

**CITY OF GREENVILLE
BOND ADVISORY COMMITTEE
MEETING #9 AGENDA**

**Wednesday, November 12, 2014
5:30 p.m.
City Hall Conference Room 337**

1. **Meeting Called to Order** – *Chair Mitchell*
2. **Roll Call and Establishment of a Quorum** – *Chair Mitchell*
3. **Review and Approval of October 22, 2014 Committee Meeting Summary** – *Chair Mitchell*
4. **Presentation on GO Science** – *Roger Conner*
5. **Follow-Up Information on 1st Street/Town Common (Project #13)** - *Staff*
6. **Continued Discussion and Wrap Up of Committee Recommendations** - *Chair Mitchell*
7. **Final Comments** – *Chair Mitchell*
8. **Adjournment** – *Chair Mitchell*

Bond Advisory Committee Directive

To advise the City Council on the content, amount, timing, structure of an advocacy committee, and other relevant aspects of a voter bond referendum.

**CITY OF GREENVILLE
BOND ADVISORY COMMITTEE
MEETING SUMMARY**

**Wednesday, October 22, 2014
5:30 p.m.
City Hall Conference Room 337**

- 1. Meeting Called to Order – Chair Mitchell**
 - Chair Mitchell called the meeting to order at 5:39 p.m.

- 2. Roll Call and Establishment of a Quorum – Chair Mitchell**
 - Chair Mitchell conducted roll call and it was determined that a quorum was present.

 - Members Present: Kelly Barnhill, Alberto Blanco, Ashley Breedlove, Bill Clark, Tony Khoury, Dennis Mitchell, Michael Overton, Tony Parker, Tammy Perdue, Bianca Shoneman, Jon Tart, and Terri Williams

 - Members Absent: Will Franklin, Tee Steinberg

 - Staff present: Chris Padgett, Dave Holec, Merrill Flood, Carl Rees, Kevin Mulligan, Gary Fenton, Lamarco Morrison, Kimberly Branch, Chris Ivey, and Andrew Schmidt (CVB).

- 3. Review and Approval of October 8, 2014 Committee Meeting Summary**
 - There was no discussion regarding the meeting summary. The meeting summary was unanimously approved as presented.

- 4. Presentation and Discussion Related to Project 5 (South Greenville Recreation Center)**
 - Recreation and Parks Director Gary Fenton spoke regarding the South Greenville Recreation Center. While it needs a great deal of work, it is a very popular center and one that is used greatly by the community, as well as by the school system (South Greenville Elementary).
 - A master plan has been developed for the renovations; the estimated costs of the renovations are \$3.1M.
 - Hand-outs were distributed to the Committee outlining the plan.

- The proposed renovations would make the facility ADA compliant, provide additional parking, and allow for an HVAC system to be installed, among many other upgrades and enhancements to the building.
- The City is hopeful that the Pitt County School System will partner with them in facilitating the improvements to the South Greenville Recreation Center. Mr. Fenton and City Manager Lipscomb attended an Operations Committee meeting of the Pitt County School Board earlier this week.
- There is a joint-use agreement in place between the City and the School System regarding use of this facility. This would need to be reviewed and amended to incorporate the updated responsibilities between the two entities during the design, implementation and construction phases.
- South Greenville is a recreation center, not just a gymnasium. It is a place for many other activities, for both children and adults.
- The School System's main focus is a gym; they have asked for cost estimates related to gymnasium upgrades only. Staff is working to gather and provide those figures to the School Board staff.
- Staff is hopeful we will have an idea of the amount of money the School System is willing to contribute towards the project prior to any potential bond package going to the voters.
- Elmhurst Elementary is building a new gymnasium; the estimated cost for their project is \$600K.

5. Presentation and Discussion Related to Project 13 (1st Street and Town Common)

- Assistant City Manager Padgett distributed a handout depicting aerial views of the Town Common and River Park North.
- As a recap, Project 13 is a \$3.5M project which includes streetscape improvements to 1st Street as well as implementing a Phase 1 of the Town Common Master Plan.
- At the October 8, 2014, Bond Advisory Committee meeting, the Committee discussed the possibility of having a connector bridge or signature bridge from Town Common over to River Park North. The aerial maps displayed that while the properties are in close proximity for a connector bridge, the terrain on the north side of the river is considered "floodway" and will require extensive improvements on that side to make this a viable project.
- It is very difficult at this time to give an informed estimate of the cost for such a bridge, considering the regulatory requirements, footings that would be required, and type of materials to be used, all components that will have to be factored into the expense.
- To seriously consider this project, an environmental analysis of the area would need to be performed.
- There are other locations further east along the river to connect the greenway with River Park North that may be more cost effective.
- Improving the 1st Street streetscape and Town Common could help stimulate private development along the south side of 1st Street.
- The Town Common Master Plan was developed in 2010. Updates may need to be considered to incorporate the Tar River Legacy Plan.

- Staff will still need to develop specific drawings/plans, perform environmental studies, and continue additional plan development to make it feasible.
- Water and sewer are available at Town Common and can be accessed for new restroom facilities.
- Improvements to 1st Street alone would cost approximately \$1M (about 1/3 of the total cost of Project 13). An approximate timeframe to complete improvements to 1st Street would be 2 years.
- The Committee asked staff to provide a “menu” of potential projects for Phase 1 of Town Common and their associated costs.

6. Presentation and Discussion Related to Project 16 (Sports Complex Development) - Staff

- Parks Planner Lamarco Morrison distributed information regarding a potential sports complex.
- The complexes at Rocky Mount and Myrtle Beach were reviewed and discussed for comparison purposes.

Rocky Mount:

- ✓ The land for the complex was donated but several million dollars were spent on soil remediation.
- ✓ The complex was built in phases, with the football stadium being the final piece.
- ✓ The complex is 142 acres; the cost was \$12M and generates approximately \$8M in revenue annually.

Myrtle Beach:

- ✓ Their facility is 160 acre park which opened earlier this year.
 - ✓ It includes many multi-use fields, a 27 acre lake and a 4,500 foot zip line.
 - ✓ The cost of the park was \$15M and it is anticipated to generate \$14M in economic impact the first year.
- Andrew Schmidt, Interim Director of the Convention and Visitors Bureau, spoke with regard to revenue generation, specifically related to sports tourism.
 - Sports tourism is the fastest growing category of the tourism market.
 - There is a lot of desire from tournament coordinators to host large scale sports events in Greenville, but we currently do not have the proper size facility to accommodate their needs.
 - Fields that can be converted to multi-use are needed, areas to accommodate baseball, softball, lacrosse, soccer, etc.
 - Amenities for spectators would also need to be incorporated: playground areas, concession, restrooms, parking, etc.
 - Sports tourism also incorporates support travel; for example, conventions usually bring in one person for the event, where a sports event will bring in multiple visitors (i.e. participant, parents, siblings, grandparents, etc.) who will generate revenue during their stay.

- In addition to the known or measurable benefits (user fees, hotel revenues, sales tax), there are secondary benefits that cannot always be measured (community exposure, facility exposure, business build-out around the facility, etc.), all leading to repeat visitors to Greenville.
- The lay-out for the presented sports complex is similar to that depicted in the draft Tar River Legacy Plan.
- The first step would be to buy the land and then proceed with build-out in phases.
- With regard to the fields and amenities, the thought needs to be “go for great.” It would be better to build six great fields as opposed to ten that are good.
- The proposed location for this type of facility would be near the Bradford Creek soccer complex, with plans to incorporate that existing facility into a new expanded facility.

7. Continued Discussion of Potential Committee Recommendations

- Having heard all of the requested presentations, the Committee decided to complete their proposals at the final meeting on November 12.
- Committee members were asked to review all of the material they have been presented and to come prepared to discuss their recommendations.

8. Other Items of Discussion

- Chair Mitchell requested staff from Go-Science be invited to speak to the group at the next meeting regarding their new facility as this is a project that was initiated using 2004 Bond funds. The Committee agreed to hear a short presentation on Go-Science at the next meeting.

9. Announcement of Final Meeting (November 12, 2014)

- The final scheduled meeting is November 12, 2014, at 5:30 p.m. in City Hall CR 337.

10. Adjournment

Chair Mitchell adjourned the meeting at 7:11 p.m.

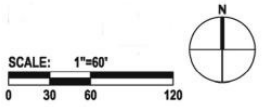


The recommendations and opportunities are identified on the Schematic Site Plan with letters that correspond with the following list:

- A. Gateway Plaza
 - Entry fountain
 - Flagpoles and memorials
- B. Elevated formal green with vendor spaces
- C. Narrow First Street
 - Create additional on-street parallel parking
 - Provide 15'-20' sidewalk
 - Integrate street trees and furnishings
- D. Entry portals
- E. Evans Street Promenade
- F. Evans Street Plaza
- G. Allee to gardens
- H. Gardens
- I. Sun Dial Memorial
- J. Civic Building with outdoor river view patio
- K. Sycamore Hill Baptist Church Commemoration Plaza with integrated tower

- L. Plaza with retail space
- M. Museum green
- N. Bio-retention garden
- O. River Promenade with shade trees and "porch" swings
- P. River overlook with flood memorial
- Q. Natural and Imaginative Play
- R. Ramble
- S. Memorial garden/walk
- T. Event Center
 - Relocated amphitheater with changing rooms
 - "Backless" shell with river views
 - Secondary use as picnic shelter
 - Terraced seating for approximately 2,000 patrons
 - Vehicular service access
- U. Removal of bulkhead for maintained river access
- V. Interactive fountain
- W. Active play
- X. Informal green with vendor services

- Y. Retail plaza
 - Restrooms
 - Concessions
 - Boat/bike rental
 - Cafe
 - Outdoor seating
 - Retail
- Z. Education Center
- AA. Greenway connection
- BB. Renovated boat ramp
- CC. Boat trailer/service parking
- DD. Fishing pier
 - Built-in shade structure
 - Kayak launch
 - Possible ferry departure/arrival
- EE. Vegetated slope
- FF. Surface parking
- GG. Green Street Bridge/River Park North connection
- HH. Possible Greenway Connection





Town Common Phase I and 1st Street Development

P.O. BOX 7207 | Greenville, NC
27835-7207 | tel. 252-329-4567 | fax
252-329- 5062 |
www.greenvillenc.gov

IMPROVEMENT

COST

Streetscape on 1st Street

1st Street Streetscape : Storm drainage, street lighting, asphalt paving, concrete pavers, tree grates, landscaping, and site furnishing	\$980,000.00
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Town Common Improvements - Per approved master plan

Engineering: Mass Grading and Drainage Plan, and Site Utilities	\$100,000.00
Building, 4,500 sq. ft: concession, restrooms, boat/canoe/kayak rental, mechanical equipment, etc.	\$905,000.00
Decorative Sprayground w/ Engineering	\$400,000.00
Playground Areas (2-5 age group and 5-12 age group) with rubber surfacing / 4,225 sq. ft.	\$161,700.00
Parking and Vehicular Circulation (Drives)/ 49,960 sq. ft.	\$200,000.00
Parking Lot Lighting w/ Electrical Engineering	\$90,000.00
Pedestrian Circulation and Plaza Area /18,000 sq. ft.	\$253,000.00
Boat Ramp w/ Engineering / 960 sq. ft.	\$200,000.00
Landscaping	\$85,000.00
Site Furnishing	\$100,000.00

TOTAL \$3,474,700.00