



AGENDA

Monday, June 27, 2022: 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. TOWN MANAGER'S COMMENTS

3. ACTION ITEMS

a. Consider Appointing Audrey Wiggins to Bicycle & Pedestrian Advisory Committee with a Term to Expire June 27, 2025

Audrey Wiggins, a resident of in the Town's ETJ, has submitted an application fill the vacant seventh seat on the BPAC. Her appointment will be for a full three-year term, to expire on June 27, 2025.

b. Consider FY 22-23 Partners in Progress Agreement for Economic Development Services

Partners in Progress (PIP) provides economic development services for the Town as well as Moore County and other municipalities. As discussed at the May work session, Executive Director Natalie Hawkins has requested that the Town consider entering into a contract to formally define these services, the Town's financial obligations, and other relevant details.

c. Consider Resolution #1015: Direct Clerk to Investigate AX-02-22, Pinehurst Surgical Lot 3B

Morganton Park Realty, LLC is petitioning the Town of Southern Pines for annexation of approximately 5.19 acres of land located on the southeast corner of Brucewood Road and South Carlisle Street. The first step in the annexation process is for the Town Council to direct the Town Clerk to investigate the sufficiency of the petition and certify the result, per NCGS 160A-31(c).

d. Consider Written Decision for PD-02-22 Ace Hardware PDP

Staff has prepared a formal Written Decision document for the application PD-02-22 Ace Hardware PDP that was approved by the Town Council at the June 14th meeting.

e. Consider Written Decision for SU-03-22 Murray Hill Pines

Staff has prepared a formal Written Decision document for the application SU-03-22 Murray Hill Pines that was approved by the Town Council at the June 14th meeting.

4. COUNCIL UPDATES AND DISCUSSION

a. Update Regarding Legal Services for the Town

Town Attorney Doug Gill has shared with Council that he is beginning to plan for his eventual retirement. Mr. Gill and Councilmember Bill Pate will share some updates on the next steps in securing the next Town Attorney.

b. Town Council Meeting Protocol

Opportunity for Council to discuss meeting time limits, placement of public comment, and any other items related to their meetings.

c. Discussion Regarding Building Heights and Number of Floors

Council will have an opportunity to discuss the January amendment to the UDO regarding maximum building height and floors.

d. Logo and Branding Initiative

Staff would like to discuss some factors and timelines that may lend well to launching a branding initiative, with the intent of developing an updated logo and brand for Southern Pines.

5. ADJOURNMENT

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



DATA SHEET FOR APPOINTMENT TO COMMITTEES, COMMISSIONS AND BOARDS

COMMITTEE, COMMISSION, OR BOARD IN WHICH INTERESTED: Bicycle & Pedestrian Advisory Committee

NAME: Audrey Wiggins TELEPHONE: 9103153032

ADDRESS: 2216 N May St Southern Pines NC 28387 EMAIL: audrey1realtor@gmail.com

EDUCATIONAL BACKGROUND

BA in Sports Medicine from St. Andrews University

EMPLOYMENT

JOB TITLE: Realtor

EMPLOYER: Better Homes & Gardens Real Estate Lifestyle Property Partners

CIVIC AND PROFESSIONAL ACTIVITIES:

PAST MEMBERSHIP IN ORGANIZATIONS AND OFFICES HELD: Current BOD of The Carolina Horse Park Foundation
and the Companion Animal Clinic Foundation

ANY ADDITIONAL INFORMATION AND COMMENTS: As a Realtor whose focus is selling homes and property
within the Southern Pines area, I feel that I can be an asset to this committee.

DATE: 5/4/2022

SIGNATURE: *Audrey Wiggins*
71E5939DA9C444F...

PLEASE RETURN TO: Administration
125 SE Broad Street
Southern Pines, NC 28387

admin@southernpines.net

Your application will remain on file 12 months from the date of completion

Message from the Director

Moore County Partners in Progress (PIP) continues to advance our mission to increase economic prosperity and improve the quality of life in Moore County. Inside this Quarterly Report you'll find information about our projects and initiatives to support:

1. Business Retention & Expansion,
2. Business Recruitment,
3. Business Creation, and
4. Workforce & Community Development.



What makes Moore County so special is the high quality of life we enjoy in a rural setting. At Partners in Progress, we understand how critical it is to ensure future commercial growth enhances and improves our quality of life. That's why we're in the business of both economic development and community development.

On the community development side of the coin, we've worked diligently to support several workforce development initiatives this quarter in collaboration with the Moore County Chamber of Commerce, Sandhills Community College, Moore County Schools, and private employers. We've supported grant applications to extend high-speed broadband into the northern part of Moore County and we're spearheading the 2022 Moore County Employer Survey to better understand our employers' workforce needs and gauge their satisfaction.

We have also been very successful at securing grant funding to support commercial and industrial development in Moore County. **This quarter alone, we secured over \$367,000 in grants & incentives** for site improvements and existing business expansion. As Moore County has a limited number of suitable commercial sites and buildings, this represents one of our best opportunities to expand our commercial tax base.

With recent announcements that represent over \$5.3 billion in investment and over 9,000 jobs at two mega sites just north of Moore County, we should expect to feel the ripple effects of these announcements in the upcoming years. I anticipate we'll see increased demand for supplier sites and buildings, increased demand for housing, and increased demands on our school systems to prepare our workforce. It's important we recognize this potential impact and act accordingly.

I hope you enjoy reading about the progress we've made at Partners in Progress in this Quarterly Progress Report!

Natalie D. Hawkins

Natalie D. Hawkins, PMP
Executive Director
Moore County Partners in Progress

INSIDE THIS REPORT

Business Recruitment	2
Business Retention & Expansion	3
Business Creation	3
Workforce & Community Development.....	4

SPECIAL POINTS OF INTEREST

- Product Development
- Carthage Buggy Building
- Workforce Development Roundtables
- 2022 Moore County Employer Survey
- Town of Vass Community Economic Recovery & Resiliency Initiative (CERRI)

BUSINESS RECRUITMENT

Product Development

Never in PIP's 20-year history have we seen this level of grant funding available for industrial buildings & sites. PIP worked diligently this quarter to pursue as much of this unprecedented funding as possible to increase Moore County's critically low inventory of available buildings and sites and increase our ability to recruit businesses who seek pad-ready sites to increase speed to market.



Golden LEAF SITE Program

In March, PIP applied for a Golden LEAF Foundation grant to identify potential industrial sites in and around the Robbins community. This is a strategic opportunity for northern Moore County given significant industry announcements at two nearby mega sites, the Toyota Battery Plant and VinFast. Combined, these two announcements represent a **\$5.3 billion investment** and over **9,000 new jobs**. To put this in perspective, Moore County employs a total of 35,000 workers. Each of these announcements positions the Town of Robbins, and other communities like Carthage and Vass, as potential locations for suppliers and other auxiliary companies that want to be near these two large manufacturing facilities.

NC Railroad Company Build Ready Sites

On March 1st, the NC Railroad Company (NCRR) announced that our Build-Ready Sites grant application submitted on behalf of the Town of Aberdeen was one

of only six (6) recipients in the state to be selected. The **\$167,670** grant will be used to clear, grub, and grade 40 acres in the Iron Horse Industrial Park to get the site pad-ready.

NC Southeast (NCSE) Product Development Fund

NC's Southeast unveiled its new Product Development Fund that offers grant funding to create new and enhance existing industrial building & sites for business recruitment and expansion. Moore County has received a **\$262,000** allocation under the new \$5 million Product Development Fund appropriated by the NC General Assembly. PIP intends to pursue this funding to advance both the Iron Horse Industrial Park in Aberdeen and the Southern Pines Corporate Park. The application deadline is June 30th.

Iron Horse Access Road

This quarter, PIP secured a commitment from the NC Department of Transportation (NCDOT) to construct and offset **\$200,000** of the \$800,000 cost to install a public access road into the Iron Horse Industrial Park to support an existing Moore County business planning to locate in the park. We are currently evaluating other potential funding sources for the remaining \$600,000 needed to construct the road.

Recruitment Win

This quarter, PIP assisted ICON Electric Vehicles, a Tampa FL-based manufacturer of electric golf carts, secure a lease for +/- 4,000 square feet of retail space in the Dick's Sporting Goods (Center Park) shopping center in Aberdeen. ICON is also pursuing another +/- 1,200 square feet of leased space in Moore County.



"With unprecedented levels of product development grants available and a surge in demand for industrial sites & buildings, now is the time to invest in industrial sites in Moore County."

BUSINESS RETENTION & EXPANSION

Carthage Buggy Building



PIP is working closely with the Town of Carthage to secure a tenant for the approximately 4,700 square-foot historic Buggy Building located on S. Ray Street downtown. This quarter, we assisted Carthage with preparing a Request for Proposals to solicit proposals from “parties interested in rehabilitating the histor-

ic Tyson & Jones Buggy Company office building for purposes of developing a restaurant/brewery.” The Town is currently evaluating 2 proposals received from local businesses. We also assisted in clarifying uses for the \$600,000 appropriation received from the NC General Assembly to cover a portion of the cost to renovate the Buggy Building.

“Repurposing the historic Buggy Building can be a catalyst for downtown revitalization in the Town of Carthage.”

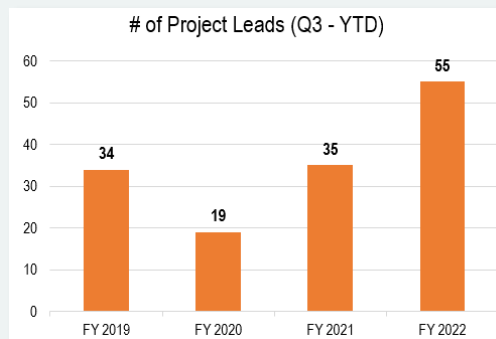
BUSINESS CREATION

The Entrepreneurship Task Force established by PIP continues to work to achieve the Certified Entrepreneurial Community designation for Moore County. This quarter, the group identified 100 local, state, and national entrepreneurial resource providers to include in an online resources portal that will be launched on PIP’s website next quarter. The portal will include the Resource Navigator feature from the Sandhills Entrepreneurial Engagement Network (SEEN), an initiative of UNC Pembroke’s Thomas Entrepreneurship Hub to assist entrepreneurs and small business owners in the Sandhills 10-county region that includes Moore County. On PIP’s website, the Resource Navigator will be customized for Moore County, and users will be able to input various filters to narrow their search to find the specific assistance and resources they need.

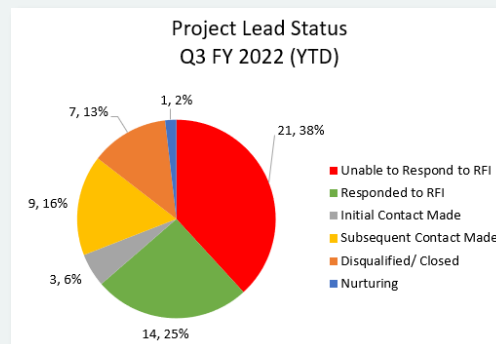


BUSINESS LEADS

Through March 31st, we’ve seen a **57% increase** in the number of businesses looking to locate or expand in Moore County over this time last year. Between January and March, we responded to a total of **26 NEW** business leads, or roughly two a week.



The status of project leads through March 31st is shown below.



Did You Know?

A 2019 study commissioned by Moore County indicates that for **every \$1 in county expenditures**, the following revenue is generated for Moore County:

- **Residential** — \$0.75
- **Agriculture** — \$1.31
- **Commercial/Industrial** — \$2.45

WORKFORCE & COMMUNITY DEVELOPMENT

Workforce Development Roundtables

The Moore County Chamber of Commerce and PIP hosted the first **Workforce Development Roundtable** on March 23rd at Sandhills Community College. The meeting was well-attended by more than 50 representatives from local employers. The group engaged in constructive dialogue about the workforce development programs & services that Sandhills Community College provides and the workforce challenges employers are experiencing.



March 23rd Workforce Development Roundtable

A second roundtable is scheduled for May 25th at 9:00 am at Union Pines High School that will focus on the programs and services offered by the Moore County Schools' Career & Technical Education (CTE) Program.



"The Workforce Development Roundtable Meetings are an effective way to connect employers with our workforce development partners at Sandhills Community College and Moore County Schools."

2022 Moore County Employer Survey

In partnership with the Moore County Chamber of Commerce, Moore County Schools, and Sandhills Community College, PIP has contracted with the National Business Research Institute (NBRI) to conduct the **2022 Moore County Employer Survey**. This survey will seek feedback and input from over 3,400 Moore County businesses to gather information in four key areas:



1. Recruitment, hiring, & retention,
2. Education, skills & training,
3. Business outlook, and
4. Satisfaction with the business environment.

NBRI will administer the survey and provide an analysis of the results. The 2022 Moore County Employer Survey will be distributed in May and results should be presented in August.

Be on the lookout for the postcard with instructions on how to access the online survey.

Complete the survey and your business could win a **FREE** iPad Air!

USGA GREENKEEPER APPRENTICESHIP PROGRAM

This quarter, PIP facilitated several meetings to advance the USGA Greenkeeper Apprenticeship Program. The goal of this program is to create a new skilled occupation with a national credential that can be replicated across the U.S.

A collaborative group has been assembled with representatives from PIP, the USGA, Pinehurst Resort, Sandhills Community College, Moore County Schools, and Apprenticeship NC. This group is currently working together to develop the curriculum for the Greenkeeper Apprenticeship Program which is planned to be launched in January 2023.



Broadband Expansion

In support of the Moore County Digital Inclusion Task Force (DITF), PIP provided letters of support to Charter Communications and Randolph Telephone Membership Corporation for GREAT grant applications to expand high-speed Internet in northern Moore County this quarter. The Growing Rural Economies with Access to Technology (GREAT) Program provides state-funded grants to private providers of broadband services to facilitate the deployment of broadband service to unserved areas of North Carolina.



The DITF facilitated the completion of over 3,000 NC Broadband Surveys, which represents approximately 7% of Moore County households. Two key results of the survey to date indicate:

- 59% of respondents were not satisfied with their internet service, and
- 41% of respondents were not satisfied with their cellular service.

Moore County residents and businesses can complete the NC Broadband Survey at NCBroadband.gov/survey. It may also be completed by phone:

919-750-0553 (English)
919-750-8860 (Spanish)

“Residents, business owners, and elected officials in Vass are working collaboratively to identify a vision for their community and the strategies they should employ to achieve that vision.”

Town of Vass Community Economic Recovery and Resiliency Initiative (CERRI)



This quarter, PIP joined the CERRI workgroup for Vass that was created in January 2022. The NC Main Street & Rural Center designed the CERRI

program to help small towns and rural communities recover from the economic impacts of the COVID-19 pandemic and build local economies that are more resilient to future crises. The **Town of Vass** was one of only 16 NC towns selected to participate in the 2nd round of the program.

Over the first three months of the project, the group has interviewed stakeholders, conducted a SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis, surveyed Vass businesses, and begun crafting a vision statement.

Key findings from the Vass CERRI stakeholder interviews indicate:

- 100% believe job creation and business growth is an important issue facing the town
- 85% would like to see additional retail and industrial growth in their town

MOORE ALIVE STATS

(January — March 2022)

8,098

Visitors

13,275

Page views

Top Markets for Visitors:

**Charlotte, Raleigh, Atlanta, Los Angeles,
and New York**

moorealive.com



ABOUT US

Moore County Partners in Progress is a not for profit public/private partnership for economic development in Moore County, NC.

Our **mission** is to **increase economic prosperity and improve the quality of life** for Moore County's citizens through the creation of quality jobs and capital investment in our communities.

UPCOMING MEETINGS & EVENTS

FirstHealth Innovation Summit

May 18th (8am-4:30 pm)
Cardinal Ballroom at the Carolina Hotel

Workforce Development Roundtable

May 25th (9-10:30 am)
Union Pines High School

Moore Co. Employer Breakfast

May 26th (7:30-10 am)
Lighthouse at Little River

Moore 100 Member Meeting

June 2nd (4-6 pm)
Bradshaw Performing Arts Center at Sandhills Community College

15 Chinquapin Rd, 2nd Floor
PO Box 5885
Pinehurst, NC 28374

910.246.0311
moorebusiness.org
moorealive.org
econdev@moorebusiness.org



MOORE 100

On March 16th, PIP hosted this quarter's Moore 100 Members Meeting at Pine Needles Lodge & Resort. More than 100 members, elected officials, and guests attended the Moore Co. Planners Panel Discussion that featured planning directors from Moore County, Aberdeen, Pinehurst, and Southern Pines. Panelists discussed development projects in the pipeline and some of the growth trends they are seeing in their respective jurisdictions.

Upcoming Moore 100 Member Meetings and guest speakers include:

- June 2nd – Mike Whan, CEO of the USGA
- October (TBD) – John Silverman, President of Midland Atlantic Properties

Know someone interested in joining Moore 100? Call us at 910-246-0311.

PROGRESS CUP

On March 28th, we hosted our 15th annual Progress Cup Golf Tournament at Forest Creek Golf Club. The event was sold out with 25 teams hitting the course and we secured several sponsorships for the first time ever. This year, we raised over \$20,000 to supplement our annual operating budget. A special thanks goes to everyone who participated and sponsored this event!



Moore Co. Progress Cup Team

OUR PARTNERS

Moore County Partners in Progress is proud to partner with these economic development agencies to help existing businesses succeed and recruit new businesses to Moore County.



TOURISM ECONOMY IS STRONG

Year to date stats compared to the prior year provided by the Pinehurst, Southern Pines, and Aberdeen Area Convention & Visitors Bureau (CVB) show:

- Hotel occupancy is up 33%
- The hotel average daily rate (room rate) is up 15.2%
- Occupancy tax collections are up 55%, with 11 out of the past 12 months being a record high



April 13, 2022

Mr. Reagan Parsons, Town Manager
Town of Southern Pines
125 SE Broad Street
Southern Pines, NC 28387

Dear Reagan,

It's hard to believe, but Partners in Progress (PIP) has been providing economic development services for all of Moore County for almost 25 years! In exchange for those services, Moore County and several municipalities, including Southern Pines, provide annual contributions to PIP to support our operating budget. During that time, there has never been a formal written agreement in place specifically relating to PIP providing economic development services to the Town of Southern Pines, even though the Town is legally authorized by state statute to enter into such contracts to procure those services.

Since fiscal year 2015, Moore County has executed an annual funding agreement with PIP that specifies the core services we will provide to promote economic development in the County, as well as the annual payment the County will make to PIP to support our efforts. I am proposing that PIP enter into similar agreements with the Town of Southern Pines and our other municipal contributors for fiscal year 2023.

A draft funding agreement is attached for your consideration. Note that it does not reflect an increase in Southern Pines' current funding level.

This agreement will serve to better define PIP's role and the services we provide to Southern Pines, in exchange for the Town's commitment to provide funding to PIP. For the Town, it will ensure that PIP provides relevant services to meet the Town's current and future economic development goals. For PIP, the guarantee of funding assists with our budget planning and provides a level of financial security for our organization.

If you would like to discuss this agreement further, please contact me. Otherwise, we would appreciate the Town's execution of the agreement by June 30th. As always, we greatly appreciate Southern Pines' support of PIP!

Sincerely,

Natalie D. Hawkins
Executive Director

Enclosure

**TOWN OF SOUTHERN PINES
COUNTY OF MOORE
STATE OF NORTH CAROLINA**

AGREEMENT

THIS AGREEMENT is made and entered into this ____ day of May, 2022, by and between the Town of Southern Pines, a political subdivision of the State of North Carolina (the “Town”), and Moore County Partners in Progress, a North Carolina non-profit corporation (“Partners”).

WITNESSETH

WHEREAS, the Town has a public purpose of promoting economic development in order to provide jobs for its citizens, encourage investment within the Town, improve business prospects and the quality of life of its citizens, and to increase the Town's tax base; and

WHEREAS, Partners is a 501(c)(3) non-profit public/private organization incorporated in 2002 organized for the promotion of economic development in Moore County, North Carolina and in all municipalities located therein; and

WHEREAS, the services, goods and programs offered by Partners constitute a public purpose offered to benefit the Town.

NOW, THEREFORE, for and in consideration of the appropriation of Twenty-Six Thousand Two Hundred Fifty Dollars (\$26,250.00), Partners and the Town agree as follows:

1. **Term**: Partners will undertake efforts to promote economic development within the Town and its Extraterritorial Jurisdiction (collectively the “Town”) for the twelve (12) month period commencing on July 1, 2022 and terminating June 30, 2023.
2. **Core Services**: In order to promote economic development in the Town, Partners will provide the following services:

2.1. General Services

- a. Respond promptly with a high level of service to the Town’s requests for economic development assistance.
- b. Communicate on a regular frequency with Town’s elected officials and staff to understand and stay informed about the Town’s specific goals for current and future economic development, including awareness of opportunities, challenges, and trends that may impact successful economic development in the Town.
- c. Collaborate with the Town, in partnership with regional, state, and federal economic development organizations, and community & business partners to: i) promote the Town’s economic development interests, ii) achieve the Town’s identified economic development goals, and iii) provide coordinated services and resources to clients.

- d. Incorporate the Town's economic development interests in Partners' planning, development, and implementation of a Strategic Economic Development Plan for Moore County.
- e. Serve as the Town's primary economic development resource/contact by i) maintaining general knowledge of the Town's existing conditions/situation analysis, including but not limited to demographic profile, key economic indicators, labor market, major industry sectors, land use plans, taxes, and regulations; and ii) maintaining general knowledge of the Town's resources and amenities that support economic development, including but not limited to quality of life, business climate, community services, education & training, available product, infrastructure, incentive policies, and entrepreneurial resources.
- f. Distribute economic development information to Town officials through written quarterly reports that include updates on Partners' projects & initiatives, accomplishments & outcomes, and performance metrics.
- g. Attend Town Council work sessions and/or board meetings as required or requested.
- h. Ensure a Town representative serves on Partners' Board.

2.2. New Business & Industry Recruitment Services

- a. Proactively recruit new business/industry to attract new capital investment and quality jobs to the Town through strategies that complement the Town's recruitment goals, including but not limited to focusing on industries desired/targeted by the Town.
- b. Maintain a database of available development sites and commercial & industrial properties for sale or lease in the Town to provide site location assistance to business/industry.
- c. Collaborate with the Town to develop industrial and commercial product, including site(s), park(s), and speculative building(s), as desired by the Town.
- d. Identify high priority infrastructure needs & collaborate with the Town to seek grants to fund improvements and provide grant administration support as requested.
- e. Market & promote the Town as an ideal business/industry location through Partners' website(s), social media accounts, and other effective marketing collateral and efforts.
- f. Respond promptly with a high level of service to project leads and other client requests for information (RFIs) about the Town, coordinating with Town staff as needed to collect information required to complete RFIs.

- g. Maintain project lead data for reporting & analysis and keep the Town Manager informed about project leads in which a property in the Town was submitted.
- h. Coordinate with and engage Town officials & staff in visits from prospective clients to include providing tours of available commercial & industrial properties, as well as tours of the broader community.
- i. Conduct appropriate follow-up with prospective clients, keeping the Town informed about the project's status and directly engaging Town officials and staff as needed, until such time that the client successfully locates in the Town or the project is no longer viable.

2.3 Existing Businesses/Industries Support Services

- a. Respond promptly with a high level of service to existing business/industry's requests for information and support.
- b. Collaborate with the Town's existing business/industry to understand and stay informed about their business needs, challenges, and goals through regular onsite visits, Employer Surveys, and/or other means of regular communication.
- c. Serve as a liaison between the Town and existing business/industry to facilitate communication to address businesses' needs and issues, and to expedite conflict resolution if needed.
- d. Work with Town officials and staff to help ensure that a pro-business climate is maintained within the Town.
- e. Expansion Support: Facilitate and expedite business/industry efforts to expand operations within the Town by:
 - i. Identifying available commercial & industrial buildings and/or sites to accommodate the expansion;
 - ii. Identifying employee recruitment & hiring assistance, and identifying workforce development training opportunities;
 - iii. Identifying potential grants/incentives at the local, state, and federal levels, and collaborating with the Town to apply for grants/incentives to support property renovation, infrastructure development/improvement, and/or other needs, and providing grant administration support for the Town and/or project company as requested; and
 - iv. Providing other assistance as requested or needed.
- f. Retention Support: If an existing business/industry is in jeopardy of terminating operations or relocating outside of the Town, work with the business to identify and address the needs & issues that are barriers to the business' successful

operations within the Town in an effort to retain the business' operations within the Town.

2.4 Business Creation & Small Business Growth Services

- a. Respond promptly with a high level of service to entrepreneurs' and small businesses' requests for information and support.
- b. Collaborate with the Town & other community partners to expand & enhance the local entrepreneurial ecosystem and identify & address any resource gaps.
- c. Achieve and maintain the Certified Entrepreneurial Community® designation for Moore County and leverage the designation to promote the area to entrepreneurs and small business owners.
- d. Maintain & promote the online entrepreneurial resources portal on Partners' website to connect entrepreneurs to startup and growth resources at the local, regional, and state levels.

2.5 Other Services

- a. Provide additional economic development support and assistance as may be specifically requested by the Town.
3. Payment. The appropriation of Twenty-Six Thousand Two Hundred Fifty Dollars (\$26,250.00) will be remitted to Partners by July 31, 2022.
4. Financial Recordkeeping. Partners will account to the satisfaction of the Town for all funds received from the Town under this Agreement. This accounting will include a) Quarterly Financial Statements presented to Partners' Board of Directors, which includes the Town's representative who serves on the Board, at their quarterly Board meetings, and b) an annual Independent Accountant's Review Report summarizing the financial position of Partners. This Review Report may be prepared by any Certified Public Accountant or any Certified Public Accounting firm licensed to operate in North Carolina. Partners will submit the annual Report to the Town on or before 12/31/22 via an email to the Town Manager.

Partners will provide additional financial documentation as may be requested by the Town.

5. Termination of the Agreement. This Agreement may be terminated for cause by either party after giving the breaching party written notice that a material breach has occurred and if the breaching party subsequently fails to cure the material breach within 30 days of receiving the notice. In the event of such a termination, Partners will provide the Town with all pertinent information regarding the current status of all projects and initiatives directly associated with and involving the Town.

6. Independent Contractor. Partners' is an independent contractor and will not represent itself as an agent of the Town. Partners is responsible for paying all federal, state, and local taxes as well as business license fees arising out of Partners' activities in accordance with this Agreement.
7. Notice. All notices and other communications required or permitted by this Agreement will be in writing and delivered via a recognized national overnight delivery service or by certified mail, return receipt requested, to the following addresses:

TOWN: TOWN OF SOUTHERN PINES
ATTN: TOWN MANAGER
125 SE BROAD STREET
SOUTHERN PINES, NC 28387

PARTNERS: PARTNERS IN PROGRESS
ATTN: EXECUTIVE DIRECTOR
P.O. BOX 5885
PINEHURST, NC 28370-5885

8. Insurance and Liability. Partners will maintain employer's liability insurance for employees as required by law. Partners will maintain insurance policies at all times with the minimum limits as follows:

- a. Coverage and Minimum Limits

- i. General Liability of \$500,000 per occurrence
- ii. Automobile Liability of \$500,000 per occurrence
- iii. Umbrella of \$1,000,000 per occurrence

- b. Partners will provide the Town with a Certificate of Insurance from an "A" rated insurance company upon request.

9. Indemnification. Partners will, to the fullest extent permitted by law, indemnify, defend, and hold harmless, the Town from and against any and all claims, liabilities, losses, damages, costs, or expenses. This includes, without limitation, reasonable attorney's fees, awards, fines, or judgments arising out of, or relating to, any or all of the following:

- a. Inaccurate information or information known to Partners relating to the services provided to the Town by Partners and any and all actions, advice, decisions, or judgments made or recommended to the Town; and
- b. Damages to persons, personal property, or the Town caused by an act or omission of Partners; and
- c. All claims, suits, losses, injuries, death, and property liability, including, without limitation, expenses in connection with any such claim or suit, including reasonable attorney's fees, occurring in the performance of the proposed services.

- d. All claims and liabilities resulting from Partners' violation of federal, state, or local statute, regulation, or ordinance; and
 - e. In the event that any good, service, or process sold and delivered or sold and performed is defective in any respect whatsoever, Partners will indemnify and hold harmless the Town from all loss or the payment of all sums of money by reason of all accidents, injuries, or damages to persons or property that happen or occur in connection with the use or sale of such good, service, or process.
10. Intellectual Property. If any claim based upon alleged infringement of rights in any patent, copyright, trademark, or trade name is asserted against the Town by virtue of the purchase of any good, service, or process by Partners, Partners will indemnify and hold the Town harmless from all claims, demands, and legal obligations against the Town in preparation, defense, or settlement of such claims.
11. Strict Compliance. The Town may at any time insist upon strict compliance with these terms and conditions despite any previous course of dealing or course of performance between the parties that may have been contrary to the terms of this Agreement.
12. Severability. In the event that any provision herein is deemed invalid or unenforceable, the other provisions will remain in full force and effect, and binding on both parties.
13. Survival. All obligations arising prior to the termination of this Agreement and all provisions of this Agreement allocating responsibility or liability between the Town and Partners will survive the completion of the services and the termination of the Agreement.
14. Governing Law. The validity of this Agreement and any of its terms or provisions, as well as the rights and duties of the parties to this Agreement, is governed by the laws of the State of North Carolina. The parties agree and submit, solely for matters concerning this Agreement, to the exclusive jurisdiction of the General Courts of Justice of North Carolina. In addition, the parties agree that the exclusive venue for any legal proceeding will be Moore County, North Carolina.
15. Assignment. No assignment of this Agreement or any of the rights, benefits, or duties under this Agreement, is permitted except by the written agreement of both parties.
16. Entire Agreement. This Agreement represents the entire understanding and agreement between the parties. This Agreement supersedes all prior agreements, whether written or oral, that may exist between the parties. In addition, no subsequent amendment or modification to this Agreement or waiver of any provisions will be effective unless in writing and signed by both parties.
17. Iran Divestment Act. The Contractor certifies that: (i) the Contractor is not listed on the Final Divestment List created by the State Treasurer pursuant to N.C.G.S. § 147-86.58 (the "Final Divestment List"). The Final Divestment List can be found on the State Treasurer's website at the address <https://www.nctreasurer.com/office-state-treasurer/divestment-and-do-not-contract-rules>. Any contract in violation of this Act is void.

- 18. Divestment From Companies Boycotting Israel Act.** This Contractor certifies that the Contractor is not identified as an entity by the North Carolina Secretary of State that is engaged in a boycott of the State of Israel pursuant to N.C.G.S., Article 6G, Chapter 147. The Final Divestment List can be found on the State Treasurer's website at <https://www.nctreasurer.com/office-state-treasurer/divestment-and-do-not-contract-rules>. Any contract in violation of this Act is void.

**[SIGNATURES ON THE FOLLOWING
PAGE]**

IN WITNESS WHEREOF, the parties have expressed their agreement to these terms by causing this Agreement to be executed by their duly authorized officers or agents. This Agreement is effective as of the date first written above.

TOWN OF SOUTHERN PINES

ATTEST:

Carol R. Haney
Mayor, Town of Southern Pines

Beth Robertson
Town Clerk

**MOORE COUNTY
PARTNERS IN PROGRESS**

ATTEST:

Natalie D. Hawkins
Executive Director, Partners in Progress

Melanie Thompson
Office Manager

PREAUDIT CERTIFICATE

This instrument has been pre-audited in the manner required by the Local Government Budget and Fiscal Control Act.

Agenda Item

To: Reagan Parsons, Town Manager

From: B.J. Grieve, Planning Director
Cindy Williams, Planning Technician

Subject: AX-02-22: Investigate the Sufficiency of a Request for Voluntary Annexation of Property Contiguous to the Corporate Limits of the Town of Southern Pines; 5.19 Acres; Petitioner: Charles Gregg

Date: June 27, 2022

I. SUMMARY OF APPLICATION REQUEST:

Charles Gregg, on behalf of Morganton Park Realty, LLC, is requesting voluntary annexation of a contiguous parcel that is currently outside of the corporate limits of the Town of Southern Pines. Per the Moore County tax records, the subject parcel is identified as PIN 857100590566; PARID 20190271 and is owned by Morganton Park Realty, LLC.

II. PROJECT INFORMATION:

A. Physical Address:

West Morganton Road
Southern Pines, NC 28387

B. Property Owner/Applicant:

Morganton Park Realty, LLC/Charles Gregg, Executive Officer
5 First Village Drive
Southern Pines, NC 28387

C. Property Identification & Parcel Identification Number:

PIN 857100590566; PARID 20190271

D. Size of Property:

Total area: 5.19 acres

III. STAFF COMMENTS:

- The applicant has submitted a Petition for Voluntary Annexation accompanied by a survey and a written metes and bounds description of the subject property.
- The written metes and bounds description of the area to be annexed has been approved by the Moore County Tax Mapper.

- The request is a voluntary request for contiguous annexation as the adjacent properties are within the corporate limits of the Town of Southern Pines (see Figure 1).
- The subject property is presently zoned PD (Planned Development). The adjacent properties are also zoned PD.
- The purpose of this agenda item is for the Town Council to first take action at the Work Session to direct the Town Clerk to investigate the sufficiency of the Petition for Voluntary Annexation. Following the investigation, if the Town Clerk certifies the sufficiency of the Petition, a Resolution to fix a date for a public hearing will be before the Town Council at the July 12, 2022 Regular Meeting pursuant to N.C.G.S. §160A-31(c).
- **Comprehensive Long Range Plan Analysis:**
 - The subject property is identified as “Traditional Mixed Use” on the Comprehensive Long Range Plan (CLRP) Future Land Use Map (see Figure 3). Per the CLRP 2015-2016 update:

“The Traditional Mixed Use category applies to those larger, mostly undeveloped parcels well-suited to mixing residential and non-residential uses in a manner similar to that found in downtown Southern Pines. This designation applies to the Morganton Road area and to the Pine Needles area, identifying these as likely spots for mixed-use including an interconnected street network as found in traditional town development. No specific development intensity is implied by this designation. It simply indicates that such areas will be built to urban levels, will incorporate a variety of uses and will have a street network accommodating modes of travel beyond the automobile.”

Figure 1: Adjacent Properties (Areas to be Annexed Outlined in Red)

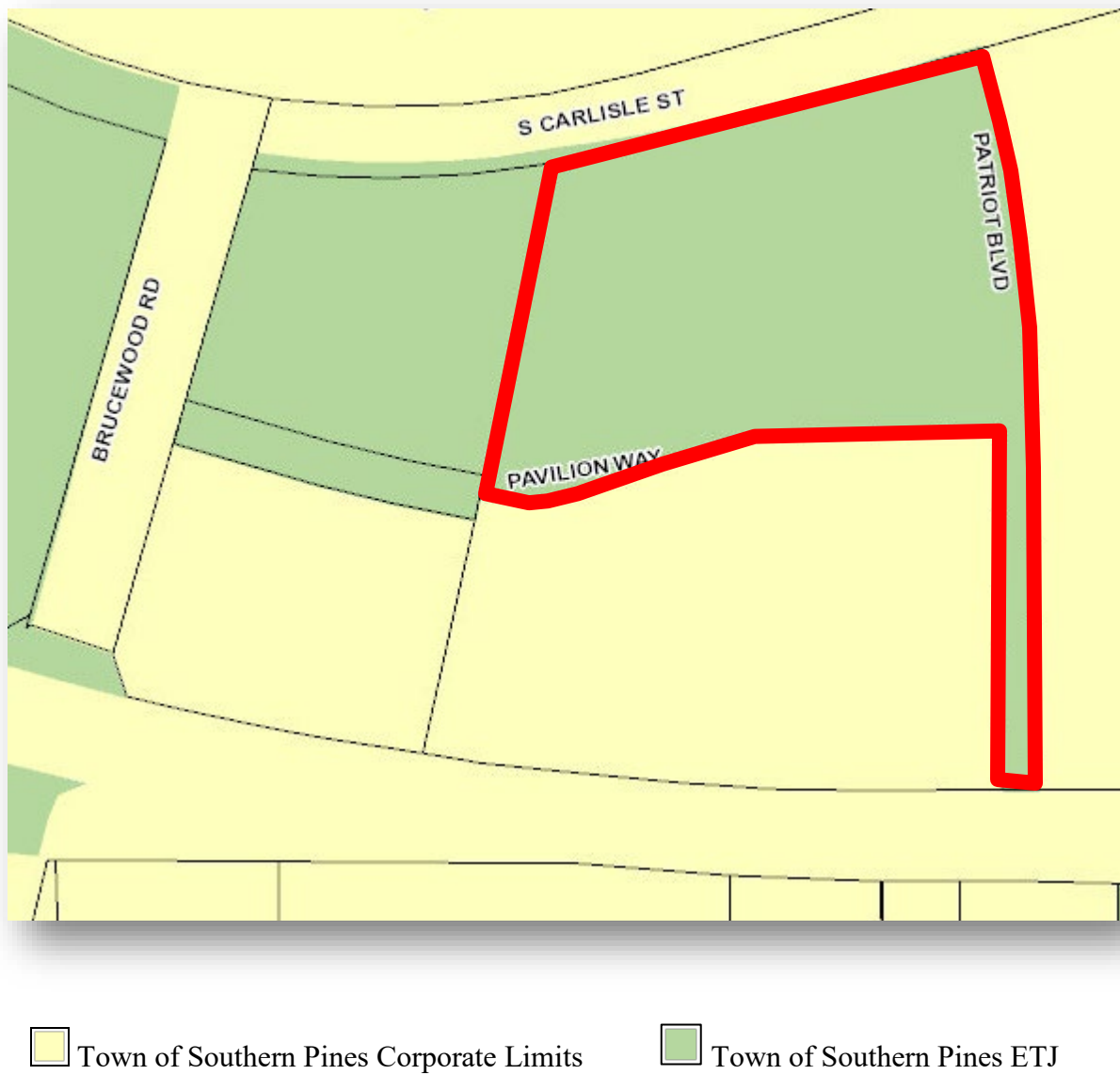
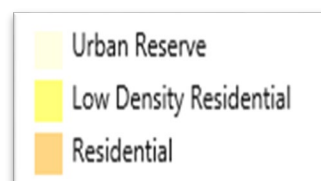
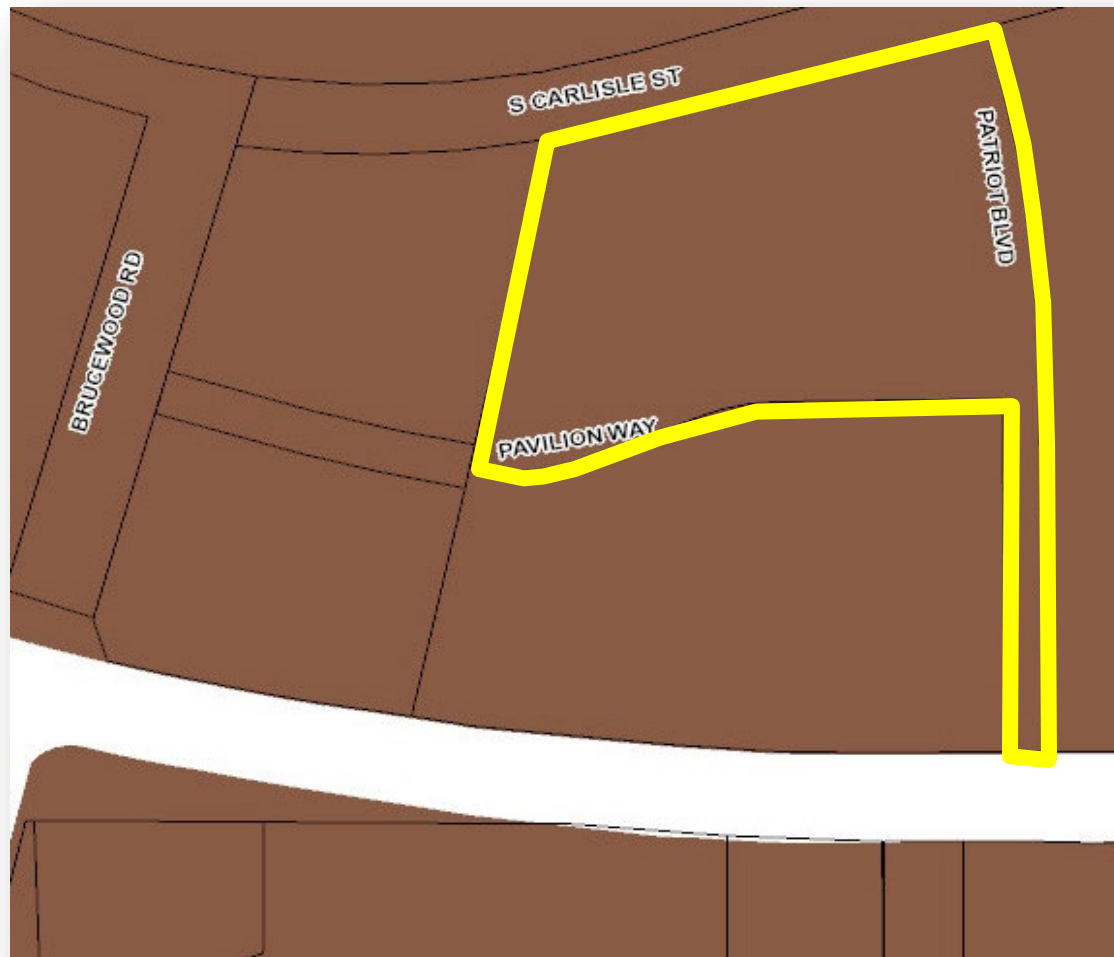


Figure 2: Zoning Map (Area to be Annexed Outlined in Blue)



Figure 3: CLRP Future Land Use Map (Area to be Annexed Outlined in Yellow)



IV. ATTACHMENTS:

1. Petition
2. Written metes and bounds description
3. Survey of subject property

V. TOWN COUNCIL ACTION:

Before holding a public hearing and deciding upon a *voluntary annexation* request, the Town Council must first direct the Town Clerk to investigate the request. Upon receiving a Certificate of Sufficiency from the Town Clerk, the Council may then fix a date for the public hearing on the annexation request. The Town Council may choose one of the following motions, or any alternative they wish:

- 1) I move to adopt a Resolution directing the Town Clerk to investigate the petition received for the voluntary annexation of property as defined in the submitted written metes and bounds description under application AX-02-22.

-or-

- 2) I move to not adopt a Resolution directing the Town Clerk to investigate the petition received for the voluntary annexation of property as defined in the submitted written metes and bounds description under application AX-02-22.

**PETITION FOR VOLUNTARY ANNEXATION OF REAL
PROPERTY CONTIGUOUS TO THE
TOWN OF SOUTHERN PINES, NORTH CAROLINA**



May 16, _____, 202²

**TO THE TOWN COUNCIL OF THE TOWN OF SOUTHERN PINES, NORTH
CAROLINA:**

1. We the undersigned owners of real property respectfully request that the area described in Paragraph 2 below be annexed to the Town of Southern Pines, North Carolina, pursuant to G. S. 160A-31.
2. The area requested to be annexed is contiguous to the Town of Southern Pines, and the boundary of such territory is described by metes and bounds as follows:

A legal metes and bounds description of boundaries of annexation, or a legal metes and bounds description of boundaries must be included.

Name & Signature of Owner

Charles Gregg

Address of Owner

5 First Village Drive P.O. Box 2000
Pinehurst, NC 28374

Two copies of the petition, an 11" x 17" map showing location and boundaries of the area requested to be annexed, a legal metes and bounds description and physical address for the property (new projects or properties that are being subdivided are to obtain address numbers from the Southern Pines Planning office while properties with existing structures are to obtain/confirm those addresses through the Southern Pines Fire Department) are to be filed with the Town Clerk, 125 S. E. Broad Street, Southern Pines, NC 28387.

LOT 3B
MORGANTON PARK REALTY, LLC

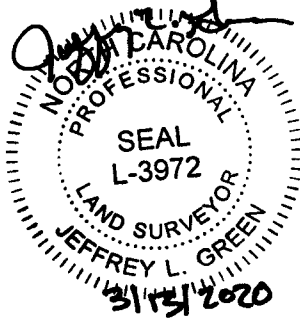
BEING ALL OF THE MORGANTON PARK REALTY, LLC TRACT (PID-20190271) LOT 3 DESCRIBED IN DEED BOOK 5210 PAGE 279 IN THE MOORE COUNTY REGISTRY, MCNEILL TOWNSHIP, SOUTHERN PINES; BOUNDED ON THE NORTH BY SOUTH CARLISLE STREET, THE EAST BY THE PINEHURST SURGICAL CLINIC REALTY TRACT, ON THE SOUTH BY WEST MORGANTON ROAD, ON THE WEST BY THE PINEHURST MEDICAL GROUP, LLC TRACT AND THE S & S PARTNERS, LLP TRACT AND MORE PARTICULARLY DESCRIBED AS FOLLOWS:

BEGINNING AT A .5" EXISTING IRON ROD IN THE SOUTH CARLISLE STREET SOUTHERN RIGHT-OF-WAY (80' ROW), SAID IRON ROD BEING THE NORTHEAST CORNER OF THE S & S PARTNERS, LLP TRACT DESCRIBED IN DEED BOOK 5081 PAGE 398 IN THE MOORE COUNTY REGISTRY THENCE WITH THE SOUTH CARLISLE STREET THE FOLLOWING CALLS; A CURVE TO THE LEFT HAVING A RADIUS OF 1085.21', A CHORD BEARING OF N 77°17'25" E A CHORD DISTANCE OF 103.52' TO A .5" EXISTING IRON ROD; THENCE N 74°26'37" E A DISTANCE OF 384.12' TO A .5" EXISTING IRON ROD, SAID IRON ROD BEING THE NORTHWEST CORNER OF THE PINEHURST SURGICAL CLINIC REALTY, LLC TRACT DESCRIBED IN DEED BOOK 5210 PAGE 301 IN THE MOORE COUNTY REGISTRY; THENCE LEAVING THE SOUTH CARLISLE STREET SOUTHERN RIGHT-OF-WAY WITH THE PINEHURST SURGICAL REALTY, LLC WESTERN LINE THE FOLLOWING CALLS; S 14°52'33" E A DISTANCE OF 65.47' TO A .5" EXISTING IRON ROD; THENCE A CURVE TO THE RIGHT, HAVING A RADIUS OF 1240.00', A CHORD BEARING OF S 07°49'19" E A CHORD DISTANCE OF 304.55' TO A .5" EXISTING IRON ROD; THENCE S 00°46'05" E A DISTANCE OF 54.64' TO A .5" EXISTING IRON ROD; THENCE S 00°46'05" E A DISTANCE OF 407.54' TO AN EXISTING IRON ROD IN THE MORGANTON ROAD NORTHERN RIGHT-OF-WAY (100' ROW), SAID IRON ROD ALSO BEING THE SOUTHWEST CORNER OF THE PINEHURST SURGICAL REALTY, LLC TRACT; THENCE WITH THE MORGANTON ROAD NORTHERN RIGHT-OF-WAY N 89°39'43" W A DISTANCE OF 40.01' TO A .5" EXISTING IRON ROD, SAID IRON ROD BEING THE SOUTHEAST CORNER OF THE PINEHURST MEDICAL GROUP, LLC TRACT DESCRIBED IN DEED BOOK 5297 PAGE 202 IN THE MOORE COUNTY REGISTRY; THENCE WITH THE PINEHURST MEDICAL GROUP, LLC TRACT THE FOLLOWING CALLS; N 00°46'05" W A DISTANCE OF 406.77' TO A .5 " EXISTING IRON ROD; THENCE S 89°13'55" W A DISTANCE OF 242.28' TO A .5" EXISTING IRON ROD; THENCE A CURVE TO THE LEFT HAVING A RADIUS OF 230.00', A CHORD BEARING OF S 78°32'26" W A CHORD DISTANCE OF 85.34' TO A .5" EXISTING IRON ROD; THENCE S 67°50'57" W A DISTANCE OF 118.83' TO A .5" EXISTING IRON ROD; THENCE A CURVE TO THE RIGHT HAVING A RADIUS OF 230.00', A CHORD BEARING OF S 85°12'49" W A CHORD DISTANCE OF 137.28' TO A .5" EXISTING IRON ROD IN THE CENTERLINE OF PAVILION WAY (50' ROW); THENCE N 12°34'40" E A DISTANCE OF 25.00' TO A .5" EXISTING IRON ROD, SAID BEING THE SOUTHEAST CORNER OF THE S & S PARTNERS, LLC TRACT; THENCE WITH THE EASTERN LINE OF THE S & S PARTNERS, LLC TRACT N 12°34'40" E A DISTANCE OF 354.95' TO THE POINT OF BEGINNING, HAVING AN AREA OF 5.19 ACRES.

I, JEFFREY L. GREEN, CERTIFY THAT THIS PLAT WAS DRAWN UNDER MY SUPERVISION FROM AN ACTUAL SURVEY MADE UNDER MY SUPERVISION (DEED REFERENCES AS SHOWN); THAT THE BOUNDARIES NOT SURVEYED ARE CLEARLY INDICATED AS DRAWN FROM INFORMATION FOUND IN REFERENCES AS SHOWN; THAT THE RATIO OF PRECISION OR POSITIONAL ACCURACY AS CALCULATED IS 1:10,000+; THAT THIS PLAT WAS PREPARED IN ACCORDANCE WITH G.S. 47-30 AS AMENDED. WITNESS MY ORIGINAL SIGNATURE, LICENSE NUMBER AND SEAL THIS 13TH DAY OF MARCH, A.D., 2020

Jeffrey L. Green
PROFESSIONAL LAND SURVEYOR

L-3972
LICENSE NUMBER



State of North Carolina
I, Theresa M. Thompson, Review Officer of Moore County,
North Carolina, certify that the map or plat which this certification is affixed meets all statutory requirements for recording.

Theresa M. Thompson
Review Officer

3/17/2020
Date

NOTICE: THIS PROPERTY IS LOCATED WITHIN A PUBLIC WATER SUPPLY WATERSHED. DEVELOPMENT RESTRICTIONS MAY APPLY.

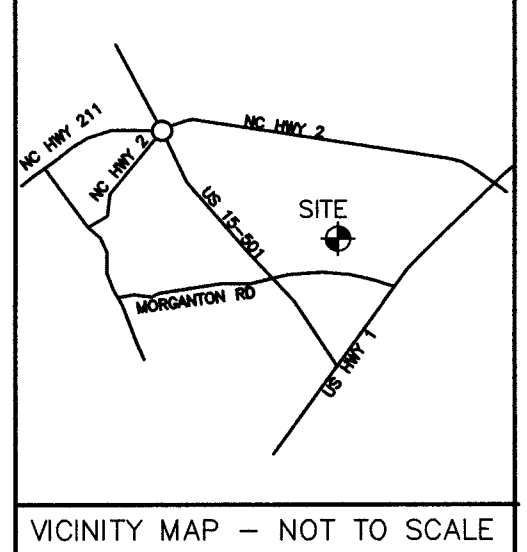
I CERTIFY THAT THE PLAT SHOWN HEREON COMPLIES WITH THE SOUTHERN PINES WATERSHED PROTECTION ORDINANCE AND IS APPROVED BY MYSELF, AS AGENT FOR THE TOWN OF SOUTHERN PINES FOR RECORDING IN THE MOORE COUNTY REGISTER OF DEEDS OFFICE.

Watershed Administrator

3/17/20
DATE

TITLE REFERENCE
PID 20190271
PIN 857100590364
DEED BOOK 5210 PAGE 279
MOORE COUNTY REGISTRY

FOR REGISTRATION REGISTER OF DEEDS
Judy D. Martin
Moore County, NC
March 17, 2020 01:49:49 PM
Book 18 Page 450-450
FEE: \$21.00
INSTRUMENT # 2020004496

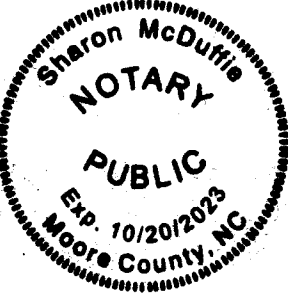


VICINITY MAP - NOT TO SCALE

STATE OF NORTH CAROLINA, MOORE COUNTY I, A NOTARY PUBLIC OF THE COUNTY AND THE STATE AFORESAID, CERTIFY THAT JEFFREY L. GREEN, A REGISTERED LAND SURVEYOR, PERSONALLY APPEARED BEFORE ME THIS DAY AND ACKNOWLEDGED THE EXECUTION OF THE FOREGOING INSTRUMENT. WITNESS MY HAND AND OFFICIAL STAMP OR SEAL, THIS DAY OF March 13, 2020.

SEAL OR STAMP

NOTARY PUBLIC
MY COMMISSION EXPIRES: 10-20-23

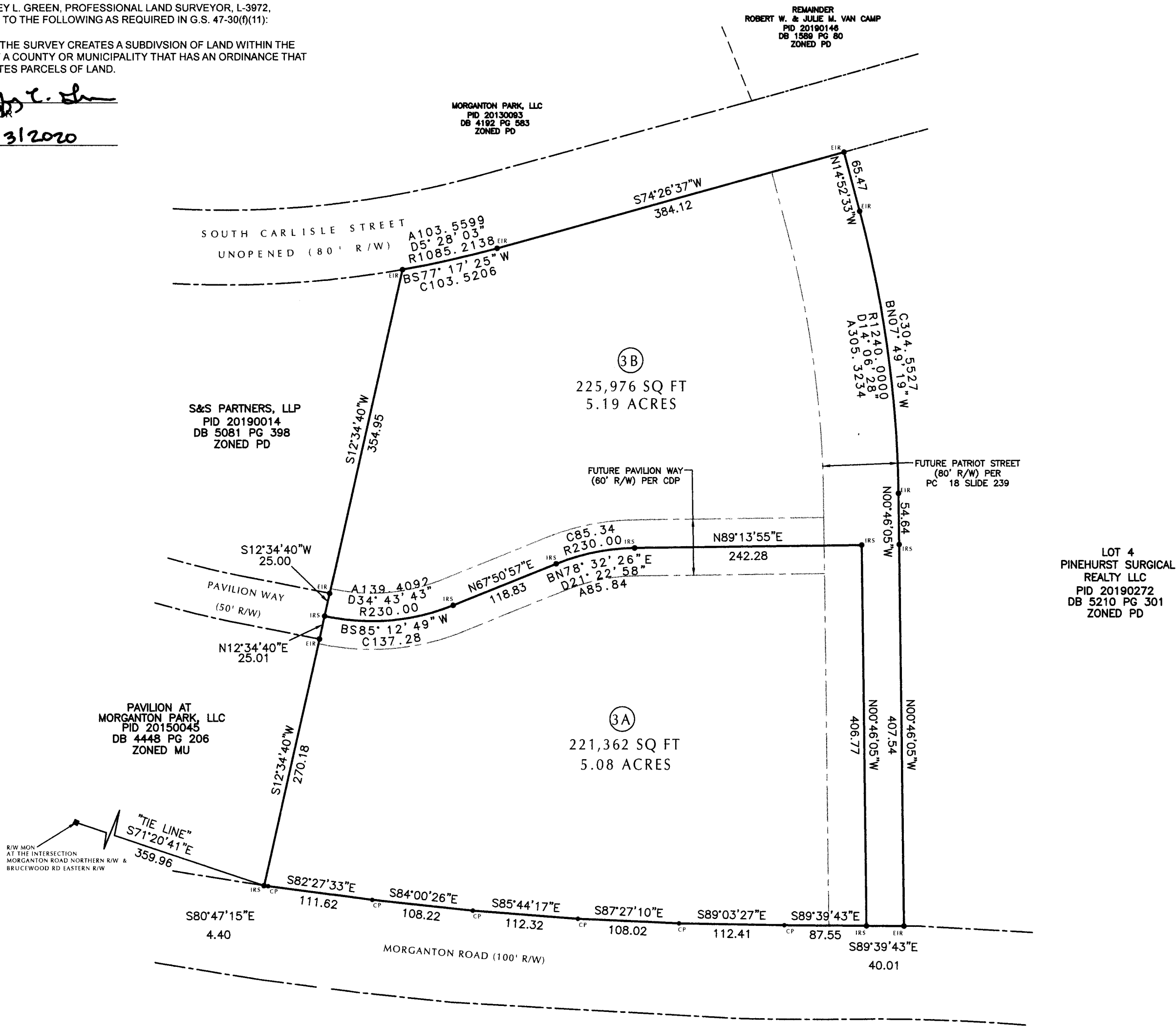


I, JEFFREY L. GREEN, PROFESSIONAL LAND SURVEYOR, L-3972, CERTIFY TO THE FOLLOWING AS REQUIRED IN G.S. 47-30(9)(11):

a. THAT THE SURVEY CREATES A SUBDIVISION OF LAND WITHIN THE AREA OF A COUNTY OR MUNICIPALITY THAT HAS AN ORDINANCE THAT REGULATES PARCELS OF LAND.

Jeffrey L. Green
SURVEYOR

3/13/2020
DATE



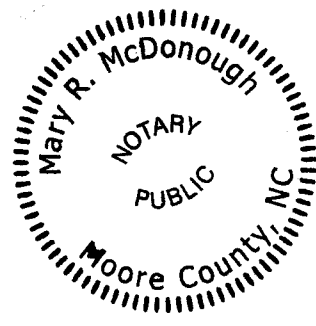
CERTIFICATE OF OWNERSHIP AND DEDICATION

I HEREBY CERTIFY THAT I AM THE OWNER OF THE PROPERTY DESCRIBED HEREON, WHICH PROPERTY IS LOCATED WITHIN THE SUBDIVISION REGULATION JURISDICTION OF THE TOWN OF SOUTHERN PINES, THAT I HEREBY FREELY ADOPT THIS PLAN OF SUBDIVISION AND DEDICATE TO PUBLIC USE ALL AREAS SHOWN ON THIS PLAT AS STREETS, ALLEYS, WALKS, PARKS, OPEN SPACE AND EASEMENTS, EXCEPT THOSE SPECIFICALLY INDICATED AS PRIVATE AND THAT I WILL MAINTAIN ALL SUCH AREAS UNTIL THE OFFER OF DEDICATION IS ACCEPTED BY THE APPROPRIATE PUBLIC AUTHORITY. ALL PROPERTY SHOWN ON THIS PLAT AS DEDICATED FOR A PUBLIC USE SHALL BE DEEMED TO BE DEDICATED FOR ANY OTHER PUBLIC USE AUTHORIZED BY LAW WHEN SUCH OTHER USE IS APPROVED BY THE SOUTHERN PINES TOWN COUNCIL IN THE PUBLIC INTEREST.

Owner

3/17/2020
DATE

Mary R. McDonough
NOTARIZED
State of North Carolina
County of Moore
Commission Expires 03/02/2022



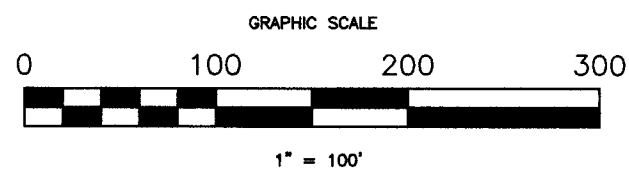
LEGEND
1. THIS PROPERTY IS SUBJECT TO ANY AND ALL EASEMENTS, RIGHT OF WAYS, AND AGREEMENTS OF RECORD PRIOR TO THE DATE OF THIS PLAT.
2. ALL PROPERTY LINES AND CORNERS ESTABLISHED USING EXISTING CORNERS FOUND, EXISTING BOUNDARY EVIDENCE, AND DEEDS AND PLATS OF RECORD IN THE MOORE COUNTY REGISTRY.
3. ALL DISTANCES ARE HORIZONTAL DISTANCES.
4. ALL AREAS BY COORDINATE COMPUTATION.
5. GRID COORDINATES ESTABLISHED USING GPS METHODS USING OPUS.
6. THIS PROPERTY DOES NOT LIE WITHIN A DESIGNATED FEMA SPECIAL FLOOD HAZARD AREA PER FIRM NO. 37108D700A WITH AN EFFECTIVE DATE OF 10/17/2008.
7. ZONING INFORMATION - ZONED PD (PLANNED DEVELOPMENT).
FOR SETBACK INFORMATION CONTACT THE TOWN OF SOUTHERN PINES PLANNING DEPARTMENT 910.692.4003

NOTES:

1. THIS PROPERTY IS SUBJECT TO ANY AND ALL EASEMENTS, RIGHT OF WAYS, AND AGREEMENTS OF RECORD PRIOR TO THE DATE OF THIS PLAT.
2. ALL PROPERTY LINES AND CORNERS ESTABLISHED USING EXISTING CORNERS FOUND, EXISTING BOUNDARY EVIDENCE, AND DEEDS AND PLATS OF RECORD IN THE MOORE COUNTY REGISTRY.
3. ALL DISTANCES ARE HORIZONTAL DISTANCES.
4. ALL AREAS BY COORDINATE COMPUTATION.
5. GRID COORDINATES ESTABLISHED USING GPS METHODS USING OPUS.
6. THIS PROPERTY DOES NOT LIE WITHIN A DESIGNATED FEMA SPECIAL FLOOD HAZARD AREA PER FIRM NO. 37108D700A WITH AN EFFECTIVE DATE OF 10/17/2008.
7. ZONING INFORMATION - ZONED PD (PLANNED DEVELOPMENT).

CPGKRE PINEHURST LOWES, LLC
PID 98000750
DB 4484 PG 354
ZONED PD

MINOR SUBDIVISION PLAT OF
LOTS 3A & 3B MORGANTON PARK
MCNEILL TOWNSHIP, TOWN OF SOUTHERN PINES
MOORE COUNTY, NORTH CAROLINA
MARCH, 2020 SCALE 1"= 100'
FIELD SURVEY- FEBRUARY, 2020



OWNER: MORGANTON PARK REALTY, LLC
5 FIRST VILLAGE DRIVE
PINEHURST, N.C. 28374
SURVEYOR: JEFFREY L. GREEN, PLS
140 AQUA SHED COURT
ABERDEEN, N.C. 28315
(910) 975-2306

TOWN OF SOUTHERN PINES RESOLUTION #1015
DIRECTING THE CLERK TO INVESTIGATE A PETITION
RECEIVED UNDER G.S. 160A-31
AX-02-22: PSC Site 3B-Morganton Park Realty

WHEREAS, a petition requesting annexation of an area described in said petition was received on May 24, 2022 by the Town Council of the Town of Southern Pines; and

WHEREAS, G.S. 160A-31 provides that the sufficiency of the petition shall be investigated by the Town Clerk before further annexation proceedings may take place; and

WHEREAS, the Town Council of the Town of Southern Pines deems it advisable to proceed in response to this request for annexation;

NOW, THEREFORE, BE IT RESOLVED by the Town Council of the Town of Southern Pines that the Town Clerk is hereby directed to investigate the sufficiency of the above-described petition and to certify as soon as possible to the Town Council the result of her investigation.

Adopted this 27th day of June, 2022.

ATTEST:

TOWN OF SOUTHERN PINES

Elizabeth Robertson, Town Clerk

Carol R. Haney, Mayor

I certify that this Resolution was adopted by the Town Council of the Town of Southern Pines at its meeting on June 27, 2022 as shown in the Minutes of the Town Council meeting for that date.

Elizabeth Robertson, Town Clerk

Work Session Agenda Item

To: Reagan Parsons, Town Manager

From: Jennifer Hunt, Planner I

Subject: Written Decision of the Board for PD-02-22: Planned Development - Preliminary Development Plan for the new commercial development of Phase 1 of the Planned Development known as Southern Pines Ace Hardware.

Date: June 27, 2022

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.”

Staff has prepared a draft of the written decision of the board document for the application PD-02-22 that was heard by the Town Council at the regular meeting on June 14, 2022 and that the Town Council may now wish to adopt. If the Town Council approves the written decision of the board document, the Mayor will sign the document. The original signed version will be delivered to the petitioner, with staff maintaining a copy of the signed document in the file.

II. SUMMARY OF APPLICATION REQUEST:

Mr. Bob Koontz, of Koontz Jones Design on behalf of Rhetson Companies Inc. has submitted an application for a Preliminary Development Plan for the new construction of a retail building, Phase 1, in the Planned Development known as Southern Pines Ace Hardware. Phase 1 is the relocation of the existing Ace Hardware to the new location with 64,825 square feet on 9.11 acres. The total site area is 12.62 acres. An extension of Capital Drive will be built with Phase 1. The subject property is located south of Airport Road, west of NC HWY 22 and Olive Tree Lane on the east. The subject property is identified as PIN: 857300963887 (PARID: 00033603) and per the Moore County tax records the property owner is listed as Southern Pines Ace Land Company, LLC. The other subject property is identified as PIN: 857300974411 (PARID: 00033604) and per the Moore County tax records, the property owner is listed as Tyler’s Ridge Business Park, LLC.

III. TOWN COUNCIL PUBLIC HEARING AND ACTION:

A public hearing for this request was held at the June 14, 2022 regular business meeting of the Town Council. All public notice requirements were met for that hearing date. The Town Council had five (5) members present. The Town Council opened the quasi-judicial public hearing and received evidence from those in attendance regarding preliminary development plan application PD-02-22. Mr. BJ Grieve, Planning Director, entered the staff report into the record as Exhibit A and his PowerPoint as Exhibit B and provided an overview of the project and applicable criteria for review.

Ms. Rhianna Smith presented the case for the approval of PDP application PD-02-22. Ms. Rhianna Smith, called Mr. Bob Koontz, an expert in land planning and site plan design who provided a review of site and building images that were entered into the record as Exhibit C and presented information regarding design characteristics of the development. Mr. Koontz spoke about the request for a deviation from building the greenway trail to connect with the Horticulture gardens at Sandhills Community College and instead connect to Airport Road. Mr. Rynal Stephenson entered Exhibit D into the record as the Addendum Traffic Impact Analysis from June 9, 2022. The Town Council opened up the meeting to public comment and there were no comments from the audience.

The Town Council asked a variety of additional questions of the applicants and members of town staff, then closed the public hearing and voted on Preliminary Development Plan application PD-02-22.

The town council voted 5-0 to adopt Attachment A to staff report PD-02-22 as findings of fact with no changes. Attachment A included findings of fact that the application is complete, the facts submitted were relevant to the case, and that the application complies with Section 2.18.5(H) criteria for a Preliminary Development Plan, criteria 1-4. The Town Council then voted 5-0 to approve the Preliminary Development Plan under application PD-02-22.

IV. ATTACHMENTS:

1. Written Decision for PD-02-22 (DRAFT)

V. TOWN COUNCIL ACTION:

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

1. No action;
2. Accept the Written Decision for PD-02-22 as prepared by the Town staff;
3. An action listed above with the following conditions...
4. Action not listed above...

TOWN OF SOUTHERN PINES

REGULAR BUSINESS MEETING OF THE TOWN COUNCIL

June 14, 2022

6:00 pm

DECISION OF THE BOARD

Petitioner: Rhetson Companies, Inc.

Case Number: PD-02-22

The meeting was called to order with all members present. The Mayor administered the oath to all witnesses choosing to speak. Mr. BJ Grieve, Planning Director for the Town of Southern Pines, presented the staff report. Ms. Rihanna Smith, attorney for the petitioner, presented on the petitioner's behalf.

Matter at Issue:

PD-02-22: A Planned Development District – Preliminary Development Plan: Petitioner: Rhetson Companies, Inc.

Rhetson Companies, Inc. has submitted an application for a Planned Development - Preliminary Development pursuant to Section 2.18.5 of the Town of Southern Pines Unified Development Ordinance (UDO) for the purpose of relocating the existing Ace Hardware into a larger building as part of a new development. The proposed development is to be known as Southern Pines Ace Hardware, with the current consideration being for Phase 1. The proposed commercial building is designed to be 64,825 square feet located on 9.11 acres located to the west of the present Ace Hardware location and adjacent to Airport Road. An extension of Capital Drive will be constructed in conjunction with Phase 1, to connect to Airport Road and NC Highway 22 via Olivetree Lane on the east.

The proposed development is located in the Airport Hazard Overlay zone as well as within the Little River (Intake No. 2) watershed, which is designated as a high-quality watershed. GIS mapping indicates public water availability; wastewater availability will necessitate extension of a sewer line. The subject properties are identified on the application as PIN: 857300963887 (PARID: 00033603) and PIN: 857300974411 (PARID: 00033604) and per Moore County tax records, the property owner is listed as Southern Pines Ace Land Company, LLC. All parking associated with this phase will be provided on-site.

Mr. BJ Grieve presented the Town of Southern Pines staff report (Exhibit A) and provided an overview of the proposed project via a PowerPoint presentation (Exhibit B). Topics covered by the presentation included the project's location, the phasing (three total phases with the current project constituting Phase 1), the site acreage and proposed building size, and general characteristics including access, for which a traffic impact analysis has been prepared and reviewed by staff. The presentation also spoke to neighboring land uses, buffering, and available public utilities, and that the proposed parking will be adequate to serve the proposed use.

Ms. Rihanna Smith, as the applicant's attorney, addressed the Council on behalf of the applicant and stated that the project meets all of the criteria of the CDP and the applicant is requesting no deviations. Ms. Smith then tendered Mr. Bob Koontz as their expert on land planning and site design,

PD-02-22 Written Decision June 2022 Work Session 3 of 6

with the Council having no objection. Mr. Koontz described the current plan exactly as following what was presented for the CDP and made a presentation to the Council, which was entered into the record as Exhibit C. Mr. Koontz's presentation provided an overview of specific issues related to the project, including water and sewer connection and connections to the greenway trail. Mr. Koontz clarified that the applicants are requesting one deviation to not require the greenway trail to connect to the Sandhills Horticultural Gardens because Sandhills Community College no longer wants the pedestrian connection to the retail development. Mr. Randy Saunders, property owner, addressed the Council regarding the discussions with the airport related to a parcel within the project area that may be removed from the development plan through a land swap. Mr. Saunders explained that it could be as long as twelve to sixteen months before the agreement with the airport on this property is finalized.

Mr. Koontz provided additional information regarding the proposed development, which will include a 9,500 square foot greenhouse, included in the nearly 65,000 square footage of the building. Additionally, the parking of one space per 400 square feet of building brings the required parking to 162, and 176 will be provided. Mr. Koontz stated that wayfinding signage for greenway and pedestrian improvements will be addressed. Additionally, the open space requirement for all phases is 2.52 acres, based on the overall acreage of 12.62, and 2.97 acres will be provided on this tract, with 2.04 being designated as usable open space. Watershed protection allocation is requested for the development, and Mr. Koontz submitted that the impervious surface would be under the 70% maximum allowed for the site if exemption allocation is granted.

Mr. Rynal Stephenson with Ramey Kemp Associates was tendered as a traffic engineering expert, which was accepted by Council. Mr. Stephenson discussed the traffic impact analysis (TIA) that was prepared for the development, and an addendum that was prepared in response to staff comments. The TIA studied scenarios that considered the nearby Caropines development and the function of the roundabout. The TIA addendum was entered into the record as Exhibit D.

After presenting details of the development, Mr. Koontz answered questions from members of the Town Council.

No additional testimony was provided by Town staff, the applicant or members of the public.

Town Council Action:

Having heard all evidence submitted by those wishing to speak, the Town Council then closed the public hearing. After closing the public hearing, the Town Council made the following findings of fact on the application:

The Board voted on the following Findings of Fact and Conclusions of Law as required by UDO Section 2.18.5(H) and as presented in Attachment A, the staff report for PD-02-22:

Finding 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 Preliminary Development Plan approval has met the specified submittal requirements as required in the Town of Southern Pines UDO Appendices and the evidence submitted or provided through substantiated documentation.

Finding of Fact #2:

The Town Council finds that the application complies with UDO §2.18.5(H) Criteria for a Preliminary Development Plan, Criteria 1-4, in that:

- 1. The application demonstrates that it will achieve the purposes of the PDD and this section;**

The Town Council finds that the Preliminary Development Plan (PDP) application, PD-02-22, to
PD-02-22 Written Decision June 2022 Work Session 4 of 6

develop 64,825 square feet of professional commercial for the relocation of Ace Hardware is generally consistent with the purposes of the PD-Planned Development zoning district because Ace Planned Development District-PDD is an established planned development that is compliant with the purposes outlined in UDO §3.5.14. In addition, it is implementing Phase 1 as it was approved in the Conceptual Development Plan (CDP), which calls for commercial and office uses.

2. The Preliminary Development Plan is consistent with the Conceptual Development Plan and conforms to all applicable provisions of this UDO;

The Town Council finds that the PDP is consistent with the Conceptual Development Plan (CDP), PD-02-22, because the PDP is implementing the commercial land use as well as the standards evaluated and approved with the CDP which include building out Capital Drive and building the greenway trail to connect with Reservoir Park and bring pedestrians near the horticultural garden at Sandhills Community College, even though no direct connection is to be made. No deviations from the CDP or the UDO were requested and none are therefore approved.

3. The proposed Development is located in an area of the Town that is appropriate; and

The Town Council finds that the PDP is in an area of the Town that is appropriate because the proposed Ace Hardware Phase 1 (which includes commercial retail) is located in a zoning district, Planned Development, which is served by water and sewer and is accessed by existing public and private transportation infrastructure, and the surrounding zoning districts are Planned Development. On the west side of this PDP the zone is FRR, which is Facilities, Resource and Recreation District, where the Sandhills Community College horticultural garden is located. The applicant received a letter of support from Sandhills Community College for their project and the applicants have stated that a greenway trail extension from Olivetree Lane to Airport Road will be completed with Phase 1.

4. The proposed Development will not cause the need for inefficient extensions and expansions of public facilities, utilities and services.

The Town Council finds that the proposed development will likely not cause the need for inefficient extensions and expansions of public facilities, utilities and services because there are adequate water and sewer facilities in the vicinity of the proposed development and an internal road network that can be extended at the developer's expense. Furthermore, there are NCDOT roadway improvements recommended in the TIS (Traffic Impact Analysis) which will be completed by the developer with Phase 1. Public services are available and are already being provided to other commercial and residential development in the vicinity of the proposed development.

By a vote of 5-0, the Town Council then voted to adopt Attachment A Findings of Fact.

Decision of the Board:

The Town Council approves the request under Preliminary Development Plan application PD-02-22 for the new development of an Ace Hardware retail building store located on the south side of Airport Road between Capital Drive and Lindbergh Place as described and set forth in Exhibits A, B, C, and D at the public hearing and furthermore grants 12.62 acres of watershed exemption allocation from the Little River Intake No. 2 5/70 watershed.

This is the 27th day of June, 2022.

FOR THE TOWN COUNCIL:

Carol Haney, Mayor

cc: tony@rhetson.com

bkoontz@koontzjones.com

rsaunders@southernpinesace.com

Work Session Agenda Item

To: Reagan Parsons, Town Manager

From: Jennifer Hunt, Planner I

Subject: Written Decision of the Board for SU-03-22: Special Use Permit for new residential multi-development of 149 units known as Murray Hill Pines.

Date: June 27, 2022

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.”

Staff has prepared a draft of the written decision of the board document for the application SU-03-22 that was heard by the Town Council at the regular meeting on June 14, 2022 and that the Town Council may now wish to adopt. If the Town Council approves the written decision of the board document, the Mayor will sign the document. The original signed version will be delivered to the petitioner, with staff maintaining a copy of the signed document in the file.

II. SUMMARY OF APPLICATION REQUEST:

On behalf of Craig Davis Properties, Inc., Mr. Bob Koontz, of Koontz Jones Design, Koontz Jones Design has submitted an application for a Special Use Permit for the new construction of a multi-family development. The applicant is proposing to develop 149 “townhome aesthetic” apartment residential units. The subject property is located along Long Street between Short Street and Richards Street and is comprised of two (2) parcels for a total of 17.04 acres of where a previous mobile home park was located. The GIS mapping shows sewer and water availability. The subject property is identified as PIN: 857100555776 (PARID: 00050398), PIN: 857100653945 (PARID: 00049517) and per the Moore County tax records, the property owners are listed as CLS Holdings, LLC.

III. TOWN COUNCIL PUBLIC HEARING AND ACTION:

A public hearing for this request was held at the June 14, 2022 regular business meeting of the Town Council. All public notice requirements were met for that hearing date. The Town Council had five (5) members present. The Town Council opened the quasi-judicial public hearing and received evidence from those in attendance regarding preliminary development plan application SU-03-22. Mr. BJ

Grieve, Planning Director, entered the staff report into the record as Exhibit A and his PowerPoint as Exhibit B and provided an overview of the project and applicable criteria for review.

After hearing from staff, attorney for the applicant, Mr. Nick Robinson presented four expert witnesses: Mr. Bob Koontz an expert in land planning and site plan design, Mr. Travis Fluitt an expert in traffic engineering, Mr. Kyle Winters an expert property valuation and Mr. Aaron Katz an expert in civil engineering.

Mr. Koontz provided information regarding his expertise in accessing the proposed development and revising the proposal to meet the requirements as stated in the Town of Southern Pines UDO. Mr. Koontz presented the project using PowerPoint which is entered into the record as Exhibit C. In addition, Mr. Koontz entered a handout into the record as Exhibit D, as part of his PowerPoint presentation. Mr. Fluitt presented the updated Traffic Impact Analysis (TIA) addendum (Exhibit E) and stated that the current design from a traffic standpoint is adequate in his professional opinion. Mr. Kyle Winters entered into the record his value impact study as Exhibit F.

The Town Council asked a variety of additional questions of the applicants and members of town staff, then closed the public hearing and voted on Special Use Permit, SU-03-22.

The town council voted 5-0 to adopt Attachment A as revised by Council for SU-03-22. Attachment A included findings of fact that the application is complete, the facts submitted were relevant to the case, and that the application complies with Section 2.21.6 criteria for a Special Use Permit, criteria A-F. The Town Council then voted 5-0 to approve the Special Use Permit under application SU-03-22 with a list of specific conditions as set forth in the attached Written Decision.

IV. ATTACHMENTS:

1. Written Decision for SU-03-22 (DRAFT)

V. 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-03-22 as prepared by the Town staff;
3. An action listed above with the following conditions...
4. Action not listed above...

TOWN OF SOUTHERN PINES

REGULAR BUSINESS MEETING OF THE TOWN COUNCIL

JUNE 14, 2022

6:00 pm

DECISION OF THE BOARD

Petitioner: Craig Davis Properties, Inc.

Case Number: SU-03-22

The meeting was called to order with all members present. The Mayor administered the oath to all witnesses choosing to speak. Mr. BJ Grieve, Planning Director for the Town of Southern Pines, presented the staff report. Mr. Nick Robinson presented on behalf of the petitioner.

Matter at Issue:

SU-03-22: Special Use Permit – to develop 149 residential multi-family development units.

Koontz Jones Design has submitted an application on behalf of Craig Davis Properties, Inc., for a Special Use Permit pursuant to Section 2.21.6 of the Town of Southern Pines Unified Development Ordinance (UDO) for the purpose of developing 149 residential units in a multi-development project. The proposed development is to be known as Murray Hill Pines. The proposed residential multi-family development of 149 units is located on 17.04 acres located in the northwest by a planned development known as Morganton Park South, in the northeast by residential housing where Richards Street is located, and along the southern boundary where Long Street is located. The subject property is not located in a high-quality watershed. GIS mapping indicates sewer and water availability. The subject property is identified as PIN: 857100555776 (PARID: 00050398), PIN: 857100653945 (PARID: 00049517) and per the Moore County tax records, the property owners are listed as CLS Holdings, LLC.

Mr. BJ Grieve, Planning Director, presented the Town of Southern Pines staff report (Exhibit A) and provided an overview of the proposed project via a PowerPoint presentation (Exhibit B). Topics covered by the presentation included the project's location, the site acreage and proposed building size, and general characteristics including access, for which a traffic impact analysis has been prepared and reviewed by staff. The presentation also spoke to neighboring land uses, buffering, and available public utilities, and that the proposed parking will be adequate to serve the proposed use. Mr. Grieve recommended, for the Town Council's consideration, three specific conditions of approval pertaining to creating a phasing plan, documenting design improvements to sidewalks and landscaping offered by the developer and reasonable infrastructure improvements to Long Street and Short Street.

Mr. Nick Robinson, as the applicant's attorney, addressed the Council on behalf of the applicant and stated that the project meets all of the criteria of the SUP and the applicant is requesting one deviation, a reduction of parking. Mr. Robinson then tendered Mr. Bob Koontz as their expert on land planning and site design, with the Council having no objection. Mr. Koontz described the current plan exactly as following what was presented for the SUP and made a presentation to the Council, which was entered into the record as Exhibit C. Mr. Koontz's presentation provided an overview of specific issues related to the project, including water and sewer connection and the parking reduction request. Mr. Koontz provided an overview of the specific

issues related to the project including water and sewer connection. Mr. Koontz provided building images via PowerPoint that were already entered into the record as Exhibit C and a handout that was entered into the record as Exhibit D. Exhibit C and Exhibit D regard the design characteristics of the development.

Mr. Koontz provided additional information that the project will connect the roadways of Long Street to Short Street which will connect Haley Street to Richards Street, improvements which will be made by the applicant. The interior of the project will have curb and gutters. Long Street and Short Street will have a sidewalk connecting to Murray Hill Road on the south and to the Target shopping center on the north and all throughout the project. Fencing around the property will be replaced and extended to Haley Street, as requested at the neighborhood meeting.

The sewer will be improved to capture the capacity from the project by being connected to the development of the Target shopping center with a written easement, an agreement made with Midland Atlantic, the developer. Mr. Koontz asked for a parking reduction from 312 parking spaces required to 263 parking spaces in order to add open space and landscaped areas. Open space required is 1.7 acres while open space provided is 18.2% of the project with 15.3% of useable open space. This project includes the landscaping as presented at the Town Council agenda meeting and the diagrams presented by Mr. Koontz, which is above and beyond the UDO Multi-family Development standards of Section 4.10.8, known as Exhibit D. Mr. Koontz testified that the development meets the UDO standards for Criteria B and Criteria C. The improvements to Long street will be paid for by the developer. After presenting details of the development, Mr. Koontz answered questions from members of the Town Council.

Mr. Robinson then called up the following expert witnesses to testify for the approval of special use permit application SU-03-22. Mr. Robinson called up Bob Koontz an expert in land planning and site plan design, Travis Fluitt an expert in traffic engineering (who entered Exhibit E: TIA into the record), Kyle Winters an expert property valuation (who entered Exhibit F: Value Impact Study into the record), and Aaron Katz an expert in public engineering. clarification from BJ Grieve and Arthur Mason, a member of the public who spoke against the additional increase of traffic.

No additional testimony was provided by Town staff, the applicant or members of the public.

Town Council Action:

Having heard all evidence submitted by those wishing to speak, the Town Council then closed the public hearing. After closing the public hearing, the Town Council made the following findings of fact on the application:

The Board voted on the following Findings of Fact and Conclusions of Law as required by UDO Section 2.18.5(H) and as presented in Attachment A to the staff report for SU-03-22 and furthermore as modified by the Town Council:

Finding 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 or provided through substantiated documentation.

Finding of Fact #2:

The Town Council finds that the application may comply with mitigation of reasonably anticipated impacts

related to UDO §2.21.6 Criteria for a Special Use Permit, Criteria A-F, in that:

A. The proposed special use shall comply with all regulations of the applicable zoning district and any applicable supplemental use regulations;

The Town Council finds that the application SU-03-22 generally complies with the Residential Mixed Use (RM-1) zoning district. Murray Hill Pines is residential and therefore requires compliance with Section 3.5.6(D). The proposed density is compliant with the district standards and the one hundred and forty-nine (149) dwelling units is below the maximum density allowed by the district of two hundred and three (203) dwelling units. This is about eleven point four (11.4) dwelling units per acre. Compliance with applicable development design standards for all commercial sites and specifically for multi-family development sites will be required and verified by town staff during site plan review.

B. The proposed conditional 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;

The Town Council finds that the proposed development is in character with the existing development in the neighborhood and that the addition of one hundred and forty-nine (149) dwelling units designed in the manner proposed does not significantly alter the character of the neighborhood because the proposed development is a residential development that will look like one- and two-family dwellings. The proposed development is infill development that is compatible with the context of the surrounding neighborhood. It provides a diversity of housing options to residents wishing to live in Southern Pines who would like to live in a house without a mortgage payment and who do not wish to live in a traditional multi-story apartment building.

C. Adequate public facilities shall be provided as set forth herein;

The Town Council finds that the developer does not have adequate sewer facilities. The developer said they will provide written documentation showing that the adjacent commercial developer will redirect the sewer through their site and upgrade the existing downstream sewer system to accommodate the additional flow from this project and provide adequate sewer facilities for the project. Furthermore, the Town Engineer has reviewed the proposed development and provided comment regarding the adequacy of Long Street and Short Street to provide access to Murray Hill Road. The Town Engineer recommends that improvements proposed by the developer to Long Street be extended to also include Short Street in order to adequately mitigate the impacts of the proposed development of 149 dwelling units and associated vehicle trips. The Town Council finds that the comments and testimony provided by the Town Engineer are sufficient evidence of the need for reasonable off-site access improvements.

D. 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 Town Council finds that the proposed development may reasonably have detrimental impacts on the orderly development and improvement of adjacent properties because it will have an increase in traffic, the off-site impacts of which are not proposed to be mitigated by the applicant but can be reasonably mitigated through the imposition of conditions. The surrounding residential uses are zoned Residential Mixed Housing (RM-1) and Planned Development (PD). The Planning Board also finds that the proposed development is located where current pedestrian sidewalks exist off Murray Hill Road and additional pedestrian infrastructure will be built with the development of Morganton Park South. Therefore, the Town Council finds that a sidewalk connecting Murray Hill Road along Short Street to Long Street, connecting with the proposed development, is a reasonable mitigation measure that is roughly proportional to the anticipated impacts of the proposed development and is directly related to the orderly development of surrounding property. If Short Street is not improved along with Long Street this proposed project may reasonably be anticipated to diminish the orderly development and improvement of other properties within the neighborhood because the traffic count will go from around 200 vehicle trips per day to over 1,172 vehicle trips per day putting more stress on the road that is not currently built to handle that many trips.

E. The establishment, maintenance or operation for the proposed use shall not be detrimental to or endanger the public health, safety, comfort, or general welfare; and

The Town Council finds that the proposed development may have detrimental impacts on the safety, comfort or general welfare because without improvements to both Long Street and Short Street, the impacts of additional vehicle and pedestrian traffic directly attributable to may harm public safety, comfort and general welfare. Many internal access and circulation as well as livability matter will be resolved during the site plan process because this development will be required to adhere to all site development standards and building standards, including, but not limited to compliance with the building and fire code. The Town Council finds that it is important that this development creates connectivity to the pedestrian sidewalks along Murray Hill Road to the south to provide continuity since they are already connecting pedestrians to the new shopping center (where the Target will be) to the north.

F. 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;

The Town Council finds that with the imposition of reasonable and directly-related conditions to mitigate identified impacts related to off-site vehicle and pedestrian access to the proposed development, as well as reasonable conditions to require that the development site layout remain as presented to the Town Council, the public interest and welfare supporting the project to add a new type of rental housing the town's housing supply outweighs any individual interests that may be adversely affected by the proposed development.

Finding of Fact #3:

The Town Council finds that with the conditions applied to the project and all the applicant's evidence in the record, including the June 14, 2022 Town Council Business Meeting, the application meets criteria A through F as set out in 2.21.7 of the Unified Development Ordinance (UDO).

By a vote of 5-0, the Town Council then voted to approve the Special Use Permit Application SU-03-22 as requested by the applicant but with the conditions that Exhibit A, B, C, D, E and F all be applied as well as the conditions below:

1. That a phasing plan be prepared prior to approval of the project site plan that clearly identifies the timing of when development will take place for different portions of the project before Certificates of Occupancy for structures will be approved. The phasing plan shall include technical issues as to what project infrastructure will be included with each phase such as the Short Street improvements and asphalt lifts. which must be completed by the TRC (Technical Review Committee) prior to site plan approval.
2. That Exhibit D (Handout) as submitted by the applicant at the June 14, 2022 Town Council hearing be incorporated into the project design requirements as presented to the Council and the public. This shall include the landscaping and open space that was presented as integral to the character of the proposed development, portions of which are above and beyond the requirements of the UDO (Unified Development Ordinance).
3. That in accordance with UDO Section 2.21.7 and NCGS Section 160D-705(c), after approval and before commencement of construction, applicant and the Town Engineer agree to work together in good faith to determine (a) reasonable and practical improvements to Short Street to be made by Applicant and (b) the schedule for the same.
4. That the fencing around the full perimeter of the property will be replaced and extended where necessary, as stated at the meeting, to prevent trespassing on private property. The fencing

shall not be chain link fence.

5. That the request for a full sidewalk connection to Murray Hill Road be part of the improvements made as stated by the applicant on the June 14, 2022 Town Council meeting.

Decision of the Board:

The Town Council approves the request under Special Use Permit application SU-03-22 to develop 149 residential “townhome-aesthetic” apartment units on 17.04 acres in the residential mixed housing (RM-1) zoning district. The approval is as set forth in Exhibits A (Staff Report), B (Staff PowerPoint), C (Bob Koontz PowerPoint), D (Handout), E (Traffic Impact Analysis) and F (Value Impact Study) at the public hearing.

This is the 27th day of June, 2022.

FOR THE TOWN COUNCIL:

Carol Haney, Mayor

cc: robinson@bradshawrobinson.com
 Bradshaw Robinson Slawter LLP
 P.O. Box 607
 128 Hillsboro St.
 Pittsboro, NC 27312

 bkoontz@koontzjones.com
 KoontzJones Design
 150 S Page Street
 Southern Pines, NC 28387

CITY OF LARGO

Your Community of Choice, *Naturally!*

Entry #363

Community Visioning or Branding



Entry Form

This is # 3 of 3 entries

Entry Title City of Largo-Your Community of Choice, Naturally!			
Contact Person	Kate Oyer	Title	Communications Manager
Jurisdiction		City of Largo	
Address	PO Box 296	City	Largo
State	FL	Zip	33779
Phone	727-586-7455	Mobile	330-502-1540
Email	koconnel@largo.com	Jurisdiction Population	82,000
My Jurisdiction Has a 3CMA Member ☐ Yes ☐ No			
Project Budget \$	\$10,000	Percent of Entry Produced	100
% In-house		% Outsourced	

Communication and Marketing Tools

Digital Interactive

Submitted Online Only
3CMA.org/digitalinteractive

Marketing and Tools

- ☐ Best Use of a Promotional Item
- ☐ Best Use of Humor
- ☐ Branding/New Logo/Etc.
- ☐ Economic Development
- ☐ Government Service Delivery/Community Issue
- ☐ Marketing Event

Printed Publications

- ☐ Annual Report
- ☐ Calendars
- ☐ Catalogs/Guides
- ☐ External Publications
- ☐ Reports
- ☐ Other

Social Media

Submitted Online Only
3CMA.org/socialmedia

Special Events

- ☐ One-Time Event
- ☐ Recurring Event

Video

Submitted Online Only
3CMA.org/video

Graphic Design and Photography

Graphic Design - Art

- ☐ (i.e., Advertising, Branding, Campaigns, Book/Magazine Covers, Illustrations, Logos)

Graphic Design - Other Marketing Tools

- ☐ (i.e., Decals, Direct Mail, Displays, Exhibits, Guides, Maps, Posters)

Graphic Design - Publications

- ☐ (i.e., Annual Reports, Calendars, Catalogs, Magazines, Newsletters, One-Time Publications or Multiple Pages)

Photography

- ☐ Multi-Image Use
- ☐ Single-Image Use

Communication and Marketing Processes

Communication or Marketing Plans

- Submitted Online Only
3CMA.org/plans
- ☒ Community Visioning or Branding
- ☐ Go Green Communication Program Efforts
- ☐ Most Creative Activity with Least Dollars Spent
- ☐ Most Innovative
- ☐ Resident Participation

Entry Fees

Early Entry Fee - Postmarked no later than April 6, 2018

- Member - \$85
- Non-member - \$140

Regular - postmarked no later than May 14, 2018

- Member - \$95
- Non-member - \$165

Number of entries: 3

X Fee per entry: \$ 165
(as noted above)

TOTAL FEES \$ 495

I certify that I have read the 2018 Savvy Rules of Competition and I am authorized to enter the attached exhibit in 3CMA's 30th Annual Savvy Awards Competition on behalf of my jurisdiction. I understand that 3CMA is not responsible for loss, damage or return of entries.

Signature _____

Title Communications Manager

Note: To be eligible for the member's fee, dues must be current in accordance with 3CMA policy.

Special Incentive: One Savvy entry fee will be waived for a new membership submitted in conjunction with Savvy submissions.

Additional entry forms can be found on 3CMA's website at 3cma.org/savvy

CITY OF LARGO

Your Community of Choice, *Naturally!*

PROBLEM/OPPORTUNITY STATEMENT



In the Summer of 2009, an iconic city landmark was marked to be demolished due to decay and deterioration. It was a pivotal moment in our community's history because the clocktower monument was the inspiration for the city's identity, brand and logo that had been in use for decades.

With the removal of the logo's inspirational landmark on the horizon and the global financial crisis of 2008, it was not feasible to launch a rebranding campaign. Resources were limited and budgets were slashed. Communications and Marketing provided a typeset image to be used in place of a logo until a future date. This mark served as a professional mark but was certainly not inspiring or visionary in nature.

With an outdated website, a non-existent logo and low brand appeal, the City of Largo established a new vision to be "the community of choice in Tampa Bay". The city's many strengths from beautiful parks to a business-friendly environment were not being properly highlighted, leading to a decline in community pride. Under new leadership with an engaged and visionary City Commission, a new people-centric City Manager and a clear Strategic Plan in place, Communications and Marketing was challenged to embark on a full city-wide branding campaign with only in-house resources.

INTENDED GOALS OR OUTCOMES

Through outreach, research and data collection, the Communications and Marketing team set forth on a branding journey that was desperately needed nearly a decade ago. With a community as unique as Largo, the internal branding team chose to utilize the community not conference rooms or consultants to guide the next steps. The most valuable input was collected through years of community conversation results with residents and businesses.

Deliverables of the branding project included:

- Brand Architecture
- Community Narrative
- Staff Uniforms
- Color Palette
- Recommended Fonts
- Place Making Standards
- Logo
- Tagline
- Fleet Standards
- Design Templates
- Communications Plan
- Public Meeting Standards
- New Website
- Presentation Guidelines

CITY OF LARGO

Your Community of Choice, *Naturally!*

In order to ensure the brand was strong enough to stand out from all the outstanding communities in the Tampa Bay Area, the team set very specific criteria that the new brand must meet.

INCLUSIVE.

- Staff engagement and buy-in is imperative
- Represents each member of our organization
- Compliment surrounding community brands
- Relative to business, residents and visitors

AUTHENTIC.

- Representative of the community's values including green space, safe & attractive streets, affordable living and sustainability
- Consider city demographics. 34% of our residents are 60+
- Family friendly

REPRESENTATIVE.

- Promote diverse and superior services including the 640 acres of parks and green space in the most densely populated county in Florida
- Large community events and active lifestyles
- Business-friendly initiatives

FLEXIBLE.

- Practical application on items such as uniforms, stationery and vehicle markings
- Support the many diverse services and programs offered

ALIGNED with the new City Strategic Plan.

- Sustainability
- Public Safety
- Community Pride

INSPIRE Community Pride.

- Highlight warm climate and central location
- Access to beaches and amenities
- Celebrate community successes
- Nationally accredited public safety services
- Only Sterling Tree City in Tampa Bay
- Rated by Forbes magazine as one of the 25 best places to retire

DOCUMENTATION OF ACHIEVEMENT

A common misconception is that branding is creating a new logo, and that is an enormous oversimplification of the process. Although the logo may be the most visible deliverable, it is certainly not the most important or effective aspect or achievement. In order to truly measure the success of the logo and the brand we measured and surveyed City leaders, staff and residents on our brand criteria.

Is the brand inclusive? Staff was engaged throughout the entire brand process, everyone from City Commission and Administration right down to the front line staff. Their input was gathered and responded to by the branding team and the brand was first revealed in the summer of 2017. Staff rated the new logo in terms of effectiveness a 3.2 out of 5 from a total of 74 responses. The public then had an opportunity to provide input after conception and the team made changes to the originally proposed colors based on the nearly 100 surveys that were completed by the public.

"(I) cant wait to see the new logo throughout the city. We need a new icon for Largo since the clock tower is gone"

CITY OF LARGO

Your Community of Choice, *Naturally!*

Was the brand **authentic &**

representative? The staff and resident respondents to the brand survey rated the logo specifically a 3.2 out of 5 when asked if the logo was representative of the Largo community.

"Just need to know where to get the hat and shirt...."

"Love it - please send me a mug with the new logo as soon as possible"

Did the brand and tagline lend itself to

flexibility? The tagline "Your Community of Choice, Naturally" was designed to allow the team to pair the idea of "Naturally" to an adjective that suits the need of the initiative. For example, Largo is "Naturally" connected helps to promote transportation, trails & path ways, social efforts and more.

The logo is functionally versatile. In-house designers created vertical and horizontal stacking options. This allows the user to choose the best option to suit their needs. Guidelines allow for the mark to be used with or without particular elements including the tagline, emblem etc. This framework allows the logo to be flexible and still maintain consistency.

The new website was created to incorporate four unique yet consistent designs for the various services offered through each Division. Largo Public Library.org, PlayLargo.com, and LargoArts.com each provide a flexible template to connect with their audience.

Does the brand **align** with the Strategic

Plan? The logo can be broken down into three specific areas. Each of these areas supports and represents a main focus area of the plan.

Is the new community brand **inspiring?**

The brand and the slogan were created to be the answer to the City's vision. As we seek to be the community of choice in Tampa Bay, we want people to choose Largo, naturally. Should you choose Largo to purchase a home and raise your family? Naturally. Should you choose Largo follow your dreams of opening a new business? Naturally. Should you choose to stay in Largo and access the vast amenities offered in Tampa Bay? Naturally

Often success is realized when Commissioners and staff start to use the brand and tagline in their initiatives, public campaigns and everyday speaking opportunities. Staff now aligns new projects and initiatives to show how they support

BUDGET AND USE OF OUTSIDE RESOURCES

DEVELOPMENT	\$0	100% in-house
ROLLOUT	\$8,000	100% in-house
Billboards		100% in-house
Printing (passports/folders)		100% in-house
Solid Waste Truck Ads		100% in-house
Tshirts		100% in-house
Snap Chat Filter		100% in-house
Social Media Feed Wall		100% in-house
Live Art		100% outside
Giveaways		100% in-house
STAFF ENGAGEMENT	\$2,000	100% in-house
Tshirts		100% in-house
Photo Booth		100% in-house
Aprons		100% in-house
TOTAL	\$10,000	

CITY OF LARGO

Your Community of Choice, *Naturally!*

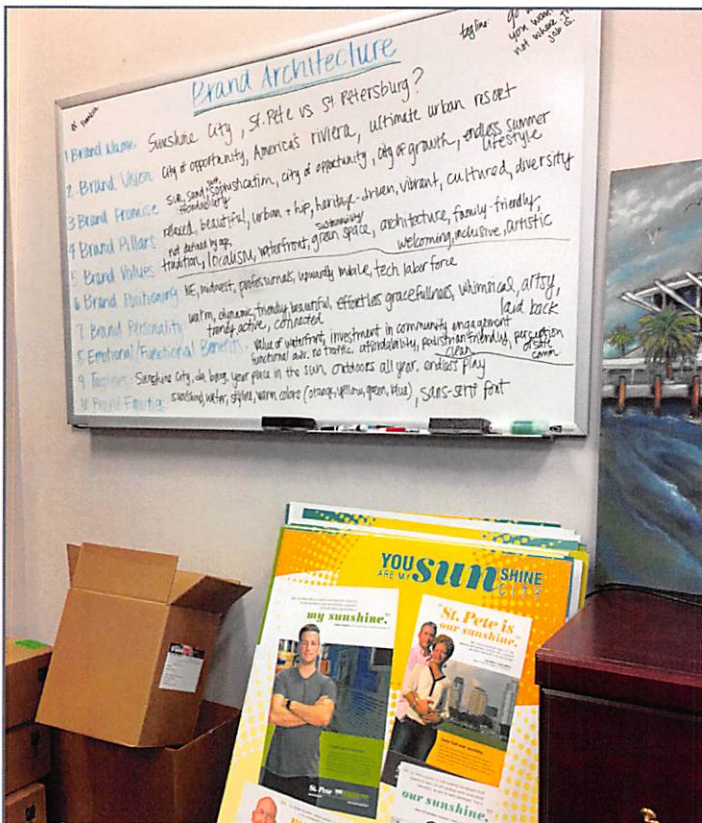
SUPPORTING MATERIALS



Website Resident Focus Group



Community Conversations
"What are your aspirations for Largo?"



The branding team visited the surrounding communities to research their branding efforts and best practice.



Facilitated Public Input Meetings were held using the Harwood Method.

CITY OF LARGO

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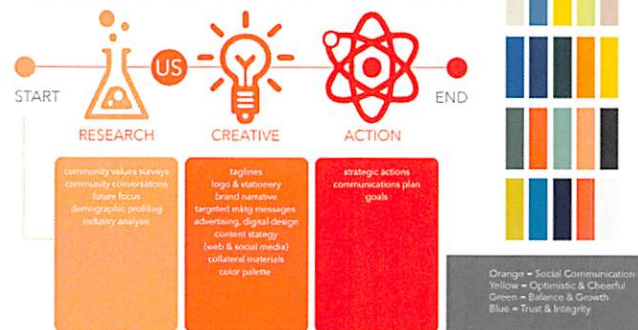
SUPPORTING MATERIALS



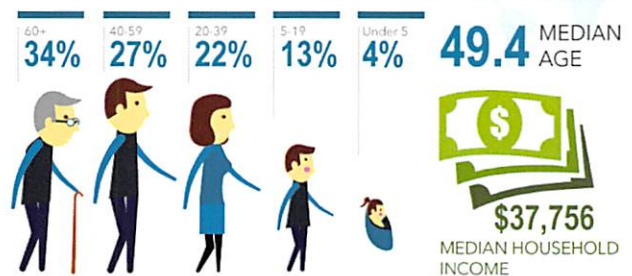
LARGO COMMUNITY IDENTITY PUBLIC INPUT/PROCESS



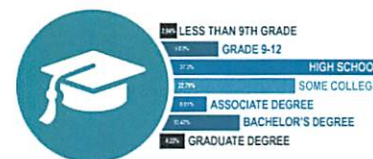
Community branding and marketing is more than a compelling logo, good promotional sales pitch, new website and communication materials. It is a synergistic process of engagement and partnership building. The ultimate outcome is to develop broad ownership of the **brand** identity within your community.



LARGO COMMUNITY IDENTITY 82 thousand DEMOGRAPHIC PROFILE



2.02 HOUSEHOLD SIZE



Years of community input and data was collected and analyzed. Common themes arose from community values, realities and visions. Overlapping areas also focused on affordable housing, safe and attractive streets, access to amenities and park and green spaces.

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The City adopts a new Strategic Plan that sets the direction for both the organization and the community by establishing three broad focus areas: Sustainability, Public Health & Safety and Community Pride.

New City Leadership supports civic engagement and community outreach efforts.



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SUPPORTING MATERIALS



VISION: TO BE THE COMMUNITY OF
Choice
IN TAMPA BAY

Our
MISSION
Provide Superior Services
that Inspire Community Pride

Values
Integrity
Collaboration
Passion
Creativity

NATURE CENTER →

In order to make the goals of the strategic plan a reality, the City's Mission, Vision and Values have been reevaluated. The Mission Statement remains largely unchanged, as it resonates with both the employees and the community. The Vision Statement, however, has changed drastically to depict a future that both the community and staff can identify with. The values have been significantly reduced from 11 to 4, and describe the type of employees the City needs in order to move forward as an organization and a community.

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City Administration participated in visioning sessions with the branding team, helping to define the project scope.



The City of Largo's branding team discusses what makes a good logo.



City logo prior to 2008



City typeset used in place of logo in 2008 when resources did not allow for a branding campaign to be initiated

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The City of Largo is proud to present the new logo and brand. This mark is meant not only to represent the City as an organization and its mission of superior services but to also serve as a symbol for the Largo community as a whole.



Do you see the green leaf at the bottom? This represents sustainability and the foundation and growth of the organization and our community. Our beautiful parks and green spaces are highlighted here.



The blue represents public safety. Residents and businesses of Largo value a safe and attractive City, now and in the future. This places the roles of Police, Fire, Code and Planning personnel in a central position of importance.



The coral represents the organization's focus on Community Pride. This section highlights our desire to engage the diverse population of Largo businesses, residents, schools and visitors, all blending together to make our community unique and friendly.

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SUPPORTING MATERIALS



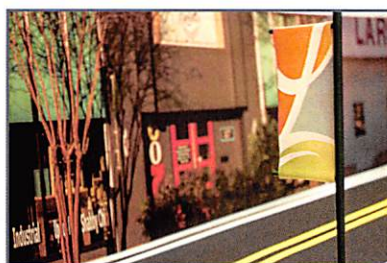
The City of Largo branding team hosted a reveal party for City Commission, Administration and all City Staff to get the first glance of the proposed new logo and possible applications.



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Staff rated the new logo in terms of effectiveness a 3.2 out of 5 from a total of 74 responses.

Please rate the proposed logo on the following:

1 = Not Effective, 5 = Very Effective

Answer	1	2	3	4	5	Number of Responses	Rating Score*
Looks Friendly						72	3.8
Supports "Community of Choice"						72	3.2
Is Inspiring						71	3.0
Is Flexible (horizontal, verticle and stand-alone)						72	3.4
Aligns with the Focus Areas of the Strategic Plan						70	3.2

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.



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City of Largo, Florida USA
June 7, 2017 · 🌐

It's shiny, new and was made in-house! Check out Largo's proposed new logo and share your opinions here!

proposed city brand & logo

City of Largo, Florida / Document Center / Proposed New Logo & Branding - Naturally

LARGO.COM

👤 2,049 people reached [Boost Post](#)

👍 Like 💬 Comment ➦ Share 🌐

👍 👤 Maria Kadau, Castor Novoa and 23 others Most Relevant ▾

11 Shares

Tammy Vallone So glad we did not spend a ton of money...we have better uses for it. But I am not sure I am liking the color choices...I feel like I want more from the colors...it is soothing but not vibrant. That being said kudos...this kind of work is easier said than done. [Like](#) · [Reply](#) · [Message](#) · 49w 1

Ryan Lake Good job largo! [Like](#) · [Reply](#) · [Message](#) · 50w 1

City of Largo, Florida USA Thanks! [Like](#) · [Reply](#) · 49w

David Yunk Very creative! [City of Tampa Government](#) take note! [Like](#) · [Reply](#) · [Message](#) · 49w

A public survey was also conducted and generated nearly 100 responses. Change to the colors in the logo were enhanced due to survey input.

Largo Branding Survey [🔗](#)

SENT Legacy Newsletter OPEN RATE **51%**

Email, Sent Jun 8, 2017

38%

CLICK RATE

Please rate the proposed logo on the following:

1 = Not Effective, 5 = Very Effective

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Looks Friendly						96	3.8
Supports "Community of Choice"						95	3.3
Is Inspiring						96	3.1
Color Feels Warm						95	3.7
Is Recognizable						95	3.4

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

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TAMPA BAY
NEWSPAPERS
BEACON • LEADER • BEE

77°
Cloudy

Search... Search

Pinellas County Beaches Belleair Clearwater Seminole Largo North County Diversions Classifieds

YOUR KEY TO HOMEOWNERSHIP
Housing Finance Authority of Pinellas County
DOWN PAYMENT ASSISTANCE AVAILABLE Call 727-223-6419

City of Largo unveils new logo

Move is part of branding campaign that aims to change city's image

By CHRIS GEORGE, Tampa Bay Newspapers Jun 6, 2017

The city of Largo's new logo, which was unveiled June 6, features an "L" in script surrounded by three new colors that staff says represent priorities for the city.

At the end of a work session in February detailing a new branding campaign, Commissioner Curtis Holmes made one final request of staff about the city's slogan: "Just get rid of the City of Progress."

Done.

The Communications and Marketing department unveiled Largo's new logo and tagline, "Largo, Naturally," June 6 during a City Commission meeting, and the City of Progress was nowhere to be found. The campaign also means that time is running short for what remains of the clock tower on signage throughout the city.

St. Pete 60 Soccer Camp

First 20 to register at stpetecamp.com save \$50! Enter Code STPETE60

The logo features an "L" in script surrounded by three new colors that staff says represent priorities for the city.

"As the strategic plan focuses the organization on three key areas, including community pride, public safety and sustainability," said Kate O'Connell Oyer, Communications and Marketing manager, "the new brand and logo will look to support these focus areas as well. And be the answer to the community's vision of the community of choice in Tampa Bay."

Latest News

- Largo Central Park to host Lightning viewing party
- Palm Harbor and East Lake report progress during budget meeting
- Pinellas County reveals 2018 EMS Professionals of the Year
- Residents invited to comment on Land Development Code update
- Reclaimed water levels low due to high demand
- New walkway opens to visitors at Florida Botanical Gardens
- Application deadline extended for Pinellas Public Library Cooperative
- Dunedin commissioners seek answers about proposed single-family house on Fernway property
- Straz to present Robert Dubac's 'Book of Moron'
- Motorcyclist dies after crash with bus in Tarpon Springs

Most Popular

- Motorcyclist dies after crash with bus in Tarpon Springs
- Indian Rocks Beach clears way for housing project
- Tarpon Springs man brings boyhood memory to life by building Jefferson Memorial replica
- New projects aim to enhance services, capacity of Largo Medical Center
- Dunedin commissioners seek answers about proposed single-family house on Fernway property

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Nearly 1,000 employees from all departments and divisions throughout the city were invited to see Largo's new brand in action at the annual employee picnic. Administration worked the grills, while MLB's Tampa Bay Rays Mascot played a game of corn toss with Mayor Woody Brown. A live DJ hosted the afternoon but it was a good ol' potato gun with logo tshirts for guests that stole the show.

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The picnic also included games and giveaways for staff that could complete the City's new Mission, Vision & Values.

To ensure staff brought the new logo back to their desk, we had a custom green screen photo booth for fun!



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Each member of the organization is a brand ambassador. Communications and Marketing incorporated staff give-aways and engagement to ensure they were excited about Largo's new look.

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The brand team took their show on the road and presented at all eleven department staff meetings. We discussed the brand and the importance of consistency across departments and divisions. Staff was provided tips, tricks and tools for brand implementation.

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SUPPORTING MATERIALS

COMMUNITY INPUT
STRATEGIC PLANNING
CREATIVE DESIGN
REVEAL
REVIEW/FEEDBACK
INTERNAL LAUNCH
PUBLIC LAUNCH
WEBSITE LAUNCH

LARGO IDENTITY QUICKGUIDE

BRAND

Identity brand guidelines act as a set of tools and rules on how to use brand elements. You are imperative in the mission to protect, maintain and enhance the City image and reputation. For a complete guide visit Largo.com/Branding

LOGO

MAIN COLORS

HEX: #4682B4 RGB: 72, 130, 192 PMS: 485 C	HEX: #4682B4 RGB: 72, 130, 192 PMS: 549 C	HEX: #4682B4 RGB: 72, 130, 192 PMS: 629 C	HEX: #90EE90 RGB: 144, 238, 144 PMS: 345 C	HEX: #FFD700 RGB: 255, 215, 0 PMS: 1165 C	HEX: #FF6347 RGB: 255, 99, 71 PMS: 166 C	HEX: #C0C0C0 RGB: 192, 192, 192 PMS: 65 C

ACCENTS

STATIONERY

Email order form to: artlargo@minutemanpress.com

DIGITAL RESOURCES

- Letterhead
- Memos
- Standard Formatting
- Certificates
- Logo Downloads

home.largo.gov/largo-forms-information-department-forms-go

LARGO IDENTITY QUICKGUIDE

APPAREL

Staff can purchase logo apparel starting at **\$19.95**

Contact Embroidery Express at (727) 530-1161 or embroideryexpress1@vencor.net
Selections available in "Forms From Go"

PUBLIC MEETINGS

Review standards @ **Forms From GO**
Presentations Kits available!

DOWNLOAD LOGOS PRESENTATION TEMPLATES CERTIFICATES ...and more

Request outreach material by emailing connect@largo.com

IMAGERY

Sunrise and Sunset photos provide a warm glow

Use people and friendly faces to avoid clip art

LARGO.COM/BRANDING

A one sheet Identity Quick Guide was imperative to ensure rollout success.

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The logo started to rollout to the public in the beginning of the year. A billboard was purchased adjacent to our signature park and we used a solid waste vehicle as a moving billboard throughout the community.

Signage was starting to change throughout city facilities and a new coffee bar was added to create a more friendly, welcome environment for guests.

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The official public launch of the new brand was held in part with the City's annual Playing Unplugged event in Largo Central Park. An estimated 30,000 people were challenged to complete a family scavenger hunt for Largo's new logo throughout the event. If you completed the Passport to fun you were rewarded with a Largo tshirt.



City of Largo, Florida USA

March 6 · 🌐

Want to see how the new brand will be used around the city? Stop by Largo Central Park this Saturday and have a look.

Of course, we will also have big trucks, boats, crafts, mud, sand, and more!

#LoveLargoFL #TransformationTuesday #Naturally



👤 934 people reached

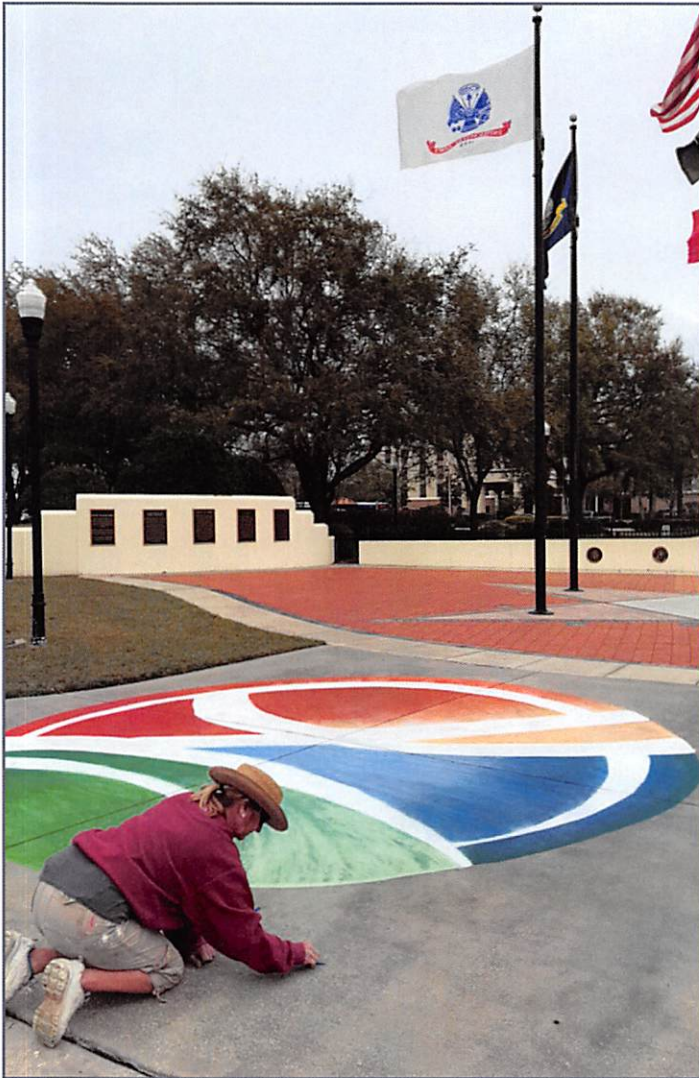
Boost Post



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Local artists were commissioned to create the logo at the event and the stops were made interactive encouraging guest to take a selfie with the logo and post using #Love-LargoFL.

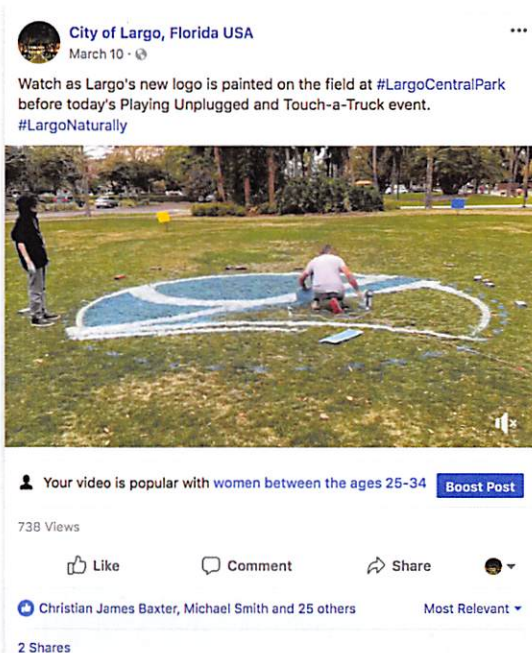


Some of the successful Largo family participants with their new logo shirts.

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The ever popular potato gun was used to send off shirts to visitors at Largo Playing Unplugged event.



Visitors to the marketing table were asked to enter their email addresses to win a new bike. Dad wanted to keep it a surprise!

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City of Largo, Florida USA

April 20 · 🌐

See you on Saturday books, brews and art buffs! Stop by the city's table to see a live painting inspired by the new brand.

Here's a video of last year's Art Hops at the Largo Public Library to give you an idea of what it's like. Event info at largopubliclibrary.org.

#LoveLargoFI #NaturallyfortheArts



Art Hops 2017 - Largo Public Library

10th Annual Greater Largo Library Foundation fund raising event. 2017 Art Hops benefits the Largo Public Library's...

YOUTUBE.COM

👤 690 people reached

📌 Boost Unavailable



04.21.18

**Largo Public Library
6:00pm - 10:00pm**

LIVE ENTERTAINMENT • SILENT AUCTION • ARTISTS & ARTISANS
CRAFT BREW GARDEN • SAVORY & SWEET EATS • CASH BAR



To reach an alternative audience, the branding team hosted a live painting demonstration inspired by the brand at the annual Art Hops event held at the Largo Public Library. Here we had an awesome opportunity to share the brand's feel and personality with hundreds of guests.

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The branding team used various means of multimedia to communicate the new brand. At this year's Largo Teen Summit we created a Snap Chat filter for teens to share.



A community video was created and we interviewed residents and business to see why Largo was their community of choice. Watch the video at the link below.
https://youtu.be/h8Da_o0qjz8

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Our community outreach team hit the streets of Largo and visited surrounding communities to showcase our new brand and invite residents and visitors to enjoy Largo's superior services. They hosted neighborhood cleanups, fire open houses and attended community hosted events.



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All New
LARGO.COM



ALMOST TO LAUNCH...

Last, but certainly not least, a coinciding project of updating our website for the first time in over a decade was timed perfectly to be a very visible representation of Largo's new brand. The website featured warm and friendly imagery of faces in our community while allowing information to be clear and easy to find.

Ad Set Name	Delivery	Results	Reach	Impressions	Cost per Result	Budget	Amount Spent
New Largo.com Text Ad	Completed	1,110 Estimated Ad R...	6,540	11,729	\$0.05 Per Estimated A...	\$50.00 Lifetime	\$50.00 of \$50.00
Results from 1 ad set		1,110 Estimated Ad R...	6,540 People	11,729 Total	\$0.05 Per Estimated A...		\$50.00 Total Spent

Ad Name	Delivery	Results	Reach	Impressions	Cost per Result
City Of Largo, Florida - Video views	Not Delivering Ad Set Completed	2,484 10-Second Vi...	2,918	9,997	\$0.04 Per 10-Second...
Results from 1 ad		2,484 10-Second Vi...	2,918 People	9,997 Total	\$0.04 Per 10-Second...

With a 100% in house team, Largo is proud of our new brand creation and implementation into the community. The new brand will ensure our continued success in communicating our vision, **to be the Community of Choice in Tampa Bay, Naturally!**

City of Largo, Florida USA
April 19 - 4

Our new website is LIVE!
We are excited to offer visitors an enhanced experience where they can do business, view interactive maps and search the website from any device.
Your feedback is important. After you check out Largo.com along with PlayLargo.com, LargoArts.com and LargoPublicLibrary.org we encourage you to take our survey at <https://tinyurl.com/yd5vxpj6>. Enjoy your visit! See More



2,521 people reached
Boost Unavailable

Like Comment Share

21

8 Shares

Write a comment...

Sharon Fekete WAHOOOO!!!
Like Reply 5w

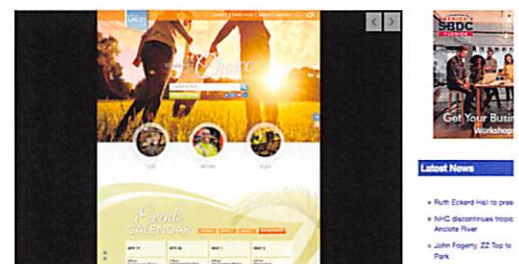
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NEWSPAPERS
BEACON • LEADER • BEE

Pinellas County Beaches Belleair Clearwater Seminole Largo North County Diversions Classics

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Housing Finance Authority of Pinellas County
DOWN PAYMENT ASSISTANCE AVAILABLE Call 727-223-6419

City of Largo eager to show off new website

By CHRIS GEORGE, Tampa Bay Newspapers April 18, 2018



Download of the new Largo.com shows a whole new look that features larger buttons, friendly imagery and an easy-to-use events calendar.

LARGO - It hasn't been a secret that the mayor and city commissioners are not fans of the city's website, which gets more than 500,000 new and returning visitors each year. For several years, they've often lamented that it's outdated and difficult to navigate.

On Thursday, the city's Communications and Marketing staff hope those concerns are a thing of the past when the new Largo.com is launched.

They say the new site is designed to be user-friendly and will allow visitors to do business online, view interactive maps of parks and services and to search easily from any device. It also will feature larger buttons, friendly imagery and an easy-to-use events calendar.



Latest News

- Rich Eckard has to pass
- HNC discontinues tropic
- John Fogarty: ZZ Top to
- Shania Twain to perform
- Pinellas under tropical et
- Pinellas under tropical et
- Captor Theatre welcome
- Subtropical Storm Albert
- Two arrested after carac
- Clearwater Council appo

Most Popular

- 8 Arises
- 8 Arises
- 8 Arises

3CMA
City-County Communications
& Marketing Association

CITY OF LARGO

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SUPPORTING MATERIALS



CITY OF
LARGO

YOUR COMMUNITY OF CHOICE

Naturally

MEMORANDUM

To: Reagan Parsons, Town Manager
From: Jessica Roth, Assistant Town Manager
Re: Logo and Branding Initiative
Date: June 22, 2022

BACKGROUND

The Southern Pines Appearance Commission (AC) is interested in enhancing the various gateways leading into Southern Pines. Some of these only require minor improvements to existing gateways, while others would include the design and installation of landscaping and signage where none exists today; the gateway at Old US-1 and US-1 is an example of the latter. Their desire is to move forward with work that can logistically be completed in time for the 2024 U.S. Open, while understanding some areas will need to wait until NCDOT finishes their major projects on US-1 and 15-501.

In discussing this project, members commented that there is no consistent branding on signage throughout Southern Pines. There are generally two different graphics used (if any at all) – the “script” logo (below left) or the Town seal (below middle). Internally, there is confusion among staff as well, as some departments have also been using a third option (below right), which seems to have been developed with the last website re-design.

In reviewing official usage by the Town, there are even two versions of the “script” logo, one being the simpler version shown below and the other which incorporates similar (but not identical) icons from the seal. The tagline, “The Mid South Resort Internationally Recognized for Program Excellence” is included on the more complex version as a reference to both our tourism industry and a nod to an award the Town received from the International City-County Managers Association (ICMA) approximately 20 years ago.



The AC has therefore asked which imagery should be included on new signage, which led to a deeper conversation about whether the existing graphics truly reflect the vibrancy and quality of life of Southern Pines. General feedback noted that the seal is very hard to decipher with small text and a lot of included elements and that the icons for golf, tennis, and equestrian activities tie more closely to Southern Pines’ past as a resort community. Staff has encountered challenges trying to reproduce this graphic for official use (embroidery or screen printing on apparel, placement on vehicles, and similar) since the detail cannot be effectively replicated at a small scale. Many local governments have abandoned their seal in favor of an updated graphic logo that helps to further brand the community (or reserve the seal for certain official business, rather than branding and marketing). With reference to the “script” logo, some shared that it can also be hard to read, especially at a distance. The script also doesn’t provide any indication of what type of community Southern Pines.

Based on this feedback from the AC as well as some internal conversations with the management team, it would be fair to say that Southern Pines doesn’t have a consistent brand or image. Further, the imagery that we do have doesn’t help to convey the special place that Southern Pines is to our community members. While Southern Pines has a strong history as a resort community (and that remains an important part of our culture today), we are much more than that to so many today. This is not a unique situation, as communities are always

evolving. It is quite common to undertake a rebranding initiative to better reflect who the community is, what amenities it has, what makes it attractive, and similar.

STAFF RECOMMENDATION

Staff is bringing this feedback to Council to see if there is interest in advancing a branding initiative with the intent that one of the outcomes will be a new logo for Southern Pines. It is also anticipated that this effort will likely generate a new “tagline” for Southern Pines, which is a short, memorable description intended to succinctly and clearly communicate our brand and identity.

Below are some examples of new logos that originated from rebranding projects in other communities. Many of these logos and branding efforts have received awards from 3CMA (City-County Communications & Marketing Association) for both the process and final product.



Staff feels this is a logical time to embark on a branding initiative, especially given the projects the AC would like to undertake. As a community, we are getting ready to launch our Comprehensive Long-Range Plan (CLRP) engagement and visioning processes. The outreach steps will provide the opportunity to have community-wide conversations in order to highlight what is special and unique about Southern Pines and to define, together, a vision of what Southern Pines looks and feels like in the future. This work will provide a solid foundation for a

designer to graphically convey these aspects and, depending on timing, may offer an opportunity to design the resulting CLRP document in a way that further reinforces the Southern Pines brand.

It's important that the Southern Pines "brand" represents and is embraced by the community. While the Town will use it in official ways, it's a brand and logo for Southern Pines, not the Town government. The resulting imagery and tagline (if used) need to capture the community's feelings about Southern Pines, both now and where we're headed in the future. With the goal of engaging a large and diverse number of participants in the CLRP (much more so than we could expect in a singular branding initiative), staff feels that carrying out the branding process in conjunction with the CLRP helps to advance this important goal.

Staff does recognize that the decision to undertake a branding initiative, especially with the goal of developing a new logo, will be unpopular with some. Community members who have been in Southern Pines a long time may feel an emotional connection with the current logos. Some may have provided direct input on the logos. While some may feel indifferent to the current logos, they may not like the new logo. This reflects another reason why staff suggests this timeline and collaborative process, so that the broad and diverse viewpoints gained through the CLRP process will inform and influence the branding and logo development. Those who participate in the community visioning and/or are familiar with it, should hopefully see a visual connection to the new brand and logo.

NEXT STEPS

At this point, staff has not developed any specific process, timeline, or similar. If Council is interested in undertaking a branding initiative, more details will be established. Staff's goal at this point is to determine if there is Council consensus to move forward.

As an example of what the next steps and overall process might look like, an overview of the community branding initiative that the City of Largo, Florida undertook is attached. It highlights not only their new logo and tagline, but also the ways in which the branding was rolled out across Largo which generated a heightened sense of community pride and identity.