MINUTES
BREVARD CITY COUNCIL
SPECIAL MEETING
February 1, 2013-8:30 A.M.

Annual City Council Retreat- Day Two

The City Council of the City of Brevard met for their annual Council Retreat on Friday, February 1 at 8:30 a.m. in the Clubhouse of Glen Cannon Country Club in Brevard, NC with Mayor Jimmy Harris presiding.

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

Staff Present: City Manager Joe Moore, Police Chief Phil Harris, Fire Chief Craig Budzinski, Planning Director Josh Freeman, Building & Grounds Director Lynn Goldsmith, Finance Director Jim Fatland, Human Resources Director Christine Caldwell, Public Services Director David Lutz, Assistant Planning Director Brad Burton, Director of Engineering & Utilities Jay Johnston, Planning Department Sarah Lutz, Kayla Merrill and Aaron Bland, Building & Grounds Department Matt Landers, Assistant to the City Manager/Acting City Clerk LeAnn McCraw

Press: Derek McKissock, Transylvania Times

Others Present: Retreat Facilitator Angela Owen, Former Council Member DeeDee Perkins, Former Heart of Brevard President Kim Provost, Richard Coadwell, Anne Somich and Leslie Logemann, Susan Evans, and Kimzey Jackson,

Retreat Called to Order – Mayor Harris welcomed all present and called day two of Council's annual retreat to order.

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

Recap from Day 1

Mr. Moore led a discussion with Council to confirm and recap from the previous day's discussions and direction for staff with assistance from Mr. Freeman, Planning Director.

Council Discussion on Water Capacity:

- Reviewed scenarios presented in water capacity presentation. Council confirmed moving forward to explore the French Broad River near Davidson River confluence scenario because it provides greater benefit to the City and our community, future planning, and environmental/clean-up of the French Broad.
- Council supportive of the environmental impacts of this option and the opportunities it provides to support this clean-up effort through additional zoning requirements with limited run-offs, buffer requirements, distribution of water and land use ordinances.

- Council understands this option allows for much greater MGD than the expected growth of 5 MGD projected but supports a plant built in phases to be good stewards of our resources. There were concerns of putting a maximum capacity water plant on a river at its maximum capacity. The French Broad location is a large river with a lot of running water.
- Council expressed interest in the intake locations and the current waste plant. Director of Engineering & Utilities, stated this is only a discussion regarding reclassifying a water body not discussing a permit for a new plant. The details and locations of intakes and other concerns/issues will be flushed out in the engineering study and process.
- All options involve the County and other jurisdictional partners. These partners located in the ETJ are the jurisdictional bodies that represent stakeholders and at the end of the day have to support the river reclassification submitted to the state. It will require public outreach, education and involvement. Staff will plan to return back to Council a plan to accomplish this.

Council Discussions on Comprehensive Plan:

- Council confirmed attendance to upcoming general public input session regarding economic development scheduled on March 7th.
- Staff confirmed the comprehensive planning effort is not a retooling of vision and strategy developed from previous year. Council confirmed.
- Staff checked in for understanding on how to use comprehensive plan and Council requested additional information: Plan assists with making changes to the zoning ordinances and supports vision and plan for the City and helps to address the impact of future growth and development.
- How does the water and sewer plant fit with the plan? The plan is primarily land use and economic development but when you begin to extend water it opens up the potential growth. It is also impacted based on the size of water plant you build for future capacity.
- Council considered moving forward with the water capacity discussion. It could be an opportunity to invite the County to do a joint comprehensive plan. The City isn't required to have a separate plan but that the County has a plan in order to receive transportation dollars. The current comprehensive plan process provides a means to reconnect to our citizens.
- In the upcoming public input sessions, staff has been directed to share the vision and strategies adopted by council in an effort to show them council's work on the process. Comment made that we shouldn't ask our citizens to start from scratch.

County Seat/Downtown: Downtown Master Plan (DTMP)

Mr. Josh Freeman, Planning Director, introduced Sarah Lutz, Planner/Code Enforcement Officer/Special Projects Administrator, to lead a presentation with an update of development of construction plans for North Broad Street, request direction on specific design and financing options.

Presentation Overview:

- Update on the DTMP to date along with overview of survey and ongoing negotiations with NCDOT and Duke Energy.
- Several options were presented for Broad Street down Jailhouse hill phase of the project(phase 2) in an effort to receive general feedback on environment, cost

and aesthetics. Options provided conversation to address flexibility and concerns in these areas.

Council discussions:

Scope question 1 – get presentation…

- Consensus to move forward with green median through middle of Broad that includes a green landscape strip with trees along each side of the road for symmetry with brick sidewalk.
- Support block between Appletree and French Broad, develop the sidewalk on the Henry's Restaurant side to be consistent with French Broad Place.
- Important questions: implications of landscaping in front of College/Princess Plaza and having fewer trees? How will these look different and is that important? How important is the grass buffer between the streets and sidewalks?
- Support for matching Henry's side with the existing landscape in front of French Broad place.
- Not as much concern for matching but more concerned about quality of Henry's side of the road and the aesthetics of that product. If there is minimal improvement to the property then supportive of trees.
- Continuity is important and trees are the primary green element. Brick would make the sidewalk bigger and recommends looking at the streetscape in Charlotte where there is little grass but plenty of green elements with shrubs and flowers while maintaining plenty of sidewalk. Recommend this option over grass strip to maintain the urban element. Recommend consistent design as move downtown into future phases.
- Not as much a concern about matching because the eye will move up the hill anyway.
- Since the City imposed the requirements for French Broad Place then we should honor the intent and maintain symmetry on Henry's side. Recommend grass rather than brick.
- Symmetry is important but not sold on it being perfectly symmetrical all the way down the hill. Concerns about being too urbanized and loosing the natural green but the UDO should help address any requirements for new structures.

Scope question 2: burying power?

- Consensus to move forward to bury power lines down jailhouse hill.

DTMP opportunities:

- Brevard College Block is an opportunity with the phase 2 project. Support for roundabout in front of College entrance and moving forward with procuring roundabout construction documents. Supporting of moving entrance to College towards Caldwell and widen entrance to Princess Plaza/Methodist Church parking lot.
- Option provides good opportunity to partner with the College. It is also an opportunity to have a financial partner in the project early on.
- Important to talk with businesses and the Methodist Church regarding potential impacts. Staff is actively working with Princess Plaza on their parking, pedestrian ties and better pedestrian connection to the college.

~~10:05 to 10:20A.M. BREAK ~~

DTMP funding:

- MSD expansion/overlay: separate from the Heart of Brevard boundaries and is a separation district, Brevard College is key component to this potential expansion and some interest in developing an overlay district.
- Development requirements: this is similar to the sidewalk question and as new developments are created then they begin to develop their property to meet City requirements.
- Special assessment: this is a one-time fee for one project, unlike a fee imposed for a special municipal district. Some support for the special assessment fee based on the frontage of the property that will be impacted/benefited from the improvements.
- Property taxes: support for funding via City and County taxes.
- Occupancy tax: support for funding via occupancy tax.
- Prepared meals tax: clarification that it is City-wide not just downtown charge. This tax would go into separate fund to fund similar projects and would be an ongoing charge.
- Sales tax: council consensus to approach County to retain more revenues generated by the City. Some concerns regarding taxing sales because it will impact consumer decisions to buy and hurt overall tax revenue for the City and County.
- Grants/low interest loans: general consensus is supportive of grants but if these take 10 years to procure then we have to look at other options.
- Who receives benefit Tenants/Renters, Potential investors, Property owners outside project area
- Staff lead Council in discussion regarding the degree of values for key stakeholders with regards to the project. The following is an overview of consensus of that discussion:
  - Residential property owner alone → medium to high
  - Commercial property owner alone → high
  - City residents → medium
  - County residents → medium
  - Visitors → high
  - Tenants → high
  - Potential investors → high
  - State residents → low

~~11:30 – 11:40 A.M. BREAK ~~

County Seat/Downtown: Parking Study

Mr. Josh Freeman, Planning Director, introduced Aaron Bland, Planner, to lead a presentation on the findings of the downtown parking study.

Presentation Overview:

- Maps and outline of the study area, parking spaces, private and public spaces were provided. Lined spaces total 2506 with additional 246 parallel, 225 unmarked and for a total of 2977. Approximately 3/4ths of these spaces are privately owned.
- Study demonstrated a high percentage of private parking is undesignated in downtown and utilized as downtown parking. Private owners are subsidizing parking for downtown.
- Institute of transportation provides guidelines for engineering parking. It discusses parking demand when looking at square footage, employee numbers,

etc to determine formulas to determine demand for parking. Current demand based on these calculations is 2800 for a City Brevard's size.

- Parking study results include: occupancy average for all lots is low (Wednesdays average 43% and Saturday 28%), monthly occupancy average are consistent, off-street usage numbers fall well below 85% number to push the maximum for month-to-month.
- Parking survey produced following recommendations: additional signage with more specific directions to designated lots and significant numbers are willing to walk farther but not willing to pay for parking, needed more lighting. Survey responses strongly believe Youngblood vacant lot is City owned and expressed concerns over disrepair of lot. General public feedback is 2 hour parking isn't long enough but survey responses didn't generate strong feedback.
- Conclusions: Brevard doesn't have a parking problem in terms of supply/demand. DTMP streetscape changes alone will not produce a deficit. Private lots bear a large share of parking burden. Redevelopment downtown will simultaneously increase demand and subtract the supply of parking by reducing or utilizing current vacant lots used for parking. Youngblood property is providing 25 bonus spaces that would be felt downtown if lost because of its location. Way finding signs and system need improvement. On street parking is operating efficiently despite some minor issues – i.e. loading zone issues.

Council discussions:

- Directed staff to engage County regarding elections parking lot designated County parking only. City paid $50,000 towards downtown parking lot and building this lot. Request the parking signs designated as County parking only be removed.
- In regards to private parking lots, do owners know it is their advantage to allow parking there? Primarily private owners do not have a formal agreement to allow the public to park on those properties it is happening organically. There are issues for the private owners in regards to maintenance and liability that aren't being addressed.
- 2002 DTMP statements were made to imply clear direction from council at the time to develop downtown. As a result, City invites development and activity in undeveloped lots which could result in a parking problem and this is a good long-term problem.

~~ 12:20 to 1:05 P.M. LUNCH BREAK~~

County Seat/Downtown: Farmers Market Assessment

Mr. Josh Freeman, Planning Director introduced Consultant Smithson Mills, to present preliminary findings from his study of agricultural and development resources for a permanent public farmers market. Council directed staff, as part of community development strategy, to work on a more permanent and robust public farmers market. This strategy prompted the effort to conduct a Public Space Needs Assessment study and the Farmers Market is an element to this study. Elizabeth Jackson, Consultant, for the Public Space Needs Assessment Project was available for comment/input.

Presentation Overview:

- Shared project with NC Department of Agriculture and City of Brevard to measure the demand and willingness to accept this project.

- Surveys submitted to potential vendors and total 34 interested responses. Critical to have the proper mix of value added goods, i.e. jams, jellies, honey, processed food and secondly craft items and seasonal produce. This is evident in current market and why it has been moderately successful.
- Thirty markets within fifty miles from Brevard.
- Vendor feedback on permanent location is overwhelmingly in the downtown district. Days of operation are primarily Saturday morning. Second are Wednesday's after an established and successful Saturday morning business.
- Important amenities to vendors: bathrooms, signage, advertising, trash management, parking lot, tables for vendors and shade for permanent marketplace.
- Important rules and policies to vendors: assigned stall for all locations, allow samples to be served but it is harder because it must be regulated by the health department, allow credit cards, and allow sales from vehicles or trailers or ready access to their retail/stock from vehicles or trailers.
- Reasonable fees for membership: yes approximately $50-75 annual seasonal basis.
- Commitments from vendors to maintain a space: 17 committed to Saturday AM.
- Downtown business surveys conducted with 32 responses. Support for downtown market overwhelming. Market brings a steady draw of customers, good for community, brings people downtown, and is a component of why people live and visit the County. It brings more people here to Brevard.
- Downtown business surveys: location center to downtown as possible and parking taken into consideration. Important for downtown customers to be able to access the market.
- Downtown business surveys: interest in being a sponsor of the market? 18 no responses and approximately 9 yes responses for approximately $50 to $100 sponsorships.
- Further findings include: business owners, prospective vendors want a public market downtown to include necessary amenities, i.e. bathrooms and hand washing stations, along with required policies to operate the market. There looks to be adequate demand and interest from downtown vendors.
- Next steps: identify location, develop a viable design with cost estimate, identify/establish legal entity- LLC or incorporated entity for the program management, business plan with estimated operational cost, pursue funding, identify outside grant funding available, build timeline and potential opening in spring 2015.
- Report from Mr. Mills will recommend certain criteria for the bylaws for the market, final survey product and recommendation on the build-out and next steps of the process.
- Question regarding the current tailgate market vendor numbers. Ms. Jackson provided that is approximately 30 to 35 on average each week.

County Seat/Downtown: Public Space Needs Assessment

Mr. Josh Freeman, Planning Director will present elements of the Public Space Needs Assessment study conducted for downtown. Mr. Freeman introduced Ms. Elizabeth Jackson, Consultant for the Public Space Assessment Needs study. Council directed staff at previous retreat to conduct this assessment and look at public space in the downtown with respect to Council's vision and strategy statements.

Presentation Overview:

- Study is ongoing at this time and working to incorporate a total of 527 public input priorities provided from various partners, i.e. groWNC, Imagine Brevard, Rosenwald Small Area Plan and others.
- Study is comparing current public space to other communities our size.
- Study is focusing on a family oriented multipurpose public space and not just a place to hold festivals.
- Belmont presentation from Day 1 of Retreat was critical in laying the groundwork for this study. If Brevard makes public spaces part of our growing and vibrant downtown then it supports our goals and strategies.
- Study will look at connectivity and how critical it is to connect spaces into a network of public spaces, i.e. the octopus effect. It will look at potential property acquisition for multiuse and gathering spaces in downtown. Promote more civic meeting space and focus on bike and pedestrian friendliness in downtown. Study will also present issues about downtown regarding vacant lots downtown and deterrents for development. It will also support a beautiful downtown and address structural issues with our older buildings in need of rehabilitation structurally and aesthetically. There is clear support for a downtown farmers market.
- Presentation included examples of other vibrant cities and public open space.
- Important questions for developers: What do you want in the heart of your downtown? Do you want to develop? Is there multipurpose public space?
- Staff recommends conduct inventory of distressed buildings, cooperate with owners to evaluate feasibility of rehabilitation and funding sources to encourage redevelopment. Further, to engage in discussions with Transylvania County regarding the future of the courthouse, discuss retention of the court function downtown, repurpose of building. Finally, move forward with the farmer's market evaluation, next steps and timeline as presented by Mr. Smithson Mills. Recommends establish a relationship with the current farmers market in an effort to support advertising efforts at this time.

Council discussions:

- Farmer's market proposal is missing urban design approach to organizing downtown spaces. Parking is part of an open space plan and part of that is how you organize the public green space. Downtown could become a more successful downtown if it was organized around a public green space. Downtown master plan doesn't address public space, parking, and the market. Our planning shouldn't end at the streetscape planning level.
- Consensus to develop a Comprehensive Downtown Master Plan or look at the Downtown Master Plan in context of open space, parking and farmers market.
- Response to question: What is the City's role in public parking?
  Consensus the City should play a role.
- City's geography presents a challenge because of Jailhouse Hill and the inability or unwillingness to walk it. If we are to attract people downtown, then the Youngblood Property is critical because of its location.
- If we are to have a walkable community and the goal is to get people downtown, then you wouldn't need as many spaces. It depends on what we are trying to do.
- Response to question: What is the City's role and what degree on public space?
  Consensus the City should play a role.
  Integrate the discussion of parking, public space, farmers market and various other opportunities together.

- Response to question: What is the City's role in a new farmers market and to what extent?
  Concerns expressed over City's role.
  Concerns expressed on location of the market.
  City should be involved but unclear of commitment.
  City should look for potential partnerships that could arise from the market. We have to be able to respond to these as they arise regardless of where are in the planning cycle.
  Concerns expressed regarding maintenance, creating a position or contracting out the maintenance and operation of the market.

County Seat/Downtown: Main Street Program Administration

Representatives from the Heart of Brevard presented a proposal regarding the Heart of Brevard's role in administering the Main Street Program. Representatives from the Heart of Brevard include: President Jeremy Owen, Vice President Richard Coadwell, and Assistant for Executive Director Lynn Warner, Treasurer Pam Landreth, Secretary Martha Cartleton, Members Dee Dee Perkins and Leigh Trapp.

Additional attendees: Libby Freeman, Chamber of Commerce

Presentation Overview:

- History of the Heart of Brevard (HOB) provided including a timeline of the organization, sculpture project, revitalization of downtown businesses, job creation, HOB volunteer hours and City accreditation.
- HOB wants to partners with the City, be engaged and invited to the table, the board has a lot of energy and enthusiasm and work hard to be part of the faces of the community.
- HOB is currently undergoing an organizational assessment. Process has been positive and provided insight to the organization. Rediscovered their roots as a Main Street Program and recommitted to a well balanced program. Key point of this is to re-evaluate our festivals and events.
- HOB has scheduled time in February to reevaluate mission statement, create a community based vision for action, form committees and organize volunteers and work on new and strengthening partnerships.
- HOB will re-evaluate festivals and economic development value. Look to expand regionally and nationally.
- HOB future planning to collaborate with local government to recommit to the Main Street Program, introduce a new organizational structure, work with volunteer board to be more comprehensive of their 4 emphasis areas and pledging additional 1000 volunteer hours to get work done.
- HOB future planning includes each board member to sit on a newly formed committee and ask community leaders to be a part of those committees.
- HOB envisions being the vehicle to bring people together for different efforts.
- HOB limited marketing budget must be creative and utilize relationships with TDA and other groups to help bring people downtown.
- HOB design committee would like to become actively engaged in the City as a resource for the Down Town Master Process.
- HOB will work to understand forces impacting economic restructuring and work to develop a strategy to address this, i.e. providing resources to new and existing business initiatives, update business recruitment package.

- HOB plan is to tell their story and reach out with regular communication. Report back to the City a plan of action in early summer.

Council questions/discussions:

- What is the relationship between HOB organization and momentum of achievements/efforts downtown, i.e. façade improvements, renovations, festivals etc shown in the presentation? HOB did work on campaigning and promotions of those efforts. It creates energy and helps business owners by improving aesthetics in front of store fronts, i.e. water in the wells, increase business through festivals and this supports private investment. Previous HOB directors would go out and recruit people to come into downtown more specifically 2nd story renovations. In regards to festivals, several originated out of the HOB, others have been adopted from other agencies, and the Assault on the Carolinas came to Brevard after being actively engaged by the HOB.
- Review of spreadsheet and statement regarding $17 million invested by private investors. Is this the lifetime of the HOB and where is that investment? Yes it is over the lifetime of the HOB and it includes the cost of rehabbing buildings, return on investment, etc.
- Could this have been accomplished without being a MSD? No, the efforts with the HOB couldn't have been accomplished without this funding.
- City of Belmont presentation provided an overview of a very different management structure for festivals and events. Their focus is to use festivals as a tool to market their City. Request for the HOB to look at how our festivals can market Brevard and the many ways to capitalize on an event.
- HOB presentation provided an overview of their work in the community not just running festivals. There is a communication dilemma and how to address this perception that the HOB operates festivals and doesn't support the community in other ways.
- HOB and the efforts of the festivals gives Brevard visitors the impression it is a safe place and makes people feel good. Prior to the HOB the downtown made efforts to do this but it wasn't successful until the HOB was formed.
- Encourage HOB when organizing an effort or know of an organized event to partner with lead event organizers to transition a 1 day event into 2 or a weekend event. Effort to sell the community, openness, friendliness.
- In regards to festivals, question regarding the food vendors. Are less food vendors actively coming to the festivals? HOB responded that there are fire department and fire code regulations that required the space/distance between vendors be larger and as a result had to cut the food vendors in half.
- Need for Event/Community Coordinator to bring together the events of the City/County into one place and coordinate communication efforts of those events. Coordinator could work to setup a multiday high quality event.

~~4:00 – 4:15 P.M. BREAK~~

Council discussion continued:

- Request more information from HOB regarding how they have been a catalyst for change downtown, i.e. building improvements, economic impacts, etc.
- Encourage HOB to get back 'to their roots' and four pillars of their mission, how can it be qualified and measured?
- Encourage more open dialogue with other agencies, County, community stakeholders.

- Highlight local constituents and elevate 'internal marketing' efforts.
- Evaluate festivals to determine effectiveness and look for efficiencies.
- Request budget details and line item expenses.
- Request additional feedback on how City funds are spent in budget.
- Important question: does HOB need governmental assistance to accomplish their mission?
- Council agreed that the City looks to have an effective partnership with HOB and oversight of the Main Street Program. There is a critical role for both entities. Understand staff will return a contract outline with expectations for review for HOB and other nonprofits receiving City funds.

Unfinished Business and Next Steps

Facilitator Angela Owen provided an overview of listed decisions and action items developed during the two day retreat. Council reaffirmed decisions and steps. These are outlined below:

- Schedule Inter-City visit to Belmont and invite HOB to attend.
- Move forward with preliminary plan and steps to reclassify French Broad.
- Engage public outreach/education/feedback plan on water capacity and engage local jurisdictional stakeholders.
- Council attend March 7th public input session on economic development for comprehensive process plan.
- Comp plan work session Aug. 29th.
- Broad Street decisions: bury power, brick, add more green and work with college to include in this phase of project. Extend scope beyond college.
- Update downtown master plan to include a parking/public space/farm market physical plan "urban plan".
- Support Farmer's Market: Phase I investment = organizational/marketing efforts.
- Implement HOB contract with expectations for the HOB and the City.
- Planning Department look at all projects holistically.
- Update Pedestrian plan and develop bike plan to include French Broad River connect/walk, downtown → bike/pedestrian friendly, bike racks, etc. Connect non-downtown to downtown via bike/pedestrian infrastructure
- Address cell-phone service in dead spots in the City/County.
- Partner with local schools by working to continue to expand SRTS, providing technical assistance to BMS and work with schools on safe pedestrian walkways.
- Develop a formal Public education & information program. Understand more what/why we do what we do.
- Reach out to home-based businesses (lifestyle entrepreneur). Understand needs.
- Develop small area planning, Engage Pisgah Forest, etc.
- Transition weaknesses to strengths and encourage more conversations with County.
- Address loyalty and commitment between public and local governments.
- Support pro-active maintenance of internal systems.
- Understand the role of the courthouse in downtown & court function.
- Additional brainstorming provided: vision for Clemson Park improvements. Cartoon map similar to Belmont map, work to partner with college, receive update on Wayfinding project, update/increase number of shelters at Franklin Park and utilize volunteer work on projects, Mobile Sound system.

Facilitator Angela Owen led Council through a critique of the two day retreat. These are outlined below:

- Appreciate time and effort of staff on the retreat agenda, presentations and projects.

- Appreciate Belmont presentation and hearing feedback from another Council Member. Good presentation to frame big picture projects and discussions for Brevard.
- One of the best retreats with relevant topics all critical to Brevard.
- Work to find a way for public to see how our decisions here fit our vision and through the City's comprehensive planning process. .
- Retreat location, setup, accommodations were satisfactory.

Mr. Morrow moved, seconded by Mr. Landreth, Council adjourn. Motional Carried unanimously. At 5:45 p.m. the annual retreat was adjourned.

s/_____ s/_____

Jimmy Harris, Mayor LeAnn McCraw, Acting City Clerk

Minutes Approved: March 18, 2013