

MINUTES

COUNCIL DOWNTOWN MASTER PLAN COMMITTEE

June 27, 2018 – 4:00 PM

Administrative Conference Room at City Hall

Members Present: Charlie Landreth, Chair, Council Member
Jim Fatland, City Manager
Heath Seymour, Heart of Brevard Executive Director
Melanie Spreen, Heart of Brevard Representative
Susan Threlkel, Council Appointed At-Large Member
Dee Dee Perkins, Council Appointed Citizen Member

Members Absent: Mac Morrow, Vice Chair, Council Member
Daniel Cobb, Planning Director

Staff Present: Aaron Bland, Planning Department
Denise Hodsdon, Executive Assistant

Guest: Jimmy Perkins

A. Welcome & Call to Order

The meeting was called to order at 4:03 PM.

B. Certification of Quorum

Quorum was certified by Executive Assistant Denise Hodsdon.

C. Approval of Agenda

Motion by Ms. Threlkel, seconded by Mr. Fatland to approve the agenda. The motion carried unanimously.

D. Approval of Minutes from May 23, 2018 Meeting

Motion by Ms. Spreen, seconded by Ms. Threlkel to approve the minutes of the May 23, 2018 meeting as presented. Motion carried unanimously.

E. Discussion of FY18-19 Fee Schedule – Parking In-Lieu Fees

Mr. Fatland reported that the budget for the City was approved on June 18th and included the ordinance and fee schedule. Since then, there has been some concern

regarding the parking in-lieu fee which was increased from \$500 to \$14,500 per space. Mr. Fatland asked Mr. Bland to clarify when a developer would be required to pay the fee. Mr. Bland explained that the fee in lieu is an option for developers in downtown who provide their parking. There are other ways to provide parking such as satellite parking, shared/combined parking or onsite parking. He said the payment is not necessarily desired by the City, but it is an option to provide the parking that a developer is creating demand for. He said anyone who moves into an existing space with the same use as the previous business or if they only change the use and do not increase the number of parking spaces required, they would not have to do anything for parking. The parking requirements would come into play when a developer either expands a business, builds a brand new building, or creates a substantial increase in parking demand with a more intense use of an existing space. He pointed out that since 2007 the City has collected only six spaces worth of parking in-lieu fees for a total of \$3,000.

There was considerable discussion regarding how parking downtown is different than parking in the rest of the City and whether the City wants to be, or should be, in the parking business. Mr. Bland said the fee gets a lot of attention because there is a dollar amount associated with it, but he believes that there are some provisions of the parking standards and regulations in Chapter 10 that could be updated if we start to think about some of those real-world implications of downtown where you park once and walk more often than you do elsewhere in town.

Mr. Landreth noted that the challenges of collecting the fee in-lieu is that we don't have anything to buy with it. He said he would like to see this Committee take two steps, the first of which would be to make a recommendation to City Council to suspend the parking in-lieu payment. The next step would be to decide the strategic direction we want to take and develop some action steps, including looking at our policy in Chapter 10 regarding development, looking at how we manage our existing resources, developing a land plan for parking, and developing a strategy with the County.

Motion by Mr. Seymour, seconded by Ms. Spreen to request that the City Council suspend the parking in-lieu fee. The motion carried unanimously.

Other Discussion:

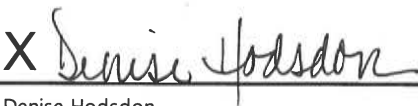
Ms. Perkins and Ms. Threlkel both thought it would be valuable to revisit the wayfinding policy and gateway and area signage throughout the City. Mr. Landreth shared his opinion that this Committee's focus is the Downtown area and we are not charged with area signage throughout the City. He agrees that we do need to have a good plan for it. One of the topics he wants to discuss at a future meeting is how to address the need for district planning throughout the City, and not just add on to the responsibilities of the Downtown Master Plan Committee.

F. Adjourn

Mr. Landreth adjourned the meeting at 4:47 PM.

X 

Charlie Landreth
Chair, Council Member

X 

Denise Hodsdon
Executive Assistant

Minutes Approved - October 24, 2018