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FAYETTEVILLE CITY COUNCIL
WORK SESSION MINUTES
LAFAYETTE CONFERENCE ROOM
MARCH 4, 2019
5:00 P.M.

Present: Mayor Mitch Colvin

Council Members Katherine K. Jensen (District 1) (arrived at 5:12 p.m.); Daniel Culliton (District 2) (arrived at 5:12 p.m.); Tisha S. Waddell (District 3); D. J. Haire (District 4); Johnny Dawkins (District 5); William J. L. Crisp (District 6); Larry O. Wright, Sr. (District 7); Theodore Mohn (District 8); James W. Arp (District 9)

Others Present: Douglas Hewett, City Manager
Karen McDonald, City Attorney
Kristoff Bauer, Deputy City Manager
Telly Whitfield, Assistant City Manager
Barbara Hill, Interim Assistant City Manager
Gina Hawkins, Police Chief
Jerry Newton, Development Services Director
Sheila Thomas-Ambat, Public Services Director
Cynthia Blot, Community and Economic Development Director
Jay Toland, Chief Financial Officer
Alicia Young, Assistant City Attorney
Kim Toon, Purchasing Manager
Robert Van Geons, FCEDC President
Pamela Megill, City Clerk
Members of the Press

1.0 CALL TO ORDER

Mayor Colvin called the meeting to order.

2.0 INVOCATION

The invocation was offered by Council Member Dawkins.

3.0 APPROVAL OF AGENDA

MOTION: Mayor Pro Tem Mohn moved to approve the agenda with the exception of removing Items 4.06 and 4.08.

SECOND: Council Member Arp

VOTE: UNANIMOUS (8-0)

4.0 OTHER ITEMS OF BUSINESS

4.01 Centre City Business Park

Ms. Cynthia Blot, Economic and Community Development Director, introduced this item and stated on November 24, 2008, a resolution was approved authorizing the City Manager or his designees the authority to negotiate and acquire property in the Hope VI revitalization area. On December 13, 2010, City Council approved the site and concept for what is now known as the Centre City Business Park but was then known as Hope VI Business Park. On October 8, 2012, staff asked the City Council to authorize condemnation on the remaining parcels to allow for completion of the project; however, Council did not authorize staff to continue with the condemnation actions. Property acquisition for the entire site is nearly complete. On September 26, 2016, Resolution No. R2016-065 was approved authorizing City Staff to acquire the 12 remaining parcels by condemnation. One parcel remains to be acquired. Since July 2018, staff has worked in collaboration with NC Growth and Kenan Institute to identify a potential end user(s) for the Centre City Business Park. A thorough analysis of the site has been completed and is now available for review. Ms. Blot introduced Mr. James Carter, Analyst, NC Growth.

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Mr. Carter gave an overview of the previous studies of the area and presented the recommendations with the aid of a PowerPoint presentation. Mr. Carter displayed a map of the location of the proposed Centre City Business Park. The recommendations are as follows:

1. Develop Centre City Business Park as Flex Industrial Space (Commercial, Residential and Industrial).
2. Adopt covenants to protect the integrity of the business park--protect internal investment.
3. Rezone the property with the compatible zoning designation--reduce risk for developer.
4. Acquire additional adjacent properties to the site--right of refusal.
5. Provide façade grants to Gillespie Street corridor businesses to make cosmetic improvements.
6. Maintain and enrich the community connection to the historic E. E. Smith House.
7. Actively explore programming opportunities with Fayetteville State University.
8. Connect economic development, workforce development, and community development.

Mr. Carter also provided a copy of the Centre City Business Park market feasibility study.

Discussion ensued.

Consensus of Council was to direct staff to move forward with this item and also to research cost estimates to move the E. E. Smith House and report back to Council in approximately three months.

4.02 Draft Downtown Urban Design Plan Presentation - by Steve Auterman - Urban Design Associates

Mr. Jerry Newton, Development Services Director, stated in July of 2017, the City of Fayetteville was awarded a \$100,000.00 Revitalization and Economic Development Grant from the State of North Carolina's Legislature. These funds were used to hire a consulting group, which is being led by Urban Design Associates and assisted by Stewart Design, Walker Parking Consultants and SFL+a Architects. The Plan includes a written implementation strategy, graphic illustrations, suggestions regarding regulatory changes necessary to implement the proposed design concepts, and policy recommendations. The intention of the Plan is to blend current community goals with previous planning efforts and policies, provide a clear guide and predictable framework that is useful for both developers and citizens, and serve as a powerful graphic tool for visualizing preferred Downtown development. Downtown Fayetteville is approximately .55 square miles in area and is generally bounded by Rowan, Russell, Robeson and Cool Spring Streets. The Downtown hosts an economically and racially diverse mix of people who live and work among historic buildings and landmarks, and many small businesses. The City Council appointed a committee of citizens (the steering committee) to help guide the direction of the plan. An open house and three days of stakeholder meetings were held in August of 2018. Then in October of 2018, the steering committee and consultant team held a charrette, a second public open house, a public meeting and hosted an information booth. The public meeting gave the public a review of the charrette outcomes. The information booth was setup under the Market House during one of the City's Fourth Friday events.

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Mr. Steve Auterman, Planner, Urban Design Associates, presented the Fayetteville Downtown Urban Design Plan with the aid of a PowerPoint presentation and stated this is a five- to ten-year guide to the continued growth of Fayetteville as a vibrant regional center, cultural and recreational destination, and well-functioning neighborhood. The Executive Summary states the vision for downtown Fayetteville is to become a more vibrant, attractive, and engaging destination for residents and visitors. The Urban Design Recommendations are as follows:

1. Stimulate Ballpark-area Investment: Leverage the Fayetteville Ballpark and neighboring investments by transforming the City Hall block into a mixed-use sport and entertainment destination.
2. Create a Downtown District: Create a Downtown District by expanding the Hay Street experience to Russell Street.
3. Improve Downtown's Gateways: Establish downtown's identity at its gateways, and carry it through the Downtown District area.
4. Foster Downtown Living: Promote residential development zoning to create a downtown neighborhood with diverse housing options.
5. Strategically Locate Cultural Venues: Establish the parameters for locating a Performing Arts Center that maximizes its contribution to downtown's vitality.
6. Improve Mobility and Streetscapes: Promote a well-connected and beautiful downtown by improving walkability and bikeability, managing parking, and enhancing streetscapes and public spaces.
7. Enhance Parks and Trail Connections: Improve stormwater management and public spaces (trails and parks) to address the growing impacts of flooding.

The cooperation and efforts of many City of Fayetteville departments, community partners, and allied agencies are essential to achieve the goals described in the Urban Design recommendations. An Implementation Action Plan identifies the individual tasks that each of these groups should take action on, to include update zoning and development standards, focus on economic development strategies, improve public realm and multi-modal connections, improve parking management, improve stormwater management and flood mitigation. Taken together, these recommendations and action items can lead the City of Fayetteville and its citizens towards achieving the next evolution of downtown--a vibrant, active, successful, and attractive destination for residents and visitors alike.

Discussion ensued.

Mr. Douglas Hewett, City Manager, stated the City will solicit a proposal from Urban Design Associates to expand the boundary of the revitalization plan miles out from Hay Street to the Murchison Road Corridor and Bragg Boulevard areas. The scope of work will cost approximately \$25,000.00 to \$50,000.00.

Mayor Colvin recessed the meeting at 7:15 p.m., and reconvened the meeting at 7:21 p.m.

4.03 Beaver Creek 2 and City-Wide Stormwater Master Plan Update

Ms. Sheila Thomas-Ambat, Public Services Director, introduced this item and stated as part of an effort to develop a City-wide stormwater master plan, the City retained the engineering firm Hazen

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and Sawyer to perform a watershed study on the Beaver Creek 2 watershed. Hazen will provide an over view of the components of the study, the work conducted over the past 12 months, and the focus of efforts going forward.

Mr. Travis Crissman, PE, Hazen and Sawyer Engineering, presented the Beaver Creek 2 watershed study with the aid of a PowerPoint presentation. Mr. Crissman presented the definitions, watershed characteristics, typical stormwater master plan goals, master plan processes, primary system, primary system selection, primary system details, primary system status, secondary system (structures, piping and ditches), secondary system selection, secondary system status, engineering fee data, prioritization, master plan, use of the study, and the schedule looking ahead.

Discussion ensued.

Mayor Colvin thanked Mr. Crissman for his presentation.

Ms. Sheila Thomas-Ambat, Public Services Director, presented the Watershed Studies Program Updates with the aid of a PowerPoint presentation and stated the overview of the program is for an integrated and comprehensive watershed evaluations and programmatic framework, address existing problems and plan for the future, synergistic opportunities for flood mitigation and regional retention, to be proactive rather than reactive, to have better prioritization and to be more effective with scheduling and budgeting. Ms. Thomas-Ambat reviewed the progress made to date, upcoming activities and the draft schedule of events.

Discussion ensued.

Mayor and Council thanked Ms. Thomas-Ambat for her presentation.

4.04 Small Local Business Enterprise (SLBE) Program Update

Ms. Kim Toon, Purchasing Manager, presented this item with the aid of a PowerPoint presentation and stated City Council directed that a SLBE policy and subsequent program based on that policy be developed to enhance economic opportunities for small and local business owners. The SLBE policy and program have now been established and the SLBE program is managed by the Purchasing Division of the City's Finance Department. Finance/Purchasing has worked diligently to build a solid foundation for implementing the SLBE program. The Purchasing Division of the City Finance Department has dedicated itself to establishing a strong foundation for the Small Local Business Enterprise program. Since last presenting to City Council in November 2018, the following activities have encouraged SLBE vendors to register and participate in the City's business:

- All solicitations, both formal and informal, are posted on the City website.
- Purchasing works closely with City departments to increase their awareness of SLBE businesses and their abilities to serve the City's needs.
- Purchasing staff provides one-on-one consultation with SLBE firms to educate and familiarize them with City procurement processes.
- Purchasing provides printed and digital educational materials such as "Doing Business With the City"

Ms. Toon further stated these efforts have resulted in statistically significant increases in various areas and provided the following examples:

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- In the FY 19 second quarter, 14 new companies registered to be City vendors. Of those 14 new City vendors, 43 percent are located in Cumberland and Hoke Counties.
- The FY 19 second quarter purchase order expenses total \$16,158,697.00 with 61 percent (\$9,856,805.00) being spent in Cumberland and Hoke Counties.
- The FY 19 second quarter procurement card expenses total \$355,246.00 with 41 percent (\$145,650.00) being spent in Cumberland and Hoke Counties.
- The FY 19 second quarter for contracts is \$16,758,825.00 and 21 percent is identified as assigned to local prime contractors. Of the \$16,758,825.00 total contract dollars, 4.8 percent (\$80,871.00) is allocated to subcontractors.

Ms. Toon stated to continue the upward trend resulting from the initial efforts of the SLBE program, Purchasing would like to initiate the following activities:

- Analyze total City expenditures for future possible direct SLBE contracting opportunities.
- Purchasing would like further community outreach by providing more hands-on assistance with connecting qualified local subcontractors with prime general contractors.
- Assist in developing quick pay agreements and policies to enable SLBEs to meet cash flow demands.
- Develop and implement a local vendor mentor and/or partnership program where SLBEs can get more information and education directly from general contractors, consultants, and others.

Ms. Toon stated the City SLBE program is aimed at increasing local participation in the City's procurement practices to include businesses and entrepreneurs classified as small, historically-disadvantaged or underutilized, minority, veteran and/or women-owned. Encouraging these groups to participate in the City's business is an important step in achieving a strong, diverse, and viable local economy. The LSDBE Coordinator will continue to track and encourage LSDBE participation in the City's business operations.

Discussion ensued.

Mayor Colvin thanked Ms. Toon for the information and her presentation.

4.05 Discussion of Monument Options for Honoring Former Mayor Hurley

Mr. Kristoff Bauer, Deputy City Manager, presented this item with the aid of a PowerPoint presentation and stated after a public hearing held on January 28, 2019, the Council approved naming the plaza in front of the new minor league baseball stadium in downtown Fayetteville after former Mayor Bill Hurley. The City has used a few alternative methods of memorializing naming recognitions. This presentation provides two prominent examples. The plaza area will not be fully complete, that is all construction completed, until the spring of 2021. The potential locations for a plaque or monument are limited due to this continuing activity.

Council Member Arp stated he along with Council Members Jensen and Crisp met with Ms. Carol Goforth, Mr. John Malzone, and Mr. Dennis Walker to discuss fund raising possibilities for the commissioning of a Mayor Hurley statue, and suggested the ribbon cutting ceremony for

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the unveiling of the statue could be held during the Dickens Festival downtown in November 2020.

Discussion ensued.

Consensus of Council was to direct staff to conduct further research and report back to the Council with cost estimates.

4.06 PWC Fiscal Year 2018 Fleet Maintenance True-Up

This item was pulled from the agenda.

4.07 Establishment of the Fayetteville Millennial Advisory Commission

Dr. Telly Whitfield, Assistant City Manager, presented this item and stated the City of Fayetteville proposed Millennial Advisory Commission is to advise the City Council on issues relevant to the attraction, retention and engagement of Fayetteville residents born between 1981 and 2000. The Commission will be dedicated to improving the quality of life for young adults by providing recommendations to policies, programs and actions consistent with Council's Strategic Goal IV of making Fayetteville a "desirable place to live, work and recreate" for this generation. City Council identified efforts to "develop options for a young adult engagement program" as a new Target for Action (TFA) for its FY 19 Strategic Plan in February 2018. Mayor Colvin held four millennial symposiums to engage students and young adult residents in October 2018. Significant interest on the topic has been sustained within the community. The TFA was affirmed and identified as a strategic initiative during the February 2019 Council retreat. The City of Fayetteville relies on its citizen advisory boards and commissions to aid its Mayor and City Council in governing effectively. The City Council Appointment Committee would need to make recommendations for appointments.

Discussion ensued.

Consensus of Council was to refer this item to the Appointment Committee and to have the Appointment Committee recommend By-Laws for the proposed Millennium Commission.

4.08 City Council Agenda Item Request - Discussion on Senior Citizen Centers in the UDO- Council Members Jensen and Crisp

This item was pulled from the agenda.

4.09 City Council Agenda Item Request - Historic Districts and Standards - Mayor Pro Tem Mohn

Mayor Pro Tem Mohn presented this item and stated the City of Fayetteville is much more progressive and forward thinking here in 2019 as compared to 2000. It is therefore time to review some of our older documents, policies, and procedures and the board/commission appointments and their respective authorities, established and approved by previous Councils. In addition, we need to review and potentially revise the 18-year-old Design Guidelines for Fayetteville's Historic Districts and Local Landmarks.

Consensus of Council was to direct staff to review the items listed and report back to Council with potential updates and recommendations.

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5.0 ADJOURNMENT

There being no further business, the meeting adjourned at 8:52 p.m.

Respectfully submitted,

PAMELA J. MEGILL
City Clerk

MITCH COLVIN
Mayor

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