

MINUTES

COUNCIL DOWNTOWN MASTER PLAN COMMITTEE

Thursday, February 11, 2021 – 3:00 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 Executive Director
Dee Dee Perkins, Citizen Member
Billy Parrish, Heart of Brevard Representative (via Zoom)
Susan Threlkel, Council Appointed At-Large Member (via Zoom)

Absent: None

Staff Present: Leigh Huffman, Planner
Denise Hodsdon, Executive Assistant

Guests: Melanie Spreen, Mike Domokur and Michael Johnston, Domokur Architects
Jason Smit and Stephanie Livingston, Arbor Engineering
Mark Burrows, Blue Zones Project

A. Welcome & Call to Order

Committee Chair Maureen Copelof welcomed everyone and called the meeting to order at 3:00 PM.

B. Certification of Quorum

Quorum was certified by Executive Assistant Denise Hodsdon.

C. Approval of Agenda

Ms. Copelof noted that due to the time needed to discuss the Downtown Master Plan kickoff, items F-Update re Picnic Area on Caldwell & Main Streets, H-Bike Racks, and I-Jordan Street Wayfinding/Signage would be postponed until the next meeting; and Mr. Fatland requested that Item G-Update re Christmas Decorations be moved to the top of the agenda. Motion by Ms. Bentley, seconded by Mr. Fatland to approve the agenda as amended. The motion carried unanimously.

D. Approval of Minutes of February 4, 2021 Meeting

Motion by Ms. Perkins, seconded by Ms. Bentley to approve the minutes of the February 4, 2021 meeting as presented. The motion carried unanimously.

E. Update re Christmas Decorations

Ms. Bentley reported that holiday decoration vendor Mosca Designs currently has a 33% off sale until the end of February. Mr. Fatland, Ms. Perkins and Ms. Bentley met last week and selected a 5-foot starflake design with LED lights. It would take 60 of those to go throughout the central business district and the quote from Mosca was \$27,014 if we purchase before the end of February. Ms. Bentley said there was discussion about funding and the possibility of doing a 3-way split between the City, Heart of Brevard, and Transylvania County Tourism. She said the Heart of Brevard Board has approved funding of \$9,000. Ms. Perkins said she has already talked with Clark Lovelace to let him know that the request will be coming. She said it will have to be a grant request and the Tourism Board will be meeting on February 27th so she asked that the City get the grant request to Mr. Lovelace as soon as possible. Mr. Fatland noted that if we don't get the grant from Tourism, we would purchase 40 starflake decorations instead of 60. Motion by Mr. Daniel, seconded by Mr. Ray to recommend to City Council to fund \$9,014 for Christmas Decorations. The motion carried unanimously.

F. Downtown Master Plan and Streetscape Kickoff – Review Priorities

Melanie Spreen of Domokur Architects introduced the team from Domokur Architects and Arbor Engineering. She explained that the purpose today is to give everyone an overview of the timeline for the project and what to expect at each stage. They have also drafted an online form for the stakeholder groups and are asking the committee to review and provide input. A copy of their presentation is attached as Exhibit A.

Ms. Spreen noted that the initial Downtown Master Plan focused on Main Street and Broad Street and the scope of this project is to look at it more holistically and comprehensively. We will look at how we can make improvements on secondary streets and connections between off-street parking in other areas to help spur more economic development and help us grow and be ready for the next 10, 20, or 30 years as opposed to trying to focus all of our efforts on Main Street and Broad Street which have limitations and already have a lot going for them. We will look at expanding these other areas that are the forgotten areas of downtown and create a more cohesive experience that draws people in and helps them stay here longer. The other core component of our scope is that we are trying to focus on thinking big picture and coming up with some big ideas, but we want to make sure that we come up with a plan that can be implemented in phases and that we can start implementing in the immediate future.

Ms. Spreen explained that there will be four phases and they plan to have a work session with the Downtown Master Plan Committee at each stage. The four phases as outlined in the presentation are: 1) Data Collection & Analysis; 2) Conceptual Design; 3) Preliminary Master Plan; and 4) Final Master Plan.

Ms. Spreen explained that during the Preliminary Master Plan phase, they are planning to have four different stakeholder meetings. She said they have identified four categories to include various stakeholders and asked for feedback on the four categories. Following discussion it was decided to add City Council to the City, Town & County group.

Ms. Spreen asked the committee to answer the following three questions:

1. What does success look like? Name one thing you want to get out of this process.

Answers included the following:

- defining the downtown and how it will be connected;
- creating a sense of place that encompasses the entire downtown and corridors;
- ongoing maintenance of the downtown infrastructure;
- a more functional, cohesive and aesthetically pleasing plan that can be implemented in phases so that every year we can make tangible progress; and
- a safer downtown for pedestrians and cyclists.

2. Think small. Where do we start? What is one thing you would like to see implemented within 2-3 years?

Items included:

- canopy trees along all downtown streets;
- service delivery solutions;
- address maintenance issues;
- beautification and better utilization of our alleyways to connect to our plan for off-street parking;
- a downtown park that is usable where people can gather;
- doing something visual with blank walls; and
- coordination of traffic and walking signals to ensure that downtown is an attractive place for people to walk and bike.

3. Dream big! What is one thing you would like to see in the future?

Items included:

- a totally connected downtown that functions as one unit and is safe, comfortable and accessible for everyone;
- creating a community gathering place;
- bump outs to offer more outdoor space for people to congregate;

- connecting mid-block crosswalks to direct people to alleyways and secondary streets;
- streets lined with healthy trees;
- make Broad Street and Main Street intersection safe for pedestrians and vehicles;
- an overall downtown that creates fun and entices people to enjoy and explore the entire area;
- implementation and completion of a downtown master plan that includes streetscaping improvements and a comprehensive look and feel to our downtown that is carried out throughout the primary streets as well as secondary streets and alleyways; and
- a place of community where people are willing to invest significant money to grow the community.

Ms. Spreen said that when we talk about community space or park, one of the things we need to think about is what does the future for events look like and what do we want to be known for? What are the priorities for that?

Ms. Spreen asked for initial feedback on the previous plan as to what you like and want to keep and what you don't like. Items discussed:

- trees are very linear now and perhaps we need to look at where trees should be placed in relation to entrances to stores and buildings;
- water accessibility at street for washing trash cans, etc.;
- current pedestrian way is too narrow because current plan places so much emphasis on on-street parking;
- current plan is not exciting and we need to look at opportunities to create bump-outs;
- would like more vertical interest, things that draw your attention up away from the street such as awnings or hanging planters;
- lighting – entering into partnerships with building owners for low lighting or down-lighting on buildings where there isn't as much space on sidewalks;
- Main Street is currently not a complete street and need to make it more noticeable for traffic to see cyclists and that it is a shared area;
- making downtown more pedestrian and cyclist friendly; look at ways to make sidewalks wider;
- loading zones take up a lot of real estate; would love to see alternatives

Ms. Spreen handed out the proposed Stakeholder Survey form and asked that the committee submit feedback by Monday, February 15th so the survey form can be revised as needed and sent to the stakeholders prior to the Stakeholder Group meeting on February 18th. At the initial stakeholder meeting, the team will give an overview of the project, explain the process and ask for input, ideas and feedback from the stakeholders by March 4th.

The next Stakeholder engagement sessions to include the four categories will be during the Preliminary Master Plan phase and will be scheduled over two days in April. There

was discussion that it is important to include key businesses and property owners within the Heart of Brevard in the stakeholder meetings. It was decided to combine the Infrastructure, Safety & Development category with the City, Town & County category as one, and to create a separate category for Heart of Brevard and Downtown businesses.

Work sessions with the Downtown Master Plan Committee were scheduled for March 18th, April 15th and May 20th. Presentation of the Final Master Plan to City Council is scheduled for June 21st.

G. Set Date for Next Meeting

The next meeting of the Council Downtown Master Plan Committee will be on Thursday, March 4, 2021 at 9:00 AM in the Council Chambers at City Hall.

H. Adjourn

There being no further business, the meeting was adjourned at 4:55 PM.

Minutes Approved - March 4, 2021

X Maureen Copelof
Maureen Copelof
Chair, Council Member

X Denise Hodsdon
Denise Hodsdon
Executive Assistant

BREVARD DOWNTOWN MASTER PLAN & STREETScape

Kick-off Meeting

February 18, 2021

DOMOKUR | ARCHITECTS

AGENDA

- **Team Introductions**
- **Scope**
- **Process**
- **Stakeholders**
- **Priorities**
- **Stakeholder Input Form**
- **Schedule**

OUR TEAM

DOMOKUR | ARCHITECTS

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ARBOR ENGINEERING

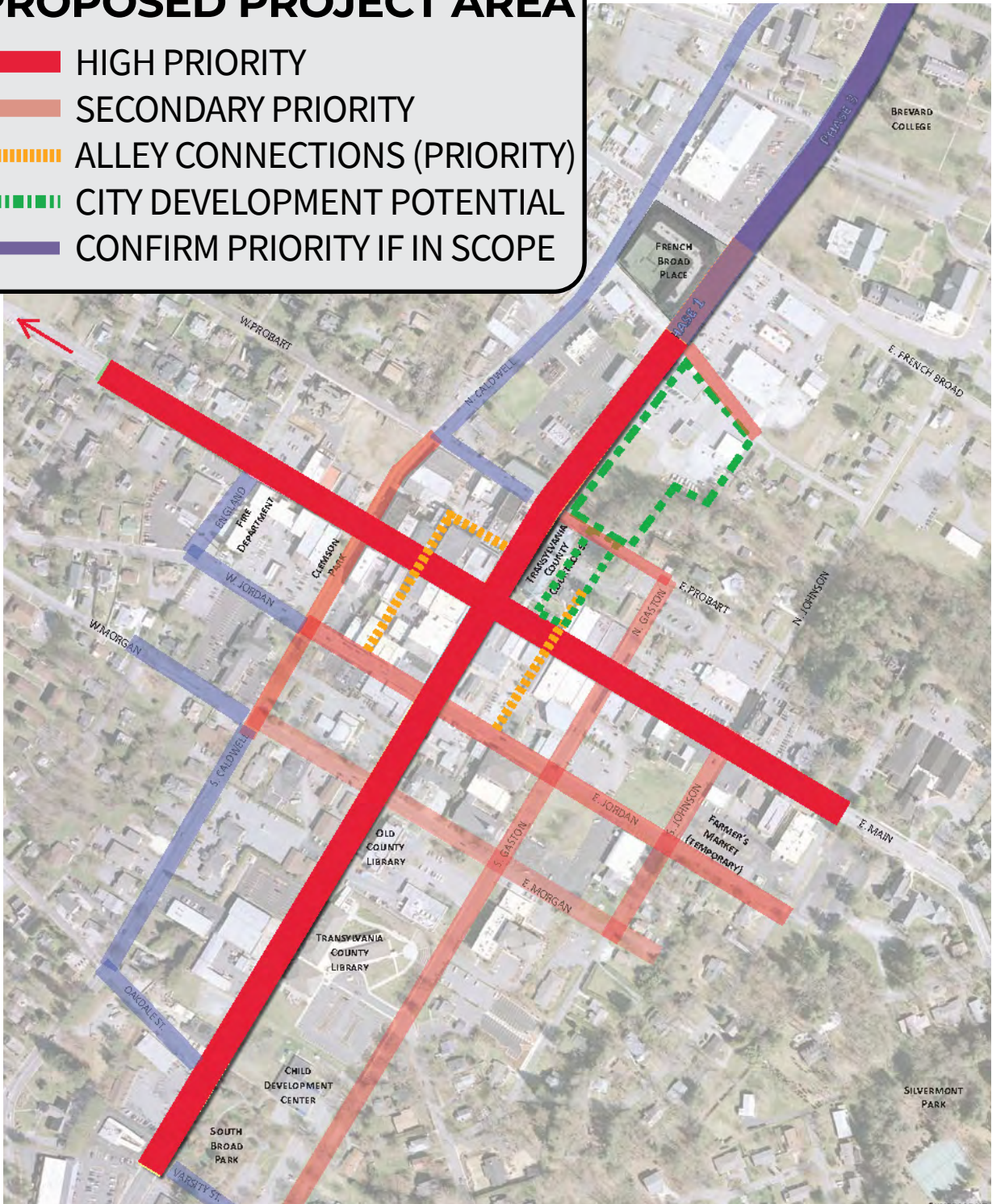
SCOPE



2012 STREETSCAPE STUDY

PROPOSED PROJECT AREA

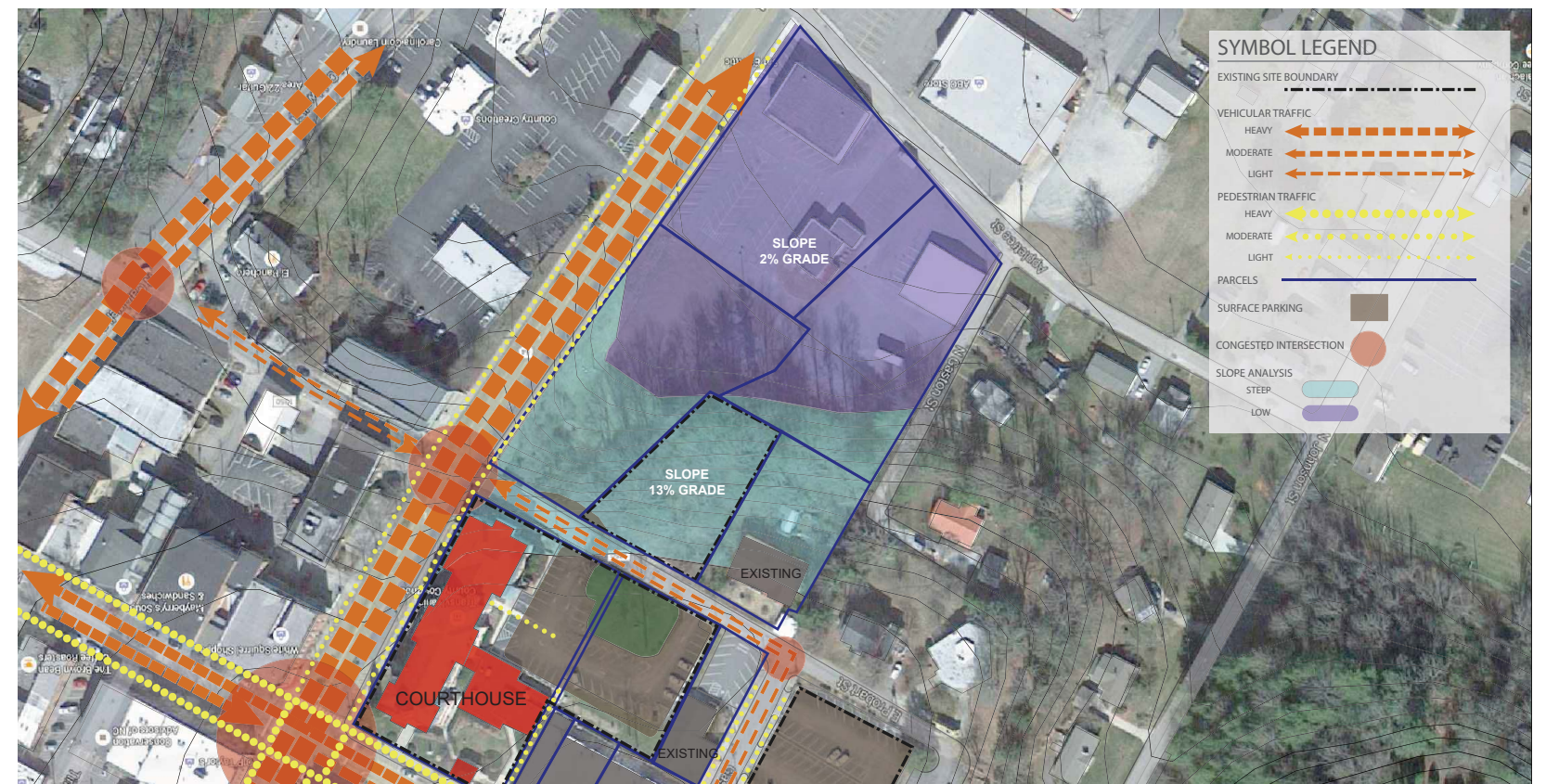
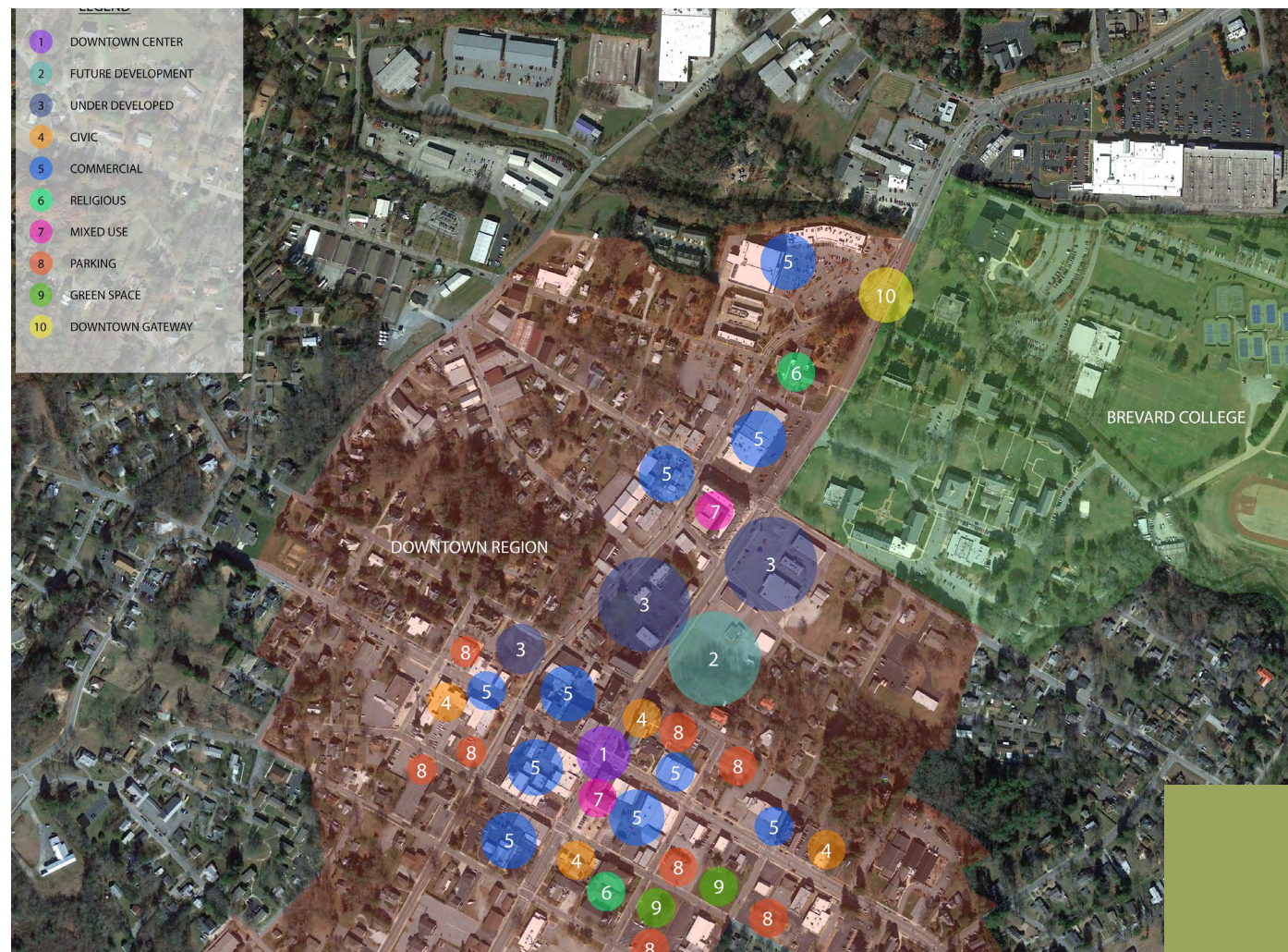
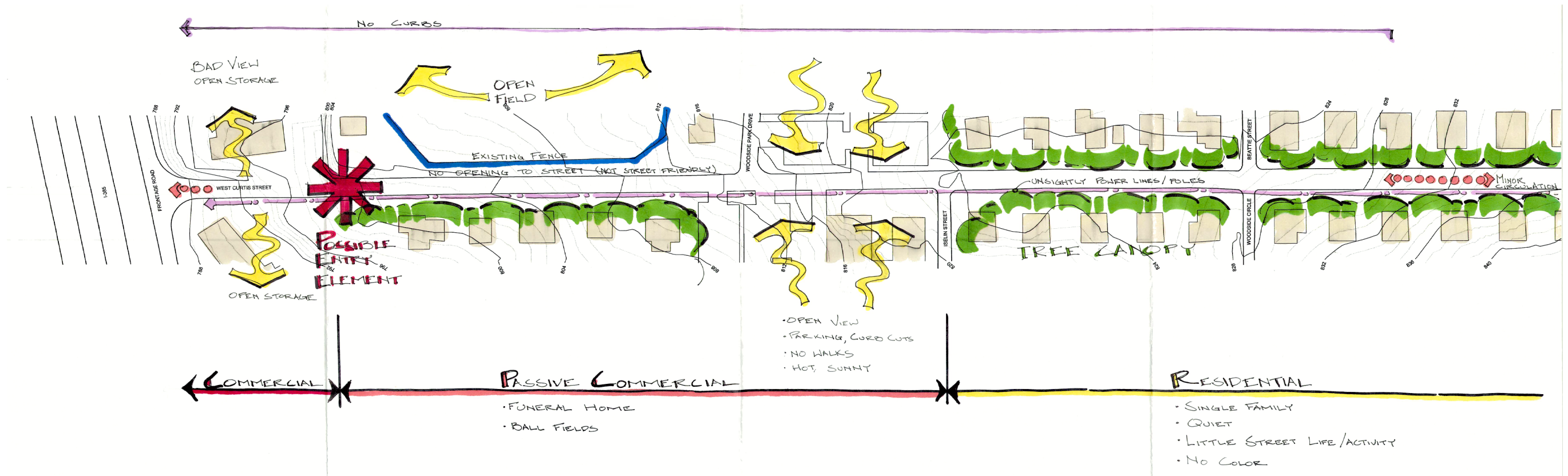
- HIGH PRIORITY
- SECONDARY PRIORITY
- ALLEY CONNECTIONS (PRIORITY)
- CITY DEVELOPMENT POTENTIAL
- CONFIRM PRIORITY IF IN SCOPE

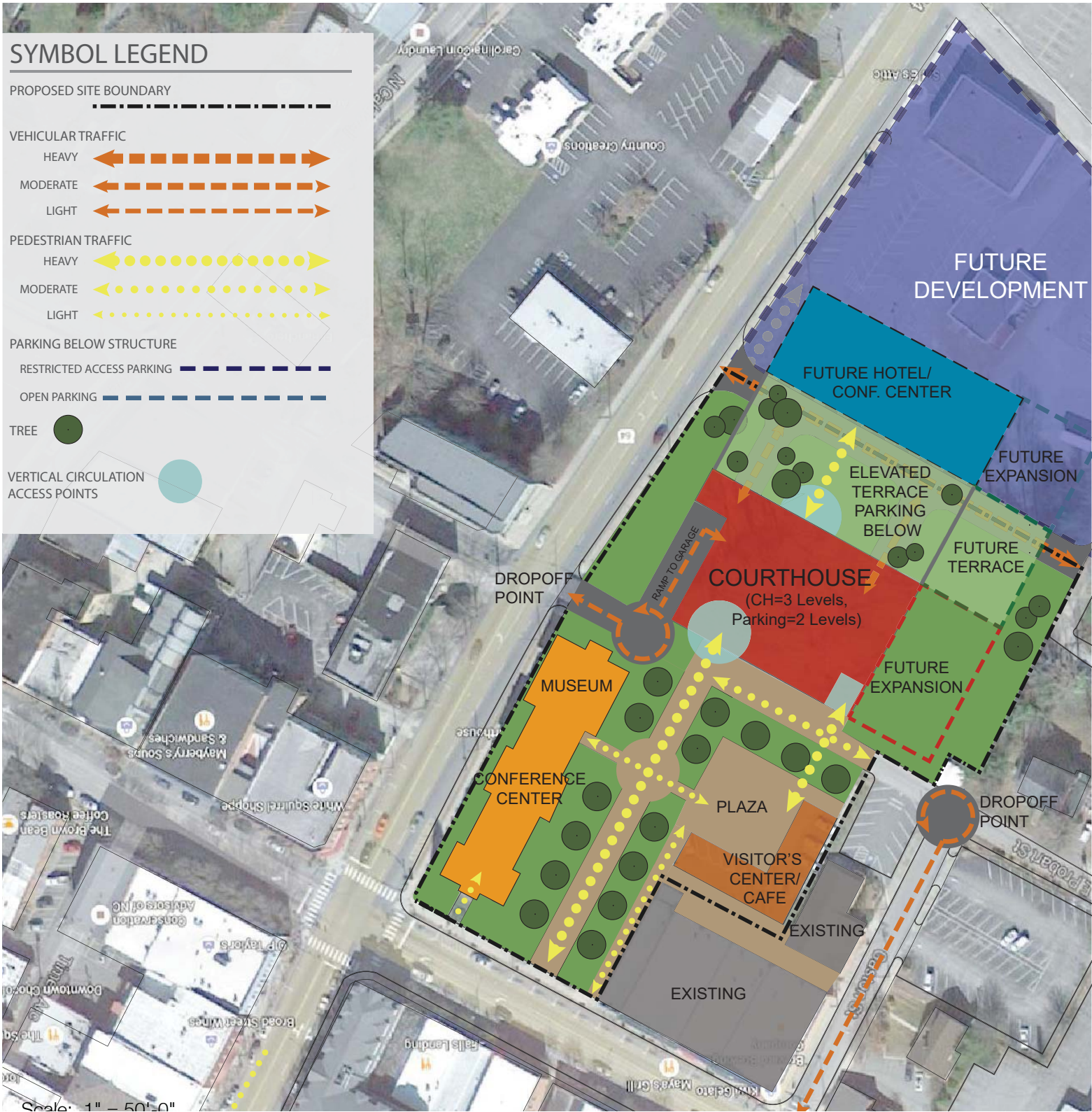
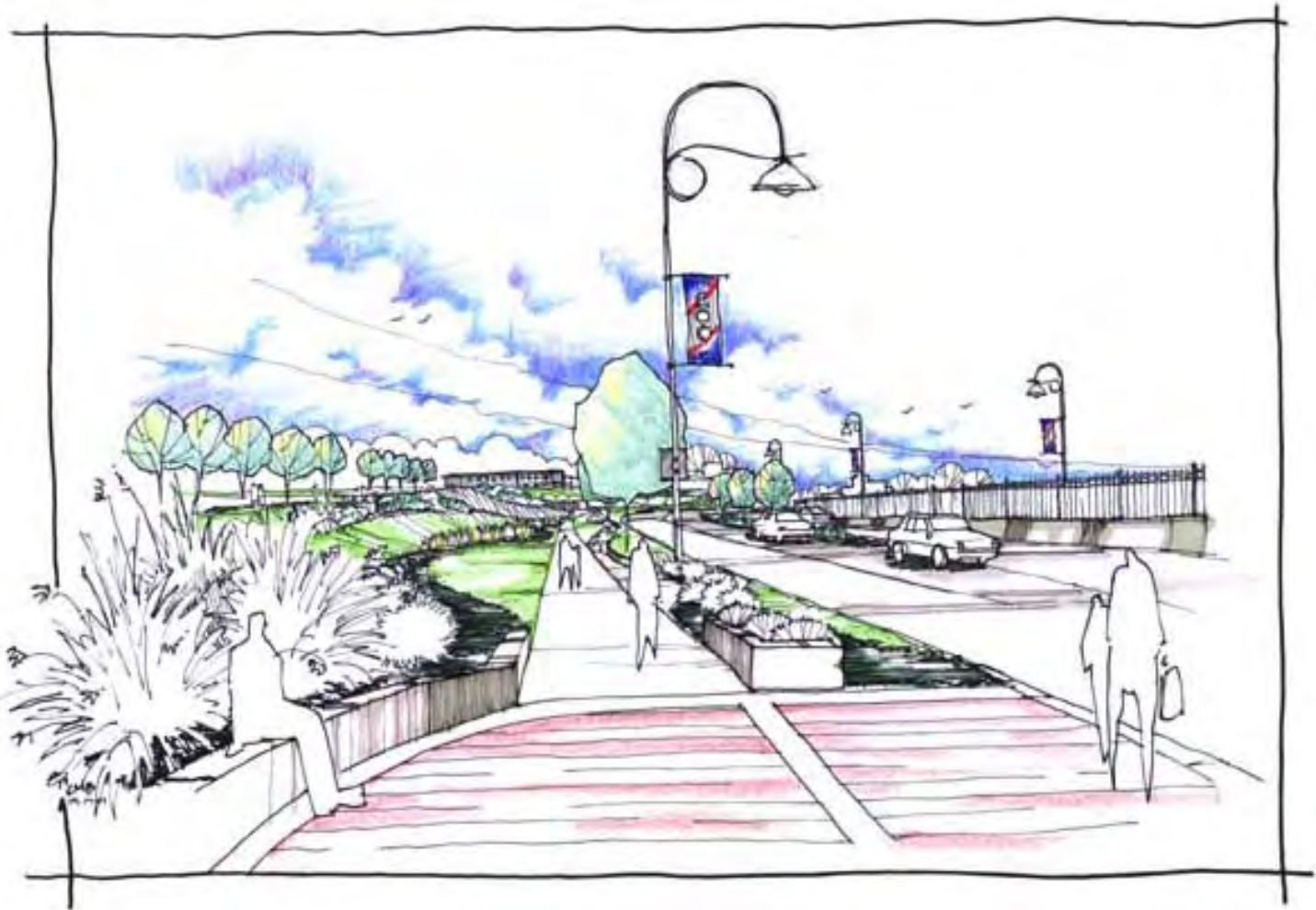
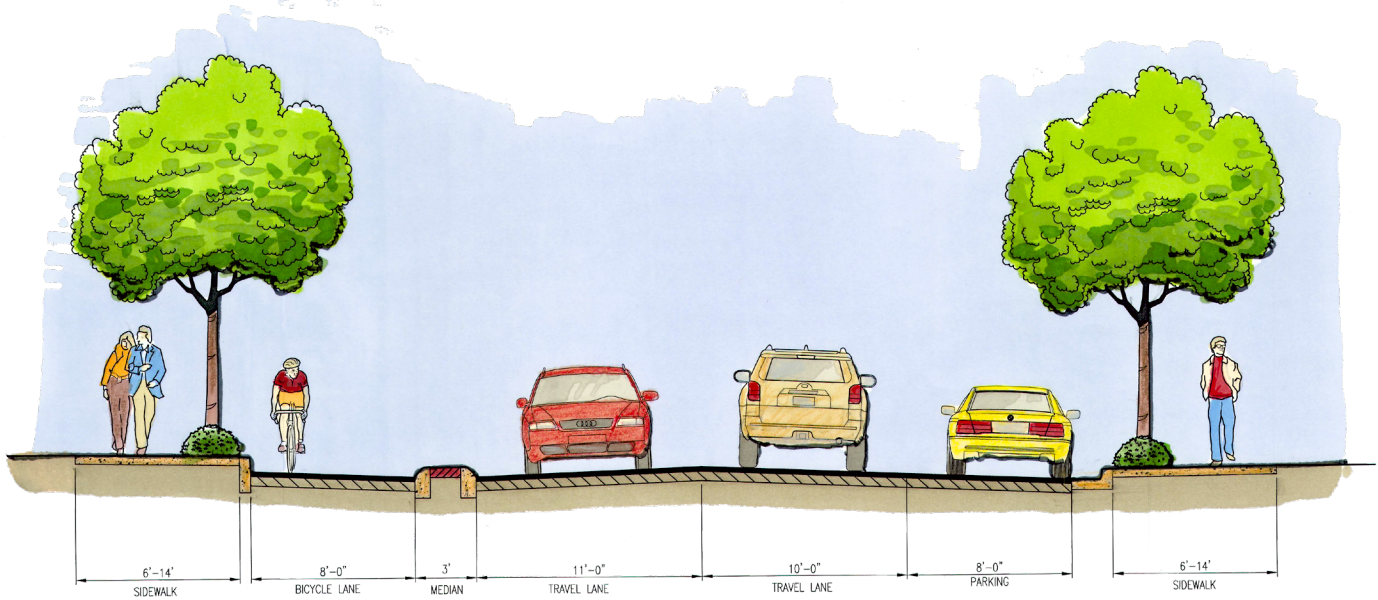


2021 DOWNTOWN MASTER PLAN

PROCESS

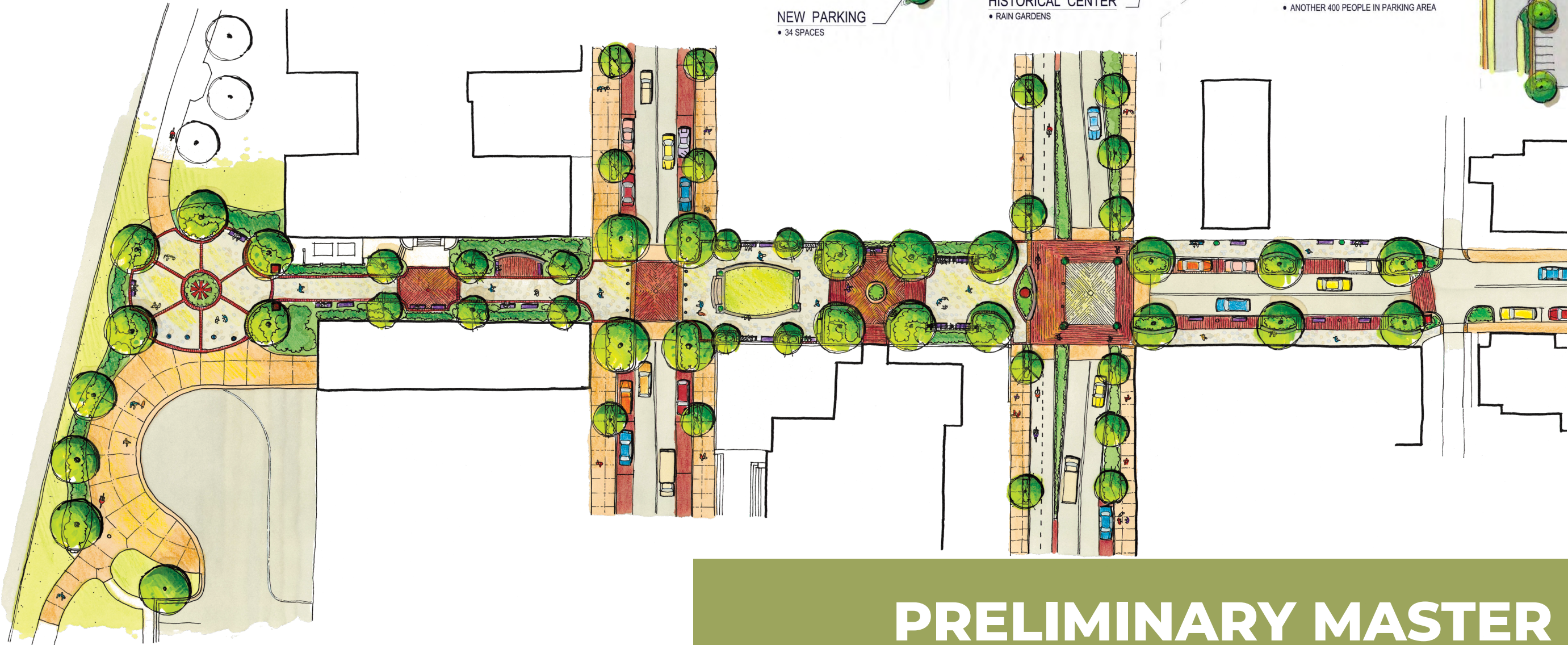
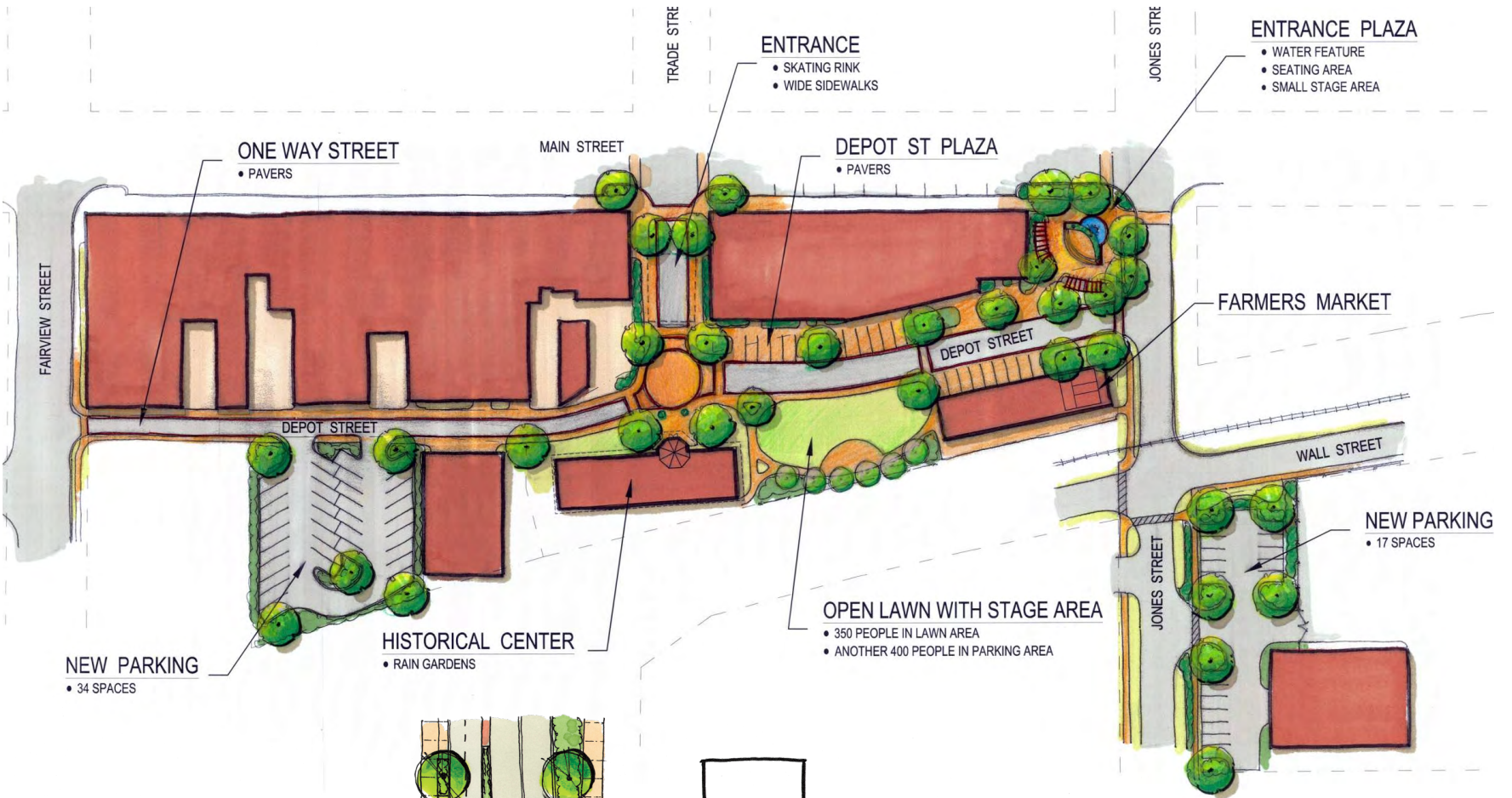
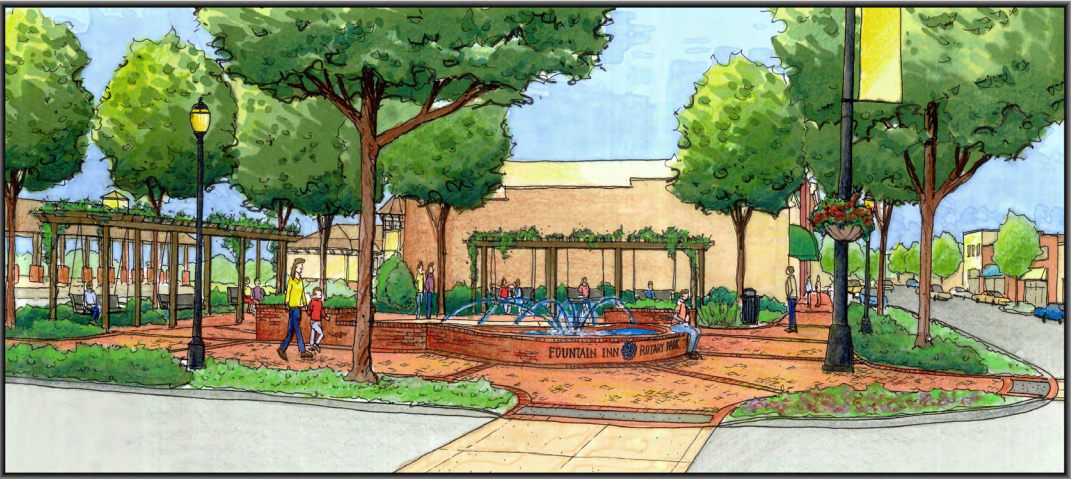






CONCEPTUAL DESIGN

EXHIBIT A



PRELIMINARY MASTER PLAN



FINAL MASTER PLAN

STAKEHOLDERS

Wellness, Connectivity, & Culture

Council Parks, Trails, & Recreation Committee
Blue Zones Project
Mary C. Jenkins Community Center Committee
Transylvania County Farmers’ Market
Transylvania County Arts Council

Infrastructure, Safety & Development

Council Public Works & Utilities Committee
Council Public Safety Committee
City of Brevard Planning Board

Economic Development

Transylvania County Tourism
Chamber of Commerce
Transylvania Economic Alliance
Heart of Brevard

City, Town & County

Transylvania County Planning Department
County Manager / County Commissioners
Joint Historic Preservation Commission

EXPECTATIONS

—→ **1. What does success look like?**

Name one thing you want to get out of this process.

—→ **2. Think small. Where do we start?**

What is one thing you would like to see implemented within 2-3 years?

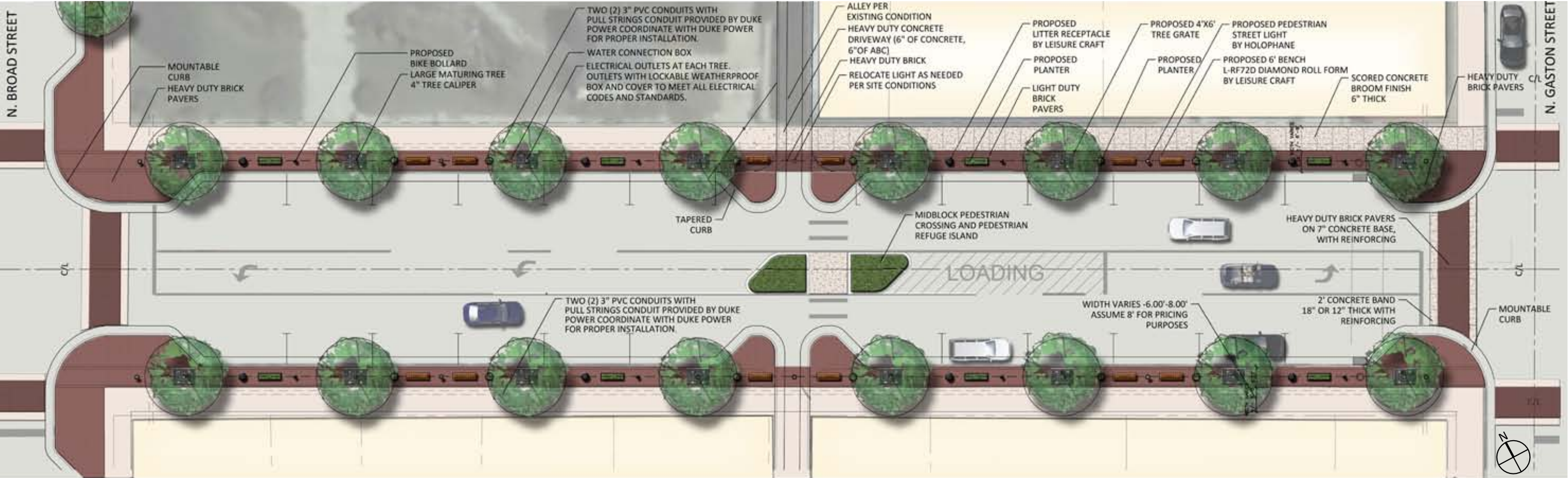
—→ **3. Dream big!**

What is one thing you would like to see in the future?

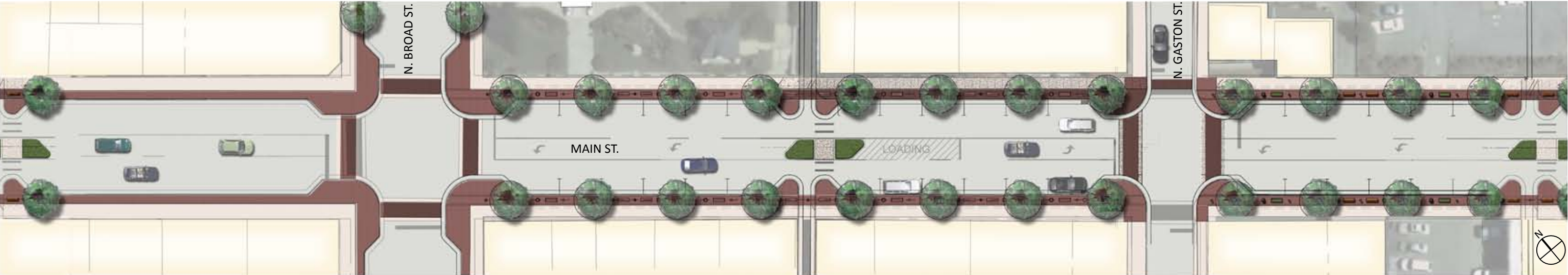
PREVIOUS PRIORITIES

- Inadequate parking and unsafe traffic patterns.
- Underutilization of alleyways and lack of clear connectivity to other parts of downtown.
- Lack of open space and large outdoor gathering spaces.
- Low levels of light creating unsafe areas with low visibility.
- Relocate overhead utilities and provide better access to water and power for events.
- “Gateway to downtown”

PREVIOUS PLAN OPTION



ENLARGED PLAN



CONTINUOUS STREETScape

PRIORITIES

- Reinforce downtown's identity and unique sense of place.
- Enhancing mobility, accessibility, and safety in downtown.
- Creating an attractive and engaging pedestrian experience.
- Promote Economic Vitality and future development.
- Development of an appropriate conceptual infrastructure plan.

Reinforce downtown's identity and unique sense of place:

- ▷ Opportunities for public art
- ▷ Connection to outdoor recreation
- ▷ Historic Character



IDENTITY AND UNIQUE SENSE OF PLACE

Enhancing mobility, accessibility, and safety in downtown with:

- ▷ Traffic calming strategies
- ▷ Sidewalks
- ▷ Connectivity between primary and secondary streets and off-street parking areas
- ▷ High-visibility and accessible crosswalks
- ▷ Integration of pedestrian, bike, and vehicular circulation
- ▷ Appropriate size, location and access to loading zones



MOBILITY, ACCESSIBILITY, SAFETY

Creating an attractive and engaging pedestrian experience with:

- ▷ Improved outdoor dining and seating areas
- ▷ Street trees and landscaping (with irrigation)
- ▷ Alley improvements
- ▷ Public gathering / event space
- ▷ Street Lighting
- ▷ Site Furnishings (benches, bike racks, trash/recycling receptacles, bollards, planters)



ATTRACTIVE AND ENGAGING PEDESTRIAN EXPERIENCE

Promote Economic Vitality and future development with:

- ▷ Continuity of streetscape and circulation paths to secondary streets
- ▷ Integrated downtown parking plan including combination of on-street, off-street, City Parking Garage, and private parking lots



ECONOMIC VITALITY + DEVELOPMENT

Development of an appropriate conceptual infrastructure plan:

- ▷ Stormwater modifications and improvements
- ▷ Electrical, AV, lighting and water connections to support events and holiday lighting



SCHEDULE

February 2021: Existing Conditions Review / Analysis

- **February 11th**
Kick-off Meeting / Priorities
- February 18th**
Stakeholders Kick-off Meeting / Priorities

March 2021: Conceptual Master Plan / Streetscape

- March 18th**
Conceptual Master Plan Work Session
- Week of March 24th**
NCDOT + NCDEQ Review Meeting

April 2021: Preliminary Master Plan

- April 15th**
Preliminary Master Plan Work Session
- April 21st**
Stakeholders Meeting

May-June 2021: Final Master Plan

- May 20th**
Draft Final Master Plan Work Session
- May 26th**
NCDOT + NCDEQ Review Meeting
- June 14th**
Summary Documents
- June 21st**
Final Presentation to City Council

QUESTIONS?

