

DOWNTOWN MASTER PLAN SURVEY

The plan was adopted unanimously by the Brookings City Council on October 22, and the authors of the plan have stated that concepts from the plan need community support to move forward. Please answer this survey to help inform the City Council and the plan authors how much support there is for the concepts listed here by circling Yes or No for whether you support each project. Leave answers uncircled if you have no opinion.

Name _____ I am a Downtown Brookings (circle all that apply)

Customer Resident Employee Business Owner Property Owner

I first found out the plan existed during the circled month in 2024

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

I first found out what concepts the plan included during the circled month in 2024

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

New taxes on downtown businesses and properties.

Yes No

Selling the 72-hour parking lot on 3rd Ave. to private developers.

Yes No

NEW BUSINESS IMPROVEMENT DISTRICT

This plan recommends that the downtown business community establish a Business Improvement District (BID). Services can range from covering the costs for programming events or basic maintenance (litter clean-up and banners) to having full-time staff to manage a myriad of initiatives. The diagram on the following page provides initial concepts for the extent of the organization's capacity for services.

Under the organizations own direction, they could expand their influence to issue bonds, levy taxes, and apply special assessments to finance public improvements, public services, and blight removal.

Ultimately, cities across the country, including the City of Brookings, face difficult budget decisions that result in the reduction of services. Establishing a BID ensures that downtown can bridge any budget transitions and retain the level of care that other districts don't receive from the City. A new board for the BID will need to be established and be initially appointed by the Mayor. The BID could be managed by Downtown Brookings or become a successor organization to Downtown Brookings.

Building a new hotel behind the old Armory.

Yes No

1 REUSE OF ARMORY AND NEW HOTEL



Next Steps

1. City to continue to maintain support for the current efforts for reusing the Armory building and redeveloping the adjacent lot for a hotel. If successfully completed, the project will provide a substantial venue missing from Downtown's indoor event space and lodging.
2. If the current proposal fails to develop, then the City should continue to solicit proposals for reuse/redevelopment of the site.

REDEVELOPMENT OF THE 72-HOUR LOT



Next Steps

1. City to author an RFP for the redevelopment of the site. Submittals should align with the spirit of this plan, which shows mixed-use buildings fronting the street and parking behind.
2. City to initiate the redesign of 3rd Avenue to offer more parking and work with the developer to coordinate the schedule of improvements.

Converting a parking lot or part of the street on 5th Ave. to a park.

Yes No

Figures 3.13 — Test-Fit Concepts of a new park space in Downtown



Full-block Scenario

Scenario is applicable if all properties are successfully assembled. Individual properties can be converted to public parking as an interim use until all properties are assembled. Features include:

- Promenade between Courthouse and Park.
- Protected crossings at intersections.
- Enhanced alley.
- Landscaping to screen rear facades.
- Greenspace with connected pathways.
- Playground equipment and splash pad.
- Performance stage.
- Potential Farmers' Market programming.



Half-block Scenario

Scenario is applicable if some properties can be assembled but not all. Features include:

- Elements of the full-block scenario, yet features are reduced and more compressed.
- This scenario includes any spaces for large performances or public restrooms.
- Potential Farmers' Market programming.



5th Street Scenario

The 5th Street Scenario is an alternative to the Full-block and Half-block scenarios. The concept closes 5th Avenue between Front Street and 3rd Street and removes a building. Features include:

- A great lawn with connecting pathways.
- Iconic art element for photo opportunities.
- Parking flanking the space to create loading areas for vendors, such as a Farmer's Market.

Replacing buildings and parking on 3rd Ave. and South Main with large apartment & business buildings.

Yes No

Figure 3.8 — West Edge Concept Rendering



Aerial view looking northwest towards the West End Development Area. The land along 3rd Avenue represents the greatest opportunity for growth and expansion of Downtown.

Encouraging pedestrian use of alleys that are still used for deliveries and other vehicle traffic.

Yes No

Figure 3.4b — Alley Possibilities (East)



Concept shows activating rear storefronts with outdoor seating, murals, new surface material (permeable brick), seating, signage, and enclosed dumpsters.

This survey consists of pages taken directly from the Downtown Master Plan and is being conducted by independent business owners. It is not associated with the City of Brookings government or the Downtown Brookings organization that is primarily funded by the city government, but survey results will be shared with them in addition to being published in local media and online. Individual survey forms will not be published or made public, only the total numbers of responses from all of the completed forms. Please return the completed survey to whoever gave it to you or mail it to DMP Survey, PO Box 683, Brookings, SD 57006. The complete Downtown Master Plan may be viewed at the Brookings City Clerk's office or online at www.cityofbrookings-sd.gov/DowntownBrookingsMasterPlan