



**Minutes**  
**Town of Atlantic Beach, North Carolina**  
**Town Council Special Meeting-Work Session**  
**Thursday, October 28, 2010**



A Special Meeting of the Atlantic Beach Town Council was held Thursday, October 28, 2010 at 5:30 p.m. in the Council Meeting Boardroom.

**Members Present:** Mayor Cooper; Mayor Pro Tem Archer; Councilmembers: Ann Batt, Eddie Briley, Trish Ide and Vada Palma

**Members Absent:**

**Others Present:** David Walker, Town Manager; Kelly Cyrus, Town Clerk; Jessica Fiester, Planning Director; Kim Tynes, Administrative Assistant-Community Development; Jay Tomlinson, North Carolina School of Design

Mayor Cooper called the meeting to order at 5:30 p.m. Kelly Cyrus, Town Clerk called the roll.

Mayor Cooper opened the meeting by stating that the purpose of today's meeting was to receive and review proposed conceptual renderings of renovations for to the General Business/Causeway Overlay District. The Mayor noted that the Town had contracted with the School of Design at North Carolina State University for their graduate students to design a more efficient and esthetically pleasing layout for the General Business/Causeway Overlay District as this area is considered to be the "gateway into Atlantic Beach". Mayor Cooper introduced Jay Tomlinson, Associate Dean for the School of Design.

Mr. Tomlinson gave a brief overview of the series of events that have taken place up to this point in that approximately a month ago a town-hall style meeting was held for the merchants in the General Business district to receive input and ideas on what they envision the Causeway to look like. He stated that his students took those ideas and designed some conceptual renderings of the possibilities of what the General Business/Causeway Overlay District and other areas of town could look like. He noted that the Town needs to have a "logo" or "mascot", if you will, along with a town motto. He suggested that the town seal which is being utilized now for signage purposes should be use for official use only (i.e., letterheads, stamps, business cards, etc.) Below are some of the suggestions made.

- More green, less concrete for entrance into Atlantic Beach
- Wayfinding signage
- town-wide planning (i.e., uniformity, color scheme, logo, motto)
- Greenway through length of town
- Naming of greenway
- Various ways to "green up" Atlantic Beach
- Design for main intersection (Causeway/Fort Macon Rd.); roundabout or structured, signaled intersection?
- East Fort Macon Road area: sidewalks, planted median
- Incorporate regulation on colors for structures within the General Business/Causeway Overlay District
- Possible pathway walkways on West Bogue or West Atlantic to connect to beach accesses
- Walkway/pier under bridge at the abutment

At this time, the Town Council opened the floor to public comments. Listed below are some of the public input received.

**Mr. Wally Courie**

- feels the key is to go to the Dept. of Transportation to request help in an effort to have them "give up" some of the right-of-way on the Causeway

**John Kurek, Board of Adjustment Chairman**

- Suggests that the Town steer clear of the "Big Rock" motto as this tournament is historically held in Morehead City and not Atlantic Beach; incorporate possibly a Blue Marlin or dolphin
- Feels that a roundabout would create a conflict with the heavy traffic traveling east and west bound on Fort Macon Rd.

**Ron McPherson**

- Suggests incorporating live oaks which grow naturally in this area
- Feels that a sidewalk directly beside the roadway is extremely dangerous - feels a small green median between a sidewalk and the roadway offers a much more secure feeling to pedestrians
- Town needs to level the walkway beside Davis Beachwear
- Install solid red lights at the main intersection (Causeway/Fort Macon Rd.) on all right turns to where there are no "Right Turn on Red After Stop"
- Install a sidewalk on Causeway between Freeman's Bait & Tackle and Mr. Jim Willis' property

**Billy Brewer**

- Need to seriously consider sewer for the General Business district; feels the town cannot move forward with improvements until this utility is installed for this area of town

**John Rivers**

- While reconstructing the Causeway/Fort Macon Rd. intersection, need to address the retention of storm water as this is the main flood area within the town.

Mayor Cooper question Mr. Tomlinson as to what the next steps need to be taken in order to move this project from a vision to reality? Mr. Tomlinson's suggestions were as follows:

- Continue communication with the district Dept. of Transportation office
- Feels first expenditure should be on creating a "signage program" which would include:
  1. entrance signage
  2. decision on town motto/logo
  3. color scheme for the town
  4. wayfinding projects
- crosswalks - create the most visible and definitive crosswalks as possible
- median hardscaping/landscaping
- install sidewalks on Fort Macon Road (both directions)
- incorporate more restrictive and controlled ordinances in order to control and provide uniformity with regards to color, architecture, etc. of existing and future structures

Councilmember Briley suggested that a dinner-style meeting be held with the Mayor, Town Manager, Neil Lassiter, Dept. of Transportation and possibly two (2) Dept. of Transportation board members to discuss the Town's vision for the General Business district and other areas of town.

Mayor Cooper explained to Mr. Tomlinson that the Council is working on a project for the construction of new town facilities and advised Mr. Tomlinson of the two (2) proposed site options for new facilities (former Coral Bay Shopping Center vs. current Town Hall location). He then posed the question to Mr. Tomlinson as to whether or not it would be favorable to have Town Hall facilities stay at the current location in an effort to "set the tone" so to speak for the rest of the immediate area since the current facility is within the General Business district already. Mr. Tomlinson's suggestion was to design and provide for the "biggest day and/or night" of business regarding town facilities, parking and attendance.

**ADJOURNMENT**

There being no further action taken or business before the Town Council, Councilmember Palma made a motion *to adjourn* the meeting. Seconded by Councilmember Batt. Vote was unanimous, 5-0. It was 7:15 p.m.

Submitted by:

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Kelly L. Cyrus, Town Clerk

These minutes were approved at the November 22, 2010 meeting of the Atlantic Beach Town Council.

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A. B. Cooper, III - Mayor