

City Council Agenda Item Memo

From: Samantha Beckman, Assistant City Manager

Council Meeting: November 18, 2025

Subject: Update: Downtown Revitalization

Presenter: Samantha Beckman, Assistant City Manager
Kirsten Gjesdal, Downtown Brookings Executive Director

Summary and Recommended Action:

City staff and Downtown Brookings staff will provide an update on the progress of the Downtown Brookings Master Plan, downtown fire recovery efforts, and announce the awardees for the 2025 Downtown Incentive Programs.

Item Details:

City Council adopted the Downtown Brookings Master Plan in October 2024. The purpose of the plan was to 1) stimulate private investment, 2) establish downtown as a place to live, 3) create a signature gathering space, 4) improve access and circulation, 5) strengthen downtown as a destination.

The plan split downtown into five (5) subareas, specifically looking at development and mobility opportunities. Three (3) major catalyst projects were identified that could trigger significant change to the neighborhood including the Armory Reuse and Hotel project, the 72-Hour Parking Lot Redevelopment, and a Downtown Park.

The plan presented several projects, policy updates, and key initiatives that could move the revitalization efforts forward. Large projects included streetscaping updates, focusing efforts on Main Avenue buildings, enhancing alleyways, redesigning Third and Fifth Avenue, and upgrading wayfinding and signage. Staff will present current initiatives in each of these categories which have been done in partnership with the City of Brookings and Downtown Brookings since the inception of the Downtown Brookings Master Plan.

On December 30, 2024 a fire began at Brost's Fashion on the 300 block of Main Avenue. Four (4) buildings, twenty-one (21) businesses, twelve (12) apartments, and seventeen (17) individuals were impacted. Staff will give an update on short, medium, and long-term initiatives that the City of Brookings and Downtown Brookings were part of and give the latest update on the buildings.

Finally, Staff will announce the awardees for the 2025 Downtown Incentive Programs. City Council allocated funds toward three programs in 2025 including the Downtown Brookings Façade Grant, Downtown Revitalization Incentive Program, and the Lights, Camera, Action Grant. After committee reviews of applications, \$145,000 of that fund

has been dedicated toward a total of sixteen (16) projects. Members from City Council, Brookings Historic Preservation, and the Downtown Brookings Board participated in a tour of several locations earlier this evening.

Lights Camera Action Recipients (up to \$2,000):

- 225 Main Ave, Masonic Lodge
- 309 Main Ave, Jim's Tap
- 309 5th St, St #100, Wooden Legs Brewing Company
- 310 Main Ave, The Carrot Seed Kitchen Co
- 408 Main Ave, Main Street Pub
- 414 Main Ave, Be Still Boutique
- 414 Main Ave, St #2, Upframe Creative
- 418 Main Ave, Orenda
- 418 4th St, At Ease Counseling
- 421 Main Ave, Sully's Irish Pub
- 503 Main Ave, Eleven Eleven Bridal

Downtown Brookings Façade Grant Recipients (up to \$25,000):

- 322 Main Ave, The Exchange
- 408 Main Ave, Main Street Pub
- 418 Main Ave, Orenda

Downtown Revitalization Incentive Program Recipients (up to \$25,000):

- 322 Main Ave, The Exchange
- 408 Main Ave, Main Street Pub

Legal Consideration:

None.

Strategic Plan Consideration:

- 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:

City Council committed funds for the Downtown Incentive Programs in 2025 with \$145,000 awarded in grants. The 2026 budget allocates funds toward these programs.

Supporting Documentation:

Presentation