MINUTES

Worksession Meeting of the Southern Pines Town Council January 27, 2014, 3:00pm, Community Room, Southern Pines Police Department 450 W. Pennsylvania Avenue

Present: Mayor David McNeill, Mayor Pro Tem Mike Fields, Councilmember Fred Walden, Councilmember Jim

Simeon, Councilmember VanCamp

Absent: None

Call to Order

1. Request for Financial Support: Pat Corso, Partners and Caleb Miles, CVB

Pat Corso, Partners in Progress and Caleb Miles, CVB were present for discussion with Council. Mr. Corso gave an overview of a new project titled 'Moore Alive' and commented the rural situation in North Carolina is not good and that the votes and population are clustered around urban centers.

Mr. Corso continued by speaking in regards to rural North Carolina and commented this is a 'boot-straps approach' and if we want to do well, we have to do well for ourselves because the changes that got Moore County where it is will not sustain.

Mr. Corso read a letter from a resident of Pinehurst #7 regarding the lack of home sales due to the lack of interest in relocating to the area and continued by reading a letter from JoAnn Desell, a local real-estate broker, regarding declining real-estate values and lack of home-buyers and horse farms sales in Horse Country.

Mr. Corso gave an overview of an economic impact study regarding the equestrian community value of Moore County and commented the direct impact totals \$33.1 Million with an indirect impact of an estimated \$132 Million. Mr. Corso continued by commenting the Town gets a chance to create national exposure through the 2014 U.S. Open with search engine optimization and digital marketing.

Mr. Corso commented there are 4 key dynamic markets they are researching that will create demand and new opportunities for Moore County and the goal is to have a Town-approved website live by April 2014.

Caleb Miles, CVB, presented a slideshow overview of the 'Moore Alive' program and a place-based marketing study and commented the Moore Alive website will provide information for anyone considering relocating to Moore County.

Mr. Corso gave an overview of the RFP process and commented that this is not just an ordinary website but a robust, digitally-managed website.

Mr. Miles commented Liaison Design Group and New Media Group were the companies selected for the Moore Alive project and gave an overview of the companies. Mr. Miles continued with an overview of the project scope and budget and commented the content will be custom designed for Moore County and managed for the first 18 months.

Mr. Miles commented the process is on schedule and idea is to have the website live to take advantage of the U.S. Open while it is here, but the website needs to be able to carry itself afterwards. Mr. Miles continued by presenting and giving a brief overview of a landing page for the Moore Alive project.

Mr. Corso gave an overview of website highlights and commented the website will be very robust and will give us a chance to stabilize and increase property values. Mr. Corso continued by commenting that this is a Moore County effort and asked Council for \$10,000 to apply toward the project, which could be applied to 2 fiscal years.

Mr. Corso commented the will cost approximately \$50,000 annually to continue after the initial 18 months and after 2 years, the website will need to be completely redone due to outdated technology. Mr. Corso continued by commenting this is an opportunity that shouldn't be missed.

Councilmember Simeon asked for information regarding the Duke Energy grant that was received. Mr. Corso responded by stating Duke Energy thinks they are taking an innovative approach in addressing issues in rural North

Carolina. Mr. Miles commented there was a very fast turnaround on the grant which he thinks is a testament to the value of the project.

Councilmember VanCamp commented that the landing page for the proposed project seems 'Pinehurst focused and inquired if it was due to the U.S. Open. Mr. Miles responded in the affirmative and commented the information is focused just on the U.S. Open.

Mr. Corso commented the intent and the purpose is to give information for the entire county and continued by assuring Council that Pinehurst will not be the placeholder for the landing page.

Mr. Miles commented building a website for a county is challenging and spoke regarding search engine optimization.

Brief discussion ensued regarding providing input responsibilities of content and the balance of communities throughout the website. Mr. Corso commented the vignettes on the website will represent all communities in Moore County and it is imperative that every community is represented throughout the process.

Councilmember VanCamp commented that the Town, the Southern Pines Business Association and Partners in Progress each have websites and inquired why another website is needed. Mr. Miles commented their websites target audience is visitors, not people looking to relocate to Moore County. Councilmember VanCamp commented she would search for the city, not the county when looking for a community to relocate to. Mr. Miles responded by commenting the website will need to be optimized for all the communities.

Mayor Pro Tem Fields commented that the website is to attract people to relocate to Moore County and that the area realtors, homebuilders and the hospital are direct beneficiaries of new residents and inquired if they are being asked to contribute to the project. Mr. Miles responded by commenting that the realtors and homebuilders funded the study.

Mr. Corso commented that the realtors, homebuilders and the hospital are not being asked to contribute to the project and the only way to be non-parochial is to focus on the towns and the entire community. Mr. Corso continued by commenting that the short-term impact will increase revenues and will attract new people.

Mr. Corso commented he thinks there are property value and tax base issues and there is a chance to capture the opportunity to address them but it has to be done actively and collectively through the towns and county government.

Mayor Pro Tem Fields commented he thinks the communities come together through the county government and that he thinks Moore County should be funding the website through their economic development.

Councilmember Simeon inquired if examples are available of counties with characteristics similar to Moore County that have done a project like this. Mr. Miles commented to his knowledge this is the first project for an overall community.

Mayor Pro Tem Fields inquired if a one-time, upfront contribution is being requested or if another contribution will be requested when the website needs to be redone and if the benefiting entities will be funding the ongoing project. Mr. Corso responded by stating that he cannot say they will not return for additional contributions.

Mr. Corso commented that nothing can represent the citizens of a community like the proposed website will but it could be a pay-as-you-go project for business advertisement.

Mayor Pro Tem Fields commented that he thinks what is being proposed is a good marketing campaign but he is concerned with the Southern Pines taxpayers helping to fund the project when the taxpayers are already funding it through Moore County and through the Town's participation with Partners in Progress. Mayor Pro Tem Fields continued by commenting he sees this as an increase to the Town's economic development funds. Discussion ensued.

Mayor McNeill commented he thinks our area is under increased competition with other areas to have people relocate but he thinks the communities need to sync their websites to tell the story of Moore County and he thinks this is an opportunity to promote the area. Mayor McNeill continued by commenting he thinks the Town will benefit from this project from a tax-base standpoint and this is an opportunity to fill a niche.

2. Review of Audit Fiscal year 12-13: Jennifer Lambeth, Dixon Hughes Goodman

Jennifer Lambeth, Dixon Hughes Goodman gave an overview of the Audit for Fiscal Year 2012-2013 and commented there are no discrepancies to report.

Mayor McNeill thanked Ms. Lambeth for her efforts and commented that it is very gratifying to see that the Town has had another good year. Mayor McNeill continued by commending Town Manager Parsons, Finance Director Crystal Gabric and staff for their work in maintaining a fine system.

3. Rezoning Discussion 2796 & 2784 Camp Easter Road: Pete Mace

Pete Mace and Dean King, Pinnacle Design Group were present for discussion with Council. Mr. Mace gave an overview of the rezoning request to build townhomes and commented their plan would be to leave the majority of the trees on the parcel.

Councilmember VanCamp inquired if they would leave the existing structure on the parcel. Mr. Mace responded by commenting they would try to leave a portion of the structure and they would like RM-2 zoning to build 33 townhomes.

Mayor Pro Tem Fields inquired why townhomes fit the proposed area due to RS-3 being the densest zoning in that area. Discussion ensued. Mr. Mace commented a straight RM-2 rezoning is not being requested and that the plan would be for Conditional District.

Mayor McNeill inquired if there is an example of a similar development to what is being proposed. Dean King gave an overview of the proposed development.

Mayor Pro Tem Fields inquired how many townhomes could be built on the 6.5 acre lot. Discussion ensued. Mayor Pro Tem Fields commented increasing density in Town has been discussed but he doesn't consider this lot to be in the urban core of Town.

Discussion ensued regarding tree removal and buffering for the proposed development.

Councilmember VanCamp commented the parcel is currently zoned for 8 homes and inquired if a compromise could be met in place of the requested 33 homes. Mr. Mace responded by commenting a compromise may be possible and they just wanted to see what concerns existed regarding the request.

Mayor Pro Tem Fields commented that Staff's recommendation is to allow a cluster subdivision which would allow 5.8 single-family detached dwelling units.

Mr. Mace spoke regarding 3 older houses on Page Street between Connecticut Avenue and Vermont Avenue and devising a plan to rezone and build townhomes. Mr. Mace presented site photos for Council's review and commented they would like to rezone the property to RM-1.

4. MF Text Amendment Request: Kevin Lindsay, Crawford Design

Kevin Lindsay, Crawford Design was present for discussion with Council and gave an overview of the proposed text amendment. Mr. Lindsay regarding a section in the UDO of limiting 8 multi-family units in 1 building and commented they would like the removal of the limitation of the maximum amount of contiguous units from the Central-Business District.

Planner Chris Kennedy commented 8 units were determined by an average block width and 10 units requires a conditional-use permit. Mr. Kennedy continued by commenting that staff has written language that will allow 9 units by right and Council can increase the number of units in a planned development or conditional-use district.

Planning Director Bart Nuckols commented the 8 unit restriction applies anywhere in Town that allows multi-family townhouses. Planning Director Nuckols continued with an overview of the language in the proposed text amendment.

Discussion ensued regarding the conditional-use permit process for more than 8 requested units.

Mr. Lindsay gave a brief overview of the proposed development concept plan. Discussion ensued regarding unit limitations in planned development districts.

Discussion ensued regarding researching unit limitations in the UDO or proceeding with the proposed text amendment. Mr. Lindsay commented they would like to receive the text amendment so they can proceed in the planning process.

Mayor Pro Tem Fields inquired if Mr. Lindsay's proposed project would need a conditional-use permit. Planner Kennedy responded in the affirmative.

Discussion ensued regarding differentiating the type of units and their limitations and development design issues.

Mayor McNeill asked Town Manager Parsons to have staff review the text amendment to provide Mr. Lindsay with an answer within 30 days.

Council recessed at 5:00pm.

Council reconvened at 5:06pm.

5. Discussion Regarding Pool Park Master Plan: Robert Reeve

Recreation & Parks Director Robert Reeve gave an overview of the Pool Park Master Plan and commented they have been moving forward with drafting plans with the consultant and the splash pad RFP has been awarded. Recreation & Parks Director Reeve continued by commenting that the splash pad should be operational by the end of April 2014 if everything goes as planned.

Director Reeve spoke regarding a meeting in 2005 with the Aquatics Task Force in regards to the redevelopment of Pool Park and commented the pool would be replaced with a 'water element' which is the splash pad and they are looking for direction on what to do with the pool at this point.

Mayor Pro Tem Fields commented the Aquatics Study stated the pool would need to be replaced if kept operational and he is ok with closing the pool since there will be a water element which will improve Pool Park.

Councilmember VanCamp inquired why the Town would want to open the pool for another year since it is a great expense.

Director Reeve commented now is the time to proceed in closing the pool because they are at the point in the process as specified in the Aquatics Study.

Councilmember VanCamp inquired if any negative feedback is anticipated from the community and how it would be handled. Director Reeve responded by commenting that he thinks everyone understands that the Town was going to move forward with redeveloping Pool Park and depending on the weather, a splash pad can be operational a lot longer than a pool.

Town Manager Parsons commented the closing of the pool should come as no great surprise and that plans were to close the pool in a budget hearing in 2005. Town Manager Parsons continued by commenting that pay-to-swim attendance is almost non-existent and that great effort and money is being applied to reinventing the park.

Councilmember Walden inquired how much the pool was used in the previous year. Director Reeve responded by commenting that according to the statistics, usage has dramatically decreased.

Councilmember Simeon inquired the operational hours of the pool. Director Reeve responded by commenting the pool is open Monday through Saturday from 12:30pm – 6:30pm and the first hour is free of charge.

Director Reeve continued by commenting the look of the pool is the problem, not water quality. The perception is the pool is outdated and not up to the standards of Southern Pines.

Mayor McNeill inquired if there was a vision for a new pool. Director Reeve responded in the affirmative and commented the Aquatics Plan included an option to create a new aquatics facility at the intersection of Morganton Road and Henley Road.

Discussion ensued regarding specifications of the proposed splash pad. Director Reeve commented that lifeguards are not required to staff the splash pad and the use of the splash pad is available more throughout the year in comparison to a pool.

Councilmember Walden commented there may be some opposition in closing the pool but something will go in its place.

Mayor Pro Tem Fields commented a water element without charge will be installed in place of the pool. Director Reeve responded in the affirmative.

Discussion ensued regarding closing and removal of the pool prior to installation of the proposed splash pad.

Mayor McNeill commented he thinks the public needs to be made aware of the intent of closing the pool.

Discussion ensued regarding operational and repair cost of the pool in comparison to closing the pool and installing the proposed splash pad. Director Reeve commented a swimming pool should last approximately 25 years and this pool is approaching 51 years.

Mayor McNeill commented he would be more comfortable announcing the intent to close the pool with action to be taken at the February Regular Business Meeting. Council was in agreement.

6. Performance Bonds Update:

Town Manager Parsons commented for the first time in the Town's history they have had to call a bond on Scot's Glen and commented the owner informed the Town of his intent to not renew the bond and complete infrastructure improvements.

· Scot's Glen

Assistant Town Manager Adam Lindsay gave a brief overview of the process in calling the bond on Scot's Glen and commented these improvement bonds are for work to be done but may not be appropriate at this time due to seasonal plantings or sidewalk installation.

Arboretum

Assistant Town Manager Lindsay commented the Arboretum bond is due to close in April but is being requested for renewal and that it is a much larger bond.

Camden Villas

Assistant Town Manager Lindsay commented a letter of intent to renew the bond for Camden Villas was received and the renewal amount is approximately \$54,000 – \$55,000.

Town Attorney Doug Gill commented there was an inquiry on the municipal attorney listserv regarding the process on calling a bond, to which there was no response and that this must be a very unusual situation. Brief discussion ensued.

7. Appearance Commission Budget Request: Pennsylvania/Broad Street Crosswalks

Assistant Town Manager Lindsay gave an overview of the proposed budget request and commented the Appearance Commission has requested a stamped adhesive overlay to be installed on 6 crosswalks in the Downtown area. Assistant Town Manager Lindsay continued by commenting the price for the project is expected to be approximately \$40,000 but some pavement conditions would need to be improved prior to installation.

Councilmember Walden inquired the life expectancy for paint compared to the adhesive overlays. Assistant Town Manager Lindsay responded by commenting that paint might last 1-2 years and the paint would begin to chip and the appearance quality would decrease and to paint the crosswalks would require closing a street but the overlays would close a street for approximately 1-2 hours.

Councilmember Simeon inquired if any discussion has taken place with the Downtown merchants regarding the proposed project. Assistant Town Manager Lindsay responded by commenting he doesn't recall any discussions but some of their interests are represented on the Appearance Commission.

Town Manager Parsons commented he does not think any direct discussion has taken place but higher-visibility crosswalks have been requested in the past.

Councilmember VanCamp inquired if the overlay life expectancy is 8-10 years. Assistant Town Manager Lindsay responded in the affirmative. Councilmember VanCamp inquired if there is any intention to repave any of the roads and intersections that would receive the overlays. Discussion ensued.

Councilmember Simeon commented he thinks this will add a very attractive appearance to Downtown and provide better crosswalk safety.

Town Manager Parsons that commented crosswalk overlays are common in areas that receive grants for downtown revitalization and communities that have business improvement districts.

Mayor McNeill commented that presently it might not be a good time to pursue this on streets that haven't been resurfaced.

Council agreed to have staff research the item further for additional discussion.

As so incorporated to these minutes of January 27, 2014 are exact copies as so recorded in the ordinance and resolution books of the Town of Southern Pines as if fully set out in the minutes.

There being no further business the meeting adjourned at 5:53 p.m.

Phillip Britt	
Town Clerk	