

Council Work Session  
February 26, 2024

The Work Session of the City Council was held on this date in City Hall Council Chambers at 5:00 pm. In attendance were Mayor Terence Roberts, Mayor Pro Tem John Roberts, Council Members Thompson, Laughridge, Stewart, Jeff Roberts, Harbin, Newton, and Martinez. Also, in attendance were City Manager, David McCuen; Assistant City Manager, Andrew Strickland; Chief Financial Officer, Margot Martin; and City Attorney, Frankie McClain.

Assistant City Manager, Andrew Strickland presented to Council the details of the Linley Park Project and the funding of \$13.7 million to complete this project.

Regular Meeting  
February 26, 2024

The regular meeting of the City Council was held on this date in City Hall Council Chambers at 6:00 pm. In attendance were Mayor Terence Roberts, Mayor Pro Tem John Roberts, Council Members Thompson, Laughridge, Stewart, Jeff Roberts, Harbin, Newton, and Martinez. Also in attendance were City Manager, David McCuen; Assistant City Manager, Andrew Strickland; Chief Financial Officer, Margot Martin; City Attorney, Frankie McClain; Planning Director, Maurice McKenzie; Utilities Director, Scott Banks; and Interim Parks and Recreation Director, Angie Watkins; and Public Works Director, Ken Mullinax. The invocation was given by Councilman Luis Martinez with respect to the flag was given by Councilman Jeff Roberts.

APPROVAL OF MINUTES

A motion by Council Member Thompson seconded by Councilman Newton carried unanimously (9-0) to approve the minutes of the February 12, 2024 meeting as presented.

REQUEST SECOND READING OF ORDINANCE 24-03 TO REVISE THE PLANNED DEVELOPMENT DISTRICT (PDD) DOCUMENT FOR BAILEY CREEK COMMONS LOCATED AT 601 SIMPSON ROAD

Planning Director, Maurice McKenzie said in 2022, the City annexed approximately 30 acres otherwise known as Bailey Creek Commons, and zoned the property to PDD, which permits a townhouse community. Also included in the annexation was another parcel that is proposed for single-family detached dwellings. This request only applies to the townhouse portion of the properties.

The PDD zoning classification requires a document that contains development specifications for the property, such as lot sizes, density, common area, and other requirements. A PDD Document for Bailey Creek Commons was adopted when the property was annexed.

The applicant requests to revise the PDD language to preserve additional wetlands which helps mitigate stormwater runoff and reduces construction costs. The proposed changes are limited to the buildings closest to the wetland (10% of the units) with the balance (90% of the units) remaining unchanged. Changes to the PDD document include the following revisions:

- Reduction in the number of units from 178 to 174, thus dropping the overall density to 5.7 units per acre.
- Reduction in impervious surface.
- Reduction in the overall land disturbance by almost 2 acres (23.5 acres down to 21.5 acres) with the following effects:
  - Reduces the impact on existing wetlands.
  - Increases the tree preservation area.
  - Increases common area in the development.
- Buildings 1-5 changes (buildings closest to the wetland):
  - Increase in minimum lot width to 24' (currently 19'-8")
  - Decrease in minimum lot depth to 67' - average 83.6' (currently 108')
  - Decrease in minimum lot size to 1,618 sf (currently 2,124 sf)
- Buildings 1-4 additional changes (buildings closest to the wetland):
  - Decrease in front yard setback to 10' (currently 20')
  - Double-car garages required.
- Change in language to require 23' distance "from the back of curb to the front of garage or building". This eliminates parked cars overhanging into the street.

The City Council approved the PDD revision on First Reading at their February 12<sup>th</sup> meeting and the Planning Commission considered this request at their February 6<sup>th</sup> meeting and recommended approval.

A motion by Councilman Martinez seconded by Councilman Laughridge carried unanimously (9-0) to approve Ordinance 24-03 to revise the Planned Development District (PDD) document for Bailey Creek Commons located at 601 Simpson Road on Second Reading.

REQUEST CONSIDERATION OF INTERNATIONAL NETWORK OF MICHELIN CITIES EVENT  
MANAGEMENT PROPOSAL

Strategic Communications Director, Beth Batson said the City has engaged H3 Marketing, LLC to conduct Event Management Consultation and implementation in anticipation of the City's plan to host the International Network of Michelin Cities Conference in April 2024. H3 Marketing has worked to strategically plan logistics, execution, and vendor partnerships to ensure success. The proposed arrangement will include the cost of services associated with graphic design, event production, vendor costs, promotional items, public relations services, staging, audiovisual equipment, and general execution of the event.

The strategic goal is to attract partners by cultivating entrepreneurial networks and relationships with legacy institutions, major industries, and global City partners. Anderson will be the first city in the United States to host the event, welcoming visitors from approximately 25 countries on 5 continents. Funding has been provided by the Department of Commerce for conference production, global marketing, and expenses associated with INMC delegates visiting Anderson as international tourists whose visit requires lodging for four nights, food, and transportation. This event will produce a positive regional economic impact not just from the visitors traveling here, but also through the hiring of expert speakers, interpreters, and contracting with multiple local venues, hotels, restaurants, and service providers to expertly host an international conference of this magnitude. Fittingly, the theme of the conference is "Drivers of Economic Development." International experts will engage participants in exploring new technologies and methodologies related to the core goals of the Network, providing a unique opportunity to bring the world to Anderson.

The role of H3 has been to partner with us to create a world-class event, worthy of the City of Anderson. In addition to creating a compelling brand and associated collaterals, H3 Marketing has built the infrastructure needed to upgrade our venues with state-of-the-art production amenities to accommodate all events throughout the week. They have brought their extensive experience to help us cut costs and select the most qualified vendors across all categories, ensuring a local focus.

The Department of Commerce Grant of \$600,000 will fund this project.

<u>Overview</u>	<u>Budget</u>
H3 Management	\$45,000
Additional Expenses:	
Meals	\$44,000
Event Production	\$167,000
Conference Information	\$91,000
Global Marketing	\$28,000
Contingency	<u>\$25,000</u>
	\$400,000

Staff recommends approval of event production and management proposal to H3 Marketing at a not to exceed amount of \$400,000. H3 Marketing will bring substantial expertise to an important event.

A motion by Council Member Thompson seconded by Mayor Pro Tem John Roberts carried unanimously (9-0) to approve the International Network of Michelin Cities event management proposal to H3 Marketing at a not to exceed amount of \$400,000.

REQUEST CONSIDERATION OF A CONTRACT TO AMEND COX CREEK INTERCEPTOR  
ENGINEERING CONTRACT WITH ARDURRA

Utilities Director, Scott Banks said the City currently has a contract with Ardurra Engineers for the Design, Bidding, and Construction Administration for Phase 1 of the Cox Creek Interceptor Sewer in the amount of \$305,010.

There is still a need to cover the costs of Funding Assistance, Permitting Assistance, and Resident Engineering services. We have a proposed amendment for the following:

Funding Assistance	\$8,000
Permitting Assistance	\$57,000
Resident Engineering	<u>\$88,000</u>
	\$153,000

The strategic goal is to assure sustainable growth by pursuing long-term infrastructure projects and maintaining sewer treatment capacity.

The Sewer Budget will fund this amendment.

Staff recommends amending the existing contract with Ardurra Engineers for the Funding Assistance, Permitting Assistance, and Resident Engineering services for the Cox Creek Sewer

Interceptor project for \$153,000. This will bring the total engineering contract for Cox Creek to \$458,010.00.

A motion by Councilman Laughridge seconded by Council Member Thompson carried unanimously (9-0) to approve amending the existing contract with Ardurra Engineers for the Funding Assistance, Permitting Assistance, and Resident Engineering services for the Cox Creek Sewer Interceptor project by \$153,000.

REQUEST CONSIDERATION OF A CONTRACT TO HIRE A HEADLINE PERFORMER FOR THE 2024 SOIREE

Assistant City Manager, Andrew Strickland said in an effort to elevate the cultural experience within the community at the City’s signature festival, the Soiree, the City of Anderson is contracting with a prominent national country music artist with local ties to South Carolina, to be the headliner for the festival on Friday night, April 26, 2024. The decision to engage the artist stems from careful consideration by the Soiree committee, which recognized his significant contributions to the music industry and his resonance within the community. This partnership highlights the City’s dedication to fostering local talent and providing exceptional entertainment opportunities for the community.

The strategic goal is to advance the quality of life by supporting the addition of quality marquee events through partnerships. As a nationally recognized country music artist, the artist’s presence will amplify the event’s appeal, underscoring Anderson as a destination for top talent and entertainment. By offering this concert experience free of charge to our residents, the City of Anderson aims to nurture a sense of community engagement and pride, ensuring that all members of the community have access to high-quality entertainment regardless of their financial means.

The General Fund (Soiree Budget) will fund this contract.

<b>Overview</b>	<b>Budget</b>
William Morris Endeavor Entertainment, LLC	\$25,000
Pee Dee Country Enterprises, Inc.	\$24,999

A motion by Councilman Martinez seconded by Council Member Thompson carried unanimously (9-0) to approve a contract with William Morris Endeavor Entertainment, LLC and Pee Dee Country Enterprises, Inc. for \$49,999 for the 2024 Soiree’s headline performer.

REQUEST CONSIDERATION OF A REFERRAL TO THE PLANNING COMMISSION A PETITION TO ANNEX AND ZONE TO A COMBINATION OF R-20, SINGLE-FAMILY RESIDENTIAL AND PDD, PLANNED DEVELOPMENT DISTRICT, APPROXIMATELY 45 ACRES LOCATED AT 1401 CRESTVIEW ROAD

Planning Director, Maurice McKenzie said the applicant proposes to annex the subject property into the City limits to construct a single-family subdivision and carve out a few lots with Midway Road frontage. The requested zoning of PDD, Planned Development District will apply to the new subdivision that will consist of approximately 92 lots. A PDD document will be associated with this portion of the property, which outlines the development specifications for the site. The portion of the property with Midway Road frontage is proposed to have an R-20 zoning designation, which requires lots to be at least 20,000 square feet in size.

The Planning Commission meets on March 5<sup>th</sup>.

City Manager, David McCuen said this area was added to the City's Strategic Plan. It is very important for the City to move forward into these rural areas.

Several Council Members are concerned about the increased density of this area and the traffic issues that come along with growth.

SCDOT has performed a traffic study for this area.

A motion by Councilman Harbin seconded by Council Member Thompson carried unanimously (9-0) to approve a referral to the Planning Commission a petition to annex and zone to a combination of R-20, Single-Family Residential and PDD, Planned Development District, approximately 45 acres located at 1401 Crestview Road.

REQUEST CONSIDERTION OF A REFERRAL TO THE PLANNING COMMISSION A PETITION TO REZONE 115 SOUTH JEFFERSON AVENUE FROM R-5, SINGLE-FAMILY RESIDENTIAL TO LI, LIGHT INDUSTRIAL

Planning Director, Maurice McKensie said the applicant proposes to rezone the property that consists of 4.2 acres to operate a bulk products facility for rock and stone. The site consists of an industrial-style building situated along a railroad line. The past uses of the building included warehousing and lower-intensity industrial uses. Since this is a change in use, its non-conforming status will be lost, so a rezoning is required to operate the proposed business.

The Planning Commission meets on March 5<sup>th</sup>.

Mr. McKenzie said Staff is requesting more information from the applicant. This might delay the referral to the Planning Commission to the April meeting.

A motion by Mayor Pro Tem John Roberts seconded by Councilman Stewart carried unanimously (9-0) to approve a referral to the Planning Commission a petition to rezone 115 South Jefferson Avenue from R-5, Single-Family Residential to LI, Light Industrial.

REQUEST CONSIDERATION OF A REFERRAL TO THE PLANNING COMMISSION A PETITION TO AMEND SECTION 10.2.11 OF THE CITY OF ANDERSON ZONING ORDINANCE

Planning Director, Maurice McKenzie said when refinements to the Zoning Ordinance are needed, the process involves a public hearing by the Planning Commission and action by the City Council, much like a rezoning. Section 10.2.11 of the Zoning Ordinance addresses the minimum acreage required for various types of Planned Development Districts (PDD's). The current minimum standards are as follows:

Planned Residential Development:	5 acres
Planned Mobile Home Development:	5 acres
Planned Commercial Development:	10 acres
Planned Industrial Development:	25 acres

Since PDD's can provide flexible opportunities for innovative design, open space, etc. that conventional zoning cannot accommodate, it may be practical to lessen the minimum acreage requirements for residential and commercial PDD's. Therefore, infill developments such as the Murray/Franklin site (less than 5 acres) can benefit from design standards established in PDD documents. Lessening the minimum acreage requirements for residential developments to 3 acres and commercial developments to 5 acres may better complement the City's development strategies.

The Planning Commission meets on March 5<sup>th</sup>.

Council Member Thompson and Councilman Stewart would like to strike the language for Planned Mobile Home Development.

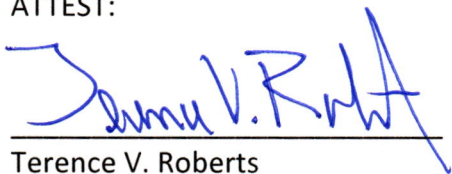
A motion by Councilman Stewart seconded by Councilman Laughridge carried unanimously (9-0) to approve a referral to the Planning Commission a petition to amend Section 10.2.11 of the City of Anderson Zoning Ordinance.

ADJOURNMENT

A motion by Council Member Thompson seconded by Councilman Newton carried unanimously (9-0) to adjourn at 6:46 pm.

*Notice of this meeting was posted on the City of Anderson's website and the Anderson Independent Mail newspaper was notified of the meeting at least 24 hours in advance of the meeting in accordance with the S.C. Freedom of Information Act.*

ATTEST:



Terence V. Roberts  
Mayor



Margot B. Martin  
City Clerk Treasurer