Request for Qualifications
Development of 6900 85th Avenue North, Brooklyn Park
For Affordable Housing or Mixed-Use Development
Adjacent to North Hennepin Community College

REQUESTING AGENCY:
Brooklyn Park Economic Development Authority
5200 85th Avenue North
Brooklyn Park, MN 55414

ISSUE DATE:
March 16, 2020

SUBMISSION DEADLINE:
April 13, 2020 at 5:00 pm

CONTACT:
Breanne Rothstein
763-493-8058
Breanne.Rothstein@brooklynpark.org
Overview

The Brooklyn Park Economic Development Authority (EDA) is seeking qualifications for the development of a vacant parcel of land at 6900 85th Avenue North, Brooklyn Park. The EDA and North Hennepin Community College (NHCC) are interested in an affordable or mixed income housing development that would complement activity at NHCC and are also interested in projects that incorporate small commercial (i.e. daycare facility) or office uses, if possible.

The 6.16-acre site is conveniently located in an area with a variety of housing, institutional and commercial uses at the intersection of 85th Avenue N and W Broadway, across from NHCC, adjacent to the Brooklyn Park Library and the future light rail transit station and planned arts and cultural center, called the Center for Innovation and the Arts. In cooperation with NHCC, the Brooklyn Park EDA has entered into an option to acquire the site from Minnesota State Colleges and Universities (the current owner) and is seeking qualifications from potential developers to develop 5 acres of the site. The EDA will retain approximately 1.1 acres for future municipal use (see Appendix A for Map).

The ideal developer for this project would have experience producing medium to large scale affordable or mixed income housing developments, be willing to explore innovative financing strategies and incorporate local knowledge into the project, have experience and knowledge of Brooklyn Park and/or the market of the northwest metro, and provide a housing development that is accessible to the Brooklyn Park community, especially NHCC student households.

Community Background

Brooklyn Park is a vibrant, thriving community in the Twin Cities northwest area. It is the 6th largest city in Minnesota and the 4th largest in the seven-county Twin Cities Metro Area. The population, currently estimated at around 83,000, is expected to grow to over 90,000 with 40,000 jobs by 2040. The City is proud of its diverse community, with more than half the current residents being people of color and 28 percent speaking a language other than English at home. Brooklyn Park is also home to over 1,500 businesses and continues to grow, boasting strong sectors in medical technology, high-tech manufacturing, and precision manufacturing. The proposed METRO Blue Line Extension project, traveling 13 miles northwest of downtown Minneapolis will bring five light rail stations to Brooklyn Park.

The development site is located near North Hennepin Community College, one of the largest and most diverse community colleges in Minnesota and a member of the Minnesota State Colleges and University system. The college serves more than 10,000 students drawn from across the region. NHCC has a high number of part-time students: approximately 68% of students attend classes part time. One third of the student body is over the age of 26 and one third is Pell grant eligible. NHCC does not provide on-campus housing. The college would like to see development of new housing opportunities nearby that will offer family-friendly amenities and be accessible to its diverse population who seek convenient housing they can afford.

Project Description

The project aim is to develop affordable or mixed-income housing with potential mixed use. The EDA and NHCC envision the project as providing affordable housing opportunities accessible to the existing community. Additionally, the project envisions mixed-use space and/or amenities for the community, or residents and their families, such as a daycare, grocery store, coffee shop, or other neighborhood scale use.
Project Objectives/Goals

A successful project will:

- Strengthen the vitality of the area, promoting a high-quality design that enhances neighborhood assets.
- Provide affordable housing opportunities near the NHCC campus for individuals or families.
- Include amenities for the community or residents, with a preference for amenities desired by area students such as daycare, coffee, or convenience retail (if feasible).
- Partnership with local developers and/or contractors who are familiar and understand the Brooklyn Park community.

Prior Planning

Considerable planning has already occurred for this area, including:

- North Hennepin Community College Comprehensive Facility Plan (2015) (link)
- Brooklyn Park Station Area Plan (July 2016) (link)
- Bottineau Corridor Housing Gaps Analysis (June 2018) (link)
- Center for Innovation and the Arts feasibility study and predesign (2018-2019) (link)
- Brooklyn Park 85th Ave Station Corridor Development Initiative (2018) (link to full report. Guidelines attached as Appendix B)

Minnesota State owns the approximately 6.16-acre site located at the northeast corner of 85th Avenue and College Parkway. The parcel is currently part of the NHCC campus but has been officially designated as surplus land that could potentially be sold and developed. According to NHCC’s Master Plan, the site is not ideally suited for academic program development due to its distance from the campus core and because the college has several options for alternative building sites. The college feels that development of the site could increase the supply of amenities targeted to students, such as affordable housing, daycare, or other small commercial or office.

In 2018, the City of Brooklyn Park, NHCC, and Hennepin County partnered with Twin Cities LISC to complete a Corridor Development Initiative (CDI) process. Approximately fifty community members attended the workshops, aimed at gathering input on community values and concerns, and assessing likely development scenarios. There was agreement around the potential to better serve the housing needs of the community. A panel of developers also indicated the NHCC site offers a great opportunity to strengthen a mix of housing and limited commercial space. Future development in this area should align with the CDI development guidelines generated during those workshops (Appendix B).

Other key design guidelines that emerged from previous reports include complementing and enhancing the existing character of the neighborhood, enhancing connections to maintain ease of access for multiple users, and encouraging higher density development of a mix of uses that complement transit and the surrounding areas.

Description of Site

The site is nestled in a strong community comprised of a mixture of affordable, single and smaller scale multifamily housing, a hub of institutional and commercial uses and near several exciting development proposals. It is less than a block from one of the five proposed light rail stations in Brooklyn Park, an area which is home to North Hennepin Community College, the Hennepin County Brooklyn Park Library, a mix of retail and commercial uses, and future home the Center for Innovation and the Arts (a collaborative art center project being planned between NHCC, Metropolitan State University, and the City of Brooklyn Park). The immediate area is comprised primarily of single family and small to mid-scale multifamily housing and neighborhood scale businesses. The land is currently zoned as TOD-C, which allows for a wide range of commercial and residential uses.
Potential EDA Assistance

The EDA will consider providing development assistance to support the incorporation of affordability into a desired project based on a demonstrated development gap. Examples of support might include:

- Application under new TOD zoning district, with associated flexibilities regarding bulk standards and procedural requirements
- Support of housing tax credit and housing revenue bond applications
- Support for 4D Tax status
- Direct financial assistance using the EDA’s Affordable Housing Set Aside fund
- Tax Increment Financing
- Application for, or support of state, county, and regional grants (including 2020 LCA grant)

Desired Qualifications and Scoring Criteria

A selection committee will review and rank applications in accordance with the following scoring criteria:

<table>
<thead>
<tr>
<th>SCORING CRITERIA</th>
<th>POINTS</th>
</tr>
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<tbody>
<tr>
<td>RELEVANT DEVELOPMENT EXPERIENCE</td>
<td></td>
</tr>
<tr>
<td>o Successful experience with affordable housing and/or mixed-use developments as measured by combination of portfolio and experience/knowledge of the local community</td>
<td>20</td>
</tr>
<tr>
<td>o Demonstration, in the proposed development team, to partner with local developers or professional services providers</td>
<td>10</td>
</tr>
<tr>
<td>o Demonstrated long-term commitment to the sustainability of projects through ownership and/or property management</td>
<td>5</td>
</tr>
<tr>
<td>ORGANIZATIONAL AND FINANCIAL CAPACITY</td>
<td></td>
</tr>
<tr>
<td>o Demonstrated ability to provide private capital and secure financing for a project of a similar size</td>
<td>20</td>
</tr>
<tr>
<td>o Financial and staff capacity necessary to organize and deliver a high-quality project of this type and scale, including experienced key project team members</td>
<td>15</td>
</tr>
<tr>
<td>o REPUTATION/REFERENCES</td>
<td>15</td>
</tr>
<tr>
<td>o VISION/FINANCIAL PROPOSAL</td>
<td>15</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
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</table>

Submission Requirements

The qualifications must include the information below. The EDA reserves the right to seek clarification of responses and waive minor irregularities and informalities.

- Developer name, contact information, and partners
- Ownership information including:
  - Name of owners/officers
  - Number of years in operation
  - Scope of business (development, design, property management, consulting, etc.)
  - Location of primary and subsidiary offices
- Key project members’ information, including:
  - Names and contact information
  - Qualifications, experience and references of key team members
- Submittal of at least two example sources/uses sheet and capital stack demonstrating ability to provide financing and utilize a variety of financing strategies
- Description of projects in the past 5 years, including:
  - Location and approximate size
  - Cost and financing overview (include if there was any public involvement)
  - Any local or community partnerships and/or engagement in the development process
  - Contact info for local community reference from each project example
- A brief narrative of initial ideas for this development, including unique challenges or creative approaches to fulfilling the project objectives, and proposed funding sources
- Timeline for development, considering pursued funding sources

Please email a PDF with the above information by 5 pm on April 13, 2020, to Breanne Rothstein, Economic Development and Housing Director, breanne.rothstein@brooklynpark.org Qualifications should be limited to 10 pages or less. Questions may also be directed to Breanne at (763) 493-8058 or via email.

**Selection and Approval Process**

Qualifications will be reviewed by a committee made up of EDA and NHCC staff based on the criteria above. Staff may follow up with questions, clarifications or interview requests before selecting a preferred developer for the site. EDA and NHCC staff will then work with the developer in coordination with Brooklyn Park EDA to develop a more complete project scope and financing options.

**Preliminary Project Schedule (subject to change)**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>DATE</th>
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<tbody>
<tr>
<td>RFQ posted</td>
<td>March 16, 2020</td>
</tr>
<tr>
<td>Pre-application meeting conference call (instructions to follow)</td>
<td>March 23, 2020</td>
</tr>
<tr>
<td>Question period deadline</td>
<td>April 1, 2020</td>
</tr>
<tr>
<td>Response to questions provided</td>
<td>April 3, 2020</td>
</tr>
<tr>
<td>Application Due date</td>
<td>April 13, 2020</td>
</tr>
<tr>
<td>Developer interviews</td>
<td>May 6, 2020</td>
</tr>
<tr>
<td>Developer selection/Contracting</td>
<td>May 11, 2020</td>
</tr>
</tbody>
</table>

**APPENDIXES**

A. LOCATION MAP
B. CORRIDOR DEVELOPMENT INITIATIVE DEVELOPMENT GUIDELINES
C. TOD-C ZONING DISTRICT
North Hennepin Community College Property
6900 85th Ave. N.

APPENDIX A. LOCATION MAP

Spring 2018 Air Photo.

Map Date February 10, 2020
OVERVIEW

The Blue Line LRT Extension / Bottineau corridor offers a unique opportunity to leverage new investment that would further enhance the cities and areas surrounding the transit stations. Of the five Bottineau LRT corridor stations that will be located in Brooklyn Park, the 85th Avenue Station is one of the most exciting.

Nestled in a strong community comprised of a mixture of affordable, single and smaller scale multifamily housing, and a hub of institutional and commercial uses that, paired with light rail transit, which create the building blocks of dynamic suburban destination. Home to the:

- North Hennepin Community College,
- Brooklyn Park Library (Hennepin County),
- a mix of retail and commercial uses, and
- future home to a new performing and fine arts education center (a collaborative project with North Hennepin Community College, Metro State, Osseo School District, the City of Brooklyn Park, and Hennepin County)

The broader community will benefit by adhering to a cohesive vision which makes the sum greater than the parts. Residents in the area will have greater access to services and supports, and visitors to the college, library, arts center and surrounding retail will fuel its vitality.
Considerable planning has already occurred for the Bottineau LRT corridor, including:
- Brooklyn Park Station Area Plan (July 2016)
- Bottineau Corridor Housing Gaps Analysis, Bottineau Community Works (June 2018)
- North Hennepin Community College Master Facility Plan
- Performing and fine arts education center feasibility study (to be complete in Q3 2018)

All of these studies offer valuable insight into the opportunities surrounding the full corridor, and the 85th Avenue Station area in particular.

With the advent of the light-rail transit investment, the City of Brooklyn Park, North Hennepin Community College, and Hennepin County partnered with Twin Cities LISC / Corridor Development Initiative to lead a series of community workshops to explore development options and scenarios to enhance the 85th Avenue Light Rail Transit (LRT) Station Area, and to explore the potential for a more transit-oriented and walkable area. These development objectives are the result of the community workshops, and serve to inform the future development of the 85th Avenue LRT Station sites.
CITY GOALS
The City of Brooklyn Park, through its BP 2025 Plan, aspires to the following goals:
1: A united and welcoming community, strengthened by our diversity
2: Beautiful spaces and quality infrastructure make Brooklyn Park a unique destination
3: A balanced economic environment that empowers businesses and people to thrive
4: People of all ages have what they need to feel healthy and safe
5: Partnerships that increase racial and economic equity empower residents and neighborhoods to prosper
6: Effective and engaging government recognized as a leader
DEVELOPMENT GUIDELINES: 85TH AVE LRT STATION AREA

As a future station area along the Bottineau Light Rail Transit corridor, the 85th Avenue station area has already seen recent investment through the creation of the new Hennepin County regional library (Brooklyn Park Library). North Hennepin Community College also serves as an anchor institution and draws students from across the region. The immediate area is comprised of single family, and small to mid-scale multifamily housing (some of which was recently built and much of which is naturally occurring affordable housing), and neighborhood scale businesses. The opportunity is great to explore how transit-oriented development could further enhance the area by addressing accessibility, livability, and strengthening the pedestrian environment.

The potential of the proposed arts center is another lens to guide the future of the area. The presence of the performing and fine arts education center may attract a variety of creative uses, and visitors seeking activities pre or post performances.

It is important that the area maintain its neighborhood character and sense of place. This can be accomplished by enhancing the pedestrian flow of the area, attracting smaller scale retail and services, and utilizing public art or green space to make it memorable. There is a desire to ensure effective traffic flow, and access to parking and retail services, given the auto-centric nature of the suburban location.

Note: It will be necessary for developers to work with the community to address potential negative impacts during LRT construction and post construction changes to access and design, and to prevent displacement.

Two sites were explored through this process:
Site A (6.16 acres) is northeast of the 85th Avenue transit station, and situated near the Brooklyn Park Library and proposed arts center, just east of College Parkway. The site is owned by North Hennepin Community College, who has identified the need for affordable housing and child care services to accommodate the students that attend the college.

Site B (5.15 acres) is located at just west of the 85th Avenue LRT station, the southwest corner of the 85th Avenue and West Broadway intersection. The site is currently a commercial strip mall serving a number of small businesses, a child care/Montessori school, and a church. Currently owned by Fidelity Insurance.

These two sites near the 85th Avenue LRT Station offer an immediate important opportunity to capitalize on the transit amenity, strengthening multi-modal access and mix of housing options and commercial services.
RECOMMENDATIONS FOR THE OPPORTUNITY SITES A AND B

GOAL 1: Build on What’s There - enhance neighborhood assets and educational institutions

A. Promote high-quality design, working to blend with existing / surrounding buildings architectural styles.
B. Higher density (4 – 5 story building) situated close to 85th Avenue, and step down density as it approaches single family homes and fourplexes.
C. Provide for a range of housing types and affordability.
D. Enhance the intergenerational opportunities in the community.
E. Strengthen the vitality of the area through increased density and mixed commercial and residential uses, with street level retail at the 85th Ave and West Broadway node.
F. Encourage businesses that fit into and serve the needs of the community and anchoring institutions (North Hennepin Community College, the proposed art center, Brooklyn Park Library).
G. The diversity of the community is a strength that should be nurtured through culturally focused businesses and ethnic cuisine.
H. Maximize the site to take advantage of the projected growth and programs of North Hennepin Community College (applied learning).
I. Anticipate the Performing Art Center population with complementary uses – foster other creative uses that inspire life-long learning and artistic development.
J. Incorporate open space or a plaza to connect the arts center to neighboring development.
K. Add green space, landscaping, or pocket parks to soften the built environment.
L. Consider use of these guidelines to support more cohesive future development along the corridor.

GOAL 2: Enhance connections to maintain ease of access and safety for multiple users including pedestrians / transit users, bikes and automobiles

A. Pedestrian and bike ease is key to creating a flow to the district.
B. Improve crosswalks across West Broadway and 85th Avenue to improve pedestrian and bike circulation through the district (e.g. “complete street” design to accommodate multi-modal uses near the transit station).
C. Utilize landscaping and streetscape amenities to create stronger pedestrian and bike district.
D. Reduce traffic impact of streets in the immediate area, including Candlewood.
E. Encourage well designed surface parking lots, and consider underground parking to increase green space.
F. Ensure safety for library users, especially children, seniors, and differently abled people.
GOAL 3: Encourage higher density development of a mix of uses that complement transit and the surrounding uses

Support was expressed for:

A. Mixed-income and mixed-use development near the LRT station area.
B. Child care center and affordable housing provided in proximity to NHCC that serves young working families.
C. Residential and retail services that complement and accommodate local residents and students attending North Hennepin Community College (NHCC).
D. Provide retail space that serves a variety of business types (small, medium and larger spaces).
E. Consider a business incubator space similar to the Midtown Global Market to support local entrepreneurs and small businesses.
F. Locally owned businesses and strengthening opportunities for residents to live and work in the area.
G. Focus on retention of existing businesses.
H. Maintain or increase walkable destinations that strengthen access to local services (at or near site B).
I. Transit oriented affordable senior rental housing.
J. Health and dental services.
K. Art related spaces to complement the performing and fine arts education center.

FOR MORE INFORMATION, CONTACT:
Jennifer Jordan
City of Brooklyn Park
(763)493-8137
jennifer.jordan@brooklynpark.org
§152.606 “TOD-C” TRANSIT ORIENTED DEVELOPMENT CENTER DISTRICT

(A) **Standards.** All parcels in TOD-C must meet the standards of Table 5 below.

**Table 5.** TOD-C Building and Site Standards

<table>
<thead>
<tr>
<th></th>
<th>BUILDING SETBACKS</th>
<th>PARKING AND STORAGE SETBACKS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a. Front street</td>
<td>Front street</td>
</tr>
<tr>
<td></td>
<td>b. Side street</td>
<td>Side street</td>
</tr>
<tr>
<td></td>
<td>c. Side property line</td>
<td>Side property line</td>
</tr>
<tr>
<td></td>
<td>d. Rear property line</td>
<td>Rear property line</td>
</tr>
</tbody>
</table>

**MINIMUM FRONTAGE BUILDOUT**

<table>
<thead>
<tr>
<th></th>
<th>Lot coverage by buildings</th>
<th>100% max.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front street</td>
<td>80% min.</td>
<td></td>
</tr>
<tr>
<td>Side street</td>
<td>50 ft. min. from front street</td>
<td>200 ft. max.</td>
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</tbody>
</table>

**MINIMUM GLAZING**

<table>
<thead>
<tr>
<th></th>
<th>Shopfront</th>
<th>Common entry</th>
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</thead>
<tbody>
<tr>
<td>Front street</td>
<td>60% min.</td>
<td></td>
</tr>
<tr>
<td>Side street</td>
<td>30% min.</td>
<td></td>
</tr>
<tr>
<td>Upper floors</td>
<td>15% min.</td>
<td></td>
</tr>
</tbody>
</table>

**FAÇADE TYPES**

<table>
<thead>
<tr>
<th></th>
<th>Forecourt</th>
<th>Stoop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front street</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Side street</td>
<td></td>
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</tbody>
</table>

**APPENDIX C. TOD-C ZONING DISTRICT**
Table 5. TOD-C Building and Site Standards, continued

**BUILDING HEIGHT**

<table>
<thead>
<tr>
<th>Height Description</th>
<th>Restriction</th>
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<tbody>
<tr>
<td>6 stories max.</td>
<td>Building height of 8 stories is available with a Conditional Use Permit upon initiation of construction of the METRO station. Building height may not exceed one story more than an adjacent single-family district within 50 ft. of residential parcels.</td>
</tr>
<tr>
<td>Parking structure height</td>
<td>1 story less than building</td>
</tr>
</tbody>
</table>

**USES**

<table>
<thead>
<tr>
<th>RESIDENTIAL</th>
<th>COMMERCIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>P Multiple dwelling</td>
<td>P Retail and service</td>
</tr>
<tr>
<td>P Care facility, convalescent home</td>
<td>P Office</td>
</tr>
<tr>
<td>P Religious assembly</td>
<td>P Medical and dental clinics</td>
</tr>
<tr>
<td>P Schools</td>
<td>P Veterinary and animal services</td>
</tr>
<tr>
<td>P Wireless communication facilities as accessory uses located on a building</td>
<td>P Child and adult day care</td>
</tr>
<tr>
<td>P Restaurants and brewpubs, theatres and entertainment</td>
<td>P Parking as a principle use</td>
</tr>
<tr>
<td>NP Gasoline sales</td>
<td>NP Drive-through facilities</td>
</tr>
<tr>
<td>NP Self-storage facilities, sexually-oriented businesses, impound lots, vehicle sales</td>
<td>NP Self-storage facilities, sexually-oriented businesses, impound lots, vehicle sales</td>
</tr>
</tbody>
</table>