

Minutes of the regular May 17, 2005, meeting of the City Council, City of Eden:

a historic landmark. The Planning & Inspections Department recommended approval of the request. At their April 18, 2005 regular meeting, the Historic Preservation Commission held a public hearing on this request. After consideration of the request, the commission voted unanimously to recommend the City Council approve the request.

Mayor Price called for a public hearing and asked Director of Planning & Inspections, Mrs. Kelly Stultz, to come forward with her report.

Mrs. Stultz explained that this request was generated by the property owner, city staff and the Preservation Commission and it was for a water pump that was installed when the Town of Draper was built in the early 1900's and it was for the mill village in or around New Street.

The object in question was a cast iron hand pump located at the corner of Knott Street and Hairston Street in the Draper section of Eden. The pump is situated partially on private property at 1000 Knott Street and partially in the public right of way. The pump sits approximately 10 feet from the residence on the property and was mounted on a concrete base. The date stamped on the pump is 1902. It appears to be intact and in relatively good condition, although it is inoperable. The concrete base is cracked, but still intact.

The pump is located in a historically black neighborhood near the Sunshine School, which was built around 1917 for the area African American children. The neighborhood dates to the early 20th century and although most of the current homes in the area were built in the 1930's and 40's, the local residents remember the pump being used as a community pump for the surrounding residential neighborhood. It was the only known community pump remaining in the city.

She noted that their mill villages were very much in the vernacular mill villages around their State. Every lot was sized to be able to contain a vegetable garden and house cows for milk and in that period of time everyone pumped from the same water pump. Those sorts of things were such a part of the fabric of their community and it was important that they as a city preserve and maintain them. The Preservation Commission felt very passionately that this should be designated and many residents in that area have a very strong emotional attachment to it. The Preservation Commission unanimously recommended that it be given landmark status and the Planning staff recommended that as well.

Mayor Price asked if there were any questions.

Council Member Myott asked if there were plans for a fence to be erected around the pump to which Mrs. Stultz replied that the Preservation Commission had discussed that and would take care of it after the Council made their decision.

Mayor Price noted that as no one had signed up to speak, he declared the public hearing closed and asked the Council for their decision.

A motion was made by Council Member Epps seconded by Council Member Gover to grant landmark designation to the Draper Community Pump. All Council Members present voted in favor of this request. This motion carried.

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ADDITIONS OR DELETIONS TO MINUTES:

The City Attorney had pointed out during the public hearing that Mayor Price had skipped the section Additions or Deletions to Minutes and Mayor Price indicated he would do it after the public hearing.

Mayor Price apologized for moving so fast and requested that the Closed Session and also Item 9(f) be removed from the agenda.

A motion was made by Council Member Myott seconded by Council Member Turner to remove the Closed Session and Item 9(f) (from Consent Agenda). All Council Members present voted in favor of this motion. This motion carried.

MONTHLY FINANCIAL REPORT:

A motion was made by Council Member Gover seconded by Council Member Myott to accept the financial statement. All Council Members present voted in favor of this motion. The motion carried.

REQUESTS AND PETITIONS OF CITIZENS:

No one spoke at this time.

UNFINISHED BUSINESS:

- (a) Consideration of Emergency Water System Interconnections.

The memorandum explained that it was previously recommended that the City Council approve a request by Dan River Water to allow for the interconnection of Dan River's water distribution system with other water systems. The Council postponed action on that recommendation and asked that someone from the North Carolina Department of Environment and Natural Resources, Division of Public Water Supply speak to them on this subject. Mr. Lee Spencer, P.E., Regional Engineer for NC-DENR-DPWS is scheduled to appear before the City Council on May 17th to discuss emergency water system interconnections.

Public Utilities Director, Mr. Dennis Asbury, asked the Council to recall that this had come before them at a previous Council Meeting and they had decided to postpone it until they could have someone from the Department of Environment and Natural Resources here to speak on the matter and also to respond to questions. He noted that Mr. Lee Spencer, the Regional Engineer for NC-DENR-DPWS was present to speak to them along with Mr. Gary Stophel, President of Dan River Water. He noted that Mr. Stophel had appeared before the Water and Sewer Committee and made the original request that the city allow Dan River to connect with other water systems which as the City Attorney pointed out would require some rewording of the city's contract. He then introduced Mr. Spencer.

Mr. Spencer stated that he appreciated the opportunity to speak on this matter. The first thing he wanted to say was concerning the benefits and need for emergency interconnections of public water systems and again he wanted to emphasize the word emergency. He explained

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that doing everything they could to prevent their citizens from being without water was vital to the public safety and health protection and that was why they encouraged the emergency interconnections.

He noted that the most common benefit was seen after a water line break. With multiple water feed points, valves could be opened and closed as necessary to allow the fewest number of customers to be without water. With a backup water source in place, better repairs can often be made under non-emergency conditions. He explained that in their 15 county region in northwest North Carolina during the last five years they have had numerous times where emergency interconnection had been very valuable.

He pointed out that there have been two major events that come to his mind where they were invaluable and one was with Davidson Water Incorporated. They had a 24" water main break within one quarter of a mile of the water treatment plant and underneath US Highway 64. At that time when they realized their tanks were going down the manager called Winston-Salem, Lexington, Thomasville, and High Point and all the emergency interconnections were activated and lines valved off. They had less than 2,000 customers out of water for less than 4 hours and they serve well over 100,000 people. The manager told him that after that he would be glad to have lost money that month. It took them over a week to fix it, because they only worked during the daytime and they only had to use the one interconnection for several days with Winston-Salem.

He pointed out that the other one was the City of Graham who had a 24" water line break between the water plant and town. Because of their four emergency interconnections with Burlington they did not lose water, they lost some pressure but no one was out of water and it took about 3 days to fix the break.

He noted that emergency interconnections were invaluable during drought events. Greensboro made it through the last drought because of emergency and non-emergency interconnections with Winston-Salem, High Point and Reidsville. Greensboro, although politically objectionable for many years, was now interconnected with Burlington. He added that emergency interconnections between Dan River, Reidsville and Stoneville could have eased the emergency situation here in Eden while the temporary diesel pumps were installed at the Dan River intake in August of 2002.

Mr. Spencer pointed out that a serious spill into a water supply source or other man made or natural disaster may make emergency connections invaluable and emergency interconnections should be made to flow water in both directions whenever possible. An emergency may arise, for example Reidsville would be glad to get water from Eden through Dan River water, especially on the north side, again in case of a water line break or something of that nature.

Hydraulics may limit the amount of water available from emergency interconnections due to line sizes and other factors, but some water was usually better than no water in almost all cases. Many times relatively inexpensive booster stations could be installed to move larger amounts of water as in the case of the emergency interconnection between Madison and Mayodan.

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He stated that emergency interconnections exist between no less than 48 water systems in our 15 county region. He stated that in this case, he understood that Dan River Water was in favor of emergency interconnections and would take the initiative to carry it forward once Eden gives such approval.

Mr. Spencer closed by stating that he would like to acknowledge the fine staff of water professionals they have here Eden. Mr. Dennis Asbury, Terry Shelton, Robert Hopkins, and other staff were extremely careful in their operation of the city's water supply and they have been a pleasure to work with over the years. He added that he was thankful for their dedication and service to the citizens of this area.

Mayor Price questioned that he did say there were 15 areas that were connected in North Carolina.

Mr. Spencer replied no, he said there were 15 counties and he had counted 48 water systems that were interconnected. He added that he had heard it said that theoretically you could move water from Winston-Salem to Raleigh and back.

Mayor Price asked if inter-basin transfer was not a concern anymore.

Mr. Spencer replied that inter-basin transfer; again, he emphasized the word emergency, so provisions were in place for emergencies. For example, Winston-Salem and Greensboro, that was inter-basin, but it was during an emergency situation and temporary approval was granted. He explained that they automatically have an exemption of 2 million gallons in an emergency or a permit basis, but they certainly have the things in place in the event of an emergency to allow this, and again emergencies were usually a very temporary type situation.

The City Attorney, Tom Medlin, stated that he had said permission was granted. He asked if his department had to approve it.

Mr. Spencer replied that was right, anytime they lay a new water line or any modifications to a water system, of course had to go through their office and that approval had to be obtained. At that time, they look at the hydraulics or any other issues that may be of concern.

Mr. Medlin questioned at the time of the emergency.

Mr. Spencer explained that at that time, they ask the regional office to be notified of course, but if it has been approved ahead of time for an interconnection, then the water purveyors have that ability to act as they so need to.

Mr. Medlin noted that he was talking about one of the incidents from Winston-Salem to another location that they notified the different places that were interconnected. He asked if that was part of the process as well, that there would be a notice to the City of Eden.

Mr. Spencer replied yes, it just about almost had to be that way and the water staff professionals were aware of this. He explained that they did not want to shock someone else's

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system because there may be something they were unaware of and there was a low pressure already existing that they have a problem with, so naturally the staff of one utility would notify the other one, to get permission number one and number two to make sure there was nothing they were unaware of. He added that of course, the Council may decide to add anything in that regard they could.

Council Member Gover questioned if he had a system, he was sure with all those interconnections, on flushing the lines before they utilize the water in between the cities.

Mr. Spencer replied that was a good point. Flushing had become more and more of a necessity to meet the disinfection by products rule as much as anything and to have good quality aesthetically pleasing water to the citizens. Yes, a lot of times these interconnections were pretty close together and as routine maintenance if they have dead end lines, they were supposed to be flushed on a monthly or bi-monthly basis and chlorine residuals taken to make sure the water was fresh enough.

Mayor Price thanked Mr. Spencer for his comments. He then introduced Mr. Gary Stophel of Dan River Water, Inc.

Mr. Stophel stated that the Dan River Water Company's board was dedicated to trying to make this happen. He noted that it would not only help the City of Eden and Dan River's customers, but it could also help some of the neighboring cities. He stated that they were willing to work with the city and the City Attorney to draft whatever it takes.

Mayor Price thanked Mr. Stophel for his comments.

A motion was made by Council Member Gover seconded by Council Member Epps to approve the request as presented. All Council Members present voted in favor of this motion. This motion carried.

(b) Presentation of Eden Downtown Streetscape Master Plan and Imaging Program.

The memorandum explained that at the May 17th, 2005 City Council meeting Haden Stanziale, the Design and Landscape Architect firm that conducted the downtown master plans and Arnette-Muldrow, the organization that created the Eden imaging program will present their Eden plans to City Council. This will include the master plans for each downtown, imaging plans for marketing our community, recommended plans for phasing in the plan and the benefits to the community.

Business Development Director, Mr. Mike Dougherty, explained that in this budget year the Council allocated funds for a streetscape master plan. Earlier this year they were able to get a proposal from Haden Stanziale a Charlotte area landscape architect and design firm. They were fortunate with that proposal because they have an association with Arnette-Muldrow which was an economic development planning and imaging company so what the city got out of this proposal were a streetscape master plan and some imaging work to help market the city.

He stated that in the last week of April, they came to Eden and met with individuals, groups, retail merchants, investors, bankers and they made a presentation on April 28th at City Hall. He

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stated that they thought it was very important for the Council to see it, those who were unable to attend the presentation, just to learn more about their work which they thought was quite impressive. He then introduced Ms. Karen Weston-Chien of Haden Stanziale and Trip Muldrow of Arnette Muldrow.

Ms. Weston-Chien began the presentation by thanking the Council for allowing their firm to be a part of the history of Eden. She then introduced Mr. Muldrow who explained that he had been doing consulting work for small towns in the Southeast for about ten years now and one of his passions in particular were communities that were textile communities. He explained that he and Ms. Weston-Chien have worked together in a number of different communities.

Mr. Muldrow explained that they have worked in Concord and a master plan there was completed in 2002. Since completion over \$12 million in investments had taken place in downtown Concord, public and private, 5 new restaurants have opened and Concord had won an All-America City Award. He noted that they had used their downtown planning as one of their free projects. He also noted that Concord had a very rich textile heritage affiliated with Cannon Mills.

He explained that they had also worked at Greer, South Carolina, and a master plan completed in 1999. Since their completion, over \$15 million in investments were made in downtown, 13 buildings have been renovated and 4 new restaurants have opened, 9 additional businesses have opened and he would be part of a delegation from Greer to Atlanta, as they were a finalist for the 2005 All American City Award, so they were hoping that they were certainly using their downtown project as a part of that.

He stated that they were really pleased to be involved in these communities and just honored to be a part of Eden as well and he hoped they would see as a result of their quick study here that they see tremendous opportunities for this community, both from an economic development standpoint, from beautification standpoint, and even from a marketing standpoint to expand their visitor base and to attach their residents to the rich diversity they already have here. He then turned the floor over to Ms. Weston-Chien.

Ms. Weston-Chien explained that the reason it was so exiting working on downtowns was because it was so important and Eden even had more opportunity since it has three. She explained that they represent symbolically the heart of the town, where the history of the town usually emanated from, and also just from a simple financial standpoint, downtowns have an infrastructure that was already place. She explained that was why downtown renovation has become so important as a tool for so many towns, they have it there, they will not bulldoze it and it has a historic importance, so investing some money on the public side and enticing the private investment was really a good investment they were seeing over and over again throughout North Carolina.

She explained that they were charged to look at downtowns but could not help but also look at the bigger picture. She noted that some of the overall issues that they noticed and were excited about was an amazing opportunity to connect to the river and when they talked to people they found that for generations there had not been a strong connection to the river except for them to

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be used by the manufacturers. She thought that there was a real opportunity to start with this new generation of children to get them to embrace the river as part of the wonderful thing that makes up Eden. She stated that they really wanted to recommend that in the future they look at that as an important link. She suggested an education program to get kids to know that the rivers were there. She pointed out that she was sure they had been cleaned substantially from when they were heavily used by the local mills so there was really an opportunity there for the schools to embrace that.

She noted that another thing they had noticed by having more than three individual downtowns in Eden was that it was important to have a one stop shop somewhere for somebody who was coming to the community, to kind of get them oriented and have a person explain to them the unique community. She suggested that there may be studies accomplished to look at the Chamber of Commerce as being a visitor center.

She stated that one of the other things that they have heard was that a lot of folks need to be assured and invigorated about what Eden was and be excited and proud to be residents. She stated that they (Haden Stanziale) come in see the amazing prospects and history but sometimes if you have lived in a place in a long time, it was true of everyone and it was good to be reminded of what a wonderful place Eden was. She suggested that plant tours might be a way of celebrating that because there was a real history of a hard working population that live here.

She stated that the other thing they would talk about later and would have some examples about were information kiosks, telling people how to get around and where the sights and sounds were for the different districts that Eden has.

Draper:

Ms. Weston-Chien explained the plan for Draper and pointed out that they thought it was a very complete little unit of history along Fieldcrest boulevard and they wanted to develop a plan that concentrated in that center core where they get a more urban condition, the buildings were all close together and attached, so that becomes sort of the heart of downtown Draper. They wanted to take advantage of that nice feel and start to improve this area down here. She pointed to the display and noted that there would be trees and sidewalks added, because in this section it really did not have the same nice feel and it really needed to be greened up.

She then pointed out a public space that she thought the schools had basically adopted. She explained that the wonderful thing about the Draper community was that they have rallied around their school and really said that the children were an important part of the future of their community. She noted that they thought it was very exciting, so this could be a really interesting public space as one drove in off Stadium (Drive), you get to see that space.

She moved on to another area on the display where there would be the improvement of adding streetlights and getting a façade grant program and encouraging that for building owners.

She noted that the other stretch that they thought really had opportunity was a sort of no man's land where the downtown ends and the depot was located. She suggested they could landscape

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that space so they would have a green edge here which would reinforce the downtown area.

Ms. Weston-Chien then moved to the old theater. She suggested that there may be a need for a community center in Draper, a place for people in that community to get together. They looked at the old theater as being an appropriate space. She pointed out a green space with 5 or 6 huge oak trees (next to the building), it had a wonderful character with a view of the mill. She noted that it also had public parking there. She stated that they thought it was a good long term thing to look at, possibly it could be used as a theater, but also more appropriately a place for meetings. She suggested another possibility would be to have smaller performances on Saturday nights and things like that. She noted that this was an important spot here and they recommended that conceptual plans be drawn up, this would be Phase II, and would be an ongoing effort, if the theater became available, then the effort could really get jumpstarted.

Leaksville:

Ms. Weston-Chien pointed out that Leaksville was a wonderful downtown. She noted that obviously it had the largest area of development and that wonderful old timey feel to it. She stated that they thought that core area was really the important place to start and as the master plans were implemented, it was already so important that they implement their first phase as a home run. She explained that it was really of the quality that they want to expect in other phases. She noted that they had seen that over and over, towns just not doing quite as good a job on their first phase and then it kind of sets the stage for the future. Therefore, they recommended a very appropriately design that would last for 30 or 40 years. She stressed that they understood that when you make investments in downtowns, you were making a long term investment.

She pointed out that they would also establish bump outs, where you bump out into the traffic to add greenery and that sort of slows people down. She noted that the main street was very busy with traffic, especially in the morning. That would also be important to accentuate the pedestrian crossings at all the intersections so that it feels like it was an area that was appropriate for pedestrians. She added that obviously, by taking down the awnings in this area, that was very important and it would actually help the parallel parking.

She explained that one of the things they always hear in every downtown was parking. She noted that thankfully, they have this wonderful municipal lot and they have shown improving it to be more inviting and a great place for people to park. She added that there was a municipal parking lot that runs right there (she pointed out), but it did not have a relationship with the main drag here, even though it was signed, people would not know it was there and it was a little out of the way to come down Bridge Street to get to it. She explained that they have shown a creative swapping possibly with the building owner there, to try to get this municipal lot access right there and the building owner's (contractor's lot) could be there off Bridge Street. She suggested that it was an idea if that person was amenable to it.

She added that another thing they have shown was some infield housing. She explained that they hear over and over again in small towns that people want to have different options for housing. She stated that empty nesters or starter homes, maybe they did not want to mow

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lawns, so it was important for the overall economic health of Eden in general to have housing options. So that was why they have shown this on the site here. She added that it was possible that there may be views from the river in the winter from that particular site because it was very high up there. She also indicated the Hampton House which sits on a rise as a possible place for a community center for meetings and things like that. She stated that if it became available they could access whether or not that made sense and a private sector may take care of it.

She then moved to the old post office and the hotel. She explained that presently right now there was an apartment type building in that area, an old motel type style building and it was not in keeping architecturally with the rest of downtown. She explained that they have shown that being removed as it would give a much better traffic flow for parking.

She stated that they thought that this street was really going to have a lot of attention paid to it with a new Italian restaurant coming in and some of the plans here for the post office and the hotel so they see that as a real opportunity there.

She explained that in terms of phasing, what they have identified as looking at having this as a first phase. She noted that it had the highest visibility in the most cohesive downtown area. That was why they saw it as a really important starting place. She added that it was possible that it really could only go a block for the first phase, again just so they did it right. Then, those could be longer term things to look at and see how they work out and then also this was something the private sector would take up, but just having the master plans often goes a long way to getting that private sector jump started.

Boulevard:

Ms. Weston-Chien explained that The Boulevard was a very interesting place. She noted that it did not have all the kinds of infrastructural pieces that you normally have in a traditional downtown. She pointed out that it looked as if they ran out of space in Leaksville and some entrepreneur said, "I got some property over here, I'll build it here", so they did.

She stated that she thought it was a really good thing for the town of Eden actually because as they looked at it, it was more of a challenge today to build downtowns with retail. She explained that you get more of a mix of office and service, retail and restaurants and things like that but that was not how it used to be. She explained that they thought that long term retail prospects for The Boulevard were quite limited as it was much harder to get to. She noted that they had folks come to their meeting that have said they have lived here for 5 years and still had not found it.

So, they thought that longer term The Boulevard had a new life probably, more as a residential area. She explained that she thought the old car dealership was a great location for infield housing. She also pointed out the fact that they did not have the traditional infrastructure of a downtown. She noted the street in the back so they could accent these buildings for residential or service and they now have salons that were successful and obviously those service components would stay there. She added that they also had an amazing operation here which was the auction house in which another auction could be set up to support it and maybe have

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this little enclave of auctions efforts there which was kind of a new brand of retail in a way.

She explained that they were really thinking that it was really more of a residential component. They were really concerned about the pool hall, because they thought that it, of all the buildings, it was two stories and it formally had residences in it, it would be shame to lose it. They showed this as something they would really like to reinforce the idea of it being reclaimed.

She explained that they did show that the theater was not there anymore because in their judgment, although there was a lot of memories associated with it that would be an appropriate place for a small green space. She noted that as they could see in the plan there was a lot of greening there and a lot of reorganizing of parking behind and it functions very well.

Ms. Weston-Chien closed the presentation by noting that this would be an ongoing private effort to look at housing and this would be an ongoing effort to see how that building (pool hall) could be stabilized. She added that there was also not a first or second phase in The Boulevard. Ms. Weston-Chien then turned the floor over to Mr. Muldrow.

Branding and Marketing the Community:

Mr. Muldrow pointed out that so much of what Ms. Weston-Chien talked about deals with the public infrastructure improvement but really the ultimate goal of any of this was to solicit the private sector investment. He explained that what he wanted to do and what they often do to help guide them when they look at branding a community and marketing it, they look at some of the data that begins to inform those decisions. For the project here they had a chance to just to glance at things. He stated that they have really given them just a snap shot of some of the opportunities that they feel like were here in Eden.

He explained that they compared Eden with two communities in similar size, situations and locations. One of those communities was Mount Airy. He noted that Mount Airy was right along the interstate and it certainly had tourism components to it, namely Andy Griffith, that really added a dynamic. He noted that Albemarle was quite similar to Eden in that it was located off of interstate access, comparable in size, and a similar arrangement as far as the past economy and they have a very large downtown.

He stated that there were a couple of things that really jumped out at them that he wanted to research as he looked at these peer communities and Eden and it helped give insight into some of the opportunities here.

Twenty Minute Drive Time:

Mr. Muldrow explained that they looked at a 20 minute drive from Eden. He asked them to bear in mind as they talked to business owners here in the community they recognized that a 20 minute drive was not always going to be the most accurate gauge of what their market was. Some of the businesses here were doing very good reaching into the Danville area. They saw it as a tremendous opportunity so if anything this was a conservative rather than an aggressive

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scenario that he was painting.

He stated that in comparing that with a Mount Airy 20 minute drive time, it was a little bigger geography there because you could hop onto Interstate 74 and 77 and get little further a field from this community. He noted that Albemarle's drive time was a little constrained to the northeast because of Baden Lake. The population in 2004 was 46,202 in a 20 minute drive time of Eden. They expected this to pretty much remain stable with a slight decline by 2009 but that was really inconsequential. He noted that Albemarle had very much the same situation and Mount Airy had a little more population in their 20 minute drive time and it was expected to grow. He pointed out that a couple of factors there were the growth to the northwest from the Winston-Salem area reaching into the Mount Airy trade area and the fact that they have a further region. He explained that the communities also had similar household income characteristics, but Albemarle had a little higher median household income which was a little surprise, but they were pretty much all in par with one another.

Restaurants:

Mr. Muldrow explained that one thing that struck him right off the bat was restaurants. One of the real key things they see happening in small downtowns was the restaurant market which was a real forerunner and they were seeing a lot of strength in that happening. Often times when he looked at a drive time study, he wanted to look at the consumer buying power in that geography and compare it with the sales volume of the stores in that geography. In communities like this one, they were looking at a conservative estimate and they were always going to have more sales than they were going to have consumer buying power in a restaurant category. He explained that was because they tend to attract from a broader area, particularly if they have the sort of fast food restaurant base like Eden had. He noted that what they see here was buying power in Eden was about \$44 million in a 20 minute drive time and the restaurants were selling about \$52 million in restaurant sales. He noted that Albemarle's buying power was \$42 million with restaurants selling \$68 million and in Mount Airy buying power was \$58 million with restaurants selling \$82 million. He asked them to keep in mind that with Mount Airy there was a little of the tourism market factoring in but to be honest, their restaurant composition was not unlike what one would see in Albemarle. He explained that what they were seeing was a delta of \$8 million here, \$26 million in Albemarle and \$24 million in Mount Airy. He concluded that Eden had a tremendous opportunity to grow that particular market here. They were underserved and they had a population that reaches even further a field and there was a great chance to capitalize on that and he did not see that happening in the Taco Bell arena. He explained that he saw it happening in the downtown café arena and they were seeing that become more and more frequent in communities across the southeast and the size of the town or market was really inconsequential. He added that they were also seeing on a national trend basis that more and more people were dining out and looking for variety and a chance to go and actually have a sit down meal without having to drive 30 minutes to do it.

Specialty Gifts:

Mr. Muldrow stated that he also wanted to look at gift and specialty shopping. Specialty shops were going to be one of the keystones of the downtown markets. Consumer buying power was

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2.6 million with sales of \$1 million and basically they were leaking about \$1.6 million every year to other places. Albemarle was only leaking about ½ a million every year and the Mount Airy tourism market, gift stores and specialty shopping, all of that kind of stuff was going to be very rich in that market, so they were actually gaining sales to the tune of about a half million every year. So, again they see an opportunity for Eden to get on par with some of this market.

Home Furnishings:

A third market that he wanted to delve into was the home furnishings market. He explained that home furnishings were intriguing because there was a tremendous growth across the country. He explained that he was not talking about furniture but the accessories and items that go in the home. He pointed out that with Karastan, they had opportunities to build off of the fact that those rugs were made here. It was inherent to a strength that they already had here in Eden and they were seeing that significant opportunity, particularly in downtowns.

He noted that what they saw here, the consumer buying power in a 20 minute drive time was \$6.6 million and sales were \$1 million. Albemarle was \$6.2 million with sales of \$2 million and Mount Airy was \$8.4 million with sales of \$2 million. Now, this pointed to what he perceived was perhaps a bigger opportunity to look at not only the local market, but a more regional tourist market type that they could attract in, capitalizing on some strengths that Eden already had.

Concluding Thoughts:

Mr. Muldrow reminded them that this was just a plan based on a 20 minute drive time. He explained that it was a reasonable but not completely accurate way to look at the market. He stated that he estimated that it was a more conservative way to look at the market based on the interviews they had with some of their business people. He added that he thought a more detailed zip code study would probably give them a lot more information about each of the districts, their customer base and their trade potential, and that was something to look at later on.

He stated that he thought that they have opportunities in each one, to grow this market. He did think that the geography for trading in Eden there was a deeper market toward Danville and it was probably a little shallower toward Reidsville than they were showing in that 20 minute area, but Danville had a much more populous area.

Again, opportunities were tremendous from a demographic standpoint and they become even more exciting when he looked at trade potential. Their demographics looked good, it was a stable community, a rich population base close by, and a lot of folks with a very reasonable household income. It was completely realistic to expect more specialty retail and a lot more restaurants. He stated that he really thought that was going to be one that they were going to want to pay attention to.

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Opportunities:

Mr. Muldrow stated that having said all of that, they begin to look at how they get the word out about what the opportunities were. As Ms. Weston-Chien said, some of this was geared internally toward the folks who live here and say this was their community; they want to shop here, dine here and invest here. That was one market that they were aiming for. Another was immediately outside this community which was their immediate trade area where there were opportunities to pull those consumers in and then the third tier was the visitor market. If they build it right and do it right for the people who live here then the visitor market would be the icing on the cake.

He explained that they were looking at four steps: (1) Internal strategy building and establishing the brand. They were very happy with what they have done already. It really sets a pace for them that they could build on. (2) Customer recruitment strategy which was reaching out to that trade area to attract and retain business. This was one that keys directly into the local businesses here. (3) Way finding strategy, once they were here what do you do with them? He explained that what they want was a seamless strategy. One where when they see that logo, when they see it on the sign the brochure, they were thinking the whole way through, a seamless event. (4) Special events and that was where they sort of peak their interest and they certainly have some fantastic special events here in Eden.

Logo:

He noted that they have done some very slight modifications to their logo. They bumped up the water a little bit and added the three stars above "Eden" to symbolize the three communities that comprised the formation of Eden and it also harkened back to the town seal that incorporates the three stars. He stressed the importance of the three stars because they could play that out in different ways later on. They could then begin to see how that begins to play out in various formats. They could use three themes for each of the districts, Draper Village, The Boulevard and Old Leaksville with each one having their own pantone color where the Eden logo was a green, the Village yellow, the Boulevard blue and Leaksville red. That was important too because when they come back to the seamless thing and they way-finding the color coding would bear out in a real way. He added that it would be great that they have incorporated the signs directing people to the business districts. He stated that after the fantastic trees, it was one of the first things he noticed coming into the community. They have taken a great step and he challenged them to take it to the next level by color coding and looking at color code way-finding signs. They could play that out in banners in each of the districts on the lights; color coded parking, directional signs and then goes from a vehicular to a pedestrian orientation. That could even play out in a kiosk such as with a water fountain and a map of the area where they would be.

Ms. Weston-Chien presented an old streetlight from Leaksville that Ms. Harrington had and it was so wonderful to have a real example of an actual light. She suggested that this was probably appropriate in Old Leaksville, but she thought that one of the ways to distinguish one town from the other would be to have a different style light for The Boulevard and then for Draper Village.

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Mr. Muldrow added that they could see their branding begin to play itself out with some street furniture and signs. He suggested that it could also happen on their web page. He explained that as they get into the community and how they use that to identify the three different portions of the community, they have basically just took the existing web page and revamped it using the logo and the images of the towns.

He explained that one of the things they also wanted to look out was a customer loyalty program. This was a downtown shopper card that says Draper Village, The Boulevard and Old Leaksville. Those could really become innovative tools where they were not giving discounts every time, but it was a loyalty program and maybe the businesses were contributing a very small amount to a gift basket that was given away once every three or four months, so it was a very inexpensive marketing tool that businesses could use to build customer loyalty.

He also suggested a shopping and design guide, sort of reinvigorating that in a way that was fun and exiting. He pointed out that they have some great stuff already but they were just showing ideas on how to reinforce what they already had. Also in this shopping guide they wanted Eden's piece to work with the County's piece so that as the county was distributing their county-wide guide, they had one that matches very closely with it but did not mimic it.

He stated that then they begin to look at how they market the community and instill that pride in the community. He mentioned "Three downtowns, two rivers and one Eden" and read that in 1728 William Byrd coined the name for what would eventually become Eden, North Carolina. One look across the green meadows towards the confluence of the Smith and the Dan Rivers convinced him that this was a special place, but Eden was not just one special place, it was a collection of townships that had the vision to merge into one thriving city, nearly 40 years ago. Today, Old Leaksville, Draper and The Boulevard form three distinct shopping districts, each with its own unique character. Coupled their great shopping was the opportunity to paddle the two rivers in town, explore the rich manufacturing history of the community or take in some of their world renowned old time music on a weekend night and they really have a great place to visit. He explained that was just a way to begin to instill that pride and get the word out about what the community was. He pointed out that this was one that interestingly they might think was geared towards people on the outside, but this was geared to people who live here too. People who live here need to see this view again of what makes this community so special.

He stated that as he had said before they saw opportunities for restaurants. He presented a conceptual ad for a future restaurant in the community and of course they could not resist calling it Eve's Café. He explained that they thought it was good to have a little sense of humor about those kinds of things and that really worked well on their marketing strategy. Another one, very similar, "Two Rivers Run Through It", and this could be a great opportunity to talk about the two rivers here in Eden. Another, Main Street Cubed, that way they could go into the description of the three main streets here. This could be a visitor strategy on one that relates to local folks as well. He also added that they could not resist having fun too with one of their premier festivals each year, and presented "Will you be able to resist Apple Festival 2005?" and being able to play off some of the double meanings of their name could be a very

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sophisticated way to get the word out about what this community is all about. Certainly they could be more homey on how they convey those things and have a lot of fun with it too.

He explained that they thought there was just tremendous opportunity here to market the community using some of these images. Ultimately what they want here is that seamless strategy where the visitor from the very moment they pick up a brochure to the time they drive in to the time they see the signs to the time they see the shopping guide that they say "Hey this is a brand", and that really begins to reinforce local shoppers, expand that regional market that they see as being pretty strong here and then begin to attract those visitors in. He pointed out that any one of these ads could also be a kind of co-op ad campaign where local businesses partnering with the community using that logo. Ideally they want any business that was marketing themselves to the greater world to be marketing Eden. So there was a chance to use that and they could set the rules and perimeters on how that was done.

After Mr. Muldrow's presentation, Ms. Weston-Chien asked if there were any thoughts or questions.

As no one had any questions, Mayor Price commented that they certainly appreciated the wonderful presentation.

While the presentation was being removed, Mayor Price recognized Boy Scout Jake Smith, of Troop 567 who was sitting in the audience.

(c) Taxicab *(continued from April 19, 2005 meeting)*

Mayor Price stated that Mr. Mitchell was present and would like to make comments.

Mr. Mike Mitchell explained that he had been present at the last meeting but did not sign up to speak. He explained that before he made any move on this, he [obtained] the city's ordinance [on taxicab franchise and permits] and having all the [requirements] he was shocked that it did not pass last month. He stated that he was really there just to answer questions.

Mayor Price replied that he thought some additional information had gone out to the Council. He asked the Council if the information was satisfactory. He stated that he thought that it had been resolved.

Council Member Turner asked if he had a change of address because she was not able to contact him to which Mr. Mitchell had replied that he had and the city's staff had the current address at 1318 South Avenue. He then gave them his telephone number as well.

(1) Consideration of an Application for Certificate of Public Convenience and Necessity.

A motion was made by Council Member Gover seconded by Council Member Myott to approve the application. All Council Members present voted in favor of this motion. This motion carried.

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(2) Consideration of Taxicab Driver Permit.

A motion was made by Council Member Gover seconded by Council Member Myott to approve the permit. All Council Members present voted in favor of this motion. This motion carried.

NEW BUSINESS:

(a) Consideration of a Final Development Plan for the Fairways, Phase 4, Section 2 “Fairway Villas”.

Kenan C. Wright has presented a final development plan for Phase 4, Section 2 of The Fairways for the “Fairway Villas”. The Planning and Inspections Department recommended approval of the plans subject to conditions. The Planning Board considered the final development plan at their regular meeting on April 26. After consideration the board recommended that the request be approved subject to conditions.

Mrs. Stultz explained that as they were aware, as part of their normal PUD process this final development plan was for a subsequent phase in The Fairways. She asked that they consider granting this permit with the conditions of approval as recommended by the Planning Board and the city staff. Those conditions were as follows: that prior to the issuance of a building permit the following conditions be met. The homeowner’s association document shall be recorded in the Rockingham County Register of Deeds office. The developer shall provide all sanitary sewer easements, drainage easements and grant any rights of ways necessary for each phase of the development. All such improvements shall be installed as per the final development plan and shall meet all city requirements and specifications. The PUD shall comply with all City of Eden Land Use Regulations including all provisions of the PUD R district and the signs and locations of all signs must be noted.

A motion was made by Council Member Epps seconded by Council Member Turner to approve the request.

Council Member Vestal asked Mrs. Stultz to explain the sewer line and where it was in writing as to not being in the right of way.

Mrs. Stultz replied that had been approved.

Council Member Vestal wanted her to explain that it was not the city’s duty to repair for example the driveways.

Mrs. Stultz explained that if there was a line under a driveway, the way the documents were done, if the driveway had to be torn up, it was done at the owner’s expense.

Action of the motion was as follows: All Council Members present voted in favor of this motion. This motion carried.

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(b) Consideration of sale of old post office building on Monroe Street.

The city has received a bid on the old post office building located at 634 Monroe Street in the amount of \$5,000 from the Eden Preservation Society.

Mrs. Stultz explained that Jonathan Wise and his firm have offered to purchase the old Central Hotel and in conjunction with that they have offered to purchase the old post office property from the City of Eden. Mr. Wise made an offer to the Preservation Society and the Society has made an offer to the city in the amount of \$5,000. The closing is set for the hotel and the post office next Thursday. The way that would work, a member of the city's staff would be at the closing and as soon as the deal goes through for the hotel, then the post office documents would be presented in order to preserve the post office property in case something did happen with the hotel purchase.

A motion was made by Council Member Epps seconded by Council Member Turner to approve the sale. All Council Members present voted in favor of this motion. This motion carried.

Council Member Epps commended the Planning Department for all their efforts to sell the old hotel. Mayor Price added that he would like to commend a lot of the people in the community for their efforts as well.

c. Consideration of a traffic study request in reference to changing the traffic flow on Orchard Drive.

On March 15, 2005 Sgt. Sam Shelton received a traffic study request from Council Member Jerry Epps in reference to changing the traffic flow on Orchard Drive. The location in question is currently one-way only. It is reached by turning off of Grove Street and exits onto Morgan Road.

Sgt. Shelton spoke with Solid Waste Superintendent Jerome Adams about how changing the direction of travel on Orchard Drive would affect traffic pickup for residents there. He advised that a change would cause difficulty as residents would have to place their trash cans across the street and in many places there is no where to safely place a trash can across the street.

Sgt. Shelton spoke with Faye Carter and the Friend's Club, a Senior Citizen group that meets at the Spray Nutrition Center. They were concerned about a retaining wall that sits to the left of the exit from Orchard Drive onto Morgan Road. There was also concern about people traveling the wrong way on Orchard Drive.

Sgt. Shelton met with Street Superintendent Billy Shipwash at Orchard Drive and they agreed that adding more one-way signs would aid the motoring public in traveling the right direction on Orchard.

Sgt. Shelton spoke with Tammy Amos of the Engineering Department who had looked at the retaining wall and did not believe that it was a significant vision obstruction for traffic. She thought it was best to leave the traffic flow on Orchard as it was.

Orchard Drive was not wide enough to allow two-way traffic. Reversing the flow of one-way traffic would have most traffic leaving Orchard and exiting onto Morgan Road from Grove Street. There was also a retaining wall at Grove Street and Morgan Road and exiting here did not improve any perceived vision obstruction. A survey of reported traffic accidents from the last four years show that there have been no accidents reported at the intersection of Orchard and Morgan.

The Police Department's recommendation would be to leave the flow of traffic on Orchard Drive as it is and to increase enforcement of existing traffic regulations.

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Council Member Epps commented that the officer had called him about this and he agreed with the recommendation.

A motion was made by Council Member Epps seconded by Council Member Myott to accept the recommendation. All Council Members present voted in favor of this motion. This motion carried.

CONSENT AGENDA:

(a) Approval and adoption of minutes: March 22, April 19, 2005.

(b) Approval to hold a public hearing for the FY 2005-2006 budget at the June 21, 2005 regular meeting of the Eden City Council.

(c) Approval to hold a public hearing and to consider an ordinance for a zoning map amendment to rezone property at 152 Cricket Road in the city's extraterritorial zoning jurisdiction from Residential-20 to Residential-4. ZONING CASE Z-05-05.

The city has received a request from Samuel D. and Linda C. Hopkins to amend the zoning map. The request was to rezone approximately .71 acres of land at 152 Cricket Road in the city's extraterritorial zoning jurisdiction from Residential-20 to Residential-4. The Planning & Inspections Department recommended approval of the request. The Planning Board will consider this request at their May 24 meeting.

(d) Approval and adoption of Resolution In Support of Senate Bill 352 and House of Representative Bill 474 for Mill Rehabilitation Tax Credit.

RESOLUTION IN SUPPORT OF SENATE BILL 352 AND HOUSE
OF REPRESENTATIVE BILL 474 FOR MILL REHABILITATION TAX CREDIT

WHEREAS, The City of Eden has experienced significant job losses due to the decline of the textile industry during the last two decades; and

WHEREAS, the losses of manufacturing jobs has resulted in the vacancy of numerous buildings, many of which are historic; and

WHEREAS, vacant structures are subject to vandalism and deterioration over time, detracting from the integrity and beauty of a community; and

WHEREAS, renovated for new adaptive uses or for new industrial or business uses, a large old factory mill can have significant environmental, economic development, cultural, tourism, tax base, and affordable housing benefits for a community; and

WHEREAS, the Historic Rehabilitation Tax Credits created by the North Carolina General Assembly in 1997 have proven to be successful in the revitalization of numerous industrial buildings that have been vacated in recent years, especially those in smaller communities, such as Eden, and counties that have been hardest hit by the loss of manufacturing jobs; and

WHEREAS, the rehabilitation of historic buildings has been proven to be a successful economic development strategy for creating jobs and stimulating new investment; and

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WHEREAS, the Commonwealth of Virginia and the State of South Carolina have each adopted generous incentives for rehabilitation of similar buildings resulting in an infusion of new investment in their communities.

NOW THEREFORE, IT BE RESOLVED BY THE CITY COUNCIL OF THE CITY OF EDEN, NORTH CAROLINA, that the City Council supports Senate Bill 352 and House Bill 474 and requests the General Assembly of the great state of North Carolina to pass and continue to encourage said acts which provide a tax credit for the revitalization of historic mill buildings.

Adopted this the 17th day of May, 2005 at Eden, North Carolina

s/Philip K. Price

Philip K. Price
Mayor

s/Kim J. Scott

Kim J. Scott
City Clerk

(e) Approval of a request to award the Contract on Monroe Street and Washington Street Storm Sewer Improvements Re-bid for May 16th.

A bid opening for this project was scheduled for 2:00 on Thursday May 5, 2005. Due to lack of bids received, a second bid opening has been set up for Monday, May 16, 2005 at 2:00. Monies for this project were included in the FY04-05 budget with a total of \$143,700 budgeted.

(f) Approval of a request to award the Contract on Erosion Control Corrections – Sewer Parallel to NC 14 Improvements. *Withdrawn.*

(g) Approval and adoption of color removal polymer bid results and recommendation – (SNF/Polydyne, Inc.)

Three pre-qualified vendors submitted formal bids for supplying the city's color removal polymer needs. CIBA, Specialty Chemicals \$0.48/pound; Stockhausen, Inc., \$0.55/pound; and SNF/Polydyne, Inc., \$0.479/pound. It was recommended that the city accept the SNF/Polydyne, Inc., low bid of \$0.479 per pound.

(h) Approval to purchase five (5) new Ford, Crown Victoria's and necessary equipment using Drug Forfeiture Funds.

The Police Department is in desperate need of eleven new police cars. A request for those cars has been included in the Department's 2005-06 budget requests. The Police Department has sufficient funds in their Asset Forfeiture (drug money) account to buy five of those cars prior to June 30th.

The Chief of Police requested permission to spend \$121,812.52 of Asset Forfeiture funds for the purchase of five police package Crown Victoria police cars. This request was taken to the Public Safety Committee in April and was unanimously approved.

(i) Report on Pilot Greenway Program.

Mayor Price asked that item 9(i) be pulled for discussion.

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A motion was made by Council Member Myott seconded by Council Member Turner to approve the Consent Agenda, items a,b,c,d,e,g and h. All Council Members present voted in favor of this motion. This motion carried.

Discussion: Report on Pilot Greenway Program.

Mayor Price asked Mrs. Stultz for comments. He explained that this program was along the river going along 770 at the traffic circle bridge.

Mrs. Stultz explained that last year during the budget planning process they began discussing greenways and as the year has progressed they have realized that greenways and trails were more and more vital to the long term health of their community. At that time the City Council appropriated funds to be spent for the first leg of a pilot greenway and they approved an application for a grant to do a greenway and trails system plan. They did not receive the grant for the overall plan and the biggest reason they were given was because they did not have a comprehensive plan and so they were beginning to work on that.

This particular program was like any other, there were things that would have to be done in the beginning before the construction could begin. As they could see, their attorney has completed the title work and they have sent letters out to all of the property owners to let them know that surveying would be done. They also decided that they needed to buy an ATV and there was a need to find somewhere to store it. There were approximately 52 signs to be erected on the course of this greenway and they hoped to have the design complete by June 30th.

The mowing of the various legs of this easement would be done through landscape maintenance and as needed after the pilot area was constructed. Once the surveying was done easements would be prepared by the City Attorney and executed by landowners and that time frame would depend upon easement execution. Obviously no construction could begin on the greenway until the easements were procured. They hoped to acquire those so that portions of the more than five miles proposed could be developed in stages.

She noted that members of the Dan River Basin Association have offered to install signs and other work for the proposed greenway on a volunteer basis. The pilot program was part of a larger program that could prove to be vital to their community. This particular trail would be available to the very fit and those able to negotiate fairly rough terrain along the Smith River.

Council Member Turner questioned what else they would need for the comprehensive plan.

Mrs. Stultz replied that plan had not really been done in their community since the mid 70's. That would be a visioning process hopefully at the beginning and then an overall consideration of their plans for their whole community. The Water & Sewer Master Plan would be a huge component of it and that had been done. The North Carolina Department of Transportation would take them to a thoroughfare planning process and that was also a part. They would have lifestyle components and every facet of city function as well as land use planning and all of those things would be a part of it.

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Mayor Price asked when they would realistically be walking on this trail.

Mrs. Stultz replied that at this point they were under the impression that all the property owners were agreeable to signing documents. She added that there could be bumps in that road. They would hope to begin during the summer time, but it would depend upon the surveying.

Mayor Price asked if they would see fall along the river to which she replied that she would hope so.

VOUCHERS:

There was no discussion about vouchers.

CLOSED SESSION:

Closed Session in accordance with G.S. 143-318.11(a)(6) for discussion of personnel.

Withdrawn

ADJOURNMENT:

A motion was made by Council Member Gover seconded by Council Member Myott to adjourn. All Council Members voted in favor of this motion. This motion carried.

Respectfully submitted,

Kim J. Scott
City Clerk

ATTEST:

Philip K. Price
Mayor