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TOWN COMMON
EVENT CENTER & RESTAURANT PROJECT

City of Greenville

Town Common Event Center & Restaurant Project

- 2010 Town Common Master Plan
- 2016 Updated Town Common Master Plan
- Project Envisioned by the City
- Proposed Location
- Council Goals & Priorities
- Summary



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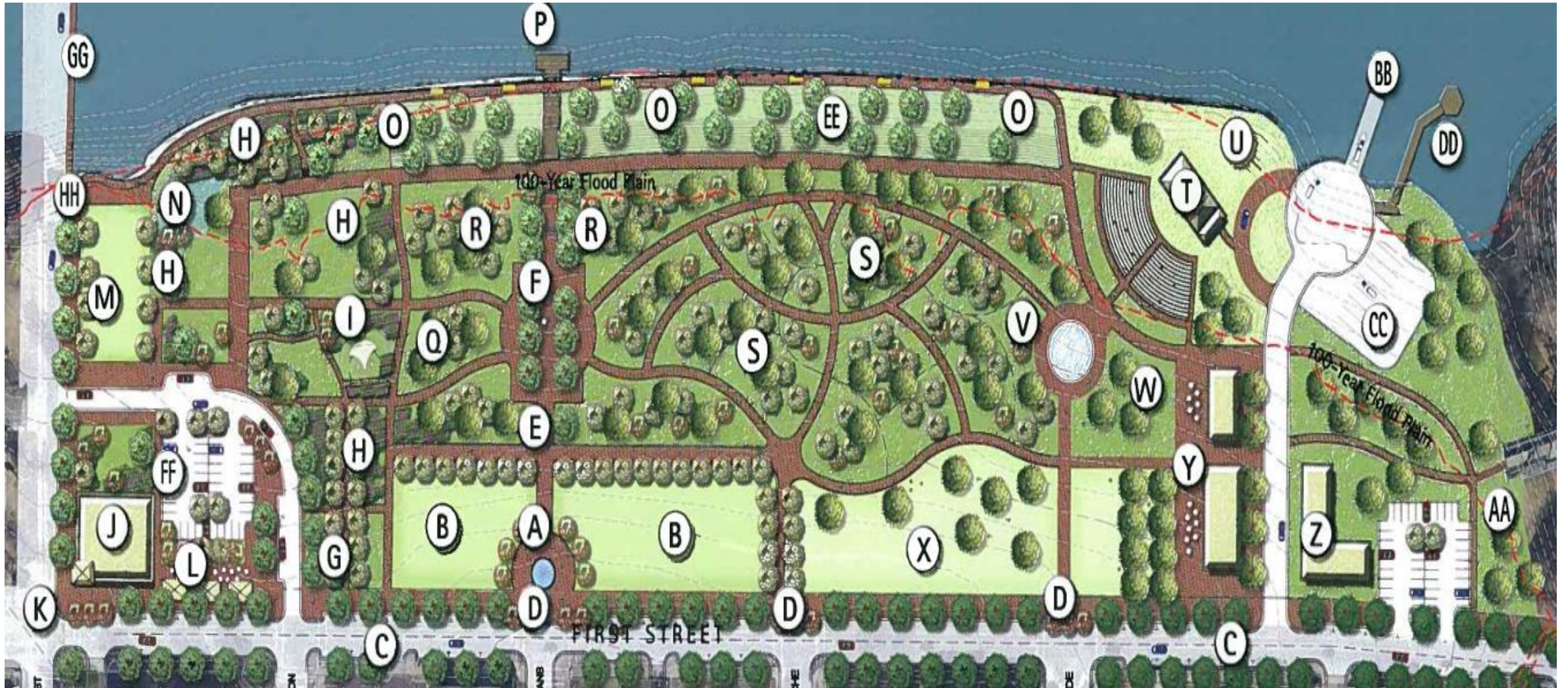
**TOWN COMMON
EVENT CENTER & RESTAURANT PROJECT
2010 TOWN COMMON MASTER PLAN**

City of Greenville

2010 Town Common Master Plan

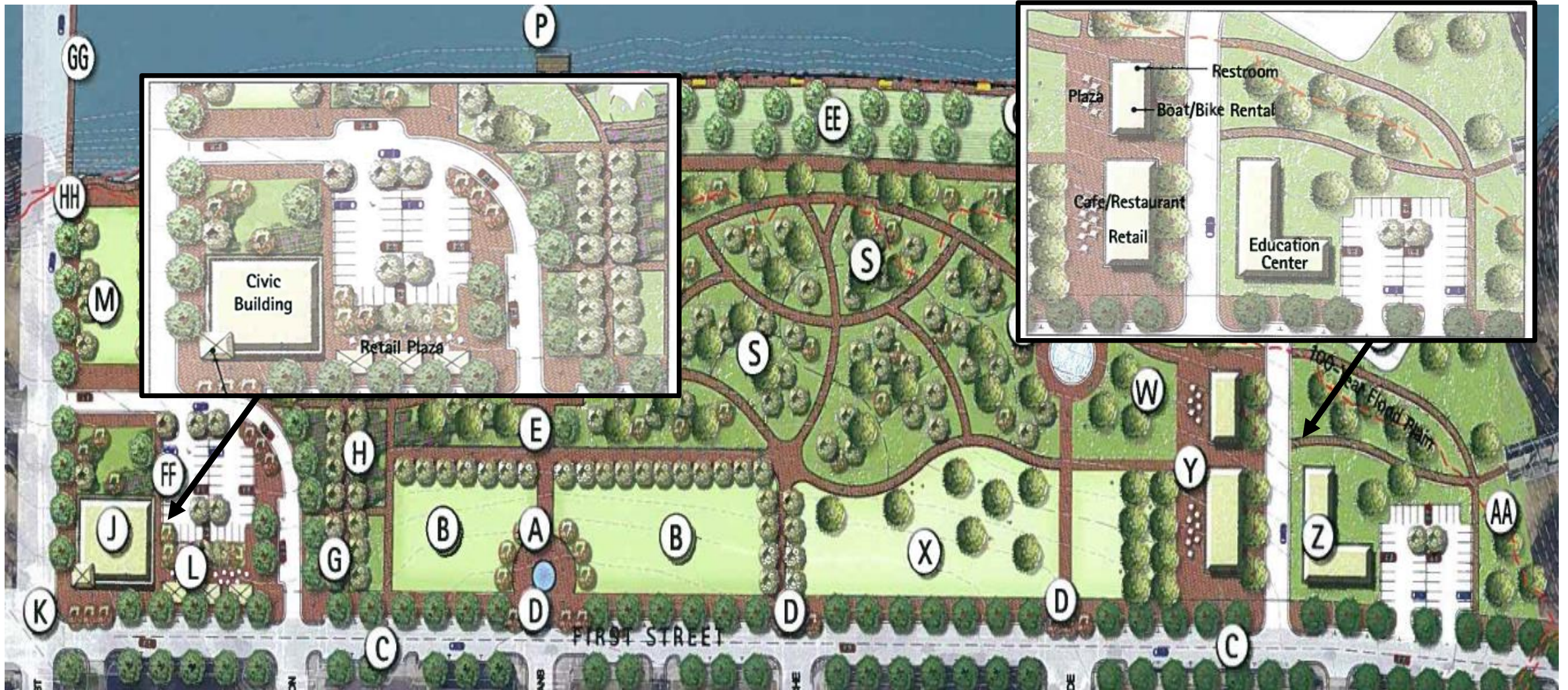
- The City of Greenville Completed the Town Common Master Plan in 2010 to Capitalize on the Momentum of Uptown Development
- The Master Plan Offered a Holistic Overview of Revitalizing Town Common. The Master Plan Achieved the Following Goals Set by the City:
 - Maximize Full Potential of the Park
 - Address Park Deficiencies and Safety
 - Address the Needs and Desires of Citizens and Stakeholders

2010 Council Adopted Town Common Master Plan



City of Greenville

2010 Council Adopted Town Common Master Plan



City of Greenville

2010 Council Adopted Town Common Master Plan



FUTURE-RECOMMENDATIONS AND OPPORTUNITIES

PRINCIPLE H- SPUR PRIVATE ENTERPRISE

Proposed Strategies

Recommendations:

- Encourage/promote the idea of private entities supporting the redevelopment of the Town Common through carefully constructed agreements.
- Consider a multitude of potential enterprises that could play a role in the revitalization of the park, including:
 - Cultural museum.
 - Art galleries.
 - Cafes.
 - Express service retail.
 - Canoe/kayak/bicycle rental.
 - Restaurants.
 - Gift shops.
 - Newsstands.
 - Arts and crafts.
- Provide a multi-purpose civic building that includes flexible meeting space, kitchen/dining capabilities, outdoor patio, restrooms and an interpretive bell tower integrated into the structure.

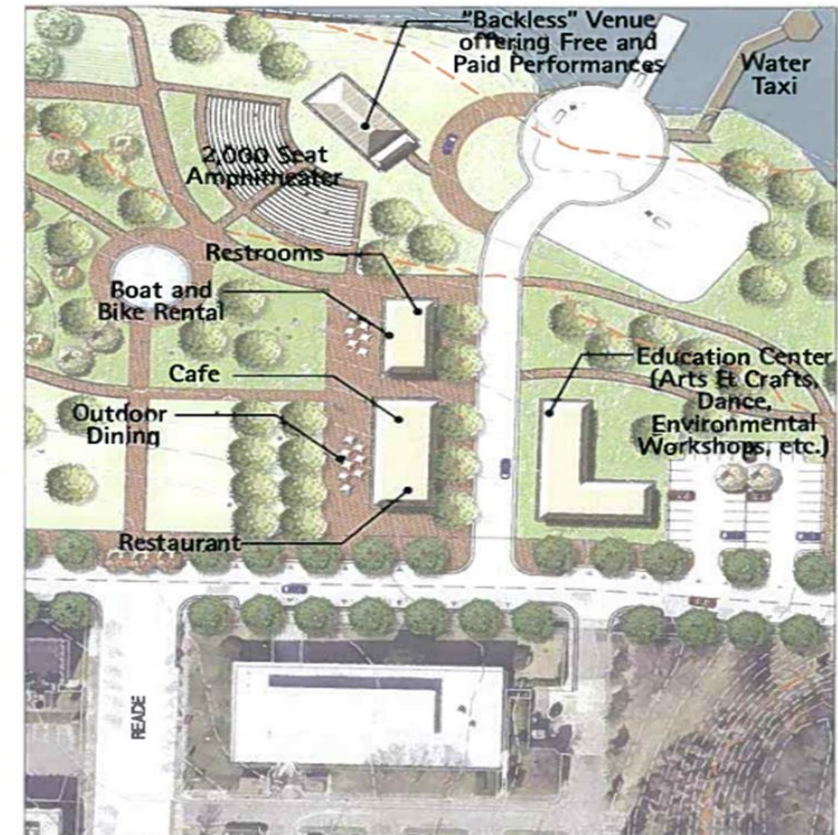
Opportunity:

- Use revenues generated by private enterprise to fund a park management corporation to maintain and manage the Town Common.

KEY



Southwest corner of the park



East edge of the park

City of Greenville

2010 Council Adopted Town Common Master Plan



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City of Greenville

2010 Town Common Master Plan

- City Council Unanimously Adopted the Town Common Master Plan on November 8, 2010 (Bryant Kittrell, Marion Blackburn, Rose Glover, Max Joyner, Calvin Mercer, Kandie Smith)



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**TOWN COMMON
EVENT CENTER & RESTAURANT PROJECT
2016 TOWN COMMON MASTER PLAN UPDATE**

City of Greenville

2016 Town Common Master Plan Update

- In 2016 City Council Contracted with Rhodeside and Harwell, Inc. for the Development of a Schematic Design and Master Plan Update for the Town Common
- The City Conducted an All Inclusive Engagement Process Involving Stakeholders and Citizens to Provide Input as to the Amenities and Design of the Park:
 - A Two Day Series of Meetings: August 29-30, 2016
 - Five Focus Group Sessions and One Public Open House
 - Initial Design Ideas and Alternatives Were Presented



City of Greenville

2016 Council Adopted Town Common Master Plan Schematic Design



- | | | | |
|--|---|---------------------------------|---|
| 1. Sycamore Hill Missionary Baptist Church Commemorative Tower + Plaza | 5. 1st Street Promenade | 11. Multi-Purpose Field | 18. Kayak + Canoe Rental |
| 2. Sycamore Tree Grove + Commemorative Gardens | 6. Interactive Water Feature / Ice Skating Rink | 12. Playground | 19. Town Creek Wetland Restoration Area |
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| | 9. Amphitheater + Event Lawn | 15. Beach | 22. Restrooms |
| | 10. Boardwalk | 16. Kayak Launch + Fishing Pier | 23. On-Street Parking |
| | | 17. Dock + Viewing Platform | 24. Planted Median |

City of Greenville

2016 Town Common Master Plan Update

- The City Council Voted Unanimously to Adopt the Town Common Schematic Design and Master Plan Update in November of 2016 (Kandie Smith, Rose Glover, McLean Godley, Rick Smiley, P.J. Connelly, Calvin Mercer)

City of Greenville

Moving Forward With the 2016 Town Common Master Plan

The Following are a Few Amenities,
(Represented in the 2016 Schematic
Design) that the City has Completed
Over Last 5 Years:

- Sycamore Hill Gateway Project (\$2M)
- Inclusive Playground (\$1M)
- Kayak Launch (\$50K)
- Fishing Pier (\$50K)
- Restrooms (\$400k)
- Parking Lot Resurfacing (\$150K)



Note: Approximately \$3.65 Million in Funding Since 2016 (Including \$750K Trillium Grant)

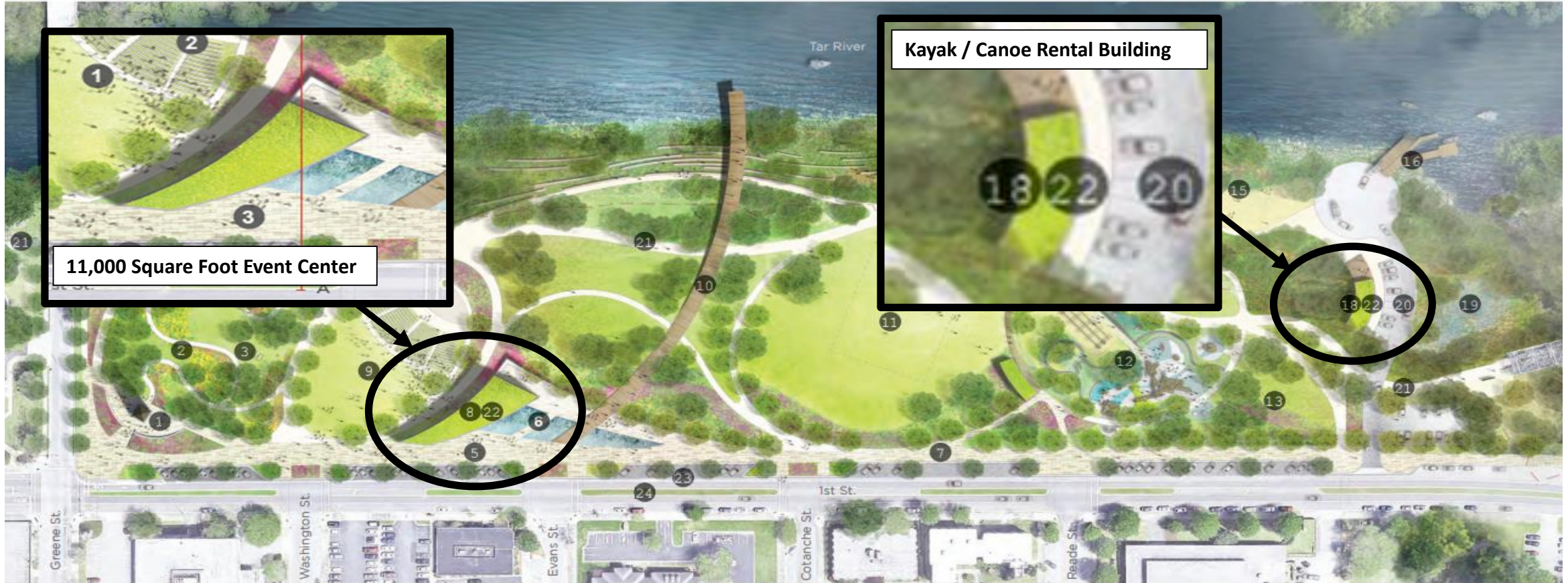
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Moving Forward With the 2016 Town Common Master Plan

- The 2016 Master Plan Design Included an 11,000 Square Foot Event Center With a Café, Restrooms, Office Space, Storage Space and Expansive Views Out Into the Park (See Map)
- The Master Plan Design also Included:
 - Location for a Kayak/Canoe Rental Facility
 - Significant Improvements to a Town Common Amphitheater
- Per the Master Plan, the Event Space was to be Located Between Washington and Evans Street

City of Greenville

2016 Council Adopted Town Common Master Plan Schematic Design



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City of Greenville

2016 Council Adopted Town Common Master Plan Schematic Design (Page 26)

A Place for Entertainment, Celebration, & Gathering...



A event lawn and amphitheater located in the western portion of the park will function as the park's major event space, while also accommodating a variety of other activities on a daily basis. The amphitheater is sized to accommodate crowds of 5,000 people and includes an area for a temporary stage and screen.

An 11,000 sq. ft. event center (civic building) will become a major civic anchor for the park and will include a large flexible meeting space, cafe, restrooms, office space, storage space, and expansive views out into the park.

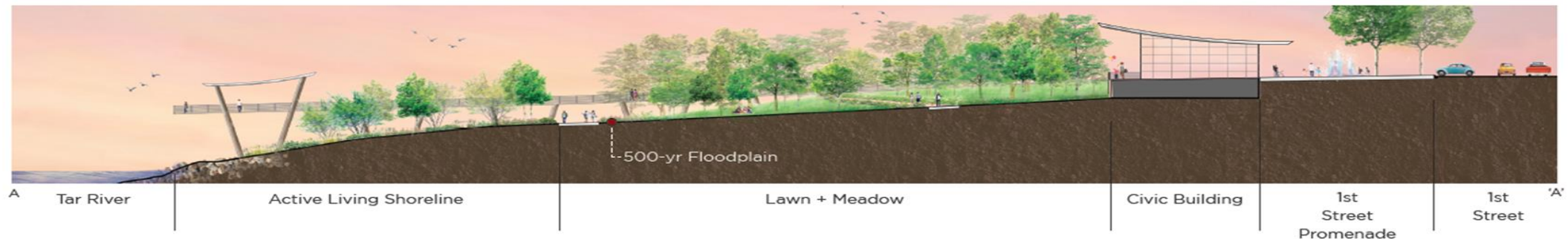
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Amphitheater



Civic Building



Greenville Town Common

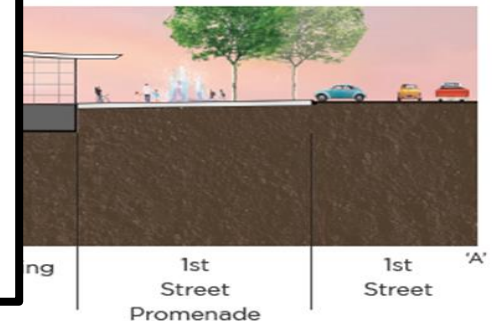
City of Greenville

2016 Council Adopted Town Common Master Plan Schematic Design (Page 26)



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Greenville Town Common



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**TOWN COMMON
EVENT CENTER & RESTAURANT PROJECT
PROJECT ENVISIONED BY THE CITY**

City of Greenville

Moving Forward With the 2016 Town Common Master Plan

Event Center / Restaurant Project Envisioned by the City:

- A Prospective Developer Would Privately Build & Operate an Event Center / Restaurant at the Town Common
- The Event Center / Restaurant Would be a Premier, First-Class Venue for:
 - Meetings
 - Convention Events
 - Weddings & Other Private Events
 - City Hosted Events
 - Indoor & Outdoor Dining with Views of the Park and the River

City of Greenville

Moving Forward With the 2016 Town Common Master Plan

Event Center / Restaurant Project Envisioned by the City:

- As Included in the Master Plan, a Future Project Would Only Include an Event Center, Restaurant and Retail Space for Park Related Services
- As Included in the Master Plan, a Future Project WOULD NOT Include Any Other Type of Private Development Such as:
 - Housing of Any Type
 - Hotel
 - Office Space
 - Bar or Night Club
 - Any Type of Retail Activity Not Associated with the Park

City of Greenville

Moving Forward With the 2016 Town Common Master Plan

Event Center / Restaurant Project Envisioned by the City:

- As Included in the Master Plan, Any Approved Project Would be Required to:
 - Be an Amenity of the Park that is an Integral Component of the Park
 - Complement the Character of Town Common
 - Fit in with Town Common
 - Serve all Patrons of the Town Common
- Local Examples of Event Spaces:
 - Rock Springs Center
 - The Martinsborough
 - 400 Saint Andrews

City of Greenville

Moving Forward With the 2016 Town Common Master Plan

Event Center / Restaurant Project Envisioned by the City:

- City Council Would Have Final Approval of the Terms of Any Future Development of an Event Center / Restaurant
- The City WOULD NOT Sell Any Portion of Town Common to a Developer
- The City Would ONLY Lease the Land to a Prospective Developer Under a Long-Term Lease
 - Under a Long-Term Lease the City Would Maintain Control of the Property to Ensure the Facility is Operated as Required by the Development Agreement



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**TOWN COMMON
EVENT CENTER & RESTAURANT PROJECT
PROPOSED LOCATION**

City of Greenville

2016 Council Adopted Town Common Master Plan Schematic Design



Original Event Center Proposed Location

- | | | | |
|--|---|---------------------------------|---|
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City of Greenville

Moving Forward With the 2016 Town Common Master Plan

- In 2018 the City Determined that the Event Space Could Not be Located Between Washington and Evans Street per Land and Water Conservation Fund (LWCF) Restrictions
 - The City Received Approximately \$25,000 in LWCF Funding for the Construction of the Amphitheater in Mid 1980s
 - Acceptance of the Funding Included the Requirement that the Vast Majority of the Park be Used for Outdoor, Open Space Activities
- The Commercial Location of the WOOW, Inc. Radio Tower was Identified as a Location that was Outside the LWCF Boundaries and Did Not Have Restrictions

Town Common Project Area

The Town Common is Comprised of Two Tax Parcels:

Restricted Area:
(Land and Water Conservation)
Tax Parcel 27654

Unrestricted
Area:
Tax Parcel
23797



Town Common Project Area



Town Common Project Area

- 1.4 Acre Parcel Located South of the Tar River, Adjacent to the Parking Lot and Boating Access
- Property Was Not Purchased by City as Part of Shore Drive Urban Renewal Project:
 - The Parcel was the Commercial Location of the WOOW, Inc. Radio Tower Used to Transmit the Station's Signal
 - The Parcel was Privately Owned Up Until 1988.
 - The City Purchased the Property in 1988
 - The City Leased the Property to WOOW, Inc. Until 2017



Town Common Prior to Urban Redevelopment (1960-68)
Source: ECU Digital Collection





**Radio Tower
Private Commercial Property**

**Town Common Prior to Urban Redevelopment (1960-68)
Source: ECU Digital Collection**

Pitt County Deed of Record:

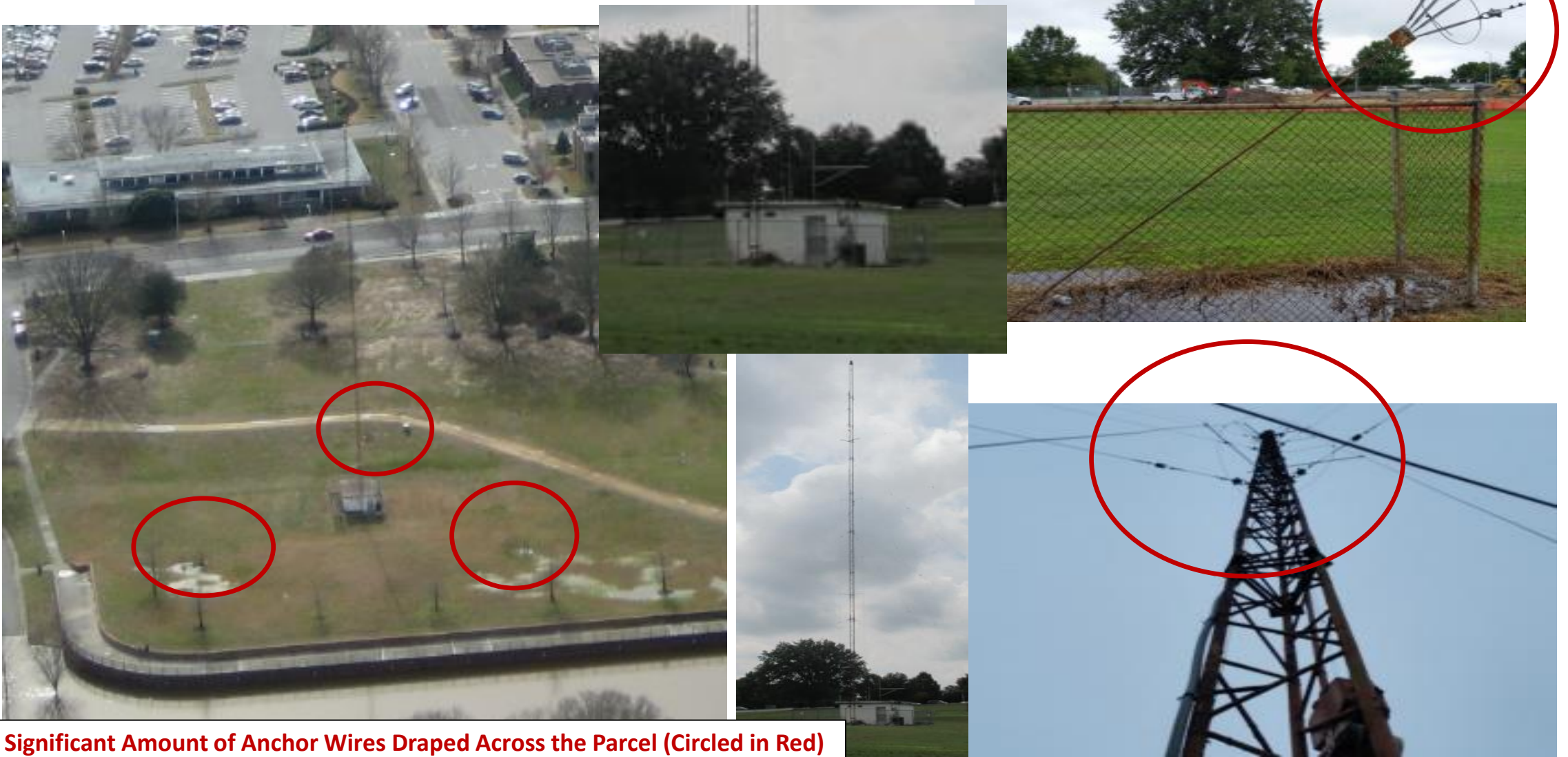
- 1905 Norfolk Southern Railroad Company
- 1945 John A. Mayo
- 1950 J.C. Waldrop
- 1959 WOOW, Inc.
- 1965 Charles E. Springer
- 1966 Springer Lease Property to WOOW, Inc.
- 1973 Daniel Jacobson
- 1988 City of Greenville

Town Common Project Area

- Up Until 2017 the Site was a Commercial Site Used to Transmit Radio Signals
- In 2016 a Professional Assessment of the Tower Identified Structural and Environmental Issues
- Such Issues Affected the Stability and Structural Integrity of the Tower
- In 2016 City Council Directed Staff to Decommission the Tower
- Broadcasting Signals from the Tower Were Ceased in 2017
- The Tower was Removed by the City in 2017



Town Common Project Area Radio Tower Site Prior to 2017



Significant Amount of Anchor Wires Draped Across the Parcel (Circled in Red)



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**TOWN COMMON
EVENT CENTER & RESTAURANT PROJECT
CITY COUNCIL GOALS & PRIORITIES**

City of Greenville

Council Goals and Priorities

- On March 8, 2018 City Council Unanimously Adopted it's City Council Goals and Priorities (Rose Glover, Kandie Smith, Will Bell, Rick Smiley, Will Litchfield, Brian Meyerhoeffer)
- One of the Strategic Priorities was to Continue to Implement the Town Common Master Plan:



Priority 6

Town Common Master Plan

Action Step 4:
Create and issue an RFP for a restaurant/event space to be developed in the 1.46 acres of Town Common that has no Land and Water Conservation Fund (LWCF) development restrictions.

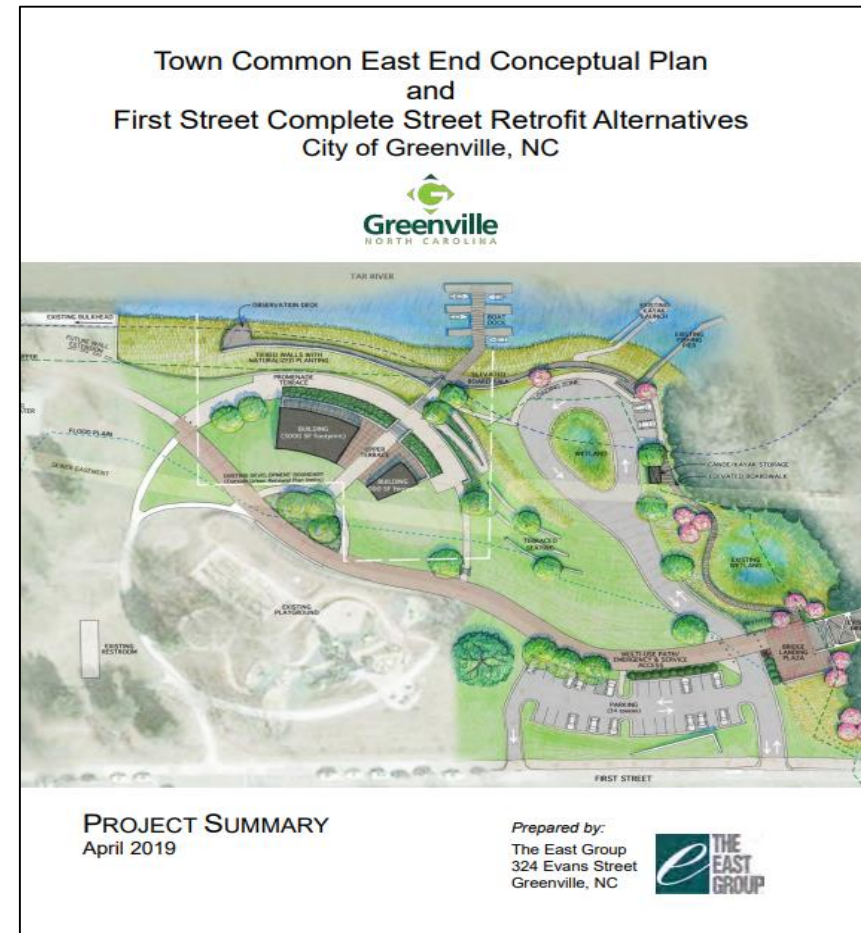
Update:

- The East Group is creating an RFP for a public-private partnership related to the development of a restaurant/event space on the eastern end of the Town Common.
- The RFP is nearing completion, and staff expects to issue the RFP by spring of 2019.
- Will be discussed more in-depth later today.

City of Greenville

Council Goals and Priorities

- In 2018 the City Began Working With the East Group to Develop a Conceptual Design and Project Plan for a Prospective Project
- The Project was Presented to Council at the January, 2019 City Council Workshop



Precedent Used in Conceptual Design

Precedents:



Scioto Mile, Columbus, OH
with Milestone 229 Restaurant
<http://www.sciotomile.com/parking/>



Precedent Used in Conceptual Design

Precedents:



Shelby Farms Park, Memphis, TN
with The Kitchen Bistro Restaurant

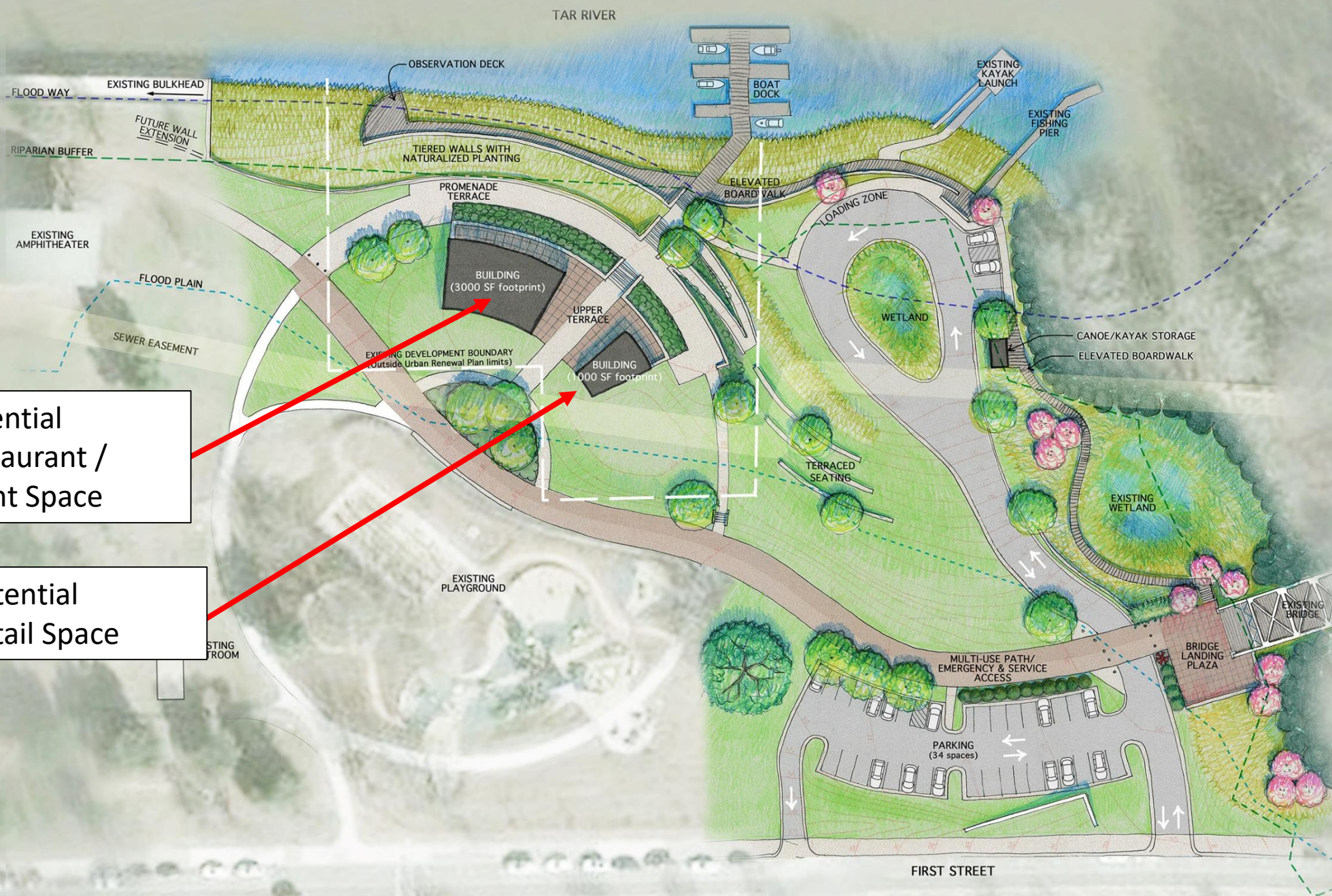


Conceptual Design

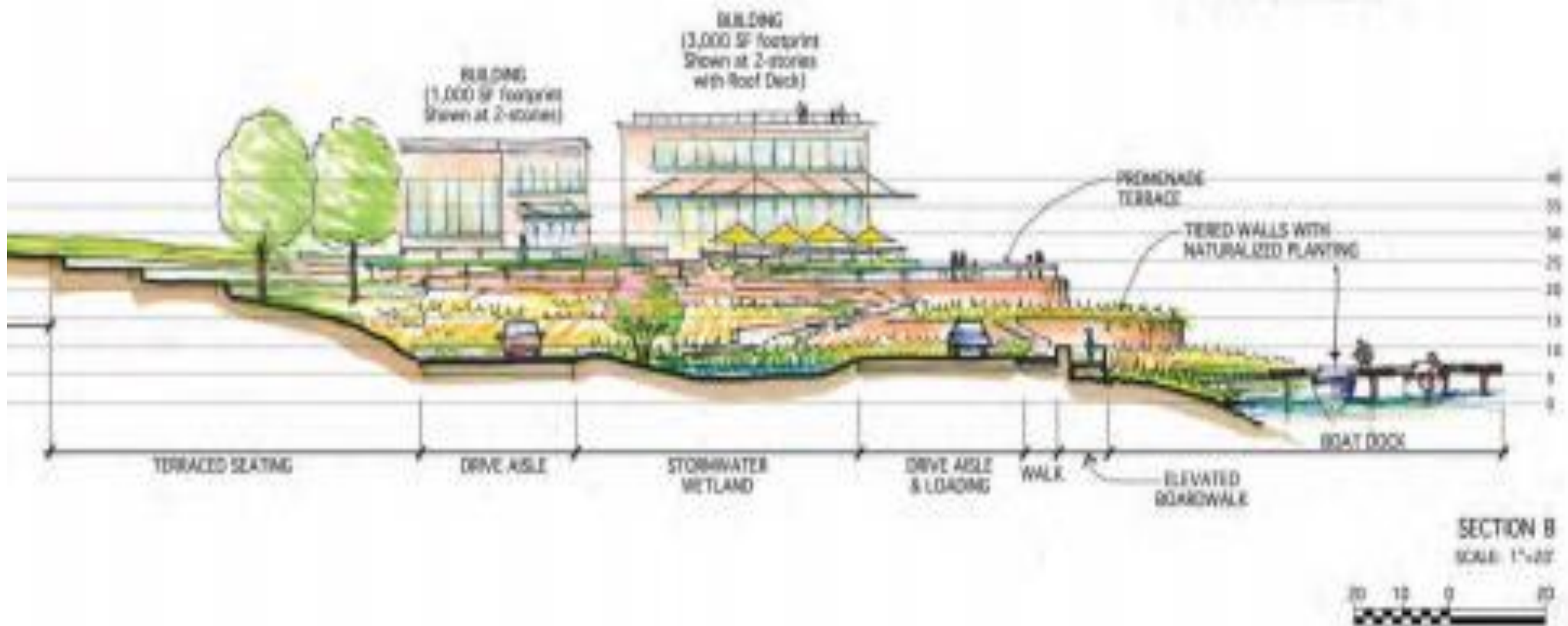


Potential
Restaurant /
Event Space

Potential
Retail Space



Conceptual Design



City of Greenville

Council Goals and Priorities

- During Calendar Years 2019 – 2020, the East End of the Town Common was Used as the Lay Down Area for the Town Creek Culvert Project
- In March of 2021, the Public Began Dealing with the Impact of COVID-19
- Due to the Town Creek Culvert Project and COVID-19, the Town Common Event Center / Restaurant Project was put on Hold
- Now that that the Town Creek Culvert Project is Complete and the Community is Moving Past the Impact of COVID-19, the City has Begun to Move Forward with Planning for a Prospective Project

City of Greenville

Council Goals and Priorities

- In Order to be in a Position to Allow for a Future Event Center / Restaurant Project, the Eastern Portion of the Town Common Has Been Requested to be Rezoned from Office Residential (High Density) and Residential (High Density Multi-Family) to Downtown Commercial
- This Designation Would Allow for an Event Center / Restaurant to be Located on that 1.4 Acre Parcel



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**TOWN COMMON
EVENT CENTER & RESTAURANT PROJECT
SUMMARY**

City of Greenville

Moving Forward the 2016 Council Adopted Town Common Master Plan !

A Place for Entertainment, Celebration, & Gathering...



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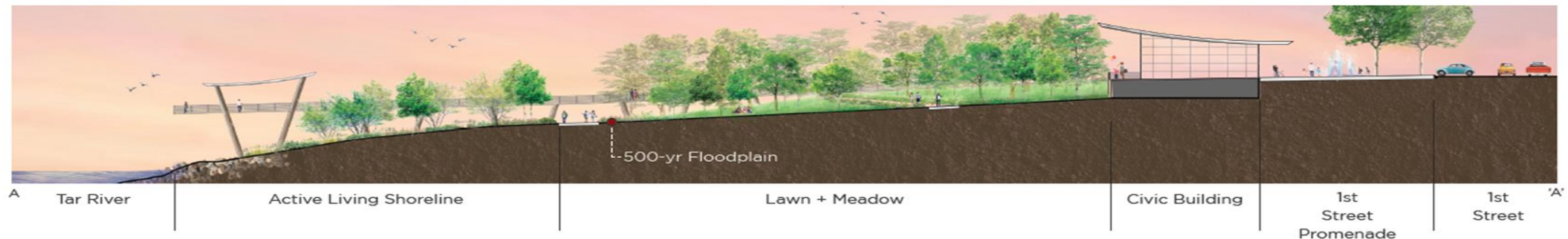
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Amphitheater



Civic Building



Greenville Town Common

City of Greenville

Summary

- Any Project Brought Forward by a Developer for Council Consideration Would have to be Centered Around Terms Acceptable and Agreeable to the Council
- Any Project Located on the Property Would have to Complement the Town Common, Fit in with Town Common and Serve all Patrons of the Town Common
- A Project Would Only Move Forward Under a Long-Term Lease Between the Developer and the City. No City Property will be Sold
- A Developer Proposed Project Would be Presented to the Public at a Public Meeting(s). Comments From the Meeting(s) Would be Shared With Council Prior to Moving Forward With a Project



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