MINUTES

COUNCIL DOWNTOWN MASTER PLAN COMMITTEE

Wednesday, April 9, 2025 – 4:00pm
City Hall Council Chambers

Members Present:	Gary Daniel, Chair, Council Member Pamela Holder, Council Member Lee McMinn, Citizen Member Nicole Bentley, Executive Director, Heart of Brevard Dee Dee Perkins, Heart of Brevard Representative Parker Platt, At-Large Member Mayor Maureen Copelof, Ex-Officio
Staff Present:	David Todd, Assistant City Manager Paul Ray, Planning Director Selena Coffey, Assistant to the City Manager
Guests and Media:	Dave Bradley, Transylvania Times. Doug Miller

A. Welcome & Call to Order

Committee Chair Gary Daniel welcomed everyone and called the meeting to order at 4:01pm.

B. Certification of Quorum

A quorum was certified by Assistant to the City Manager Selena Coffey.

C. Approval of Agenda

Mr. Platt asked for an adjustment to the agenda to add the status of the parking study and the implementation of the Downtown Master Plan. Ms. Bentley asked to add an update on the Sidewalk Ordinance rollout and communication to businesses, and commitment to add city amenities. Mr. McMinn made the motion to add the items to the agenda, which was seconded by Ms. Bentley. All voted in favor of the motion.

D. Approval of Minutes

Ms. Bentley made a motion to approve the minutes. The motion was seconded by Mr. McMinn. All voted in favor.

E. Jordan Street Striping Plan

Mr. Ray distributed a hard copy proposal for the striping of Jordan Street. He noted that the street had to be repaved after the Times Arcade Alley work, which gives the city the opportunity to re-stripe the street to better fit the downtown businesses' wishes. He shared that staff had heard from some that it would be beneficial to eliminate the loading zone on Jordan Street in return for fixing the loading zone in front of Quixote's that has a handicapped parking space that isn't beneficial.

Ms. Perkins stated that the delivery trucks will unload wherever they want, whether spaces are striped or not, which causes dangerous conditions for vehicular traffic. The committee members discussed this extensively, sharing their individual thoughts about Mr. Ray's restriping proposal. A member of the public and downtown business owner, Doug Miller, was permitted to speak on this issue and agreed with Ms. Perkins' points.

Mr. Todd offered the solution of placing signage at the entrance of Jordan Street on Broad Street to prohibit tracker trailers. The committee discussed this idea and offered their input, including an emphasis on ensuring that business owners were aware of any changes to the regulations regarding delivery trucks. Mr. Todd also suggested that other loading areas downtown could be converted back into parking spaces and identified three potential loading zone spaces, one in front of Sully's Steamers, another in front of Smoky Sunrise, and the third in front of Blue Ridge Bakery. Ms. Bentley stated that she wanted the opportunity to engage with these and other businesses before any changes were finalized. Ms. Perkins reiterated that moving the loading zones would be difficult for delivery drivers and subsequently for the businesses receiving deliveries. Individual committee members continued extensive discussion on the issues with downtown parking and loading zones. Mr. Daniel suggested that the Jordan Street restriping could be addressed within the downtown parking study. He also noted that there are pros and cons for all the options proposed by Mr. Todd. Mr. Platt agreed and stated that it may be beneficial to move the loading zone to the front of Looking Glass Realty, as a potential solution as well. Ms. Perkins reiterated the importance of loading zone signage in any scenario.

Ms. Bentley stated that she was flexible about exploring the options proposed by Mr. Todd but stated that she was not in favor of making a final decision at this meeting and wanted more time to speak with businesses as well as the Heart of Brevard board. She stated that Heart of Brevard has a plan to restripe the crosswalks on the east and west sides of Jordan Street.

Mr. Todd asked if there was agreement on creating the loading zone in front of Looking Glass Realty and creating a smaller loading zone in front of Quixote's. Mr. Daniel indicated that there seemed to be consensus in favor of both. Mr. Todd asked if the committee agreed with making all of Jordan Street as parking with parking prohibiting tractor trailers installed. The committee agreed that they were comfortable with the proposal, but that there would not be a committee vote until the Heart of Brevard board and the affected businesses receive communication regarding the proposal(s) for restriping and the loading zone relocation. Mr. McMinn made a motion to accept the

preliminary plan as discussed and that the proposal go before the Heart of Brevard and affected merchants for their input. Ms. Bentley seconded the motion and all voted in favor.

F. Committee Member Term Expirations

Ms. Coffey shared that the city would like input on committee membership that was distributed with the agenda. She shared that Ms. Perkins was chosen by the Heart of Brevard for their vacant position and Mr. Platt had applied for renewal to the committee. Ms. Bentley made a motion to recommend that Mr. Platt be reappointed to the committee. This motion was seconded by Ms. Perkins and all voted in favor.

G. Status of Commissioning the Downtown Parking Study

Mr. Ray stated that the downtown parking study and Downtown Master Plan implementation would be discussed during city council's budget workshop on Friday, April 11. Ms. Copeloff reminded the committee that there had been $50,000 set aside from the City Camper property within the budget for a parking study or for parking. There was some discussion among the committee about the estimate for the parking study. The committee members expressed their desire to discuss this further at a meeting soon.

H. Implementation of the Downtown Master Plan

Mr. Platt asked about the timeline for completion of the various projects that are included within the Downtown Master Plan. Mr. Ray shared that the city manager had noted that the upcoming budget workshop would likely inform the implementation of the Plan. Mr. Daniel stated that the city knows that the implementation will require additional funds and wants everyone to continue to look for grant funding for the implementation of the plan. The committee had subsequent discussion of potential grants, implementation of the plan to date, and next steps in continuing to revisit the master plan.

Ms. Perkins asked to return to committee membership and recommended that city council consider appointing Dakota Chapman to the Downtown Master Plan Committee. She also recognized Emma Goze's application as very qualified to serve as well. Ms. Coffey asked for clarification about Mr. McMinn's term. Mr. McMinn noted that he will not be renewing his application and term. Ms. Perkins then nominated Dakota Chapman to serve on the committee and Mr. McMinn seconded the motion. All voted in favor of the motion.

I. Update on Sidewalk Ordinance Implementation

Ms. Bentley asked for an update on the permit applications for sidewalk amenities, to include an update on the butterfly bench, phone booth, dinosaur, and newspaper racks. Mr. Ray noted that all of the items mentioned had been removed. Ms. Bentley asked that the city install amenities on the Jordan Street sidewalk to replace planters and benches

that had to be removed with the implementation of the sidewalk ordinance. She noted that this would include Newfound Artisan, Ginger Salon, and Jordan Street Café. Ms. Copeloff noted that the city pays $20,000 annually for the planters and this will be discussed at the upcoming budget workshop.

J. Public Comment

There were no additional public comments outside of those offered earlier in the meeting from Doug Miller.

K. Set Date for Next Meeting

The next meeting of the Downtown Master Plan Committee was scheduled for Wednesday, May 14, 2025 at 4:00pm.

L. Adjourn

Ms. Bentley made a motion to adjourn, which was seconded by Mr. McMinn. All voted in favor. The meeting adjourned at 5:19pm.

Minutes Approved: May 14, 2025

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

X _____
Selena D. Coffey
Assistant to the City Manager