

**City of Brookings**  
**WORKSHOP Agenda**

**CITY COUNCIL**

**Monday June 5, 2023, 4:00pm**

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

**A. Call to Order**

**B. Roll Call**

**C. Topics**

1. Tourism/Promotions/Events (pg 1 )
2. Urban Renewal District Projects (pg 3 )
  - a. Urban Renewal District Map (pg 5 )
  - b. Downtown Master Plan Update CAR June 12, 2017 (pg 6 )
  - c. Updated Downtown Master Plan (pg 9 )
3. July Workshop Date

**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 72 hours advance notification. Please contact 469-1102 if you have any questions regarding this notice.

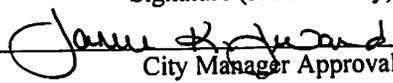
# CITY OF BROOKINGS

## COUNCIL WORKSHOP REPORT

Meeting Date: June 5, 2023

Originating Dept: Finance & Admin

\_\_\_\_\_  
Signature (submitted by)

  
\_\_\_\_\_  
City Manager Approval

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Subject:

Tourism/Promotions/Events

Background/Discussion:

Councilor Schreiber recently asked that we have a discussion regarding Tourism, Promotion and Events.

We have three large events in our community that we are involved with, in different capacities. The City has contributed \$5,000 to each the Azalea Festival, 4<sup>th</sup> of July Fireworks (aka Love Your 4<sup>th</sup>), and Nature's Coastal Holiday. These contributions come from City Transient Occupancy Tax (TOT) Revenues in the Tourism fund.

1. Natures Coastal Holiday - In addition to financial contribution, the City PW staff spends over 100 hours to assist.
2. 4<sup>th</sup> of July - the City's contribution has been mainly financial. Although for 2022, the City took on the accounting, contracts, and coordination of agencies. Harbor Fire has taken the lead role this year, and I expect that our contribution will be solely financial for 2024 (and, of course, mutual aid in emergencies for fire and police with this large of an event).
3. Azalea Festival - we have a significant amount of staff time in Police, Public Works, and Parks for the parade set up, take down, and traffic control. For the last four years, we have also had a significant amount of staff time in planning and marketing.

In February, City Council requested that in future years, we partner with outside non-profits and other agencies that will be taking a larger role in the coordination of the Azalea Festival. We moved that direction in 2023

Other events we have contributed to in the past are Wild Rogue Relay, Mushroom Festival, Kite Festival, Kaitlyn's Cause Golf Tournament, American Music Festival (AMF), and others. We limit our TOT contributions to advertising and marketing, as the goal is to attract and bring people into the area (aka "heads in beds").

During COVID, we looked for other ways to promote the area long-term such as installing banner hardware on our downtown light poles, replacing picnic tables for rent, and replacing the bandshell.

We have partnered and received funds from Travel Curry Coast and Travel Southern Oregon Coast on marketing our area, and projects such as the bike repair station in front of Chetco Town Center. Other future potential projects we are looking to partner on include a digital reader board and long-term replacement and improvements to the stage and bandshell at Azalea Park.

Other items we have considered are extending decorative light poles, baskets and flowers north of Pacific, a historic “walk of fame”, a mural on the north wall of Chetco Town Center, and improving banner posts used to advertise events.

# CITY OF BROOKINGS

## COUNCIL WORKSHOP REPORT

Meeting Date: June 5, 2023

Originating Dept: PW/DS

  
\_\_\_\_\_  
Signature (submitted by)  
  
\_\_\_\_\_  
City Manager Approval

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Subject: Urban Renewal District Projects

Background/Discussion:

Past projects completed by the Urban Renewal Agency include:

- 2006 downtown improvements (Bonded in 2008 for \$3.4 Million) on Chetco Avenue from the Chetco Bridge to just north of Lucky Lane. The project included full street improvements and the re-location of overhead utilities underground from Oak Street to Lucky Lane. The project also included similar improvements to Spruce and Hemlock along with cross streets Oak, Willow, Fern, Wharf, Center, Mill and Pacific.
- The Façade Program aimed at providing individual downtown property owners with matching funds to improve the look of their building façade. The URA approved matching grants totaling \$275,545 to 24 property owners, leveraging some \$361,175 in private investment, until the program ended in November 2008. The Façade program was re-established in 2021-22 and \$100,000 has been allocated per year to the program. Since then, \$75,000 has been expended, with another \$46,000 approved, but not yet completed.
- Railroad Street Improvement Project from Oak to Wharf Street, completed in 2018, partially with URA funds. The overall project leveraged URA funds to re-pay a \$900,000 loan from ODOT's Oregon Department of Transportation Investment Act (OTIA) for a total project cost of \$3.76 million.
- Railroad Street from Wharf to Pacific, completed in 2022 with a combination of URA funds and Storm Water SRF totaling \$527,000.
- Capella Parking Lot completed with Capital Reserve funds, URA funds, and a \$50,000 donation from Natures Coastal Holiday. Total project cost was \$305,957.
- Hemlock and Spruce Street sidewalk infill project completed in 2020-21 with a combination URA funds and fuel tax revenues totaling \$253,535.
- Chetco Town Center pocket park at 623 Chetco Avenue between the Redwood Theater and Compass Rose Café was completed recently for \$160,704. The intent is that Chetco Town Center will serve pedestrians downtown for small events and outdoor seating for local restaurant takeout.

In June of 2020 the bond that funded the 2006 downtown improvement projects was paid off and several new projects have been completed. The outstanding balance of the \$900,000 loan taken out on the 2018 Railroad Project is \$705,141 with annual payments of \$125,255 and will be paid off October 2028. There is approximately \$400,000 remaining and available annually from tax increment dollars for projects and/or to pay new debt on a larger, long-term project.

Staff has prepared a list of additional URA projects that have been discussed in recent years and could be eligible for funding:

- Upgrade decorative street lights on Chetco Avenue to LED, add receptacles to poles for holiday lights.
- Alder Street curb gutter and sidewalk and pave city lot between Spruce Drive.
- Sidewalk repairs on Chetco Avenue, Hemlock, Mill and Cottage Street.
- Downtown Way Finding Enhancements per 2017 Downtown Master Plan Update
- Acquire land for off street parking
- City Hall Renovations/additions or new City Hall
- Performing Arts or Community Recreation Centers within the UR District
- Façade improvement on the northern wall of Chetco Town Center.

The Brookings Downtown Master Plan Update of 2017 provided recommendations for projects in the downtown core area that match many of the URA projects, some of which have been completed. Master plan projects included:

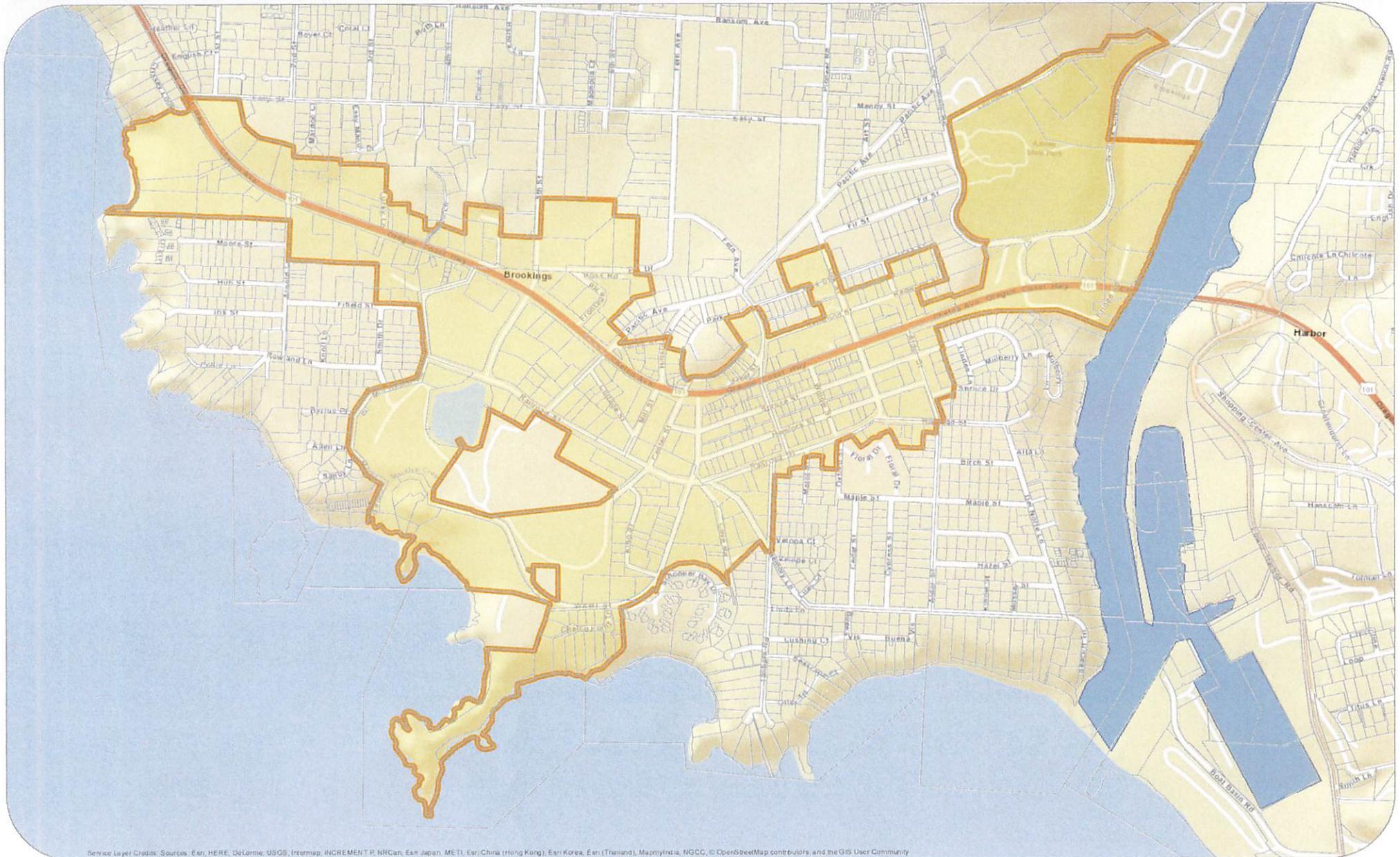
- Establish a "Historic District" between Oak, Pacific and Railroad.
- Develop and construct information kiosks and place them in strategic locations downtown to enhance visitors way finding.
- Authorize City Manager to pursue a lease agreement with owners of the Central Building for use of the rear parking lot as a public parking lot (formerly Mazda Dealer)
- Continue to pursue vacant land for the development of public parking downtown
- As funds allow, revive the Facade Improvement Program

Staff is seeking input from council on projects they would support within the Urban Renewal District.

Attachments:

- a. Urban Renewal District Map
- b. Downtown Master Plan Update CAR June, 12, 2017
- c. Updated Downtown Master Plan

# Urban Renewal District



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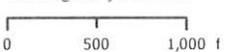
-- Vicinity Map --



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Projections: NAD83 ORSouth.

Brookings GIS jf: 7/13/2017

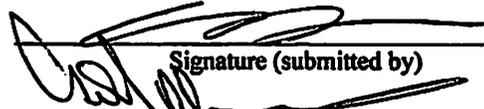


# CITY OF BROOKINGS

## COUNCIL AGENDA REPORT

Meeting Date: June 12, 2017

Originating Dept: Planning

  
Signature (submitted by)  
  
City Manager Approval

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**Subject:** Downtown Master Plan Update

**Recommended Motion:** to amend the Downtown Master Plan as recommended in the Council Agenda Report.

**Financial Impact:** None

Reviewed by Finance & Human Resources Director: 

**Background/Discussion:**

The Brookings Town Center Revitalization Study (known as the PROUD Study) was developed in 2002 by a committee of property and business owners within the study area as well as representatives from City Council, Planning Commission, Chamber of Commerce, ODOT and City Staff. The PROUD Study was used as the basis for the Brookings Urban Renewal Plan and the Brookings Downtown Master Plan in 2002. The Master Plan provides the framework for which aesthetic and economic development strategies are implemented in the downtown core area. Though never adopted by the City Council, development projects, particularly in the right of way within the downtown core area, over the past fifteen years have followed recommendations in the Master Plan. Projects to note include the Chetco Avenue improvement project completed in 2007, the conversion of Fern Avenue and Willow Street to one way traffic with diagonal parking. The Plan also calls for the reconstruction of Railroad Street, a project that is currently in design and utilizing standards from the 2002 Downtown Master Plan.

In November of 2016, the City Council indicated an interest in pursuing either an update to the existing Brookings Downtown Master Plan or the development of a new Plan. Staff returned with a proposal to update the now fifteen year old document recognizing that the collaborative effort put into developing standards for the Master Plan by the PROUD committee, and that much of the Plan is relevant today.

Staff conducted a series of public workshops over the past several months aimed to promote discussion of the current Downtown Master Plan and to get feedback regarding potential updates to the now fifteen year old document.

The series kicked off on November 3rd 2016 at the Public Library with a presentation from Katie Henry who is a specialist on Oregon Heritage and works in the Historic Preservation office of the

Oregon Parks and Recreation Department. Ms. Henry discussed the process and potential results from becoming a Main Street Program participant. The City is currently signed up as "Exploring the Main Street Program". The highest level of commitment is "Performing the Main Street Program". City Manager followed up the Main Street discussion by giving the audience a brief history of where we have been and are going since the 2002 Master Plan and offered the question, where do we see our downtown in ten years. What areas (building, public open spaces and right of ways) can be developed to enhance our downtown. These questions were asked in order to start a dialog with the audience and to set the table for the next public workshop.

The second public workshop was held on the evening of January 12, 2017 in the Emergency Operation Center and included 34 individuals in addition to staff conducting the workshop. The workshop began with a presentation bringing into focus the historical context of downtown Brookings followed by a review of the existing downtown plan's major project concepts, and review of the attributes of a successful downtown. The presentation centered on what is Downtown Brookings (where was it, where is it, what defines it) and which project concepts from the Plan have not been fully implemented and are they still viable and desirable?

The presentation was followed up with an open forum devoted to allowing participants one by one to voice their ideas, opinions, concerns and input. Top issues voiced by participants included design or theme for downtown, signage and way finding along with parking.

The third public workshop was held on the evening of February 9, 2017 in the Emergency Operation Center and included 15 individuals and 3 City staff presenters. The workshop began with a presentation by City Manager, with comments encouraged throughout, and with a couple of points in the presentation where input was specifically requested. The presentation responded to, and provided further development of ideas and opinions expressed in the previous workshop. Main topics included proposed updates to the concept plan in the Master Plan, downtown signage, parking, theme, and the physical boundary of downtown. Updates to the plan included (see attached Updated Downtown Map for reference):

- **Parking:** Consider potential to develop public, off-street parking behind Loring's Sporting Goods, north of the intersection for Chetco and Fern.
- **Alternative to garden district concept:** Utilize alleys and unused property sections (via lease when in private ownership) to develop additional parking. In other locations, this kind of treatment has encouraged secondary alley-serving business entrances. This could include a walkway or other pedestrian facilities.
- **Downtown Anchor:** Develop a cultural and performing arts campus including the Chetco Library and encompassing the old bowling alley, to become a performing arts center, extending east to City-owned property on the east side of Alder, to be developed for public parking. Close Hemlock between Oak and Alder Streets.

The workshop wrapped up with brief presentation by Teri Davis regarding Travel Oregon's Bike Friendly Business designation program. Davis walked interested participants through the process of applying for the designation and directed them to a link for more information.

Though there were several comments regarding architectural theme, there were no real solutions or interest in controlling the architectural theme of privately owned buildings. Generally what attracts people to Brookings is the beach therefore consideration of a "coastal theme" could be a supported direction.

It seems that most if not all agreed that the downtown is defined generally between Oak, Pacific and Railroad streets. Historic photo's coupled with original plat maps helped to confirm this consensus. The next step might be to define this as a "Historic District" rather than a "Downtown District". Main Street Program consultants encourage identifying a special district as a focal point. This will encourage interest in the unique heritage of Brookings and promote how to capture what it was moving forward.

Parking and way finding seem to be the central issues that visitors and downtown merchants deal with on a daily basis, not unlike issues the PROUD committee had encountered in their study. There has been a significant effort to resolve the lack of parking in the downtown core area through a variety of projects however several vacant or underutilized private lots still exist downtown that could be developed into parking lots.

The Downtown Master Plan calls for the development of a "Central Plaza" immediately South of the Central Building with one-way parking and street as convertible plaza space. Staff believes the intent was to provide an area that could be used for off-street parking on a daily basis, but that could also be used for downtown events.

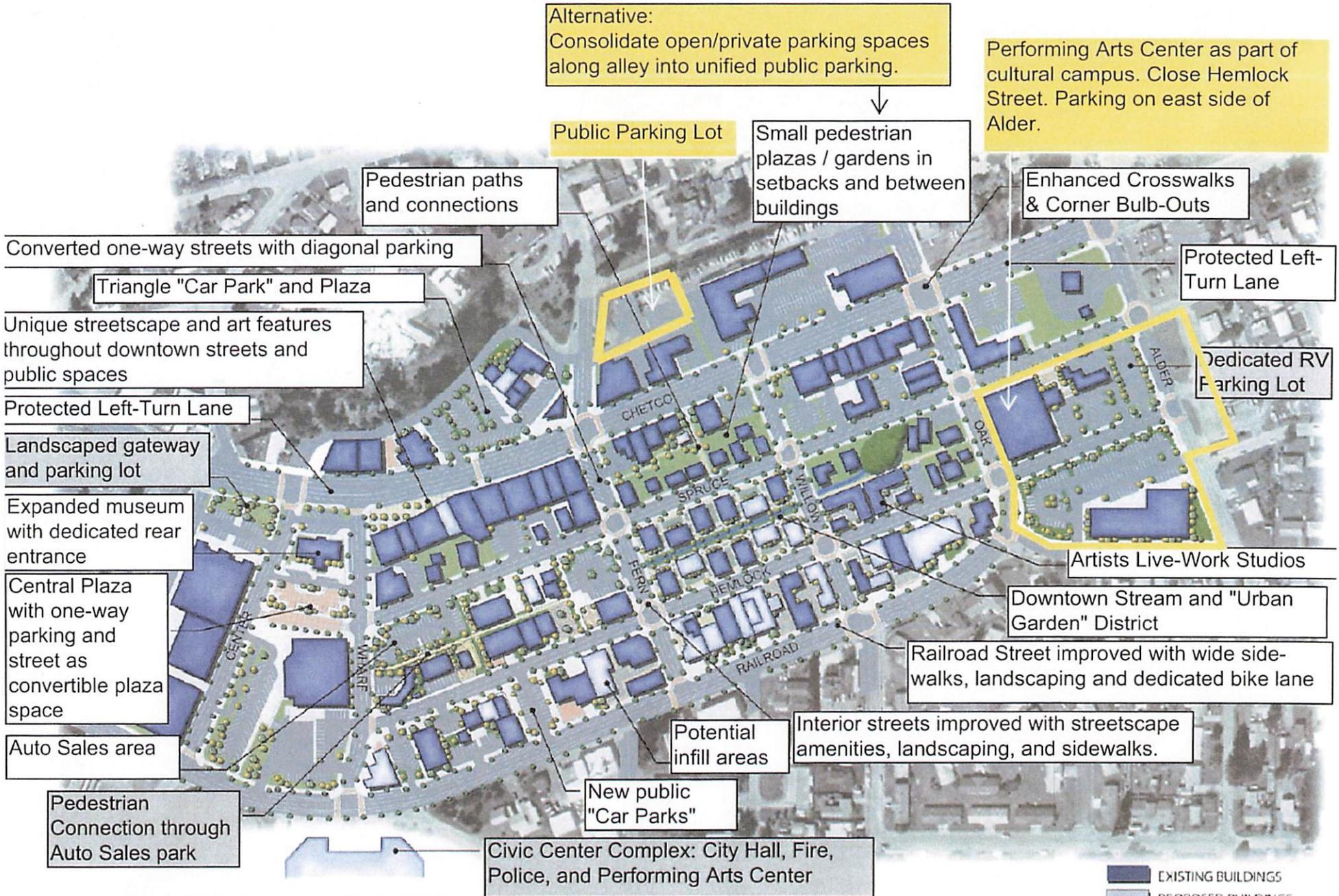
The ownership of the Central Building and the lot currently leased to Bernie Bishop Mazda has recently changed and the new owners have approached the City about leasing the 11,300 square foot area for \$1130 per month. The current lease expires in October. This space would be used "as is" for public parking and redeveloped as a multi-use space over time.

**Recommendations:**

- Establish a "Historic District" between Oak, Pacific and Railroad.
- Develop and construct information kiosks and place them in strategic locations downtown to enhance visitors way finding.
- Authorize City Manager to pursue a lease agreement with owners of the Central Building for use of the rear parking lot as a public parking lot (formerly Mazda Dealer)
- Continue to pursue vacant land for the development of public parking downtown
- As funds allow, revive the Facade Improvement Program

**Attachments:**

- a. Updated Downtown Plan
- b. Notes from Public Workshop Participants
- c. Memo to Mayor & Council regarding Central Building lot for lease



\*This Plan is Conceptual Only. Final Design And Location Of Projects May Differ.\*

EXISTING BUILDINGS  
PROPOSED BUILDINGS

Proposed new concept  
Proposed to drop

## **DOWNTOWN BROOKINGS MASTER PLAN update**

### **Workshop #2 Summary**

January 12, 2017

#### **The Workshop**

On the evening of January 12, 2017 the second workshop for updating the Downtown Brookings Master Plan was held in the Emergency Operations Center building adjacent to Brookings City Hall. By headcount, 34 individuals attended in addition to the City staff team conducting the workshop. The staff team is Gary Milliman, City Manager; Tony Baron, Parks & Technical Services Supervisor; and Chrissy Bevens, Management Analyst.

The workshop began with a presentation that included photographs of historic downtown Brookings, a review of the existing downtown plan's major project concepts, and a review of the attributes of a successful downtown. The presentation centered on the following questions:

- **What is downtown Brookings?**
  - Where was it?
  - Where is it?
  - What defines it?
- **Which project concepts, that have not been fully implemented, are still viable and desirable?**

Following the presentation, the bulk of the evening was devoted to participants voicing their ideas, opinions, concerns, and other input. Gary Milliman facilitated this discussion, calling on participants one-by-one and allowing them time to speak.

#### **Top Issues**

The Table below reports comments captured during the workshop and attempts to categorize them by topic. Top issues include the following:

- **Design or Theme** for downtown, which also relates to Identity and Sense of Place
- **Signage and Wayfinding**
- **Parking**, which was sometimes linked to Pedestrian concerns

<b>Main topics</b>	<b>Comment/Discussion</b>
<b>Design/Theme</b>	There is no central theme through the commercial district. Would like to see an ocean theme. Some businesses along Chetco look good; others do not.
<b>Design/Theme</b>	Some businesses could have better presentation, and contribute to a more consistent theme.
<b>Parking Pedestrian friendly</b>	Recommends two top priorities: 1. Make downtown more pedestrian friendly 2. Improve parking by providing off-street parking. These would encourage more business activity down side streets.
<b>Design/Theme</b>	Downtown not cohesive enough.
<b>Railroad Street</b>	The next most important step is improvements on Railroad Street. This would draw people south, off of 101/Chetco.
<b>Hemlock Street</b>	The improvements on Spruce Street picked up foot traffic tenfold. Do this on Hemlock.
<b>Parking Signage/Wayfinding</b>	The downtown City parking lot is constantly empty. We would benefit from increasing wayfinding.
<b>Tourism Railroad Street Signage/Wayfinding</b>	Is our goal to get tourists to stop downtown and spend money? If so, will they see anything on Railroad Street? How are people traveling through our downtown?
<b>Gathering place Parking Design/Theme</b>	Worked at Chamber of Commerce and was often asked something like: "Do you have a place where people gather downtown? A place where seniors can mingle?" If we offer attractive landscaping and off-street parking, the word will get out.
<b>Railroad Street Design/Theme Volunteers</b>	Railroad Street has a lot of potential. The existing downtown plan has a lot of good ideas. An architectural theme is desirable and would benefit downtown. Involving community volunteers is recommended.
<b>Tourism</b>	Our efforts need to focus on tourism. Most people stop for fast food and keep going.
<b>Bicycle friendly</b>	We need more bike racks. These can be artistic. They can even incorporate themes or logos related to Brookings.
<b>Signage/Wayfinding</b>	Would classify the situation in Brookings as "runaway signage". Gave the Central Building as an example. Though it is historic, though it has a museum and shops, due to dominating signage, you see it and you see a real estate office. Recommends: 1) Get signage under control 2) Generate both wayfinding and a theme through signage -business types are distinguished by sign color, for example -wayfinding directs traffic through the loop and orients drivers to what they are seeing.

<b>Main topics</b>	<b>Comment/Discussion</b>
<b>Parking Signage/Wayfinding</b>	The downtown parking lot needs a waterproof place with a brochure that orients visitors to downtown. The brochure could include paid advertisements. We also need wayfinding for parking at the Brookings Harbor Botanical Garden.
<b>Identity/Sense of Place</b>	Was attracted to live in Brookings due to: Banana Belt Historic interest of the WWII bombing near Brookings Chetco Point
<b>Business viability</b>	Very few downtown businesses stay in business over several years. It is challenging to run a business and it will be difficult to get businesses into downtown that will draw tourists.
<b>Parking Signage/Wayfinding Hwy 101</b>	ODOT restrictions on signage are difficult. Also, people speed on Chetco and ODOT regulations make a speed limit change
<b>Historic District Identity/Sense of Place</b>	Would like to see us reorganize the downtown plan to include a Historic District. The Central Building is an important historic resource downtown.
<b>Gathering place</b>	Likes the ideas in the existing plan, especially the proposed Central Plaza, behind the Central Building.
<b>Signage/Wayfinding</b>	Businesses have an ongoing challenge with sign regulations, such as sandwich board signs and flags.
<b>Hwy 101</b>	101 is "a blessing and a curse". To work, downtown may have to turn its back on 101. The template for that is what Bandon has. You must turn off 101 to enter old town.
<b>Identity/Sense of Place</b>	This town has so many things going for it, like Azalea Park, and a "non-ostentatious charm".
<b>Pedestrian friendly</b>	We must remember to prioritize pedestrian friendly.
<b>Design/Theme Signage/Wayfinding</b>	An example from Scottsdale: The more restrictive design standards became, the more people wanted to come. As an example, the sign ordinance was 73 pages.
<b>Design/Theme Signage/Wayfinding</b>	Another community example: Guidelines were so rigid that it became very difficult. Even a simple thing like changing out a window was a big process. Oregonians don't like to be told what to do. So, there is a balance between a design hodge podge and more constraints/rules.

**DOWNTOWN BROOKINGS MASTER PLAN update**  
**Workshop #3 Summary**  
**February 9, 2017**

On the evening of February 9, 2017 the third workshop for updating the Downtown Brookings Master Plan was held in the Emergency Operations Center building adjacent to Brookings City Hall. By headcount, fifteen people attended, including three City staff presenters.

The workshop started with a presentation by City Manager Gary Milliman, with comments encouraged throughout, and with a couple points in the presentation where input was specifically requested.

The workshop began with a presentation responding to, and providing further development of, ideas and opinions expressed in the previous workshop, held 01/12/17. Main topics included:

- Concept plan proposed updates
- Signing
- Parking
- Theme
- Location of downtown

**Proposed updates to project concepts**

- See Map 1, at the end of these notes, for items proposed to drop. There were no objections to dropping those items.
- Parking: Consider potential to develop public, off-street parking behind Loring's Sporting Goods, north of the intersection for Chetco and Fern.
- Alternative to garden district concept: Utilize alleys and unused property sections (via lease when in private ownership) to develop additional parking. In other locations, this kind of treatment has encouraged secondary alley-serving business entrances. This could include a walkway or other pedestrian facilities.

[It was noted by staff after the workshop that this concept is similar to a "woonerf", which is very low vehicular speed, fully shared, and is acknowledged as not only a transportation facility, but also a social space.]

- Downtown Anchor: Develop a cultural and performing arts campus including the Chetco Library and encompassing the old bowling alley, to become a performing arts center, extending east to City-owned property on the east side of Alder, to be developed for public parking. Close Hemlock between Oak and Alder Streets.

**Participant comments and discussion:**

<b>Main Topics</b>	<b>Comment/Discussion</b>
<b>Signage</b>	<p>We should offer a good alternative before we would disallow sandwich boards.</p> <p>Another participant agreed to exercise caution on the topic of eliminating sandwich board signs. They do help draw people to businesses; he has observed this in our downtown. Maybe tighten the regulations, but do not eliminate.</p>
<b>Design &amp; Wayfinding</b>	<p>One participant described his experience with an eye- and attention-catching advertising campaign involving hundreds of plastic flamingos. Then he proposed something for our downtown:  Display tear-drop shaped feather flags (see attachment) for tourist-oriented businesses. These look a little like the icons on web-based maps for a pinned location. These would be color-coded by business category. Optionally, each category could have an associated symbol. Restaurants would have a different color and symbol than gift shops, art galleries, etc. These would provide a festive atmosphere and would help tourists quickly orient to downtown options and amenities. These cost less than \$200 each.</p> <p>Another participant doesn't really like these flags.</p> <p>Another participant wants that they don't function well in this area on windy days and they are prone to fading quickly.</p>
<b>Parking, Wayfinding</b>	<p>The parking area across from the theatre could host an informational sign with general information, locations of businesses, etc.</p>
<b>Wayfinding</b>	<p>We could leverage our community artists better and produce a downtown map, a fun one. Some communities have a cartoon-like downtown map.</p>
<b>HWY 101</b>	<p>There was some discussion related to the right of way for Chetco Avenue / Highway 101 and control of sidewalks. The City Manager clarified that, in patchwork fashion, the City has jurisdiction of some areas of sidewalk through the City limits, while ODOT maintains control in other areas. It may be possible to make this more consistent and for the City to take on more sidewalk jurisdiction. However, there are items to weigh and consider, such as liability versus control.</p>
<b>Signage</b>	<p>Existing cluster sign at the Central Building is "hideous".</p> <p>Another participant expressed that the sign is ineffective. Drivers need to be able to easily read signage.</p>
<b>Signage</b>	<p>City should take more control of sandwich board regulations to mitigate trip hazards, etc.</p> <p>Another participant indicated that he wants to be able to sue the City if he loses business due to stricter sign regulations.</p> <p>Another participant reiterated his observation that sandwich board signs do help business and he clarified that he prefers them to be placed on private property, not on sidewalks.</p>
<b>Design</b>	<p>Some business owners may choose to pain their building an ugly color because it draws attention.</p>

Main Topics	Comment/Discussion
Parking & Traffic circulation	<p>Participant question: Could we do more one-way streets to increase parking?</p> <p>City Manager answer: Yes, but there are tradeoffs. An existing example is that from Chetco, you cannot turn south on Willow at the Mexican restaurant's to access their back parking lot.</p> <p>Another participant commented that she regularly observes people making that turn movement, even though it is not allowed due to one-way.</p> <p>Another participant commented that it is also difficult to make a turn onto Chetco from Willow.</p>
Parking	We shouldn't put new parking areas anywhere that would be good property for retail development.
Parking & Wayfinding	We can lure travelers into a nice parking area with some of the signage options we discussed, orient them once they park, and then they can walk to their destinations.
Parking, Wayfinding, & Anchor	<p>The existing City property behind Dairy Queen could be developed for parking. We would need to get something visual in place to draw people.</p> <p>Other participants related comments:</p> <ul style="list-style-type: none"> <li>-Yes, add some ambiance as people come over the bridge.</li> <li>-Yes, so that tourists see the anchor attraction, park, then walk from there.</li> <li>-Yes, we need to get people "through the entrance" to our City.</li> <li>-But, there is already a parking lot at the eye clinic (northeast of Chetco at Oak?) and people don't park there. People won't walk four blocks to get downtown.</li> <li>-That's why we need a gateway or anchor to draw people in.</li> <li>-People already stop at Dairy Queen, so would work well in combination with a City entrance/gateway.</li> </ul>
Anchor	Supports the idea of a good downtown anchor. In Tulsa a bond to fund a sports arena failed several times. Once it succeeded and the arena was built, it transformed downtown.
Design & Landscaping	Greenspace and landscaping adds to the appeal of the streetscape and doesn't need to be expensive.
Theme	Advocates for focusing not on a stringent theme, but on elements that add beauty, such as the wall garden at the Mexican Restaurant downtown.
Tourism & Theme	Participant asked if we have survey data indicating why visitors come to Brookings. City Manager answer is that survey data indicates people come to the area to visit the coast, not specifically to visit Brookings. Participant noted that maybe that should inform the theme: "coastal".
Design & Landscaping	Would like to see more greenery along sidewalks. Though there have been improvements, it still seems kind of barren.

Main Topics	Comment/Discussion
Design & Landscaping	Agrees that landscaping is very important. Noted that the participants responded positively to a presentation slide of downtown Astoria. She thinks they did so because of the beautiful tree in the photo.
Tourism	Has observed that tourists don't come downtown during Port events, but they do come for the Art Walk.
Downtown location	City Manager asked the question again, "Where is downtown". As in the 01/11/2017 workshop, this didn't prompt much discussion. Participants seem to be in agreement with downtown borders indicated in the existing downtown plan.

City Recorder Teri Davis finished the workshop with a presentation about Travel Oregon's Bike Friendly Business designation program. More information is available here: <http://industry.traveloregon.com/industry-resources/product-development/bike-friendly-business-program/>.

**Map 1:**

