

# **MINUTES**

## **COUNCIL DOWNTOWN MASTER PLAN COMMITTEE**

**August 23<sup>rd</sup>, 2017 – 4:00 PM**

Administrative Conference Room at City Hall

Members Present: Ann Hollingsworth, Chair, Council Member  
Charlie Landreth, Vice Chair, Council Member  
Jim Fatland, City Manager  
Daniel Cobb, Planning Director  
Heath Seymour, Heart of Brevard Executive Director  
Melanie Spreen, Heart of Brevard Representative

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

Staff Present: Jill Murray, Deputy City Clerk

Special Guests: Eric Caldwell, Transylvania Economic Alliance  
Stan Reynolds, Duke Energy

### **1. Welcome & Call to Order**

The meeting was called to order at 4:27 PM.

### **2. Certification of Quorum**

Quorum was certified by the Deputy City Clerk.

### **3. Approval of Minutes**

Mr. Landreth moved, seconded by Mr. Seymour, the March 22, 2017, meeting minutes be approved. Motion carried unanimously.

### **4. Main Street – Replacing Streetlights**

Mr. Cobb explained that a few months ago, a streetlight fell down on Main Street which prompted a discussion of Main Street and the Downtown Master Plan. Because Main

Street is a state road, along with 276, Broad Street and Caldwell Street, we got specifications from the DOT about how bright the lights had to be and we passed that on to Stan and his crew from Duke Energy and they came back with a map of where the lights should go and how far they should be spaced. The design we've tentatively selected is the D style pole with the teardrop light. (Exhibits A and B) Also handed out was a map showing where the lights would go from Rice Street to England Street and includes some cross streets as well. (Exhibit C)

Mr. Cobb introduced Stan Reynolds from Duke Energy to explain things a little further. Mr. Reynolds stated that the NCDOT sets the standard for what road lighting should be. The particular light you chose is 150 watt LED (25 feet). There are units that go as high as 420 watts but those tend to be glary on streets and those are more for industrial settings. For your purpose from Rice to England Street, you will need to have 38 units crisscrossed and that does not include pedestrian scale lights (12 feet). Mr. Cobb added that the light replicates daylight very well. Mr. Reynolds showed pictures of downtown Greenville, SC who have the same lights however, they have the pole style "c" which is quite a bit more expensive than the "d" style that the City picked. The "d" style comes in aluminum instead of steel hence the cost savings. Also, they do not have the banner system or outlets which the City of Brevard will have. There will be outlets at the top so that you can plug in Christmas wreaths into them.

Mr. Seymour asked about having outlets at the bottom for all the festivals downtown and Mr. Cobb said that he spoke with David Lutz about making that happen at the same time by having the City hire a contractor to do it.

Mr. Cobb stated that they "d" style pole is not only cheaper, but it also comes very close to matching our way finding signs so they would match very well.

Mr. Fatland stated that he ran some numbers to figure out the best way for the City to pay for the lighting. If we pay \$23 per pole but you have an additional \$40 per month forever but you pay for the cost of the pole and insulation. Greenville, SC has a program where they paid around \$6500 per pole and that includes installation and you put that money up front, then by the 11<sup>th</sup> year, your taxpayers can benefit from paying the \$23 forever but if you don't you're paying \$64 forever. I think we should pay the money out of pocket if we decide to go this route so we can keep the \$23 constant. Also I would not recommend borrowing money because you're going to extend that breakeven point several more years out. I would recommend that we use general fund dollars to pay the cash up front for the street lights and we pay back the general fund like we did for the Probart Street sidewalk. That way we get the streetlights all done at once so that

the entire downtown has enjoyment of the lights instead of doing it piece meal. We may want to extend more lights depending on our discussion today from Morgan down to French Broad Place. The \$23.24 is the monthly O&M cost but if you put up no money out of pocket you have to pay the \$64.96 plus \$3,118.08 forever. If you pay the \$314,925.12, that gives you 48 poles and the breakeven point is starting the 11<sup>th</sup> year, you're paid for. We pay cash up front but get the benefit of the lower O&M cost. Mr. Fatland suggested we may want to consider seeking contributions from sponsors for a street light pole. David Lutz wants to get a contractor to lay conduit during the time that these poles are installed so that during events, we'd have a separate box for power.

Mr. Landreth asked if we have construction schematics for the proposed streetscapes because the planting of trees is not going to happen in the same way it happened if we follow the plan. There's a more substantial well that is protected. It protects the infrastructure around it from tree root intrusion. Also, where the conduit lays in the ground should be determined in consideration of where the new curb alignment for the cross sections of the street are. We need to look at the cross section of the streetscape just to see if affects where we put the conduit.

Mr. Cobb confirmed with Stan that there is some wiggle room to move things around if necessary.

Ms. Spreen asked if there is a plan that shows locations for the poles and also if the streetscape of the master plan lines up with where these poles will go? Mr. Cobb said they haven't compared that yet but it will be done at some point and we also have 10% leeway of where we can put the poles.

Mr. Cobb stated that we would be able to compare the master plan with the light plan and make a decision.

After much discussion, the Board decided that they would like to have another meeting before bringing this before Council. They would like to see two proposals, one showing 25 footers and the second proposal showing 25 footers with pedestrian 12 footers scattered throughout the downtown and what the cost would be.

Mr. Landreth stated he would like to see a plan drawing that shows the proposed tree locations, the proposed curb alignments, the proposed benches, the proposed trash cans, where the light poles have to go because that may be a way to say that we don't need that many poles. He added that he does not have a good design sense on how to make this decision. There are people who do urban lighting design and I feel like I

want some design information to say these are the reasons you should consider pedestrian lighting in addition to what you have to have for DOT. We don't want poles everywhere.

Mr. Fatland motioned, seconded by Mr. Landreth that Mr. Cobb put together a plan drawing showing all components of the Downtown Master plan with suggested pole locations over the top so as to get a better idea of what it would look like and bring it to the next Committee meeting. Motion carried unanimously.

### **Wayfinding Signage**

Mr. Cobb passed out the City of Brevard Policy on Wayfinding and Graphic Communication Criteria for Inclusion. This policy was put together before the wayfinding signs were installed and has never been formally adopted by Council. It includes the list of current destinations on the signs now. We drafted it expecting that we would have requests from different destinations and organizations to be put on the sign but that has not happened until now. We have had both the Lumberyard and Oskar Blues ask about being put on the signs and before we start trying to figure out who goes where, this policy needs to be updated and adopted. Our emphasis has been on safety, adequate parking and that it is a long-standing business. This is the first time you're seeing this but I would like everyone to look it over and perhaps give me any feedback at our next meeting on any changes or additions. Josh Leder has specifically asked to have a sign directing people to his area. We do not have an official name for that area yet.

Ms. Hollingsworth stated that the name that has been discussed is the Railroad Art District.

Mr. Cobb made some mock-ups to see what they would look like to give everyone an idea of what the sign would look like.

Ms. Hollingsworth said that we know Oskar Blues is a big player in our community but there are a lot of other big players in our community as well so how do we pick and choose?

Mr. Cobb stated that if you go through the current policy and score it, Oskar Blues scores fairly well but not excellent. They score well enough to be on the system. If you look at the Lumberyard as a whole, with the bike shop, the restaurant, the gallery, the car shop, the brewery, they also score well enough to be on the system but not as a

stand-alone sign. There are two scores, one to be on a sign by yourself and one to be on a sign with other names.

Mr. Seymour asked about visitation, which is number 7 on the policy. He feels 100 in attendance could be every restaurant around town. Ms. Hollingsworth said we need to make sure that we're using criteria that is amped up otherwise we'll have a lot of people asking "why can't I be on the sign?"

Mr. Landreth asked what's the economic development perspective on this? Mr. Reynolds said that you want to make sure that folks can get to where they want to go and marketing the attractions that you have here. For instance Oskar Blues is off the beaten path and you can't find them driving right through downtown Brevard.

Mr. Seymour said that The Phoenix recently asked him how they can get more signage so people are always asking, so you'll have to be pretty particular with this.

Mr. Landreth asked are we being asked to evaluate the document or decide on Oskar Blues? Mr. Cobb said that he would like everyone to evaluate the document so we can make a decision about Oskar Blues. Mr. Landreth suggested that we might think about some disqualifying minimums like if you don't have at least 10 full-time employees, you don't qualify. Mr. Cobb stated that as an example, the Military Museum, they're a non-profit, how do they get onto the system if they want to? There's no policy on that right now. We also need to keep private entities in check. Ms. Hollingsworth suggested that any non-profit should have a set amount of years in existence.

Mr. Landreth wondered if there is a web-based enhancement to our physical signs that would allow to somehow associate with the City of Brevard. A website with hotlinks where we could put some of the things that we would never put on a map. I think there's ways to link someone to a smart phone and we should advertise that. It could be the City of Brevard website, Visit Waterfalls site, the Chamber site etc.

Ms. Hollingsworth asked if we're giving enough direction on this and Mr. Cobb said yes. Mr. Seymour would like to talk about some of the restaurants and businesses downtown. Downtown Hendersonville has a post that points the direction of where each business is and he will bring pictures and ideas to the next meeting.

Mr. Cobb said it's a simple fix. If you want to modify the sign regulations to allow people to do that on their own, that's very easy and we can have that to you by October. If you wanted to do something similar to a wayfinding program but for businesses

downtown, that's more complicated but it can still be done. We would have to have a policy similar to this specifically for downtown to say these businesses qualify and these don't.

Ms. Hollingsworth said I would suggest the uniformity look and they pay for their thing. Mr. Seymour agreed and said he's been telling people that if we get something worked out, you would have to pay for it but on the other hand if we could get some little corner kiosk with businesses on them. I've seen them on light poles or utility poles and it'll have information.

Mr. Landreth said he thinks we're close on nailing down the policy that deals with Oskar Blues and the downtown thing is complicated. However he is in favor of it but they should not be one document.

Mr. Cobb suggested a simple solution that will provide the security we need, and to know that signs won't get out of control, is to modify the sign ordinance specific to downtown and allocate a certain percentage of the sides of buildings to private signage.

Melanie Spreen left the meeting at 5:15PM. Quorum was retained.

## 5. Adjourn

Ann moved, seconded by Mr. Landreth to adjourn the meeting.

The meeting adjourned at 6:00 PM on Wednesday, August 23<sup>rd</sup>, 2017.

X   
Ann Hollingsworth  
Chair, Council Member

X   
Jill Murray  
Deputy City Clerk

Minutes Approved – September 27, 2017

Minutes – Council Downtown Master Plan Committee Meeting – August 23, 2017



Pole Style A



Pole Style B



Pole Style C



Pole Style D



Pole Style E

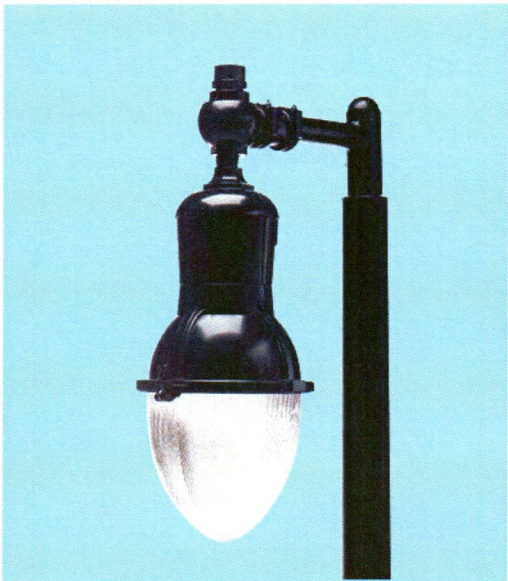


Pole Style F



Outdoor Lighting

Teardrop LED



Subject to variance from manufacturer, Contact us for region-specific details.

The elegant, energy-efficient Teardrop LED is a multifunctional fixture with lighting applications ranging from sidewalks and pathways to streets and parking lots. The nostalgic feel of this fixture can enhance any municipal downtown or historic district. Two options are available for brackets.

|                        |                                         |
|------------------------|-----------------------------------------|
| LED                    | 50   150 watts                          |
| (Light Emitting Diode) |                                         |
| Mounting heights       | 15', 20', 25', 30'                      |
| Colors                 | Black<br>Green                          |
| Poles                  | Style A, C                              |
| Applications           | Neighborhoods<br>Businesses<br>Downtown |

For additional information, visit us at [duke-energy.com/OutdoorLighting](http://duke-energy.com/OutdoorLighting) or call us toll free at 866.769.6417.



Outdoor Lighting

Teardrop LED

Light source: LED (white)

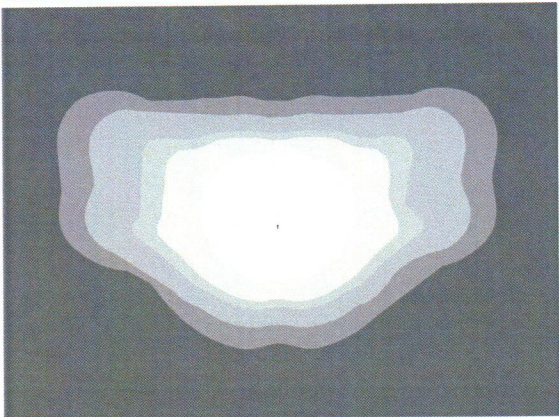
Wattage: 50 | 150

Lumens: 4,500 | 12,500

Light pattern: IESNA Type III (oval)

IESNA cutoff classification: Cutoff

Color temperature: 4,000K



light distribution pattern

Pole available:

| Type     | Mounting height    | Color          |
|----------|--------------------|----------------|
| Aluminum | 15', 20', 25', 30' | Black<br>Green |

Features

- No installation cost
- Design services by lighting professionals included
- Maintenance included
- Electricity included
- Warranty included
- One low monthly cost on your electric bill
- Turnkey operation
- Backed by over 40 years of experience

Benefits

- Frees up capital for other projects
- Meets industry standards and lighting ordinances
- Eliminates high and unexpected repair bills
- Less expensive than metered service
- Worry-free
- Convenience and savings for you
- Provides hassle-free installation and service
- A name you can trust today ... and tomorrow

