



**PINEVILLE TOWN COUNCIL WORK SESSION AGENDA  
PINEVILLE TELEPHONE/ELECTRIC BLDG.  
118 COLLEGE ST., PINEVILLE, NC  
TUESDAY, MAY 28, 2019  
6:00 P.M.**

- 1) Call Meeting to Order:**
- 2) Discussion Items:**
  - A. Downs Road Townhouse Project
  - B. Mall Signage
  - C. Revisions to Employee Handbook
  - D. Storm Water Issues on Lynnwood Lane
  - E. Contracting Out Mowing of All Town Property Except Parks & Recreation
  - F. Final Discussion/Questions on FY19-20 Budget
  - G. Adjourn:**

*If you require any type of reasonable accommodation as a result of physical, sensory, or mental disability in order to participate in this meeting, please contact Barbara Monticello, Clerk of Council, at 704-889-2291 or [bmonticello@pinevillenc.gov](mailto:bmonticello@pinevillenc.gov). Three days' notice is required.*

# Workshop Meeting



**To:** Town Council

**From:** Travis Morgan

**Date:** 5/28/2019

**Re:** **Baynard Property at Downs and Hwy 51 (Wayford Townhomes)**

---

**Request:**

Brian Ford on behalf of Capstone would like to rezone the NorthWest corner of the Downs/Hwy 51 intersection to RMX similar to nearby McCullough to allow for a for rent townhome product. Total proposed units 175.

**Details:**

See attached.

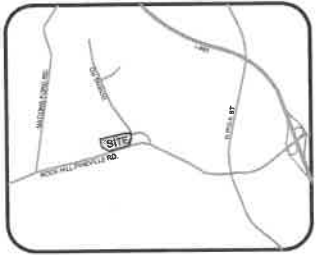
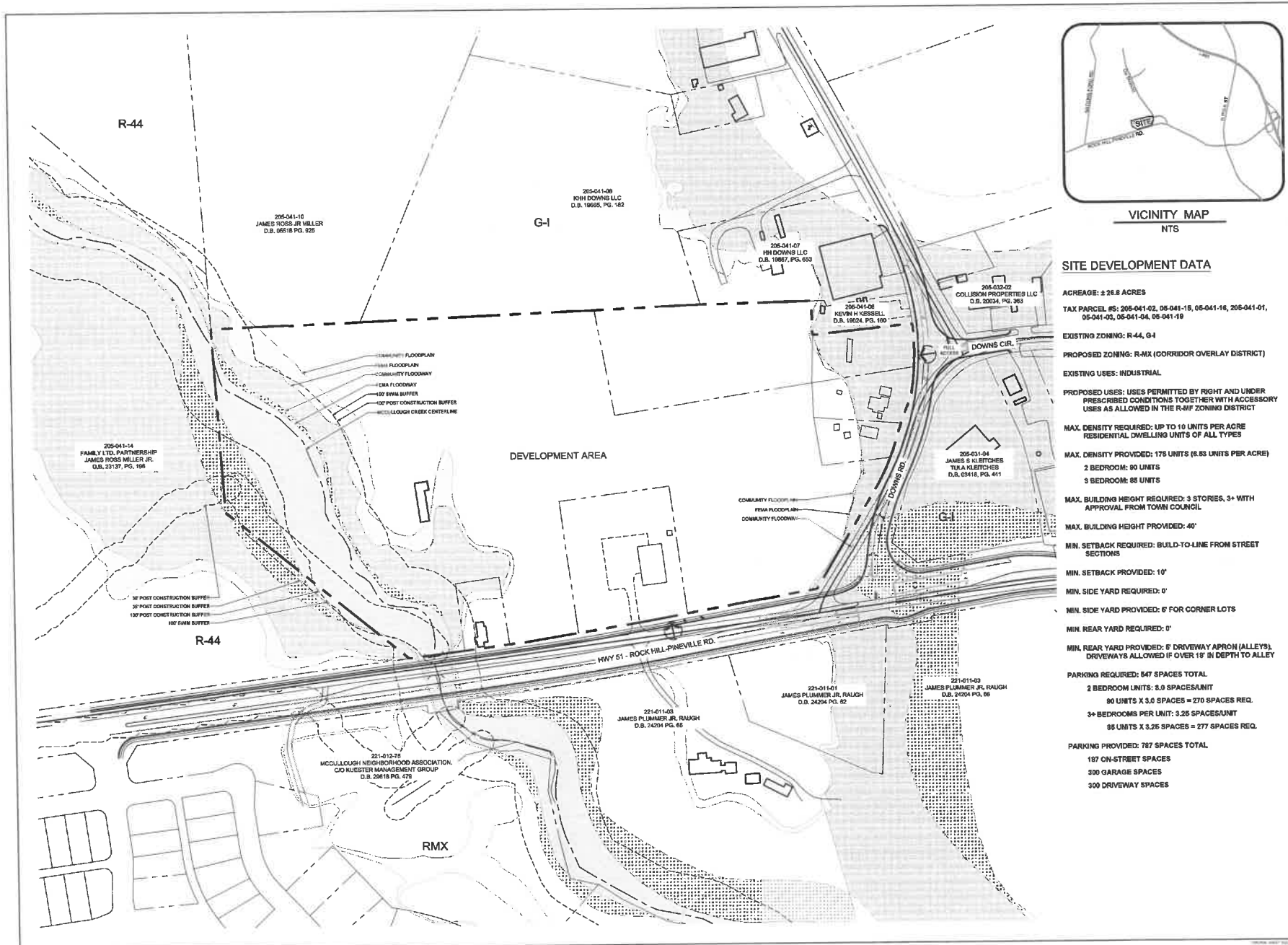
175 two story units. Units per acre 6.53 or roughly comparable to R7 zoning due to floodplain area. 90 two bedrooms 85 three bedrooms. Two stories. Parking in rear. Required parking: 547 Provided parking 787.

**Staff Comment:**

The general flow of the site staff likes as well as the green space and plantings along the road. Staff is reviewing the traffic impact analysis but do not expect to find anything major as it is less dense than the early apartment proposal. There is a reduced buffer along the North boundary next to Industrial zoning. Adjacent property owner seems supportive as that portion is undeveloped and wooded and adjacent property owner isn't sure of future plans. Phase 2 of a similar residential product has been talked about.

Staff's initial comment is on the design of the units. The color pencil rendering isn't as polished as other proposals and staff is concerned about overall design. Staff feels there is only 3 elevation types and that might be monotonous if repeated at large scale. You can see the imitation foundation in brick as they are slab on grade with no built-up building pads it appears. Elevation 'A' on top is the upgraded street facing buildings. Lower elevation shown 'B' is the basic interior elevations. Applicant has removed porch railings as a decorative requirement.





**SITE DEVELOPMENT DATA**

ACREAGE: ± 28.8 ACRES  
 TAX PARCEL #S: 205-041-02, 05-041-15, 05-041-16, 205-041-01, 05-041-05, 05-041-04, 05-041-19  
 EXISTING ZONING: R-44, G-1  
 PROPOSED ZONING: R-MX (CORRIDOR OVERLAY DISTRICT)  
 EXISTING USES: INDUSTRIAL  
 PROPOSED USES: USES PERMITTED BY RIGHT AND UNDER PRESCRIBED CONDITIONS TOGETHER WITH ACCESSORY USES AS ALLOWED IN THE R-MX ZONING DISTRICT  
 MAX. DENSITY REQUIRED: UP TO 10 UNITS PER ACRE RESIDENTIAL DWELLING UNITS OF ALL TYPES  
 MAX. DENSITY PROVIDED: 178 UNITS (6.83 UNITS PER ACRE)  
 2 BEDROOM: 80 UNITS  
 3 BEDROOM: 88 UNITS  
 MAX. BUILDING HEIGHT REQUIRED: 3 STORES, 3+ WITH APPROVAL FROM TOWN COUNCIL  
 MAX. BUILDING HEIGHT PROVIDED: 40'  
 MIN. SETBACK REQUIRED: BUILD-TO-LINE FROM STREET SECTIONS  
 MIN. SETBACK PROVIDED: 10'  
 MIN. SIDE YARD REQUIRED: 0'  
 MIN. SIDE YARD PROVIDED: 6' FOR CORNER LOTS  
 MIN. REAR YARD REQUIRED: 0'  
 MIN. REAR YARD PROVIDED: 6' DRIVEWAY APRON (ALLEYS). DRIVEWAYS ALLOWED IF OVER 18' IN DEPTH TO ALLEY  
 PARKING REQUIRED: 847 SPACES TOTAL  
 2 BEDROOM UNITS: 3.0 SPACES/UNIT  
 80 UNITS X 3.0 SPACES = 270 SPACES REQ.  
 3+ BEDROOMS PER UNIT: 3.25 SPACES/UNIT  
 88 UNITS X 3.25 SPACES = 277 SPACES REQ.  
 PARKING PROVIDED: 787 SPACES TOTAL  
 187 ON-STREET SPACES  
 300 GARAGE SPACES  
 300 DRIVEWAY SPACES

**LandDesign**  
 223 NORTH GRANHAM STREET  
 CHARLOTTE, NC 28207  
 PH: 704.333.2228  
 WWW.LANDDESIGN.COM

**NOT FOR CONSTRUCTION**

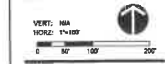
**THE WAYFORD AT PINEVILLE**

PINEVILLE, NC  
 RESIDENCING #2019-3000

**REVISION / ISSUANCE**

NO.	DESCRIPTION	DATE
1	REVISION SUBMITTAL	08.18.19
1	PER CITY COMMENTS	08.22.19

DESIGNED BY: JRY  
 DRAWN BY: JRY  
 CHECKED BY: KST

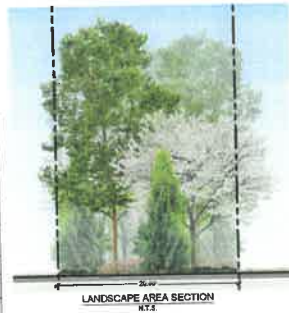
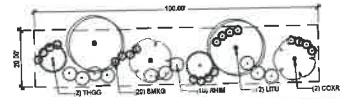


**TECHNICAL DATA**

REVISION: **RZ-2**



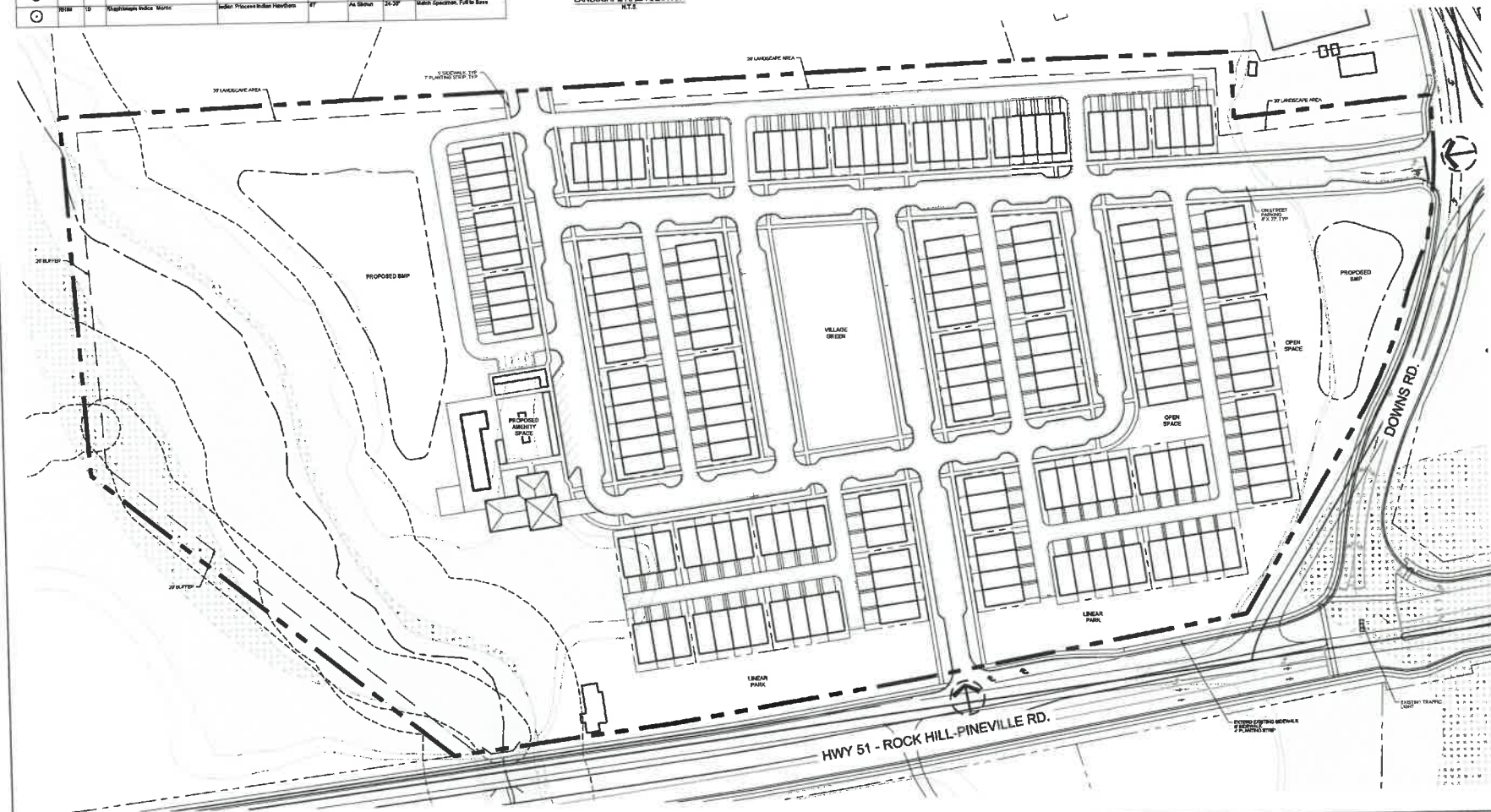
**20' LANDSCAPE AREA**  
 6 TREES PER 100 LF PROVIDED  
 30% EVERGREEN  
 30% LARGE MATURING  
 30 EVERGREEN SHRUBS PER 100 LF PROVIDED



**LANDSCAPE AREA PLANT SCHEDULE PER 100 LF**

TREES	CODE	QTY	BOTANICAL NAME	COMMON NAME	ARK CODE	SEX	CHL.	HL. HFT.	REMARKS
○	COAR	2	Quercus * rubra	Southern Red Oak	048		12'	12-14'	Main Specimen, Single Leader
○	LTO	2	Liriodendron tulipifera	Tulip Tree	044		24'	18-24'	Main Specimen, Multiple Leader
○	THOG	2	Thuja Green Giant	Arborvitae, Green Giant	044		18-24'	18-24'	Main Specimen, Full to Bush
SHRUBS	CODE	QTY	BOTANICAL NAME	COMMON NAME	ARK CODE	SPACING	HL. HFT.	REMARKS	
○	SMES	30	Smilax latifolia	Green Smilax	048	12-18"	18-24"	Main Specimen, Full to Bush	
○	SMIS	30	Smilax latifolia	Green Smilax	048	12-18"	18-24"	Main Specimen, Full to Bush	

**LandDesign**  
 223 NORTH GRANAM STREET  
 CHARLOTTE, NC 28207  
 704.333.3333  
 WWW.LANDDESIGN.COM



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**THE WAYFORD AT PINEVILLE**

PINEVILLE, NC  
 REZONING R2016-XXX

PROJECT NO: 1018500

REVISION / ISSUANCE		
NO.	DESCRIPTION	DATE
1	REZONING SUBMITTAL	02.18.19
2	PER CITY COMMENTS	08.22.19

DESIGNED BY: JBY  
 DRAWN BY: JBY  
 CHECKED BY: KBT

VERT: NAD  
 HORIZ: NAD  
 0 20 40 100

SCHEMATIC SITE PLAN

RZ-3





**LandDesign.**  
 225 NORTH GLENN STREET  
 CHARLOTTE, NC 28202  
 704.333.1000  
 WWW.LANDDESIGN.COM

**NOT FOR  
 CONSTRUCTION**

**THE WAYFORD AT  
 PINEVILLE**

PINEVILLE, NC  
 RESZONING #2019-XXX

1018508  
**REVISION / ISSUANCE**

NO.	DESCRIPTION	DATE
1	REZONING SUBMITTAL	03.18.19
2	PER CITY COMMENTS	04.22.19

DESIGNED BY:  
 DRAWN BY:  
 CHECKED BY:

VERT: 1/8" = 1'-0"  
 HORIZ: 1/8" = 1'-0"  
 (NOT TO SCALE)

ARCHITECTURAL ELEVATION

NOTE: THE PROVIDED ARCHITECTURAL ELEVATIONS ARE INTENDED TO CONVEY DESIGN INTENT AND ARE SUBJECT TO FINAL DESIGN.



# TRAFFIC IMPACT ANALYSIS

## PINEVILLE TOWNHOMES

NC 51 (Rock Hill-Pineville Road) & Downs Road  
Pineville, North Carolina

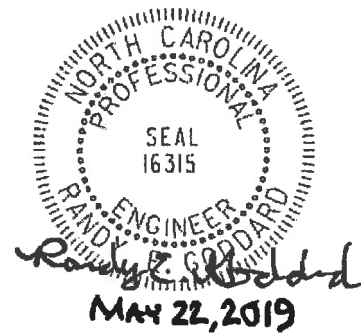


for

LandDesign  
(On Behalf of Kaplan Residential)

May 2019

387-024 (C-2165)







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## **EXECUTIVE SUMMARY**

Kaplan Residential proposes to construct 175 townhomes located on the northwest quadrant of NC 51 (Rock Hill-Pineville Road) and Downs Road in Pineville, NC (see Figure 1). The townhome (multi-family low-rise) development is expected to be completed in 2021.

This report provides analysis of the traffic operations within the area of influence, according to the standards set by the North Carolina Department of Transportation's (NCDOT) "Policy on Street and Driveway Access to North Carolina Highways, Chapter 4 Part C" and the Town of Pineville's requirements. It provides intersection improvements needed for mitigating traffic impacts. This study evaluates the following scenarios:



**Rock Hill-Pineville Road  
Facing West Along Site**

- 2019 Existing Conditions
- 2021 No Build
- 2021 Build

The area of influence of the study site as indicated by Pineville and NCDOT staff includes the following one existing intersection and one proposed right-in/right-out only (RI/RO) intersection:

1. Downs Road & Downs Circle/Proposed Access "A" (unsignalized)

According to the site plan (see Overall Master Plan), access to the development is expected to occur via two unsignalized locations:

- Proposed Full Movement Access "A" – located on Downs Road opposite Downs Circle (forming a four-legged intersection). It is assumed that this access will be secondary in nature – the Proposed RI/RO access on NC 51 (described below) will be the main entrance to the project.
- Proposed Right-in/Right-out (RI/RO) Access – located on NC 51 approximately 475 feet west of Downs Road (not required to be analyzed)

The proposed trip generation results indicate that the residential development is expected to generate 82 AM peak hour trips and 97 PM peak hour trips.

Per NCDOT and Pineville, no nearby approved (offsite) developments are located within the area of influence.

Currently, the existing Downs Road & Downs Circle unsignalized intersection operates at an HCM 6<sup>th</sup> TWSC LOS "A" in both peak hours. Typically, an intersection is said to be operating at capacity at a volume-to-capacity (v/c) ratio of 1.00 and acceptable at a LOS "D" or better.

**NCDOT ANALYSIS REQUIREMENTS** - In order to determine the mitigation responsibility of the developer, this study compares 2018 Build results to the 2018 No Build results.



Chapter 5, Section J of the *July 2003 NCDOT Policy on Street and Driveway Access to North Carolina Highways*, the applicant shall be required to identify mitigation improvements to the roadway network if at least one of the following conditions exists when comparing base network conditions to project conditions:

- *The total average delay at an intersection or an individual approach increases by 25% or greater, while maintaining the same level of service,*
- *The Level of Service (LOS) degrades by at least one level at an intersection or an individual approach,*
- *Or the Level of Service is "F" for an intersection or an individual approach.*

This section of the access policy also states that, *mitigation improvements shall be identified when the analysis indicates that the 95<sup>th</sup> percentile queue exceeds the storage capacity of the existing lane.*

With the results of our analyses (specifics are described in the Traffic Analysis section of this report) we recommend the following configurations/modifications at the study intersection/ proposed accesses:

**2021 Build Suggested Configuration/Modifications:**

**1. Downs Road & Downs Circle/Proposed Access "A" (unsignalized)**

We propose the following intersection configuration:

- Re-mark the existing westbound right turn lane on Downs Circle to a combined thru-right turn lane
- Re-mark the existing northbound TWLTL on Downs Road at Downs Circle/Proposed Access "A" with a 50-foot left turn lane
- Proposed Access "A" should include the following cross-section:
  - A westbound receiving lane
  - An eastbound left turn lane with 50 feet of storage
  - An eastbound combined thru-right turn lane

**NC 51 (Rock Hill-Pineville Road) & Proposed RI/RO Access (unsignalized)**

- Construct a westbound right turn lane on NC 51 with 100 feet of storage and appropriate bay taper. The existing median on NC 51 at the Proposed RI/RO Access will prohibit left entering and left exiting movements

**In summary, the proposed residential townhome development is not expected to create extensive roadway/intersection issues, especially with the anticipated minimal amount of traffic associated with the residential development.**





## **PROPOSED DEVELOPMENT**

Kaplan Residential proposes to construct 175 townhomes located on the northwest quadrant of NC 51 (Rock Hill-Pineville Road) and Downs Road in Pineville, NC (see Figure 1). The townhome (multi-family low-rise) development is expected to be completed in 2021.

According to the site plan (see Overall Master Plan), access to the development is expected to occur via two unsignalized locations:



**Rock Hill-Pineville Road  
Facing West Along Site**

- Proposed Full Movement Access "A" – located on Downs Road opposite Downs Circle (forming a four-legged intersection). It is assumed that this access will be secondary in nature – the Proposed RI/RO access on NC 51 (described below) will be the main entrance to the project.
- Proposed Right-in/Right-out (RI/RO) Access – located on NC 51 approximately 475 feet west of Downs Road (not required to be analyzed)



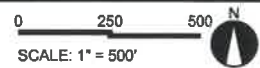
LANDSCAPE ARCHITECTURE  
CIVIL ENGINEERING  
TRANSPORTATION PLANNING

2459 Wilkinson Blvd, Ste 200 Charlotte, NC 28208  
704.343.0608  
www.drgp.com



**PINEVILLE TOWNHOMES TIA**  
PINEVILLE, NC

**AREA of  
INFLUENCE**



PROJECT #: 387-024  
DRAWN BY: SSA  
CHECKED BY: REG

MARCH 2019

REVISIONS:

- LEGEND**
-  Traffic Signal
  -  Stop Sign Control

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**Figure 1**

# Workshop Meeting



**To:** Town Council  
**From:** Travis Morgan  
**Date:** 5/28/2019  
**Re:** Mall Signage Request

---

## **Request:**

Mall is requesting new larger signage along 485 and Hwy 51.

## **Details:**

See attached.

**Hwy 51 sign: 38' tall and 129.94 square feet**  
**485 sign: 70' tall and 537.26 square feet**

Susan Barwick on behalf of Carolina Place Mall requests new/more signage beyond what zoning or their conditional plan allows. Current zoning allows 1 freestanding sign (per street front) at 20 foot tall and 150 square feet for shopping centers with more than 15 tenants. Previous zoning from 1990 such as the Centrum tenant sign allowed shopping centers a 30 foot tall sign at 200 square feet.

Square feet of signage of the request has increased since earlier this year. 51 sign is shown at 38' tall square and 129.94 sqft up from 108.32 square feet. 485 signage is 537.26 up from 416.76 square feet. The 485 sign has been shortened to 70' however.

## **Staff Comment:**

Staff expresses concern over sign precedent as other similar properties such as the Hospital, Centrum, or perhaps dealerships would likely ask for the same. If the board is interested in the request; we would need to have a clear and compelling justification why this property is allowed to exceed the ordinance and other properties not. We could look at this on a property by property conditional approach or update by right signage allowances for large commercial properties or zoning districts as well.

Staff has had previous discussions about adding sidewalks/landscaping/etc. along 51 or Carolina Place Parkway by mall property to help meet town goals for walkability in exchange for signage. Staff welcomes additional discussion or mall allowances for future items and long-term viability. Staff also recommends if the board is interested in the proposal to consider that the future path of the light rail has not be decided yet. Staff is concerned the 485 sign might conflict with the light rail. Should the mall proceed, they would need to agree to remove or relocate and new signs at their expense if installation begins prior to the light rail path being determined.

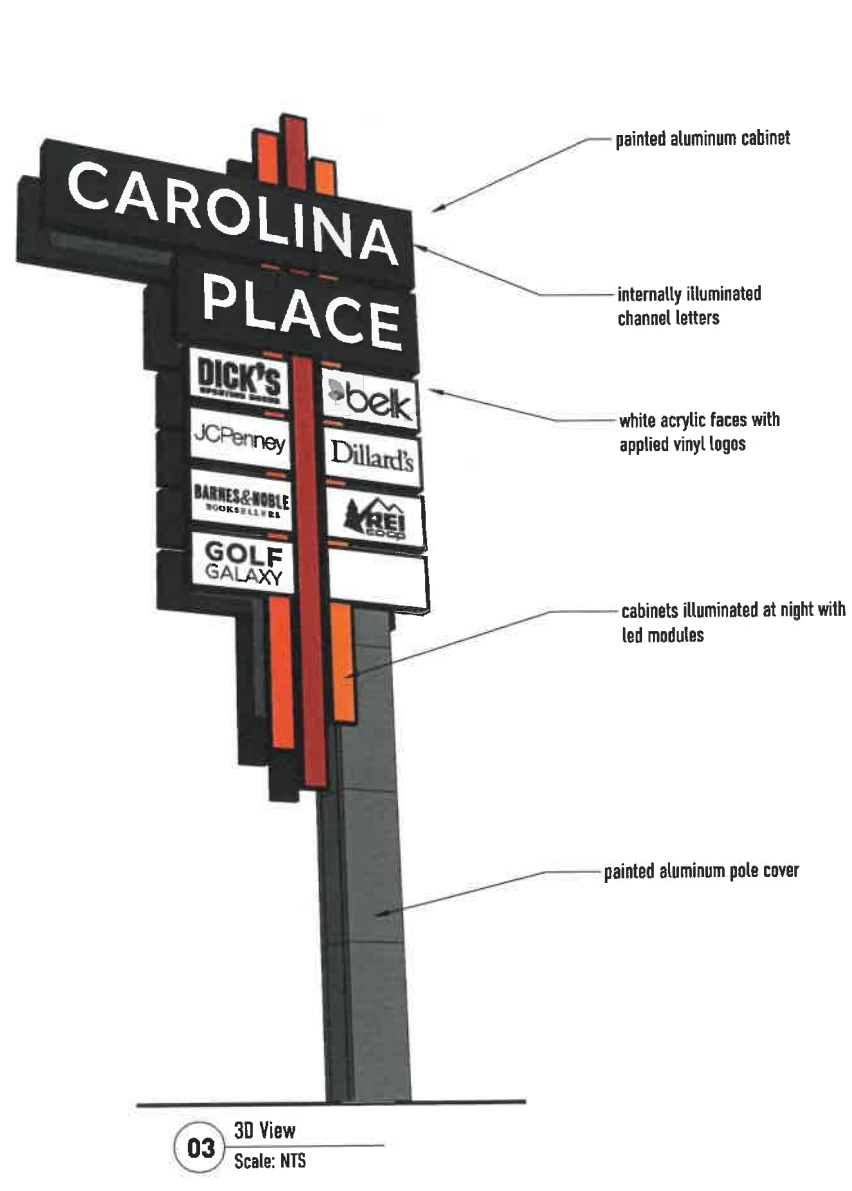
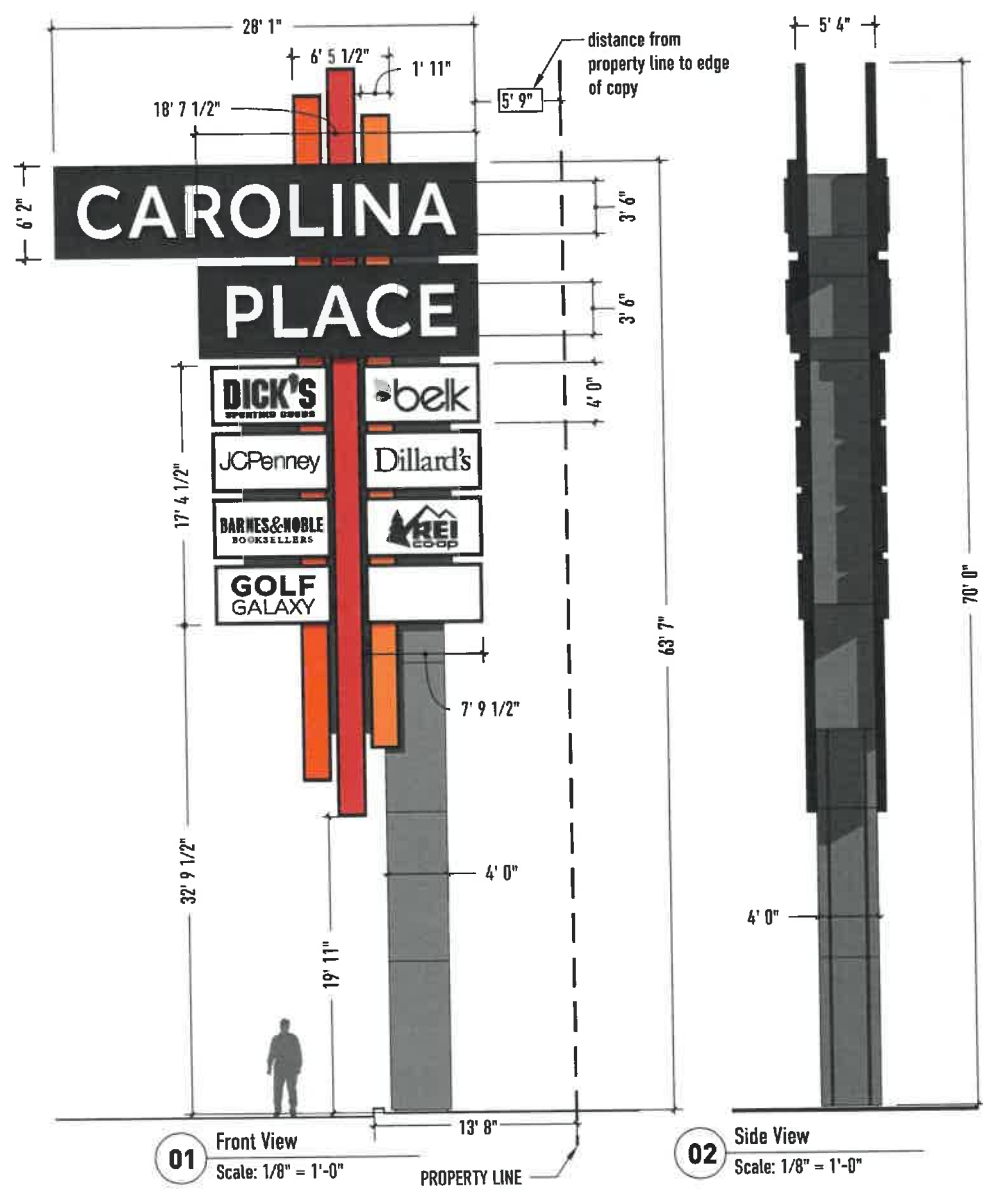


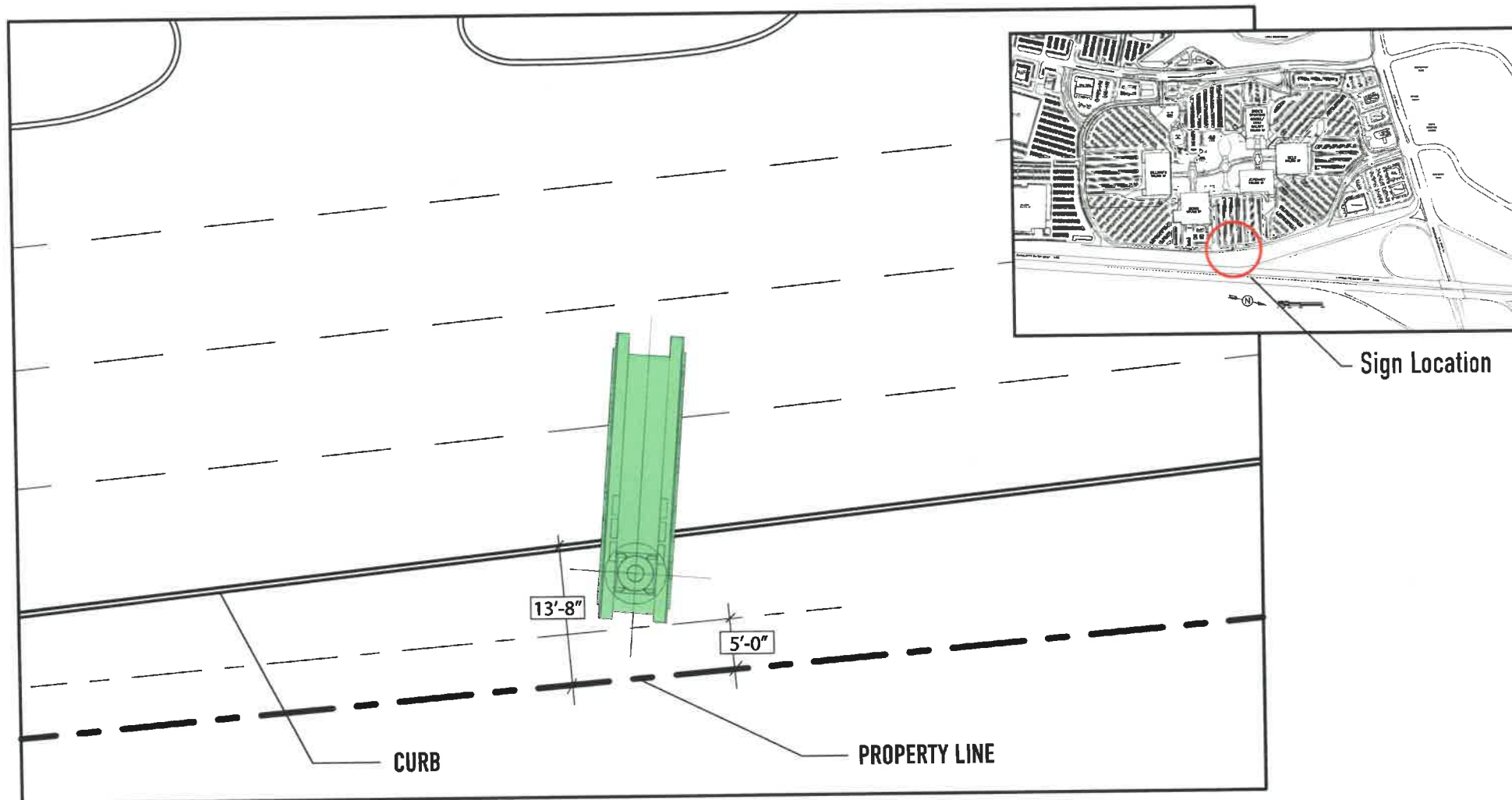


**Pineville, North Carolina**  
**Carolina Place**

**I-485 Sign Design**

05/20/2019

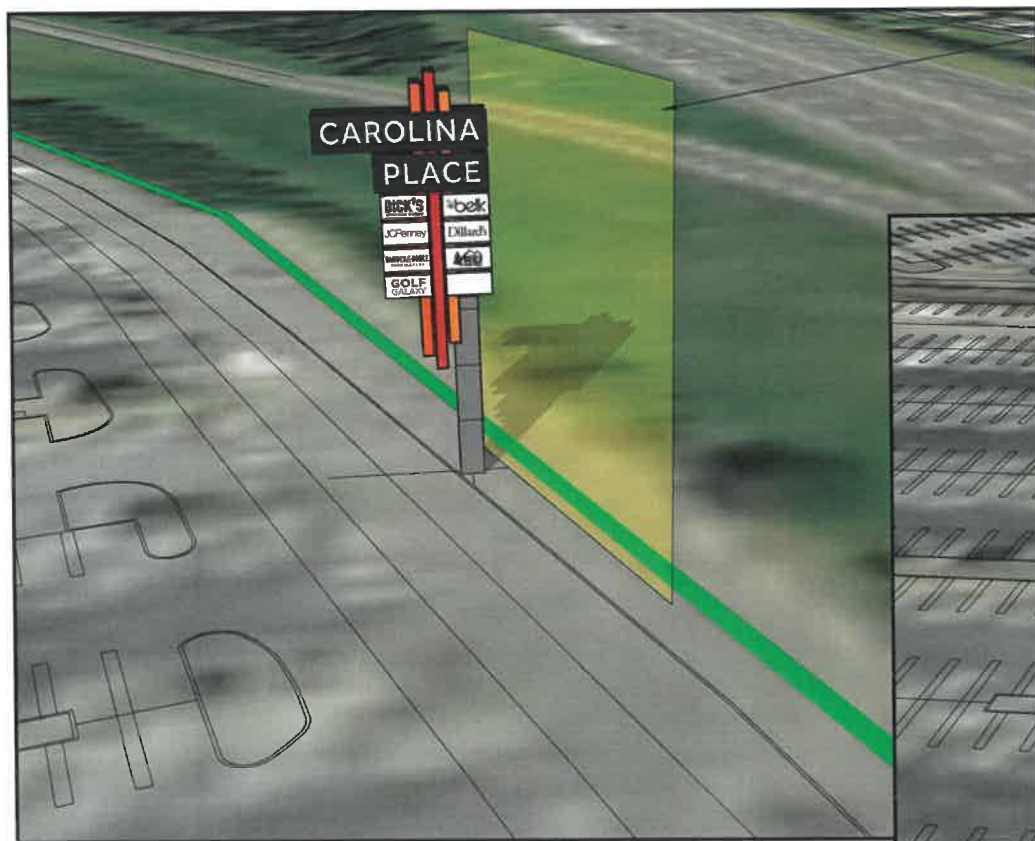




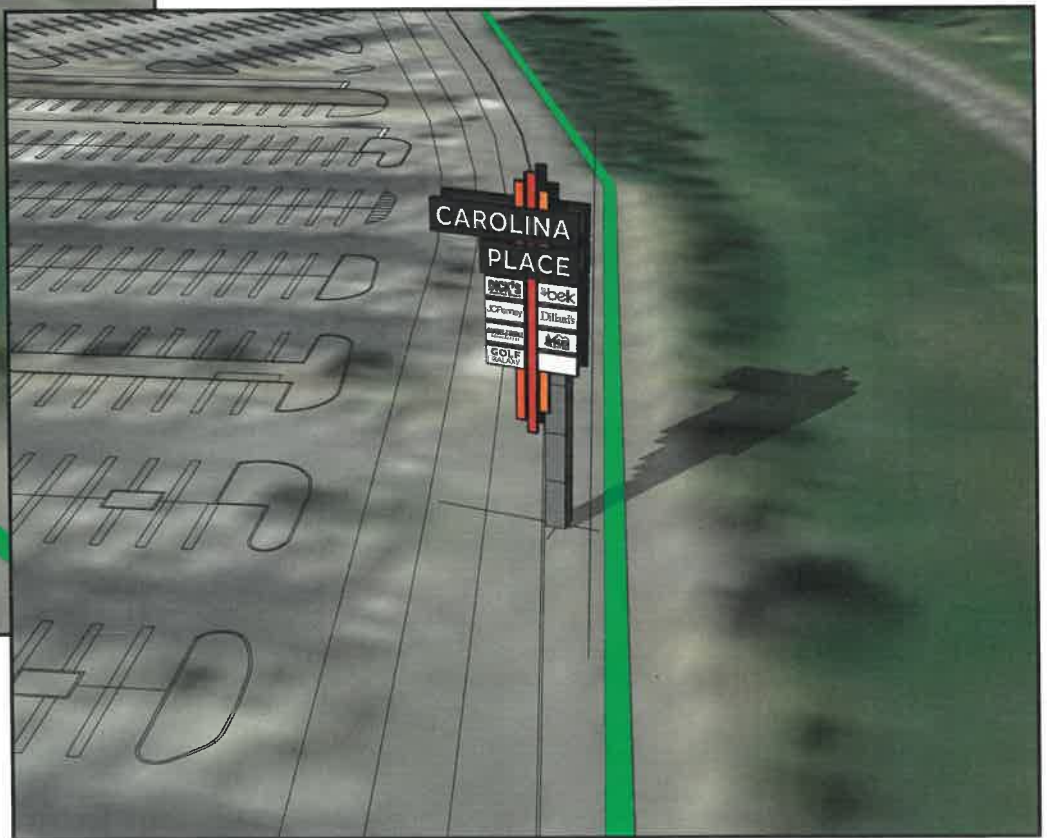
NOTE: ALL SIGN COMPONENTS ARE CLEAR OF THE 5'-0" PROPERTY LINE SET BACK.

01 Site Plan  
Scale: 1:50





yellow plane indicates  
5'-0" offset from property line



01 3D Cad Overlay  
Scale: NTS

02 3D Cad Overlay  
Scale: NTS



01 Render Day  
Scale: NTS



02 Render Night  
Scale: NTS



01 Render Day  
Scale: NTS



02 Render Night  
Scale: NTS





01 Render Day  
Scale: NTS



02 Render Night  
Scale: NTS



01 Render Day  
Scale: NTS



02 Render Night  
Scale: NTS



INTEGRATED SIGN & GRAPHIC, INC.  
 5801 Kingpost Court  
 Lexington, KY 40509  
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Client  
**BROOKFIELD PROPERTIES RETAIL GROUP**

Name of Project  
**Comprehensive Sign Package**  
 Pylon Sign I-485  
 Pylon Sign Hwy. 51  
 Directional Signs

Project Address  
 11025 Carolina Pl Pkwy  
 Pineville, NC 28134

ISG Project Number  
 01942

Original Drawing Date  
 12.09.2010

Last Revision Date  
 04.16.2019

Drawing Title  
**SITE PLAN**

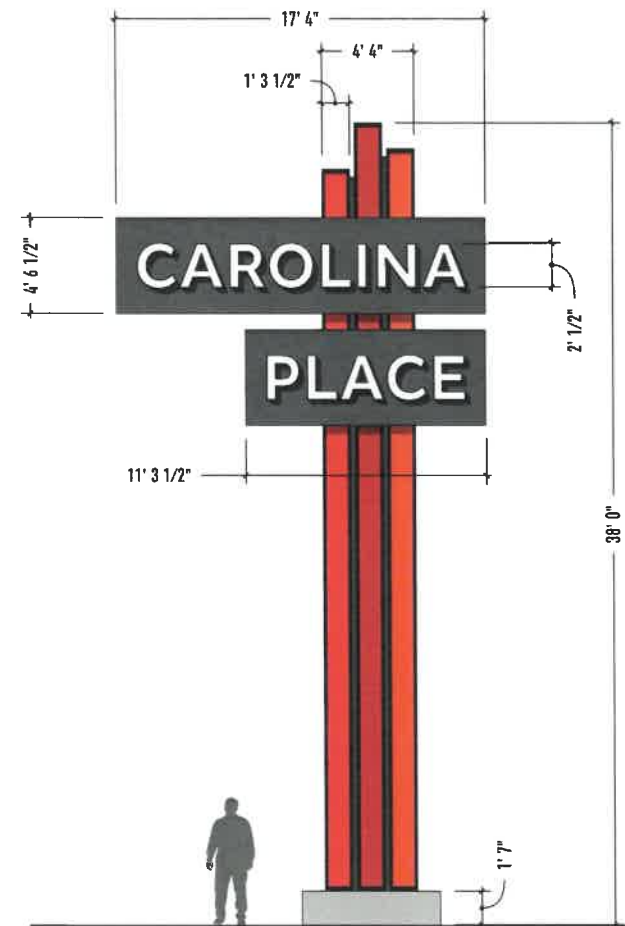


**P1**  
MP03543  
Ruby Laser  
with gloss clear coat  
LRV 15.1

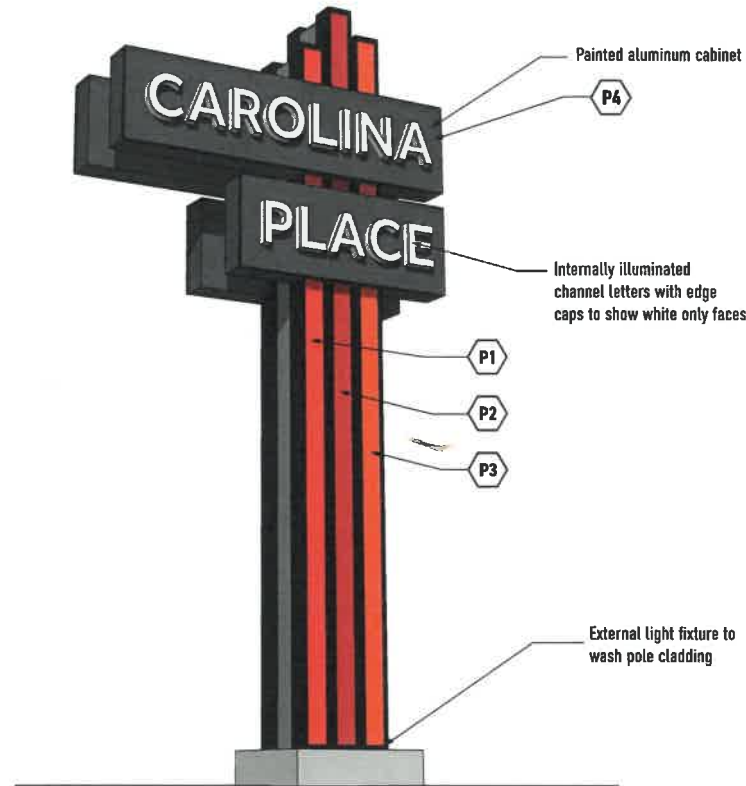
**P2**  
MP11934  
Split Second Red  
with gloss clear coat  
LRV 10.7

**P3**  
MP15194  
Ram Jet Red  
with gloss clear coat  
LRV 17.5

**P4**  
MP19844  
Dauphin Grey Metallic  
with gloss clear coat  
LRV 10.1



**01** Front Elevation  
Scale: 1/8" = 1'-0"



**02** 3D View  
Scale: NTS



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5801 Kingpost Court  
Lexington, KY 40509  
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**Client**  
BROOKFIELD  
PROPERTIES  
RETAIL GROUP

**Name of Project**  
Comprehensive  
Sign Package

**Pylon Sign I-485**  
**Pylon Sign Hwy. 51**  
**Directional Signs**

**Project Address**  
11025 Carelina PI Pkwy  
Pineville, NC 28134

**ISG Project Number**  
01942

**Original Drawing Date**  
12.09.2018

**Last Revision Date**  
04.16.2019

**Drawing Title**

**HWY. 51 SIGN  
ELEVATION**



**01** Photo Daylight Overlay  
Scale: NTS



**02** Photo Night Overlay  
Scale: NTS



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Lexington, KY 40509  
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**Client**

**BROOKFIELD PROPERTIES RETAIL GROUP**

**Name of Project**

**Comprehensive Sign Package**

**Pylon Sign I-485  
Pylon Sign Hwy. 51  
Directional Signs**

**Project Address**

**11025 Carolina Pl Pkwy  
Pineville, NC 28134**

**ISG Project Number**

**01942**

**Original Drawing Date**

**12.09.2018**

**Last Revision Date**

**04.16.2019**

**Drawing Title**

**HWY. 51 SIGN  
RENDERINGS (DAY/  
NIGHT)**

# Memorandum



**To:** Mayor and Town Council

**From:** Ryan Spitzer

**Date:** 5/23/2019

**Re:** Employee Handbook Revisions

---

## **Overview:**

Dornessa will review the revisions to the Employee Handbook and answer any questions Council may have. A copy of the revised Handbook was distributed to Council last month at the end of the Work Session.

As part of our contract with Susan Manning, she reviewed the language. The largest change is the HRA benefits to retirees as was discussed previously. This benefit will go away for retirees July 1, 2019.

## **Attachments:**

None

# Memorandum



**To:** Mayor and Town Council

**From:** Ryan Spitzer

**Date:** 5/23/2019

**Re:** Lynnwood and Lakeview Storm Water and Paving

---

## **Overview:**

The proposed Town FY20 Budget has \$640,000 allocated for the paving of Lynnwood and Lakeview. However, after this past year's increased rainfall amounts flooding in this area has become worse. Town Council wanted to investigate how much it would be to wrap drainage improvements and paving in to one comprehensive project.

The Town contracted LaBella to give a scope of work and a preliminary estimate for the work. The paving number is a firm number because the company has already gave a price for the work and the FDR on the road. The storm drain and curb and gutter work are only estimates and equate to a large portion of this project. Further investigation and an engineering report will have to be done to get a firmer construction ready amount.

Currently in the proposed budget the Town has an additional \$638,000 that could be allocated towards this project and also has \$1.7million in the Storm Water Reserve Fund for this type of work. I would not, though, suggest that the reserve fund be drained past \$1million in case a large emergency arises. These additional monies, along with the money already allocated in the FY20 Budget amounts to about \$2million.

There are several paths forward for this project. Town Council can agree to:

1. Fully fund the project
2. Phase in the project over two years
3. Take out the sidewalk portion of the project and complete in a later year
4. Stick to the original scope and only do the paving portion.

## **Attachments:**

Budget Estimation and Scope  
Drainage Map

## **Recommendation:**

Proceed with the additional scope of this project.









Road Length (ft) 4000  
 Road Width (ft) 20  
 Shoulder Width (ft) 10  
 Curb & Gutter Length (lf) 8000  
 Parking Planting Area (sf) 0  
 Driveways (ea) 45  
 5' Wide Concrete Sidewalk Length (ft) 8000

Item No.	Item Description	Unit	Unit Price	Lynwood Lane (new asphalt and base)		Lynwood Lane (Full Depth Reclamation**)	
				Quantity	Amount	Quantity	Amount
1	Mobilization & Grading (15% of total costs)	LS		1	\$225,000	1	\$217,000
<b>Storm Drainage</b>							
2	15"-18" R.C. Pipe, Class III	LF	\$60	2130	\$127,800	2130	\$127,800
3	24"-30" R.C. Pipe, Class III	LF	\$85	1770	\$150,450	1770	\$150,450
4	36"-42" R.C. Pipe, Class III	LF	\$150	100	\$15,000	100	\$15,000
5	Brick Masonry Endwalls	CY	\$600	5	\$3,000	5	\$3,000
6	Masonry Drainage Structures	EA	\$4,000	30	\$120,000	30	\$120,000
7	Frame, Grate and Hood or Rim and Grates for Masonry Drainage Structures	EA	\$400	30	\$12,000	30	\$12,000
8	Channel Excavation (includes Matting for Erosion Control)	LF	\$25	100	\$2,500	100	\$2,500
<b>Roadway Asphalt - New Stone Base and Pavement</b>							
9	Undercut for unsuitable subbase (assume 15%)	TN	\$30	650	\$19,500	0	\$0
10	Incidental Stone Base (5% of total area for construction activities)	TN	\$35	500	\$17,500	0	\$0
11	Asphalt Concrete Surface Course, Type S9.5C (3")	TN	\$75	1470	\$110,250	0	\$0
12	Full Depth Reclamation	TN	\$75	0	\$0	1	\$342,780
13	Asphalt Binder for Plant Mix	TN	\$500	100	\$50,000	0	\$0
14	Borrow - Average 0.3' depth, for sidewalk section	CY	\$35	1800	\$63,000	1800	\$63,000
14	Compacted Aggregate Base Course (8") - Road	TN	\$35	3910	\$136,850	0	\$0
15	Compacted Aggregate Base Course (6") - Under curb	TN	\$35	880	\$30,800	880	\$30,800
<b>Curb &amp; Gutter, Sidewalk, Driveways, &amp; Retaining Walls</b>							
16	2'-0" Concrete Valley Curb	LF	\$30	8000	\$240,000	8000	\$240,000
17	4" Concrete Sidewalk (assume 0.56 SY per foot)	SY	\$40	4480	\$179,200	4480	\$179,200
18	6" Concrete Driveway aprons (assume 20 SY per 20' wide apron)	SY	\$65	900	\$58,500		\$0
19	6" Concrete Driveway for tie to ex. driveways (assume 20 SY per driveway)	SY	\$65	900	\$58,500	900	\$58,500
20	Concrete Wheelchair Ramps (assume 10 SY per ramp) - Road	SY	\$50	100	\$5,000	100	\$5,000
<b>Landscaping, Lighting, and Pavement Markings</b>							
21	Seeding & Mulching	AC	\$2,000	5	\$10,000	5	\$10,000
<b>Other Items</b>							
22	Traffic Control (1.5% of costs)	LS		1	\$21,000	1	\$20,000
23	Erosion Control (3% of costs)	LS		1	\$42,000	1	\$41,000
24	Utility Relocation (2% of costs)	LS		1	\$28,000	1	\$27,000
<b>2019 Construction Cost Sub-Total</b>					<b>\$1,725,900</b>		<b>\$1,665,000</b>
1.25 factor for Planning & Design, Survey, Easement Acquisition Labor/Legal Costs, Bidding Assistance					\$2,157,400		\$2,081,300
10% Contingency					\$215,700		\$208,100
<b>Total Engineer's Estimate</b>					<b>\$2,373,100</b>		<b>\$2,289,400</b>

**Assumptions:**

Alignment Based on Mecklenburg County Polaris GIS data (not to scale)  
 Street typical section based on Pineville standard for Local Limited Residential Street (Std. 10.06D); sidewalk on both sides of street  
 Assumed seeding and mulching will extend 25 feet from roadway  
 Storm drainage based on preliminary analysis  
 Grading & Mobilization includes:

- |  |                                  |
|--|----------------------------------|
| Removal of existing gravel, asphalt, and curb and gutter | Select Material                  |
| Tree removal and protection                              | Rip rap and filter fabric        |
| All channel/ditch grading                                | Trench Rock removal              |
| Adjustments for manholes, etc.                           | Foundation Conditioning Material |
| Pipe removal and pipe collars                            | Selective vegetation removal     |

\*\* FDR estimation based upon unit prices submitted by local contractor

# Memorandum



**To:** Mayor and Town Council

**From:** Ryan Spitzer

**Date:** 5/23/2019

**Re:** Contracting out Mowing

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## Overview:

The Public Works Department, in the past year, has had a hard time of finding and keeping qualified staff. Over the past year, the department has been down an average of two people. While doing exit interviews with each person, the reason for leaving was monetary. Each one was being offered at least \$3 more at another job.

Due to this chronic shortage, some projects have had to be delayed by the Public Works Department. Councilwoman Davis asked to get a quote on the cost of contracting out the mowing that Public Works completes. The quote is attached to this memo for discussion. If Council would like to proceed in this manner the Town will have to go out for an Invitation to Bid.

A couple of points on the bid:

1. The Town already pays \$18,000 for two of the services quoted. Therefore, they can be removed from the price.
2. The Town is in the process of disposing of the Mill site.
3. The yearly cost is only an estimate based on the proposed number of times each site is mowed. This number could be reduced if a site does not have to be mowed as much.
4. A Public Works position, being paid \$15 per hour equates to about \$40,000 yearly (including benefits).

## Attachments:

Proposed Cost for Mowing

T-N-T Lawn Service  
 PO Box 519, Pineville, NC 28134  
 704-622-1113

For: Town of Pineville  
 Requested Proposal per location

These services are priced as seasonally (growth season) (March – October) and billed monthly for 8 months. If any services are needed for other months of the year, this can be done and billed accordingly.

<u>Location &amp; Services</u>	<u>Services performed (Mar-Oct)</u>	<u>Price</u>	<u>Yearly Total</u>
- 485 by CMC Basic mowing	Approx 18 visits	\$600 per visit	\$10,800
- 51 from Downs to the state Line Basic mowing	Approx 18 visits	\$475 per visit	\$8,550
- Area behind Waldhorn around sub-station Basic mowing	Approx 18 visits	\$150 per visit	\$2,700
- Polk Street @ city limits sign Basic mowing Shrubs trimming around sign area approx. 3 times per growth season	Approx 18 visits	\$200 per visit	\$3,600
- Leitner Drive along shoulder of road (left side going toward Home Depot) (only includes curb along shoulder of roadway) Basic mowing	Approx 18 visits	\$375 per visit	\$6,750
- Dover St. (From Town Hall to the Mill) incl. 2 houses between Mill & Town Hall Basic mowing Shrub trimming (Town Hall only) approx. 3 times per growth season	Approx 26 visits	\$300 per visit	\$7,800
- The Mill Basic mowing of areas discussed <b>Note:</b> Additional \$125 per hour for tractor & operator for bush hogging field as needed	Approx 18 visits	\$750 per visit	\$13,500



<u>Location &amp; Services</u>	<u>Services performed (Mar-Oct)</u>	<u>Price</u>	<u>Yearly Total</u>
- The Cemetery Basic mowing	Approx 18 visits	\$625 per visit	\$11,250
- The field beside the Green House on corner of Johnston & Main Basic mowing, no shrubs included	Approx 18 visits	\$140 per visit	\$2,520
- The Fire Dept. Basic mowing	Approx 18 visits	\$150 per visit	\$2,700
- The Telephone Building Basic mowing Shrub trimming approx. 3 times per growth season	Approx 26 visits	\$175 per visit	\$4,550
- The Farmers Market (corner of Dover & Main) Basic mowing	Approx 18 visits	\$75 per visit	\$1,350
- The Public Works building (incl. vacant lots to left of Post Office) Basic mowing Shrub trimming approx. 3 times per growth season	Approx 26 visits	\$375 per visit	\$9,750
- The field behind Slicers Basic mowing	Approx 18 visits	\$100 per visit	\$1,800
- The Police Department Basic mowing Shrub trimming approx. 3 times per growth season	Approx 26 visits	\$180 per visit	\$4,680
- 3 spots @shoulder of road beginning at Lakeview & Lynnwood intersection Basic mowing	Approx 18 visits	\$100 per visit	\$1,800
- The old Police Dept. Basic mowing Shrub trimming approx. 3 times per growth season	Approx 26 visits	\$160 per visit	\$4,160
			<hr/> <b>\$98,260</b>

# Memorandum



**To:** Mayor and Town Council

**From:** Ryan Spitzer

**Date:** 5/23/2019

**Re:** Video Promotion Services

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## **Overview:**

The Town of Pineville is a member of the National League of Cities (NLC). NLC collaborates with CGI to produce short videos (30 secs. to 1:30 seconds) for member municipalities free of charge with a three-year commitment. These videos are put on the municipality's website for promotion, economic development, etc. The way CGI pays for the production of the video is through the Town giving CGI permission to solicit sponsorship funds from local businesses for advertising around the videos.

I was approached by CGI last week inquiring if the Town was interested in participating; I told CGI that I would propose this to Council for their input.

## **Attachments:**

CGI Material on the program



### Frequently Asked Questions

- **Who is CGI Communications, Inc.?**  
Formed in 1988, CGI Communications, Inc. is the leading provider of high-impact marketing solutions to communities and small businesses. CGI is one of Upstate New York's top growth companies, receiving multiple Top 100 Awards in the Greater Rochester Area.
- **Are there any hidden costs?**  
No, there is never a point where your municipality will see an invoice for any services we provide.
- **What if no businesses sign up for sponsorship?**  
Even if zero sponsors participate, your Community will still receive the program at no cost. There is no threshold or minimum sponsorship requirement.
- **How long is the production time line?**  
The welcome video can be completed with in a few weeks. The entire video production is typically about 12 -14 weeks, but can vary depending on what time of year filming is preferred.
- **What is the relationship between CGI and the United States Conference of Mayors and the National League of Cities?**  
CGI works closely with the USCM and NLC to provide a myriad of digital marketing tools to showcase and promote individual municipalities nationwide. Our Community Showcase Program is an opportunity that both members and non-members can participate in.
- **Who fulfills the sponsorship element of the Community Video Program?**  
CGI takes care of all sponsorship fulfillment, however if your community would like to recommend businesses to have the first right of refusal, we encourage and welcome you to do so.
- **Do we have a choice of what season we are filmed in?**  
Absolutely! It is our goal to film municipalities in the season you feel best represents your community as a whole.
- **Do we need an Official Representative in our Welcome video?**  
Absolutely not! It is your community's choice on whether or not you would like to have a civic leader represented in the welcome video.
- **Does our city have a choice in what type of establishments can participate in the sponsorship fulfillment?**  
Of course! Your community has a say in the types of businesses that are featured. We simply need to know prior to the beginning of the sponsorship fulfillment campaign. For further information, please request CGI's Sponsor Policy.
- **Is there a special rate for non-profit organizations that want to get involved?**  
We provide a Community Organizations chapter that creates an opportunity for local non-profits to garner exposure on our program at no-cost.
- **What is the GoCast Mobile App?**  
GoCast gives you the power to record and upload videos to your official website and social media pages instantly! Operated right from your smart phone or device, GoCast allows you to record up to two minutes of video at a time with no limitation as to how often it's used. It is the perfect solution to adding new content to your website every day! From ribbon cuttings, festivals, departmental messages, emergency notifications, holiday greetings, event promotion...GoCast lets you capture it all.



# 2019 Community Video Program

Name: Ryan Spitzer  
 Title: Town Manager  
 Address: 200 Dover Street  
 Town, State, Zip: Pineville, NC 28134  
 Phone: 704-889-2291 ext. 4168  
 Email: rspitzer@pinevillenc.gov  
 Website: www.pinevillenc.gov

This agreement is between CGI Communications, Inc. ("CGI") and the Town of Pineville (the "Town") and shall remain in effect from the date it is signed by both parties until the third anniversary of the date that the completed and approved Community Video Program is made available for viewer access on different devices via a link on the [www.pinevillenc.gov](http://www.pinevillenc.gov) homepage, including any alternate versions of that homepage.

**During the term of this Agreement, CGI shall:**

- Produce a total of four video chapters with subject matter that includes but is not limited to: Welcome, Education, Healthy Living, Homes / Real Estate
- Provide one Community Organizations chapter to promote charities, nonprofits and community development organizations
- Provide script writing and video content consultation
- Send a videographer to Town locations to shoot footage for the videos
- Reserve the right to use still images and photos for video production
- Provide all aspects of video production and editing, from raw footage to final video including professional voiceovers and background music
- Provide a final draft of Community Video Program content subject to Town's approval (up to 3 sets of revisions allowed). CGI's request for approval of content or revision, including final draft, shall be deemed approved if no response is received by us within 30 days of request
- Provide our patented OneClick™ Technology and encode all videos into multiple streaming digital formats to play on all computer systems, browsers, and Internet connection speeds; recognized player formats include WindowsMedia™ and QuickTime™
- Store and stream all videos on CGI's dedicated server
- Feature business sponsors around the perimeter of video panels
- Be solely responsible for sponsorship fulfillment including all related aspects of marketing, production, printing, and distribution
- Facilitate viewer access of the Community Video Program from Town website, including any alternate versions of Town's homepage, for different devices, by providing HTML source code for a graphic link to be prominently displayed on the [www.pinevillenc.gov](http://www.pinevillenc.gov) website homepage as follows: "Coming Soon" graphic link designed to coordinate with existing website color theme to be provided within 10 business days of execution of this agreement. "Community Video Program" graphic link to be provided to replace the "Coming Soon" link upon completion and approval of videos
- Grant to Town a license to use CGI's Line of Code to link to and/or stream the videos
- Own copyrights of the master Community Video Program
- Assume all costs for the Community Video Program
- Afford businesses the opportunity to purchase various digital media products and services from CGI and its affiliates

**During the term of this Agreement, the Town shall:**

- Provide a letter of introduction for the program on Town's letterhead
- Assist with the content and script for the Community Video Program
- Grant CGI the right to use Town's name in connection with the preparation, production, and marketing of the Program
- Display the "Coming Soon" graphic link prominently on the [www.pinevillenc.gov](http://www.pinevillenc.gov) homepage within 10 business days of receipt of HTML source code
- Display the "Community Video Program" link prominently on its [www.pinevillenc.gov](http://www.pinevillenc.gov) homepage, including any alternate versions of your home page, for viewer access on different devices for the entire term of this agreement
- Ensure that this agreement remains valid and in force until the agreed upon expiration date, regardless of change in administration
- Grant full and exclusive streaming video rights for CGI and its subsidiaries, affiliates, successors and assigns to stream all video content produced by CGI for the Community Video Program
- Agree that the town will not knowingly submit any photograph, video, or other content that infringes on any third party's copyright, trademark or other intellectual property, privacy or publiTown right for use in any video or other display comprising this program.

This Agreement constitutes the entire agreement of the parties and supersedes any and all prior communications, understandings and agreements, whether oral or written. No modification or claimed waiver of any provision shall be valid except by written amendment signed by the parties herein. Town warrants that it is a tax exempt entity. The undersigned, have read and understand the above information and have full authority to sign this agreement.

The Town of Pineville, NC

CGI Communications, Inc.

Signature:

Name (printed):

Name (printed): Nicole Rongo

Title:

Title: Vice President of Marketing and Acquisitions

Date:

Date: May 16, 2019



Dear Valued Business Owner:

The Town of Pineville is excited to announce the new partnership with CGI Communications, Inc. to create a series of professionally produced online videos to highlight everything our community offers residents, visitors, and business owners.

In addition to creating the videos, CGI is ensuring they are seen. Mobile devices have shifted the landscape of business, making it more important than ever to embrace technology as residents of Pineville are able to stream high quality video on every device. For many businesses, getting noticed online can be a challenge, however, **utilizing video dramatically improves visibility and drives more action to your website** than static pages; the demand for video climbing even higher for users on mobile devices. Today, mobile usage has surpassed desktop usage and that number continues to climb. CGI Communications will ensure your video program is future-proof for years to come!

With an easily viewable interface on the official Town website, this video program will encourage viewers to learn more about area attractions, economic development opportunities, quality of life, and the businesses supporting the program. In addition, the Town's official website will backlink to CGI's [www.elocallink.tv](http://www.elocallink.tv), which hosts the Video Tour.

We are dedicated to highlighting the advantages of living and working in Pineville; advantages that include access to our wonderful business community; and we feel that this video program can be widely successful. We encourage you to consider participating in this community-wide program as it provides an exciting opportunity to showcase your business and utilize the power of video on your own websites and social media pages.

To learn more about sponsorship opportunities or to request an appointment please e-mail [BrandonB@cgicompany.com](mailto:BrandonB@cgicompany.com)

Best Regards,

(SIGNATURE)

Signatory  
Title

# Video Production

CGI highlights all aspects of your business with the distinct power of video. You know your business better than anyone, and we broadcast your message clearly and professionally. We work with you to determine the content and present your vision, translated into an engaging tool you can share online with your customers and clients-to-be!



1

## WELCOME

Your project's producer will greet you, introduce themselves and schedule a time where the details can be discussed.



2

## PRODUCTION MEETING

Your producer will call at the agreed upon time to explain each step in detail and ensure the final video includes everything that is important to you. You will also set a shoot date during this meeting, defining a clear deadline for the project.



3

## SCRIPTING

A professional writer will review the information gathered during the production meeting and create a voiceover script that meets all the requirements. You will have final say over the script that is used.



4

## STORYBOARD

Taking the foundation created by the writer, the producer will create the visual guide to your video, listing all people, props, and locations needed as well as the guide for filming the day of the shoot.



5

## VIDEOGRAPHY

The videographer will arrive at the scheduled time and direct the shoot, filming all necessary scenes for your video. The footage will then be sent to your editor, which may take a week or two.



6

## EDITING

The editor will follow the storyboard and place the best footage into a sequence with the recorded voiceover script to create your video for you to review.



7

## APPROVAL

Once all changes you may have are made, your producer will ask for your final approval of the video.



8

## ADD TO WEBSITE

After the video is approved, our web support specialist will ensure the video is embedded into any websites required to display the video.