

# City Council Workshop

June 7, 2021



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# Item 1

## Wildwood Park Development Plan Update



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# Project Timeline

- City acquired east side parcels in **December 2019** and west side parcels in **February 2021**. The purchase of Wildwood Park was possible through a generous donation by Grady White Boats
- **February 2020** – City contracted with Rivers & Associates to design and permit phase 1 improvements
- **January 2021** – City contracted with DesignCo Construction to begin phase 1 improvements; includes beach access, kayak launch, 1.5 miles of primitive trails and parking
- **February 2021** – City contracted with Kimley-Horn & Associates to begin design and permitting of phase 2 improvements
- **March 2021**– McGill & Associates began work on Park Development Plan / Groundbreaking of phase one improvements





## Park Development Plan Process

- Process to draft Development Plan included:
  - Community Engagement
    - Public Survey – March through May
      - 900 responses received representing 1600 individuals
    - Public Meeting held March 11<sup>th</sup> at Town Common
    - 5 Focus Group Meetings were held
  - City Staff Input
  - Public Input on Development Plan Draft



# Community Engagement

## Top Amenities Based on Public Feedback

Open Space  
Natural Areas  
Canoeing  
Walking/Running Trails  
Adventure Course  
Hiking  
Playground  
Kayaking  
Paddle Boarding  
Picnic Shelter  
Outdoor Swimming  
Bicycle Trails



# Focus Groups Included

- Economic Development
- Greenways/Trail Users
- Watersports
- Action Sports
- Recreation and Parks Commission



# Summary of Focus Group Feedback

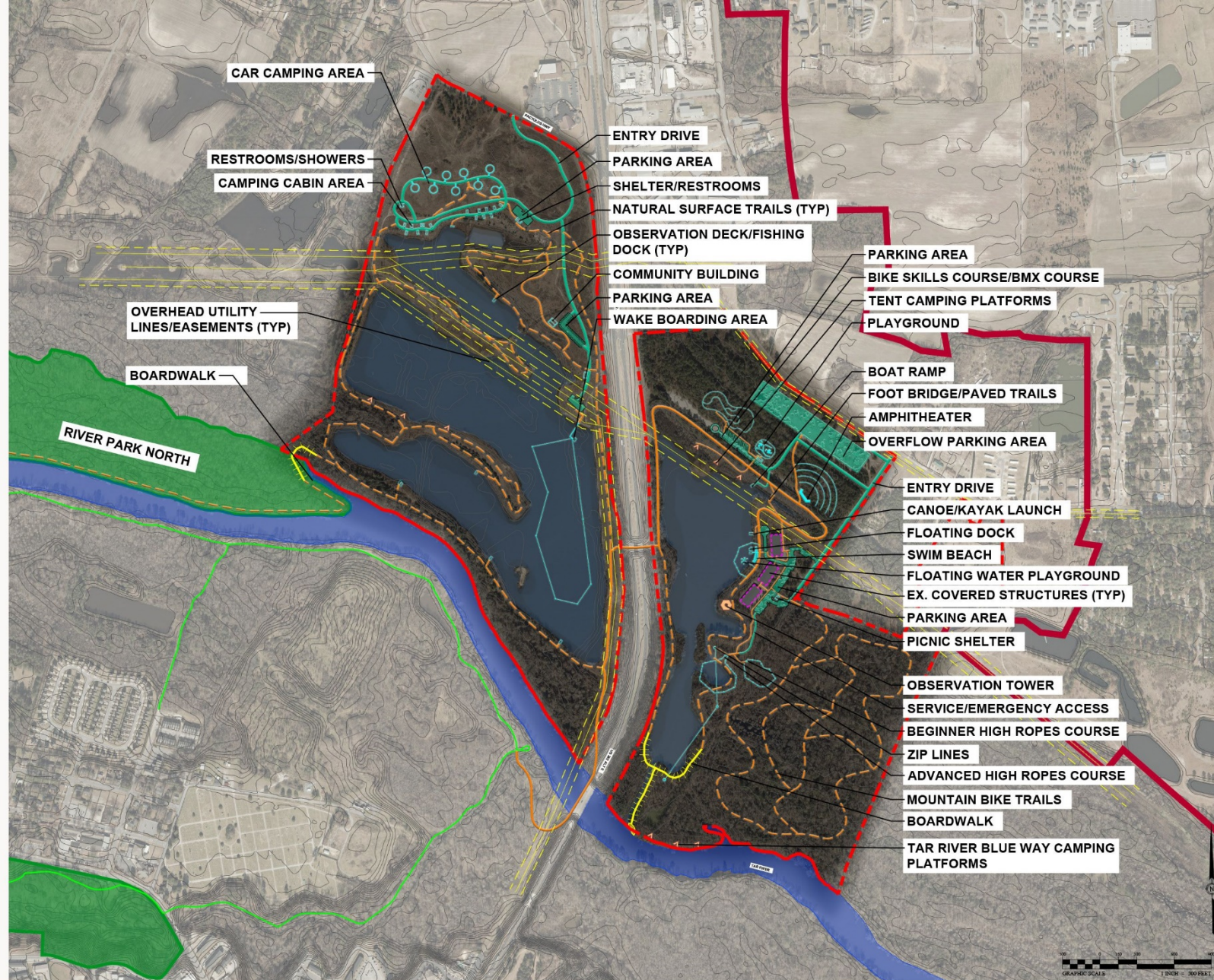
## Items of Importance Included:

- Entertainment Options
- Festivals & Community Events
- Unique Amenities
- Sports Tourism
- Outdoor Education
- Restrooms Facilities
- Bird Watching
- Partnerships
- Outreach Opportunities



# Development Plan Draft



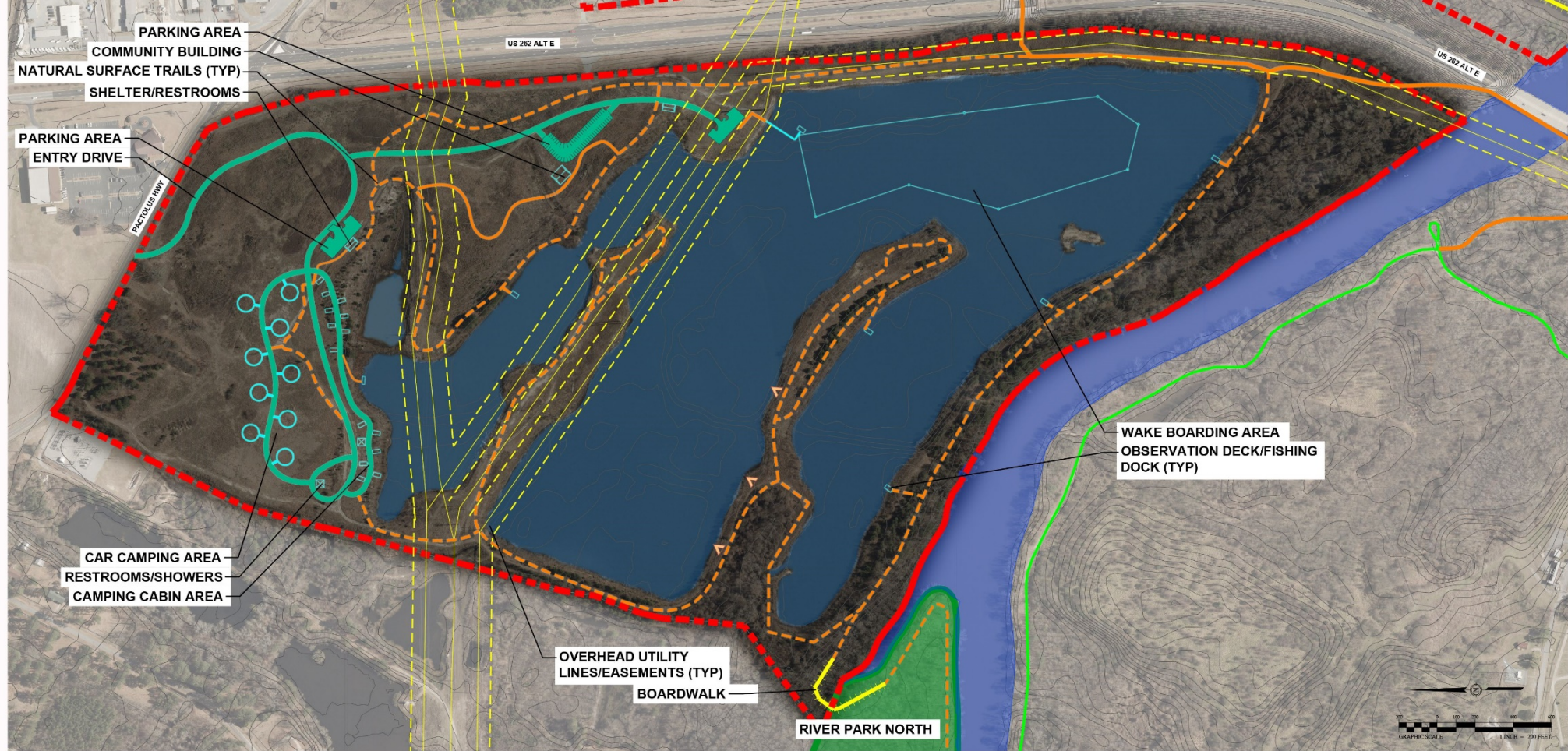


5.24.2021



# Alternate #1 Wildwood Park City of Greenville, North Carolina





## LEGEND

<span style="color: red;">—</span> Greenville City Limits	<span style="color: orange;">—</span> Paved Trails
<span style="color: red;">- - -</span> Project Area	<span style="color: yellow;">—</span> Boardwalks
<span style="color: purple;">■</span> Existing Buildings	<span style="color: cyan;">—</span> Swim Beach
<span style="color: green;">■</span> Existing Parks	<span style="color: cyan;">—</span> Floating Dock
<span style="color: blue;">—</span> Roads	<span style="color: green;">—</span> Parking
<span style="color: orange;">- - -</span> Natural Surface Trails	<span style="color: orange;">▲</span> Camping
<span style="color: green;">—</span> Existing Greenway	<span style="color: orange;">◻</span> Observation Tower

06/03/2021



## Alternate #1 Wildwood Park West Lake City of Greenville, North Carolina





## LEGEND

- |  |   |
|--|---|
| <span style="color: red;">—</span> Greenville City Limits        | <span style="color: orange;">—</span> Paved Trails      |
| <span style="color: red;">- - -</span> Project Area              | <span style="color: yellow;">- - -</span> Boardwalks    |
| <span style="color: purple;">■</span> Existing Buildings         | <span style="color: blue;">—</span> Swim Beach          |
| <span style="color: green;">—</span> Roads                       | <span style="color: blue;">—</span> Floating Dock       |
| <span style="color: orange;">- - -</span> Natural Surface Trails | <span style="color: green;">—</span> Parking            |
| <span style="color: green;">—</span> Existing Greenway           | <span style="color: orange;">▲</span> Camping           |
|  | <span style="color: orange;">●</span> Observation Tower |

06/03/2021



# Alternate #1 Wildwood Park East Lake City of Greenville, North Carolina





## Upcoming Target Dates

- **June 17, 2021** – Public Input Session for Park Development Plan draft being held at Town Common during Concert on the Common Event
- **June 21, 2021** – 30% design documents and probable cost estimates due for phase 2 amenities
- **July 2021** – City Staff work with McGill Associates to finalize Park Development Plan
- **September 2021** – City Council Consideration of Adopting Final Park Development Plan





# Activating Wildwood Park through Programs and Events



# Wildwood Park Program Plan

Recreation and Parks Staff have planned a variety of nature programs for the fall which include but are not limited too:

BioBlitz

Homeschool Programming

Stargazing

Fishing Demos

Camping Programs

Guided Kayak Tours

*Staff will continue to plan events with promotion beginning in August 2021.*



# Wildwood Park Event Plan

Events will showcase the natural beauty of our trails, lake, and the Tar River and create a stronger sense of family, community, and unity.

Approximately 35+ new events have been identified to date to be held at Wildwood Park and will be implemented in the next 12-18 months.

## Those events will include:

Roast at the River

Wellness Wednesdays

Homegrown Concert Series

National Kids to Parks Day

BBQ, Blues & Brews

Paddlefest

Flick-n-Float



# QUESTIONS



# Item 2

## Development Update



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# Planning & Development Services Department



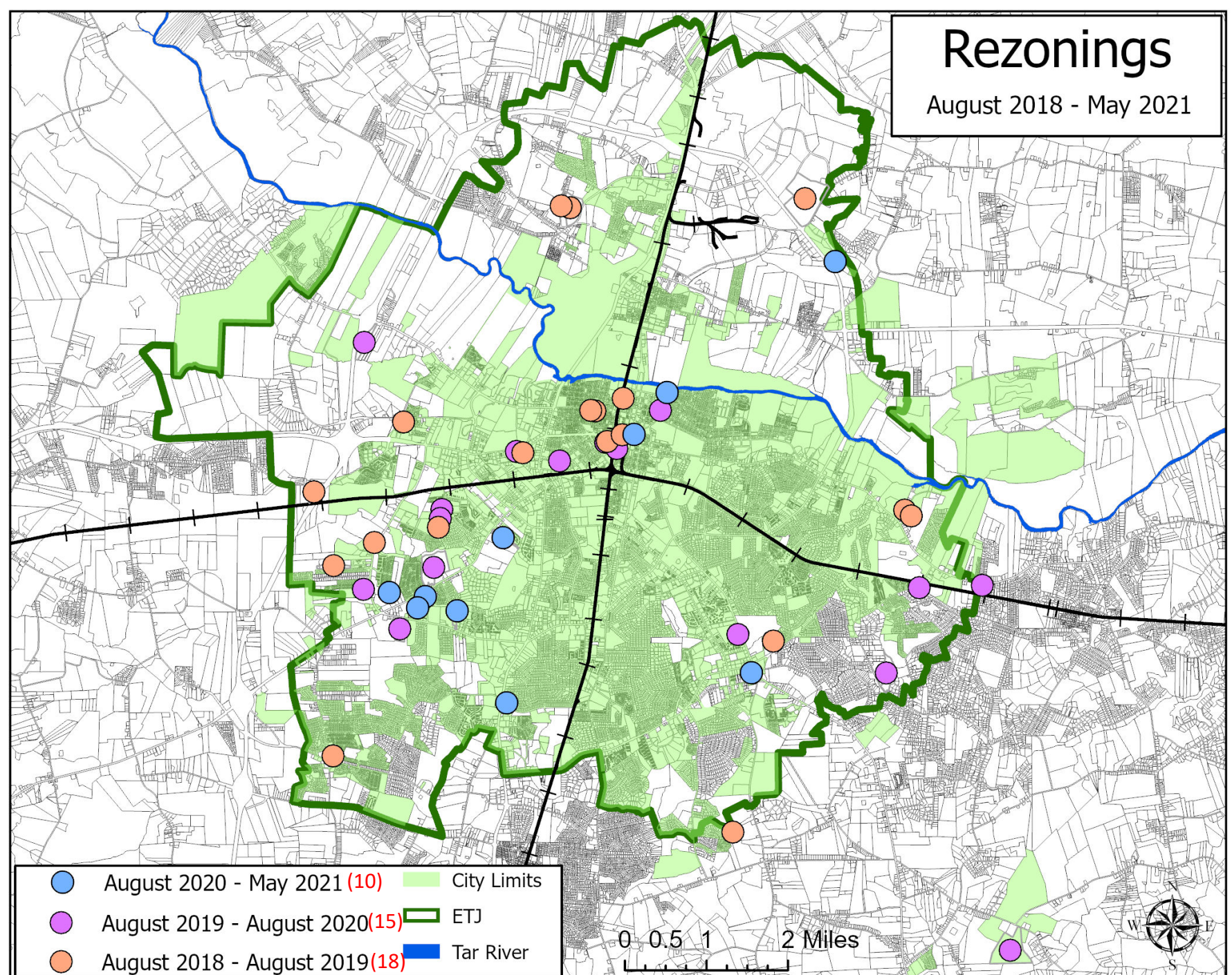
## Development Update



# Planning & Development Services Department

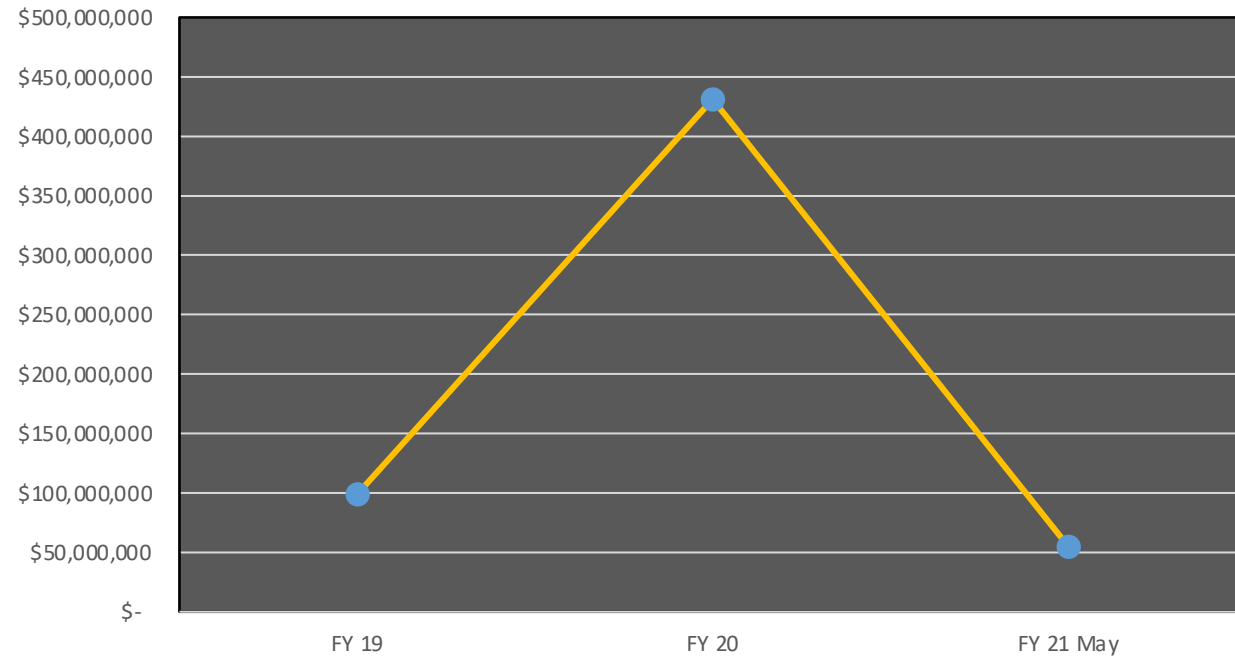
Despite the difficult climate the City has faced in 2020 as a result of COVID-19, development activity continues to be robust & vibrant and on track to set new record highs.







## Rezoning - Estimated Tax Value



	FY 19	FY 20	FY 21 (11 Months)
*Estimated Tax Value	\$98,630,000	\$431,160,000	\$54,895,000
# of Rezoning's	18	15	10

*\*Full valuation of rezonings will be spread out over several years*





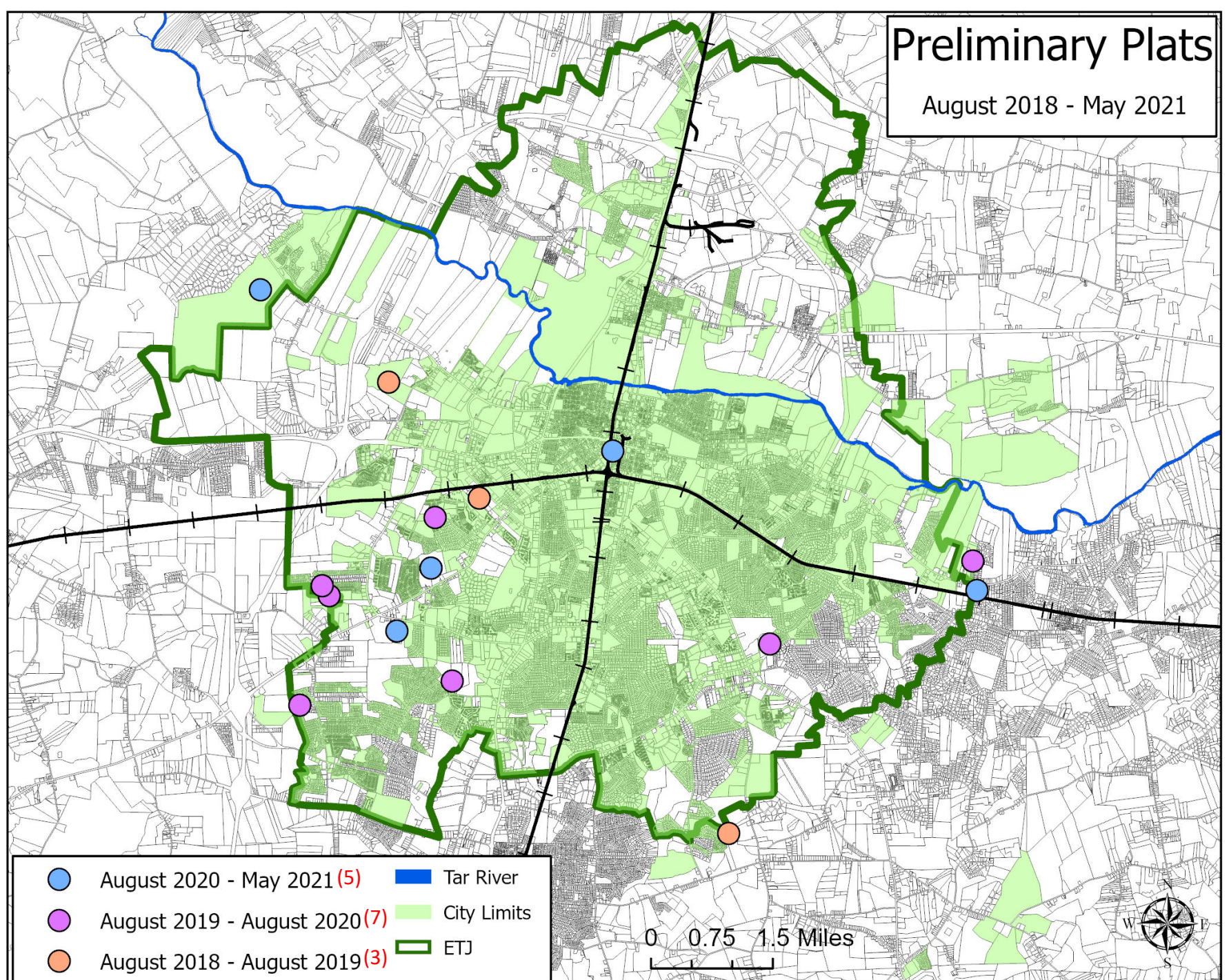
Aug 2018 - Aug 2019		
Case #	Applicant	Estimated Tax Value
18-16	City of Greenville	\$0 tax exempt
18-17	Gary L. Warren, Trustee, (Industrial Park)**	\$0 tax exempt
18-18	Salvatore Passalacqua**	\$500,000
18-19	The Imperial Bldg, LLC and Saad Rentals	\$100,000
18-20	Happy Trail Farms, LLC (Belvoir Hwy and Sunnybrook Rd.)**	\$30,000,000
18-21	McKesson Properties, LLC	\$30,000
18-22	Synergy Properties, LLC**	\$1,800,000
18-25	East Carolina Inn, Inc	\$20,000,000
18-26	Scotland Mgmt, LLC and Happy Trail Farms, LLC (Davenport Farm Rd. and Frog Level Rd.)**	\$7,250,000
18-27	Happy Trail Farms, LLC (SW Bypass and Stantonsburg Rd.)**	\$50,000
18-28	Bent Creek Farms, LLC	\$100,000
18-29	ACP Holdings, LLC	\$12,000,000
18-30	Carolina Penn Investment Group, LLC	\$300,000
18-31	Bent Creek Farms, LLC	\$500,000
18-33	Bobby Joyner**	\$12,000,000
19-01	Ocean Reef Investments, LLC**	\$1,000,000
19-02	Happy Trail Farms, LLC (E. 10th St. and Port Terminal Rd.)**	\$12,000,000
19-03	Blackwood, Parrott & Roberson, LLC	\$1,000,000
		<b>\$98,630,000</b>

## Rezoning

Aug 2019 - Aug 2020		
Case #	Applicant	Estimated Tax Value
19-04	Carolina Eastern Homes, LLC**	\$149,000,000
19-07	Home Builders and Supply	\$20,000
19-09	Collice and Ann Moore, LLC	\$25,000
19-13	Liberty FWB Church of Gville, Inc	\$50,000
19-16	Salvadore Passalacqua**	\$100,000
19-18	East Carolina University	\$20,000,000
19-19	John Marvin Taft	\$1,800,000
19-20	Rocky Russell Development, LLC	\$165,000
19-21	HBL Investments, LLC	\$11,000,000
20-06	East Carolina University**	\$60,000,000
20-05	Three Twenty LLC**	\$40,000,000
20-02	John F. Moye, Sr. Heirs**	\$26,800,000
20-03	Amy A. Edwards**	\$40,000,000
20-04	Happy Trail Farms, LLC** (Herman Garris Rd. and Portertown Rd.)	\$36,000,000
20-08	CR Development, LLC**	\$46,200,000
		<b>\$431,160,000</b>

Aug 2020 - May 2021		
Case #	Applicant	Estimated Tax Value
20-09	Stark Holdings, LLC & Trade Land Company, LLC	\$10,000,000
20-10	PB Builders, LLC	\$22,500,000
20-11	3810 Charles, LLC	\$135,000
20-12	Langston Farms, LLC	\$1,500,000
20-13	PB Builders, LLC	\$9,000,000
20-14	4 Life Properties, LLC	\$8,000,000
21-01	Third Waves Housing, LLC	\$1,260,000
21-02	Collice Moore, Jr.	\$1,000,000
21-05	MQ Construction, Inc	\$1,500,000
21-06	City of Greenville (Town Common)	\$0
		<b>\$54,895,000</b>

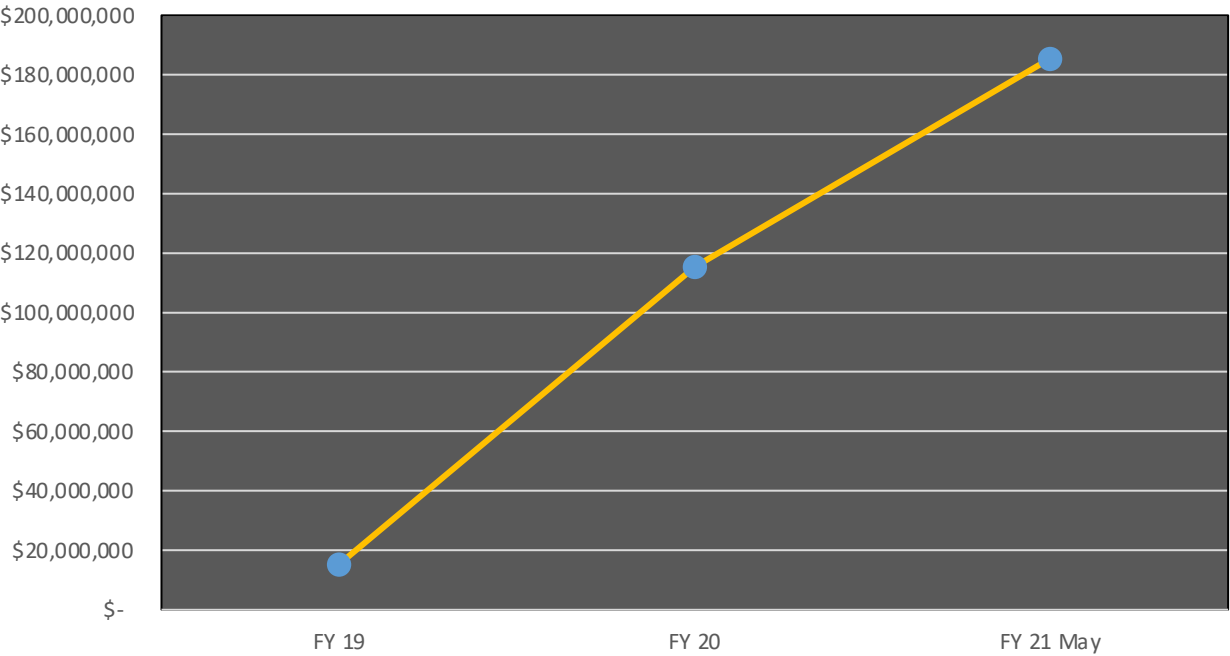
\*This information is intended to be a condensed representation of activity and estimated tax value. Staff can provide more detailed information if needed.



Carolina Crofts



Preliminary Plat - Estimated Tax Value



	FY 19	FY 20	FY 21 (11 Months)
*Estimated Tax Value	\$15,300,000	\$115,400,000	\$185,500,000

*\*Full valuation of Preliminary Plats will be spread out over several years*

## Aug 2018 - Aug 2019

Case #	Applicant	Estimated Tax Value
18-05	West Arlington Commercial Park**	\$80,000,000
19-01	Blackwood Ridge SF Subdivision	\$2,300,000
19-02	Carter Ridge SF Subdivision and	\$13,000,000
		<b>\$15,300,000</b>

## Preliminary Plats

## Aug 2019 - Aug 2020

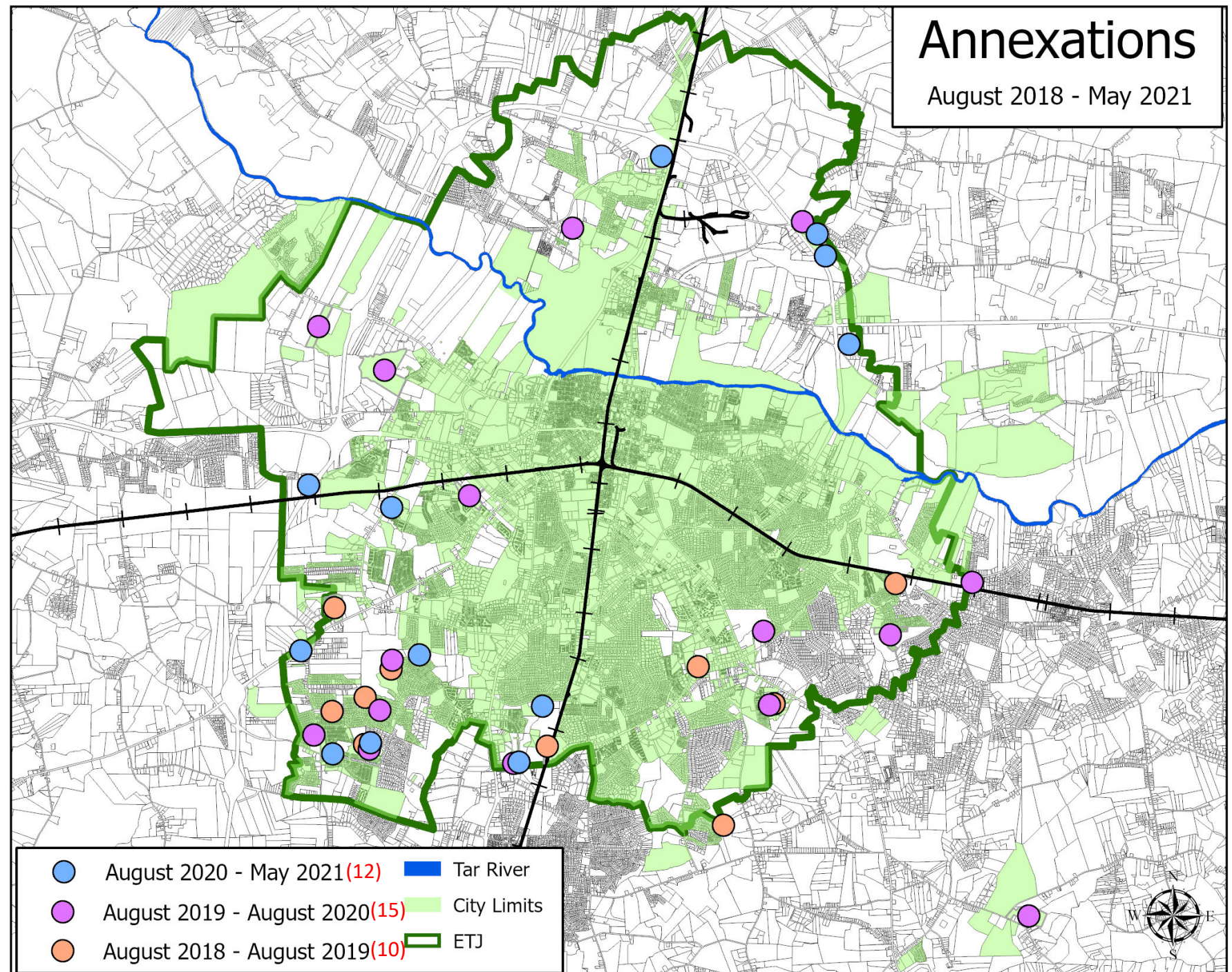
Case #	Applicant	Estimated Tax Value
19-03	River Bend SF Subdivision**	\$21,600,000
19-04	Farrington Trace Townhomes**	\$12,000,000
20-01	Fieldstone Duplexes	\$8,000,000
20-02	Barrington Fields SF	\$12,000,000
20-03	Ridgewood Farms SF Subdivision**	\$43,000,000
20-04	Stonehaven SF Subdivision	\$9,300,000
20-05	Bent Creek Duplexes**	\$9,500,000
		<b>\$115,400,000</b>

## Aug 2020 - May 2021

Case #	Applicant	Estimated Tax Value
20-06	Brook Hollow Duplexes	\$22,500,000
20-07	Millennial Warehouse Campus	\$60,000,000
20-08	LT Hardee East	\$10,500,000
20-09	Kadie Farms	\$12,500,000
21-02	Carolina Croft	\$80,000,000
		<b>\$185,500,000</b>

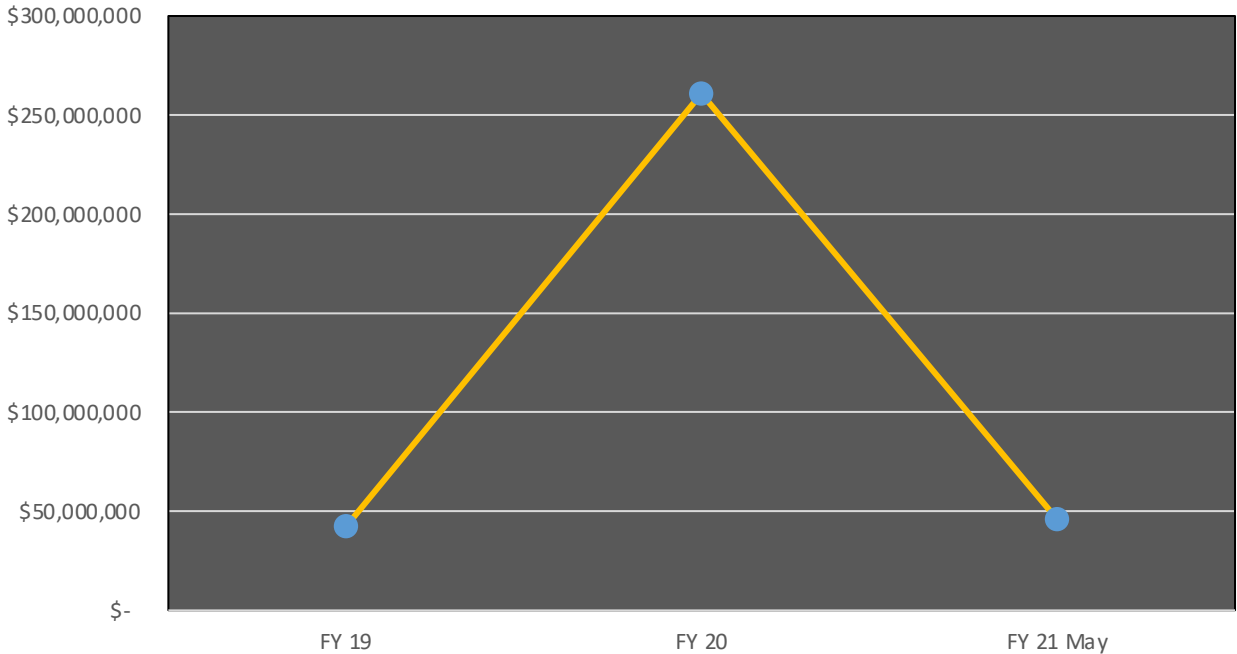
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Annexations - Estimated Tax Value



	FY 19	FY 20	FY 21 May
*Estimated Tax Value	\$42,342,000	\$260,833,000	\$45,760,718

*\*Full valuation of annexations will be spread out over several years*

## Aug 2018 - Aug 2019

Case #	Applicant	Estimated Tax Value
18-04	Covington Downe Commercial Center	\$675,000
18-07	Greenville Auto Auction	\$3,325,000
18-09	Stuart Michael Edwards	\$142,000
18-10	Charleston Village SF Subdivision (portion)	\$7,800,000
18-11	Savannah Place SF Subdivision (portion)	\$300,000
18-12	Langston West SF Subdivision (portion)	\$8,200,000
18-14	Grey Fox Run Townhomes	\$2,600,000
18-15	City of Greenville	\$14,000,000
19-01	Davenport Farms at Emerald Park SF Subdivision (portion)	\$4,000,000
19-02	Blackwood Ridge SF Subdivision (portion)	\$1,300,000
		<b>\$42,342,000</b>

# Annexations

## Aug 2019 - Aug 2020

Case #	Applicant	Estimated Tax Value
19-07	Mills Rd Area**	\$149,000,000
19-09	Fire Tower Comm Park	\$1,800,000
19-10	Arbor Hills South SF Subdivision (portion)	\$14,200,000
19-11	Langston West SF Subdivision (portion)	\$5,600,000
20-01	Bobby Joyner**	\$12,000,000
20-02	Davenport Farms at Emerald Park SF Subdivision (portion)	\$3,800,000
20-03	Taberna SF Subdivision (portion)	\$6,000,000
20-04	Three Twenty Enterprises**	\$11,000,000
20-05	North Creek Comm Park, Lot 8**	\$2,500,000
20-06	Grey Fox Run Townhomes (portion)	\$5,200,000
20-07	Savannah Pl. SF Subdivision (portion)	\$5,833,000
20-08	West Arlington Comm Park Sect 1**	\$19,500,000
20-09	Carter Ridge**	\$20,000,000
20-10	Travathan Family	\$1,400,000
20-11	Ag Carolina Farm Credit**	\$3,000,000
		<b>\$260,833,000</b>

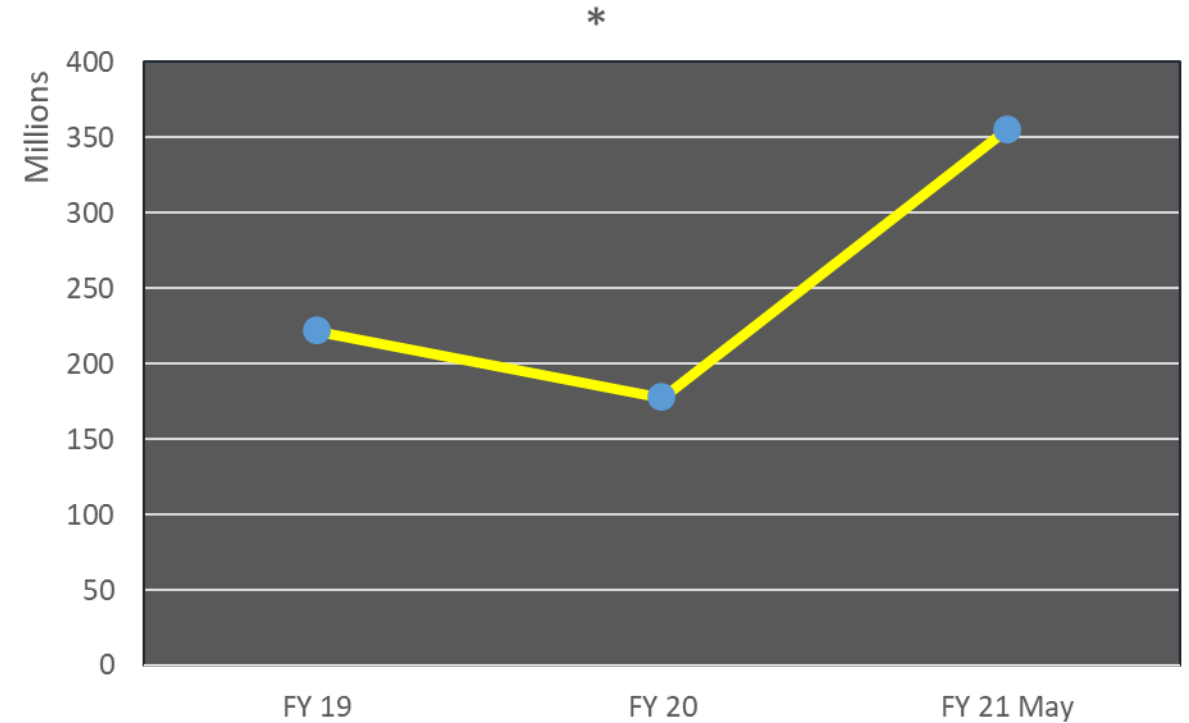
## Aug 2020 - May 2021

Case #	Applicant	Estimated Tax Value
20-12	Westhaven South, Lot 2 Sect 5	\$1,500,000
20-13	Edmonson Properties, LLC **	\$10,500,000
20-14	Blackwelder Properties, LLC	\$1,105,718
20-15	Bobby Ray Mills	\$190,000
20-16	Langston Farms, Ph 11 Section 2**	\$12,500,000
20-17	Happy Trail Farms, LLC	\$50,000
21-01	North Creek Comm Park Lot 6	11300000
21-02	Lakeview Ind Park Lot 7	\$1,210,000
21-03	Fire Tower Comm Pk Lot 28	\$1,000,000
21-04	Davenport Farms at Emerald Point Ph 5**	\$5,512,000
21-05	North Greene Comm Park	\$750,000
21-06	Clyn Barber	\$143,000
		<b>\$45,760,718</b>

\*This information is intended to be a condensed representation of activity and estimated tax value. Staff can provide more detailed information if needed.



# Past 3 Years - Permit Valuation



	FY 19	FY 20	FY 21 (11 Months)
Building Permit Valuation	\$221,752,763	\$177,362,843	\$355,077,117

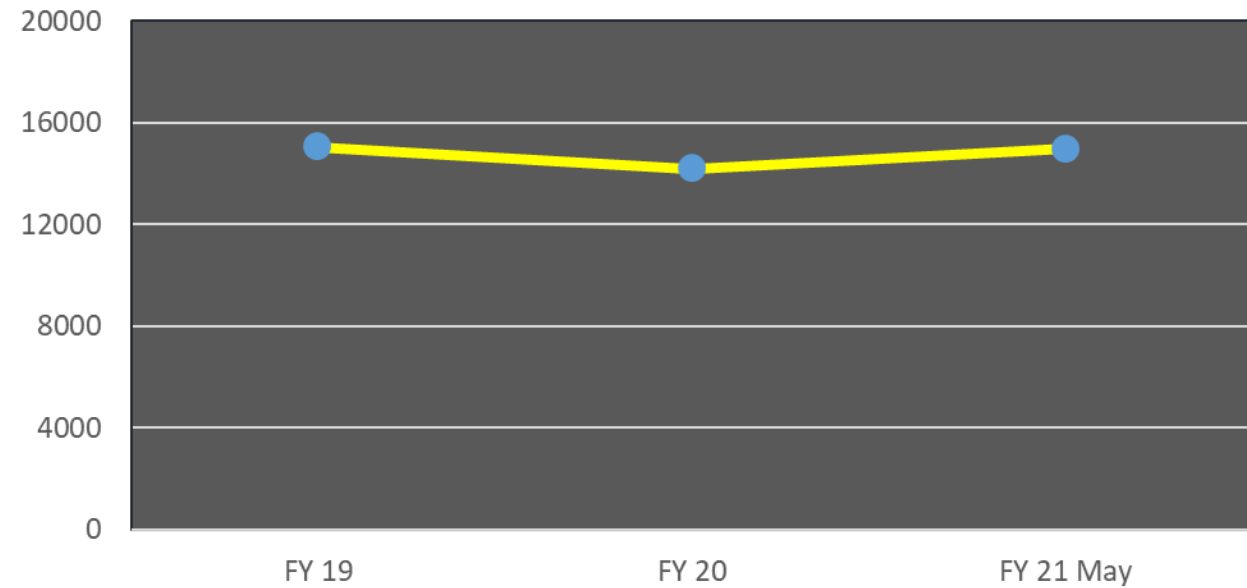
# Past 3 Years - Permits



	FY 19	FY 20	FY 21 (11 Months)
Building	2,321	1,096	1,122
Mechanical	1,943	2,336	2,067
Plumbing	688	724	690
Electrical	2,180	2,812	2,659



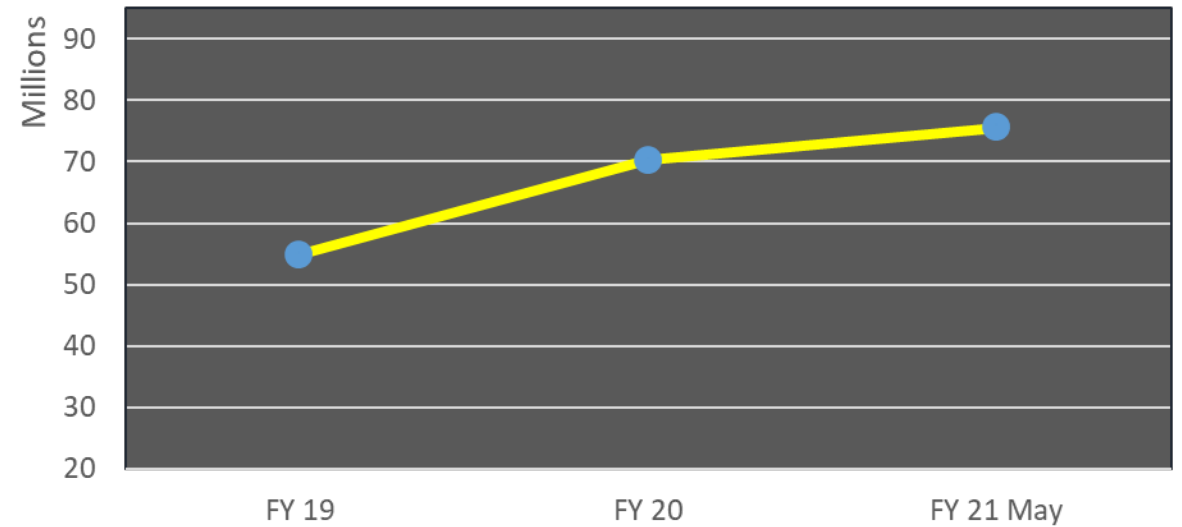
# Past 3 Years Field Inspections



	FY 19	FY 20	FY 21 (11 Months)
Field Inspections	15,043	14,202	14,966



# Valuation: "NEW" Single Family Residential Permits Only



	FY 18-19	FY 19-20	FY 20-21 (11 Months)
New Residential	\$54,879,807 (219 Permits)	\$70,292,514 (308 Permits)	\$75,555,891 (316 Permits)



# Notable Projects Jolly Roger completion (August 2021)



443,000 Sq. Ft./ 7 stories  
294 units: \$52,000,000  
Parking Deck: \$25,500,000

Total Project cost: \$77,500,000



# Notable Projects

*Thermo-Fisher* : New production line

*Pharmaceuticals  
Production Line*

152,131 SF New  
Building

\$52,500,000



# Notable Projects

***Domtar Personal Care:*** New production line

*Attends:*

Production Line  
Renovation of  
existing 11,000 SF  
\$1,960,000



# Notable Projects

## Vidant Cancer Center- Will Upfit two shell floors

*5<sup>th</sup> and 6<sup>th</sup> Floors*

Upfit / Renovation  
of 45,000 SF / floor

Approx:  
\$9,000,000

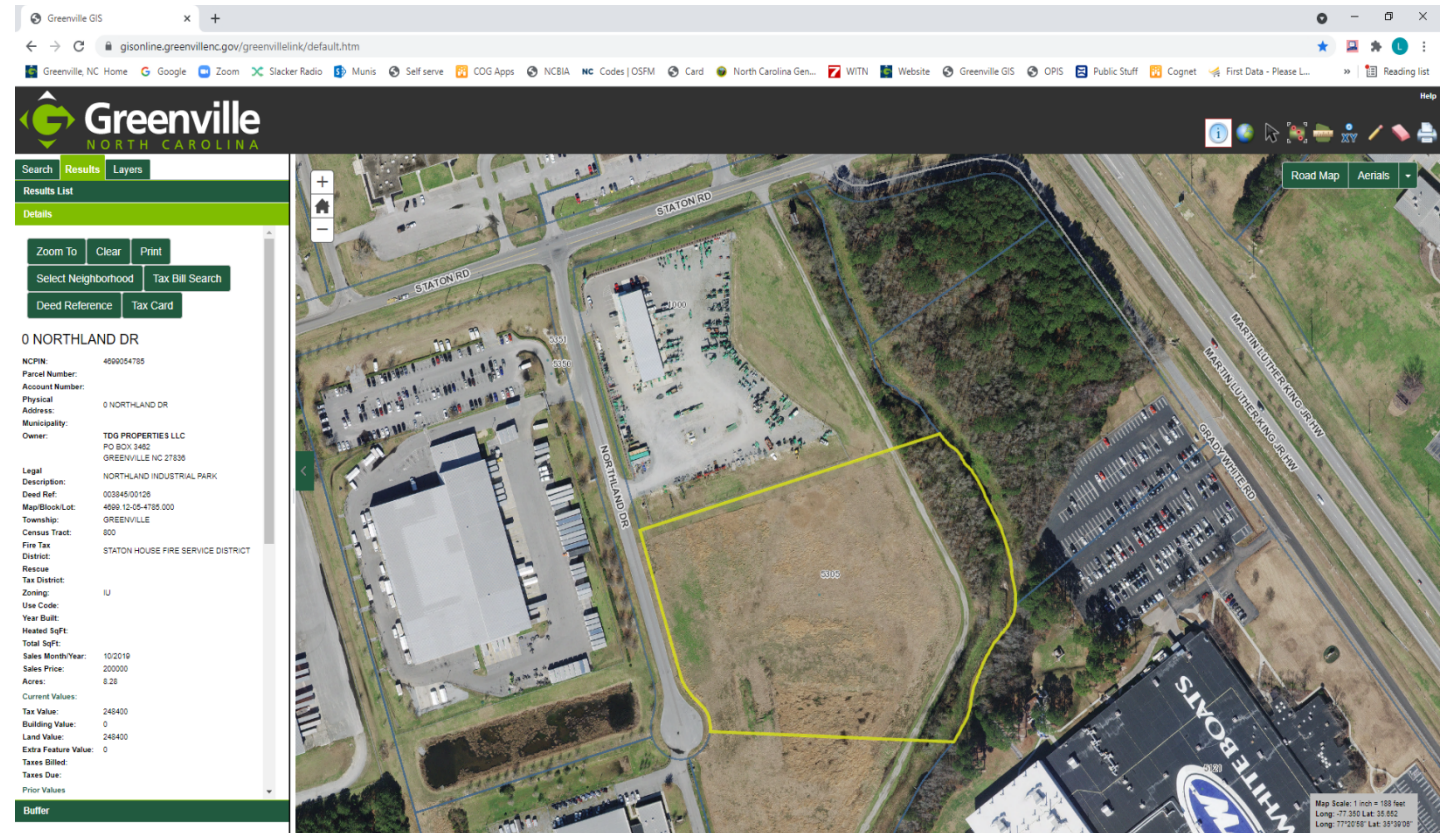


# Notable Projects

## CINTAS Uniform Services

24,000 Square Foot  
Pre-Engineered  
Metal building to  
be used by Cintas  
distribution

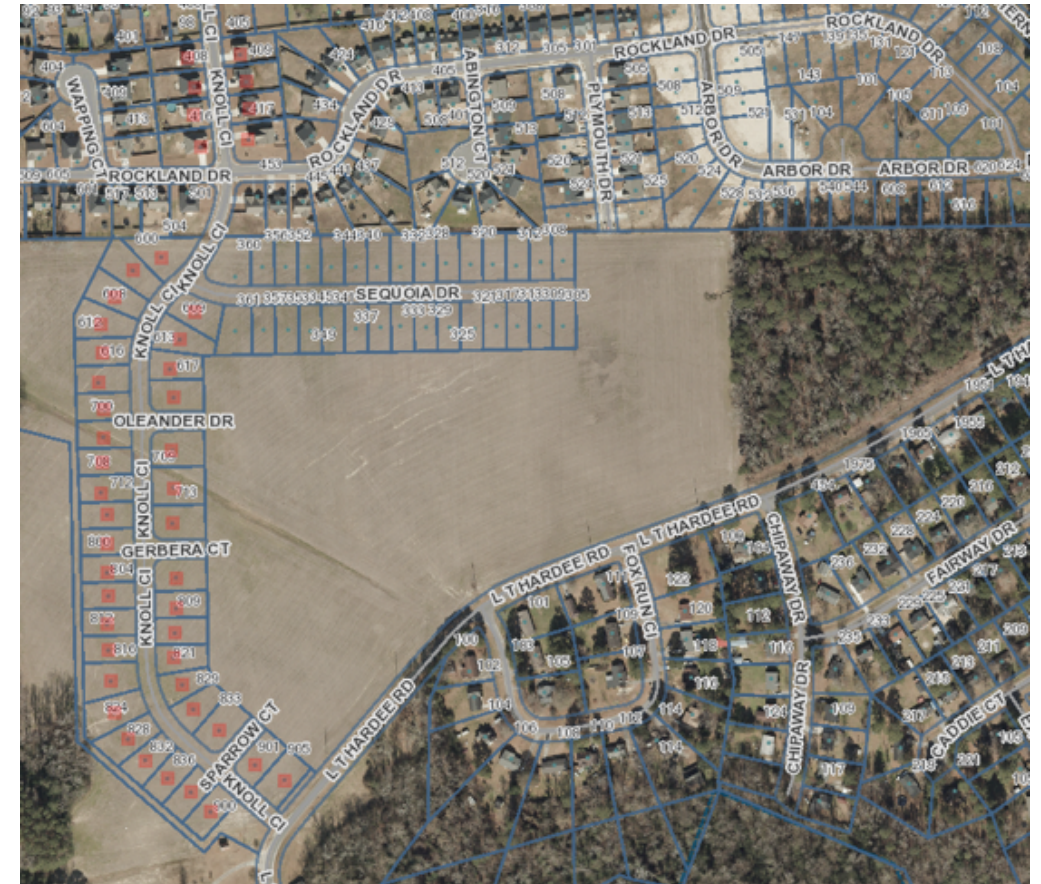
\$2,000,000 valuation



# Subdivision Development

## Ex: Arbor Hills South

- Full Area all phases has 189 lots



Bill Clark  
Homes



**We foresee continued  
development growth in  
the City of Greenville  
for quite some time....**

**Questions?**

