

**Zebulon Board of Commissioners**  
**Work Session**  
**Minutes**  
**August 25, 2021**

Present: Robert S. Matheny, Beverly Clark, Annie Moore, Glenn York, Shannon Baxter, Larry Loucks, Joe Moore-Town Manager, Lisa Markland-Town Clerk, Chris Perry-Fire, Michael Clark-Planning, Sheila Long-Parks and Recreation, Chris Ray-Public Works, Bobby Fitts-Finance, Jacqui Boykin-Police, Amy Hayden-Parks and Recreation, Eric Vernon-Attorney

Mayor Matheny called the meeting to order at 6:00pm.

**APPROVAL OF AGENDA**

Commissioner Loucks made a motion, second by Commissioner Clark to approve the agenda. There was no discussion and the motion passed unanimously.

Joe Moore gave an overview of the topics to be discussed at the meeting.

**BRANDING OVERVIEW**

Aaron Arnett from Arnett Muldrow & Associates spoke about his company and the other municipalities and companies they have worked with. The objectives of the branding process were stated, and numerous branding examples were shown. Mr. Arnett also gave an overview of how communities develop, extend, and apply a brand identity.

It was stated the branding process would take approximately four to six months.

**PARKS AND RECREATION MASTER PLAN**

Sheila Long stated the Parks and Recreation Advisory Board recommended approval of the Master Plan at their August 16, 2021 meeting.

Drew Crumpton, Landscape Architect and Park Planner at AECOM spoke about the Parks and Recreation Master Plan. The project process included system inventory and analysis, community needs assessment, vision development and recommendations and implementation strategies.

The vision statement and vision goals were discussed. The vision map was shown. The objectives of the plan included:

- neighborhood parks and open spaces
- community parks and athletic facilities
- natural areas and sustainability
- programs, community health and special events
- connectivity and access.

The total park system was estimated to cost \$59,362,992.

The priority projects included:

- Focus on improving existing parks
- East/West greenway connection – Green Spine
- Cohesive park branding/signage
- Downtown park and alleyways
- Greenway access in neighborhoods
- Community park expansion-athletics consolidation
- Activate parks with programs
- Little River corridor

Commissioner Baxter inquired about the prioritization of the projects. The priority for the projects came from the Parks and Recreation Advisory Board, park staff and was formed by community input.

Mr. Crumpton spoke about the phasing plan, future funding considerations, programming and policy recommendations.

Sheila Long shared the next steps for the Parks and Rec Master Plan. The Plan would go before the Board at their September 13 meeting for adoption. There would be a Public Hearing for the impact fee study on September 20 and the budget and fee schedule change would go before the Board at their October 4 meeting.

## **DEVELOPMENT ORDINANCE TEXT AMENDMENTS**

Michael Clark spoke about proposed amendments to the following:

- Downtown building design
- New use classifications (e.g., pawn shops, vape shops, art galleries, artisan studios)
- Residential guest parking requirements
- Design of auto-oriented developments (e.g., drive-thrus, automotive service).

The corrections to chapter 4 and 5 were discussed. The changes would allow clarification and design guidelines.

Mayor Matheny asked about the 300' separation of uses restriction. This limitation allowed the separation of uses in the downtown area to avoid a concentration of uses downtown. It was explained how the concentration of uses next to each other could be a negative economic impact.

The text amendments would go before the Board at the September 20 Joint Public Hearing with a possible adoption at the October 4 meeting.

There was discussion about the possible legalization of CBD and medical marijuana and what other states have done.

## **DOWNTOWN TREE LIGHTING**

Sheila Long gave options on how, or if, to host the downtown tree lighting event with current COVID restrictions.

The options included:

- The full event with a band, amusements, vendors, food trucks, beer garden, local performances
- Scaled back ceremony on E. Sycamore only, local performers and no amusements or vendors
- Virtual – pre-filed lighting with partners and Santa
- Do nothing

There were concerns expressed about having a large crowd downtown. There was discussion about the possibility of having tickets for the event and suggestions to have the event virtual to maintain safety and public health.

There was a consensus among the Board to not have the full event. Staff would present options and more detail to the Board at their September meeting.

Joe Moore spoke about the upcoming meeting schedule. Town Hall would be closed September 6 for the Labor Day holiday. The next regular meeting was scheduled for September 13 at 7:00pm. The Joint Public Hearing was scheduled for September 20 at 7:00pm and the work session was scheduled for September 22 at 6:00pm.

Commissioner Loucks made a motion, second by Commissioner Clark to adjourn. There was no discussion and the motion passed unanimously.

Adopted this the 13<sup>th</sup> day of September 2021.



  
Robert S. Matheny—Mayor

  
Lisa M. Markland, CMC—Town Clerk