

**CITY OF NEW BERN
BOARD OF ALDERMEN MEETING
MARCH 28, 2023 – 6:00 P.M.
CITY HALL COURTROOM
300 POLLOCK STREET**

1. Meeting opened by Mayor Odham. Prayer Coordinated by Mayor Odham. Pledge of Allegiance.
2. Roll Call.
3. Approve Agenda.

Consent Agenda

4. Consider Adopting a Resolution Calling for a Public Hearing on the 2023 Community Development Block Grant ("CDBG") Program Annual Action Plan.
5. Consider Adopting a Resolution to Initiate the Upset Bid Process for 837 Pavie Avenue.
6. Approve Minutes.

7. Presentation on Juneteenth of New Bern.
8. Conduct a Public Hearing on the Rezoning of Tax Parcel ID 8-044-007; and
 - a) Consider Adopting a Statement of Zoning Consistency or Inconsistency;
 - b) Consider Adopting an Ordinance to Rezone Tax Parcel ID 8-044-007 from C-4 Neighborhood Business District to C-3 Commercial District.
9. Consider Adopting an Ordinance to Amend Article II. Fire Prevention Code of Chapter 30 "Fire Prevention and Protection".
10. Consider Adopting a Resolution Authorizing the Submission of an Application for a Rural Transformation Grant on Behalf of Bradham's Legacy.
11. Appointment(s).
12. Attorney's Report.
13. City Manager's Report.
14. New Business.
15. Closed Session.
16. Adjourn.

Aldermen

Rick Prill
Hazel B. Royal
Robert V. Aster
Johnnie Ray Kinsey
Barbara J. Best
Robert Brinson, Jr.



Jeffrey T. Odham
Mayor
Foster Hughes
City Manager
Brenda E. Blanco
City Clerk
Kimberly A Ostrom
Director of Finance

Memo to: Mayor and Board of Aldermen

From: Foster Hughes, City Manager

Date: March 23, 2023

Re: March 28, 2023 Agenda Explanations

1. Meeting opened by Mayor Jeffrey T. Odham. Prayer Coordinated by Mayor Odham. Pledge of Allegiance.
2. Roll Call.
3. Approve Agenda.

Consent Agenda

4. Consider Adopting a Resolution Calling for a Public Hearing on the 2023 Community Development Block Grant ("CDBG") Program Annual Action Plan.

HUD requires Entitlement Cities to submit an annual Action Plan detailing the intended use of CDBG funding. New Bern's allocation for program year 2023 is \$294,122. Staff received public comments on February 20, 2023. The comments received have been added to the plan, along with goals intended to address priority needs. The draft plan will be available April 07, 2023 on the City's website, in the Office of Development Services, the City Clerk's office, and at the New Bern-Craven County Public Library. It is requested the Board call for a public hearing on April 25, 2023 to also receive comments. A memo from D'Aja Fulmore, Community Development Block Grant Coordinator, is attached.

5. Consider Adopting a Resolution to Initiate the Upset Bid Process for 837 Pavie Avenue.

(Ward 5) After making a presentation before the Redevelopment Commission and receiving its support, Mark Roberts submitted a bid on behalf of Rise Up New Bern LLC for the property at 837 Pavie Avenue. The property is a 0.06-acre parcel that includes a residential structure built in 1925 that is in need of rehabilitation. The bid

of \$12,333 exceeds 50% of the pre-valuation tax value of \$24,580 that was in place at the time the process was initiated. The property was acquired jointly by the City and County in May of 2019 through tax foreclosure. A memo from Brenda Blanco, City Clerk, is attached along with pictures of the property.

6. Approve Minutes.

Minutes from the March 14, 2023 meeting are provided for review and approval.

7. Presentation on Juneteenth of New Bern.

Talina Massey, organizer, will present information on the 2023 Juneteenth of New Bern festival, request the festival be added as a city-sponsored event, and request the City add Juneteenth to its list of observed holidays.

**8. Conduct a Public Hearing on the Rezoning of Tax Parcel ID 8-044-007; and
a) Consider Adopting a Statement of Zoning Consistency or Inconsistency;
b) Consider Adopting an Ordinance to Rezone Tax Parcel ID 8-044-007 from
C-4 Neighborhood Business District to C-3 Commercial District.**

(Ward 2) The owner of Tax Parcel ID 8-044-007, which is located on the east side of Lowes Boulevard by the intersection of Trent Road, requested to rezone the 6.83+/- acre parcel from C-4 Neighborhood Business District to C-3 Commercial District. The Planning and Zoning Board unanimously approved this request at its February 07, 2023 meeting. After conducting a public hearing, the Board is asked to consider adopting a statement of zoning consistency or inconsistency. If a statement of consistency is adopted, the Board is then to consider approving an ordinance to rezone the property. A memo from Jessica Rhue, Director of Development Services, is attached along with a map of the site area.

9. Consider Adopting an Ordinance to Amend Article II. Fire Prevention Code of Chapter 30 "Fire Prevention and Protection".

(Ward 4) The owner of 3301 Neuse Boulevard desires to install three above-ground fuel storage tanks as part of the daily operations of Maple Cypress Tree Service. Pursuant to Section 30-40 of Article II "Fire Prevention Code" of Chapter 30 "Fire Prevention and Protection", the ordinance must be amended to add this site as an approved district for above-ground fuel storage. A memo from Johnathon Gaskins, Fire Marshal, is attached.

10. Consider Adopting a Resolution Authorizing the Submission of an Application for a Rural Transformation Grant on Behalf of Bradham's Legacy.

(Ward 1) Staff is seeking authorization to submit a grant application through the NC Department of Commerce for a Rural Transformation Grant in the amount of \$950,000. If awarded, the funds would be used to develop a city-owned building to

house a museum for the purpose of educating the public on Pepsi's historical relationship with New Bern.

11. Appointment(s).

Due to a conflict, Travis Oakley has resigned from the Planning and Zoning Board. A new appointment is needed to fill the remainder of his term, which will expire on June 30, 2025. This seat is appointed by Ward 1, and Alderman Rick Prill is asked to make an appointment to fill the vacancy.

12. Attorney's Report.

13. City Manager's Report.

14. New Business.

15. Closed Session.

16. Adjourn.

INDIVIDUALS WITH DISABILITIES REQUIRING SPECIAL ASSISTANCE SHOULD CALL
639-2931 NO LATER THAN 3 P.M. THE DATE OF THE MEETING

AGENDA ITEM COVER SHEET

Agenda Item Title:

Consider Adopting a Resolution Calling for a Public Hearing on the 2023 Community Development Block Grant Program (CDBG) Annual Action Plan.

Date of Meeting: 3/28/2023	Ward # if applicable: N/A
Department: Development Services	Person Submitting Item: D'Aja Fulmore, Community Development Coordinator
Call for Public Hearing: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Date of Public Hearing: 4/25/2023

Explanation of Item:	The U.S. Department of Housing and Urban Development (HUD) requires Entitlement Cities to submit an Annual Action Plan detailing the intended use of CDBG funding for the 2023 program year. The City of New Bern is receiving an allocation of \$294,122 in Entitlement funds. The 2023 Annual Action Plan details how this funding will be used.
Actions Needed by Board:	Adopt Resolution
Backup Attached:	Memo, Resolution
Is item time sensitive? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	

Cost of Agenda Item:
If this requires an expenditure, has it been budgeted and are funds available and certified by the Finance Director? <input type="checkbox"/> Yes <input type="checkbox"/> No

Additional Notes:



MEMORANDUM

TO: Mayor Jeffrey Odham, City of New Bern Board of Aldermen

FROM: D'Aja Fulmore, Community Development Block Grant Coordinator

DATE: March 7, 2023

SUBJECT: Consider Adopting a Resolution Calling for a Public Hearing on the 2023 Community Development Block Grant Program (CDBG) Annual Action Plan.

Background Information:

The 2023 Annual Action Plan provides a summary of the actions, activities, and the specific federal and non-federal resources that will be used to address the priority needs and specific goals identified in the Strategic Plan section of the Consolidated Plan for the 2023 year. The Annual Action Plan also serves as the City's application for funding under the Entitlement Cities program.

The Department of Housing and Urban Development (HUD) has allocated \$294,122 in CDBG funds for the City of New Bern's 2023 Program Year. On Monday, February 20, 2023, CDBG staff conducted a public hearing in the Development Services Conference Room to receive public comment regarding community needs. Comments received have been added to the plan, along with goals intended to address priority needs.

This public hearing will provide an opportunity for citizens to provide any comments or concerns related to the plan. Any comments from the public hearing will be summarized and added to the plan which will be submitted to HUD for review and approval.

Recommendation:

Consider Adopting a Resolution Calling for a Public Hearing to be held April 25, 2023, for the 2023 Annual Action Plan for the CDBG Program.

If you have any questions or need additional information, please contact D'Aja Fulmore at 252-639-7586 or Chris Seaberg at 252-639-7580.

RESOLUTION BY THE BOARD OF ALDERMEN OF THE CITY OF NEW BERN

WHEREAS the Board of Aldermen of the City of New Bern desires to call for a public hearing to receive public comments on the 2023 Annual Action Plan for the 2023 Annual Action Plan for the Community Development Block Grant (CDBG) Program.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF ALDERMEN OF THE CITY OF NEW BERN:

That a public hearing will be conducted by the Board of Aldermen of the City of New Bern at 6:00 p.m. on Tuesday, April 25, 2023 in the City Hall Courtroom, or as soon thereafter as the matter may be reached, in order that all interested parties may be given an opportunity to be heard on a request to hold a public hearing on the 2023 Annual Action Plan for the 2023 Annual Action Plan for the Community Development Block Grant ("CDBG") Program.

ADOPTED THIS THE 28th DAY OF MARCH 2023.

JEFFREY T. ODHAM, MAYOR

BRENDA E. BLANCO, CITY CLERK

AGENDA ITEM COVER SHEET

Agenda Item Title:

Consider Adopting a Resolution to Initiate the Upset Bid Process for 837 Pavie Avenue

Date of Meeting: 3/28/2023	Ward # if applicable: 5
Department: City Clerk	Person Submitting Item: Brenda Blanco
Call for Public Hearing: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Date of Public Hearing: N/A

Explanation of Item:	Rise Up New Bern LLC has tendered an offer of \$12,333 for the purchase of 837 Pavie Avenue. The property consists of a 1925 residential structural in need of rehabilitation on a 0.06-acre lot. It was acquired jointly by the City and County in 2019 through tax foreclosure.
Actions Needed by Board:	Consider adopting the resolution
Backup Attached:	Memo, resolution, offer to purchase, map and pictures of the property
Is item time sensitive? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	

Cost of Agenda Item:
If this requires an expenditure, has it been budgeted and are funds available and certified by the Finance Director? <input type="checkbox"/> Yes <input type="checkbox"/> No

Additional Notes:

Aldermen

Rick Prill
Hazel B. Royal
Robert V. Aster
Johnnie Ray Kinsey
Barbara J. Best
Robert Brinson, Jr.



Jeffrey T. Odham

Mayor

Foster Hughes

City Manager

Brenda E. Blanco

City Clerk

Kimberly A. Ostrom

Director of Finance

MEMO TO: Mayor and Board of Aldermen

FROM: Brenda Blanco, City Clerk

DATE: March 17, 2023

SUBJECT: Offer to Purchase 837 Pavie Avenue

On behalf of Rise Up New Bern LLC, Mark Roberts inquired about the property at 837 Pavie Avenue in December 2022. He was advised the property was within the boundaries of the Redevelopment Commission and would require the Commission's support. He made a presentation before the Redevelopment Commission at its January 11, 2023 meeting to express his interest in the property. After considering Mr. Roberts' proposed plan, the Commission adopted a resolution on March 08, 2023 recommending the Board of Aldermen accept a bid and initiate the upset bid process.

On March 15, 2023, Mr. Roberts submitted a bid in the amount of \$12,333. The property includes a residential structural that was built in 1925 and needs rehabbing. It is situated on a 0.06-acre parcel. At the time the process was initiated, the pre-revaluation tax value of the property was \$24,580. The bid exceeds 50% of that value. The City and County acquired the property in May of 2019 through tax foreclosure.

/beb

RESOLUTION

THAT WHEREAS, the City of New Bern and Craven County own certain real property identified as 837 Pavie Avenue, Craven County parcel identification number 8-007-097; and

WHEREAS, North Carolina General Statute § 160A-269 permits the City to sell property by upset bid after receipt of an offer for the property; and

WHEREAS, the City and Craven County have received an offer to purchase the above described property in the amount of \$12,333.00 submitted by Rise Up New Bern LLC; and

WHEREAS, Rise Up New Bern LLC has paid the required five percent (5%) deposit on the offer.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF ALDERMEN OF THE CITY OF NEW BERN:

Section 1. The Board of Aldermen of the City of New Bern authorizes the sale of its interest in the property described above through the upset bid procedure of North Carolina General Statute § 160A-269.

Section 2. The City Clerk shall cause a notice of the proposed sale to be published. The notice shall describe the property and the amount of the offer, and shall state the terms under which the offer may be upset.

Section 3. Persons wishing to upset the offer that has been received shall submit a sealed bid with their offer to the office of the City Clerk within ten (10) days after the notice of sale is published. At the conclusion of the 10-day period, the City Clerk shall open the bids, if any, and the highest such bid will become the new offer. If there is more than one bid in the highest amount, the first such bid received will become the new offer.

Section 4. If a qualifying higher bid is received, the City Clerk shall cause a new notice of upset bid to be published, and shall continue to do so until a 10-day period has passed without any qualifying upset bid having been received. At that time, the amount of the final high bid shall be reported to the Board of Aldermen.

Section 5. A qualifying higher bid is one that raises the existing offer by not less than ten percent (10%) of the first \$1,000.00 of that offer and five percent (5%) of the remainder of that offer.

Section 6. A qualifying higher bid must also be accompanied by a deposit in the amount of five percent (5%) of the bid; the deposit may be made in cash, cashier's check or certified check. The City will return the deposit on any bid not accepted, and will return the deposit on an offer subject to upset bid if a qualifying higher bid is received. If the City and County accept the final high bid, the deposit of the final high bidder will be applied to the purchase price at closing, and if the final high bidder is unable to complete the purchase of the property, the deposit shall be forfeited.

Section 7. The terms of the final sale are:

(a) The Board of Aldermen must approve the final high offer before the sale is closed, which it may do within thirty (30) days after the final upset bid period has passed; and

(b) The buyer must pay with cash at the time of closing.

Section 8. The City reserves the right to withdraw the property from sale at any time before the final high bid is accepted, and the right to reject all bids at any time, specifically including the initial offer.

Section 9. If no qualifying upset bid is received after the initial public notice, and if the offer set forth above has not been subsequently rejected, the offer set forth above is hereby accepted, and the appropriate city officials are authorized to execute the instruments necessary to convey the property to Rise Up New Bern LLC.

ADOPTED THIS 28th DAY OF MARCH, 2023.

JEFFREY T. ODHAM, MAYOR

BRENDA E. BLANCO, CITY CLERK

NORTH CAROLINA

OFFER TO PURCHASE AND CONTRACT

CRAVEN COUNTY

Rise up New Bern LLC, as Buyer, hereby offers to purchase and **CRAVEN COUNTY and the City of New Bern**, collectively as Seller, upon acceptance of said offer, agrees to sell and convey, all of that plot, piece or parcel of land described below (hereafter referred to as the "Property"), upon the following terms and conditions:

1. REAL PROPERTY: Located in or near the City of New Bern, Craven County, North Carolina, being known as and more particularly described as:

Street Address: 837 Paule Ave

Subdivision Name: Duffy Field

Tax Parcel ID No.: 8-007-097

Plat Reference:

Being all of that property more particularly described in Deed Book 3569, Page 0525 in the Craven County Registry.

2. PURCHASE PRICE: The purchase price is \$ 12,333.00 and shall be paid as follows:

(a) \$ 1,000.00, EARNEST MONEY DEPOSIT with this offer by ☐ cash ☒ bank check ☐ certified check to be held by Seller until the sale is closed, at which time it will be credited to Buyer, or until this contract is otherwise properly terminated. In the event this offer is not accepted, then all earnest monies shall be refunded to Buyer. In the event of breach of this contract by Seller, all earnest monies shall be refunded to Buyer upon Buyer's request. In the event of breach of this contract by Buyer, then all earnest monies shall be forfeited to Seller upon Seller's request, but such forfeiture shall not affect any other remedies available to Seller for such breach.

(b) \$ 11,333.00, BALANCE of the purchase price in cash or readily available funds at Closing.

3. CONDITIONS:

(a) This contract is not subject to Buyer obtaining financing.

(b) The Property must be in substantially the same or better condition at Closing as on the date of this offer, reasonable wear and tear excepted.

(c) The Property is being sold subject to all liens and encumbrances of record, if any.

(d) Other than as provided herein, the Property is being conveyed "as is".

(e) This contract is subject to the provisions of G.S. §160A-269. Buyer acknowledges that this contract is subject to certain notice provisions and the rights in others to submit upset bids in accordance therewith.

(f) Title shall be delivered at Closing by QUITCLAIM DEED

4. SPECIAL ASSESSMENTS: Seller makes no warranty or representation as to any pending or confirmed governmental special assessments for sidewalk, paving, water, sewer, or other improvements on or adjoining the Property, or pending or confirmed owners' association special assessments. Buyer shall take title subject to all pending assessments, if any.

5. PAYMENT OF TAXES: Any ad valorem taxes to which the Property is subject shall be paid in their entirety by Buyer.

6. EXPENSES: Buyer shall be responsible for all costs with respect to any title search, title insurance, recording of the deed, and its legal fees. Seller shall pay for preparation of a deed and all other documents necessary to perform Seller's obligations under this agreement, and for any excise tax (revenue stamps) required by law.

7. EVIDENCE OF TITLE: Not Applicable.

8. CLOSING: Closing shall be defined as the date and time of recording of the deed. All parties agree to execute any and all documents and papers necessary in connection with Closing and transfer of title within thirty (30) days of the granting of final approval of the sale by Craven County's Board of Commissioners and the City of New Bern's Board of Aldermen pursuant to G.S. §160A-269. The deed is to be made to Rise up New Bern LLC.

9. POSSESSION: Unless otherwise provided herein, possession shall be delivered at Closing.

10. PROPERTY INSPECTION, APPRAISAL, INVESTIGATION:

(a) This contract is not subject to inspection, appraisal or investigation, as the Property is being bought "as is." Seller makes no representation as to water, sewer, conditions, title, access, or fitness for any intended use.

(b) **CLOSING SHALL CONSTITUTE ACCEPTANCE OF THE PROPERTY IN ITS THEN EXISTING CONDITION.**

11. RIGHT OF ENTRY, RESTORATION AND INDEMNITY: Buyer and Buyer's agents and contractors shall not have the right to enter upon the Property for any purpose without advance written permission of the Seller. If such permission is given, Buyer will indemnify and hold Seller harmless from all loss, damage, claims, suits or costs, which shall arise out of any contract, agreement, or injury to any person or property as a result of any activities of Buyer and Buyer's agents and contractors relating to the Property. This indemnity shall survive this contract and any termination hereof.

12. OTHER PROVISIONS AND CONDITIONS: (ITEMIZE ALL ADDENDA TO THIS CONTRACT AND ATTACH HERETO.): None.

Buyer Initials

RR

Seller Initials

13. **RISK OF LOSS:** The risk of loss or damage by fire or other casualty prior to Closing shall be upon Seller.

14. **ASSIGNMENTS:** This contract may not be assigned without the written consent of all parties, but if assigned by agreement, then this contract shall be binding on the assignee and the assignee's heirs, successors or assigns (as the case may be).

15. **PARTIES:** This contract shall be binding upon and shall inure to the benefit of the parties, i.e., Buyer and Seller and their heirs, successors and assigns. As used herein, words in the singular include the plural and the masculine includes the feminine and neuter genders, as appropriate.

16. **SURVIVAL:** If any provision herein contained which by its nature and effect is required to be observed, kept or performed after the Closing, it shall survive the Closing and remain binding upon and for the benefit of the parties hereto until fully observed, kept or performed.

17. **ENTIRE AGREEMENT:** This contract contains the entire agreement of the parties and there are no representations, inducements or other provisions other than those expressed herein. All changes, additions or deletions hereto must be in writing and signed by all parties.

18. **NOTICE AND EXECUTION:** Any notice or communication to be given to a party herein may be given to the party or to such party's agent. This offer shall become a binding contract (the "Effective Date") when signed by both Buyer and Seller and such signing is communicated to the offering party. This contract is executed under seal in signed multiple originals, all of which together constitute one and the same instrument, with a signed original being retained by each party, and the parties adopt the word "SEAL" beside their signatures below.

BUYER:

(If an individual)

____ (SEAL)

Name: _____

Date: _____

Address: _____

Phone: _____

SELLER

CRAVEN COUNTY

By: _____ (SEAL)

Its: _____

Date: _____

(If a business entity) Rise up New Bern LLC

CITY OF NEW BERN

By: [Signature] (SEAL)

Its: Managing Member

Date: 12/28/2022

Address: 1117 W. Craven St

New Bern NC 28560

Phone: 919-614-3658

By: _____ (SEAL)

Its: _____

Date: _____

Offer includes proposed plan to purchase, rehab using prodded from Habitat for Humanity,
Rents with cooperation from Twin Rivers

Buyer Initials [Signature] Seller Initials _____

Craven County Geographic Information System

Craven County does NOT warrant the information shown on this page and should be used ONLY for tax assessment purposes.

This report was created by Craven County GIS reporting services on 12/28/2022 3:46:15 PM

Parcel ID : 8-007 -097
Owner : CRAVEN COUNTY & NEW BERN-CITY OF
Mailing Address : PO BOX 1128 NEW BERN NC 28563
Property Address : 837 PAVIE AVE
Description : 837 PAVIE
Lot Description :



Subdivision :

Assessed Acreage : 0.064 **Calculated Acreage :** 0.060
Deed Reference : 3569-0525 **Recorded Date :** 5 3 2019
Recorded Survey :
Estate Number :
Land Value : \$4,000 **Tax Exempt :** Yes
Improvement Value : \$20,580 **# of Improvements :** 1
Total Value : \$24,580
City Name : NEW BERN **Fire tax District :**
Drainage District : **Special District :**
Land use : RESIDENTIAL - ONE FAMILY UNIT

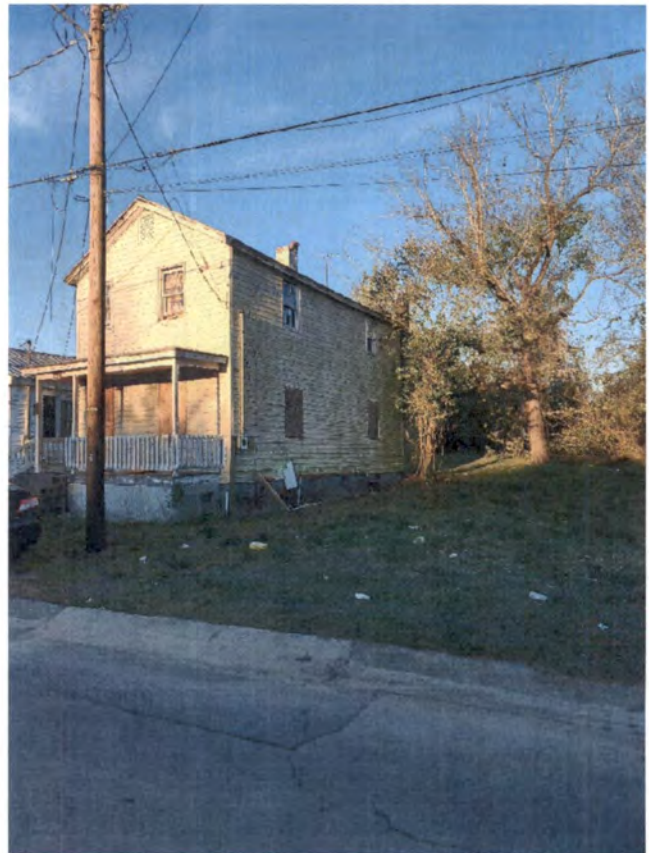
Recent Sales Information

SALE DATE	Sellers Name	Buyers Name	Sale Type	Sale Price
5/3/2019	SMITH, LENA	CRAVEN COUNTY & NEW BERN-CITY OF	STRAIGHT TRANSFER	\$6,500

List of Improvements to Site

Type of Structure	Year Built	Base Area 1st Floor	Value
RESIDENTIAL CONSTRUCTION	1925	630	\$20,580

837 Pavie Avenue



837 Pavie Avenue



Craven County, North Carolina

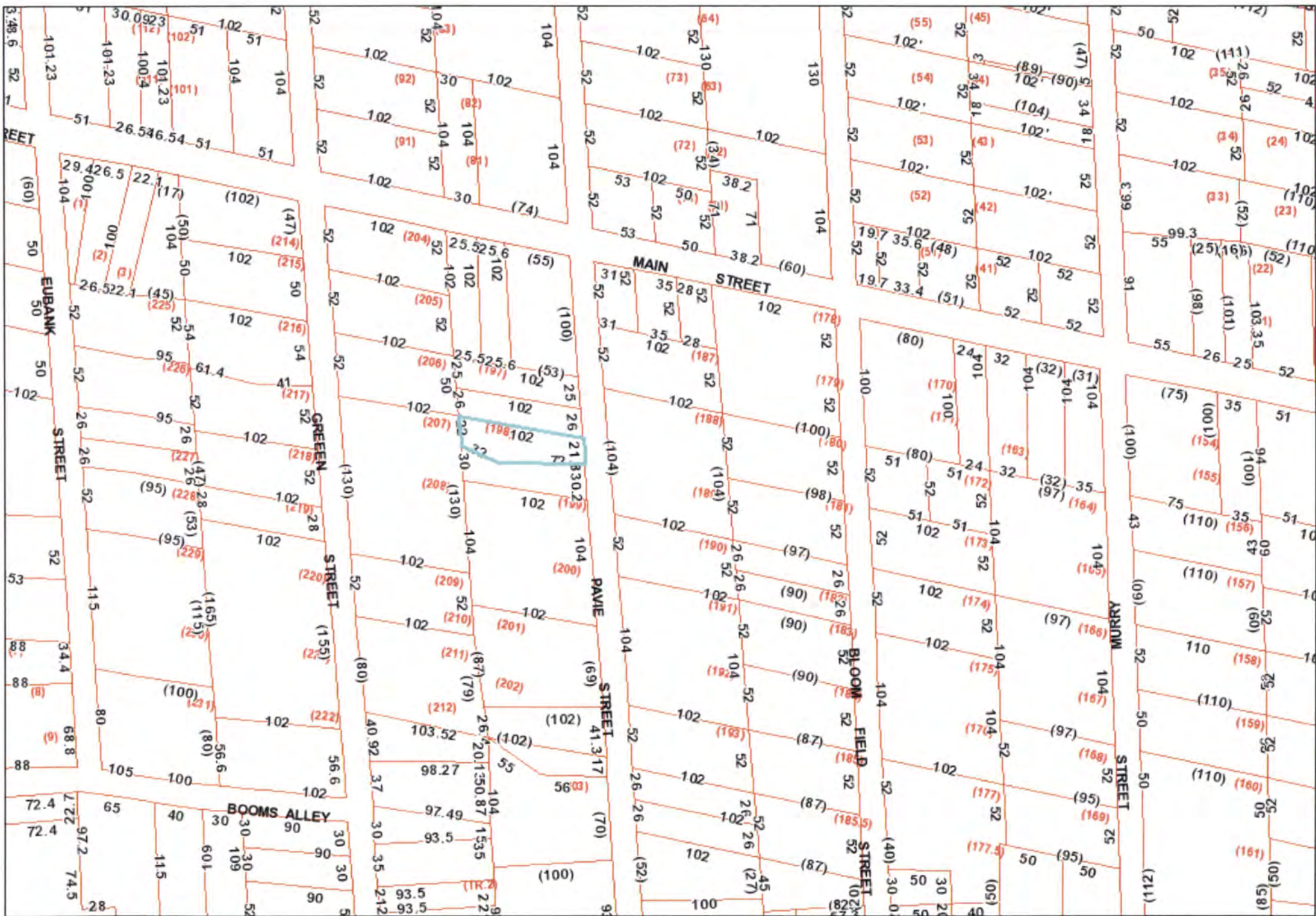
County Property Available For Purchase

Parcel Id 8-007 -097

For additional information contact Gene Hodges, Assistant County Manager at (252) 636-6600

Owner : CRAVEN COUNTY & NEW BERN-CITY OF
Address : 837 PAVIE AVE
Lot Size : 0.06 Acres
Land Value : \$4,000
Improvement Value ... : \$20,580
Total Assessed Value : \$24,580
Description : House on Pavie Ave
County : NEW BERN





Craven County GIS 837 Pavie Avenue

Craven County does NOT warrant the information shown on this map and should be used ONLY for tax assessment purposes. Printed on March 17, 2023 at 1:20:36 PM

1 inch = 102 feet



ESTIMATE OF DIVISION OF PROCEEDS

Property: 837 Pavie Avenue, PID: 8-007-097			
Offer Amount			\$ 12,333.00
Less: Reimb to City for publication of notice of offer (approx)		\$ -	
Balance			\$ 12,333.00
County cost reimbursement		\$ 2,386.87	
City cost reimbursement		\$ 504.11	\$ 2,890.98
Remaining Balance			\$ 9,442.02
County Taxes at Foreclosure	\$ 1,864.67	59.994%	\$ 5,664.60
City Taxes/Priority Liens at Foreclosure	\$ 1,243.45	40.006%	\$ 3,777.42
Total Taxes	\$ 3,108.12		
County Total	\$ 8,051.47		
City Total	\$ 4,281.53		

AGENDA ITEM COVER SHEET

Agenda Item Title:

Presentation on Juneteenth of New Bern

Date of Meeting: 3/28/2023	Ward # if applicable:
Department: City Clerk	Person Submitting Item: Brenda Blanco
Call for Public Hearing: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Date of Public Hearing:

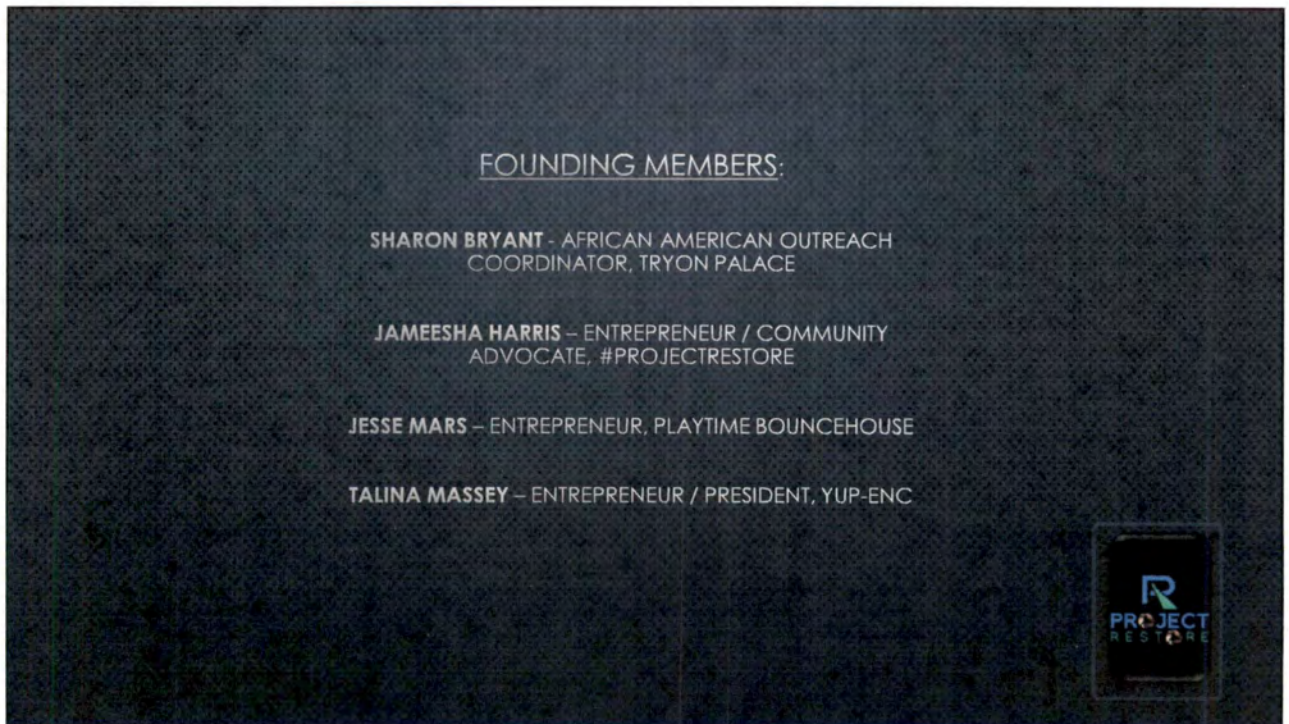
Explanation of Item:	Talina Massey, organizer, will present information on the 2023 Juneteenth of New Bern event, request the event be added as a city-sponsored event, and request the City add Juneteenth to its list of observed holidays.
Actions Needed by Board:	Informational
Backup Attached:	PowerPoint
Is item time sensitive? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	

Cost of Agenda Item:
If this requires an expenditure, has it been budgeted and are funds available and certified by the Finance Director? <input type="checkbox"/> Yes <input type="checkbox"/> No

Additional Notes:



1



2



NORTH CAROLINA'S JUNETEENTH HISTORY

COURTESY OF NC AAHC - INCLUDING NEW BERN'S VERY OWN, USCT REENACTOR B. GEORGE

3

JUNETEENTH of New Bern Celebration

Goal: Create an annual celebration of Juneteenth

Goal: Increase the positive social connections among families, neighbors and cultures

Activities: Historian Lectures, Flag Presentation, City Declaration, Middle School Essay Contest, Commemorative Poem, Reception

Proposed Venue: North Carolina History Center, Bryan Palace

Collaborators: Sharon Bryant, Bryan Palace; Talita Moseley, Project Reborn; Jazminia Harris, City of New Bern

Program Schedule:

- 7:00pm: Present Flag, Poem
- 7:15pm: Read Declaration
- 7:30pm: Lectures: Donald Payton
- 8:15pm: Q&A
- 8:20pm: Present Essay winners, award

JUNETEENTH 200 FOR \$200 ESSAY CONTEST

the 1st Annual Juneteenth Contest of New Bern. We're looking for middle school/high school students to write a minimum of 250 words on:

1. What is Juneteenth?
2. Why do we celebrate this event? (Poem)
3. Why is it important that we continue to celebrate, preserve and share this knowledge, and celebrate cultural diversity? (Poem)

Essay submissions can be emailed to projectreborn75@gmail.com, or given to any diffprojectreborn75@gmail.com member, from 5pm to 7pm on June 15th.

JUNETEENTH 200 FOR \$200 ESSAY CONTEST

the 1st Annual Juneteenth Contest of New Bern. We're looking for middle school/high school students to write a minimum of 250 words on:

1. What is Juneteenth?
2. Why do we celebrate this event? (Poem)
3. Why is it important that we continue to celebrate, preserve and share this knowledge, and celebrate cultural diversity? (Poem)

Essay submissions can be emailed to projectreborn75@gmail.com, or given to any diffprojectreborn75@gmail.com member, from 5pm to 7pm on June 15th.

Trigon Palace African American Lecture Series presents

JUNETEENTH CELEBRATION OF New Bern, NC

JUNETEENTH is an important and historic day for African Americans. It is the day when we celebrate the end of slavery in America. It is a day when we remember the struggles of our ancestors and the sacrifices they made for freedom. It is a day when we celebrate the resilience of our people and the strength of our community.

Donald Payton

FREE EVENT

Thursday, June 15, 2017, 7:00pm
North Carolina History Center
Cultural Performance Hall



NEW BERN'S HISTORY OF PARTICIPATION 2018*

4



5



JUNETEENTH OF NB - 2020 - COVID-19*



6

Juneteenth of New Bern

2021 EVENTS SCHEDULE

- June 11 - Art Walk
- June 12 - Civil Rights: Exploring Your Roots Through Conversations with Community Elders
- June 13 - Juneteenth Week Kickoff
- June 14 - Juneteenth Week Kickoff
- June 15 - Juneteenth Prayer and Praise
- June 16 - Juneteenth Week Kickoff
- June 17 - African American Lecture
- June 18 - Juneteenth Week Kickoff
- June 19 - Juneteenth Week Kickoff
- June 20 - Juneteenth Week Kickoff
- June 21 - Juneteenth Week Kickoff
- June 22 - Juneteenth Week Kickoff
- June 23 - Juneteenth Week Kickoff
- June 24 - Juneteenth Week Kickoff
- June 25 - Juneteenth Week Kickoff
- June 26 - Juneteenth Week Kickoff
- June 27 - Juneteenth Week Kickoff
- June 28 - Juneteenth Week Kickoff
- June 29 - Juneteenth Week Kickoff
- June 30 - Juneteenth Week Kickoff

BLACK HISTORY MONTH ESSAY CONTEST

Civil Rights: Exploring Your Roots Through Conversations with Community Elders

Interview an older person about civil rights and compose an essay of 250-500 words that retells their story.

Cash prizes in three age groups will be awarded during the Juneteenth of New Bern Celebration: Grades 3-6 • Grades 7-9 • Grades 10-12

Upload your essay to the following address: democratic.women@cravendemocrats.org

The deadline is 5 pm on February 28

ART IN THE STREET!

JUNE 19TH FROM 1PM - 5PM ON "ROUNDTREE ST. AND QUEEN"

CHALK ART COMPETITION

KIDS AGED 10-16! TEAMS OF UP TO FIVE MEMBERS!

TO REGISTER YOUR TEAM EMAIL: COLORFEST11NEWBERN@GMAIL.COM

CASH PRIZES: FIRST PLACE \$100 SECOND \$75 HONORABLE MENTIONS ART PACKS

4th Annual Premier JUNETEENTH

ROOFTOP CELEBRATION

FRIDAY JUNE 17TH 7PM doors open

DRESS CODE THEME: AFRICAN TEXTILES IN ALL ITS SPLENDOR

405 MIDDLE STREET, NEW BERN, NC - LAW OFFICE OF OLIVER & CHEEK

21+ EVENT, NETWORKING @ 7PM, MUSIC & FOOD @ 8PM, PRIZES/GAMES

ENTRY: \$30 (MEMBERS) / \$60 (NON-MEMBERS) INCL. 1-DRINK & FOOD \$85 COMBO INCL. MEMBERSHIP / \$150 BIZ TIX INCL. TABLE

HBCU IVINE NINE DAY

WEDNESDAY JUNE 16TH 6 P.M. - 8 P.M.

The Village
1046 Broad St. New Bern, NC 28560

Following Schools Invited
NCCU, NCAT, Shaw, Livingstone, WSSU, ESU, Bennett, JCSU

JONB - 2021-2022




BASKETBALL TOURNAMENT

FREE THROW 8 POINT

2 SHOTS - 4 THROWS - 5-7TH GRADE - 8-11TH GRADE

2PM TO 3PM


6th FIELD - TRAVELERS TRAIL, NEW BERN

7

PRESENTLY, 2022 – 2023

- IN 2007, NORTH CAROLINA BECAME THE 26TH STATE TO **RECOGNIZE JUNETEENTH** AS A STATE HOLIDAY OR A STATE HOLIDAY OBSERVANCE WHEN IT IS RECOGNIZED NATIONALLY. SINCE, SEVERAL NC COUNTIES AND MUNICIPALITIES HAVE OFFERED JUNETEENTH AS A PAID HOLIDAY – SALISBURY, GUILFORD COUNTY, HIGH POINT, CHATHAM COUNTY, TOWN OF CARBORO, ONSLOW COUNTY, TOWN OF WOODFIN, TOWN OF RED SPRINGS, CITY OF GREENVILLE, ROCKY MOUNT, WINSTON-SALEM, TOWN OF MOORESVILLE, TOWN OF BOONE, SCOTLAND COUNTY, MARION, HENDERSON, WAKE COUNTY, BLACK MOUNTAIN, TOWN OF GREEN LEVEL, HERTFORD, TOWN OF FRANKLINTON, DURHAM, VILLAGE OF BALD HEAD ISLAND, FAYETTEVILLE, MONROE, BENSON, ELIZABETH CITY, MARTIN COUNTY, TOWN OF AHOOKIE, MEBANE, GREENSBORO, ORANGE COUNTY, TOWN OF WINFALL, APEX, THOMASVILLE, BLADEN COUNTY, WASHINGTON, TOWN OF STAR, ARCHER LODGE, HOKE COUNTY, MOCKSVILLE, GARNER, SALISBURY, ASHEVILLE, TOWN OF GASTON, KINSTON
- THE CITY OF NEW BERN CURRENTLY HAS A PROCLAMATION ON RECORD THAT RECOGNIZES JUNETEENTH AS A DAY OF CELEBRATION AND URGES ALL CITIZENS TO PARTICIPATE IN CELEBRATIONS AND FESTIVITIES TO RECOGNIZE THE SIGNIFICANCE OF THIS DATE AND CELEBRATE THE FREEDOM AND ACHIEVEMENTS OF AFRICAN AMERICANS, SIGNED BY FORMER MAYOR D. OUTLAW ON 3/13/18.
- NEW BERN'S CULTURAL, ARTISTIC, BUSINESS, JOURNALISTIC, PHILANTHROPIC, WELLNESS, AND EDUCATIONAL COMMUNITIES CONTINUE TO SHOW INTEREST IN THE PLANNING AND EXECUTION OF FUTURE JUNETEENTH EVENTS, AS WELL AS TOURISTS AND VISITORS.
- JONB HAS FORMED VALUABLE PARTNERSHIPS WITH LOCAL ENTREPRENEURS, COMMUNITY STAKEHOLDERS AND PROPERTY OWNERS TO ERECT THE FIRST JUNETEENTH BEAR IN THE FIVE POINTS NEIGHBORHOOD

8




THE CELEBRATION OF JUNETEENTH IS NOT ONLY A SHOWCASE EVENT OF THE AFRICAN AMERICAN COMMUNITY'S POSITIVE CONTRIBUTIONS TO THE AMERICAN WAY OF LIFE, BUT IT ALSO MAKES A STATEMENT FOR ALL AMERICANS THAT THE UNITED STATES IS TRULY THE 'LAND OF THE FREE'

JUNETEENTH IS AN EXPRESSION AND EXTENSION OF AMERICAN FREEDOM AND, LIKE THE FOURTH OF JULY, A TIME FOR ALL AMERICANS TO CELEBRATE OUR INDEPENDENCE, HUMAN RIGHTS, CIVIL RIGHTS AND FREEDOM.

REGINALD D. GREENE

9

JUNETEENTH 2023



AND BEYOND

- Community Action:** The Juneteenth community collaborators have partnered with other city-sponsored events and organizations to preserve history, provide a safe space for families to celebrate, and springboard various business and political ambitions as a tool for community engagement. This year's theme: Encouraging Economic Equality
- City of New Bern Request:** That the city of New Bern NC Government work with the Juneteenth organizers and African-American community to establish another annually celebrated, city supported event during the weekend closest to June 19th in solidarity of their proclamation directive "to participate in celebrations and festivities to recognize the significance of this date" as written by our former mayor.
 - Recommended Services should include those extended during local events such as Mumfest and Duffest
 - Ex: Street closures, Portable restrooms, trash collection, firework sponsorship/support

- Community Action:** To establish a Juneteenth BOD composed of past community collaborators, supporters, volunteers, and residents with the common goal of streamlining the Juneteenth of New Bern festivities, to work as liaison to the city of New Bern and ambassador for surrounding supporting towns/cities for annual event coordination, and to grow interest in the history and continued celebration of Juneteenth in New Bern and surrounding areas.
- City of New Bern Request:** Consider adopting a resolution to recognize Juneteenth as a paid holiday for city workers to encourage the celebration of the freedom and achievements of their fellow Americans and join the community in solidarity to make the Juneteenth Festival a city-sponsored event.

10



QUESTIONS?

FOR MORE INFORMATION

- ENGAGE THE JONB FB/IG PAGE
- EMAIL JUNETEENTHOFNEWBERN@GMAIL.COM
- VISIT WWW.JUNETEENTHOFNEWBERN.COM

AGENDA ITEM COVER SHEET

Agenda Item Title:

Conduct a Public Hearing on the Rezoning of Tax Parcel ID 8-044-007; and a) Consider Adopting a Consistency and Reasonableness Statement; and b) Consider Adopting an Ordinance to Rezone Tax Parcel ID 8-044-007 from C-4 Neighborhood Business District to C-3 Commercial District.

Date of Meeting: 3/28/2023	Ward # if applicable: Ward 2
Department: Development Services	Person Submitting Item: Jessica Rhue, Director of Development Services
Call for Public Hearing: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Date of Public Hearing: 3/28/2023

Explanation of Item:	Property owner Price and Poole 2612 Investment Property, LLC is requesting consideration to rezone Tax Parcel ID 8-044-007, totaling 6.83 +/- acres from C-4 to C-3.
Actions Needed by Board:	Conduct Public Hearing, Adopt Ordinance
Backup Attached:	Memo, Ordinance, Signed Planning & Zoning Board Consistency and Reasonableness Statement, Board of Aldermen Consistency and Reasonableness Statement, Zoning Map, Staff Report
Is item time sensitive? <input type="checkbox"/> Yes <input type="checkbox"/> No	

Cost of Agenda Item:
If this requires an expenditure, has it been budgeted and are funds available and certified by the Finance Director? <input type="checkbox"/> Yes <input type="checkbox"/> No

Additional Notes:



MEMORANDUM

TO: Mayor Jeffrey Odham, City of New Bern Board of Aldermen

FROM: Jessica Rhue, Director Development Services

DATE: March 16, 2023

SUBJECT: Conduct a Public Hearing on the Rezoning of Tax Parcel ID 8-044-007; and a) Consider Adopting a Statement of Zoning Consistency and Reasonableness; and b) Consider Adopting an Ordinance to Rezone Tax Parcel ID 8-044-007 from C-4 Neighborhood Business District to C-3 Commercial District.

Price and Poole 2612 Investment Property, LLC. is requesting consideration of a zoning map amendment to rezone 6.83 +/- acres, known as Tax Parcel 8-044-007 from Neighborhood Business (C-4) to Commercial District (C-3). The parcel is located on the east side of Lowes Boulevard at its intersection with Trent Road.

The property has road frontage on both Lowes Boulevard and Trent Road. Additionally, there are several commercial structures located on site. There is a mix of single-family and multi-family dwellings, commercial development, and a school in the vicinity.

The Planning and Zoning Board unanimously approved this application at their February 7, 2023, meeting and recommend approval of the request.

Please contact Jessica Rhue at 639-7587 should you have questions or need additional information.

AN ORDINANCE TO AMEND THE ZONING MAP OF THE CITY OF NEW BERN SO AS TO CHANGE THE ZONING CLASSIFICATION OF PROPERTY OWNED BY PRICE AND POOLE 2612 INVESTMENT PROPERTY, LLC CONSISTING OF APPROXIMATELY 6.83 +/- ACRES LOCATED EAST OF LOWES BOULEVARD AT ITS INTERSECTION WITH TRENT ROAD FROM THE ZONING CLASSIFICATION OF C-4 NEIGHBORHOOD BUSINESS DISTRICT TO C-3 COMMERCIAL DISTRICT

THAT WHEREAS, Price and Poole 2612 Investment Property, LLC owns approximately 6.83 acres, more or less, located east of Lowes Boulevard at its intersection with Trent Road, and is further identified as Craven County Parcel identification number 8-044-007, in the City of New Bern, and an application has been made to change the zoning classification of the subject property from C-4 Neighborhood Business District to C-3 Commercial District consistent with the attached plat entitled “REZONING CASE: 1300 Lowes Blvd. – Approx. 6.83 Acres: PID 8-044-007” prepared by the Development Services Department of the City of New Bern; and

WHEREAS, the Planning and Zoning Board unanimously recommended that said request be approved; and

WHEREAS, the Board of Aldermen of the City of New Bern conducted a duly advertised public hearing with respect to the proposed amendment on March 28, 2023, at which time all interested parties were given an opportunity to be heard; and

WHEREAS, the Board of Aldermen of the City of New Bern deems it advisable and in the public interest to effect said change, as the requested C-3 Commercial District classification is consistent with the City Land Use Plans and nearby land uses.

NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF ALDERMEN OF THE CITY OF NEW BERN:

Section 1. That the zoning map of the City of New Bern be and the same is hereby amended by changing the zoning classification of the subject property owned by Price and Poole 2612 Investment Property, LLC consisting of 6.83 acres, more or less, located at located east of Lowes Boulevard at its intersection with Trent Road, and is further identified as Craven County Parcel identification number 8-044-007, in the City of New Bern, from C-4 Neighborhood Business District to C-3 Commercial District, all more specifically shown on the plat entitled “REZONING CASE: 1300 Lowes Blvd. – Approx. 6.83 Acres: PID 8-044-007” prepared by the Development Services Department of the City of New Bern, a copy of which is attached hereto and incorporated herein by reference.

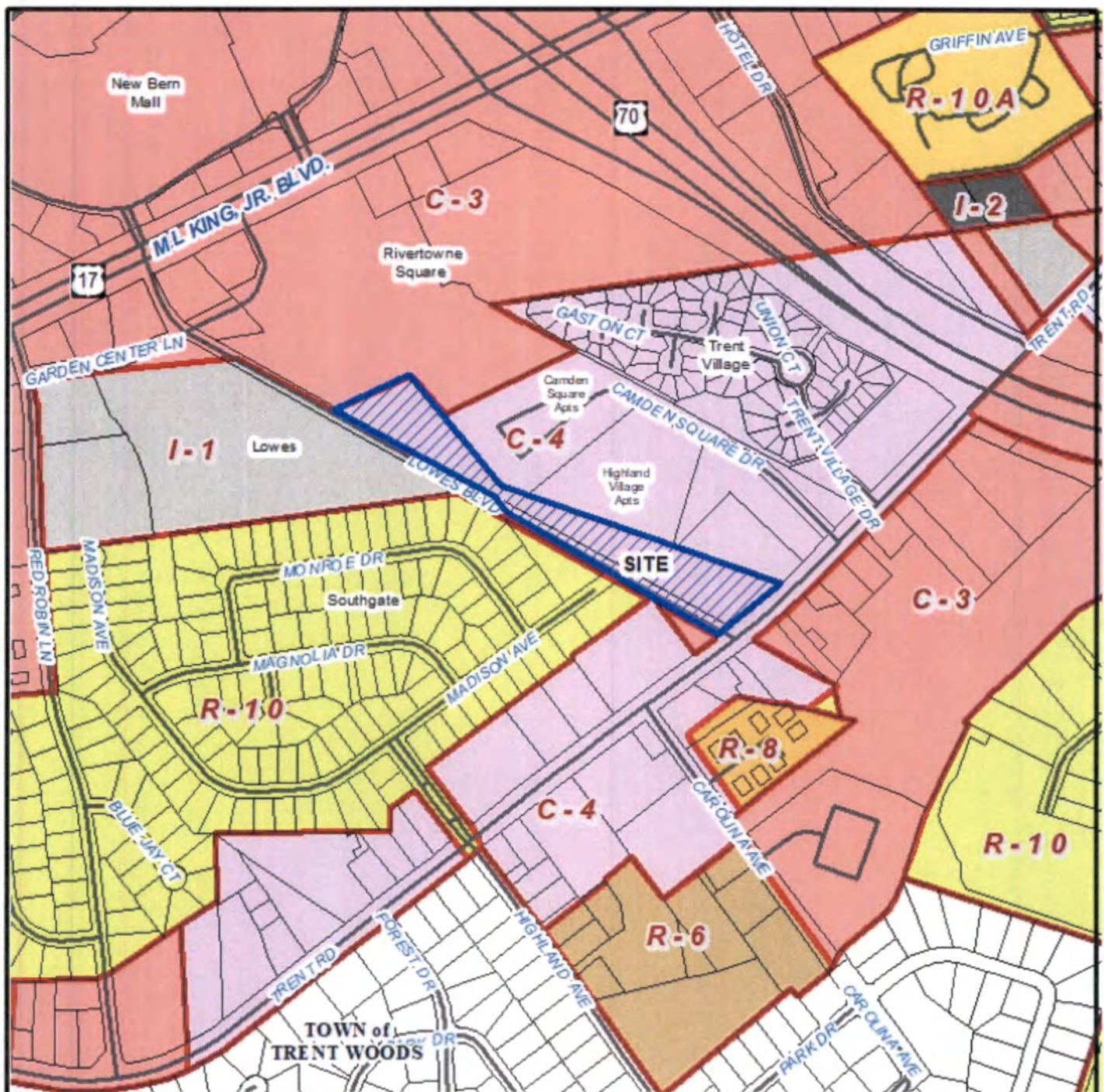
Section 2. That the Board deems it in the public interest to rezone the subject property consistent with the attached plat as the requested Zone C-3 Commercial District classification is consistent with the City Land Use Plans and nearby land uses.

Section 3. That this ordinance shall be in full force and effect from and after its adoption and publication as required by law.

ADOPTED THIS 28th DAY OF MARCH 2023.

JEFFREY T. ODHAM, MAYOR

BRENDA E. BLANCO, CITY CLERK



REZONING CASE: 1300 Lowes Blvd. - Approx. 6.83 Acres: PID: 8-044 - 007

LOCATION: Northeast side of Lowes Blvd. and Trent Rd.



Existing Zone: C-4
Proposed Zone: C-3



Zoning Boundaries

Imagery Early 2020

N CITY of NEW BERN
Development
Services

Scale: 1 = 600 ft

0 300 600 1,200
Feet

Aldermen

Rick Prill
Hazel B. Royal
Robert V. Aster
Johnnie Ray Kinsey
Barbara J. Best
Robert Brinson, Jr.



300 Pollock Street, P.O. Box 1129
New Bern, NC 28563-1129
(252) 636-4000

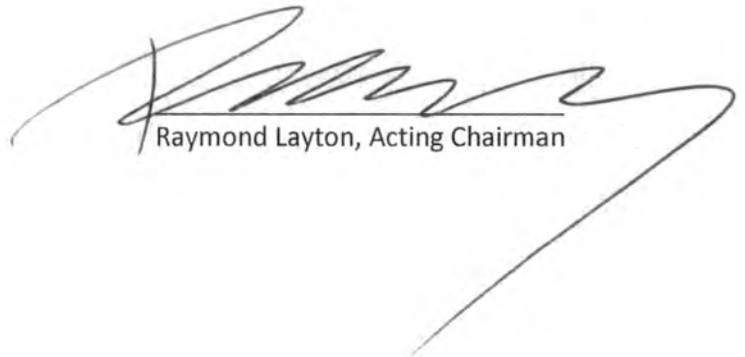
Jeffrey T. Odham
Mayor

Foster Hughes
City Manager
Brenda E. Blanco
City Clerk
Kimberly A. Ostrom
Director of Finance

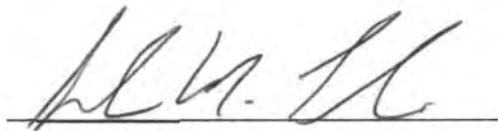
Whereas, the City of New Bern Planning and Zoning Board has reviewed a petition to adopt a new zoning map amendment and finds the proposed zoning map amendment to be consistent with the Future Land Use Map;

NOW, THEREFORE BE IT RESOLVED, by the City of New Bern Planning and Zoning Board that the proposed zoning map amendment and presented documentation are found to be consistent with the City's Future Land Use; and are determined to be reasonable and in the public interest.

Adopted this the 7th day of February 2023



Raymond Layton, Acting Chairman



Seth Laughlin, Secretary to the Board

Jennifer L. Mayo
Notary Public



Craven County Parcel ID #'s 8-044-007

ZONING CONSISTENCY AND REASONABLENESS STATEMENT

The Board of Aldermen of the City of New Bern finds the action to rezone Craven County Parcel ID # 8-044-007 to C-3 Commercial District is reasonable and in the public interest, and consistent with the City Land Use Plans and nearby land uses. In that:

1. The C-3 Commercial District is deemed to be compatible with the "Developed" designation indicated in the Future Land Use Map found in the 2022 Land Use Plan Update.
2. The proposed C-3 Commercial District is deemed to be compatible with adjacent zoning classifications.
3. The proposed C-3 Commercial District is deemed to be compatible with existing uses.

This certifies the above statement of zoning consistency and reasonableness was adopted by the Board of Aldermen on March 28, 2023.

Brenda E. Blanco, City Clerk

Craven County Parcel ID # 8-044-007

ZONING INCONSISTENCY AND UNREASONABLENESS STATEMENT

The Board of Aldermen of the City of New Bern finds the action to rezone Craven County Parcel ID # 8-044-007 to C-3 Commercial District is not reasonable and is not in the public interest and finds it to be inconsistent with the City Land Use Plans and nearby land uses. In that:

The proposed C-3 Commercial District would be incompatible with adjacent use and the Future Land Use Map found in the 2022 Land Use Plan Update.

This certifies the above statement of zoning inconsistency was adopted by the Board of Aldermen on March 28, 2023.

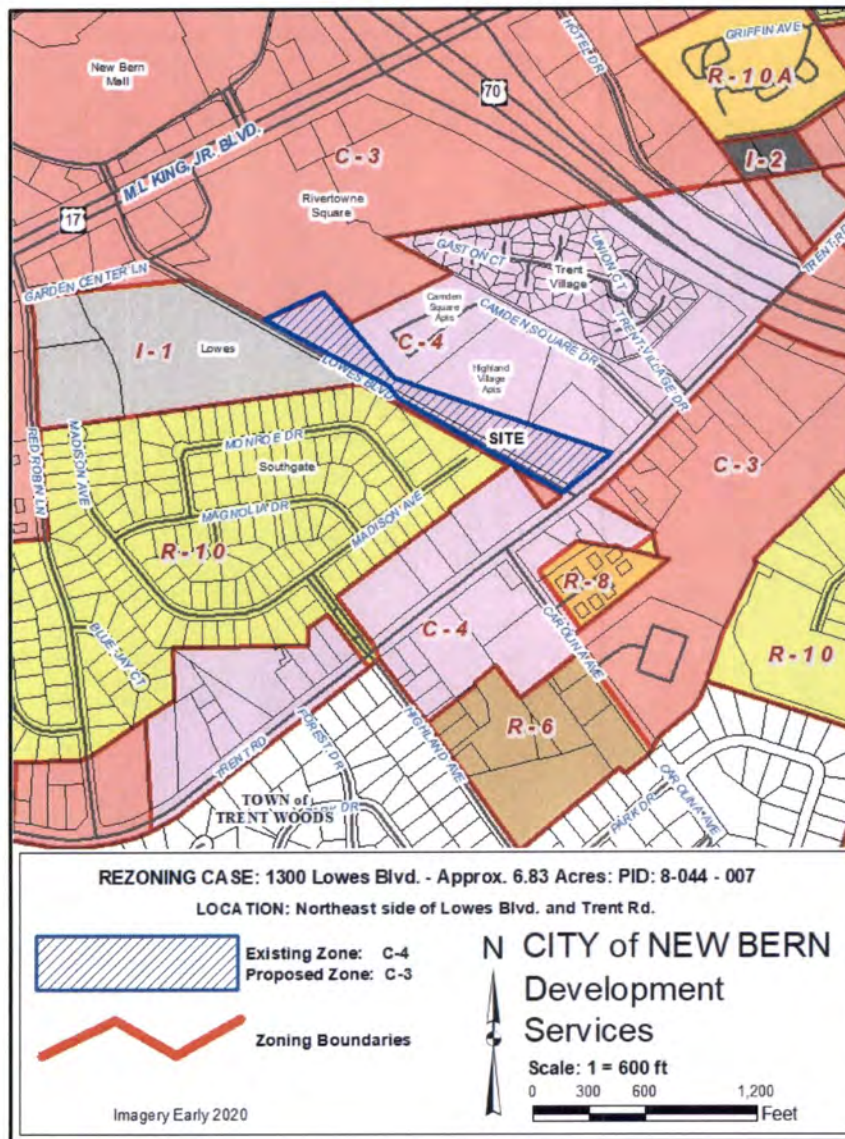
Brenda E. Blanco, City Clerk

STAFF REPORT

CITY OF NEW BERN DEVELOPMENT SERVICES DEPARTMENT

Price and Poole 2612 Investment Property, LLC

Requested Rezoning: C-4 to C-3



Address/Location

Lowes Blvd and Trent Road

Tax Map Number

8-044-007

Size

6.83+/- Acres

Current Use

Vacant/former industrial structures

Character of Area

Commercial

Current Zoning

Neighborhood Business (C-4)

Proposed Zoning

Commercial (C-3)

2010 Regional LUP

Developed w/ high suitability for development/MLK Focus Area 2022 LUP Update

Proposed Action

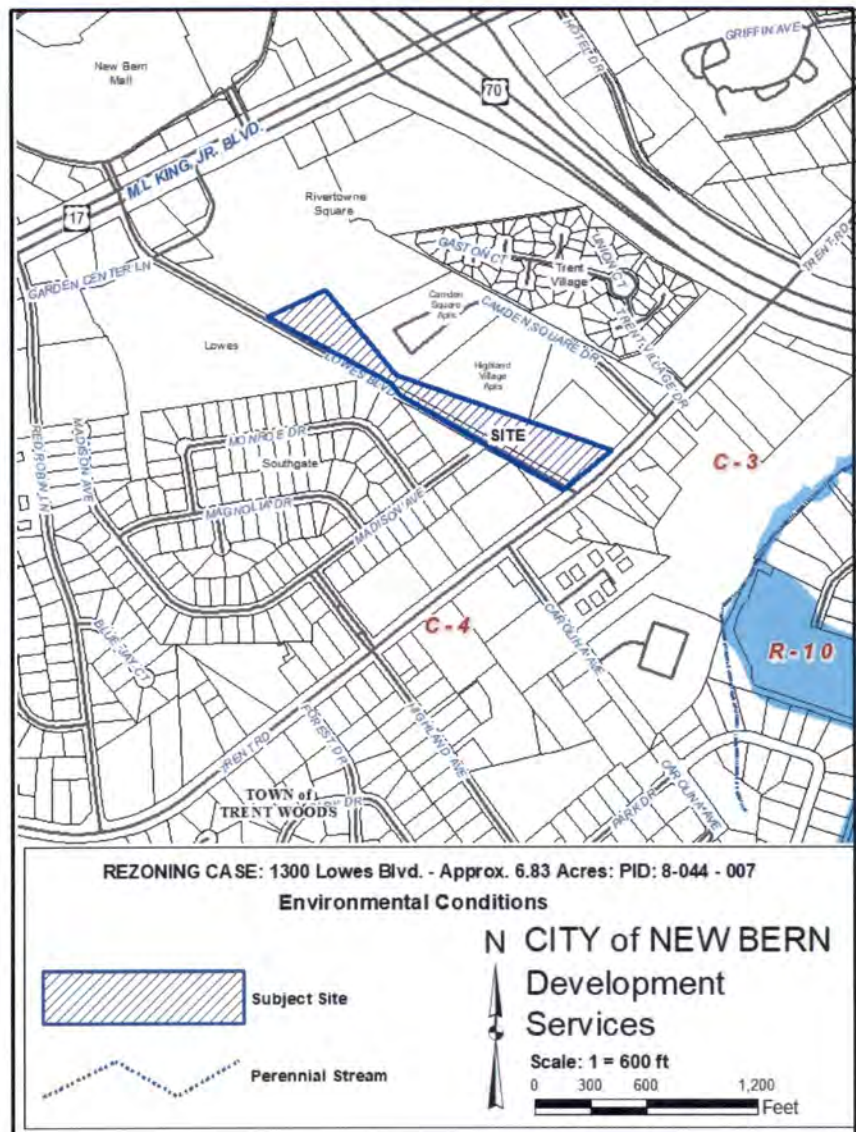
Price and Poole 2612 Investment Property, LLC. has submitted an application for a zoning map amendment to rezone 6.83 acres, known as Tax Parcel 8-400-007 from Neighborhood Business (C-4) to Commercial (C-3). The parcel is located on the east side of Lowes Boulevard at its intersection with Trent Road (see map above).

Site Conditions

The proposed rezoning site is 6.83+/- acres in size. The property has road frontage on both Lowes Boulevard and Trent Road. There are existing commercial structures located on site.

There is a mix of single-family and multi-family dwellings, commercial developments, and The Epiphany School (K-12) in the vicinity.

City of New Bern water and sewer services, as well as electrical service are available to the subject property.



Current and Proposed Zoning Districts

The C-4 neighborhood business district is established as a district in which the principal use of land is to provide for the retailing of goods and services to the nearby residential neighborhoods. The regulations of this district are designed to limit the businesses which may be established therein in order to protect the abutting residential areas.

The C-3 commercial district is established as a district for offices, personal services, and the retailing of durable and convenience goods. This district will generally be located on the city's major radial roads. Because these districts will be located on high-volume traffic arteries and will be subject to the view not only of local residents but tourists and other non-local motorists, ample off-street parking, controlled traffic movement, and an appropriate appearance including suitable planting shall be provided.

Neighborhood Business (C-4)	Commercial (C-3)
5,000 sf (If used for residential purposes, R-6 standards apply)	5,000 sf (If used for residential purposes, R-6 standards apply)
PERMITTED USES Residential Uses Single-family residential Two-family residential Multi-family Non-Residential Uses Professional & medical offices Restaurants & mobile food vendors Veterinarians Libraries Low volume retail Funeral homes Post office Bed and breakfast Low volume retail	PERMITTED USES Residential Uses Single-family residential Two-family residential Multi-family Non-Residential Uses Professional & medical offices Drive-through restaurants Car sales & service Gasoline sales High volume retail sales Vape-tobacco shops Manufacturing Dry cleaners Commercial greenhouse



Martin Luther King Boulevard Focus Area

The 2022 Land Use Plan Update lists the subject property is located within the **Martin Luther King Blvd Focus Area**. Since 2010, this area has seen the most development of the three Focus Areas.

Figure 22 Opportunity Zone A



Opportunity Zone A

The subject property extends into **Opportunity Zone A**, which encompasses the commercial corridor around the New Bern Mall, has held a steady intensity of development. This zone is both transit-served (the only such location in all the Focus Areas) and centrally located, making it the ideal location for denser development like mixed-use, walkable communities, and in addition to this existing commercial corridor. Future development of New Bern would benefit greatly from continued growth and development westward. Opportunity Zone B sits at the corner of MLK Boulevard and Trent Creek Road, an area that has seen increased development and would benefit from future developments, like an expansion of the transit system further down MLK Boulevard, as well as roadway developments such as linking Trent Creek with NC-43 via the US17/70 interchange. Future expansion in this Focus Area is coupled with preservation of agricultural open space in its western and southern portions. *The 2010 Regional Land Use Plan* lists this area as “Developed”. This classification provides for continued intensive development and redevelopment of the municipalities in the region. Mixed land uses are included in the Developed areas. Residential densities range from a maximum of one to five dwelling units per acre. Higher densities are permitted within multi-family residential and planning developments and within some overlay zoning districts within commercial areas of New Bern. The intensity permitted varies depending on the zoning district and overlay standards specified in various zoning districts. A range of lot coverage from 30 percent to minimal urban setbacks allow for a range of urban development, and building heights are permitted up to a maximum of 6 stories.

Environmental Conditions

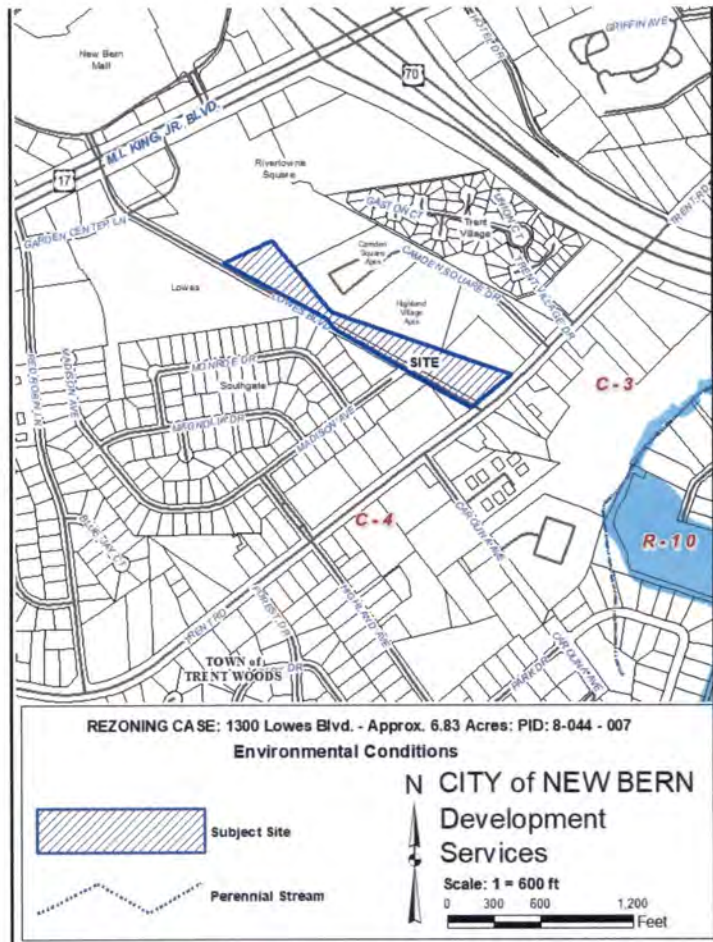
There are no blue-line streams associated with this property.

There are no regulated flood zones on the property.

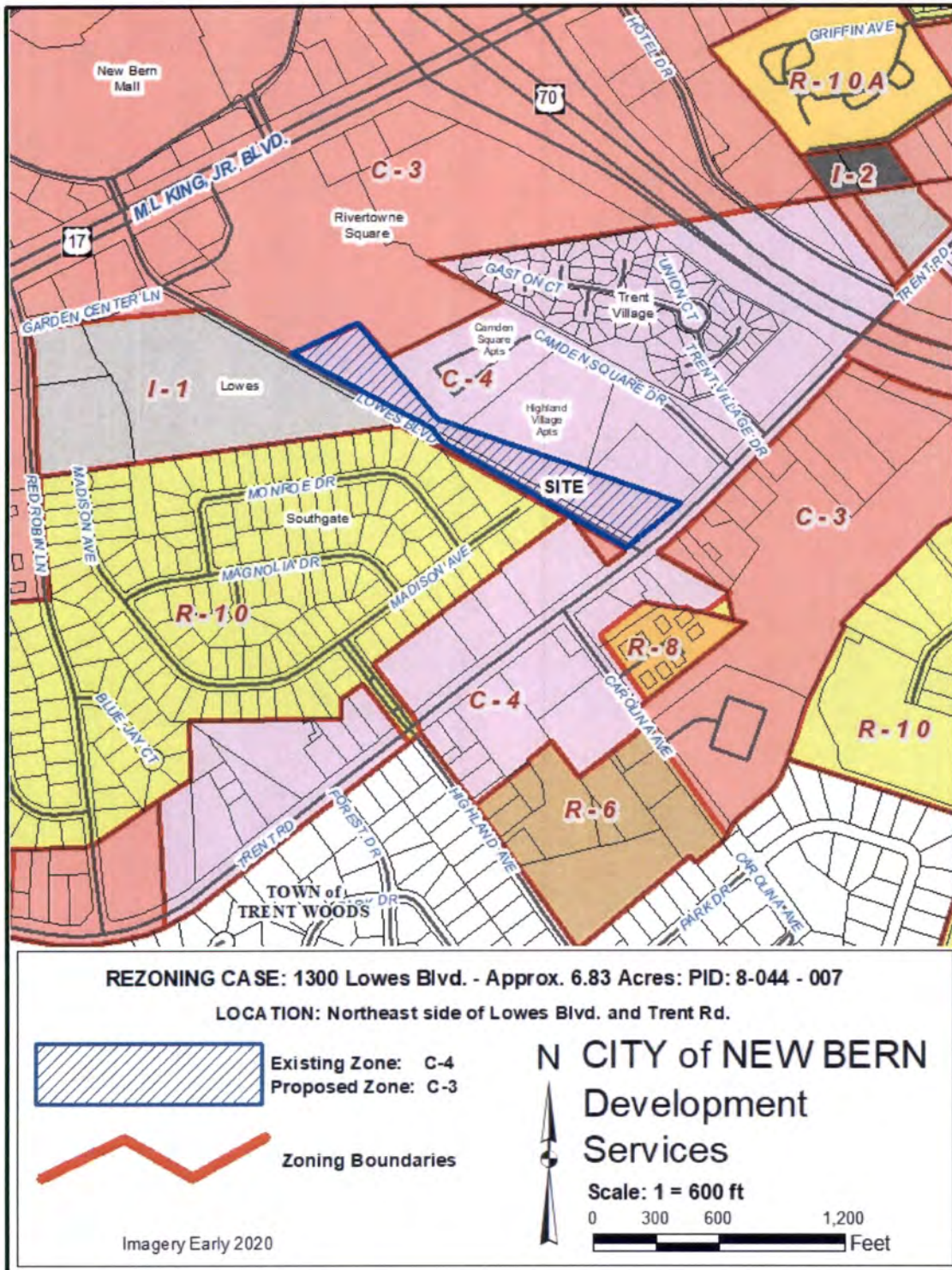
Any other potential environmental concerns such as the presence of wetlands would be managed through the development plan review process.

Staff Evaluation

The site is 6.83+/- acres and can be viewed as an expansion of commercial development within a growing and urbanizing area. The proposed rezoning from C-4 to C-3 is consistent with recommendations in the 2022 Land Use Plan Update. The proposed rezoning is generally consistent with the character of the adjacent land uses and zoning classifications. The Planning and Zoning Board unanimously found at its meeting on February 7, 2023 that the proposed rezoning is reasonable and in the public interest, and generally consistent with the 2010 Land Use Plan and its 2022 Update, based on the parcel being located in both a Focus Area and an Opportunity Zone. Due to this, they unanimously recommend the approval of the requested change from C-4 to C-3.



Attachment One





DEVELOPMENT SERVICES

March 28, 2023

1

Consideration of public request for
tax parcel 8-044-007 to be rezoned
from C-4 Neighborhood Business to
C-3 Commercial Zoning

2

Rezoning Request Summary

Requested Change: Neighborhood Business (C-4) to
Commercial (C-3)

Applicant: Billie Poole

Property Owner: Price and Poole 2612 Investment
Property, LLC

Parcel ID: 8-044-007

NEW BERN
NORTH CAROLINA

3

Rezoning Request Summary

Location: East side of Lowes Boulevard at its
intersection with Trent Road

Rezoning Area: 6.83 acres

Existing Use: Several existing structures onsite

NEW BERN
NORTH CAROLINA

4

Trent Road Frontage



5

Lowes Blvd. Frontage Looking South



6

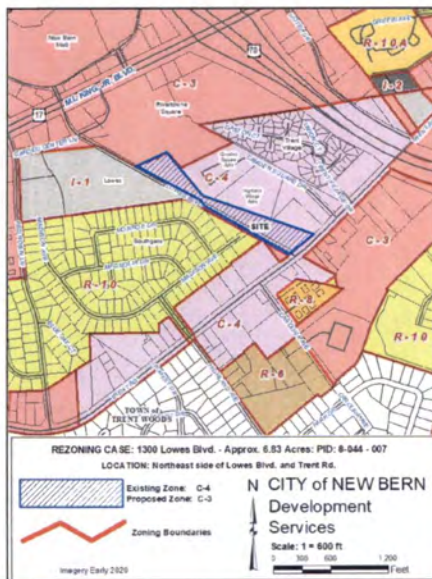
Lowes Blvd Looking North



NEW BERN
NORTH CAROLINA

7

Existing Zoning



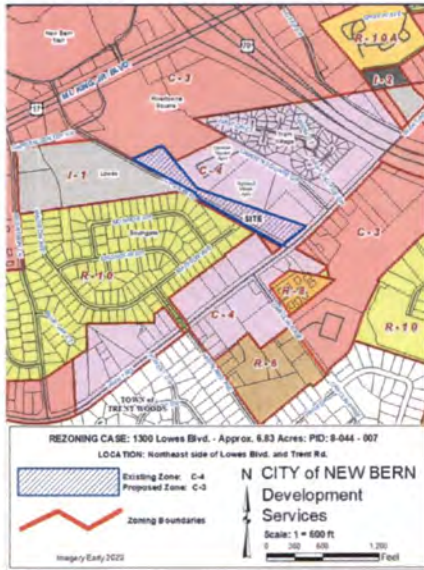
The C-4 neighborhood business district:

- retailing of goods and services to the nearby residential neighborhoods
- designed to limit the businesses which may be established in order to protect the abutting residential areas

NEW BERN
NORTH CAROLINA

8

Proposed Zoning



C-3 Commercial District

- established as a district for offices, personal services, and the retailing of durable and convenience goods
- will generally be located on the city's major radial roads

NEW BERN
NORTH CAROLINA

9

Uses in C-4

Residential (Single, duplex, multi-fam)
Bed and breakfast
Government offices
Schools (SUP)
Churches (SUP)
Public or private outdoor rec (SUP)
Emergency services
Nursery schools/day care
Indoor athletic centers
Movie theaters <= 300 seating (SUP)
Restaurants (indoor only, no drive-thru)
Veterinarians
Libraries
Funeral homes
Dry cleaners (SUP)
Post office
Low traffic retail
Professional & medical offices

Uses in C-3

Residential (Single, duplex, multi-fam)
Bed and breakfast
Government offices
Schools (SUP)
Churches (SUP)
Public or private outdoor rec (SUP)
Emergency services
Nursery schools/day care
Indoor athletic centers
Movie theaters + 300 seating (SUP)
Restaurants + outdoor dining, drive through
Veterinarians
Libraries
Funeral homes
Dry cleaners
Post office
Retail
Professional & medical offices
Banks with drive-in window
Vape Shops
Manufacturing
Marine facilities
Hospitals
Car sales, service
Gasoline sales
Indoor/outdoor Storage

NEW BERN
NORTH CAROLINA

10

Evaluation of Request

- The site is 6.83+/- acres and may be viewed as an expansion of commercial development within a growing area.
- The proposed rezoning from C-4 to C-3 is consistent with policies in the Land Use Plan and recommendations in the 2022 Land Use Plan Update.
- The proposed rezoning is generally consistent with the character of the adjacent land uses and zoning classifications.
- P&Z Board found the proposed rezoning to be reasonable and in the public interest and generally consistent with Land Use and Plan, due to the parcel being located in both a Focus Area and an Opportunity Zone.

Planning and Zoning Board Recombination

The Planning and Zoning Board voted unanimously to recommend approval of the requested rezoning on February 7, 2023. No citizens spoke for or against the requested change.

AGENDA ITEM COVER SHEET

Agenda Item Title:

Consider Adopting an Ordinance to Amend Chapter 30 Fire Protection

Date of Meeting: 3/28/2023	Ward # if applicable: 4
Department: Fire	Person Submitting Item: Johnathon Gaskins
Call for Public Hearing: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Date of Public Hearing:

Explanation of Item:	New Bern Fire-Rescue Department has received a request from the owner of 3301 Neuse Blvd. to install three 550-gallon above-ground fuel storage tanks as part of the daily operations of the Maple Cypress Tree Service. According to Section 30-40 of Article II "Fire Prevention Code" of Chapter 30 "Fire Prevention and Protection" of the Code of Ordinances. We must amend the ordinance to add this address as an approved district for above-ground storage.
Actions Needed by Board:	It is the recommendation of New Bern Fire-Rescue that the Board approve amending Sec. 30-40 (11) of Article II "Fire Prevention Code" of Chapter 30 "Fire Prevention and Protection" of the Code of Ordinances to reassign District 11. District 11 was previously occupied by Pepsi Cola Bottling Company located at 3610 Dr. M. L. King Jr. Blvd; all above-ground storage tanks were removed due to the selling of the property in 2022. New Bern Fire-Rescue Department recommends reassigning District 11 to Maple Cypress Tree Service located at 3301 Neuse Blvd.
Backup Attached:	Resolution
Is item time sensitive? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	

Cost of Agenda Item: 0
If this requires an expenditure, has it been budgeted and are funds available and certified by the Finance Director? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

Additional Notes: The current site is being used by Maple Cypress Tree Service. The addition of the above ground storage tanks (AST) would allow them to refuel their equipment on site.



Fire-Rescue Chief
Robert M. Boyd, Jr.

NEW BERN

NORTH CAROLINA

FIRE-RESCUE DEPARTMENT

1401 Neuse Boulevard
New Bern, NC 28560
(252) 639-2931

~ Proudly Serving Since 1845 ~

Battalion Chiefs
Ashley Jones - A Shift
William Smith - B Shift
Scott Gladson - C Shift

Division Chiefs
Johnathon Gaskins, Fire Marshal
James McConnell, Training Officer
Dennis Tyndall, Support Services

MEMO

TO: Mayor and Board of Aldermen

FROM: Johnathon Gaskins, Fire Marshal

SUBJECT: Approve Ordinance Amending Chapter 30 "Fire Prevention and Protection" of the Code of Ordinances of the City of New Bern for Above Ground Storage Tanks located at 3301 Neuse Boulevard.

DATE: March 13, 2023

Background Information:

The New Bern Fire-Rescue Department has received a request from the property owner of 3301 Neuse Blvd., to install three 550-gallon above-ground fuel storage tanks as part of the daily operations of the Maple Cypress Tree Service. According to Section 30-40 of Article II "Fire Prevention Code" of Chapter 30 "Fire Prevention and Protection" of the Code of Ordinances of the City of New Bern, we must amend the ordinance to add this address as an approved district for above-ground storage.

Recommendation:

It is the recommendation of the New Bern Fire-Rescue Department that the Board of Aldermen approve to amend Section 30-40 (11) of Article II "Fire Prevention Code" of Chapter 30 "Fire Prevention and Protection" of the Code of Ordinances of the City of New Bern to reassign District 11. District 11 was previously occupied by Pepsi Cola Bottling Company located at 3610 Dr. M. L. King Jr. Blvd in which all above-ground storage tanks have been removed due to the selling of the property in 2022. New Bern Fire-Rescue Department recommends reassigning District 11 to Maple Cypress Tree Service located at 3301 Neuse Blvd.

AN ORDINANCE TO AMEND ARTICLE II. FIRE PREVENTION CODE OF CHAPTER 30 "FIRE PREVENTION AND PROTECTION" OF THE CODE OF ORDINANCES OF THE CITY OF NEW BERN

THAT WHEREAS, the Fire Department of the City of New Bern recommends that certain amendments be made to Article II. "Fire Prevention Code" of Chapter 30 "Fire Prevention and Protection" of the Code of Ordinances of the City of New Bern; and

WHEREAS, the Board of Alderman of the City of New Bern deems it advisable and in the public interest to effect said revisions to Article II. "Fire Prevention Code" of Chapter 30 "Fire Prevention and Protection" of the Code of Ordinances of the City of New Bern.

NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF ALDERMEN OF THE CITY OF NEW BERN:

SECTION 1. That Section 30-40. "Districts in which flammable, combustible liquids and liquefied petroleum gases may be stored." of Article II. "Fire Prevention Code" of Chapter 30 "Fire Prevention and Protection" of the Code of Ordinance of the City of New Bern be and the same is hereby amended by deleting subsection (11) in its entirety and inserting in its stead the following:

"Sec. 30-40. Districts in which flammable, combustile liquids and liquefied petroleum gases may be stored.

- ...
- (11) *District 11.* Commencing at a found existing metal stake located in the northwest corner of Tract 2, as the same is shown and delineated on a map entitled "Neuse Properties, LLC," said map being recorded in Plat Cabinet H, Slide 197H in the office of the Register of Deeds of Craven County, reference to said map is being hereby made for a more perfect description, thence South 52 degrees 28 minutes 44 seconds West 262.99 feet to a point, thence South 37 degrees 31 minutes 16 seconds East 65.80 feet to a point, the point of beginning, thence from said POINT OF BEGINNING, South 42 degrees 17 minutes 44 seconds East 14 feet to a point, thence South 47 degrees 42 minutes 16 seconds West 22 feet to a point, thence North 42 degrees 17 minutes 44 Seconds West 14 feet to a point, thence North 47 degrees 42 minutes 16 seconds East 22 feet to the point of beginning, containing 308 square feet of 0.007 acres. Parcel being a portion of the property as described according to Deed Book 3559, Page 1814, duly recorded in the Craven County Register of Deeds. The above described property being further identified as a portion of Tract 2 of the Larry Roberson property described on an unrecorded map prepared by Terry Wheeler, Professional Land Surveyor, dated May 17, 2019.

This district is a portion of a parcel of land that is a concrete pad for Maple Cypress Tree Service located inside the storage facility located at 3301 Neuse Boulevard and owned by Larry Roberson."

SECTION 2. This ordinance shall be effective from and after the date of its adoption.

ADOPTED THIS 28th DAY OF MARCH, 2023.

JEFFREY T. ODHAM, MAYOR

BRENDA E. BLANCO, CITY CLERK



VICINITY MAP
(NOT TO SCALE)

Two Rivers Church of Christ

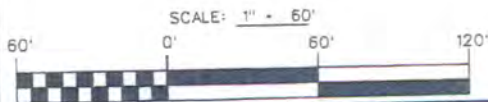
DB 3555 PG 1982
PC H Slide 198-D

LEGEND:

- EIP - EXISTING IRON PIN
- SIP - SET IRON PIN
- - NON MONUMENTED POINT

Two Rivers Church of Christ

DB 3241 PG 463
PC H Slide 198-D

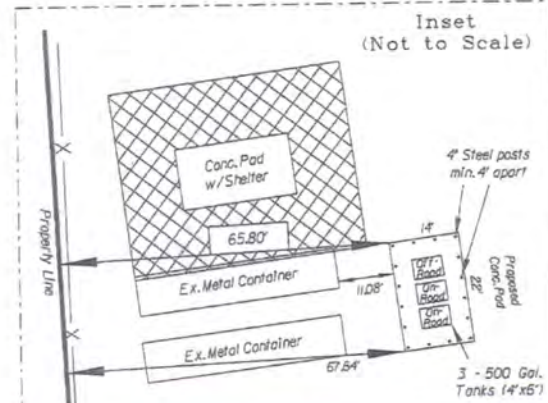
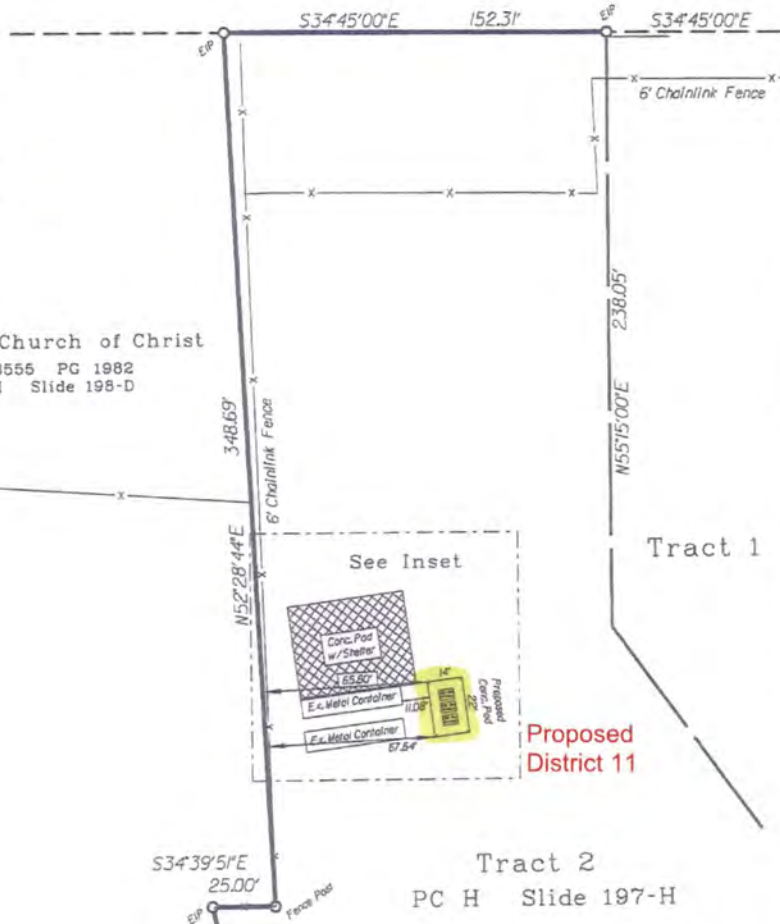


Terry K. Wheeler
LICENSE NO. L-3733

I certify that this map was drawn under my supervision from an actual survey made under my supervision (deed description recorded in Book 3559, Page 1814 or other reference source PC H Slide 197-H); that the boundaries not surveyed are indicated as drawn from information in Book____, Page____ or other reference source; that the ratio of precision or positional accuracy is 1:10,000; and that this map meets the requirements of The Standards of Practice for Land Surveying in North Carolina (21 NCAC 56.1600). This 7th day of January, 2023.

Tax ID No.: 8-240-16002

NEUSE BOULEVARD



WHEELER LAND SURVEYING, LLC
PO BOX 15422
NEW BERN, NC 28561
(252)229-1735

PROPOSED PLAN FOR

**MSTS COASTAL
DIVISION, LLC**

3301 NEUSE BLVD.
TOWNSHIP NO. 8 CRAVEN CO. NC
January 4, 2023

AGENDA ITEM COVER SHEET

Agenda Item Title:

Consider Adopting a Resolution Authorizing the Submission of an Application for a Rural Transformation Grant on Behalf of Bradham's Legacy.

Date of Meeting: 3/28/2023	Ward # if applicable: 1
Department: Administration	Person Submitting Item: Foster Hughes, City Manager
Call for Public Hearing: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Date of Public Hearing:

Explanation of Item:	Bradham's Legacy has made a request for the City of New Bern to apply for a Rural Transformation Grant in the amount of \$950,000 through the NC Department of Commerce. These funds would be used to develop a city-owned building to house a museum for the purpose of educating the public on Pepsi's important historical relationship with New Bern
Actions Needed by Board:	Consider approving the request to apply for the grant.
Backup Attached:	Memo, Letter from Bradham's Legacy, Project Information, Resolution
Is item time sensitive? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	

Cost of Agenda Item:
If this requires an expenditure, has it been budgeted and are funds available and certified by the Finance Director? <input type="checkbox"/> Yes <input type="checkbox"/> No

Additional Notes:

Aldermen
Rick Prill
Hazel B. Royal
Robert V. Aster
Johnnie Ray Kinsey
Barbara J. Best
Robert Brinson, Jr.



300 Pollock Street, P.O. Box 1129
New Bern, NC 28563-1129
(252) 636-4000

Jeffrey T. Odham
Mayor
Foster Hughes
City Manager
Brenda E. Blanco
City Clerk
Kimberly A. Ostrom
Director of Finance

To: Mayor and Board of Aldermen
From: Foster Hughes, City Manager *FH*
Date: March 28, 2023
Subject: Consider Adopting a Resolution Authorizing the Submission of an Application for a Rural Transformation Grant on Behalf of Bradham's Legacy.

Background Information:

Bradham's Legacy has made a request for the City of New Bern to apply for a Rural Transformation Grant in the amount of \$950,000 through the NC Department of Commerce. If the grant is approved, these funds would be used to develop a city-owned building to house a museum for the purpose of educating the public on Pepsi's important historical relationship with New Bern.

A Rural Transformation Grant can be used for Main Street and downtown investment and revitalization efforts that help support downtown economic development. This grant cycle will close on May 3, 2023. Approved grants will be announced on June 13, 2023.

Recommendation:

Consider approving the request to apply for this grant.

RESOLUTION

WHEREAS, Bradham's Legacy has requested the City of New Bern apply for a Rural Transformation Grant in the amount of \$950,000 through the NC Department of Commerce. If received, these funds will be utilized to develop a city-owned building to house a museum for the purpose of educating the public on Pepsi's historical relationship with New Bern.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF ALDERMEN OF THE CITY OF NEW BERN:

That the Mayor or City Manager are hereby authorized to execute a Rural Transformation Grant application with the NC Department of Commerce requesting \$950,000 in funds for the development of a city-owned building to house a Pepsi museum.

ADOPTED THIS 28th DAY OF MARCH, 2023.

JEFFREY T. ODHAM, MAYOR

BRENDA E. BLANCO, CITY CLERK

Bradham's Legacy

316 South Front Street
New Bern, NC 28560

March 10, 2023

Mayor Jeffrey Odham
300 Pollock Street
New Bern, NC 28560

Re: NC Rural Transformation Grant

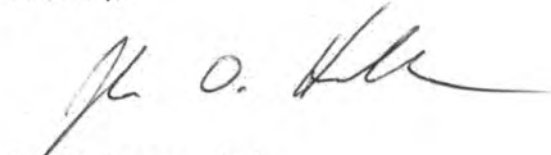
Dear Mayor Odham and Board of Aldermen,

Bradham's Legacy respectfully requests the City of New Bern to apply for the third and final round of the Rural Transformation Grant in the maximum amount of \$950,000. The grant program, administered through the NC Department of Commerce, is designed to provide funding and expert guidance to improve the economic vitality of rural communities.

It is our request that these funds be used for the development of a city-owned building which could house a museum for the purpose of educating the public on Pepsi's important historical relationship with New Bern. We believe this museum would be an important attraction to New Bern, especially given its proximity to future I-42. Our research corroborates significant visitation for museums of this sort, and our visitation estimates suggest that New Bern will experience a sizable boost to its local economy.

Thank you for your consideration of this exciting opportunity.

Sincerely,

A handwritten signature in dark ink, appearing to read "J. O. Haroldson", written in a cursive style.

John Haroldson, Chair
Bradham's Legacy

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PROJECT SUMMARY

Introduction

New Bern was the colonial capital of North Carolina from 1766-1775, the state capital until 1792, and continues to be a voice of political influence for a period that has spanned 300+ years. Being located at the confluence of two rivers, on the original Post Road, and on an important rail line, New Bern experienced both the strife of war and benefits of commerce. These facts have led to a history that is politically rich, socially diverse, and filled with economic opportunities.

The invention of Pepsi Cola in New Bern is one of the most important economic and historical contributions to the City. A museum that highlights Pepsi's history, its importance to New Bern, and some of its most iconic memorabilia gives New Bern the opportunity to share this important chapter in our history. The Museum will act as an economic driver to the City and particularly Greater Downtown*, assisting in its recovery from Hurricane Florence and COVID-19 which severely impacted the Greater Downtown community.

The proposed location of the Pepsi Museum is Downtown New Bern which is within six blocks of Five Points. Additionally, Caleb Bradham's original and second drug stores are located downtown, and his house and the site of the first Pepsi manufacturing plant are within blocks of downtown. The downtown business district is also one block from the NC History Center and Tryon Palace.

Project Overview

Bradham's Legacy, a 501(c) (3), is a North Carolina non-profit that was formed to be the governing body for a museum that will illustrate Pepsi's historic ties and economic importance to New Bern, North Carolina. A proposed location for the Museum is at the intersection of Hancock and South Front streets, New Bern. Numerous artifacts (the "Collection") have been donated to the Tryon Palace Commission ("Commission") by a private donor and PepsiCo, Inc. ("PepsiCo") has a second significant collection that they intend to donate. The land and building are being provided by the City of New Bern. Swiss Bear, Inc. ("Swiss Bear"), a 501 (c) (3) that has implemented the Main Street program for the City of New Bern since 1980, is coordinating the effort and acting as fiduciary agent in keeping with its mission of facilitating the development of New Bern's Greater Downtown area.

*Greater Downtown is defined as Downtown, the Pollock and Broad Street corridors connecting Downtown to Five Points, and Five Points.

PROJECT SUMMARY (Continued)

Anticipated Grant Requests

Rural Transformation Grant:

Recipient:	Pepsi Museum of New Bern
Amount:	\$950,000.00
Purpose:	The Grant funds will be used toward funding construction of a museum in downtown New Bern including design, construction materials, labor, and potentially installation of the exhibits.

PepsiCo Foundation:

Recipient:	Pepsi Museum of New Bern
Amount:	\$750,000
Purpose:	The Grant funds will be used toward building and exhibit design, and installation of the Museum's exhibits at Hancock and South Front streets, New Bern, NC.

Public/Private Fundraising

Swiss Bear will coordinate and implement a capital campaign to raise the remaining project funds. The remaining funds will be solicited through a combination of state/local foundations, and regional/local businesses and donors. It is projected that 99% of the funds needed will be obtained by corporate, foundation, and public grants as well as targeted private giving. The last 1% will be through small donations made by the public giving the public an opportunity to complete the fundraising and be engaged in the project.

ORGANIZATIONAL STRUCTURE

PepsiCo's Donation

PepsiCo owns a substantial collection of objects associated with the history of the company that they desire to return to New Bern, the birthplace of Pepsi, under the control of the Commission. Additionally, Pepsi coordinated the donation of a substantial private collection that is already under the control of the Commission. Further, the company desires that the history of Pepsi be presented to the public visiting New Bern. To accomplish their goal, both collections will be donated to the Commission under an agreement between PepsiCo and the Commission.

The Commission's Loan of the Collection to the Museum

The Commission, that oversees Tryon Palace's extensive artifact and display collections, will loan the Collection to the Museum based on museum best practices, providing museum quality storage, cataloging and other oversight services as needed. The Commission and the Museum will enter into a Loan Agreement that will detail the use, storage, management, and facilitation of the PepsiCo donation's use by the Museum. The Commission has all necessary tools to provide support for the maintenance of the Collection, and the Loan Agreement will outline the rights and responsibilities of the parties to maximize the beneficial use of the Collection for display and facilitation of the continuing efforts to attract thousands of visitors to New Bern.

Museum Lease

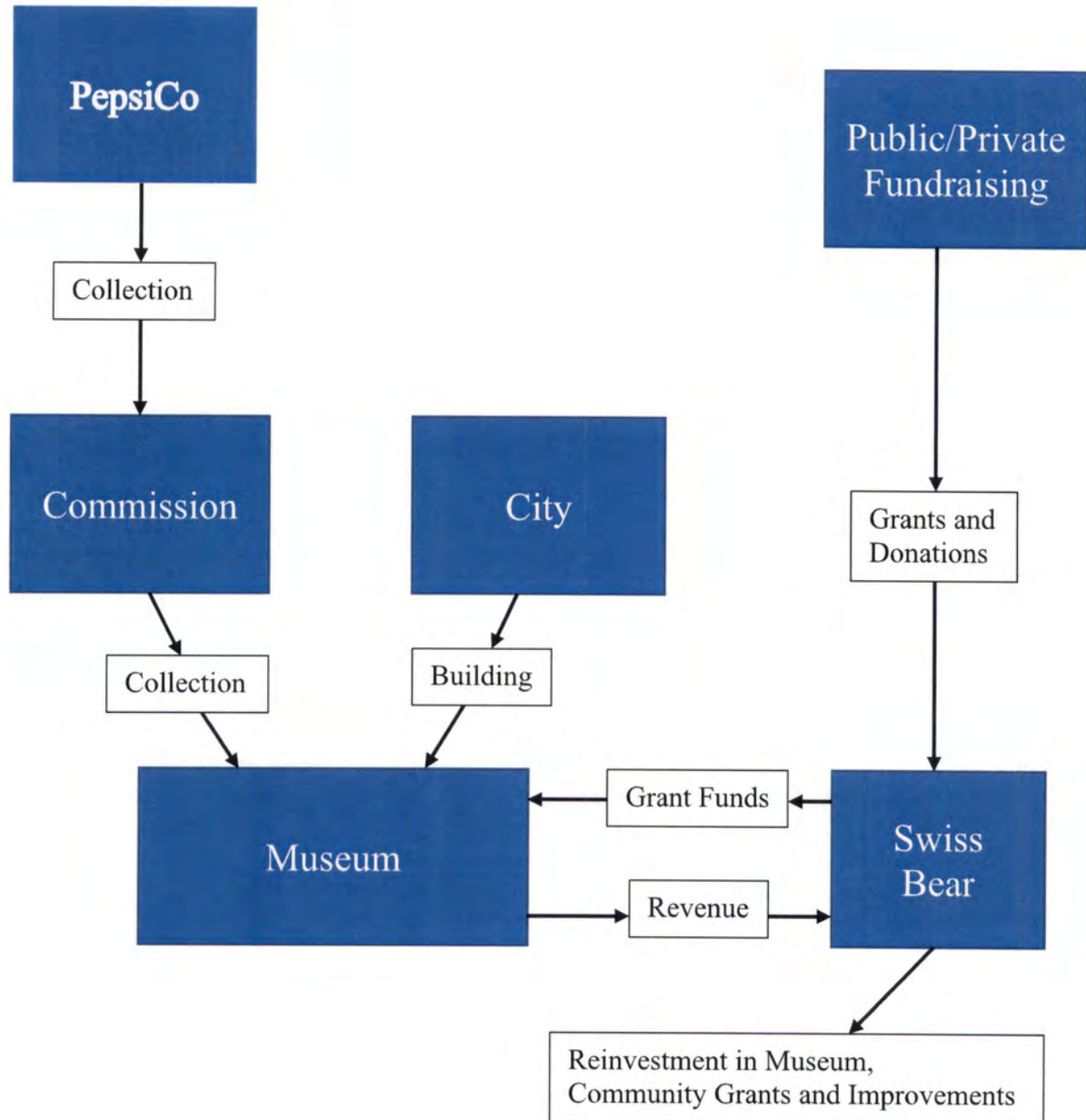
A lease agreement will be written to lease a facility for the Museum for an unspecified annual fee. Bradham's Legacy believes that the City is receptive to the proposed lease due to the potential economic impact within the NC Opportunity Zone and within the Historic Downtown and Five Points area. An Opportunity Zone is an incentive for community investment established by Congress in the Tax Cuts and Jobs Act of 2017 to encourage long-term investments in low-income census tracts.

Swiss Bear's Role

Swiss Bear will act as the fiduciary agent of the funds resulting from grants and donations received to implement the opening of the Museum.

ORGANIZATIONAL STRUCTURE (Continued)

Transaction Chart



MUSEUM OPERATIONS

Museum Staffing

Staffing for the Museum should include a Director, Assistant Director, Interpreter, and Gift Shop Manager as full-time permanent staff. Additionally, for weekends, two part-time positions should be established.

The scale of the Museum is equivalent to a small state historic site. The positions, salaries and benefits below are based on the operation of a small historic site in the Department of Natural and Cultural Resources (salaries listed below are based on 2019 standards).

Director – Responsible for the overall management of the Museum.

Assistant Director – Fills in for the Director as needed and oversees the artifact collection and the overall maintenance of the Museum and its exhibits.

Interpreter – Greets visitors, provides overall security, and answers questions.

Gift Shop Manager – Oversees all operations of the Museum Shop including purchasing, inventory, sales, and merchandizing.

<u>Position</u>	<u>Salary</u>	<u>Benefits*</u>	<u>Total</u>
Director	\$37,411	\$16,022	\$53,433
Assistant Director	\$33,960	\$15,107	\$49,067
Interpreter	\$31,200	\$14,375	\$45,575
Gift Shop Manager	\$33,960	\$15,107	\$49,067
Part time positions (2)	\$10/hour - 1,352 hours/year		\$13,520
Total	\$150,051	\$60,611	\$210,662

Museum and Tryon Palace

The Collection donated to the Commission will be stored in the Tryon Palace Annex on Pollock Street. The Collection will be made available to the Museum on a long-term loan basis. To catalogue and care for the Collection, Tryon Palace will need one ½-time position. A part-time Tryon Palace position with no benefits will be an additional annual cost of approximately \$20,000 (salary is based on 2019 standards).

Total for all positions: \$230,662 (based on 2019 standards).

* Benefits are for salaried employees and include retirement, health care and Social Security.

Bradham's Legacy Board of Directors Composition

Eight (8) members of the Board of Directors will be designated representatives of the following organizations and may serve in that capacity for only so long as they continue to be part of that organization. The ninth member of the Board of Directors will be an At-large member.

- City of New Bern, Mayor or Designee
- City of New Bern, City Manager or Designee
- PepsiCo Designee
- PepsiCo Designee
- Swiss Bear, Executive Director or Designee
- Swiss Bear, Chairman or Designee
- Tryon Palace, Executive Director or Designee
- Tryon Palace, Chairman of Collections Committee or Designee
- At-large, elected by the other Directors

Additionally, up to six (6) additional At-large members of the Board of Directors may be elected who either demonstrate interest in the objectives and work of the Museum, or who represent identifiable relevant knowledge that would assist the Museum in its purpose.

The director of the Pepsi Museum of New Bern reports to the Board.

COLLECTION

PepsiCo Donation

PepsiCo has come into possession of a valuable private collection of historic objects and memorabilia associated with the history of the Company and desires to have these objects returned to New Bern, the birthplace of Pepsi. Further, the Company desires that the history of Pepsi be presented to the public visiting New Bern.

Additionally, Pepsi coordinated the donation of a second significant private collection that is already under the control of the Commission.

Below are several photographs of items representative of the contents in the collections.







COMPARABLE EXHIBITS

In considering the feasibility of the Museum in New Bern, a number of potentially comparable museums featuring iconic brands were evaluated. Most are from a “Top Ten” list of company museums. The ones we studied are as follows:

Ben & Jerry’s Factory Tour, Waterbury, VT

- \$4 Adult (13 - 59), \$3 Senior (60+), free children (12 and under)
- 350,000 annual attendance
- Produce product on site
- 10 - 20 miles from larger cities
- Hosts events as well as tours
- Waterbury has a Population of 5,000 - 6,000

Crayola Experience, Easton, PA

- \$19 General Admission (3+)
- No published attendance and unwilling to share
- Very large facility, 65,000 Sq. Ft.
- Highly interactive
- City of Easton population of 27,000 and is located mid-way between NYC and Philadelphia

Dr. Pepper Museum & Free Enterprise Institute, Waco, TX

- \$10 Adult (ages not given), \$8 Senior, \$6 Students and children, free (0 - 4)
- Opened in 1991 and has attracted over a million visitors; no current figures
- Displays equipment but does not actually bottle
- Also functions as a Free Enterprise Institute; builds on life and values of founder
- Waco has a population of 136,000

LEGO Millyard Project - SEE Science Center, Manchester, NH

- \$9 (3+).
- Reached 150,000 attendance in 2007
- Heavy influence on science and education and robotics
- Seems to be non-profit, originally financed by a Community Block Grant
- Hosts many events
- Manchester has a population of 111,000

COMPARABLE EXHIBITS (Continued)

PEZ Visitor Center, Orange, CT

- \$5 Adult, \$4 Senior (60+), \$6 Children (3 – 12), free (0 - 3)
- 100,000 visitors annually
- Features actual production as well as tours
- Hosts events and school visits
- Orange has a population of 14,000

The Hershey Story, Hershey, PA

- \$12.50 Adult (13 - 61), \$11.50 Senior (62+), \$9 Junior (3 - 12)
- No attendance figures
- Is separate from the amusement park but located adjacent to the park
- Some exhibits on chocolate but seems heavily focused on Mr. Hershey, his life and Hershey family contributions
- Hershey has a population of 14,000

The Walmart Museum, Bentonville, AR

- Free admission
- No attendance figures
- Located in the original Walmart store in Bentonville
- Tells the story of Walmart and has a soda fountain
- Bentonville has a population of 36,000

World of Coca-Cola, Atlanta, GA

- \$17 Adult (13 - 64), \$15 Senior (65+), \$13 Youth (3-12), free (0 - 2 with adult)
- 20-acre facility opened in 2007, previous facility drew one million plus annually
- Many other locations
- Atlanta metropolitan area has a population of 5,885,000

Most of the comparable museums are iconic in the food and beverage industry with two (2) being outside of the industry. All are established museums. Attendance varies from 100,000 to 350,000 for those with published figures. Entrance fees vary from free to \$20. In looking at the most comparable in size, offerings, ticket price, and location in terms of proximity to population centers, the Pepsi Museum attendance projections appear to be well within range. In addition to giving guidance on expected visitation, a great deal of information was gained about the makeup, offerings, and operation of these successful museums.

BUILDING DESIGN & RENOVATION

Location

The museum would be located in the Downtown New Bern Historic District, a NC Opportunity Zone, and would be approximately six blocks from Five Points. It would also be in close proximity to four important and historic Pepsi sites.

Summary of the Museum Facility

The proposed facility would be between 6000-8000 square feet. The majority of the space will be utilized for an exhibit area with a tasting room that can be opened to access an exterior courtyard that might be used for such things as a patio with table seating and outdoor displays. Approximately 500 square feet will be used for an office and small meeting room. Toilets and other service areas will require approximately another 500 square feet. Detailed design plans will be developed in 2023 once the site is secured.

Regarding exhibit space, basic static exhibits cost approximately \$500/square foot (based on 2019 estimates). Exhibits that are environmental, have interactive components and incorporate multimedia are \$1,000/square foot or more (based on 2019 estimates). The more complex the exhibit, the more technical support it will require for daily maintenance. Assuming approximately 4,000 square feet of exhibits, museum quality work, as estimated by Design Dimensions Inc., would range from \$ 1.5 to \$2.4 million (based on 2019 estimates). Maintenance of technology and interactive exhibits need to be calculated.

BUILDING DESIGN & RENOVATION (Continued)

MBF Architects PA, New Bern, NC

MBFA is a full-service architectural firm established in September of 1993. The firm offers comprehensive professional services for the programming, design and documentation of new construction projects, renovation of existing facilities and historic preservation.

The outstanding level of service and client satisfaction achieved by MBFA is measured by hundreds of projects completed or in process. Clients such as Weyerhaeuser Real Estate, the Naval Facilities Engineering Command, Tryon Palace Historic Sites and Gardens, Carteret County Schools and others have demonstrated their satisfaction and confidence in MBFA by selecting the firm for multiple projects. MBFA has the experience, the commitment, and the enthusiasm to insure the highest level of design quality and client satisfaction.

MBFA is invested in the New Bern community both through our extensive professional work as well as giving back through community service. Staff members have shared their skill and expertise with various community organizations such as Swiss Bear, Inc., the New Bern Area Chamber of Commerce, the New Bern Preservation Foundation as well as governmental and other non-profit boards.

A brief listing of MBF Architects PA project experience includes:

- New Bern Riverfront Convention Center, New Bern, NC
- The Pepsi Store, New Bern NC
- Havelock Tourist and Events Center, Havelock, NC
- Conservatory Renovation, North Carolina Aquarium, Manteo, NC
- Visitor Center, Camp Lejeune Marine Corps Base, NC
- Visitor Center and Chamber of Commerce Offices, New Bern, NC

BUILDING DESIGN & RENOVATION (Continued)

Design Dimensions Inc., Raleigh, NC

Design Dimension is a North Carolina-based company that has been serving the southeast for over 51 years. Established in 1967, as an industrial design consulting firm by Wayne Poole, Design Dimension has since grown steadily in size and scope. In 2018 Lead Designer, Betsy Peters Rascoe, acquired the company to carry on the legacy. With 7 full-time employees, it offers a full range of design and production services that cater to a wide variety of regional, national, and international clients. These services include museum design and planning, educational and interactive exhibits, prototypes/models, graphics, wayfinding, as well as custom fabrications for museums, visitor centers, and corporate environments.

The company's focus is on building a team of personnel and equipment to enable it to take a project from conception to finished product. The staff analyze each client's problems and ideas to pinpoint their needs through discussion, presentation rendering, modeling, and mechanical drawing. Design, fabrication, and graphic production are done in-house to maintain firm control of cost, schedule, and quality. The company's facility allows it to fabricate almost anything - from high-tolerance machining in metal and plastic to custom furnishings and casework of natural wood and plastic laminate.

The majority of the company's business comes as referrals from satisfied clients. Word-of-mouth referrals indicate relationships based on trust, honesty, professionalism, and a commitment to quality. The company and its staff are avid proponents of community involvement in design approach, and they have witnessed first-hand how practicing this philosophy enriches both museums and the communities they serve. Whether through oral histories, donations of photos or artifacts, or workshops with the design team, there are many ways local communities can get involved in the exhibit process. This community involvement is a "win-win" situation that not only adds local character and flair, but also fosters further community support, enhances repeat visitation and makes the museum a part of the fabric of the community.

Airborne & Special Operations Museum, Fayetteville, NC

Cone Mills "The Fabric of Memory", Greensboro, NC

Gorges State Park Visitor Center, Sapphire, NC

H.L. Hunley Conservation Lab, Charleston, SC

Roanoke Canal Trail and Museum, Roanoke Rapids, NC

Wilson Whirligig Park Signage and Wayfinding, Wilson, NC

New Bern Historical Society 100th Anniversary Exhibit, Tryon Palace, New Bern, NC

ECONOMIC IMPACT

Overview

Tryon Palace and the New Bern-Craven County Convention & Visitor Center believe there is a strong desire by the visiting public for a Pepsi Museum based on interaction between guests and the ticketing staff at Tryon Palace and inquiries at the Visitor Center. They estimate that a Pepsi Museum of high quality would command an average ticket price of \$8 per person. It is possible to reach or exceed annual visitation of 50,000. Museum revenues should cover the staffing and operating costs of the Museum. Below are the economic impact estimates that the New Bern-Craven County Convention & Visitor Center generated in conjunction with Tryon Palace.

Annual estimates*

Direct Local Sales	\$31,903,849
Lodging	\$ 1,775,976
Transportation (gas, air, bus, etc.) Food & Beverage	\$ 6,969,573
Retail	\$ 2,566,470
Miscellaneous Other	\$ 3,509,411
	=====
Total Direct Local Sales	\$46,725,279
New FT Jobs	503
New PT Jobs	77

*Economic impact estimates obtained through Craven County Tourism and Development Authority

Aldermen

Rick Prill
Hazel B. Royal
Robert V. Aster
Johnnie Ray Kinsey
Barbara J. Best
Robert Brinson, Jr.



Jeffrey T. Odham
Mayor
Foster Hughes
City Manager
Brenda E. Blanco
City Clerk
Kimberly A. Ostrom
Director of Finance

Memorandum

TO: Alderman Rick Prill

FROM: Brenda Blanco, City Clerk

DATE: March 17, 2023

SUBJECT: Appointment to Planning and Zoning Board

Travis Oakley resigned from the Planning and Zoning Board on March 14, 2023. A new appointment is needed to fill the remainder of his term, which will expire on June 30, 2025.

/beb