MINUTES
City Council Downtown Master Plan Committee

Thursday, May 14, 2025 – 4:00pm
City Hall Council Chambers

Members Present:	Gary Daniel, Chair Council Member Pamela Holder, Vice Chair, Council Member Nicole Bentley, Heart of Brevard Executive Director Dee Dee Perkins, Heart of Brevard Representative Lee McMinn, Citizen Member Parker Platt, At-Large Member Mayor Maureen Copelof, Ex-Officio Member
Staff Present	David Todd, Assistant City Manager Paul Ray, Planning Director Becky McCann, Communications Coordinator Denise Hodsdon, City Clerk
Guests:	Dave Bradley, Transylvania Times

A. Welcome & Call to Order

Chairman Daniel called the meeting to order at 4:00pm.

B. Certification of Quorum

City Clerk Denise Hodsdon certified a quorum present.

C. Approval of Agenda

Ms. Bentley asked to add agenda item to discuss bike connectivity from the Estatoe Trail to downtown. With this addition to the agenda, Ms. Bentley made a motion to approve the agenda, and Mr. McMinn seconded the motion. Approval of the amended agenda passed unanimously.

D. Approval of Minutes

Ms. Bentley made a motion to approve the April 9, 2025 meeting minutes. This motion was seconded by Mr. McMinn and all voted in favor.

E. Preview of Downtown Master Plan Status Review and Strategy Discussion

Mr. Hooper provided commentary about budgetary information being available at the next meeting. He explained that staff wants to do an inventory as to which projects within the plan have been completed, how projects should be prioritized, and how these projects will be funded. He noted that the budget will include $194,776 as of July 1, 2025 and this will be used for projects within the upcoming fiscal year. He noted that, after the budget is approved and the inventory is completed, he wants to get this committee's input. This will be added to next month's agenda for the committee.

Ms. Perkins indicated that she felt that staff should provide a committee member for herself and other new members of the committee. Mr. Daniel indicated that he would be willing to participate in this regard and Mr. Hooper agreed to put this plan in motion.

F. Jordan Street Striping Plan Follow-up

Mr. Ray provided background information from the last committee meeting indicating that Ms. Bentley had been visiting and speaking with downtown merchants regarding parking spaces and the re-striping of Jordan Street. He summarized that, at the last committee meeting, the consensus was to:

- Move the loading zone on Jordan Street to the front of Looking Glass Real Estate.
- Change the loading zone in front of Quixote to a handicap space on the end.
- Turn that loading zone into a box-truck sized space.
- Turn the 10-minute parking spaces in front of the bakery and Sully's into 2-hour spaces.

Ms. Bentley shared that after doing canvassing of the impacted merchants and after consensus from the Heart of Brevard Executive Committee and Built Environment Committee, their recommendation would be to eliminate the proposed loading zone in front of Looking Glass on South Broad, to not include the restriping or loading zone on Jordan Street and to ensure that the loading zone in front of Quixote is long enough for a semi-truck once the handicapped space is moved to the end. She further stated that they would like to keep the curbside spaces at Blue Ridge Bakery on West Main Street and Broad Street Wines on South Broad. She also noted that enforcement would be of importance.

Mr. Daniel stated that he would like to consider these decisions further after completing the upcoming parking study. Mr. McMinn suggested that the city should wait to re-stripe after the parking study is complete. Ms. Bentley noted that the business owners want South Broad and Jordan Street striped now and Mayor Copelof agreed due to safety concerns. Mr. Ray questioned if the city used a

temporary type of paint now and would come back with permanent paint and brackets after the parking study is complete. Mr. Hooper indicated that the parking study report should be available after the summer traffic, potentially 6-9 months from now. The committee continued discussion about temporary striping for now. Mr. McMinn made a motion to accept the plan to install temporary striping until the parking study report is received. Committee conversation continued. Mr. Daniel stated that he did not feel that the loading zone should be eliminated in front of Looking Glass Realty. There was additional conversation about losing parking spaces.

Ms. Perkins questioned keeping the loading zone at Quixotes and having the parking study review all parking in addition to loading zones. She felt that this would provide a summer of traffic for evaluation.

Mr. McMinn withdrew his original motion in favor of Ms. Perkins' comments. Ms. Perkins made a motion to incorporate the location of the loading zoning on the West side of the street into the upcoming parking study, execute the reconfiguration of the loading zone on the East side of the Street near Quixotes, and execute the conversion of the individual loading zones on East and West Main Street, preserve the 15 minute loading zones in front of Blue Ridge Bakery and Broad Street Wine, and temporarily stripe Jordan Street until the parking study is complete. Mr. Platt seconded the motion and all voted in favor.

G. England Street Charging Stations

Duke Energy is pulling out of a program that provides reduced pricing for the city's charging stations that have been a part of the "Park and Plug Program." Duke has will publicly bid these charging stations, which will mean that a third party could sell parking within the lot. Mr. Todd explained that the city has a few choices, which include whether we extend the lease to Duke Energy. If the city doesn't extend the lease with Duke Energy, the city can utilize the space for other uses as of December 2026. The city can also bid on the charging units. He feels that Duke is likely to remove the chargers from the stands. In that case, the city could purchase its own chargers and/or charge for parking. Mr. Todd indicated that he and Mr. Ray recommend that the city not renew for an additional year, but that the city bid on it, which provides improved flexibility for the city. He further recommended that the city replace the chargers and operate them as the city does in the lot behind the neighboring hardware store. Staff and members of the committee had extensive discussion on this topic from the standpoint of a beneficial amenity, impact on tourism, value in rapid charging stations, etc. There was general support to not bid or to bid low and use the next 18 months to determine the next best course of action for the city.

H. Bike Connectivity from Estatoe Trail to Downtown

Mr. Hooper introduced this agenda topic notifying the committee that the city now owns a portion of West Main Street and therefore the city is uninhibited by state regulations.

Ms. Perkins shared that the Tourism Development Authority (TDA) feels that there needs to be a true beginning and ending point for the Estatoe Trail. She noted that this has been discussed on several occasions among various groups. Mr. Daniel noted that the city was intentionally asking the state for the new portion of West Main Street for this reason. Ms. Bentley added that the Heart of Brevard is in support of and encouraging the city to begin with the installation of the permanent bike lanes and potential for moving forward to Clemson Plaza in the future. Mr. Daniel stated that he thought city council would support this and it seemed that the best terminus for the Trail would be Clemson Plaza instead of the parking lot in West Main Street.

Mr. Hooper noted that he would have the city's consultant design the plans and bring the design back to this committee and city council.

I. Public Comment

There was no public comment, but Mr. McMinn asked for clarification on federal funding of various projects. Mr. Hooper provided clarification.

J. Set Date for Next Meeting

The next meeting date was scheduled for June 11, 2025 at 4:00pm.

K. Adjourn

There being no further business, Mr. McMinn made the motion to adjourn, which was seconded by Mr. Daniel. The meeting was adjourned at 5:29pm.

Minutes Approved: 8/13/2025

X _____
Gary Daniel, Committee Chair
Pamela Holder, Committee Vice Chair

X _____
Selena D. Coffey

Assistant to the City Manager