



City of Boiling Spring Lakes

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ECONOMIC DEVELOPMENT COMMITTEE

City Hall Meeting Room

July 21, 2014

4:00 p.m.

Meeting Minutes

ATTENDANCE:

Joan Kinney, Chairperson

David Giera

William Sraver ~ Late

Jim Nicholas, Building Inspector

Sharon Zakszeski, Vice Chairperson

Adrian Iapalucci ~ Absent

Jeff Repp, City Manager

Pamela Bellina, Admin Assistant

I. Call to Order ~

The regular monthly Economic Development Committee meeting was held at City Hall on July 21, 2014. Chairperson Joan Kinney called the meeting to order at 4:00 p.m.

II. Overview of Brunswick EDC - Jim Bradshaw, Executive Director, Brunswick County Economic Development Commission

Jim Bradshaw stated he has two reports he could provide to the Committee which will help in developing the business corridor. The first is an ESRI report which provides the demographic detail of the City and is used by retailers when considering a community. The second report is Retail Lease Trac which provides information that a retailer requires in considering a community such as traffic counts, salaries, population. The Committee can then make a determination as to what retailers would be interested in opening a store in the City. The retailers generally will not physically visit a community and they will not consider the community unless it meets its criteria. He asked the Committee to prepare a list of the retailers it would like to see in the area and he will check on Retail Lease Trac to see if the retailer would consider the area.

The Committee discussed the small WalMart which opened in Surf City and decided they may ask Surf City how they enticed WalMart to open in their town. The smaller WalMart is a new concept and would be a good fit. The City of Boiling Spring Lakes is the third largest growing

City in the County and that should say something to the retailers about our City. Dollar General is a good indicator that the people in this City like to shop local as it is always busy.

Mr. Bradshaw also stated that traffic counts are important but they are usually done in the winter months. He would prefer for those counts to be performed during the summer months. Mr. Bradshaw summarized that he will help the Committee find the retailers the City wants with Retail Lease Trac and along with the demographics of ESRI, side by side the Committee can determine who to contact. If the City does not have the demographics looked for by the retailer, they will not entertain opening a store here.

Jim Nicholas asked about a sign that was on Route 17 Southbound at the intersection with Rt. 87 that directed travelers to Boiling Spring Lakes. The sign was removed during construction of the turn lane. There is a sign there for the ferry and Southport but the big sign that included Boiling Spring Lakes was removed and never replaced. Jim Nicholas asked if the sign could be reinstalled. Mr. Bradshaw asked Jeff Repp to email him with the information and a picture of the original sign which Jim Nicholas stated he has and he would contact his contact at the DOT to have the sign replaced and would also contact the person responsible for half of the whole region. Jim Nicholas stated he previously had contacted the DOT and left a message with Senator Rabon who is in charge of Transportation.

Joan Kinney asked what the Committee would need to approach retailers. Mr. Bradshaw suggested the ESCI report, a map of available properties showing lot/acreage size, and emphasize there is sewer and water, and also have current traffic counts which is critical. All of this provides a visual for the retailer to consider the community. Mr. Bradshaw stated he would come back and meet with the Committee anytime they needed him.

III. Mission Statement Draft

Joan Kinney and Sharon Zakszeski each prepared drafts of the Mission Statement. It was decided by the attending members of the Committee that once there is a full board in attendance, the Mission Statement can be discussed.

IV. Commercial Corridor Sewer Capacity ~

It was discussed whether the sewers in the commercial corridor around Fifty Lakes Road could be extended down Fifty Lakes which could happen if the request was made to the County but how far down the road could not be determined until requested. The City's concern should be whether they want the sewer capacity, which is now at 20%, to be allocated toward residential or commercial which would be a question the County would ask the City. In the past there was considerable angst and concern whether the residents would have to pay for sewers. Whoever will be accessing the system will have to bear the cost of the extra piping to the sewers and hook up fees.

V. Commercial Properties by Zoning District ~

The Committee would like to obtain a zoning map identifying the available properties in the commercial corridor which can be presented to potential retailers. They would also like a list of all available buildings in the business corridor.

VI. Discussion

The Committee discussed the need to attract more population to the area. The 2013 Census was shared: Leland has 16,022, Oak Island has 7,216, Boiling Spring Lakes has 5,614, St. James has 3165, and Southport has 2,833. Boiling Spring Lakes has the third largest population in the County.

Jim Nicholas updated the Committee on the changes the Planning Board has been working on. The Planning Board has discussed changing some of the types of housing available and where they are planning on proposing those changes. The Planning Board has discussed changing the zoning to include duplexes in most of the residential districts of the City. They also suggested making changes to the commercial corridor to multi-use so as to include residential with commercial. Patio homes and townhomes are the suggestion in the R2, R1, and R6 which would need to incorporate larger parcels - 2 to 5 acre lots - to accommodate this type of home. There is the area around Fifty Lakes and Rt. 87 which would be a good target area for that type of home because sewer and water is in place. Joan Kinney expressed a development similar to The Cottages at Southport in this City that would be perfect.

Jim Nicholas further stated there have been a lot of inquiries from businesses looking to open in the City. There are seven or eight vacant buildings with inquiries on three of them and the biggest question has been traffic count. In the past there was a traffic count for a grocery store but there was not enough traffic going through for that business but that is how Dollar General opened. A Piggly Wiggly type store would be a good target. It was also discussed whether a small WalMart would put Dollar General out of business. Stewart Hardware, who was against the WalMart in Southport, stayed in business and has thrived because of the customer service they provide.

Jeff Repp stated for the next meeting, the staff would prepare a list of the vacant building in the corridor and parcels of 20 – 25 acres and up identified on a map as well as smaller acreage. He will also provide the Committee with the most recent information on traffic count and stated he may be able to request an updated traffic count but that would be at the discretion of the DOT.

Joan Kinney asked that the Committee prepare a list of types of businesses they thought would be ideal for the community. The Planning Board's survey was also discussed as one of the questions on the survey was what businesses the residents want to see in the City. Jim Nicholas will provide the results of the Planning Board survey.

VII. Adjournment

The meeting was adjourned at 4:40 PM.

Next Meeting: August 18th – 4 p.m.

Respectfully Submitted ~ Pamela Bellina, Administrative Assistant