

MINUTES

COUNCIL DOWNTOWN MASTER PLAN COMMITTEE

March 27, 2019 – 4:00 PM

Administrative Conference Room at City Hall

Members Present: Charlie Landreth, Chair, Council Member
Mac Morrow, Vice Chair, Council Member
Jim Fatland, City Manager
Melanie Spreen, Heart of Brevard Representative
Nancy Coleman, Heart of Brevard Representative
Susan Threlkel, Council Appointed At-Large Member
Daniel Cobb, Planning Director (arrived at 4:22 PM)

Members Absent: Dee Dee Perkins, Council Appointed Citizen Member

Staff Present: Aaron Bland, Planning Department
Denise Hodsdon, Executive Assistant

Guests: Clark Lovelace, Executive Director, Brevard/Transylvania Chamber of Commerce

Media: Matt McGregor, Transylvania Times

A. Welcome & Call to Order

Committee Chair Charlie Landreth called the meeting to order at 4:01 PM.

B. Certification of Quorum

Quorum was certified by Executive Assistant Denise Hodsdon.

C. Approval of Agenda

Mr. Landreth asked to add an item to the agenda regarding downtown sidewalk signage as requested by Clark Lovelace. Motion by Mr. Morrow, seconded by Mr. Fatland to approve the agenda as amended. The motion carried unanimously.

D. Approval of Minutes from February 27, 2019 Meeting

There was discussion that the minutes for Item G. Proposed FY20 Budget should be amended to include that the annual pressure washing of sidewalks and operational maintenance costs should be funded from the City's Streets Department budget and not from the Downtown Master Plan Fund. Motion by Mr. Morrow, seconded by Ms. Spreen

to approve the minutes of the February 27, 2019 meeting as amended. Motion carried unanimously.

E. Sidewalk Signage

Brevard/Transylvania County Chamber of Commerce Executive Director Clark Lovelace shared that the number of people visiting the Visitors Center is going down a little bit. He said they are brainstorming on ways to drive a genuine demand to the Visitors Center. He showed photos of different directional/informational sidewalk signs and asked for permission to place similar signs in the Downtown area. He said they have not identified the exact locations yet, but it would be less than 12 and they would cover the cost. He explained that the signs are made of a vinyl material that are laid directly on the concrete and last about 3 months. The Committee was interested in the idea and asked Mr. Lovelace to come back with a list of locations and samples of the material and preliminary artwork.

F. Tree Wells & Trees

Mr. Landreth reported that he sent Public Works Director David Lutz a short list of trees that are good durable street trees and fit within our narrow canopy space. He said the tree well system we choose would need to be based on the growth habit of the tree. Mr. Landreth suggested that there needs to be discussion about the process for picking the trees and whether we want the same tree everywhere downtown. There was consensus that we should have a variety/mixture of trees. During discussion, Mr. Landreth noted that the biggest issue is a construction plan and suggested that we should hire a landscape architect to design and manage the project. Then we could either hire a contractor or have Public Works do the actual construction. Mr. Fatland suggested that if Public Works were to do it and they broke a water line, they would be right there to repair it and a good area for them to practice would be on Caldwell Street. There was consensus that Public Works should also go ahead with removal of any dead trees along East Main Street.

G. Parking Deck Update

Mr. Fatland and Mr. Cobb have met with Alan Steinbeck, the consultant who assisted the City with the BUILD grant last year, to discuss the parking deck proposal from Travis Fowler. Mr. Cobb recapped that the proposal was for a 30-year lease with a payment of \$25,000 per month. Mr. Steinbeck took that proposal and then created a couple other scenarios that could also be beneficial to the City. Mr. Cobb described a couple of options for financing this endeavor. One option is to do a lease for the full term that he is requesting, but have an option to buy it after 5 years (or some other period) with the lease payments to be applied toward the purchase. It would mean some changes to the City's parking arrangements. One scenario is for paid on-street parking only, and have free parking at the parking deck and in surface lots. The second scenario is to have paid on-street parking and paid surface lots, but have the deck free. The third scenario is to

have everything paid parking. Mr. Cobb pointed out that we would want to encourage turnover on the street so we would probably want to structure the rates to encourage people to park in the deck longer and to park on the street for short periods of time. That might be a higher rate than what you would charge within the deck.

The Committee reviewed the projected revenue and expenditures for the three different paid parking scenarios under the developer's offer compared to the same scenarios under a self-financing option (copy attached as Exhibit A). The self-financing option is where the City would actually buy the property and build the deck; own it and maintain it for the same period of time (30 years). Mr. Cobb noted that these are the options that we have explored and he felt that we have a pretty good amount of data to be able to make a recommendation to the City Council.

Mr. Fatland suggested that if we were to lease, in order to make it work financially we might want to be more aggressive and take the ownership route. He suggested that if we structure it where part of the lease payment for the first 5 years was going toward down payment to buy it outright, then we will have a good track record on the financial pro-forma. If we borrow money for any project we would have to get the State Treasurer's approval and it would be pretty tough to get the blessing if we don't have that financial pro-forma yet. If we lease for five years with the lease payment being applied to our down payment and then buy it outright in 5 years, we will have a good story to tell the Treasurer on the cash flow. Mr. Fatland explained that we would be required to have a parking fund and all revenue and expenses related to the parking structure would all flow into that fund. We would have the funds to meet the lease payments as well as future debt payments. He thinks we need to negotiate aggressively with this developer to get an agreement that makes good sense for the City and our Downtown and not just be giving the developer a cash flow on a lease arrangement.

Mr. Fatland said the consultant recommended that we should not give away free parking at the parking deck. However, it could be structured where maybe during daytime hours on Monday through Friday from 8:00 am to 5:00 pm parking might be free to allow the merchants and their employees to park there. Then we could charge in the evening and on weekends when people come in to spend money at restaurants, etc. Those are all things we can tweak.

Mr. Cobb added that Mr. Fowler is ready to build, and one option for his project includes 48 condominiums, 6000 s.f. of retail space, and 260 parking spaces. He has a second option for the same thing plus some workforce housing apartments. The Committee also reviewed the developer's conceptual plan for the project. Mr. Cobb noted that it includes an elevator going from the bottom of the deck to the Probart Street level. Ms. Spreen said the question for her is not knowing exactly what his development is and how much of a parking load his project is going to have and how do we guarantee that those spots are going to be available. Mr. Fatland said the developer is proposing separate parking for his other development and the 250 spaces in the parking structure, would be our entire lease space available for public parking. The proposed residential

units will have their own parking separate from the parking deck.

Mr. Cobb said we have also discussed the possibility of cost sharing with the first phase of the DTMP. This development is basically from French Broad Street all the way up to Probart Street, just about the entirety of the geographic extent of Phase I of the Master Plan, so they will be required to install that on their side of the road anyway and we are battling around the idea of partnering with them to build the other side as well to get that done at the same time.

Mr. Cobb noted that we have not counter-offered this proposal at all; we have just been gathering data. Mr. Landreth pointed out that we don't have a proposed lease agreement yet and he wants to make sure we understand what it takes to manage the system.

H. FY20 Budget Request Follow-up Discussion

Mr. Fatland noted that if the Committee is ready to go ahead with the trash cans and benches, the money is already in the DTMP fund. The metal benches are approved so we could order those and get that all done. Mr. Landreth recommended that we proceed with that. Ms. Threlkel thought we need to look at other samples of trash/recycling cans that are a little smaller and not so overwhelming for our sidewalks. Mr. Fatland said he would like to consult other communities to see if people are honoring putting things in the recycling bin or is this for appearance only and there is trash in both bins. Mr. Landreth suggested installing 6 pairs at mid-block on East and West Main Streets. There was consensus to proceed with ordering the benches and the mid-block trash/recycling cans. Staff will obtain the design and cost estimate for the Committee to review before proceeding with the crosswalk improvement and bump-outs at Main and Broad Streets.

Additional Comments/Announcements:

Ms. Threlkel shared some drawings done by local artist Billy Smith depicting African-American history that she would like to have considered for the Clemson Plaza project. Mr. Fatland added that he will have information regarding the apartment over the movie theater, which will affect the inclusion/location of stairs in the design plan. Mr. Cobb said they hope to have the design plan wrapped up in the next couple of months and we should find out after July if we get the grant from the Main Street Program.

Ms. Spreen commented that at a recent legislative breakfast, there was discussion about the legislature not funding the Main Street Solutions fund. They are earmarking funds for specific downtown revitalization projects so there is no real formal application process other than lobbying with your representatives to use some of their surplus which they've said they have. We know that we probably can't get the whole DTMP but if we know we have certain phases or certain approximate chunks of money, that they might be able to help negotiate that and get us a portion of available money. She said as she was looking back at the BUILD grant to see if they are going to be issuing another

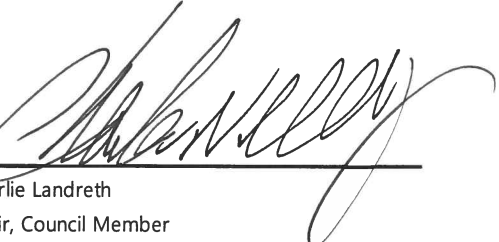
call for that, she came across an article that said some of that has been defunded so we may want to see if there are other means through the State that we might be able to get for a phase or a section of Main Street. Mr. Cobb added that if there is desire to reapply for the BUILD grant this year, it has been stressed that we need to start talking with our elected officials for support in this upcoming grant cycle.

I. Adjourn

There being no further business, Mr. Fatland moved, seconded by Ms. Threlkel to adjourn the meeting at 5:21 PM. The motion carried unanimously.

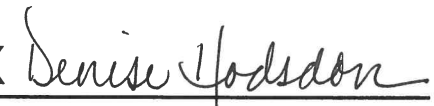
Next Meeting

The next meeting of the Council Downtown Master Plan Committee will be on Wednesday, March 27, 2019 at 4:00 PM.

X 

Charlie Landreth
Chair, Council Member

Minutes Approved - August 28, 2019

X 

Denise Hodsdon
Executive Assistant

Developer Offer

Parking Deck Only	Monthly (Yr 1)	Agreement Period	Parking Deck + On/Off-street parking	Monthly (Yr 1)	Agreement Period	On/Off-Street Parking Only	Monthly (Yr 1)	Agreement Period
<i>Expenditures</i>								
Rent	\$25,000	\$12,170,424	Contract	\$25,000	\$12,170,424	Contract	\$25,000	\$12,170,424
Operations & Maintenance	\$5,750	\$2,799,197	Operations & Maintenance	\$12,610	\$6,138,762	Operations & Maintenance	\$12,610	\$6,138,762
Total expenditures	\$30,750	\$14,969,621	Total expenditures	\$37,610	\$18,309,186	Total expenditures	\$37,610	\$18,309,186
<i>Revenues</i>								
Parking fees	\$33,350	\$13,920,914	Parking fees	\$67,024	\$27,976,862	Parking fees	\$33,674	\$14,055,949
Net Revenue	\$2,600	-\$1,048,708	Net Revenue	\$29,414	\$9,667,677	Net Revenue	-\$3,937	-\$4,253,237

Self-Financing Options

Loan Period (years)	20
Payments per year	12
Annual Interest Rate	6%
Agreement Period (years)	30

Parking Deck Only	Monthly (Yr 1)	Agreement Period	Parking Deck + On/Off-street parking	Monthly (Yr 1)	Agreement Period	On/Off-Street Parking Only	Monthly (Yr 1)	Agreement Period
Scheduled payment	\$40,943	\$9,826,396	Scheduled payment	\$40,943	\$9,826,396	Scheduled payment	\$40,943	\$9,826,396.45
Operations & Maintenance	\$9,750	\$4,746,465	Operations & Maintenance	\$16,610	\$8,086,030	Operations & Maintenance	\$16,610	\$8,086,030
Total expenditures	\$50,693	\$14,572,862	Total expenditures	\$57,553	\$17,912,426	Total expenditures	\$57,553	\$17,912,426
<i>Revenues</i>			<i>Revenues</i>			<i>Revenues</i>		
Total monthly revenues	\$33,350	\$13,920,914	Total monthly revenues	\$67,024	\$27,976,862	Total monthly revenues	\$33,674	\$14,055,949
Net Revenue	-\$17,343	-\$651,948	Net Revenue	\$9,470	\$10,064,436	Net Revenue	-\$23,880	-\$3,856,477