

**EDEN CITY COUNCIL
REGULAR MEETING AGENDA
August 16, 2022 at 6 p.m.
Council Chambers**

1. Meeting called to order by: Neville Hall, Mayor
2. Invocation: Pastor Merinda Easley, Shaw Christian Church
3. Pledge of Allegiance: Led by James Slaughter, Deputy Fire Chief
4. Presentations
5. Roll Call
6. Set Meeting Agenda
7. Public Hearings:
 - a. Consideration of an amendment to the 2020 CDBG-CV program.
Kelly Stultz, Planning & Community Development Director
 - b. (1) Consideration of a zoning text amendment request and adoption of an ordinance to amend Articles 10.01, 12.02, 13.03 and 13.07 of the Unified Development Ordinance to remove criminal penalties per changes to the N.C. General Statutes, Z-22-05. **Kelly Stultz, Planning & Community Development Director**

(2) Consideration to adopt a resolution of a statement of consistency for Z-22-05.
Kelly Stultz, Planning & Community Development Director
8. Requests and Petitions of Citizens
9. Unfinished Business:
 - a. Consideration to authorize a commercial recruitment engagement with The Retail Coach.
Kelly Stultz, Planning & Community Development Director
10. New Business:
 - a. Consideration of a request to make market adjustments to compensation and leave, and to institute a workforce training program. **Tammie McMichael, Finance & Human Resources Director;**
Clint Simpson, Assistant City Manager
 - b. Consideration to accept a pocket park near 835 Bridge Street. **Terry Vernon, Parks & Recreation Director**
11. Reports from Staff:
 - a. City Manager's Report. **Jon Mendenhall, City Manager**
 - b. Report on advisory committee proceedings:
 - (1) Strategic Planning Commission. **Staff Advisor Cindy Adams**
 - (2) Planning Organization Boards. **Staff Advisor Kelly Stultz**
 - (3) Parks Commission. **Staff Advisor Terry Vernon**
12. Consent Agenda:
 - a. Approval and adoption of the July 19 regular meeting minutes. **Deanna Hunt, City Clerk**

- b. Approval of a proposed water main extension by Dan River Water, Inc. to serve Guerrant Springs Road (Phase 2). **Bev O'Dell, Design & Construction Manager**
- c. Approval and adoption of a resolution requesting the addition of the Highland Drive bridge into the State Highway System. **Jon Mendenhall, City Manager**
- d. Approval of legal action against the property owner at 1002 Lawson Street for violation of the Unified Development Ordinance. **Kelly Stultz, Planning & Community Development Director**

13. Announcements

- a. Report on external committees by Council liaisons
- b. General comments

14. Adjournment



Planning and Inspections Department

P. O. Box 70, 308 E Stadium Drive, Eden NC 27289-0070/Telephone 336-623-2110/Fax 336-623-4057

MEMO

To: Honorable Mayor and City Council
Thru: Jon Mendenhall, City Manager
From: Kelly K. Stultz, AICP, Director
Subject: COVID Grant Budget Amendment
Date: August 2, 2022

The City of Eden was granted \$950,000 for a grant to assist citizens impacted by COVID with rents, mortgage payments and utility payments. The City of Eden like many other jurisdictions was able to expend only a small amount of these funds for their original intended use.

We have spoken with our representatives from the Department of Commerce that manages these grants about the possibility of allocating the remaining funds to another allowable project.

We have asked to use the remaining funds on the Draper School project. Please approve the budget amendment request. If you have any questions, please let me know.



Planning and Community Development Department

P. O. Box 70, 308 E Stadium Drive, Eden NC 27289-0070/Telephone 336-623-2110/Fax 336-623-4057

MEMO

TO: Honorable Mayor and City Council
THRU: Jon Mendenhall, City Manager
FROM: Kelly K. Stultz, AICP, Director
SUBJECT: **Zoning Case Z-22-05 – Text Amendment**
DATE: August 4, 2022

The Planning Board initiated a zoning text amendment to amend or repeal sections of the Unified Development that contain provisions for criminal penalties. These articles are 10.01, 12.02, 13.03 and 13.07. North Carolina General Statutes 160A-175 has been amended to disallow the use of criminal penalties for violations of regulations contained in the Unified Development Ordinance.

The Planning and Community Department recommends approval of the text amendment.

At their regular meeting on July 26, 2022, the Planning Board voted to recommend that the City Council approve this request and adopted a Resolution Adopting A Statement of Consistency Regarding the Proposed Amendment.

If you have questions, please contact this office.

PLANNING AND COMMUNITY DEVELOPMENT DEPARTMENT
ZONING TEXT AMENDMENT REPORT
July 18, 2022

CASE NUMBER: Z-22-05

REQUESTED ACTION: To amend the UDO to amend or repeal the sections pertaining to criminal penalties per changes in the NC General Statutes.

APPLICANT: Planning Board

EXISTING TEXT

Currently the following sections of the UDO allow for criminal penalties for code enforcement actions. G.S.160A-175 has been amended to disallow the use of criminal penalties as follows:

(b1) No ordinance of the following types may impose a criminal penalty:
Any ordinance adopted under Article 19 of this Chapter, Planning and Regulation of Development, or its successor, Chapter 160D of the General Statutes, except for those ordinances related to unsafe buildings.

Article 10.01 WATERSHED PROTECTION
C. CRIMINAL PENALTIES

Article 12.02 WEEDS, WILD GROWTH, RUBBISH
D. CITY MAY PROCEED WITH CRIMINAL ACTION

Article 13.03 PERSONS LIABLE

Pursuant to G.S. § 160A-175, any person who erects, constructs, reconstructs, alters, repairs, converts, or maintains any building, structure, sign or sign structure or develops, grades or otherwise alters property in violation of this Ordinance, and any person who uses any building, structure, sign or sign structure or land in violation of this Ordinance shall be subject to civil and/or criminal penalties. For the purposes of this Article, responsible persons(s) shall include but not be limited to:

Article 13.07 SPECIFIC TYPES OF VIOLATIONS
B. FLOOD DAMAGE PREVENTION

1. Violation of the City of Eden flood damage provisions in this Ordinance or failure to comply with any of the requirements, including violation of conditions and safeguards established in connection with grants of variance or special exceptions, shall constitute a misdemeanor. Any person who violates the flood damage provisions of this Ordinance or fails to comply with any of its requirements shall, upon conviction thereof, be fined not more than \$50.00 or imprisoned for not more than 30 days, or both. Each day such violation continues shall be considered a separate offense. Nothing herein contained shall prevent the City of Eden from taking such other lawful action as is necessary to prevent or remedy any violation.

F. STORMWATER MANAGEMENT

3. The remedies and penalties provided for violations of this Ordinance, whether civil or criminal, shall be cumulative and in addition to any other remedy provided by law, and may be exercised in any order.

PROPOSED TEXT

Repeal the following sections:

Article 10.01 WATERSHED PROTECTION

C. **CRIMINAL PENALTIES (REPEAL THIS SECTION)**

Article 12.02 WEEDS, WILD GROWTH, RUBBISH

D. **CITY MAY PROCEED WITH CRIMINAL ACTION (REPEAL THIS SECTION)**

Amend the following sections to read:

Article 13.03 PERSONS LIABLE

Pursuant to G.S. § 160A-175, any person who erects, constructs, reconstructs, alters, repairs, converts, or maintains any building, structure, sign or sign structure or develops, grades or otherwise alters property in violation of this Ordinance, and any person who uses any building, structure, sign or sign structure or land in violation of this Ordinance shall be subject to civil ~~and/or criminal~~ penalties. For the purposes of this Article, responsible persons(s) shall include but not be limited to:

Article 13.07 SPECIFIC TYPES OF VIOLATIONS

B. FLOOD DAMAGE PREVENTION.

1. Violation of the City of Eden flood damage provisions in this Ordinance or failure to comply with any of the requirements, including violation of conditions and safeguards established in connection with grants of variance or special exceptions, shall constitute a ~~(misdemeanor)~~ violation. Any person who violates the flood damage provisions of this Ordinance or fails to comply with any of its requirements shall, ~~upon conviction thereof,~~ be fined not more than \$50.00 ~~or imprisoned for not more than 30 days, or both.~~ Each day such violation continues shall be considered a separate offense. Nothing herein contained shall prevent the City of Eden from taking such other lawful action as is necessary to prevent or remedy any violation.

F. STORMWATER MANAGEMENT

3. The remedies and penalties provided for violations of this Ordinance, ~~whether civil or criminal,~~ shall be cumulative and in addition to any other remedy provided by law, and may be exercised in any order.

GENERAL INFORMATION

This request was submitted by the Planning Board.

STAFF ANALYSIS

This request is to amend or repeal sections of the UDO pertaining to criminal penalties for Watershed Protection, Weeds, Wild Growth, Rubbish and Stormwater Management violations.

The N.C. General Statutes were recently amended to disallow provisions for criminal penalties for these types of violations. As per requirements of the N.C. General Statutes, the recommendation is to repeal and amend the sections of the UDO pertaining to these actions.

STAFF RECOMMENDATION:

Approval of the text amendment.

AN ORDINANCE AMENDING THE
UNIFIED DEVELOPMENT ORDINANCE
OF THE CITY OF EDEN

BE IT ORDAINED BY THE CITY COUNCIL of the City of Eden, North Carolina, that, after having fully complied with all legal requirements, including publication of notice of a public hearing and the holding of a public hearing relative thereto, Articles 10.01, 12.02, 13.03 and 13.07 of the Unified Development Ordinance are hereby amended as follows:

1. Article 10.01 Watershed Protection, paragraph C Criminal Penalties is repealed.
2. The remaining paragraphs in Article 10, D – M shall be amended to C – L.
3. Article 12.02 Weeds, Wild Growth, Rubbish, paragraph D is repealed.
4. Article 12.02, paragraph E shall be amended to D.
5. Article 13.03 Persons Liable, the first paragraph shall be amended to remove the words “and/or criminal.”
6. Article 13.07 Specific Types of Violations, paragraph B Flood Damage Prevention, (1) shall read as follows:
 1. Violation of the City of Eden flood damage provisions in this Ordinance or failure to comply with any of the requirements, including violation of conditions and safeguards established in connection with grants of variance or special exceptions, shall constitute a violation Any person who violates the flood damage provisions of this Ordinance or fails to comply with any of its requirements shall be fined not more than \$50.00. Each day such violation continues shall be considered a separate offense. Nothing herein contained shall prevent the City of Eden from taking such other lawful action as is necessary to prevent or remedy any violation.
7. Article 13.07 Specific Types of Violations, paragraph F Stormwater Management, the first paragraph in (3) shall be amended to remove the words “whether civil or criminal.”

APPROVED, ADOPTED AND EFFECTIVE, this 16st day of August, 2022

CITY OF EDEN

BY: _____
Neville A. Hall, Mayor

ATTEST:

Deanna Hunt, City Clerk

A RESOLUTION ADOPTING A
STATEMENT OF CONSISTENCY REGARDING
A PROPOSED AMENDMENT TO THE
CITY OF EDEN UNIFIED DEVELOPMENT ORDINANCE
CASE NUMBER Z-22-05
TEXT AMENDMENT

WHEREAS, pursuant to North Carolina General Statutes Chapter 160D-605, prior to adoption or rejection of any zoning amendment, the Eden City Council is required to adopt a statement as to whether the amendment is consistent with the Land Development Plan and why the City Council considers the action taken to be reasonable and in the public interest;

WHEREAS, on May 17, 2022, the Eden City Council adopted the Comprehensive Plan. Plans such as the City of Eden Comprehensive Plan are not designed to be static but are meant to reflect the City of Eden's needs, plans for future development and to remain in compliance with North Carolina State Law and the City of Eden's ordinances;

WHEREAS, the City of Eden Planning Board initiated a request to amend the UDO to repeal sections pertaining to criminal penalties for certain violations, as per changes in the N.C. General Statutes.

WHEREAS, On July 26, 2022, the City of Eden Planning Board voted to recommend to the Eden City Council that the text amendment be approved.

STATEMENT OF NEED:

Articles 10.01, 12.02, 13.03 and 13.07 contain provisions for criminal penalties for violation of the Ordinance. This request is necessary in order for the City of Eden Unified Development Ordinance to stay in compliance with the North Carolina General Statutes.

STATEMENT OF CONSISTENCY:

The goals of the 2022 City of Eden Comprehensive Plan are to make smart growth decisions by carefully managing growth to:

- A. Strategically locate new land development in the most appropriate places.
- B. Maintain and enhance Eden's community character and heritage.
- C. Use infrastructure investments as effectively as possible.
- D. Attract new jobs and a more diverse tax base.
- E. Protect natural, cultural and historic resources and open space as we grow.

WHEREAS, The Eden City Council has considered the written recommendation of the City of Eden Planning Board and has held a public hearing on the proposed amendment, and the Council desires to adopt a statement describing why the adoption of the proposed amendment is consistent with the City of Eden Comprehensive Plan and why the City Council considers the proposed amendment to be reasonable and in the public interest;

NOW THEREFORE, BE IT RESOLVED BY THE EDEN CITY COUNCIL THAT:

1. The Eden City Council finds that the proposed amendment to the City of Eden Unified Development Ordinance is consistent with the goals and recommendations of the 2022 City of Eden Comprehensive Plan.
2. At no time are land use regulations or plans of the City of Eden or any jurisdiction in the State of North Carolina permitted to be in violation of the North Carolina General Statutes.
3. Therefore, based upon the foregoing information, the amendment to the Unified Development Ordinance is reasonable and in the public's, best interest.

Approved and adopted and effective this 16th day of August, 2022.

CITY OF EDEN

BY: _____
Neville A. Hall, Mayor

ATTEST:

Deanna Hunt, City Clerk



Planning and Community Development Department

P. O. Box 70, 308 E Stadium Drive, Eden NC 27289-0070/Telephone 336-623-2110/Fax 336-623-4057

MEMO

To: Honorable Mayor and City Council
Thru: Jon Mendenhall, City Manager
From: Kelly Stultz, Director
Subject: **Retail Recruitment and Development Services**
Date: July 7, 2022

At the July City Council Meeting, a representative from The Retail Coach will make a presentation about the services they provide. This will provide the Council with the opportunity to ask questions as you consider their company.

The cost of their program is \$40,000 for the first year and \$30,000 per year for future years if the service is renewed. Each year there is the possibility of up to \$3,000 in expenses.

The Retail Coach seems to be the best fit for our current needs with available staff. If a contract with them is approved by the City Council, staff recommends that the program be evaluated in a year to determine effectiveness.



Retail Recruitment & Development Services

Statement of **Qualifications**

 **TheRetailCoach**®

800.851.0962 | THERETAILCOACH.NET | AUSTIN, TEXAS · TUPELO, MISSISSIPPI

About The Retail Coach



We are **the nation's premier retail recruitment, market analysis, and development firm**. Our experience combines strategy, technology, and creative marketing to execute high-impact retail and restaurant recruitment strategies for local governments, chambers of commerce and economic development agencies.

We have served **more than 650 communities in 38 states** across the country over the last 20+ years.



PROVEN RESULTS

5+ Million

Square feet of new retail space recruited to client communities

\$600 Million

Additional sales tax dollars generated in client communities

90% Repeat

Percent of clients that choose us for repeat assignments

Retail Recruitment Success



Snapshot of **Recent Grand Openings** in
The Retail Coach Client Communities.



and many more.....

Retail Recruitment Success



5+ Million Square Feet of New Retail recruited to client communities in the last 5 years.

The Retail Coach has helped attract these retailers and restaurants - plus **hundreds** more - to our client communities.



Office Locations



The Retail Coach has been headquartered in **Tupelo, Mississippi** since being founded in 2000. Our corporate offices are located in the Historic Fair Park District in Downtown Tupelo.

To best serve our client communities across the country, we have additional regional offices in **Austin** and **Dallas, Texas**. These strategic locations provide our team with closer proximity to major site selection and brokerage offices, while allowing key access to major transportation hubs.



Project Approach

Retail360® Process



Moving beyond data to bring new retailers and restaurants to your community.



Retail recruitment is a process, not an event. Through our proprietary **Retail360® Process**, we offer a dynamic system of products and services that enable communities to expand their retail base and generate additional sales tax revenue.

The Retail360® Process identifies the strengths and weaknesses of your community to attract retail and highlights your community's advantage over competing cities. Through our multi-phase approach to recruiting new retailers, we're able to help communities build a long-term retail economic development plan.

Market-Based Solutions

We understand that every community has its own unique set of development needs. Therefore, we work with our clients to determine those needs and to offer custom, tailored solutions. Our strategies are data-driven and verified through our Retail360® Process.

On-the-Ground Analysis

Just as each client has their own set of needs, we know that each client has a unique position in the marketplace as it competes to recruit new retailers. We spend time in your community with leaders and stakeholders, which enables us to determine your market position and identify retailers that fit your community.

Action Plan for Retail Growth

We analyze, recommend, and execute aggressive strategies for pursuing the ideal retailers, as well as coaching our clients through the recruitment and development process. This partnership typically produces the best results when, together, we derive short-term and long-term strategies based on market data and opportunities.



What Makes Us Different

Our Team is **Your Team**

We take a **partnership approach and become an extension of your team**. Our clients are invited to participate in the recruitment process, allowing you to learn and expand your network.

We are **Flexible & Agile**

We have intentionally kept our team size optimal in order to keep the ability to adapt and change. This helps us continue to **develop new programs and lead through innovation**.

Always **Fully Transparent**

We track recruitment activity and prospect feedback in your **custom retail recruitment dashboard** and host monthly calls with your team to keep you updated on progress.

We **Avoid Conflicts** of Interest

We are not brokers, and **we do not have to answer to in-house agents looking for a commission**. Our interests are always in line with your vision and what's best for your community.

Experienced & **Connected**

We **pioneered the retail recruitment industry more than 20 years ago** and leverage more than two decades of experience and relationships to help drive retail growth in your community.

We use **Consistent** Project Teams

We do not have a sales team that hands you off to a face once the project begins. You will **keep the same point of contact from start to finish** to ensure a consistent, open line of communication.



Your
Project Team

Your Project Team

Leadership Structure



Day-to-Day Project Management



Charles Parker
Project Director

Charles oversees The Retail Coach projects in the Southeast, in addition to the SmallBiz360 Program. He is located in our Dallas office and will be the primary contact for your project.

Leadership & Project Strategy



Kelly Cofer, CCIM
Founder & CEO



Aaron Farmer
President

With more than 50 combined years of retail development experience, Kelly and Aaron play an integral role in every project for The Retail Coach, including in-depth market analyses, recruitment strategies, and development plans for our clients.

Retailer Recruitment



Cary Everitt
Recruitment Specialist



Caroline Hearnberger
Recruitment Specialist

Cary and Caroline manage our relationships with national and regional retailers, brokers, site selectors, and developers. They execute our recruitment process, including the site submission process and retailer feedback.

Data & Market Research



Matthew Lautensack
Director of Research



Aiden Berry
Research Analyst

Matthew and Aiden use cutting-edge, GPS-based market data to pinpoint true opportunity in retail markets. They provide the latest retail trade area data and prepare our clients' market reports.

Administrative Support



Nancy Dees
Director of Finance



Rylee Lefevre
Marketing Manager

Nancy and Rylee support all projects by managing client invoicing and contract needs, as well as marketing, promotional, and graphic design support.

Key Staff Biographies



Charles Parker
Project Director

Charles brings more than seven years of experience in the fields of economic research and entrepreneurship to The Retail Coach. As Project Director, Charles oversees the retail recruitment process and leads his team to promote economic development in client communities. In this role, he works closely with local officials as well as retail site selectors, brokers, and developers. His work has led to the location of numerous regional and national brands to client communities, including Hobby Lobby, Marshall's, Five Below, Planet Fitness, Eggs Up Grill, Popeye's, Sonic, and Publix.

Prior to joining The Retail Coach, Charles served as Research Coordinator at Mississippi State University where he developed and executed research exploring economic impacts of tourism and outdoor recreation on municipalities. His work with local economies provides Charles with a unique understanding of the challenges communities face when trying to grow.

The McKinney, Texas native earned his Master of Business Administration and Master of Science degrees from Mississippi State University. Charles is an active member of the International Council of Shopping Centers and Main Street America, and is a frequent speaker at conferences, municipal leagues, and economic organizations.



Kelly Cofer, CCIM
Founder & CEO

C. Kelly Cofer leads The Retail Coach with more than 30 years of experience in all aspects of retail real estate and economic development. Kelly's professional background encompasses market research and site selection, advisory and leasing services, and property brokerage and development for leading national and regional retailers and restaurants in more than 150 cities throughout the United States. He has earned the prestigious Certified Commercial Investment Member (CCIM) designation from the Chicago-based Commercial Investment Real Estate Institute and attended the Economic Development Institute at the University of Oklahoma. Kelly holds a Bachelor of Science degree from Texas A&M University in College Station.



Aaron Farmer
President

With a degree in Marketing from The Mays Business School at Texas A&M University in College Station and an MBA from Texas A&M University – Commerce, Aaron brings to The Retail Coach knowledge of the most current research on retail and marketing trends. Prior to joining The Retail Coach, Aaron was employed in marketing research and retail development where he worked on projects for some of America's leading retailers and restaurants including FedEx, Kinkos, Sally Beauty Supply, Adidas, Concentra and the National American Association of Subway Franchises (NAASF). His expertise touches each step of a project from the initial trade area determination to the actual recruitment of retailers. Aaron is a sought after speaker for industry organizations throughout the country.

Key Staff Biographies



Caroline Hearnberger
Recruitment Specialist

With a Masters in Public Policy and Administration combined with almost 10 years in upper administration and project management, Caroline brings client oriented expertise to The Retail Coach. As the former experience as Director of International Services at Mississippi State University, she managed various international projects bringing a broader approach to The Retail Coach retail economic development recruitment methods.

Caroline loves learning about each new client and tailoring her recruitment and development strategies to fit those unique profiles. In the Recruitment Specialist role with The Retail Coach, Caroline is primarily responsible for spearheading the firm's retail recruitment nationwide. When not actively sourcing development opportunities for our clients, Caroline stays busy as a mom of two very active little girls with big personalities.



Cary Everitt
Recruitment Specialist

Cary joined The Retail Coach as an addition to the retail recruitment team. He comes from a background of almost 9 years in healthcare and retail management helping him gain exceptional relationship building skills and education in business development strategies. He is currently in the process of obtaining his Texas real estate license in order to expand his knowledge in the field, allowing him to offer the best guidance and assistance to all current and future clients alike. The main focus for Cary at The Retail Coach is to identify and recruit interested restaurants and retailers to client communities contributing to market growth and expansion.



Matthew Lautensack
Director of Research

New York native, Matthew Lautensack, brings a specialization in critical theory and technology integration to The Retail Coach team. A philosopher and self-taught programmer, Matthew is efficient in user experience, digital platform design, e-commerce, automation, digital advertising, GIS, and is a tremendous asset to our staff. During his tenure at The Retail Coach, he has brought efficiency to the operational processes, through automation, streamlining, and systematizing internal workflows. He was also the principal developer on a number of new products and services we are offering today. Prior to joining The Retail Coach, Matthew was the Director of Information Technology at a natural soap company based out of upstate New York.



Your Project Team

Instructor & Speaker Experience

As the pioneer of proactive retail recruitment and development services,

The Retail Coach team is frequently sought after for speaking engagements and instructor roles for conferences, trainings, basic economic development courses, and other industry events.

Here are a few of the events and courses in which our team has recently presented:

IEDC: Basic Economic Development Course (TX, AR, CO)

Session Title: "Retail Recruitment in Economic Development"

National League of Cities: Small Cities Conference

Session Title: "Small Cities, Big Demand"

Southern Municipal Leagues: Annual Conference

Session Title: "Building the Right Retail Recruitment Strategy"

EDC of Colorado: Drive | Lead | Succeed Conference

Session Title: "Retail is Changing...Is Your Community Ready?"

Main Street America: Main Street Now! Conference

Session Title: "Business Attraction & Retention Strategies"

Stand Up Rural America: Annual Conference

Session Title: "The Reality of Rural Retail Recruitment"

Illinois Financial Forecast Forum: Annual Conference

Session Title: "Dynamic Trends in the Retail Environment"

International Council of Shopping Centers: RECON

Session Title: "Developers & Retailers: The New Power Couple"





The Retail Coach: **Approach**

Project Outline & Deliverables

Analyzing the Market



Understanding your true customer base is critical to quantifying the demand for new retail and restaurant development. The Retail Coach uses real data **collected from actual customers** in your community to analyze trade area boundaries, competitive markets, and leakage. This high confidence data allows our team to “tell your story” and show potential investors why they need to be in your market.

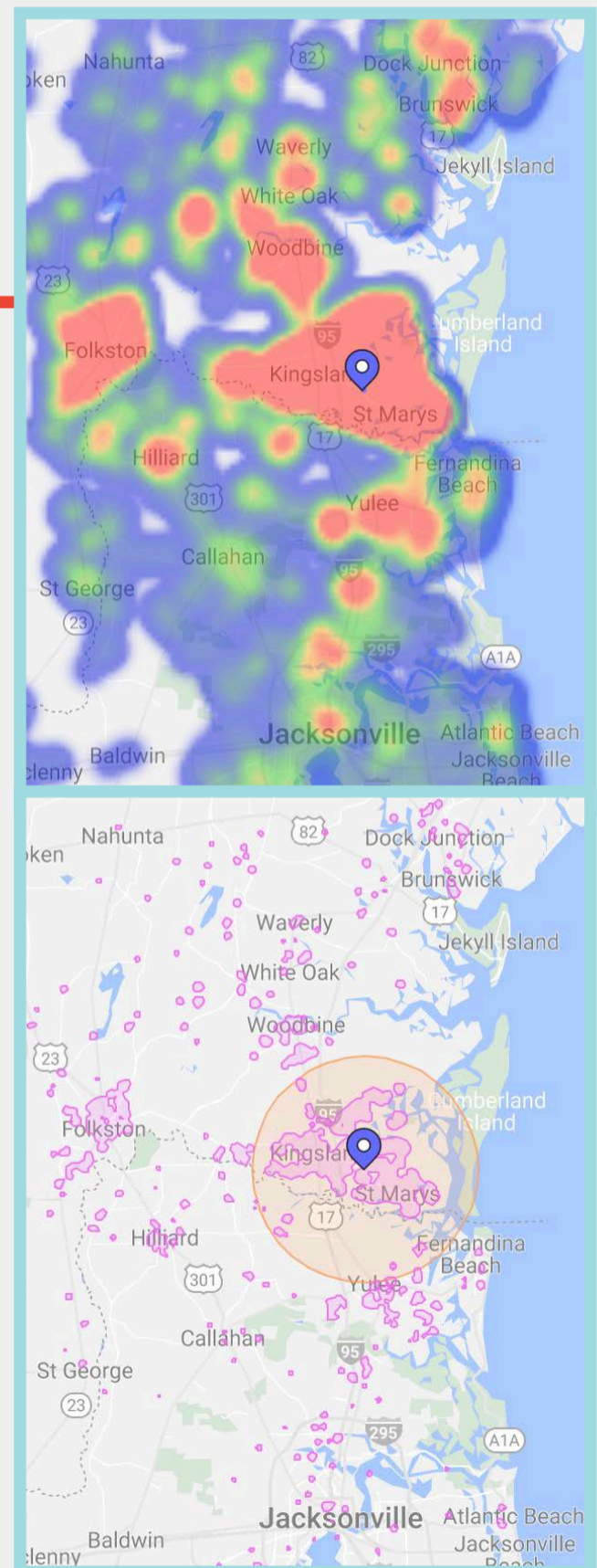
High Impact Mobile Location Data Analysis

Case Study: Mariner's Point Shopping Center

We explore the top 90% of Consumer Foot Traffic (collected via mobile location data) to analyze where consumers are regularly traveling from to shop in the Camden retail market.

These maps depict the home locations of consumers shopping at the Walmart-anchored Mariner's Point Shopping Center over the last 12 months. When overlaid with a 10-mile radius, consumer distribution illustrates the regional draw this shopping node has. Kingsland appears to be a primary shopping destination for many residents of Folkston, but also draws a significant number of customers from Yulee and Woodbine. **Using a simple radius demographic analysis would under-represent the market that this Walmart and adjacent retailers are serving.**

A strong retail recruitment strategy will illustrate to potential investors how the area serves a much wider customer base than just a radius or a drive time - and mobile location data is a great tool to utilize to help change existing (and likely antiquated) impressions of a retail market.



Determining Retail Opportunity

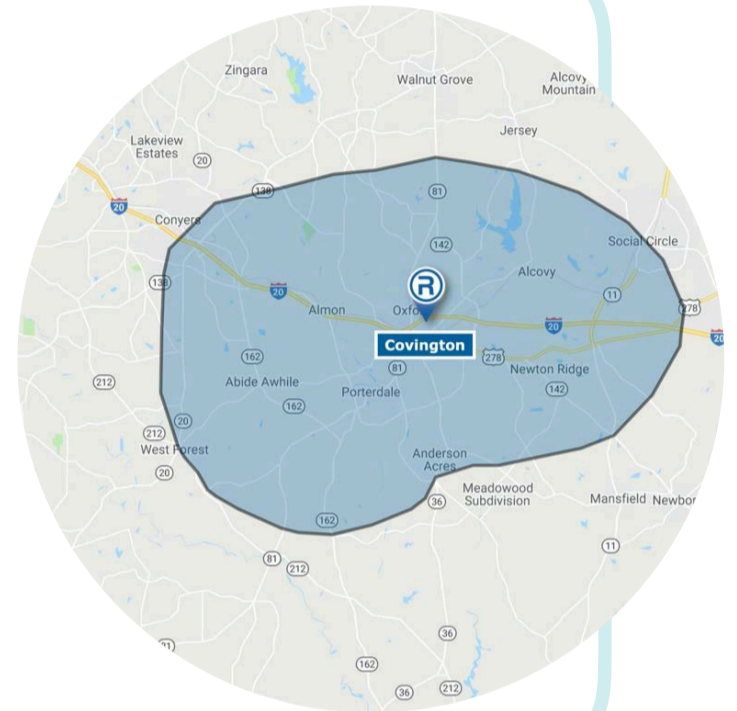


The Retail Coach will perform extensive market research and analysis to evaluate the local retail market. This “macro” to “micro” approach enables The Retail Coach to analyze competitive and economic forces that may impact the community's retail recruitment and development plan.

Custom Retail Trade Area Analysis:

The Retail Trade Area is the geographical area from which the community's retailers derive a majority of their business. It is the foundational piece of the retail plan and its accuracy is critical.

The Retail Coach will create custom-drawn retail trade areas for your community based on cell phone mobile location/GPS data from shoppers as well as on-the-ground analysis from The Retail Coach team.



Trade Area Determinations

Custom, drive-time, and radial retail trade areas will all be analyzed

Demographic Profile Analysis

Full Demographic profiles for all RTAs, County, and your community

Psychographic Profile Analysis

Full Tapestry profiles for all RTAs and your community

Competing Community Analysis

Overview of competing markets and competitive advantages

Peer Community Analysis

Overview of similar retail markets and potential for growth

Retail Leakage Analysis

Gap analysis of supply & demand, includes Pull Factor (Leakage Index)

Retail Demand Outlook

Expenditures by sector, with expected growth projections

Retail Expenditures Analysis

Breakdown of expenditures and spending potential, by sector

Consumer Spending Report

Patterns and Marginal Propensity to Spend for Consumers in the market

I-95 Traveler Impact Analysis

Explores impact of travelers from other areas on the local market

Identifying Development Opportunity



Retail site selection has evolved from an art to a science – brands are making decisions based on hard data and strict parameters based on past performance of existing locations. Those parameters and site criteria set up expectations for communities looking to recruit them, but can also serve as an indication of where communities need to invest their resources.

Retail Real Estate Analysis:

The Retail Coach will review the existing real estate market and execute a **Highest & Best Use Analysis** of the key retail corridors in your community. This will identify key sites in the area that are prime for development or redevelopment, and help the County begin to strategize where resources need to be allocated to best position the County for new retail and restaurant recruitment.

Retailers are interested not only in the market data on your community, but also in evaluating all available property vacancies and sites that fit their location preferences. The Retail Coach will identify priority retail vacancies and development/redevelopment sites to market.

The Retail Coach will create a **Retail Site Profile** for each identified vacancy and site with current site-specific information, including:

- Location
- Aerial photographs
- Site plan
- Demographic profile
- Property size and dimensions
- Traffic count
- Appropriate contact information

In-line & Pad Sites in New Walmart Development 2873 Service Road | Ceres, CA 95351

Property Features

- Direct access from Highway 99 with more than 104,000 vehicles per day
- Adjacent to regional Ceres Gateway development (in development)
- High visibility and accessibility from Highway 99, Mitchell Rd, and Service Rd

Site Demographics

Retail Pads & Shop Spaces Available Highway 99 & Mitchell Road | Ceres, CA

Property Features

- Proposed Super Walmart across street - Bidg permits issued Feb. 2019
- Mitchell Road interchange access with new interchange planned at Service Road
- 1,100 linear feet of Highway 99 frontage
- 85' freeway pylon sign planned
- New signalized entry into project on Mitchell Road
- High traffic counts on Hwy 99 with great positioning between south Modesto and Turlock

Demographics				
	Trade Area	3 mile	5 mile	10 mile
Est. Population	290,049	57,541	129,512	416,058
Avg. HH Income	\$76,143	\$73,590	\$71,472	\$79,573

TheRetailCoach. PO Box 7272 | Topsho, MS 38802
800.851.0062 | theretailcoach.com

Identifying Retailers for Recruitment



The Retail Coach is the first national retail recruitment firm to introduce retailer and developer recruitment specifically for communities. More than 20 years and over 650 projects later, the recruitment of retailers remains our primary focus and the primary metric of success – and starting with a strong prospect list sets a strong foundation for attracting new retail.

Target Retailer & Restaurant Match List:

The Retail Coach will target national and regional retail brands that are a good “fit” for the community. This means that we take into account several factors...

- What type of consumers are in the market, bases on the Retail Trade Area population, demographics, and psychographics.
- Which sectors are not currently meeting demand and therefore have a high leakage index, or have projected demands that will require new business additions to meet.
- Current and future corporate strategies for brand expansion and new locations in the region, specific to Georgia & Florida.
- Available real estate locations and vacancies that are attractive, and attainable for specific uses/concepts.
- Peer Community Analysis results that indicate the your market would support a specific brand or concept.

five BELOW



Marshalls



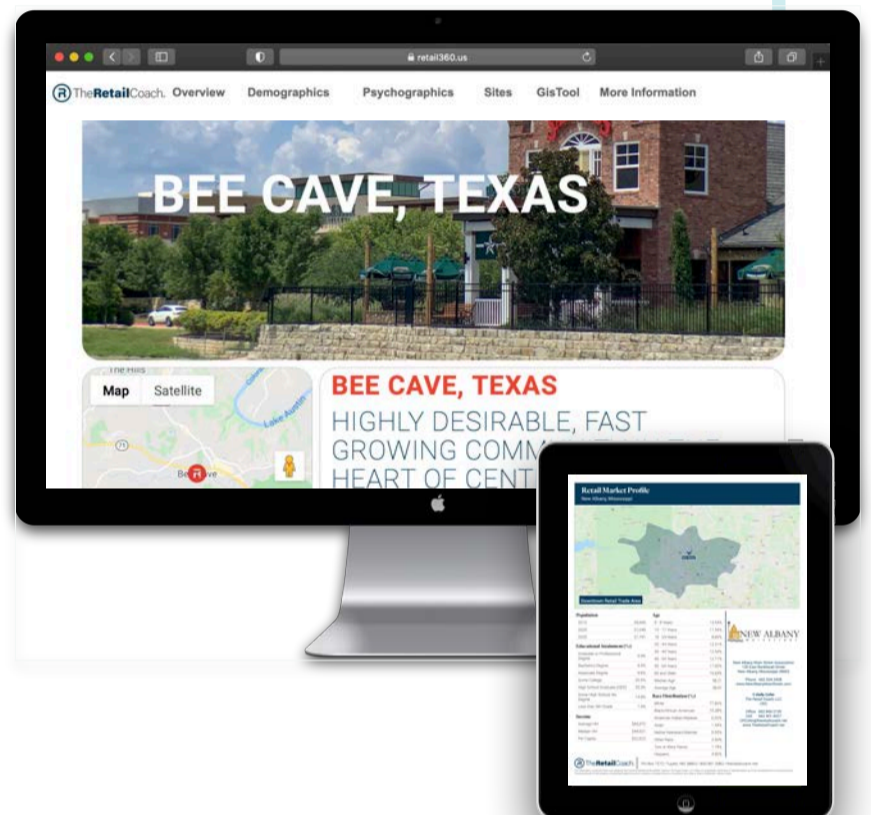
Publix



To attract targeted retailers, the most critical step is to provide accurate and current community data and site-specific information on available opportunities. It is important that this marketing information positively reflects the community's attributes and brand to site selectors, real estate brokers, and developers, because it is essential in making initial decisions about locating in the community.

Online **Retail Dashboard**

The Retail Coach will create a Retail360® Retail Dashboard for your community, which will be available for **visual presentation and easy downloading** of all data sets and marketing information. With a few clicks, retailers, brokers and developers can learn about your community's retail potential like never before.



Retail **Market Profile**

The Retail Coach will develop a Retail Market Profile tailored to the specific needs of targeted retailers' essential site selection and location criteria for your community. **The profile serves as a community introduction**, and includes: Retail Trade Area map, location map, traffic count, demographic profile summary, appropriate logo and contact information.

Developer & Retailer-Specific **Opportunity Packages**

In addition to the more general Retail Market Profile, an Opportunity Package is **developed to send specifically to developers, real estate departments, or brokers for individual retailers**, and highlights the market characteristics and site availabilities that align with their retail site needs.

Recruitment of Retailers & Developers



The Retail Coach was the first national retail recruitment firm to introduce direct retailer and developer recruitment services specifically for municipal clients. **Twenty years and 650+ projects later, the recruitment of retailers remains one of the primary metrics of success.** Today, our experience has proven that a community must move beyond just gathering data sets, and proactively recruit retail to achieve their development goals.

Retailer & Developer Recruitment

The Retail Coach will actively recruit retailers on your behalf. Our retailer recruitment process includes:

- Introductory emails and retail market profile are sent to each targeted retailer.
- Personal phone calls are placed to measure interest level.
- Personal emails and retailer feasibility packages are sent to each targeted retailer.
- Personal emails and retail site profiles for prime vacancies are sent to the appropriate targeted retailers.
- Personal emails are sent to inform targeted retailers of significant market changes.
- Personal emails are sent to decision makers once per quarter to continue seeking responses regarding their interest level in the community.
- A retailer status report is provided with each retailer's complete contact information and comments resulting from recruitment activities.

Retail Industry Conference Representation

We help communities connect with retailers and developers at retail conferences such as the annual ICSC Recon Conference and other regional events.

More than just, "having conversations on your behalf", we will help your team prepare for the event, attend the event with your team, and even work to set up meetings with key contacts for your team. We want all of our clients to be as **involved in the process** as they like to be, and growing your network at these events can be beneficial to ultimate, long-term success.



RETAIL LIVE!

Downtown Revitalization



Over the last twenty years, Main Street and its local retailers and restaurants have faced an incredible increase in competitive pressures. The evolution of e-commerce, the proliferation of “big box” retail expansion, and the trend in ever-increasing cost-to-do business across the country have all left our small businesses in a position of disadvantage. As a result, The Retail Coach has developed an approach to guide, assist, and execute omni-channel solutions for small businesses

Downtown Business Workshops

Most business owners do not have the time or resources to teach themselves how to develop and maintain a competitive strategy in today's omni-channel retail environment. Our team will host workshops and directly engage with small business owners to educate them on ecommerce, their target market, and specific retail opportunities.

New Program: SmallBiz360

The Retail Coach has created a comprehensive program that will assist small businesses to better identify their target market, better understand who their customers are and the products they demand and, most importantly, reach their customers through a practical, omni-channel approach.

The key component of this program is the **development of e-commerce platforms** for existing, local business owners looking to take the next step for their business. The SmallBiz360 Program can be a standalone option, or included as part of a community's comprehensive retail development plan.



Coaching & Ongoing Support



We aim to partner with communities on a long-term basis and understand clear communication and a team approach are the foundation of a strong partnership. Our team is available when clients have questions, new ideas, or just need to brainstorm new strategies. We will workshops and strategy sessions to ensure all stakeholders are informed and empowered to create long lasting impacts on the market.

Community Leadership **Strategy Sessions:**

The Retail Coach will conduct at least 2 meetings with the core leadership team in the community to review market study findings, implications, and next steps.

Commercial Broker **Educational Session:**

The Retail Coach will conduct a program for local brokers to convey study findings, current real estate trends, and discuss resources to aid their relationships with clients.

Local Business **Educational Session:**

The Retail Coach will conduct a program for local businesses and entrepreneurs to understand market study implications and other best practices.

Ongoing **Support:**

The Retail Coach will conduct a work session to discuss strategies, case studies, and other resources to assist the project team with local initiatives, including “keeping it local”, incentive programs, marketing support, and niche retail development strategies.





The Retail Coach: **Experience**



Contact:

Kristy Crisp
Director of Economic Development
City of Gastonia, North Carolina
kristyc@cityofgastonia.com
704-842-5105



Contact:

Suzi Sale
Economic Development Director
City of Camden, South Carolina
ssale@camdensc.org
803-420-7882



NEWTON COUNTY

**INDUSTRIAL DEVELOPMENT
AUTHORITY**

Contact:

Serra P. Hall
Director of Commercial Development
Newton County IDA, Georgia
skphillips@selectnewton.com
770.786.7510



Contact:

Rosemary Bates
Special Projects Director
Gallatin EDA, Tennessee
rosemary.bates@gallatintn.gov
615.230.7953



"The Retail Coach is **hands-down one of the best consultant teams of any kind that our team has had the pleasure of working with.** Their extensive expertise and nationwide connections with site selectors, developers, and major chains have opened up new doors for the City, allowing us to take our recruitment efforts to the next level and collaborate with brands that hadn't previously considered our market.

They work as an extension of our staff, anticipating needs and freeing up in-house staff time. **I can't recommend the Retail Coach highly enough."**

Chenin Dow: Economic Development Manager (Lancaster, California)

"Thank you for Gallatin's partnership with The Retail Coach. Charles Parker and his team have **been very beneficial in helping my development find retail tenants.** We have currently signed [multiple tenants] with their help and guidance."

Brad Jolly: Developer (Gallatin, Tennessee)

"The Retail Coach has **truly been the teammate I needed to achieve our goals in the retail and commercial sector.** Their always-prompt response and ability to use data to support quality development and foster long lasting relationships have made a difference in our connections and community. The Retail Coach staff has been an outstanding extension of our office and our community."

Serra Hall: VP, Project Development (Newton County, Georgia)



"As a customer of The Retail Coach I have witnessed first-hand success with Aaron Farmer and his skilled team. The staff at **The Retail Coach delivers the knowledge, skill, and rapport necessary to recruit retail** into regions seeking progression, all while taking the difficulty away from the municipalities. They are a strong catalyst in retail expansion for any community that is looking for increased economic growth."

Sean Overeynder: City Manager (Lamesa, Texas)

"After visiting our city, **The Retail Coach staff were able to quickly recognize the challenges of our rapidly growing community and identify submarkets for retail attraction.** The time they spent in the community and surrounding areas, meeting with community representatives and really working to understand our retail challenges, made the difference."

Michelle Hill: Economic Development Director (Firestone, Colorado)

"For years I researched firms to help me with retail development and The Retail Coach continued to surface as the best choice provider. Over and over again I heard about their 'service after the sale.' This was important. You see a lot of firms can run data and put together fancy reports. What allows The Retail Coach to stand out is their coaching. A tool is useless unless someone 'coaches' you on the best way to utilize it. **When you hire The Retail Coach you are not just buying data, you are hiring a coach to help you with your retail development needs.** I highly recommend them to any community seeking to effectively recruit retail development."

Dave Quinn: Economic Development Manager (Fairview, Texas)



"The Retail Coach organization has a **proven track record of accurately portraying a community, providing the information needed to help prospective retailers see the community**. They are well respected among retail chains and retail site locators. They take the time to visit the community- boots on the ground if you will and they will visit with retailers and learn all they can about the community before publishing their work. Another factor in this is the company is constantly seeking out new technology to improve their results- they have the tools and the talent."

Charlie Smith: Former Executive Director (Mount Pleasant, Texas)

"We chose to work with The Retail Coach because the City wanted to help direct the type of retail coming to the City, helping to ensure it meets demands and fills a need. The Retail Coach also provides a strong local component, **assisting our existing, local retail establishments to respond to today's competitive environment** so they too can thrive."

Steve Brodsky: City Manager (Xenia, Ohio)

"We were pleased that The Retail Coach does not apply a 'one size fits all' approach to retail growth. **Their team has a national reputation for adapting tried and true strategies to suit the individuals needs and unique characteristics and in the communities in which they work**. Beyond that, The Retail Coach's team develops long term relationships with their clients which extends well past the performance period of their professional services contracts. We expect that when The Retail Coach's work in Laramie is complete, we and our partners will be emboldened to take on complex retail issues, but if we hit a snag along the way, The Retail Coach's team will be just a call or text away.

Sarah Reese: City Manager (Laramie, Wyoming)



Contact Information:

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Charles Parker
Project Director
cparker@theretailcoach.net
662.231.9078



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800.851.0962 | THERETAILCOACH.NET | AUSTIN, TEXAS · TUPELO, MISSISSIPPI



Proposal for: Eden, North Carolina

Addendum:

Retail Market Analysis & Recruitment Services



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Executive Summary



The Retail Coach is submitting this proposal for a **Retail Market Analysis & Recruitment Services** to be executed for the City of Eden, North Carolina.

Objectives:

- Research and analyze the Eden retail market for growth opportunities
- Determine the unique, viable retail market potential for Eden
- Identify key retail and restaurant targets that align with the vision of growth for the City
- Recruit target retailers and restaurants through proactive outreach and industry conference representation

Submitting Firm:

The Retail Coach, LLC

Mailing Address:

The Retail Coach, LLC
PO Box 7272
Tupelo, MS 38802

Primary Contact:

Charles Parker
Project Director
cparker@theretailcoach.net
662-231-9078

For more than 20 years, The Retail Coach has been **the premier national retail recruitment partner** for municipalities, economic development organizations, and development firms. Having worked more than 650 assignments in 40 states, our recruitment approach is simple – do what you say you are going to do, do it at the highest level possible and constantly communicate findings and results to our clients. This approach has proven successful, leading to multiple assignments with more than 90% of our clients.

Our goal is to not only aid the City of Eden in preparing and executing a retail market analysis and recruitment strategy, but to also bring to a level of retail expertise to local stakeholders for the City **to ultimately reach its potential for sales tax revenue and quality of life.**

The most important aspect of any Retail Market Analysis is its ultimate application and resulting impacts. Our approach has always been action-oriented to ensure that market reports are not placed on a shelf to collect dust. **Working with all project team members, local stakeholders, and public officials** is a critical component in which The Retail Coach is experienced and well-equipped to execute.



Cost Proposal:

**Retail Market Analysis &
Recruitment Services**

Retail Market Analysis & Recruitment Services

Deliverables & Responsibilities



Analyzing the Market

Retail Trade Area (RTA) Determination based on Mobile Location Technology

Determining Retail Opportunities

Retail Trade Area & Community Demographic Profiles (Historical, Current, and Projected)

Retail Trade Area Psychographic Profiles

Retail Gap Analysis & Demand Outlook

Retail Expenditures & Consumer Spending Reports

Competing & Peer Community Analysis

Visitor Analysis

Identifying Development Opportunities

Community-wide sites inventory

Highest & Best Use Analysis of priority sites/vacancies

5 Retail Site Profiles

Identifying Retailers & Developers for Recruitment

Target list of priority retail prospects

Marketing & Branding

Eden Retail Market Flyer (RMF)

Retailer Feasibility Packages

Developer Opportunity Package

Online Retail360 Dashboard

Recruiting Retailers & Developers

Proactive Retail Recruitment & Recruitment Updates

Retail Industry Conference Representation

Live Retail Recruitment Tracking Platform

Retail Coaching

Leadership Strategy Sessions

Ongoing Coaching & Project Management with Monthly Update Calls

Project Costs & Timeline



Retail Market Analysis & Recruitment Services

\$43,000

(Not to Exceed Amount)

12 Month Project Timeline



Work Fees

The duration of this agreement is twelve (12) months, with a fee for completion of outlined work of **\$40,000**, payable in two installments:

- a) \$20,000 upon execution of the agreement;
- b) \$20,000 at 180 days after execution of agreement.

The City of Eden may elect to extend the agreement for a total fee of \$30,000 per 12 month extension period.

Reimbursable Project Expenses

It is estimated that reimbursable expenses will be no more than \$3,000 (not to exceed amount). Reimbursable expenses include:

- a) All travel costs;
- b) Cost of special renderings and maps, if any;
- c) Cost of copies for reports and maps/drawings; and
- d) Cost of shipping expenses, if any.

*All Work Fees and Project expenses are payable within 30 days after receipt of the expense invoice. The Retail Coach will provide a digital copy of the deliverables.



Contact Information:

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Charles Parker
Project Director
cparker@theretailcoach.net
662.231.9078



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MEMORANDUM

To: City Council

Thru: Jon Mendenhall, City Manager

From: Clinton Simpson, Assistant City Manager, and
Tammie McMichael, Director of Finance & Personnel

Date: August 16, 2022

Subject: Consideration of a request to make market adjustments to compensate, leave, and to institute a workforce training program.

Once again, we are faced with hardships dealing with the retention of employees. In the times that we are faced with, we must stay in step with what is happening around us or we are going to lose more and more employees to other employers. When we advertise for open positions, we are receiving less and less applications. It is very important that we do what we have to do keep our dedicated employees. Staff believes that Council's consideration needs to be made in regards to market adjustments to compensate, leave, and to institute a workforce training program.

We need to give great consideration on how the city's compensation compares to other local governments, and make sure that we are giving necessary cost-of-living adjustments. With the cost of living increasing at a rapid pace, employees are going where they can make the most money and have good benefits. We fully understand that we cannot compete with larger municipalities; however, we must remain competitive with other local governments our size.

We need to give consideration on the increased federal holidays. The city has traditionally followed the State holiday schedule. We need to recognize that there should be an individual choice in celebrating holidays.

We need to give consideration that there is a great need to implement a Public Service Program. We may not be able to completely solve our problem of not

being able to find interested and qualified applicants for open positions by increasing compensation; therefore, we look outside the box...and possibly find potential applicants who can be trained prior to entering into the workforce.

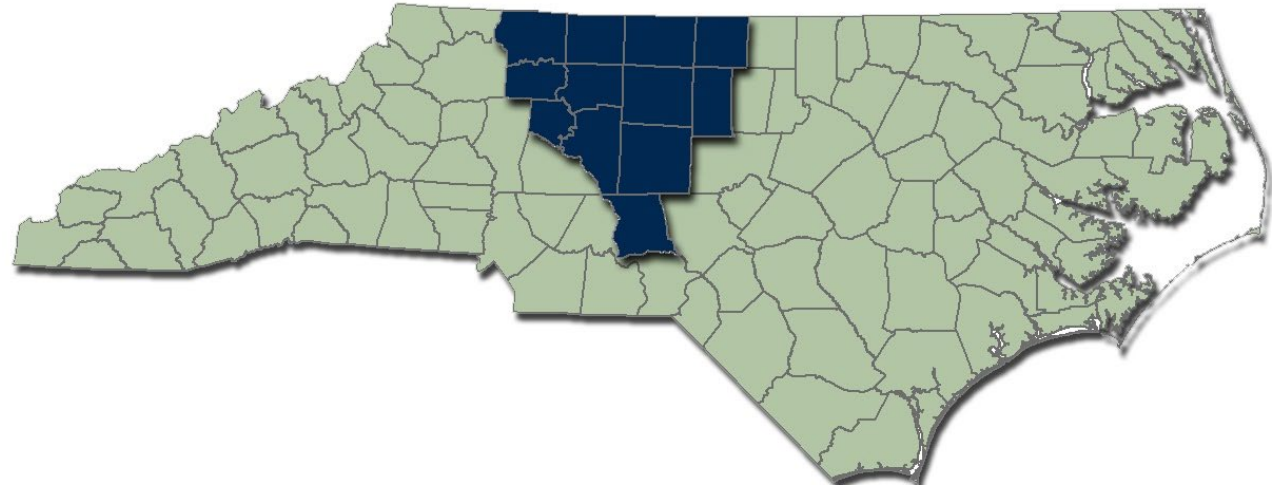
And lastly, we need to give consideration that COVID is going to haunt us for years to come. Unfortunately, it is a matter of when we get COVID, and not if we are going to get COVID that we are being faced with. Until June 30, 2022 we have been accommodating employees with emergency paid sick leave. We want all of our employees to remain healthy, and we do not want sick employees to feel like they have to come to work. Therefore, we should give consideration on some additional sick days for employees.

Staff's recommendation is to implement a cost of living increase of 4% effective January 1, 2023 with a merit increase of 1% effective June 1, 2023 this would increase all full-time employee's compensation 5%. In recognition of the new federal holidays, and to recognize diversity and to allow individual choice in celebrating the holidays that the city would allow the accrual of 2 extra vacation days for each employee annually. We believe partnering with Rockingham County Schools on a Public Service Program would be an expanded recruitment initiative that would be a win win situation for the interested students as well as for the city. The last item to be considered is 3 extra sick days to address the COVID situation. This will help encourage employees who are exposed or become positive with COVID to feel like that can stay home to recover.



Piedmont Triad Economic Indicators

Chasing Labor ...



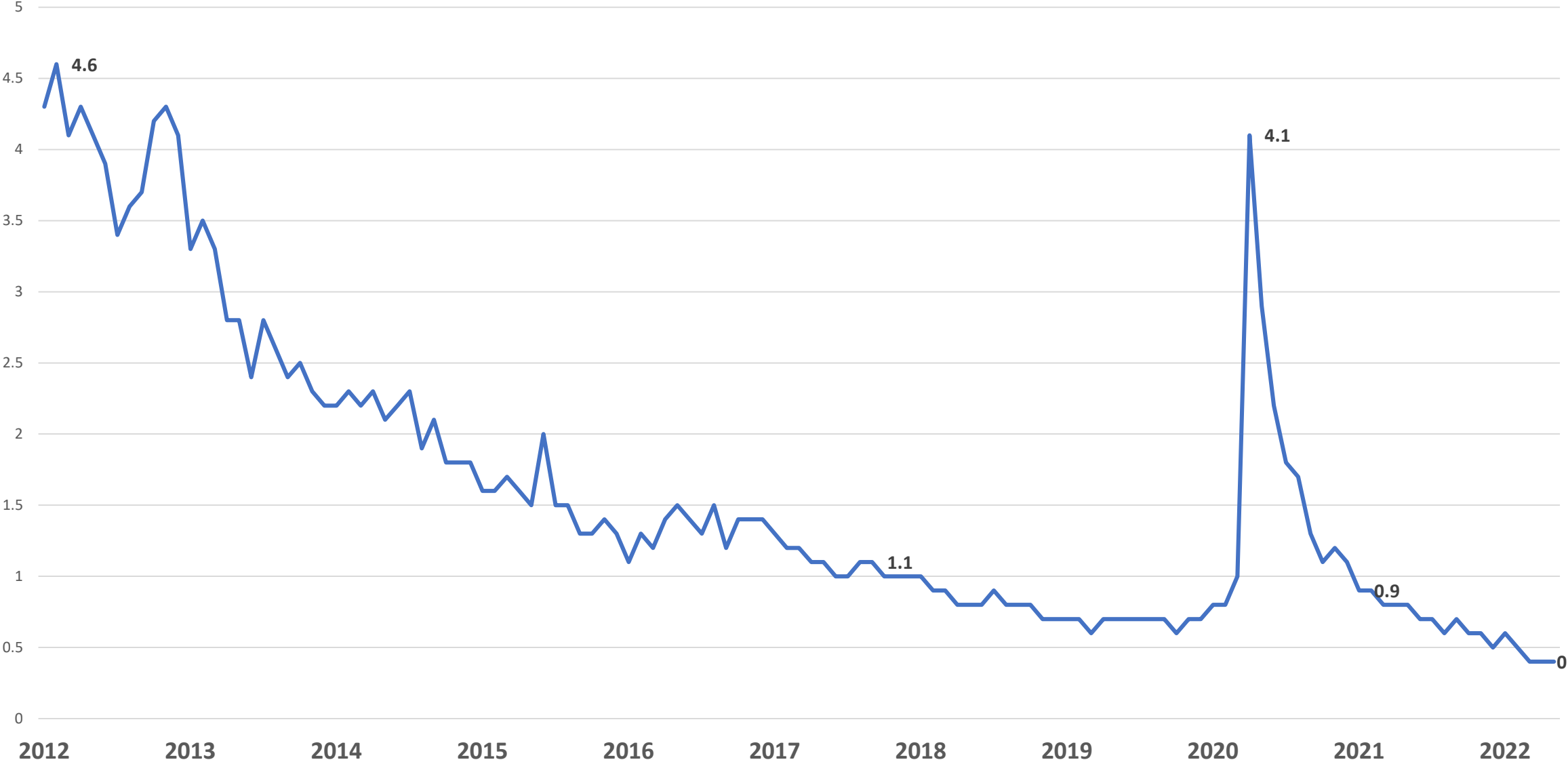
August 2022

Updated monthly figures thru May, 2022

Are we in a recession?

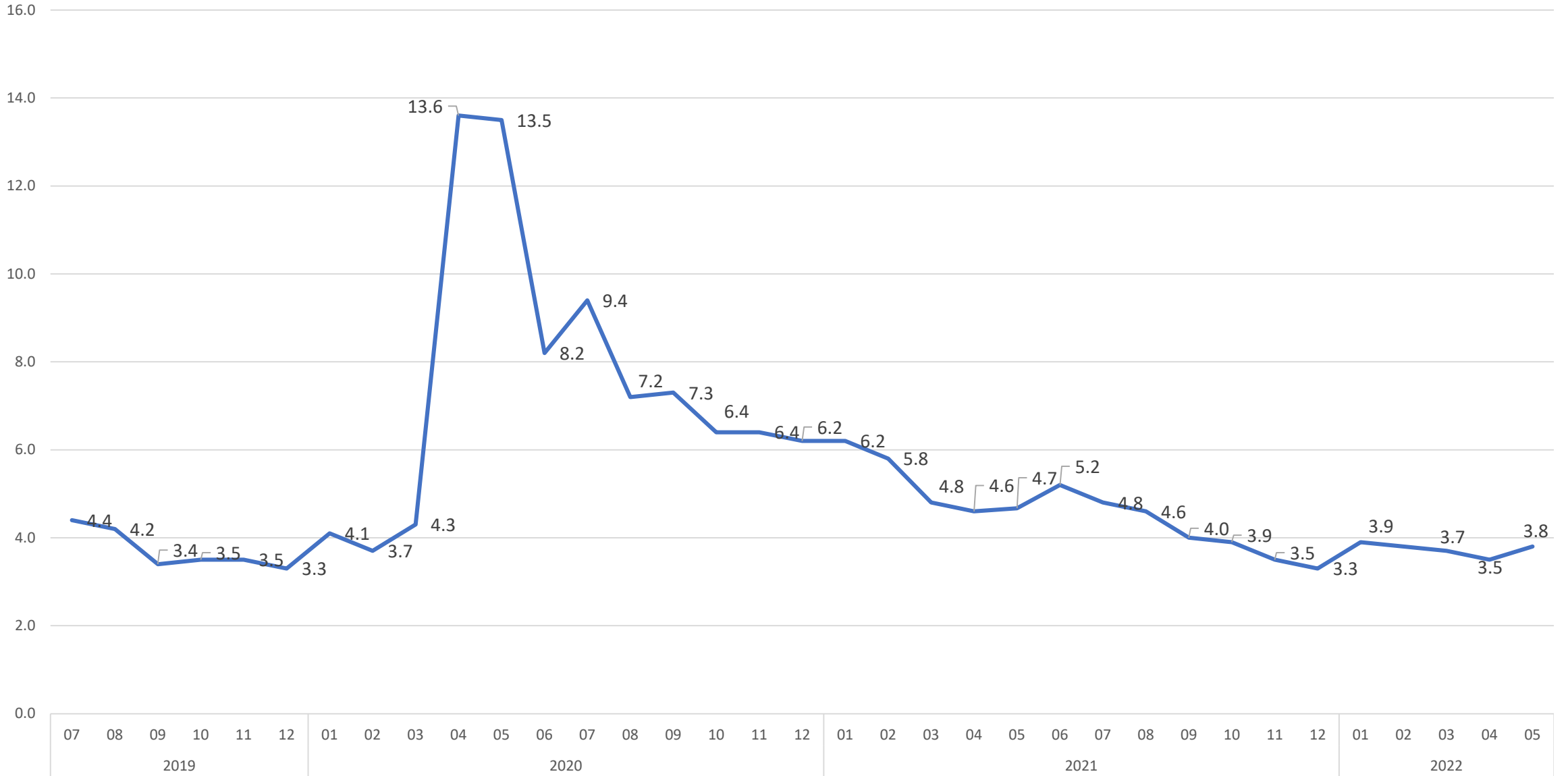
- It isn't officially a recession under the National Bureau of Economic Research says it is
- a recession used to be commonly defined by two consecutive negative quarters of gross domestic product growth (which the US economy has seen)
- Committee also looks at declines in real income, employment, industrial production, and wholesale-retail sales to make the call
- So officially, No
so far, the NBER hasn't said we are in a recession

Unemployed Persons per Job Opening, Monthly

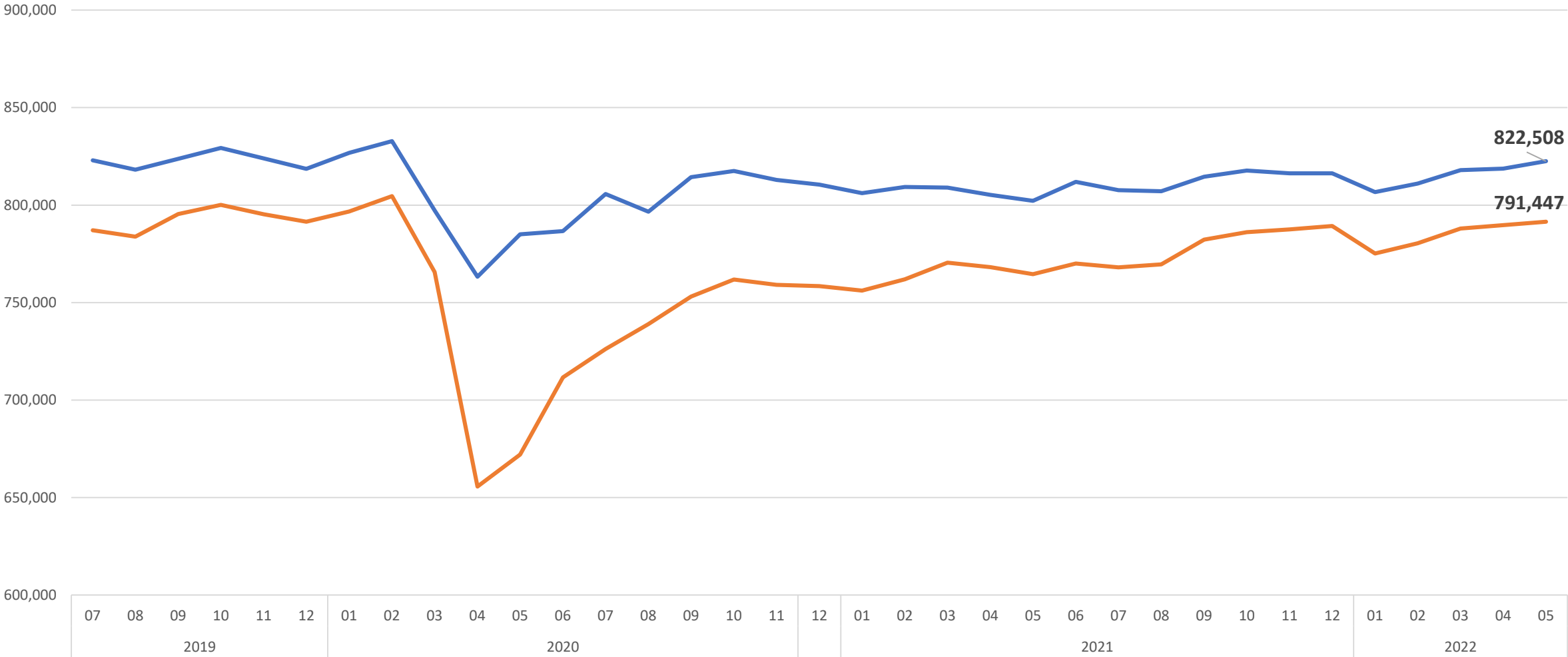


Source: US Bureau of Labor Statistics

Unemployment Rate(%)



Labor Force & Employment

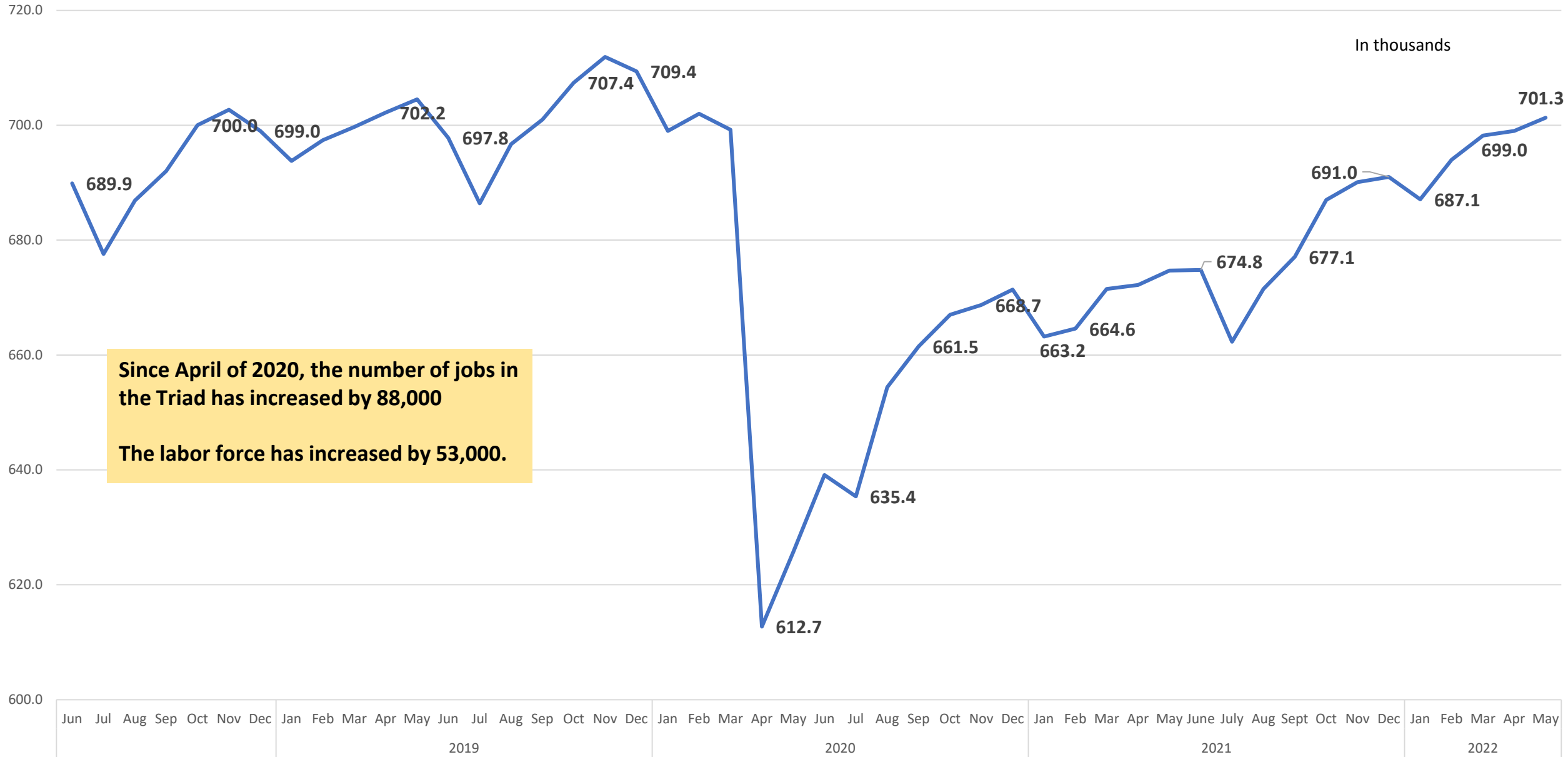


The Gig Economy continues to grow ...

and it is affecting the data we get on the labor force and the workforce

- Gig workers are typically not included in BLS data estimates and surveys
- There is no clear methodology to document the numbers of gig workers, their occupations, hours of work, locations, or the pay levels like there are with traditional employees
- Estimates suggest that anywhere from 16% to 36% of Americans have earned money in the past year via an online gig platform
- Among current or recent gig platform workers, about three-in-ten say it's their primary job. That amounts to at least 40,000 people in the Piedmont Triad region – maybe more.

Jobs in the Piedmont Triad

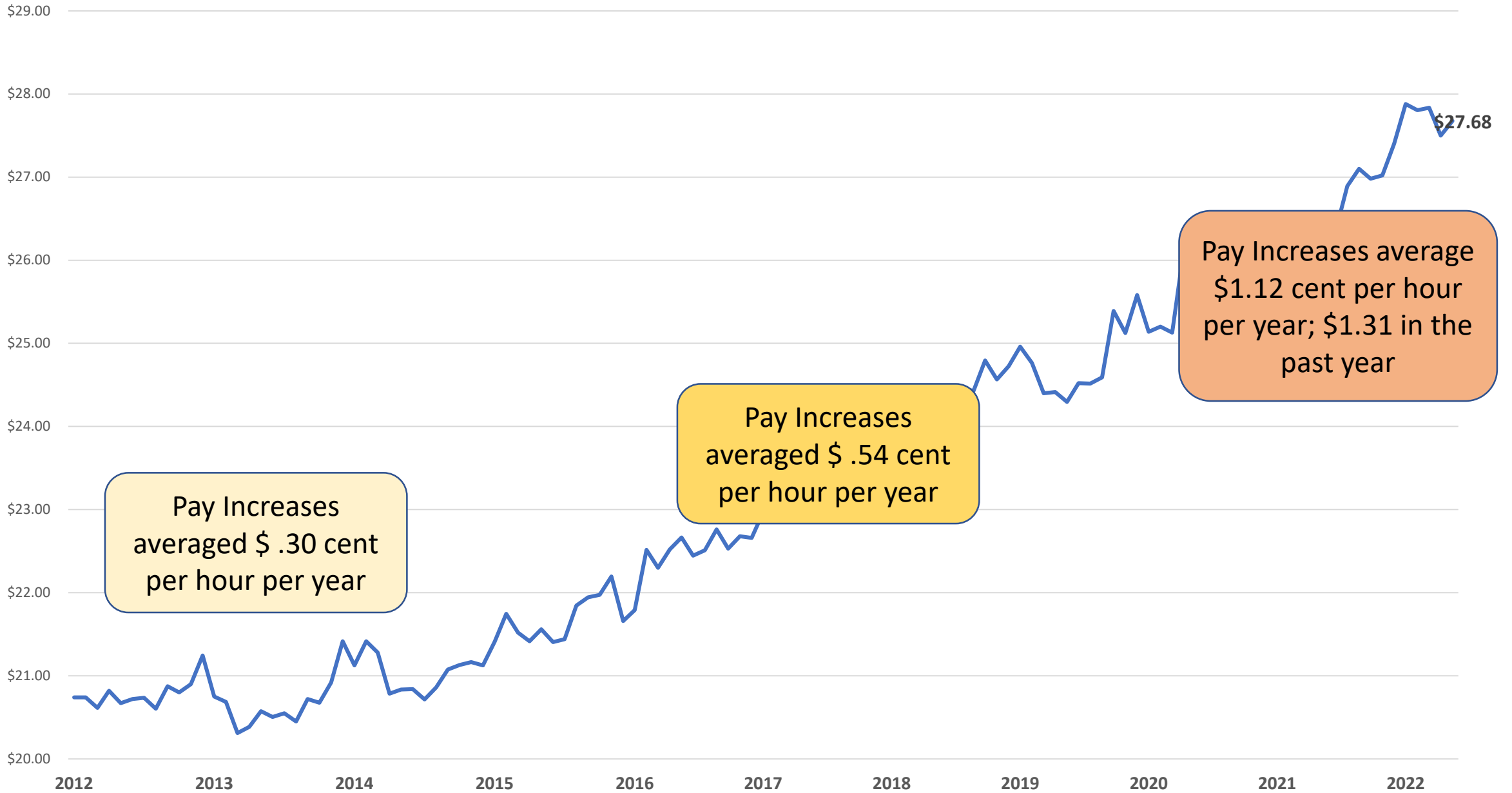


Since April of 2020, the number of jobs in the Triad has increased by 88,000

The labor force has increased by 53,000.

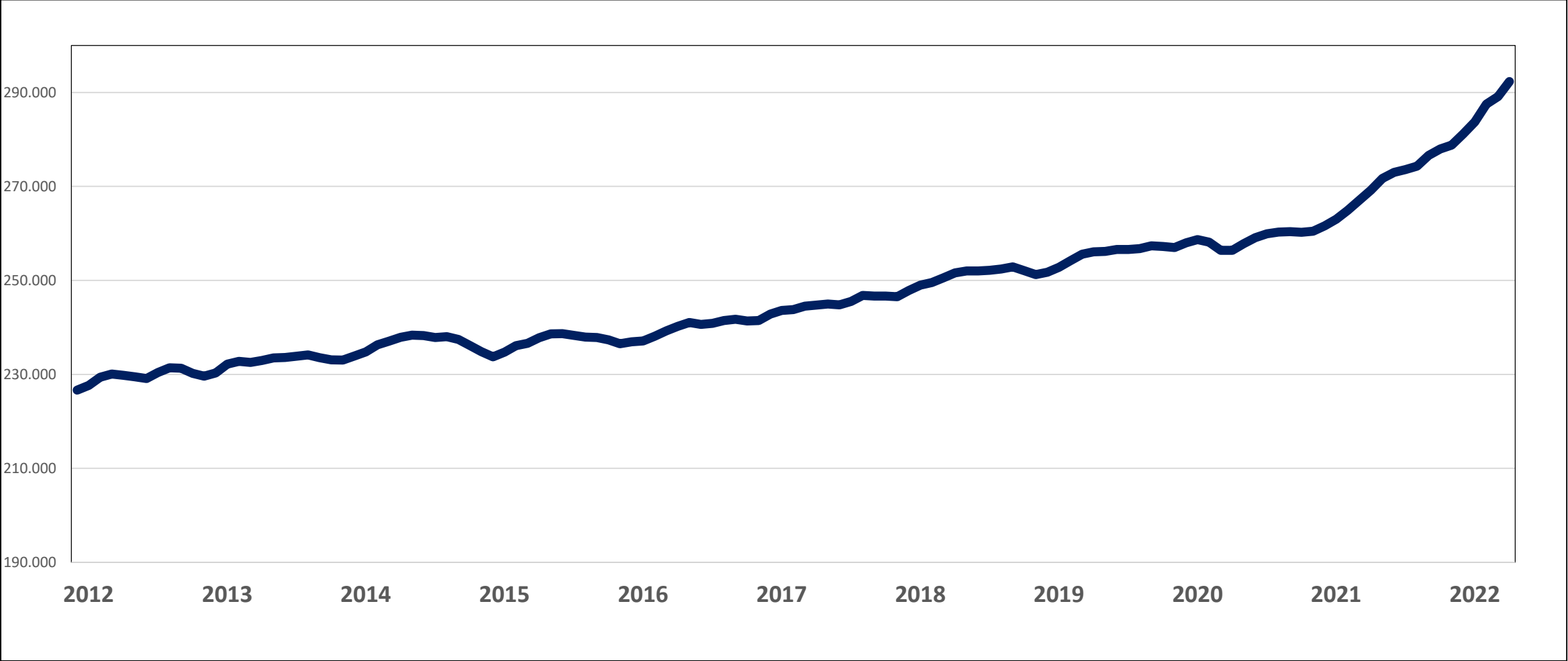
Source: US Bureau of Economic Analysis

Avg. Hourly Wage per Worker, Piedmont Triad Metro Area (CSA)

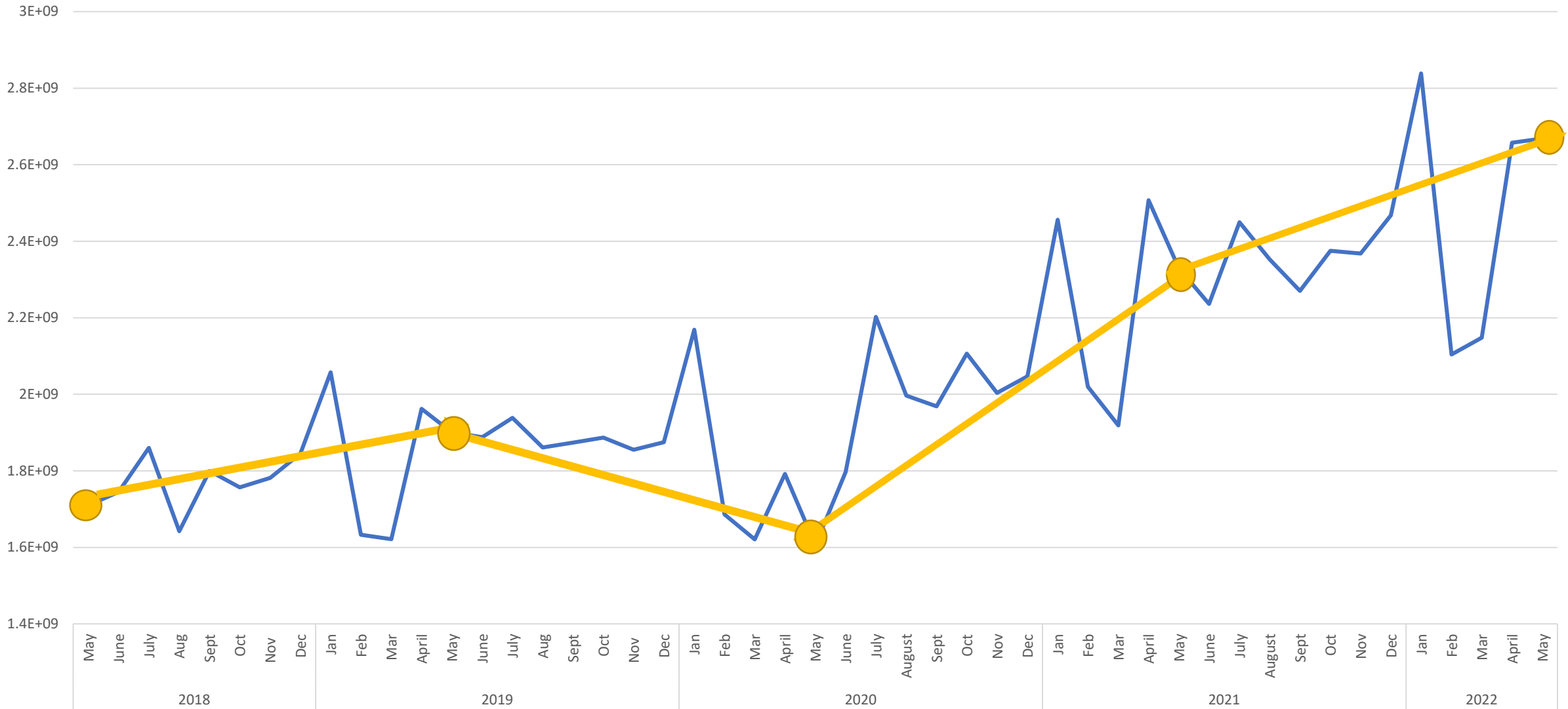


Inflation Rate - CPI

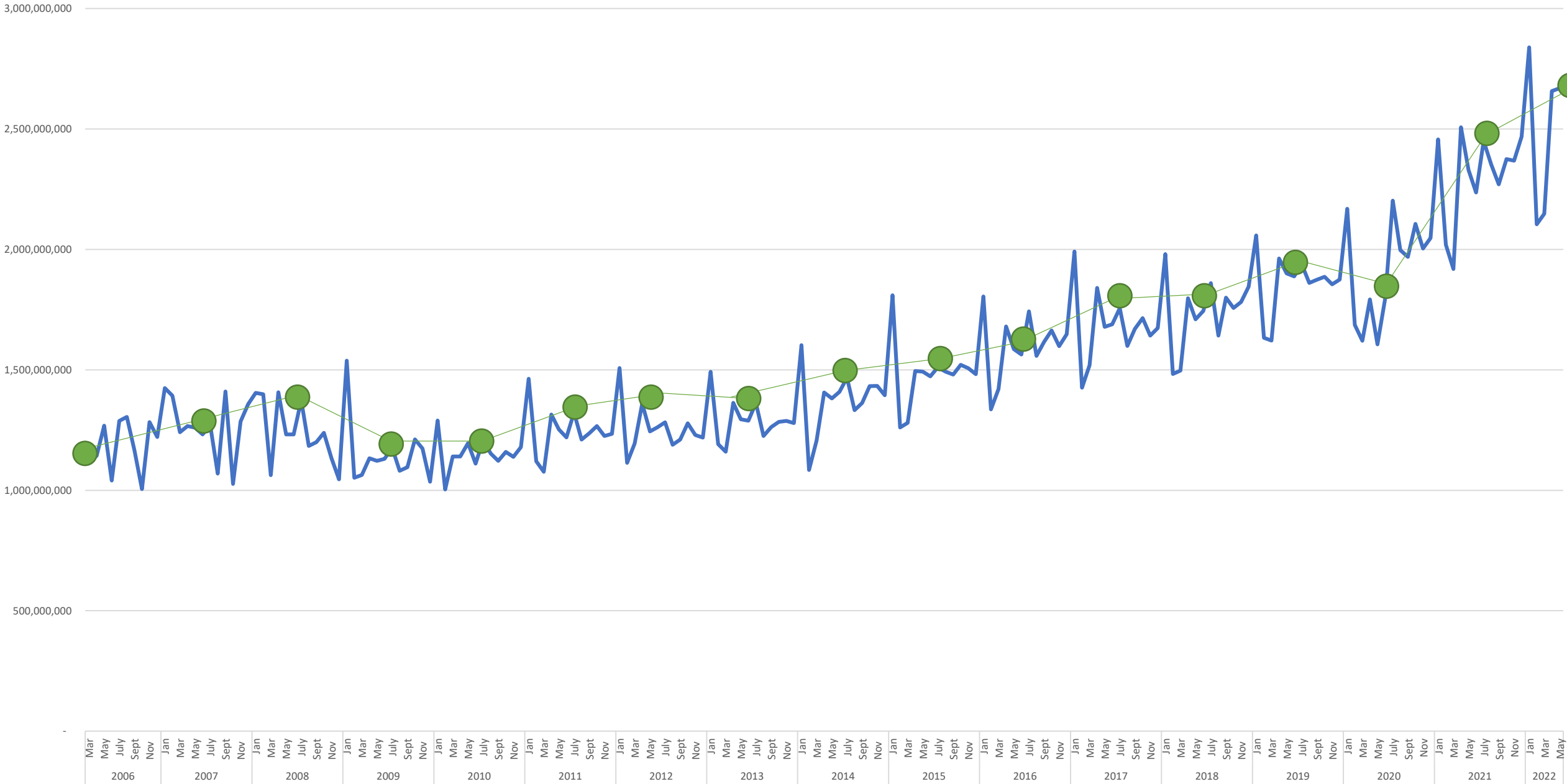
**Inflation Rate
from June of 2021 to
June of 2022 (latest) – 9.1%**



Monthly Retail Sales in the Piedmont Triad



Monthly Retail Sales



Retail categories with highest growth in sales

May 2021 to May 2022

	May-22	May-21	Difference
711 Other unclassified retail	3,458,370,246	2,844,051,143	\$614,319,104
513 Other general merchandise retail	2,471,580,930	2,123,273,579	\$348,307,351
306 Restaurants, cafeterias, grills, snack bars	2,099,326,746	1,777,464,913	\$321,861,833
708 Hotels, motels, cottage rentals, etc.	634,799,878	439,910,485	\$194,889,393
603 Building material dealers	1,877,187,586	1,748,568,907	\$128,618,679
304 Grocery stores, meat markets, etc.	853,729,318	740,429,171	\$113,300,147
102 Clothing stores	598,069,108	502,615,846	\$95,453,262
605 Electrical, plumbing and heating supply dealers	397,831,182	303,222,741	\$94,608,441
501 Department stores	560,817,381	469,406,796	\$91,410,585
709 Office machine and supply dealers	380,432,313	307,592,792	\$72,839,521
201 Motor vehicle dealers	252,549,498	214,376,163	\$38,173,335
502 Drugstores; drug and medical supplies	247,279,952	214,723,406	\$32,556,546
202 Service stations	117,168,335	88,175,171	\$28,993,164
702 Bookstores, school supply stores	74,523,067	46,373,696	\$28,149,370
717 Pet, hobby and craft shops	137,572,385	109,668,767	\$27,903,618

These categories are losing sales

	May-22	May-21	Difference
505 Discount stores; general stores	908,769,999	915,311,706	(\$6,541,708)
706 Florists and nurseries	78,290,745	82,491,949	(\$4,201,204)
510 Secondhand goods stores; flea markets	43,415,832	46,992,071	(\$3,576,240)
715 Hospitals, physicians, veterinarians, etc.	123,938,513	127,315,135	(\$3,376,622)
503 Dry goods stores; fabric and yarn shops	11,958,657	13,548,492	(\$1,589,835)
407 Antique dealers; interior decorators	45,956,358	47,097,420	(\$1,141,062)
207 Oil and petroleum products dealers	76,329,985	77,328,489	(\$998,504)
515 Pawn shops; army surplus stores, etc.	23,241,571	23,969,728	(\$728,157)
606 Monument and tombstone dealers	2,553,386	2,618,795	(\$65,409)

Taxable Retail Sales by County

County	May-22	May-21	% Change
Alamance	\$301,363,004	\$277,727,343	8.5%
Caswell	\$9,891,264	\$9,333,758	6.0%
Davidson	\$182,884,516	\$167,060,923	9.5%
Davie	\$49,233,147	\$43,215,748	13.9%
Forsyth	\$722,900,338	\$616,963,729	17.2%
Guilford	\$932,946,597	\$791,331,789	17.9%
Montgomery	\$27,733,831	\$23,126,072	19.9%
Randolph	\$169,865,208	\$141,797,401	19.8%
Rockingham	\$95,991,436	\$94,139,694	2.0%
Stokes	\$33,688,475	\$31,316,153	7.6%
Surry	\$115,018,088	\$106,799,067	7.7%
Yadkin	\$27,217,608	\$26,921,083	1.1%

14.6%
growth

Public Service Program

Purpose

The purpose of the Eden Public Service Program is to provide a framework for talent to be developed among qualified residents to fill vital public service positions in the City of Eden and to provide a pool of talent utilizing similar skillsets for private industry.

Methodology

The City of Eden will provide pathways of education, training, and compensation to develop a Public Service Program which will identify, recruit, and train qualified residents in the skills needed by the City of Eden in vital public service sector jobs. These skill sets will be broken down into areas:

Public Works

Public Safety

Financial & Information Systems

Cohort

Cohorts will be developed based on age brackets and identified skill level proficiency.

Cohort 1 (Age 16-18) – Public Service Explorers & Apprentices

Participants in this cohort will explore the public service areas meeting weekly within their area of interest. Year 1 of the cohort, “explorers” will meet once weekly (no more than 4hrs) with their program supervisor and undertake job shadowing in the area. Year 2 of the cohort, “apprentices” will meet three times weekly (more than 8hrs, but less than 15hrs) with their program supervisor and be compensated at program compensation grade A.

Cohort 2 (Age 18-20)

Participants in this cohort will work in the public service areas no more than 20hrs weekly, provided that they are enrolled in an associate’s program commensurate with their area of identified interest. The City of Eden will compensate enrollees at program compensation grade B.

Public Works – enrolled in an Industrial Technologies Program

Public Safety – enrolled in a Public Safety (including fire science) or Healthcare Program

Financial & Information Systems – enrolled in a Business Technologies Program

Cohort 3 (Age 20-21)

Participants in this cohort will work in the public service areas no more than 20hrs weekly, this cohort is the capstone cohort where residents complete training resulting in: 1) Basic Law Enforcement Training

(BLET), Water/Wastewater Operator Entry-level certification, Flagger Training, and 1 year of work experience. The City of Eden will compensate enrollees at program compensation grade C.

Cohort 4 (21+)

Graduation from an accredited program and commensurate capstone as enumerated for Cohort 2 and 3. Participants in this cohort will be eligible to apply for internal openings in the City of Eden. Certain public service function areas offer the ability for participants to be maintained on rosters and in reserve provided minimum training is met, allowing 2nd or dual careers for many participants. Compensation for Cohort 4 participants will be commensurate with the City of Eden's position and classification pay plan.

Cross-functional/Interdisciplinary Teaming

In recognition that cross-functional and interdisciplinary teams are preferred for allowing diverse talent and resources to meet the complex challenges of public service, the City of Eden, commensurate with the public service program provides the following cross-functional and interdisciplinary training and service opportunities. Employees must dedicate themselves to their primary position as listed first, and will be compensated for time in the secondary position pursuant to law and the adopted compensation grade D schedule.

Police – Fire: Police officers trained and qualified as firefighters.

Fire – Police: Firefighters trained and qualified as police officers.

Public Works – Fire: Public works employees trained and qualified as firefighters.

Public Works (or general government) – Utility Operator: Public works employees trained and qualified as utility plant operators.

Public Works (or general government) – Inspector: Public works employees trained and qualified as a local code inspector.

Fire – IT: Firefighters trained and qualified as information/communication technologists.

Police – IT: Police officers trained and qualified as information/communication technologists.

Public Works – IT: Public works employees trained and qualified as information/communication technologists.

Schedule of Compensation

Compensation Grade A

\$8/hr

Compensation Grade B

\$9hr

Compensation Grade C

\$12/hr

Compensation Grade D

Employees in this compensation grade will be eligible for a 5% salary boost for being in the “Call-Force of the secondary job duty” and will also be included for overtime as provided by FLSA inclusive of mandatory training. Maximum hours worked in the secondary position is capped at 240hrs per employee per calendar year; minimum hours are set by department for secondary job duty.

Caps on Program Participation

The following shall constitute the cap on program participation by cohort or resignation:

Cohort 1: 8

Cohort 2: 8

Cohort 3: 8

Cohort 4: 24

Cross-trained Employees:

Cross-trained in Fire: 8

Cross-trained in Police: 4

Cross-trained in Utilities: 4

Cross-trained in Inspections: 2

Cross-trained in IT: 4

Performance Appraisal, Assessment, Work-Life Balance

Program participants in Cohorts 1-4 will be evaluated once each program year to ensure that the participant and the program are a good fit and that the participant is accomplishing their learning objectives. Cross-functional participants will only be evaluated on a pass/fail basis that ensures the primacy of their primary position. The supervisor of the secondary position should advise the participant on meeting minimum requirements for that position and informing the primary supervisor of the participants program status on an annual basis. On-going secondary position work will require on-going assessment on behalf of the secondary position supervisor and the participant to ensure that minimum requirements are met. Most importantly, the primary position cannot suffer due to the secondary

position, it is the responsibility of the participant, the primary and the secondary position supervisors working in cooperation to make sure the primary job is done and that a healthy work-life balance is maintained. Any one of the aforementioned individuals may call a time-out on the secondary position for 30 days in order that a cooperative review of a potential detriment to the primary position or the work life balance of the participant is evaluated; during this time the stipend will be paid. Limit one (1) time out per participant for the life of the program. A more serious timeout can be called by Administration for no more than ninety (90) days at ½ pay of the stipend if more serious issues are identified by management.

We estimate:

1. Social Security will announce a cost-of-living adjustment (COLA) exceeding 10% effective January 1, 2023.
2. Action is going to be needed on increased federal holidays.
3. Pay disparity has increased for law enforcement and utility operators. This will impact both retention and recruitment. BLET classes seeing very low numbers of enrollees, the recruitment availability pool is falling below the replacement rate of expected retirees. Two county agencies are looking at pay studies and will directly compete against the city for all positions. Currently, there are 0.4 available workers for every open position as reported by PTRC.
4. COVID persists, State of Emergencies are ending, we have returned to business as usual. Our COVID quarantine procedures reflect this and COVID leave has lapsed.

We suggest:

1. We cannot maintain parity with this large of a Social Security increase.
 - a. Adjust our merit to be effective late in the fiscal year and supplement it with a COLA.
 - b. The merit increase was for up to 2%, an average was used for budgeting of 1%.
 - c. If merit is delayed until late in the fiscal year we can free up funds approaching a 2% COLA. We recommend matching this with a competitiveness increase of 2%.
 - d. This means:
 - i. COLA effective January 1, 2023 = 4%
 - ii. Merit effective in June 2023 = up to 2%, 1% on average if a bell curve is used
 - iii. Total compensation = 5%
 - iv. Net budget impact "new funds" of approximately: \$73,700 in general fund and \$26,000 in water-sewer fund. Due to inability to fill vacancies and a soft hiring freeze, it is estimate that total net impact will approach \$0 in general fund and reach \$0 in water sewer fund.
 - v. Living wage recruitment would be for the City's minimum: \$13.78/hr after probationary period increase. The minimum wage would rise \$1.16/hr whereas regionally pay has advanced at \$1.31/hr according to PTRC.
 - vi. The personnel ordinance on the timing of evaluations/merit will need to be amended.
2. The federal government has added holidays, the City has traditionally followed the State holiday schedule. In order that we recognize diversity and allow for individual choice in celebrating holidays, it is recommended that we:
 - a. Maintain the official holidays as they are.
 - b. Allow individuals to recognize and celebrate the holidays, days of religious significance, days of personal significance of their own choosing and according to their own beliefs.
 - c. In recognition of the above, add the accrual of 2 extra vacation days for each employee annually. The personnel ordinance will need to be amended.
 - d. The City may recognize holidays as petitioned by citizens, but recognition will remain separate from official observances so that critical public service provision is maintained. As civic norms or societal pressure dictates recognition can be a matter of Council discretion based on the conditions/context and request. Recognition may be a proclamation, it may be a civic celebration, it may be partnering with a non-profit for

festivities, in other words a range of options to fit the size and proportion of the need at the time.

3. Pay disparity will remain a problem; however, we have been maintaining turn-over at less than 5%. We have expanded our recruitment initiatives to focus on this deliverable.
 - a. The Public Service Program is being recommended as a means for workforce development partnership with the community.
 - b. The incoming Superintendent of Schools has been provided with this program as a draft to begin working with us, primarily in Cohort 1 (which may need to be changed based on the new implementation plan currently being worked on by Rockingham County Schools).
4. Since our COVID leave has lapsed, but COVID persists we recommend meeting employees in the middle on leave. What that means is the CDC recommends 5 days of isolation if you have COVID. Our administrative policy requires adherence to COVID isolation so as to not cause an outbreak amongst other employees.
 - a. Add 3 extra sick days for each employee annually. The personnel ordinance will need to be amended. In this way employees and employer share the burden of COVID.

City of Eden

Citizens Academy

A program run by the Marketing & Communications Office

Traditional Annual Citizens Academy

- City would continue to run the traditional annual citizens academy for adults over 6-8 weeks.

Every Student a Citizen

- A city-wide quarterly forum of education administrators and counseling staff will meet with city administrators to design, implement, and guide a citizenship program focused on:
 - How local government works – the basics that are grade level and curriculum appropriate in the four functional areas of municipal government:
 - Public Safety – Police/Fire
 - Public Works – Streets/Sanitation/Utilities/Shop
 - Community Services – Planning/Development/Inspections/Recreation
 - Administrative – Finance/IT
 - Career Pathways – how students can learn about a career in the four functional areas of municipal government:
 - Public Safety – Police/Fire
 - Public Works – Streets/Sanitation/Utilities/Shop
 - Community Services – Planning/Development/Inspections/Recreation
 - Administrative – Finance/IT
 - Guide the public service explorers/apprentice program on program design/delivery and performance measurement
 - Career Day/Field Day/Sports Day Local Government/Career Tale – City to sponsor and host on an on-going basis a table at career/field/sports day and will utilize city forces to assist in career/field days as requested
 - Funds for Value Added Services – funds will be made available for value added services: \$500 support for tournament play per high school team (\$2,500 cap); \$500 support for club out-of-state competition per high school club per year (\$2,500 cap); \$1,000 budget for career preparatory motivational speakers per middle school/high school. \$2,500 transportation budget for career preparatory field trips supporting programs/visits to industries in Rockingham County for high school students. \$2,500 program budget for a Fall and Spring community college visitation day (transportation, lunch, program of ½ day). Estimated total \$12,000.



Eden Parks & Recreation Department

P. O. Box 70, 308 E Stadium Drive, Eden NC 27289-0070/Telephone 336-623-2110/Fax 336-623-4041

MEMO

To: Honorable Mayor and City Council
Thru: Jon Mendenhall, City Manager
From: Terry Vernon, Parks & Recreation Director
Subject: **Clearwater Park**
Date: August 8, 2022

The Dan River Basin Association (DRBA) has offered to donate 2.25 acres of land along the Dan River located on Bridge St. known as Clearwater Park to the City of Eden. DRBA volunteers along with Boys Scout Troop #567 have worked for the past two years to improve the property. Today there are several picnic tables along with a kiosk there and also a nature trail that extends ¼ mile down to the old covered bridge pilings from years ago. DRBA asks that we have a formal agreement between them and our City to ensure that the property will be managed and maintained in suitable condition for public use. There are restrictions on subject property. Upon acceptance of this property by the City Council, it is understood that our Eden City Attorney will handle the transfer of the property from DRBA to the City of Eden. Clearwater Park will be an asset for the City of Eden and will allow our citizens and visitors to have lunch along the river as well as walk along the river and enjoy the outdoors and scenery.



... protecting and promoting the Dan River Basin through education, recreation and stewardship.

6/24/22

Jon Mendenhall, City Manager
Eric Gilley, Attorney
City Hall, City of Eden
308 E Stadium Drive
Eden, N 27288

Dear Mr. Mendenhall,

Clearwater Park, located in the City of Eden is a new outdoor asset currently owned by the Dan River Basin Association (DRBA). DRBA is offering to transfer ownership of this property to the City of Eden, NC to further their vision of a "Small City, Big Outdoors" economic and marketing strategy.

The proposed Deed and Covenants are provided here for review by the City Attorney and acceptance by the Eden City Council.

It is understood that the City Attorney provides legal review and advice for the City Council, City Departments and Boards and Commissions. The City Attorney also performs legal services for the City of Eden, Council and Departments.

Upon acceptance of this property by the City Council, it is also understood and appreciated that the Eden City Attorney will handle the transfer of the property from DRBA to the City of Eden.

I am pleased to offer this new outdoor asset for the people who live, work and play in our region and to support the economic and tourism efforts of the City of Eden.

Attachments to this letter include:

- 1) Proposed Deed and Covenants for Transfer
- 2) Story of the Clearwater Park project (2022)
- 3) Stewardship Plan (2019)

Sincerely,

A handwritten signature in cursive script that reads "Tiffany Haworth".

Tiffany Haworth, Executive Director

CC: Erin Galley, City of Eden Attorney, Mark Estes, DRBA Board President

NORTH CAROLINA GENERAL WARRANTY DEED

Excise Tax:
Parcel Identifier No.

Mail/Box to

This instrument was prepared by:

Brief description for the Index: 2.25 acres Bridge St

THIS DEED made this _____ day of _____, 2019, by and between

GRANTOR	GRANTEE
DAN RIVER BASIN ASSOCIATION A North Carolina nonprofit corporation	THE CITY OF EDEN

Address:
413 Church Street, Suite 401
Eden NC 27288

Address:

Enter in appropriate block for each party: name, address, and, if appropriate, character of entity, e.g. corporation or partnership.

The designation Grantor and Grantee as used herein shall include said parties, their heirs, successors, and assigns, and shall include singular, plural, masculine, feminine or neuter as required by context.

WITNESSETH, that the Grantor, for a valuable consideration paid by the Grantee, the receipt of which is hereby acknowledged, has and by these presents does grant, bargain, sell and convey unto the Grantee in fee simple in that certain lot or parcels of land situated in Rockingham County, North Carolina and more particularly described as follows:

BEING the 3.579 acres (total) and 2.247 acres (net) tract as shown on the Plat of Survey for Phillip R. Hunnicutt dated June 13, 2007 and recorded in Map Book 62, Page 40, Rockingham County Register of Deeds, said map being incorporated herein by reference for a more particular description of said property.

SUBJECT TO the Restrictions attached hereto as Exhibit A.

This property is NOT part of the primary residence of the Grantor.

TO HAVE AND TO HOLD the aforesaid lot or parcel of land and all privileges and appurtenances thereto belonging to the Grantee in fee simple.

And the Grantor covenants with the Grantee, that Grantor is seized of the premises in fee simple, has the right to convey the same in fee simple, that title is marketable and free and clear of all encumbrances, and that Grantor will warrant and defend the title against the lawful claims of all persons whomsoever, other than the following exceptions:

Taxes for the current year, rights-of-way of public highways and roads and public utilities, easements and restrictions of public record including but not limited to the Restrictions being imposed hereon as shown on Exhibit A.

IN WITNESS WHEREOF, the Grantor has duly executed the foregoing as of the day and year first above written.

_____(SEAL)
Mark Estes, President of Dan River Basin Association

_____(SEAL)

State of NORTH CAROLINA

County of ROCKINGHAM

I certify that the following person(s) personally appeared before me this day, each acknowledging to me that he or she voluntarily signed the foregoing document for the purpose stated therein and in the capacity indicated: *DAN RIVER BASIN ASSOCIATION*

Date _____

(SEAL)

Notary Public

My Commission Expires: _____

EXHIBIT A

RESTRICTIONS ON SUBJECT PROPERTY (PARCEL #138450-DAN RIVER BASIN ASSOCIATION)

As part of the good and valuable consideration for the conveyance of the subject real property, the Grantor restricts the subject property to the uses and covenants contained herein. Acceptance of this Deed shall constitute acceptance of these restrictions by the Grantee and any party claiming title under Grantee.

In the event of a dispute over the reversion of the property, such disputes shall be heard in the Superior Court of Rockingham County to which the parties consent to both jurisdiction and venue.

1. The property shall be used as a low-impact riverside park for recreational and educational purposes only.
2. The property shall be protected and maintained with a riparian buffer along the Dan River. When maintenance and restoration efforts are made for the buffer, only native, non-invasive plant species shall be utilized.
3. Develop the property in such a manner, its history and riverside environmental integrity are preserved, save and except Acts of God. After any natural disaster, the owner of the property shall make reasonable measures to restore the property.
4. No timber shall be harvested from the property for commercial purposes. Said restriction shall not include the thinning and clearing as necessary and proper for the maintenance of the property and the goals stated herein.
5. No nonporous surfaces shall be placed on any portion of the property save and except any area required under the Americans with Disabilities Act as may be in force at the time of development.
6. The Dan River Basin Association has the power to approve or deny the plans for construction of any ancillary improvements to the property (i.e. – structures, walking trails, etc.) after transfer to the City of Eden.
7. These restrictions shall be enforceable by the Dan River Basin Association.
8. In the event any restriction is violated OR the property is not used or developed for the purposes herein described, the property shall revert to Dan River Basin Association (or its successor) in the following manner:
 - a. If the Dan River Basin Association believes that a violation of said restrictions has occurred, notice to the record owner of the property as listed with the Rockingham County Tax Department and/or the Rockingham County Register of Deeds via certified mail return receipt requested. Such notice shall state with specificity the violation of these covenants and shall provide for a period of ninety (90) days to cure such violation.
 - b. If after delivery of said notice and action is not taken, the Dan River Basin Association shall cause to be recorded in the Rockingham County Register of Deeds copies of the notice, the certified mail receipt and a sworn statement that the property has reverted to the Dan River Basin Association.



Clearwater Park

City of Eden, NC



Submitted by Dan River Basin Association (DRBA)

June, 2022

Summary

In 2019, Phillip Hunnicutt offered to donate approximately 2.25 acres of land on the Dan River located along Bridge Street in Eden, N.C. (Tax Parcel # 138450 and Deed Book/Page 1329/1970, tax value \$2,531.00). DRBA staff prepared a Stewardship and Development Plan (see attachment) that was reviewed, discussed with, and accepted by the donor. Then the property was donated to DRBA to be enhanced for recreational and educational use as a public park, to be called Clearwater Park in accordance with the agreed to Stewardship Plan.

This parcel of land has both recreational and historic relevance. It provides an ideal view of the Dan River and the massive 1852 Leaksville Covered Bridge stone piling. The tract is located between public river accesses of Leaksville Landing (City of Eden) and Leaksville Wildlife Access (NC Wildlife Boating Access).

Preservation of this tract ensures that approximately 900 feet of riparian forest will remain scenic. The property is bordered on the west by a parcel owned by City of Eden.



**As the City of Eden strives to reinvigorate its river heritage,
the Clearwater Park that DRBA developed creates an opportunity for the Dan River
to have a more visible presence in the historic Leaksville district
of the “Small Town with a Big Outdoors.”**

Implementation & Development of Clearwater Park

The first step was to clear the property of debris, litter and fencing structures. After accepting the donation in 2019, several DRBA board members, staff, and volunteers including Boy Scouts generously donated approximately 200 hours cumulatively over several months, to prepare the property for development.



DRBA then discussed with Boy Scout Troop 567 about sponsoring several Eagle Scout projects on the site. One of those Eagle Scout projects was construction of a trail and DRBA engaged Tony McGee of RoundRock Design to create a Trail Building Class for the Boy Scout Troop. Tony generously donated 25 hours in class preparation and in-the-field teaching time to the project.

This class taught a multi-day hand-on sustainable trail building course that taught the scouts how a sustainable trail is made, tools and machinery to create it, and the practical applications of a build for future use. The Scouts completed a ¼ mile trail at the site that runs along the river to a scenic overlook of the historic Leaksville Bridge piling.



Two additional Eagle Scout projects included building and installing picnic tables and benches at the site and construction and installation of the site kiosk.



DRBA also partnered with T and Lindley Butler, noted local historians, to assist in providing historical description for the site kiosk and an educational sign at the end of the trail describing the historical significance of the Leaksville Covered Bridge. The Butlers generously donated more than 20 hours in researching and writing the text for the signage.

Additionally, a fourth Eagle project from Scout Troop 567 was completed in 2022. This project including designing and building a short trail and installation of a bench that overlooks the river.



DRBA also invested its resources to manage and supervise these projects and provided additional fieldwork, design and funding in the development of the park.

Starting at the time that DRBA accepted the property donation in 2019, DRBA volunteers (including Scouts, Board Members and other DRBA members) have provided the maintenance and upkeep of the park, including trash pickup, mowing, cutting trees and other periodic maintenance as needed, of the property, including some recent mowing.

DRBA appreciates the Eagle Scouts & Scouts of Troop 567, the dozens of DRBA volunteers and community members that invested both their time and financial support to these projects that supported DRBA's development of this property and park.



Overall, the investment in the development of this park, including volunteer time, DRBA staff time, supplies, printing and construction costs, is estimated to be \$35,000.

Looking Forward

The DRBA Board of Directors have approved the donation of the Clearwater Park to the City of Eden.

Once transferred, DRBA will continue to partner with the City of Eden to further enhance and expand the amenities at Clearwater Park through grant and funding source identification, staff and board time, and recruitment of volunteers, resources and expertise as needed and appropriate. DRBA will continue its discussion with Boy Scout Troops to explore other projects on the site.



2019

HUNNICUTT LAND DONATION - STEWARDSHIP PLAN

INTRODUCTION

Phillip Hunnicutt has expressed intent to donate to the Dan River Basin Association (DRBA) approximately 2.25 acres of land between Bridge Street and the Dan River in Eden, NC. to be developed and for recreational and educational uses. (Tax Parcel # 138450 and Deed Book/Page 1329/1970). Property tax value is \$2,531.



SIGNIFICANCE & POTENTIAL

The property holds the following historical, scenic, and environmental value to the public interest: (1) provides an ideal view of the Dan River and stone footings of the circa 1800s Leaksville Covered Bridge. (2) The tract is located between public river accesses of Leaksville Landing and Eden Wildlife Access (a 1.25-mile river trip popular with paddle boaters and tubers). Preservation will ensure that approximately 900 feet of riparian forest will remain scenic. (3) While the suitability for

a riverside trail is yet undetermined, the property is bordered on the western side by land owned by City of Eden, which is adjacent to the campus of Mohawk Industries, a major flooring manufacturing company. Karastan rugs and other products are produced at this plant. Karastan has a 90-year presence in the City of Eden and the labor force consists of some 4th generation employees. A recreational trail connecting that campus with the Hunnicutt property would provide approximately 280 employees with access to outdoor recreation and opportunity for exercise. (3) The property provides opportunity for the Dan River to have a more visible presence in an historic section of the City of Eden populated with locally-owned businesses such as an eatery, attire shops, health food store, gift shop, photography studio, antique stores, and service-oriented establishments. One avenue for linking the historic business area with the park would be development of a linking trail and opening one half of Bridge Street to pedestrians.

ENHANCEMENTS

The park shall be named “Clearwater Park” in recognition of the donation and in accordance with the donor’s wishes. Within one year of the property donation, DRBA commits to (1) enhancing an existing cleared/graveled area that is currently suitable for parking; (2) design and construction of a modest kiosk or other signage identifying the park; and (3) providing one or more picnic tables for public use and enjoyment.

STEWARDSHIP

In order to ensure the long-term care and maintenance of Clearwater Park for the public, DRBA will identify an appropriate entity to take ownership of the Park and to be bound by the restrictive protective covenants. The property transfer will be under a formal agreement between the receiving entity and DRBA that the property will be managed and maintained in suitable condition for public use. DRBA commits to serving as an advocate, catalyst, and resource for the purposes of inspiring investment of public, private and foundation funding for park development. DRBA will accomplish this through public meetings, outreach to the property neighbors, presentations to civic clubs, fundraising, and preparation of grant proposals.

**City Manager's Report
August 2022
City Manager Jon Mendenhall**

ADMINISTRATION

Marketing & Special Events

WE WOULD LIKE TO SEND OUT A HUGE THANK YOU TO ALL OF OUR SHAGGIN' ON FIELDCREST SPONSORS!! WITHOUT YOU THIS EVENT WOULD NOT BE POSSIBLE!

Nestle Purina
Eden Tourism
Draper Volunteer Fire Dept.
Mabe's Trucking
Draper Cycle
Audie & Cathy Land Rentals
Elite Driving School
Railroad Café
Fair Funeral Home, Inc.
Tim Biggs Towing
Kenny & Tina Kirkman
Boone-Cooke Funeral Service
Hale Automotive
Rio Grande
Ray's Hitch & Trailer Sales, LLC
Clarence M. Hale Auto Sales, Inc.
Tommy & Vicki Underwood
Home Lumber
Jerry & Debbie Ellis
Benny Wray Auctions
Raymond Thomas
Draper Lumber
Adams Insurance Agency
Luck Stone
Karen Cochran

And to all those who came out and braved the heat to see a great show by Jim Quick & Coastline – THANK YOU!!

Our **SUMMER GROWN & GATHERED** set for August 11 SOLD OUT once again! Great evening celebrating local food, beverages, music and a beautiful and historic venue.

TOUCH-A-TRUCK takes place on August 20 along Henry Street in Uptown Eden from 10 a.m. to 1 p.m. Thank you to each and every driver/operator of over 45 trucks and pieces of equipment that come and interact with hundreds and kids. You are helping make some great memories for our children!!

RIVERFEST IS ALMOST HERE!! There is going to be big fun for the entire family that will include live concerts, delicious food, artisans & crafters, Purina Dog Team, gem sluice, Butterfly Experience, Kids Zone and so much more!!! Plan to come early and stay late!

FRIDAY – September 16 – 5 to 10 p.m.

SATURDAY – September 17 – 10 a.m. to 10 p.m.

See you there!!

PARKS AND RECREATION

MEALS ON WHEELS continues to operate out of the nutrition center each weekday morning and our Nutrition Center is now open Monday thru Friday at noon to feed our seniors on site with over 20 participating. Some of our seniors ride the SCAT bus to our center and arrive early to fellowship, socialize and enjoy themselves.

MILL AVENUE RECREATION CENTER has morning pickleball at 8:00 a.m. on Mondays, Wednesdays and Fridays.

AQUATICS has been very popular this summer!! The Splash Pad had over 4,000 visitors plus 51 rentals for parties during the month of July and over 3,200 people have visited the Mill Avenue Pool with 27 rentals for parties. Plus, 126 children aged 15 and under attend swimming lessons and 16 adults aged 16 and up.

FREEDOM PARK continues to be a very busy place for citizens of Eden! The park is full of people enjoying the playground, Splash Pad, basketball courts, skate board park, dog park, walking track, shelters and so much more. Plus, the Concert in the Park/Cruz-In continues to be successful the last Saturday of every month.

PROWLERS FOOTBALL & CHEER PROGRAM is underway and they are already practicing and getting ready for an exciting season!

The **SENIOR CENTER** is very busy with classes, bocce, shuffleboard, line dancing, pickleball and many other activities and services. We encourage all of our seniors to check it out and get involved. You will be glad you did!!

STAY ACTIVE!!!

FIRE DEPARTMENT

The Eden Fire Department assisted with several community activities that included the 4th of July Fireworks Display, a fire safety training class for Pleasant View Baptist Daycare employees plus a Public Education Event at the Blue Octopus located on Meadow Road utilizing the Fire Life Safety Trailer.

PUBLIC WORKS

The City has partnered with JCR Recycling here in Eden to offer **CURBSIDE RECYCLING**. We need a minimum of 200 households to register. This will be a bi-weekly pick-up with the cost of \$15.86 per month. Please call 623-2110 or come by City Hall to register.

The Street Division will begin work on the **Monroe Street Sidewalk Project** in August. Please be patient and cautious through this process.

A huge thank you to the **Part-Time Litter Control** team that worked in the heat and gathered 115 bags of trash in July!

PLANNING AND COMMUNITY DEVELOPMENT

LOCAL CODE complaints were slightly down this month. Complaints continue to be addressed in a timely manner and notices sent as needed. The inspector is also checking for other code violations as he sees them out in the field and submitting them.

LOCAL CODE INSPECTIONS JULY 1-JULY 31, 2022

Total Local Code Inspections Performed	75
Local Code Notices Sent	27
Local Codes Abated	20
Abated by Contractor	5
Abated by Facility Maintenance	1

There were 224 inspections performed and 128 permits issued.

The **Planning Board** met on July 26 to consider 2 cases: (1) Rezone approximately 34.34 acres close to the Oak Hills Golf Course; and (2) Delete criminal penalties as required by changes to the North Carolina General Statutes.

We are working on a **Rural Transformation Grant** and another for the Fire Station repairs. **UPDATE ON COVID-Draper GRANT:** We are expecting to hear from the Rehab Specialist with the Piedmont Triad Regional Council any day to start inspecting the houses and provided us with the work write up so we can proceed with advertising for bids.

CITY OF EDEN, N.C.

The regular meeting of the City Council, City of Eden, was held on Tuesday, July 19, 2022 at 6 p.m. in the Council Chambers, 308 E. Stadium Drive. Those present for the meeting were as follows:

Mayor:	Neville Hall
Council Members:	Gerald Ellis Jerry Epps Phillip Hunnicutt Kenny Kirkman Bernie Moore Bruce Nooe Tommy Underwood
City Manager:	Jon Mendenhall
City Attorney:	Erin Gilley
City Clerk:	Deanna Hunt
Media:	Mike Moore, Mike Moore Media Roy Sawyers, Rockingham Update

MEETING CONVENED:

Mayor Hall called the regular meeting of the Eden City Council to order and welcomed those in attendance. Reverend Karen Willis of Bluestone Missionary Baptist Church explained the pastor scheduled to give the invocation was delayed at work and that was why she was there. She gave an invocation followed by the Pledge of Allegiance led by Police Chief/Assistant City Manager Clint Simpson.

PRESENTATIONS:

- a. Strategic Planning Commission activities and accomplishments.

Mayor Hall called on Marketing & Special Events Manager and commission staff advisor Cindy Adams.

Ms. Adams said she was there to present the impressive list of accomplishments of the Strategic Planning Commission's first five-year plan called Positively Eden. It was a bold plan and it cranked out some awesome projects that enhanced our City in five different categories: broaden the impact of downtown Eden, increase economic vitality, boost neighborhood development, integrate health and recreation development, and engage citizens. She read the list of accomplishments: branding study, downtown promotional rack cards, story boards at City Hall, Bridge Street parking lot, Bridge Street parking lot sign, Washington Street façade grant, Washington Street pedestrian walkway, wire sculptures as public art in Grogan Park, Karastan mosaic, otter sculpture at the greenway, Children's Interactive Trail at the Smith River Greenway, Eden movie night at Winterfest, Reynolds Brewery façade grant, GIS WebTech on City website, job shadow program of City employees by MHS students, four Delta dental water fountains for Morehead High School, Washington Street mural, Meadow Road and Stadium traffic island landscaping, Spray mural, developer's luncheon and consultant that came for that, small area brands were completed with the Eden Branding Study Project, Panther murals at Morehead High School, the Unified Development Ordinance, Freedom Park Dog Park, Matrimony Creek Greenway grant supplement, Freedom Park Nature Trail grant supplement, Fieldcrest Road public space, Matrimony Creek Trail amenity package, Matrimony Creek Trail mileage markers, Smith River Greenway sunflowers, Leaksville Landing parking lot paving, Fieldcrest Road Public Space, Fieldcrest Road Public Space ribbon cutting, Dan River Nature Trail, Smith River Greenway Butterfly Trail, Klyce Street Landing/river access amenities, Spring Grown & Gathered, Bridge Street and Mill Avenue walking tracks and Fall Grown & Gathered. They supplemented both of those for one to two years. An Eden brand was developed within the branding study, Eden license plates and coasters, text messaging service, CTT Productions Did You Know series, WGSR advertising package, Our State Magazine video and digital article, marketing brochures, a boost to social marketing and the Explore Eden website upgrade.

Ms. Adams explained the commission was citizen driven and made up of the following members she asked to stand and be recognized for their dedication and hard work for the betterment of the City of Eden: Jim Burnette, Judge Ed Wilson –original member, Gerri Hunt, Jamie Galloway, Christy Hensley, Sandra Meadows, Houston Barrow, Sarah Griffith Heston – original member, Hope Bogaert, Sarah Stokes and John LeSueur. Staff representatives who worked closely with the group and worked very hard as well were: Mike Dougherty, Randy Hunt, Terry Vernon, Johnny Farmer, Kelly Stultz and herself. The plan at one time or another involved most every employee within the City. It might be on the financial end or installation of art pieces on the other end. A lot of employees touched the projects. Last but certainly not least she wanted to thank Council for their support and financial backing of all the projects that the commission believed positively affected the wonderful City of Eden.

Mayor Hall asked Mr. Sawyers to check and make sure the meeting was streaming live. He said he hoped it was and that everyone got to see what the commission had been able to accomplish in five years. Positively Eden was the name of it and as they could tell by the list of the accomplishments, it was a positive influence on the City. He appreciated the commission members and the council members past and present who supported the projects. Many of the comments he got throughout the community were about the items Ms. Adams just discussed and how appreciative people were for what the City had tried to do to make Eden a better place to live. He thanked Ms. Adams, her team and the staff who worked with the members. He hoped they could continue to make improvements.

b. The Retail Coach services and commercial recruitment.

Mayor Hall called on Ms. Stultz.

Ms. Stultz said for more than a year, she and her staff had been looking into various companies that did that sort of work. The previous week she had a conversation with Council Member Hunnicutt and he advised her that at a meeting former Community & Economic Development Manager Randy Hunt had shared some figures with that group and Council Member Hunnicutt thought they should be shared with Council. In the last five years, \$5 million had been spent in the various downtowns. There had been 82 housing units erected, 20 building rehabs, 33 façade grants, 28 new businesses, 88 full-time jobs and 31 part-time jobs. A representative, Charles Parker, was present from The Retail Coach. They were the original firm to do that type of work. He would like to make a presentation.

Mr. Parker thanked the person who set up his presentation and thanked Council for allowing him to present. He was a project director with The Retail Coach. Council had a proposal from The Retail Coach for retail recruitment and development strategy. The firm was founded in 2000 to help communities identify what their retail opportunities were; actively recruit new brands - restaurants, retailers, hotels - they had a very broad sense of the word retail; to fill the gaps in the communities; and overall coach them to retail success. Over the last 22 plus years, they had worked in more than 40 states with 650 plus communities across those states with a 90 percent retention rate with the clients on those services because they had been successful with the communities they were working with growing their business infrastructure and business ecosystem recruiting new businesses to their communities. They were a very experienced team. Kelly Cofer, the founder, in 2000 was the national site selector for a retailer and realized that while cities were fairly good at working on the industrial side of things, workforce development and traditional economic development, there was a gap as to how to go and get a new Zaxby's, a new restaurant, a new clothing store, how to fill 3,000 square feet of empty space in a grocery anchor shopping center. Mr. Cofer came up with the idea and pioneered the service of being the plug-and-play consultant to go in and actively recruit and call on the site selectors and represent the cities by touting the great pad site or 5,000 square feet. It was just like the site down the road. They would ask why a company was not in Eden and tell them they needed to be there. The firm provided all the data and the legwork to let the companies know about the opportunities in the client communities and fulfill those open voids. The firm had a full staff, everything from data analysis, multiple retail recruitment specialists whose

job was to hound those site selectors all day long and ask why they were not in Eden, or Gastonia, or Camden, South Carolina, to make sure that they knew about the opportunities by putting their best foot forward for the client communities. They were the original company that started the process over 20 years ago, pioneering the aspect and they had been very successful in the last 20 years. They were consultants, they were not brokers. They did not have a brokerage arm, no sister company that did brokerage. That allowed the firm to work with the local brokers and let them know the firm was not coming in to step on their toes. The firm would be there as a resource to them on behalf of the City. Brokers usually embraced the firm – they knew the staff was ultimately there to help them do their jobs. Ultimately their network became the broker's network, either to fill a space or move properties. The firm did multi-concept recruitment. They had a wide range of the term retail, using it to mean anything from soft and hard goods – restaurants from everything such as the sit-down Darden brands to fast-food restaurants and everything in between; entertainment – anything from Malibu Jacks taking over former Kmart's of 2,000 square feet, and even hotels to a certain extent. They worked with a lot of hotels. He had noticed by staying at the Hampton Inn the prior night and that night, it was hard to get a hotel room there. It was the only major flag of that tier in town. It was \$175 a night, which was a very high rate with a very high occupancy rate. He questioned why there were not more hotels. He thought a hotel study would show there was quite a bit of demand for additional hotels. That was overall under their umbrella as well. The firm had very consistent project teams. They had a team of 10 to 12 people and they had always maintained that small boutique style. They were better able to serve their clients. There was no sales team. He was there on day one and if they signed a contract, three months from now there would not be a new person replacing him. It would be him coming back to give them updates and him that the City called to ask about the status of a retailer. There would be consistent communication throughout the overall process.

Mr. Parker said he did want to touch on a few things about their strategy and what that looked like for the City. The first step would be analyzing the market. There was a data component to it. Although they did a lot of data, they were not a data company. That was not how they saw themselves. They saw themselves as a services company, being that recruitment tool. They were putting together the deals and talking to the local property owners, the local brokers. The firm wanted those people to know who they were and what they could bring to the table with a site selector, with a national tenant rep out of Charlotte or Raleigh, wherever it may be and ultimately putting the deal together. That was their job rather than just data. But data was a big component to it. They looked at the competitive markets and what the communities around them had and why they were more retailed in a sense. Looking at the market in Eden, there was only one major national restaurant and that was Ruby Tuesday. He guessed they would count Pizza Hut and Wing Street across from the street from them but other than that, there were not a lot of sit-down national restaurants. He questioned why. That was something his firm would dig into. They would question why the City could not get a Darden brand or a steakhouse in Eden. Those would be the top priorities from them looking from the outside before they got the feedback from the inside. Additionally, they would look at things on the workforce. Purina would mean jobs coming to town that would lead to more rooftops, more retail demand, on top of the existing needs not being met. The megasite just outside of town between Eden and Danville, ultimately that would start up at some point and create a whole lot more new opportunities for jobs and more demand for retail. There was a lot of opportunity that could be seen there on day one. They could also break it down and look at the community as a whole, whether that was north 14, south 14, near the Walmart, by the old mall and even Uptown Eden. He knew there were several more sub nodes. They looked at each part of town as its own unique district. They would ask what was needed there, what pieces would fit there. Some may just need a sit-down restaurant. Some may be a fit for a bigger box store. One may be a fit for independent brands and they would ask how they could help local entrepreneurs that were thinking about opening a shop. They would question how to provide those people with the right tools to get that boutique up and running, or that drink shop or whatever it might be. They had a little different strategy for each of those areas that they looked at in each of their markets. They ultimately got down to the trade area, and that was the key recruitment to any process was how they would pitch Eden to the people who wanted to be there. They used a lot of different technology but mobile location data was one where basically all the things people opted to on their phone shared location data for research. That research allowed them to show, there was a little five-mile radius there looking at the

Walmart in Eden, that there had been 1.5 million visits to that Walmart over the last 12 months and over 140 unique individuals had been within that Walmart in the last 12 months. For a town that had about 20,000 to 25,000 within five miles of where they were standing, that was significant pull factor for that Walmart. They knew that they were not just looking at five miles for where they were serving. They were serving well beyond that. He asked how they framed that as not you need to come to Eden but as we are not a town of 25,000 or 30,000 people but we are serving a market of probably close to 50,000 when they mapped out where people were coming from to buy their groceries or go eat. That was their ultimate crux when they looked at their overall retail trade area. They built everything else out from that as well, looking down the rabbit hole as to what were their psychographics, which were kind of demographics on steroids. Two people may look exactly alike, have gone to the same college and have the same job but if one goes hunting on the weekend while the other plays golf on the weekend, and one drives a truck while the other drives a sports car, they were going to spend their money significantly differently. They needed to figure out how to match that up to what retailers were a good fit there. Things like Tractor Supply that was already in town looked hard at psychographics. They went down the rabbit hole and tried to identify what the true opportunities were in town and then match up with the expanding brands in the region and say the core customer was here and they did not have a location there but needed to be there and there was a spot in the empty 3,000 square foot building and what the lease rate was. They would go have coffee together and tell them they needed to go sign the lease. That was the firm's role in all of that. Taking that a step further to look at leakage analysis, it put on paper a number amount of how much of certain brands were missing. They only had one sit-down restaurant. Overall, they were serving less than 80 percent of the demand within five miles. They were at 79 percent of meeting local demand. They were serving much beyond that five miles so they were really under retail in terms of sit-down restaurants. Grocery stores were another aspect of that. They were only serving 81 percent of demand essentially with the two Food Lions. That was a big component. They would have to figure out how to get that next tier grocery there to serve the customers. Both of those Food Lions were in the top half in terms of foot traffic and one was in the top third across the country for Food Lions. They had a strong grocery market there. They needed to figure out how to go in and expand and grow that market as well.

Mr. Parker said the key to the game was looking at the available retail and restaurant real estate. They would take a full retail best use analysis and go and do a site inventory. He had driven around that day with Ms. Stultz and Planner Jeff Alderman looking at sites. That was where they would take a next best look. They would ask the questions like why there was an outparcel in front of Tractor Supply and the storage unit and if that was an available unit. They would talk to that property owner and find out what the asking price was and be a facilitator. He referenced the old Winn-Dixie on the west side of town and asked if that was a key property the firm could go and be a matchmaker for a new tenant. Obviously, the big setbacks at Kings Highway. The helipad eliminated a full cloverleaf aspect to it. He questioned what that left with the other three quadrants. He asked if that was something they could talk to DOT about and see if that was potentially available. For an outsider those were questions that popped up as that was all key real estate as it was one of the highest trafficked intersections in the county. Those were key things that some of the brands that were missing here – Starbucks, Chipotle, Zaxby's of the world, Slim Chickens of the world. Those were all brands that were in markets much smaller than Eden so the question was why they were not there. That was the role of the firm – to go and figure out and to talk to additional shopping centers and look at those outparcels and find out if those were things the firm could go and help fill up, find the right tenants to make it work. As part of their process, they got into marketing and branding. They would put together traditional realtor site profiles so they could submit them to the proper site submission profile and processes that the national and regional retailers had to get them to come look. If they had not been to Eden in 10 years they were missing out because it had changed so drastically and they may have a dated impression of it. They would do all of that analysis to say they knew they had the numbers, specific sites and those were the brands that were expanding in the region. All the stars were aligning. As they continued on, they would build everything out from a marketing platform and a retail dashboard that could be part of the City's website or a standalone as well. The site selectors or real estate committees had gone from 15 to 20 to one or two across the country. Publix did not have the same staff - they had to farm it out. They were constantly traveling. They had to do so much research

digitally. To make sure they had all the information they would direct them to the site to check out the drive times and radius. They provided all those pieces to execute the retail recruitment process from day one. They were the megaphone for the community. They had the resources and the network over the last 20 years. They knew who the key decision makers were for Aldi, for Chick-fil-A, they talked to them on a regular basis. The firm could get feedback and understand why they were not in Eden, what the timeline would be to get in Eden and how they could ultimately move that up. There was a live tracking platform to note every conversation they had. The client would know exactly who they had talked to and what the feedback was. Even if it was not a yes, a no and why was very important information. It would allow them to determine what they needed, such as additional rooftops, a site closer to Walmart. That was all part of what they did and what they tracked and provided through their services. A big part of what they did was go to tradeshow and represent the City there as well. That was the National Council of Shopping Centers conferences which had the national show in Vegas in May every year. There were close to 25,000 that year. It was the first one since covid. Generally, it was about 40,000 to 50,000 people out there. There were regional shows in Charlotte and Atlanta as well where it was basically a big speed dating of sites and site selectors pitching projects to be at. The firm represented their client communities at those events. Overall, they became plugged in and an extension of the Planning and Community Development Department, of Ms. Stultz's office. They wanted to become part of the community and work with the property owners, understanding what their goals were and ultimately how to fill their space and bring new brands to the City. From that they have helped communities get brownfield grants as well. They would really be a part of the economic development team and strategy in the long term. They took their partnerships seriously and wanted to ensure they had a productive, long-term partnership with each of their communities. He knew that was throwing a lot of information out at once. It was a bit of catchall economic development and understanding how it all worked, who the right people were and what the numbers were they needed to see and that was their expertise and why they had been so successful in the communities they had worked in.

Council Member Hunnicutt asked what kind of timing Mr. Parker expected from the time a contract was signed to the time he would actually be out engaging. He asked how long it took to do the deep dive of data collection, local conversations with whomever the stakeholders would be to be interviewed, and putting together the marketing. He asked how long that would take from the time they signed.

Mr. Parker advised from the first part to compile, put the dashboard together, pull all the reports together was usually between 45 to 60 days. That being said, they would start picking up the phone and calling on brokers to ask their general interest in the area of a few outparcels they were checking on. There should be immediate feedback in the sense they started recruitment day one as much as they could. If they were told someone was interested, they would finish putting the information together and keep them on the line. In that sense, recruitment started day one.

Council Member Hunnicutt said part of that would be to talk to clients, or potential clients, about what was available, both existing buildings and land. He asked if the firm built the real estate inventory.

Mr. Parker replied absolutely, that was something they kept a running track of. If six months from now, someone decided to sell his property, that would be added to the property, and if one sold, it would be rolled off. Whether it was available property, often it was off-market property. Local knowledge helped and that was a key part of why they wanted to be so plugged into the community. They kept a running inventory of the available sites and built out the profile sites. When they were told someone needed a one-acre outparcel, they would have seven or eight options to send them. That was how they were successful.

Council Member Hunnicutt said his last question was what staff's requirements would be needed in terms of not only startup, but the ongoing process. He asked if there were specifics the firm would be looking to staff to help.

Mr. Parker said the minimum would be general information such as the number of housing permits, things that ultimately would play a role in recruiting retail. If there were contacts to be made, introductions to local property owners. That was usually the bare minimum that helped them do their job more. The flip side of that was as involved as they would like to be, they would be included. If the firm went to a conference and a council or staff member wanted to go to Charlotte and sit in on those meetings and meet the brokers face-to-face, they would set an agenda for them and be right there in the passenger seat. Staff could be involved as much as Council would like their staff to be. But generally they were pretty plug and play. If they could not track down a property owner through their own research and staff knew somebody, that was really about all they needed to get rocking and rolling.

Council Member Hunnicutt said he actually did have one more question. At the last meeting, Council had briefly touched on the topic and Council Member Underwood had asked a very legitimate question – it appeared they may be edging into a recession. He asked if Mr. Parker, given the timing, could talk a little bit about the retailers and if they actually stopped their process during a recession. He questioned what was going on with them. Going into a recession, he asked if that created opportunity for the City.

Mr. Parker said generally the looming recession seemed to be targeted to specific areas, not as blanketed as others had been, such as '07 or even the covid recession. During covid, although people were furloughed and travel restrictions were in place, the firm was still talking to people weekly whose number one goal was to drop new stores. Even when construction costs went through the roof or tough times lay ahead, those people were still looking and going ahead with their overall plans. Currently, the firm was looking for 2024, 2025, 2026 locations. At the end of the year each year, if five or six of their 15 or 20 spots fell through, the firm could look for 2023. It was a long-term play. Currently, Texas, Georgia and the Carolinas were probably four of the top states because that was where people were moving. There was migration in. Retailers knew that and understood that and needed to keep up with that pipeline. That was an area the firm questioned all the time, what was going on in the Carolinas. It was one of the hotter of the markets despite some overall trending things that may be looming. The impression of retail was still pretty bullish even with high gas prices over the summer that had knocked out some travel. Inflation was a big piece of it but retail sales still went up in June. Things were still trending in the right direction, despite a lot of headwind. The expectation was to still drop a significant amount of stores in the next three to five years.

Council Member Ellis welcomed Mr. Parker to Eden. He was glad Mr. Parker was there and of course he had been to North Carolina in the past. He could see that Mr. Parker had had 650 assignments in 40 states. He asked which was the smallest city Mr. Parker had worked with.

Mr. Parker advised the firm had worked in towns as low as 1,200 and lower. Loxlee, Alabama, was one town of about 1,200, now it was a city. They had a Buc-ee's down there. Anywhere from as small as 1,200 to Dallas, Texas. They were working in San Antonio currently with some of their projects. They had a wide range of figuring out the right pieces. The key was figuring out the specifics of what each city needed.

Council Member Ellis asked if those cities already had economic developers working there.

Mr. Parker replied that all of them had someone who wore that hat. Obviously, San Antonio had a team of economic developers. In Loxlee, they did not necessarily have anyone overseeing it. They had a council member who kind of volunteered to oversee it. It was along that same continuum of how involved someone wanted to be or if they wanted to outsource it.

Council Member Ellis asked how many cities the firm worked with between Virginia and the Carolinas.

Mr. Parker answered there were eight or nine communities they had worked with.

Minutes of the July 19, 2022 meeting of the City Council, City of Eden:

Council Member Ellis asked if any were in a 100-mile range of Eden.

Mr. Parker advised they had worked in Thomasville for two years but were not currently working there.

Council Member Ellis asked about their work in the coastal area.

Mr. Parker said they had worked in coastal South Carolina and in Halifax County.

Council Member Ellis asked if it was correct that they would only talk over the phone. That was what he understood from the packet Council received.

Mr. Parker said they would make at least three trips back to Eden over the next year. Usually it was closer to four or five. The firm did a lot of work in Charlotte and it was not a very far trek to Eden. They did also work in Halifax County and across the state. They could expect to see him three or four more times, maybe not officially at a council meeting but stopping in. If there was a site tour and he needed to be there, he would be sure to make a trip and work with a local property owner or developer if they needed him there. He could fly in. The firm had a budget for travel to get back. There would be monthly update calls. Whoever wanted to participate in those was welcome to. The firm would make at least three additional trips back to Eden in person in some form or fashion.

Council Member Nooe told Mr. Parker he liked a good portion of what he had presented, getting ready, having information and all that available. His biggest concern was recruiting businesses to compete with people who were already here. He asked if the firm had tracked over their years the impact on existing owners and operators in town providing the same service when a new business was brought in.

Mr. Parker said the last thing they wanted to do was put out especially a local business. That was not something they ever wanted to do. That was one of the key focuses they worked on, looking at where the gaps were that were not meeting demand, that there would be room for a new restaurant or that there was room for a new clothing store. That they were not putting one out. They wanted to make sure the pie was large enough for that. That was a key component. If there were other subjects or other topics they would be told to nix that. If they went through their list of 25 or 30 targets and the City advised one was not something they wanted to go after, the firm could nix it and go on to just certain concepts they wanted to make sure fit. He would say overall in competition, there was a reason CVS went across from Walgreen's and why Lowe's went across from Home Depot. It created a destination. People would know they could go to Eden and get what they wanted. If one did not have it, across the street would. That was the rising tide of that mentality. There was a reason competition was healthy. At the same time they wanted to make sure the right pieces came in, there was room for them and they complemented the overall ecosystem already in place.

Council Member Nooe said he wanted to be able to answer the questions of people who wanted to come to Eden and provide as much service from staff and whatever else to give them as much information as they needed. Still, there was just something about bringing restaurants in with the restaurants here struggling to get staff. If you went by places you saw places needing people to work and they were competing for the same people to work.

Mr. Parker said staffing was an issue all over the country. It was a real issue.

Council Member Nooe said that was what he had to justify to himself, if it was something the City needed to be doing ... recruiting people to come in and compete with current taxpayers. That was his biggest concern about it.

Mr. Parker said he understood. It was a balancing act of employment, sales tax dollars, providing amenities. The recruiting industry asked do you have a Starbucks, do you have a Chick-fil-A, if they had certain brands that people would want who were moving there. They would google it on a map and would not see the brands and question if that was somewhere they really wanted to live. Overall it was an amenities act and that was how they saw retail. It was not just an end-all equation anymore. There were questions industries asked about certain thresholds because at that point they would have kind of made it as a city. They were seeing retail ultimately as an input for larger businesses too which was how they could ultimately recruit more people to town. It was certainly a balancing act.

Council Member Underwood asked what kind of guarantee the firm could give for the \$43,000 for the first year and \$33,000 for the years after. He asked how many businesses the firm would be able to bring in.

Mr. Parker advised there were no guarantees in it ultimately because the firm was not brokers. They could not ultimately make anyone sign for that aspect of it. There were no guarantees. He would say the best metric they had to show their success was that 90 percent retention rate, 90 percent of their clients over the last 20 years had opted to continue on with the firm. Even if he called Zaxby's that night and they said they were on board, Council would not be eating chicken strips a year from now. It was a process overall from that aspect but their backdrop and their history of success of bringing businesses in over time he thought did speak to the volumes that they could be successful and the fact that the level of existing retail and restaurants currently in Eden showed there was significant room to bring in those brands.

Council Member Ellis said with another person they had really tried in the past seven or eight years to bring in the chains. He thought they had a very fine economic developer in the past and he had just retired from the City which was why he had asked Mr. Parker if he worked with economic developers. It was like Council Member Nooe had said ... they just had one lumberyard close and bought out and they had another one in Eden. The same chain was less than 15 miles away. And then they had a Lowe's within 10 miles on each side and going into Danville as well. It was very difficult for them to say they were going to bring in someone to recruit. Eden had restaurants. It was difficult for them to say they were going to use \$40,000 for that. If the firm could bring industry in, he would be very happy.

Mr. Parker asked what the struggle had been with industry recruiting.

Council Member Ellis said currently the City did not have the roads to bring them in. There were two-lane roads coming in from the east and west. Madison and Reidsville had gained a lot. Currently they were waiting on the Berry Hill project and hopefully it would take off, maybe more for future generations. It was a positive thing and they wanted to keep positive thoughts. He appreciated Mr. Parker taking the time to do the presentation. Undoubtedly there were many successes in those 40 states he had worked in.

Mr. Parker said he did believe Eden was primed to attract that next tier of retail that was missing.

Council Member Moore said he knew Mr. Parker's business was named retail and he knew that was what they were going after. He noted Council Member Ellis had brought up businesses. It was his thinking that big industry was looking for parks and recreation, what types of restaurants were in town and things like that. In his opinion, this was something they needed to do. It may be six or seven years, it could be two or three years. It was not going to just happen on its own. They had to have some leadership to get it done and somebody who knew what they were doing. Evidently the firm did. That was his thinking. He asked for an approximate number of retailers, whether restaurant, retail clothing or motel/hotel, the firm had in their network.

Mr. Parker said well over 100. Then they worked for brokers who tenant rep for dozens at a time. As many as expanding brands were, whether they had three, five, six locations up to 350 locations, odds were the firm had at least cross referenced them or checked in some of their key markets. Council Member Moore had made

an interesting point – retail did need to be recruited. It took constant attention. The guys did have to cover five or six states at a time for one person. They could not cover every small market. It did take overall attention for that.

Council Member Hunnicutt said in his view, retail recruiting should be a complement to industrial recruiting. As Council Member Ellis pointed out, geographically Eden did not have interstates. Eden was the largest city in the county and probably unfortunately never going to get an interstate access like Reidsville or western Rockingham County had. They had to look at how they could grow and part of the strategy in his mind was to continue industrial recruiting like they were doing, they needed to do more work on that, and not only that but to complement. He had done a little bit of research just to see what other cities had been able to do in terms of dollars. He was not sure if Mr. Parker was familiar with Albemarle but it was the same size as Eden, 16,000 people, with no interstates and very similar to Eden. Even though they did not use The Retail Coach, they had a retail strategy they had put together and over a six-year period, they recruited and landed 11 national brands, created 200 jobs and \$27 million of investment. For Eden, that was a big industry. They were spreading the risk on it and meeting some demand. Speaking of demand, if basically anyone was asked in terms of what number one thing they would love to see Eden have, the answer was Chick-fil-A. The former economic development director even put together a group and they went to Burlington to say Eden wanted a Chick-fil-A. They recruited. There was a demand and a need for it. For recruiting, inbound industry would look at quality of life. They heard a lot of folks talking about having to go to Greensboro to get a steak or whatever it was. He certainly respected Council Member Nooe's view on it but it was kind of a chicken or egg thing. They were not going to get people there if they did not grow. They had to create the platform for growth and they had to be able to push it. He realized that yes, there was some competition that would occur but hopefully it would be backfill that was in. One of the things that he had heard for years, and he was born and raised in Eden, was that there were no opportunities for the youth in town. Maybe working at a restaurant was not their forever job but there were a lot of people who started there who developed a good work ethic, learned how to get a payroll, and then they moved on up. He thought there were a lot of opportunities there. His last comment at that point was he did not feel that Eden was or had ever been staffed to be able to do that and for him, part of that proof was that it had not happened. Yes, they had picked up a Family Dollar or something like that. He did think there were opportunities. He went to Martinsville, which was smaller than Eden was, and rode around up there. They had a Marshalls, Belk, Aldi, Harbor Freight for the guys. There were a number of brands that were in smaller cities than Eden. He felt like they had the opportunity if they would just go after it. They had some excellent spaces and sites, one that Mr. Parker even indicated on 14. So the question was why, why were they not. He thought it was beholden to them to try to lead the City in the direction of growth not only for investment but for the opportunity for the City to have a department store for the ladies to go shop or a steakhouse or whatever it may be. Those were his views.

Council Member Epps asked if Mr. Parker was able to pinpoint what he had been able to accomplish in cities the size of Eden.

Mr. Parker said that one much smaller was Camden, S.C., with about 7,500 and the firm had helped them infill with Marshalls, Hobby Lobby, Five Below, Eggs Up Grill, Ollie's Bargain Outlet, as well as Popeye's near the interchange as well. They had been successful with communities much smaller than Eden. It was key as to what everything aligned to and the fact that they had key properties on the major thoroughfares that had high traffic counts that were in front of the major retailers. That was usually the biggest trouble more than interstates was if a place had the key real estate aspects. Eden had a plethora of sites that seemed to be available which was usually the biggest hurdle in smaller communities but did not seem to be in this case.

Council Member Epps said the reason he asked that was because Martinsville had to close about two restaurants and Greensboro about three. He asked if that impacted the situation.

Mr. Parker replied he did not think so. He thought each one was a little different in the fact that there were a lot of stores closing and a lot of stores opening currently but it was net positive. It was finding the right people. A lot of them on the national and regional side were franchise driven. Maybe there had not been a franchise dedicated to the area yet. Maybe they needed to go on that side and find who the closest franchise was, who had the rights and figure it out that way, more of a grassroots pitch. There were a lot of ways to skin the cat on it but ultimately the firm's job was to figure out what that looked like. There certainly was opportunity. There were too many communities much smaller than Eden that had a plethora of brands that were not in Eden. It was not really a size issue. It was why they had not been aligned and executed yet.

Council Member Ellis said Mr. Parker had spoken about Camden and the six or seven businesses that came there. He asked what the next city within 15 or 20 miles was to Camden.

Mr. Parker said it was about 30 miles from Columbia.

Mayor Hall thanked Mr. Parker for his presentation and said there would be action on the item under unfinished business.

SET MEETING AGENDA:

A motion was made by Council Member Moore to set the meeting agenda. Council Member Underwood seconded the motion. All members voted in favor. The motion carried 7-0.

PUBLIC HEARINGS:

There were none at this time.

REQUESTS AND PETITIONS OF CITIZENS:

City Attorney Erin Gilley read the policy for speakers.

Michelle Barnes, 708 Washington Street, said she was going to tell Council to smile. It was hard enough to get up and talk and no one was smiling. She appreciated the opportunity. She was there to talk about the parking lot behind 708 Washington Street. It was a public parking lot. It got a lot of use now that her business was there, the DMV was there. The mayor should know – his wife had been there for years at The Front Porch. Those who had lived in Eden a long time, or all their lives, knew that most of the public parking lots were one way in and one way out. A lot of people did not realize that now. The signage was very vague if any was up. The arrows on the asphalt were extremely faded that showed a driver which way to go. She herself had almost had a couple of accidents. People would back up, come out of the DMV, immediately turn left and that was actually the in way. Drivers should enter in the lower parking lot. All the parking spaces were aligned for someone to come in that way and park at an angle so when they backed up they could go out the upper parking lot close to the fence at the old Karastan. In the grand scheme of things, it was not a big deal. It was not like they were trying to get retail there. She was just trying to prevent accidents from happening because she, her husband, her mother and her kids, her staff and friends all turned in that way. There was always someone coming out the wrong way. They would either have to stop in the street and let them go or they would have to back up. Or, instead of fixing the signs, they could always widen them and make them in and out but that would be another problem.

Mayor Hall said Ms. Barnes had a timely presentation for Council because item 10a was discussion of that exact parking lot and that exact issue.

Council Member Ellis said he wanted to apologize for not smiling. He was focused on the discussion.

Ms. Barnes said it was OK. Someone could smile and be serious at the same time.

Marie Hackbart, 925 Seymour Court, said she came about a problem with someone phrogging, living in her house, and getting the K9 to come and possibly get him out. She did find out that did not work. The guy who was phrogging had been in the house longer than she had. He had been in the house since 2018. As far as a dog, he pooped and he was marking his territory, the person who was under her house was, so it was marked as his house. She had to think of some other way to go about it. One of the things she had been thinking about was a crimestopper or suing him personally. She needed to get with a lawyer. She appreciated the fact that the chief of police sent the K9 to the house and they found out it did not work in her instance. If somebody was running, yes, the dog could catch them but nobody was running. As soon as the K9 left, he was there. What he did was he walked, she could hear him. He busted her ceilings and things like that. She had to be a lot smarter. She had had five alarm systems and locks on the door changed and changed. It did not work. She had to find out how she could be aggressively safe and get that person out of her house, other than burn her house down. He would leave then, that was for sure. She thanked the Council very much for the opportunity and she wished them best of luck. Her only comment with the consultant they were talking to was they had to decide if they wanted to stay a small, personal town or if they wanted to become a megalith. They wanted to stay small and personal so they could keep track of their children, religion, everything that stood for family. That was her opinion. She thanked them very much and wished Council best of luck.

Council Member Epps advised Ms. Hackbart to check with the magistrate's office and they could give her some information on how to take care of it.

UNFINISHED BUSINESS:

- a. Consideration to authorize a commercial recruitment engagement with The Retail Coach.

Ms. Stultz wrote in a memo: At the July City Council Meeting, a representative from The Retail Coach will make a presentation about the services they provide. This will provide the Council with the opportunity to ask questions as you consider their company. The cost of their program is \$40,000 for the first year and \$30,000 per year for future years if the service is renewed. Each year there is the possibility of up to \$3,000 in expenses. The Retail Coach seems to be the best fit for our current needs with available staff. If a contract with them is approved by the City Council, staff recommends that the program be evaluated in a year to determine effectiveness.

Mayor Hall called on Ms. Stultz.

Ms. Stultz said she did not have anything else to add.

Council Member Ellis asked how many employees were currently in her department.

Ms. Stultz replied she had six and a half, which included a part-time employee.

Council Member Ellis asked how many she had lost in the last 24 months due to retirement.

Ms. Stultz said one employee would retire at the end of August and one in December. Her vacant positions were codes inspector, community and economic development manager, and community and economic development specialist.

Council Member Ellis asked if there were then one and a half people in her department.

Ms. Stultz said there were more than that. She was not counting the vacant positions in that number she gave.

Council Member Hunnicutt made a motion to proceed with hiring The Retail Coach for retail recruiting. He said it was not clear in the proposal but he thought it was listed as one year with a one-year renewal. He wanted

to address that as part of the motion. They were already at August and that was part of why he asked Mr. Parker about the time getting started. There would be a couple of months of trying to do that if they proceeded. They were immediately going to go in budget retreat for next year's budget in February. There would not be enough time for the firm to even get going to see if they were effective. If they got it approved, his motion would be a two-year contract that could be terminated at the end of one year. It was the same thing. They were basically making a one-year commitment on it but the difference being if they signed now, the renewal would be around September of next year and they would not have to make a decision until September whereas if they did a one year, they would have to start looking in February or they would not have the budget for it. He clarified that his motion was that the City hire The Retail Coach for a two-year contract that could be terminated at the end of one year.

Mayor Hall asked if Ms. Gilley or Mr. Parker saw any contractual concerns with that. He thought it was the same thing as the proposal.

Ms. Gilley said she thought they could negotiate it between the two parties and if not, it would obviously be brought back to Council.

Council Member Hunnicutt said the only reason was the timing on it. Again it would be September for it to start and then it would be February and time to budget for it or not. There would not be time to make a good decision.

Council Member Moore said that would give them a full year.

Council Member Hunnicutt agreed he wanted to give them a full year to at least see if they could get some traction and that sort of thing. It was the same thing. If at the end of the first year they were not happy, they would stop it.

Mayor Hall said he thought what Council Member Hunnicutt was saying to some degree was at the budget time next year, they would budget for it and if they decided they did not want to at the end of the full year, they would opt out.

Council Member Hunnicutt agreed and said the money would be put back into the general fund.

Mayor Hall said he understood the motion.

Council Member Moore seconded the motion.

Council Member Nooe asked if anyone had talked to the local business owners, operators, to see if anyone had concerns about recruiting businesses. He had been busy and had not gone out like he should. He had one or two say something to him about it. He had not gone personally to try to track it down. He made a substitute motion to table the item until the next month. He would make an effort, and charged the rest of Council to make an effort, to talk to a few people and see if they had any concerns and get the contract straightened out and vote on it next time if that would be allowed as a substitute motion.

Mayor Hall said he had talked to several people who had said the recruiting was what they needed to do. He understood Council Member Nooe needed to talk to whoever he thought.

Council Member Nooe apologized for not taking care of that before the meeting.

Mayor Hall said there was a substitute motion to table the issue to the following month.

Council Member Epps seconded the substitute motion.

Council Member Kirkman said he agreed with Council Member Nooe. He had several experiences with seeing businesses decline.

Mayor Hall asked if people were opposed to the growth or scared of competition.

Council Member Kirkman said scared of competition.

Mayor Hall said that was not a good thing.

Council Member Kirkman said he was on the road a lot and most days in Greensboro. He had customers talk about having up to 40 percent less business. He saw a decline right now. He thought it was a bad time to try to do it, although it was a wonderful idea.

Mayor Hall asked if he thought it was a bad time to go after the growth.

Council Members Underwood, Kirkman, Nooe, Ellis, Hunnicutt and Epps voted in favor of tabling the issue to the next month. Council Member Moore voted in opposition. The motion carried 6-1.

NEW BUSINESS:

- a. Consideration of two ordinance text amendments addressing traffic and parking in the Uptown Eden/Leaksville area.

Sgt. Jim Robertson wrote in a memo: Police Department staff request you consider the adoption of two ordinances: to rescind existing two-hour parking and to designate an alleyway as one way. Two-hour parking (Ordinance 23-1): As far back as November of 2020 (and probably prior to that) there has been a question about the two-hour parking on Washington Street and the surrounding streets. The City Code defines those parking zones thusly: § 9-156 LOCATION OF TWO-HOUR PARKING ZONES. The following areas are hereby designated as two-hour parking zones: (A) Washington Street, from the intersection of Bridge Street to the intersection of Hamilton Street; (B) Bridge Street, from the intersection of Jay Street to a point 200 feet south of the intersection of Washington Street; (C) Henry Street, from the intersection of Harris Street to a point 200 feet north of the intersection of Washington Street; (D) Monroe Street, from the intersection of Washington Street to the intersection of Jay Street. ('89 Code, § 9-156). The problem with the two-hour parking that has arisen is threefold: first, the two-hour parking signs were removed several years ago when Washington Street was being resurfaced and were never reinstalled; second, due to the signs not being present, the two-hour parking has not been enforced; and finally, with the refurbishing and projected economic growth of the Downtown Leaksville business district (also known as Uptown Eden), two-hour parking restrictions may no longer adequately service the businesses. It is the recommendation of the Police Department that the ordinance established in 1989 which regulated two-hour parking on Washington, Monroe, Bridge and Henry streets (Eden City Code §9-156) be rescinded to more accurately reflect the needs of today's community. This would require the adoption of Ordinance 23-1. Alleyway (Ordinance 23-2): Council Member Underwood contacted Sgt. Robertson regarding the alleyway behind the DMV License Plate Office on Washington Street and requested that a study be conducted to determine if the alleyway could be designated as "ONE WAY." After studying the layout of the parking lot and reviewing the N.C. General Statutes, it was determined that the alleyway portions of the parking lot could be regulated with "ONE WAY" directional signs to be enforceable by designated City Ordinance. Attached to this memo is a map showing the suggested placements for "ONE WAY" signs and a "DO NOT ENTER" sign. It is the recommendation of the Police Department that an ordinance, 23-2, be adopted to designate the alleyway as one way.

Mayor Hall called on Chief Simpson.

Chief Simpson said there a couple of items for Council to consider. The first item addressed in Council's packet was two-hour parking in the areas of Washington, Henry and Monroe streets. The department had taken a look at it. It was established in 1989 and had been on the books since then. The last time Washington Street was paved and looked after by the state, the signs were taken down and never put back up. To be honest, in probably 15 years, the department had not enforced two-hour parking on Washington Street. The ordinance was to do away with two-hour parking on Washington, Henry and Monroe streets. There were a couple of

reasons for it. First, he did not want the department to be adversarial with the downtown businesses. He did not want to be adversarial with the patrons of those businesses. They wanted those people to come, walk and spend money. Looking at the downtown area, there were hairdressers. If someone went in for a haircut, perm and color, it would take more than two hours. If someone were waiting at That Little Pork Shop and the wait was an hour and a half, it would be a little while. Staff had looked at it from multiple avenues. He had also visited there two or three times a week and had not had an issue finding a parking spot on Washington Street. He patronized some of those businesses there. There was some talk about why they did not enforce, why they should enforce or if they should enforce. The purpose of the recommendation was simply to bring it to the forefront and have Council make a decision on two-hour parking in that area.

Council Member Epps asked if enforcement involved someone from the City chalking the tires.

Chief Simpson answered yes.

Mayor Hall said it was that option or a meter.

Council Member Nooe asked if there were other areas in town that had hourly parking limits.

Chief Simpson said none that he was aware of. On Washington Street, all the signage was gone from the lower end but there were two signs stating no parking from 8 to 5 by the church that was the former Eden Daily News. They were not taken down because they were not in the way when the work was done on Washington Street. There were none that he could think of but that did not mean they would not come up. It had been a discussion for years, all the way through back to the previous two chiefs.

Council Member Nooe said if there were more, they could straighten them all out at once.

Chief Simpson agreed.

Council Member Ellis said he did not think there were any in Draper or on The Cook Block. He asked if Patrick Street would be done as well if there were two-hour parking there.

Chief Simpson said yes, it covered the entire area addressed in the ordinance. If Council saw fit to do so, it would repeal the two-hour parking in that entire area.

Council Member Epps asked if chalking would be cheaper than signs and meters.

Chief Simpson said not necessarily because he would then have to request for someone to do it, someone would have to be hired.

Council Member Hunnicutt said that morning he did a count within that little district to try and determine how businesses were negatively impacted. There were nine hair salons and he personally went to visit each one he could. Of the nine, five were open. He spoke directly with the owners. Every one of them confirmed they had lots of clients who were there more than two hours. Every one of them, without a doubt, asked that the two-hour ordinance not be put on them because they would have clients who would be penalized and would have done nothing wrong. They were there patronizing the businesses. One of the individuals told him she formerly had worked in Reidsville and they did have it. That person had personally paid from her pocket \$10 fines for anybody who got a ticket because they were sitting that long. A hundred percent of the ones he was able to talk to said please do not do two-hour parking. To Council Member Nooe's point, he did reach out as he wanted to hear people's opinions on it. He would say, if they have a problem with parking, they needed to address the problem. They should not throw everyone under the bus by having an ordinance that did not work for what they were trying to do. If there was something they needed to address and look at, he was OK with that. He

Minutes of the July 19, 2022 meeting of the City Council, City of Eden:

was saying that an ordinance that had been on the books for 30 years was not effective and he thought it needed to go away.

Mayor Hall asked if the proposed ordinance changes needed to be voted on one at a time.

Ms. Gilley advised no.

Chief Simpson said the follow up to that was that things could change. Right now, they did not want to be adversarial with businesses. They wanted people to come and patronize those businesses and spend money and be there. That did not mean things could not change. The department's job was to objectively look at the safety and quality of life in that area. Currently, they believed this was the correct course of action.

Council Member Underwood said he would like to ask that the items be voted on separately.

Ms. Gilley asked Mayor Hall if he had meant to vote separately on the parking ordinances or those and the one-way ordinances.

Mayor Hall said he meant the two ordinances.

Ms. Gilley advised they should be voted on separately. She apologized as she thought he meant the parking areas.

Council Member Ellis asked if the streets would be clear of parked vehicles overnight.

Chief Simpson asked if the question was if someone could park there 24 hours.

Council Member Ellis said yes.

Chief Simpson said they could but it was something to think about. If they were to keep the ordinance the same from 8 to 5, he could go up there and park his car in a parking space at 3:01. At 5:01, his two hours would be up but he would not have to move his car and it started over again at 8 a.m. From there he would have until 10 a.m. to continue to park so he could keep it there all night anyway even under the current ordinance.

Council Member Epps asked about parking in the municipal parking lot on Henry Street.

Chief Simpson advised they would discuss that issue next.

A motion was made by Council Member Moore to rescind the 1989 ordinance and go back to open parking. Council Member Hunnicutt seconded the motion. Council Members Nooe, Ellis, Hunnicutt, Moore and Epps voted in favor of the motion. Council Members Kirkman and Underwood voted against the motion. The motion carried 5-2.

ORDINANCE 23-1

AN ORDINANCE OF THE CITY OF EDEN, PROVIDING THAT ITS CODE OF ORDINANCES BE AMENDED BY CHANGING AND ALTERING THE TWO HOUR PARKING ALONG WASHINGTON STREET, MONROE STREET, HENRY STREET, AND BRIDGE STREET (EDEN CITY CODE §9-156) OF THE CITY A GENERAL ORDINANCE AS DEFINED IN GS 160A-77

Be it ordained by the City Council of the City of Eden as follows:

Section 1: 2-Hour Parking (Eden City Code §9-156) – Repealed.

Section 2: All ordinances and parts of ordinances in conflict with this ordinance are hereby repealed.

Section 3: This ordinance shall be effective as of the date of the date of final adoption.

In the COUNTY OF ROCKINGHAM
Adopted this 19 Day of July, 2022
CITY OF EDEN CITY COUNCIL
BY: Neville Hall, Mayor
ATTEST: Deanna Hunt, City Clerk
Approved as to form: Erin Gilley, City Attorney

Chief Simpson said someone had just come up and spoke on this. Council Member Underwood had contacted Sgt. Jim Robertson who did the research for a traffic study concerning one-way traffic in the alleyway of Patrick and Henry streets and behind the license tag agency. After looking at it, Chief Simpson thought it was designated one way but was not officially one way. It had some markings that said one way. He went to the site and looked for himself and found the markings were not true and correct, were not visible. He went to the DMV office and when he left he turned left and came down Henry Street. Obviously, he did not even pay attention to that because of the markings. The request was an ordinance declaring that one way. From the map attached, they could see a vehicle would have to enter on Henry Street and exit on Patrick Street. The map showed the location of signage and markings on the roadway so that it was clearly marked. Obviously, it would be a period of time for not technical enforcement but to gain compliance by enforcement. In other words, they would have some officers up there to make sure people were following one way in an attempt to gain compliance, not necessarily through citations but through conversations.

Council Member Underwood wanted to clarify that people could still go through the parking lot on Henry Street according to the diagram.

Chief Simpson agreed as long as they came out on the upper side of the parking lot.

Mayor Hall said it was basically a signage issue and markings on the pavement.

Chief Simpson added that it would make it official.

Mayor Hall said it would be operated as intended. The City just needed to do marking and the signs better.

A motion was made by Council Member Nooe to adopt an ordinance that traffic flow be one way in the Patrick Street/Henry Street municipal lot alleyways. Council Member Underwood seconded the motion. All members voted in favor of the motion. The motion carried 7-0.



ORDINANCE 23-2
AN ORDINANCE OF THE CITY OF EDEN, PROVIDING THAT ITS CODE OF ORDINANCES BE AMENDED BY CHANGING AND ALTERING THE TRAFFIC FLOW TO ONE WAY IN THE PATRICK STREET/HENRY STREET MUNICIPAL LOT ALLEYWAYS OF THE CITY
A TECHNICAL ORDINANCE AS DEFINED IN GS 160A-77

Be it ordained by the City Council of the City of Eden as follows:

Section 1.1 – It shall be unlawful for the driver of a vehicle to proceed in a northeasterly direction into and/or through the Patrick Street/Henry Street Municipal Lot long alleyway located closest to and running parallel with Washington Street.

Section 1.2 – It shall be unlawful for the driver of a vehicle to proceed in a southwesterly direction into and/or through the Patrick Street/Henry Street Municipal Lot short alleyway located furthest from and running parallel with Washington Street.

Minutes of the July 19, 2022 meeting of the City Council, City of Eden:

Section 1.3 – “ONE WAY” signs shall be placed, erected or installed throughout the Patrick Street/Henry Street Municipal Lot long alleyway in such a manner as to direct motorists to proceed only in a southwestwardly direction through the Patrick Street/Henry Street Municipal Lot long alleyway.

Section 1.4 – “ONE WAY” signs shall be placed, erected or installed throughout the Patrick Street/Henry Street Municipal Lot short alleyway in such a manner as to direct motorists to proceed only in a northeastwardly direction through the Patrick Street/Henry Street Municipal Lot short alleyway.

Section 1.5 – A “DO NOT ENTER” sign shall be placed, erected or installed at the Patrick Street/Henry Street Municipal Lot long alley exit at the intersection of Patrick Street directing traffic that is proceeding or attempting to proceed in a northeastward direction from Patrick Street that such action is prohibited.

Section 1.6 – The OFFICIAL TRAFFIC MAP of the City of Eden is hereby amended to conform with this Ordinance.

Section 2: All ordinances and parts of ordinances in conflict with this ordinance are hereby repealed.

Section 3: This ordinance shall be effective as of the date of the date of final adoption.

In the COUNTY OF ROCKINGHAM
Adopted this 19 Day of July, 2022
CITY OF EDEN CITY COUNCIL
BY: Neville Hall, Mayor
ATTEST: Deanna Hunt, City Clerk
Approved as to form: Erin Gilley, City Attorney

REPORTS FROM STAFF:

a. City Manager’s Report

Mayor Hall advised there were copies available for the public, the report was published in Eden’s Own Journal and it was online as well.

City Manager’s Report July 2022 City Manager Jon Mendenhall

ADMINISTRATION

Marketing & Special Events

SHAGGIN’ ON FIELDCREST: We along with the Draper Merchants Association invite you to join us for SHAGGIN’ ON FIELDCREST on Saturday, July 23!! Jim Quick & Coastline will be performing LIVE from 7 to 10 p.m. on Fieldcrest Road in downtown Draper. There will be delicious food and beverages on site. Admission is FREE! Bring your chairs! No coolers are allowed.

SUMMER GROWN & GATHERED: Our SUMMER GROWN & GATHERED is set for Thursday, Aug. 11 at the Spray Mercantile. This will be a great evening under the stars that includes great food and beverages, live music and a celebration of local grown and made products!! Tickets are on sale now and going fast!! Call 623-2110 and ask for Marketing & Special Events to reserve our seat.

RIVERFEST APPLICATIONS ACCEPTED: We are still taking applications for these RIVERFEST (Sept. 16 and 17) vendors: Artisan/Crafter, Business Display, Food, Large Business – Vehicle Display
Contact the marketing office at 336-623-2110 or cadams@edennc.us or get your application at www.edennc.us.

OINK & ALE RECAP: We want to thank everyone who came out and enjoyed OINK & ALE on June 18!! We had a huge crowd from all over the Triad and region that enjoyed an awesome live concert by On The Border – The Ultimate Eagles Tribute, delicious barbecue and refreshing beverages. Another Thank You to all the volunteers and vendors that made this night the success it was!

TOUCH-A-TRUCK: We are looking for cool vehicles to display on Saturday, Aug. 20. If you have a piece of equipment, truck, etc. that you think kids (little and big) would enjoy seeing, touching, etc. please let us know. This is an awesome event that kids really enjoy!

INFORMATION TECHNOLOGY

SCAM AVOIDANCE CLASS: Detective Sgt. Andrew Kenyi and Information Technology Director Kevin Taylor will be teaching how to avoid phone and online scams. The class is free and open to anyone who would like to attend. It will be held from 10 to 11 a.m. on Tuesday, August 23 at the Garden of Eden Senior Center, 508 Orchard Drive. Kevin will cover online, email and text message scams and offer tips and tricks for recognizing phishing emails using actual phishing messages received on the City's email system while Sgt. Kenyi will discuss active scams that are being reported in the Eden area and give tips on how to avoid becoming a victim.

PARKS AND RECREATION

AQUATICS: The Freedom Park Splash Pad and Mill Avenue (Draper) Pool are open daily from noon until 6 p.m. Call 336-623-2110 to reserve for a private party. FREE swim lessons for kids and adults every

CITY MANAGER'S REPORT - JULY 2022 – PAGE 2

Saturday at the Mill Avenue Pool: 5-8 years old at 8:45 a.m., 9-16 years old at 9:30 a.m., 17 and older at 10:30 a.m. No preregistration required.

MUSIC & CRUZ IN: Come out to Freedom Park on July 30 at 6 p.m. to hear live music at our amphitheater. Admission is free! Bring a lawn chair and your friends. Concessions will be available. The car cruise in starts at 5:30.

PROWLERS REGISTRATION IS OPEN! We are now registering for our fall Prowler football teams and our cheerleading program for ages 5-12. Practice begins Aug. 1. Sign up your child at Bridge Street, Mill Avenue, Customer Service at City Hall or online at www.edennc.us.

PROWLERS FOOTBALL AND CHEER CAMPS: For ages 5-12, completely free! Cheer camp is 5:45-7, while football is 6-7:30, both at Freedom Park. No preregistration required.

RECREATION CENTERS: Bridge Street and Mill Avenue recreation centers are open Monday – Friday from 10 a.m. until 6 p.m. Come walk our track and exercise; play tennis, basketball, pickleball or shuffleboard; or use the playground.

FREEDOM PARK: We're excited to announce the dog park has been relocated to the back of the park, away from the noise of the playground, splash pad and road. We think this will be a better fit for the dogs and their owners.

SENIOR CENTER: The center continues to be active, with an average of 26 people attending daily.

SUMMER DAY CAMP: The camp is hosting 25 children this summer, with several on the wait list. These kids enjoy trips to Mill Avenue Pool, Freedom Park Splash Pad, Roll-A-Bout Skating Center, playgrounds and have tennis lessons. They have adopted "Daisy Duck" as their mascot after she wandered into camp the first day it started.

PLANNING AND COMMUNITY DEVELOPMENT

COLLECTIONS: We received \$573.69 in code enforcement fees in the month of June.

GRANTS: CDBGNR-Draper: The PTRC will be assisting with the site inspections and bidding of the repairs beginning in July.

LOCAL CODES AND INSPECTIONS: 119 were performed with 48 notices sent.

PERMITS AND INSPECTIONS: 290 inspections were performed with 166 permits issues. The Purina project is now accelerating as deadlines approach. A demolition permit was issued for the Spray Cotton Mill renovation project. A new Dollar General is proposed to be located on the corner of N.C. 14 and Town Creek Road. Several new single family dwellings are under construction with more expected.

BOARDS AND COMMISSIONS: The Community Appearance Commission met to replant the planters on Fieldcrest Road. The Historic Preservation Commission met June 13 and recommended in favor of a request for Local Landmark designation for the Spray Cotton Mill. This request went to Council was approved. The Tree Board did not meet in June. An Arbor Day program was held for the Leaksville United Methodist Church Child Development Center on June 22.

POLICE

EMPLOYMENT OPPORTUNITIES: The department currently has several openings for police officers and continues to work toward recruiting excellent law enforcement officers to serve the citizens of Eden.

NEW EQUIPMENT: The Axon fleet camera install will be completed the week of August 1. The department is coordinating with Eden Fire to conduct the install at Station 4.

b. Report on advisory committee proceedings.

(1) Strategic Planning Commission.

Mayor Hall said that report had already been presented and he told Ms. Adams she did a good job.

(2) Planning Organization Boards.

Mayor Hall called on Ms. Stultz.

Ms. Stultz said most of the boards did not meet in July of each year. The Planning Board meeting would be the following week.

(3) Parks Commission.

Mayor Hall called on Mr. Vernon.

Mr. Vernon said the commission had not met but he would give Council a little feedback on what had been going on. Football and cheer registration had been going on the last couple of months. A camp would be held for both football and cheer on July 25, 26 and 28. It was free to all kids and would be held 6 to 7:30 each evening. The first practices for football and cheer would begin August 1 and staff was looking forward to that. Summer Camp was going strong with 25 kids which was the limit. They were going to the swimming pool, splash pad, Roll-A-Bout and to the playground at Osborne Baptist Church. The kids were enjoying it. He was sure Council had read about the duck that was adopted for the camp. It had grown from a little chick to a monster. It would not hardly stay in the tote when he had to carry it back and forth. The kids had watched it grow and had enjoyed watching it. He had enjoyed taking care of it although his wife was not too thrilled with it. They were doing alright. The Summer Camp was going well. He asked how many of Council had been to the swimming pool. It was asset for that community. He had been down there several times and they had reached capacity which was 150 swimmers several times. It seemed to be going real well. He thanked Council for their support in getting that done because it was a real asset to the community once again.

Council Member Epps said Mr. Vernon had done something several had tried and never done. Council appreciated him.

Mr. Vernon said he appreciated Council as well.

Council Member Ellis thanked Mr. Vernon for leaving part of history there at the pool by leaving the cabinets which had been there through many lifeguards, some who had passed away. There was a lot of history there. He really admired the centerpiece that had been put in, that Assistant Director Ray Thomas had put in.

Mr. Vernon said Mr. Thomas was in charge of that.

Council Member Ellis said the program had worked good together that involved City Plumbing and Mr. Thomas and his crew. It was really a big plus for Eden. The pool was the best thing for families. The front and sides had been dressed up and steps had been installed for adults to use, which was a big plus. The hardware in the bottom was top of the line. It was well balanced and he appreciated it.

Minutes of the July 19, 2022 meeting of the City Council, City of Eden:

Mr. Vernon thanked Council Member Ellis. He said the swimming pool was more for the older kids, they did not have as many younger kids there even though they had the kiddie pool. The splash pad was where it was at for the younger kids and of course they came up there and were full blast everyday too. The splash pad was somewhere that families could come and go within a couple of hours. The kids could get their energy out. People stayed at the pool all day long. Both places were good to go for families. He appreciated the support.

Council Member Ellis asked how much water was used in one dump at the splash pad.

Mr. Vernon did not know but said he could check and see what the size of the bucket was and how full it got.

Council Member Ellis asked how much water was used when it flipped and things of that sort.

Mr. Vernon said the pool held 450,000 gallons but he did not know about the splash pad.

Council Member Ellis said he thought it was more like 150,000.

Mr. Vernon said the pickleball program continued strong Mondays, Wednesdays and Fridays at the Mill Avenue Recreation Center and Tuesdays and Thursdays in the evening at the Bridge Street Recreation Center. There was a cornhole league going again. They traveled and played the previous night at Freedom Park with about 25 players. It was a beautiful evening and they had a good time.

Council Member Ellis said he spoke with Mr. Vernon's brother about cornhole and he said they traveled to four or five places in the county.

Mr. Vernon said it was all in the city. Staff tried to get people to different parks and areas and stuff. Some people had never seen Mrs. Ernestine Hampton Park or the Matrimony Creek Nature Trail shelter. They went to different places so people could visit them. They may never venture over there unless they went to play. That was something they tried to do.

c. Report on proposed plans for Monroe Street improvements.

Planning & Community Development Director Kelly Stultz and Public Works Director Paul Dishmon wrote in a memo: A public meeting was held in late June with the Uptown Merchants and property owners. At that time, there was discussion about the Monroe Street Improvements. The parking lot project has been completed and plans are for Monroe Street from Washington Street to Jay Street to be repaved. The sidewalks and curb and gutter are also to be replaced. The travel lanes and parking will remain as they are currently and will be re-stripped according to the current design and to meet safety standards. The scheduling and execution of this project is to be undertaken by Municipal Services. If you have any questions, please let staff know.

Mayor Hall called on Ms. Stultz.

Ms. Stultz said it was a subject they had discussed and had public meetings about over the last year. At that point, the recommendation from staff and the ITRC after discussions about one-way travel was that the sidewalks be improved/replaced, the street repaved with new markings as is. There were some areas that were not marked now, they were painted out. In the future staff may be back to ask about doing some landscaping in those but currently, the recommendation was to move forward just like it was.

d. Report on citywide curbside recycling marketing effort.

Mayor Hall called on Ms. Adams.

Ms. Adams said the City had partnered with JCR Recycling in Eden to offer curbside recycling to residents with a biweekly Wednesday pick up at the cost of \$15.86 per month billed by the City. The marketing effort

had begun and the deadline for sign up was set for September 30 to reach the 200-household minimum requirement to implement the program. Efforts included the following: a press release was sent to Eden's Own Journal with a half-page ad to appear in the August issue highlighting the Trash Talk flyer and to run in From the Desks of City Hall, Mike Moore Media, Roy Sawyers with Rockingham Update, Susie Spear with Rockingham Now, Eden Chamber of Commerce for their newsletter blasts and Star News. The City had placed the information on the City Facebook page, Twitter, Instagram, website news, public works and finance pages, scroller on the homepage, August e-newsletter and on the LED sign. Staff in customer service and the finance department had all the correct information when citizens called and either wanted to sign up or had questions. Staff created a flyer called Trash Talk with simple signup information that was pushed out the previous day. The information in it would change over the next few weeks while the format stayed the same. Staff would put little tidbits in there that people needed to know and encourage them to sign up. When the 200 mark was reached, there would be another information blitz with more educational materials included such as: what you could recycle and what you could not and why not; the blue can gets this; what happens if you mixed in household garbage with recyclables; when the carts would be rolled out and what days recyclables would be picked up; holiday recycling; recycle smart and avoid having recyclables sent to the landfill; possibly use magnetics that people could put on their refrigerators or filing cabinets or wherever they wished; and finally more information on the Mebane Bridge Recycling Center and what they took and did not take. As of that day, there were a little over 50 households signed up for the service. They had until September 30 to go.

Council Member Epps asked if it would be on the regular water/sewer/trash bill.

Ms. Adams asked Finance & Human Resources Director Tammie McMichael who answered it would be on the bill. Ms. Adams said that was great because the only thing left they could do was by direct mail and that covered it.

Mayor Hall said it was important to point out that although they said it was billed by the City, the City was not getting the money. They would take it and pay it to the recycling company. The City was sending out the bill. It was not a new bill that the City was collecting. It was just a pass thru to the company. He thanked Ms. Adams and said he hoped everyone would sign up. They would probably have opportunities at some of the events like RiverFest and other venues to make it available for people to sign up.

CONSENT AGENDA:

- a. Approval and adoption of the June 21, 2022 Council meeting minutes.
- b. Approval of an extension to the commercial dumpster contract with Waste Management.

Solid Waste Superintendent Dusty Curry wrote in a memo: Please find attached a second amendment to the City's agreement with Waste Management of the Carolinas, Inc., for stationary container (dumpster) solid waste service. An original contract was entered into on March 15, 2016 with a first amendment following June 18, 2019. Exhibit A of the attached amendment shows an increase of around 16 percent. This increase is due to continuing rising metal and fuel costs, as well as the lack of availability of material. This second amendment is for a term of three years. Staff did reach out to Waste Management to seek a reduced rate which was not granted. Please do not hesitate to contact me if you have any questions or concerns.

EXHIBIT A

Effective July 1, 2022								
Account	Container Size	EOW	1X per Wk	2X per Wk	3X per Wk	4X per Wk	5X per Wk	Rental
359-7353	4	\$32.00	\$64.25	\$128.50	\$192.76	\$257.04	\$321.29	\$13.12
	6	\$48.01	\$96.39	\$192.76	\$289.16	\$385.54	\$481.93	\$15.31
	8	\$64.01	\$128.50	\$257.04	\$385.54	\$514.06	\$642.57	\$17.50
	Cardboard Recycling	\$92.34	\$147.26	294.52				
	Lockbar	\$8.00						

A copy of this contract is on file in the City Clerk's Office.

Council Member Underwood said he had a question regarding 12b. He asked if they were going up on the City in their rates.

Mr. Mendenhall advised yes. He asked for Public Works Director Paul Dishmon to come forward to explain.

Mr. Dishmon said the rates from Waste Management would be going up with about a 16 percent increase overall. The increase could have been a lot more than that. They had asked for Waste Management to back down the increase and were told it could not be done. Waste Management said they needed to go up to about 43 percent on a lot of them but currently the City was looking at 16 percent. It was a three-year contract. It could be to the City's advantage to take it as opposed to not taking it knowing how the market would end up going. If the City did not take it, the current customers would be without dumpster service.

Council Member Underwood asked if Mr. Dishmon had explored other options, other companies, and he hoped he had.

Mr. Dishmon said that would come in year two. They would get it out to three vendors in year two of the new contract if it was approved.

Council Member Underwood asked him to repeat that.

Mr. Dishmon said they would bid it out in year two of the three-year contract. Anybody who wanted to bid on it could.

Council Member Underwood asked if it was done prior.

Mr. Dishmon said due to the material hike and the availability of material, it was probably the low end of an increase compared to what it could be.

A motion was made by Council Member Epps to approve the consent agenda. Council Member Ellis seconded the motion. All members voted in favor of the motion. The motion carried 7-0.

ANNOUNCEMENTS:

Mayor Hall said Saturday night in the Draper section of town was Shaggin' on Fieldcrest. It was always a popular event. It was put on by the merchants and the City. He hoped everyone could make it out for that and hoped the weather held out. He congratulated his lifelong friend, Jason Tuggle, who was named principal at Morehead High School that week. He was a local boy and was excited about starting the new challenge there as principal. Since the last meeting, Randy Hunt had moved on from the City and Mayor Hall wanted to thank him publicly for the things that he was able to do, particularly for the downtown areas. He did not think anyone could argue that the downtown areas were in much better shape than they were without Mr. Hunt.

Minutes of the July 19, 2022 meeting of the City Council, City of Eden:

Council Member Epps thanked the Lord for touching Brother Mike Moore, who had been very sick there for a while. It was good to see him at the meeting.

Council Member Nooe said it was not an announcement he had but a request that the city attorney, if it was appropriate, provide Council with information concerning changing the number of council members. He had heard a couple of rumors about a request for information going around asking for stuff on reducing the number of council people and he would just like to get what the process was and how it was initiated from start to finish.

Council Member Underwood said he had heard the same thing and he was definitely concerned with it.

Council Member Epps said he was satisfied with what they had to which several members agreed.

Mayor Hall said he did not know who had proposed that but they would get the info.

Council Member Nooe said he just wanted to know how it was done if someone was trying to do it.

Mayor Hall said the way it was done from what he understood was a general statute change through the North Carolina General Assembly but it had to be approved by Council before it even went to them.

Ms. Gilley advised she was not sure it had to be approved by Council. It was in the City's charter which was approved by the Legislature, so it had to start with the North Carolina Legislature but she would get them out information.

Mayor Hall said he had heard rumors of having possibly less wards and three at-large votes, of having the same number of council members but having four wards and three at large, not reducing the number of taking the votes away from anybody but just allowing people to run whereas if they were in one district and decided they wanted to be a council member but a member was just elected in their ward, they were out for three and a half or four years before they could file to run. That was the way Reidsville did it. That was the only discussion he had heard was the possibility of having four wards and three at large. Nothing had ever been discussed formally to his knowledge.

Council Member Epps said actually Council was at large anyway because they worked together.

Mayor Hall said the City voted one every ward. In the ward system they had now, a member had to live in one of the seven districts. He had a citizen call him and ask about doing Leaksville, Spray, Draper and Central and three at-large seats. He did not know the process and how that worked but he did think it had to come from the General Assembly as a change to the charter. That was the only rumor he had heard but they knew the town had a few rumors going from time to time.

Ms. Gilley said she could get that information to Council. The legal process of what it would take to make that change, not any sort of recommendation.

Mayor Hall said exactly and thanked Ms. Gilley.

Council Member Epps said to hope it was just a rumor.

Council Member Underwood said he just wanted to make sure it came before Council before any decision was made.

ADJOURNMENT:

Minutes of the July 19, 2022 meeting of the City Council, City of Eden:

As there was no further business to discuss, a motion was made by unanimous consent to adjourn.

Respectfully submitted,

Deanna Hunt
City Clerk

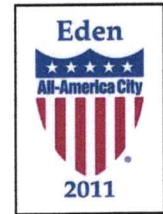
ATTEST:

Neville Hall
Mayor



Design & Construction

P.O. Box 70, Eden, NC 27289-0070
308 E. Stadium Drive, Eden, NC 27288
(336) 623-2110
Fax (336) 623-4041



Memorandum

To: Honorable Mayor and City Council

Through: Jon Mendenhall, City Manager

From: Bev O'Dell, Design and Construction Manager *BWD*

Cc: Deanna Hunt, City Clerk
Kelly K. Stultz, AICP, Director of Planning & Inspections

Date: August 5, 2022

Re: **Consideration of Proposed Water Main Extension
by Dan River Water, Inc. to serve Guerrant Springs Road (Phase2)**

Mike Lemons, Utility Supervisor for Dan River Water, Inc., is requesting that City Council grant approval for the proposed installation of about 8,000 LF of 8-inch diameter PVC water main along Guerrant Springs Road (SR# 2023). The project starts about 100 feet northeast of the intersection with Stephens Road and Maverick Road (where WL project approved by City Council in March 2022 ended). The project ends just east of the intersection with Lillard Road. Approval of the proposed improvements is being requested in accordance with the water purchase agreement between the City of Eden and Dan River Water, Inc.

Preliminary plans for the proposed water main improvements, prepared by William E. Mitchell Associates, are enclosed for review and information. The Engineer's Report for the project is also enclosed. The proposed improvements are intended to serve up to 12 single-family residences, and provide additional fire protection in the area, with four hydrants shown to be installed.

It is recommended that the proposed Dan River Water, Inc. water main extension along Guerrant Springs Road be allowed to proceed towards getting plan approval from Public Water Supply Section, then installed when DRW has the funding needed. If you have any questions, please do not hesitate to contact me, or Mike Lemons, prior to the August City Council meeting.

Thanks for reviewing and considering this matter.



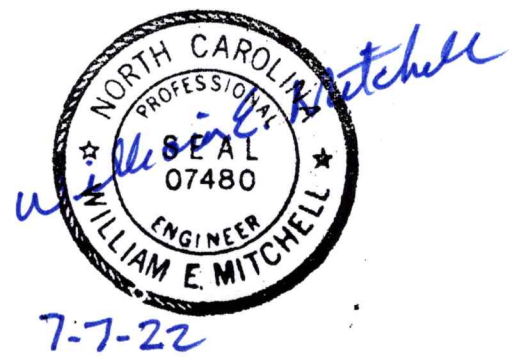
WILLIAM E. MITCHELL ASSOCIATES
CIVIL ENGINEERS, LAND PLANNERS & SURVEYORS

ENGINEER'S REPORT NO. 2
WATER MAIN EXTENSION
GUERRANT SPRINGS ROAD
ROCKINGHAM COUNTY
JULY, 2022

- (1) Existing water system : Dan River Water Incorporated water system
- (2) Facility served : Extension of Dan River Water Incorporated water system to serve Guerrrant Springs Road
8,000 L.F. 8" water main
- (3) Applicant : Dan River Water Incorporated
610 Patrick Street
Eden, N.C. 27288

- Owner : Dan River Water Incorporated
610 Patrick Street
Eden, N.C. 27288

- (4) Facilities served : Potential 12 single-family residences
- (5) Future service : N/A; no expansion plans
- (6) Alternate plans : None; site is within Dan River Water Incorporated service area
- (7) Financial considerations : Cost borne by Dan River Water, Incorporated from available funds
- (8) Future demand : N/A; no expansion plans
- (9) Character of source of water supply : Supplied by City of Eden; no known sources of pollution
- (10) Water treatment processes : N/A; water provided by City of Eden
- (11) Purchased water : Dan River Incorporated purchases all water from City of Eden
- (12) Description of design basis : N/A; water provided by City of Eden
- (13) Daily demand data : Water provided by City of Eden; daily demand does not exceed agreement with City of Eden for purchase of water
- (14) Infrastructure improvements : N/A; water provided through existing Dan River Water Incorporated system

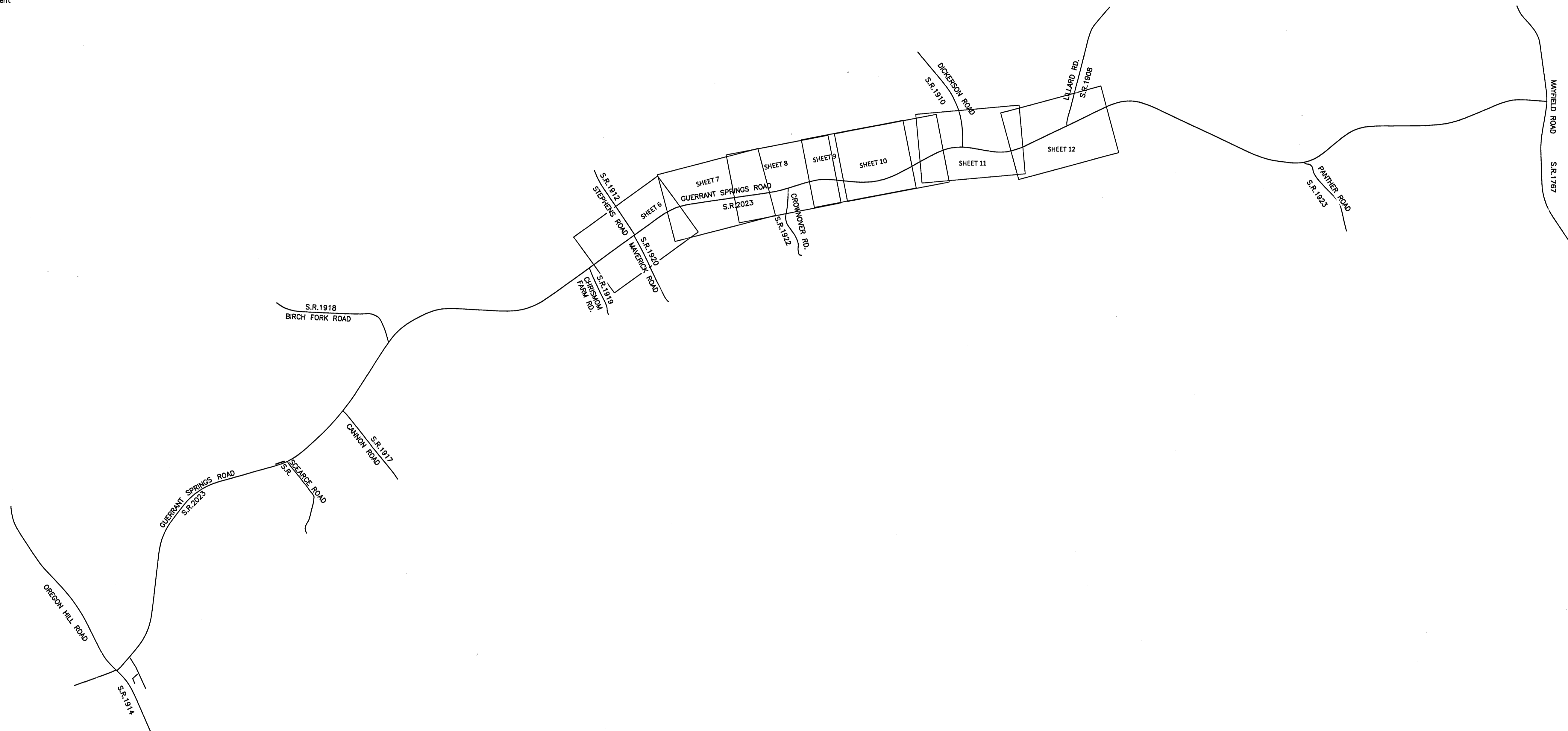


- (15) Average Daily Demand = 881,700 gal.
Maximum Daily Demand = 1,055,800 gal.
- (16) Maximum daily treated water that can be purchased from City of Eden = 1,666,666 gal.
- (17) Total storage capacity (elevated & ground) = 1,529,000 gal.

GUERRANT SPRINGS ROAD

LEGEND

⌘ Pole Utility	—X—X— Fence
⊗ Pole Light	—E—E— Easement
○ Pole	—R—R— Right-of-Way
▲ Sign Small	—S—S— Stream River
■ Catch Basin-Drop Inlet	—W—W— Existing Waterline
⊔ Culvert Headwall	—T—T— Existing Underground Telephone
⊕ Proposed Fire Hydrant	—TV—TV— Existing Underground Cable Television
⊕ Proposed Water Valve	—GAS—GAS— Existing Underground Natural Gas
⊕ Existing Water Valve	—FG—FG— Existing Underground Fiber Optic
⊕ Existing Water Meter	—P—P— Existing Underground Power
⊕ Existing Telephone Pedestal	—OH—OH— Existing Overhead Power
⊕ Mailbox	
R/W Right-of-Way	
⊕ Centerline	
E.I.S. Existing Iron Stake	
RCP Reinforced Concrete Pipe	
CPP Corrugated Polyethylene Pipe	
CMP Corrugated Metal Pipe	
EP Edge of Pavement	

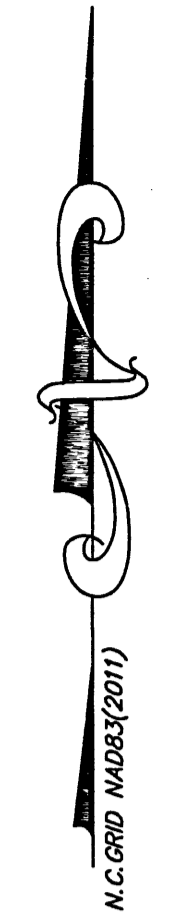


CONSTRUCTION SEQUENCE:

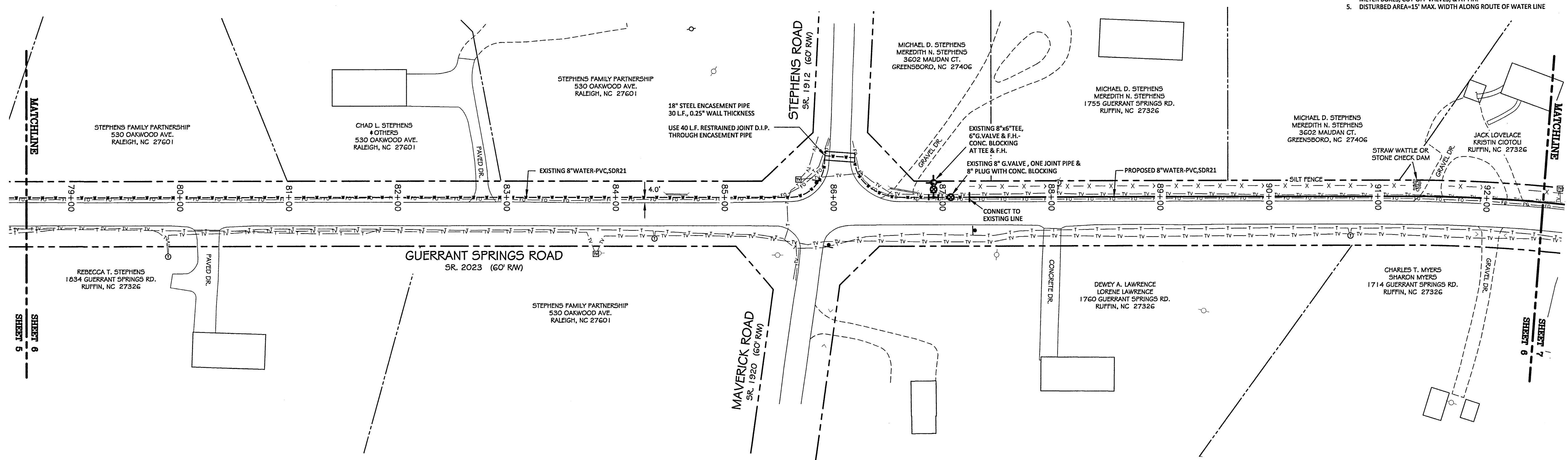
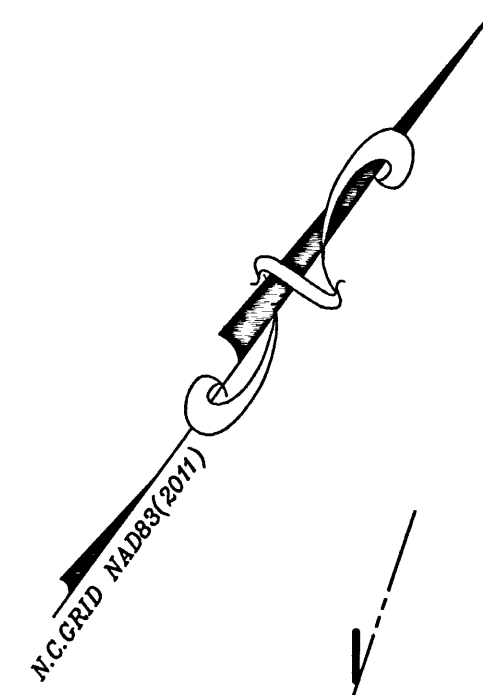
- OBTAIN APPROVAL FOR SEDIMENT & EROSION CONTROL PLAN; CONTACT LAND QUALITY SECTION AT 336-776-9800 PRIOR TO START OF PROJECT.
- INSTALL SILT FENCES OR STRAW WATTLES WHERE NOTED.
- BEGIN UTILITY INSTALLATION; PROTECT STORM DRAIN INLET OPENINGS FROM SILTATION WITH STRAW WATTLES.
- IF CONSTRUCTION VEHICLES ARE OPERATING IN AREAS BEYOND THE EDGE OF PAVEMENT, STABILIZED CONSTRUCTION ENTRANCES AT ACCESS TO PAVEMENT ARE REQUIRED.
- SLOPES GREATER THAN 3:1 TO BE SEEDED WITHIN 7 CALENDAR DAYS OF COMPLETION OF CONSTRUCTION.
- COMPLETE UTILITY INSTALLATION; INSTALL NETTING WHERE DITCH LINES HAVE BEEN DISTURBED; PERMANENTLY SEED ALL REMAINING DISTURBED AREAS WITHIN 14 CALENDAR DAYS OF COMPLETION OF CONSTRUCTION.
- CONTACT LAND QUALITY SECTION AT 336-776-9800 FOR ON-SITE INSPECTION/CONSULTATION BEFORE REMOVING ANY EROSION CONTROL MEASURES.

NOTES

- ALL WORK TO BE DONE IN ACCORDANCE WITH STANDARDS & SPECIFICATIONS OF DAN RIVER WATER, INC.
- INFORMATION CONCERNING EXISTING UTILITIES WAS OBTAINED FROM AVAILABLE RECORDS, ULOCO MARKINGS, AND FIELD SURVEY. HOWEVER, THE CONTRACTOR MUST DETERMINE THE EXACT LOCATION OF ALL UTILITIES BY DIGGING TEST PITS BY HAND AT ALL CROSSINGS WELL IN ADVANCE OF TRENCHING. PRIOR TO BEGINNING WORK THE CONTRACTOR MUST PROVIDE 48 HOURS NOTICE TO DAN RIVER WATER, INC., THE N.C.D.O.T., & ALL OTHER APPROPRIATE UTILITY COMPANIES. FOR FIELD LOCATION OF EXISTING UTILITIES THE CONTRACTOR SHOULD CALL NC ONE CALL AT 1-800-632-4949.
- STORM DRAIN INLETS & DRIVEWAY PIPES MUST BE PROTECTED FROM SILTATION BY USE OF STONE DITCH CHECKS OR STRAW WATTLES.
- DRIVEWAY PIPES TO BE REMOVED & REPLACED AS REQUIRED FOR CONSTRUCTION.
- DISTURBED AREA = 15' MAX. WIDTH ALONG ROUTE OF WATER LINE



DATE: DECEMBER, 2021 SCALE: 1"=1000' REVISED-MARCH 5, 2022 REVISED- JUNE 29, 2022	WILLIAM E. MITCHELL ASSOC. CIVIL ENGINEERING ~ SURVEYING ~ LAND PLANNING 1903 C ASHWOOD COURT GREENSBORO, N.C. 27455 336-540-0060	DAN RIVER WATER, INC. 610 PATRICK STREET EDEN, N.C. 27288 336-623-2526	PLAN/PROFILE FOR GUERRANT SPRINGS ROAD RUFFIN TOWNSHIP ROCKINGHAM COUNTY - NORTH CAROLINA <small>JOB NAME: D:\Guerrant\Highway\1000\122022</small>
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- GENERAL NOTES**
1. ALL WATER LINE INSTALLATION TO BE DONE IN ACCORDANCE WITH STANDARDS AND SPECIFICATIONS OF DAN RIVER WATER, INC. INFORMATION CONCERNING EXISTING UTILITIES WAS OBTAINED FROM FIELD SURVEY AND AVAILABLE RECORDS. HOWEVER, THE CONTRACTOR MUST DETERMINE THE EXACT LOCATION OF ALL UTILITIES BY DIGGING TEST PITS BY AND AT ALL CROSSINGS WELL IN ADVANCE OF TRENCHING. FOR ASSISTANCE WITH FILED LOCATION OF EXISTING UTILITIES THE CONTRACTOR SHOULD CONTACT ALL APPROPRIATE UTILITIES AND NC CALL ONE AT 1-800-632-4848.
 2. DISTURBED DITCH LINES TO BE STABILIZED WITH NETTING (NORTH AMERICAN 575 OR EQUAL), MINIMUM WIDE-4', CENTERED OVER DITCH LINE.
 3. TRACER WIRE TO BE INSTALLED WITH PIPE. WIRE TO BE LOOPED INTO METER BOXES, CUT-OFF VALVES, & AT F.H.
 4. DISTURBED AREA=15' MAX. WIDTH ALONG ROUTE OF WATER LINE

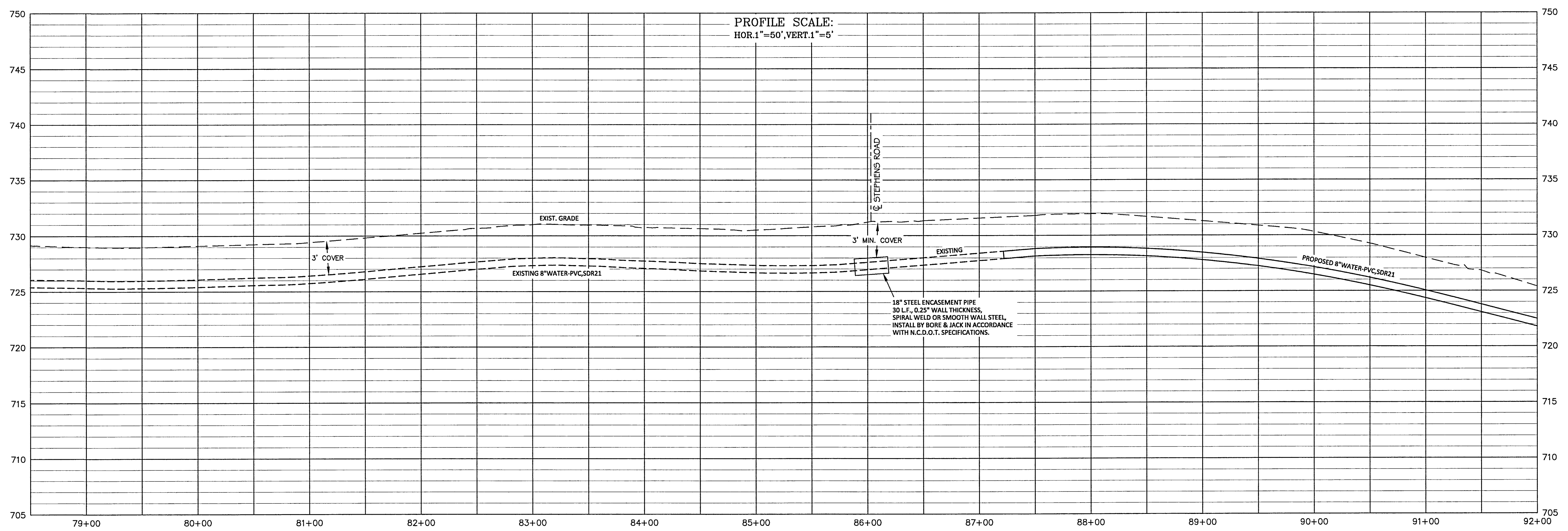
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 1"=5' (VERTICAL)
 REVISED:

WILLIAM E. MITCHELL ASSOC.
 CIVIL ENGINEERING ~ SURVEYING ~ LAND PLANNING
 1903 C. ASHWOOD COURT
 GREENSBORO, N.C. 27455
 336-540-0060

DAN RIVER WATER, INC.
 610 PATRICK STREET
 EDEN, N.C. 27288
 336-623-2526

PLAN/PROFILE FOR
GUERRANT SPRINGS ROAD
 RUFFIN TOWNSHIP
 ROCKINGHAM COUNTY - NORTH CAROLINA

SHEET NO.
6
 OF 18 SHEETS



- GENERAL NOTES**
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 3. DISTURBED DITCH LINES TO BE STABILIZED WITH NETTING (NORTH AMERICAN S75 OR EQUAL), MINIMUM WIDE=4', CENTERED OVER DITCH LINE.
 4. TRACER WIRE TO BE INSTALLED WITH PIPE. WIRE TO BE LOOPED INTO METER BOXES, CUT-OFF VALVES, & AT F.H.
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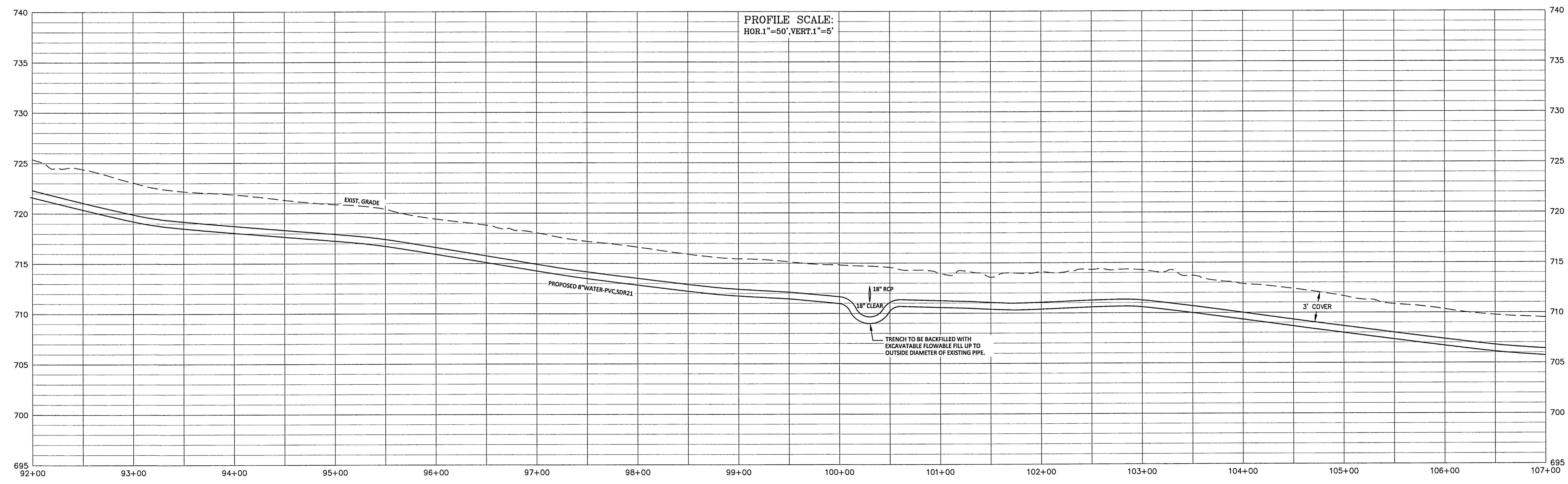
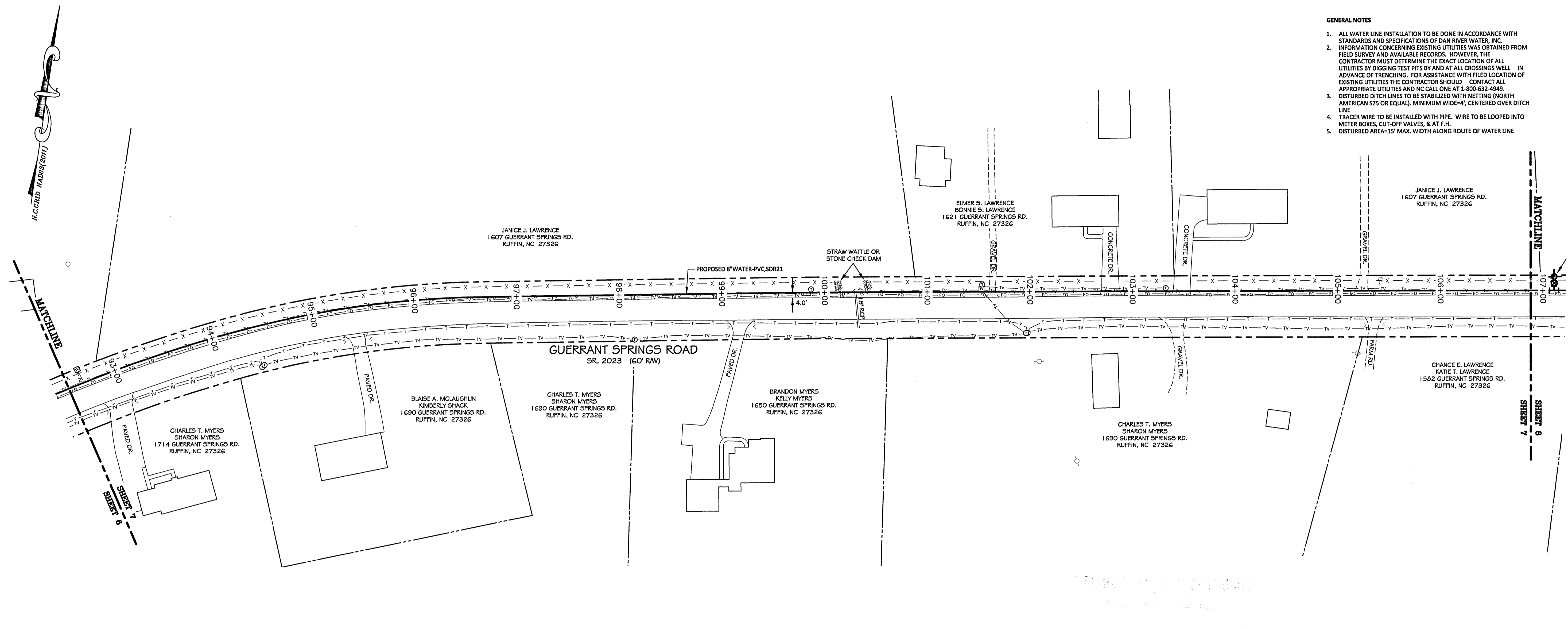
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WILLIAM E. MITCHELL ASSOC.
 CIVIL ENGINEERING ~ SURVEYING ~ LAND PLANNING
 1903 C ASHWOOD COURT
 GREENSBORO, N.C. 27455
 336-540-0060

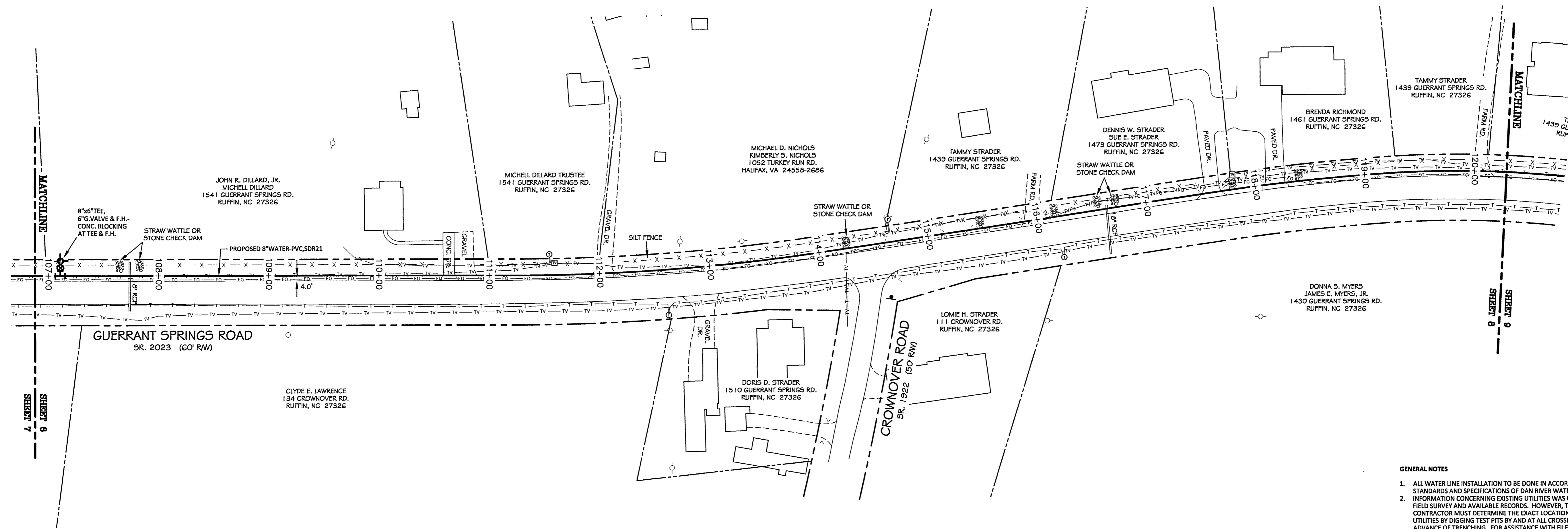
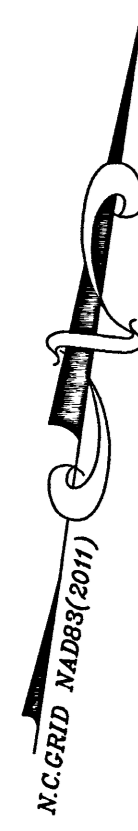
DAN RIVER WATER, INC.
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PLAN/PROFILE FOR
GUERRANT SPRINGS ROAD
 RUFFIN TOWNSHIP
 ROCKINGHAM COUNTY - NORTH CAROLINA

SHEET NO.
7
 OF 18 SHEETS

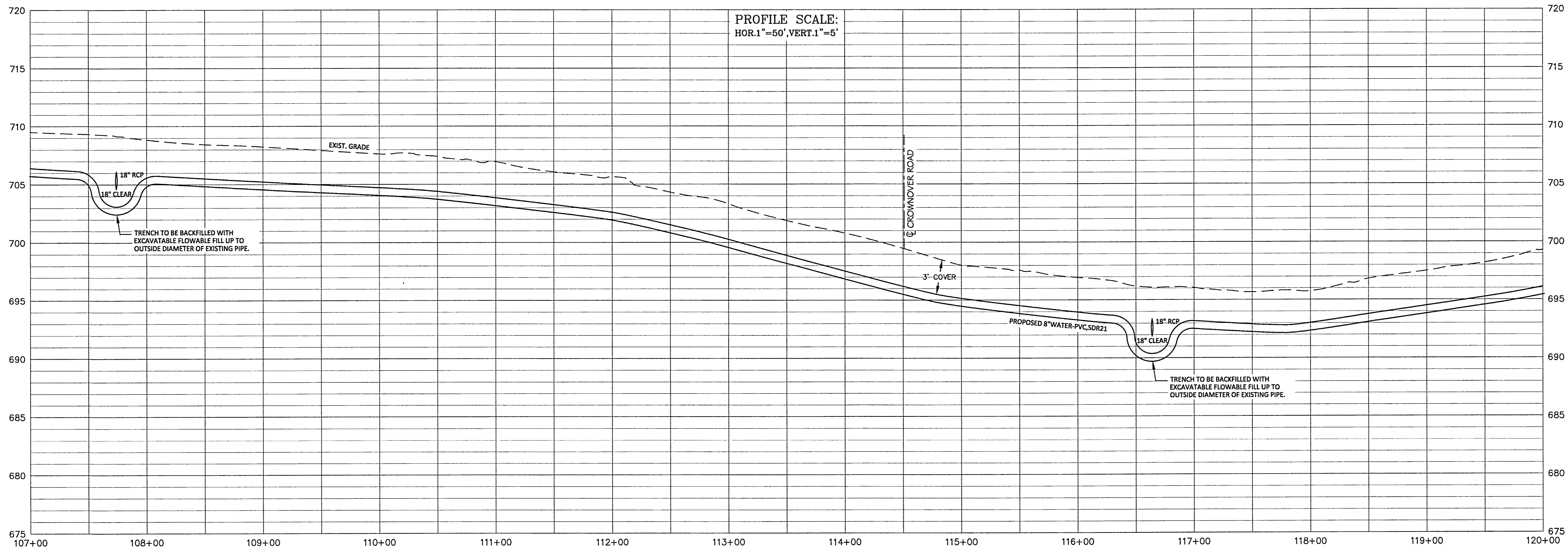


PROFILE SCALE:
 HOR. 1"=50', VERT. 1"=5'



GENERAL NOTES

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5. DISTURBED AREA-15' MAX. WIDTH ALONG ROUTE OF WATER LINE



PROFILE SCALE:
HOR. 1"=50', VERT. 1"=5'

107+00 108+00 109+00 110+00 111+00 112+00 113+00 114+00 115+00 116+00 117+00 118+00 119+00 120+00

SHEET 7

SHEET 8

SHEET 9

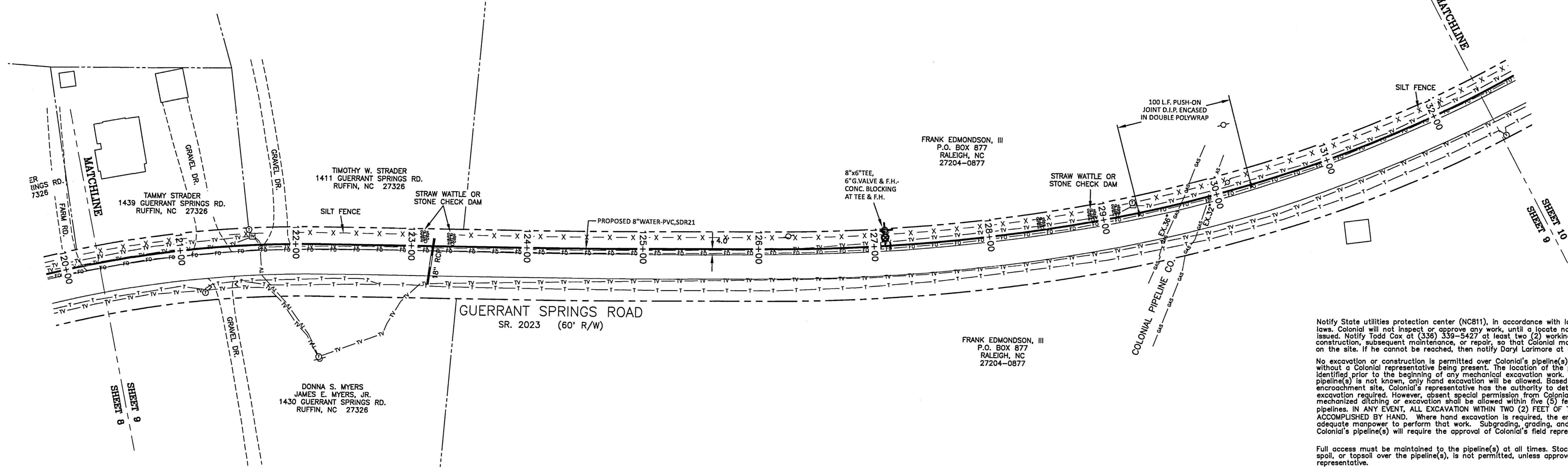
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REVISED:

WILLIAM E. MITCHELL ASSOC.
CIVIL ENGINEERING ~ SURVEYING ~ LAND PLANNING
1903 C ASHWOOD COURT
GREENSBORO, N.C. 27455
336-540-0060

DAN RIVER WATER, INC.
610 PATRICK STREET
EDEN, N.C. 27288
336-623-2526

PLAY PROFILE FOR
GUERRANT SPRINGS ROAD
RUFFIN TOWNSHIP
ROCKINGHAM COUNTY - NORTH CAROLINA

SHEET NO.
8
OF 18 SHEETS



- GENERAL NOTES**
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 2. DISTURBED DITCH LINES TO BE STABILIZED WITH NETTING (NORTH AMERICAN S75 OR EQUAL), MINIMUM WIDE=4', CENTERED OVER DITCH LINE.
 3. TRACER WIRE TO BE INSTALLED WITH PIPE. WIRE TO BE LOOPED INTO METER BOXES, CUT-OFF VALVES, & AT F.H.
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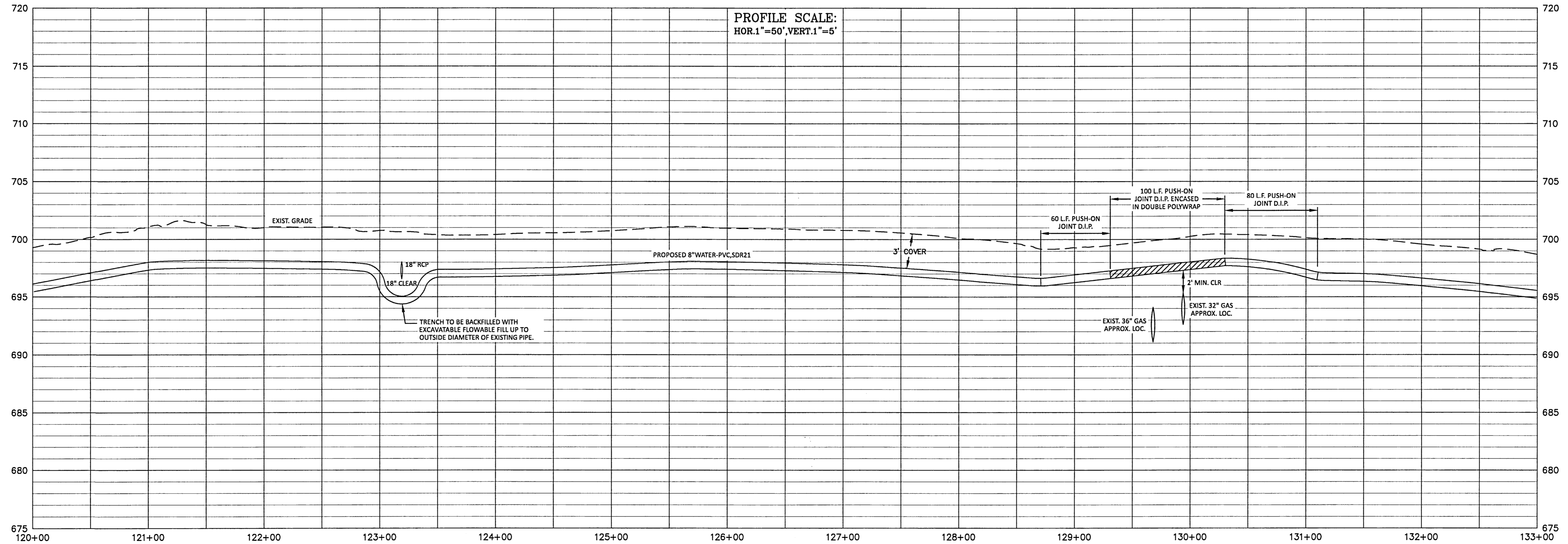
Notify State utilities protection center (NC811), in accordance with local, State and Federal laws. Colonial will not inspect or approve any work until a locate notice (Dial 811) has been issued. Notify Todd Cox at (336) 339-5427 at least two (2) working days prior to any construction, subsequent maintenance, or repair, so that Colonial may provide a representative on the site. If he cannot be reached, then notify Dary Larimore at (336) 669-8825.

No excavation or construction is permitted over Colonial's pipeline(s) or within its right of way without a Colonial representative being present. The location of the pipeline(s) shall be identified prior to the beginning of any mechanical excavation work. If the location of the pipeline(s) is not known, only hand excavation will be allowed. Based on circumstances at the encroachment site, Colonial's representative has the authority to determine the extent of hand excavation required. However, absent special permission from Colonial's Representative, no mechanized ditching or excavation shall be allowed within five (5) feet of the extremities of the pipelines. IN ANY EVENT, ALL EXCAVATION WITHIN TWO (2) FEET OF THE PIPELINE(S) MUST BE ACCOMPLISHED BY HAND. Where hand excavation is required, the encroaching party must provide adequate manpower to perform that work. Subgrading, grading, and placement of fill over Colonial's pipeline(s) will require the approval of Colonial's field representative as to method.

Full access must be maintained to the pipeline(s) at all times. Stockpiling of fill, including spoil, or topsoil over the pipeline(s), is not permitted, unless approved by the Colonial representative.

Underground utilities (i.e. storm drains, water lines, telephone, electric, etc.) may cross the easement, providing they maintain a minimum vertical clearance of twenty four (24) inches, except where horizontal directional drilling methods are used, then sixty (60) inches will be required over or under Colonial's pipeline(s), and cross at as near a perpendicular angle as practical. Septic drain fields and or sewage drains used for percolation are not permissible inside the pipeline easement. All utility crossings of Colonial's pipeline(s) and respective easements must be constructed of galvanized steel, ductile iron double wrapped with poly wrap, reinforced concrete, or schedule 80 PVC for the entire width of the right of way being crossed.

The encroaching party acknowledges that Colonial's pipelines utilize impressed electrical current ("cathodic protection") for the protection of the steel. Only Colonial personnel will correct any loss of this protection caused by the encroaching party. The cost to correct this damage will be paid by the encroaching party. Further, encroaching party recognizes there may be some risk of damage to your facilities because they are in close proximity to said cathodic protection system and, therefore, any damages to encroaching party's facilities resulting from Colonial's impressed electric current shall be encroaching party's responsibility.



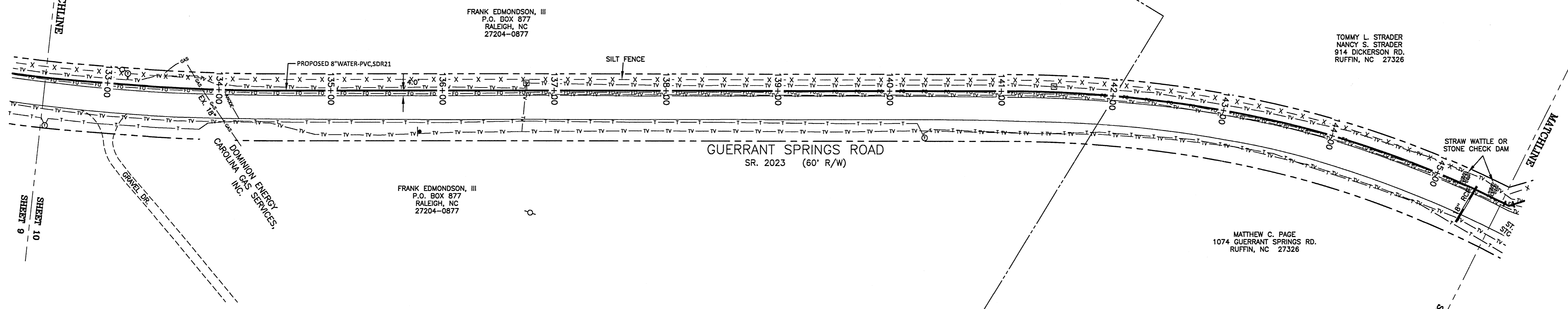
DATE: JUNE, 2022
 SCALE: 1"=50' (HORIZONTAL)
 1"=5' (VERTICAL)
 REVISED:

WILLIAM E. MITCHELL ASSOC.
 CIVIL ENGINEERING ~ SURVEYING ~ LAND PLANNING
 1903 C ASHWOOD COURT
 GREENSBORO, N.C. 27455
 336-540-0060

DAN RIVER WATER, INC.
 610 PATRICK STREET
 EDEN, N.C. 27288
 336-623-2526

PLAN/PROFILE FOR
GUERRANT SPRINGS ROAD
 RUFFIN TOWNSHIP
 ROCKINGHAM COUNTY - NORTH CAROLINA

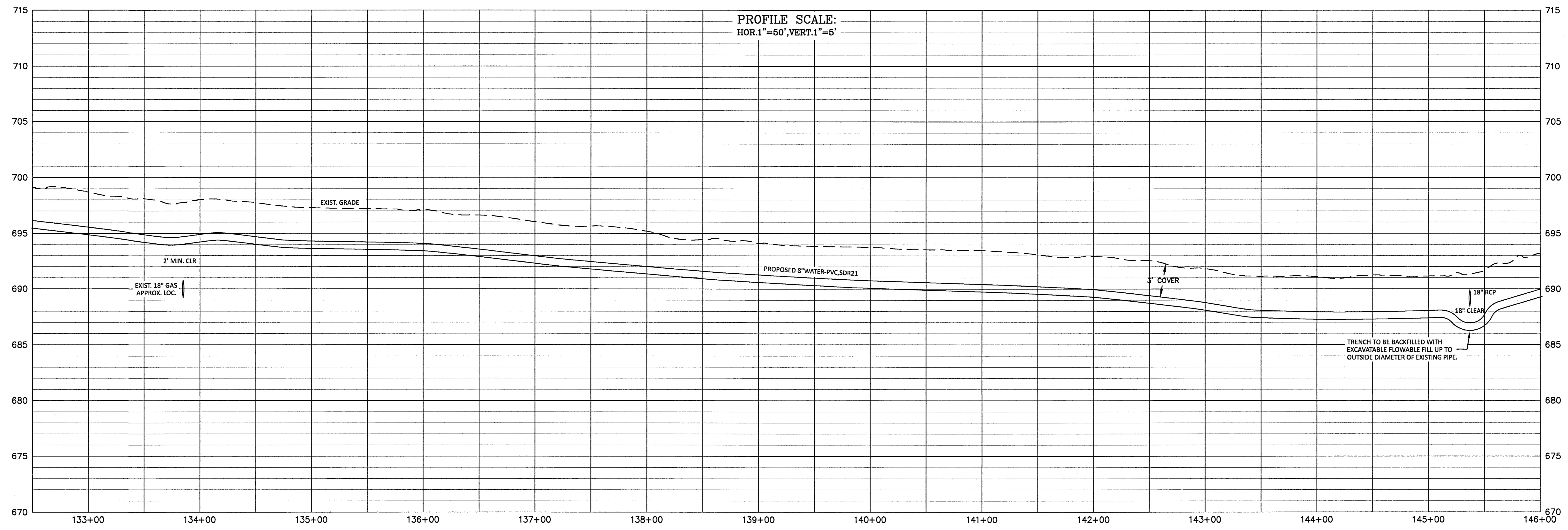
SHEET NO.
9
 OF 18 SHEETS



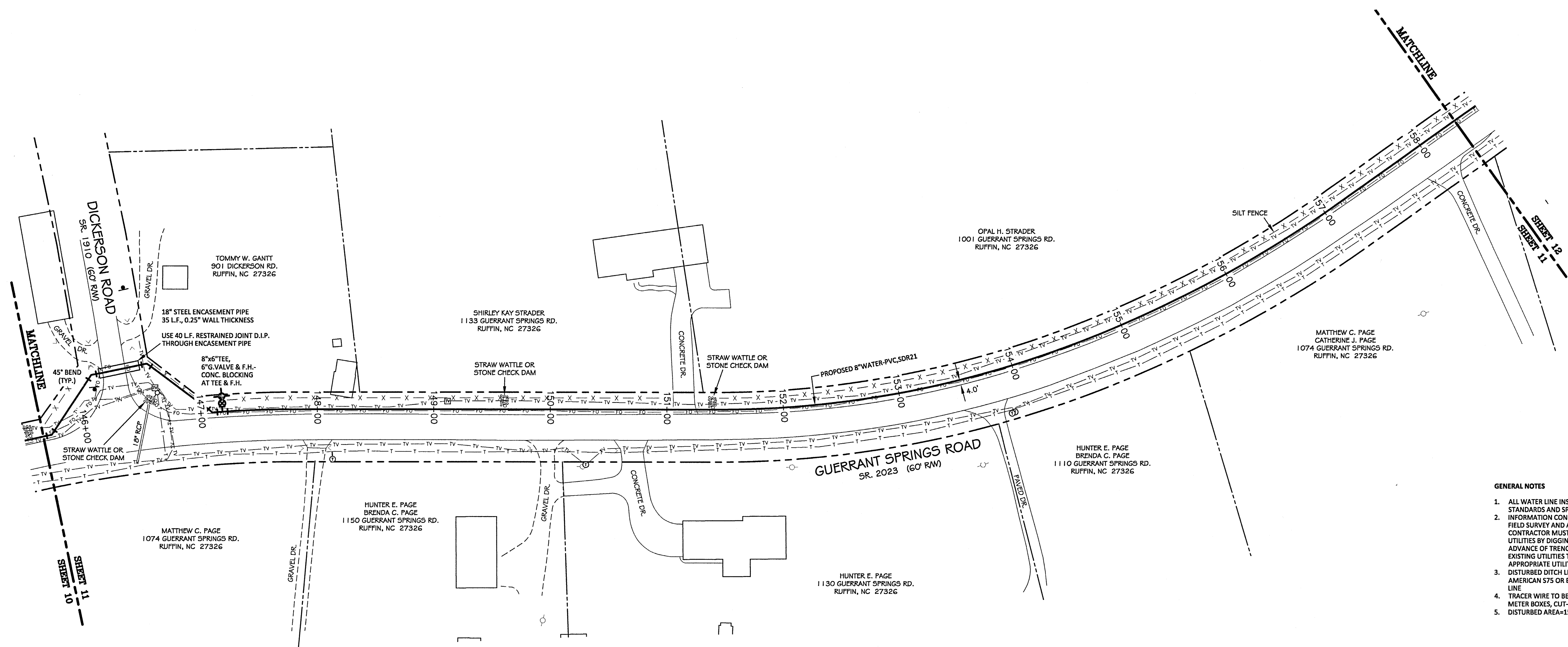
PRIOR TO BEGINNING ANY WORK WITHIN TWENTY-FIVE (25) FEET OF ANY GAS PIPELINE, THE CONTRACTOR SHALL NOTIFY ULOCO TO LOCATE ANY EXISTING UTILITIES IN THE VICINITY. ONCE EXISTING UTILITIES HAVE BEEN FIELD LOCATED, THE CONTRACTOR SHALL PROVIDE 48 HOURS NOTICE TO DOMINION ENERGY PRIOR TO COMMENCING WATERLINE INSTALLATION. THE CONTRACTOR SHALL NOTIFY MR. TIM JONES OF DOMINION ENERGY AT 1-919-819-8856 TO MAKE ARRANGEMENTS FOR ON-SITE INSPECTION DURING WATERLINE INSTALLATION WITHIN TWENTY-FIVE (25) FEET OF ANY GAS PIPELINE. THE WATERLINE SHALL BE INSTALLED WITH A MINIMUM CLEARANCE OF TWO (2) FEET ABOVE EXISTING GAS PIPELINES. WATERLINE PIPE SHALL BE PVC SDR 21, 200 PSI PRESSURE RATING, AND EXTEND A MINIMUM OF TWENTY-FIVE (25) FEET EACH SIDE OF EXISTING GAS PIPELINES.

- GENERAL NOTES**
1. ALL WATER LINE INSTALLATION TO BE DONE IN ACCORDANCE WITH STANDARDS AND SPECIFICATIONS OF DAN RIVER WATER, INC.
 2. INFORMATION CONCERNING EXISTING UTILITIES WAS OBTAINED FROM FIELD SURVEY AND AVAILABLE RECORDS. HOWEVER, THE CONTRACTOR MUST DETERMINE THE EXACT LOCATION OF ALL UTILITIES BY DIGGING TEST PITS BY AND AT ALL CROSSINGS WELL IN ADVANCE OF TRENCHING. FOR ASSISTANCE WITH FIELD LOCATION OF EXISTING UTILITIES THE CONTRACTOR SHOULD CONTACT ALL APPROPRIATE UTILITIES AND NC CALL ONE AT 1-800-632-4949.
 3. DISTURBED DITCH LINES TO BE STABILIZED WITH NETTING (NORTH AMERICAN S75 OR EQUAL), MINIMUM WIDE=4', CENTERED OVER DITCH LINE
 4. TRACER WIRE TO BE INSTALLED WITH PIPE. WIRE TO BE LOOPED INTO METER BOXES, CUT-OFF VALVES, & AT F.H.
 5. DISTURBED AREA=15' MAX. WIDTH ALONG ROUTE OF WATER LINE

PROPOSED WATERLINE
 8" WATER PVC SDR21

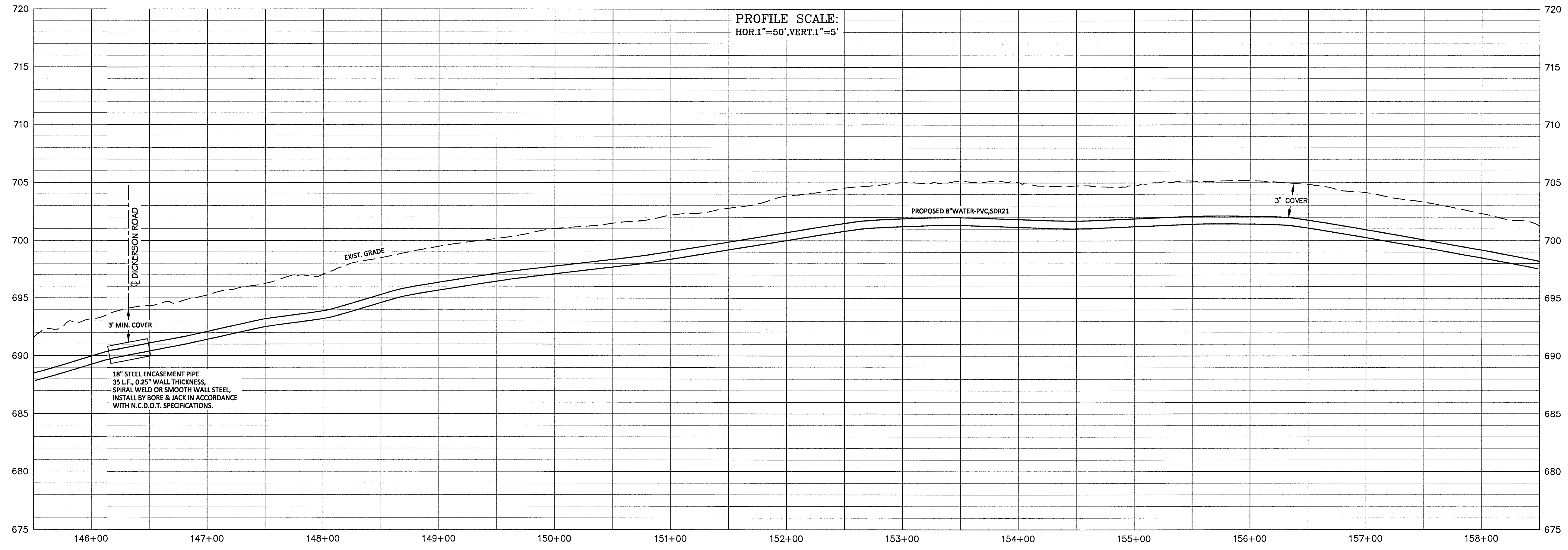


PROFILE SCALE:
 HOR. 1"=60', VERT. 1"=5'



- GENERAL NOTES**
1. ALL WATER LINE INSTALLATION TO BE DONE IN ACCORDANCE WITH STANDARDS AND SPECIFICATIONS OF DAN RIVER WATER, INC.
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PROPOSED DRAWING
 CONTRACTOR'S USE ONLY



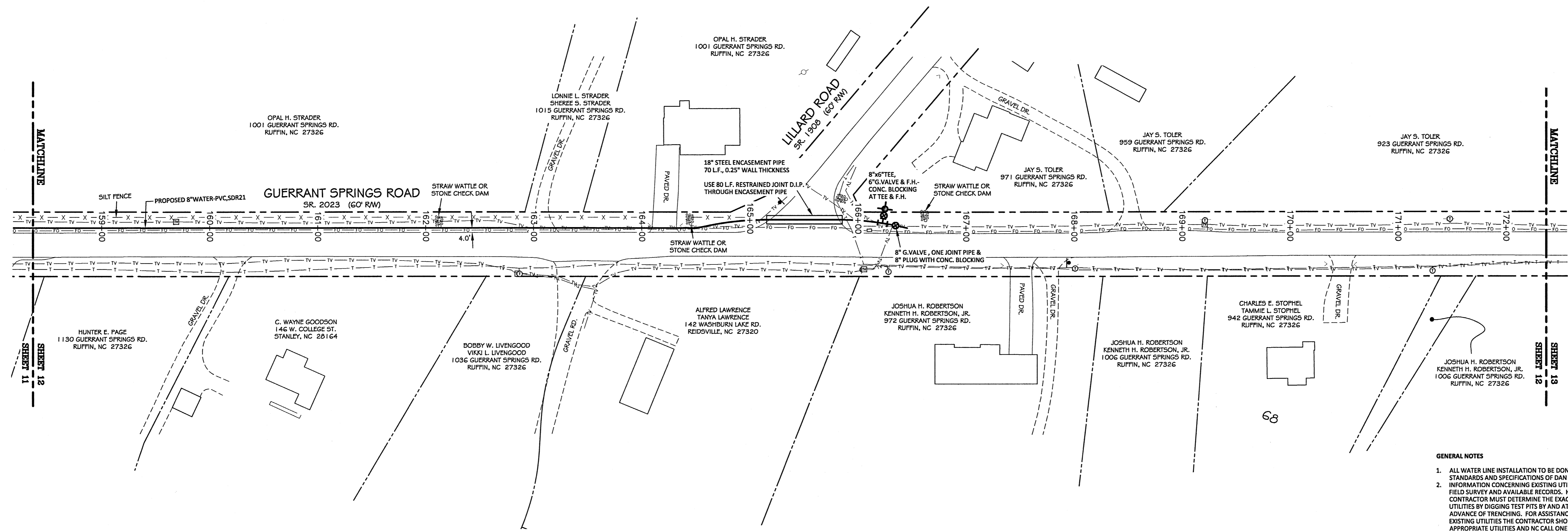
DATE: JUNE, 2022
 SCALE: 1"=50' (HORIZONTAL)
 1"=5' (VERTICAL)
 REVISED:

WILLIAM E. MITCHELL ASSOC.
 CIVIL ENGINEERING ~ SURVEYING ~ LAND PLANNING
 1903 C. ASHWOOD COURT
 GREENSBORO, N.C. 27455
 336-540-0060

DAN RIVER WATER, INC.
 610 PATRICK STREET
 EDEN, N.C. 27288
 336-623-2526

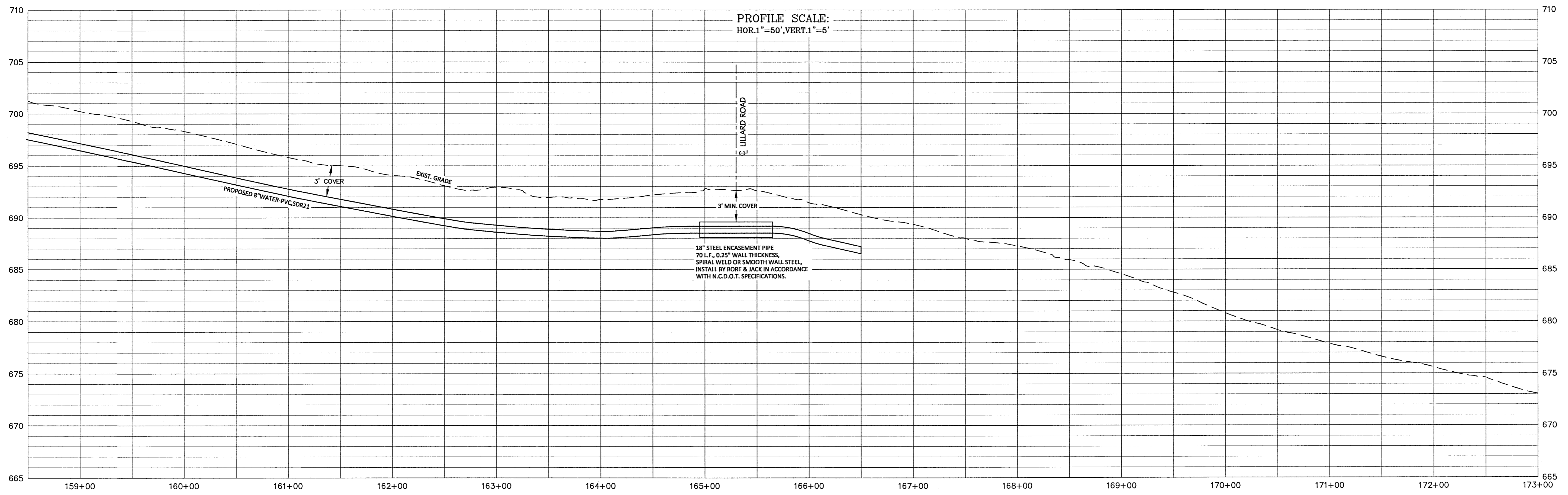
PLAN/PROFILE FOR
GUERRANT SPRINGS ROAD
 RUFFIN TOWNSHIP
 ROCKINGHAM COUNTY - NORTH CAROLINA

SHEET NO.
11
 OF 18 SHEETS



- GENERAL NOTES**
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 5. DISTURBED AREA=15' MAX. WIDTH ALONG ROUTE OF WATER LINE

PROGRESS DRAWINGS
DO NOT USE FOR CONSTRUCTION



DATE: JUNE, 2022
SCALE: 1"=50' (HORIZONTAL)
1"=5' (VERTICAL)
REVISED:

WILLIAM E. MITCHELL ASSOC.
CIVIL ENGINEERING ~ SURVEYING ~ LAND PLANNING
1903 C ASHWOOD COURT
GREENSBORO, N.C. 27455
336-540-0060

DAN RIVER WATER, INC.
610 PATRICK STREET
EDEN, N.C. 27288
336-623-2526

PLAN/PROFILE FOR
GUERRANT SPRINGS ROAD
RUFFIN TOWNSHIP
ROCKINGHAM COUNTY - NORTH CAROLINA

SHEET NO.
12
OF 18 SHEETS

CITY OF EDEN
OFFICE OF CITY MANAGER

MEMORANDUM

TO: Honorable Mayor and Members of the Eden City Council

FROM: Jon M. Mendenhall, City Manager

SUBJECT: Highland Drive Bridge over Kings Highway (SR 2066)

DATE: 7/28/22

ENCL: Resolution, NCDOT Correspondence

CC: Clint Simpson, Assistant City Manager
Beverly O'Dell, Design & Construction Manager
File

Please find the attached resolution and correspondence from the North Carolina Department of Transportation (NCDOT) related to the addition of the Highland Drive Bridge over Kings Highway (SR 2066) for your consideration. This has been initiated by staff in order to accomplish some key goals:

1. As part of long-range capital planning, transportation related costs have and will more than likely continue to exceed the City's ability to pay.
2. In order to adequately manage transportation assets, a close look at long-term obligations is being made and maintenance budgets are being shifted to address preservation and maintenance over our long-term maintenance cycles as a City.
3. The City has two municipal bridges in the municipal bridge inventory, Highland Drive and Park Road. These bridges are also part of the National Bridge Inventory and are required (by federal law) to be inspected biennially.
4. In a capital review of the replacement probability of these structures and associated capital planning, it has been determined that:
 - a. Highland Drive Bridge was built by NCDOT and when Highland Drive was turned over to the City (1968), the bridge was as well. The bridge was built; however, for Kings Highway as a grade separated crossing and serves that purpose.
 - b. The replacement cost to Highland Drive bridge exceed \$2,000,000; therefore, if this asset can be correctly reassigned to NCDOT responsibility a substantial amount of cost avoidance can occur.
 - c. The reassignment of this asset would cut bridge replacement costs by 66% or more as the Park Road bridge is a smaller span that staff is also looking to replace with an elliptical culvert thereby reducing the City's overall bridge inventory and long-term maintenance/replacement liability effectively to zero (culverts have a finite lifespan and will require replacement, but at a lesser cost than a bridge).

RESOLUTION 23-1

A RESOLUTION OF THE CITY OF EDEN REQUESTING THE ADDITION OF THE HIGHLAND DRIVE BRIDGE OVER KINGS HIGHWAY (SR 2066) BE ADDED TO THE NORTH CAROLINA DEPARTMENT OF TRANSPORTATION'S MAINTENACE RESPONSIBILITY

WHEREAS, the City Council of the City of Eden continually partners with the North Carolina Department of Transportation on a multitude of transportation projects; and

WHEREAS, the maintenance and eventual replacement of transportation infrastructure is both an important and expensive undertaking; and

WHEREAS, the City of Eden is desirous to improve the coordination of maintenance and replacement and to align those priorities with the City's ability to allocate funds; and

WHEREAS, the Highland Drive Bridge over Kings Highway (SR 2066) serves as an important grade separation of the local traffic from the through traffic of the state highway; and

WHEREAS, the Highland Drive Bridge is on the National Bridge Inventory requiring biennial inspection; and

WHEREAS, the estimated eventual replacement cost of the Highland Drive Bridge is estimated to exceed \$2,000,000.00;

NOW THEREFORE BE IT RESOLVED by the City of Eden City Council that it approves of the requested addition to the State Highway System of the Highland Drive Bridge over Kings Highway (SR 2066) and the concurrent removal of the Highland Drive Bridge from the City of Eden's operation and maintenance responsibility.

In the COUNTY OF ROCKINGHAM

Adopted this 16th day of August, 2022

CITY OF EDEN CITY COUNCIL

By: _____
Neville Hall, Mayor

Deanna Hunt, City Clerk

Approved as to form:

Erin Gilley, City Attorney



STATE OF NORTH CAROLINA
DEPARTMENT OF TRANSPORTATION

ROY COOPER
GOVERNOR

ERIC BOYETTE
SECRETARY

July 19, 2022

ROCKINGHAM COUNTY

Mr. Jon Mendenhall, City of Eden Manager
P.O. Box 70
Eden, NC 27289

SUBJECT: Request for Road Addition for Highland Drive Bridge over West Kings Highway (SR 2066) in Eden.

Please find attached SR-1, SR-4, Secondary Road Addition Investigation Report for the addition of Highland Drive Bridge over Kings Highway (SR 2066) in Eden. Also, attached are copies of location maps for reference and location.

This is being forwarded to you for review by the City of Eden. **A resolution giving concurrence for the addition is requested.**

If you have any questions, please contact me at (336) 520-6060.

Sincerely,

A handwritten signature in black ink that reads "Jason Julian".

Jason Julian
District Engineer

JRJ/ha
Attachments
CC: W. R. Archer, III, PE, Division 7 Engineer

Mailing Address:
NC DEPARTMENT OF TRANSPORTATION
DISTRICT ENGINEER'S OFFICE
PO BOX 1318
REIDSVILLE, NC 27320

Telephone: (336) 520-6060
Fax: (336) 634-5638
Customer Service: 1-877-368-4968

Website: www.ncdot.gov

Location:
1226 NORTH SCALES ST.
REIDSVILLE, NC 27320

North Carolina Department of Transportation
Division of Highways
Petition for Road Addition

ROADWAY INFORMATION: (Please Print/Type)

County: Rockingham Road Name: Bridge # 780190 (carrying Highland Drive over SR # 2066)

(Please list additional street names and lengths on the back of this form.)

Subdivision Name: The Highlands Length (miles): 0.03

Number of occupied homes having street frontage: 0 Located (miles): 0.9

miles N S E W of the intersection of Route NC 14 and Route SR # 2066
(Check one) (SR NC US) (SR NC US)

We, the undersigned, being property owners and/or developers of Highland Drive in Rockingham County, do hereby request the Division of Highways to add the above described road-

bridge

CONTACT PERSON: Name and Address of First Petitioner. (Please Print/Type)

Name: Jon M. Mendenhall Phone Number: 336-623-2110

Street Address: 308 E. Stadium Drive Eden, NC 27288

Mailing Address: P.O. Box 70 Eden, NC 27289-0070

PROPERTY OWNERS

Name

Mailing Address

Telephone

**North Carolina Department of Transportation
Division of Highways
Secondary Road Addition Investigation Report**

County: Rockingham Co. File No: _____ Date: 6/22/2022
Township: Leaksville Div. File No: _____ Div. No: 7

Local Name: Highland Drive Bridge Subdivision Name: The Highlands

Surface Type: concrete Surface Thickness: _____ Width: _____ Length: _____

Base Type: _____ Base Thickness: _____ Pavement Condition: _____

*Bridges: Yes No *Pipe > 48": Yes No *Retaining walls within Right of way? Yes No
***If Yes – Include Bridge Maintenance Investigation Report**

Is this a subdivision street subject to the construction requirements for such streets? No

Recording Date: _____ Book: _____ Page: _____

Additional Plats: _____

Number of homes having entrances into road: _____ Other uses having entrances into road: _____

Right-of-Way Width: _____ *If right-of-way is below the desired width, give reasons under "Remarks and Recommendations."*

Is petition (SR-1) attached? Yes

Is the County Commissioners Approval (SR-2) attached? Yes If not, why not? _____

Is a map attached indicating information for reference in locating road by Rockingham County Planning Department? Yes

Cost to place in acceptable maintenance condition: Total Cost: \$ _____

Grade, drain, stabilize: \$ _____ Drainage: \$ _____ Other: \$ _____

Remarks and Recommendations: Recommend addition of Bridge carrying Highland Drive over SR 2066 King's Highway in Eden. Bridge maintenance concurs.

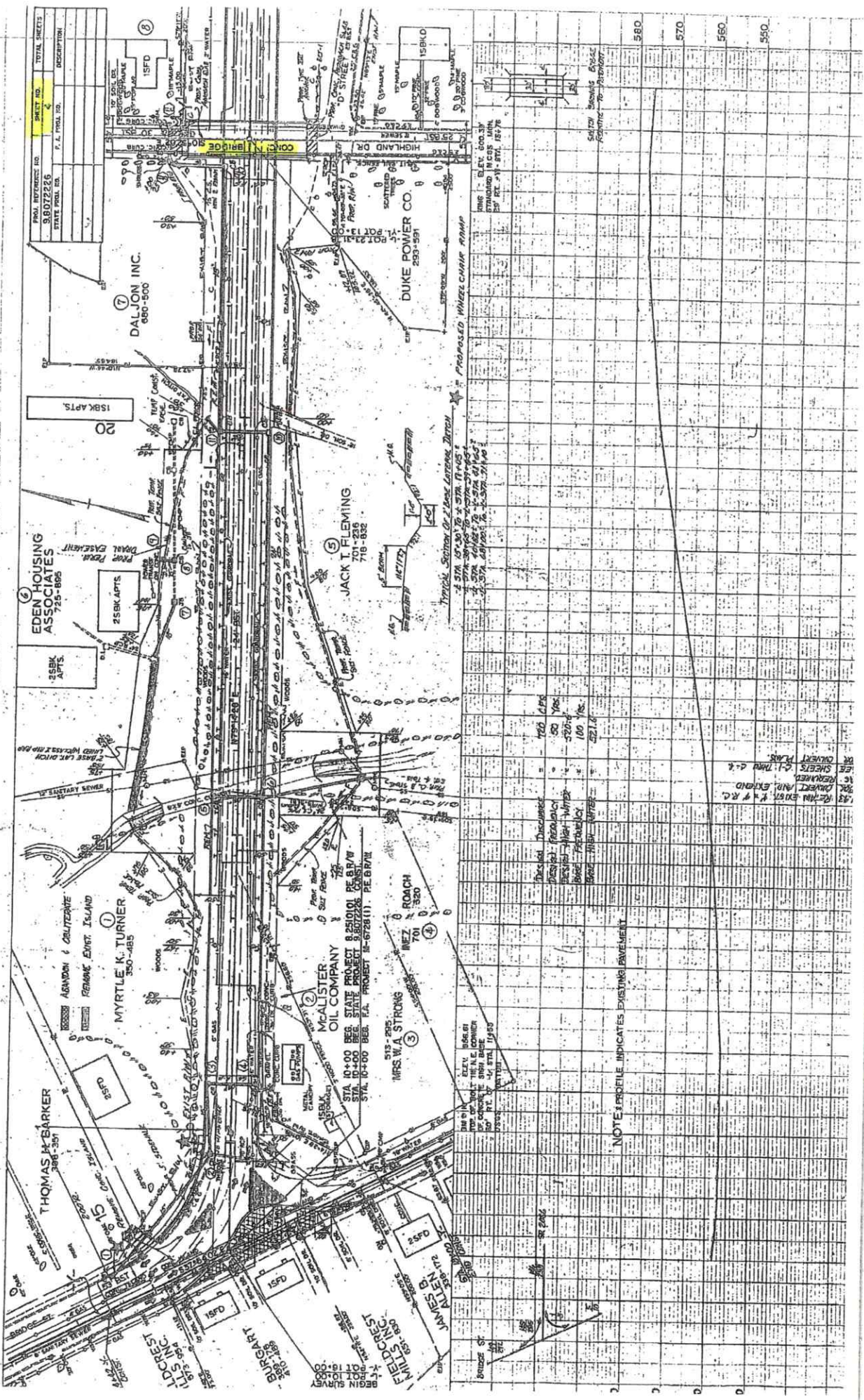
Submitted by: Jason Julian *Jason Julian* Reviewed and Approved: _____
DISTRICT ENGINEER DIVISION ENGINEER

Reviewed and Approved
BOARD OF TRANSPORTATION MEMBER: _____

	(Do not write in this space – For use of Secondary Roads Unit)
	Petition #

44-0236

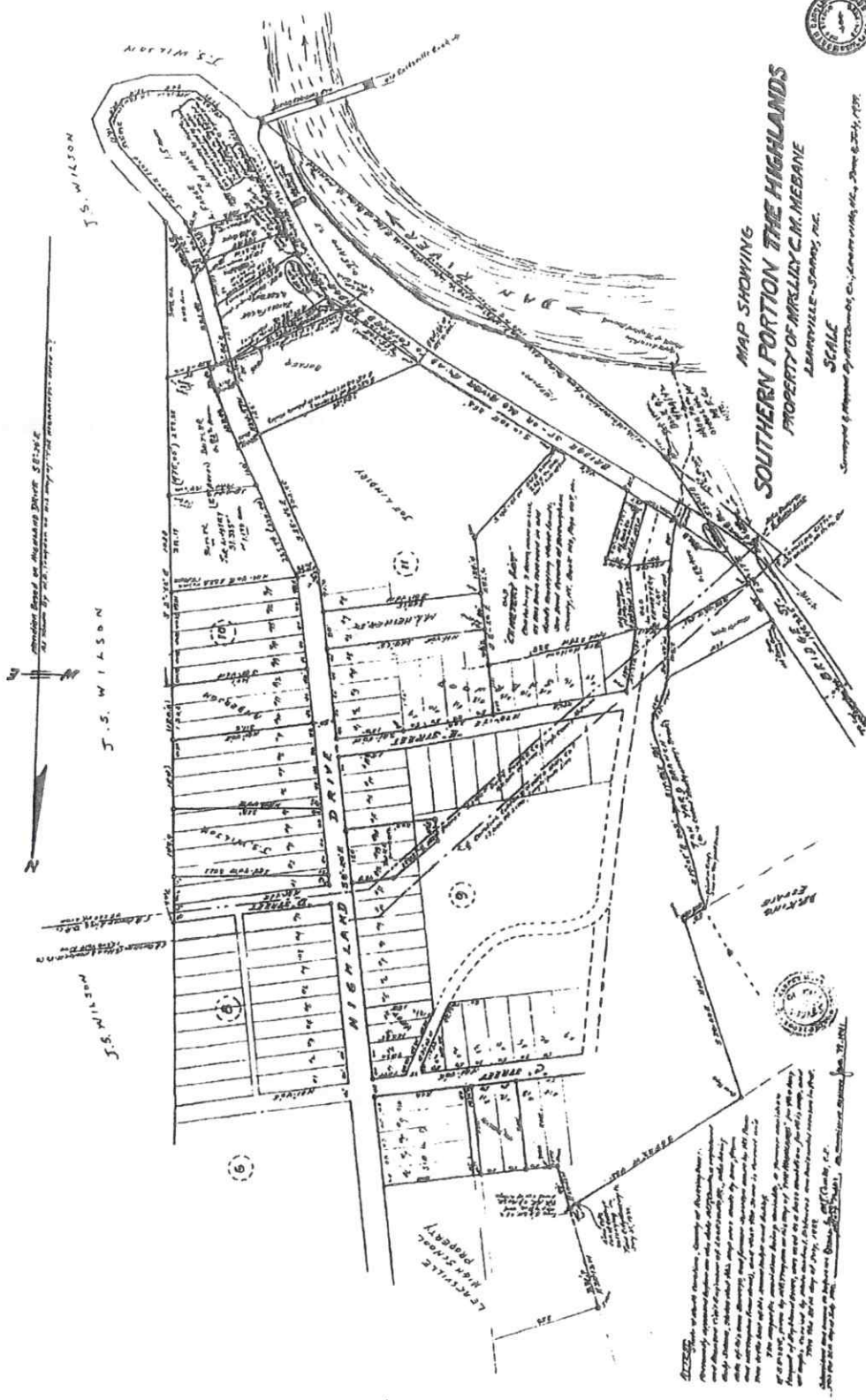
FINAL REFERENCE NO.	88072226	SHEET NO.	4	TOTAL SHEETS	12
DATE	11/15/50	PROJECT NO.	100-1000	DESCRIPTION	
DESIGNED BY		SCALE			
CHECKED BY					



Project	Discipline	720	11/15/50
DESIGNED	PREPARED	60	7/26/50
CHECKED	APPROVED	50	7/26/50
DATE	BY	001	7/26/50
DATE	BY	001	7/26/50

NOTE: PROFILE INDICATES EXISTING PAVEMENT

1.33 REMAIN EXIST. 4" R.C.
 1.34 REMAIN EXIST. 4" R.C.
 1.35 REMAIN EXIST. 4" R.C.
 1.36 REMAIN EXIST. 4" R.C.
 1.37 SHEETS 1-1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000



MAP SHOWING
SOUTHERN PORTION THE HIGHLANDS
PROPERTY OF MARLINTON C. M. MEBANE
MARLINTON, W. VA.

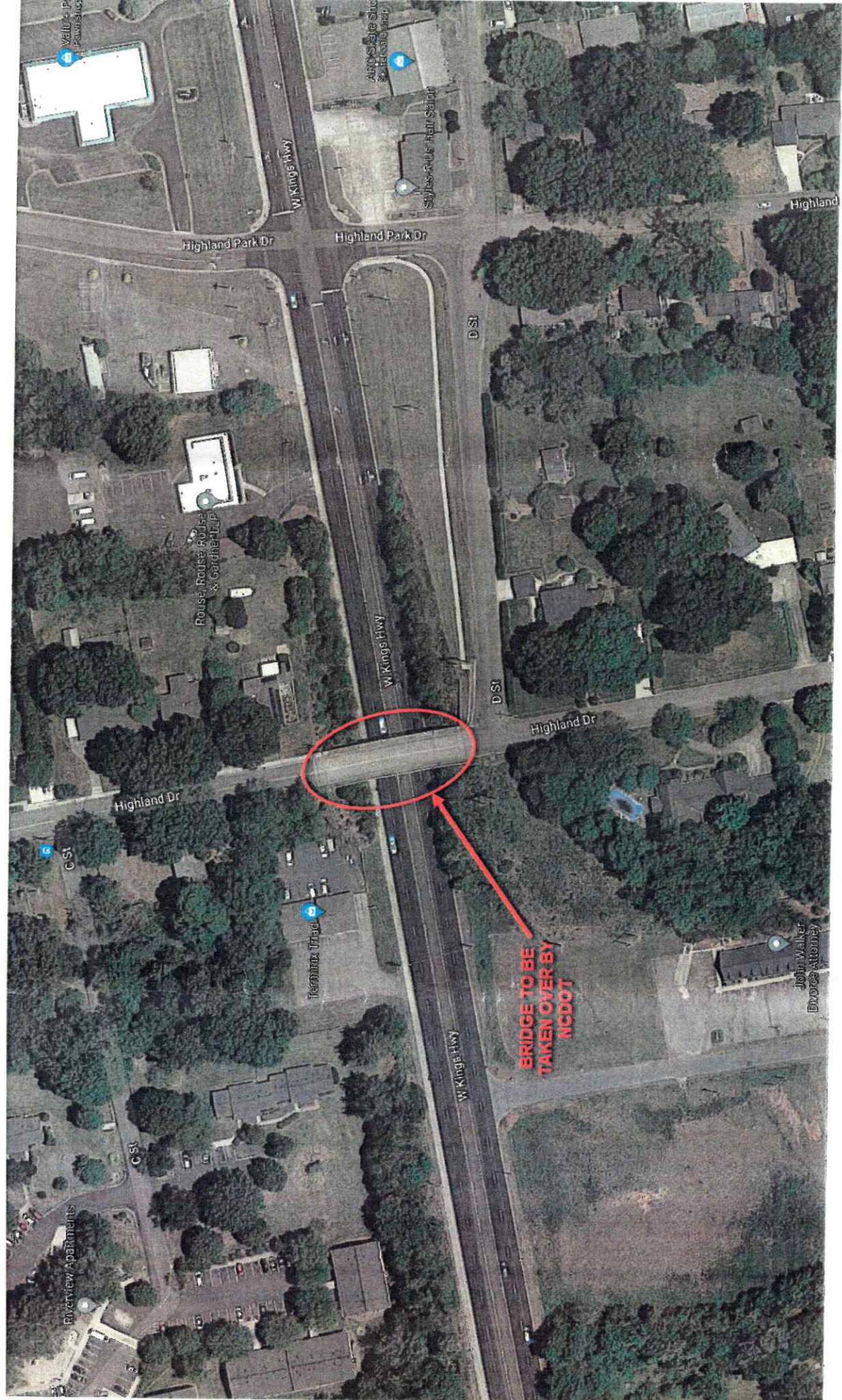
SCALE

Surveyed & Map Made by GEORGE W. WILSON, C.E., Surveyor at Large, State of W. Va., June 6, 1914, 1915.

MAP BOOK 3 PAGE 92



NOTICE TO THE PUBLIC: This map is a true and correct copy of the original map on file in the office of the Register of Deeds for the County of Boone, West Virginia, and is published for the purpose of giving notice to the public of the contents thereof. It is not to be construed as a warranty of the accuracy of the same, and the Register of Deeds is not responsible for any errors or omissions therein. Witness my hand and the seal of the Register of Deeds for the County of Boone, West Virginia, this 10th day of June, 1915.



**BRIDGE TO BE
TAKEN OVER BY
NCDOT**

Beverly Apartments

C St

Terminix Truad

C St

Highland Dr

Rouse, Rouse, Rouse & Gardner LLP

W. Kings Hwy

D St

Highland Dr

Highland Park Dr

W. Kings Hwy

AND STATE SING

Sylvia R. US Hair Salon

John Walker
EVOLVE Attorney

Highland



Planning and Inspections Department

P. O. Box 70, 308 E Stadium Drive, Eden NC 27289-0070/Telephone 336-623-2110/Fax 336-623-4057

MEMO

To: Honorable Mayor and City Council
Thru: Jon Mendenhall, City Manager
From: Kelly K. Stultz, AICP, Director
Subject: **Zoning Violation**
1002 Lawson Street
Date: August 2, 2022

On May 7, 2021, a letter was mailed to the property owner at 1002 Lawson Street, Suzanne Patterson Williamson, giving her notice that she was in violation of the City of Eden's Unified Development Ordinance. She installed an accessory structure in the front yard of her property without a permit and in violation of the setbacks.

On July 21, 2021, Mrs. Williamson filed a Variance Application asking that she be granted a variance from the Zoning Ordinance and that she be allowed to keep the accessory structure as installed.

On November 4, 2021, the Board of Adjustment met to hear the evidence presented by City Staff and Mrs. Williamson. The Board of Adjustment adopted an Order Denying A Variance. A copy of the Order was mailed to the Mrs. Williamson by certified mail, return receipt requested, on November 8, 2021.

She had 30 days to appeal the decision of the Board of Adjustment to the Rockingham County Superior Court. As of this date, an appeal has not been filed.

Staff requests that the City Council authorize the City Attorney to begin legal action immediately to enforce the City of Eden Unified Development Ordinance. Attached are copies of the two letters mailed to Mrs. Williamson, the Order Denying A Variance and the Accessory Structure provisions of the Unified Development Ordinance.



5/18

Planning and Community Development Department

308 East Stadium Drive, Eden, North Carolina 27288 Phone: (336) 623-2110 Fax: (336) 623-4057

May 7, 2021

To: Suzanne Patterson Williamson
1002 Lawson St.
Eden, NC 27288

Re: **Property Identified as 1002 Lawson St., Eden, NC 27288**
PIN #797905281311

Dear Ms. Williamson:

In response to citizens' complaints and the Department's inspection, the property identified above has been found to be in violation of the City of Eden Unified Development Ordinance. There is an accessory structure in front of the dwelling which does not meet the required setbacks for the district. In addition, this accessory structure has been erected without the required building permits.

Please contact the Planning Department within ten (10) days so we can make arrangements to abate this violation. If you have questions, we will be available to answer them during regular business hours. The City appreciates your assistance in this matter.

Sincerely,

Kelly K. Stultz, AICP
Planning & Community Development Director



Variance Application

Planning and Inspections Department
308 E. Stadium Dr., Eden, NC 27288
Phone: 336-623-2110 x2 / Fax: 336-623-4057
www.edennc.us

SEE ATTACHED

CONTACT INFORMATION

Contact Name Suzanne P. Williamson
Contact Address 1002 Lawson Street
City Eden State NC Zip 27288
Phone Number 434-251-3789 Email suzyvulcan@icloud.com
Contact's Property Interest or Legal Relationship to Owner Owner OWNER

PROPERTY OWNER INFORMATION

Property Owner Name Same as above
Property Owner Mailing Address _____
City _____ State _____ Zip _____
Phone _____ Email _____

PROPERTY INFORMATION

Tax Property ID No. (PIN) 797905281311
Deed Book and Page No. _____
Physical Address 1002 Lawson Street
City Eden State NC Zip 27288
Year Current Owner Acquired Property 2016 Acreage _____
Public Water Available? Yes No Public Sewer Available? Yes No
Current Use of Property Residential

ZONING & VARIANCE INFORMATION

Current Zoning District _____
Description of Variance Requested _____

Ordinance Section Reference _____

PROCESS & FILING INFORMATION

Submission Requirements: Per Article 3 of the Eden Unified Development Ordinance (UDO), every applicant for a variance is encouraged to meet with the Administrator in a pre-application conference prior to the submittal of a formal application. The purposes of this conference are to provide additional information regarding the review process and assistance in the preparation of the application. Upon application submittal, the Administrator shall review the application to ensure that it is complete.

Review Process: After review for compliance of the application by the Administrator, the Board of Adjustment shall hold an evidentiary public hearing on the request for official action.

Required Application Information: An application for a variance may be filed by the owner of the property or by an agent specifically authorized by the owner to file such application.

Action by Board of Adjustment: After conducting a public hearing, the Board of Adjustment may deny the request, conduct and additional public hearing, approve the request or approved the request with conditions. A concurring vote of four-fifths of the members of the Board of Adjustment shall be necessary to grant a variance. Section 3.08 of the UDO requires the compliance of specific findings of fact in order for the Board of Adjustment to grant a variance.

FINDINGS OF FACT

The variance process is intended to provide limited relief from the requirements of the Eden Unified Development Ordinance (UDO) in those cases where strict application of a particular requirement will create a practical difficulty or unnecessary hardship prohibiting the use of the land in a manner otherwise allowed. It is not intended that variances be granted solely to remove inconveniences or financial burdens that the requirements of the UDO may impose on property owners in general or to increase the profitability of a proposed development, although such factors can be taken into consideration.

Section 3.08 of the UDO require the compliance of specific findings of fact in order to grant a variance. The applicant shall submit the following statements of justification, presenting information supporting each and all the required findings as they relate to the proposed variance:

1. Unnecessary hardship would result from the strict application of the ordinance. *It shall not be necessary to demonstrate that, in the absence of the variance, no reasonable use can be made of the property.*

Statement by applicant:

Owners used 401K to build garage, and cannot afford to lose investment.

SEE ATTACHED

2. The hardship results from conditions that are peculiar to the property, such as location, size, or topography. *Hardships resulting from personal circumstances, as well as hardships resulting from conditions that are common to the neighborhood or the general public, may not be the basis for granting a variance.*

Statement by applicant:

Narrow lot dictates garage could only be built in current location. Garage needed for personal safety and security, to prevent further water damage to vehicles' computers, to prevent further theft and property damage.



Variance Application

Planning and Inspections Department
308 E. Stadium Dr., Eden, NC 27288
Phone: 336-623-2110 x2 / Fax: 336-623-4057
www.edennc.us

SEE ATTACHED

3. The hardship did not result from actions taken by the applicant or the property owner. *The act of purchasing property with knowledge that circumstances exist that may justify the granting of a variance shall not be regarded as a self-created hardship.*

Statement by applicant:

Owner built garage in good faith, to preserve personal property and insure physical safety. Owner was deceived by contractor regarding building ordinances and requirements.

4. The requested variance is consistent with the spirit, purpose, and intent of the ordinance, such that public safety is secured, and substantial justice is achieved.

Statement by applicant:

Corner lot - Patterson and Lawson. Patterson very high traffic - Lawson only safe option.

PROPERTY OWNER CERTIFICATION

The undersigned property owner, or duly authorized agent/representative thereof certifies that this application and the foregoing answers, statements, and other information herewith submitted are in all respects true and correct to the best of their knowledge and belief, with the understanding that any incorrect information submitted may result in the delay or rescheduling of the required public hearing and may result in the revocation of this application. By signing this form, I hereby authorize the City of Eden to review this request, visit the site, and contact any appropriate design professional in relation to questions.

Applicant Signature *Suzanne P. Wilson* Date 7/21/21

Property Owner Signature *Suzanne P. Wilson* Date 7/21/21

Office Use Only

Staff Member (Initial upon Receipt) *DB* Date 7-21-21

Application Number _____ Fee Paid \$150⁰⁰

Not to Scale

Lot Line

Lot Line

Lot Line

30' Approp

Eventually to Put a Door

M. Kistler Dwelling Attached Roofs Proposed

Horse Front Entrance

Built Garage wired & Insulated 2 car 24' x 24' Door Not yet installed

Yard

15 ft Approp

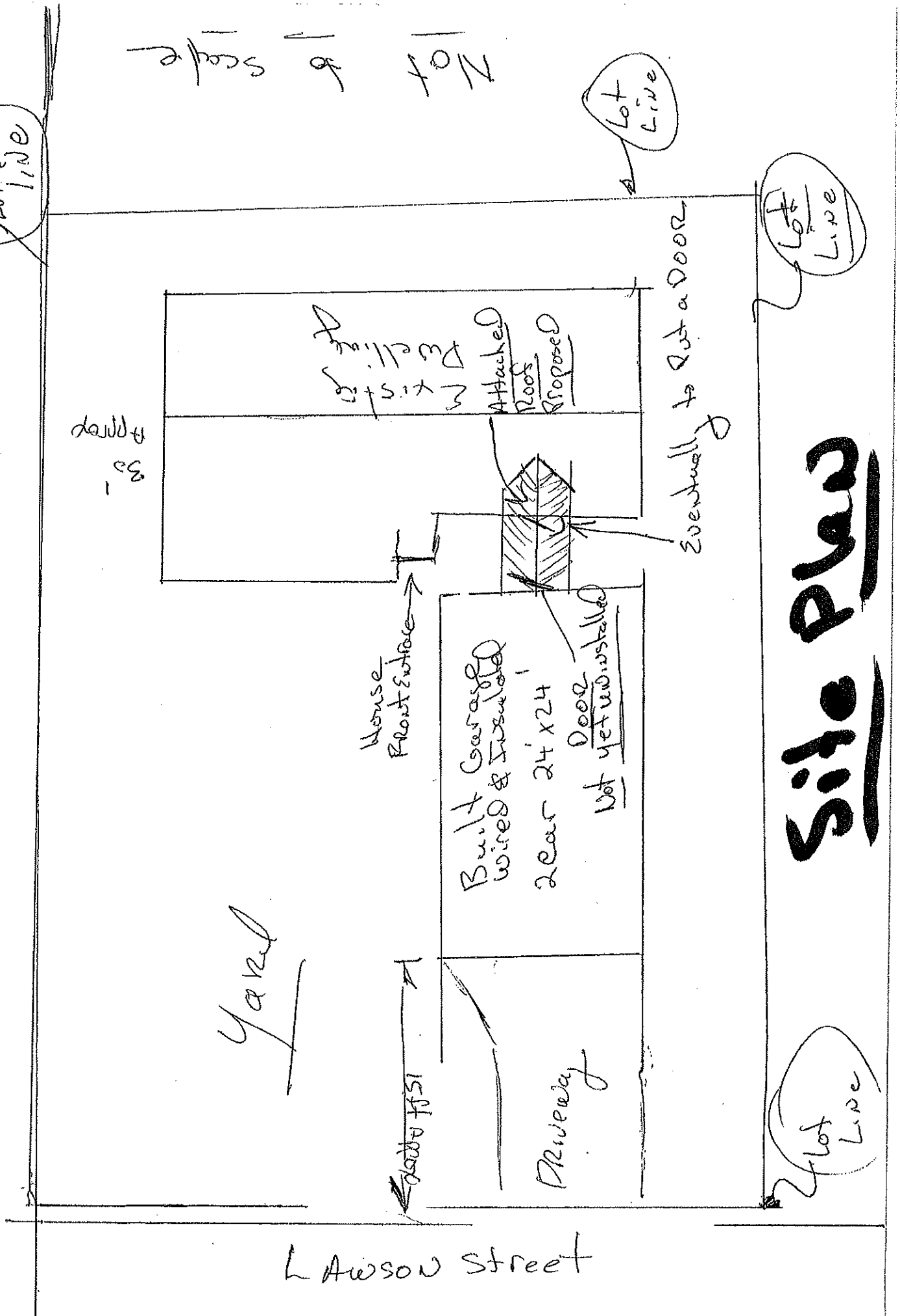
Driveway

Site Plan

Lot Line

Lawson Street

Street (w/ Dashed Lines) *Aspen Horse Barn



ORDER DENYING A VARIANCE

On the date listed below, the Board of Adjustment for the City of Eden conducted a hearing, pursuant to notice duly given, to consider a variance from the literal terms of the Unified Development Ordinance for the property listed below:

VARIANCE CASE NUMBER: V-21-01 **HEARING DATE:** November 4, 2021

APPLICANT: Suzanne P. Williamson

PROPERTY LOCATION: 1002 Lawson Street

TAX PIN: 7979-05-28-1399; Parcel Number: 137095

REQUESTED VARIANCE:

1. Front yard setback variance of 29 feet
2. Side yard setback variance of 10 feet
3. Square footage variance of 96 square feet

APPLICABLE SECTION OF UDO: Article 4.05-Dimensional Standards Table and Article 5.15(A) Supplemental Use Standards for Accessory Structures

Said meeting was convened for the purpose of receiving evidence and arguments from all interested citizens as provided for in the Unified Development Ordinance of the City of Eden and as required by law. After a full and complete hearing and receipt of evidence and arguments and based upon the evidence and arguments presented at the hearing, the Board of Adjustment makes the following FINDINGS OF FACT and draws the following CONCLUSIONS:

1. IT IS THE BOARD'S CONCLUSION that the strict application of the Ordinance would not create an unnecessary hardship on the applicant.
2. IT IS THE BOARD'S CONCLUSION that any hardship results are not peculiar to the property, such as location, size or topography. This conclusion is based on the following FINDINGS OF FACT: This property is the same in size and topography as other lots in the neighborhood.
3. IT IS THE BOARD'S CONCLUSION that any hardship is due to the actions taken by the Applicant. This conclusion is based on the following FINDINGS OF FACT: The hardships stated in the Application are the result of the Applicant erecting an accessory structure without a Building or Zoning Permit.
4. IT IS THE BOARD'S CONCLUSION that the requested variance is not consistent with the spirit, purpose, and intent of the ordinance. This conclusion is based on the

following FINDINGS OF FACT: The granting of the variance would be violation of numerous regulations under the Unified Development Ordinance and would be granting a special privilege to the applicant.

THEREFORE, ON THE BASIS OF ALL THE FOREGOING, IT IS ORDERED THAT THE APPLICATION FOR A VARIANCE BE **DENIED**.

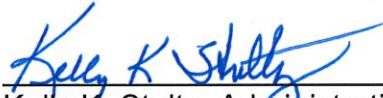
Ordered this the 4th day of November, 2021.

CITY OF EDEN BOARD OF ADJUSTMENT



Will Flynt, Chairman

ATTEST:



Kelly K. Stultz, Administrative Assistant to
the Board of Adjustment

NOTE: An appeal from the decision of the Board of Adjustment may be made to Rockingham County Superior Court within 30 days after this order is filed in the office of the administrator of the zoning ordinance or after a written copy thereof is delivered to every aggrieved party who has filed a written request with the administrative assistant or chairman of the board at the time of hearing, whichever is later.



Planning and Community Development Department

P. O. Box 70, 308 E Stadium Drive, Eden NC 27289-0070/Telephone 336-623-2110/Fax 336-623-4057

November 8, 2021

Ms. Suzanne P. Williamson
1002 Lawson Street
Eden, NC 27288

Re: Variance Case V-21-01

Dear Ms. Williamson:

During the November 4, 2021, regular meeting of the City of Eden Board of Adjustment, the Board considered your application requesting variances as follows for your property located at 1002 Lawson Street:

1. A 35-foot front yard setback variance for a carport.
2. A 10-foot side yard setback variance for a carport.
3. A 480 square foot variance for a carport in the front yard.

After the hearing and deliberation by the Board, your request was denied by a unanimous vote.

As noted in the Review Authority Table on Page 3-2 of the Unified Development Ordinance, the action of the Board of Adjustment can be appealed to the Rockingham County Superior Court. Such appeal must be filed with the Clerk of Superior Court within 30 days of the decision of the Board.

If you have any questions regarding the above action by the Board of Adjustment, please contact this office.

Sincerely,

Kelly K. Stultz, AICP, Director

KKS/dmm

Enclosure

- bring towers and antennas into compliance with such revised standards and regulations shall constitute grounds for the removal of the tower or antenna at the owner's expense.
7. **Building Codes; Safety Standards.** To ensure the structural integrity of towers the owner of a tower shall ensure that it is maintained in compliance with standards contained in applicable state and local building codes and the applicable standards for towers that are published by the Electronic Industries Association, as amended from time to time. If upon inspection by the City of Eden Planning and Inspections Department, it is concluded that a tower fails to comply with such codes and standards and constitutes a danger to person or property, then upon notice being provided to the owner of the tower, the City of Eden shall revoke or not issue a certificate of occupancy and either not permit power to such facility or discontinue power to the facility until such time as the deficiencies are deemed corrected.
 8. **Coverage Need.** Need of coverage shall be demonstrated by the wireless provider.
 9. **Land Form Preservation.** Existing mature tree growth and natural land forms on the site shall be preserved to the maximum extent possible. In some cases, such as towers sited on large, wooded lots, natural growth around the property perimeter may be a sufficient buffer. Vegetation that causes interference with antennas or inhibits access to tower facility may be trimmed or removed. Provided however, no tree may be trimmed or removed on property owned by the City of Eden without a review by the City of Eden Tree Board.
 10. **Existing Vegetation.** Existing vegetation on a tower facility site may be used in lieu of required landscaping where approved by the Administrator.
 11. **Replacing Existing Tower.** An existing tower can be replaced subject to *Article 11 - Nonconformities of this ordinance.*
 12. **Minimum Site Disturbance.** Grading for the new Wireless Communication Facility shall be minimized and limited only to the area necessary for the new facility.
 13. **Signs.** No signs or logos, for which sign permits are required by this ordinance shall be allowed on any tower, antenna or related device.
 14. **Parking.** Wireless Communication Facilities shall have a minimum of two (2) parking spaces.
 15. **Removal of Abandoned Wireless Communication.** Any Wireless Communication Facility that is not operated as a commercial wireless communication site or by a government agency or by an emergency service provider for a continuous period of 12 months shall be considered abandoned and the owner of such facility shall remove same within 60 days of the notice thereof. Applicants to construct any such facility shall provide a performance bond for the cost of the removal of such facility in favor of the City of Eden. The bond shall be in the amount of 125 percent of the estimated cost of removing the facility. The applicant shall submit an estimate from a qualified demolition firm for the purpose of determining the amount of the performance bond.

5.15 SUPPLEMENTAL USE STANDARDS - OTHER

A. ACCESSORY STRUCTURES

Accessory structures, including but not limited to, accessory buildings, swimming pools, satellite dishes, and communication towers, are permitted on residential and nonresidential lots provided all requirements of this subsection are met and provided all necessary permits are obtained. Accessory uses are customarily incidental and subordinate to the principal use or building and are located on the same lot with such principal use or building.

1. **Residential Accessory Structures.** All accessory structures for residential uses shall meet the following requirements.
 - a. **Location.** All accessory structures shall be located behind the front building line of the principal structure except carports that meet the requirements of subsection (g) below can be located in the front yard provided the carport meets the front yard setback of the underlying zoning district.
 - b. **Side and corner side yard requirements.**
 - i. All accessory structures located between the front building line and the rear building line of the principal structure shall comply with the side yard and corner side yard requirements of the applicable zoning district, except as permitted for carports in subsection (g) below.
 - ii. All accessory structures located behind the rear building line of the principal structure shall observe a 5 feet minimum side yard setback and a 15 feet corner side yard set-back.
 - c. **Rear yard requirements.** All accessory structures shall observe a 5 feet minimum setback from the rear lot line.
 - d. **Height.** The height of all accessory structures shall meet the height requirements of the applicable zoning district; except for carports permitted in subsection (g).
 - e. **Maximum accessory building area.** The total gross floor area for all accessory buildings for single-family and two-family dwellings shall not exceed 50 percent of the gross floor area of the principal building or 600 square feet, whichever is greater, except in the RA District as provided for in paragraph (f) below.
 - f. The maximum square footage for residential accessory structures is limited by Article 5.15(A)(1)(e) of this ordinance to one-half (1/2) the square footage of the dwelling unit or 600 square feet whichever is greater. An increased number of square feet shall be permitted in the RA district as follows:

In the RA District, the following shall apply:

 - i. Tracts of land containing from 20,000 square feet up to one (1) acre in area shall remain as per Article 5.15(A)(1)(e).
 - ii. Tracts of land containing more than one (1) acres and less than three (3) acres shall be permitted the ordinance maximum per Article 5.15(A)(1)(e) plus 250 square feet of additional accessory structure gross floor area.
 - iii. Tracts of land containing in excess of three (3) acres shall not be limited on accessory structure gross floor area.
 - g. **Carports.** Carport accessory buildings may be permitted to be located on a property used for single-family or two-family dwelling purposes provided that all setbacks are met and all of the following regulations are met. The carport must be:
 - i. 480 square feet or less in area;
 - ii. a freestanding structure detached from any other principal or accessory structure;
 - iii. unenclosed on all four sides;
 - iv. not exceeding 12 feet in height. Where such carport exceeds 12 feet in height, the carport shall setback an additional 2 feet from the side and corner side lot lines for every 1 foot of height exceeding 12 feet.

