MINUTES
City Council Downtown Master Plan Committee

Wednesday, August 13, 2025 – 4:00pm
City Hall Council Chambers

Members Present:	Gary Daniel, Chair Council Member Nicole Bentley, Heart of Brevard Executive Director Dee Dee Perkins, Heart of Brevard Representative Dakota Chapman, Citizen Member Parker Platt, At-Large Member Mayor Maureen Copelof, Ex-Officio Member
Members Absent:	Pamela Holder, Vice Chair, Council Member
Staff Present:	Wilson Hooper, City Manager David Todd, Assistant City Manager Selena Coffey, Assistant to the City Manager

A. Welcome & Call to Order

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

B. Certification of Quorum

Assistant to the City Manager Selena Coffey certified a quorum present.

C. **Approval of Agenda**

Ms. Bentley requested to add a potential public art application from Quixote as item I. Ms. Perkins made a motion to approve the agenda as revised. This motion was seconded by Mr. Platt. All voted in favor.

D. Approval of Minutes – May 14, 2025 Meeting

A motion was made to approve the May 14, 2025 meeting minutes by Ms. Perkins. The motion was seconded by Mr. Platt and all voted in favor.

E. Approval of Minutes – June 11, 2025 Meeting

A motion was made to approve the June 11, 2025 meeting minutes by Ms. Perkins. The motion was seconded by Mr. Platt and all voted in favor.

F. Approval of Minutes – May 14, 2025 Meeting

A motion was made to approve the July 19, 2025 meeting notes by Ms. Perkins. The motion was seconded by Mr. Platt and all voted in favor.

G. Discussion of Subcommittee for Public Art Applications

Mr. Hooper read from the minutes from minutes dating back to 2022 and summarized that it seemed that the intention of the subcommittee was to begin working on public art at Clemson Plaza, but its scope was broadened to all downtown art. Mr. Hooper and Ms. Bentley provided additional history and guidelines for the original subcommittee. The subcommittee chair, Nicole Bentley, indicated that the subcommittee has met recently and that the subcommittee is happy to continue in the role. Ms. Bentley indicated that the subcommittee had not considered the Earth Mountain Bicycle application.

After committee discussion, Mr. Hooper summarized the conversation that the public art subcommittee will review public art applications citywide. The public art applications for downtown will then make their way to this committee. Public art applications for public art outside downtown, but on public property, will go directly to city council. He further summarized that the constitution of the committee will change depending on the area of town that the application is located.

The conversation continued and Ms. Copelof stated that felt that she didn't think the public arts committee should be a subcommittee of the Downtown Master Plan Committee but should be an ad hoc committee. Ms. Bentley shared the former committee, called the Public Art Advisory Committee. separate and should include arts council representation, local artists, someone from the Heart of Brevard's hub, and a city staff member. She also stated that someone from tourism should be included. The committee continued with extensive conversation about the history and scope of the committee.

Mr. Wilson recommended that he and Ms. Bentley work together to clarify the scope of this public art committee and update the charge where necessary with the goal of bringing it back to council for approval. He indicated that in the meantime, there were a couple or applications that had been submitted.

Mr. Daniel suggested that the Quixote application should be reviewed by the committee. Ms. Bentley suggested that the Kaitlyn, from Earth Mountain Bicycle, be permitted to speak about their application.

H. Discussion of Subcommittee for Public Art Applications

Kaitlyn explained that she had been working with the city staff for approximately 3 months trying to get her public art application approved. She explained that the mural she was proposing was representative of Brevard. She stated that she had to get the mural completed by September. She shared a mockup image with the

committee. The committee discussed her proposed mural and reached consensus that the committee should act on this application due to timing.

Ms. Bentley made a motion to approve the mural. Mr. Platt seconded the motion. All voted in favor to forward a positive recommendation to city council. Mr. Hooper explained that the committee's recommendation would be considered by the city council next Monday.

I. Public Art Application from Quixote

Given that the committee recommended that the Quixote application be reviewed by the Public Arts Subcommittee, item I was noted as having been addressed.

J. Review or Downtown Master Plan

Mr. Todd reviewed Attachment A in detail with the committee, which included a review of the previous master plan and covered the "Brevard Downtown Master Plan and Streetscape Implementation Plan."

[See Attachment A]

The committee continued their discussion, which revolved around Mr. Todd's review of the attachment.

K. Public Comment

There was no public comment.

L. Set Date for Next Meeting

Some committee members were unsure of their availability for the September 10 meeting and Ms. Coffey shared that she would poll the committee for the next meeting date using Doodle polling.

M. Adjourn

There being no further business, Ms. Bentley made the motion to adjourn, which was seconded by Mr. Platt. The meeting was adjourned at 5:52pm.

Minutes Approved: 9/10/2025

X _____

Gary Daniel, Committee Chair

Pamela Holder, Committee Vice Chair

X _____

Selena D. Coffey

Assistant to the City Manager

Brevard Downtown Master Plan and Streetscape Implementation Plan

Project	Project Length	Priority	Cost Estimate	Cost Estimate Notes
Gateways				
North Broad/Caldwell Street Gateway Signage and Landscaping	Near-term w/NCDOT R-5800	High (Unanimous)	$204,000.00	
North Broad painted crosswalks	Short	High	$39,428.00	7 crosswalks
North Broad Stamped and signalized crosswalks, sidewalk extension, and landscaped medians	Long	Medium		
South Broad Gateway: Signage, painted crosswalks, painted sharrows, re-striping the street	Short	Medium		
South Broad Gateway: Stamped and signalized crosswalks, sidewalk extension, landscaped median, stormwater, and bury overhead utilities	Long	Medium		
East Main Gateway: Signage and painted sharrows	Short	High	$42,940.00	
East Main Gateway: Stamped and signalized crosswalks, landscaped median, sidewalk repairs, stormwater, and bury overhead utilities	Long	Medium		
Bike Boulevards				
Morgan Street: Restriping with bike lane/sharrows and adding signage	Short	High	$21,968.00	
Morgan Street: Sidewalk extensions, greening, stormwater, and bury overhead utilities	Long	Medium-Low		
Jordan Street: Restriping with bike lane/sharrows adding signage	Short	High	$12,215.00	
East Jordan Street: Sidewalk extensions, greening, stormwater, and bury overhead utilities	Long	Low		
West Jordan Shared Street: Restriping with 2-way traffic to parking lot and bike lane/sharrows, paint parklet, outdoor seating, planters/signage to restrict eastbound traffic	Short	High	$55,001.00	
West Jordan Shared Street: Permanent curbless street constructed, street lighting, landscaping, stormwater, and bury overhead utilities	Long	Medium-High		
Connector Streets/Alleys				
Times Arcade Alley: Signage to limit thru traffic	Short	High	$1,000.00	
Times Arcade Alley: Change the surface of the alley with stamping, painting, or new pavers, stormwater; lighting, remove 2 parking spaces to add outdoor seating and create safer pedestrian environment; buried utilities, controlled entry mechanism	Long	High (Unanimous)	$236,477.00	
North Alley: Change the surface of the alley with stamping, painting, or new pavers; lighting; decorations; smaller tables/mounted tables	Medium	High (decided at April 15 meeting)	$347,604.00	includes pedestrian and vehicular area
Probart Street Parking Lot: Paving, bury overhead ies, stormwater, loading area, covered bike storage, athways from parking to North Alley	Long	High (decided at April 15 meeting)	$297,464.00	

South Alley: Change the surface of the alley with stamping, painting, or new pavers; lighted bollards; decorations; landscape clean up; screening; bike [illegible]/planters	Medium	Medium		
[illegible]on Street: Mural wall and signage to parking	Short	Medium		
Gaston Street: Sidewalk extension and greening, corner bump-outs, covered bike storage area/rack; bury overhead utility lines	Long	Medium		
Primary Streets				
West Main Street: Restriping the road with proposed bump-outs, closed curb cut, crosswalks, lane widths, and sharrows; temporary barriers and planters; and parking signage	Medium	High	$271,819.00	
West Main Street: Intersection bump-outs; sidewalk extensions; landscaping; stormwater; mountable mid-block crossings and loading zones	Long	High	$1,801,758.00	rebuild
East Main Street: Restriping the road with proposed bump-outs, bus stop, crosswalks, lane widths, and sharrows; temporary barriers and planters; and parking signage	Medium	High	$227,073.00	
East Main Street: Intersection bump-outs; sidewalk extensions; landscaping; stormwater; mountable mid-block crossings and loading zones; bus stop shelter; bury overhead utilities	Long	High	$2,090,400.00	rebuild, does not include gateway signage
South Broad Street: Restriping the road with proposed bump-outs, loading zones, crosswalks, lane widths, and [illegible]arrows; temporary barriers and planters; and parking [illegible]ge	Medium	High	$51,896.00	
South Broad Street: Intersection bump-outs; sidewalk extensions; landscaping; stormwater	Long	High	$2,055,909.00	rebuild, does not include gateway signage
Miscellaneous				
Speed limit reductions		High (Unanimous)		
Improve the existing pedestrian signals at intersections		High (Unanimous)		
Smart Zones loading zone pilot program/data gathering study		Medium		
Other loading zone strategies		Medium		
Surface parking lot agreements and coordination		High		
On-going tree replacement		High (Unanimous)		
Speed/Noise enforcement		High		
Parking enforcement		High		

NOTE: PRELIMINARY COST ESTIMATES ABOVE DO NOT INCLUDE ANY UTILITY WORK, TRAFFIC CONTROL ITEMS, EASEMENTS, OR SURVEY AND DESIGN WORK THAT MAY BE ASSOCIATED WITH THESE PROJECTS