

# Planning Commission Agenda Memo

**From:** Mike Struck, Community Development Director

**Meeting:** October 6, 2020

**Subject:** Commercial Corridor Overlay District

**Person(s) Responsible:** Mike Struck, Community Development Director

**Summary:**

Staff is proposing an amendment to the Zoning Ordinance to create a Commercial Corridor Overlay District along four major transportation corridors. The overlay district provides design guidance for developers, decision-makers, and the community as development/redevelopment is proposed.

**Background:**

The City is proposing to add a commercial corridor overlay district to the Zoning Ordinance. The intent of the overlay district is to provide guidance to staff, developers, and the public when opportunities for development and/or redevelopment are available along four of the major corridors in the community. The overlay district utilizes the underlying zoning district as the base district for the uses allowed and incorporates site design criteria from the overlay district.

The City of Brookings Strategic Plan identified the following goals:

Future Development: Protect and secure Brookings identity and sense of community through place making and continuation of existing culture with proper development standards and resilient, sustainable growth.

Goal 1: 6<sup>th</sup> Street overlay district

Street Infrastructure: Provide for planning, financing, and construction of East 20<sup>th</sup> Street South Interchange with I-29.

Goal 1: Protect and ensure proper development through engagement with proper zoning and potential specialized overlay district.

The Comprehensive Plan also identifies the 6<sup>th</sup> Street corridor as an Urban Strategy Area. Implementation priorities identified in the Comprehensive Plan included:

- Create design guidelines for all arterial streets
- Develop design guidelines for the 6<sup>th</sup> Street corridor

- Create an attractive and welcoming pedestrian environment along the length of the corridor related to the scale and configuration of development
- Promote high quality development and a mix of complementary uses that allow the corridor to function as a cohesive business district
- Consider the general recommendations in this section when evaluating redevelopment proposals in terms of scale (real and perceived), location and screening of parking; and mitigation of off-site impacts
- Implement the recommendations of the Policy Map (Page 167) and use the site specific development concepts as a guide for redevelopment and tactical site interventions
- Implement the “form and scale” guidance and the “transitions and compatibility” recommendation for each policy area identified on the Policy Map (Page 167)
- Implement the recommendations of the 6<sup>th</sup> Street Policy Map (Page 167) in terms of attention node enhancement

#### **Item Details:**

The Commercial Corridor Overlay District is reviewed and approved similar to an Initial Development Plan associated with a Planned Development District. The Planning Commission reviews and provides a recommendation to the City Council. The City Council approves the development proposal via a motion and majority vote. Both the Planning Commission and City Council will hold public hearings on the proposal.

The design criteria associated with the Commercial Corridor Overlay District is based upon the site characteristics associated with the development proposal. The intent is for the developer and designer to view the site from an appropriate scale and compatibility with the neighborhood and incorporating features enhancing the built environment.

Emphasis on pedestrian safety is stressed by minimizing conflict points in the design process while maintaining traffic flow along major transportation corridors. The ordinance proposes to bring structures closer to the street with parking located in the rear of buildings, drawing attention to the buildings and uses located within.

The proposed ordinance is intended to allow flexibility in the design of the site and building while providing guidance to designers and decision-makers concerning the appropriate scale and compatibility with the existing neighborhood.

The proposed ordinance would repeal Section 94-165.1. – Campus edge neighborhood standards. The Campus edge neighborhood standards ordinance was adopted in 2013 and has not been utilized since its adoption.

Three sites were selected as examples showing potential buildable areas based upon the proposed ordinance. The examples are provided to show the site characteristics and are not intended to serve as an approved site plan. The challenge with providing examples is site characteristics, primarily related to parking, drive-thru's, etc. are based upon the uses within the structure.

**Options and Recommendation:**

The Planning Commission has the following options:

1. Approve as presented.
2. Approve as amended.
3. Table the item to a future meeting.
4. Deny.

The Development Review Team (DRT) recommends approval of the amendment.

**Supporting Documentation:**

1. Notice
2. Memo
3. Ordinance
4. Examples