



## AGENDA

Tuesday, June 24, 2025: 3:00 PM

Town Council Work Session

C. Michael Haney Community Room: Southern Pines Police Department  
450 W. Pennsylvania Ave

### 1. CALL TO ORDER

### 2. PLEDGE OF ALLEGIANCE

### 3. TOWN MANAGER'S COMMENTS

### 4. COUNCIL UPDATES AND DISCUSSION

#### a. Park Names

Staff is finalizing the details to order new park signs, part of the branding work to replace outdated signs at various facilities. There has been discussion around potentially renaming this park. Staff seeks Council direction on whether to continue using "Pool Park" or if a new name is desired.

#### b. Recycling Program Review

Councilmember Goodman requested a review of the Town's expenditures and revenues for the new recycling subscription, which began January 1. Staff prepared a written summary, which is included in the packet, and can answer questions during the work session.

#### c. Arts Council Lease

#### d. Planning Department Update

Planning staff will briefly update the Town Council on agenda items coming in July. Staff will also follow-up on prior discussions about the Planning Department's administrative fees.

### 5. COUNCIL ROUNDTABLE

### 6. ADJOURNMENT

*Meetings/work sessions of the Southern Pines Town Council are now available on the Town's [YouTube channel](#). Video of the Town Council meetings will be live streamed on the channel for viewing either during the meetings or after they have concluded. Please note, the video is provided only for the purposes of viewing the meetings; public comments or questions are not accepted via the live stream. To receive notifications when new content is published, please "subscribe" to the Town's channel at <https://bit.ly/3hXx2Qk>*



# MEMO

**To:** Reagan Parsons, ICMA-CM, Town Manager  
**From:** Jessica Roth, ICMA-CM, Assistant Town Manager  
Greg Thompson, Parks & Recreation Director

**Date:** June 24, 2025  
**Re:** Park Names for New Signs

## Background

Staff has been designing and installing new entrance signs, trail wayfinding signs, and replacements for outdated or damaged signage throughout our parks system. New signs have been installed now at Downtown and Reservoir Parks.

Last summer, Council and staff discussed this project, recognizing that a name change may be appropriate for Pool Park to better reflect its broader identity and significance. Staff is preparing to order signs for the other parks and seeks direction on whether to retain the name “Pool Park” or formally rename it. Some key factors that may assist this decision:

- **Dual Entrances and Uses**  
The pool and splash pad are assigned 735 S. Stephens St. for emergency services and permitting purposes. Signs at this entrance will include that address. A second entrance off S. Henley St. serves the playground, picnic shelter, Dream Court, and multipurpose field.
- **Growing Community Use**  
The FY 25-26 budget includes funding to replace the irrigation system on the park’s multipurpose field. In future years, staff anticipates installing field lighting to accommodate demand for evening recreation activities. This park has become a well-used destination for basketball, family gatherings and picnics, in addition to the pool and splash pad. The shelter and stage are one of our most popular outdoor rentals, reflecting that this park has year-round value beyond just serving as “the Town pool.”

## Staff Recommendation & Direction Needed

Staff’s view is that rebranding the park reflects its community identity and broader significance as a vital, active space, far more than just “the park with the pool.” Staff conducted an internal, informal poll to brainstorm potential names to jumpstart the conversation and can share those at the work session, if desired. Staff requests direction as follows:

1. Retain the name “Pool Park.”
2. Rename the park as \_\_\_\_\_.

## Morganton Rd. Sports Complex

The Town owns various athletic fields at the intersection of W. Morganton Rd. and Fire Lane, including six soccer fields, two baseball/softball fields, and associated amenities. The site to the north is simply called “Armory Field” and the baseball/softball field across from it is “Optimist Field.” The soccer fields, playground, and concessions building are “Morganton Rd. Sports Complex.”

The Town continues to invest in this park and it is a highly sought-after site for field rentals. It’s also become a regional and state venue, hosting the annual state rugby tournament and drawing regional soccer teams like Carolina Velocity. The Sandhills Bogeys (summer collegiate baseball league) have also approached the Town about the possibility of playing at Armory Field, as they will be vacating their field at Sandhills Community College due to future construction.

Similar to Pool Park, this venue has also grown in significance. While “Morganton Road Sports Complex” is understood locally, it means little to anyone outside Southern Pines or Moore County. Our staff takes pride in the Town’s ownership of this complex and has recommended rebranding this multi-sport venue as “Southern Pines Sports Park.” Retaining the historic and local brand names is also important, so this would be addressed as follows:

- Staff requested a new address for the soccer complex (currently 190 Fire Lane). On June 5, Moore County GIS/E-911 assigned 605 W. Morganton Rd. as the park address. The concessions stand and playground will remain 190 Fire Lane. The entrance signs will include 605 W. Morganton Rd; see attached graphic.
- The overall complex (8 fields, concessions, playground, parking, etc.) will be known as “Southern Pines Sports Park.” The baseball/softball fields will be Armory Field at Southern Pines Sports Park and Optimist Field at Southern Pines Sports Pak. This is consistent with the manner in which we’re handling Whitehall and Rounds Playground, i.e. Whitehall at Reservoir Park, recognizing the regional brand of Reservoir Park.

Unless Council objects, staff will move forward with rebranding the sports complex and fields as detailed above.



*We take great pride in the natural beauty, historical sites, local businesses, public spaces, and schools in Southern Pines. We want everyone to be able to access and enjoy these wonderful assets safely. It's the Southern Pines Way.*

3 (Single Sided) 47"x72" 6M Poly Metal-\$475ea+tax  
(die cut)



# MID-YEAR REVIEW

## Recycling Subscription

June 17, 2025

On January 1, 2025, the Town launched its new recycling subscription, with service provided by Meridian.

As of mid-June, about halfway through our first year of service, just over 2,100 customers have opted in for this service.

Meridian collects recyclables twice a month from these customers, in a 95-gallon cart at the curb.



Meridian will bill the Town approximately \$225k for the first 12 months of service. This includes a 4% CPI increase, scheduled to go into effect in October, per the contract terms.

We bill subscribers \$10/month (\$20 for commercial subscribers with 2 carts). We expect to collect just over \$240k by the end of December 2025.

By being creative, innovative, and adaptable, we can find the best path forward. It's the

# Recycling Fees & Revenues: January - June 2025

Meridian bills the Town a fixed cost per month based on a tiered number of customers and this includes collection & disposal. We are currently billed at the second-highest tier (1,951 to 2,600 customers), which is \$19,006 each month. Our subscribers are billed the following on their monthly utility bills:

Residential subscribers: \$10 per month (1 or 2 carts)

Commercial subscribers: \$10 per cart per month (maximum of 2 carts)

One time charge to acquire 2nd cart (residential & commercial): \$75

Description	Jan	Feb	Mar	Apr	May	Jun
Fees Billed to Subscribers	\$12,340	\$18,740	\$19,400	\$19,940	\$20,190	\$20,430
Tier Slots Allocated	1,901	1,972	2,050	2,091	2,133	2,192
Growth in Tier	--	71	78	41	42	59
% Growth in Tier	--	3.7%	4%	2%	2%	2.8%
Meridian Billing	\$14,255	\$19,006	\$19,006	\$19,006	\$19,006	\$19,006
Fee Revenues Over (Under) Bill	(\$1,915)	(\$266)	\$394	\$934	\$1,184	\$1,424



## By The Numbers: Southern Pines Recycling Subscription as of June 17, 2025

Tier Slots Allocated: 2,192 (residential & commercial)

Subscribers who have opted in for a 2nd recycling cart: 109 (21 commercial + 88 residential)

70: number of work orders generated to “remove recycle cart.”

Some of these are for subscribers who cancel the service altogether, while others are for customers who initially opted in for 2 recycle carts and later decided that 1 was sufficient.



## Projections Through December 31, 2025

It is still very early in our subscription program, but we are starting to see some consistencies now that new customers are leveling off. Since March, new subscribers are increasing by about 2% each month. If this trend continues, we could expect to allocate around 2400-2500 of our “tier slots” by the end of 2025, well within the 4<sup>th</sup> billing tier, which goes up to 2,600 carts. Based on these projections, we could reasonably expect to collect between \$240k to \$250k and pay Meridian just over \$225k, which reflects the 4% CPI increase in October, per the contract terms.

These projections reflect the FY 25-26 fee schedule, adopted by the Council on June 10, 2025, and in effect through June 30, 2026. Staff will review and confirm all of these projections for the FY 26-27 budget process; 14+ months of actual data will be available at that point.

Description: January to December 2025 (estimated)	Total as of December 31, 2025
Fees Billed to Subscribers	\$243,405
Tier Slots Allocated	2,469
Growth in Tier Slots	568
Meridian Billing	\$225,601
Fee Revenues Over (Under) Meridian Billing	\$17,805

## The Costs to the Town

While the Meridian contract is a major component of this subscription service, it’s not the only cost involved. Based on roughly four months of normal operations, Town staff provide the following support:

- **Utility Billing:** Approximately 150 hours/month for tasks such as adding or stopping service, generating work orders for Environmental Services, and billing support—totaling about 1,800 hours/year or 0.87 FTE.
- **Public Works Oversight:** Roughly 2 hours/week managing customer service calls, emails, etc.—about 104 hours/year or 0.05 FTE.
- **Environmental Services:** Responsible for all cart-related tasks per the contract—delivery, removal, and repair. There will be costs associated with these labor hours and the vehicles used for this work.
- **Cart Purchases:** Meridian covered the initial order, but the Town is contractually obligated to purchase additional carts (trash and recycling). The first cart is provided at no cost to all customers; we recover \$75 for those who choose to use a second cart.
- **Other Indirect Costs:** Minimal at this stage, but pre-launch communication and coordination were significant.

We launched the service on January 1 with about 1,900 subscribers. Meridian delivered roughly half the carts, and Town staff from multiple departments delivered the rest. This was a true Townwide effort—thank you to Environmental Services, Facilities, Fire, Fleet, Parks & Grounds, Streets/ROW, and Utilities for making it happen.

*“The Southern Pines Way is a high standard. We recognize this, are not afraid of it, and expect it from everyone who chooses Southern Pines.”*

NORTH CAROLINA

**LEASE AGREEMENT**

MOORE COUNTY

THIS LEASE is made this \_\_\_\_\_ day of \_\_\_\_\_, 2025, by and between the **ARTS COUNCIL OF MOORE COUNTY, INC.**, referred to as “Lessee,” and the **TOWN OF SOUTHERN PINES**, referred to as “Lessor.”

1. Lessor, for the sum of One Dollar (\$1.00) per year and other valuable consideration, leases to Lessee for Lessee’s sole and exclusive use those portions of the premises known as the Campbell House on Connecticut Avenue, Southern Pines, North Carolina, consisting of the entire ground floor, and a designated closet on the second floor. Lessee is further entitled to use for storage, jointly with Lessor, the garage building located on the premises as long as such building exists. In addition, Lessee and Lessor and other occupants and invitees may use in common with others, those portions of the building and grounds reasonably necessary for parking and for access to or use of those portions of the building the use of which each is otherwise entitled to. In the event the Town, during the effective period of this lease, were to vacate any portion of the building or surrounding grounds it occupies at the time of the signing of this lease, such space shall be offered to the Arts Council prior to any other effort to potentially lease or otherwise dispose of it.
2. Lessee leases and accepts the premises on an “as is” basis as of the date stated in Section 3 below.
3. The term of this lease commences on the \_\_\_\_\_ day of \_\_\_\_\_, 2025 and runs for a period of twenty-five (25) years.
4. Lessee shall be responsible for all expenses for telephone, utilities, and supplies for the leased premises.
5. Lessee shall pay for any expenses for repair or maintenance of the interior of the leased premises if the expense is less than Five Hundred and 00/100 Dollars (\$500.00), and Lessor shall pay for the cost of such repairs and maintenance over the amount of Five Hundred and 00/100 Dollars (\$500.00). In the fifth year of this lease, and after the passage of each successive five-year period of this lease, the amount of the cost of repairs that the Lessee shall be responsible for shall increase by Five Hundred and

00/100 dollars (\$500.00). Further, before Lessee shall contract for any interior maintenance or repair, Lessee shall notify Lessor of the needed maintenance or repair and allow Lessor a reasonable time to self-perform the maintenance or repair.

6. Per the attached Landscaping Management Plan, subject to future amendments as approved by Lessor, Lessee will provide maintenance and upkeep of the grounds adjacent to the leased premises. Maintenance of the leased exterior areas, parking spaces, and walkways, and tree pruning, construction plans and timing, driveway access, and pre-approval by Lessor of exterior signage will be as agreed upon in writing between the Town Manager and the Arts Council Executive prior to the execution of this lease, and said agreement shall be reviewed and revised from time to time at the request of either party.
7. Signs may be used or installed only with the express permission of the Lessor, but permission shall be deemed to have been given for signs already installed as of the commencement date of this lease. Additional signage may be placed by the Lessor.
8. Except as agreed in Section 9 below, Lessee shall not modify or make improvements to the premises, other than minor repairs, without the consent of the Lessor, which consent shall not be unreasonably withheld. It is agreed that all repairs, modifications, additions, or improvements shall be and become a permanent part of the real estate, and as such the property of the Lessor.
9. Lessee has Lessor's permission to move forward with the addition to the building that was submitted to and approved by the Town Council on June 25, 2024. However, Lessee must obtain Lessor's written pre-approval of construction plans for any addition to the premises before construction may begin. Should the Town Council subsequently decide to make the building available for purchase during the term of this lease, Lessee shall have a first right of refusal to acquire the property.
10. Lessee, in the event aforementioned addition is constructed, shall make available to the Town a mutually agreed permanent space within the building in which the Town's collection of Wyeth paintings and other valuable artifacts and pieces of art may be properly displayed.
11. Lessee, throughout the period of its occupancy and its expense shall cause the premises to be cleaned with sufficient frequency and in a manner sufficient to maintain the premises in a state of cleanliness consistent with reasonable standards for offices and public areas, including the lobby and restroom adjacent to the lobby.

12. During the term of this lease, Lessee is entitled to exclusive use of the yards to the rear of the Campbell House and between the side of the house and playing fields, when Lessee has given advance notice to Lessor of the intended use prior to Lessor's scheduling of any activity for the yard.
13. The leased premises during the term of this lease shall be used exclusively for office, gallery, reception, studio, small educational classes, events, and meeting purposes. Additional uses may be approved by the Town Manager from time to time, including the possibility of a singular bedroom being designated for overnight and short-term use by visiting artists.
14. Should the Campbell House be destroyed or rendered unfit for use and occupancy by fire or other casualty, this lease shall thereupon terminate.
15. Lessee may not assign this lease or sublet any part of the premises without the written consent of Lessor, but Lessee may rent the leased premises for temporary use without the consent of Lessor.
16. On termination of this lease Lessee may remove all fixtures installed at Lessee's expense so long as they may be and are removed without damage to the premises. All expenses of such removal shall be paid by Lessee and same shall be completed by the time this Lease terminates.
17. If any obligation of the Lessee under this lease remains unsatisfied for ten (10) days after notice by Lessor to Lessee, Lessor may, at its option, declare this lease terminated and canceled, and take possession of said premises.
18. Effective on the date stated in Section 3 above, this lease supersedes all previous leases between the parties.
19. This Lease Agreement constitutes the entire understanding between the parties and shall not be modified except in writing signed by the parties. This lease is binding on the parties hereto, their heirs, and permitted assigns.
20. The designation Lessor and Lessee 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.

IN WITNESS WHEREOF, Lessor and Lessee have executed this lease agreement in duplicate.

LESSOR: TOWN OF SOUTHERN PINES

By: \_\_\_\_\_

LESSEE: ARTS COUNCIL OF MOORE COUNTY, INC.

By: \_\_\_\_\_

# MEMO

**To:** Reagan Parsons, Town Manager  
**Cc:** Jessica Roth, Assistant Town Manager  
**From:** BJ Grieve, Planning Director  
**Date:** June 24, 2025  
**Re:** Planning Department Administrative Fees

## **Background**

At the February 25, 2025 Work Session, Planning Department staff presented an analysis of actual administrative costs associated with development review and compared it to what is presently charged for administrative fees. In summary, on average across all administrative fees charged by the Planning Department the town is presently recovering about 50% of the actual administrative costs associated with development review. The Department's fees were last updated on June 24, 2019.<sup>1</sup> As a follow-up to that initial presentation, at the May 27, 2025 Work Session staff presented three options for updating administrative fees. Town Council discussed the three options at that meeting and provided additional guidance to staff. Staff have now prepared a draft revised fee schedule for the Town Council's consideration.

## **Draft Revised Administrative Fee Schedule**

Staff have prepared a draft revised administrative fee schedule (ATTACHMENT A) with four primary changes:

1. Eliminate fees for products and processes no longer offered by the Planning Department and updates the names of processes that have changed since 2019;
2. Adjust fees by +23% to account for cumulative increases in the Consumer Price Index<sup>2</sup> (inflation) from 2019-2024;
3. Create a discounted administrative fee for Conditional Zoning District applications within an adopted Character District zoning overlay. As discounted fee is to encourage the use of Conditional Zoning Districts for new development and redevelopment in order to implement goals and policies in the 2040 Comprehensive Plan.<sup>3</sup>
4. Add a fee for processing a Subdivision Performance Guarantee (SPG). A SPG may be used to assure compliance with subdivision regulations "and other development regulation requirements."<sup>4</sup> The average actual cost to process a SPG is \$486 and no fee is presently charged. The proposed fee recovers the same percentage of average actual cost as our Final Plat fee.

For convenience, all fees are rounded to the nearest \$10. No action is requested at the Work Session. Pursuant to NCGS §160D-805(a), the public must be notified of proposed increases in fees related to subdivision and there must be a public comment period. The Planning staff will ensure this requirement is met with any future Town Council action on Planning Department administrative fees.

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<sup>1</sup> Ordinance #1807

<sup>2</sup> [Consumer Price Index, 1913- | Federal Reserve Bank of Minneapolis](#)

<sup>3</sup> Goals #3 and #7 and Policies 3.1, 3.2, 3.3, 3.9, 3.11, 3.12, 3.14, 4.6, 4.10, 5.2, 5.5, 6.5, 7.1, 7.2, 7.5, 7.6, 9.2, 9.4 and 9.6.

<sup>4</sup> GS §160D-804.1

**ATTACHMENT A**

**PLANNING FEES SHOWING ADDITIONS, DELETIONS & ADJUSTED FEES**

<u>Description</u>	<u>Current Fee</u>	<u>Adjusted Fee</u>
<del>Maps-Topo and Tax</del>	<del>\$5</del>	
<del>Maps-1 inch=1,000 feet</del>	<del>\$5</del>	
<del>Maps-Town Jurisdiction</del>	<del>\$22</del>	
<del>8.5" X 11"</del>	<del>\$5</del>	
<del>11" X 17"</del>	<del>\$10</del>	
<del>Larger than 11" X 17"</del>	<del>\$25</del>	
<del>Copy of Zoning Ordinance</del>	<del>\$75</del>	
<del>Copy of Subdivision and Land-Use Regulations</del>	<del>\$25</del>	
Board of Adjustment - Variance	\$500	\$610
<del>Board of Adjustment - Interpretation of Zoning Map</del>	<del>\$500</del>	
Board of Adjustment - Appeal of a Determination of an Administrative Official	\$500	\$610
Architectural Review - Town Council	\$300	\$370
Architectural Review - Staff	\$100	\$120
<del>Conditional Special Use Permit</del>	<del>\$1,500</del>	<del>\$1,840</del>
<del>Conditional Use Permit - Major Subdivision Preliminary Plat</del>	<del>\$1,500</del>	<del>\$1,840</del>
- Additional per lot fee	\$25.00	\$30
Zoning Map Amendment	\$1,500	\$1,840
Conditional <del>Use-Zoning</del> District Map Amendment	\$1,500	\$1,840 <sup>1</sup>
Planned Development District - CDP	\$1,800	\$2,210
Planned Development District - PDP	\$1,800	\$2,210
- Additional per lot fee w/ <del>p</del> Preliminary <del>p</del> Plat	\$25	\$30
Planned Development District - FDP	\$500	\$610
<del>Unified Development</del> Ordinance Text Amendment	\$1,000	\$1,230
Comprehensive Plan Amendment	\$750	\$920
Subdivision Review Minor Final Plat	\$150	\$180
Subdivision Review Major Final Plat	\$150	\$180
- Additional per lot fee	\$25	\$30
<del>Subdivision Performance Guarantee</del>		\$165
Exempt <del>Subdivision</del> Survey	\$25	\$30
Historic District Certificate of Appropriateness, Major Works	\$250	\$300
Historic District Certificate of Appropriateness, Minor Works	\$50	\$60

**Commented [BG1]:** The Planning Department no longer sells maps or makes paper copies for people. When copies of documents are requested from an archived file we scan and email them to people and typically this takes very little time.

**Commented [BG2]:** "Interpretation of a Zoning Map" is not a unique process set forth in the UDO. The Planning Director position provides interpretations of zoning and those interpretations may be appealed to the Board of Adjustment (see Appeal on next line).

**Commented [BG3]:** Major Subdivision Preliminary Plats are no longer processed as a Special Use Permit, they are now processed as a stand-alone review process.

**Commented [BG4]:** The actual average cost to process a Subdivision Performance Guarantee (SPG) when one is submitted with a Final Plat application is \$486 and no fee is presently charged. This \$165 fee recovers the same percentage of the average actual cost to process as a Final Plat (34%).

**Commented [BG5]:** An exemption is technically not a subdivision. It is exempt because it does NOT meet the definition of subdivision under the law.

<sup>1</sup> Administrative fee is reduced by 50% for projects located within a Character District zoning overlay.

Zoning Compliance Permit <sup>2</sup>	\$50	\$60
<del>Zoning Certification Letter</del>	<del>\$50</del>	
<del>Site Plan Review: Single Lot Residential</del>	<del>\$50</del>	
Site Plan Review - Major (>/= 1 acre)	\$2,000	\$2,460
Site Plan Review - Minor (</= 1 acre)	\$500	\$610
Site Plan Re-Review - Major (>/= 1 acre) <sup>3</sup> (Charged after 2nd)	\$500	\$610
Site Plan Re-Review - Minor (</= 1 acre) <sup>3</sup> (Charged after 2nd)	\$150	\$180
<del>Temporary Use</del>	<del>\$250</del>	
<del>Re-review</del>	<del>Previous fee</del>	

**Commented [BG6]:** Same fee, now just included under "Zoning Compliance Permit" above.

**Commented [BG7]:** Fee for Temporary Use is reduced to \$60 and moved to Zoning Permit above.

**Commented [BG8]:** Delete because this is addressed in the UDO when a major amendment to a Development Approval warrants starting over. The way it's written here doesn't clearly explain that so it's just confusing.

<sup>2</sup> Includes review of residential and commercial Building Permits for zoning compliance, as well as the following types of permits: Temporary Uses or Structures, Special Event, Fence, Sign, Home Occupation, Mobile Food - Vendor, Mobile Food - Property Owner and Sidewalk Café/Street Furniture. Also includes Zoning Verification Letters and Eligible Facilities Requests (cell towers).

<sup>3</sup> Charged beginning with third submittal if third submittal is not approved.