



Economic Development Division 2005 Year-End Summary

The year 2005 was filled with an aggressive schedule of gold shovel ground breakings and ceremonious grand opening events. The celebrations varied; from the ground breaking of the Beard mixed-use development and the Town Center retail complex, to the grand opening of the Brunswick Zone regional entertainment venue and the build out of the Duke Crosstown North Business Park. But perhaps most monumental was Target's announcement of the expansion of their Northern Corporate Campus.



This report highlights these and other 2005 accomplishments that contributed to the continuing transformation of Brooklyn Park's economic environment.

Village Creek

Brunswick Zone- The Brunswick Corporation's 60,000 square foot "Zone" entertainment center at Village Creek opened in October 2005. The new Brunswick Zone, located at Brooklyn Boulevard and Unity Avenue, features laser tag, an arcade, league and open bowling, billiards, meeting/party rooms and casual dining. Brunswick's new facility occupies the property on which the Village North Shopping Center and former Marquette Bank building once stood. This new family entertainment center brings a new destination spot to the Village Creek Redevelopment Area.



The Beard Group and Ryland Homes- The Beard Group, in partnership with Ryland homes, began construction on Village Creek's primary mixed-use development. The twenty-seven acre project includes two four-story condominium buildings with retail on the first level, a two-story, free-standing building at the intersection of Brooklyn Boulevard and Zane planned for offices, restaurants and shops, 157 for-sale townhouses, and a central park amenity along Shingle Creek.

Town Gardens- Since taking over the Town Gardens development, Ryland Homes has built over 95 new row townhouses and single family homes. All phases of this development are currently under construction and proceeding at a rapid pace.



Reconstruction of Zane Avenue- Zane Avenue improvements were substantially completed in 2005.

The most recent improvements are from Brooklyn Boulevard south to 73rd Avenue and include widening of the roadway, turn lanes, new landscaping, culvert replacement at Shingle Creek and additional streetscape features. Installation of light and banner poles will be completed in 2006.



Shingle Creek Improvements- Shingle Creek improvements between Brooklyn Boulevard and Zane Avenue are complete.

In fall 2005 the project continued downstream to the area between Zane and Regent. These extensive improvements are creating a central park amenity within Village Creek, restoring and providing trail connections throughout the redevelopment area.



Welcome Avenue/Village Creek Parkway- In conjunction with the Shingle Creek Improvements, the EDA began construction of the Welcome Avenue extension and Village Creek Parkway. Welcome Avenue will serve as the “main street” of Village Creek and connect with the new Village Creek parkway along Shingle Creek. These two new roads will provide pedestrian and automobile access throughout the redevelopment area with streetscape features aesthetically enhancing the project.



Metropolitan Council Livable Communities Demonstration Account (LCDA) Grant- The EDA received confirmation in 2005 that the amount awarded for the 2004 round of funding was \$1,180,000. The funds will be used for construction of Welcome Avenue and Village Creek Parkway.

Acquisition of 7516 Brooklyn Boulevard- On October 10, 2005 the EDA authorized acquisition of 7516 Brooklyn Boulevard (former Burger King) as part of the Brooklyn Boulevard Commercial Revitalization Program. This program was established in 2003, directing Community Development Block Grant Funds to blighted properties along Brooklyn Boulevard. On December 21, 2005 the EDA completed acquisition of this property. Demolition of the building and redevelopment is anticipated in 2006.

Disposition of 7532 Brooklyn Boulevard- The Brooklyn Park EDA purchased 7532 Brooklyn Boulevard in 2004 as part of the Brooklyn Boulevard Commercial Revitalization Program. The EDA proceeded to demolish a vacant restaurant building located on the site. In 2005, the Smile Center entered into an agreement to purchase the property from the EDA and committed to construct a 4,800 square foot dental clinic in spring 2006.



Demolitions- The former Village North Lanes building was demolished in October 2005 to make way for the Beard Group and Ryland Homes mixed use development. Construction of new townhouses on this site has begun.

Business Retention, Expansion, and Recruitment Activities

Target current growth- Construction began on a 250,000 square foot building at the existing Target Corporation northern campus. The building will be occupied mid-2006 with another 500 employees, bringing the total at the campus to about 1,500.



Target proposed expansion- Target Corporation announced plans to significantly expand its Brooklyn Park campus, a project that will add parks, housing, hotels, office buildings and entertainment venues in Brooklyn Park. In November, the Brooklyn Park Economic Development Authority unanimously voted to begin talks with the retailer.

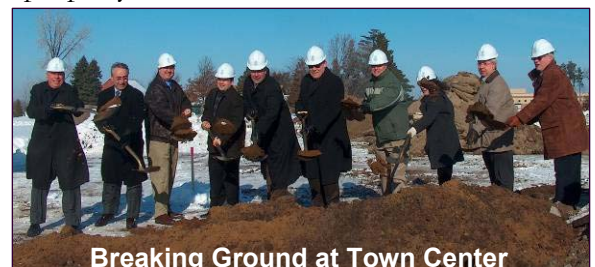
Target's project when complete in 10 to 15 years will add:

- Up to 8 million square feet of office space- half for Target and the rest for other companies;
- Up to 15,000 new office workers;
- Up to 2 million square feet of retail space, including a Super Target;
- Two or more hotels; and,
- Up to 3,000 new homes.

Target has indicated that 600,000 square feet in "short-term office expansion" will be built by 2010, and another 300,000 square feet of retail space would be built starting in 2009.

Target's need to accommodate future growth is driving this expansion. Target is adding 1,000 corporate employees annually. The proposal will likely provide additional incentive for the completion of Highway 610 which now ends at Highway 169 near the Target property.

Town Center- Construction is underway on the 420,000 square foot Park Place Promenade commercial retail center located in the Town Center area at Zane and Highway 610. Cub Foods anchors the project and plans to open by summer 2006, additional retail will open in mid to late summer.



Edinburgh Festival Center- Edinburgh Retail Center II, located at 8570 Edinburgh Center Drive North, opened for business. The center houses Dunn Brothers Coffee, Quizno's, Fantastic Sam's, Papa Murphy's, and Anytime Fitness.

EDAM Award- The Economic Development Association of Minnesota (EDAM) presented their 2005 “Best Business Retention/Expansion Project Award” to the City of Brooklyn Park, the Minnesota Department of Employment and Economic Development and Rep. Tim Mahoney. The award was given for the work completed to address building permit challenges with Protein Design Labs which uses patented technology in their process piping infrastructure.

Hennepin Home Health Care- Construction of a new facility was completed at 8590 Edinburgh Center Drive North. The building houses Hennepin Home Health Care’s administrative offices, and an innovative sick child care center.



GLS- Formerly General Litho Services, GLS added 38,000 square feet to their existing building and \$5 million in capital equipment to their facility at 6845 Winnetka Circle in 2005. These advancements will allow growth in printing operations and increase service offerings.

West Broadway/Brooklyn Boulevard Retail Area- Significant revitalization in the area is underway. The former Benchwarmer Bob’s site at 8078 Brooklyn Boulevard underwent major renovations and reopened in September 2005 as Mad Jack’s Sports Café. Roundy’s Supermarket, Inc. submitted plans to remodel and re-open the Rainbow Foods store at 8020 Brooklyn Boulevard. The company will remodel and refurbish the entire store to include: a pharmacy, liquor store, bank, floral shop, deli, and bakery. The store will reopen in spring 2006. Fazoli’s sold their restaurant at 8016 Brooklyn Boulevard the new owner will reopen the site as an Arby’s in spring 2006.

2901 85th Avenue North- The Economic Development Authority entered into a purchase agreement with the Rome Companies to develop the parcel of land at 2901 85th Avenue North. The EDA has owned this property for a number of years. A multiple building project will be constructed on the site, with the primary building designed for an existing Brooklyn Park company, Horwitz Mechanical, who is seeking to expand from its current facility.



Modern Manufacturing- Construction began in March 2005 at Modern Manufacturing and Engineering. Operations at the new 56,612 square foot building at 9380 Winnetka Avenue were underway by October. The company manufactures machined components for numerous types of equipment.

Rasmussen College- Rasmussen College opened the doors to eager learners in their new 28,000 square foot facility. This private business school is the third advanced learning institution in Brooklyn Park that offers a two-year degree.

Duke Realty- Duke Realty constructed a 324,000 square foot speculative distribution warehouse. The building sits on the last piece of land in Duke’s 1.3 million square foot Crosstown North Business Park. Duke also completed work on Crosstown 10, a 140,000 square foot building, in summer 2005. Stellar Technologies, Inc., a medical technology company, is the major tenant.

Goddard School- Construction began on the early childhood development center located at 93rd and Zane Avenues in late 2005. The center plans to open by spring 2006.

Holiday Station at 610- A new Holiday Station opened south of Highway 610 along West Broadway. The station is part of Ryan Company’s 610 business center.

Twin Cities Community Capital Fund- Brooklyn Park joined the TCCCF, a new non-profit business loan fund. The \$50,000 membership allows Brooklyn Park businesses to access gap financing up to \$500,000.

Brooklyn Park Development Corporation- The board of the Brooklyn Park Development Corporation expanded and improved their small business financing programs to increase participation. This new loan program allows business to partner with the bank of their choice regardless of the bank's location.

Small Business Entrepreneur Training and Financing Partnership- With the goal to assist in the success of small business in Brooklyn Park, the City established a network of new partnerships in 2005. These partnerships are with organizations that have a history of effectively training entrepreneurs and small business owners. This was accomplished in part through amending legislation to make Brooklyn Park a qualified community for accessing certain state financing tools.

Housing

Stable Neighborhoods Action Plan- SNAP- With encouragement from the Minnesota Legislature and funding support from Hennepin County, Mayor Steve Lampi led a diverse task force to identify means to create a more stable neighborhood along Zane Avenue. The existence of so many one- and two-bedroom walk-up apartments, all built in the same basic era, creates a market glut of units that do not meet the current and future needs of Brooklyn Park residents. The task force received extensive data and input from the community to identify development standards to guide efforts in the coming years. The full report is on the City's webpage.

Summer Blossom- Annually the city recognizes and rewards citizens and businesses for their attractive gardens and landscaping. Nominations were received from neighbors, contractors or the gardeners themselves. The city's seventh annual program received over twenty nominations and culminated in an awards ceremony during the August 22, 2005 Council Meeting. Each winner received an engraved Summer Blossom Paver.



Apartment Ordinance- In an agreement with apartment owners the city negotiated a new license fee for the 2006 license year. Staff continues to work with managers and owners to monitor the health of the apartment communities.

Model Rental Licensing Ordinance- After numerous requests from other cities, staff approached the League of Minnesota Cities with a request to create a model ordinance for rental licensing. Staff from Brooklyn Park and four other cities met to share experiences with ordinances. The league is in the process of creating a menu of options to serve as a model ordinance. This has decreased staff time previously used to accommodate incoming requests from other cities regarding rental licensing.



Investment Owner Seminar

Investment Owners Program- Training partnership with MHA- Staff forged a partnership with the Minnesota Multi Housing Association (MHA) creating a useful resource binder and training curriculum for owners of rental property in Brooklyn Park. With this program's success MHA plans to introduce it in other cities statewide.

Home Remodeler's Fair- This annual event is sponsored by Brooklyn Park and six other northwest suburbs. Attendance once again exceeded 2,000 people. Many in attendance took advantage of the free consultation with an architect. Inspired residents were supplied with creative solutions to home improvements, connected with contractors and provided resources to secure loans.

Real Estate Forum- The 13th annual Real Estate Forum headed to the Grand Rios to "Make a Splash" in 2005. Special guest MHFA Commissioner Tim Marx delighted the 150 plus attendees with the announcement that Brooklyn Park was selected to participate in the Performance Awards Pilot Project through MHFA.

Minnesota Housing Finance Agency Performance Award Pilot Project- MHFA choose Brooklyn Park as one of three recipients statewide of a competitive grant process to launch innovative housing initiatives. The funding is to stimulate creative models to challenges that face many cities. Brooklyn Park will use the funding to implement the recommendations of the SNAP report.

Scattered Site Acquisition and Rehabilitation- The most recent activity is in the 83rd Circle neighborhood where four units are nearing full rehabilitation. These units will provide home ownership opportunities from former blighted rental properties. Funding for this program is through a combination of EDA, Community Development Block Grants, MHFA and federal HOME grants. During rehab staff promoted home improvement loans to residents spurring investment and stabilizing housing stock in the neighborhood.

Housing Rehabilitation Partnerships- The EDA entered into agreements with the HousingResource Centers™ (HRC) and the Greater Metropolitan Housing Corporation of the Twin Cities (GMHC). These partnerships allow the city to efficiently provide a full array of housing services helping the city maintain housing stock and prevent blighted housing and neighborhoods. Services include technical rehabilitation advisory services, ownership reinvestment, and loan administration. These partners have assumed the administration of the Fix Up Fund Loan Programs, assist homeowners through the loan application and disbursement process, and help homeowners find the best program to fit their needs including collaboration with other agency programs.

