

**FAYETTEVILLE CITY COUNCIL  
WORK SESSION MINUTES  
FAST CONFERENCE ROOM, 505 WINSLOW STREET  
MARCH 7, 2022  
5:00 P.M.**

Present: Mayor Mitch Colvin

Council Members Kathy Jensen (District 1); Shakeyla Ingram (District 2); Antonio Jones (District 3) (via zoom); D. J. Haire (District 4); Johnny Dawkins (District 5); Larry O. Wright, Sr. (District 7); Courtney Banks-McLaughlin (District 8); Yvonne Kinston (District 9)

Absent: Council Member Chris Davis (District 6)

Others Present: Karen McDonald, City Attorney  
Telly Whitfield, Assistant City Manager  
Adam Lindsay, Assistant City Manager  
Jay Toland, Assistant City Manager  
Rebecca Jackson, Chief of Staff  
Gina Hawkins, Police Chief  
Michael Gibson, Parks, Recreation, and Maintenance Director  
Gerald Newton, Development Services Director  
Jodi Phelps, Corporate Communications Director  
Taurus Freeman, Economic and Community Development Assistant Director  
Elaina Ball, PWC CEO/General Manager  
Bianca Shoneman, Cool Spring Downtown District  
Pamela Megill, City Clerk  
Members of the Press

**1.0 CALL TO ORDER**

Mayor Colvin called the meeting to order at 5:00 p.m.

**2.0 INVOCATION**

The invocation was offered by Council Member Haire.

**3.0 APPROVAL OF AGENDA**

**MOTION:** Council Member Wright moved to approve the agenda, with the addition of Closed Session - Attorney-Client Privilege.

**SECOND:** Council Member Haire

**VOTE:** UNANIMOUS (9-0)

**MOTION:** Council Member Wright moved to go into Closed Session for Attorney-Client Privilege.

**SECOND:** Council Member Haire

**VOTE:** UNANIMOUS (9-0)

The regular session recessed at 5:06 p.m. The regular session reconvened at 6:34 p.m.

**MOTION:** Council Member Dawkins moved to go into open session.

**SECOND:** Council Member Wright

**VOTE:** UNANIMOUS (8-0)

**4.0 OTHER ITEMS OF BUSINESS**

**4.01 Choice Neighborhood Planning Grant Update**

Mr. Chris Cauley, Economic and Community Development Director, presented this item with the aid of a PowerPoint presentation and stated the Choice Planning Grant has entered into the second half of a two-year process that has seen marked success in achieving the goals of a collaborative planning process involving over 250 residents,

partners, and collaborators across four community meetings. The Steering Committee, comprised of local community and business leaders and technical experts, has met five times. The team has held three community conversations with over 30 attendees and 10 working group meetings with over 160 attendees.

The City of Fayetteville, in partnership with the Fayetteville Metropolitan Housing Authority (FMHA), have met with over 25 partner organizations and our community ambassadors have attended five training sessions put on by a grassroots leadership consultant and faculty from North Carolina A&T State University. A point of pride for the FMHA was that 100 percent of the residents in Murchison Townhomes completed a resident needs assessment survey. This was noted by the Department of Housing and Urban Development (HUD) as an exceptional outcome. Staff will provide a status update of the work to date and outline the expected milestones moving forward.

In the coming months, the team of City and FMHA leaders will complete a Residential and Commercial Market Study, install 19 Little Free Libraries, provide free Wifi access to residents of Murchison Townhomes and draft the People, Housing, and Neighborhood elements of the Transformation Plan. After review by the community, City Council and the FMHA Board, this Plan will be submitted to HUD in a promising effort to secure up to \$50 Million in funding to implement the plan by partnering with public and private partners to guide investment in the Murchison Choice Neighborhood.

The City and FMHA are required to develop and implement a comprehensive neighborhood revitalization strategy, or Transformation Plan. This Plan will become the guiding document for the revitalization of the public housing units while simultaneously directing positive transformation of the surrounding neighborhood. To successfully develop and implement the Transformation Plan, the City and FMHA will work with Murchison Townhouse residents, public and private agencies, community and philanthropic organizations, neighborhood residents, and other identified individuals and stakeholder groups to gather and leverage resources needed to support the strategic and financial sustainability of the Plan.

Discussion ensued.

**Consensus of Council was to accept the report.**

#### **4.02 Discussion to Expand Good Neighbor Homebuyer Loan Program to include all City employees.**

Mr. Taurus Freeman, Economic and Community Development Assistant Director, presented this item with the aid of a PowerPoint presentation and stated the Economic and Community Development Department (ECD) developed the Good Neighbor Homebuyer Loan Program in December 2019. The program offers a \$20,000.00 five-year forgivable loan to Fayetteville Police Officers who purchase their first home in one of two revitalization corridors. Staff is recommending an expansion of the program to include all City employees and incorporate First Time Homebuyer Classes taught by a Housing and Urban Development Certified housing counselor.

City Council provided policy direction to encourage residential and community revitalization in underperforming neighborhoods. ECD responded to this FY 2021 Target for Action (TFA) by presenting options for alternative housing and economic development programs. Council initially approved the "Good Neighbor Next Door" concept to incent full-time FPD officers to purchase homes in these areas in the first quarter of FY 2020. The City Council allocated \$600,000.00 to implement both the Good Neighbor Homebuyer Loan Program (\$400,000.00) and the Commercial Corridor Revitalization Program (\$200,000.00) in two specific corridors: Murchison Road Corridor and the Central Campbellton neighborhood.

Since its inception, a limited amount of employees have inquired and no employees have utilized the program. In the first quarter of Fiscal Year 2022, Mayor Colvin requested that staff review the program and bring back a proposal to expand the program to all City employees within the two redevelopment areas. The areas can be expanded to include the following: Massey Hill Community, Bonnie Doone, 71st District Community, and Deep Creek.

Staff has spoken to a limited number of City employees who would take advantage of this program to purchase a home but none of them have been ready for the life changing step of becoming a first time homebuyer. Now integrated with the City's efforts to become an Employer of Choice, staff is recommending an expansion of the program to include all City employees and incorporate First Time Homebuyer Classes taught by a Housing and Urban Development Certified housing counselor. The classes would be offered in the same manner as other City related training and development classes to be taken during work hours.

There is no impact at this time. Funding has been appropriated for this program. However, expansion of the program could increase demand in future years. Funding levels will be evaluated annually through the Capital Improvement Plan (CIP) process, and additional funding will be requested during that process, if needed.

Discussion ensued.

**Consensus of Council was to direct staff to bring back a Capital Project Ordinance Amendment to revise the scope to include all City employees and first time homebuyer classes.**

#### **4.03 Development Finance Policy Introduction**

Mr. Ronnie Bryant, Consultant, presented this item and stated the City of Fayetteville is committed to encouraging redevelopment by establishing a strong set of development incentives to engage with neighborhoods, community partners, and the private sector to build a stronger economy and community for all residents. Through judicious and professional application of public private partnerships, the City can achieve enhanced redevelopment goals in focus areas identified by City Council.

Over the years, City Council has identified several areas as priority redevelopment areas. A core component of economic and community development programs is the leverage of public resources to achieve strategic outcomes that ensure a benefit for low and moderate income communities and the City as a whole. Benefits include increased taxable property values, economic activity, neighborhood vitality, and increased availability of housing at multiple price points.

Building upon the past success of programs like the downtown development loan program and public private partnerships utilizing grant funds and local resources, staff is requesting that City Council provide direction and guidance on a comprehensive development finance incentive policy.

Through the utilization of development tools and strategies, the City of Fayetteville expects the following development outcomes:

- Encourage redevelopment within identified redevelopment areas.
- Retain, expand, and attract commercial and retail businesses.
- Increase the inventory of mixed income housing.
- Increase municipal revenue sources.

The City Council directly funds two Economic Development teams: Fayetteville/Cumberland Co. Economic Development Corporation (FCEDC) and Department of Economic and Community Development (ECD). These

teams work in partnership to achieve Council's strategic goals. While they both utilize similar North Carolina General Statutes, they work in differing ways to create synergies between housing, commercial/retail, and industrial development. FCEDC also leads efforts for interstate and international job creation through the professional application of Economic Development Incentives. Similarly, the ECD can utilize Development Finance Incentives to assist existing business and encourage growth in a manner consistent with City Council policy and strategic goals. The partnership is critical and paramount to success.

The application of individual incentives may impact general fund and grant funds but staff is proposing several policy guidelines to minimize financial liability of the City. These guidelines are as follows:

- Must provide a distinct financial return to the City.
- Should be derived from a new incremental revenue source unless the "but for" theory is proven, and the City will benefit from a distinct financial return.
- Must be of an appropriate amount and extend over an appropriate amount of time as related to the proposed project.
- Will be provided on a project basis.
- Will be subject to a development agreement inclusive of performance-based measurement and appropriate "claw back" provisions.

Discussion ensued.

**Consensus of Council was to receive the staff report and direct staff to proceed with community engagement and developing a proposed policy.**

#### **4.04 City Homeless Activities and Day Resource Center Update**

Mr. Chris Cauley, Economic and Community Development Director, presented this item with the aid of a PowerPoint presentation and stated in the past few years, City Council has authorized a number of transformational and critical initiatives aimed at achieving the City's strategic goal to reduce poverty and homelessness.

City Council has purchased an underutilized facility to transform into a Homeless Day Resource Center at 128 S. King Street. to provide a community resource hub for persons experiencing homelessness. Council recently opened the former Hope Center in partnership with the faith based community. It is now called the Manna Dream Center at Person Street. Council has also led the charge in reinvigorating the Joint City/County Homeless Advisory Committee and reaffirmed its \$100,000.00 commitment to continuing partnership with the County. City staff, County staff, and nonprofit leaders are a critical part of the leadership of the local Continuum of Care.

The Day Resource Center is currently being designed. Construction bids will be released upon Council's approval of additional State funding. This funding will allow for enhanced services and equipment at the center. Upon award of a construction contract, City staff estimates a 12-month construction period. The center will be brought online in the spring of 2023.

Funding has been provided by the Community Development Block Grant - Disaster Recovery via the North Carolina Office of Recovery and Resiliency and the State of North Carolina through the State Capital Infrastructure Fund directed grant program. Operations of the Day Resource Center, the Manna Dream Center, and other City partnerships are funded through the General Fund's Joint Homeless

Initiative, nonprofit partners, and General Fund allocations for maintenance and utilities.

Discussion ensued.

**Consensus of Council was to receive the report and direct staff to continue their conversations with NCDOT regarding homeless in Right-of-Way.**

#### **4.05 Fayetteville Regional Airport Operations and Business Development Strategy Briefing**

Dr. Tony Coleman, Airport Director, presented this item with the aid of a PowerPoint presentation and stated this brief will bring Council up-to-date on the Airport's key performance indicators, discuss infrastructure and operational improvements related to the Terminal Renovation Phase II project and relay the significant economic impact FAY has on the community. Finally, Council will receive information on the Airport/FCEDC Strategic Business Development Strategy progress to date.

The pandemic has wreaked havoc on the aviation industry. Nonetheless, FAY has moved forward with the second phase of a \$55 Million Terminal Renovations Project and engaged aeronautical and non-aeronautical tenants to retain and improve service offerings. Key performance indicators show FAY's continued success. Airline solicitations and marketing efforts continue in hopes that infrastructure improvements and a low cost per enplaned (CPE) passenger will entice new or expanded airline services in the future. FCEDC and the Airport continue to work collaboratively to execute the tasks identified in its strategic business development plan.

Discussion ensued.

**Consensus of Council was to accept the report.**

#### **4.06 Home Occupations - City Code Review and Comparison to Peer Cities**

Mr. Jim Rutherford, Code Enforcement Officer, presented this item and stated City Council directed staff to conduct a review of the City Code as it relates to the operation of businesses in residential developments. This has been done by looking at ten peer cities. The implied request was to determine if additional measures should be considered to regulate home occupations, and specifically not allowing gyms and personal training in residential neighborhoods.

The conclusions of peer cities is that we are aligned with all others in how we handle the specific item, have significant constraints in place that work in other communities, and the balance of great neighborhoods with encouraged home-occupations continues to be the goal of all communities (especially as a result of COVID impacts on job locations). The Council request was to research, not recommend, this issue. Any policy changes are citywide.

Commercial activities are conducted as an accessory use to the dwelling and they are listed in the use table as a Home Occupation. A review of the Fayetteville Code of Ordinances in comparison to ten North Carolina peer cities was conducted. Conclusions and options were generated from the review. Thirty variables were examined. Fayetteville's standards for residential home occupations align with the majority of the ten peer North Carolina cities.

The research was compiled and first set to be reviewed at the November 1, 2021, City Council work session. The item was delayed by the City Council to a future date due to meeting time constraints. The item was pushed back until the March 7, 2022, City Council work session. At the request of Council Member Dawkins, a meeting was held on December 21, 2021, with staff to look at the November CCAM, and cover areas of interest and concerns regarding home occupations

specific to complaints received from citizens. This report covers the material of November's CCAM while noting points raised from the December 21, 2021, meeting.

Discussion ensued.

**Consensus of Council was to direct staff to develop code text amendments to add new or change standards relating to Home Occupations. Changes could include limiting hours of operation, limiting number of customers per day, limiting the maximum number of customers permitted to be present at any one time, limiting number of customer vehicles permitted, reducing maximum allowable space to be used, requiring new home occupations to obtain zoning compliance permits and/or requiring specific home occupations to obtain a special use permit prior to operation. Council Members Ingram and Banks-McLaughlin were in opposition to the consensus vote.**

#### **4.07 City Sponsored Juneteenth Celebration - Update**

Ms. Bianca Shoneman, Cool Springs CEO, presented this item with the aid of a PowerPoint presentation and stated the proposed event will take place over the course of two days. Ms. Shoneman briefed Council on the events, activities, food trucks, presentations, and entertainment.

Discussion ensued.

**Consensus of Council was to direct staff to utilize both color schemes presented, hold the event in the vicinity of Franklin Street, and to recommend a budget not to exceed \$141,000.00**

#### **4.08 City Council Agenda Item Request - Paid Parking Requests 1, 2, and 3**

Council Member Ingram presented this item and stated she has three requests pertaining to paid parking in the downtown vicinity:

1. Enforcement to manage and release usable spaces for small time periods for baseball games.
2. The length of event parking should be limited to 1 hour before the baseball game and end 30 minutes after.
3. Change the Monday through Friday paid parking times from 9 a.m. to 9 p.m. to 8 a.m. to 6 p.m.

Discussion ensued.

**Consensus of Council was to direct staff to research the three (3) requests and report back at the April work session.**

#### **5.0 ADJOURNMENT**

There being no further business, the meeting adjourned at 10:07 p.m.