

MINUTES

COUNCIL DOWNTOWN MASTER PLAN COMMITTEE

Wednesday, August 13, 2020 – 2:00 PM

City Hall Council Chambers

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
Melanie Spreen, Heart of Brevard Representative

Members Absent: Dee Dee Perkins, Citizen Member
Susan Threlkel, Council Appointed At-Large Member

Staff Present: Denise Hodsdon, Executive Assistant
Kaitland Finkle, Planning Department

A. Welcome & Call to Order

Committee Chair Maureen Copelof welcomed everyone and called the meeting to order at 2:00 PM.

B. Certification of Quorum

Quorum was certified by Executive Assistant Denise Hodsdon.

C. Approval of Agenda

Mr. Fatland asked to add an item regarding update on fireworks and Mr. Ray asked to add an item regarding directional wayfinding signs. Motion by Ms. Spreen, seconded by Mr. Fatland to approve the agenda as amended. The motion carried unanimously.

D. Approval of Minutes from July 23, 2020 Meeting

Motion by Mr. Daniel, seconded by Ms. Bentley to approve the minutes of the July 23, 2020 meeting as presented. The motion carried unanimously.

E. Curbside Pickup Sign Review

Ms. Bentley reported that feedback has been positive overall. She said that Bracken

Mountain Bakery has expressed that it is not working for them. The spot is currently closer to Broad Street Wines and the bakery would like it closer to them. She suggested that it be shifted one space down toward the bakery. The only other issue is the enforcement of those spots. There have been some issues with businesses on Jordan Street with people parking in that spot and in the loading zone long-term.

She said the recommendation from Heart of Brevard would be to secure the signs, and to paint the curbside pickup spots and add within the space that there is a 10 minute limit. She asked what the City's plan is for reinstating enforcement of on-street parking. She thinks that if we continue a period without enforcement, we will reinforce some bad habits that were already there from downtown business owners and employees.

Following discussion there was consensus to move the space in front of the wine shop down one space toward the bakery, and to paint the eight parking spaces a light shade of yellow and to add "10-minute limit" within the space. Committee members felt it was important to publicize that the City will resume enforcement of parking and that resuming on September 1st would allow time to get the word out. Motion by Mr. Fatland, seconded by Mr. Daniel that parking enforcement throughout the downtown area, including off-street parking, will be reactivated on September 1st. The motion carried unanimously.

F. Hunters & Gatherers Alleyway Decorations

Ms. Copelof said she has received several suggestions about adding colorful decorations to the alleyway to make it more festive. During discussion Ms. Copelof suggested we look into Navy signal flags and adding some big planters with bushes; Mr. Daniel suggested shade sails; and Ms. Bentley suggested a mural. Mr. Ray will research different options and bring information back to the next meeting.

G. Comprehensive Land Use Plan Update

Kaitland Finkle reported that the City is moving forward with updating the Comprehensive Land Use Plan. City Council has adopted the name "Building Brevard". We are trying to creatively get input from various stakeholders throughout the process. The Blue Zones Project is working closely with the City and helping with outreach, but we want to have outreach opportunities for merchants and visitors downtown. In the coming months we will send out a survey and have various online meetings. She will be reaching out in the near future and welcomed any suggestions as we move through the process. She said the process will take approximately nine months, with the ultimate adoption going to City Council in the spring of 2021.

H. Fireworks Update

Mr. Fatland reported that due to the Governor's extension of COVID-19 Phase 2, he is recommending to City Council that the fireworks scheduled for Labor Day be cancelled. He said the fireworks company has agreed to waive the \$4,500 cancellation fee in exchange for a larger display next July 4th.

I. Update on Directional Wayfinding Signs

Mr. Ray said he and Ms. Bentley have discussed that a lot of our smaller auxiliary streets downtown don't get as much foot traffic as we would like and some of the merchants have taken it upon themselves to put their own signs up at corners to draw people down those streets, which violates our sign ordinance. He said the City is exempt from the sign ordinance when we need to post wayfinding signs so we have come up with a sign that doesn't list specific businesses but they do direct people to know that there are more shops and restaurants and good things to see downtown. He shared a copy of the sign and a map of where they are located (copy attached). He noted that the blue dots on the map are the current locations; the purple, green and yellow arrows are locations to consider for additional wayfinding in the future. Ms. Bentley said it would be great to have some signage at the Depot that would bring people into downtown.

J. Set Date for Next Meeting

The next meeting of the Council Downtown Master Plan Committee will be on Thursday, August 27, 2020 at 2:00 PM in the Council Chambers at City Hall.

K. Adjourn

There being no further business, the meeting was adjourned at 2:45 PM.

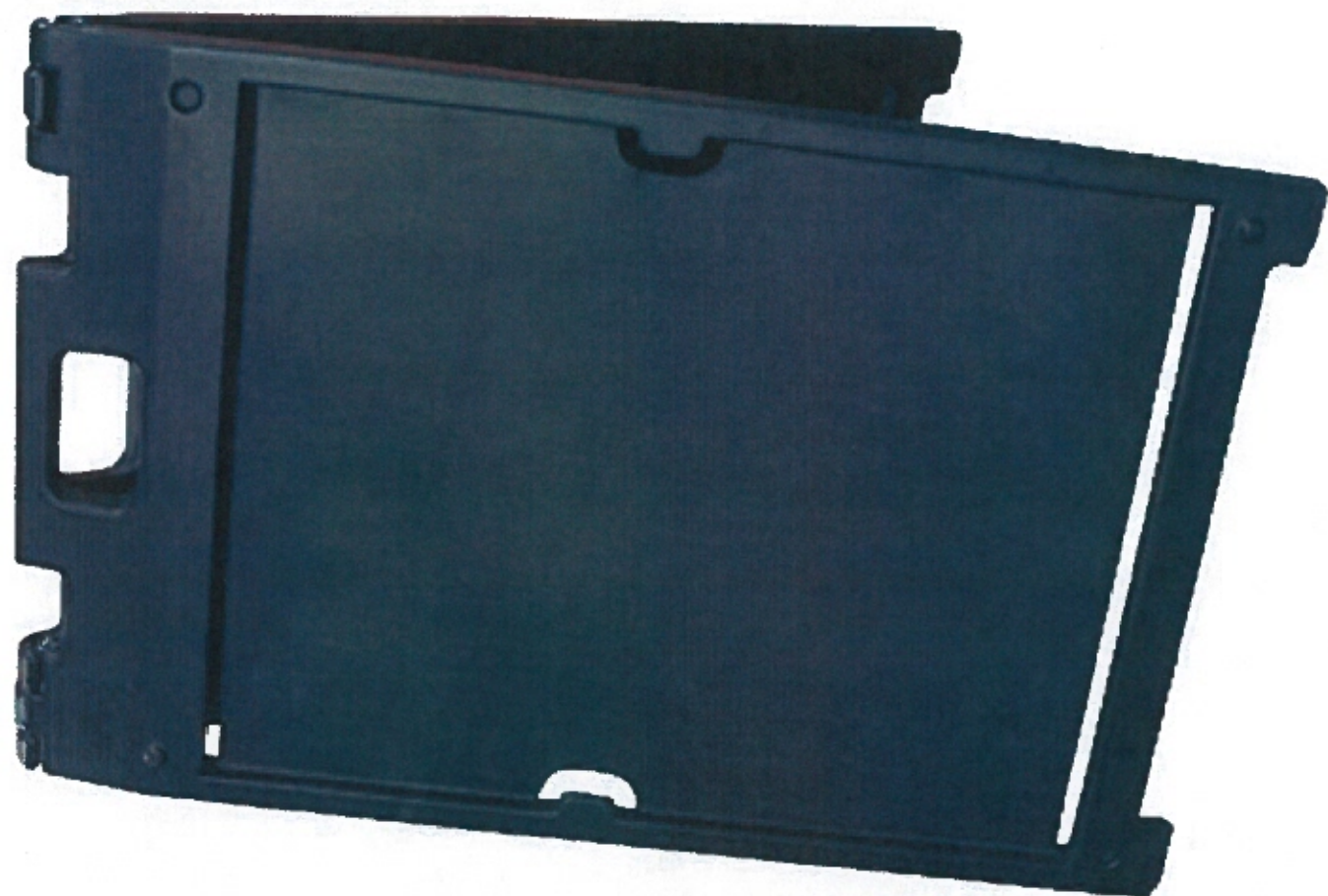
X Maureen Copelof

Maureen Copelof
Chair, Council Member

Minutes Approved - August 27, 2020

X Denise Hodsdon

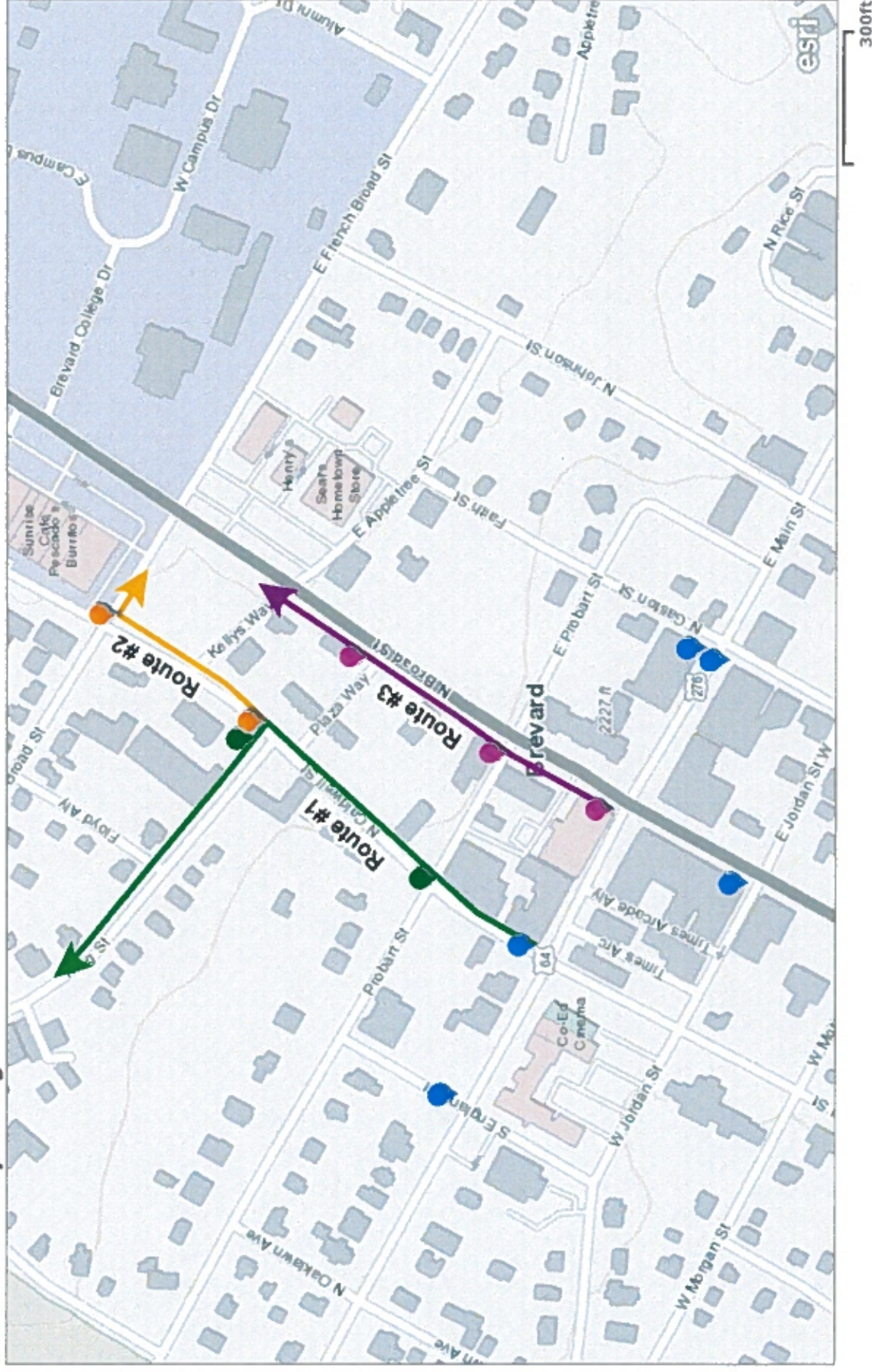
Denise Hodsdon
Executive Assistant



**MORE GREAT
THINGS
TO EXPLORE**



 **Heart of
BREVARD**
Bringing Downtown to Life



State of North Carolina DOT, Tennessee STS GIS, Esri, HERE, Garmin, INCREMENT P, USGS, EPA, USDA

1. Corner of Jordan and Broad, outside of Rocky's, pointing toward Jordan Street
2. Corner of Gaston and East Main, outside of Kiwi Gelato, pointing toward East Main Street
3. Corner of Gaston and East Main, outside of Theophilus, pointing toward Gaston Street
4. Corner of West Main and England, next to the parking lot, pointing toward West Main Street
5. Corner of West Main and North Caldwell, next to Martignus, pointing toward North Caldwell.