

# City Council Meeting

February 8, 2018



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# Public Comment Period

February 8, 2018



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# Item 1

## Appointments to Boards and Commissions



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# New Business

## Public Hearings



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## Item 2




Ordinance to annex Parkside Bluffs, Section 2, Phase 1A, Lot 4 involving 3.329 acres located at the current terminus of Parkside Drive



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

# General Location Map

## Map Legend

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

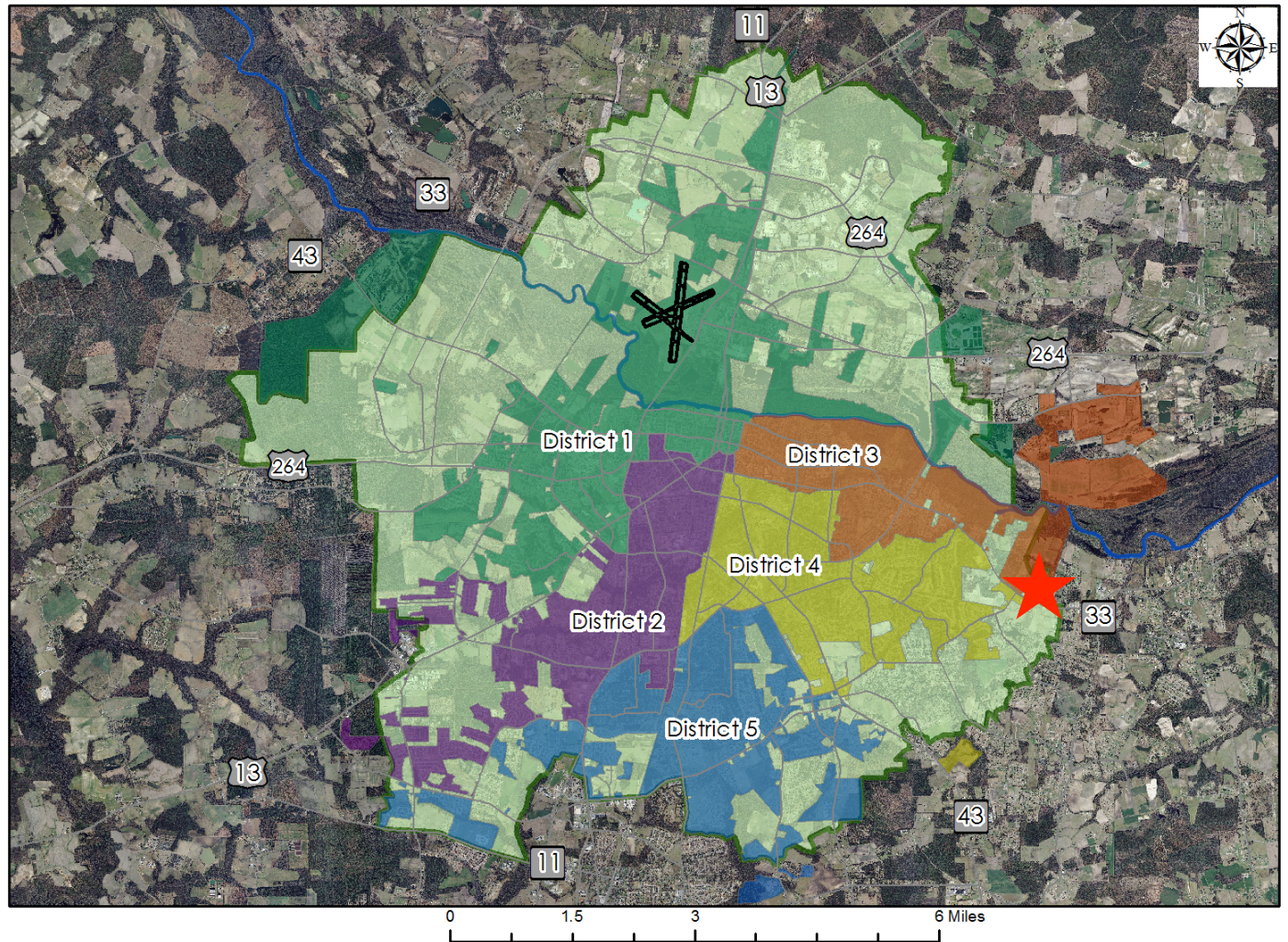
## City Council Voting District

### District

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



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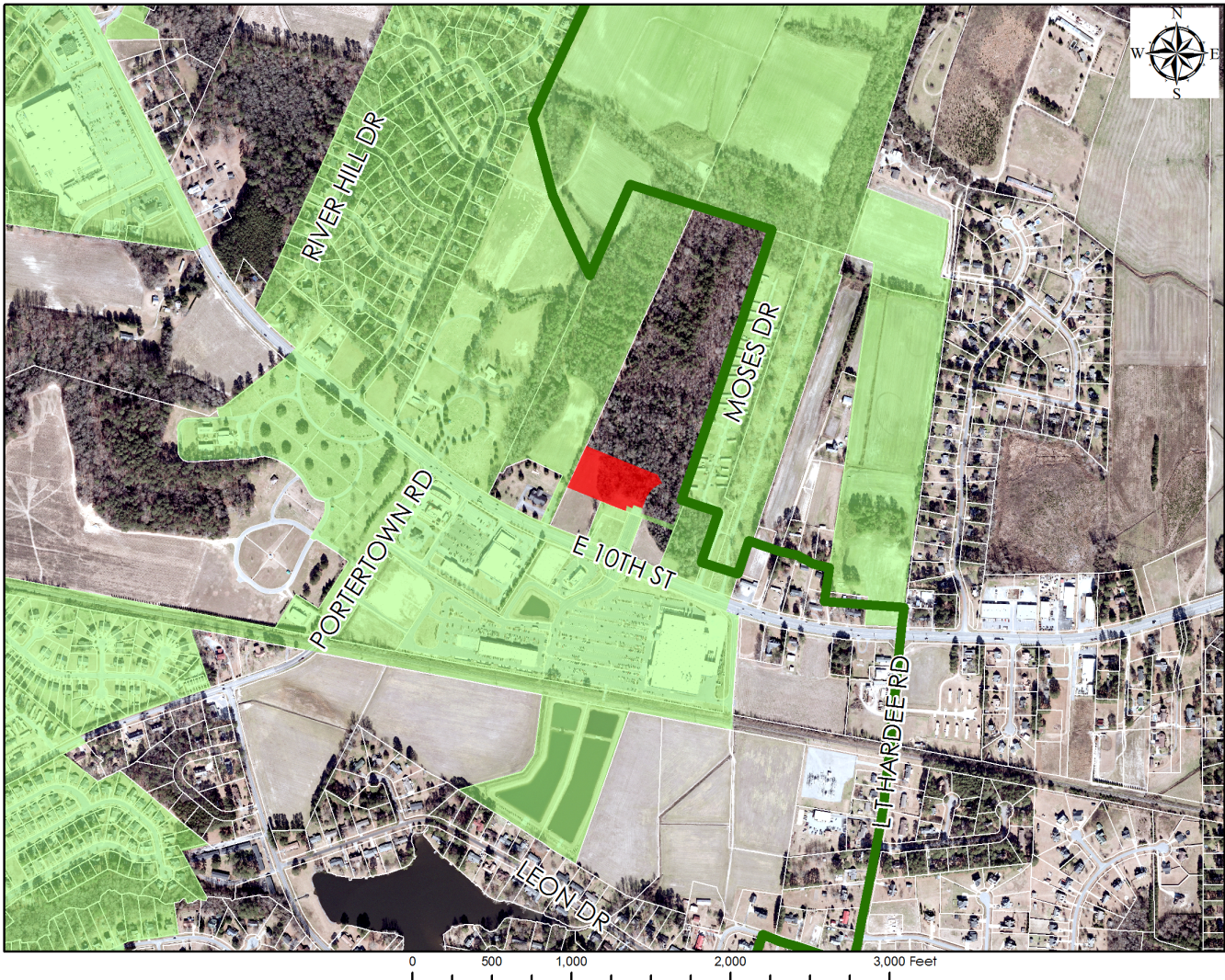
# Parkside Bluffs Sec. 2 Ph. 1A

## Map Legend

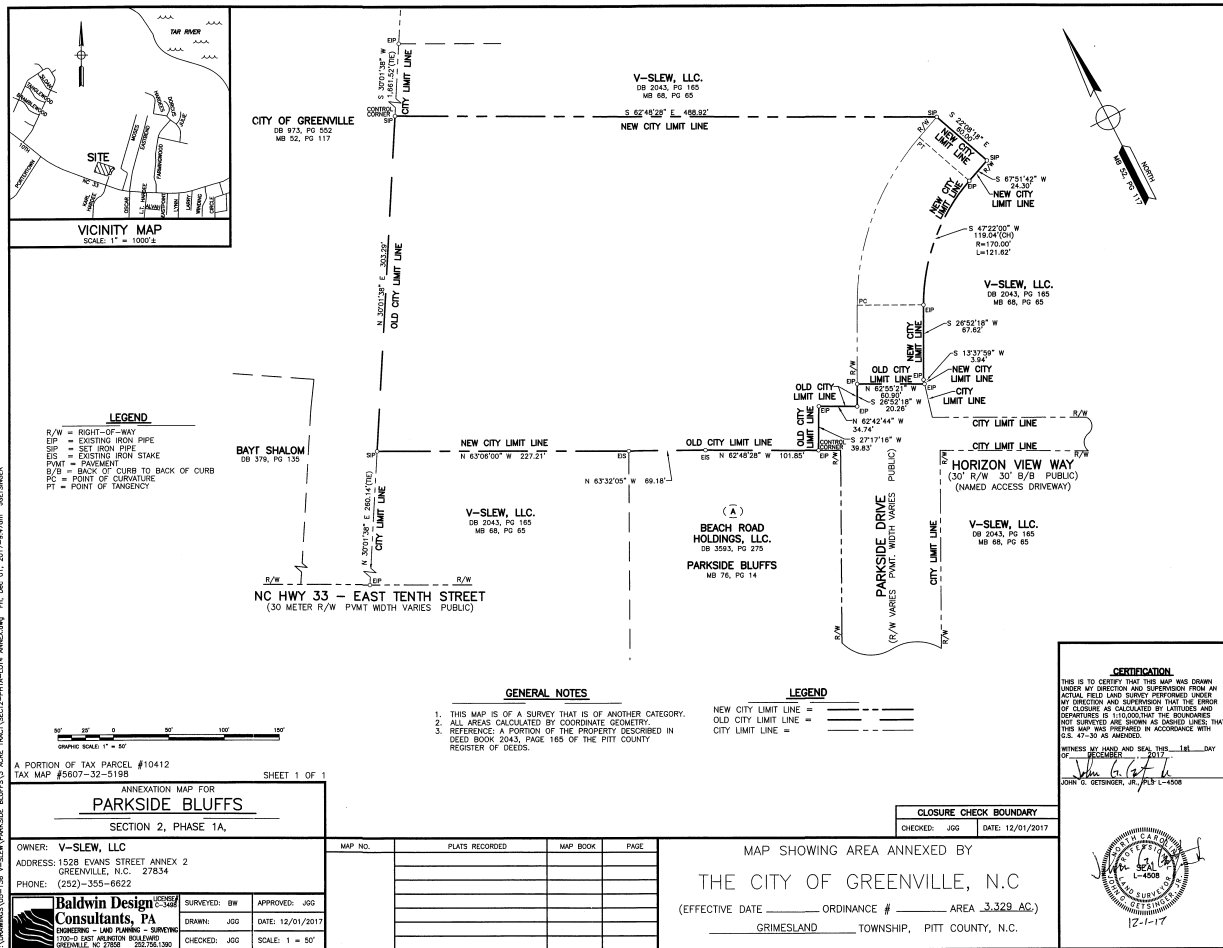
- Land Parcels
- Greenville City Limits
- Greenville ETJ
- Annexation



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# 3.329 Acres



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## Item 3




Ordinance requested by H.E. Whichard, Jr. to rezone 0.738 acres located at the southwestern corner of the intersection of East Arlington Boulevard and Red Banks Road from OR (Office-Residential [High Density Multi-family]) to CG (General Commercial).



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

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-  Tar River
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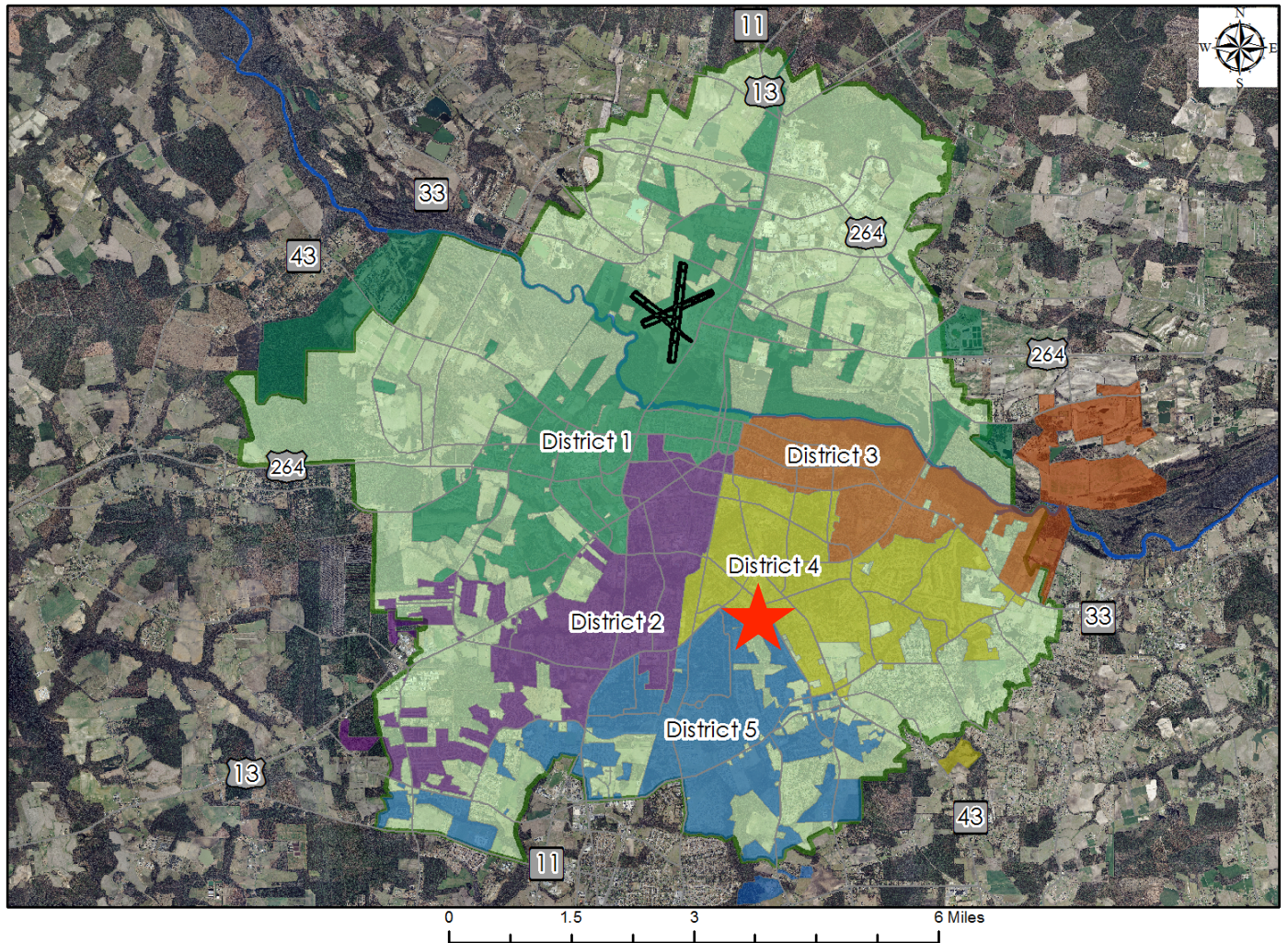
## City Council Voting District

### District

-  District 1
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-  District 4
-  District 5





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# Aerial Map (2016)

## Map Legend

-  Rezoning
-  Land Parcels



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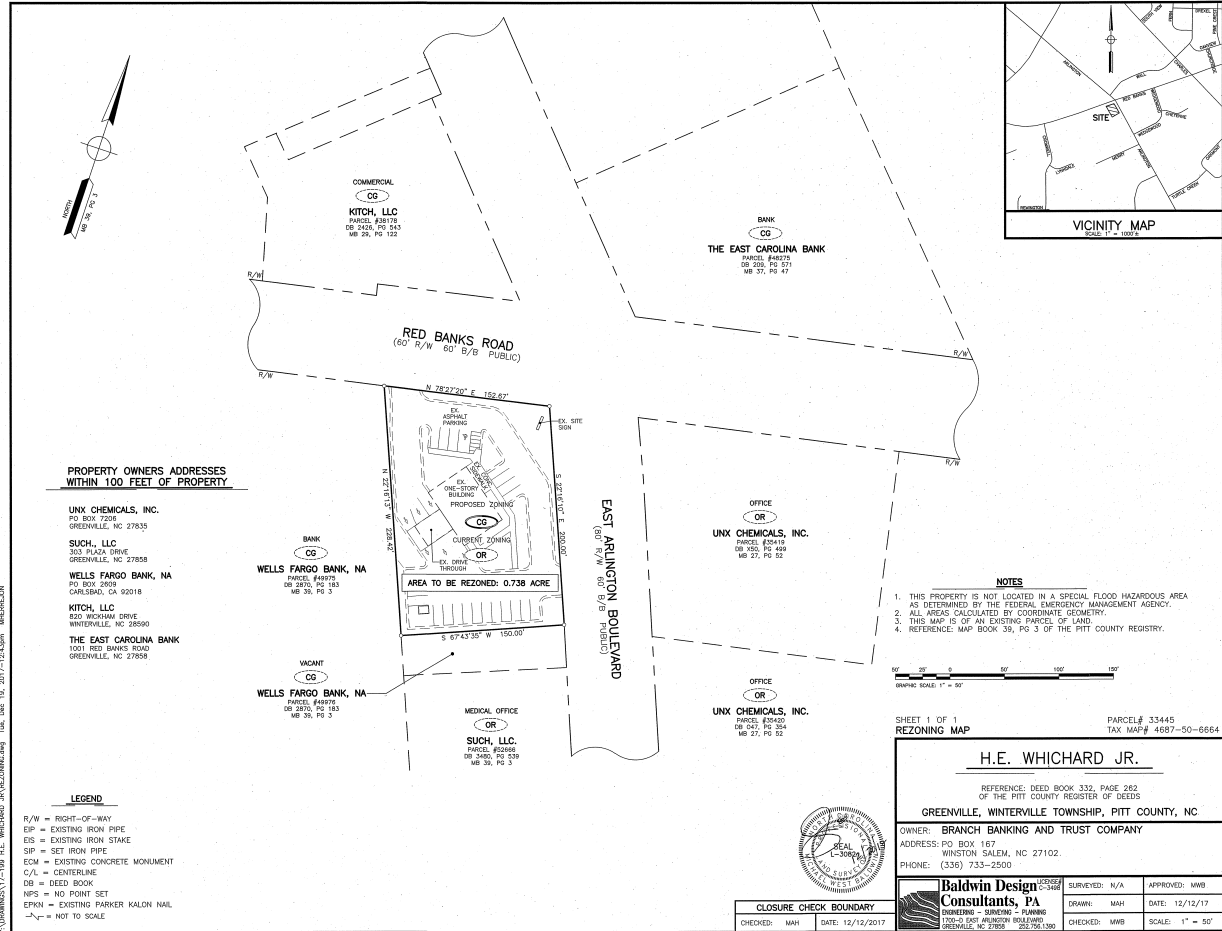


# Survey





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








# Existing Land Use

## Map Legend

-  Rezoning
-  Land Parcels

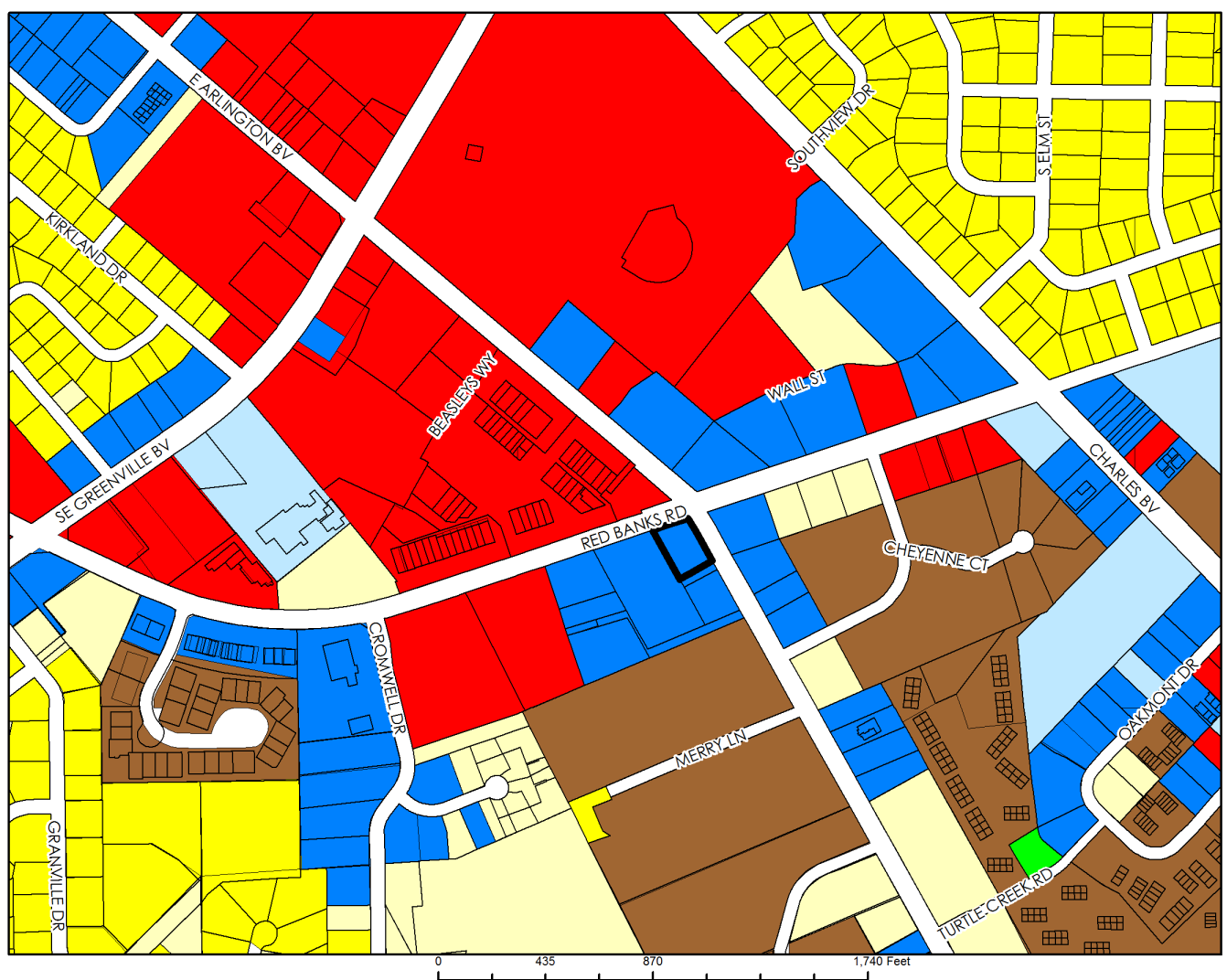
## Existing Land Use

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



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# Activity Centers

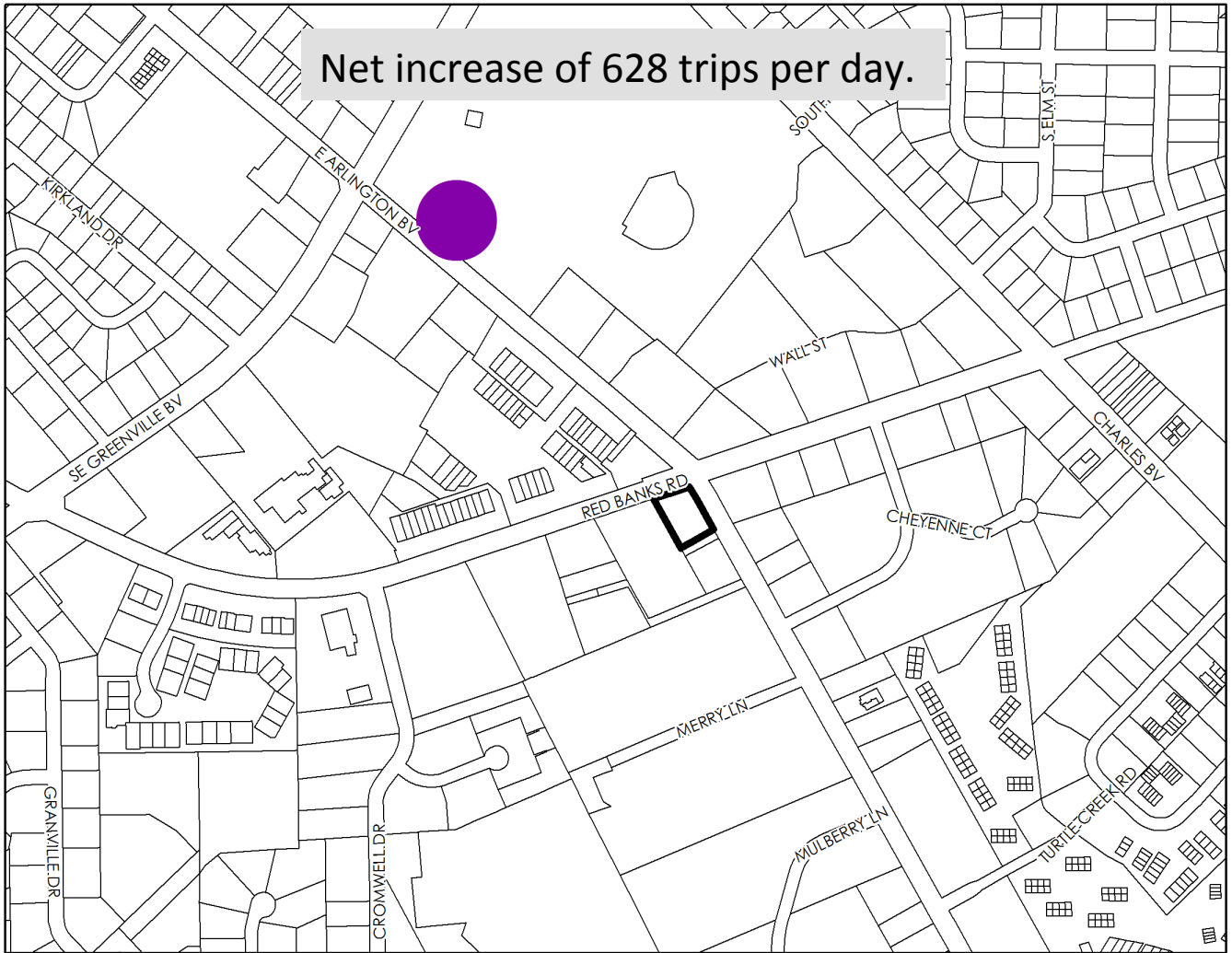
## Map Legend

-  Rezoning
-  Land Parcels
-  Neighborhood Activity Center
-  Community Activity Center
-  Regional Activity Center
-  Employment Center




































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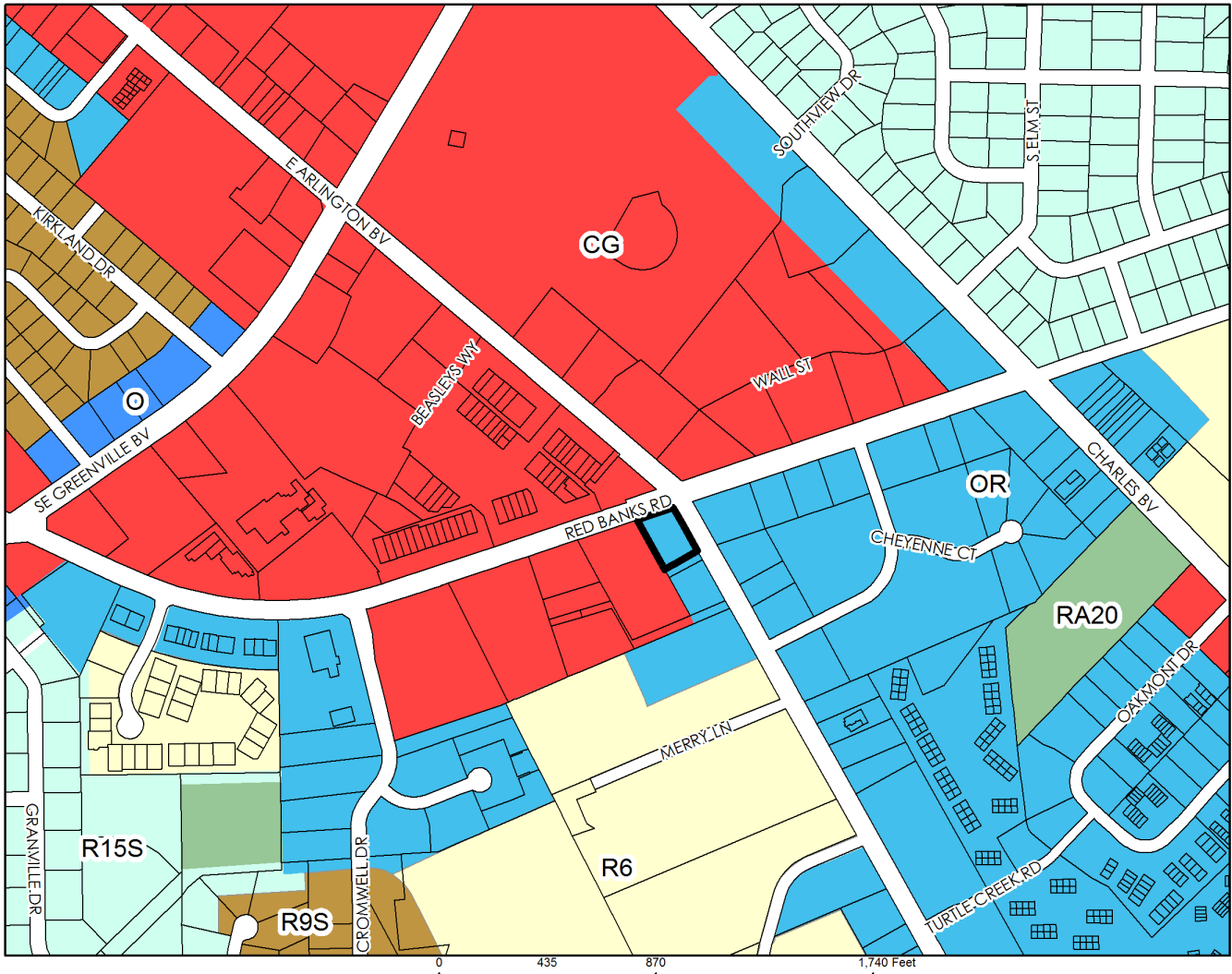
Net increase of 628 trips per day.



# Zoning Map

## Map Legend

 Rezoning	 PIU	 R6MH
 Land Parcels	 MI	 R6N
 CD	 MO	 R6S
 CDF	 MS	 R9
 CG	 O	 R9S
 CH	 OR	 R9S-CA
 CN	 OR-UC	 R15S
 MCH	 R6	 PUD
 MCG	 R6A	 MR
 I	 R6A-CA	 MRS
 IU	 R6A-RU	 RA20





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
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# Future Land Use & Character Map

## Map Legend

-  Rezoning
-  Land Parcels

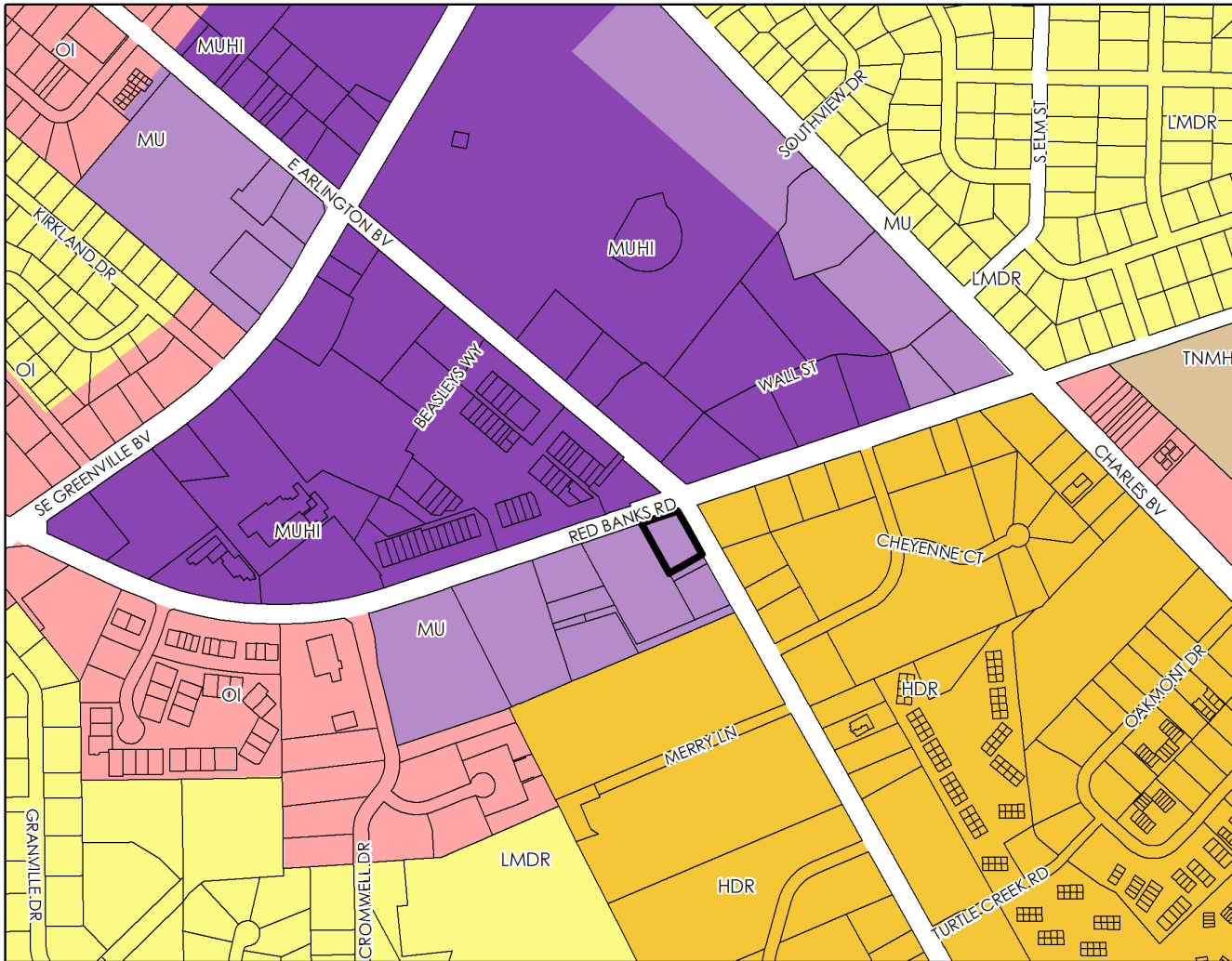
## Horizons2026 Future Land Use

-  PCOS - Potential Conservation and Open Space
-  UC - Uptown Core
-  UE - Uptown Edge
-  MUHI - Mixed Use, High Intensity
-  MU - Mixed Use
-  C - Commercial
-  OI - Office and Institutional
-  UN - Uptown Neighborhood
-  TNMH - Traditional Neighborhood, Medium to High Density
-  TNLM - Traditional Neighborhood, Low to Medium Density
-  HDR - Residential, High Density
-  LMDR - Residential, Low to Medium Density
-  UI - University Institutional
-  MC - Medical Core
-  MT - Medical Transition
-  IL - Industrial / Logistics

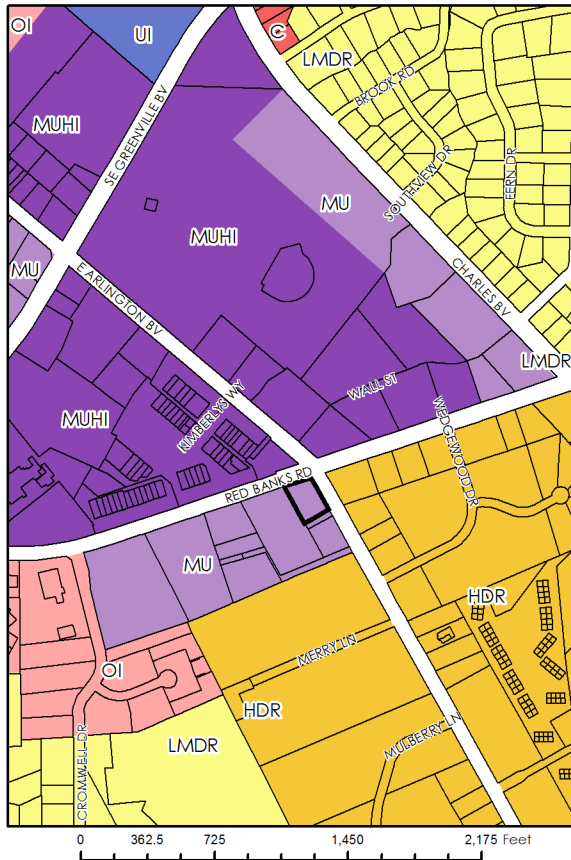


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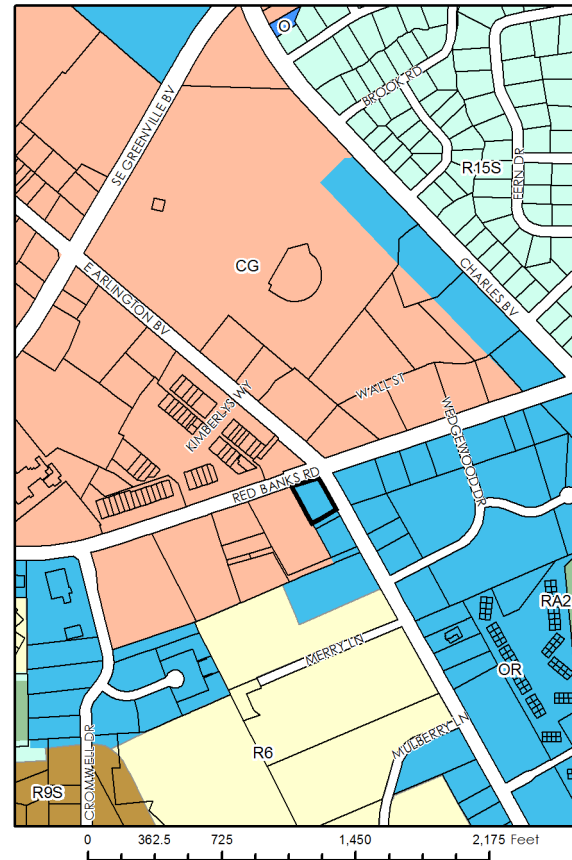
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# Future Land Use & Character Map



# Zoning Map



## Map Legend

- Rezoning Sites
- Land Parcels



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## Item 4




Ordinance requested by Porters Crossing Residential, LLC to rezone 1.416 acres located at the northeastern corner of the intersection of County Home Road and Old Fire Tower Road from OR (Office-Residential [High Density Multi-family]) to CG (General Commercial)



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

# General Location Map

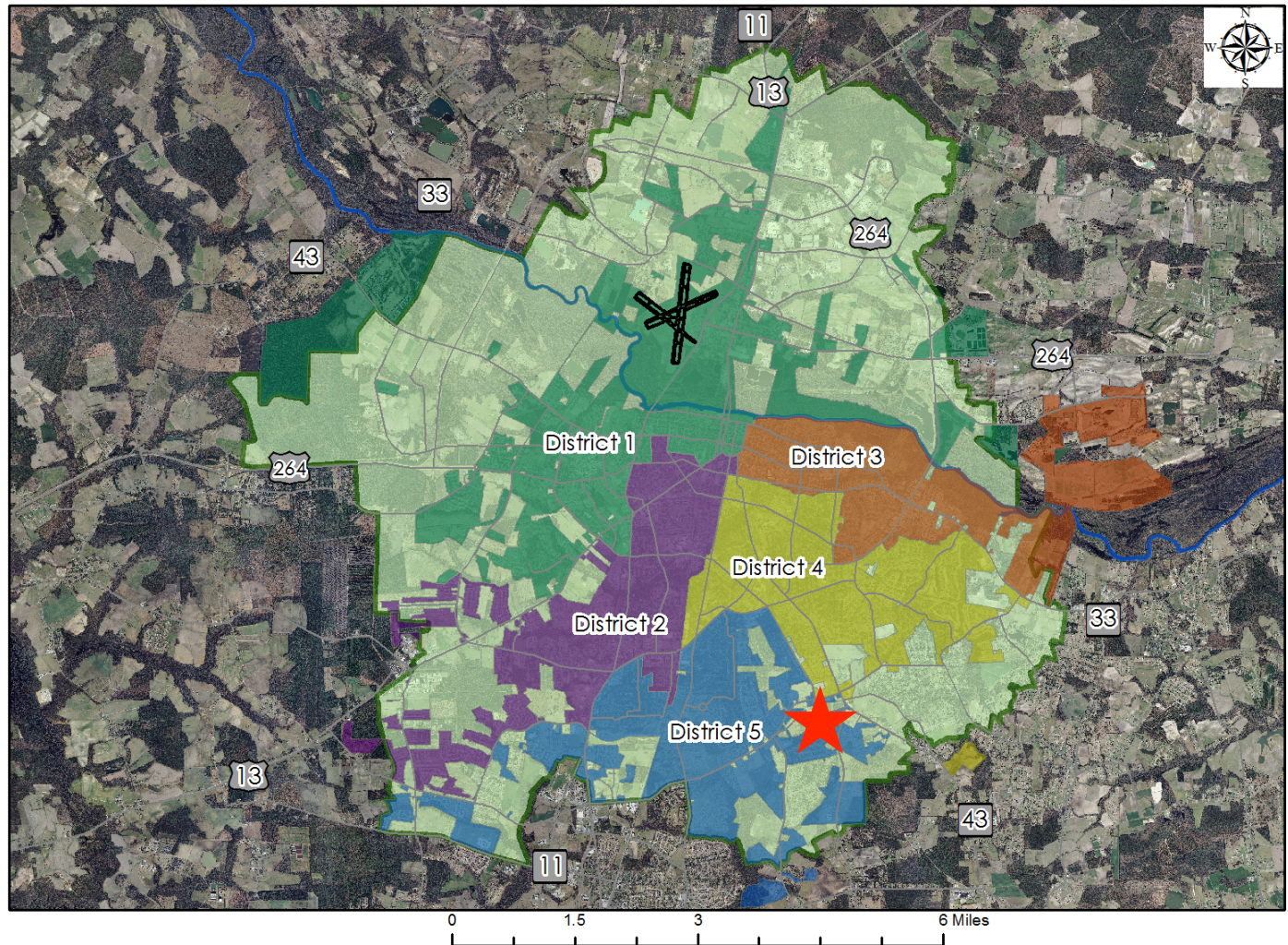
## Map Legend

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

## City Council Voting District

### District

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


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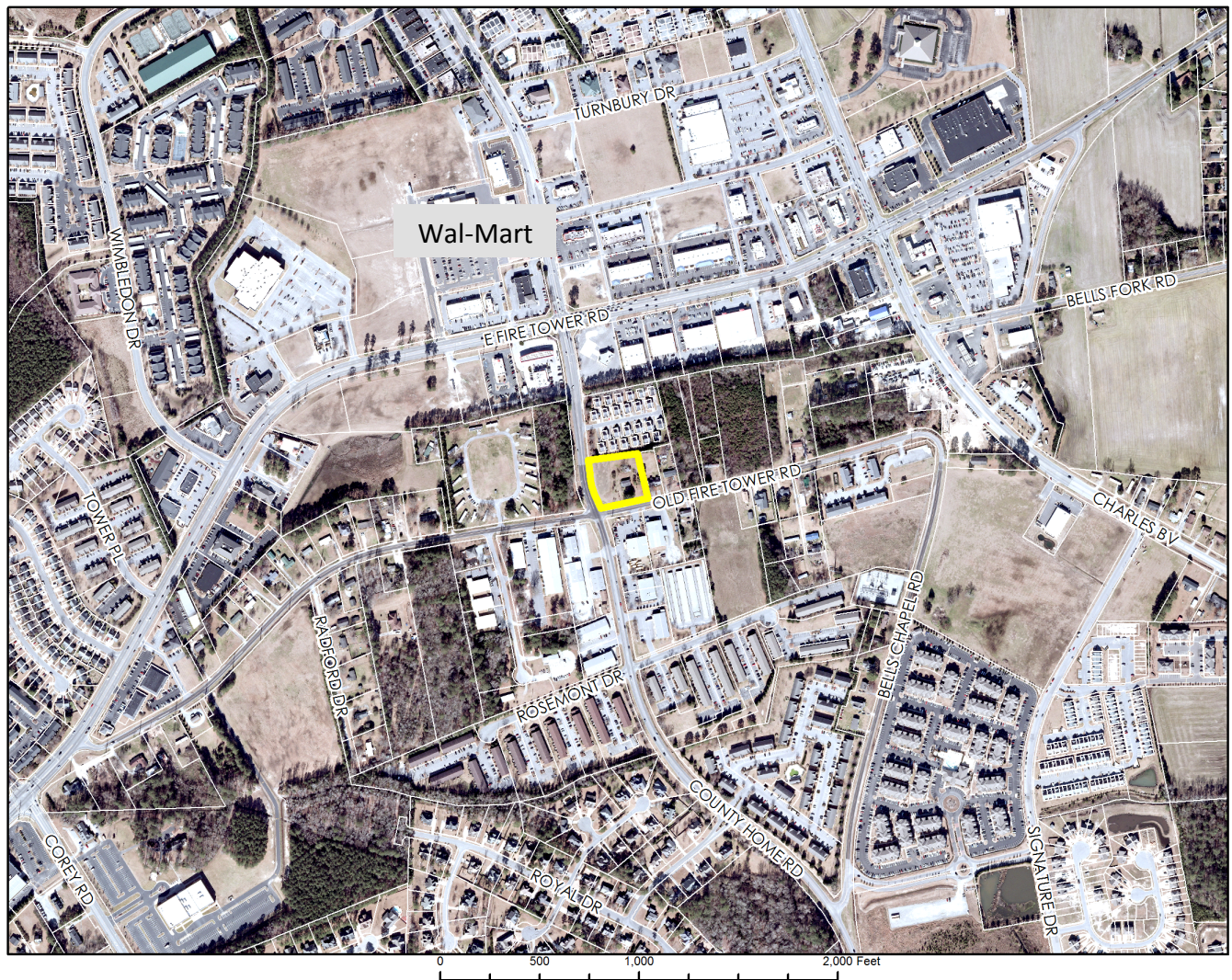
# Aerial Map (2016)

## Map Legend

-  Rezoning
-  Land Parcels



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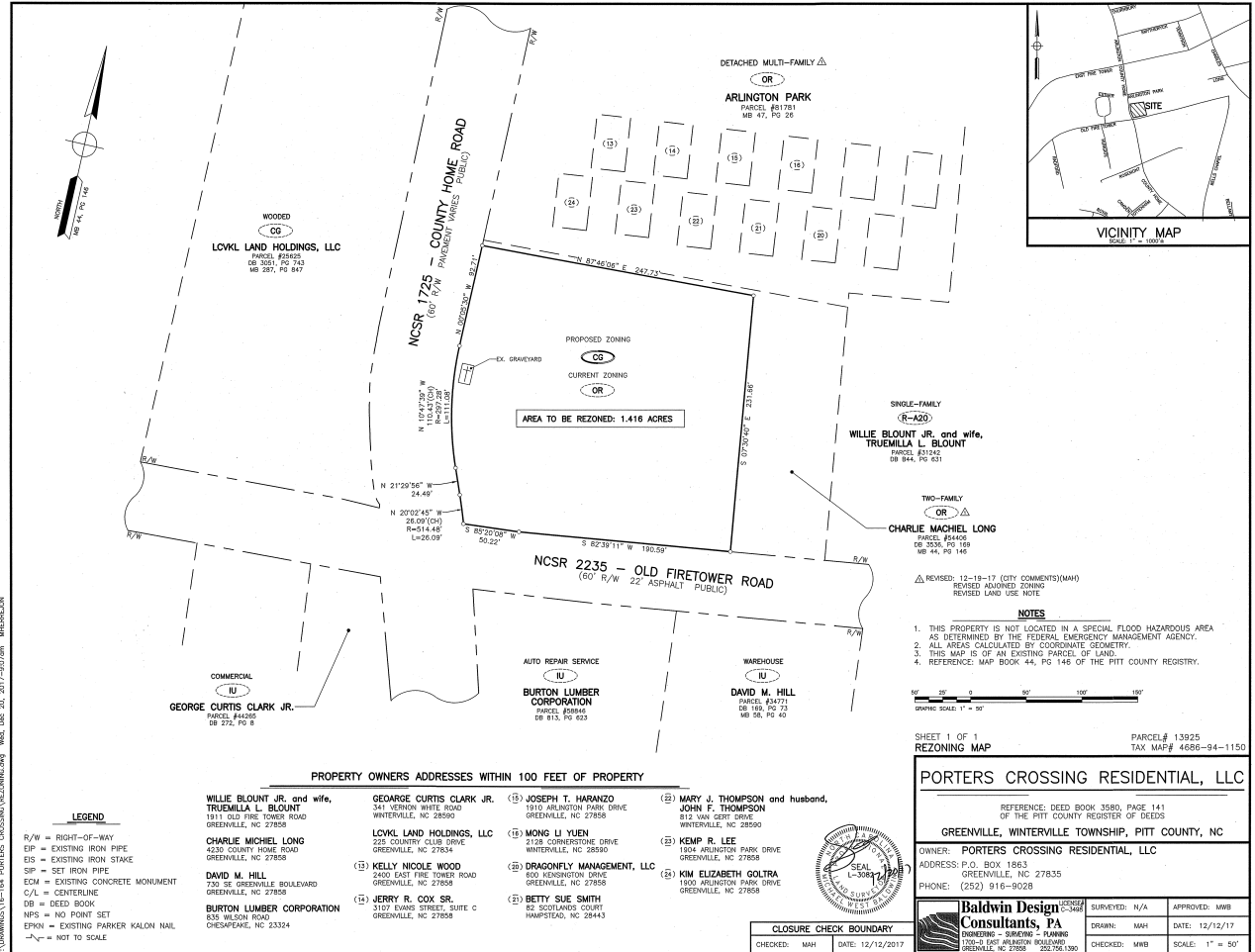


# Survey



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T:\DRAWINGS\14-164 PORTERS CROSSING RESIDENTIAL.dwg Mod. Date: 12-12-2017 10:57am MBERLIN



# Existing Land Use

## Map Legend

- Rezonings
- Land Parcels

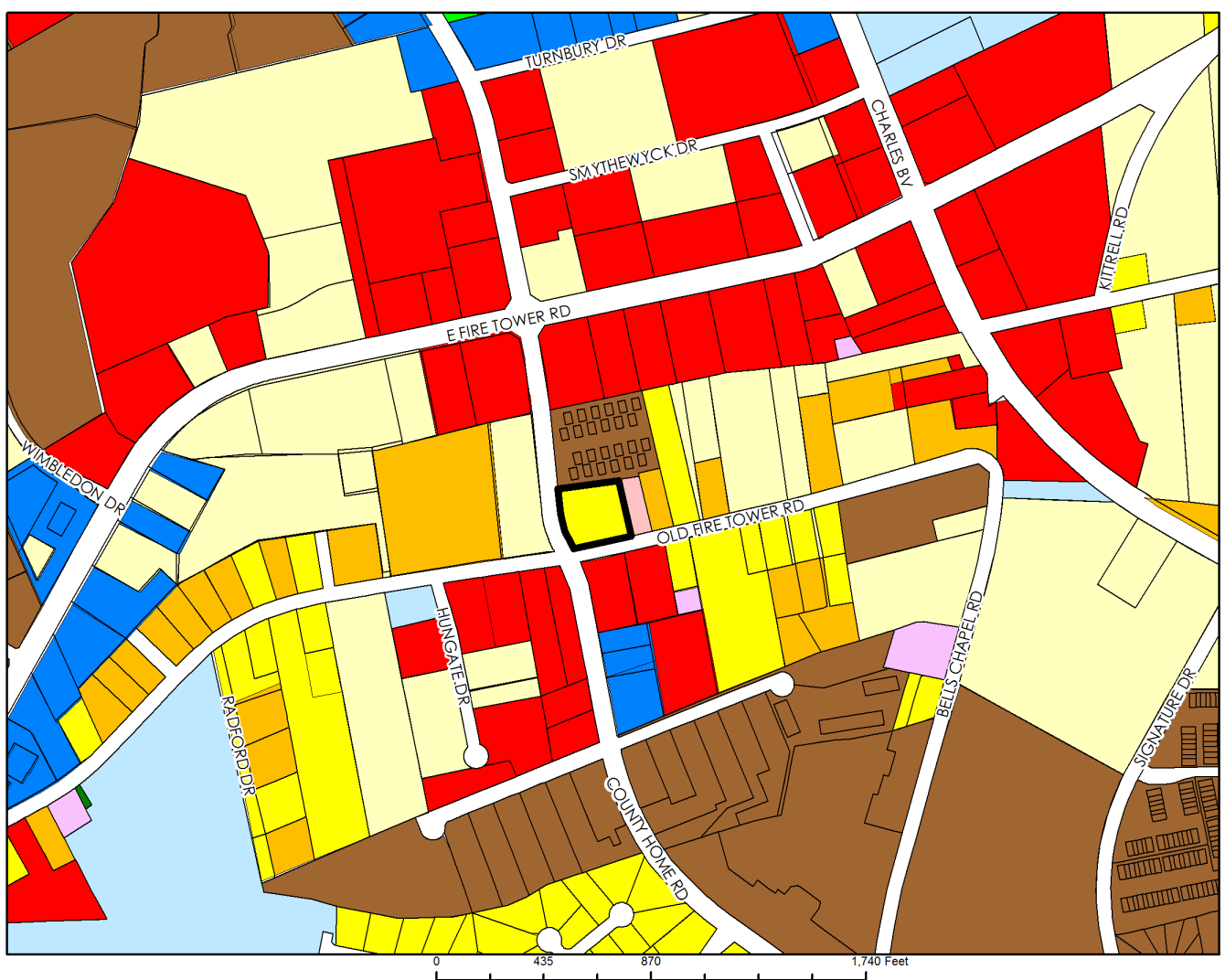
## Existing Land Use

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



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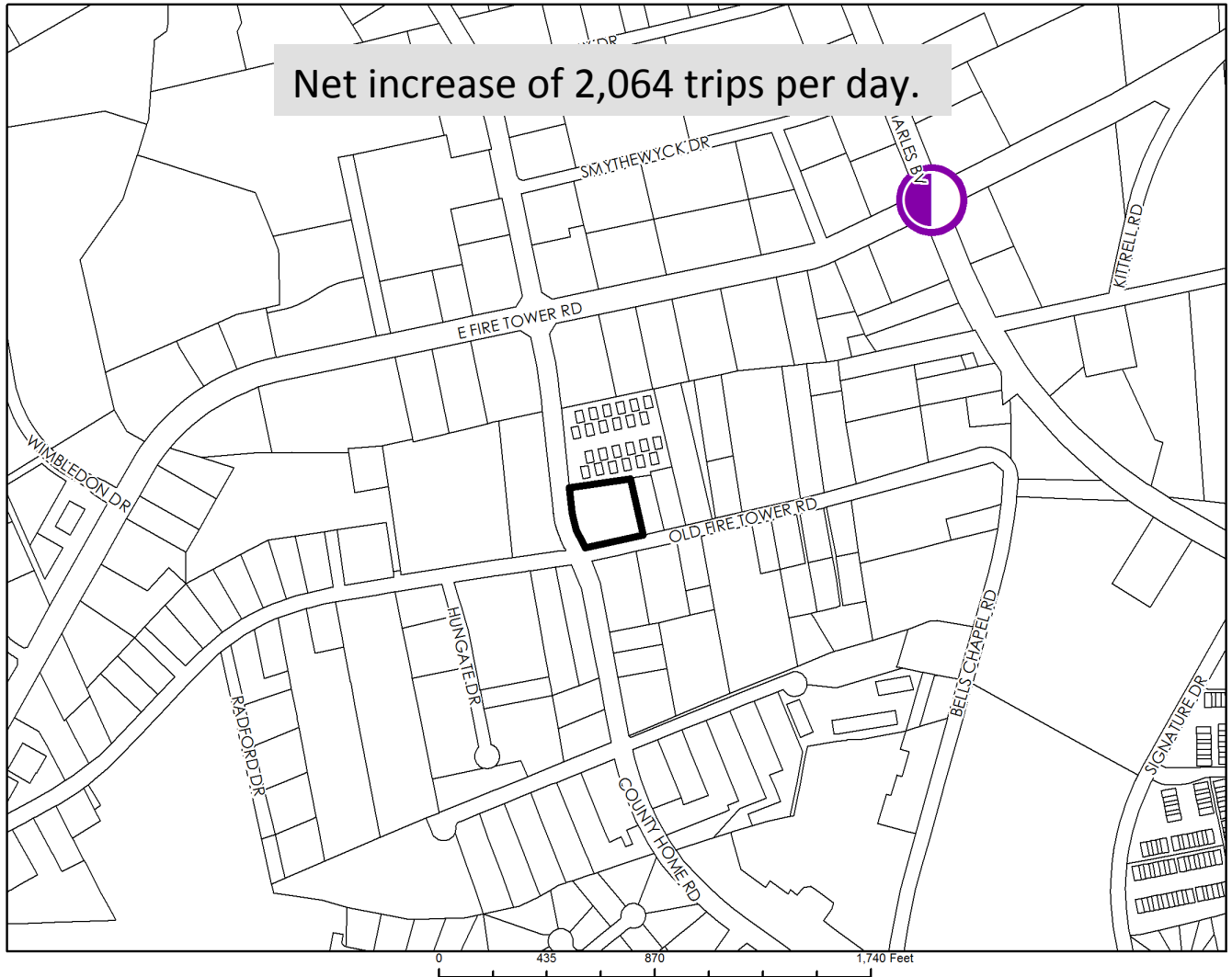


# Activity Centers

## Map Legend




































Net increase of 2,064 trips per day.

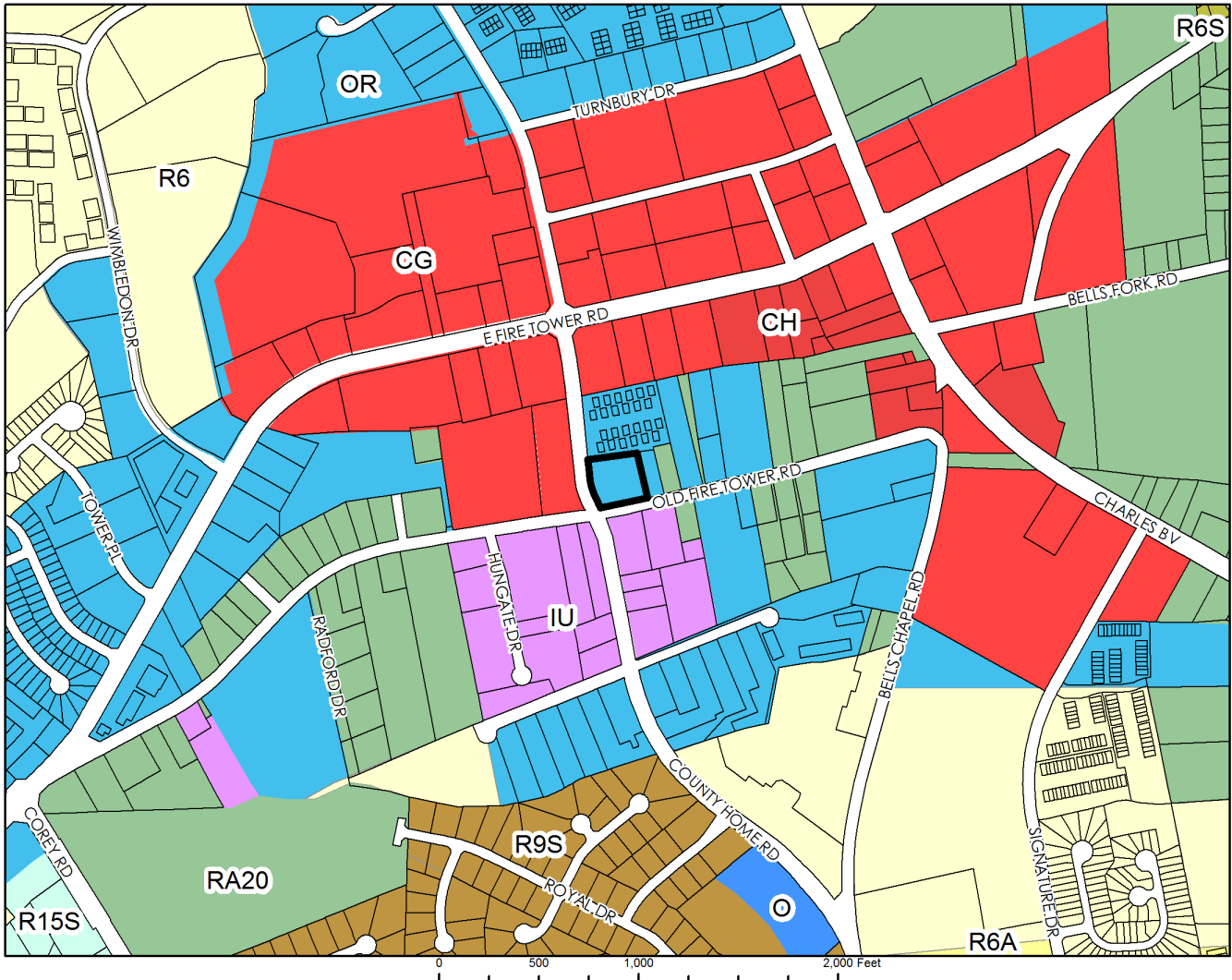


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# Zoning Map

## Map Legend

 Rezoning	 PIU	 R6MH
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# Future Land Use & Character Map

## Map Legend

- Rezoning
- Land Parcels

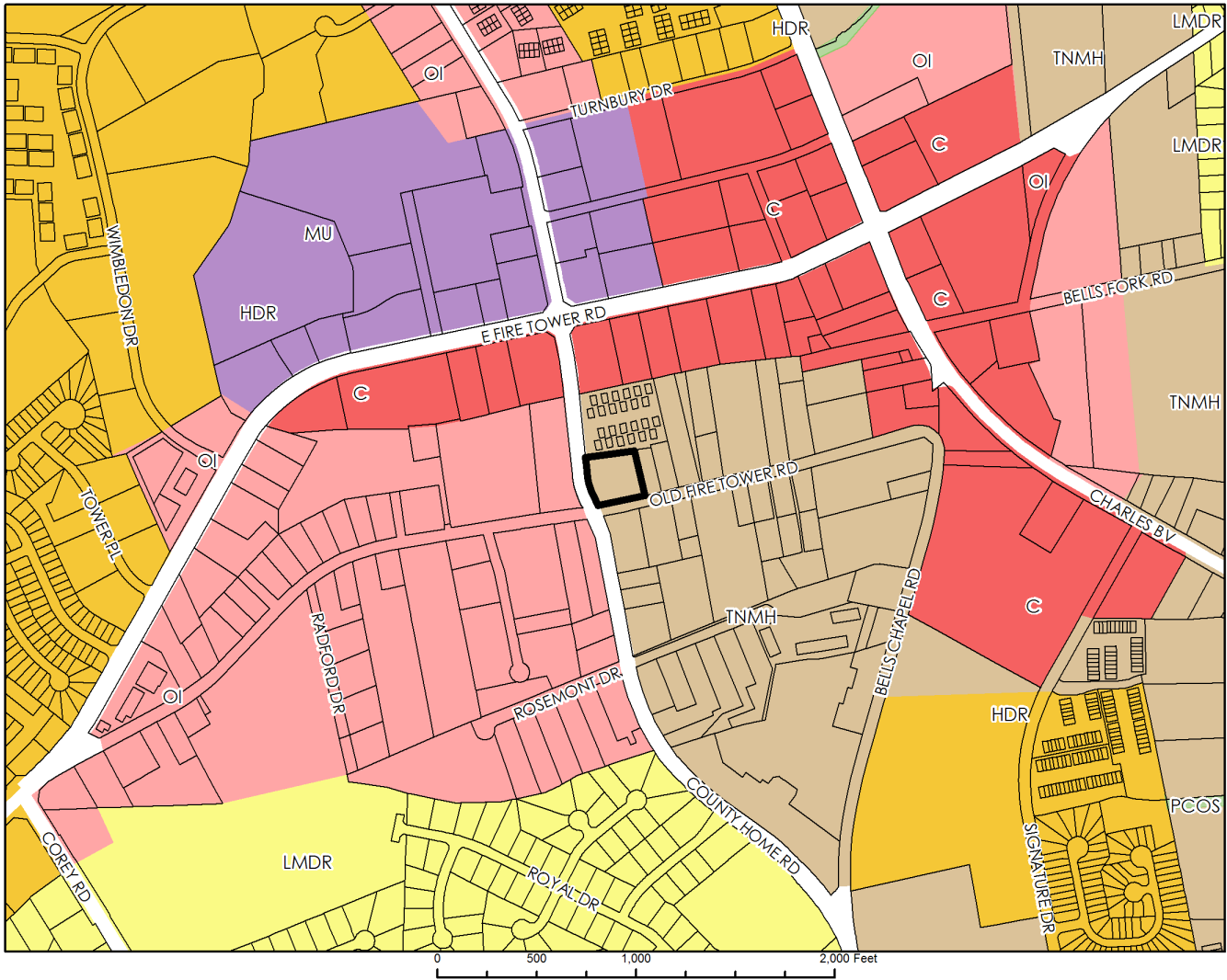
## Horizons2026 Future Land Use

- PCOS - Potential Conservation and Open Space
- UC - Uptown Core
- UE - Uptown Edge
- MUHI - Mixed Use, High Intensity
- MU - Mixed Use
- C - Commercial
- OI - Office and Institutional
- UN - Uptown Neighborhood
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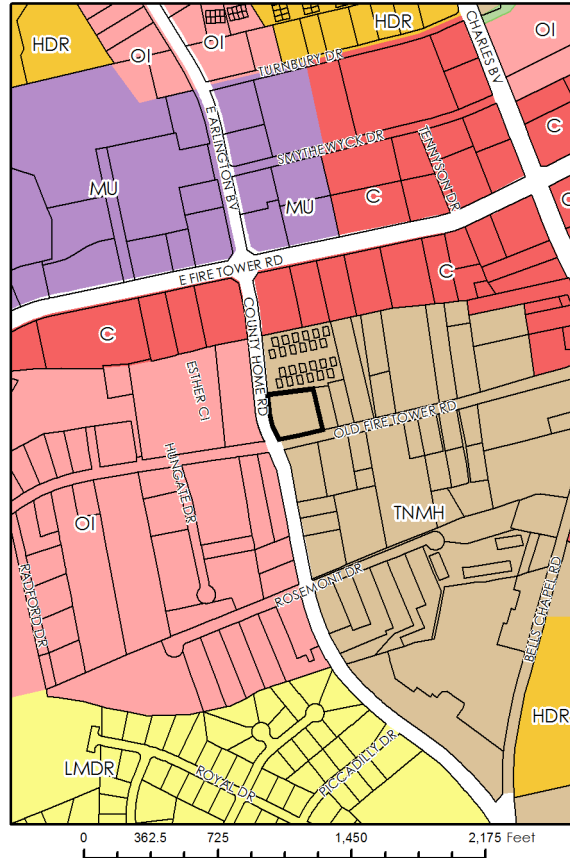
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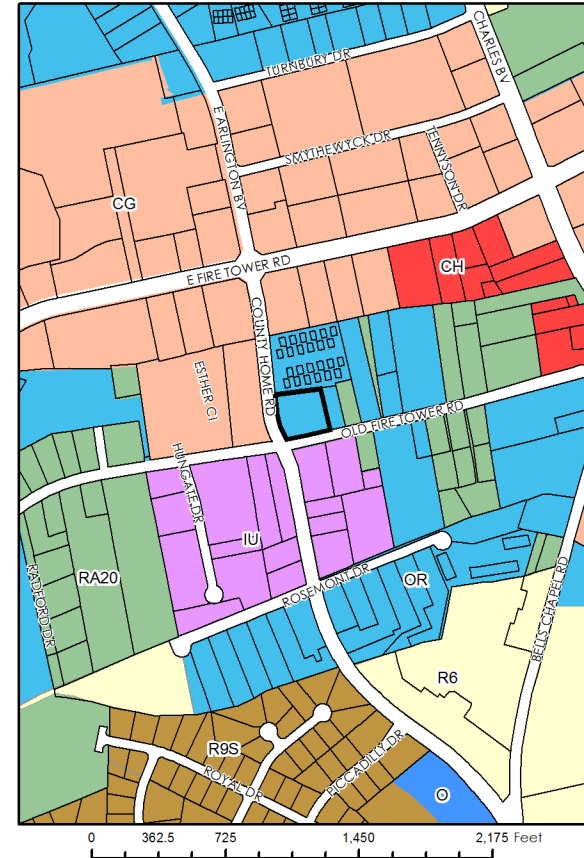
# Future Land Use & Character Map

## Map Legend

-  Rezoning Sites
-  Land Parcels



# Zoning Map



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# Spot Zoning

Burden is on the local government to establish reasonableness in approving the request



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## Factors for determining reasonableness:

- Size of area and particular characteristics
- Relation to comp plan
- Degree of change in uses between current and proposed zoning
- Relative harm and/or benefit to the owner(s), neighborhood and community





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# Future Land Use & Character Map

## Map Legend

-  Rezoning
-  Land Parcels

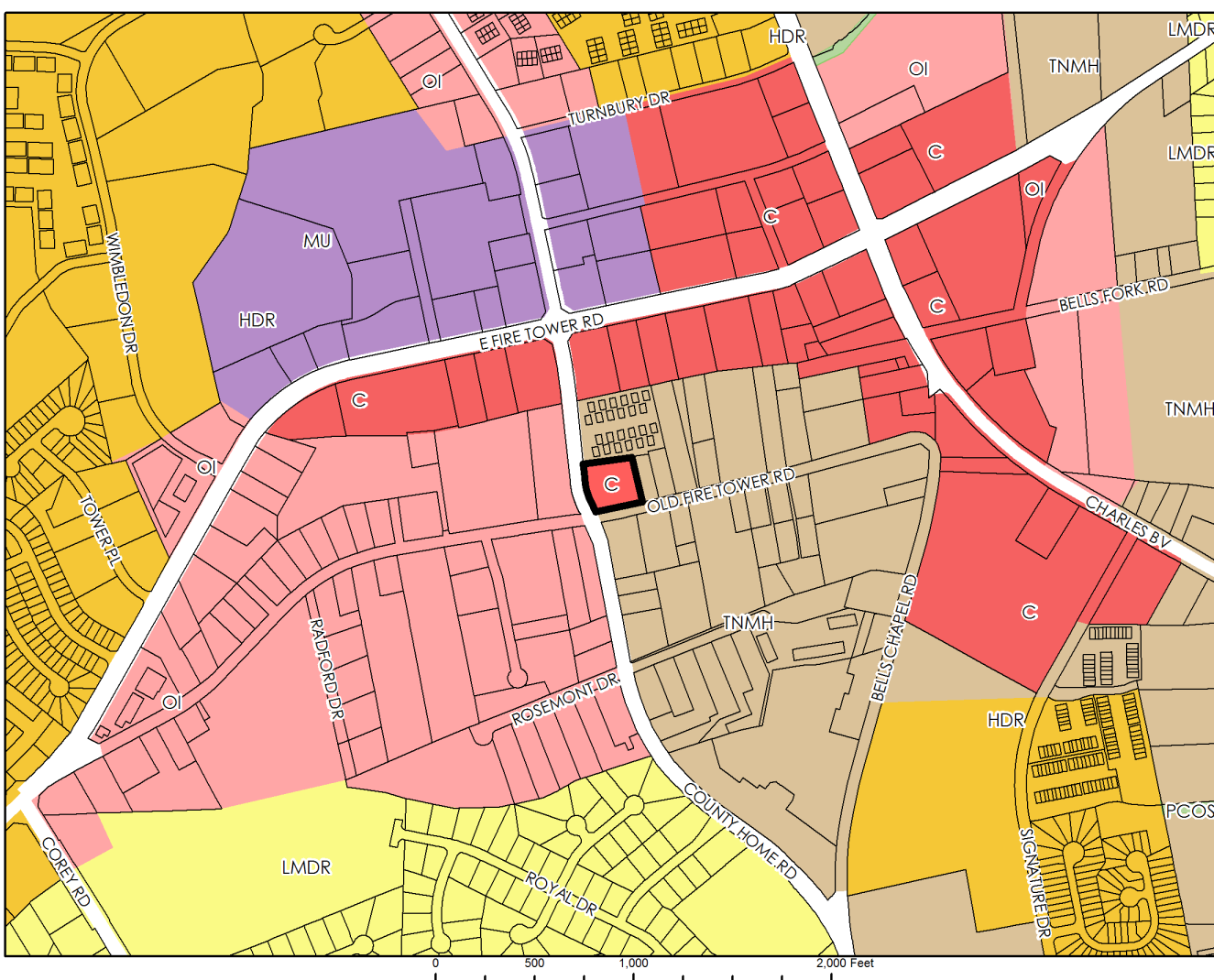
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# Item 5




Ordinance requested by South Creek Development, LLC to rezone 5.727 acres located along the northern right-of-way of Old Fire Tower Road and 225 +/- feet west of County Home Road from CG (General Commercial) to OR (Office-Residential [High Density Multi-family])



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

# General Location Map

## Map Legend

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

## City Council Voting District

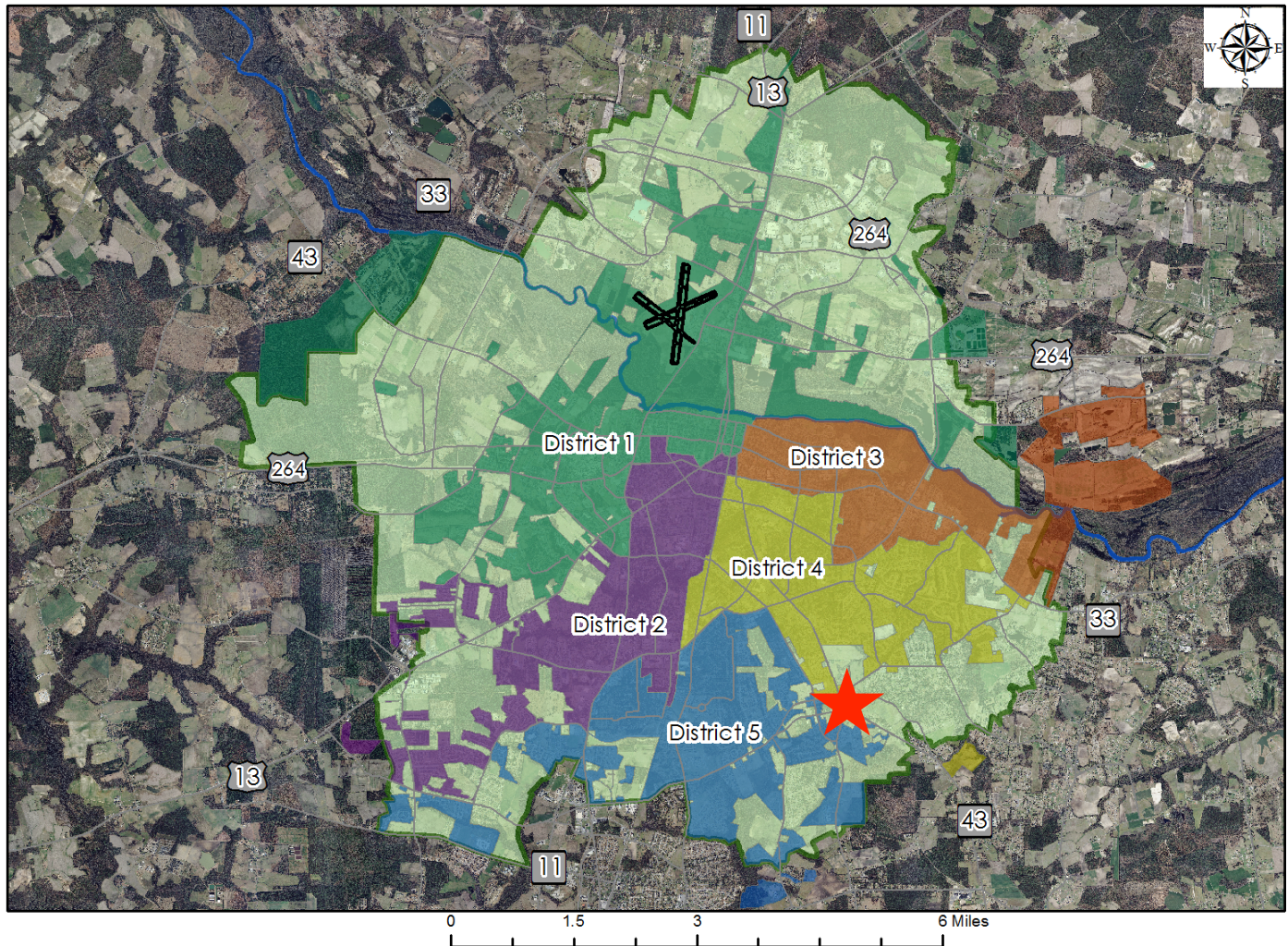
### District

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





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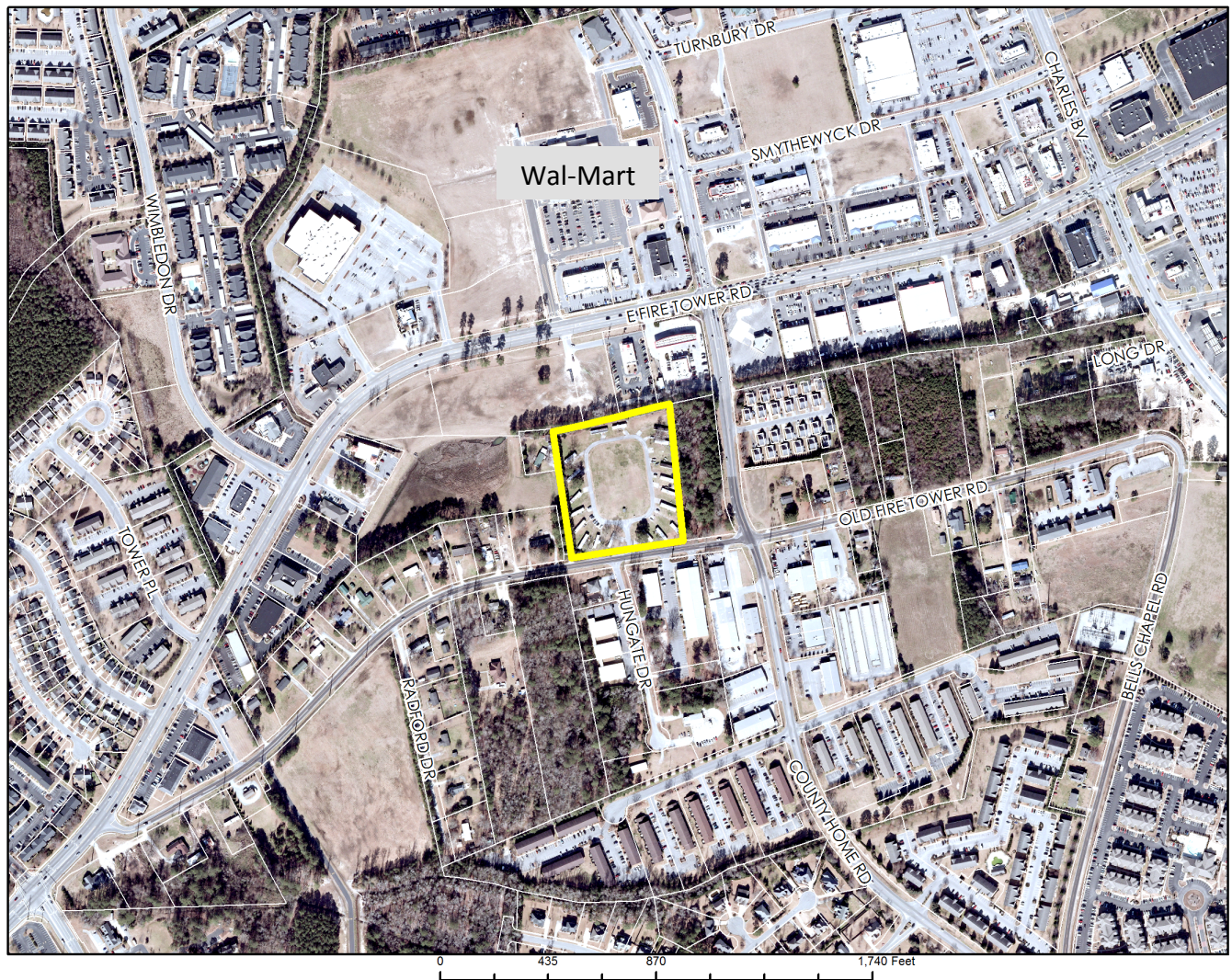
# Aerial Map (2016)

## Map Legend

-  Rezoning
-  Land Parcels



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# Survey

## PROPERTY OWNERS ADDRESSES WITHIN 100 FEET OF PROPERTY

LOVIL LAND HOLDINGS, LLC  
225 COUNTRY CLUB DRIVE  
GREENVILLE, NC 27634

ROSE PROPERTIES INC., LLC  
1802 OLD FIRE TOWER ROAD  
GREENVILLE, NC 27658

ABC FAMILY, LLC  
1250 E EAST ARLINGTON BOULEVARD  
GREENVILLE, NC 27658

THOMAS M. ANTHONY  
428 NELSON DRIVE  
WINTERVILLE, NC 28590

THE COVENANT GROUP, LLC  
PO BOX 3075  
GREENVILLE, NC 27836

KELLY CROZER DIXON and wife,  
BETTY ANN DIXON  
PO BOX 382  
WINTERVILLE, NC 28590

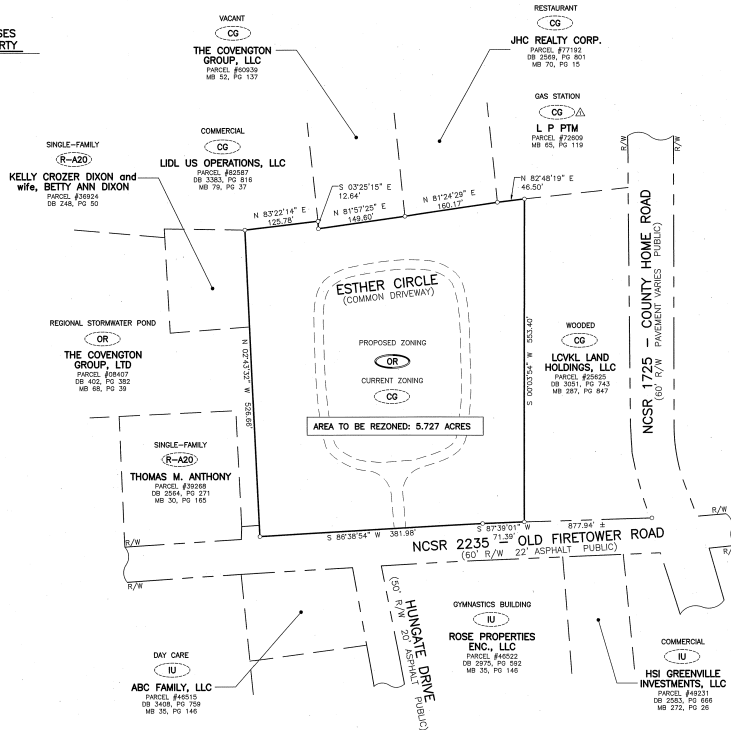
LIDL US OPERATIONS, LLC  
3500 SOUTH CLARK STREET  
ARLINGTON, VA 22202

JHC REALTY CORP.  
7658 CARPIO DRIVE  
BOYNTON BEACH, FL 33472

L P PTM  
5700 SIXTH AVENUE  
ALTOONA, PA 16602

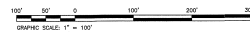
## LEGEND

R/W = RIGHT-OF-WAY  
DIP = EXISTING IRON PIPE  
EIS = EXISTING IRON STRIKE  
SIP = SET IRON PIPE  
ECM = EXISTING CONCRETE MONUMENT  
C/L = CENTERLINE  
DB = DEED BOOK  
NPS = NO POINT SET  
EPKN = EXISTING PARKER KALON NAL  
--- = NOT TO SCALE



△ REVISED: 12-19-17 (CITY COMMENTS)(MAH)  
REVISED ADJONED ZONING  
ADDED OWNER TO TITLE

NOTE: THE BEARINGS AND DISTANCES SHOWN ON THIS  
MAP WERE TAKEN FROM INFORMATION PROVIDED BY  
THE PITT COUNTY GIS WEBSITE AND DOES NOT  
REPRESENT AN ACTUAL SURVEY BY THIS FIRM.



SHEET 1 OF 1  
REZONING MAP  
PARCEL# 11770  
TAX MAP# 4686-84-4036

## SOUTH CREEK DEVELOPMENT, LLC

REFERENCE: DEED BOOK 620, PAGE 841

OF THE PITT COUNTY REGISTER OF DEEDS

WINTERVILLE TOWNSHIP, PITT COUNTY, NC

OWNER: BARBARA JACKSON DENNIS  
ADDRESS: 1903 RED BUD CIRCLE  
GREENVILLE, NC 27658  
PHONE: (252) 355-0088

OWNER: △ GRAYDON PAUL JACKSON JR.  
ADDRESS: 2716 TOWNES DRIVE  
GREENVILLE, NC 27658  
PHONE: (252) 353-3710

**Baldwin Design  
Consultants, PA**  
C-348  
1700-D EAST ARLINGTON BOULEVARD  
GREENVILLE, NC 27606 252.785.1390

SURVEYED: N/A  
DRAWN: MAH  
CHECKED: MMB  
APPROVED: MMB  
DATE: 12/12/17  
SCALE: 1" = 100'

CLOSURE CHECK BOUNDARY  
CHECKED: MAH  
DATE: 12/12/2017



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# Existing Land Use

## Map Legend

- Rezonings
- Land Parcels

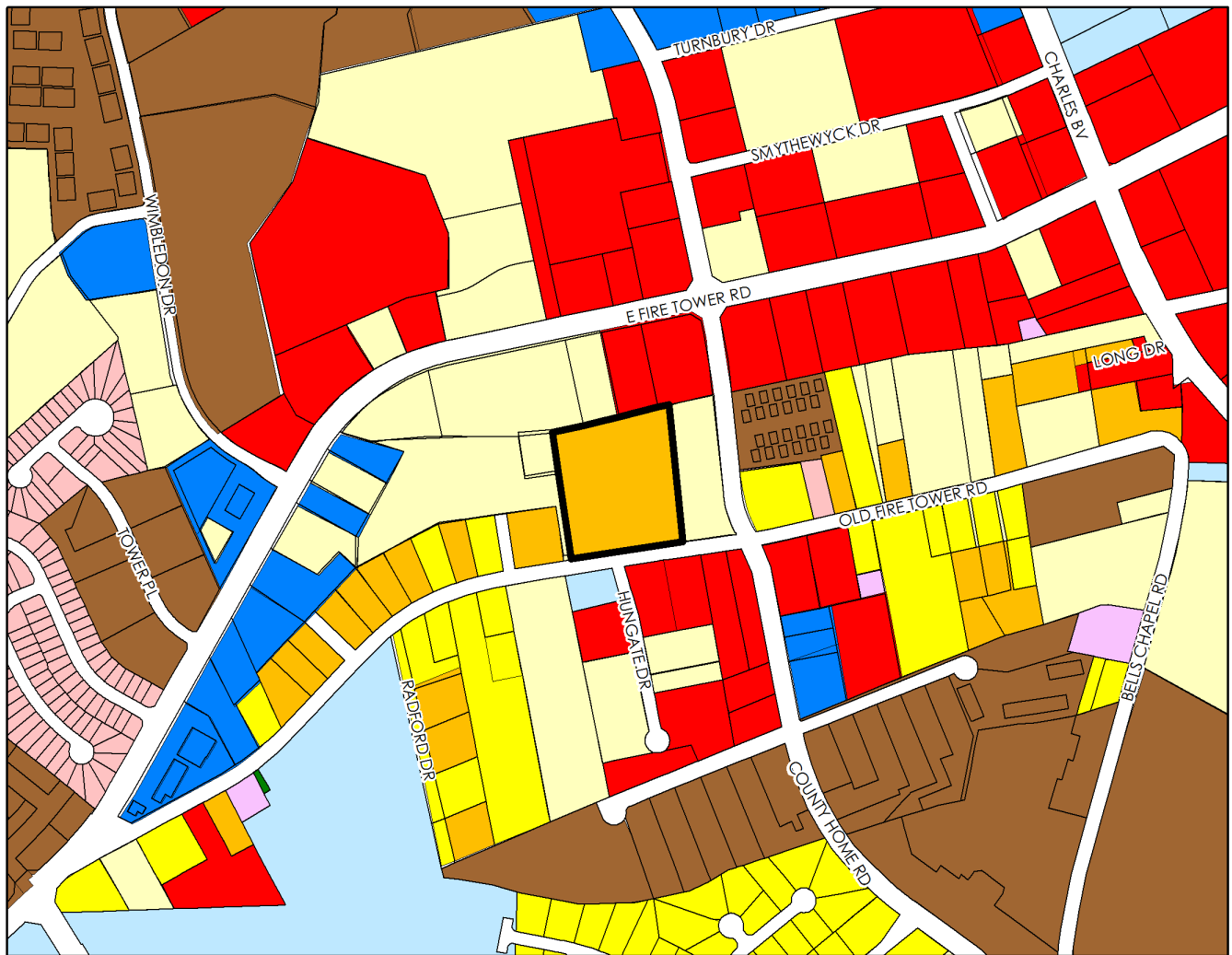
## Existing Land Use

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



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# Activity Centers

## Map Legend

-  Rezoning
-  Land Parcels
-  Neighborhood Activity Center
-  Community Activity Center
-  Regional Activity Center
-  Employment Center




































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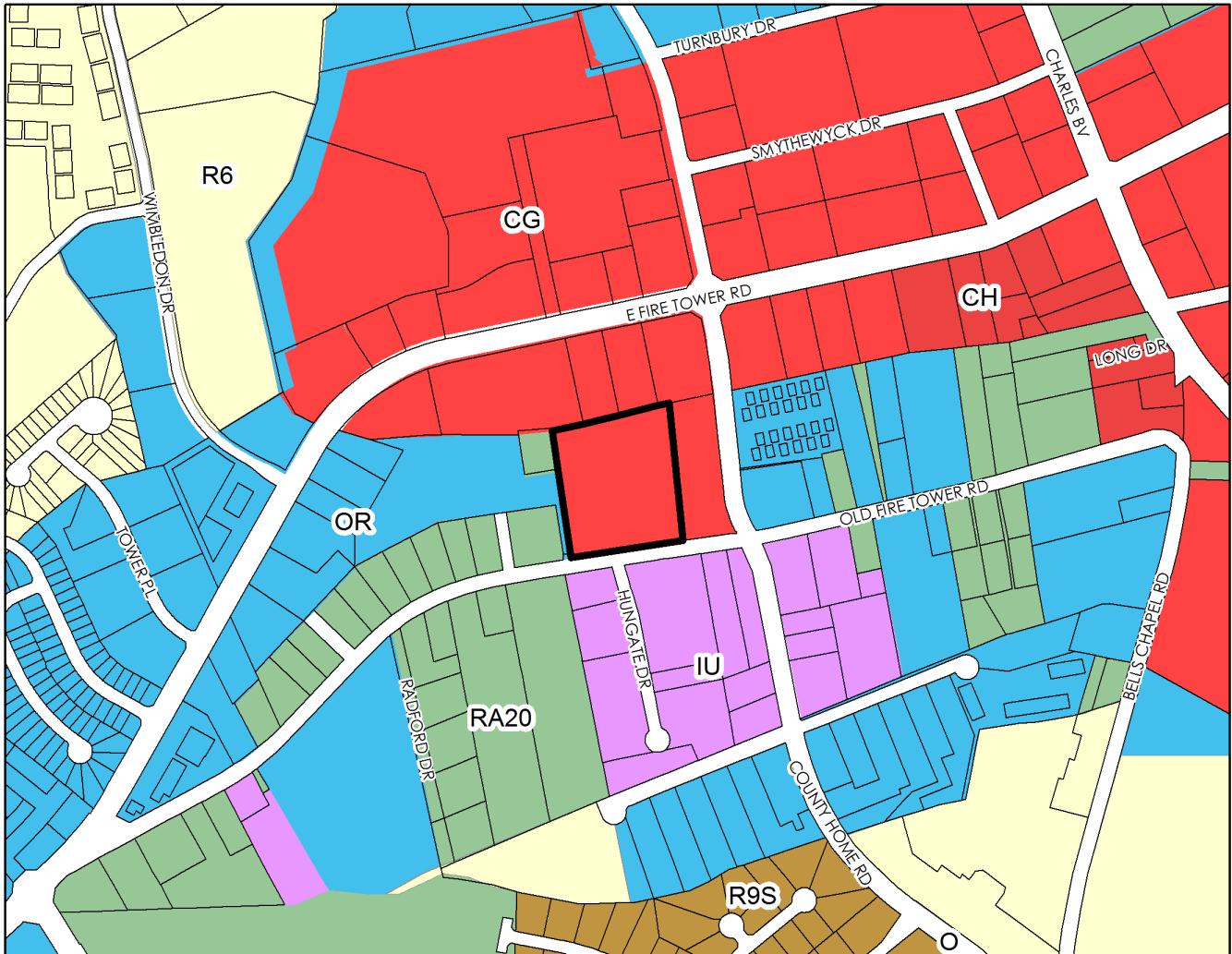
No increase traffic is anticipated.



# Zoning Map

## Map Legend

 Rezoning	 PIU	 R6MH
 Land Parcels	 MI	 R6N
 CD	 MO	 R6S
 CDF	 MS	 R9
 CG	 O	 R9S
 CH	 OR	 R9S-CA
 CN	 OR-UC	 R15S
 MCH	 R6	 PUD
 MCG	 R6A	 MR
 I	 R6A-CA	 MRS
 IU	 R6A-RU	 RA20





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








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# Future Land Use & Character Map

## Map Legend

-  Rezoning
-  Land Parcels

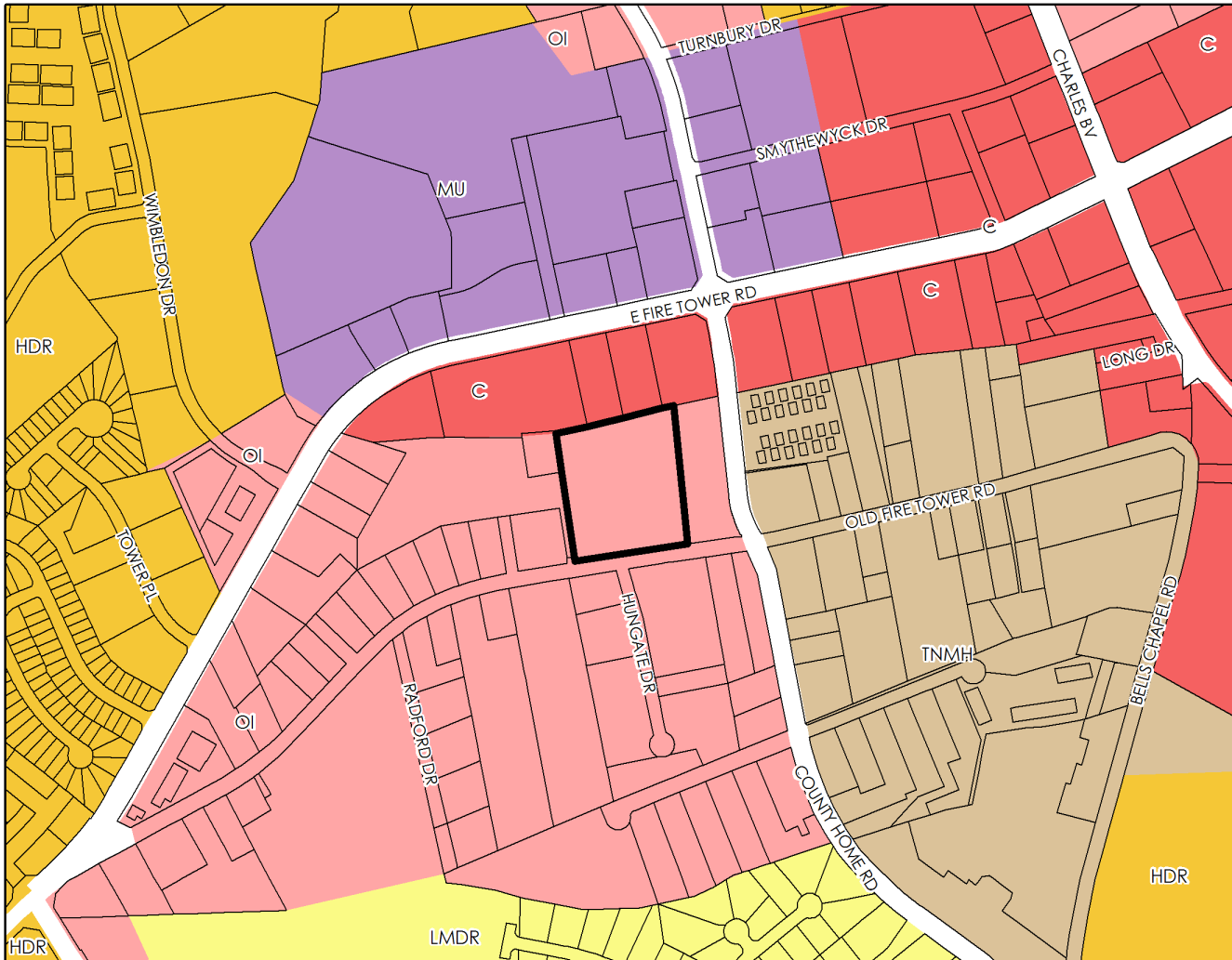
## Horizons2026 Future Land Use

-  PCOS - Potential Conservation and Open Space
-  UC - Uptown Core
-  UE - Uptown Edge
-  MUHI - Mixed Use, High Intensity
-  MU - Mixed Use
-  C - Commercial
-  OI - Office and Institutional
-  UN - Uptown Neighborhood
-  TNMH - Traditional Neighborhood, Medium to High Density
-  TNLM - Traditional Neighborhood, Low to Medium Density
-  HDR - Residential, High Density
-  LMDR - Residential, Low to Medium Density
-  UI - University Institutional
-  MC - Medical Core
-  MT - Medical Transition
-  IL - Industrial / Logistics





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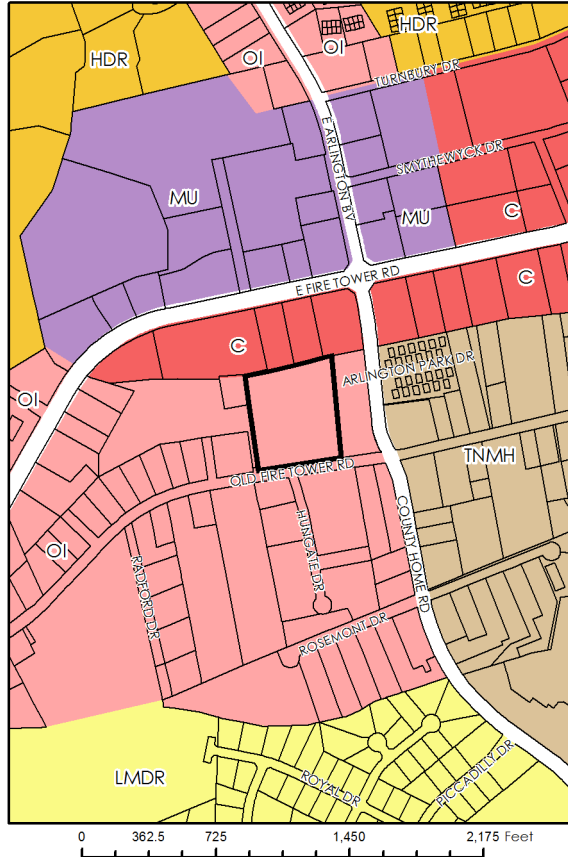
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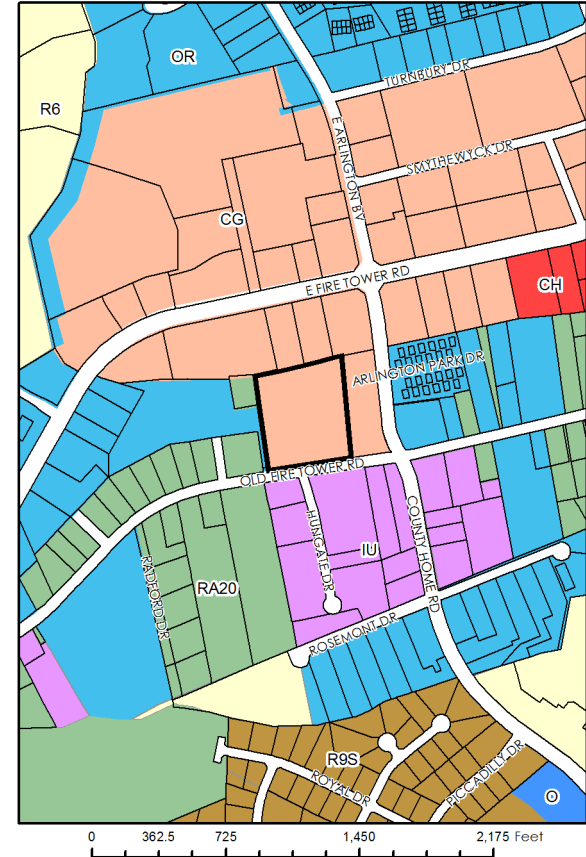
# Future Land Use & Character Map

## Map Legend

-  Rezoning Sites
-  Land Parcels



# Zoning Map



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## Item 6



Ordinance requested by Tracey M. Mason to rezone 0.3566 acres located along the northern right-of-way of East 10<sup>th</sup> Street and adjacent to The Davis Apartments from RA20 (Residential-Agricultural) to CG (General Commercial)



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

# General Location Map

## Map Legend

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

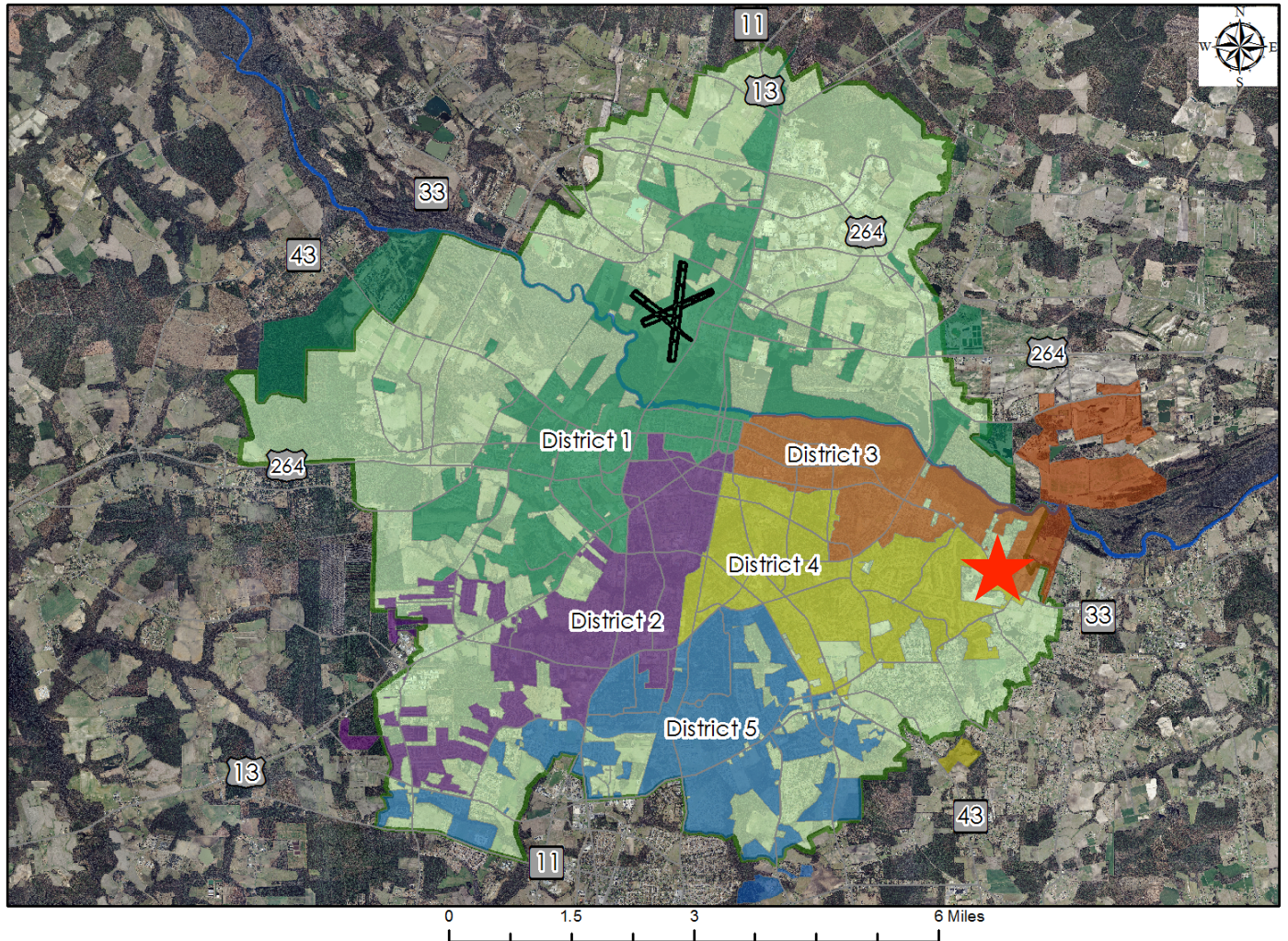
## City Council Voting District

### District

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





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# Aerial Map (2016)

## Map Legend

-  Rezoning
-  Land Parcels



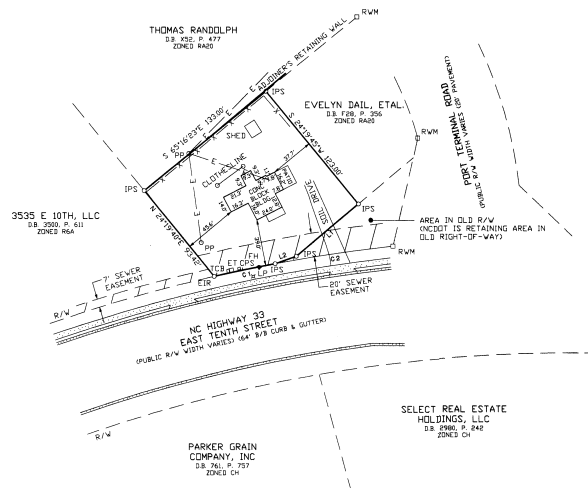
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# Survey



**LEGEND**  
 EIR = EXISTING IRON ROD  
 IPS = IRON PIPE SET  
 R/W = RIGHT-OF-WAY MONUMENT  
 R/W = RIGHT-OF-WAY  
 PP = POWER POLE  
 LP = LIGHT POLE  
 -E- = OVERHEAD UTILITY LINES  
 -X- = WIRE FENCE  
 TCB = TELECOMMUNICATION BOX  
 ET = ELECTRIC TRANSFORMER  
 CPS = CABLE TV POWER SUPPLY  
 FH = FIRE HYDRANT



## NOTES

1. LOT IS CURRENTLY ZONED RA-20.
2. PROPOSED ZONING IS CC.
3. THIS LOT IS NOT LOCATED IN A SPECIAL FLOOD HAZARD AREA AS SHOWN ON FIRM MAP 0720469700R DATED 7/7/14 & FIRM MAP 0720469700R J DATED 1/2/14.
4. PROPERTY SIZE IS 0.3566 ACRES.

I, Blake K. Bjerve, certify that this plat was drawn under my supervision from an actual survey made under my supervision (reference: Deed Book 147, Page 673), that the boundaries not surveyed are clearly shown as broken lines drawn from information found in referenced deeds, that the ratio of precision as calculated is 1:10,000, that this plat was prepared in accordance with G.S. 47-30 as amended.

Witness my original signature, registration number and seal this 17th day of November, A.D. 2017.  
 REVISED 12/20/17 FOR NAME CHANGE

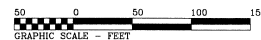
*Blake K. Bjerve*  
 Blake K. Bjerve  
 L-3891



**VICINITY MAP**  
 SCALE: 1" = 1000'

Course	Bearing	Distance
L1	S 86°15' 00" W	68.50'
L2	N 46°54' 34" W	19.03'

Curve	Radius	Length	Chord	Chord Bear.
C1	1361.83'	82.71'	82.70'	N 37°53' 00" W
C2	1361.83'	100.79'	100.77'	N 34°39' 33" W



Rezoning Map For <b>TRACEY MASON</b> Being the property recorded in Deed Book 147, Page 673 of the Pitt County Registry Greenville Township, Pitt County, North Carolina	
<b>OWNER: ALBERT RAY SMITH</b> THOMAS EARL SMITH 577 SHADOW RIDGE DR WINTERVILLE, NC 28550 (252) 412-4936	<b>BJERKESET LAND SURVEYING</b> P-0720 6718 GLENWOOD DRIVE GRIFTON, NC 28530 (252) 737-3077
Surveyed: BK3 Date: 11/17/17 Scale: 1" = 50'	Surveyed: BK3 Date: 11/17/17 Scale: 1" = 50'

FINAL

# Existing Land Use

## Map Legend

- Rezonings
- Land Parcels

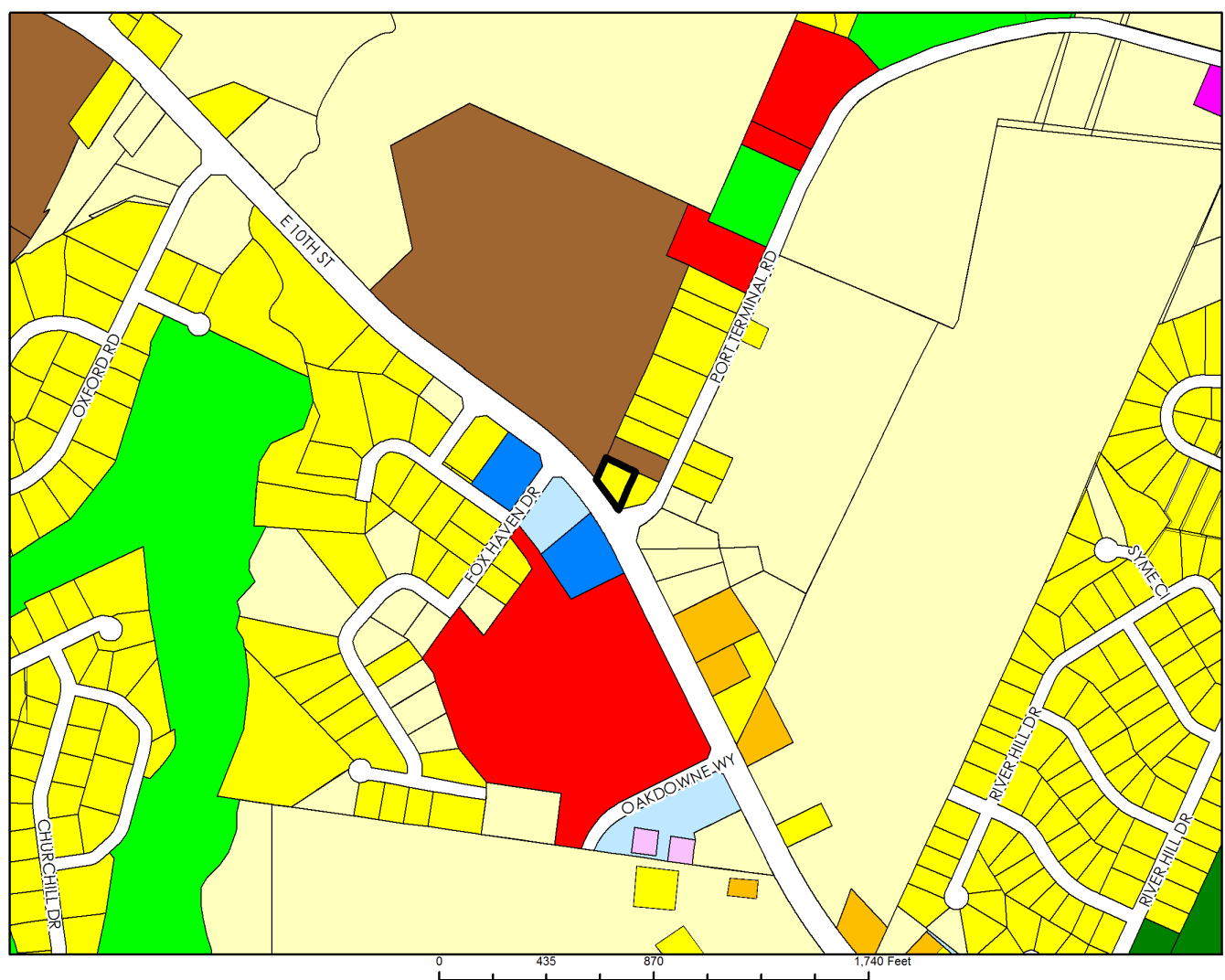
## Existing Land Use

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



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# Activity Centers

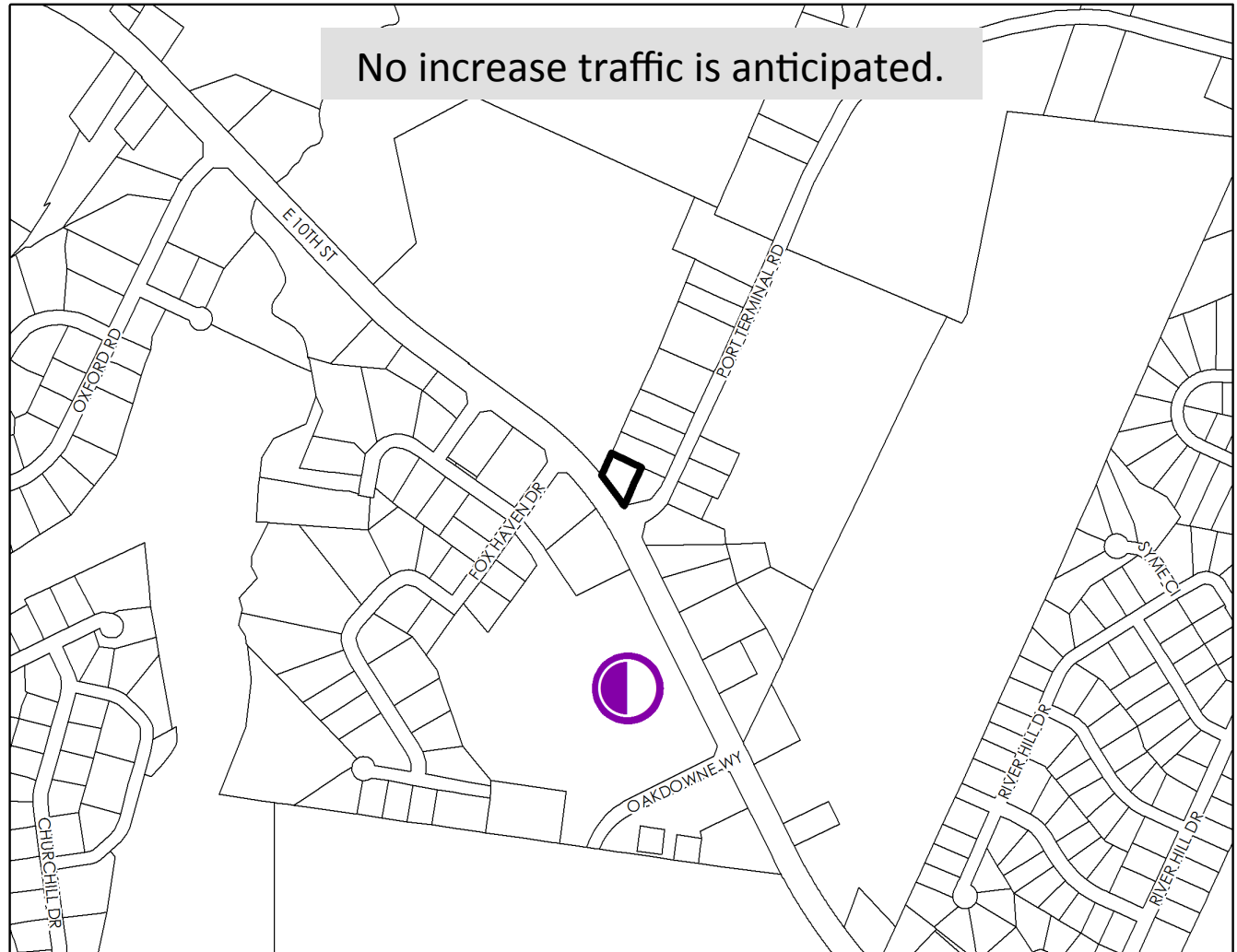
## Map Legend

-  Rezoning
-  Land Parcels
-  Neighborhood Activity Center
-  Community Activity Center
-  Regional Activity Center
-  Employment Center




































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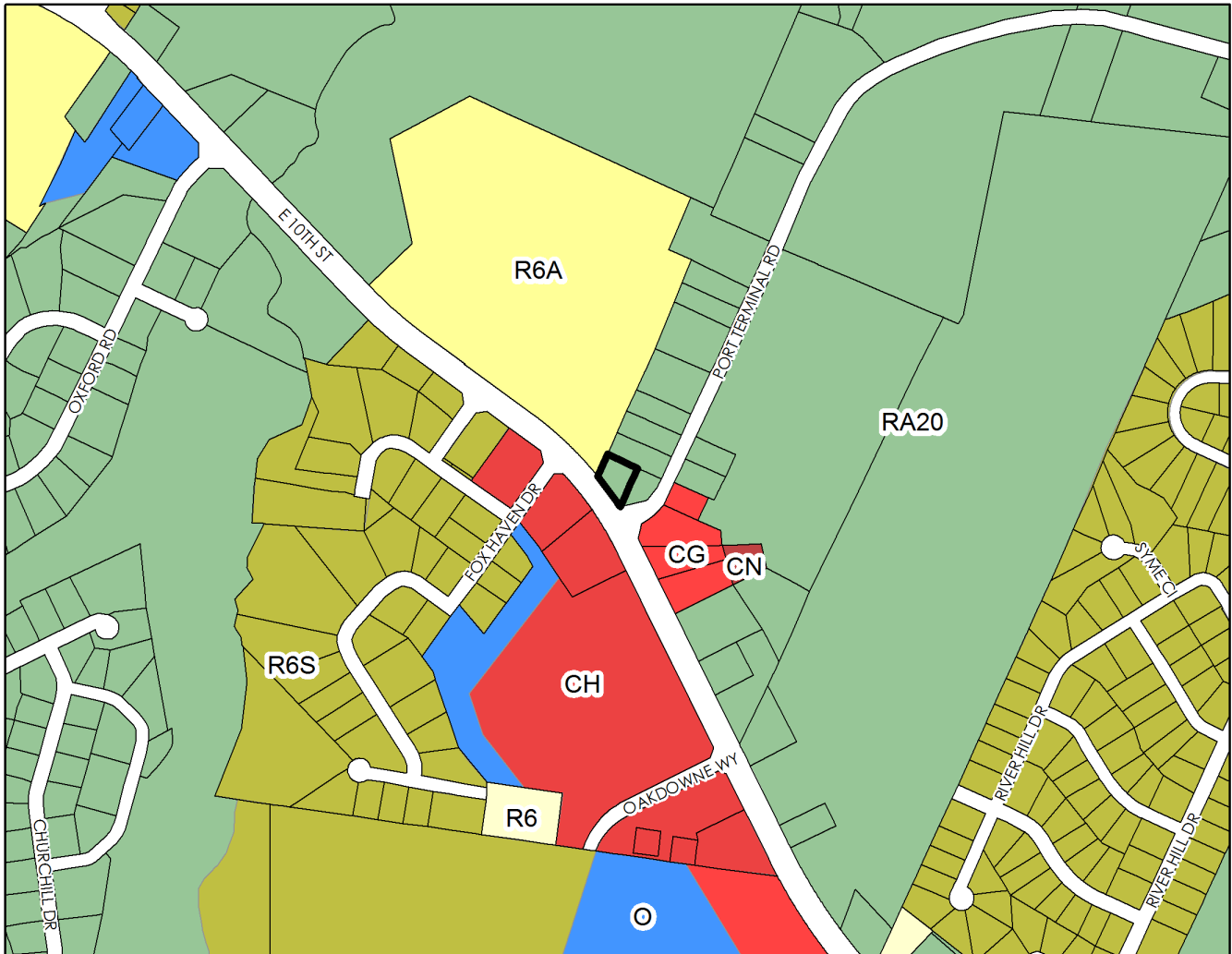
No increase traffic is anticipated.



# Zoning Map

## Map Legend

 Rezoning	 PIU	 R6MH
 Land Parcels	 MI	 R6N
 CD	 MO	 R6S
 CDF	 MS	 R9
 CG	 O	 R9S
 CH	 OR	 R9S-CA
 CN	 OR-UC	 R15S
 MCH	 R6	 PUD
 MCG	 R6A	 MR
 I	 R6A-CA	 MRS
 IU	 R6A-RU	 RA20



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# Future Land Use & Character Map

## Map Legend

-  Rezoning
-  Land Parcels

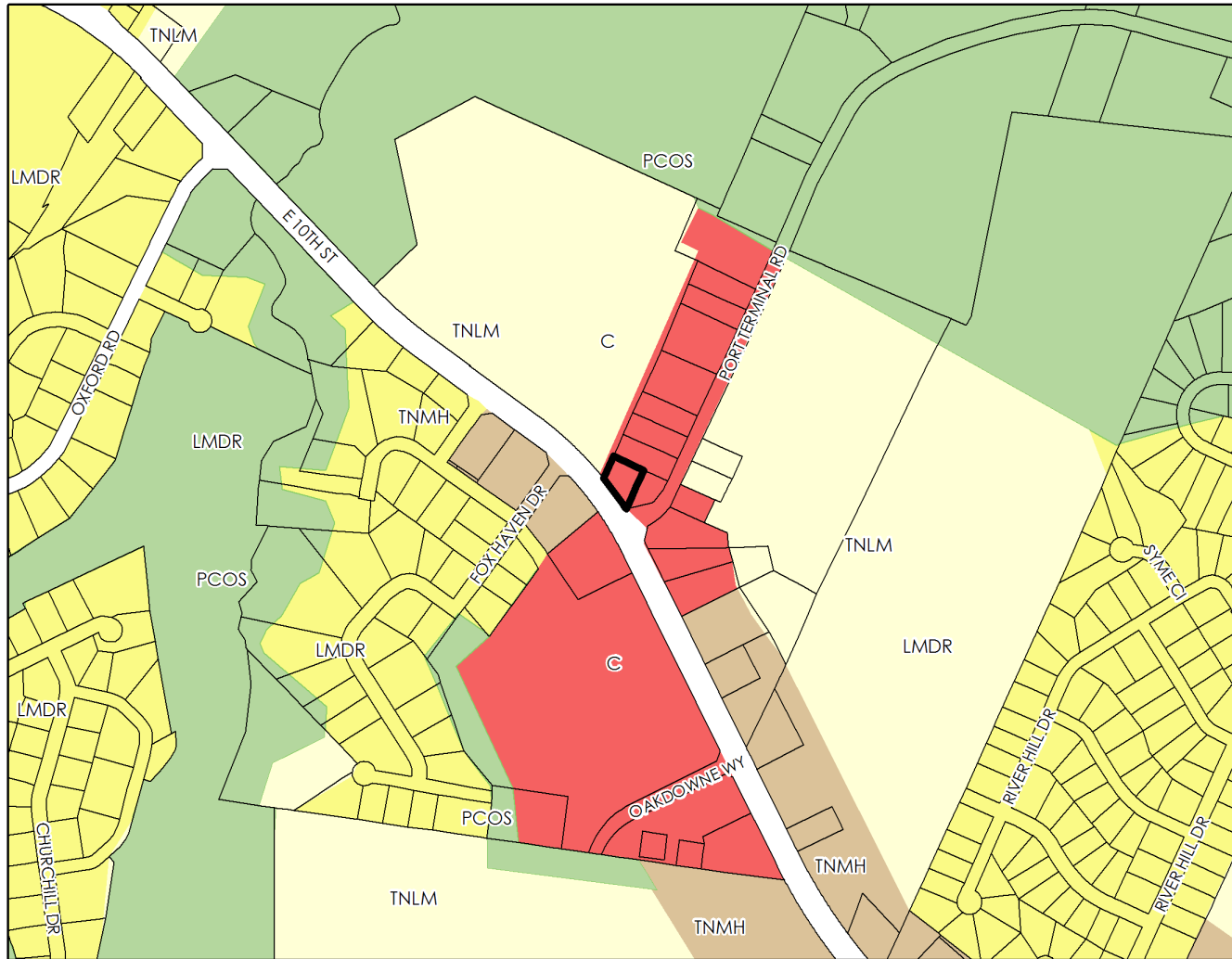
## Horizons2026 Future Land Use

-  PCOS - Potential Conservation and Open Space
-  UC - Uptown Core
-  UE - Uptown Edge
-  MUHI - Mixed Use, High Intensity
-  MU - Mixed Use
-  C - Commercial
-  OI - Office and Institutional
-  UN - Uptown Neighborhood
-  TNMH - Traditional Neighborhood, Medium to High Density
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-  MC - Medical Core
-  MT - Medical Transition
-  IL - Industrial / Logistics





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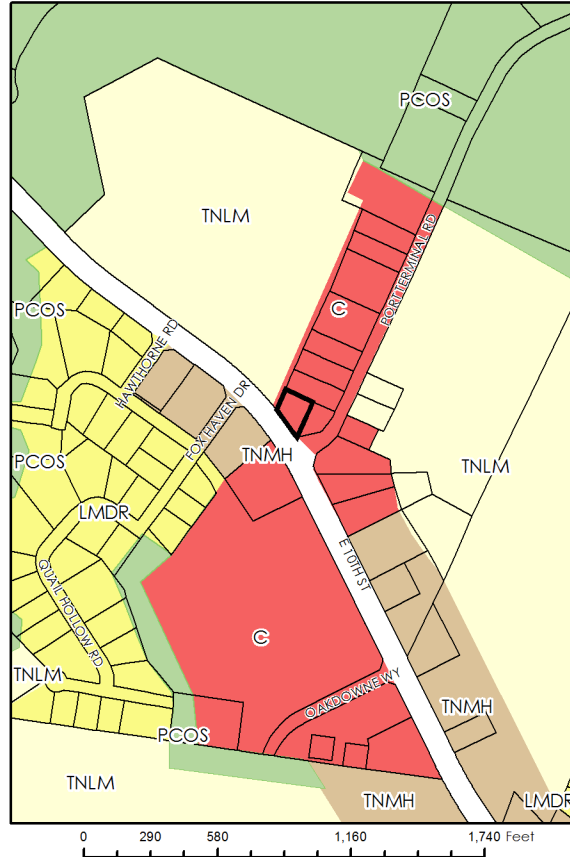
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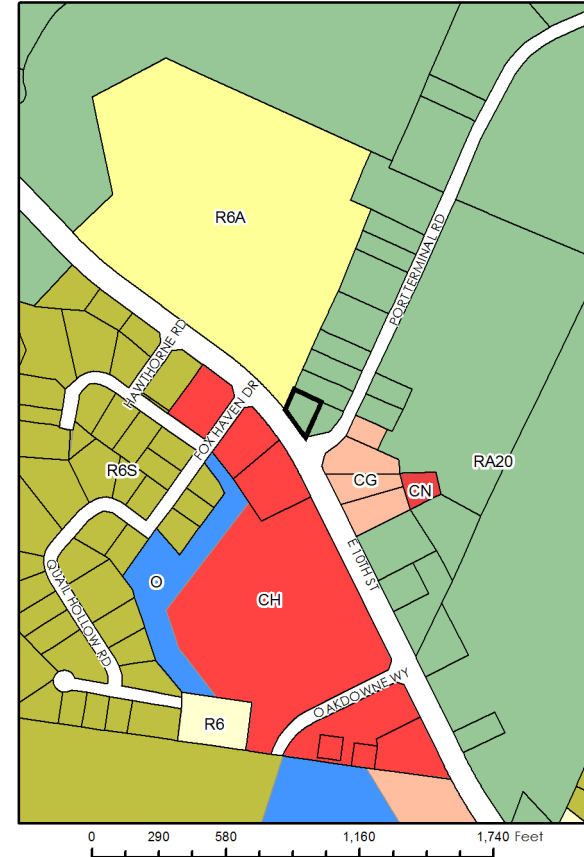
# Future Land Use & Character Map

## Map Legend

-  Rezoning Sites
-  Land Parcels



# Zoning Map



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# Other Items of Business

February 8, 2018



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# Item 7




Request by Umberto G. and Angela D. Fontana for a voluntary annexation agreement with the City of Greenville for the purpose of obtaining sanitary sewer from Greenville Utilities Commission for property located between Highway 33 East and the Tar River and adjacent to Moss Bend Subdivision



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

# General Location Map

## Map Legend

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

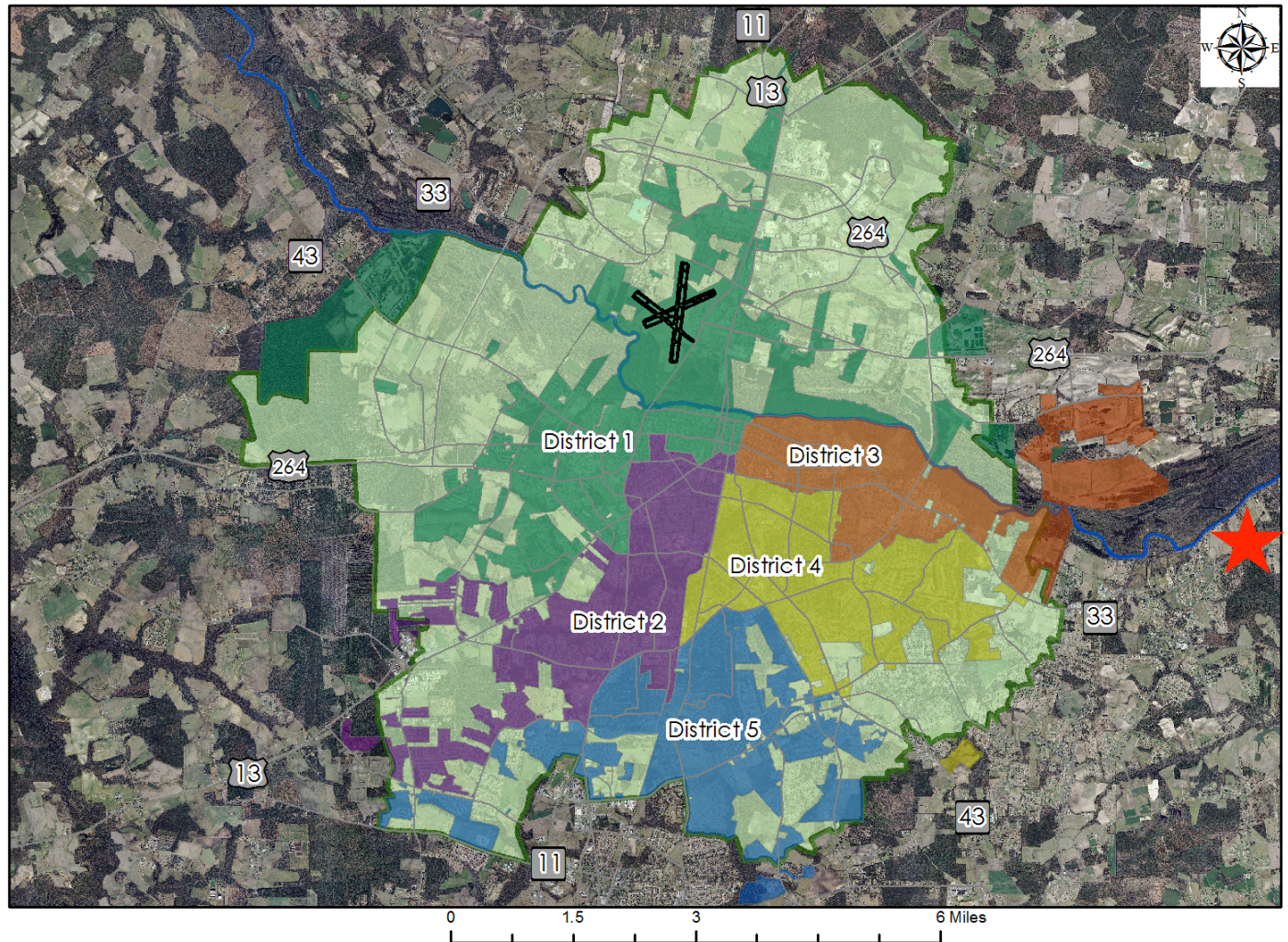
## City Council Voting District

### District

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



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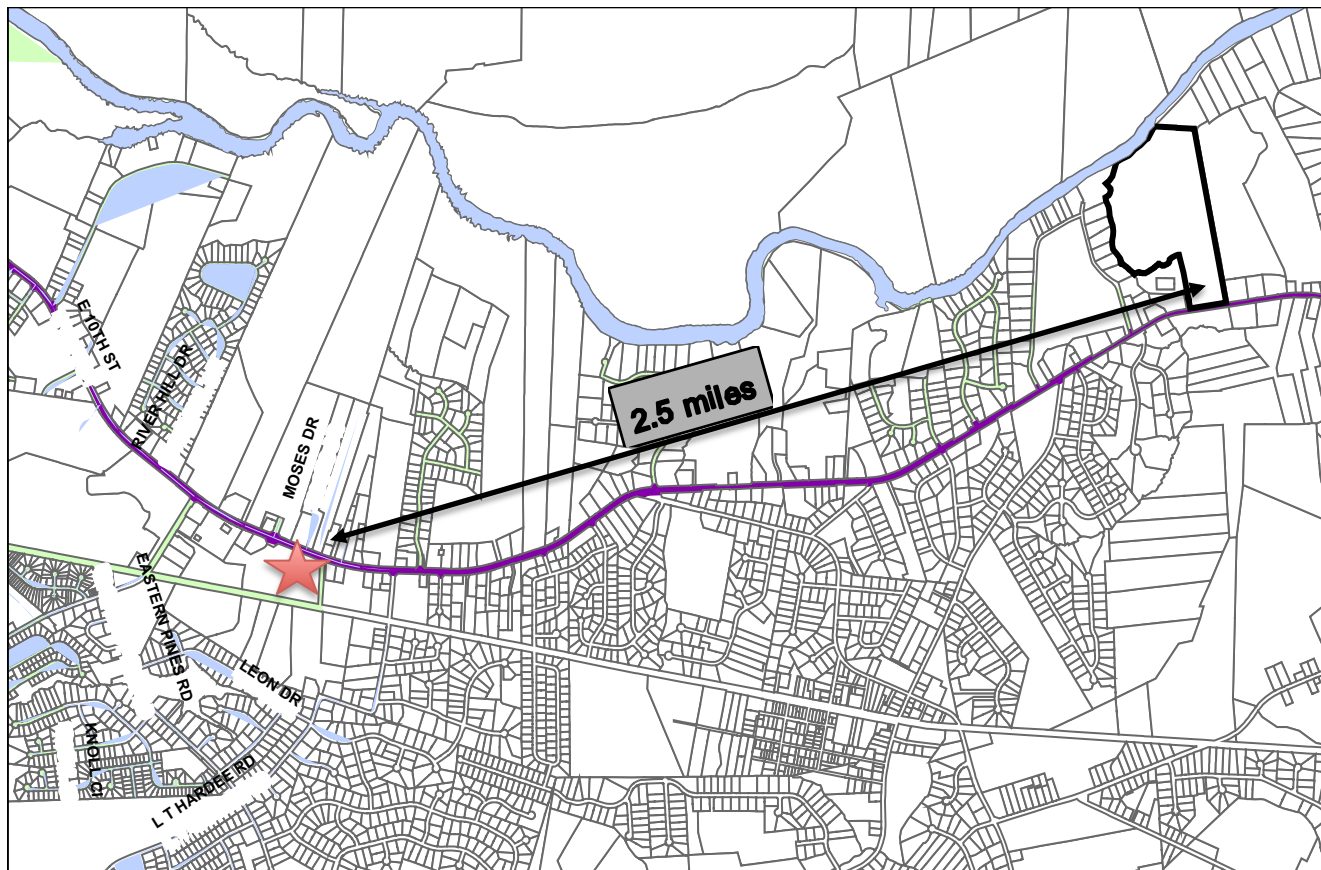
[illegible]

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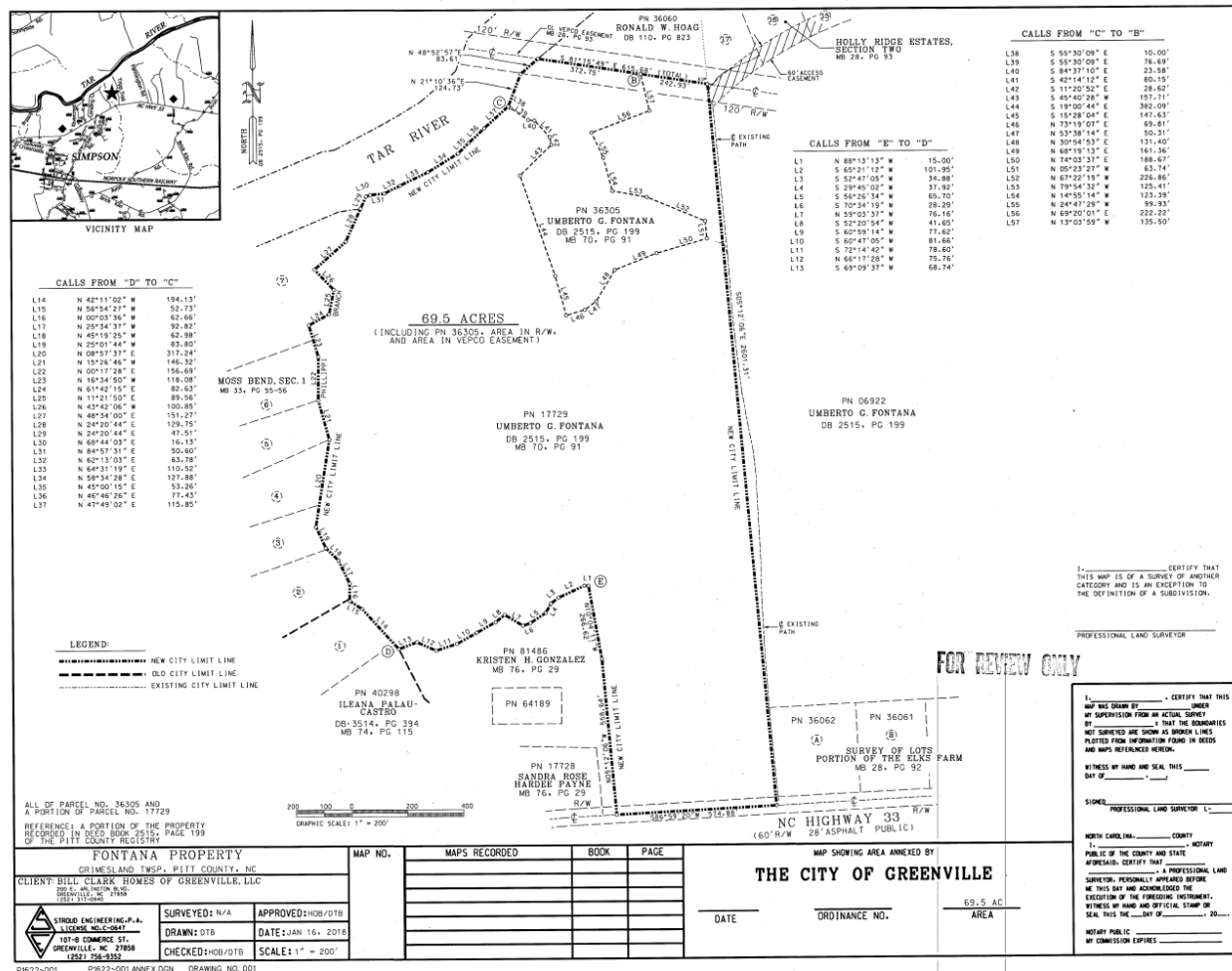
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*Find yourself in good company®*



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The Greenville Utilities Commission Charter requires prior authorization by City Council for sanitary sewer connections and extensions outside of the City's ETJ.

Voluntary annexation into the city is a requirement of sanitary sewer connection.



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Staff recommends granting permission  
to the petitioner to connect to  
sanitary sewer in connection with the  
submission of a voluntary annexation  
agreement for acceptance by city  
council



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# Item 8

Discussion of Imperial Tobacco Site  
Development Proposals



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# Imperial Tobacco Site



# Imperial Tobacco History

- Imperial Tobacco Processing Plant built in early 1900's; abandoned 1978
- Local Developer plans for redevelopment in 2007-2008
- Main structure burned in April 2008
- Code violations & financial hardship led property owner to sell to City in 2012
- EPA Brownfields Cleanup in Fall 2016 (\$400K)
- City purchased adjacent properties for \$360,000 bringing site to more than 8 acres



# Why do this project?

- Market rate apartments and workforce housing diversifies residential stock Uptown
- Development brings professional, retail, and service jobs Uptown
- Retail serves surrounding neighborhood
- Additional public parking
- Public Interests identified and met
- Proposed infrastructure better connects West Greenville to GTAC and Uptown District
- Development expected to facilitate revitalization in surrounding area
- Puts city owned property on

# Attracted First-Rate Developers

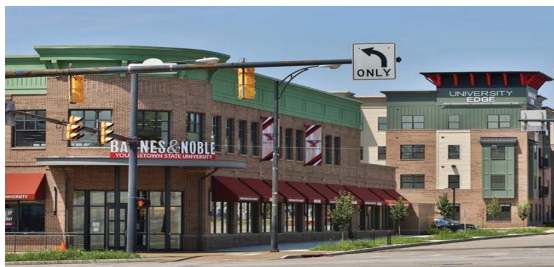
## 1. Armada Hoffler

- Based out of Virginia Beach, VA
- Master Developer for Town Center VA Beach
- Would purchase entire site upfront
- Develop entire site



## 2. Hallmark-Seacoast

- Hallmark based out of Columbus, OH;  
Seacoast out of Mount Pleasant, SC
- Master Developer for a Mixed Use Complex in Youngstown, OH
- Would purchase site in phases
- Develop entire site



## 3. The Keith Corporation

- Based out of Charlotte, N.C.
- Developed Movement Mortgage Headquarters in Lancaster County, SC
- Purchase office pad site only
- Develop office component only.



# The Keith Corporation

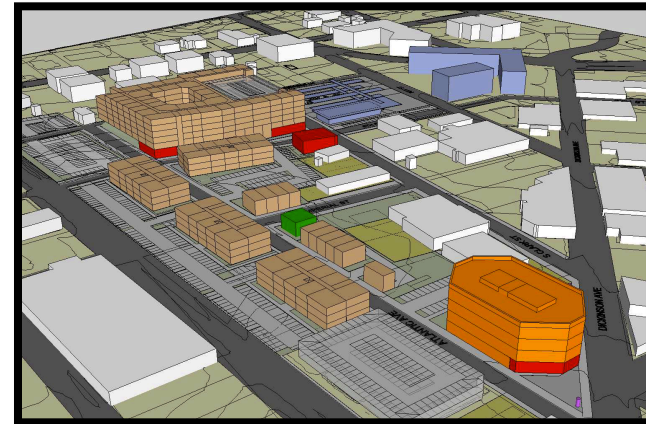
## Public-Private Partnership

- Construct office building only
- Three, 6-month due diligence options
- Proposed to purchase parcels at higher value - \$298.6K



# Hallmark – Seacoast

- 2 public-private partnerships to date.  
Worked on 1 project together
- Willing to discuss how to integrate public interests
- Strong financial strength of principals with track record of financing projects
- Firms currently work together on at least 1 project
- Phased purchase of property as development ready (\$2.075m)



# Armada Hoffler

- 26 public-private partnerships to date
  - 1 in N.C. - Durham
- References public interests in response, stated support for affordable housing
- Publicly traded company with strong access to capital to fund the development.
- Strong track record of previous projects, many of larger scale
- Willing to purchase entire site all at once for \$2.2M



# Post Solicitation

DFI was contacted by a broker to communicate a hotel developer has interest in a development pad on Imperial Site.

- This could aid a master development partner in building a hospitality component, activating the site and achieving the goal of economic development.

The Hallmark/Seacoast team provided an overture to take on obligation to build a surface parking for the Sidewalk project; if the City would deed the property over to the Hallmark/Seacoast ownership.

- The City staff previously met with Hallmark/Seacoast to explore parking alternatives for Sidewalk project. The Hallmark/Seacoast team did not wish to alter the agreement as it complicated financing.

# Additional Information

## 1. Armada Hoffler

- A . Phillip Randolph award recipient for minority/women employment:
  - 89% non-management
  - 23% management
- Supports diversity by employment during construction
- Want to develop the entire site
- If scope and/or timing changes, would withdraw

## 2. Hallmark-Seacoast

- Will lead with office by discussing with the Keith Corp
- Seacoast Communities female CEO
- University Edge is comprised of approximately 85% of minorities
- Will make effort to use local consultants, vendors, and subcontractors
- Will provide phasing flexibility to ensure a long-term partnership

## 3. The Keith Corporation

- Expressed desire to work with and utilize local vendors and subcontractors
- Will invite local vendors and subcontractors to submit proposals
- Will make effort to include minority & women owned businesses
- Approximately 33% of staff is in minority group

# Questions?

# Item 9

## Presentation of Comprehensive Parking Study Final Report



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# Comprehensive Parking Plan: Uptown Core and Surrounding Areas

## Findings and Recommendations

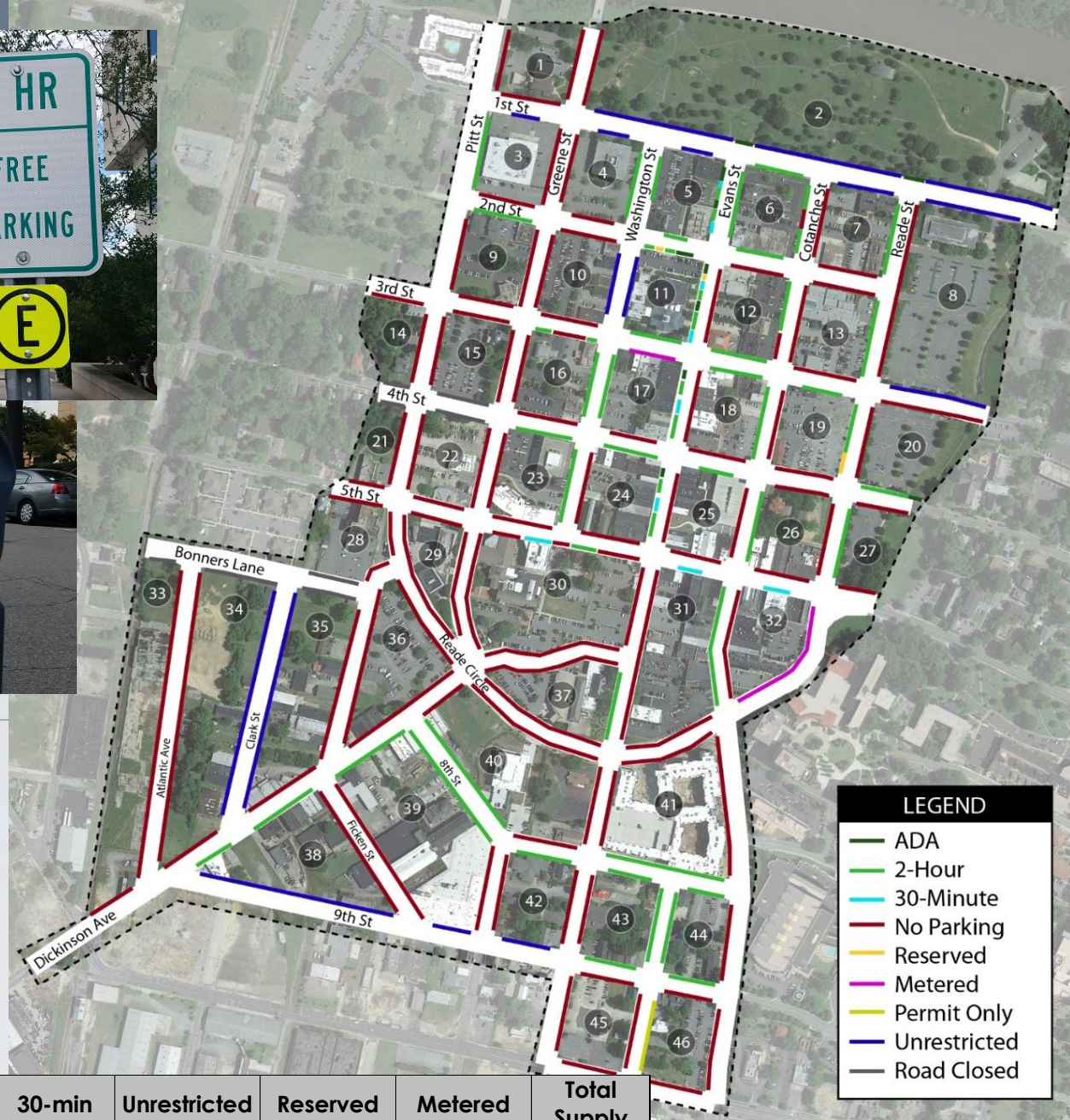


Presented by:  
Michael Connor



**WALKER**  
PARKING CONSULTANTS

# Existing On-Street Parking Inventory

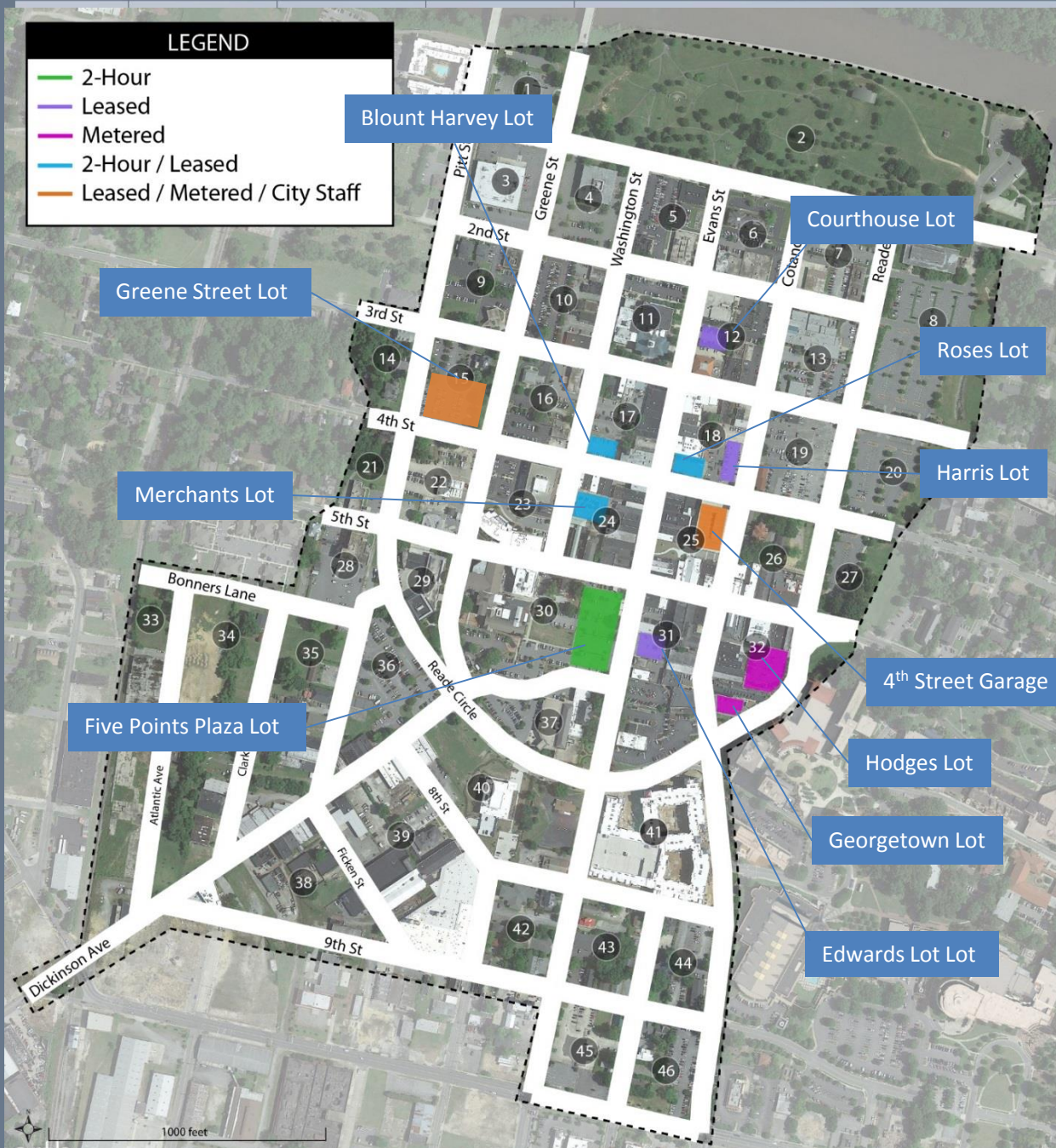


LEGEND	
<span style="color: green;">—</span>	ADA
<span style="color: lightgreen;">—</span>	2-Hour
<span style="color: cyan;">—</span>	30-Minute
<span style="color: red;">—</span>	No Parking
<span style="color: yellow;">—</span>	Reserved
<span style="color: purple;">—</span>	Metered
<span style="color: darkgreen;">—</span>	Permit Only
<span style="color: blue;">—</span>	Unrestricted
<span style="color: grey;">—</span>	Road Closed

	2-hr	ADA	30-min	Unrestricted	Reserved	Metered	Total Supply
On-Street Total	402	15	14	184	13	29	657
% of Total	61%	2%	2%	28%	2%	4%	100%

## LEGEND

- 2-Hour
- Leased
- Metered
- 2-Hour / Leased
- Leased / Metered / City Staff

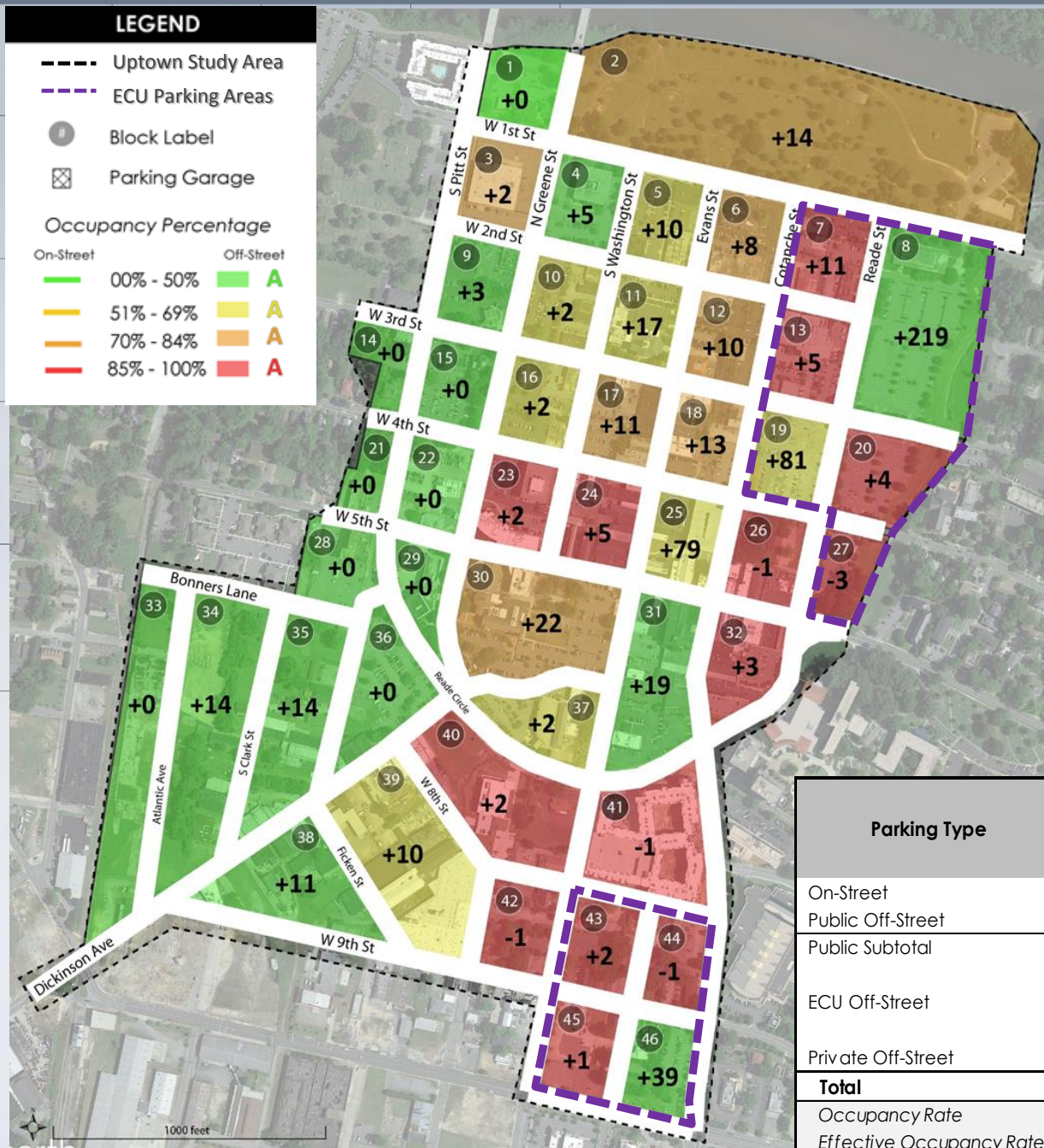
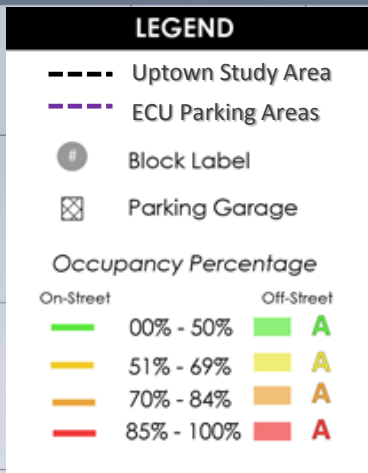


# Existing City Owned and Operated Off-Street Parking Inventory

# Existing City Owned and Operated Off-Street Parking Inventory

Facility Name	Block #	2-hr	ADA	Leased	Reserved	Metered	City Staff	EV	15-min	Total Supply
Courthouse	12			28						28
Greene Street Lot	15		4				68			72
Blount Harvey Lot	17	12	1	13	2					28
Roses Lot	18	8	2	10						20
Harris Lot	18		1	31						32
Merchants Lot	24	7		10						17
4th St. Parking Deck	25		7	129		42	60	2		240
Five Points Plaza Lot	30	104	5							109
Edwards Lot	31		1	27	2				1	31
Georgetown Lot	32		2			19			2	23
Hodges Lot	32		2			33			2	37
<b>Public Off-Street Total</b>		<b>131</b>	<b>25</b>	<b>248</b>	<b>4</b>	<b>94</b>	<b>128</b>	<b>2</b>	<b>5</b>	<b>637</b>
% of Total		21%	4%	39%	1%	15%	20%	0%	1%	100%





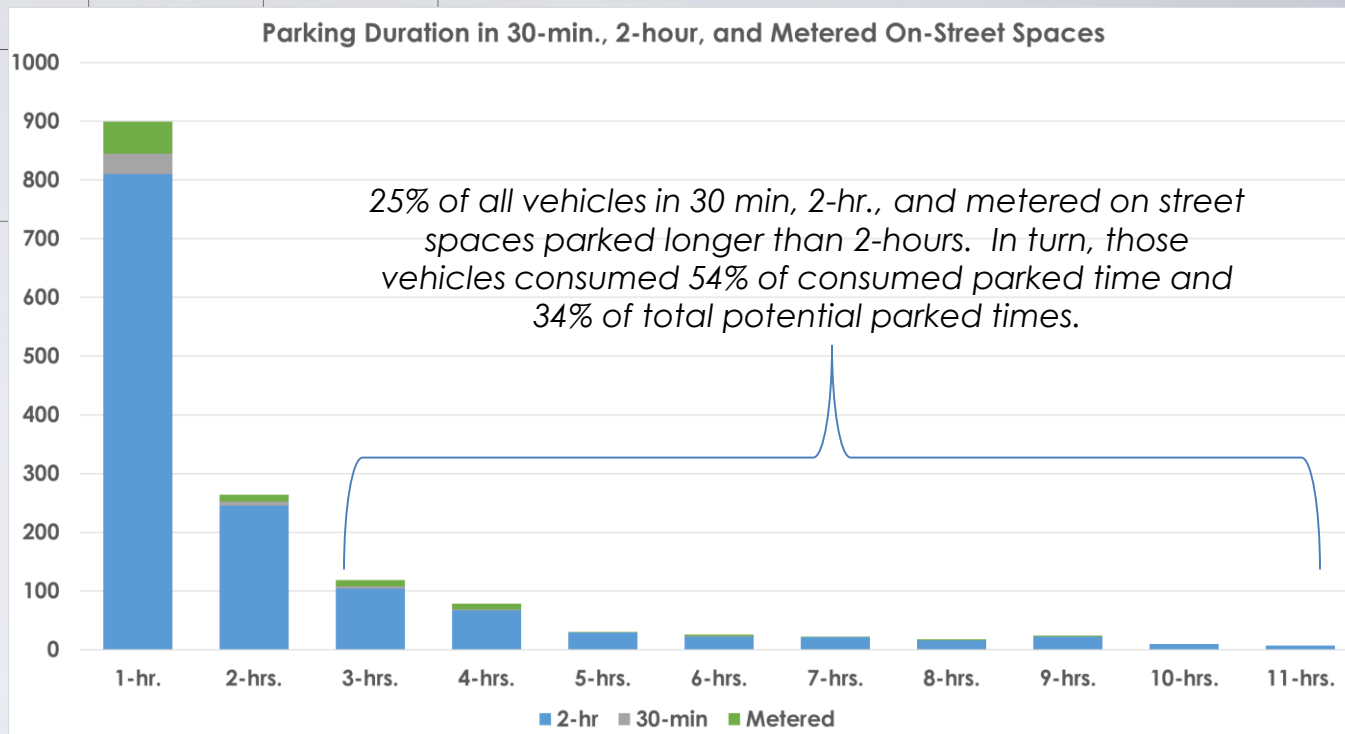
Existing Weekday  
Peak Daytime  
Block by Block  
and System-wide  
Operational  
Surplus or Deficit

Parking Type	Supply	Effective Supply	Peak Occupancy Hour (2:00 PM)	Peak Hour Surplus/(Deficit)
On-Street	657	591	435	156
Public Off-Street	637	573	421	152
Public Subtotal	1,294	1,165	856	309
ECU Off-Street	1,307	1,176	836	340
Private Off-Street	2,100	1,890	986	904
<b>Total</b>	<b>4,701</b>	<b>4,231</b>	<b>2,678</b>	<b>1,553</b>
Occupancy Rate			57.0%	
Effective Occupancy Rate			63.3%	

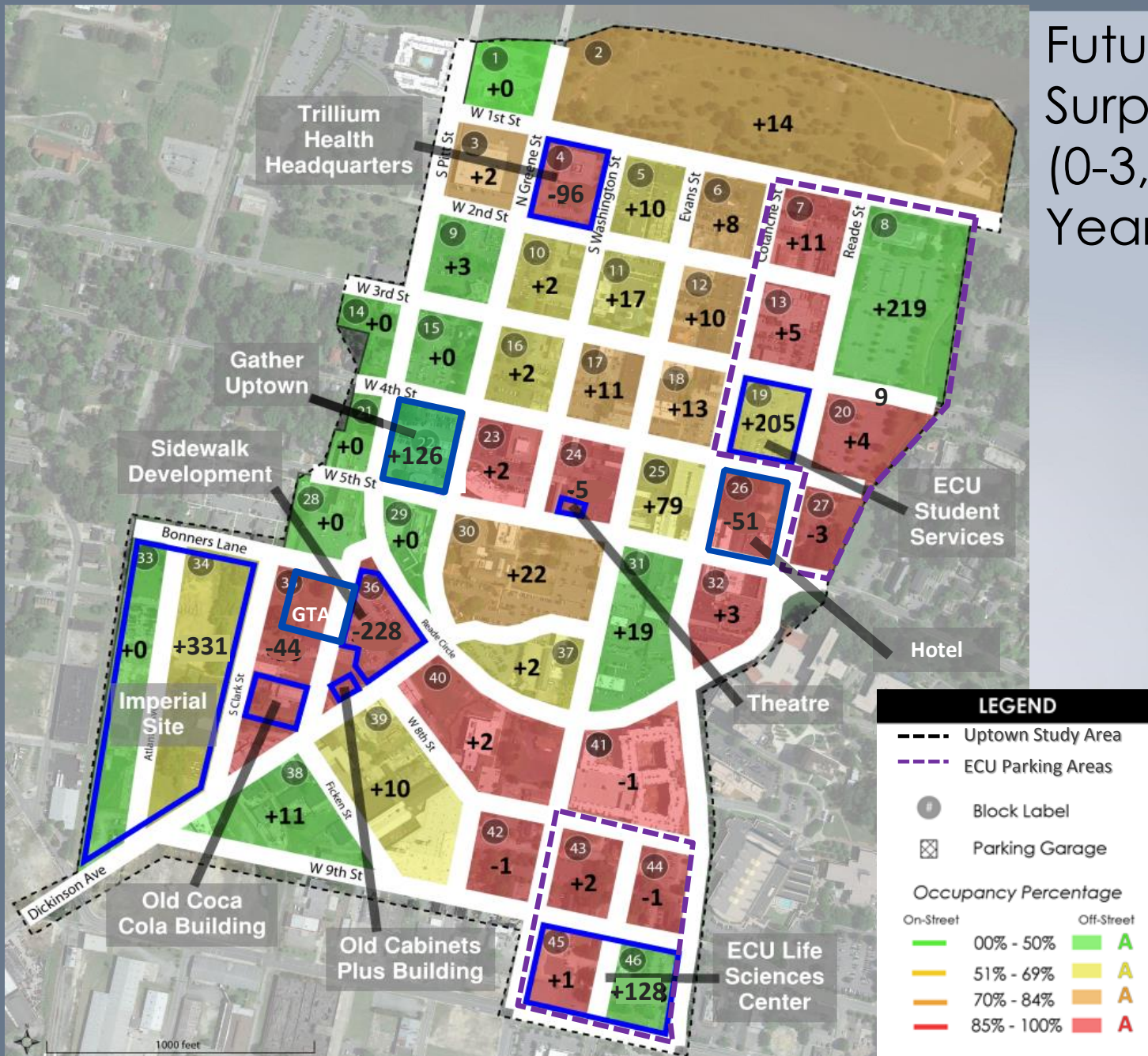
# Existing On-Street Turnover and Duration Surveys

Restriction	Inventory	Parked Duration											Potential	Parked	Parked Hours	Duration	Vehicle/
		1-hr.	2-hrs.	3-hrs.	4-hrs.	5-hrs.	6-hrs.	7-hrs.	8-hrs.	9-hrs.	10-hrs.	11-hrs.	Hours	Vehicles	Number / % Used	of Stay (hrs.)	Space Turnover
2-hr	402	810	245	104	67	29	22	21	16	22	10	7	4,422	1,353	2,807 63%	2.1	3.4
30-min	14	35	7	4	2	0	1	0	0	0	0	0	154	49	75 49%	1.5	3.5
Metered	29	54	12	11	9	1	3	1	2	2	0	0	319	95	211 66%	2.2	3.3
Unrestricted	184	89	37	14	19	13	7	16	11	12	8	22	2,024	248	1,018 50%	4.1	1.3
Reserved	13	10	6	3	2	1	1	0	0	0	0	0	143	23	50 35%	2.2	1.8
Total Supply	657	998	307	136	99	44	34	38	29	36	18	29	7,062	1,768	4,161 59%	2.4	2.7

Vehicles parked beyond posted duration



# Future Surplus/Deficit (0-3, 3-5, and 5+ Years)



# Recommendations - Parking Roles and Responsibilities



- There is no single department or individual that is responsible for the coordination of all these activities.
- The public parking program has reached a level of cost and operational complexity where this informal form of management and oversight is no longer sufficient.
- It is recommended that the City **create a champion of parking**. One person should have responsibility for leading the City's parking mission, comprehensively overseeing all elements of the parking system.
- Position should be located within Financial Services / Collections Department but with additional administrative support.

# Recommendations - Parking Management

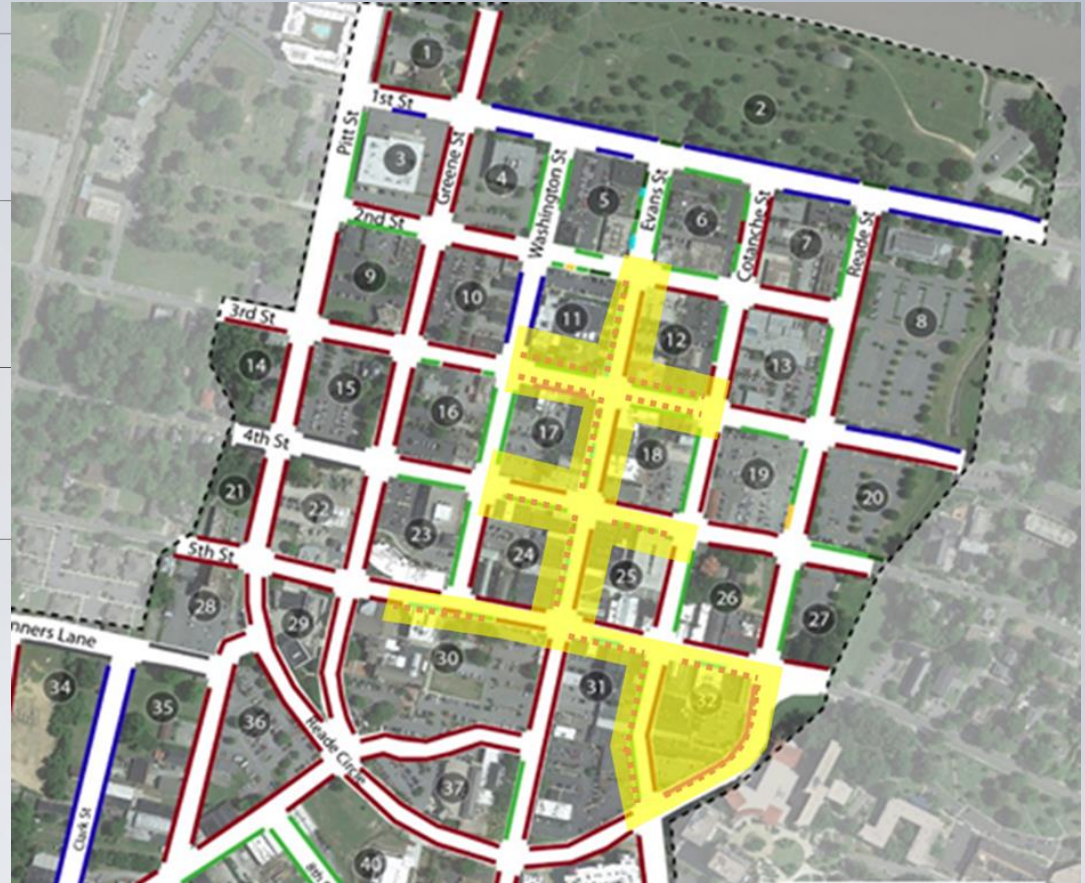
- **E-Tag program** should be terminated with current tag/permit holders given six months' notice prior to cancellation.
- **Parking Enforcement** - Even with existing handheld ticket issuance devices, the City should dedicate a minimum of two PEO to cover Uptown.
- **LPR Enforcement** – Given the importance of enforcement the city should accelerate the purchase of this technology until other improvements to the parking program have been initiated.
- **Leased Parking** - The City needs to reexamine/reduce the size of this program as the demand for short-term visitor parking has increased.
- The **finest for parking violations** are the lowest in the region and should be increased incrementally and only as necessary to encourage compliance. However, first time offenders would continue to receive a warning.

Municipality	Overtime Parking	Meter Violation	Illegal Parking	ADA Parking Violation
Greenville, NC	\$5	\$5	\$15	\$100
Raleigh, NC	\$20	\$20	\$50	\$200
Wilson, NC	\$15	\$15	\$15	\$50
Rocky Mount, NC	\$15	NA	\$25	\$100
Goldsboro, NC	\$25	NA	\$25	\$50
Concord, NC	\$10	NA	\$100	\$200
Spartanburg, SC	\$10	NA	\$10	\$500
Charlotte, NC	\$25	\$25	\$25 - \$100	\$500
Columbia, SC	\$8	\$8	\$20	\$500



# Recommendations - On-Street Meter Expansion Program

- The City has employed curbside **parking meters** at 29 spaces, with the vast majority on Reade Street between 5th Street and Cotanche Street.
- To improve distribution of parking demand and to encourage compliance with posted restrictions the meter **program should be expanded**.
- **Hours of parking management and operations** should extend beyond 5 PM Monday through Friday to 8 PM Monday through Friday.



# Recommendations - Employee Permit Lots vs. Transient/Visitor Parking

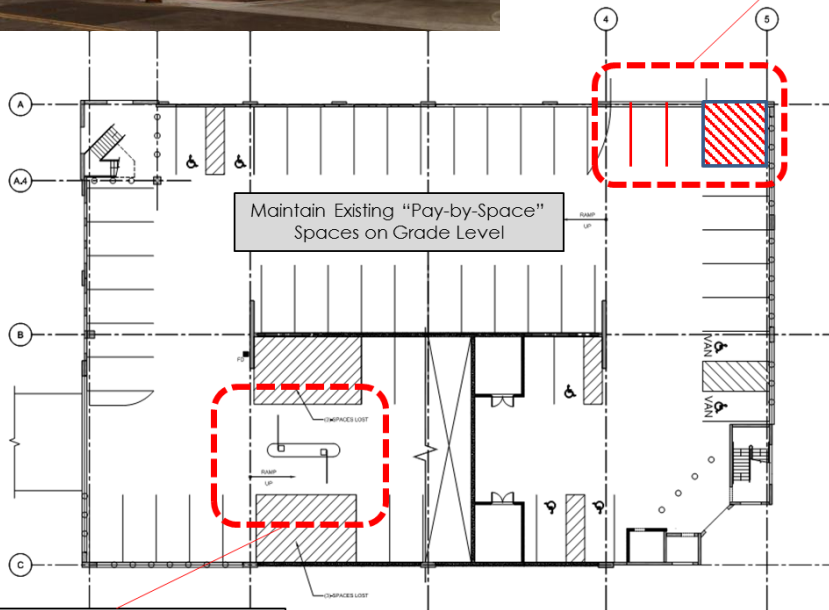


- Through the leasing of parking spaces in specific lots and the E-Tag permit program the **City has limited the flexibility of these parking assets.**
- Four peripheral parking facilities, Courthouse, Greene Street, a portion of the 4th Street Garage, and the rear portion of Five Points Plaza, should be used for **employee permit parking.**

# Recommendations - Install Gate Access Control Systems



Close Cotanche St. Entry/Exit & Reconfigure Spaces



Install PARCS equipment at Interior of 4<sup>th</sup> Street Entry/Exit



Close 4<sup>th</sup> St. Entry/Exit



# Recommendations - Off-Street Meter Program & Parking Enterprise Fund

- “When Appropriate” **install multi-space parking meters** in Four Points Plaza Lot
- The City should **create a parking enterprise fund** as was envisioned by the City Code (Section 10-2-203).
- All departments that have a role and responsibility in policy development, planning, operations, maintenance, and finance would **“charge” associated time and material expenses** to the parking enterprise fund.
- Cost and revenues should be tracked and published with the cost of day-to-day operations and management if only to **remind the public of the true cost** of the City public parking program.



# Recommendations - Parking Management Action Plan

Task	FY2018		FY2019				FY2020				FY2021				FY2022			
	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Create and Formalize Community-based Parking Task Force																		
Create and Maintain a formal Parking Enterprise Fund																		
Create and Retain Parking Manager Position																		
Procure and Initiate LPR Enforcement Program																		
Commit to Fixed/Dedicated Parking Enforcement in Uptown																		
Terminate with Six-Month Notice E-Tag Program																		
Perform Surveys of Parking System Performance																		
Introduce Control Gates in 4th St. Garage																		
Eliminate/Reduce Leased Spaces in Core Lots																		
Initiate and Evaluate Phase I Meter Expansion Program																		
Extend Hours of Parking Operation/Management to 8 p.m.																		
Introduce Control Gates in Greene St. Lot																		
If Warranted Introduce Control Equipment/Gates in																		
If Warranted Initiate/Evaluate Phase II Meter Program																		

# Item 10

Report on plan for allowing alcohol  
on the Town Common



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# Town Common Planning

## Sale or Consumption of Alcohol

# Simplified Application Process for Customer

OED  
facilitat  
es  
process  
from

Pay  
Accepte  
d in  
Collectio

Submit  
noise  
permit  
to GPD

# Vision: Activate Town Common

- Weddings
- Convention and Visitor Bureau to offer as outdoor meeting space
- Dinners, movies, concerts



# Where are we now?

1. Current policy allows for scheduling of non-profit events that include the sale of alcohol



# Where are we going?

- 2. Private use of Town Common will allow the consumption of alcohol, if served
  - Not sold
  - No BYOB
- Weddings, outdoor business meeting, special events



# Where else are we going?

## 3. Explore Private Entertainment

- To promote venues and schedule performances
- To further activate the Town Common



# Recommended Changes

- Amendments to Noise Ordinance 12-5
  - Limits 2 permits per month at single location
  - No consecutive weekends
- Policy and Procedures Update
- March 2018-Staff to recommend changes



# Questions

# Item 11

Resolution of support for  
modification on Greenville Boulevard  
near Peoples Baptist Church and  
Greenville Christian Academy



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# City Manager's Report

February 8, 2018



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# Comments from Mayor and City Council

February 8, 2018



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# City Council Meeting

February 8, 2018



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