



Amended 9/8/19 - 11:07am

**TOWN OF SUMMERVILLE
STANDING COMMITTEES OF COUNCIL MEETINGS**

Training Room: Parks & Recreation, Planning & Development, Public Safety and Public Works

Council Chambers: Finance Committee

Monday, September 9, 2019 - 5:30 p.m.

AGENDAS

1. Parks and Recreation Committee:

- a. Discussion on potential soccer program

2. Planning and Development Committee

- a. Discussion of Historic Guidelines resolution
- b. Update on moratorium and traffic impact analysis
 - i. Planning Commission voted to move the moratorium ordinance back to full Council for second reading with no recommendation for approval.
 - ii. Planning Commission voted to move the Traffic Impact Analysis back to full Council for second reading with recommendation for approval.

3. Public Safety: *No meeting for September*

4. Public Works Committee:

- a. Public Works Project Updates
 - i. Road Resurfacing
 - ii. Bear Island Road
 - iii. Maple Street
 - iv. Arbor Oaks Drainage
 - v. Shepard Park Drainage
 - vi. Parkwood Drive Sidewalk
 - vii. King Charles Circle Sidewalk
 - viii. Central Avenue Sidewalk Project
- b. Extension of North Gum Street – Discussion
- c. Proposed Public Safety Training Site - Introduction and Discussion
- d. Five Points roundabout project update

5. **Finance Committee:**

- a. Public Comment (Pertaining to Finance Committee agenda items only)
- b. Presentation of August 2019 Financial Report - Andrew Shelton
- c. Consideration of MASC Hometown Economic Development Grant
- d. Discussion of change order payment to ALS of North Carolina for mast arms
- e. Holiday decoration update

6. **Discussion of Proposed/Upcoming Council Agenda Items**

7. **Miscellaneous**

- a. Mayor's Comments

8. **Executive Session: legal matter**

- a. Legal matter concerning mediation agreement between D. Sarroco and Town of Summerville

9. **Other Business**

- a. Action to be Taken by Council Related to Executive Session

10. **Adjourn**

MASC Hometown Economic Development Grant Overview

Project title:

Summerville Bike Share: Putting the ECO in Economic Development

Project description:

The Summerville Bike Share project will support economic development in the downtown commercial district of Summerville by focusing on improvements to the bicycle and pedestrian experience. These improvements will allow residents and visitors to better experience the beautiful natural environment of Summerville as well, supporting the area's growing eco-tourism industry by better connecting the downtown commercial district with the Oakbrook commercial node. The Oakbrook area is home to Summerville's connection to the Ashley River, a popular and highly utilized blackwater river that is well-suited for canoeing, kayaking, and other outdoor recreation pursuits.

Specifically, the project will:

- Create a 20-unit bike share system with bikes to be distributed across three downtown stations to facilitate resident and visitor access.
- Add wayfinding signage between the downtown district and the end of the Sawmill Branch Trail on East Richardson Avenue. The Sawmill Branch Trail is the quickest bicycle and pedestrian route to the Oakbrook area and the outdoor recreation activities attached to the Ashley River.
- Install tactical urbanism-style improvements to the bike and pedestrian path on East Richardson Avenue between Main Street and the Sawmill Branch Trail. These improvements, created in the lighter/faster/cheaper mode, will enhance the safety of bicyclists and pedestrians along the street. Improvements may include the installation of planters and other physical barriers between the street and the path, the use of bright paint and/or colorful designs to designate the path, and the use of signs and banners to alert drivers to the presence of pedestrians and cyclists.
- Clean up and beautify the Berlin G. Myers Parkway underpass on East Richardson Avenue to serve as a gateway into the downtown district. Projects may include round and rectangular planter boxes with seasonal flowers, fresh paint to refresh the appearance of the underpass, and rotating public art projects. We will work with the volunteer-driven Summerville Beautification Committee and other interested parties to implement this project element.

In addition, we will work with our Main Street organization, Summerville DREAM, to explore opportunities for retail businesses and restaurants located within the downtown district to offer discounts on goods and food/beverage items to bike share users, with a particular emphasis on businesses located in Summerville's Historic District.

Expected return on investment and how it will be measured:

Return on investment will be measured against anticipated additional revenues, based on research-supported estimates. With 20 bikes in the system, and an estimate of 1.4 rides per bike per day, our annual system usage is projected at 10,220 rides. While a broad base of research supports bike share systems as economic development tools—see particularly a 2012 study by the League of American Bicyclists, as well as a 2017 report from *Sustainable Cities and Societies*—a study conducted by Virginia Tech University provides specific figures on rider spending patterns. This research suggests that 86% of bike share users spend money in association with their ride, meaning that we could

anticipate 8,789 rides with expenditures. Of these, approximately 1/3 are expected to spend \$50 or more, while 63% will likely spend \$10-49.99, and the remainder will spend less than \$10. Calculating these numbers provides an estimate of annual economic impact of \$257,500, offering a quantifiable metric against which to measure return. Based on a total project cost of \$35,000, this project estimates to provide a return rate of better than 7:1.

Effect on quality of life for Summerville residents:

The Summerville Bike Share project will contribute to the quality of life in Summerville in many ways. The project will promote greater physical activity in a community with an adult obesity rate of 33.4%. This physical activity will not only support reduction in the obesity rate, it is expected to positively impact other health issues such as hypertension.

From an economic standpoint, the project will provide positive economic returns (as noted previously) to our downtown business community, allowing retail shops and restaurants to increase their customer bases and introducing both residents and guests to new shopping and dining experiences. Additionally, the project will support Summerville's burgeoning eco-tourism industry by better connecting system users with outdoor recreation opportunities found outside of the downtown commercial district.

The system will provide significant benefit for annual events such as the Flowertown Festival by providing alternative transportation options for visitors, who will benefit from the opportunity to explore Summerville at a slower pace. Because of its location on the calendar at the first weekend in April, the Flowertown Festival will likely serve as our primary kickoff for the system.

The project will also serve as a means to introduce long-time residents, as well as tourists, to cultural and community resources. Bike sharing will allow users to discover historic homes and gardens, public sculpture, parks, trails, and other community spaces that stimulate a greater appreciation for both the town's history and its future.

Need for financial assistance:

The Town of Summerville is located 20 miles northwest of Charleston, SC, and includes portions of three coastal counties: Charleston, Berkeley, and Dorchester. The US Census Bureau published the 2017 Population Estimates that indicated the Town of Summerville's population has increased to over 51,000 residents. The new population estimates show an eighty-six percent (86%) increase since 2000 and a nineteen percent (19%) increase since 2010. Our tax base is primarily residential, which means that value-added programs that support and improve quality of life for residents and tourist experience for visitors, such as a bike share system, are out of reach in our existing budget.

The requested grant amount of \$25,000 will help Summerville establish a bike share program, and our thoughtfully developed fee structure will allow us to maintain and expand the bike fleet over time.

How is this project innovative?

For a municipality the size of Summerville (~50,000 residents), a bike sharing program is exceptionally innovative. Such programs are typically found in larger cities. However, with the advent of the experience economy that is emerging in Summerville and other medium-sized municipalities, such a program is likely to thrive.

In South Carolina, other cities with bike sharing programs are either larger than Summerville (Charleston, Columbia, Greenville) or have one or more postsecondary education institutions that offer

a larger than usual audience of potential users (Spartanburg). In Charleston, the demand for bike sharing has been so great that there are now two providers: Affordabike and Holy Spokes.

The program will address issues of ongoing downtown revitalization, economic development, and the need to develop community attributes that support our evolving experience economy. It is particularly innovative in that it requires no electricity or space-consuming kiosks. The entire system operates via a smartphone app, which will unlock a bike at the user’s direction and track time of use for billing purposes. Billing is connected to the app, so collection of membership and use fees is automated.

How will the project be sustained over time?

The Summerville Bike Share will be launched as a fee-based program. Annual, weekly, and daily memberships, along with incremental half-hour fees, will support both the ongoing maintenance needs of the bicycle fleet and the capital needs for eventual system expansion to reach all commercial nodes of town. Because the bikes are made of an alloy material, they will provide many years of service as long as they are properly maintained. As with other bike share systems, users will be responsible for any damage caused to the bikes, including the potential for replacement if a bike is damaged beyond repair.

How could the project be duplicated?

The program can be duplicated with an initial investment to secure the appropriate number of bikes and racks and the development of a business plan. Such an investment can come through grant funding, corporate sponsorship, or municipal budgets.

Project budget

The Summerville Bike Share program implementation budget consists of the following items:

Line Item	Budget Amount
Bike Share System—includes 20 bikes, 30 bike docking racks, administrative software, a custom branding package, a safety light kit, and an integrated U-lock for docking away from the system rack	\$32,350
Wayfinding and station signage—includes directional signage for accessing the Sawmill Branch Trail from downtown, accessing the downtown area from the end of the Sawmill Branch Trail, and suggested routes to other points of interest	1,250
Improvements to the bike/pedestrian path on East Richardson Avenue—includes paint, planters, plants, and other potential tactical urbanism items used to delineate the path and provide appropriate separation from the street	900
Cleanup and beautification supplies—includes paint, flowers, and decorative items to spruce up the Berlin G. Myers underpass and highlight it as a gateway into downtown Summerville	500
Total Budget	\$35,000

How were figures developed?

The figure for the bike share system was established using a quote from a system provider and represents the worst-case scenario for system cost. The figures for signage, bike and pedestrian path improvements, and cleanup/beautification supplies were developed using known costs for anticipated needs.

How will the required match be provided?

The Town of Summerville will provide the required cash match of \$3,750.

What is the Town's experience managing grants?

The Town of Summerville has a notable history of managing various federal and state government grants, as well as local private foundation grants ranging from relatively small amounts of \$1,000 to larger projects of \$25,000 and up to \$500,000. The Town is considered an Entitlement Community that receives the Community Development Block Grant funding through the Department of Housing and Urban Development. This funding typically range from \$200,000 to \$260,000 annually. The funding is used for a variety of projects that promote community revitalization. This revitalization is achieved through access to counseling and education on affordable housing and public amenities, and improves overall quality of life through activities that primarily seek to serve low-and-moderate-income residents. The Town also manages grants for its Police, Fire and Rescue, Parks and Recreation, and Planning and Economic Development Departments. In order to manage its various grant programs each year, The Town employs a full-time Grants Writer whose primary responsibilities includes funding research, grant proposal creation and submission, and post-award grant administration.

Project timeline:

It is anticipated that installation of the bike share system can be completed in approximately six (6) months from the awarding of the grant. The project timeline is as follows:

November 2019—Solicit bids for the bike share system components

December 2019—Review bids and award the project

December 2019-January 2020—Develop a wayfinding signage design and order signs

January 2020—Engage the Summerville Beautification Committee and other volunteers to develop a revitalization plan for the Berlin G. Myers Parkway underpass

February 2020—Begin installation of bike racks and wayfinding signage

March 2020—Complete revitalization of Berlin G. Myers Parkway underpass and install tactical urbanism elements along the bike/pedestrian path on East Richardson Avenue

April 2020—Formally launch the bike share system at the annual Flowertown Festival



Town of Summerville Council Meeting
Thursday, September 12, 2019 - 6:00 p.m.
Summerville Municipal Complex – 200 South Main Street

AGENDA

- 1. Call to Order**
- 2. Invocation and Pledge of Allegiance**
- 3. Approval of Minutes of Previous Meetings**
 - a. Town Council Meeting, August 8, 2019
 - b. Special Called Council Meeting, August 23, 2019
 - c. Special Called Council Meeting, August 30, 2019
- 4. Approval of Council Committee Reports**
 - a. Parks and Recreation Committee – Monday, September 9, 2019
 - b. Planning and Development Committee – Monday, September 9, 2019
 - c. Public Works Committee – Monday, September 9, 2019
 - d. Finance Committee – Monday, September 9, 2019
- 5. Public Comment – *For items on the September 12, 2019 Town Council meeting agenda only***
- 6. Petitions: N/A**
- 7. Pending Bills and Resolutions**
 - a. Second and final reading of an ordinance to annex Dorchester County TMS# 136-00-00-140 (approximately 3.82 acres), Lots 1 and 2, located at 111 W. Butternut Rd., currently zoned R-4 Multi-Family Residential in Dorchester County and will be zoned R-3 Single-Family Residential Attached Buildings (Lot 2) and B-2 Neighborhood Business Center (Lot 1) upon annexation into the Town of Summerville's municipal limits. (Council District 1)
 - b. Second and final reading of a Unified Development Ordinance proposed to repeal and replace in its entirety Town Code, Chapter 32, Zoning; Chapter 22, Stormwater Management; Chapter 20, Article II, Planning Commission; and Article III, Development Standards, Section 20-71, Roads; and Chapter 6, Article III, Flood Damage Prevention.
 - c. Second and final reading of an ordinance to annex Berkeley County TMS# 208-00-02-013 (approximately 973 acres) located off of the Nexton Parkway Interchange and Linda Way,

currently zoned HI, Heavy Industrial, and Flex1, Agricultural, in Berkeley County and will be zoned PUD, Planned Development District, upon annexation into the Town of Summerville's municipal limits. (Council District 2)

- d. Second and final reading of an ordinance to grant a quit claim deed to Hoover Summerville, LLC for an unopened portion Gum St. Extension, preserving unto the Town a perpetual easement for drainage and public utilities.
- e. Second and final reading of an ordinance to amend Chapter 2, Article V (Finance), Division 2 (Purchasing), Sec. 2-322 by adding subparagraph (6).
- f. Second and final reading of an ordinance to amend Chapter 20 – Planning and Development; Article V – Traffic Impact Analysis; Section 20-152 – Traffic Impact Analysis Required, Subsection (a) – Applicability.
- g. Second and final reading of an ordinance to amend Chapter 32 – Zoning, Article III – Zoning District Regulations, Sections 32-122, 32-123, 32-124, 32-125, 32-126, 32-127, and 32-128 by adding a new section to provide for a moratorium on the subdivision of a tract of land into five or more parcels.

8. Introduction of Bills and Resolutions:

9. Miscellaneous

- a. Discussion of Five Points roundabout proposal
- b. Consideration of Historic Guidelines resolution
- c. Consideration of MASC Hometown Economic Development Grant
- d. Mayor's Remarks

10. Public Comment (open)

11. Executive Session: Legal matters

- a. Legal matter related to condemnation of tracts in the North Maple Street project.
- b. Legal matter related to all lawsuits against the Town of Summerville
- c. Legal advice regarding pending litigation on E911 case

12. Other Business

- a. Action to be Taken by Council Related to Executive Session

13. Adjourn