



Access for the Electronic Meeting

Via phone: 1-646-558-8656

Via web:

<https://zoom.us/j/93636073217?pwd=UjJTS3NaYndUTDA3UXhhSmtYalRBdz09>

Via Zoom App:

Meeting ID: 936 3607 3217

Password: 555421

October 26, 2020

Stallings Town Hall
315 Stallings Road
Stallings, NC 28104
704-821-8557

www.stallingsnc.org

Town Council Agenda

	Time	Item	Presenter	Action Requested/Next Step
	7:00 p.m.	Invocation Pledge of Allegiance Call the Meeting to Order	Wyatt Dunn, Mayor	NA
	7:05 p.m.	Public Comment	Wyatt Dunn, Mayor	NA
1.	7:20 p.m.	Agenda Approval	Wyatt Dunn, Mayor	Approve agenda as written. <i>(ADD, IF APPLICABLE: with changes as described by Mayor Dunn)</i> Motion: I make the motion to: 1) Approve the Agenda as presented; or 2) Approve the Agenda with the following changes: _____.
2.	7:25 p.m.	Water/Sewer Expansion in Western Union County	Richard Helms, Union County Commissioner	Information and discussion
3.	7:45 p.m.	Open Space/Green Space Strategies (Martin) <i>(Continued from 10-12-2020)</i>	John Martin, Council Member Lynne Hair, Town Planner	Discussion and possible action
4.	8:00 p.m.	Downtown Committee Recap and Suggestions <i>(Continued from 10-12-2020)</i>	Alex Sewell, Town Manager	Discussion and possible action
5.	8:15 p.m.	Adjournment	Wyatt Dunn, Mayor	Motion to adjourn



MEMO

To: Town Council
From: Lynne Hair, Planning Director
Via: Alex Sewell, Town Manager
Date: October 20, 2020
RE: **Centralia Regional Commission - Quote for Open Space Re-Write**

Background

Council directed staff to prepare an analysis of our existing open space requirements and identify any areas that require attention. A goal of enhancing open space requirements was expressed.

After researching existing ordinances, the following was recommended:

Recommendation

1. Amend Development Ordinance Article 21:
 - Increase open space % based on zoning district.
 - Make open space improvements specific to zoning district/use.
 - In developments where natural open space is used towards meeting minimum open space requirements, require that a % be used for improved open space.
 - Look at improved open space requirements and adjust based on what is appropriate for the zoning district/use.
 - Tie the Parks, Recreation and Greenway Master Plan to the Development Ordinance
2. Continue to acquire greenway and park land through the CZ and DA process.
3. Create an Open Space brochure/checklist for developers outlining all requirements and avenues for providing open space, emphasizing the importance of this resource.

Proposal

On September 28, 2020 Council directed staff to reach out to Centralina Regional Commission for a quote on what it would cost for them to do the technical re-write of Article 21 of the Stallings Development Ordinance. The Scope of Work includes three steps:

1. Initial Meeting with Town: To establish goals, protocols, and timeline for code updates.
2. Update Development Ordinance Text/Summary Slides: Provide technical writing assistance and present draft document to Town Council, Planning Board, and the public through public hearings. Summary slides will be prepared to present of the draft.
3. Adoption and Project Wrap-Up: Prepare any requested amendments to the draft document as requested by Town Council. Prepare the final document and resent to the Planning Board and Town Council for adoption.

Timeline:

Four Months: November 2020 – February 2021

Cost: \$7500



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Statement of Work
Town of Stallings Open Space Code Updates

Purpose Statement: The Town of Stallings has requested planning assistance from the Centralina Regional Council to assist with updates to the Stallings Development Ordinance, specifically to:

- Increase the amount of open space required for new development and redevelopment,
- Link open space requirements to Town of Stallings zoning districts,
- Assess open space requirements to ensure the Town is getting the variety and types of improved open space desired,
- Connect the Stallings Development Ordinance to the Stallings Recreation & Greenway Master Plan to aid in plan implementation.

1. INITIAL MEETING WITH TOWN

Centralina will meet with Town staff to establish more refined goals for the code updates, establish a protocol for code review and feedback, and determine the timeline for deliverables.

Deliverable – Project timeline and review protocols.

2. WRITE DEVELOPMENT ORDINANCE TEXT / SUMMARY SLIDES

Centralina will provide technical code writing assistance and will serve in an advisory role to the Town staff. Town staff will provide guidance on code drafts and serve as the public face of the ordinance updates, interfacing with Town Council, the Planning Board, and the public in terms of community engagement, public meetings and hearings. Centralina will also create PowerPoint slides to summarize the ordinance changes.

Deliverable – Centralina will furnish the Town with a digital copy (Microsoft Word) of the draft Development Ordinance amendments to take forward for adoption and PowerPoint slides summarizing changes.

OTHER ELEMENTS

At the beginning of the project, the Town shall provide a digital copy of the most current Development Ordinance in Microsoft Word. Draft ordinance changes shall be reviewed by the Town based on the timeframe agreed to for each draft section. The Town and Centralina will determine a method for file exchange and creating and receiving comments that supports efficient review and amendment. This system shall be agreed upon at the beginning of the work period.

COMPENSATION

Centralina will perform the tasks identified in the statement of work as noted below:

Tasks 1 and 2 - \$7,500



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PROPOSED SCHEDULE**

	Nov	Dec	Jan	Feb
	2020	2020	2021	2021
Task 1-Initial Meetings with Town				
Task 2-Write Ordinance Text/Summary Slides				
Adoption and Project Wrap Up				

**** Schedule may change based on timing of contract execution date.**



MEMO

To: Mayor and Council
From: Alex Sewell, Town Manager
Date: 10/7/20
RE: **9/23/20 Downtown Subcommittee Meeting Recap & Next Steps (10/21/20 Update)**

Purpose: Towards meeting the Council top priority of creating a downtown, this memorandum provides a recap of the 9/23/20 Downtown Subcommittee meeting and provides several suggested next steps.

10/21/20 Update: Per Council direction at the 10/12/20 Council meeting, Council Member Richardson and the Town Manager have begun the process of reaching out to key downtown property owners for feedback. This feedback process will likely not be complete in time for the 10/26/20 Council meeting. As a result, it is suggested that this item be tabled until the process is completed.

Background: At various times throughout its history, the Town has been interested in developing a downtown area. Past/ongoing efforts towards creating a downtown (either as a primary goal or as a secondary benefit) include:

- Building an award-winning central park (Stallings Park).
- Building Town facilities (new/old town halls, public works facility).
- Completing a downtown small area plan.
- Making strategic property purchases.
- Approving a conceptual streetscape design for in front of the town halls.
- Securing a grant to pay for part of the streetscape hard design and have in-house engineers' complete part of it (ongoing – estimated completion date 12/2021).
- "Mini" Downtown Concept Around Town Hall/park area.
- Ongoing activities in the park area (StallingsFest, Summer Concert series, etc.)
- Ongoing planning efforts for a Farmers Market in FY 20-21.
- Consulting with NC Main Street (NC Department of Commerce).

For FY 20-21, one of the Town Council's top priorities is to create a Stallings Downtown. To achieve this goal, the adopted strategy is to focus resources on establishing a core downtown area that will serve as a catalyst and ultimately lead to market-driven development.

9/23/20 Subcommittee Meeting:

On 9/23/20, the Downtown Subcommittee met. In attendance were Council Members Richardson, Scholl, and Ayers. Staff present were Town Manager Alex Sewell, Planning Director Lynne Hair, and Police Chief Dennis Franks.

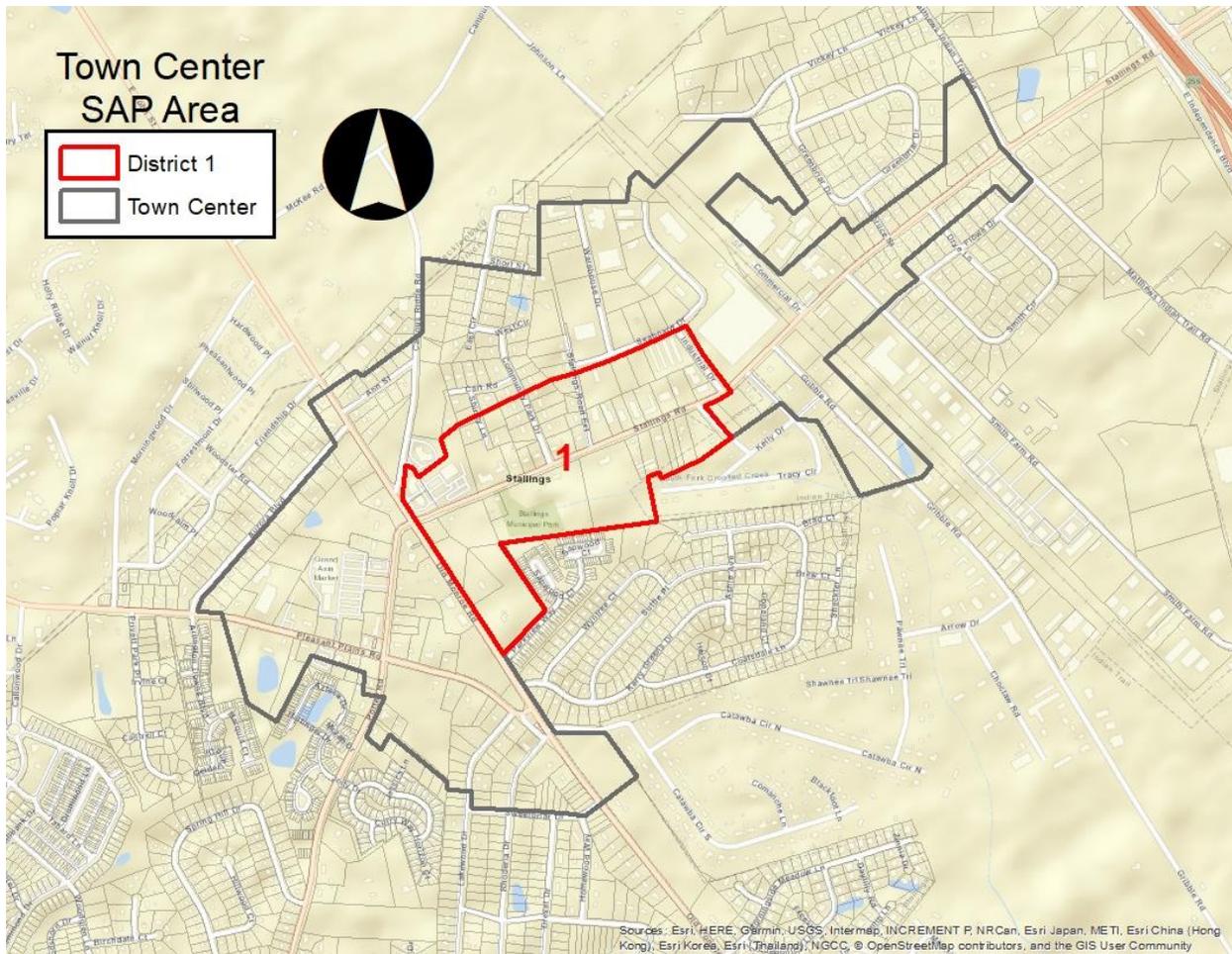
Opening Discussion:

The Committee reviewed past and current efforts to create a Downtown area, and the foundational elements identified for long-term success:

- Need a sustained commitment of resources for years and numerous election cycles.
- Zoning is a tool in the toolbox, but it is not a silver bullet. The Town also needs to take affirmative action because the market is just is not there (yet).
- Form/layout of a downtown is often more important than the use (uses will change, but successful downtowns have common structural components)
- Need to attract people – be a “destination point”.
- Need to leverage existing assets.
- Need a residential component and a streetscape component to support true mixed use with commercial.

Identification of Core Area

Next, the Committee endorsed staff’s recommendation that the core area to focus resources on should be “District 1” as identified below:

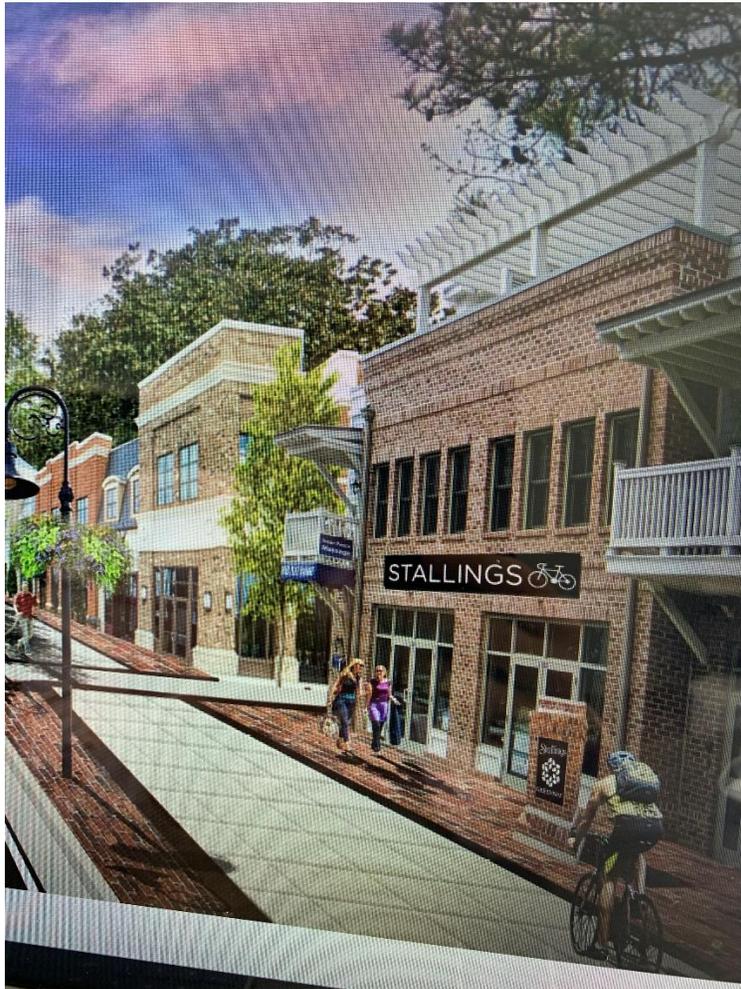


Notably, the consultant from the Department of Commerce concurs with this choice. The rationale for selecting this area is that the Town has existing assets (Stallings Park, Park events, Town facilities, Town owned property) that can be leveraged, the significant amount of undeveloped land/land for sale in this area, and its central location in Town. The Committee felt that identifying this core area does not mean we ignore surrounding areas. Rather, it just means we have finite resources which should be focused on this area to increase the efficiency and effectiveness of downtown efforts.

Development of Vision for Core Area

Next, the Committee reviewed several different examples of downtowns from the large (Uptown Charlotte), to the medium sized (Salisbury), to the small (Apex, Locust). The Committee noted that, despite the size differences, successful downtowns often have some common characteristics including walkability, on-street parking, pedestrian friendly/attractive streetscapes, buildings brought up directly onto the streetscape, etc.

The Committee identified the following concept from the Town’s adopted greenway plan as the general feel/look that is envisioned:



The committee endorsed several characteristics of this concept including:

- Streetscape – wide sidewalks, street trees, etc.
- Walkability and pedestrian friendly.
- Form replicates success of other downtowns with streetscape and buildings up on the streetscape.
- On-street parking is important for traffic calming and safety pedestrian.

The committee endorsed the previously approved streetscape and concept around the Town Hall/park area as shown below:



The committee generally endorsed:

- The location.
- Streetscape including the greenway (and the idea of the greenway connecting to CEM, light rail, and the hospital campus).
- The form of the buildings up on the streetscape.
- On-street parking.
- The surface parking behind the buildings.

However, the committee wondered if the building sizes were too small.

Other Committee thoughts:

- Authenticity important – its ok to be quirky/imperfect in spots, it creates character.
- Stated desired uses include a brewery, restaurant, coffee shop, and specialty retail.
- Open to limited multi-family in this area to support downtown commercial if it's part of true mixed-use and high quality. Do not want just a large apartment complex, integration and balance is key. Could be living options for hospital's doctors and CEM's scientists.

The Committee's Suggested Next Steps: The Committee identified 2 broad strategic categories for action:

1.) Preventing Development That Conflicts with Downtown Vision:

a. Goal – Adopt a pedestrian-oriented overlay district with a potential requirement that streetscape be built to Town standards.

i. Steps*:

1. Identify area within core where “signature” streetscape design will be located.
2. Draft and adopt these streetscape requirements into zoning ordinance. (Planning/Legal will determine what the Town can legally do).

**NOTE: The committee noted that this action was of strategic short-term importance, given the high Council priority and high development pressure in Stallings, and therefore asked staff to consider using CCOG or a third party contractor to draft any Council-desired changes to the Open Space Ordinance allowing the Planning Director to shift attention to this effort.*

b. Goal – Include in the pedestrian-oriented overlay district requirements to ensure the desired form for building structure/location in the identified core area.

i. Steps

1. Review Town ordinances to see if further restrictions need to be put into place to ensure overlay district prevents form that conflicts with vision. (Planning/Legal will determine what the Town can legally do).
2. Draft and incorporate any needed changes into zoning requirements.

2.) Proactively Invest to Create Downtown Catalyst

a. Goal – Start downtown transformation by building out initial streetscape in front of Town Hall area

i. Steps

1. Consider outsourcing Town’s portion of hard design to expedite completion date of hard design.
2. Bid out and construct streetscape in front of Town Hall area.

b. Goal – Continue downtown transformation by spurring quality development aligned with vision.

i. Steps

1. Evaluate whether to make strategic property purchases. Staff will provide some options for consideration. Also, consider starting discussions with property owners.

2. Make purchase if warranted.
3. Once enough property is assembled/identified, fine tune concept of what the Town would like to see on that property.
4. Properly advertise and seek the right development partner to develop the property in accordance with downtown vision.
5. Consider a public private partnership to spur envisioned development.

Next Steps: For Council's consideration, the following potential Council actions are:

- Approve the Downtown Committee's recommendation that "District 1" be the core area to focus resources on.
- Approve the Downtown Committee's vision for the core area.
- Approve the Downtown Committee's suggested next steps as the desired general strategic direction.
- Direct staff to work towards the suggested next steps.