



## Moore County Board of Commissioners

---

January 25, 2024 | 2:00 PM  
Moore County Senior Enrichment Center  
8040 US HWY 15/501  
West End, NC 27376

### MINUTES

#### COMMISSIONERS PRESENT

Chairman Nick Picerno, Vice Chairman Kurt Cook, Frank Quis, John Ritter, Jim Von Canon

#### CALL TO ORDER

Chairman Picerno called the meeting to order.

#### INVOCATION

County Manager Wayne Vest offered the invocation.

#### PLEDGE OF ALLEGIANCE

Vice Chairman Kurt Cook led the Pledge of Allegiance.

#### 1. LAND USE PLAN UPDATE: 1/18/2024 PUBLIC FORUM DEBRIEFING AND NEXT STEPS

Chairman Picerno noted the County was blessed to have citizens engaged and part of the Land Use Plan update process, and said the Board was receiving good comments online also. Mr. Vest offered comments regarding the January 18 meeting attendance and participation and the online comment form. Chairman Picerno opened the floor for the commissioners to provide their feedback on the January 18 forum.

Commissioner Quis welcomed everyone and said what he heard was a concern that the County get the revision/update to the Land Use Plan right, and that the commissioners sincerely listen and take suggestions and comments seriously. He said they were off to a good start, and he appreciated the value also of the professionals involved in the process.

Commissioner Cook said he was excited and pleased about the community involvement over this topic and said he heard loud and clear to keep the rural area as rural and to keep farmland.

Commissioner Ritter expressed his appreciation to everyone for being present and he looked forward to future meetings and hearing from more people. He said good comments were received on January 18 and people liked the format and the opportunity to have multiple ways to give input. He said more input and insight was received because of that.

Commissioner Von Canon stated his appreciation for everyone coming out and for their

emails. He said everyone was concerned about how fast the County was growing, and they were going to do it smartly and right and ensure good quality homes were built. He encouraged everyone to attend the meetings and participate. He said the commissioners worked for the citizens and at the end of the day, they were listening. Chairman Picerno said he liked the open mic, and he noted online comments received from a citizen regarding only getting one side of the story. He discussed the future meetings structure and suggested the Board may want to consider an educational session to people could understand the current rules/regulations and what capacity there was for growth. He said water was also an issue and ensuring the quality of life was sustainable. He asked if each commissioner would express his vision for Moore County.

Commissioner Quis shared that he really liked what Chairman Picerno discussed about informing people and explaining. He said the more everyone knew the better progress they would make toward the goal. He said for him the goal was for people 25 years from the present to say the people involved in the current process made good decisions and because of that, their quality of life was good. Commissioner Quis said it was an opportunity they could not squander, and they really need good ideas from citizens as they would make better decisions with engagement by the citizens.

Commissioner Cook said growth was inevitable and he discussed his background and experience with the country area and the value of space. He commented regarding the density and cost of new development and the lack of affordability. He said infrastructure would have to grow and all that needed to be in place prior to expansion. Commissioner Cook said everyone's input was valuable and necessary.

Commissioner Ritter said he was the rural guy but at the same time he realized the people who had moved to Moore County had benefited and enriched it, and he said growing was a sign of a healthy community. He said Moore County was blessed beyond measure and he did think they had to be careful not to grow beyond the capacity to manage services, etc. He said it was a difficult process and a crucial time to decide the direction of the community. Commissioner Ritter said the County had continued to grow in its mold and he did not see why that could not be maintained for the future if they planned well.

Commissioner Von Canon noted the jurisdictions from which the County currently purchased water and said the County wanted to be self-reliant. He discussed people's desire to own their own homes and also the need for rental opportunities. He expressed the desire for people to be safe, to be prepared for school needs, and to preserve farms and rural areas. He commented on homes currently built that ten years later no one would want to buy and expressed the importance of quality homes.

Commissioner Von Canon said it was a long road ahead, but the County had a really good team.

Chairman Picerno said this process was not about getting the Land Use Plan done fast, but about getting it done right, whether it took months or years. He said he saw things currently that they could not reconcile. He discussed the desire to not have Moore County become like Fayetteville or Raleigh regarding traffic, etc. He discussed reconciling growing families, professionals just starting out, etc. and homebuilders being able to make money if density was not desired. Chairman Picerno said there were so many different issues, and they would rely on staff, professionals, the Planning Board, citizens, and consider every aspect of the economy. He said it was a big task and that was why they should not worry about time.

Chairman Picerno introduced Ben Hitchings with Green Heron Planning to provide a presentation. Mr. Hitchings' presentation is hereby incorporated as a part of these minutes by attachment as Appendix A. There was discussion regarding the format for the next steps of the Land Use Plan update process. Chairman Picerno asked about holding an educational forum prior to another listening session. Mr. Hitchings said they could do it now or could have it be a part of the initial kickoff meeting in the planning process; there was flexibility. Planning Director Debra Ensminger shared that she thought it would be good to continue with the listening sessions at the other two high schools and then have a panel of people come in to discuss specific topics for education. Chairman Picerno summarized that they could hold listening sessions at North Moore and Union Pines, accumulate all the information, and then through their review clear up misconceptions and provide education. Commissioner Quis noted the importance of involving NCDOT in the education piece. Mr. Hitchings had shared during the meeting that he had recently assisted with the land use plan for Johnston County, and Chairman Picerno asked how they felt. Mr. Hitchings said the barometer was often the adoption hearing and he did not recall that they had a single negative comment. He said folks were very supportive because they had been included. He said you would not want to drag it out too much or you might get process fatigue. Chairman Picerno suggested the Board go ahead and finish the listening sessions and Mr. Hitchings work on his scope with Mr. Vest. Commissioner Von Canon commented that if they did not get the plan done before Commissioner Quis left the Board, they would still take whatever time they needed. Chairman Picerno inquired with the Board regarding availability for the remaining listening sessions at North Moore and Union Pines and February 13 and 15 were the agreed upon dates, with no preference for which school on which date.

Chairman Picerno asked for Mr. Hitchings' opinion on a stakeholder group, like a steering committee. Mr. Hitchings discussed that if a committee got more than 11-12 people, it was for anyone to get a word in. He suggested no more than 9-11 people if they chose to have one. He reviewed the framework in North Carolina for adoption of the land use plan where the Planning Board had to review and recommend it to the commissioners and then the Board of Commissioners would adopt it. He discussed that since that was the framework, a steering committee would really be a sounding board. Chairman Picerno inquired about aforementioned stakeholders meetings in lieu of the committee and asked how many meetings there would be. Mr. Hitchings said there could be three to five focus group type meetings to last an hour and a half to two hours each. People from that interest community would be invited and there would be questions for them on key issues/needs/input. Focus groups might include agricultural, development, military, youth, etc. Chairman Picerno said he just wanted every group to have a chance for input and did not want anyone to feel excluded. He said if a steering committee would be too cumbersome, the focus groups may be better. He suggested getting the scope together while the Board finished the listening sessions. Mr. Hitchings reviewed options to have an advisory group, to use the Planning Board, or to use the focus groups.

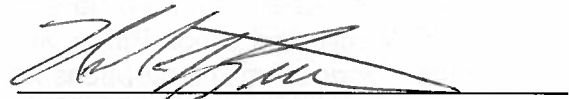
Mr. Vest suggested the Board may want to have another work session following the listening sessions like the one they were holding this day. The commissioners discussed availability and agreed to hold a work session on February 16 at 2:00pm at the Senior Enrichment Center.

Chairman Picerno asked everyone to think about how to reach underrepresented groups and he suggested possibly also having a meeting with mayors and municipal

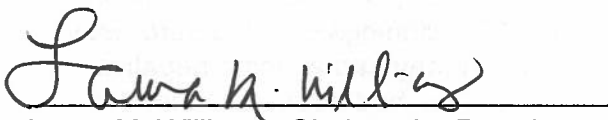
representatives. Mr. Hitchings further discussed the scope and interfacing with each municipality.

#### ADJOURNMENT

There being no further business, upon motion made by Commissioner Ritter, seconded by Commissioner Von Canon, the Board voted 5-0 to adjourn the January 25, 2024, Special Meeting of the Moore County Board of Commissioners at 3:36pm.



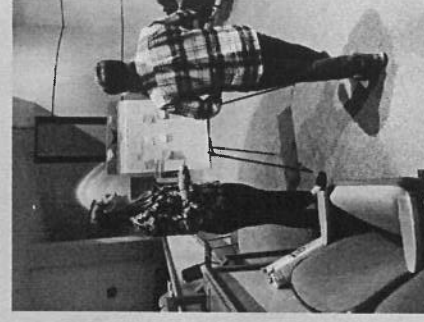
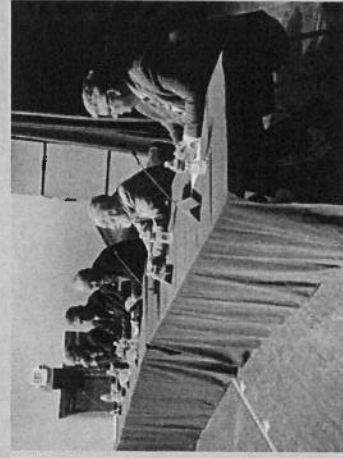
Nick Picerno, Chairman



Laura M. Williams, Clerk to the Board



# Debrief from BOC Land Use Listening Session #1 on Jan. 18<sup>th</sup>, 2024



## Presentation to the Moore County Board of Commissioners January 25, 2024

*Lindsay Whitson*  
Community & Economic Development Director  
Central Pines Regional Council

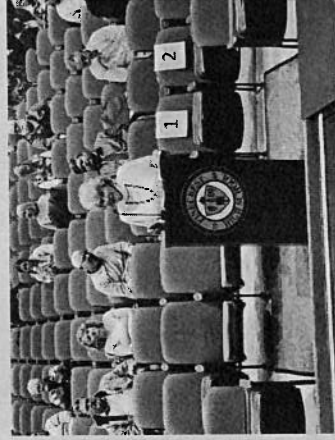
*Haley Hogg, AICP, CZO*  
Planning Director  
Mid-Carolina Regional Council

*Ben Hitchings, FAICP, CZO*  
Principal, Green Heron Planning



GREEN HERON PLANNING, LLC

# What Did We See?



- More than 100 attendees
- More than 20 speakers
- Dozens of comments on post-in notes
- Dozens of written comments
- More than 50 survey responses
- Positive vibe from audience



# What Did We Hear?



- Desire to protect farmers and farmland
- Presence of world-class natural habitat
- Desire to limit major subdivisions
- Interest in ensuring adequate infrastructure
- Interest in understanding growth projections
- Concern about the costs of growth
- Need for affordable housing
- Interest in promoting recreation, tourism
- Desire to understand role of County vs. municipalities
- Interest in knowing how to manage growth in way that supports community goals



# Who Didn't We Hear From?



- From development community
- From traditionally underrepresented populations
- Others?



# Public Involvement Survey Results:

## Question #1

| QUESTION #1: BEST WAYS TO RECEIVE INFORMATION ABOUT MOORE COUNTY LAND USE PLAN UPDATE | RESPONSES | % OF RESPONDENTS |
|---------------------------------------------------------------------------------------|-----------|------------------|
| County website                                                                        | 38        | 68%              |
| Social media                                                                          | 26        | 46%              |
| Mailed notice                                                                         | 25        | 45%              |
| Eblast/Email                                                                          | 35        | 63%              |
| Posted notices in County facilities                                                   | 2         | 4%               |
| Updates from County resident ambassadors                                              | 12        | 21%              |
| Other: Newspapers                                                                     | 4         | 7%               |
| Other: Facebook Moore County Ask a Neighbor                                           |           |                  |
| Other: Combination of Methods                                                         |           |                  |



# Public Involvement Survey Results:

## Question #2

| QUESTION #2: BEST PUBLIC INVOLVEMENT METHODS FOR YOU TO PARTICIPATE IN MOORE COUNTY LAND USE PLAN UPDATE PROCESS | RESPONSES | % OF RESPONDENTS |
|------------------------------------------------------------------------------------------------------------------|-----------|------------------|
| In-person meetings                                                                                               | 50        | 89%              |
| Online meetings                                                                                                  | 12        | 18%              |
| In-person surveys                                                                                                | 17        | 30%              |
| Online surveys                                                                                                   | 30        | 54%              |
| Website input portal                                                                                             | 21        | 38%              |
| Small group activities held in your area by County ambassadors                                                   | 28        | 50%              |
| Other: Citizen Steering Committee                                                                                | 3         | 5%               |
| Other: Variety of different formats                                                                              |           |                  |



# Things We've Learned To Date



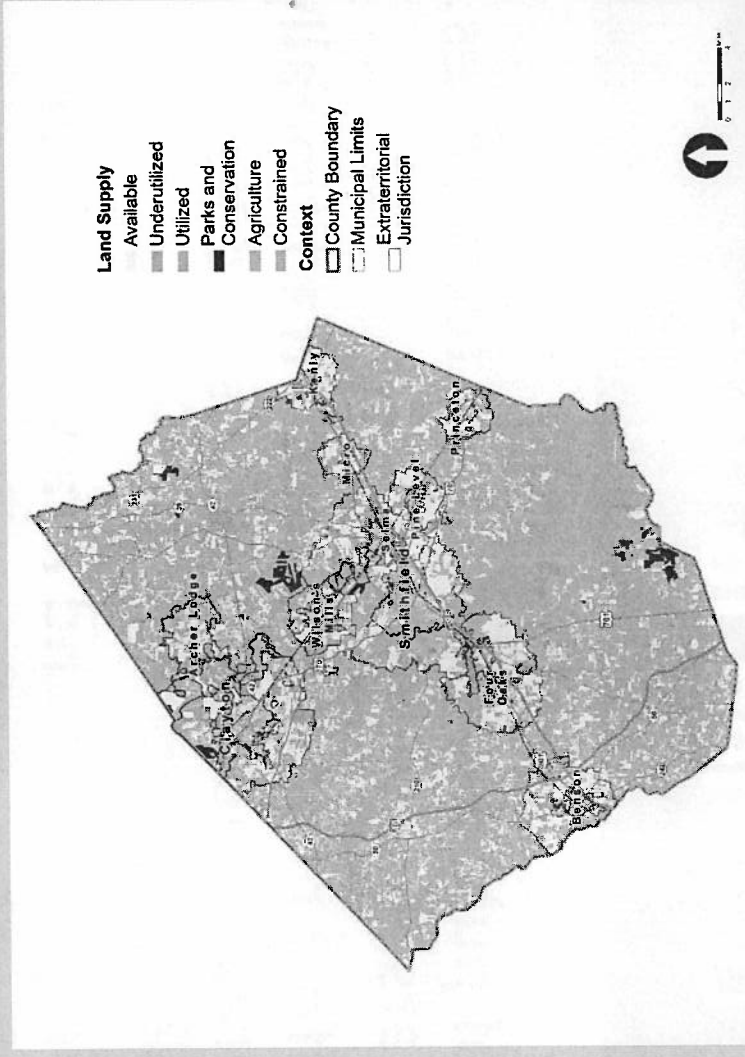
1. Use mix of public engagement techniques, both in-person and virtual
2. Special effort needed to reach traditionally underrepresented populations and key stakeholder groups
3. Growth projections and analysis matter
4. Infrastructure analysis is important
5. Timing considerations



# Example: Land Supply Analysis in Johnston County

- **Growth in Municipal ETJs:**  
Available/underutilized land in ETJs = ~45,000 acres
- **Outlying County Sewer Service Areas:**  
Available/underutilized land in county sewer service area = ~4,600 acres
- **Low Density Residential Area:**  
= 17,700 acres of available/underutilized land

**Bottom Line:** Current version of Future Land Use Map has twice as much land designated for development as projected will be needed over next 20 years.



# Things We Recommend Adding to Scope for Land Use Plan Update

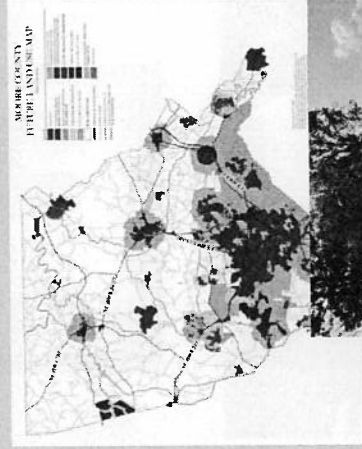


1. Prepare basic Public Involvement Plan at outset of planning process
2. Engage key stakeholder groups
3. Engage traditionally underrepresented populations
4. Conduct basic Market Analysis
5. Conduct Land Supply Analysis
6. Wrap up listening sessions so we can move forward with planning process



# Key Project Tasks

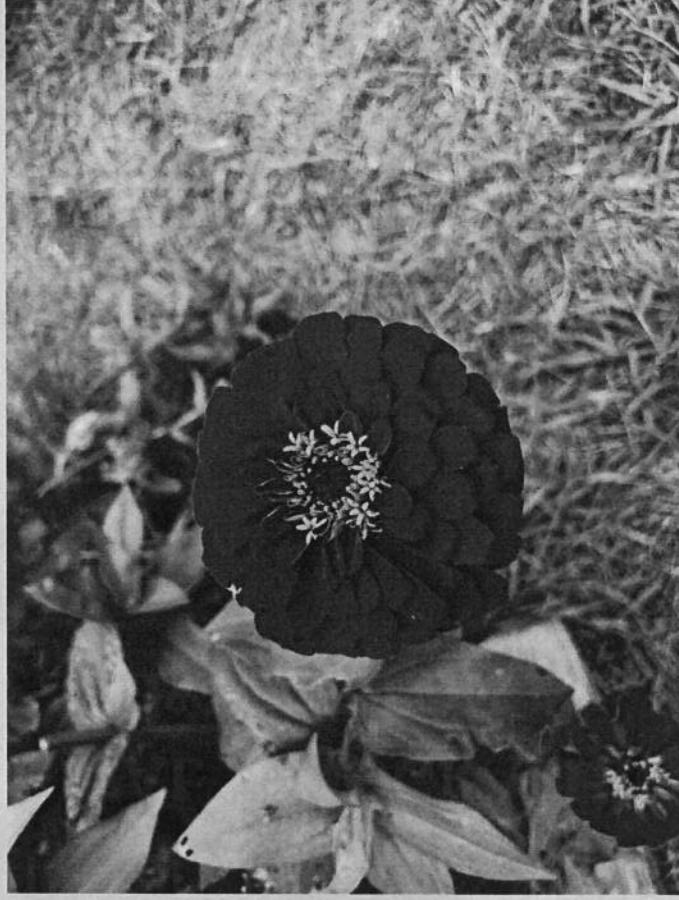
1. Document current conditions/trends
2. Engage community stakeholders
3. Develop shared vision for future
4. Update plan goals
5. Update Future Land Use Map
6. Develop manageable and meaningful Implementation Strategy
7. Provide resources to implement plan



A screenshot of a document showing a table with multiple columns and rows of data, likely a project schedule or budget. The table has several columns, including "Task", "Start Date", "End Date", "Status", and "Assigned To". The rows list various tasks and their corresponding dates and status.



# Discussion



# Summary Report

## Moore County

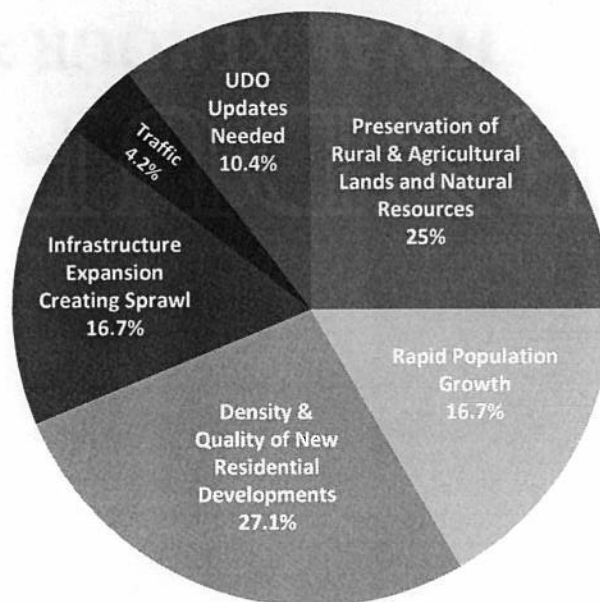
### Land Use Plan Forum

January 18, 2024

## MEETING HIGHLIGHTS

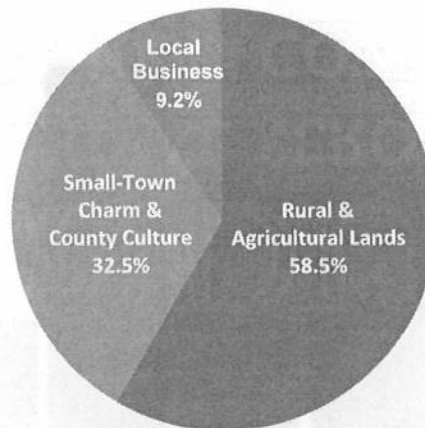
- 100+ attendees.
- Attendees from various areas of the County.
- 50+ sign-ups for Sunshine List to receive emailed updates on Land Use Plan process.
- 20+ attendees spoke at the forum to express thoughts/concerns pertaining to County's future growth and development.
- Dozens of comment cards completed.
- Large participation in post-it activity.

## WHAT CONCERNS DID WE HEAR?

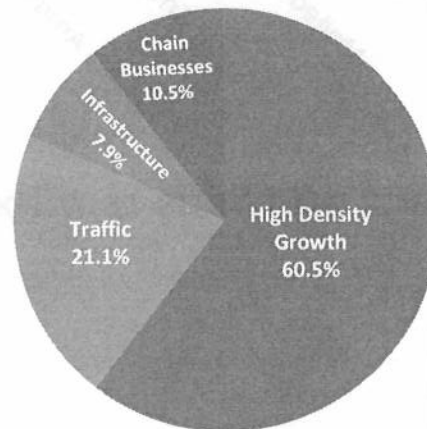


# KEEP, TOSS, CREATE ACTIVITY

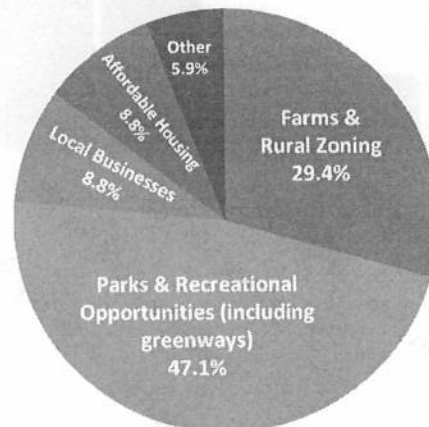
What would you KEEP?



What you you TOSS?

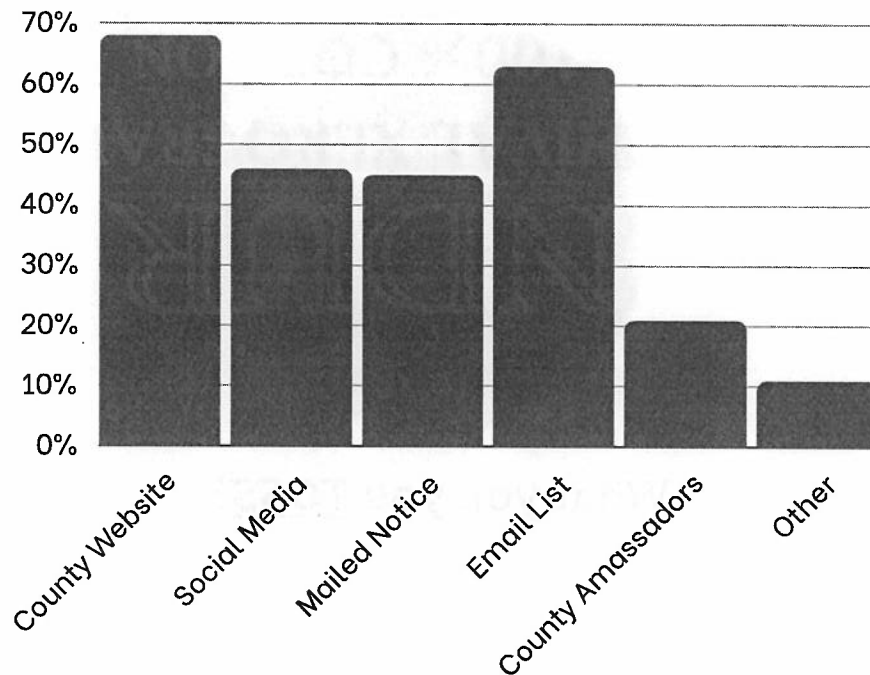


What would you CREATE?



# PUBLIC INVOLVEMENT SURVEY

## Best method to receive updates about the Land Use Plan?



## Best public engagement methods to maximize participation?

