



Nov. 18, 2014

MINUTES

The Holly Springs Town Council met in regular session on Tuesday, Nov. 18, 2014 in the Council Chambers of Holly Springs Town Hall, 128 S. Main Street. Mayor Sears presided, calling the meeting to order at 7 p.m. A quorum was established as the mayor and all five council members were present as the meeting opened. A quorum of the Holly Springs Planning Board also was present.

Council Members Present: Mayor Sears, Councilmen James Cobb, Tim Sack and Hank Dickson and Councilwomen Linda Hunt-Williams and Cheri Lee.

Council Members Absent: None.

Planning Board Members Present: Robert Bartsch, Ernie Carpico, Thomas Hughes, Matt Johnson, Debbie Kight, Glenn Myrto, Bill Rousseau and Arthur "Pete" Utley Jr.

Staff Members Present: Charles Simmons, town manager; John Schifano, town attorney; Joni Powell, town clerk, (recording the minutes); Linda Harper, deputy town clerk; Daniel Weeks, senior projects manager; Jeff Wilson, information technology director; Len Bradley, parks and recreation director; Adam Huffman, assistant parks and recreation director; Gina Clapp, planning and zoning director; Laura Holloman, planner I; Leroy Smith, fire chief; Kendra Parrish, director of engineering; Elizabeth Goodson, development review engineer; Aaron Levitt, senior engineer; Tamara Ward, communications specialist and Mark Andrews, public information officer.

2 and 3. The Pledge of Allegiance was recited, and the meeting opened with an invocation by Rev. Doug Parlin of South Wake Baptist Church.

4. Agenda Adjustment: The Nov. 18, 2014 meeting agenda was adopted with changes, if any, as listed below.

Motion by: Sack

Second by: Cobb

Vote: Unanimous

Items added to Consent Agenda: None.

Items added to Agenda: None.

Items removed from Consent Agenda: None.

Other changes: None.

5. Public Comment: At this time, an opportunity was provided for members of the audience who had registered to speak to address the Council on any variety of topics not listed on the night's agenda. The following comments were recorded: None.

6a. Small Business Saturday – Ms. Plumer, director of the Holly Springs Chamber of Commerce, said that the Chamber has joined the national movement of Small Business Saturday Nov. 29. She asked the Town Council to adopt a resolution to celebrate and acknowledge Small Business Saturday, to honor local businesses and to encourage residents to shop in Holly Springs on that day.

She said that everyone has heard of Black Friday, the day following Thanksgiving when retailers nationwide experience the biggest shopping day of the year. Another shopping day is gaining national momentum. Small Business Saturday is the day after Black Friday and is a day that small business owners and local shops across the country are urging residents to especially support their local economies by shopping in their own communities.

She said that with a growing business landscape of retailers, services, professionals and restaurants, Holly Springs has a lot to offer residents who choose to forego Internet shopping and shopping trips to other cities to spend their shopping dollars at home for at least one day.

Action: The Council approved a motion to adopt Resolution 14-31 encouraging residents to shop local whenever possible, and especially on national Shop Small Saturday, Nov. 29.

Motion by: Williams

Second by: Sack

Vote: Unanimous.

A copy of Resolution 14-31 is attached to these minutes.

6b. Communications Report - Ms. Powell addressed the Council Members with a comprehensive report of the Department of Public Affairs and Communications (DPAC) strategies and programs.

Ms. Powell recalled that in November 1994 when she came to work for the Town of Holly Springs there were few ways of getting information out to the then 1,500 residents. She said she mailed out a quarterly newsletter, relied heavily on the local newspaper and printed signs to tape to the front door.

She explained that the technology was not there to do much else. There was no internet yet, nor email, nor social media.

Today, Ms. Powell said, her department has no fewer than a dozen ways to get news out to people... and, she added, DPAC still mails out a monthly newsletter, relies on the newspaper and posts the occasional sign on the front door of the building. As new outlets are created, she said, the DPAC team begins to use them... and when someone in the organization asks, "Can you post this on Facebook for us?" The answer is "Yes *and...* we can post it to Next Door, Instagram, Twitter, Notify Me, the Web Calendar, the print calendar, we can do a video to put on You Tube and embed in our Website, we can call the press, we can put it in the newsletter, etc."

Ms. Powell then reported to the Council her record of who and how many people are listening, watching, liking, clicking, following and reading about the Town of Holly Springs.

Four years ago, the Town was provided a government access cable television channel, which debuted as HSTV-11 on Time Warner Cable Channel 11. Due to cable company changes, the Town lost a large portion of its audience when a digital signal was applied to Channel 11.

In response, DPAC updated the department Web site page information about HSTV-11, explaining how Time Warner customers can get the adapter and install it to see Channel 11 again. She also launched a YouTube Channel and the DPAC is starting a campaign to recruit channel subscribers.

Ms. Powell said it is worth it to the Town to maintain HSTV-11 since the Town collects \$74,140 annually through the state franchise agreement and our report filings for our Public-Education-Government channel.

Ms. Powell then provided an update on the Town's YouTube channel. She said the channel opened Oct. 1 with content loaded into 12 categories, or playlists. She said that, without advertising the channel, and with only 50 subscribers so far, the channel has had more than 1,780 views in a month and a half. The most popular video so far was the HawksTV first semester show with 554 views. The second most popular video was the Avent Ferry Road intersection improvement project video titled "Taking a Turn for the Better" with 318 views in the four days that it has been posted. She said Andrews is the lead video producer for the department and is largely responsible for the most-viewed content.

On Facebook, Ms. Powell said, has 2,557 page likes. She explained that Ms. Ward knows how to work the Facebook algorithm... post a lot, post images not just words and pay for boosted posts when necessary. She said DPAC boosted an item an average of about once every other month during the year. The cost is only about \$30. Otherwise, an average post will reach between 800 and 1,000 people.

She said DPAC generally can reach about 5,000 unique people per week (through people sharing posts, liking posts, etc.) One week this month, we got unprecedented views: an un-boosted Bass Lake bridge opening post reached 9,548 unique people with 68 shares and 245 likes. A post about Avent Ferry Road intersection reached 3,746 unique people after we boosted it for a few dollars just until the post would begin to get some traction, she said.

To close the topic on social media, Ms. Powell reported the Town has 2,150 followers on Twitter and 81 on Instagram. The Town can reach 1,781 members of Next Door.

Ms. Powell said the Town's most powerful communications tool is the Notify Me subscription list within our Website.

She said the general news subscription list is up to 1,285 subscribers from 821 in January. This is due to our ongoing campaign to encourage new subscribers with a blurb in the monthly newsletter and the cross-promotion of the service every chance we get.

The difference Ms. Powell sees between Facebook and Notify Me is that when we post something to Notify Me, it is sent via text or email to 1,285 households, but you don't know how many are going to see a Facebook post.

In summary and closing, Ms. Powell said subscription numbers are growing and the number of ways in which the Town gets news out to citizens continues to grow.

Action: None.

7a. Joint Public Hearing: 03-PUD-01-A09 to Twelve Oaks Planned Unit Development Amendment

- Ms. Holloman said the purpose of the proposed amendment to the Twelve Oaks Planned Unit Development is to incorporate an existing ± 133.47-acre parcel located adjacent to the existing northern boundary of the Twelve Oaks subdivision. The subject parcel is separated by Woodscreek Road and is at the intersection of Old Holly Springs Apex and Woodscreek Roads. There are no associated development changes with this amendment. The newly-acquired land would be subject to the same PUD development criteria and standards as the existing land within Twelve Oaks.

She said this amendment also would revise the master signage plan for the entire PUD for temporary marketing signage as well as permanent signage for internal and entrance project identification signs.

A PUD is used to create a unified development and set forth a unique set of zoning regulations for the development; therefore, a detailed site plan is not provided, only the dimensional and "zoning" standards for each area.

Ms. Holloman said, due to the complexities of a PUD, the official action process is different than typical projects. This meeting is a joint public hearing with the planning board so that it also may hear any concerns or issues raised prior to making a recommendation on the project. After the council and planning board receive public input, the action requested is to forward the PUD master plan amendment to the planning board. Members will review the request at their next meeting and make their recommendation, and then the plan will be brought back to the Town Council for official action.

Mr. Hughes of the planning board asked for clarification of the location of a pipeline on the property.

With that explanation completed, Mayor Sears opened the public hearing. The following input was recorded:

Tom Spaulding, 972 Trinity Road – Mr. Spaulding of Spaulding and Norris, representing the applicant, addressed the Council to say that the property would be an extension of the quality of development in the original Twelve Oaks PUD. He noted some of the amenities and enhancements that would be featured.

There being no further comments, the public hearing was closed.

Action: The Council approved a motion to forward Planned Unit Development Amendment #03-PUD-01-A07 for Twelve Oaks to the Holly Springs Planning Board for review and recommendation at its Nov. 25 meeting.

Motion by: Sack

Second by: Cobb

Vote: Unanimous.

7b. Public Hearing: Rezoning Petition 14-REZ-12 – Ms. Holloman said the Town has received a request for a zone map change for property located directly adjacent to Logan's Manor subdivision. Currently, it is part of the parent parcel of the Sugg Farm.

She said the previous owner of Sugg Farm placed the majority of the parcel in a conservation easement, meaning developing it in any way beyond a passive park is not allowed; however, there was a portion of the parcel left out of the easement, which is the portion encompassing this rezoning request.

Ms. Holloman said the Town was approached by the owner of Logan's Manor subdivision with the intent to purchase this portion and integrate it into the overall Logan's Manor subdivision. The applicant is requesting to rezone the property from R-20: Residential to R-10: Residential, which is comparable to Logan's Manor's zoning district.

With that explanation completed, Mayor Sears opened the public hearing. The following input was recorded: None.

There being no comments, the public hearing was closed.

Action #1: The Council approved a motion to accept the following statements as being true:

“The requested zone map change from R-20 to R-10 is consistent with the Vision Holly Springs Comprehensive Plan since the Future Land Use Plan Map indicates this property as Residential and it is not located within a Community Growth Area. The R-10 Residential District is in keeping with the intent of the Comprehensive Plan because its allowable density is consistent with neighboring town subdivisions and allowable densities not found within a high density growth area.”

Motion by: Cobb

Second by: Dickson

Vote: Unanimous.

Action #2: The Council approved a motion to adopt ordinance 14-REZ-12 to approve and enact Zone Map Change Petition #14-REZ-12 to change the zoning of a portion of Wake County PIN #0658574596, containing approximately 5.867 acres from R-20: Residential to R-10: Residential as submitted by Longleaf Development Services.

Motion by: Dickson

Second by: Cobb

Vote: Unanimous.

A copy of Zoning Ordinance 14-REZ-12 is attached to these minutes.

7c. Public Hearing: Special Exception Use Petition 14-SEU-11 - Ms. Holloman said the Town has received a request for a taproom, associated with Carolina Brewing Company, to be located within their existing warehouse space in the Holly Springs Business Park. The proposed taproom would be approximately 700 square feet, and the overall square footage of the existing production facility is 7,200 square feet.

She said “taproom” is defined as an accessory use to a manufacturing facility; one would not be permitted without a brewery on-site. Also, as with any accessory use defined in the Unified Development Ordinance, its size is limited to no more than 25 percent of the floor area of the primary use or building. Since taprooms are special exception uses in the Research and Technology District, it must go through this process to be permitted.

She said the applicants requesting a Special Exception Use must be able to demonstrate that all required findings of fact are being met. The Town Council, through the public hearing’s sworn testimony and qualified evidence, must be able to make findings that these facts will be met and/or adhered to as part of the motion. If the Town Council determines that a fact cannot be met or adhered to, then the Special Exception should be denied.

With that explanation completed, Mayor Sears opened the public hearing. The following testimony and evidence was offered by those who had been administered the oath by the deputy town clerk:

Mark Heath, 140 Thomas Mill Road – Mr. Heath, the applicant, said he was available to answer any questions.

There being no further testimony, the public hearing was closed.

Action #1: The Council approved a motion to make and accept the findings of fact to be recorded in the minutes for Special Exception Use Petition #14-SEU-11 to allow a taproom in the RT: Research and Technology District for Carolina Brewing Company at 140 Thomas Mill Road as submitted by Carolina Brewing Company dated Oct. 3, 2014.

Special Exception Use Findings of Fact:

A special exception use may only be granted upon the presentation of sufficient evidence to enable a written determination that:

- a. The proposed use will not be injurious to the public health, safety, comfort, community moral standards, convenience or general welfare;
- b. The proposed use will not injure or adversely affect the adjacent area;
- c. The proposed use will be consistent with the character of the district, land uses authorized therein, and the Town of Holly Springs Comprehensive Plan;

- d. The proposed use shall conform to all development standards of the applicable district (unless a waiver of such development standards is requested as part of the special exception use petition and approved as set forth above, in which case the proposed use shall conform to the terms and conditions of such waiver).
- e. Access drives or driveways are or will be sufficient in size and properly located to: ensure automotive and pedestrian safety and convenience, traffic flow as set forth in Section 7.09 – Pedestrian Circulation and Vehicular Area Design; and, control and access in case of fire or other emergency;
- f. Off-street parking areas, off-street loading areas, trash enclosures, trash pick-up and removal, and other service areas are located so as to be safe, convenient, allow for access in case of emergency, and to minimize economic, glare, odor, and other impacts on adjoining properties and properties in the general neighborhood;
- g. The lot, building or structure proposed for the use has adequate restroom facilities, cooking facilities, safety equipment (smoke alarms, floatation devices, etc.), or any other service or equipment necessary to provide for the needs of those persons whom may work at, visit or own property nearby to the proposed use;
- h. Utilities, schools, fire, police and other necessary public and private facilities and services will be adequate to handle the needs of the proposed use;
- i. The location and arrangement of the use on the site, screening, buffering, landscaping, and pedestrian ways harmonize with adjoining properties and the general area and minimize adverse impacts; and,
- j. The type, size, and intensity of the proposed use (including but not limited to such considerations as the hours of operation and numbers of people who are likely to utilize or be attracted to the use) will not have significant adverse impacts on adjoining properties or the neighborhood.

Motion by: Cobb

Second by: Dickson

Vote: Unanimous.

A copy of Special Exception Use Petition #14-SEU-11 is attached to these minutes.

Action #2: Having made findings of fact that the project meets the requirements to be granted a Special Exception Use, the Council approved a motion to approve Special Exception Use Petition #14-SEU-11 to allow a taproom in the RT: Research and Technology District for Carolina Brewing Company at 140 Thomas Mill Road as submitted by Carolina Brewing Company dated Oct. 3, 2014, with the following condition:

1) Business operations must adhere to the evidence submitted by the applicant as stated in the findings of fact submitted in conjunction with 14-SEU-11.

Motion by: Cobb

Second by: Dickson

Vote: Unanimous.

8. Consent Agenda: The Council approved a motion to approve all items on the Consent Agenda. The motion carried following a motion by Councilman Sack, a second by Councilman Cobb and a unanimous vote. The following actions were affected:

8a. Minutes – The Council approved minutes of the Council’s meeting held Nov. 4, 2014.

8b. Budget Amendment Report – The Council received a report of amendments to the FY 2014-15 budget approved by the town manager. *A copy of the budget amendment report is attached to these minutes.*

8c. Town Facilities Closings-- The Council approved the closure of non-essential Town facilities from 11:30 a.m. to 1 p.m. Wednesday, Dec. 10, 2014 for an employee holiday lunch.

8d. Pump Station Equipment – The Council authorized the sole sourcing of certain pump station equipment. These sole-source items have proven reliability and compatibility with our existing system and include:

- **JWC Environmental, or Comparable, Solids Grinder:** This grinder pump includes a removable and replaceable cutter cartridge and has been the preferred grinder pump due to its reliability and performance. Staff reserves the option to replace

- **Microcomm, or Comparable, SCADA System:** This Supervisory Control and Data Acquisition system consists of electrical equipment, software and radio communication equipment that must be compatible with the existing Town of Holly Springs SCADA system.
- **Evoqua Bioxide, or Comparable, Odor Control system:** This chemical feed pumping system consists of chemical pumps and controls, chemical storage tank, piping and appurtenances, and the actual bioxide chemical.

8e. Resolution 14-32 – The Council adopted Resolution 14-32 declaring certain personal property surplus to the needs of the town. *A copy of Resolution 14-32 is attached to these minutes.*

8f. Postage System Lease Agreement - The Council approved the renewal of a lease for the Town Hall postage system.

8g. Fire Station #1 Flooring Contract – The Council approved a contract for new epoxy flooring at Holly Springs Fire Station No. 1.

9. Other Business: None requiring Council action.

10. Manager’s Report: None requiring Council action.

11. Closed Session: The Council approved a motion to enter Closed Session, pursuant to North Carolina General Statute 143-318.11(a)(3) to discuss with the town attorney potential litigation relative to a variance issued to The Fillin’ Station.

Motion by: Dickson

Second by: Cobb

Vote: Unanimous

General Account of Closed Session – Nov. 18, 2014.

In general, the Council received a report from the town attorney on the matter described and provided him with direction as to how to proceed. The matter involves a specific parcel that gained a variance from the Town’s Board of Adjustment. The Council wishes to revisit the decision.

The Council then approved a motion to return to open session.

-- End of General Account

12. Adjournment: There being no further business for the evening, the Nov. 18, 2014 meeting of the Holly Springs Town Council was adjourned.

Respectfully Submitted on Tuesday, Dec. 2, 2014.

Joni Powell _____

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minutes follow and are a part of the official record.

