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TOWN COMMON MASTER PLAN

EVENT SPACE & RESTAURANT

City of Greenville

Town Common Master Plan

- To Capitalize on the Momentum of Uptown Development, the City of Greenville Completed the Town Common Master Plan in 2010
- The Master Plan Offered a Holistic Overview of Revitalizing Town Common. The Master Plan Achieved the Following Goals Set by the City:
 - Maximize Full Potential of the Park
 - Address Park Deficiencies and Safety
 - Address the Needs and Desires of Citizens and Stakeholders
- City Council Unanimously Adopted the Town Common Master Plan on November 8, 2010 (Bryant Kittrell, Marion Blackburn, Rose Glover, Max Joyner, Calvin Mercer, Kandie Smith)

City of Greenville

Town Common Master Plan

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

City of Greenville

Town Common Master Plan

- The City Council Voted Unanimously to Adopt the Town Common Schematic Design and Master Plan Update in November of 2016 (Kandie Smith, Rose Glover, McLean Godley, Rick Smiley, P.J. Connelly, Calvin Mercer)
- The Town Common Schematic Plan Map is Included on the Next Page
- A Copy of the Adopted Schematic Design Document Prepared by Rhodeside & Harwell can be Found at the Following Web Page:

<https://www.greenvillenc.gov/government/recreation-parks/town-common-phase-1>

- A Link to the Information Presented to Council at the November 10, 2016 Council Meeting Can Also be Found at the Above Web Page

City of Greenville

Council Adopted Town Common Master Plan Schematic Design



- | | | | |
|--|---|---------------------------------|---|
| 1. Sycamore Hill Missionary Baptist Church Commemorative Tower + Plaza | 5. 1st Street Promenade | 11. Multi-Purpose Field | 18. Kayak + Canoe Rental |
| 2. Sycamore Tree Grove + Commemorative Gardens | 6. Interactive Water Feature / Ice Skating Rink | 12. Playground | 19. Town Creek Wetland Restoration Area |
| 3. Relocated Veterans Memorial | 7. Farmers Market Plaza | 13. Future Playground Expansion | 20. Parking + Access Drive |
| 4. Relocated Sundial | 8. Civic Building | 14. Active Living Shoreline | 21. South Tar River Greenway |
| | 9. Amphitheater + Event Lawn | 15. Beach | 22. Restrooms |
| | 10. Boardwalk | 16. Kayak Launch + Fishing Pier | 23. On-Street Parking |
| | | 17. Dock + Viewing Platform | 24. Planted Median |

City of Greenville

Town Common Master Plan

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

- Sycamore Hill Gateway Project
- Inclusive Playground
- Kayak Launch
- Fishing Pier
- Restrooms
- Parking Lot Resurfacing



City of Greenville

Town Common Master Plan

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

City of Greenville

Council Adopted Town Common Master Plan Schematic Design



- | | | | |
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City of Greenville

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

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



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

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

1. Amphitheater + Event Lawn
2. Movable Stage
3. Civic Building
4. 1st Street Promenade
5. On-Street Parking (Including ADA Spaces)



Amphitheater



Civic Building



Greenville Town Common

City of Greenville

Town Common Master Plan

- In 2018 the City Learned that the Proposed Location for the Event Space Would Not be Allowable per Land and Water Conservation Fund Restrictions
- The City Identified the Commercial Location of the WOOW, Inc Radio Tower as a Location that did not Have the Restrictions of the Land and Water Conservation Fund
- The WOOW, Inc Radio Tower Sight is Approximately 1.4 Acres and is Located at the Northeast End of the Park, Adjacent to the Tar River and the Parking Lot
- This is the ONLY Parcel of Property Proposed to be Commercially Developed as Included in the Council Adopted 2016 Town Common Master Plan

Town Common Project Area

- Former Location of WOOW, Inc. Radio Tower
- Tower Removed by City in 2017

Town Common Restricted Area:
(Land and Water Conservation)

Developable
Area Not
Restricted by
LWC

Parking,
Canoe / Kayak
/ Boating
Access,
Pier

City of Greenville

Town Common Master Plan

- On March 8, 2018 City Council Unanimously Adopted it's City Council Goals and Priorities (Rose Glover, Kandie Smith, Will Bell, Rick Smiley, Will Litchfield, Brian Meyerhoeffer)
- One of the Strategic Priorities was to Continue to Implement the Town Common Master Plan
- Action Step #4 of this Strategic Priority was to Create and Issue and RFP for a Restaurant/Event Space to be Developed in the 1.46 Acres of the Town Common Which Does Not Have Development Restrictions
- In 2018 the City Began Working With the East Group to Develop a Project Plan and a Schematic Design for a Prospective Project
- The Project was Presented to Council at the January, 2019 City Council Workshop

City of Greenville

January 2019 Council Planning Retreat

Priority 6 Town Common Master Plan

Action Step 4:

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

Update:

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

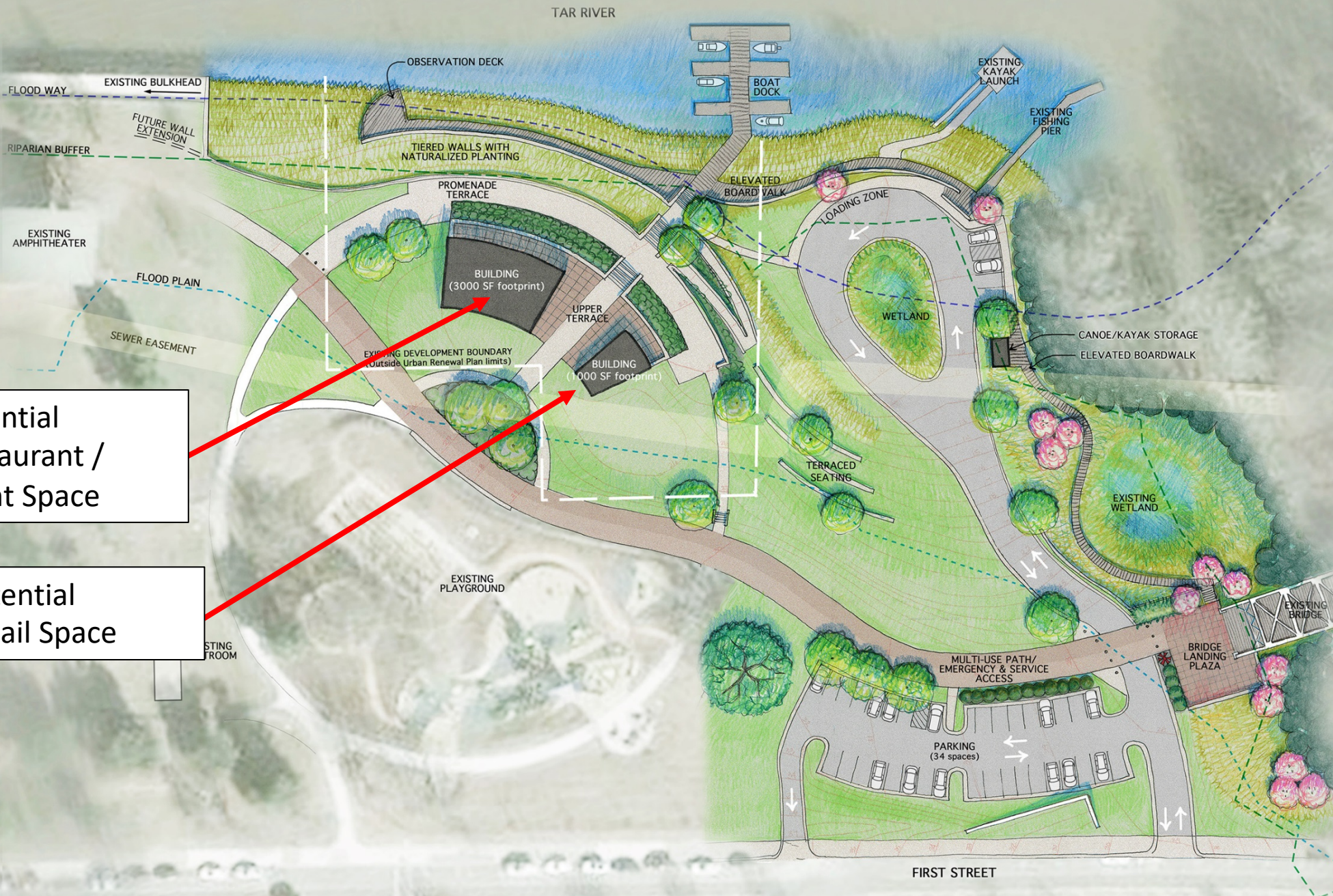


Conceptual Development Plan

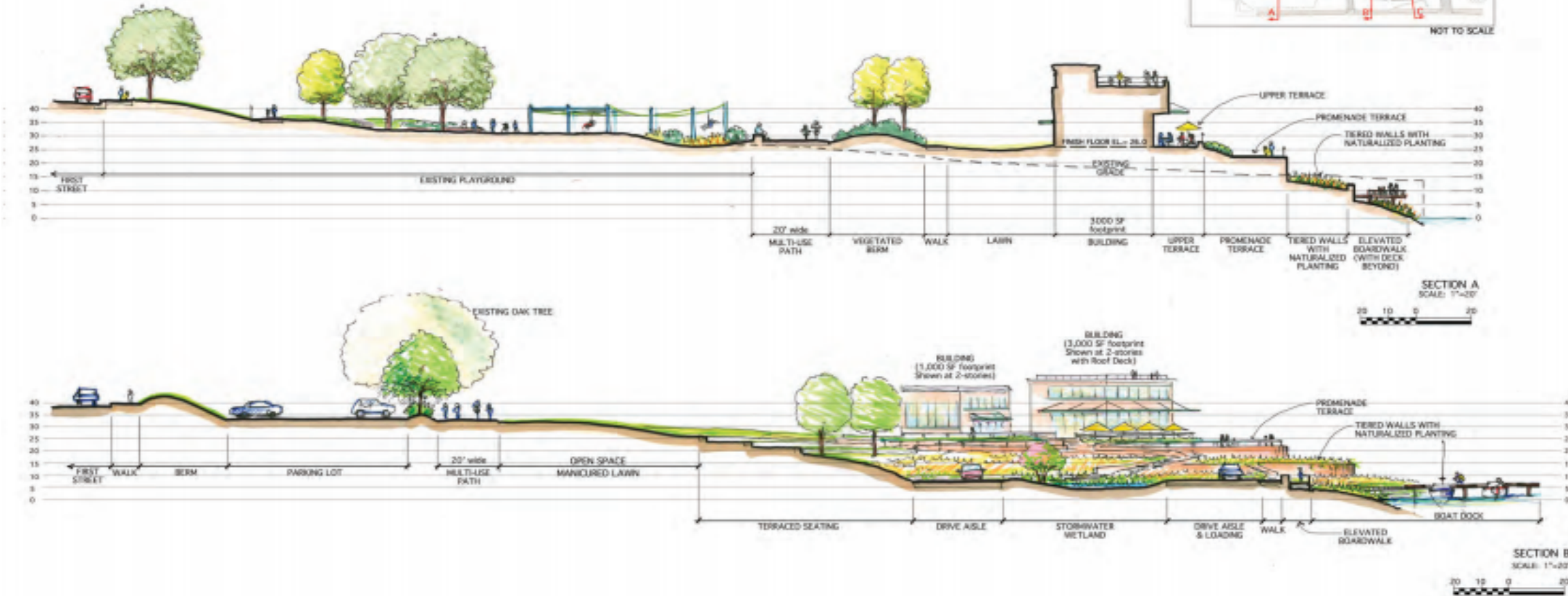
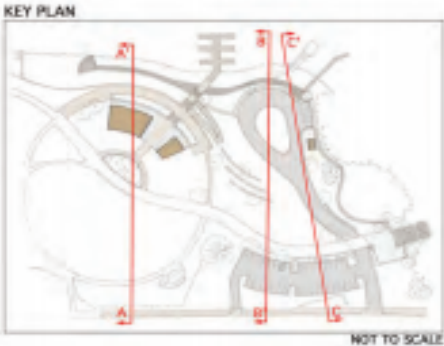


Potential
Restaurant /
Event Space

Potential
Retail Space



Conceptual Development Plan



City of Greenville

Town Common Master Plan

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

City of Greenville

Town Common Master Plan

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

City of Greenville

Town Common Master Plan

- Any Project Brought Forward for Council Consideration Would have to be Centered Around Terms Acceptable and Agreeable to the Council
- Any Project Located on the Property Would have to Complement the Town Common, Fit in with Town Common and Serve all Patrons of the Town Common
- A Project Would Only Move Forward Under a Long-Term Lease Between the Developer and the City
- A Developer Proposed Project Would be Presented to the Public at a Public Meeting. Comments From the Meeting(s) Would be Shared With Council Prior to Moving Forward With a Project



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