

CITY OF BRAINERD COMPREHENSIVE PLAN UPDATE

STEERING COMMITTEE MEETING 7

FEBRUARY 4, 2019

4:15 pm – 6:00pm

Brainerd High School – Conference Room



BRAINERD
MINNESOTA

Steering Committee Members:

- Timothy Boeder, Park Board Member
- Rick Fargo, Progressive Property Management
- Jeff Grunenwald, President – GreenForest Recycling Resources
- Staci Headley – Resident (Planning Commission Chair)
- Mike Higgins, President – Brainerd Industrial Center
- Jan Lambert, City Council Member
- Mike Larson, Chief Operating Officer – Essentia Health/St Joseph’s Hospital
- Chuck Marohn, Planning Commission Member
- Brian Moon, Easy Riders Bicycle and Sportshop
- Pam O’Rourke, Brainerd Lakes Area Development Corporation Board Member
- Laine D Larson, ISD 181 Superintendent
- Kevin Stunek, Brainerd City Council
- Hara Charlier, PhD. Central Lakes College, President
- P.J. Severson, Owner, Local 218

Time	Item
4:15 p.m.	Welcome and Progress Review
4:20 p.m.	Community Engagement Recap
4:30 p.m.	Vision Statement – Content review and discussion
5:00 p.m.	Guiding Principles – Content review and discussion
5:25 p.m.	Livability Framework – Content review and discussion
5:35 p.m.	Plan Element review
5:45 p.m.	Park, Open Space and Recreation Goal Review
6:00 p.m.	Adjourn

GUIDING PRINCIPLES

CREATE SAFE NEIGHBORHOODS AND LOWER CRIME RATES

- Create and enhance neighborhoods in ways that promote safety and discourages crime.

PROVIDE ADEQUATE JOB OPPORTUNITIES

- Elevate job creation, by taking steps to make Brainerd THE preferred business destination/location.

OFFER MORE SUITABLE, AFFORDABLE HOUSING OPTIONS

- Promote the development or redevelopment of housing for a range of densities, types, price points and ages.

PROTECT AND ENHANCE OUR RECREATION OPPORTUNITIES

- Make a concerted effort to highlight, maintain and enhance the recreational assets/opportunities located within Brainerd.

YOUR NEIGHBORHOOD MATTERS

- Create neighborhoods we're proud of by maintaining, enforcing, developing/redeveloping, or restoring when necessary.

IMPROVE THE IMAGE OF THE HOUSING STOCK

- Create houses that we are proud of by maintaining, enforcing (Rental Maintenance. Code/City Ordinance), developing/redeveloping, or restoring when necessary.

INVEST AND REVITALIZE DOWNTOWN

- Take an active role in downtown revitalization, supporting existing business, new business development, housing, and cultural events all consistent with downtown's historic character.

IMPROVE THE OVERALL MAINTENANCE AND THE ATTRACTIVENESS OF THE CITY

- Prioritize maintaining and enhancing current infrastructure, and recreational assets by considering both form and function.

CITY OF BRAINERD COMPREHENSIVE PLAN VISION STATEMENT

A *vision statement* describes a community's values and aspirations and a shared image of what they want their community to become over the next 10 to 20 years in the future.

OPTION 1: Brainerd is a collaborative community that seeks to build a brand off its seasonality, Mississippi River, historic neighborhoods, and centralized location. Our community offers a high quality of life with our healthcare and park system and seeks to make an economic impact by becoming the hub of central Minnesota. As we strive to become an age-friendly community and we are committed to offering more housing choices, becoming more bicycle friendly, and investing in our downtown.

OPTION 2: Brainerd is a historic community surrounded by natural beauty and we understand the opportunity that lies ahead. We seek to provide high-quality, year-round recreation and experiences with aims to ultimately become the ideal place to live, work, play, and stay. Our healthcare facilities and school district are unique attributes that can foster economic opportunities. We're a community that honors the Mississippi River and we seek to connect our residents and visitors to this destination. We are committed to becoming an age-friendly community and offering opportunities for all of our residents.

CITY OF BRAINERD COMPREHENSIVE PLAN LIVABILITY FRAMEWORK

Helping to define what *livability* means for the City of Brainerd:

Livability is a term that refers to community quality of life as experienced by the people who live, work, stay, and recreate there.

Livability is about realizing values that are central to healthy communities: independence, choice, and security. Livable communities help residents thrive, and when residents thrive, communities prosper.

A ***livable community*** is one that is safe and secure, has affordable and appropriate housing and transportation options, and has supportive community features and services.

LIVABILITY FRAMEWORK

This set of framework should serve as a catalyst for Brainerd to support a livable community. These concepts should be viewed as core concepts and are meant to help guide future development and growth in the city. The framework will work as a general set of guidelines meant to achieve a high standard for *livability* in the City of Brainerd. The set of attributes help define what *livability* means to the City of Brainerd.

HOUSING

Strive to provide housing options for people of all ages, incomes, ability, need and allow everyone to live in a quality neighborhood.

NEIGHBORHOOD

Continue to build neighborhood pride by designing compact neighborhoods that make it more likely for interaction.

Collaborate to build vibrant places by maintaining low vacancy rates and improving exterior facades.

MOBILITY

Offer a range of opportunities to get from one place to another. Provide accessible options that connect people to social activities, grocery stores, medical care, and economic centers through low-cost means as an alternative to driving.

NATURAL RESOURCES

Provide opportunities for people to gather, linking neighborhoods and destinations together through a robust trail network.

Protect our natural resources and seek to connect residents and visitors to the Mississippi River.

HEALTH

Offer easy access to exercise opportunities and high-quality health care opportunities.

Work across disciplines to improve health by incorporating health considerations into decision-making.

CIVIC ENGAGEMENT

Encourage a variety of opportunities for residents to work together to effect change in their community and neighborhood.

CULTURE

A great community helps cultivate interest of its residents through opportunities. Partner to provide community celebrations, public art installations, theatre, events, and concerts. Collectively this will enhance the culture of the community