

City Council Meeting

February 6, 2017



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Item 15a

Presentations by Boards and Commissions

Board of Adjustment



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Item 15b

Presentations by Boards and
Commissions

Community Appearance
Commission



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Community Appearance Commission (CAC)

Annual Report to City Council

February 6, 2017



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Enabling Authority

CAC was created in 1979.

Purpose: To encourage beautification and community appearance.



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Main Duties

1. To initiate, promote and assist in the implementation of programs of general community beautification and appearance.



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2. To seek to coordinate the activities of individuals, agencies, organizations, public and private, and city departments whose plans, activities and programs bear upon the appearance of Greenville.



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3. To encourage improved community appearance, both on public and private property.



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CAC Members

- 11 member board
- No vacancies!
- 2017- Meet bimonthly



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Programs

- Awards Program
- Neighborhood Improvement Grants



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4 Monthly Awards

- Alice Keene Park
- The Boundary
- Rucker Johns
- Trollingwood



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Kappa Delta
Sorority House



Carolina Breast
Imaging



Rucker Johns



Trollingwood



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Certificates and Letters



Yard Signs and Window Signs



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Biennial Awards

Presented to the top four recipients of the monthly CAC awards for the past two years that exemplify the superior effort put forth in helping to improve the charm and atmosphere of our city.

2016 Recipients

- Dream Park
- Carolina Breast Imaging
- Rucker John's
- Kappa Delta Sorority House



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Neighborhood Improvement Grant Program

Encourage active neighborhood associations to identify creative projects that will benefit their neighborhoods.

- Two award cycles: Spring and Fall
- Maximum award: \$750



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Neighborhood Improvement Grant Program

- Five awards in 2016
 - Four in the Spring and One in the Fall Cycle
- Currently in the Spring Cycle – Deadline May 2017



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Item 15c

Presentations by Boards and
Commissions

Greenville Housing Authority



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Housing Authority of the City of Greenville

"A Tradition of Trust"

Presentation to the
Greenville's City Council

Monday- February 6, 2017

www.ghanc.net



www.ghanc.net

Agenda

- What We Do
- Rental Assistance
- Rental Assistance to End Homelessness
- HACG Community Impact...
- Looking Ahead...
- Questions/Comments



Mission

WHAT WE DO

Housing Authority of the City of Greenville is the most experienced and most active affordable housing development organization in the City of Greenville. As such, our mission is to:

- Strengthen neighborhoods and families by offering expanded housing opportunities.
- Provide quality affordable rental housing for families, seniors and other individuals with limited incomes.
- Enhance the economic well-being of residents of the HACG's communities and the participants in our tenant based programs.

Since 1961, we have built or renovated more than 880 affordable rental apartment and homes, while providing thousands of individuals and families with housing rental assistance.

Rental Assistance

Program	No. of Units	Occupancy
Conventional Low-Rent Public Housing	714	98%
Housing Choice Voucher	742	99%
Project-Based Rental Assistance	156	100%

Waiting List Summary (No. of applicants)

Public Housing	7021
Housing Choice Vouchers	2044

All HCV Waiting Lists are Closed Except Crystal Springs and University Towers

Rental Assistance to End Homelessness

Program	No. of Units
Veterans Affairs Supportive Housing Program (VASH)	40
Shelter Plus Care/HOPWA	126



HACG Community Impact...

- Designated as a “HUD High Performer” Public Housing Authority (PHA) and Housing Choice Voucher Program,
- North Carolina Housing Finance Community Partner Loan Pool Partner,
- USDA 502 Direct Loan Certified Packager for USDA designated Region # 6,
- Provide foreclosure prevention counseling and assistance with obtaining funding from the N.C. Foreclosure Prevention Fund.

HACG Community Impact...

- Awarded Volunteer Income Tax (VITA) Grant from the VITA Coalition of the Carolinas,
- Expanded the number of Family Self -Sufficiency (FSS) Program participants,
- Implemented public housing security improvements through camera surveillance, lease enforcement, enhanced cooperation with the Greenville Police Department,
- Family Self-Sufficiency (FSS) Program Awarded a \$162,025 grant,
- National Night Out events held in six (6) GHA Communities including: Crystal Springs (Senior Community), Dubber Laney Woods, Hopkins Park, Kearney Park, East and West Meadowbrook, and Moyewood.



In addition to the education and counseling services provided by our HUD Approved Housing Counseling Agency, the Greenville Housing Development Corporation developed single-family homes for sale to first-time and modest-income homebuyers in the Lincoln Park Community.





801 Fleming Street,
Greenville NC

901 Bancroft Ave,
Greenville NC



Looking Ahead...

- Ensure high quality services by maintaining “High Performer” designation for both Public Housing and Housing Choice Voucher Program,
- Continue with our investment in the Lincoln Park neighborhood and development on infill lots in the West Greenville Revitalization area,
- Look for additional opportunities to develop and tax credit communities,
- Increase partnerships with community organizations and area ministries that offer quality of life enhanced services to families.
- Implement HUD’s Smoke-Free Public Housing Policy.

Looking Ahead...

- Collaborate with the City of Greenville's Community Development Department to provide assistance to families seeking to become first time homebuyers
- Undertake capital improvements in each community to address immediate and long term physical needs,
- Completed security initiative involving the installation of additional security cameras throughout all family and elderly properties,
- Forge a stronger relationship with the Greenville Police Department to continue tackling crime in the Authority's communities,
- Apply for new VASH and Housing Choice Vouchers.

Questions/Comments

Item 16

Ordinance to Amend Chapter 2 of Title 10 of the Greenville City Code and the Manual of Fees relating to Crosswalk Enforcement Zones



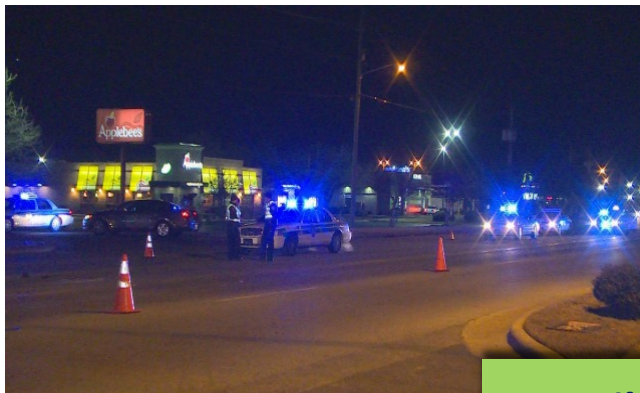
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Presentation on proposed Crosswalk Enforcement Zone Ordinance



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The Problem:

Too many unnecessary pedestrian deaths and injuries within city limits. In 2016 there were 62 pedestrian-involved wrecks. Five pedestrians were killed in 2016 on city roads.

Contributing factors in Greenville:

- Pedestrians not utilizing crosswalks
- Drivers not yielding for pedestrians in crosswalks
- Pedestrian impairment
- Lack of sidewalks/signage/mid-block crosswalks for pedestrians to utilize

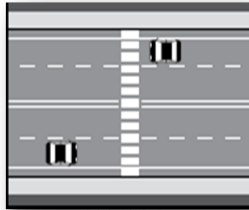
State Law

Drivers must always yield for pedestrians in crosswalks, except at intersections where the movement of traffic is being regulated by traffic officers or traffic direction devices



Crosswalks may be marked

- » Crosswalks may be marked, either with two parallel white lines or a series of white blocks running across



Mid-Block Crosswalk

- » These marked crosswalks are located in the middle of a block, not at an intersection.



Unmarked Crosswalks

- » These crosswalks occur whenever a sidewalk ends at an intersection and continues on the other side. There is an implied crosswalk across the intersection or road

139.5
feet

Average distance a pedestrian was from an intersecting road when they were struck by a vehicle while attempting a mid-block crossing*

**Based on 2015 Greenville crash statistics*

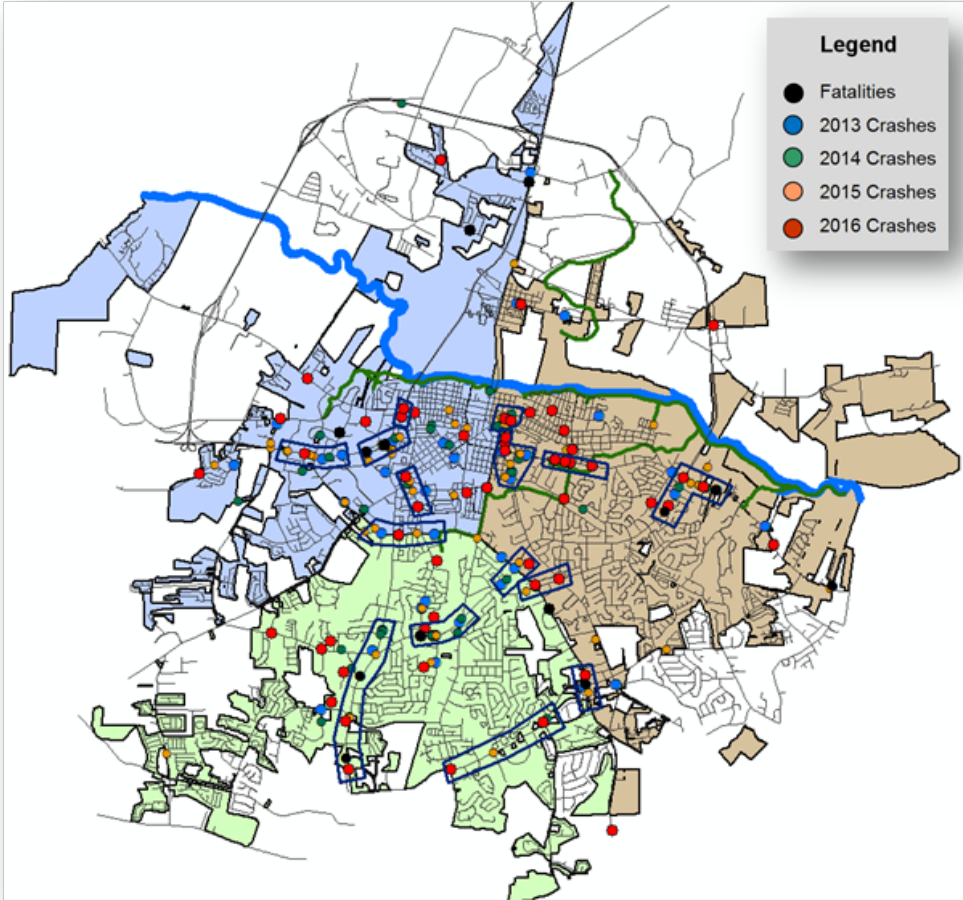
Currently, state law only prohibits pedestrians from crossing mid-block if they are between adjacent intersections at which traffic-control signals are in operation (think of a normal city block with traffic lights).

There is NOT a “jaywalking” law in NC.



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Pedestrian Crash Concentrations



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Proposed Ordinance

- Ordinance amending Chapter 2 of Title 10 of the Greenville City Code and the Manual of Fees relating to Crosswalk Enforcement Zones



Designated Crosswalk Enforcement Zones

- Pedestrians will be required to use a crosswalk within 150 feet of a marked crosswalk, mid-block crosswalk, or an unmarked crosswalk (at an intersection)
- The crosswalk enforcement zone will be clearly marked using signage, flags, and/or curb painting
- Violators observed crossing outside the crosswalk enforcement zone can be issued a \$20 civil citation
- A warning/education period will be established prior to the issuing of tickets



150 feet (or 7 parked cars)



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Pilot Locations



- Based on data, observations and community input, GPD has selected 13 pilot locations for crosswalk enforcement zones
- Enforcement can begin at these locations immediately or in the near future with suggested changes



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Pilot Locations

Can begin immediate enforcement at the following locations:

1. 10th Street and Charles Boulevard
2. 10th Street and College Hill Drive
3. 10th Street and Elm Street
4. Stantonsburg Road and Moye Boulevard
5. Stantonsburg Road and Arlington Boulevard
6. Greenville Boulevard and 10th Street
7. Greenville Boulevard and Moseley Drive
8. Greenville Boulevard and Hooker Road
9. Memorial Drive and West 5th Street
10. Charles Boulevard and 14th Street
11. Firetower Road and Arlington Boulevard
12. 5th Street and Reade Street



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Pilot Locations

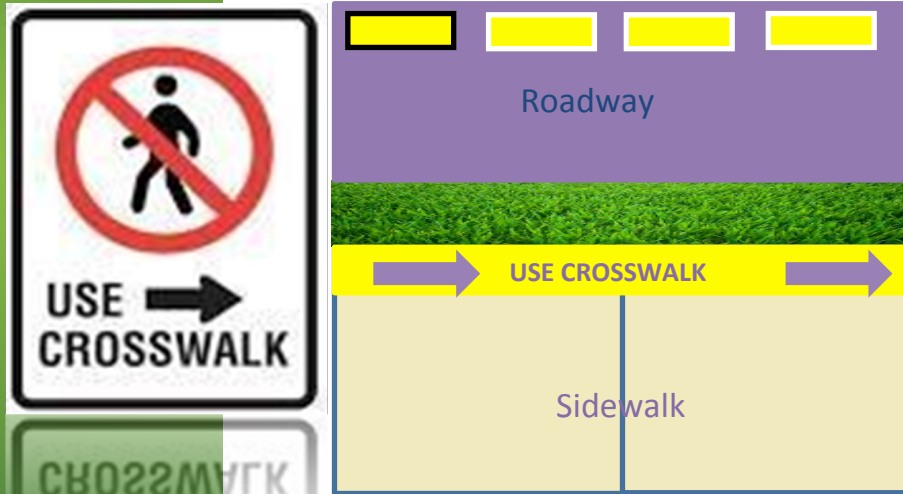
Can begin enforcement at the following location after suggested changes:

13. In front of “The Boundary” - Public Works already working with Taft Development Group to install pedestrian signals and fencing to help corral students to designated crosswalks



Estimated Cost of Crosswalk Enforcement Zones

Per the City of Greenville's Public Works Department, the anticipated cost for signage, pavement markings, and sidewalk markings is between \$2,500 and \$10,500 per intersection, depending on the number of lanes at the intersections.



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Future Proposed Mid-Block Crosswalk Locations

(Can be designated as additional crosswalk enforcement zones once in place)



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Stantonsburg Road

(W. Arlington Blvd. to WH Smith / WH Smith to Moye Blvd.)

- Work order for new LED lighting already in place
- Needs signs
- In need of multiple mid-block crossings, paint on sidewalks indicating crossing zones



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E 10th St – Near Riverbluff

E 10th St. & Greenville Blvd. – in front of Riverbluff

- In need of mid-block crossing, even if temporary until completion of 10th Street Connector Project



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E 10th St - Near ECU

E 10th St & Anderson – in front of ECU (paint and signage)

- Unmarked crosswalk already there
- Finish the diagonal mid-block crossing with fresh paint and signage



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Other Pedestrian Safety Efforts



GPD is partnering with Watch For Me NC campaign, in conjunction with the NCDOT, for the third consecutive year

Continued GPD efforts with pedestrian-focus:

- Good Ticket initiative
- “Safe Routes to School” events
- “Safe Communities” partner
- Governor’s Highway Safety Program
- National Walk to School Day
- COG Bike/Ped Commission
- Local bike ride events, bike rodeos, and running events

Other Pedestrian Safety Efforts

- Working with City of Greenville Public Information Office to create educational videos and publications for website, social media and GTV9 (click picture below for example)



Needed Improvements



- **Lack of mid-block crosswalks**
- **Lack of sidewalks**
- **Missing signage or signage in one direction**
- **Signage may be present but crosswalk not marked**



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Item 17

Amendment to Service
Agreement with Development
Finance Initiative Relating to the
Imperial Site Project



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Contract Amendment

Imperial Site Context

Development Finance Initiative (DFI)

Resolution of Support

1. Mini Brooks Act (G.S. 143-64.31);
2. Greenville Local Preference and Retention; and
3. Amend DFI Contract

Note: Based on closing comments at the Planning Retreat, DFI is present tonight and prepared to field questions



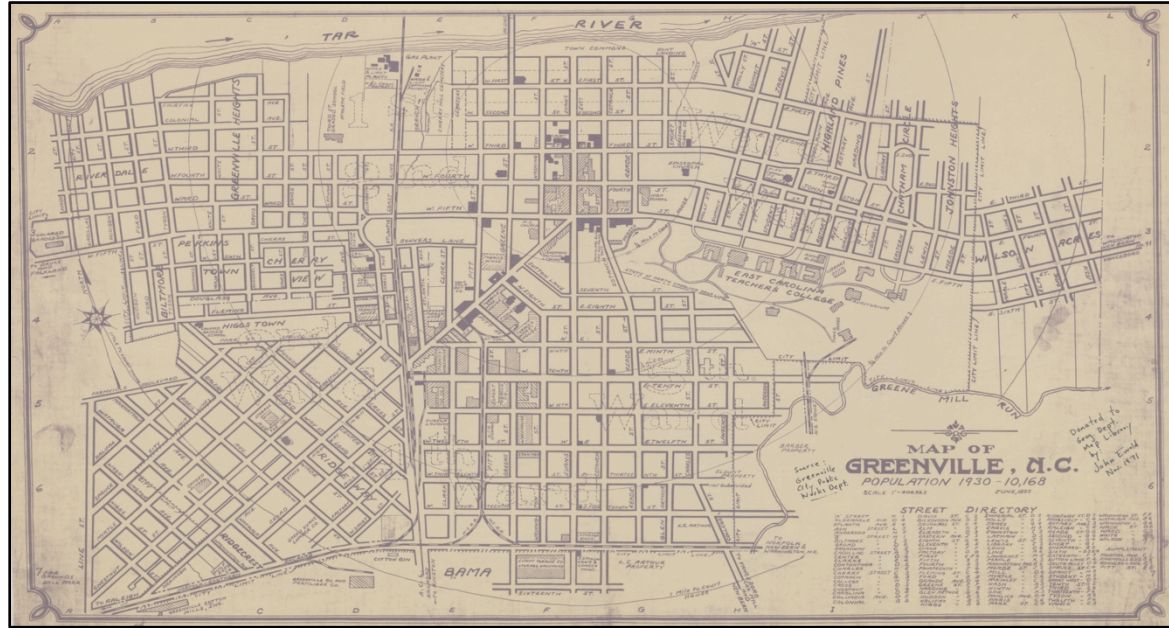
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Item 18

Presentation by the Community
Development Department on
West Greenville Revitalization
and Improvements



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West Greenville Revitalization Initiatives & Improvements February 6, 2017 Presentation to City Council



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West Greenville Revitalization Initiatives & Improvements

Brief History of Greenville's Housing Programs

- 1962-1974: Urban Renewal 5 Multi-Year Projects (Shore Drive, New Town, West Meadowbrook, Southside and Central Business District) \$10M received.
- 1975-1982: CDBG Funds Received Rehabilitation Assistance and 3 Multi-Year Projects (Greenfield Terrace, West Meadowbrook, Southside and South Evans) \$15M received.
- 1983-1990: Limited funding for rehabilitation and some Emergency Shelter Grant, Energy Incentive, Rental Rehabilitation Program funds. Approximately \$600,000 received for scattered sites.

Waiting list develops during this time—around 250 persons apply



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West Greenville Revitalization Initiatives & Improvements

Brief History of Greenville's Housing Programs *(continued)*

- 1991: Small Cities CDBG \$600,000 Concentrated Needs Grant Funding
- 1992: \$1M Affordable Housing Bond (lead to construction of 3 subdivisions (151 new homes – 75 loans) since 1996-2008 completed or started 168 units of affordable housing with bond and other funds)
- 1994: City of Greenville receives HUD Entitlement Designation
- 1995: First HOME Program funds received from NC Housing Finance Agency, \$26,000 and the development of Carolina Heights, the first affordable housing subdivision begins
- 1997: Pitt County HOME Consortium formed



West Greenville Revitalization Initiatives & Improvements

Brief History of Greenville's Housing Programs *(continued)*

- 1999: Hurricane Floyd
- 1999-2000: Development of Singletree Subdivision, the second affordable housing subdivision
- 2001-2002: Development of Countryside Estates, the third affordable housing subdivision and for Hurricane Floyd survivors
- 2003: Establishment of the 45 Block Revitalization Program
- 2004: Bonds approved for the Center City and 45 Block Revitalization program areas totaling \$10M (\$5M each)
- 2006: Adoption of the Center City and West Greenville Redevelopment Plan



West Greenville Revitalization Initiatives & Improvements

- Brief History of Greenville's Housing Programs (*continued*)
- 2008: Nathaniel Village opens
- 2013: Winslowe Point opens
- 2014: \$5M GO Bond provided funds for Phase II Streetscape project
- 2015: Parkside Commons opens
- 2016: Hurricane Matthew



West Greenville Revitalization Initiatives & Improvements

2006 Center City – West Greenville Revitalization Plan

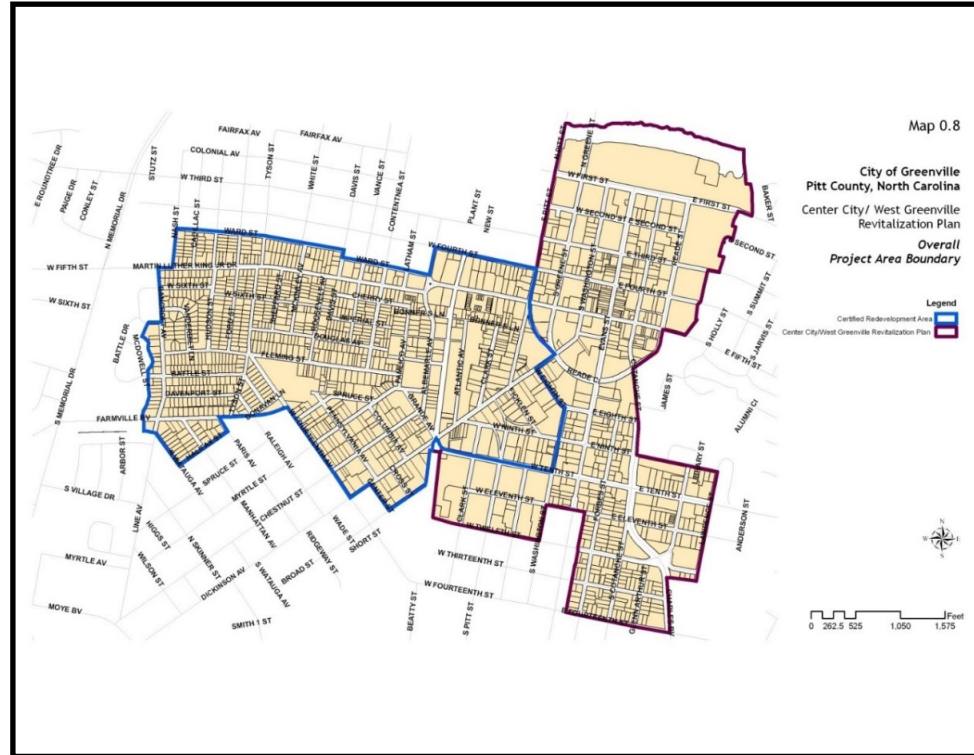


**THE CENTER CITY
WEST GREENVILLE
REVITALIZATION PLAN
JANUARY – 2006**



West Greenville Revitalization Initiatives & Improvements

- 2006 Center City – West Greenville Study Areas

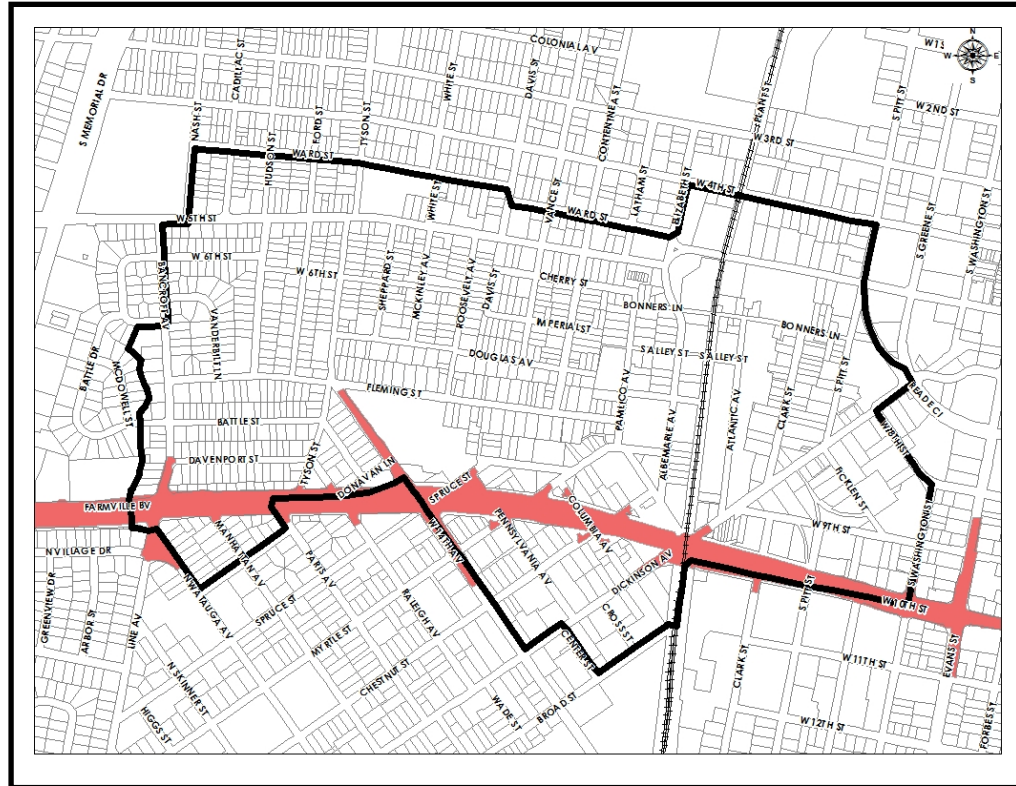


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West Greenville Revitalization Initiatives & Improvements

West Greenville Revitalization Study Area



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West Greenville Revitalization Initiatives & Improvements

Revitalization Efforts Summary 2006-2016

Funded by GO Bonds, CDBG and HOME Program

- Property Acquisitions – 68 (249 total)
- Clearance & Demolitions – 104 (204 total)
- Down Payment Assistance – 33 (124 total)
- New Construction – 25 units (36 total)
- Owner-Occupied Rehabilitations – 89 (193 total)
- Public Service (Non-Profits) Grants – 49 (107 total)
- Public Facility Improvements – 22 (23 total)



West Greenville Revitalization Initiatives & Improvements

New Homes Built



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West Greenville Revitalization Initiatives & Improvements

Other Projects



Before...

and after...



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West Greenville Revitalization Initiatives & Improvements

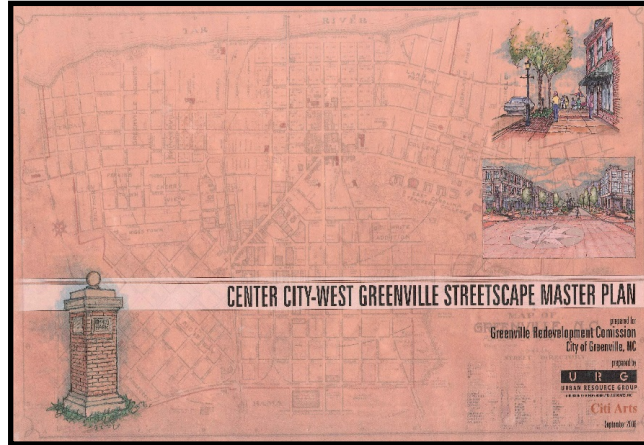
Revitalization Efforts Summary (continued)

- Established West Greenville Neighborhood Revitalization Strategy Area (NRSA) Initiative
- Increased Homeownership from 17% to 30%
- Community Infrastructure Improvements
- Sidewalks and Streetlights
- Streetscapes
- Police Dept. Sub-Station
- Gorham Intergenerational Center



West Greenville Revitalization Initiatives & Improvements

Streetscape Improvements



West Greenville Revitalization Initiatives & Improvements

Lucille W. Gorham Intergenerational Community Center



West Greenville Revitalization Initiatives & Improvements

Police Dept. West 5th Street Sub Station



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West Greenville Revitalization Initiatives & Improvements

What's Next / Impacts

- Incremental Reductions in Funding
- Lead-Based Paint Requirements and Related Costs
- Historic District and Preservation Requirements
- Marketing of 5th Street Lots for a Commercial Center
- West 5th Street and Albemarle Avenue Areas
- West 5th Street Gateway Project – Phase II



West Greenville Revitalization Initiatives & Improvements

New Home Under Construction on Bancroft Avenue



West Greenville Revitalization Initiatives & Improvements

- West 5th Street Commercial Center Site



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West Greenville Revitalization Initiatives & Improvements

Historic homes on West 5th Street suitable for possible adaptive re-use



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West Greenville Revitalization Initiatives & Improvements

Phase II Streetscape Improvements on West 5th Street from Nash Street to Tyson/14th Streets



West Greenville Revitalization Initiatives & Improvements

Opportunities

- Identify and Leverage New / Alternative Funding Sources
- Recruit New Community Building Partners
- Office of Economic Development Assistance
- Pursue Public-Private Partnerships
- Close Coordination with Code Enforcement
- Others...



West Greenville Revitalization Initiatives & Improvements

- *Questions?*



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Item 19

Report on Public Private Partnerships Initiatives for the Town Common



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- | | | | |
|----------------------------------------------------------------|---------------------------------|-----------------------------------------|-----------------------|
| 1. Sycamore Hill Missionary Baptist Church Commemorative Tower | 6. Civic Building | 12. Active Living Shoreline | 18. Restrooms |
| 2. Sycamore Tree Grove | 7. Amphitheater + Event Lawn | 13. Kayak Launch + Fishing Pier | 19. On-Street Parking |
| 3. Relocated Veterans Memorial | 8. Boardwalk + Promenade | 14. Dock + Viewing Platform | |
| 4. Relocated Sundial | 9. Multi-Purpose Field | 15. Kayak + Canoe Rental | |
| 5. 1st Street Promenade | 10. Playground | 16. Town Creek Wetland Restoration Area | |
| | 11. Future Playground Expansion | 17. Parking + Access Drive | |



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City Council Meeting

February 6, 2017



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