



USER'S GUIDE TO THE DOWNTOWN BROOKINGS MASTER PLAN

This User's Guide to the Downtown Brookings Master Plan provides background information on the creation of the Plan and information on how the Plan should be used. This section is intended to provide interested persons with the straightforward guidance for optimizing the use of this Plan in the enhancement and development of Downtown Brookings.

Introduction



The Downtown Brookings Master Plan is a tool to help both revitalize and celebrate the core area of Downtown Brookings, improving the experience for both residents and visitors to downtown. Much of the work in the Master Plan builds upon work established and completed in the PROUD Study adopted in July 2000. The Downtown Brookings Master Plan provides the framework for aesthetic and economic enhancement, and includes specific improvement projects, policies, and implementation strategies. The Downtown Brookings Master Plan is supported by an appendix document composed of a number of implementation tools and resources, including a set of architectural design guidelines, a series of recommended modifications to the City's zoning ordinance, and an extensive list of potential funding and community-based resources. Additionally, an updated Urban Renewal Plan is also being prepared that, if adopted by the City Council, may assist in future funding.

Funding for the Downtown Brookings Master Plan was provided through a partnership between the City of Brookings, the State of Oregon, and the USDA Forest Service.

THE DOWNTOWN BROOKINGS VISION

"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."

- FROM *BROOKINGS TOWN CENTER REVITALIZATION PROUD STUDY, PAGE 3 (JULY 2000)*

Downtown Brookings Master Plan



This is the Community's Plan



This Plan is for everyone. Some projects and actions identified in the Plan are simple and straightforward. Some solutions are longer term and more complex. And still other ideas are yet to be fully developed. It will take the entire community working together to make them happen. Each person in the community boasts different skills, levels of expertise, time, and energy that can be committed to this Plan. Each organization, agency, and group in the Brookings area possesses unique resources and

skills that can be contributed to achieving the community vision.

This is your Plan if you . . .

- . . . are a resident of Brookings or interested member of the public.
- . . . are an elected or appointed public official in Brookings.
- . . . are a member of a public agency with an interest in Brookings' well-being.
- . . . are a current or prospective business owner.
- . . . are a member of a philanthropic or community organization with an interest in Brookings' future
- . . . are part of the Brookings Chamber of Commerce.
- . . . are a current or prospective developer, or builder in Brookings.

Overview of the Plan






The Plan is organized into three sections. The first chapter, entitled "*Foundation for the Downtown Brookings Master Plan*" provides a brief historical perspective of Brookings, outlines the Master Plan process and presents key community values and guiding principles. The second chapter, "*A Community Vision for Downtown Brookings*" communicates elements of the community's vision for Downtown. The final chapter, "*Downtown Brookings Implementation Program*," identifies a series of steps and strategies recommended to implement the vision.



Downtown Brookings Master Plan



The Downtown Brookings Master Plan is articulated in a Vision Poster and is further supported by an implementation-oriented, working Appendix, under separate cover, that includes the following sections:

-  Zoning Ordinance Recommendations
-  Downtown Brookings Design Guidelines
-  Supplemental Resource & Reference Exhibits
-  Community-Based Resources
-  Potential Funding Sources

Together, the Downtown Brookings Master Plan and Downtown Brookings Master Plan Appendix provide excellent guidance and practical tools to achieve the enhancements and revitalization desired for Downtown Brookings.



How to Use the Plan

Divide and conquer. The Master Plan is intended to be implemented by teams and committees of volunteers, businesses, local organizations, the Chamber of Commerce, and public agencies, as well as by the City of Brookings. Different groups can be working on different elements at the same time. Engage as many people and groups as possible (See Downtown Brookings Master Plan Appendix D for an preliminary list of community-based resources). Most importantly, always collaborate!

nate Plan activities. Each individual team, committee, organization, or group should emphasize coordination and collaborate with others throughout the implementation process. This collaboration helps maximize efforts for the common good and minimize hidden agendas.

Downtown Brookings Master Plan



Use the Plan as a guide. Remember, conditions change. Be prepared to change with them. Treat the Master Plan as a work in progress. If additional steps, actions, or systems are needed, add them. If some of the steps included in the Master Plan become unnecessary, modify or drop them.

Include elements of the Plan in grant applications for outside resources. The Master Plan will demonstrate to grantors that the Brookings community is well organized and serious about improving the Downtown and will make Brookings more competitive.

Share the Plan with desirable businesses and developers who may not have been involved in Downtown Brookings before. Show them the methods and tools in this Master Plan and in its companion pieces to help recruit support for increasing the vitality of Downtown Brookings.

Record and track your activities. Measure your performance. Follow up on your initial efforts. Wherever appropriate, refine and adjust your actions.

