MINUTES

COUNCIL DOWNTOWN MASTER PLAN COMMITTEE

Wednesday, December 11, 2024 – 4:00 PM
City Hall Council Chambers

Members Present:	Gary Daniel , Chair, Council Member Billy Parrish, Heart of Brevard Representative Lee McMinn, Citizen Member Nicole Bentley, Executive Director, Heart of Brevard Parker Platt, At-Large Member Mayor Maureen Copelof, Ex-Officio
Members Absent:	Pamela Holder, Vice Chair, Council Member
Staff Present:	Wilson Hooper, City Manager Paul Ray, Planning Director Aaron Bland, Assistant Planning Director Selena Coffey, Assistant to the City Manager
Guests:	Maggie DeLap, Platt Architecture Doug Miller
Media:	Jon Rich, Transylvania Times

A. Welcome & Call to Order

Committee Chair Gary Daniel welcomed everyone and called the meeting to order at 4:00pm.

B. Certification of Quorum

Quorum was certified by Assistant to the City Manager Selena Coffey.

C. Approval of Agenda

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

D. Approval of Minutes of September 19, 2024 Meeting

Mr. McMinn moved, seconded by Mr. Platt to approve the minutes of the September 19, 2024 meeting as presented. The motion carried unanimously.

E. Presentation Regarding Bike Connectivity to Downtown

Ms. Bentley introduced Maggie DeLap, who provided a presentation entitled *Bike Lane Connecting the Estatoe Trail to Downtown.* This presentation displayed the existing Estatoe Greenway, showing where it intersects West Main Street and provided the Heart of Brevard's concept plan for adding a bike parking area on England Street, adding signage reflecting the direction to bike to downtown and the location of bike racks, and the painting of bike lanes on designated streets, including Main Street. Ms. DeLap shared ideas from the City of Asheville for street painting delineating the bike lanes and provided renderings of options for bike parking at the curb of the England Street parking lot.

Mr. Daniel raised the question of why Clemson Plaza wasn't considered for the bike racks instead of the England Street parking area. He reminded everyone that the proposed bike parking on England Street would be dangerous with vehicular traffic entering and exiting the parking area. He also noted that he thought there would be more bikes coming downtown than were planned with the proposed bike racks, suggesting the need for more space. Ms. Copelof agreed with the need for more bike parking and proposed the use of England Street as well as Clemson Plaza for bike racks. Mr. Hooper shared with the Committee that City Council had given approval to staff to proceed with requesting ownership of West Main Street from NCDOT.

Mr. Hooper asked if the idea was to provide a shared vehicle and bike lane, and Ms. DeLap agreed. Discussion continued with input from Committee members. Mr. Parrish noted that the goal for the presentation was to ask for input and an initial consensus on moving forward before the Heart of Brevard begins applying for funding to support the project. Ms. Copelof suggested the need for a wholistic planning approach for Clemson Plaza before installing bike racks. Mr. Hooper summarized the members' input and agreed to take the concept to the City's traffic consultants and NCDOT to ask about the steps necessary to do a pilot program on Main Street. He further noted that staff would begin looking into the cost of various styles of bike racks and the appropriate signage and present the information to City Council to ascertain how they would like to proceed. He noted that staff would add Clemson Plaza to the concept plan for presentation to Council.

F. Parking Study

Mr. Hooper introduced this agenda item by providing background information on the last parking study completed by the City's Assistant Planning Director Aaron Bland thirteen years previously. He then asked for the Committee's input on what should be included in a new parking study.

Committee members discussed the scope for a new parking study, providing input into what should be addressed within the study, including visitors' parking habits in addition to parking availability in downtown Brevard. The Committee spent significant time discussing their thoughts about downtown parking as it relates to visitors and customers downtown, business owners and employee parking, and the City's demographics. Mr. Platt suggested that the City

develop a request for proposals (RFP) for the study to include input received from Committee members. Mr. Parrish added that goals for the study should include a parking management plan and implementation, as well as parking inventory, access, and use. Mr. Hooper shared that the City is working to enhance the use of wayfinding signage downtown, which may help visitors being able to locate available parking.

Mr. Hooper summarized the Committee's input noting that a new parking study should utilize the existing parking study as a template and should address the following:

- Driver behavior or user profiles of those who park downtown;
- Demographic information on visitors who park downtown and implications in this regard;
- Improvements to pedestrian infrastructure;
- Ways to accommodate transit to reduce parking demands downtown;
- Parking management concepts; and
- Ensure that data collected within the study is relevant to small businesses.

Mr. Hooper concluded that staff will develop a scope of work for inclusion in a RFP for the parking study and move forward with this task.

G. Public Comment

Doug Miller thanked the Committee for their consideration of bike and pedestrians downtown and parking challenges.

Another guest suggested that the Committee and City consider more destination parking downtown.

Mr. Daniel asked the Committee if they were interested in making a recommendation to the Public Safety Committee to expand the City's social district, which had been previously discussed. The Committee reached consensus to make the recommendation that the social district be extended down Main Street to Rice Street at this time and potentially consider extending the district west at a later date.

Mr. Parker asked for an update on the status of the landscaping at the end of Arcade Alley. Mr. Hooper indicated that the landscaping was going to be postponed until after the first of 2025 in order to dig trench and install waterproofing at the Platt building prior to landscaping. Mr. Ray indicated that the contractor had informed staff that completing this trenching and landscaping would be very disruptive to pedestrians and traffic during the holiday season, which was the primary reason for the delay.

H. Set Date for Next Meeting

The next meeting of the Downtown Master Plan Committee was scheduled for Wednesday, January 8, 2025 at 4:00pm.

I. Adjourn

There being no further business, the meeting was adjourned at 5:07pm.

Minutes Approved - January 8, 2025

X
Gary Daniel
Committee Chair

X
Selena Coffey
Assistant to the City Manager