

City of High Point

*Municipal Office Building
211 S. Hamilton Street
High Point, NC 27260*



Minutes

Monday, July 19, 2021

3:00 PM

3rd Floor Lobby Conference Room

Special Called Meeting

Jay W. Wagner, Mayor

Britt W. Moore (At Large), Mayor Pro Tem

*Tyrone Johnson (At Large), Cyril Jefferson (Ward 1), Christopher Williams (Ward 2),
Monica L. Peters (Ward 3), S. Wesley Hudson (Ward 4), Victor Jones (Ward 5), and
Michael Holmes (Ward 6)*

ROLL CALL

Mayor Wagner called the meeting to order at 4:00 p.m.; and welcomed the new city manager, Tasha Logan Ford.

He then called the roll for attendance. The following council members were present:

Mayor Jay W. Wagner; Mayor Pro Tem Britt W. Moore, At Large; Council Member Tyrone Johnson, At Large; Council Member Cyril Jefferson, Ward 1; Council Member Christopher Williams, Ward 2 [arrived at 3:21 p.m]; Council Member Monica L. Peters, Ward 3; Council Member S. Wesley Hudson, Ward 4; Council Member Victor Jones [arrived at 3:19 p.m.], Ward 5; and Council Member Michael Holmes

Staff present:

Tasha Logan Ford, City Manager; Randy McCaslin, Deputy City Manager; Greg Ferguson, Assistant City Manager; Eric Olmedo, Assistant City Manager; Jeron Hollis, Managing Director; JoAnne Carlyle, City Attorney; Herb Shannon, Senior Planner, Planning and Development Department; Chris Andrews, Development Administrator, Planning and Development Department; Sarah Stevenson, Economic Development Manager; Sandy Dunbeck, Economic Development Director; Lee Burnette, Planning and Development Director; Heidi Galanti, Planning Administrator, Planning and Development Department; Lisa Vierling, City Clerk; and Mary S. Brooks, Deputy City Clerk

Others present:

Ray Gibbs, Forward High Point; Judy Stalder, TREBIC; Bill Bencini, Chair- Forward High Point; Connie Cooper, Cooper Consulting Company; Eric Kelly, Cooper Consulting Company

REGULAR AGENDA ITEMS**[2021-310](#)****Presentation-Part 150 Airport Noise Study**

Staff will be giving a presentation on the Part 150 Airport Noise Study.

Attachments: [2021 PTIA Part 150 Update Assessment](#)
[PTIA Part 150 update assessment](#)

Lee Burnette, Planning and Development Director reported that staff had

conducted an assessment to analyze the results of the draft Piedmont Triad International Airport (PTIA) Part 150 Update study to determine if any changes to the city's Airport Overlay District (AOD) was warranted; gave a brief background on the PTIA noise study; said a citizens committee was formed to create a plan for the Johnson Street/Sandy Ridge Road area; the committee understood that noise from the proposed third runway presented the potential for impacts on noise sensitive uses due to residential growth; council directed the Planning & Development Department to pursue the implementation of the Wyle Report recommendations, which included amending the Land Use Plan and adopting the Airport Overlay (ARO) District in August 2003, council adopted the ARO district to protect noise sensitive land uses, which was based on the Wyle Laboratories' analysis of the EIS and the DNL & NA metrics; gave an overview of the four zones of the ARO district and their requirements; said the study defined the five-year vision of noise compatibility between the airport and the surrounding communities which was funded by the FAA; explained scenarios on how to mitigate noise; and explained the recommendations that included flight departure changes listed in the assessment. Mr. Burnette continued discussion regarding forecast operations; land use planning; staff's recommended text change; and asked for authorization to move forward with changes to implement airport overlay amendments, provide public notification, a public hearing process.

It was the consensus of council to allow staff to move forward with recommendations requested.

2021-311

Presentation-Sign Ordinance Re-write

Staff will be giving a presentation on the Sign Ordinance Re-write.

Attachments: [5-Public review of Sign ordinance for Council-cc](#)

Heidi Galanti, Planning Administrator, Planning and Development Department extended greetings; gave a brief background on the Sign Ordinance Re-write; said the re-write began in 2018 which included: stakeholder interviews, surveys, diagnosis of the current sign ordinance, public meetings, a prepared public review draft with testing and legal review; and recognized Cooper Consulting Company-Connie Cooper, and Eric Kelly that are working with staff on the rewrite to further discuss the Sign Ordinance Re-write process.

Ms. Cooper voiced appreciation from staff on their efforts; explained the five major objectives: to create user-friendly regulations, simplify and clarify the language, update and modernize, illustrate sign standards using graphics and photos, and to ensure the new ordinance is constitutionally sound; and recognized Mr. Kelly to speak.

Mr. Kelly extended greetings spoke to ensuring the sign ordinance was constitutionally sound; and explained the following: content neutrality,

legibility-determines effect on some signs in buildings, non-commercial speech protected, no reference to "on-premise" and "off-premise", weekend directional signs allowed for all uses, and future amendments; and explained the administration and enforcement process: must be fair and equal, enforcement should be proactive to ensure equal treatment.

Ms. Galanti provided the website <https://www.highpointnc.gov/signs> to view the draft Sign Ordinance Rewrite Project; and in conclusion spoke to next steps as follows:

- City Council Briefing (July 19th)
- Planning and Zoning Commission Briefing (July 27th)
- Public Review and Comment Period (30 days)
- Public Meeting
- Feedback Review
- City Council Briefing on any changes
- Prepare Public Hearing Draft
- P&Z Public Hearing
- CC Public Hearing

2021-312

Discussion-City Sponsored Events Policy; and "Rock the Point" Activities

Staff will be discussing the City Sponsored Events Policy; and the "Rock the Point" Activities.

Ray Gibbs, Forward High Point (FHP) spoke to the current contract with the city of High Point; said that FHP provided a variety of services to the community to include economic development; voiced appreciation for the city's commitment with FHP; gave an overview of the series of events for the downtown area; spoke to the impact Covid-19 made on previous events to include budgeting; to upcoming events to include "Rock the Point" activities; to the estimated total cost for all events \$170,000, and that \$107,000 had been secured from donations and sponsorships; to a request for funding sent to council in May; requested, on behalf of FHP, that the city sponsor FHP's events, with in-kind support, and COVID funds if available; and concluded and stated that the events are part of "Quality of Life" for the community, and are free to attend.

Mayor Pro Tem Moore inquired on the hiring/contract process for live bands; and on the said funds that was secured for the events. Mr. Gibbs replied and explained the contracting process for bands; and the secured funds; and stated that he was currently in the process of raising more funds.

Council Member Peters asked Mr. Gibbs for a breakdown for the expenses per event. Mr. Gibbs replied that he would supply that information.

Council Member Jefferson thanked Mr. Gibbs and FHP for their time and efforts; spoke to the uniqueness of the scheduled events; and inquired on the

marketing/advertising efforts for outreaching to attracting attendees/citizens downtown. Mr. Gibbs replied that a schedule was created; spoke to partnering with other agencies to combine resources in reaching out to the community; and to the advertising efforts on social media.

Council Member Jefferson voiced appreciation for FHP's incredible efforts and partnership with the city; and spoke to an opportunity for council to consider supporting FHP on strategic marketing for downtown.

Mr. Gibbs spoke to the history of working together with the city; and to the revitalization of downtown.

Discussion took place regarding the marketing and branding process for the city of High Point; the impact from COVID-19 on downtown events; and on continuing and investing in downtown events.

Joanne Carlyle, City Attorney advised council to take in consideration the current contract; and to assure to have a written agreement in writing to address/amend the current contract.

[2021-313](#)

Closed Session-Economic Development; and Property Acquisition

Council is requested to go into Closed Session pursuant to N.C.G.S. §143-318.11(a)(4) for Economic Development; and Hold a closed session pursuant to N.C.G.S. §143-318.11(a)(5) Property Acquisition.

Upon reconvening into Open Session at 5:16 p.m., Mayor Wagner announced that there would be no action taken as a result of the Closed Session.

At 4:40 p.m., Mayor Pro Tem Moore moved to go into Closed Session for the purpose of personnel. Council Member Hudson made a second to the motion which carried by the following 9-0 unanimous vote.

Aye (9): Mayor Wagner, Mayor Pro Tem Moore, Council Member Johnson, Council Member Jefferson, Council Member Williams, Council Member Peters, Council Member Hudson, Council Member Jones, and Council Member Holmes.

ADJOURNMENT

The meeting adjourned at 5:16 p.m.

Respectfully
Submitted,

Jay W. Wagner,
Mayor

Attest:

Mary S. Brooks, CMC
City Clerk