



ALATUS / BROOKLYN CENTER DEVELOPMENT GUIDELINES

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OVERVIEW

The former Brookdale Ford and Brookdale Square sites at Bass Lake Road and Shingle Creek are two key properties within a larger 81-acre area known as the Opportunity Site. This area has long been a key opportunity for the City of Brooklyn Center. The size of the site, central location, and easy freeway and trail access offers great potential in two important ways:

- 1.) To create a downtown center and signature destination that offers green space, is well maintained, and has appropriate amenities that will drive our future economic growth, and
- 2.) Serves the entire community that calls Brooklyn Center home, which is diverse, evolving, and entrepreneurial.

Previous studies and assessments (2002 Calthorpe Study, 2006 Damon Farber Associates' Master Plan, and the 2030 Comprehensive Plan Update) all point to the great potential of the site as a mixed use, walkable town center. Yet the vision has not been realized due to the fiscal challenges of site assembly and struggling market conditions during the Great Recession. In response, the City of Brooklyn Center's Economic Development Authority (EDA) began proactively acquiring property within the Opportunity Site in 2008. This includes the former Brookdale Ford site and former Brookdale Square site, as well as two other smaller parcels. In total the EDA has acquired approximately 35 acres of the total redevelopment area. In March 2018 the EDA entered into an agreement with Alatus, LLC to master develop the site.



Above: Existing conditions on the Opportunity Site.

As master developer for the Brookdale sites, Alatus is committed to building elements that will benefit the community. To achieve that goal they have partnered with the City of Brooklyn Center and LISC's Corridor Development Initiative to listen to and engage the community through a series of public workshops. These recommendations will inform Alatus and the City of Brooklyn Center as they refine their concepts for the site. The input gathered will also inform other development sites throughout the City of Brooklyn Center as they unfold.

In addition, the City is working with consultants Bolton & Menk, Cuningham Group, and KimbleCo to update the 2006 Master Plan and complete an implementation strategy in cooperation with Alatus.



Demographic Update: **WHO IS BROOKLYN CENTER TODAY?**

Highlights of current Brooklyn Center demographic, economic, and housing stats include:

- Nearly 60% of Brooklyn Center residents are people of color or non-white
- Unlike the broader metro region, which is aging, Brooklyn Center's population grew younger between 2000 and 2010 (Median age is 32.8), and 40% of the households have children
- Brooklyn Center's median household income was \$44,855 in 2015
- Brooklyn Center residents use transit at higher rates, and over 19% of residents are below the poverty level (\$24,563 for a family of four in 2016)
- 21% of residents were born outside of the United States (highest percentage of foreign born residents in the Metro Area)
- Of the 11,603 housing units in Brooklyn Center, 37% are rental units (single family and multifamily residential)
- 71% of housing units are single-family, and 29% are multifamily (most of which was constructed in the 60s and 70s)
- 2019 median home values for Brooklyn Center are \$198,000
- Average monthly rent in Brooklyn Center is \$981 (2017)
- 93% of housing units are considered affordable, largely due to their age and condition. Only 5% of housing is publicly subsidized for long-term affordability
- Housing stock is fairly homogenous which results in lack of choice (e.g. most are less than 1,500 SF)
- The Metropolitan Council projects a demand of 2,258 new housing units in Brooklyn Center by 2040.



DEVELOPMENT GUIDELINE RECOMMENDATIONS

Four guiding principles emerged from the community workshops that reinforce a sense of community pride in Brooklyn Center:

- **Embrace the growing diversity of the community**
- **Produce places that bring the community together**
- **Create a vibrant and distinctive destination for the community and the region**
- **Consider sustainability in the design of the development (Emergy)**

These principles are incorporated into these areas of investment:

I. Economic Vitality

- A. The growing diversity of the community is a strength that should be nurtured through culturally focused businesses and ethnic cuisine, retail, and services.
- B. Consider a co-working and/or business incubator space similar to the Midtown Global Market to support local entrepreneurs and small businesses.
- C. Prioritize spaces for local businesses over national retail chains.
- D. Build an entertainment district that enhances other surrounding uses, such as Topgolf entertainment complex (e.g. sports themed).
- E. Explore options for arts related spaces, such as theater, music, movies, dance, etc. (entertainment uses that will do well in the market or fill an existing gap).
- F. Prioritize businesses that provide living wage jobs.
- G. Thrift stores and reuse centers.
- H. Cooperative food stores or grocery stores.
- I. Create things for people to do (e.g. theaters, nightlife, restaurants, bowling, etc.).
- J. Consider a downtown main street (e.g. Excelsior and Grand in St. Louis Park).
- K. Consider a campus for health related businesses and services.
- L. Event center with lodging that is youth friendly/sports complex.
- M. Regional destination for entertainment.
- N. Consider a corporate campus or prestigious office space.
- O. Embrace a green footprint and green economy (e.g. solar, green energy)



Above: Existing land-uses near the Opportunity Site.

II. Housing

- A. Increase the opportunity for people to live and work in the area.
- B. Include housing options that support a range of household incomes and sizes, and are accessible
- C. Consider live/work space.
- D. Provide a mix of ownership and rental housing options.
- E. Include higher-end rental housing products geared to young urban professionals (potential to be future long term residents).
- F. Promote quality craftsmanship and design that enlists unique architectural styles and sustainable and recyclable materials.
- G. Consider affordable and market rate senior and accessible housing.
- H. Work to ensure well-managed and maintained multifamily housing.
- I. Consider townhomes or condominiums for affordable homeownership options.
- J. Greater housing density should be encouraged on the site
- K. Proactively address the concerns over gentrification by anticipating and planning to prevent it.
- L. Address housing for veterans and homeless.



Above: Existing transit & landscaping near the Opportunity Site.

III. Public Spaces and Connections

- A. Consider spaces for youth and young families, such as community centers.
- B. Create a multicultural center that could be used for events, classes and training, celebrations, and other activities.
- C. Consider education-focused elements (i.e. trade schools, higher education, schools, daycares, etc.)
- D. A downtown center that serves as a center of gravity for the City of Brooklyn Center.
- E. Gathering places with outdoor seating, places for children and family reunions, open air market, and multi-purpose area.
- F. Connect trail systems to encourage multi-modal access (including pedestrians, bikes, mechanized vehicles, etc.) and create a flow to the district.
- G. Utilize landscaping and streetscape amenities to create stronger pedestrian and bike district.
- H. Civic center (e.g. recreation center, fun zone, skate-park, bowling alley, etc.).
- I. Improve transit areas to safer, pedestrian friendly, and desirable to use.
- J. Add green space, landscaping, or pocket parks to soften the built environment.
- K. Consider a hotel and indoor aquatic park for children and families.
- L. Create a botanical garden as a way of generating revenue for green space.
- M. A dog park.

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