

City Council Agenda Item Memo

From: Samantha Beckman, Assistant to the City Manager

Council Meeting: October 8, 2024 / October 22, 2024

Subject: Resolution 24-076: Downtown Brookings Master Plan

Presenter: Samantha Beckman, Assistant to the City Manager
Cory Scott, Senior Partner, RDG Planning & Design

Summary:

The City of Brookings, Downtown Brookings, community partners, businesses, leaders, and consultant RDG Planning & Design, Inc., have worked over the past 11 months to develop the Downtown Brookings Master Plan. The 10-year plan will be presented and staff recommends approval.

Item Details:

This item was tabled at the October 8, 2024 City Council Meeting: “**Resolution 24-076.** A motion was made by Mayor Niemeyer, seconded by Council Member Specker, that action on Resolution 24-076, a Resolution Adopting the Downtown Brookings Master Plan be tabled to the October 22nd City Council Meeting. The motion carried by the following vote: Yes: 6 - Avery, Niemeyer, Rasmussen, Specker, Tilton Byrne, and Wendell; Absent: 1 - Doran.”

The Downtown Brookings Master Plan was created under the direction of City Council as part of a larger downtown revitalization initiative. The Downtown Brookings Master Plan is presented to City Council for approval. The Plan was developed through:

- Eleven months of community engagement
- Four public engagement open houses
- An interactive map which was live for six months for public comment
- Steering Committee meetings
- Stakeholder discussions with Retail/Service Business Owners, Restaurant/Bar Owners, Local Developers, and Property Owners
- Engagement with the Downtown Brookings Board of Directors & Staff, City Council, and City Staff
- Economic development community partner engagement

The plan contains strategies for revitalization of five different subareas of downtown. Together, those subareas create downtown; however, they must be acknowledged separately as they each have their own unique characteristics. Community partners responsible for objectives within the 1-10 year plan are identified. Each subarea includes different development and mobility opportunities. The subareas of downtown are broken down to include:

- Main Avenue

- West Edge
- East Edge
- 6th Street
- Southside

Key catalyst projects were identified and include:

- the reuse of the Armory and new hotel
- the redevelopment of the 72-hour parking lot
- the development of a new downtown park

The Downtown Brookings Master Plan is intended to shape the future of development and redevelopment of the Central Business District by choice, rather than by chance.

If approved, City Staff, Downtown Brookings, and other economic development partners identified in the Plan will work to achieve its goals. City funding will be allocated based on the identified goals of each subarea.

Legal Consideration:

None.

Strategic Plan Consideration:

The approval of the Downtown Brookings Master Plan and the progression of goals will meet City Council's strategic plan through all five areas. The plan was developed with Council's desired outcomes as a foundation.

- Fiscal Responsibility – The City of Brookings will responsibly manage resources through transparency, efficiency, equity, and exceptional customer service.
- Safe, Inclusive, Connected Community – The City of Brookings will create an environment for inclusive programs, gathering places, and events where the community can safely live, work and come together to participate in opportunities for learning, recreation and enjoyment.
- Service and Innovation Excellence – The City of Brookings will provide an accessible environment committed to ongoing innovation and outstanding service through listening and engagement.
- Sustainability – The City of Brookings will meet environmental, community and economic desires and needs without compromising future generations' quality of life by strategically planning, implementing and maintaining infrastructure and facilities.
- Economic Growth – The City of Brookings will support effective diversified community investment and equitable opportunities for prosperity.

Financial Consideration:

In 2024, the City has committed to providing over \$1,060,000 to economic development partners; \$130,000 of which is designated to Downtown Brookings. If adopted, the Council will direct the funding towards completion of the plan. Other possible revenue generating streams for the identified projects include the creation of a business improvement district, the utilization of tax increment financing, and grants.

Supporting Documentation:

Resolution

Master Plan