Town of Indian Trail

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PLANNING AND NEIGHBORHOOD SERVICES DEPARTMENT
PLANNING BOARD MINUTES
January 20, 2015
06:30 P.M.

CALL TO ORDER

ROLL CALL

The following members of the governing body were present:

Board Members:	Patricia Cowan, Larry Miller, Jan Brown, Cathi Higgins, Kelly D'Onofrio, Jorge Aponte, and Dr Shamir Ally.
Members Present but not Voting:	None.
Absent:	Alan Rosenberg, Steve Long, and Sidney Sandy.
Staff Members:	Pam Good- Board Secretary, Rox Burhans-Interim Planning Director, and Lindze Flowers-GIS Technician, Planner I

APPROVAL OF MINUTES - November 18th, 2014 (no December mtg)

Jan Brown made a motion to approve the minutes of November 18th, 2014 (no December mtg), motion seconded by Cathi Higgins.
Board voted unanimously in favor of the motion.

PUBLIC ITEMS- none

OTHER BUSINESS

Ms. Barnhardt gave a brief overview of the PARTF as an acronym for Parks and Recreation Trust Fund. This grant will award applicants dollar for dollar up to $500,000. These funds are dedicated to build and maintain parks and recreation areas it is awarded to. Indian Trail applied in 2014 but was not awarded any funding. This year the funding committee is looking at healthy options in parks versus specific sports areas. Ms. Barnhardt showed a power point presentation of outdoor fitness areas which would include outdoor exercise and breathing fresh air; also being inclusive of persons with physical disabilities as well as including persons of all age ranges. Ms. Barnhardt also showed power point examples of various types of trails that will be built in the Crooked Creek Park. She spoke about disc golf as the fastest growing sport in the country and gave a brief description of the sport. Ms. Barnhardt also described the sensory water area called "splash pads" that are a wonderful way for children to engage in recreation and exercise.

The timeline for the PARTF is as follows: the application is due February 2nd 2015. July 2015 will be the notification of who has received the grant.

Comments/Questions:
Chair Cowan asked if we had met all the criteria in the previous application. Staff Barnhardt answered that we had met the criteria, although there were recommendations that we can improve upon. Chair Cowan also asked if the grant is State or Federal and are we eligible to reapply. Staff Barnhardt answered that the grant is State funded and awardees can reapply for the grant multiple times.

Member Brown asked if there was consideration for putting a roof over any of the outdoor exercise equipment. Ms. Barnhardt answered that the items are designed to withstand the elements of outdoors, but that it might be possible to look at tarps that shade certain areas of activity. Member Brown stated that he was thinking of persons susceptible to sun problems.

Members Higgins asked if applying before gives us an edge. Ms. Barnhardt answered that there seems to be no pattern; the representatives can help guide us but every year the criteria can change.

Member Brown asked if the walking trails were going to be asphalt. Ms. Barnhardt replied that Town Manager Joe Fivas will be attending the meeting in a couple of weeks and will be better able to answer the specifics of such items, but a variety of surfacing would be used in various areas. Member Brown was concerned about asphalt eventually being broken up by roots of trees. Ms. Barnhardt replied that Staff is aware of that potential problem; the trails will also be used by those with strollers and runners who need an even surface.

The discussion regarding the PARTF grant application concluded.

Economic Development Update:
Ms. Barnhardt stated that she's been with the Town of Indian Trail for 4.5 years. Ms. Barnhardt brought the presentation from the strategic workshop she presented last year to the Town Council.
She opened her presentation by showing the board the chain of command on power point as her co-title of Director of Community and Economic Development and the acting Interim Director of Parks and Recreation. Those under her supervision are Assistant Director of Parks and Recreation- Jason Tryon, the Communication Coordinator- Lindsey Edmonds, and the Community Development Specialist- Susan Didier.

Ms. Barnhardt spoke about the Town contracting with Sanford Holshouser in June of 2011 to complete an Economic Development Strategic Plan. This plan was completed and adopted by the Town Council in January 2012. With this plan, it encompasses "all things" regarding economic development. It states where we are and what we have currently as a business culture and then looks to the future to help provide a pathway for new development to occur. Staff will continue in 2014 to look at their recommendations given for our area. Staff will make note on which goals have been accomplished and then focus on which ones we would like to see started in this coming Fiscal Year. Through the objectives, the steps will be laid of the pathway to accomplish the objectives over the next three years.
Ms. Barnhardt described economic development as:

- Business Recruitment
- Existing Business Retainment
- Product Development
- Commercial and Retail Development
- Sports and Tourism
- Workforce Development
- Small Business Entrepreneurship
- Marketing

Important factors of economic development are jobs, sustainability, the tax base, the offer of higher wage jobs.

Goal Summary

1. Research our Current ED Strengths for Further Opportunities
2. Complete a New Municipal Facility Long-Term Plan
3. Form an Economic Development Alliance with Surrounding Towns
4. Internal Marketing and Branding
5. Enhance the Business Retention and Expansion Program
6. Establish an Incentive Policy / Guidelines

Staff Barnhardt then detailed specific steps of implementation for each goal listed in the Goal Summary.

Indian Trail New or Expanded businesses:

Nissan Dealership
Chrysler Jeep Dodge Dealership
Stafford Corrugated products
Industrial Alloys
Fisher Textiles
Harris Teeter Distribution
Waste Pro

Harris Teeter Distribution is planning a minimum of 50,000 square foot expansion that will bring more jobs to Indian Trail.

Indian Trail Smaller New Businesses List: Hickory Tavern (sales beat Wesley Chapel and Providence Rd locations), BT Burgers (sales are going strong), Hwy 55 Burgers, Pita Pit, Jersey Mike's, 9 Round Kickboxing, Dr. Scott's Weight loss and Wellness, Carolina Courts, Nana's Soul Food, Sports Clips, Sportsfanatics, Wedding Dress Me, Pleasant Plains Dental, Trails Dynasty, The Carriage House Generations United, Mercy Animal Hospital, and Athenia Grill.

Looking to the future, Ms. Barnhardt spoke about the following areas of concentration:

Recreational Parks
Monroe Bypass
Chestnut Corridor
Old Monroe Rd- possible widening and who will it attract when it widens
Hwy 74- impact of the superstreet design

Staff Barnhardt concluded her presentation with the news that the Town has established an Economic Development Advisory Committee.

Questions:

Chair Cowan has invited Chris Plate' who is with Union County Economic Development, to come and present to the Planning Board in the future. Ms. Barnhardt stated that he is our ally and has the vision for the Town and the possibilities that can be successful in the future.

Member Miller asked in conjunction with economic partnership, how is partnership with the Town of Stallings, as he felt it hasn't been a smooth partnership previously. Ms. Barnhardt stated she felt it is presently

fairly positive. Member Miller asked if there will be input by citizens for the Town Hall. He was concerned with what looked like lack of space on present plans for a tractor trailer to drive onto the property for deliveries as well as no loading dock. Ms. Barnhardt replied that we're at the stage where space planning is coming into play. Also, the present administration building could potentially be used for public works.

Member Brown asked if anyone has contacted the county to see if they would offer incentives for businesses that may be looking at the Town to settle in. Ms. Barnhardt replied that Harris Teeter was the last project in which the county was involved with matching funds.

Member D'Onofrio mentioned that Indian Trail has many fast food businesses but she'd like to see more sit down restaurants and retail stores and asked what the biggest obstacle was to these types of businesses. Ms. Barnhardt spoke about the importance disposable income, and daytime population were a couple of factors that stopped such potential businesses. Ms. Barnhart spoke about malls attracting people who drive from further away, not just people living nearby. Indian Trail doesn't have that anywhere at this time.

Member D'Onofrio asked about the possibility of getting a Kohl's or Target in Indian Trail. Ms. Barnhardt replied that Target has area stores already located nearby. Kohl's and Home Depot tend to locate near each other and they both disliked the road infrastructure. The biggest hurdle is infrastructure. That needs to be developed. Ms. Barnhardt also stated that economic development tends to focus on industrial businesses.

Member Higgins asked when the South Charlotte Economic Association started. Ms. Barnhardt replied that they just formed their 501C-3 very recently. The group had met informally prior to that.

Member Higgins asked about the tax rate and the potential municipal center; if our tax rate would increase and how that would affect recruitment and retaining businesses. Ms. Barnhardt replied that the retainment would be fine. Recruiting involves supply and demand. Supply is short right now and demand is higher at this time. As for the municipal building when Ms. Barnhardt brings business men in to conference rooms, aesthetics are needed to show businesses that we are investing in our community, also.

Member Aponte asked if there is a tracking system to see what businesses relocated away from Indian Trail and why. Ms. Barnhardt replied that we don't have a professional tracking system, but she does keep track. If we lose business, it isn't always clear but most of the time it is because a business is needing to expand and don't have the facility that fits them. There is not one type of business that relocates; Indian Trail is pretty diverse in regards to businesses.

Member Aponte asked if Ms. Barnhardt thought the incentive policy should be implemented right now or three years from now. Ms. Barnhardt stated that she is not focusing on that right now. There are five businesses in the Union County area that want/need to expand and there isn't a place to do it. Businesses want land ready to build with all of the infrastructure already in place.

Member Miller mentioned that there are no contractors who want to invest as developers to build buildings for speculation.

Member Brown asked if any hotels have expressed interest. Ms. Barnhardt replied that they show interest, then do a feasibility study and find out that we lack executives who would stay 2-3 days during the week. The hotels need weekday traffic. They like to be within 2 miles off of an interstate.
Staff Burhans asked the question that when the Monroe bypass comes through, how will that change for light industrial development. Ms. Barnhardt explained that we need to look at the land around; is it available and what is the zoning. It is wise to be proactive.

Discussion was concluded.

Planning Board Refreshment Request
Dr. Shamir Ally made a motion to approve the Planning Board Meeting Refreshment Request for water and small packaged snacks. Motion seconded by Patricia Cowan.
Board voted unanimously in favor of the motion.

PLANNING REPORT
Staff Burhans updated the board regarding the following items from previous meetings.
NCDOT Superstreet brochures were passed out to the board members. Staff Burhans also spoke about Old Monroe Rd widening and explained that Section B from road I- 485 to Indian Trail Road has funding and has been recommended as a conventional intersection. Staff Burhans also updated the board that a new planner will be starting early February.

ADJOURN- Motion to adjourn made by Member Miller. Seconded by Ms. D'Onofrio. Motion carried unanimously. Meeting adjourned at 8:12PM.

Chairman: Patricia S. Cowan

Secretary: Pamela J. Good