



**MINUTES OF THE  
PINEVILLE PLANNING BOARD  
TOWN OF PINEVILLE, NORTH CAROLINA  
THURSDAY, SEPTEMBER 20, 2023**

The Pineville Planning Board held its regular meeting on Thursday, September 20, 2023, at the Town Hall Council Chambers located at 505 Main Street, Pineville, NC at 4:30 pm.

**ATTENDANCE**

**Planning Board Members:** Jim Knowles, Thomas White, Dusty Gilvin, and Eric Fransen were in attendance.

**Planning Director:** Travis Morgan

**Town Clerk:** Lisa Snyder

**Carolina Scoops Owner:** Sara Longstreet

**Absent:** Randy Smith

Prior to the start of the meeting, Town Clerk Lisa Snyder gave the oath to new member Dusty Gilvin.

**CALL TO ORDER**

Current Chair, Jim Knowles, called the meeting to order at 4:30 pm and established that a quorum had been met. There was general discussion of whether to vote on officers since this is the first meeting of the year. There was more discussion, and no installation of officers was done at this meeting.

**ORDER OF BUSINESS**

**OLD BUSINESS.** Approval of Minutes for the April 21, 2022, Regular Meeting – Chairman Knowles called for a motion to approve the minutes from the April 21, 2022, regular meeting. There was one typo on the top of page two. A motion was made by Thomas White and seconded by Eric Fransen to approve the minutes with one typo correction. There were ayes by all, and the minutes were approved.

**NEW BUSINESS.** Planning Director Travis Morgan introduced a proposed plan for a social district in downtown Pineville being led by the downtown merchants. He noted that each municipality has to pass their own ordinances where they set the perimeters for this to be done. You can already dine outside with a beverage, this allows you to move from one restaurant to another location, or within an event at Jack Hughes Park, you could sip and walk within the district.

Sara Longstreet, owner of Carolina Scoops Ice Cream, presented the Social District proposal. She stated that there are many North Carolina towns doing this already. This will revitalize the downtown area. Kannapolis was the first to formalize the social district. There are 25 to 30 across the state at this time. In Mecklenburg County, Davidson and Cornelius have done this. We would be the first in South Charlotte. It would benefit our establishments and it would be a good attraction for all the new development that is coming to Pineville. Participation in the district is voluntary and would not be required of any business. Each business could opt in or opt out of the district.

Jack Hughes Park was included within the greater Downtown area to facilitate social flow and promote businesses sales in the downtown area. Currently at some events alcohol sales are permitted but limited to a small confined area within the park. A social district would make Pineville more walkable and would permit sip and stroll between businesses and activities within area. There are some social district signage requirements, which she shared with the Board. Each merchant would have a visible door or window cling to indicate that they are participating. The days and hours that they are suggesting would be seven days a week, from noon until 10:00 pm each day. If they were found after those hours, they would be in violation.

Ms. Longstreet added that 16 oz clear, plastic cups with the Pineville Social District logo on it and reflect "drink responsibility" and display the businesses that are distributing the alcohol have to have their logo on there would also be required. We are discussing using some of the merchant's fund to get these cups for the businesses, initially, to see how it goes and see what the demand is. She also shared a draft of the Social District logo. She further added that in her research, there have been no issue of DUIs so far. The median age is 30, so the participants are pretty responsible.

Board Member Fransen asked if there could be an issue with youth tournaments. Mr. Morgan answered that the district was initially designed specifically around Main Street and he and the town manager thought it should be expanded and be an economic development tool to encompass the whole Main Street block and include Jack Hughes Park. It's an enforcement item now but encourages a person to buy from one of the local businesses, as opposed to bringing in their own cooler or similar.

Board Member White asked if alcohol can be sold on town property? Mr. Morgan answered yes, but they have to be a licensed vendor and be in a designated area. Only an ABC permit holder could be permitted on the property. Board Member White asked if there is an application fee required to help pay for the signs and additional policing and if the ABC vender zone could be expanded to include the baseball stadium instead. Mr. Morgan answered that signs and policing would be absorbed by the town, but the cups would be provided by the merchant and that the park ABC area could possibly be expanded depending on secured access and other ABC requirements.

Board Member White asked if the districts have to be contiguous or can you have pockets? Mr. Morgan replied that you can have multiple ones and they didn't have to be contiguous, but it gets more difficult. Each district needs to be continuous because it's regulated on signage on entering and exiting the district, so the more pockets or sections you have, the more signage you have to have.

Board Member White said he's assuming the sign ordinance would be updated and this would not be held against individual property owners. Mr. Morgan replied, correct signage would not be counted against business sign allotment. Board Member White asked who pays for the signs. Mr. Morgan replied that the town would pay for the social district signs. The district signage and the ordinance would be taken care of as required. The ordering of cups would be the responsibility of the businesses.

Board Member White also asked if there would be additional costs for additional staffing or police. How much of a burden would it put on our police force. He added that he is concerned about Main Street and getting across the RR tracks and how this would be handled. Ms. Longstreet answered and said this has come up several times. She knows that because it's a state highway, it takes a lot to get crosswalks. Mr. Morgan said that the ABC part would be under the umbrella of each permittee. He would look to the police department to see if they would support the proposal or not. There is a crosswalk now and will be moved with the reconfiguration of Johnston Road, and we're pursuing getting a crosswalk somewhere near Cranford Drive.

Chairman Knowles asked if the cups can be reused and if a date shouldn't be on the cup. Ms. Longstreet said that this has been discussed at the downtown merchants' meeting. The cups will display the date and time where the cup was first served.

Board Member Gilvin stated that his concern is also Main Street and a person who has been drinking may be slower to react and might not be aware of the intersection, for example, the one at Dover Street and Main Street; there's somewhat of a blind spot there. Ms. Longstreet replied that Town Manager Ryan Spitzer is looking into getting planters to place at the corners. Mr. Morgan added that the Hawk signal at the Charlotte Catholic is basically a crosswalk minus a car stop intersection. It is a possibility but is used mainly for schools and churches. NCDOT has not supported a traffic light or crosswalk at Cranford thus far because it's near the RR tracks.

Mr. Morgan requested recommendations, likes or dislikes, from the Board to pass on to council. Once he has those, this will go to public hearing and will be open to public comment. It is scheduled to go in front of council at the October 23<sup>rd</sup> Work Session.

Chairman Knowles said that he likes it. It's interesting for Pineville and he's glad it's in the plan. On the other side, people are telling him that it's not for Pineville and possibly a step too far. If he had to vote right now, he would vote no based on what he's heard so far.

Board Member White inquired if people would see this as a privilege and be responsible of if it will create issues for the Town down the road. Mr. Morgan replied the ordinance could be undone with the same process that it was being created should the Town choose. Board Member White said that he would be in favor and that it may be good for downtown.

Board Member Fransen supports it and feels that it makes sense for the long term.

Board Member Gilvin would vote yes for the same reasons. His only recommendation is to include the area that is circled on Mr. Morgan's map (404 Main Street).

Ms. Longstreet surveyed 30 businesses and only 1 was against it.


A motion was made to approve the plan as submitted and discussed with some suggestions that were made by Board Member Eric Fransen with a second made by Board Member Dusty Gilvin. There were three ayes (Eric Fransen, Thomas White and Dusty Gilvin) and one no (Jim Knowles).

Mr. Morgan added that the October 23<sup>rd</sup> workshop begins at 6:00 pm and planning board members are welcome to attend and share their thoughts. Chairman Knowles is very interested to see what the public input is on it.

A motion to adjourn was made by Eric Fransen with a second made by Dusty Gilvin. All ayes.

ADJOURNMENT was at 5:56 pm.

  
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CHAIRMAN

  
\_\_\_\_\_  
DATE

  
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TOWN CLERK