

Town Hall 301 W. Main St. Carrboro, NC 27510



Meeting Agenda Town Council

Tuesday, May 18, 2021

7:00 PM

Remote Meeting - View Livestream or Cable TV

18

7:00-7:05

A. ROLL CALL

7:05-7:15

- B. POETRY READING, RESOLUTIONS, PROCLAMATIONS, AND ACKNOWLEDGEMENTS
- 1. <u>21-174</u> Proclamation: Public Works Week

7:15-7:20

C. ANNOUNCEMENT OF UPCOMING MEETINGS

<u>7:20-7:25</u>

D. PUBLIC COMMENT

Comments are limited to three minutes per speaker.

7:25-7:35

- E. CONSENT AGENDA
- 1. <u>21-173</u> Approval of Minutes from the May 4, 2021 Meeting
- 2. 21-7 Fire Department Monthly Report

PURPOSE: To provide the Town Council a monthly overview of calls for

service.

Attachments: Attachment A - April 2021 FD Incident Data

3. <u>21-162</u> Police Department Monthly Report

PURPOSE: The Purpose of this agenda item is to provide the Town Council a

brief overview of the monthly calls for service.

Attachments: April 2021 Monthly Report

4. <u>21-163</u> Stormwater Utility Monthly Report

PURPOSE: The purpose of this item is to provide the monthly update regarding

Stormwater Utility projects and initiatives.

Attachments: April 2021 Stormwater Report

5. <u>21-164</u> Economic Development Monthly Report

PURPOSE: Regular Monthly Activities and Status Report

Attachments: Attachment A - April Monthly Report

F. OTHER MATTERS

7:35-7:55

1. <u>21-170</u> Request for a Minor Modification to the CUP for the Hilton Garden Inn hotel proposed for 390 E. Main Street

PURPOSE: Town Council is asked to review and consider approving a request for a Minor Modification to the CUP for the Hilton Garden Inn CUP. A resolution approving the request is attached (Attachment A) should the Board choose to adopt it.

Attachments: Attachment A - Resolution

Attachment B - Conditional Use Permit for Hilton Garden Inn

Attachment C - Narrative from Applicant

Attachment D - Narritive about Cat's Cradle use and Outdoor Concerts

Attachment E - Project Plans

7:55-8:25

2. 21-166 Public Hearing on Text Amendments to the Land Use Ordinance to Establish Requirements for EV Charging Stations

PURPOSE: The purpose of this agenda item is for the Town Council to consider proposed amendments to the Land Use Ordinance that would add new requirements for EV charging stations and EV ready infrastructure to the existing parking standards in Article XVIII. A draft ordinance has been prepared. The consideration of an amendment to the Land Use Ordinance is a legislative decision; the Council must receive public input before reaching a decision on the draft ordinance.

Attachments: Attachment A - Draft Ordinance EV Charging Stations 05-14-2021

Attachment B - EAB Memo_12-13-2018

Attachment C - Comments combined

Attachment D - Article XVIII, Parking

8:25-8:45

3. <u>21-165</u>

Consideration of Proposed Text Amendments Relating to Dimensional Requirements in the B-1(C) and B-1(G) Districts and Permit Requirements for Town-Owned and Operated Facilities

PURPOSE: The purpose of this item is for the Town Council to continue its deliberation on a draft ordinance to amend the Land Use Ordinance relating to the dimensional requirements in the B-1(C) and B-1(G) zoning districts, and permitting requirements for town-owned and operated facilitates. The amendments have been identified in relation to the 203 project.

Attachments:

Attachment A - Consistency Resolution (203) 05-14-2021

Attachment B - Draft Ordinance 5-12-2021

Attachment C - Draft Ordinance 5-12-2021 (tracked)

Attachment D - Comments Combined

<u>8:45-9:15</u>

4. <u>21-168</u>

Inclusive Carrboro Communications and Community Engagement Plan Update

PURPOSE: The purpose of this item is to update the Town Council on Carrboro Communications and Community Engagement Plan Implementation Efforts.

Attachments:

Attachment A - Inclusive Carrboro Communications and Community

Engagement Plan August 18 2020

Attachment B - Inclusive Carrboro Communications & Engagement May

2021 Update

Attachment C - Town Information Centers

Attachment D - Social Media Analytics Year-to-Date Report May 2021

Attachment E - Social Media Comparison Report

G. MATTERS BY COUNCIL MEMBERS

H. CLOSED SESSION 143-318.11 (A)(4) To discuss matters relating to the location or expansion of industries or other businesses in the area served by the public body, including agreement on a tentative list of economic development incentives that may be offered by the public body in negotiations, or to discuss matters relating to military installation closure or realignment. Any action approving the signing of an economic development contract or commitment, or the action authorizing the payment of economic development expenditures, shall be taken in an open session.



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Agenda Item Abstract

File Number:21-174

Agenda Date: 5/18/2021

File Type: Agendas

In Control: Board of Aldermen

Version: 1

Proclamation: Public Works Week



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Approval of Minutes from the May 4, 2021 Meeting



Town Hall 301 W. Main St. Carrboro, NC 27510

Agenda Item Abstract

File Number:21-7

Agenda Date: 5/18/2021 File Type: Agendas

In Control: Board of Aldermen

Version: 1

TITLE:

Fire Department Monthly Report

PURPOSE: To provide the Town Council a monthly overview of calls for service.

DEPARTMENT: Fire Department

CONTACT INFORMATION: Chief David Schmidt, (919) 918-7349

INFORMATION: This report will provide information on Fire Department calls for service that occurred in Carrboro, South Orange Fire District, and neighboring jurisdictions.

FISCAL & STAFF IMPACT: N/A

RECOMMENDATION: Staff recommends the report be received and accepted.

Carrboro Fire Rescue Department

April 2021 Incident Data



		Overpressure /				Hazardous													
	Fire			Rupture		EMS		Condition		Service Call		Good Intent		False Alarm		Special Incident		Total #	Total %
Location	#	%	#	%	#	%	#	%	#	%	ŧ.	#	%	#	%	#	%		
Carrboro	2	33.3%		0.0%	58	86.6%	5	71.4%	8	88.	9%	8	38.1%	12	75.0%	1	0.0%	94	74.0%
South Orange	1	16.7%		0.0%	9	13.4%	2	28.6%		0.)%	4	19.0%	3	18.8%		0.0%	19	15.0%
Chapel Hill	2	33.3%		0.0%		0.0%		0.0%	1	11.	L%	2	9.5%	1	6.3%		100.0%	6	4.7%
New Hope Fire District		0.0%		0.0%		0.0%		0.0%		0.)%	1	4.8%		0.0%		0.0%	1	0.8%
North Chatham Fire District	1	16.7%		0.0%		0.0%		0.0%		0.)%	6	28.6%		0.0%		0.0%	7	5.5%
Grand Total	6	100.0%	0	0.0%	67	100.0%	7	100.0%	9	100.)%	21	100.0%	16	100.0%	1	100.0%	127	100.0%

Fire	Examples include any type of fire; structure, vehicles, vegetation, rubbish, other outside fires				
Overpressure/Rupture	This is an overpressure or rupture of air, steam, or gas where there is no associated fire				
EMS	Any type of medical call or rescue of a person in distress				
Hazardous Condition	Any type of condition where no fire exists - fuel/chemical spills, electrical equipment failure				
Service Call	Examples of Public service incidents include: lockouts, water leaks, assisting other public agencies				
Good Intent	Examples of good intent incidents include: steam mistaken for smoke, authorized controlled burns, no incident found at the location				
False Alarm	Examples of false alarms include: alarms sounding due to a malfunction or the unintentional activation, and malicious false alarms.				
Weather	Examples of weater incidents include: earthquakes, floods, damage assessments, or weather spottiing				
Special Incident	Example of special incidents include: citizen complaints due to code or ordinance violations				



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Version: 1

TITLE:

Police Department Monthly Report

PURPOSE: The Purpose of this agenda item is to provide the Town Council a brief overview of the

monthly calls for service.

DEPARTMENT: Police Department

CONTACT INFORMATION: Chief Chris Atack, 919-918-7397

INFORMATION: This report will provide information on calls for service, arrest, citations, use of force,

and accidents.

FISCAL & STAFF IMPACT: N/A

RECOMMENDATION: Staff recommends the Town Council receive and accept this report.



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Agenda Item Abstract

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In Control: Board of Aldermen

Version: 1

TITLE:

Stormwater Utility Monthly Report

PURPOSE: The purpose of this item is to provide the monthly update regarding Stormwater Utility

projects and initiatives.

DEPARTMENT: Public Works

CONTACT INFORMATION: Randy Dodd, Stormwater Utility Manager, 919 918-7341

INFORMATION: The report identifies 8 separate projects and initiatives that Stormwater staff are currently involved in. These are specific efforts, some time-limited and others part of ongoing stormwater program development, that are above and beyond the baseline workload that includes but is not limited to: program administration; responding to requests for support and community outreach; stormwater system inspection and maintenance; reviewing development plans; stream determinations/buffer reviews; and illicit discharge response and pollution prevention.

An emphasis of Stormwater staff work (beyond core workload) since the last report has been preparation of a grant proposal to support a restoration/gulley repair and demonstration project focused on an 11 acre drainage area adjacent to Bolin Creek.

FISCAL & STAFF IMPACT: There is no fiscal impact associated with this update. There are/will be nearer and longer term fiscal and staff impacts, as presented in the report.

RECOMMENDATION: It is recommended that the Council receive the staff report.

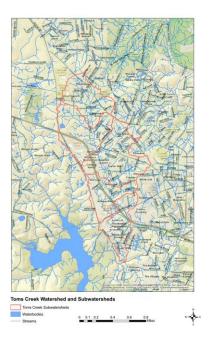
STORMWATER UTILITY MONTHLY REPORT

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PART 1: WATER QUANTITY DRIVEN WORK

1. RainReady Study Follow Up



Project Description: In 2019, the Council directed staff to move forward with a pilot study due to the persistent and ongoing need to address flooding issues, with the upper Toms Creek watershed serving as the geographic focus.

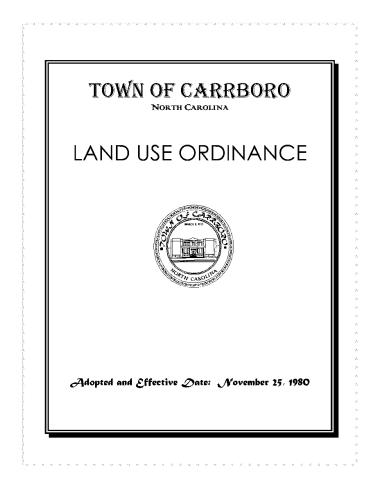
Project Background: For the Toms Creek watershed, flooding and drainage is a recurring and important theme. The upper watershed has received the most attention in recent years due to the degree of flooding and drainage issues experienced by residential property owners both in the regulated floodplain and other areas. A watershed based approach is needed to comprehensively address the issues that exist. An emerging concern is resiliency in consideration of the growing number of recent intense storms and the potential for a shift to more flooding in the future due to climate change.

Status: Planning. The Town contracted with the Center for Neighborhood Technology (CNT), resulting in a "RainReady" report in May, 2020. Sungate Design has also completed an engineering assessment of a catchment between Hillsborough Rd. and West Main Street with known drainage issues.

Fiscal and Staffing Considerations: Sungate's work cost \$16.5k and the CNT's work cost \$25k. There could be further implementation costs as a result of these projects. Any fiscal impact resulting from financial assistance to be provided as part of a new program will be determined through administrative and policy level review. There has been and will continue to be a staff impact associated with technical assistance. This impact will increase if staff will be administering a new program.

Additional Information: Additional information is available from multiple Council agenda items from 2013-2019. A <u>project website</u> has been created with relevant historical and project related information.

2. Land Use Ordinance Stormwater Provisions Review



Project Description: LUO stormwater provisions are under review.

Project Background: At the April 16, 2019 meeting, the Council referred further review of the stormwater provisions in the LUO to staff and the Stormwater Advisory Commission in consideration of the flooding and drainage impacts being experienced and elevated risk for increasing impacts due to climate change.

Status: Planning. This has been referred to Stormwater and Planning staff, Sungate Design, and the Stormwater Advisory Commission. Staff and Sungate are currently researching and considering the scope of potential changes, and anticipate working with the SWAC later in 2021 to allow for a nearer term focus on regulatory compliance, capital project planning, and SCM maintenance and inspection.

Fiscal and Staffing Considerations: There is no fiscal impact with reviewing and amending the LUO. There will be a staff impact with performing the review.

Additional Information:

https://carrboro.legistar.com/LegislationDetail.aspx?ID=3919560&GUID=59CDD594-2973-4C2B-813C-738A1CF5707B&Options=&Search

http://www.townofcarrboro.org/DocumentCenter/View/698/Article-XVI-Floodways-Floodplains-Drainage-and-Erosion-PDF

3. FEMA Hazard Mitigation Grant Program Letters of Interest (Acquisition and Elevation)





Project Description: The information presented below is for an acquisition project for 116 Carol Street, and a new elevation project for 100 James Street

Project Background: Following on Hurricane Florence and Tropical Storm Michael, FEMA announced new rounds of HMGP funding. In addition to the Lorraine Street properties discussed above, two additional homeowners at 116 Carol Street and 100 James Street (properties included in previous HMGP applications for acquisitions that did not move forward) have responded, and were included in Letters of Interest submitted by the Town to the NC Department of Public Safety (NCDPS). Staff submitted one Letter of Interest for an acquisition project for 116 Carol Street and a second Letter of Interest for elevation of the home at 100 James Street in early 2019. Staff received notification in the summer of 2019 that the NCDPS would accept applications.

Status: Applications in Review. Application materials for the 116 Carol acquisition were submitted to the State in October, 2019 under Hurricane Florence. Application materials for the 100 James Street elevation were submitted to the State in November, 2019 under Tropical Storm Michael. Staff regularly check on the status, which has remained "pending obligation" since the applications were submitted. If approved, staff will follow up with pursuit of entering into (a) grant agreement(s) for one or both projects.

Fiscal and Staffing Considerations: If the Town is able to successfully enter into grant agreements (one for acquisition and one for elevation), costs for work covered by the grants will first be borne by the Town and then reimbursed to the Town with a combination of both Federal and State funds covering eligible costs, provided that all grant requirements are met. Elevation costs can be reimbursed at up to \$175k per home and acquisition costs at up to \$276k per home. There would be a significant staff impact to administer the grant funds.

Additional Information:

https://www.fema.gov/media-library-data/1493317448449b83f27544e36b7bf67913f964a56b15a/HMA Homeowners Guide 040717 508.pdf

4. FEMA Public Assistance: Damage Recovery from Hurricane Florence



Public Assistance (PA) is FEMA's largest grant program providing funds to assist communities responding to and recovering from major disasters or emergencies declared by the President. The program provides emergency assistance to save lives and protect property, and assists with permanently restoring community infrastructure affected by a federally declared incident

Eligible Applicants

Eligible applicants include states, federally recognized tribal governments (including Alaska Native villages and organizations so long as they are not privately owned), U.S. territories, local governments, and certain private non-profit (PNP) organizations.

PNPs must have "an effective ruling letter from the U.S. Internal Revenue Service, granting tax exemption under sections 501(c), (d), or (e) of the Internal Revenue Code of 1954, or satisfactory evidence from the St nonrevenue producing organization or entity is a nonprofit one organized or doing business under State law."

Additionally, for a PNP operated facility to be eligible, the PNP must demonstrate the facility provides a critical service or provides a non-critical, but essential government service and is open to the general public. A facility that provides a critical service is defined as one used for an educational, utility, emergency, or medical purpose. ²

FEMA processes PA grant funding according to the type of work the applicant undertakes. Eligible work must be required as a result of the declared incident, be located in the designated area, be the legal responsibility of the applicant and be undertaken at a reasonable cost

Eligible work is classified into the following categories:

Emergency Work

Category A: Debris removal Category B: Emergency protective measures

Permanent Work
Category C: Roads and bridges

Category C: Roads and bridges
Category D: Water control facilities
Category E: Public buildings and contents
Category F: Public utilities
Category G: Parks, recreational, and other facilities

Federal funding guidelines for each of these categories are listed in the *Public Assistance Progra Guide*, which is located online at https://www.fema.gov/media-library/assets/documents/111781.

After a federal declaration, the recipient (i.e. state, tribe, or territory) conducts Applicant Briefings to inform potential applicants (i.e. state, local, tribal, territorial, and PNP officials) of the assistance available and how to apply. Applicants must then file a Request for Public Assistance within 30 days of the date their respective area is designated by the federal declaration

Following the approved request, FEMA and the applicants will conduct additional meetings to discuss disaster

Project Description: The Town has been working through the FEMA Public Assistance process for damage recovery from Hurricane Florence. This aspect of Public Assistance is associated with covering the costs for debris removal, emergency protective measures, restoring roads, equipment and facilities to pre-storm conditions, and administrative costs. It is considered separately from the activities described in #11 below, although also under the Public Assistance umbrella.

Project Background: Stormwater staff have been leading the Town's pursuit of FEMA Public Assistance funding. Staff have submitted claims for losses not covered by insurance and have been working with FEMA/NCDPS staff to document and receive reimbursement, as well as reimbursement for staff time associated with emergency response and follow up. This process has been underway since the winter.

Status: Closeout. The Florence damage recovery work and reimbursal has been completed. Staff are working with NCDPS and FEMA to close out the final review now that the stream restoration project (#11) is complete.

Fiscal and Staffing Considerations: The Town has received about \$59k in uninsured costs from FEMA to date, and could receive up to about \$200k of additional funds, including any funds granted for the stream restoration project, and for staff time for Public Assistance administration. This work has required over 500 hundred hours of Stormwater staff time.

Additional Information:

https://www.fema.gov/media-library-data/1534520496845-4b41646e3d8839c768deb3a7f4ded513/PADeliveryModelFactSheetFINAL Updated 052418.pdf https://www.fema.gov/pdf/government/grant/pa/fema323_app_handbk.pdf

PART 2: WATER QUALITY & FEDERAL/STATE REGULATORY DRIVEN WORK

5. NPDES Town Wide Permit



An MS4 Audit is a structured review of the Stormwater Management Program to evaluate whether the MS4 is meeting the requirements specified in the NPDES MS4 Permit & Stormwater Management Plan (SWMP)



Department of Environmental Quality



Regulatory Requirement: The Town is regulated under a town wide permit that requires the Town to implement a comprehensive stormwater management program that includes six minimum measures:

- (1) Public education and outreach on stormwater impacts
- (2) Public involvement/participation
- (3) Illicit discharge detection and elimination
- (4) Construction site stormwater runoff control (delegated to Orange County)
- (5) Post-construction stormwater management for new development and redevelopment, and
- (6) Pollution prevention/good housekeeping for municipal operations.

The initial Carrboro permit was issued effective July 1, 2005, renewed in 2011, and again in 2017.

Background: In 1990, under the authority of the federal Clean Water Act and starting with large (population >100k) municipalities (and industries), EPA began regulating stormwater runoff. In 2000, the scope was extended to smaller municipalities, and EPA delegated the authority to the State to issue these municipalities (including Carrboro) a stormwater permit.

Status: Active. The planned EPA/State NPDES Phase II stormwater permit audit was completed on August 12. A Notice of Violation, as anticipated and previously reported, was provided on November 2. Staff prepared additional information as part of Council and Stormwater Advisory Commission agendas in early November. Staff presented a draft Stormwater Management Plan to the Stormwater Advisory Commission in early January, subsequently submitted this plan to the NCDEQ, and are awaiting NCDEQ review for next steps.

Fiscal and Staffing Considerations: Preparing for and follow up from this audit and improving the Town's permit compliance and record keeping activities has been and will continue to be a significant undertaking.

Additional Information:

https://deq.nc.gov/about/divisions/energy-mineral-and-land-resources/stormwater/stormwater-program/npdes-ms4-permitting

6. Stormwater Control Measure Maintenance and Inspection Program



Background: The Town's Land Use Ordinance (LUO) has required "Stormwater Control Measures" (SCMs) as part of development projects. SCMs treat runoff to reduce both water quantity and quality impacts. Since 2007, the LUO¹ has articulated requirements for private landowner maintenance of SCMs. (Prior to 2007, this responsibility was implicit rather than explicit.) In early 2020, the Council approved a rate increase to support the necessary capacity to expand program efforts in general, and specifically including SCM compliance oversight. In August, 2020, NCDEQ audited the Town's performance for its permit. Past oversight of SCM maintenance was a recognized permit performance deficiency. Moving forward with a compliant and comprehensive Town wide SCM maintenance oversight program is also seen as an immediate and effective action that the Town can take for flood/climate change resilience since there are many existing SCMs for which performance can be improved with proper maintenance, and risks of poorer future performance can also be avoided through preventative maintenance.

Status: Active. The concept that staff are moving forward with, given the above, is to move forward with the SCM maintenance and inspection program activities with goals of:

- 1) A letter being sent to all owners of Town permitted SCMs outlining their responsibilities and clear communications about the program and what will be happening going forward (initiated in November);
- 2) All owners of Town permitted SCMs being required to initiate their own annual reporting of their maintenance and inspection efforts by the end of 2021;
- 3) Stormwater staff committing to complete staff inspections of all Town permitted SCMs by the end of 2022.

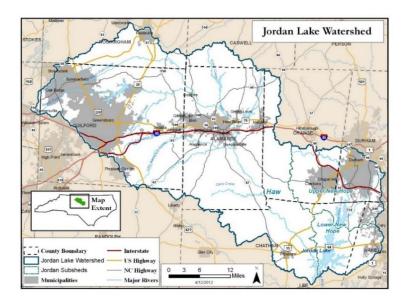
Staff have been reporting on activities to the Stormwater Advisory Commission since October. More than 20 letters have been written to SCM property owners, representing about half of the entire SCM inventory. The response has in general acknowledged an interest in pursuing the maintenance, inspection and reporting being requested. Letters to the remaining owners are planned for the coming weeks.

Fiscal and Staffing Considerations: This activity is requiring a significant amount of staff time.

Additional Information: http://www.townofcarrboro.org/751/Maintenance-and-Inspection

¹ Section 15-263.1 Maintenance of Structural BMPs

7. Jordan Lake Rules Compliance



Regulatory Requirement: The Jordan Lake Rules are a nutrient management strategy designed to restore water quality in the lake by reducing pollution entering the lake. Restoration and protection of the lake is essential because it serves as a water supply for several thriving communities, a prime recreation area for more than a million visitors each year, and an important aquatic ecosystem.

Background: Jordan Lake was impounded in 1983 by damming the Haw River near its confluence with the Deep River. It was created to provide flood control, water supply, fish and wildlife conservation, and recreation. The lake has had water quality issues from the beginning, with the NC Environmental Management Commission declaring it as nutrient-sensitive waters (NSW) the same year it was impounded. Since that time, Jordan Lake has consistently rated as eutrophic or hyper-eutrophic, with excessive levels of nutrients present. The most relevant provisions in the rules for Carrboro relate to stormwater management for both new and existing development, riparian buffers, and fertilizer application.

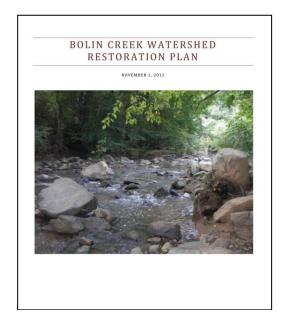
Status: Under Review (State). There was significant Town activity between about 2005 and 2015 to prepare for and enact ordinance provisions and begin work on implementation activities. The State then chose to pursue further studies to guide implementation. Jordan Lake Rules regulatory review has begun now that a NC Policy Collaboratory study has wrapped up. The goals of the rules readoption process is to evaluate the Collaboratory's findings and engage stakeholders throughout the watershed to help develop draft rules. The NC Division of Water Resources (DWR) has contracted with Triangle J Council of Governments (TJCOG) to administer this public participation process.

Fiscal and Staffing Considerations: The Town continues to be required to submit annual reports identifying stormwater retrofits, and has programmed several projects in the CIP. It is preliminary at this point to speculate on the potential fiscal/staff/regulatory impacts that will result, beyond an understanding that some staff time will be required to stay informed and report back as the review is pursued.

Additional Information:

 $\frac{https://deq.nc.gov/about/divisions/water-resources/water-planning/nonpoint-source-planning/jordan-lake-nutrient}{https://www.tjcog.org/programs-energy-environment%E2%80%AF-water-resources/jordan-lake-one-water}$

8. Bolin Creek Watershed Restoration Plan Implementation



Regulatory Requirement: The downstream extent of Bolin Creek in Carrboro, and continuing into Chapel Hill, is on the state/federal list of impaired waters. Local actions are needed to improve water quality.

Background: Carrboro staff worked with Chapel Hill and other local, state and federal agency staff in 2006 to create the Bolin Creek Watershed Restoration Team (BCWRT) because of the impaired waters listing. At the time, the Bolin Creek watershed was selected as one of only 7 watersheds in the state to receive focused state and federal assistance in preparing grant applications and leveraging other resources to remove Bolin Creek from the impaired waters list. The BCWRT's long term goal is to improve the health of Bolin Creek and its tributaries and remove it from the impaired waters list. This is an ambitious goal that will require a robust commitment for many years to come.

Status: Active. Since 2012, watershed restoration plan implementation has been inactive since 2012 due to insufficient staff capacity and funding resources. In early spring, 2021, the Town Council approved and the Stormwater Advisory Commission reviewed the submittal of an EPA/NCDEQ 319 grant application with 3 HOAs in the Bolin Forest neighborhood and other partners to address an eroding gulley as a restoration and demonstration project. **The application was submitted in early May, 2021; awards will occur later in 2021.** If successful, work would commence in 2022.

Fiscal and Staffing Considerations: The application is based on the Town offering an in kind but not cash match for the grant. There would be a staff impact with grant administration.

Additional Information:

https://townofcarrboro.org/280/Bolin-Creek-Watershed-Restoration



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Agenda Item Abstract

File Number:21-164

Agenda Date: 5/18/2021 File Type: Agendas

In Control: Board of Aldermen

Version: 1

TITLE:

Economic Development Monthly Report

PURPOSE: Regular Monthly Activities and Status Report

DEPARTMENT: Economic Development

CONTACT INFORMATION: Jon Hartman-Brown - 919-391-7846 - JHartman-

Brown@TownofCarrboro.org

INFORMATION:

FISCAL & STAFF IMPACT:

RECOMMENDATION:

ACTIVITY

 Attending Bi-Weekly Regional Economic Developers Meeting for COVID-19 Response

I have been attending weekly meetings with Economic Development staff throughout the region including Chatham County, Orange County, Chapel Hill, UNC, Downtown Chapel Hill, Hillsborough, and Chamber staff. Our discussions recently have focused on the ARPA and how to encourage stimulus spending within Orange County.

- Attending CBA Marketing, Policy, and Leadership meetings
 I am currently attending CBA Marketing Committee, Policy Committee, and Leadership Council meetings to both understand the role of the CBA and to network with these business owners and find ways the Department can get plugged in. The 203 Project and Downtown Parking have been the center of on-going concerns and discussions with the CBA and their respective committees.
- Working with Two New Unique Businesses
 I have been working with two potential new businesses that have a unique business model a truck and food cart. One will be a retail truck selling products out of a small mobile unit. The second is a food cart concept that would sell limited food selection out of a mobile cart. Working with Planning Staff, we have determined that both of these establishments would be required to locate on private property.
- Acquiring new Parking Leases begun; Anticipated Completion by end of Q2 I am in the process of acquiring new parking leases in downtown Carrboro. Primarily I am working with Fitch Lumber and 300 East Main to acquire a total of 132-180 additional parking spaces in Downtown. We have recently slowed this process to better determine how a potential redevelopment project may impact the Town's investment with parking at the Fitch Lumber site.
- BIPOC Business Update
 Another BIPOC Business Roundtable is being schedule for May 27th.

PROJECTS

• Minority Business Roundtable – Implementation

<u>Current Status:</u> Online portion of the Resource Center is completed and out for comment from the SBTDC and Durham Tech Small Business Center. Initial meetings with community leaders have been occurring.

Next Steps: Development of a resource center (physical locations).

<u>Projected Completion:</u> On-going. We anticipate these activities to continue and become a part of the economic development workflow process.

Project Arrange

We have received feedback that Project Arrange was very appreciate of the Town Manager's offer. The company has paused this project until they can reassess their needs post-COVID-19.

Economic Development Strategic Plan – Identifying Strategic Issues and Strategy
 <u>Current Status:</u> Currently working with the ESC to solidify strategic issues and identify
 strategies for each issue. Joint development and input in occurring with the
 Comprehensive Plan Taskforce. In order to ensure consistency, staff anticipate working
 with Teska's identified goals and strategies to further the ESC's work in developing a
 strategic plan.

<u>Next Steps:</u> Continue to work with the ESC and Teska to identify strategies for each strategic issue at their May meeting.

Projected Completion: June 2020



Town Hall 301 W. Main St. Carrboro, NC 27510

Agenda Item Abstract

File Number:21-170

Agenda Date: 5/18/2021 File Type: Agendas

In Control: Board of Aldermen

Version: 1

TITLE:

Request for a Minor Modification to the CUP for the Hilton Garden Inn hotel proposed for 390 E. Main Street

PURPOSE: Town Council is asked to review and consider approving a request for a Minor Modification to the CUP for the Hilton Garden Inn CUP. A resolution approving the request is attached (Attachment A) should the Board choose to adopt it.

DEPARTMENT: Planning Department

CONTACT INFORMATION: Marty Roupe, 919-918-7333, mroupe@townofcarrboro.org mailto:mroupe@townofcarrboro.org

INFORMATION: Jim Spencer, on behalf of Main Street Partners, LLC, has submitted an application for a Minor Modification to the Conditional Use Permit (CUP) for Hilton Garden Inn (see narrative, Attachments C, D, and E). The permit allows for the creation of a five-story hotel located on 390 E. Main Street (PIN 9778968060), which has not yet been constructed. As the lot is currently vacant and largely covered with a gravel base, the modification request seeks to temporarily use the property as a public parking lot until the hotel is actually built, additional details provided below.

Town staff has begun discussions with the property owner about entering into a lease agreement in order to allow the property to be used as a public parking lot. Knowing that the parking lot will be temporary, pending construction of the new hotel in the future, the lot will be configured and utilized in a manner similar to the public parking lot at 203 South Greensboro Street. Final construction details regarding improvements to be made to the lot will be approved subsequent to Town Council action, assuming the modification request is approved, as well as finalizing the agreement between the town and property owner.

At the same time, Sweet D, LLC has begun similar discussions with the property owner about using the lot as satellite parking for a proposed new location for Cat's Cradle. Parking needs for Cat's Cradle are primarily at night but an accessory use of the lot for a number of outdoor concerts has also been identified and discussed.

Town staff, Cat's Cradle representatives, and property owner representatives have discussed and arrived at a preliminary agreement as to how the lot can be used to satisfy mutually agreeable goals for all parties, as outlined below. The town will be the primary party leasing the lot from the property owner. Cat's Cradle will

Agenda Date: 5/18/2021 File Type: Agendas

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then enter into a sub-lease agreement with the town for use of the lot at night and during the day at times for outdoor concerts.

Details of proposal:

- -Public parking lot during daytime hours. The preliminary agreement allows for daytime use of the lot, until 6 pm, as a public parking lot.
- -Satellite parking for Cat's Cradle. The agreement then allows for the lot to be reserved as satellite parking for Cat's Cradle's proposed new location from 6 pm until the next morning. As the venue does not have events every night, there will be some evenings / nights when the lot remains available for use by the public, but by way of agreement, Cat's Cradle will technically have full use of the lot from 6 pm until the next morning.
- -Use of the lot by Cat's Cradle for outdoor concerts. As noted in the applicant materials, outdoor concerts will occur two to four times a month, primarily as daytime or early evening events ending by 9 pm, with some weekend events ending by 10 pm. The concerts will occur seasonally during warmer months from Spring through Fall. All matters associated with the events, staffing / security / etc, will be the responsibility of and coordinated by Cat's Cradle.
- -Termination of agreement. As the property owner does still expect the hotel to be constructed, the final version of the agreement will outline a time period under which the agreement shall come to an end in advance of hotel construction beginning.

FISCAL & STAFF IMPACT: The applicant has paid the applicable fee associated with this request. No other impact is noted.

RECOMMENDATION: Town staff requests that Town Council review the minor modification request and consider adopting the resolution provided as Attachment A approving the request.

Attachment A

A RESOLUTION APPROVING A MINOR MODIFICATION TO THE CONDITIONAL USE PERMIT FOR HILTON GARDEN INN AT 390 EAST MAIN STREET

WHEREAS, the Town of Carrboro approved a Conditional Use Permit for construction of a Hilton Garden Inn Hotel at 390 East Main Street on March 8, 2016; and

WHEREAS, the expiration date for this permit has been extended to March 8, 2022; and

WHEREAS, Town Council finds, per Section 15-64 of the LUO, that the proposed plans meet the Land Use Ordinance requirements for a Minor Modification request.

NOW, THEREFORE BE IT RESOLVED by the Carrboro Town Council that the Minor Modification to the CUP request is hereby approved.

This the 18th day of May 2021.



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FILED Mark Chilton Register of Deeds, Orange Co,NC Recording Fee: \$26.00 NC Real Estate TX: \$.00

au

PREPARED BY AND RETURN TO:
TOWN CLERK
TOWN OF CARRBORO
301 West Main Street
CARRBORO, NORTH CAROLINA 27510



ORANGE COUNTY NORTH CAROLINA

TOWN OF CARRBORO CONDITIONAL USE PERMIT, MAJOR MODIFICATION

(Formerly The Butler Mixed-Use Building)

On the date(s) listed below, the Board of Aldermen of the Town of Carrboro met and held a public hearing to consider the following application:

APPLICANT: Main Street Properties, LLC, of Chapel Hill, NC.	
OWNERS: Main Street Properties, LLC, of Chapel Hill, NC.	
PROPERTY LOCATION (Street Address): 390 E. Main Street	
TAX MAP, BLOCK, LOT(S): 9778968060 J. J.	
PROPOSED USE OF PROPERTY: Construction of a five-story hotel.	
CARRBORO LAND USE ORDINANCE USE CATEGORY: Hotel Use #34.100	
MEETING DATES: January 26, 2016, February 23, 2016 and March 8, 2016	· · · · · · · · · · · · · · · · · · ·

Having heard all the evidence and arguments presented at the hearing, the Board finds that the application is complete, that the application complies with all of the applicable requirements of the Carrboro Land Use Ordinance for the development proposed, and that therefore the application to make use of the above-described property for the purpose indicated is hereby approved, subject to all applicable provisions of the Land Use Ordinance and the following conditions:

- 1. The applicant shall complete the development strictly in accordance with the plans submitted to and approved by this Board, a copy of which is filed in the Carrboro Town Hall. Any deviations from or changes in these plans must be submitted to the Development Review Administrator in writing and specific written approval obtained as provided in Section 15-64 of the Land Use Ordinance.
- 2. If any of the conditions affixed hereto or any part thereof shall be held invalid or void, then this permit shall be void and of no effect.



- 3. Prior to issuance of a certificate of occupancy the applicant will provide a Public Bike Path Easement for the portion of the Libba Cotton bike path that encroaches on the subject property.
- 4. That the retaining wall that fronts the bike way is at least 18" tall and has mounted on it a railing such that the total height of the wall and railing or fence is at least 48".
- 5. That the applicant provide at some location along the length of the proposed 5' sidewalk along the northern frontage of the hotel a concrete pad/turnout sufficient for a wheelchair. Said pad/turnout shall meet ADA requirements.
- 6. That the Board of Aldermen hereby finds that the maximum parking space demand estimate of up to 157 parking spaces for the hotel is sufficient to serve the needs of the proposed hotel based upon the applicant's parking analysis and narrative justifying the arrangement based upon their joint-use parking experience with the 300 E. Main St. CUP parking inventory as well as the site's proximity to bus lines, bicycle lanes and existing pedestrian facilities. Furthermore, the Board finds that 39 parking spaces are provided on-site while the remaining 118 are located on the adjacent 300 E. Main St. CUP property and are considered satellite spaces. Said satellite spaces shall be allocated by the required modification of the 300 E. Main Street CUP.
- 7. That the Board of Aldermen hereby finds that the existing truck loading and unloading areas on the adjacent property are sufficient to accommodate delivery operations for the hotel in a safe and convenient manner based upon information provided by the applicant. Prior to construction plan approval, said areas shall be provided with a recorded easement granting the hotel the right to use them in this manner.
- 8. That prior to construction plan approval and the issuance of a certificate of occupancy, the applicant provide evidence from NCDEQ that they have a plan approved by NCDEQ in place to satisfy all applicable provisions of the applicant's Brownfield Agreement with NCDEQ prior to or during construction of the hotel facility.
- 9. Prior to construction plan approval, that the applicant revise their landscape plan to include plants that are known to benefit pollinator insects per the recommendations of the NC Cooperative Extension and the Xerces Society. Said plans shall exclude those that are considered invasive per Appendix E of the Land Use Ordinance.
- 10. That the Landscape Plan of the project be revised to include the plantings on the roof deck of the building's first level as shown on the "exterior renderings" of the proposed hotel on sheet A3.3 (dated 2/12/16) from the plan set presented to the Board of Aldermen.
- 11. That the requirement of the standard Type A screening requirement between the hotel and the parking deck expansion be waived per the applicant's written waiver request letter.
- 12. That the applicant record on a plat landscape easements on the 300 East Main Street CUP property sufficient to plant the six additional canopy trees needed to satisfy the tree canopy and shading requirements of the LUO.
- 13. The Board of Aldermen finds it acceptable for the applicant to use a Filterra Biofiltration/Bioretention System stormwater device, whose NCDEQ approval is still pending, to manage and treat stormwater runoff during the interim surface-parking phase. If the Filterra is not sooner listed as an approved device by NCDEQ, the applicant's right to use the Filterra for the interim surface parking phase will expire three years after the issuance of a Certificate of Occupancy for the hotel and applicant will then either direct the relevant stormwater into its existing approved system under the existing parking deck or replace the Filterra with an alternate NCDEQ approved device subject to the Town's approval.
- 14. That, prior to construction plan approval, the applicant provide evidence explaining how operation and maintenance responsibilities of the stormwater system will be shared by the owners of the subject property and the adjacent 300 East Main St. CUP properties.
- 15. That the applicant shall provide to the Zoning Division, prior to the recordation of the final plat for the project or before the release of a bond if some features are not yet in place at the time of the recording of the final plat, Mylar and digital as-builts for the stormwater features of the project. Digital as-builts shall be in DXF format and shall include a base map of the whole project and all separate plan sheets. As-built DXF files shall include all layers or tables containing storm drainage features. Storm drainage features will be clearly delineated in a data table. The data will be tied to horizontal controls.
- 16. Per Section 15-263.1, that the developer shall include a detailed stormwater system maintenance plan, specifying responsible entity and schedule. The plan shall include scheduled maintenance activities for each stormwater BMP in the development, performance evaluation protocol, and frequency of self-reporting requirements (including a proposed self-reporting form) on maintenance and performance. The plan and supporting documentation



- shall be submitted to Town engineer and Environmental Planner for approval prior to construction plan approval.
- 17. That, prior to issuance of a CO, a final plat, or the certification of a stormwater BMP, the Town may require a performance security to be posted for a period of two years per the provisions of Section 15-263(i).
- 18. That, prior to construction plan approval, the applicant obtain the required permissions and authorization from OWASA as they pertain to the proposed sewer system.
- 19. That the developer provide a written statement from the electrical utility stating that electric service can be provided to all locations shown on the construction plans prior to the approval of the construction plans.
- 20. That prior to construction plan approval the applicant demonstrate compliance with the outdoor lighting provisions of Section 15-242 and 243 of the LUO for the outdoor fixtures associated with the interim parking lot.
- 21. That, prior to issuance of the building permit for the parking deck expansion, the applicant must demonstrate that structurally and dimensionally sufficient secondary emergency access to the hotel is provided to the extent reasonably required by the Fire Department. This access shall require the review and approval of the Fire Department.
- 22. That fire flow calculations and building-sprinkler design (as required) must be submitted and approved by the Town Engineer and Town Fire Department prior to construction plan approval.
- 23. That the project be phased such that Phase A, beginning immediately will include the construction of the hotel, interim parking, and required stormwater BMPs. Phase B will begin by or before a five year period following the issuance of a certificate of occupancy of the new hotel.
- 24. That the Board hereby grants a deviation in the glazing requirements of Section 15-178 allowing 42% ground floor and 36.9% overall glazing due to the location of the building with respect to Main Street as described in the Appearance Commission's recommendation dated October 1st, 2015.
- 25. That prior to building permit approval and the issuance of a certificate of occupancy, the client demonstrate that the plans and the completed building incorporate the building design and performance measures described by the applicant's responses to the EAB's *Green and Sustainable Buildings Checklist*. These measures include, but are not limited to, reducing energy consumption by 20% from the standard model (ASHRAE/IESNA Standard 90.1-2004), using 30% materials with recycled content (per ISO 14021), using low-emitting materials for paints, adhesives, and materials, and, using high-albedo roofing materials. Such efforts will be in accordance with the standards referenced by the applicant in Attachment Q (attached herein) of the Board's agenda materials. The high-albedo roofing material shall exceed the EPA's Energy Star requirements, be listed with the Cool Roof Rating Council and be compliant with California's Title 24 Energy Efficiency Building Standards.
- 26. That prior to construction plan approval, the applicant submit materials to satisfy the Construction Management Plan provisions of Section 15-49(c1).
- 27. That proposed signage for Hilton Garden Inn must be presented to the Board of Aldermen for review prior to approval.
- 28. The developer proposes to use the existing parking garage that is part of the 300 East Main St. CUP (herein referred to as the "Property") to accommodate some of the parking requirements related to the construction of a 5-story Hilton Hotel at 390 E. Main Street. As a condition of approval of the modified Conditional Use Permit for 390 E. Main Street for the construction of a 5-story Hilton Hotel, the developer shall, within ninety (90) days of approval of the modified conditional use permit, cause a study to be conducted by a qualified professional of the actual usage of parking at the existing 300 East Main Street CUP parking garage and at the existing surface parking (together referred to as the "On-site Parking") at the Property. A report of the parking study shall be delivered to the Town within 150 days of approval of a modified Conditional Use Permit for 390 E. Main Street. If the results of such study show that the existing parking capacity of the On-site Parking is insufficient to meet the peak demand for parking generated by the existing uses at the Property, then the developer shall be required to present to the Town a plan demonstrating how the developer will provide additional parking or take other steps to meet the demand for parking generated by the existing uses at the Property and the hotel prior to the issuance of a building permit for the hotel.
- 29. The developer shall execute an option agreement to extend the existing parking lease and agreement with the Town in accordance with the Board of Alderman's resolution of March 8th, 2016 that authorizes this option agreement.

- 30. That the bike path connection at west side of the property must be paved and accessible to the public in the form of a ramp without utilizing steps.
- 31. That the applicant shall involve a LEED accredited professional with the ongoing design of the project and will use as many green building techniques as possible in their plans (for example: low impact design and development, resource efficiency, energy efficiency, water conservation and reuse, indoor environmental quality, homeowner education, etc.) and that the applicant shall utilize the LEED Green and Sustainable Buildings Checklist as a means of quantifying its contribution to sustainability.
- 32. That the following applicant responses to Town Environmental Checklists from the original agenda item material labeled "Attachment Q" and are to be included as conditions of this permit:

Construction activity pollution prevention

Yes, the architectural design team is committed to preventing pollution of the air with dust and particulate matter in accordance with the US EPA Construction General Permit and the National Pollution Discharge Elimination Program.

Stormwater

A bioretention area adjacent to the southern wall of the hotel will be constructed to treat the roof runoff for water quality and the overflow will be directed to an underground storage system to manage the peak flow runoff rates.

Heat island effect, non roof

Parking for the hotel will be in an underground parking garage which helps to eliminate the need for more surface parking. In addition trees will be planted adjacent to the street to the north of the hotel to provide shading for the asphalt.

Heat island effect, roof

The design at this time is for the roof to be white.

Light Pollution reduction

All lights for the project are to be building mounted at a height not to exceed 15 feet and to be full cutoff in design.

Water-efficient landscaping

A bioretention area will be planted with trees and shrubs designed to collect and treat roof runoff.

Other plantings are native (i.e. dogwoods) to this climate and do not require supplemental watering.

Water use reduction

Our goal is to reduce water use by 20%

Optimized energy performance

We plan to demonstrate that based on ASHRAE/IESNA Standard 90.1-2004 that all of the energy costs within and associated with the building project are at least 20% less than the standard model.

Renewable energy

We do not have plans to implement renewable energy at this time.

Construction waste management

We are committed to the goal of recycling all materials as practical including cardboard, metal, brick, acoustical ceiling panels, concrete, plastics, clean wood, glass, gypsum wallboard, carpet, and insulation.

Recycled content

We are setting a goal of 30% use of materials with recycled content per ISO 14021.

Regional Materials

We plan to use 30% of all project building materials that have been extracted, harvested or recovered as well as manufactured within a 500 mile radius of the project site.

Rapidly renewable materials

We plan to utilize building materials and products that are made from plants that have a harvest cycle that is typically 10 years or shorter, for at least 2.5% of the value of the total building materials.

Certified wood

We are not planning to meet this goal at this time.

Low-emitting materials

The project will be constructed with the following:

- \Box adhesives and sealants on the inside that comply with SCAQMD Rule 1168 for low or no VOC content,
- paints and coatings with GS-11 for walls and ceilings, GC-03, for anti-corrosive ferrous metal coatings; SCAQMD Rule 1113, for clear wood finishes, floor coatings, stains and shellacs,



- \Box carpet systems that meet the Carpet and Rug Institute's Green Label Plus program. Carpet adhesives shall not exceed 50 f/L,
- Composite wood and agrifiber products inside the building that do not include urea formaldehyde resins

Daylight and views

The design at this time will not achieve a minimum daylight illumination level of 25 footcandles at 30 inches above the floor in 75% of all regularly occupied areas.

Exhibit #36

Response to Sustainability Checklist

(please use Vision 2020 ID number below to relate response to checklist)

- 1.11 This project supports the development of greenways dedicated to public use along easements as there exists a bikeway along the southern boundary that is partially located on the project site. In addition a connector from the private street onto the bikeway will be constructed which will connect the bikeway to the 300 East Main St. CUP project and the Hilton Garden Inn project.
- 1.12 Not applicable because not parks or playfields are part of development.
- 1.45 This project will have a neighborhood meeting to encourage citizen participation in the planning of this project.
- 2.12 This project is not located in a sensitive area.
- 2.11 This project will remove what previously was a storage area for an automobile repair shop and replace it with an architecturally pleasing hotel which will provide accommodations and support space for people visiting Carrboro and for meetings. A bioretention stormwater feature and underground storage system will be installed to mitigate negative impacts to the stormwater system.
- 2.21 A bioretention area and semi-opaque screen will be provided between the railroad and adjacent multi-family use respectively, whereas there is no need for a buffer between this commercial use and the two commercial uses to the north and northeast. There are no trees per the town's criteria that will be removed on-site.
- 2.22 This project is clearly dense but due to the urban and commercial nature of the project there is limited open space.
- 2.23 The trees and shrubs that are proposed to be planted are from the Town's approved list or are non-invasive species.
- 2.31 The architectural design of the building is distinctive and interesting with multiple materials, much glazing and substantial shadow lines.
- 2.32 Not applicable since this isn't for single family or multi-family.
- 2.41 This project will be of similar size and height to the adjacent 300 East Main St. CUP Hotel and parking deck and will have access from Main Street and Boyd Street.
- 2.42 This project is utilizing an existing private street access to eliminate the need for any new streets as well as providing parking underneath the building reducing the need for surface parking with their associated heat island effect. This project will replace an unattractive view from the bikeway with a bioretention facility with its associated plantings.
- 2.43 This project will remove two utility poles and move the associated utilities underground. In addition this project will plant six trees adjacent to asphalt to help mitigate the adverse effects from heated pavement.
- 2.51 Noted.
- 2.52 Not applicable.
- 2.53 The project's load is within the capacity of the existing infrastructure.
- 3.1 A bioretention area and semi-opaque screen will be provided between the railroad and adjacent multifamily use respectively, whereas there is no need for a buffer between this commercial use and the two commercial uses to the north and northeast. There are no trees per the town's criteria that will be removed on-site.
- 3.2 This project is located in close proximity to the downtown and will help to enhance the social and economic aspect of the center of Carrboro.
- 3.21 The hotel project is building up and not out. In addition it is increasing the density of commercial development.
- 3.22 The design of this hotel structure is architecturally interesting and significant.
- 3.23 This hotel project will definitely provide enhanced lodging opportunities for the Town and provide meeting space and a supporting restaurant to attract patrons.
- 3.25 The lighting along the back of the Arts Center/Brewery/Cats Cradle will be improved as a result of this development.
- 3.27 Noted.
- 3.28 Not applicable since this isn't a residential development
- 3.31 Project is located close to existing shopping areas.



- 3.32 Our project is connected to the adjacent shopping areas by sidewalks.
- 3.5 Noted.
- 3.61 This project addresses this goal of economic diversity by providing a higher scale of lodging than presently exists in the downtown.
- 3.63 Currently this property is in a derelict condition. This project will therefore develop underutilized property in the downtown area.
- 4.11 Noted.
- 4.12 Not applicable as we have no roads connected to our development.
- 4.14 Noted.
- 4.15 Being a high density project it has the potential to support potential public transit routes (passenger rail).
- 4.21 With additional meeting space this project will provide support for special events.
- 4.31 The design of this project is sensitive to the adjacent bikeway and with the addition of a bikeway connector it will enhance its use.
- 4.32 Noted.
- 4.33 Noted.
- 4.41 Not applicable as we have no roads connected to our development.
- 4.51 A bikeway connector will be built as a part of this development.
- 4.52 A bikeway connector will be built as a part of this development.
- 4.61 Not applicable.
- 5.12 Not applicable.
- 5.13 Required recycling facilities will be provided.
- 5.21 Noted.
- 5.22 Stormwater features associated with this project are designed to help improve stormwater quality and quantity.
- 5.23 Stormwater features associated with this project are designed to help improve stormwater quality and quantity.
- 5.31 This project has the potential to enhance the adjacent railroad greenway by replacing an overgrown, unattractive and abandoned site with bioretention features as well as architecturally pleasing structure.
- 5.32 Not applicable to our site.
- 5.41 Noted.
- 5.51 Noted.
- 5.6 Not applicable to our site.
- 6.11 Not applicable to our site.
- 6.12 Not applicable to our site.
- 6.13 Not applicable to our site.
- 6.15 Noted.
- 6.16 Not applicable to our site.
- 6.17 Not applicable to our site.

This permit shall automatically expire within two years of the date of issuance if the use has not commenced or less than 10 percent (10%) of total cost of construction has been completed or there has been non-compliance with any other requirements of Section 15-62 of the Carrboro Land Use Ordinance.

All street construction on those streets proposed for acceptance by the Town of Carrboro shall be certified by an engineer. Engineering certification is the inspection by the developer's engineer of the street's subgrade, base material, asphalt paving, sidewalks and curb and gutter, when used. The developer's engineer shall be responsible for reviewing all compaction tests that are required for streets to be dedicated to the town. The developer's engineer shall certify that all work has been constructed to the town's construction specifications.

If this permit authorizes development on a tract of land in excess of one acre, nothing authorized by the permit may be done until the property owner properly executes and returns to the Town of Carrboro the attached acknowledgment of the issuance of this permit so that the town may have it recorded in the Orange County Registry.



NORTH CAROLINA ORANGE COUNTY

IN WITNESS WHEREOF, the Town of Carrboro has caused this permit to be issued in its name, and the undersigned being all of the property above described, do hereby accept this Conditional Use Permit, together with all its conditions, as binding upon them and their successors in interest.

THE TOWN OF CARRBORO

ATTEST:

(SEAL)

By Carri Carchers
Town Manager

I, Sharm & Mirmon, a Notary Public in and for said County and State, do hereby certify that Catherine Dorando, Town Clerk for the Town of Carrboro, personally came before me this day and being by me duly sworn says each for himself that she knows the corporate seal of the Town of Carrboro and that the seal affixed to the foregoing instrument is the corporate seal of the Town of Carrboro, that David Andrews, Town Manager of said Town of Carrboro and Catherine Dorando, Town Clerk for the Town of Carrboro subscribed their names thereto; that the corporate seal of the Town of Carrboro was affixed thereto, all by virtue of a resolution of the Board of Aldermen, and that said instrument is the act and deed of the Town of Carrboro.

IN WITNESS THEREOF, I have hereunto set by hand and notarial seal this the 10 day of

My Commission Physics 11 - 30 - 2018

Notary Public



NORTH CAROLINA ORANGE COUNTY

We, <u>Main Street Properties</u>, <u>LLC</u>, owners, do hereby acknowledge receipt of this Conditional Use Permit Modification. The undersigned representative for Main Street Properties, LLC does further acknowledge that no work may be done pursuant to this permit except in accordance with all of its conditions and requirements and that this restriction shall be binding upon them and their successors in interest.

MAIN STREET PROPERTIES, LLC

By:

5HERMAN BICHARDSON MOM.

(Print name and title)

(Signature)

NORTH CAROLINA ORANGE COUNTY

I, Kaning Aguilar, a Notary Public for said County and State, do hereby certify that

Sherman Richardson representing Main Street Properties a limited liability company, personally appeared before me this day and acknowledged the due execution of the foregoing instrument on behalf of the company.

Witness my hand and official seal this the 4 day of uly, 2007

Notary Public

My Commission Expires: March 14, 2018

(Not valid until fully executed and recorded)

PREPARED BY AND RETURN TO: TOWN CLERK, TOWN OF CARRBORO, 301 W. MAIN STREET, CARRBORO, N.C. 27510



April 11, 2021 Revised May 11, 2021

Minor Modification to Conditional Use Permit
The Butler Property – Temporary Use as a Town Owned and/or Operated Public
Parking Lot (15.810) and Accessory Use as Performance Space
PIN# 9788-96-8060, DB 5424245

Dear Town of Carrboro Planning Department:

Please find attached drawings and materials related to the minor modification for the Conditional Use Permit for 300 East Main. This modification relates to the use of the property referenced above as a temporary parking area and for accessory use as a space for outdoor performances. The parcel – informally known as the Butler parcel for the former owner's garage – is PIN# 9788-96-8060. The CUP issued by the Town of Carrboro was for a Hilton Garden Inn (hotel + parking).

We request that the Council consider this request immediately. The lot has sat vacant for several years, and is in a perfect location for these uses. As you know, we have requested a joint use of the lot for temporary parking area for the Town of Carrboro during the day, and the Cat's Cradle performance venue at night. Please see attached letter for description of this use by the Cradle.

We also ask that the lot be allowed to host a limited number of outdoor performances (detailed in attached letter named CC-Brewer-Sat. Parking + Events Proposal). Approval of this request is very time-sensitive as Frank Heath must book these potential shows well in advance of their dates.

Please let us know if you need any additional information.

Best regards,

Jim SpenceVAIA



February 25, 2021 Revised May 11, 2021

Proposed Minor Modification to Conditional Use Permit
Old Butler Garage Property – Main Street Properties of Chapel Hill, LLC –
PIN # 9778-96-8060

Proposed Use – 15.810 Town Owned and/or Operated Public Parking Lot + Accessory Use as Concerts/Outdoor Performances Space

Sweet D, LLC, DBA Cat's Cradle, proposes temporary use of the above-referenced lot in association with our zoning permit application to the Town of Carrboro. After discussion with town staff and the owners of the lot, we would like to request a three-way agreement between the Town of Carrboro, Main Street Properties of Chapel Hill, LLC (property owner) and Sweet D, LLC. We propose that the Town of Carrboro enter into a lease with Main Street Properties of Chapel Hill, LLC for use of the lot. Terms and length of this lease are to be negotiated between the parties. Sweet D, LLC would then enter into an agreement for use of the property (with specific use and time parameters) with the Town.

Modified Use Category

The existing use of the property is a vacant lot. The approved use per the CUP is for a hotel. The proposed temporary use of the lot is use 15.810 – Town owned and/or operated public parking lot. The accessory use to the temporary parking lot is a space for a limited number of outdoor performances. It is the intention of the owners of this property to develop the property at some point, but it is not currently expected to be developed for several years.

The proposed primary use of the lot is a satellite parking lot. During the daytime hours, this parking area would be utilized by the Town of Carrboro. During the evening hours, the lot would be as parking for concerts and other events at the proposed performance venue at 107 Brewer Lane. The lot is within 1,000 feet of the Brewer Lane lot as per the stipulations of our text amendment. The lot is proposed to have a parking load of approximately 100 vehicles during the day and 110 vehicles at night. Night-time parking would be monitored to allow for

the extra cars. Our proposal would be that the Town of Carrboro would have access to this parking during the day for employee or other parking. Sweet D, LLC (Cat's Cradle) would have access to the parking during its primary business hours (6 p.m. through 2 a.m. generally).

ADA Compliance

We plan to provide ADA compliance for the parking area by providing a number (2-4) accessible spaces with paved access to the Libba Cotten bike and pedestrian path. Accessible areas for viewing at the performance space will also be provided.

Connection to Libba Cotton Bike and Pedestrian Path

Sweet D, LLC would work with the Town to provide temporary pedestrian connections to both Boyd Street and the Libba Cotton bike path. The proposal would include two areas at the southeast and southwest ends of the lot which connect directly to the path. The fence which is on the Main Street Properties property will be modified/opened to allow users of the parking area to directly access the path. At least the easternmost connection will be paved to allow accessible entry to the path.

Parking During Outdoor Performances

The existing parking deck at 300 East Main will be available to be utilized for public parking for the events/performances. Some of the parking at the eastern side of the deck may be available for this purpose as well. The public will be encouraged to rideshare or take public or private transportation services for these events as well.

Use and Timing of the Lot for Outdoor Performances

In addition to the use of the lot for parking once the space at 107 Brewer Lane is renovated, Sweet D, LLC and the Cat's Cradle would like to request use of the Butler lot for intermittent outdoor performances. These performances would potentially occur as soon as Spring of 2021 and into the summer and fall. We understand that the Town of Carrboro and Main Street Properties, LLC would need to approve these events as an accessory to the primary use. They would also be subject to Orange County and State of North Carolina health and safety regulations regarding the Covid-19 pandemic.

Sweet D, LLC would agree to provide the Town of Carrboro and Main Street Properties, LLC of upcoming performances with fourteen (14) days of notice. It is anticipated that there would generally be approximately two, but no more than four events per month. The typical event would likely be in the afternoon or early evening. These events would be subject to the Town of Carrboro ordinances. We

Attachment D, Page 3

anticipate that most events would be over by 9 p.m. on weekdays and 10 p.m. on Friday or Saturday. Sweet D, LLC will provide staff and safety measures for these events.

Thank you and let us know if you need more information. We appreciate your consideration and ask that you approve the Minor Modification to the permit. This will allow important economic and cultural activity both this summer and into the next several years. It also will help one of Carrboro's most important institutions, the Cat's Cradle, survive and thrive in its new location.

Best,

Jim Spencer, AIA, LEED BD+C Jim Spencer Architects, PA

THE BUTLER PROPERTY, CARRBORO NC



VICINITY MAP, N.T.S.

ZONING SUMMARY INFORMATION

PIN NUMBER 9778-96-8060 EXISTING ZONING B1-C CU

PROPOSED ZONING B1-C CU EXISTING USES 3.00

APPROVED USE HOTEL

PROPOSED USE 15.810 TOWN OWNED AND/OR

OPERATED PUBLIC PARKING LOT

ACCESSORY USE OUTDOOR PERFORMANCE SPACE

IMPERVIOUS AREA SUMMARY

EXISTING 22,602 SF

DEMO 0 SF

PROPOSED 0 SF

VEHICLE PARKING SUMMARY

DAYTIME 100
NIGHTIME 110
ACCESSIBLE PARKING 4

DRAWING INDEX

CVR COVER

EC1 EXISTING CONDITIONS
SD1 PROPOSED SITE PLAN

SD2 ACCESSORY USE SITE PLAN

Property Owner:

Main Street Properties of Chapel Hill, LLC PO Box 2152 Chapel Hill, NC 27515

Tenant 1:

Town of Carrboro c/o Town Manager 301 West Main Street Carrboro, NC 27510

Tenant 2:

Frank Heath Sweet D, LLC DBA Cat's Cradle 300 East Main Street Carrboro, NC 27510

frank@catscradle.com

Architect:

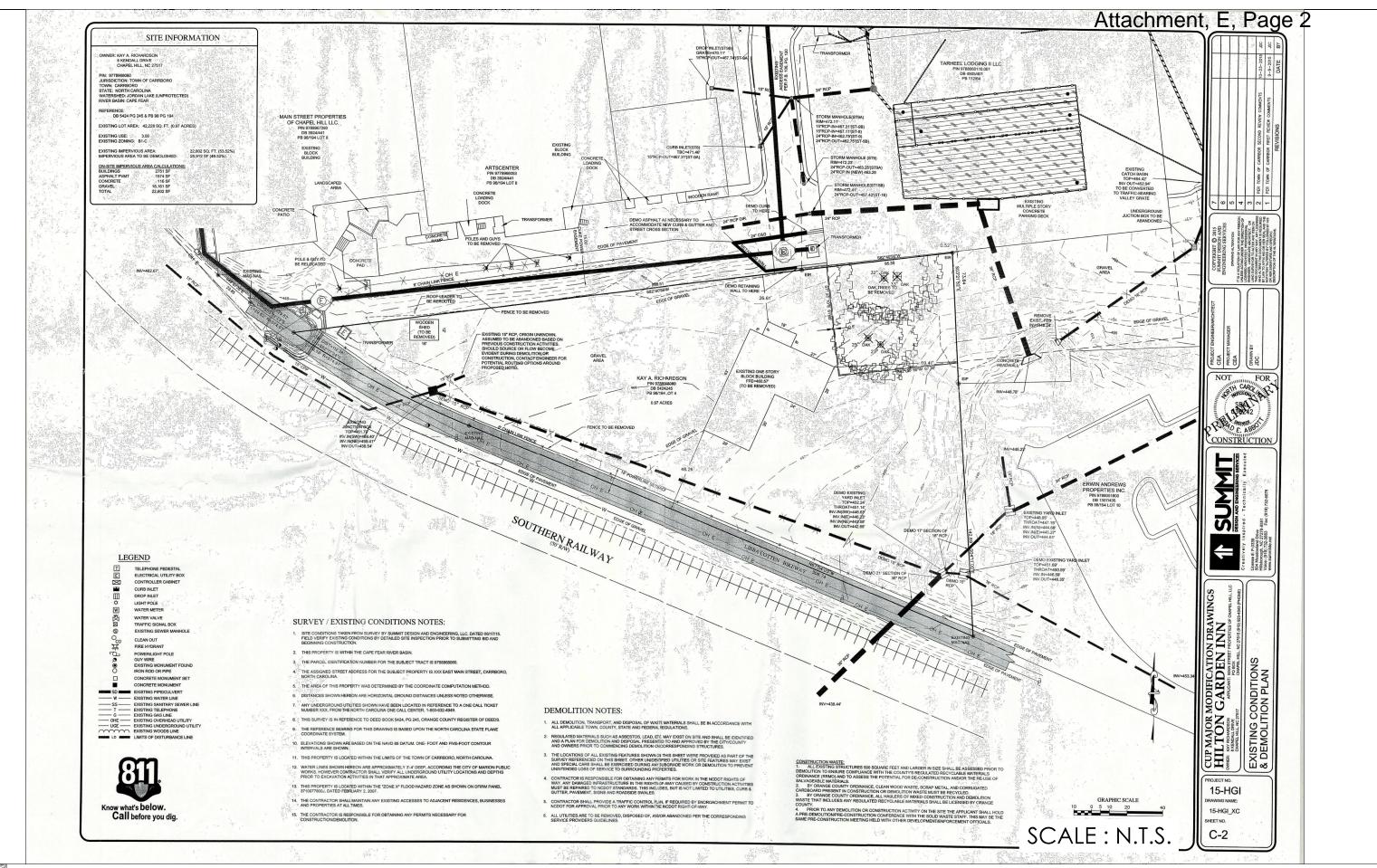
Jim Spencer, AIA, LEED BD+C Jim Spencer Architects, PA 109-A Brewer Lane Carrboro, NC 27510

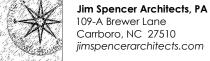
jspencerjsa@gmail.com 919.960.6680

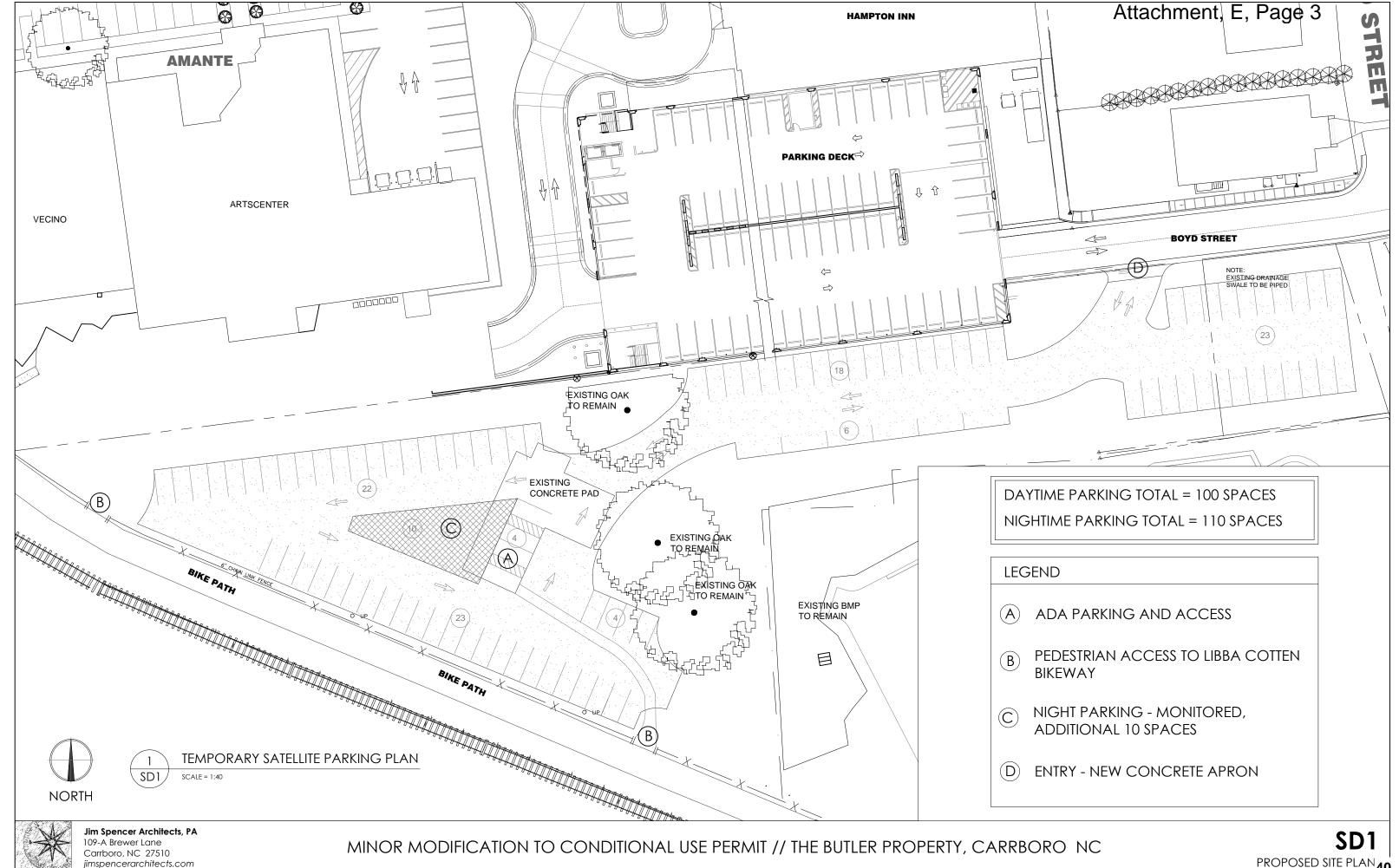


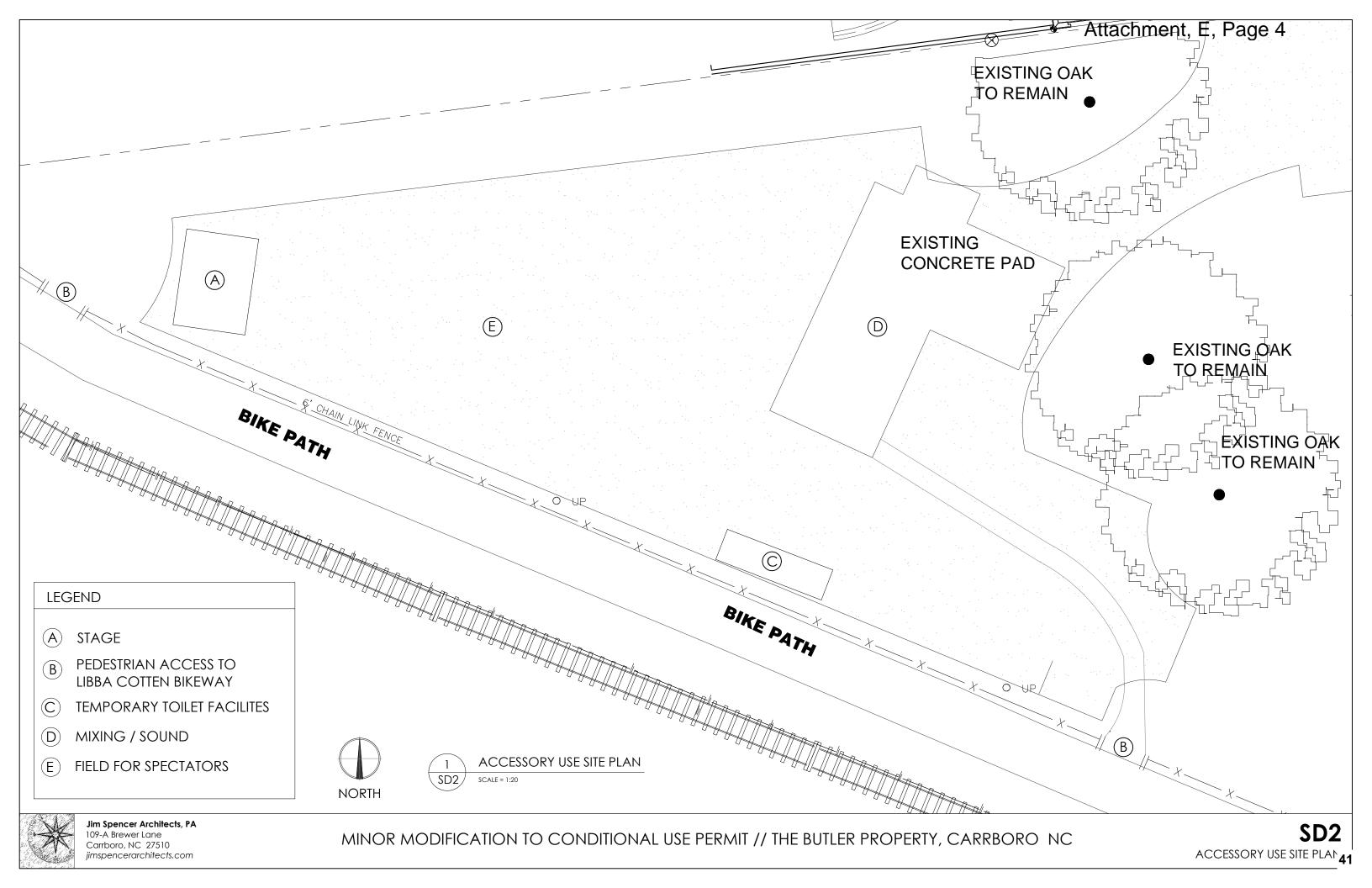
Jim Spencer Architects, PA 109-A Brewer Lane Carrboro, NC 27510 jimspencerarchitects.com













Town of Carrboro

Town Hall 301 W. Main St. Carrboro, NC 27510

Agenda Item Abstract

File Number:21-166

Agenda Date: 5/18/2021 File Type: Agendas

In Control: Board of Aldermen

Version: 1

TITLE:

Public Hearing on Text Amendments to the Land Use Ordinance to Establish Requirements for EV Charging Stations

PURPOSE: The purpose of this agenda item is for the Town Council to consider proposed amendments to the Land Use Ordinance that would add new requirements for EV charging stations and EV ready infrastructure to the existing parking standards in Article XVIII. A draft ordinance has been prepared. The consideration of an amendment to the Land Use Ordinance is a legislative decision; the Council must receive public input before reaching a decision on the draft ordinance.

DEPARTMENT: Planning

CONTACT INFORMATION: Christina Moon - 919-918-7325, cmailto:cmoon@townofcarrboro.org; Marty Roupe - 919-918-7333, mroupe@townofcarrboro.org; Patricia McGuire - 919-918-7327, pmcguire@townofcarrboro.org; Patricia McGuire - 919-918-7327, pmcguire@townofcarrboro.org; Nick Herman - 919-929-3905, gnherman@broughlawfirm.com

INFORMATION: Information provided in the most recent Energy and Climate Protection Plan and Community Climate Action Plan implementation update on January 21, 2020, included a memorandum from the Environmental Advisory Board with a request for new provisions to be added to the Land Use Ordinance to require the installation of EV charging stations and EV ready infrastructure for commercial and residential developments involving a certain number of required parking spaces (*Attachment B*). At the Town Council meeting on April 20th, there was also a request to include similar standards for parking spaces associated with common areas in residential subdivisions.

A draft ordinance has been prepared that closely follows these requests. If adopted, the Land Use Ordinance would be amended with new provisions in three areas: 1) new definitions relating to 'EV charging stations,' 'EV readiness' and 'Green Vehicles;' 2) new requirements for a percentage of parking spaces to be equipped with EV charging stations or EV readiness infrastructure (conduit and panel capacity) for all types of developments required to have at least 50 parking spaces; and 3) and new requirements for EV charging stations/readiness in the common area of residential subdivisions with at least 15 dwelling units. The fifteen or more threshold was identified because of the baseline requirement for recreation facilities and in Section 15-296(d); common area parking is typically associated with a club house or pool or similar recreation facility.

Agenda Date: 5/18/2021 File Type: Agendas

In Control: Board of Aldermen

Version: 1

The Town Council must receive public comments before adopting amendments to the Land Use Ordinance. The draft ordinance was referred to Orange County and presented at the Joint Advisory Board review meeting on May 6th. There was discussion at the joint review meeting regarding the requirement for a least one EV charging station to be placed in an ADA parking space (Section (i)(1)(c) in the draft ordinance). Possible alternative language for this provision included requiring a charging station adjacent to an ADA parking space or reducing the requirement from at least one ADA charging space, when there may be only two charging stations in the lot, to one EV charging station in an ADA space for every five EV charging stations. Comments are provided (Attachment C).

FISCAL & STAFF IMPACT: Public notice costs and staff time are associated with the review of text amendments for public hearings and advisory board review.

RECOMMENDATION: Staff recommends that the Town Council hold a public hearing to receive comment on the proposed text amendments. Public comment may be submitted to the Town Clerk up to 24 hours after the close of the public hearing. A subsequent agenda item will be scheduled for the Council to finish its deliberations and consider making a decision on the item, and a resolution of consistency will be provided at that time.

AN ORDINANCE AMENDING THE CARRBORO LAND USE ORDINANCE TO ESTABLISH REQUIREMENTS FOR ELECTRIC VEHICLE CHARGING STATIONS

DRAFT 04-30-2021

THE CARRBORO TOWN COUNCIL ORDAINS:

Section 1. Article XVIII, Section 15-290, Definitions, is amended to add three new definitions, "electric vehicle ready requirements," "electric vehicle charging station," "green vehicle," as listed below, and to renumber the subsequent definitions in alphabetical order.

- (3) ELECTRIC VEHICLE READY. Includes the installation of dedicated electric circuit and underground conduit required to run electricity to one EV charging parking spaces. For the purposes of this section, the dedicated circuit capacity for EV ready parking spaces shall be sized using Level 2 charging requirements.
- (4) ELECTRIC VEHICLE CHARGING STATION (EV Charging Station). Equipment that connects an electric vehicle to a source of electricity to recharge electric cars and plug-in hybrids. Also known as electric vehicle supply equipment (EVSE). EV charging stations are classified into three levels based on charging speeds:
 - Level 1 Level 1 Chargers use a 120 volt, alternating-current (AC) plug and require a dedicated circuit offering about five miles of range for everyone defined by the speed with which they provide a charge.
 - Level 2 Level 2 Chargers use a 240 volt, alternating-current (AC) plug provide 10 to 20 miles of range for every hour of charging.
 - Level 3 Level 3 Chargers use a 480 volt, direct-current (DC) plug, bypassing the onboard charger and providing DC electricity to the battery via a special charging port. Also known as fast chargers, Level 3 chargers provide up to 40 miles of range for every 10 minutes of charging.
- (5) GREEN VEHICLE. A vehicle designed to operate on fuels other than gasoline or diesel for reduced emissions. Examples of alternative fueled vehicles include those that run on electricity (electric or plug-in hybrid), compressed natural gas (CNG) or E85 (a mixture of about 85% ethanol and 15% gasoline).

Section 2. Section 15-291 is amended to by establishing a new subsection (i) read as follows:

(i) Developments approved after _____ shall include electric vehicle infrastructure in accordance with the standards of this subsection.

When the determination of the number of parking spaces required results in a requirement of a fractional space, any fraction of one-half or less may be discarded, while a fraction in excess of one-half staff be counted as one parking space

- (1) Requirement for EV charging stations.
 - a. In parking lots where the number of parking spaces required by subsection (g) is greater than 50 spaces, EV charging stations shall be installed in at least 3 percent of the spaces, with a minimum of two spaces.
 - b. EV charging stations must be separate from and in addition to preferred parking spaces for green vehicles.
 - c. At least one EV charging station shall be installed in a parking space that is ADA compliant.
 - d. EV charging stations shall provide Level 2 charging capacity or greater.
 - e. EV charging stations shall meet the standards for electrical connecters: SAE Surface Vehicle Recommended Practice J1772 or SAE Electric Vehicle Conductive Charge Coupler for compatibility with all types of chargers.
 - f. Each EV charging station shall be provided with signage listing the voltage and amperage levels, the available times of use, information relating to fees and/or other safety information. Signage and pavement markings shall comply with MUTCD standards.
 - g. Informational signage to guide motorists to the charging stations and/or other signage including website links and/or QR codes for information on energy, greenhouse gas emissions, or related data may be installed so long as the height or placement does not interfere with circulation or sight distances within the parking area or the entrance/exit of the parking facility.
- (2) Requirement for EV ready charging stations.
 - a. At least 20 percent of the total number of parking spaces required by subsection (g) shall be made EV ready.
 - b. Electrical panels labeled "EV ready" shall be provided at each parking space.
- (3) Residential subdivisions of fifteen or more dwelling units, subject to the open space and recreation facilities requirements of Article XIII of this chapter, shall provide at least one parking space with an EV charging station and one parking space with EV ready infrastructure at all common areas where parking is provided. If only one parking space is provided at the common area, it shall be equipped with EV ready infrastructure. All EV infrastructure and associated signage shall be maintained by the Homeowners Association in accordance with section 15-201.
- **Section 3.** All provisions of any Town ordinance or resolution in conflict with this ordinance are repealed.
 - **Section 4** This ordinance is effective upon adoption.

To: Patricia McGuire, Carrboro Planning Director

Subject: Petition to add Electric Vehicle Ready Requirements to the LUMO

Meeting Date: December 13, 2018

Recommendation: The Environmental Advisory Board (EAB) petitions the Board of Alderman to start a process to amend the Land Use Ordinance (LUO) to add Electric Vehicle Readiness requirements. The EAB has researched and developed the text below for new developments:

Whereas, the Town of Chapel Hill Transportation Advisory Board with concurrence from the Chapel Hill Environmental Stewardship Board petitioned the Chapel Hill Town Council to consider modifying the LUMO to include provisions for, under certain circumstances, either installation of a minimum number of operating EV-capable parking spaces or a minimum number of parking spaces pre-wired to facilitate upgrade to full EV-capability in the future;

Whereas, both of the Town of Carrboro and Town of Chapel Hill are leaders in environmental protection and carbon reduction efforts;

Whereas, both of the Town of Carrboro and Town of Chapel Hill have similar environmental goals;

Whereas, many other governmental entities have adopted similar regulations (See references);

Whereas, many building and trades organization have drafted guidelines for implementing EV readiness (See references);

Whereas, Vision 2020, dated December 5, 2000 outlines Town goals to mitigate climate change, lower carbon emissions and increase energy efficiency that align with this proposal, namely

• 5.50 Energy

- **5.51** The town should publicly promote every available means of energy conservation. The town's own alternative and renewable energy targets should include passive and active solar, and composted waste co-generation to fuel public vehicles and the heating of town facilities
- **5.52** The town should set a goal of reduced energy costs in all town buildings and increased fleet mileage for all town vehicles.

Whereas, the Town of Carrboro adopted the **Community Climate Action Plan**, Dated January 24, 2017 with various provisions that align with this proposal, namely,

- Transportation Recommendation #1: 50% Challenge (Page 28), Reduce Greenhouse Gas Emissions from Motor Vehicle Use by 50% by 2025.
- Carbon Free in 10 Years, Page 76, Year 5 Purchase an Electric car.

Whereas, the EAB has been recommending the following provisions in many SUP/CUP/rezoning reviews for almost a year with generally positive feedback from applicants,

Whereas, recommendations from the EAB are not legally enforceable,

Whereas, the EAB passed a motion to forward the proposal to Town government on December 13, 2018,

Therefore resolved, The EAB requests the following provisions be added to the Town of Carrboro LUO.

EV Ready Requirementsⁱ

These requirements apply to new or expanded parking lots and parking structures and developments which require a CUP or SUP or rezoning. They are not required retroactively for existing parking lots.

- 1. In parking lots with more than 50 spaces, EV charging stations installed in at least 3% of all parking spaces used by the project.
 - Minimum of two EV charging station parking spaces for each project. At least one of which must be ADA compliant, per NCDOT's guidelines.
 - Provide a Level 2 charging capacity (208 240 volts) or greater
 - Comply with the relevant regional or local standard for electrical connectors, such as SAE Surface Vehicle Recommended Practice J1772, SAE Electric Vehicle Conductive Charge Coupler so that they are compatible with all types of chargers
 - EV charging station spaces must be separate from and in addition to preferred parking spaces for green vehicles
- 2. Signage for parking of electric vehicles shall include:
 - o Information on the charging station to identify voltage and amperage levels and any time of use, fees, or safety information.
 - As appropriate, directional signs to effectively guide motorists to the charging station space(s).
 - Station(s) reserved for electric vehicles
 - QR code linking to Town website for greenhouse gas emissions generation information
- 3. 20% of all total parking spaces will be made "EV Ready" for charging stations, meaning:
 - Installation of dedicated electrical circuit and underground conduit required to run electricity to EV charging spot
 - Electrical panels labeled "EV Ready"

SUMMARY OF ENVIRONMENTAL ADVISORY BOARD ACTION

Vote: Motion O'Connor, Second Sinclair

Ayes: Sinclair, Turner, O'Connor

Nays: 0

ⁱReferences

- https://www.chargepoint.com/blog/contractors-guide-ev-ready-building-codes/
- http://www.transportationandclimate.org/ev-ready-codes-built-environment
- https://www.usgbc.org/credits/new-construction-core-and-shell-schools-new-construction retail-new-construction-healthca-25
- http://www.b3mn.org/guidelines2-2/s 12.html
- Full Electric Vehicle Ordinance Text
 http://www.codepublishing.com/WA/MountlakeTerrace/html/MountlakeTerrace19/MountlakeTerrace19126.html#19.126.070
- Siting and Design Guidelines for Electric Vehicle Supply Equipment
 http://www.transportationandclimate.org/sites/default/files/EV Siting and Design G
 uidelines.pdf
- http://files.masscec.com/research/WatertownCleanEnergyRoadmap.pdf
- http://www.theenergycollective.com/greatplainsinstitute/2417956/making-city-evready
- Reducing Barriers to Electric Vehicle Adoption through Building Codes https://aceee.org/files/proceedings/2012/data/papers/0193-000012.pdf
- Page 90 https://www.ladbs.org/docs/default-source/publications/misc-publications/2010ca-green-building-standards-code.pdf?sfvrsn=11
- Creating EV-Ready Towns and Cities: A Guide to Planning and Policy Tools
 http://www.transportationandclimate.org/sites/default/files/EVSE Planning and
 Policy Tool Guide.pdf
- City of Palo Alto EV Code https://www.cityofpaloalto.org/civicax/filebank/documents/42838
- Carrboro <u>Climate Action Plan</u>
 https://www.townofcarrboro.org/DocumentCenter/View/4116/Community-Climate-Action-Plan
- Carrboro Vision 2020 http://www.townofcarrboro.org/785/carrboro-vision-2020

TOWN OF CARRBORO



Planning Board

301 West Main Street, Carrboro, North Carolina 27510

RECOMMENDATION

THURSDAY, MAY 6, 2021

Land Use Ordinance Text Amendment to Establish Requirements for Electric Vehicle Charging Stations

Motion was made by Clinton and seconded by Gaylord-Miles that the <u>Planning Board</u> of the Town of Carrboro recommends that the Town Council <u>approve</u> the draft ordinance with the following comments:

- The percentage of EV ready spaces should be higher than 20%, since a higher proportion than that of the US fleet is projected to be electric within 5 years.
- The language regarding ADA spaces with charging stations needs to be clarified so that the number of non-EV ADA spaces is not reduced.

VOTE:

AYES: (10) Clinton, Fray, Poulton, Foushee, Gaylord-Miles, Tooloee, Sinclair, Mangum, Posada, Baker

NOES: (0)

ABSTENTIONS: (0)

ABSENT/EXCUSED: (1) Amina

Associated Findings

By a unanimous show of hands, the <u>Planning Board</u> membership indicated that no members have any financial interests that would pose a conflict of interest to the adoption of this amendment.

Motion was made by <u>Foushee</u> and seconded by <u>Posada</u> that the Planning Board of the Town of Carrboro finds the proposed amendment is consistent with Carrboro's climate action policies to reduce greenhouse gas emissions, encourage renewable energy and energy conservation as expressed in the energy provisions in Carrboro Vision2020, 5.50; the Community Climate Action Plan; and the municipal focused Energy and Climate Protection Action Plan.

Furthermore, the <u>Planning Board</u> of the Town of Carrboro finds the proposed text amendment is reasonable and in the public interest by providing increased access to electric vehicle charging infrastructure.

VOTE:

AYES: (10) Clinton, Fray, Poulton, Foushee, Gaylord-Miles, Tooloee, Sinclair, Mangum, Posada, Baker

NOES: (0)

ABSTENTIONS: (0)

ABSENT/EXCUSED: (1) Amina

Catherine Fray
O5/11/2021
(Chair) (Date)

Signature Certificate

Document Ref.: YAMOS-OFAX4-SM7YE-ZHGVZ

Document signed by:



Catherine Fray

E-mail: cadamson@alumni.unc.edu Signed via link

136.56.97.97



Document completed by all parties on: 11 May 2021 17:57:45 UTC Page 1 of 1



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TOWN OF CARRBORO



Transportation Advisory Board

301 West Main Street, Carrboro, North Carolina 27510

RECOMMENDATION

THURSDAY, MAY 6, 2021

Land Use Ordinance Text Amendment to Establish Requirements for Electric Vehicle Charging Stations

Motion was made by Swan and seconded by Davis that the Transportation Advisory Board of the Town of Carrboro recommends that the Town Council approve the draft ordinance, provided the following concerns are addressed:

Under Section 2(i)(1), language is added to ensure that the placement of EV charging stations does not interfere with ADA accessibility to the building, sidewalk, or other areas of the parking lot;

AND

Section 2(i)(1)(c) is revised to ensure that all EV charging stations are installed in a parking space that is an ADA compliant, non-reserved, accessible parking space.

VOTE:

AYES: (5) Pcolar, Brown, Swan, Keefe, Jones-Peretto

NOES: (2) Alexander, Davis

ABSTENTIONS: ()
ABSENT/EXCUSED: ()

Associated Findings

By a unanimous show of hands, the TAB membership indicated that no members have any financial interests that would pose a conflict of interest to the adoption of this amendment.

Motion was made by Pcolar and seconded by Jones-Peretto that the TAB of the Town of Carrboro finds the proposed amendment is consistent with Carrboro's climate action policies to reduce greenhouse gas emissions, encourage renewable energy and energy conservation as expressed in the energy provisions in Carrboro Vision 2020, 5.50; the Community Climate Action Plan; and the municipal focused Energy and Climate Protection Action Plan.

Furthermore, the TAB of the Town of Carrboro finds the proposed text amendment is reasonable and in the public interest by providing increased access to electric vehicle charging infrastructure.

VOTE

AYES: (6) Pcolar, Brown, Swan, Keefe, Jones-Peretto, Davis

NOES: (1) Alexander ABSTENTIONS: (0) ABSENT/EXCUSED: (0)

Dave Pcolar	May 6, 2021
(Chair)	(Date)

TOWN OF CARRBORO



Environmental Advisory Board

301 West Main Street, Carrboro, North Carolina 27510

RECOMMENDATION

THURSDAY, MAY 6, 2021

Land Use Ordinance Text Amendment to Establish Requirements for Electric Vehicle Charging Stations

Motion was made by <u>Christine Schalkoff</u> and seconded by <u>MariaJulia Echart</u> that the <u>Environmental Advisory Board</u> of the Town of Carrboro recommends that the Town Council adopt the draft ordinance, noting the following:

Make clear that the required ADA space is <u>in addition</u> to ADA spaces otherwise required and provided Make sure residential requirement also includes 3 percent and 20 percent requirements when common area parking reaches threshold

Decrease the threshold for the requirement from 50 to 35 or more

Continue to examine/explore other ways to incentivize the inclusion of alternative fueling infrastructure Consider potential of proposed state law allowing local governments to enforce use of electric vehicle charging on

private parking lots
Staff check on enforcement authority for overstaying at electric vehicle charging stations in public locations
If clean energy source, promote those electric vehicle charging stations accordingly

VOTE:

AYES: (5) Blanco, Brandon, Echart, Kaufman, Schalkoff

NOES: (0)

ABSTENTIONS: (0) ABSENT/EXCUSED: (0)

Associated Findings

By a unanimous show of hands, the <u>Environmental Advisory Board</u> membership indicated that no members have any financial interests that would pose a conflict of interest to the adoption of this amendment.

Motion was made by <u>Christine Schalkoff</u> and seconded by <u>Nambdi Brandon</u> that the <u>Environmental Advisory Board</u> of the Town of Carrboro finds the proposed amendment consistent with Carrboro's climate action policies to reduce greenhouse gas emissions, encourage renewable energy and energy conservation as expressed in the energy provisions in Carrboro Vision2020, 5.50; the Community Climate Action Plan; and the municipal focused Energy and Climate Protection Action Plan.

Furthermore, the <u>Environmental Advisory Board</u> of the Town of Carrboro finds the proposed text amendment is reasonable and in the public interest by providing increased access to electric vehicle charging infrastructure.

VOTE:

AYES: (5) Blanco, Brandon, Echart, Kaufman, Schalkoff

NOES: (0)

ABSTENTIONS: (0) ABSENT/EXCUSED: (0)

<u>Kathy Kaufman by Patricia J. McGuire 5/14/2021</u> (Chair) (Date)

ORANGE COUNTY PLANNING & INSPECTIONS DEPARTMENT Craig N. Benedict, AICP, Director

Administration (919) 245-2575 (919) 644-3002 (FAX) www.orangecountync.gov



131 W. Margaret Lane P O Box 8181 Hillsborough, North Carolina, 27278



TRANSMITTAL DELIVERED VIA EMAIL

April 21, 2021

Christina Moon, AICP Planning Administrator Town of Carrboro 301 W. Main St. Carrboro, NC 27510

SUBJECT: Joint Planning Review of Proposed Ordinance Amendments

Dear Tina:

Thank you for the opportunity to review the following Land Use Ordinance amendments received by us on April 18, 2021 and proposed for town public hearing on May 18, 2021:

 An Ordinance Amending the Carrboro Land Use Ordinance to Establish Requirements for Electric Vehicle Charging Stations.

We have reviewed the amendments and find no inconsistency with the adopted *Joint Planning Area Land Use Plan*.

If you have any questions or need additional information, please let me know.

Sincerely,

Perdita Holtz, AICP

Perdita Holtz

Planning Systems Coordinator

ARTICLE XVIII

PARKING

Section 15-290 Definitions.

Unless otherwise specifically provided or unless clearly required by the context, the words and phrases defined below shall have the meaning indicated when used in this section.

- (1) **CIRCULATION AREA.** That portion of the vehicle accommodation area used for access to parking or loading areas or other facilities on the lot. Essentially, driveways and other maneuvering areas (other than parking aisles) comprise the circulation area.
- (2) **DRIVEWAY**. That portion of the vehicle accommodation area that consists of a travel lane bounded on either side by an area that is not part of the vehicle accommodation area.
- (3) **GROSS FLOOR AREA.** The total area of a building measured by taking the outside dimensions of the building at each floor level intended for occupancy or storage.
- (4) **LOADING AND UNLOADING AREA**. That portion of the vehicle accommodation area used to satisfy the requirements of Section 15-300.
- (5) **PARKING AREA AISLES.** That portion of the vehicle accommodation area consisting of lanes providing access to parking spaces. (**AMENDED 2/4/86**)
- (6) **PARKING SPACE.** A portion of the vehicle accommodation area set for the parking of one vehicle.
- (7) **VEHICLE ACCOMMODATION AREA.** That portion of a lot that is used by vehicles for access, circulation, parking and loading and unloading. It comprises the total of circulation areas, loading and unloading areas, and parking areas.
- (8) **VEHICLE STORAGE AREA.** That portion of a vehicle accommodation area used in connection with a 9.200 or 9.400 classification use as a place to park vehicles temporarily while they are waiting to be worked on or pending the pick-up of such vehicles by their owners.

Section 15-291 Number of Parking Spaces Required.

- (a) Subject to Section 15-292.1, all developments shall provide a sufficient number of parking spaces to accommodate the number of vehicles that ordinarily are likely to be attracted to the development in question. In addition, all 9.200 and 9.400 classification uses shall provide sufficient vehicle storage area to accommodate the number of vehicles likely to be on the premises awaiting work or pending removal of their owners. (AMENDED 2/4/86; 5/18/04)
- (b) The presumptions established by this article are that: (i) a development must comply with the parking standards set forth in subsection (g) to satisfy the requirement stated in subsection (a), and (ii) any development that does meet these standards is in compliance. However, the Table of Parking Standards is only intended to establish a presumption and should be flexibly administered, as provided in Section 15-292.

- (c) Uses in the Table of Parking Requirements [subsection (g)], are indicated by a numerical reference keyed to the Table of Permissible Uses, Section 15-146. When determination of the number of parking spaces required by this table results in a requirement of a fractional space, any fraction of one-half or less may be disregarded, while a fraction in excess of one-half shall be counted as one parking space.
- (d) With respect to any parking lot that is required to be paved (see Section 15-296): (AMENDED 9/13/83)
 - (1) The number of parking spaces required by this article may be reduced by a total of one space if the developer provides a bikerack or similar device that offers a secure parking area for at least five bicycles.
 - (2) In non-residential districts, the number of parking spaces required by this article may be reduced by one space for each motorcycle pad provided, up to a total of five percent of the required number of spaces.
- (e) Whenever a building is constructed with the intention that it be used in whole or in part for use classification 2.120, 2.220, 2.320, 3.120, or 3.220, the building shall be constructed on the lot in such a manner that sufficient usable space remains on the lot to add the additional parking spaces that would be required to convert the use of the building entirely to use classification 2.110, 2.210, 2.310, 3.110, or 3.210. In addition, whenever a developer proposes to construct a building to be used for purposes that require a lesser number of parking spaces than other uses to which the building might well be put at some future date, the administrator shall send to the developer a certified letter explaining that sufficient space should be left on the lot to add parking spaces at a later time if required. (AMENDED 2/4/86)
- (f) The Board recognizes that the Table of Parking Requirements set forth in subsection (g) cannot and does not cover every possible situation that may arise. Therefore, in cases not specifically covered, the permit-issuing authority is authorized to determine the parking requirements using this table as a guide. In addition, the Board of Aldermen may authorize a reduction of up to 25 percent in the parking requirement when approving a Village Mixed Use Master Plan or Conditional Use Permit or an Office/Assembly development Conditional Use Permit. Land necessary to meet the full, presumptive, parking requirement must be identified during the plan approval process and must be reserved should the need for additional parking arise in the future. (AMENDED 05/25/99)
 - (g) Table of Parking Requirements (AMENDED 11/28/06)

	Part I.
<u>Use</u>	PARKING REQUIREMENT (EXCEPT AS NOTED IN PART II OF THIS TABLE)
1.100	2 spaces per dwelling unit plus one space per room rented out in each dwelling unit (see Accessory Uses, Section 15-150). These required spaces shall be in addition to any space provided within an enclosed or partially enclosed garage. (AMENDED 2/24/84; 08/27/96)

USE	PART I. PARKING REQUIREMENT (EXCEPT AS NOTED IN PART II OF THIS TABLE)		
1.200	2 spaces for each dwelling unit, except that one bedroom units require only one space.		
1.300	With respect to multi-family units located in buildings where each dwelling unit has an entrance and living space on the ground floor, the requirement shall be 1½ spaces for each one bedroom unit and 2 spaces for each unit with two or more bedrooms. Multi-family units limited to persons of low- or moderate-income or the elderly require only 1 space per unit. All other multi-family units require 1 space for each bedroom in each unit plus 1 additional space for every four units in the development. (AMENDED 5/10/83)		
1.340 1.350	1 space per every four dwelling units. (AMENDED 01/11/00) 2 spaces for each dwelling unit, except that one bedroom units require only one space. (AMENDED 10/22/19)		
1.410 1.420	1 space for each bedroom.		
1.430	1 space for each room to be rented.		
1.510	1 space per room plus additional spaces for restaurant or other facilities. (AMENDED 11/28/06)		
1.61 1.62 1.63	3 spaces for every five beds except for uses exclusively servicing children under 16, in which case 1 space for every 3 beds shall be required.		
1.900 1.910	4 spaces for offices of physicians or dentists; 2 spaces for attorneys; 1 space for all others. 4 spaces for offices of physicians or dentists; 2 spaces for attorneys; 1 space for all		
	others, plus one space for each non-resident employee. (AMENDED 10/22/19)		
2.110	1 space per 200 square feet of gross floor area.		
2.120 2.130	1 space per 400 square feet of gross floor area.		
2.140	1 space per 200 square feet of gross floor area plus reservoir lane capacity equal to three spaces per window. (AMENDED 2/4/86)		
2.150	1 space per 200 square feet in the portion of the building to be used for retail sales plus 1 space for every two employees on the maximum shift. (AMENDED 04/15/97)		
2.210	1 space per 200 square feet of gross floor area. (AMENDED 2/4/86)		
2.220 2.230	1 space per 400 square feet of gross floor area.		

Hor	PART I.		
<u>USE</u> 2.240	PARKING REQUIREMENT (EXCEPT AS NOTED IN PART II OF THIS TABLE) 1 space per 200 square feet of gross floor area plus reservoir lane capacity equal to		
	three spaces per window.		
2.250	(AMENDED 10/23/18)		
2.310	1 space per 200 square feet of gross floor area.		
2.320	1 space per 400 square feet of gross floor area.		
2.330	1 space per 400 square feet of gross floor area.		
3.110	1 space per 200 square feet of gross floor area.		
3.120	1 space per 400 square feet of gross floor area.		
3.130 3.131	1 space per 150 square feet of gross floor area. (AMENDED 10/23/18)		
3.150	1 space per 200 square feet of ground floor area. (AMENDED 06/20/95)		
3.210	1 space per 200 square feet of gross floor area.		
3.220	1 space per 400 square feet of gross floor area.		
3.230	1 space per 200 square feet of area within main building plus reservoir lane capacity equal to five spaces per window (10 spaces if window serves two stations).		
3.250	3 spaces arranged in close proximity to this use. (AMENDED 09/01/92)		
3.260	1 space for every full time employee; 1 space for every 2 part time employees; 1 space for every 3 volunteers; 1 space for every 20 seats in the portion of the building used for dining and 1 space for every 100 square feet of the building dedicated toward meeting or educational space (depending on programming needs, this requirement may apply to the kitchen and dining spaces). (AMENDED 03/22/16)		
4.100 4.200	1 space for every two employees on the maximum shift except that in the B-1-G, B-2, B-3, and B-4 zones, such uses may provide 1 space per 200 square feet of gross floor area.		
5.110	1.75 spaces per classroom in elementary schools 5.0 spaces per classroom in high schools.		
5.120	1 space per 100 square feet of gross floor area.		
5.130	1 space per 150 square feet of gross floor area.		
5.200	1 space per every four seats in the portion of the church building to be used for services plus spaces for any residential use as determined in accordance with the parking requirements set forth above for residential uses, plus 1 space for every 200 square feet of gross floor area designed to be used neither for services nor residential purposes.		
5.310 5.320	1 space per 300 square feet of gross floor area.		

<u>Use</u>	PART I. PARKING REQUIREMENT (EXCEPT AS NOTED IN PART II OF THIS TABLE)	
5.400	1 space per 300 square feet of gross floor area.	
6.110	1 space for every 3 persons that the facilities are designed to accommodate when fully utilized (if they can be measured in such a fashion example tennis courts or bowling alleys) plus 1 space per 200 square feet of gross floor area used in a manner not susceptible to such calculation.	
6.120 6.130	1 space for every four seats.	
6.140	1 space for every 200 square feet of gross floor area within enclosed buildings (AMENDED 2/2/88)	
6.210 6.220	1 space per 200 square feet of area within enclosed buildings, plus 1 space for every 3 persons that the outdoor facilities are designed to accommodate when used to the maximum capacity.	
6.230	Miniature golf course – 1 space per 300 square feet of golf course area plus 1 space per 200 square feet of building gross floor area; Driving range – 1 space per tee plus 1 space per 200 square feet in building gross floor area; Par Three Course – 2 spaces per golf hole plus 1 space per 200 square feet of building gross floor area.	
6.240	1 space per horse that could be kept at the stable when occupied to maximum capacity.	
6.250	1 space for every three seats.	
6.260	1 space per speaker outlet.	
7.100	2 spaces per bed.	
7.200	3 spaces for every 5 beds	
7.300 7.400	1 space for every two employees on maximum shift.	
8.100	1 space per 100 square feet of gross floor area. (AMENDED 2/24/87)	
8.200	1 space for every four outside seats. (AMENDED 2/24/87)	
8.300	1 space for each drive-in service spot. (AMENDED 2/24/87)	
8.400	Reservoir lane capacity equal to five spaces per drive-in window. (AMENDED 2/24/87)	
8.500	Spaces to be determined according to projected level of carry-out service. (AMENDED 2/24/87)	
8.600	1 space per 200 square feet of floor area plus one space per employee engaged in delivery service. (AMENDED 2/24/87)	

USE	PART I. PARKING REQUIREMENT (EXCEPT AS NOTED IN PART II OF THIS TABLE)
8.800	1 space per 100 square feet of performing arts space plus additional spaces for associated and accessory uses as indicated in this table, either Part I or Part II, whichever is less. (AMENDED 11/27/18)
9.100	1 space per 200 square feet of gross floor area plus an extra 810 square foot vehicle storage area per repair bay.
9.200	2 regular spaces per bay plus a 1,540 square foot vehicle storage area per bay. (AMENDED 2/4/86)
9.300	1 space per 200 square feet of gross floor area of building devoted primarily to gas sales operation; plus sufficient parking area to accommodate 2 vehicles per pump without interfering with other parking spaces.
9.400	2 regular spaces per bay and office plus an 810 square foot vehicle storage area per bay. (AMENDED 2/4/86, 10/20/92)
9.500	Conveyer type1 space for every three employees on the maximum shift plus reservoir capacity equal to five times the capacity of the washing operation. Self-service type2 spaces for drying and cleaning purposes per stall plus two reservoir spaces in front of each stall.
10.210 10.220	1 space for every two employees on the maximum shift but not less than 1 space per 5,000 square feet of area devoted to storage (whether inside or outside).
11.000	1 space per 200 square feet of gross floor area.
12.100 12.200	1 space per 200 square feet of gross floor area.
13.100 13.200 13.300 13.400	1 space per 200 square feet of gross floor area.
14.100 14.200 14.300 14.400	1 space for every 2 employees on maximum shift.
15.100 15.200	1 space per 200 square feet of gross floor area.
15.300	1 space for every 2 employees on maximum shift.
15.400	1 space per 100 square feet of gross floor area.
15.500	1 space per 400 square feet of gross floor area of the collection facility plus 1 space

llo-	PART I.		
<u>Use</u>	PARKING REQUIREMENT (EXCEPT AS NOTED IN PART II OF THIS TABLE) per employee or attendant. (AMENDED 6/28/83)		
16.100	1 space per 200 square feet of gross floor area plus reservoir lane capacity equal to three spaces per window.		
16.200	1 space per 200 square feet of gross floor area.		
19.000	1 space per 1,000 square feet of lot area used for storage, display, or sales. (AMENDED 5/12/81)		
20.000 21.000	1 space per 200 square feet of gross floor area.		
22.000	1 space for every employee plus 1 space per 250 square feet of floor area used for day care in addition to spaces for any residential use as determined in accordance with the parking requirements set forth above for residential uses.		
23.000	1 space per 200 square feet of gross floor area.1 space per room plus additional space for restaurant or other facilities.		
34.000 34.100 34.200	1 space per room plus additional spaces for restaurant or other facilities. 2 spaces per main dwelling unit plus 1 space per room. (AMENDED 06/22/99; 11/28/06)		
	PART II. (APPLIES TO PROPERTIES LOCATED WITHIN THE B-1(C), B-1(G), AND B-2 ZONING DISTRICTS		
USE	PARKING REQUIREMENT		
1.100 1.200 1.300	1 per bedroom and no more than 2 1 per bedroom and no more than 2 1 per bedroom and no more than 2		
1.500	.75 per room (Note: This does not include parking for associated conference and/or restaurant facilities.)		
2.000 3.000	1 per 300 square feet of gross floor area 1 per 400 square feet of gross floor area D 02/04/07, 01/11/00, 5/18/04)		

(AMENDED 02/04/97; 01/11/00; 5/18/04)

(h) Bicycle parking shall be provided in accordance with the provisions of this subsection by all developments that fall within the use classifications shown in the following Table of Bicycle Parking Standards.

When determination of the number of spaces required by this table results in a requirement of a fractional space, any fraction of one-half or less shall be disregarded, while a fraction in excess of one-half shall be counted as one space.

	Table of Bicycle Parking Standards (AMENDED 11/27/18)		
Use	Bicycle Parking Requirement		
1.300	1.5 spaces per unit		
2.100	1 space per 10 presumptively required auto spaces, with a minimum of 5 spaces		
2.200			
2.300			
3.100	1 space per 10 presumptively required auto spaces, with a minimum of 5 spaces		
3.200			
3.260	1 space for every 5 seats in the portion of the building used for dining		
5.100	1 space per 10 students plus 1 space per 10 employees		
6.200	1 space per 4 presumptively required auto spaces		
8.100	1 space per 10 presumptively required auto spaces, with a minimum of 5 spaces		
8.200			
8.800			
10.100	1 space per 10 auto spaces, with a minimum of 5 spaces		
34.100	1 space per 5 rooms, up to 50 rooms; 1 space per 10 rooms above 50 rooms		

(AMENDED 6/19/12; 3/22/16)

Section 15-292 Flexibility in Administration Required (AMENDED 10/23/18)

- (a) The Board recognizes that due to the particularities of any given development, the inflexible application of the parking standards set forth in Subsection 15-291(g) may result in a development either with inadequate parking space or parking space far in excess of its needs. The former situation may lead to traffic congestion or parking violations in adjacent streets as well as unauthorized parking in nearby private lots. The latter situation results in a waste of money as well as a waste of space that could more desirably be used for valuable development or environmentally useful open space. Therefore, as suggested in Section 15-191, the permit-issuing authority may permit deviations from the presumptive requirements of Subsection 15-291(g) and may require more parking or allow less parking whenever it finds that such deviations are more likely to satisfy the standard set forth in subsection 15-291(a). In addition, that same flexible approach shall be followed with respect to the vehicle storage area requirements set forth in the preceding table.
- (a1) The Board also recognizes that due to the particularities of any given development, the inflexible application of bicycle parking standards set forth in Subsection 15-291(h) and 15-295.1 may result in a development either with inadequate parking space or parking space in excess of its needs. Therefore, the permit-issuing authority may permit deviations from the presumptive requirements of Subsection 15-291(h) and 15-295.1 may require more or less bicycle parking subject to the criteria in Subsection 15-292(b1).
- (b) Without limiting the generality of the foregoing, the permit-issuing authority may allow deviations from the parking requirements set forth in Subsection 15-291(g) when it finds that:
 - (1) A residential development is irrevocably oriented toward the elderly;

- (2) A residential development is located on a bus line, is located in close proximity to the central business district, and is committed to a policy of placing restrictions on the vehicle ownership of its tenants.
- (3) A business is primarily oriented to walk-in trade.
- (b1) The permit-issuing authority may allow deviations from the bicycle parking requirements set forth in Subsection 15-291(h) when it finds at least one of the following:
 - (1) A residential development is irrevocably oriented toward the elderly, and or persons with disabilities; or
 - (2) A residential or commercial development is located on a lot, constrained by size or topography, such that the installation of the presumptive number bicycle parking spaces that comply with the Design Standards for Bicycle Parking in Section 15-295.1 is impracticable. In those cases, the development shall instead provide the maximum number of bicycle parking spaces practicable.
- (c) Whenever the permit-issuing authority allows or requires a deviation from the presumptive parking requirements set forth in subsections 15-291(g), 15-291(h) and 15-295.1, it shall enter on the face of the permit the parking requirement that it imposes and the reasons for allowing or requiring the deviation.
- (d) If the permit-issuing authority concludes, based upon information it receives in the consideration of a specific development proposal, that the presumption established by subsections 15-291(g) and 15-291(h) for a particular use classification is erroneous, it shall initiate a request for an amendment to the Table of Parking Requirements in accordance with the procedures set forth in Article XX.

Section 15-292.1 Payment of Fee In Lieu of Providing Parking Spaces

- (a) With respect to properties within the B-1(C), B-1(G), and B-2 districts that are developed for commercial purposes, the permit issuing authority may authorize the developer to forego the construction of parking spaces otherwise required on the developer's property pursuant to the provisions of Section 15-291 of this Article for commercial uses if (i) the permit issuing authority finds that the parking needs of such development can be met by public parking facilities that are located or expected to be constructed within a reasonable time within reasonable proximity to the proposed development, and (ii) the developer pays to the town for each such space that is not constructed a fee in lieu of providing that space in an amount determined as provided in subsection (b) of this section. This fee shall be paid before an occupancy permit is issued to the development, unless the permit issuing authority by condition establishes another time.
- (b) The amount of the fee authorized by this section shall be determined by estimating the cost of providing a paved parking space (including land and improvement costs) that meets

the requirements of this Article. This determination shall be made annually and the fee shall be included in the Miscellaneous Fees and Charges Schedule adopted by the Board of Aldermen.

(c) Any fees collected in accordance with this section shall be reserved and used exclusively to meet the purposes for which they have been obtained as specified above in subsection (a).

Section 15-293 Parking Space Dimensions (AMENDED 9/13/83)

- (a) Subject to subsection (b) and (c), parking spaces shall contain a rectangular area at least eight and one-half feet wide and eighteen feet long. Lines demarcating parking spaces may be drawn at various angles in relation to curbs or aisles, as long as the parking spaces so created contain within them the rectangular area required by this section. (AMENDED 2/5/08)
- (b) In parking areas containing ten or more spaces, up to 40% of the parking spaces may be set aside for the exclusive use of compact cars, provided the compact car area is designated for exclusive use by compact cars, and that adequate signs are provided designating and informing the public of the exclusive use. A compact parking space shall contain a rectangular area eight feet wide and fifteen feet long. (AMENDED 4/24/12)
- (c) Wherever parking consists of spaces set aside for parallel parking, one foot shall be added to the minimum required width, and three feet to the minimum required length.
- (d) Motorcycle pads shall contain a rectangular area at least four feet wide and eight feet long. Spaces shall be located at either end of parking aisles and shall have, centered, a concrete or metal strip one square foot in area to accommodate the use of kick stands.

Section 15-294 Required Width of Parking Area Aisles (AMENDED 5/18/04)

(a) Subject to subsections (b) and (c) parking area aisles shall have a minimum width between parking spaces as follows: (AMENDED 6/26/84)

	STANDARD, OR NON-SUBCOMPACT AREA PARKING ANGLE			
AISLE TYPE	0 °	45°	60°	90°
ONE WAY	13	13	18	24
TWO WAY	19	21	23	24

(b) In parking areas where subcompact spaces are provided pursuant to 15-293(b) of this ordinance, parking aisle spaces adjoining subcompact spaces shall have a minimum width between such parking spaces as follows:

	STANDARD AREA PARKING ANGLE			
AISLE TYPE	0 °	45°	60°	90°
ONE WAY	13	13	14	20
TWO WAY	19	21	23	24

- (c) The width of a parking aisle serving 90° angle parking may be reduced to eighteen feet if (i) not more than ten spaces are to be served by an aisle with such reduced width, and (ii) the aisle "dead ends", i.e., is not used as an access way to other areas. (AMENDED 6/26/84)
- (d) Driveways shall be not less than ten feet in width for one way traffic and eighteen feet in width for two way traffic, except that ten foot wide driveways are permissible for two way traffic when (i) the driveway is not longer than fifty feet, (ii) it provides access to not more than ten spaces, and (iii) sufficient turning space is provided so that vehicles need not back into a public street. (AMENDED 6/26/84)
- (e) Notwithstanding the other provisions of this section, the permit issuing authority may allow the use of geometric standards other that those specified in this section if the permit issuing authority finds that (i) the plans for the vehicle accommodation area are sealed by a registered engineer with recognized expertise in parking facility design, and (ii) the alternative design will satisfy off-street parking requirements as adequately as would a facility using the specifications set forth in this section and would otherwise be consistent with public safety.

Section 15-295 General Design Requirements (AMENDED 5/18/04)

- (a) Vehicle accommodation areas shall be designed so that, without resorting to extraordinary movements, vehicles may exit such areas without backing onto a public street. This requirement does not apply to parking areas consisting of driveways that serve one or two dwelling units.
- (b) Every vehicle accommodation area shall be designed so that vehicles cannot extend beyond the perimeter of such area onto adjacent properties or public rights-of-way. Such areas shall also be designed so that vehicles do not extend over sidewalks or tend to bump against or damage any wall, vegetation, or other obstruction.
- (c) Circulation areas shall be designed so that vehicles can proceed safely without posing a danger to pedestrians or other vehicles and without interfering with parking areas.
 - (d) Vehicle storage areas are not required to observe any particular configuration but shall be so located and designed so that the entire amount of required square footage of such areas can be used for the purpose intended without creating any substantial danger of

- injury to persons or property and without impeding vehicular movement in the adjacent street. (AMENDED 2/4/86)
- (e) To the extent practicable, parking shall not be allowed between a building façade and a street right-of-way in the B-1(c), B-1(g), and B-2 zoning districts.

Section 15-295.1 Design Standards for Bicycle Parking (AMENDED 6/19/12; 11/19/13)

- (a) Bicycle parking may be located in any parking area or in other locations that are easily accessible, clearly visible from the entrance it serves, and do not impede pedestrian or motorized vehicle movement into or around the site. At least 50 percent of bicycle parking shall be sheltered. Designating space for bicycle parking within buildings is an option to consider when feasible.
- (b) When a percentage of the required motorized vehicle spaces are provided in a structure, an equal percentage of the required bicycle spaces shall be located inside that structure, unless an equivalent number of other accessible covered bicycle parking spaces are located elsewhere on the site.
- (c) Where bicycle parking facilities are not clearly visible to approaching cyclists, signs shall be posted to direct cyclists to the facilities.
- (d) Facilities shall provide at least a 30 inch clearance from the centerline of each adjacent bicycle rack/support structure and at least 24 inches from walls or other obstructions.
- (e) An aisle or other space shall be provided for bicycles to enter and leave the facility. The aisle shall have a width of at least four feet to the front or the rear of a standard six-foot bicycle parked in the facility.
- (f) Each bicycle parking space shall be sufficient to accommodate a bicycle at least six feet in length and two feet wide. Overhead clearance shall be at least seven feet.
- (g) Bicycle parking spaces shall be clearly marked as such and shall be separated from motorized vehicle parking by some form of physical barrier designed to protect a bicycle from being hit by a motorized vehicle.
- (h) Each bicycle parking space shall be provided with some form of stable frame permanently anchored to a foundation to which a bicycle frame and both wheels may be conveniently secured using either a chain and padlock or a U-lock. The frame shall support a bicycle in a stable position without damage to the frame, wheels, or components. The rack designs commonly known as "inverted U", "A", and "post-and-loop" are pre-

ferred types. The "wave", "toast", and "comb" racks, as described in Chapter 7, Figure 7-60, of the Comprehensive Bicycle Transportation Plan, are discouraged and shall not count toward fulfillment of the requirements in Sec. 15-291(h). (AMENDED 11/19/13)

(i) Bicycle racks should be designed and constructed according to Design Guidelines of the Carrboro Bicycle Plan.

Section 15-296 Vehicle Accommodation Area Surfaces

- (a) Subject to subsections (e), (f), (g), and (h) vehicle accommodation areas that (i) include lanes for drive-in windows; (ii) are required to contain more than 1,000 square feet of vehicle storage area; or (iii) contain parking areas that are required to have more than ten parking spaces and that are used regularly at least five days per week shall be graded and surfaced with asphalt, concrete or other material that will provide equivalent protection against potholes, erosion, and dust. Specifications for surfaces meeting the standard set forth in this subsection are contained in Appendix D. (AMENDED 2/4/86; 3/4/86; 6/26/90; 5/6/03)
- (b) Vehicle accommodation areas that are not provided with the type of surface specified in subsection (a) shall be graded and surfaced with crushed stone, gravel, or other suitable material (as provided in the specifications set forth in Appendix D) to provide a surface that is stable and will help to reduce dust and erosion. The perimeter of such parking areas shall be defined by bricks, stones, railroad ties, or other similar devices. In addition, whenever such a vehicle accommodation area abuts a paved street, the driveway leading from such street to such area (or, if there is no driveway, the portion of the vehicle accommodation area that opens onto such streets), shall be paved as provided in subsection (a) for a distance of fifteen feet back from the edge of the paved street. This subsection shall not apply to single-family residences, duplexes, multi-family residences consisting of two dwelling units, homes for the handicapped or infirm, or other uses that are required to have only one or two parking spaces.
- (c) Parking spaces in areas surfaced in accordance with subsection (a) shall be appropriately demarcated with painted lines or other markings. Parking spaces in areas surfaced in accordance with subsection (b) shall be demarcated whenever practicable.
- (d) Vehicle accommodation areas shall be properly maintained in all respects. In particular, and without limiting the foregoing, vehicle accommodation area surfaces shall be kept in good condition (free from potholes, etc.) and parking space lines or markings shall be kept clearly visible and distinct.
- (e) Vehicle accommodation areas that constitute 10.100 classification uses (independent automobile parking lots or garages) and that contain more than ten parking spaces shall meet the surfacing requirements set forth in subsection (a) unless it clearly appears that the 10.100 classification use is intended to be temporary (not exceeding four years). In no event may the 10.100 use continue for more than four years unless the lot is paved in accordance with this subsection. Notwithstanding the provisions of Article VIII (Nonconforming Situations), (i) any parking lot made nonconforming by this subsection on its effective date shall be brought into compliance within twelve months after the

effective date, and (ii) unpaved temporary 10.100 uses in operation on the effective date of this subsection must be paved or terminated within one year thereafter or four years from the initial use of such lot, whichever comes later. (AMENDED 3/11/86)

- (f) The paving requirement of subsection (a) shall not apply to parking areas owned or leased by the town that are used for public parking for a period of time less than four years. If such areas are used for parking for a period in excess of four years, then such areas must be paved if otherwise required under the standards set forth in subsection (a). (AMENDED 3/4/86)
 - (g) The paving requirement of subsection (a) shall not apply to any lot within the B-1(c) zoning district. However, lots that would otherwise be required to be paved but for this exception shall be required to comply with the shading provisions set out in Subsection 15-317. (AMENDED 6/26/90)
 - (h) When any tract of land is developed under circumstances requiring the issuance of a special or conditional use permit, and paving is required per Section 15-296(a), the vehicle overhang area located behind a parking stop may be unpaved as shown in Appendix D-3. (AMENDED 5/6/03)

Section 15-297 Joint Use of Required Parking Spaces (AMENDED 5/18/04)

- (a) One parking area may contain required spaces for several different uses, but except as otherwise provided in this section, the required space assigned to one use may not be credited to any other use.
- (b) To the extent that developments that wish to make joint use of the same parking spaces operate at different times, the same spaces may be credited to both uses. For example, if a parking lot is used in connection with an office building on Monday through Friday but is generally 90% vacant on weekends, another development that operates only on weekends could be credited with 90% of the spaces on that lot. Or, if a church parking lot is generally occupied only to 50% of capacity on days other than Sunday, another development could make use of 50% of the church lot's spaces on those other days.
 - (c) With respect to properties within the B-1(c), B-1(g), and B-2 districts where two or more use classifications on the same site have two or more distinct peak parking usage periods, the number of parking spaces required may be reduced to the amount that results from dividing the total number of spaces otherwise required by the following ratios:

Use Classifications	Reduction Ratio
2.000 and 3.000 uses	1.2
2.000 and 1.500 uses	1.3
2.000 and 1.100/1.200/1.300 uses	1.2
3.000 and 1.500 uses	1.7
3.000 and 1.100/1.200/1.300	1.4
1.500 and 1.100/1.200/1.300	1.1

(d) If the joint use of the same parking spaces by two or more principal uses involves satellite parking spaces, then the provisions of Section 15-298 are also applicable.

<u>Section 15-297.1 Creation of Public Parking Lots from Private Parking Areas</u> (AMEND-MENT 4/15/03)

Notwithstanding any other provision of this chapter, within the B-1(c) and B-1(g) zoning districts:

- (1) The town may acquire through lease or purchase portions of one or more lots and create out of the area so acquired an independent parking lot (use classification 10.100);
- (2) Acquisition by the town and use of portions of lots as provided in this section shall not be regarded as creating a non-conforming situation with respect to parking on such lots or making any existing situation more non-conforming with respect to parking.
- (3) When the town acquires and uses portions of lots as provided in this section, the number of spaces within the public parking lot so created that are attributable to the portion of the parking lot acquired from each "donor" lot shall be regarded as still being located on each "donor" lot for purposes of determining whether each "donor" lot complies with the parking requirements of this article.

Section 15-298 Satellite Parking

- (a) If the number of off-street parking spaces required by this chapter cannot reasonably be provided on the same lot where the principal use associated with these parking spaces is located, then spaces may be provided on adjacent or nearby lots in accordance with the provisions of this section. These off- site spaces are referred to in this section as "satellite" parking spaces.
- (b) All such satellite parking (except spaces intended for employee use or spaces required in relation to use 8.800, Performing Arts Space) may be located within 1000 feet of the public entrance of a principal building housing the use associated with such parking. (AMENDED 11/27/18)
- (c) The developer wishing to take advantage of the provisions of this section must present satisfactory written evidence that he has the permission of the owner or other person in charge of the satellite parking spaces to use such spaces. The developer must also sign an acknowledgment that the continuing validity of his permit depends upon his continuing ability to provide the requisite number or parking spaces.
- (d) Subject to subsection (e), persons who obtain satellite parking spaces in accordance with this section shall not be held accountable for ensuring that the satellite parking areas from which they obtain their spaces satisfy the design requirements of this article. (AMENDED 3/11/86)

(e) Satellite parking may be obtained from an independent automobile parking lot or garage [use classification 10.100, see definition subdivision 15-15(32.1)]. However, if a separate lot is owned by an enterprise needing off-site parking and is leased by that enterprise for a period of more than four years (including automatic renewals or renewal options) and is used as a parking lot by that enterprise (and others may lawfully be excluded), then such off-site lot shall be regarded as part of the lot on which the enterprise is located for purposes of the paving and other design requirements of this chapter. (AMENDED 3/11/86)

Section 15-299 Special Provisions for Lots With Existing Buildings and Lots within Neighborhood Preservation Districts (AMENDED 9/26/89)

- (a) Notwithstanding any other provisions of this chapter, whenever (i) there exists a lot with one or more structures on it constructed before the effective date of this chapter, and (ii) a change in use to other than a performing arts space (use classification 8.800) that does not involve any enlargement of a structure is proposed for such lot, and (iii) the parking requirements of Section 15-291 that would be applicable as a result of the proposed change cannot be satisfied on such lot because there is not sufficient area available on the lot that can practicably be used for parking, then the developer need only comply with the requirements of Section 15-291 to the extent that (i) parking space is practicably available on the lot where the development is located, and (ii) satellite parking space is reasonably available as provided in Section 15-298. However, if satellite parking subsequently becomes reasonably available, then it shall be a continuing condition of the permit authorizing development on such lot that the developer obtain satellite parking when it does become available. (AMENDED 11/27/18)
- (b) Whenever the neighborhood preservation district commission determines that the number of parking spaces otherwise required by this article for a development within the neighborhood preservation district would render such development incongruous with the special character of the district, it may recommend that the permit-issuing authority wholly or partially waive such parking requirements. Upon such recommendation, the permit-issuing authority may authorize a lesser number of parking spaces than that presumptively required under this article if it concludes that such deviation (i) will not create problems due to increased on-street parking and (ii) will not constitute a threat to public safety. (AMENDED 09/26/89)

Section 15-300 Loading and Unloading Areas.

- (a) Whenever the normal operation of any development requires that goods, merchandise, or equipment be routinely delivered to or shipped from that development, a sufficient off-street loading and unloading area must be provided in accordance with this section to accommodate the delivery or shipment operations in a safe and convenient manner.
- (b) The loading and unloading area must be of sufficient size to accommodate the numbers and types of vehicles that are likely to use this area, given the nature of the development in question. The following table indicates the number and size of spaces that, presumptively, satisfy the standard set

Art. XVIII PARKING

forth in this subsection. However, the permit-issuing authority may require more or less loading and unloading area if reasonably necessary to satisfy the foregoing standard.

GROSS LEASABLE AREA OF BUILDING	NUMBER OF SPACES WITH MINIMUM DIMENSIONS OF 12'x 55' AND OVERHEAD CLEARANCE OF 14' FROM THE STREET GRADE	
1,000 - 19,999	1	
20,000 - 79,999	2	
80,000 - 127,999	3	
128,000 - 191,999	4	
192,000 - 255,999	5	
256,000 - 319,999	6	
320,000 - 391,999	7	
Plus one (1) for each additional 72,000 square feet or fraction thereof.		

- (c) Loading and unloading areas shall be so located and designed that the vehicles intended to use them can (i) maneuver safely and conveniently to and from a public right-of-way, and (ii) complete the loading and unloading operations without obstructing or interfering with any public right-of-way or any parking space or parking lot aisle.
- (d) No area allocated to loading and unloading facilities may be used to satisfy the area requirements for off-street parking, nor shall any portion of any off-street parking area be used to satisfy the area requirements for loading and unloading facilities.

Section 15-301 No Parking Indicated Near Fire Hydrants.

Whenever a fire hydrant is located adjacent to any portion of a vehicle accommodation area required to be paved under subsection 15-296(a), the pavement shall be clearly marked to indicate that parking within fifteen feet of such hydrant is prohibited. (AMENDED 4/27/82)

Section 15-302 Limitation on the Total Lot Coverage Devoted to Surface Parking

No development approved after the effective date of this section may construct more than 110 percent of the number of parking spaces determined by the permit issuing authority to be necessary to satisfy the requirements of Section 15-291.

Section 15-303 Reserved.



Town of Carrboro

Town Hall 301 W. Main St. Carrboro, NC 27510

Agenda Item Abstract

File Number:21-165

Agenda Date: 5/18/2021 File Type: Agendas

In Control: Board of Aldermen

Version: 1

TITLE:

Consideration of Proposed Text Amendments Relating to Dimensional Requirements in the B-1 (C) and B-1(G) Districts and Permit Requirements for Town-Owned and Operated Facilities **PURPOSE:** The purpose of this item is for the Town Council to continue its deliberation on a draft ordinance to amend the Land Use Ordinance relating to the dimensional requirements in the B-1(C) and B-1(G) zoning districts, and permitting requirements for town-owned and operated facilitates. The amendments have been identified in relation to the 203 project.

DEPARTMENT: Planning

CONTACT INFORMATION: Christina Moon - 919-918-7325, cmailto:cmoon@townofcarrboro.org; Patricia McGuire - 919-918-7327, pmcguire@townofcarrboro.org; Marty Roupe - 919-918-7333, mroupe@townofcarrboro.org; Nick Herman - 919-929-3905, herman@broughlawfirm.com

INFORMATION: On February 16, 2021, the Town Council held a public hearing on a draft ordinance to amend Land Use Ordinance provisions to relating to dimensional requirements in the B-1(C) and B-1(G) districts and permit requirements for Town-owned and operated facilities to advance the 203 Project (Town of Carrboro - Meeting of Town Council on 2/16/2021 at 7:00 PM (legistar.com)

">https://carrboro.legistar.com/MeetingDetail.aspx?ID=823939&GUID=3D78913E-0653-46D9-A733-8346B5C8DC69&Options=&Search=>">https://carrboro.legistar.com/MeetingDetail.aspx?ID=823939&GUID=3D78913E-0653-46D9-A733-8346B5C8DC69&Options=&Search=>">https://carrboro.legistar.com/MeetingDetail.aspx?ID=823939&GUID=3D78913E-0653-46D9-A733-8346B5C8DC69&Options=&Search=>">https://carrboro.legistar.com/MeetingDetail.aspx?ID=823939&GUID=3D78913E-0653-46D9-A733-8346B5C8DC69&Options=&Search=>">https://carrboro.legistar.com/MeetingDetail.aspx?ID=823939&GUID=3D78913E-0653-46D9-A733-8346B5C8DC69&Options=&Search=>">https://carrboro.legistar.com/MeetingDetail.aspx?ID=823939&GUID=3D78913E-0653-46D9-A733-8346B5C8DC69&Options=&Search=>">https://carrboro.legistar.com/MeetingDetail.aspx?ID=823939&GUID=3D78913E-0653-46D9-A733-8346B5C8DC69&Options=&Search=>">https://carrboro.legistar.com/MeetingDetail.aspx?ID=823939&GUID=3D78913E-0653-46D9-A733-8346B5C8DC69&Options=&Search=>">https://carrboro.legistar.com/MeetingDetail.aspx?ID=823939&GUID=3D78913E-0653-46D9-A733-8346B5C8DC69&Options=&Search=>">https://carrboro.legistar.com/MeetingDetail.aspx?ID=823939&GUID=3D78913E-0653-46D9-A733-8346B5C8DC69&Options=&Search=>">https://carrboro.legistar.com/MeetingDetail.aspx?ID=823939&GUID=3D78913E-0653-46D9-A733-8346B5C8DC69&Options=&Search=>">https://carrboro.legistar.com/MeetingDetail.aspx?ID=823939&GUID=3D78913E-0653-46D9-A733-8046B5C8DC69&Options=&Search=>">https://carrboro.legistar.com/MeetingDetail.aspx?ID=823939&GUID=3D78913E-0653-46D9-A733-8046

The proposed amendments were referred to Orange County and presented at the joint advisory board meeting on February 4, 2021. Comments are provided (Attachment D). Members of the advisory boards requested that the language in the draft ordinance relating to maximum building height be modified to exclude certain mechanical systems and solar infrastructure from the standard. The draft ordinance has been revised to reflect this change.

FISCAL & STAFF IMPACT: There is no fiscal impact associated with bring this item back to the

Agenda Date: 5/18/2021 File Type: Agendas

In Control: Board of Aldermen

Version: 1

Council for decision. Public notice costs and staff time are associated with the review of text amendments for public hearings and advisory board review.

RECOMMENDATION: Staff recommends that the Council consider adopting the resolution for consistency (*Attachment A*) and the draft ordinance (*Attachment B*).

A RESOLUTION ADOPTING A STATEMENT EXPLAINING THE TOWN COUNCIL'S REASONS FOR ADOPTING AN AMENDMENT TO THE TEXT OF THE CARRBORO LAND USE ORDINANCE (N.C. Gen. Stat. 160A-383)

WHEREAS, an amendment to the text of the Carrboro Land Use Ordinance has been proposed, which amendment is described or identified as follows: A LAND USE ORDINANCE AMENDING THE CARRBORO LAND USE ORDINANCE RELATING TO DIMENSIONAL REQUIREMENTS IN THE B-1(C) AND B-1(G) DISTRICTS AND PERMIT REQUIREMENTS FOR TOWN-OWNED AND OPERATED FACILITIES.

NOW, THEREFORE, the Town Council of the Town of Carrboro Resolves:

Section 2. The Town Council's action is reasonable and in the public interest for the following reason(s):

The proposed text amendment is reasonable and consistent with the public health, safety and welfare by furthering the Town's efforts toward providing improved access to new public facilities.

Section 3. Therefore, the Carrboro Town Council has: <u>approved / denied</u> the proposed amendment to the text of the Carrboro Land Use Ordinance.

Section 4. This resolution becomes effective upon adoption.

Adopted by the Carrboro Town Council this 18th day of May 2021.

AN ORDINANCE AMENDING THE CARRBORO LAND USE ORDINANCE RELATING TO DIMENSIONAL REQUIREMENTS IN THE B-1(C) AND B-1(G) DISTRICTS AND PERMIT REQUIREMENTS FOR TOWN-OWNED AND OPERATED FACILITIES

Draft 5-12-21

THE TOWN COUNCIL OF THE TOWN OF CARRBORO ORDAINS:

- **Section 1**. Subsection 15-185(a), Building Height Limitations, is amended by adding a new provision (5) to read as follows:
- (5) With respect to structured parking decks where the underlying zoning is B-1(c) or B-1(g), so long as the parking deck is substantially serving the use on the lot on which it is located, the maximum height for the parking deck and associated appendages such as stair towers, elevator shafts excluding mechanical equipment and solar collectors, shall not exceed 60 feet along any elevation. The DNP district requirements in subsection 15-185.1 shall not apply.
- **Section 2**. Subsection 15-185.1(h), Downtown Neighborhood Protection Overlay District Requirements, is amended with an additional sentence to read as follows:
- (h) Notwithstanding the permit requirements established in Sections 15-146 and 15-147, if a developer proposes to construct within those areas of the DNP district where the underlying zoning is B-1(c) a building that exceed two stories in height, or where the underlying zoning is B-1(g) a building that exceeds three stories, a conditional use permit must be obtained. Use classification 15.800, Town-owned and/or Operated Facilities and Services are not subject to this requirement.
- **Section 3.** All provisions of any town ordinance in conflict with this ordinance are repealed.
 - **Section 4.** This ordinance shall become effective upon adoption.

AN ORDINANCE AMENDING THE CARRBORO LAND USE ORDINANCE RELATING TO DIMENSIONAL REQUIREMENTS IN THE B-1(C) AND B-1(G) DISTRICTS AND, PERMIT REQUIREMENTS FOR TOWN-OWNED AND OPERATED FACILITIES, AND CANOPY COVERAGE STANDARDS

Draft 05-12-21

THE TOWN COUNCIL OF THE TOWN OF CARRBORO ORDAINS:

- **Section 1**. Subsection 15-185(a), Building Height Limitations, is amended by adding a new provision (5) to read as follows:
- (5) With respect to structured parking decks where the underlying zoning is B-1(c) or B-1(g), so long as the parking deck is substantially serving the use on the lot on which it is located, the maximum height for the parking deck and associated appendages such as stair towers, elevator shafts <u>excluding and</u> mechanical equipment <u>and</u>, <u>including</u> solar collectors, shall not exceed 60 feet along any elevation. The DNP district requirements in subsection 15-185.1 shall not apply.
- **Section 2**. Subsection 15-185.1(h), Downtown Neighborhood Protection Overlay District Requirements, is amended with an additional sentence to read as follows:
- (h) Notwithstanding the permit requirements established in Sections 15-146 and 15-147, if a developer proposes to construct within those areas of the DNP district where the underlying zoning is B-1(c) a building that exceed two stories in height, or where the underlying zoning is B-1(g) a building that exceeds three stories, a conditional use permit must be obtained. Use classification 15.800, Town-owned and/or Operated Facilities and Services are not subject to this requirement.
- Section 3. Subsection 15-319(b), Tree Canopy Coverage Standards, is rewritten as follows:
- (b) Modifications to the Canopy Coverage Standards. The permit issuing authority may approve a development application that does not fully comply with the canopy coverage standards when it finds that the application substantially (50% or more) complies with these standards and that such a deviation:
 - (1) Enables a Net Zero GHG Emissions building achieved through energy efficiency and renewable energy generated on-site or imported from off-site; or
 - (2) Is in exchange for a payment in lieu that is equivalent to the cost of acquiring the space necessary for planting the trees that will not be planted on the site to meet the full tree canopy requirement. The payments must be equivalent to the cost of acquiring the space for the trees to be planted at a cost equivalent to the value of the property where the development is being built.
- **Section 34.** All provisions of any town ordinance in conflict with this ordinance are repealed.
 - **Section 45.** This ordinance shall become effective upon adoption.

TOWN OF CARRBORO

Planning Board

301 West Main Street, Carrboro, North Carolina 27510

RECOMMENDATION

THURSDAY, FEBRUARY 4, 2021

Land Use Ordinance Text Amendment Relating to Dimensional Requirements in the B-1(C) and B-1(G) Districts, Permit Requirements for Town-Owned and Operated Facilities and Canopy Coverage Standards

Motion was made by <u>Foushee</u> and seconded by <u>Posada</u> that the <u>Planning Board</u> of the Town of Carrboro recommends that the Town Council approve the draft ordinance with the following modifications.

With regard to the proposed section 1 of the draft ordinance, we feel the current language has the potential to force applicants to choose between taking full advantage of the allowable height permitted by the underlying zoning and using roof top solar for shade. Please update the language to ensure that solar and shading features are not disadvantaged even if doing so requires increasing the maximum height.

With regard to the proposed section 3 of the draft ordinance, the updated standards may be appropriate for certain downtown zones but not residential areas or parks. We are not sure that the idea of the payment in lieu is realistic as described. Additional alternatives to canopy might include: green walls, solar devices that shade, high albedo roofing and ground cover.

VOTE:

AYES: (8) Clinton, Foushee, Fray, Gaylord-Miles, Mangum, Posada, Poulton and Sinclair

NOES: (0)

ABSTENTIONS: (0)

ABSENT/EXCUSED: (1) Tooloee

Associated Findings

By a unanimous show of hands, the <u>Planning Board</u> membership indicated that no members have any financial interests that would pose a conflict of interest to the adoption of this amendment.

Motion was made by <u>Gaylord-Miles</u> and seconded by <u>Poulton</u> that the <u>Planning Board</u> of the Town of Carrboro finds the proposed amendment <u>is</u> consistent with the policies in Carrboro Vision2020, particularly the support of a centrally located and conveniently accessible library as described in provision 1.22, the development and placement of architecturally significant civic buildings in the downtown to support downtown vitality as expressed in provision 2.22, and the improvement of downtown infrastructure as noted in provision 3.21.

Furthermore, the <u>Planning Board</u> of the Town of Carrboro finds the proposed text amendment is reasonable and in the public interest by furthering the Town's efforts toward providing improved access to new public facilities.

VOTE:

AYES: (8) Clinton, Foushee, Fray, Gaylord-Miles, Mangum, Posada, Poulton and Sinclair

NOFS: (0)

ABSTENTIONS: (0)

ABSENT/EXCUSED: (1) Tooloee

Catherine Fray	02 / 12 / 2021	
(Chair)	(Date)	

Signature Certificate

Document Ref.: 8YPYA-F3KVQ-I7RYG-MYGTR

Document signed by:



Catherine Fray

Verified E-mail: cadamson@alumni.unc.edu

98.26.109.4



Document completed by all parties on: 12 Feb 2021 14:41:55 UTC

Page 1 of 1



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TOWN OF CARRBORO

Environmental Advisory Board

301 West Main Street, Carrboro, North Carolina 27510

RECOMMENDATION

THURSDAY, FEBRUARY 11, 2021

Land Use Ordinance Text Amendment Relating to Dimensional Requirements in the B-1(C) and B-1(G) Districts, Permit Requirements for Town-Owned and Operated Facilities and Canopy Coverage Standards

Motion was made by <u>Kaufman</u> and seconded by <u>Blanco</u> that the <u>Environmental Advisory Board</u> of the Town of Carrboro recommends that the Town Council <u>adopts</u> the draft ordinance, with the following revisions:

Section 1. Subsection 15-185(a): From an environmental perspective, the height limitation does not serve any environmental purpose, therefore, we are in favor of as loose a standard as required or needed.

We recommend rewriting **Section 3. Subsection15-319(b)** to say, "Enables a Net Zero GHG Emissions building per the Town's adopted Net Zero Buildings definition"

The Town should develop a program which would define how payments in lieu are allocated and dedicated.

VOTE:

AYES: (4) Turner, Blanco, Brandon, Kaufman

NOES: ()

ABSTENTIONS: ()

ABSENT/EXCUSED: (2) Echart, Schalkoff

Associated Findings

By a unanimous show of hands, the <u>Environmental Advisory Board</u> membership indicated that no members have any financial interests that would pose a conflict of interest to the adoption of this amendment.

Motion was made by <u>Brandon</u> and seconded by <u>Kaufman</u> that the <u>Environmental Advisory Board</u> of the Town of Carrboro finds the proposed amendment <u>is</u> consistent with the policies in Carrboro Vision2020, particularly the support of a centrally located and conveniently accessible library as described in provision 1.22, the development and placement of architecturally significant civic buildings in the downtown to support downtown vitality as expressed in provision 2.22, and the improvement of downtown infrastructure as noted in provision 3.21.

Furthermore, the <u>Environmental Advisory Board</u> of the Town of Carrboro finds the proposed text amendment is reasonable and in the public interest by furthering the Town's efforts toward providing improved access to new public facilities.

VOTE:

AYES: (4) Turner, Blanco, Brandon, Kaufman

NOES: ()

ABSTENTIONS: ()

ABSENT/EXCUSED: (2) Echart, Schalkoff

For Tim Turner (Chair) (Date)

ORANGE COUNTY PLANNING & INSPECTIONS DEPARTMENT Craig N. Benedict, AICP, Director

Administration (919) 245-2575 (919) 644-3002 (FAX) www.orangecountync.gov



131 W. Margaret Lane P O Box 8181 Hillsborough, North Carolina, 27278



TRANSMITTAL DELIVERED VIA EMAIL

January 22, 2021

Christina Moon, AICP Planning Administrator Town of Carrboro 301 W. Main St. Carrboro, NC 27510

SUBJECT: Joint Planning Review of Proposed Ordinance Amendments

Dear Tina:

Thank you for the opportunity to review the following Land Use Ordinance amendments received by us on January 16, 2021 and proposed for town public hearing on February 16. 2021:

 An Ordinance Amending the Carrboro Land Use Ordinance Relating to Dimensional Requirements in the B-1(C) and B-1(G) Districts, Permit Requirements for Town-Owned and Operated Facilities, and Canopy Coverage Standards.

We have reviewed the amendments and find no inconsistency with the adopted *Joint Planning Area Land Use Plan*.

If you have any questions or need additional information, please let me know.

Sincerely,

Perdita Holtz, AICP

Perdita Holtz

Planning Systems Coordinator



Town of Carrboro

Town Hall 301 W. Main St. Carrboro, NC 27510

Agenda Item Abstract

File Number:21-168

Agenda Date: 5/18/2021 File Type: Agendas

In Control: Board of Aldermen

Version: 1

TITLE:

Inclusive Carrboro Communications and Community Engagement Plan Update

PURPOSE: The purpose of this item is to update the Town Council on Carrboro

Communications and Community Engagement Plan Implementation Efforts.

DEPARTMENT: Manager's Office

CONTACT INFORMATION: Catherine Lazorko, Communications Manager, clazorko@townofcarrboro.org, (919) 265-7516

INFORMATION: The purpose of this item is to provide the Town Council with an update on the implementation of the Inclusive Carrboro Communications and Community Engagement Plan.

Work on the plan has been underway since the Council's adoption in 2017 in its first iteration as the Town of Carrboro Communications Plan. In August 2020, the plan was updated and adopted as the Inclusive Carrboro Communications and Community Engagement Plan with new objectives for the Town of Carrboro to increase access to information, resources and civic processes by people of color, immigrant, refugee and other marginalized communities. (Attachment A).

This communications and engagement report includes the May 2021 Update of the Inclusive Carrboro Communications and Community Engagement Plan (Attachment B), describing general actions over this extended time period with emphasis on activities since September 2020 including Town Information Centers (Attachment C), a Social Media Analytics Year-to-Date Report (Attachment D) and a Social Media Comparison Report (Attachment E).

FISCAL & STAFF IMPACT: There is no fiscal or staff impact related to this update.

RECOMMENDATION: Staff recommends the Town Council receive the Inclusive

Agenda Date: 5/18/2021 File Type: Agendas

In Control: Board of Aldermen

Version: 1

Carrboro Communications and Community Engagement Plan Update.



Inclusive Carrboro Communications & Community Engagement Plan

ADOPTED 8/18/2020

Introduction

The Town of Carrboro is committed to improving communications with its external stakeholders and internally throughout the organization. This commitment is evident through a Communications Team with representatives from each Town department who will collaborate to implement the *Inclusive Carrboro Communications and Community Engagement Plan*.

The Town Communications Plan was adopted by Council in 2017. Goals from the original plan are carried over in 2020 with new objectives and actions for how the Town of Carrboro can increase access to information, resources and civic processes by people of color, immigrant, refugee and other marginalized communities.

The *Inclusive Carrboro Communications and Community Engagement Plan* promotes multiculturalism and full participation by all residents through:

- Acknowledgement of the barriers that people of color, immigrant, refugee and other marginalized communities experience in accessing Town government or participating in public process.
- Recognition of diversity as both a strength and opportunity.
- Affirmation that a healthy democracy requires outreach and public engagement that takes into account our communities' racial, cultural, and socio-economic complexity

The Communications Manager, in conjunction with the Race and Equity Officer, is developing strategies for the revised plan to improve engagement and inclusivity, which will include:

- 1. Building upon successful strategies for generalized communications and engagement
- 2. Connecting with minority communities and building relationships
- 3. Adopting a grassroots approach
- 4. Ensuring culturally appropriate messaging and information

Our approach is to advance and refine an existing and generalized communications plan. We recognize that outreach efforts will build upon successful strategies and efforts to engage all residents. Effective communications campaigns utilize multiple strategies, messages, platforms, and channels to reach people. We will continue to identify best practices, leverage existing communication channels and networks.

The updated plan includes new strategies to engage, as best as possible, the entire demographics of Carrboro. We will pursue non-traditional methods of outreach to inspire entire community involvement. In this plan, we identify alternate opportunities for social interaction and relationship building. We will continue to expand new ways for the public to contribute input and offer feedback. This will occur through the implementation of racially and culturally inclusive outreach and public engagement processes.

We will implement strategies to effectively educate, inform and engage communities about services, events and programs; opportunities for leadership; and avenues to make positive change. This is an accelerated process and a dynamic plan. We recognize that the time is now to roll up our sleeves and get moving to create the kind of community where equity in opportunity exists for everyone.

Communications and engagement with stakeholders is a sound investment of Carrboro's resources and will continue to have a place among the Town's primary functions. Through this plan, staff will make every effort to improve public access to information about the Town and its services, programs and decisions, provide timely communication with stakeholders; engage racial and ethnic minority groups and other vulnerable and underserved populations; advance opportunities for all; assure the Town provides clear and useful information; and enhance transparency of decision-making and outcomes.

The Town will strive to tell our story continuously, comprehensively, and enthusiastically.

The objectives of this plan are to:

- Increase awareness
- Increase engagement
- Increase access
- Establish transparency and trust
- Tell our story

Summary of 2018 Biennial Citizen Survey

The Town of Carrboro contracted with BKL Research and Consulting to conduct a community survey in October and November 2018. A total of 400 residents were surveyed. The telephone survey methodology included listed, unlisted, and wireless numbers in the sampling frame.

Key findings related to public communications are as follows:

- The most significant barrier to citizen involvement in local government was "too busy don't have time" with a mean of 5.75 on a 9-point scale. Other less important barriers were "don't know about opportunities" (4.62) and "timing is inconvenient" (4.23). These top three barriers remain unchanged from 2016.
- The top five major information sources (in order) used by the respondents were word-of-mouth, street signage, Carrboro's website, television, and Facebook. Other sources also utilized but somewhat less important were radio, Carrboro's email list service, Recreation, Parks and Cultural Resources Brochure, Twitter, and Instagram.
- It was generally noted that the traditional media sources that have declined (Raleigh News & Observer, Independent Weekly, The Daily Tar Heel, Government Access Channel, and Herald Sun). The only exception was television that rose from 5th to 4th place overall.
- 59.3% of respondents indicated they are "informed" versus 14.9% on the "uninformed" side about government services, projects, issues, and programs that affect them.
- 64% of respondents were satisfied with Carrboro making information available to citizens concerning important services, projects, issues, and programs with 11.6% on the dissatisfied side.
- 61% of respondents were satisfied with the opportunities Carrboro gives them to participate in the decision-making process with 11% on the "dissatisfied" side.

Executive Summary of 2016 Citizen Communications Survey

The Town of Carrboro's Communications Team conducted a survey of area residents, business owners, visitors, and other interested parties to learn how stakeholders were receiving information from the Town; what information they are receiving; how they prefer to receive information from the Town; and input on how to improve communications between the Town and its stakeholders.

The survey was conducted from August 17- September 19, 2016. It was available in an online and paper version. The online version was advertised via email, on the Town's website, social media outlets, and on other local listservs including HOA's, church contacts, and school contacts. The paper version was available in English and Spanish and was available at Town Hall, El Centro Hispano, the Latina Festival, the Cybrary, the Carrboro Farmers Market, the Seymour Center, and by special request.

The survey received 364 responses.

The data from the survey was used to develop the goals, objectives, and action steps included in this plan.

Results Summary

Results of the 2016 survey lead to the following conclusions:

- 71% of respondents live in Carrboro; 27% work in Carrboro
- 99% of respondents have internet access
- About half of the respondents have lived in Carrboro for 5+ years.
- The majority of respondents receive their information about the Town from an indirect source (from a neighbor, info posted on Nextdoor, shared posts and tweets on social media)
- The top 3 utilized methods to get information from the Town are banners/signs/posters/flyers, Facebook, and the Town website.
- The top 3 preferred methods to receive information from the Town are News Flash (email from the Town with a news story/event), Facebook, email/listserv (i.e. Carrboro business listserv, HOA distribution, etc.)
- 52% of respondents are very satisfied or somewhat satisfied with the information they receive pertaining to Town of Carrboro news, information, and events. 31% are neither satisfied nor dissatisfied and 16% are somewhat dissatisfied or very dissatisfied.
- Nearly half of respondents use local radio stations (WCOM, WCHL, and WUNC) to find out about what's happening in Carrboro and more than half use print material (Chapel Hill magazine, Chapel Hill News, The Daily Tar Heel)

Goals, Objectives and Actions

Goal #1 Increase public awareness of and participation in Town decisions.

New Objective 1: Connect with people of color, immigrant, refugee and other marginalized communities

The Town will establish community conversations with neighborhoods and engage non-traditional stakeholders. Solicit insights from representatives of minority communities about the significance of engagement data for their communities. These leaders and liaisons are a valuable resource for interpreting engagement data to modify strategies to more effectively outreach to underserved populations. Engaging neighborhood representatives to serve as trusted messengers can serve to increase the effectiveness of outreach and engagement strategies. Actions:

- a) Create neighborhood liaisons network
- b) Create community conversations
- c) Build personal relationships
- d) Increase accessibility (identify barriers such as location, transportation, childcare, language)
- e) Maintain a presence in communities and neighborhoods
- f) Offer multiple ways for residents to contribute input and feedback
- g) Offer information in different languages

Objective #2

Disseminate information to the media and stakeholders related to Town decisions. Actions:

- a) Investigate electronic sign or signs for use on Town-owned property to display meeting times and public input opportunities.
- b) Establish internal procedures to keep track of upcoming decisions and public input opportunities.
- c) Examine and consider expanding outreach to media and stakeholders via news releases, public service announcements, and/or advertising.

Objective #3

Effectively and efficiently use social media to increase public awareness about Town decisions. Actions:

- a) Evaluate current social media presence and followers.
- b) Educate staff on best practices for using social media for local government (develop parameters).

Objective #4

Provide for alternative input methods to allow citizen participation in Town decisions. Actions:

- a) Identify input opportunities for in person and virtual participation (i.e. wiki maps, Skype, public and satellite meetings, a civic engagement tool).
- b) Evaluate options, select approaches, and train staff and community to use new input opportunities.
- c) Seek feedback on use of tools from the public, demonstrate change based on feedback.

Objective #5

Increase efforts to recruit and train residents for service on advisory boards.

Actions:

- a) Evaluate biannual community survey responses to determine needs of stakeholders.
- b) Develop in person and virtual methods for recruiting and training stakeholders (i.e. Citizens Academy or Carrboro Gov 101).

Goal #2 Increase public awareness of Town programs and services.

New Objective 1: Adopt a grassroots approach

The Town will support and encourage grassroots approaches, using trusted community organizations and groups – community-based organizations, faith-based organizations, and ethnic- and culture-based groups – to engage communities and help disseminate information. These may be organizations that are already culturally tied to or are currently providing services to minority and underserved populations.

- a) Create townwide network to display info banners with Calls to Action
- b) Partner with businesses including supermarkets, laundromats and banks
- c) Partner with faith communities, nonprofits, schools, day cares
- d) Direct outreach with residents of apartment complexes, neighborhood associations, HOAs including holding meetings in the neighborhoods
- e) Create places for sustained, informal interactions with staff and elected reps

Objective #2

Disseminate information across broad platforms and venues to ensure equitable access to information. Actions:

Identify and promote key locations and events (i.e. Carrboro Day) where written information can be distributed (i.e. face to face – personal interactions).

- a) Develop procedure for sharing information with stakeholders who choose not to access information electronically.
- b) Create relationship with local radio stations such as WCOM, WCHL/Chapelboro and WXYC.
- c) ability to create video content for use in various places (i.e. website, local channels)
- d) Investigate ability to create content in multiple languages.

Objective #3

Utilize Town website as primary means of promoting Town programs and services.

Actions:

- a) Centralize Town event information via Community Events Calendar.
- b) Create easily accessible information on status of Town projects.

Objective #4

Educate public on where to obtain information on Town services and programs.

Actions:

- a) Periodically send instructions on where/how information may be obtained via Master Listserv.
- b) Inform citizens about the various means of obtaining information about Town programs and services (electronic and non-electronic).

Objective #5

Seek feedback and evaluation on current Town programs and services.

Actions:

- a) Encourage each department to seek feedback on programs and services within their department.
- b) Analyze feedback to improve quality of programs and services.

Goal # 3 Create opportunities for stakeholders to provide feedback to the Town.

New Objective 1: Ensure culturally appropriate messaging and information

The Town will engage with stakeholders to receive feedback on their experiences interfacing with local government. Community buy-in and review are vitally important to developing culturally appropriate messages and information. Processes should be established to test informational messages to ensure that they are culturally appropriate as well as strategies for disseminating information. Factors including where and how people receive information, trusted sources of information and support in communities, and people's perceptions of and experiences with local government must be considered when crafting and disseminating messages particularly to diverse and underserved communities.

Actions:

- a. Schedule forums and community conversations with communities
- b. Use plain language guidelines for website content www.plainlanguage.gov
- c. Provide translation and interpretation
- d. Increase use of video messages and captioning

Objective #2

Evaluate existing opportunities for stakeholders to provide feedback to the town.

Actions:

- a) Establish criteria to measure the effectiveness and efficiency of existing feedback opportunities (i.e. response rates to a survey).
- b) Ensure current feedback opportunities are measurable.
- c) Establish benchmarks for future improvement.

Objective #3

Establish a process to analyze feedback.

Actions:

- a) Assess the existing ways that we analyze feedback.
- b) Adopt a feedback framework that can be used across all departments.

Objective #4

Educate stakeholders on current opportunities to provide feedback.

Actions:

a) Better utilize preferred communication methods (established by 2016 Citizen Communication Survey) to seek feedback.

b) Create education materials and distribute via preferred communication methods regarding feedback opportunities.

Goal # 4 Create internal systems to standardize and enhance the quality of communication created and distributed by Town Departments.

Objective #1

Improve internal communications with Staff in order for them to be an information resource for internal and external customers.

Actions:

- a) Help employees develop effective communication skills to ensure that all Town employees are informed about town goals, hot topics, new initiatives, programs so they can serve as community ambassadors.
- b) Promote and utilize the Town's intranet to direct staff to find updated information about Town government activities, new initiatives, programs, and hot topics.
- c) Create external and internal electronic newsletters to communicate Town news and information to citizens and employees.
- d) Develop multiple channels for communicating town news to employees including intranet, email, posted notices and staff meetings.
- e) Standardize Town Council presentations, email signatures and letterhead for consistent communication from Town officials.

Objective #2

Create a permanent communications team with a representative from each department to be responsible for proactively identifying and coordinating Town information to be communicated both internally and externally.

Actions:

- a) Train communication team members to identify newsworthy items, write news releases, prepare public service announcements, post items to website and to create social media content to effectively communicate Town's messaging.
- b) Establish a process to periodically monitor and evaluate Town communications activities.
- c) Create a campaign to encourage citizens to subscribe to receive Town communication via CivicPlus Notify Me.
- d) Provide continuing education and training for town employees on the capabilities and features of town website.
- e) Establish a chain of command system for how communication is handled within this policy including a point person for major event

Goal #5 Coordinate and standardize emergency communication.

Objective #1

Increase the effectiveness of both the OCAlerts (Reverse 911) system and our internal Everbridge (employee notification) system.

Actions:

- a) Develop a coordinated community information campaign to increase the percentage of residents effectively utilizing the OCAlerts system (e.g. social media, informational sign) as well as to increase understanding of the purpose of the OCAlerts system.
- b) Develop criteria for OCAlerts activation for community notifications.
- c) Create procedural guidelines for departments/department heads outlining how to initiate an OCAlerts activation.
- d) Increase employee participation in the internal Everbridge system to 100%. Ensure accurate information is maintained in the system through routine informational updates and reviews.

Objective #2

Enhance overall town communication during emergency situations.

Actions:

- a) Utilize non-public safety personnel in the role of Public Information Officer (PIO) and/or to support the mission of the public safety PIO during emergency situations.
- b) Require department heads to participate in National Incident Management System (NIMS)/Incident Command System (ICS) training to improve awareness and understanding of emergency communication.
- c) Offer all town personnel the option of attending the same training.
- d) Explore the possibility of adding a full-time Town of Carrboro PIO.
- e) Expand current NIMS/ICS training for PW, PD, and FD with an emphasis on interoperability and coordination between the three departments.
- f) Train the current Town PIO to perform public safety PIO

Inclusive Carrboro Communications & Engagement

May 2021 Update

Goals, Strategies & Actions	Group	Code	Status	Notes
Increase public awareness of and participation in Town decisions				
1.1 Connect with people of color, immigrant, refugee and other marginalized communities				
1.1 Actions				
1.1.a - Create neighborhood liaison network	Engagement	•	Planning	Town began an initial list of Neighborhood Liaisons in summer 2020. Renew recruitment in fall 2021 and gather for in-person conversations.
1.1.b - Create community conversations	Engagement	•	Planning	Through Carrboro Connects, we held two listening sessions in May and March 2021 via Facebook Live events with Burmese and Latino communities in Carrboro. The conversations, assisted through interpreters in Burmese, Karen and Spanish languages, centered around topics of housing, transportation and jobs/economy.
1.1.c - Build Personal Relationships	Engagement	•	Planning	New opportunities for social interaction and relationship building will occur by "going where the people are." We expect to develop relationships with formal or informal community leaders via Neighborhood Liaisons Program and community partners. We aim to reach those residents normally unable to attend meetings during the week or evenings. Positive outcomes occur when staff connect with residents in forums and roundtables, or outside posting flyers in the community.
 1.1.d - Increase accessibility (identify barriers such as location, transportation, childcare, language) 	Engagement	•	Planning	This initiative involves the Advisory Board Recruitment and Retention process and oversight by the Town Clerk, which is underway.
1.1.e - Maintain a presence in communities and neighborhoods	Engagement	•	Monitoring	Year-round programs and opportunities to be documented via Police, Fire, Housing and Community Services, Public Works, RPCR and Planning. The Town Information Centers help the Town to maintain a physical presence in communities. The first center was installed December 2020. Three more centers have been installed with a growing physical network to include Town facilities, parks and bus stations. Possible engagement opportunities via RPCR's Block Party Trailer for neighborhoods and communities.
1.1.f - Offer multiple ways for residents to contribute input and feedback	Engagement	•	Monitoring	Inventory the methods and approaches used for feedback. For example, the Community Survey is conducted biennially; the 2021 survey is scheduled for November.
1.1.g - Offer information in different languages	Engagement	•	Initiation	The Town offers Google Translate on the website; interpretation and translation services upon request; and continues to develop resources/best practices toward a systemic approach.
1.2 Disseminate information to the media and stakeholders related to Town decisions				
1.2 Actions				
1.2.a - Investigate electronic sign or signs for use on Town- owned property to display meeting times and public input opportunities	Communications	•	Complete	The Town employs two digital message signs that are maintained by the Public Works Department, and updated frequently.
1.2.b - Internal Procedures to Track Public Opportunities	Systems	•	Initiation	How-to Use the Town Information Network outlines various information channels and how to use them.

Goals, Strategies & Actions	Group	Code	Status	Notes
1.2.c - Examine and consider expanding outreach to media and stakeholders via news releases, public service announcements, and/or advertising.	Communications	•	Monitoring	The Town increased use of social media advertising for Carrboro Connects via Facebook and Instagram. The Town has increased the issuance of Town News and established a weekly newsletter Carrboro This Week.
1.3 Effectively and efficiently use social media to increase public awareness about Town decisions				
1.3 Actions				
1.3.a - Offer multiple ways for residents to contribute input and feedback	Social Media Admin	•	Planning	The Town launched a new YouTube channel in October 2020, thanks to coordination with RPCR which initiated the channel in summer 2020. In 2021, the Town launched Visit Carrboro Facebook and Instagram accounts, as well as a Town of Carrboro LinkedIn account. We will promote/market these channels on multiple platforms.
1.3.b - Educate staff on best practices using social media	Social Media Admin	•	Planning	Website Admin Group was formed in April 2021, and making progress toward use of a common social media management platform, eClincher.
1.4 Provide for alternative input methods to allow citizen participation in Town decisions.				
1.4 Actions				
1.4.a - Identify input opportunities for in person and virtual participation (i.e. wiki maps, Skype, public and satellite meetings, a civic engagement tool).	Communications	•	Planning	During COVID-19 pandemic, virtual tools have advanced considerably. Through Carrboro Connects, many innovative engagement techniques have been employed in 2020-21 including Facebook Live listening sessions, pop-up meetings in neighborhoods (June 2021), and community building campaigns like the "Carrboro People's Photo Album."
1.4.b - Evaluate options, select approaches, and train staff and community to use new input opportunities.	Communications	•	Initiation	The system of "How-to" guides will continually document the Town's toolkit of approaches and assist staff in employing the latest public participation strategies.
1.4.c - Seek feedback on use of tools from the public, demonstrate change based on feedback.	Communications	•	Monitoring	The Town Information Centers (outdoor kiosks) and the use of digital signs reflect feedback from the Communications Survey that pointed to signage and flyers as a top way the public stays informed about the Town. Staff is planning to label the centers: "Town of Carrboro Information Center" with the international "i" symbol for "information" and a secondary marker to identify the community where the center is located.
 1.5 Increase efforts to recruit and train residents for service on advisory boards. 				
1.5 Actions				
 1.5.a - Evaluate biennial community survey responses to determine needs of stakeholders. 	Analytics	•	Planning	The responses to the Community Survey, as they pertain to communications, are kept at the forefront of Town communications initiatives.
1.5.b - Develop in person and virtual methods for recruiting and training stakeholders (i.e. Citizens Academy or Carrboro Gov 101).	Engagement	•	Complete	The Town started a Citizens Academy in 2018. Training for advisory boards is offered through videos posted online, as well as support from staff liaisons to boards. While outreach is consistent, a campaign is needed to organize efforts.
Increase public awareness of Town programs and services.				
2.1 Adopt a grassroots approach				
2.1 Actions				
2.1.a - Create townwide network to display info banners with Calls to Action.	Engagement	•	Planning	Completed the How-to Post Flyers (and Banners) Around Town guidance

Goals, Strategies & Actions	Group	Code	Status	Notes
2.1.b - Partner with businesses including supermarkets, laundromats and banks.	Engagement	•	Initiation	Town's Economic Development Department plays vital role in partnering with businesses. In July 2020, November 2020, and February 2021, Town held BIPOC Business Roundtable Discussions with Town Race and Equity Officer. Suggested change to this action item: "Engage small businesses through focus groups."
2.1.c - Partner with faith communities, nonprofits, schools, day cares	Engagement	•	Initiation	Housing and Community Services does frequent outreach with nonprofits and maintains lists of many community groups.
2.1.d - Direct outreach with residents of apartment complexes, neighborhood associations, HOAs – including holding meetings in the neighborhoods.	Engagement	•	Planning	Email lists for neighborhood associations and HOAs; apartment property managers; and neighborhood liaisons underway.
2.1.e - Create places for sustained, informal interactions with staff and elected reps.	Engagement	•	Initiation	This is done informally today via outreach from the Carrboro Farmers Market; pop-up office hours by Council Members in public parks, etc.
2.2 Disseminate information across broad platforms and venues to ensure equitable access to information.				
2.2 Actions				
 2.2.a - Develop procedure for sharing information with stakeholders who choose not to access information electronically. 	Engagement	•	Planning	See new Grassroots Approach above.
2.2.b - Create relationship with local radio stations such as WCOM, WCHL/Chapelboro and WXYC ability to create video content for use in various places (i.e. website, local channels)	Analytics	•	Monitoring	Media lists have been inputted into the Town News email delivery system "News Flash." Strong relationship with WCHL via frequent news coverage and Mayor's weekly interview, and ongoing coverage by Daily Tar Heel and Durham Herald-Sun. Consideration of early proposal to create a WCOM radio show with Community Refugee Partnership in Burmese/Karen languages.
2.2.c - Investigate ability to create content in multiple languages.	Engagement	•	Initiation	As a first step, Town offers Google Translate on website. We are tracking % of users who are using "translation browsers" to understand which languages are most desired by our users. Staff also are researching translation services used by neighboring jurisdictions and working to understand user preferences and common technology tools. Staff held meetings with El Centro and Community Refugee Partnership in early spring 2021 to gather information for future steps.
2.3 Utilize Town website as primary means of promoting Town programs and services.				NOTE: A website redesign is scheduled for 2021. Project launches in June and will last five to six months.
2.3 Actions				
2.3.a - Centralize Town event information via Community Events Calendar	Communications	•	Complete	Calendar has been established with frequent updating. http://townofcarrboro.org/calendar.aspx?CID=14,
2.3.b - Create easily accessible information on status of Town projects.	Communications	•	Complete	Project Updates are available at https://carrboro.maps.arcgis.com/apps/Shortlist/index.html?appid=e7d72e31f43 f427e95db86dc428904af
2.3.c - NEW ACTION: WEBSITE REDESIGN	Communications	•	Initiation	A website redesign is scheduled to begin in June 2021. Intermediate design changes were made in 2020 to make it easier for people who are using their smartphones to find information and engage with local government. Not everyone has access to computers, but most people have access to a cell phone. We're working to make it easier for people who are using their cell phones to engage.
2.4 Educate public on where to obtain information on Town services and programs.				
2.4 Actions				
2.4.a - Periodically send instructions on where/how information may be obtained via Master Listserv	Communications	•	Monitoring	SignUP Carrboro campaign includes graphics, video and messaging.

Goals, Strategies & Actions	Group	Code	Status	Notes
2.4.b - Inform citizens about the various means of obtaining information about Town programs and services (electronic and non-electronic).	Communications	•	Planning	Suggested: Create an Engagement webpage that will include both communications and engagement opportunities to connect with the Town. Summer 2021.
2.5 Seek feedback and evaluation on current Town programs and services.				
2.5 Actions				
2.5.a - Encourage each department to seek feedback on programs and services within their department.	Analytics	•	Monitoring	Document how departments utilize the data of the Community Survey. Inventory other methods of feedback and surveying used by departments and programs.
2.5.b - Analyze feedback to improve quality of programs and services.	Analytics	•	Monitoring	Better understand and document how departments use feedback from the Community Survey.
Create opportunities for stakeholders to provide feedback to the Town				
3.1 Adopt a grassroots approach				
3.1 Actions				
3.1.a - Schedule forums and community conversations with communities.	Engagement	•	Monitoring	Learn from Carrboro Connects listening sessions and create a plan for scheduling more of these conversations throughout the year. Also of note: BIPOC Business Roundtable Discussions
3.1.b - Use plain language guidelines for website content www.plainlanguage.gov .	Website Admin	•	Initiation	Website redesign is scheduled in 2021. Plain language and other best practices will be employed across all pages and for the overall website. This is about communicating clearly so people access services; know what is being asked of them; and understand how they can participate.
3.1.c - Provide translation and interpretation.	Engagement		Initiation	See 2.2.c
3.1.d - Increase use of video messages and captioning.	Communications	•	Monitoring	Video message creation was on an upswing during COVID-19. Town will continue prioritizing video. While captioning is an auto-function within some social media (ie Facebook), we will explore use of captioning and include this as a question in a forthcoming Communications Survey.
3.2 Evaluate existing opportunities for stakeholders to provide feedback to the town.				
3.2 Actions				
3.2.a - Establish criteria to measure the effectiveness and efficiency of existing feedback opportunities (i.e. response rates to a survey).	Analytics	•	Initiation	Document lessons learned and opportunities from Carrboro Connects, a year of extensive community engagement.
3.2.b - Ensure current feedback opportunities are measurable.	Analytics	•	Initiation	Demographic data is being added to many of our Town functions for tracking. We will inventory all feedback methods and surveys.
3.2.c - Establish benchmarks for future improvement.	Analytics	•	Initiation	Benchmarking measures (comparison reports) are currently being taken on social media channels. Our Community Survey also provides benchmarks to draw from.
3.3 Establish a process to analyze feedback.				
3.3 Actions				
3.3.a - Assess the existing ways that we analyze feedback.	Analytics	•	Initiation	Monthly analytics are gathered for Town social media, email and website
3.3.b - Adopt a feedback framework that can be used across all departments.	Systems	•	Initiation	How-to Gather Feedback guidance will outline successful methods for use by departments. Anticipated in Summer 2021.

Goals, Strategies & Actions	Group	Code	Status	Notes
3.4 Educate stakeholders on current opportunities to provide feedback.				
3.4 Actions				
3.4.a - Better utilize preferred communication methods (established by Citizen Communication Survey) to seek feedback.	Analytics	•	Monitoring	The top 3 ways residents received Town info, reported in 2016 survey were banners/signs, Facebook and Town website; and in the 2018 survey were word-of-mouth, signage, radio, email, and the Rec and Parks brochure (2018 survey). Staff plan to repeat the survey in 2021.
3.4.b - Create education materials and distribute via preferred communication methods regarding feedback opportunities.	Communications	•	Initiation	The Town website will be undergoing a redesign in 2021. This project launches in June and will last 5-6 months. It will involve updating webpages, streamlining content and centering the design on user needs.
Create internal systems to standardize and enhance the quality of communication created and distributed by Town Departments				
4.1 Improve internal communications with staff in order for them to be an information resource				
4.1 Actions				
4.1.a - Help employees develop effective communication skills to ensure that all Town employees are informed about town goals, hot topics, new initiatives, programs so they can serve as community ambassadors.	Communications	•	Initiation	Training and guidance via How-to guides, Communications Team and Goal Groups. Consider adding all employee emails to receive Carrboro Town News to ensure they are receive all information distributed to the public.
4.1.b - Promote and utilize the Town's intranet to direct staff to find updated information about Town government activities, new initiatives, programs, and hot topics.	Communications	•	Completed	Town Intranet was established in 2018. Updates are needed in some areas. Establish a process for keeping content current by all departments.
4.1.c - Create external and internal electronic newsletters to communicate Town news and information to citizens and employees.	Communications	•	Planning	This action item needs rewriting to separate audiences (employees and citizens). Note that newsletter Carrboro This Week was established in October 2020.
4.1.d - Develop multiple channels for communicating town news to employees including intranet, email, posted notices and staff meetings	Communications	•	Monitoring	Employee newsletter to be created during summer 2021. At this time, Carrboro This Week will go on hiatus until restarting (along with Council Meetings) in fall 2021.
4.1.e - Standardize Town Council presentations, email signatures and letterhead for consistent communication from Town officials.	Communications	•	Initiation	An easy to use graphic platform will be established in summer 2021. Through Canva, department will have access to templates and brand materials. This project will extend through fall/winter 2021 to create a suite a template materials.
4.2 Create a permanent communications team with a representative from each department to be responsible for proactively identifying and coordinating Town information to be communicated both internally and externally.				
4.2 Actions				
4.2.a - Train communication team members to identify newsworthy items, write news releases, prepare public service announcements, post items to website and to create social media content to effectively communicate Town's messaging.	Systems	•	Initiation	A communications team was regrouped in August 2020, and continues to collaborate on this plan. Through How-to guides, the Website Admin Team and Social Media Admin Team, we are creating new avenues for improved communications.
4.2.b - Establish a process to periodically monitor and evaluate Town communications activities.	Analytics	•	Planning	Monthly analytics tracking of social media accounts underway. Surveys for residents near Town Information Centers scheduled for summer 2021. Communications Survey is planned for 2021.
4.2.c - Create a campaign to encourage citizens to subscribe to receive Town communication via CivicPlus Notify Me.	Communications	•	Monitoring	SignUP Carrboro campaign - Similar/duplicate action in 2.2

Goals, Strategies & Actions	Group	Code	Status	Notes
4.2.d - Provide continuing education and training for town employees on the capabilities and features of town website.	Systems	•	Monitoring	Website Admin Group formed in fall 2020 following extensive website training.
4.2.e - Establish a chain of command system for how communication is handled within this policy including a point person for major event	Systems	•	Initiation	Chain of command system relates to Town Role of Communications Manager, functions of the Communications Team and the Emergency Communications Group (per NIMS procedures).
Coordinate and standardize emergency communication				
5.1 Increase the effectiveness of both the OCAlerts (Reverse 911) system and our internal Everbridge (employee notification) system				
5.1 Actions				
5.1.a - Develop a coordinated community information campaign to increase the percentage of residents effectively utilizing the OCAlerts system (e.g. social media, informational sign) as well as to increase understanding of the purpose of the OCAlerts system.	Emergency Comms	•	Completed	This campaign is organized by Orange County. The Town amplifies County messages and maintains a webpage at http://www.townofcarrboro.org/824/Emergency-Notifications
5.1.b - Develop criteria for OCAlerts activation for community notifications.	Emergency Comms	•	Completed	Criteria is currently established through Orange County.
5.1.c - Create procedural guidelines for departments/department heads outlining how to initiate an OCAlerts activation.	Emergency Comms	•	Initiation	This procedure will mirror Orange County guidelines.
5.1.d - Increase employee participation in the internal Everbridge system to 100%. Ensure accurate information is maintained in the system through routine informational updates and reviews.	Emergency Comms	•	Monitoring	Intent is to increase awareness. Goal is under review by public safety leaders.
5.2 Enhance overall town communication during emergency situations.				
5.2 Actions				
5.2.a - Utilize non-public safety personnel in the role of Public Information Officer (PIO) and/or to support the mission of the public safety PIO during emergency situations.	Emergency Comms	•	Planning	Through the Communications Team and associated groups (Social Media Admins and Website Admins), coordination and training will improve for benefit of emergency situations.
5.2.b - Require department heads to participate in National Incident Management System (NIMS)/Incident Command System (ICS) training to improve awareness and understanding of emergency communication.	Emergency Comms	•	Initiation	May be scheduled, pending Management Team review.
5.2.c - Offer all town personnel the option of attending the same training.	Emergency Comms	•	Initiation	May be scheduled, pending Management Team review.
5.2.d - Explore the possibility of adding a full-time Town of Carrboro PIO.	Emergency Comms	•	Completed	Town established first communications manager position in 2018.
5.2.e - Expand current NIMS/ICS training for PW, PD, and FD with an emphasis on interoperability and coordination between the three departments	Emergency Comms	•	Initiation	Please see 5.2.c - May be redundant, establishes outline for EOC structure
5.2.f - Train the current Town PIO to perform public safety PIO	Emergency Comms	•	Completed	Current Town Communications Manager is trained in NIMS and experienced to perform as public safety PIO.

Town of Carrboro Information Centers



Background

- Supports goals of Inclusive Carrboro Communications and Engagement Plan identifying grassroots outreach as priority
- Continues Carrboro traditions of engagement
- Targets underserved communities
- Provides outlet for non-digital communication
- Posts relevant messages during COVID-19
- Funded by CARES Act

Current Locations

- Rocky Brook Mobile Home Park
- Oakwood Housing Community
- Rock Creek Apartments
- Pine Grove Mobile Home Park

Next Steps

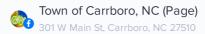
- Network Distribution and Priority Protocols
- Integration and mapping
- Neighborhood Liaisons involvement
- Community conversations
- Wooded nameplates for each center, branding Town and identifying communities
- Gravel along the bases



Town of Carrboro Social Media Report Year to Date

Created on May 13, 2021 02:34 pm

Page Summary





4,233
Page Likes (Fans) ①

0)

31,444

Engaged People (i)

> 58.85%

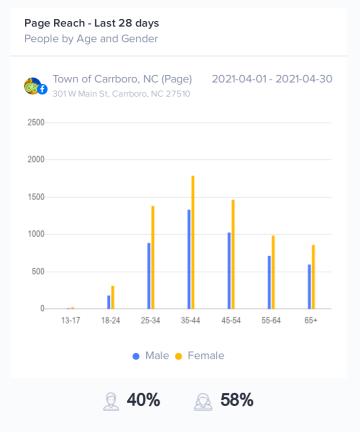


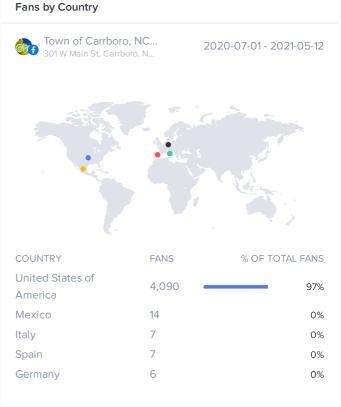
836,680

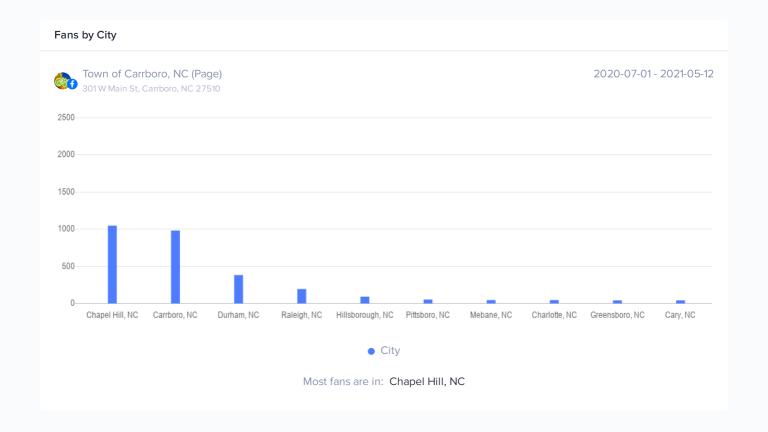
Page Impressions (i)

Page Likes









Town of Carri	or the selected time period, poro, NC (Page) carrboro, NC 27510			2020-	-07-01 - 2021-05-12
Total Posts	Impressions	Average reach	Engagement	Engagement Rate	Clicks
598	403,831	615.34	27,105	7.37%	14,012
CTR	Reactions	Comments	Shares		
3.81%	10,319	1,221	1,553		

Top Performing Posts

3 Most Engaging Posts			3 Highest Reach Posts	3 Most Shared Posts				
The Town Council approved Tuesday the schematic desi	30.65%		Legendary folks-blues musici an Elizabeth Cotten is coming	7,395		Legendary folks-blues musician Elizabeth Cotten is coming into v	49	
Town Manager David Andre ws has announced the app	29.35%		After 27 years in law enforce ment, Carrboro Police Chief W	6,327		Residents who want to get the C OVID-19 vaccine now have a ne	4:	
TODAY is Police Chief Walte r Horton Day in the Town of	28.45%	(A)	Mayor Lydia Lavelle has procl aimed Tuesday, Jan. 26, as D	5,806	MH)	Mayor Lydia Lavelle has proclaim ed Tuesday, Jan. 26, as Dr. Kizz	4	



Posts

Posts		Reach	Engagement	Engagement Rate	Post Clicks	Link Clicks	CTR	Reactions	Comments	Shares
	Nov, 18 2020 12:37 pm The Town Council approved Tuesday the schematic design for a new public center/library and authorized the \$25.8 million project to proceed. Meet the Designers Community Events set for 9-10:30 am Thursday and 2:30-4:30 pm Saturday: https://www.townofcarrboro.org/CivicAlerts.aspx?AID=1513	2,424	743	30.65%	608	0	25.08%	77	50	8
	Town Manager David Andrews has announced the appointment of Police Capt. Chris Atack, a 22-year veteran of the Carrboro Police Department, as the next Police Chief for the Town of Carrboro, effective Feb. 15, 2021. "Chris has the right combination of experience and qualities that will make him a successful police chief," said Town Manager David Andrews. "We have chosen a leader who will continue to make positive progress toward community policing, equal justice, and continuous improvement going forward."	3,527	1,035	29.35%	443	0	12.56%	423	153	16
	Feb, 01 2021 09:49 am TODAY is Police Chief Walter Horton Day in the Town of #Carrboro, honoring his leadership and 27 years of service at retirement. Chief Horton was first sworn-in as a Carrboro police officer on Sept. 9, 1993, and promoted to lieutenant in 2009 and to Captain in 2011; and after a nationwide search for a chief, selected and sworn-in as Police Chief for the Town of Carrboro in 2013. READ the Proclamation townofcarrboro.org/DocumentCenter WATCH complete video messages from the Town Council at youtu.be/urUQRqhuzxE	2,601	740	28.45%	355	0	13.65%	250	120	15
CARRBORO THIS WEEK	Oct, 30 2020 02:44 pm It's Carrboro This Week! Our Recreation, Parks and Cultural Resources Department is offering fun and safe ways to celebrate Halloween as trick-or-treating is discouraged this year. Saturday is also the last day of early voting. Have a nice weekend! Get this issue http://www.townofcarrboro.org/CivicAlerts.aspx?AID=1484	789	172	21.80%	104	0	13.18%	5	62	1
Acceptance of the second secon	News Release from Orange County Health Department When a COVID vaccine is available for the general public, the Orange County Health Department has a plan to ensure the vaccine is distributed equitably and efficiently to county residents. To help determine who should get the vaccine first, the North Carolina Institute of Medicine convened an independent COVID Vaccine Advisory Committee. The prioritization plan is based on the committee's guidance along with guidance from the National Academy of Medicine on equitable distribution of vaccine. Read more townofcarrboro.org/CivicAlerts.aspx?AID=1538	1,073	233	21.71%	199	0	18.55%	21	7	6

Posts		Reach	Engagement	Engagement Rate	Post Clicks	Link Clicks	CTR	Reactions	Comments	Shares
	Oct, 29 2020 08:36 am Official Notice - 10-29-20 Emergency Town Council Meeting The Town of Carrboro Town Council will hold an emergency meeting at 10:30 a.m. Thursday, October 29, 2020, via Zoom teleconference. The purpose of this meeting will be to enter immediately into closed session pursuant to NCGS 143-318.11 (a) (3): To consult with an attorney employed or retained by the public body in order to preserve the attorney-client privilege between the attorney and the public body, which privilege is hereby acknowledged. Members of the public and press wishing to attend may request Zoom login information by emailing cdorando@townofcarrboro.org. It should be noted that members of the public and press will only be allowed to be present for the open session portion of the meeting.	1,175	239	20.34%	164	0	13.96%	11	60	4
	Sep, 24 2020 12:17 pm The Town of Carrboro invites the public to learn more about renewed plans for the 203 Project, a public center planned for 203 S. Greensboro St. The estimated \$25 million project will house the Orange County Southern Branch Library; Town of Carrboro Recreation, Parks and Cultural Resources Department; the Orange County Skills Development Center; Virtual Justice Center; WCOM Radio; Teen Center and more. The site is currently a town parking lot across from Open Eye Cafe. Public meetings on the project are set for 7-8:30 p.m. today (Thursday, Sept. 24) and 10:30 a.m. to noon Saturday, Sept. 26. Please contact staff with any questions and for a link to attend the meeting remotely: pmcguire@townofcarrboro.org. Learn more at http://www.townofcarrboro.org/1151/The-203-Project	1,010	203	20.10%	170	0	16.83%	19	11	3
A	Mar, 13 2021 10:15 am It's working! 🙏	1,100	211	19.18%	122	0	11.09%	77	1	11
	Oct, 26 2020 07:56 pm Love the colors! Thank you for this beautiful mural!	929	178	19.16%	120	0	12.92%	49	4	5
	Sep, 25 2020 12:33 pm Carrboro Traffic Update The Frances Shetley Bikeway has reopened — but please continue to be cautious cycling or walking in the area. @NCDOT roundabout construction continues at Estes-N Greensboro. Photos taken Thursday, Sept. 24, 2020.	717	137	19.11%	117	0	16.32%	16	2	2

Video Views

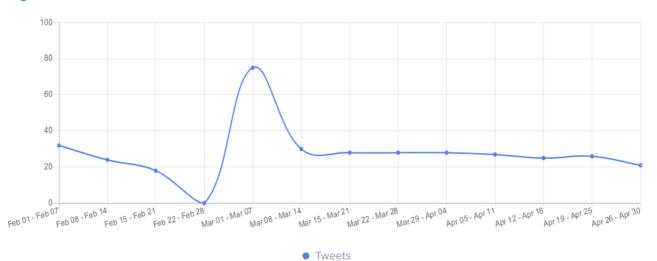


Followers



CarrboroTownGov

2021-02-01 - 2021-04-30



Tweets

362 ^ 4.03%

9,354 between Feb,01 - Apr,30,2021

8,992 between Nov,01 - Jan,31, 2021

4.03% change between selected period to previous

CarrboroTownGov

2021-02-01 - 2021-04-30

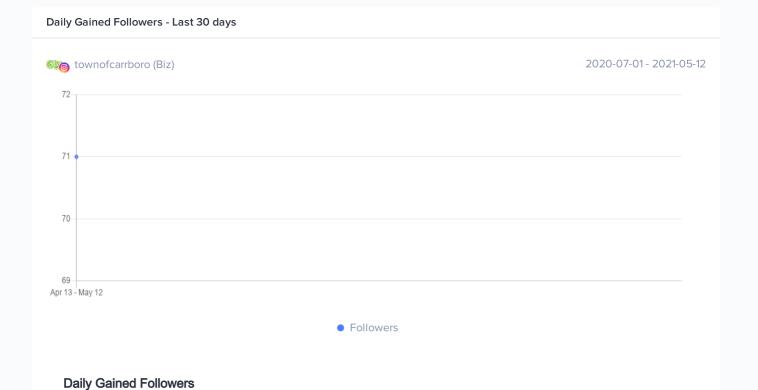
Tweets

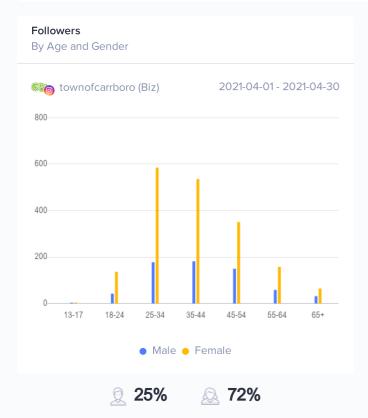
Tweets		Engagement	Retweets	Mentions	Likes	Link
	Mar, 22 2021 11:38 am Carrboro is feeling proud! Congratulations Carrboro is feeling proud! Congratulations Carrboro Carrboro is feeling proud! Congratulations Carrboro Carrboro is feeling proud! Carrboro is f	49	8	2	39	0
	Mar, 11 2021 03:50 pm It's working! https://twitter.com/OrangeHealthNC/status/1370434502959501313	45	4	0	41	0
TRAFF	Apr, 14 2021 03:50 pm Affordable, permanent apartments for 48 households coming soon! @CASAhousing broke ground on their newest community, off S. Merritt Mill Rd and straddling #Carrboro-Chapel Hill. It will be named Perry Place in memory of Northside leader Velma Perry. http://townofcarrboro.org/CivicAlerts.aspx?AID=1683 https://t.co/TJiG353gtS	40	5	1	34	0
ALIENT TO THE PARTY OF THE PART	Apr, 19 2021 05:06 pm FREIGHT TRAIN BLUES VIRTUAL CONCERT SERIES STARTS May 14: http://freighttrainblues.com PRESENTING: Alexa Rose amythystkiah formula in the properties of the properties o	36	12	5	19	0
	Apr, 08 2021 09:37 am Mayor @lydialavelle has signed the @NWF's #MayorsMonarch Pledge to help protect the monarch butterfly. #Carrboro actions include: Removing invasive species Educating about monarch gardens/pollinator habitat http://townofcarrboro.org/CivicAlerts.aspx?AID=1675 https://t.co/37EseF3wVk	36	7	2	27	0
	Apr, 14 2021 12:46 pm It's a town well known for smart residents who are commonly featured on @Jeopardy What is #CARRBORO, NC!? We're rooting for you @MarkDorosin as we did for @katyetc only 3 weeks ago! https://twitter.com/WCHLChapelboro/status/1382714077634568194	32	5	3	24	0

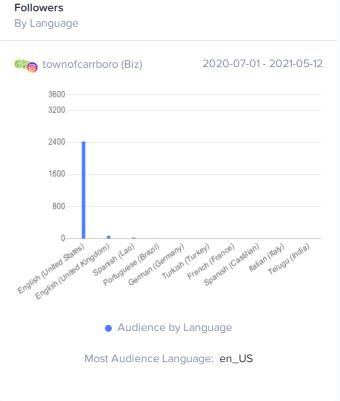
Tweets		Engagement	Retweets	Mentions	Likes	Link Clicks
	Mar, 29 2021 09:54 am The #Carrboro Arts Committee is offering an award of up to \$1,000 to assist emerging young artists in developing their talent through a summer apprenticeship. A total of three (3) apprenticeships are available. http://townofcarrboro.org/CivicAlerts.aspx? AID=1662 https://t.co/dq837mIUVM	29	10	0	19	0
	Apr, 16 2021 09:24 am Traffic will shift on Tuesday onto a new @NCDOT roundabout at Greensboro/Estes. Approaching drivers will yield to vehicles/bicyclists already in the roundabout. Drivers should use turn signals when exiting and yield to pedestrians. Crews on site today. http://townofcarrboro.org/CivicAlerts.aspx?AID=1687 https://t.co/9YiPnOsFRn	23	8	1	14	0
Happy A. Passover	Mar, 26 2021 02:03 pm For those who observe, best wishes for happiness, prosperity, peace and good health on Pesach and always! Happy Passover! #Carrboro #Carrboro NC #Passover #Pesach #Seder https://t.co/gOTV45CKtu	23	5	0	18	0
RAILE	Apr, 15 2021 03:04 pm					



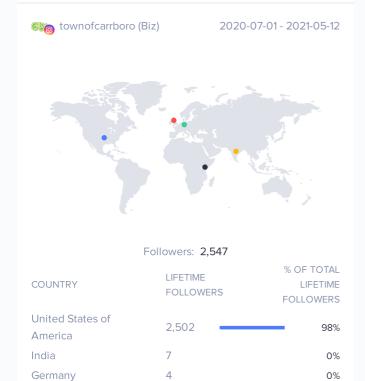








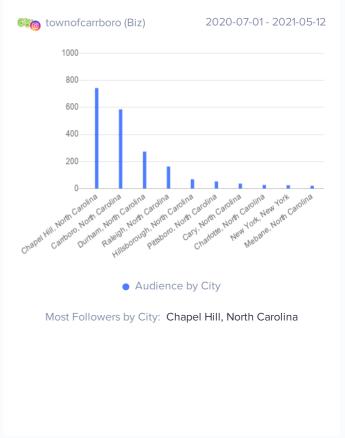
Followers By Location



4

3

Followers By City



Profile Statistics

United Kingdom

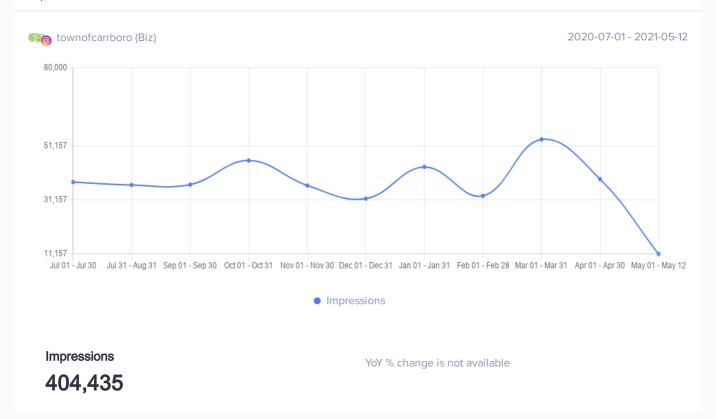
Kenya

Profile Name	Profile Views	Website Clicks	Get Directional Clicks	Email contacts	Phone Call Clicks	Text Message Clicks
townofcarrboro (Biz)	6,681	581	46	1	1	0

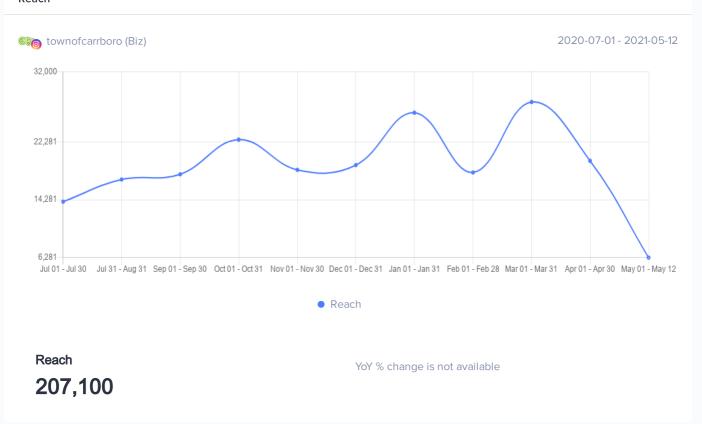
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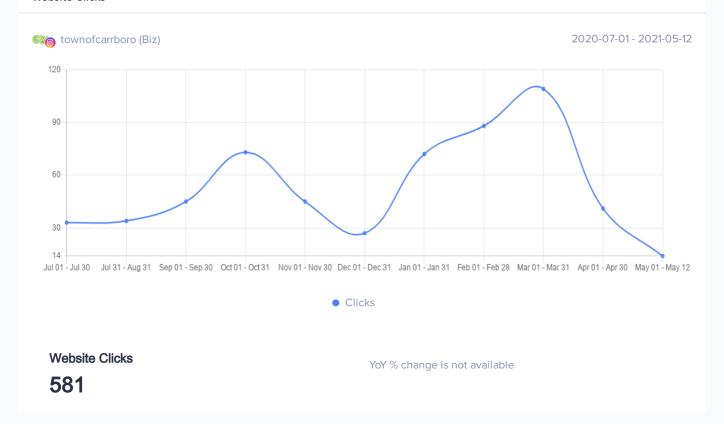




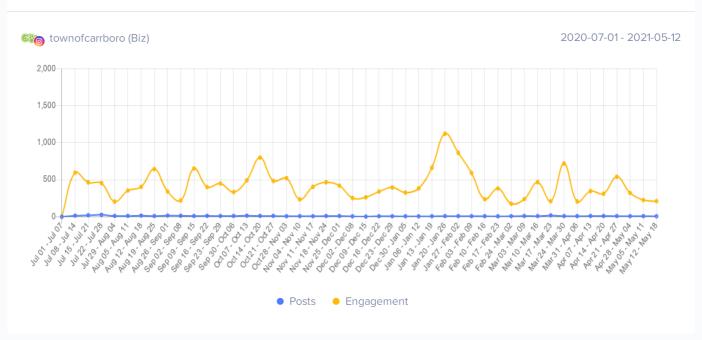




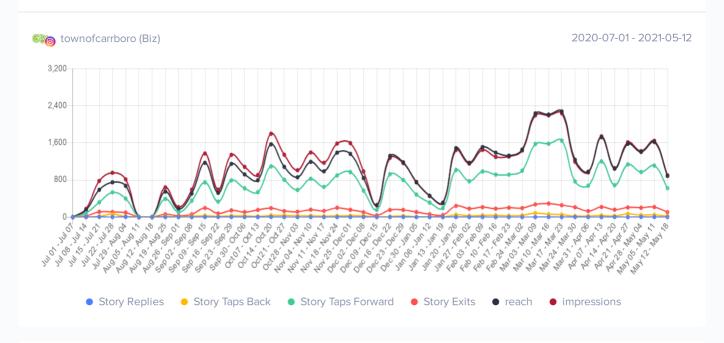
Website Clicks







Stories Performance



Top Performing Posts

3 Most Engaging Posts		3 Highest Reach Posts			3 Most Saved Posts			
First in line to apply to a tow n advisory board. f bit.ly/2	23.28%	\$20,001	One of our own! Carrboro res ident Kathryn Peters is the ne	2,332	EARLY VOTING SCHEDULE **TOTAL PARTY **TOTAL PARTY	Help the @OCNCGOV Board of Elections staff flatten the curve.	12	
One of our own! Carrboro re sident Kathryn Peters is the	17.67%		Mayor Lydia Lavelle has procl aimed Tuesday, Jan. 26, as Dr.	2,130		Take a hike this Labor Day! Her e's a view you'll discover along t	10	
Activist and organizer Quint on Harper wears a face cov	16.97%		First in line to apply to a town advisory board. figure bit.ly/2Mdd	1,787		First in line to apply to a town adv isory board. bit.ly/2Mdd5YI (lin	g	











Jan, 12 2021







Videos

Videos				ı					
Videos		Reach	Views	Impressions	Engagement	Engagement Rate	Likes	Comments	Saves
	CARRBORO, N.C. — A Black Lives Matter mural was completed Friday, Jan. 15, at the Carrboro Century Center, 100 N. Greensboro St. The selected artist, Erbriyon Barrett @cloudxcruiser of Atlanta, painted the mural on the building's side facing E. Main Street. Mr. Barrett noted "a lot of positive energy" expressed by passersby during his work. The Century Center is home to the Carrboro Recreation, Parks and Cultural Resources Department, the Cybrary and the Carrboro Police Department. The mural was approved by the Town Council on Oct. 27, 2020, along with related public art projects. The Town of Carrboro completed another recent Black Lives Matter mural on Dec. 18, 2020 at Communityworx, 125 W. Main St. View the project documentary video at https://youtu.be/r2_P47dj_jc Anita Jones-McNair, Town of Carrboro Race and Equity Officer and Director of the Recreation, Parks and Cultural Resources Department, has said the Black Lives Matter murals around Carrboro highlight and advocate for values that are important to Carrboro. They express our community's acknowledgment of and opposition to systemic and institutional racism. #carrboro #carrboronc #visitcarrboro #BLM #blacklivesmatter #muralsofinstagram @raleighmuralsproject @ncartscouncil @ncculture @naacp @ncnaacp @chcnaacp	1,495	936	1,670	229	15.32%	220	4	5
	Jan, 17 2021 Where were you during the snow squall (CORRECTION: #hail or #graupel *) Saturday? At Wilson Park, tennis was *briefly* interrupted! * #Carrboro #carrboronc @nws #wx #ncwx	1,462	1,100	1,609	208	14.23%	197	8	3
	Jul, 02 2020 James Williams, Chair of the NC Commission on Racial and Ethnic Disparities in the Criminal Justice System, is among the readers joining Mayor Lydia Lavelle for the 7th annual community reading of Frederick Douglass' essay, "The Meaning of the Fourth of July for the Negro." Join us for this Carrboro tradition at 12 noon on July 4. We will share the link broadly. In 1852, Frederick Douglass, one of our nation's greatest orators and abolitionists, was asked to speak at an event commemorating the signing of the Declaration of Independence. In his provocative speech, Douglass said, "This Fourth of July is yours, not mine. You may rejoice, I must mourn." Douglass' speech remains emotionally powerful and thought-provoking more than a century and a half after he gave it. #blacklivesmatter #july4th #frederickdouglass #carrboro #carrboronc #visitcarrboro #visitcarrboronc	621	415	694	70	11.27%	67	0	3
Tandar 2	Oct, 02 2020 Repost from @visitchapelhill • #ChapelHill #Carrboro #Hillsborough in Orange County, North Carolina invites you to explore our restaurants. #getoutandgiveback here's how.	904	494	971	67	7.41%	63	2	2
1999 (1999)	NC Department of Health and Human Services @ncdhhs is reporting the first identification in an NC resident of the COVID-19 variant called B.1.1.7, which was first detected in the UK in December. The B.1.1.7 variant was identified in a sample from an adult in Mecklenburg County processed by Mako Medical Laboratories. State health officials advise people to stay home except for essential activities and avoid gathering, especially indoors, with people who do not live with you. If you absolutely must travel or be with people you do not live with, get tested in advance, keep it small and outdoors and always wear a mask. Read the full article: ncdhhs.gov/news/press-releases/ncdhhs-reports-first-identified-case-b117-covid-19-variant-nc (see link in bio) #Carrboro #CarrboroNC #MaskUp	985	562	1,056	65	6.60%	63	1	1

Videos		Reach	Views	Impressions	Engagement	Engagement Rate	Likes	Comments	Saves
	Nov, 15 2020 Thanks to our amazing volunteers who showed great team spirit planting 28 trees on Saturday! (**) Laura Janway, environmental sustainability coordinator, describes the numerous environmental benefits including restoration of a stream bank at Anderson Park. Project funded by @ncurbanforests #carrboro #carrboronc #treeplanting #communityservice	918	547	1,009	64	6.97%	62	2	0
	TODAY is Police Chief Walter Horton Day in the Town of #Carrboro, honoring his leadership and 27 years of service at retirement. Chief Horton was first sworn-in as a Carrboro police officer on Sept. 9, 1993, and promoted to lieutenant in 2009 and to Captain in 2011; and after a nationwide search for a chief, selected and sworn-in as Police Chief for the Town of Carrboro in 2013. READ the Proclamation (link in bio) townofcarrboro.org/DocumentCenter WATCH complete video messages from the Town Council at youtu.be/CarrboroNC #carrboronc #policeservice #retirement #police #publicservice	838	313	897	61	7.28%	58	3	0
	Dec, 15 2020 Thank you for supporting our local businesses this holiday season! ♠ CarrboroCheer.com Town Economic Development Director Jon Hartman-Brown speaks to how you make a difference when you #shoplocal #SupportLocal #shopsmall #Carrboro #CarrboroNC #HappyHolidays @localstimulus @carrborobusinessalliance @CarolinaChamber	903	569	989	60	6.64%	58	1	1
"Sever learnation in Certern" Electronical and the Bellers and Lafe Study.	#BlackHistoryMonth w/ thanks to @stmchapelhill St Thomas More Church — Dolores & Lorie Clark of #Carrboro share their family connection to Toney Strayhorn, a former slave. The Strayhorns built a log cabin, expanded into a farmhouse in 1879, where Dolores still lives today. Full Video is at YouTube.com/CarrboroNC Please consider subscribing to our channel! #carrborolove #carrboronc #blackhistory #oralhistory #blackhistory365 #strayhorn	800	438	881	60	7.50%	50	3	7
1979 1979 1989	Governor Roy Cooper today issued additional COVID-19 safety measures to tighten mask requirements and enforcement as cases continue to rise rapidly in North Carolina and across the country. Executive Order No. 180 goes into effect on Wednesday, November 25 and runs through Friday, December 11. In addition to extending Phase 3 capacity limits and safety requirements, the Order tightens the existing statewide mask requirement – making it clear that everyone needs to wear a mask whenever they are with someone who is not from the same household. The Order also adds the mask requirement to several additional settings including any public indoor space even when maintaining 6 feet of distance; gyms even when exercising; all schools public and private; and all public or private transportation when traveling with people outside of the household. See link in bio for more. #carrboronc #carrboronc #maskup #maskupamerica #thanksgiving #holiday @ncdhhs @cdcgov	884	548	996	57	6.45%	52	4	1

Account Summary





191 New Subscribers

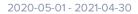


20,707



1,064
Engagement

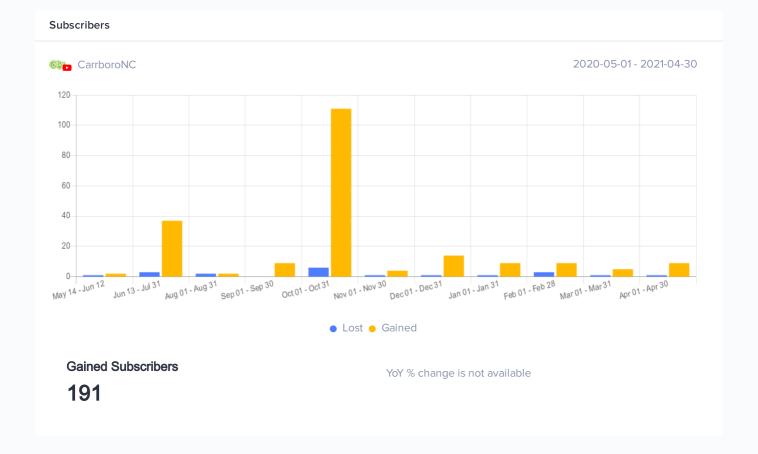
Engagement 2020-05-01-2021-04-30 1,000 800 400 400 May 14-Jun 12 Jun 13-Jul 31 Aug 01-Aug 31 Sep 01-Sep 30 Oct 01-Oct 31 Nov 01-Nov 30 Dec 01-Dec 31 Jan 01-Jan 31 Feb 01-Feb 28 Mar 01-Mar 31 Apr 01-Apr 30 Engagement Yoy % change is not available 1,064

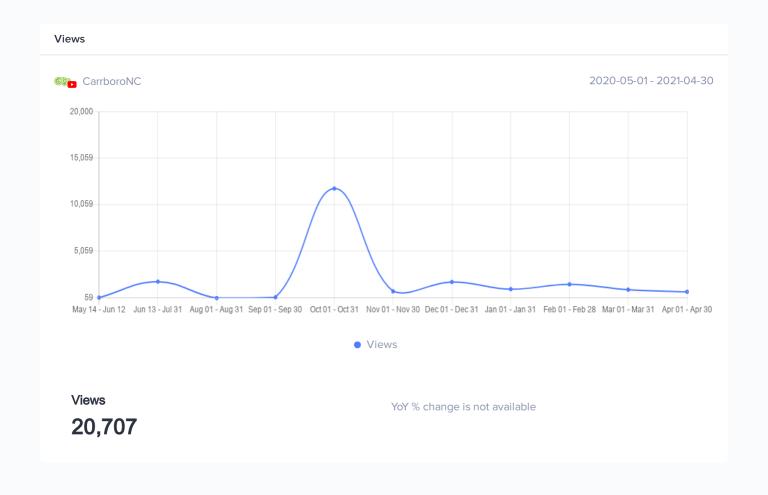




Videos

Videos		Views	Duration	Engagement	Engagement Rate	Likes	Dislikes	Comments	Shares
	Mar, 25 2021 05:59 pm Serving Carrboro	9	1:29min	3	33.33	0	0	1	2
Operation in the control of the cont	Nov, 19 2020 04:27 pm Town Council Call to Action for Carrboro Connects	34	4:18min	10	29.41	2	0	0	8
	Jun, 30 2020 11:43 am Art Extravaganza Camp - Secret Message Craft	4	3:09min	1	25.00	1	0	0	0
BLACK WENDER TOTTLE Agenda (Sheps Company)	Feb, 10 2021 10:05 am Rosie Caldwell: Black History Month Legend by Tai Huynh	18	2:28min	4	22.22	0	1	0	4
Andoord by R. Boomes Boom collect downst Source with the set of an obes February 1, 2007	Mar, 18 2021 11:45 am Dolores and Lorie Clark (1 minute)	9	1:00min	2	22.22	1	0	0	1
	Oct, 05 2020 03:15 am 2020 Carrboro Music Festival Live Performance - Ron Wayne Band	267	53:20min	59	22.10	7	0	40	12
	Jun, 23 2020 09:08 am Kinderventures Camp Activities - Happy Rainbow Cloud Craft	14	3:13min	3	21.43	3	0	0	0
	Oct, 03 2020 01:45 pm Bryan Toney Overdrive	123	27:39min	25	20.33	7	0	1	17
	Jan, 20 2021 08:30 am Carrboro Town Council Meeting January 19, 2021	10	1:38:16min	2	20.00	0	0	0	2
Control Town Council Chang & Ball to	Jan, 13 2021 10:22 am Town Council Meeting January 12, 2021	77	3:11:41min	15	19.48	1	0	0	14







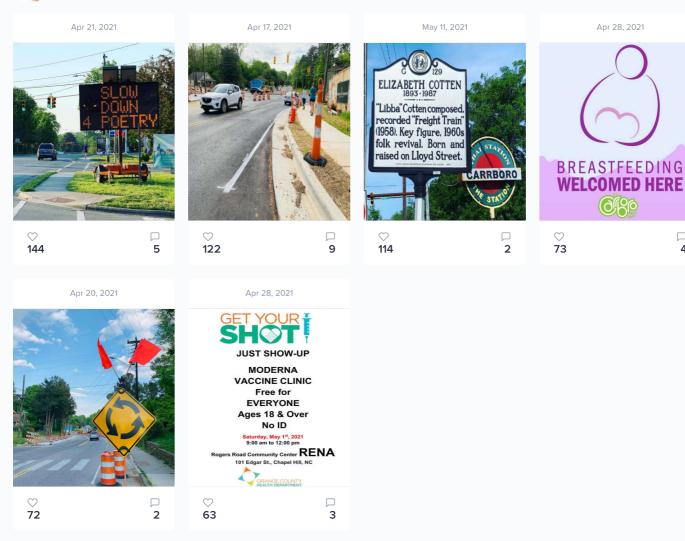
Town of Carrboro Instagram Comparison Report

Created on May 13, 2021 02:42 pm

Instagram Business Competitor Report

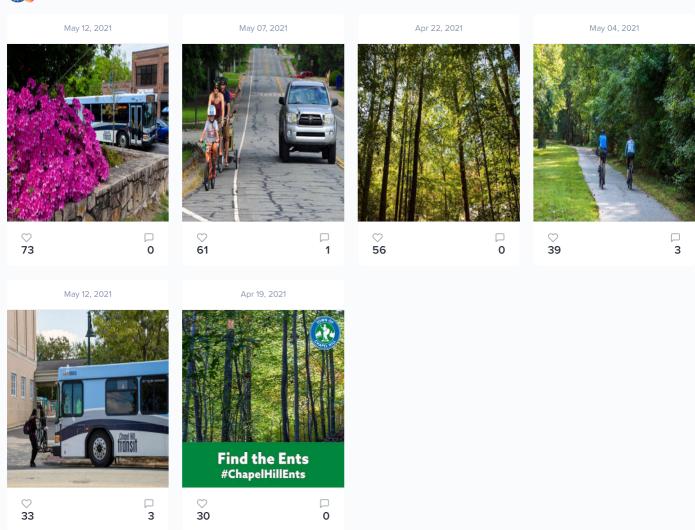
	townofcarrboro	Town of Chapel Hill	Town Of Morrisville,	Town of Clayton NC	Town Of Davidson	EW BER F NEW City of New Bern
			NC			
Followers	3.1K	4.8K	2K	5.8K	3.8K	4.4K
Media (lifetime)	957	1.1K	1.3K	373	1.4K	658
Media (last 30 days)	38	21	53	1	43	16
Total Likes (last 30 days)	1.3K	493	317	22	1.7K	610
Total Comments (last 30 days)	49	10	32	0	46	14
Total Engagement (last 30 days)	1.4K	503	349	22	1.8K	624
Most engaged post (last 30 days)	Mon 6 - 8am	Mon 12 - 2pm	Mon 6 - 8am		Mon 12 - 2pm	Mon 6 - 8am
Last Published	May 13, 2021 11:22am	May 12, 2021 11:01am	May 13, 2021 12:25pm	May 11, 2021 11:22am	May 13, 2021 1:12pm	May 12, 2021 4:31pm
Used Hashtag (last 30 days)	#carrboro #carrboronc #Carrboro	#COVID19 #CHTC #ChapeIHill!	#LiveConnectedLiv eWell #ArborDay #SmallBusinessWee k	#InclusionRevolutio n #lawenforcementtor chrun	#teamworksmakest hedreamwork	#newbernnc #newbern #progress
Engaged Hashtag (last 30 days)	#carrboronc #carrboro #Carrboro	#BikeMonth! #COVID19 #CHTC	#LiveConnectedLiv eWell #ArborDay #SmallBusinessWee k	#InclusionRevolutio n #lawenforcementtor chrun	#teamworksmakest hedreamwork	#newbernnc #newbusiness #strongcommunitie s

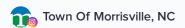
townofcarrboro

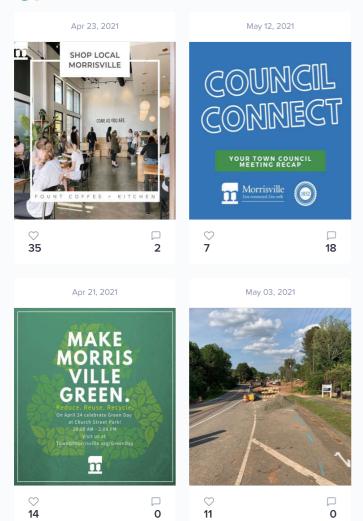


4

Town of Chapel Hill







May 11, 2021

SPRINGFES

□ 2 ♡ 12

♡ 16 Apr 19, 2021

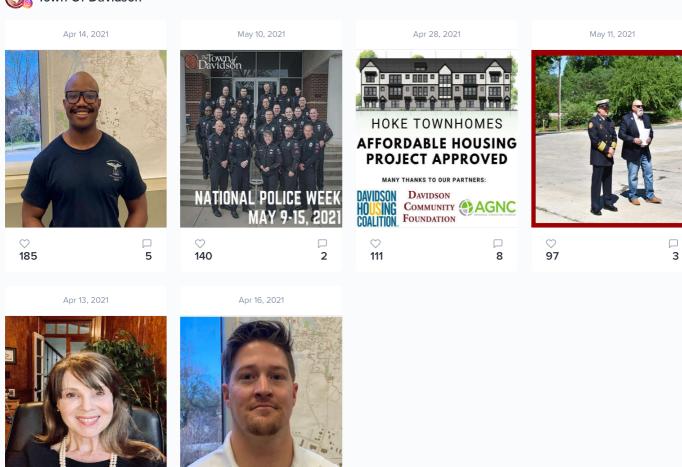
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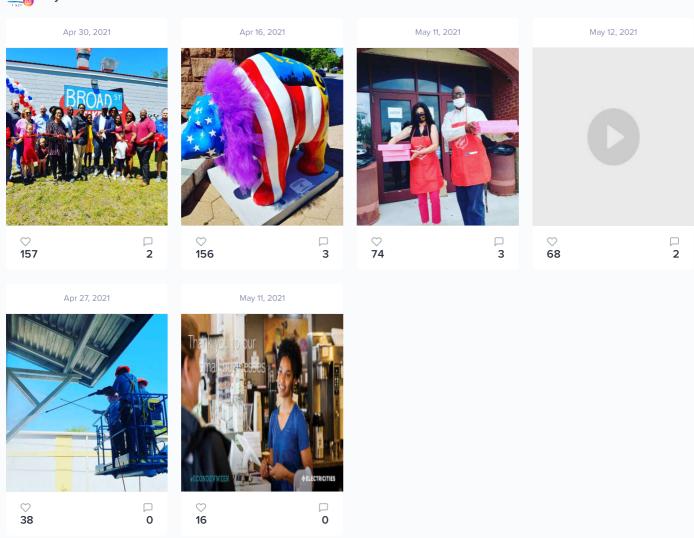


♡ □





City of New Bern

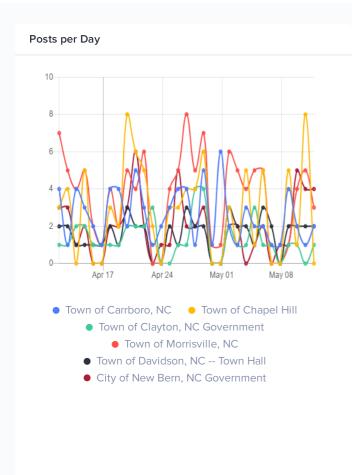


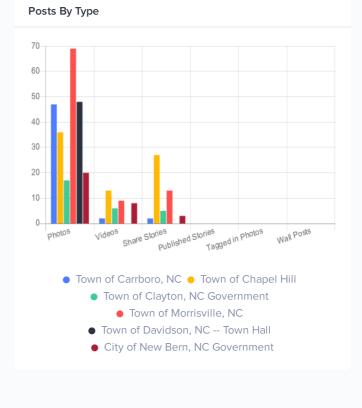


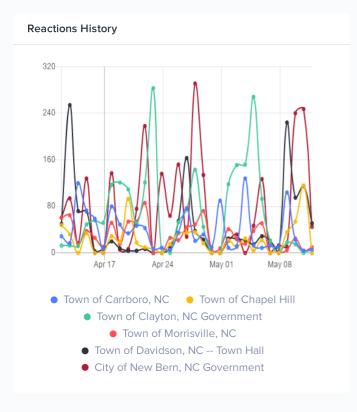
Town of Carrboro Facebook Comparison

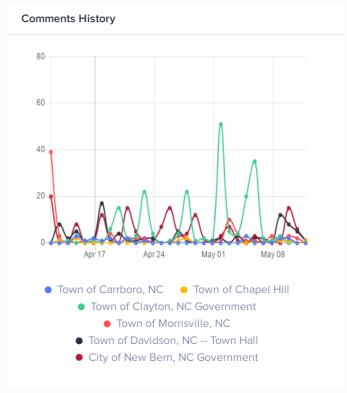
Created on May 13, 2021 02:43 pm

	Town of Carrboro,	Town of Chapel Hill	Town of Clayton, NC	Town of Morrisville,	Towns or Variations by Town of Davidson,	NEW BERN NORTH CAROLINA Everything common augmentatives City of New Bern,
	NC	'	Government	NC	NC Town Hall	NC Government
Total number of fans	4.2K	11.5K	16.2K	5.8K	8.2K	13.8K
Media Posted	81	87	41	114	49	60
Posts the most on	Thu 12 - 2pm	Wed 10am - 12pm	Thu 12 - 2pm	Wed 2 - 4pm	Wed 8 - 10am	Thu 10am - 12pm
Most used hashtags (last 30 days)	#carrboro #covid19vaccine #EarthDay #NationalBikeMonth #poetrymonth	#COVID19 #Orange County Health Department, NC #Chapel Hill Public Library #Chapel Hill Parks & Recreation #Downtown Chapel Hill	#Clayton Police Department #Downtown Clayton, NC #Clayton Fire Department #Jody Mcleod #Clayton Farm and Community Market	#LiveConnectedLiv eWell #Western Wake Farmers' Market #SmallBusinessWee k #trianglesmallbusin essweek #Invitae	#Chick-fil-A Lake Norman/Cornelius #teamworksmakest hedreamwork #Charlotte- Mecklenburg Storm Water Services	#newbernnc #NewBern #progress #everythingcomes ogetherhere #economicdevelo
Most engaging hashtags (last 30 days)	#carrboro #AffordableHousing #Lydia Lavelle #NationalPoetryMo nth #covid19vaccine	#Chapel Hill Transit #Chapel Hill Parks & Recreation #Orange County Health Department, NC #Chapel Hill Public Library #Downtown Chapel Hill	#Clayton Police Department #Clayton Fire Department #Downtown Clayton, NC #Jody Mcleod #Clayton Chamber of Commerce	#LiveConnectedLiv eWell #Invitae #Town of Morrisville, NC #Western Wake Farmers' Market #shoplocal	#Chick-fil-A Lake Norman/Cornelius #teamworksmakest hedreamwork #Charlotte- Mecklenburg Storm Water Services	#newbernnc #Broad Street Takeout #New Bern Area Chamber of Commerce #newbusiness #ribboncutting
Total number of comments (last 30 days)	19	9	205	84	86	143
Total number of reactions (last 30 days)	1.2K	716	2.1K	917	1.4K	2.3K
Average number of comments (last 30 days)	1	1	5	1	2	3
Average number of reactions (last 30 days)	15	9	53	9	29	39
Average engagement per post (last 30 days)	15	9	58	9	31	42











Town of Carrboro, NC

May 05, 2021

Freight Train Blues celebrates the life and legacy of Piedmont blues legend Elizabeth "Libba" Cotten, born in 1893 in Carrboro, NC. The Town of Carrboro, the Carrboro Tourism Development Authority, WUNC, Music Maker Blues, Soul Bag, and Artarie are pleased to present a livestream version of the annual Freight Train Blues Music Series beginning May 14, 2021, and playing most Fridays at 6:30 p.m. Eastern Daylight Time. Featured are: "artist on the rise" (NPR Music) Amythyst Kiah, "enchanting new Appalachian voice [that] sounds like the soul child of Bob Dylan and Dolly Parton" Alexa Rose, sacred soul guitar master Johnny Ray Daniels, GRAMMY-nominated trio The Hamiltones, and Harvey Dalton Arnold, of southern rock legends The Outlaws. Freight Train Blues honors Elizabeth Cotten's contributions to American roots music by highlighting the cultural significance, diversity, and vitality of her North Carolina community and its connections to artists across the nation. Learn more http://townofcarrboro.org/Civi cAlerts.aspx?AID=1684





May 10, 2021

Congratulations, Officer Ferraro!



♡ 37 □ Apr 15, 2021

It's a town well known for smart residents who are commonly featured on @Jeopardy What is #CARRBORO, NC!? We're rooting for you, Mark Dorosin, as we did for Kathryn Peters — only 3 weeks ago!









Town of Chapel Hill

May 12, 2021

Worried about a gas shortage? High prices? Chapel Hill Transit is running!



□ 1 ♡ 46

Apr 13, 2021

Important community safety message from Chapel Hill Police. $\P \P \P$



0 ♡ 28

Apr 21, 2021

Great news just in time for Earth Day! We've teamed up with the Chapel Hill Farmers' Market to collect residential food waste for compost starting this Saturday. Read the full story and find out what is - and isn't - compostable.

https://ecs.page.link/cbGTm







🔝 Town of Clayton, NC Government

May 05, 2021

Meet the three newest members of the Clayton Police Department. We know these officers will represent our Town and Community well!



149 6 Apr 20, 2021

The Clayton Fire Department has added an Emergency Management position to its Administrative Division. The new Emergency Management position is the first of its kind within a Town in Johnston County. Serving as the Town's first Emergency Management Coordinator is Amy Shearin, who came on board with the fire department earlier this year. Amy will be working with Clayton Fire Department, Clayton Police Department, all other Town Departments, and the community. Learn more at http://bit.ly/ClaytonEM



107 7 Apr 24, 2021

Kicking off the Clayton **Downtown Development** Association's Ransom on the Roof event this morning in Downtown Clayton. Help us get these guys off the roof! You can still donate here: https://ca.gofundme.com/f/ran som-on-the-roof Jody Mcleod Clayton Fire Department Clayton Police Department Clayton High School Downtown Clayton, NC





👔 Town of Morrisville, NC

Apr 22, 2021

San Fransisco-based advanced genetic testing firm Invitae Corporation will become one of the first occupants of The Stitch, the reuse project for the Morrisville outlet mall, making a \$114.6 million capital investment and bring nearly 400 high-paying jobs to the Town of Morrisville, NC. https://youtu.be/yDmM3O-ВТсо



♡ 29

Apr 23, 2021

The Town is always proud to highlight local Morrisville businesses. Today the business spotlight is Fount Coffee + Kitchen. Fount Coffee + Kitchen is a specialty coffee bar located in the heart of Research Triangle Park celebrating craft, quality, and community. Fount's food menu features 100% glutenfree dishes boasting organic, high-quality ingredients. Fount Coffee + Kitchen is open to customers Monday through Friday from 7 a.m. - 4p.m. and on Saturday and Sunday between 8 a.m. and 4 p.m. They are located in The Market at Perimeter Park, 10954 Chapel Hill Road in Morrisville. Learn more about Fount Coffee + Kitchen at https://fountcoffee.com



♡ 21 0 Apr 14, 2021

The Town of Morrisville and the N.C. Department of Transportation (NCDOT) have scheduled a virtual public meeting on Tuesday, April 20, at 7 p.m. to present information on the proposed extension of Airport Boulevard from Garden Square Lane to Chapel Hill Road (N.C. 54), in Morrisville. The meeting is an opportunity to learn about the proposed project, ask questions, and provide comments before the project's design plans are completed. Project information is available at the link shown below. To join the virtual public meeting online or by phone and to provide input, visit the NCDOT public input page:

https://www.publicinput.com/ airport-blvd-extension





Town of Davidson, NC -- Town Hall

Apr 14, 2021

Davidson welcomes Chris Edourzin to its police department! Born & raised in Charlotte, Chris graduated from East Carolina and has experience in sales, customer service, families & children. When not working, he enjoys rugby, traveling, video games, & working out. Welcome Chris!





May 10, 2021

At the last Davidson Board of Commissioners meeting, Mayor Rusty Knox read a proclamation designating May 9-15, 2021 as National Police Week, publicly saluting the service of law enforcement officers in Davidson and in communities across the nation.



96 14 Apr 16, 2021

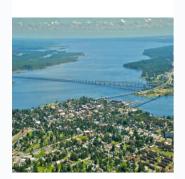
Davidson welcomes David Lee to its police department. From Statesville, David served in the Marines and most recently for the Statesville police. He is married to Allison and has a 10-monthold daughter, Alaina. When not working, he is working on a business admin degree. Welcome!





City of New Bern, NC Government

Apr 19, 2021



♡ 124 11 Apr 30, 2021

Mayor Outlaw, the Board of Aldermen & the City of New Bern congratulate Curtis Stewart & his team on the opening of Broad Street Takeout at 1020 Broad Street in Five Points. Check out their creative menu of dishes named for historic places & people from New Bern's past & present...like the Mayor Morgan Hotdog! #newbernnc #RibbonCutting #Congratulations #newbusiness New Bern Area Chamber of Commerce



♡ 115 □ 12 Apr 29, 2021

Congratulations Keith on your recognition by the State! Keep up the awesome work! New Bern & Tryon Palace are lucky to have you.





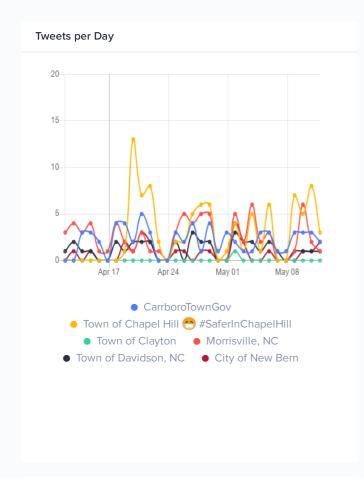
Town of Carrboro Twitter Comparison

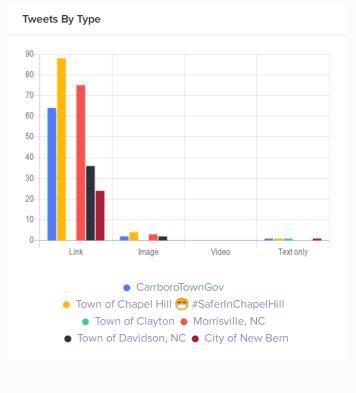
Created on May 13, 2021 02:41 pm

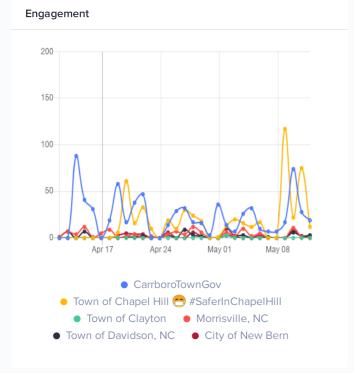
Twitter Competitor Report (Last 30 Days)

	C					*
	CarrboroTownGov	Town of Chapel Hill #SaferInChapelHill	Town of Clayton	Morrisville, NC	Town of Davidson, NC	City of New Bern
Total number of followers	7.3K	19.7K	3.2K	5.7K	5.9K	5.7K
Total number of following	445	238	211	300	68	651
Total number of tweets	9.4K	16.7K	2.8K	9.1K	2.6K	7.3K
Tweets the most on	Mon 10am - 12pm	Wed 8 - 10am	Mon 8 - 10am	Thu 8 - 10am	Wed 8 - 10am	Fri 2 - 4pm
Tweets for the last 30 days	67	93	1	78	38	25
Most used hashtags (last 30 days)	#Breastfeeding #CARRBORO #YouAreNotAlone #ICYMI #NationalPoetryMo nth	#ShareTheRoad #ICYMI #ChapeIHillArts #ChapeIHillEarthDa y #AffordableHousing		#ArborDay		#HappyFridayEve #NCBroadband #werehiring #keepingthelightso n #job

	CarrboroTownGov	Town of Chapel Hill	Town of Clayton	Morrisville, NC	Town of Davidson,	City of New Bern
		#SaferInChapeIHill			TNC .	
Most engaging hashtags (last 30 days)	#Breastfeeding #CARRBORO #YouAreNotAlone #ICYMI #NationalPoetryMo nth	#ShareTheRoad #ICYMI #ChapelHillArts #ChapelHillEarthDa y #AffordableHousing		#ArborDay		#HappyFridayEve #NCBroadband #werehiring #keepingthelightsd n #job
Tweets by type (last 30 days)	2 images, 64 links, 1 text only, 0 video	4 images, 88 links, 1 text only, 0 video	0 image, 0 link, 1 text only, 0 video	3 images, 75 links, 0 text only, 0 video	2 images, 36 links, 0 text only, 0 video	0 image, 24 links, 1 text only, 0 video
Total number of retweets (last 30 days)	201	163	2	24	11	14
Total number of mentions (last 30 days)	31	105	0	30	0	2
Total number of likes (last 30 days)	526	369	1	94	45	42
Average number of retweets (last 30 days)	3	2	2	1	1	1
Average number of mentions (last 30 days)	1	2	0	1	0	1
Average number of likes (last 30 days)	8	4	1	2	2	2
Average engagement per tweet (last 30 days)	11	6	3	2	2	3







CarrboroTownGov

May 11 2021	Apr 15 2021	Apr 20 2021
The Town of Carrboro's annual https://t.co/ZI3sew7AK8 livestream concert series honors the music, memory & legacy o https://t.co/9BF97WR0Az	Affordable, permanent apartments for 48 households coming soon! @CASAhousing broke ground on their newest community https://t.co/HiOECY51eG	FREIGHT TRAIN BLUES VIRTUAL CONCERT SERIES STARTS May 14: https://t.co/sVwWsfk1jq PRESENTING: Alexa Rose https://t.co/JzaIDJuR7f
♡ □ 48 22		



May 10 2021 May 12 2021 May 12 2021 Congratulations, "We have these buses out Worries about a gas shortage? @UNCFieldHockey! Back-to-High prices? @chtransit is here, these giant rolling Back-to-Back National Titles! running! billboards. How about we find **₹**₹ And ninth total!! YOU @UNCandCommunity some way to say 'thank you' rule the sport.... @DCHP_ChapelHill... using... https://t.co/qqZliwBJzi https://t.co/uShIWmwJnR https://t.co/GvTudYTHEH ♡ **72** 口 10 ♡ 29 ♡ 15 □ 6 8



Town of Clayton

May 03 2021

ALL Town of Clayton phone lines are down this morning. Please be patient as we work to get them back up and running. Thank you!



□ 2



Morrisville, NC

May 11 2021 Apr 18 2021 Apr 14 2021 The Town of Morrisville A virtual open house Traffic Alert: Ashe St. is SpringFest turns Town Hall informing the public about currently shut down at the Drive into fun for the whole @Morrisville_NC's upcoming intersections of Ashe St./Page family on May 15! Visit... Intersection Improvement St. & Ashe St./Church St. https://t.co/NnkRaj4NDC Study will be a... due... https://t.co/CsHP5ctdw2 https://t.co/Sgoysnv4k5 **3** □ 2 **3** ⇔ □ 2 ♡ 2 □ 2



Town of Davidson, NC

Apr 16 2021	May 11 2021	Apr 28 2021
Davidson welcomes David Lee to its police department. From Statesville, David served in the Marines and most recent https://t.co/vkbbliXi8y	The Town of Davidson announces the hiring of Ryan Monteith as its new Fire Chief! Read about Ryan and how he came t https://t.co/Ry5I2QR9FW	A warm welcome to the newest member of Davidson's public works team, James Taylor. He most recently served on the g https://t.co/oUG2dWR5nC
♥70	♡ 5	○51



May 11 2021	Apr 29 2021	Apr 26 2021
Interesting https://t.co/7L7svfY0Bf	Join our Redevelopment Commission & partners this Saturday, May 1st at the Omega Ctr for the Community Resource Fai https://t.co/HKm6Fldgm4	Congrats to our Dept. of Public Utilities for being in the top 25% nationwide for reliability. #keepingthelightson https://t.co/e9kbMeyFCc
© □ 6 2	♡ 3 3	♡ 4 2