

Brevard Parking and Open Space Plan



Allison Platt, Principal
Allison Platt & Associates

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Brevard Parking & Open Space Plan

The purpose of this study:

- To follow on from the Parking Study completed last year;
- To recommend location(s) for possible future parking decks;
- To recommend ways in which parking, open space, and pedestrian improvements can be enhanced and coordinated within the downtown.

Brevard Parking Study, August 2013

Parking Study Issues Identified

- Parking needs are currently being met;
- Anticipated redevelopment of private parking over time is likely to reduce availability and increase demand;
- There are ~2500 off-street parking spaces and 250 on-street spaces. Of the 2500 spaces, 75% are privately owned;
- There are concerns that the current wayfinding system is not adequately helpful in finding parking;
- Employee use of valuable on-street parking is also a concern for business owners;
- Conservative development forecasts show that new development near downtown and increased parking needs will result in inadequate parking in 5-10 years.

Brevard Parking Study, August 2013

Parking Study Findings & Recommendations (1):

- Encourage downtown employees to park off-street;
- More clearly identify on-street spaces and work to find more spaces;
- The need for better parking organization in the area around the Brevard Lumber Yard;
- Improve Wayfinding signage and use other strategies to assist visitors with parking;
- Negotiate lease agreements with private lot owners during off-hours to increase supply;
- Consider locations for future parking garage(s), especially in relation to Courthouse parking demand;
- Create truck loading zones (or?) to deal with deliveries.

Brevard Parking Study, August 2013

Parking Study Findings Recommendations (2):

- Find ways to decrease parking demand through:
 - Increased pedestrian amenities
 - Improved facilities for cyclists
 - Exploration of public transit options
 - Initiating carpooling and ride sharing programs
- Pursue property acquisition for parking lots and a garage

Brevard Wayfinding Plan, 2007

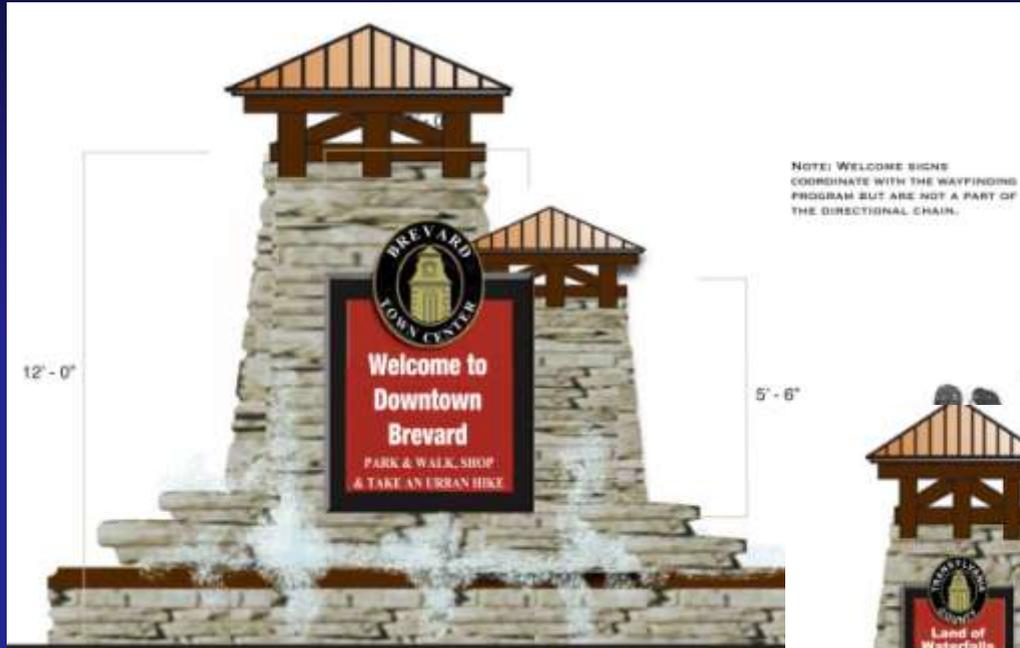
- The 2007 Wayfinding Plan establishes a family of signs and entry features that highlight the unique character of Brevard
- This system of signs helps to make the connections between the unique natural environment and the historic downtown
- Any circulation/parking/open space improvements should build on this theme



THE IMAGE WE SEE HERE IS MODIFIED FROM A TEE SHIRT DESIGN.



Brevard Wayfinding Plan



Some Facts About Parking

- People will only walk a short distance from parking to their destination;
- If the walk includes areas that are not perceived as interesting and safe, or if they must walk past too many vacant properties or buildings, visitors will often leave or continue searching for parking closer to their destination;
- In Brevard, many parking spaces have no buffer between the parked vehicles and the walkways, which is uncomfortable for pedestrians;
- Although the downtown is mostly very attractive, the walk from parking areas to the core area is often unattractive

Existing Conditions



Downtown Strengths

- Brevard has an interesting, off-beat, hip character and reputation;
- Although the downtown core is small, it is vibrant, in spite of some current vacancies;
- The historic buildings are attractive and the sidewalks, though narrow, are inviting;
- The downtown has a large number of excellent art galleries and restaurants;
- There are some interesting places to discover and explore, such as the Times Arcade;
- The nearby natural setting and attractions such the Brevard Music Center and Pisgah National Forest bring many visitors through and into Brevard's downtown.

Brevard Strengths



Brevard Strengths



Brevard Strengths



Brevard Strengths



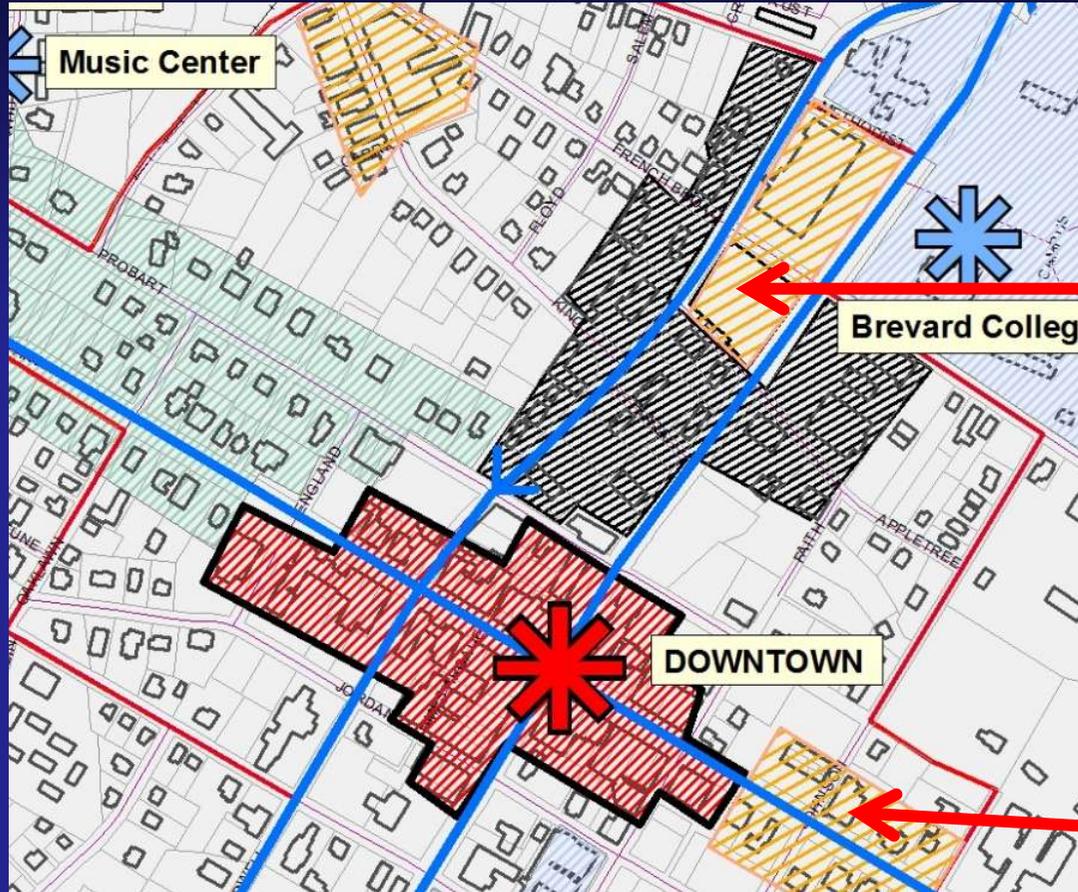
Brevard Strengths



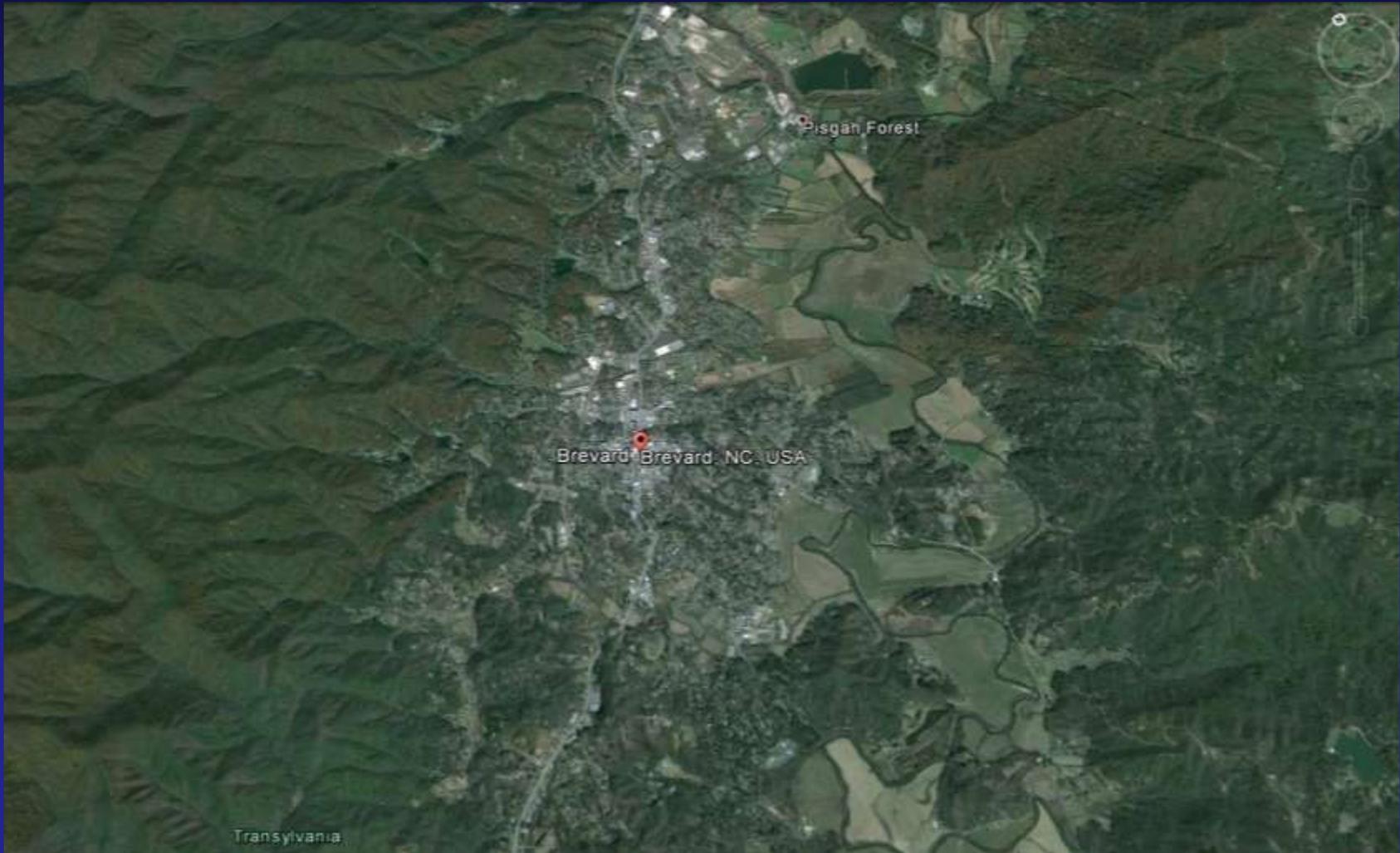
Downtown Challenges

- The downtown core is small, and some attractive nearby buildings are isolated from it;
- Although natural beauty is nearby, it does not feel like an intrinsic part of the character of downtown;
- There are very few attractive and usable open spaces near the core;
- The narrow sidewalks limit the opportunities for outdoor display and dining;

Brevard Challenges



Brevard Challenges



Brevard Challenges



Brevard Challenges



Downtown Approach/Parking

- The road most visitors take into downtown (Caldwell Street) is unattractive and disorganized along most of its length;
- It is unclear to visitors when they have arrived in downtown (this may be addressed in the future by wayfinding signage);
- Once the visitor has arrived at Main Street, it is unclear where to park;
- As observed in the wayfinding study, the somewhat aggressive “no parking” signs on private lots are unfriendly;
- In Brevard, many parking spaces have no buffer between the parked vehicles and the walkways, which is threatening to pedestrians;
- Although the downtown is mostly very attractive, the walk from parking areas to shopping area is often unattractive.

Brevard Parking



Brevard Parking



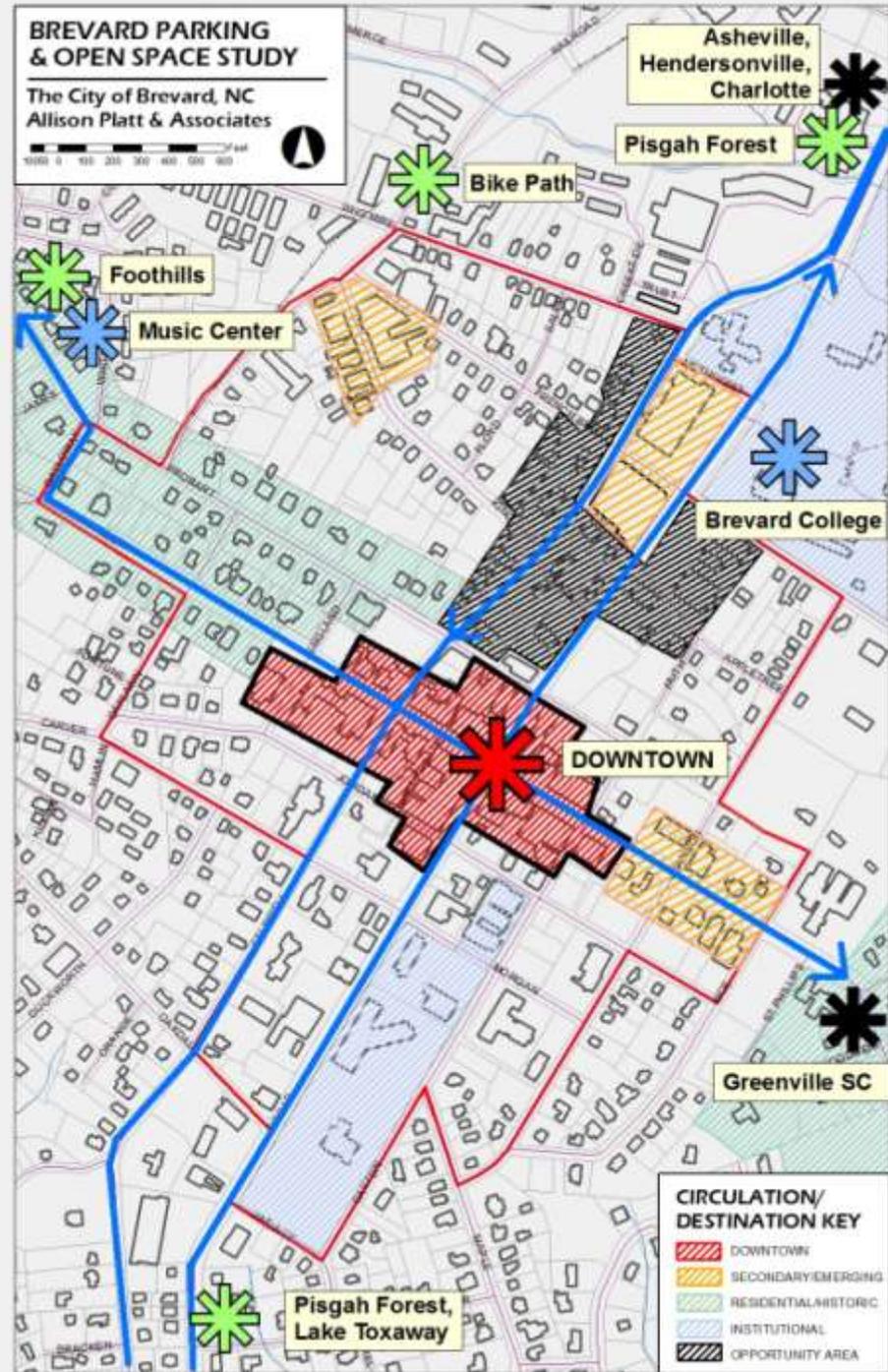
Brevard Parking



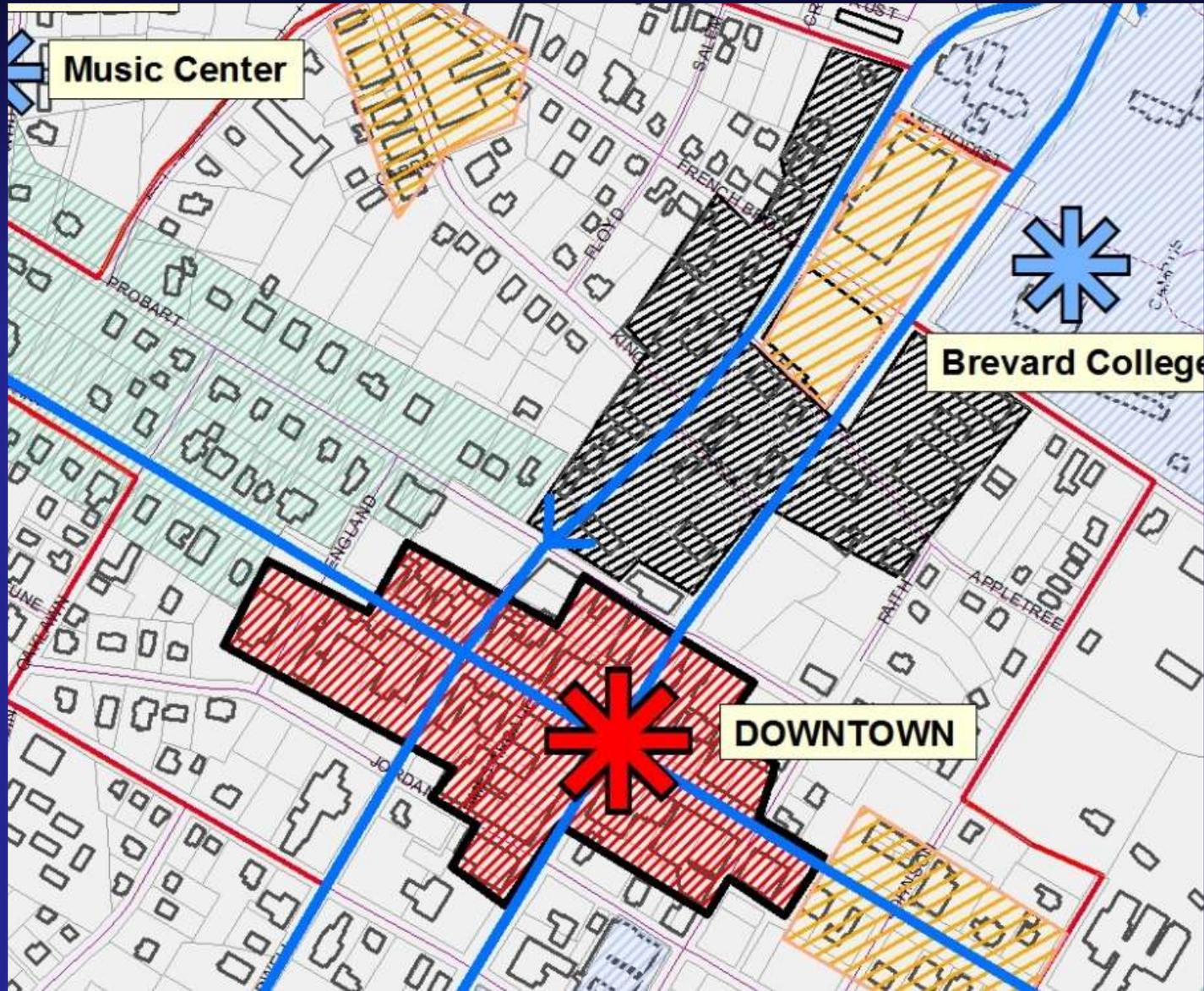
Destinations

BREVARD PARKING & OPEN SPACE STUDY

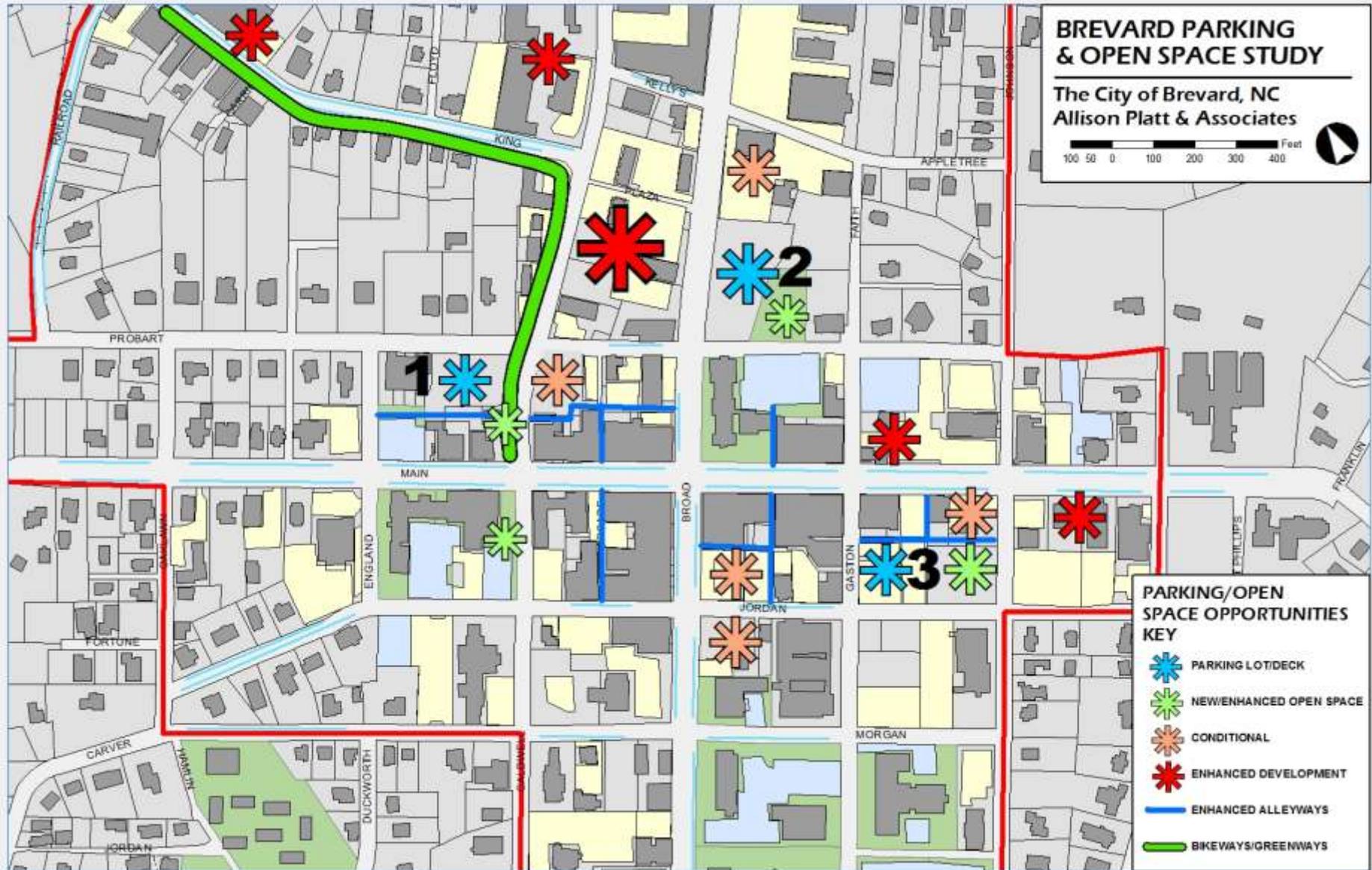
The City of Brevard, NC
Allison Platt & Associates



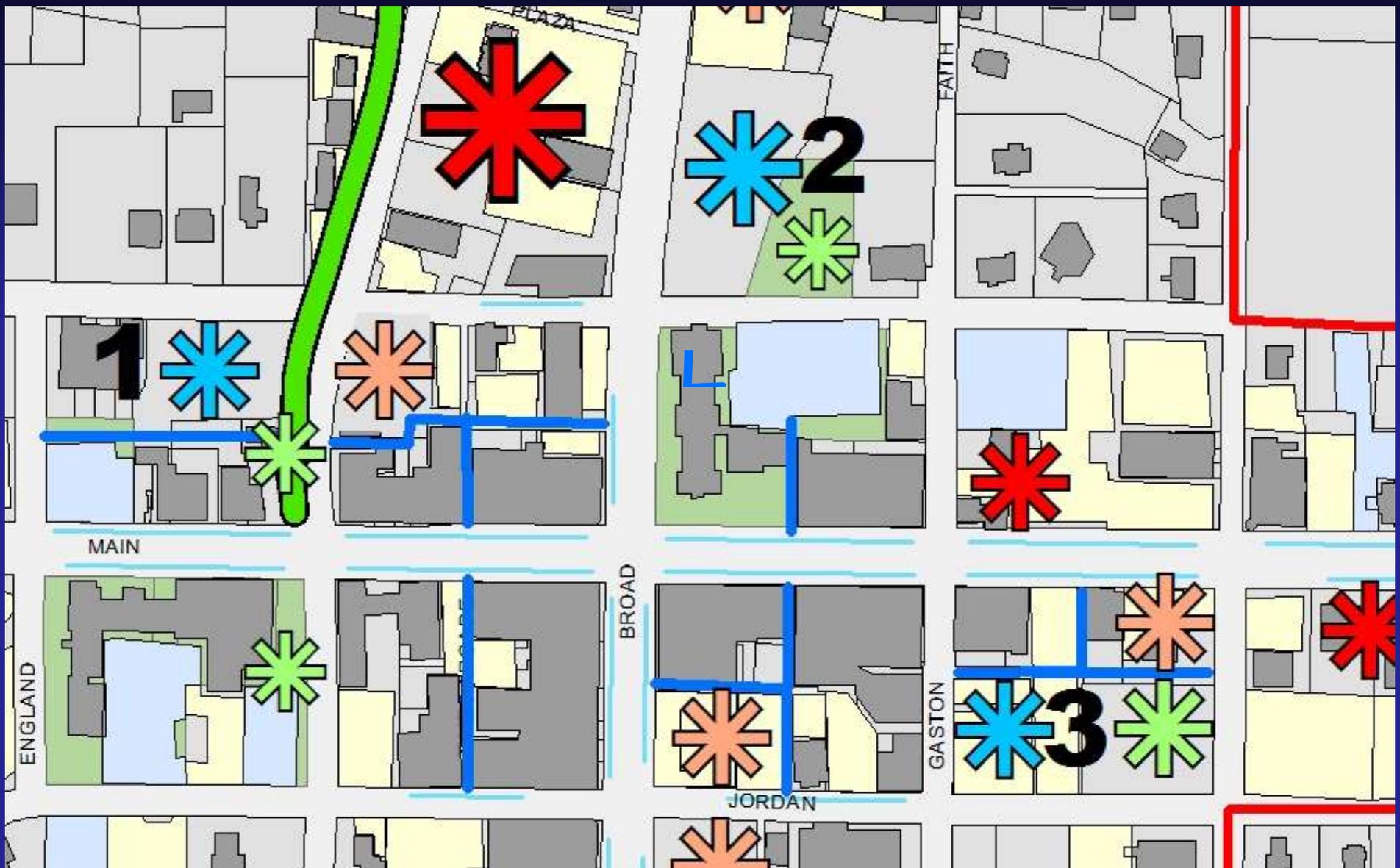
Destinations



Analysis



Analysis



Solutions for Parking/Open Space

- Designate one or more future parking deck sites, acquire sites, and provide surface parking on these sites in the short term
- Implement standards for new and existing parking lots
- Create more attractive connections between parking and shopping, and especially consider upgrading and expanding alleys as interesting byways
- Consider standards for new development if not already in place in order to extend the walkable area downtown
- Designate locations for pocket parks and artwork in relation to pedestrian paths
- Welcome bicycles downtown and provide rentals and secure storage
- Always consider the whole experience (buildings, gateways, connections, signage, parking, pedestrian experience)

Parking Garage Location # 1



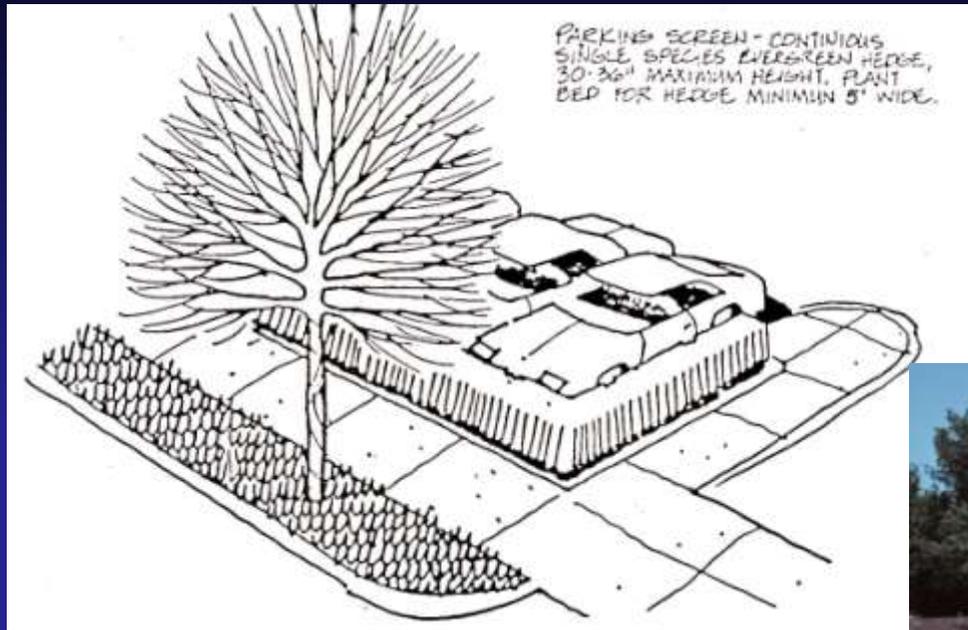
Parking Garage Location #2



Parking Garage Location #3



Parking Design Standards



Parking Design Standards



Connections: Alleys



Connections: Alleys



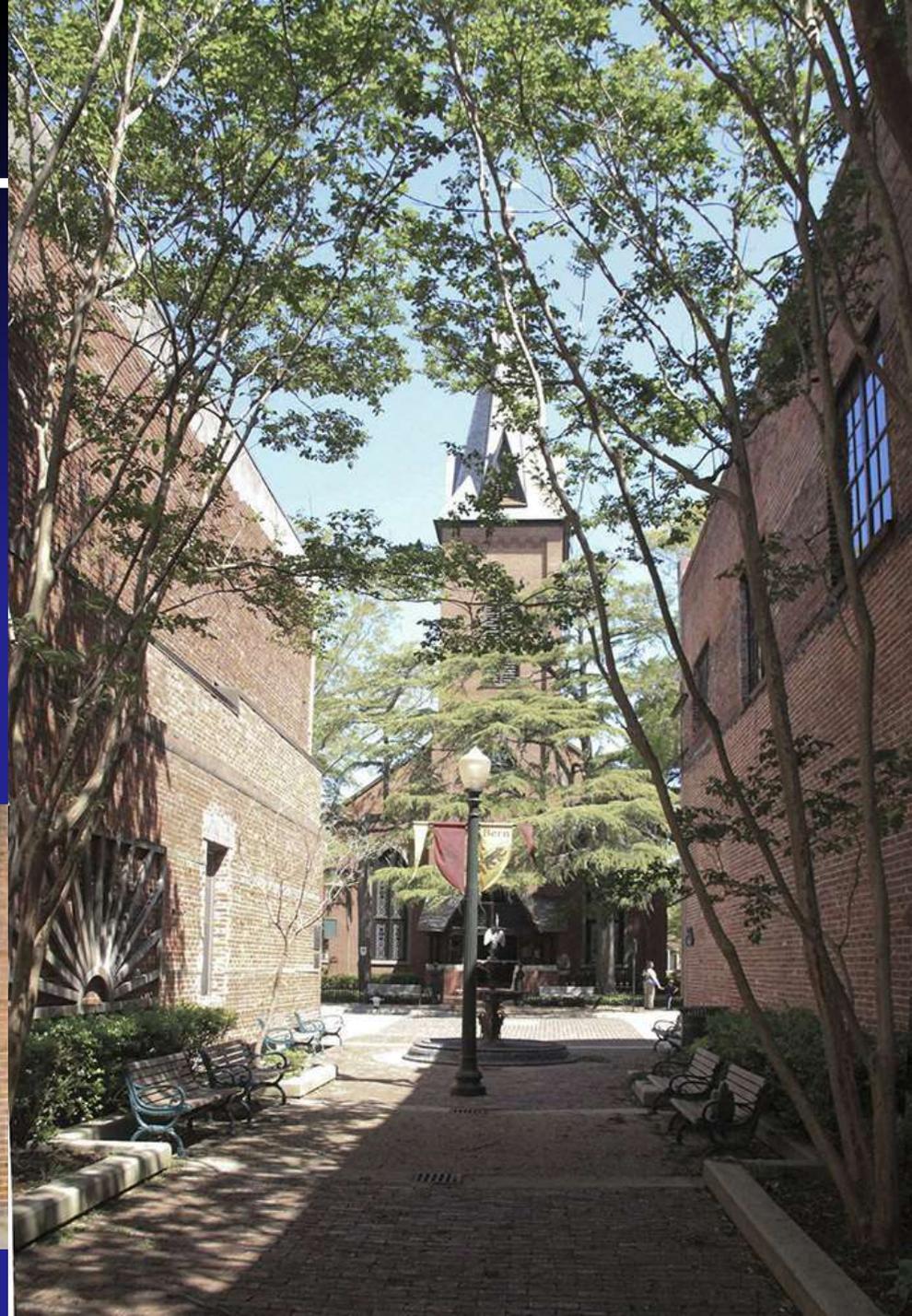
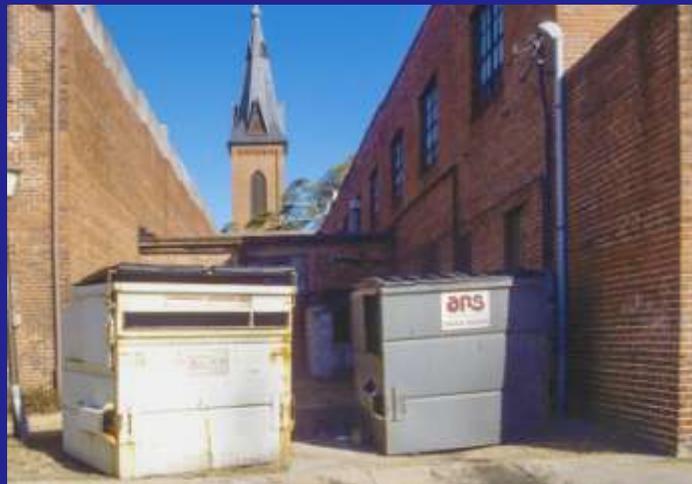
Connections: Alleys



Connections: Alleys



Alleys: Examples



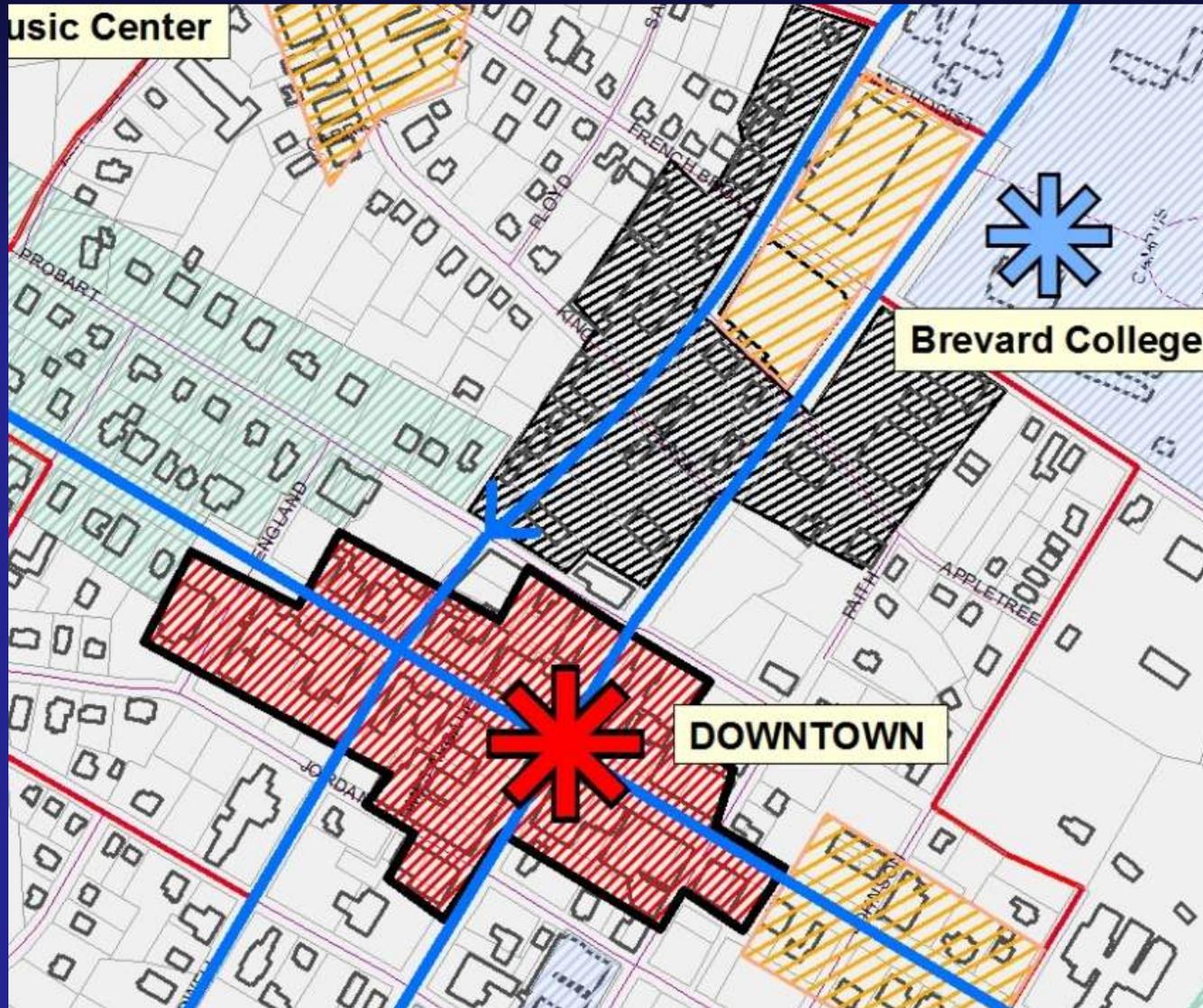
Alleys: Examples



New Development Standards

- Brevard has some distinguished new buildings
- The challenge will be to ensure that connections are made so that all urban-scale buildings fall within a walkable, attractive matrix
- Creating that matrix includes the street wall, connections to parking, signage, and streetscape
- Standards for new development would apply to new development and redevelopment; existing buildings would be grandfathered
- The success of each building depends on the environment

New Development Standards



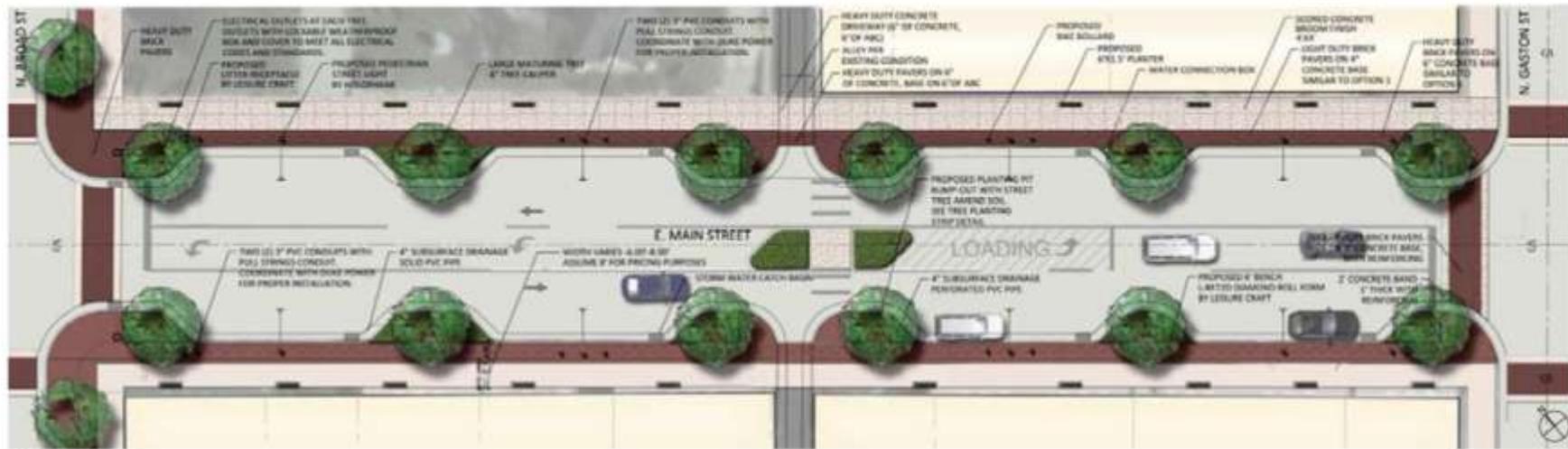
New Development Standards



Why is this building struggling?



Pedestrian/Bike Connections and...



ENLARGEMENT



CONTINUOUS STREETScape

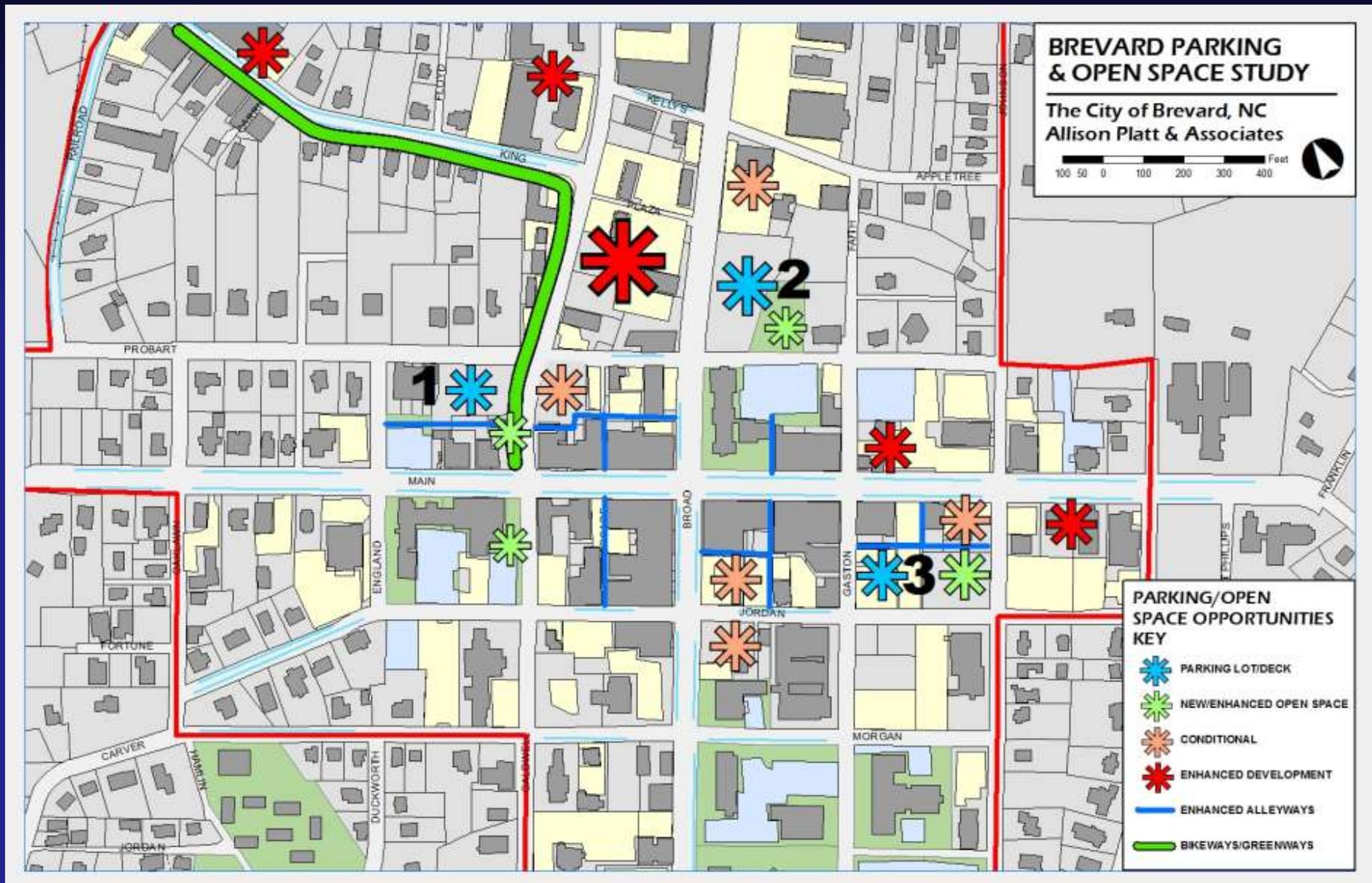
Connections to Lumberyard



King Street Neighborhood



Analysis



Question/Discussion
