

# Downtown Revitalization



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# DOWNTOWN

BROOKINGS MASTER PLAN

OCTOBER 2024

# Downtown by Design

## *Not by Default*



STIMULATE  
PRIVATE  
INVESTMENT



ESTABLISH  
DOWNTOWN  
AS A PLACE  
TO LIVE



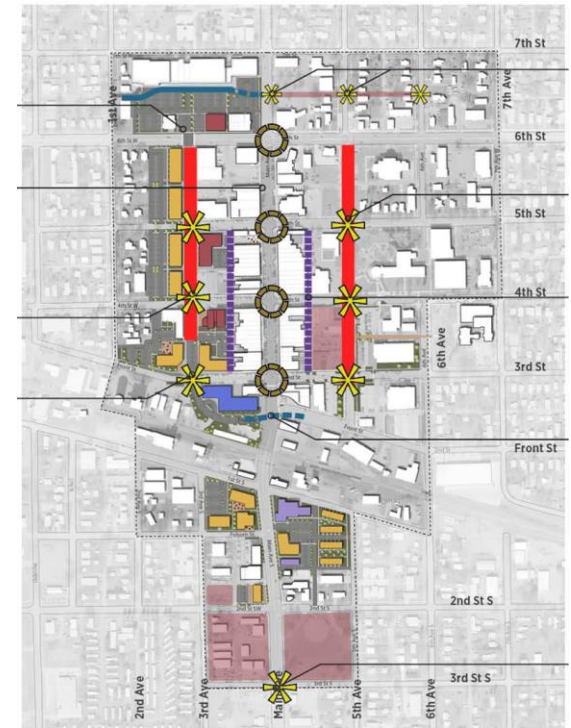
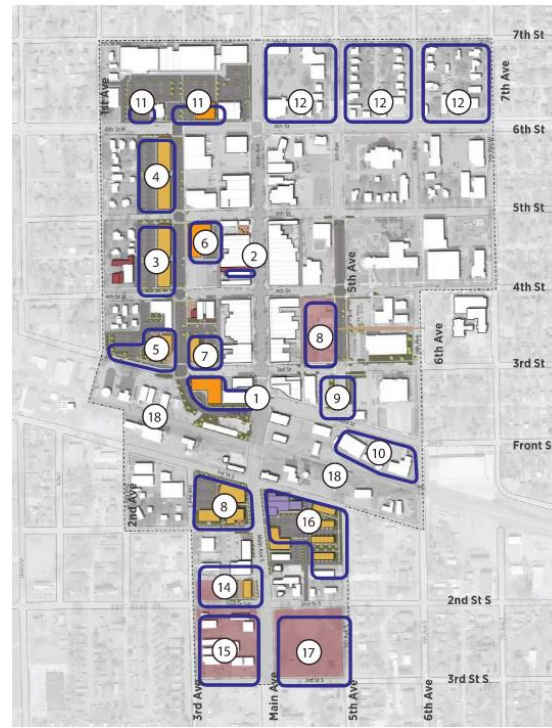
CREATE A  
SIGNATURE  
GATHERING  
SPACE



IMPROVE  
ACCESS AND  
CIRCULATION



STRENGTHEN  
DOWNTOWN  
AS A  
DESTINATION



Armory Reuse  
and Hotel



72-Hour Lot  
Redevelopment



New  
Downtown Park

# Proposed Projects

*and current initiatives*

# Placemaking

A collaborative process in which we shape our public realm by harnessing the ideas and assets of the people who use it to maximize shared value.



# Placekeeping

The active care and maintenance of a place and its social fabric by the people who live and work there.



# Streetscaping

**Plan suggests:** Update plantings, maintain furniture, form a Business Improvement District, update pavement materials, extend streetscape design, public art



**Current & ongoing initiatives:** Replacing pavers, light pole banners, utility box artwork, native landscaping consultant, 72-hour lot crosswalks, 6th & Main gateway plans

# Buildings on Main

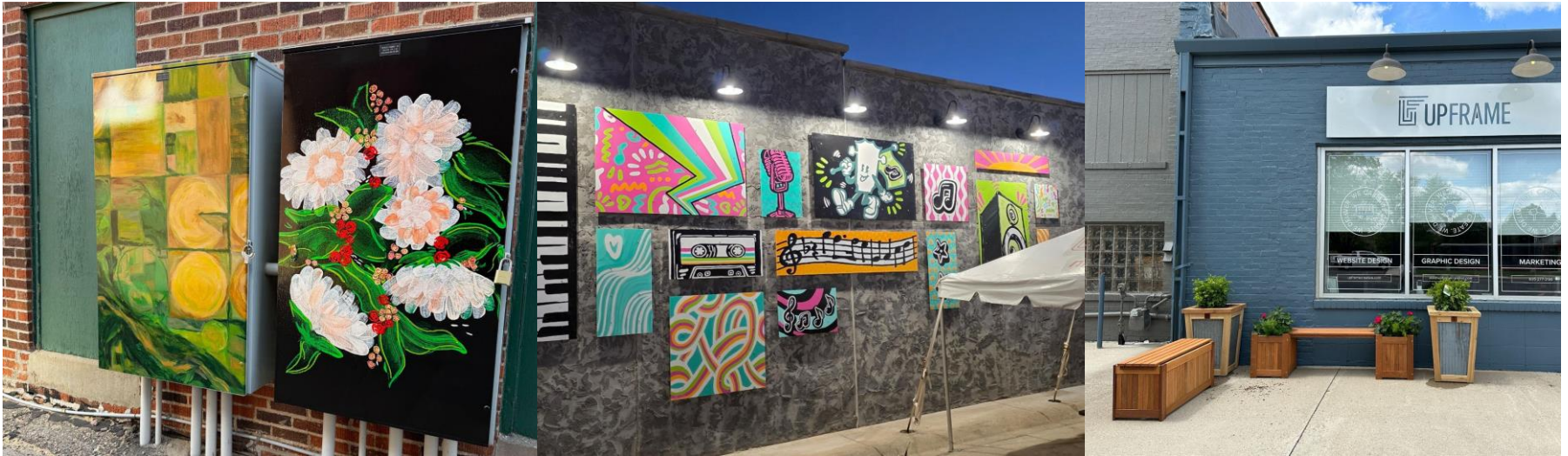
**Plan suggests:** Facade improvements through updated guidelines, investment incentives, infill construction, and historic tax credit assistance



**Current & ongoing initiatives:** Downtown Brookings Facade Grant, Downtown Revitalization Incentive Fund, permanent signage grant, and Lights Camera Action program, referring building owners to alternative grant programs when applicable

# Alleyways

**Plan suggests:** Consolidating dumpsters, adding lighting and security, create alley branding, encourage rear entrances, public artwork



**Current & ongoing initiatives:** DT@SD mural and lighting, security camera/lighting incentives, building updates with rear entrances, alley utility box wraps

# 3rd & 5th Avenue Redesign

**Plan suggests:** Study and test fit angled parking and bump-outs across 3rd Ave, add stop signs to 3rd Ave, add bike lanes and/or angled parking to 5th Ave



**Current & ongoing initiatives:** Downtown included as a subarea in the Master Transportation Plan, Grant for bump-out and crosswalk test fits

\*double points for additional public art

# Wayfinding & Signage

**Plan suggests:** Add wayfinding for motorists and pedestrians, add gateways to mark arrival to the downtown neighborhood, upgrade street name and crosswalk signage



Example Kiosk



Example Wayfinding

**Current & ongoing initiatives:** Moved public parking lot signage, added crosswalk sign at farmers market, ongoing parking lot listing updates on Google Maps, 988 statue test fit

# Additional City Contributions to Downtown - Since October 2024

- Downtown Incentive Programs (\$320k allocated)
- Mobility Updates
  - 3rd Ave Redesign - Assisted with design, painted perimeter and added candle sticks.
  - Walk Your Wheels - Labor
  - Master Transportation Plan - Downtown added as subarea to further study pedestrian mobility in area
  - Bike Subcommittee Re-established
  - SDSU Students Parking Study
    - Updated parking lot sign locations, replaced 2hr parking signs, purchased additional parking lot
  - Main Ave closure for Hobo Day - Pre-emptive strategy for pedestrian safety
  - Pedestrian Safety Improvements at Main Ave/3rd St
    - Removed trees within sight line & added pedestrian scramble
- Placemaking/Placekeeping
  - Remove Brick Pavers from Main Ave to avoid ADA hazards
  - Support for building permits, grant apps, historic preservation guidelines
  - Subcommittee for plantings in bump-outs (Parks Dept & Sustainability Council)
  - Supporting public art installations via Public Arts Commission/Downtown Brookings
  - Updated Banner/Flag Policy to designated banner poles to Downtown Brookings
  - Changed City ordinance to allow for additional sidewalk dining capacity
  - Pilot Parklet program
- Downtown Fire Task Force + Building Owner Meetings + Ongoing Support
- Brookings Farmers Market winter location at 5th Street Gym, plus booth participation

# THANK YOU!

**Public Works** – Slurry Seal, Mobility Improvements, 5th Ave Road Patch  
**Parks, Rec, Forestry** – Flower Baskets, Snow Removal, 5th St Gym Use  
**Human Resources** – Fire Recovery Assistance, Insurance of Structures  
**Fire** – Downtown Fire, Inspections  
**Library** – Programs/Services  
**IT** – Behind the Scenes Work, Presentations, Consultations  
**PIO** – Promote Master Plan, Grants, Press Releases  
**Police** – Downtown Safety, Compliance Checks  
**Clerk** – Alcohol and Food Truck Licensing, Parklets, Sidewalk Dining  
**Community Development** – Permits, Historic Preservation

AND MUCH, MUCH MORE...

# Downtown Fire Update

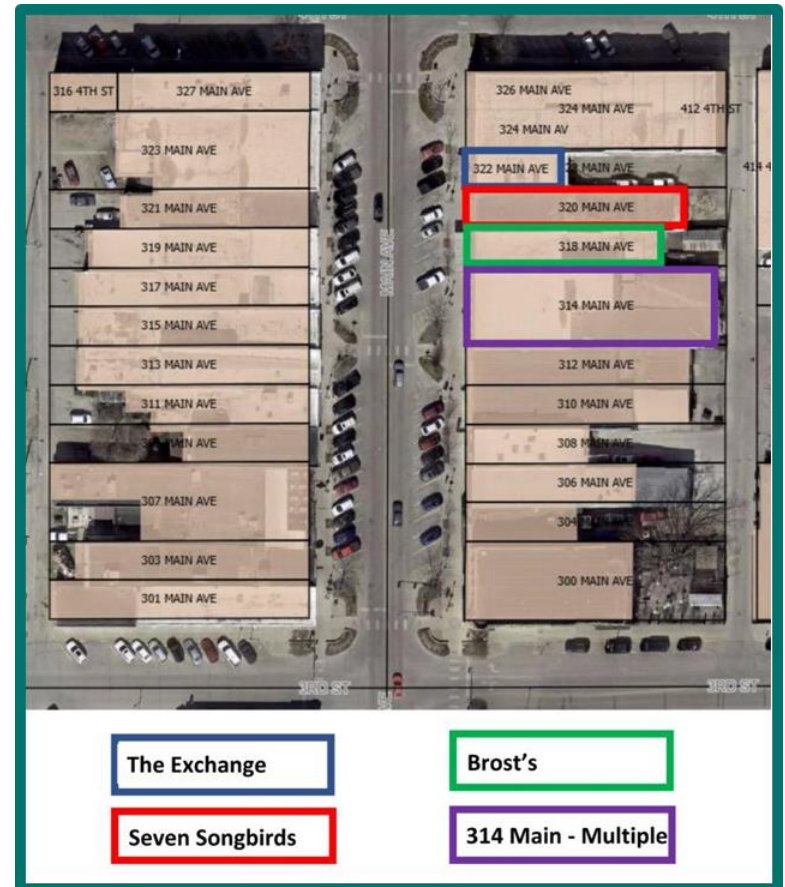
## Facts:

- December 30, 2024
- Began at Brost's Fashion
- 4 Buildings
- 21 Businesses
- 12 Apartments, 17 People

## Initiatives:

- Emergency Assistance
- Fire Relief Funding
- City Fire Task Force (Internal)
- Regular Building Owner Meetings
- Building Services Support

**What's the Latest Update???**



# Downtown Incentive Programs

*2025 Awardees*

# Lights, Camera, Action Grant

*50% Match – \$2,000 – Administered by Downtown Brookings*

| Eligible Improvements                                                                                                                                                                                             | Non-Eligible Improvements                                                                                        |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Lights</li><li>• Cameras (BPD Access)</li><li>• Action (Placemaking)<ul style="list-style-type: none"><li>• Outdoor landscaping, outdoor dining, etc.</li></ul></li></ul> | <ul style="list-style-type: none"><li>• General Maintenance</li><li>• Non-Compliant</li><li>• Services</li></ul> |

## 414 Main Ave

**Current Business:**  
**Be Still Boutique**

Amount Received: \$400  
Added: Cameras

## 414 Main Ave, St #2

**Current Business:**  
**Upframe Creative**

Amount Received: \$500  
Added: Planters/Benches

## 310 Main Ave

**Current Business:**  
**The Carrot Seed Kitchen Co**

Amount Received: \$2,000  
Added: Planters/Cameras



## 309 5th St, St #100

**Current Business:**  
**Wooden Legs Brewing Company**

Amount Received: \$2,000  
Added: Parklet

## 418 Main Ave

**Current Business:**  
**Orenda (ID8)**

Amount Received: \$2,000  
Added: Planters/Cameras

## 408 Main Ave

**Current Business:**  
**Main Street Pub**

Amount Received: \$2,000  
Added: Cameras

## 421 Main Ave

**Current Business:**  
**Sully's Irish Pub**

Amount Received: \$1350  
Added: Exterior Patio Upgrades

## 309 Main Ave

**Current Business:**  
**Jim's Tap**

Amount Received: \$2,000  
Added: Exterior Patio Upgrades

## 225 Main Ave

**Current Business:**  
**Masonic Lodge**

Amount Received: \$1,420  
Added: Lights for Sign  
Restoration

## 503 Main Ave

**Current Business:**  
**Eleven Eleven Bridal**

Amount Received: \$800  
Added: Cameras

## 418 4th St

**Current Business:**  
**At Ease Counseling**

Amount Received: \$825  
Added: Planters/Cameras

# Programs

| Façade Grant                                                                                                                                                                  | Downtown Revitalization Incentive Program (DRIP)                                                                                                                                                                                                                                         | Lights, Camera, Action Grant                                                                    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Primary Entrance Façade Improvements <ul style="list-style-type: none"> <li>street vs alley-facing</li> </ul> </li> </ul>              | <ul style="list-style-type: none"> <li>Enhancing Interior Spaces</li> </ul>                                                                                                                                                                                                              | <ul style="list-style-type: none"> <li>In Response to Safety Concerns</li> </ul>                |
| <ul style="list-style-type: none"> <li>1:1 Match or 50% <ul style="list-style-type: none"> <li>Project minimum: \$35,000</li> </ul> </li> <li>Up to \$25,000 Grant</li> </ul> | <ul style="list-style-type: none"> <li>1:1:1 Match or 33% <ul style="list-style-type: none"> <li>project minimum: \$75,000</li> </ul> </li> <li>33% Grant <ul style="list-style-type: none"> <li>Up to \$25,000 Grant</li> </ul> </li> <li>33% Loan</li> <li>33% Owner Equity</li> </ul> | <ul style="list-style-type: none"> <li>1:1 Match or 50%</li> <li>Up to \$2,000 Grant</li> </ul> |
| Budgeted: \$100,000                                                                                                                                                           | Budgeted: \$200,000                                                                                                                                                                                                                                                                      | Budgeted: \$20,000<br><i>*Administered by Downtown Brookings</i>                                |

# Downtown Brookings Facade Grant

*50% Match – \$25,000 – Project Minimum \$35,000*

| Eligible Improvements                                                                                                                                                                                                                                     | Non-Eligible Improvements                                                                                                                                                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Exterior Renovations<ul style="list-style-type: none"><li>• i.e. windows, doors, tuck-pointing, awnings, etc.</li></ul></li><li>• Historic Preservation Compliance</li><li>• Accessibility Improvements</li></ul> | <ul style="list-style-type: none"><li>• General Maintenance</li><li>• Interior Renovations</li><li>• New Construction</li><li>• Non-Compliant</li><li>• Temporary Installation</li><li>• Services</li></ul> |

**Applications Due March 1, 2025**

Review Committee → Conditional Award Letter → Project Forms → Project Work → Reimbursement

# 418 Main Ave

**Current Business: ID8 Architecture**

Grant Awarded: \$25,000



Before



After

# 408 Main Ave

**Current Business: Main Street Pub**

Grant Awarded: \$22,301.24



Before



After

# 322 Main Ave

Current Business: The Exchange

Grant Awarded: \$25,000



Before

In Progress

# Downtown Revitalization Incentive Program

33.33% Match – \$25,000 – Project Minimum \$75,000

| Proposed Funding Structure  |
|-----------------------------|
| 33.33% Grant Up to \$25,000 |
| 33.33% Loan                 |
| 33.33% Owner Equity         |
| Project Minimum: \$75,000   |

| Eligible Improvements                                                                                                                                                                                                                                                                | Non-Eligible Improvements                                                                                                                                                                                                                       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>Interior Renovations, Improvements, and Upgrades that Enhance Functionality, Safety, Aesthetics<ul style="list-style-type: none"><li>Electric/Plumbing, Fixtures/Finishes/Flooring, ADA Compliance</li></ul></li><li>Materials/Labor</li></ul> | <ul style="list-style-type: none"><li>Exterior Improvements</li><li>Routine Maintenance</li><li>New Buildings</li><li>Permit Fees</li><li>Professional Services</li><li>Personal Expenses</li><li>Excess Costs</li><li>Non-Compliance</li></ul> |

Applications Due March 1, 2025

Review Committee → Conditional Award Letter → Project Forms → Project Work → Reimbursement

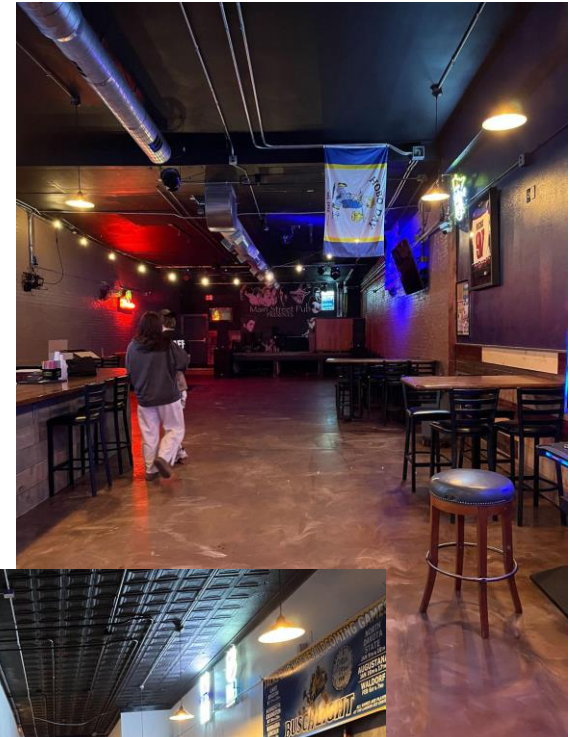
# 408 Main Ave

**Current Business: Main Street Pub**

Grant Awarded: \$25,000



Before

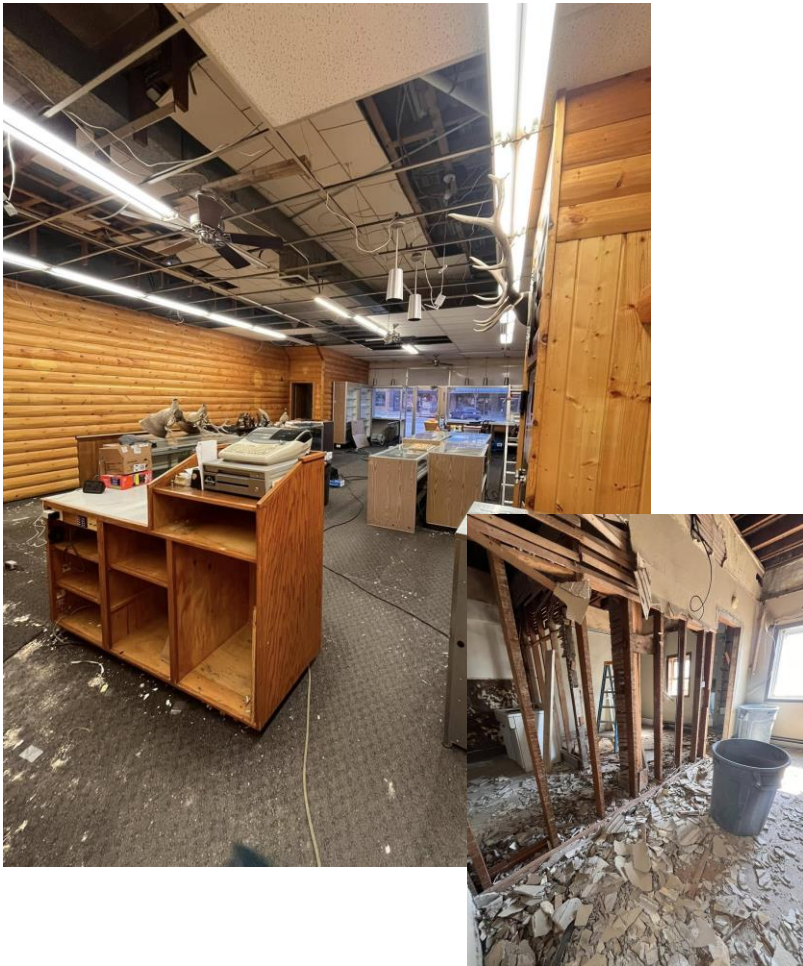


After

# 322 Main Ave

Current Business: The Exchange

Grant Awarded: \$25,000



Before



In Progress

# Questions?

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