MINUTES
City Council Downtown Master Plan Committee

Wednesday, June 10, 2026 – 3:30pm
City Hall Council Chambers

Members Present:	Gary Daniel, Chair Council Member Lauren Wise, Vice Chair, Council Member Nicole Bentley, Heart of Brevard Executive Director Dee Dee Perkins, Heart of Brevard Representative Dakota Chapman, Citizen Member Mayor Maureen Copelof, Ex-Officio Member
Members Absent:	Parker Platt, Citizen Member
Staff Present:	Wilson Hooper, City Manager David Todd, Assistant City Manager Paul Ray, Planning Director Shawnee Cummings, Assistant to the City Manager
Guests:	Melanie Spreen (May Collaborative)
Media:	David Bradley, Transylvania Times

A. Welcome & Call to Order

Chairman Gary Daniel called the meeting to order at 3:30pm.

B. Certification of Quorum

Assistant to the City Manager Shawnee Cummings certified that a quorum was present.

C. Approval of Agenda

Ms. Perkins requested to add agenda items for a budget update for the Downtown Master Plan Committee's funds, the downtown planters, and the circulation study's consideration of one-way couplets. Mr. Wise moved, seconded by Ms. Bentley to approve the agenda as amended. The motion carried unanimously.

D. Approval of Minutes

Ms. Perkins moved, seconded by Mr. Chapman to approve the minutes of the February 11, 2026 meeting as presented. The motion carried unanimously.

E. Downtown Master Plan Implementation Plan Update

Mr. Hooper stated that Melanie Spreen is here to update the Committee on the results of her work and give a cost estimate to complete the remaining executable Downtown Master Plan projects. He said he expects the Committee to talk strategy in relation to this at a future meeting, so there will likely be no solutions coming out of today's meeting. Mr. Todd said they tried to hang a price tag on everything and used the State Construction Office's form, which incorporates cost escalation so that we can get an idea of the price of that project if we started it in a few years.

Ms. Spreen gave a presentation (Attachment A) that serves as an overview of the projects and does not delve deep into the details, and an implementation plan spreadsheet (Attachment B) that will act as a tool for the City to help implement and plan for future investment. Each project has a title, specified scope, status, priority level, project budget magnitude, project budget estimate, and notes. The categories of projects include Gateways, Bike Boulevards, Connector Streets/Alleys, Primary Streets, and Miscellaneous. Some larger projects are comprised of smaller projects that can be done individually, such as signage, lighting, or streetscaping, so that projects can get done without requiring millions of dollars. A per-block cost was also included in case the City wants to perform some projects incrementally. The spreadsheet has an extra tab with information on each project, such as design duration, construction duration, if there are dependencies, and whether collaboration with other parties is required (i.e., NCDOT, Duke Power, etc.), which will indicate whether a project can be implemented easily or will have challenges.

The numbers attributed to each project are on the high end, as they tried to account for complicating factors, such as burying utilities, so that if those factors arise, it would not kill the project. If those complications do not arise, it can be removed from the estimate. The total was around $52 million, but Ms. Spreen said that if you added up the projects once completed, it may not reach $52 million. Mr. Todd said the numbers presented are project costs, which include design and construction costs. Ms. Spreen said costs from previous projects were used as unit costs, and contingencies are built in to each line item to account for additional work that could be needed. Escalation percentages can be changed but are currently set at 8%.

Ms. Spreen said after completing the estimates and spreadsheet, she was asked to identify potential projects and how to move forward. She identified projects that could have impact, be completed incrementally, and are seemingly easy to accomplish. The first is planting street trees and adding infill landscaping. She stated that larger bulb outs and corners that don't have a big impact could be used as larger planting areas for bigger trees. She stated that there are tree wells that have been blocked over and if a streetscaping plan was created, it is an opportunity to have a big impact. There are also planters downtown that require work due to being trampled or not being maintained, so she emphasized the need for a maintenance plan. She added it would be impactful on outside blocks where trees are lacking.

Mr. Todd said there is a volunteer program to take care of some of the landscaping downtown and it has been hard to find consistency across volunteers. He added that it has been hard to refresh everything all at once when volunteers maintain their plots to different levels. He wonders if we should take another look at that program, even though it would be more work to do it in-house and would cost more. Mr. Todd suggested doing the work in-house in high visibility areas, as he gets calls about plots not being maintained and Staff are often fixing areas at the last minute.

Ms. Perkins asked how that program is managed now and asked if volunteers are self-motivated or if there is management internally by Staff. Mayor Copelof said Katherine Poe in the Planning Department runs the adopt-a-greenspace program, which is larger than downtown. Ms. Poe also does the annual recertification, reaches out to volunteers to see if they want to sign up for the next year, obtains volunteers' signatures on the agreements that outline their responsibilities, and reminds volunteers when areas are not maintained. When reminding volunteers, she asks if they still want to maintain that space or if they want to turn in their area and leave the program. Mayor Copelof added that some volunteers are motivated and take pride in the area they care for, and some volunteers have to be constantly reminded. Mr. Ray said the purpose of the program has always been to support public works because it is ultimately the City's responsibility to ensure that the work gets done and looks nice. Mayor Copelof said public works does the bigger things, like putting mulch in all the planters, and volunteers are only responsible for picking up trash, ensuring the mulch isn't getting on the sidewalk, weeding, and other light work. Mr. Daniel said before we abandon the volunteer program, maybe we need a more proactive management style instead of being reactive and waiting until it is too late.

Mr. Todd said his suggestion was not to abandon the volunteer program, but to push the volunteer plots further away from the core of downtown and to have public works handle the landscaping in the core area. Mr. Daniel said he thinks that was the original expectation. Ms. Perkins said her question is whether the City has the manpower and funding to do that work. Mr. Ray said he thinks we have to, and Mr. Todd said if the budget is approved with the 3 new Public Works positions, he thinks it will help that effort. Staff has given some downtown areas back to Public Works, such as Clemson Plaza and City Hall, as they proved to be too much work for volunteers. Mr. Todd said they applied the adopt-a-greenspace program to Franklin Park and it has gone extremely well. Mayor Copelof said the gardens at the Depot and the dog park are both under the program and have had a lot of work done.

Ms. Spreen said the next easy project involves wayfinding and signage, and in cities with tourism, there are always ways to improve consistency and connectivity for visitors. Instead of reinventing the brand, she suggested finding ways to add in consistent branding for signage to make it identifiable as you move throughout the City. Creative signage that includes distances and times may help people feel like places are not that far and are more walkable than perceived. Ms. Spreen said parks and recreation funding can include urban trails that connect to the downtown area.

Another easier project is bike boulevards and bike lanes. Ms. Spreen said a point of focus is the bike lane on Main St., as it will bring people from the trail to downtown. Part of the masterplan was to ensure connectivity across neighborhoods and that bike boulevards can bring people to town from different areas. It will also allow people to choose different forms of travel and routes that suit their comfort level.

Ms. Spreen said we are not going to solve these problems today, but she wanted to highlight grant opportunities given that many grants take a substantial amount of planning and strategizing on how to frame the application in a way that aligns with the grantor's priorities. BUILD grant awards will be announced this month, so Ms. Spreen recommended looking at the applications that received funding to better understand what successful applications look like and using those as an opportunity to strategize. There have been changes to the program and its priorities, so aligning our proposal with the program's priorities will give the City the best chance to be successful. The Notice of Funding Opportunity is issued in December and the application is due in February, requiring a quick turnaround time. Ms. Spreen added that last year, there was a focus on connecting other projects and leveraging other sources of funding to show that the applicant is not entirely dependent on the grant.

Another funding opportunity is the Safe Streets and Roads for All (SS4A) grant through NCDOT; although, Ms. Spreen said she is less familiar with this grant and is not positive that we would qualify. It focuses on safety and roadway improvements that improve the likelihood of surviving a crash. She added that the City may need to apply for a grant to conduct a study, rather than to implement a project, as the process is data driven and requires a lot of information so you can say if this project gets funded, it will result in a certain improved outcome. Applying for a planning or demonstration grant would develop the data to support an application in the future.

The Rural Downtown Economic Development Grant (RDEDG) is more reliant on State funding. There has been some discussion about applying for the grant in relation to the Co-Ed Theatre and being able to qualify for a larger amount of funding because it is tied to development and job creation. One option is to see whether streetscaping could be added in to bigger improvements at City Hall.

Mr. Ray said he has looked at the BUILD grant and the feasibility of applying. From his understanding, the City's application needs a strong transportation component. Ms. Spreen agreed and mentioned that NCDOT already has several projects planned in the next few years so it would be helpful to see if any of the improvements could build off of DOT's projects. Mr. Ray stated that the City has applied for the BUILD grant twice in past years and included many different components, but the City's application did not score very high. Mr. Daniel said that the grant's structure and priorities have changed, so that would change our strategy and possibly improve our chances of success. Mr. Todd said he thinks that if we want to go for that grant, someone needs to be looking at it now and it probably needs to be someone we hire. Mr. Ray agreed and said combining our application with the circulation study's recommendations and streetscaping would make a strong application.

Mr. Daniel asked if Mr. Ray is talking about the comprehensive traffic plan that we will talk about later and if the couplets are different. Mr. Ray said they are the same, but the couplets are just one option being considered. Mr. Daniel asked if that is the same as what will be discussed at the Council meeting on Monday. Mr. Hooper said the document on Monday concerns circulation in a broad sense and posits that something needs to be done, but the circulation study is looking at what actually needs to be done. Mr. Hooper said several options are being considered and if it is not a one-way pair, it will be significant intersection improvements. He agreed with Mr. Ray that if you take the Downtown Master Plan projects and pair it with the circulation study recommendations, it will be a strong application. Mr. Hooper said the study will probably not be ready and endorsed by the time the application for the BUILD grant is due for the coming year, but it would be ready for the year after. Mr. Daniel said he thinks that this ties in with the request for a budget update because the funding for hiring a grant writer will be coming from this Committee's budget. He does not think we have the money right now to do that, as $20,000 was used from the fund last week to pave Pisgah Health's parking lot in exchange for a strip of land that will allow the City to enlarge its parking lot and the City's contribution to the fund was greatly reduced this year.

F. Budget Update for Downtown Master Plan Committee's Funding

Mr. Hooper stated that an estimate of the available balance in the Downtown Master Plan Fund on July 1st will be somewhere between $43,000 and $53,000. The difference is because the City is negotiating with Platt on the amount that they are reimbursing the City for the work performed in Times Arcade Alley. Mr. Hooper said we are in a little dispute regarding the amount Platt actually owes the City. If Platt reimburses what they want, it will be $43,000 and if they reimburse what we want, it will be $53,000, but it will probably be somewhere in the middle.

Ms. Perkins asked with the budget being passed next week, how much money will be earmarked for Downtown Master Plan. Mr. Hooper said there will be a $47,500 contribution from the General Fund and an $11,000 contribution that the City gives to Heart of Brevard to deposit into the Downtown Master Plan Fund. The $58,000 will take the fund out of the red because with the commitments made in this fund, it is in the red. The Fund needs the $58,000 to get back in the black with a balance of about $50,000. Ms. Perkins asked if that means dollars that are already expended from the current budget. Mr. Hooper said committed, not expended. Ms. Perkins asked if that equates to half of a penny. She said in the past, a certain amount has been allocated to the Downtown Master Plan Fund and it was reduced, and it looks like it has been reduced again. Mr. Hooper said it is about a quarter of a penny. A penny on the tax rate is about $200,000 and $50,000 is about a quarter of that.

Mr. Todd said it would help him if the Committee could look at the different categories of projects on Ms. Spreen's spreadsheet and tell him what category of projects they want to focus on first. He added that it is not to pigeon hole us into one area, but he would like to know where to focus our efforts. Ms. Perkins asked for

what timeline considering we would not be applying for the BUILD grant for 2 years and we are looking at a budget of $50,000. Mr. Todd said excluding the timeline and funding, he is asking for a broader sense of what the Committee would look to first, as it may impact the types of grants that Staff are looking for. He added that we all want to complete the entire $52 million, but we have to start somewhere. Ms. Bentley said this Committee has discussed wayfinding and signage for at least the last 2 years and asked if we know when we will have the results from the parking study. Mr. Ray said by the end of the year. Mr. Daniel said he cannot answer the question, so he defers to the other members of the Committee.

Mr. Hooper said while it will not be popular, he does not think you can do much until we know the results of both the circulation study and the parking study because if either of those recommend significant changes, then it could materially affect what the projects look like and which ones they want to do to complement the changes recommended by either of the studies. He added that he knows there is an urge to keep the momentum going but we may be getting ahead of ourselves if we pick a big project to focus on without knowing what those two plans are going to recommend. Mr. Daniel said to add on to the funding conversation, we do not know what avenues those two studies may open up.

Ms. Perkins said her perspective is that for over 30 years, the Committee has been trying to work on a core Downtown Master Plan and Streetscape implementation plan, so that would be number 1 and the rest of the elements would fall in some type of priority behind it. She said it is hard to prioritize when we do not have the money.

Mayor Copelof said she thinks we could make a difference by focusing on the other alleys while we wait to apply for the BUILD grant. She added that alleys are contained projects, will not be impacted by either the circulation or parking studies, and create niches that enhance downtown. She would focus on things that will improve downtown and aren't necessarily tied to the big projects that will change everything and cause us to waste our money. Ms. Bentley said to some degree, she agrees with Mayor Copelof because those places are not going to change, are part of what makes Downtown interesting, and are good place for residents and visitors.

Mr. Chapman said it is hard to prioritize when he sees the cost, so he leans toward something that is realistic. He said signage and wayfinding because it can be easily changed and you can design it in a way that it can be repurposed even if the studies come back with changes. If the studies generate some redirection, it is not a huge impact or sunk cost. Signage also yields immediate benefit to the people visiting town. He added that in the future, if this Committee is responsible for identifying priorities, it would help to have some parameters, such as a grant amount.

G. Circulation Study's Consideration of One-Way Couplets

Mr. Ray said the Downtown Circulation Study is a $200,000 project, of which the City gave $10,000, the County gave $10,000, and the State gave $180,000. The

steering committee includes Mr. Hooper, Mr. Ray, Mr. Todd, Mr. Bland, Chief Wentzell, Ms. Bentley, Vicki Eastland of Land of Sky, Clark Lovelace of the TDA, Scott McCall of the TAC, Ashley Minery of Transylvania County, and Daniel Sellers, Steve Williams, and Troy Wilson from NCDOT. Mr. Ray said they are looking at future projections of traffic conditions and operations analysis for the next 20 years and are evaluating 8 concept plans. They are about to start the engagement and activity process to obtain feedback from focus groups. Focus groups include NCDOT, downtown merchants, and big truck groups, in addition to 2 rounds of public engagement. The timeline is tricky because they are requesting an extension to increase the amount of time for meaningful engagement, and the proposed end date would be at the end of the year. Ms. Bentley said she heard today that they are willing to be flexible and they will look to schedule the Heart of Brevard (HOB) focus group, which is not necessarily downtown merchants, in August. It is undetermined as to whether the HOB focus group should be the Board of Directors or downtown business owners. Ms. Bentley said she has pushed for 2 groups because those are different groups of people, but at a minimum, it would be the Board of Directors, major property owners, business owners, and partners who do not fit into other boxes but would still be impacted, such as Brevard College and the Music Center.

Mr. Ray said the information is very dense, so they are trying to find ways to make it digestible for the public because even the committee was struggling to understand some of the analyses. He said it took extra time to get through so that is why they extended the timeline.

Ms. Perkins asked if there were 8 possibilities and Mr. Ray confirmed. Ms. Perkins said on McAdams website, the circulation study is listed as a project and it says, "The City of Brevard and the Land of Sky RPO have hired the McAdams team to study and evaluate three alternative scenarios to improve traffic flow along US 64 / US 276 while ensuring safe, efficient access to downtown Brevard for all travel modes...One scenario under consideration is converting the current couplet into a more efficient one-way pair system to reduce delays and conflicts between freight, commuters, and nonmotorized users." She said by reading that, it feels like the one-way couplet is the lead idea and as a downtown merchant, a former member of Transylvania County's Economic Development Advisory Board, that is concerning to her. She added that this was a consideration decades ago and a dedicated group worked with DOT to transition from 2 lanes in each direction to the uneven couplet system in place now. Ms. Perkins said she does not think the reasons behind the uneven couplet has changed, which was to move traffic efficiently and safely, and to maintain the integrity of the core economic center. She added that it maintains visibility and keeps the City feeling like a small and quaint town.

Ms. Perkins stated that there is a $50 million hotel project that is planned and moving forward that will be massively impactful to economic development for downtown, the community, and the future and she believes that project will be in dire jeopardy if one-way pairs move forward. She said there has also been major investment from Pardee, who spent millions of dollars to build a facility that faces

Broad St., and if you have one-way streets, people coming into town are going to see the backside of that investment. She wanted to implore those at the table who make these decisions that this option would be detrimental to downtown. Ms. Perkins noted that Durham has had one-way streets in their downtown and just voted to change that due to safety and economic development. She said they are looking at a paper that says we see the value in eventually investing $52 million in the City, but she does not know if there will be a reason to if there will be one-way streets.

Mr. Ray said this will all be information that is included in the public engagement process, which has not even started, and right now, they are working on modeling, analysis, and scoring intersections. Mayor Copelof asked who ultimately makes the decision because they are State roads. Mr. Ray said City Council will make a recommendation and pass a resolution on what they prefer and he thinks that DOT will listen to it and is sensitive to what the City wants. He added that Ultimately, they are State roads so DOT has authority over it. Ms. Perkins said DOT is carrying the message because the hotel developers met with DOT and their takeaway was that one-ways are being considered and there may be one-way streets.

Mr. Hooper said even if there was a consensus on the changes today, it would still need to be run through DOT's STIP formula, compete with other regional transportation projects, and then if it is competitive, it would still need to wait for funding by the General Assembly, be put on the list, and have design work done. So even if there was consensus, it would be 10 years before any construction would start. Committee members said that is not reassuring to investors or downtown.

Mr. Daniel asked what role this Committee would play in the process and the reason he asks is because maybe this conversation could take place in the proper venue. He added it was very important to have this information. Mr. Hooper said if Mr. Daniel is asking if he thinks this issue should be considered by a Committee to make a recommendation to Council, then no, because there are other Committees that also have an interest in the outcome, such as the Public Safety Committee. To him, this goes in Council's decision bucket because it is an umbrella item that would go straight to Council for consideration. Mr. Daniel said DOT does not do studies just to get information, they do studies because they want to do something, so there is a real concern. Mr. Hooper said something needs to be done because the way it exists is inefficient, has long lights, and has pedestrians crossing unsafely against lights. He added that the do-nothing option has been eliminated, but there are several options being considered that do not involve reversing the unbalanced couplet. He said one of those scenarios will likely move forward, but improvements are needed and it cannot stay as is. Mr. Ray said the City is happy to participate in the steering committee and ultimately, they will package it up to give to Council for a decision.

H. Public Comment

There were no members of the public that spoke during public comment.

I. Set Date for Next Meeting – Wednesday, July 8, 2026 at 3:30pm

The next meeting was scheduled for Wednesday, July 8, 2026 at 3:30pm.

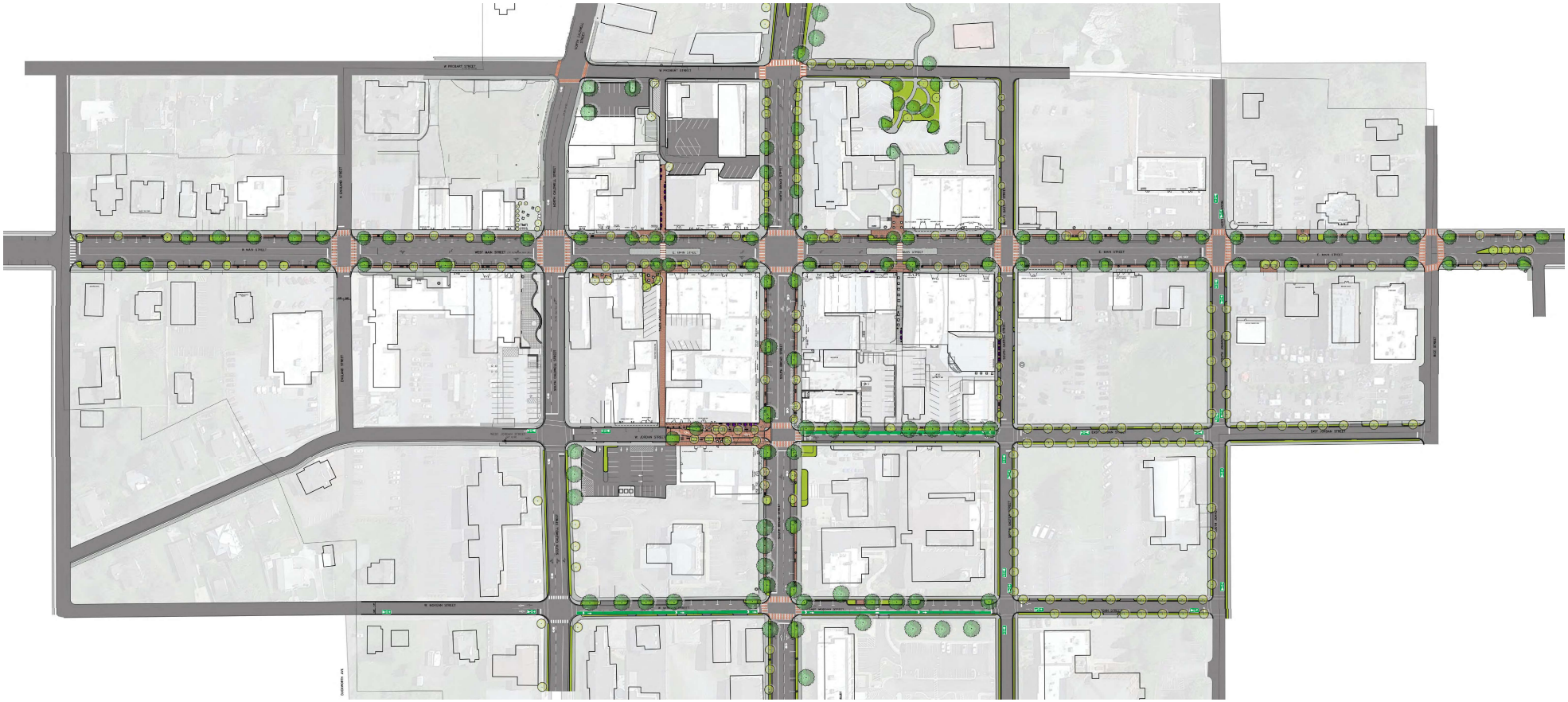
J. Adjourn

There being no further business, the meeting was adjourned at 5:05pm.

Minutes Approved: August 12, 2026

X _____
Gary Daniel, Committee Chair
Lauren Wise, Committee Vice Chair

X Shawnee A. Cummings
Shawnee Cummings
Assistant to the City Manager



Brevard Downtown Master Plan Implementation Updates

June 10, 2026

Brevard Downtown Master Plan and Streetscape Implementation Plan

ID	Project/Scope	Status	Priority	Project Budget (magnitude)	Project Budget (estimated)	Notes
	Gateways					
1	**North Broad/Caldwell Street Gateway Signage and Landscaping**		High	$$$$	$312,000	R5800 delayed to 2029; Additional time needed for coordination with NCDOT bid and construction schedule
2	**North Broad new painted crosswalks**	Partially Complete				2 crosswalks complete - Caldwell/King and Caldwell/French Broad
	North Broad new painted crosswalks		High	$$$	$74,000	5 crosswalks remaining, Requires NCDOT approval
3	**North Broad Stamped and signalized crosswalks, sidewalk extension, and landscaped medians**		Medium	$$$$$$	$7,000,000	$70,000 each stamped crosswalk if completed by NCDOT
4A	**South Broad Gateway: Signage, painted crosswalks, painted sharrows, re-striping the street**		Medium	$$$$	$200,000	
4B	**South Broad Gateway: Stamped and signalized crosswalks, sidewalk extension, landscaped median, stormwater, and bury overhead utilities**		Medium	$$$$$	$840,000	
5	**East Main Gateway: Signage and painted sharrows**		High	$$$$	$212,000	
6	**East Main Gateway: Stamped and signalized crosswalks, landscaped median, sidewalk repairs, stormwater, and bury overhead utilities**		Medium	$$$$$$	$2,200,000	

ORDER OF MAGNITUDE BUDGETS/SCHEDULE PROVIDED FOR PLANNING PURPOSES ONLY.

LEGEND	BUDGET	
Indicates partial scope of work completed	$	$25,000 or less
Indicates completed work	$$	$25,001-$50,000
Indicates project scope that may be broken out as separate projects	$$$	$50,001-$100,000
Indicates project scope to be removed	$$$$	$100,001-$500,000
Indicates individual task	$$$$$	$500,001-$1,000,000
	SSSSSS	$1,000,000+

Brevard Downtown Master Plan and Streetscape Implementation Plan

ID	Project/Scope	Status	Priority	Project Budget (magnitude)	Project Budget (estimated)	Notes
	Bike Boulevards					
7	**Morgan Street: Restriping with bike lane/sharrows and adding signage**		High	$$$$	$142,000	potential net increase in onstreet parking
8	**Morgan Street: Sidewalk extensions, greening, stormwater, and bury overhead utilities**		Medium	$$$$$$	$2,700,000	
9	**East Jordan Street: Restriping with bike lane/sharrows and adding signage**		High	$$$$	$147,000	potential net increase in onstreet parking
10	**East Jordan Street: Sidewalk extensions, greening, stormwater, and bury overhead utilities**		Low	$$$$$$	$2,885,000	
11	**West Jordan Shared Street: Restriping with 2-way traffic to parking lot and bike lane/sharrows, paint parklet, outdoor seating, planters/signage to restrict eastbound traffic**		High	$$$$$	$575,000	
12	**West Jordan Shared Street: Permanent curbless street constructed, street lighting, landscaping, stormwater, and bury overhead utilities**		Medium	$$$$$$	$2,240,000	

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LEGEND	BUDGET	
Indicates partial scope of work completed	$	$25,000 or less
Indicates completed work	$$	$25,001-$50,000
Indicates project scope that may be broken out as separate projects	$$$	$50,001-$100,000
Indicates project scope to be removed	$$$$	$100,001-$500,000
Indicates individual task	$$$$$	$500,001-$1,000,000
	SSSSSS	$1,000,000+

Brevard Downtown Master Plan and Streetscape Implementation Plan

ID	Project/Scope	Status	Priority	Project Budget (magnitude)	Project Budget (estimated)	Notes
	Connector Streets/Alleys					
13	**Times Arcade Alley: Signage to limit thru traffic**	Complete	High		N/A	
14	**Times Arcade Alley: Change the surface of the alley (concrete); stormwater; lighting; remove 2 parking spaces to add outdoor seating and create safer pedestrian environment**	Complete	High		N/A	
	Decorative Features, Controlled entry mechanism	Is this still valid		$$$		Recommend considering this project is complete and remove scope
15	**North Alley: Change the surface of the alley with stamping, painting, or new pavers; lighting; decorations; smaller tables/mounted tables**		High	$$$$$	$545,000	includes pedestrian and vehicular area
16	**Probart Street Parking Lot: Paving, bury overhead utilities, stormwater, loading area, covered bike storage, and pathways from parking to North Alley**	Is this still valid	High	$$$$$	$950,000	Improvements on private property
17	**South Alley: Change the surface of the alley with stamping, painting, or new pavers; lighted bollards; decorations; landscape clean up; screening; bike racks/planters**		Medium	$$$$	$406,000	
18	**Gaston Street: Mural wall and signage to parking**		Medium	$$$$	$106,000	new mural near Main St created by others
19	**Gaston Street: Sidewalk extension and greening, corner bump-outs, covered bike storage area/rack; bury overhead utility lines**		Medium	$$$$$$	$5,800,000	

ORDER OF MAGNITUDE BUDGETS/SCHEDULE PROVIDED FOR PLANNING PURPOSES ONLY.

LEGEND	BUDGET	
Indicates partial scope of work completed	$	$25,000 or less
Indicates completed work	$$	$25,001-$50,000
Indicates project scope that may be broken out as separate projects	$$$	$50,001-$100,000
Indicates project scope to be removed	$$$$	$100,001-$500,000
Indicates individual task	$$$$$	$500,001-$1,000,000
	SSSSSS	$1,000,000+

Brevard Downtown Master Plan and Streetscape Implementation Plan

ID	Project/Scope	Status	Priority	Project Budget (magnitude)	Project Budget (estimated)	Notes
	Primary Streets					
20	**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**	Partially Complete	High	$$$	$118,500	Cost for remaining scope
	Temporary barriers/planters			$$		cost included in total above
	Painted sharrows			$$		cost included in total above
	Parking signage			$		cost included in total above
21	**West Main Street: Intersection bump-outs ; sidewalk extensions; landscaping; stormwater; loading zones**	Partially Complete	High	$$$$$$	$7,700,000	Cost for remaining scope
	Intersection bumpouts (Broad St only)	Complete				
	Stamped crosswalk (England, Caldwell, Broad)	Complete				
	Street lighting			$$$$		Lease or purchase options available; cost included in total above
	Sidewalks between bumpouts			$$$$		cost included in total above
	Midblock Crossing			$$$		Approved by NCDOT pending established loading zone
	Tree replacement/enlarged wells			$$		Budget per tree well; cost included in total above
	Streetscape Complete Blocks from Oaklawn to Caldwell			$$$$$$	*$2,600,000*	average cost per block; cost included in total above
22	**East Main Street: Restriping the road with proposed bump-outs, bus stop, crosswalks, lane widths, and sharrows; temporary barriers and planters; and parking signage**	Partially Complete	High	$$$$	$118,500	Cost for remaining scope
	Temporary barriers/planters			$$		cost included in total above
	Painted sharrows			$$		cost included in total above
	Parking signage			$		cost included in total above
23	**East Main Street: Intersection bumpouts; sidewalk extensions; landscaping; stormwater; Electrical/Food truck power, mid-block crossings and loading zone**	Partially Complete		$$$$$$	$9,000,000	Cost for remaining scope
	Intersection bumpouts (Broad St only)	Complete				
	Stamped crosswalk (Broad, Gaston)	Complete				
	Intersection bumpouts additional blocks/stormwater			$$$$$$		cost included in total above
	Mid-block crossing			$$$$		Approved by NCDOT with dedicated loading zone;cost included above
	Sidewalks between bumpouts			$$$$		cost included in total above
	Tree replacement/enlarged wells			$$		cost included in total above
	Stamped crosswalk (Johnson and Rice)			$$$$	*$140,000*	$70,000 each if completed by NCDOT; cost included in total above
	Streetscape Complete Blocks from Gaston to Rice			$$$$$$	*$3,000,000*	average cost per block; cost included in total above

Brevard Downtown Master Plan and Streetscape Implementation Plan

ID	Project/Scope	Status	Priority	Project Budget (magnitude)	Project Budget (estimated)	Notes
24	**South Broad Street: Restriping the road with proposed bump-outs, loading zones, crosswalks, lane widths, and sharrows; temporary barriers and planters; and parking signage**		High	$$$$	$395,000	
25	**South Broad Street: Intersection bump-outs; sidewalk extensions; landscaping; stormwater**		High	$$$$$$	$9,700,000	rebuild, does not include gateway signage
26A	**West Main Street Bike Lane-Paint only**	NEW		$$$	$80,000	multiple options in consideration - no longer NCDOT
26B	**West Main Street Bike Lane - Repave/paint**	NEW		$$$$	$250,000	multiple options in consideration - no longer NCDOT

Miscellaneous

ID						
27	**Speed limit reductions**		High			potential for additional speed limit reductions
	Speed reduced by Brevard College/Plaza	Complete				with new signalized crosswalk
28	**Improve the existing pedestrian signals at intersections**		High			
29	**Smart Zones loading zone pilot program/data gathering study**		Medium			
30	**Other loading zone strategies**	In Progress	Medium			
31	**Surface parking lot agreements and coordination**	In Progress	High			HOB Pilot program in process
32	**On-going tree replacement**		High			
33	**Speed/Noise enforcement**	In Progress	High			
	Engine brake ordinance established	Complete				
	More visible Engine Brake signage to be installed	Complete				
34	**Parking enforcement**		High			

ORDER OF MAGNITUDE BUDGETS/SCHEDULE PROVIDED FOR PLANNING PURPOSES ONLY.

LEGEND

Indicates partial scope of work completed
Indicates completed work
Indicates project scope that may be broken out as separate projects
Indicates project scope to be removed
Indicates individual task

BUDGET	
$	$25,000 or less
$$	$25,001-$50,000
$$$	$50,001-$100,000
$$$$	$100,001-$500,000
$$$$$	$500,001-$1,000,000
SSSSSS	$1,000,000+

TOTAL **$52,708,000**

excludes temporary/previously "near-term" projects

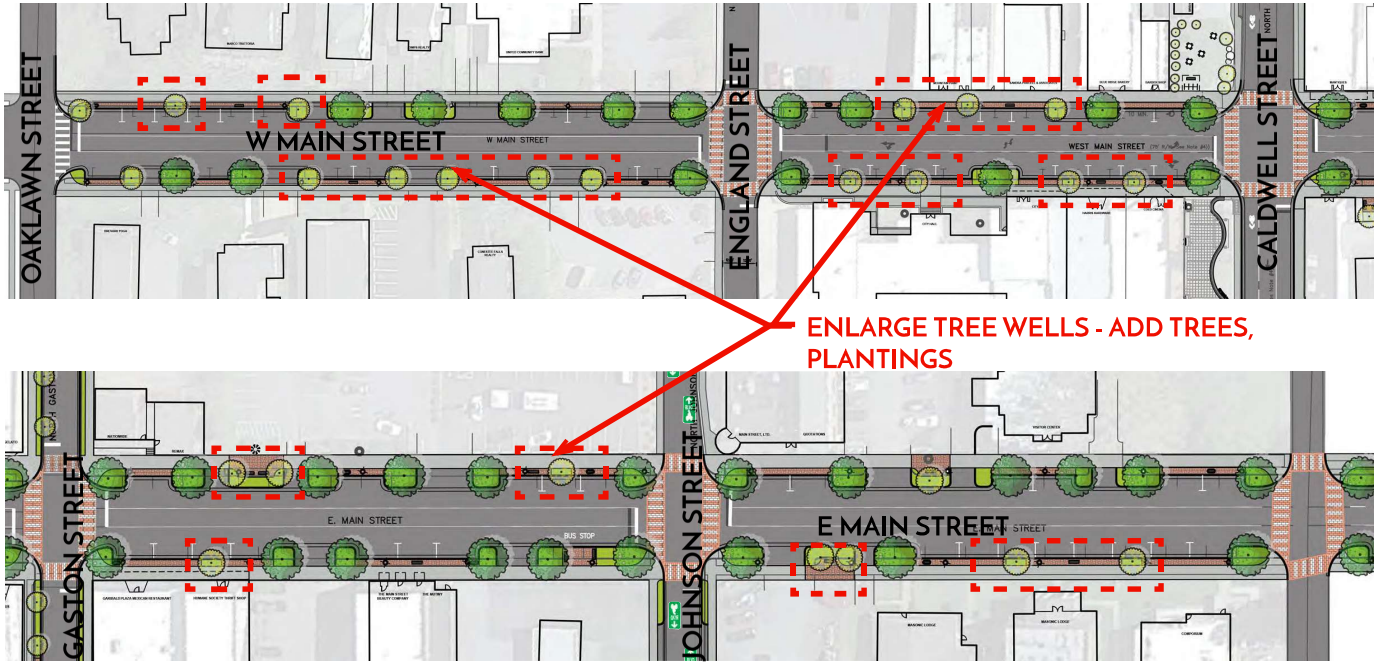
Potential Projects

Street Trees / Infill Landscaping

- Enlarge selective tree wells to maximize root/planting area
- Develop plan and design for incremental implementation
- Prioritize outer blocks lacking trees
- Reallocate downtown planters for more consistency
- Maintenance plan







Potential Projects

Signage and Wayfinding

- Improved wayfinding with consistent branding
- Promote pedestrian travel, bike lanes and boulevards
- Access to vehicular parking
- Promote Connectivity to outdoor recreation, cultural centers, points of interest





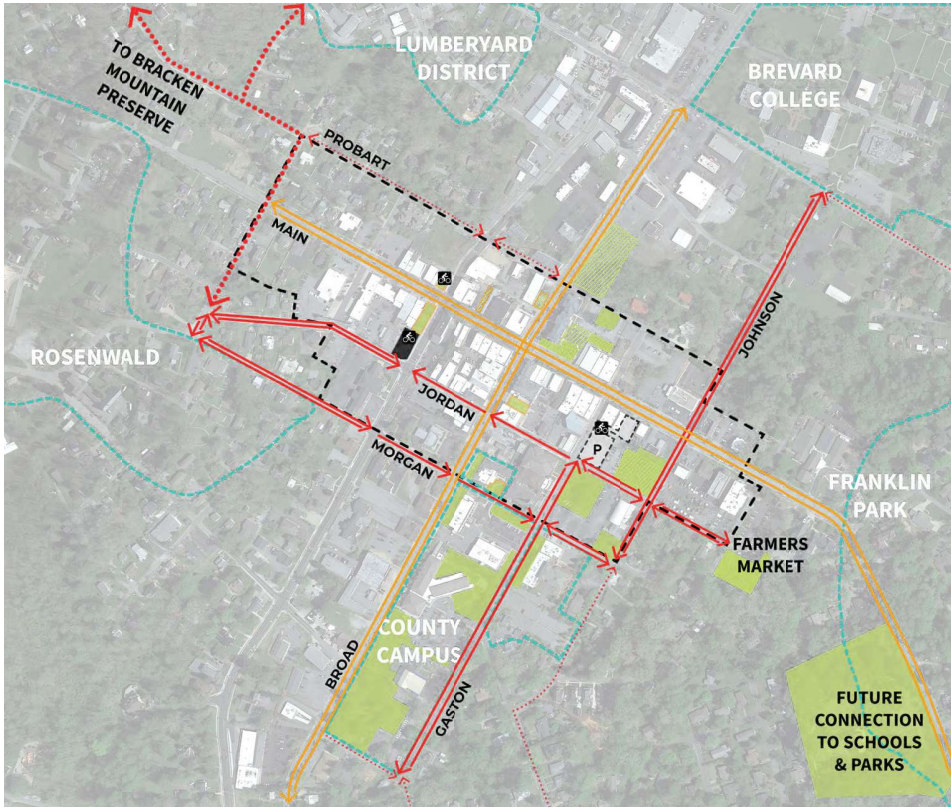
Potential to fund signage/wayfinding in combination with:

- The North Carolina Parks and Recreation Trust Fund (PARTF)
- Tourism
- Rural Downtown Economic Development Grants

Potential Projects

Bike Boulevards / Bike Lanes

- Establish dedicated bike routes with signage, pavement markings, and promotion
- Provide bike racks in key locations for long- term and short-term use
- Promote connectivity to/from downtown neighborhoods and outdoor recreation
- Main Street bike lane to England Street/Clemson Plaza
- Enhance connectivity between primary and secondary streets and off-street parking areas
- Limited to no dependencies on other agencies









Future Grant Opportunities

Better Utilizing Investments to Leverage Development (BUILD) Grant Program

- FY26 BUILD Grant awards to be announced June 2026
- Begin planning for FY27 submission
- Notice of Funding Opportunity issued in December, application due February
- Consider grant-writing assistance

FY26 Priority merit criteria include:

- Safety
- Environmental sustainability
- Quality of life
- Mobility and community connectivity
- Economic competitiveness and opportunity, including tourism
- State of good repair
- Partnership and collaboration
- Innovation

**May fund surface transportation components that support housing projects*

Future Grant Opportunities

Safe Streets and Roads for All (SS4A) - USDOT

- Supports regional and local initiatives to prevent roadway fatalities, which frequently funds complete streets, pedestrian crossings, and streetscape design
- Proposals demonstrating collaboration with first responders, fire services, law enforcement, or trauma system partners and/or ways to improve post-crash survivability are likely to be more competitive
- Emphasizes safety benefits to kids, families and the local economy
- Planning and Demonstration Grants
- Implementation Grants

Requires:

- Action Plan
- Robust stakeholder engagement
- Data-driven strategies
- Grant-writing assistance

Other Funding Opportunities

Larger projects include significant infrastructure, upgrades - how to leverage combination of various projects and funds into one project:

- Rural Downtown Economic Development Grants (RDEDG)
  - *Possible streetscape improvements integrated with future rehabilitation of City Hall (tied to job creation) - consider timing and potential for Co-ed Theater grant application*
  - *Future County Courthouse rehabilitation*

- Local Assistance for Stormwater Infrastructure Investments Program (LASII)



May 19, 2021 Scale: 1" = 50'

The City of Brevard | Downtown Master Plan & Streetscape

ARBOR ENGINEERING

DOMOKUR | ARCHITECTS

Brevard Downtown Master Plan and Streetscape Implementation Plan

ID	Project/Scope	Status	Priority	Project Budget (magnitude)	Project Budget (estimated)	Notes
	Gateways					
1	**North Broad/Caldwell Street Gateway Signage and Landscaping**		High	$$$$	$312,000	R5800 delayed to 2029; Additional time needed for coordination with NCDOT bid and construction schedule
2	**North Broad new painted crosswalks**	Partially Complete				2 crosswalks complete - Caldwell/King and Caldwell/French Broad
	North Broad new painted crosswalks		High	$$$	$74,000	5 crosswalks remaining, Requires NCDOT approval
3	**North Broad Stamped and signalized crosswalks, sidewalk extension, and landscaped medians**		Medium	$$$$$$	$7,000,000	$70,000 each stamped crosswalk if completed by NCDOT
4A	**South Broad Gateway: Signage, painted crosswalks, painted sharrows, re-striping the street**		Medium	$$$$	$200,000	
4B	**South Broad Gateway: Stamped and signalized crosswalks, sidewalk extension, landscaped median, stormwater, and bury overhead utilities**		Medium	$$$$$	$840,000	
5	**East Main Gateway: Signage and painted sharrows**		High	$$$$	$212,000	
6	**East Main Gateway: Stamped and signalized crosswalks, landscaped median, sidewalk repairs, stormwater, and bury overhead utilities**		Medium	$$$$$$	$2,200,000	
	Bike Boulevards					
7	**Morgan Street: Restriping with bike lane/sharrows and adding signage**		High	$$$$	$142,000	potential net increase in onstreet parking
8	**Morgan Street: Sidewalk extensions, greening, stormwater, and bury overhead utilities**		Medium	$$$$$$	$2,700,000	
9	**East Jordan Street: Restriping with bike lane/sharrows and adding signage**		High	$$$$	$147,000	potential net increase in onstreet parking
10	**East Jordan Street: Sidewalk extensions, greening, stormwater, and bury overhead utilities**		Low	$$$$$$	$2,885,000	
11	**West Jordan Shared Street: Restriping with 2-way traffic to parking lot and bike lane/sharrows, paint parklet, outdoor seating, planters/signage to restrict eastbound traffic**		High	$$$$$	$575,000	
12	**West Jordan Shared Street: Permanent curbless street constructed, street lighting, landscaping, stormwater, and bury overhead utilities**		Medium	$$$$$$	$2,240,000	
	Connector Streets/Alleys					
13	**Times Arcade Alley: Signage to limit thru traffic**	Complete	High		N/A	
14	**Times Arcade Alley: Change the surface of the alley (concrete); stormwater; lighting; remove 2 parking spaces to add outdoor seating and create safer pedestrian environment**	Complete	High		N/A	
	Decorative Features, Controlled entry mechanism	Is this still valid		$$$		Recommend considering this project is complete and remove scope
15	**North Alley: Change the surface of the alley with stamping, painting, or new pavers; lighting; decorations; smaller tables/movable tables**		High	$$$$$	$545,000	includes pedestrian and vehicular area

Brevard Downtown Master Plan and Streetscape Implementation Plan

ID	Project/Scope	Status	Priority	Project Budget (magnitude)	Project Budget (estimated)	Notes
16	**Probart Street Parking Lot: Paving, bury overhead utilities, stormwater, loading area, covered bike storage, and pathways from parking to North Alley**	Is this still valid	High	$$$$$	$950,000	Improvements on private property
17	**South Alley: Change the surface of the alley with stamping, painting, or new pavers; lighted bollards; decorations; landscape clean up; screening; bike racks/planters**		Medium	$$$$	$406,000	
18	**Gaston Street: Mural wall and signage to parking**		Medium	$$$$	$106,000	new mural near Main St created by others
19	**Gaston Street: Sidewalk extension and greening, corner bump-outs, covered bike storage area/rack; bury overhead utility lines**		Medium	$$$$$$	$5,800,000	
	Primary Streets					
20	**West Main Street: Restriping the road with proposed bump-outs, closed curb cut, crosswalks, lane widths, and sharrows; temporary barriers and planters; and parking signage**	Partially Complete	High	$$$	$118,500	Cost for remaining scope
	Temporary barriers/planters			$$		cost included in total above
	Painted sharrows			$$		cost included in total above
	Parking signage			$		cost included in total above
21	**West Main Street: Intersection bump-outs ; sidewalk extensions; landscaping; stormwater; loading zones**	Partially Complete	High	$$$$$$	$7,700,000	Cost for remaining scope
	Intersection bumpouts (Broad St only)	Complete				
	Stamped crosswalk (England, Caldwell, Broad)	Complete				
	Street lighting			$$$$		Lease or purchase options available; cost included in total above
	Sidewalks between bumpouts			$$$$		cost included in total above
	Midblock Crossing			$$$		Approved by NCDOT pending established loading zone
	Tree replacement/enlarged wells			$$		Budget per tree well; cost included in total above
	Streetscape Complete Blocks from Oaklawn to Caldwell			$$$$$$	*$2,600,000*	average cost per block; cost included in total above

Brevard Downtown Master Plan and Streetscape Implementation Plan

ID	Project/Scope	Status	Priority	Project Budget (magnitude)	Project Budget (estimated)	Notes
22	**East Main Street: Restriping the road with proposed bump-outs, bus stop, crosswalks, lane widths, and sharrows; temporary barriers and planters; and parking signage**	Partially Complete	High	$$$$	$118,500	Cost for remaining scope
	Temporary barriers/planters			$$		cost included in total above
	Painted sharrows			$$		cost included in total above
	Parking signage			$		cost included in total above
23	**East Main Street: Intersection bumpouts; sidewalk extensions; landscaping; stormwater; Electrical/Food truck power, mid-block crossings and loading zone**	Partially Complete		$$$$$$	$9,000,000	Cost for remaining scope
	Intersection bumpouts (Broad St only)	Complete				
	Stamped crosswalk (Broad, Gaston)	Complete				
	Intersection bumpouts additional blocks/stormwater			$$$$$$		cost included in total above
	Mid-block crossing			$$$$		Approved by NCDOT with dedicated loading zone;cost included above
	Sidewalks between bumpouts			$$$$		cost included in total above
	Tree replacement/enlarged wells			$$		cost included in total above
	Stamped crosswalk (Johnson and Rice)			$$$$	*$140,000*	$70,000 each if completed by NCDOT; cost included in total above
	Streetscape Complete Blocks from Gaston to Rice			$$$$$$	*$3,000,000*	average cost per block; cost included in total above
24	**South Broad Street: Restriping the road with proposed bump-outs, loading zones, crosswalks, lane widths, and sharrows; temporary barriers and planters; and parking signage**		High	$$$$	$395,000	
25	**South Broad Street: Intersection bump-outs; sidewalk extensions; landscaping; stormwater**		High	$$$$$$	$9,700,000	rebuild, does not include gateway signage
26A	**West Main Street Bike Lane-Paint only**	NEW		$$$	$80,000	multiple options in consideration - no longer NCDOT
26B	**West Main Street Bike Lane - Repave/paint**	NEW		$$$$	$250,000	multiple options in consideration - no longer NCDOT

	Miscellaneous					
27	**Speed limit reductions**		High			potential for additional speed limit reductions
	Speed reduced by Brevard College/Plaza	Complete				with new signalized crosswalk
28	**Improve the existing pedestrian signals at intersections**		High			
29	**Smart Zones loading zone pilot program/data gathering study**		Medium			
30	**Other loading zone strategies**	In Progress	Medium			
31	**Surface parking lot agreements and coordination**	In Progress	High			HOB Pilot program in process
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Brevard Downtown Master Plan and Streetscape Implementation Plan

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