



AGENDA

Tuesday, August 26, 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. ACTION ITEMS

a. Approve Application to the Local Government Commission Regarding a Financing Agreement for 300 SW Broad Street

Resolution #1126 - Authorize Filing Application for Approval of a Financing Agreement Authorized by NCGS 160A-20 for 300 SW Broad Street

b. MAPP-02-24: Written Decision for Murray Hill Townhomes Major Subdivision Preliminary Plat

Staff has prepared a draft Written Decision for MAPP-02-25, Murray Hill Townhomes. The Preliminary Plat was approved by Council on August 12.

c. SU-01-25: Written Decision for Tyler's Ridge Lot 9

Staff has prepared a draft Written Decision for application SU-01-25, Tyler's Ridge Lot 9. The application was approved by Council on August 12.

5. PUBLIC HEARINGS - LEGISLATIVE

a. OA-02-25 Proposed Amendments to the Unified Development Ordinance (UDO)

The Planning Department proposes multiple UDO amendments related to sign regulations. The Engineering Department has also prepared amendments to Appendix B of the UDO. This public hearing was opened on August 12 and continued to August 26.

6. COUNCIL UPDATES AND DISCUSSION

a. Capital Projects Update

Staff will share current updates on several active capital projects.

b. Post Chantal Action Report

Staff has evaluated the Town's response during and after Tropical Storm Chantal and prepared an action report. Staff will provide a high-level overview of the report and answer any questions.

c. Water Discussion

Staff will provide an update regarding recent discussions with Moore County and solicit feedback from the Council regarding continued interest.

d. Planning Department Update

Planning staff will briefly update the Town Council on agenda items coming in September. Staff will also follow up on prior discussions at the August 12, 2025 Regular Meeting about the Planning Department's agency referrals to the U.S. Fish & Wildlife Service and update the Town Council on the status of Phase 2 of 2040 Comprehensive Plan Implementation.

7. COUNCIL ROUNDTABLE

8. CLOSED SESSION

a. Council will hold a closed session as authorized in N.C.G.S. §143-318.11(a)(5) to discuss real estate.

9. ADJOURNMENT

Meetings/work sessions of the Southern Pines Town Council are now available on the Town's Website at sopinesnc.info/agendas. Video of the Town Council meetings will be live-streamed on the website 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.



RESOLUTION #1126

AUTHORIZING THE FILING OF AN APPLICATION FOR APPROVAL OF A FINANCING AGREEMENT AUTHORIZED BY NORTH CAROLINA GENERAL STATUTE 160A-20

WHEREAS, the Town of Southern Pines, North Carolina desires to purchase and up-fit the property located at 300 SW Broad Street (the “Project”) to better serve the citizens of Southern Pines; and

WHEREAS, the Town of Southern Pines, North Carolina desires to obtain installment financing toward the costs of the Project not to exceed \$7,000,000 using methodology authorized under North Carolina General Statute 160A, Article 3, Section 20; and

WHEREAS, findings of fact by this governing body must be presented to enable the North Carolina Local Government Commission to make its findings of fact set forth in North Carolina General Statute 159, Article 8, Section 151 prior to approval of the proposed contract;

NOW, THEREFORE, BE IT RESOLVED that the Town Council of Southern Pines, North Carolina, meeting in regular session on the 26th day of August, 2025, make the following findings of fact:

1. The subject structure will help meet both current space needs and anticipated growth of Town staffing based on projected population increases and commercial construction. Additionally, the facility will allow for the creation of dedicated meeting space for the Council and its various Boards and Commissions, vastly improving upon the current situation of having to set-up and teardown both seating and AV equipment every time a group meets in space otherwise dedicated to other public services. The cost of the structure is also far less on a per sq/ft. basis than previous concepts around upfitting current buildings, projects that also resulted in less usable space and no ability to dedicate a meeting space.
2. The proposed contract is preferable to a bond issue for the same purpose because the Town of Southern Pines will utilize general revenues to repay the proposed debt. The cost of financing the Project through a bond issue would be much greater than installment financing since the issuance cost of bonds are greater.
3. The sums to fall due under the contract are adequate and not excessive for the proposed purpose. The annual principal & interest payment is projected to be less than the value of three pennies on the annual tax rate, and that is as of the current valuation that is due for a four-year update in the coming fiscal year. Both recent looks at improving existing facilities and general conversation with consultants involved and/or familiar with the construction of similar type facilities in recent years make this acquisition a preferable value-centric approach for our citizenry.
4. The Town of Southern Pines’ debt management procedures and policies are good which is reflected in the Town’s total gross debt remaining well below the legal debt limit. The Town’s bonds continue to carry an “AA-” rating.
5. The immediate increase in taxes necessary to meet the sums to fall due under the proposed contract will be \$.00 cents per \$100 valuation and is not deemed to be excessive. As previously stated, the Town is due for reappraisal and any potential increase in taxes will be considered within a larger conversation

regarding growth in base, growth in values of existing land and structures, and the impact of a revenue neutral look at existing rates.

6. The Town of Southern Pines is not in default in any of its debt service obligations.
7. The attorney for the Town of Southern Pines will render an opinion that the proposed Project is authorized by law and is a purpose for which public funds may be expended pursuant to the Constitution and laws of North Carolina.

NOW, THEREFORE, BE IT FURTHER RESOLVED by the Southern Pines Town Council that the Finance Director is hereby authorized to act on behalf of the Town of Southern Pines in filing an application with the North Carolina Local Government Commission for approval of the Project and the proposed financing contract and other actions not inconsistent with this resolution.

This resolution is effective upon its adoption this 26th day of August, 2025.

I certify that this resolution was adopted by the Town Council of the Town of Southern Pines at its meeting of August 26th, 2025 as shown in the minutes of the Town Council for that date.

Elizabeth Robertson, Town Clerk

Agenda Item

To: Reagan Parsons, Town Manager

From: James Broadwell, Planner II

Via: BJ Grieve, Planning Director

Subject: MAPP-02-25: Major Subdivision Preliminary Plat for 20 Townhomes and 1 Single-Family Detached Dwelling fronting Murray Hill Road; Petitioner: On Your Lot, Inc. (Value Build Homes), by Koontz Jones Design, PLLC, Agent

Date: August 26, 2025

I. PURPOSE

Per UDO §2.14.6(F)(11), “A written decision must be approved for every quasi-judicial application, either by entering the decision at the end of the hearing or at a subsequent meeting of the hearing body, which shall generally be the next scheduled meeting. As part of the written decision, the hearing body must make findings of fact and conclusions as to applicable standards and any conditions. The chair may direct the Planning Director or Town Attorney to draft a written decision for approval by the hearing body at its next regularly scheduled meeting, which approval may be on a consent agenda.”

Planning staff have prepared a draft of the written decision of the Town Council’s approval of application MAPP-02-25 that was heard by the Town Council at the regular meetings on July 22, 2025 and August 12, 2025 that the Town Council may now wish to adopt. If the Town Council approves the drafted written decision, the Mayor will sign the document. The original signed version will be delivered to the applicant, authorized agent, and property owner with Planning staff and the Town Clerk maintaining copies of the signed document for their respective files.

II. SUMMARY OF APPLICATION REQUEST

Mr. Paul Saathoff, of Koontz Jones Design/V3, PLLC, on behalf On Your Lot, Inc. (ValueBuild Homes), submitted a Major Subdivision Preliminary Plat application pursuant to the Town of Southern Pines Unified Development Ordinance (UDO) §2.20. The plat intends to subdivide the two parent tracts into 20 single-family attached lots, one single-family detached lot, and one common area and access lot. The parent tracts presently comprise two single-family detached lots. The subject property is located on the north side of Murray Hill Road. Per the Moore County tax records, the properties are identified as PARID 00052146 and 00048691, which comprise 2.06 total acres.

III. TOWN COUNCIL EVIDENTIARY HEARING AND ACTION

A public evidentiary hearing, regarding the proposed Major Subdivision Preliminary Plat (MAPP) for Murray Hill Townhomes was called to order with five members present on July 22, 2025. The oath was administered to all witnesses choosing to speak. Planning staff

entered the July 22, 2025 staff report as Exhibit A and staff's July 22, 2025 presentation as Exhibit B. The applicant entered their presentation into the record as Exhibit C. After citing four issues, the Town Council chose to continue the hearing to the August 12, 2025 regular business meeting. On August 12, the Town Attorney first entered into the record a letter sent by Bob Koontz to the Town Council as Exhibit D, explaining Koontz Jones Design / V3's landscape architecture professional practices and methods (in response to conversation during the MAPP-02-25 hearing on July 22). Due to the nature of the letter, the Town Attorney then reaffirmed the impartiality of all members of council and witnesses choosing to speak before the hearing moved forward. Next, planning staff entered the August 12, 2025 staff report as Exhibit E and staff's August 12, 2025 presentation as Exhibit F. After closing the hearing, the Town Council discussed and voted on the draft findings of fact.

After discussion on topics including, but not limited to, consistency with the Major Subdivision criteria and changes that the applicant made to the Preliminary Plat between the July and August meetings, the Town Council voted 4-1 to adopt Attachment 1 of the staff report as Finding of Facts. The Town Council then voted 4-1 to approve MAPP-02-25 as presented at the August 12, 2025 Town Council Meeting. Councilman Pate moved to adopt and Councilwoman Gray seconded both motions. Councilwoman Petersen dissented both motions.

IV. STAFF COMMENTS

Town planning staff prepared a Written Decision of the Board for the Town Council's review and action decision.

V. ATTACHMENTS

1. Written Decision of the Board: MAPP-02-25

VI. TOWN COUNCIL ACTION

The Town Council may wish to take one of the following actions.

1. No action;
- 2. Accept the Written Decision for MAPP-02-25 as prepared by the Town staff;**
3. An action listed above with the following conditions...; or
4. Action not listed above...



CASE NUMBER: MAPP-02-25

**FINDINGS OF FACT, DECISION OF THE BOARD, AND ORDER IN THE MATTER
OF A MAJOR SUBDIVISION PRELIMINARY PLAT APPLICATION FOR MURRAY
HILL TOWNHOMES**

DESCRIPTION OF MATTER

Mr. Paul Saathoff, of Koontz Jones Design/V3, PLLC on behalf On Your Lot, Inc. (Value Build Homes), submitted a Major Subdivision Preliminary Plat application pursuant to the Town of Southern Pines Unified Development Ordinance (UDO) §2.20 for 20 single-family attached lots, one single-family detached lot, and one common area and access lot, on ± 2.06 total acres, on the parcels identified as PARIDs 00052146 and 00048691. Per the Moore County tax record, the subject property is owned by On Your Lot, Inc. (Value Build Homes).

A public evidentiary hearing regarding the proposed Major Subdivision Preliminary Plat (MAPP) for Murray Hill Townhomes was called to order with five members present on July 22, 2025 and August 12, 2025. The oath was administered to all witnesses choosing to speak. . Planning staff entered the July 22, 2025 staff report as Exhibit A and staff's July 22, 2025 presentation as Exhibit B. The applicant entered their presentation into the record as Exhibit C. After citing four issues, the Town Council chose to continue the hearing to the August 12, 2025 regular business meeting. On August 12, the Town Attorney first entered into the record a letter sent by Bob Koontz to the Town Council as Exhibit D, explaining Koontz Jones Design / V3's landscape architecture professional practices and methods (in response to conversation during the MAPP-02-25 hearing on July 22). Due to the nature of the letter, the Town Attorney then reaffirmed the impartiality of all members of council and witnesses choosing to speak before the hearing moved forward. Next, planning staff entered the August 12, 2025 staff report as Exhibit E and staff's August 12, 2025 presentation as Exhibit F. After closing the hearing, the Town Council discussed and voted on the draft findings of fact.

FINDINGS OF FACT

- A. The Town Council finds that the application is complete and that the facts submitted are relevant to the case because the request for Major Subdivision Preliminary Plat approval has met the specified submittal requirements as required in the Town of Southern Pines UDO Appendices, the applicants have submitted adequate evidence addressing criteria for a Preliminary Plat, and the evidence submitted was sworn testimony by qualified experts or provided through substantiated documentation.
- B. The Town Council finds that the application complies with UDO §2.20.4(G), Criterion 1 (the application is consistent with the Comprehensive Plan, as well as any other adopted plans for

streets, alleys, parks, playgrounds, and public utility facilities) in that, with a control measure to optimize mature existing tree preservation included with the Preliminary Plat approval, the plat will be consistent with the 2040 Comprehensive Plan. These mature trees on site provide distinct natural character to the surrounding community, which directly aligns with Major Subdivision Preliminary Plat Criterion 1 and Comprehensive Plan policies 4.9 and policy 4.10. Additionally, preserving these trees may count toward street trees, buffers, and open space requirements pursuant to UDO §4.3 and §4.9. The proposed subdivision is consistent with the General Framework Map and Conservation and Development Maps, which categorize the site as an “Area to Enhance” and “Neighborhood,” respectively. Site access and utility connections, provided by Town of Southern Pines Public Works, are both readily available. Therefore, the project is also compatible with its surrounding infrastructure. Finally, with the inclusion of a crosswalk over Murray Hill Road and a sidewalk connection, as shown on the preliminary plat, the project is consistent with Comprehensive Plan policy 8.1 by providing pedestrian infrastructure.

- C. The Town Council finds that the application complies with UDO §2.20.4(G), Criterion 2 (the proposed subdivision complies with the UDO and applicable state and federal regulations) in that once the project developer conducts a Red Cockaded Woodpecker assessment, and makes any necessary development plan adjustments, the project will definitively adhere to federal Endangered Species Act regulation. Furthermore, given the unique layout of the subject property, administrative relief under UDO §2.46 for side setback adjustments provides a reasonable measure to ensure proper site circulation and layout. Finally, the application meets UDO density, open space, and parking requirements.
- D. The Town Council finds that the application complies with UDO §2.20.4(G), Criterion 3 (the proposed Subdivision, including its Lot sizes, density, access, and circulation, is compatible with the existing and/or permissible zoning and future land use of adjacent property) in that the 20 townhome lots and one single-family lot and their respective dimensions meet density standards. The proposed driveways and private rights-of-way will be properly aligned and will provide sufficient access to the new homes.
- E. The Town Council finds that the application complies with UDO §2.20.4(G), Criterion 4 (the proposed subdivision will not have detrimental impacts on the safety or viability of permitted uses on adjacent properties) in that the project does not present a safety or viability concern for the surrounding area. With proper improvements made to Strawberry Lane, sufficient emergency and fire access will be established to the entire site. No other safety or viability concerns were shown from the town staff’s analysis.
- F. The Town Council finds that the application complies with UDO §2.20.4(G), Criterion 5 (the proposed public facilities are adequate to serve the normal and emergency demands of the proposed development, and to provide for the efficient and timely extension to serve future development) in that the proposed utility plan adequately meets water, fire flow, and sewer requirements. The Town of Southern Pines will provide all utility extensions and connections, and they will serve this development adequately and efficiently.

CONCLUSION AND DECISION

Therefore, by a vote of 4-1, the Town Council voted to approve the Murray Hill Townhomes MAPP-02-25 with the following additional conditions:

Condition 1–Preserve Natural Character. All existing trees, 10-inch diameter and larger, that do not interfere with essential site grading or the installation of building footprints, vehicle access areas, or utilities shall be preserved to protect the town’s natural character.

- The developer shall identify, during site plan review, which trees will be retained and which trees are essential to remove. Town staff shall confirm that the trees are essential to remove before approving the site plan.
- Town staff will also verify tree protection fencing for trees counting toward existing vegetation credit and any other necessary aspects of this condition during site plan review.
- The developer may request a reduction in tree protection fence radius for trees counting toward existing vegetation credit under UDO §4.3.13. Town staff shall grant requested tree protection fence radius reductions contingent on Town Arborist concurrence that a given reduction will not significantly impinge tree viability.

This condition is pursuant to MAPP Criterion 1, Comprehensive Plan Policies 4.9 and 4.10, and UDO §4.3.13.

Condition 2–Red Cockaded Woodpecker (RCW) Assessment. The developer shall conduct the necessary RCW assessment to identify any possible cavity trees, possible sensitive foraging area, and overall RCW impact prior to lot clearing.

- Town staff shall verify the study’s findings and any necessary adjustments to meet Endangered Species Act (ESA) regulation.
- The developer shall make any necessary adjustments that result from the findings to adhere to federal ESA regulation.

This condition is pursuant to MAPP Criterion 2 and Comprehensive Plan Policy 4.9.

This is the 26th day of August, 2025.

FOR THE TOWN COUNCIL:

Taylor Clement, Mayor

Agenda Item

To: Reagan Parsons, Town Manager

From: Gene Ruiz, Planner II

Via: BJ Grieve, Planning Director

Subject: SU-01-25 Special Use Permit to Amend CU-01-11 To Remove Landscape Buffer and Building Setback: Owner/Applicant: James B. O'Malley, Trustee; Authorized Agent: Paul Saathoff, KoontzJones Design

Date: August 26th, 2025

I. PURPOSE

Per UDO §2.14.6(F)(11), “A written decision must be approved for every quasi-judicial application, either by entering the decision at the end of the hearing or at a subsequent meeting of the hearing body, which shall generally be the next scheduled meeting. As part of the written decision, the hearing body must make findings of fact and conclusions as to applicable standards and any conditions. The chair may direct the Planning Director or Town Attorney to draft a written decision for approval by the hearing body at its next regularly scheduled meeting, which approval may be on a consent agenda.”

Planning staff have prepared a draft of the written decision of the Town Council’s approval of application SU-01-25 that was heard by the Town Council at the regular meeting on August 12, 2025 that the Town Council may now wish to adopt. If the Town Council approves the drafted written decision, the Mayor will sign the document. The original signed version will be delivered to the applicant, authorized agent, and property owner with Planning staff and the Town Clerk maintaining copies of the signed document for their respective files.

II. SUMMARY OF APPLICATION REQUEST

Bob Koontz, on behalf of Trustee James O’Malley, has submitted a Special Use Permit to amend the 2011 Conditional Use Permit for the Tyler’s Ridge development (i.e. file #CU-01-11). Lot 9 is a ±0.7-acre parcel within the development and is adjacent to the current Ace Hardware development, the former Ace Hardware building, and Capital Drive. The amendment being proposed would remove a required 30’ landscaping buffer and 50’ building setback. The subject property is identified as PIN: 857300977253 (PARID: 20190158).

III. TOWN COUNCIL EVIDENTIARY HEARING AND ACTION

Special Use Permit amendment was opened on August 12, 2025. The oath was administered to all witnesses choosing to speak. Planning staff entered the August 12, 2025, staff report with attachments as Exhibit A, staff’s August 12, 2025, staff’s presentation as Exhibit B and U.S Fish and Wild Life Service email as Exhibit C. The applicants (i.e., Bob Koontz with KoontzJones Design) and Planning Staff Gene Ruiz each

provided testimony. After closing the hearing, Town Council discussed and voted on the draft findings of fact and final decision. Detailed discussion during the evidentiary hearing can be found in the meeting minutes on record in the Town Clerk's office and online.

Following the close of the hearing, Town Council discussed and voted 5-0 to approve the draft findings of fact as prepared by staff. Detailed discussion from the evidentiary hearing is available in the meeting minutes on file in the Town Clerk's office and online.

After closing the hearing, the Town Council voted 5-0 to adopt Attachment 1 of the staff report as Finding of Facts. The Town Council then voted 5-0 to approve SU-01-25 with one conditions.

IV. STAFF COMMENTS

Town planning staff prepared a Written Decision of the Board for the Town Council's review and action decision.

V. ATTACHMENTS

1. Written Decision of the Board: SU-01-25

VI. TOWN COUNCIL ACTION

The Town Council may wish to take one of the following actions.

1. No action;
- 2. Accept the Written Decision for SU-01-25 as prepared by the Town staff;**
3. An action listed above with the following conditions...; or
4. Action not listed above...



CASE NUMBER: SU-01-25

**FINDINGS OF FACT, DECISION OF THE BOARD, AND ORDER IN THE MATTER
OF A PRELIMINARY DEVELOPMENT PLAN APPLICATION FOR TYLER'S RIDGE
LOT 9**

DESCRIPTION OF MATTER

Bob Koontz, on behalf of Trustee James O'Malley, has submitted a Special Use Permit to amend the 2011 Conditional Use Permit for the Tyler's Ridge development (i.e. file #CU-01-11). Lot 9 is a ± 0.7 -acre parcel within the development and is adjacent to the current Ace Hardware development, the former Ace Hardware building, and Capital Drive. The amendment being proposed would remove a required 30' landscaping buffer and 50' building setback. The subject property is identified as PIN: 857300977253 (PARID: 20190158).

Special Use Permit amendment was opened on August 12, 2025. The oath was administered to all witnesses choosing to speak. Planning staff entered the August 12, 2025, staff report with attachments as Exhibit A, staff's August 12, 2025, staff's presentation as Exhibit B and U.S Fish and Wild Life Service email as Exhibit C. The applicants (i.e., Bob Koontz with KoontzJones Design) and Planning Staff Gene Ruiz each provided testimony. After closing the hearing, Town Council discussed and voted on the draft findings of fact and final decision. Detailed discussion during the evidentiary hearing can be found in the meeting minutes on record in the Town Clerk's office and online.

Following the close of the hearing, Town Council discussed and voted 5-0 to approve the draft findings of fact as prepared by staff. Detailed discussion from the evidentiary hearing is available in the meeting minutes on file in the Town Clerk's office and online.

FINDINGS OF FACT

1. The Town Council finds that the application is complete and that the facts submitted are relevant to the case because the request for Special Use Permit approval has fully met the specified submittal requirements as required in the Town of Southern Pines UDO Appendices, the applicants have submitted adequate evidence addressing criteria for a Special Use Permit, and the evidence submitted was sworn testimony by qualified experts or provided through substantiated documentation.
2. The Town Council finds that the application generally complies with UDO §2.21.6 Criteria for a Special Use Permit, Criterion A (i.e., the proposed special use shall comply with all regulations of the applicable zoning district and any applicable supplemental use regulations), The applicant is requesting an amendment to Conditional Use Permit CU-01-11 for Lot 9 within the Tyler's Ridge development. The amendment proposes a reduction to a

previously approved 30-foot landscape buffer and 50-foot building setback along the western boundary of the lot. These standards were originally intended to provide separation from a neighboring single-family residence, which has since been removed and replaced by the Ace Hardware Planned Development District.

In response to the change in surrounding land use, the applicant, in coordination with Town staff, has developed a revised site plan that maintains compliance with the applicable zoning district regulations and supplemental development standards. The updated layout includes:

- **Revised Buffer Area:** Eight of the 23 proposed parking spaces would encroach into the original 30-foot buffer but maintain approximately 11 feet of separation from the property line. This design preserves a meaningful portion of the buffer and allows for perimeter landscaping consistent with UDO requirements.
- **Vegetation Preservation:** The applicant proposes to retain mature pine and hardwood trees and remove invasive underbrush to support long-term canopy health, enhancing compliance with landscape preservation goals.
- **Parking Compliance:** The proposed 23 parking spaces will bring the site's total to 310, remaining below the originally approved maximum of 320 spaces, thereby complying with project-specific parking limitations.

Although the amendment revises previously approved dimensional standards, it continues to meet the intent and requirements of the applicable zoning district and the conditions of the original permit.

3. The Town Council finds that the application complies with UDO §2.21.6 Criteria for a Special Use Permit, Criterion B (i.e., the proposed special use shall conform to the character of the neighborhood in which it is located and not injure the use and enjoyment of property in the immediate vicinity for the purposes already permitted), in that the 2040 Comprehensive Plan calls for this area to be commercially or civically activated with civic, retail, or institutional land uses. The proposed amendment to Conditional Use Permit CU-01-11 seeks to reduce a previously approved 30-foot landscape buffer along the western boundary of Lot 9. Although this represents a modification to the original site design, Town Council finds that the proposal remains compatible with the character of the surrounding area due to the retention of larger trees that made up the buffer and does not negatively impact the use and enjoyment of adjacent properties.

The property immediately to the west—originally a single-family residence—has since been redeveloped as a commercial Planned Development District (Southern Pines Ace Hardware). This transition in land use significantly alters the original context for the buffer, diminishing the need for the originally approved level of screening and separation. In response, the applicant has incorporated the following measures to preserve neighborhood character and visual continuity:

- **Buffer Preservation:** Approximately 11 feet of the original 30-foot buffer will remain between the proposed parking area and the adjacent property. This preserved area includes the retention of existing mature vegetation, including two hardwoods and five pine trees.

- **Landscape Restoration:** The applicant has committed to removing invasive species and underbrush within the remaining buffer to enhance the health and visibility of preserved trees, improving the overall aesthetic and ecological value of the space.
- **Neighborhood Continuity:** The revised buffer treatment aligns with existing landscaping practices throughout the Tyler's Ridge development, where efforts have been made to retain Longleaf Pines, Willow Oaks, and other significant vegetation along site boundaries.

Although the buffer was not actively maintained following the redevelopment of the adjacent parcel, the proposed cleanup and preservation plan will restore its visual quality and screening function. These improvements plus additional landscaping in the cleared area on the north side of the site will maintain the intent of the original buffer—to soften the appearance of commercial development and ensure compatibility with nearby properties.

4. The Town Council finds that the application complies with UDO §2.21.6 Criteria for a Special Use Permit, Criterion C (i.e., adequate public facilities shall be provided as set forth herein), in that the site is adequately served by water and sewer main lines on Capital Drive.
5. The Town Council finds that the application complies with UDO §2.21.6 Criteria for a Special Use Permit, Criterion D (i.e., the proposed use shall not impede the orderly development and improvement of surrounding property for uses permitted within the zoning district or substantially diminish or impair the property values within the neighborhood), The applicant has worked closely with Town staff to revise the site layout in a manner that supports coordinated, functional development while preserving key visual and environmental elements. Approximately 11 feet of vegetated buffer will remain along the western boundary, including the retention of mature trees, helping to maintain the intent of the original buffer without compromising site functionality. The proposed amendment is not anticipated to hinder the development or redevelopment of adjacent properties. In fact, it enhances site integration with neighboring commercial uses and contributes to the orderly buildout of the Tyler's Ridge development. No evidence has been provided to indicate that the proposed changes would negatively affect surrounding property values. Town Council finds that the proposed buffer amendment does not present a risk to property values or the orderly improvement of nearby parcels within the zoning district. Therefore, the Town Council has not identified any issues that would impede orderly development of surrounding properties.
6. The Town Council finds that the application complies with UDO §2.21.6 Criteria for a Special Use Permit, Criterion E (i.e., the establishment, maintenance, or operation of the proposed use shall not be detrimental to or endanger the public health, safety, comfort or general welfare), The applicant proposes to develop Lot 9 in accordance with the standards of Conditional Use Permit CU-01-11 and the Unified Development Ordinance (UDO), while modifying previously approved buffer and setback requirements. The site design has been developed in coordination with Planning staff and the Town Arborist to ensure compatibility with environmental and community objectives. Key natural features—including mature Longleaf Pines and Willow Oaks—will be preserved, and the applicant has committed to removing underbrush to promote vegetation health and improve site appearance. These efforts are consistent with the goals of the 2040 Comprehensive Plan, which encourages preservation of

natural features and integration of new development with the surrounding environment. The proposed amendment strikes a reasonable balance between development and environmental stewardship and does not present any risk to the public interest.

7. The Town Council finds that the application complies with UDO §2.21.6 Criteria for a Special Use Permit, Criterion F (i.e., the public interest and welfare supporting the proposed use shall be sufficient to outweigh individual interests that are adversely affected by the establishment of the proposed use), in that no individual testimony was identified to outweigh public interest.

CONCLUSION AND DECISION

Therefore, by a vote of 5-0, the Town Council voted to approve with one condition the Tyler's Ridge Lot 9 Special Use Permit, i.e., SU-01-25. The final conditions were as drafted by the Planning Department staff for the Applicant, and written as follows:

1. **Condition 1**—Areas outside the required planting area and within the yellow circled area shown in presentation (Exhibit B) shall be planted to the buffer standard found in UDO § 4.3.4.

This is the 26th day of August, 2025.

FOR THE TOWN COUNCIL:

Taylor Clement, Mayor

Agenda Item

To: Reagan Parsons, Town Manager

From: BJ Grieve, Planning Director

Subject: OA-02-25: Sign Code & Appendix B Amendments to the Unified Development Ordinance (UDO).

Date: August 26th, 2025

I. SUMMARY OF AMENDMENT REQUEST:

The Town of Southern Pines Planning Department is proposing to amend multiple sections of the Unified Development Ordinance (UDO) related to the regulation of signs. This includes UDO §2.41, §4.6 and the definitions section in Chapter 9. Regulations that are based on the content of signs are being revised because the content of signs is protected as free speech. The proposed revisions will ensure the UDO only restricts signage based on time, manner and place. The proposed amendments help to implement Policies 3.2, 3.11 and 7.4 in the Town's 2040 Comprehensive Plan.

Additionally, the Engineering Department is proposing to amend Chapter 9 of Appendix B of the UDO. The proposed amendments remove many of the Certification and Permit forms found in Chapter 9 of Appendix B because the forms are administrative in nature and are not required to be in the UDO. The Utility Closeout Documentation Checklist and the Engineering Site Plan Closeout Documentation Checklist will remain in Chapter 9 of Appendix B.

The specific text of each proposed amendment, along with margin comments providing additional explanation and staff analysis of each change may be found in the attachments to this staff report. Planning staff will also present the proposed changes at the public hearing on July 24, 2025.

II. TOWN COUNCIL ACTION:

At the August 12, 2025 Town Council meeting, a public hearing was opened. Town staff made a presentation summarizing the proposed changes to the sign code. No members of the public spoke. After a brief discussion, the Town Council continued the hearing to the August 26th Work Session.

III. PLANNING BOARD REVIEW:

At the July 24, 2025 Planning Board regular meeting, a public hearing was held on the proposed text amendments. Planning staff briefly explained the legal basis for the proposed amendments as well as the process that was followed to review the town's sign ordinance.

There was no public comment regarding the amendments. There was no discussion amongst the Planning Board and the public hearing was closed.

After closing the public hearing, a motion was made by Andy speck and seconded by Jason Scribner that the text amendment (OA-02-25) is consistent with the 2040 Comprehensive Plan for the reasons set forth in Attachment A of the staff report and that the Planning Board recommended approval to the Town Council. The motion passed on a unanimous 6-0 vote. A signed copy of the Planning Board's resolution is attached to this staff report.

IV. APPLICATION REVIEW:

A. Review Process:

Applications for text amendments are reviewed pursuant to UDO §2.17.

B. Criteria for Review:

When reviewing an application for amendments to the text of the UDO, the hearing bodies (Planning Board followed by Town Council) shall consider and be guided by the following criteria, as set forth in UDO §2.17.10:

2.17.10. Criteria for UDO Text Amendments

In its review of an application for a UDO text amendment, the Hearing Bodies shall consider the following criteria. No single factor is controlling; instead, each must be weighed in relation to the other standards.

(A) Consistency. *The text amendment shall be consistent with the adopted Comprehensive Plan.*

(B) Health, Safety, and Welfare. *The amending ordinance must bear a substantial relationship to the public health, safety, or general welfare, or protect and preserve historical cultural places and areas.*

(C) Public Policy. *Certain public policies in favor of the text amendment may be considered. Examples include a need for affordable housing, economic development, mixed-use development, or sustainable environmental features, which are consistent with the Town, area, neighborhood, or specific plans.*

(D) Other Factors. *The Hearing Body may consider any other factors relevant to a text amendment application under state law.*

(E) Impacts. *The Hearing Bodies shall not regard as controlling any advantages or disadvantages to the individual requesting the change, but shall consider the impact of the proposed amendment on the public at large.*

C. Staff Comments:

The first part of this package of text amendments to the UDO is related to improving the town's sign regulations by removing or substantially revising restrictions that are based on the content of the sign. The reason is that content-based zoning regulations have consistently been found by courts to violate constitutional protection of free speech. However, the use of zoning regulations to regulate

signage with regard to time, manner and place has consistently been found by courts to be acceptable.

Planning staff worked closely on this project with both Town Attorney Mr. Mac McCarley as well as a consulting attorney Dr. David Owens (retired Professor of Public Law and Government at the UNC School of Government) starting in January of 2025. Dr. Owens conducted a thorough review of the most recent federal and state case law pertaining to local zoning and the regulation of signage. A copy of Dr. Owens' analysis is included as an attachment to this staff report.

Dr. Owens also conducted a review of the UDO that identified language that was in need of revision or, in a few instances, deletion. Dr. Owens typically did not write specific revisions to the UDO because there are few one-size-fits-all solutions in local zoning. Planning staff and Mr. McCarley used Dr. Owens' analysis as a guide to work through the sign regulations line-by-line. Following completion of a draft revised sign code, Dr. Owens conducted a review of the draft revisions and offered further suggestions for improvements.

Relating to the proposed sign amendments, the 2040 Comprehensive Plan identifies the visual impact of signage as a major contributing factor to community character. Therefore, the fair and defensible regulation of signage in a manner that is consistent with federal and state case law is of critical importance to plan implementation. The proposed amendments to UDO §2.41, §4.6 and Chapter 9 Definitions implement Policies 3.2, 3.11 and 7.4 as well as many other policies related to protection of community character by ensuring that sign regulations only contain defensible restriction on time, manner and place. In particular, Policy 3.11 states "The 2040 Comprehensive Plan is focused on content-neutral sign regulations that target the time, place, and manner that speech occurs."

The second part of this package of text amendments includes revisions to template documents and forms found in UDO Appendix B. The Town Engineer explains the reasons for the proposed amendments in a memo dated May 19, 2025 that is included as an attachment to this staff report.

Relating to the proposed amendments to UDO Appendix B, the 2040 Comprehensive Plan also identifies many ways to improve the efficiency of providing town services. Multiple policies identify and prioritize opportunities to achieve operational efficiencies that will save taxpayers money over the short- and long-term. To that end, the proposed amendments to Chapter 9 of Appendix B to remove outdated templates and forms and checklists are in the public interest because greater clarity in the process of administering local land use regulations results in more efficient and fair public service delivery.

All proposed amendments to the UDO and UDO Appendices are depicted on copies of the UDO that are attached to this staff report using ~~strikeout~~ for deletions and underline for additions. Only the pages of the UDO and UDO Appendices with

sections being amended are attached. Margin comments are also provided that further explain in detail the reason and/or context for each proposed amendment.

D. Outside Agency Comments:

A request for comment was emailed to representatives from the Regional Land Use Advisory Commission (RLUAC), North Carolina Department of Transportation (NCDOT), U.S. Fish and Wildlife Service (USFWS), Moore County Airport and representatives of the Town of Southern Pines on May 29, 2025.

As of the completion of the staff report on August 7, 2025, NCDOT, RLUAC and USFWS have responded to say they have no comments and no other comments have been received. Any responses received from agencies following completion of this staff report but prior to the public hearing will be provided verbally at the hearings.

V. ATTACHMENTS:

Documents related to the proposed text amendments were included as attachments to the staff report for OA-02-25 that was part of the August 12, 2025 Regular Meeting packet.

Below are links to the documents that were attached to the original staff report:

1. [July 24th, 2025 Planning Board Resolution regarding Plan Consistency.](#)
2. [Consulting Attorney Dr. David Owens' Analysis of Sign Regulation Case Law](#)
3. [Town Engineer Memo Describing Appendix B Amendments](#)
4. [Copy of UDO §2.41, §4.6 and Chapter 9 Definitions with margin comments explaining proposed amendments and showing proposed amendments using ~~strikeout~~ for proposed deletions and underline for proposed additions.](#)
5. [Copy of UDO Appendix B, Chapter 9 showing proposed amendments, using ~~strikeout~~ for proposed deletions and underline for proposed additions.](#)

VI. TOWN COUNCIL ACTION:

The Town Council shall consider the criteria for text amendments found in UDO §2.17.10, including consistency with the Comprehensive Plan. Per NCGS §160D-605, the Town Council shall approve a brief statement addressing plan consistency and reasonableness of the proposed amendments. The Town Council may wish to use the following motions for guidance:

I move that after considering the criteria for text amendments found in in UDO §2.17.10, the Town Council finds that:

1. **The proposed text amendments are consistent with the Comprehensive Plan and are a reasonable way to implement that plan for the reasons set forth in the Planning Board's resolution that was included as an attachment to the staff report for OA-02-25;**

2. The proposed text amendment is consistent with the Comprehensive Plan and is a reasonable way to implement that plan for the reasons set forth in the Planning Board's resolution that is included as an attachment to the staff report for OA-02-25, but with the following edits or additions to the resolution...
3. The proposed text amendment is not consistent with the Comprehensive Plan and/or is unreasonable for the following reasons...

And, therefore, I move to:

1. **Approve the proposed amendments to the UDO as shown on the attachment to staff report OA-02-25 in the August 12, 2025 Town Council packet** *(if desired, the Town Council may state any additional reasons you support the proposed amendment, besides those already listed in the Planning Board resolution);*
2. Approve the proposed amendments to the UDO as shown on the attachment to staff report OA-02-25 in the August 12, 2025 Town Council packet, with the following additional changes... *(if any changes were made to the proposed revisions, list the changes and reason(s) the text was changed);*
3. Deny OA-02-25 *(the Town Council shall state any reasons for denial of the proposed amendment);* OR
4. Other...





Existing Conditions

~8 parking spaces

~500' concrete curb

~400ft² concrete sidewalk

~6,738ft² asphalt



Option 1

- 12 parking spaces
- Mostly barrier curbing
- One curb cut for field access
- 6,816ft² asphalt
- Perimeter landscaping



Option 2

- Bollard-restricted access lane
- Mountable curb for field access
- Barrier curb to protect fence & trees
- 3,280ft² asphalt
- Extend grass and irrigation to lane



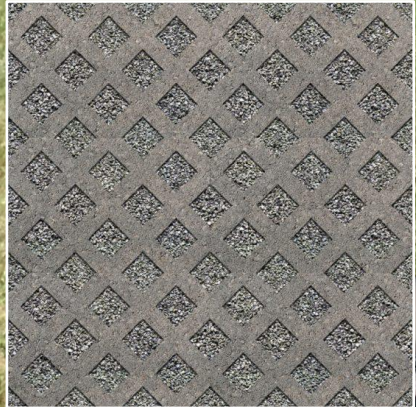
Option 3

- Bollard-restricted grass
- 7,138ft² sod
- Extend grass and irrigation to entire field



Option 4

- Bollard-restricted permeable pavers with expanded shale fill
- Durable curb for border and field access
- 3,280ft² permeable pavers
- Extend grass and irrigation to pavers

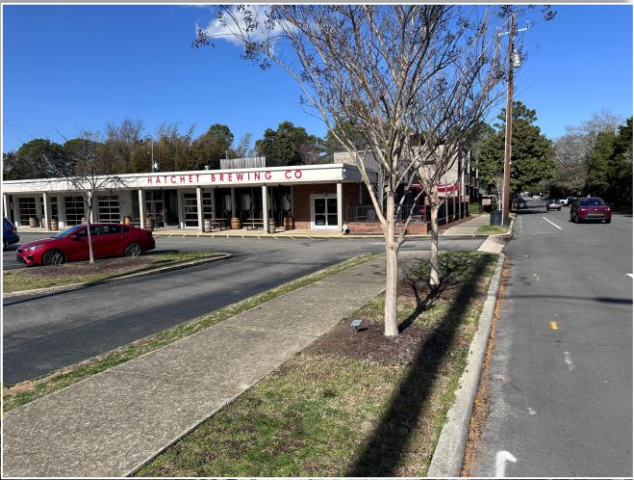


Existing Conditions
February 28, 2025 9:00 am



- ◆ Cleanout (per Survey)
- ▲ Backflow
- ▢ Meter Box (per Survey)
- W Water Service (approx.)
- Water Valve

Option 1 - Grass



- ◆ Cleanout (per Survey)
- ▲ Backflow
- ▢ Meter Box (per Survey)
- ⋈ Water Service (approx.)
- Water Valve

Option 2 – Brick



- ◆ Cleanout (per Survey)
- ▲ Backflow
- ▢ Meter Box (per Survey)
- W Water Service (approx.)
- Water Valve

Option 3 – Grass/Brick Mix



- ◆ Cleanout (per Survey)
- ▲ Backflow
- ▢ Meter Box (per Survey)
- W Water Service (approx.)
- Water Valve

MEMO

To: Reagan Parsons, ICMA-CM, Town Manager
CC: Jessica Roth, ICMA-CM, Assistant Town Manager
From: Greg Thompson, CPRP, CPSI, Parks and Recreation Director
Date: August 26th, 2025
Re: Carriage House Site Work Update

Background

The Town of Southern Pines owns a 157-acre passive park, Whitehall at Reservoir Park, located at 490 PeeDee Rd. The Town recently bid the site work required to make the Carriage House publicly accessible. The project consists of constructing a one-way paved driveway from PeeDee Road to the newly renovated Carriage House, beginning at the existing entrance to Elizabeth Rounds Park.

The scope includes limited grading and clearing, paving part of the one-way drive for fire access, and building a gravel parking area at the Carriage House. Patios, sidewalks, and other site amenities are included, and the Elizabeth Rounds Park parking lot and sidewalk will be reconstructed to accommodate the new drive. The project also includes required stormwater management, utility connections, erosion control, signage, and related work needed for a Certificate of Occupancy (CO).

Bid and Project Update

- First round of bidding began on Tuesday, April 22nd with an opening date of May 27th; no bids were submitted.
- In compliance with state purchasing laws, the Town rebid the project on June 2nd with an opening date of June 26th; only 1 bid was submitted by Sandhills Contractors which met statutory requirements as a responsive and responsible bid.
- The sole bid from Sandhills Contractors was approximately \$1.1 million, which exceeds funds available for this phase. Per state law, staff met with Sandhills Contractors in an attempt to bring the contract price to within funds available. The negotiations yielded a revised scope and contract price of approximately \$956,000 (before the 5% required bid bond).
 - Our pre-permitting/bidding cost estimate for this phase was just under \$540k (2023, CPL). While an inflationary increase is reasonable, staff is unable to recommend a contract that is nearly double.
 - The total cost estimate for both the Carriage House renovation and Carriage House site work was just under \$900k.
- The contract for the Carriage House renovation has recently been closed.
 - The renovation phase was initial estimated at \$340k, pre-permitting/bidding. (2023, CPL). This project was bid and awarded in summer 2024.
 - The Town received a \$185,000 grant from the Convention & Visitors Bureau to renovate the Carriage House and make it publicly accessible for a small events facility. The grant has been received in full and was used toward the renovation contract.
- The renovation is complete, but a CO cannot be issued without certain site work to meet code requirements (fire access, ADA accessibility, etc.).

Recommendation and Moving Forward

Based on the information above and internal discussions about available staff capacity and expertise, staff recommends that the Town serve as the general contractor for this phase. Certain items can be completed in-house, while others will require subcontractors. Staff has already begun the informal bidding process, as required by state law, for the work that must be sequenced first.

Staff believes this approach—using Town staff to manage the project, completing some portions in-house, and sequencing subcontractors—is the most cost-effective way to complete the required scope and bring the Carriage House into public use. As subcontractor bids are received and initial contracts are awarded, staff will have a clearer picture of total funding needed to finish the project; we will update Council accordingly.



ONE TEAM. ZERO BLAME. BETTER EVERY TIME.

Tropical Storm Chantal

**Post-Event Action Report
August 22, 2025**




**Southern
Pines**
NORTH CAROLINA



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Report prepared by Assistant Town Manager Jessica Roth & Communications Specialist Courtney Heaton, with assistance from Town staff.

ONE TEAM. ZERO BLAME. BETTER EVERY TIME.

What we learned when the rain came down.



On Sunday July 6, Tropical Storm Chantal dropped 8-10 inches of rain over 4 hours as it stalled over Southern Pines and caused intense, localized flooding. Considered a 500- to 1,000-year flood event, the storm was far beyond what natural or engineered systems are designed to handle. The last time we experienced flooding like this was Hurricane Fran, nearly 30 years ago.

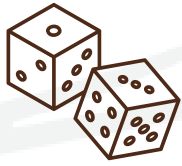


Two weeks later, around 25 Town employees met for a **“TOSP Tune-Up”**—a collaborative, blame-free and future-focused session to reflect on our response. This Action Report summarizes our insights, highlights what worked well, and outlines recommendations to strengthen future emergency preparedness, response, and recovery. This report has been prepared as a resource for staff and a transparent update for our community & Town Council.

We understand that sticking to the usual way of doing things may not always be the best approach. We're not afraid to question it or explore other options. It's the Southern Pines Way.

WHEN RARE DOESN'T FEEL SO RARE

Why historic data can't guide future readiness.



An event like Tropical Storm Chantal is often called “historic,” suggesting we may never see one again. But probability doesn’t work that way—and our weather patterns are shifting. Storms once considered extraordinary are now more common, and the data used to define risk can be decades old. Chantal can’t be treated as an anomaly and our emergency planning, infrastructure, and training must assume storms of this magnitude will happen again. By planning for that possibility, we’re not overreacting; we’re protecting lives, property, and community trust. That’s *the Southern Pines Way*.



WHAT A “100-YEAR” STORM REALLY MEANS

A “100-year” storm doesn’t happen once a century—it means there’s a 1% chance of it happening in any given year. This is a statistical probability, which is why “100-year” floods can—and do—occur more often than once in a lifetime.

THE GAP: MAPPED RISK & ACTUAL RISK

FEMA’s floodplain maps are built on decades-old climate and geological data and don’t reflect more recent changes in rainfall patterns or the increased frequency of extreme storms. The maps are critical for insurance and mortgage requirements, but don’t always capture local risk—especially for communities like Southern Pines, where flooding can occur well outside designated flood zones. When risk is underestimated, communities can be caught unprepared, both financially and operationally.



INTENSE STORMS ARE MORE FREQUENT

The 2020 *North Carolina Climate Science Report* from the state’s Institute for Climate Studies (NCICS) notes our state is experiencing increases in atmospheric water vapor, which leads to more intense downpours. NCICS records show an upward trend in heavy rainfall events (3" or more in a day), with 2015–2018 marking the highest number since 1900. Based on this data, NCICS concludes, “it is very likely that extreme precipitation frequency and intensity in North Carolina will increase.”

Engineering standards guide the size of stormwater pipes, culverts, and dams. The Town should evaluate viable options, as appropriate, so that this infrastructure reasonably handles these volumes and changing patterns.

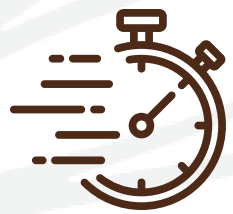
WHAT THIS MEANS FOR SOUTHERN PINES

Our readiness planning needs to reflect our current reality.

- **Treat extreme storms as recurring risks, not outliers** — so our PlayBooks, communication plans, and staffing models are ready to activate without hesitation.
- **Plan for future rainfall, not past averages** — exploring viable options for our stormwater, utilities, and critical infrastructure to handle higher volumes & intensity.
- **Train and equip for rare but high-impact emergencies** — such as swiftwater rescues, large-scale evacuations, and prolonged infrastructure outages.

RIISING WATERS, RAPID RESPONSE

When every minute mattered.



SOUTHERN PINES FIRE DEPARTMENT

SPFD took immediate command as the storm intensified, receiving 6 calls in the first 12 minutes or 1 call every 2 minutes. They prioritized life safety and executed multiple rescues—including swiftwater operations and vehicle extractions. Chief Mike Cameron and others have been a vital part of the recovery effort, leading damage assessments and coordinating information flow with the county, state, and federal government.

SOUTHERN PINES POLICE DEPARTMENT

SPPD responded to early flooding and road hazards, assisted with evacuations and rescues, and helped with barricades and detours. They played a key role during and after peak flooding, including traffic control and infrastructure reports.

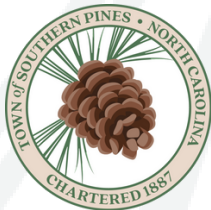


TOSP PUBLIC WORKS

The Public Works & Utilities teams played a critical role deploying barricades, addressing downed trees, and providing equipment and support to other departments. Many staff members voluntarily reported without waiting for a call from leadership—a reflection of their dedication and awareness of how urgently they were needed. This helped the Town respond faster to hazardous conditions, close dangerous roads, and coordinate effectively with Fire and Police.

TOSP COMMUNICATIONS

The Town's Communications team ramped up quickly and coordinated regularly with teams in the field. Within 19 minutes of the first emergency status, they issued a Facebook post warning the public; a CodeRED followed 11 minutes later to nearly 7,700 subscribers. Over the next 6 hours, the team issued a dozen real-time updates to inform the community about evacuations, road closures, and hazards. They've played an important role in the post-event recovery, sharing updates, especially about closed facilities or resources available to homeowners.



TOSP BUILDING INSPECTIONS

Led by Chief Building Official John Bullock, our inspections team has been a vital part of the post-event work as they immediately began assessing damaged structures. At the time this report was published, they'd completed 30 assessments, which are submitted to the state and county.

TOSP PARKS & GROUNDS

Under the leadership of Superintendent Graham Purcell, the Parks & Grounds team immediately began repairs as all but one trail system sustained damage. More extensive repairs were assigned to outside contractors and Town staff handled the rest. When this report was published, only the largest repairs remained outstanding, largely due to contractor availability. The team also addressed damage in Mt. Hope Cemetery, where heavy rainfall caused ground settling in multiple plots. These repairs were prioritized to protect visitor safety and, just as importantly, to show respect for the families connected to the site.



RIISING WATERS, RAPID RESPONSE

When every minute mattered.

Cross-departmental collaboration was a hallmark of the Town's successful response. From the first call at 1:05 PM to the last at 9:48 PM, smooth coordination ensured timely actions and clear public guidance. This “all-hands-on-deck” approach prioritized life safety and minimized service disruptions.



12:55: Tornado warning issued

for Southern Pines.

13:30: SPFD “storm policy” in place to establish area command & prioritize calls.



13:37: Hunter Trl. & N. Knoll Rd. flooding reported.

13:51: Considerable runoff at Penick Village reported.

14:01: Legends apartments flooding reported.

14:02: SPFD posts “turn around, don’t drown” warning on social media. TOSP follows at 15:15.

14:03: Moore County 911 Center in storm mode. Chief Cameron establishes area command.

14:14: Most roads in Knollwood area flooded.

14:22: 15-501 & Brucewood Rd. flooding reported.



14:34: Resident calls SPFD to report Longleaf dam has flooded. SPFD arrives at 14:58 and confirms.

15:06: SPFD reports Longleaf sewer damage to Utilities division, resulting from dam failure.

15:10: Yadkin Rd. flooding at Swan Pond dam. Broken sewer main reported.

13:05: SPFD dispatched to 1st storm-related call - vehicle accident on US-1.

13:17: Over the next 12 minutes, **SPFD** dispatched to 5 more storm calls or **1 call every 2 minutes.**

13:33: SPPD to 1st storm call at 685 S Bennett St. Report flooded parking lot.

13:34: SPFD to flooded apartments - Richards St.

13:37: SPFD respond to Pinehurst Rd. flooding.

13:39: SPFD to tree down, blocking both lanes of US-1 between Midland & W. Penn. On scene for 30 minutes.

14:01: SPPD respond to disabled vehicle at 200 Pinehurst Ave. Barricade roadway due to high water.

14:02: SPFD request Public Works staff & equipment to assist with downed trees.

14:07: SPFD assist stranded driver at 15-501 & Brucewood Rd.

14:10: SPFD rescue stranded driver on N. Knoll Rd. & Paddock Ln. SPPD on scene to assist at 14:15.

14:20: Streets & ROW team began putting out barricades & “high water” signs at flooded areas.

14:24: SPFD & SPPD rescue stranded driver on Hunter Trl. Midland Rd. at N. Knoll Rd. barricaded.

14:25: SPFD safe rescue from flooded vehicle at 15-501 & Brucewood Rd. Streets team reports to US-1 to remove a fallen tree.

14:27: SPFD & Cypress Pointe begin swiftwater rescue at Midland Rd. & US-1 using Boat 21.

14:40: Streets team reports to Hunter Trail to remove tree blocking road.

14:56: SPFD assist driver at Southern Pines Village.

15:00: SPFD completes successful swiftwater rescue at Hunter Trail and Lakeside Ct.

15:16: SPFD & SPPD begin evacuating Southern Pines Village due to flooding & retaining wall failure, including a driver who could not exit his vehicle due to high water.

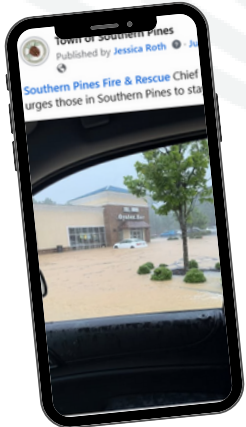


15:27 - Asst. Town Managers coordinate 1st CodeRED & other emergency notifications.

15:28 - Sinkhole at S. Mechanic St. & W. Pennsylvania Ave. reported.

15:46 - TOSP Facebook post about deteriorating conditions, advising people to stay put if safe.

15:57 - CodeRED alert out to all 7,689 registered users.



16:11 - TOSP Facebook post with pictures of Southern Pines Village flooding evacuations.

16:45: Storm ended after 8" of rain in 4 hours. Some people reported 10-12" in their rain gauges.



18:14 - TOSP social media posts about Midland Rd. closure, with pictures from team in-field..

18:29 - TOSP social media post about Longleaf dam with pictures from team in-field.

18:47 - TOSP social media posts about Yadkin Rd. closure, with pictures from team in-field..

20:44 - TOSP social media posts with Midland Rd. detours.

21:34 - Final TOSP communication for Sunday - news release, CodeRED, & social media summarizing storm impacts, closures, and the Town's response.

15:19 - SPPD on scene at Midland/22 traffic circle to direct traffic away from flooded area.

15:35 - SPFD responds to stranded driver at N. Knoll Rd. and Magnolia Cir.

16:08 - SPFD respond to 115 Lakeside Ct. for flooded basement following Longleaf dam failure.

16:09 - SPPD respond to Mitchell Rd. for tree blocking roadway.

16:15 - Streets team begin unclogging storm drain basins & culverts.

16:26 - SPFD to Edgewater Place - flooded basement.

16:36 - SPFD to 520 N. Bethesda Rd. for large tree blocking road.



16:53: SPPD receives call about Sandy Ave. water line break. Call to on-call Utilities staff.

17:03: Midland Rd. @ US-1 washed out. TOSP closes it with barricades.

17:08: TOSP to Hunter Trail. Road has washed out with large trees down & a car down an embankment.

17:10: SPPD reports E. Connecticut Ave. at Valhalla flooded.

17:13 - SPPD responds to traffic accident at 1198 US-1.

17:41 - SPPD barricades sinkhole at W Pennsylvania Ave. near Mechanic St.

18:12 - SPPD assists SPFD on Hunter Trail, securing wrecker service for vehicle down an embankment.

18:25 - NC 22 @ Sullivan Drive underwater.

18:27 - Hunter Trail barricaded.



20:48 - SPPD receives report of broken sewer line on Boiling Springs

21:48 - Final storm-related call dispatched to SPFD - 39 calls over 8 hours.

22:00 - Streets team finishes unclogging storm drain basins & culverts and ends day.

SPFD Response: 39 calls. 8 hours. All lives saved.

URGENT CALLS, PRECISE RESPONSE

The Southern Pines Fire Department (SPFD) responded to 39 emergency calls in just 8 hours, including 6 calls in the first 12 minutes. Despite the volume and intensity of calls, every response was executed with focus and coordination—including three rare, high-risk swiftwater rescues. All rescues were successful, with no loss of life or serious injury. Mutual aid from the Moore County Water Rescue Task Force, which is staffed and managed by Cypress Pointe Fire/Rescue, was critical in reaching stranded individuals and navigating dangerous floodwaters.



1ST SIGNAL OF THE DAY: A STALLED VEHICLE

Lt. John Wilson and Firefighter Anthony Strick spotted it just after 2pm: a stalled vehicle at the intersection of Brucewood Rd. and US 15/501, where 2-3 feet of water had collected. The young driver was already out of her vehicle, standing safely on the dry side of the road. She explained that her car had stalled while driving through the rising water and that a tow truck was already en route. She was on her way to work at Outback Steakhouse.

After confirming she was safe and uninjured, the crew mentally filed it away as a fairly routine weather-related call. What no one knew then was how quickly conditions would deteriorate.

Just over an hour later, that same employee would see first responders again—this time at her workplace—when the Southern Pines Village shopping center was overtaken by floodwaters. This evacuation was the first signal that Chantal's impact would be unlike anything Southern Pines had seen in recent memory, if ever.

SWEPT AWAY & ROPED BACK TO SAFETY

Engine 822 was dispatched to reports of a car trapped in floodwaters on Hunter Trail in the Longleaf community. The vehicle had been pushed partially down a steep embankment, with water rushing around the car and the driver trapped inside.

The team arrived to the call at 2:20 and quickly made a risk assessment, determined a plan of action, and Lt. Travis McGougan issued the command to proceed with a rescue.

After securing a rope to the engine's bumper, firefighters Bradly Dick, Oscar Hirengen, and Isaiah McCaskill climbed down the steep embankment, wading through 2-4 feet of fast-moving water. After reaching the vehicle, they determined the safest and best approach was to remove the driver through the sunroof.

The team successfully removed the driver and brought him back to safety. The patient declined medical treatment or transport, and the crew returned to service 40 minutes later—wet, but successful.



NOWHERE TO GO & NO WAY TO REACH HIM

When Captain Logan DeBerry and Squad 81 arrived on Midland Road around 2:30, an older man was standing on the downstream side of his partially submerged vehicle—his car the only thing keeping him from being swept away.

DeBerry called out over the roar of the storm, but communication was nearly impossible. With no safe way to reach him and Boat 21 still 15 minutes away, the crew could only try to keep him calm and hope he eventually heard their instructions. *"I thought I was going to watch a man die today,"* DeBerry later told Chief Cameron.

Eventually, the man heard DeBerry's shouts and climbed back into his vehicle—a critical move that may have saved his life. Cypress Pointe Boat 21 arrived soon after, anchored to Engine 811, and the team safely reached the driver, bringing him back to dry land.

The successful rescue was completed by Captain DeBerry, Captain Charles Morris, Firefighters Savannah Carroll, Matthew Davis, Matthew Manovsky, and Katherine Tolla, along with the Cypress Pointe crew.

FLOODED & TRAPPED

At the rear of the Southern Pines Village shopping center, floodwaters had already begun to rise when Engine 813 and Fire Marshal Skipper arrived around 3:15 to assist with evacuations.

First responders from SPFD and the Southern Pines Police Department went door to door urging businesses to clear out. A man in a pickup truck remained trapped near a flooded catch basin behind the buildings. His truck had stalled in the rising water, leaving him unable to drive to safety or exit his vehicle.

Lt. Wilson and Firefighter Strick made contact and determined that, with assistance, the man would be able to safely leave the truck. Donning proper protective equipment, the crew guided him through the floodwaters and onto dry ground.

This was the final swiftwater rescue of the day—bringing an unprecedented series of life-saving efforts to a close. In just a few hours, SPFD, with aid from Cypress Pointe, responded to three separate flood rescues, each with its own unique challenges and risks. Thanks to their training, teamwork, and quick thinking under pressure, all three individuals were brought to safety without serious injury or loss of life.



STORM-READY DEFENSE



Our Utilities team worked in the field and behind the scenes during and after Chantal to keep water and sewer systems operating and to minimize sanitary sewer overflows (SSOs). Their work helped protect public health, prevent additional property damage, and keep critical services running. Utilities Superintendent Ron Istre & Supervisor Roy Blue responded to each incident and directed the necessary work. Assistant Superintendent Jerry Shephard was recovering from an injury and unable to physically report, so he worked remotely by monitoring the SCADA system and coordinating the crews, which included: Sawyer Blake; Braxton Fields; Campbell Kirk, and DJ Whitaker, Eric West.

ALL HANDS, MANY FRONTS

The Utilities team reported at 1:15, as the storm started. A critical focus was keeping the lift stations operational as the storm's intensity was quickly overwhelming them, which can cause wastewater back-ups and eventually SSOs. As the storm continued and other damage occurred, the team shifted to securing sewer mains that were impacted from dam breaches and repairing a broken water main.

Lift Station Response: Using the Town's combo jet/vac truck, the team focused much effort on pumping and hauling wastewater from overwhelmed lift stations. It was transported to other system basins that weren't strained, which helped to counter the high amounts of rainwater entering the sewer system.

Longleaf Dam Aerial Sewer Main: Around 3pm, it became evident that the Town's aerial sewer main had been damaged when this dam breached. The team made emergency repairs to secure the line and ensure its stability.

Sandy Avenue Water Main Break: Just before 5pm, the Town was alerted to a broken 2-inch water main at the Food Bank of Central & Eastern North Carolina. The team mitigated further damage by temporarily turning off the water and returned on Monday to make repairs and restore service.



Sandy Ave.

Yadkin Road Sewer Main: Around 6:30pm, the "Swan Pond" dam on Yadkin Rd. breached and damaged the road, exposing the sewer main. A couple of hours later, it was confirmed the sewer main had been damaged. Our team quickly prioritized this repair to prevent further failure and to allow the road repairs to begin.

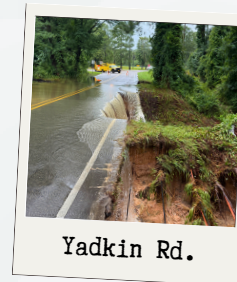
Other Efforts: Crews inspected rights-of-way for stormwater inflow and responded to road washouts affecting utilities, since any sewer overflow requires a certified ORC (Operator in Responsible Charge) or backup to respond directly.

WHEN SYSTEMS OVERFLOW

During Chantal, Southern Pines experienced both stormwater flooding and SSOs. Stormwater flooding occurs when rain overwhelms streets, yards, creeks, and drains, creating fast-moving surface water. A storm-related SSO happens when that stormwater then enters the sanitary sewer system, overloading pipes and lift stations and spilling a mix of stormwater and wastewater. Town crews treat every SSO as a serious public health concern and act immediately to stop the overflow and then contain and sanitize the area.

The following SSOs occurred as a result of the Chantal floods:

- **Nick's Creek Lift Station:** Despite the team's work to actively pump and haul wastewater during the storm, an upstream manhole overflowed and discharged around 15,000 gallons into Nick's Creek.
- **Yadkin Road:** Following the Swan Pond dam breach, the road washed away and damaged the sewer main. Repairs began the next morning once flooding receded and hazardous conditions were mitigated. An estimated 68,000 gallons were discharged into McDeeds Creek.
- **Central Drive:** A Moore County lift station downstream from this manhole flooded. The manhole overflowed and discharged approximately 90,000 gallons of wastewater into McDeeds Creek.
- **Midland Rd. at US-15 exit ramp:** This roadway also sustained heavy damage and the basin was underwater from significant flash flooding. The nearby Moore County lift station, to which this manhole flows, was also flooded. An estimated 300,000 gallons were discharged into McDeeds Creek.
 - The County's lift station was also impacted during a rain event 3 days later when the ground was still extremely saturated from Chantal. The same manhole overflowed a second time, spilling an estimated 6,000 gallons.
- **Longleaf Dam:** The Town's aerial line developed a minor leak on Monday, caused by damage from Sunday's dam failure. Less than 1,000 gallons were discharged into a Mill Creek tributary.



CONTAIN. CLEAN. SANITIZE. REPORT.

When a SSO occurs, the Town's Utilities team responds immediately to protect public health and the environment. Crews stop the overflow, contain the affected area, and clean up any visible solids. Lime—a safe and effective sanitizing agent—is applied to neutralize bacteria and reduce odors. Once the area is secured and sanitized, staff document the cause, location, and estimated volume of the overflow. This information is publicly posted and submitted to the North Carolina Department of Environmental Quality (NCDEQ) within the required timeframe to ensure transparency and compliance.

WORKING SMART. THINKING STRATEGICALLY.

The Utilities team uses SCADA (Supervisory Control and Data Acquisition) to monitor live data on each lift station, looking at wet well levels, pump activity, and power status. This helps prioritize urgent needs and make the most of limited staff and equipment. During the storm, crews also inspected sewer easements to see real-time impacts and pinpoint where stormwater may have entered the system—guiding future maintenance and reducing repeat issues.

Easement maintenance is a key part of long-term system health and includes removing trees and roots that can damage sewer lines or block high flows. By keeping these paths clear, the system can carry more water during storms—and crews can access problem areas more easily when speed matters most.

Streets Response: Removing hazards. Restoring safety.

CLEARING THE WAY

Although Chantal unfolded differently than forecasts anticipated, Streets Superintendent Archie Daniel and his team executed their duties exceptionally well. The crew responded swiftly and effectively to the storm's challenges—clearing debris, addressing drainage issues, and removing roadway hazards in a timely manner. Their coordinated efforts helped restore safe travel conditions and minimize disruptions to the community.

FEW HANDS. BIG IMPACT.

Despite operating with a limited crew due to the July 4th holiday, the team worked tirelessly to meet the demands of the situation. Typically, this holiday period is a safe time to run with fewer staff as it is winter storms or the hurricane season that more often create emergency response needs. Chantal's unexpected timing and intensity meant the crew had to respond quickly and decisively. Their dedication and teamwork under these circumstances demonstrate a strong commitment to serving Southern Pines.

As part of our everyday preparedness, we strategically store barricade trailers at fire stations. For most minor storm events, the Fire Department can place barricades and high-water signs, sparing the need to recall Streets staff during nights, weekends, or holidays. It's a smart, lean practice that helps us work more efficiently. With firefighters stretched to their limits in Chantal, the Streets team took on this responsibility. DeJean McKinnon set up high-water signs and barricades throughout town, while Richard Muse removed downed trees and other hazards blocking the roads.

NCDOT also responded to Southern Pines with a dump truck, back hoe, and personnel. They augmented the work of our Town teams by closing streets and responding early on to the large sinkhole on W. Pennsylvania Ave. at S. Mechanic St.

Once the storm was largely over, Archie Daniel and Richard Muse continued their work for about 6 hours by cleaning catch basins and addressing smaller debris and drainage issues. The rest of the Town's crew reported back to work on Monday and the team completed more significant repairs. We thank our Streets department and NCDOT for their vital role in restoring the Town's roads. Their efforts were critical to ensuring mobility, especially for our first responders who needed to quickly and safely answer emergency calls across Southern Pines.



Hunter Trail Wash-Out



Hunter Trail Assessment



Hunter Trail Repairs

Our Streets department identified only two major road repairs that required immediate attention from the Town:

- **Hunter Trail** – The department responded to the Longleaf community Sunday afternoon after firefighters alerted them to a fallen tree blocking the roadway. A larger team returned on Monday morning to begin repairing a washed-out right-of-way shoulder. These repairs were completed on Tuesday and the street re-opened.
- **Sandy Avenue** – Late Sunday afternoon, a 2-inch water main broke on Sandy Avenue, off Pinehurst Avenue. The line serves the Food Bank of Central & Eastern North Carolina. Following repairs on Monday morning by our Utilities team, the Streets department restored the adjoining ditch line. The heavy stormwater runoff, combined with the waterline break, had washed it out on Sunday, causing significant erosion.
- **NCDOT Repairs** - There was notable damage on 3 roads owned by NCDOT. Both Midland Rd. and Yadkin Rd. were repaired and reopened within about two weeks. A major sinkhole developed on W. Pennsylvania Ave. at the intersection with Mechanic St. This required far more extensive repairs by NCDOT in order to replace and upsize a damaged stormwater pipe. At the time this report was published in late August, those repairs were nearing completion but the road remained closed.



A CLEANER LOOK AND A SAFER SOUTHERN PINES

The Town's street sweeper is more than an aesthetic tool—it's an essential part of preventive maintenance for our stormwater system. By removing litter, pine straw, and other debris from roadways, the sweeper prevents materials from washing into storm drains and clogging the system. This can reduce localized flooding, lowers long-term maintenance costs, and helps keep our streets safer and cleaner. Each year, the sweeper operates around 400 hours, and generates about 100 tons of debris that's taken to the landfill. While mostly out-of-sight, out-of-mind, this is a quiet but critical service to protect both infrastructure and quality of life in Southern Pines.



SIGNAL SENT. MESSAGE RECEIVED.

Clear, consistent communication builds trust. Our goal during Chantal was to provide timely updates, prioritize safety, and offer guidance to help the community navigate the hazards and prepare for what came next.



The Town's two Assistant Town Managers lead communications during and after emergency events. During Chantal, ATM/Fire Chief Mike Cameron directed field operations while ATM Jessica Roth led communications, working closely with Town Manager Reagan Parsons and Communications Specialist Courtney Heaton—just two weeks into her role. Over a six-hour period, the team collaborated on evacuations, road closures, and public safety hazards.

MESSAGE AMPLIFIED: SHARING FAST & REACHING FAR

Our **Facebook activity** quickly gained traction thanks to users actively sharing our posts; some reached over 400,000 people, about **4 times the Moore County population**.

4.6K The Town's first Facebook post at 3:15 reached about 4,605 people.

40K The 3:46 post included flood photos and a compelling request from Chief Cameron for residents to "stay put." It reached around 40,500 people.

407K 25 minutes later, the Town posted about the Southern Pines Village evacuations, reflecting an urgent situation that affected not only residents, but also customers and employees at the businesses. This reach was 407,000.

448K The 6:29 post included pictures of the Longleaf dam failure. It reached 448,000 people, the largest reach of the entire event.

LAYERED APPROACH: MULTIPLE PLATFORMS MATTER

CodeRED & Instagram complement Facebook, providing layered communication across different platforms during emergencies. CodeRED provides direct alerts via phone, text, and email, but only to people already registered (generally citizens). Instagram broadens engagement with visual, shareable content.

15:57 First **CodeRED** alert sent to all 7,689 registered contacts. The reach was: 8,100 phone calls; 1,356 text messages, 895 emails, and 19 TDD messages.

18:14 An **Instagram** post about Midland Rd. closures reached 5,600 users. The same content on Facebook reached nearly 11,000 users.

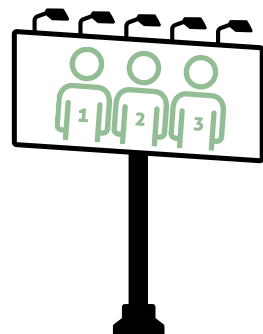
18:47 A video of the Yadkin Rd. dam breach reached 5,700 Instagram users and nearly 23k on Facebook.

20:44 Our Midland Rd. detour posts reached 47K Instagram users and 129K on Facebook.

WHAT IS "REACH"?

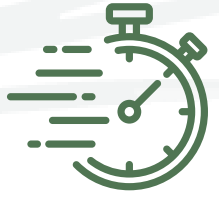
Getting the message out is only half the job—the real measure is how far it reaches. This is why we track metrics like "reach" so we can prioritize our efforts during emergencies. Think of reach like:

- **Billboard:** how many unique drivers pass by, not the number of times the same driver passes the billboard.
- **Door Knock:** the number of doors we knocked on, whether or not the person chose to open the door and receive our message.



WHAT WORKED WELL FOR FUTURE EVENTS

Fast, coordinated logistics between teams: Within 19 minutes of confirming conditions, the Town issued its first emergency post on Facebook; a CodeRED alert followed 9 minutes later. Pre-established trust & coordination between the Assistant Town Managers are key in events like this, as well as staff having quick access to tools on which they had previously been trained, even if they're not physically in Town facilities.



Layered communication tools: Using both social media and CodeRED ensured we quickly reached a broad audience—from smartphone users to landlines—which boosted message saturation. Reaching those who aren't our citizens or our day-to-day followers is key in emergencies like this since businesses and major roads were impacted.

Consistent messaging and visual identity: We replicated core message content across all channels and used a consistent graphic template for Chantal updates. This helped the public quickly recognize critical posts—especially helpful in the recovery phase as other social media activity resumed. This also made us more efficient, which was key to our quick response since our Communications Specialist was new.



Use photos & videos to convey urgency: Strategic use of visuals helped underscore the seriousness of the situation and moved people to action more effectively than text or stock graphics would have. The posts that included photos or video of the actual event were shared the most, which was why we were able to broaden our reach quickly. Ongoing communications with front-line staff ensured we received helpful media.

Closing message that reassured: The day ended with a clear news release that summarized impacts, closures, and confirmed the core services that would resume the next day, including summer day camp. This helped stabilize the public narrative and answer anticipated questions.



Dedicated webpage with routine updates: Within 24 hours of the storm, the Town launched sopinesnc.info/Chantal to provide a single web page for all recovery information. This page included updates on road closures, detour maps, parks and trails status, and—over time—resources for residents needing additional support. Creating a short link made it easy to share across platforms.



TOSP TUNE-UP



REFINED. ALIGNED. READY AGAIN.



On July 22, Assistant Town Managers Mike Cameron and Jessica Roth led a "TOSP Tune-Up." About 25 Town employees from various departments came together for a blame-free, forward-focused debrief of our response to Chantal. Through honest conversation and collaborative brainstorming, we identified what worked well, lessons learned, and how to be even more prepared for future weather events.

HONEST VOICES. REAL INSIGHTS.

At the start of the Tune-Up session, employees engaged in an anonymous reflection exercise using red, green, and blue sticky notes to write and post their insights. Green notes highlighted what went well, red notes identified things that could have gone better, and blue notes offered general thoughts and observations.

We then divided into three breakout groups to deep dive opportunities related to pre-event logistics, actions during the event, and post-event recovery and coordination. Each group reported back to the overall team for full discussion and consensus on strengths to build upon as well as areas where adjustments can improve future operations.

Some of the most valuable takeaways in our TOSP Tune-Up were new ideas sparked by fresh perspectives. Staff who weren't actively engaged in the storm response brought big-picture thinking. These suggestions reflect our commitment to innovation and remind us that great ideas come when we open the conversation to everyone.

While staff identified actionable steps to strengthen our readiness, the consensus was that the Town's performance during Chantal was exceptionally strong. Several employees shared that it was the best emergency response they had been part of in Southern Pines, citing teamwork as a defining strength. Despite the challenges we faced—a holiday weekend, life-saving swiftwater rescues, and a storm off the charts—our team delivered for the community and for each other.

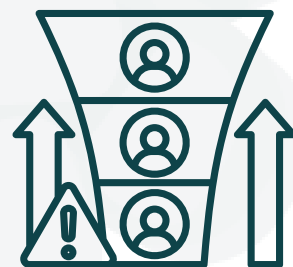
The following task list captures the priorities we identified together in clear, actionable steps to strengthen our readiness for future events.





Task	Purpose	Lead Staff
Chantal Post-Event Action Report	Prepare & distribute report to identify lessons learned.	J. Roth
Emergency Contacts & Responsibilities	Update list to confirm current staff assignments & contact info.	A. Shaddix
CodeRED Internal Group	Create staff group to communicate critical information during & after emergencies.	A. Shaddix
CodeRED Management Policy	Develop policy for approval & escalation of emergency messages.	M. Cameron J. Roth
CodeRED User Training	Ensure all authorized users know how to create a notification. Add to PlayBook.	A. Shaddix C. Heaton
Emergency Messaging PlayBook	Develop a quick-reference PlayBook with written/graphic templates for likely events - high wind, flood, power outage, snow/ice, etc.	J. Roth C. Heaton

CodeRED Escalation & Decision Authority: The Texas response to Chantal sadly identified a notable delay between the time that first responders called in the severe flooding and when the CodeRED alert was initiated. The delay was attributed to staff waiting on formal approval to launch the alert. We believe our team is more agile, but this incident highlights some areas to review.



- 
Develop a clear internal CodeRED policy outlining who can initiate alerts, under what conditions, and the process for approvals or escalation. Define tiers of urgency and pre-approve message templates.
- 
Clarify the chain of command and backup contacts to ensure there's always someone authorized to send messages—especially outside of normal hours or during holidays—and include employees not likely to be on the front line.
- 
During unexpected events, we may need to rely on users who don't typically send CodeRED alerts, so preparedness and confidence are essential.



Task	Purpose	Lead Staff
Decentralize During-Event Coordination	Appropriately decentralize information distribution & logistics coordination. Too many functions default to too few people now.	M. Cameron J. Roth
Emergency Response PlayBook	Create PlayBook of protocols, checklists, and similar. Distribute & train staff as needed.	M. Cameron J. Roth
Media Strategy	Identify best practices & memorialize strategy for during & after events.	J. Roth C. Heaton
Internal Communications & Logistics	Research & identify options for normal & emergency operations. Example is "First Arriving." Implement, if feasible	J. Roth

Decentralize During-Event Logistics. In emergencies, it's natural and beneficial to lean on a clear chain of command. Currently, many logistics, communications, and coordination responsibilities naturally default to Fire Chief & Assistant Town Manager Mike Cameron. His leadership is critical, but he is often on the front line with first responders and cannot always be the central hub for every moving part. To strengthen resilience, we need to decentralize information flow and decision-making so more team members are equipped to step in seamlessly when needed. This reduces bottlenecks, builds redundancy, and ensures smooth coordination.



Readiness risks: With many staff off duty or out of town for the holiday weekend—and a brand new Communications Specialist—our emergency & communications response easily could've been delayed or disrupted. That didn't happen, thanks to proactive teamwork and leadership, but we can better prepare knowing what *could have gone wrong*.



Establish an internal CodeRED group for key employees who need to be reached quickly during emergencies. This eliminates the need to search for contact lists and make individual calls.



Create & distribute an Emergency Response PlayBook outlining roles, responsibilities, and decision points. When staff receive the CodeRED, they can begin their standing role until more specific instruction is issued.



Conduct tabletop exercises to rehearse emergency roles. While we have long-serving employees with lots of institutional knowledge, we also have newer employees who have rarely, if ever, worked an emergency event with us.



Task	Purpose	Lead Staff
Table Top Exercises for Typical Responses	Develop training exercises to ensure new/inexperienced staff understand protocol for snow/ice, high wind, high water, etc.	M. Cameron C. Albers
Social Media Accounts in Zencity	All Town-affiliated accounts are active in Zencity for coordinated emergency posts.	C. Heaton
Evaluate Drone Use During & After Events	Identify opportunities for use during weather & emergency events - verifying conditions, informing staff to improve response, i.e. check on high hazard dams, trees down, trail & greenway conditions, etc. Add to PlayBook & share with drone pilots.	K. Skipper B. Grieve
Internal map high water areas & high hazard dams	Create & distribute map that identifies priority areas before & during events.	D. Byrd B. Grieve E. Peabody
Public maps of challenging roads	Create map that can be published warning public of areas that are prone to flood and/or ice. Include suggested detours.	D. Byrd A. Daniel B. Grieve E. Peabody
Cloud-based Platforms	Research & identify secure options for file access & internal communications.	N. Norton
Meridian Hardened Barrier Deployment	Train staff on Meridian barriers. Identify areas of likely deployment for high water, ice, etc.	C. Albers A. Daniel



During the TOSP Tune-Up, staff suggested the use of drones to enhance situational awareness. Once weather conditions allow, drones can assess dams, roads & bridges, trails, and remote infrastructure. They can help verify when water has receded, identify blocked roads or damaged areas, provide visuals to the communications team, and reduce the need to send staff into uncertain or unsafe conditions. Staff will explore and establish protocols for using our drone pilots in these situations.



Task	Purpose	Lead Staff
Identify After-Event Protocols & Assignments	Develop a "morning after" PlayBook of default activities, i.e. coordination meeting; temporary staff assignments, etc.	M. Cameron J. Roth
Streamline SSO Notification Process.	Reduce number of staff to improve efficiency. Document steps in PlayBook.	R. Istre B. Robertson
Park & Trail Closures PlayBook	Identify best practices & logistics for closing each park and trail in the Town's system, including communications. Distribute to staff.	G. Purcell G. Thompson
Vendor Resource List	Create contact list of known vendors for certain repairs not likely to be done in-house. Identify facilities they might be familiar with.	D. Johnson A. Daniel G. Purcell
Floodplain Management	Memorialize TOSP requirements for floodplain management before, during, & after events; add to PlayBook.	B. Grieve

On the day following the storm, staff fielded numerous public inquiries and a high volume of media interest due to the scale of impact. This required us to quickly ramp up internal coordination. Key staff were engaged in field response, and our communications team was focused on building the recovery web page and responding to internal and external audiences. This created several pressure points that we could better manage with some established protocols. This is even more critical when the event itself extends over multiple days.



Formalize Morning Briefing Protocol: Staff reflected positively on the 8:15am meeting held on Monday after Sunday's storm. It provided direction, identified emerging questions, and set priorities. Going forward, this type of meeting can be a standing protocol so everyone knows to expect it.



Designate a Communications Support Team: Identify a support team for the post-event day(s) or for multi-day responses. Segment responsibilities so experienced staff focus on strategy and creating high-priority or sensitive messaging. Support staff can push out updates to the website & social media and help gather information.

