

MINUTES  
TOWN OF PITTSBORO  
BOARD OF COMMISSIONERS  
REGULAR MEETING  
MONDAY, MAY 9, 2016  
7:00 PM

Mayor Cindy Perry called the meeting to order and asked for a moment of silence in memory of Zafer Estill.

**PLEDGE OF ALLEGIANCE**

Commissioner Farrell led the Pledge of Allegiance.

**ATTENDANCE**

Members present: Mayor Cindy S. Perry, Mayor Pro Tem Pamela Baldwin, Commissioner John Bonitz, Jay Farrell, Michael Fiocco and Bett Wilson Foley.

Staff present: Manager Bryan Gruesbeck, Clerk Alice F. Lloyd, Attorney Paul S. Messick, Jr., Chief of Police Percy Crutchfield and Finance Director Heather Meacham.

Motion made by Commissioner Fiocco seconded by Commissioner Foley to approve the regular meeting agenda as submitted.

Vote   Aye-5   Nay-0

**CONSENT AGENDA**

Motion made by Commissioner Fiocco seconded by Commissioner Farrell to approve the consent agenda as submitted. The Consent Agenda contains the following items:

1. Approve Minutes of the April 25, 2016 Regular Meeting.
2. Schedule a Public Hearing to hear comments about the FY 2016-2017 Annual Budget for May 23, 2016 at 7:00 p.m.
3. Approve Budget Ordinance to Amend the FY 2015-2016 Budget to Pay the UNC School of Medicine for the Cost of Sanitary Sewer Force Main and Pump Station.
4. Set a Public Hearing for Rezoning of 196 Hillsboro St (REZ-2016-02) for May 23, 2016 at 7:00 p.m.
5. Set Public Hearing for Rezoning of Krombach Property (REZ-2016-03) for May 23, 2 016 at 7:00 p.m.

Vote   Aye-5   Nay-0

**AN ORDINANCE AMENDING THE FY 2015-2016 OPERATING BUDGET IS  
RECORDED IN THE BOOK OF RESOLUTIONS NUMBER ONE, PAGE 7**

**REGULAR MEETING AGENDA**

**CITIZENS MATTERS**

None

**CEREMONIAL**

**RESOLUTION HONORING MAX G. COTTEN**

Mayor Perry read a resolution honoring the memory and life of Max G. Cotten into the record.

**RESOLUTION HONORING THE LIFE AND MEMORY OF MAX  
GILLILAND COTTEN  
FORMER TOWN OF PITTSBORO COMMISSIONER**

**WHEREAS**, Max Gilliland Cotten, was born November 7, 1929 in Chatham County, North Carolina and passed away on April 22, 2016, at The Laurels of Chatham in Pittsboro, North Carolina; and

**WHEREAS**, Mr. Cotten served his country in the United States Army during the Korean War; and

**WHEREAS**, he had a distinguished career as an educator and middle school principal in Chatham County. He labored many years in the Chatham County School System retiring as Assistant Superintendent of Chatham County School System; and

**WHEREAS**, Mr. Cotten served his community devotedly and without fanfare as a former member of Pittsboro Town Board of Commissioners, Pittsboro Lions Club and as a member of Joe Wagner VFW Post #7313 in Pittsboro, where he was serving at his death; and

**WHEREAS**, his life was characterized by humility, the Golden Rule, and a love of people;

**NOW, THEREFORE, BE IT RESOLVED** by the Town of Pittsboro Board of Commissioners, that it expresses its sincere appreciation and respect for the life and career of Max G. Cotten, and expresses its heartfelt condolences to his family, and the many others who held him in the highest regard and esteem.

**BE IT FURTHER RESOLVED THAT THE PITTSBORO TOWN BOARD OF COMMISSIONERS** as evidence of our sympathy, adopt this Resolution to be spread upon the record and a copy of the Seal of the Town of Pittsboro be affixed this date and a true copy thereof transmitted with heartfelt condolences to the bereaved family.

Motion made by Commissioner Farrell seconded by Commissioner Fiocco to approve a resolution honoring the life and memory of Max G. Cotten. (A copy to given to Archie Hackney and his extended family)

Vote Aye-5 Nay-0

**A RESOLUTION HONORING THE LIFE AND MEMORY OF MAX GILLILAND COTTEN FORMER TOWN OF PITTSBORO COMMISSIONER IS RECORDED IN THE BOOK OF RESOLUTIONS NUMBER ONE, PAGE 99**

**COMMISSIONER UPDATES**

Mayor Updates – Mayor Perry reported that she:

- Spoke at Galloway Ridge
- Celebrated Administrative Professional Day with staff
- Participated in Habitat for Humanity Spelling Bee
- Attended the ground breaking for Church of Latter Day Saints (LDS)
- Attended two Habitat home dedications
- Attended NCAAP Banquet at CCCC
- Attended Planning Board Meeting
- Attended Sheriff's retirement event on May 6th
- Had lunch meeting with David Price
- EDC
- RPO
- Fairground Association
- PBA/Downtown
- Triangle J Council of Governments
- Main Street – Commissioner Farrell attended the Main Street meeting and they are still working on the circle and a couple other things.
- Climate Change

**OLD BUSINESS**

**REQUEST TO REZONE 68 FAYETTEVILLE ST. FROM R-12 (MEDIUM RESIDENTIAL) TO C-2 (HIGHWAY COMMERCIAL) (REZ-2016-01) (JEFF JONES)**

Planning Director Jeff Jones reported John Justice has requested that approximately .84 acres (2 lots) at 68 Fayetteville Street be rezoned from R-12 to C-2. A public hearing was held on the request on April 25, 2016.

Mr. Jones stated the Planning Board recommended approval (4-1). The vote for the rezoning thought that the request was consistent with the Future Land Use Plan and that the rezoning fit the character of the surrounding neighboring properties. The vote against the proposed rezoning thought that the request was not in keeping with the Future Land Use Plant and that the C-2 zoning is not appropriate because of the potential uses that may be allowed by C-2 zoning district.

After discussion a motion was made by Commissioner Fiocco seconded by Commissioner Baldwin to approve a Resolution Adopting a Consistency Statement for An Amendment to the Zoning Ordinance (68 Fayetteville Street (Justice Property) REZ-2016-01.

Vote Aye-5 Nay-0

**A RESOLUTION ADOPTING A CONSISTENCY STATEMENT FOR AN AMENDMENT TO THE ZONING ORDINANCE – 68 FAYETTEVILLE STREET (REZ-2016-01) IS RECORDED IN THE BOOK OF RESOLUTIONS NUMBER ONE, PAGE 100**

**AN ORDINANCE AMENDING THE ZONING ORDINANCE OF THE TOWN OF PITTSBORO – 68 FAYETTEVILLE STREET REZ-2016-01 IS RECORDED IN THE BOOK OF RESOLUTIONS NUMBER ONE, PAGES 8-10**

### **NEW BUSINESS**

#### **CHATHAM PARK ADDITIONAL ELEMENTS (JEFF JONES)**

Mayor Perry stated the Board received the Additional Elements for Chatham Park on Thursday. She acknowledged Bubba Rawls and Tim Smith in attendance.

Mayor Perry said this is the first viewing of the document for the Board's thought.

Planning Director Jones stated staff received the Additional Elements submittal as detailed in Article 10 of the Master Plan. Those Additional Elements are as follows:

- a. Tree Protection Plan
- b. Master Signage Plan
- c. Master Parking and Loading Plan
- d. Master Lighting Plan
- e. Master Landscaping Plan
- f. Development Phasing Plan
- g. Affordable Housing Plan
- h. Master Public Facilities Plan
- i. Master Transit Plan
- j. Master Open Space Plan
- k. Master Stormwater Manual
- l. Master Public Art Plan

Mr. Jones said the Additional Elements review period will take several months to complete. Staff hopes to engage with community stakeholders that will help review the additional elements and provide comments. Community Stakeholders may include, but are not limited to Chatham Conservation Partnership, Triangle J Council of Governments, Chatham County Arts Council to name a few. Details on specific stakeholder meetings/comments will be forthcoming.

Chatham Park indicates that they wish to hold several drop-in workshops on the Additional Elements. Those workshops would be held at their facility and would be in addition to any public workshop/meeting and public hearings that the Town will facilitate over the review period.

Mr. Jones asked the Board of Commissioners to take time to review the Additional Elements and provide comment and direction on the review of the Additional Elements to staff.

Mr. Jones said he expects the Small Area Plans to be delivered in 6-8 weeks. He stated it is hard to review without the Small Area Plans.

Mr. Jones said staff will be meeting and will keep the Board of Commissioners updated on what happens at the meetings. Mr. Jones said he will give the Additional Elements to the Planning Board at their June meeting if not before.

Mr. Jones reminded the Board this is the first draft and that things will change between now and adoption time.

## **PRESENTATION ON COMMUNICATIONS FROM S&A COMMUNICATIONS**

Manager Gruesbeck stated over a year ago the Board discussed developing strategies to improve the flow of information regarding Chatham Park to the public. S & A Communication was contracted to do that. Deneen Bloom and Glenn Gillen are present to sharing information and strategies for during just that.

Mr. Glenn and Ms. Bloom went over the following power point presentation (they work on the marketing side):

S & A (Smith and Associates) Communications Introduction:

- Deneen Bloom, Director of Client Services
- Glenn Gillen, Senior Account Manager
  
- Full-service communication agency with 34-year legacy
- 38 full time employees
- Public relations practitioners
- Marketing strategists
- Writers and editors
- Web designers and developers
- Graphic designers
- Digital marketers

Their staff have represented many of the world's most respected brands such as:

- Ronald McDonald house of Chapel Hill
- Searstone

- Sambler
- Town of Cary and many others

## Chatham Park Development Communications

### **Goal:**

Town of Pittsboro residents, employees and elected officials are fully informed about the up-to-date and accurate facts, figures, plans and progress of the Chatham Park development (CPD). Their views and opinions are influenced by factual information, rather than rumors or innuendo.

### **Objectives:**

- Assist Town Manager in better understanding, grasping how the public obtains information about CPD.
- Better explain Town Board actions and Town Staff activity in recommending or executing policy
- Control the public message, not cede to opponents/detractors
- Communicate key messaging
  - Board's commitment to providing a fair and thorough review of CPD
  - Compliance with laws and ordinances
  - Ongoing solicitation of input from staff, professional consultants, elected officials and citizens
  - District Master Plan is not a site plan for 7,100 acres
    - Explain operations and meaning of Master Plan
    - Development in stages for decades (27 Small Area Plans)
- Commitment to maintaining natural resources
- Exploration of comprehensive infrastructure options to serve CPD
- Site plans, infrastructure details
- Commitment to maintaining natural resources
- Exploration of comprehensive infrastructure options to serve CPD
- Establish a central repository of factual information

Maintain moderated forum where constituents can post honest questions (without an agenda) and have them answered by knowledgeable authorities. Polite discourse is encouraged but slander, defamation, innuendo and misinformation will not be tolerated.

### **Ideally to include:**

1. Timeline (full historical & what's next)
2. General information
3. Feedback mechanism
4. Meeting listings and previous meetings minutes/recordings
5. Progress meter (show percentages of completion of various parts of the development plan)

6. Link to developer's site
7. FAQs

### **Proposed Tactics:**

- Review CPD Master Plan, further refine messaging to key audiences (public, employees, elected officials)
- Establish designated website as a central repository for all public information
- Establish blog – Town Manager can post updates and personal insights
- Create an online moderated forum for the public to post questions and have them answered by knowledgeable authorities
- Monitor media coverage and blog posts
  - Determine tone (positive, negative, neutral)
  - Respond to any in accurate information
- Develop presentation materials for Town Staff and elected officials as needed
  - PowerPoint, handouts
  - Customize to the specific audience

### **Additional Considerations:**

- Develop regular messaging/stories to submit monthly to media as key developments unfold
- Provide media training to Town Board members and others, as needed

Ms. Bloom went over the list of Frequently Asked Questions:

### **CHATHAM PARK FAQs**

#### **When is the Chatham Park development construction beginning?**

Construction began in July 2015 with the groundbreaking for a UNC Hospice facility. As of April 2016 one building has already received a Certificate of Occupancy, with another expected soon. Keep in mind the entire Chatham Park development will be built over about 40 years.

#### **What will Chatham Park's financial impact to the Town of Pittsboro be?**

Chatham County Economic Development commissioned noted N.C. State economist Dr. Michael L. Walden to research and report on the projected economic impact of the Chatham Park development. Although the study provides projections for the county as a whole, Chatham EDC says economic impact models don't typically drill down to the municipal level. Dr. Walden predicts that over 40 years Chatham Park will have an \$80 billion impact on Chatham County, with a tax impact of \$3.2 billion for the county. Upon completion, Chatham Park will generate \$146 million of annual public revenues for the county. (All figures in 2014 dollar value)

#### **What will the project cost?**

According to the developer, Preston Development, the infrastructure costs will be approximately \$1.8 billion (not including land value) over 35 years, with operation costs of \$250 million over that same time frame. Preston Development will pay for construction, water lines, infrastructure, etc., for the development. No tax dollars will be directly used to help build the development

### **What are the property tax implications for Town citizens?**

There is no scientific formula for predicting future property values. As the Town begins collecting tax revenue from the businesses and residents in Chatham Park, the level of services and amenities provided by the Town is expected to increase.

### **What are the infrastructure impacts?**

Major thoroughfares in Chatham Park will be planned by NCDOT and built by contractors to NCDOT specifications, and the town has little to no influence on those roads other than assuming maintenance once the roads are built. The developers will pay for other roads within the community. Town staff and qualified outside consultants will be involved with engineering and inspection of new roads. Additionally, a Master Traffic Study will be conducted every time a new **section** is built.

### **How will the Town handle the increased demands on water and sewer?**

Preston Development will pay for the water/sewer infrastructure, and the Town will absorb the cost of maintaining it once it comes online.

### **When will the development bring jobs to the area?**

Some construction jobs have already been created, and more jobs will be created as non-residential space is occupied. Dr. Walden predicts that Chatham Park will create 61,000 permanent jobs in Chatham County. Peak employment (many from construction jobs) will occur in years 11-20.

### **Where are we in the process?**

The Master Plan for the Chatham Park Planned Development District was approved in June 2014, with more changes approved in December 2014 and November 2015. Preston Development will present “additional elements” for each section, and elected officials and citizens will have the ability to review and comment on these before they are put to a vote. Every plan has to be approved by the Town at the staff level, planning board level, and by the Board of Commissioners.

As part of the Master Plan, Preston Development can develop 5% of residential space and 15% of non-residential space without having to provide additional elements. Presently, only X.X% is in process.

### **How will Chatham Park affect Town culture?**

The developers chose this space partly due to the availability of land, and partially due to the amenities and culture of the Town. While many residents will be moving to the area over the next several decades, it is anticipated that downtown Pittsboro will still retain its charm. The addition of residents might also lead to more interest in cultural attractions such as concerts, performances, stores, art galleries, movie theaters, etc.

### **How will affordable housing be addressed?**

The Board of Commissioners and the developer plan to address affordable housing as the project moves closer to residential construction. Details will be provided in additional elements provided by Preston Development, and the Town will have ultimate review and approval authority.

### **What is the environmental impact of Chatham Park?**

Additional elements provided by the developer will directly address the specifics of environmental impact. In general, however, the current plan provides for higher-population densities closer to Town, and lower densities closer to Jordan Lake.

### **What will Chatham Park include?**

Chatham Park is expected to include the following:

- 22,000 residences
- 22 million sq. ft. of non-residential space (including a Technology Corridor for high-growth industries such as technology, biotech, clean tech and medicine)
- Schools
- Parks
- Walking and bike trails

While the mix of businesses will continue to evolve, it is expected that Chatham Park will draw artisanal restaurants, boutique shops, grocery stores, banks and more.

Commissioner Fiocco asked about the process for receiving and responding to questions. Mr. Gillen said it would be in a moderated forum. They would be preparing responses with Mr. Gruesbeck's assistance.

Commissioner Baldwin stated she felt the words "control the public message" should read "inform" not control.

Commissioner Bonitz said he wants to make sure the towns objective is made known.

Commissioner Fiocco said everyone does not have access to a computer. Commissioner Baldwin said she would like to see brochures/leaflets go out as well.

Mr. Gillen said he is currently having bi-weekly meetings with Manager Gruesbeck.

Commissioner Fiocco asked did he go through Manager Gruesbeck to submit his comments/changes. Ms. Bloom said yes. Commissioner Bonitz said he had comments as well (financial impacts).

Commissioner Farrell asked will the information come before the Town Board before it goes out.

Manager Gruesbeck said he doesn't want to put the board in that spot. He will work with S & A on that.

Mayor Perry said she agrees but feels in an emergency situation the Board would need a heads up that something is going on.

Manager Gruesbeck said if something is highly controversial he will get the boards feel for it first. What our goal is, is to report facts.

Commissioner Farrell asked if the consultant's fee was coming from Chatham Park funds. Manager Gruesbeck said it comes from the payment they make to us.

Commissioner Foley said she would like to revamp the website. Manager Gruesbeck said they **(S&A and Manager)** have been discussing that as well.

Ms. Bloom said that leads up to their last thing.

### Information Repository Options

#### Option 1

S&A creates a micro website

- Comprehensive
- Accomplishes 1-7
- Maintained and updated as needed

#### Option 2

Town renames the existing page, adds additional inter-linked pages on existing site

- The only CPD info on the Town's website is a page with links to PDF documents regarding the Master Plan
- Does not allow for 3 (form fill mechanism) of 6 (progress meter)
- Requires re-working of page content

### **ADDITIONAL UPDATES AND REPORTS**

Manager Gruesbeck went over the update submitted in the agenda packet:

**Chatham Park PDD Master Plan: Sanford Force Main** – On May 3, 2016, Mr. Mesick, Town Attorney and I met with representatives Sanford's Staff, Mayor and representatives from Chatham Park regarding possible terms of an intergovernmental contract to send wastewater from Pittsboro to Sanford's Big Buffalo Wastewater Plant. From the Town's perspective, we are seeking to structure a rate that is reflective of the amount of wastewater actually sent to the Sanford WWTP, as opposed to a usage fee plus an additional payment to help retire Sanford's WWTP construction debt. Staff will be meeting on May 10, 2016 with representatives from the State Department of Water Quality/Clean Water State Revolving Fund regarding the terms of the intergovernmental agreement as well as design issues. He has about narrowed it down to which Financial Adviser the Town will be using.

**FY 2016-2017 Annual Budget:** Copies of the draft FY 2016-2017 Budget will distributed during the May 9, 2016 Board meeting. We will place copies of the budget on the Town website and hard copies will be available in the Town Hall lobby. A Public Hearing will be held during the May 23, 2016 regular Board meeting. During the May 23, 2016 meeting, I recommend allowing Staff overview and Board discussion. At the conclusion of the Budget discussion on May 23, 2016 you might consider scheduling an additional meeting in late May/early June, or establish an earlier start time during the June 13, 2016 Board meeting.

Manager Gruesbeck passed out a copy of the proposed FY 2016-2017 Budget. He thanked Heather Meacham Finance Director for her work in the process. The proposed budget is without a tax increase. Manager Gruesbeck gave an overview of the budget.

Manager Gruesbeck stated that town hall improvements are ongoing.

Manager Gruesbeck stated at the Main Street meeting last week one thing that was discussed was the event hosted by PBA in July. He advised that he and Chief Crutchfield are working with NCDOT on that and a resolution will need to be approved at the next meeting.

Manager Gruesbeck stated the first thing he wants the Financial Advisor to work on is the wastewater line to Sanford. He also spoke with them about public/private partnerships and special assessment district that we have been talking about.

### **COMMISSIONER CONCERNS**

Commissioner Foley reported that Pittsboro's water system was among only 56 others across North Carolina to be honored by environmental officials for surpassing federal and state drinking water standards.

Commissioner Baldwin said she has been approached about people walking their animals and them desecrating the graves in the private cemetery on Martin Luther King Jr. Drive. She advised them the next time they saw it to call 911 and Pittsboro Police Department because that is private property.

Commissioner Baldwin asked if the town could possibly donate some playground equipment for the park off Bishop's Way. Something similar to what's at the Kiwanis Park. Manager Gruesbeck said we would have to own or lease the property in order to donate playground equipment.

Commissioner Farrell asked what the Town had to do to get the road paved on East Cornwallis where it goes from pavement to dirt. Manager Gruesbeck said this has been investigated before and we can ask NCDOT to pave it or ask them relinquish it to the Town. Attorney Messick said part of it is outside of town and all town streets have to be inside town.

Mayor Perry stated May is Mental Health Awareness Month and she will be preparing a proclamation for Mental Health Awareness Month.

Mayor Perry stated a new Interior Design business will be having an opening on May 20, 2016 at 3:00 pm it is located at 41 Fayetteville Street. They would like as many board members and staff that could to attend.

Mayor Perry thanked Chief Crutchfield for speed control measures on Thompson Street.

**ADJOURNMENT**

Motion made by Commissioner Bonitz seconded by Commissioner Farrell to adjourn at 9:00 p.m.

Vote Aye-5 Nay-0

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Cindy S. Perry, Mayor

ATTEST:

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Alice F. Lloyd, CMC, NCCMC, Town Clerk