

**ORANGE COUNTY BOARD OF COMMISSIONERS
HILLSBOROUGH BOARD OF COMMISSIONERS**

AGENDA

BOCC/Hillsborough Board of Commissioners Joint Meeting

February 25, 2016

Meeting – 7:00 p.m. - 9:30 p.m.

Richard Whitted Meeting Facility

300 West Tryon Street

Hillsborough, NC

- (7:00) Welcome and Opening Remarks (Mayor Tom Stevens and Chair Earl McKee)
1. Economic Development
 - a) County/Town Updates (Strategies; Collaboration; Concerns; Questions)
 - b) I-40/Old 86 Economic Development District Area Plans and Timing of Possible Utilities Expansion
 - c) Downtown Redevelopment (Future Uses of Town and County Property, including County Jail and Colonial Inn)
 - d) Mountains to Sea Trail/Riverwalk
 - e) Tourism
 2. Planning/Development
 - a) Collins Ridge and Effect on School Facility Needs /Rail Station Area/Daniel Boone Village; Other)
 - b) US 70 Corridor Update on Redevelopment
 - c) Update on Former Truck Stop at Highway 86 and Interstate 85
 3. Transportation/Transit
 - a) Hillsborough Bus Circulator Routes Update
 - b) Park and Ride Lot for 420 and ODX Routes
 - c) Churton Street Improvements
 4. Information Items (Written Updates - Not for Specific Discussion)
 - a) Solid Waste / Recycling
 - b) Bond Referendum

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**ORANGE COUNTY BOARD OF COMMISSIONERS
HILLSBOROUGH BOARD OF COMMISSIONERS
JOINT MEETING**

AGENDA ITEM ABSTRACT

Meeting Date: February 25, 2016

SUBJECT: Joint Meeting Discussion Items

DEPARTMENT: County Manager/Town
Manager/Town Planning/
County Economic
Development/County
Planning/County Environment,
Agriculture, Parks and
Recreation/County Asset
Management Services/County
Solid Waste/County Finance

PUBLIC HEARING: (Y/N)

No

ATTACHMENT(S):

As noted in "Background" section

INFORMATION CONTACT:

Bonnie Hammersley, 245-2300; Eric Peterson, 732-1270; Margaret Hauth, 732-1270; Steve Brantley, 245-2326; Craig Benedict, 245-2592; Tom Altieri, 245-2579; Jeff Thompson, 245-2658; David Stancil, 245-2510; Gary Donaldson, 245-2550; Gayle Wilson, 968-2885; Greg Wilder, 245-2300

PURPOSE: To discuss topics of mutual interest between the governing boards of Orange County and the Town of Hillsborough.

BACKGROUND:

1. Economic Development

This subject area provides the opportunity for the two governing boards to discuss the following items:

a) County/Town Updates (Strategies; Collaboration; Concerns; Questions)

Throughout 2015, Orange County and the Town of Hillsborough have benefited from a number of successful economic development initiatives which supported the growth and retention of area small businesses, the promotion of agriculture, arts & tourism, an increase in business recruitment & investment prospect activity, and greater mutual collaboration between the County's & Town's economic development partners in government and the Chamber of Commerce. A

significant portion of this effort has been funded from the 2011 referendum that created the ¼ cent sales tax proceeds to benefit economic development and education, called “Article 46” funding. Examples are as follows:

Financial Assistance Provided to Small Businesses in Hillsborough

- Since the creation of the Orange County Small Business Loan Program several years ago, up until the current period, Hillsborough small businesses have received approximately \$500,000 in total loans to retain and support their growth. This lending activity within the Town represents almost 80% of all loans approved County-wide for small business borrowers. Recent loan activity includes the following Hillsborough firms:

MasterPeace Barber Shop - home-based barber shop
 Accidental Baker - gourmet cracker food processing
 Beau Catering - upscale special events catering
 Bacon Meat Market - deli & fresh local meat market (opening soon)
 Seal The Season – Piedmont Food & Agricultural Processing Center
 tenant (frozen blueberries & vegetables)
 Mystery Brewery & Tap Room - microbrewery & retail store

- The Article 46-funded Orange County Small Business Investment Grant Program began to make operational business grants of up to \$10,000 per applicant in 2015. County-wide, the new grant program awarded \$245,840 to 39 total growing firms. Of this amount, a total of nine (9) Hillsborough small businesses received \$65,352 in total grant support, which was 26.5% of all small business grants made last year. Those firms are as follows:

360 Degree Health - health care provider
 Kyookz - food processing
 Music Maker Relief Foundation - nonprofit
 Q Garden - retail store
 MasterPeace Barber Shop - home-based barber shop
 Regulator Brewing Company - microbrewery
 Seal The Season - Piedmont Food & Agricultural Processing Center
 tenant (frozen blueberries & vegetables)
 Accidental Baker - gourmet cracker food processing
 Beau Catering - upscale special events catering

- Also in 2015, the Orange County Agriculture Economic Development Grant Program provided a total of 20 awards exceeding \$157,178 for area farms and related agricultural food systems businesses. Approximately eight (8) of those recipients have a Hillsborough mailing address and received 60% of all agricultural grants County-wide.

Business Recruitment Activity

- Business prospect inquires by potential light industrial, warehousing and commercial investors are strong and expanding in frequency. In 2015 the

Orange County Economic Development office received over 65 separate requests (by the State of North Carolina's Economic Development Partnership agency, Duke Energy, commercial developers, brokers, etc.) seeking information on available sites and buildings in the County. This activity is a 2x increase over 2014, a 3x increase over 2013, and a 4x increase over 2012.

- For 2015 and into 2016 thus far, Hillsborough was represented with twenty one (21) separate "green field" site data submissions to inquirers, and regular site locations provided by the County included Waterstone (tracts 8 & 9), Oakdale Village, Tryon Business Center at Meadowmont, N.C. 57 & N.C. 86 site, 2701 Old N.C. 86, Cardinal Drive (located behind Holiday Inn Express), Owls Wood (N.C. 86 & U.S. 70 intersection), and sites adjacent to I-40 & Old N.C. 86 south.
- Over the same 13 month period, information on available buildings in Hillsborough were submitted to investment prospects eighteen (18) times. Those locations included the 24,000 square foot warehouse on Elizabeth Brady Road, the 89,000 square foot warehouse on Eno Street (former warehouse location for "A Southern Season"), and locations at Alex Gold's Eno River Development.
- At least three (3) prospective hotel investors have scouted sites in Hillsborough with the active site selection assistance of Orange County Economic Development, Town staff and realtors.
- Within the next several weeks, the confidential firm holding a purchase option on the 89,000 square foot Eno Street warehouse is expected to make an announcement with its plans. Orange County Economic Development has assisted this firm for two (2) years to find a suitable office and warehouse location, and introduced the firm to this location a year ago.
- Utility line extension (sewer) to sites south of I-40 and Old N.C. 86 are needed in order to best market that property to high-caliber commercial, headquarters, research & development, light clean manufacturing, and retail investment prospects seeking locations with interstate exposure, highway access and close proximity to Hillsborough's new UNC Health Care facility.

Agriculture

- The annual Orange County Agriculture Summit returned to Hillsborough in February 2015 following a 2-year absence, and will convene here again on February 29, 2016 at the renovated Whitted Building. This year's activities will see a longer full-day program with multiple breakout session presentations covering a variety of topics such as food systems and specialty crops.
- The Piedmont Food Agriculture Processing Center (PFAP) has recently assumed new local management, led by Eric Hallman, with additional support being provided by the Orange County Manager's Office, Orange County Economic Development's agriculture staff specialist (Mike Ortosky) and several County Commissioners. Internal discussions are ongoing related to

ways to assist and retain PFAP tenants as they begin to transition as they grow.

- Several Hillsborough and/or PFAP-based food processing firms, and neighboring farms are recipients of the County's Article 46-funded Small Business Loan and Grant programs.

Arts

- The Orange County Arts Commission made five (5) arts grants in the spring of 2015 totaling \$9,300 to five (5) Hillsborough arts grant nonprofits: Hillsborough Arts Council, Music Maker Relief Foundation, The Expedition School, Grady A. Brown Elementary School PTA, and Hillsborough Presbyterian Church.
- In addition, four (4) arts grants totaling \$3,825 in Orange County funds were awarded in the fall of 2015 to one (1) artist and three (3) nonprofits: Hillsborough Arts Council, Historical Foundation of Hillsborough and Orange County, The Expedition School, and Ms. Tinka Jordy.
- The Town of Hillsborough is participating this year with Orange County in the data collection for The 'Arts & Economic Prosperity 5' study which measures the economic development impact of the arts in the area. The 'Arts & Economic Prosperity 5' study is conducted among County & municipal governments every five (5) years. In 2017 the County & Town will receive individualized reports from the "Americans of the Arts" agency detailing the importance that local art contributes to the community.

Collaboration Between Orange County, Town of Hillsborough, & Hillsborough/Orange County Chamber of Commerce

- In 2015 Orange County Economic Development funded an event in support of the Hillsborough/Orange County Chamber of Commerce's special membership breakfast that brought in guest speaker Chris Chung, C.E.O. of the State of North Carolina's Economic Development Partnership. Orange County also favorably responded to a sponsorship request by the Chamber related to the Riverwalk nighttime movie series.
- The County & Town currently conduct "pre-development" meetings with new retail and commercial business ventures planning to locate in Hillsborough, by convening members from Orange County Planning & Inspections Department, Economic Development, Health Department, the Town's Planning staff, Fire Marshal, Zoning & others. One example of new Hillsborough firm that benefitted from the pre-development meeting process is Colorado Burrito Restaurant. The Town and County are going to be coordinating more on similar initiatives as part of a more comprehensive customer service friendly approach to new development in Hillsborough.
- The Planning & Inspections departments for the County & Town are working together on new projects that wish to become a part of the local business

community, such as the ongoing Bellevue Apartment project in West Hillsborough, the purchase option by a confidential business for the 89,000 square foot warehouse on Eno Street, and the now public news of a Sheetz convenience store & gas station that has submitted a building permit with the County.

- Increased interaction is occurring among economic development partners with the Town, County, and Chamber to meet and increase collaboration. Examples include a new quarterly Business Roundtable Meeting conducted by the Hillsborough/Orange County Chamber in which the first presentation is 'Resources Available for Opening a Business in Hillsborough & Orange County' on February 23rd. The Chamber is also holding steering committee meetings as part of the Business Roundtable program in which economic development partners can collaborate on various topics. Additionally, the County Economic Development Department hosted a regional County-wide Economic Development Roundtable discussion on February 16th.

Staff will provide any other information at the meeting, and the Boards can discuss issues related to this item as necessary.

No Attachments

b) I-40/Old 86 Economic Development District Area Plans and Timing of Possible Utilities Expansion

Hillsborough welcomes discussion on this topic. The Town's Future Land Use Plan envisions the undeveloped property near the interchange to be developed with public utilities and predominately non-residential (see Attachment 1-b – Hillsborough Future Land Use Plan Map).

Orange County (OC) has included in its current year Capital Investment Plan (CIP) water and sewer utility improvements in the northwest and southwest quadrant of Old NC 86 and I-40. This area includes over 200 acres and is designated suburban office and mixed use on the OC/Town of Hillsborough (TOH) joint land use plan and economic development land use on the County plan. This area is not within TOH Extraterritorial Jurisdiction (ETJ). Since Article 46 economic development monies are being used, future projects should be non-residential and tax-base/job building. OC and TOH engineering staff have discussed conceptual alignments and capacity needs.

As a prerequisite to this project, OC and TOH would enter into a utility service agreement that sets forth the conditions and responsibilities of the jurisdictions. OC has similar agreements with Mebane and Durham.

The project scope will be to bring a 12" gravity sewer under the interstate from the northwest to southwest quadrant with a 'trunk' line that could provide service to the majority of the southern interchange area. Joint party review design would start this spring with construction possibly later in the year depending on interstate crossing permits and easement acquisition. Management and

planning/engineering staff will work together to craft an agreement and process through the boards.

Staff will provide any other information at the meeting, and the Boards can discuss issues related to this item as necessary.

Attachment 1-b – Hillsborough Future Land Use Plan Map

c) Downtown Redevelopment (Future Uses of Town and County Property, including County Jail and Colonial Inn)

The Town is recruiting a design team to assess the redevelopment and development of a government campus on town-owned properties on East Corbin Street. Town staff expects it may be 5 years before town-owned properties in downtown may be made available for private development. The town will be in partnership with the Orange Rural Fire Board on the two town-owned properties that encompass the fire station. The Town's express intent in purchasing the Corbin properties was to return the downtown properties to tax producing properties.

The town has notified the owners for the former Colonial Inn of the Town's interest in acquiring the property through a negotiated sale or eminent domain. No specific action has been taken on eminent domain proceedings. The town expects to gain access for its appraisers on or about March 15 once the roof work is complete.

The County has recently completed a comprehensive space study of administrative County facilities that has informed the County Capital Investment Plan ("CIP") process through identifying facilities conditions, current uses, and potential future uses. Staff will continue to address facilities issues and needs through the space study process as needed and will report to the Board of Orange County Commissioners as part of the annual CIP.

The County continues its staffing and schematic planning of its potential new detention facility. Staff has performed an initial physical and market analysis of the existing jail facility and property to establish development options for future Board consideration if and when jail operations are discontinued on the site. This analysis is ongoing and will be completed in coordination with the final staffing and facility design of the new facility.

The County is in the designer selection phase of the Board appropriated redevelopment the Environment and Agriculture Center on its current site on Revere Road. The site is ideal for this use; however the facility is in significant need of renovation. Staff intends to present a professional services agreement into the agenda review process in March of this year for Board approval, followed by a significant stakeholder input process prior to schematic design.

The Board appropriated Sportsplex Fieldhouse project is moving forward this spring with the design-build firm selection process currently underway. This

estimated 50,000 square foot field house will be located adjacent to the current Sportsplex along US70 on property recently acquired by the County. The facility will support indoor turf and court based sporting activities such as soccer, lacrosse, basketball, and other court sports. The facility will also provide much needed programming expansion space in the areas of equipment and floor exercise training areas.

Staff will provide any other information at the meeting, and the Boards can discuss issues related to this item as necessary.

No Attachments

d) Mountains to Sea Trail/Riverwalk

The N.C. Mountains-to-Sea Trail (MST) is a part of the North Carolina State Parks system, connecting Clingman's Dome on the North Carolina/Tennessee border to Jockey's Ridge State Park on the Outer Banks. While some sections are already built, many (including the eastern Piedmont section that includes Orange County) have sections remaining to be located and created.

In summer/fall 2015, the NC Division of State Parks approved an MST Statewide Master Plan, denoting the corridor of the primary route for the trail. The MST within Orange County (please see maps at Attachment 1-d) would run from the Alamance-Orange County line in the southwestern corner of the county, northeast along the northern side of Cane Creek Reservoir, up and over the Cape Fear/Neuse river basin ridge line, to the County's Seven Mile Creek Nature Preserve and on to Occonechee Mountain State Natural Area, where it would connect with the Town of Hillsborough's Riverwalk. The Town's Riverwalk was envisioned to be part of the MST, and it will be dedicated as part of the trail in 2016. After exiting Riverwalk to the east, the MST continues onto trails located on the Classical American Homes Trust and other lands, before heading east into Eno River State Park.

Staff will provide any other information at the meeting, and the Boards can discuss issues related to this item as necessary.

Attachment 1-d – Maps of Segments 11 and 12 of Mountains to Sea Trail

e) Tourism

Staff has provided information in Attachment 1-e addressing this topic.

Staff will provide any other information at the meeting, and the Boards can discuss issues related to this item as necessary.

Attachment 1-e – Orange County and Town of Hillsborough Tourism Related Initiatives

2. Planning/Development

This subject area provides the opportunity for the two governing boards to discuss the following items:

a) **Collins Ridge and Effect on School Facility Needs /Rail Station Area/Daniel Boone Village; Other)**

Collins Ridge is a 1000+ unit residential use project in Hillsborough's extra-territorial jurisdiction (ETJ). Orange County commented on the project impact on traffic on Churton Street and the County realized impacts on human services, especially schools. The development project proposes to make town traffic consultant transportation improvements in the Churton Street corridor to ameliorate project traffic. Joint staffs have had discussions with the North Carolina Department of Transportation (NCDOT) to explore the ability to use developer traffic improvement funds to accelerate the comprehensive Churton Street widening plans in the state Transportation Improvement Plan (TIP).

From a school capacity perspective, the developer has not yet gauged the impact of the preliminary 'run' of SAPFO Certificate of Adequate Public Schools (CAPS). Although capacity may appear to be available at various schools levels (i.e. elementary, middle, high) which is the CAPS testing scenario, the specific school elementary zone that serves this area is presently over capacity. A large concentrated project and other residential approved projects in the area can cause more drastic changes in the capacity projection models which can accelerate new school Capital Investment Plan (CIP) needs.

Staff will provide any other information at the meeting, and the Boards can discuss issues related to these items as necessary.

No Attachments

b) **US 70 Corridor Update on Redevelopment**

The ownership of the North Hills Shopping Center has changed, but no plans for redevelopment have been submitted. The proposed restaurant complex next to Walgreens has an approved Master plan, but no further applications or actions are pending at this time. While the town board continues to support the recommendations in the Corridor Plan, no specific actions are in the works.

The transit item below regarding a potential Orange Public Transportation (OPT) and GoTriangle transit stop near Faucette Mill Road and US 70 may provide some redevelopment synergies.

Staff will provide any other information at the meeting, and the Boards can discuss issues related to these items as necessary.

No Attachments

c) Update on Former Truck Stop at Highway 86 and Interstate 85

There is presently an approved site plan for redevelopment of the former truck stop. Master site improvements are underway by the property owner of the large parcel such as building deconstruction/demolition and erosion control/stormwater designs. The site development is presently limited to the prior traffic counts of the prior use since the nearby bridge has capacity limitations. A Sheetz gas station/restaurant facility is planned.

Staff will provide any other information at the meeting, and the Boards can discuss issues related to these items as necessary.

No Attachments

3. Transportation/Transit

This subject area provides the opportunity for the two governing boards to discuss the following items:

a) Hillsborough Bus Circulator Routes Update

The Hillsborough Circulator Route began in June 2011 and provides free fixed route bus service to several residential areas and key non-residential destinations, such as the Orange County Courthouse, Social Services Center, Orange County Campus at Durham Tech, and UNC Hospital-Hillsborough Campus, among others. Hourly service is provided Monday - Friday, 8:00am - 5:00pm. Operation was funded for the first three years through a Congestion Mitigation and Air Quality (CMAQ) Program Grant and is now fully funded from public-transit "Mobility Bill" dedicated vehicle registration fees. The Route has been modified slightly from the original route, most recently last November, as a result of the park and ride lease ending at the North Hills Shopping Center (former Maxway site). Park and Ride users have been redirected to the Orange County Campus at Durham Tech and the Orange-Durham Express (Route ODX), Orange-Chapel Hill Connector, and Route 420 were also revised to reflect the change. Ridership on the Circulator has been good, averaging approximately 1,200 riders per month.

Link to route map and schedule:

http://www.orangecountync.gov/orangecounty/departments/planning_and_inspecti ons/orange_public_transportation/RevisedHillsboroughCirc2015.pdf

In addition, a new route that complements the GoTriangle 420 Route (Peak hour service and approximately 550 riders per month) is the Orange Public Transportation Orange-Chapel Hill Mid-Day Connector (approximately 300 riders per month).

Upon request, staff can provide an update on additional future bus services to be implemented in the Hillsborough area at the meeting.

Staff will provide any other information at the meeting, and the Boards can discuss issues related to this item as necessary.

No Attachments

b) Park and Ride Lot for 420 and ODX Routes

The Town Board received an update from GoTriangle staff regarding options to locate a transfer facility and park and ride for the new Route ODX at its meeting earlier this month. This item has been placed on this joint meeting agenda to provide an opportunity for the boards to discuss anything related to the topic. The Town Board was generally supportive of the option proposed by Go Triangle to locate a transfer facility along Cornelius Street/US 70 Bypass (possibly at Faucette Mill Rd.) to facilitate access to the most routes, as well as residents within walking distance, and a park and ride facility further to the east on US 70 Bypass at Newhope Church.

The Town will have to make adjustments to its development code, which its staff is presently studying, to consider a park and ride lot at the church because it is residentially zoned. The Town appreciates GoTriangle's willingness to have the two facilities in the corridor so that access to the route is maximized for transit dependent populations in Hillsborough.

The BOCC received the GoTriangle staff report on this item in its February 16 meeting agenda packet.

Staff will provide any other information at the meeting, and the Boards can discuss issues related to these items as necessary.

No Attachments

c) Churton Street Improvements

Due to the complex funding, getting final permissions from the North Carolina Department of Transportation (NCDOT) has been time consuming on this project. The current schedule would allow the bus stop work near the Justice Facility to begin in May 2016 as the first portion of the construction work. The downtown construction phase would last about 10 months, wrapping up in January 2017. In Spring 2017, NCDOT has scheduled the resurfacing of Churton Street. Once that is complete, the stamped crosswalks and final clean-up can take place. The best estimate right now for full completion is the end of calendar year 2017. The town will have a meeting with downtown businesses as soon as a contractor has been secured so that full details of timing can be discussed and adjusted to the extent feasible. Town staff acknowledges that the construction schedule is not the desired schedule for local businesses, but construction of this type cannot take place in January-March.

Staff will provide any other information at the meeting, and the Board can discuss issues related to this item as necessary.

No Attachments

4. INFORMATION ITEMS (Written Updates – Not for Specific Discussion)

a) Solid Waste / Recycling

Orange County Solid Waste Management continues to provide weekly residential curbside recycling services as has occurred since the program's inception in 1989 within the Town of Hillsborough and adds new homes as they become occupied. The County's recycling program also continues to expand recycling services to new businesses as we are contacted with service requests. The County provides recycling services at all Town government buildings and Gold Park. Should the Town be successful in its pending grant request to the State of North Carolina for pedestrian recycling containers for downtown and along Riverwalk, the County and Town will initiate services for those containers similar to the arrangements now in place for servicing Carrboro and Chapel Hill downtown recycling receptacles.

County Solid Waste Department wishes to acknowledge the following businesses for participation in the commercial food waste program:

- Weaver Street Market retail store at N. Churton Street
- Weaver Street Market Food House (central bakery and commissary)
- Hillsborough Barbeque Company
- Piedmont Food and Agricultural Processing Center
- Food Lion Daniel Boone Village
- Food Lion Churton Square

County staff is currently in discussions with other businesses regarding participation in the food waste recycling program and hope to be expanding to these new locations as soon as collection logistical issues are resolved.

The County continues to plan for summer implementation of curbside recycling and roll carts to the final approximate one-third of unincorporated Orange County residences. It is anticipated that this rural collection service will be initiated in July, 2016.

The County Manager is currently engaged in discussions with the Town Managers of Carrboro, Chapel Hill and Hillsborough regarding a draft new Interlocal Governmental Agreement for Solid Waste and Recycling. This agreement would replace the previous agreement that was dissolved following the closure of the county municipal solid waste (MSW) landfill in 2013. Once the Managers reach general consensus on the new draft agreement, it will be submitted to the Towns and County Board for consideration and approval, with an anticipated effective date of July 1, 2016. The County is eager to reestablish the long and productive partnerships between the Towns and County with regard to provision of solid waste and recycling services and facilities.

No Attachments

b) Bond Referendum

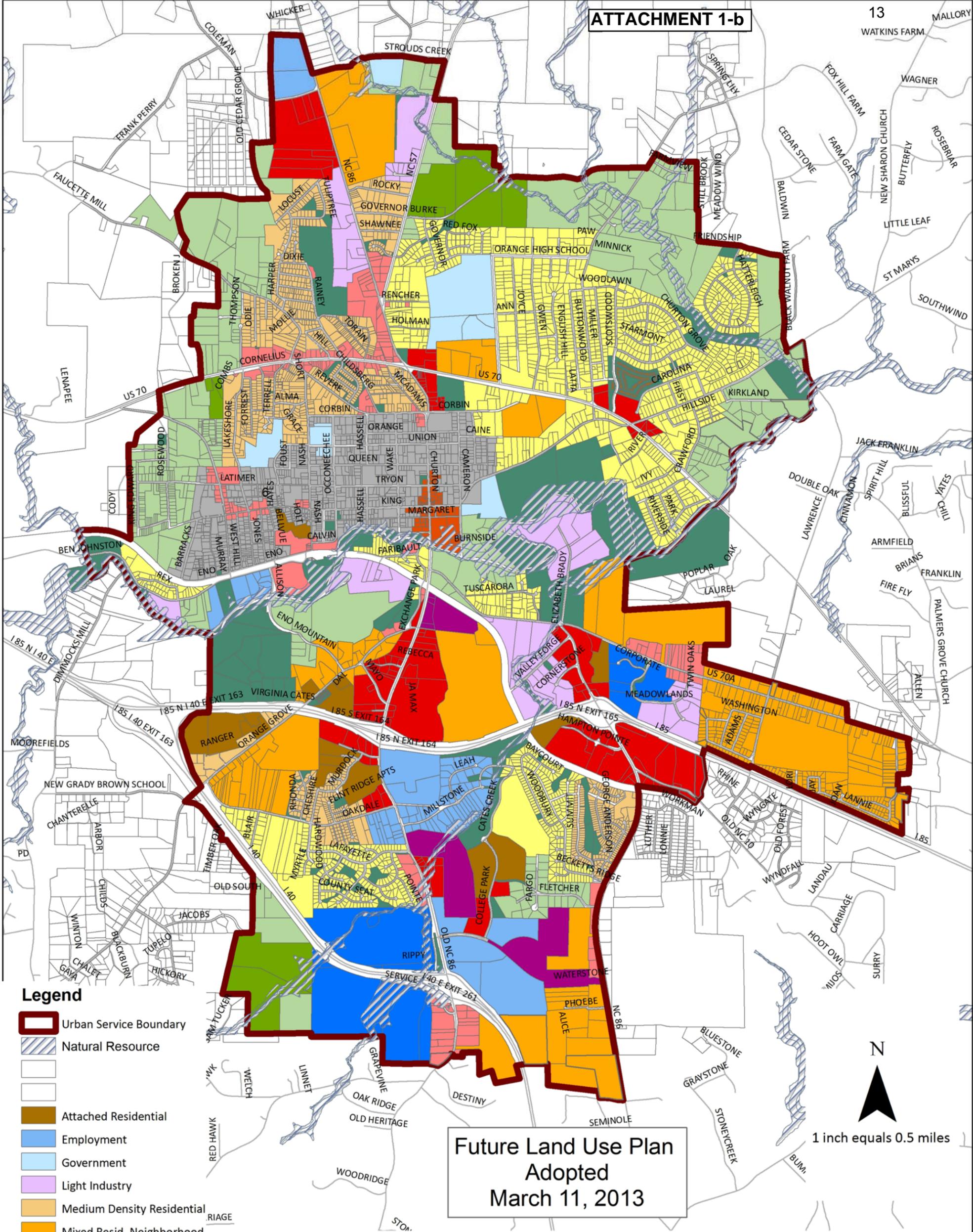
A summary of the planned November 2016 Bond referendum is provided at Attachment 4-b.

Attachments 4-b – Bond Referendum Update

FINANCIAL IMPACT: There is no direct financial impact associated with discussion of these topics. There are no action items requiring formal Board decisions.

SOCIAL JUSTICE IMPACT: There is no Social Justice Goal impact associated with discussion of the items above.

RECOMMENDATION(S): The Managers recommend the Boards discuss the topics listed and provide appropriate direction to the respective staffs.



Future Land Use Plan
 Adopted
 March 11, 2013

Legend

-  Urban Service Boundary
-  Natural Resource
-  (Empty)
-  Attached Residential
-  Employment
-  Government
-  Light Industry
-  Medium Density Residential
-  Mixed Resid. Neighborhood
-  Mixed Use
-  Neighborhood Mixed Use
-  Permanent Open Space
-  Rural Living
-  Retail Service
-  Small Lot Residential
-  Suburban Office
-  Town Center
-  Urban Neighborhood
-  WorkingFarm

The **Urban Services Boundary** indicates the limits of Hillsborough water and sewer service consistent with an Inter-local Agreement with Orange County, OWASA, Chapel Hill, Carrboro, and Hillsborough. Future Land Uses would be used by Hillsborough and Orange County as the basis for approving zoning designations on colored parcels and those within the boundary, consistent with the Inter-local Agreement between Orange County and Hillsborough.

Areas **inside** the Urban Services Boundary **without** a Future Land Use designation have not yet been discussed by the Planning Board. Areas **outside** the Urban Services Boundary **with** a Future Land Use designation are due to the boundary crossing a parcel. Areas **outside** the Urban Services Boundary with current utility service from the Town of Hillsborough **will retain service**.

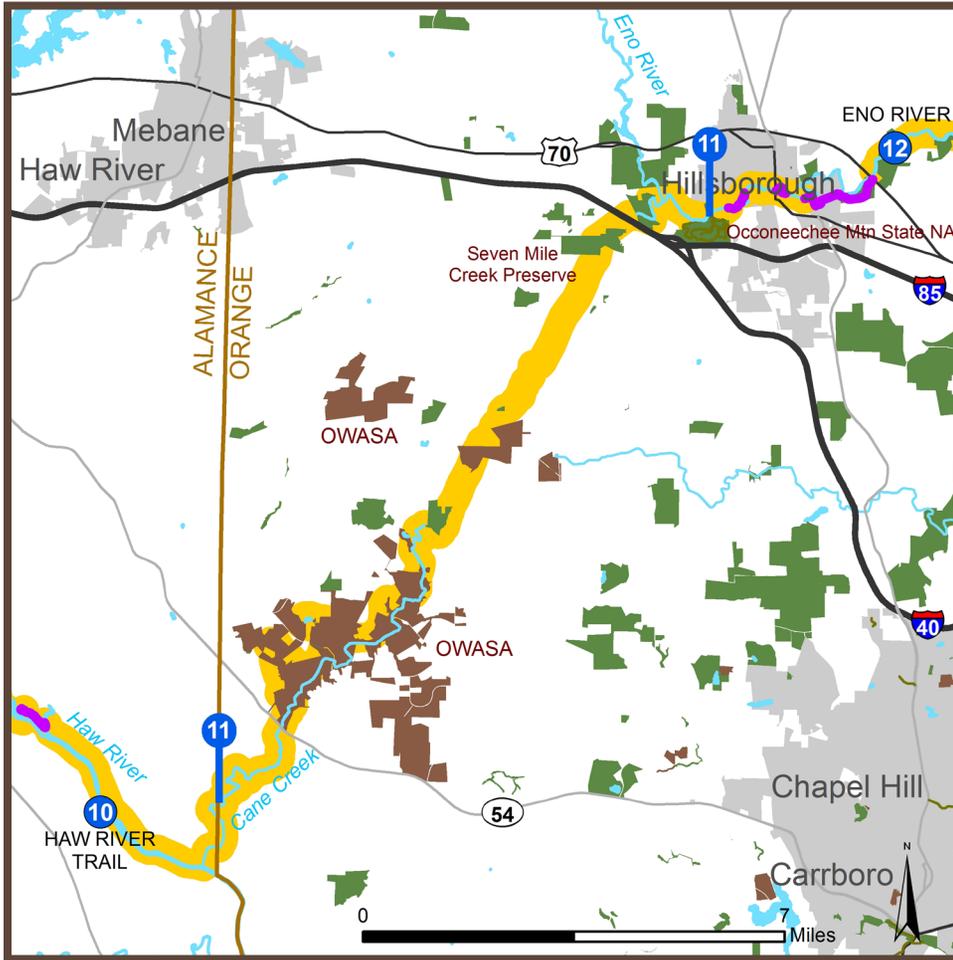
1 inch equals 0.5 miles



SEGMENT 11: Southwest Orange County

Planning Priority

Near-Term Mid-Term Long-Term



Legend

- MST Status
- Constructed
- Designated
- Planned Route (1/4 mi. buffer)
- Adjacent Segment
- Segment Start and End Points
- County Boundary
- State Park
- Open Space
- Institutional
- Municipal Boundary
- State Boundary
- Interstate
- NC Route
- US Route
- Major Hydrography
- Proposed Trail
- Other Trail

Description

From: Alamance County line

To: Hillsborough (I-40/I-85 south of Occoneechee Mountain State Natural Area)

This segment runs from the Haw River Trail at the Alamance/Orange County line to the Occoneechee Mountain State Natural Area just near Hillsborough. The trail is undeveloped with a considerable amount of public land available at the Orange Water and Sewer Authority (OWASA) and the Seven Mile Creek Preserve.

Planning Strategies

The Orange County Parks and Recreation Master Plan (adopted November 2014) addresses the current status of the MST and the need for detailed alignment planning in Orange County. Current planning in Orange County is focused on completing gaps between Hillsborough and Durham County. Planning for the trail on OWASA property will occur in the future.

Opportunities

OWASA landholdings and Seven Mile Creek offer future route opportunities. Completion of this segment is an opportunity to connect Eno River State Park, the Hillsborough River Walk, Occoneechee Mountain, and Seven Mile Creek Preserve.

Large Landholdings	x	Stream/River Corridors	x	Staff Resources
Public Land		Sidewalk/Bicycle Network		Federal Property
Local Planning		Floodplain/Wetlands		Abandoned RR ROW

Challenges

Local planning is needed to identify the alignment between OWASA property and the Seven Mile Creek Preserve. How to best cross I-85/I-40 is another planning consideration.

Stream/River Crossings	x	Coordinating Easements	x	Local Planning
Detailed Alignment		Urbanized Corridor		Federal Property
Major Roadway Crossing		Floodplain/Wetlands		

Segment Details

Constructed Trails: None

Route Alignment: Cane Creek/OWASA

Key Properties: OWASA

Approximate Length: 19 miles

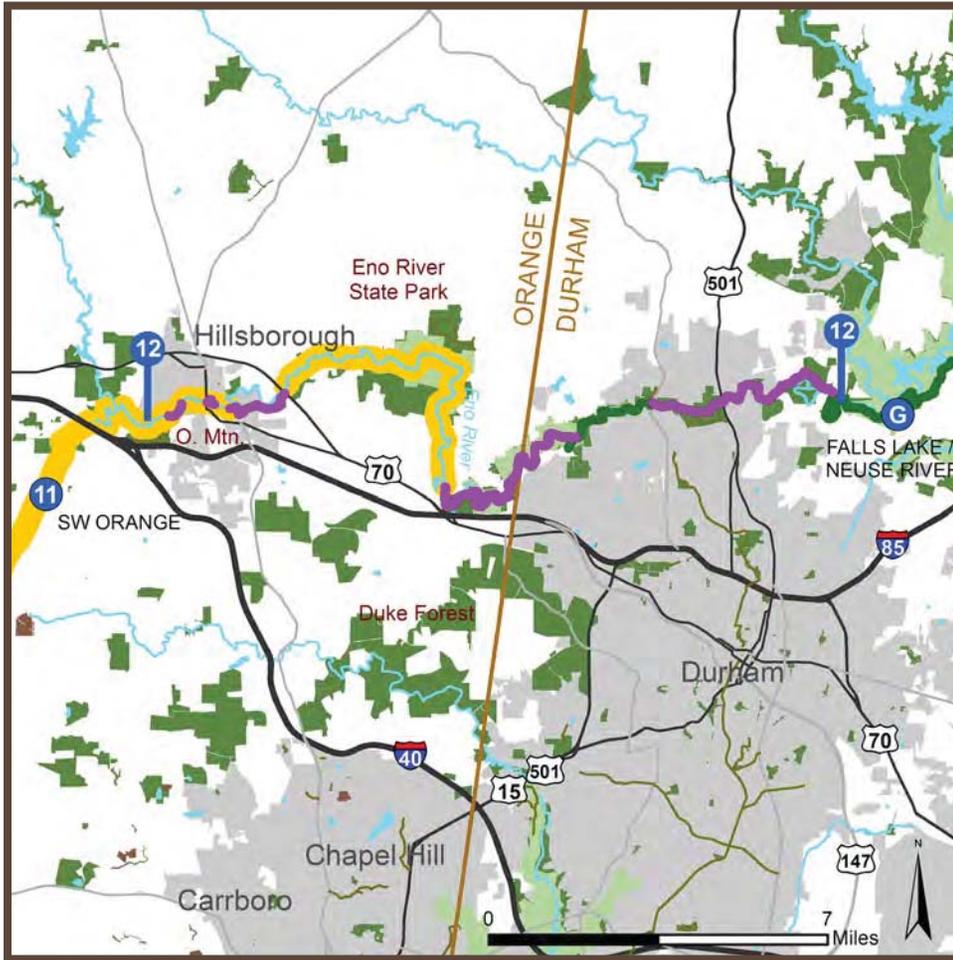
Designated Segments within Planning Segment: None

Potential Section Sponsors(s):

Orange County, Orange Water and Sewer Authority (OWASA)

Additional Planning Stakeholders:
Triangle Area RPO, Durham-Chapel Hill-Carrboro MPO, Friends of the MST, DPR

SEGMENT 12: Eno River



Legend

- | | | |
|--------------------------------|--------------------|-------------------|
| MST Status | County Boundary | Interstate # |
| Constructed | State Park | NC Route # |
| Designated | Open Space | US Route # |
| Planned Route (1/4 mi. buffer) | Institutional | Major Hydrography |
| # Adjacent Segment | Municipal Boundary | Proposed Trail |
| # Segment Start and End Points | State Boundary | Other Trail |

Description

From: Oconeechee Mountain State Natural Area (Hillsborough)

To: Falls Lake/Neuse River

This segment follows the Eno River from the Oconeechee Mountain State Natural Area in Hillsborough through Hillsborough, Oconeechee Speedway and sections of the Eno River State Park to join the MST at Falls Lake.

Planning Strategies

Durham is working to complete minor trail gaps. Hillsborough is moving forward with later phases of their River Walk. Orange County's priority is completing the trail between Hillsborough and Durham County. Land protection specialists with DPR are working with prioritized needs to make connections within the State Parks system.

Opportunities

Much of the remaining trail to be completed in Orange County can be accommodated within Eno River State Park. Trail partners are actively coordinating to complete this priority segment. Friends of the MST Eno River Task Force is ready to assist in building remaining sections of the trail within the park.

x Large Landholdings	x Stream/River Corridors	x Staff Resources
x Public Land	Sidewalk/Bicycle Network	Federal Property
x Local Planning	Floodplain/Wetlands	Abandoned RR ROW

Challenges

Eno River crossings may be needed, including a safe way to cross at or near Pleasant Green Road. Crossing US 70 is an identified obstacle.

x Stream/River Crossings	x Coordinating Easements	Local Planning
Detailed Alignment	x Urbanized Corridor	Federal Property
x Major Roadway Crossing	Floodplain/Wetlands	

Segment Details

Constructed Trails: Oconeechee Mtn. State Natural Area, Oconeechee Speedway Trail, Hillsborough River Walk, West Point on the Eno, Horseshoe Park

Approximate Length: 26 miles

Potential Section Sponsors(s): Durham City/County, Hillsborough, Orange County, Eno River State Park

Route Alignment: Eno River

Additional Planning Stakeholders: Eno River Association, Durham-Chapel Hill-Carrboro MPO, Friends of the MST, DPR

Key Properties: Eno River State Park, Oconeechee State Natural Area, Oconeechee Speedway

Designated Segments within Planning Segment: Portions of trail within Eno River State Park in Durham County

Attachment 1-e

Orange County and Town of Hillsborough Tourism Related Initiatives

February, 2016 Summary

- The Town of Hillsborough has several agencies that work at varying levels to promote quality of life and tourism for the town of Hillsborough.
 - The Visitors Bureau works with each agency and also markets Hillsborough as part of its umbrella tourism campaign.
- A new Economic Development and Tourism officer for Hillsborough, Shannan Campbell, has been hired to work on tourism related activity and the Visitors Bureau has welcomed Shannan to attend its board meetings.
- A new Hillsborough elected board member, Mark Bell, joined the Visitors Bureau Board in January and we look forward to creating a mutually beneficial vision.
- Below are highlights of tourism activity within the town and county that have had a positive impact on Hillsborough, NC.
 - The Visitors Bureau Communications staff, led by Patty Griffin, works with merchants, restaurants and micro-brews to secure **national media**. Hillsborough has been included in several tourism related stories from Our State magazine to Southern Living, Garden & Gunn, and Charlotte Magazine during the past six months. Stories focus on the travel amenities of Hillsborough. Contact: Hillsborough Tourism Board and Alliance for Historic Hillsborough.
 - The Visitors Bureau worked with the new Hillsborough Economic Development officer to produce a **free ad in its 2016 Visitors Guide** which is distributed to 45,000 visitors. The ad is off-set by editorial copy on Hillsborough throughout its pages. Contact: Shannan Campbell.
 - The late Donna Freeland worked closely with the Visitors Bureau to produce their first ever brochure and guide to exploring the **Shops at Daniel Boone**. An instant success, the guide was used immediately and a second printing is now in process with Ms. Freeland's daughter, compliments of the Visitors Bureau.

- **A photo library of Hillsborough** was produced by the Visitors Bureau in conjunction with its contracted photographer, Donn Young. Photo books will be distributed at the Joint meeting. Contact: Alliance, Hillsborough Arts Council, and Hillsborough/Orange County Chamber of Commerce.
- The Visitors Bureau contributed \$1500 for lighting and marketing and the Hillsborough Tourism Board provided a \$6000 grant for the first annual **Hillsborough Hometown Holidays Festival** which included the Holiday Parade, Holiday Home Tour, and many other Holiday events. Visitor's Bureau staffer Patty Griffin, volunteered, distributed media, and took pictures at the event. Contact: Hillsborough/Orange County Chamber of Commerce.
- The Visitors Bureau promoted Holiday events through its cooperative ad program in the **INDY WEEK**.
- The Visitors Bureau contributed \$5,000 and the Hillsborough Tourism Board contributed \$4,000 seed dollars to help launch Hillsborough's first radio station: **WHUP**.
- A Calendar of Events is produced weekly for the **Herald Sun** and Hillsborough activities are included. Contact: Susan Rice and Patty Griffin, in communications with the Alliance for Historic Hillsborough.
- **Visitor's Bureau Social Media and Website Coordinator**, Tina Fuller, works closely with **Communications and Visitor Services Coordinator**, Lindsey Paydon, at the Hillsborough Visitor's Center to cross promote events and activities on Facebook, Twitter, Instagram and through I-Contact newsletter distribution. The Hillsborough Visitor's Center has started spending marketing dollars on sponsored Facebook content for special events this year. Contact: Alliance for Historic Hillsborough.
- Sales staff communicates with **Hillsborough Holiday Inn and Microtel** on sales leads that would boost occupancy rates. New this year: Stronger partnership with Orange County's Parks and Recreation department to book Soccer-related

business into Hillsborough hotels (as opposed to Durham and Alamance County).

Contact: Marlene Barbera direct with hotels.

- Advertising dollars are spent by the Visitors Bureau with, **News of Orange**, on a monthly contract, to help sustain this important media vehicle in Hillsborough.
- Event sponsorship dollars are allocated to **Historic Moorefields** as part of the Visitors Bureau commitment to heritage tourism, preservation and new event venues. Chapel Hill/Orange County Visitor's Bureau and Hillsborough Visitor's Center also work to promote events at **Ayr Mount**, when appropriate and Burwell School.
- Visitor's Bureau Staff continues to dialog with Nicole Clayton, new proprietor of the, **Cloth Mill**, to secure future social related business including: weddings, reunions, galas and corporate retreats.

Community Relations:

In addition to tourism-related programs, Orange County's expanding **Community Relations Department** has launched a successful advertising public service program in News of Orange that features residents (Michael Malone is February) and reports upcoming dates and initiatives.

A new on-line website program, **Vitamin O**, regularly features Hillsborough residents talking about why they love living in Hillsborough. Recently featured:

Eli Belz:

http://www.orangecountync.gov/departments/public_affairs/meet_eli_belz.php

Jeannie Petterson:

http://www.orangecountync.gov/departments/public_affairs/meet_jeannie_petterson.php

Jay Ladd (Cedar Grove)

http://www.orangecountync.gov/departments/public_affairs/meet_jay_ladd.php

Michael Malone

http://www.orangecountync.gov/departments/public_affairs/Michael_Malone.php

Summary: Orange County's tourism and community outreach efforts benefits Orange County and tells the story of the unique sense of place that is Hillsborough.

Bond Referendum Update

The Bond Referendum is on schedule for November 8, 2016. The purpose and amounts are indicated below:

<u>Purpose</u>	<u>Amount</u>
Public school facilities	\$120,000,000
Housing for persons of low and moderate income	\$5,000,000

The key events and dates for the public, county, and school systems are as follows:

	<u>Events</u>	<u>Important Dates</u>
1.	School Boards to adopt resolutions requesting bond referendum	School boards adopt at respective March meetings
2.	Publish Notice in Newspaper of Intent to File Application with Local Government Commission	February 21
3.	County Board introduces bond orders and schedules public hearing	March 22- Southern Human Services Center, Chapel Hill
4.	Public hearing and adoption of bond orders; formally set ballot questions and referendum date	April 19- Southern Human Services Center, Chapel Hill
5.	Bond Referendum occurs	November 8
6.	Post Bond Referendum- Resolution to confirm results and publish notice of results	December or January Board of County Commissioners meeting

County management meets regularly with both school systems to coordinate bond referendum and financing activities.