

Opportunity Site Master Plan

Brooklyn Center, Minnesota

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Prepared for
City of Brooklyn Center

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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 Daunte 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



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 Daunte 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.

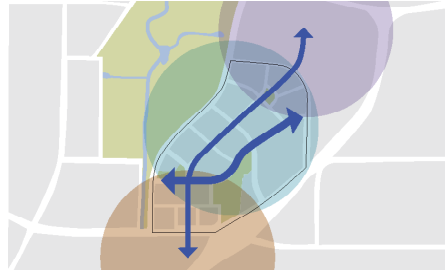
The Plan for a New Downtown Brooklyn Center

Concepts that Organize the Site

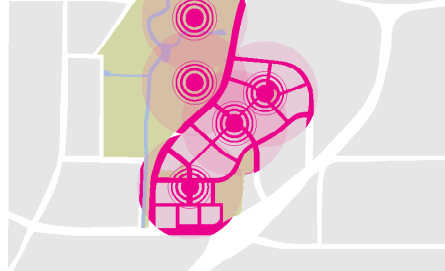
1 Trail and park connections to the expansive regional system



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...

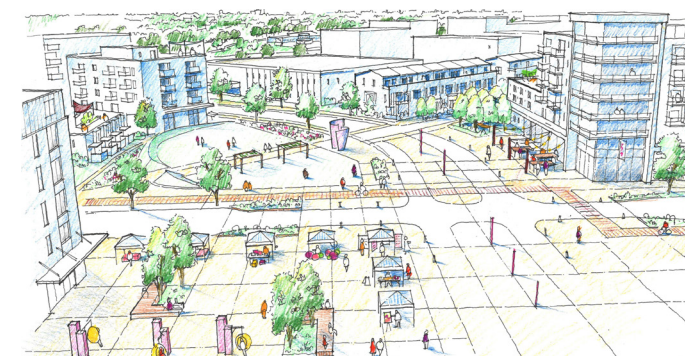
- ...be a place that represents **all of what Brooklyn Center is** and can become.
- ...present people with an attractive place to invest their time and energy in Downtown Brooklyn Center as much **for what it is** as for what it is near.
- ...contain a **mix of uses** that appeal to both current and 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 rounded)	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	743 units approved in 2022			30,000 - 40,000 (with EMP)	-
2	1	31	80	130	-	-
3	1	31	80	130	-	-
4	5	155	400	650	5,000 - 10,000	-
5	3	93	240	390	10,000 - 20,000	-
6	3.5	109	280	455	10,000 - 20,000	-
7**	7.5	75	263	450	10,000 - 20,000	-
8**	5.5	55	193	330	10,000 - 20,000	-
9**	3.5	35	123	210	-	-
10**	2.5	25	88	150	-	-
11**	3	30	105	180	-	-
12	16	-	-	-	-	200,000 - 400,000
13	4	-	-	-	-	15,000
TOTAL	70	1,382	2,595	3,818	75,000 - 130,000	200,000-400,000

*Totals are rounded for estimation purposes.

**Current zoning for this block allows for lower density ranges, of 10–60 units per acre. Development applications seeking densities higher than this range would require a comprehensive plan amendment.

***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



The Parkway and Regional Stormwater Park



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

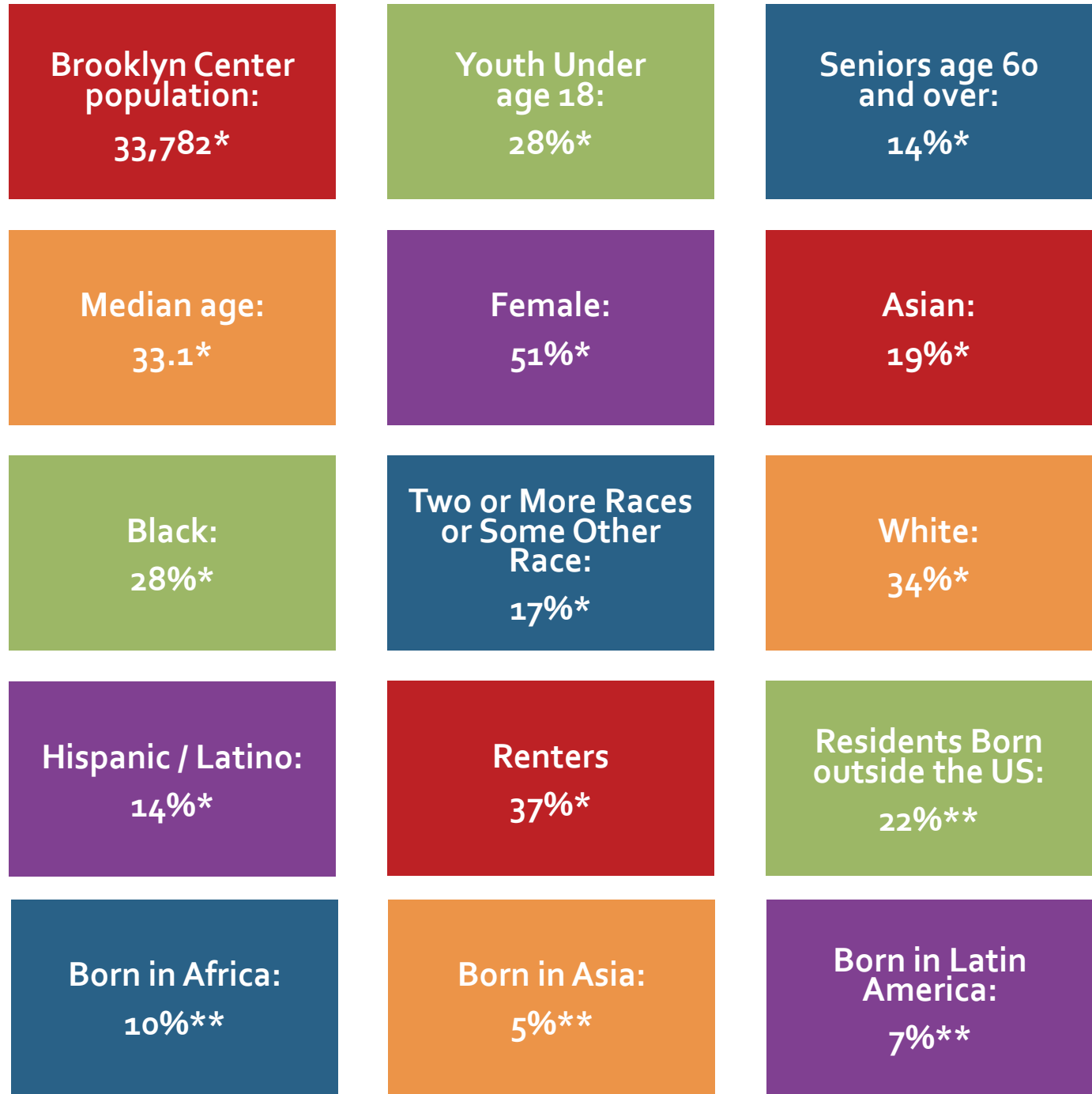
History of the Site

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 49 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



Sources:
 *U.S. Census Bureau, Decennial Census, 2020.
 **U.S. Census Bureau, American Community Survey 5-Year Estimates, 2022.

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-phase 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 1,000 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 Daunte 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

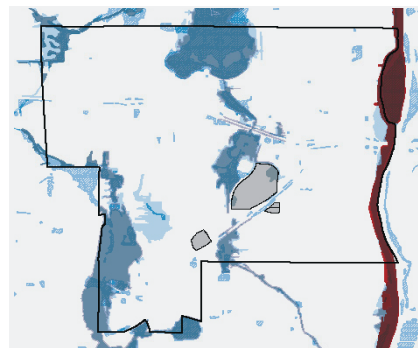
Guiding Principles

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.



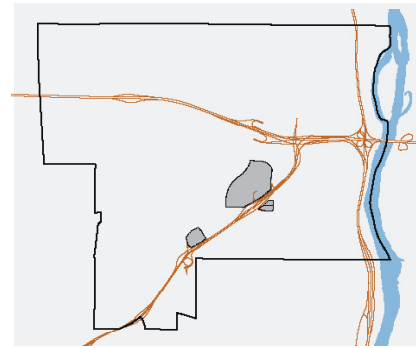
The Opportunity Site and its Surroundings

Brooklyn Center in the Region



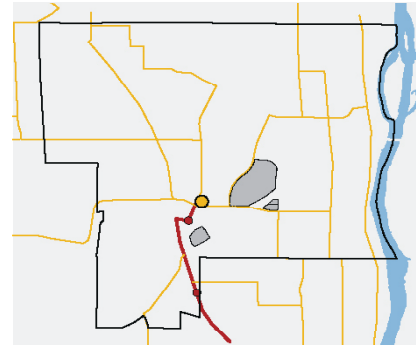
Natural Systems

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

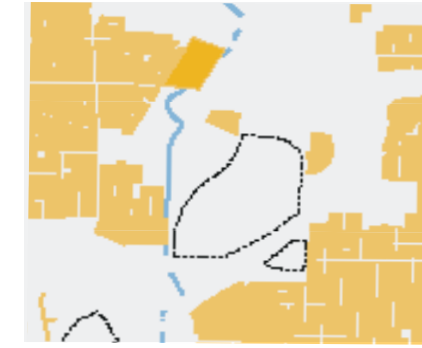
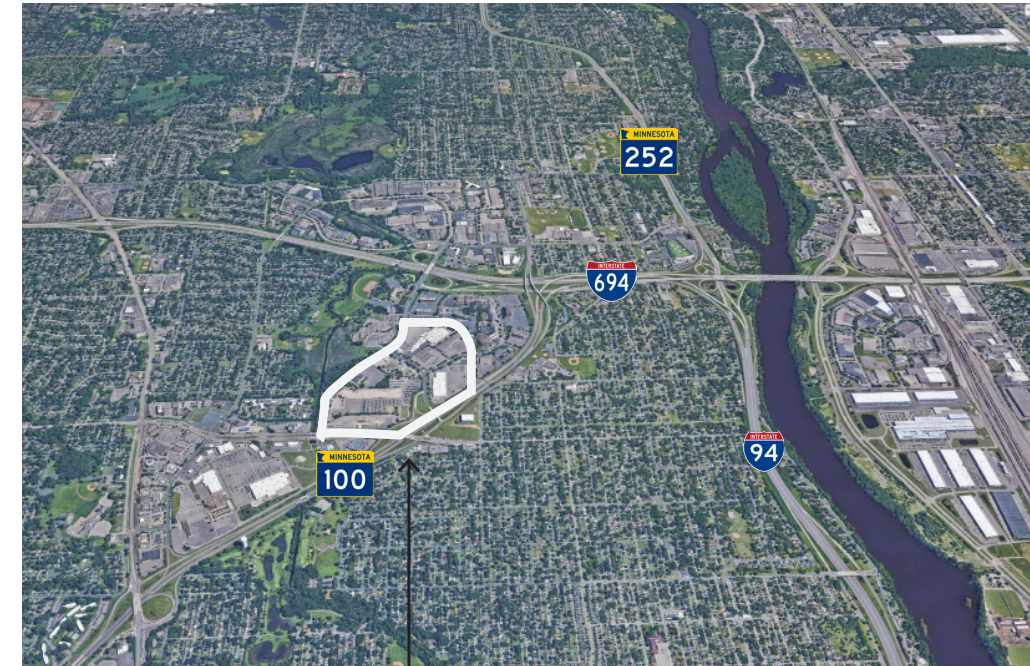
The Opportunity Site is located along major freeways and highways (I-694, I-94, MN-100, and MN-252). It is easily accessible from throughout the region. This Plan recommends leveraging these connections to attract residential, commercial, and recreation uses.



Transit

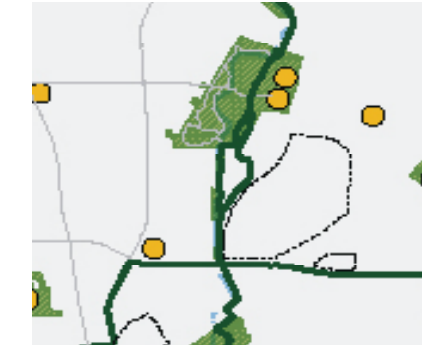
Metro Transit recently opened the C and D Bus Rapid Transit (BRT) Lines, both of which terminate at a charging and layover station adjacent to the Opportunity Site. This Plan recommends long term exploration of relocating the station in the Opportunity Site and making it part of a mobility hub that serves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

The Opportunity Site in Brooklyn Center



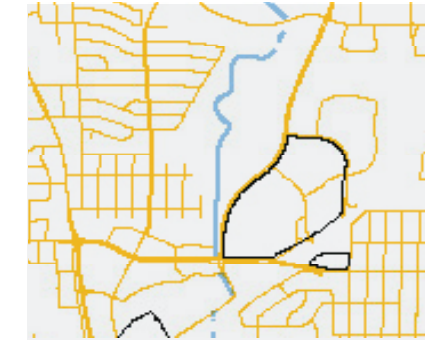
Neighborhoods

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

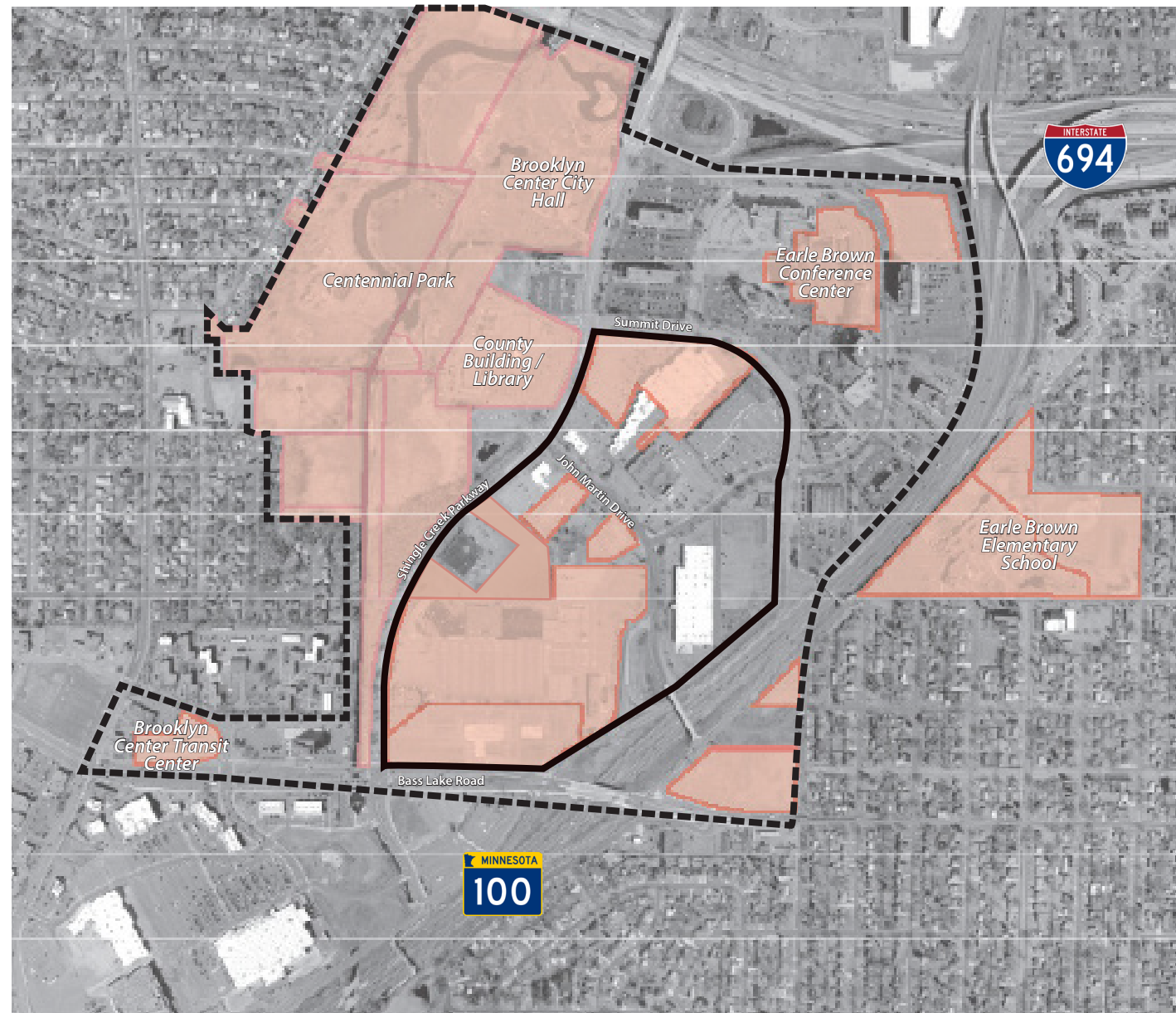
The Site is located at the junction of two regional trails which connect to the Mississippi River to the east, and large parks and lakes to the west, north, and south. The Plan recommends leveraging these assets and creating a new trail through the Site.



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 61% of which is owned by the City's 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 1,000 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



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.

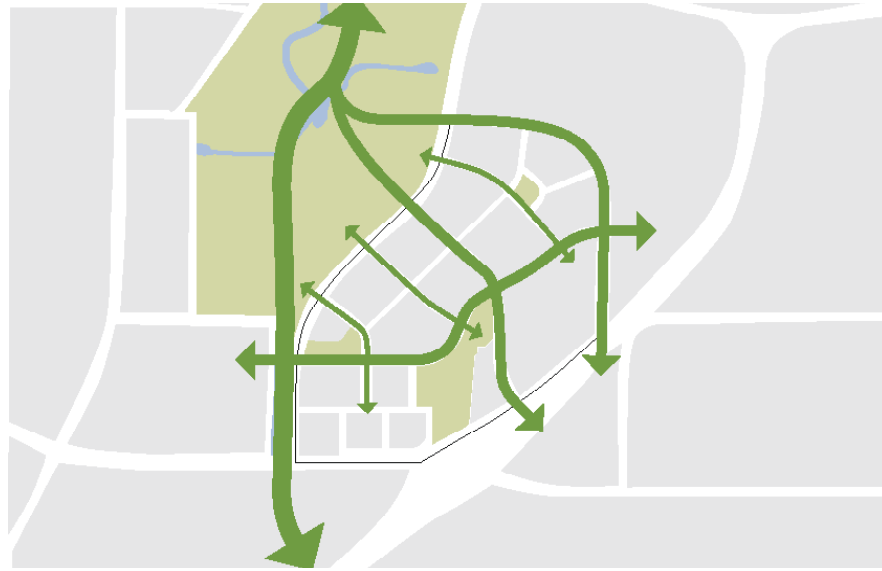
Downtown Brooklyn Center will...

- ...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.



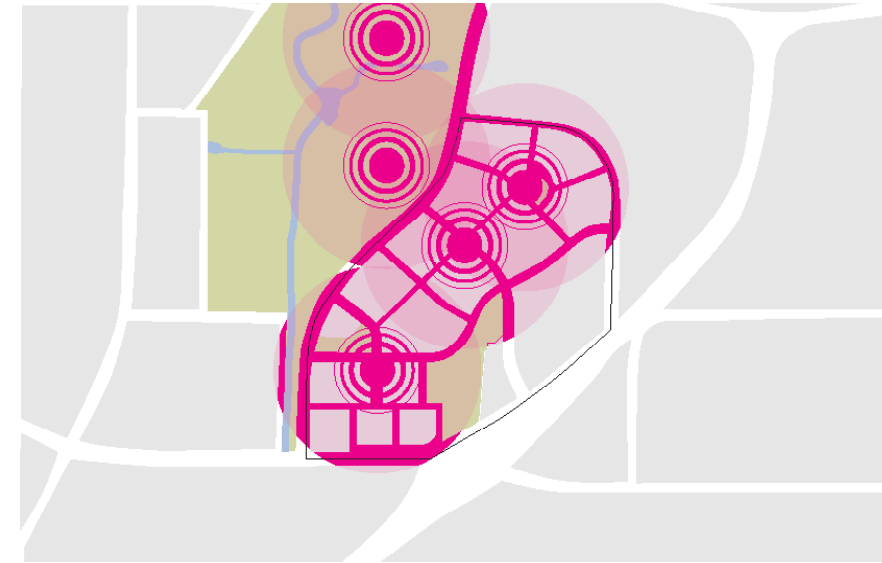
Concepts that Organize How the Site will be Developed

1 Trail and park connections to the expansive regional system



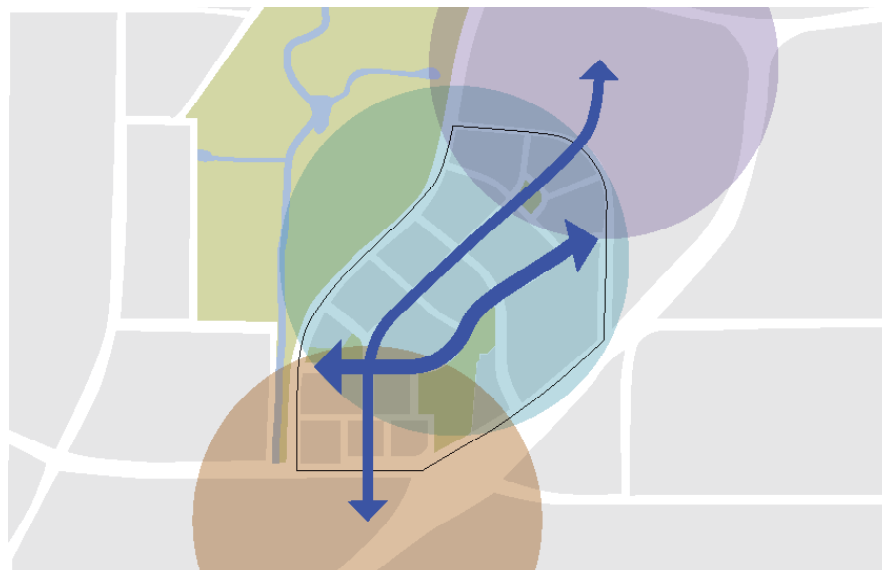
Trail and park connections between the Site and its surroundings will create recreational and public space amenities for Downtown. Connections will provide access to regional systems and will organize the shape of development within the Site

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

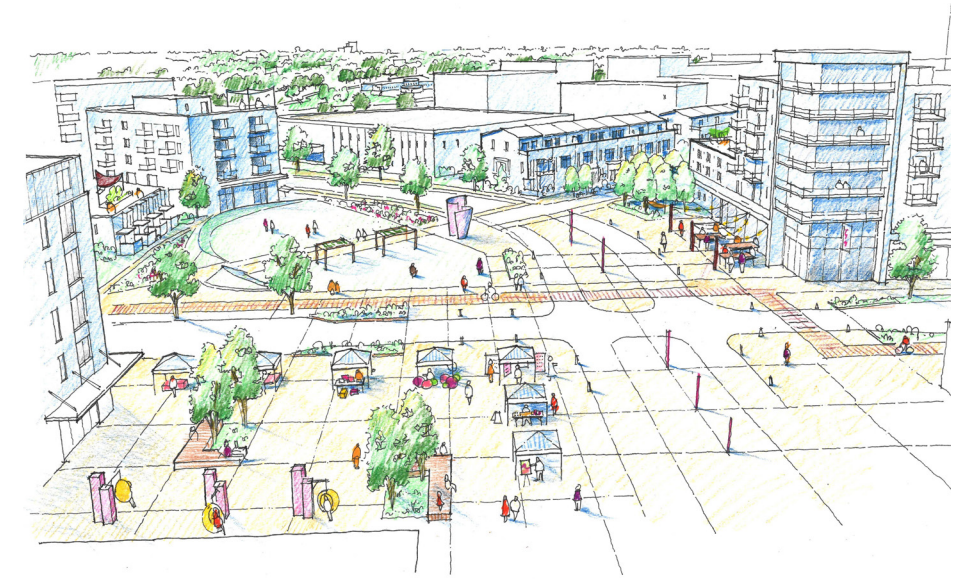


Downtown will be locally accessible with improvements to surrounding streets, bridges, and intersections. The Downtown street grid will extend into surrounding areas providing many local connections for residents in Brooklyn Center to get Downtown.

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 provide a full spectrum of housing options, including market-rate and affordable rental and ownership options.
- 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
- 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.

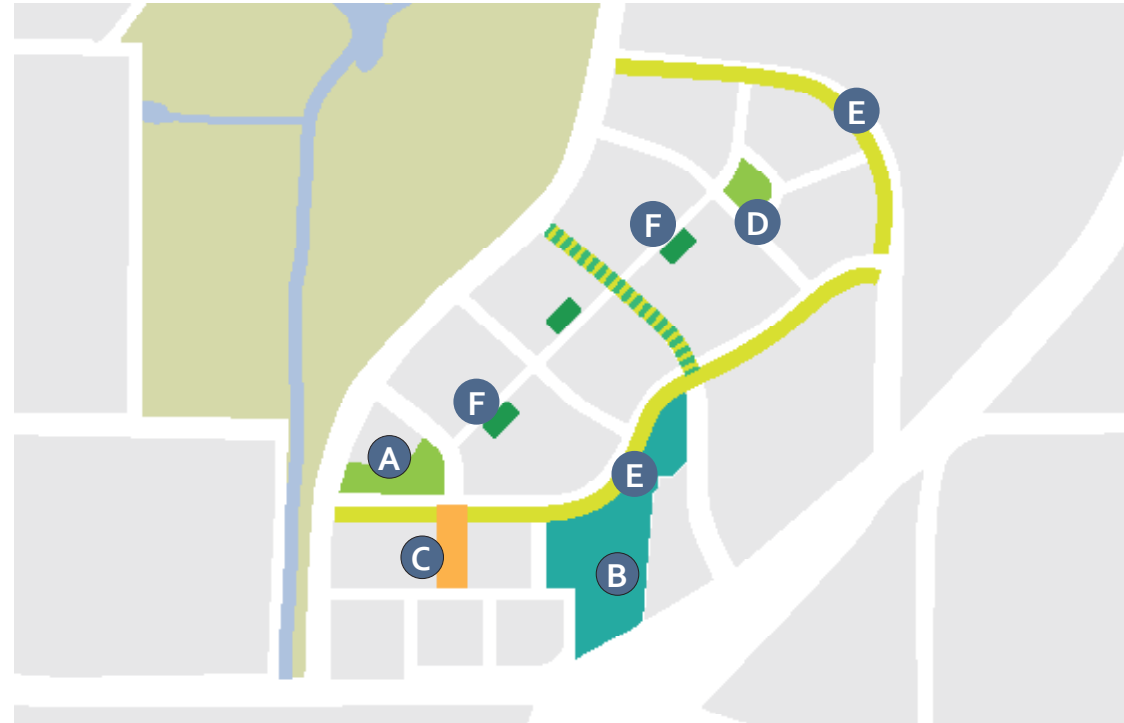
Public Realm Summary

- » 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
-  Parks
-  Plaza
-  Greenway
-  Regional Stormwater Park
-  Main Street Pedestrian Walkway



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

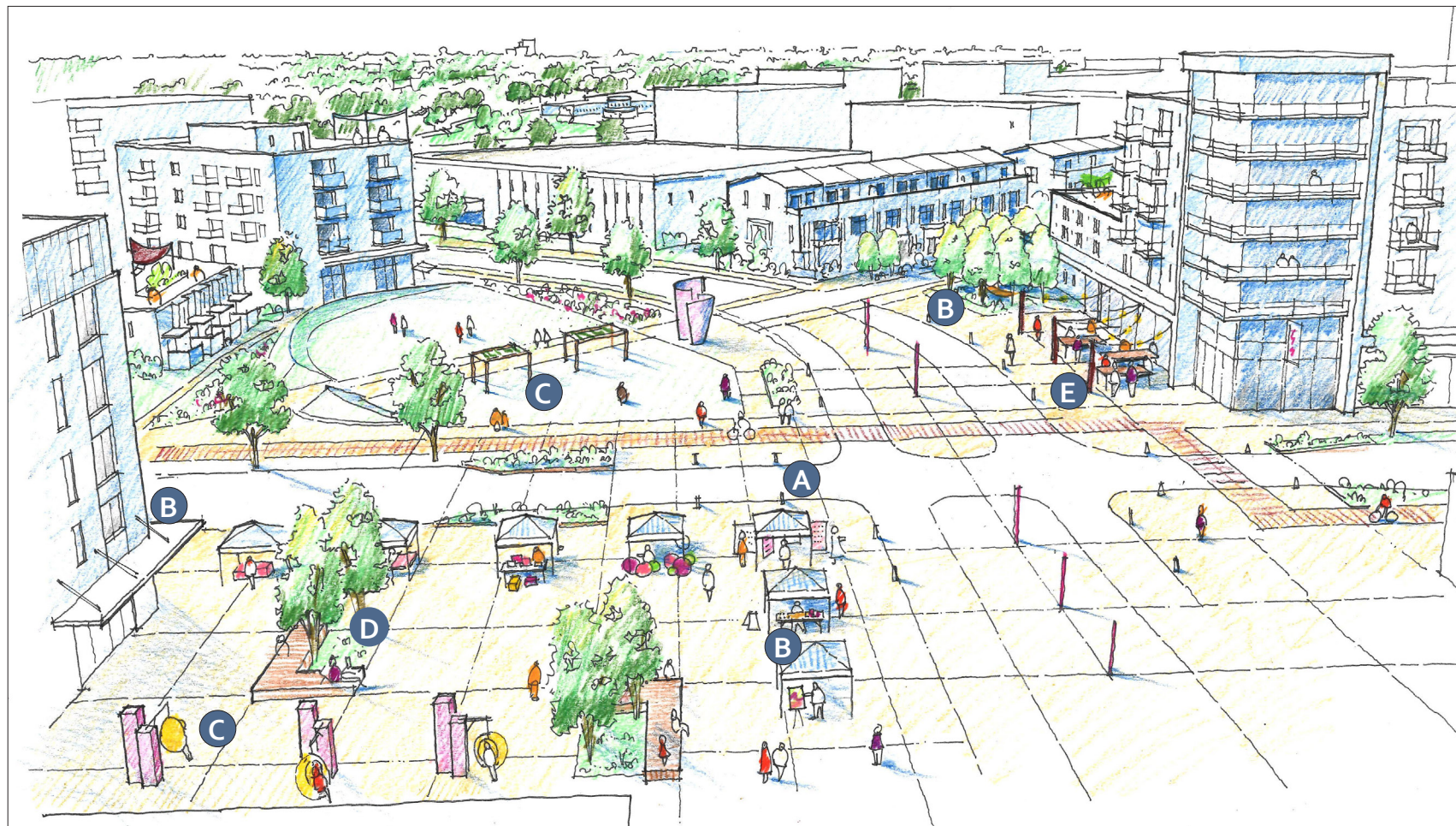
- 6 Set Positive Rules
- 5 Promote Unique but not Illegible
- 4 Build in Sensory Variety
- 3 Celebrate Slowing Down
- 2 Foster Small Group Interactions
- 1 Design a Living Room, Not a Sitting Room

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.

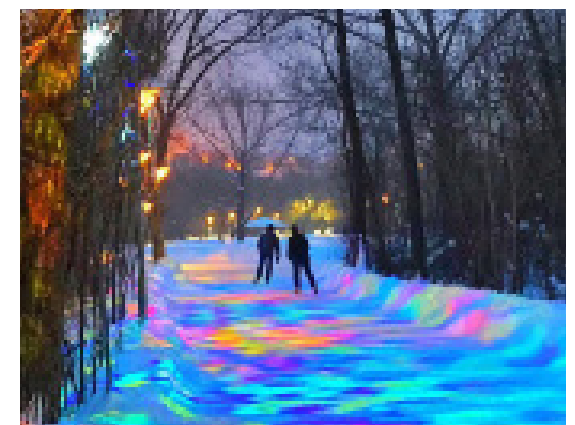
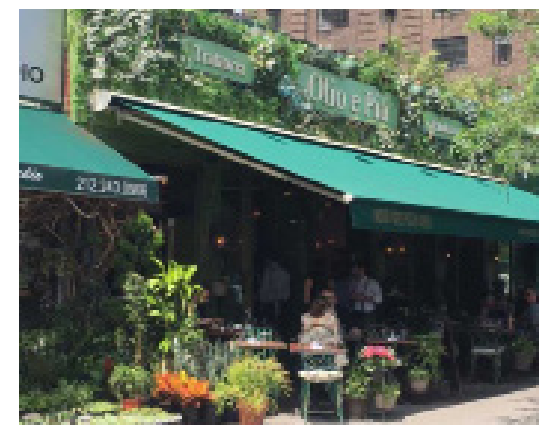


An “inside out” city that attracts people to spend time outside together throughout all seasons of the year.

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
- B Outdoor comfort**
Awnings, canopies, and indoor/outdoor spaces provide protection from the elements throughout the year.
- C Active Ground Floor Uses**
Open spaces are animated with ground floor uses that are public and active throughout the day and week.
- D Small Spaces within Large Spaces**
Intimate spaces are within and adjacent to large spaces, allowing them to contract and expand as needed
- 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.



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

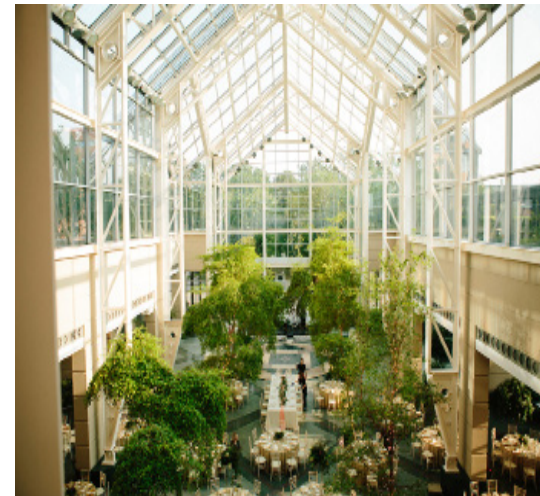
Principles and Examples of Designing for and Enjoying the Winter

- » 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 complementary 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 Opportunity Site 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 may be a larger space to accommodate entrepreneurial activities such as Farmer Markets, Makers Nights, or civic gatherings. Should a future city hall be built in this area (see pg 47), this larger park should consider physical and programmatic connections to the building.

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

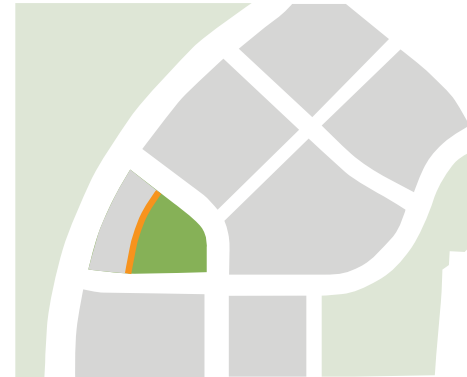
Linear Park - South





Linear Park - North



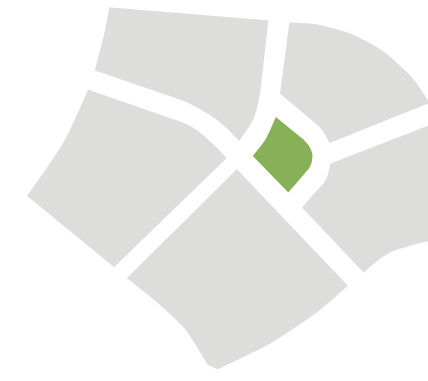
Cornerstone Park



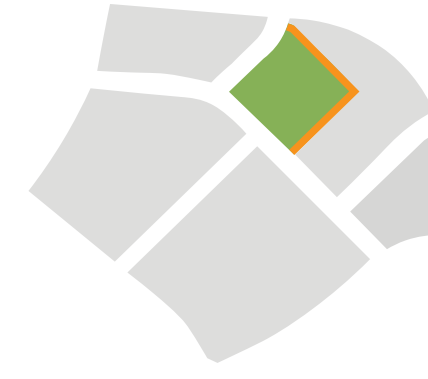
Active / Programmed Edge 
Active Greenway 

B Neighborhood Park

Passive Park



Alternative Market Plaza



Passive Park



Activated Park



Farmers Market / Plaza



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)

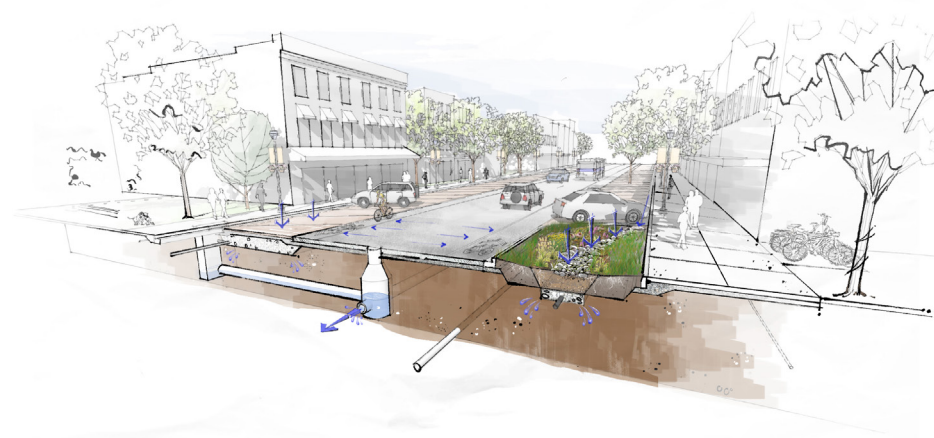
Potential Parks Design in Downtown



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.

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.

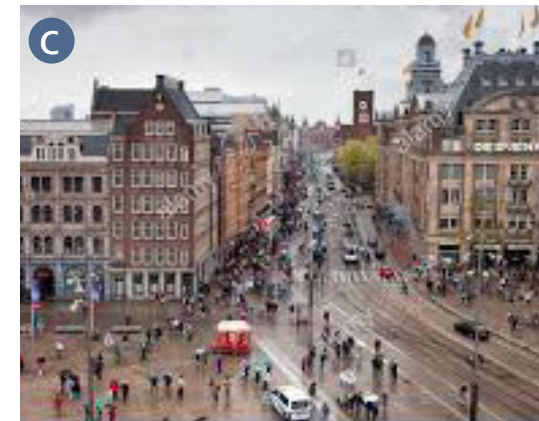
Access and Connectivity Summary

- » 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, narrowed, 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 The 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 The 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.

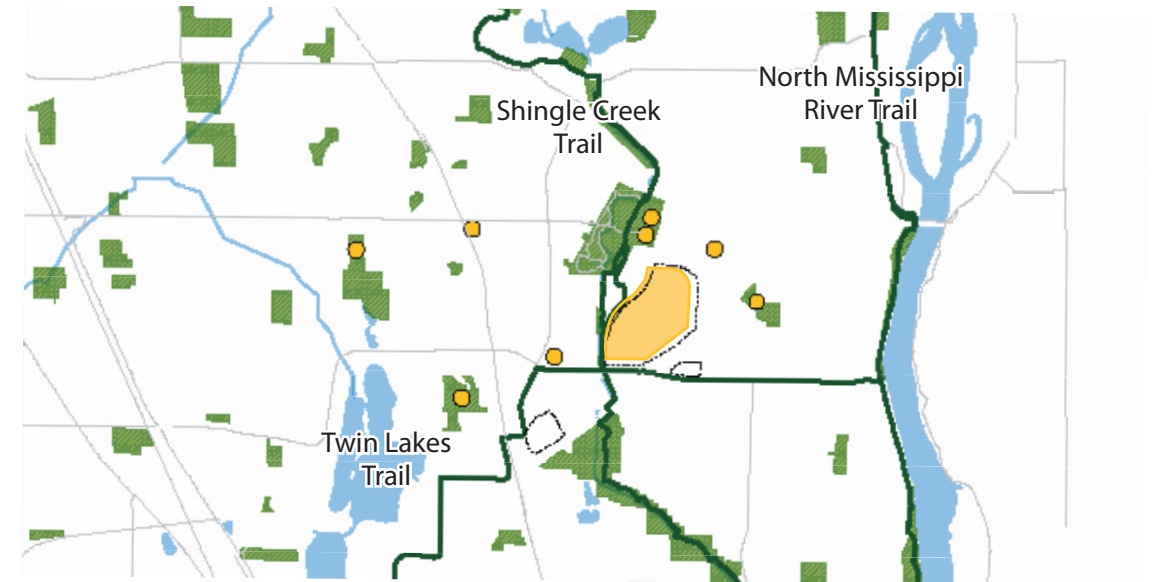
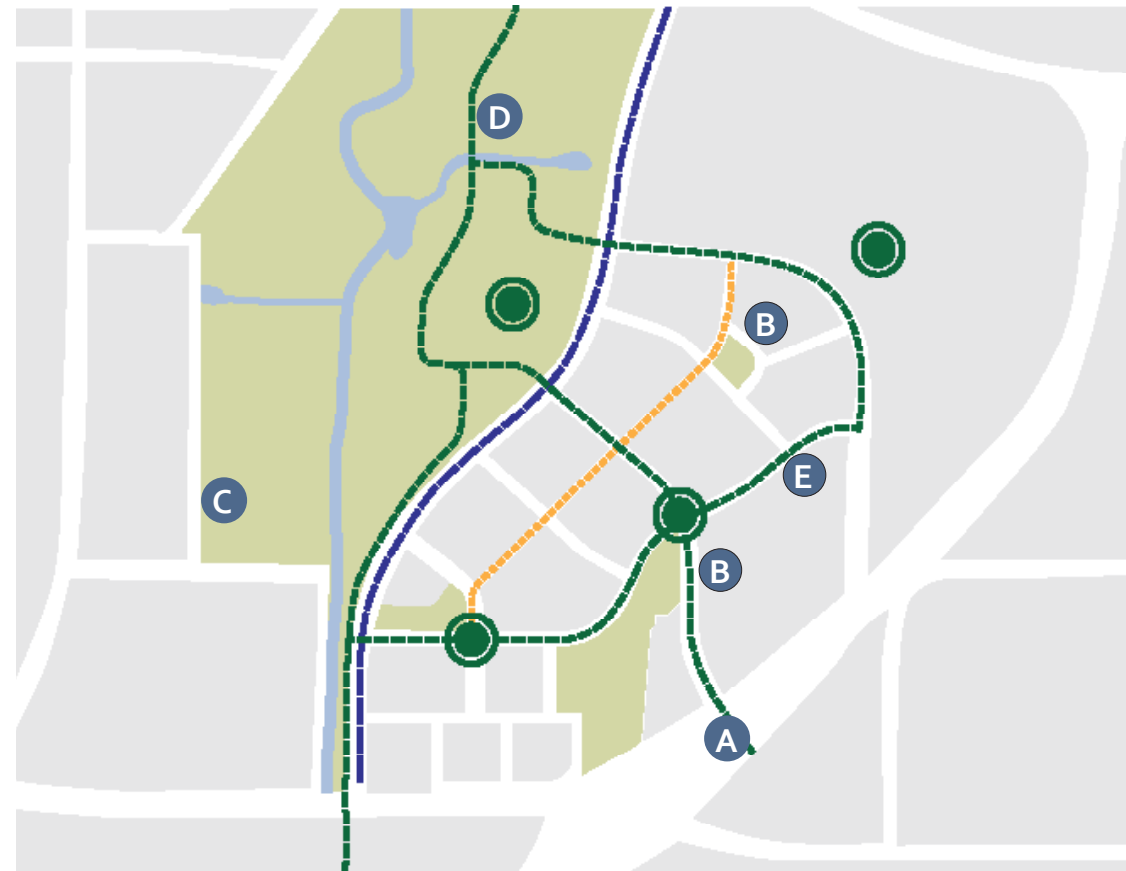


Garden Street: A street that is shared equally between pedestrians, cars, and bikes.

Creating a safe and connected bicycle network

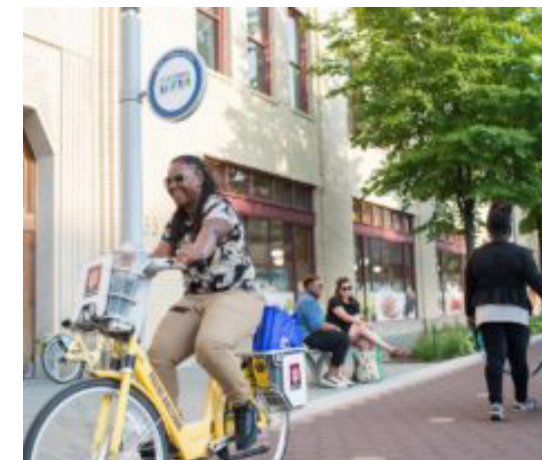
By connecting to regional trails and providing safe streets and appropriate support facilities, cycling can be an efficient, healthy, and environmentally friendly means of transportation for many people.

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



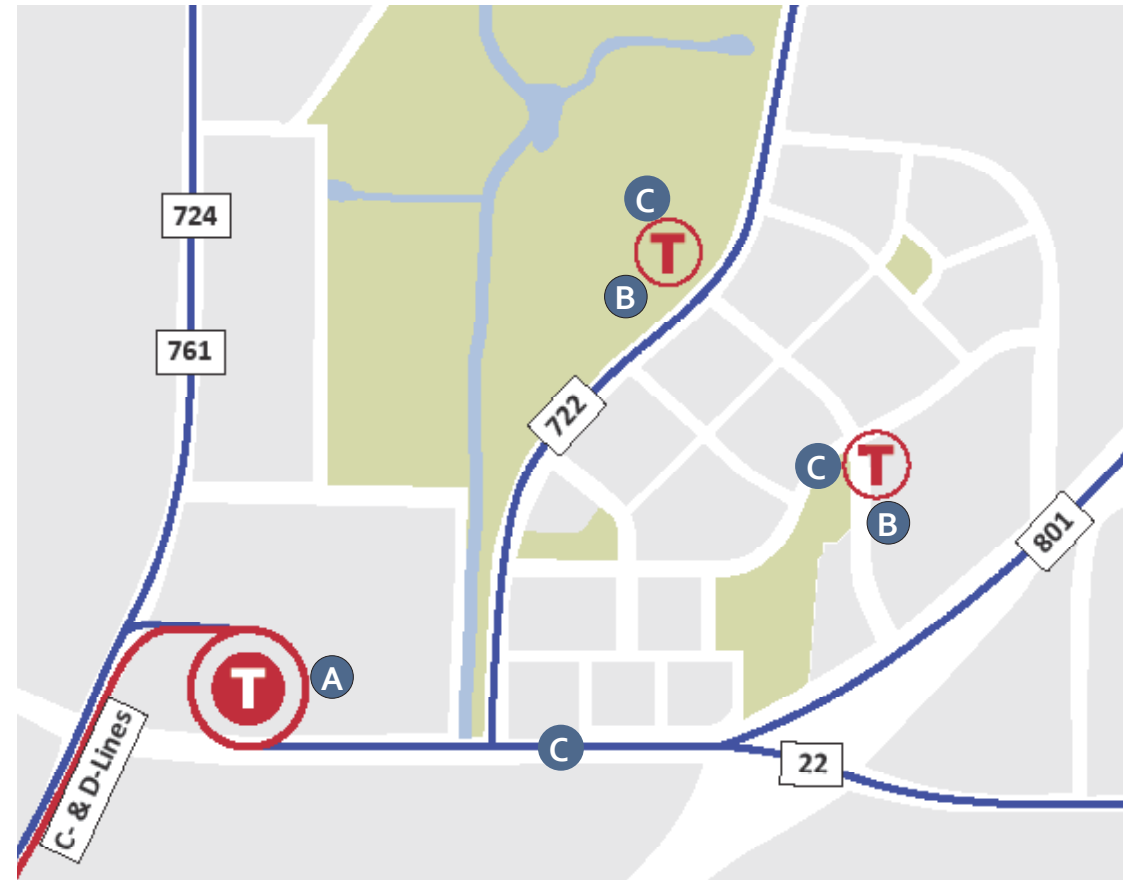
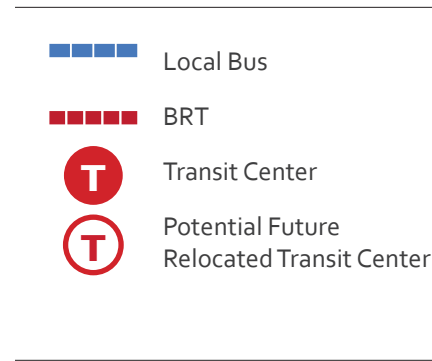
- A Re-purposed bridge across Highway 100**
MnDOT is considering the closure of the off ramp from Highway 100 onto John Martin Drive. The John Martin Drive bridge over Highway 100 may then be repurposed as a bike-/pedestrian-only facility, and the Twin Lakes Regional trail could be rerouted through the Site. These outcomes would require City ownership of the bridge and coordination with Three Rivers Regional Park District.
- 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 Stormwater Park 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 C- and D-Line BRT, which originate at downtown Minneapolis and Mall of America Station, respectively.

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

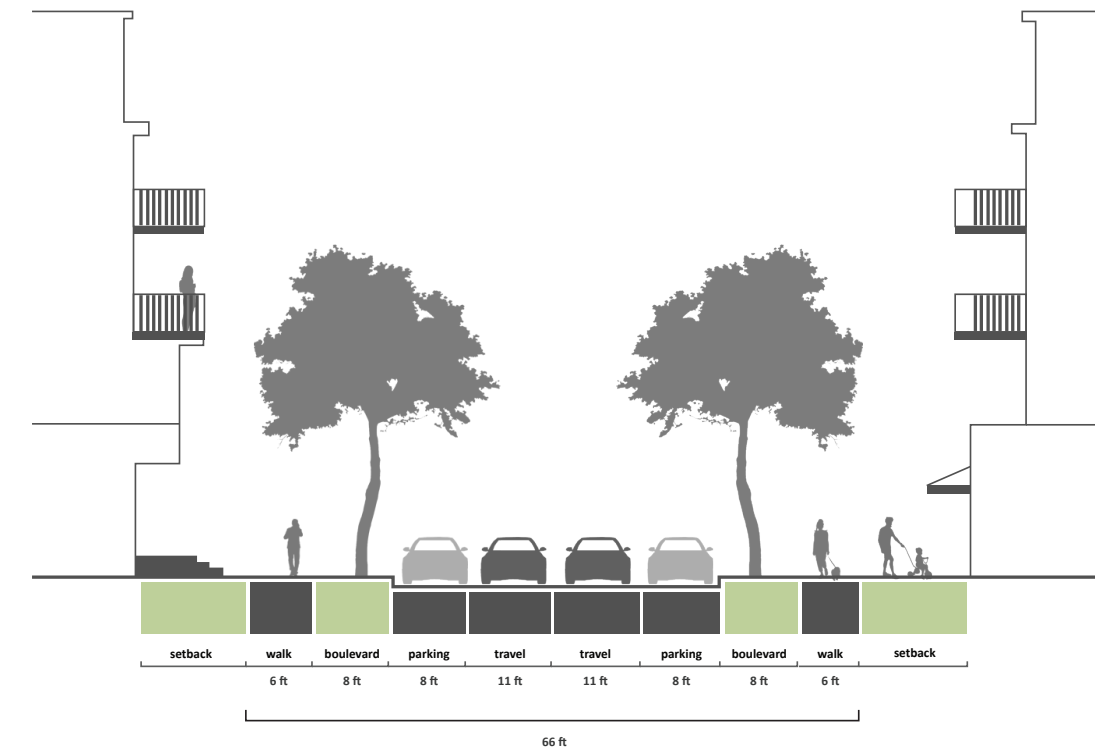


Micro-Mobility

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

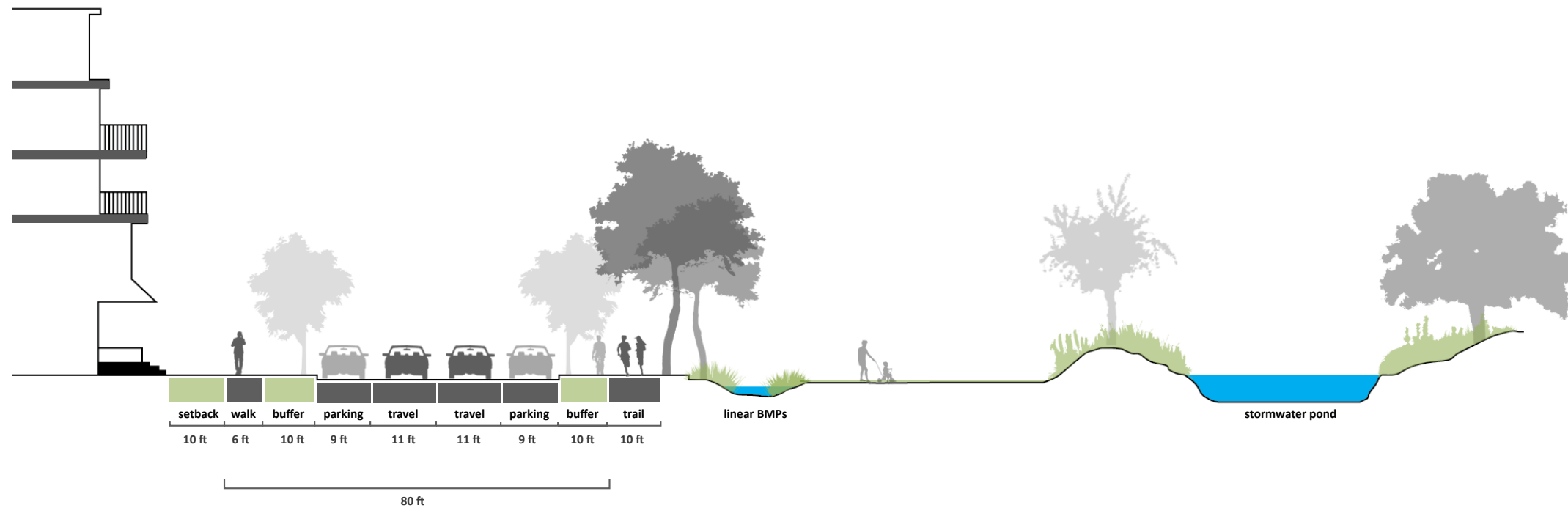


Neighborhood Street

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



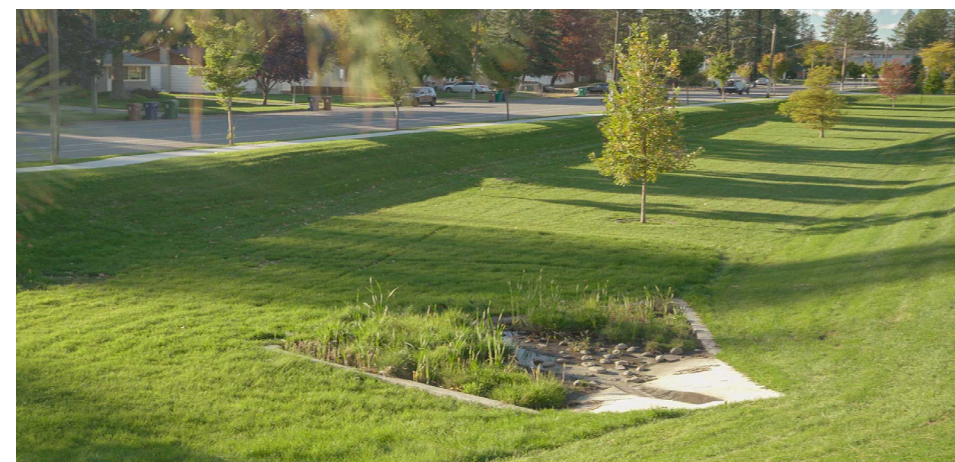
The Parkway

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.

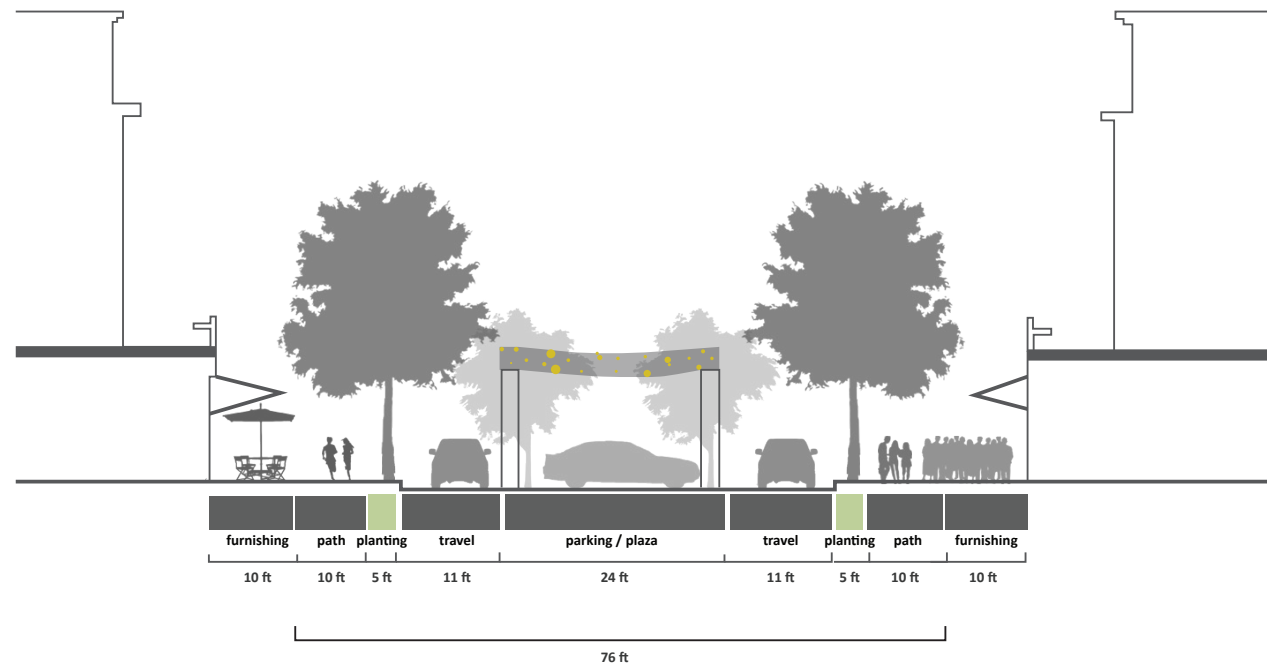


Stormwater Infrastructure



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

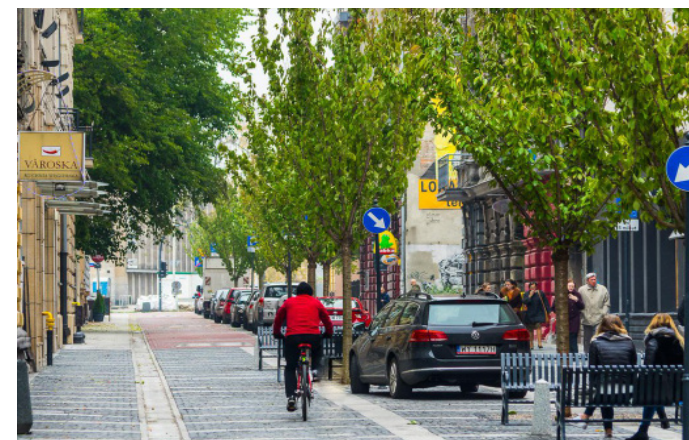
Streets in Downtown Brooklyn Center



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
MnDOT is considering the closure of the off ramp from Highway 100 onto John Martin Drive. The John Martin Drive bridge over Highway 100 may then be repurposed as a bike-/pedestrian-only facility. The Twin Lakes Regional trail is rerouted along this route, and the intersection with the on-ramp becomes an all-way stop. These outcomes would require City ownership of the bridge and coordination with Three Rivers Regional Park District.



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.

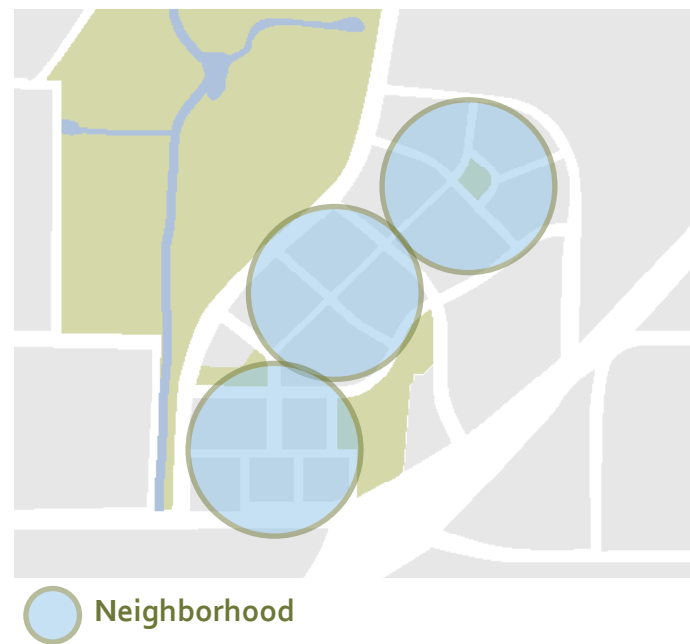
As build-out occurs, the Plan envisions the southeast segment of the Opportunity Site as an urban manufacturing or “maker space” for small- and mid-sized businesses. This area will anchor a jobs base for the Opportunity Site, with public-facing retail along the edge, connecting the residential core with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



- 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.

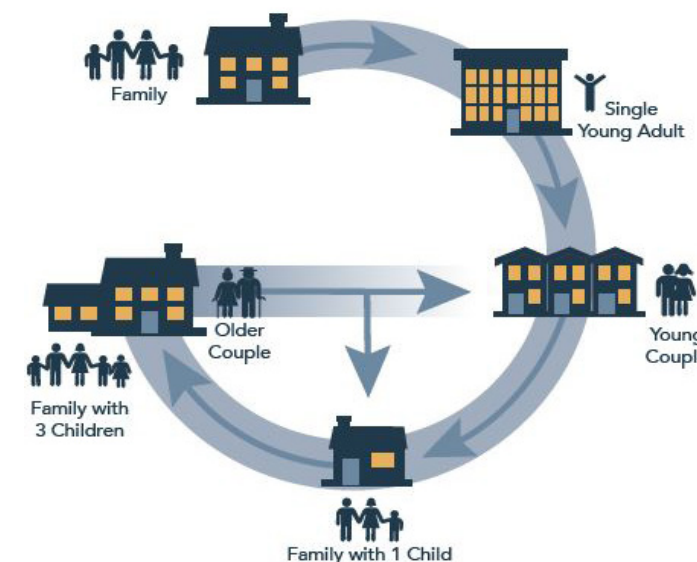
Housing for all stages of life

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.

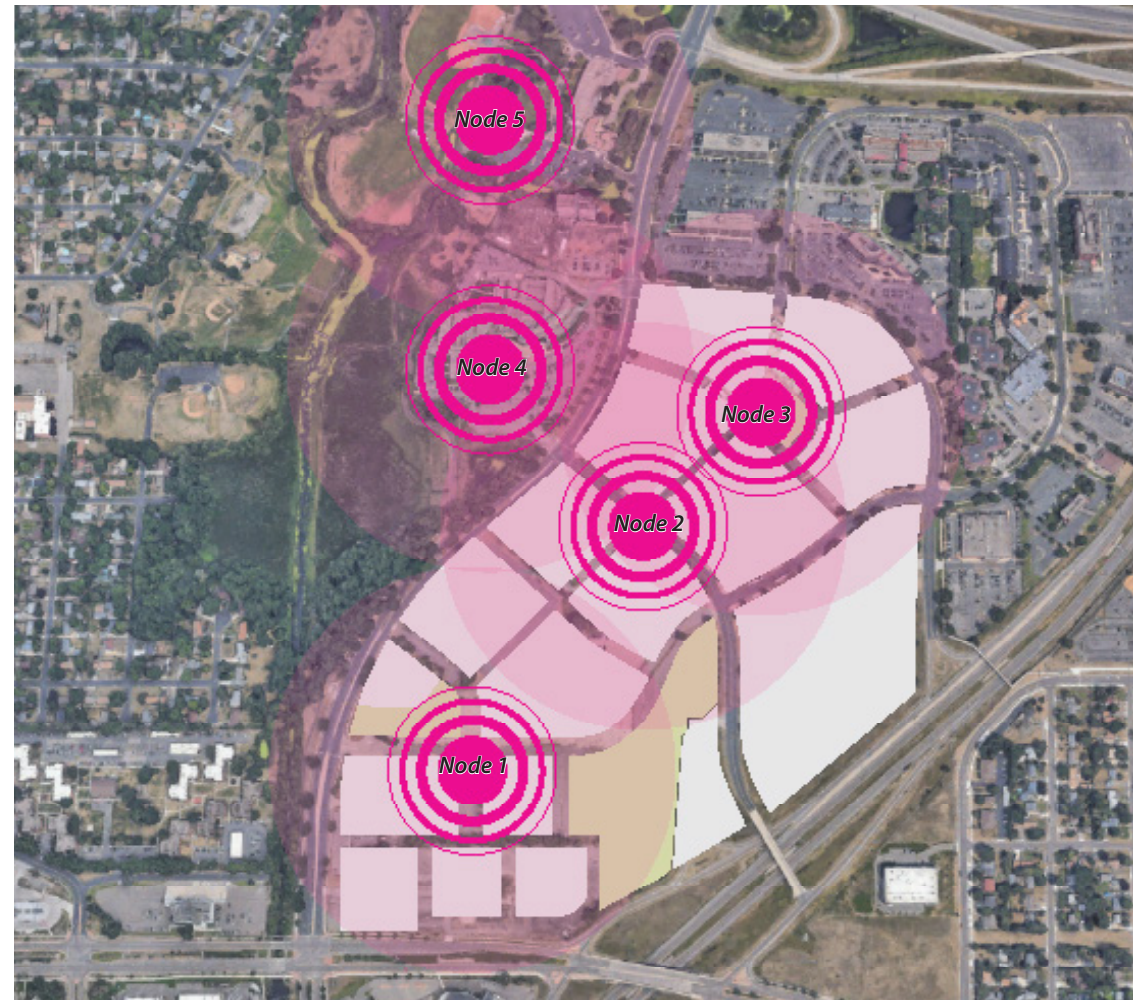
Traditional “Housing Lifecycle”



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

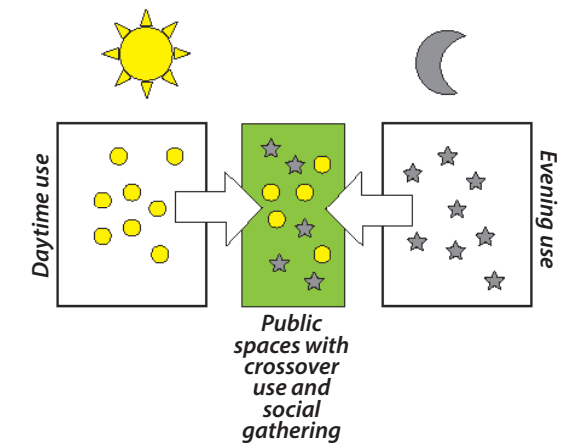
Main Street and Phase 1 will be a flexible space, able to host a variety of events, from markets, to concerts and festivals.

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

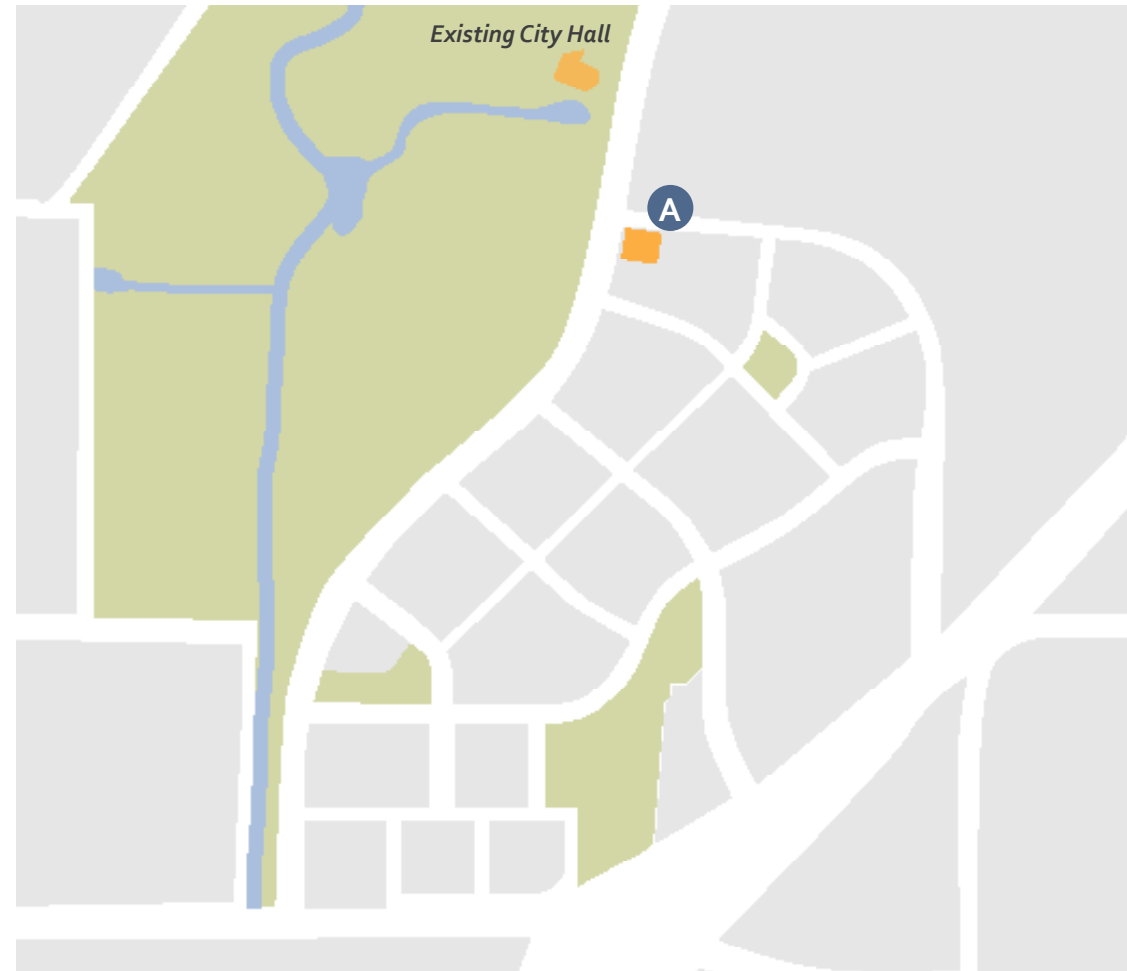
A new city hall building can leverage development interest of the Opportunity Site, while serving Brooklyn Center residents through a more centralized location and by coordinating civic development with private development.



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



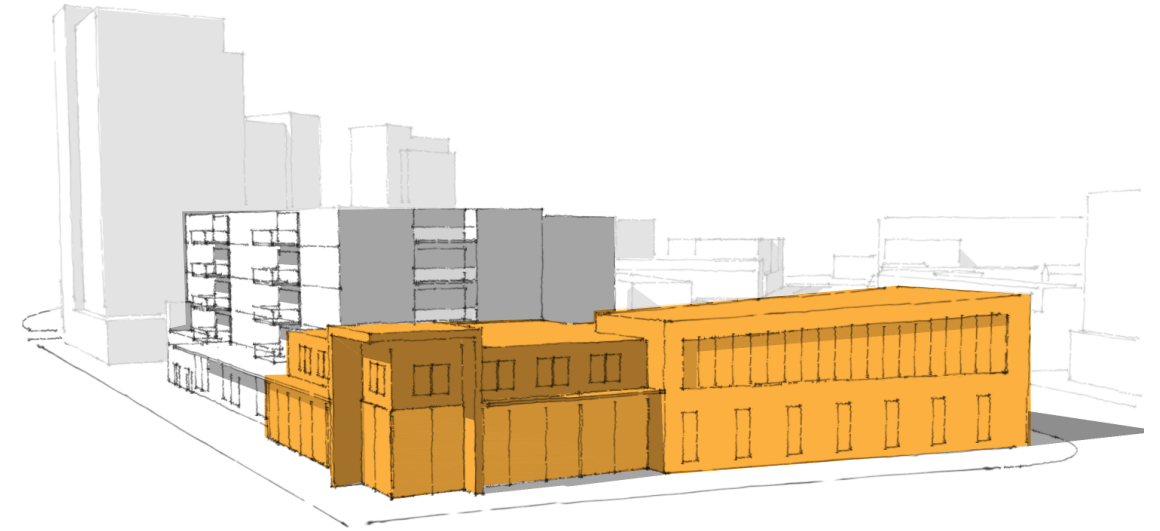
Shakopee City Hall



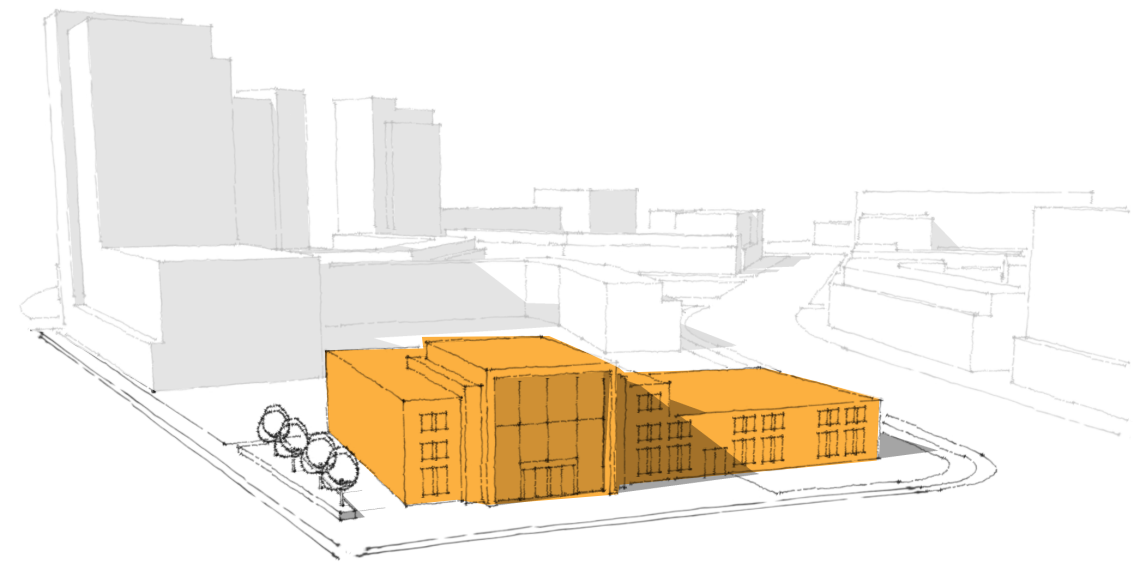
Brooklyn Center City Hall

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 northwest 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 northwest 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)

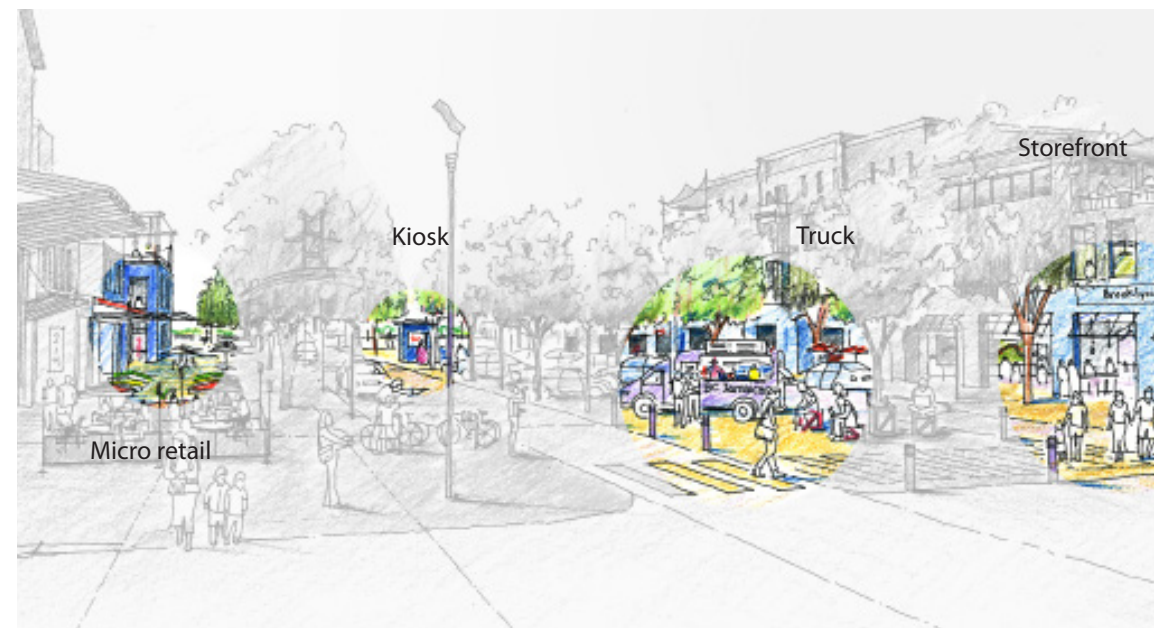
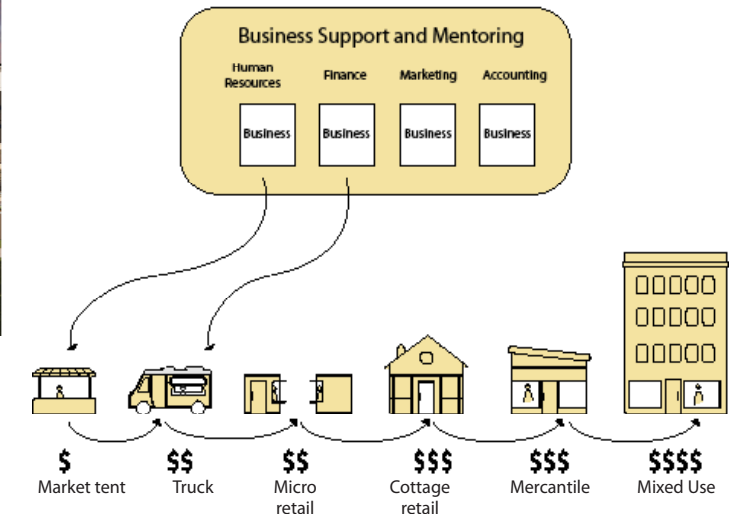
Brooklyn Center's diverse micro-business community has long expressed the need for affordable, flexible business space that offers technical and programmatic assistance. Recognizing this, the Plan recommends creating a 10,000 to 20,000 square foot small business incubator. The global marketplace concept 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

Market Plaza Alternatives

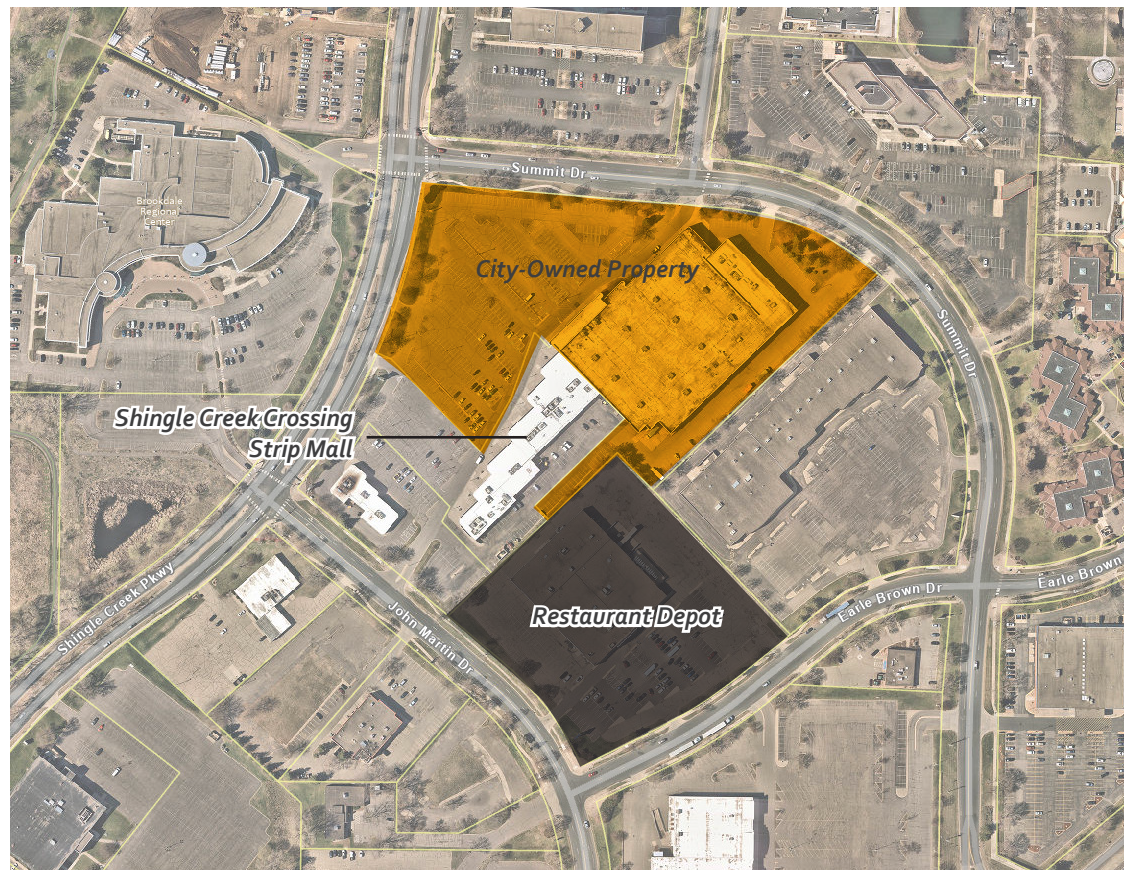
North End Market Plaza

The plan envisions entrepreneurial activities generally concentrated along the Market Street and within the Phase 1 Development Site. Alternatively, the northwest corner of the Opportunity Site could provide another location for public gathering of entrepreneurial activities.

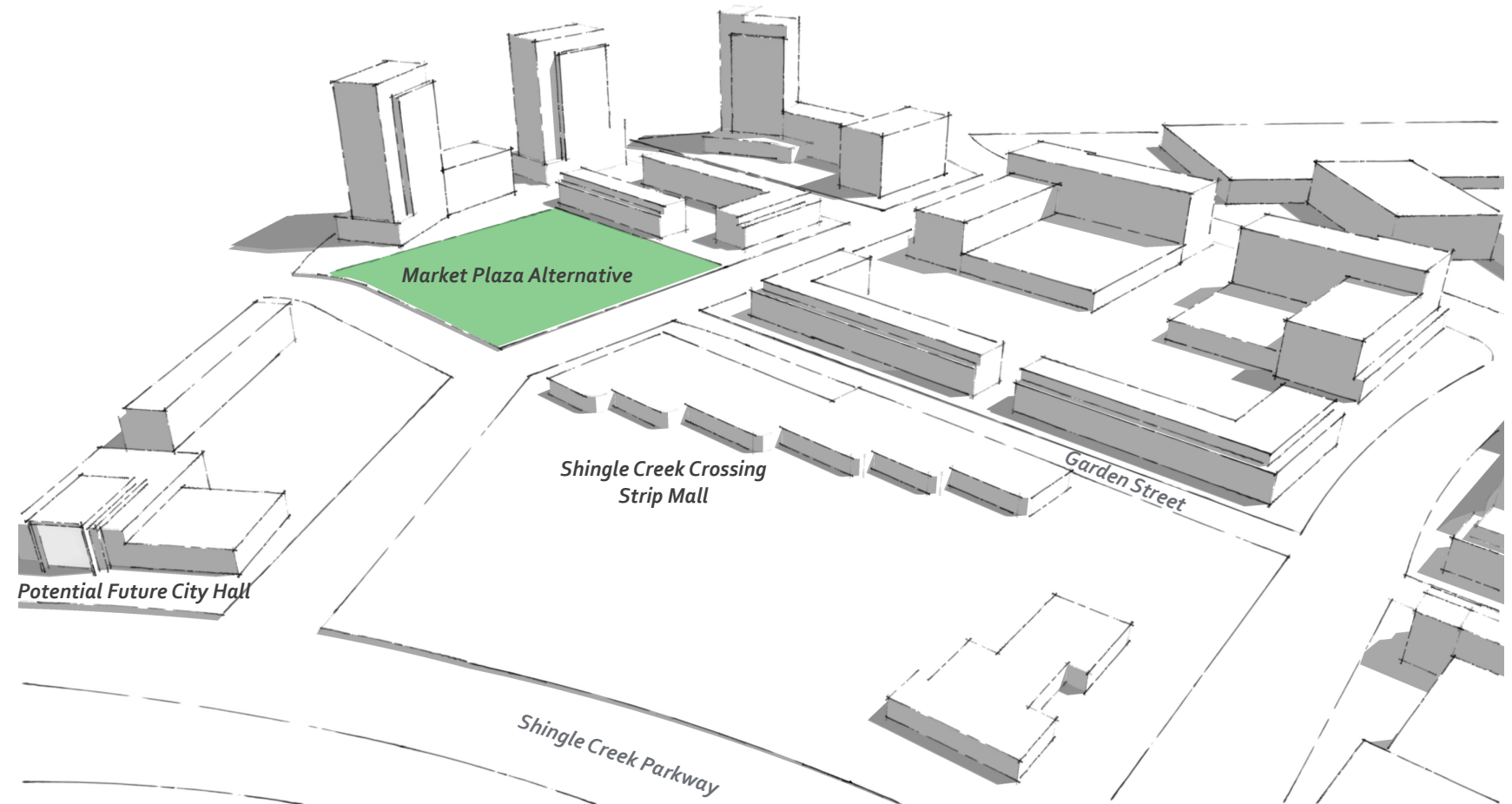
A market plaza, located in the location of the vacant Target, could provide an centralized gathering place, as a bookend to public space in Phase 1. Additionally, it would offer an outdoor place of commerce for a planned small business venue in the Shingle Creek Strip Mall.

If well located and designed, this plaza could also double as a civic plaza and gathering space adjacent a future city hall.

To ensure a successful plaza, careful design attention should be given to appropriately size and locate the plaza, offering a series of smaller spaces within the plaza that different activities can occur within. Similarly, a market and civic plaza should consider plaza edges to be activated, are easily accessible, and offer highly visible sight lines into and out of the plaza.



Opportunity Site North End Ownership



North End Market Plaza Concept

A ALT 1: Locating a future market plaza at the terminus of the Garden Street, could also provide a centralized location for entrepreneurial activities, gathering, and civic events.

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

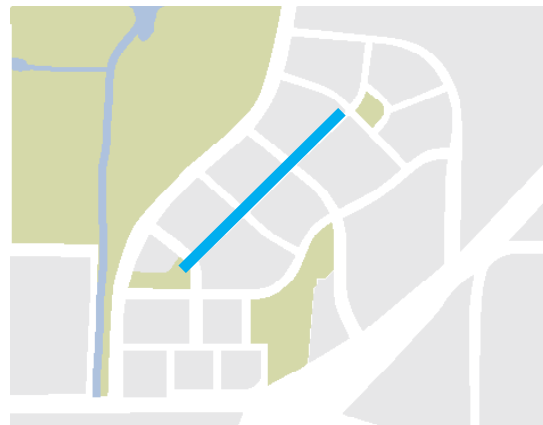
Blending urban manufacturing with a neighborhood



- 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

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.



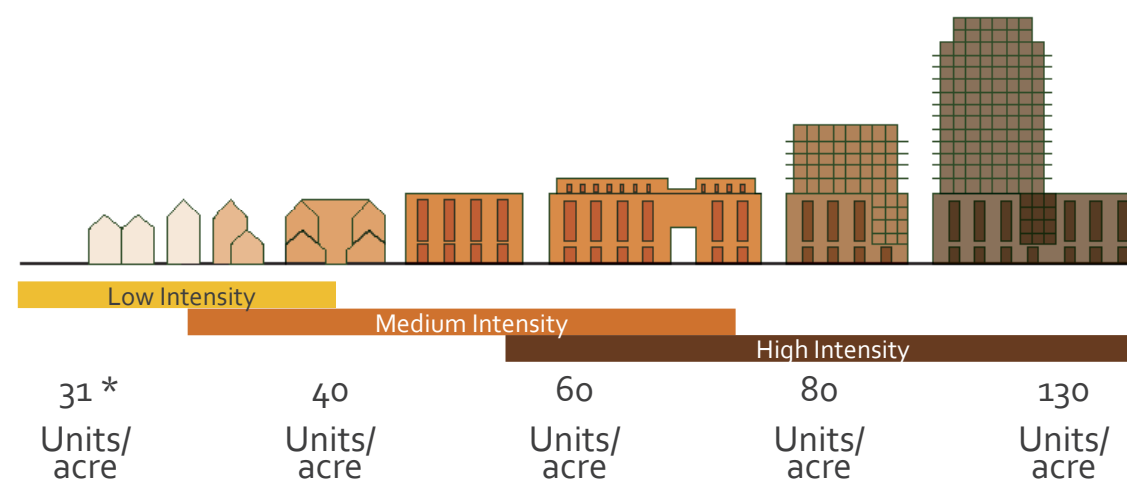
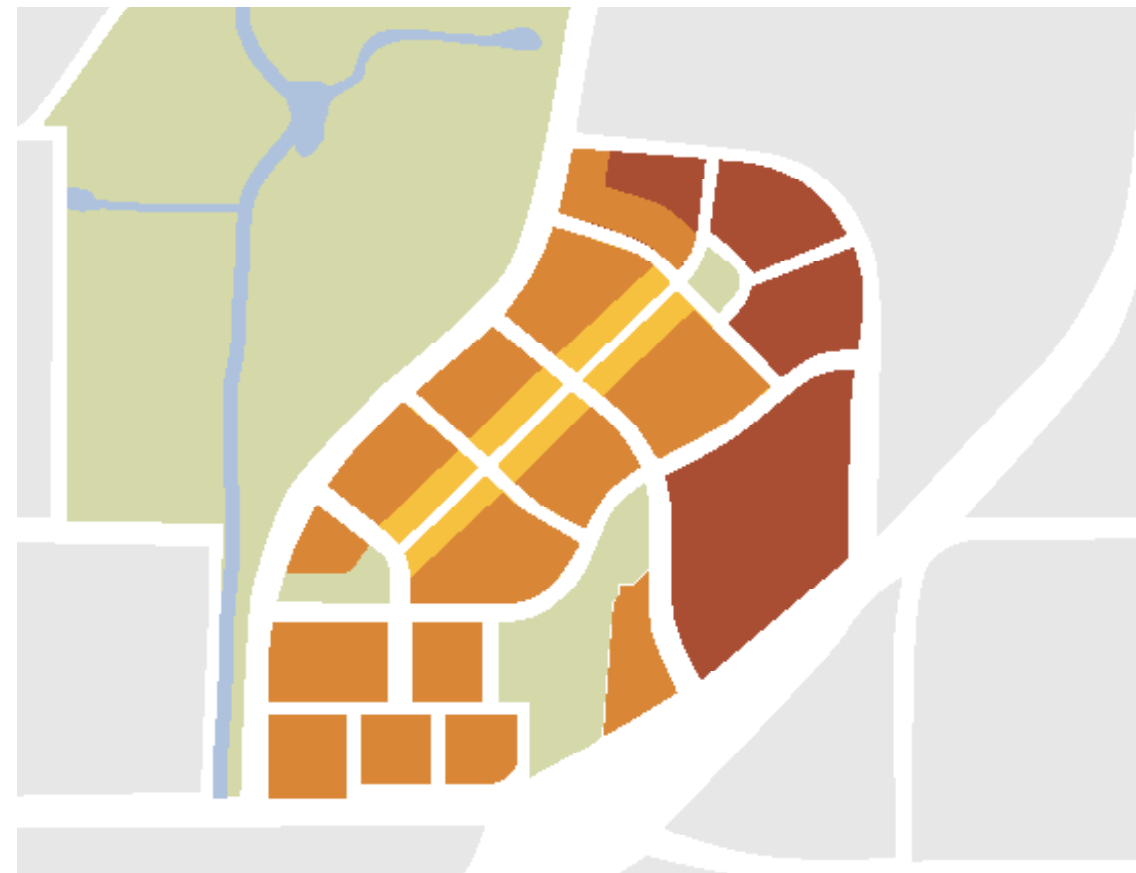
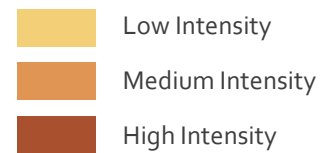
Garden Street



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.

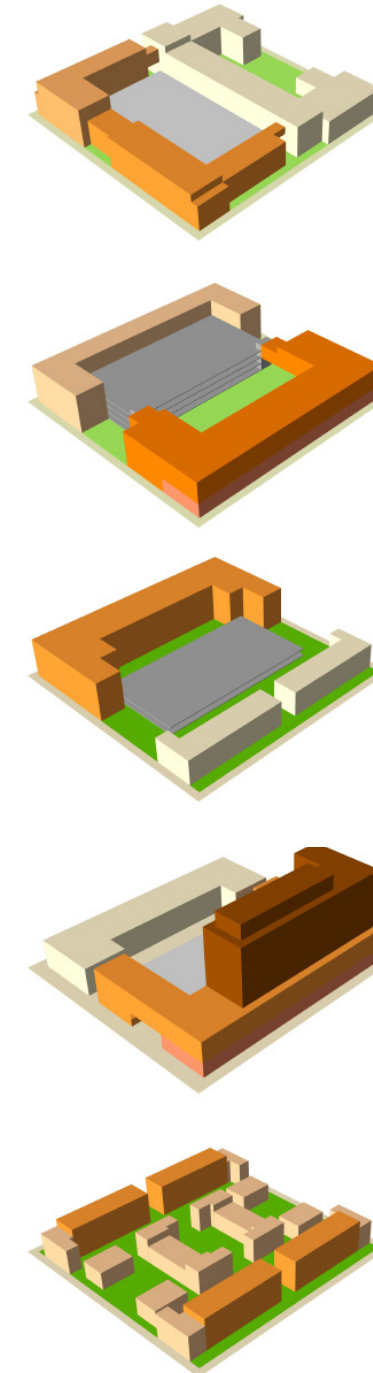
Multiple building types and development intensities on a standard block pattern

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.



* Minimum density in MX-C district is 10 units per acre

Multiple Building Types on each Downtown Block



Guidelines for Developments of a Downtown Brooklyn Center Block

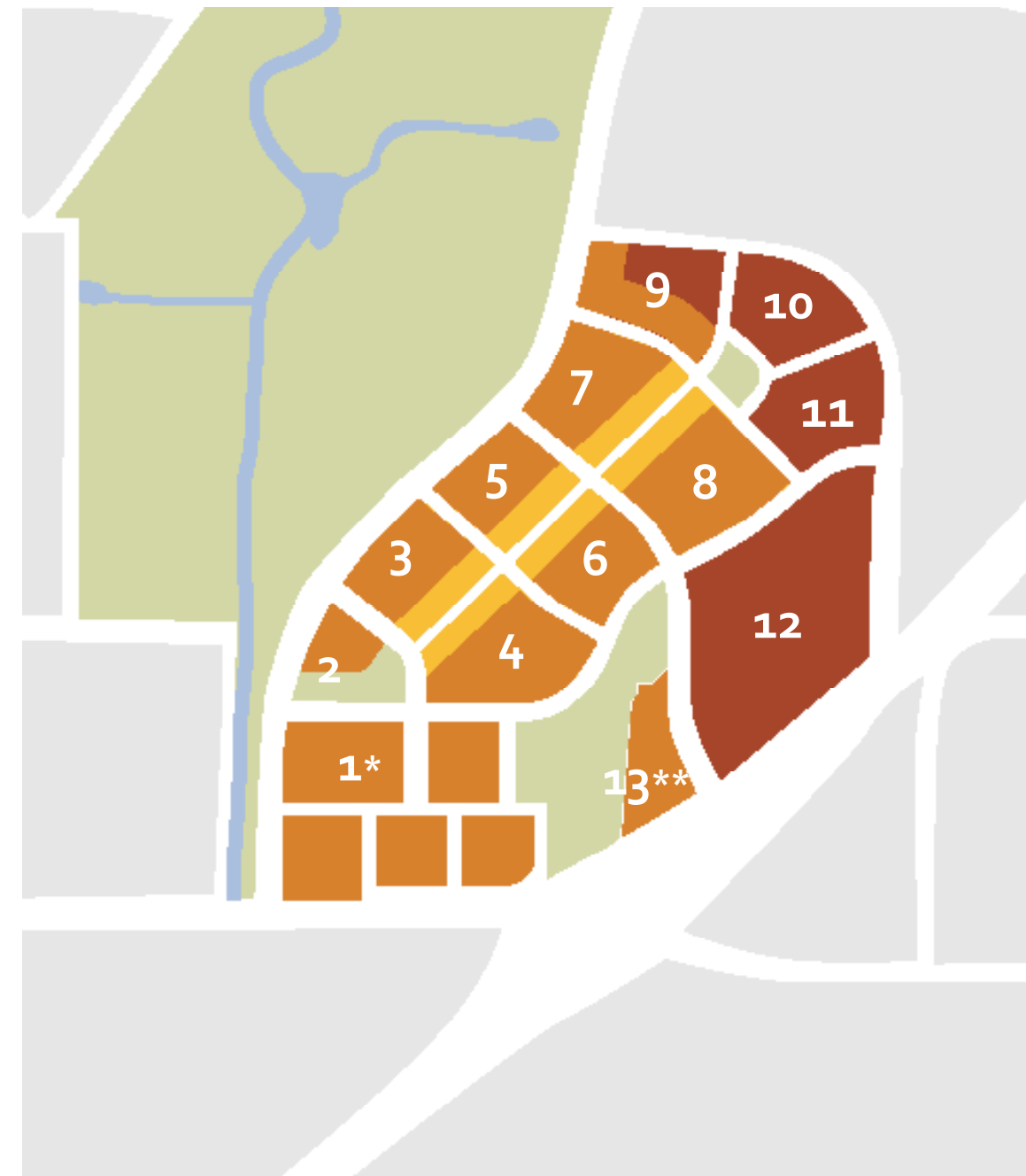
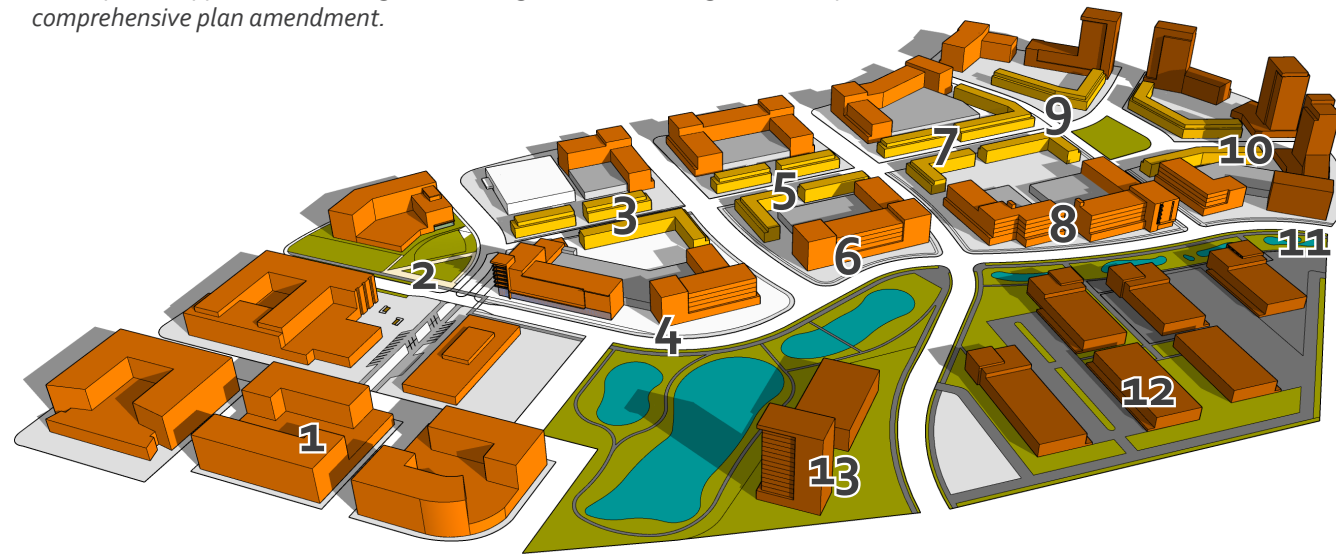
- » Blocks are between 2.5 and 5 acres, block faces should not exceed 500 feet.
- » Buildings are oriented towards the perimeter of the blocks with all parking either in the middle of the block or to the side of buildings.
- » Parking should be shielded from the sidewalks and structured whenever possible.
- » 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.

Anticipated Densities

Estimated Development Program						
Block	Area (acres rounded)	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	743 units approved in 2022			30,000 - 40,000 (with EMP)	-
2	1	31	80	130	-	-
3	1	31	80	130	-	-
4	5	155	400	650	5,000 - 10,000	-
5	3	93	240	390	10,000 - 20,000	-
6	3.5	109	280	455	10,000 - 20,000	-
7**	7.5	233	600	975	10,000 - 20,000	-
8**	5.5	171	440	715	10,000 - 20,000	-
9**	3.5	109	280	455	-	-
10**	2.5	78	200	325	-	-
11**	3	93	240	390	-	-
12	16	-	-	-	-	200,000 - 400,000
13	4	-	-	-	-	15,000
TOTAL	70	1,382	2,595	3,818	75,000 - 130,000	200,000-400,000

*Totals are rounded for estimation purposes

** Current zoning for this block allows for lower density ranges, of 10–60 units per acre. Development applications seeking densities higher than this range would require a comprehensive plan amendment.



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



Implementation

Opportunity Site Suggested Targets

The public process around this plan emphasized the need for accountability throughout the development and implementation of the plan.

While this can be complex in the context of a multi-year, multi-stage build-out, it is important to identify how projects will be held to the standards developed through this plan. In particular, there is concern that the development's benefits accrue to Brooklyn Center residents and stakeholders, including diverse groups that in the past been excluded from benefits and/or disproportionately shouldered adverse impacts.

The targets for this plan are still in development through the community-driven process. However, the following are provided based on engagement to date – with the recognition that they are likely to change based on further input.

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 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 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

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 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

Implementation Framework

The Implementation Plan is focused on key elements as determined by the City of Brooklyn Center. The approach is divided into three categories of strategies detailed below: private sector, public sector, and community partnership.

Private Sector: led by private sector development and investment; city role focuses on support, collaboration, review, and approval in response to private sector initiative (e.g. new commercial and residential development, land assembly, development partnerships). Considerations include:

- Profitability and potential gaps needing subsidy
- Consistency with community goals and context
- Public-private partnerships
- Defining and supporting community benefit

Public Sector – led by the city and consistent with typical public role; while additional resources may be needed, there is a relatively defined path toward implementation (e.g. new roads, sewer, parks, trails, basic governmental services). Considerations include:

- Prioritizing infrastructure improvements
- Funding and timing of improvements
- Balancing cost and innovation
- Maintenance and useful life

Community Partnership – a project or initiative that involves finding new ways to work together creatively to achieve something that is unique and adds value to the community. Successful community partnerships will include:

- Identifying project champions and leads
- Developing an implementation approach
- Fund-raising and building support
- Identifying who will own and maintain facilities

This Implementation Plan provides an overall summary of the key elements of implementation along with goals, identifies milestones known at this time, notes interdependencies and identifies challenges. Individual Implementation Plan focus areas will be tracked in greater detail on an individual project basis. Where this is overlap between categories, tasks will be associated with the lead agency, and coordination with others will be noted.

On-Going Work & Impacts

The master planning process identified the need for continued in-depth studies to inform not only the Opportunity Site redevelopment strategy, but also overall city policies and practices.

It is important to note that much of this work will extend beyond the completion of the master plan, however, the work can be scheduled to allow for outcomes that are needed to inform opportunity site development, and city wide process improvements.

Equity: The city is exploring a range of tools, including an equity development framework (see Appendix III), to assess impacts of the Opportunity Site on the well-being of community members, particularly minority and historically underrepresented groups.

Housing Affordability, Displacement, and Gentrification: Interrelated with equity, an assessment should be conducted on the potential impacts of development on current and future housing affordability and availability city-wide.

Health: The master plan suggests best practices in health-promoting community design towards maximizing public health outcomes. Pending future funding, a formal Health Impact Assessment could provide additional guidance on site build out, and open new avenues for project funding.

Environment: Impacts on the environment are a significant consideration of the Opportunity Site’s vision. The City is considering an alternative urban area wide review (AUAR), a flexible environmental assessment tool that addresses the impacts of multi-phase redevelopment scenarios and offers possible mitigation strategies.

Traffic: The impact of the development upon current traffic flows and expected new traffic generation is being utilized to inform new and updated mobility infrastructure. Additionally, the Site’s traffic assessments take into consideration opportunities for future transit and multimodal service and connectivity.

Financial Analysis: A series of assessments of the City’s financial position were conducted early in the master planning process, to establish a preliminary understanding of how the city might address subsidies, costs, and revenue sources. As development occurs, these models should be updated to reflect new development impacts.

Implementation Focus Areas

Key Focus Areas	Timing	Goals and Objectives	Community Benefit
1) Continue to engage the community	Ongoing	<ul style="list-style-type: none"> » Establish regular communication channels to provide and gather input from the community at major development milestones » Clearly summarize feedback and communicate back to the community 	<ul style="list-style-type: none"> » Community stakeholders have influence in their community » Developments benefit the community and are appropriate for their use and enjoyment
2) Complete environmental reviews and systems assessments	As Development Occurs	<ul style="list-style-type: none"> » Meet all local, state, and federal requirements » Pursue enhanced systems and facilities through community partnerships 	<ul style="list-style-type: none"> » Improved public services and public realm, including environmental sustainability and management of impacts of development » Support for catalytic change that can generate multiple community benefits » Coordination with developers and jurisdictions to improve outcomes for all
3) Establish developer agreements for the Opportunity Site	2025-2026	<ul style="list-style-type: none"> » Mutually supported agreement that achieves multiple private and public goals » Clear understanding of roles relating to funding and implementation 	<ul style="list-style-type: none"> » Development that has broad public support and achieves community
4) Develop communication strategy and materials for on-going Opportunity Site messaging	2025-2026	<ul style="list-style-type: none"> » Create a communications strategy and collateral materials to ensure the community and key stakeholders: <ul style="list-style-type: none"> » Are informed and in the know » Understand benefits » Know how to engage » Know of opportunities » Possible impact to overall city brand 	<ul style="list-style-type: none"> » Opportunity to incorporate local partners and services in project » Public messaging around community priorities

FOCUS AREA 1 | Continue to Engage the Community

Major Activities	Project Team	Timing & Coordination	Results and Deliverables	Additional Resources Required	Community Benefits
Private Sector					
Provide necessary materials to review and vet development proposals, required studies	Developer in coordination with City	Prior to entitlement process	Community-reviewed and City-approved building plans and studies	None	Information and understanding of Opportunity Site build out and specific development updates
Ongoing tenant and property management	Developer	After opening of development properties	Ongoing property management	None	Well maintained property that meet community needs
Public Service					
Property inspection and monitoring	City	After opening of phase one development	Ongoing compliance	None	Well maintained property
Periodic public communication and updates on Opportunity Site development milestones, events	City in close coordination with developers, property owners	As development occurs	Public awareness of Opportunity Site build out process, milestones	None	Information and understanding of Opportunity Site build out and specific development updates
Community Partnership					
Participation and feedback on general communications, development review, and project updates	Public organizations, local stakeholders	As development and communication occurs	Public awareness of Opportunity Site build out process, milestones	None	Information and understanding of Opportunity Site build out and specific development updates

FOCUS AREA 2 | Complete Environmental Reviews and Systems Assessments

Major Activities	Project Team	Timing & Coordination	Results and Deliverables	Additional Resources Required	Community Benefits
Private Sector					
City, and state required assessments – e.g. environmental, survey, traffic, geotechnical, etc	Developer, with review and coordination by the city	Prior to entitlement process	Required reports and findings, potential mitigation identified	Possibility of collaboration on broader scope of review for district-level assessment	Identification and mitigation of site issues and project impacts
Public Sector					
Comprehensive Plan Amendment	City	Prior to development approvals	Amended Comprehensive Plan that reflects master plan land use vision	None	Alignment of city policies with community-expressed master plan
Complete site analysis over and above developer baseline – e.g. AUAR	City, with developer and other jurisdiction coordination on joint effort	Prior to entitlement process	Technical reports and findings	Identification of additional funding for studies	Identification and addressing site issues and project impacts; support for district-level improvements
Future City Hall determination	City with financial consultant	Coordination with master planning to confirm location and plan integration	Determination of potential to relocate city hall/community center	Resources for study, design, and implementation	More accessible and public-serving city hall
Partnerships					
Traffic analysis related to Highway 100 ramps	City in coordination with MnDOT	Coordination with timing of MnDOT improvements, potential ramp removal or reconfiguration; development impacts	Traffic study and recommendations, beyond scope required for development	MnDOT participation in study and implementation	Addressing traffic flow and safety issues; possible benefit to Opportunity Site layout and connectivity
District stormwater approach with Shingle Creek	City in coordination with watershed	Coordination with watershed approval of development applications; Prior to entitlement process	Regularly updated stormwater modeling, to be attached to watershed permit applications	Identification of additional funding for implementation	Enhanced stormwater and open space improvements; environmental resiliency
Regional park and trail connectivity	City in coordination with Three Rivers Park District	Prior to infrastructure construction; coordination with Three Rivers Parks District on connection locations	Trail connections from the Opportunity Site to Shingle Creek Regional Trail	Identification of additional funding for implementation	Enhanced and safer multimodal service and connectivity
Future transit service within the Opportunity Site	City in coordination with Metro Transit	Prior to infrastructure construction; coordination with Metro Transit on internal routes and stop locations	Internal Opportunity Site transit service along the Parkway	Metro Transit participation in study and implementation	Enhanced and safer multimodal service and connectivity

FOCUS AREA 2 | Establish Developer Agreements for Opportunity Site

Major Activities	Project Team	Timing & Coordination	Results and Deliverables	Additional Resources Required	Community Benefits
Private Sector					
Development Plan submittal	Developer, with review and coordination by the city	Prior to entitlement process	Site plans and all required elements	None	Community opportunity to review and provide feedback on development plans
Construction of phase one development	Developer, with review and coordination with the city	Initiated by 2025 (anticipated)	Project complete, certificate of occupancy	Identification of additional funding for implementation	New housing, jobs, tax base, community revitalization, etc.
Public Sector					
Public finance strategy	City with financial consultant	Prior to development agreement	Input into developer agreement	None	Appropriate use of public resources
Adopt Opportunity Site Community Benefits Agreement Template	City	2025-2026	Template for guiding the creation of community benefits agreements; project outcomes serve the community	None at this time	
Infrastructure plans and construction for phase one needs – e.g. roads, utilities, lighting, public realm	City in collaboration with developer	By the completion of phase one (anticipated 2025-2026)	Site infrastructure design necessary to support phase one, future Opportunity Site build out	Identification of additional funding for implementation	Strong and resilient public infrastructure to support development and meet public needs
Public Subsidy determinations - e.g. TIF districts	City, with financial consultant	Prior to entitlement process	Approved public subsidy notes	None	Identified funding for site improvements that benefit the community
Community Partnership					
Community feedback on development proposals, community benefit agreement	City in collaboration with local partners, stakeholders	Prior to entitlement process	Enhanced site design to support community and master plan goals; informed public that has knowledge of project developments	None	Development supports community vision; engaged and empower community

FOCUS AREA 4 | Develop Communications Strategy and Collateral Materials For Opportunity Site Build Out

Major Activities	Project Team	Timing & Coordination	Results and Deliverables	Additional Resources Required	Community Benefits
Private Sector					
Meet with city and local stakeholders to review and vet development proposals, required studies	Developer, with assistance from City	Prior to entitlement process	Community-reviewed and City-approved building plans and studies	None	Promote consistency with master plan vision
Public Sector					
Develop site-specific development materials to advertise developable parcels	City	2025	Marketing material outlining key parcel information	None, unless product needs to be more specific to phase one development	Promote consistency with master plan vision; development of targeted parcels
Develop public communication materials for conveying information during project milestones	City	2025-2026	Unified branding and marketing materials for use in external communications of project milestones	Identification of additional funding for implementation; establish communication channels	Information and understanding of Opportunity Site build out and specific development updates
Community Partnership					
Convene project stakeholders and potential partners to communicate project details	City in coordination with developer, community organizations	As development occurs	Review and distribution of communication materials	To be determined	Promote culturally responsive dissemination of information and understanding of Opportunity Site build out and specific development updates

Potential Funding for Community Projects

Program	Description	Max Award	Solicitation Timing
Local Road Improvement Program (LRIP)	For local road construction or reconstruction projects with local, regional, or statewide significance that cannot reasonably be funded through other revenue sources. The LRIP funds must be used outside Trunk Highway right-of-way and do not require a set local match.	County/State Aid City - \$1,000,000 Small City/Township - \$750,000	Fall
Regional Solicitation	For locally initiated projects that meet regional transportation needs in the seven-county metro area. Funding categories include Roadways Including Multi modal Elements, Transit and Travel Demand Management (TDM) Projects, and Bicycle and Pedestrian Facilities (including Safe Routes to School (SRTS)).	Varies widely by funding category	Every 2-years
Local Partnership Program (LPP)	Intended to pay for a portion of the Trunk Highway eligible construction costs of the project and up to 8% of the construction engineering costs (for inspection, contract administration, surveying and materials testing as applicable, based on the Trunk Highway eligible costs. Locally led projects that are not large scale enough to be led by MnDOT.	\$710,000	April
Transportation Economic Development (TED)	To fund construction, reconstruction, and improvement of state and local transportation infrastructure in order to; create and preserve jobs, improve the state's economic competitiveness, increase the tax base, accelerate transportation improvements to enhance safety and mobility, and promote partnerships with the private sector.	\$10,000,000	June
Transportation Economic Development Infrastructure (TEDI)	To fund public infrastructure construction that provide economic and employment benefits	\$500,000	June
Corridors of Commerce	For the construction, reconstruction and improvement of trunk highways, for projects not already in the State Transportation Improvement Program, to provide additional highway capacity on segments where there are currently bottlenecks in the system and improve the movement of freight and reduce barriers to commerce.	n/a	Varies as program is funded
Minnesota Highway Freight Program (MNHFP)	For infrastructure and operational improvements to US highways, and improving safety, security, efficiency and resiliency of freight transportation. All public roads, are eligible for this money.	n/a	Varies as program is funded
Infrastructure for Rebuilding America (INFRA) -	To improve major highways, bridges, ports, and railroads around the country to better connect communities, and to enhance safety and economic growth.	n/a	September
Better Utilizing Investments to Leverage Development (BUILD)	To repair, rebuild, and revitalize significant surface transportation infrastructure projects with a significant impact in their local or regional communities including roads, bridges, transit, rail, ports or inter modal transportation.	\$25M	November
Department of Employment (DEED)	Funding for Business Development, Community Development, Infrastructure, and Site Clean-up and Redevelopment projects that result in economic growth.	Varies with each program category	Varies with each program category

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.

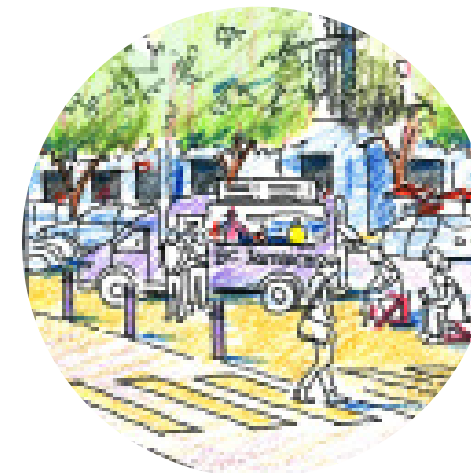
The Downtown will evolve gradually over time, both in response to market forces as well as shaped by the public vision for a new Downtown. The Plan proposes a mix of uses and spaces that create neighborhoods and nodes of activity. These places within the Downtown will allow new and existing residents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



The Parkway and Regional Stormwater Park



Garden Street



John Martin Drive and a new Main Street



BC Plaza

APPENDIX A PUBLIC REALM AND ART FRAMEWORK

Brooklyn Center Opportunity Site Art Integration Strategies

Juxtaposition Arts

Overview | Background & Objectives

The Brooklyn Center Opportunity Site will be a new, 80 acre urban neighborhood at the former site of the Brookdale Mall. The City of Brooklyn Center, contracting with Bolton and Menk, envisioned that the public realm for this new neighborhood – including streets, stormwater infrastructure, and park space – would integrate artwork in a cohesive way and reflect the Brooklyn Center community.

This report establishes a theme that can be strategically integrated into street design, street furniture, and public art. The theme also sets a naming scheme for the new streets.

The art integration strategies were developed by the Environmental Design Studio at Juxtaposition Arts. The “Enviro” studio is a non-profit based in North Minneapolis that hires youth apprentices to work on professional design projects throughout the Twin Cities. Two of the youth apprentices on this project live in Brooklyn Center. The Enviro studio is led by a licensed architect and an urban planner.



Overview | Unifying Theme for the Public Realm

The Brooklyn Center City Council chose the theme of “Confluencia” to unify street design, street furniture, and public art pieces throughout the Opportunity Site. “Confluencia,” or confluence in Spanish, uses the metaphor of rivers flowing together to represent the coming together of Brooklyn Center’s many cultures.

The Council chose “Confluencia” as a representation of the diversity of the Brooklyn Center community, and to celebrate Shingle Creek, which flows next to the Opportunity Site shortly before its confluence with the Mississippi River.

This report presents strategies for integrating the “Confluencia” theme into street names, street furniture, and public art to create a new urban neighborhood that is unique to Brooklyn Center. It also includes perspective views of the theme applied holistically to the public realm.

CONFLUENCIA

example of “flowing together”



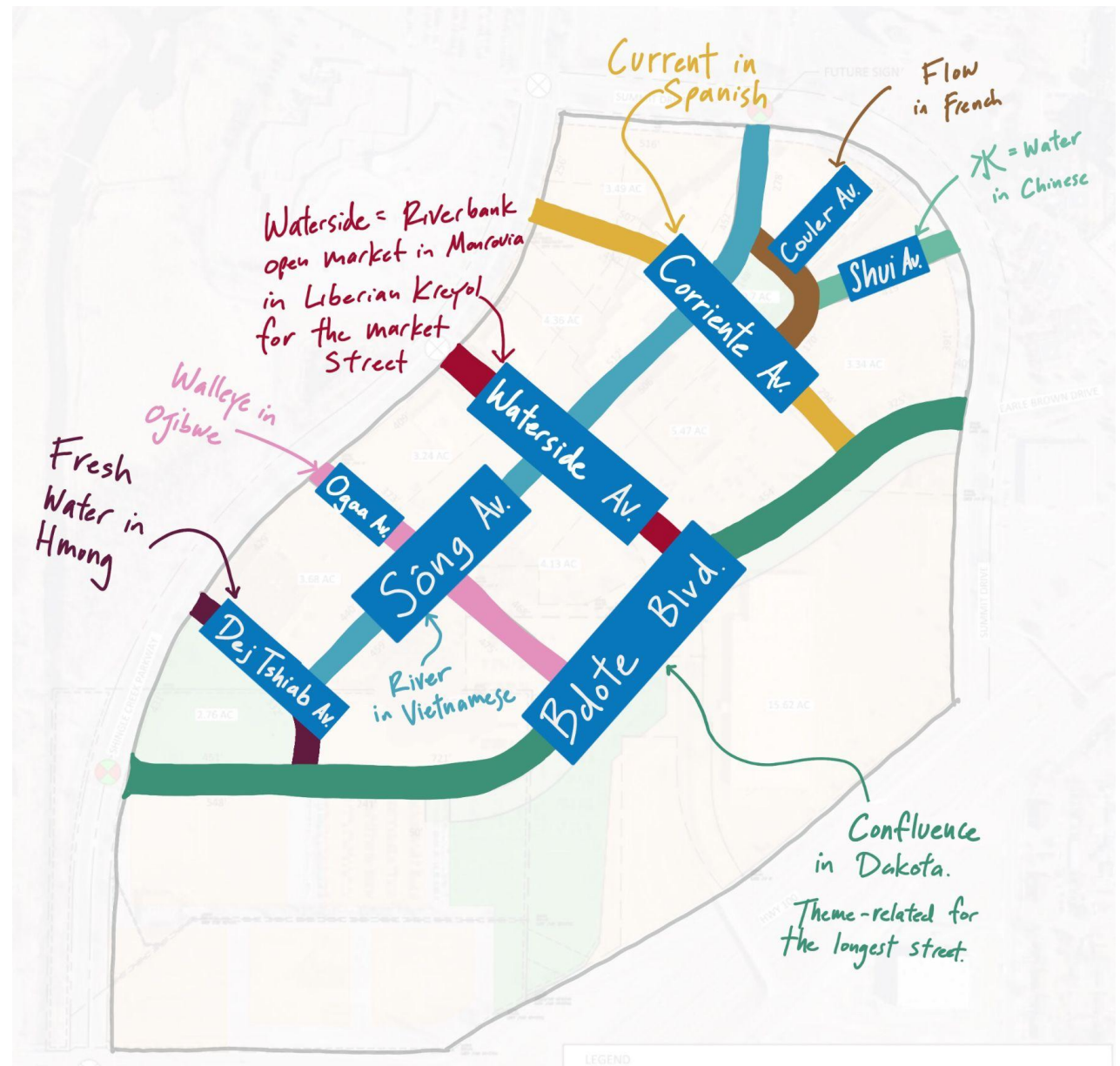
Multilingual Street Names

Multilingual Street Names | Site Plan

Starting with the “Confluencia” theme, we developed street names that relate to water and coming together. We then translated the street names into some of the most commonly spoken languages in Brooklyn Center.

The street names for the Opportunity Site align to the use of the street. For example, Bdote, which means confluence in Dakota, is the name for the parkway that will collect traffic from all the streets in this new neighborhood.

Native speakers of the respective languages in Brooklyn Center were consulted, including high schools students at Park Center and Brooklyn Center High School.



Multilingual Street Names | Signs

Multilingual street names will require additional information for people to fully understand and appreciate them. The design of street signs is tightly regulated, so we propose adding artistic signage to the post to give additional information.

This artistic signage would tell the language of the street name, its English translation, and its original spelling, as well as pronunciation.



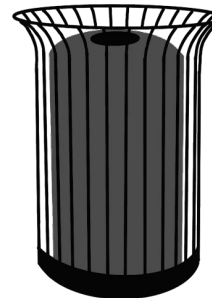
Street Furniture

Street Furniture | City Standard

Brooklyn Center currently has a standard set of street furniture pieces. We propose integrating the “Confluencia” theme into the street furniture by modifying some of the existing pieces and adding some custom pieces. This will mitigate some of the increased maintenance costs while adding unique pieces that set the Opportunity Site apart.



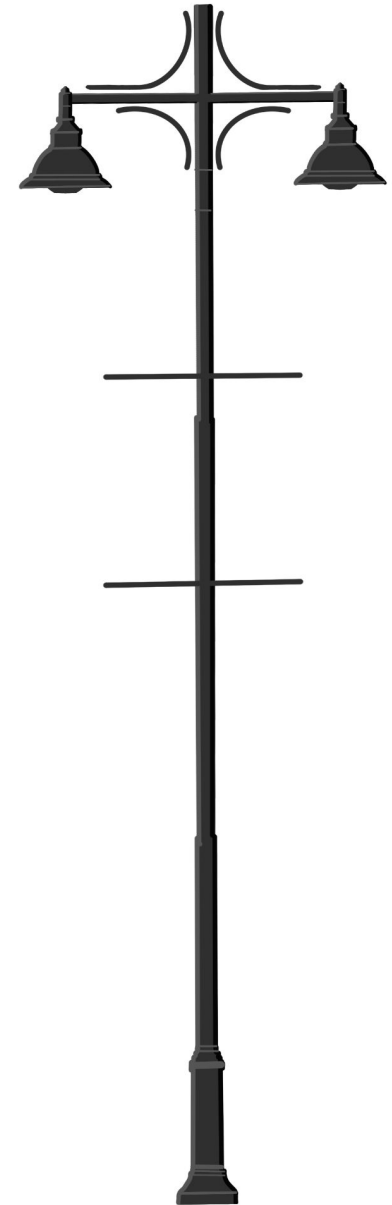
Dero bike hitch



DuMor receptacle



DuMor 165-series bench



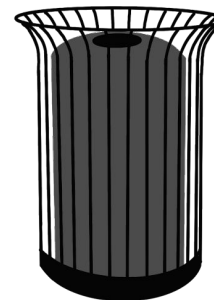
Philips lamp post

Street Furniture | Confluencia

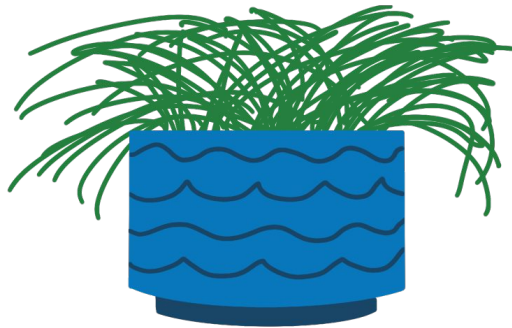
Brooklyn Center currently has a standard set of street furniture pieces. We propose integrating the “Confluencia” theme into the street furniture by modifying some of the existing pieces and adding some custom pieces. This will mitigate some of the increased maintenance costs while adding unique pieces that set the Opportunity Site apart.



Dero custom bike rack



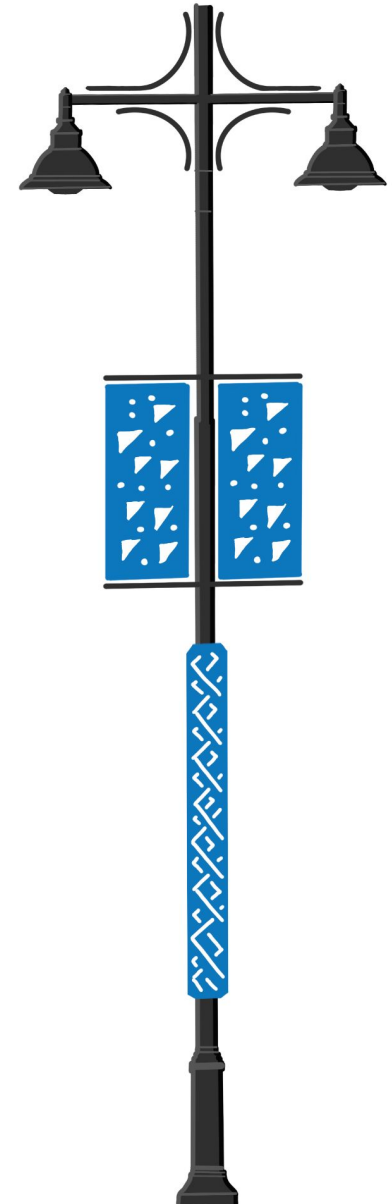
DuMor receptacle



Landscape Forms 'Lakeside' Planter



DuMor 165-series bench



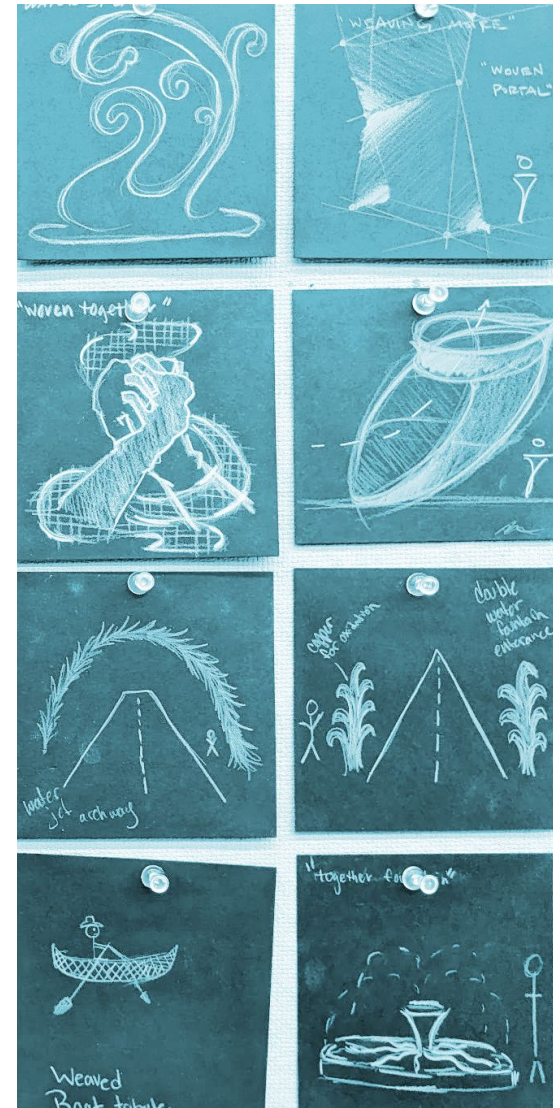
Philips lamp post
(with banners and pole wrap)

Gateway Sculptures

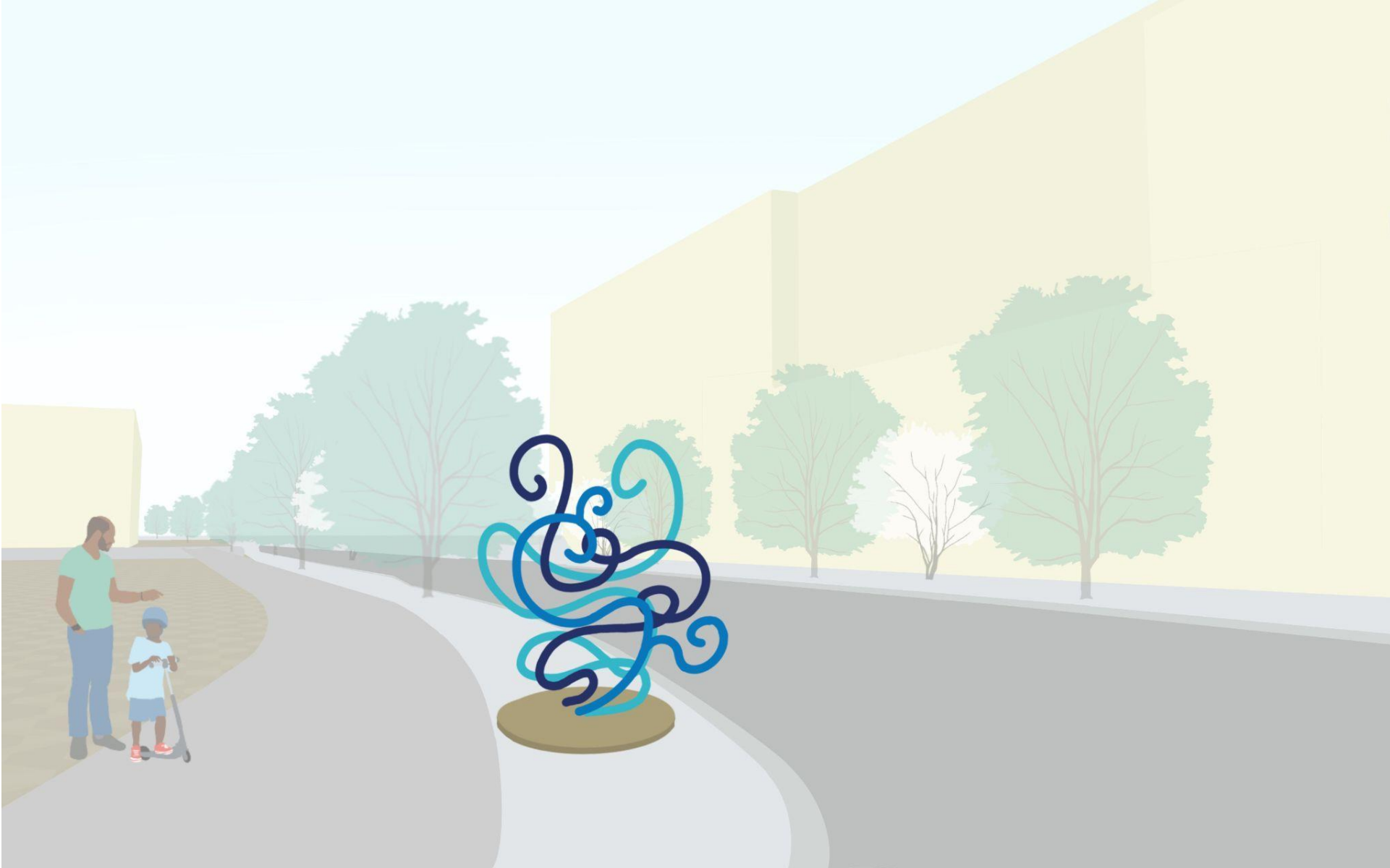
Gateway Sculptures | Design Process

Most residents and visitors to the Opportunity Site will arrive through one of three prominent intersections. We used the “Confluencia” them to design gateway sculptures for these intersections to welcome people and establish the identity for this unique neighborhood.

Youth apprentices in the Enviro studio used sketching and physical models to develop two concepts for the gateway sculptures. The first concept is a stand-alone sculpture placed along the roadway. The second concept is an arch that bridges across the roadway.



Gateway Sculpture | Stand-alone Sculpture



Gateway Sculpture | Archway



“Confluencia” streetscapes

"Confluencia" Streetscapes | Wakpa Boulevard from John Martin Drive



"Confluencia" Streetscapes | Wakpa Boulevard from Shingle Creek



APPENDIX B COMMUNITY BENEFITS TEMPLATE



Opportunity Site Master Plan

Appendix B – Community Benefits Agreement Template **DRAFT**

I. Intro

The buildout of the Opportunity Site is intended to be a collaborative endeavor between the City and developers who seek to join the City in improving quality of life for all who call the Brooklyn Center home. To ensure equitable distribution of the benefits of development and to minimize unfavorable consequences to the community, the City of Brooklyn Center requires the use of a Community Benefits Agreement for all new development within the Opportunity Site that includes public subsidy or participation, including but not limited to: land write downs, fee waiver, city sponsored grants, TIF, and tax abatement..

A Community Benefits Agreement (CBA) is a legal contract between the City of Brooklyn Center (via the City's Economic Development Authority) and the development team of a private development project, that lays out how the proposed development will deliver a series of benefits to the broader community. CBAs are legally binding documents signed by both the City and the developer, which both entities can enforce. The City views these documents as the culmination of collaborative negotiations and partnership between the city and development team to realize the goals of the Opportunity Site as outlined in the Opportunity Site Master Plan [*link once ready*].

Towards this end, the City has created this CBA development tool with a template collection of community-identified benefits that City Staff and the development team can appropriately tailor on a project-by-project basis.

II. CBA Development and Approval Process.

The City recognizes that not all listed benefits are practical or necessary for every development project. However, it is the expectation that city staff and the development team partner in good faith to mutually identify a reasonable set of community benefits that can be delivered by the project. A CBA is required for any project that includes public subsidy or public participation. A draft CBA is necessary for any development application sent to the city to be considered "complete".

Creation of a draft CBA will be conducted by city staff on behalf of the City's Planning and Housing Commissions. A joint meeting of the Commissions to review and approve a draft CBA is necessary to include the CBA with the development team's development application. The City Council will then have final review and approval power as part of the standard development review process.

Upon City approval, the CBA will go into effect and be enforced according to the conditions outlined in the CBA.



CBA Template Tool Overview

I. Select and Customize Benefits

Each CBA should be crafted in a well-balanced manner that leverages the private investment of a development project towards meeting City and community goals, while respecting the position and capacities of any one project.

To these ends, city staff and the development team should consider the following when identifying and negotiating project benefits:

1. What is the anticipated project use type and programming?

- a. Consider project land use type(s), anticipated residential units, anticipated commercial intensity and jobs, project footprint and scale, economic impacts, location within the opportunity site, developer background and history,

2. How does the project intend to meet expressed local goals and policies? How can it be leveraged to more explicitly reflect these goals and policies?

- a. Consider guidance from the Comprehensive Plan, Opportunity Site Master Plan, the Opportunity Site Public Realm Plan (JXTA).

3. How does the project meet City/local development and design standards? How can it be leveraged to exceed the standards?

- a. Consider policies such as the Unified Development Ordinance and the TOD Zoning district.

4. How does the project intend to reflect community values? How can it be leveraged to more explicitly reflect these values?

- | | |
|------------------------------|-----------------------------------|
| i. Diversity and Inclusivity | vi. Community Pride |
| ii. Affordability | vii. Environmental Sustainability |
| iii. Health and Wellness | viii. Local Benefit |
| iv. Fiscal Responsibility | ix. Counteracting Displacement |
| v. Flexibility | |

5. How feasible are desired benefits? Will the development team be able to deliver identified benefits? Which benefits are “non-negotiable” expectations for this project?

- a. Consider questions such as:
 - i. *Burden*. Is delivery of the benefit overly burdensome?
 - ii. *Proportionality*. Is the scale of the project proportional to benefit?
 - iii. *Feasibility*. Are selected benefits feasibly produced by the developer?
 - iv. *Compatibility/Reality*. Are selected benefits realistic/compatible with similar projects?



Using the CBA Template Tool

1. Complete the Project Summary section below.
2. Review and select benefits based on project type, context, and other considerations.
3. Customize selected benefits as appropriate.
4. Once confirmed, integrate selected benefits into formal CBA document(s). An example template is provided at this end of this tool.

It is anticipated that the review, selection, and customization of benefits will be an iterative process during the planning and design process of a development project. As such, collaborative completion of this CBA Template should be seen as part of the project planning & design phase of the development project.

Project Summary

Project Name: _____

Project Address: _____

Development Team: _____

Project Program Summary: _____

Public Subsidy or Involvement Summary: _____



DRAFT



CBA TEMPLATE

This **Project Name** Community Benefits Agreement ("[Project CBA]") is made and executed on this **[Date]**, by and between the **City of Brooklyn Center** as defined herein ("BC") and **[Developer Name]**, as defined herein ("DEV") (COM and DEV each a "Party", and collectively the "Parties"), for the benefit of the residents of Brooklyn Center, as related to the construction by **[Developer/Contractor]** of a new product/project (the "Project") on a portion of the Project Site (as hereinafter defined).

RECITALS

WHEREAS, **DEV**, through its coalition members, has identified a number of significant needs of residents in the vicinity of the Project Site and more broadly residents of Brooklyn Center; and

WHEREAS, the **[Developer/Contractor]** will build the **[Project]** on a portion of the X-acre Opportunity Site located at **[Address]** (the "Project Site"); and

WHEREAS, BC and DEV desire to address some of the significant needs of local residents through this **Project CBA**.

NOW THEREFORE, in consideration of the above premises and mutual covenants and agreements herein set forth, DEV and BC do hereby agree to execute this **Project CBA** as follows:

I Definitions

- 1 Affordable housing
- 2 Deeply affordable housing
- 3 Area median income (AMI)

II Responsibilities

- 1 Category 1: Housing and Residential Communities
- 2 Category 2: Economic Development and Employment Opportunities
- 3 Category 3: Transportation and Connectivity
- 4 Category 4: Public Realm, Public Space, and Public Life
- 5 Category 5: Sustainability, Resilience, and the Natural Environment

III Monitoring, Timelines, and Enforcement

IV BC Support Obligations

V Expenses/Terminations

APPENDIX C EQUITABLE DEVELOPMENT FRAMEWORK



Opportunity Site Master Plan

Appendix C – Equity Development Framework **DRAFT**

I. Overview of Equity Development Framework

The Brooklyn Center Opportunity Site is 80 acres in the heart of the city, and the future location of a new downtown. Much of the site is publicly owned, meaning that the City of Brooklyn Center is a major stakeholder on new development in this area. The City deeply engaged the public during the Master Plan visioning and planning process, with the aim to establish a development process that delivers substantial public benefits. Through this, the City of Brooklyn Center aims to achieve equity and inclusivity within the Opportunity Site land use, parks and open space, and access and mobility.

Land use and Infrastructure play a foundational role in promoting and ensuring equity. Equitable and inclusive design is community focused, and considers what features stakeholders need to thrive.

The buildout of the Opportunity Site is intended to be a collaborative endeavor between the City and developers who seek to join the City in improving quality of life for all who call the Brooklyn Center home. To ensure equitable distribution of development outcomes and to minimize unfavorable consequences to the community, the City of Brooklyn Center requires the completion of this Equity Development Framework for all new development within the Opportunity Site that includes public subsidy or participation, including but not limited to: land write downs, fee waiver, city sponsored grants, TOF, and tax abatement.

Centering equity and inclusion expectations at the outset of the development process intends to yield better outcomes for everyone involved. This tool therefore provides a community-informed framework towards ensuring new development is an integral piece of progress for those who have historically been excluded from decision-making processes, suffered disparities in health and wealth, and given few to no opportunities.

II. Framework Purpose

This Equity Development Framework is an actionable process of assessing private development projects through the lens of the Opportunity Site Master Plan Principles, and practices of equitable development and environmental justice.

This framework is intended to be used primarily by city staff for evaluating a proposed development project within the Opportunity Site, during the design process. However, it is expected that the Framework is a collaborative and iterative process with prospective developers. It should be expressed to prospective developers that the equity framework will be used to assess development projects.

The Equity Development Framework is to be included for City consideration with development applications in the Opportunity Site.



III. Private Development Expectations

To ensure new development furthers the City and Master Plan vision of the Opportunity Site, all development is expected to adhere to the following expectations:

- **Land Use:** Land use in the Opportunity Site is primarily guided as Transit Oriented Development (TOD). The TOD district supports opportunities for transit-supportive and transit-oriented development, development patterns that supports walking, biking, and vibrant pedestrian activity.
- **Open Spaces:** Open spaces in the Opportunity Site contribute to and integrate with a systems-approach of the public realm, streets, trails, plazas, parks, and pedestrian areas. These spaces must be inclusive, and promote healthy living, gathering, social gathering, and environmental responsibility. New private spaces must connect to the larger system, while creating an “inside out” community that allows for year-round outdoor usage.
- **Access and Connectivity:** Access and Connectivity within the Opportunity Site contributes to a multimodal transportation system, is well connected to the region, and reduces the need to own a car by providing safe, affordable, convenient, and accessible options. Development shall prioritize pedestrians by supporting a safe and comfortable environment to walk and bike.

IV. Opportunity Site Goals for Equity & Inclusion

To ensure new development furthers City and Master Plan goals of equity and inclusion in the Opportunity Site, all development is expected to adhere to the following expectations and values. These values form the basis and organization of the framework.

- **Livability:** Livability is a combination of acknowledging the past and present harms, while working to create a better future for all. The intersection between livability and development can become the bedrock for restorative, regenerative, and healthy outcomes of historically marginalized people; promotes inclusion and belonging; and places intention and focus on the community through history, power and wellness.
- **Community Power and Engagement:** Equitable engagement and power come from practices where those community members most affected, connect with and co-create the planning and design outcomes. Community members should include BIPOC communities along with immigrants, low-wealth people, renters, families, those with disabilities, senior citizens, and other historically marginalized communities.
- **Economic and Land Use:** Equitable economic development must include and prioritize opportunities like local investment, ownership, and access to quality jobs, to drive long-term, community wealth building. Upward mobility and economic justice helps economic resiliency and strength of marginalized communities and businesses through a stronger economy at the local and neighborhood levels.
- **Housing:** Affordable, quality, and stable housing is a fundamental element of just and sustainable housing practices. When people have the housing they need, they can better make important choices regarding food, health and wellbeing, childcare, and education without sacrificing livability or quality of life.



- **Transportation:** Physical connections to the greater community through a diversity of modal options are important to provide residents options to navigate across the neighborhood. As such, all development should be oriented to all forms of movement, including public transit, walking, bicycling, and micromobility.
- **Environment:** Equitable environmental practices must include protecting and supporting the land, water, and air. Environmental justice and community health must be a priority of new development, with the goal to promote, sustain, and regenerate the health, wellbeing, and thriving of people and places.

V. Using the Framework Card

Step #1: Fill out the Project information page. Then turn to page 5.

Step #2: Customize each Equitable Development Category's categories according to the project, as not all criteria may apply. Tailor this Framework to be relevant to your specific purpose(s) and location within the Opportunity Site. Feel free to take notes in empty spaces and add, change, or put NA (not applicable) that do not apply to the project.

Framework assessment criteria is separated into "Process" and "Outcome" steps.

Step #3: Use the "Glossary" section to clear up any questions of content or definition.

Step #4: Hold conversations with your group around each category, and include notes for comments or recommendations for each applicable category to inform design or project outcome revisions. It is expected that this Framework tool may be completed iteratively, and multiple times prior to a development application submission.

Step #5: Upon final completion of this Framework, City staff will include the completed framework with their formal staff report for a development application. While there is no specific "threshold" of Framework completion, City Planning Commission and Council will consider Framework comments as they consider a development application.



Project Information Section

Project Name _____

Location of Project _____

Lead or Primary Developer _____

Developer Contact Information _____

Other Key Stakeholders _____

Brief Description of the Project _____

Public Investments (committed and/or anticipated)

Developer/applicant anticipated community benefits

Comments Summary

- Summarize key comments and recommendations from each applicable section used below

Category	Summary of Comments & Recommendations
Livability	
Community Power & Engagement	
Economic & Land Use	
Housing	
Transportation	
Environment	



EQUITY DEVELOPMENT FRAMEWORK

LIVABILITY	
Process Considerations	Outcome Considerations
<p>The project has taken proactive steps with community leaders to understand local histories, and cultural and environmental assets of the area to repair, honor, and integrate these legacies with an anti-displacement lens into the project and development process.</p>	<p>The developer is committed to co-creating a set of mutual agreements at the start of the project and has committed to accountability measures and long-term neighborhood relationship building beyond the design and construction of the project to address any negative outcomes and embrace community ideas.</p>
<p>Applicable (circle one): Y N N/A Comments & Recommendations</p>	<p>Applicable (circle one): Y N N/A Comments & Recommendations</p>
<p>Building from history gained from community and research, the developer has worked with community leaders and government agencies to understand the current demographics, languages, natural and human assets, and other key features of the project area to ensure development enhances the valued attributes of the area and aligns with the vision of historically and systemically marginalized people most impacted by the project.</p>	<p>The project design integrates physical or programmatic elements that enhance networks of community care and encourage social interaction and belonging by creating or restoring spaces for residents to connect, heal and build power with each other.</p>
<p>Applicable (circle one): Y N N/A Comments & Recommendations</p>	<p>Applicable (circle one): Y N N/A Comments & Recommendations</p>
<p>The project design seeks to establish or enhance welcoming and inclusive community access to green spaces and public gathering areas to enhance the physical, emotional, and spiritual wellbeing of current residents.</p>	<p>The project considers opportunities for community ownership of material and natural assets, including housing and retail units.</p>
<p>Applicable (circle one): Y N N/A Comments & Recommendations</p>	<p>Applicable (circle one): Y N N/A Comments & Recommendations</p>



Community Power and Engagement	
Process Considerations	Outcome Considerations
The developer involves local historically and systemically marginalized community members during the ideation phase of and throughout the planning and implementation processes to establish and ensure priorities and criteria guide the project.	Project design promotes social connectedness for a stronger community- social connections, education, health, arts, culture, and safety.
Applicable (circle one): Y N N/A Comments & Recommendations	Applicable (circle one): Y N N/A Comments & Recommendations
The developer is working with the community to identify potential negative impacts and the planning process and project is actively oriented to avoid or mitigate those potential harms before the project is finalized or construction begins.	Development connects to, highlights, and respects community characteristics, local history, points of interest, and key features.
Applicable (circle one): Y N N/A Comments & Recommendations	Applicable (circle one): Y N N/A Comments & Recommendations
Project information, materials, and meetings are communicated and available in real time in multiple formats, presentation styles, and languages that are representative of the impacted community.	
Applicable (circle one): Y N N/A Comments & Recommendations	



Economic and Land Use	
Process Considerations	Outcome Considerations
Local community is given preference when hiring consultants, contractors, and developers for project.	New capital or investment opportunities are created to promote small business development, arts/cultural-based businesses, and entrepreneurial opportunities, especially BIPOC-, immigrant-, or women-owned businesses. Lease agreements give priority to neighborhood business opportunities.
Applicable (circle one): Y N N/A Comments & Recommendations	Applicable (circle one): Y N N/A Comments & Recommendations
The project will ensure that there is a community-supported plan to maintain neighborhood affordability and avoid cultural and physical displacement.	Design contributes to distinct identities of local cultural heritage through the presence, preservation, or addition of architectural assets, utilizing principles of Universal Design where able and appropriate.
Applicable (circle one): Y N N/A Comments & Recommendations	Applicable (circle one): Y N N/A Comments & Recommendations
The project involves or supports a diverse range of businesses and enterprises owned by people of color to sustain a strong economic base and provide job opportunities for the community. Economic impacts are data-driven, and show anticipated positive economic outcomes driven catalyzed by the project.	Project uses local workforce/education programs to connect residents to long term employment within the project and any business, organization, or property management company occupying the final development.
Applicable (circle one): Y N N/A Comments & Recommendations	Applicable (circle one): Y N N/A Comments & Recommendations



Housing	
Process Considerations	Outcome Considerations
The project positively reflects local housing needs as outlined in the Opportunity Site Housing Policy.	Project increases the number of affordable units to people at 30% - 50% of Area Median Income.
Applicable (circle one): Y N N/A Comments & Recommendations	Applicable (circle one): Y N N/A Comments & Recommendations
Developer commits to make units attainable via reasonable screening criteria and security deposits, and does not discriminate based on a resident's source of income.	Project supports a range of household types or life stages that are dignified, safe, and designed with durable materials. All new or renovated housing is built or retrofitted with energy efficiency to reduce utility bills for the residents, and is free from environmental hazards.
Applicable (circle one): Y N N/A Comments & Recommendations	Applicable (circle one): Y N N/A Comments & Recommendations
Developer commits to respectful and relational management practices that create safety from landlord harassment, including advance notice and right to cure for any resident facing eviction, and a stated just cause for the non renewal of any lease.	Housing is located near amenities (health and social services, transportation, education, and quality job opportunities) that promote walkability, livability, and community.
Applicable (circle one): Y N N/A Comments & Recommendations	Applicable (circle one): Y N N/A Comments & Recommendations



Transportation	
Process Considerations	Outcome Considerations
<p>Development minimizes car-oriented design by providing and increasing safe, attractive, and convenient access for pedestrian, bicycle, transit, and car sharing systems.</p>	<p>Presence of GPS, other wayfinding systems, and mapping information for pedestrians, bicyclists, and transit users is provided. Transit information must be available in the predominant languages used in Brooklyn Center, with multi-language signage.</p>
<p>Applicable (circle one): Y N N/A Comments & Recommendations</p>	<p>Applicable (circle one): Y N N/A Comments & Recommendations</p>
<p>Surface parking is limited, and all parking facilities accommodate bicycle daily use and secure storage and do not limit access of pedestrians.</p>	<p>The project supports public realm and streetscape quality by including features such as shade trees, trash cans, places to sit, and pedestrian-scale lighting.</p>
<p>Applicable (circle one): Y N N/A Comments & Recommendations</p>	<p>Applicable (circle one): Y N N/A Comments & Recommendations</p>
<p>When located adjacent transit stops, clear and safe connections to transit is provided.</p>	<p>Building frontage design contributes to a safe, accessible and welcoming neighborhood streetscape by adding green spaces and public art, including public art created by local community artists.</p>
<p>Applicable (circle one): Y N N/A Comments & Recommendations</p>	<p>Applicable (circle one): Y N N/A Comments & Recommendations</p>



Environment	
Process Considerations	Outcome Considerations
Developer demonstrates an understanding of environmental justice and knows the local historical impact of environmental racism and takes direction from historically and systemically marginalized people to ensure a new legacy of environmental sustainability, economic prosperity and social vitality.	Both new development and repairs and improvements of existing structures use environmentally responsible, resource- and energy-efficient materials that support the health of the environment, local economy and the project’s occupants and users. In addition to using environmentally-friendly and energy-efficient materials, both new buildings and buildings identified for renovation meets or exceeds Minnesota’s Sustainable Building 2030 Standards to measure and track energy and water consumption.
Applicable (circle one): Y N N/A Comments & Recommendations	Applicable (circle one): Y N N/A Comments & Recommendations
Development promotes or maintains access to public green space with clear and safe physical and/or visual connections.	Development not only remediates past pollution and meets environmental standards on clean air, water and soil, but actively restores and improves environmental systems and habitats in the project area. The project landscaping uses native plants and grasses, while removing and/or discouraging invasive plant species, utilizing integrated, visible stormwater BMPs where possible.
Applicable (circle one): Y N N/A Comments & Recommendations	Applicable (circle one): Y N N/A Comments & Recommendations
Development is aligned with state, regional, and local climate resiliency goals and takes measures to reduce adverse climate impacts. The project creates opportunities for green industry to thrive in Brooklyn Center.	Building and public space design reflects distinct identities of local cultural heritage through the presence, preservation, or addition of architectural assets.
Applicable (circle one): Y N N/A Comments & Recommendations	Applicable (circle one): Y N N/A Comments & Recommendations

VI. Glossary and Resources



- links to city resources and dev app forms
- Opp site links

Terms

- Affordable
 - Affordable housing is defined as when a household spends 30% or less of its monthly income on housing costs.
- Area Median Income (AMI)
 - The median income for a specific area, which means that half of the people there earn above that, and half earn below. Income categories included: Extremely low income = 30% AMI; Very-low income = 50% AMI; Low-income = 60% AMI; and moderate income = 80% AMI
- Accessibility
 - In Minnesota, at least 5% of rental units that are Type A must be accessible per ANSI A117.1 Section 1003 of the 2020 Minnesota Accessibility Code.
- Community Members
 - Includes community-based organizations, neighborhoods, and cultural groups.
- Community Engagement
 - Community engagement involves residents or stakeholders, especially those who are excluded and isolated, in collective action to create a healthy community. Impacts of effective community engagement may include community healing, reclaiming a healthy identity, reconnecting with culture and spirituality, building relationships, and embracing individual and collective power.
- Community Wealth Building
 - Community wealth building aims at improving the ability of communities and individuals to increase asset ownership, anchor jobs locally, expand the provision of public services, and ensure local economic stability.
- Community Power
 - True decision-making power is given to communities that live, work, or have cultural connections to the land in the areas that will be impacted by the project.
- Cultural Heritage
 - An expression of the ways of living developed by a community and passed on from generation to generation, including customs, practices, places, objects, artistic expressions and values. Cultural Heritage is often expressed as either Intangible or Tangible Cultural Heritage.
- Displacement
 - Developers, banks, and government start to re-invest in disinvested neighborhoods, new and different businesses open, and higher income households move in. Current lower income residents can no longer afford housing and/or lose businesses and cultural resources that were important to the character and social networks of their communities.
- Economic Justice



- Encompasses the moral principles which guide us in designing our economic institutions. To free each person to engage creatively in the unlimited work beyond economics, that of the mind and the spirit.
- Environmental Impact
 - Possible adverse effects caused by a development, industrial, or infrastructural project or by the release of a substance in the environment.
- Environmental Justice
 - Environmental justice is the fair treatment and meaningful involvement of all people, regardless of race, color, national origin, or income, with respect to the development, implementation, and enforcement of environmental laws, regulations, and policies.
- Equity
 - Just and fair inclusion where all can participate and prosper.
- Equitable Development
 - Happens when low-income communities and communities of color participate in and benefit from investments that shape their neighborhoods and regions, creating healthy, vibrant communities of opportunity.
- Green Industry
 - Green industry does not harm the environment and provides products or services related to renewable energy, increased energy efficiency, clean transportation and fuels, agriculture and natural (water) resource conservation, and pollution prevention or environmental cleanup.
- BIPOC
 - Black, Indigenous, and people of color.
- Living Wage
 - The amount of income needed to provide a decent standard of living. It should pay for the cost of living in any location.
- Livability
 - The sum of the factors that add up to an individual, family, and/or community's quality of life - including the built and natural environments; economic prosperity; social stability; equity and capital; educational opportunity; and cultural, entertainment and recreation possibilities.
- Public Sector
 - Government-controlled organizations, infrastructure, services, and efforts.
- Private Sector
 - Organizations, services, and efforts owned, controlled, or managed by private individuals or enterprises.
- Restorative
 - Restorative development explicitly acknowledges and seeks to repair the harms of structural racism through projects that proactively redirect power and benefits to historically and systemically marginalized communities to heal on their own terms and define their own futures.
- Regenerative



- Regenerative development intentionally seeds processes and practices that create health, wealth and community power in ways that are renewed, cultivated and sustained over time.
- Transit-Oriented Development (TOD)
 - Transit-oriented development creates compact, mixed-use communities near transit where people enjoy easy access to jobs and services.
- Universal Design
 - Universal design is the design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design.
- Upward Mobility
 - The capacity or facility for rising to a higher social or economic position.

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