

MINUTES

COUNCIL DOWNTOWN MASTER PLAN COMMITTEE

October 24, 2018 – 4:00 PM

Administrative Conference Room at City Hall

Members Present: Charlie Landreth, Chair, Council Member
Mac Morrow, Vice Chair, Council Member
Jim Fatland, City Manager
Daniel Cobb, Planning Director
Heath Seymour, Heart of Brevard Executive Director
Melanie Spreen, Heart of Brevard Representative
Susan Threlkel, Council Appointed At-Large Member
Dee Dee Perkins, Council Appointed Citizen Member

Members Absent: None

Staff Present: Aaron Bland, Planning Department
David Lutz, Public Works Director
Denise Hodsdon, Executive Assistant

Media: Matt McGregor, Transylvania Times

A. Welcome & Call to Order

Committee Chair Charlie Landreth call the meeting to order at 4:02 PM.

B. Certification of Quorum

Quorum was certified by Executive Assistant Denise Hodsdon.

C. Approval of Agenda

Motion by Mr. Morrow, seconded by Ms. Threlkel to approve the agenda. The motion carried unanimously.

D. Approval of Minutes from June 27, 2018 Meeting

Motion by Ms. Threlkel, seconded by Ms. Perkins to approve the minutes of the June 27, 2018 meeting as presented. Motion carried unanimously.

E. Proposed Downtown Parking Deck

Mr. Fatland reported that Staff has met with Travis Fowler who is purchasing property

adjacent to the existing courthouse. Mr. Fowler has submitted a proposal to build a parking deck on that parcel and partner with the City to lease it from him. The proposed parking deck would have approximately 250 spaces and the initial proposed rent is \$25,000 per month or \$300,000 per year.

Mr. Fatland noted that he is not asking the Committee for a vote today, but would like to do some brainstorming and get feedback as to whether this is a concept we would like to pursue. He suggested that we consider making the parking deck free so merchants, their employees and residents who are willing to walk could park for free. We could then put in kiosks and charge a fee for the on-street parking spaces and city owned lots. By charging a fee for these prime spots, there would be turn-over of the spaces and we would generate sufficient money to pay the parking deck lease payment and the cost of the kiosk equipment and enforcement.

Mr. Fatland asked Planning Staff to look at the number of spaces we have in the downtown area. A copy of their presentation is attached, which includes maps depicting 1) the current number of free and paid parking spaces and 2) future free and paid spaces with the addition of the parking garage. Mr. Bland pointed out that we would be reducing some free on-street parking but more than gaining that back from the garage. They looked at making the 10 blocks central to downtown and 2 additional city lots paid parking and the rest further out and the garage remains free. The presentation also included estimated new infrastructure costs and revenue projections. Mr. Cobb noted that they tried to be conservative in their estimates and cautioned that these are not fixed numbers. The purpose is to modify the behavior, not so much to bring in revenue for the city. Cities don't have paid parking to make revenue, they have it to keep people moving and keep spots open.

Mr. Fatland added that this parking deck could be used for downtown regardless of what decision the Commissioners make regarding keeping the Courthouse downtown. It would definitely help with the parking situation downtown. The County has indicated that a parking deck is expensive and that makes it difficult to make the decision to keep the Courthouse downtown. Mr. Fatland thought if the City removes the obstacle of the parking deck, the County may look more favorably on keeping the Courthouse downtown. Some portion of the 250 parking deck spaces would be reserved for the Courthouse and they may want to add more spaces to the structure design.

There was discussion about making the on-street and City lot parking spaces free after 6pm to encourage people to come downtown and visit our restaurants. Ms. Spreen added that it might be more conservative to look at charging fees from 10am to 6pm so that locals can stop for a cup of coffee in the morning without having to pay the fee. Ms. Perkins also pointed out that the Jordan Street parking lot is mostly empty during January, February and March so we might want to consider making parking free during the winter. Mr. Landreth agreed that we should build the pro forma with more sensitivity to the seasonal cycle we have and that we should look at trying to make the

lease payment over a nine or ten-month cycle. He asked if we are expecting too much to be able to make a lease payment of \$25,000 per month.

Mr. Cobb said Staff has not gotten down to that level of detail. They used the actual numbers from the 2013 parking study, which actually predicted the need for a parking deck in the next 5 years. They haven't broken it down seasonally by month, but have taken averages based on the work that was done then and spread it over the year. He noted that the study ran from May to October.

Mr. Cobb reported that Staff has also been researching laws regarding parking fees and what they can be used for. He said there is an apparent contradiction in the law as one section says that revenue brought in by off-street parking is like an enterprise fund and has to be used for that purpose only. Another section says that if it's off-street parking it can be used for any public purpose. We will need to get clarification on this.

Ms. Spreen expressed concern that if the developer retains the option to build a building on top of the deck and his tenants start using parking spaces, what would happen if the City has a 30-year lease on that? She noted that a 30-year lease at \$300,000 per year amounts to \$9,000,000 and she thought we could build a parking garage for that amount. She understands that borrowing can be difficult but she would like to see a comparison to the cost of building our own garage.

Mr. Morrow suggested that another option might be at Probart and Gaston and wondered if that would still work. Ms. Perkins agreed that that is another viable location and in a lot of ways makes more sense because it would not be a leased arrangement. But wherever it goes, there is still the possibility to engage the County.

Ms. Perkins also noted that this is the gateway to our Downtown and she feels we need to be mindful of the aesthetics in terms of a high-rise parking deck being the first thing you see when you are coming into the central core of our business district. The parking deck could be blocking the historic Courthouse, which is an element we're trying to preserve.

Mr. Fatland said the County owns a piece of property further back and it is his understanding that Mr. Fowler has made an offer on that as well so there is some flexibility on the location. He added that any plans would come back to this Committee for input.

It was the consensus of the Committee to proceed with the concept and run some more scenarios.

F. Downtown Street, Sidewalk & Fixtures Maintenance

Mr. Landreth, Ms. Perkins and Ms. Threlkel shared their observations relative to maintenance of downtown streets, sidewalks and fixtures. Items discussed and

suggested are as follows:

1. Trash cans need makeovers or replacement
 - a. Smell bad even when empty
 - b. Have lost their finish
 - c. Trash under cans
2. Benches
 - a. Aging and wood wearing out
 - b. Mold and mildew underneath
3. Brick paving
 - a. Settled in places, particularly in the Platt Architecture block
 - b. Power wash bricks before putting back down
 - c. Finish bricking on Jordan Street
4. Sidewalks
 - a. Pressure wash
 - b. Rubber pads on wheelchair ramps in bad shape and freeze in winter
5. Plant Pots – Some merchants have planted/maintained pots in front of their stores but others have nothing planted in them
6. Curbing – Repair and wash
7. Crosswalks need upgrading – road paint takes a beating
8. Trees & Tree Wells
 - a. As trees outgrew the tree wells and metal grates torn up, inconsistent replacement with mulch, dirt, pebbles, bricks or plants – everyone doing their own thing
 - b. Trim dead sections from trees
 - c. Replace dead trees with acceptable street trees or evergreen shrubbery
9. Signage – Match up poles and styles
10. Post Office – Streetscape in front

Mr. Landreth noted that maintenance has to happen whether or not we get the BUILD Grant. Next steps as we move forward with maintenance: Mr. Fatland, Mr. Lutz and Mr. Seymour will meet and develop a plan for annual maintenance items and ongoing maintenance, a plan for replacement of dead trees with acceptable street trees, and a budget for the trash cans and benches.

G. BUILD Grant Application Update

Mr. Cobb has contacted USDOT for an update and we can expect a decision in early December. They received 900 applications totaling \$15,000,000,000 and they have \$1,500,000,000 to allot across the country.

Mr. Landreth shared that several people have asked if they can make a call to Congressman Mark Meadow's office to advocate for this grant. Mr. Cobb suggested that if anyone has any contacts at the NCDOT or a relationship with any elected officials from North Carolina, either at the House or Senate level, it would be very helpful to speak with them.

Mr. Fatland will work with Mayor Harris to try to schedule a meeting and Downtown tour with Congressman Meadows after the election.

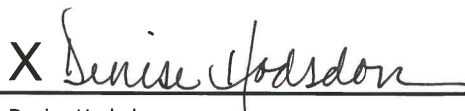
H. Adjourn

There being no further business, Ms. Perkins moved and Ms. Threlkel seconded to adjourn the meeting at 5:12 PM. The motion carried unanimously.

Next Meeting

The next meeting of the Council Downtown Master Plan Committee will be on Wednesday, December 12, 2018 at 4:00 PM.

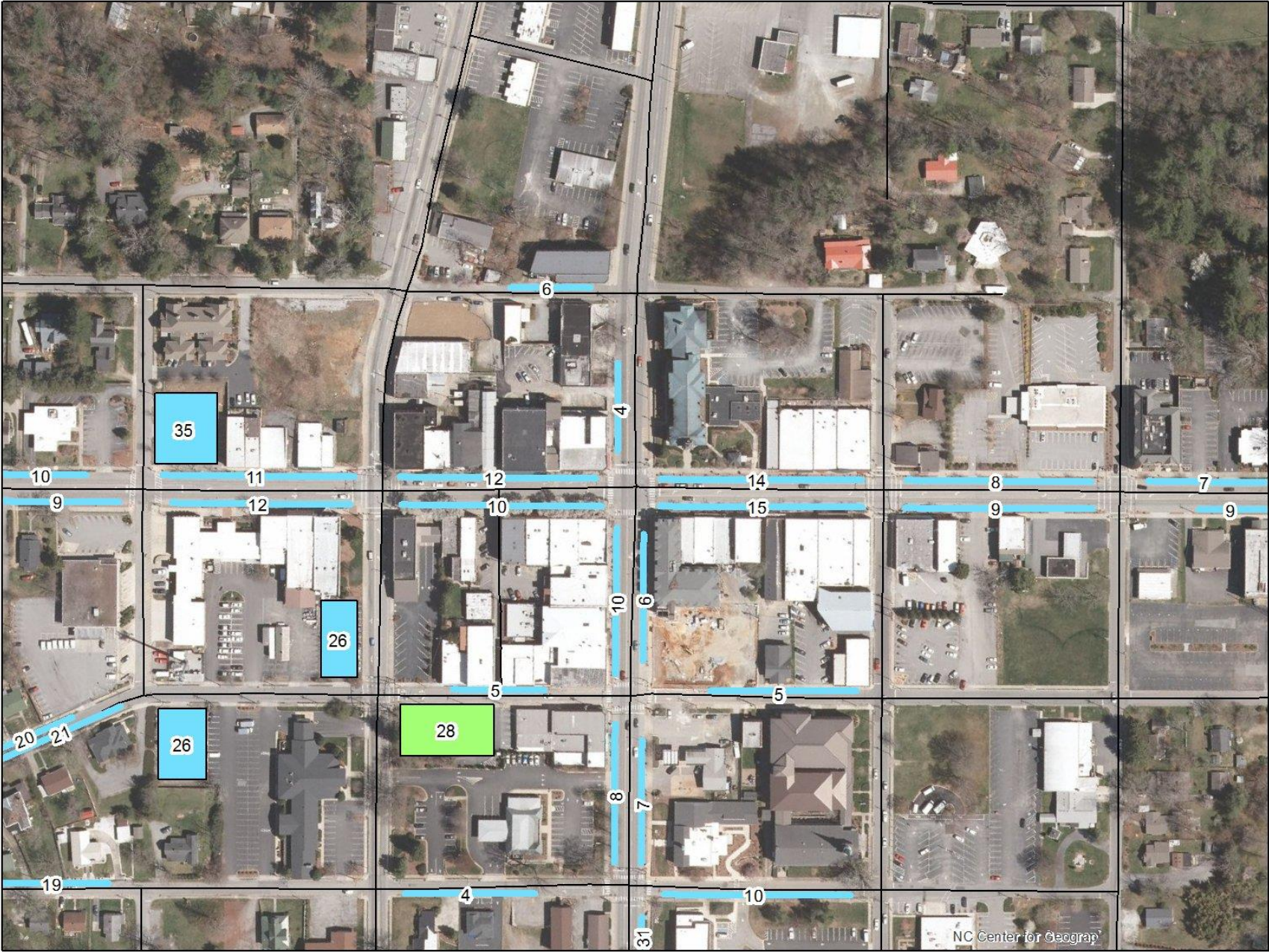
X 
Charlie Landreth
Chair, Council Member

X 
Denise Hodsdon
Executive Assistant

Minutes Approved - December 12, 2018

New Approach to Downtown Parking

- Predicated on a public-private partnership resulting in a parking garage that the City leases
 - Assumptions: 250 public spaces for \$300,000 per year lease
 - Courthouse spaces
- On-street and City-owned parking priced to cover lease payment
- On-street priced higher than off-street
- Garage spaces free





Changes to Parking Supply

	<i>Current</i>	<i>Future</i>	<i>Difference</i>	<i>Garage</i>	<i>Net</i>
<i>Free on-street</i>	242	135	-107		
<i>Paid on-street</i>	0	107	+107		
<i>Free off-street (City)</i>	87	26	-61	250	+189
<i>Paid off-street (City)</i>	28	89	+61		
<i>Total Free</i>	329	411	+82		
<i>Total Paid</i>	28	196	+168		
<i>Totals</i>	357	607	+250		

New Infrastructure Costs

- Pay-and-Display kiosks
 - ParkingBoxx
 - Unit price \$6,437
 - 12 kiosks = \$77,244
 - \$99/machine/month
 - No solar – need to get power to each unit
 - IPS
 - Unit price \$6,350
 - 13 kiosks = \$82,550
 - \$55/machine/month
 - Solar with battery backup

New Infrastructure Costs

- Pay per Space Meters
 - ParkingBoxx
 - Does not offer typical meters
 - IPS
 - Unit price \$1,000
 - 104 units= \$104,000
 - Solar with battery backup
 - Multi-space kiosks can also operate per space

Paid Parking Revenue Projections

- On-street (10 major downtown blocks)
 - \$2/hour
 - 10 hours per day
 - Average occupancy per 2013 Study
 - Est. annual revenue = **\$477,216**
- Off-street (England + Co Ed lots) *Jordan lot*
 - \$1/hour *Actual annual revenue = \$27,990*
 - 10 hours per day
 - Average occupancy per 2013 Study
 - Est. annual revenue = **\$72,726**

Expenses vs. Revenues

- Annual Expenses

- Annual service fee = \$8,580
- Garage lease = \$300,000
- Additional enforcement employee = \$50,000

- **Total = \$358,580**

- Maintenance costs

- Signs (Jordan St., \$1,500)
- Paint
- Resurfacing

- Annual Revenues

- On-street = \$477,216
- Off-street = \$100,716

- **Total = \$577,932**

- Yearly surplus = \$219,352

- Pay off new kiosks in 5 months

Use of Revenue

- NC General Statute 160A-301 – Parking
 - (a) Proceeds from the use of parking meters on public streets must be used to defray the cost of enforcing and administering traffic and parking ordinances and regulations.
 - (b) Revenues realized from off-street parking facilities may be pledged to amortize bonds issued to finance such facilities, or used for any other public purpose.