

EXECUTIVE SUMMARY

PURPOSE

Recognizing the immediate need to address the condition of aging infrastructure and update the previously adopted 2012 Downtown Streetscape Plan to meet current North Carolina Department of Transportation (NCDOT) standards, The City of Brevard embarked on development of a new plan in 2021 to create a comprehensive vision for the future of downtown and build momentum and consensus among the community for implementation of elements of the plan in the near-term while strengthening future grant applications for potential funding opportunities for long-range projects.

In collaboration with the City of Brevard, Downtown Master Planning Committee, Blue Zones Project Brevard, Blue Zones, LLC and key community stakeholders, the Consultant team of Domokur Architects and Arbor Engineering utilized a comprehensive approach considering vitality of streetscape design, parking needs and strategies, innovation in multi-modal transportation, safety, and economic development to create a master plan that is implementable based on attainable budgets and phasing plans.

PROJECT OBJECTIVES

The comprehensive master plan improvements are designed to focus on:

- ▷ Enhancing mobility, accessibility, and safety in downtown with:
 - *Traffic calming strategies*
 - *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*
- ▷ Reinforcing downtown's identity and unique sense of place:
 - *Opportunities for public art*
 - *Connection to outdoor recreation*
- ▷ Creating an attractive and engaging pedestrian experience with:
 - *Improved outdoor dining and seating areas*
 - *Street trees and landscaping (with irrigation)*
 - *Alley improvements*
 - *Street Lighting*
 - *Site Furnishings (benches, bike racks, trash/recycling receptacles, bollards, planters)*
- ▷ Promoting 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, and private parking lots*

Key Features

The master plan design features begin at the gateways to downtown with recommended traffic calming concepts, improved directional and way-finding signage, and beautification to expand the core of downtown with a unified appearance.

Pedestrian and bike safety features in the plan include improvements to existing crosswalks and addition of new crosswalks connecting adjacent neighborhoods and points of interest, creation of bike boulevards to promote safer bike and pedestrian circulation in downtown on secondary streets and connectivity to neighborhoods and outdoor recreation, and curb extensions at corner intersections to slow traffic, reduce crossing distances, and improve visibility at intersections.

Proposed enhancements for beautification and expanded outdoor seating/gathering areas within the constraints of Brevard's narrow sidewalks and limited right-of-way are concentrated at mid-block crossings and alley intersections with bulb-outs for seating and landscaping to promote connectivity to off-street vehicular and bike parking areas as well as future infill development within the downtown core on secondary streets.



Implementation Plan

Budget Estimates indicating the major capital requirements for implementation of near- and long-term aspects of the proposed master plan are provided to assist in development of an Implementation Plan that serves as a guideline for accomplishing the recommendations based on financial capacity, priority of needs, logical sequence of construction and suggested timeline. Preliminary and final design concepts were reviewed with NCDOT to confirm compliance with standards and identify any concerns, the process for review, coordination, and approval as aspects of the plan are further designed, and potential schedule coordination with upcoming NCDOT work in the project area.

The updated Master Plan incorporates opportunities for other projects on City-owned streets and alleyways that improve the safety and quality of downtown and do not require NCDOT review or approval. Potential projects include development of bike boulevards on Jordan, Morgan, Johnson, and Gaston Streets; alley improvements on Times Arcade, North Alley, and South Alley; and a Shared Street/parklet on West Jordan Street.

Utilities

As projects from the Downtown Master Plan begin to be implemented, it is an ideal time to consider replacing or upgrading existing utilities including water, stormwater, and sewer lines along with any other aging or undersized infrastructure that falls within the project area. Similarly, this is an opportunity to incorporate new beneficial infrastructure such as stormwater drainage where none currently exists so that stormwater runoff can be intercepted and removed from streets and alleys more frequently and efficiently. Timing projects from the master plan and necessary improvements and additions to utility infrastructure to coincide with each other can help in best leveraging available funds while also creating a more complete final product. For project improvements that involve outside agencies such as NCDOT, appropriate time for coordination and review must be included in the project planning and design timeline. The time needed for this is dependent on project size and complexity but may encompass several months over various phases of the project.



The overall master plan and highlighted features are referenced in the following pages. The full master plan may be referenced in the summary documents consisting of compiled presentations to be provided in a comprehensive digital resource manual submitted to the City of Brevard Planning and Zoning Department.

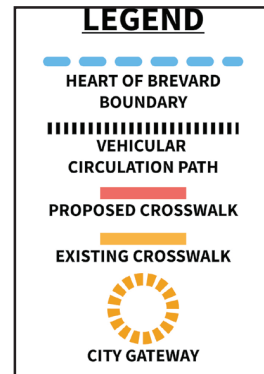
GATEWAYS



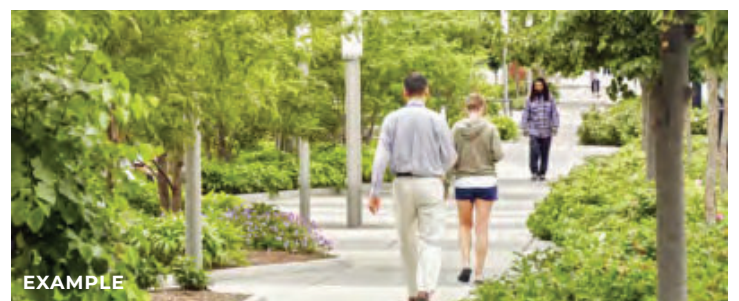
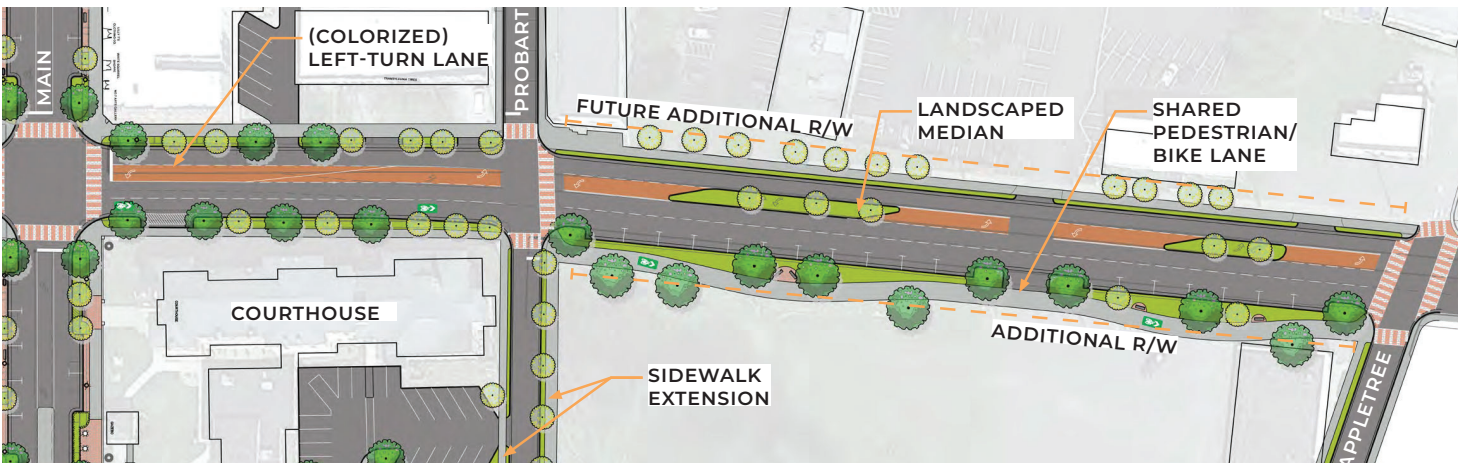
SAFETY AND CONNECTIVITY

KEY POINTS

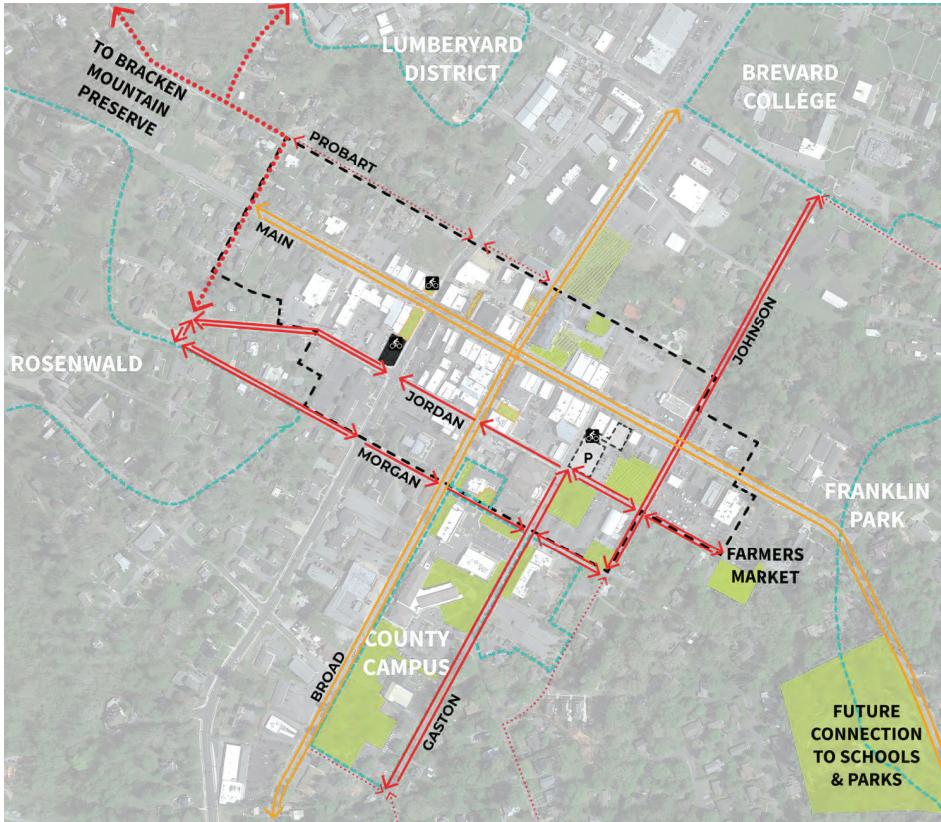
- ▷ Additional crosswalks at neighborhood connections
- ▷ Reduce speed limit to 20 mph at downtown gateway locations
- ▷ Provide mid-block crossings / bulb-outs to slow traffic
- ▷ Increase frequency of signal changes



NORTH GATEWAY NORTH BROAD STREET

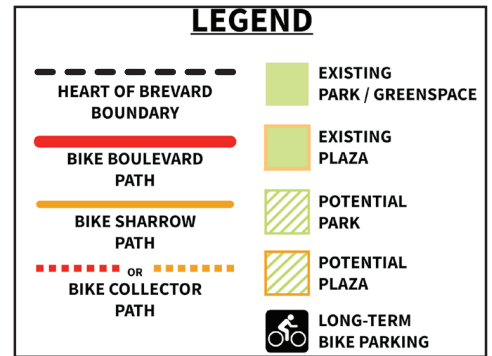


BIKE BOULEVARDS

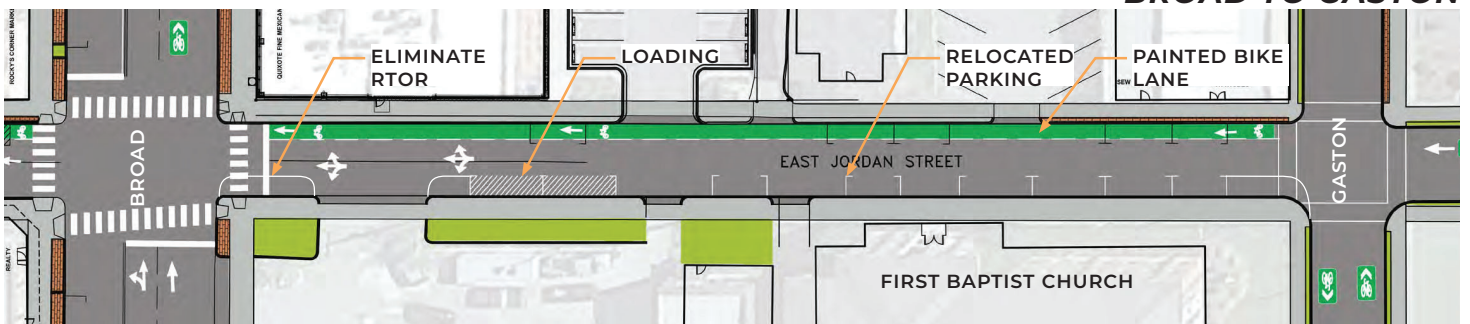


HIGH PRIORITIES

- ▷ Sharrow on main thoroughfares for cyclists / commuters
- ▷ Bike boulevards on secondary streets for residents and visitors
- ▷ Connection to greenway and adjacent neighborhoods
- ▷ Provide long-term parking and signage in parking lots on route
- ▷ Coordinate promotion/marketing with cycling groups/committees
- ▷ Include East Jordan Street sidewalk extension

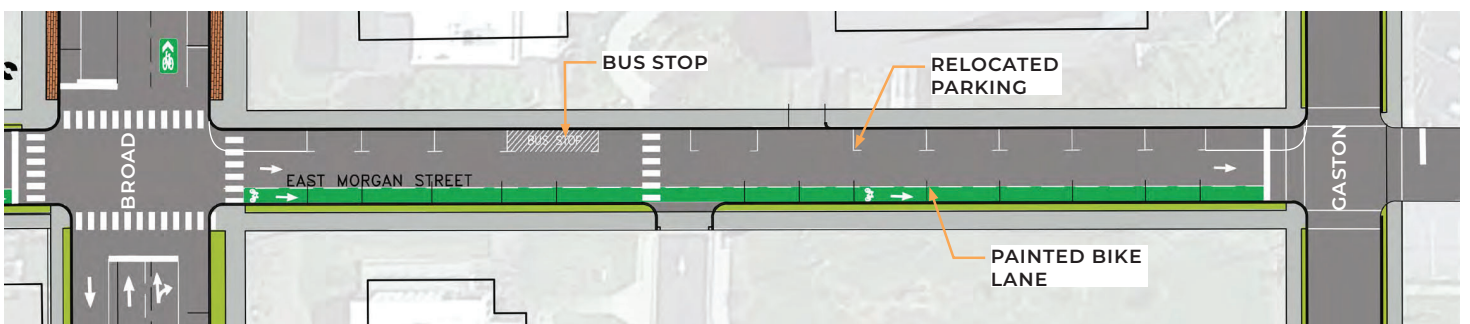


TYPICAL 'BIKE BOULEVARD' STREET BROAD TO GASTON



EAST JORDAN STREET

\$12,000 - TOTAL BIKE BOULEVARD

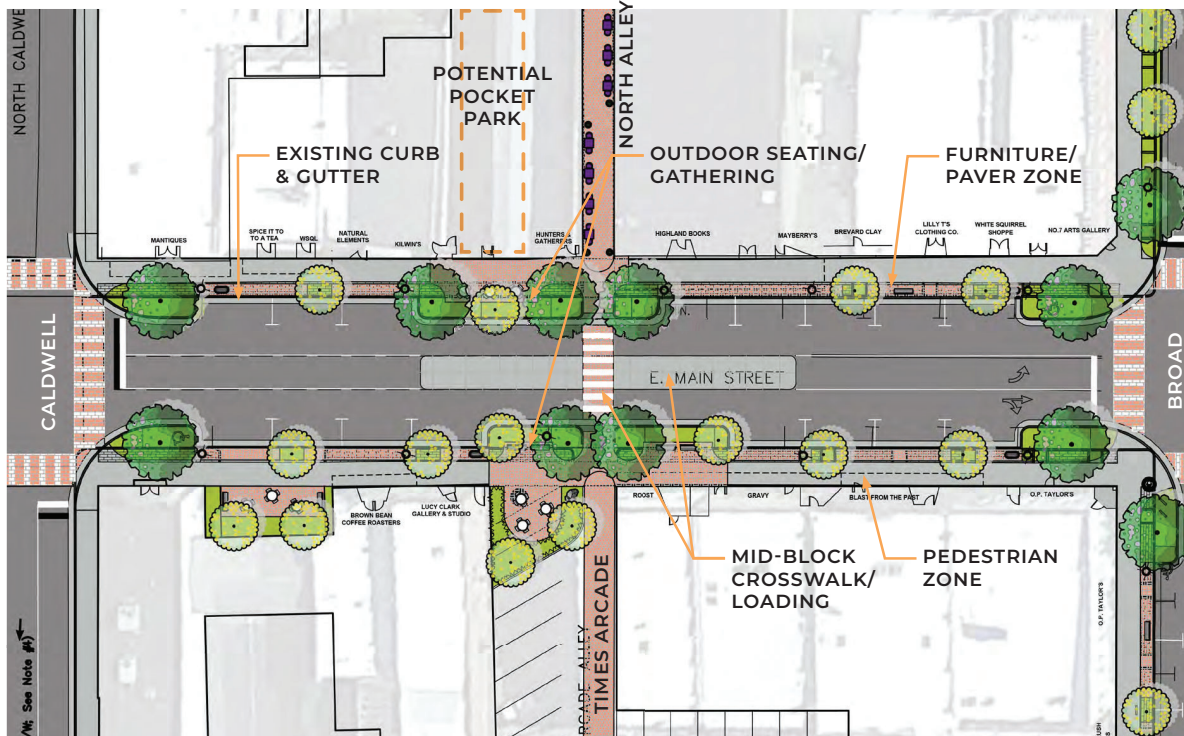


EAST MORGAN STREET

\$22,000 - TOTAL BIKE BOULEVARD

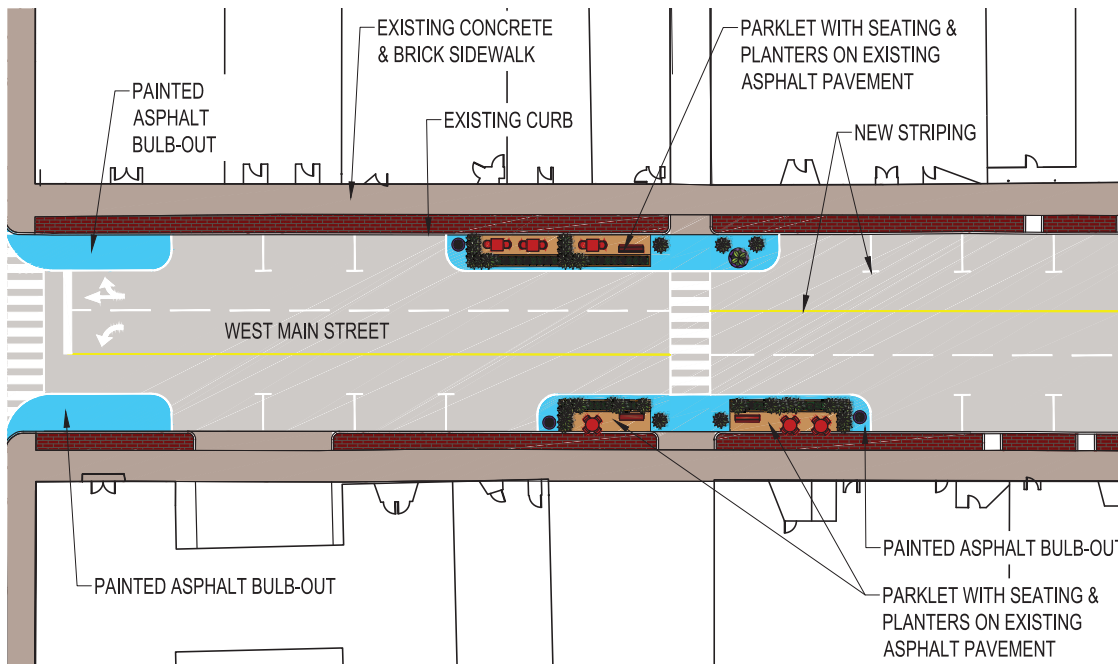
SAMPLE BLOCK

WEST MAIN STREET CALDWELL TO BROAD



LONG-TERM OPTION

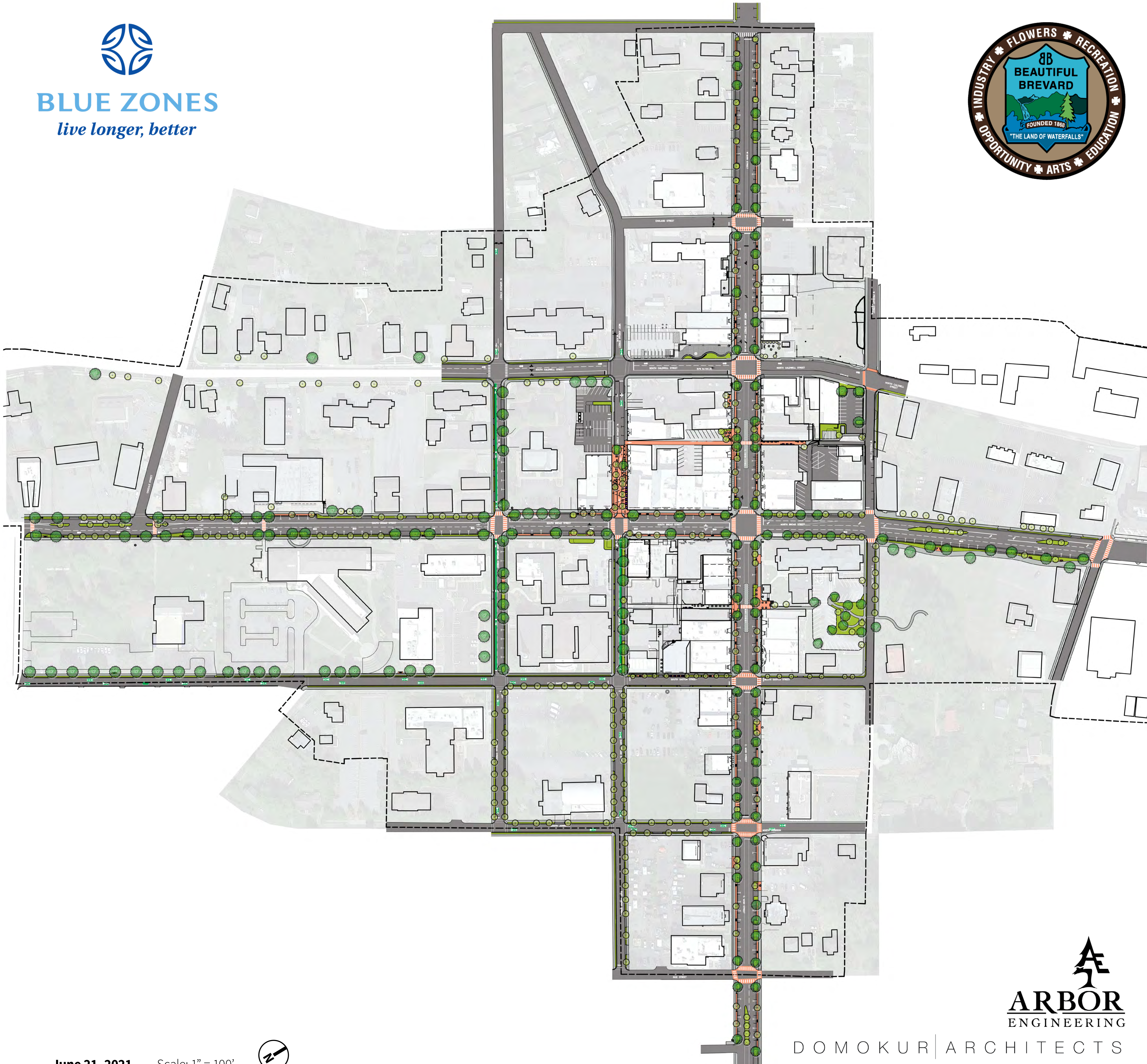
WEST MAIN STREET CALDWELL TO BROAD



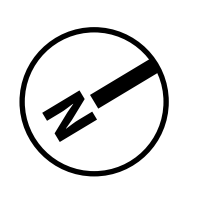
NEAR-TERM OPTION



BLUE ZONES
live longer, better



June 21, 2021 Scale: 1" = 100'



DOMOKUR | ARCHITECTS