

OVERVIEW

WELCOME!

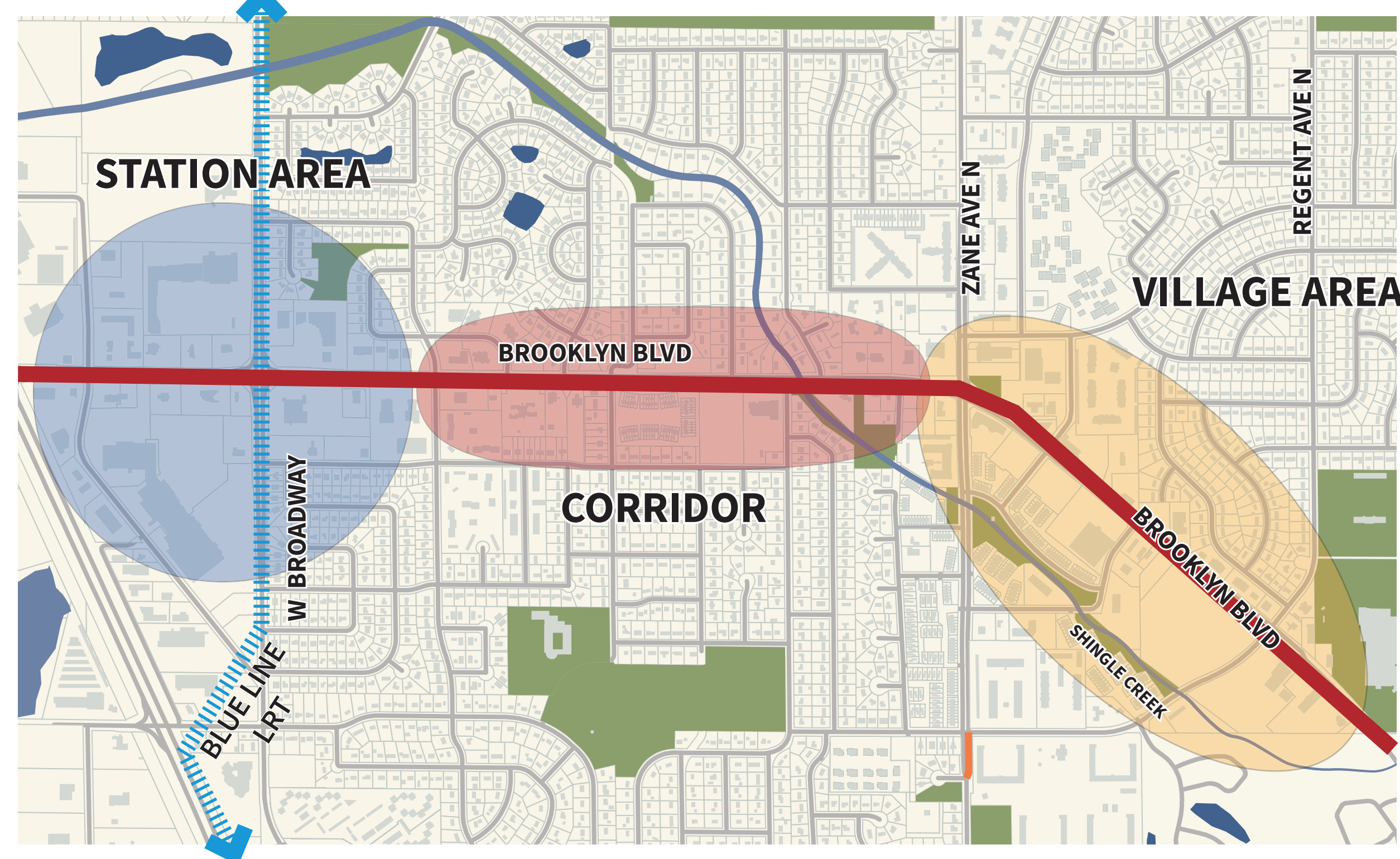
The Brooklyn Boulevard Corridor has been identified by Brooklyn Park City Council as a priority. The project is guided by City Council's goals to develop a vision for the Corridor, attract high-value development and private investments, increase the tax base, and address the concerns surrounding retail vacancy rates.

The Corridor is bounded by The Village, an area that received a lot of attention in the early 2000s and has seen a significant amount of public investment, and the future Blue Line Extension Station Area, which will receive major infrastructure improvements that will spur redevelopment.

The Brooklyn Boulevard Corridor Plan is building on the work already done in the Village and for Blue Line Extension to create two safe, walkable districts that are well-served by transit that allow Brooklyn Park residents the option to live, shop, work, and play in neighborhoods that meets their daily needs with or without a car.

This is an opportunity for **YOU** to shape the future of the corridor!

STUDY AREA



The Study Area is divided into three sections: the Station Area, the corridor, and the Village Area. The following boards detail the potential ways in which development and infrastructure improvements can be coordinated to bring broadly shared public benefits to the community.

PROJECT GOALS

Safety
Create a welcoming environment for all who live on, use and visit the corridor.



Housing
Provide new and diverse housing opportunities.



Retail/Services
Cultivate healthy and thriving retail and services that serves our unique culture.



Public spaces & Connectivity
Improve access to public spaces and provide a connected network that serves all transportation modes.



DEVELOPMENT
Create opportunities for development to increase local tax base and provide dense, diverse housing options.



PUBLICLY-OWNED PROPERTIES



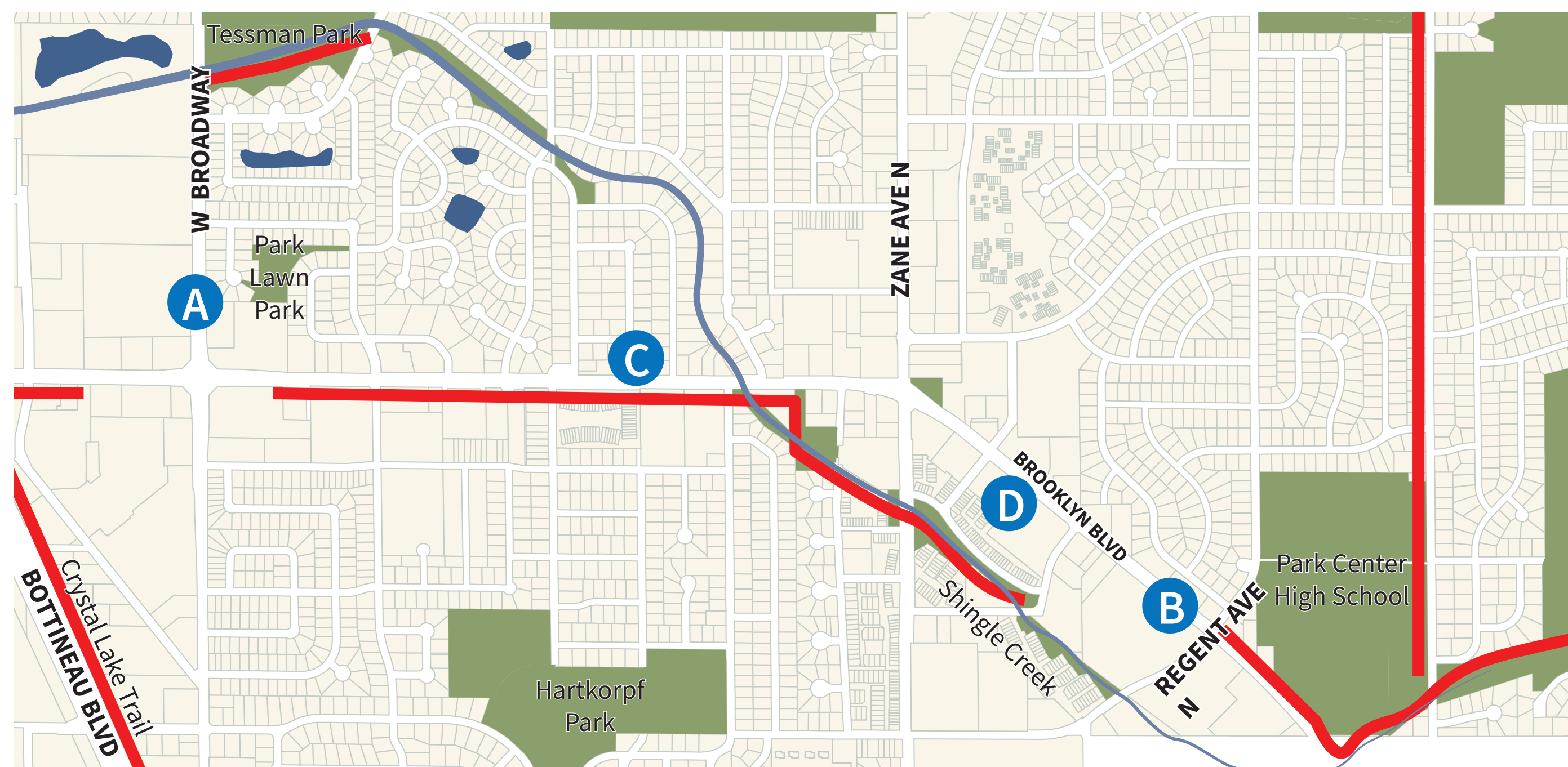
Publicly-owned properties

The Brooklyn Park Economic Development Authority (EDA) owns several properties along the corridor. Development on these properties will help accomplish city goals, provide local tax revenue, and catalyze redevelopment projects on privately-owned properties.

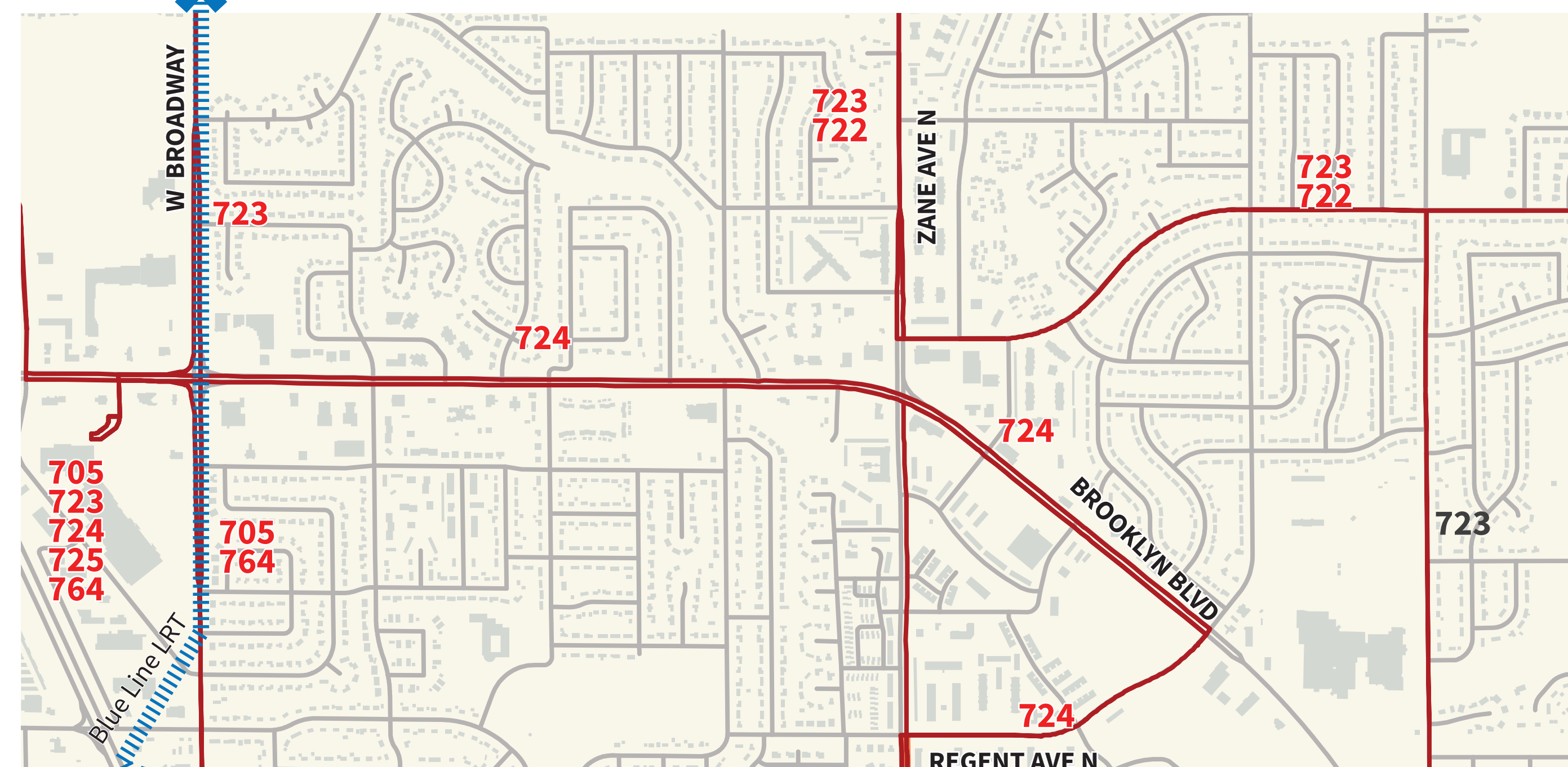
EXISTING CONDITIONS

Parks, Open Spaces, and Trails
The Crystal Lake Trail runs along the west side and connects into the area. In the future, the Weaver Lake Trail will traverse the area, although its exact route has not yet been determined. There are no parks on the west side of Broadway because that portion of the corridor was developed exclusively as a commercial district.

- Off street trail
- Parks



Transit
The Blue Line Extension light rail will run on West Broadway. The Starlite Transit Center currently serves bus routes 705, 723, 724, 725, and 764. Approximately 1 in 3 households in the Village Area do not own a car and rely on other means of transportation, including transit. The transit center is recommended to become a full service mobility hub serving all transportation modes including any future bus rapid transit lines.



ZONING

- TOD-C
Transit Oriented Development Center District
- R1
Detached Single-Family Estate District
- R3
Detached Single-Family & Two-Family
- R5
Multiple Family
- B3
General Business District
- B4
Vehicle Sales and Showroom
- OP
Open Space and Parks
- I
General Industrial
- PI
Public Institution



Existing Development



Dragon Star Supermarket at West Broadway and Brooklyn Boulevard



EDA owned Regent Site at Brooklyn Boulevard and Regent Ave



Redeemer Church and City owned Georgia Site on Brooklyn Blvd



EDA owned Welcome Site at Brooklyn Boulevard and Welcome Ave N

Existing Road Conditions



West Broadway and Brooklyn Boulevard (Dragon Star Supermarket on right)



Brooklyn Boulevard looking west at Regent (Regent site on left)



Brooklyn Boulevard looking west (Georgia Site on right)



Brooklyn Boulevard looking west (Welcome Site on left)

FINANCIAL ESTIMATES

In order to help guide how the City redevelops the EDA sites, the project conducted a high level analysis of potential growth to Brooklyn Park's tax base of different building scenarios.

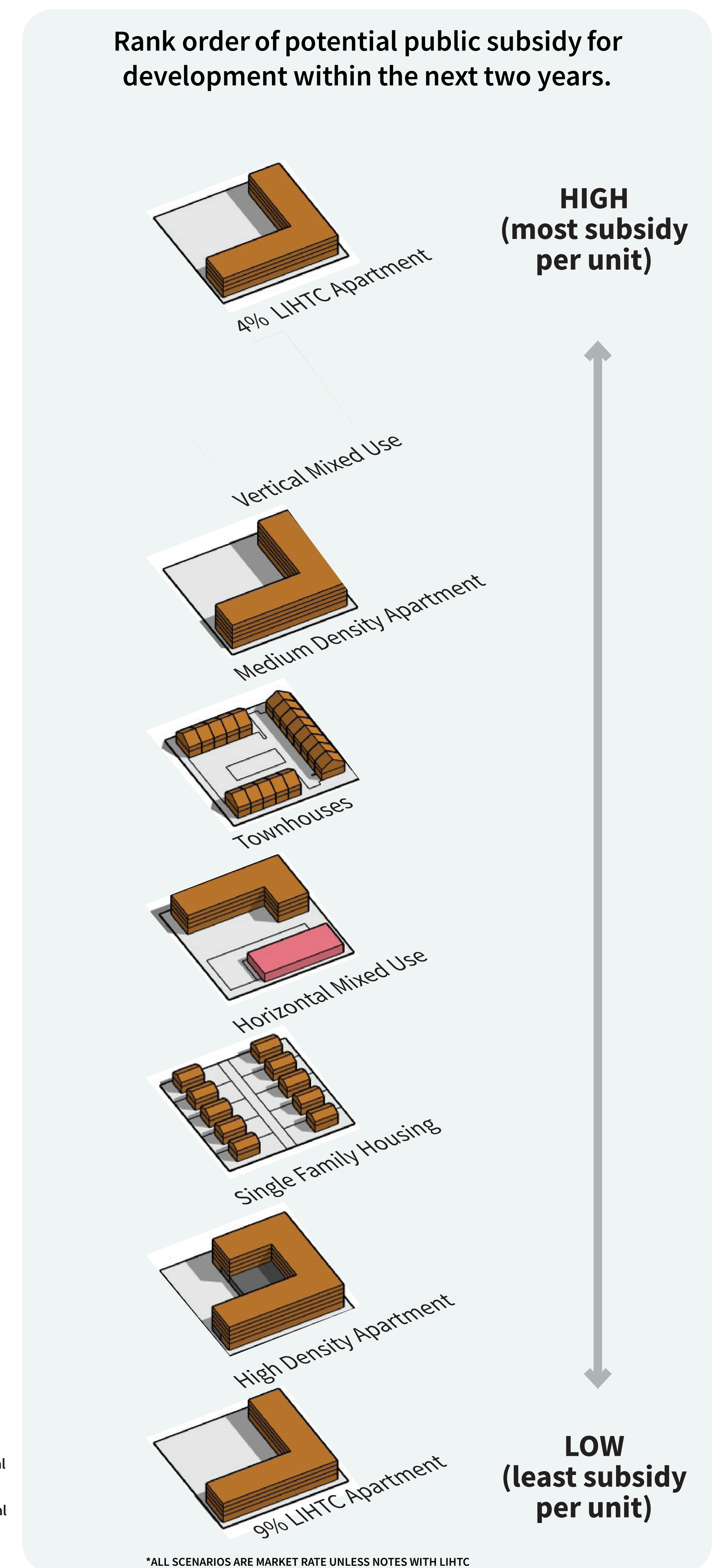
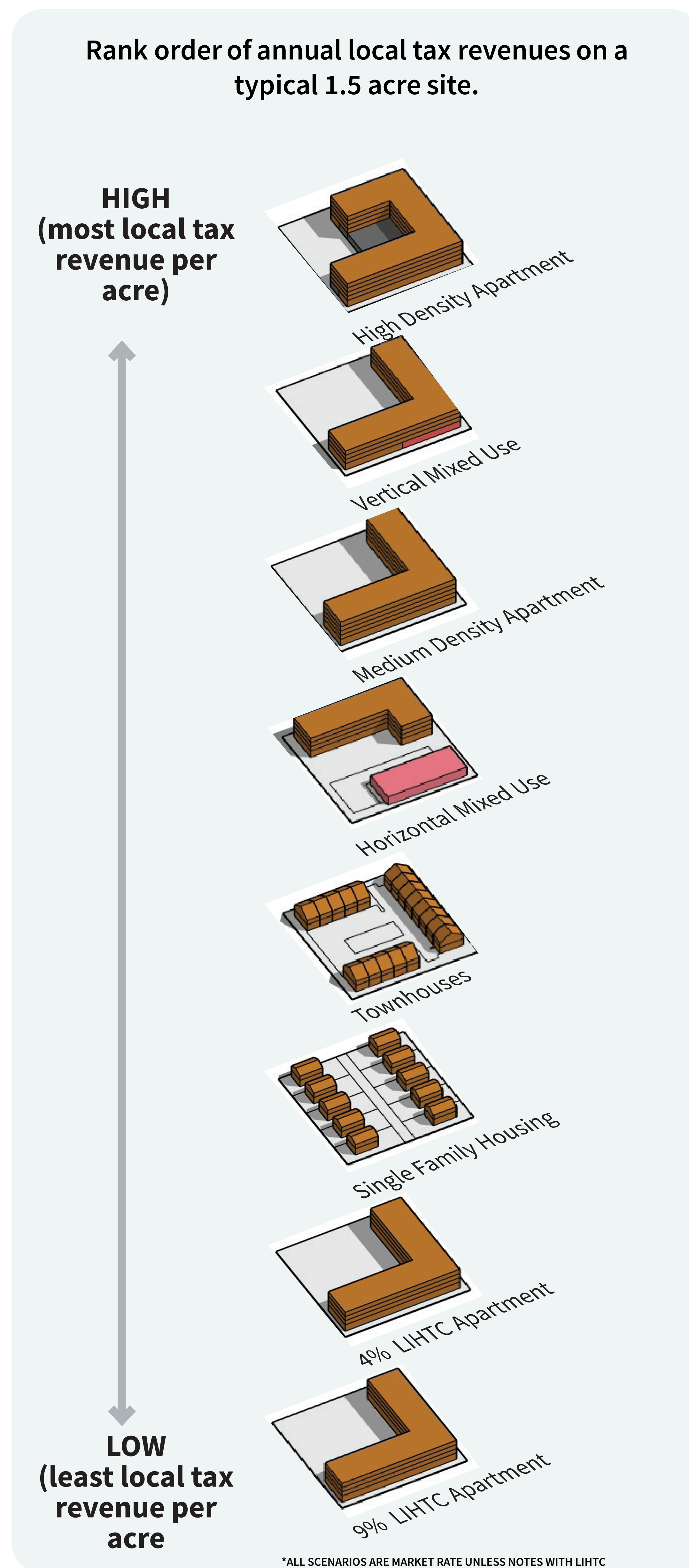
The project also analyzed challenges and the market feasibility of developing these types in the current economic climate of high interest rates, high labor costs and high materials cost. The conclusion from this analysis is that subsidy of some amount is necessary to make any project "pencil" - to make a reasonable rate of return.

The chart to the right represents, in ranked order, the seven development types based on their estimated contribution to Brooklyn Park's tax base (on the left) and the amount of subsidy per unit that each development type would require to be developed (to the right).

Note: The Low-Income Housing Tax Credit (LIHTC) is a federal program that incentivizes private developers to create and maintain affordable rental housing for low- and moderate-income households. The program operates as a public-private partnership, leveraging private investment to maximize the impact of federal tax incentives.

FINDINGS:

1. Market rate apartments provide the most tax revenue for Brooklyn Park.
2. While LIHTC projects provide density these projects provide a low tax revenue due to their tax classification.
3. Commercial space in development projects provide minimal tax revenue for Brooklyn Park when compared to housing.
4. Horizontal mixed-use provides a low tax benefit for Brooklyn Park unless the commercial space is paired with much higher residential density.



SMALL BUSINESS SUPPORT

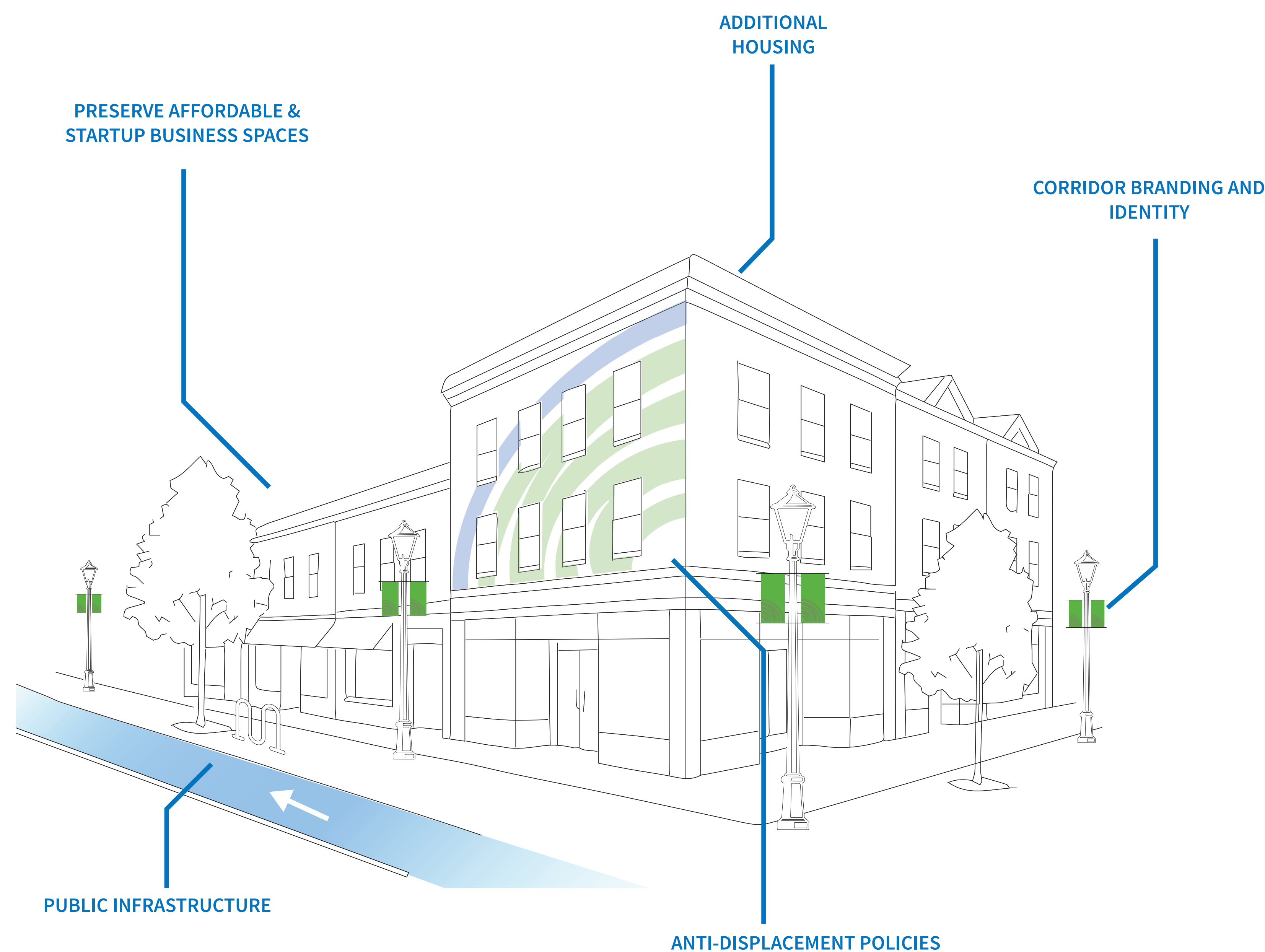
The Brooklyn Boulevard corridor has a large variety of unique small businesses that serve the local community. It is important to consider the impact to small businesses as projects take place along the corridor.

There are numerous benefits to new public infrastructure and redevelopment projects, including increased tax revenue, new services and jobs, additional housing choices, improved transit options, and enhanced public safety. Redevelopment can also put small businesses at risk of displacement.

This project is considering ways to support existing small businesses as new development comes to the corridor

Possible Strategies to Support Existing Businesses

- Preservation of commercial spaces that provide affordable rent and ownership opportunities
- Provide opportunities for business startups
- Encourage additional housing and density which will bring more customers
- Developing branding for the corridor to attract regional customers
- Invest in public infrastructure
- Anti-displacement policies and program ideas such as a Facade Improvement Program and financial assistance programs



DO YOU HAVE IDEAS ON HOW TO SUPPORT SMALL BUSINESSES?

Grab a Post-It note and write down your idea, stick it in the space below when finished

CORRIDOR IDENTITY

Grab a Post-It note and write down your idea, stick it in the space below when finished

WHAT SYMBOLS OR COLORS REPRESENT THE CORRIDOR?

IF PUBLIC ART WERE ADDED AT BROOKLYN BOULEVARD CORRIDOR, WHAT WOULD YOU LIKE IT TO EXPRESS?

WHAT PUBLIC ART EXAMPLE HAVE YOU SEEN ELSEWHERE THAT BROOKLYN PARK COULD LOOK TO FOR INSPIRATION?



PAVEMENT ART | Pittsburgh, PA



MURALS | Portland, OR



SCULPTURAL BIKE RACKS & MURALS | Auburn, AL | Atlanta, GA



DISTINCT GATEWAY & COLORS | Los Angeles, CA

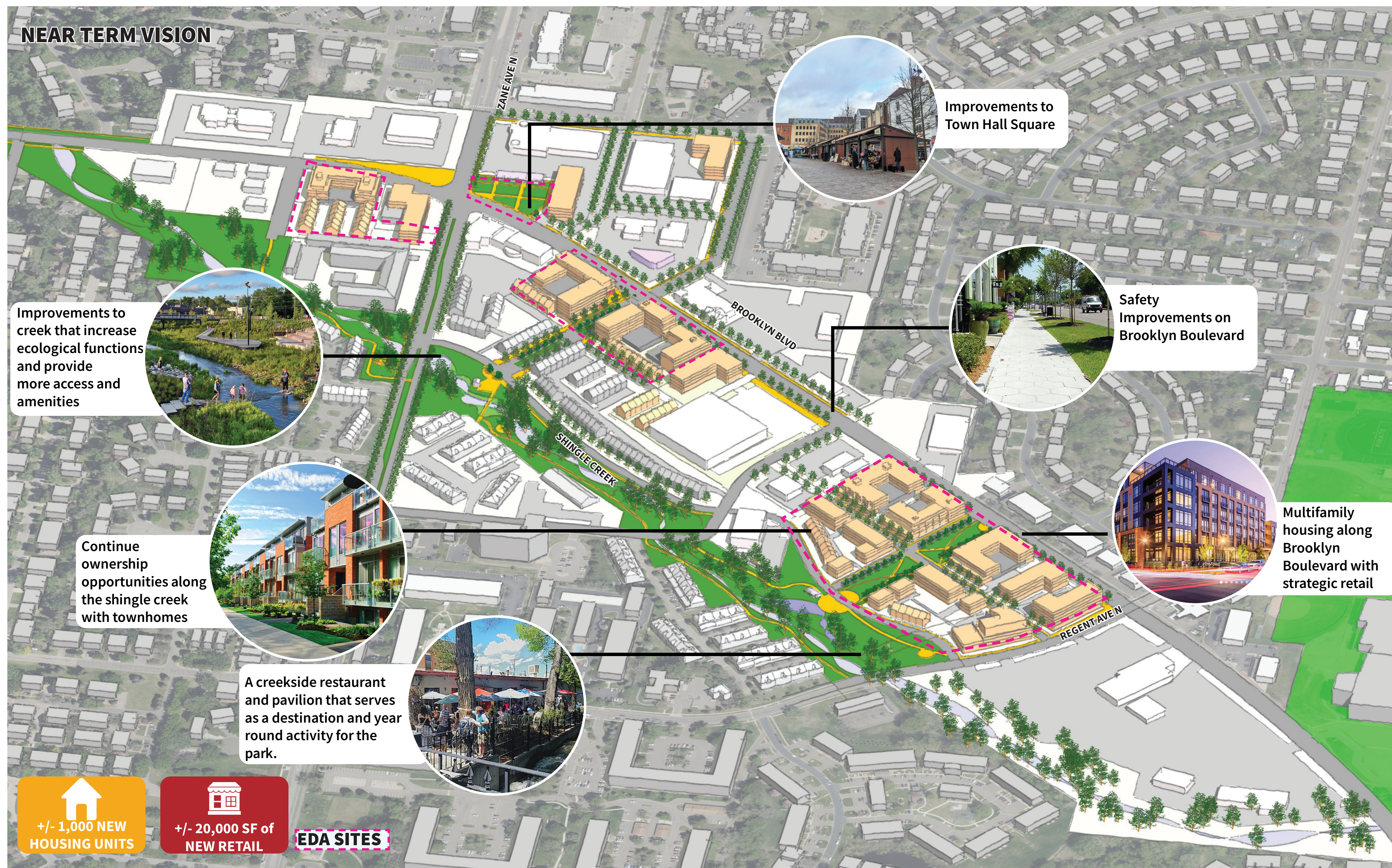
THE VILLAGE AREA

The Village Area is the original center of Brooklyn park. The Village Area is along Brooklyn Boulevard generally between Zane Ave N and Regent Ave N.

In 2000 the Village Master Plan/Shingle Creek Corridor Plan was completed. This plan focused on turning Shingle Creek into an amenity, redeveloping underutilized shopping centers into market rate and ownership housing, promoting local businesses, and creating a more walkable environment.

Many of these objectives have been accomplished and the Brooklyn Boulevard Corridor Plan is building on these successes.

The Brooklyn Park Economic Development Authority (EDA) owns approximately 18 acres of developable land in the Village Area. This plan will guide development of these areas.



Illustrative Drawing of the Village Area

Benefits For the Village Area

- Additional housing that provides ownership opportunities and density to support businesses
- Increased tax revenue for Brooklyn Park
- Improved public spaces including additional amenities along Shingle Creek
- Safer environment for all traveling through the corridor

- Residential
- Commercial
- Parking

Grab a Post-It note and write down your idea, stick it in the space below when finished

What amenities and programming would you like to see along Shingle Creek?

What amenities and programming would you like to see in Town Hall Square?

Where would you like to see new businesses?

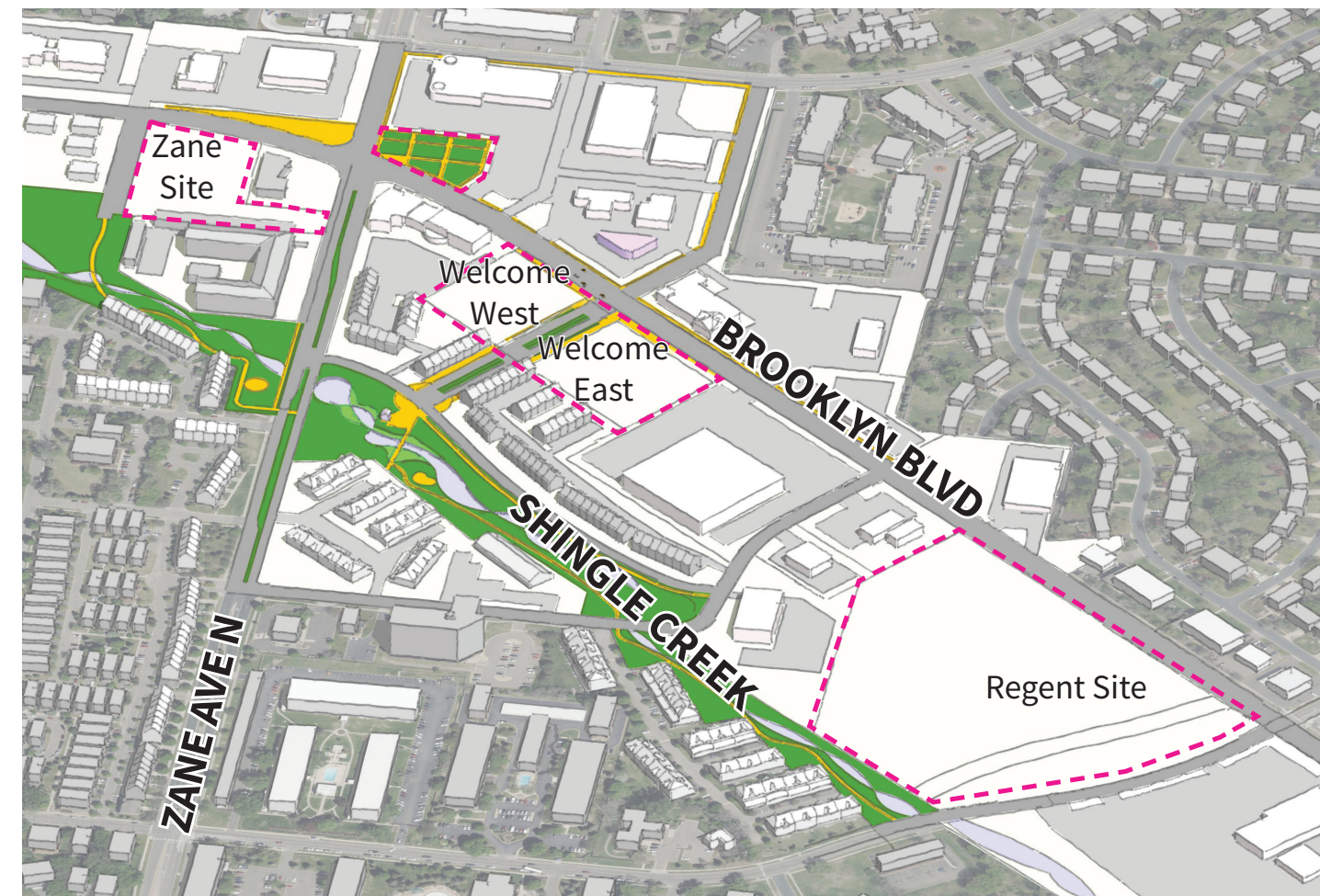
VILLAGE EDA SITE ALTERNATIVES

THOUGHTS?

Grab a Post-it note, Leave your thoughts next to the corresponding alternative

The Brooklyn Park Economic Development Authority (EDA) owns four sites in the Village Area. Three development alternatives were explored. Each alternative represents a different balance of land use, scale, and development intensity.

Existing Conditions
EDA SITES



- Residential
- Commercial
- Parking

Alternative 1 builds on success from the previous plan with townhomes along Shingle Creek which provide ownership opportunities. Higher density development on Brooklyn Boulevard provides economic benefits and missing market rate rental housing. Vertical mixed-use projects would provide commercial space, with housing above.

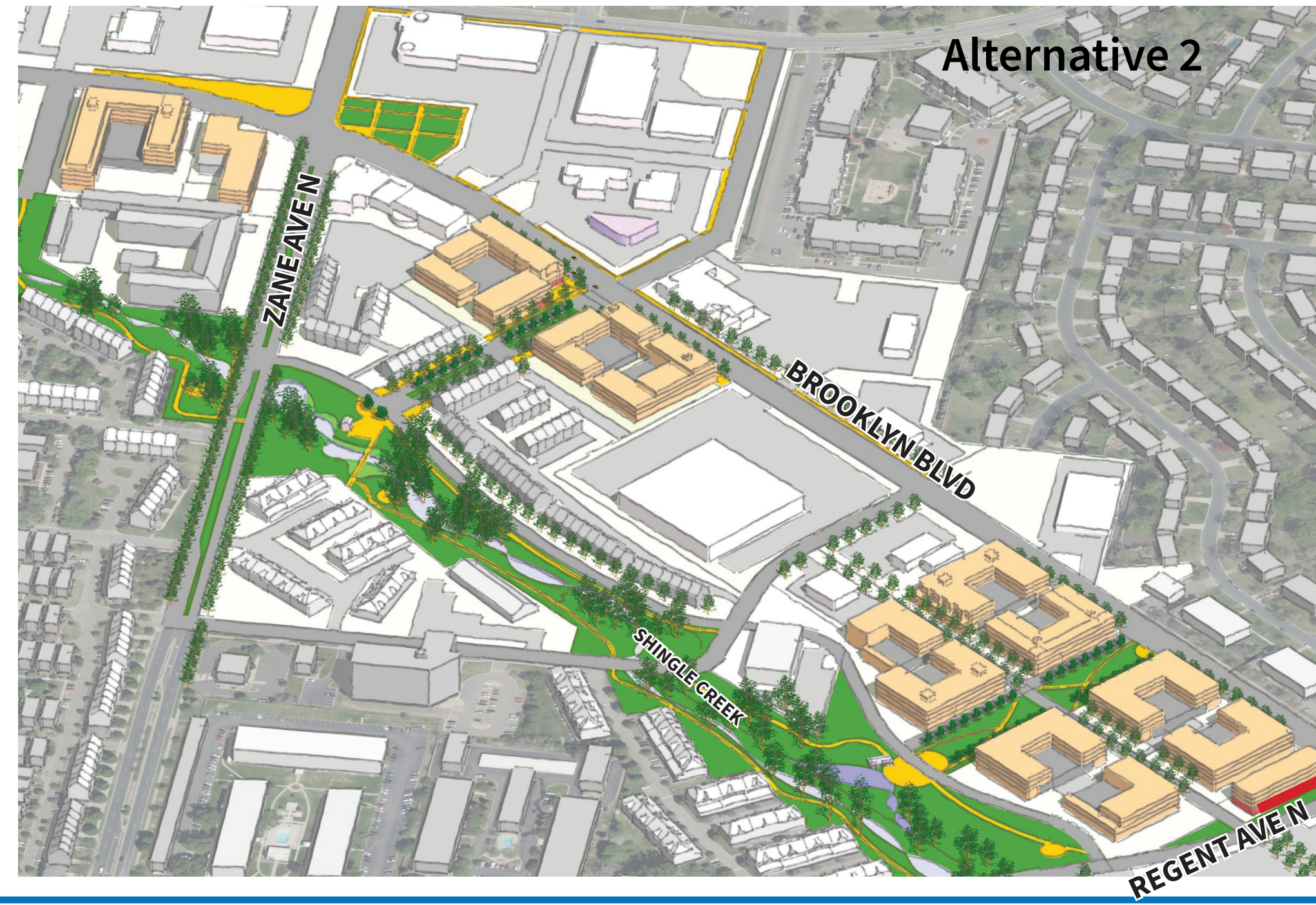



+/- 1,000 NEW HOUSING UNITS


+/- 20,000 SF of NEW RETAIL

+/- \$1.4 M LOCAL TAX REVENUES / YEAR

Alternative 2 maximizes housing density and tax revenue while provide missing market rate rental housing. Vertical mixed-use projects would provide commercial space, with housing above.




+/- 1,150 NEW HOUSING UNITS


+/- 27,000 SF of NEW RETAIL

+/- \$2.0 M LOCAL TAX REVENUES / YEAR

Alternative 3 provides similar housing options as Alternative 1 and provides opportunities for low-intensity commercial spaces that are more feasible than vertical mixed-use commercial spaces under current market conditions.




+/- 600 NEW HOUSING UNITS

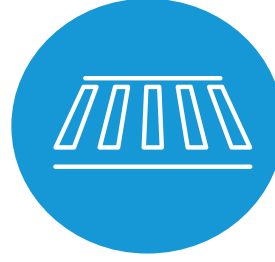

+/- 35,000 SF of NEW RETAIL

+/- \$1.2 M LOCAL TAX REVENUES / YEAR

BROOKLYN BOULEVARD

GOALS

PUBLIC SAFETY
Improve pedestrian and bicycle infrastructure



PUBLIC ART
Partner with local groups and property owners to bring art to the corridor



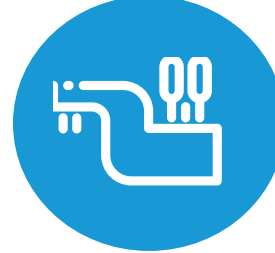
STREETScape
Improve the pedestrian experience through tree canopy, benches and other furniture



TRAIL NETWORK
Create continuous trail connection throughout the corridor



SHINGLE CREEK
Turn Shingle Creek into a destination



TRANSIT READY
Be prepared for high-frequency transit



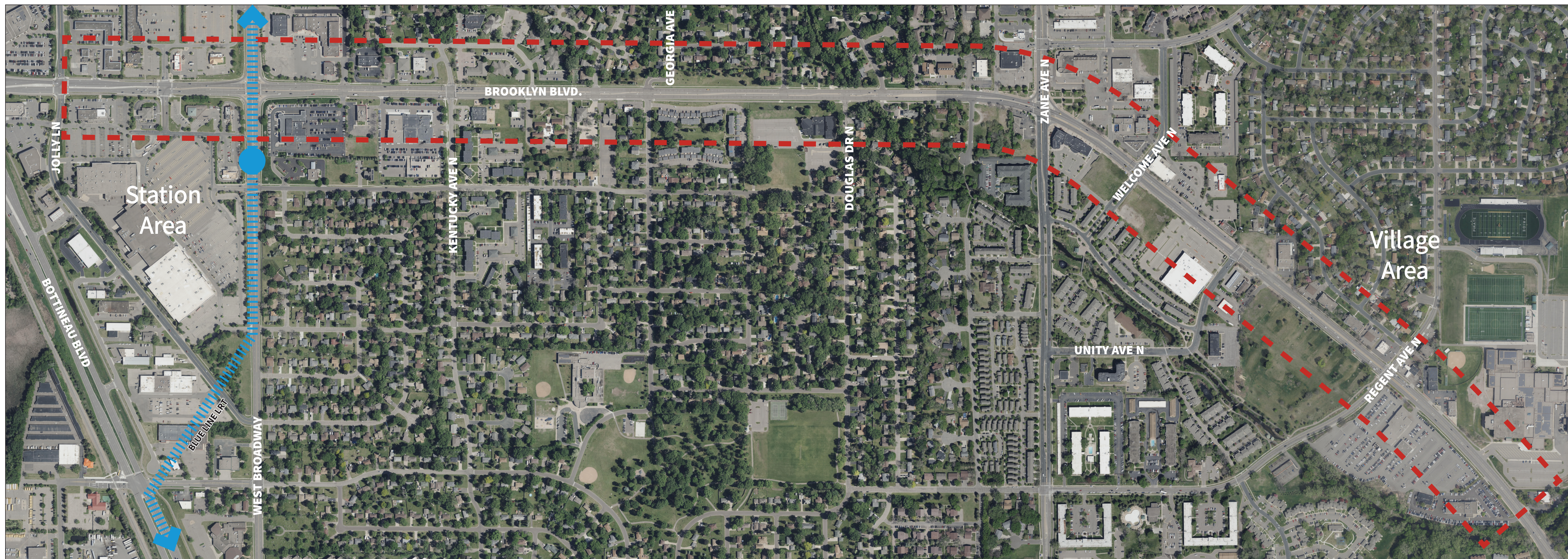
How can Brooklyn Boulevard be Improved?

Grab a Post-It note and write down your idea, stick it in the space below when finished

Where do you feel most safe/unsafe on Brooklyn Boulevard

(As a pedestrian, biking, car)?

Place a green dot where you feel most safe / Place a red dot where you feel most unsafe



NEAR TERM RECOMMENDATIONS

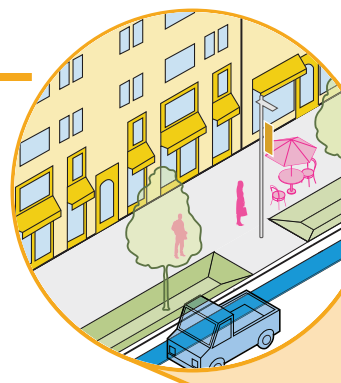
SAFER STREET

- Calmer traffic with redesign travel lanes
- Reduced speeds
- Longer crossing times at traffic signals
- Design features that make drivers slow down and stay alert.
- Brighter street lighting so people feel safe at night

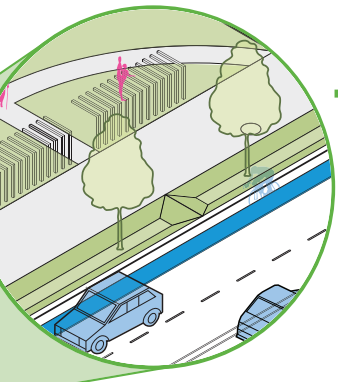
LOCAL CHARACTER

- Public art
- Space for food trucks and community activity
- Crosswalks with color, art, and culture
- Streetlights with banners that add identity and character

Local Character



Greener Streets



Comfortable Transit



Safer Streets

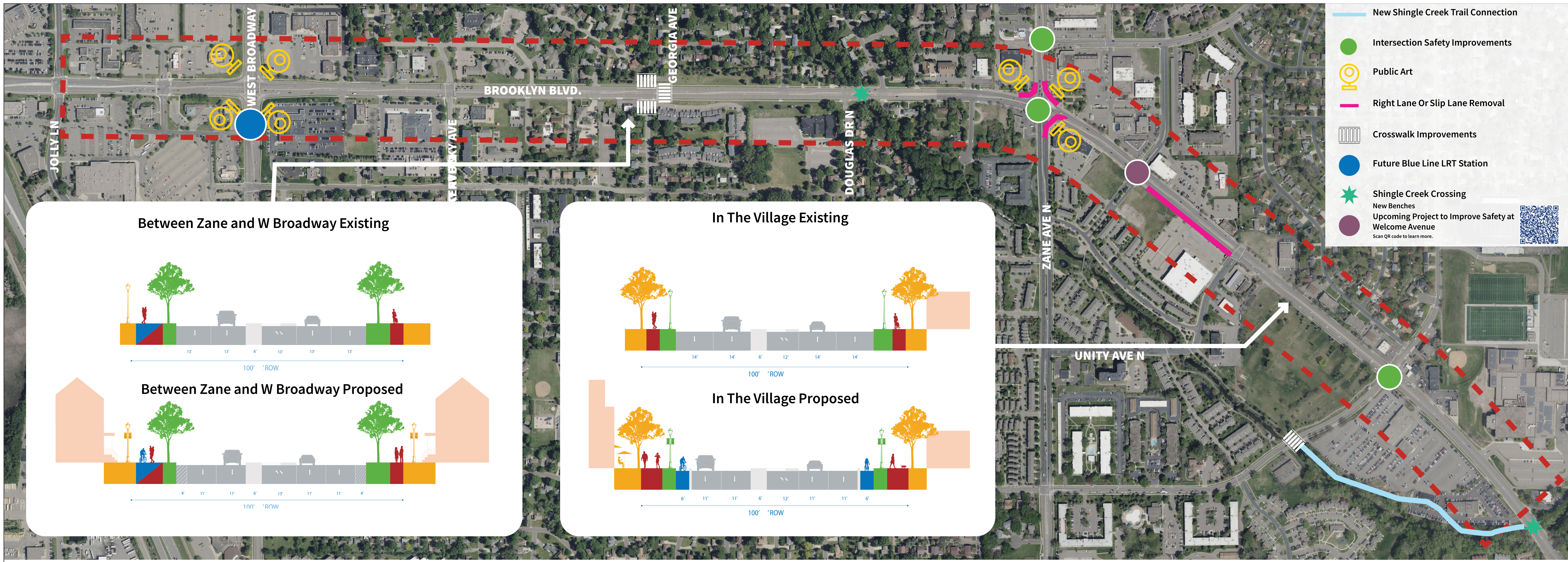
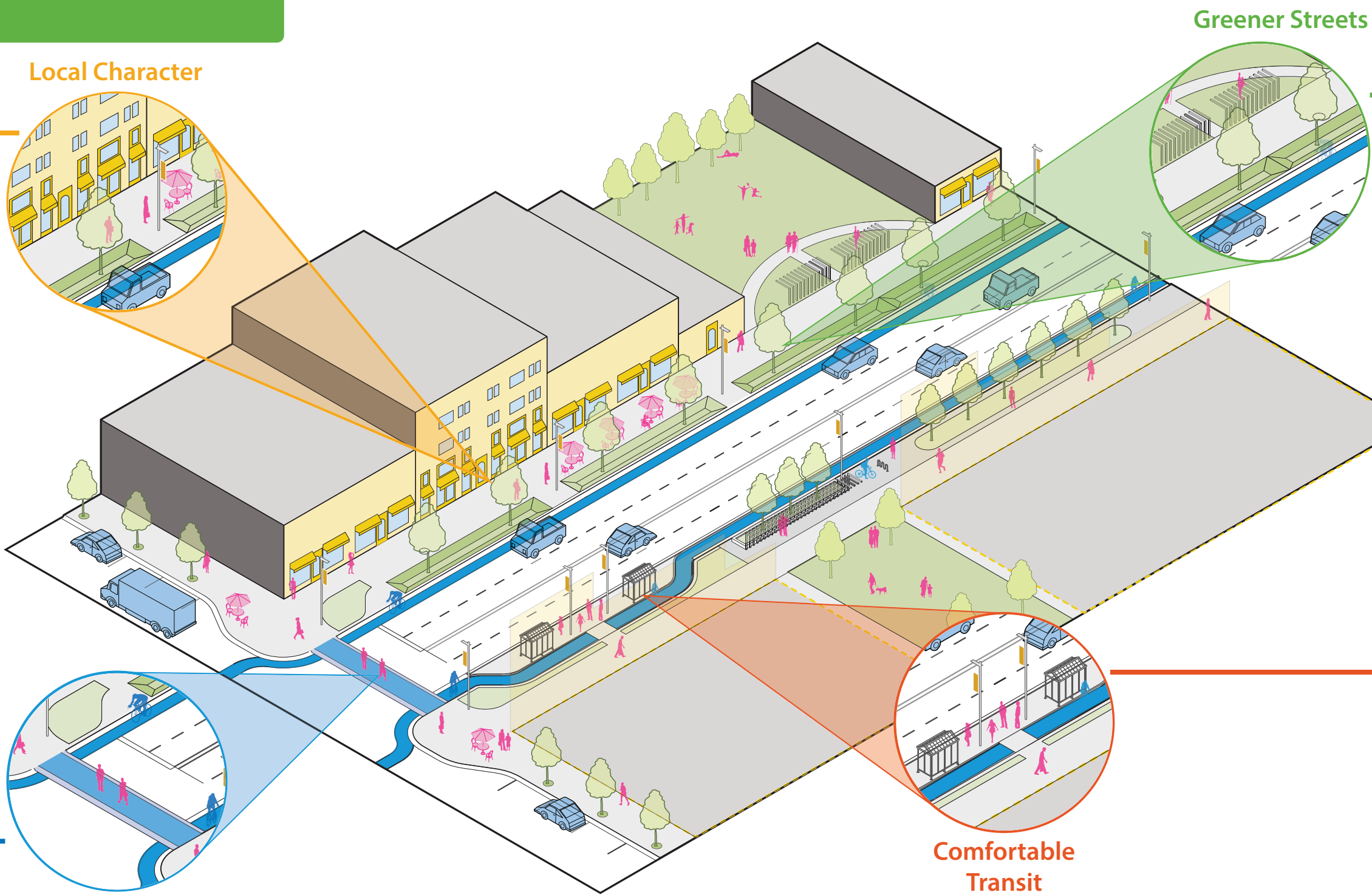


COMFORTABLE TRANSIT

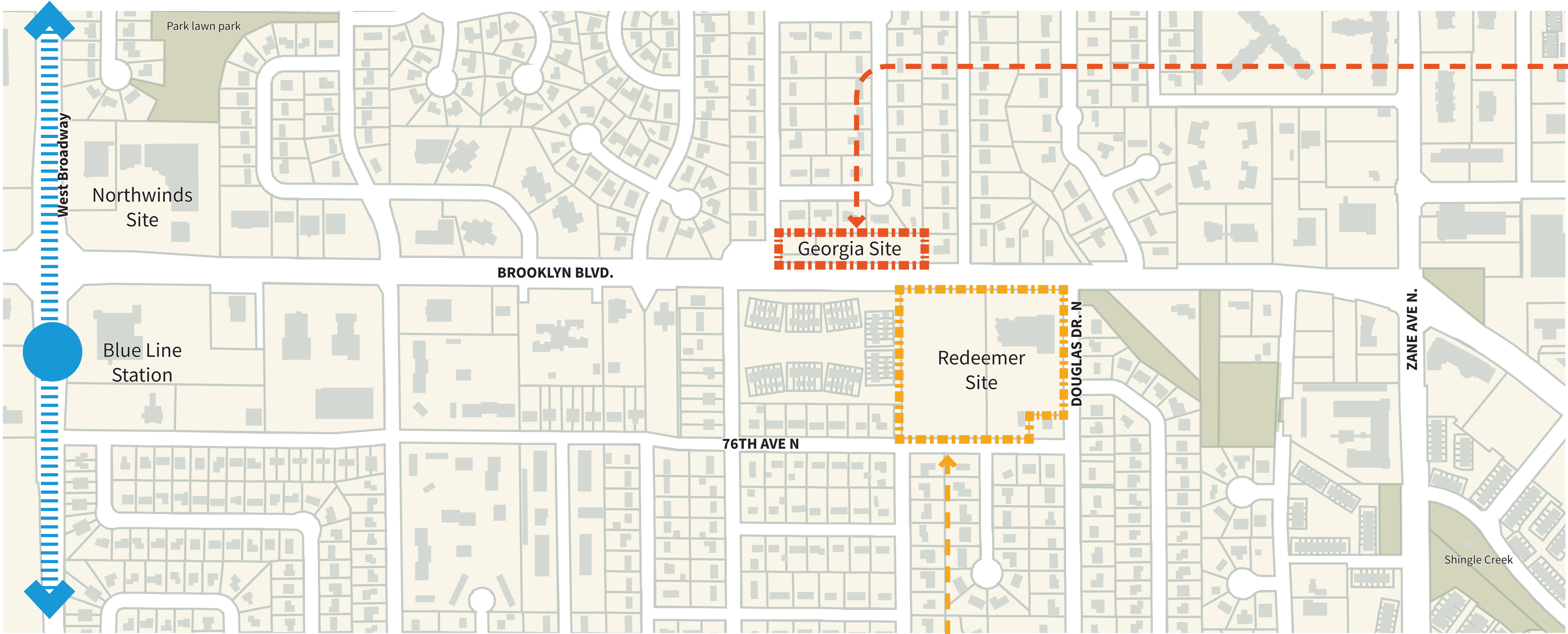
- Dedicated bike facilities
- High-visibility crosswalks at every intersection
- Bus stops with lighting, heat, and shelter
- Improved trail connections

GREENER STREETS

- Street trees
- Planted medians
- Integrated storm water management



CORRIDOR CONCEPTS



GEORGIA SITE (CITY OWNED)



EXISTING

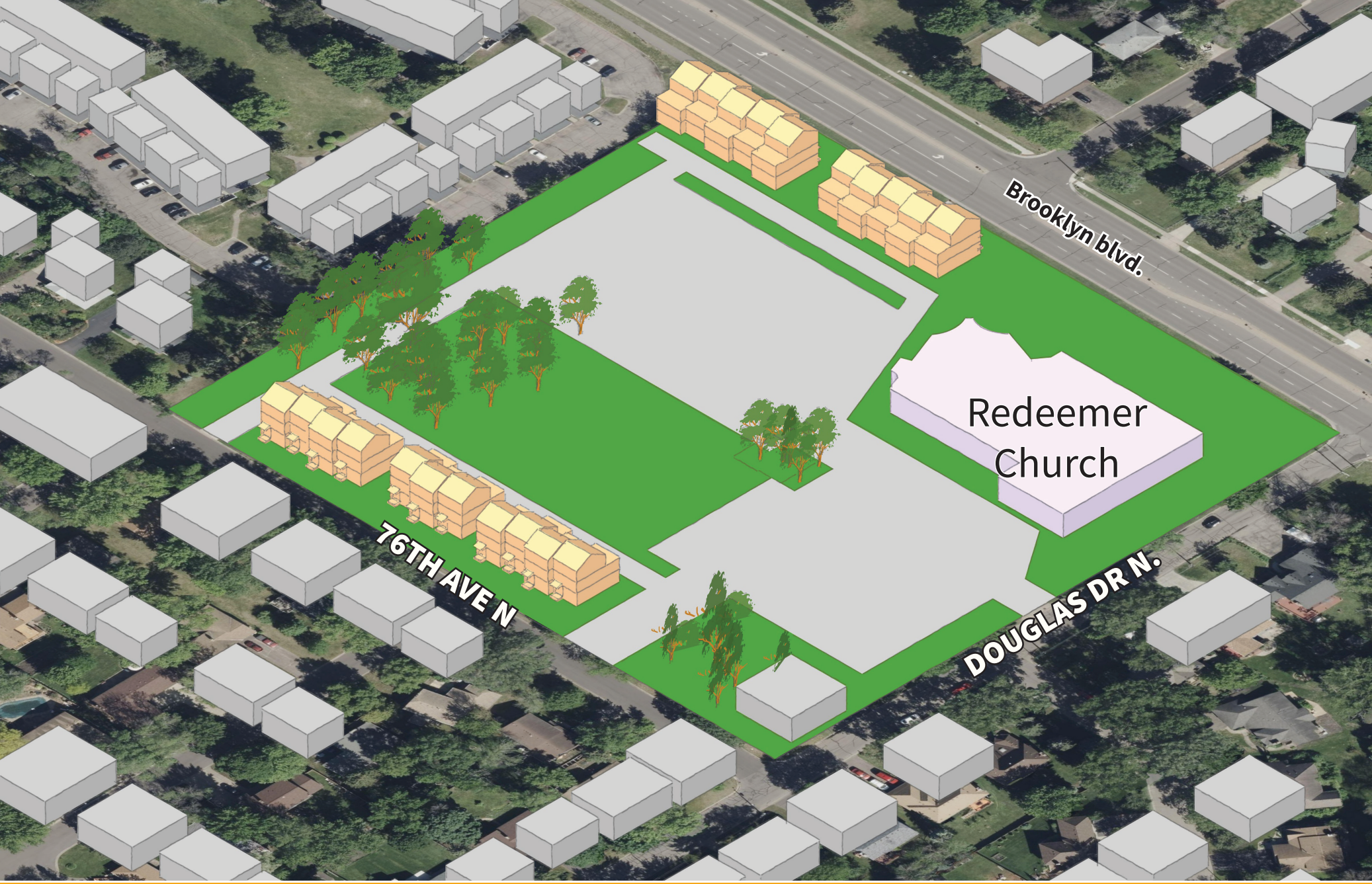


PROPOSED

REDEEMER SITE



EXISTING



PROPOSED

THE STATION AREA

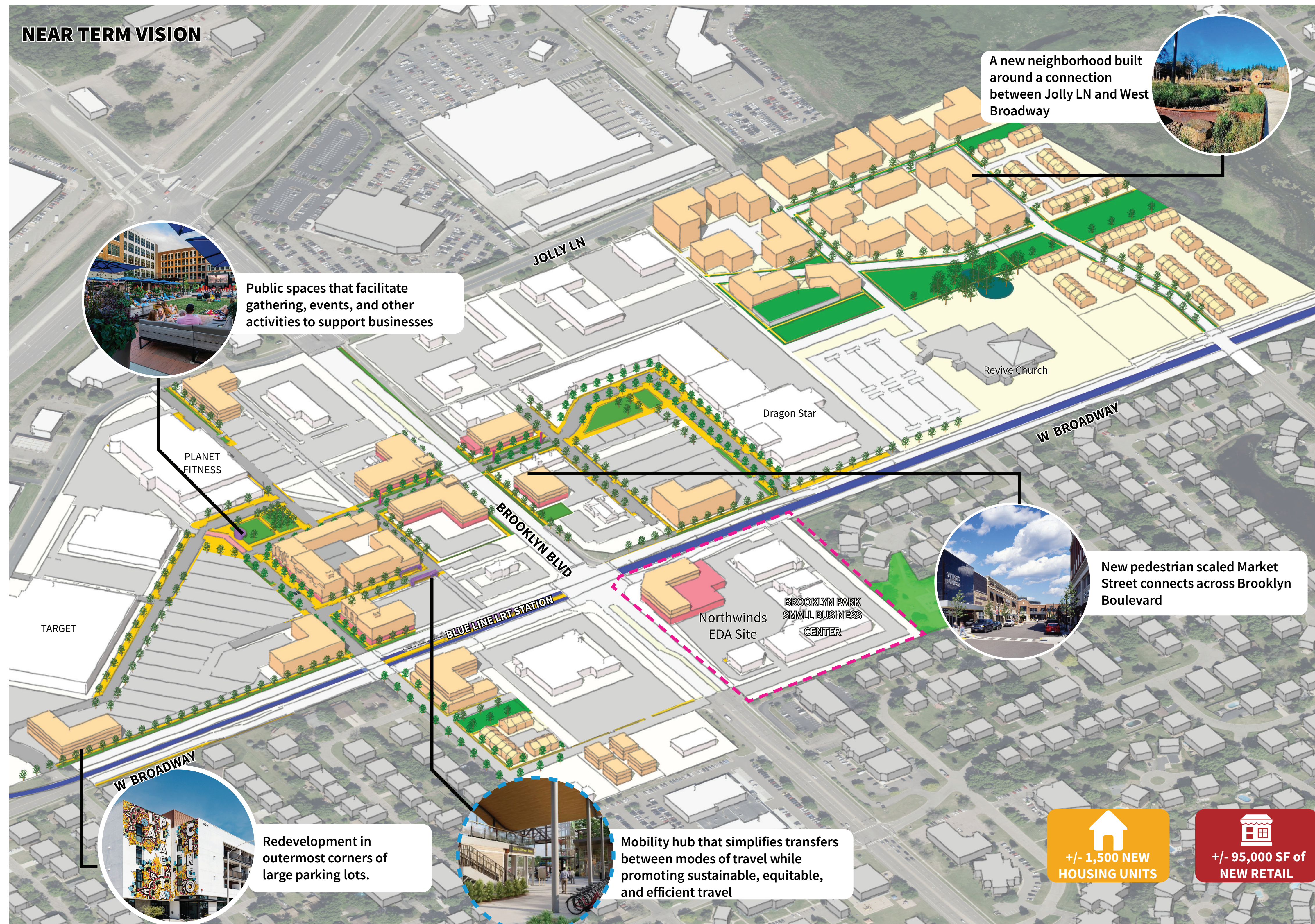
The Station Area is located at Brooklyn Boulevard and West Broadway. There will be a light rail station for the Blue Line Extension projects on the south side of this intersection in the center of West Broadway.

This infrastructure investment will likely spur investments in development. This plan will guide development of this area. This plan considers the public realm including new roads, how to develop the superblocks (large blocks not designed for walkability), where retail should be located, and housing options.

Benefits for the Station Area:

- Additional housing options near high-frequency transit
- Increased tax revenue for Brooklyn Park
- Improved public spaces including new parks
- Safer environment for all traveling through the corridor
- Increased activity which supports local businesses and retail anchor stores

- Residential
- Commercial
- Parking

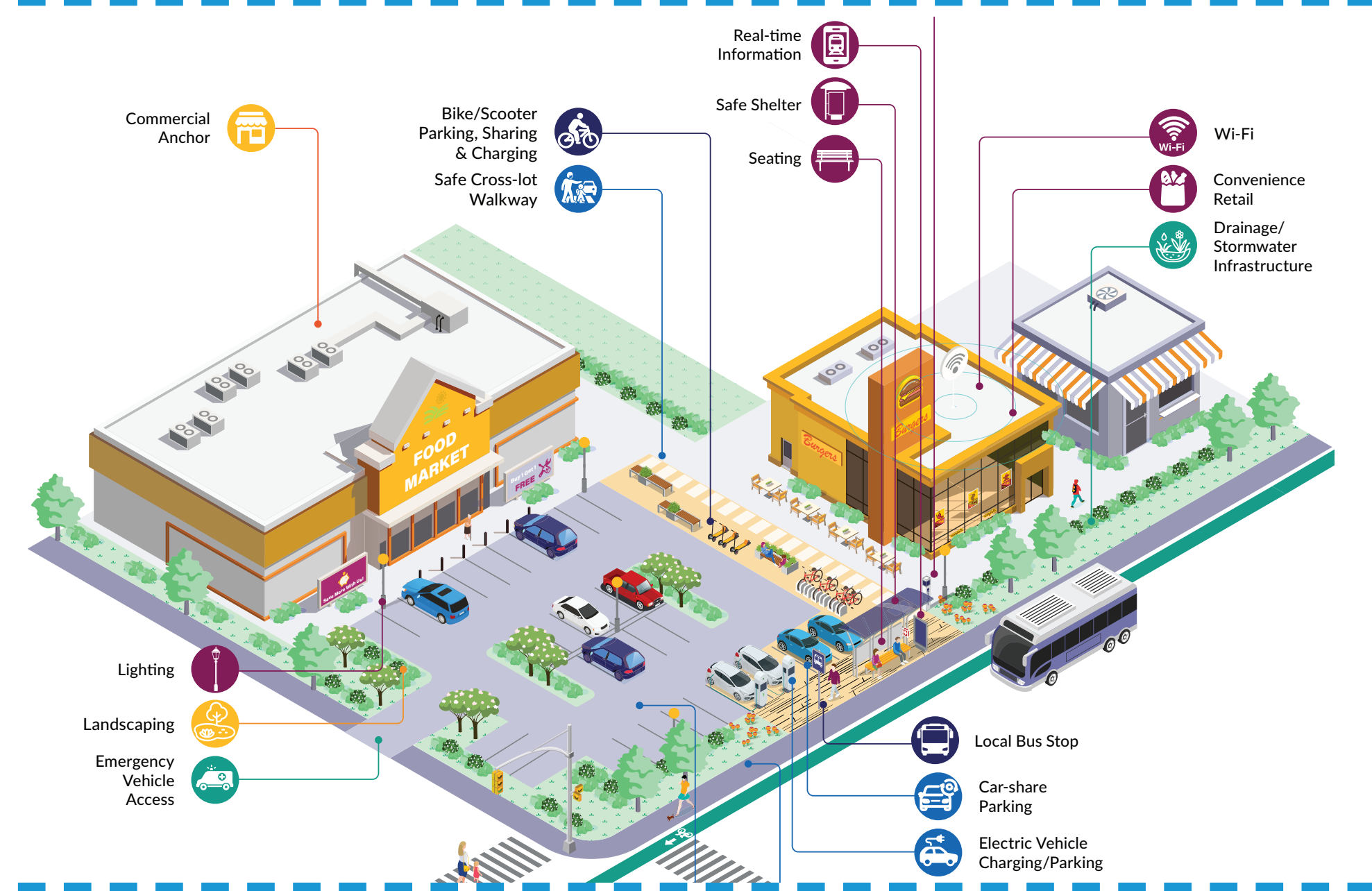


Illustrative Drawing of the Station Area

“What is a Mobility Hub?”

A mobility hub is a centralized location where multiple transportation options converge to support seamless travel and community connection. These hubs typically combine public transit (such as buses and trains), shared mobility services (including bikes, scooters, and car-share), and pedestrian-friendly infrastructure.

Their purpose is to simplify transfers between modes while promoting sustainable, equitable, and efficient travel.



Grab a Post-It note and write down your idea, stick it in the space below when finished

What amenities and programming would you like to see in new parks?

What amenities would you like to see at a mobility hub next to the Light Rail station?

THOUGHTS?

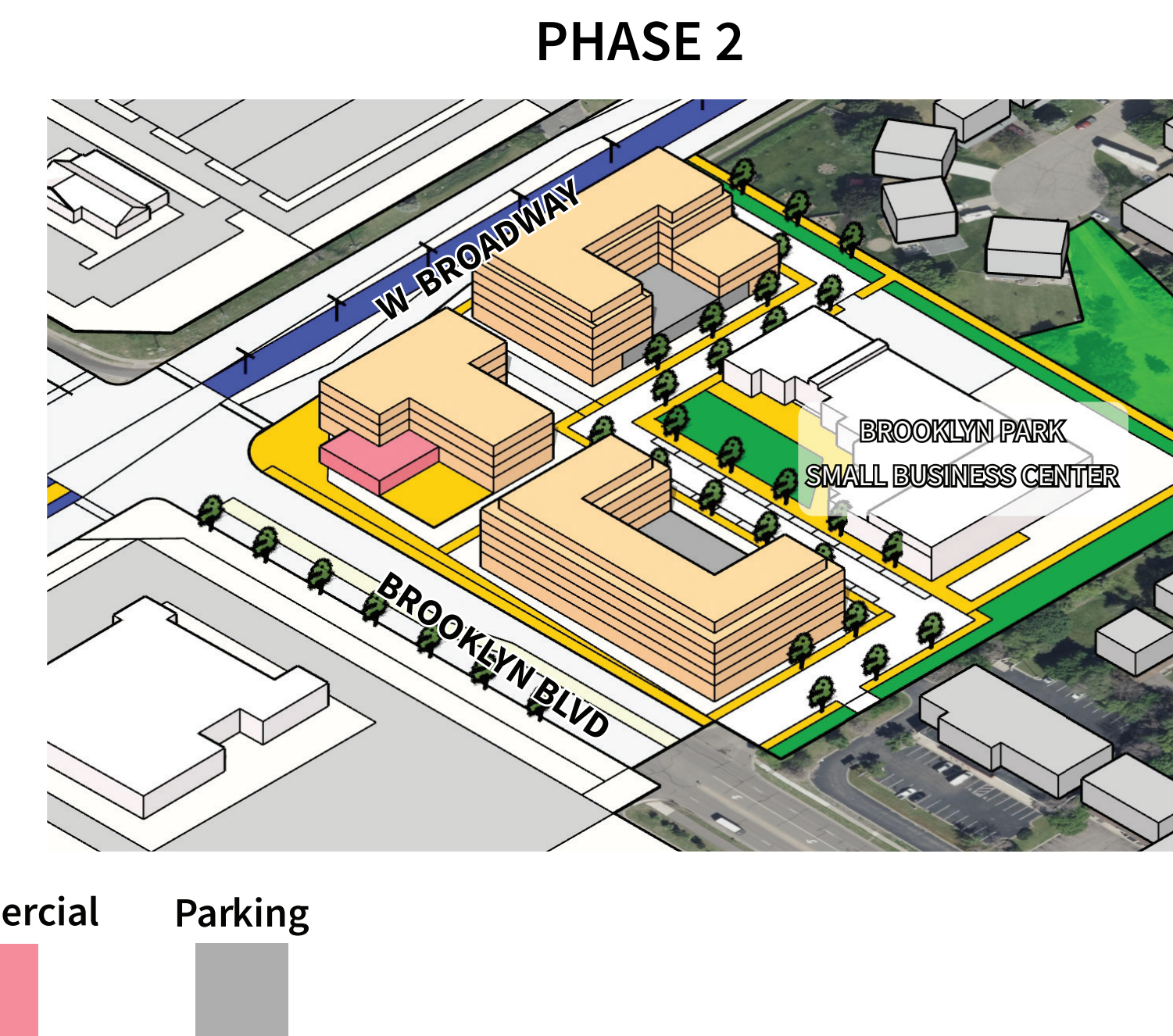
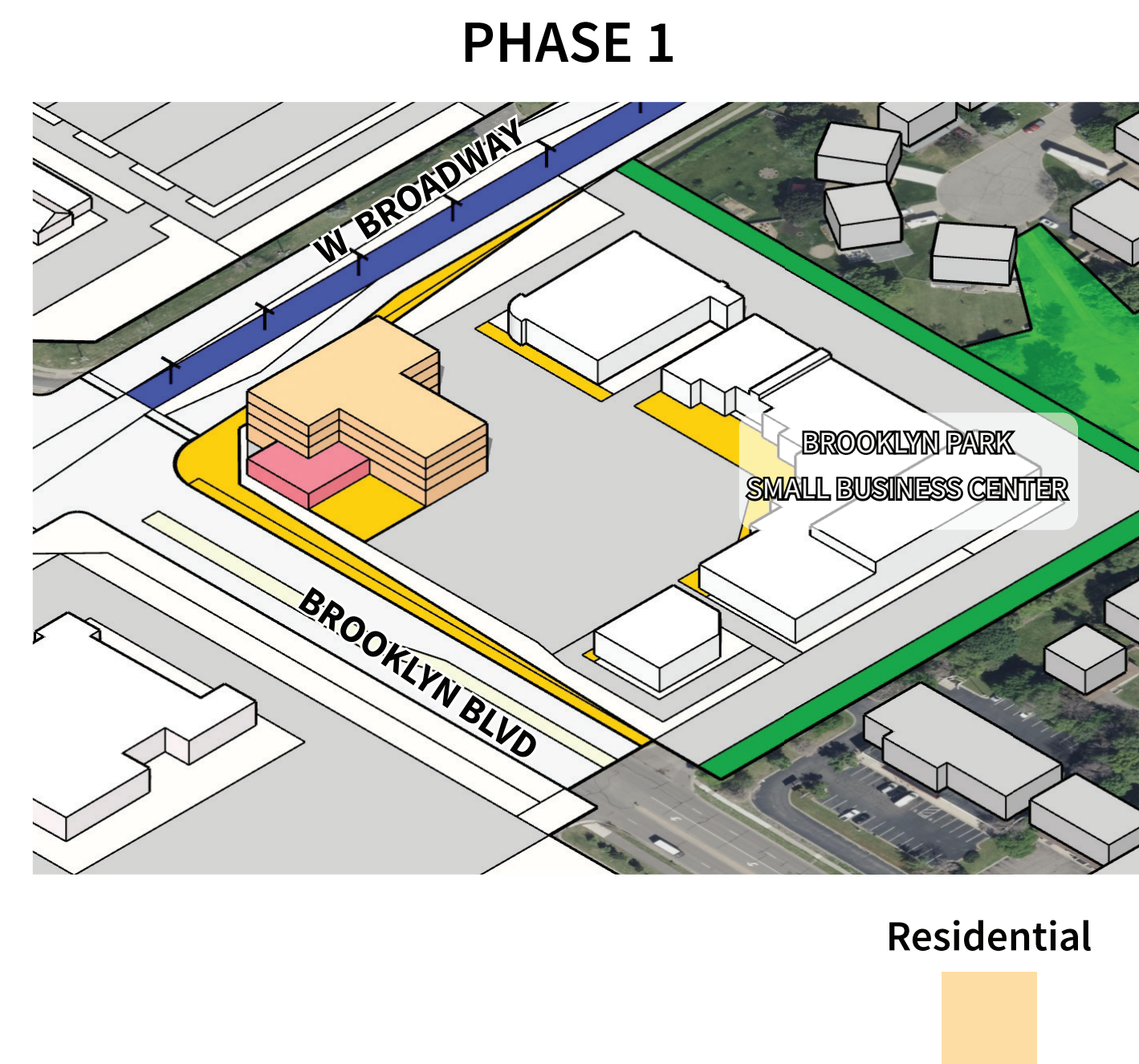
Grab a Post-it note, Leave your thoughts next to the corresponding alternative

NORTHWINDS PLAZA EDA ALTERNATIVES

The Brooklyn Park Economic Development Authority (EDA) owns Northwinds Plaza on the northeast corner of West Broadway and Brooklyn Boulevard. Northwinds Plaza is home of the Brooklyn Park Small Business Center. Three development alternatives were explored. Each alternative represents a different balance of land use, scale, and development intensity. Phased approaches to development were explored beginning at the intersection and expanding across the whole site over time.

Alternative 1 provides vertical mixed-use developments which would provide commercial spaces and new market rate rental housing. Parking is accommodated through on-street parking and structured parking.

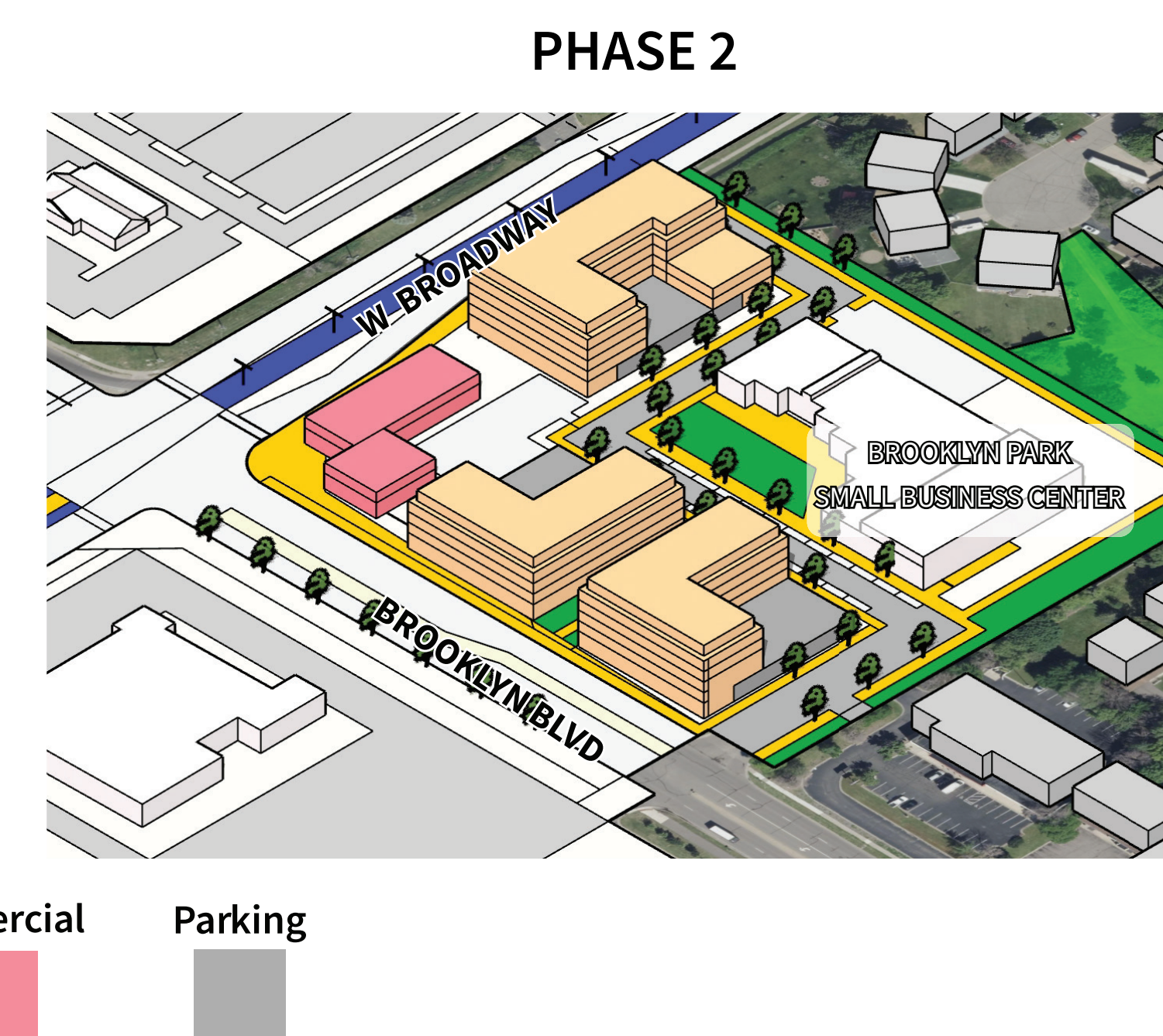
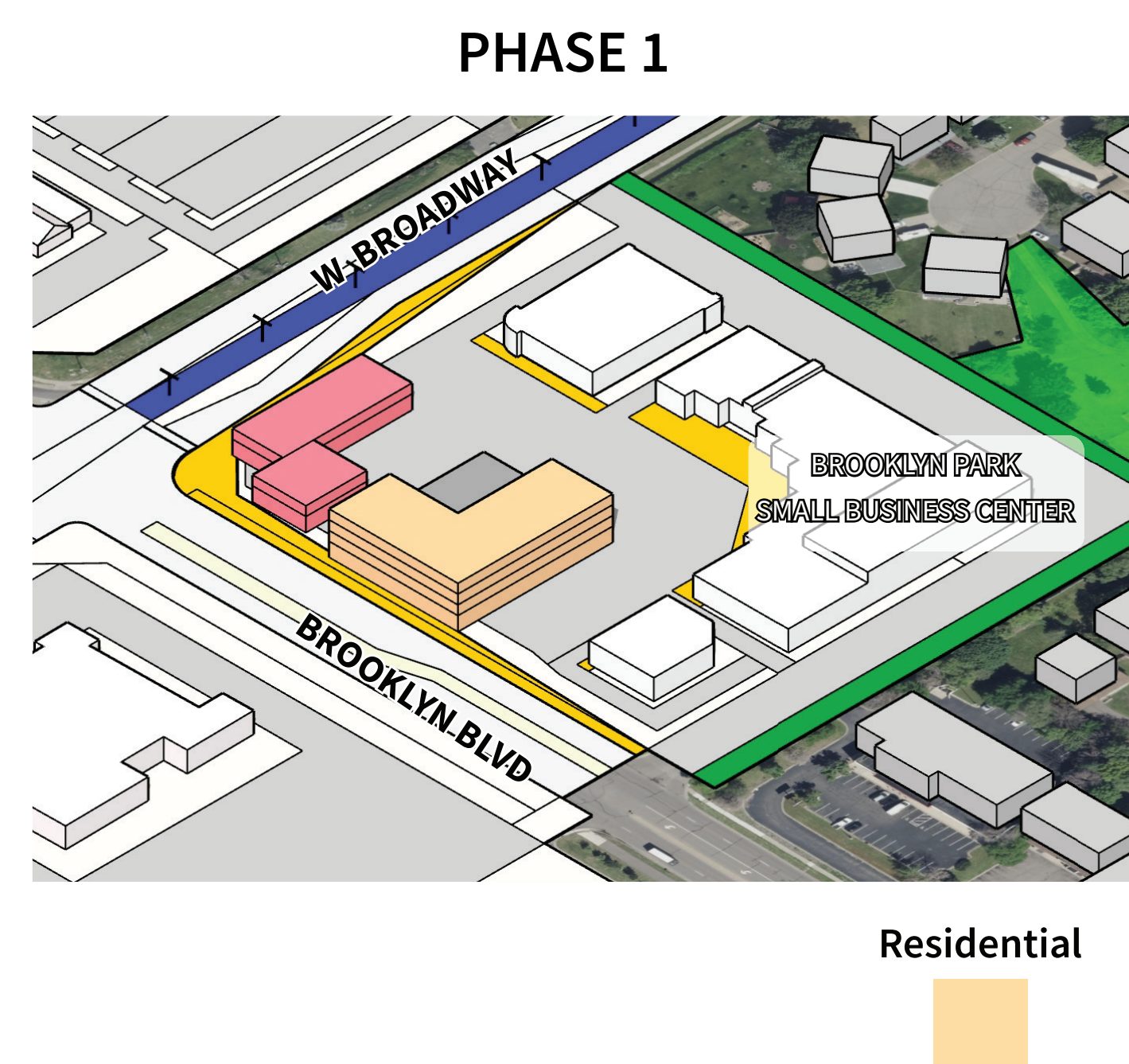
Phase 1 provides space for rooftop retail.



- +/- 280 NEW HOUSING UNITS
- 32,000 SF of NEW RETAIL
- +/- \$425,000 LOCAL TAX REVENUES / YEAR

Alternative 2 provides vertical and horizontal mixed-use developments, providing new commercial spaces and market rate rental housing. Parking is accommodated through on-street parking and structured parking.

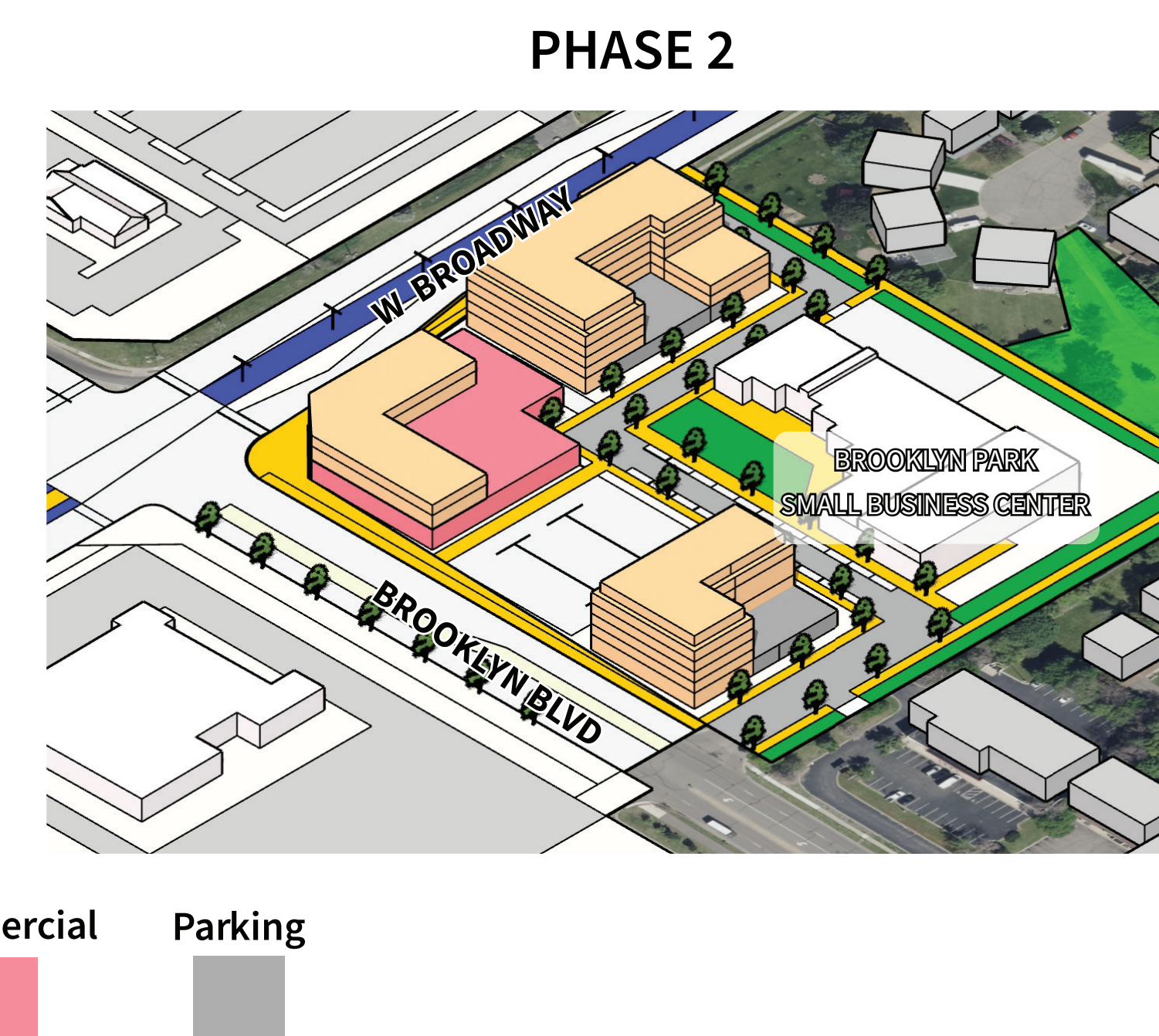
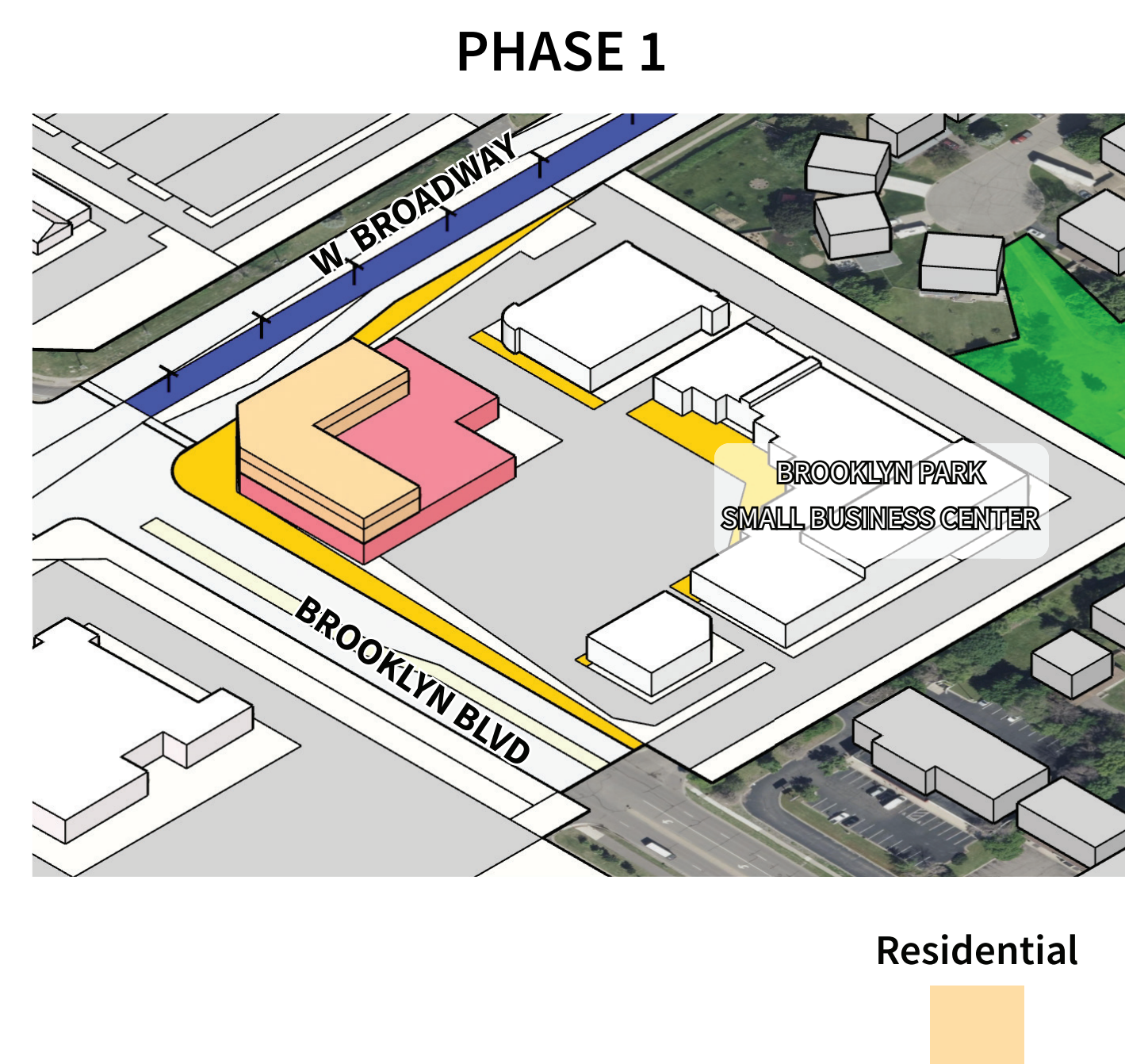
Phase 1 provides a horizontal mixed-use development that may be most feasible under current market conditions.



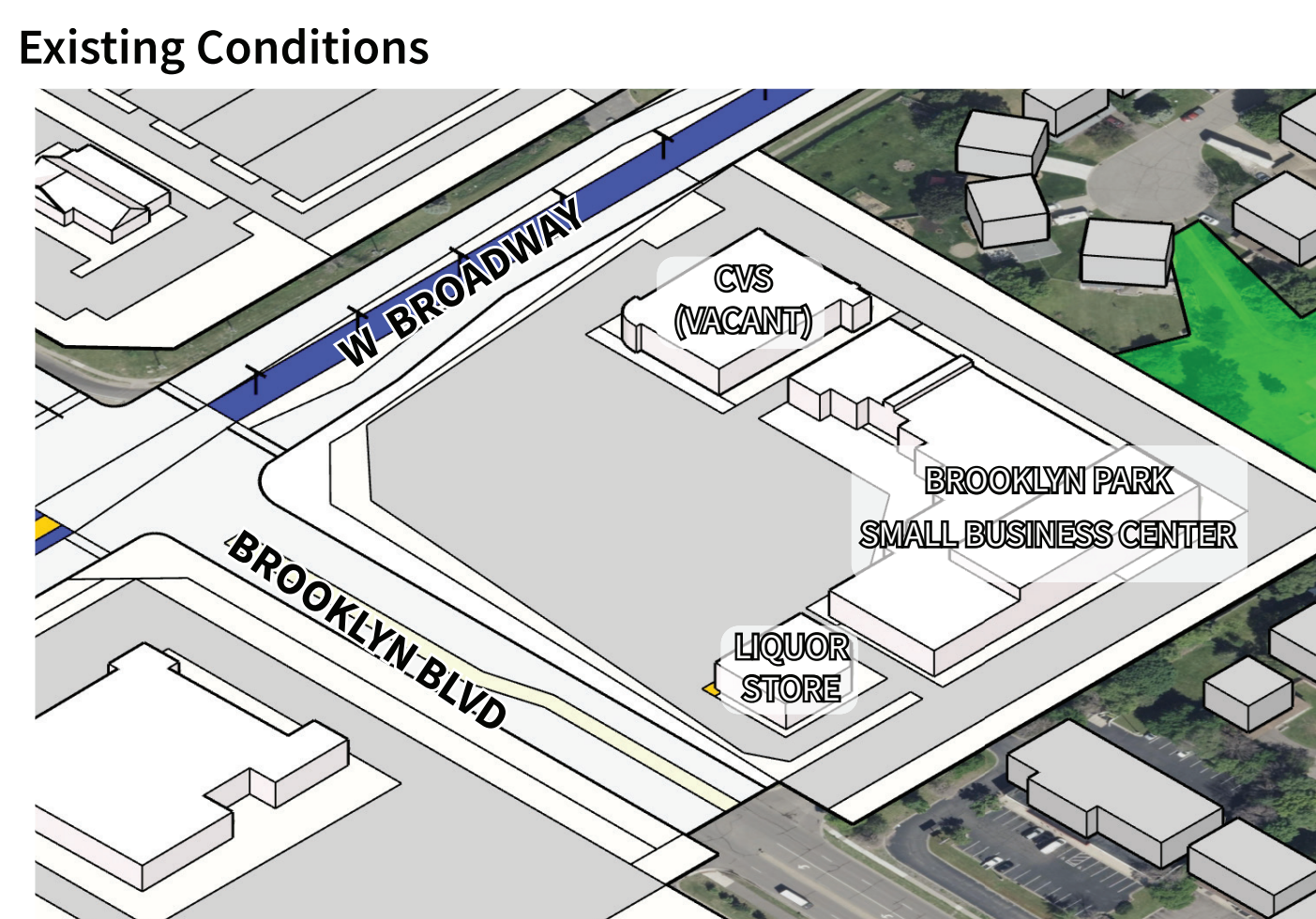
- +/- 220 NEW HOUSING UNITS
- 12,000 SF of NEW RETAIL
- +/- \$350,000 LOCAL TAX REVENUES / YEAR

Alternative 3 provides vertical mixed-use developments which would provide new market rate rental housing and commercial space, including a large retail anchor space. Parking is accommodate through on-street parking, structured parking, and a surface parking lot.

Phase 1 provides a vertical mixed-use building that can accommodate a supermarket.



- +/- 220 NEW HOUSING UNITS
- 35,000 SF of NEW RETAIL
- +/- \$350,000 LOCAL TAX REVENUES / YEAR



- Residential
- Commercial
- Parking