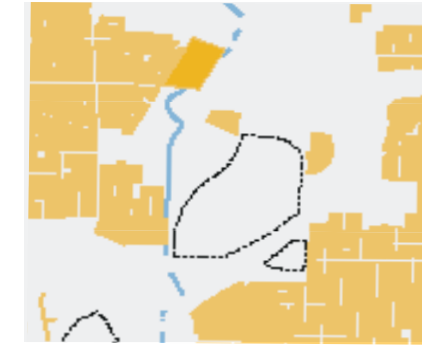
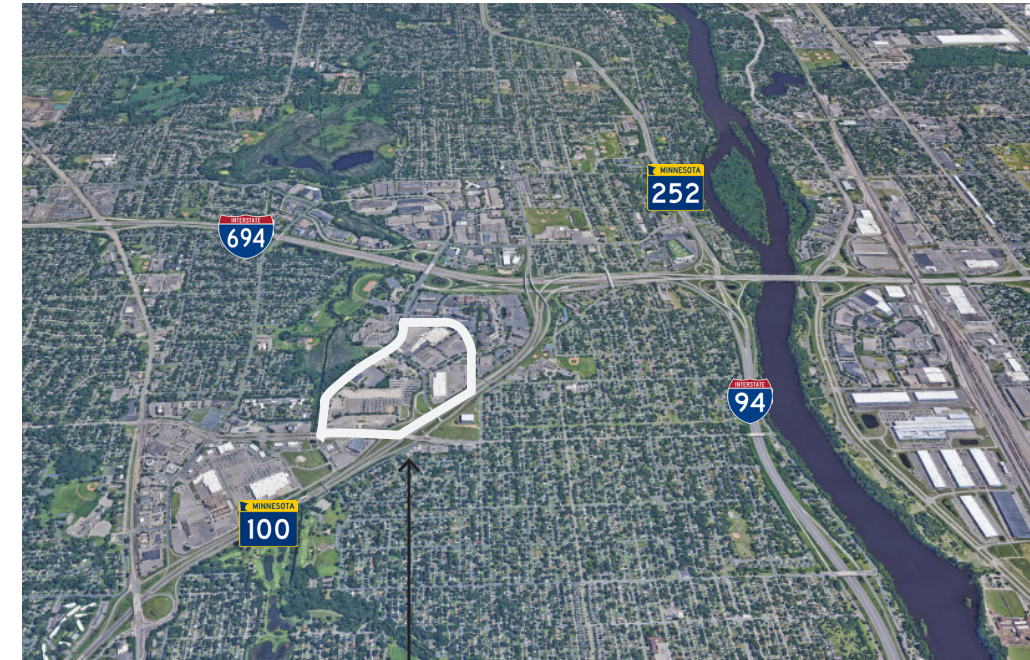
The Opportunity Site is located along major freeways and highways (I-694, I-94, MN-100, and MN-252). It is easily accessible from throughout the region. This Plan recommends leveraging these connections to attract residential, commercial, and recreation uses.



Transit

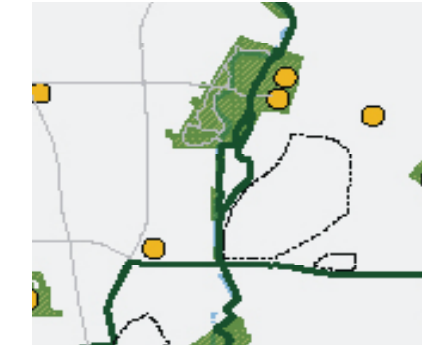
Metro Transit recently opened the C and D Bus Rapid Transit (BRT) Lines, both of which terminate at a charging and layover station adjacent to the Opportunity Site. This Plan recommends long term exploration of relocating the station in the Opportunity Site and making it part of a mobility hub that serves the area.

The Opportunity Site in Brooklyn Center



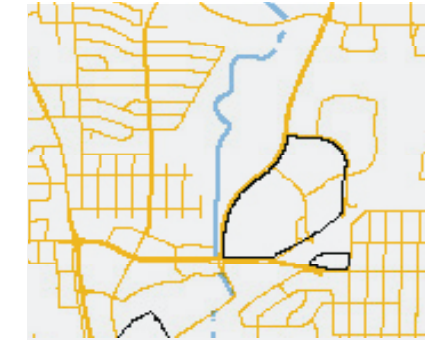
Neighborhoods

The area was developed in the 1960s when land uses were strictly separated. As a result, the site is separated from surrounding neighborhoods by large parks and highways.



Trails

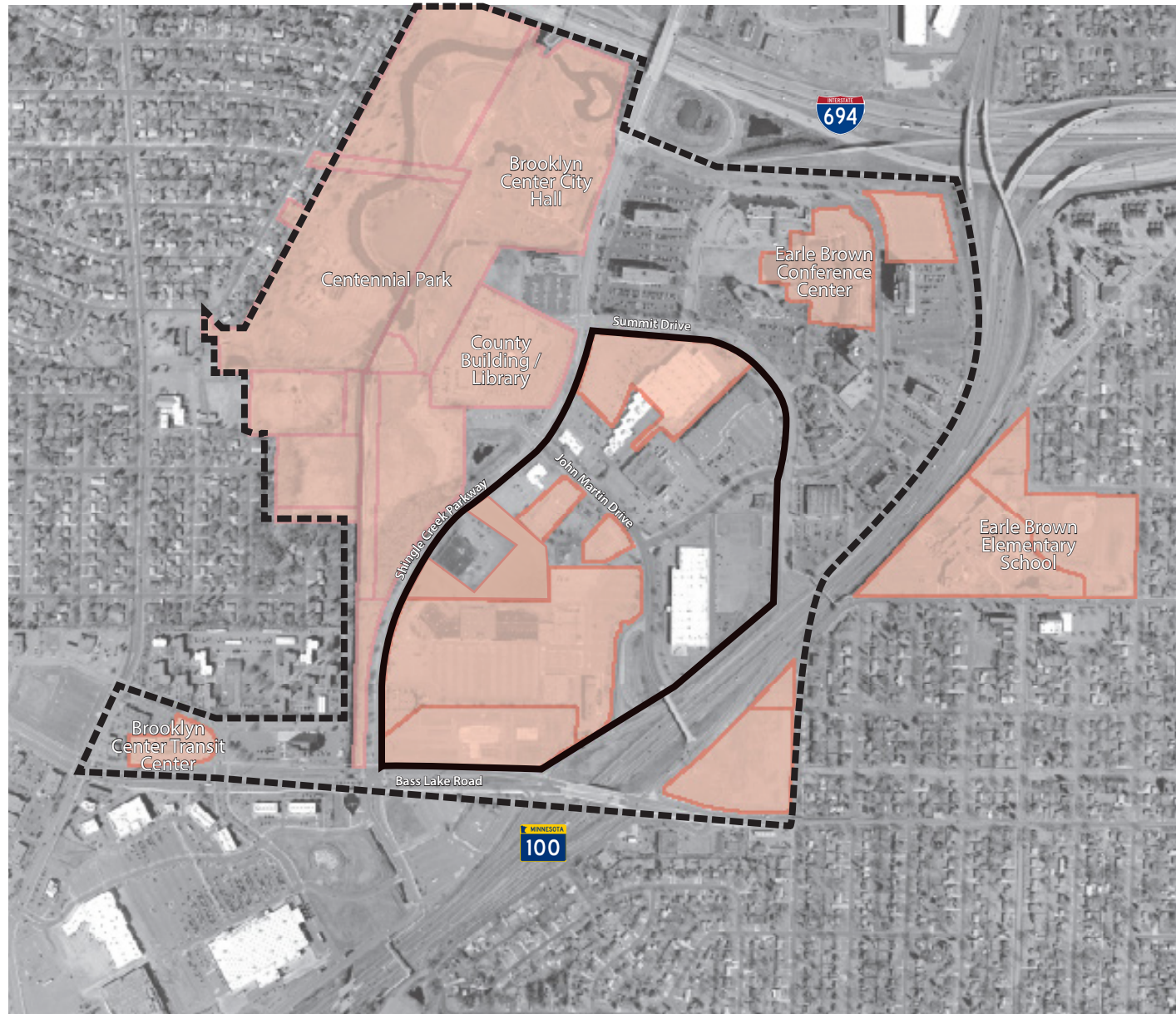
The Site is located at the junction of two regional trails which connect to the Mississippi River to the east, and large parks and lakes to the west north and south. The Plan recommends leveraging these assets and creating a new trail through the Site.



Local Roads

The Site has few local roads serving it and through it. Redevelopment of the Site will require considerable new infrastructure in order for it to be redeveloped.


The Opportunity Site in Brooklyn Center



Existing conditions at the Opportunity Site, looking south



The Opportunity Site is approximately 80 acres, about 40% of which is owned by the City Economic Development Authority (EDA). While this study focuses on the Opportunity Site, it took into consideration a significantly larger area because of its close relationship to the Opportunity Site.

 Publicly Owned Properties

What Makes This Different

Suburbs around the country have been finding themselves at the center of regional changes — a trend further expanded by the COVID pandemic that occurred in the middle of the planning process for the Site. As inner ring communities, such as Brooklyn Center, are re-discovered by the marketplace for their locational advantages, many are faced with the dilemma about how to change and grow in a way that benefits the existing community. Rather than re-branding a community through redevelopment, communities such as Brooklyn Center seek growth in such a way that **existing character is strengthened, not pushed aside for the sake of attracting something new.**

This project pays very close attention to guiding development in a way that it serves those who have already chosen to live in Brooklyn Center. While it undoubtedly will attract new residents and businesses, its primary purpose is to help improve the quality of life for those who call Brooklyn Center “home.”

To answer this question, the project spent considerable effort listening to the existing community to better understand what inclusive development means to them (refer to Appendix 6 for more details and information on the public engagement process and results).

Between 2019 and 2022, the project had over 1000 direct engagements with residents and community stakeholders. While participants were not asked to identify themselves directly, the majority of participants were estimated to be people of color, reflective of the minority majority composition of the city, which remains one of its greatest strengths.

Community Values Expressed in the Plan



Fiscal responsibility:

Using city resources to leverage private investment



Environmental sustainability:

Supporting long term environmental health



Affordability:

Housing, small business space, and community events



Community pride:

Creating a space that locals are proud to share



Counteracting displacement:

Ensuring project does not price out residents



Local benefit:

Ensuring that city residents are direct beneficiaries



Flexibility:

Responsive to emerging opportunities as they align with goals



Health and wellness:

Recreation, active living, public safety, and health



Diversity and inclusivity:

Multicultural and welcoming environment

Project Goals

Neighborhood and Housing Goals

Brooklyn Center hosts a diverse population, spanning a wide range of household incomes. During the creation of its 2040 Comprehensive Plan the City outlined several housing goals to provide a critical lens under which Opportunity Site housing is being assessed. These goals were further echoed throughout the extensive community feedback sessions, and two housing studies in 2022 by [the Center for Urban and Regional Affairs](#), and a [the Urban Land Institute](#).

These housing goals are a priority of the Opportunity Site's development, with the overarching intent of protecting housing affordability and access for all people. This includes a commitment to providing a range of housing types and price points while being mindful of potential impacts regarding gentrification and displacement. While there is currently no housing located within the Opportunity Site, these concerns were recognized throughout the planning process by city staff, local stakeholders, and the entire project team.

Early housing scans and known best practices, discussed further in Appendix 7, suggest the need to offer a diversity of housing types, locations, ownership models, and styles. The Opportunity Site presents a remarkable opportunity to pursue this strategy while incorporating a range of housing prices throughout. As findings from formal housing studies are received, appropriate percentages of housing affordability at varying household AMI levels will be outlined and integrated into site benchmarks.

Targets for Housing and Residential Communities

- » New housing units will be a mix of affordable and market rate, rental and owned, based on recommendations for the Opportunity Site Housing Framework (Appendix 7)
- » Housing framework and policies will be regularly reviewed and revised as development occurs
- » Presence of housing types that meet underserved needs in community
- » Availability of renter/homeowner assistance for local households
- » Development of housing types that support mixed income communities
- » Identify and secure outside housing funding sources to leverage local investments
- » Development of live-work units to support small businesses and home occupations.
- » New housing includes walk up, townhome, and similarly scaled unit design

Economic Development and Employment Goals

Brooklyn Center carries a robust entrepreneurial spirit driven strongly by its diverse populations. Residents and business owners work hard every day to make the city a great place to build and grow a business. These groups were also among those hit hardest by the COVID pandemic and resulting economic impacts. This project, therefore, presents a unique opportunity for the city to help promote and grow local businesses, provide needed goods and services, and grow jobs for residents. As the city continues to grow, so too do the needs for additional and innovative job and business opportunities. Through the goals and subsequent targets, shown at the right, Brooklyn Center intends to leverage the Opportunity Site development towards facilitating accessible, affordable, and supportive business opportunities.

Targets for Economic Development and Employment

- » Percentage and type of affordable commercial space for businesses
- » Contractor hiring requirements for construction phase of projects, including DBEs
- » Location of locally owned firms within the project, including small, start-up, and minority owned enterprises
- » Presence of incubator space with accompanying supporting services for small businesses
- » Good jobs for residents of the city, including needed placement, training, and retention services as applicable

Public Realm, Public Spaces, and Environment Goals

The public realm is the “community living room,” a critical component of any thriving city. As Brooklyn Center continues to grow and develop its public realm, the Opportunity Site is oriented around a series of cornerstone public spaces at varying scales and functions. Each space will continue to promote city values of celebrating and embracing community diversity, accessibility, and affordability, all the while connecting to the larger surrounding public space network.

Public Realm, Public Space and Environment Goals

- » Access for residents to recreational amenities
- » Presence of multicultural-event spaces that are affordable and accessible to the community
- » Programming for recreation, culture, arts, youth activities, etc.
- » Public space design that is reflective of a multicultural community
- » People-focused design that is walkable and bikeable
- » Incorporating art, culture, and community identity into the site
- » Development is green and sustainable in design
- » Inclusion of an indoor/outdoor market space
- » Funding mechanism for construction and maintenance public art, and support for incorporating art in private development (e.g. art dedication fee)

Transportation and Connectivity Goals

As local, regional, and national transportation needs evolve, so too do the ways in which Brooklyn Center should provide opportunities of equal mobility for all residents. The Opportunity Site will seek to support the attainment of City and regional transportation goals while creating a multimodal network to and through the Opportunity Site, itself. This will include consideration of and accommodation for transit, pedestrian, bicycle, and new modes. It will also establish an entirely new street grid network to facilitate comfortable and safe mobility for all.

Transportation and Connectivity Goals

- » Safe, attractive, and convenient access to pedestrian, bicycle, and transit systems
- » Ability to walk, bike, or ride transit to jobs, education, cultural resources, and shopping
- » Convenient parking facilities, including accommodation of bicycle and pedestrian access
- » Attractive, comfortable, accessible transit facilities are available
- » Presence of wayfinding and systems information for all modes, as appropriate
- » Development promotes traffic calming and pedestrian safety
- » Accessible to all residents through a Universal Design approach
- » Design and development reflect distinct identities of local cultural heritage
- » New off-road trail connections through the site
- » Transit readiness for future transit services to site, with enhanced bus stop/bus station facilities
- » Pedestrian amenities throughout the entire site
- » Sustainable funding mechanism established to maintain infrastructure and public realm

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Vision for a New Downtown

Vision for a New Downtown Brooklyn Center

Located at the geographic center of Brooklyn Center and at nexus of regional trails, roads, and natural systems, Downtown Brooklyn Center will become a new social, recreational and commercial center for the community. It will become a source of community pride as it draws on the remarkable spectrum of people - diverse in background and age - who have chosen to live in and invest in Brooklyn Center.

The Downtown will evolve gradually over time, both in response to market forces as well as shaped by the public vision for a new Downtown. The Plan proposes a mix of uses and spaces that create neighborhoods and nodes of activity. These places within the Downtown will allow new and existing residents of Brooklyn Center to gather, recreate, work, and live.

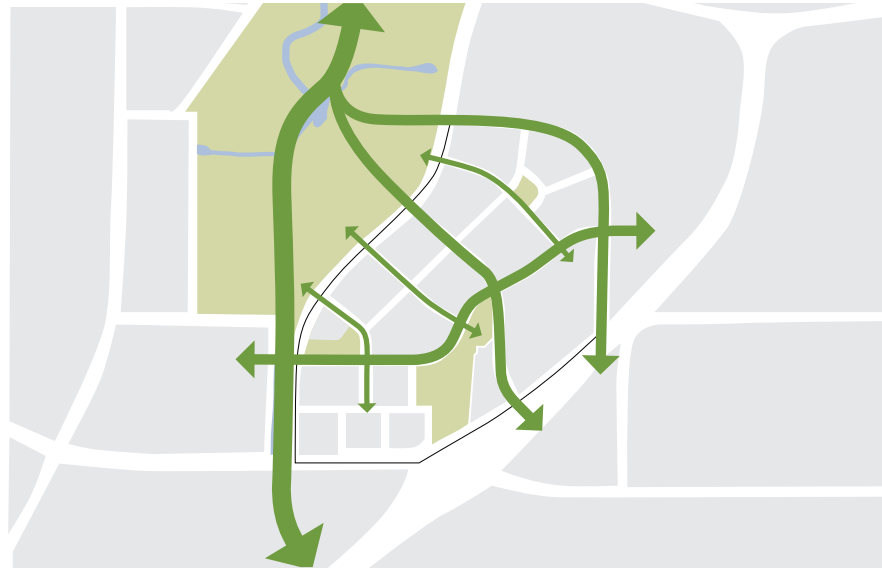
Downtown Brooklyn Center will...

- ...be a place that represents **all of what Brooklyn Center is now and can become.**
- ...be a place where people choose to invest their time and energy in as much for **what it is as for what it is near.**
- ...contain a mix of uses that appeal to both **current and future** residents, entrepreneurs, and visitors.
- ...have a significant amount of new medium and high density housing that helps diversify the City's housing stock - allowing residents **to stay** in Brooklyn Center while **attracting new residents.**
- ...be a place that **nurtures** local businesses while attracting new businesses that appeal locally and regionally.
- ...generate value to the City by leveraging its irreplaceable **assets** — **proximity to the park and civic buildings, centrality to the City** and it's people, and access to the region.



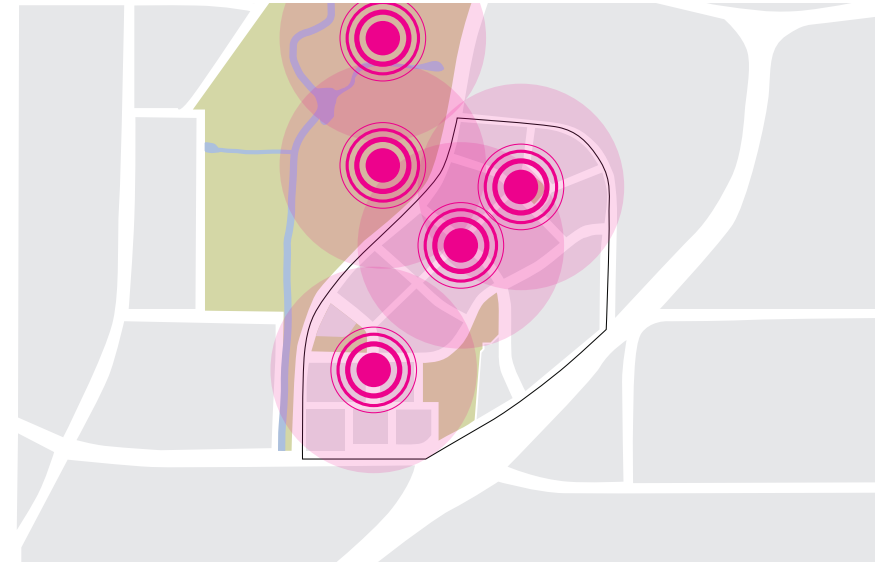
Concepts that Organize How the Site will be Developed

1 Trail and park connections to the expansive regional system



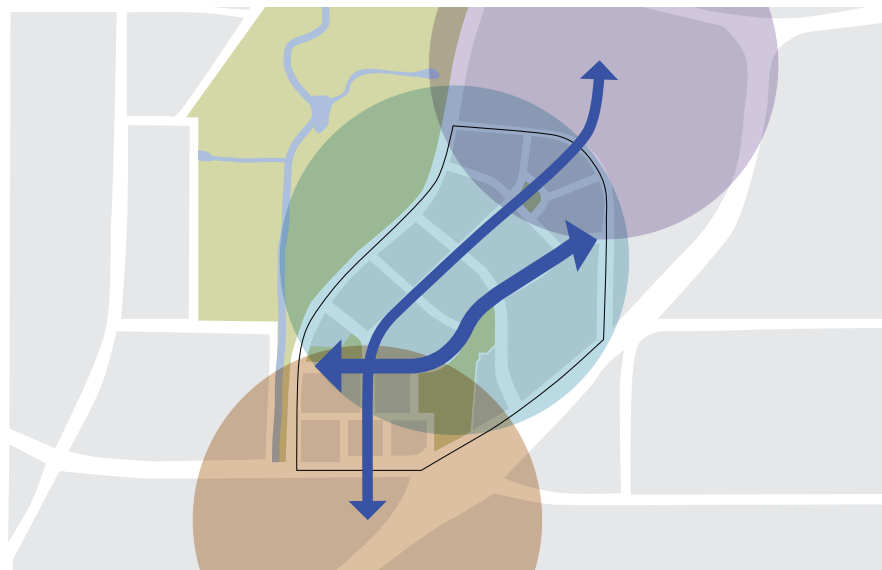
Trail and park connections between the Site and its surroundings will create recreational and public space amenities for Downtown. Connections will provide access to regional systems and will organize the shape of development within the Site

3 Community anchors to create a core to Brooklyn Center



Though the Downtown will have a significant amount of housing, it will also contain mixed-use nodes around which nonresidential uses will cluster. These nodes will have community anchors that compliment each other.

2 Two spines to organize neighborhoods



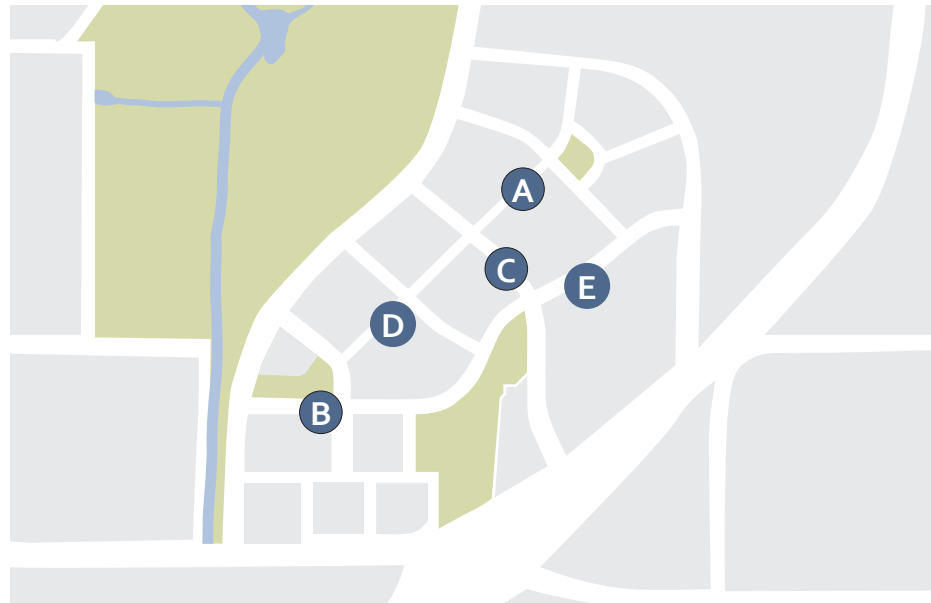
A pair of spines — one pedestrian-oriented and one multimodal street — will form the core of the downtown neighborhoods with small parklets, community spaces, and active street fronts throughout

4 Local connections to make it easy to get to



Downtown will be locally accessible with improvements to surrounding streets, bridges, and intersections. The Downtown street grid will extend into surrounding areas providing many local connections for residents in Brooklyn Center to get Downtown.

Places in Downtown Brooklyn Center



A Neighborhoods



B BC Gateway Park



C Main Street



D Garden Street



E Parkway Street

Main Features of the Plan

The Vision for redevelopment of the Opportunity Site is to create a new and real downtown for Brooklyn Center. Like many suburban communities developed in the 1950s and 1960s, Brooklyn Center grew quickly and without an identifiable center. This pattern occurred because land was inexpensive land, suburban lifestyles became fashionable, and regional access for vehicle travel was made easier through highways. There was no recognized need, at that time, for a center of commerce, social life, recreation or government. Instead of developing outward from a center, the community grew east to west as an extension of North Minneapolis.

This Plan proposes to redevelop the geographic center of the City with a mix of uses that create a center of commerce, recreation, social life, and government, all integrated with new housing. This new downtown will be accessible, welcoming, active, and an embodiment of the best of what Brooklyn Center can offer its residents and the region. It will fulfill existing and emerging needs of the city and it will become a place of pride.

Downtown Brooklyn Center will become a connection point for the city and its existing and future assets. It can become a starting point to address the broader challenges of Brooklyn Center and a model for how other communities can use redevelopment to address their most pressing needs.

Public Realm Features

- Recreational opportunities for people of all ages and abilities to support healthy lifestyles.
- Public spaces that encourage people to socialize and to be outdoors throughout all seasons
- A green and active stormwater system that provides health, recreational, and environmental benefits
- Paths and trails that connect internally as well as to surrounding park and amenities
- A pedestrian-scaled “Garden Street” lined with lower density housing, that connects the Downtown internally
- A Parkway multimodal street offering the primary vehicle through-access with additional access to trails and public amenities, while connecting the Downtown internally

Access and Connectivity Features

- A transportation system that reduces the need to own a car by providing safe, affordable, and convenient alternatives
- Streets that are designed with comfortable sidewalks, robust landscaping, and minimal parking
- A mobility hub that offers convenient connections between BRT lines, a Park and Ride, bicycle facilities, and vehicle facilities.
- Complete pedestrian and bicycle connectivity within the Downtown and beyond to connect to the rest of the City
- Readiness for emerging transportation technologies, such as an AV circulator, drop off zones, and micro mobility, that reduce the need to use a single-occupancy vehicle for many trips within the Downtown.

Neighborhood and Economic Development Features

- Small blocks that support a range of development patterns and densities
- Between 1,500 and 2,300 new housing units that are both market rate and affordable
- Two new neighborhoods with neighborhood parks and amenities at their core and a Garden Street linking them
- Commercial development that is regionally attractive while helping to grow local businesses
- Approximately 100,000 to 150,000 square feet of nonresidential space
- A cinema that anchors the southern portion of the Downtown
- John Martin Drive featuring restaurant and live-work buildings
- Full-service urban grocery stores or markets
- A 20,000 square foot Entrepreneurial Marketplace that supports and incubates local businesses



Public Realm

An inclusive and accessible system of open spaces, trails and pedestrian ways that promotes healthy living, social gathering, and environmental responsibility

Public Realm — Overview

Downtown Brooklyn Center will feature a system of open spaces, streets, trails, and pedestrian areas that promote healthy living, social gathering, and environmental responsibility.

Downtown Brooklyn Center’s public realm will become the backbone of the district and an extension of surrounding natural areas, parks, and trails. It will consist of spaces and buildings that enable community pride, healthy living, social gathering and environmental responsibility. The public realm will consist of parks, streets, sidewalks, plazas, and greenways.

The public realm in the Opportunity Site include the spaces that are owned and shared by the community. As such, the public realm carries a high responsibility to ensure accessibility, inclusion, equity, and an overall welcoming posture. This will take many forms, including artistic installations that represent the diversity of the community and spaces that are welcoming and accessible.

An inclusive Downtown is one in which people from across the community can come and feel welcome. In gathering ideas for the Opportunity Site’s public spaces, inspiration from across the world was gathered and studied to guide how the people from all walks of life come together, socialize, celebrate, and express themselves freely. They belong to the public and they embody the ideals of the full community. As such, public spaces in the Opportunity Site will be open, free, and easy to reach. They will facilitate socializing and gathering, and they will represent and reflect the diverse culture of the community.

Having cherished public spaces that are inclusive is an opportunity for the community to celebrate itself.

The Master Plan employs the following strategies to help promote a public realm that is inclusive, accessible, and welcoming:

- The proposed street grid and park system are connected to other public streets and parks. This intends to define Downtown as an integrated part of the City, not an inaccessible or exclusive enclave.
- The Garden Street and Parkway will stitch together the Opportunity Site’s many public spaces, including plazas, a large stormwater park amenity, and multimodal facilities interspersed amidst high-quality streetscape.
- Main Street is a lively public street lined by restaurants and shops, many of them locally owned and operated. In addition to traditional storefronts, Main Street will have opportunities for small businesses to thrive in pop-up vendor kiosks, food trucks, micro retailing, and other low cost spaces.
- Downtown will be notable for its abundant public art and the many placemaking opportunities throughout its many public spaces. Private property will also be encouraged to utilize local artists to enliven their projects and the Downtown overall.
- An indoor/outdoor entrepreneurial market - the Entrepreneurial Market Plaza (EMP), will incubate and support local businesses. The City will partner with an organization that can provide operational management for the EMP, and business support to small local businesses to help them succeed. A public-facing plaza will be located outside the EMP, and anchor the Garden Street.

Public Realm Summary

- » An inclusive, accessible, welcoming, and dynamic public realm that becomes the social and gathering center for the entire City.
- » An “inside out” City that attracts people to spend time outside together throughout all seasons of the year.
- » Recreational and leisure activities for all ages and abilities.
- » Connecting to and leveraging the potential of Centennial Park
- » A green and active stormwater system that provides health, recreational, and environmental benefits to all.

An inclusive, accessible, welcoming and dynamic public realm that becomes a social and gathering center for the entire city.

Downtown will celebrate the diversity of the community with a series of accessible public spaces in which all residents of Brooklyn Center are welcome to participate in the social life of the City — to meet both familiar faces and strangers.

-  Parklets
-  Neighborhood Parks
-  Plaza
-  Gateway Mini Park
-  Greenway
-  Regional Recreational Attraction



A Gateway Park

The southwest edge of the Opportunity Site will include an active park space that bridges the Garden Street to the EMP Plaza. The space will be located along Shingle Creek Parkway and serve as a connection to Centennial Park.

B Regional Stormwater Park

Over 60% of the Opportunity Site's stormwater needs will be serviced by a regional pond system that includes trails, plazas, and natural plants. This stormwater park will also provide be a recreational amenity and habitats for native wildlife.

C EMP Plaza & Flex Street

At the intersection of the Garden Street and [Parkway], the EMP Plaza is on the north edge of the EMP marketplace. The plaza will have space for market activities, small and medium sized gatherings, and "spillover" space into the adjacent private flex street, or public Gateway Park.

D Neighborhood Park

A small neighborhood park will be located in the northeast corner of the Opportunity Site. The passive park space will offer a smaller recreation focal point, and anchor the north end of the Garden Street.

E Greenway Trail

A linear Greenway through the site will link the Downtown to the regional trails and serve as an important link in the stormwater system. The greenway will form the edge of the Regional Stormwater Park.

F Garden Street

Small parklets (one per block) are located along the neighborhood Garden Street. The parklets are designed for young children and caregivers. Amenities will include community gardening spaces and small play equipment.



Broad Street in Monrovia, Liberia



Rambblas in Barcelona



Zócalo in Oaxaca, México



Walking Street in Phuket, Thailand



Tianguis in Mexico City



Hidden Night Market

Recreational and leisure activities for all ages and abilities

Principles and Examples of Designing Inclusive and Welcoming Spaces

- 6 Set Positive Rules
- 5 Promote Unique but not Illegible
- 4 Build in Sensory Variety
- 3 Celebrate Slowing Down
- 2 Foster Small Group Interactions
- 1 Design a Living Room, Not a Sitting Room

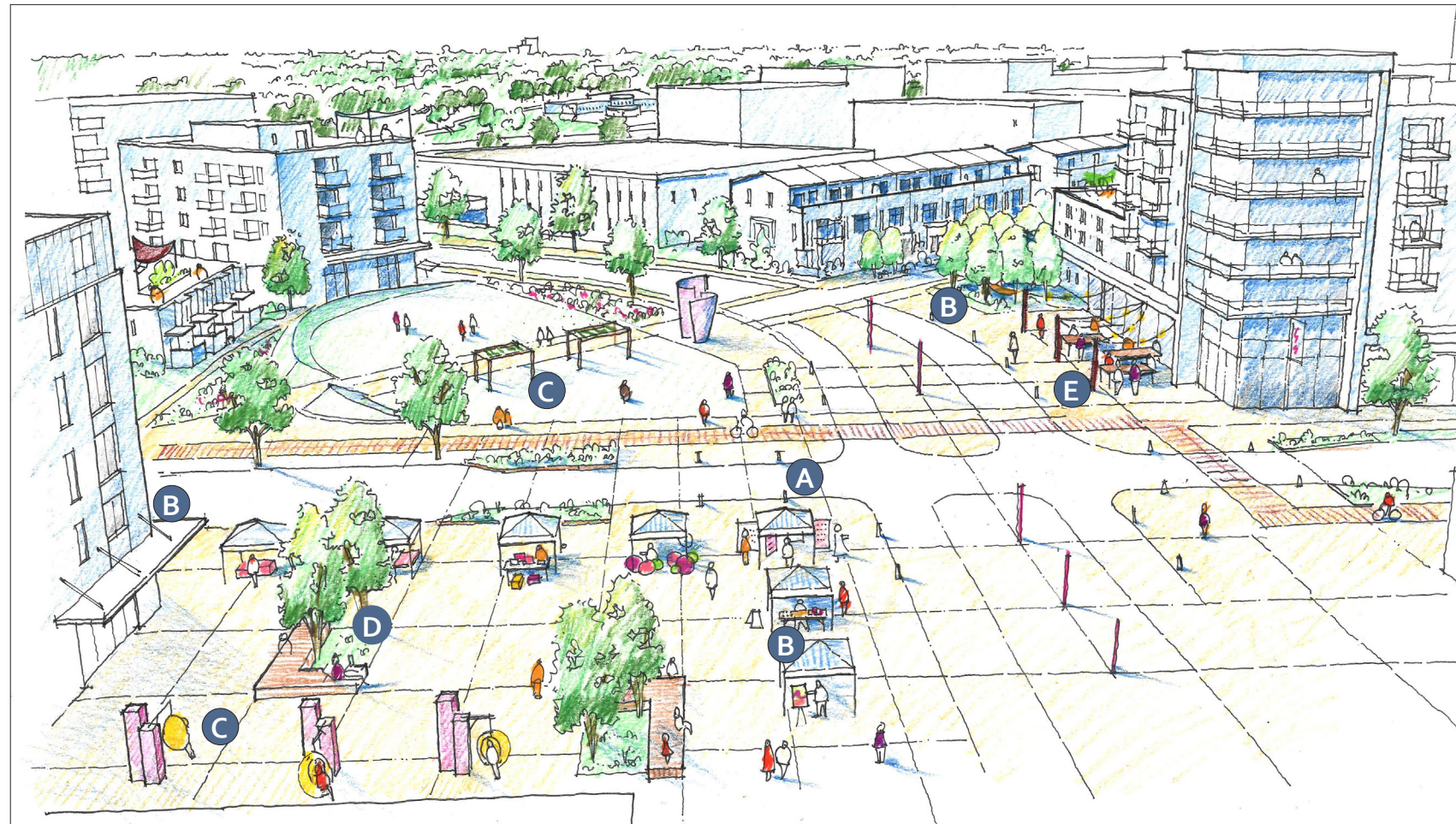
Successful public spaces that feel inclusive and welcoming to a broad cross section of people are often actively programmed and managed. Well managed spaces create both community and place value. Whether public or privately owned, they help create authenticity and sense of local flavor - a important defining feature of the Downtown.



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An “inside out” city that attracts people to spend time outside together throughout all seasons of the year.

Downtown will promote healthy living and an active civic life by creating a variety of outdoor spaces that are comfortable and pleasant throughout all seasons of the year.



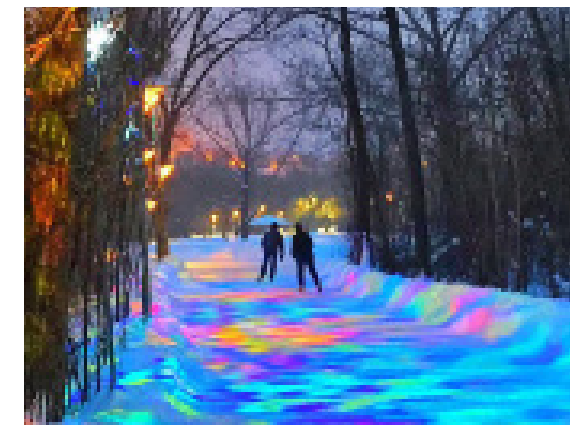
A Flexible Gathering and Playspaces
Simple open spaces accommodate large gatherings and celebrations and serve as simple passive playspaces

C Active Ground Floor Uses
Open spaces are animated with ground floor uses that are public and active throughout the day and week.

E Indoor/Outdoor Spaces
Buildings with large openings onto public spaces create flexible areas that contribute to a safe and active public realm year round.

B Outdoor comfort
Awnings, canopies, and indoor/outdoor spaces provide protection from the elements throughout the year.

D Small Spaces within Large Spaces
Intimate spaces are within and adjacent to large spaces, allowing them to contract and expand as needed



Deep retractable awnings and sunshades allow outdoor spaces to be semi-enclosed during the colder seasons while offering protection from the harsh summer sun.

Winters can be celebrated with outdoor activities and seasonal shelters

A Downtown designed with winter (and fun) in mind

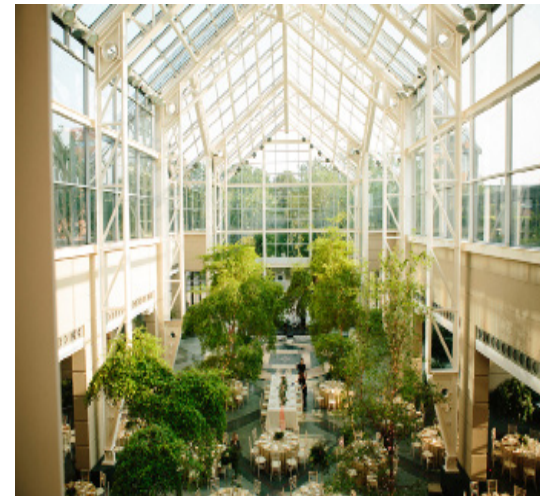
Principles and Examples of Designing for and Enjoying the Winter

- » Bright colors to offset darkness
- » Deciduous trees allow sun to reach habitable areas in the winter
- » Evergreens block winter wind
- » Winter gardens to create indoor microclimates
- » Narrow, not broad towers to allow sunshine to penetrate down to the sidewalk and other public spaces
- » Lighting that is pedestrian scaled, a warm color, and glare-free
- » Parks that have southern exposure and are protected from winds
- » Patios that can be converted to winter play areas or skating rinks
- » Deep and retractable canopies to protect sidewalks from rain and snow, but allow sunlight to penetrate
- » Temporary enclosed structures such as enclosed gazebos or clear igloos. Articulated walls and step backs that prevent harsh winds from impacting pedestrians on sidewalks
- » Spaces for public fire pits and warming huts

Winter Accommodations



Winter Gardens

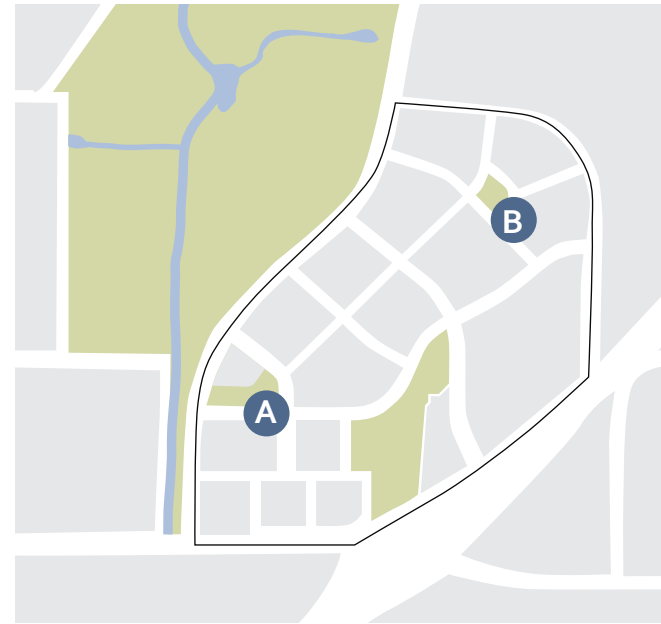


Winter Recreation



Park Programming and Design Framework

Downtown will feature a trio of complimentary parks. The Stormwater Park will be interwoven with the designed stormwater pond system, while Gateway and neighborhood park designs will be opportunity-driven to reflect development realities and City resources.



Opportunity-Driven Park Space Design

Major public investment as part of the Phase 1 Alatus Redevelopment, for public space in the regional stormwater pond, EMP Plaza, and Parkway streetscape design.

Unlike other redevelopment sites with established blocks and road networks, the Opportunity Site is a blank slate. Rather than use the lack of existing framework to be overly prescriptive, the city intends to use this Master Plan as a guideline to inform final build-out design.

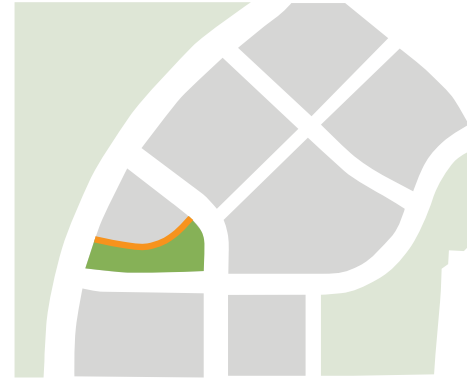
One component of this will be the final arrangement and design of the Gateway Park and Neighborhood Park.

While the Gateway Park intends to be active and event-oriented, the Neighborhood Park will be passive, offering an area of urban respite amidst surrounding neighborhood-scaled development.

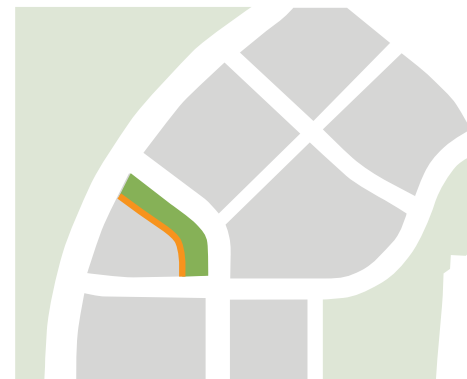
As build-out occurs, the city will work with prospective developers on finalizing exact development site and roadway alignments that support the strongest park design and programming outcomes for the Opportunity Site.

A Gateway Park

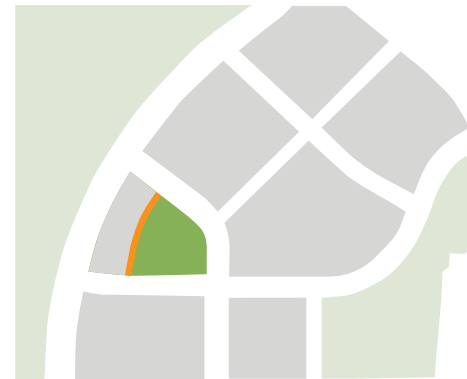
Linear Park - South





Linear Park - North



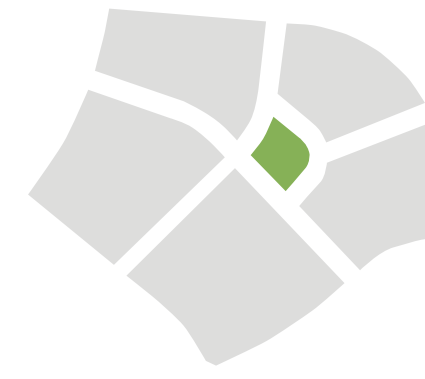
Cornerstone Park



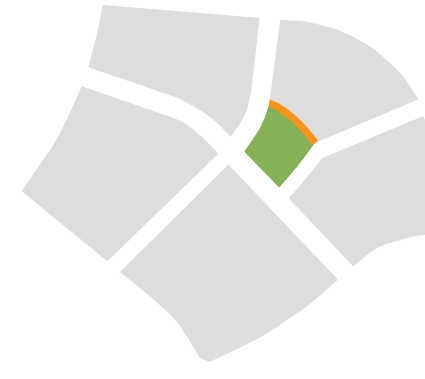
Active / Programmed Edge 
Active Greenway 

B Neighborhood Park

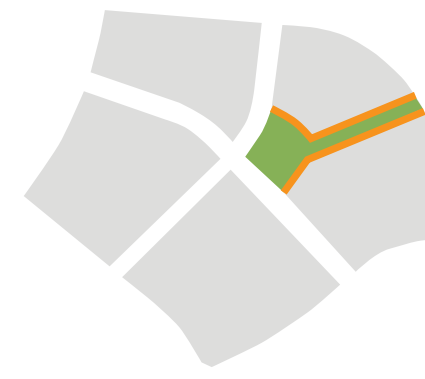
Passive Park



Activated Edge



Active Edge with Greenway Connection



Passive Park



Activated Park



Activated Park / Greenway



Connecting to and leveraging the potential of Centennial Park

The Plan recommends highlighting Shingle Creek as a natural amenity, and providing more active features and trail connections to enhance access.

A new shared use trail through the interior of the Opportunity Site will provide bike and pedestrian connections to adjacent neighborhoods and regional trails.



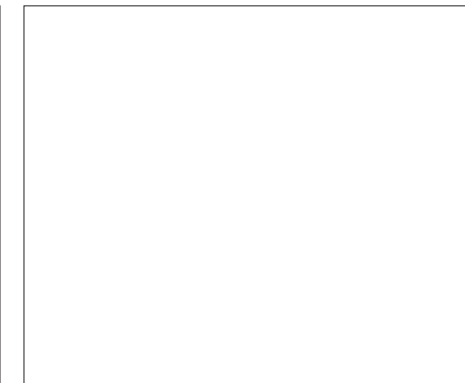
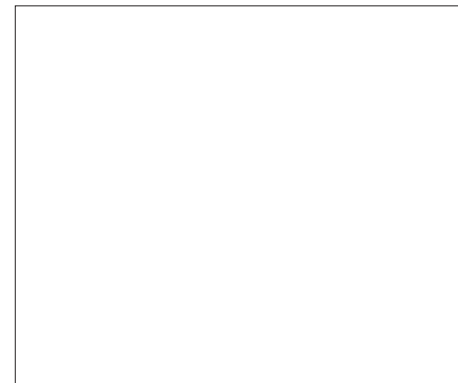
- A Enhanced Intersections and Crossings**
Safer cross points between Downtown and Shingle Creek Regional Trail, with access to Centennial Park
- B Gateway Mini Park**
Creates "bridges" through greenspace into Downtown
- C Interior Bike and Pedestrian Trail**
Connects bikes and peds through the Opportunity Site
- D Regional Trail Access**
Connecting to Twin Lakes Regional Trail and West Mississippi River Regional Trail

Area Park Improvements







- A** Potential wetland enhancements with boardwalk, trails, and ecological improvements
- B** Potential expanded recreation center
- C** Gateway mini park, within the Downtown
- D** Park improvements to enhance the natural features of Shingle Creek
- E** Regional Recreation Attraction (see following page)

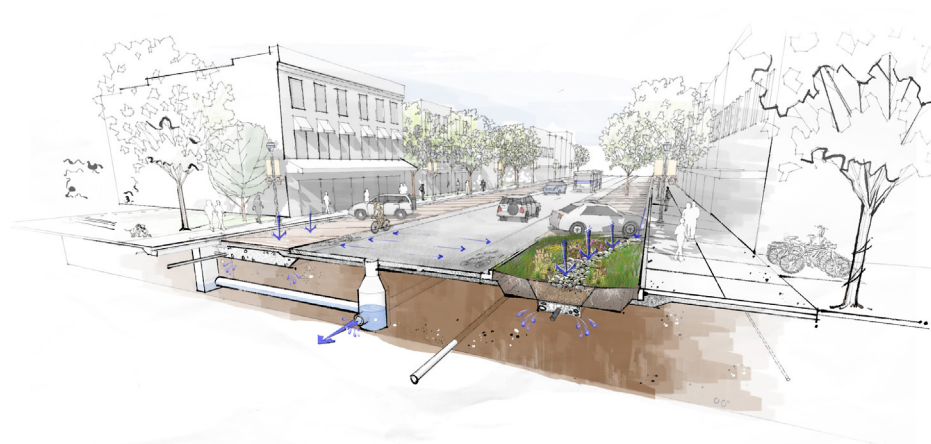
Potential Parks Design in Downtown



A green and active regional stormwater system that provides health, recreational, and environmental benefits to all

Downtown will feature a regional stormwater system that manages rainwater throughout the district while also serving as a recreational and aesthetic amenity for residents and visitors.

-  Stormwater Drainage
-  Greenway and treatment train
-  Garden Street "green street"
-  Regional Stormwater System



A Neighborhood streets with stormwater drainage
Neighborhood streets in the Downtown will have enhanced stormwater drainage collectors and conveyors.

B A Garden Street with rain gardens
The north south pedestrian spine will contain rain gardens on every block with center drainage. These will also serve as small green spaces along the street.

C Regional Stormwater Park
A three-pond regional detention and treatment feature will serve approximately 60% of the Opportunity Site's stormwater management requirements. A series of trails and plazas will weaving between the ponds, offering a health-oriented feature. Native plants will support habitat restoration. Once treated, water will be conveyed back to Shingle Creek.

D Linear stormwater parkway and greenways along the edge of the large greenspace

A 50' greenway and stormwater feature is proposed along the multimodal spine road. This space can be used to convey water through a treatment train before it enters the regional ponds. The space will also be used for the shared use trail connecting regional trails to the Opportunity Site.

Phase 1 Conceptual Development, and Regional Stormwater System





Access and Connectivity

Downtown Brooklyn Center will have a transportation system that encourages walking and biking, is well connected to the region, and reduces the need to own a car by providing safe, affordable, convenient and accessible options.

Access and Connectivity — Overview

Downtown Brooklyn Center will have a transportation system that encourages walking and biking, is well connected to the region and reduces the need to own a car by providing safe, affordable, convenient and accessible options.

Creating strong access to and connectivity within the Downtown is essential to creating a healthy, prosperous and unique area. The transportation system for the Downtown is designed to balance modes of travel (bike, transit, walking, and cars) so the Downtown is easy to get to but also enjoyable to spend time. Over time, the Downtown will offer the opportunity to reduce the need to own a car because the transportation system within Downtown and its connections to outside downtown will be convenient, safe, connected and affordable.

The transportation system will support a healthy lifestyle for residents by ensuring all internal trips are feasible by foot or bicycle, and the Downtown has access to regional trails that connect throughout Brooklyn Center.

Streets in Downtown will have a graduated hierarchy to support varying intensities of urban activity. Wider streets will support regional attractions, while narrower streets will form the core to neighborhoods. All streets, regardless of width or adjacent development, will have wider than average sidewalks, safe crossings and streetscapes with a unique sense of character, rhythm, and comfort. A focus on

Downtown will be well connected to all of Brooklyn Center and to the region through improved bicycle, transit and vehicular connections. For example, the Plan recommends surrounding regional trails are routed through the downtowns, and the nearby BRT Terminal is relocated to within the Downtown.







The proposed Plan also considers and incorporates quickly evolving technologies that impact how people circulate through cities and move from place to place. Features such as a mobility hub that provides connections between modes, dynamic curbs that can be re-programmed daily, and embracing micro mobility (scooters, etc) are some of the ways in which this Plan anticipates a future transportation system that gradually becomes more technologically advanced.

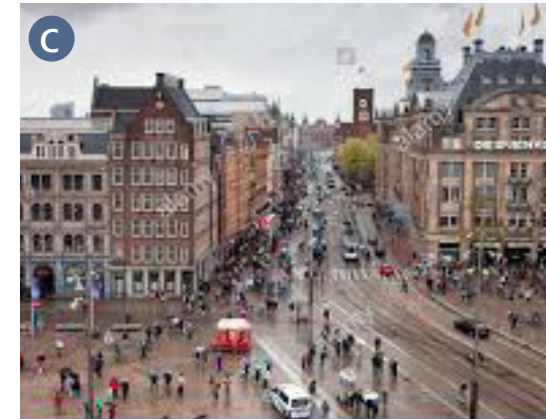
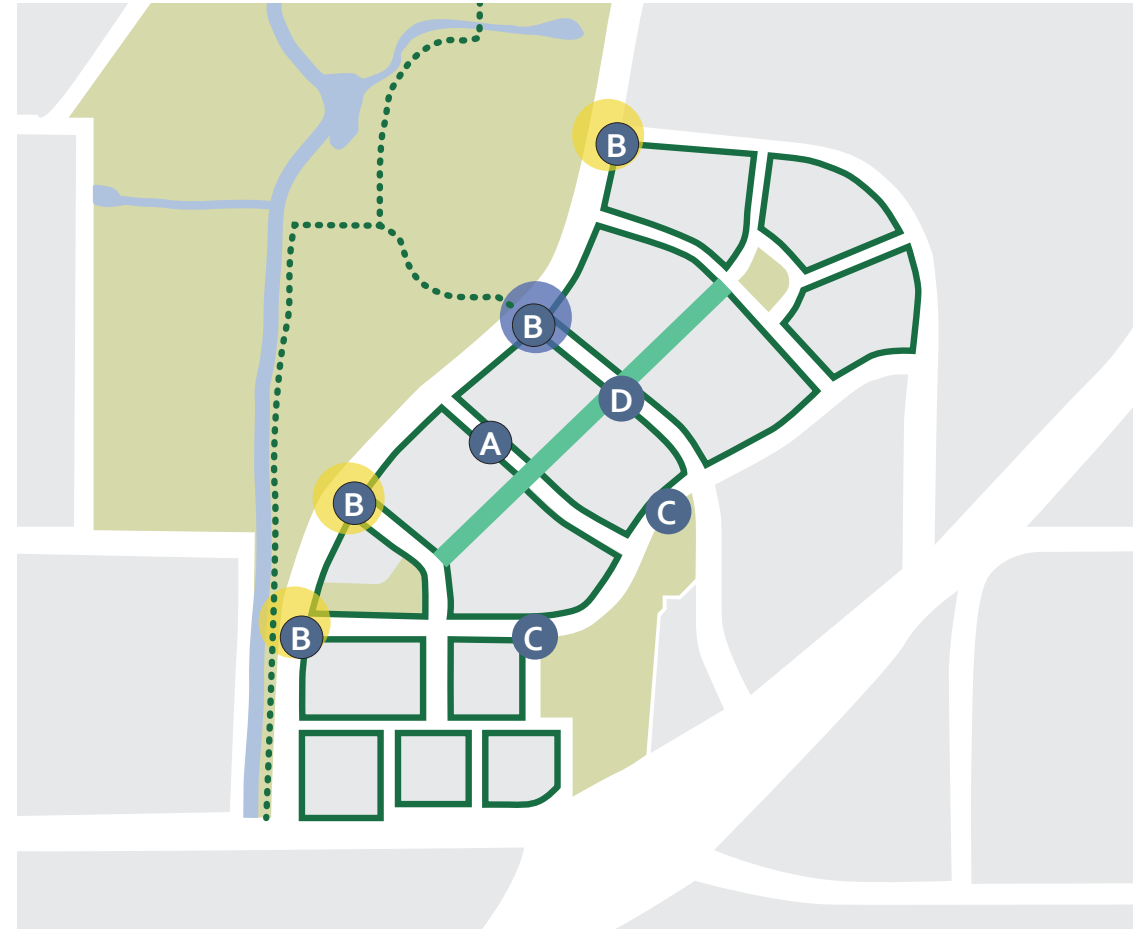
Access and Connectivity Summary

- » Prioritizing pedestrians to create a walkable community
- » Creating a safe and connected bicycle network
- » Ensuring vehicular access to Downtown from throughout the City and the region.
- » Establishing a network of streets that enables people to get round easily without the use of a car if they chose.

Prioritizing pedestrians to create a walkable community

The pedestrian network in Downtown Brooklyn Center is designed to provide access to daily needs within walking distance of all residents and visitors.

-  Slow Zones
-  Tabled Intersections
-  Scramble Intersection
-  Pedestrian Only
-  Shared Street
-  Pedestrian Trail



Slow Zone at Dam Square in Amsterdam



Painted Intersection



Scramble Intersection



Widened sidewalks

- A Full pedestrian network with sidewalks on every block**
Every street will have 6' sidewalks on both sides, wide enough for a person pushing a stroller to pass an individual in a wheelchair without discomfort.
- B Safe crossings of Shingle Creek Parkway**
Re-striped, necked down and painted intersections along Shingle Creek Parkway will reduce the pedestrian crossing distance by as much as 30%. Additional features such as a pedestrian countdown timer, a leading light, and well marked crosswalks will reduce barriers and increase the safety of crossing shingle Creek Parkway.





- C Slow Zones that prioritize pedestrians**
Slow zones at key crossing locations of Earl Brown Parkway will create a seamless connection between the developed areas of Downtown and the park along its eastern edge.
- D Garden Street Spine**
The north south street in between Shingle Creek and Earl Brown Parkway will be a "Garden Street" in which Pedestrians, bikes, and cars share the space between buildings. The street will curve gently to create usable greenspaces, rain gardens, and parklets.

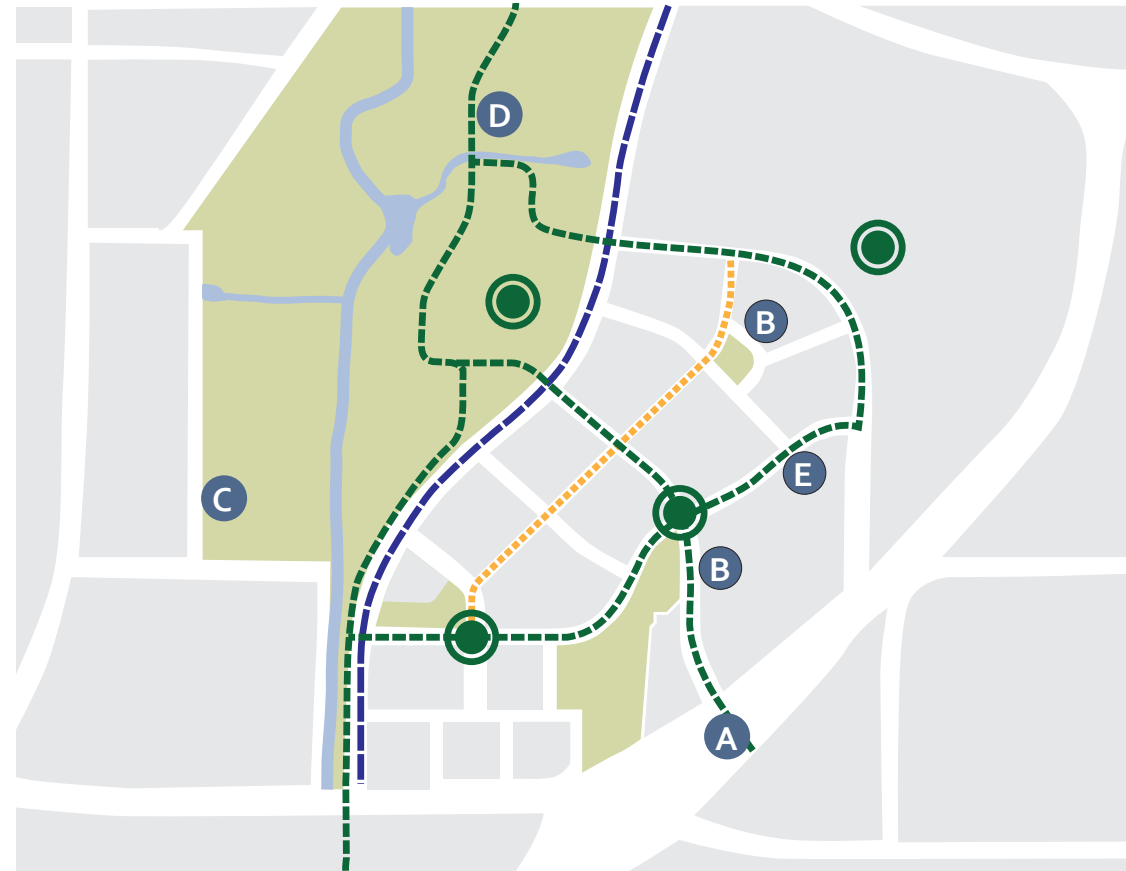


Garden Street: A street that is shared equally between pedestrians, cars, and bikes.

Creating a safe and connected bicycle network

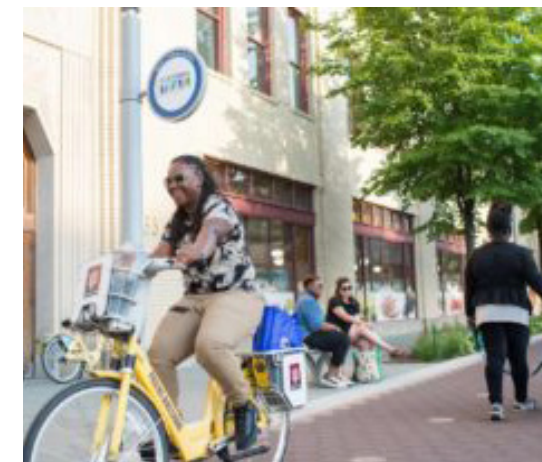
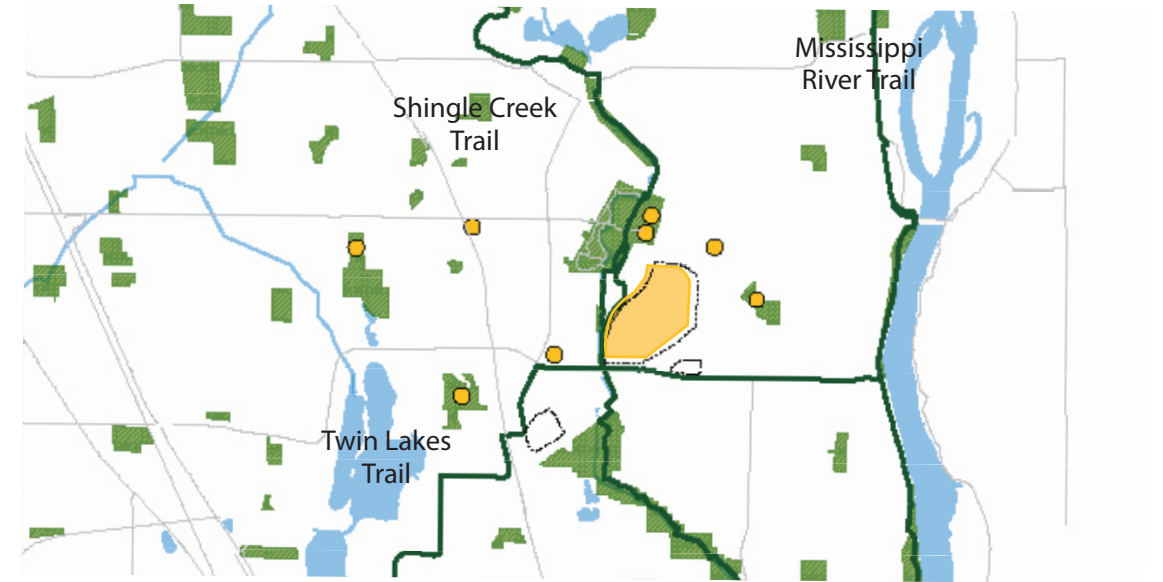
By connecting to regional trails and providing safe streets and appropriate support facilities, cycling can be an efficient, healthy, and environmentally friendly means of transportation for many people.

-  Primary / Separated
-  Secondary / Shared
-  Commuter Lane
-  Bike Racks and Corrals



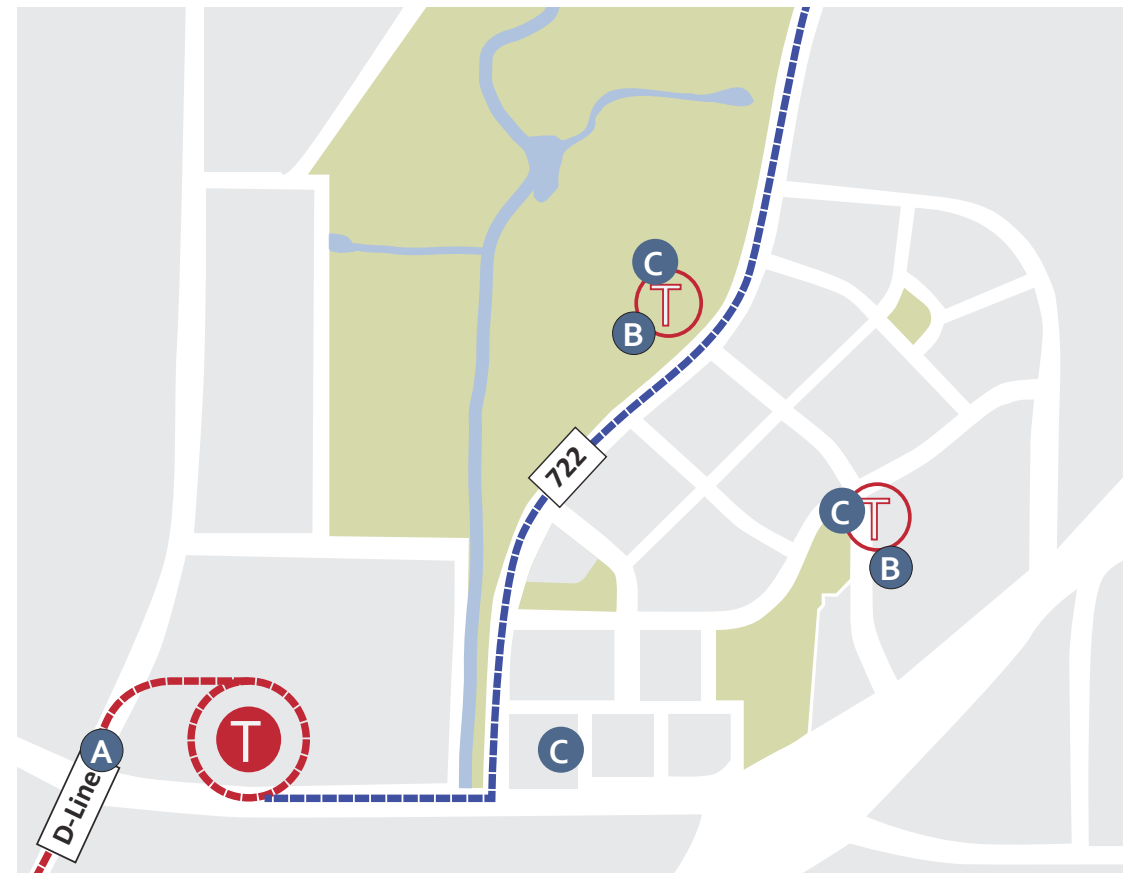
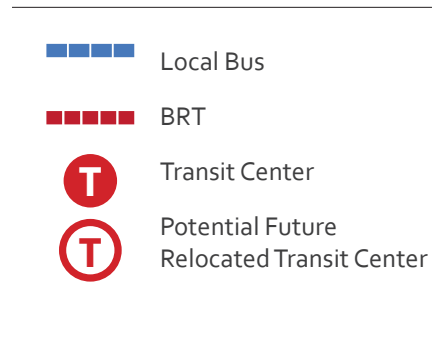
- A Re purposed bridge across Highway 100**
The John Martin Drive bridge over Highway 100 is separated from the off ramp and converted into bike/pedestrian bridge and the Twin Lakes Regional trail is rerouted through the Site.
- B Dedicated off-street trails through the community**
Off street trails connect the two neighborhoods and Main Street via linear greenway.
- C Improved connections across Shingle Creek Parkway**
A bike bridge across Shingle Creek Parkway connects the Downtown to Centennial Park.

- D Two-way bike lanes on Shingle Creek Parkway**
A separated bike lane for commuter and non-recreational riding enables trails within the Parks to be shared with pedestrians.
- E Modifications to existing bike bridge**
Adding an extension to the existing ped/bike bridge across Highway 100 can provide improved connections to the Regional recreation Attraction in Downtown.



Ensuring vehicular and transit access to Downtown from throughout the City and the region.

Downtown will be easy to get to from throughout the region. With public garages, a mobility hub, and strategically located pick-up zones, arrival to Downtown will be convenient but will not impact the design of pedestrian focused spaces.



A Existing Transit Center

The existing transit center is located adjacent to Bass Lake Road and serves as the terminus to the D-Line BRT, which originates at the Mall of America station.

B Relocated Transit Center

Relocating the transit center to the intersection of John Martin Drive and Shingle Creek Parkway would enhance access to both the park and the public services of the Hennepin County Service Center / Brookdale Library. As Development occurs, the City will continue to engage with Metro Transit around future transit opportunities.

C Public Parking

Explore opportunities for more public parking in multiple locations to encourage drivers to park once and walk between destinations while in the Downtown



AV Circulator in Jacksonville, FL



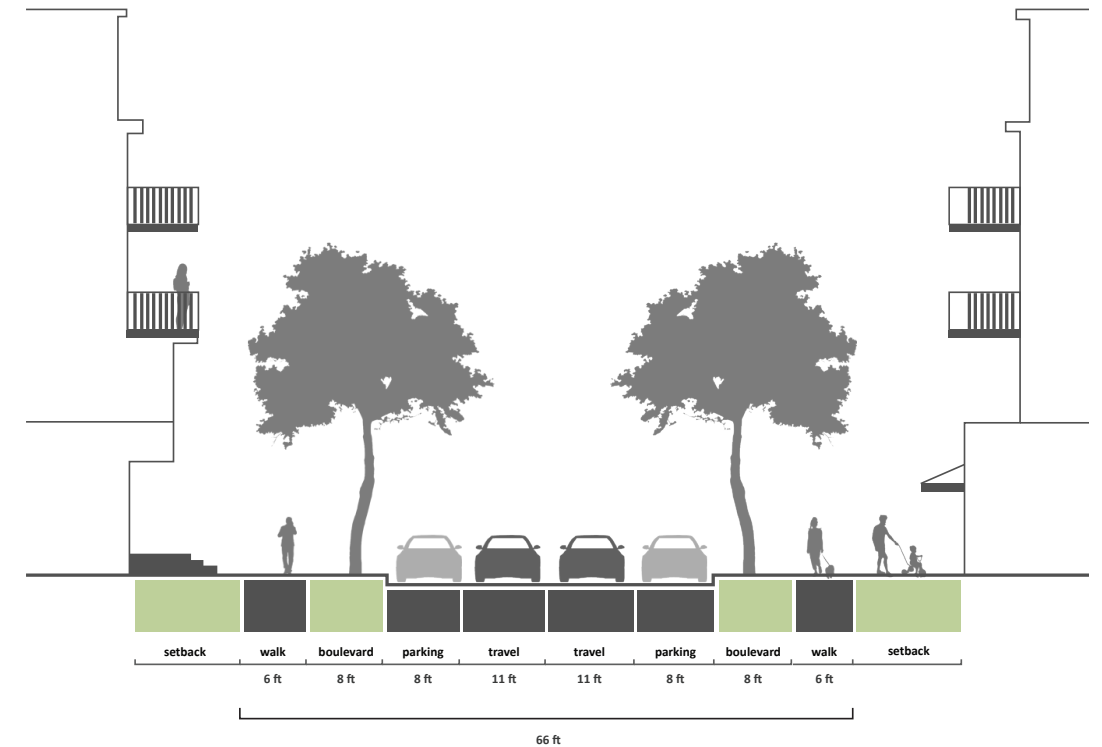
Micro-Mobility

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Establishing a network of streets that enables people to move around easily, and without the use of a car if they choose.

Each of the streets in Downtown will be designed to ensure safety, accessibility, and comfort for all.

- Shingle Creek Parkway
- Main Street (Waterside Ave)
- Garden Street (Song Ave)
- The Parkway (Bdote Boulevard)
- Neighborhood Streets

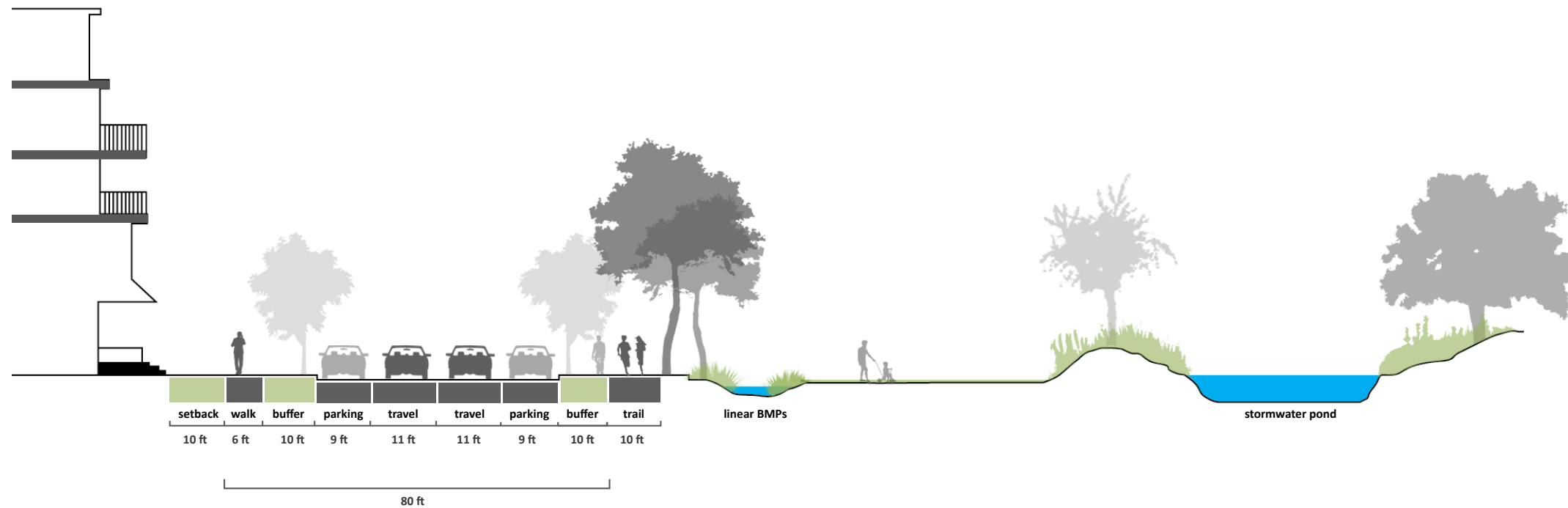


Neighborhood Street

Neighborhood streets will be designed as slow and safe streets whose primary purpose is to be a comfortable and shared environment for pedestrians, bicyclists, and drivers. The curb to curb area will be programmed with two way traffic, and parallel parking on both sides. Beyond the curb, street trees will help buffer a shaded 6' sidewalk. Buildings will be set near the back of the sidewalk with patios, stoops, and porches to create a comfortable pedestrian environment.

Names for each of the Neighborhood Streets can be found in Appendix A.

Streets in Downtown Brooklyn Center



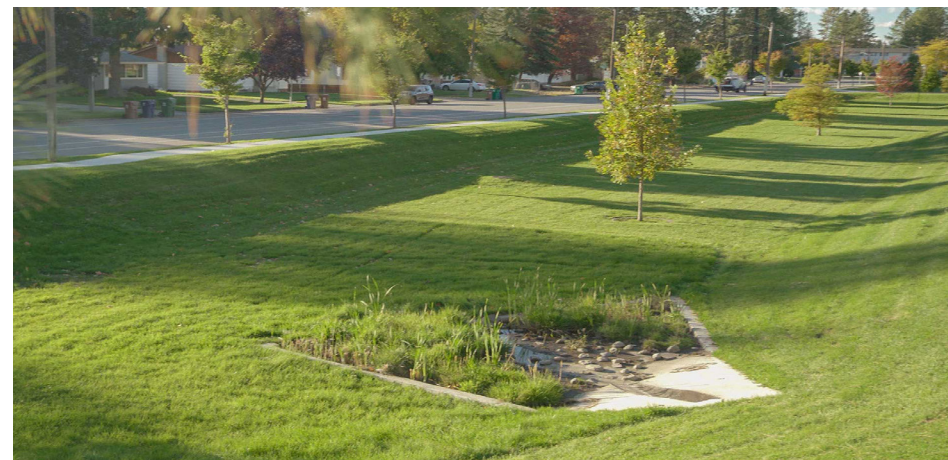
The Parkway

The Parkway will be the multimodal “spine” through the center of the Downtown. The road will consist of a generously buffered shared use path, sidewalk, on street parking, and two travel lanes. The 10’ boulevard will be transit ready for anticipated future transit along the Parkway. The Plan recommends a 70’ easement along its south edge for stormwater retention and light recreation, while establishing a greenway adjacent the stormwater park, and urban manufacturing area.

The Parkway will be called Bdote Boulevard, which means “Confluence” in Dakota. More details on street names can be found in Appendix A.

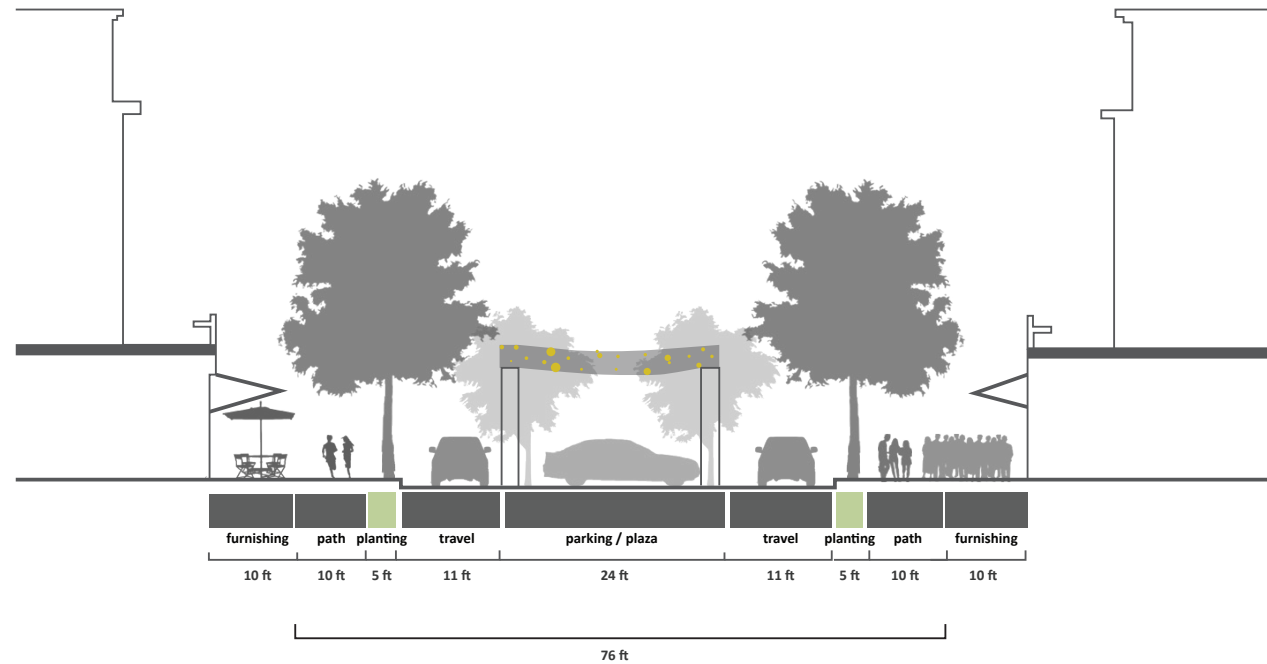


Stormwater Infrastructure



Wetland Habitat

Streets in Downtown Brooklyn Center



Main Street

Main Street/John Martin Drive will be designed as a pedestrian- and retail-oriented street where cars are considered guests. The sidewalks are extra wide, and the center median can be used for kiosks, food trucks, or short term parking. Amenities such as public art, bike racks, fixed and moveable seating, and ample shade trees will create an environment that is pleasant for businesses and residents and visitors.

Main Street will be called "Waterside Ave", a reference to the open air Waterside Market in Monrovia, Liberia. More details on street names can be found in Appendix A.



Waterside Market, Monrovia, Liberia



Georgia Street, Indianapolis, IN



Lancaster Boulevard, Lancaster, CA

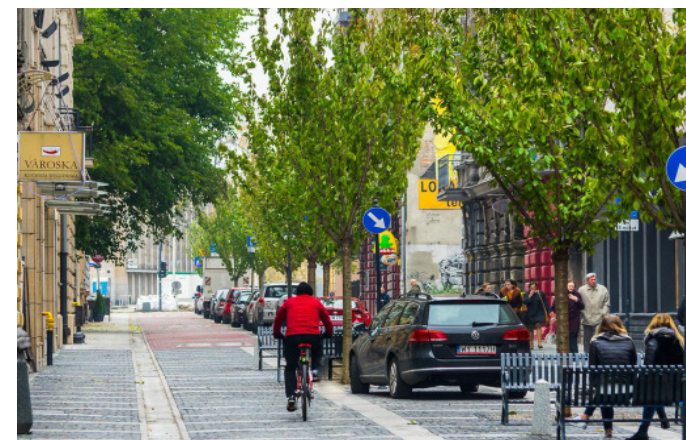
Streets in Downtown Brooklyn Center



Garden Street

The Garden Street is the pedestrian-oriented twin to the Parkway, and will run between the Parkway and Summit Drive. Intended to be a “shared street”, it will be a slow speed, curbsless pedestrian priority street lined by townhouses and lower density residences. The travel lane for vehicles may be serpentine to make room for greenspace, rain gardens, and parklets. The Garden Street will also utilize an “inverted crown” design that channels stormwater into the center of the street for collection — a common approach in curbsless streets.

The Garden Street will be called Sông Ave, which means river in Vietnamese. More details on street names can be found in Appendix A.



Examples of Garden Streets

Curbsless streets and spaces give visual cues that cars are guests in the space - they share the space with pedestrians, cyclists, and others who use the street for non-motorized uses. Often “garden streets” contain small playgrounds, community gardens, or places to sit. Other terms for Garden Streets are:

- » Living Streets
- » Woonerfs
- » Curbsless Streets
- » Shared Streets
- » Yield Streets
- » Play Streets

MnDOT Right of Way and Future Impacts

MnDOT owns a sizable portion of right of way (ROW) at the south central portion of the Opportunity Site. As the city continues to negotiate the long-term use and ownership of that land, there are several potential impacts and opportunities for the Downtown should MnDOT turn over ROW ownership.



A Existing MnDOT ROW
Future City ownership of the MnDOT ROW would allow for significant improvements to circulation and potential relocation of the northern stormwater pond to allow for multimodal connections and additional development potential.

B Potential Redevelopment
Redevelopment potential within or around the ROW could be rethought towards a more cohesive and connected development pattern.

C Highway 100 Ramps
The ramps to/from John Martin Drive would be removed, as they are redundant to those at Summit Drive and Bass Lake Road. The Highway 100 off ramp to Bass Lake Road would remain, but not provide direct access into the Opportunity Site.

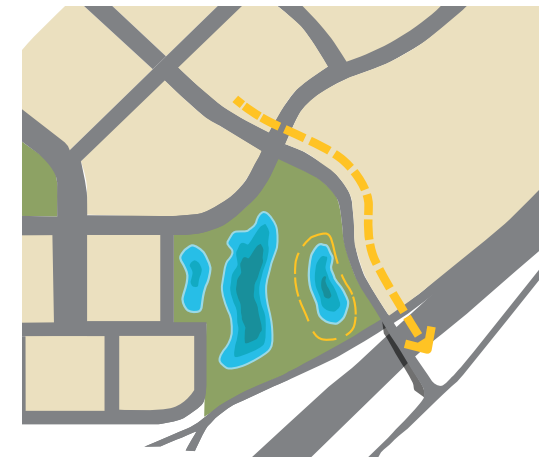
D Future of the John Martin Drive Bridge
The John Martin Drive bridge over Highway 100 could be reconstructed to include bike and pedestrian facilities, and extends into the 57th and Logan redevelopment site as a new road or shared use path. The Twin Lakes Regional trail is rerouted along this route, and the intersection with the on-ramp becomes an all-way stop



Alternative 1
MnDOT right of way, ramps, and the John Martin Drive bridge stay as-is.



Alternative 2
MnDOT right of way and ramps are removed and become an additional development site. John Martin Drive, the bridge, and the stormwater park remains as-is.



Alternative 3
MnDOT right of way and ramps are removed, John Martin Drive and bridge are realigned, and the stormwater park green space expands.



Alternative 4
MnDOT right of way and ramps are removed, John Martin Drive is realigned and the bridge is removed. The stormwater park is expanded, and an access road is provided for development on the southeast portion of the Opportunity Site.



Neighborhoods and Economic Development

Building and development patterns that are compact, sustainable, and mixed — creating places for people of all types to live and enjoy at all stages of life

Neighborhoods and Economic Development - Overview

Downtown Brooklyn Center will feature building and development patterns that are compact, sustainable, and mixed - creating nodes of mixed use activity and neighborhoods for people to live and enjoy at any stage of life

The Plan for Downtown Brooklyn Center creates a series of simple blocks defined by a hierarchy of streets. The blocks will contain the mixture of buildings that contribute to a vibrant downtown. The Plan anticipates approximately 3500 households and up to 200,000 sf of nonresidential uses clustered in three locations. Additionally, several hundred thousand square feet of employment manufacturing could be introduced in the southeast of the Downtown.

While building a district with density is essential to accomplish many of the goals of the Plan, density alone is not the goal. Rather, a vibrant and livable center where all city residents can gather and be welcomed should be the intent of the Opportunity Site build-out. The Plan, therefore, pays close attention to the types of uses and the pattern of buildings that will eventually occupy the blocks in the Downtown.

Housing and Neighborhoods

Brooklyn Center is a built-out community and in need of additional housing of all types. The City was built quickly with almost all housing constructed in the 1950s through 1970s. As a result, there is a narrow range of housing available to residents, particularly new units or units with more than three bedrooms. This limits residents' ability to stay in the community as they age through different stages of life or grow in household size. Therefore, this Plan seeks to fill an existing housing need in the community by suggesting multiple housing types, price points, and ownership models.

Depending on the market, the Opportunity Site could see between 2,000 and 4,000 new housing units on the site. The Plan encourages a range of housing types and tenures — ranging from tall apartment buildings to low-rise townhouses, and ownership units to rental units. Non-traditional ownership models such as cooperatives and land trusts are also encouraged.

A strong residential component to Downtown is important because it creates demand for a variety of uses and the provision of goods, and services. The presence of a strong residential component also helps create a place that can be broadly owned and cared for, rather than a place that is patronized primarily by visitors.

Economic Development

A strong Downtown requires a variety of uses that serve local and regional needs, use that are active throughout the day and week, and use that are compatible and adjacent to each other.

While housing is anticipated to be a strong component of the Downtown, the Plan proposes three “nodes” of concentrated commercial and civic activity for economic development and employment. One of the nodes will begin to take shape in the Alatus Phase 1 development. The Plan does not define the specific character of the other two nodes; rather it is anticipated that the City will allow them to evolve over time and adjust to opportunities as they arise.

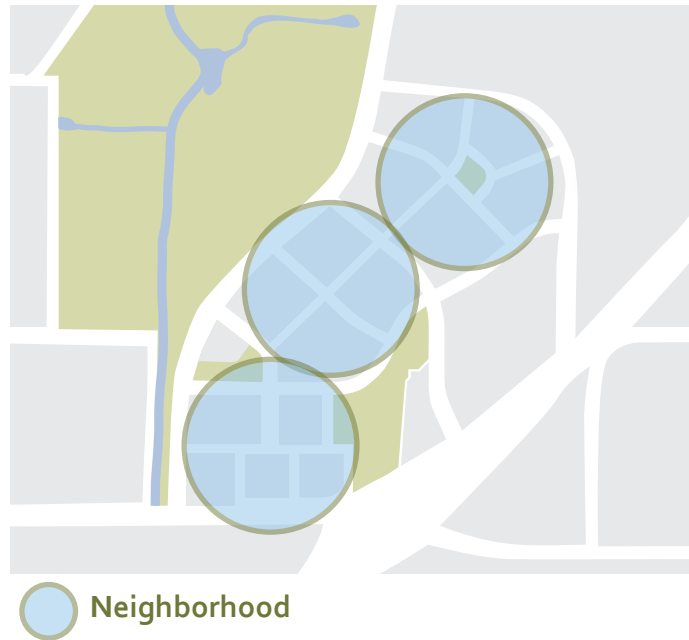
As build-out occurs, the Plan envisions the southeast segment of the Opportunity Site as an urban manufacturing or “maker space” for small- and mid-sized businesses. This area will anchor a jobs base for the Opportunity Site, with public-facing retail along the edge, connecting the residential core with this employment edge.

Neighborhoods and Economic Development

- » Life-long neighborhoods for new and existing residents of Brooklyn center to call home.
- » Centers and Nodes that combine uses to become places to gather, a focus for local economic development, and designed to evolve over time
- » Spaces for creating entrepreneurs and small- and mid-sized businesses in the Downtown
- » A range of buildings, development types, and land uses on a simple block pattern

Creating life-long neighborhoods for new and existing residents of Brooklyn center to call home.

Three neighborhoods, flanking Main Street and the Parkway, will each be home to several hundred residents. The neighborhoods will have a mix of housing, ranging from small units to larger flats, owner-occupied and renter-occupied units, and affordable to market rate rents.



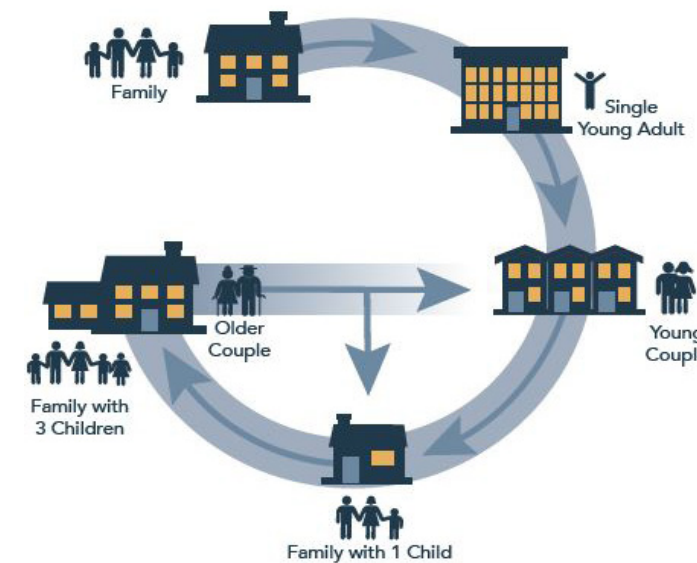
Housing for all stages of life

Brooklyn Center aspires to diversify its housing stock so people can stay in the community throughout all stages of their lives. This usually (but not always) follows a “scaling up” and a “scaling down” process. Generally, this means smaller unit (1-2 bedroom) housing for individuals and couples early or late in life, and larger (3+ bedroom) housing for groups or families living together.

This plan recommends providing the types of housing not historically prevalent in Brooklyn Center — quality deeply affordable rentals (30-60% AMI), and quality market rate multi-bedroom rental and ownership units.

More details on the Housing Framework for the Opportunity Site can be found in Appendix 7.

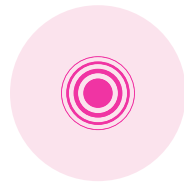
Traditional “Housing Lifecycle”



- A Variety of housing for all stages of life**
Multiple housing types and sizes help create a multi generational community of homeowners and renters. This allows people of all incomes and in all stages of life to find a safe and stable home.
- B Oriented to parks**
Each neighborhood will have a neighborhood park in the middle or edge. The park will be small, serving primarily the neighborhood, and will have places for rest and gentle recreation.
- C Neighborhood friendly streets**
Streets will be narrow and pedestrian friendly. They will have a modest amount of on street parking for visits to neighbors and shops.
- D Small neighborhood services and goods**
Small nonresidential uses, such as coffee shops and small groceries will be distributed in the neighborhood. This will create gathering places and it will put daily needs within the reach of residents.

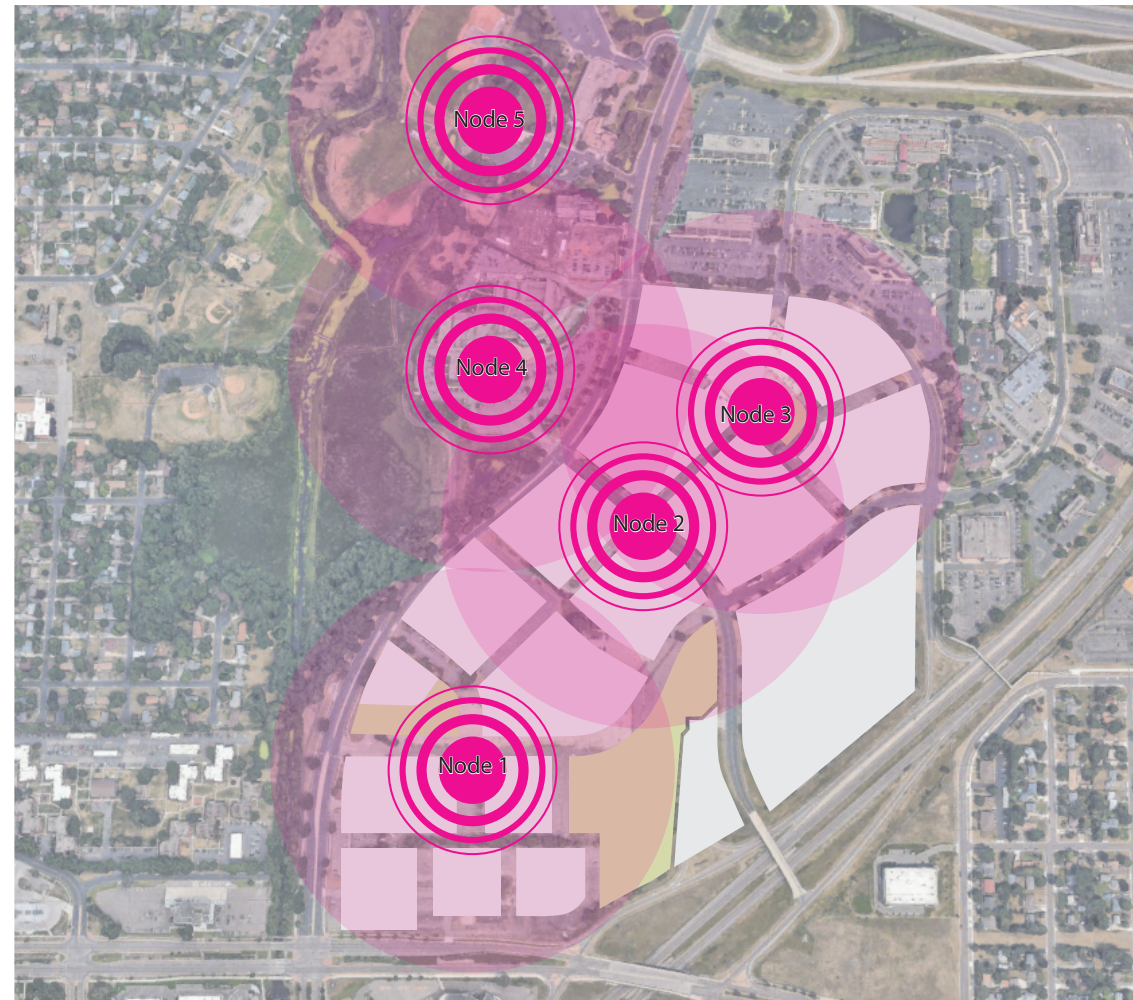
Nodes that mix uses to become places to regularly gather, focus local economic development, and remain dynamic over time.

Downtown will feature several areas of commercial, retail, and civic activity, connected to adjacent areas, that residents of Brooklyn Center and the region will help activate throughout the week and the year.



Node

A place where several uses are combined to create activity throughout the day and into the evening. Nodes may contain uses that are both local and regional, as well as basic goods and services.



Node 1: Phase 1

- » EMP Business Incubator and Plaza
- » Event Center with service retail
- » 700-800 units of housing
- » Stormwater Park
- » Space for outdoor markets, performances, and gathering
- » Shared use path greenway

Node 2: Main Street

- » 3-6 Restaurants
- » Spaces for 2,000-5,000 sq ft retail
- » Space for outdoor markets, performances, and gathering

Node 4: Hennepin County Regional Center

- » County library, district court, DMV, and Services Center
- » Shingle Creek Regional Trail

Node 3: Neighborhood Park

- » Passive park and recreation space at the center of housing developments
- » Shared use path greenway

Node 5: City Center and Park

- » City Hall
- » Community Center
- » Centennial Park
- » Shingle Creek Regional Trail



Design Features of Downtown's Nodes

Designing for flexibility and sociability

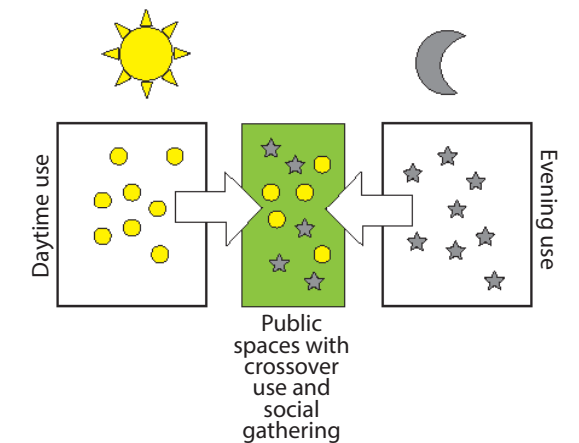
Main Street and Phase 1 will be a flexible space, able to host a variety of events, from markets, to concerts and festivals.

Activating Public Spaces

Extra wide sidewalks will accommodate outdoor cafes and restaurants, as well as ample amenities such as street trees, seating, bike racks and public art.

Creating comfortable sidewalks, year round

The buildings along Main Street will have features such as retractable facades and upper floor patios with heaters and shading that allow them to be active throughout the year.



Mix of uses, mix of people, mix of times.

Public spaces serve as places for people of different backgrounds and experiences to informally mix. Strong public spaces provide locations for all people to formally and informally gather, relax, and recreate. By strategically locating public spaces in relation to areas active day and night these spaces become more active and vibrant throughout the entire day.

Phase 1 Redevelopment Site

A development team led by Alatus is planning and designing for the first phase of Opportunity Site redevelopment. The Phase 1 concept intends to introduce hundreds of units of housing at various price points, a small business incubator, and a conference center.

Site 1: Multifamily Housing and Business Incubator

Site 2: Conference Center

Site 3: Multifamily Mixed-Income Housing

Sites 4–7: Multifamily Housing



Phase 1 Development Site

In 2019, Brooklyn Center entered into partnership with a development team led by Alatus LLC to plan, design, and construct “Phase 1” of the Opportunity Site. The 15 acre public-private-partnership project anchors the southwest corner of the Downtown, and anticipates hundreds of units of market rate and affordable housing, the “EMP” business incubator, and a conference center with service retail.

Phase 1 will also provide foundational public transportation and stormwater infrastructure for the Opportunity Site, including the Parkway and regional stormwater ponds and park.



Images courtesy of Alatus LLC



The proposed Phase 1 development site, looking north from Bass Lake Road and Shingle Creek Parkway



The Flex Street, with the EMP to the right, and Event Center to the left



The view from Shingle Creek Parkway, looking east into the heart of the Phase 1 site

Future City Hall

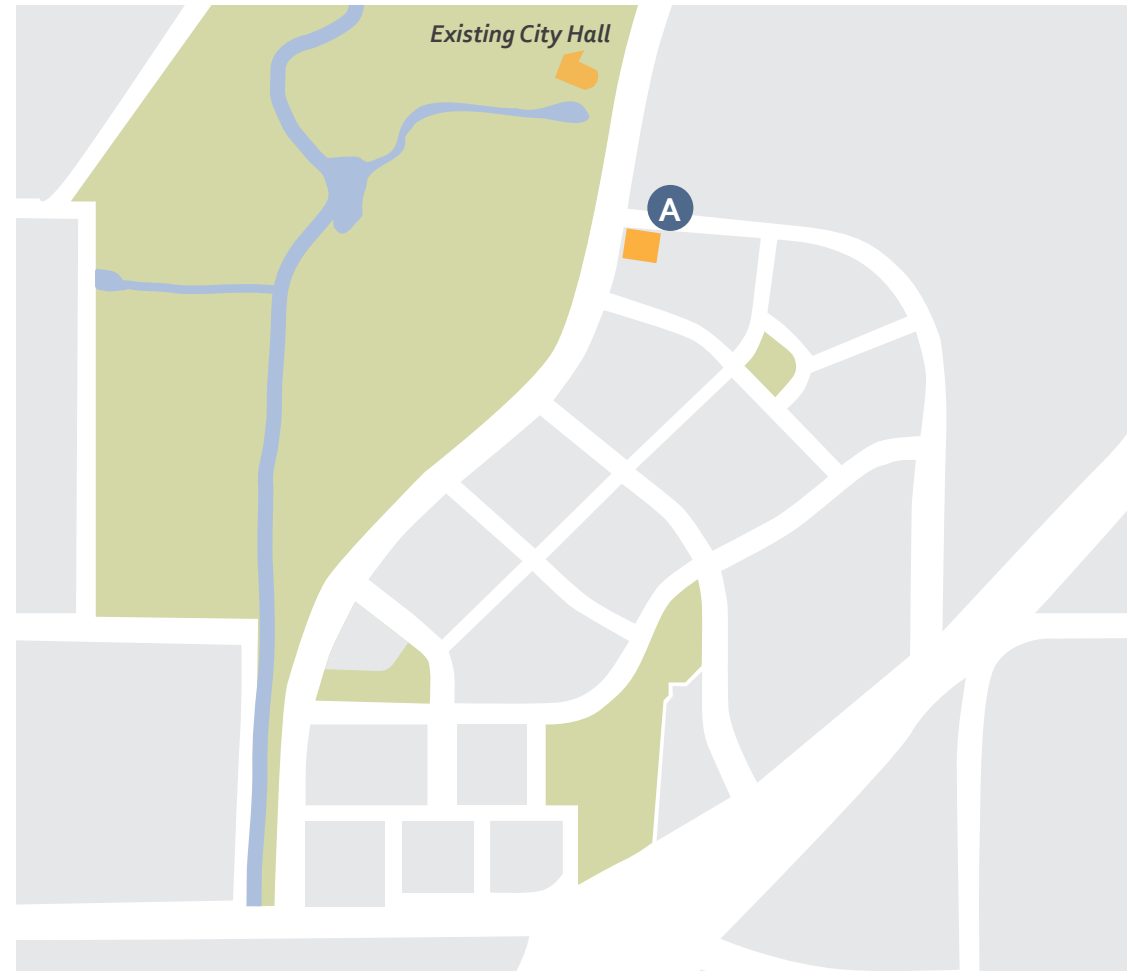
A new city hall building can leverage development interest of the Opportunity Site, while serving Brooklyn Center residents through a more centralized location and by coordinating civic development with private development.



Columbia Heights City Hall integrated with new mixed-use development.



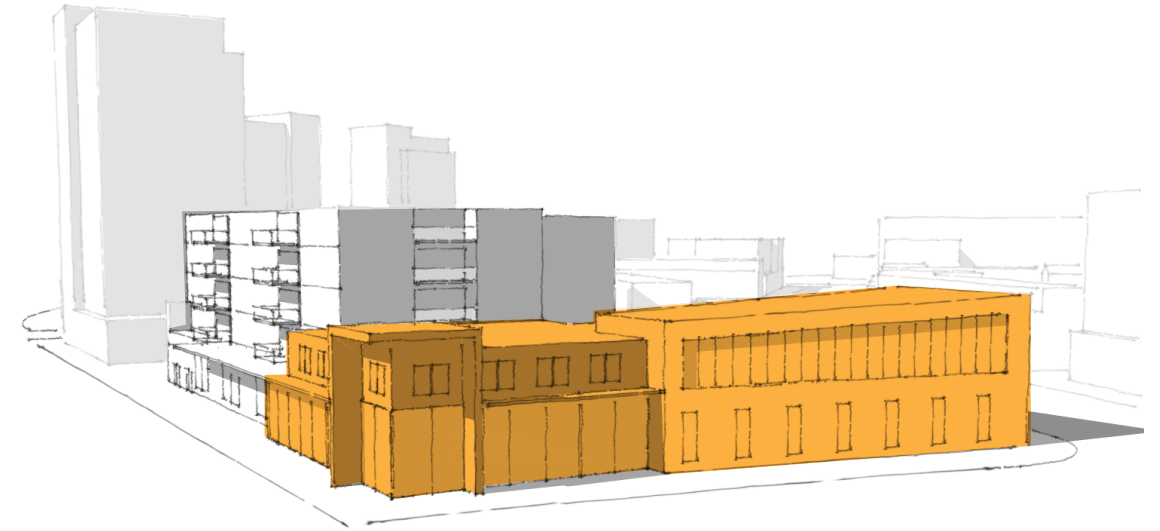
Shakopee City Hall



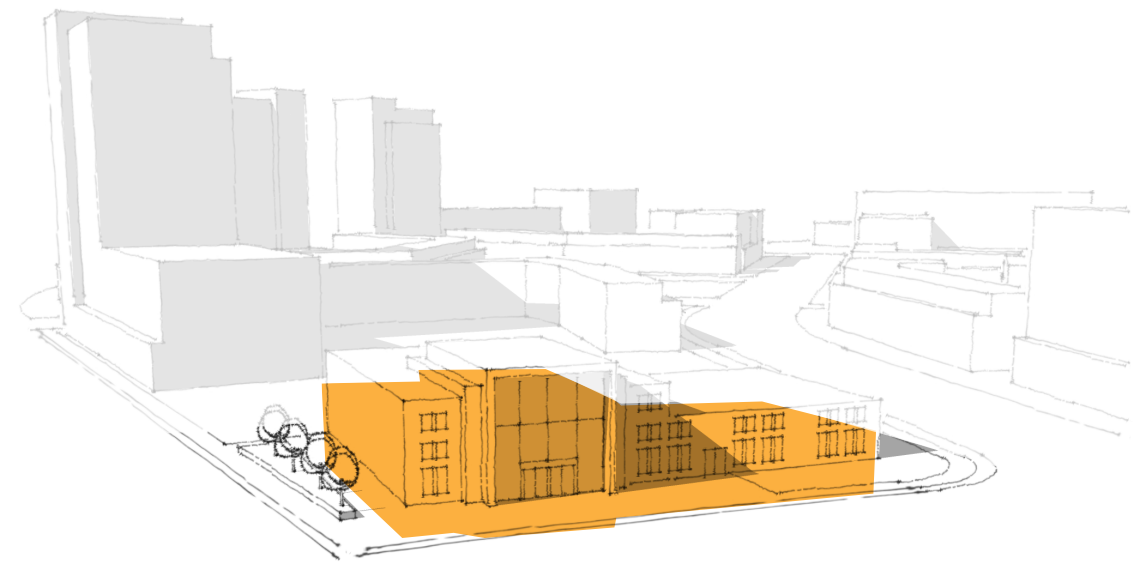
Brooklyn Center City Hall

Long desired, a larger and more modern city hall would facilitate community connection and help deliver a more efficient services to Brooklyn Center residents. The existing facility does not sufficiently meet needs of the city today — particularly concerning access and circulation, staff office space, and meeting space for both staff and public meetings.

The Opportunity Site presents a future opportunity for a new city hall, either as a public / private partnership or as a standalone facility.



A ALT 1: City hall on the northeast corner of "Block 9", at the intersection of Shingle Creek Parkway and Summit Dr, integrated with mixed-use development.



A ALT 2: City hall on the northeast corner of "Block 9", at the intersection of Shingle Creek Parkway and Summit Drive as a stand alone building/use.

Creating Opportunities for Entrepreneurs and Small Businesses in the Downtown

Downtown will feature spaces, buildings, and organizations that support the growth of local small businesses. Cultivating these businesses will be a defining quality of the Downtown.

Most businesses become successful through a graduated process that carefully balances cost with exposure. Very few businesses succeed by signing on to a multi year lease in their infancy. Downtown Brooklyn Center therefore will support and incubate small businesses with the following strategies.

- » Support an entrepreneurial marketplace
- » Co-locate small businesses that need foot traffic with larger generators of foot traffic.
- » Create spaces in the Plan that are 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 small and cost attainable space for small businesses.
- » Market and promote the Downtown with events that attract people into the Downtown throughout the year.
- » Support live-work spaces in the residential areas of the Downtown.

Entrepreneurial Market Plaza (EMP)

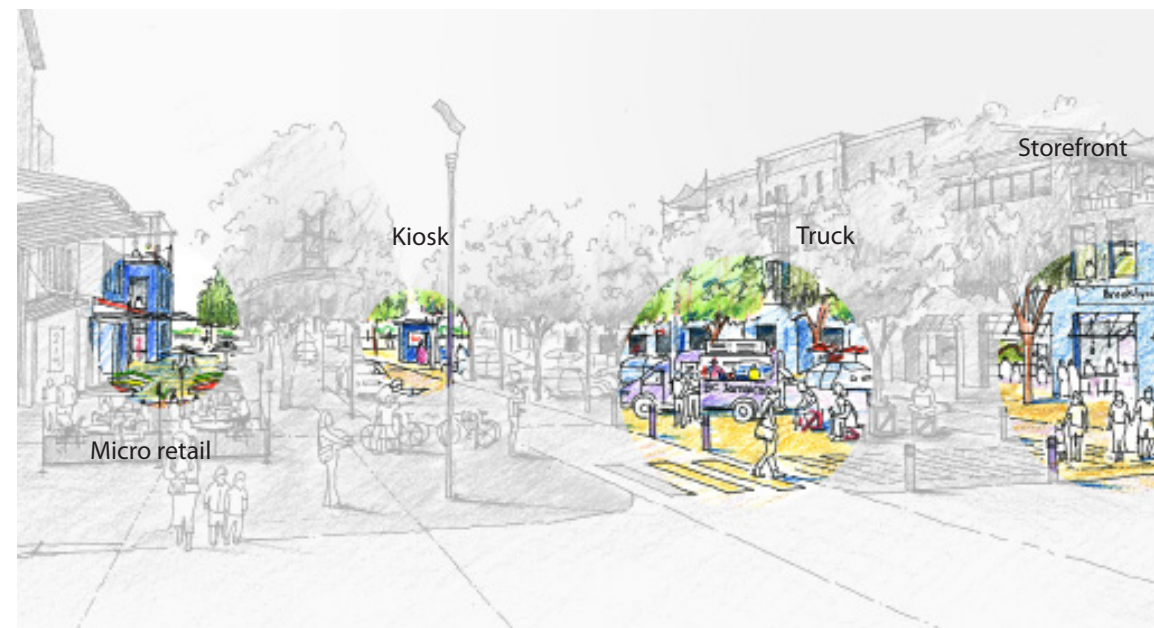
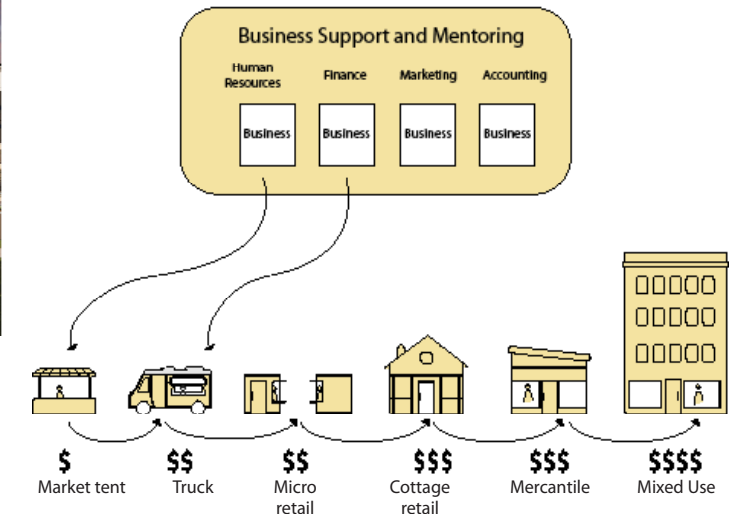
Brooklyn Center's diverse micro-business community has long expressed the need for affordable, flexible business space that offers technical and programmatic assistance. Recognizing this, the Plan recommends creating a 10,000 to 20,000 square foot small business incubator. The global marketplace concept intends to center entrepreneurial opportunities for BIPOC-, woman-, and immigrant-owned businesses. The EMP is planned for the Phase 1 development site.

This space should be operated by an entity that specializes in small business development and support. The entity would provide specialized support in finance, marketing, accounting and human resources to small business operators. The EMP will have a strong street presence in the Downtown, with an attached plaza space for events to "spill out" from the building, or host standalone events. The Plaza's location at the intersection with the Parkway will help establish a key activity node for high foot traffic.



Proposed EMP location within the Phase 1 Development Site
Courtesy of Alatus, LLC

The Entrepreneurial Downtown



Business Opportunities on Main Street

Main Street will be designed to make space for a variety of different retail types and sizes. It will be anchored on the ends by larger regional or community wide attractions that generate foot traffic - an important ingredient for success of any street-facing business.



Pop-up micro retailing



Small structured retail spaces

Urban Manufacturing and Employment

Re-introducing employment uses, particularly small- and medium scale manufacturing, within the Opportunity Site is a chance to spur economic development, provide good paying jobs near housing, and supports a greater mix of uses within the Downtown. Critical to the success of employment uses will be thoughtful design that is cohesive and complementary to the adjacent TOD district, and design that leverages Downtown amenities.



Creating an urban manufacturing uses within a TOD district requires attention to use-type as well as site and building design. This leads to a more cohesive transition to and from the adjacent TOD district.

- » The public entrances of buildings are human scale, oriented north along the Parkway, and when appropriate, reflect similar designs and materials from the surrounding TOD district.
- » Vehicle and truck access is focused to the east and west allowing the north edge along the Parkway to remain pedestrian oriented.
- » A soft northern and western edge or “seam”, that creates a natural transition from residential and retail uses into the manufacturing area. This may be done with landscaping, public art, and loading public-facing supportive retail on the north edge of the manufacturing district

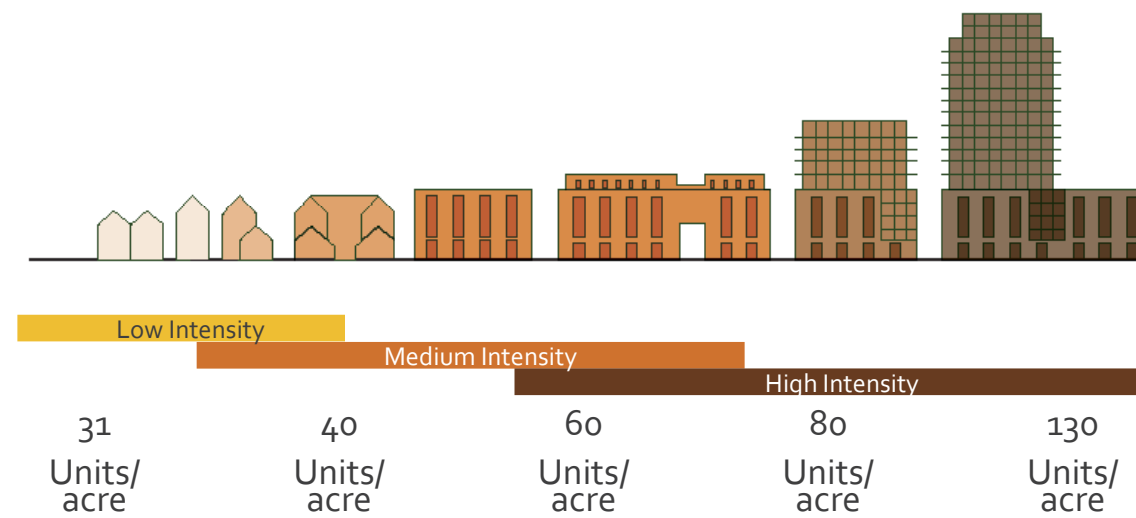
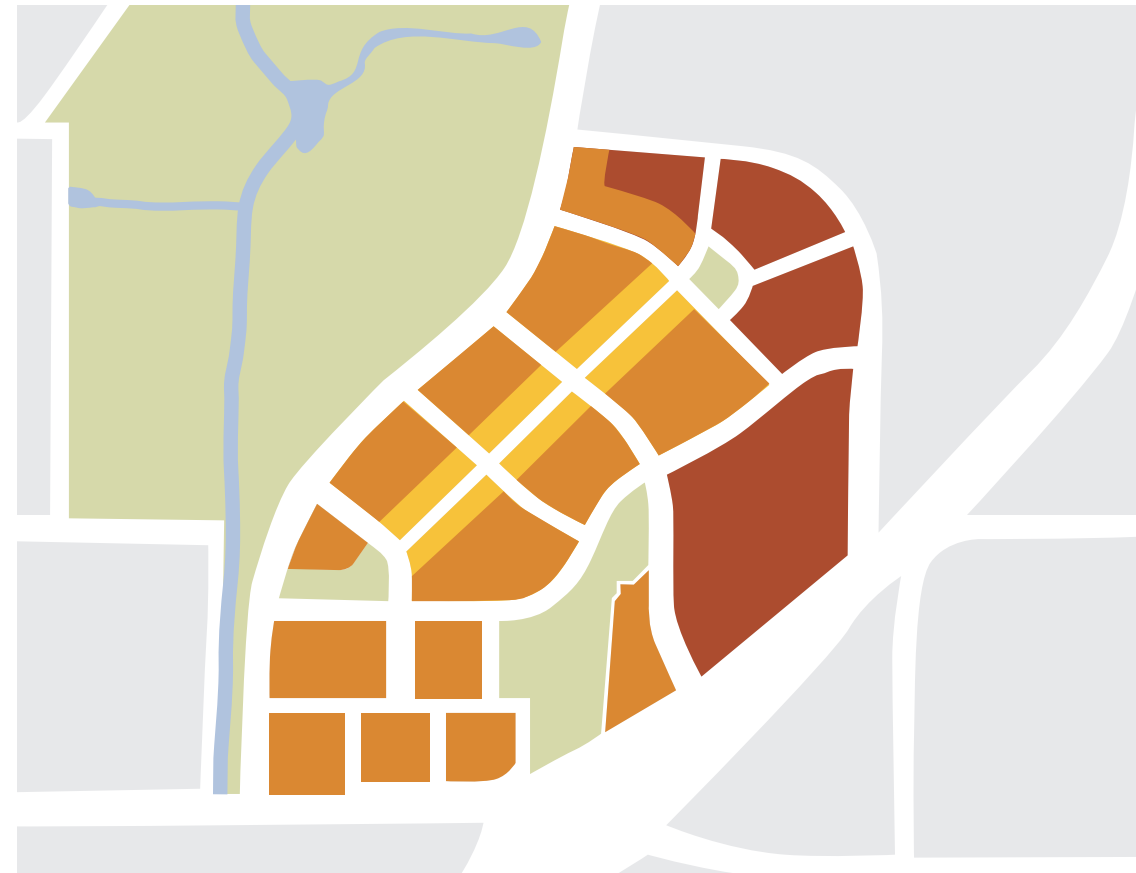
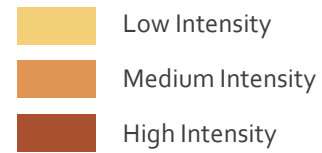
Blending urban manufacturing with a neighborhood



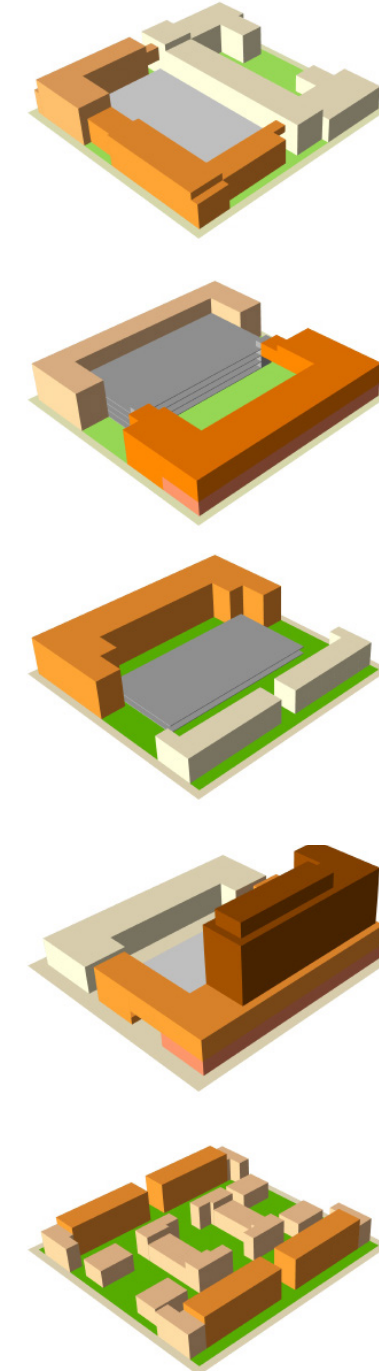
- A** Site is oriented so trucks access regional roadways without needing to drive through the TOD district
- B** Multistory buildings, whenever appropriate, to maximize site efficiency
- C** Rooftop solar grids created opportunities for sustainable “closed loop” systems
- D** Pervious pavement and BMPs encourage infiltration and mitigate pollutants from runoff
- E** Businesses and supportive retail with a public interface are located at activity nodes that face neighborhoods
- F** Clear, visible, and simple pedestrian connections into and across the manufacturing district are available from surrounding neighborhoods
- G** Transit readiness and access are developed for broader employee and patron access
- H** Green edges that promote stormwater sustainability, and amenitize the “seam” edge of the manufacturing district

Multiple building types and development intensities on a standard block pattern

The Downtown will have a series of similarly (though not identically) sized and shaped blocks that make up the general urban fabric. The pattern creates a series of developable blocks that are small enough to be pedestrian friendly, but large enough to have multiple building types on each block.



Multiple Building Types on each Downtown Block



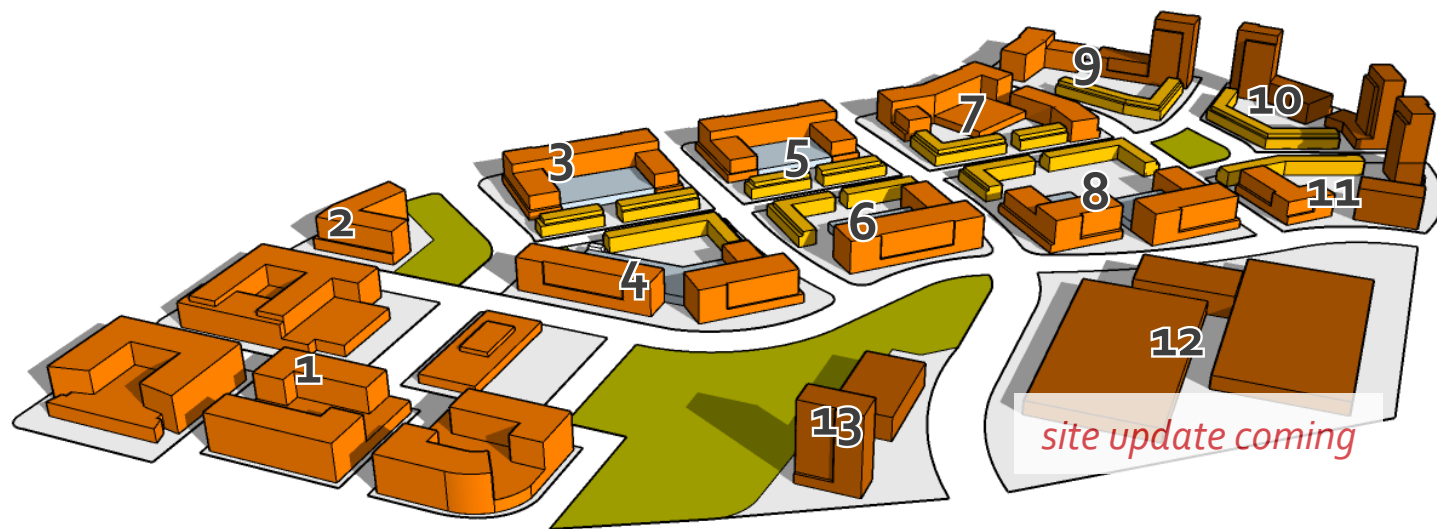
Guidelines for Developments of a Downtown Brooklyn Center Block

- » Blocks are between 2.5 and 5 acres, block faces should not exceed 500 feet.
- » Buildings are oriented towards the perimeter of the blocks with all parking either in the middle of the block or to the side of buildings.
- » Parking should be shielded from the sidewalks and structured whenever possible.
- » Each block face should have multiple entries to create as much activity on the front of the building as possible.
- » Ground floor residential units are set back from the sidewalk no more than 10 feet to create a small garden or patio
- » Interior courtyards and passages are encouraged; however, they should not detract from creating active sidewalks and a well defined street space
- » Nonresidential uses are set on or within 10' of the front property line.

Smart density patterns and floor heights

Estimated Development Program						
Block	Area (acres)	Estimated Residential Program Densities			Estimated Nonresidential Program Floor Areas	
		Low* (31 u/ac)	Average* (80 u/ac)	High* (130 u/ac)	Square Feet of Retail	Square Feet of Employment
1 (Phase 1)	15	770	770	770	30,000 - 40,000 (with EMP)	-
2	1	31	80	130	-	-
3	3.7	115	300	480	-	-
4	5	150	390	640	5,000 - 10,000	-
5	3.3	100	260	420	10,000 - 20,000	-
6	3.5	110	280	460	10,000 - 20,000	-
7	7.5	140	360	580	10,000 - 20,000	-
8	5.5	170	440	715	10,000 - 20,000	-
9	3.5	110	280	460	-	-
10	2.6	80	215	350	-	-
11	3.3	100	260	420	-	-
12	15.6	-	-	-	-	200,000 - 400,000
13	3.8	-	-	-	-	15,000
TOTAL	70	1,885	3,635	5,425	75,000 - 130,000	200,000-400,000

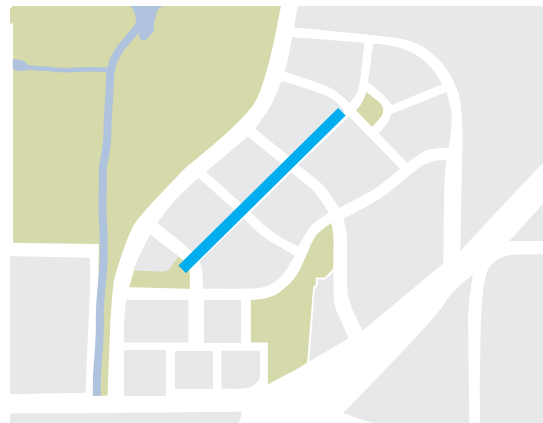
*Totals are rounded for estimation purposes



* Block 1 includes all five blocks of the Phase 1 redevelopment site
 ** pending future MnDOT ROW outcome, and roadway alignment decisions

Housing along the Garden Street

The garden street presents a unique opportunity to create a pedestrian-focused spine connecting the north and south ends of the Opportunity Site. As a shared street with walk-up residential units, the garden street is both a connector and a destination for community gathering, recreation, and relaxation. Townhome units can also create opportunities for home ownership and lower barriers for first-time or lower-income home buyers.



Garden Street



Housing along the Garden Street will include low or medium profile walk-up residential units with street-facing amenity space and activated ground floors. Housing could include owner- and renter-units, and live/work units.

DRAFT



Implementation

IN PROGRESS