MINUTES

COUNCIL DOWNTOWN MASTER PLAN COMMITTEE

February 27, 2020 – 4:00 PM
Administrative Conference Room at City Hall

Members Present:	Maureen Copelof, Chair, Council Member Gary Daniel, Vice Chair, Council Member Jim Fatland, City Manager Paul Ray, Planning Director Nicole Bentley, Heart of Brevard Dee Dee Perkins, Citizen Member Susan Threlkel, Council Appointed At-Large Member
Members Absent:	Melanie Spreen, Heart of Brevard Representative
Staff Present:	Denise Hodsdon, Executive Assistant
Guests:	Al Platt

A. Welcome & Call to Order

Committee Chair Maureen Copelof welcomed everyone and called the meeting to order at 4:00 PM.

B. Certification of Quorum

Quorum was certified by Executive Assistant Denise Hodsdon.

C. Approval of Agenda

The Focus 2020 discussion was moved to the beginning of the agenda. Motion by Mr. Fatland, seconded by Mr. Daniel to approve the agenda as amended. The motion carried unanimously.

D. Approval of Minutes from January 22, 2020 Meeting

Motion by Mr. Daniel, seconded by Ms. Threlkel to approve the minutes of the January 22, 2020 meeting as presented. Motion carried unanimously.

E. Focus 2020 – Gateways, Corridors and Downtown

Mr. Fatland reported that Staff has contracted with Julie Metz to assist us with our 2020

BUILD Grant application. Mr. Fatland noted that Ms. Metz was successful in helping the City of Hickory get a $17,600,000 grant. Staff met with Ms. Metz on February 24th and she shared the components of Hickory's grant application. Our application will be titled "Gateways, Corridors and Downtown". It will follow that portion of the Focus 2020 report and will help complete that vision from 20 years ago. He explained that the application will include local match items such as planned NCDOT roundabout improvements and the City's landscaping improvements along the corridor, Ecusta Trail, and Davidson River pedestrian Bridge. The actual BUILD grant would include downtown streetscape improvements, all the streetlights for downtown and along the corridor, and the completion of the Estatoe Trail out to the high school. If we have $20,000,000 worth of projects, that would mean $4,000,000 for local share. Mr. Fatland noted that 2 cents of our tax rate is earmarked for the Downtown Master Plan, and since trails will be eligible, another 2 cents earmarked for the Parks, Trails and Recreation Committee would equate to $360,000 cash flow that we would be putting into the overall plan each year. He said the application has to be in by July 1st and we will find out before Christmas if we are successful.

Ms. Copelof welcomed Al Platt who chaired the original Gateways, Corridors and Downtown Focus Group. She noted that Ms. Threlkel and Ms. Perkins were also part of that Focus Group. Ms. Copelof explained that because it is now 2020, we thought it would be a good idea to go back and look at the Focus 2020 document and figure out how we could go about evaluating what in that document has been accomplished, what has not been accomplished, and what has been accomplished that was not included in the original report. She asked Mr. Platt for his thoughts on Focus 2020 and his advice on how to go about tackling this project.

Mr. Platt explained that the Gateways, Corridors and Downtown task force was just a part of the overall project. He said there was a really foundational success with the transportation issue. He discussed how the traffic improvements came about and how they were implemented along the corridor and in the downtown area. He said these were a result of the Focus 2020 effort and noted that it was simple traffic engineering, but it's amazing that it worked and it still works.

Ms. Threlkel noted that the transportation plan in the Focus 2020 report included incorporating pedestrian and bicycle pathways through downtown as well as up and down the corridor. She said we have never been able to find room, unless you get rid of parking, to run those paths through downtown. She believes that is still something people would like to see. Ms. Copelof said we may not have accomplished that exactly, but we have taken steps recently and designated some streets as bike friendly paths.

Ms. Threlkel prepared a list (copy attached) of the priorities set out in the Gateways, Corridors and Downtown portion of the Focus 2020 report and noted that some have been done, some sort of done, and some have not been done.

Mr. Platt also talked about lighting at the college and noted that it is state of the art. He said the campus feels good at night and you can see well without it being too bright. Lighting was one of the items talked about in the Focus 2020 report and there are still areas that need better lighting. Mr. Fatland explained that there is a committee currently working with Duke on a plan to convert to LED lighting city-wide. The committee includes representatives from several civic organizations including the Lions Club, the two Rotary Clubs and some others who want to donate money toward the project. He said the BUILD grant application will include the cost for lighting for downtown all the way out to Pisgah Forest.

Ms. Threlkel said she will be doing a series of articles to be published by *The Transyslvania Times* beginning in April with an introduction to the Focus 2020 report. She will follow with articles about the seven Focus Groups, beginning with Economic Development in May, Environmental Quality in June, and Gateways, Corridors and Downtown in July.

F. Clemson Plaza Update

Paul Ray presented the latest renderings for the Clemson Plaza project (copy attached). He said everything is almost done engineering wise. He noted that there are a few changes in the plan as shown on the first page. Destination by Design is proposing that we use stairs because of an elevation change, instead of grading which might ruin the roots of the trees that we are trying to save. We would still have an accessible route from the parking lot and across the plaza. The original plan had a seat wall behind the fountain, but there was concern that it was too close to parking spaces, so they are suggesting that we just go with some landscaping in that one area. We are going to move the junction box and extend the drain pipe, but Public Works will do that, which will save us some money. Paul said he also volunteered our Public Works Department to install the Sylva Cell for the street trees, since they know how to assemble them.

Mr. Ray said he hopes to start review of the final plan on March 2nd and the plan is to go out for bid on March 9th. He explained that it will have to be formal bidding because Destination by Design recommends that we include the parking lot as part of the bid, which means that the we are getting close to the $500,000 threshold for a formal bid process. Mr. Fatland thought we would probably get a better price for the parking lot if we did that separately and solicited quotes directly from paving contractors. He suggested that perhaps we could ask that the project bids include an option for paving and compare pricing that we get directly from a paving contractor. Mr. Ray explained that if this does go to formal bid, we have to advertise it for 30 days and then go through the whole sealed bid process. Our goal would be to bring it before City Council for approval on April 20th. Once City Council approves it, we will be ready to go according to the contractor's schedule.

G. Parking Update

Mr. Fatland reported that he, Paul Ray and Aaron Bland have met with Heart of Brevard President Jimmy Perkins to further discuss downtown parking. Mr. Perkins mentioned having a consultant come in to discuss the paid parking concept with Heart of Brevard members. Ms. Bentley said keeping the courthouse downtown is a priority and if that is contingent on a parking deck, then that is one situation and one conversation. She said the Heart of Brevard has formed a parking subcommittee that will meet early next week to sort of wrap their minds around what we need in terms of details for the rest of the Board. She said she doesn't think it is just a merchant education thing necessarily. She thinks that the Board really wanted to see some more details around design plans, plans for financing it long term, for maintenance; they really want to see some more concrete plans. Right now, it just feels a little bit too intangible and there are a lot of what ifs and a lot of questions that haven't been answered.

Mr. Fatland said in the meantime, the City could move forward and maybe start charging for paid parking at our City-owned lots. One of the things that we are working on is creating a separate parking enterprise fund. We will transfer all the net profit we have collected on Jordan Street to that account to pay for any kiosks or parking improvements. He said the key thing if the City wants to finance building a parking deck, the State Treasurer has to approve any loan and it is important to start showing some cash flow. He said the Mayor has suggested we might want to consider a quarter-cent sales tax increase to generate revenue to help pay for it.

Mr. Fatland noted that the Focus 2020 report priorities include keeping public buildings downtown and he was pleased to report the County is seriously looking at three downtown locations for the courthouse. They have hired a consultant to do an analysis and the pressure we have put on in the past is paying dividends now.

Mr. Fatland said the Focus 2020 report also recommended a feasibility study for a future parking deck. He noted that previous negotiations with a certain developer for a parking deck did not work out, but the bottom line is that we don't need a parking deck built today. We just need to plan for one and work toward showing some cash flow, and get good consensus from the downtown and our community. Ms. Copelof added that it is important that we have a comprehensive strategy for parking and we have to sell the strategy the right way so that it becomes a positive instead of a negative.

H. Set Date for Next Meeting

The next meeting of the Council Downtown Master Plan Committee will be on Thursday, March 26, 2020 at 4:00 PM. Agenda items will include next year's budget and Downtown Christmas decorations.

I. Adjourn

There being no further business, the meeting was adjourned at 5:06 PM.

X Maureen Copelof

Maureen Copelof
Chair, Council Member

Minutes Approved – May 27, 2020

X Denise Hodsdon

Denise Hodsdon
Executive Assistant

EXHIBIT A

Gateways, Corridors & Downtown

CORRIDORS

Review **and revise the Land Use Plan***
- Maintain existing agricultural and forestland adjoining thoroughfares
- Identify properties with development potential, near-term and long-term
- Review and revise zoning districts and zoning

Enlarge the scope of the Unified Development regulations in the Zoning Ordinance

Promote conservation through private Land Trusts

Enforce existing regulations for private signs

Prepare a comprehensive Transportation Plan*
- Perform access management study for all thoroughfares
- Perform traffic planning study for all thoroughfares
- Identify and protect future corridor(s)
- Incorporate pedestrian and bicycle pathways in existing and proposed new Corridors
- Establish access plans for all thoroughfares in consultation with landowners

Prepare Building Design, Site Development and Landscaping Standards; some as requirements, some as guidelines

DOWNTOWN

Develop a Master Plan for public improvements in Downtown
- Maintain a strong mixed use character downtown with a wide range of products and services
- Add diagonal parking on West Main between Oaklawn and street taper
- Develop a service delivery plan (Remove old parallel-spaced delivery zones) and create service delivery unloading areas*
- Add parallel parking in front of Water Oak Suites
- Widen parallel parking on Main and Broad streets
- Locate bike racks on perimeters
- Survey parking demand every 3-5 years; identify and acquire appropriate Property*
- Provide and require employee off-site parking
- Obtain unified look for sidewalk benches
- Add water feature
- Incorporate stacked rock at downtown focal points
- Introduce historic street lights at entryways and in downtown
- Identify additional restroom locations and design to include green space, etc.*
- Enforce sign ordinances
- Meet water and electrical needs
- Do streetscape projects block by block
- Develop storm water drainage plans
- Expand trash/garbage collection schedule
- Upgrade street/sidewalk maintenance. Establish guidelines/schedules for upkeep and preventive maintenance of beautification elements
- Use drought resistant landscaping materials

Add trees to parking lots, etc.
Create Landscape & Design Guidelines manual
Make handicapped parking ADA compliant
Establish linkages to parking areas, downtown and different geographic sections to create grid; use green spaces to link
Restripe Main Street into 3 lanes*
Improve Main/Broad intersection as a pedestrian zone
Consider 3 lane pairs on Caldwell and Broad Streets*
Expand/improve downtown grid street network
Upgrade traffic signals
Work to keep US Post Office, Library and public buildings downtown
Develop a comprehensive, public, directional and informational sign system*
Create identity/entry into downtown
Promote cultural activities – special events and celebrations
Support location of cultural sites
Develop Minimum Standards Strategic Plan to address conditions and safety of properties
Create a City Community Appearance Commission
Create incentives for open space preservation*
Obtain/maintain/enhance green and open spaces
Review local building codes/ordinances to facilitate building renovation
Preserve historic/architecturally significant buildings

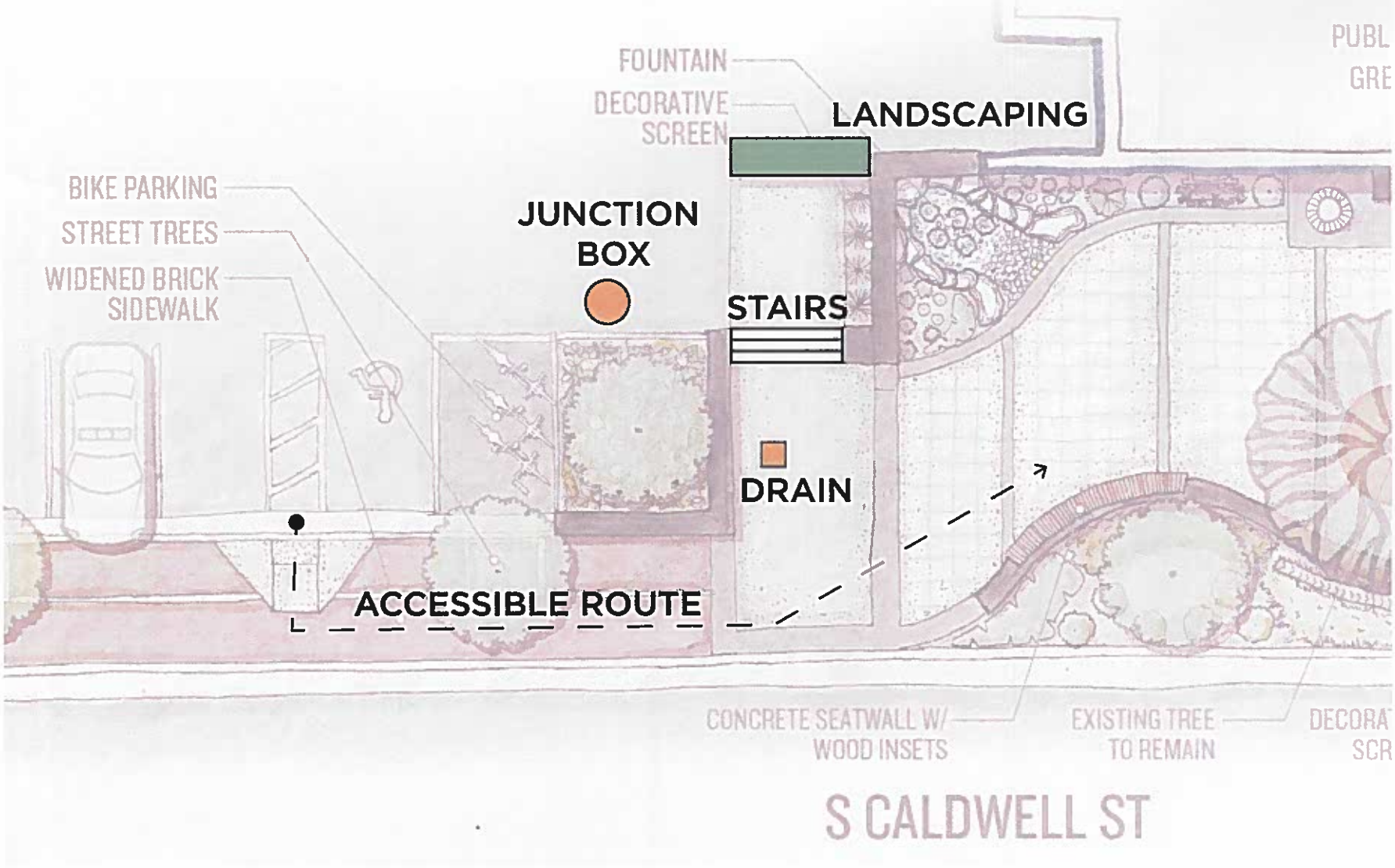
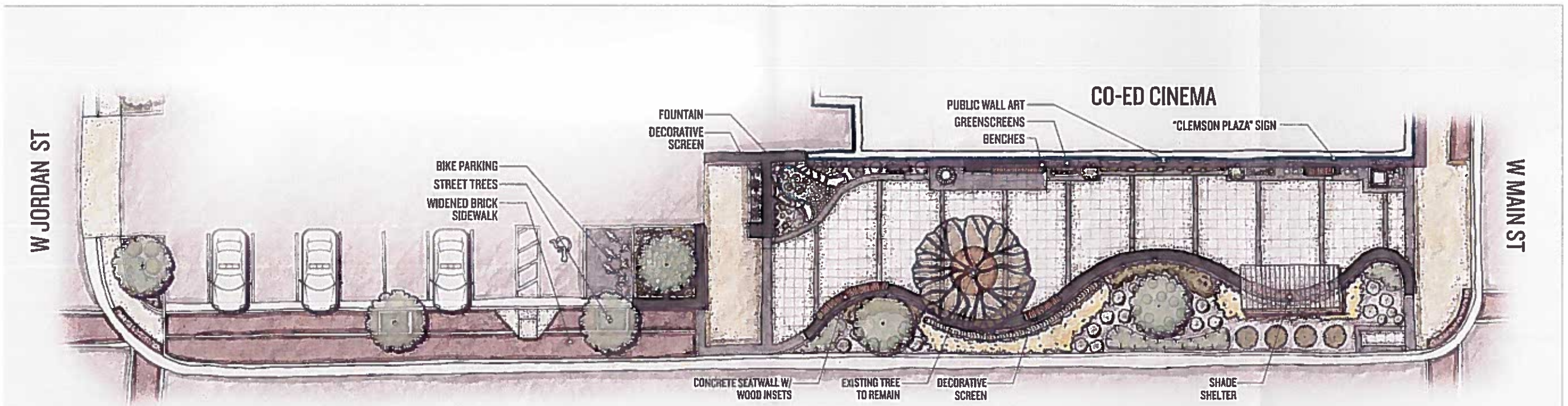

FOUNTAIN
DECORATIVE SCREEN
LANDSCAPING
PUBL
GRE
BIKE PARKING
STREET TREES
WIDENED BRICK SIDEWALK
JUNCTION BOX
STAIRS
DRAIN
ACCESSIBLE ROUTE
CONCRETE SEATWALL W/ WOOD INSETS
EXISTING TREE TO REMAIN
DECORA
SCR
S CALDWELL ST

EXHIBIT B



CLEMSON PLAZA

BREVARD, NC

DESTINATION BY DESIGN