

MINUTES

COUNCIL DOWNTOWN MASTER PLAN COMMITTEE

Thursday, March 18, 2021 – 3:00 PM

City Hall Council Chambers

Members Present: Maureen Copelof, Chair, Council Member
Gary Daniel, Vice Chair, Council Member
Jim Fatland, City Manager (left at 5:16 pm)
Nicole Bentley, Heart of Brevard Executive Director
Dee Dee Perkins, Citizen Member
Billy Parrish, Heart of Brevard Representative
Susan Threlkel, Council Appointed At-Large Member (left at 5:00 pm)

Absent: Paul Ray, Planning Director

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

Guests: Melanie Spreen and Michael Johnston, Domokur Architects
Jason Smit and Stephanie Livingston, Arbor Engineering (via Zoom)
Mark Burrows, Blue Zones Project

A. Welcome & Call to Order

Committee Chair Maureen Copelof welcomed everyone and called the meeting to order at 3:05 PM.

B. Certification of Quorum

Quorum was certified by Executive Assistant Denise Hodsdon.

C. Approval of Agenda

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

D. Approval of Minutes of March 4, 2021 Meeting

Motion by Ms. Perkins, seconded by Ms. Threlkel to approve the minutes of the March 4, 2021 meeting as presented. The motion carried unanimously.

E. Downtown Master Plan Concepts Work Session

Mr. Parrish provided an overview of the results of the 2021 Heart of Brevard Walkable Center Assessment (copy filed with the minutes as Exhibit A). Mr. Parrish noted that the full assessment report includes a long laundry list of things that could be attended to and Heart of Brevard will present a much more detailed report of findings in the upcoming weeks, but this overview includes the issues that are relative to and hopefully can be addressed by the master planning process. Observations and recommendations by the Heart of Brevard Team included:

- Pedestrian friendly crosswalks, signalization timing and safety enforcement
- Cyclist-friendly improvements
- Traffic calming improvements and enforcement
- Signage and street improvements at entryways into downtown
- Address missing sidewalk linkages
- Better placement of recycling and trash containers
- Placement of trees and landscaping
- Better maintenance of and enhancements to alleyways
- Creation of outdoor dining areas
- Parking management strategy coordinating public, nonprofit and private parking areas
- Evaluation of service delivery/loading zones

Additional observations from the survey and citizen feedback included:

- Arcade Alley needs to be refreshed
- Include Jordan Street from Broad to Gaston in Master Plan street improvements
- Streetscape Plan must be scalable and affordable
- Better integration of Downtown overall
- Expand the feel of downtown to include pathways to destinations that exist in and around the retail/restaurant/office core
- More opportunities for greening downtown
- Develop stronger connection between downtown and Brevard College
- Leave on-street parking

Melanie Spreen then proceeded with the concept presentation for the Downtown Master Plan and said she believes that they have addressed all of these comments. Ms. Spreen noted that there were 228 responses to the stakeholder survey and that 150 were from the general public. The presentation outlines the top areas of concern and priorities for improvements and economic development, and included the following areas (a copy of the entire presentation is filed with the minutes as Exhibit B):

Gateways: Ms. Spreen noted that we have two gateway conditions; that gateway before you get to downtown from the north where the road splits and you can either go downtown or bypass it on Caldwell Street, and that gateway coming from Rosman into downtown. She said they want to explore with NCDOT as to what they will let us do at

key intersections. They want to talk about possibly making two lanes onto Caldwell Street instead of one, making signage more visible and adding “no thru trucks” signage to make it clear that we don’t want trucks driving through downtown, and reducing speed limits and adding traffic calming measures such as planted medians and narrowing the lanes down to 10 feet to slow traffic down. They are looking at adding more crosswalks and making all crosswalks make more visible. She noted that one of the most critical factors to slowing traffic down would be to make the signals change more frequently.

Parking Management Strategy: Ms. Spreen explained that we need to think about what direction people are coming from and make sure that there is signage and access to those parking lots that are most visible and accessible to them. Some of the suggestions are to reconfigure traffic on West Jordan Street for better access to the City’s parking lot, partnering with the County and private lot owners for a comprehensive approach, putting wayfinding kiosks in those lots, and providing short-term and long-term opportunities for bike parking.

Streetscape Concepts: The presentation included street concepts and key points for West Main Street, East Main Street, West Jordan Street, East Jordan Street, South Broad Street, and South Gaston Street. There was discussion about looking at options for service vehicles and delivery zones and possibly limiting and regulating loading zone hours.

South Broad Park/Library: Ms. Spreen suggested that depending on what happens with the Courthouse and the hotel, the most viable option for creating a community green space is coordinating and working with the County. They are looking at the idea of creating a green space that revitalizes and expands South Broad Park.

Following the presentation, committee members gave their feedback and there was consensus to continue to refine the concepts presented today.

F. Set Date for Next Meeting

The next regular meeting of the Council Downtown Master Plan Committee will be on Thursday, April 1, 2021 at 9:00 AM in the Council Chambers at City Hall.

G. Adjourn

There being no further business, the meeting was adjourned at 5:44 PM.

X 
Maureen Copelof
Chair, Council Member

Minutes Approved - April 1, 2021

X Denise Hodsdon

Denise Hodsdon
Executive Assistant