

City of Brookings WORKSHOP Agenda

CITY COUNCIL

Monday, February 2, 2015, 4:00pm

City Hall Council Chambers, 898 Elk Drive, Brookings, OR 97415

A. Call to Order

B. Roll Call

C. Topics

1. Capella Parking Lot Lighting [Parks, pg. 2]
 - a. Letter of request [pg. 3]
 - b. Area Map [pg. 4]
 - c. Estimate [pg. 5]
2. Azalea Park Community Garden [Parks, pg. 6]
 - a. Area map [pg. 8]
 - b. Sample facility rendering [pg. 9]
3. Downtown Design Standards [PWDS, pg. 10]
 - a. Draft ordinance [pg. 12]
 - b. Power Point presentation (*to be presented at meeting*)
4. Strategic Plan Update [PWDS, pg. 19]
 - a. Short term plan [pg. 21]
 - b. Long term plan [pg. 25]
5. Easy Street Sidewalk [City Manager, pg. 27]
 - a. Engineers Estimate [pg. 28]
6. Community Christmas Tree [pg. 29]

D. Council Member Requests for Workshop Topics

E. Adjournment

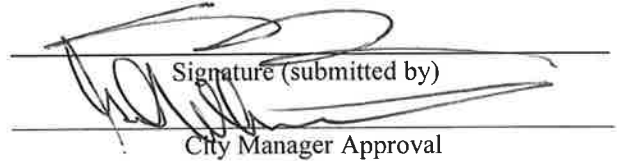
All public City meetings are held in accessible locations. Auxiliary aids will be provided upon request with at least 10 days advance notification. Please contact 469-1102 if you have any questions regarding this notice.

CITY OF BROOKINGS

COUNCIL WORKSHOP REPORT

Meeting Date: 2/2/15

Originating Dept: Parks


Signature (submitted by)
City Manager Approval

Subject: Capella Parking Lot Lighting

Background/Discussion: Natures Coastal Holiday (NCH) is requesting the City install a light in the Capella parking lot off North Bank Road. The holiday light event continues to grow every year putting a strain on organized parking in and around Azalea Park. With the addition of a light, NCH will be able to expand parking off North Bank Road and add another point of entry to the event. Capella volunteers have also requested the light to assist with visibility to their vehicles when they close. The new light will be installed in the vicinity of the sidewalk that leads to the Capella.

Financial Impact: Preliminary estimates indicate the cost to install one light will be approximately \$3551. NCH has agreed to contribute \$1000 to the project.

Attachments:

- a. Letter of Request from Natures Coastal Holiday
- b. Area Map
- c. Estimate

To whom it may concern

Re: lighting in the soccer field parking lot.

Lighting for the back parking lot was discussed on our January 12 meeting with city management

Tony Baron pointed out that a light pole would cost the city approximately \$2200, and asked if NCH could possibly contribute to the project.

The NCH committee has discussed it and voted to earmark \$1000 towards the purchase and installation of two light poles. We request one be located close to the sidewalk currently leading from the parking lot to the Capella.

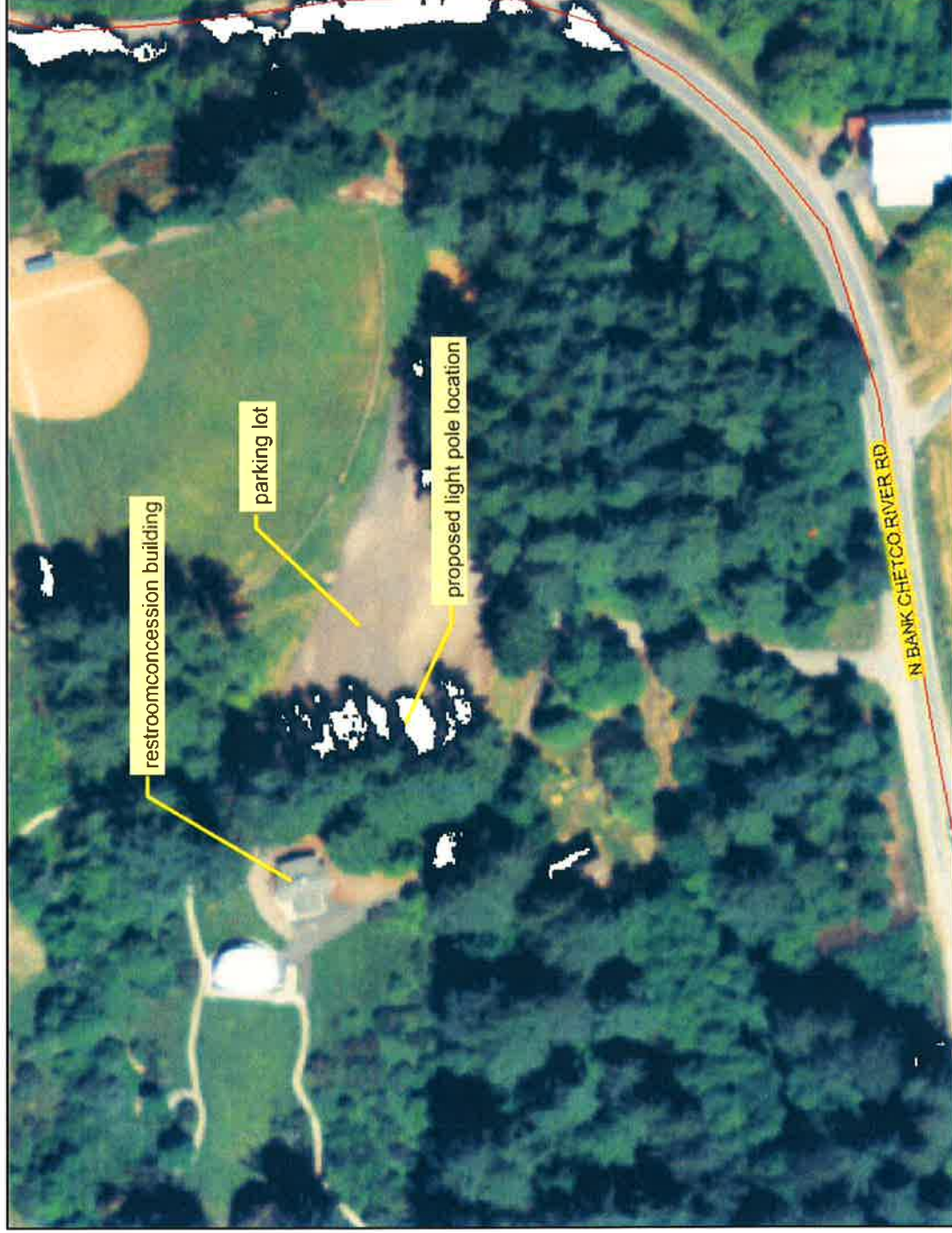
Perhaps we could be included in the location discussion of the second pole if this project is approved.

Submitted Jan 15-2015

Klaus Gielisch

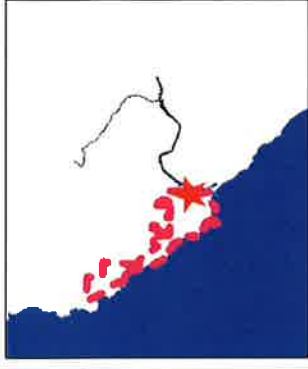
541-941-5599

Azalea Park - Parking Lot Lighting



0 160 320 480 ft.

Map center: 42° 3' 25.6" N, 124° 16' 21.6" W



Legend

- RIVERS
- / ROADS
- URBAN GROWTH BOUNDARY
- OCEAN



Scale: 1:1,621

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City of Brookings
Azalea Park - Parking Lot Lighting

January 26 2015

<i>Description</i>	<i>Quantity</i>	<i>Unit</i>	<i>Unit Cost</i>
Fiberglass direct burry pole	1		\$1,330.00
Electrician- materials & labor	1		\$1,721.00
Trenching and conduit	1		\$500.00

CITY OF BROOKINGS

COUNCIL WORKSHOP REPORT

Meeting Date: 2/2/15

Originating Dept: Parks



Signature (submitted by)
City Manager Approval

Subject: Azalea Park Community Garden

Background/Discussion: The Azalea Park Foundation is researching and developing new ways to expand their scope of collaboration with the City of Brookings in Azalea Park. Their mission is to assist The City of Brookings with maintenance and improvements to Azalea Park.

The sand volleyball court is currently unused and in need of attention. The Azalea Park Foundation wants to implement and manage a Community Garden in this space. This space gets a lot of sun and a Community Garden would be an excellent way to engage our citizens and visitors to the park in new educational and creative ways.

The Azalea Park Foundation intends to make this an educational Community Garden where classes are offered and people can learn valuable skills to sustain their families and our community. The Community Garden project coordinators are Azalea Park Foundation Board President Lynette McPherson and Community Liaison Scott Clapson.

APF Foundation President Lynette McPherson is a Fifteen year Master Gardener through U.C. Davis and OSU Extension. Lynette was the Garden Coordinator for the Del Norte Unified School District while working with the Nutrition Network and funded by a grant from the USDA. Scott Clapson is the President of the Wild Rivers Local Food Collaborative and graduate of the OSU Extension Master Gardener Program. Scott is the coordinator and grant writer for the community garden share at St. Timothy's Episcopal Church, which provides vegetables to the community kitchen network in Brookings.

The Azalea Park Foundation wants to implement a community garden that measures approx 100' X 90', which is the current size of the sand volleyball court. The garden will be fenced, similar to the fence at The Little Bear Patch Garden at the elementary school. The fence will have a combination lock on it. Board members and volunteer coordinators will be the only people with the combination.

Attached is a scaled map of The Community Garden plan. This plan includes raised beds, composting, seating area for classes and education and cooking demonstrations. In the plan is a greenhouse for propagating vegetables and native plants.

The Community Garden would be implemented in phases. (Each phase would be three months)
Phase 1 - Fencing, compost, greenhouse and four raised beds built and planted
Phase 2 - Half of the raised beds built and planted
Phase 3 - Remaining raised beds built and planted

The Azalea Park Foundation plans to manage and operate the Community Garden in a collaborative work party model. The garden will be maintained with weekly work parties scheduled by The Azalea Park Foundation Community Liaison and approval from the board. Volunteers who donate time will be able to harvest produce during their volunteer hours. The remaining produce will be donated to the Food Bank: They always have a need for fresh vegetables. Volunteers who exhibit dedication to the Community Garden will have the opportunity to donate to the Community Garden reserving a raised bed to grow produce.

The native plants raised in the Community Garden will be offered for a suggested donation to support Azalea Park and the Azalea Park Foundations efforts. Their hope is to eventually employ youth and other members of our community seeking to learn skills in market gardening. Raising plants and vegetables is a great way to contribute economically to our local community.

Along with economic and beautification benefits to the community The Azalea Park Foundation Community Garden will provide a place for people to come together around growing food and native plants. The Community Garden will be a space where citizens and visitors to our community can come together learning from each other by doing. This garden will teach our citizens to be more self sufficient and self reliant. This community garden will provide opportunities for those who have no garden space to grow and harvest fresh food and reap the health benefits of gardening. This Community Garden will be a great benefit to The City of Brookings and our citizens.

The Parks and Recreation Commission approved a recommendation to City Council during the January 22nd Commission meeting.

Financial Impact: It is estimated that the project will cost approximately \$12,000. Funding will come through fundraising, matching funds from The Azalea Park Foundation and community garden grants. All funding will be covered by The Azalea Park Foundation. The City of Brookings will have to cover no costs of building or maintaining or watering this garden.

Attachments:

- a. Area Map
- b. Sample Facility Rendering

Azalea Park - Community Garden



0 225 450 675 ft.

Map center: 42° 3' 28.3" N, 124° 16' 25.1" W

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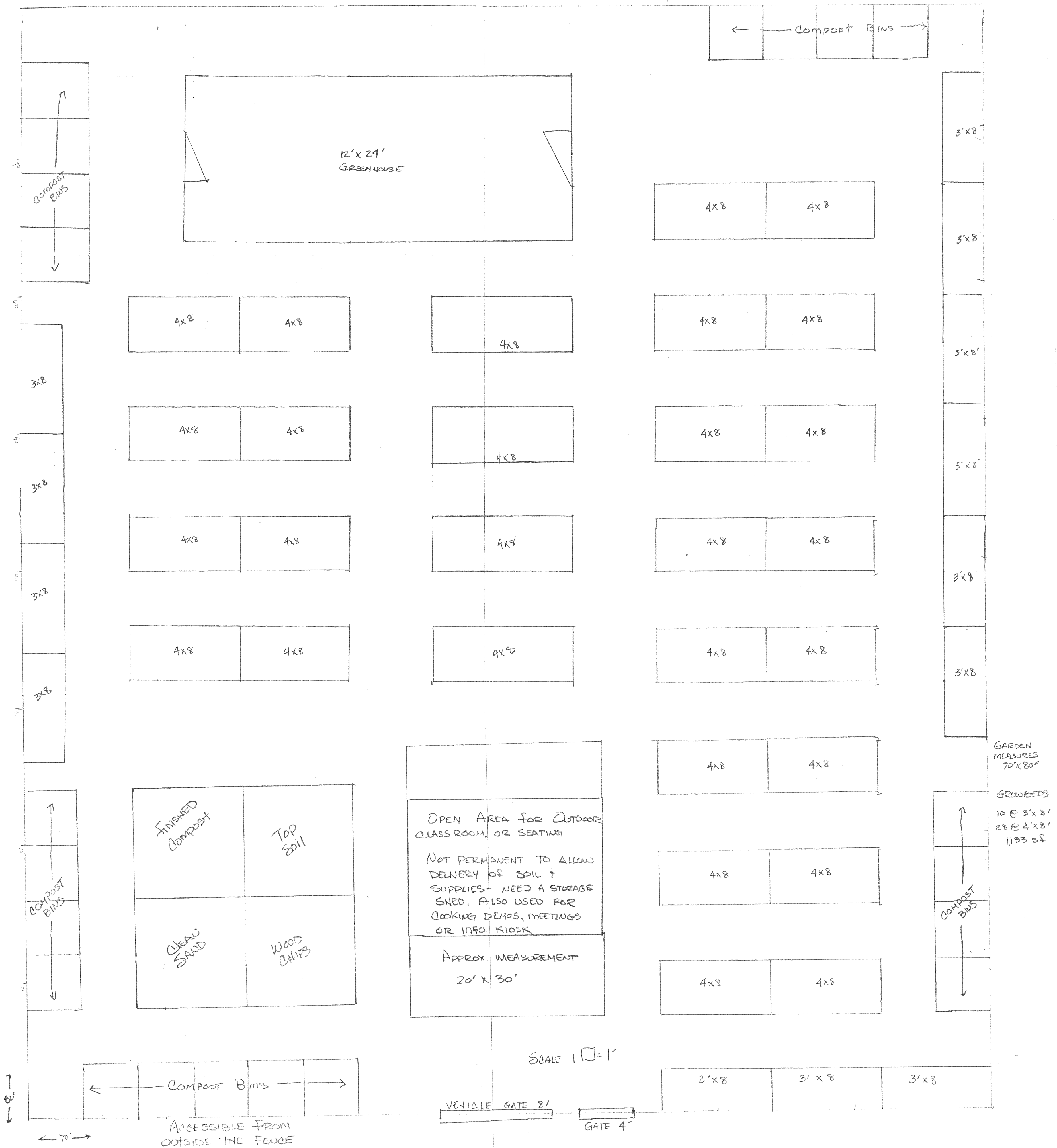
Legend

- OWNER
- RIVERS
- ROADS
- CITY LIMITS
- URBAN GROWTH BOUNDARY
- OCEAN



Scale: 1:2,352

AZALEA PARK GARDEN





CITY OF BROOKINGS

Council WORKSHOP Report

Workshop Date: February 2, 2015

Originating Dept: PW/DS


Signature (submitted by) PW/DS Director

City Manager Approval

Subject: Downtown Design Standards

Recommendation: Discussion on downtown design standards and if a subsequent adopting ordinance for downtown design standards for both downtown and along the commercial zoned lots along the Highway 101 corridor should be considered at other commissions/committees and at a future City Council meeting.

Financial Impact: Not available

Background/Discussion: Vibrant and beautiful cities known for tourism and activity in the downtown corridors are usually not an accident of coincidental random developments. Vibrant and appealing downtowns are culminated by the hard work of developing and implementing a community vision and conformance to this plan. A downtown that enhances the appearance of buildings as well as promotes art, cultural, pedestrian accessibility and visually amenities tends to promote economic prosperity by attracting tourism and vibrancy. Oregon cities such as Sisters, Bend, Jacksonville, Bandon, Florence, Lincoln City as well as larger cities such as Gresham, Portland, are examples of cities which have proactively adopted standards which effect and conform the appearance of downtown buildings. There are economic development opportunities by conforming to standards that promote aesthetic, cultural and artistic enhancement. The result is an increase in revitalization and economic/tourism opportunities which increase business which in turn offsets the costs for the higher standard construction. The theory is that investing in and requiring an visually appealing planned urban core will result in long term economic development opportunities and increased property values.

Brookings has developed a downtown vision and made steps towards adopting a standard. In 1999, the City created a committee of property owners, business owners, public agencies, and staff to study and recommend a program to redevelop and revitalize the downtown core area; the area between Railroad and Chetco and between Center and Oak. The result was the "Proud Study" that was completed and adopted by City Council in 2000. The "Proud Study" recommended a subsequent master plan which resulted in retaining the professional consulting services of RBF (Robert Bein, William Frost and Associates) of Irvine, California. RBF and a large community involvement group developed the Downtown Master Plan approved by City Council in 2003. This plan was based on the Main Street concept of building orientation, pedestrian walkways, landscaping, and street furniture. Although the Master Plan was approved by Council, the implementing ordinance was never approved. Hearings on the land development ordinances needed to implement the Downtown Master Plan were delayed due to several ballot measures requiring governments to reimburse land owners when regulations reduced the value of their property. In 2007, upon resolution of the measures, hearings were held before the Planning

Commission to create a new Downtown Business District to implement the Downtown Master Plan standards. The vast majority of public testimony heard by the Planning Commission expressed concerns and a desire to retain the General Commercial (C-3) zone currently in place. In response, the City withdrew the application.

Although not adopted to ordinance, many of the "themes" of the RBF Downtown Master Plan document were incorporated into city funded urban renewal projects, such as the Chetco Avenue street trees, benches and litter receptacles, downtown street improvements along Willow and Fern Streets, the facade program color palette and exterior standards, and most recently, the Railroad Street grant project currently in design. Yet, what is lacking in Brookings policy is an visual appearance standard for commercial development, specifically in the downtown area and highway 101 corridor. The most recent retail developments; O'Reilly Auto Part Store and Dollar General, were not required to conform the ideas of the 2003 Downtown Master Plan, but it is noted that Dollar General improved the frontage facade by their own merit. Staff's research for this workshop report, it was discovered that in addition to downtown standards, there are cities that specifically address design standards for large retail developments. There were no cities in Oregon that were legally allowed to outright rejected a large retail development, but there were examples of cities which limited these developments to outside of the downtown "core" by restricting the zoning requirements in downtown area.

At this Council Workshop, staff will present a powerpoint presentation which emphasizes the impact of downtown design standards and the elements of the Downtown Master Plan of 2003.

Attachment a is the latest revision of the Downtown Master Plan adopting ordinance from 2007. With City Council concurrence, the next recommended step is to revisit this ordinance along with the Downtown Master Plan study with a Citizen Advisory Group including the downtown property owners, Planning Commission, and Public Art Committee and follow up with recommendations to City Council.

Policy Considerations: Implementing design standards will result in non conforming structures in downtown and which was opposed by local business owner in the past.

Attachment(s): a) Draft Downtown Standards Adopting Ordinance
b) Powerpoint presentation to be shown at the workshop meeting

**IN AND FOR THE CITY OF BROOKINGS
STATE OF OREGON**

An Ordinance of the City of Brookings)	
Amending the Brookings Municipal Code,)	
To Create Chapter 17.54, Downtown)	Ordinance 07-O-593
Business District, of the Brookings)	
Municipal Code.)	

Whereas, the City of Brookings, Oregon, desires to create a new zone, Chapter 17.54, Downtown Business District, of the Brookings Municipal Code:

The City of Brookings ordains as follows:

Section 1. Ordinance Identified. This ordinance amends Ordinance No. 06-0-572, Brookings Municipal Code.

Section 2. Creation of Chapter 17.54, Downtown Business District, BMC by Ordinance No. 07-0-593 reads as follows:

Sections:

Sections:

17.54.010Purpose

17.54.020Permitted Uses

17.54.030Accessory Uses.

17.54.040Conditional Uses.

17.54.050Maximum Footprint and Building Height.

17.54.060Yard Requirements.

17.54.070Signs.

17.54.080Parking.

17.54.090Access and Circulation.

17.54.100Public and Private Property Improvements.

17.54.110Building and Pedestrian Amenities.

17.54.120Submittal Requirements.

17.54.110Review of Development in the Downtown Business District.

Map 17.54.010- 1 Downtown Business District.

Proposed language by Staff in bold and italicized.

17.54.010 Purpose. This district is intended to assist in the creation of a town center for Brookings. The Downtown Business District (DBD) is defined as the first tier of lots on the north side of Hwy. 101 (Chetco Avenue) from Center St. to Oak St., to the north side of Railroad St. and from Center St. on the west to Alder St. on the east. (See Map 17.54.010 – 1) The district provides a mix of commercial, residential, and civic land uses in a pedestrian-friendly environment. Design standards encourage complementary uses to locate close together, supporting the storefront character of the district and reducing the need for people to drive. Consolidation of off-street parking into shared parking areas is encouraged in lieu of individual

private parking lots, to promote efficient land use and allow for a critical mass of storefront space. Housing may be combined with commercial uses to provide greater housing options for the community, and add to the vitality of the district. The town center is intended to provide both formal and informal community gathering places, and serves as a principal destination for tourism and civic events. Landscaping should be reflective of the vision as seen in the Brookings Downtown Master Plan using greenery (plants, bushes, trees) and art in the form of durable sculpture and fountains displayed and maintained in a pedestrian friendly manner. ***The Master Plan considered the architect Bernard Maybeck's original design for the City of Brookings which incorporated the "Arts and Crafts" design features. The standards in the DBD will assist in capturing some of the essence of that vision.***

17.54.020 Permitted Uses. The following uses are permitted in new building structures with a footprint of 15,000 sq. ft. or less and within existing building structures:

- A. Retail trade and services.
- B. Hotels and inns with fewer than 10 units.
- C. Food and beverage sales and services (e.g. restaurants, cafes, cocktail lounges, bars, taverns, and brewpubs).
- D. Professional offices, medical, dental, vision, and similar offices or clinics; banks and financial institutions; beauty and barbershops; copying, publishing, and newspaper offices.
- E. Performing and fine arts uses and museums: e.g. galleries, studios, theaters ***(including motion picture theaters)*** and instructional.
- F. Mixed use development (residential with another permitted use) is allowed. No residential uses on a ground floor shall front on a public street, except that a pedestrian entrance to such residential use may face the public street.
- G. Public buildings and structures (e.g. gazebos, fountains, bus stands).
- H. Commercial and public parking facilities, including surface parking lots, garages and structures. Design of parking facilities shall conform to BMC 17.54.60, 17.54.90, and Chapter 17.92, BMC.
- I. ***Automobile sales, service or repair; provided, that all repair shall be conducted entirely within an enclosed building;***
- J. ***Commercial recreational uses, such as bowling lanes, dance halls, pool halls, and skating rinks.***

17.54.030 Accessory Uses. Any uses, buildings or structures customarily appurtenant to a permitted use, such as outdoor dining, incidental storage facilities, and the like, are permitted. Assembly, production, and repair of goods that are sold on-site are also permitted, provided that the retail sale is a permitted use listed in BMC 17.54.020 and occupies the ground floor space facing the public street. Example uses include, but are not limited to, a bakery, jewelry shop,

shoe sales and repair, and ceramic studio. Home Occupations, as described in Chapter 17.104, BMC, may be approved in residences.

17.54.040 Conditional Uses. The following conditional uses may be permitted, subject to a conditional use permit:

- A. Buildings exceeding maximum permitted height.
- B. Buildings exceeding maximum permitted gross footprint area.
- C. ~~Commercial recreational uses, such as bowling lanes, dance halls, pool halls, or skating rinks, or motion picture theaters.~~
- D. Places for public assembly such as churches, meeting halls, auditoriums, and community centers. (Standards found in BMC 17.124.100 or 17.124.120)
- E. Unrelated assembly, production, or repair of goods is permitted provided that a permitted retail sale establishment occupies the ground floor space facing the public street.
- F. Bed and Breakfasts located in single family residences. (Standards found in BMC 17.124.140).

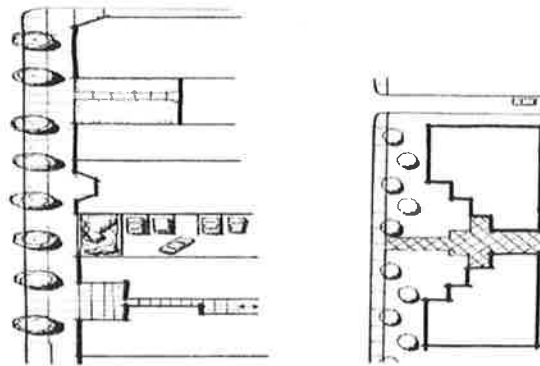
17.54.050 Maximum Footprint and Building Height. No structures shall have a footprint greater than 15,000 square feet or be over 30 feet in height, measured from the frontage street, except as allowed as a conditional use, and as provided for in BMC 17.128.030.

17.54.060 Yard Requirements and Building Orientation. The following building orientation standards shall be met to ensure storefront character and pedestrian-oriented site design. Setback shall be provided consistent with the edge treatments, along front property line. There are no setback requirements along the side and rear property lines.

- A. Street Adjacent – Pedestrian Orientation. This edge treatment requires placing the front elevation of new development on the front property line and at the sidewalk edge to create a strong relationship between buildings and the street, excluding architectural projections or other architectural features. The following are standards to accomplish this Street-Adjacent edge treatment:
 - 1. On Chetco Ave. and Railroad St. a maximum setback of 10 feet from the sidewalk edge is allowed if the area is developed with pedestrian areas, plazas, or landscaped path. On Spruce, Hemlock, Center, Wharf, Fern, Willow, Oak, and Alder the maximum setback area is 20 feet and must be developed as stated above.
 - 2. Gaps between buildings are allowed only to accommodate pedestrian access ways, landscaped area, plaza space or parking lots when parking can not be accommodated in the rear.

3. ~~Construct Pedestrian connections~~ ***must be constructed*** to parking lots at the rear or sides of buildings. ~~Construct Pedestrian connections between buildings and create pedestrian linkages from the public sidewalk to building perimeter and~~ ***entries-side and/ or rear entries must be constructed, if applicable.***
4. Parking in front yards and landscaped setbacks are not allowed. If parking facilities must be adjacent to the sidewalk, landscaping or street trees shall be provided to accent and define the sidewalk edge.
5. All areas of the site without permanent improvements must be landscaped and maintained.

Example of Street Adjacent - Pedestrian Orientation



- B. Every building elevation fronting a street or alley shall have a building entrance oriented to (i.e., facing) the respective street and/or alley. Building entrances may include doorways to individual building spaces, lobby entrances, or courtyard and plaza entrances (i.e., passages to a cluster of spaces). Alternatively, a building may have its entrance oriented to a side yard when a direct pedestrian walkway is provided between the building entrance and the street.

17.54.070 Signs. Signs shall be permitted in accordance with Chapter 17.88.

17.54.080 Parking. Off-street parking must comply with Chapter 17.92, BMC, and the edge treatments in BMC 17.54.060 (A).

17.54.090 Access and Circulation. The following standards shall be met for vehicles and pedestrians, to ensure safe and efficient access and circulation that does not detract from the storefront character of the town center.

- A. The provisions of Chapter 17.170, Street Standards, BMC shall be met.
- B. Vehicle access and circulation. Vehicle access from Highway 101/Chetco Avenue shall be consistent with the adopted Access Management Plan. Vehicle access within the DBD may be provided by one of the following methods, in order of priority:
 1. If a property has an alley that meets street standards (Table 17.170.060, BMC)

access must be taken from that alley and direct access to a public street is not permitted.

2. The owner/developer may be required to close or consolidate an existing access as a condition of approving a new access. Street accesses shall comply with City and ODOT standards, as applicable.

C. Sidewalk widths shall be provided as follows:

1. 5 to 8 feet along Spruce, Hemlock, Wharf, Center, Willow, Oak, and Alder Streets, as right-of-way width allows.
2. 5 to 12 feet along Chetco Avenue and Railroad Avenue, as right-of-way width allows.
3. If right-of-way is available, the maximum sidewalk width as stated above must be constructed.

- D. For multiple building developments, and developments with off-street parking, a continuous pedestrian pathway system shall extend throughout the development site, and connect to all future phases of development. The developer may also be required to connect or stub pathway(s) to adjacent streets and private property, as applicable. Pathways within developments shall provide safe, well lit, reasonably direct and convenient connections between primary building entrances and all adjacent streets.

17.54.100 Public and Private Property Improvements. Project developers are responsible for providing public and private property improvements as provided below.

- A. Infrastructure. See requirements for infrastructure in Chap. 17.170, Street Standards, BMC and Chap. 17.168, Public Improvement Standards and Criteria for Utilities, BMC.
- B. Undergrounding of On-Site Utilities. All development must underground primary utility lines whenever possible. All secondary utility lines must be undergrounded. The developer shall confer with each utility company to determine the necessary location and installation requirements.
- C. Landscaping. Street trees may be required. All new development must have an area totaling at least 5% of the property devoted to landscaping. The following standards must be met:
- Parking lots adjacent to the street must be screened from view by trees or plants a minimum of 3 feet in height.
 - Landscape screening shall be a minimum of 5 feet in width from the property line.
 - Planter boxes and street trees may comprise a part of the 5% landscaping requirement.
 - At least 20% of plantings must be drought resistant plants.
 - The landscaped area **must be** provided with a drip system or other conservation-type irrigation facilities.

- A landscape plan, drawn to scale, and a plant list must be submitted at the time a development permit is requested.
- D. Mechanical Equipment. Mechanical equipment, vents, ducts, HVAC, transformers, shall be screened through the extension of the main structure or roof, or in a manner that is architecturally integrated with the main structure. Plantings may be utilized to screen mechanical equipment, which achieve full screening upon installation.
- E. Business Address Required. Each business or structure (as appropriate) shall provide its address in numbers. The address shall be placed on the building, awning, valance, or canopy in a manner to be clearly visible from the adjacent street, alley, and sidewalk. The locations shall be above the main pedestrian entrance and at rear or side entrances. The address numbers shall be six (6) inches in height and painted white.
- F. All businesses, services and processes shall be conducted entirely within a completely enclosed structure, except for conditional uses and off-street parking and loading areas, outdoor dining areas, nurseries and garden shops, seasonal sales lots, and bus stops.
- G. All new business shall be conducted from a structure placed on a permanent foundation unless specifically exempted by the provisions of this or other City ordinances.

17.54.110 Building and Pedestrian Amenities. All new commercial structures shall utilize at least six of the following design features. All new residential structures shall utilize at least three of the following design features. Mixed-use developments shall utilize at least eight of the following design features. This will ensure a pedestrian-friendly downtown with comfortable and inviting streetscapes:

1. A plaza, courtyard, square, or extra-wide sidewalk next to the building entrance;
2. Sitting space, dining area, planters, benches, or ledges between the building entrance and sidewalk;
3. Building canopy, awning, pergola, or similar weather protection with a minimum projection of 4 feet, maximum 6 feet, and vertical clearance of 8 feet over a sidewalk or other pedestrian space;
4. Public art (e.g. fountain, sculpture, etc.);
5. Visual access (i.e. by provision of a publicly accessible viewing terrace, balcony, or similar feature oriented to the street and/or water).
6. Or other similar design features as listed below but not limited to:
 - Dormers.
 - Recessed entries.
 - Cupolas or tower.
 - Bay or bow windows.

- Roof with a pitch greater than nominal 3/12.
- Offsets on building face or roof that are a minimum of twelve (12) inches.
- Covered porch entry.
- Pillars or posts.
- Wood, stone or stucco siding.
- Parapets.
- Multi-paned windows.
- Arts and Craft (Craftsman) style features.

Pedestrian amenities may be provided within the public right-of-way when approved by the City and/or ODOT, as applicable.

17.54.120 Review of Development in the Downtown Business District. Site Plan Committee approval is required as provided for in Chapter 17.80, BMC

First reading: _____

Second reading: _____

Passage: _____

Effective date _____

Signed by me in authentication of its passage this _____ day of _____, 2007.

Pat Sherman, Mayor

ATTEST:

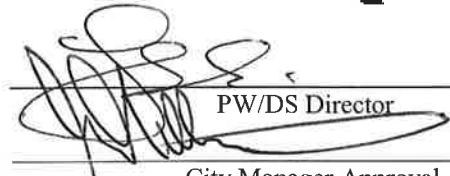
Joyce Heffington, City Recorder

CITY OF BROOKINGS

Council WORKSHOP Report

Workshop Date: February 2, 2015

Originating Dept: PW/DS



PW/DS Director

City Manager Approval

Subject: Strategic Plan Update

Recommendation: Discussion on updates to Strategic Plan based on additional items added from the Urban Renewal and Comprehensive Plan at the January 2015 City Council Workshop

Financial Impact: None determined at this time.

Background/Discussion: City Council reviewed a draft strategic plan at the January 8, 2015 Council workshop meeting which included goals identified in the Urban Renewal Plan and Comprehensive Plan. Since last workshop, the strategic plan was organized into two plans by short term and long term goals . Short term goals are defined to be accomplished in two years or less.

The goal of this workshop report is to provide staff comments and mark ups on the short term and long term strategic plans identifying removal or inclusion of these strategic plan goals. In addition, to consider moving some of the short term goals to the long term goal list.

Policy Considerations: None at this time.

Attachment(s):

- a) Strategic Plan Draft Short Term
- b) Strategic Plan Draft Long Term

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Blue text New updates from staff
Green text Listed in comprehensive plan
orange listed in urban renewal plan
revisions

DRAFT City of Brookings 2015 Strategic Plan
SHORT TERM PLAN (24 MONTHS)

GOAL 1: An Effective, Responsive, Ethical City Government That Is Fiscally Sustainable.				City Councilor Notes
Objectives	Priority/Action Items		Resp Party	Status/Notes
<ul style="list-style-type: none">• Sufficient revenue to sustain City services at appropriate levels.• Provide competitive employee compensation through a merit-based system.• Balanced revenue system that recognizes demands on City services by residents, businesses and visitors.• Stable, effective and accountable management.• Maximize non-City revenue resources to pay for services provided to unincorporated area.• Encourage new private investment.• Expedite development plan implementation.• Sustain positive workplace environment and employee morale.• Assure internal consistency and efficiency.• Utilize local contractors.• Succession planning.	1	Maintain General Fund reserve at 5 percent of operating budget.	BC	Included in 2014-15 budget
	2	Review/update storm water fees.	PWD/FHD	Master plan update; budgeted - in progress
	3	Conduct conservation improvements at water and wastewater plants.	PWD	Baseline energy use documented; staff will monitor to see if operational changes will reduce energy. In progress
	4	Significantly reduce vehicle fuel consumption.	PWD	Largest fuel user is anaerobic digester. Staff proposing CIP budget for increased gas storage. Fuel efficient municipal pool and fire vehicles. Lowered anaerobic digester temp.
	5	Develop plan for recruiting and sustaining volunteers.	PWD	Parks/Tech Supervisor and Public Safety Dept. developing plan for park ranger program
	6	Complete infrastructure GIS project.	PWD	In progress.
	7	Evaluate outsourcing services and cross training to reduce operating costs	CM	Plan prepared to cross train PW maintenance and treatment plant employees to increase staffing flexibility and reduce OT costs. Flagging, flower baskets, resident recruitment programs outsourced.
GOAL 2: A Safe Community				
Objectives	Priority/Action Items		Resp Party	Status/Notes
<ul style="list-style-type: none">• Adequately staff, equipped and housed police and fire departments• Maintain streets in safe/serviceable condition.• Provide clean drinking water and compliant waste water treatment.• Improve personal/family preparedness.• Improve pedestrian safety• Establish emergency room at Brookings clinic• Establish a hospital	1	Exercise emergency plan.	PSD	EOC training May 2014 – Annual exercise beginning in May 2015.
	2	Develop bicycle plan & pursue funding for improvements.	PWD	Bicycle Plan Adopted - Harris/Dawson Project to begin 2013; more grants in progress. TSP update underway; includes bike amenities
	3	Promote "Map your Neighborhood" preparedness program.	PSD	Developing program through VIPS & VFD. Several neighborhood meetings held; little public interest.
	4	Allocate \$250,000 annually for street reconstruction and major maintenance.	BC	Annual program.
	5	Improve pedestrian/vehicle safety; replace hazardous storm drain grate; make pedestrian facilities more accessible; install crosswalk on Highway 101 north of 5th St		ODOT signage request; work w/Vision Council; TSP update underway;RARE creating GIS data.
	6	Develop coastal bluff setback policies		
	7	Coordinate with Curry County to ensure the protection and good management of timber producing lands by providing input to the Curry County planning process.		

8	Examine the need for and the feasibility of public transit and will encourage programs which meet the needs of transportation disadvantaged			
9	Improve Chetco Avenue, Railroad, Fern, Willow, Spruce, Hemlock, Alder and Wharf Streets			

GOAL 3: Influence Economic Growth / Improve Quality of Life and Health

Objectives	Priority/Action Items		Resp Party	Status/Notes	
<ul style="list-style-type: none"> Complete approved capital projects in a timely and cost efficient manner. Provide infrastructure to support economic growth. Develop coastal access. Establish development policies and public improvements/standards that recognize economic trends. Secure needed resources. Establish policy that City is pro-growth. Develop Aquatics and Recreation Center Reduce I & I Improve parks, safety, longer stays, events Conserve open space and protect natural, scenic resource, cultural, and historic areas while providing for the orderly growth and development of the City. Storm water quality Additional recreational opportunities and facilities including neighborhood parks, beach access, river-front access and possibly a downtown park Adopt and ordinance to implement the Downtown Master Plan 2002 Enact a Main Street program Implement alternative energy program Implement policies and implementation items included under economic section of Comprehensive Plan 	1	Develop UGB transition agreements with special districts.	PWD	Delayed by HSD/County not pursuing.	
	2	Develop business and resident attraction program.	CM	Chamber distributed ~900 relocation packets. Video library promoting City now on website.	
	3	Develop schedule to review/update infrastructure master plans and development standards; consolidated implementation plan for infrastructure; existing SDC credit inventory and exchange program.	PWD	Water Master Plan complete; Storm and sewer in progress.	
	5	Develop comprehensive plan for addressing wastewater I&I issue	PWD	Flow meter installed; will take 1 year to collect data and compare to baseline.	
	6	Prepare annexation pros/cons and fiscal analysis.	CM	RFP submitted to Portland State; funding	
	7	Develop program to "cash out" DIA program	PWD/FHD	Long term; requires substantial staff resources	
	8	Downtown beautification	PWD	In progress	
		a. Landscaping along South Chetco	PWD/PTS	Obtained cost; not in budget.	
		b. Green-theme Litter receptacle, benches in downtown parks	PWD/PTS	Issues with current receptacles. Park & Rec approved different theme	
		c. Improve downtown directional/parking signs	PWD/PTS	Need further direction	
		d. Central Building historic landmark sign	PWD/PTS	Issues with ODOT approval	
		e. Incentive program for downtown shops	CM	Need further direction	
		f. More bears	CM	Site plan complete-Ongoing visits	
		g. Traffic study to improve parking downtown	PWD	Need budget and funding	
		h. Lighting at Stout Park	PTS		
	9	Attract tourists to stop in downtown, develop RV parking along Frontage Rd.	PWD/PTS	TPAC; TSP; proposed Frontage budget 2014/15; mural, weeding, flower baskets, proposed blight policy	
	10	Reconfigure Azalea Park Athletic Fields	PWD/PTS	Plan/budget completed. Funding needed.	
	11	Install restrooms at Chetco Point and Stout Parks	PWD/PTS	Plan/budget developed	
	12	Reconstruct uncompleted block of Hemlock Street,	PWD	Plan/budget developed	
	13	Complete Railroad Street reconstruction project	PWD		
	14	Complete Airport Infrastructure Project	PWD		
	15	Pursue funding for pedestrian improvements along Highway 101 north of Lucky Lane	PWD		
	16	Citizen advisory group, citizen involvement program and update Comprehensive plan every two years			
	17	The Committee for Citizen Involvement (CCI) will review the effectiveness of formal and informal procedures for public involvement and make suggestions to the Planning Commission and City Council for improvements prior to the scheduled two-year review process.			

18	The City staff will prepare findings and their evaluation for new planning directions and proposed policy changes.			
19	To promote economic diversification, the City will continue to develop its working relationship with the private sector.			
20	The City will recognize and support the Port of Brookings Harbor Master Plan of Development and work with the Port to develop land within their jurisdiction.			
21	The City will utilize the zoning ordinance to provide commercial and industrial lands for development.			
22	The City will participate in and support other efforts to create a strong economy by coordinating with:			
	* Curry County's Economic Development Department			
	* "Wild Rivers Coast" Promotional Alliance			
	* Border Coast Airport Authority			
	* and other appropriate partners.			
23	The Downtown Master Plan specifies appropriate methods to aid in revitalizing the downtown commercial area. The City will cooperate with the Chamber of Commerce to implement the plan and to attract new commercial development.			
24	Consider the formation of an organization to initiate, coordinate and help implement an industrial and employment expansion program.			
25	Limit retail commercial land supply to encourage retail infill and redevelopment to areas within the existing Urban Growth Boundary, especially in downtown;			
26	Provide land that creates opportunities for development of attractions for tourists;			
27	Work with land-owners to create larger opportunity sites described in the EOA.			
28	Encourage small-scale home occupations for cottage industries and professional services. These uses should be of a type and scale that does not adversely impact residential uses through negative traffic impacts or other nuisances			
29	Utilize funds from the Urban Renewal Area to encourage high-amenity commercial development in downtown core area;			
30	Work with private interests to improve the appearance of downtown through building improvements and streetscape improvements			
31	Encourage historic preservation in Brookings' downtown by working with private property owners to pursue State tax credits and create incentives to rehabilitate buildings on the National Register of Historic Places			
32	Develop a business retention strategy by working with a task force to visit local firms and identify issues. The strategy would identify firms that may expand or be relocated are flagged and set priorities and tailor incentives or strategies specific to each firm			
33	Pursue State and Federal grants to fund economic development and infrastructure improvements, such as grants for port planning and marketing, construction of water and wastewater improvements, or the National Trust for Historic Preservation's "Main Streets Program";			
34	Provide opportunities for development of housing for seniors, ranging from single-family detached dwellings to nursing facilities.			
35	Develop an overall economic development plan.			

	36	Review zoning and development standards to consider including techniques to maximize energy conservation.			
	37	In conjunction with the Curry County and the Harbor Water District develop alternatives to water withdrawals from the Chetco River during the later summer months			
	38	Maintain and Enhance the Quality of the Coastal Experience			
	39	Limit the size and scale of ocean shoreline access facilities in order to protect the natural features of the Oregon coast.			
	40	Provide opportunities for public access to reduce crowding and over use of any individual access point.			
	41	Generally, satisfy the future demand through numerous small facilities designed for the carrying capacity of the beach and the upland area.			
	42	Provide adequate signage to direct visitors to all access sites and to clearly identify the boundaries of state parks.			
	43	When located in commercial areas, encourage access designs that complement beach oriented commercial development such as restaurants, shops and motels			
	44	Create a Central Plaza, new walkways and Plazas as listed in the urban renewal plan			
	45	Local nature interpretive areas			
	46	Enhance Chetco Park and other parks in project area			
	47	Downtown accent paving, decorative lighting, street trees, planters, landscaping, gateway monuments, benches, trash receptacles, bike racks, street and directional signs			
	48	Downtown public art			
	49	Undergrounding of overhead utilities in downtown			
	50	New bike paths in downtown			
	51	Enhance public museum			
	52	Community center			
	53	Public restrooms			
	54	Parking lots at Fern/Spruce/Railroad/ and a new RV parking lot			
	55	Biking events and promotion?			
	56	Where did the energy reduction go?			
GOAL 4: Effective Intergovernmental Relations					
Objectives		Priority/Action Items	Resp Party	Status/Notes	
<ul style="list-style-type: none">• Influence regional, state, national policy on issues important to achieving City goals.• Secure grant funding.• Achieve City goals through strategic partnerships.• Prepare for potential County fiscal failure.		1	Evaluate possible assumption of County services on a cost recovery basis.	CM/FHD	Reviewed Planning/Building; not feasible.
					Provided Port District policing proposal. Offered to assume airport management; declined.
		2	Brookings will cooperate with local governments and regional agencies to gain improvements in the regional transportation network.		

Blue text

Green text

orange

revisions

New updates from staff

Listed in comprehensive plan

listed in urban renewal plan

DRAFT City of Brookings 2015 Strategic Plan
LONG TERM PLAN (>24 MONTHS)

GOAL 1: An Effective, Responsive, Ethical City Government That Is Fiscally Sustainable.					City Councilor Notes
Objectives	Priority/Action Items		Resp Party	Status/Notes	
<ul style="list-style-type: none">Sufficient revenue to sustain City services at appropriate levels.Provide competitive employee compensation through a merit-based system.Balanced revenue system that recognizes demands on City services by residents, businesses and visitors.Stable, effective and accountable management.Maximize non-City revenue resources to pay for services provided to unincorporated area.Encourage new private investment.Expedite development plan implementation.Sustain positive workplace environment and employee morale.Assure internal consistency and efficiency.Utilize local contractors.Succession planning.	1	Relocate City Hall			
GOAL 2: A Safe Community					
Objectives	Priority/Action Items		Resp Party	Status/Notes	
<ul style="list-style-type: none">Adequately staff, equipped and housed police and fire departmentsMaintain streets in safe/serviceable condition.Provide clean drinking water and compliant waste water treatment.Improve personal/family preparedness.Improve pedestrian safety	1	Looped walkway from downtown to public parks			
	2	Pedestrian connection to waterfront			
GOAL 3: Influence Economic Growth / Improve Quality of Life and Health					
Objectives	Priority/Action Items		Resp Party	Status/Notes	
<ul style="list-style-type: none">Complete approved capital projects in a timely and cost efficient manner.Provide infrastructure to support economic growth.Develop coastal access.Establish development policies and public improvements/standards that recognize economic trends.Secure needed resources.Establish policy that City is pro-growth.	1	Develop long term plan for Public Works shop.	CM	Inactive	
	2	Expand bike paths 6- 10 miles beyond City	PWD	Initiate discussion with ODOT, TSP update. Need Council input re: incorporating easements in Land Use development standards	
	3	Tanbark Coast access points and overlooks	PWD/PTS	Plan/budget developed	
	4	Fully implement Urban Renewal Plan	PWD		
	5	Provide commercial and industrial land to meet the site characteristics and site sizes			
	6	Provide opportunities for development of small-scale manufacturing through provision of land that allows a mixture of complementary light manufacturing, artisan, and commercial uses;			


<div><div><div>• Develop Aquatics and Recreation Center</div></div><div><div>• Reduce I & I</div><div>• Improve parks, safety, longer stays, events</div></div><div>•Conserve open space and protect natural, scenic resource, cultural, and historic areas while providing for the orderly growth and development of the City.</div><div>•Storm water quality</div><div>•Additional recreational opportunities and facilities including neighborhood parks, beach access, river-front access and possibly a downtown park</div><div>•Implement alternative energy program</div><div>•Implement policies and implementation items included under economic section of Comprehensive Plan</div></div>	7	Support other programs to promote development in downtown, such as low-cost loan programs for capital improvements for downtown businesses or programs to promote historic preservation;			
	8	Wetland park at Old Mill pond			
GOAL 4: Effective Intergovernmental Relations					
Objectives	Priority/Action Items		Resp Party	Status/Notes	
<div><div>• Influence regional, state, national policy on issues important to achieving City goals.</div><div>• Secure grant funding.</div><div>• Achieve City goals through strategic partnerships.</div></div>					

CITY OF BROOKINGS

COUNCIL WORKSHOP REPORT

Meeting Date: February 2, 2015

Originating Dept: City Manager



Signature (submitted by)

City Manager Approval

Subject: Easy Street Sidewalk

Recommended Action:
Discussion.

Financial Impact:
\$78,000.

Background/Discussion:

The Dollar General Store has installed roughly 750 lineal feet of new sidewalk on Easy Street from Chetco Avenue. This now leaves a gap of approximately 325 feet between the end of the new sidewalk and the existing sidewalk east of the Trinity Lutheran Church. Some years ago, the City Council exempted the Church from any requirement to install sidewalk along the frontage of their property and did not secure a Deferred Improvement Agreement. There is one other privately-owned parcel along this sidewalk-gap section of Easy Street.

Councilor Hodges has requested that the City consider a sidewalk project to fill the subject gap.

The Public Works/Development Services Department has prepared a cost estimate of \$78,000 for construction only, and engineering/construction and project management in house. If the Council wishes to proceed with this project, staff recommends that it be included in the 2015-16 budget deliberations.

Attachment(s):

- a. Engineer's estimate

Easy St Sidewalk from Dollar General Sidewalk near 101 (south side of Easy St)**Date: 1/27/15****Estimate 325' sidewalk**

Item	Description	Quantity	Unit	Unit price	Total
1	Mobilization and site prep	1	LS	\$7,000	7,000.00
2	Traffic Control	1	LS	\$5,000	5,000.00
3	driveway removal	150	SF	\$6	900.00
4	relocate utilities	1	LS	\$5,000	5,000.00
5	3"/6" AC pavement and subgrade	975	SF	\$5	4,875.00
6	Additional aggregate base	100	Ton	\$25	2,500.00
7	Curb and gutter	325	LF	\$23	7,475.00
8	5' Sidewalk	1625	SF	\$7	11,375.00
9	Residential Driveway Apron	1	EA	\$1,500	1,500.00
10	12" storm drain	325	LF	\$45	14,625.00
11	Catch basin	2	EA	\$2,000	4,000.00
12	Retaining wall < 4'	66	LF	\$25	1,650.00
	Subtotal				65,900.00
	Contingency at 15%				9,885.00
	Total				75,785.00
	Survey				2,000.00
	Engineering/ CM In House save 25%				18946.25
	Grand Total				\$ 77,785.00

***assumes sidewalk ends at westerly driveway approach of Lutheran Church**

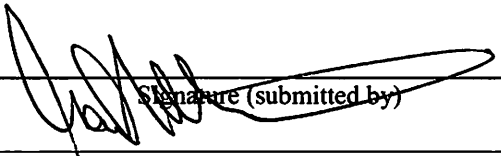
Range 70,000 to 80,000

CITY OF BROOKINGS

COUNCIL WORKSHOP REPORT

Meeting Date: February 2, 2015

Originating Dept: City Manager



Signature (submitted by)

City Manager Approval

Subject: Community Christmas Tree

Recommended Action:
Discussion.

Financial Impact:
Undetermined at this time. Possible volunteer project.

Background/Discussion:

For the past two years, a group of volunteers has installed a cut tree at the downtown pocket park as a part of the community Christmas decoration project. The City has assisted with installing a pipe at the property in which the tree trunk can be inserted. Due to the height of the tree, there have been problems with its safety, requiring the installation of guide-wires. In 2014, the tree snapped at its base and was toppled during a storm event.

Councilor Hodges has suggested installing a permanent, live tree at the location that could be decorated during the Christmas holiday and remain in place throughout the year as a part of the pocket park landscaping.