

CITY COUNCIL AGENDA
CITY OF SANFORD, NORTH CAROLINA
February 2, 2016, 7:00 P.M., CITY HALL



1. **MEETING CALLED TO ORDER**
2. **INVOCATION**
3. **PLEDGE OF ALLEGIANCE**
4. **PUBLIC COMMENT**
5. **APPROVAL OF AGENDA**
6. **CONSENT AGENDA**
7. **SPECIAL AGENDA**
8. **CASES FOR PUBLIC HEARING**
9. **DECISIONS ON PUBLIC HEARINGS**
 - A. Application by Ray Rhodes to rezone four tracts of land on Wilson Road totaling 2.26 acres +/-, comprised of 121 and 125 Wilson Road and two adjoining vacant tracts, from the current zoning of General Commercial (C-2) to Wilson Road Self Storage Conditional Zoning District to allow for the development of a self-storage warehousing facility via a site plan specific zoning district. The property is the same as depicted on Lee County Tax Map 9661.01 as Tax Parcels 9661-07-1206-00, 9661-07-0051-00, 9661-07-1182-00 and 9661-07-2313-00 Lee County Land Records. – (Pages 3 – 8)
 - Consider Ordinance Amending the Official Zoning Map of the City of Sanford, North Carolina - (Pages 9 – 10)
 - B. Application by Chad Abbott to rezone one 2.68 acre +/- tract of land on Bragg Street from the current zoning of Multi-family (R-17) Conditional Zoning District to General Commercial (C-2) to allow for the development of the site in a manner

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February 2, 2016

other than a multi-family apartment community. The property is the same as depicted on Lee County Tax Map 9652.10 and 9652.14 as Tax Parcel 9652-45-5078-00 Lee County Land Records.- (Pages 11 – 26)

- Consider Ordinance Amending the Official Zoning Map of the City of Sanford, North Carolina – (Pages 27 - 28)

10. REGULAR AGENDA

- A. Consider Ordinance Amending the Annual Operating Budget of the City of Sanford FY 2015-2016 – (Insurance Proceeds) - (Pages 29 - 30)
- B. Consider Ordinance Amending the Annual Operating Budget of the City of Sanford FY 2015-2016 – (Public Works Reorganization) - (Pages 31 - 32)
- C. Consider Approval of City Manager Employment Contract – (Pages 33 - 34)
- D. Consider Ordinance Amending the Annual Operating Budget of the City of Sanford FY 2015-2016 – (Administration) - (Pages 35 - 36)

- 11. NEW BUSINESS – *(Items for discussion and action will only be taken if necessary. Otherwise, these items will be placed on the next agenda for approval.)***
Consider Visitor Services Program – (Pages 37 - 40)

12. OTHER BUSINESS

13. ADJOURNMENT

Sanford City Council
Recommendation of Sanford Planning Board Regarding
Application #548-2016-01 to Amend the City of Sanford Zoning Map
Meeting Date: February 2, 2016

RECOMMENDATION FROM PLANNING BOARD:

The Sanford Planning Board recommends that the Sanford City Council support this rezoning request as it appears to be consistent with the 2020 Land Use Plan, it appears to be reasonable and in the public interest since most of the area properties are commercially zoned properties, it has access to public water & public sanitary sewer, it is located on a busy public street in close proximity to the intersection of NC Hwy 87 S and US Hwy 421 and the board recently approved to rezone one of the tracts from residential to General Commercial (C-2). The character of the design with an emphasis on the view from Wilson Road and the robust landscape buffers were also taken into consideration.

REZONING REPORT FROM JANUARY 19, 2016 AGENDA

APPLICANT & PROPERTY OWNER: Ray Rhodes

REQUEST: Rezone from General Commercial (C-2) to Wilson Road Self Storage Conditional Zoning District

LOCATION: The subject property is located along the southern side of Wilson Road, between Hal Siler Drive and S. NC 87 Hwy and includes property addressed as 121 and 125 Wilson Road, Sanford, NC 27332 and two adjoining vacant lots

TOWNSHIP: Jonesboro

TAX PARCEL NO.: Tax Parcels 9661-07-1206-00, 9661-07-0051-00, 9661-07-1182-00 and 9661-07-2313-00, as depicted on Tax Map Tax Map 9661.01

ADJACENT ZONING:

North: Light Industrial (LI), Opposite Wilson Road

South: Residential Single-family (R-20)

East: Shoppes at Sanford Conditional Zoning District

West: Residential Single-family (R-20)

Introduction

The subject property was recently purchased by Ray Rhodes with the intention of recombining these four adjoining lots to create one 2.26 acre +/- lot for future commercial development. In order to move forward in this manner, Mr. Rhodes requested that the one residentially zoned lot be rezoned to General Commercial (C-2) and the City Council approved this rezoning in December of 2015. At this time, Mr. Rhodes has determined that he would like to develop the site as a self storage warehouse facility and has created a civil drawing set and architectural elevations for the project. He is requesting a to rezone to a site plan specific conditional zoning district with the goal of providing a better appearance

than is required by the UDO, while allowing a design that differs from the UDO design standards.

Site and Area Description

The site consists of four tracts of land comprising approximately 2.26 acres located off of Wilson Road. It is opposite Central Electric Membership Corporation at 128 Wilson Road, adjoins the Carolina Dialysis center at 115 Wilson Road to the west, and adjoins a house at 205 Wilson Road to the east. One tract is developed with a brick ranch-style single-family home that was built in 1958 per tax records, which was formerly approved to be converted to an auto sales office, that will be removed and/or demolished. One tract was formerly developed with a single-wide mobile home (per 2006 GIS aerial images) that has been removed. The other two tracts do not appear to have been developed.

Uses in the area include Central Electric Membership Corporation (a public utility/electricity provider zoned LI), Carolina Dialysis medical center (zoned Shoppes at Sanford Conditional Zoning District), and Sanford Honda auto sales & service center (zoned LI and C-2). There is one remaining single-family home in this area at 205 Wilson Road, which is zoned Residential Single-family (R-20).

Utilities

This site is currently served by public water and sewer. As a general rule, any/all new development must comply with the rules & regulations of the Sanford Public Works Department regarding the extension of and/or connection to public utilities.

Staff Analysis

The current zoning district of General Commercial (C-2) is established to provide areas for general commercial activities designed to serve the community such as shopping centers, repair shops, wholesale businesses, and retail sales with limited outdoor display of goods and limited outdoor operations. This district promotes a broad range of commercial operations and services necessary for large regions of the County, providing community balance and should be located on or within proximity to major thoroughfares. The C-2 district requires a minimum building setback of 10-ft from the public street right-of-way line with the required landscape buffer yard width determining the required rear and side yard setbacks. A list of permitted uses for the C-2 zoning district is included within the agenda for your reference.

A self storage warehouse facility is permitted in the General Commercial (C-2) zoning district, subject to the general design standards of the UDO, in addition to the following use specific development standards:

- The total area covered by buildings shall not exceed 50% of the site.
The buildings cover 46.2% of the site per calculations by the project engineer.
- The maximum height of buildings shall be 20ft and shall not exceed one story.
The buildings are one story with a maximum of 17ft +/- in height for the office building and 9ft-4inches +/- in height for the warehouse storage buildings.
- No outside storage shall be permitted, however the storage of RV's, campers, boats, and vehicles shall be allowed in areas designated on the site plan.
No outside storage is proposed for this project.
- The storage of hazardous, toxic, or explosive substances, including but not limited to; but excluding the storage of hazardous waste, industrial solid waste, medical

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waste, municipal solid waste, septage, or used oil as defined in NCGS § 130A-290, is prohibited.

This project proposes to comply & this will be a condition of the zoning approval.

- No business activity shall be conducted in the individual storage units.
This project proposes to comply & this will be a condition of the zoning approval.
- One dwelling unit shall be allowed on the same lot for use as a caretaker dwelling.
No dwelling proposed on site.

Wilson Road is not included on the list of thoroughfares and freeways that are subject to specific architectural standards; therefore the exterior appearance of buildings is not regulated at this location.

Wilson Road Self Storage Conditional Zoning District is a Type 1 Conditional Zoning District, which is a stand-alone district with it's own unique conditions. This type of zoning district is most suitable in situations where the current city's zoning districts do not accommodate the desired use(s) and where the owner/developer has a clear vision as to how the property is to be developed. As such, applications for a Type 1 district require that a conceptual site plan and architectural elevations be included and the information is legally binding on the land; therefore, the site has to be developed as per the approved plans even if a property transfer were to take place.

The Wilson Road Self Storage Conditional Zoning District would be developed as per the approved site plan and architectural elevations, which appears to comply with the UDO design standards with the following exceptions or noteworthy items:

LANDSCAPING

- The landscape buffer on the right/western side of the site, adjoining the house at 205 Wilson Road, would be range in width from 28ft at the widest point to 15ft at the narrowest point, as opposed to maintaining a minimum required width 20ft.
- The landscape buffer on the right/western side of the site, adjoining the house at 205 Wilson Road, would exceed the minimum required landscape standards for a Type "C" buffer yard by adding 25 more large trees than are required, by using large trees instead of the 6 small trees required and by having a total of 480 landscape points as compared to the 443 total landscape points required. Simply put, the design contains more plant material than is required and is comprised of large trees only.
- The landscape buffer on the right/western side of the site, adjoining the house at 205 Wilson Road, would be planted with evergreen plant material comprised of Leyland Cypress trees (or other approved evergreen large trees) planted in a staggered row to allow for the maximum visual & sound buffering effect. The UDO does not mandate that a landscape buffer be either deciduous or evergreen; however, the developer has chosen only evergreen plant material with foliage from the ground to the crown along this property line in order to provide an opaque and robust landscape buffer that is green year round.
- The landscape buffer on the left/eastern side of the site, adjoining Carolina Dialysis medical center at 115 Wilson Road and the Shoppes at Sanford shopping center, would comply with the minimum required width of 8ft and would also be planted with a mix of evergreen plant material (Leyland Cypress or other approved evergreen large trees) and deciduous plant material (Crepe Myrtle or other

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approved small trees). Once again, the UDO does not mandate that a landscape buffer be either deciduous or evergreen; however, the developer has chosen to integrate evergreen plant material with foliage from the ground to the crown within the design in order to add an opaque character to the buffer yard.

It should be noted that Crepe Myrtles (or other approved small trees) are also incorporated into the street yard landscaping at the front of the site so that there is a consistency in the overall landscaping design for this site.

- The landscape buffer on the left/eastern side of the site, adjoining Carolina Dialysis medical center at 115 Wilson Road and the Shoppes at Sanford shopping center, would exceed the minimum required landscape standards for a Type "A" buffer yard by adding 7 more large trees than are required, by incorporating small trees into the design (which are optional) and by having a total of 258 landscape points as compared to the 119 total landscape points required. Simply put, the design contains more plant material than is required and is comprised of large & small trees only (no shrubs).

ARCHITECTURAL ELEVATIONS

- Development on Wilson Road is not subject to architectural design standards; therefore all metal buildings could be constructed, including the Wilson Road facades. The developer has chosen to use building materials that are more visually & architecturally appealing than the typical corrugated metal warehouse material for the more visible sides of the buildings.
- The building façades that front Wilson Road will feature stone and brick in order to create a more appealing and interesting appearance.
- The office building, located at the front of the site to the left of the drive, will be a bit taller than the other buildings and will be constructed of stone, hardy plank and brick. The Wilson Road elevation will have a front-like appearance.
- The small storage building, located at the front of the site to the right of the drive, will be constructed of brick veneer and stone, with the exception of the side of the building that faces the interior of the site and has the roll-up doors. The intention is to visually blend this building in with the larger warehouse building to the rear.
- The large storage building, located behind the office and the smaller storage building, will be constructed of metal panels.
- All colors will comply with the subtle, neutral or earthtone requirements of the UDO.

Please reference the Wilson Road Self Storage conceptual civil set and architectural elevations submitted with this rezoning request for clarification regarding the overall appearance of this project.

The information submitted as part of this rezoning request is legally binding on the land; therefore, the site has to be developed as per the approved plans even if a property transfer were to take place. Also, as a reminder, the conditional zoning process is a negotiated zoning process and, as such, the Council and/or Planning Board may request that certain conditions be considered or altered. However, the petitioner must accept such conditions before inclusion in the conditional zoning district.

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The technical specifications and requirements of all governmental agencies, such as the City of Sanford Engineering Department and the Sanford Fire Department, must be met for the plans and conditions that are approved in conjunction with this project.

Transportation

The subject property has 263ft of road frontage on Wilson Road (SR1136), a NCDOT maintained public street. The project will have one point of access via a new private drive that will connect to Wilson Road. NCDOT has reviewed the site plan and provided feedback. A NCDOT driveway permit will be required.

The 2007 Lee County Comprehensive Transportation Plan illustrates Wilson Road as an existing minor thoroughfare, but makes no recommendations for the area of the subject property. The NCDOT 2012 Traffic Study reports 11,000 vehicle trips per day on Wilson Road approximately 1380 feet east of the site, on the NC Hwy 87 side of the Wilson Road entrance into the Shoppes at Sanford shopping center.

Environmental & Local Overlay Districts

The subject property does not appear to be located within a Watershed Conservation Overlay District, a Historic Preservation Overlay District, a Flood Hazard Area or the 421 Bypass Corridor, a designated local historic district or the areas included within the adopted small area plans. The developer is responsible for complying with any/all state and federal regulations regarding existing environmental conditions.

Development Standards

If the conditional zoning district is approved, the site must be developed in the manner approved by the boards and only the uses permitted in the Wilson Road Self Storage Conditional Zoning District and other uses typically associated with self storage warehouse facilities would be permitted.

Conformance with the Sanford/Lee County 2020 Land Use Plan

The 2020 Land Use Plan identifies this area as being within the Retail-Commercial area. The proposed land use of a self storage warehouse facility has been interpreted to be “mini-warehousing/self-service storage leasing” per the UDO, which falls within the General Sales or Service category. This category also includes retail and commercial uses; therefore the proposed use would appear to comply with the long range land use plan.

Planning & Development Staff Recommendation

Staff recommends that the Sanford City Council and Planning Board support this rezoning request as it appears to be consistent with the 2020 Land Use Plan, it appears to be reasonable and in the public interest since most of the area properties are commercially zoned properties, it has access to public water & public sanitary sewer, it is located on a busy public street in close proximity to the intersection of NC Hwy 87 S and US Hwy 421 and the board recently approved to rezone one of the tracts from residential to General Commercial (C-2). The character of the design with an emphasis on the view from Wilson Road and the robust landscape buffers were also taken into consideration.

When considering the zoning of this property, staff recommends that the reasonableness of the request, the consideration of the public interest, current development trends and the surrounding zoning of the neighborhood be considered by the boards. Reasonable

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consideration should be given to the character of the area, its peculiar suitability for particular uses and with a view to conserving the value of buildings and encouraging the most appropriate use of land throughout the City. Information presented at the public hearing should also be considered regarding a final decision on the requested zoning map amendment.

Ordinance 2016 -

**AN ORDINANCE AMENDING THE OFFICIAL ZONING MAP
OF THE CITY OF SANFORD, NORTH CAROLINA**

WHEREAS, a request to amend the Official Zoning Map has been received from Ray Rhodes to rezone four tracts of land on Wilson Road totaling 2.26 acres +/-, comprised of 121 and 125 Wilson Road and two adjoining vacant tracts, as depicted on Lee County Tax Map 9661.01 as Tax Parcels 9661-07-1206-00, 9661-07-0051-00, 9661-07-1182-00 and 9661-07-2313-00 Lee County Land Records from General Commercial (C-2) to Wilson Road Self Storage Conditional Zoning District to allow for the development of a self storage warehousing facility via a site plan specific zoning district; and

WHEREAS, said request has been presented to the Planning Board of the City of Sanford; and

WHEREAS, the City Council of the City of Sanford conducted a public hearing on January 19, 2016 to receive citizen input on the requested zoning map amendment; and

WHEREAS, the City Council of the City of Sanford approves the request to amend the Official Zoning Map of the City of Sanford;

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SANFORD:

The Official Zoning Map is hereby amended to rezone a 2.26 acres +/-, comprised of 121 and 125 Wilson Road and two adjoining vacant tracts, as depicted on Lee County Tax Map 9661.01 as Tax Parcels 9661-07-1206-00, 9661-07-0051-00, 9661-07-1182-00 and 9661-07-2313-00 Lee County Land Records from General Commercial (C-2) to Wilson Road Self Storage Conditional Zoning District. A copy of the subject property zoning map is included as Attachment A.

In making this decision, the City Council of the City of Sanford hereby finds that the request appears to be consistent with the 2020 Land Use Plan, it appears to be reasonable and in the public interest since most of the area properties are commercially zoned properties, it has access to public water & public sanitary sewer, it is located on a busy public street in close proximity to the intersection of NC Hwy 87 S and US Hwy 421 and the board recently approved to rezone one of the tracts from residential to General Commercial (C-2). The character of the design with an emphasis on the view from Wilson Road and the robust landscape buffers were also taken into consideration.

ADOPTED this the 2nd day of February, 2016.

ATTEST:

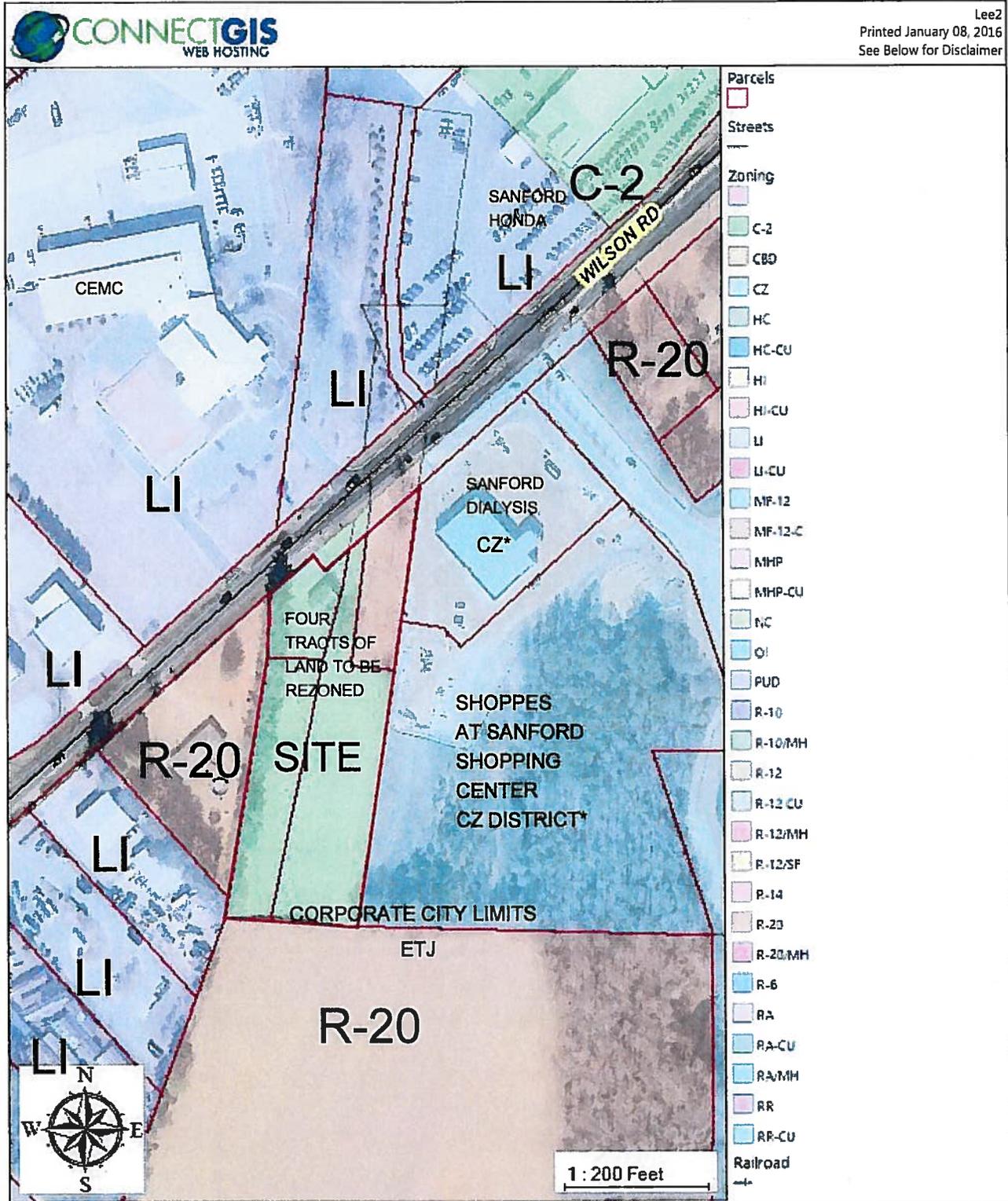
Bonnie Davis, City Clerk

T. Chet Mann, Mayor

APPROVED AS TO FORM:

Susan C. Patterson, City Attorney

ATTACHMENT A



This site is prepared for the inventory of real property found within this jurisdiction and is compiled from recorded deeds, plats and other public records and data. Users of this site are hereby notified that the aforementioned public primary information sources should be consulted for verification of the information contained on this site. The County of Lee and Mobile311, LLC assume no legal responsibility for the information contained on this site. Please be advised that you must contact the Lee County Tax Office for accurate tax values. Please contact the Lee County Appraisal Department if any building information is incorrect. The map, layer, data and website (collectively known as "the layer") are for graphical and illustration purposes only. The Lee County Strategic Services Department (hereinafter "the Department") provides the layer and the information contained within to the general public and has not customized the information for any specific or general purpose. Such information was generated from data maintained by different sources and agencies and as such, some limitations may apply based upon restrictions imposed by other sources or agencies supplying data to Lee County (hereinafter "the County"). While the Department strives to make the information on the GIS website as timely, reliable and accurate as possible, neither the Department nor the County local governments make any claims, promises, or guarantees about the accuracy, completeness or adequacy of the

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Sanford City Council
Recommendation of Sanford Planning Board Regarding
Application #548-2016-02 to Amend the City of Sanford Zoning Map
Meeting Date: February 2, 2016

RECOMMENDATION FROM PLANNING BOARD:

The Sanford Planning Board recommends that the Sanford City Council support this rezoning request as it appears to be reasonable and in the public interest based on the lack of forward movement for the multi-family project that was approved in 2012, the area zoning, the commercial development in the area, the availability of public water & public sewer and the frontage on a main thoroughfare (Bragg Street). Please note that information presented at the public hearing may provide additional information that should also be considered regarding a final decision on the requested zoning map amendment.

Please note that the original rezoning application did not contain all of the property owner's signatures that are legally required. Staff now has all required signatures in hand and has included the complete application with signatures for your reference.

REZONING REPORT FROM JANUARY 19, 2016 AGENDA

APPLICANT: Mr. Chad Abbot, Land Development Manager at Summit Design & Engineering Services and the Owners' Representative
Note: In addition to Mr. Abbot, the rezoning application was signed by all of the property owners indicated below.

PROPERTY OWNERS: Thomas Michael Harrington, Abner Brown Harrington III, Anne Smith Friedman, Robert H. Smith, Jr., Arletta H. Gardner

REQUEST: Rezone from Multi-family (R17) Conditional Zoning District to General Commercial (C-2) Zoning District

LOCATION: A vacant 2.68 acre +/- tract of land on Bragg Street located north of and adjoining Sanford Square Shopping Center and opposite Bragg Street from a parking area for Lee Senior High School

TOWNSHIP: Jonesboro

TAX PARCEL NO.: Tax Parcel 9652-45-5078-00, as depicted on Lee County Tax Maps 9652.10 and 9652.14

ADJACENT ZONING:

North: Residential-Mixed (R-12), Multi-family (R17) Conditional Zoning District and Residential-Mixed (R-6) Opposite Bragg Street

South: General Commercial (C-2)

East: Residential Single-family (R-20) and General Commercial (C-2) Opposite Bragg Street

West: Residential-Mixed (R-12)

Site History

Multi-family (R17) Conditional Zoning District

In April of 2012, the Sanford City Council approved a rezoning request by Mr. Rex H. Todd of The Landmark Group / Landmark Asset Services, Inc to develop a multi-family apartment community on two tracts of land off of Bragg Street via the site plan specific conditional zoning process. This approval was based on the rationale that the request appeared to be reasonable and in the public interest based on the information presented in the conditional zoning petition, the availability of public water & public sewer, and the frontage on a main thoroughfare (Bragg Street).

Introduction

General Commercial (C-2) Zoning District

In December of 2015, with the site still undeveloped and no forward movement on the multi-family project, Mr. Chad Abbot Summit Design & Engineering Services submitted a rezoning request to allow for the development of the site in a manner other than a multi-family apartment community. The rezoning application indicates that the site is proposed to be developed as a new State Employees Credit Union (SECU) branch bank; however, if the site were to be rezoned to General Commercial (C-2), any/all of the uses permitted within this zoning district would be permitted, subject to the standards of the UDO.

Site and Area Description

The subject property is one vacant 2.68 acre +/- tract of land located southwest of the intersection of Bragg Street and Nash Street. The land is illustrated on a "Recombination Survey for Harrington Properties & Lee County" created by Mike Cain Surveying in November of 2007 and recorded in Plat Cabinet 2007, Slide 232 of the Lee County Register of Deeds Office.

Uses in the area include Sanford Square Shopping Center, (Food Lion grocery store, Family Dollar department store, Rent America retail rental center, and the Café Vesuvius restaurant), a motel (Comfort Suites), a high school (Lee County High School), a public park (O.T. Sloan Park) and single-family dwellings.

Utilities

The subject property appears to have access to public water. Access to public sanitary sewer will require an extension of the sanitary sewer main line. Any/all new development will need to be reviewed / approved by the City of Sanford Public Works Department to verify compliance with all applicable regulations.

Staff Analysis

The current zoning district of Multi-family (R17) Conditional Zoning District was approved to allow for the development of the Harrington Farm Apartments community. This is a Type 1 Conditional Zoning District, which is a stand-alone district with it's own unique conditions and approved site plan. This plan is legally binding on the land; therefore, the site would have to be developed as per the approved plan even if a property transfer was to take place. The approved site plan is attached for your reference.

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Specifically, Harrington Farms is a 84 unit, two-story apartment community that was proposed to be developed on two separate tracts of land that are physically separated by a 50 foot strip of land that is under separate ownership (Lee County). The north parcel was to be developed with two apartment buildings with a total of 40 units, a community building/leasing office and playground area. The south parcel was to be developed with two apartment buildings with a total of 44 units. Each parcel was to have it's own amenities as illustrated on the conceptual site plan. The 50 foot strip of land which separated the northern and southern parcel was proposed to be developed as a City maintained public street (Sloan Park Drive), which would serve as the main access for the apartment community. With the property owner's (Lee County) permission, this public street was to be constructed by the developer to the appropriate standards and accepted for maintenance by the appropriate agency.

The proposed zoning district of General Commercial (C-2) is established to provide areas for general commercial activities designed to serve the community such as shopping centers, repair shops, wholesale businesses, and retail sales with limited outdoor display of goods and limited outdoor operations. This district promotes a broad range of commercial operations and services necessary for large regions of the County, providing community balance and should be located on or within proximity to major thoroughfares. The C-2 district requires a minimum building setback of 10-ft from the public street right-of-way line with the required landscape buffer yard width determining the required rear and side yard setbacks. A list of permitted uses for the C-2 zoning district is included within the agenda for your reference.

Transportation

The subject property parcel has approximately 476 feet of frontage on Bragg Street, which is a NCDOT maintained public street with a 60 feet right-of-way width. Any/all access connections to Bragg Street must be reviewed and approved by the appropriate governing agencies for compliance with maintenance and safety standards.

The 2007 Lee County Comprehensive Transportation Plan illustrates Bragg Street as an existing major thoroughfare, but does not make any recommendations regarding improvements.

The NCDOT 2013 Traffic Study reports 11,000 vehicle trips per day on Bragg Street approximately 360 feet north of the northern parcel (near 1506 Bragg Street). The NCDOT 2012 Traffic Study reports 11,000 vehicle trips per day on Bragg Street approximately 650 feet south of the southern parcel (at the Bragg Street entrance to Burger King). The NCDOT 2011 Traffic Study reports 7,200 vehicle trips per day on Nash Street approximately 290 feet east of the intersection of Nash Street and Bragg Street (at the western entrance to Lee County High School).

Environmental & Local Overlay Districts

There were no environmentally sensitive areas illustrated on the site plan associated with the conditional zoning district approved for this site. The subject property does not appear to be located within a Watershed Conservation Overlay District, a Flood Hazard Area, the 421 Bypass Corridor, a Historic Preservation Overlay District or an area included within the adopted small area plans or neighborhood plans.

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The site is located along a major thoroughfare or freeway that has design standards, which would need be taken into consideration when proposing to develop the subject property

Development Standards

If rezoned, all of the uses permitted in the General Commercial (C-2) zoning district would be allowed and any future redevelopment of the subject property will be required to meet the current development standards of the Unified Development Ordinance.

Conformance with the Sanford/Lee County 2020 Land Use Plan

The 2020 Land Use Plan Map does not identify a specific land use for the subject property. When considering the zoning of this property, current development trends and the surrounding zoning of the neighborhood should be considered.

Recommendation from Planning & Development Staff

Staff recommends that the Sanford City Council and Planning Board support this rezoning petition as it appears to be reasonable and in the public interest based on the lack of forward movement for the multi-family project that was approved in 2012, the area zoning, the commercial development in the area, the availability of public water & public sewer and the frontage on a main thoroughfare (Bragg Street). Please note that information presented at the public hearing may provide additional information that should also be considered regarding a final decision on the requested zoning map amendment.

\$240 FEE*



Zoning Map Amendment (Rezoning) Application

Circle Jurisdiction That Applies:

City of Sanford Lee County Town of Broadway

1. Applicant Name: CHAD ABBOTT
2. Applicant Address: 504 MEADOWLAND DR. HILLSBOROUGH, NC 27278
3. Applicant Telephone: (919) 732-3883
4. Name and Address of Property Owner(s) if different than applicant:
SEE ATTACHED.
5. Location of Subject Property: O BRAGG ST, SANFORD, NC 27330
Lee Co. P.I.N. 9152-45-5078-00
6. Total Area included in Rezoning Request: 2.68 Acres
7. Zoning Classification: Current: MF R-17 CE Requested: G-2
8. Existing Land Use(s): VACANT
9. Reason(s) for Requesting a Zoning Map Amendment (Rezoning): CONSTRUCT A
SECUR BRANCH.
10. Signature(s) of Applicant (and Property Owners if different from Applicant).

I hereby acknowledge that the information contained herein is true. It is further understood that this application will be reviewed for completeness and accuracy and that it shall not be scheduled for official consideration until all required contents are submitted in proper form to the City of Sanford/Lee County Community Development Department.

SEE ATTACHED owner's representative 12/10/15
Signature of Property Owner(s) (Sign & Print) Date

- Required Attachments/Submittals**
- A. A copy of a current Lee County Tax Map illustrating the location of the area to be rezoned. If the exterior boundary of the area to be rezoned does not follow along existing property boundaries, then the applicant shall be required to submit a metes and bounds (legal) description describing the area requested for rezoning.
 - B. *If the requested rezoning is for a Conditional Zoning District, a Supplemental Application for Conditional Zoning District must also be included, along with an additional \$120.00 fee (\$360 total fee for Conditional Zoning).
 - C. A \$240.00 Application fee, payable to the City of Sanford is required before processing the application.
 - D. The application submission deadline is the second Friday of each month for the rezoning to be heard the following month.

Date Received: <u>12/10/15</u>	STAFF USE ONLY	Application No. <u>528-2015-01</u>
Staff Signature: <u>[Signature]</u>	Fee Paid: <u>\$240.00</u>	Energov Case No. <u>214-15-1185</u>
L Forms & Certifications/Rezoning Appl (Updated 2013-06-28)		

.Information Included in January 19, 2016 Agenda.
REZONING APPLICATION - SIGNATURE PAGE

Thomas Michael Harrington Date: 12-07-2015
Thomas Michael Harrington

Address: 415 PRINCETON DRIVE, SALISBURY, NC 28144

_____ Date: _____
Abner Brown Harrington III

Address: _____

_____ Date: _____
Arletta Harrington Gardner

Address: _____

_____ Date: _____
Robert H. Smith

Address: _____

_____ Date: _____
Anne S. Friedman

Address: _____

Information Included in January 19, 2016 Agenda.

REZONING APPLICATION - SIGNATURE PAGE

Thomas Michael Harrington Date: _____

Address: _____

Abner Brown Harrington III
Abner Brown Harrington III Date: 12/7/15

R.O. Box 1072
Address: 2200 BROOKWOOD TRAIL Sanford NC 27330

Arletta Harrington Gardner Date: _____

Address: _____

Robert H. Smith Date: _____

Address: _____

Anne S. Friedman Date: _____

Address: _____

Information Included in January 19, 2016 Agenda.

REZONING APPLICATION - SIGNATURE PAGE

Thomas Michael Harrington Date: _____

Address: _____

Abner Brown Harrington III Date: _____

Address: _____

Arietta Harrington Gardner Date: _____

Address: _____

Robert H. Smith Date: _____

Address: _____

anne s. friedman Date: 12/9/2015
Anne S. Friedman

Address: 203 Oyster Cove Landing, Hartfield, Va
ANNE SMITH FRIEDMAN 23071

Information NOT Included in January 19, 2016 Agenda.

REZONING APPLICATION – SIGNATURE PAGE

Anne Smith Friedman (Widow)

Date: 1/20/2016

Anne Smith Friedman, widow, individually and as Trustee in Trust U/T/D November 24, 2008

Address: 203 Oyster Cove Landing, Hartfield, Va. 23071

Robert H. Smith, Jr., individually and as Trustee in Trust U/T/D November 24, 2008

Date: _____

Address: _____

Carol V. Smith, wife of Robert H. Smith, Jr.,

Date: _____

Address: _____

(Signature on the original rezoning application already on file with the Sanford/Lee Co. Zoning Dept.)

Thomas Michael Harrington
Address: 415 Princeton Drive, Salisbury, NC 28144

Date: _____

Golda Y. Harrington, wife of Thomas Michael Harrington
Address: _____

(Signature on the original rezoning application already on file with the Sanford/Lee Co. Zoning Dept.)

Abner Brown Harrington, III
Address :P.O. Box 1072, Sanford, NC 27331 or 2200 Brookwood Trail, Sanford,, NC 27330

Date: _____

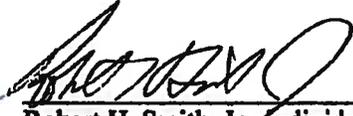
Eileen D. Harrington, wife of Abner Brown Harrington, III
Address: _____

Information NOT Included in January 19, 2016 Agenda.
REZONING APPLICATION – SIGNATURE PAGE

Anne Smith Friedman, widow, individually and
as Trustee in Trust U/T/D November 24, 2008

Date: _____

Address: _____



Robert H. Smith, Jr., individually and
as Trustee in Trust U/T/D November 24, 2008

Date: 1-21-16

Address: 2102 Willowick Ln, Richmond, Va, 23238

Carol V. Smith
Carol V. Smith, wife of Robert H. Smith, Jr.,

Date: 1-21-16

Address: 2102 Willowick Lane Richmond VA 23238

(Signature on the original rezoning application already on file with the Sanford/Lee Co. Zoning Dept.)
Thomas Michael Harrington
Address: 415 Princeton Drive, Salisbury, NC 28144

Golda Y. Harrington, wife of Thomas Michael Harrington
Address: _____

Date: _____

(Signature on the original rezoning application already on file with the Sanford/Lee Co. Zoning Dept.)
Abner Brown Harrington, III
Address :P.O. Box 1072, Sanford, NC 27331 or 2200 Brookwood Trail, Sanford,, NC 27330

Eileen D. Harrington, wife of Abner Brown Harrington, III
Address: _____

Date: _____

Information NOT Included in January 19, 2016 Agenda.

REZ SIG PAGE@V)Bragg St.do. 1 / 2



REZONING APPLICATION - SIGNATURE PAGE

Anne Smith Friedman, widow, individually and as Trustee in Trust U/T/D November 24, 2008 Date: _____ Address: _____

Robert H Smith, Jr, individually and as Trustee in Trust U/T/D November 24, 2008 Date: _____ Address: _____

Carol V. Smith, wife of Robert H. Smith, Jr. Date: _____ Address: _____

Thomas Michael Harrington Address: 415 Princeton Drive, Salisbury, NC 28144

Golda Y Harrington, wife of Thomas Michael Harrington Date: 1/21/2016 Address: 415 Princeton Dr Salisbury NC 28144

Abner Brown Harrington, III Address: P.O. Box 1072, Sanford, NC 27331 or 2200 Brookwood Trail, Sanford, NC 27330

Eileen D. Harrington, wife of Abner Brown Harrington, III Date: _____ Address: _____

Arletta Harrington Gardner Address: 3010 Royal Pines Drive, Sanford, NC 27300

Russell J Gardner Jr, husband of Arletta Harrington Gardner Date: _____ Address: _____



Information NOT Included in January 19, 2016 Agenda
REZONING APPLICATION – SIGNATURE PAGE

Anne Smith Friedman, widow, individually and
as Trustee in Trust U/T/D November 24, 2008
Date: _____
Address: _____

Robert H. Smith, Jr., individually and
as Trustee in Trust U/T/D November 24, 2008
Date: _____
Address: _____

Carol V. Smith, wife of Robert H. Smith, Jr.,
Date: _____
Address: _____

(Signature on the original rezoning application already on file with the Sanford/Lee Co. Zoning Dept.)
Thomas Michael Harrington
Address: 415 Princeton Drive, Salisbury, NC 28144

Golda Y. Harrington, wife of Thomas Michael Harrington
Date: _____
Address: _____

(Signature on the original rezoning application already on file with the Sanford/Lee Co. Zoning Dept.)
Abner Brown Harrington, III
Address :P.O. Box 1072, Sanford, NC 27331 or 2200 Brookwood Trail, Sanford,, NC 27330

Eileen D. Harrington
Eileen D. Harrington, wife of Abner Brown Harrington, III
Date: 1/21/2016
Address: 1615 Phillips Drive, Sanford NC

Information NOT Included in January 19, 2016 Agenda

(Signature on the original rezoning application already on file with the Sanford/Lee Co. Zoning Dept.)

Arletta Harrington Gardner

Address: 3010 Royal Pines Drive, Sanford, NC 27300

Russell J. Gardner, Jr.

Date: 1/20/16

Russell J. Gardner, Jr., husband of Arletta Harrington Gardner

Address: 3010 Royal Pines Drive, Sanford, NC 27300

Ordinance 2016 -

**AN ORDINANCE AMENDING THE OFFICIAL ZONING MAP
OF THE CITY OF SANFORD, NORTH CAROLINA**

WHEREAS, a request to amend the Official Zoning Map has been received from Chad Abbott to rezone one 2.68 acre +/- tract of land on Bragg Street, as depicted on Lee County Tax Map 9652.10 and 9652.14 as Tax Parcel 9652-45-5078-00 Lee County Land Records from Multi-family (R-17) Conditional Zoning District to General Commercial (C-2) to allow for the development of the site in a manner other than a multi-family apartment community; and

WHEREAS, said request has been presented to the Planning Board of the City of Sanford; and

WHEREAS, the City Council of the City of Sanford conducted a public hearing on January 19, 2016 to receive citizen input on the requested zoning map amendment; and

WHEREAS, the City Council of the City of Sanford approves the request to amend the Official Zoning Map of the City of Sanford;

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SANFORD:

The Official Zoning Map is hereby amended to rezone one 2.68 acre +/- tract of land on Bragg Street, as depicted on Lee County Tax Map 9652.10 and 9652.14 as Tax Parcel 9652-45-5078-00 Lee County Land Records from Multi-family (R-17) Conditional Zoning District to General Commercial (C-2) to allow for the development of the site in a manner other than a multi-family apartment community. A copy of the subject property zoning map is included as Attachment A.

In making this decision, the City Council of the City of Sanford hereby finds that the request appears to be reasonable and in the public interest based on the lack of forward movement for the multi-family project that was approved in 2012, the area zoning, the commercial development in the area, the availability of public water & public sewer and the frontage on a main thoroughfare (Bragg Street). Please note that information presented at the public hearing may provide additional information that should also be considered regarding a final decision on the requested zoning map amendment.

ADOPTED this the 2nd day of February, 2016.

ATTEST:

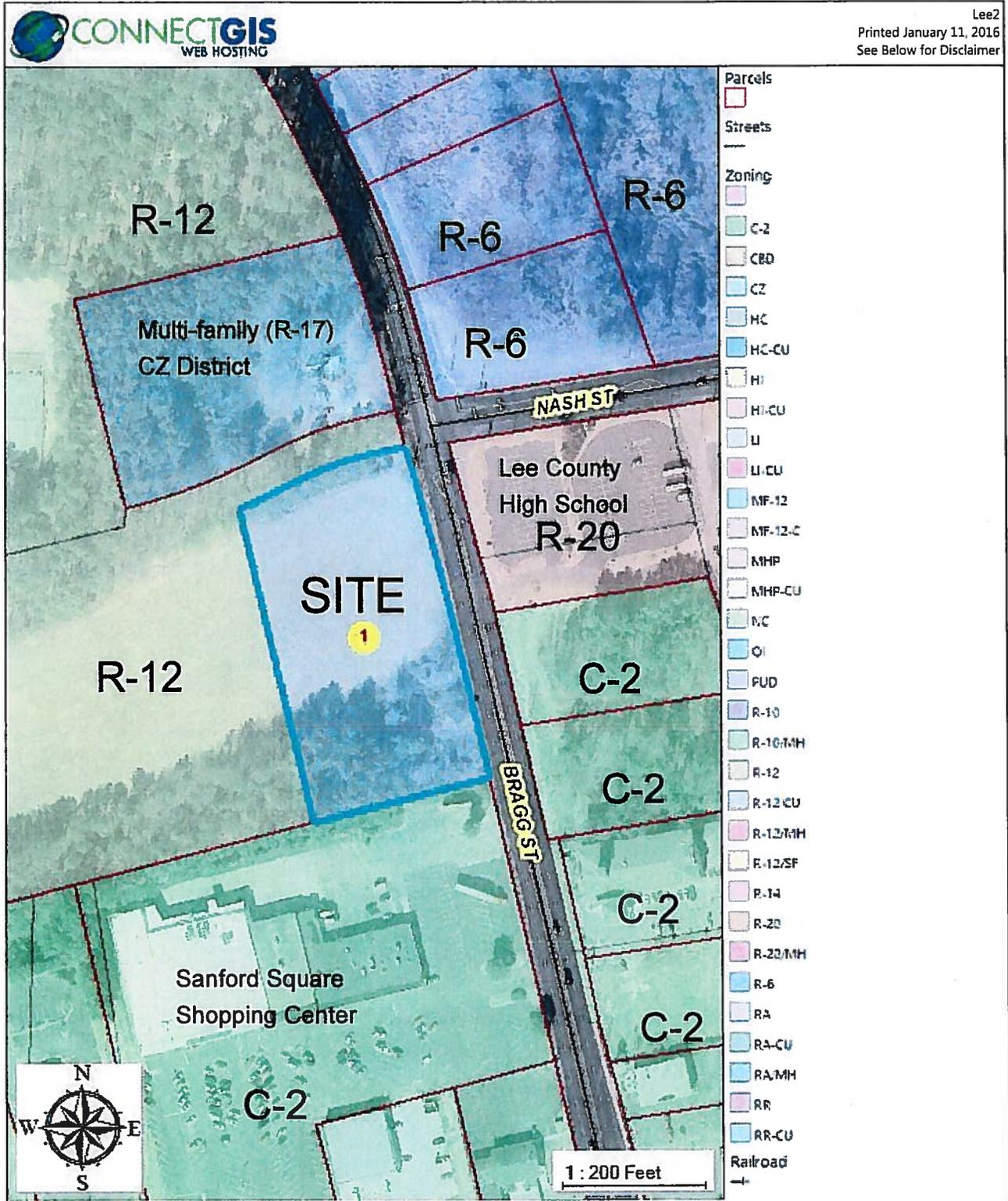
Bonnie Davis, City Clerk

T. Chet Mann, Mayor

APPROVED AS TO FORM:

Susan C. Patterson, City Attorney

ATTACHMENT A



This site is prepared for the inventory of real property found within this jurisdiction and is compiled from recorded deeds, plats and other public records and data. Users of this site are hereby notified that the aforementioned public primary information sources should be consulted for verification of the information contained on this site. The County of Lee and Mobile311, LLC assume no legal responsibility for the information contained on this site. Please be advised that you must contact the Lee County Tax Office for accurate tax values. Please contact the Lee County Appraisal Department if any building information is incorrect. The map, layer, data and website (collectively known as "the layer") are for graphical and illustration purposes only. The Lee County Strategic Services Department (hereinafter "the Department") provides the layer and the information contained within to the general public and has not customized the information for any specific or general purpose. Such information was generated from data maintained by different sources and agencies and as such, some limitations may apply based upon restrictions imposed by other sources or agencies supplying data to Lee County (hereinafter "the County"). While the Department strives to make the information on the GIS website as timely, reliable and accurate as possible, neither the Department nor the County local governments make any claims, promises, or guarantees about the accuracy, completeness or adequacy of the

**AN ORDINANCE AMENDING THE ANNUAL OPERATING BUDGET
OF THE CITY OF SANFORD FY 2015-2016**

BE IT ORDAINED by the City Council of the City of Sanford, North Carolina in regular session assembled.

Section 1: The following amounts are hereby amended to ordinance 2015-36 per G. S. 159-15 for the continued operation of the City of Sanford, its government, and activities for the balance of the fiscal year 2015-2016.

GENERAL FUND APPROPRIATION OF FUNDS					
REVENUES			EXPENDITURES		
100045 30335	Miscellaneous	18,195		10015000 00000	Public Building
					18,195
	Total Appropriation				<u>\$ 18,195</u>

Section 2. This ordinance shall be in full force and effective from and after the date of its adoption.

ADOPTED this, the 2nd day of February, 2016.

T. Chet Mann, Mayor

ATTEST:

Bonnie Davis, City Clerk

Susan C. Patterson, City Attorney

2015-2016 BUDGET ORDINANCE AMENDMENT**GENERAL FUND****Appropriation of Funds** - results in increasing of budget**Revenues**

Miscellaneous	18,195	To appropriate insurance proceeds received for item described below
---------------	--------	---

Expenditures

Public Building	18,195	To repair items at city hall damaged by lightening strike
-----------------	--------	---

**AN ORDINANCE AMENDING THE ANNUAL OPERATING BUDGET
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BE IT ORDAINED by the City Council of the City of Sanford, North Carolina in regular session assembled.

Section 1: The following amounts are hereby amended to ordinance 2015-36 per G. S. 159-15 for the continued operation of the City of Sanford, its government, and activities for the balance of the fiscal year 2015-2016.

**GENERAL FUND
TRANSFER OF FUNDS**

Transfer from the Following Accounts:

10015500 00000 General Services 8,400

Total Appropriation

\$ 8,400

Transfer to the Following Accounts:

10016650 69900 Contingency 8,400

**UTILITY FUND
TRANSFER OF FUNDS**

Transfer from the Following Accounts:

30098090 00000 Sewer Const. & Maint. 33,410
30096650 00000 Contingency 21,000

Total Appropriation

\$ 54,410

Transfer to the Following Accounts:

30098100 00000 Water Const. & Maint. 4,300
30097220 00000 Public Works Admn. 50,110

Section 2. This ordinance shall be in full force and effective from and after the date of its adoption.

ADOPTED this, the 2nd day of February, 2016.

T. Chet Mann, Mayor

ATTEST:

Bonnie Davis, City Clerk

Susan C. Patterson, City Attorney

2015-2016 BUDGET ORDINANCE AMENDMENT**GENERAL FUND****Transfer from the Following Funds - results in decreasing of budget**

General Services	8,400	To transfer funds not required within this department due to the public works re-organization
------------------	-------	---

Transfer to the Following Funds - results in increasing of budget

Contingency	8,400	To increase contingency funds for item described above
-------------	-------	--

UTILITY FUND**Transfer from the Following Funds - results in decreasing of budget**

Sewer Const. & Maint.	33,410	To transfer funds not required within this department due to the public works re-organization
-----------------------	--------	---

Contingency	21,000	To transfer contingency funds required to offset expenditures as described below
-------------	--------	--

Transfer to the Following Funds - results in increasing of budget

Water Const. & Maint.	4,300	To budget funds required for public works re-organization
-----------------------	-------	---

Public Works Administration	50,110	To budget funds required for public works re-organization
-----------------------------	--------	---

STATE OF NORTH CAROLINA)
)
COUNTY OF LEE)

EMPLOYMENT AGREEMENT

THIS EMPLOYMENT AGREEMENT (the Agreement), made and entered into this the 19th day of January, 2016, by and between the CITY OF SANFORD, a North Carolina municipal corporation, hereinafter referred to as "City," the party of the first part, and PHILLIP HAL HEGWER, hereinafter referred to as "MANAGER," party of the second part, both of whom understand as follows:

WITNESSETH:

WHEREAS, the City desires to employ the services of Phillip Hal Hegwer as City Manager of the City of Sanford, as provided by North Carolina General Statutes § 153A-81; and

WHEREAS, it is the desire of the Sanford City Council Members to (1) retain the services of the Manager and to provide inducement for him to remain in such employment, and (2) to make possible full work productivity by assuring Manager's morale and peace of mind with respect to future security.

NOW, THEREFORE, in consideration of the mutual covenants herein contained, the parties hereto agree as follows:

Severance. The City may end the employment relationship and terminate this agreement at any time, with or without good cause, upon written notice to Hegwer. Should the City terminate Hegwer's employment without good cause, the City shall pay to the manager an amount to equal two weeks of pay per year of service as City Manager (since his hire date of June 13, 2007), to a maximum of twenty-six weeks, at his salary as of the date of termination.

Good Cause.

For purposes of this Agreement, the term "good cause" is defined as follows:

- a) Incompetence or inefficiency in the performance of the City Manager's duties as documented by evaluations, supplemental memoranda, or other written communication from the Council; provided, however, the terms and conditions of this paragraph shall not justify good cause unless the Council has provided Hegwer a reasonable opportunity to remediate any incompetency or inefficiency;
- b) Insubordination or failure to comply with lawful written Council directives;
- c) Failure to comply with applicable laws and authorities;
- d) Neglect of duties;
- e) Drunkenness or excessive use of alcoholic beverages;
- f) Illegal use of drugs, hallucinogens, or other controlled substances;

- g) Conviction of a felony;
- h) Conviction of a crime involving moral turpitude;
- i) Immorality, which is conduct that is not in conformity with the accepted moral standards of the community encompassed by the City. Immorality is not confined to sexual matters, but includes conduct inconsistent with rectitude or indicative of corruption, indecency, or depravity;
- j) Assault on an employee or citizen of the City;
- k) Knowingly falsifying records or documents related to the City's activities;
- l) Conscious misrepresentation of material facts to the Council or other City officials in the conduct of the City's business; or,
- m) Any other reason constituting "good cause" under North Carolina law.

Approved and agreed to:

 Phillip Hal Hegwer, City Manager



 City of Sanford
 T. Chet Mann, Mayor

Notary Public Certification

State of _____ County of _____

I, _____, a notary public for said State and County,

do hereby certify that Philip Hal Hegwer personally appeared

before me this date and acknowledged the due execution of this Employment Agreement.

Witness my hand and official seal this the _____ day of _____, 20____.

Signature of Notary _____

My Commission Expires _____

**AN ORDINANCE AMENDING THE ANNUAL OPERATING BUDGET
OF THE CITY OF SANFORD FY 2015-2016**

BE IT ORDAINED by the City Council of the City of Sanford, North Carolina in regular session assembled.

Section 1: The following amounts are hereby amended to ordinance 2015-36 per G. S. 159-15 for the continued operation of the City of Sanford, its government, and activities for the balance of the fiscal year 2015-2016.

GENERAL FUND APPROPRIATION OF FUNDS					
REVENUES			EXPENDITURES		
100110 31125	Sale of Capital Assets	4,500		10014200 00000	Administration
					4,500
	Total Appropriation	<u>\$ 4,500</u>			

Section 2. This ordinance shall be in full force and effective from and after the date of its adoption.

ADOPTED this, the 2nd day of February, 2016.

ATTEST:

T. Chet Mann, Mayor

Bonnie Davis, City Clerk

Susan C. Patterson, City Attorney

2015-2016 BUDGET ORDINANCE AMENDMENT**GENERAL FUND****Appropriation of Funds** - results in increasing of budget**Revenues**

Sale of Capital Assets	4,500	To appropriate additional revenue received for sale of surplus
------------------------	-------	--

Expenditures

Administration	4,500	To budget funds to reflect city manager's new contract
----------------	-------	--



Well Centered.

January 20, 2016

Mr. T. Chet Mann, III
Mayor
City of Sanford
225 E. Weatherspoon St.
Sanford, NC 27330

Dear Mayor Mann,

As stated by the Economic Development Partnership of NC, *“more than 40,000 North Carolina businesses produce goods and services to support visitor demand, with travelers contributing more than 25 percent to their total products and services. The industry directly employs nearly 200,000 North Carolina residents. Travel and tourism also generates more than \$1.6 billion in state and local tax revenues and research has shown every dollar Visit North Carolina invests in statewide tourism advertising produces a return of \$17 in state and local tax revenues.”*

Unfortunately, Sanford and Lee County are limited in the opportunity to contribute to these tourism statistics.

For several years Sanford and Lee County has lacked a tourism focus. This can be attributed to several assumptions that include... “timing wasn’t right”, “downturn in the economy”, “lack of strategic focus”, “shortage of funding” and “no leadership structure”. This thought process has hampered the opportunity for Sanford and Lee County to compete, expand and grow economically in tourism across the State and throughout the Country. In fact, we have recently missed a number of opportunities to promote events within the county and support groups coming to the area in a way that could provide greater participation and increased visitors to the area. We miss an opportunity to promote tourism in Sanford and Lee County every week.

Fortunately, Sanford and Lee County has reached a place to change this thought process and move forward with developing a ***Visitor Services Program***.

With the successful partnership between the City of Sanford, Lee County and the Sanford Area Growth Alliance, the timing is right! The rebounding economy is evident in the expanding industrial development, growing retail development and the community betterment projects that are taking place in Sanford and Lee County. Growth Alliance is ready to lead the effort with a strategic plan, currently developed within the Growth Alliance program of work, which provides a direct focus on visitor services and tourism.

However, there remains a shortage of funding to support a visitor services program.



Well Centered.

While we all remain hopeful that we will receive an increase in the City of Sanford occupancy tax during the short session of the Legislature, this certainly is not a guarantee and we can no longer wait to fund our tourism efforts through these means. The surrounding counties to our community all have a tourism focus and are experiencing growth. Our lack of program funding diminishes our ability to compete for tourism dollars, which not only leaves us standing still, but essentially backing up.

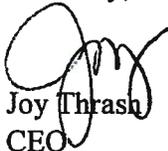
The time is now to create a *Visitor Services Program*. I am asking for a 2 year commitment from the City of Sanford at the level of \$25,000 per year to support the visitor services effort which will be led by the Growth Alliance. There is consensus from the Agriculture Community, Arts Community, and Hospitality Community that this program is long past due; and growing excitement that the Growth Alliance is committed to leading this effort.

With your commitment we stand ready to implement the attached plan that will grow Sanford and Lee County tourism.

Thanks you in advance for your consideration to support this critical program.

Please do not hesitate to contact me at 910-527-1103 or jthrash@growsanfordnc.com with any questions you may have regarding the Visitor Services Program concept and funding request.

Sincerely,



Joy Thrash
CEO

Sanford Area Growth Alliance



Well Centered.

Sanford Area Growth Alliance

Goal: Develop Visitor Services Program

Lee County has not had a concerted, focused effort on visitor services even though there is tremendous opportunity. Due to its central location, Lee County is ideal for sports tournaments and regional conferences. SLCPP will seek to raise funding for visitor services through an increase in occupancy tax.

Current:

- Missed opportunities to promote activities in Sanford - Lee County.
- No focused effort on Visitor Services.
- Lack of being proactive to promote Sanford - Lee County.
- No funds to focus on the effort to promote Sanford – Lee County.
- Surrounding counties have CVB and dedicated resources.

While the best scenario for funding would be an increase in occupancy tax to fund a Tourism Development Authority, the Community cannot wait for the Legislature to pass this tax. Waiting on this decision has already cost us several months, actually years. While the Community is being successful at coming together to improve Quality of Life, intensify Economic Development focus, and strengthen the Small Business climate, we have fallen short on our efforts to build our Visitors Services.



SANFORD

AREA GROWTH ALLIANCE

Economic Development • Chamber of Commerce

Well Centered.

Plan:

- Establish SAGA as the organization leading the Visitor Services
- Building Community consensus
- Part time Visitor Services position
- Raise funding to support Visitor Services
 - \$60,000 – part time position, marketing items
 - \$10,000 – SAGA – 2 year commitment
 - \$25,000 – City – 2 year commitment
 - \$25,000 – County – 2 year commitment
- Utilize these efforts to advocate the Legislature to pass the occupancy tax
- Create a Visitor Services Committee
 - Arts
 - Agriculture
 - Recreation
 - Hospitality
 - Chamber
 - SAGA
 - City
 - County
 - Town

Positon:

Visitor Service Program Manager

- Begin to build a model for the Visitor Services
- Implement a process for promoting Sanford – Lee County
- Coordinate with Stakeholders to promote local attractions
- Explore other funding options
- Assist with creating marketing material, website, social media presence

Going Forward

- Create a Visitor Service Scope of Work
- Locate a Visitor Services Center
- Increase funding
- Establish Director position