

MINUTES

COUNCIL DOWNTOWN MASTER PLAN COMMITTEE

October 23, 2019 – 4:00 PM

Administrative Conference Room at City Hall

Members Present: Mac Morrow, Vice Chair, Council Member
Jim Fatland, City Manager
Paul Ray, Interim Planning Director
Melanie Spreen, Heart of Brevard Representative
Susan Threlkel, Council Appointed At-Large Member

Members Absent: Charlie Landreth, Chair, Council Member
Dee Dee Perkins, Council Appointed Citizen Member

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

Guests: Alex Gotherman, Destination by Design

A. Welcome & Call to Order

Committee Vice-Chair Mac Morrow called the meeting to order at 4:04 PM.

B. Certification of Quorum

Quorum was certified by Executive Assistant Denise Hodsdon.

C. Approval of Agenda

Motion by Ms. Threlkel, seconded by Ms. Spreen to approve the agenda as amended. The motion carried unanimously.

D. Approval of Minutes from September 25, 2019 Meeting

Motion by Ms. Threlkel, seconded by Ms. Spreen to approve the minutes of the September 25, 2019 meeting as presented. Motion carried unanimously.

E. Clemson Plaza Design Update

Interim Planning Director Paul Ray introduced Alex Gotherman of Destination by Design for an update on the Clemson Plaza design plan. Mr. Gotherman said they now have the survey and have met with NCDOT and the surveyor at the site which has led to some

modifications to the design plan. A copy of his presentation is attached as Exhibit A. He noted that there is a storm drain near the proposed water feature and they would like to have that moved. There is a gas line that runs under the street trees and more power poles have been installed since the original design so they have gone from four trees to two. With the elimination of the stairs, the entrance to the plaza will be redesigned and he suggested that the traffic control box in that area could be wrapped with pictures of Clemson Theater. The utility corner has two pedestrian activators and in order to make that work, it would be necessary to retain a portion of the existing sidewalk.

Mr. Gotherman's presentation included an updated budget to reflect today's market and includes a 10% contingency. Mr. Gotherman noted that the stairs are coming off the design, but the inclusion of Silva Cell tree wells has increased the budget. The new estimate is \$440,000 but there could be some opportunities to reduce that if the City wants to do some of the demo work such as tree and shrub removal, sidewalk removal, and storm drain relocation.

Ms. Threlkel expressed concern that a portion of the bench and screen is only two feet from the street and asked if that could be moved back further into the plaza. Mr. Morrow said he would like to use local rock for the water feature instead of basalt and asked Mr. Gotherman to send him the design so he could make some inquiries. Ms. Spreen suggested that we talk with the Heart of Brevard about a possible fundraising campaign for the project.

F. Downtown Paid Parking

Mr. Fatland explained that if the City is looking at a possible parking deck in the future, we may be better off to purchase a lot rather than entering into a lease arrangement. The first step would be to generate a revenue stream by implementing paid parking for on-street spaces and in our city-owned lots. He feels that this would be a better approach to protect the tax payers and noted that the paid parking lot on Jordan Street has brought in \$65,000. He added that if we were to do a loan for a parking deck, it would be good to get cash flow going to see if we could afford it without pulling from the general fund. He said Staff has conducted further research and he asked Aaron Bland to share the information.

Mr. Bland presented a proposal (copy attached as Exhibit B) for implementing a paid parking program, including revenue projections and infrastructure costs. The proposal includes permits for City and Downtown employees in off-street parking lots with 58 free and restricted permits and 87 paid permits. The proposal also includes 128 paid on-street spaces and 131 free on-street spaces. There would be a total of 215 paid spaces and 189 free spaces. Infrastructure needed for the proposal would 16 solar-powered wireless kiosks at a cost of \$6,350 each, including delivery and installation. There would be a \$55 monthly data and software fee for each unit. The research indicates that revenue projections would far exceed the cost of the infrastructure and the revenues generated would go into a separate parking fund to be used for a future parking garage.

During discussion, Ms. Spreen asked whether there would be a time limit on the spaces. She suggested that on-street parking should be limited but the parking lots could stay all day. She noted that there may be some pushback from merchants and asked if there was any thought about rolling this out a little at a time, such as doing just the lots first and then add on-street, or vice versa. She suggested, and the Committee agreed, that this proposal needs to go to the Heart of Brevard for input from its members. This proposal will be presented to the full City Council for discussion at its Retreat on November 6th.

G. Adjourn

There being no further business, the meeting was adjourned at 5:21 PM. The motion carried unanimously.

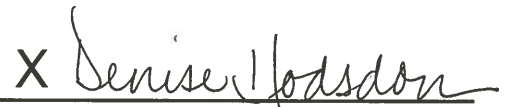
Next Meeting

The next meeting of the Council Downtown Master Plan Committee will be on Wednesday, October 23, 2019 at 4:00 PM.

X 

Mac Morrow
Vice Chair, Council Member

Minutes Approved - January 22, 2020

X 

Denise Hodsdon
Executive Assistant

EXHIBIT A



Clemson Plaza @ Caldwell & Main

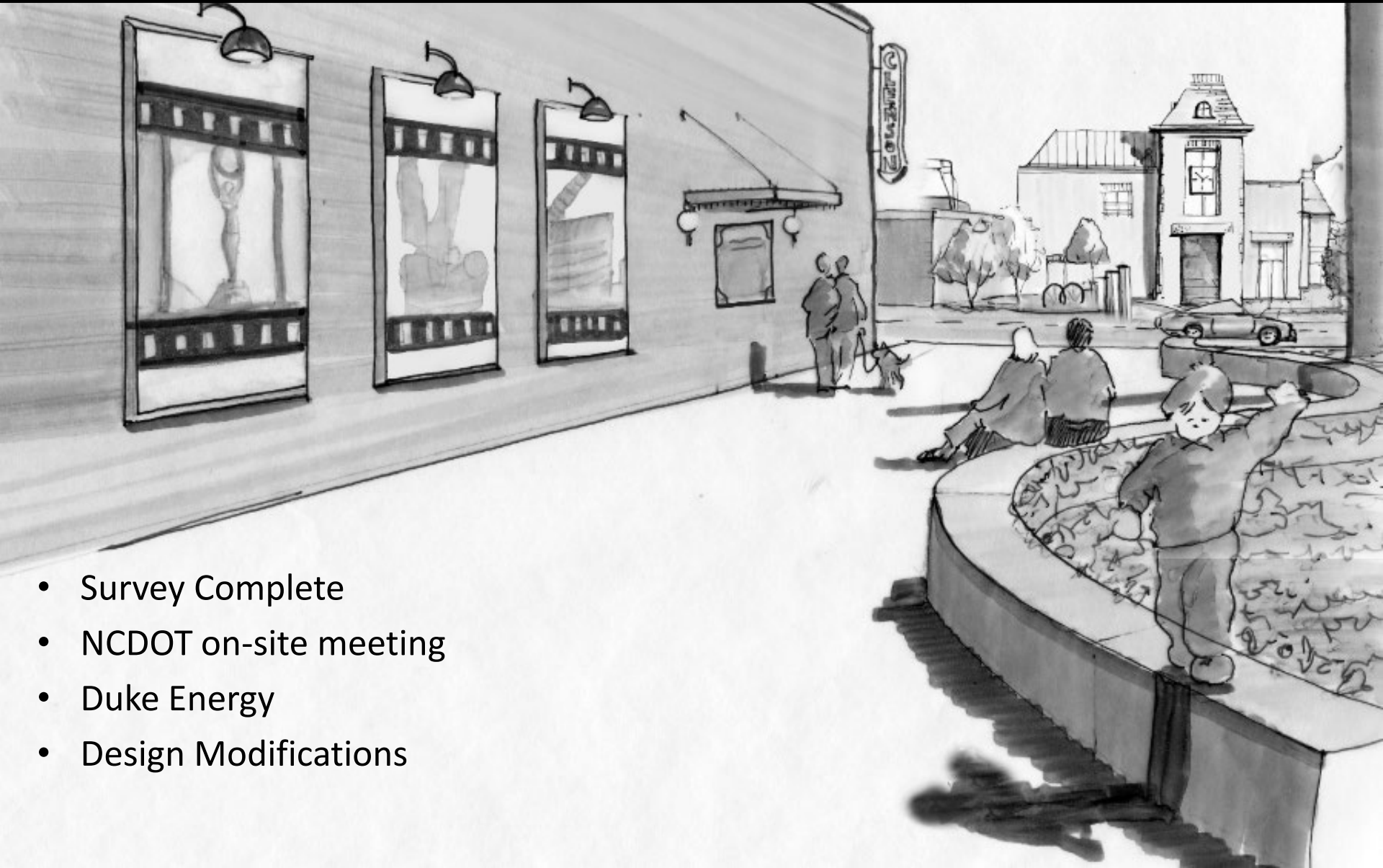


DESTINATION BY DESIGN
planning | design | promotion

Update

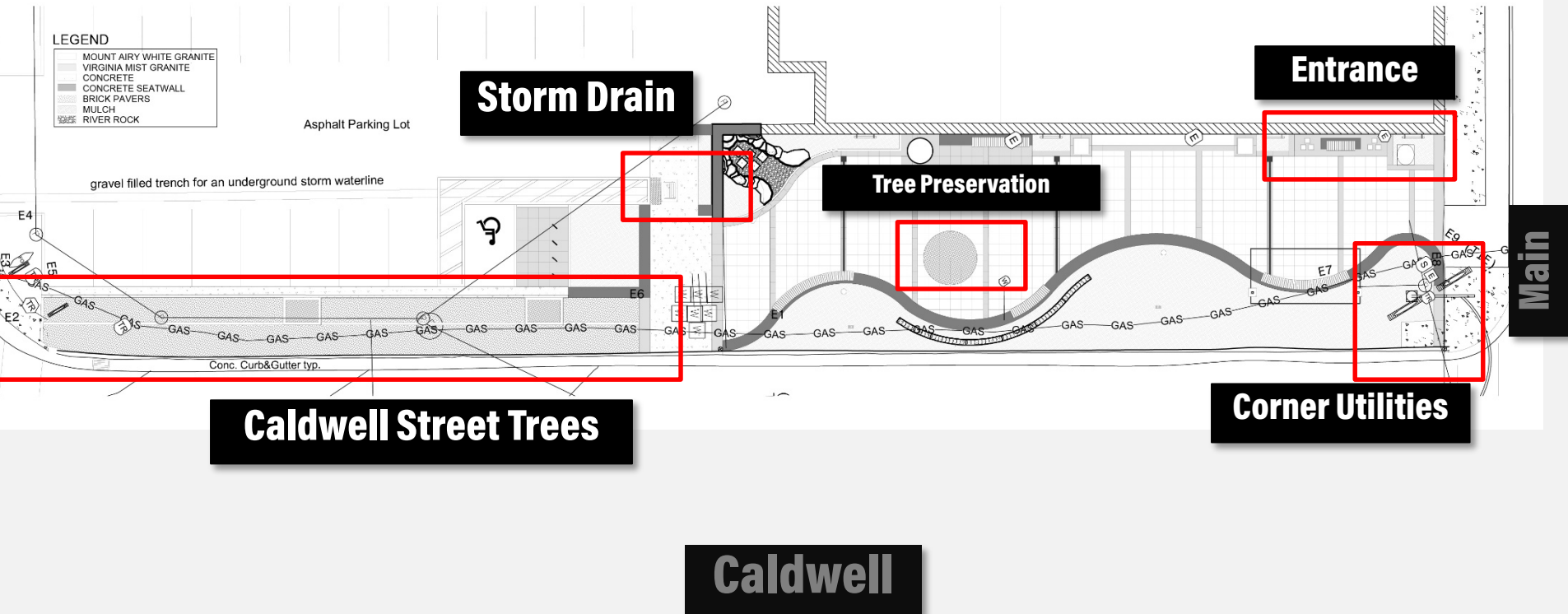
EXHIBIT A

- Survey Complete
- NCDOT on-site meeting
- Duke Energy
- Design Modifications



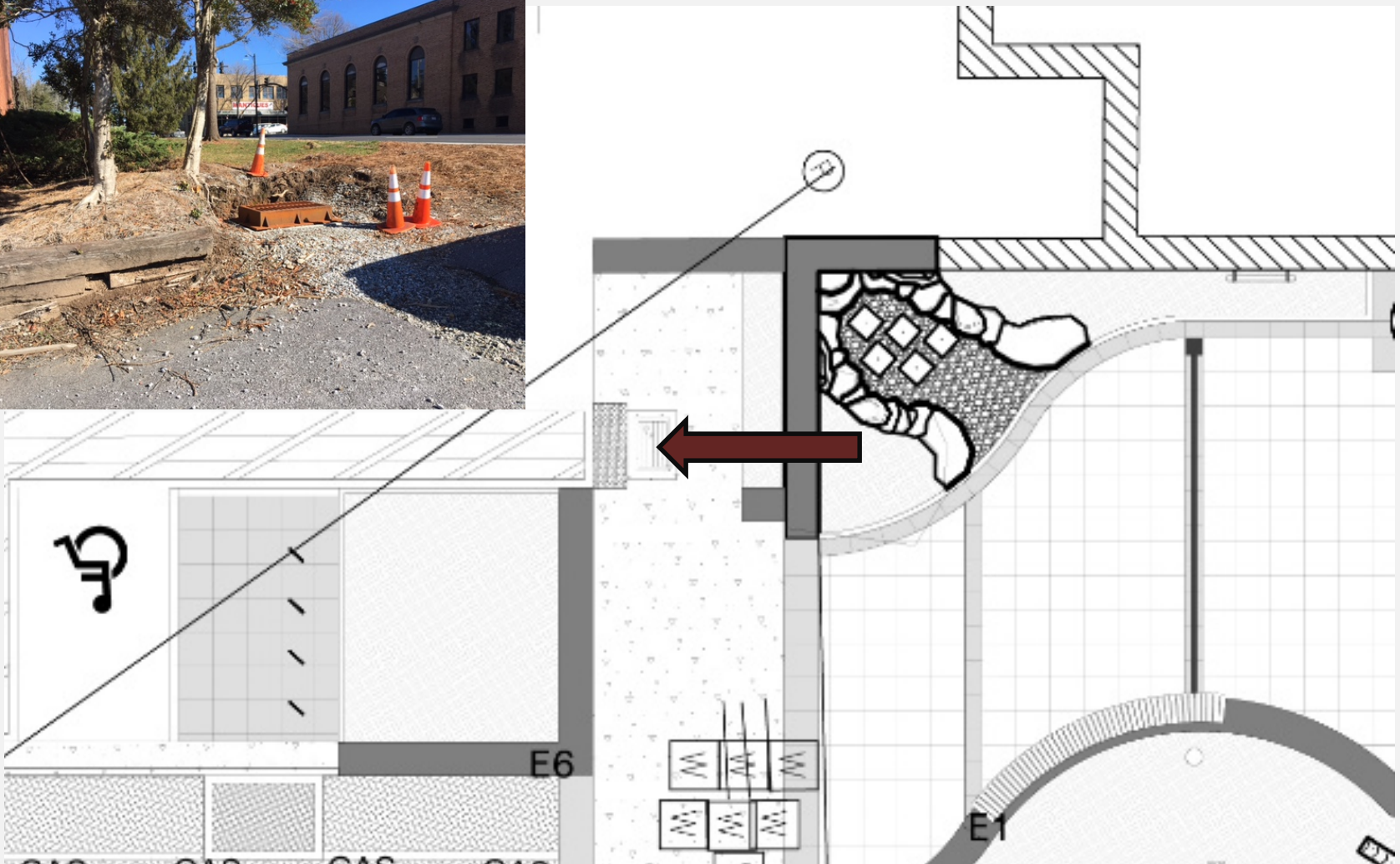
Design Modifications

EXHIBIT A



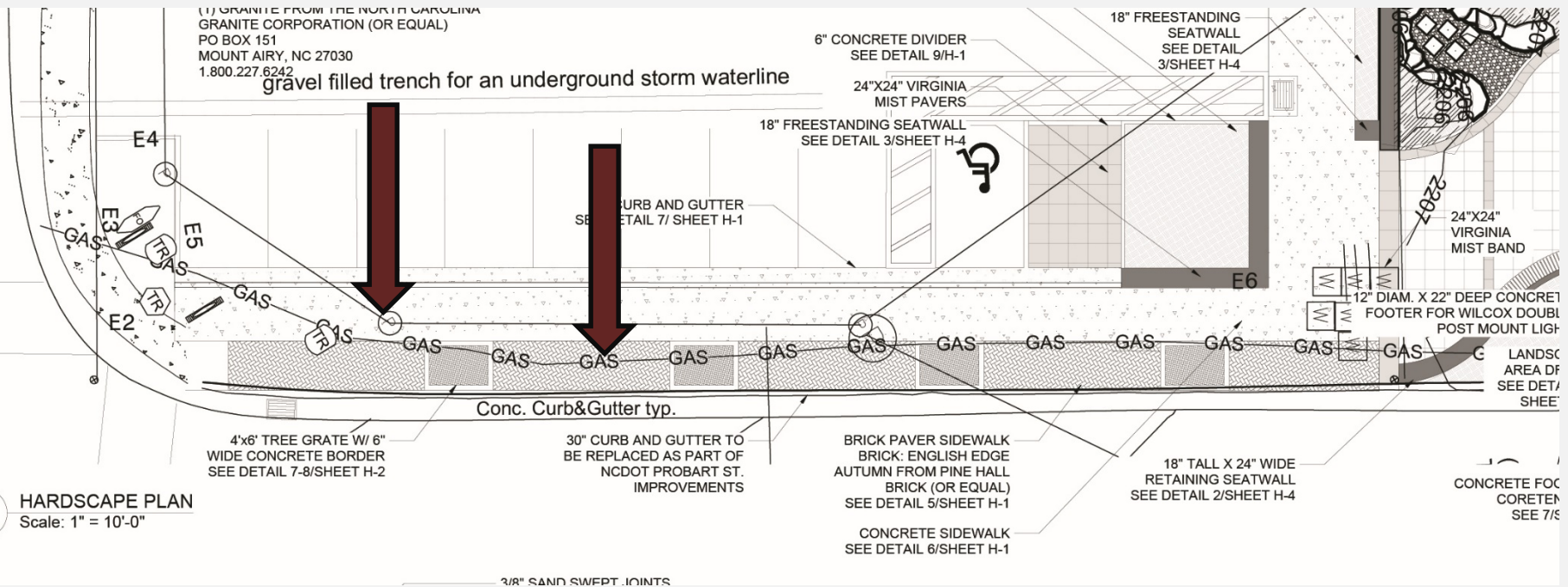
Storm Drain

EXHIBIT A



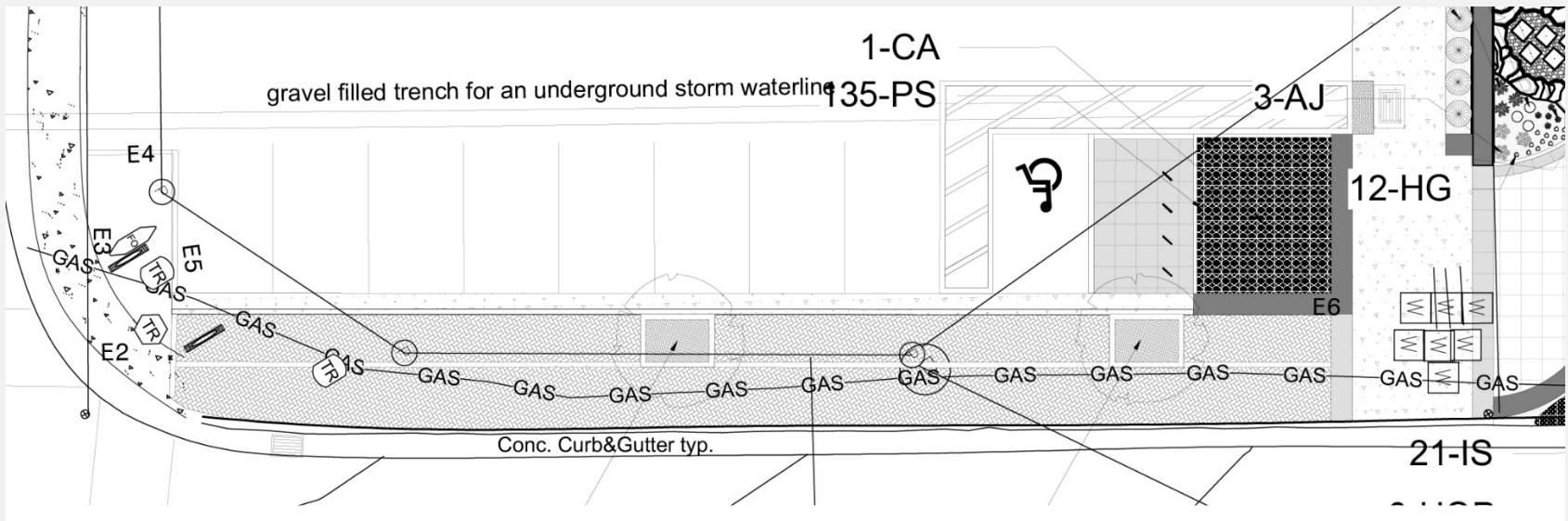
Street Trees

EXHIBIT A



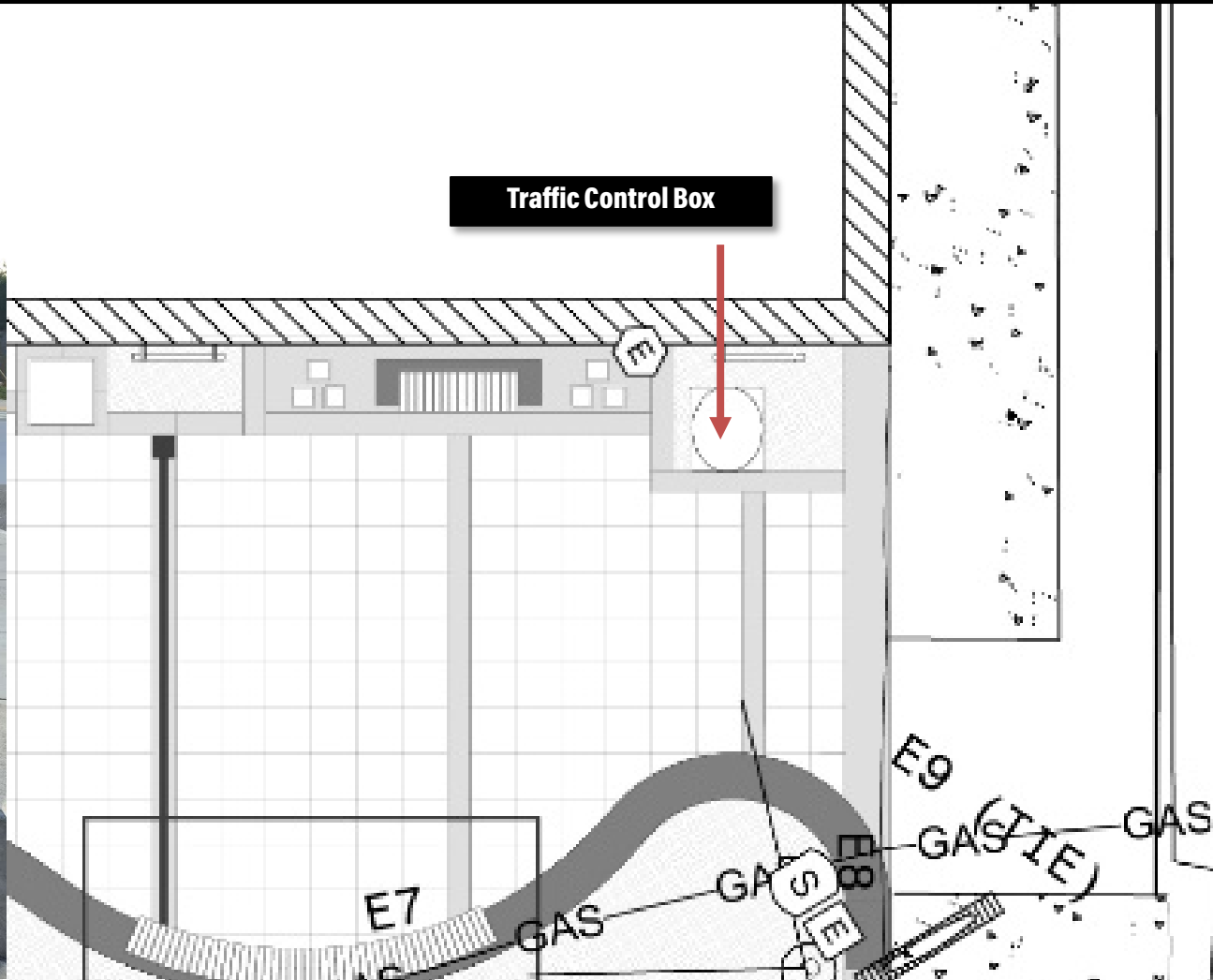
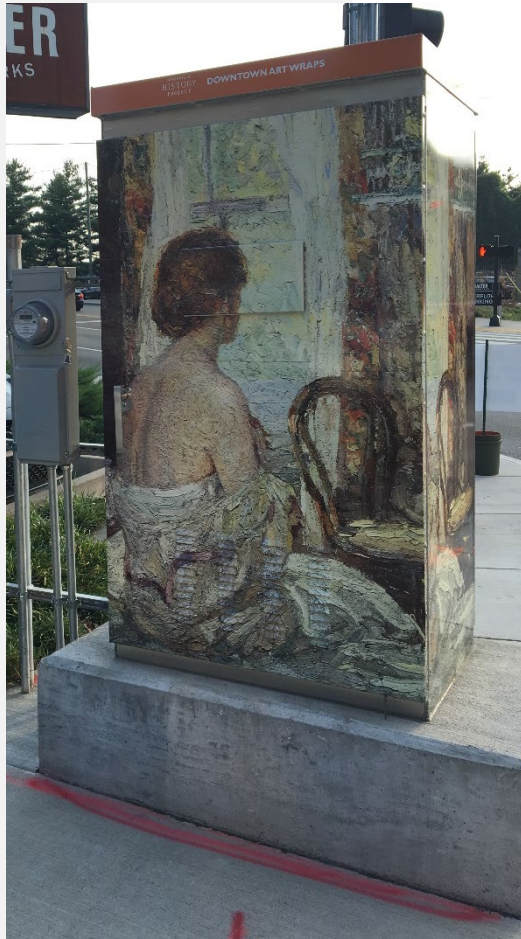
Storm Drain

EXHIBIT A



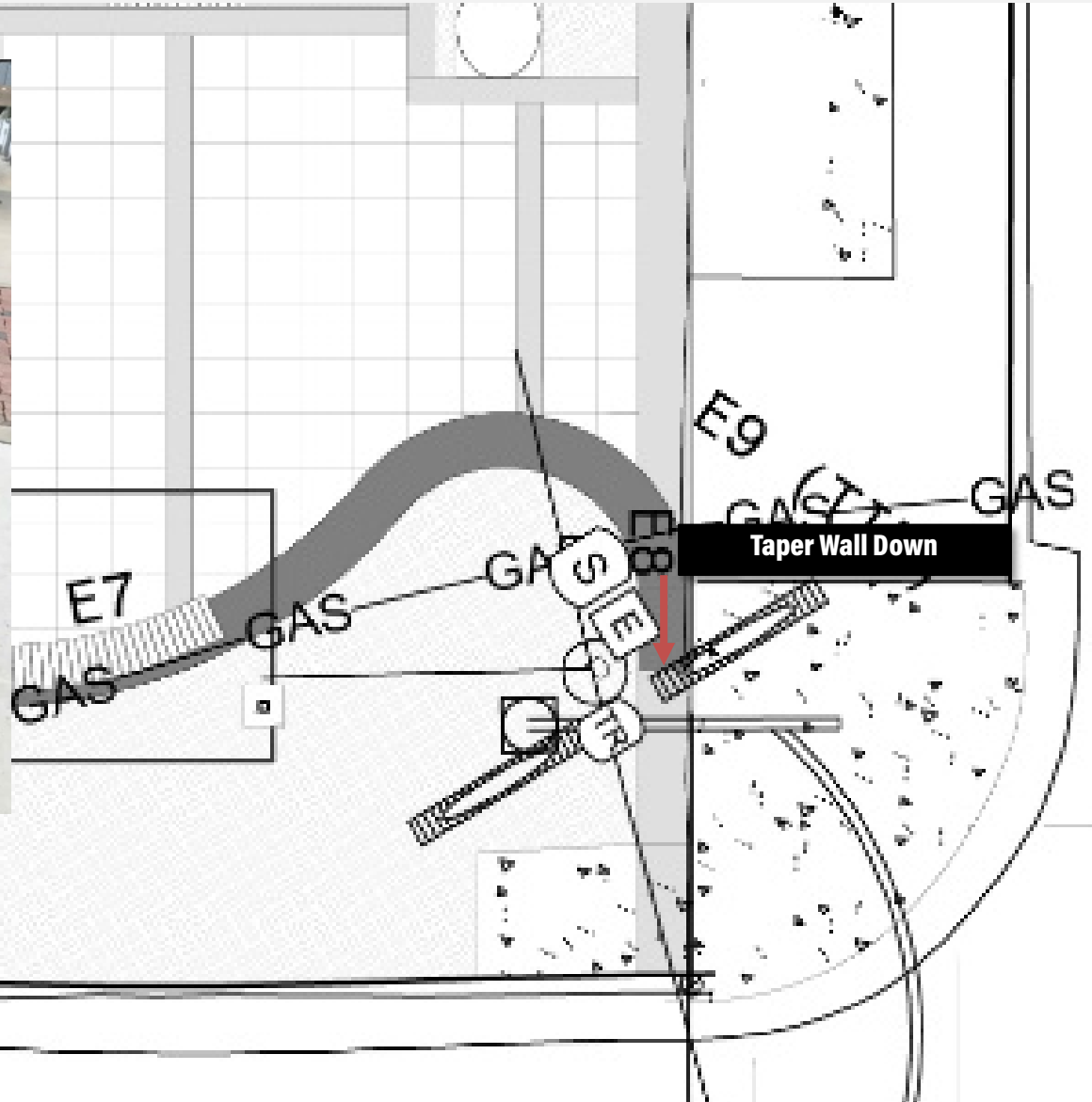
Entrance (Formerly Stairs)

EXHIBIT A



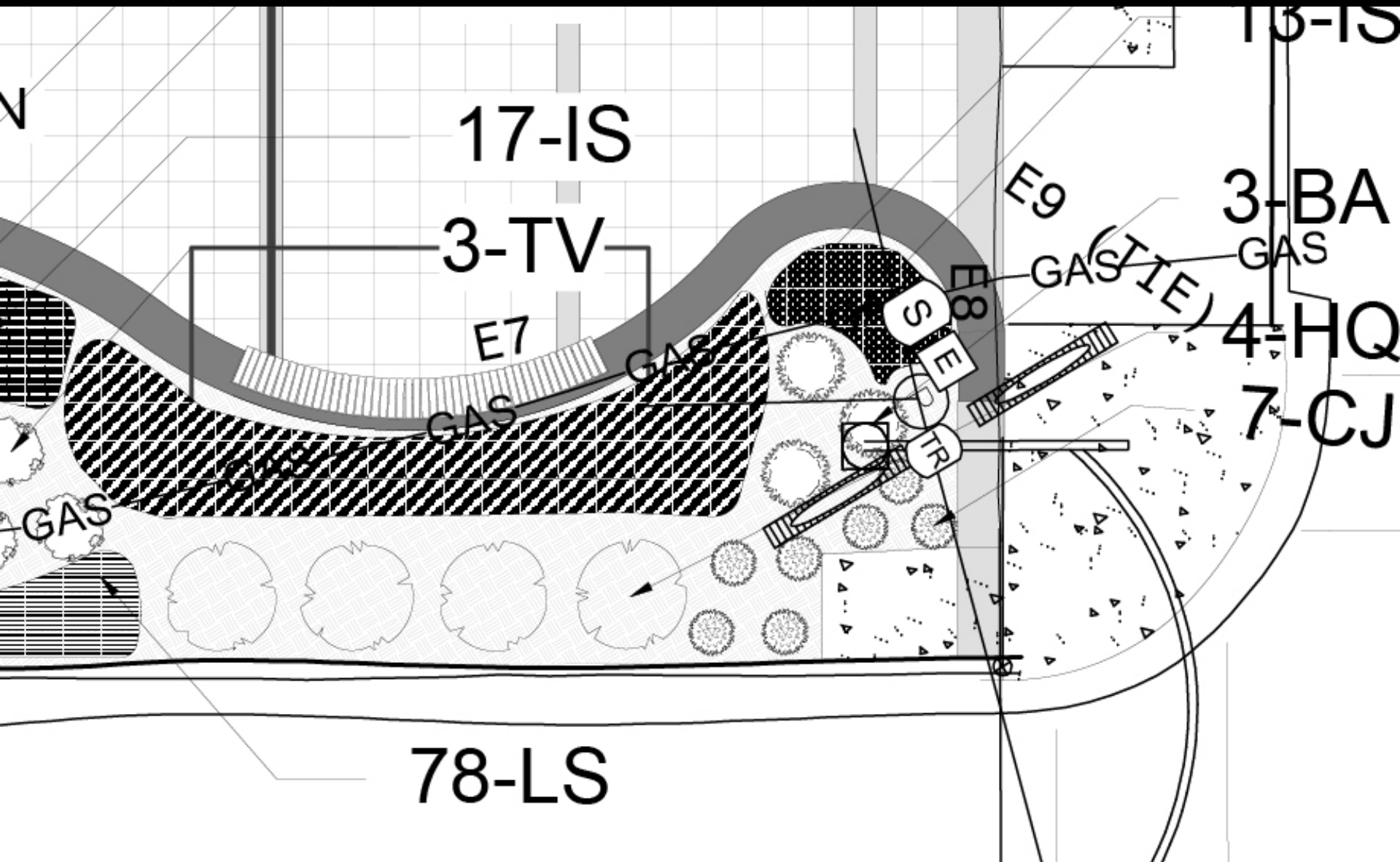
Corner

EXHIBIT A



Corner

EXHIBIT A



Budget Update

- City Demo Opportunities
 - Tree & Shrub Removal
 - Sidewalk Removal
 - Storm Drain Relocation

Clemson Plaza
Estimate of Probable Costs | October 22 2019

EXHIBIT A

Prep Costs	
Demolition and Grading	\$ 24,000.00
Maintenance of Traffic	\$ 4,500.00
Construction Staking	\$ 6,000.00
Subtotal Site Preparation	\$ 34,500.00

Material	Unit	Quantity*	Cost / Unit (\$)	Total (\$)
Landscape Planting Elements				
Trees	ea	7	\$ 450.00	\$ 3,150.00
Shrubs	ea	49	\$ 75.00	\$ 3,675.00
Perennials	ea	370	\$ 15.00	\$ 5,550.00
Ground Covers	ea	135	\$ 8.00	\$ 1,080.00
Mulch	sq. ft.	1881	\$ 0.45	\$ 837.45
Slive Cells Proposed Street Trees	ea	2	\$ 7,000.00	\$ 14,000.00
Slive Cells Existing Tree	ea	1	\$ 15,000.00	\$ 15,000.00
Soil	cu yards	15	\$ 90.00	\$ 1,350.00
Subtotal Landscape Elements				\$ 44,642.45

Hardscape Elements				
Plaza Structure				
Pavers (Mount Airy White)	sq. ft.	2623	\$ 23.00	\$ 60,329.00
Pavers (Virginia Mist Black)	sq. ft.	743	\$ 25.15	\$ 18,686.45
Brick Pavers	sq.ft.	1092	\$ 16	\$ 17,472.00
4" Curb (Mount Airy White)	in.ft.	80	\$ 30.00	\$ 2,400.00
New Sidewalk	sq. ft.	400	\$ 10.00	\$ 4,000.00
Parking Lot Curb and Gutter (24")	in.ft.	96	\$ 25.00	\$ 2,400.00
Seawalls	sq. ft.	475	\$ 100.00	\$ 47,500.00
Built In Wood Benches	in. ft.	58	\$ 137.00	\$ 7,946.00
Retaining Wall	sq ft	50	\$ 75.00	\$ 3,750.00
5" Coreten Metal Landscape Edging	in.ft	210	\$ 25.00	\$ 5,250.00
Planters (Trapezoid at 30")	unit	2	\$ 1,300.00	\$ 2,600.00
Planters (Trapezoid at 25")	unit	1	\$ 895.00	\$ 895.00
Planters (Column)	unit	6	\$ 480.00	\$ 2,880.00
Star Drain Cover and Frame	unit	3	\$ 394.00	\$ 1,182.00
Trench Grate and Frame	in. ft.	75	\$ 87.00	\$ 6,525.00
4x6 Tree Grates	unit	2	\$ 1,400.00	\$ 2,800.00
Circular Tree Grate (8')	unit	1	\$ 2,972.00	\$ 2,972.00
Bollards	unit	6	\$ 480.00	\$ 2,880.00
Public Art				
Green Screen (on Stairs)	sq. ft.	228	\$ 14.00	\$ 3,192.00
Green screen (4x14), TYP	ea.	5	\$ 728	\$ 3,640.00
Electric	ea.	1	\$ 5,230.00	\$ 5,230.00
Lighting	ea.	1	\$ 5,230.00	\$ 5,230.00
Pergola over seating	ea.	1	\$ 18,000.00	\$ 18,000.00
Clemson Plaza Sign (Large)	ea.	1	\$ 7,200.00	\$ 7,200.00
Clemson Plaza Sign (Small)	ea.	1	\$ 1,000.00	\$ 1,000.00
Water Feature	ea.	1	\$ 16,000.00	\$ 16,000.00
R&R bike rack	ea.	4	\$ 470.00	\$ 1,880.00
Coreten Screen	ea.	1	\$ 5,000.00	\$ 5,000.00
Coreten Wall	ea.	1	\$ 5,000.00	\$ 5,000.00
Subtotal Hardscape Elements				\$ 264,669.45

Subtotal	\$ 344,011.90
Contractor Overhead & Profit, etc. (18%)	\$ 61,922.14
Contingency (10%)	\$ 34,401.19
Grand Total	\$ 440,335.23

Downtown Parking

Downtown Master Plan Committee

October 23, 2019

Off-Street



Off-Street

- Current
 - Free & open
 - Clemson Plaza
 - Main/England Street
 - Jordan Street
 - City Hall
 - Paid
 - Caldwell/Jordan Street
- Proposal
 - Free & restricted
 - Jordan Street
 - City Hall
 - Paid
 - Caldwell/Jordan Street
 - Clemson Plaza
 - Main/England Street
 - Permits
 - City employee
 - Downtown business

Off-Street

Free & Restricted	Spaces	Permit Types
Jordan Street	26	City + Downtown
City Hall	32	City
TOTAL	58	

Paid	Spaces	Permit Types
Caldwell/Jordan	28	Downtown
Main/England	35	City + Downtown
Clemson Plaza	24 (estimated)	City + Downtown
TOTAL	87	

% paid

87 of 145 = 60%



Off-Street

- Options for Downtown Employee Permits
 - Total cap: X total permits
 - Cap per business: each downtown business gets X permits to distribute
 - Scale by business size: 1 permit per X number of employees
- Average cost
 - \$215 per year
 - \$ 18 per month

City	Cost	Term	Location	EXHIBIT B
Chapel Hill, NC	\$ 20.00		Selected lots	
Columbia, MO	\$ 35.00		Any 10-hour meter	
Fairfield, CT	\$ 150.00	6 months	Selected lots and meters	
Kirkland, WA	\$ 0.00	Annually	Selected lot & level of garage	
Portsmouth, NH	\$ 25.00	Monthly	One lot	
Summit, NJ	\$ 10.00	Monthly	Selected lots	
Ferndale, MI	\$ 240.00	Annually	Certain spaces in selected lots	
Grand Junction, CO	\$ 25.00	Monthly	Selected meters	
Golden, CO	\$ 0.00		Selected lots and meters	
Beaverton, OR	\$ 30.00	Quarterly	Selected lots and meters	
Bend, OR	\$ 20-60	Monthly	Selected lots and meters	
Edmonds, WA	\$ 0.00	Annually	Exempts from 3-hour limit	
Flagstaff, AZ	\$ 53.00	Annually	One lot and selected on-street	
Sarasota, FL	\$ 20.00	Monthly	Garages and selected lots	
Libertyville, IL	\$ 30.00	Annually	Selected lots	
Elmhurst, IL	\$ 400.00	Annually	All parking	

On-Street



On-Street

Paid

Main: England > Caldwell	North	10
Main: England > Caldwell	South	12
Main: Caldwell > Broad	North	12
Main: Caldwell > Broad	South	10
Main: Broad > Gaston	North	14
Main: Broad > Gaston	South	15
Main: Gaston > Johnson	North	8
Main: Gaston > Johnson	South	9
Broad: Probart > Main	West	5
Broad: Probart > Main	East	0
Broad: Main > Jordan	West	10
Broad: Main > Jordan	East	8
Broad: Jordan > Morgan	West	8
Broad: Jordan > Morgan	East	7
TOTAL		128

Free

Main: Galloway > Oaklawn	North	6
Main: Galloway > Oaklawn	South	8
Main: Oaklawn > England	North	10
Main: Oaklawn > England	South	9
Main: Johnson > Rice	North	7
Main: Johnson > Rice	South	9
Main: Rice > Franklin	North	10
Main: Rice > Franklin	South	8
Broad: Morgan > Varsity	East	31
Jordan: Caldwell > Broad	North	6
Jordan: Broad > Gaston	North	6
Morgan: Caldwell > Broad	South	4
Morgan: Broad > Gaston	South	11
Probart: Caldwell > Broad	North	6
TOTAL		131

On-Street

- Paid

- Main Street: England to Johnson
- Broad Street: Probart to Morgan

- 128 spaces

- Free

- Far West & East Main Streets
- Broad Street south of Morgan
- Jordan Street
- Morgan Street
- 131 spaces

% paid	128 of 253 = 51%
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panel

EXHIBIT B



Google

Paid vs. Free

- Paid

- 87 off-street
- 128 on-street
- 215 total

- Free

- 58 off-street
- 131 on-street
- 189 total

Infrastructure



Infrastructure

- Multi-space payment meters
- One on each side of the street, per block
- Credit card only
- Supports pay by phone
- Solar powered + wireless modem
- Pay-by-space, by-plate, or pay-and-display models
- Supports demand-based pricing
- Temperature range: -40°F to 185°F
- Battery life is 3+ years (\$200)

- \$ 6,350 each
Shipping, install, warranty
- \$ 55 data & software fee
Monthly, per machine

Seattle, WA
Eugene, OR
Boone, NC
Madison, WI
Cincinnati, OH
Kansas City, MO
Asbury Park, NJ



Infrastructure

13 on-street	
+	
3 off-street	16 kiosks
=	x <u>\$55 data & software fee</u>
16 total kiosks	\$ 880
x <u>\$6,350</u>	x <u>12 months</u>
\$ 101,600 start-up	\$ 10,560 / year ongoing

Revenue Projections



Revenue Projections

<i>Year</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Surface O & M</i>					
Monthly	\$ 7,525	\$ 7,676	\$ 7,829	\$ 7,986	\$ 8,145
Annual	\$ 90,300	\$ 92,106	\$ 93,948	\$ 95,827	\$ 97,744
Running Total	\$ 90,300	\$ 182,406	\$ 276,354	\$ 372,181	\$ 469,925
<i>Surface Parking Revenues</i>					
Monthly	\$ 36,603	\$ 36,969	\$ 37,339	\$ 37,712	\$ 38,089
Annual	\$ 439,236	\$ 443,628	\$ 448,065	\$ 452,545	\$ 457,071
Running Total	\$ 439,236	\$ 882,864	\$ 1,330,929	\$ 1,783,474	\$ 2,240,545