

# BREVARD DOWNTOWN MASTER PLAN & STREETSCAPE

## Stakeholder Kick-off Meeting

February 18, 2021

DOMOKUR | ARCHITECTS





# AGENDA

- **Team Introductions**
- **Scope**
- **Process**
- **Schedule**
- **Stakeholders**
- **Priorities**
- **Stakeholder Input Form**

# OUR TEAM

DOMOKUR | ARCHITECTS

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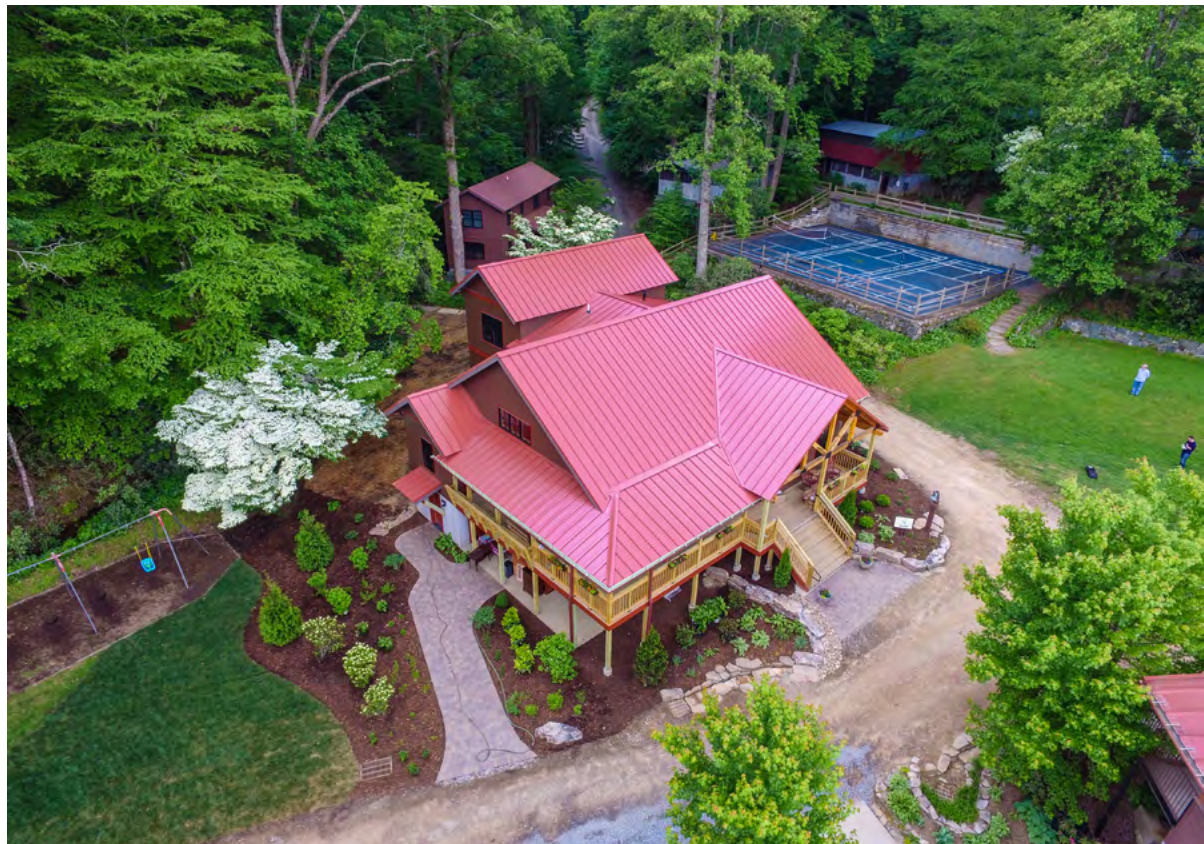
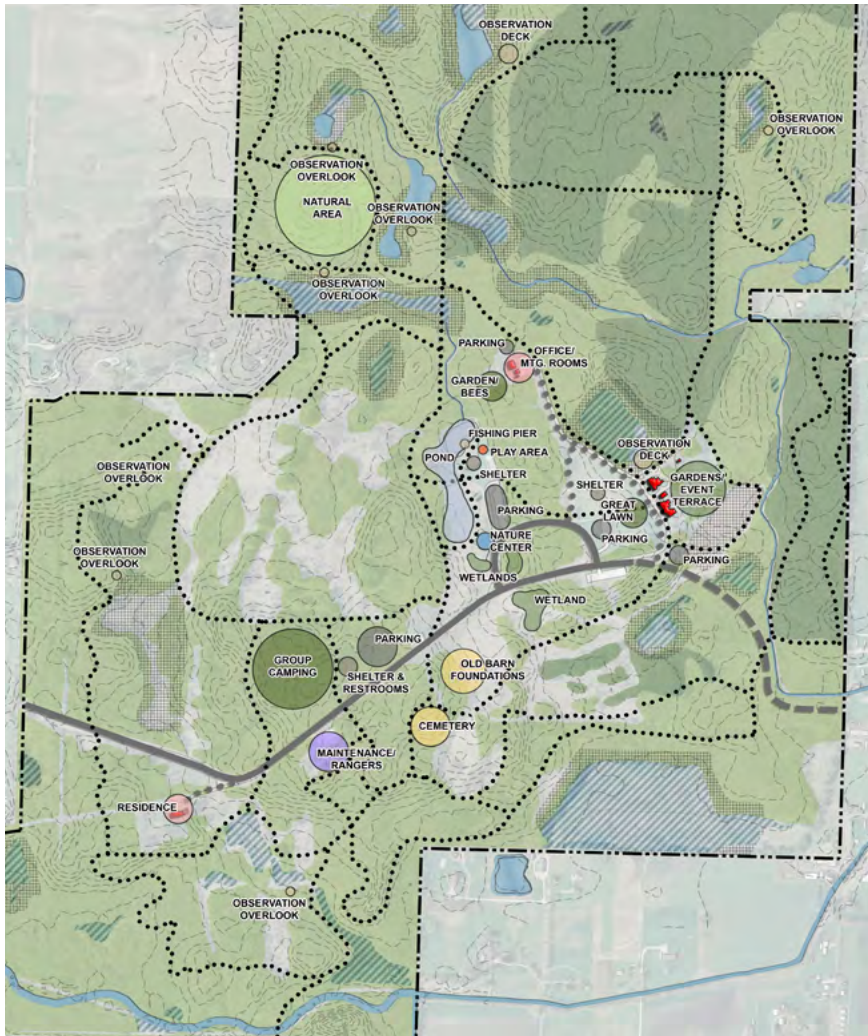


**STEPHANIE LIVINGSTON**

Civil Designer + Planner

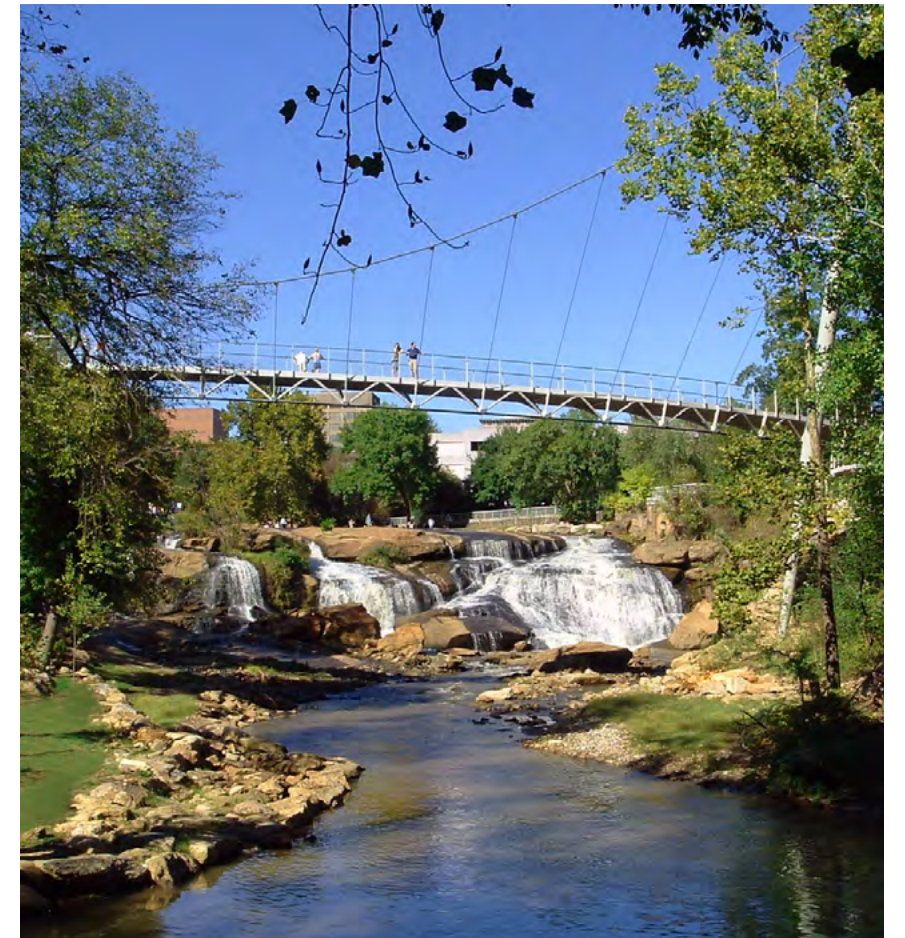
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**DOMOKUR ARCHITECTS**





**ARBOR ENGINEERING**



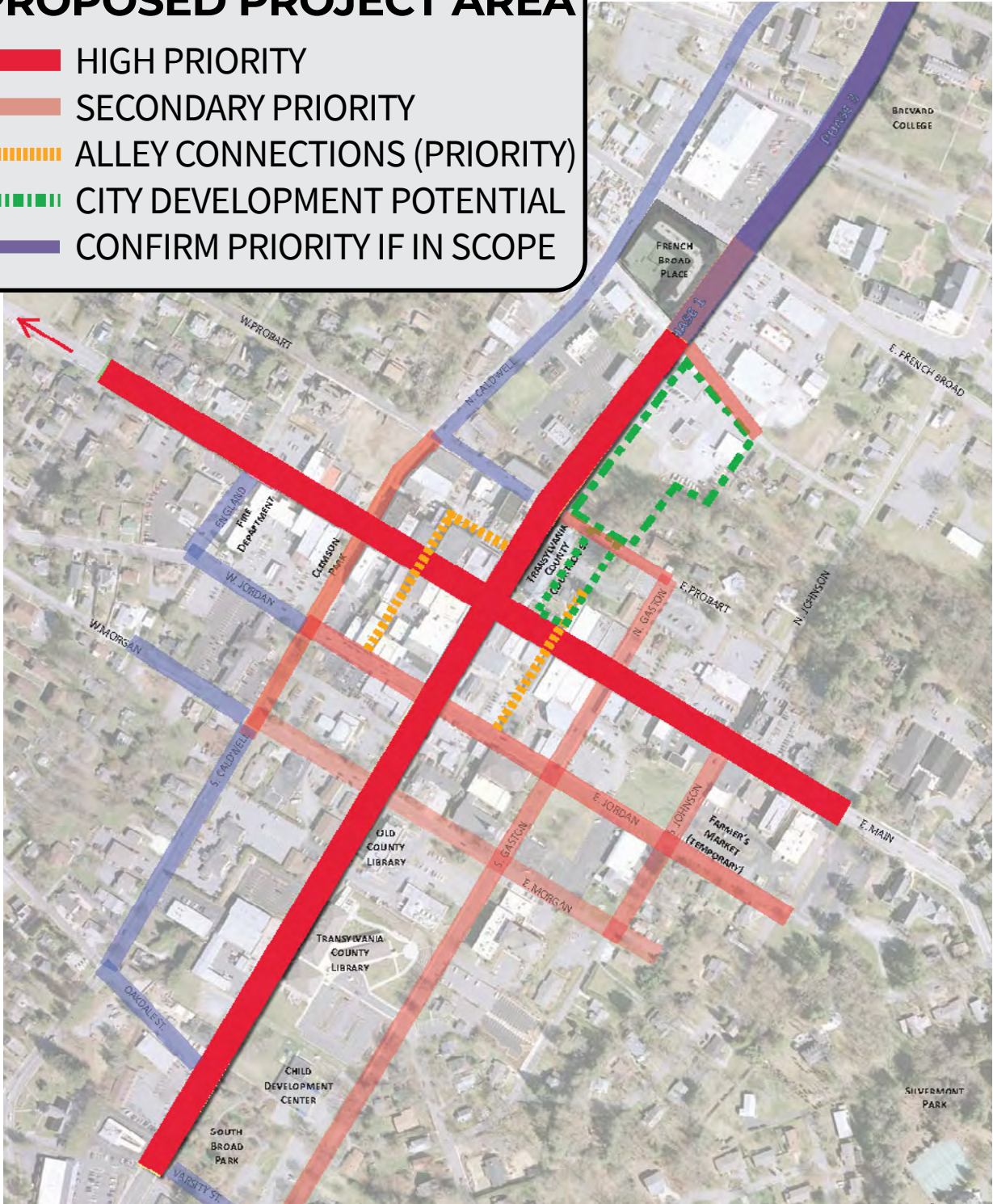
# SCOPE



2012 STREETSCAPE STUDY

## PROPOSED PROJECT AREA

- HIGH PRIORITY
- SECONDARY PRIORITY
- ALLEY CONNECTIONS (PRIORITY)
- CITY DEVELOPMENT POTENTIAL
- CONFIRM PRIORITY IF IN SCOPE



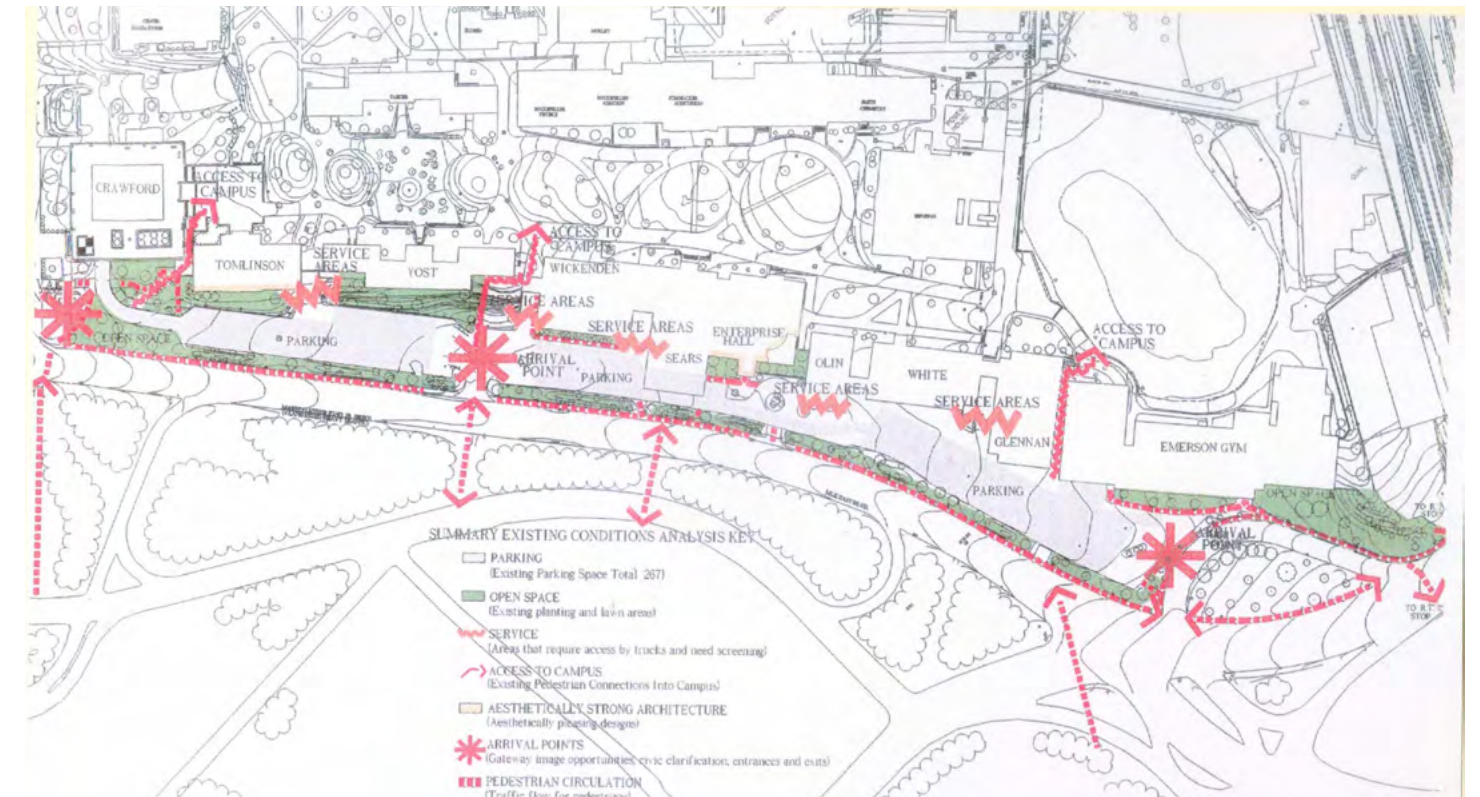
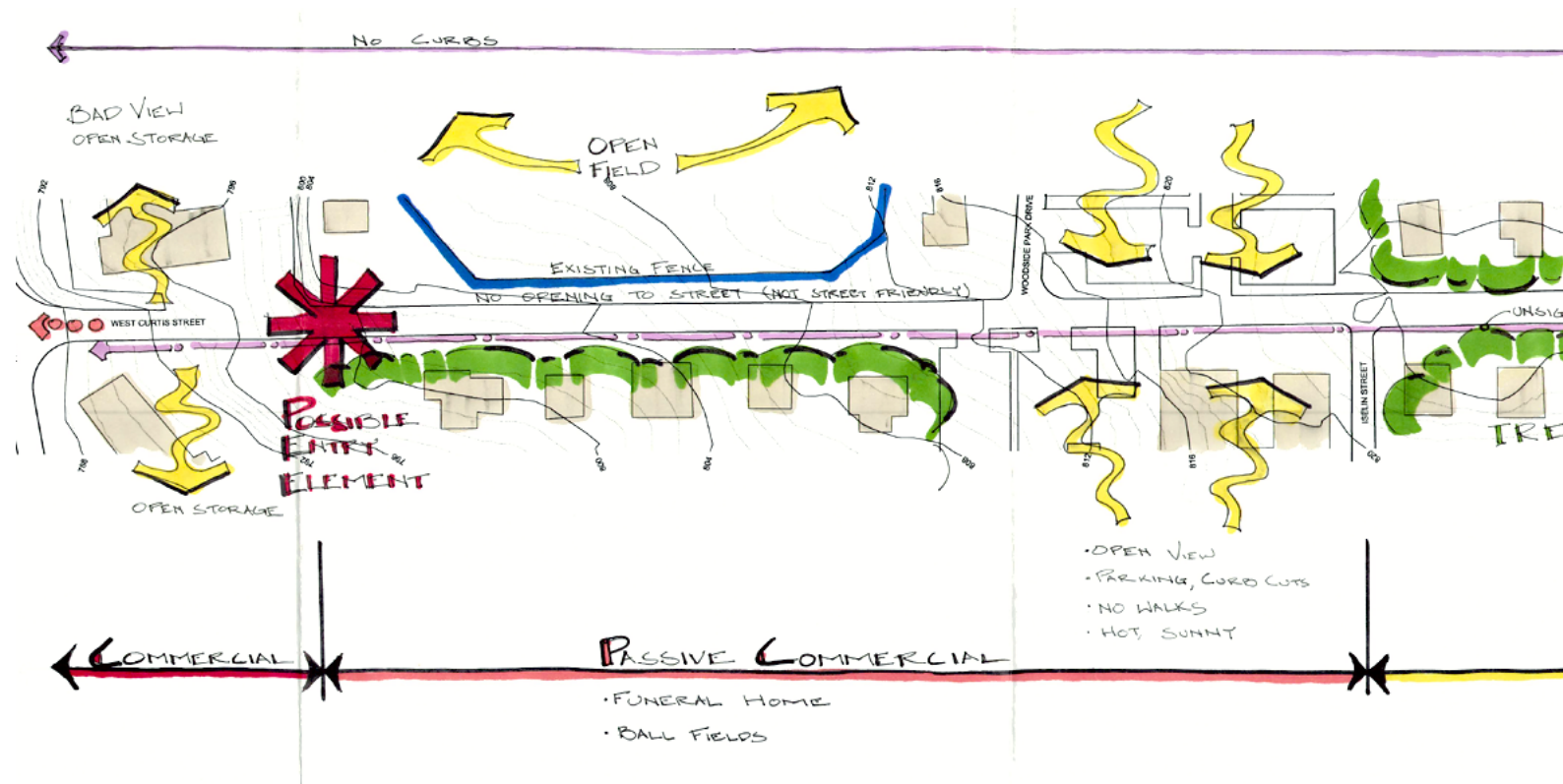
2021 DOWNTOWN MASTER PLAN



# PROCESS



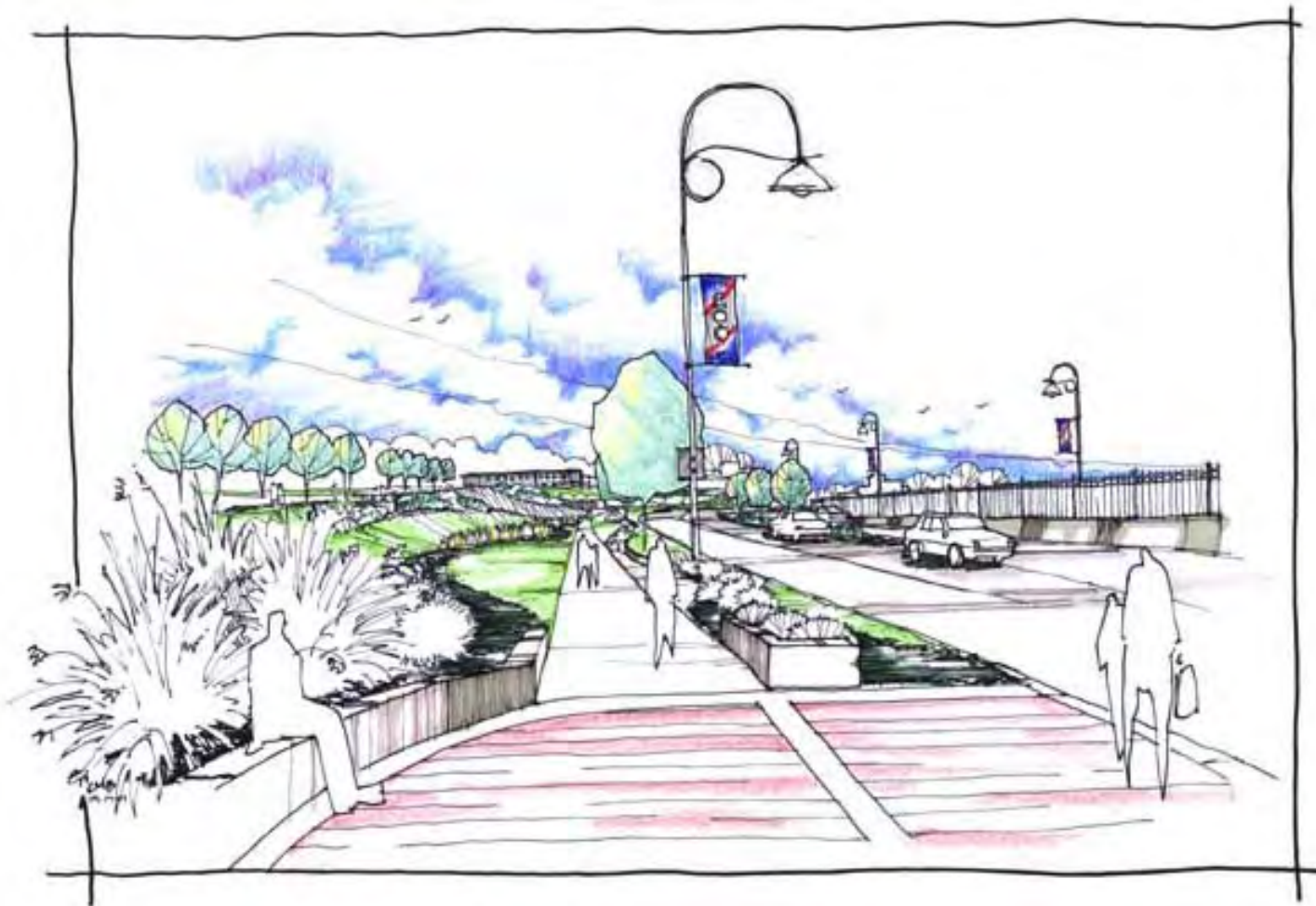
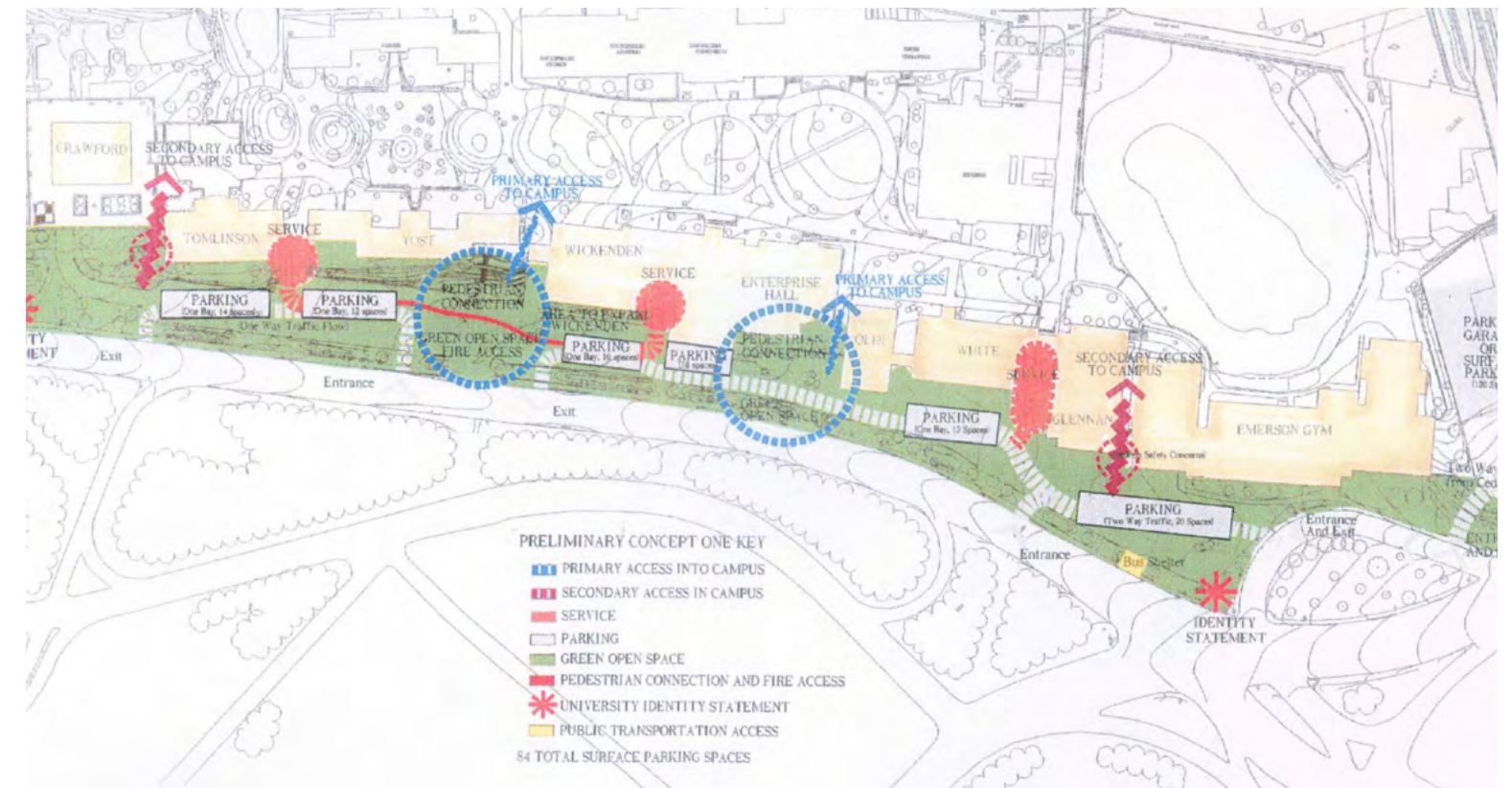
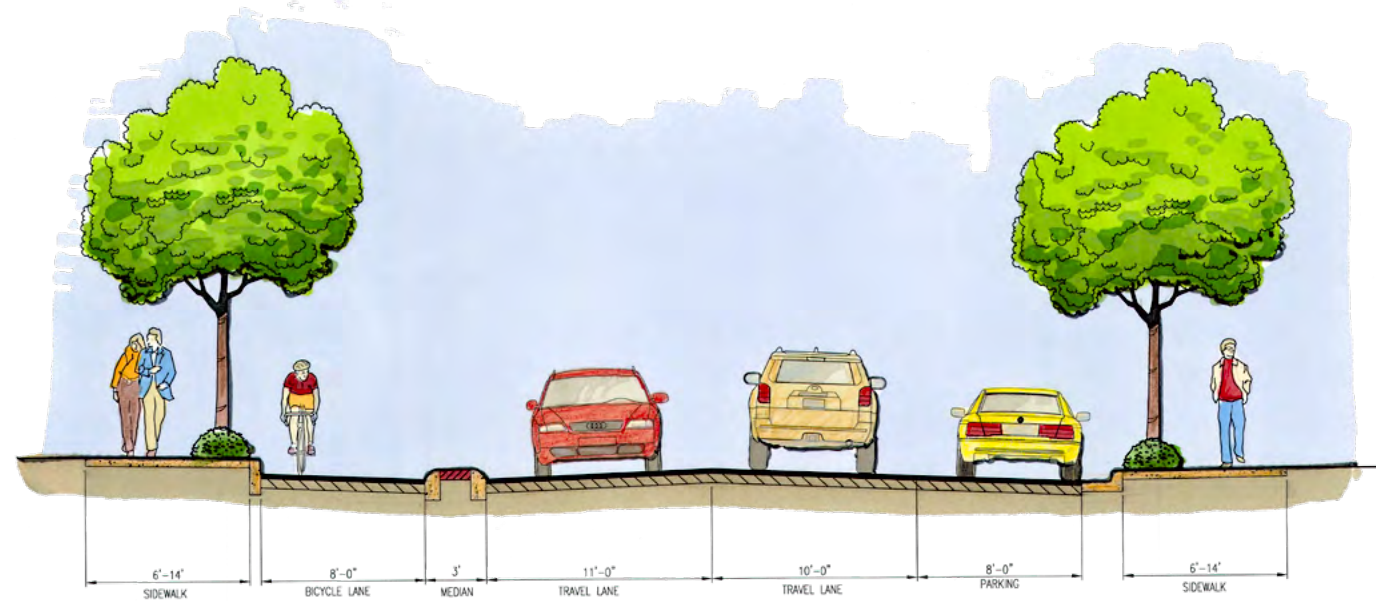




- Document / analyze existing site conditions, natural & man-made
- Review previous studies / plans
- Stakeholder Survey / Input

**DATA COLLECTION + ANALYSIS**





- Define overarching ideas / goals
- Identify opportunities and development areas
- Define organization and relationships between key elements and circulation patterns

**CONCEPTUAL DESIGN**

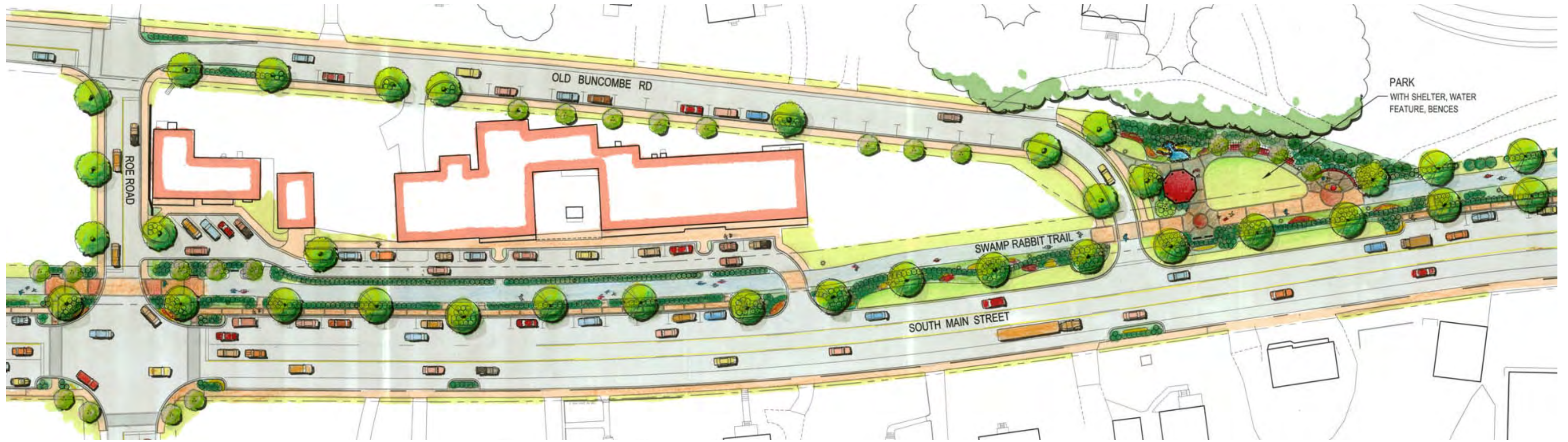




- Refine spaces and features w/specific sizes and parameters
- Develop preliminary opinion of probable construction cost
- Organize possibilities of implementation for review

## PRELIMINARY MASTER PLAN





- Finalize design into a comprehensive and implementable plan
- Consolidate all data into a usable resource manual
- Present final design to City Council

**FINAL MASTER PLAN**



# SCHEDULE

## **February 2021: Existing Conditions Review / Analysis**

**February 11**

DTMP Committee Kick-off Meeting / Priorities

→ **February 18**

Stakeholders Kick-off Meeting / Priorities

## **March 2021: Conceptual Master Plan / Streetscape**

**March 18**

Conceptual Master Plan Work Session

**March 24**

NCDOT + NCDEQ Review Meeting

## **April 2021: Preliminary Master Plan**

**April 15**

Preliminary Master Plan Work Session

**April 21-22**

Stakeholder Meetings (4 Total)

## **May-June 2021: Final Master Plan**

**May 20**

Draft Final Master Plan Work Session

**May 26**

NCDOT + NCDEQ Review Meeting

**June 14**

Summary Documents

**June 21**

Final Presentation to City Council



# STAKEHOLDERS

## **Wellness, Connectivity, & Culture**

Council Parks, Trails, & Recreation Committee  
Blue Zones Project  
Mary C. Jenkins Community Center Committee  
Transylvania County Farmers' Market  
Transylvania County Arts Council  
Transylvania Heritage Museum

## **Economic Vitality & Commerce**

Transylvania County Tourism  
Chamber of Commerce  
Transylvania Economic Alliance  
Heart of Brevard



# STAKEHOLDERS (continued)

## **Municipal Infrastructure, Safety & Development**

Brevard City Council  
Council Public Works & Utilities Committee  
Council Public Safety Committee  
Council Finance & Human Resources Committee  
City of Brevard Planning Board  
Transylvania County Planning Department  
County Manager / County Commissioners  
Joint Historic Preservation Commission

## **Business District Owners**

Downtown Property Owners  
Downtown Business Owners  
Religious Institutions  
Educational Institutions



# DTMP COMMITTEE MEMBERS

**Maureen Copelof** - *City Council Member, Chair*

**Gary Daniel** - *City Council Member, Vice Chair*

**Jim Fatland** - *City Manager*

**Paul Ray** - *Planning Director*

**Leigh Huffman** - *City Planner*

**Nicole Bentley** - *Heart of Brevard, Executive Director*

**Billy Parrish** - *Heart of Brevard, President / Representative*

**Dee Dee Perkins** - *Council Appointed Citizen Member*

**Susan Threlkel** - *Council Appointed At-Large Member*

**Mayor Jimmy Harris** - *Ex Officio*

**Denise Hodsdon** - *Executive Assistant*



# LONG-TERM PRIORITIES (DTMP Committee)

- **Safer downtown for pedestrians / cyclists**
- **Cohesive plan for downtown**
  - **Consistent 'look and feel' throughout**
- **Feasible Implementation Plan**
  - **Incremental projects to show progress and build momentum**
  - **Road map for future development**



# NEAR-TERM PRIORITIES (DTMP Committee)

- **Traffic signal coordination**
- **Canopy / Street trees**
- **Inviting alleyways and better connectivity**
- **Deferred maintenance plan**
- **Green space & community gathering**



# DOWNTOWN INSPIRATION (SIDEWALKS)





# DOWNTOWN INSPIRATION (PUBLIC GATHERING)



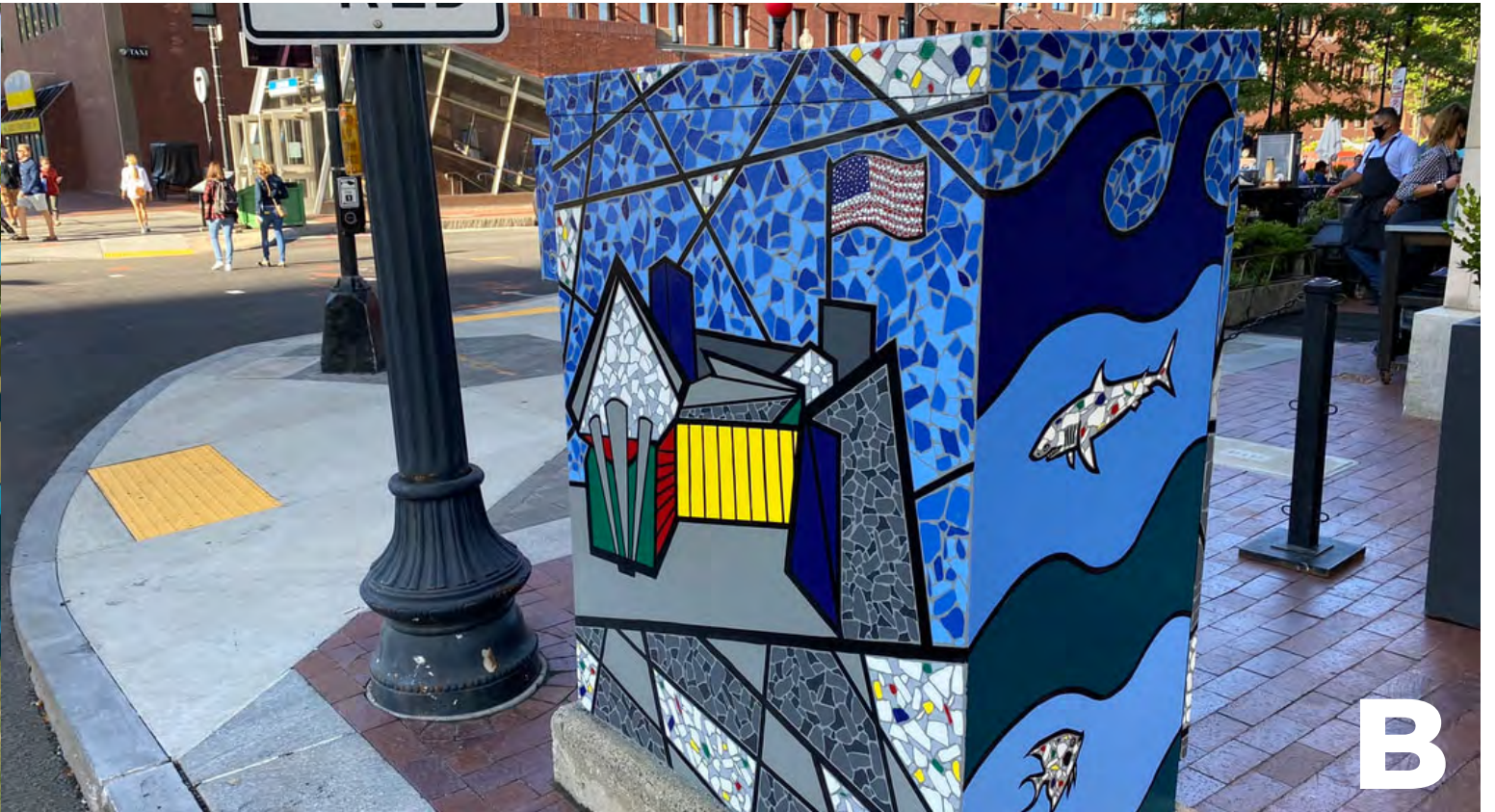


# DOWNTOWN INSPIRATION (OUTDOOR RECREATION)





# DOWNTOWN INSPIRATION (PUBLIC ART)





# PRIORITIES (Basis of analysis)

- 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.
- Development of an appropriate conceptual infrastructure plan.



# Reinforce downtown's identity and unique sense of place:

- ▷ Opportunities for public art
- ▷ Connection to outdoor recreation
- ▷ Historic Character



**IDENTITY AND UNIQUE SENSE OF PLACE**



## Enhancing mobility, accessibility, and safety in downtown with:

- ▷ Traffic calming strategies
- ▷ Sidewalks
- ▷ Connectivity between primary and secondary streets and off-street parking areas
- ▷ High- visibility and accessible crosswalks
- ▷ Integration of pedestrian, bike, and vehicular circulation
- ▷ Appropriate size, location and access to loading zones



**MOBILITY, ACCESSIBILITY, SAFETY**



## Creating an attractive and engaging pedestrian experience with:

- ▷ Improved outdoor dining and seating areas
- ▷ Street trees and landscaping (with irrigation)
- ▷ Alley improvements
- ▷ Public gathering / event space
- ▷ Street Lighting
- ▷ Site Furnishings (benches, bike racks, trash/recycling receptacles, bollards, planters)

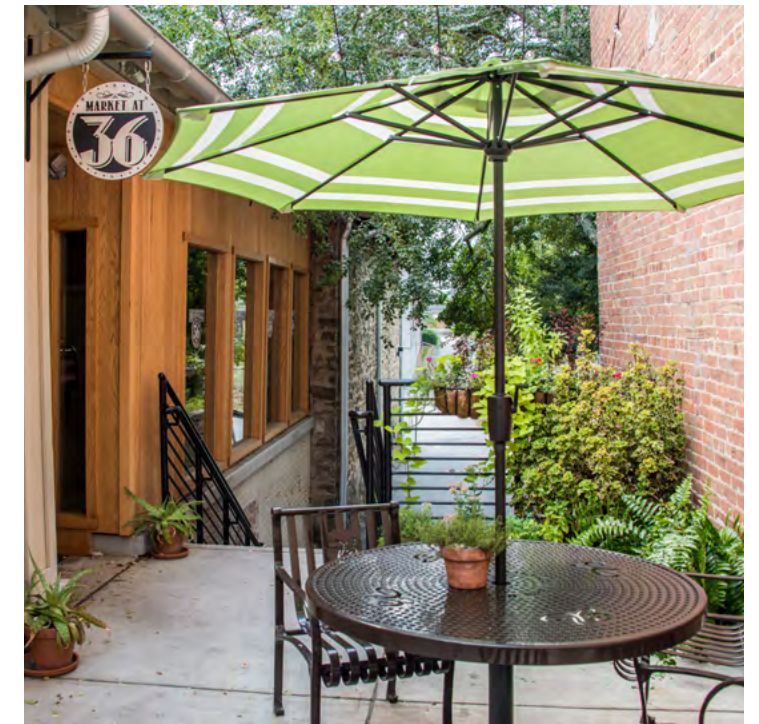


**ATTRACTIVE AND ENGAGING PEDESTRIAN EXPERIENCE**



## Promote Economic Vitality and future development with:

- ▷ Continuity of streetscape and circulation paths to secondary streets
- ▷ Integrated downtown parking plan including combination of on-street, off-street, City Parking Garage, and private parking lots



**ECONOMIC VITALITY + DEVELOPMENT**



## Development of an appropriate conceptual infrastructure plan:

- ▷ Stormwater modifications and improvements
- ▷ Electrical, AV, lighting and water connections to support events and holiday lighting




**INFRASTRUCTURE**



# STAKEHOLDER INPUT FORM

Brevard Downtown Master Plan - x

docs.google.com/forms/d/e/1FAIpQLSdAvGx1p2LMCoegc1QroJsn7TSaWuqbgv...



### Brevard Downtown Master Plan - Stakeholder Survey

The City of Brevard is in the process of re-envisioning the Downtown Master Plan and Streetscape design to create a plan that is unique to Brevard and may be implemented in phases in the near-term based on available financial resources. Input and engagement of key community stakeholders is vital to the process to build consensus and support for the improvements that are needed to reflect and promote vitality, safety, image, and future economic development of downtown Brevard. Each stakeholder group has a unique perspective on the impact future changes to downtown will have on their stakeholder group and the community as a whole.

**Directions for Stakeholder Groups:**  
As a key stakeholder in the Community, you are being asked to provide input on behalf of your organization/stakeholder group, not your personal preferences. Please note this survey may take 15 minutes or more to complete if thoroughly answered. You may complete a single response on behalf of your organization, and/or you may forward this survey link to board/committee members, key staff, or others in your organization as long as they identify the stakeholder group and their role as requested within the first three questions.

**Directions for General Public:**  
If you would like to complete the survey form with your personal preferences and ideas for Downtown, you may submit a form and identify yourself as General Public.

Please submit all responses by March 4, 2021.

Thank you for taking the time to share your ideas for the future of downtown Brevard!

Which Stakeholder Group best applies to you?

Choose

If not listed in the previous list, what is the name of your specific organization / stakeholder group?



# QUESTIONS?

