

City Council Planning Session

January 26, 2018



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Vision Statement

The City of Greenville is a vibrant, innovative, and inclusive community with unique and sustainable neighborhoods; an abundance of first-class arts, cultural and recreational opportunities; well-maintained and cost-effective infrastructure; a diversity of transportation options; and a strong business climate supported by entrepreneurialism and top-quality educational institutions

Mission Statement

The City of Greenville's mission is to provide all citizens with high-quality services in an open, inclusive, professional manner, ensuring a community of excellence now and in the future.



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City Council Planning Session

- The Greenville City Council held its annual planning session on January 29-30, 2016, in City Hall.
- During the retreat, City Manager Barbara Lipscomb prepared a reorganization of the strategic plan into eight goals based on the input from citizens in the Horizons Comprehensive Plan Update.
- This presentation highlights the progress made toward achieving the Council's top 10 priorities established during the 2016 planning session and additional capital priorities established during the 2017 planning session.



2016-18 City Council Goals

Goal 1: Building great places that thrive

Goal 2: Enhancing accessible transportation networks and public building, public infrastructure development

Goal 3: Governing with transparency

Goal 4: Growing the economic hub of Eastern North Carolina

Goal 5: Creating complete neighborhoods

Goal 6: Growing a green and resilient city

Goal 7: Making a healthy and vibrant city

Goal 8: Safe community: public safety services



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2016-18 City Council Goals

Top 10 Priorities

Priority 1: Town Common – Do the Whole Thing

Priority 2: Farmer's/Organic Market

Priority 3: Long-term Debt Strategy

Priority 4: River Access/Tar River Vantage Points

Priority 5: Tar River Legacy Plan Additions

Priority 6: Virtual Building

Priority 7: Red Light Cameras

Priority 8: Lighting – LED

Priority 9: Arts Coalition

Priority 10: Southside Police Precinct



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Priority 1

Town Common – Do the Whole Thing



1. Sycamore Hill Missionary Baptist Church Commemorative Tower
2. Sycamore Tree Grove
3. Relocated Veterans Memorial
4. Relocated Sundial
5. 1st Street Promenade

6. Civic Building
7. Amphitheater + Event Lawn
8. Boardwalk + Promenade
9. Multi-Purpose Field
10. Playground
11. Future Playground Expansion

12. Active Living Shoreline
13. Kayak Launch + Fishing Pier
14. Dock + Viewing Platform
15. Kayak + Canoe Rental
16. Town Creek Wetland Restoration Area
17. Parking + Access Drive

18. Restrooms
19. On-Street Parking



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Priority 1

Town Common – Do the Whole Thing

Action Step 1: Add high quality benches, picnic tables, trash/recycling containers and a water fountain to the park. Two additional water fountains to be installed in spring 2016.

- Benches, picnic tables, and trash/recycling containers have been installed. A restroom facility will be completed in spring/summer 2018.



Priority 1

Town Common – Do the Whole Thing

Action Step 2: Installation of kayak launch and fishing pier.

- Robert Lee Cherry Fishing Pier was dedicated and opened in April 2017.
- City obtained no-rise certification and state approvals for kayak launch in fall 2017. Completion expected in spring 2018.



Priority 1

Town Common – Do the Whole Thing

Action Step 3: Construction of Trillium Accessible Playground

- Construction was completed and playground opened in November of 2016. Trillium donated \$750,000, while the City also received \$68,000 from GUC and Vidant and approximately \$7,500 from businesses and individual donors.



Priority 1

Town Common – Do the Whole Thing

Action Step 4: Establish schematic design and cost estimates for Phase 1 development.

Action Step 5: Update Town Common Master Plan to incorporate Phase 1 schematics.

- Rhodeside and Harwell completed the schematic design and cost estimates for the entire Town Common and updated the Town Common Master Plan accordingly. The full plan was approved by the City Council in November 2016.



Priority 1

Town Common – Do the Whole Thing

Action Step 6: Work with Economic Development and Uptown Greenville to develop a program to establish partnerships, sponsorships.

- Recreation and Parks recently hired a Marketing and Events Coordinator. Establishing partnerships to help with sponsorships and other initiatives is among this person's responsibilities.

Action Step 7: Explore possibility of funding alternatives for Town Common improvements identified in the Master Plan.

- Ongoing. This is one of the responsibilities of the Recreation and Parks Marketing and Events Coordinator.



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Priority 1

Town Common – Do the Whole Thing

Action Step 8: Greenway/Bridge from Town Common to River Park North

- Several versions of a pedestrian bridge from Town Common to River Park North have been discussed by staff and an interested citizens' group. The most costly was a stand-alone, "signature" bridge. Other possibilities involve the addition of a "bike and ped" structure to the existing Greene Street bridge or the dedication of a single lane of the bridge to two-way pedestrian and bicycle use. Staff continues to explore alternatives for funding, including the possibility of STIP support.



Priority 2

Farmer's/Organic Market



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Priority 2

Farmer's/Organic Market

Action Step 1: Form task force.

- The task force was formed in March 2016.

Action Step 2: Staff evaluates the current landscape.

- Staff met with key stakeholders in March 2016. This included Pitt County Farmer's Market representatives, Uptown Greenville, and the Coalition for Healthier Eating.

Action Step 3: Report to City Council on findings and staff recommendations.

- First recommendation was to pilot the farmer's market concept during the Sunday in the Park concert series.

Action Step 4: Consideration by City Council

- Staff reviewed and evaluated pilot program and reported to City Council in the fall of 2016.



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Priority 2

Farmer's/Organic Market

Action Step 5: Implementation of approved recommendations.

- Pilot program at Sunday in the Park did not successfully attract enough vendors to be sustainable.
- The City Manager's Office attempted a second pilot on Saturday mornings at Five Points Plaza. The Down East Farmer's Market, a collaboration with the Coalition for Healthier Eating, started in September 2016.
- The Down East Farmer's Market remained open until November 2016. Vendors did not express interest in continuing the market due to low attendance.



Priority 3

Long-Term Debt Strategy



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Priority 3

Long-Term Debt Strategy

Action Step 1: Model capital projects funded every three, four, and five years under the Long-term bond strategy and determine the General Fund resources required to fund projects under each scenario.

- Debt strategy was presented to City Council and approved in October of 2016.

Action Step 2: Develop budget based on strategy of reinvesting annual reductions in debt service expense into the financing of future capital projects.

- FY17 Budget and FY 18 Financial Plan was adopted in June of 2016.

Action Step 3: Look for ways to fund the “Big Idea” related to tourism and economic development through public and private partnerships.

- Ongoing. The Tar River bridge, Coastal Plain Baseball League and other Town Common improvements were discussed at the Council’s planning session in January of 2017.



Priority 4

River Access/Tar River Vantage Points



Priority 4

River Access/Tar River Vantage Points

Action Step 1: Develop river overlook project along greenway near Off-Leash Dog Area.

- Overlook structure was completed in late December 2016; located off of the South Tar Greenway along the river near the FROGG's garden and Off-Leash Dog Area. Benches were installed in February of 2017.



Priority 4

River Access/Tar River Vantage Points

Action Step 2: Identify two additional locations for river overlook structures and an observation tower. Complete procurement engineering and design for these projects.

- Additional locations have not yet been identified.
- Three camping platforms have been built along the Tar River; located at River Park North, the GUC site, and the Phil Carroll Nature Preserve. Open to the public by reservation.



Priority 4

River Access/Tar River Vantage Points

Action Step 3: Town Common fishing pier/kayak launch project.

- The Robert Lee Cherry Fishing Pier was dedicated and opened to the public in April of 2017.
- The City obtained no-rise certification and state approvals for kayak launch in fall 2017. Completion is expected in spring 2018.



Priority 5 Tar River Legacy Plan Additions



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Priority 5

Tar River Legacy Plan Additions

Action Step 1: Investigate possibility of public/private partnership for the development and operation of an “adventure park” on City-owned riverside lands, as recommended by the Tar River Legacy Plan.

- A feasibility assessment completed in 2016 by Strategic Adventures indicated little chance for a privately developed and operated adventure park on City land as revenue potential is limited.
- A focus for this proposed project remains a BMX/skatepark. Local BMX and skateboarding enthusiasts continue to investigate funding possibilities from within the extreme sports industry.



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Priority 5

Tar River Legacy Plan Additions

Action Step 2: Develop visible, economical, river-related projects to generate excitement and support for additional and bigger initiatives.

- An overlook shelter along the river was completed at River's Edge Park near the Off-Leash Dog Area, and three riverside camping platforms were completed at various sites along the Tar River.
- The development of a kayak/canoe launch at Town Common is underway with an anticipated completion of spring of 2018.

Action Step 3: Issue a request for proposals for private outfitters to operate river-related rental facilities and programs at the Town Common and other public sites along the Tar River.

- This is on hold pending the Town Creek Culvert construction.



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Priority 5

Tar River Legacy Plan Additions

Action Step 4: Complete a Phase I Environmental Assessment of the old landfill site to determine suitability for various outdoor activities, such as a motocross facility or mountain bike track.

- Terracon, Inc., completed a Phase I and Phase II environmental assessment of the City's closed landfill on Second Street. The assessment affirmed that the site could be reclaimed for certain recreational purposes, such as a BMX/skate park, dirt bike trails, and primitive walking trails.

Action Step 5: Investigate possibilities for a Parks and Recreation Trust Fund (PARTF) grant for various river-related projects associated with the Tar River Legacy Plan.

- Staff remains interested in acquiring property in response to the Tar River Legacy Plan recommendation regarding acquiring "lake properties to expand recreational opportunities." Purchase would qualify for PARTF funding, but would require an in-kind or financial match. Staff has met with PARTF representatives regarding this issue. Deadline for applications is May 1, 2018.



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Priority 6 Virtual Building



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Priority 6

Virtual Building

Action Step 1: Budget estimate.

- Completed in March 2016. Estimated cost was \$47,000.

Action Step 2: Contract scope services

- Contract was executed with the East Group following June 2016 budget approval by City Council.

Action Step 3: Seek partners.

- The City collaborated with the Pitt County Development Commission, which had a team member serving on the taskforce that created the virtual building. The City has also worked with the NCEast Alliance on marketing.

Action Step 4: Site compatibility (Imperial Site)/Site preparedness

- The City contracted with Cardno to manage the clean up of environmental contamination at the Imperial site through a Brownfields Grant. The City has a contract with DFI for development that includes Class A office space.



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Priority 6

Virtual Building

Action Step 5: Consideration of two additional sites.

- Ongoing. The East Group evaluated two sites (South Greenville and north of the Tar River) as a practical location for building a 30,000 square feet (or larger) building and required parking. The southern site is being developed and is no longer a practical site.
- Staff has used the virtual building in response to 5 RFI's. Without having this building in place, the City would not have been able to credibly respond at all.
- Also used as a demo tool for 2 foreign companies, 3 mixed-use/retail developers, and 6 site selectors.
- The virtual building has also been shown at conferences, trade shows; and in doing so allowed staff to boast to companies and investors about Greenville.
- The City has yet to land direct investment or jobs producing projects with the virtual building.



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Priority 7

Red Light Cameras



Priority 7

Red Light Cameras

Action Step 1: Presentation to City Council for legislative approval of program.

- Completed in March 2016.

Action Step 2: Presentation of program to Parking and Transportation Commission

- Completed in March 2016.

Action Step 3: Presentation of program to Pitt County Board of Education.

- Completed in March 2016.

Action Step 4: Presentation of program to the Pitt County Board of Commissioners.

- Completed in April 2016.



Priority 7

Red Light Cameras

Action Step 5: Pursue legislation action to grant the City of Greenville authority during the 2016 legislative session of the North Carolina General Assembly.

- The State approved the program on June 29, 2016. The City entered into an agreement with American Traffic Solutions to operate the cameras.
- The cameras were activated in October of 2017. The first month was a warning period, and ticketing began in mid-November of 2017.
- As of January 18, 2018, 3,582 tickets had been issued.
 - Arlington and Greenville Boulevard had the most violations (1,697)
- Each citation is \$100 with \$31.85 going to American Traffic Solutions, and the remaining \$68.15 going to Pitt County Schools.
- There is ongoing litigation regarding the red light cameras.



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Priority 8 Lighting - LED



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Priority 8 Lighting - LED

Action Step 1: Upgrade LED street lighting on West Fifth area and Vance Street, total of 82 lights.

- Completed in March of 2016.

Action Step 2: Upgrade decorative sidewalk lights on East Fifth Street from downtown to East Carolina University.

- Completed in March of 2016.

Action Step 3: Public Works to upgrade street lights to LED on 10th Street in the area of Greenville Boulevard and Copper Beach.

- Completed in March of 2016.

Action Step 4: Address lighting in Crime Reduction Initiative Areas (CRIA) in West Zone.

- 850 LED lights in West Greenville were installed. Additional lighting has been installed in some outlying neighborhoods such as WestPointe, Kristin Drive, and Riverbluff Road. Statistics show a 19 percent drop in violent crimes and property crimes in West Greenville since the installation.



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Priority 8

Lighting - LED

Action Step 5: Provide residential lighting upgrades through donations in West Zone.

- Approximately 850 LED lights have been installed in West Greenville and some outlying areas.

Action Step 6: Explore LED lighting in other CRIs throughout the city.

- Ongoing. The City's Capital Improvement Plan includes \$750,000 for street light and camera improvements. Public Works works with Greenville Police to determine the needs in the remaining CRIs throughout the city.

Action Step 7: New street light installation (LED) on major thoroughfares in the city based on pedestrian/traffic data (10th St., Stantonsburg Rd., Memorial Dr., etc.)

- LED lighting on Stantonsburg Road between Memorial Drive and Arlington Boulevard has been installed. The next phase of Stantonsburg Road between Arlington Boulevard and Allen Road and Arlington Boulevard between Memorial Drive and Fire Tower Road is scheduled to be completed this fiscal year.



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Priority 8

Lighting - LED

Action Step 8: Continue with LED conversion of street lights.

- Street lights in the uptown urban core between Pitt Street and Reade Street and First Street are expected to be completed by February 2018.



Priority 9 Arts Coalition



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Priority 9 Arts Coalition

Action Step 1: Budget request for a Visual and Performance Master Plan identification or arts in the Central Business District along with a short-term focused plan for arts within a defined area of uptown.

- Benchmark cities were identified and visits were held to help with a short-term focused plan for arts within a defined area of uptown.

Action Step 2: Expand scope of Pitt County Arts Council (PCAC) in contract.

- City entered into a two-year contract with the Pitt County Arts Council to put together a strategy, plan, and cost estimate for creating a community-supported Uptown Arts District Plan. The Arts Council visited three cities and benchmarked other successful cities. City Council was updated on the program, and the plan is currently being created. The plan will include public input, a task force, and budget considerations. The plan will be presented to the City Council by the end of the fiscal year.



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Priority 9 Arts Coalition

Action Step 3: Seek City Council concurrence with plan.

- Discussions continue. Arts Council will share plan with the City Council when completed.



Priority 10

Southside Police Precinct



Priority 10

Southside Police Precinct

Action Step 1: Site Selection for Southside Station

- Completed in March of 2016.

Action Step 2: Presentation to City Council for lease approval.

- Completed in March of 2016.

Action Step 3: Construction of interior space using current FY16 funds (estimate under \$80,000)

- Completed in July of 2016.

Action Step 4: Open substation

- Grand opening for the station was held in October of 2016.
- Substation has increased accessibility, providing easier access and parking for the public
- Substations also provide convenience for officers with regards to response times due to the proximity of the substation to some calls for service.



Priority Capital Projects

- During the January 27-28, 2017 planning session, the Council identified its priority capital projects.

Council Primary Focus Capital Projects

Priority 1: Southside Fire Station

- Funded through long-range capital plan. Engineering and design is scheduled for early 2018 with construction currently projected to begin during FY 2018-2019.

Priority 2: Sycamore Hill Memorial

- Funded through capital reserve. Design team moving forward with 60% construction documents to include more detail/cost estimates.

Priority 3: Street Light Installations

- More than 1,500 LED lights have been converted or installed in West Greenville, Stantonsburg Road, Kristin Drive, Riverbluff Road, and Westpointe areas. \$1 million set aside in current year budget.

Priority 4: Town Common to River Park North

- Funded as STIP project utilizing Greene Street Bridge. \$750K in bond funding used to fund the local portion of the STIP project.

Priority 5: Eastside Park

- \$180K included in current year budget.



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Additional Priorities

Priority 6: Dickinson Avenue Improvement

Priority 7: Other Town Common Development

Priority 8: Tar River Legacy Plan

Priority 9: Skate Park/BMX

Priority 10: River's Edge Park

Priority 11: 14th Street Widening

Priority 12: Traffic Signal System Upgrade (Citywide)

Priority 13: Nash Street to VA Hospital

Priority 14: Greenfield Terrace Park Expansion

Priority 15: Evans Street Widening

Priority 16: Green Mill Run to Eastside Park



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"Big Idea" Focus Areas

- During the 2017 planning session, the City Council also identified five "Big Idea" focus areas.

Priority 1: Sidewalk Imagineering/STEAM Project

Priority 2: Commercial/Industrial Site (property acquisition and park development)

Priority 3: Town Common Pedestrian Bridge

Priority 4: Sports Destination Projects

Priority 5: Coastal Plain Baseball League



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