

City of Anderson  
Regular Meeting  
February 23, 2015

The regular meeting of City Council was held this date in City Hall Council Chambers at 6:00 pm. In attendance were Mayor Roberts, Council Members Stewart, Thompson, Chapman, Harbin, Buck Roberts and John Roberts. Mayor Pro Tem Laughridge and Councilman Kirven were not present. Also in attendance were City Manager, John Moore; Assistant City Manager, Linda McConnell; Finance Director, Peggy Maxwell; and City Attorney, Frankie McClain. The invocation was given by Councilman John Roberts with respects to the flag by Mayor Terence Roberts.

APPROVAL OF MINUTES

A motion by Councilman Stewart seconded by Councilman Buck Roberts carried unanimously (7-0) to approve the minutes of the February 9, 2015 meeting as presented.

REQUEST CONSIDERATION OF A REFERRAL TO THE PLANNING COMMISSION A PETITION TO REVISE THE PDD DOCUMENT FOR TRACT A OF THE MAYFIELD, LOCATED OFF HARRIETT CIRCLE

City Manager, John Moore said the subject tract of land consists of approximately 29 acres of a 139 acre parcel that was annexed into the City in 2003. The 139 acres is located off Harriett Circle, Alisha Drive, McConnell Springs Road and Midway Road. The large parcel was divided into 5 tracts, each with specific development guidelines under the PDD, Planned Development District zoning standards.

Since the time of annexation, two parcels have been developed with a residential subdivision known as Rockwell Plantation. The subject property, known as "Tract A", is located off Harriett Circle and abuts Oakmont Subdivision to the south. It currently allows single-family development only. The applicant proposes to construct single-family dwellings, but requests to revise the PDD document to modify the minimum lot sizes, lot widths, and side yard setbacks. Any revision to a PDD document is handled in the same manner as a rezoning, which requires Planning Commission review and final approval by the City Council.

The Planning Commission will consider this request at their March 3<sup>rd</sup> meeting.

A motion by Councilman Stewart seconded by Councilman John Roberts carried unanimously (7-0) to refer to the Planning Commission a petition to revise the PDD document for Tract A of The Mayfield, located off Harriett Circle.

REQUEST CONSIDERATION OF A REFERRAL TO THE PLANNING COMMISSION A PETITION TO REZONE 612 NORTH MCDUFFIE STREET FROM LO, LIMITED OFFICE TO NC, NEIGHBORHOOD COMMERCIAL

Mr. Moore said the applicant requests to rezone the property in order to operate a cigar bar and retail shop. The existing zoning of LO, Limited Office does not allow for retail sales. NC, Neighborhood Commercial is the least intensive zoning classification that will allow such a use.

The Planning Commission will consider this request at their March 3<sup>rd</sup> meeting.

A motion by Councilman Stewart seconded by Councilman John Roberts carried unanimously (7-0) to refer to the Planning Commission a petition to rezone 612 North McDuffie Street from LO, Limited Office to NC, Neighborhood Commercial.

REQUEST CONSIDERATION TO PURCHASE FIVE VEHICLES FOR THE POLICE DEPARTMENT

Mr. Moore said the police department is requesting the purchase of five new 2014 Dodge Chargers.

The Dodge Charger is a law enforcement 6 cylinder model, not the HEMI. The vehicle will be under warranty a full 3/36 month year bumper to bumper (minus wearable items) and a 5/100,000 mile limited powertrain warranty. The City of Anderson currently has fourteen Dodge Chargers in the fleet which have performed well. These five will replace five older police vehicles due to high mileage and poor condition.

These five Chargers will have increased fuel economy, be covered under warranty for three years, and need less maintenance than the older model police vehicles.

Funding for the five Dodge Chargers will come from the approved Capital Equipment List.

The City of Anderson Police Department is recommending the purchase of five 2014 Dodge Chargers from Butler Dodge under the South Carolina State contracted price, in the amount of \$116,857.20.

A motion by Councilman Chapman seconded by Councilman Buck Roberts carried unanimously (7-0) to approve the purchase of five 2014 Dodge Chargers from Butler Dodge in the amount of \$116,857.20.

## REQUEST CONSIDERATION TO APPROVE THE ACCELERATE ANDERSON DOWNTOWN CHALLENGE

Assistant City Manager, Linda McConnell said this is a request for consideration of implementing the Accelerate Anderson Downtown Challenge; a retail recruitment program for Downtown.

Our Economic Development goals include recruitment, retention, and incubation/acceleration; the parallel and mirror goals of e-Merge @The Garage are incubation/acceleration, and workforce development in the targeted sectors of Health Care, IT Intelligence, Culinary Arts/Food Science, and Education. With this framework, the next step is strategic investment to recruit entrepreneurs to expand or open a new business and increase downtown retail occupancy.

The staff proposes a specific program for recruiting such entrepreneurs – “Accelerate Anderson Downtown Challenge”. This program is modeled after the City of Spartanburg’s successful Main Street Challenge program. The program guidelines focus on destination businesses that were identified in the Downtown Market Assessment prepared by Hilary Greenburg. An important element in offering this program is the return on investment. The “benefit analysis” shows the positive economic impact that Spartanburg has realized from the Main Street Challenge and collateral growth – business license revenues, hospitality fees, property tax revenues, water/sewer fees, and building permits valued at \$1.2 million.

### Benefit:

- Increased City revenue:
  - Business License
  - Hospitality Fee
  - Property Tax
  - Water & Sewer
  - Building permit
- Additional businesses open because of the synergy the challenge creates
- To generate additional consumer traffic that contributes to the overall economic health of Downtown
- Job creation

Using Spartanburg as a model, the proposed budget for the Downtown Challenge is \$50,000, proposed to be funded with a portion of the proceeds from the sale of 127 East Whitner Street to NAI Earle Furman. In approving that sale, City Council specifically identified the proceeds to be used for future Economic Development activities as approved by City Council. Along with the funding recommendation, is a commitment to track and capture the new revenue for continued reinvestment in such activities. These new revenues will be segregated and used for

future Economic Development activities. (A Development Corporation, as in Rock Hill's success, can be an effective way to segregate the dollars and ensure that the funds grow for reinvestment.)

The Downtown Committee and staff support the program and recommend approval of the \$50,000 from the Economic Development Fund to implement the Accelerate Anderson Downtown Challenge program. Upon approval, the Challenge program will kick off in March.

A motion by Councilman Harbin seconded by Councilman Buck Roberts carried unanimously (7-0) to approve \$50,000 from the Economic Development Fund to implement the Accelerate Anderson Downtown Challenge program to kick off March 2015.

#### REQUEST CONSIDERATION OF PROPOSED AMENDMENTS TO THE BY-LAWS FOR THE ANDERSON COMMUNITY DEVELOPMENT CORPORATION

Mrs. McConnell said the goal of the current structure of the Anderson Community Development Corporation is to enhance and augment economic development projects within certain redevelopment areas encompassed in the city limits. The Corporation offers assistance in economically distressed areas while placing emphasis on economic development in communities left out of the economic mainstream. The make-up of the Board membership has been representative of the Redevelopment Areas. While the mission of the current structure will virtually remain the same, the new Economic Development Division will focus recruiting and retention efforts in the broader jurisdiction of the city limits.

The staff proposes revisions to the existing Corporation By-laws to include the broader boundaries of the city limits. Additionally, the Board membership should reflect that of subject matter experts in the following fields: Financial/Banking Sector, Legal Sector, Accounting Sector and Public Sector in addition to representation from the Mayor/Designee and City Manager/Designee.

#### Benefit:

- The revisions will reflect the broader jurisdictional focus for economic development recruitment efforts, increasing overall growth and economic vitality of the city.
- Economic Development Corporation is a commonly used ED tool that:
  - Increases funding opportunities through a larger grant pool, tax deductible sponsorships, bequests, donated property, etc.
  - Provides for a better environment to attract private investment and reinvestment back into the community

The Downtown Committee and staff support the revisions to the existing Anderson Community Development Corporation By-laws.

Council authorized Staff to continue moving forward in revising the existing Anderson Community Development Corporation By-laws.

## ADMINISTRATIVE BRIEFING

### UPCOMING EVENTS

City Manager, John Moore reminded Council of the following upcoming events and all meetings in February and March 2015.

February 25<sup>th</sup> – Finance Committee Meeting

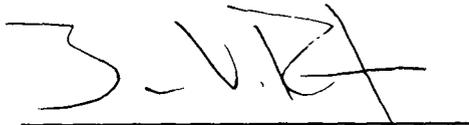
March 12<sup>th</sup> – Anderson County Municipal Association Meeting

March 14<sup>th</sup> – St. Patty's Lucky Me Color Fun Run

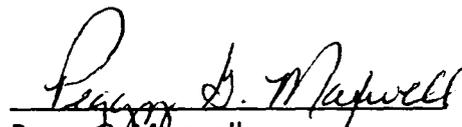
### ADJOURNMENT

A motion by Councilman Buck Roberts seconded by Councilman Chapman carried unanimously (7-0) to adjourn.

ATTEST:



Terence V. Roberts  
Mayor



Peggy G. Maxwell  
City Clerk Treasurer