







Chapter 2: A Community Vision for Downtown Brookings

Introduction

“The only limits are, as always, those of vision.” – *James Broughton*

“The great thing in the world is not so much where we stand, as in what direction we are moving.”
– *Oliver Wendell Holmes*

The direction and recommendations for Downtown provided in this chapter are based on the consensus of input and ideas shared by the Brookings community. The chapter articulates a communitywide vision for Downtown Brookings and describes the important planning elements to achieve the vision. The vision is presented through the following four categories, although a significant amount of overlap exists:

-  Land Use & Redevelopment
-  Circulation & Parking
-  Public Space & Pedestrian Paths
-  Image, Streetscape, & Public Art

Descriptive details and additional resources for the Downtown revitalization strategies are provided in the illustrative exhibits, in Chapter 3, and in the Downtown Brookings Master Plan Appendix. Key elements of the vision for Downtown Brookings are also incorporated into a colorful poster intended to be used and shared by the community to implement the vision. Unlike reports alone, posters have a reduced incidence of sitting idle on shelves once prepared. The vision poster is easy to display and can help keep the vision alive in the minds of the public, decision makers, business owners, investors, and others.

Downtown Brookings Vision Statement

“In 2010 Brookings downtown offers an interesting and rewarding pedestrian experience while presenting a wide variety of goods and services to both residents and tourists. This area reflects community pride, history, and prosperity through attractive, well-kept businesses, signage, and landscaping. The public areas in downtown encourage people to park their cars and walk around and include convenient and well-maintained parking lots, streets, sidewalks, and underground utilities. The downtown is a vital hub which reflects a real “home town” atmosphere enjoyed by everyone.”¹

¹ **Brookings Town Center Revitalization PROUD Study**; page 3; (July 2000).



A "Pedestrian Friendly Downtown" . . .

1. Provides signage:
 - a. Attractive, informative signs directing pedestrians and drivers around the city.
 - b. Attractive informative signs on businesses.
 - c. Signs removed (or changed) when no longer accurate or attractive.
 - d. All signage to be pedestrian scale and level.
2. Provides attractive, clean, well-maintained, and appropriately spaced "street furniture":
 - a. Benches, planters, trash cans, etc.
 - b. Coordinated placement of awnings that protect pedestrians from inclement weather.
 - c. Street trees that are decorative, low growing and are appropriate species.
3. Provides sidewalks:
 - a. Well-maintained (no dangerous holes or cracks, etc.).
 - b. Ideally, sidewalk widths sufficient to accommodate outdoor displays and walking room with "street furniture" placed so as not to create problems for walkers.
 - c. Americans with Disabilities Act (ADA) required curb cuts.
4. Proves adequate, well-lit parking, both on and off street.
5. Reduces negative traffic influences on pedestrians and businesses:
 - a. Slow vehicles using traffic calming measures.
 - b. Well-identified, convenient crosswalks.
 - c. Truck route off of Chetco Avenue.
 - d. A bicycle route.
 - e. Streets that are swept regularly.
6. Creates a sense of identity for downtown:
 - a. Building colors that are appropriate to a cohesive architectural scheme.
 - b. Creating coordinated, signed, walking tour(s) linking Chetco Point Park, Azalea Park, Stout Park, and Harris Beach State Park.
 - c. Retail stores next to each other, not separated by offices and non-retail businesses.
 - d. Rezoning area to create a zone exclusive to the type of businesses wanted on ground floor with housing units on upper floors or in back.
7. Provides clean restrooms conveniently located and open to the public.
8. Buildings built to the sidewalks – no parking lots in front of buildings.
9. Recessed building entries and/or other architectural elements to break up the horizontal experience.

(adapted from page 6 of the PROUD Study, July 2000)



Exploring the Vision: Downtown Land Use & Redevelopment


Downtown Brookings exhibits a unique mix of uses that should be retained and expanded. A variety of opportunities also exist within Downtown and its surroundings to enhance economic and social vitality.


Land Use Theme Districts

The community desires an increased mix of uses throughout downtown to encourage economic development, diversity, and to create new housing opportunities. To this end, the City should adopt a Downtown zoning ordinance that supports mixed use and the aesthetic and land use goals established by the community (Appendix

A). The ordinance should specify allowable uses and regulations and incentives for appropriate types of development. Additionally, the community should encourage and recruit development consistent with the following Downtown land use “theme districts” in the locations established by the community (Exhibit 2-2):

IN MANY PARTS OF THE COUNTRY, MIXED USE IS BEING LOOKED UPON MORE FAVORABLY BY BOTH PUBLIC AND PRIVATE SECTORS. FOR SO MANY REASONS – PUBLIC SAFETY BEING JUST ONE – IT IS GOOD THAT WE ARE MIXING A VARIETY OF USES WITH ONE ANOTHER AGAIN, AND EXPLORING WAYS OF BETTER INTEGRATING COMPATIBLE USES RATHER THAN SEPARATING THEM. - AL ZELINKA AND DEAN BRENNAN, *SAFESCAPE: CREATING SAFER, MORE LIVABLE COMMUNITIES*


 *Local/Visitor Mixed Use* – Includes mostly those uses on or adjacent to Chetco Ave that cater to both tourists and residents, including lodging, specialty retail (galleries, gifts, etc.), restaurants, and such uses as hardware and sporting goods. Residential and office units may be included on upper floors (vertical mixed use) or at the rear of the property (horizontal mixed use). Uses along this corridor will be oriented more toward the Downtown visitor.


 *Locally-Serving Mixed Use* – Includes uses located along the Railroad Street that serve both residents and tourists, although this corridor will generally be oriented towards Brookings residents. Uses may include neighborhood markets, cafes, residential services and retail, with a heavy emphasis toward both vertical and horizontal mixed use.




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 *Cottage Commercial / Garden Mixed Use District* – Includes uses found mainly in the interior of downtown, encompassing the existing cottages and small-scale homes, as well as new infill structures. This aim of this district is to create a “village” atmosphere with small retail shops and services, a greenhouse, etc. with ample landscaping, plazas, and pedestrian pathways. Uses may include home-based businesses with residential units at the rear of the property or on the second floor units. Although denoted as the garden district, lush landscaping and gardens should be incorporated in all downtown districts. (See Appendix C, References 28a & 28b for ideas)

 *Civic* – Includes such uses in and around the post office, including the proposed City Hall complex, proposed Central Plaza and existing museum.


 *Community Services & Activities* – Includes local and recreational services such as the library, medical offices, and the existing bowling alley. Other appropriate uses in this area might include entertainment, health clubs, a community center, and other community recreation uses.

New and Infill Development

Numerous infill and development opportunities exist or will exist in Downtown Brookings. The community desires that new development be consistent with the character and environment of the area. With all new infill and catalyst projects, Downtown Design Guidelines should be carefully applied and considered (Appendix B). Incentives to encourage public art, pedestrian connections, and other amenities should be offered to enhance the new projects’ contribution to Downtown (Appendix A).

Downtown Catalyst Projects

Any number of good projects may arise that will contribute to and support the vision for Downtown Brookings, however, a few catalyst redevelopment projects should be pursued, including:

 *Relocate and Establish City Hall in Downtown Core.* Include city, police, fire, and ambulance services in a consolidated civic complex to create a unique architectural statement at the terminus of Wharf Street. Site might also support the inclusion of a performing arts center. Incorporate public plaza space, public parking, RV parking, and landscaping in a campus-style setting.



 *Expand the Chetco Museum in Central Building.* Increase its connection to the community and serve as a more prominent downtown attraction by expanding the museum space and adding an entrance directly into the museum.



Photo from *Then till Now* by the Brookings Rotary Club






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 *Develop Artist Live-Work Studios.* Support the arts and create new life in underutilized Downtown buildings or in the cottage commercial district by converting to artist live-work units or co-ops.

Additional Opportunities

The community also expressed a desire for a variety of projects and improvements that, although outside of the downtown, should be considered in pursuit of the Downtown Brookings vision (Exhibit 2-3). These include the following:

-  Attract a “Senior College” that provides higher education opportunities for the area’s many retirees.
-  Establish Brookings as the medical hub of the region by developing a large Medical Center/Hospital (potential location at existing City Hall site).
-  Create an interpretive wetlands park/wildlife viewing deck at the site of the existing Old Mill Pond.
-  Enhance Chetco Point with improved signage and consider adding an intensive landscaped buffer at the wastewater treatment facility and/or incorporate interpretive educational features.
-  Promote these citywide assets and their proximity to Downtown (including Azalea Park, the Port, Harris Beach State Park, river, skatepark, and others) through enhanced signage and Downtown directories.



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Exploring the Vision: Circulation Parking

To achieve its potential, Downtown Brookings must be a pedestrian priority area, while also effectively accommodating vehicles. Highway 101 design and traffic volumes currently make it difficult for pedestrians and bicyclists (locals and visitors alike) to move around Downtown comfortably. The configuration of parking does not foster a “park once and walk” mentality. Downtown Brookings Master Plan suggests the following short-term recommendations to address the existing circulation and parking issues, while still maintaining the character of an authentic and walkable downtown.

THE MOST LIVELY AND FAMOUS STREETS, IT CAN BE OBSERVED, ARE NOT “DEVELOPED”, “BUILT”, OR “MADE.” THEY EVOLVED, RESISTING CATAclysmic CHANGE, WITHSTANDING FADS, ADAPTING INCREMENTALLY AND CLINGING TO THE CHARACTER OF THE PLACE. *ROBERTA BRANDES GRATZ, THE LIVING CITY*



Visitor & Local Traffic System

The proposed circulation concept provides a system for local traffic to move without overburdening Chetco Avenue. The proposed local traffic loop uses Easy Street, Oak Street, Railroad Avenue, and 5th Street to provide alternative thoroughfares for residents (Exhibit 2-3).²


 *Railroad Street.* Improvements to Railroad Street will facilitate increased use of all modes of transportation, including a dedicated bike lane, wider sidewalks, on-street parking, traffic calming, enhanced streetscape, and the opportunity for a landscaped median (Exhibit 2-4 and 2-5). The improvements to Railroad Street maintain the existing right-of-way/easement system to accommodate any future roadway expansion or alternative circulation solutions.



Figure 2-1: General Downtown Circulation Concept




Chetco Avenue. In the proposed system, Chetco Avenue would remain a two-way state highway, but be redesigned to include a protected left turn pocket at both Oak and Center Streets, and limited turning movements on both Fern and Willow by converting to one-way streets. Streetscape enhancements would also be a part of the redesign of Chetco Avenue (Figure 2-1, Exhibit 2-6). The Chetco Avenue circulation improvements will require the acquisition of additional public right-of-way on both sides of the highway and will necessitate the loss of some on-street parking spaces in order to accommodate the turn pockets. All future or alternative modifications to Chetco Avenue roadway


² The Oregon Department of Transportation (ODOT) is embarking on an Environmental Assessment that may include the analysis of a one-way couplet system. The circulation discussion in this Master Plan recognizes this fact and presents the local loop system as either a potential alternative or interim step to further ODOT plans.

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should adhere to the Downtown pedestrian vision, allowing wider sidewalks and amenities (Exhibit 2-7). *Note: circulation recommendations on Chetco Avenue must be analyzed in conjunction with an Environmental Assessment being prepared by ODOT. Any changes proposed after that time would also need to be analyzed and approved by ODOT and then reflected in the Transportation System Plan (TSP).*


 *Internal Street Circulation.* To facilitate the new circulation system, Willow and Fern Streets would both become one-way streets for the length of one block. In addition to changing Fern and Willow Streets to one way, the concept adds a one-way loop system with parking around the proposed Central Plaza. Interior and side streets will also be enhanced through widened sidewalks and streetscape features, while maintaining on-street parking (Exhibit 2-8, 2-9, 2-10).

 *Public Transportation.* Important to many Brookings residents is the ability to travel in and through Downtown with ease. The development of a shuttle system and handicapped-friendly shuttle/bus stops at various locations such as the library, the post office, the Brookings fountain, and Fred Meyer will assist in this goal (Exhibit 2-3).

Enhanced Public Parking & Signage

Parking goes hand-in-hand with circulation. Currently, parking is somewhat difficult Downtown due to inadequate signage and a lack of convenient parking spaces off of Chetco Avenue. As future development and changes take place Downtown, a formal parking analysis and study should be undertaken to most effectively locate and manage parking. In the meantime, recommendations as depicted in the Master Plan vision for Downtown include:

IN SOME AMERICAN CITIES SO MUCH OF DOWNTOWN HAS BEEN CLEARED FOR PARKING THAT THERE IS NOW MORE PARKING THAN THERE IS CITY. - *WILLIAM H. WHYTE, THE IMAGE OF THE CITY*

 *“Triangle”
Parking Lot.* Close a


portion of Fern Avenue and design and build the Triangle Parking lot. Accessible from both Fern Street and Chetco Avenue, the lot should accommodate roughly sixty-five to seventy spaces and should include some public space and high degree of pedestrian amenities due to its prominent location Downtown. *Note: because the Chetco Avenue entrance is directly off of a state highway, an access permit will be required in accordance with the Access Management Administrative Rule 734-051.*





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 *Additional Public Parking.* A number of other opportunities exist Downtown to increase the public parking supply. Ideally, these lots should be located using a ¼ mile “service area” radius (generalized distance people are willing to walk). Possible locations for new public parking lots include the corner of Fern and Spruce Street and pockets along Railroad Street. The one-way conversions of Fern and Willow, and the Central Plaza loop also provide an increase in on-street diagonal parking. Dedicate spaces for recreational vehicles and tour buses in the Alder Street lot and in the future Civic Center complex parking.

 *Downtown Parking Lot Design.* Incorporate landscaping and dedicated pedestrian connections in and through all new and existing public parking lots. Through Downtown Design Guidelines, encourage the same type of treatment in private parking lots, including automobile sales lots. Where possible, parking lots should be approached as “convertible” spaces for occasional use as public plazas (e.g. Triangle Parking Lot).

 *Shared Parking.* To maximize the efficiency of downtown parking and limit the number of accesses, continue and encourage formalized shared parking among uses with alternate hours of operation, such as that which occurs with the bowling alley and library (along Chetco Avenue, this process can be formalized with ODOT through the recording of cross-easements). Additionally, encourage businesses with private parking to allow public parking during non-operational hours.

 *Public Directional Signage.* Enhance the availability of parking through a comprehensive and simple signage system, directing travelers to the easily accessible and ample public parking. Businesses should promote the available parking to patrons through brochures and maps.


Exploring the Vision: Public Spaces & Pedestrian Paths

The Brookings community expressed a desire to take advantage of the many unique opportunities that exist downtown for small public plazas, resting spaces, and pedestrian paths that incorporate lush landscaping, flowers, and gardens. The community also identified a need in Downtown Brookings for a central public space in which its festivals, events, and celebrations may occur. With the addition of such interesting, safe, convenient, and attractive pedestrian spaces and connections, Downtown Brookings can offer a walkable, comfortable, and visually-engaging experience to both locals and visitors.


THE SIMPLE SOCIAL INTERCOURSE CREATED WHEN PEOPLE RUB SHOULDERS IN PUBLIC IS ONE OF THE MOST ESSENTIAL KIND OF SOCIAL “GLUE” IN SOCIETY. - *CHRISTOPHER ALEXANDER, A PATTERN LANGUAGE*

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 **Central Plaza.** The parking lot behind the Central Building between Wharf and Center Streets offers a great potential as a major Downtown public plaza. Incorporate seating, unique public art, and landscaping. Create a one-way parking lane between the Central Building and the plaza; support on-street parking surrounding the plaza. Extend the special paving into the street, allowing the street to serve as a convertible plaza space that could be closed off for large events and to create a stronger physical connection to the post office public space. (See Appendix C, Reference 30 for ideas)





 **Downtown Stream & Garden District Plazas.** A unique feature Downtown

Brookings should highlight and build upon is the natural waterway modestly flowing through the heart of downtown. The community should pursue this stream as the focal point of the urban garden district, incorporating landscaped walkways and amenities along the stream and adding plazas and pedestrian connections to the urban stream (Exhibit 2-13). Interpretive gardens, flowers, and other landscaping within the downtown should further support the urban garden concept. Businesses along the stream should be encouraged to include rear entrances, courtyards, and outdoor eating areas that face the downtown stream and pathway. (See Appendix C, Reference 28a & 28b for ideas)

THE SOCIAL VALUE OF NATURE MUST BE RECOGNIZED AND ITS POWER HARNESSSED, RATHER THAN RESISTED. NATURE IN THE CITY MUST BE CULTIVATED, LIKE A GARDEN, RATHER THAN IGNORED OR SUBDUED. – ANNE WHISTON SPIRN, *THE GRANITE GARDEN*




 **Additional Pocket Plazas & Pathways.** At various other points throughout Downtown, small plazas, intimate alcoves, and pedestrian pathways to parking areas and along rear building entrances should be created to further support the pedestrian experience. Numerous opportunities for such spaces exist, including underutilized spaces between existing buildings and the sidewalk, the new Triangle parking lot, and other new and existing parking areas. Additionally, the proposed handicapped-friendly shuttle stops can also serve as small public resting spots with each providing a bench, trash receptacle, shelter, and ample room for a scooter or wheelchair. (See Appendix C, Reference 31a & 31b for ideas).

 **Comfort & Convenience.** In addition to including the landscaping, amenities and public art described in the next section, the pedestrian experience is further enhanced when the pedestrian needs are taken into account in design and planning. Public restrooms, night illumination, protection from the weather, drinking fountains, etc. are important elements to incorporate into the plaza spaces and pedestrian connections. Potential locations to develop and/or expand public restrooms are within the new urban garden district development, in the proposed public parking lots, or within the Central Plaza.

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 *Activities & Programming.* Almost as important as the public spaces themselves can be the activities and/or events that are programmed into them. Facilitate individual or smaller scale activity by means of such things as gardening demonstrations, local music or theater performances, cutting gardens, and engaging interpretive features. The community should continue to hold and organize large-scale special events such as the Farmers Market, and expand those efforts to include additional flower and heritage-based festivals, community movie nights (shown outside on blank facades), “Safety City” events, etc. that bring people together in a spirit of celebration, community pride, and fun.

Exploring the Vision: Image, Streetscape & Public Art

One of the most important objectives expressed by the community was to improve the image and identity of Downtown Brookings. Establishing architectural design guidelines appropriate for Downtown and incorporating a unique palette of streetscape features into the public realm will help Downtown Brookings project a cohesive and attractive, yet distinct physical character.

Downtown Design Guidelines

The visual statement of new and rehabbed buildings both on and off of Chetco Avenue plays a large role in the image of Downtown Brookings, making issues of architecture and site design essential. Regulating aesthetics can be a very difficult and issue-wrought task for many communities without clear principles and discretionary guidelines. To this end, a set of design guidelines setting forth appropriate standards for architectural characteristics, site planning, landscaping, and commercial signage was prepared for Downtown Brookings (Appendix B). The illustrative guidelines represent the preference expressed by the community for a cohesive mixture of architecture that blends the mill cottages and Bernard Maybeck/Arts & Craft styles with traditional downtown storefront architecture, and which also addresses aesthetic issues related to setback, parking, and other architectural design details (Exhibit 2-14).

The draft mixed-use zoning ordinance, the Downtown Brookings Development District, (Appendix A) incorporates a number of the guidelines as formal requirements, including setbacks, fence height, and building heights. Although this ordinance will assist in regulating good design, it is recommended that the City of Brookings also explore implementing a formal design review process. A comprehensive site plan and design review ordinance that clearly articulates all areas and levels of applicability will help establish a predictable and understandable design review process and ensure quality design. A sample design review ordinance is included as part of Appendix A. Ideally, a Design Review Board or similar body, including individuals with architectural background, should be appointed to provide formal oversight and approval of new projects. Initially, however the City might establish or appoint a more informal committee or commission that can provide recommendations to the Planning Commission and/or Council.

The City should also explore establishing incentives to encourage property owners and new applicants to comply with and follow the design Guidelines for Downtown Brookings. Such incentives may include expedited permit processing, waiving of application fees, and the development of a low-interest façade loan program through a partnership with local Brookings banks.

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Streetscape & Public Art

The Brookings community desires to tell the story of its rich history and environment using Downtown streetscape features and amenities as their canvas. The Streetscape Furniture Palette offers the features needed to paint the canvas desired by the community (Exhibits 2-11 and 2-12). Many of the items on the palette are custom designed, as developed from the public input.


Some of the items are catalog pieces, which come from some of the finest manufacturers of street furniture in the country. All of the chosen pedestrian amenities reflect the theme and history of the community helping to create a unique and exciting experience in Downtown Brookings.


THE RICHNESS AND MEANING OF A PLACE DERIVES NOT FROM SINGLE ITEMS, BUT FROM DETAILS WHICH, WHEN TAKEN TOGETHER, CONTRIBUTE TO A MOSAIC GREATER THAN THE SUM OF ITS PARTS. – *PETER RANDALL PAGE, IN PATRICK NUTTGENS THE FURNISHED LANDSCAPE*


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The following streetscape features should be located not only along the streets, but should also be included in public spaces, parking areas, and pedestrian paths as appropriate.


 *Lighting.* Reminiscent of the Arts and Crafts design, the Prairie 1230 light fixture and the Prairie 700-LB lighted bollard are provided by Sternberg Vintage Lighting Company. Both are on square shaped poles/posts and come with a Verdi-gris patina finish. (Exhibit 2-11, I,J)


 *Garbage Receptacles.* The Santa Clara Series waste container, by Quick Crete Products Corporation is a standard precast concrete style with several custom options, which will meet the desired theme. The Latte C3 colored finish concrete with a light sandblast texture, and the side opening and loading doors are standard. The tiled flower mosaic and verdigris coating on the top and side-opening door are custom features. It is intended that the tile mosaics on each container incorporate images of local flowers with its name and a brief description or significance. (Exhibit 2-11, A)


 *Special Paving.* Crosswalks in Downtown Brookings can be enhanced with the use of concrete interlocking paverstones, or stamped asphalt in an earthtone color. The enhanced 6-8' wide area should be banded with a 12" concrete strip, on both sides. (Exhibit 2-6, L). Additionally, the outer edge of the sidewalk (along the curb) can be utilized as an artistic mosaic of flower, local flora, or other historical elements, the 12" band can be imbedded, pressed, or sandblasted into the continuous concrete band, with images of flowers, leaves, trees, shells, or other historical elements. (Exhibit 2-11, M)

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 *Street Signs.* The custom designed street name signs should incorporate the Maybeck style” floral pattern, as well as the arts and crafts woodwork as a trim. The field (or background) of the sign should be the verdigris color matching the rest of the metal component of the streetscape furniture (Exhibit 2-11, H and Appendix C, Reference 16).


 *Wayfinding Signage.* In places where people find it easy to navigate, they are apt to spend more time there, both as a driver and a pedestrian. A wayfinding system should be created to help people find their way to parking areas, attractions, etc. while also reinforcing a positive image and identity throughout the Downtown. A part of this wayfinding system should include Downtown kiosks that direct foot traffic to local businesses and amenities and provide information to residents and visitors about events and activities in and around downtown (Exhibit 2-11, B). These kiosks should be strategically located in highly visible settings in or adjacent to public plaza spaces and parking lots. The Model KS-171 Kiosk, by Street Smart Designs, can be custom tailored to have a more craftsman look. The standard overhanging raised seam roof can be specified in copper, which, over time, is the verdigris patina that is naturally occurring.

 *Bicycle Rack.* As specified in the public workshops, the bicycle racks, should be simple and unobtrusive within the sidewalk areas. These are the Bollard Cyclops 2172 by Timberform/Columbia Cascade Company. (Exhibit 2-11, K)



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 **Landscaping.** Incorporate flowers, plants, trees, natural river rock, bamboo, redwood and other locally appropriate natural materials into the landscape whenever possible. The community prefers the following trees for use in the streetscape based on shape, color, and suitability for streetsides (Exhibit 2-11, D):

- *American Sweet Gum (Liquid Amber)* - a moderately fast-growing deciduous tree with brilliant red and yellow fall foliage colors.
- *Victorian Box (Pittosporum)* – a slender, elegant weeping evergreen tree with light yellow flowers that bloom in late winter and early spring.
- *Chinese Flame (Koelreuteria)* – a deciduous tree with bright yellow flowers in fall and long salmon-colored fruit in late summer and early fall.



The Evanstone Tree Grate is a standard design by Canterbury International, which reflects the arts and crafts theme with cottages and leaf symbols embedded into the grate pattern. The grate may be fabricated in cast iron (traditional) or in cast bronze, which may give it a more patina-style look. (Exhibit 2-11, C) Redwood planter boxes, 2' w x 2' h, 4' + length, may be provided by local nurseries or wholesalers. These provide another opportunity to incorporate localized and native flowers into the pedestrian streetscape. (Exhibit 2-11, E)

FLOWERS & COMMUNITY DEVELOPMENT

MANY COMMUNITY IDEAS SURFACED ON WAYS TO CELEBRATE AND BUILD UPON THE FLOWER HERITAGE OF BROOKINGS, INCLUDING:

- PLANT FLOWERS EVERYWHERE!
- ADD INTERPRETIVE SIGNS TO IDENTIFY FLOWERS
- ESTABLISH A GREENHOUSE DOWNTOWN; TEACH GREENHOUSE MANAGEMENT
- INTERACTIVE GARDENING DEMONSTRATIONS, COMPOSTING, AND EDUCATION
- INVOLVE YOUTH, SENIORS, AND GARDEN CLUBS AS VOLUNTEERS
- EXPAND FLOWER-RELATED BUSINESS (FLOWER SHOPS, DRIED FLOWERS, EDIBLE FLOWERS, FLOWER PHOTOGRAPHY, PAINTED FLOWER POTS, VASES, ETC.)
- FRESH FLOWERS IN ALL LOCAL BUSINESSES (RESTAURANTS, RETAIL, HOTEL ROOMS)
- CELEBRATE FLOWERS THROUGH PUBLIC ART (TRASH RECEPTACLES, SIGNS, PAVING, DESIGN FEATURES, ETC.)
- FLOWER-RELATED FESTIVALS AND EVENTS
- CONNECTIONS TO AZAFA PARK

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Seating. The custom design of the planter bench combination (Exhibit 2-11, F) will add the traditional arts and crafts blend of river rock with craftsman style woodwork to add a pleasant seating area to any spot in the downtown. The Classic CL-40 bench (Exhibit 2-11, G) by Victor Stanley Inc. will fit into any sidewalk location in the downtown, while still resembling the craftsman style with the slatted backrest.

Establish Downtown Gateways. Gateways are important to creating an identity and signaling definitive entries to Downtown Brookings. Supporting its “City of Flowers” identity, along with the urban garden concepts, the community envisions a lush, terraced landscaped hillside as the southern entry into the community on the undeveloped lands along Chetco Avenue. Similarly, the newly developed parking area at Mill Street and Chetco Avenue should be landscaped to create an entry statement. Both areas should include entry signs compatible with the styles and materials of other street furniture identified in the streetscape palette. (See Appendix C, Reference 19 for examples).

Pedestrian Shelter. Pedestrian shelters serve as resting or waiting points at transit stops, while also providing shelter from the weather at those points and in plazas spaces. Where appropriate, pedestrian shelters should be incorporated into Downtown Brookings. (See Appendix C, Reference 16 for examples).

Additional Public Art Opportunities. Work with local artists to design other types of public art into the downtown (freestanding sculptures, murals, etc.) Additionally, the community should organize a logo contest in the City to develop a downtown logo that captures the essence of Brookings. (See Appendix C, References 24, 25, and 26 for examples).

Note: All streetscape furniture, wayfinding signage, and public art on Chetco Avenue (if in ODOT right-of-way) must be coordinated with ODOT when more specific designs and locations are being discussed. Additionally, the Highway Design Manual must be referenced when developing specific designs for Chetco Avenue.



PUBLIC ART INSPIRATION

NUMEROUS SOURCES OF INSPIRATION AND RESOURCES FOR PUBLIC/ INTERPRETIVE ART CAME OUT OF A COMMUNITY FOCUS GROUP AND DESIGN WORKSHOP. THE FOLLOWING LIST IDENTIFIES JUST A FEW:

- PERFORMING & VISUAL ARTS
- BERNARD MAYBECK
- LOGGING/TIMBER
- FIRS, PINES, MYRTLEWOOD, REDWOOD, BAMBOO
- “BANANA BELT” – THE “OREGON RAIN FOREST”
- FLOWERS (LILIES, AZALEAS, DAFFODILS, RHODODENDRONS)
- ROCK QUARRYING
- NESKIA BRONZE FOUNDRY
- DRIFTWOOD FESTIVAL
- CHETCO RIVER
- HARRIS & MILL BEACH
- SEVERN STATE PARKS
- AZALEA PARK & FESTIVAL
- WINDSURFING/SURFING
- CHETCO POINT/OCEAN
- PEOPLE/VOLUNTEERS/YOUTH
- YOUTH
- PELICANS
- FISHING / NAUTICAL
- WHALES, CRABS, SALMON
- RAILROAD
- BUSIEST NON-COMMERCIAL PORT
- JAPANESE BOMB SITE