



Town of Laurel Park
Town Council Work Session
November 14, 2024 at 9:30 AM
Town Hall - 441 White Pine Drive, Laurel Park, NC 28739

Microsoft Teams: [join the meeting now](#)
Meeting ID: 299 114 033 32
Passcode: LVba8U

- 1. Call to Order**
- 2. Approval of the Agenda**
- 3. Old Business**
 - a. AT&T Discussion
- 4. New Business**
 - a. Highway 64 Visioning Presentation
 - b. Wildlife Presentation
 - c. Lift Station Beautification Project
- 5. Agenda Review**
- 6. Mayor and Commissioner Comments**
- 7. Adjournment**

Item 3A: AT&T Discussion

Presenter: Town Manager, Cara Reeves

Attachment(s): Yes/**No**

Summary of Item: At a previous meeting, Town Council requested an update on the AT&T fiber coverage project. Ms. Reeves is hoping for further details on the request so we can have a robust conversation at a future meeting.

Suggested Motion: None.

Item 4A: Highway 64 Visioning Presentation

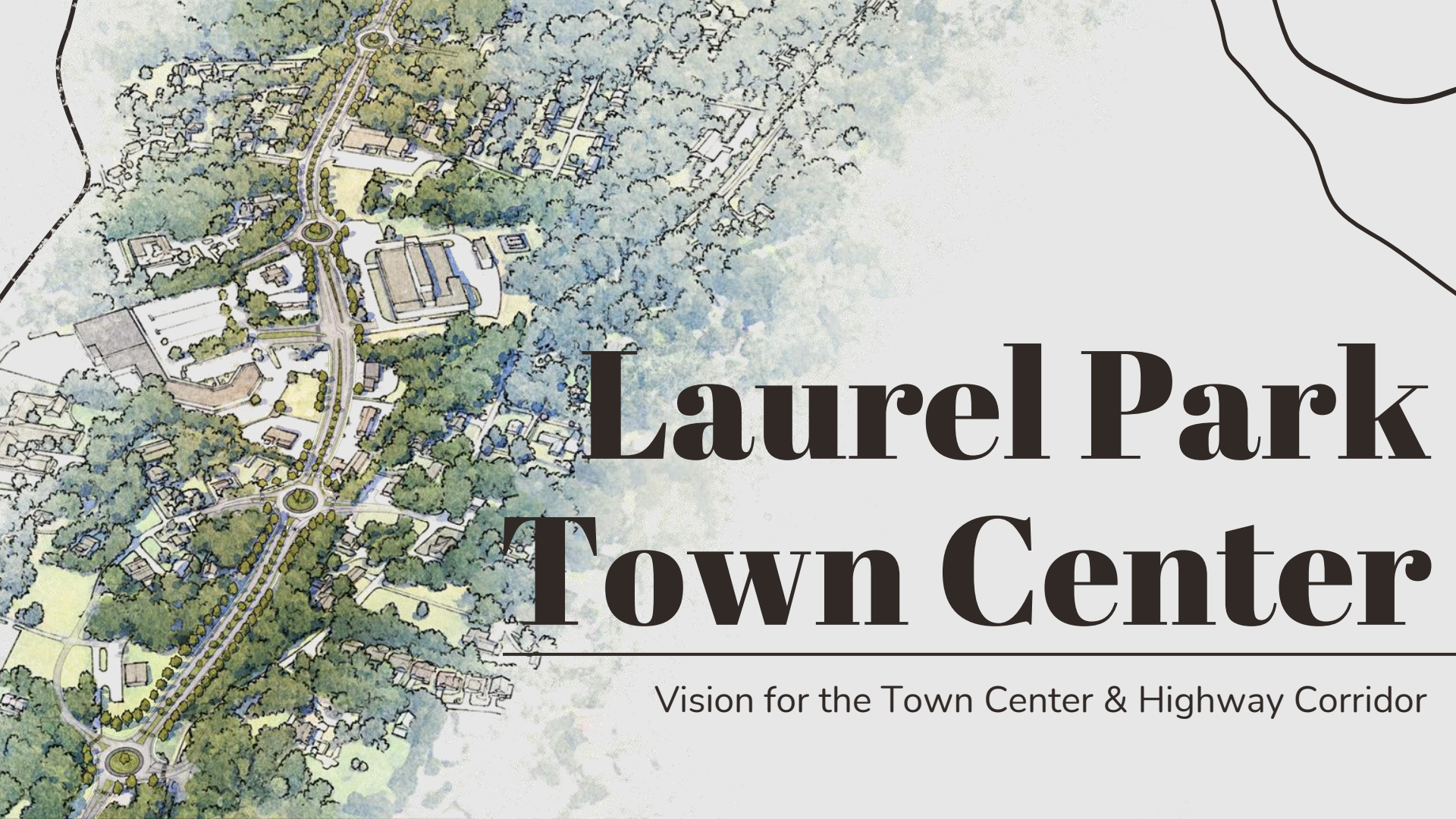
Presenter: Chad Meadows, CodeWright Planners

Attachment(s): Yes/No

- Presentation Slides

Summary of Item: In tandem with the incoming four roundabouts on Highway 64, Town Council requested that Mr. Meadows prepare an updated vision for our section of the corridor. The presentation is intended to articulate Laurel Park's desired character for the area.

Suggested Motion: None.



Laurel Park Town Center

Vision for the Town Center & Highway Corridor

OVERVIEW

Background

Highway 64 Plan
NCDOT plans

1

3

Examples

Visioning effort
examples from other
towns

Vision

Visioning images of
new Town Center and
highway corridor

2

4

Next Steps

Where to go from
here



Back ground



Project Purpose:

Prepare an updated vision for the central portion of the Highway 64 corridor in Laurel Park (the area around Ingles and the Coats plant)



Prior Planning (2017)

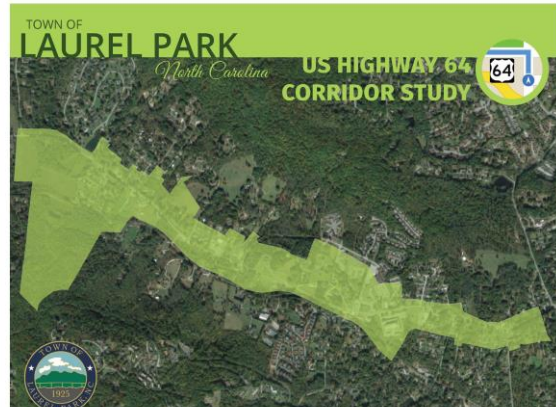


Figure 5: Corridor Study Area Map



Figure 24: Town Center Concept Sketch A



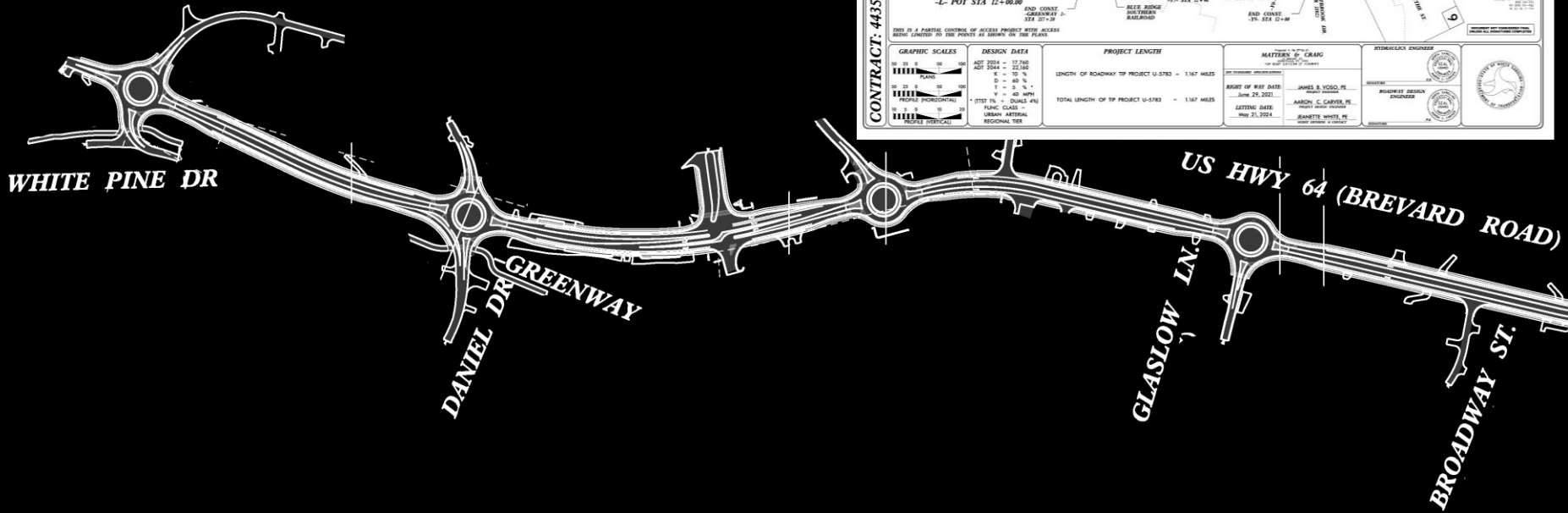
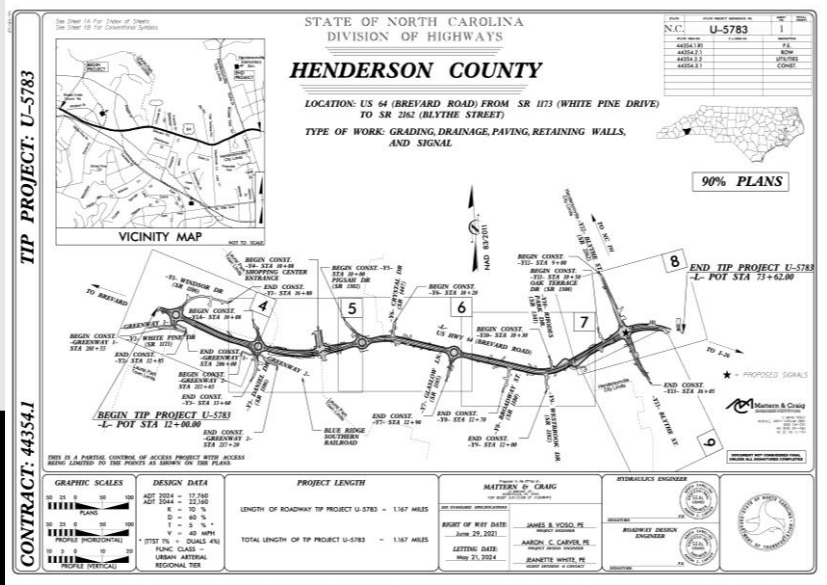
Solar panels shading the parking lot could demonstrate that the town is forward-thinking and innovative. Sustainability is a key goal

Figure 25: Town Center Concept Sketch B

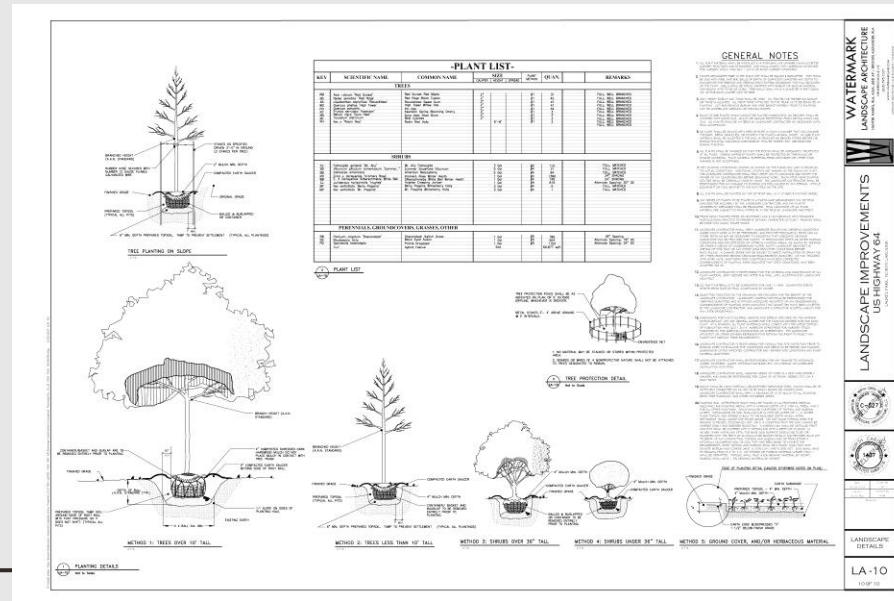
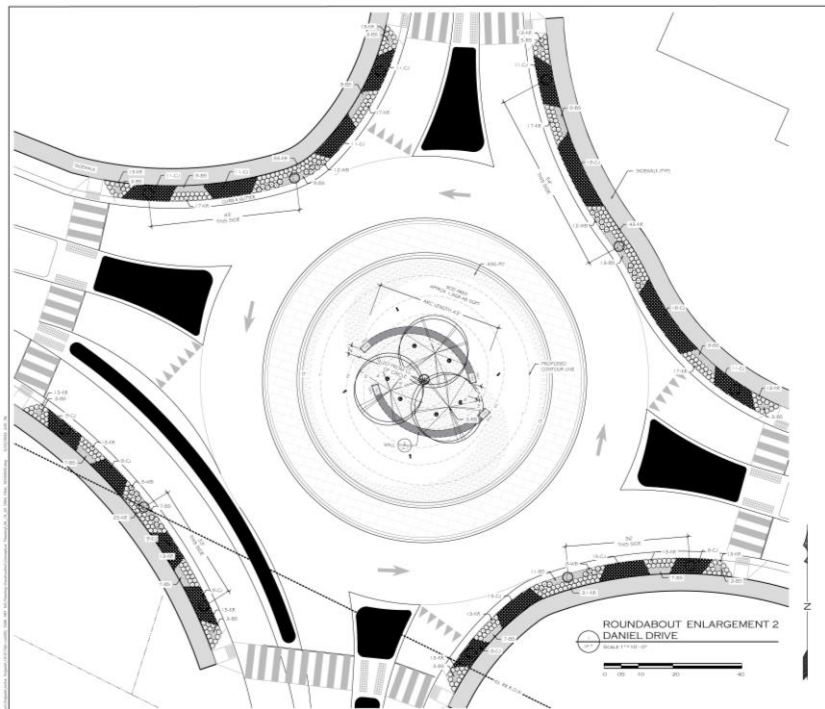
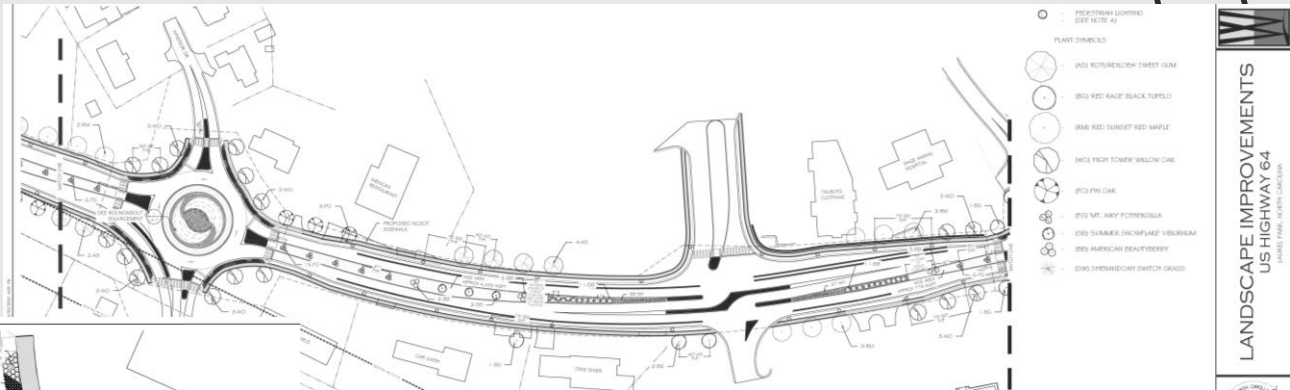


Grocery stores can appeal to health-conscious consumers by building a greenhouse on the roof, then selling the farm-fresh produce on their shelves at affordable prices. Or, the store could offer a variety of specialty products.

Highway 64 Planning (NCDOT)



Highway 64 Planning (Town)



Project Goal...

Articulate Laurel Park's desired character for the Highway 64 corridor & Town Center area:
A walkable, mixed-use, mountain village

Vision



TO HENDERSONVILLE

Roundabout 4
Glasgow Ln.

Roundabout 3
Pisgah Dr.

Former Coats Site

Ingles Shopping Center

Roundabout 2
Daniel Dr.

Roundabout 1
White Pine Dr.

ECUSTA TRAIL



Town Center / Highway 64 Corridor Vision

This is an artist's depiction of the reconfigured US Highway 64 corridor looking east towards Hendersonville. The planned upgrades to the Highway include four new roundabouts, new sidewalks, new bike lanes, new street lights, landscaping, and other improvements. The orange dashed line to the south of the corridor depicts the new Ecusta Trail. The improvement project includes gateway features to help travelers recognize their arrival in Laurel Park. The Town is pursuing additional changes to the areas along the corridor to enhance the pedestrian experience, support connections to the Ecusta Trail, and establish a "living room" or village core for Laurel Park.



"ROUNDBABOUT #3" PISGAH DRIVE

↑ To Hendersonville



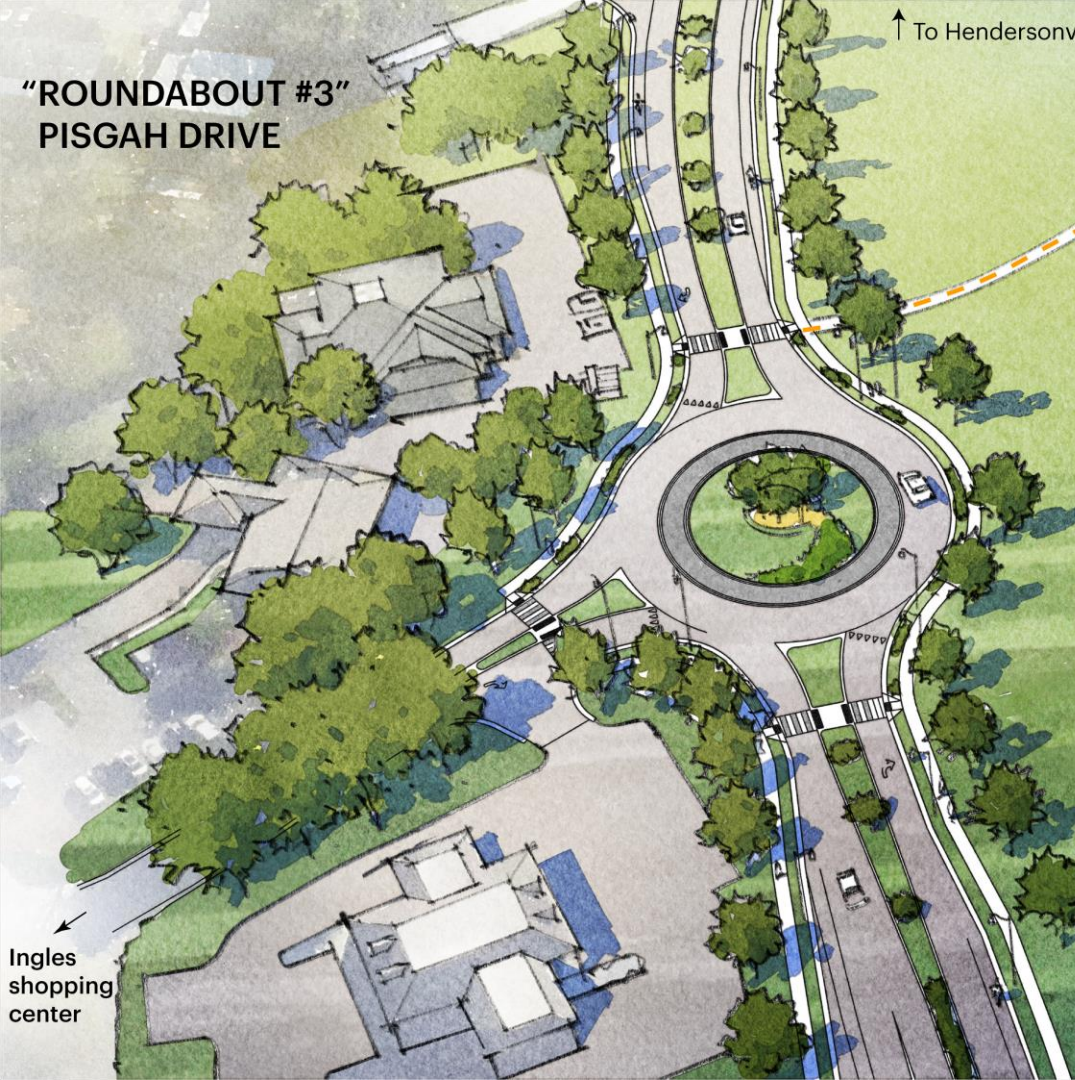
Potential pathway connecting to the Ecusta Trail →



Town Center / Highway 64 Corridor Vision

This is an artist's depiction of the Pisgah Drive roundabout (roundabout #3) and its surroundings. The building to the lower left is the Sage Pet Hospital in front of the Ingles shopping center. The area to the right of the roundabout is the former Coats industrial plant site (buildings removed). As depicted in the drawing, Highway 64 has two travel lanes divided by a planted median, new sidewalks, cross walks, bike lanes, street trees, street lights, and other features. This sketch shows a conceptual location of one of many potential walking paths connecting to the Ecusta Trail corridor. The area around Roundabout 3 is the core of the Laurel Park Town Center district and could become the Town's "living room" with walkable mixed-use development and residences.

Ingles shopping center





Town Center / Highway 64 Corridor Vision

This is an artist's depiction of the new Highway 64 corridor looking east towards Hendersonville. Buildings are mixed-use, village-scale structures with outdoor dining and gathering areas along the corridor. The area is a vibrant, pedestrian-oriented town center with dwellings, shops, and restaurants.



Town Center / Highway 64 Corridor Vision



This is an artist's depiction of one of the roundabouts. The image shows how buildings are located close to the Highway 64 corridor, how pedestrian areas are located in front of buildings, and parking is to the side or rear. Buildings maintain a mountain village character with earth tones, natural materials, and human-scaled design features. Gathering areas and open spaces are prioritized over parking and utility features.



Examples



Example Efforts

South Gateway Corridor Plan

US Highway 421, Michigan City, IN

Renew Opelika Road

Opelika Road, Auburn, AL

West Broadway Corridor Plan

West Broadway, Council Bluffs, IA



South Gateway Corridor Plan

Michigan City, IN

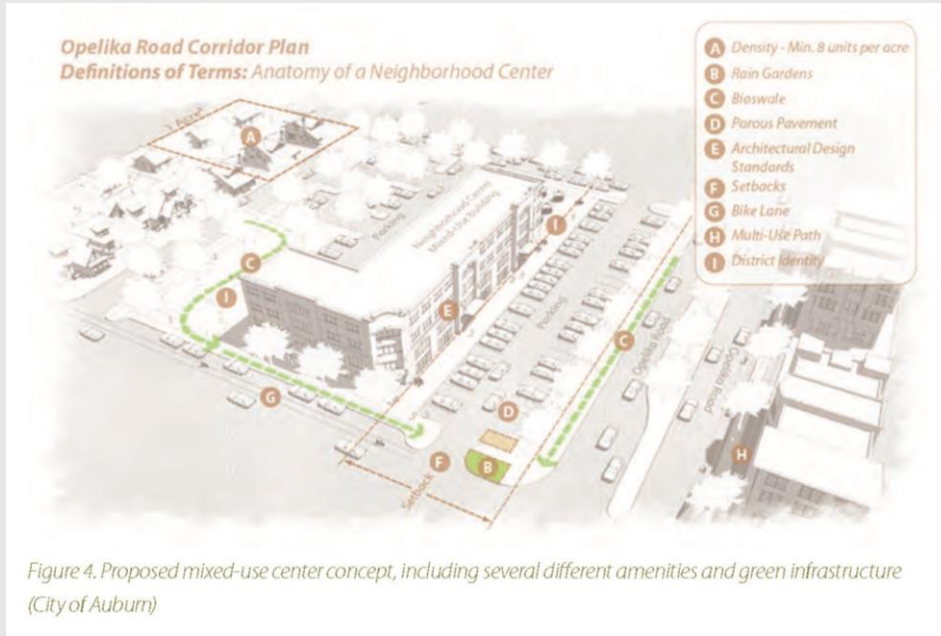
- Visioning strategy
- Identification of strategic sites
- Focus on redevelopment of a central catalyst site
- Integrating residential development into the use mix



Figure 6. Wave wall concept and branding for U.S. Highway 421/South Franklin Street (City of Michigan City)

Renew Opelika Road

Auburn, AL



- Blend of roadway improvements, street trees, multi-purpose trail
- Identification of mixed-use nodes
- Role of private investment & ROI

West Broadway Corridor Plan

Council Bluffs, IA

- Road construction as a tool to leverage private investment
- City-led redevelopment of catalyst sites
- Management of surplus retail land area



Figure 8. One of two proposed redevelopments near the former Bunge Grain Elevator site (City of Council Bluffs)



Next Steps



- Continue to research example efforts
- Review vision elements with the community
- Partner with landowners and other interests to foster redevelopment



Item 4B: Wildlife Presentation

Presenter: Justin McVey, NC Wildlife Commission Biologist

Attachment(s): Yes/**No**

Summary of Item: This is a general presentation describing the basic biology of white-tailed deer, the life history, diet, and their population status in Henderson County and region. He will describe the options for minimizing the impact of deer for residents and costs associated. He has met with a number of other communities in western North Carolina with deer issues.

Suggested Motion: None.

Item 4C: Lift Station Beautification Project

Presenter: Allen Saum, Resident

Attachment(s): Yes/No

- Presentation Slides

Summary of Item: The proposed mural painting project for lift stations represents a unique opportunity to blend functionality with artistry, turning everyday infrastructure into dynamic community assets. By involving local artists and residents, we can create murals that not only beautify our public spaces but also engage and inspire the community.

Suggested Motion: None.

PROPOSAL



LIFT STATION BEAUTIFICATION PROJECT



Lift stations are essential infrastructure components that support the effective operation of water, sewer and stormwater systems.

Often located in highly visible areas, these structures can sometimes detract from the aesthetics of their surroundings.

Integrating mural painting will enhance the visual appeal of lift stations, transforming them from utilitarian elements into engaging works of art.

PURPOSE

This proposal outlines a comprehensive plan for a mural painting project that seeks to:

Beautify: Improve the aesthetic quality of lift stations by transforming them into visually engaging and attractive features.

Engage: Foster community involvement by including local artists and residents in the design and execution processes.

Promote: Showcase local artistic talent, offering artists a platform to display their work and gain public recognition.

Raise Awareness: Educate the community about the importance of infrastructure maintenance and the role of public art in enhancing urban environments.

OBJECTIVES

Enhance Aesthetics: Revitalize the visual impact of lift stations, converting them from industrial structures into eye-catching public art pieces.

Engage the Community: Involve local artists and community members in both the design and painting phases to ensure the project reflects local culture and values.

Promote Local Art: Provide local artists with a prominent platform to exhibit their creativity and foster a sense of pride and accomplishment.

Raise Awareness: Increase public understanding of infrastructure

SCOPE of the PROJECT

Beautification
of
Lift Stations

Laurel Park, NC

LIFT STATION LOCATIONS

Laurel Park Hwy @ Railroad Drive – needs improvement & maintenance

Laurel Park Hwy @ Roberts Drive – would benefit from improvement

Laurel Park Highway (LPH) @ Hebron Road / 2201 – no improvements needed

Echo Drive @ Royal Drive - no improvements needed

Alta Circle @ Toms Drive – no improvements needed

SITE ASSESSMENT

Identify the visibility, the potential impact on the surrounding area, and the suitability for mural painting. Factors such as surface condition, size, and location will be evaluated.

Perform a detailed site assessment to determine surface conditions, potential structural issues, and logistical considerations that may affect the painting process.

COMMUNITY INPUT

Conduct community meetings or surveys to gather input on preferred themes, styles, and subject matter. This step ensures that the final designs resonate with residents and reflect community values.

PROPOSED THEMES

Log Cabins – Cottage in the Woods - Nature Scene

DESIGN APPROVAL

Submit the proposed designs to relevant authorities and stakeholders for review and approval to ensure compliance with aesthetic and regulatory standards.

LIFT STATION LOCATIONS



LAUREL PARK HWY @ RAILROAD DR.



LAUREL PARK HWY @ ROBERTS DR.



LAUREL PARK HWY @ HEBRON DR.



ECHO Dr. @ ROBERTS DR.

SITED LOCATION ISSUES

Run-down public facilities can present a range of issues that impact our community.

Decreased Property Values: Surrounding areas often see a drop in property values when public facilities are neglected, which can affect local economies and discourage investment in the community.

Increased Costs: Neglecting maintenance can lead to more expensive repairs or replacements down the line. Addressing issues early can be more cost-effective than dealing with severe damage later.

Environmental Issues: Neglected facilities can exacerbate environmental problems. Uncontrolled plant growth as displayed in the guttering on the Laurel Park Hwy @ Railroad Dr. building blocks the drainage system, and contribute to the accumulation of debris, which compromises the integrity of the structure

Social Impacts: Run down / poorly maintained facilities affect community pride by reducing aesthetic appeal.



BENEFITS

Visual Appeal

Murals will enhance the aesthetic charm of lift stations, transforming them from functional structures into visually appealing elements that enrich the urban landscape.

Community Pride

By involving local artists and residents, the project will foster a sense of pride and ownership, strengthening community bonds.

Cultural Enrichment

Public art installations contribute to the cultural vibrancy of the area, making the lift stations landmarks of artistic expression and local heritage.

Educational Opportunities

The project will serve as a platform to discuss the intersection of art and infrastructure, raising awareness about both the importance of maintaining public utilities and the role of art in public spaces.



PROJECT IMPLEMENTATION

Surface Preparation:

Prepare the lift station surfaces by cleaning, repairing any damage, and applying a suitable primer to ensure proper adhesion of the mural paint.

Execution:

Coordinate with the selected artist to schedule the painting process. Ensure that all necessary permits are in place and that the painting work is monitored for quality and adherence to the approved design.

Maintenance Plan:

Develop a maintenance strategy to preserve the murals, including periodic inspections and touch-ups as needed to address any wear or damage over time.

TIMELINE

Planning and Design:

Develop project plan, finalize artist selection, and gather community input.

2 months

Artist Selection and Community Input:

Issue call for artists, conduct community meetings, and finalize designs.

2 months

Surface Preparation:

Clean and prepare surfaces for painting.

2 weeks

Painting:

Execute the mural painting with artist coordination.

2 months

Final Review and Maintenance Plan:

Review completed murals, finalize maintenance plan, and address any immediate concerns.

2 weeks

BUDGET

Artist Fees: Compensation for design and execution by local artists.	\$5,000 - \$10,000
Materials and Supplies: Costs for paint, brushes, primers, and other necessary materials.	\$2,000 - \$4,000
Surface Preparation: Expenses for cleaning, repairs, and primer application.	\$1,000 - \$2,000
Maintenance Fund: Allocation for ongoing maintenance and touch-ups.	\$1,000 annually
Miscellaneous Costs: Contingency for unforeseen expenses.	\$2,000
Total Estimated Budget:	\$11,000 - \$19,000

PROSPECTIVE ARTISTS

Knox Crowell – native of Laurel Park

Jump Off Rock (restoration) – 142 3rd Ave West

Andrea Martin - old World of Clothing building

[828 393 0189](tel:8283930189) andrea@melioracabinetry.com

Matt Willey – Bee Mural, Children’s Museum

[https://www.thegoodofthehive.com/about/
info@thegoodofthehive.com](https://www.thegoodofthehive.com/about/info@thegoodofthehive.com)

ADDITIONAL REFERALS ENCOURAGED



CONCLUSION

Keep
Laurel Park
Beautiful

The proposed mural painting project for lift stations represents a unique opportunity to blend functionality with artistry, turning everyday infrastructure into dynamic community assets.

By involving local artists and residents, we can create murals that not only beautify our public spaces but also engage and inspire the community.

We humbly request moving forward with this proposal and are eager to collaborate with all stakeholders to bring this vision to fruition.

Thank You
for your
Time & Consideration

Allen Saum

2005 Laurel Park Hwy

Laurel Park, NC 28739

843.340.2753

allen@longbayassociates.com

www.longbayassociates.com

Item 5: Agenda Review for the Council Meeting scheduled for November 19, 2024

Presenter: Mayor O’Cain

Attachment(s): Yes/No

- Draft November 19, 2024, Town Council Agenda

Summary of Item:

The Town Council will hold their regularly scheduled Town Council meeting on the third Tuesday of the month, November 19, 2024, at 9:30am. The draft agenda is included with this memorandum for review.

Suggested Motion:

N/A



**Town Council
Regular Meeting
November 19, 2024, at 9:30 a.m.**

**THIS MEETING WILL BE HELD ELECTRONICALLY AND IN PERSON
Please visit www.laurelpark.org for more information**

- 1. Call to Order**
- 2. Pledge of Allegiance**
- 3. Public Comment**
- 4. Approval of the Agenda**
- 5. Consent Agenda**
 - A. October Monthly Report
 - B. Minutes for the October 15, 2024 Regular Meeting/Public Hearing
 - C. Minutes for the October 23, 2024 Special Meeting
 - D. Minutes for the November 4, 2024 Special Meeting
 - E. Proclamation of Appreciation
 - F. Resolution waving Zoning & Floodplain development permit fees for any permitting related to repairs to, or the rebuilding of, structures and/or properties damaged by Hurricane Helene
- 6. Old Business**
 - A. Public Hearing- UDO Amendments
 - B. WXZ Update
 - C. Board Appointments
- 7. New Business**
 - A. Ratification of contracts executed by the Town Manager during the State of Emergency
- 8. Town Manager's Report**
- 9. Department Head Reports**
 - A. Public Works
 - B. Fire Department
 - C. Police
 - D. Administration
- 10. Mayor and Commissioner Comments**
- 11. Closed Session- NCGS 143-318.11(a)3-** consider and give instructions concerning a potential or actual claim, administrative procedure, or judicial action.
- 12. Adjournment**