MINUTES
City Council Downtown Master Plan Committee

Wednesday, December 10, 2025 – 4:00pm
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 Parker Platt, Citizen Member Dakota Chapman, Citizen Member Mayor Maureen Copelof, Ex-Officio Member
Staff Present:	Wilson Hooper, City Manager David Todd, Assistant City Manager Paul Ray, Planning Director Emily Brewer, Senior Planner Becky McCann, Communications Coordinator Denise Hodsdon, City Clerk
Guests:	Melanie Spreen and John Koury of May Collaborative

A. Welcome & Call to Order

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

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. Approval of Minutes

1. October 24, 2025 Special Meeting

Ms. Bentley moved, seconded by Mr. Chapman to approve the minutes of the October 24, 2025 Special Meeting as presented. The motion carried unanimously.

2. **November 12, 2025 Regular Meeting**

Mr. Wise moved, seconded by Ms. Perkins to approve the minutes of the November 12, 2025 meeting as presented. The motion carried unanimously.

E. Public Comment – None.

F. Downtown Master Plan Update

David Todd explained that the implementation plan from the Downtown Master Plan was used in preparing this update regarding the status of the various projects within the Plan and what it may cost to take them forward, in hopes of getting feedback from the Committee on how to approach projects as we further develop the Plan. He introduced Melanie Spreen and John Koury of May Collaborative.

Melanie Spreen gave an overview of what has been accomplished to date and noted that the Plan adopted in 2021 was a response to a plan previously developed, with a big focus on implementation plans in small projects that can be done incrementally. A copy of her PowerPoint presentation is attached.

She also handed out the attached Implementation Plan spreadsheet. She explained that they will put an estimated budget to all of these projects, which will be set out in a more detailed spreadsheet as shown on the last slide of her presentation. This is meant to be a tool for the committee to use to help make decisions moving forward. Mr. Todd added that the detailed spreadsheet will include a best guess of the estimated construction cost and soft cost for each project, a contingency, and an escalation chart to estimate cost in future years. He also noted that the West Main St. Bike Lane items are newly added components not part of the original plan.

Mr. Daniel said this committee and the City Council adopted the Downtown Master Plan in its entirety with the understanding at that time that we were applying for a RAISE grant, which set the tone for this plan. I think our request has always been to have some understanding of what the staff is doing to implement this plan—what grants are we looking for; what efforts are being made to complete this? I think we have come to an understanding that we're not going to get the $20M that it is going to take. That brings me to the question of what is our ultimate goal here? If we're doing it piecemeal...we chunked it up once already and this is like dividing it into little splinters. If that's the way it's got to be, that's okay, but I would like to have a better understanding of the question of what is being done to implement the plan as it was originally envisioned. If we can't do that, I want to know that.

Mr. Todd explained that the primary thing we are going to do is to identify what it would cost to implement these projects and then look to the committee for guidance on where the priorities are. Once we develop those priorities, I think that helps staff

know what we're trying to seek. Are we looking for a $1M grant or are we looking for a $10M grant.

Ms. Perkins asked if we know of any grant opportunities that exist for the city in 2026 or even beyond that—what they be, and are we able to move forward and apply for those grants? As it stands now we've spent a good chunk of the money that is in the budget for Downtown Master Plan on the crosswalks, which was a good decision. But that's such a small and incremental part of all of this, and there are not a lot of city dollars nor Master Plan dollars, and at the rate we're going, based on the commitment right now, it's going to be a slow walk. Grants seem to be the element to move forward on.

Mr. Hooper said the grants that I know about and the grant environment that I'm familiar with are smaller grants that would give us enough money to maybe do one of these projects or jumpstart one of the more substantial physical reconfiguration projects. I don't think there is the type of money out there that would enable us to do all of these at once, or even the remaining significant physical reconfiguration projects. I think by circumstance, we are going to have to do this as a slow walk incrementally. Input from the committee on which of these are your high priorities would be helpful to us for that reason. I think that's the approach that the environment is going to force us to have to take on this.

Ms. Perkins noted that the Ecusta Trail Advisory Board has asked the Friends of Ecusta Trail to start putting forth a real push on fundraising, and maybe we could identify the terminus project as a grant need now with them and perhaps that additional element for the Main Street park could also be something they could raise money for. If they did that, focusing particularly within Transylvania County and the Brevard community, they may be able to raise money specifically out of this community for that because of its benefit to this town.

Mr. Todd noted that we need to get an estimate for the Main St. bike path and we are going to bring the designer in and do a walking tour, hopefully in January or February. He wondered if there would be an opportunity to go after economic revitalization special appropriation if we put an accessibility element to it. He said I really want to see the bottom dollar on this because it's very difficult for me to look at this right now and hang a dollar on it. There are so many different numbers, but knowing that is going to be a big first step in helping us know what we're looking for.

Mayor Copelof said from what I hear about the grant situation now in Washington, the things they are looking for in grant applications are infrastructure and safety for families and children. I think that's what we need to look at with grants, a shift in philosophy—accessibility and safety, which our representatives in Washington are saying they can try to push and sell.

Mr. Hooper said the Times Arcade Alley project is a good example of what I think all the remaining big ticket projects are going to look like. That was a project that had a funding stack. It wasn't a project that fit neatly into one category so we could use different sources of funds to fund it, but not one of them was sufficient to do the whole thing. I agree that there is a larger pool of dollars out there that we can compete for if we pivot and talk about safety and so forth, but even then, I don't think you are going to find one that covers the entire cost of a project.

Mr. Platt asked if we should look at these individual projects in terms of what is the stack of grants you go after to try to get the six dollar signs? It seems like that might be another category to look at and add to the spreadsheet, if that's a strategy for the larger fundraising and grants.

Ms. Bentley mentioned that we have talked about, at least at the Ecusta Advisory group that I do think there are probably some Main Street funds that could be helpful in implementation of that particular project. It's just going to be about making sure we've got all the pieces in place to align with the grant cycle. We're looking at about $1M unless we can tie job creation to that. I think the same is true for any other economic development grants at the state level.

Mr. Wise agreed with Mr. Daniel about looking at our original scope and understanding it. He liked Mr. Platt's suggestion of trying to find out where our funding stacks are and how to apply them. That may be a great column to start looking at.

Mr. Hooper noted that the circulation study that is underway at NCDOT, which we will hopefully start to see some initial data from in the spring, whatever projects that study recommends will be eligible for STIP dollars, and that could be a funding source that we could incorporate into the pool of dollars to be used on some of these projects. Secondly, he said the City's needs are substantial enough that I think we're going to have to join the bond market. That would be a way to raise money to pay for some of these significant projects as well.

G. Update re Vendors on City Property

Emily Brewer updated the committee on the draft Vendors on City Property Policy that was discussed by the Finance, Human Resources & Citizen Appointment Committee in November. The committee identified and recommended several areas to allow vendors with non-motorized push carts, one of which is Clemson Plaza. The vendors would be allowed to reserve the space for up to 30 days at one location, and after that reservation expires, that vendor would have to wait 30 days before reserving the same space again. The vendors would be required to provide adequate liability coverage, remove all of their items at the end of the day, provide an additional waste receptacle, and no temporary structures, tents, tables, or audio amplification would be allowed. In Clemson Plaza they would be allowed to operate from 9am to 10pm. The draft policy will go to Council in January.

During discussion, the committee felt there should be a fee for reserving the space to be fair to brick and mortar shops, and to consider adding a provision for when somebody reserves the space for 30 days but never uses it during that time.

H. Set Date for Next Meeting

The Committee decided to cancel the January regular meeting and to change its regular meeting time to 3:30 pm going forward. The next meeting was scheduled for February 11, 2026 at 3:30 pm.

I. Adjourn

There being no further business, the meeting was adjourned at 5:06 pm.

Minutes Approved: February 11, 2026

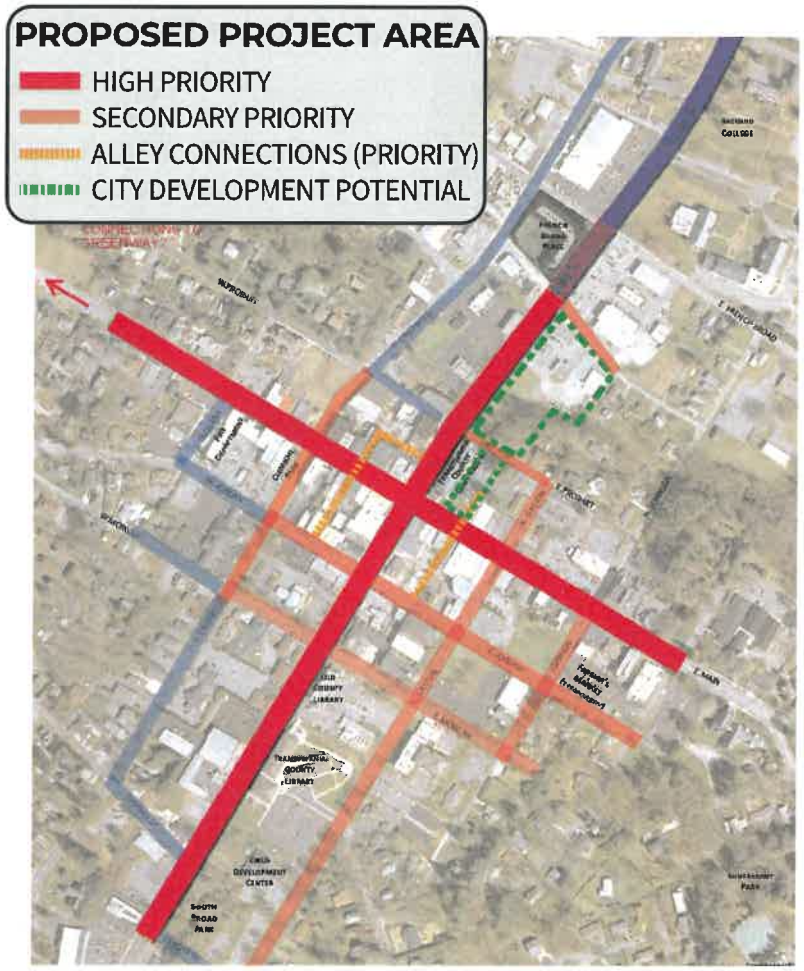
X _____
Gary Daniel, Committee Chair
Lauren Wise, Committee Vice Chair

X _____
Denise Hodsdon
City Clerk



Brevard Downtown Master Plan Implementation Updates

December 10, 2025



2021 DOWNTOWN MASTER PLAN

Master Plan Core Principles

- Reinforce downtown's identity and unique sense of place

- Enhancing mobility, accessibility, and safety in downtown

- Creating an attractive and engaging pedestrian experience

- Promote economic vitality and future development

- Feasible implementation plan with incremental projects

Gateways

- Additional crosswalks on Broad Street and Caldwell Street

- Speed limit reductions

- Engine Breaking Ordinance







Broad Street - Brevard College



Caldwell Street - King Street







Main Street / Times Arcade Alley

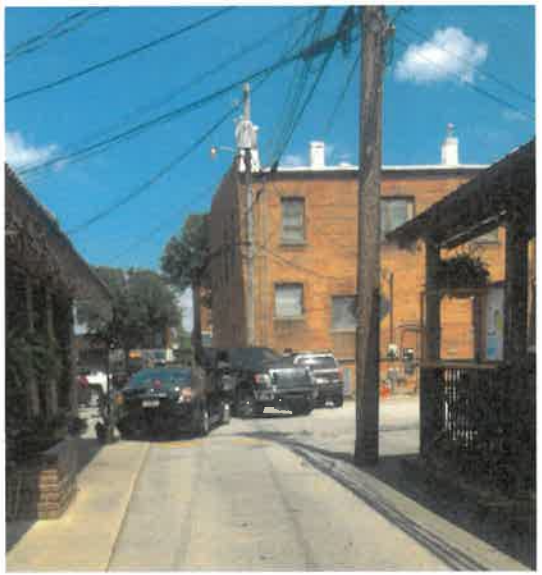


Main Street E/W - Striping only

Primary Streets

- Intersection bump-outs
- Stamped Crosswalks
- Landscaping
- Stormwater
- Electrical / Food truck







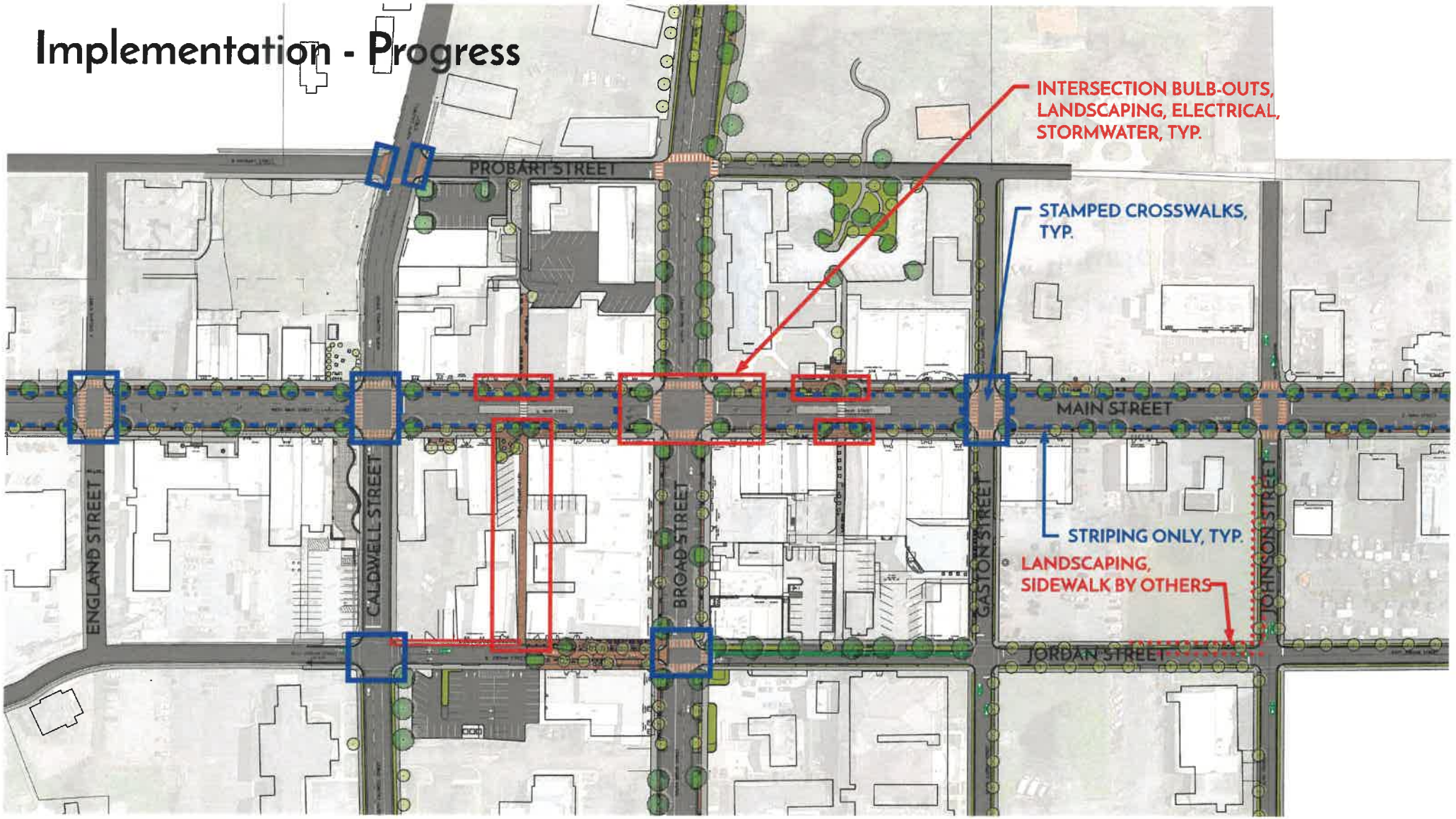


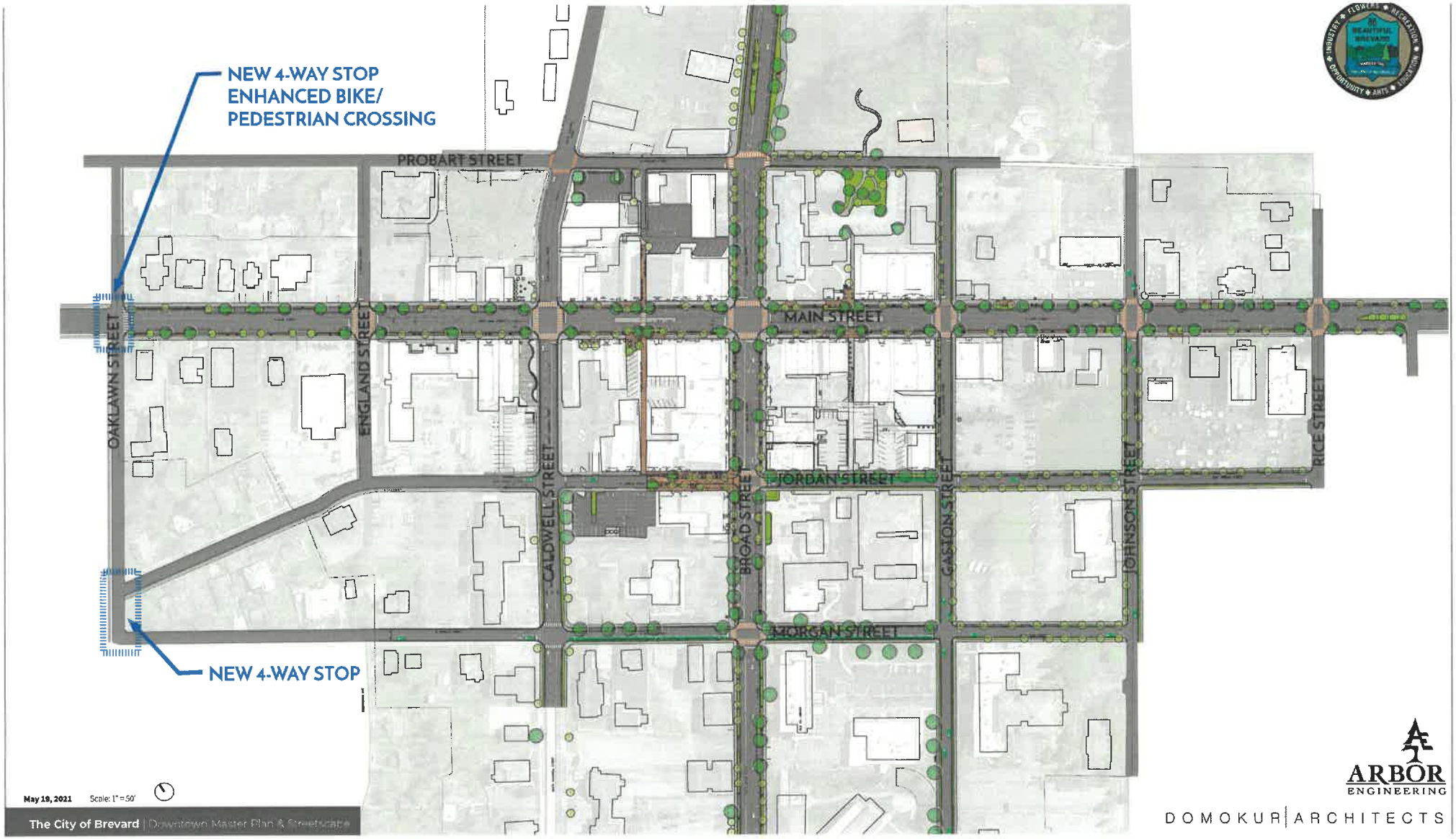


Alleys / Connectors

- Sidewalk extensions
- Resurfacing
- Undergound utilities
- Landscaping / seating
- Stormwater
- Electrical -Lighting/ food truck

Implementation - Progress




NEW 4-WAY STOP
ENHANCED BIKE/
PEDESTRIAN CROSSING
PROBART STREET
MAIN STREET
OAKLAWN STREET
ENGLAND STREET
CALDWELL STREET
BROAD STREET
GASTON STREET
JOHNSON STREET
RICE STREET
JORDAN STREET
MORGAN STREET
NEW 4-WAY STOP
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	$$$$		R5800 delayed to 2029
2	North Broad new painted crosswalks	Partially Complete				2 crosswalks complete - Caldwell/King and Caldwell/French Broad
	North Broad new painted crosswalks		High	$		5 crosswalks remaining, Requires NCDOT approval
3	North Broad Stamped and signalized crosswalks, sidewalk extension, and landscaped medians		Medium	$$$$	$140,000	$70,000 each if completed by NCDOT
4A	South Broad Gateway: Signage, painted crosswalks, painted sharrows, re-striping the street		Medium	$$$		
4B	South Broad Gateway: Stamped and signalized crosswalks, sidewalk extension, landscaped median, stormwater, and bury overhead utilities		Medium	$$$$$$		
5	East Main Gateway: Signage and painted sharrows		High	$$		
6	East Main Gateway: Stamped and signalized crosswalks, landscaped median, sidewalk repairs, stormwater, and bury overhead utilities		Medium	$$$$$$		
	Bike Boulevards					
7	Morgan Street: Restriping with bike lane/sharrows and adding signage		High	$$$$	$105,000	potential net increase in onstreet parking
8	Morgan Street: Sidewalk extensions, greening, stormwater, and bury overhead utilities		Medium	$$$$$$		
9	East Jordan Street: Restriping with bike lane/sharrows and adding signage		High	$$$$		potential net increase in onstreet parking
10	East Jordan Street: Sidewalk extensions, greening, stormwater, and bury overhead utilities		Low	$$$$$$		
11	West Jordan Shared Street: Restriping with 2-way traffic to parking lot and bike lane/sharrows, paint parklet, outdoor seating, planters/signage to restrict eastbound traffic		High	$$$$		
12	West Jordan Shared Street: Permanent curbless street constructed, street lighting, landscaping, stormwater, and bury overhead utilities		Medium	$$$$$$		
	Connector Streets/Alleys					
13	Times Arcade Alley: Signage to limit thru traffic	Complete	High			
14	Times Arcade Alley: Change the surface of the alley (concrete); stormwater; lighting; remove 2 parking spaces to add outdoor seating and create safer pedestrian environment	Complete	High			
	Decorative Features, Controlled entry mechanism	Is this still valid		$$$		Eliminate decorative features?

PROJECT NAME:	**(21) West Main Street**	*05-16-2025*		**CREATION DATE:**	**10/27/2025**
PROJECT LOCATION:	**Oaklawn to Caldwell Street**				
City of Brevard, NC				**BIENNIUM:**	**2025-2026**

PROJECT DESCRIPTION: *(Written description of project scope, scale, and schedule including the current status as of this OC-25, i.e. pre-funding, funded, advance planning, design phase, etc.)*
West Main Street: Oaklawn to Caldwell: Demolition of existing streetscape and new construction including intersection bump-outs; sidewalk extensions; landscaping; lighting, site furniture. Stormwater work includes one curb inlet per bumpout and the associated storm drain pipe assuming there is an existing connection point within the project area that is adequately sized to receive new drain pipe. Excludes milling, paving and restriping (no longer NCDOT r-o-w)

ESTIMATED PROGRAM CONSTRUCTION COST ON CREATION DATE *(Match Project Description)*

ITEM	DESCRIPTION	QTY	UNIT	COST PER UNIT	TOTAL
SITE CONSTRUCTION-NEW *(Insert Additional Rows as Required)*					
West Main Street Complete Streetscape		1	LS	$ 1,904,000	$ 1,904,000
Contingency		20.00%	%	$ 380,800	$ 380,800
ADDITIONAL COSTS *(Insert Additional Rows as Required)*					
Mobilization/Staking/Traffic Control/ Administration		25.00%	%		$ 476,000
Erosion Control		5.00%	%		$ 95,200
Affected Utility Work		10.00%	%		$ 190,400
CONSTRUCTION-ALTERNATES*(Insert Additional Rows as Required)*					
Undergrounding Overhead Utilities	MAY BE EXCLUDED FROM SCOPE OF WORK	600	LF	$ 400	$ 240,000
ESTIMATED PROGRAM CONSTRUCTION COST:	*(Total Hard Cost)*				**$ 3,286,400**

OWNER'S ESTIMATED SOFT COSTS (Percentage of 'A' Above or Lump Sum)

ITEM	% or LS	DESCRIPTION	TOTAL
ADVANCE PLANNING	3.00%	*(% of 'A' Above-Includes programming, survey/topo/utilities, cost estimate)*	$ 98,592
DESIGN FEE	10.00%	*(% of 'A' Above)*	$ 328,640
PRECONSTRUCTION SERVICES	1.00%	*(1% of 'A' Above for CM@Risk)*	$ 32,864
COMMISSIONING CONSULTANT	0.50%	*(0.5% simple; 1.0% moderate; 1.5% complex)*	$ 16,432
SPECIAL INSPECTIONS & TESTING CONSULTANT	1.00%	*(0.5% simple; 1.0% moderate; 1.5% complex)*	$ 32,864
CONSTRUCTION PHASE CONTINGENCY	5.00%	*(% of Estimated Construction Costs [3% New or 5% R&R])*	$ 164,320
OWNER RESERVE FUNDS	10.0%		$ 328,640

ESCALATION ANALYSIS:		Project Schedule Milestones	Months			
Funding Process		*1. OC-25 Creation Until Project Funded*	0			
Designer Selection		*2. Designer RFQ/Interview/Selection*	0			
Design Phases		*3. Design Phases Duration*	0			
Construction		*4. Bid Advertisement to Midpoint of Construction*	0		Monthly Escalation	
ESCALATION: BLS PPI ANNUAL INFLATION RATE	**8.00%**	**Total Months of Escalation:**	**0**		**0.67%**	**$ -**
MISCELLANEOUS		*Permits, Fees, Printing, Legal*				
LEGAL FEES		*Closing Cost, Easements*				
LAND REQUIREMENT		*Acquisition Cost*				
B. SUB-TOTAL OWNER'S ESTIMATED SOFT COST:	*(Total Soft Cost)*					**$ 1,002,352**
		Year of Initial Estimate:	**2025**			
C. ESTIMATED TOTAL PROJECT COSTS (A + B):						**$ 4,288,752**

2026	2027	2028	2029
8.00%	8.00%	8.00%	8.00%
$ 4,631,852	**$ 5,002,400**	**$ 5,402,592**	**$ 5,834,800**

Automatic Escalation Will Occur Annually on October 1 With No Program Changes

Indicates a Required Field to be Completed by Estimator

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	$$$$		R5800 delayed to 2029
2	North Broad new painted crosswalks	Partially Complete				2 crosswalks complete - Caldwell/King and Caldwell/French Broad
	North Broad new painted crosswalks		High	$		5 crosswalks remaining, Requires NCDOT approval
3	North Broad Stamped and signalized crosswalks, sidewalk extension, and landscaped medians		Medium	$$$$	$140,000	$70,000 each if completed by NCDOT
4A	South Broad Gateway: Signage, painted crosswalks, painted sharrows, re-striping the street		Medium	$$$		
4B	South Broad Gateway: Stamped and signalized crosswalks, sidewalk extension, landscaped median, stormwater, and bury overhead utilities		Medium	$$$$$$		
5	East Main Gateway: Signage and painted sharrows		High	$$		
6	East Main Gateway: Stamped and signalized crosswalks, landscaped median, sidewalk repairs, stormwater, and bury overhead utilities		Medium	$$$$$$		
	Bike Boulevards					
7	Morgan Street: Restriping with bike lane/sharrows and adding signage		High	$$$$	$105,000	potential net increase in onstreet parking
8	Morgan Street: Sidewalk extensions, greening, stormwater, and bury overhead utilities		Medium	$$$$$$		
9	East Jordan Street: Restriping with bike lane/sharrows and adding signage		High	$$$$		potential net increase in onstreet parking
10	East Jordan Street: Sidewalk extensions, greening, stormwater, and bury overhead utilities		Low	$$$$$$		
11	West Jordan Shared Street: Restriping with 2-way traffic to parking lot and bike lane/sharrows, paint parklet, outdoor seating, planters/signage to restrict eastbound traffic		High	$$$$		
12	West Jordan Shared Street: Permanent curbless street constructed, street lighting, landscaping, stormwater, and bury overhead utilities		Medium	$$$$$$		

Connector Streets/Alleys						
13	Times Arcade Alley: Signage to limit thru traffic	Complete	High			
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			
	Decorative Features, Controlled entry mechanism	Is this still valid		$$$		Eliminate decorative features?
15	North Alley: Change the surface of the alley with stamping, painting, or new pavers; lighting; decorations; smaller tables/mounted tables		High	$$$$$		includes pedestrian and vehicular area
16	Probart Street Parking Lot: Paving, bury overhead utilities, stormwater, loading area, covered bike storage, and pathways from parking to North Alley	Is this still valid	High	$$$$$		Improvements on private property
17	South Alley: Change the surface of the alley with stamping, painting, or new pavers; lighted bollards; decorations; landscape clean up; screening; bike racks/planters		Medium	$$$$		
18	Gaston Street: Mural wall and signage to parking		Medium	$$		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	$$$$$		

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			
	Temporary barriers/planters			$$		
	Painted sharrows			$		
	Parking signage			$		
21	**West Main Street: Intersection bump-outs (Broad Street only); sidewalk extensions; landscaping; stormwater; loading zones**	Partially Complete	High			
	Stamped crosswalk (England, Caldwell, Broad)	Complete				
	Street lighting					
	Sidewalks between bumpouts			$$$$		
	Midblock Crossing			$$$		Approved by NCDOT pending established loading zone
	Tree replacement/enlarged wells			$$		Budget per tree well
	Streetscape Complete Blocks from Oaklawn to Caldwell			$$$$$$	$4,300,000	
22	**East Main Street: Restriping the road with proposed bump-outs, bus stop, crosswalks, lane widths, and sharrows; temporary barriers and planters; and parking signage**	Partially Complete	High			
	Temporary barriers/planters			$$		
	Painted sharrows			$		
	Parking signage			$		
23	**East Main Street: Intersection bumpouts (Broad Street only); sidewalk extensions; landscaping; stormwater; Electrical/Food truck power, mid-block crossings and loading zone**	Partially Complete				
	Stamped crosswalk (Broad, Gaston)	Complete				
	Intersection bumpouts additional blocks/stormwater			$$$$$		
	Mid-block crossing			$$$		Approved by NCDOT pending established loading zone
	Sidewalks between bumpouts			$$$$		
	Tree replacement/enlarged wells			$$		
	Stamped crosswalk (Johnson and Rice)			$$$$	$140,000	$70,000 each if completed by NCDOT
	Streetscape Complete Blocks from Gaston to Rice			$$$$$$		
24	South Broad Street: Restriping the road with proposed bump-outs, loading zones, crosswalks, lane widths, and sharrows; temporary barriers and planters; and parking signage		High	$$$$		
25	South Broad Street: Intersection bump-outs; sidewalk extensions; landscaping; stormwater		High	$$$$$$		rebuild, does not include gateway signage
26A	West Main Street Bike Lane-Paint only	NEW				multiple options in consideration - no longer NCDOT
26B	West Main Street Bike Lane - Repave/paint	NEW				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
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	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
	$$$$	$100,001-$500,000
	$$$$$	$500,001-$1,000,000
	$$$$$$	$1,000,000+