MINUTES
City Council Downtown Master Plan Committee

Wednesday, September 10, 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 Paul Ray, Planning Director Aaron Bland, Assistant Planning Director Becky McCann, Communications Coordinator 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

Mr. Hooper requested to add an agenda item for "Discussion of stamped sidewalks" and Ms. Bentley asked to add an agenda item for an "Update on the paving of Broad Street." Ms. Perkins made a motion to approve the agenda as revised. This motion was seconded by Ms. Bentley. All voted in favor.

D. Approval of Minutes – August 13, 2025 Meeting

Mr. Platt made a motion to approve the August 13 meeting minutes, which was seconded by Mr. Chapman. All voted in favor.

E. Parking Study Firm Recommendation

Mr. Bland introduced the agenda item and shared staff's process for selecting a firm to complete the city's parking study. He shared that the RFQ process yielded 9 responses and that a subcommittee reviewed qualifications and narrowed to 2 finalists: Benchmark (Charlotte) and JMT (Waynesville). Mr. Bland shared that both firms have experience with smaller communities. He further shared that Benchmark stood out for having a stronger planning focus with an emphasis on multimodal integration (bicycle facilities, parking, wayfinding, circulation), and public engagement/presentation capability. He concluded that staff recommended retaining Benchmark for the study.

After discussion among committee members and staff responding to their questions, Ms. Perkins made a motion to recommend that city council engage Benchmark for the parking study. This motion was seconded by Mr. Platt and all voted in favor of the motion.

F. Discussion of Stamped Crosswalks

Mr. Hooper asked the committee for input regarding installing stamped crosswalks akin to the existing Main and Broad Street intersection at the Broad-Jordan and Broad-Morgan intersections. He stated that the State would be going through a competitive bidding process, and the lowest bid was $167,000. He stated that this is so expensive because it uses thermoplastic paint for the stop bars and they use a heated iron on the sidewalk to make it permanent and sturdy. Mr. Hooper also noted that this method would require significant traffic control, which also drives up the cost. He further noted that there is no money to spend on this project except the funds set aside for the Downtown Master Plan Fund. He noted that this project would use almost all of the funds available in that budget and other projects, such as bike lanes, reconfiguration to Jordan Street end to Times Arcade Alley, etc. He noted that the city go back and retrofit later using city staff, but it would be lower quality because it would simply be painted on. In addition, if the city used in-house staff for the project, the timeline for completion would be a significant factor because staff would be working on many projects and there would be competing priorities.

The committee discussed the potential project at length. There were discussions about projects that would not be completed if the funds were spent of the stamped crosswalks, the potential for grant funding for the crosswalks, and the implications of funding this project over others.

After significant discussion, Mr. Platt made a motion that the committee recommend to city council that they utilize Downtown Master Plan funds to create the crosswalk at Jordan and Broad and complete the Jordan Street bump out. This was seconded by Ms. Bentley and all voted in favor.

G. Update on Paving of Broad Street

Mr. Hooper explained that the city had notified the public earlier in the summer about the paving of Broad Street stating that the repaving was to occur at night, with milling and repaving one block each night until they were finished and that prior to this, they would go from Broad Street to Brevard College and a lot of pedestrian curb cuts into compliance with ADA standards. He stated that they had also been reconfiguring manholes. Mr. Hooper stated that he didn't expect that the project would interrupt the weekend's events and would be completed within the next two weeks or so.

H. Public Comment

Doug Miller, downtown business owner, spoke with frustration that NCDOT has created many safety concerns and asked that staff pay attention to their work details.

Ms. Perkins asked that the new parking study consider the parking behind city hall on Jordan Street.

Mr. Platt asked that the committee consider having public comment at the beginning of committee meetings. Ms. Bentley indicated that she liked the idea of public comment at the beginning of committee meetings, as well as after topics were discussed.

I. Set Date for Next Meeting

The next meeting of the Committee was scheduled for October 8, 2025 at 4:00pm.

J. Adjourn

There being no further business, Mr. Daniel made the motion to adjourn, which was seconded by Mr. Platt, with all in favor. The meeting was adjourned at 5:52pm.

Minutes Approved: November 12, 2025 ~~October 8, 2025~~

X _____

Gary Daniel, Committee Chair
Pamela Holder, Committee Vice Chair

X _____

Selena D. Coffey
Assistant to the City Manager