MINUTES

COUNCIL DOWNTOWN MASTER PLAN COMMITTEE

July 27th, 2016 – 4:00 PM

Administrative Conference Room at City Hall

Members Present: Charlie Landreth, Vice-Chair, Council Member
Jim Fatland, City Manager
Josh Freeman, Community Development Director
Daniel Cobb, Planning Director
Melanie Spreen, Heart of Brevard Representative
Heath Seymour, Heart of Brevard Executive Director
Susan Threlkel, At-Large Member
Dee Dee Perkins, Citizen Member

Members Absent: Ann Hollingsworth, Chair, Council Member

Staff Present: Aaron Bland, Planner and Assistant Zoning Administrator
Kerry Lindsay, Secretary

1. Welcome & Call to Order

The meeting was called to order at 4:13 PM on Wednesday, July 27th, 2016.

2. Introductions

Introductions were waived.

3. Certification of Quorum

Quorum was certified

4. Review of the Minutes

The minutes were approved unanimously and without correction.

5. Paid Parking Staff Report – *Added - Downtown Trash Discussion; Added - 2 Way Jordan & Morgan Streets*

J. Fatland introduced the topic and explained that the City is looking at converting 3 parking lots into paid parking in order to facilitate customer parking close to the shops. D. Cobb provided figures for both Occupancy of the lots and Possible Revenue Generation based upon occupancy and price/hour. He also informed the Committee that there would be an associate upfront cost for an unmanned kiosk and that that would range fairly substantially based upon which payment methods it accepts, if it's electric, etc. He explained that possible revenue generation would be $44,550 – $267,300 for the combined lots. M Spreen inquired where employees would park and D. Cobb replied that that would be at PNC Bank where the City is negotiating free parking. D. Cobb further explained that with electronic kiosks the City could change the rates for special events such as the White Squirrel Festival. A. Bland stipulated that the City would likely have to adjust the rate multiple times in the first year to find one which allows for optimal lot capacity and revenue. S. Threlkel expressed concerned regarding parking enforcement and education. C. Landreth further explained that Downtown businesses were upset at the entire day closure of the Jordan lot for the demolition. The City agreed to postpone further work until after Labor Day. Furthermore C. Landreth brought up a shortage of Downtown recycling accomodations and suggested a recycling facility on the lot instead of parking. He expressed concern regarding whether parking was the best use for the lot. H. Seymour said he was worried that all of the parking is on West Main and there is a lack of parking on East Main. J. Fatland said he is looking into options, however, there is a shortage of viable sites on that side of the City. M. Spreen suggested making the parking paid in the summer and free in the winter. This would encourage people to go Downtown during the cold months and still have the effect of giving customers premier parking in the summer. She further stated that other cities require restaurants to contract out there recycling and trash disposal needs. J. Fatland mentioned Highlands approach toward the issue by creating a half dozen centralized trash locations in their alleys. M. Spreen expressed concern about truck access to alleyways. D. Perkins said she supported a recycling center at the Jordan lot. She was worried about the overflowing street trashcans. J. Fatland mentioned that this could be the result of private apartments putting their trash in the bins.

The Committee returned to the subject of parking at C. Landreth's direction. J. Freeman asked what the cost of enforcement would be. D. Cobb replied that he hadn't gone that far into an analysis.

J. Fatland brought up the idea of making Jordan and Morgan two way streets again. He references his meeting with Josh and Scott Cook and said that if the Committee decided to go forward with the two way street, then much of the signalization costs would go into the Caldwell Project. The Committee expressed concern that this would eliminate the loading zones which the community had struggled with prior to making the two streets one way. S. Threlkel also mentioned that it would eliminate the on-street parking.

6. Current Project Updates

J. Freeman told the group that Probart Street construction preparations began this week with the removal of 6 trees. He also mentioned that further discussions were taking place regarding alcohol in South Alley and that Clemson Plaza was about ready to go to bid. He explained that the apartment over the Coed had been cleaned out and informed everyone that the mural idea proposed for the Plaza would not be possible. This is because mural would require that the stairs from the Coed be built differently and the facade will not structurally support that work.

J. Fatland asked if the City should return with recycling quotes. C. Landreth further expressed his waste management concerns in the downtown area by suggesting that the City revisit waste management infrastructure as a whole in the downtown area. S. Threlkel asked that the City look into cleaning the sidewalks as well. J. Fatland said he would discuss the issue with the Public Works Director.

The Committee reiterated projects they would like to address such as: Water in Times Arcade Alley, Recycling plan, Parking Plan, 2 Way Streets on Jordan/Morgan, Urban Forestry, Electric Charging Vehicles, Time Line on Jordan Street lot plans, and South Alley Alcohol.

7. Adjourn

The Committee adjourned at 5:05 PM on Wednesday, July 27th, 2016.

X

Charlie Landreth, Vice Chair

X

Kerry Lindsay, Secretary