MINUTES
City Council Downtown Master Plan Committee
Special Meeting

Friday, October 24, 2025 – 11:00 am
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 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 Denise Hodsdon, City Clerk
Media:	David Bradley, *Transylvania Times*

A. Welcome & Call to Order

Chairman Daniel called the meeting to order at 11:02 am.

B. Certification of Quorum

City Clerk Denise Hodsdon certified that a quorum was present.

C. Approval of Agenda

Ms. Perkins moved, seconded by Ms. Bentley to approve the agenda as presented. The motion carried unanimously.

D. Public Comment

Paul Wilander of 132 King St. said I am the owner of the building at 66 S. Broad St. and Looking Glass Realty. I would like to request that you wait for a little more due diligence before making a permanent decision on the unloading zone, if it is going to affect a citizen or one of your constituents before deciding on that.

Melissa Driver of 370 Maple St. said I own CykelWorx and am a tenant of Paul's in the building on S. Broad St., we're at 72 S. Broad St. I too would like to ask for more

investigation into other opportunities for this loading zone. It directly impacts parking in front of our building and although we have only been there a short time, our customers are already complaining about an inadequate ability to park to access our building. So, I know there are other opportunities for a loading zone located within the vicinity that hopefully can be further investigated and that you will not block our retail storefront with a big tractor trailer.

Doug Miller of 330 S. Caldwell St., owner of Newfound Artisan at 22 W. Jordan St., said I want to reiterate that I feel as though Jordan St. is not an adequate spot for a loading zone. I know that was mentioned at the Council meeting as an option. I do believe that street is too narrow, it has gotten way more foot traffic than it's had in recent years, we have the recent public parking lot there, and there is another free lot further down the street that will create even more foot traffic coming up W. Jordan St. toward downtown. The current situation with trucks that decide to load on that street is very dangerous. There is no loading zone there now, but even when there was, they would typically double up, take up the entire street and use the sidewalk at times. We're talking about a situation with a street that is very narrow, and sidewalks that aren't even big enough for benches, there's no buffer and these large trucks that are often times pulling up on the sidewalk is not a good situation. I would strongly encourage not considering Jordan St., specifically W. Jordan as an option for a loading zone. I think if you were to look for an option that disrupted the least amount of businesses, taking it further down in front of the First Citizens Bank would be a great option. There is plenty of room and it's not a far walk to get to the nearest restaurant that needs that delivery, it's like half a block. I think in Brevard we've got used to having really easy access to delivery areas and it's just going to be the case moving forward; we're getting bigger and there's more stuff. Other cities require deliveries to walk way farther than Brevard does and we need to think about the safety of our citizens more than we think about how easy it is for these multi-billion companies like Sysco and US Foods to make deliveries. They can walk two more steps down the street; it's really going to be okay. We, as local small business owners, are going to feel the impact a lot more if we decide to put loading zones in places that will impede businesses. Jordan Street also is a one-way street, and we see a lot of cars driving the wrong way on that street, so we've already got a lot of conflict that needs to be addressed. I think if you decide not to have loading on Jordan Street, signage should be put in place to indicate that, and the enforcement needs to be stepped up.

Brooke McCall of 4313 Old Toxaway Rd., owner of Headlines Salon at 78 S. Broad St. said I have had Headlines for 28 years. I am also representing my landlords Ann and Danny Holllingsworth because they're out of town. I just feel it would deeply impact my business not having the three spots that we have now. My clients are a lot of retirees, elderly-aged, can't walk far, that kind of thing, and I just feel like a loading zone would pretty much be devastating to my business. I support that we keep trying to figure the best solution to the problem.

Donna Hooper of 172 Deerwood Lane said I am also representing Headlines at 78 S. Broad St. and I have worked for Brooke for two years. The clients that we have, I have

done some of them for 34 years, and some of them have congenital heart failure, A-fib, and they have trouble walking ten feet, much less from the library. Some of them have back problems, knee problems, and my concern with a loading zone in that entire area, even down to First Citizens, is going to impact our business. We have already lost some parking on Main St. and some of the customers for those businesses have had to park on Broad St., so they will be impacted as well, not just us. If there could be any other solution possible, I am asking you to reconsider this because we've had to basically live through the changes in this town and try to manipulate our lives to change with those. I hope that you'll find some solution.

E. Broad Street Striping Plan

Mr. Hooper explained that Mr. Todd will review the option that the committee endorsed in May and the new options that we created with the committee chair last week. He said I understand that a committee member also has an alternative option endorsed by the Heart of Brevard. He expressed appreciation to the stakeholders for sharing their feedback and thoughts but pointed out that the one stakeholder not here is someone from the delivery industry and asked that everyone try to think about their considerations as we discuss this matter. Ms. Perkins shared that she had a conference call with the sales rep and the manager of the shipping and delivery department for Sysco Foods and both are very familiar with Brevard. She said they understood all the options we are looking at and I will share that information at the appropriate time.

Mr. Todd reviewed the following options (copies attached) for the committee's consideration:

- Option #1 - original recommendation from the committee – moves the ADA space to the far end by Main St. and closer to a ramp, which allows for a 69-foot loading area near Quixote, and adds one more parking space.

- Option #2 – leaves the ADA space at the far end and shortens the loading zone to 47 feet and adds a second parking space.

- Option #3 – no striping near Looking Glass Realty until the parking study is completed.

- Option #4 – converts entire area near Looking Glass Realty into an 82-foot loading zone and moves the ADA space to the other side of the street.

- Option #4a – converts the area near Looking Glass Realty into an 82-foot loading zone and relocates the ADA space to the last space on W. Jordan St.

- Option #5 – converts the area near Looking Glass Realty into a 60-foot loading zone and maintains one parking space and moves the ADA space to the other side of the street.

- Option #5a – converts the area near Looking Glass Realty into a 60-foot loading zone, preserves one parking space on the end, and moves the ADA space to the last space on W. Jordan St.

- Option #6 – converts the area near Looking Glass Realty to a 55-foot loading zone and moves the ADA space to the end.

Ms. Bentley expressed disappointment that after Monday's Council meeting where several folks presented an option for the loading zone to be located on E. Jordan St. that it wasn't presented today. She said the Heart of Brevard has endorsed that option for exploration and we feel like that street used as a loading zone, which can accommodate even the largest truck could be potentially the safest for both the delivery drivers and other folks who are interfacing with deliveries, and it certainly has the most minimal impact of any businesses downtown.

Mr. Hooper explained that staff didn't include that option and does not recommend it for the following reasons: 1) East Jordan is already designated in the Downtown Master Plan as a future bicycle lane so its future use has already been directed by Council; 2) there is less space there than it appears – there is only about 70 feet of usable space as there is a fire hydrant about a third of the way down the building; 3) this would put the tail end of the loading zone down E. Jordan St. near some other parking lots and we're not sure if the unloading area that far away from the concentration of businesses would be a space that delivery trucks would use – we fear that if we don't make a convenient space for them that they will continue to block W. Jordan St. and other spots like they are now; and 4) because this is a one-way street, in order to access this space you would be sending the transfer trucks onto side streets that aren't built to accommodate them and if they were coming southbound from the north they would be required to make a contested left turn off of Broad onto Main, or if they were going northbound from S. Broad they would be required to make a tight right turn onto Main St. This would be adding some dangerous truck movements to the street grid. Main and Broad are state roads and are built and sized to accommodate all types of traffic, including truck traffic, so having a loading zone that is accessible from those streets we think is the safer and better option.

During discussion, Ms. Perkins shared the information she got from Sysco. She asked where their drivers were parking now that the W. Jordan loading zone has been eliminated. They said their trucks can navigate those turns and are currently parking on E. Jordan for deliveries to Rocky's, Jordan Street, Quixote's and the backside of Brevard Pizza Works. She discussed the various options with them, including putting it down in front of the bank and they commented that it was pretty far away, but the bigger issue

was the hill, and if it gets to be a challenge for drivers they will find a different solution themselves for their own benefit.

Ms. Bentley shared that she met with folks at First Citizens Bank and they expressed concern about safety for people pulling out of their parking lot onto Broad St. if there were a large truck parked in front of Looking Glass and CykelWorx.

Following further discussion Ms. Perkins moved, seconded by Ms. Holder to recommend to Council a combination of Option #1, a 69-foot loading zone in front of Quixote, convert the two spaces in front of Eldridge Motors with a box-truck loading zone, and leave all the parking spaces, including the ADA space in front of Looking Glass Realty as is. The motion carried unanimously.

F. 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: December 10, 2025

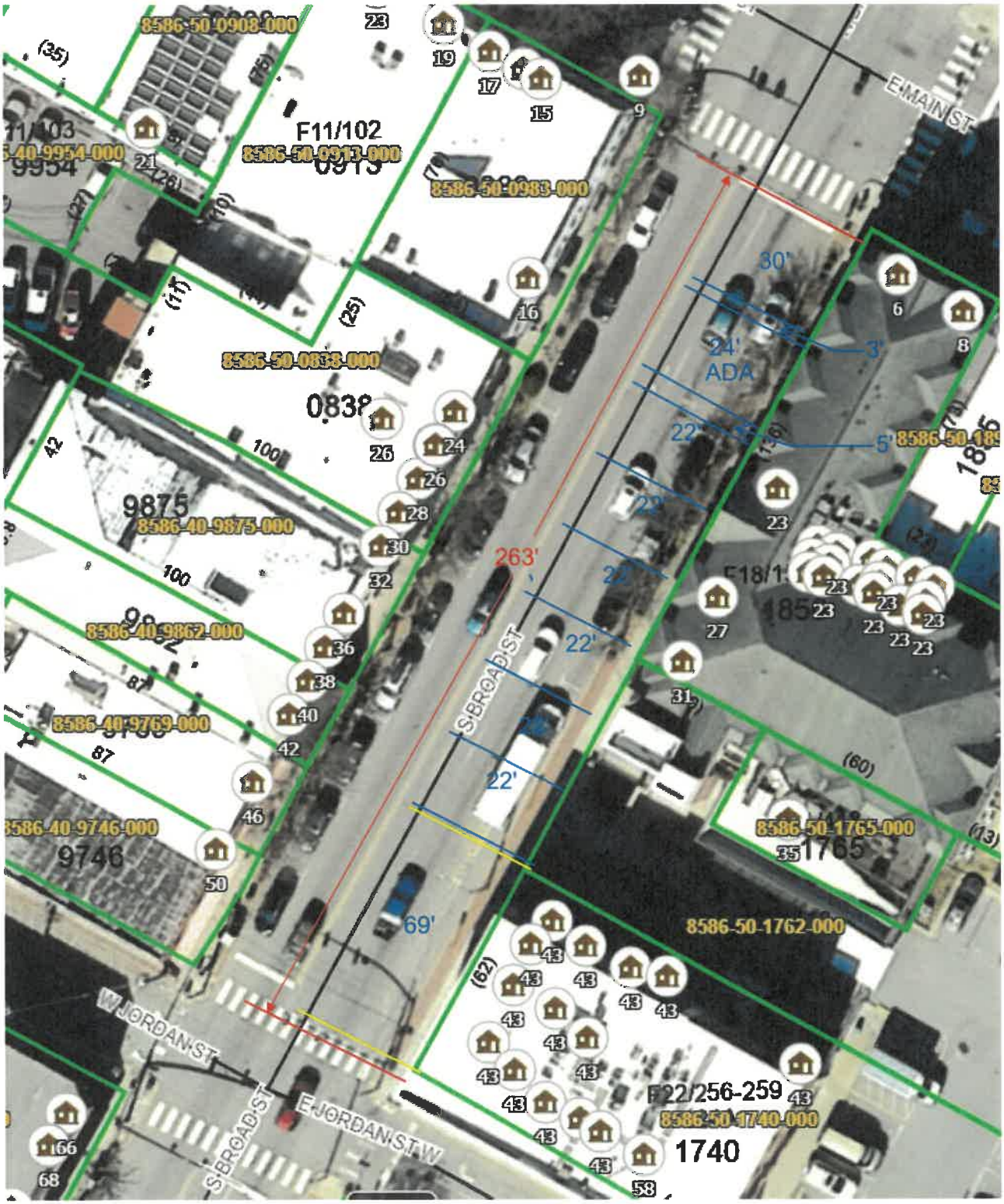
X _____

Gary Daniel, Committee Chair
Pamela Holder, Committee Vice Chair

X _____

Denise Hodsdon
City Clerk

Attachment #1
Option #1



Attachment #2
Option #2



Attachment #3
Option #3



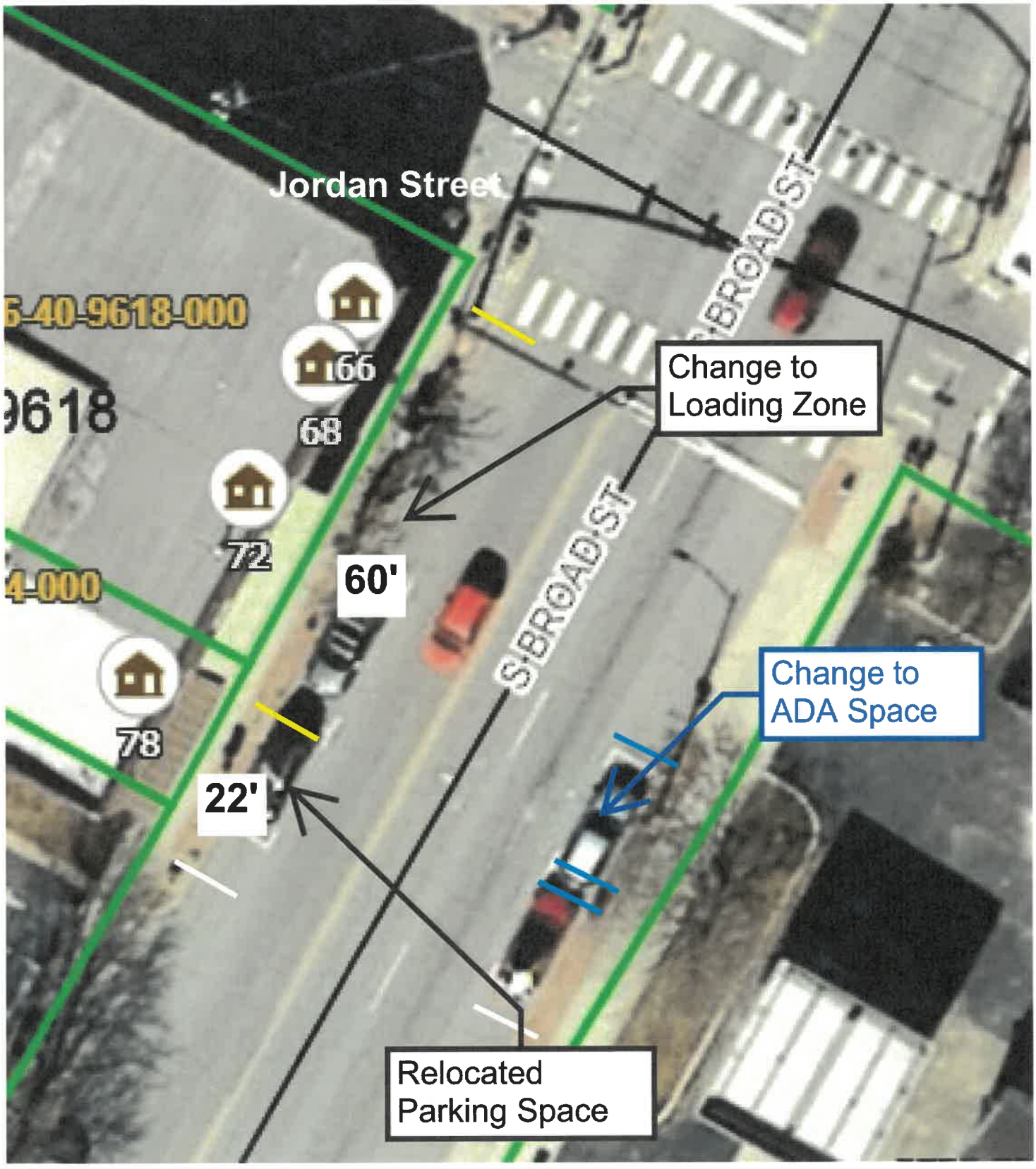
Attachment #4
Option #4



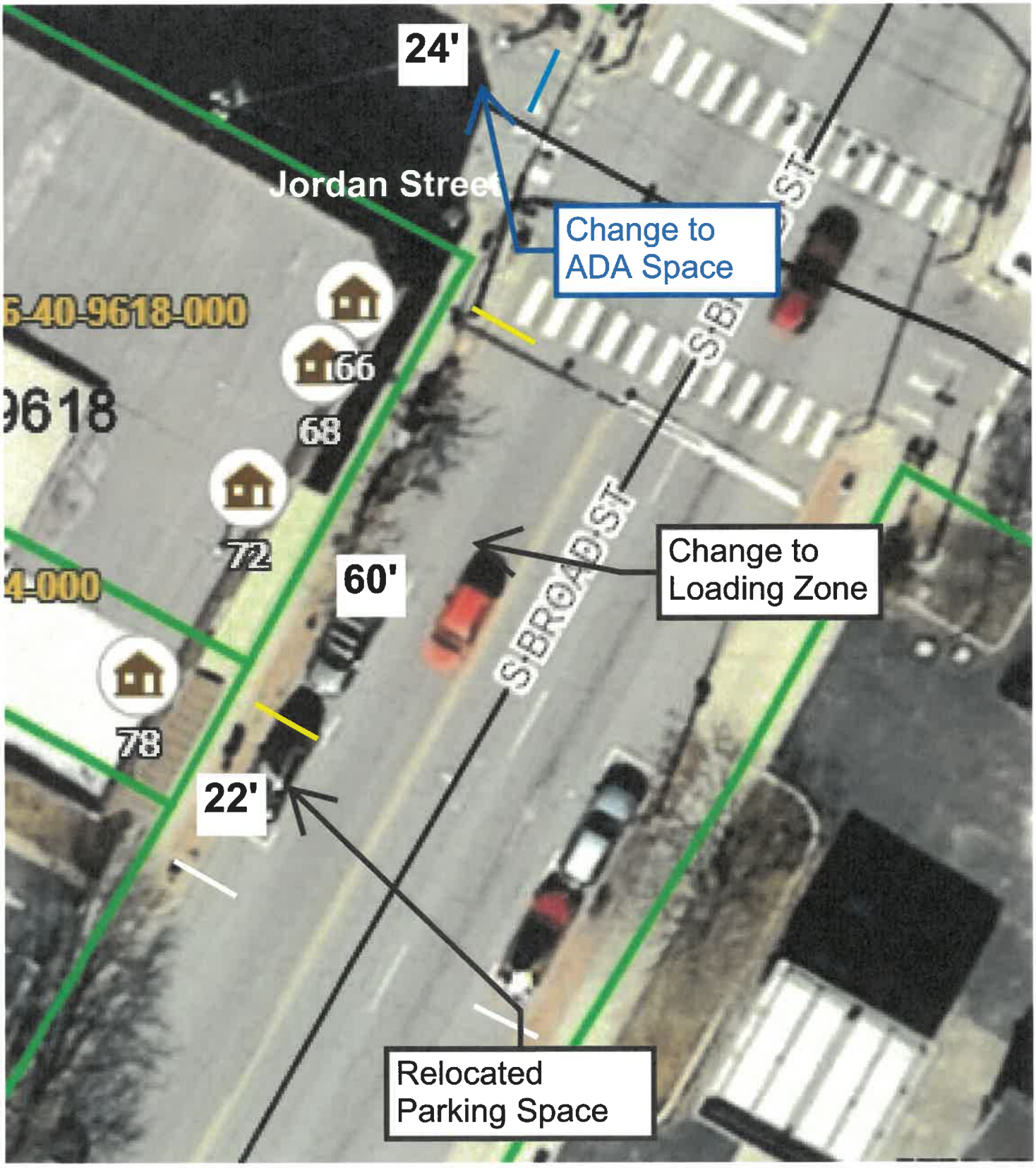
Attachment #4A
Option #4A



Attachment #5
Option #5



Attachment #5A
Option #5A



Attachment #6
Option #6

