

MINUTES
BREVARD CITY COUNCIL
April 29, 2013 – 5:30 PM

COMPREHENSIVE PLAN WORK SESSION

The City Council of the City of Brevard met on Monday, April 29, 2013, starting at 5:00 p.m. with a light dinner and the Comprehensive Plan work session starting at 5:30 p.m. in the Council Chambers of City Hall with Mayor Jimmy Harris presiding.

The following were present: Mayor Jimmy Harris, Mayor Pro Tem Mac Morrow, Council Members Rodney Locks, Charlie Landreth, Maurice Jones and Wes Dickson.

Staff: City Manager Joe Moore, Planning Director Josh Freeman, Planner Aaron Bland, Police Chief Phil Harris, HR Director Christine Caldwell, City Engineer Jay Johnson and City Clerk Desiree Perry.

Press: Derek McKissock, Transylvania Times

Others: Susan Evans, Public Outreach and Comprehensive Planning Service Consultant

Welcome - Mayor Harris called the meeting to order, welcomed those present and explained the properly Noticed meeting is open to the public and will be held in a workshop setting.

Quorum – The Clerk certified a quorum was established with all six members in attendance.

Agenda - Mr. Morrow moved, seconded by Mr. Landreth the Agenda be approved as presented. Motion carried unanimously.

Opening Comments - Mr. Moore presented power point titled, "Council Adopted Vision and Strategies 2/10/2012" (on file), welcomed and introduced Susan Evans, and thanked Planning staff for the hard work they have done on the Comprehensive Plan.

Economic Development - Mr. Freeman explained this workshop focus will be upon the Economic Development portion of the Comprehensive Plan. Materials provided for review and discussion included: (1) Council Retreat Summary; (2) Public Input Summary; (3) Economic Development Summary; (4) City of Brevard Comprehensive Plan Economic Development Element, Draft 02, April 29, 2013, Attachment 1; (5) Draft 1 Economic Development Outcomes, Actions & Input, Attachment 2. (On file)

Public Input Session - Economic Development Public input session was held on March 7. About 80 people attended and over 140 comments were received. The comments have been summarized and narrowed on the handouts provided.

Review and Discussion of "Economic Development Element, Draft 2, Attachment 1."

Outcomes

1. ✓ #1 - "Financially literate, financially self-sufficient citizenry" Questioned this being a role of Council. Needs to be stated in a more focused way. To help citizens understand financial questions with respect to Council spending, taxation, and education on public funds is a role of Council.
2. ✓ #3 - "Support entrepreneurially minded, adaptable, tech savvy workforce" Suggested incorporating all of the educational entities, ie, Brevard College, BRCC, Job Corps, etc.

3. Important to keep in mind what the City's role is, who we are, and what we are striving for / goals.
4. City government is not involved in workforce development. Important to keep in mind City is limited to "support" of workforce development.
5. Supporting businesses and discussing how to build a workforce are two separate subjects.
6. Support businesses and their growth by making development easier, providing infrastructure and by making it easier to open a business.
7. Support of business by providing technical trunks/infrastructure that supports them and allows them to continue to grow. What is being made today wasn't even thought possible a few years ago - available infrastructure important.
8. Support needs to be defined; actions steps should help with defining.
9. Planning Board suggests adopt policies that encourages a dynamic community, and taking care to not drive our community to be identified as an "older community" but rather as a "family community" incorporating all ages.
10. Suggested deleting "✓ #3" and combining "✓ #7 & #11".
11. Take elements and collapse down into three categories: (1) Promote Business Growth (Community Character - what sets us apart, what distinguishes us that we value); (2) Quality of Life (Preserving our natural resources, environment, character as a way to support business development); and, (3) Communication (Citizen buy-in. How to communicate with citizens to share the path we need to go on and how citizens can be involved with the implementation of the Plan.)
 - Promote Business Growth: Infrastructure, technology, risk and land.
 - Quality of Life: Character, age diversity
 - Communicate to Citizens: Education, citizen engagement, transparency
12. What are we doing as a City to support businesses via providing and managing data? Has the City changed with the paradigm?
13. Rather than target certain businesses or industries to come, consider instead to set criteria; for example, provides a living wage.
14. Individuals and businesses both have and will continue to find Brevard. What businesses frequently look for is to see if the City has the infrastructure to allow them to operate and to expand.

~~ At 6:38 p.m. Mayor Harris called for a five minute break.~~

Planner Aaron Bland displayed a color coded map of Brevard and the ETJ illustrating land areas that will be difficult and/or be limited to develop due to steep slopes and/or floodplain. Black dots indicated existing building footprints within the City indicating there is little development area remaining. And, recent General Assembly decisions have reduced a City's ability to expand its boundaries. If the tax base is going to keep up with and create new opportunities within the current land area, question becomes, does that mean the City needs to go vertical and/or allow greater density?

Actions

1. Ms. Evans pointed out that Action statement #3, "Promote quality of life and connect citizens to one another and to the natural environment through continued investments in neighborhood parks, greenways, public spaces and recreation facilities" has come out at every public input session.
2. #5 - Questioned if it should be included within the outcomes rather than action... "desire the outcome of having County and State offices in the corporate limits".
3. Important for Brevard to remain the County seat, and important for public buildings/facilities to be located within corporate limits; however, it should not mean all public buildings must be within the central downtown business district. There's value to have services (City and County) that are walkable, easily accessible to citizens. Yet, you don't want the government to own all of downtown.

4. Retain civic institutions in the downtown. Emphasis on retaining what is here, but not prioritize civic structures in central business district.
5. Walkable = safe, accessible, connected
6. #4 - Who's the champion? Who's taking the lead? Who's paying for it?
7. An example of City support would be the former lumber yard. City support includes the Small Area Plan and sidewalk improvements. In part because of the Small Area Plan, the King Street lumber area is reinventing itself.
8. Concept of "central district" whether small and close together or spread out over miles is an area that offers walkability, place to trade ideas and have partnerships, inner connectivity and interactions.
9. Businesses will pick the best place for where they need to be. City has control to see that our actions steps are good for businesses (sign regulations, zoning, development standards, etc.)
10. Market Brevard as a destination. Lifestyle is the focus of many. Market Brevard for entrepreneurs, identify what an entrepreneur community looks like, also, acknowledge many choose to live here because of the quality of life. This may not be the best business community, but you sure do want to live here.
11. Consolidate #21-23
12. Land Use - Entered discussion of Brevard's limited areas of expansion, and, if changes in density requirements should be considered.
13. What are we trying to do? If preserving community culture is it, how are we going to do that? If property value are going down, what is it that is really driving us, what is most important? Understand that staff is bringing something to our attention, something that can be done (increase density, reduce setbacks, etc), but what is the cost of doing it? This is part of the core that makes Brevard totally different from other places, our ambiance, things you can't touch. Would that be lost by changing density, open space, setbacks, etc?
14. Important to identify what is important to the Community. Example: Hilton Head. It is very expensive and in some aspects one might say it is not business friendly; however, that Community has identified and said what they desire to be as a community - they want to be exclusive, expensive, open, etc. They are not being non-business friendly. They are saying to prospective businesses you either fit or you don't fit.
15. Brevard is not for everybody. But for those who choose to live here, they have an expectation that Council will plan for the future and provide expected services in the most efficient way.
16. #33 & 34 - Streamline and simplify permitting procedures is important. Both City and County have permitting responsibilities; can ask the County to work together to be more streamlined.
17. Important for policies to be clear and easily understood, and, staff who can clearly explain and help citizens to understand policies.
18. Perception is that our development codes prevent development. Our Codes require investment, not cheap construction but investment.
19. UDO has a complexity to it from start to completion. How you overcome that has a lot to do with customer service and education. UDO has some flexibilities like conditional zoning, and others. Important when staff has latitude or flexibility that it be written/specified within the UDO.
20. #36 - Remove
21. Consider: What role should the City play in developing/establishing certified industrial sites, sites that are not within the City's current utility distribution system?
22. In light of recent legislation on the horizon that (if adopted) would make expansion of a City more difficult, brings to question if we should plan for such a large (water) facility as discussed at the Retreat.
23. Rather than establish or develop, seems the City's role should be evaluate and explore interconnection.
24. Expand water supply to Rosman or County: City would be involved in such a discussion, but, don't see the City as the leaders in such discussions. Discussion usually begins whenever a water customer (or potential customer) comes to the City to discuss the purchase of water/connectivity.

- 25. We are taking the lead in exploring the expanding of our system. However, we are not assuming there is a need from others outside of the City's jurisdiction.
- 26. Should we look at what it would take to sell water to those outside of our corporate limits and ETJ - be it residential or commercial development?
- 27. Should we sell water to a County user that does not meet our Vision? Should we make possible (by utility connection) a use or density just outside our ETJ that our City development codes would not allow in the City or ETJ?
- 28. Brevard's current water extension policy has a funding flaw as it says that anything outside of the ETJ the City would pay fifty percent of the costs; County has a cap on theirs. City needs to amend to provide for a cap as well.
- 29. #51 - Where did this come from? (Answer: Land Use Plan, Workforce Housing Policy and from public input.)

Mr. Freeman thanked Council for their review and participation as it provides staff some clear direction. He invited and encouraged attendance at the next public input session to be held next Thursday, May 2nd to discuss Land Use, including steep slopes, floodplain, mixed uses, density, etc.

Terrell L. Scruggs Scholarship Ordinance (Ord. No. 2012-18) Text Amendment - Police Chief Harris explained the two amendments would (1) replace former HR Director LeAnn McCraw with HR Director Christine Caldwell, and, (2) text amendment would clarify who is eligible for scholarship. Intended for any Transylvania County Senior; however, current text excludes a Transylvania County student who resides outside of the County boundaries.

Proposed revisions to Ordinance No. 2012-18:

Section 4: "....Scholarship Committee Members are Shirley Hutchins, Josh Freeman and Phil Harris who shall serve one year terms, and Betty Scruggs, *Christine Caldwell* and Adam Hugey, who shall serve three year terms...."

Section 6 (d): "Allow City residents to have a priority over non-residents, or not, in its discretion, but all applicants must be *students* of Transylvania County *public high schools*;"

Mr. Morrow moved, seconded by Mr. Landreth, the two recommended changes be adopted as presented. Motion carried unanimously.

Rosenwald Alumni Block Party - Council and staff were invited to attend and flyers promoting the "Rosenwald Alumni Block Party, Mountain Sun - Rosenwald Community Run, scheduled for Saturday, May 4th, were distributed.

Kids Go Festival! - Council and staff were invited to attend and flyers promoting the "Kids Go Festival! Get Outdoors" an outdoor festival for children of Transylvania County scheduled for May 4, 2013 from 10 a.m. to 2 p.m. were distributed.

Adjourn - There being no further business, Mr. Morrow moved, seconded my Mr. Landreth, the meeting be adjourned. Motion carried. Meeting adjourned at 8:34 p.m.

s/_____
Jimmy Harris
Mayor

s/_____
Desiree D. Perry, CMC, NCCMC
City Clerk

Minutes Approved: June 17, 2013