

TOWN OF FLETCHER

PRESTON BLAKELY
MAYOR

MARK E. BIBERDORF
TOWN MANAGER



COUNCIL MEMBERS:
SHEILA FRANKLIN
JIM PLAYER
TREVOR C. LANCE
KEITH REED

Town Council Agenda Review Meeting September 3, 2024 at 6:00 PM

Call the meeting to order at: 6:00 PM

Moment of Silence:

Pledge of Allegiance:

Presentation of Proclamation(s) for National Recovery Month, & Suicide Prevention Month and then a plaque for years of service to an outgoing Planning Board member by Mayor Blakely

- 1) Presentation of a Proclamation in honor of National Recovery Month.
- 2) Presentation of a Proclamation in honor of World Suicide Prevention Day & National Suicide Prevention Month
- 3) Presentation of plaque to Duane Gentle honoring his years of service on the Planning Board.

Public Comments:

"We will strive to uphold each citizen's First Amendment right to free speech. We will ensure a level of civility and decorum. We ask that all speakers be respectful and adhere to the three-minute time limit. Council is not expected to debate/discuss issues during public comment."

Approval of minutes - corrections, additions or deletions

- 4) Agenda Review Meeting August 5, 2024
- 5) Regular Meeting August 12, 2024

Council Updates

Consent Agenda

- 6) Tax refunds/releases.

- 7) Approval of request from Windsor Built Homes for street take over in Sycamore Cottages

Discussion Items

- 8) Consideration of establishing a farmers market in Fletcher - Mark Biberdorf, Town Manager
- 9) Retail recruitment plan submitted by Retail Strategies - Mark Biberdorf, Town Manager
- 10) Research on retail rehabilitation grant programs - Mark Biberdorf, Town Manager

Town Manager Report

Department Reports

- 11) August Reports

Adjourn

Upcoming Events

Regular Meeting September 9, 2024, at 6:00 pm
Fletcher Family Fun Festival September 21, 2024 4:00 to 7:00 pm
Agenda Review Meeting October 7, 2024, at 6:00 pm
Regular Meeting October 14, 2024, at 6:00 pm
Halloween Event October 26, 2024 12:00 to 2:00 pm
Fall Food Pantry from October 28, 2024 to November 23, 2024
Veterans Salute Breakfast November 2, 2024, at 9:00 am

"This Institution is an equal opportunity provider."

**Proclamation
National Recovery Month – September 2024**

WHEREAS according to Kaiser Family Foundation, two thirds of Americans report their lives have been impacted by substance use disorders and addiction, regardless of race, gender, age, or socioeconomic status; and

WHEREAS Henderson County Emergency Medical Services received more than 500 calls in 2023 for suspected overdose, with the Opioid Crisis transitioning to a Poly-substance Crisis in Henderson County

WHEREAS substance use disorders are preventable and treatable conditions; recovery is a process that transforms individuals and the communities in which they live by creating hope, health, and a sense of purpose; and

WHEREAS the focus of Recovery Month in September is to celebrate all people that make the journey of recovery; to increase awareness and understanding of substance use disorders; to show respect and support for those in recovery, as well as those who have helped them obtain treatment; to highlight the importance of evidence-based treatment and recovery practices; and

WHEREAS North Carolina is receiving \$1.5 billion in opioid settlement funds over 16 years, of which Henderson County is receiving \$16 million to bring resources to our community harmed by the opioid epidemic and to increase options for recovery treatment and support services; and

NOW, THEREFORE, BE IT PROCLAIMED we, Fletcher Town Council, do hereby proclaim September 2024 as Recovery Month. As the governing body for Fletcher, North Carolina, we call upon the citizens, government agencies, public and private institutions, businesses, and schools to commit our community to work together to end the stigma of substance use disorders and addiction with increased awareness and understanding, and support those in their journey of recovery.

Henderson County Substance Misuse Action Team will have a community event dedicated to challenging substance use stigma and celebrate the journey of recovery on Tuesday, September 17th, 2024, from 5:30 to 7:30 pm at Grace Lutheran Church

Approved this the 9th day of September 2024

Mayor Preston Blakely

ATTEST:

Christine Thompson MMC, NCCMC
Town Clerk

Proclamation
World Suicide Prevention Day - September 10, 2024
National Suicide Prevention Month - September 2024

WHEREAS, suicide is a significant public health problem, claiming the lives of 26 individuals in Henderson County in 2023 according to NC DETECT, the highest number since 2015, and contributing to a tragic national toll expected to surpass 50,000 deaths for the first time in 2023; and

WHEREAS, one person dies by suicide every 10.6 minutes in the United States, making it the 11th leading cause of death in the country and one of the most preventable causes; and

WHEREAS, men are four times more likely to die by suicide, with 22 out of the 26 suicide deaths in Henderson County in 2023 being men; and

WHEREAS, Henderson County is creating a Suicide Postvention Response Team to offer support to families and the community as they navigate the challenges of prolonged grief and loss, demonstrating our commitment to comprehensive suicide prevention and response efforts; and

WHEREAS, the Henderson County Department of Public Health, in collaboration with the Hope Coalition, is committed to implementing evidence-based suicide prevention strategies, including the launch of "Safe September," which promotes awareness that suicide is preventable and provides community members with life-saving resources such as gun locks and medicine lock pouches; and

WHEREAS, the public is invited to attend a Question, Persuade, Refer suicide prevention training event hosted by the Henderson County Department of Public Health on September 13, 2024, to further empower our community with the knowledge and tools necessary to prevent suicide and save lives; and

WHEREAS, World Suicide Prevention Day on September 10 and National Suicide Prevention Month in September provide an opportunity for Henderson County to join the global and national movements to raise awareness about suicide, honor those who have been affected by suicide, and promote the message that suicide is preventable;

NOW, THEREFORE, BE IT PROCLAIMED, we, the Fletcher Town Council, do hereby proclaim September 10, 2024, as World Suicide Prevention Day and September 2024 as National Suicide Prevention Month in the Town of Fletcher. We call upon all citizens, government agencies, public and private institutions, businesses, and schools in the Town of Fletcher to work together to prevent suicide, offer support to those who have lost loved ones, and promote hope, health, and safety for all.

Signed this 3rd day of September, 2024

Mayor Preston Blakely

ATTEST:

Christine Thompson MMC NCCMC
Town Clerk

Town of Fletcher
Town Council Agenda Review Meeting
Minutes
August 5, 2024

Call the meeting to order at: 6:00 PM

Mayor Preston Blakely
Mayor Pro-Tem Sheila Franklin
Councilmember Keith Reed
Councilmember Trevor Lance
Councilmember Jim Player
Planning & Zoning Director Eric Rufa
Town Manager Mark Biberdorf

Moment of Silence:

Pledge of Allegiance:

Public Comments:

No comments were made at this time.

Approval of minutes - corrections, additions or deletions

Agenda Review Meeting July 1, 2024.

Regular Meeting July 8, 2024

No comments were made at this time.

Council Updates

Mayor Pro-Tem Sheila Franklin stated that she got to see the new French Broad River Intake which would be for the new water & sewer system for the county, and it should be up and running very soon.

She stated that she also attended the graduation ceremony for Officer Klcklighter who will be joining Fletcher Police Department, and that she graduated at the top of her class.

Mayor Blakely thanked Parks & Recreation for the summer day camp and said that they did a wonderful job this summer.

Consent Agenda

Approval of Proclamation # P-24-02 for the Fall Litter sweep which runs from September 14 through September 28, 2024.

Approval of reduced performance bond for Phase I infrastructure in The Authors Subdivision on Rutledge Road

Planning & Zoning Director Eric Rufa went over the information concerning the reduction of the performance bond for The Authors Subdivision and answered questions that council had for him.

Town Manager Mark Biberdorf stated that he would do a connect call on the Fall Litter sweep to see if any residents are interested in participating. The town usually provides vests and trash bags and a list of potential streets to pick up litter on.

Discussion Items

Presentation and annual report from Asheville Regional Airport-Lew Bleweis, Executive Director.

Lew Bleweis will be here next week at the regular meeting to give an annual update on Asheville Regional Airport.

Public Hearing to consider possible amendments to Article 12 & 18 of the Fletcher Land Development Code regarding family subdivision and street access.

Planning & Zoning Director Eric Rufa briefly went over the information for the public hearing next week and answered questions that the council had for him.

Discussion Followed:

Review of application(s) for candidates for the Henderson County Tourism Development Authority and the Parks & Recreation Advisory Board for the town.

Application(s) for HC Tourism Development Authority

Application(s) for Parks & Recreation Advisory Board

Mayor Blakley went over the names of the candidate(s) for the HC Tourism Development Authority Board and the Parks & Recreation Advisory Board. He then asked Mr. Roy Dickerson (only candidate for the Tourism Board) to come up and say a few words about why he would like to serve on this board.

Discussion Followed:

Council has agreed to move the selection of Mr. Dickerson for this board to the Consent

Agenda next week.

Mayor Blakely asked Ms Lorie Boehm to come to the podium and state why she would like to serve on the Parks & Recreation Advisory Board,

Discussion Followed:

Mayor Blakely then asked Mr Erik Weber to come to the podium and state why he would like to be reappointed for another 3-year term on the Parks & Recreation Advisory Board.

Discussion Followed:

The third candidate, Mr Brett Miller, was unavailable to attend this evening.

Mayor Blakely stated that council will vote next week at the regular meeting on the candidates for the Parks & Recreation Advisory Board.

Presentation from Asheville Buncombe Community Christian Ministry - Rev Mary Messarra, Director.

Rev Scott Rogers and Rev Mary Messarra gave a PowerPoint presentation and answered questions that council had on the Asheville Buncombe Community Christian Ministry.

Discussion Followed:

Report on performance measures activity for the past six months - Mark Biberdorf, Town Manager

Town Manager Mark Biberdorf went over the performance measures for the last 6 months for each department within the town.

Discussion Followed:

Consideration of an accessible fishing pier at Bill Moore Community Park - Mark Biberdorf, Town Manager

Town Manager Mark Biberdorf went over the possible options for a location in the park for a potential fishing pier as well as possible funding resources for a pier.

Location: At the first parking lot in the park where you will come across the crosswalk to the creek, and there is public access point there and that is an area where they stock the creek with fish too.

We (Greg Walker) and I went over to Mills River park to look at their fishing pier, and they have

a very nice one and their director gave us some information on how they received funding for this. It actually got funded by Fish & Wildlife resources, and we checked into it, but they do not have any funds right now.

Discussion Followed:

The council agrees to pursue this further with the necessary engineering that will be needed and looking into funding resources.

Town Manager Report

We are continuing to get interest in the town center project. We have had two groups that continue to show interest and Eric and I met with one of them recently. This group has talked again about going to three stories and I have discussed this with council before and three of you prefer no more than two stories. We are getting people expressing an interest and this is the first thing they are asking. (about three stories)

Discussion Followed:

We had a question about when the diverging diamond interchange would open (it has been one lane for a while now). They think (DOT) that within the next two weeks all the other lanes will open up.

We will communicate back to them that if they can present something interesting that you will consider it.

One thing I have been looking at lately is a Farmers' Market here in town. We have the area between the green building and the old police department. I know that the parking is not ideal there. I called the Ag extension and I have a contact there, and I am going to call back as she was out of the office.

Discussion Followed:

McGill Associates made a proposed schedule for the on preliminary engineering on the town center project and I emailed you a schedule of when they will be starting their work. This should run from now until about January or February. If you have any questions, please let me know.

Department Reports

July Reports

Adjourn

Mayor Blakely asked for a motion to adjourn

Councilmember Jim Player motioned to adjourn, and it was seconded by Mayor Pro-Tem Sheila Franklin.

Motion all in favor.

Adjourned at: 8:22 pm

Upcoming Events

Summer Concert August 17, 2024, at 6:00 pm "Caribbean Cowboys"

Pooches in the Park Event August 24, 2024, at 9:30 pm

Agenda Review Meeting September 3, 2024, at 6:00 pm "Tuesday"

Regular Meeting Monday, September 9, 2024, at 6:00 pm

Fletcher Family Fun Festival September 21, 2024 4:00 to 7:00 pm

Approved.

Date

Signed

Town of Fletcher
Town Council Regular Meeting
Minutes
August 12, 2024

Call the meeting to order at: 6:00 PM

Those who were in attendance are as follows:

Mayor Preston Blakley
Mayor Pro-Tem Sheila Franklin
Councilmember Keith Reed
Councilmember Trevor Lance
Councilmember Jim Player
Planning & Zoning Director Eric Rufa
Assistant Town manager Heather Taylor

Town Manager Mark Biberdorf did not attend this meeting due to being on vacation.

Moment of Silence:

Mayor Blakley led the group in a moment of silence.

Pledge of Allegiance:

Mayor Blakley led the group in the pledge of allegiance.

Public Comments:

No comments were made at this time.

Approval of minutes - corrections, additions or deletions

Agenda Review Meeting July 1, 2024.

Regular Meeting July 8, 2024

Mayor Blakely asked for a motion to approve the minutes as presented

Councilmember Keith Reed motioned to approve the minutes, and it was seconded by Councilmember Trevor Lance.

Motion all in favor.

Council Updates

No comments were made at this time.

Consent Agenda

Approval of Proclamation # P-24-02 for the Fall Litter sweep which runs from September 14 through September 28, 2024.

Approval of reduced performance bond for Phase I infrastructure in The Authors Subdivision on Rutledge Road

Approval of Roy Dickerson to represent the Town of Fletcher on the Henderson County Tourism Development Authority Board.

Mayor Blakely asked for a motion to approve the Consent Agenda as presented.

Councilmember Jim Player motioned to approve the Consent Agenda, and it was seconded by Councilmember Keith Reed.

Motion all in favor.

Discussion Items

Presentation and annual report from Asheville Regional Airport-Lew Bleweis, President & CEO

Lew Bleweis gave the annual report for the Asheville Regional Airport and answered questions that council had for him.

Discussion Followed:

Public Hearing to consider possible amendments to Article 12 & 18 of the Fletcher Land Development Code regarding family subdivision and street access.

Planning & Zoning Director Eric Rufa went over the proposed changes/amendments to the Land Development Code regarding street access in family subdivisions and has asked for council approval.

Discussion Followed:

Mayor Blakely asked for a motion to open a public hearing.

Councilmember Trevor Lance motioned to open the public hearing, and it was seconded by Councilmember Jim Player.

Motion all in favor.

Mayor Blakely asked if there were any comments on the public hearing at this time.

There were no comments to be made.

Mayor Blakely asked for a motion to close the public hearing

Councilmember Jim Player motioned to close the public hearing, and it was seconded by Mayor Pro-Tem Sheila Franklin.

Motion all in favor.

Mayor Blakely asked for a motion to either approve or deny the proposed changes to Article 12 & 18 of the Fletcher Land Development code and any additional changes to the Land Development Code.

Councilmember Trevor Lance motioned to accept Article 12 & 18, and any additional language that is added, it was seconded by Mayor Pro-Tem Sheila Franklin.

Motion all in favor.

Selection of candidates for the Parks & Recreation Advisory Board.

Mayor Blakely went over the names of the candidates for the Parks & Recreation Advisory board and asked council to select two candidates to sign their name and pass the ballots back to him.

Mayor Blakely read the ballots and Erik Weber was unanimously selected for another term on the board. However, there was a tie on the selection of the other candidate. Two members of council had voted for Brett Miller and the other two had voted for Lorie Boehm. Mayor Blakely broke the tie on this by selecting Lorie Boehm for the board.

Mayor Blakely asked for a motion to reappoint Erik Weber to the Parks & Rec Board.

Mayor Pro-Tem Sheila Franklin stated that she would make that motion, and it was seconded by Councilmember Keith Reed.

Motion all in favor.

Mayor Blakely asked for a motion to appoint Lorie Boehm to the Parks & Rec Board.

Councilmember Jim Player motioned to appoint Lorie Boehm, and it was seconded by Councilmember Keith Reed.

Motion all in favor.

Town Manager Report

Assistant Town Manager Heather Taylor had no updates from last week on the report.

Department Reports

July Reports

Adjourn

Mayor Blakely asked for a motion to adjourn

Councilmember Trevor Lance motioned to adjourn and it was seconded by Mayor Pro-Tem Sheila Franklin.

Motion all in favor

Adjourned: 6:21 pm

Upcoming Events

Summer Concert August 17, 2024, at 6:00 pm "Caribbean Cowboys"

Pooches in the Park Event August 24, 2024, at 9:30 pm

Agenda Review Meeting September 3, 2024, at 6:00 pm "Tuesday"

Regular Meeting Monday, September 9, 2024, at 6:00 pm

Fletcher Family Fun Festival September 21, 2024 4:00 to 7:00 pm

Approved.

Date

Signed

September 2024 Releases /Refunds

Release Year	Release#	Name	Reason	Amount	Real Value	Personal Value
2024	1	HMH FLETCHER STORAGE	LISTED ON TIME		\$3.72	
	2	DELL EQUIPMENT FUNDING LP	LISTED ON TIME		\$1.57	
	3	THE MARWIN GROUP INC	NO LONGER IN BUSINESS		\$7.30	
	4	WESTERN CAROLINA TOOL & MOLD CORP	NO LONGER IN BUSINESS		\$21.05	
	5	BUCKINGHAM, BRIAN LOWELL	NO LONGER IN BUSINESS		\$248.41	
	6	FRIST CITIZENS BANK	LISTED ON TIME		\$3.67	
	7	FRIST CITIZENS BANK	LISTED ON TIME		\$3.10	

Total to be released for September

\$288.82

TOWN COUNCIL MEETING

MEMORANDUM

TO:

FROM: Eric Rufa, Planning & Zon Dir

COPY TO:

DATE:

SUBJECT: Approval of request from Windsor Built Homes for street take over in Sycamore Cottages



Background:

Recommendation:

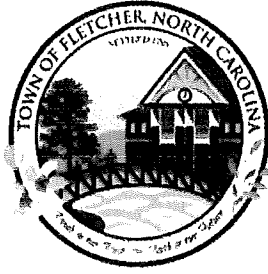
Attachments:

1. Sycamore docs
2. Sycamore plats

TOWN OF FLETCHER

PRESTON BLAKELY
MAYOR

MARK E. BIBERDORF
TOWN MANAGER



COUNCIL MEMBERS:
SHEILA FRANKLIN
TREVOR C. LANCE
JIM PLAYER
KEITH REED

To: **Mayor & Town Council**

Cc: Mark Biberdorf, Town Manager

From: Eric Rufa, Planning Director

Date: August 20, 2024

RE: **Street Takeover Request for Sycamore Cottages**

The Town has received a request from Windsor Built Homes asking for takeover of the streets/rights of way, curbs/gutters, and sidewalks in the recently completed Sycamore Cottages. Along with the written request, the developer has submitted all of the documentation required under Article 12 of the Fletcher Land Development Code (LDC), including the engineer's certification certifying compliance and as-built plans/final plat.

Additionally, staff has verified that a number of repairs to various sections of sidewalk, curb/gutter/ramps, and roads have been made at the request of the Public Works Director. Completion of these minor punch list items was verified on August 19, 2024 during a walkthrough with the development's representative and Public Works.

Also included in your packet are the various documents mentioned above.

The total linear distance of the roads involved is 5,936.8 feet. A complete list of the streets is included in the developer's request letter.

Thank you for your consideration of this matter.

"This institution is an equal opportunity provider"

300 Old Cane Creek Road Fletcher, NC 28732

(828) 687-3985 (828) 687-7133 fax

www.fletchernc.org



August 7, 2024

Fletcher Town Council
300 Old Cane Creek Rd
Fletcher, NC 28732

Re: Request for Acceptance of Roadways in the Old Hendersonville Road PRD

Ladies and Gentlemen of the Town Council,

We are formally requesting that you take up a resolution to accept the completed public streets, rights of way, sidewalks, curb and gutter, that has been completed for the Old Hendersonville Road- PRD.

A list of the roads we are requesting you accept ownership of are as follows:

Cardwell Lane
Greenly Lane
German Lane
Gorman Lane
Harrelson Lane
Mann Lane
Pullen Lane
Riddick Lane

Thank you for your consideration in this matter. Let us know if you need any further information.

Scott Street
Windsor Built Homes

A handwritten signature in black ink, appearing to be "Scott Street", written over the printed name.



July 25, 2024

Eric Rufa
Town of Fletcher
Planning Director
300 Old Cane Creek Road
Fletcher, NC 28732

Re: Old Hendersonville Road- PRD
Engineers Accessibility Letter
CDC Project No. 11521

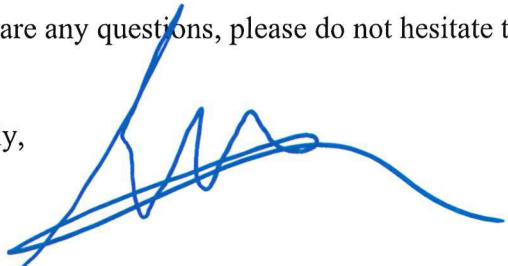
Dear Mr. Rufa,

As you are aware the construction for the above-mentioned project has been fully completed in general compliance with the site plans approved by the Town of Fletcher Staff and Town Council.

All infrastructure inside of the public ROW has been installed in accordance with applicable Codes and Standards.

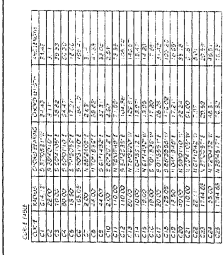
If there are any questions, please do not hesitate to call our office.

Sincerely,


Greg Hoffman, PE
Civil Design Concepts, P.A.
ghoffman@cdcgo.com



DATE	10/2/2021	TIME	10:00
NAME	JOHN DOE	ADDRESS	12345 MAIN ST
PHONE	555-123-4567	CITY	ANYTOWN
STATE	CA	ZIP	90210
EMAIL	JOHN.DOE@EXAMPLE.COM	STATUS	ACTIVE

[illegible]

submitted electronically by "McBee & Associates, PA" in compliance with North Carolina statutes governing recordable documents and the terms of the submitter agreement with the Henderson County Register of Deeds.

MEMORANDUM

TO:

FROM: Mark Biberdorf, Town Manager

COPY TO:

DATE:

SUBJECT: Consideration of establishing a farmers market in Fletcher - Mark Biberdorf, Town Manager



Background:

Recommendation:

Attachments:

1. Memo to Council - Research on Establishing a Farmers Market in Fletcher. 8.28.24

MEMORANDUM

TO: Mayor and Town Council

FROM: Mark E. Biberdorf, Town Manager *MEB*

COPY TO: Heather Taylor, Assistant Town Manager
Greg Walker, Parks & Recreation Director

DATE: August 28, 2024

SUBJECT: Research on Establishing a Farmers Market in Fletcher

Background:

This is in follow up to a discussion that I had with Council last month about establishing or at least determining interest in establishing a farmers market in Fletcher. The Town has received numerous inquiries about this in the past but has never to my knowledge had an established farmers market in Town. This is an attempt to see if the timing may be right to help facilitate one.

I started my research on this topic by first reaching out to Henderson County's Cooperative Extension Office. I was referred to Karen Blaedow who is an Agricultural Extension Agent in their office. Among her responsibilities is supporting farmers market activities in Henderson County. Ms. Blaedow was a wealth of knowledge on this topic and was also helpful in making suggestions for where a market might work here.

There are presently five farmers markets operating in Henderson County. The Etowah Lions Club has a market that operates on Wednesdays. Flat Rock has a market that operates on Thursdays at Pinecrest ARP Church. Mills River has market that operates on Saturdays at Mills River Elementary School. The remaining two – the Hendersonville Farmers Market and the Tailgate Market – both operate on Saturdays in Hendersonville.

Each of the farmers markets typically have a market manager that helps to coordinate the operation. The market managers collect fees, set ground rules, and monitor the activity of each farmers market. They also attend a monthly Market Managers Meeting that is held via Zoom. Ms. Blaedow from the Extension Office also attends these meetings.

Next Steps:

Some next steps to consider here are first of all determining interest in having a farmers market in Fletcher. I am planning on attending the next Market Managers Meeting on September 17 to discuss this. A potential location in Fletcher would also need to be discussed in addition to a day of the week to operate the market.

If you should have any questions regarding this item prior to the Agenda Review meeting, please feel free to contact me.

MEB/meb

MEMORANDUM

TO: Mayor & Council

FROM:

COPY TO: Heather Taylor, Assistant Town Manager
Eric Rufa, Planning & Zoning Director

DATE: 8/29/2024

SUBJECT: Retail recruitment plan submitted by Retail Strategies - Mark Biberdorf, Town Manager



Background:

The consultant for this project, Retail Strategies, will be going over a draft of their proposed recruitment plan with Town staff next week. I will then be sharing a copy of the recruitment plan with Council at the regular meeting.

Recommendation:

This item is for informational purposes only.

Attachments:

None

MEMORANDUM

TO:

FROM:

COPY TO:

DATE:



SUBJECT: Research on retail rehabilitation grant programs - Mark Biberdorf, Town Manager

Background:

Recommendation:

Attachments:

1. Memo to Council - Research on retail rehabilitation grant programs
2. Retail Grant Program

MEMORANDUM

TO: Mayor and Town Council

FROM: Mark E. Biberdorf, Town Manager 

COPY TO: Heather Taylor, Assistant Town Manager
Eric Rufa, Planning & Zoning Director

DATE: August 28, 2024

SUBJECT: Research on Retail Rehabilitation Grant Programs

Background:

As Fletcher continues to position itself for the development of the Town Center property, the condition of existing retail developments along the Highway 25 corridor has a bearing on this success. One property for example that has drawn attention is the Plaza Shopping Center. It is a viable and active shopping center however the current uses and aesthetics of the site have a bearing on what can be attracted and developed around it.

One approach that can be used to help a retail site reach a higher and more productive use is to incentivize improvements to the property. A city that has used this approach with some success is the City of Carrollton, Texas. I read about their use of a retail rehabilitation grant program in a recent article of Public Management. I have attached a copy of their grant program guidelines for your information. This is something that could work in Fletcher with a willing land owner(s).

Recommendation:

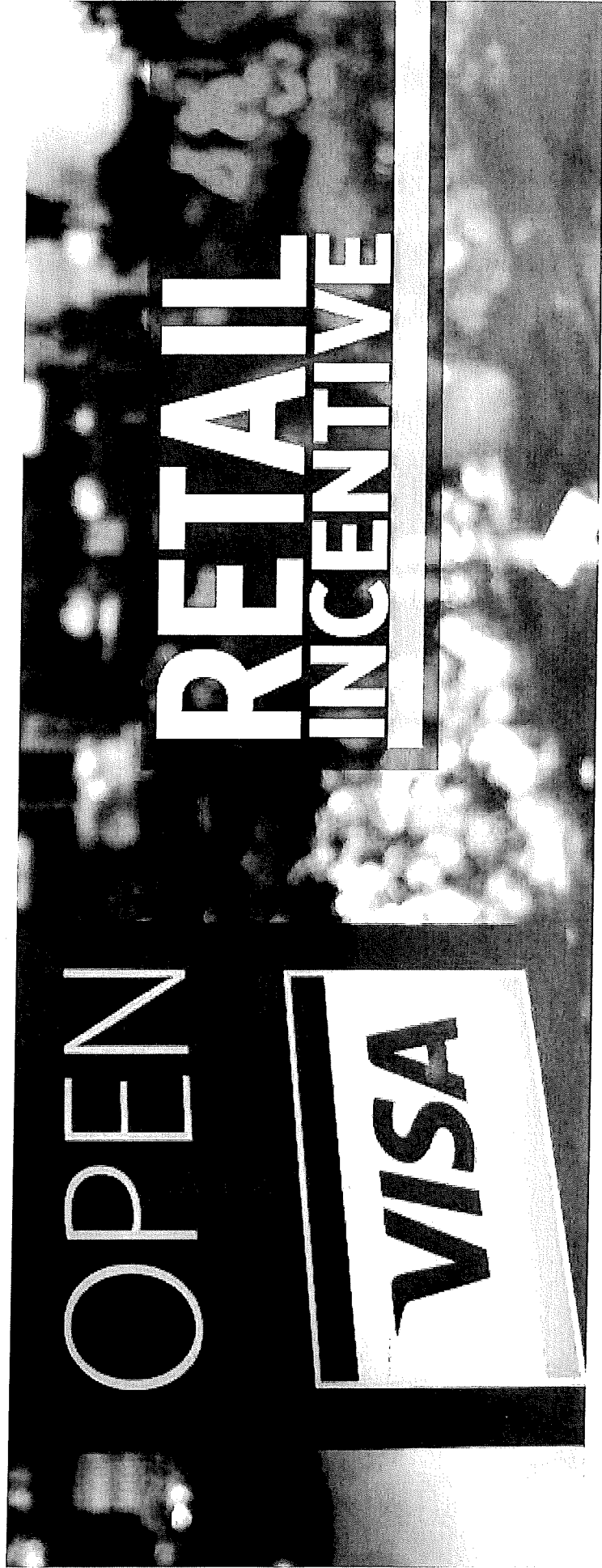
I would like to discuss the possibility of the Town putting together a grant or incentive policy similar to the City of Carrollton's program. We may also want to have some initial discussions with retail property landowners in Fletcher to see if this is something they would be interested in pursuing with the Town.

If you should have any questions regarding this item prior to the Agenda Review meeting, please feel free to contact me.

MEB/meb

Attachments

Retail Incentive Programs



Retail Rehabilitation Grants

For more information, contact Development Services:

Josh Giles, Development Program Manager

josh.giles@cityofcarrollton.com

972-466-3042

Details on each of the programs can be found below:

Retail Rehab & Redevelopment Performance-Based Matching Grant

The Program is sponsored by the City to provide financial incentives to existing retail shopping centers and other retail facilities for enhancements and/or redevelopment. Improvements must enhance the tax base related to the retail facilities and surrounding development. The Program is retention-based with the goal of rehabilitating the retail facilities for aesthetic or architectural appeal. Each application is determined on a case by case approach.

This is a matching grant program. The City may elect to make a grant in an amount up to 100% the cost of the improvements (refer to eligible expenses below). Such grant will not to exceed \$1 million of public funds for each grantee.

1. Acceptable Categories of Improvements

The following are the eligible expenses:

- Upgrade or enhanced landscaping improvement costs
- Parking lot improvement costs
- Signage upgrade costs
- Center façade improvement costs
- Center redevelopment; mixed-use/residential or office improvement costs

2. Eligibility Criteria for Eligible Retail Facilities

- The retail facility or facilities must be older than twenty (20) years.
- The property on which the retail facility or facilities is located must be in excess of 2 acres, unless a smaller acreage is approved by the City.
- Potential impact of the reinvestment project on surrounding neighborhoods.

3. Application and Approval Process



- An application for incentive must be submitted to the City's Office of Development Services by the land owner. The application should include a detailed description of the project including renderings or drawings of the finished project, a project budget including sources of funds and a project timetable. The application should describe how the project will enhance the ability of the shopping retail center to attract and retain tenants.
- Project review of each application is required by staff including appropriate comments and recommendations for changes prior to submission to the City Council Redevelopment Committee.
- All applications will be reviewed by the City Council Redevelopment Committee. Applicants may be asked to present their project before the Redevelopment Committee and any modifications to the application will be made prior to forwarding the application to the full City Council with a recommendation for approval or denial.
- City Council will review the recommendation of the Redevelopment Committee and vote to either approve or deny the grant application.
- Grant incentives will consist primarily of cash payments payable upon successful completion of all facility improvements or redevelopment as outlined in an incentive agreement to be entered into between the City and the owner of the retail facility or facilities receiving the grant.

Retail Redevelopment and Rehabilitation Performance-Based Grant (Historic Downtown Carrollton)

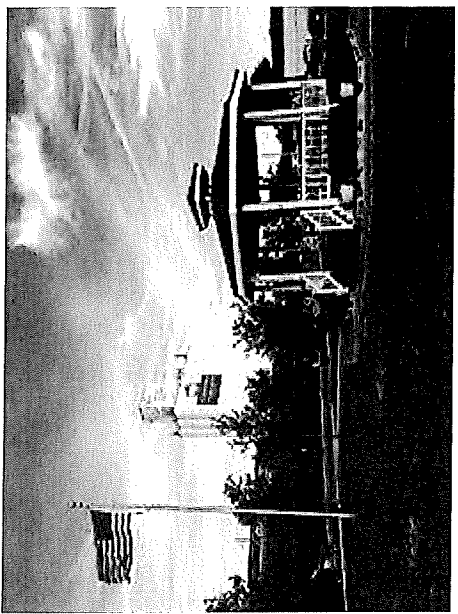
For the purpose of this policy, Historic Downtown shall be defined as an area bordered by:

- Belt Line Rd. to the North
- DART rail right-of-way to the East
- Vandergriff to the South
- IH-35E to the West

The Program is sponsored by the City to attract retail uses (including restaurants, retail and office uses) to Historic Downtown. It provides for financial incentives to retail facilities for enhancements and/or redevelopment. Improvements must enhance the taxable value of the property related to the other facilities and surrounding development. Each application is determined on a case by case approach, and

approval of any project is not guaranteed. Nothing herein shall imply or suggest that the City of Carrollton is precluded from considering other options which would further the best interests of the City.

This is a matching grant program based on an agreement providing performance conditions. The City may elect to make a grant in an amount up to 100% of the cost of the improvements (refer to eligible expenses below). Such grant shall not exceed \$1 million of public funds for each grantee. Improvement Costs shall include costs related to improvements which are permanent and fixed to the building or Property and are necessary to improve the building for the approved use, including, but not limited to facade improvements.



1. Acceptable Categories of Improvements / Eligible Expenses

- Rent assistance for a limited time
- Interior and exterior finish costs
- Site Improvements
- Development costs
- Upgrade or enhanced landscaping improvement costs
- Signage upgrade costs

2. Eligibility Criteria for Eligible Retail Facilities

- The commercial facility must be located in Downtown Carrollton (as defined above)
- The commercial facility must be older than twenty (20) years
- The reinvestment project must positively impact surrounding development

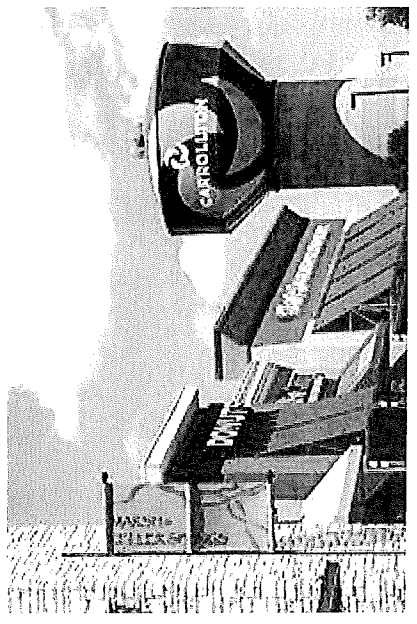
3. Application and Approval Process

- An application for incentive must be submitted to the City's Office of Development Services. The application should include a detailed description of the project including renderings or drawings of the finished project, a project budget including sources of funds, project timetable (if applicable) and a copy of the lease agreement.
- Project review of each application is required by staff including appropriate comments and recommendations for changes prior to submission to the City Council TOD Committee.
- All applications will be reviewed by the City Council TOD Committee. Applicants may be asked to present their project before the TOD Committee and any modifications to the application will be made prior to forwarding the application to the full City Council with a recommendation for approval or denial.
- City Council will review the recommendation of the City Council TOD Committee and vote to either approve or deny the grant application.
- Grant incentives will consist primarily of cash payments as outlined in an incentive agreement to be entered into between the City and the applicant receiving the grant.

Specialty Retail & Restaurant

GENERAL PURPOSE

The City seeks to recruit new and retain existing unique, specialty retailers and restaurants that help to differentiate Carrollton from dining and entertainment venues in other communities within the Dallas Metroplex and to contribute to the City Council's overall vision of enhancing quality of life for Carrollton's residents. The proposed Specialty Retail & Restaurant Incentive Policy serves the community's desires for attracting and retaining unique, quality retailers and restaurants that do not already have a strong presence in the marketplace.



ELIGIBILITY CRITERIA

Incentives are targeted to the following types of retailers and restaurants:

1. "Destination" retailers and restaurants that

- a. Have the capability to attract customers from outside the community;
- b. Do not have another existing location within a 5-mile radius; and

- c. Fit well into the existing retail/restaurant economy to provide new and different shopping and/or dining and entertainment experiences.
- d. Local, Regional, and National retailers or restaurants may apply if qualified under subsection (a), (b), and (c) above.

2. Expansion, second location and relocation of existing Carrollton retailers and restaurants:

- a. Meet the criteria set in Section 1 above (subsection (1)(b) does not apply);
- b. Expansion – added square footage must be a minimum of 50% larger than current space.

3. Developers and Shopping Center Owners leasing space to destination retailers and restaurants may apply.

** In order to qualify for incentives, specialty retailers and/or restaurants are required to sign a minimum 5-year lease with the Developer/Shopping Center Owner, no matter which party is the applicant and potential recipient of the incentive. Based on the value of the incentive requested, the City may require the tenant to sign a lease for a period longer than five (5) years but not to exceed fifteen (15) years.*

REVIEW CRITERIA

Any request for incentives shall be reviewed on a case-by-case basis by the City Council. Their decision shall be based upon an evaluation of the following criteria, which each applicant will address in narrative form when submitting an Application for Economic Development Incentives:

Fiscal Impact

- Anticipated direct sales tax to be generated.
- Total number of full-time jobs brought to Carrollton.
- Total payroll for all FTEs.
- Ad valorem taxes to be generated.

Community Impact

- Does the business satisfy/address the community's needs for unique, quality retailers and/or restaurants?

Competitive Impact

- The effect the project would have on existing businesses in Carrollton.
- A list of specific businesses seen as direct competitors to the applicant. The City of Carrollton seeks first to retain existing businesses, and therefore will consider whether an applicant will compete or potentially displace an existing business

TYPES OF INCENTIVES

- **Matching Grants:**
 - The City may reimburse up to 50% of the costs of façade improvements (including signage, landscaping and lighting).
 - The City may reimburse up to 50% of the costs of tenant improvements (not including FFE – fixtures, furniture and equipment).
- **Development Fee Rebates** – The City may approve the rebate of all or a portion of certain permit and development fees.
- **Rent Assistance** for up to 12 months is available to destination retailers and restaurants (not exceeding 3,500 SF) that do not have a strong presence in other locations in DFW and locate within a targeted site identified by the City:
 - **Transit Center District**
 - **Shopping centers with occupancy rates below 70%.**
- **Ad Valorem Incentives** – the City may offer a tax rebate for up to five (5) years and up to 50% of the City of Carrollton taxes assessed upon value of Improvements.
- **Sales Tax Rebates** – the City may rebate up to One Percent (1%) of Sales and Use Tax for up to ten (10) years.

This incentive applies only to national and regional retailers and restaurants. The sales tax rebate would be paid in annual installments within ninety (90) days of the end of each twelve (12) calendar month period following the issuance of the certification of occupancy for the facility, or other commencement date if no certificate of occupancy is required. Any sales tax incentive would be limited to the extent that the City has received sales tax from taxable sales by the applicant. The City’s obligation to pay the sales tax rebate in the Agreement would additionally be conditioned upon the applicant requesting and providing sales tax documentation from the Office of the Comptroller of the State of Texas.

In the event that the applicant files an amended sales and use tax return or report with the State of Texas, or if additional sales and use tax is due or owing, as determined by the State of Texas, affecting sales tax receipts for a previous twelve (12) calendar month period, the City will be making adjustments accordingly. The City of Carrollton reserves the right to conduct an audit at any time of the applicant’s books, papers and reports, and to ensure compliance with the Incentive Agreement. Furthermore, in the event of termination of the Agreement, the City has the right to recapture any and all rebated taxes for the calendar year in which any default occurred.

The sales tax incentive will be conditioned upon:

- Generation of a certain level of sales tax – to be determined based on type of retailer/restaurant
- Term of occupancy: a minimum 5-year lease will be required. The term of the sales tax rebate incentive shall not exceed the term of the lease. Should the applicant request and qualify for a sales tax rebate for the maximum allowed period of 10 years, a 15-year lease will be required.

SUMMARY OF INCENTIVES

The incentives provided under this policy are granted utilizing Chapter 380 of the Texas Local Government Code. It is the policy of the City of Carrollton to customize the provisions of economic development incentives on a case-by-case basis to result in a “Win/Win” agreement for the applicant and for the City of Carrollton taxpayers. This individualized design of a total incentive package is intended to allow maximum flexibility in addressing the unique concerns of each applicant while enabling the City to better respond to the changing needs of the community. The City Council reserves the right to make exceptions to this policy as deemed necessary. Furthermore, the City reserves the right to terminate any and all Incentive Agreements should the specialty retailer and/or restaurant cease operations at any time. All incentives are subject to availability of funding. Nothing herein shall imply or suggest a guarantee of approval of any incentive request.

Eligible Projects	Matching Grants		Development Fee Rebates	Rent Assistance	Ad Valorem	Sales Tax Rebate
	Façade Improvements	Tenant Improvements				
Destination (Not National / Regional)	x	x	x	x	x	
National/Regional	x	x	x		x	x
Expansion/2nd Location/Relocation	x	x	x		x	

PROCEDURAL GUIDELINES

1. Applicant shall complete an “Application for Economic Development Incentive” as provided by the City.
2. Applicant shall submit a narrative addressing each factor highlighted in the Review Criteria together with a Business Plan.
3. Staff will review all documentation for completeness and accuracy. Additional information may be requested as needed.
4. The application package will be reviewed by the City Council Re-Development Sub-Committee (“Re-Development Sub-Committee”). Applicants may be interviewed by the Re-Development Sub-Committee and any modifications to the application will be made prior to forwarding the application to the full City Council with a recommendation for approval or denial.
5. City Council will review the recommendation of the Re-Development Sub-Committee and vote to either approve or deny the grant application.

The City of Carrollton's redevelopment programs provide financial incentives to existing commercial properties for improvements that enhance the tax base related to the facility and surrounding development. All incentives are receipt-reimbursable, performance-based matching grants, and are subject to approval by the Redevelopment or Transit-Oriented Development Committee, as well as the Carrollton City Council. To be considered for incentives, complete the attached application and submit with the following:

- ☐ Detailed description of the redevelopment project
- ☐ Photograph(s) of the existing building
- ☐ Site plan, elevations, landscape plan, signage plan and/or other visual representation of the redevelopment project
- ☐ Construction budget for improvements, along with a project timeline

Submit all applications and related inquiries to:
Josh Giles, Development Program Manager, City of Carrollton
1945 E. Jackson Road, P.O. Box 110535
Carrollton, TX 75011-0535
(972) 466-3042 | josh.giles@cityofcarrollton.com

Retail Redevelopment Program
Carrollton Ordinance No. 3147, adopted 6/19/2007

The Retail Redevelopment Program was adopted due to the significant number of retail shopping centers and other retail facilities in Carrollton that were not conducive to new retail concepts, exhibited aging appearances, or had obsolete signage and building designs. Eligible projects must be a retail facility older than twenty (20) years.

Downtown Carrollton Redevelopment Program
Carrollton Ordinance No. 3745, adopted 2/16/2016

All commercial facilities in Downtown Carrollton are eligible for grants under the Retail Redevelopment Program. Eligible projects must be located within Downtown Carrollton, as defined by Article XX (TC) Transit Center District Regulations in the Carrollton Comprehensive Zoning Ordinance (No. 2965, adopted 4/19/2005) and be a facility that is older than twenty (20) years.

Josey/Belt Line Redevelopment Program
Carrollton Resolution No. 3845, adopted 10/13/2015

The intent of the Josey/Belt Line Redevelopment Program is to create incentives that encourage private investment and site improvements along Carrollton's main thoroughfare. Eligible projects must be a commercial, office or light industrial building located within the defined corridor along Josey Lane and Belt Line Road from Keller Springs Road to the City's southern boundary near Spring Valley Road and on Belt Line Road from Josey Lane to Marsh Lane.

Date:

Application for:

- ☐ Retail Rehab & Redevelopment Program Performance-Based Matching Grant
☐ Historic Downtown Carrollton Retail Redevelopment and Rehabilitation Performance-Based Grant
☐ Josey/Belt Line Redevelopment Program

Current land owner information (individual or entity)

Printed name		Signature	
Mailing address			
Email		Phone	

Applicant information (individual or entity)

Printed name		Signature	
Mailing address			
Email		Phone	

Any additional property information (attach additional paper if necessary):

Name of any persons or entities with an equitable interest in the property, including any lender:

Any known Conflicts of Interest with member(s) of the Planning & Zoning Commission or Carrollton City Council:

Project information:

Proposed project name	
Location	
Existing zoning	
Proposed zoning (if applicable)	
Estimated valuation	
Year building was constructed	
Acreage	
Building square footage	

Fletcher Parks & Recreation Department

Pooches in the Park, sponsored by Salty Water Dogs was held on Saturday, August 24th from 9am-12noon. There are 15 dog product vendors, Adoption Options, Food vendors, music and a small children's activity area for the event. We had around 150 people attend the event, and 4 dogs were adopted out.

Our second summer concert was held on Saturday, August 17th at the Park. The Caribbean Cowboy band played some classic summer tunes 6pm-8pm. Baabals Ice cream operated concessions, selling food during the concert . We had around 200 people attend the concert, Hunter Subaru was the sponsor.

Fall Yoga class will begin on Thursday, September 5th at Town Hall, 5:30pm. We have 14 students currently registered, the class will run until mid- October.

Lindsey Fox is back to teach the yoga class, this is her 4th year with us.

Pickleball class for Beginners and Intermediate players will start on September 9th & 10th from 5:30pm-7pm. the class will run every Monday & Tuesday for 4 weeks. Katie Nowicki will be teaching both Pickleball classes for us this fall.

We will be hosting a cross country meet at the Park on Thursday, Sept. 5th.

Veritas Academy is the host school, and they expect 100 runners to compete.

The boys and girls 5k race will take place on the greenway from 4:30pm-5:30pm.

Greg Walker, Director

**Public Works Department
Monthly Report
August 2024**

Brush Pick Up

Public Works picked up 357 brush orders for a weekly average of 90. This produced 264 Cyds of brush which is now being dumped at the Henderson County Landfill at a cost of \$48 per ton.

Vehicles

Service was performed on 4 police cars, 1 P&R vehicle and 5 Public Works vehicles.

Sanitation

Public Works collected 171.75 tons of garbage for a daily average of 8.18 tons.
Public Works collected 10 white goods.
Our daily average is down since we have added the shorter route on Mondays, but our total collection tons are still the same.

Town Hall

We are currently trying to work out an issue with our light upgrade. The current dimmer switches are not compatible with the T-5 LED lights that were to be installed. Representatives from Duke Energy are working on a solution.

Administration Monthly Report

Heather Taylor, Assistant Town Manager

August 2024

Assistant Town Manager:

- **Website/Facebook:**
 - Continuing to work on updating the Town's website with current Town information. Also trying to post to the Town's Facebook account a couple times a week.
- **Purchasing for FY 24/25:**
 - Assisted Parks and Recreation, Public Works, Police, and IT in purchasing various capital items during August to include two Dodge Durangos, tactical shields, brush truck, new mulch for Kate's Park playgrounds, new banners for Highway 25, and Microsoft Cloud licensing.

Finance:

- **Taxes for 2023-** During August we have collected over 11.8% of the levy as of 8/28. This amount will increase as we continue through the fall and early winter months.
- **Business Registration Revenue-** The business registration revenue has come in well so far this fiscal year. Susan has reached out to those businesses in August that didn't pay in July.
- **FY 23/24 Audit-** Auditors were here on August 5 to complete testing of internal controls as well as complete some preliminary audit work. They will return in early October to finish the audit.
- **FY 23/24 Financial Statements -** Heather has started to prepare the financial statements for FY 23/24.

Human Resource:

- **Employment-**

Full-Time:

- **Police Officer Vacancies-** Continuing to advertise for the vacancies, and the police department has also reached out to the new classes of BLET that started this fall for possible recruits.
 - **Public Works Maintenance Specialist-** The vacancy was posted/advertised in early August and we have offered the position to Larry Royall who will begin on Tuesday, September 5. He is a re-hire and wanted to come back to the Town.
- **Wellness-**
 - **Employee Gym-** Over 40 hours were spent in the employee wellness gym as of 8/28.
 - **Blood Pressure Screenings-** Screenings were held on Wednesday, August 7, and we had over 6 employees take advantage of this wellness benefit.