

**TOWN COUNCIL WORK SESSION
MINUTES**

July 31, 2012, 5:30 p.m.
Conference Room #10035
Cary Town Hall
316 N. Academy Street
Cary, NC

Present: Mayor Harold Weinbrecht, Mayor Pro Tem Gale Adcock, Council Members Lori Bush, Don Frantz, Jennifer Robinson and Jack Smith

1. Call to order

The mayor called the meeting to order at 5:36 p.m.

2. Land Use Update – Cary Community Plan (PL13-002)

Consideration of recommendations for the scope, process and public engagement for creating the Cary Community Plan

Speakers: Jeff Ulma, Planning Director; Roger Waldon, Clarion Associates; and Jamie Greene, ACP Visioning + Planning

STAFF REPORT

Town Council Work Session, July 31, 2012

Cary Community Plan Work Session (PL13-002)

Consideration of recommendations for the scope, process, and public engagement for creating the Cary Community Plan

Speakers: Jeff Ulma, Planning Director; Roger Waldon, Clarion Associates; and Jamie Greene, ACP Visioning+ Planning

From: Jeffery G. Ulma, AICP, Planning Director
Prepared by: Scott F. Ramage, AICP, Principal Planner
Approved by: Benjamin T. Shivar, Town Manager
Approved by: Michael J. Bajorek, Assistant Town Manager

Executive Summary

The purpose of the work session is to present the revised, final version of the Charter for creating the Cary Community Plan. The Charter has been revised to reflect the direction provided by council at the May 24th work session, and the document now provides a single recommendation for the scope, process, timeline and community engagement program for creating the Cary Community Plan. Staff and consultants are seeking feedback, concurrence and direction from council to move forward with Phase Two of the project – the actual preparation of the Cary Community Plan.

Discussion

The creation of the Cary Community Plan is two-phased. Phase One consisted of developing a "Project Charter," or a "plan for planning". The Project Charter describes the scope of the plan update, including essential topics to be addressed, selected methods and approaches for community outreach, and civic engagement; the recommended planning process, project timeline and resources required. A draft Charter for the Cary Community Plan was presented in separate work sessions to the Planning and Zoning Board on March 21, 2012 and to Town Council on March 24, 2012. Following direction given by both boards at those work sessions, a final Charter has been developed, and is now ready for approval by Town Council.

The recommended approach in the final revised Charter is to create a new Community Plan that incorporates information, policies and action strategies from a variety of documents that currently

comprise Cary's Comprehensive Plan, and to integrate those separate components into a unified policy document. Most notable is a recommendation to closely integrate the update of the Comprehensive Transportation Plan into the creation of the Community Plan. The Community Plan will also include economic development and redevelopment analysis as key components. Finally, at council's direction, the Charter also recommends a robust public engagement strategy.

The final revised Charter will be presented to council at a July 31 work session, at which time staff and consultants will seek feedback and approval from council to move forward with Phase Two. Phase Two will consist of executing the recommendations of the Charter, and developing the actual Cary Community Plan using the processes and engagement methods identified in the Charter. This second phase is estimated to take about 24 months.

A similar work session will be held with the Planning and Zoning Board on July 30th, the day before the Council work session. Staff will provide a verbal report of the Planning Board's work session discussion at the Council work session.

Fiscal Impact

This Phase One part of the project was funded in FY 2011 in the amount of \$75,000. The Charter estimates the costs for Phase Two to be a total of about \$909,000. This amount will be spread over three fiscal years and include costs associated with required update and traffic modeling to meet NC Capital Area Metropolitan Planning Organization (CAMPO) and NC Department of Transportation (NCDOT) requirements for the Comprehensive Transportation Plan (\$300,000), and a highly robust community engagement component (\$269,000). The following table breaks down the costs and anticipated funding by fiscal year.

Type of Consulting Service	FY13	FY14	FY15	Total
General Comprehensive & Community Planning	\$109,000	\$145,000	\$36,000	\$290,000
Community Outreach and Engagement	\$125,000	\$134,000	\$10,000	\$269,000
Transportation Consulting & Engineering	\$50,000	\$200,000	\$50,000	\$300,000
Economic Development and Fiscal Sustainability	\$15,000	\$30,000	\$5,000	\$50,000
TOTAL COSTS— Phase Two	\$299,000	\$509,000	\$101,000	\$909,000
Currently Appropriated	\$150,000			\$150,000
Anticipated from FY 2014 CIP (CTP Update)		\$350,000		\$350,000
Amount to be Requested*	\$149,000	\$159,000	\$101,000	\$409,000
TOTAL FUNDING—Phase Two	\$299,000	\$509,000	\$101,000	\$909,000

*The Planning Department typically requests and receives funding for planning projects annually through the budget process. The average annual funding over the past five years is \$192,725.

Staff Recommendation

Staff seeks feedback, concurrence and direction from council on the final draft of the Charter for Creating a Community Plan.

Planning Director Jeff Ulma and the consultants presented staff's PowerPoint presentation, which is attached to and incorporated herein as **Exhibit A**.

Discussion:

Frantz asked if the Parks, Recreation and Cultural Resources plan will be included in the community plan. The consultant stated probably not because this plan is too far progressed.

Robinson asked how many people will be on the Steering Committee. The consultant suggested about 20 people.

Robinson asked about the Steering Committee member selection process. The consultant suggested a nominating structure that considers demographics and geography.

Weinbrecht wants to see data about the impacts of vacant commercial property on adjacent property values, crime, etc. The consultants said that data can be provided.

Adcock asked if funding for the project will be equally spread over three budget years. Ulma said no. He said the proposed community plan schedule will align with the transportation plan update. He stated the Town will gain efficiency with the alignment.

Frantz asked if the \$909,000 for the 24-month process includes consultant fees. Ulma responded affirmatively.

Frantz asked for the total project cost with Town resources included. Ulma stated he does not know the general split between staff versus consultant, but he will determine the cost and share it with council.

Frantz asked the frequency of updating a community plan and the cost. Ulma said updating a community plan will be more efficient and less costly than maintaining the current system. He said amendments can be done as annual reports are presented. The consultant said a formalized amendment approach can be expected every five years.

Robinson stated the Town updates its plans on a regular basis. Ulma stated the proposed plan will negate the need for a lot of plan amendments. Staff hopes to have a broader general plan of direction for updates.

Robinson asked if staff is concerned about being overwhelmed with the sub-components of a community plan coming due for review at one time. Ulma stated good proactive policy measures at staff level will help capture needed reviews as they arise.

Smith asked if there have been a review of municipalities that have community plans. The consultants stated municipalities with community plans have doubled in size and have become fiscally stronger.

Bush asked if revenues are being sought to help defray the costs of the proposed plan. Ulma stated staff is looking at additional resources.

Frantz asked if the goal is to have just one plan. Ulma said yes. He said staff wants a simplified plan that is user friendly in hard copy form and on the web.

ACTION: Adcock moved to direct staff to move to Phase 2 of the plan process. Robinson provided the second; council granted unanimous approval.

3. Appointment of New Council Member

Individual council members submitted the clerk their top two or three applicants to consider for the vacancy.

Name (by # of recommendations, in alphabetical order)	Number of Recommendations	Recommended By
Rudy, Julia	5	Weinbrecht, Adcock, Bush, Frantz, Robinson
Yerha, Ed	4	Weinbrecht, Adcock, Bush, Smith

Name (by # of recommendations, in alphabetical order)	Number of Recommendations	Recommended By
Nath, Hari	3	Frantz, Robinson, Smith
Commiskey, Kelly	2	Frantz, Robinson
Perrin, Christy	2	Weinbrecht, Adcock

NOTE: Bush and Smith provided their top two; all others provided their top three. Individual council members did not provide names to the clerk in any priority order.

ACTION: Adcock moved to appoint Mr. Ed Yerha to fill the vacant at-large council seat; Smith provided the second.

Adcock stated all of the council candidates are well qualified, but after interviews, she believes Yerha is the best choice for the position.

Weinbrecht stated he was impressed with all of the candidates.

Smith stated council is looking for someone who does not need training. He stated he individually interviewed three of the candidates that he believes fits that qualification.

Frantz wants council to discuss the candidates tonight before voting. He stated all of the candidates have talent, skill and passion to bring to council. His first choice is Commiskey, who did a great job serving on the Planning and Zoning Board for many years, and the Information Services Advisory Board prior to that. He said Rudy is his second choice, because he is impressed with her service on the Planning and Zoning Board. He said she is professional, matter-of-fact and judges each case by its own merits. He said Yerha served on the Planning and Zoning Board about six years ago, so he is familiar with how the Town works, but is not familiar with Town's current projects.

Bush thinks the candidates are beyond reproach. She stated Yerha is her first choice because of his 15 years of consecutive volunteer service on a variety of boards.

Robinson stated Rudy is her first choice, because she is open-minded and able to assimilate a great amount of information in a clear and precise way, and has conviction in her voting.

Adcock believes Yerha is the strongest candidate.

Smith stated each council member has to vote their conscience; a unanimous vote should not be the goal.

ACTION: The mayor called for a vote on the motion. Robinson and Frantz voted "no"; all others voted "aye". The motion passed by a majority vote.

Both Robinson and Frantz agreed that Yerha will be a good addition to the council, but he is not their first choice.

4. Closed Session

Closed session was not called.

5. Adjournment

The mayor adjourned the meeting at 7:21 p.m.