
REDEVELOPMENT



COMMISSION

MEMO

To: Redevelopment Commission Members

From: Carl Rees, Economic Development Officer

Date: January 3, 2014

SUBJECT: Redevelopment Commission Meeting

The Redevelopment Commission is scheduled to meet for a regular business meeting on Tuesday, January 7th 2014 at the Greenville City Hall. The meeting is also designated as the Commission's "Annual Meeting" and as such the Commission will be required to elect officers for the upcoming calendar year during the meeting. We have included a copy of both the Redevelopment Commission By Laws as well as the City Council Ordinance that created the Commission for review. The enclosed agenda materials also contain details regarding several important projects that are slated for discussion at the January 2014 meeting.

Over the last 18 months, the Redevelopment Commission has taken the lead on behalf of the City for studying locations for a downtown parking deck as well as completing due diligence work on the final site once it was selected by the Greenville City Council. The Commission has also been actively involved in developing connections to the parking deck site from surrounding blocks. With plans for the parking deck well under way, the Redevelopment Commission now has the opportunity to review and comment on site plans for public areas surrounding the parking deck site. A copy of the site plan for the parking deck as well as plans for the lot at 423 Evans street are included for review in this agenda packet.

Staff will also provide the Commission with updates on the recent meetings with the Dickinson Corridor Study consulting team, as well as a mid-year budget report. Based on a preliminary review of the Commission's FY 13-14 budget, it appears that some line items such as the Evans Gateway and Dickinson Streetscape project are overfunded while other projects such as the Uptown Theatre repairs, business plan competition and parking deck area site-work may be underfunded. Keeping in mind that all 2004 general obligation bond funds for revitalization must be expended by the end of the 2014 calendar year, staff will make recommendations at the February meeting on potential budget revisions.

We look forward to seeing you at the January meeting. If you have any questions or need additional information, please feel free to call me at 329-4510, or Tiana Keith at 329-4508.

Redevelopment Commission Meeting
Tuesday, January 7th, 2014 ~ 5:30 PM

City Council Chambers ~ 200 West 5th Street

Agenda

- I. Welcome
- II. Roll Call
- III. Approval of Minutes – December 3, 2013
- IV. Public Comment Period
- V. Review of Redevelopment Commission Charge
- VI. Election of Officers
- VII. Update on Parking Deck Area Site Design
- VIII. Update on Dickinson Corridor Planning Process
- IX. Mid Year Budget Update
- X. Report from Secretary
 - a. Monthly Financial Report
- XI. Comments from Commission Members
- XII. Adjournment

GREENVILLE REDEVELOPMENT COMMISSION MINUTES

December 3, 2013
Greenville, NC

The Greenville Redevelopment Commission met on the above date for a meeting at 5:30 p.m. in the City Council Chambers of the City Hall Building located at 200 West Fifth Street.

COMMISSION MEMBERS PRESENT:

Jeremy King
Angela Marshall

Sharif Hatoum
Mark Woodson, Interim Chair

Richard Patterson

STAFF MEMBERS PRESENT: Jonathan Edwards, Audio; Merrill Flood, Director of Community Development; Tiana Keith, Secretary; and Carl Rees, Economic Development Manager

APPROVAL OF MINUTES OF September 3, 2013

Motion was made by Mr. Jeremy King and seconded by Mr. Richard Patterson to approve the November 5, 2013 minutes as amended. Motion carried unanimously.

Presentation of Conceptual Plan for 423 Evans Street Lot

Mr. Mansfield- Next we have the presentation for 423 Evans Street.

Mr. Rees- We are happy to bring forward some of the latest work for access to the City's parking deck site through the Redevelopment Commission owned 423 Evans Street. The hope was that this lot would be redeveloped and go back on the tax roles. Also, from the inception of the idea to purchase this lot has always been interested in providing access to additional parking. With that in mind, I would like to ask Dirk Tyson, Contract Engineer with Rivers and Associates, to come forward to update the Commission generally on planning for the parking deck site and how we should tie this lot into the parking deck site. These are early conceptual illustrations open to comments and questions.

Mr. Dirk Tyson presented background and an update on the progress at 423 Evans Street Lot.

Mr. Rees- There is no action required at this time. We just wanted to share an update and receive any comments the Commission may have.

Mr. Woodson- Are there any questions?

Mr. King- Can we go back to the last slide? Are the circles bushes?

Mr. Tyson- The circles are symbols representing landscaping. It may be a tree or bush but this may change before we see you again. This is an early conceptual plan.

Mr. King- I know this is a preliminary design but I like the path to get to the elevator. The only thing I would say is, how much time do we want these pedestrians hanging out on this lot? Do we want this to be a welcoming open space or do we want them to move on to that garage?

Mr. Tyson- Well this is going to allow these surrounding business owners to have to entries. Restaurants may consider incorporating outdoor seating into the back of their businesses. Long term we want this to be somewhere people do not mind spending time.

Mr. Rees- With regard to the hanging out, there are probably times of day where groups of people hanging out may be good and other times of day where it may not. The Police Department has been closely involved in the planning process for the entire project. We are also looking at camera locations to make sure it is a safe pathway for pedestrians.

Mr. King- We want to be good neighbors to the surrounding businesses. I want to make sure businesses do not see this as them having people loitering out there and causing problems for their business.

Mr. Tyson- We want to encourage pedestrians but discourage loitering. It is not necessarily an attractive back of house now, but we hope that this deck will spur additional redevelopment investment in other areas.

Mr. Hatoum- Will there be a gap or will the parking deck extend to the walls of the buildings that currently exist?

Mr. Rees- That is still a work in progress. The improvements we have scheduled will only be on City property. However, we have had some conversations with these owners about their interest and issues. The City Council is only paying for the public property but we hope some private owners will follow on and choose to improve some of their property.

Mr. Woodson- Thank you, Mr. Tyson. This meets our basic criteria of being inexpensive so that we do not have to put in then pull out when a developer comes along.

PUBLIC COMMENT

There was no public comment.

Discussion of Application for Our Town Public Art Grant

Mr. Rees- I am excited to bring this item forward. Some of the longer term Commission members have been able to celebrate some of the public art successes that we have had. The interest in public art goes back to the Center City/West Greenville Revitalization Plan using public art as an opportunity to create a sense of place in Greenville's urban areas, and a way to quickly, and relatively inexpensively, spruce up areas as redevelopment occurred. We have engaged the local arts council and incorporated a public arts master plan as a part of the streetscape master plan. The next opportunity for public art that had been identified by the Redevelopment Commission was the Evans Gateway area. Currently the Commission has a placeholder in their budget for \$250,000 to pay for this project including decorative crosswalks and some sort of gateway art. We had identified a placeholder within that \$250,000 of \$50,000 for this project, and ultimately would have contacted the Arts Council to find an artist. We became aware of the National Endowment for the Arts Our Town Grant. It is a great program that can advance public art in our city. As we have had additional discussion with the Arts Council we have come to understand there is a matching requirement and we have those dollars sitting in front of us. We have the opportunity to take that \$50,000 and actually turn it into much more money as Holly Garriott, Executive Director for the Arts Council, will explain. The Redevelopment Commission still gets their art work and we get a whole lot more bang for the buck.

Ms. Garriott explained the details of the NEA Our Town Grant.

Staff Recommendation: The Redevelopment Commission support application to the NEA "Our Town" grant program with a commitment of \$50,000 of matching funds for the development of gateway artworks for Evans Street.

Mr. King- So you are asking the Redevelopment Commission for \$50,000 that was already earmarked for Evans Street Gateway public art that will go along with \$25,000 of your own money, and if successful this grant we will get \$75,000 more?

Ms. Garriott- Exactly.

Mr. King- When people come up in front of us and are willing to put their own money in front of it with us it makes me much more supportive.

Ms. Garriott- This project will happen whether we get this grant or not.

Mr. Woodson- Are there any stipulations or restrictions that we need to be aware of?

Ms. Garriott- There are things that they prefer to fund and do not prefer to fund. The one thing they do want to do is get artists paid. The public arts piece is very fundable.

Mr. King- If we could find more organizations that wanted to fund operations, I would be

all for that.

Mr. Woodson- Since this is already a line item in our budget do we need a motion?

Mr. Rees- We would. There are also some forms that the City needs to sign off on so we will be presenting this at City Council also.

Motion was made by Mr. Jeremy King and seconded by Mr. Richard Patterson to support the application to the NEA "Our Town" grant program with a commitment of \$50,000 of matching funds for the development of gateway artworks for Evans Street. Motion carried unanimously.

Discussion of Town Common Master Plan Implementation

Mr. Rees- At last month's meeting we revisited the Master Plan for Town Common. Following that presentation staff recommended we have some discussion with partners in Uptown Greenville in the Bank of America board room that overlooks the Town Common. If there proves to be interest this group could become a working committee for six months or so that would come up with recommendations for City Council to enact. We are recommending including Chair and Vice Chair from the boards and commissions involved and see what that yields.

Mr. King- Since I opened this can of worms I would volunteer to be on that.

Mr. Rees- We need two, so if there is consensus among the Commission that would work.

Mr. Woodson- And also, if any other member feels strongly they need to attend that is fine. It might turn into the Redevelopment Commission hosting this.

Discussion of RFI for Uptown Theatre

Mr. Rees- Our partner in this project who is also contracted to do some of this work on our behalf is the Uptown Greenville organization, so I would like to ask their Executive Director, Bianca Shoneman, to come forward. She has a great presentation for you.

Ms. Shoneman presented an overview of the Uptown Theatre and a survey of community perspective.

Mr. Rees- We have had some very well intentioned people who have tried to generate interest from donors in Greenville to refurbish this place as an entirely public theatre. This is a different approach that would yield something different than a completely public theatre. We are talking about some public-private venture. The final decision will

always be made by the Redevelopment Commission and City Council. We just want to know what some great thoughts are that will help us make this empty building dilapidated building into something really cool.

Mr. King- The more ideas you can find the better. The tablet should be blank. If this calls for a motion I would recommend it. It does not mean we will like what they come back with. I like ideas.

Ms. Marshall- When you get the RFI will we have an opportunity to see those?

Ms. Shoneman- Certainly.

Mr. Rees- You will have a chance to see them all but we would highlight the ones that may be a bit more sophisticated.

Staff Recommendation: Redevelopment Commission authorize issuance of an RFI by Uptown Greenville to identify private sector partners that may be interested in redeveloping and/or operating the Uptown Theatre.

Motion was made by Mr. Jeremy King and seconded by Mr. Sharif Hatoum to authorize issuance of an RFI to identify private sector partners for the Uptown Theatre. Motion carried unanimously.

Recommendation of Acceptance for East 5th Street Alley Easement

Mr. Rees- We should be able to breeze through this quickly because it was already discussed by Mr. Tyson.

Mr. Rees presented background on 5th Street Alley.

Staff Recommendation: Redevelopment Commission endorse acceptance of a pedestrian easement by the Greenville City Council from GCPLUSC, LLC of approximately 728 square feet as depicted in the attached proposed map of record.

Motion was made by Mr. Richard Patterson and seconded by Mr. Jeremy King to endorse acceptance of a pedestrian easement. Motion carried unanimously.

Adoption of 2014 Meeting Schedule

Mr. Rees shared the following proposed meeting schedule for 2014.

January 7, 2014
February 4, 2014

March 4, 2014
March 18, 2014 (workshop)
April 1, 2014
May 6, 2014 (workshop)
June 3, 2014
August 5, 2014
September 2, 2014
October 7, 2014
November 4, 2014
December 2, 2014

Motion was made by Mr. Richard Patterson and seconded by Ms. Angela Marshall to accept the meeting schedule for 2014. Motion carried unanimously.

REPORT FROM SECRETARY

Monthly Financial Report

Mr. Flood: The expenditure reports for West Greenville and the Center City have been submitted for review by the Commission.

COMMENTS FROM COMMISSION MEMBERS

Mr. King- There was great representation and community involvement at the Imperial Tobacco Kickoff.

ADJOURNMENT

Motion was made by Mr. Sharif Hatoum and seconded by Mr. Jeremy King to adjourn the meeting. Motion carried unanimously.

Respectfully submitted,



Carl J. Rees, Economic Development Manager
The City of Greenville Community Development Department

ORDINANCE NO. 02-67
AN ORDINANCE CREATING THE
REDEVELOPMENT COMMISSION OF GREENVILLE

WHEREAS, The Planning and Zoning Commission of the City of Greenville, at its April 16, 2002, meeting, determined that blighted areas as defined by North Carolina General Statute 160A-503 exist within the territorial limits of the City of Greenville;

WHEREAS, notice of the intent of the City Council of the City of Greenville to consider the passage of an ordinance creating a redevelopment commission and to hold a public hearing on said ordinance was published in The Daily Reflector on May 27, 2002;

WHEREAS, a public hearing was held to consider the adoption of an ordinance creating a redevelopment commission at the June 13, 2002, regular meeting of the City Council of the City of Greenville and all persons were given an opportunity to be heard; and

WHEREAS, North Carolina General Statute 160A-504 authorizes the City Council of the City of Greenville to adopt an ordinance to create a redevelopment commission to function within the territorial limits of the City of Greenville;

NOW, THEREFORE, BE IT ORDAINED by the City Council of the City of Greenville, North Carolina, as follows:

Section 1. Required Findings. It is hereby found and determined that blighted areas as defined by North Carolina General Statute 160A-503 exist within the territorial limits of the City of Greenville and that the redevelopment of the blighted areas within the territorial limits of the City of Greenville is necessary in the interest of the public health, safety, morals or welfare of the residents of the City of Greenville.

Section 2. Creation. There is hereby created the Redevelopment Commission of Greenville to function within the territorial limits of the City of Greenville in accordance with the provisions of Article 22 of Chapter 160A of the North Carolina General Statutes.

Section 3. Members – Number. The Redevelopment Commission of Greenville shall consist of five (5) members, all of whom shall be residents of the City of Greenville. Each member shall be appointed by the City Council of the City of Greenville. The City Council of the City of Greenville may at any time by resolution or ordinance increase or decrease the membership of the Redevelopment Commission of Greenville, within the limitations prescribed by North Carolina General Statute 160A-508

Section 4. Members – Terms of Office. Members of the Redevelopment Commission of Greenville shall serve staggered terms with each term being five (5) years. For the initial Redevelopment Commission of Greenville, one member shall have an initial term of five years, one member shall have an initial term of four years, one member shall have an initial term of three years, one member shall have an initial term of two years, and one member shall have an initial term of one year. A member shall hold office until his successor has been appointed and qualified.

Section 5. Organization. The members of the Redevelopment Commission of Greenville shall select from among themselves a chairman, a vice-chairman, and such other officers as the Redevelopment Commission of Greenville may determine. A majority of the members of the Redevelopment Commission of Greenville shall constitute a quorum for its meetings.

Section 6. Powers. The Redevelopment Commission of Greenville shall have the powers of a redevelopment commission as set forth in Article 22 of Chapter 160A of the North Carolina General Statutes.

Section 7. Budgeting and Accounting Systems. The City Council of the City of Greenville may by resolution provide that the budgeting and accounting systems of the Redevelopment Commission of Greenville shall be an integral part of the budgeting and accounting systems of the City of Greenville.

This the 13th day of June, 2002.

/s/Robert D. Parrott
Robert D. Parrott, Mayor

ATTEST:

/s/Wanda T. Elks
Wanda T. Elks, City Clerk

ORDINANCE NO. 02-101
AN ORDINANCE AMENDING SECTION 3 AND 4
OF ORDINANCE NO. 02-67 OF THE CITY OF GREENVILLE

The City Council of the City of Greenville, North Carolina does hereby ordain:

Section 1. That Section 3 and Section 4 of Ordinance No. 02-67, City of Greenville, North Carolina, is hereby amended by rewriting said sections to read as follows:

Section 3. Members – Number. The Redevelopment Commission of Greenville shall consist of seven (7) members, all of whom shall be residents of the City of Greenville. Each member shall be appointed by the City Council of the City of Greenville. The City Council of the City of Greenville may at any time by resolution or ordinance increase or decrease the membership of the Redevelopment Commission of Greenville, within the limitations prescribed by North Carolina General Statute 160A-508.

Section 4. Members – Terms of Office. Members of the Redevelopment Commission of Greenville shall serve staggered terms with each term being five (5) years. For the initial Redevelopment Commission of Greenville, two members shall have an initial term of five years, two members shall have an initial term of four years, one member shall have an initial term of three years, one member shall have an initial term of two years, and one member shall have an initial term of one year. A member shall hold office until his successor has been appointed and qualified.

Section 2. All ordinances or parts of ordinances in conflict herewith are hereby repealed to the extent of such conflict.

Section 3. Any part or provision of this ordinance found by a court of competent jurisdiction to be in violation of the Constitution or laws of the United States or North Carolina is hereby deemed severable and shall not affect the validity of the remaining provisions of the ordinance.

Section 4. This ordinance shall become effective upon its adoption.

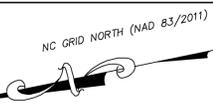
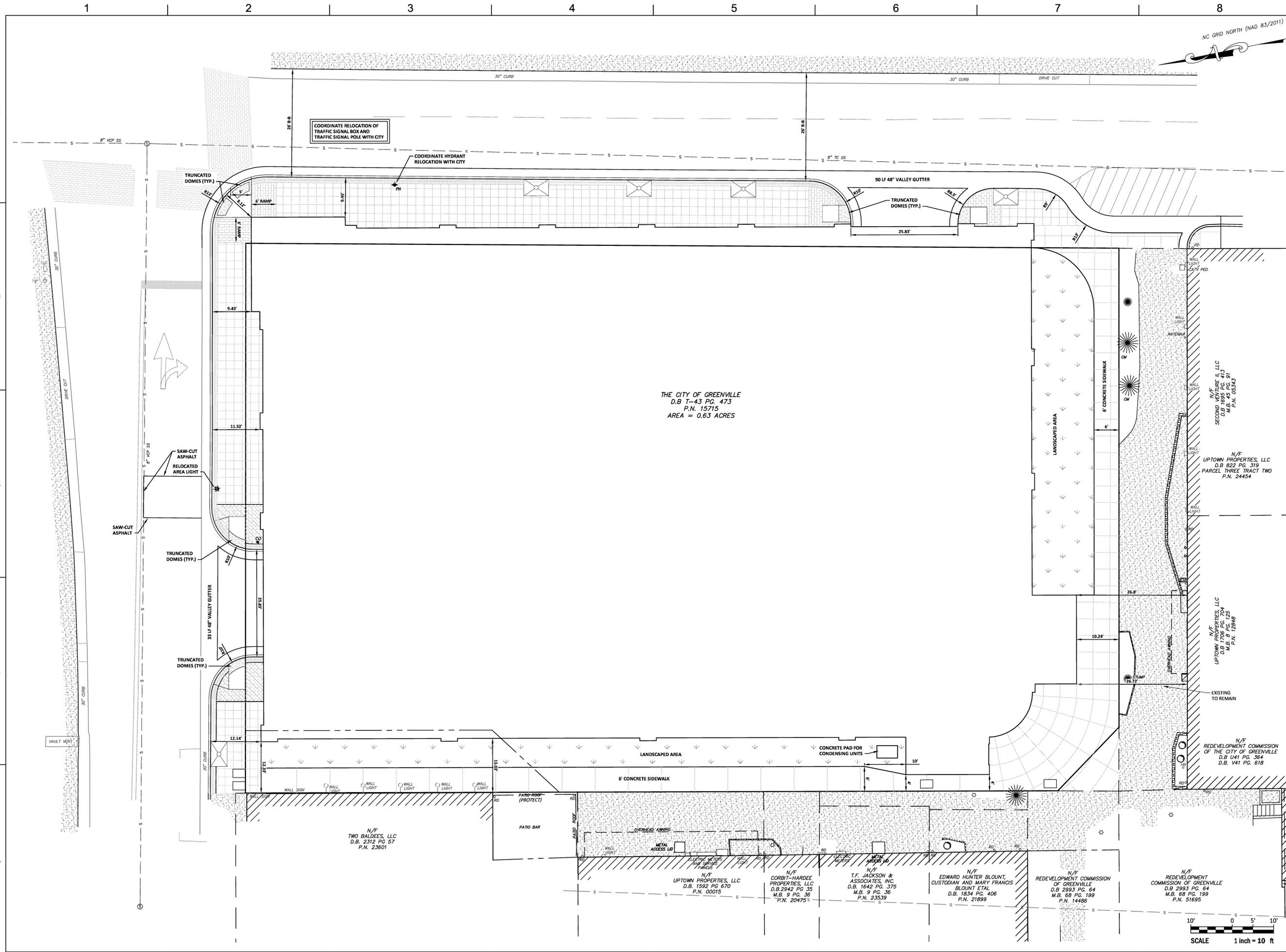
This the 7th day of October, 2002.

/s/Robert D. Parrott
Robert D. Parrott, Mayor

ATTEST:

Wanda T. Elks, City Clerk

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COORDINATE RELOCATION OF TRAFFIC SIGNAL BOX AND TRAFFIC SIGNAL POLE WITH CITY

COORDINATE HYDRANT RELOCATION WITH CITY

THE CITY OF GREENVILLE
D.B T-43 PG. 473
P.N. 15715
AREA = 0.63 ACRES

N/F TWO BALDEES, LLC
D.B. 2312 PG. 57
P.N. 23601

N/F UPTOWN PROPERTIES, LLC
D.B. 1592 PG. 670
P.N. 00015

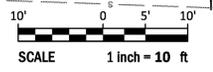
N/F CORBIT-HARDEE PROPERTIES, LLC
D.B. 2042 PG. 35
M.B. 9 PG. 36
P.N. 20475

N/F T.F. JACKSON & ASSOCIATES, INC.
D.B. 1642 PG. 375
M.B. 9 PG. 36
P.N. 23539

N/F EDWARD HUNTER BLOUNT, CUSTODIAN AND MARY FRANCIS BLOUNT ETAL
D.B. 1834 PG. 406
P.N. 21899

N/F REDEVELOPMENT COMMISSION OF GREENVILLE
D.B. 2993 PG. 64
M.B. 68 PG. 199
P.N. 14486

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D.B. V41 PG. 618



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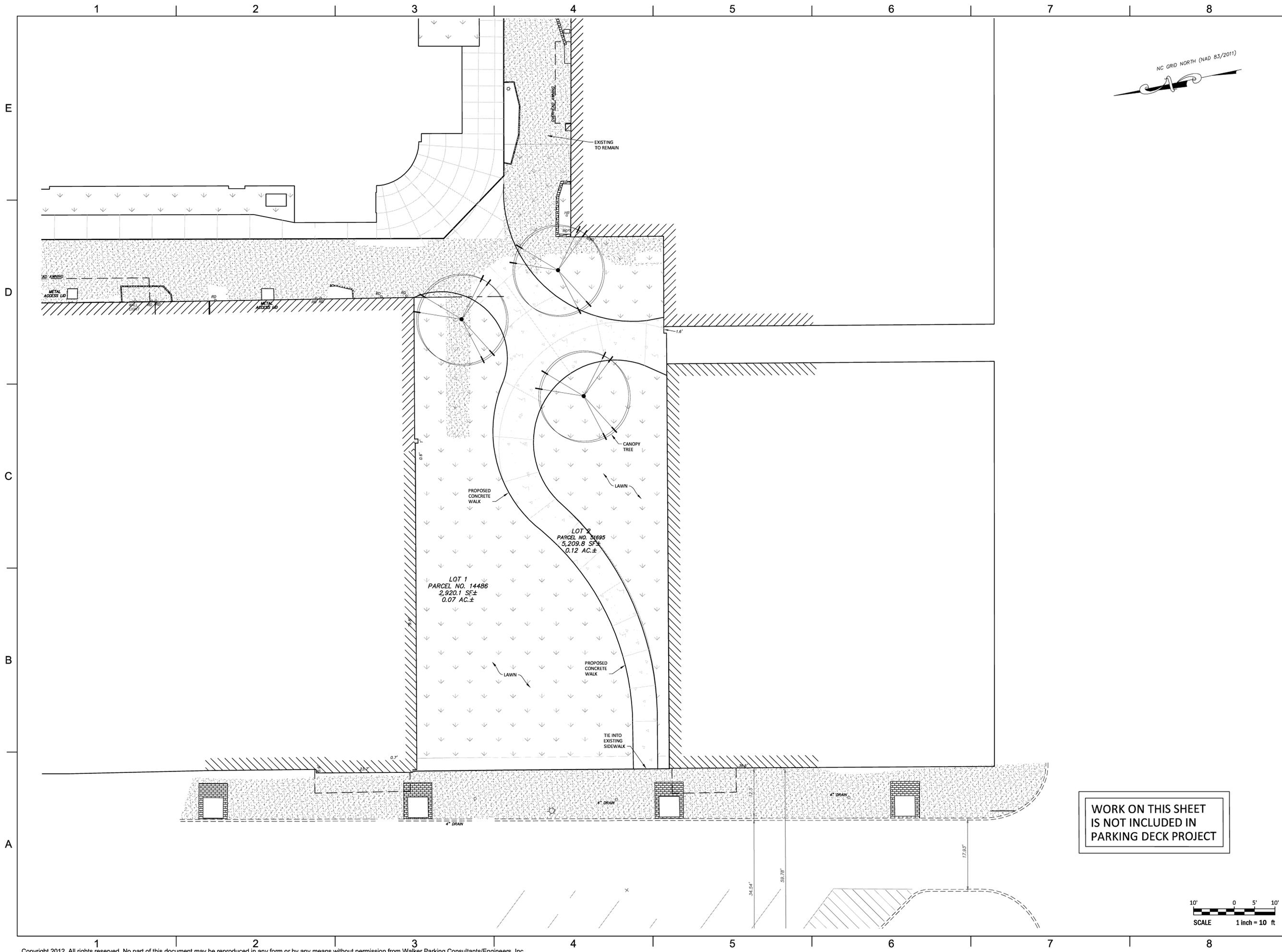
MARK	DATE	DESCRIPTION	ISSUE
	12/05/2013	90% CONSTRUCTION DOCUMENTS	
	11/06/2013	SCHEMATIC DESIGN	

PROJECT NO: 19-1017.00
DRAWN BY: JMH
CHECKED BY: JDR
SHEET TITLE:

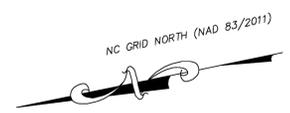
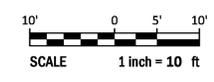
PARKING DECK LAYOUT PLAN

L1

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WORK ON THIS SHEET IS NOT INCLUDED IN PARKING DECK PROJECT



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MARK	DATE	DESCRIPTION	ISSUE
	12/05/2013	90% CONSTRUCTION DOCUMENTS	
	11/06/2013	SCHEMATIC DESIGN	

PROJECT NO: 19-1017.00
 DRAWN BY: JMH
 CHECKED BY: JDR

SHEET TITLE:
423 LAYOUT PLAN

L2

Exhibit A

Dickinson Avenue Market and Planning Study: Scope of Services to be provided by the Project Team

Project team: Brian Wishneff & Associates; Hanbury Evans Wright Vlattas & Company; Ayers Saint Gross; Partners for Economic Solutions

Total cost of services outlined herein = \$220,000

Brian Wishneff & Associates (BW&A) is the lead consultant. In addition to providing specialized services outlined herein, BW&A will serve as the project manager, taking ultimate responsibility over the work components provided by respective firms participating in the project.

Ayers Saint Gross (ASG) will facilitate the planning processes and work closely with City of Greenville staff and stakeholders in creating a long-range vision for the project area.

BW&A and ASG will work together to aggregate data, gather public/stakeholder input, integrate and summarize all the research findings and analyses, and synthesize all of the various services provided under this scope to create a vision for the project area and translate that vision in the forms of draft and final deliverables as described herein.

BW&A SCOPE

As PES, ASG and Hanbury Evans (HE) work to complete their analysis, BW&A will assist in this process which will result in a development plan including specific recommendations to the City on a path forward to implementation. The development strategy will recommend incentives and financing strategies to achieve the market supportable development. BW&A will evaluate the economic feasibility based upon the market analysis generated by PES. This analysis will include potential existing or proposed targeted incentives that could help facilitate this redevelopment. It will also include a specific analysis of particular buildings or lots that are best suited for initial investment and critical to the success of this corridor. Since determining those uses or sites that will serve as a catalyst for other redevelopment is a key to initiating redevelopment, we will focus on the following development opportunities.

- 1) Development of the Millennial Campus on the 20 acre site owned by East Carolina University. The recommendations related to this site will include providing a comprehensive use and financing plan for the redevelopment of the entire 20 acre site, and will begin with the renovation of the Haynie building which is threatened due to its physical condition. Explore the feasibility of developing a Performing Arts Center and a Work/Live Center on the site will be explored through cooperation with ECU and the Community College.

- 2) **The Haynie Building** analysis will involve the following:
 - Identify in cooperation with ECU and City's help potential tenants/users of this building
 - Through an interview process, determine their space needs (in cooperation with HE)
 - Based on this develop a space utilization for entire building (in cooperation with HE)
 - Based on this develop a cost estimate and development schedule (in cooperation with HE)
 - Based on this development scheme develop a funding plan
 - Based on this develop an operating budget including various rents
 - Based on this secure some type of LOI or lease
 - Also we will make a recommendation on the Landlord entity and management of facility

- 3) BW&A will analyze the feasibility of developing an Advanced Manufacturing Center at the Imperial site. This analysis will include both an examination of the suitability of the building for this specific adaptive reuse, and the probability of securing the participation of educational and private manufacturing partners which will be necessary to develop the project.

- 4) BW&A will provide an analysis of the redevelopment and adaptive reuse options for the UNX/Ficklen Warehouse building.

- 5) If all parties agreed to the results of any or all of the projects discussed above BWA might then carry out the development under a separate fee developer agreement with the appropriate party.

- 6) BWA and HE will work to complete the predevelopment work outlined above for the Haynie Building within 90-120 days of being under contract. Separate fee developer agreements will be negotiated with appropriate parties at that time.

- 7) If anytime during the project the City desires to add similar detail analysis for additional buildings the parties will negotiate an increase in scope of work at that time.

- 8) BW&A will provide recommendations for funding sources for all of the redevelopment projects that will generally fall into three categories:
 - Non-competitive funding sources such as historic tax credits or traditional debt financing that will be available dependent on whether a particular project or business line qualifies.
 - Competitive funding sources that may be available for almost any business opportunity that Greenville ultimately elects to pursue.
 - Specific funding sources that will only be available should Greenville elect to pursue certain business opportunities.

HANBURY EVANS WRIGHT VLATTAS & COMPANY SCOPE

HEWV will assist the planning and development team with analyzing the area to be considered a Historic District, and more specifically with providing data to facilitate the restoration of historic buildings and adaptive use. Specific strategies for planning for the rehabilitation and adaptive use of existing buildings will be custom tailored to economic and market forces identified by the other members of our team. More specifically we will:

- Provide assistance to BW&A on the repurposing and rehabilitation of the Haynie Building.

AYERS SAINT GROSS SCOPE

ASG will establish options, build consensus, and synthesize several program variables into succinct planning strategies. This process will enable the City of Greenville's staff and their stakeholders to make informed decisions about future development in the study area. The final plan will support both short term improvements as well as a long-range vision for the larger development. This master planning process will consist of:

- 1) **Site analysis and plan study**– The master plan process will begin with a physical analysis of the site and a review of recent planning studies
- 2) **Land use, density plan and building design guidelines in the study area** – Working collectively with key stakeholders and our associated consultants (PES and Hanbury Evans), a land development strategy for the study area will be developed. The strategy will be market-tested and implementable within the framework of the historic buildings and will balance broadly defining permitted uses and form-based directives to guide future development, as well as general building design guidelines that create an urban scale and environment that reflects the historic character of the tobacco district.
- 3) **Traffic/pedestrian/biking circulation and parking strategy** – The Master Plan will include transportation-oriented planning analysis and an integrated multimodal strategy that incorporates the future plans of the 10th Street extension as well as the Greenville Transportation and Activity Center (GTAC). This master plan will incorporate a pedestrian and bike-friendly environment, temporary surface parking, and long-term structured parking.
- 4) **Design Framework** – The Master Plan will integrate existing streetscape planning, and propose strategies to guide open spaces and buildings, that will provide an urban design framework for enlivening the public realm and creating a vibrant and integrated district. Ayers/Saint/Gross will lead designs for the initial planning concepts and infrastructure improvements. As necessary, a civil engineer, separately contracted by BWA will provide technical and cost estimating assistance of the proposed improvements.
- 5) **Neighborhood connectivity** – Key to creating a thriving mixed-use/innovation community is integration with surrounding neighborhoods. The master plan will identify opportunities for better connections to key neighborhood assets including housing and

retail. Equally important will be creating a district that the community sees as a user-friendly, safe, active environment. The Master Plan will incorporate strategies to improve neighborhood connections to the Uptown Greenville, ECU and the medical center.

- 6) **District public/open spaces and gateway entrances** – Critical to making the study area a successful and vibrant district is active, usable open space. Building on best practices, the Master Plan will illustrate a conceptual vision for the tobacco district’s key side streets and gateways.

DELIVERABLES

Project deliverables will convey the Area Plan vision and provide guidance on how to best allocate immediate funding to improve the infrastructure, open space, and streetscape of the district. Recommendations calling for public investments will include a fiscal note and/or implementation steps to help guide the City in carrying out these objectives. The deliverables include:

- 1) **Area Plan and Design Concepts** –A descriptive narrative of the site and planning process and will address the following issues:
 - a) Site analysis
 - b) Land use and density
 - c) Traffic/pedestrian/biking circulation and parking locations
 - d) Neighborhood connectivity options
 - e) Urban design guidelines and architectural character:
 - Sustainability and low impact development standards to incorporate stormwater strategies;
 - Building design parameters at a basic level to focus on general style, materials, color, and building massing;
 - Working with Hanbury Evans (contracted directly under BWA) historic building guidelines describing strategies for building renovation and building additions;
 - Public realm standards; and
 - Potential gateway entrance treatments.
 - f) Implementation plan and development phasing
 - g) Precinct studies to provide more in-depth design vision for up to three (3) key zones/intersections within the district and may include:
 - The ECU “Millennial Campus” district,
 - The GTAC site and adjacent area and street network,
 - Imperial tobacco site, and
 - UNX/Ficklen properties.
- 2) **Meeting and presentation materials** – Ayers/Saint/Gross will prepare electronic versions of maps and presentations as needed for client and stakeholder meetings including:
 - a) Kickoff
 - b) A final Power Point presentation of the district Master Plan.

SCHEDULE AND PROCESS

We propose that the City of Greenville provide required background data and an existing GIS and CAD information of the study area prior to the first workshop, as well as schedule all meetings with key stakeholders. During each workshop Ayers/Saint/Gross will meet with the Core Working Group, which will consist of the City of Greenville's Planning and Economic Development staff, the BWA team and representatives from ECU.

We propose a schedule of approximately nine months structured around four workshops. After each workshop we will continue to develop concepts. By structuring the project around, interactive workshops on site, we can work toward consensus and create a highly responsive plan.

December 16-17, 2013: Workshop 1: Key Issues and Development Goals

The first workshop will focus on gaining an understanding of the key issues and establishing goals to guide the Area Plan. This workshop will occur after the site analysis and planning study review has been initiated.

Workshop One (2 days in Greenville):

- Present the site analysis, initial findings of the economic analysis (from PES), and site analysis findings.

March 2014: Workshop 2: Vision and Development Scenarios

Working with the market and economic analysis provided by PES, Ayers/Saint/Gross will test various scenarios for future development. The pros and cons of each scenario will be outlined. Ayers/Saint/Gross will present the scenarios to the Core Working Group during Workshop Two. The goal is to review, assess, and critique potential options for short- and long-term development as well as to begin to identify possible phase one development options.

Workshop Two (Video Conferences):

- Present the final economy and market analysis by (PES)
- Present proposed scenarios to the Core Working Group and other key stakeholders
- Facilitate a work session to discuss and refine development scenarios

May 2014: Workshop 3 Refinement of Scenarios

Based on Workshop Two, Ayers/Saint/Gross will refine the scenarios. The goal is to review, assess, and ultimately gain consensus on the preferred direction for short- and long-term development.

Workshop Three (1 day in Greenville):

- Present refined scenarios to the Core Working Group, stakeholders, and the Greenville City Council
- Facilitate work session to synthesize the ideas into a preferred direction

June 2014: Workshop 4: Plan and Design Framework

Based on the feedback received in Workshop Three, Ayers/Saint/Gross will develop a final concept plan (draft) that establishes a vision for future development and proposes how near-

term investment priority. A Design Framework will also be presented that identifies general streetscape and building strategies.

Workshop Four (1 day at Greenville):

- Present Plan and Design Guidelines to the Core Working Group
- Update other stakeholders on the work to date
- To coincide with the Redevelopment Commission Presentation organized by the City of Greenville
- Present the draft plan and design framework to the Greenville City Council

August 2014: Final Documents

Following Workshop Four, Ayers/Saint/Gross will revise the district Master Plan and create the final deliverables. A draft of the document layout and narrative text will be distributed to the Core Working Group for feedback prior to creation of the final document.

To facilitate the delivery of the final document, Ayers/Saint/Gross proposes limiting that review to one text review (file provided in Microsoft Word) and two graphic reviews (file provided in Adobe PDF). We will ask that a final sign-off be provided prior to printing.

Upon the client's request, Ayers/Saint/Gross will produce printed and bound copies of the report for which *the cost of the production will be reimbursable by the City of Greenville*. (Fees for this deliverable are not included in this proposal).

ADDITIONAL SERVICES

The following services of Ayers/Saint/Gross, and any others in excess of those described in the Scope of Work, are not part of this proposal and will be furnished only at your written request:

- Printing of the final report.
- Perspective renderings used to communicate Master Planning concepts and recommendations to the surrounding community.
- Additional trips/expenses in addition to those delineated above
- Additional renderings beyond those already referenced.
- Printing of Final Summary Report
- Schematic Design through Construction Administration services
- Parking and Transportation engineering
- Civil and environmental engineering
- M/E/P Engineering
- Cost Estimating
- Surveys

PARTNERS FOR ECONOMIC SOLUTIONS SCOPE OF WORK

PES will analyze the market as the basis for the development strategy, development program, phasing plan and implementation plan. PES will test the potentials for

- Office, technology and institutional, and
- Residential uses.

PES will begin with a profile of the Greenville/Pitt County economy, drawing on Pitt County employment trends to quantify the existing business base. We will review the most current plans for Greenville, Downtown Greenville, East Carolina University and Pitt County as well as agencies and institutions relevant to economic development.

Demographic trends (e.g., population, households, age, income, household type and size, etc.) will profile Greenville, Pitt County and regional residents.

PES will rely on the Greenville Planning Division and Office of Economic Development to identify planned and proposed projects in the development pipeline.

Office, Technology and Institutional Uses

East Carolina University (ECU) and related entities will be the focus of the office, technology and institutional uses market analysis. PES will conduct extensive interviews with ECU leaders, including the Provost and selected Deputy Chancellors, Deans, Department Heads, and representatives of the Office of Innovation and Economic Development. This analysis will focus on medicine, other sciences, engineering and business programs most likely to generate new businesses. These interviews will explore the University's academic and research areas with particular potential for commercialization as well as the University environment, policies and facilities for faculty and student entrepreneurial development.

PES will rely on the Client to schedule these interviews for two two-day trips.

In addition to ECU, PES will evaluate the local business environment and support for local entrepreneurs. This will involve review of business support services, technical assistance, facilities, incentives and financing. Selected telephone interviews with local technology entrepreneurs will identify key assets and liabilities.

PES will interview representatives of other local institutions identified by the Client as having the potential to support or use new facilities in the tobacco district.

Pitt County Development Commission maintains a database of available office and industrial buildings and sites. Coupled with interviews with active real estate brokers, this will allow profiles and analysis of competitive facilities and sites in the region.

From these inputs, PES will prepare a Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis of the Greenville economy and potentials for new business development and attraction of technology-based businesses. Evaluation of the tobacco district itself will consider its potential role within the local and regional market.

PES will quantify near- and mid-term potentials for businesses that could be attracted to an incubator or multi-tenant office space in the tobacco district. The market conclusions will include estimated occupancy, lease-up period, supportable rents, typical tenant size and types of facilities required. Particular focus will be given to the roles to be played by the tobacco district in contrast to those played by the Medical District.

Residential Uses

To evaluate the potentials for residential development in the tobacco district, PES will review demographic and housing trends to quantify demand. The preceding demographic trends analysis will be refined to focus on the nature of individual households by tenure, age of the householder, type of household, income levels, presence of children, and other key factors.

American Community Survey and 2010 Census data will be used to profile the existing housing stock in terms of number of units by year built, size, type (e.g., single-family versus multi-family) and vacancy rates. Annual building permit data will reveal year-by-year variations in the number and type of units built.

Based on the demographic and construction trends, PES will estimate the number and type of residential units that could be supported within the tobacco district by five-year period.

MEETINGS

PES will participate in three workshops (no more than five days), presenting economic and market analysis and contributing economic inputs to the plans and implementation strategy.

REDEVELOPMENT COMMISSION BUDGET FY 2013 - 2014

Center City Bond Funds

Item	Amount	Notes
Evans Gateway	\$250,000	Gateway treatment at 10th and Evans
Cotanche to Reade alley improvements	\$275,000	To facilitate redevelopment of E. 5th St. commercial buildings
Uptown Theatre repairs	\$150,000	Repair of fly-loft and interior cleaning and demolition
Dickinson Avenue Streetscape Plan	\$150,000	Paid out to NCDOT as part of Dickinson Ave planning process
Parking Pay Station - Phase II	\$50,000	Installation around Pitt County Courthouse area
First Street parking striping	\$20,000	Per First Street parking plan
Small Business Plan Competition	\$60,000	Final year of bond funding
Reade & Dickinson Corridor Plan	\$90,000	Supplemented by \$10,000 from Brownfield grant for market-driven study
Evans Street public space	\$150,000	Create public venue & walkway at 423 Evans in the event that office building not constructed
719 Dickinson Avenue repairs	\$200,000	Prepare building for occupancy by Go-Science (required approval by City Council)
Total	\$1,395,000	

West Greenville Bond Funds

Item	Amount	Notes
West 5th Streetscape, Phase II design	\$60,000	Complete design project
Acquisition	\$204,994	Per RDC acquisition policy
Commercial Center predevelopment	\$20,000	Fifth Street and Vance area
Small Business Plan Competition	\$30,000	Final year of bond funding; supplemented by CDBG program funds
Total	\$314,994	

Project Description

The N.C. Department of Transportation and the City of Greenville propose to improve Dickinson Avenue (State Road 1598) from Memorial Drive (N.C. 11) to Reade Circle (S.R. 1610). The City and NCDOT are working together to repair the existing drainage systems, replace the materials under the pavement, repave the roadway, and improve pedestrian and bicycle accommodations along the corridor.

Planning Process

The planning process began by gathering information on existing resources in the study area, including natural resources (such as

streams) and community resources (such as neighborhoods, schools, businesses, and churches).

The next phase will study impacts of the proposed improvements on these resources. The pavement and drainage work will take place within the existing roadway. Bicycle lanes may be added on the road, and existing sidewalks may be repaired or widened. Most of the work is anticipated to occur within the existing right of way limits. Minimal acquisition of right of way and no relocations are expected. Right of way acquisition is scheduled to begin in Fiscal Year (FY) 2015, and construction is scheduled to begin in FY 2016.

For more information, contact:

Michele James, P.E.
NCDOT Project Development
(919) 707-6027
mjames@ncdot.gov
1548 Mail Service Center
Raleigh, NC 27699-1548

Scott Godefroy
City of Greenville Public Works
(252) 329-4525
sgodefroy@greenvillenc.gov
P.O. Box 7207
Greenville, NC 27835

Dickinson Avenue Improvements Project Underway

**Public Meeting
Scheduled:**

- Tuesday, Jan. 28, 2014
- 5 - 7 p.m.
Drop in any time
(No presentation)
- Sheppard Memorial Library
530 Evans Street
Greenville

A public meeting is scheduled for Jan. 28. Stop by Sheppard Memorial Library anytime from 5-7 pm. Citizens are encouraged to attend, talk with City and NCDOT staff, and provide input on the project.

Following the meeting, the project team will prepare designs and will complete an environmental document summarizing the impacts of the project.

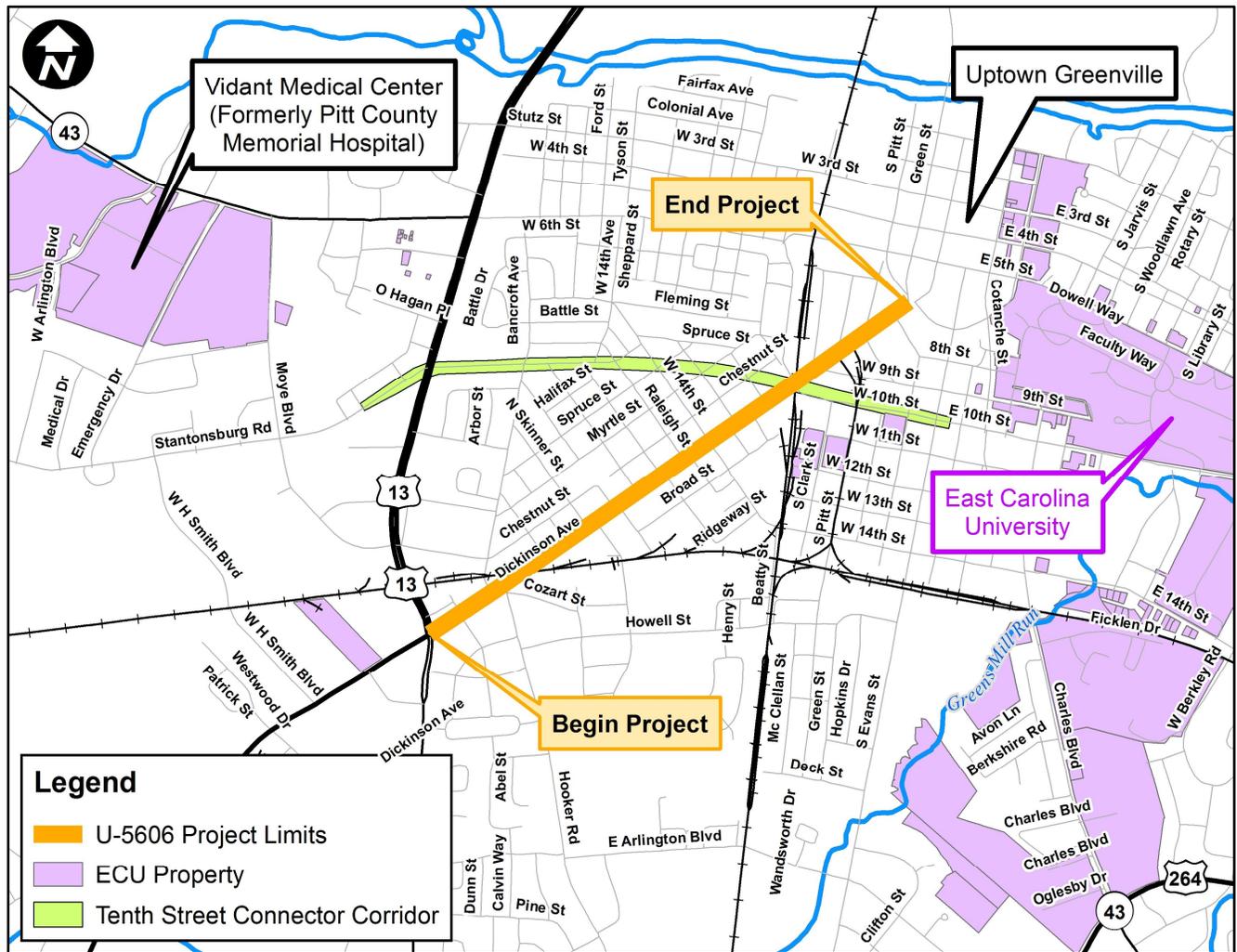
Dickinson Avenue Improvements Project
c/o Michele James
1548 Mail Service Center
Raleigh, NC 27699-1548

Project Study Corridor and Proposed Design

One design is under consideration for drainage and pavement improvements on Dickinson Avenue, which will replace the existing roadway in the same location. This work will be done by NCDOT, using state and federal funds.

The City has partnered with NCDOT to improve pedestrian and bicycle facilities at the same time that Dickinson Avenue is under construction. The City is considering several options including widening and repairing sidewalks, adding bicycle lanes along a portion or all of the corridor, adding brick crosswalks, and/or adding brick pavers on Dickinson Avenue between 14th Street and Reade Circle.

Your input will help the project team determine which alternative to carry forward for more detailed design. Below is a map showing the project study corridor.



NCDOT will provide auxiliary aids and services under the Americans with Disabilities Act for disabled persons who wish to participate in this workshop. Anyone requiring special services should contact Joyner as early as possible so that arrangements can be made. Persons who speak Spanish and do not speak English, or have a limited ability to read, speak or understand English, may receive interpretive services upon request prior to the meeting by calling 1-800-481-6494.