

# MINUTES

## COUNCIL DOWNTOWN MASTER PLAN COMMITTEE

Thursday, February 4, 2021 – 9:00 AM

City Hall Council Chambers

Members Present: Maureen Copelof, Chair, Council Member  
Gary Daniel, Vice Chair, Council Member (left at 10:12 am)  
Jim Fatland, City Manager  
Paul Ray, Planning Director  
Nicole Bentley, Heart of Brevard Executive Director  
Dee Dee Perkins, Citizen Member  
Billy Parrish, Heart of Brevard Representative (via Zoom)  
Susan Threlkel, Council Appointed At-Large Member (via Zoom)

Absent: None

Staff Present: Leigh Huffman, Planner  
Denise Hodsdon, Executive Assistant

Guests: Melanie Spreen and Michael Johnston, Domokur Architects  
Mark Burrows, Blue Zones Project

### A. Welcome & Call to Order

Committee Chair Maureen Copelof welcomed everyone and called the meeting to order at 9:00 AM.

### B. Certification of Quorum

Quorum was certified by Executive Assistant Denise Hodsdon.

### C. Approval of Agenda

Motion by Ms. Bentley, seconded by Mr. Daniel to approve the agenda as presented. The motion carried unanimously.

### D. Approval of Minutes of January 21, 2021 Meeting

Motion by Mr. Daniel, seconded by Mr. Fatland to approve the minutes of the January 21, 2021 meeting as presented. The motion carried unanimously.

## **E. Downtown Master Plan Kickoff Discussion**

Melanie Spreen of Domokur Architects presented a proposed schedule for the Downtown Master Plan & Streetscape project. Following discussion, the kickoff meeting of the Downtown Master Plan Committee was scheduled for Thursday, February 11<sup>th</sup> at 3:00 pm, and a first meeting of Stakeholder Groups, to be held virtually, was scheduled for Thursday, February 18<sup>th</sup> at 5:00 pm. Ms. Spreen discussed that the plan is for each Stakeholder Group to have one or two representatives at the meeting and then go back to their respective organizations to have discussion and submit one response on behalf of the organization. Ms. Spreen will draft a letter of invitation to the Stakeholder Groups.

## **F. Picnic Area on Caldwell & Main Streets**

Committee members discussed ideas of how to make the picnic area on the corner of Caldwell and Main Streets more inviting. Ideas included installing colorful shade sails, an information kiosk, some type of comfortable seating, a play element such as chess or bocce board, and a temporary chalkboard wall. Ms. Perkins suggested that we reach out to Charlie Landreth to help with a simple layout/design to include some of these elements. Mr. Daniel will contact Mr. Landreth.

## **G. Update re Jordan Street Trash**

Ms. Bentley reported that the merchants are in favor of the new plan but she did note that we will need to consider cleaning the trash area regularly in order to avoid smelly messes. She also noted that people are just putting bags of trash in the corral and suggested that we may want to consider providing trash cans to leave in the corral for the merchants and tenants to use.

## **H. Holiday Decorations**

The Christmas Decorations Task Force, consisting of Mr. Fatland, Ms. Bentley and Ms. Perkins is scheduled to meet on Friday, February 5<sup>th</sup> at 11:00 am and will bring back suggestions to this committee.

## **I. Focus 2020 Review**

Ms. Threlkel has prepared a final draft and sent it Mr. Fatland for his review. Mr. Fatland said it is a very good read and he learned a lot. He noted that as a community, we have accomplished a lot more than even Focus 2020 had earmarked. He suggested that we could make copies and send it out to all committee members. Ms. Threlkel said the final draft does need some updates to the first section and she asked Mr. Fatland to send her whatever corrections he has, and then it would be ready to send out to the committee.

**Additional Comments:**

Ms. Perkins commented that the Transylvania Tourism Board has a Destination Infrastructure Committee and its purpose is to look at ways that the Tourism Board can be supportive to the initiatives that are going on in the community. One of the things they have discussed are bike racks and the committee has funds available to cover the cost of two bike racks. Ms. Perkins asked that we add discussion of potential locations for bike racks to a future Downtown Master Plan Committee agenda.

Ms. Perkins said another item the Destination Infrastructure Committee has talked about is the need for signage and wayfinding along the bike/hike path, particularly through the Sylvan Valley area. Ms. Copelof noted that the Parks, Trails & Recreation Committee should be involved in discussion about signage for the bike/hike path.

Ms. Perkins also reported that the Tourism Board has approved a \$10,000 grant for the Downtown Planter Project.

Ms. Copelof reported that she has talked with the person who wants to donate the sculpture, and unless he hears back from the City within the next few weeks, he is considering donating the sculpture to another place.


Ms. Bentley said Jordan Street merchants are still asking for signage to direct people to that area and she requested that we add that item to the next agenda.

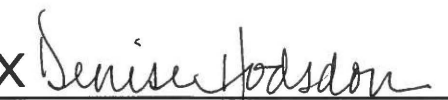
**J. Set Date for Next Meeting**

The next meeting of the Council Downtown Master Plan Committee will be on Thursday, February 11, 2021 at 3:00 PM in the Council Chambers at City Hall.

**K. Adjourn**

There being no further business, the meeting was adjourned at 10:42 AM.

X   
Maureen Copelof  
Chair, Council Member

X   
Denise Hodsdon  
Executive Assistant

Minutes Approved - February 11, 2021

## MEETING AGENDA

**Client:** City of Brevard

**Project:** Brevard Downtown Master Plan and Streetscape

**Project #:** COB PO# 6417 / DA# 2020076

**Date:** 2/04/2021

**Author:** M. Spreen

**Subject:** Project Overview – Downtown Master Plan Committee

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### DISCUSSION ITEMS:

1. Project Schedule
  - a. Overall Project Timeline
  - b. Downtown Master Plan Committee Meetings
    - i. Kick-off Meeting – review priorities (approximately 2 hours)
    - ii. Conceptual Master Plan Work Session (approximately 2-3 hours)
      1. NCDOT / NCDEQ Meetings to follow
    - iii. Preliminary Master Plan Work Session (approximately 2-3 hours)
      1. Stakeholder Meetings to follow
      2. Recap after Stakeholder Meetings?
    - iv. Draft Final Master Plan Work Session (approximately 2-3 hours)
      1. NCDOT / NCDEQ Meetings to follow
      2. Final Plans submitted for approval
    - v. Final Presentation to City Council
2. Stakeholders
  - a. Groups
    - i. Heart of Brevard
    - ii. Chamber of Commerce
    - iii. Transylvania County Tourism
    - iv. Council Parks, Trails, & Recreation Committee

- v. Blue Zones Project
  - vi. Council Public Works & Utilities Committee
  - vii. Council Public Safety Committee
  - viii. Transylvania County Planning Department and County Commissioners
  - ix. Mary C. Jenkins Community Center Committee
  - x. Transylvania County Farmers' Market
  - xi. Other: \_\_\_\_\_
  - xii. Other: \_\_\_\_\_
- b. Input
- i. Kick-off Meeting (Virtual) – 60 minutes
  - ii. Provide priorities to Consultant (written documentation) prior to Conceptual Plan
  - iii. Preliminary Master Plan – Presentation / Stakeholder Meetings
    - 1. 4 Meetings – 60-90 minutes each
    - 2. Combination of stakeholders in each meeting
3. Priorities (Initial – to be reviewed and refined by DTMP Committee)
- a. Enhancing mobility, accessibility, and safety in downtown with:
    - i. Traffic calming strategies
    - ii. Sidewalks
    - iii. Connectivity between primary and secondary streets and off-street parking areas
    - iv. High- visibility and accessible crosswalks
    - v. Integration of pedestrian, bike, and vehicular circulation
    - vi. Appropriate size, location and access to loading zones
  - b. Creating an attractive and engaging pedestrian experience with:
    - i. Improved outdoor dining and seating areas
    - ii. Street trees and landscaping (with irrigation)
    - iii. Alley improvements
    - iv. Public gathering / event space
    - v. Street Lighting

- vi. Site Furnishings (benches, bike racks, trash/recycling receptacles, bollards, planters)
- c. Reinforce downtown's identity and unique sense of place:
  - i. Opportunities for public art
  - ii. Connection to outdoor recreation
- d. Development of an appropriate conceptual infrastructure plan:
  - i. Stormwater modifications and improvements
  - ii. Electrical, AV, lighting and water connections to support events and holiday lighting
- e. Promote Economic Vitality and future development with:
  - i. Continuity of streetscape and circulation paths to secondary streets
  - ii. Integrated downtown parking plan including combination of on-street, off-street, City Parking Garage, and private parking lots

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