

9.8.16
City Council Meeting

Item 16:

Public Hearings

Ordinance to annex Arlington Acres involving 9.4928 acres located at the southwest corner of the intersection of Arlington Boulevard and the Norfolk Southern Railroad

General Location Map

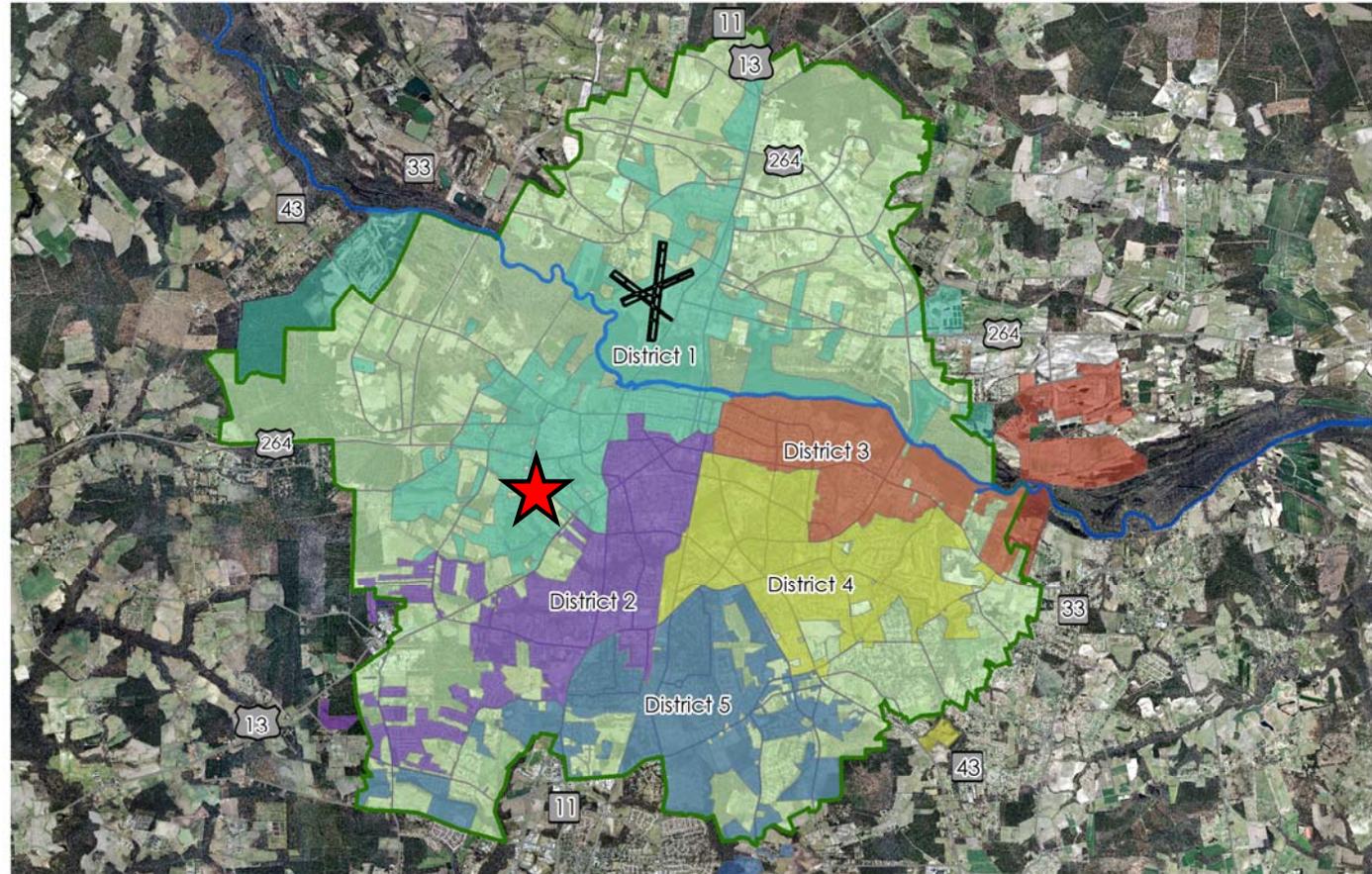
Legend

-  Greenville's ETJ
-  Tar River
-  Pitt-Greenville Airport (PGV)

City Council Voting District

-  District 1
-  District 2
-  District 3
-  District 4
-  District 5

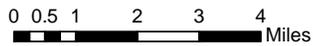
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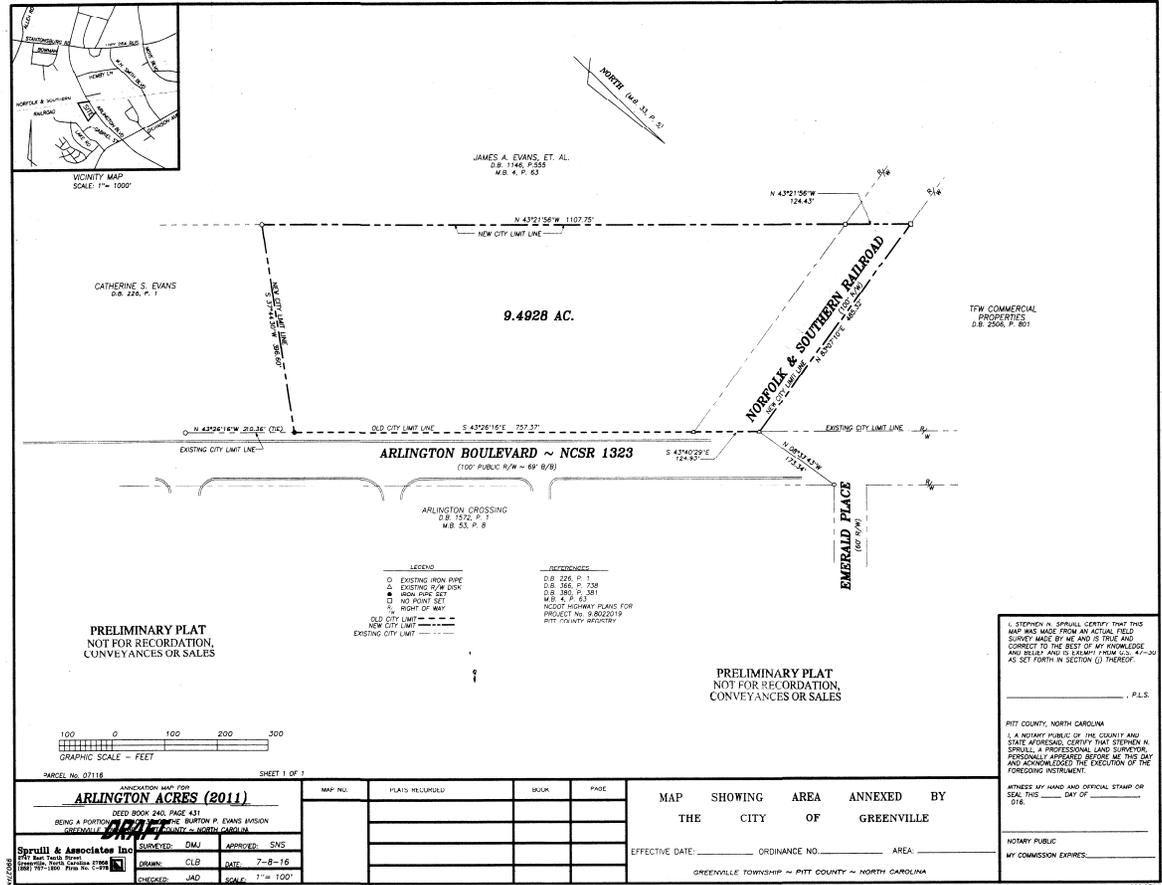
Arlington Acres

Legend

-  Land Parcels
-  Greenville City Limits
-  Greenville ETJ
-  Annexation



Annexation Map For Arlington Acres (2011) 9.4928 acres



Item 17:

Public Hearings

Ordinance requested by Happy Trail Farms, LLC to rezone 7.690 acres located at the northwestern corner of intersection of Arlington Boulevard and Dickinson Avenue from MO (Medical-Office) to MCG (Medical-General-Commercial)

General Location Map

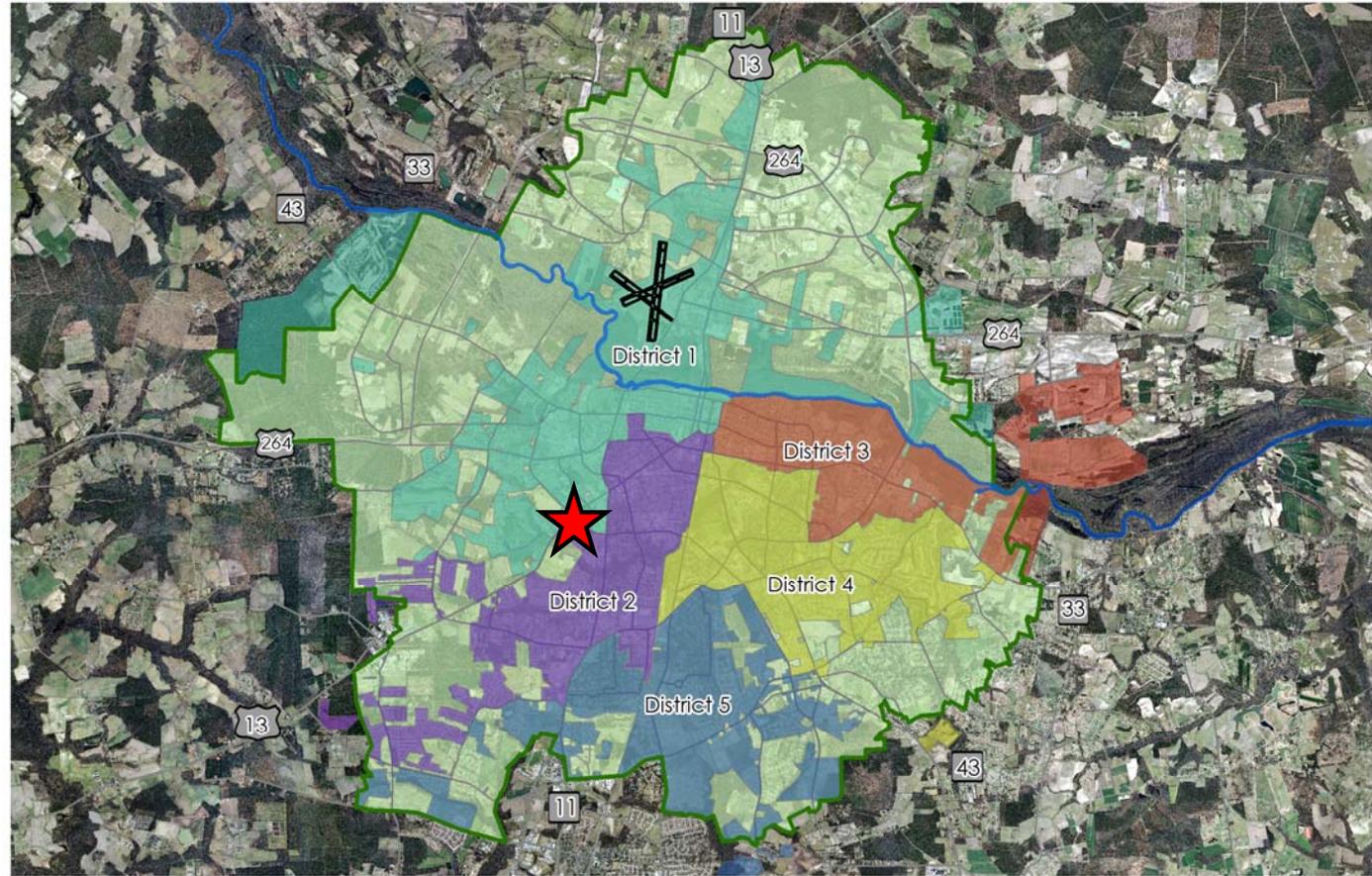
Legend

-  Greenville's ETJ
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-  District 1
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-  District 4
-  District 5

0 0.5 1 2 3 4 Miles

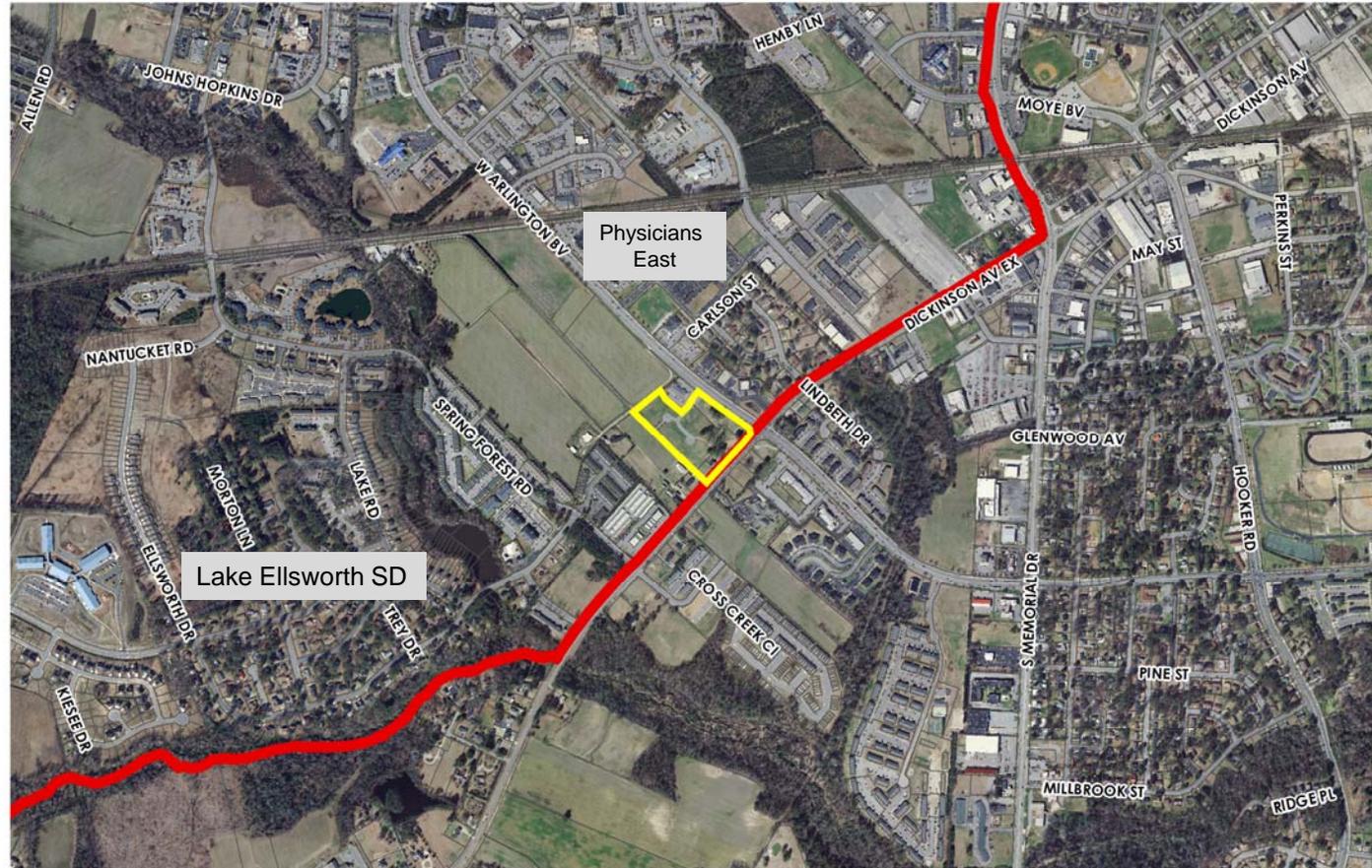



Aerial Map (2012)

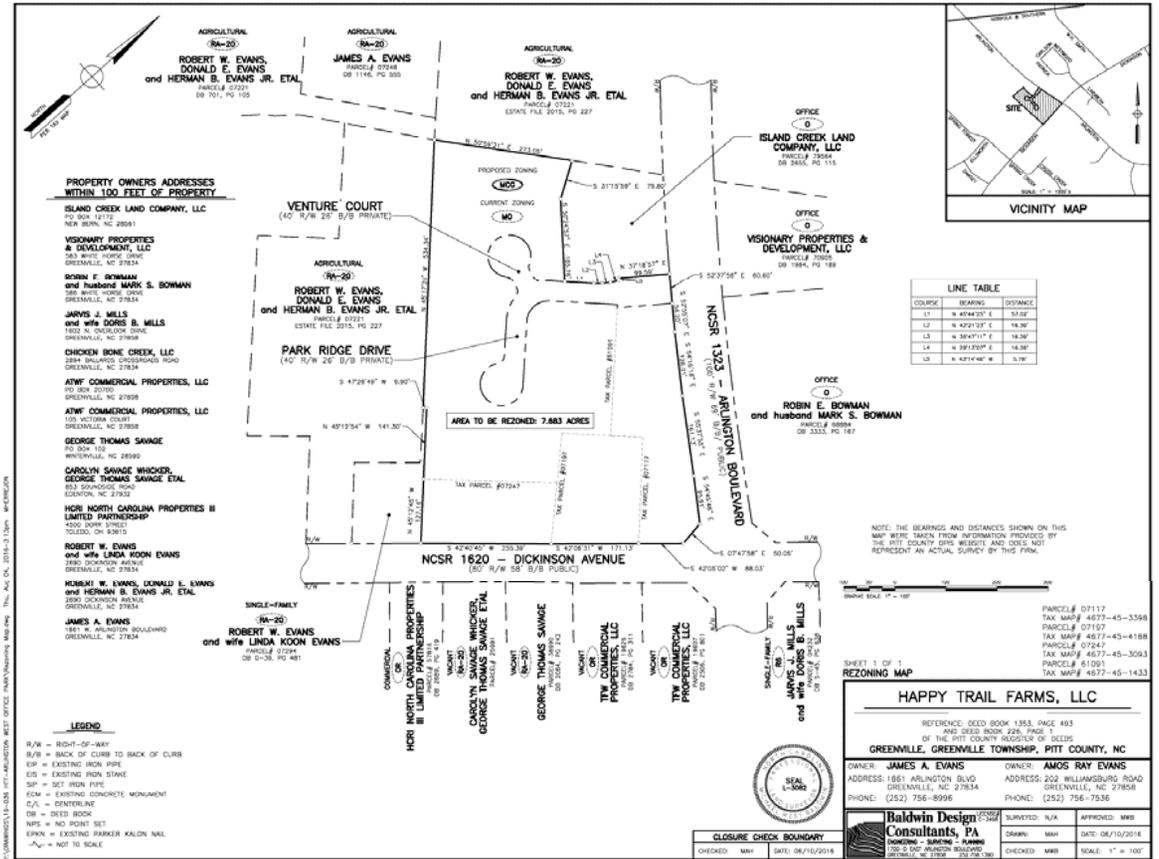
Legend

-  Land Parcels
-  Rezonings

0 0.5 1 2 3 4 Miles

Rezoning Map For Happy Trail Farms, LLC 7.690 acres



Dickinson Avenue



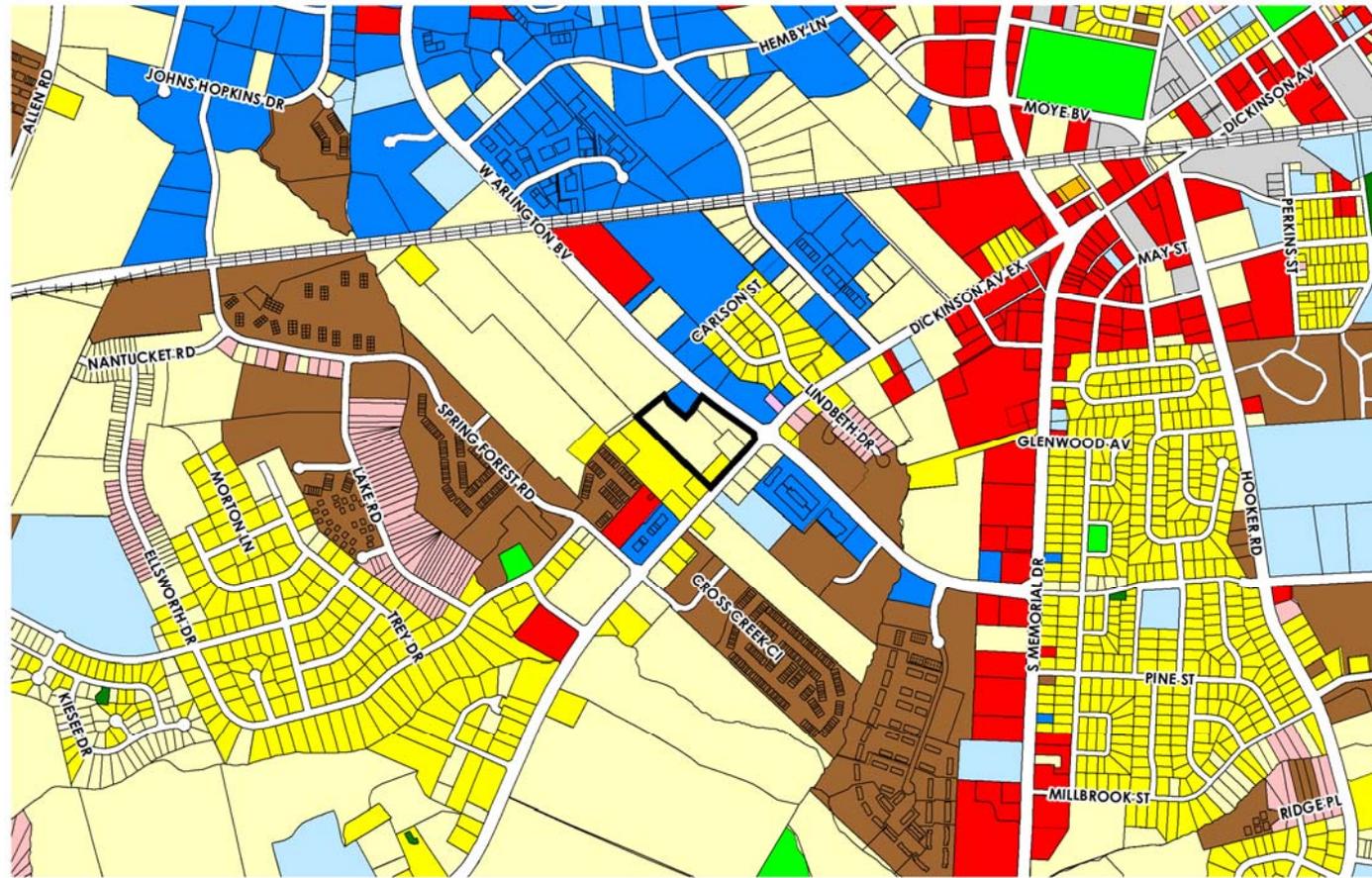
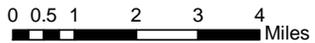
Existing Land Use

Legend

-  Land Parcels
-  Rezonings

EXISTING LANDUSE

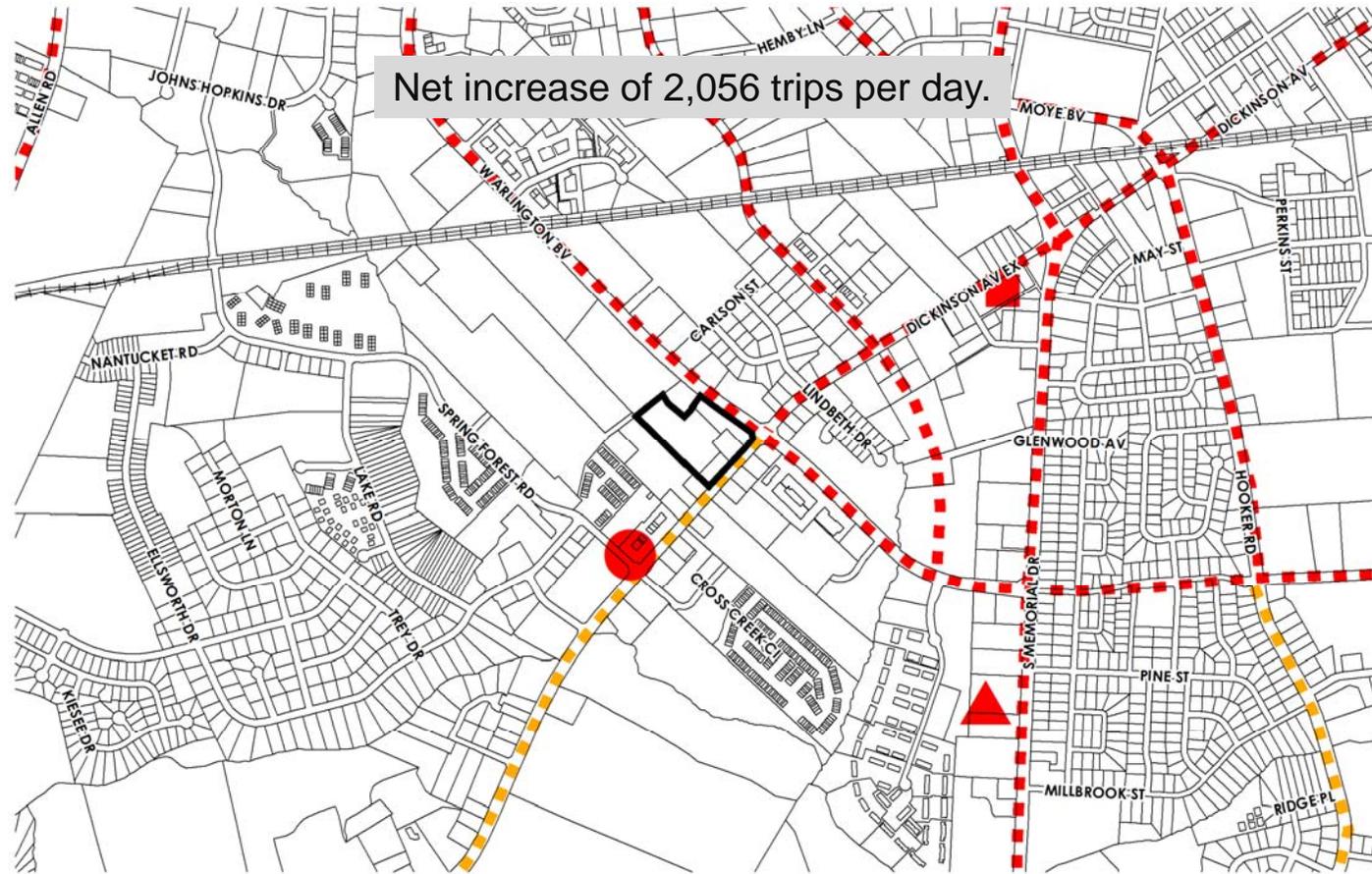
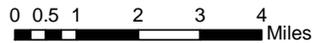
-  Cemetery
-  Commercial
-  Duplex
-  Industrial
-  Institutional
-  Landfill
-  Mobile Home
-  Mobile Home Park
-  Multi-Family
-  Office
-  Public Parking
-  Recreation
-  Single Family
-  Utility
-  Vacant



Corridor & Focus Area

Legend

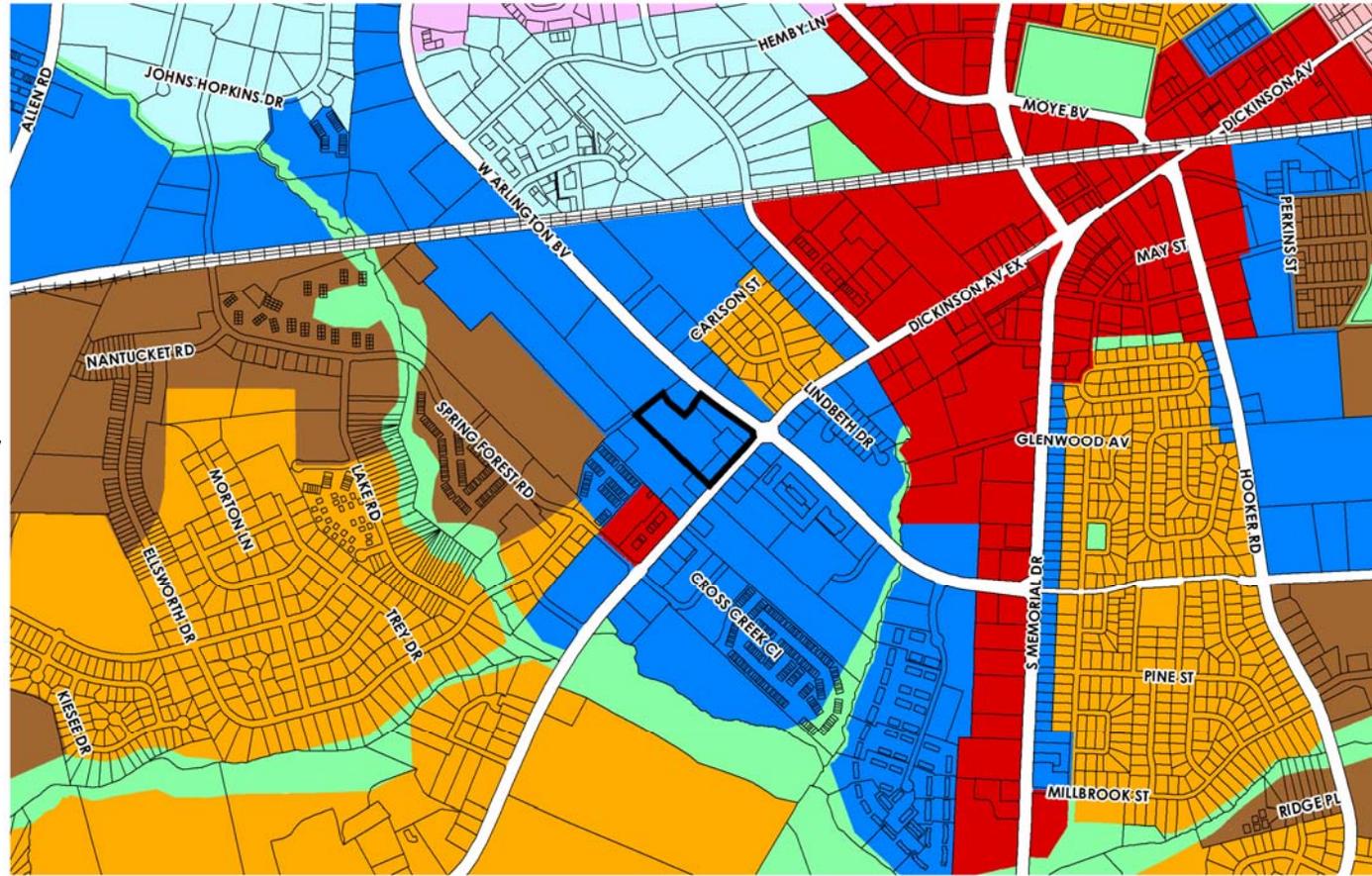
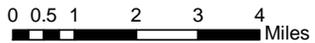
-  Land Parcels
-  Rezoning
-  Connector
-  Gateway
-  Residential



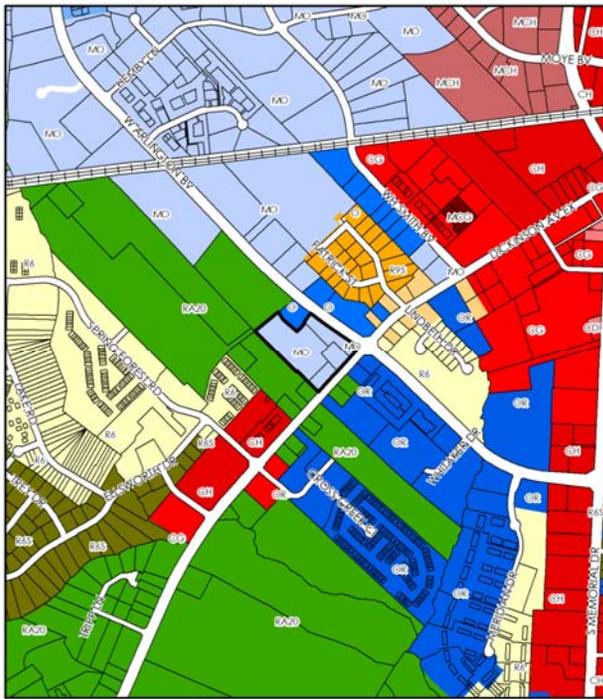
Future Land Use Plan Map

Legend

-  Rezoning
-  Land Parcels
-  Industrial
-  Commercial
-  Mixed Use / Office / Institutional
-  Medical Core
-  Medical Transition
-  Office / Institutional / Medical
-  Office / Institutional / Multi-Family
-  High Density Residential
-  Medium Density Residential
-  Low Density Residential
-  Very Low Density Residential
-  Conservation / Open Space



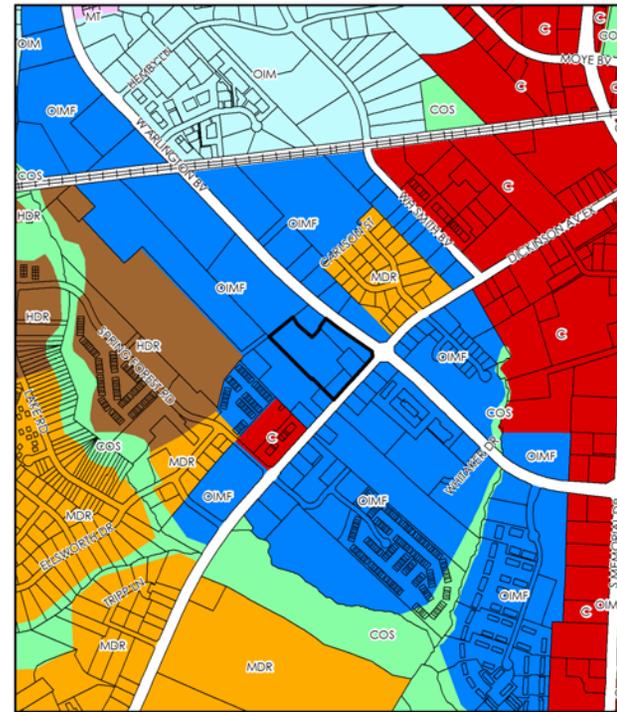
Zoning Map



Legend

Land Parcels	CD	CH	MCH	PIU	MS	OR-UC	R6A-CA	R6N	R9S	PUD	RA20
Rezoning	CG	CH	MCH	PIU	MS	OR-UC	R6A-CA	R6N	R9S	PUD	RA20
CD	CH	MCH	PIU	MS	OR-UC	R6A-CA	R6N	R9S	PUD	RA20	

Future Land Use Plan Map



Map Legend

Land Parcels	Commercial	Medical Transition	High Density Residential	Very Low Density Residential
Rezoning Site	Mixed Use / Office / Institutional	Office / Institutional / Medical	Medium Density Residential	Conservation / Open Space
Industrial	Medical Core	Office / Institutional / Multi-Family	Low Density Residential	

Item 18:

Public Hearings

Ordinance to amend the Zoning Ordinance to allow nonconforming land uses in the CD (Downtown Commercial) Zoning District to be expanded through the construction of open air roof decks, subject to specific criteria

This text amendment application proposes to amend Title 9, Chapter 4, Article C, Section 9-4-29 “Extension or Enlargement of Nonconforming Situations”, by adding the following subsection (E):

Staff coordinated with Mr. Hatoum to expand proposed ordinance to address the following concerns:

- Allow open air roof deck expansions only within the CD (Downtown Commercial) zoning district;
- Allow open air roof deck expansions for all nonconforming land uses;
- Clarified how the NC Building Code would need to be adhered to regarding increases in occupancy of nonconforming land uses; and
- Keep open air decks from becoming enclosed.

(E) Within the CD downtown commercial zoning district, a nonconforming use that may be continued in accordance with the provisions of section 9-4-28 will be allowed to expand directly above the roof of existing areas devoted to the same type of nonconforming use and shall not be subject to the provisions of subsection (A)(1) above relating to said expansion, provided that:

- (1) The open air deck is directly above the nonconforming use and does not have an intervening story between the existing nonconforming use and the open air deck;
- (2) The addition does not create additional nonconformities or increase the extent of existing nonconformities with respect to dimensional standards, setback requirements, height limits, and/or parking requirements;

- (3) Improvements to the existing building are made so that it is in full compliance with all current North Carolina Building Code requirements as a result of the additional functional square footage and, as such, building permit applicants may be required, as determined necessary by the building inspector, to provide construction drawings that demonstrate compliance with increased structural loads through a structural analysis prepared and sealed by a professional engineer, occupant loads, egress loads including exterior stairs and/or ramps used as a means of egress, plumbing facility loads, interior and roof deck finish material information, sprinkler loads, fire alarm system and additional specific requirements pertinent to the building as a result of the addition;

- (4) New and reconfigured stairways and landings constructed to serve new open air decks upon a roof shall be allowed to be constructed within the property lines of the nonconforming use, regardless whether they are within or outside of a building's exterior walls;
- (5) It is permissible to reconstruct existing roofs to support open air decks, regardless whether existing roofs enclose conditioned buildings or are located above nonconditioned areas that are open on the side(s);

- (6) Enclosed areas on open air roof decks shall be limited to mechanical rooms, HVAC equipment, bathrooms and janitor closets;
- (7) A special use permit is approved by the Board of Adjustment for the addition; and
- (8) Notwithstanding the foregoing, the nonconforming use, including the addition, remains as a nonconforming use in accordance with the provisions of this chapter.

Consistency Review

The proposed Zoning Ordinance Text Amendment is in compliance with three Horizons: Greenville's Community Plan 2004 as follows:

Section 3, Plan Elements, Economy, Objective E12:
“To revitalize the downtown area.”

Section 4, Implementation, Vision Areas, H, Central Area, *Objective H5:*
“Develop the downtown as the cultural, recreational, and entertainment center of the City.”

Section 4, Implementation, Growth and Development:
“Implementation Strategy 2(gg). Support restaurants, shops, and boutiques in the downtown area. Establish safety standards for places of assembly.”

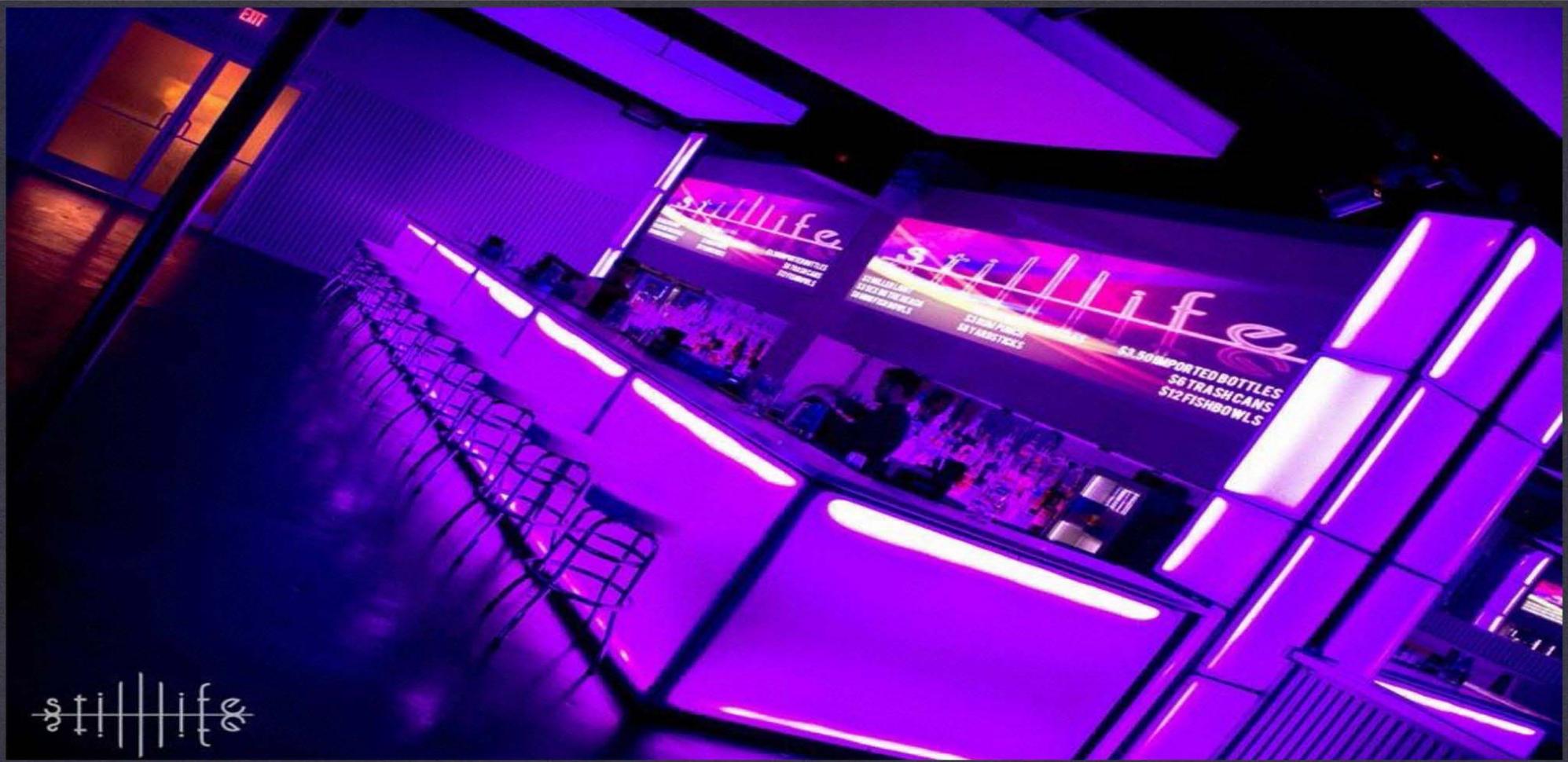
Planning and Zoning Commission Recommendation, 8/16/2016:

The Planning and Zoning Commission unanimously approved a motion to recommend approval of the proposed text amendment.



STILL LIFE

AMENDMENT FOR ROOFTOP PATIO



stillife

STILL LIFE



STILL LIFE



STILL LIFE



TIKI PATIO

TIKI
BY STILL LIFE



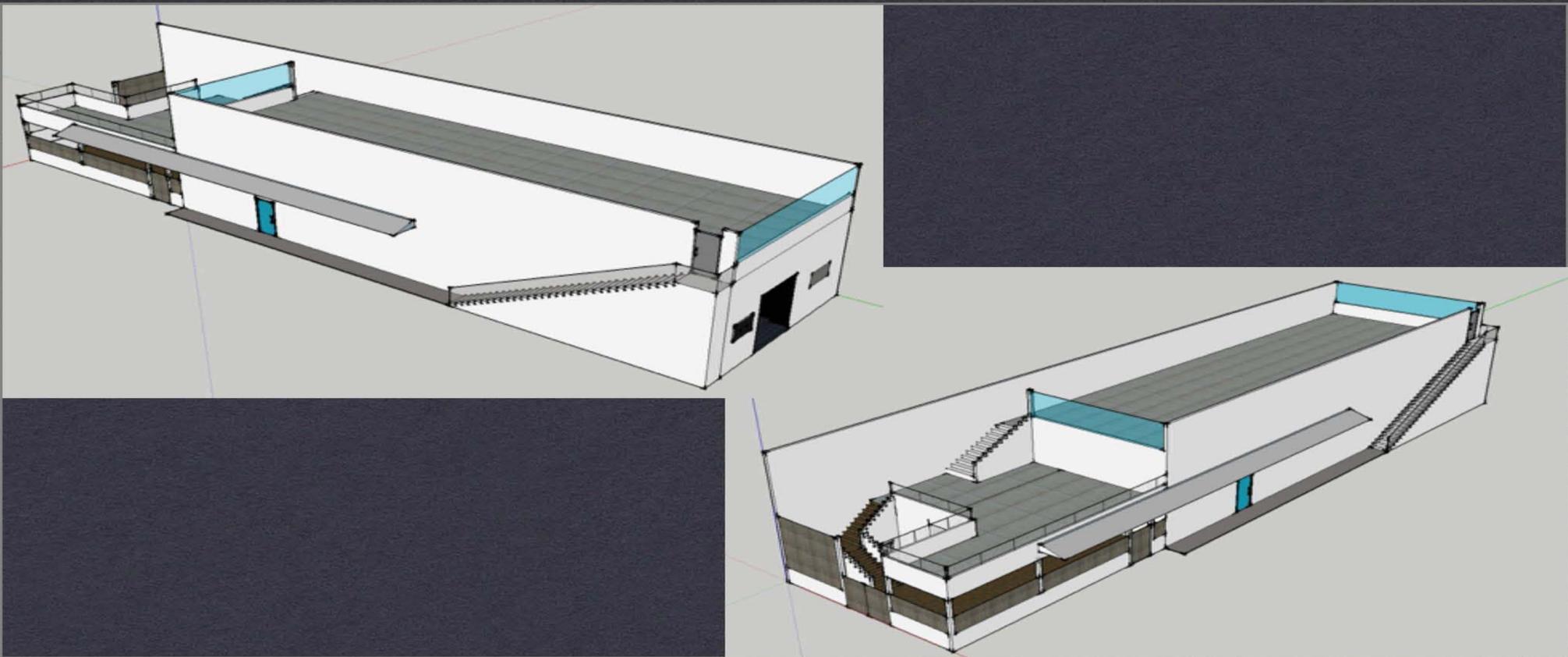
stilllife
GREENVILLE

TIKI PATIO



COMMUNITY EVENTS

HOSTED AT STILL LIFE



PROJECT

MOCK UP ROOFTOP PATIO

DATE

SUMMER 2017

CLIENT

STILL LIFE



FRONT OF BUILDING

FACING NORTH



FRONT OF BUILDING

FACING SOUTH



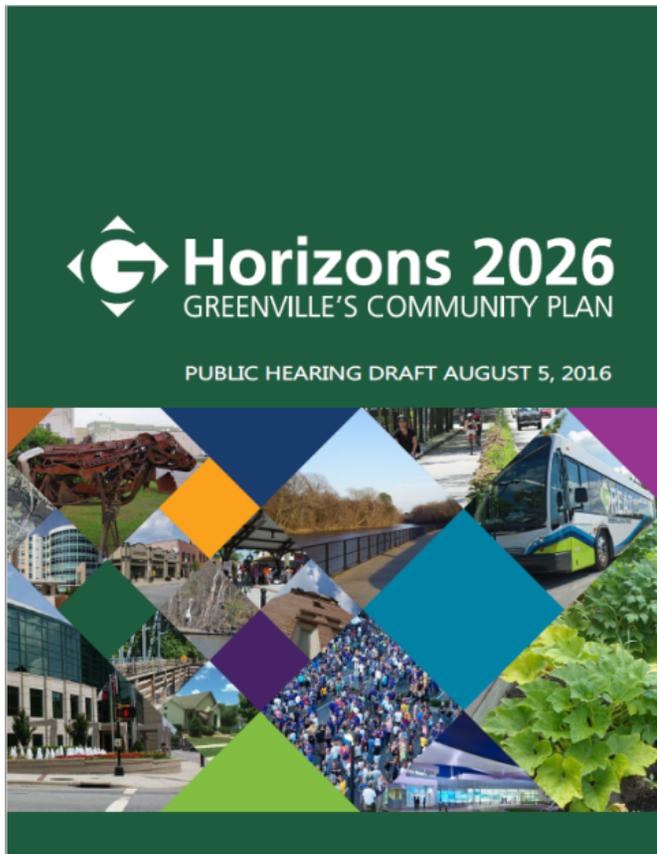
BACK VIEW

FACING CAMPUS



DESIGN IDEAS
STILL LIFE ROOFTOP PATIO

Item 19:
Public Hearings
Adoption of Horizons 2026:
Greenville's Community Plan



HOW THE PLAN IS USED

- 1. Articulates community vision**
- 2. Policy guidance for decision making**

- Growth management
- Rezoning and development cases
- Capital improvements
- Facilities and Services

North Carolina Statutes: "Zoning regulations shall be made in accordance with a comprehensive plan."

- 3. Sets out implementation strategies**

- Work plans for city departments
- Support for partnership efforts
- Public investments



Horizons 2026

GREENVILLE'S COMMUNITY PLAN

PLANNING PROCESS

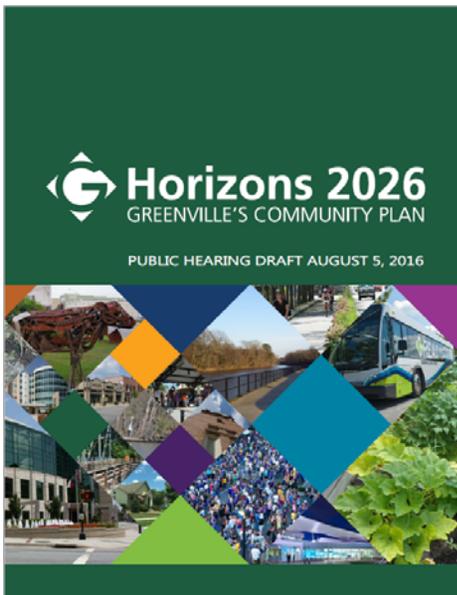


500+
participants

240+
citizen volunteer hours

5,000+
individual inputs from citizens



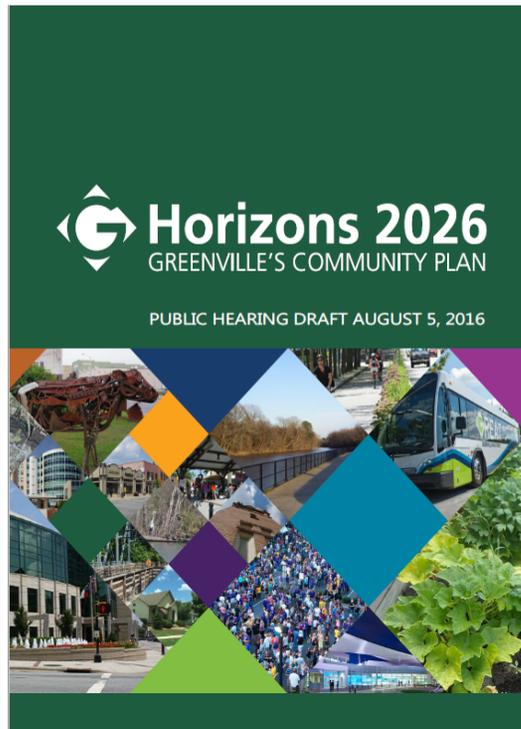


Vision Framework

- 1 Building Great Places
- 2 Enhancing Mobility
- 3 Maintaining Fiscal Responsibility
- 4 Growing the Economic Hub
- 5 Creating Complete Neighborhoods
- 6 Fostering a Resilient City
- 7 Growing a Healthy City
- 8 Growing Together

Area Plans

- Airport Corridor Area
- Medical Area
- S. Memorial Dr. / W. Arlington Blvd. Area
- Southwest Bypass Area



Chapter Components

Planning Influences

Goals & Policies

Actions

1

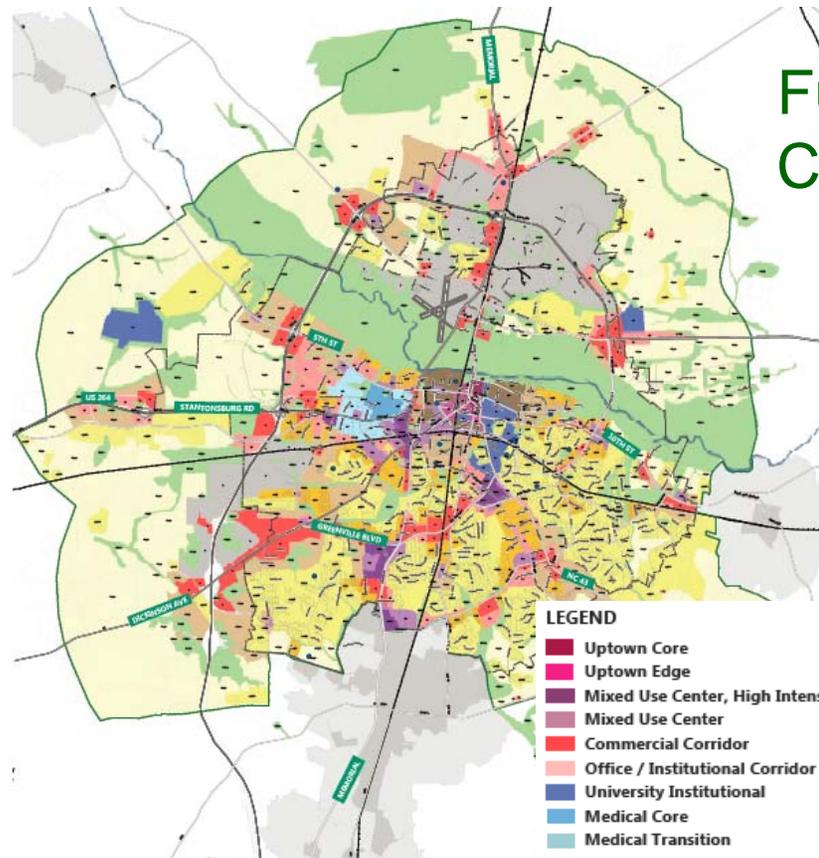
Building Great Places

Greenville will be home to active, vibrant, and distinct places that are linked through a high quality, walkable, and beautiful built environment. These places, including mixed use centers, neighborhoods, corridors, and employment districts, will build on Greenville's existing land patterns. They will provide new walkable and connected developments that enrich the distinct visual appearance of the city and foster a growing sense of pride, while conserving key natural areas.

Goals:

- ❖ Focused Approach to Growth and Reinvestment
- ❖ Active & Vibrant Places
- ❖ High Quality Infill and Redevelopment
- ❖ A Vibrant Uptown
- ❖ A Valued History





Future Land Use & Character Map

Guidance for decisions about growth and capital investment

LEGEND

- Uptown Core
- Uptown Edge
- Mixed Use Center, High Intensity
- Mixed Use Center
- Commercial Corridor
- Office / Institutional Corridor
- University Institutional
- Medical Core
- Medical Transition
- Industrial / Logistics
- Uptown Neighborhood
- Traditional Neighborhood, Medium-High Density
- Traditional Neighborhood, Low-Medium Density
- Residential, High Density
- Residential, Low-Medium Density
- Potential Conservation / Open Space
- School locations

UPTOWN CORE

DESCRIPTION

Uptown Core is composed of Greenville's historic core. It is the most urban and mixed use area of the city with buildings located close together and near the street. Small blocks, on-street parking, and street trees create a pedestrian-friendly district. New development is encouraged to fill-in vacant sites such as underutilized parking areas.

INTENT

- Infill vacant lots
- Encourage vertical mixed use development (residential or office above commercial)
- Adapt and reuse historic buildings
- Reduce/consolidate surface parking
- Maintain and expand public realm features such as street trees, lighting, and wayfinding signs

PRIMARY USES

- Commercial
- Institutional/Civic

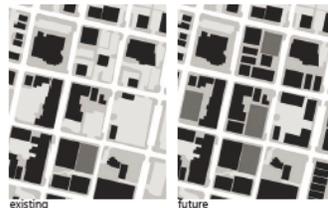
SECONDARY USES

- Office
- Multifamily residential
- Attached residential (townhomes)

BUILDING BLOCKS

Building Height	2-5 stories
Building Setback (front)	0-10 feet (generally consistent within a block)
Lot Coverage	60-90%
Street pattern / connectivity	linear, grid-like / high
Block Length	300-350 feet
Parking Provision	on-street & behind buildings

EXAMPLE PATTERN



EXAMPLE CHARACTER



Future Land Use & Character Map

PRIMARY USES

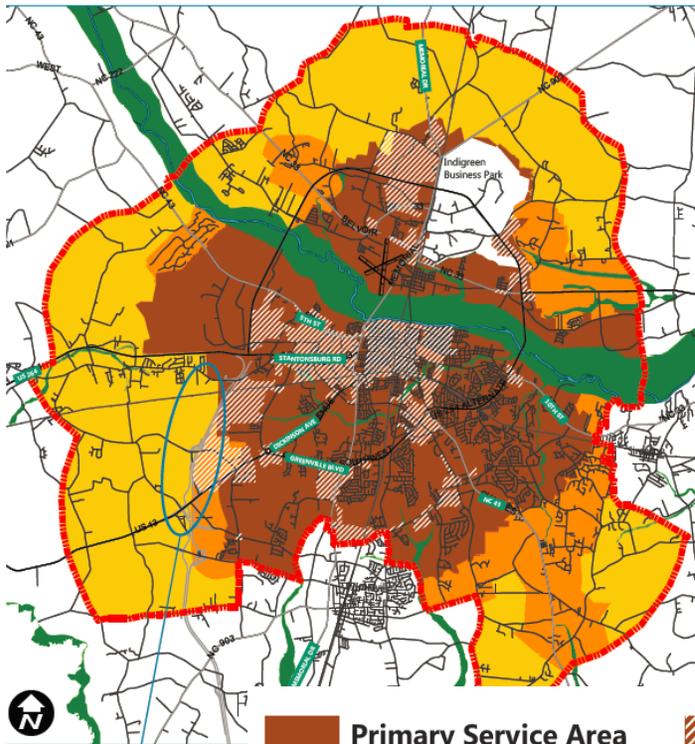
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Note: Land West of the Southwest Bypass falls outside of GLIC's existing extension capability for gravity sewer lines. It is located in the Future Service Area. This may warrant revisiting as planning and development around the Southwest Bypass progresses.

- Primary Service Area**
- Preferred Growth Areas**
- Secondary Service Area**
- Future Service Area**

Tiered Growth Map

Guidance for decisions about annexation; addresses future extension of utility services

2

Enhancing Mobility

Greenville's transportation corridors will provide accessibility to destinations throughout the city by complementing the built environment and offering well-connected, safe, and attractive travel networks for bicyclists, pedestrians, drivers, and users of public transportation. Compact development and street designs that serve all types of users will reduce automobile collisions and improve travel safety throughout Greenville. The city will be regionally accessible with an airport established as the primary hub for air travel in eastern North Carolina, exceptional interstate roadways, a navigable and inspiring built environment for visitors, and future planning for regional rail service.

Goals:

- ❖ Safe Streets
- ❖ Many Travel Options
- ❖ Context-Sensitive Transportation
- ❖ Accessible Transit
- ❖ Efficient Parking
- ❖ Quality Regional Transportation
- ❖ Well Connected Air Travel



3

Maintaining Fiscal Responsibility

Greenville will embrace a culture of transparency and fiscal responsibility in all aspects of city management. The city will foster business investments and collaboration through open governance and a business-friendly culture. Management of public facilities and services will focus on providing a high quality of life for residents, while also achieving fiscal responsibility. Physical planning efforts will grow the city's tax base sustainably and ensure the long-term efficient delivery of Greenville's high quality services.

Goals:

- ❖ Benefit from Past Investments
- ❖ Manage Expansion
- ❖ Fiscal Balance
- ❖ Open and Transparent Government



4

Growing the Economic Hub

Greenville, a city that supports business development, entrepreneurship, and labor force training, will have high quality employment opportunities for an increasingly diverse population. The regulatory environment, business incentives, and partnerships will help to grow and sustain local companies, create an adaptive and well-trained workforce, and foster a thriving public education system. New jobs will emerge in a variety of locations throughout the city, including existing industrial parks, new well-planned employment centers, and urban mixed-use hubs. The city's high quality of life will help retain a well-trained and creative workforce.

Goals:

- ❖ A Vibrant & Growing Economic Hub
- ❖ Abundant Employment Space
- ❖ A Stable & Resilient Economy
- ❖ Effective Workforce Training
- ❖ A High Quality of Life
- ❖ An Equitable & Inclusive Economy



5

Creating Complete Neighborhoods

Greenville will offer a variety of quality living options for its growing and increasingly diverse population, while supporting established neighborhoods and their existing residents. Complete neighborhoods will offer a variety of housing types, an integrated network of walkable and bikeable streets, access to transit, public schools, civic space in prominent locations, and proximity to grocery stores and neighborhood-serving commercial services needed by residents. With an assortment of high quality housing options that support a variety of income levels, neighborhoods will support multiple generations of families and ensure that someone can grow up, raise a family, and retire in the same neighborhood.

Goals:

- ❖ Strong Existing Neighborhoods
- ❖ Complete Neighborhoods
- ❖ Sustainably Designed Neighborhoods
- ❖ Neighborhoods that Coexist with Nature
- ❖ Affordable Housing
- ❖ Shelter and Assistance for the Underprivileged



6

Fostering a Resilient City

Greenville will grow safely by protecting our natural water systems and managing development in hazardous areas. The city will be prepared for the impacts of powerful storms, and shifts in climate. It will grow sustainably by using design approaches that serve to minimize impacts on the natural environment. Conservation efforts will maintain the health of the Tar-Pamlico River and Neuse River watersheds, manage stormwater flows, and help to guarantee supplies of clean water for future generations. Greenville will have room for proven renewable energy initiatives, clean transportation opportunities, and green building technologies. Greenville will support nature not just in parks, yards, and open spaces, but along streets, in open lots, and atop buildings.

Goals:

- ❖ Environmental Conservation
- ❖ Hazard Mitigation
- ❖ Energy Security
- ❖ Low Impact Development (LID)
- ❖ Green Building
- ❖ Cultural Resilience



7

Growing a Healthy City

As the cultural and healthcare hub of eastern North Carolina, Greenville will offer residents and visitors, regardless of their income, the opportunity to maintain a healthy lifestyle. Residents will have access to community gardens, farmer's markets, and high quality grocery stores. Sidewalks, greenways, and bike lanes will promote active travel by connecting housing to jobs, recreation, healthy foods, and shopping. Parks will be destinations for active recreation. These benefits will be accessible by allowing aging residents, those with a physical disability, and visitors to the health hub of Eastern North Carolina to participate.

Goals:

- ❖ Opportunities for Physical Activity for Transport
- ❖ Opportunities for Physical Activity for Recreation
- ❖ Access to Healthy Food
- ❖ Access to Community Resources
- ❖ Mental Health Benefits of Nature
- ❖ Clean Air and Water



8 Growing Together

Greenville will be a place where people and organizations work together to achieve vitality and character that cannot be accomplished without purposeful coordination and collaboration. This is a community rich with resources and leadership. Multiple governmental jurisdictions, institutions, organizations, and businesses have worked over the years to contribute to the success and unique character of the City of Greenville. Relationships and partnerships will continue to evolve in a way that moves the community forward, Growing Together.

Goals:

- ❖ Coordination with Jurisdictions
- ❖ Coordination with Organizations



9

Action Plan

Actions:

- ❖ Primary actions for initiation within next 10 years
- ❖ Secondary actions for initiation within 10 years or beyond

Action Plan

Priority Implementation Actions:

1. Adopt Mixed Use Zoning Districts
2. Adopt Mandatory Design Standards in Uptown
3. Develop Corridor Development Standards
4. Develop Strategy to Address Overdevelopment of Peripheral Apartment Complexes
5. Create an Incentive Program for Development and Redevelopment
6. Implement the Dickinson Avenue Corridor Study
7. Establish Arrangements for Information-Sharing

Action Plan

Priority Implementation Actions:

8. Develop an Historic Preservation Plan
9. Update Development Regulations to Require Open Space / Park Space as a Part of New Neighborhoods
10. Support Personal and Community Gardens
11. Develop a Fiscal Impact Analysis Model for Evaluating Proposed Annexations and Capital Projects
12. Convene Transit Providers to Foster Coordination
13. Develop a Green Energy Plan

Action Plan

Priority Implementation Actions:

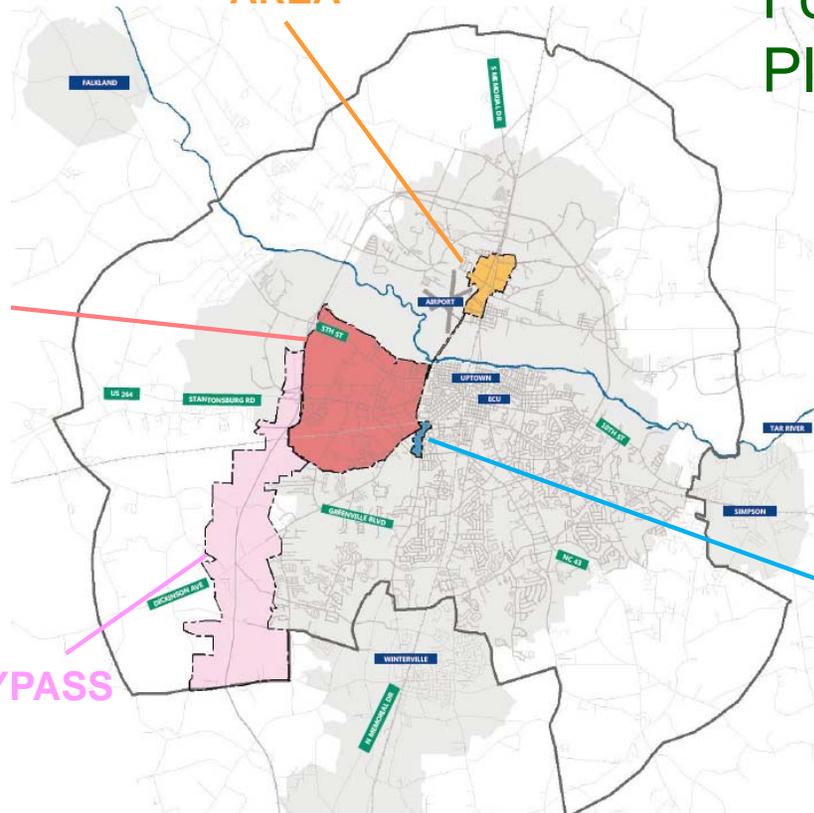
14. Develop an Iconic Pedestrian Bridge that Connects the Area North of the River to Uptown
15. Redevelop Properties Along First Street

**AIRPORT CORRIDOR
AREA**

**Four Small Area
Plans (Appendices)**

*More detailed land
use and design
guidance for areas of
change*

**MEDICAL
AREA**



**S. MEMORIAL DR. / W.
ARLINGTON BLVD.
AREA**

**SOUTHWEST BYPASS
AREA**

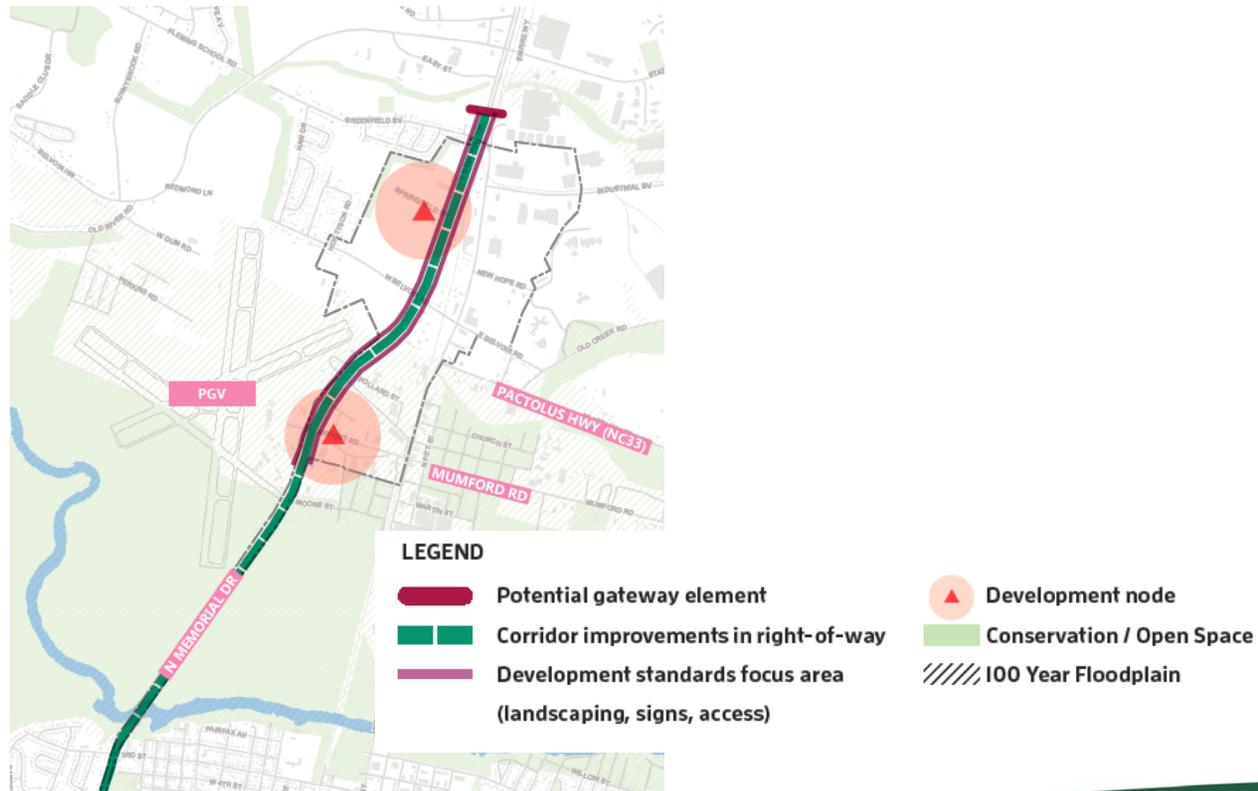
AIRPORT CORRIDOR AREA PLAN

As a gateway to Uptown Greenville and the Medical Area, the plan for the Airport Area will focus on design improvements to promote positive first impressions of the city and development that supports nearby businesses and residents.



AIRPORT CORRIDOR AREA PLAN

Concept Diagram

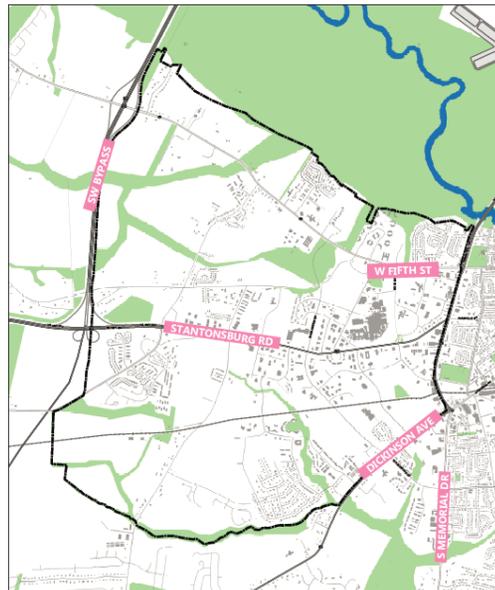


AIRPORT CORRIDOR AREA PLAN



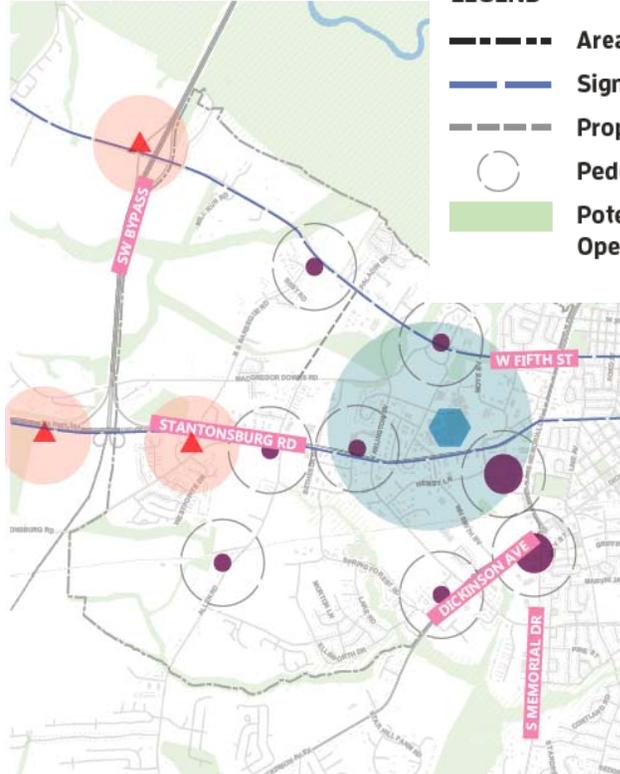
MEDICAL AREA PLAN

As a vital economic engine for the city, the plan for the Medical Area will reinforce the growth of medical and related institutional uses while strengthening the area's overall competitiveness by adapting to changing market conditions and strengthening the built environment.



MEDICAL AREA PLAN

Concept Diagram



LEGEND

- Area Boundary
- Signature Corridor
- - - Proposed Roadway
- Pedestrian Shed
- Potential Conservation / Open Space

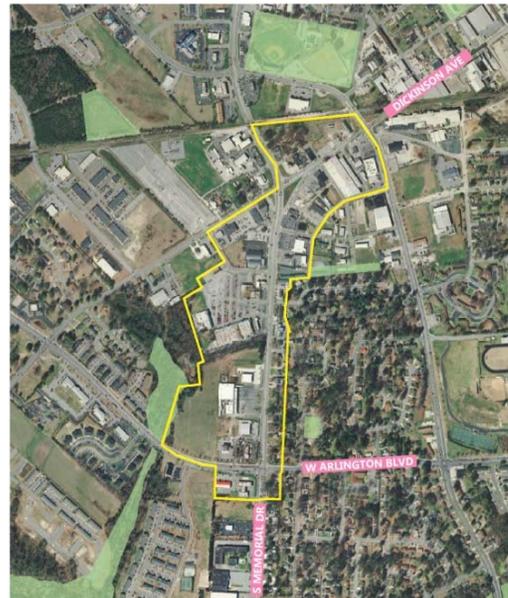
- Medical Core
- Medical Transition
- Mixed Use Center
- ▲ Commercial Center

MEDICAL AREA PLAN

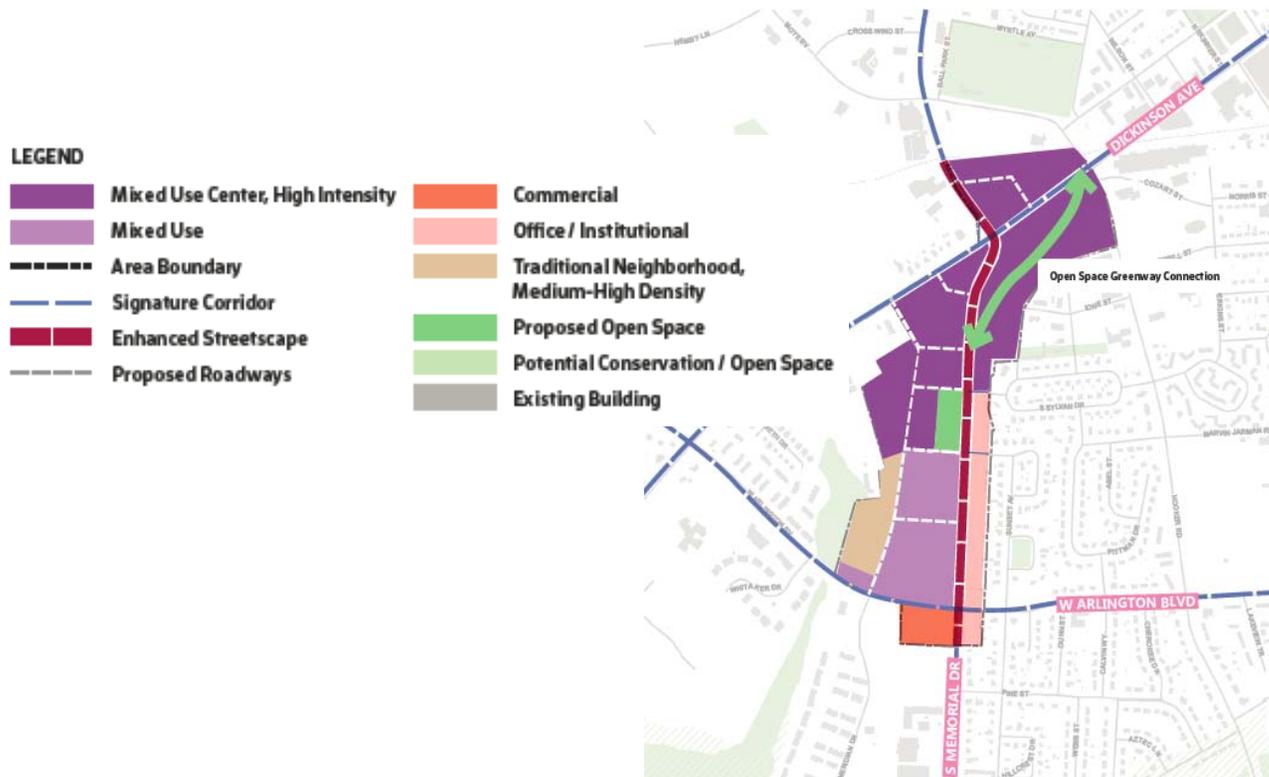


S. MEMORIAL DR. / W. ARLINGTON BLVD.

As a major crossroads linking the Medical Area with Uptown Greenville, the South Memorial Drive / West Arlington Boulevard area plan envisions more intense redevelopment with a mix of uses in a more walkable environment and serves as a demonstration of the potential for other similar areas within the city.



S. MEMORIAL DR. / W. ARLINGTON BLVD.



S. MEMORIAL DR. / W. ARLINGTON BLVD.

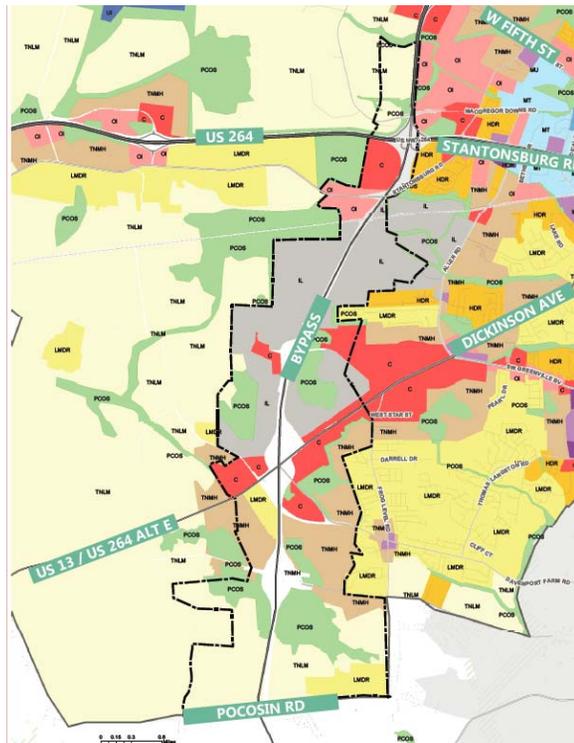


SOUTHWEST BYPASS AREA PLAN

The success of this Southwest Bypass Area Plan is dependent on continued planning efforts and the input from interested stakeholders and adjacent jurisdictions.



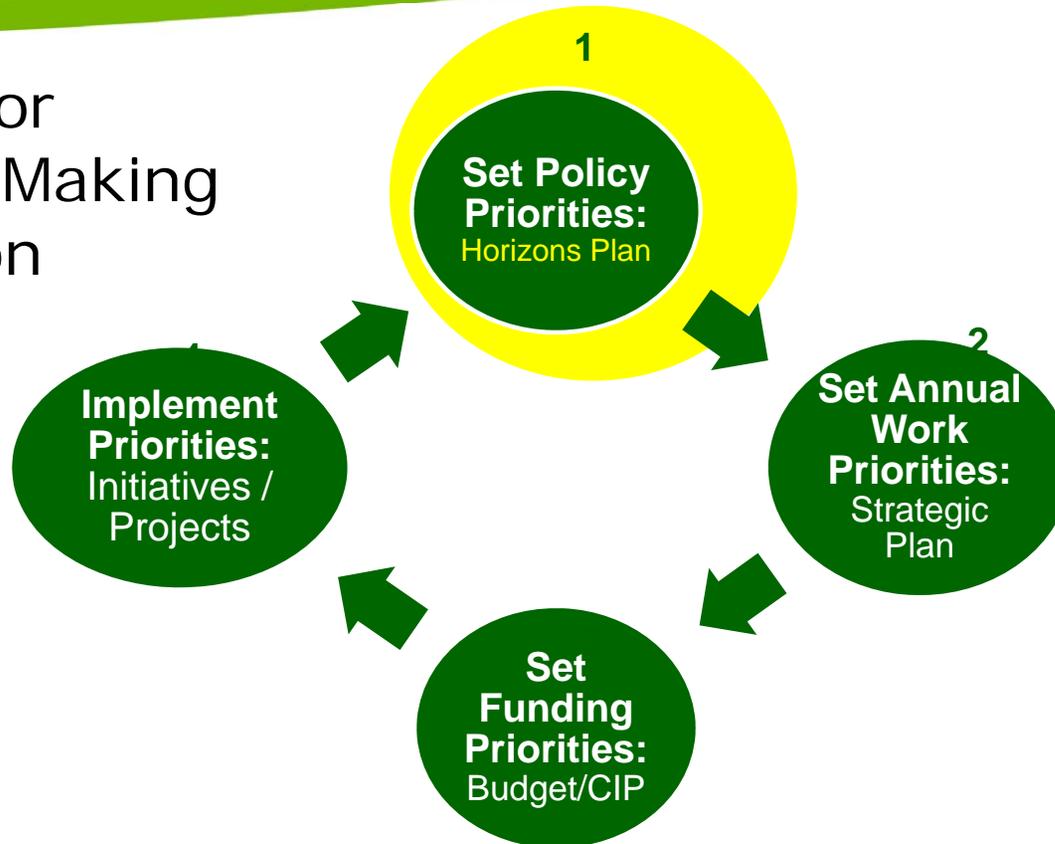
SOUTHWEST BYPASS AREA



FOCUS ON CONTINUING PLANNING EFFORTS

- Strong employment center for the region
- Greenville to maintain a presence in other ongoing planning efforts for Southwest Bypass
- Multijurisdictional information sharing
- Tiered Growth Map updates

Process for Decision-Making and Action



Recommendations:

Staff:

Staff recommends City Council adopt Horizons 2026.

Comprehensive Plan Committee: 8/10/16

The Comprehensive Plan Committee unanimously voted to endorse and forward Horizons 2026 to the P & Z Commission.

Planning and Zoning Commission: 8/16/2016

The Planning and Zoning Commission unanimously approved a motion to recommend approval of the proposed text amendment.

Item 20:

Public Hearings

Contract for services with Uptown
Greenville



uptown
GREENVILLE

live. play. eat. shop. invest.

www.uptowngreenville.com



**PROJECTED
RESIDENTIAL
GROWTH**

HOUSING

DEVELOPMENT TRENDS/OPPORTUNITIES

1,315 New residential units
announced in 2015

\$115 million invested

PLANNED DEVELOPMENTS





OFFICE

DEVELOPMENT TRENDS/OPPORTUNITIES

**72,800
GSF**

New office space
announced in 2015



RETAIL

DEVELOPMENT TRENDS/OPPORTUNITIES

**40,000
GSF**

New retail space
announced in 2015

JOBS

91 FULL OR PART TIME
JOBS GAINED IN 2015





FREE PARK & RIDE

SUP DOGS

GAMEDAY SHUTTLE

GO PIRATES

WE  OUR
volunteers

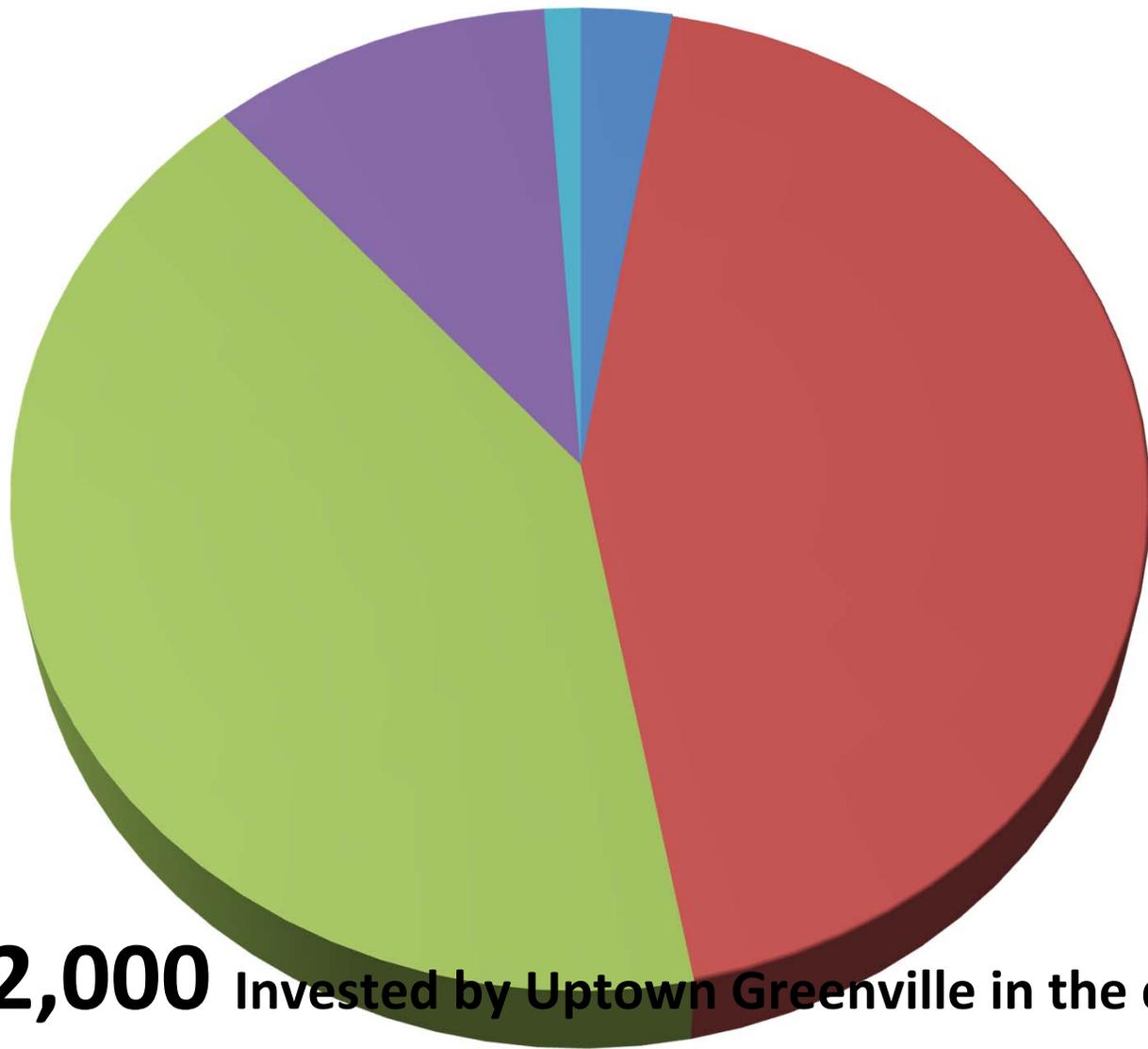


700

people volunteered with Uptown Greenville



\$500 Million Invested



- Dickinson Ave. LED Lights
- Live United Courtyard
- Parking Deck Clocks
- Greenville Groves Music Festival
- Lampost Banners

\$72,000 Invested by Uptown Greenville in the district



LOVE
GREENVILLE



**PUT YOUR \$
WHERE YOUR  IS**
GO LOCAL

UPTOWNGREENVILLE.COM

Item 21:

Public Hearings

Contract for services with the Pitt
County Arts Council at Emerge



Arts District Research Study





Arts District Research Study

The Pitt County Arts Council at Emerge will create an Arts District Plan for Uptown Greenville that:

- Outlines a broad vision and goals
- Highlights the benefits of well-developed arts areas
- Recommends a series of projects and initiatives that can advance Uptown Greenville to become the arts center of Pitt County, and ultimately recognized as the center for the arts in the region.



PITT COUNTY
ARTS
COUNCIL AT
EMERGE

Arts District Research Study 2016-2017

- We will conduct research and precedent studies of other successful arts districts
- 2-3 trips to other arts districts to meet with officials, arts administrators, and arts organizations to understand the benefits and challenges of starting an Arts District.
- We will collaborate with ECU to determine an effective methodology to coalesce their artistic talent into Greenville's overall art community.
- Presentation of the findings and recommendations of the Arts District Research and Precedent Study, including some budgetary recommendations for 2017-18 to begin some trial programs.



Arts District Research Study 2017-2019

- **Finalize the Arts District Plan** with Objectives, Programs, and Incentives that would work for the City of Greenville. This will also include a suggested budget to begin implementation.
- **The Pitt County Arts Council will also seek City Council and Pitt County acknowledgement as the Umbrella Arts Coalition/Commission.**
- **Have the Arts District Plan adopted** by City Council, Uptown Greenville Board, Pitt County Arts Council Board, Greenville Museum of Art, and the ECU Dean of College of Fine Arts and Communication.
- **In Coordination with partners, begin executing the adopted Arts District Plan in 2018-19.**



Arts District = Economic Development



Item 22:

Public Hearings

Contract with Development Finance Initiative (DFI) of the UNC School of Government

During 8/15 City Council meeting, DFI (UNC School of Government) presented to City Council:

- DFI history, Michael Lemanski's qualifications, their services, project examples, revitalization experience

Council called for staff to negotiate with DFI a scope of work, fee structure and general timelines to partner on marketing the Imperial Site.

1. Public input

Series of input meetings to determine what the public wants for the future of the Imperial Site;

Advise on what is practical

2. Market analysis

Evaluate redevelopment feasibility for commercial, residential, government, mixed use and parking;

Advise on what is feasible

3. Site analysis

Determine if & how public interest and private development can co-exist on site;

Test fit a potential development using a third party architect

4. Financial analysis

Prepare financial model for development program (budget, operating cash flows, sources of capital) for private partners and public investment;

Advise on financial matters

5. Recommend program

Create a development plan with the appropriate mix of uses, such as residential, retail, office, civic and associated parking;

Recommend a program to City Council for authorization to proceed

6. Market program

Prepare a solicitation for developers to construct the desired program;

Post solicitation, begin recruitment, solicit responses for consideration

7. Select developer

Conduct background checks on potential partners, advise on the deal structure to maximize the public benefits and minimize public investment

In conjunction with staff, recommend a development partner to City Council and seek authorization to proceed with negotiations on MOU

8. On-going support

Advise on the final PPP deal structure to maximize the public benefits and minimize public investment, assist City with MOU and Development Services Agreement (if desired)

Development Service Agreement brought to City Council for approval. If approved, construction begins

Contractual fee has two components

1. The first component is a flat fee of \$94,000 (paid for by NC Grant)
 - A. Twofold benefit as this expenditure also qualifies as a match for Brownfield clean-up!
2. The second component is an at risk fee of 1.5% of the total cost of the development, paid for by the developer

Hypothetical scenario:

Public interest:

City Council approves a wrapped parking deck, 10,000 sq feet of public gathering space and a water feature costing in total **\$8,000,000**

Private development:

Private development contains Imperial Site purchase, 30,000 sq ft Class A office space, 130 market rate housing units and 20,000 sq ft of retail costing in total **\$22,000,000**

Total cost of development is **\$30,000,000** X 1.5% = \$450,000 developer paid fee

If DFI doesn't deliver the project, the 1.5% fee (paid to DFI by the developer) is no longer due.

Item 23:

Public Hearings

Resolution calling for a public hearing on an Installment Financial Agreement to finance the purchase and renovation of a Public Safety Annex and making certain findings, and a resolution approving the proposed Installment Financing Agreement

Purpose

Greenville Public Safety Annex

- Borrow \$1.5M
- Project Description
 - Located at 5300 Northland Drive, Greenville, NC
 - Land and Building Purchase
 - Renovations for office and storage space

Financing Schedule Highlights

- ✓ Introduction of Project – June 6th
- ✓ Reimbursement Resolution – June 6th
- ✓ Offer to Purchase and Contract – June 6th
- ✓ Publication of Public Hearing – August 29th
- ✓ Resolutions and Public Hearing – September 8th
- ✓ Approval of Installment Financing Agreement – September 8th

Findings Resolution

- Calls for a public hearing on the \$1.5M
- Authorizes the Director of Financial Services to act on behalf of the City
- Appoints the Other Professionals who comprise the financing team

Special Counsel Norton Rose Fulbright US LLP

Financial Advisor FirstSouthwest, A division of Hilltop Securities, Inc.

Sales Resolution

- Provides that City Council has been presented
 - Draft Installment Financing Agreement
 - Draft of the proposed Deed of Trust
 - The bank to enter into the Agreement
- Approves the proposed Installment Financing Agreement

Additional Financing Schedule Highlights

LGC Agenda – Oct. 4th

Closing – Oct. 18th

Recommendation

- 1) Adopt the Resolution calling for a public hearing and making certain findings
- 2) Conduct a Public Hearing on the proposed \$1.5M
- 3) Adopt the Sales Resolution approving the proposed Installment Financing Agreement

Item 24:
**Public Transportation and Parking
Commission**

Public Transportation & Parking Commission

Commission Members

Honorable Rick Smiley
City Council Member

Charles Moore, III
Chairman

Brian Farkas
Vice Chairman

Bianca Shoneman
Warren Daniels

Jessica Faison
Will Russ

STAFF

Lamont M. Jackson
Transit Manager

Rachel Manning
Secretary

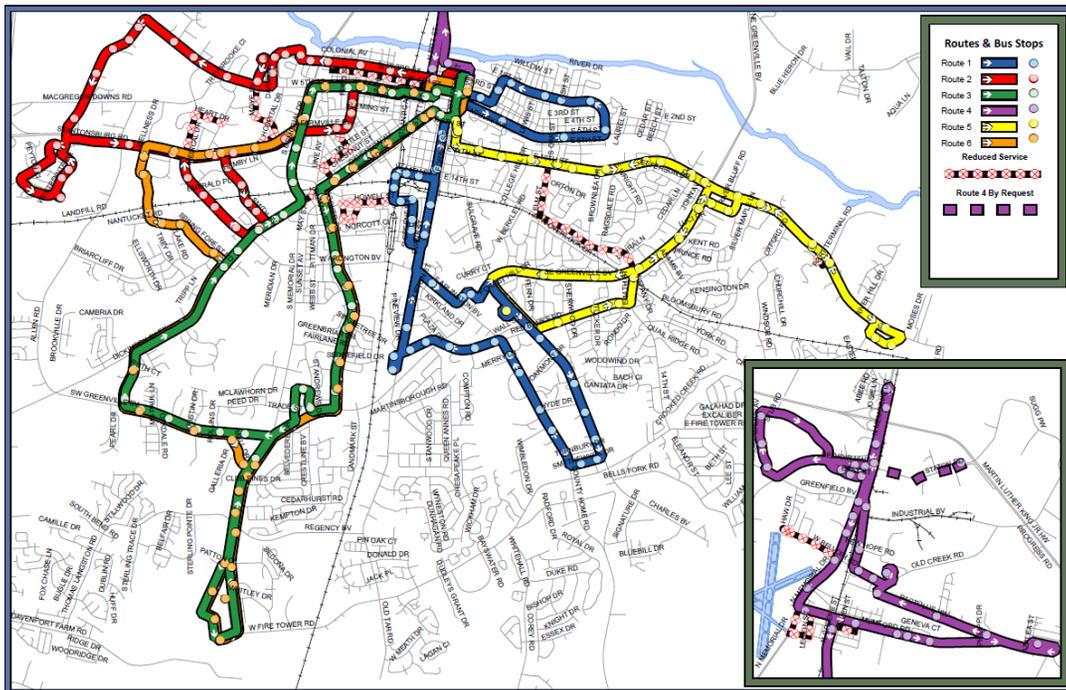
Purpose of the Commission

Investigate, review, and study public transit and public parking needs throughout the City.



Public Transportation

Greenville Area Transit (GREAT)



Public Transportation

Greenville Area Transit (GREAT)

Thirteen fixed route buses (two hybrids):

- Voice enunciation system

- Video surveillance system

- Auto announcement system

- Kneeling feature

- Accessible ramps

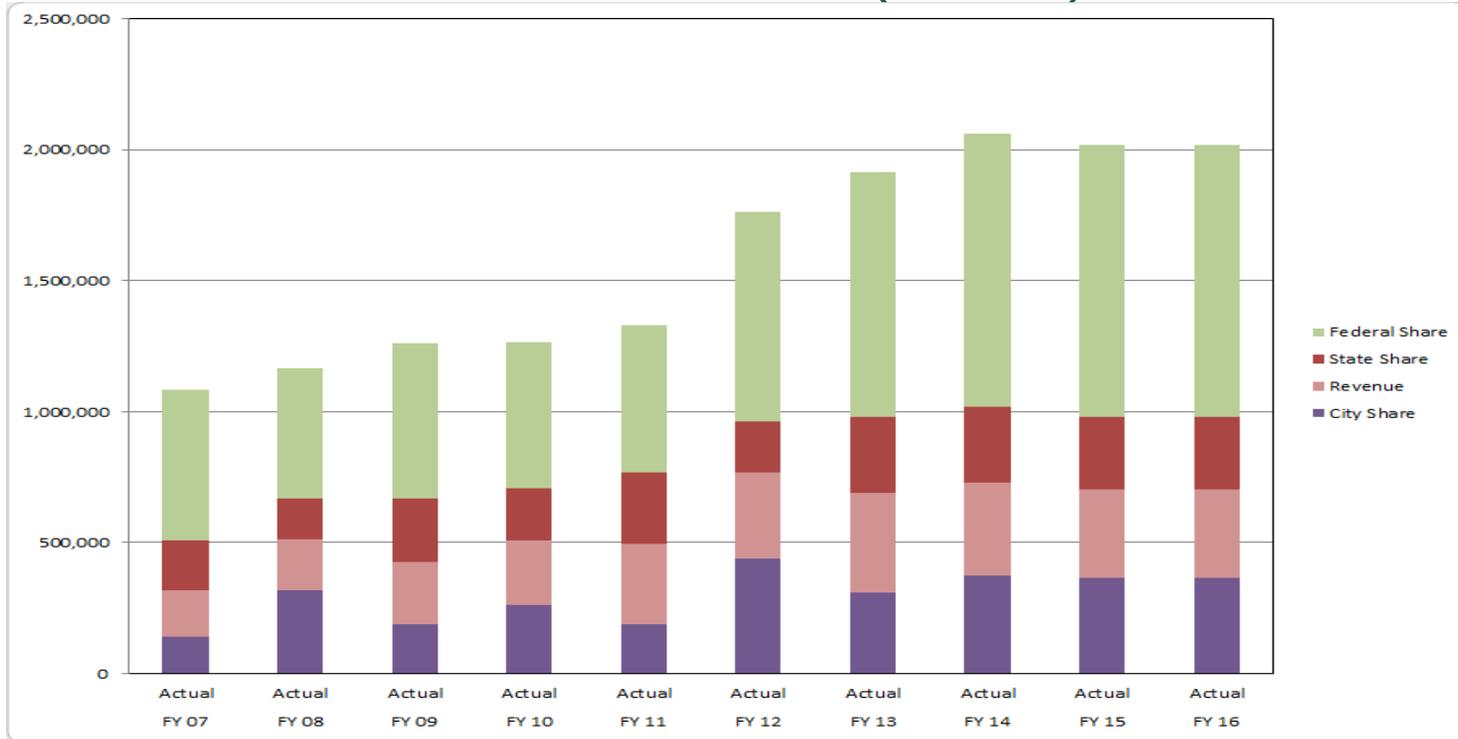
- Wheelchair reserved seating

468, 922 annual trips



Public Transportation

Greenville Area Transit (GREAT)



Public Transit

Greenville Area Transit (GREAT)

Five demand responsive vans

Hours of service

Area of service

Variable routes

Advance certification
required

Advance reservation
required

11,363 annual trips



Public Transit

AMTRAK

Completed second year of our Partnership with the Thruway Service.

Greenville Transportation Activity Center (GTAC)

Continued participation in obtaining required approvals and grant funding.



Parking

Continued to monitor progress on the new Uptown parking deck.

Continue to monitor Uptown Parking in the Uptown area

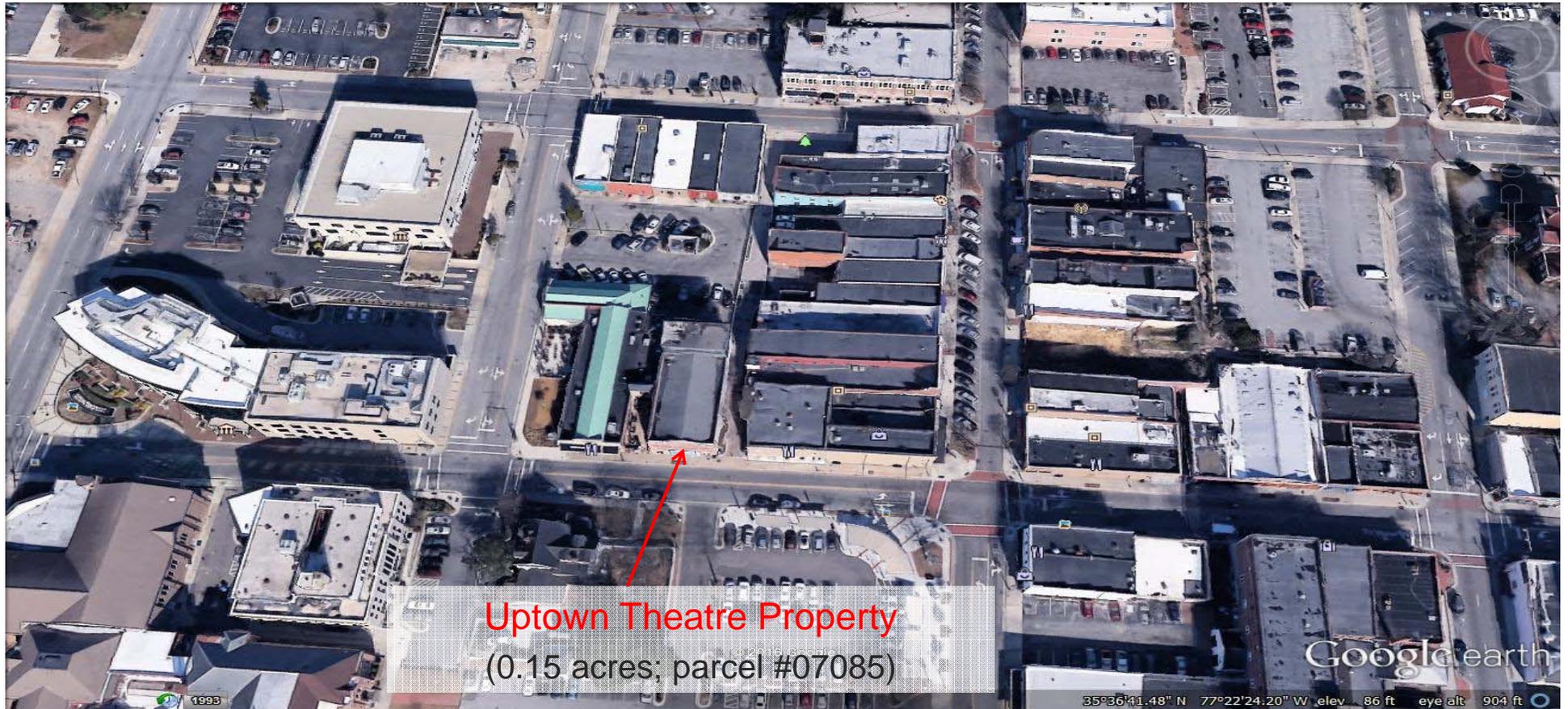


Public Transportation & Parking Commission



Visit greatbus.greenvillenc.gov

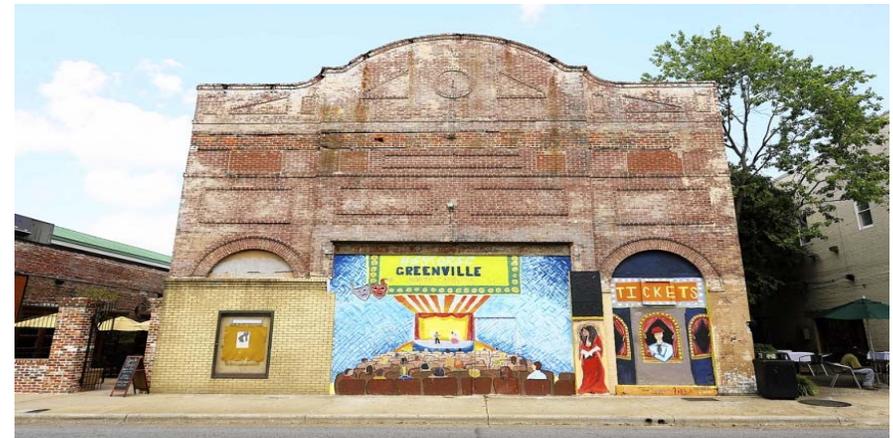
Item 25:
**Approval of the Redevelopment
Commission's sale of the Uptown
Theatre property to
CommunitySmith, LLC**



Find yourself in good company

Uptown Theatre: Project Background

- 2008: RDC purchased property for \$281,000
- 2010: RDC authorized architectural study, reuse theatre as a multi-use performing arts venue
- 2013 RDC work plan → explore PPP approach
- 2014: Community Smith/ Lincoln Theater proposal



Find yourself in good company

Sale of Uptown Theater to Community Smith

- 2/2/2016: RDC approved Letter of Intent (LOI) between RDC and Community Smith, LLC
- 3/17/16: City Council approved the Letter of Intent
- 4/2016–now: building remediation & stabilization project
- 8/2016: RDC authorized sale of the property using the negotiated offer, advertisement, upset bid method
 - Only bid from Community Smith, LLC, which agreed to invest \$1 million to renovate property for use as a Live Performance Venue

Sale of Uptown Theater to Community Smith

- \$20,000 purchase price
- Closing date within 60-days of RDC accepting offer
- Purchase subject to aforementioned covenants, conditions, restrictions
 - Includes RDC commitment to recommend and sponsor Local Landmark designation
- RDC accepts offer on 9/6/2016 and recommends approval of offer to City Council

Sale of Uptown Theater to Community Smith

Conveyance of the property subject to covenants, conditions, and restrictions:

- Upon completion of renovations, primary use of the property will be as a Live Performance Theater, as defined by 9-4-86(RR) of Greenville City Code
- Purchaser will spend a minimum of \$1,000,000.00 in private funds to renovate the State Theater so that it will be able to receive a certificate of occupancy for its use as a Live Performance Theatre

Recommendation:

Staff recommends approval and acceptance Community Smith, LLC's offer to purchase the Uptown Theatre property for \$20,000 and approve the agreement

Item 29:
**Discussion of the 2016
Citizens Survey**

Citizens Survey Overview

- Provides feedback & input from our citizens as to the level and quality of City services being provided
- Designed to ensure the needs of the entire community are met
- Used to foster stronger support from the City's residents
- Provide Council insight as to future projects & priorities

Citizens Survey Overview

- Administered by the ETC Institute (also completed 2013 survey)
- Administered by mail, phone, Internet, and face-to-face to maximize the level of response
- Structured to ensure the demographics surveyed are representative of the city's population (race, age, income, geography)

2016 Survey Details

- Survey tailored around issues of strategic importance:
 - Economic Development
 - Public Safety
 - Infrastructure
 - Recreation and Parks

Citizens Survey Overview

- Survey mapping will allow results to be viewed and analyzed by specific area of the City or by individual community
- Questions will be consistently structured with prior surveys to better measure changes in public opinion
- Survey will include benchmarking data so as to measure how we compare to our peers

Citizens Survey Overview

- Scheduled to begin October 1
- Scheduled for completion mid-November
- Results and analysis available by January 2017

Item 30:
**Discussion of a Bike Sharing
Program**

City of Greenville Bike Share



What is a Bike Share?

- A network of bicycle rental stations intended for point-to-point transportation
- Convenient for trips that are too far to walk, but too short for a taxi or transit
- System could operate 24/7 or have adjusted hours of operation
- Public-private partnership (typical)

What are the benefits of a Bike Share Program?

Reduce Traffic Congestion

Reduce Vehicle Parking Pressure



January, 2016 Planning Session:

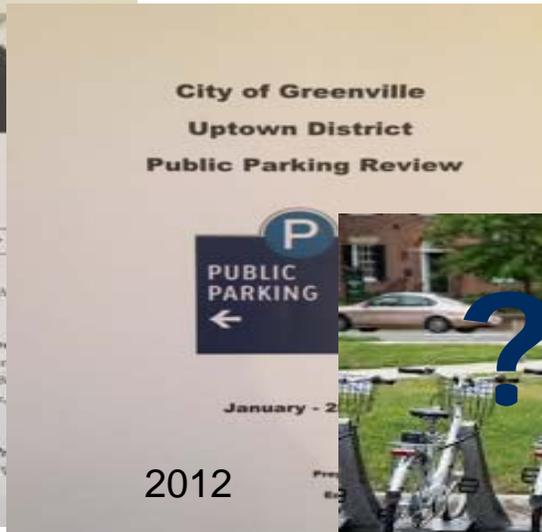
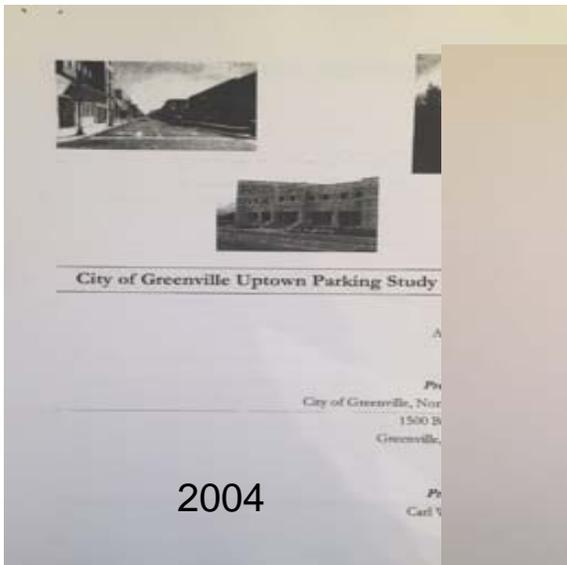
“Urban Parking is a National Challenge”

Cars in use 5% of Time; Parked 95% of time.

**Registered cars in USA = 250 million
Constructed parking spots = 750 million**

You are not in Traffic; You are Traffic.

Planning for Uptown Parking has been an dynamic process



What are the benefits of a Bike Share Program?

Increased use of Public Transit



What are the benefits of a Bike Share Program?

Health Benefits – SociBike/Zagster App tell you how many miles you biked, calories burned, etc.

Support Urban Development – Greenway Access, Restaurants, etc.

Relatively Low Implementation Costs

TIGER 2016 – More than half of the 40 awards had bicycle transportation as part of project.

What Cities have Bike Share Programs?

**Large – NYC, D.C., Chicago, Boston, Miami, San Fran
Charlotte, Raleigh (implementing)**

**Small – Greenville, SC, Hoboken NJ, Portland ME, Rockville MD, Topeka
KS, Charleston SC, Charlottesville, VA, Lakeland, FL**

FORBES 25 Most Livable Cities – ALL

FORBES 20 Best Cities for Young Prof. - ALL

**Universities – Notre Dame, Univ. Of Maryland, Auburn, Duke, Ohio
State, Univ. of South Florida, etc.**

How do Bike Share Programs Work?

Business Models –

- 1) Jurisdiction Owned and Managed
- 2) Non-Profit Owned and Managed
- 3) For Profit Owned and Managed

Jurisdiction Owned and Managed:

Jurisdiction pays upfront capital and owns infrastructure and equipment

Private contractor handles membership, maintenance, redistribution, customer service

Eligible for Grants (Fed, State)

Advertising revenue could be generated

Example – Capital Bikeshare – D.C.

Non Profit Owned and Managed:

Non-profit may be created to run program.

Jurisdictions may provide initial capital while nonprofit charged with operating and addtl costs.

Revenue Sources - Eligible for Grants (Fed, State); local business sponsorship, membership and usage fees.

Limited Jurisdiction oversight

Example – Nice Ride, Minneapolis MN (BCBS is major partner)

For Profit Owned and Managed:

Independent Contractor

Jurisdiction does not provide funding but assists in planning and providing access to ROW.

Revenue Sources – Advertising and sponsorship on bicycles and stations, membership and usage fees.

Limited Jurisdiction oversight

Example – Miami Beach, FL (Deco-Bike)

Where would the bike stations go?

Planning and coordination with ECU, stakeholders required

Urban core – Town Common, GTAC, Parking Deck/Plaza, ECU campus, Five Points, Greenway entrances, West Greenville

Wash D.C./NYC – See an 80% increase in business for stores adjacent to bike stations

Where would the bike stations go?

On-Street :



ROW/Sidewalk:



Where would the bike stations go?

Adjacent to
Buildings : (GTAC)



Parking Lots:



Where would the bike “stations” go?

Or:



Where would cyclists ride?

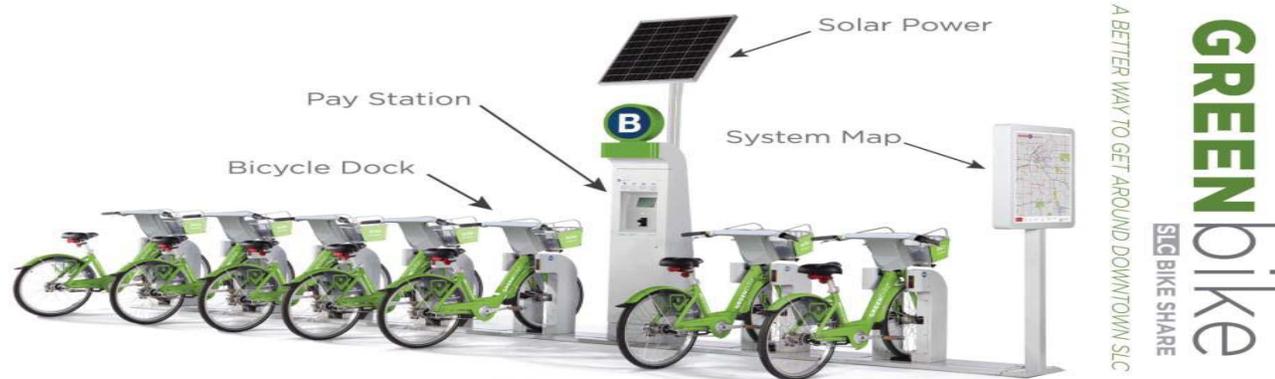
Bike Lanes: Sharrows/identified bike lanes and travel lanes

Greenways

Improvements to our infrastructure needed to increase sustainability of program

How much does it cost?

Smart Dock (Citi, Capital, NICE) – Stations are considerably more expensive with this technology – typically \$6,000 per bike.



How much does it cost?

1) Smart Bike - no kiosk. \$2,000/bike annually - includes bike, maintenance, redistribution. (i.e. Raleigh, Portland, OR)



Does it pay for itself?

The most successful program in the Country is CapitalShare in D.C.

CapitalShare - 98% of costs are offset via all sources of revenue. Typical is 30% - 50%. Partners/Sponsors and Advertising offset the ongoing cost.

Additional considerations – Improved community health, reduced traffic in urban core...

Staff Recommendation:

Investigate partnership with ECU and others to gauge potential for bringing a Smart Bike type Bike Share program to Greenville