

MINUTES

COUNCIL DOWNTOWN MASTER PLAN COMMITTEE

Wednesday, July 9, 2020 – 2:00 PM

City Hall Council Chambers

Members Present: Maureen Copelof, Chair, Council Member
Gary Daniel, Vice Chair, Council Member
Jim Fatland, City Manager
Paul Ray, Planning Director
Nicole Bentley, Heart of Brevard
Melanie Spreen, Heart of Brevard Representative
Dee Dee Perkins, Citizen Member

Members Absent: Susan Threlkel, Council Appointed At-Large Member

Staff Present: Denise Hodsdon, Executive Assistant
Leigh Huffman, Planning Department

Guests: Billy Parrish, President of Heart of Brevard

Media: Matt McGregor, *Transylvania Times*

A. Welcome & Call to Order

Committee Chair Maureen Copelof welcomed everyone and called the meeting to order at 2:02 PM.

B. Certification of Quorum

Quorum was certified by Executive Assistant Denise Hodsdon.

C. Approval of Agenda

Motion by Ms. Perkins, seconded by Mr. Daniel to approve the agenda as presented. The motion carried unanimously.

D. Approval of Minutes from June 24, 2020 Meeting

Motion by Ms. Bentley, seconded by Ms. Perkins to approve the minutes of the June 24, 2020 meeting as presented. The motion carried unanimously.

E. Update on Focus 2020 Review

This item was postponed until the next meeting.

F. Downtown Parking

Ms. Copelof said it has recently become obvious that parking is a hot-button issue. We had done parking studies years ago, but things have changed considerably since then. She said the issue keeps coming up as to whether or not we need a parking deck and, if we start doing any type of build-outs on the street, that will impact parking spaces so she thinks it might be time to take another holistic look at parking.

Mr. Fatland noted that prior to COVID-19, Staff had made a presentation to City Council and Heart of Brevard regarding a proposal for paid parking downtown. It was his understanding that Heart of Brevard was going to talk to its members about retaining a consultant to help explain the importance of paid parking downtown. Ms. Bentley said the Heart of Brevard Board had a lot of questions and needed more information, but it has not been discussed since COVID-19 hit.

Ms. Perkins said part of the discussion was that paid parking provides a revenue stream that would eventually pay for a parking deck in our future and making sure that there is a long-range plan for that. The theory would be that if paid parking were in our core on-street parking areas, then it would help push people that want to stay for longer periods of time to park in the secondary parking lots that perhaps are free. Another part of the discussion was that we need to think of all the scenarios so that it is well thought out in how it is executed. For example, people stopping quickly to pick up a cup of coffee in the morning. Mr. Ray noted that the parking kiosks can be programmed in a number of different ways so the times could be flexible.

Ms. Copelof said we should start getting all those scenarios, those pros and cons, so that when it does head towards us, we are ready to analyze it in a fashion based on fact and options. Ms. Copelof said her thought would be that instead of having a consultant come to try and help people understand the need for paid parking, maybe we should go back a few steps before that and take a strategic look at the whole parking situation, and whether paid parking really make sense based on what is already out there for City and commercial paid parking.

There was discussion about how parking is one of the issues the County is taking into consideration in its decision as to whether to keep the courthouse downtown or to move it to another location. That decision is a huge factor on the impact of the future of paid parking and if the County decides to move the courthouse from downtown, would a parking deck really be required, or is that just a perceived need. Mr. Fatland said a parking deck could stand alone without the courthouse, it would be just smaller in size.

Mr. Daniel said he would like to hear from Heart of Brevard as to whether they think we have a parking problem. Billy Parrish said his sense is that we need a parking

management strategy or plan that looks at all of this in a comprehensive way. The needs assessment that was done in 2013 was really well done and there is a parking management strategy outlined in that document that is pretty strong, but that was seven years ago. From a process standpoint he thinks the Heart of Brevard would like to participate in a review and evaluation of that study to see if it needs updating and develop a parking management strategy that is not just about public parking, but about public and private parking, looking at the downtown as a whole, and see how we can integrate all those things together.

Mr. Fatland suggested that it might be helpful if the City Council and the Heart of Brevard Board had a joint meeting to review the previous study and do some brainstorming. Following further discussion, Mr. Fatland moved and Mr. Ray seconded to have a joint meeting of the City Council and the Heart of Brevard Board where Planning Staff will present the previous report and seek input to lead to a more definitive scope of work in developing a parking management plan. The motion carried unanimously.

G. Update on COVID-19 Emergency Response Toolkit for Businesses

Mr. Ray reported that the toolkit has been rolled out and has been well received. The Heart of Brevard hosted a Zoom meeting yesterday to answer any questions and Planning Staff has already started working with some of the restaurant owners on their site plan and application. Mr. Ray said there will be a bit more to the permitting process than we had originally expected. DOT has indicated that since this is a federal aid route, that they need to have some oversight on outdoor dining areas on the sidewalk. He said there are still some unanswered questions, but he is working with DOT on finalizing the details.

H. Curbside Pickup Signs

Ms. Bentley reported that Heart of Brevard has reached out to a majority of the business owners to determine whether and how much they are still using curbside pickup. They have looked at allocating spaces based on being close to restaurants and retailers that were already using it, making sure to make the proper concessions for safety, pedestrian zones, handicap zones and fire hydrants. They have prepared a map (copy attached) identifying eight spots that would cover the majority of the businesses that are already using it.

Following review and discussion of the proposed map, it was decided that on Friday, July 10th the Heart of Brevard and City Staff will visit the businesses who were using it frequently to let them know that the new signs will be coming and share the proposed map with them. On Monday, July 13th an official communication will be sent to the businesses reviewing the allocations, letting them know that this is a fluid process and that we'll be collecting feedback for two weeks and that adjustments will be made based on evaluation of that feedback. The new signs will be put out on Friday, July 17th.

I. Update on Tree Replacement

This item was postponed until the next meeting.

J. Set Date for Next Meeting

The next meeting of the Council Downtown Master Plan Committee will be on Thursday, July 23, 2020 at 2:00 PM in the Council Chambers at City Hall.

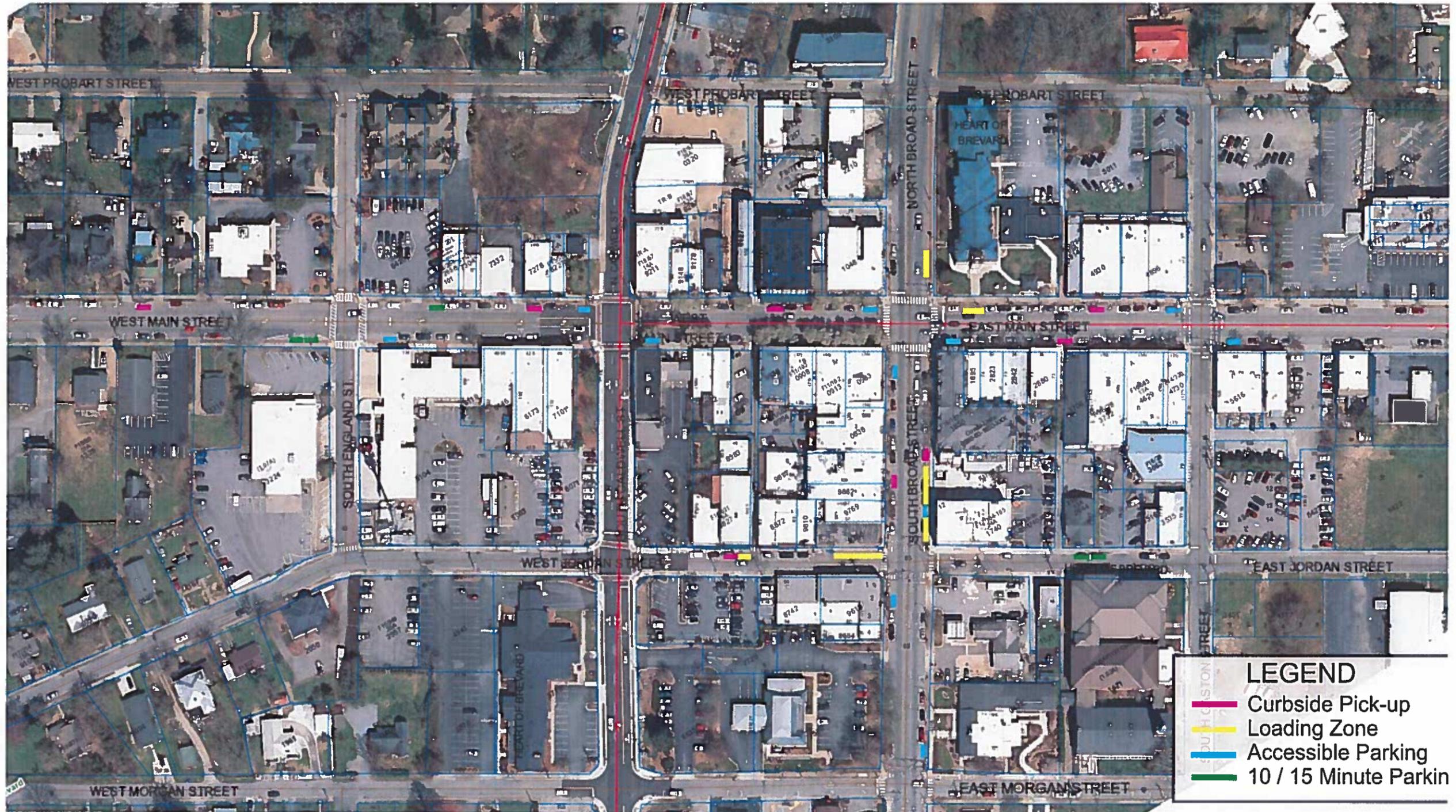
K. Adjourn

There being no further business, the meeting was adjourned at 3:20 PM.

X Maureen Copelof
Maureen Copelof
Chair, Council Member

Minutes Approved - July 23rd, 2020

X Denise Hodsdon
Denise Hodsdon
Executive Assistant



LEGEND

-  Curbside Pick-up
-  Loading Zone
-  Accessible Parking
-  10 / 15 Minute Parking