

MINUTES

City Council Strategic Planning Meeting Blue Ridge Energy Corporate Office February 21, 2020 10:00 A.M.

Facilitator: Anthony Starr, Western Piedmont Council of Government.

Participants: Mayor Joseph Gibbons, Mayor Pro-Tem Crissy Thomas, David Stevens, Todd Perdue, Ralph Prestwood, Jonathan Beal, Ike Perkins and Ben Willis.

City Staff: City Manager, Scott Hildebran, City Clerk, Shirley Cannon, Finance Director, Donna Bean, Fire Chief, Ken Hair, Police Chief, Brent Phelps, Economic Development Director, Kaylynn Horn, Public Information Officer, Joshua Harris, Planning Director, Jenny Wheelock, Public Utilities Director, Radford Thomas, Public Works Director, Jared Wright, and Recreation Director, Kenny Story. Customer Service Design Team Members in attendance were Hannah Williams and Kyle Case.

Others in Attendance: Garrett Stell *News-Topic*.

Call to Order

Mayor Gibbons welcomed everyone and called the meeting to order. He stated this was a very important meeting for City Council due to their establishing their priorities for FY2020-21. Mayor Gibbons thanked City Staff for all of their hard work and pointed out Council's goal is to decide on great things for the City.

Mayor Gibbons introduced Anthony Starr, Western Piedmont Council of Governments, Facilitator, of the session. Mr. Starr reviewed the agenda and ground rules for the meeting.

Customer Service Update

Hannah Williams and Kyle Case, Customer Service Design Team members, stated the City's Customer Service Program, which began in 2008, meets monthly. City employees gave out 28 Golden Ticket nominations to their coworkers in 2019. Golden Tickets are given to employees who go above and beyond to provide customer service. The Customer Service Design Team votes on quarterly winners, who receive a half day of paid time off (PTO). The annual winner will be announced at the Service Awards Banquet on Tuesday, March 31st.

Joshua Harris, Public Communications Director, published 12 Team Talk employee newsletters as an opportunity for employees to share good news with one another. The newsletter includes upcoming birthdays, announcements, promotions, employee profiles, and more. Hannah and Kyle also reviewed the City's eight customer service keys. (A copy of the customer service keys is attached to these minutes as information).

In addition, they reviewed a list of accomplishments for 2019 and reported they the Team plans to explore methods in 2020 to develop current employee training and other community service initiatives to improve Team Lenoir.

On behalf of the Design Team, Kyle and Hannah thanked City Council for all of their support.

Mayor Gibbons stated implementing the City's Customer Service Program was one of the best decisions the City has done. City Manager Hildebran stated the program is employee driven and he appreciates everyone's hard work.

Next, Mr. Starr asked Council for there were any changes and/or additions they would like to address in the City's Mission statement. City Council was in consensus to not make any changes to the City's Mission Statement.

Mission Statement & Vision Review (Amendments in "Bold")

The mission of the City of Lenoir is:

- To serve our citizens and the community by providing a clean, safe, healthy, attractive living and business environment, through the efficient delivery of essential city services in a fiscally responsible manner.
- To identify, plan and act on opportunities for preserving and improving the quality of life of all of our citizens and co-workers.

Vision for the City of Lenoir: (Amendments in "Bold")

- We aspire to be the city of choice for ourselves and future generations- beautiful, clean and safe.

We will achieve our vision through:

- A healthy economy
- Strong businesses
- Vital neighborhoods
- A vibrant downtown
- Extensive recreational and cultural opportunities

We will preserve Lenoir's friendly, small town atmosphere and celebrate the diversity of our people.

We require a city government that is:

- Accessible and engaged with the public
- Accountable
- Efficient and responsive
- Employer of choice
- Forward thinking
- **Honest and ethical**
- Inclusive, Innovative, Collaborative
- Transparent
- Fiscally responsible
- With funding that is fair, affordable, and stable

City Council was in consensus to add bullet point **Honest and Ethical** to the City's Vision Statement.

State of the City Presentation – Mayor Gibbons/City Manager Hildebran

Mayor Gibbons and City Manager Hildebran reviewed a power point presentation “Lenoir 2020” regarding the current state of the City. (A copy of the complete power point is attached to these minutes as information).

City Manager Hildebran reported that local unemployment dropped to 3.4% in December 2019 (.03% change) and mentioned Caldwell County tied for 39th among the state’s 100 counties which is an improvement from November, when it was tied for 45th place. In addition, he reported that private-sector wages climbed 27% in the past four years to an average salary of \$38,957; the largest increase among counties in the Hickory-Lenoir-Morganton MSA. Job numbers remain at a 12 year high which is around 36,000 and 300+ more people are working in May 2019 vs. May 2018. Mayor Gibbons reported that 4/5 residents have a high school diploma, compared to 2/3 in 2006 and 24.5% of residents have a two year degree, compared to 18.4% in 2006. He stated that education is a priority for our community.

Mr. Hildebran reviewed a list of new businesses that have recently opened in Lenoir or have remodeled their current facility in 2019. He further pointed out that Exela Pharma Sciences previously acquired the former expo building and invested \$25 million in the community plus added 50 new jobs. Exela’s average salary exceeds \$50,000. Councilmember Willis shared that Caldwell Community College & Technical Institute (CCC&TI) has implemented a program to train individuals to work in the pharmaceutical industry.

Mayor Gibbons shared downtown accomplishments that include Move Lenoir to 2nd Floor and the successful Branding Campaign “Together We Create”. He reported that Main Street is also looking at a city-wide branding plus the addition of way finding signage. In addition, there are 12 residential units under construction in the downtown area, and once the new construction is complete, 20 new residences will be available. Mayor Gibbons further shared that Waterlife Church has completed their remodel of the former Belk facility in the old Lenoir Mall and will be ready to have conduct services there on Sunday.

A number of other projects were highlighted such as the Charters of Freedom located in downtown, the community gardens, and the J.E. Broyhill Park and Optimist Park improvements. A Parks & Recreation Trust Fund Grant (PARTF) was used for renovations at the Optimist Park. Also, N.C. State University students and Seth Nagy, County Extension Agency, are working on a stormwater project for the J. E. Broyhill Park. The Lenoir Greenway will also be going through a section of Optimist Park. It was also pointed out that cameras are being installed in the parks for added security and safety of citizens.

Currently, Public Works Staff started paving the Rail Trail through Lenoir in October 2019. Staff began at North Main Street and went south to Harper Avenue. Harper Avenue to Morganton Boulevard will be completed in 2020. This project is coming in under budget. Public Works Director Jared Wright shared that in December 2019, Google completed construction of a greenway pedestrian bridge across Lower Creek that connects Google’s property to the City trailhead on Morganton Boulevard. In addition, Director Wright reported that Staff is working with Waterlife Church and Google to acquire easements to connect and continue the greenway along Morganton Boulevard.

Next, Mr. Hildebran reminded Council they approved a three phase plan to convert Harper Avenue and West Avenue back to two-way traffic in 2019. In September 2019, Council further

approved the closing of Steel Street and returning the property back to the adjacent property owners.

Introduction of Senator Warren and Lydia Daniel

Next, Mayor Gibbons welcomed and introduced N.C. Senator Warren Daniels and his wife, Lydia, who dropped by during the meeting. Senator Daniels stated he was honored and proud to represent this part of the state. He further mentioned that mill tax credits were created by the state and pointed out these projects were beginning to rebound. Senator Daniels remarked he hopes Lenoir's future project will be successful.

Greenway/Trails/Sidewalks

Planning Director Wheelock and Public Works Director Wright reviewed a map addressing the City's sidewalk issues and stated the City is planning to use sidewalk funding to complete several sidewalks such as the one located at Ruby Tuesdays and Starbucks that currently do not connect to any other businesses on Hwy 321. The remaining locations to be addressed are KFC to Walgreens to the Lenoir Greenway. Director Wheelock remarked the recent paving of several streets along with working on wayfinding signage and addressing blight would help with this issue.

A copy of the power point presentation of the Greenway/Trails/Sidewalks presentation is attached to these minutes as information.

Public Works Director Wright also reviewed a map of the proposed \$1,000,000 Hospital Avenue Sidewalk Project which will connect downtown and the City's greenway. This project will connect neighborhoods to jobs, medical facilities, pharmacies and shopping on Highway 321. The utilities will be located overhead and there will not be any road closures. The City would also be acquiring 18 rights-of-ways along with official permits from the NCDOT Project Design Manager. Also, Director Wright shared a sidewalk gap exists as you travel from Nuway Circle to Sagebush Restaurant.

Housing Update

Planning Director Jenny Wheelock presented information regarding the current status of Lenoir's housing market. Director Wheelock pointed out that 81% of employers agree the tight housing market is a recruitment problem and related that vacant housing dropped to 16%, down 2% from 2010 according to the U.S. Census Bureau's 2017 American Community Survey. City Council adopted ordinances making it easier to place infill manufactured homes and easier to renovate single-family homes. Council further adopted a zoning ordinance update to accommodate by-right multi-family development and created the Historic Preservation Commission (HPC). In addition, Council declared local mills as historic landmarks.

A copy of the power point presentation for the Housing Updates is attached to these minutes as information.

Director Wheelock reviewed the following current housing projects:

- Education Foundation teaching housing at 1015 Ashe Avenue
- Katts Corner (approved April 2019)
- Crescent Pointe senior Living (October 2019-permits issued)
- Mill Projects – (approved June 2019)
- Glenn Miller Const. (purchased 3 lots on Woodbine Place for market rate single-family homes)
- Downtown Housing Projects – 12 residential units under construction and once complete, 20 residences will be available in the downtown district.

- Residential Ready to Build web page was added to the City's website at www.cityoflenoir.com/readytobuild in May 2019. This site provides contact information and a map of more than 300 residential lots currently served by utilities and ready to build.

Director Wheelock reported the goal is to make neighborhoods a place worth investing and remarked that foreclosures and abatements will help long term with this issue. She further shared that Planning and Police Staff facilitated six housing abatement and demolition projects in 2019.

Update; Brownfields Project

Public Utilities Radford Thomas updated City Council regarding the progress of the Brownfields Program as follows:

- City Service Cleaners building – Phase 1 and 2 Assessment
- Blue Bell building – Phase 1 and 2 Assessment; lead and asbestos assessment
- Norfolk Southern Depot – Phase 1 and 2 Assessment
- Bost Lumber/Steel St. Building - Phase 1 and 2 Assessment
- Jo Jas's Service Station - Phase 1 and 2 Assessment
- Working on the brownfield agreement for the city owned site on Virginia Street/College Avenue

Review of 2019-20 Strategic Priorities/Other Areas of Focus

City Manager Hildebran reviewed each of the six 2019 Council Budget Priorities and the Future Issues/Items (3-5 Year Timeframe) Priorities. (A copy of the 2019-20 priorities list is attached to these minutes as information).

- 1) Employee Compensation**
- 2) Housing**
- 3) Healthy Infrastructure**
- 4) Economic Development**
- 5) US 321 & Community Beautification**
- 6) Public Engagement**

Future Issues/Items (3-5 Year Timeframe) Priorities

- 1. City Facilities**
- 2. Employee Compensation**
- 3. Street Maintenance**
- 4. Wayfinding Signage**
- 5. Pedestrian Access – Wilkesboro Boulevard Corridor**

Mr. Hildebran shared that a number of municipalities are experiencing issues with employee retention. A brief discussion followed regarding how the City is addressing this issue. In addition, Mr. Hildebran also reviewed a list of projects (Other Areas to Focus) with Council. (A copy of this list is attached to these minutes as information).

Finance Director Donna Bean shared the City is currently working on a policy for employee participation in a wellness program. There will not be a cost to employees that opt to participate in the wellness option, but there may be a premium cost for those who choose not to participate. Director Bean stated she is still working on this policy. However, she explained employees would have added coverage plus cost savings on prescriptions.

Next, City Council listed their top priorities.

1. Employee Recruitment/Retention
2. Housing
3. Community Beautification
4. Healthy Infrastructure
5. Economic Development
6. Public Engagement

Next, Facilitator Starr asked Council to express what their 2020 priorities are.

Facilitated Discussion-Priorities

Prestwood – public relations/consumer confidence

Perkins – public relations

Thomas – employee engagement

Stevens – housing/what can we do

Jonathan – employee engagement

Todd – financial efficiency in delivering service

Ben – sidewalk gaps

Mayor – branding/signage/wayfinding

Next, Mr. Starr asked Council what item stood out to them?

Prestwood – funding infrastructure

Perkins – employee retention

Thomas – use of digital services

Beal – gap in waste collection/employees do a great job

Perdue – continuation of Council's forward thinking regarding public utilities

Willis – retaining state of art technology and security

Mayor – employee compensation/how can we fund it?

Additional responses

Prestwood – law enforcement needs & quality of life

Stevens – paving

Willis – diversity & awareness

Perdue – most proud of how city uses media

Thomas – referred to communication with those individuals that don't use technology/share your story

Beal – residents have low self-esteem/how to project a more positive self-image
citizens want more retail/housing/employee compensation important

Willis- are we an example others want to copy?

Much discussion followed regarding how Council could address their priorities. It was also mentioned that US Hwy 321 is a priority. Also, discussion centered on cleaning up Lenoir, keeping abreast of current technology, employee compensation and public utilities.

Next, Mr. Starr directed Council to limit their priorities to five items.

Mayor – employee compensation

Willis – housing strategy

Perdue – healthy infrastructure, planning & funding

Beal – code enforcement and neighborhood redevelopment

Thomas – public engagement/community meetings/employee engagement
 Prestwood – economic development
 Mayor - branding/wayfinding signage
 Willis – greenway/sidewalk gaps
 Perdue – leveraging parks/recreation to attract visitors
 Beal – cyber security-technology important
 Perkins – more Police personnel
 Perdue- two-way street conversion

City Council was in consensus the list below reflects their 2020 Council Budget Priorities.

- 1. Employee Recruitment/Retention**
- 2. Housing**
- 3. Community Beautification**
- 4. Healthy Infrastructure**
- 5. Economic Development**
- 6. Public Engagement**

Wrap-up & Adjourn:

Mr. Starr thanked City Council for the opportunity to preside over the meeting and also commended them for their great working relationship and comradery.

Mayor Gibbons thanked Mr. Starr for the great partnership between the City and the WPCOG and commented it was great to have such an outstanding organization the City can call on. In addition, Mayor Gibbons thanked the Department Directors and their Staff for all their hard work and talent in making the City of Lenoir a great place to live.

There being no further business, the meeting was adjourned at 3:52 p.m.

Attachments

Customer Service Keys
 Housing Updates (power point)
 Sidewalk & Greenway Update (power point)
 2020 Council Budget Priorities List
 Other Areas to Focus list

Lenoir's Customer Service Keys

Key #1 Personable

- Be approachable and make a positive first impression
- Demonstrate caring and patience
- Be friendly and outgoing
- Provide polite and helpful service

Key #2 Pro-Active

- Anticipate customer needs
- Make customers feel important
- Go above and beyond – exceed expectations

Key #3 Effective Communication

- Demonstrate positive body language
- Be a good listener
- Keep people updated and informed

Key #4 Professionalism

- Know your job
- Create and maintain a customer friendly atmosphere
- Pay attention to detail
- Be knowledgeable about city services
- Take time and show interest in our customers
- Treat others as you would like to be treated

Key #5 Timely and Efficient

- Be consistent
- Fulfill commitments in a timely manner
- Respond to phone calls and emails promptly

Key #6 Teamwork

- Develop and know your community partnerships
- Provide seamless service between departments
- Deliver good value

Key #7 Equitable Service

- Treat everyone with respect
- Apply policy evenly and fairly
- Be sensitive to the situation

Key #8 Successful Service Recovery

- Listen effectively
- Show empathy and concern
- Take responsibility
- Try to resolve customer concerns
- Follow up promptly



LENOIR 2020

Growth
Investment
Opportunity



LENOIR
NORTH CAROLINA

ECONOMY

- **Local unemployment dropped to 3.4% in December 2019 (.03% change) (2/7/2020)**
 - **Tied for 39th lowest among the state's 100 counties, an improvement from November, when it was tied for 45th.**
- **Unemployment rate in the Hickory-Lenoir-Morganton MSA was 3.6% in November, tied with Burlington and Winston-Salem for the sixth lowest among the state's 15 metro area.**

ECONOMY

- Private-sector wages climbed 27% in the past four years to an average of \$38,957; the largest increase among counties in the Hickory-Lenoir-Morganton MSA.
- Job numbers remain at 12 year high, around 36,000 jobs
- 300+ more people working in May 2019 vs. May 2018

EDUCATION

- More than 4/5 of resident have high school diploma, compared to 2/3 in 2006
- 24.5% of residents have a two-year degree, compared to 18.4% in 2006

PRIVATE INVESTMENT

OPEN NOW



EXELA PHARMA SCIENCES

Exela acquired the old expo building, invested \$25 million and added 50 jobs. The average salary exceeds \$50,000.



TYBRISA BOOKS

Opened on West Ave in September 2018 and moved to a new location on the square in January 2019.



CROSSFIT LENOIR

Moved to new
location on
Boundary St in
January 2019.



LENOIR PRINTING SOLUTIONS

Purchased by
ICON, Lenoir
Printing
Solutions
reopened on
Harper Ave in
January 2019
adding 15 jobs.
The company
also has an
operation in
Bakersfield,
California. The
company does
business online
at
www.printdirtcheap.com.



HAMPTON INN & SUITES

Opened in
March 2019 on
Wilkesboro
Blvd.



SOUTHERN CROSSROADS RESTAURANT

Opened in
March 2019 on
Wilkesboro
Blvd.



FUMIYOSHI JAPANESE CUISINE

Opened in April
2019 on Harper
Ave.



WHITNEL MINI STORAGE

Opened in
May 2019 on
Connelly
Springs Rd SW
just north of
Southwest
Blvd.



THE SALAD BAR

Opened in May
2019 at West
Ave in downtown.



CAMP COFFEE ROASTERS

Camp Coffee moved their roasting headquarters, “to go café” training facility, and corporate headquarters to Mulberry St. They opened their coffee shop in July 2019.



TASTE OF HAVANA

Opened in August 2019 on Main St in Downtown. The restaurant offers authentic Cuban cuisine including sandwiches, rice and beans, traditional juicy pork, palomilla steak and many other old time favorite dishes.



CALDWELL UNC HEALTH CARE

In September 2019, Caldwell UNC Health Care held a dedication ceremony for the new additions to the hospital. The hospital invested \$24 million to renovate the facility and add services.



COMFORT INN

In October 2019, Comfort Inn completed a \$1.2 Million interior remodel of their location on Blowing Rock Blvd. Exterior remodeling will start in February 2020 and will include resurfacing the parking lot.



CORNER MARKET

A developer renovated the old convenience store on Harper Ave beside Fairfield Chair and opened the Corner Market in November 2019.



820 HARPER AVE

David Mauer,
Mauer
Architecture,
completed
renovations of
818 Harper Ave
in December
2019. The
building offers
commercial
space on the
first floor and
second-floor
residential.



FRESENIUS KIDNEY CARE

Fresenius Kidney Care opened their new location in the old Lowe's grocery on Hickory Blvd in December 2019. Future medical offices are currently under construction beside the center.



GRAGG ORTHODONTICS

Gragg
Orthodontics
opened their
new location on
Harper Ave in
December
2019.



STARBUCKS

In December 2019, Starbucks opened their new store on Blowing Rock Blvd. The store is located beside Dairy Queen in front of Belk.



TIDAL WAVE CAR WASH

Tidal Wave car
wash opened in
December
2019 on
Wilkesboro
Blvd.



KIMBRELL'S

Kimbrell's Furniture moved into their new location on Blowing Rock Blvd in December 2019. (The former Big Lots)



BLUE RIDGE ENERGY

In January 2020, Blue Ridge Energy started moving people into their new \$18 million corporate office located on Blowing Rock Blvd. The project should be complete in the spring.



TELCO COMMUNITY CREDIT UNION

Telco
Community
Credit Union is
opened a
location on
Wilkesboro
Blvd in
January 2020.



THE SANDWICH SHOP

The Salad Bar owners opened The Sandwich Shop in the lower level of their building on West Ave. Customers can order from both menus in both locations.



TUMBLEWEEDS STEAK & TAVERN

Tumbleweed
Steak & Tavern
opened in
February 2020
on Valencia PL
NE behind Dos
Amigos.



DOWNTOWN BASEBALL & SOFTBALL

In 2020, CCC&TI's Baseball team is playing games at Walker Stadium and the Softball team is playing at the Lenoir Optimist Park. Combined with the Lenoir Oilers, this will bring a lot of visitors into the City.

COMING SOON



JONAS HILL HOSPITAL & CLINIC

In January 2019, Caldwell UNC Health Care broke ground on the \$10+ million Jonas Hill Hospital and Clinic, a psychiatric care and behavioral health services facility. The clinic will bring 50 jobs with an average salary \$50,000. The clinic is planned to open in the summer of 2020.



FIDELITY BUILDING

BAMF Fidelity LLC purchased the 916 West Avenue in February 2019. Second floor is being developed into downtown residential and first floor will be used for retail space.



FUTURE DISTILLERY

Rhythm & Booze, LLC, acquired the Old Williams Produce on Harper Avenue in May 2019. The company plans to develop the building into a distillery.



DISTILLERY ANNEX

In August 2019, Rhythm & Booze, LLC, acquired the City Service Cleaners building on Harper Avenue adjacent to the Williams Produce. The building will serve as an annex for the new distillery.



BIONUTRA

BioNutra Inc. purchased the former Mammary/Kincaid Furniture building at 2464 Norwood St. in September 2019. The company is investing nearly \$8 million to build its first U.S. facility in Lenoir, which should open in 2020.



1001 WEST AVENUE

Owners are renovating the old Carolina Distillery Building on West Avenue into a mixed-use development. CrossFit Lenoir is located in the basement and work has started on five residential units on the top floor.



STEEL ST PROPERTY

Developers
have purchased
the old
alterations
building on
Steel Street.



NEW DENTIST OFFICE

A dentist plans to open a new office on Norwood Street.



NEW EMS BASE IN LOWER CREEK

Caldwell
County is
building a new
EMS base at
201 Taylorsville
Rd NE across
from Fire
Station No. 3



NEW EMS BASE IN VALMEAD

Caldwell
County is
building
another new
EMS base at
235 Clark DR
NW behind
Valmead
Elementary
School.



WATERLIFE CHURCH

Waterlife Church is renovating the old Belk building in the old mall.



YOKEFELLOW

Yokefellow bought the Kimbrell's building on Pennton Avenue and plans to move their thrift shop to the location.



DAIRI-O

Dairi-O purchased the old Rite Aid on the northwest corner of Smith Crossroads. The company is currently doing a feasibility study on the old building.



LHS APTS.

The developer of the LHS Apartments on College Avenue is currently renovating the facility.



MI CARRETA

Mi Carreta is planning an expansion of their business on Hickory Boulevard.



FAIRFIELD CHAIR EXPANSION

Fairfield Chair is planning an expansion of about \$770,000, which could come with the creation of 32 new full time jobs. Caldwell County approved job incentives for the project in October 2019.



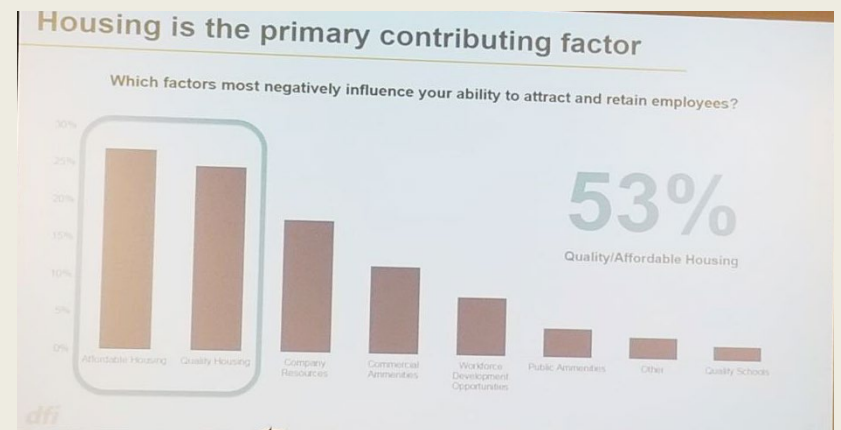
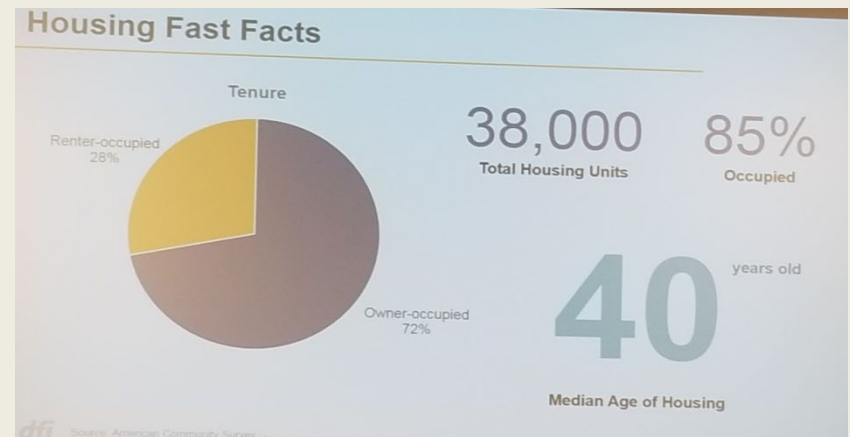
HOLE LOTTA DOUGHNUTS

In January 2020, Hole Lotta Doughnuts announced plans to open a location at 308 Morganton Blvd SW by spring this year.

HOUSING

DFI HOUSING STUDY

- DFI housing study reports only 1% vacancy rate in apartments renting for \$700-\$1,100 a month
- Potential to fill ~325 rental units with rent of \$700+
- 81% of employers say tight housing market is a recruitment problem
- Vacant housing dropped to 16%, down 2% from 2010 - U.S. Census Bureau's 2017 American Community Survey



CITY EFFORTS ON HOUSING

- Council adopted ordinances making it easier to place infill manufactured homes and easier to renovate single-family homes
- Council adopted zoning ordinance update to accommodate by-right multi-family development
- Council created Historic Preservation Commission (HPC)
- Upon recommendation from HPC, Council declared local mills as historic landmarks

2-15-2019

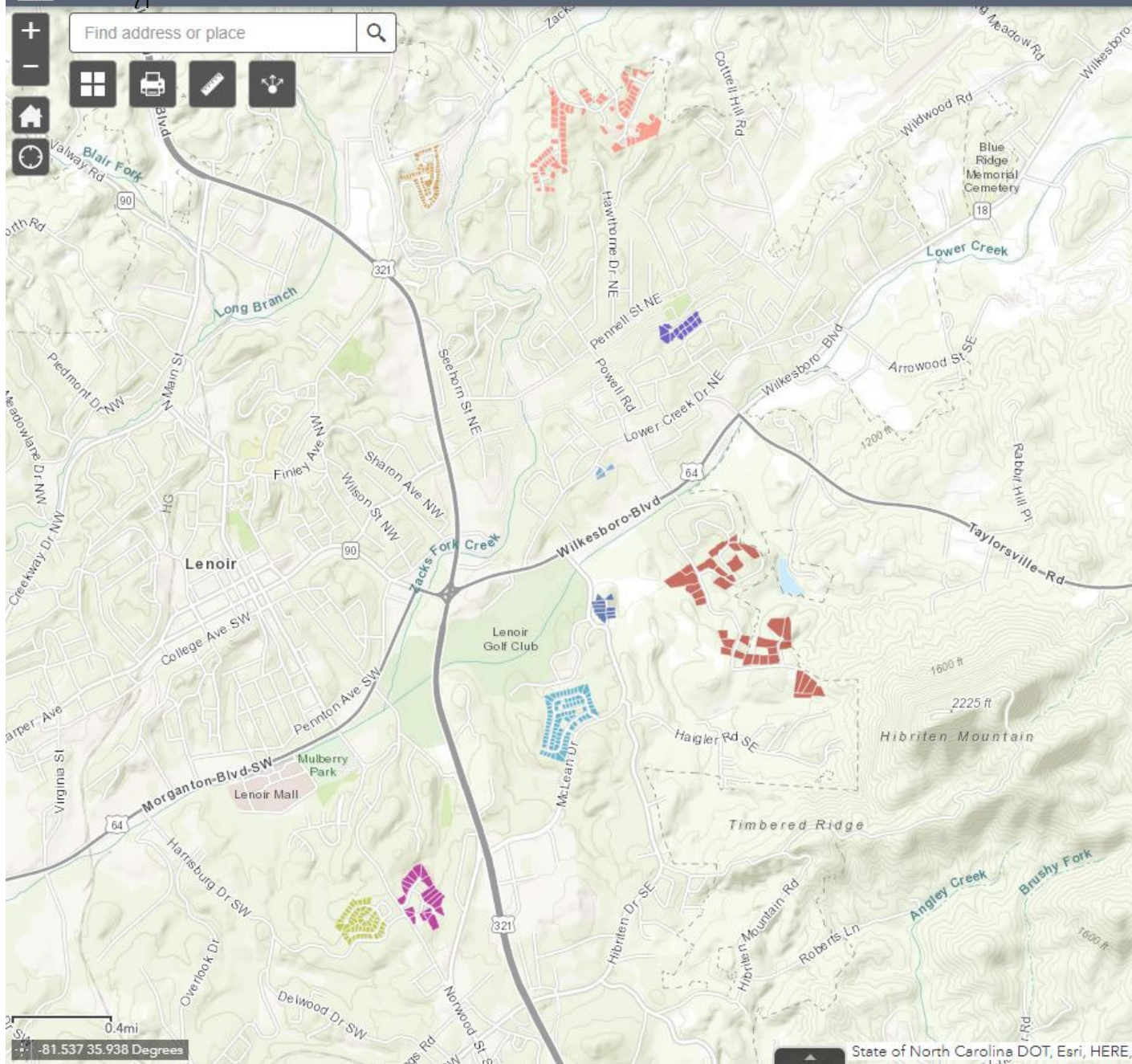
COMMERCIAL /
BANK

In April 2019, Council approved a Conditional Use Permit for a 68-unit multi-family development on Lower Creek Drive known as Katts Corner. Katts Corner was awarded 2019 tax credit funding for development in August 2019.



CRESCENT POINTE SENIOR LIVING

In October 2019, the Planning Department issued permits to Crescent Pointe Senior Living.



RESIDENTIAL READY TO BUILD

In May 2019, we added a Residential Ready to Build page to the City website. The page provides contact information and a map of the more than 300 residential lots currently served by utilities and ready to build.

[cityoflenoir.com/
readytobuild](http://cityoflenoir.com/readytobuild)



MILL PROJECTS

In June 2019, Council approved ordinances declaring several downtown mills as historic landmarks - Lenoir Cotton Mill-Blue Bell, Inc. Plant; Steele Cotton Mill-Hayes Cotton Mill; Freight Station-Lenoir Depot. Council also plans to approve mixed-use zoning for the properties.



EDUCATION FOUNDATION TOWN HOMES

Contractors are currently working on the Education Foundation teacher housing at 1015 Ashe Ave.

Council approved a Conditional Use Permit in November 2018 allowing a 3-unit multi-family townhome.



GLENN MILLER CONST.

Glenn Miller Construction has purchased three lots on Woodbine Place with plans to build market-rate, single-family homes. The company had one home currently underway as of Feb. 12, 2020.

DOWNTOWN HOUSING

- Currently, 12 residential units are under construction in downtown
- Once new construction is complete, ~20 residences will be in the downtown district.



PUBLIC INVESTMENT

Buildings
Services
Recreation

COMPLETED PROJECTS



COMMUNITY GARDEN

In April 2019, the City expanded the number of garden beds at the Unity Park Community Gardens on College Avenue. Appalachian State University students plan to build an educational pavilion as part of a class project.

Sort & Filter				Records		Find		Window		Text Formatting	
Ascending Descending Remove Sort Selection Advanced Toggle Filter				New Save Delete Refresh All Totals Spelling More		Replace Go To Select		Size to Fit Switch Windows		Bold Italic Underline Font Color Background Color Text Color	

Project Criteria			
☐	Innovative Practice	0	Extent to which project promotes new ideas and methods
☐	Level of Service	0	Extent to which project is necessary for City to continue or improve current service standards
☐	Environmental Improvement	0	Extent to which project improves environmental quality through pollutant reduction, aquatic habitat improvement and riparian buffer enhancement
☐	Life Safety	0	Extent to which project eliminates, prevents, or reduces an immediate hazard to safety
☐	Property Damage	0	Extent to which project reduces damage to commercial and/or private property
☐	Project Efficiency	0	Extent to which project efficiently utilizes City's capital and resources
☐	Criticality of Project	0	

Project Data			
City		State	
Lenoir		NC	
Watershed		Flood Zone	
Base Year		Record Last Updated	
0		4/18/2019 1:53:41 PM	
Longitude		Recommended Action	
Measure		Responsible Party	
Initial Project Cost Estimate		Projected % Completed by City	
\$0		0%	
Projected % Outside Funding		Final CIP Cost Estimate	
0%		\$0	
Funding Notes			
Description of Concern			
Description of Resolution			

City Actions		
Cost	Action	Date

Unfiltered Search

STORM WATER STUDY

Freese and Nichols completed a stormwater study for the City in May 2019. Part of the project included creating a database to help City staff track stormwater issues, along with base mapping file(s).



DOWNTOWN SOUND

The Lenoir Tourism Development Authority funded a new downtown sound system and electrical improvements to the downtown stage. The City installed new speakers in May 2019.



CHARTERS OF FREEDOM

Public Works staff built and landscaped the majority of the new Charters of Freedom setting beside the county courthouse. Local leaders and elected officials dedicated the setting July 3, 2019.



J.E. BROYHILL PARK

The City held a ribbon cutting for J.E. Broyhill Park in July 2019. The park now boasts new picnic shelters and grills, a new basketball court, new restrooms, new benches and trash cans, and new sidewalks.

Create an Account - Increase your productivity, customize your experience, and engage in information you care about.

83



LENOIR
NORTH CAROLINA

Services

Community

City Government

Business



Services



News



Events



SERVICES



Pay Online

Pay bills online at your convenience.



Calendar

Upcoming events, meetings, & more



Contact Us

Have a question? Contact the Ci

NEW WEBSITE

The City launched a new website in July 2019. The new site has many new features including a robust notification system.



FIRE STATION 3

In Aug. 2019, the City held a dedication ceremony for Fire Station No. 3. Station 3 will allow Fire staff to provide faster responses to calls in the Lower Creek area.

FIRE STATION SIGNS

Station 3 August 2019



Station 1 October 2019



MINIMUM HOUSING

- The Planning and Police departments' Code Enforcement Divisions facilitated six housing abatement and demolition projects in 2019.
 - 934 Emerald Pl Abatement, August
 - 1519 Barcoe St Demolition, August
 - 610 Hospital Ave Demolition, October
 - 1252 Fairview Dr Demolition, October
 - 114 Palmer St NW Demolition, December
 - 1208 Delwood Dr Demolition, December

114 PALMER, DEMO

Before



After



934 EMERALD PL, OWNER ABATED

Before



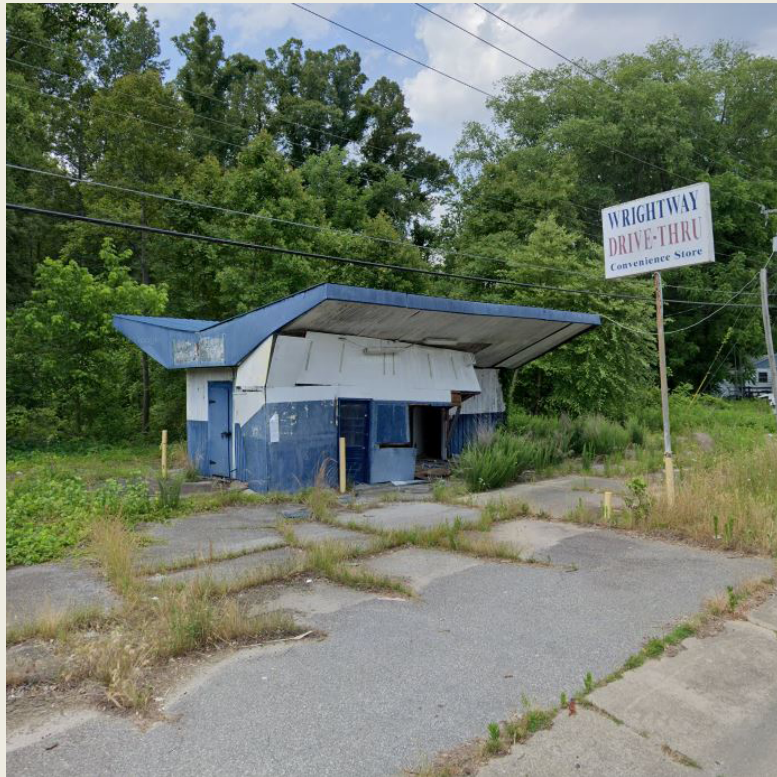
After



WRIGHTWAY DEMOLITION

839 CREEKWAY DR NW, AUGUST 2019

Before



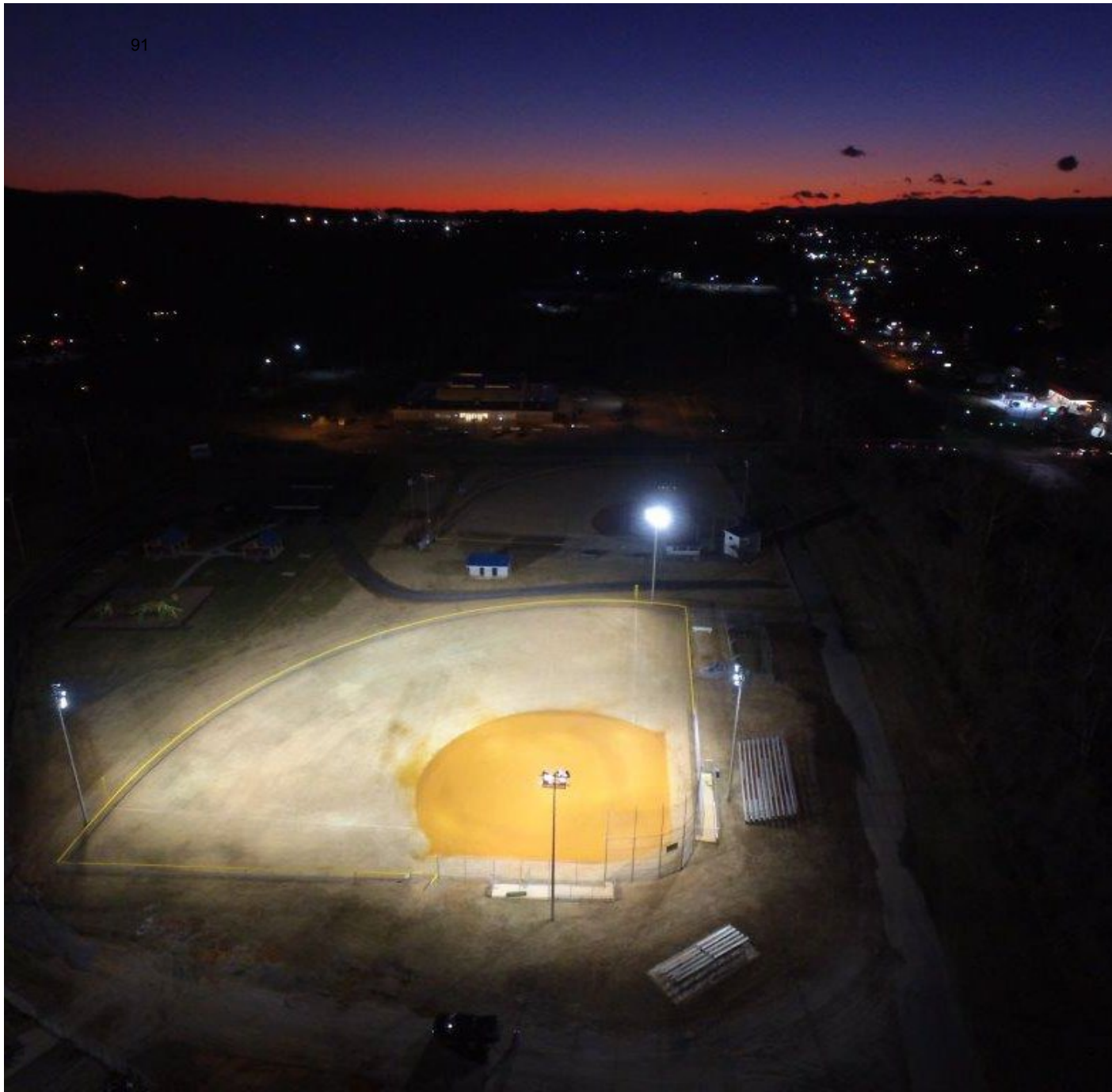
After





LPD TRUCKS

In August 2019, the Lenoir Police Department bought three Dodge Ram Trucks for administrative positions. The trucks are cheaper than a patrol cars and give the department more carrying options.



LENOIR OPTIMIST PARK (PART F)

The Lenoir Optimist Park received many upgrades in 2019 thanks to a state grant and matching funds from the City. The park got a new parking lot, restrooms, playground, two picnic shelters, permanent cornhole boards, walking paths, and new lights on the rear ball field.



WATER PLANT UPGRADES

- \$11 Million project to install Active Flow System and two new water filters completed in December 2019

- \$6 Million project to build new chemical storage building and control systems and refurbish existing filters completed in February 2019.

NEW K9S

FEBRUARY 2020

CPL Brown & Major



MPO Foust & Uwais (Wise)



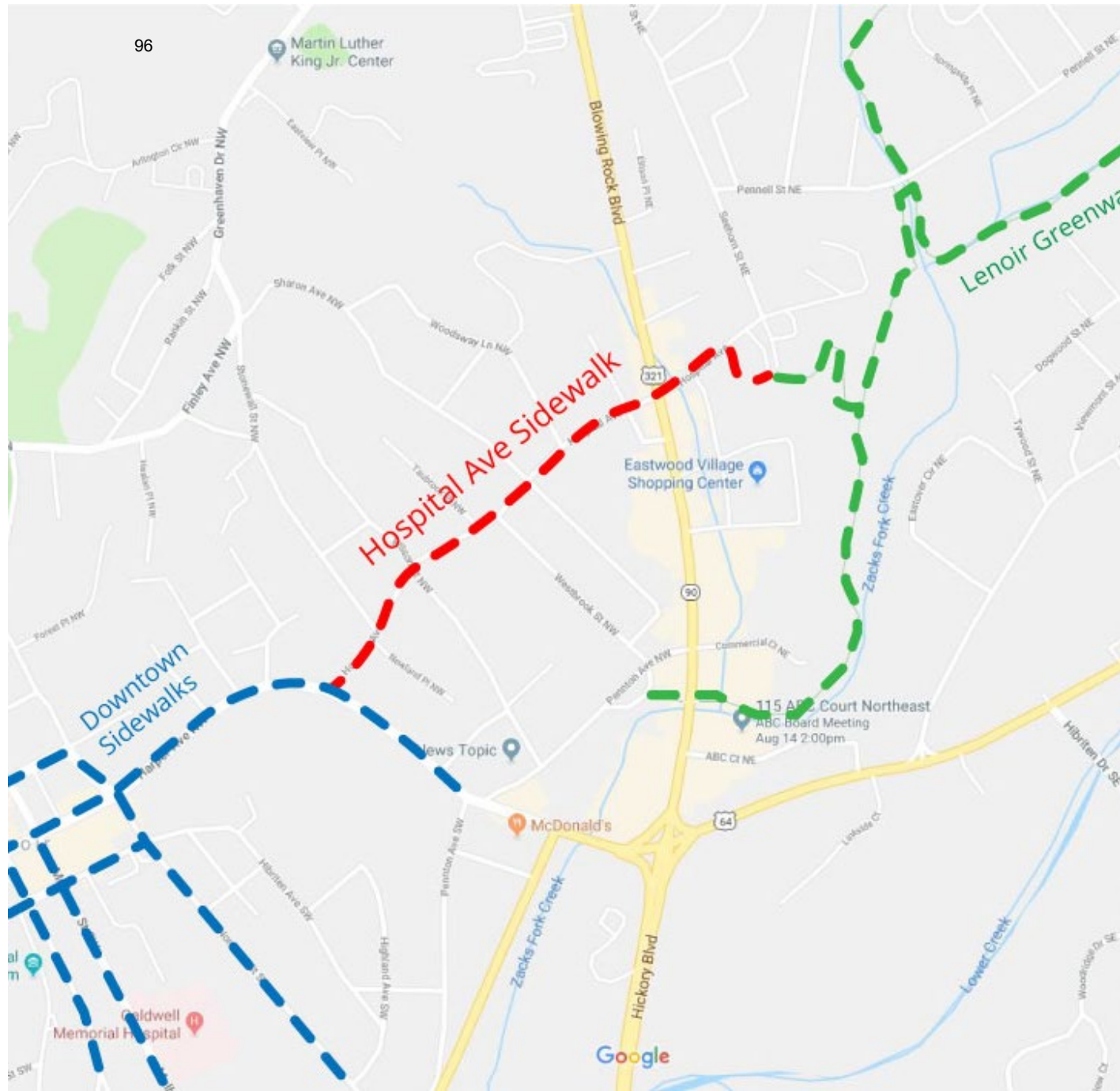


SECURITY CAMERAS

The IT Division of Finance continued installing security cameras in 2019. New locations include the; Public Works, Police, Fire Station III, JE Broyhill Park, and the Wastewater Treatment Plant.

IN PROGRESS

Martin Luther
King Jr. Center



HOSPITAL AVENUE SIDEWALK

The \$1 million sidewalk project will connect downtown and the City's greenway. It will connect neighborhoods to jobs, medical facilities, pharmacies, and shopping on U.S. 321, and it will improve the appearance of the corridor. Construction should start in 2020.

WATER PLANT STUDIES

Plant Expansion

- Staff is working with an engineering firm to consider future needs and create a plan to accommodate increasing water demands

Water Distribution

- Staff also is working with an engineering firm to evaluate the city's water distribution system, explore interconnection opportunities, and make the system more robust



TWO-WAY TRAFFIC CONVERSION

In 2019, Council approved a 3-phase plan to convert Harper and West Ave in downtown back to two-way traffic. In September 2019, Council approved closing Steel St and returning the property back to the adjacent property owners.



BIOSOLIDS PROJECT

In Feb. 2019, Council approved the purchase of a Gryphon Dryer system to handle biosolid waste produced at the Wastewater Treatment Plant. The City received a low-interest State Reserve loan in the amount of \$6,600,000 to fund the project.



VIRGINIA STREET PROPERTY

In April 2019, the City received a \$300,000 EPA grant in April 2019 to help clean up the Virginia Street property. Staff will leverage Brownfield funds to conduct environmental assessments on the property.



SECOND BRUSH TRUCK

Public Works purchased a second brush truck in September 2019 to improve brush pick up service. The purchase was funded in part with the \$1 increase in the solid waste fee.



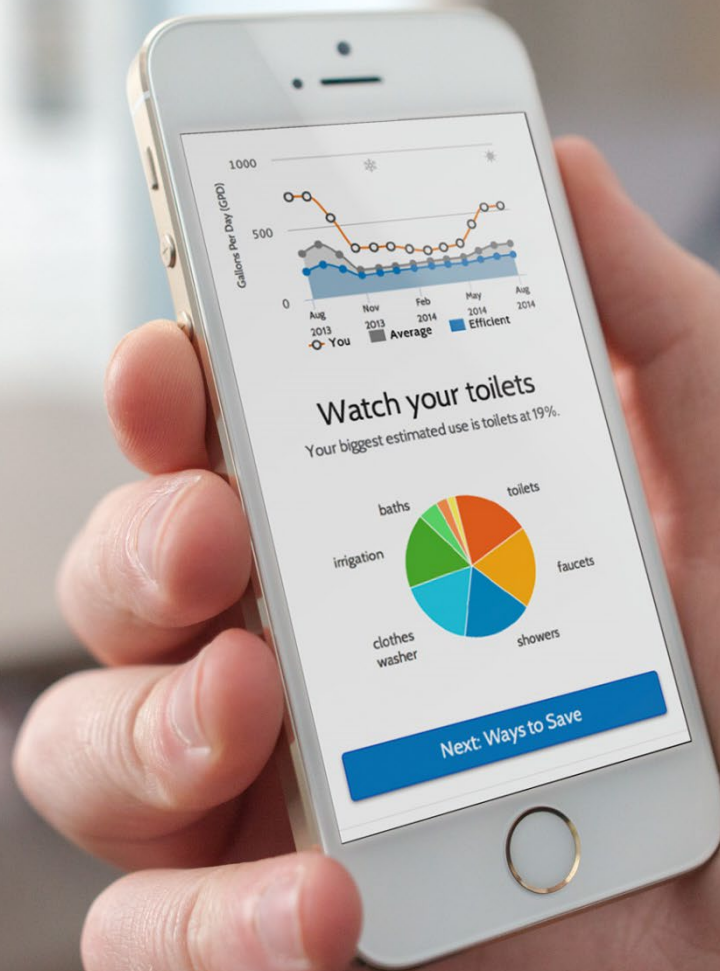
RAIL TRAIL PAVING

Public Works started paving the Rail Trail through Lenoir in October 2019. The Rail Trail is part of the Overmountain Victory National Historic Trail.



RAIL TRAIL PAVING

Public Works started paving the Rail Trail through Lenoir in October 2019. Workers started at North Main Street and went south to Harper Ave. Harper Ave to Morganton Blvd will be completed in 2020.



ADVANCED METERING PROJECT

Contractors started installing test meters in November 2019. In the future, City water customers will be able to access their water usage information online. The portal will provide leak alerts and other notices and link to the City's online payment site.



LENOIR HIGH SCHOOL

The City has budgeted \$100K+ of CDBG funding for upgrades to Lenoir High School auditorium, gym, and Mack Cook Stadium.

Foothills Performing Arts announcement plans to move their operations to the LHS auditorium.



LHS RESTROOMS

Contractors completed two new restrooms on the first floor in December 2019. The Lenoir Tourism Development Authority (LTDA) funded \$30,000 of the \$60,000 project. The LHS developer funded the remainder.



PEDESTRIAN BRIDGE

In December 2019, Google completed construction of a greenway pedestrian bridge across lower creek that connects Google's property to the City trailhead on Morganton Blvd.



GREENWAY EXTENSION

Staff are working with Waterlife Church and Google to acquire easements to connect and continue the greenway along Morganton Blvd.



NEW GARBAGE TRUCKS

Public Works purchased three new automated garbage trucks between October 2019 and January 2020. The cost for all three was \$288,000. Staff & WPCOG has started analyzing routes and plans to launch a pilot route by May.



J.E. BROYHILL PHASE 2

NC State University staff visited J.E. Broyhill Park in January 2020. NCSU is working with the local Ag Extension Office to make stormwater improvements at the park. The project is funded with a \$240,000 United States Environmental Protection Agency grant.



NEW ROOFS

Public Works led a project to replace four roofs on city buildings in 2019.

Contractors replaced the roof at Public Works/Public Utilities, Fire Station 2, the Water Treatment Plant, and the Police Dept. (in progress). The cost was \$158,000.



CITY HALL 1ST FLOOR REMODEL

In February, Building Maintenance started remodeling the first floor of City Hall. The project will enhance ADA accessibility and security in the teller area and provide controlled access to 2nd and 3rd floor. The budget is \$45,000.



COMMUNITY GARDEN PAVILION

Students with Appalachian State designed an Education Pavilion as a fall semester project. The project would add teaching space, storage, and restrooms to the facility. Garden volunteers are working to secure funding to build the pavilion in the future.

BROWNFIELDS PROGRAM PROGRESS

- City Service Cleaners building – Phase 1 and 2 Assessment
- Blue Bell building – Phase 1 and 2 Assessment; lead and asbestos assessment
- Norfolk Southern Depot – Phase 1 and 2 Assessment
- Bost Lumber/Steel St Building – Phase 1 and 2 Assessment
- Jo Jas service station – Phase 1 and 2 Assessment
- Working on the Brownfield agreement for the City owned site on Virginia St / College Ave



STAY TUNED FOR

MORE in
LENOIR

Sidewalk & Greenway Update

Plans, Progress, Opportunities, and Challenges



2020 Lenoir City Council Strategic Planning Retreat

Presented by:

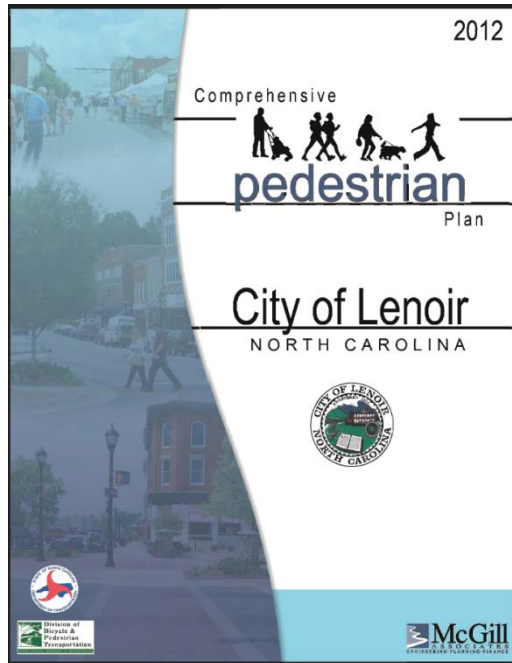
Jenny Wheelock, Planning Director & Jared Wright, Public Works Director

Pedestrian/Bicycle Improvements: Overall Philosophy & Planning Documents

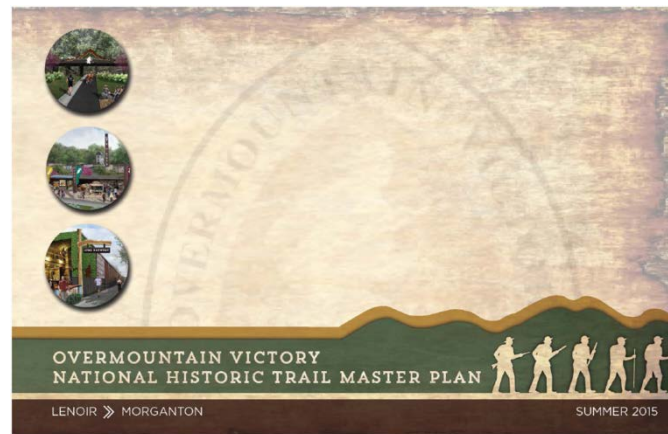
- Connectivity (eliminate gaps/connect destinations)
- Transportation AND Recreation
- “Crawl, Walk, Run”



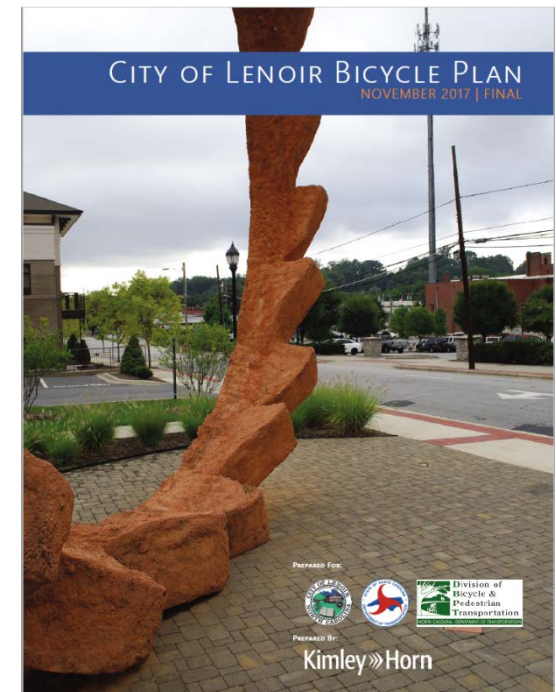
2010-2013



2012-2015



2014-2017



Implementing Bike/Pedestrian Improvements

- Privately funded by developers, when required by the ordinance
- General Fund (CIP); Sidewalk Fund
- Grants – CDBG, PART-F, RTP
- Community Partners (business and non-profits)





Sidewalks

Pedestrian Plan Implementation

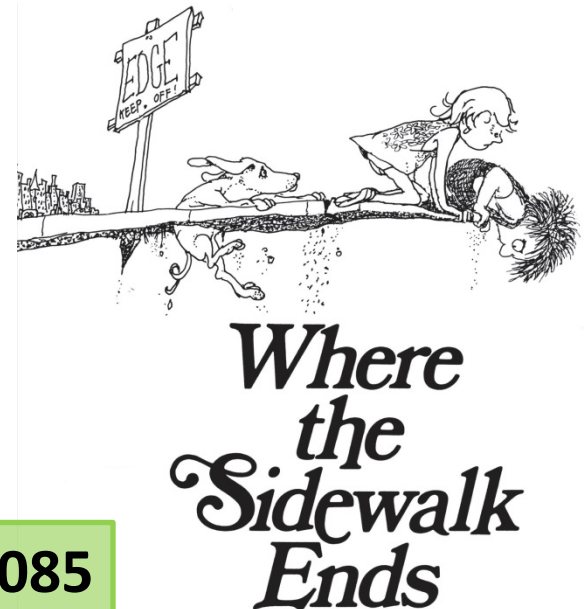
WIScGEEK

New Sidewalks: Private Development

- Since 2010, new commercial, office, institutional, and government developments have been required to install sidewalks (excluding industrial districts)
- 2015 expanded the requirement for sidewalks to include “substantial improvements” of existing structures, new residential subdivisions of 3+ lots, and new townhome/multi-family developments
- 2015 created a sidewalk fund, to allow for “payment in-lieu” of construction



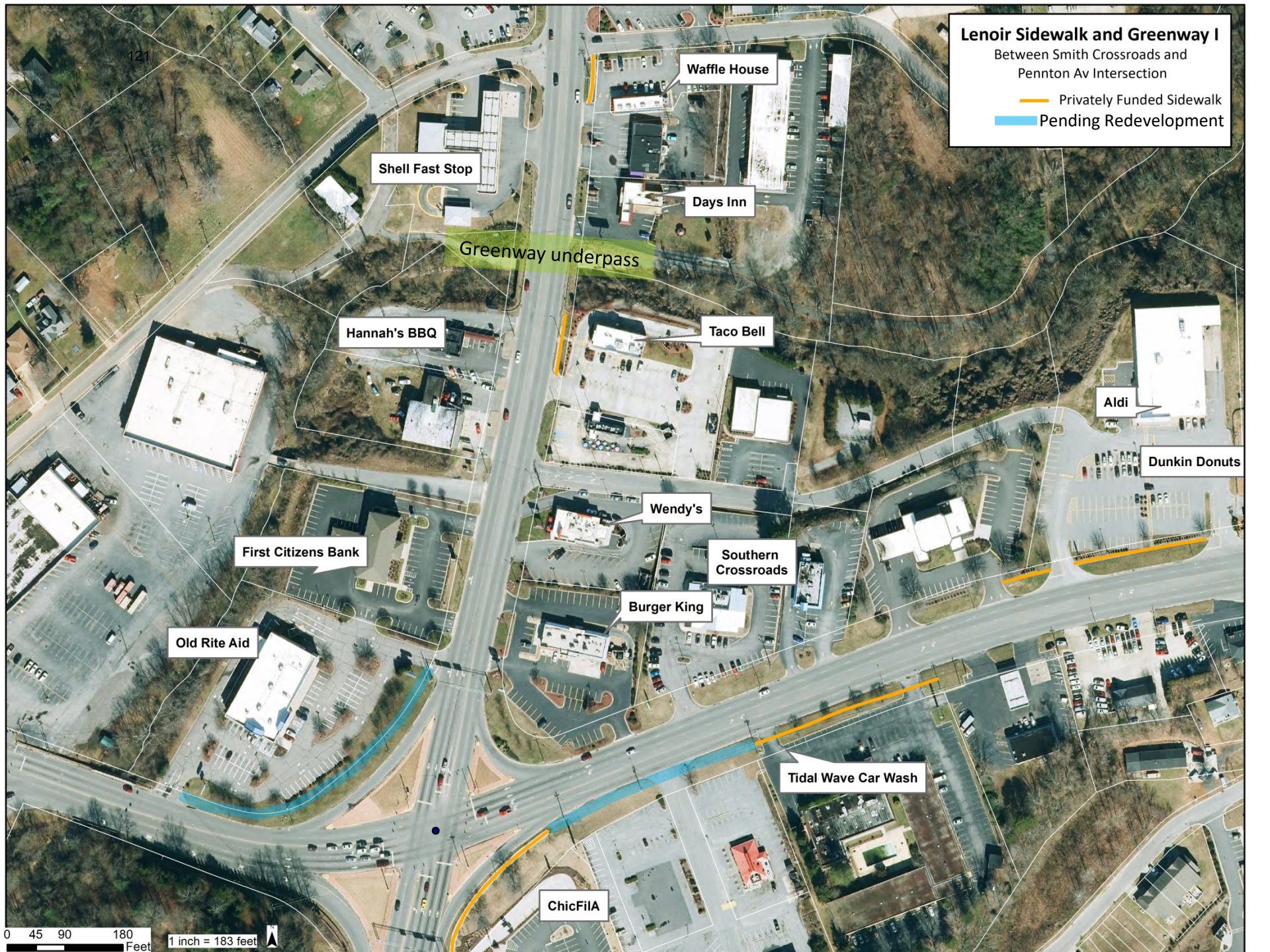
Sidewalk Fund Balance: **\$75,085**
Billed but not yet collected: **\$9,646**



Lenoir Sidewalk and Greenway I

Between Smith Crossroads and
Pennton Av Intersection

- Privately Funded Sidewalk
- Pending Redevelopment



Shell Fast Stop

Waffle House

Days Inn

Greenway underpass

Hannah's BBQ

Taco Bell

Wendy's

Southern Crossroads

Burger King

First Citizens Bank

Old Rite Aid

Aldi

Dunkin Donuts

Tidal Wave Car Wash

ChicFila

Lenoir Sidewalk and Greenway II
Between Pennton Ave and
Hospital Ave Intersection

Privately Funded Sidewalk

Planned Sidewalks



Lenoir Sidewalk and Greenway III

Between Hospital Ave
& Big Lots Area

Privately Funded Sidewalk

Planned Sidewalk

Pending Redevelopment





Blue Ridge Energy
Headquarters

Excelsa

Bo's

Walmart

Murphy's

Comfort Inn

Sagebrush

Lenoir Sidewalk and Greenway IV

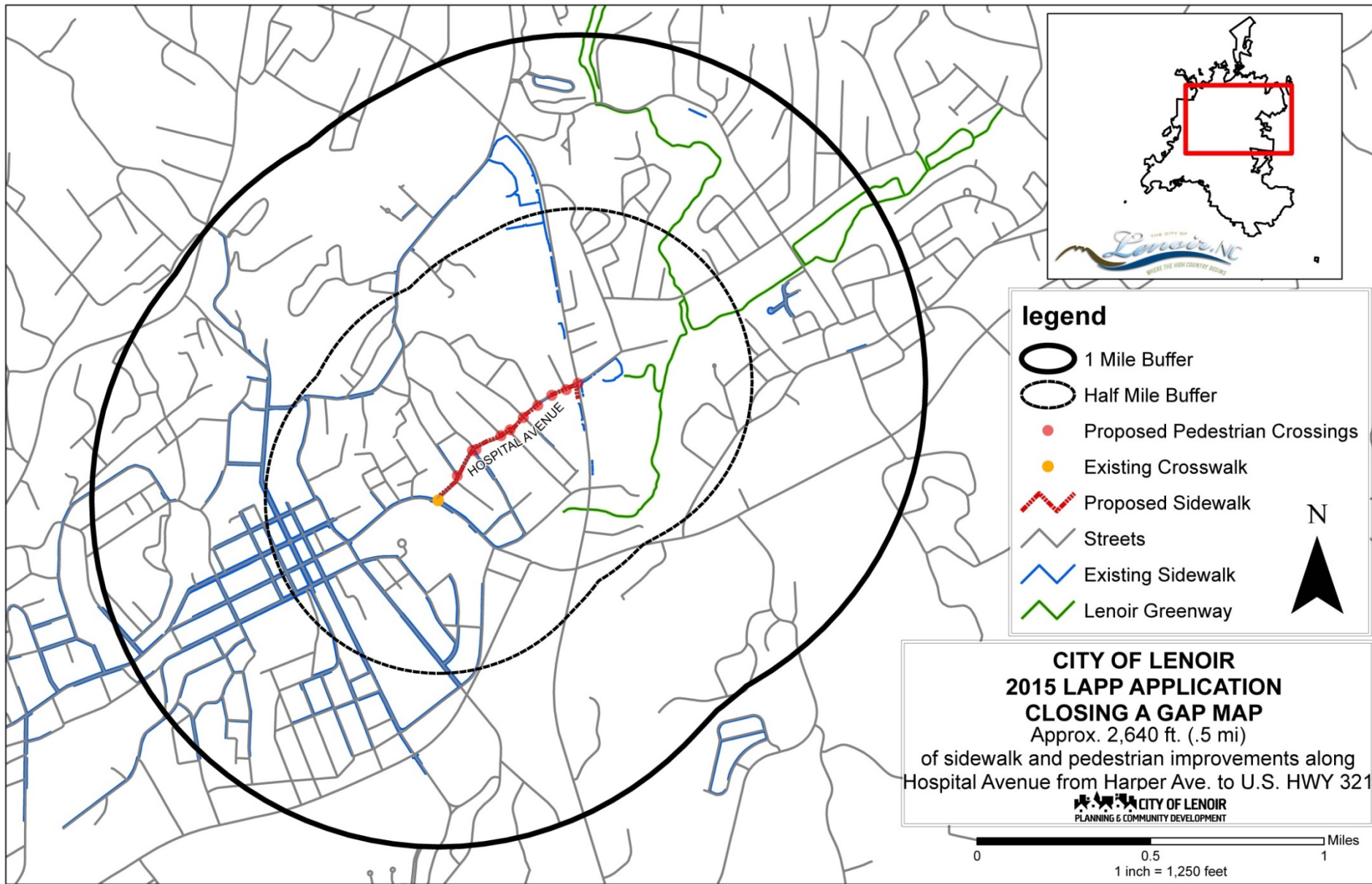
Between Big Lots Area
& Excelsa

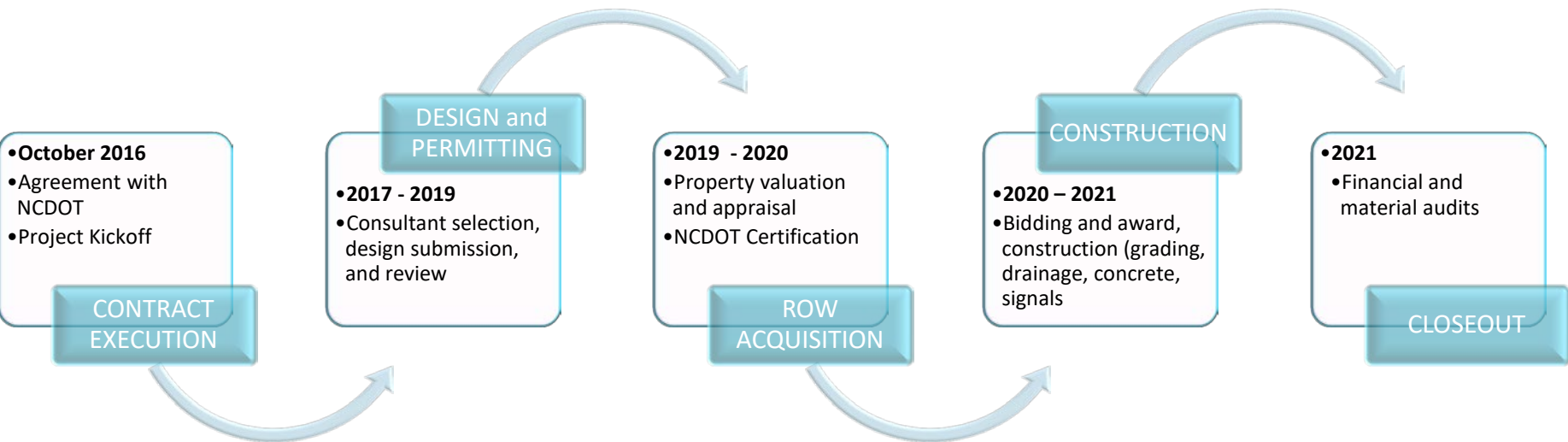
Privately Funded Sidewalk

Sidewalk Gaps (2825.7 Ft)

Pending Redevelopment

Hospital Avenue Sidewalk 2015 NCDOT Grant Application: Closing a Gap



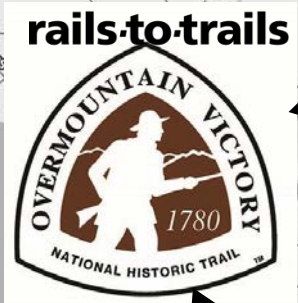
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Greenways

Pedestrian, OVT, and Bicycle Plan Implementation

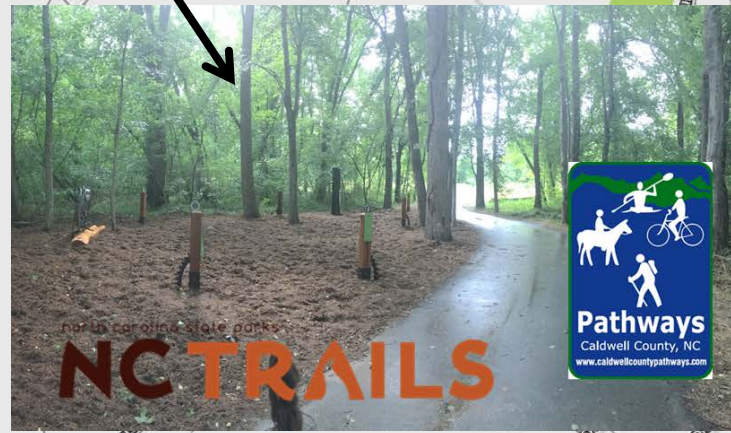
Bike Plan Priority Projects



Optimist Park
Mulberry Rec

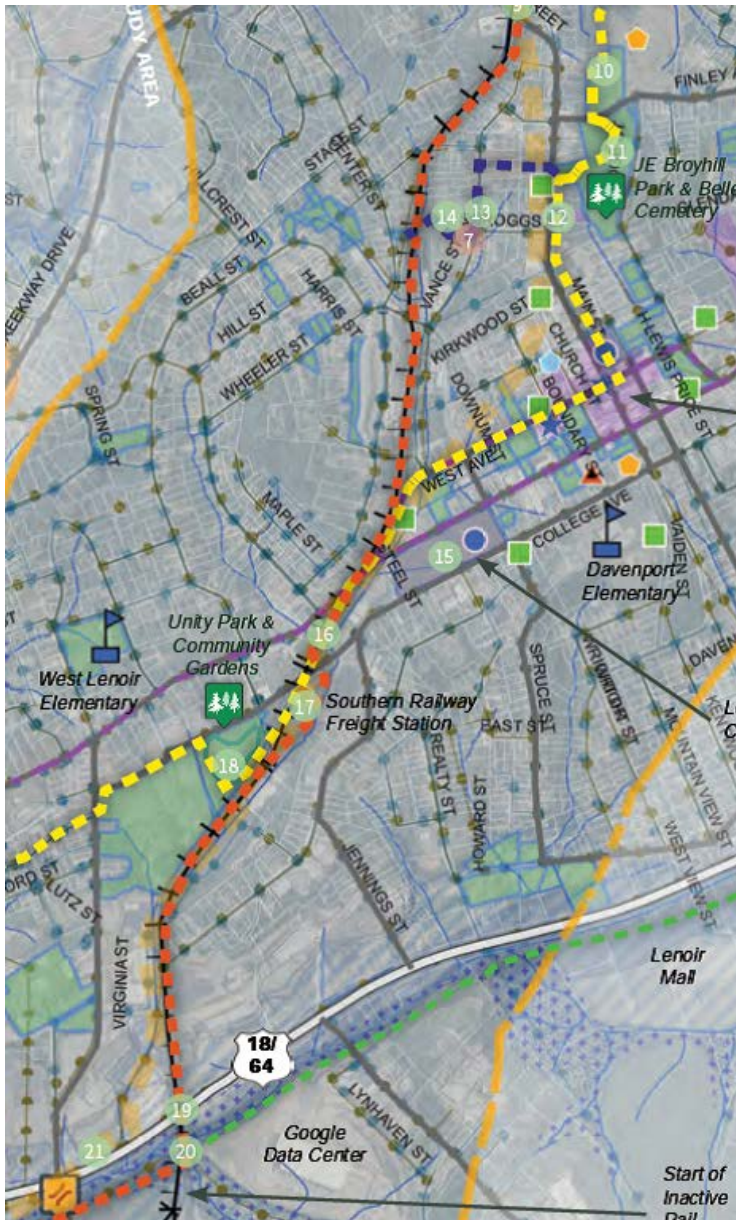


- Proposed Bike Lane
- Proposed Shared Lane
- Proposed Shared Use Path
- Existing Shared Use Path



Google Google Greenway





Rail Trail Paving



rails-to-trails

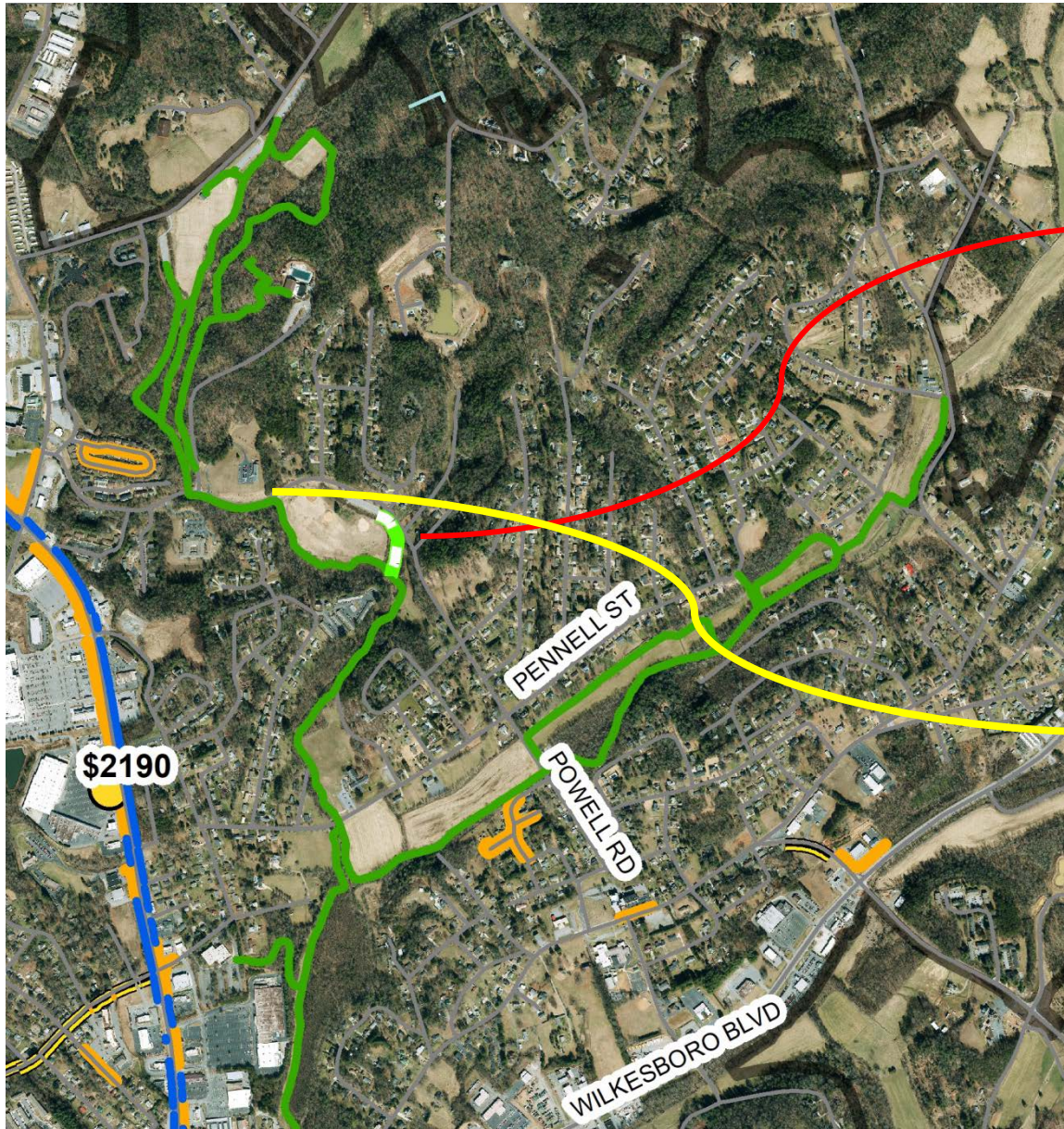


Public Works Department Trail Construction in 2019/2020:

- North Main Street to Robbins Avenue
- Robbins Avenue to Willow Street
- Willow Street to West Avenue
- Rail Depot to Morganton Boulevard

** Future trail elements include permanent signage installation, crosswalks, and the trail section between Harper Avenue and College Avenue**

Wilson Athletic Park Greenway Connector



Phase 1 completed June 2019
Funded through General Fund



Phase 2 is necessary to complete the "loop" and offer a circular path for park visitors



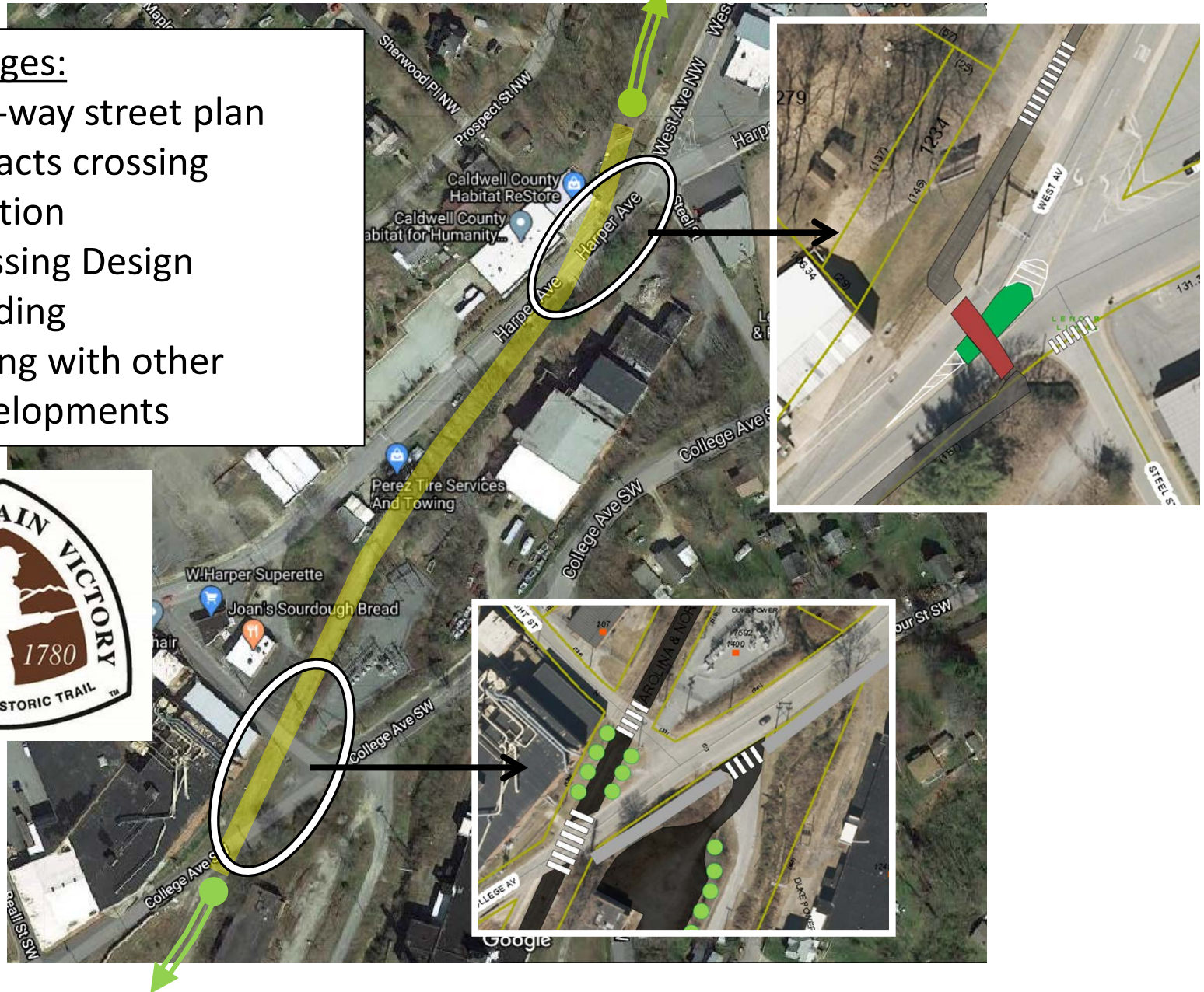
Priority Projects

What's Next? Future Implementation Goals

Harper to College: Road Crossings/Finish Phase 1 of Rail Trail

Challenges:

- two-way street plan impacts crossing location
- Crossing Design
- Funding
- timing with other developments

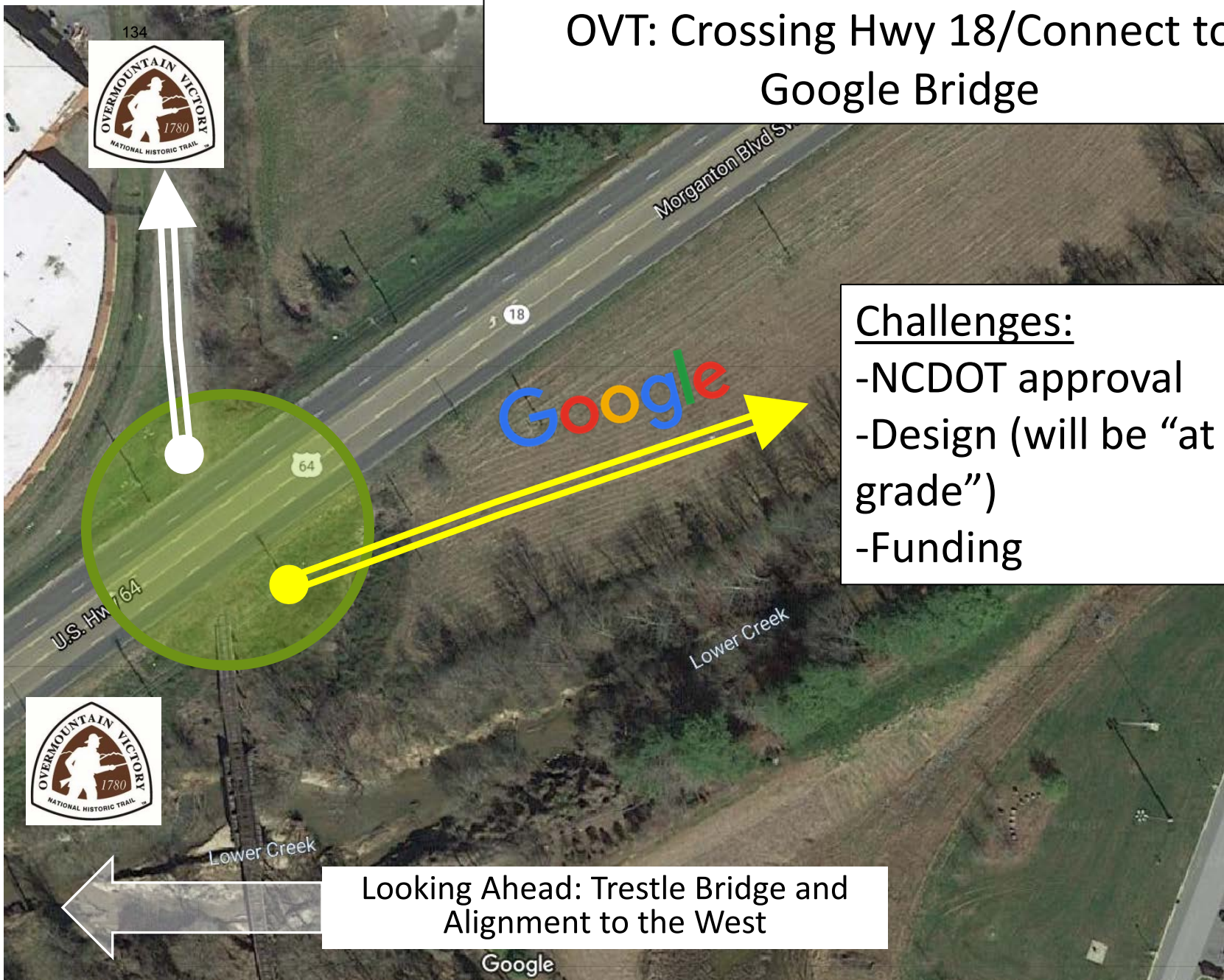


OVT: Crossing Hwy 18/Connect to Google Bridge

Challenges:

- NCDOT approval
- Design (will be “at grade”)
- Funding

Looking Ahead: Trestle Bridge and Alignment to the West





Highway 18 Crossing







GOOGLE DATA CENTER





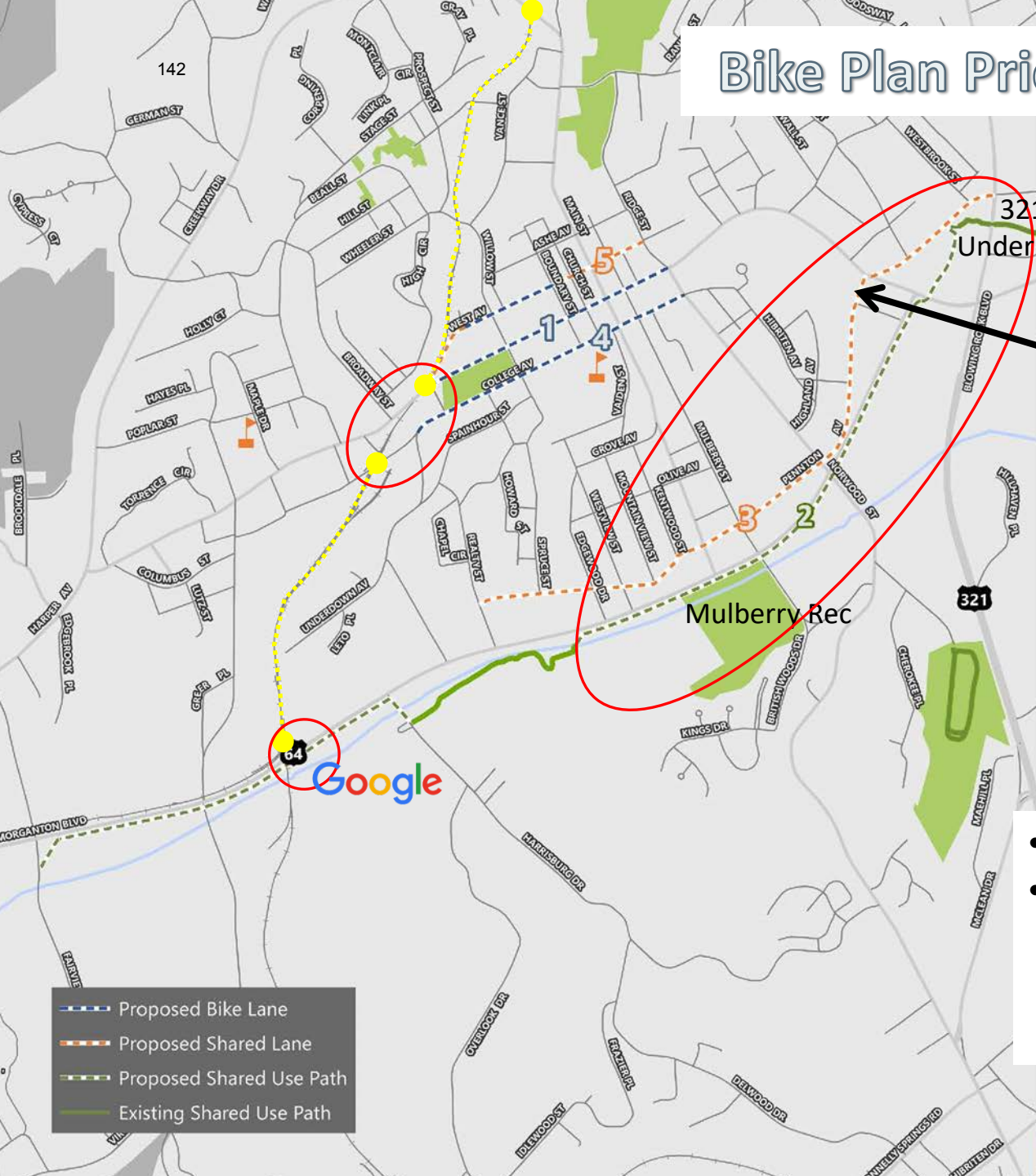


Trestle Bridge



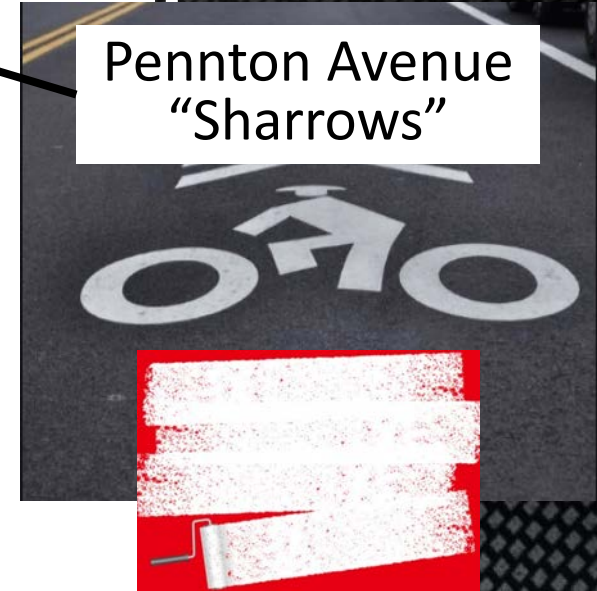


Bike Plan Priority Projects



321
Underpass

Pennton Avenue "Sharrows"



- Priority in Bike Plan
- Provides “interim” connection from Greenway underpass & Mulberry Connector



Needs

- Design
- Construct



Gravel to
be paved

Needs

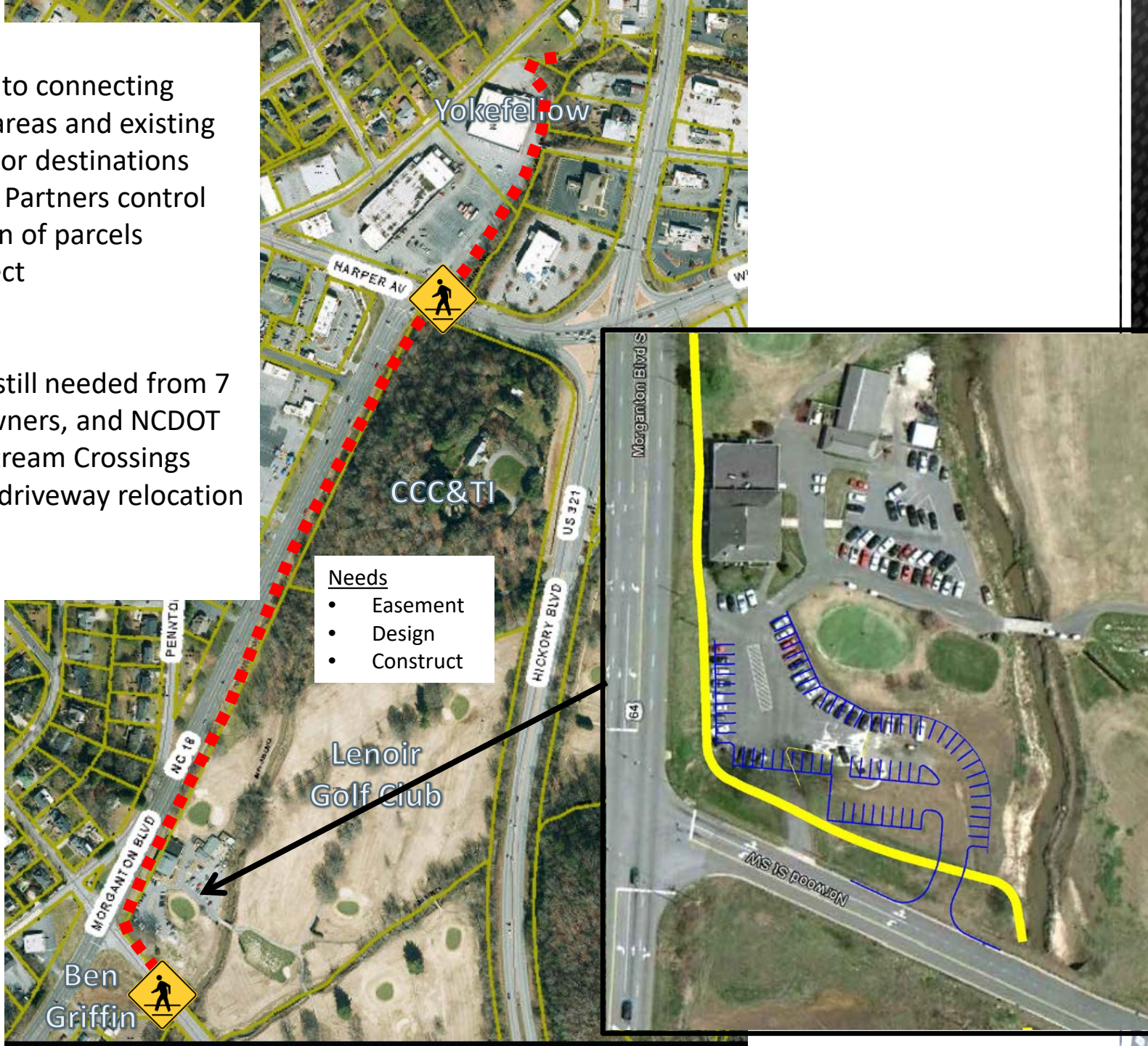
- Easement
- Design
- Construct

Opportunities

- Huge boost to connecting residential areas and existing trails to major destinations
- Community Partners control large portion of parcels
- Sewer Project

Challenges

- Easements still needed from 7 property owners, and NCDOT
- Road and Stream Crossings
- Lenoir Golf driveway relocation
- Floodway
- Funding



ADA Plan Implementation



- Required by law
- Improve and Retrofit Crossings/Sidewalks
- Overlaps with Pedestrian Plan recommendations
- CHALLENGE: funding

321 sidewalk gap elimination



- Priority in Pedestrian Plan
- Sidewalk Fund is growing; good use of funds
- CHALLENGE: ROW constraints

Phase 2 Wilson Park Greenway Connector



- Completes the loop
- Under 1,000 LF
- Site control/Self perform



In Conclusion...





Housing Updates

- ❖ Regulatory Changes
- ❖ Technical Assistance
- ❖ 2019 Report:
Permits/Entitlements for new
developments

2020 Strategic Planning Retreat

Presented By:
Jenny Wheelock, AICP
Planning Director



Regulatory Changes

- ✓ Zoning Ordinance Overhaul
- ✓ Multi-family Parking Code Changes

Zoning Ordinance Overhaul: More Density “By Right”



Accessory Dwelling Units (ADUs) allowed in all districts

- Adopted March 2019
- Makes it easier to build “missing middle” housing types



Zoning Ordinance Overhaul: Leveraging Existing Infrastructure

- Reduced lot frontage requirements
- Bungalow Courts

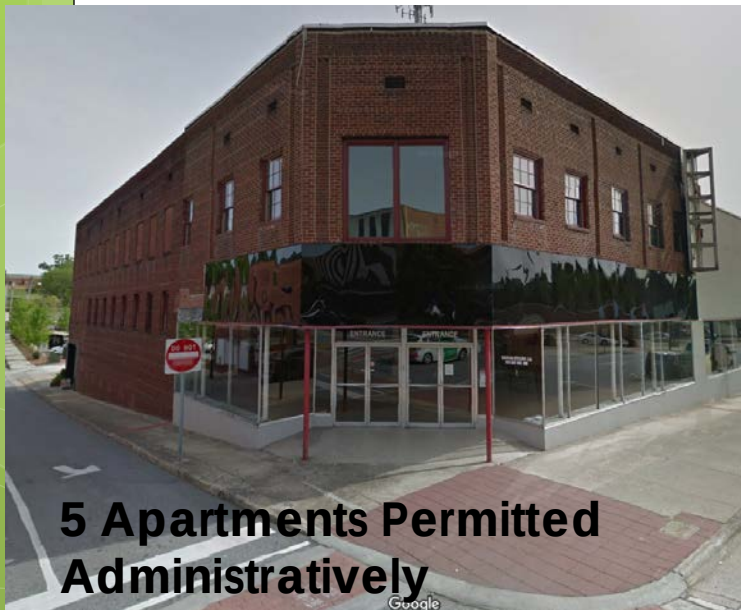


Bungalow Court Example

Zoning Ordinance Overhaul: Reduced Hearing Requirements

Administrative Approval (w/Design Requirements)

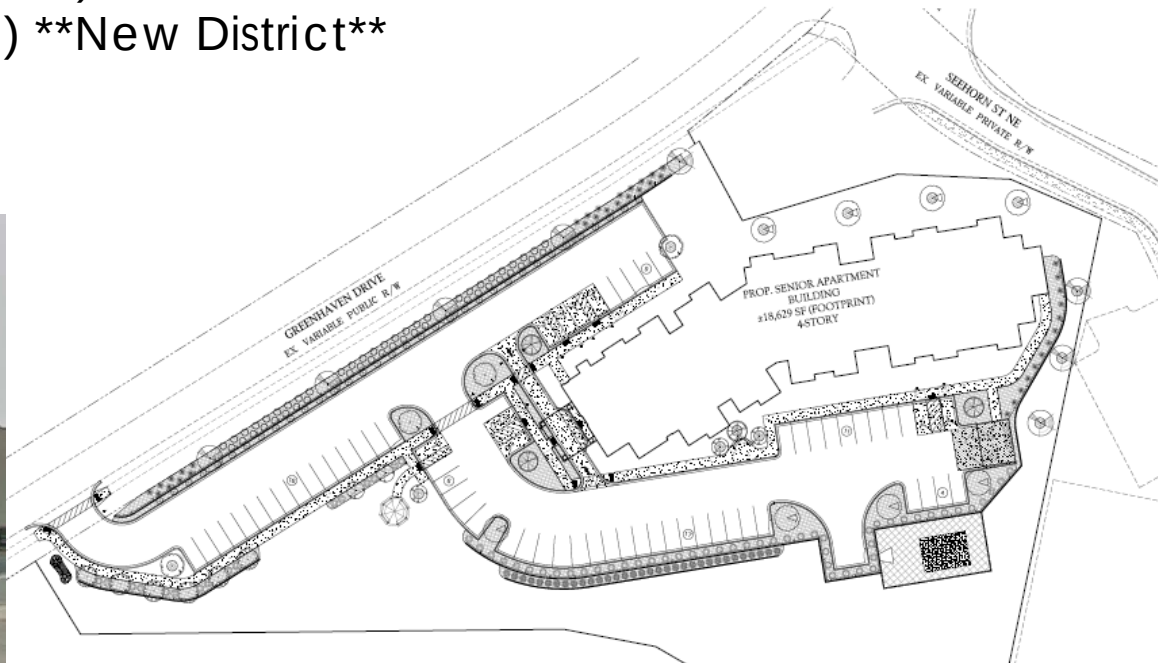
- B-2 (General Business)
- B-3 (Central Business/Downtown)
- R-C (Residential-Commercial) ****New District****



NOTE: THE PROPOSED PROJECT IS SUBJECT TO THE REVIEW AND APPROVAL OF THE ZONING BOARD. THE ZONING BOARD SHALL REVIEW THE PROJECT FOR COMPLIANCE WITH THE ZONING ORDINANCE AND THE ZONING BOARD SHALL HAVE THE AUTHORITY TO GRANT OR DENY THE PROJECT. THE ZONING BOARD SHALL HAVE THE AUTHORITY TO GRANT OR DENY THE PROJECT. THE ZONING BOARD SHALL HAVE THE AUTHORITY TO GRANT OR DENY THE PROJECT.

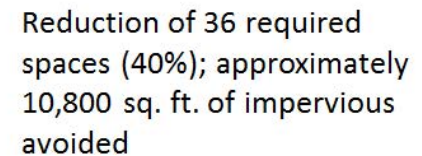
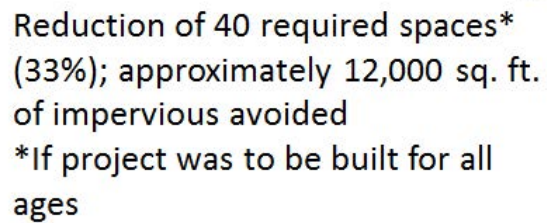
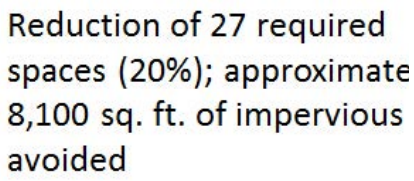
CRESCENT POINTE AT GREENHAVEN

GREENHAVEN DRIVE
LENOIR, NORTH CAROLINA

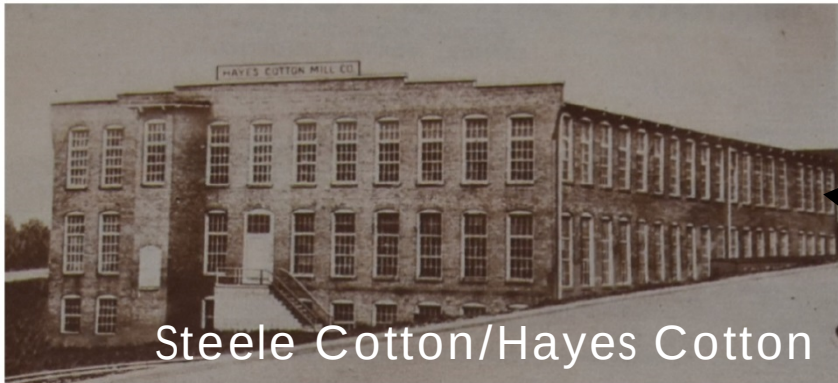


CUP and permits had expired; staff was able to re-issue permit administratively

1875



New R-C & Local Landmark Properties



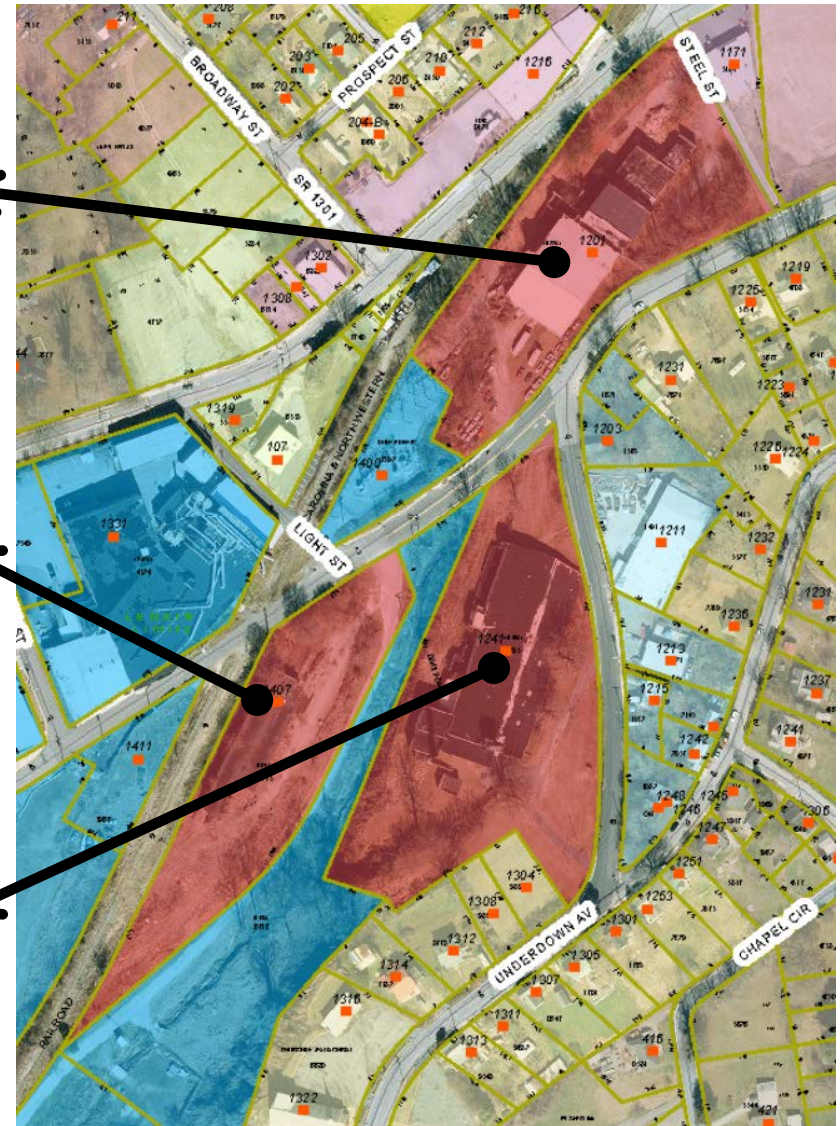
Steele Cotton/Hayes Cotton



Freight Depot



Blue Bell/Lenoir Cotton





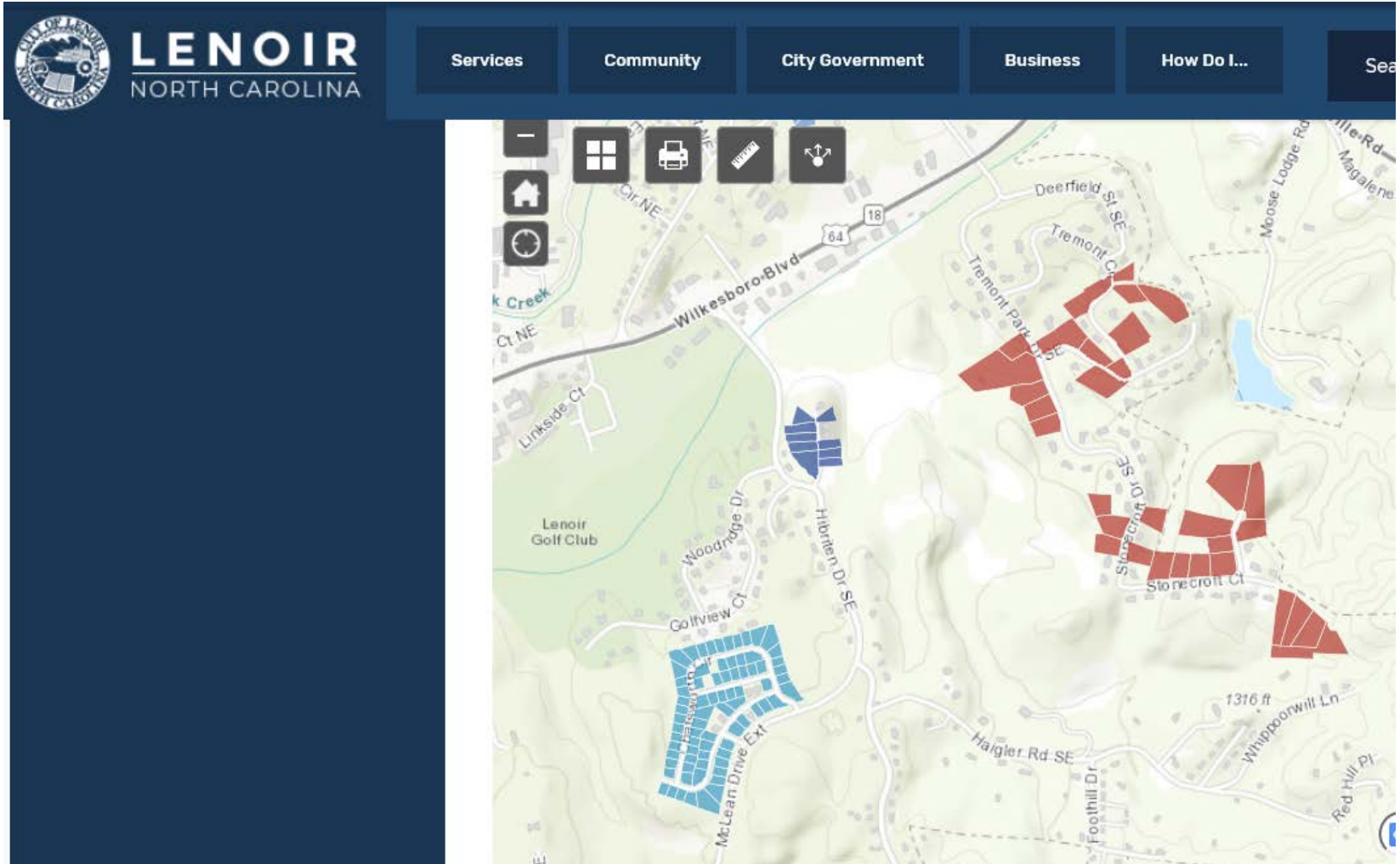
growth
development
planning
business
analyzing
opportunities
balance
chart
market
annual
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Facilitating Residential Investments

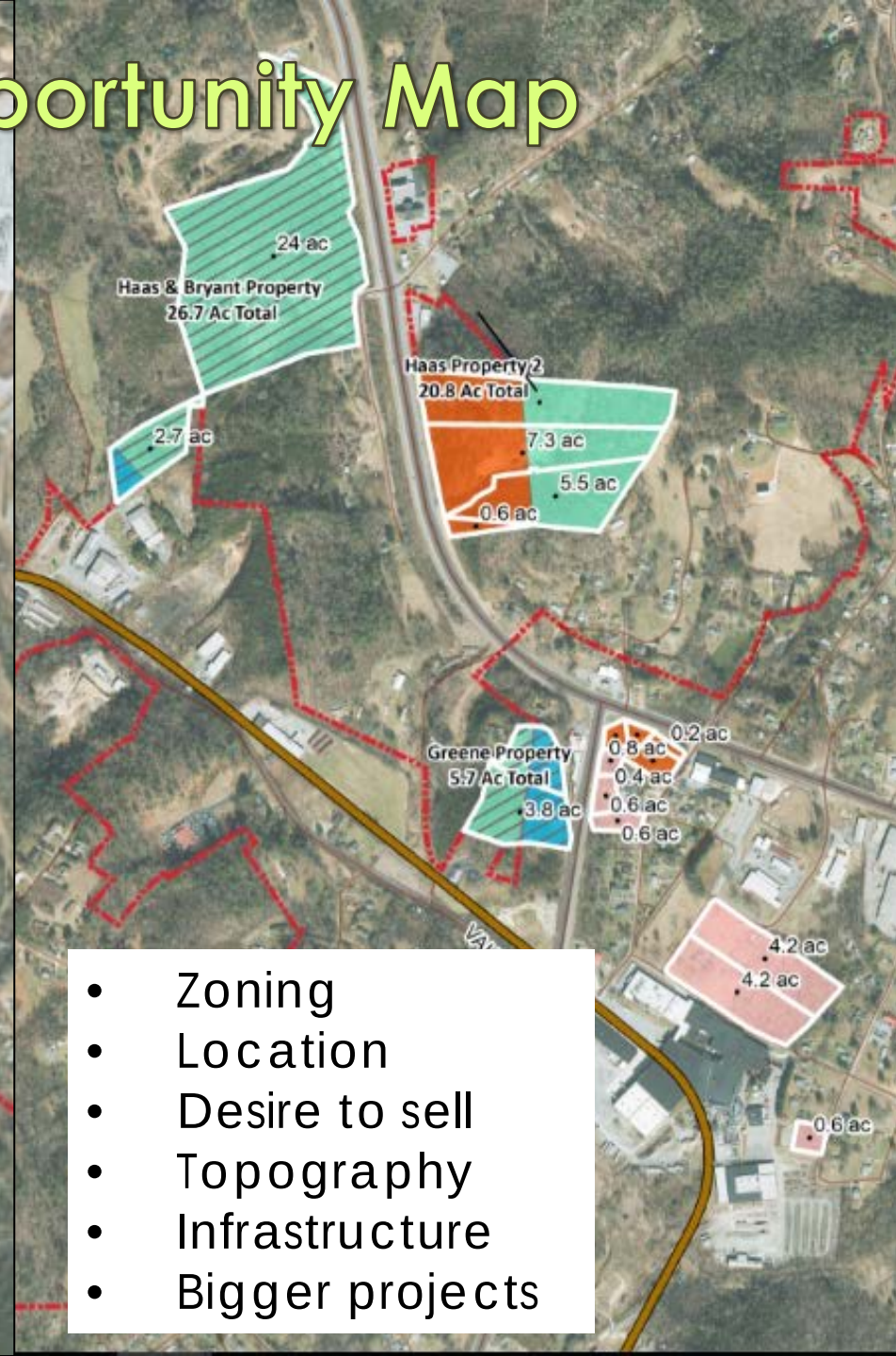
- Ready-to-build
- Residential Opportunities
- Townhome Analysis
- Moving Lenoir to the 2nd floor

Residential Ready-To-Build



www.cityoflenoir.com/295/Residential-Ready-to-Build

Residential Opportunity Map



- Zoning
- Location
- Desire to sell
- Topography
- Infrastructure
- Bigger projects

Townhome Analysis

- Zoning
- Lot Configuration
- Small projects



Existing Townhomes in Lenoir

Nelson Apartments

Type: 2 BR Townhomes

Units: 6 Units on .3 Ac
(Actual DU/AC = 16)

Zone: B-3 (Central Business)



316-326 Church St NW

The Oaks

Type: 2 BR Townhomes

Units: 20 Units on 1.5 Ac
(Actual DU/AC = 13)

Zone: O&I (Office and Institutional)



603-641 College Av SW

Smith Building

Type: Low-rise flats

Units: 6 Units on .12 Ac
(Actual DU/AC = 50)

Zone: B-3 (Central Business)



306 Boundary St NW

Plaster Building

Type: Quadplex

Units: 4 Units on .4 Ac

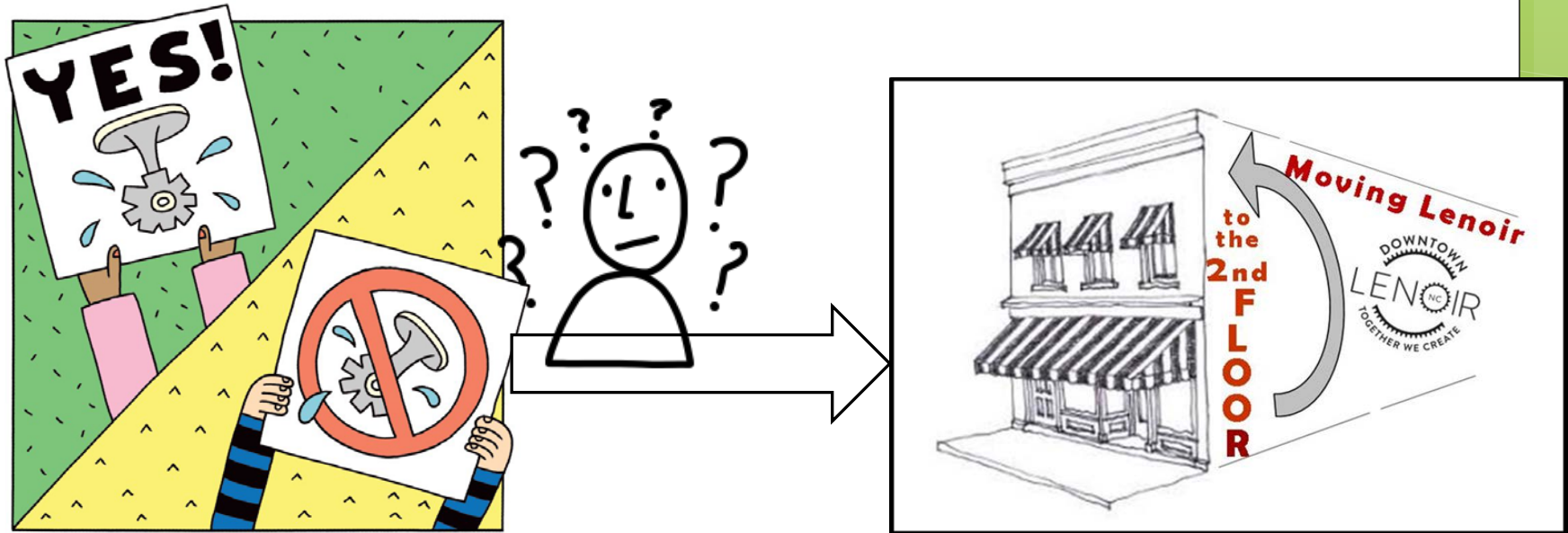
Zone: B-3 (Central Business)



208 Hester Av SW

Moving Lenoir to the 2nd Floor

- 20 properties have participated
- Walk-throughs identify opportunities for residential apartments
- Seven new apartments permitted on the 2nd floors of historic downtown buildings in 2019





2019 Residential Permit Report

- Zoning/Building Permits Issued
- Entitlements granted

Northern Lenoir Area

160

Legend

- "Upzoned" Properties
- Permitted Multifamily
- Single Family Dwellings

Crescent Pointe
Applicant: Jeff McCluskey

Katz Korner Apts
Applicant: Mark Morgan

Warehouse to Residence Conversion
Owner: Robert Triplett

3 Apartments on Ashe
Owner: Education Foundation

5 Second Floor Apartments
Owner: Jesse Plaster

Second Floor Apartment
Owner: David Maurer

Accsry Apartment
Owner: D. Farthing

Southwest Lenoir Area

161

Legend

- "Upzoned" Properties
- Permitted Multifamily
- Single Family Dwellings

2 SFD in Summerhill
Applicant: Jeremy Kanagy

Lot Split on Norwood
Owner: Marcus Sims

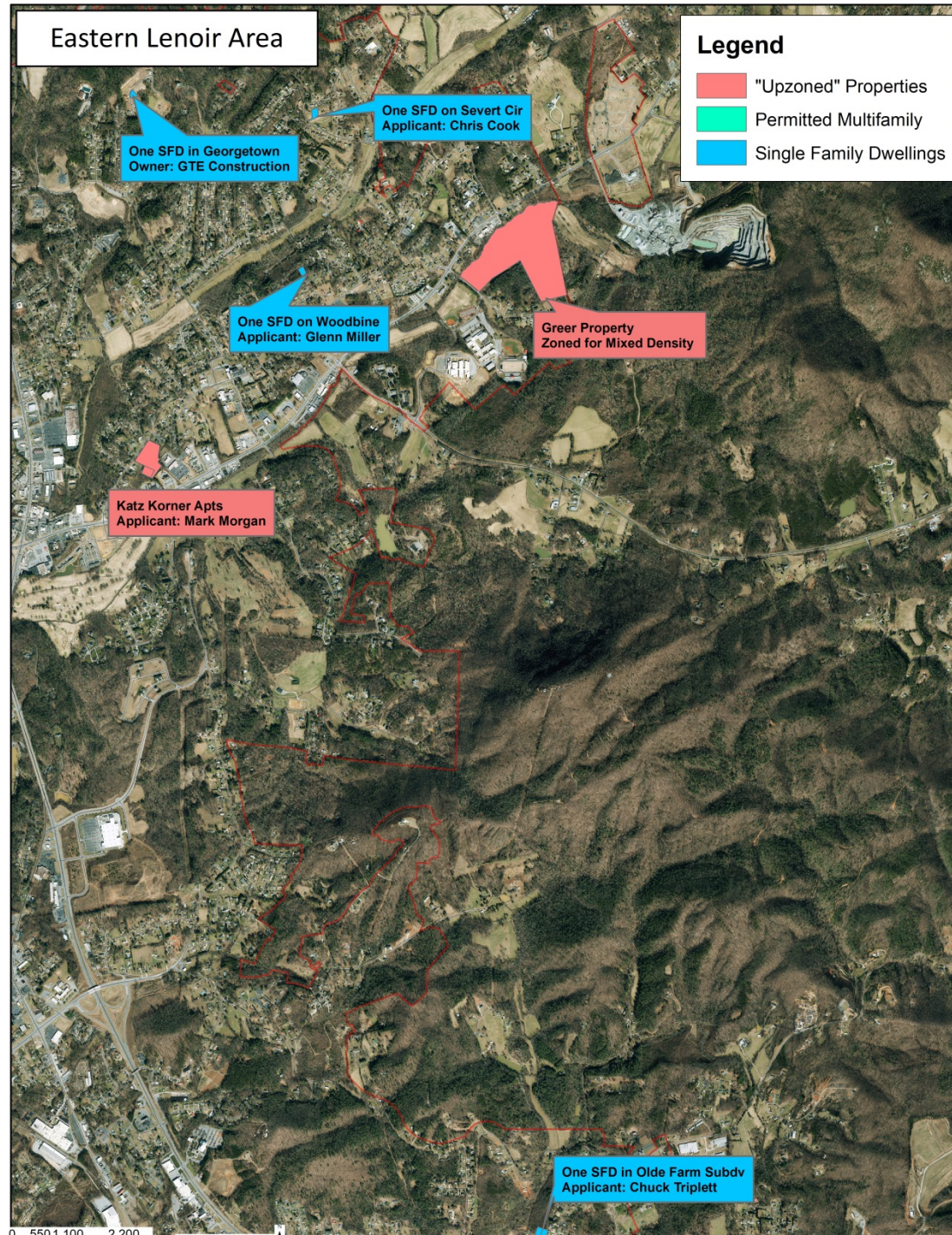
SFD on Idlewood
Applicant: Glenn Miller

SFD on Hibriten Dr
Owner: Ben Griffin

Eastern Lenoir Area

Legend

- "Upzoned" Properties
- Permitted Multifamily
- Single Family Dwellings



2020 Council Budget Priorities

1. Employee Recruitment/Retention:

- Continue efforts to offer competitive compensation and benefits for employees
- Increase Employee Engagement
- Incentivize/Reward Efficiencies

2. Housing:

- Continue Minimum Housing & Code Enforcement (acquire tracking software)
- Pursue Market Rate Housing
- Market City-owned Properties to Sell
- Encourage Downtown Living
- Continue to promote shovel-ready areas such as Hibriten Mountain, Stonecroft, Huntington Woods, Summerhill, Park Ridge, Parkview, Heritage Hills (Woodbine/Williamsburg) & Georgetown Estates
- Work with WPCOG Vacant & Substandard Housing Task Force

3. Community Beautification:

- Develop & Implement Branding/Wayfinding Signage
- Support Code Enforcement (including Strategic Foreclosures)
- Work on Commercial Blight (city-wide & downtown)
- Address Major Visibility Issues (city entry corridors)
- Develop West End Area Neighborhood Plan
- Implement North Main Area Plan & Fairfield South Plan

4. Healthy Infrastructure:

- Technology/Cybersecurity/Digital Services
- Street Paving
- Sidewalks/Greenway/OVT
- City Facilities/Fleet
- Water/Sewer Improvements
- Stormwater Improvements
- Downtown 2-Way Traffic Implementation
- Bike/Ped Plan

5. Economic Development:

- Encourage Public/Private Partnerships
- Continue Work with Caldwell EDC

6. Public Engagement:

- State of the City Presentations – Lenoir 2020
- Market Quality of Life Amenities
- Neighborhood Meetings
- Walk-through's