City Council Meeting

February 8, 2018



Public Comment Period

February 8, 2018



Item 1

Appointments to Boards and Commissions



New Business

Public Hearings



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



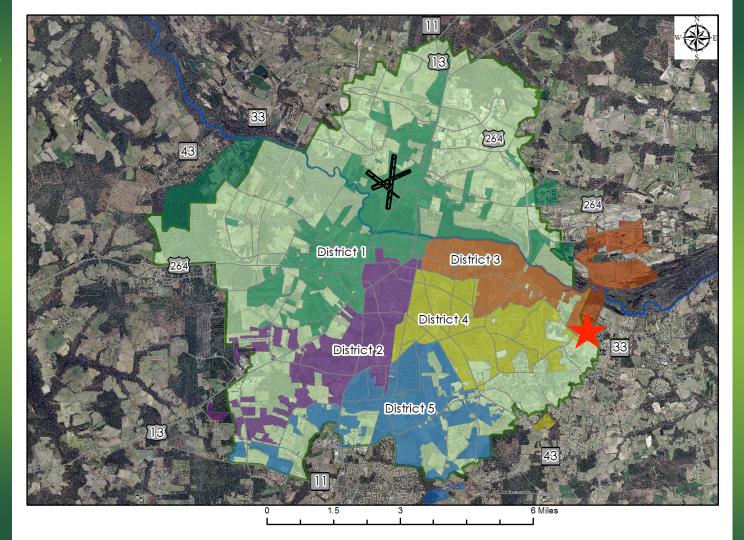
General Location Map





NORTH CAROLINA

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Parkside Bluffs Sec. 2 Ph. 1A

Map Legend

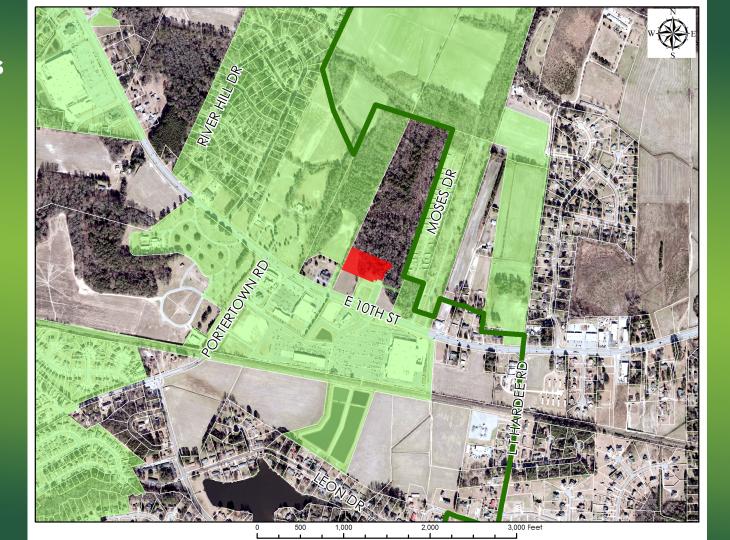
Land Parcels

Greenville City Limits

Greenville ETJ

Annexation

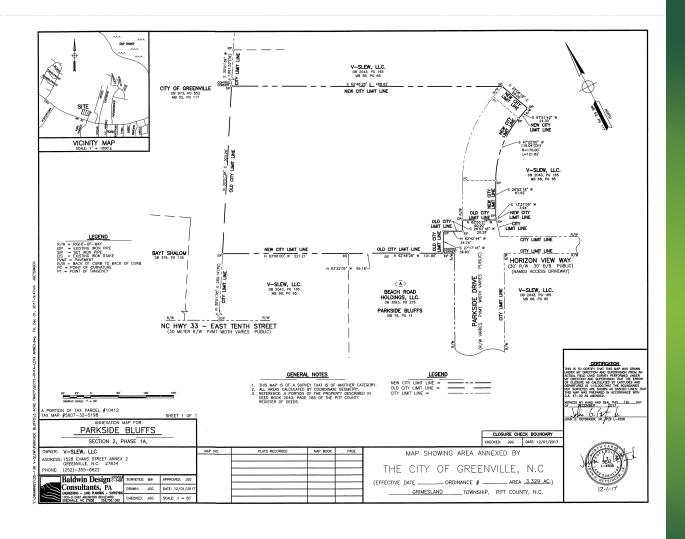




3.329 Acres



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Item 3

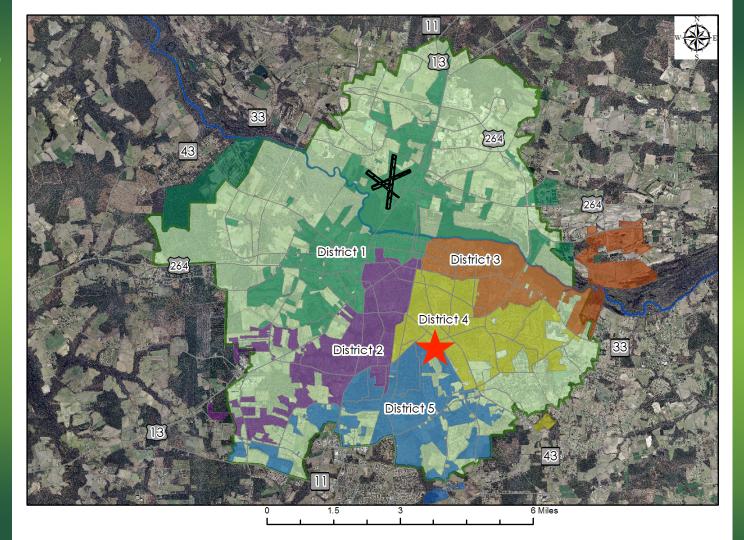
Ordinance requested by H.E. Whichard, Jr. to rezone 0.738 acres located at the southwestern corner of the intersection of East Arlington Boulevard and Red Banks Road from OR (Office-Residential [High Density Multi-family]) to CG (General Commercial).



General Location Map





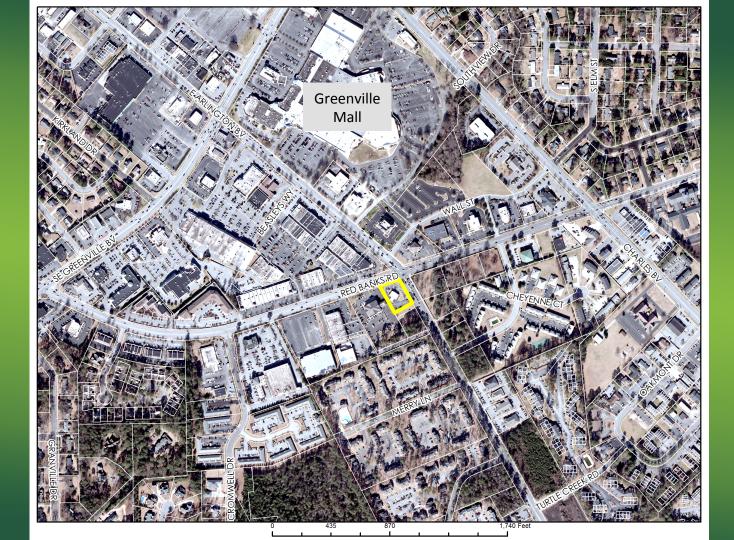


Aerial Map (2016)



Land Parcels

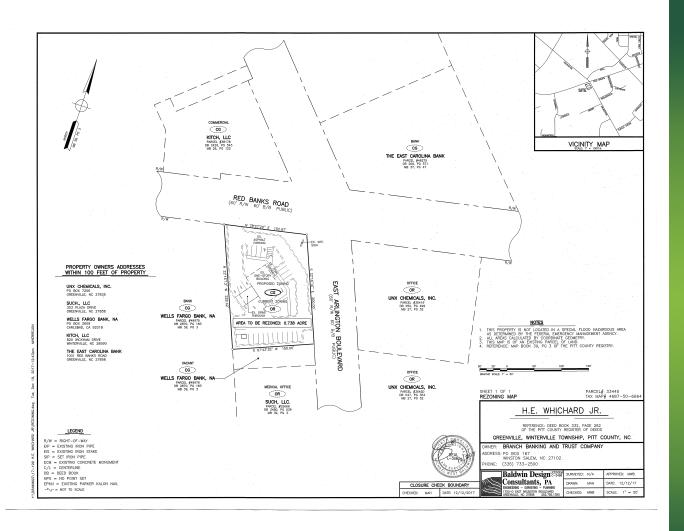




Survey





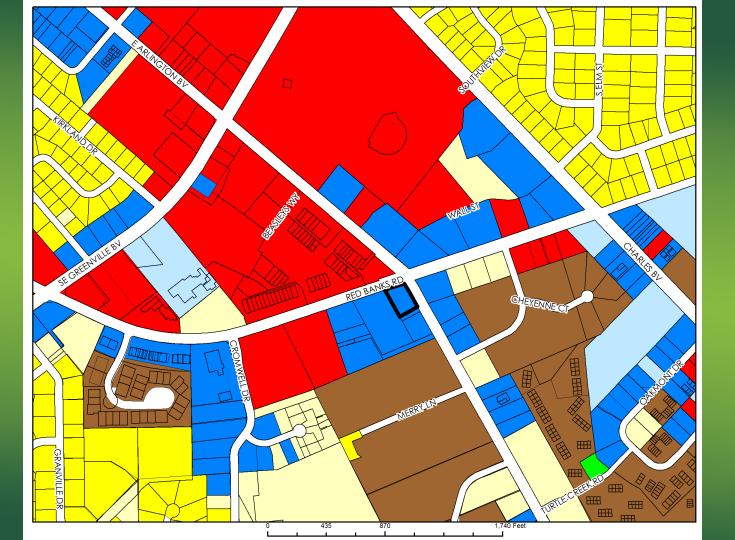


Existing Land Use





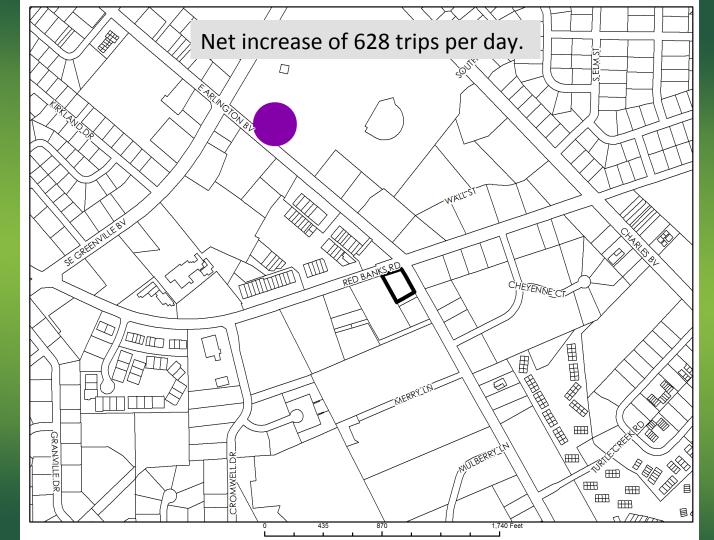
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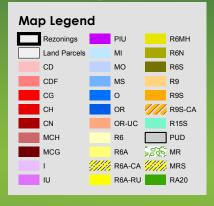
Activity Centers



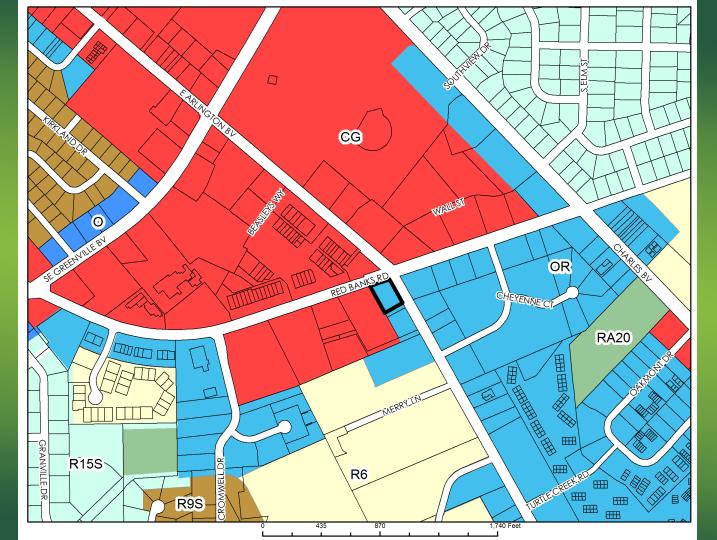




Zoning Map





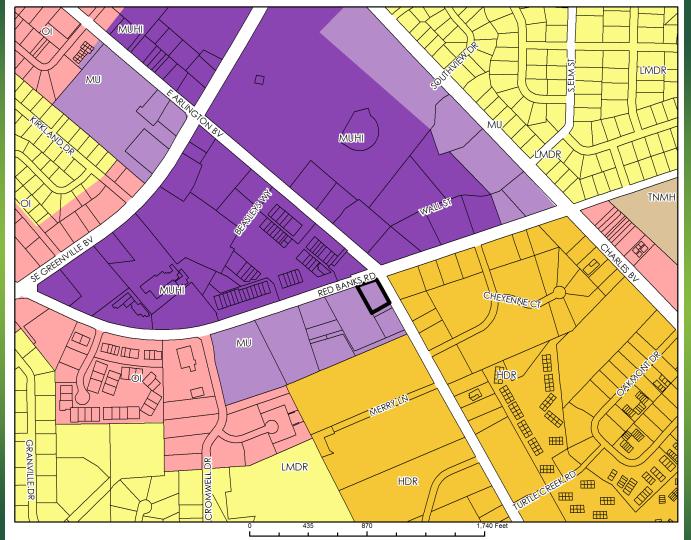


Future Land Use & Character Map





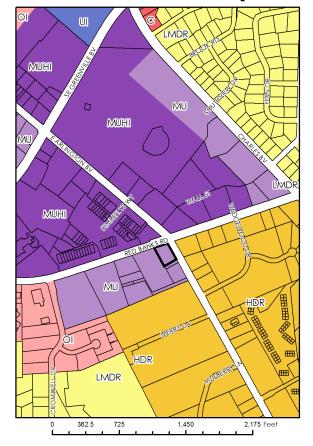
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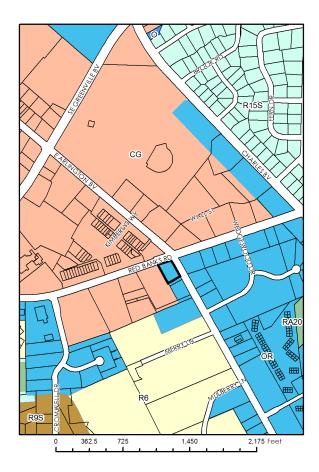
Map Legend



Future Land Use & Character Map



Zoning Map



Item 4

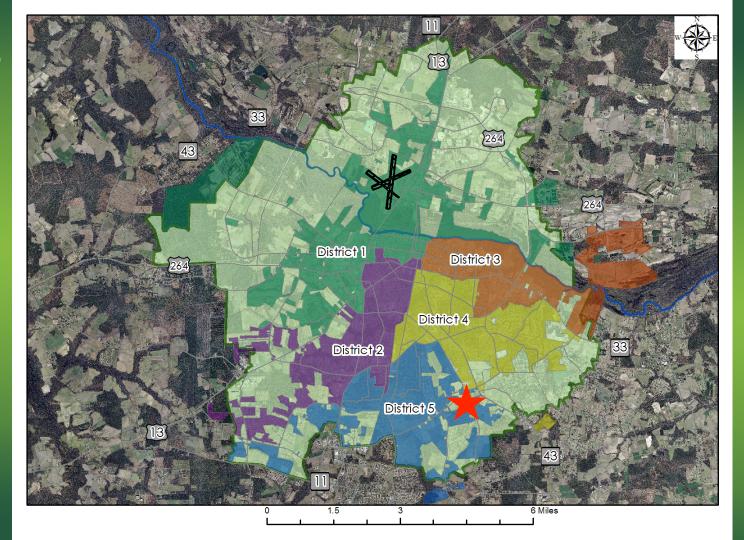
Ordinance requested by Porters Crossing Residential, LLC to rezone 1.416 acres located at the northeastern corner of the intersection of County Home Road and Old Fire Tower Road from OR (Office-Residential [High Density Multi-family]) to CG (General Commercial)



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





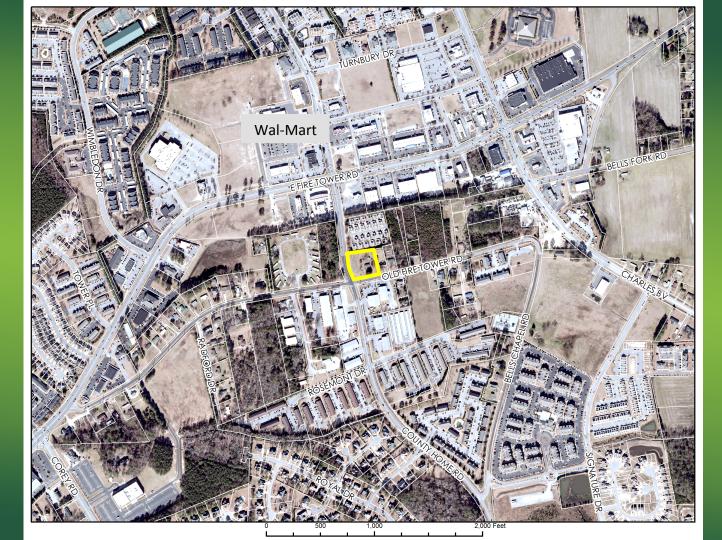
Aerial Map (2016)

Map Legend

Rezonings

Land Parcels

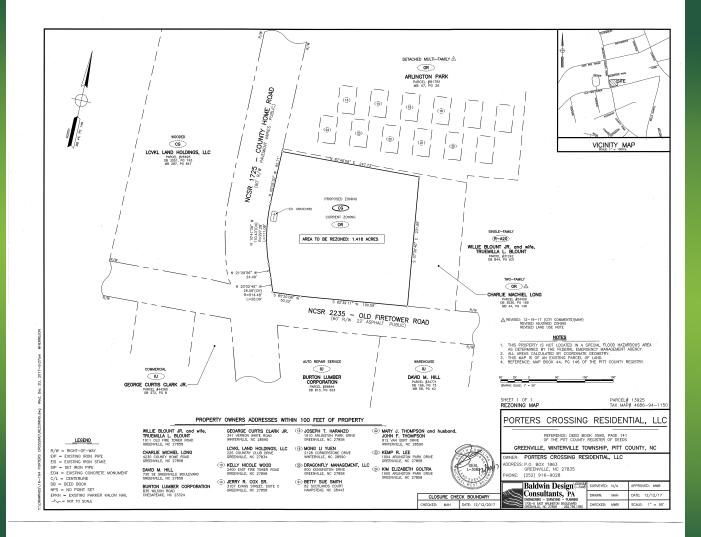




Survey



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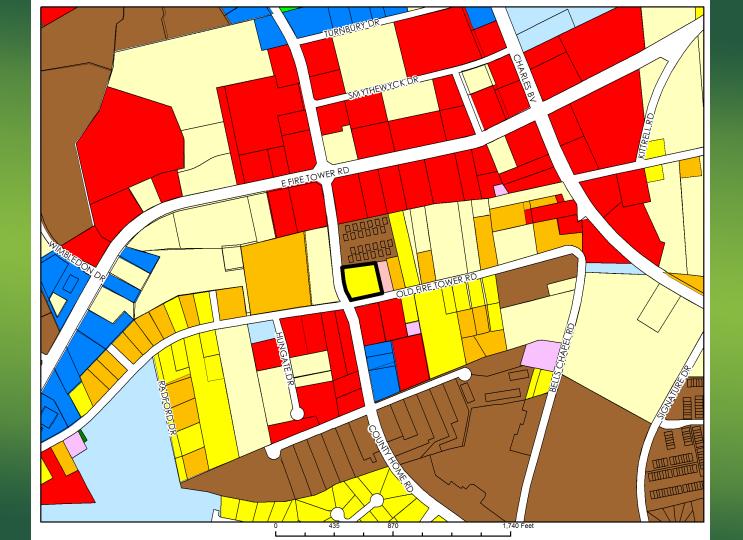


Existing Land Use





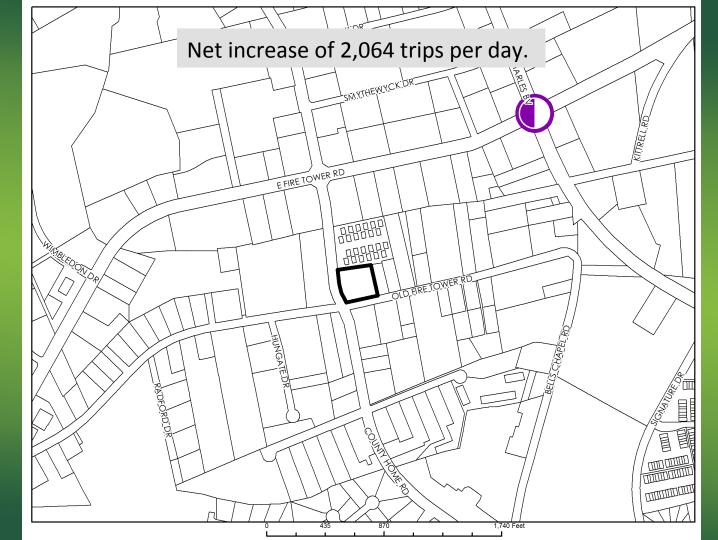
Find yourself in good company*



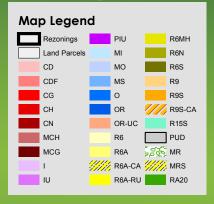
Activity Centers





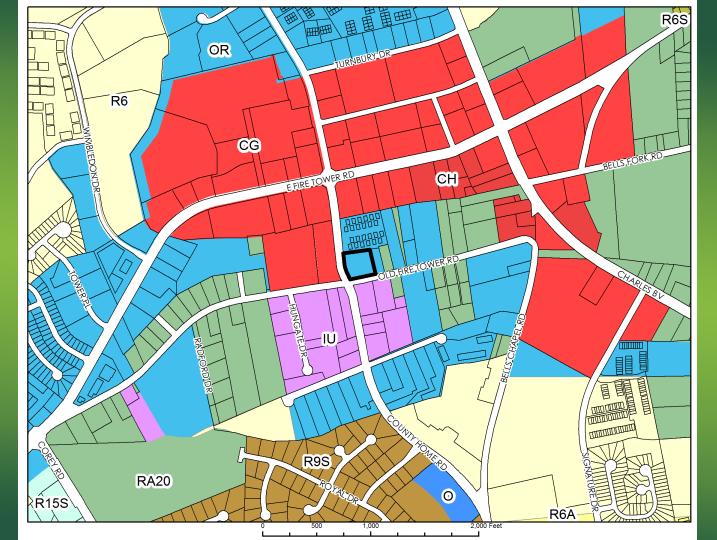


Zoning Map





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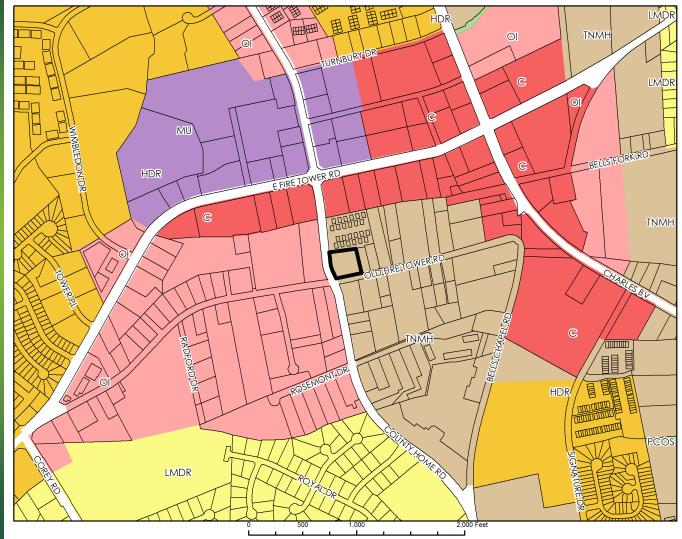


Future Land Use & Character Map





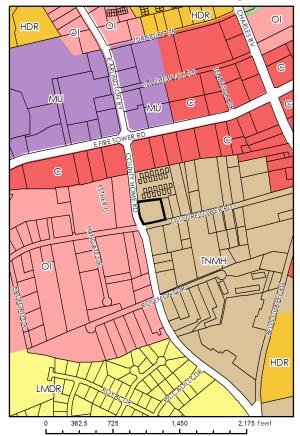
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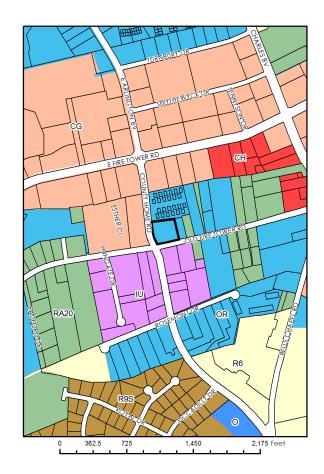
Map Legend Rezoning Sites Land Parcels



Future Land Use & Character Map



Zoning Map



Spot Zoning

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



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

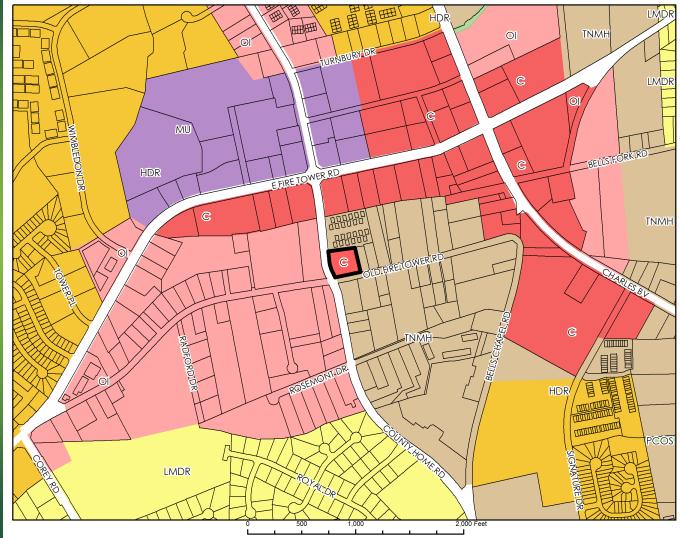


Future Land Use & Character Map





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Item 5

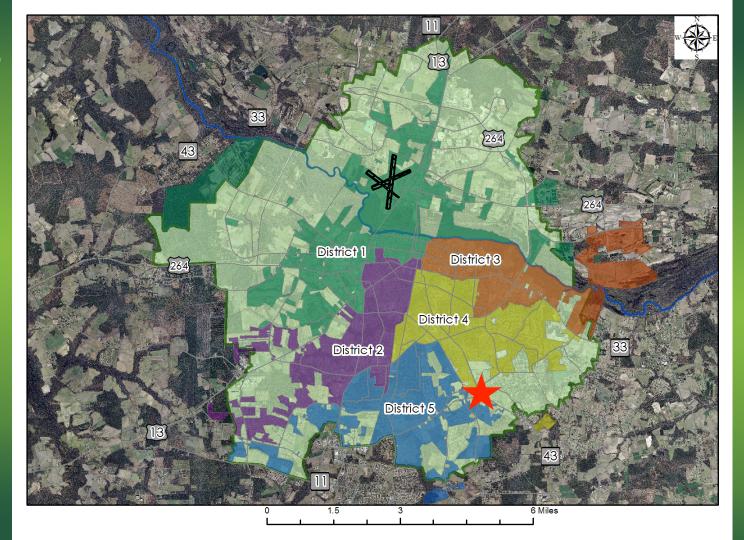
Ordinance requested by South Creek Development, LLC to rezone 5.727 acres located along the northern right-of-way of Old Fire Tower Road and 225 +/- feet west of County Home Road from CG (General Commercial) to OR (Office-Residential [High Density Multi-family])



General Location Map







Aerial Map (2016)

Map Legend

Rezonings

Land Parcels

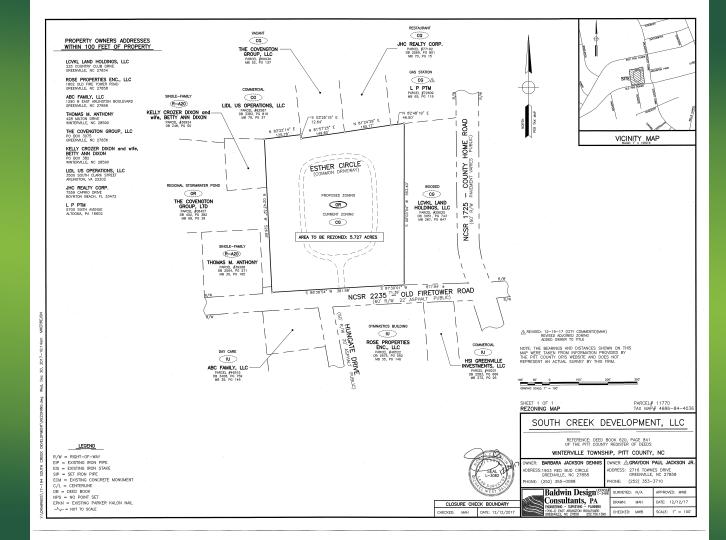




Survey



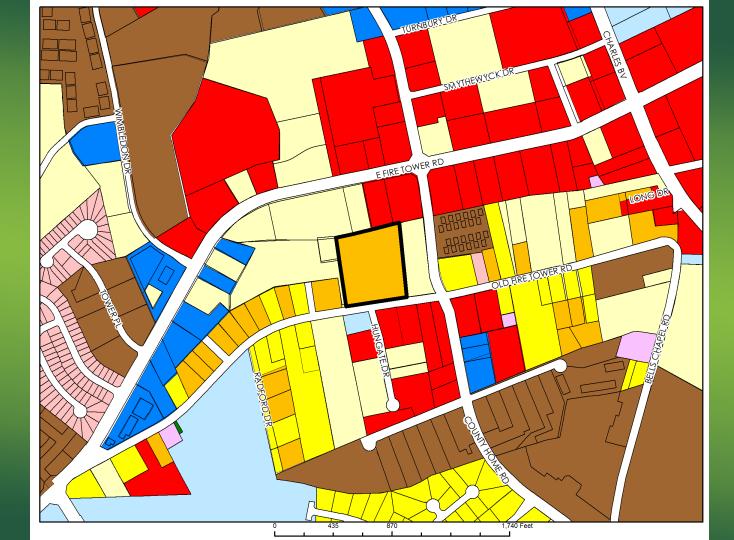
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Existing Land Use

Map Legend Rezonings Land Parcels **Existing Land Use** Cemetery Commercial Duplex Industrial Institutional Landfill Mobile Home Mobile Home Park Multi-Family Public Parking Recreation Single Family Vacant

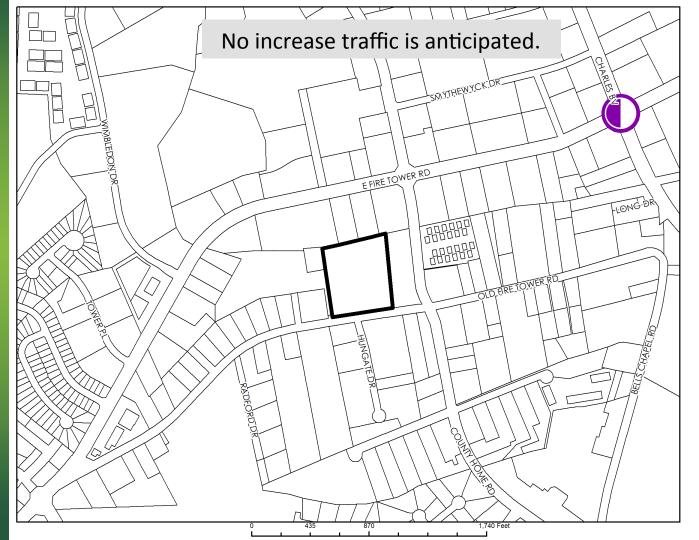




Activity Centers





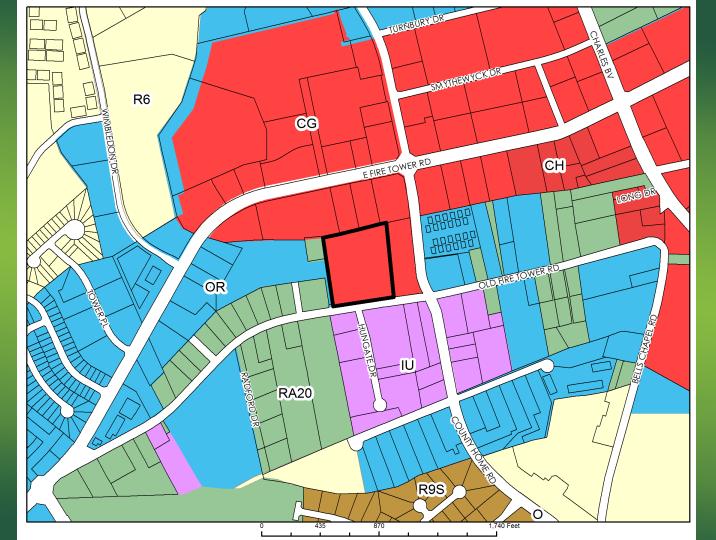


Zoning Map





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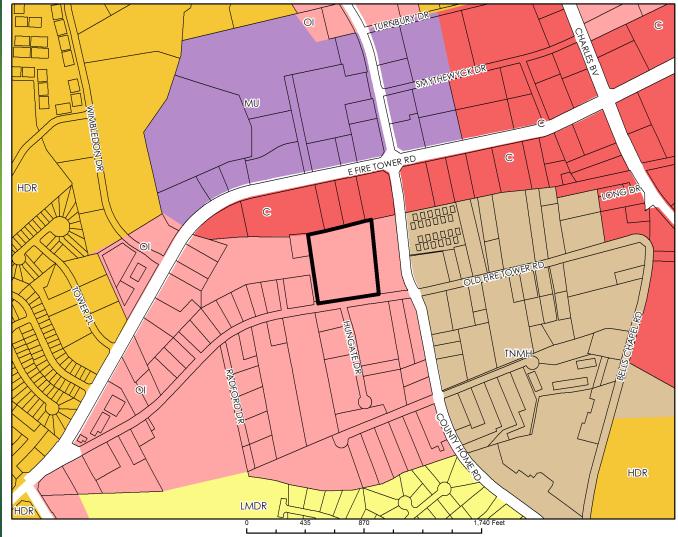


Future Land Use & Character Map





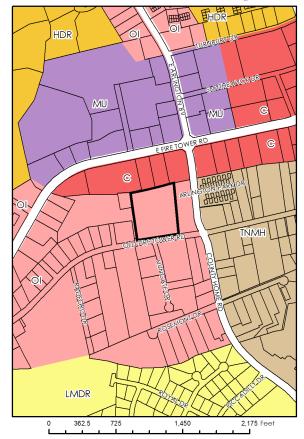
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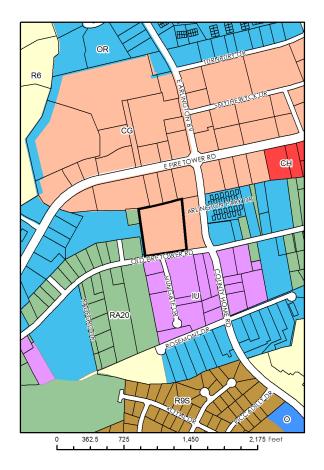
Map Legend Rezoning Sites Land Parcels



Future Land Use & Character Map



Zoning Map



Item 6

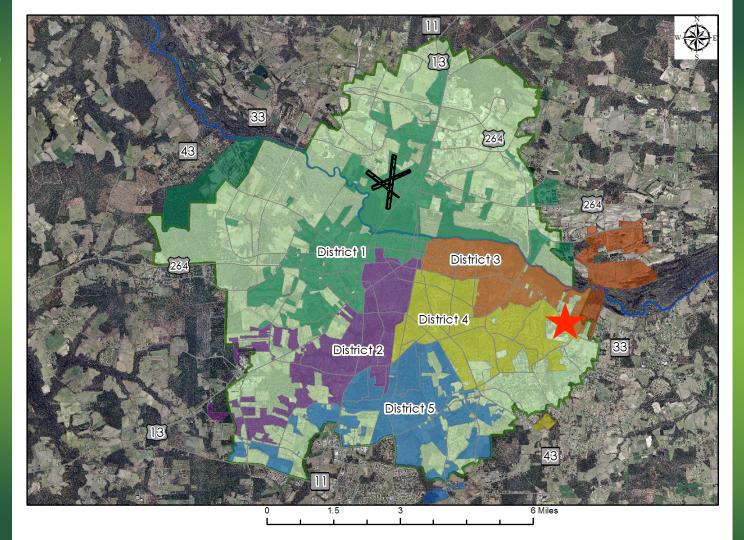
Ordinance requested by Tracey M. Mason to rezone 0.3566 acres located along the northern right-ofway of East 10th Street and adjacent to The Davis Apartments from RA20 (Residential-Agricultural) to CG (General Commercial)



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





Aerial Map (2016)

Map Legend

Rezonings

Land Parcels





Survey



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LEGEND

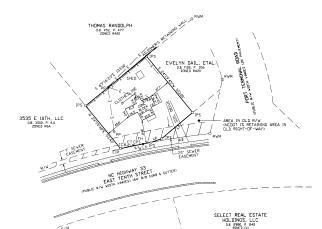
EIR = KISTING IRBN ROD

FIR = FIR =

I, Blake K. Bjerkeset, certify that this plat was drawn under my supervision from an actual survey node under my supervision Geference Beed Book and the supervision Geference Beed Book are clearly shown as broken lines drawn from information found in referenced deeds, that the natio of precision as calculated is 110,000; that the plat was prepared in accordance with 0.3 4-30 as

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

Mu & Hylln A Blake K. Bjerkeset L-3891



VICINITY MAP SCALE: 1" = 1000

Course Bearing L1 N 66°10'20' W L2 N 45°34'34' W

- LUT IS CURRENTLY DURED RA-20.

 REPORTSUE TONING IS CO.

 PIES LOT IS NOT LUCATED IN A SPECIAL FLOOD MAZARD
 ARCA AS SHOWN IN FIRM MAP 3720469700K DATED 7/7/14 &
 FIRM MAP 3720560700 J DATED 1/2/04.

 3. PRIDERTY SIZE IS 0.0366 AGRES

PARKER GRAIN COMPANY, INC D.B. 761, P. 757 ZONED CH



TRACEY MASON Being the property recorded in Beed Book P47, Page 673 of the Pitt County Registry Greenville Township, Pitt County, North Carolina

BJERKESET LAND SURVEYING F-0732 6718 GLENVOID DRIVE GRIFTON, NC 28530 (252)757-3277

OWNER: ALBERT RAY SMITH THEMAS EARL SMITH 577 SHADDW RIDGE DR WINTERVILLE, NC 28590 (252)412-4936

Scale: 1' = 50'

Surveyed BKB

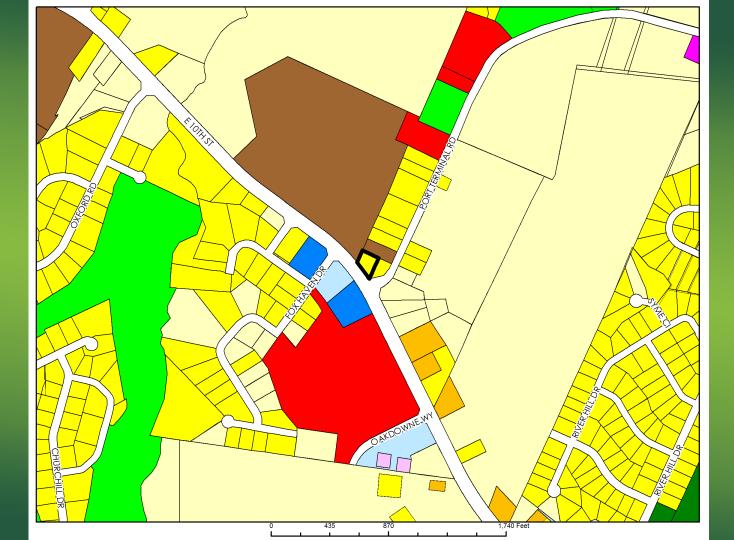
Bate: 11/17/17

Existing Land Use





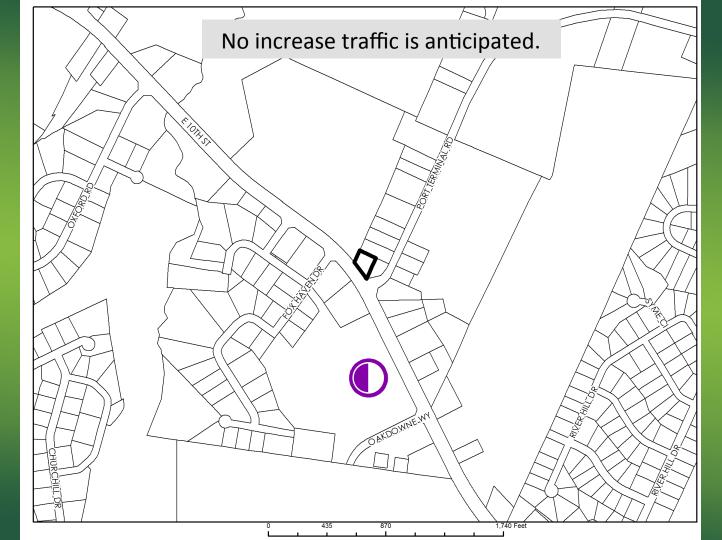
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Activity Centers



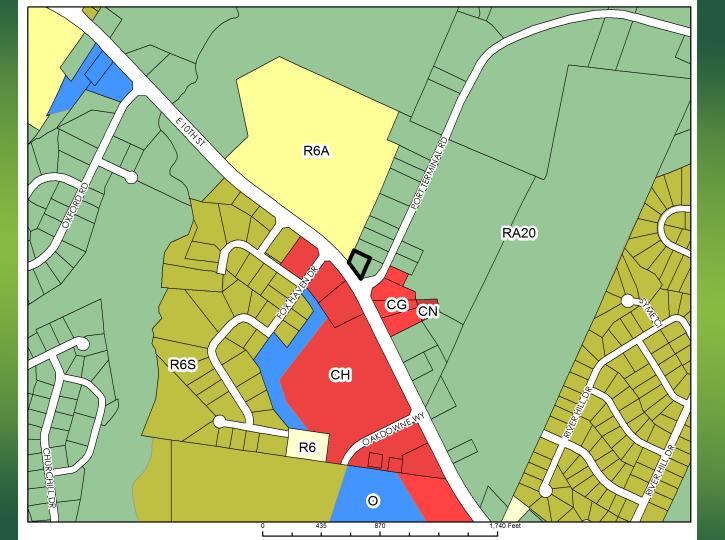




Zoning Map





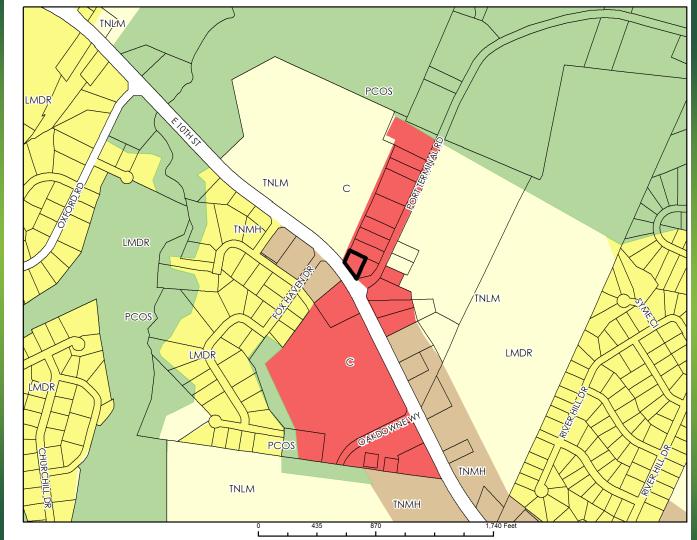


Future Land Use & Character Map





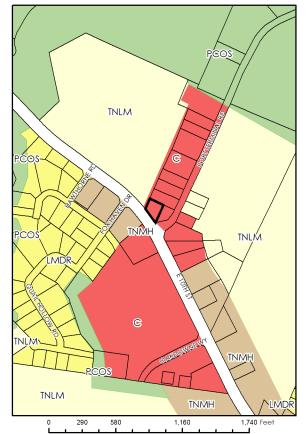
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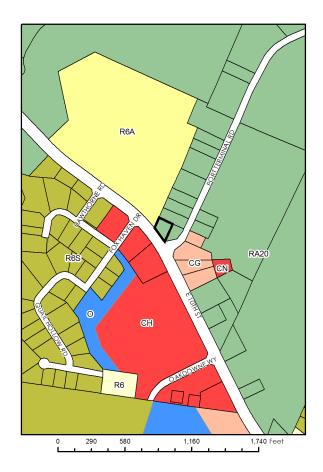
Map Legend Rezoning Sites Land Parcels



Future Land Use & Character Map



Zoning Map



Other Items of Business

February 8, 2018



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

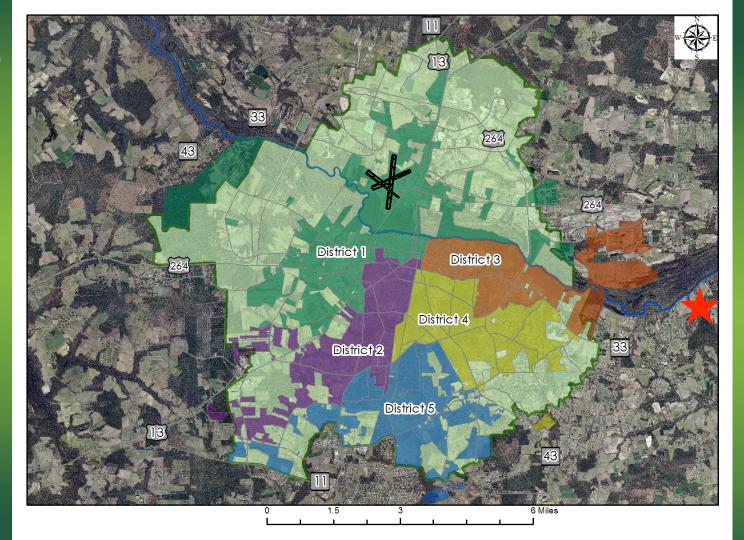


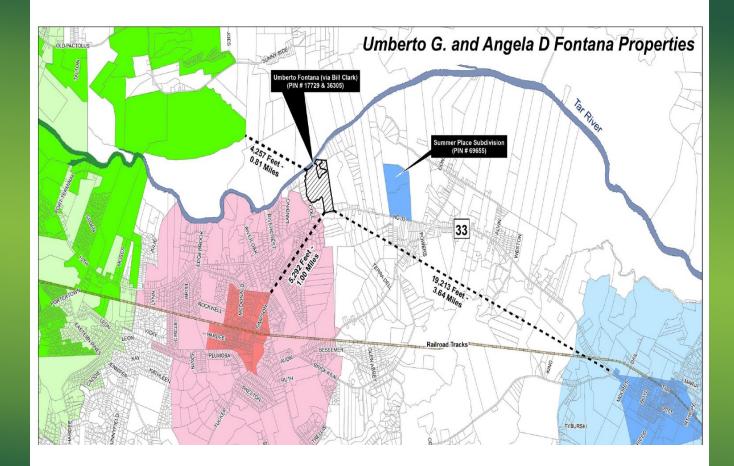
General Location Map



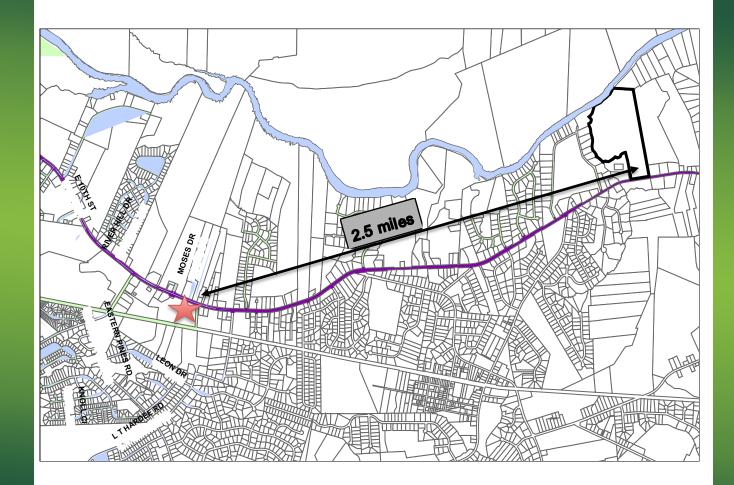


Find yourself in good company®







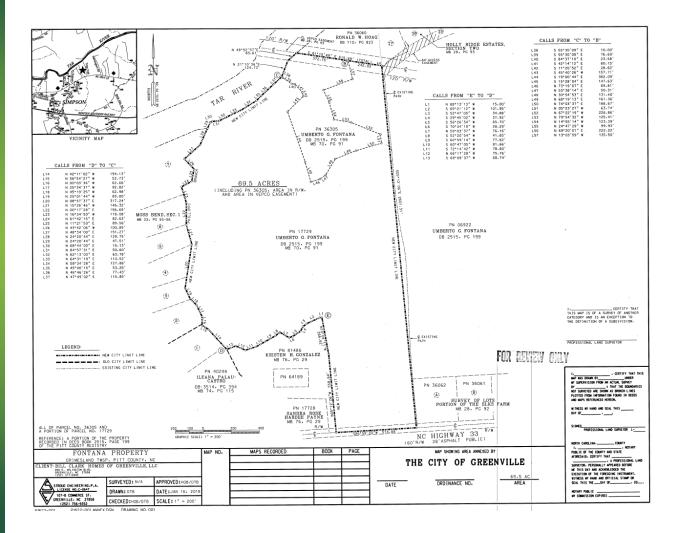




Survey



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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.



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



Item 8

Discussion of Imperial Tobacco Site Development Proposals





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
- Listed property for sale on Loopnet in January 2016 (9 months)

- 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 supports existing/future businesses near Dickinson Ave
 - 225 spaces needed per consultant

- 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 tax rolls



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

- <u>Hallmark</u> 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.

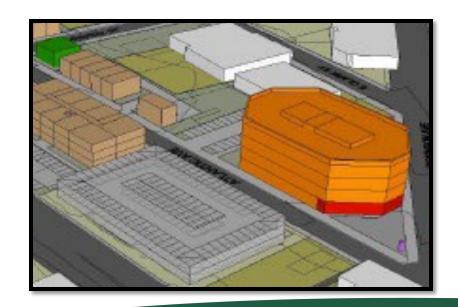




The Keith Corporation

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





Greenville Comprehensive Parking Plan: Uptown Core and Surrounding Areas

Findings and Recommendations

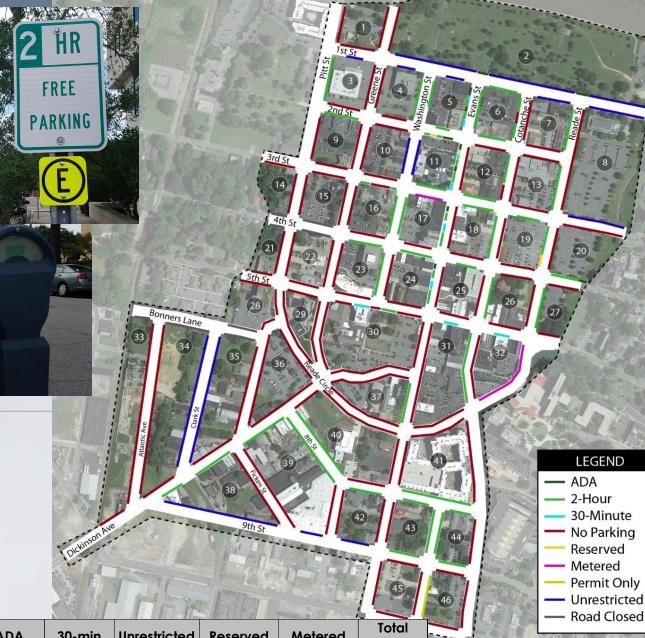




Presented by:



PAY STATION



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



Existing City
Owned and
Operated OffStreet Parking
Inventory

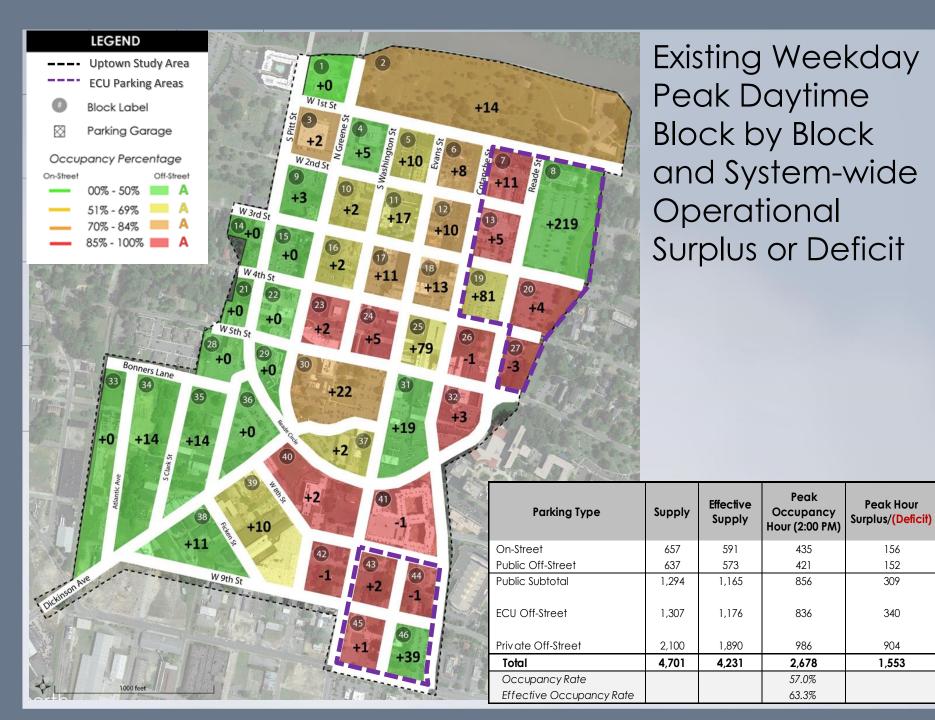
Existing City Owned and Operated Off-Street Parking Inventory

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
Public Off-Street Total		131	25	248	4	94	128	2	5	637
% of Total		21%	4%	39%	1%	15%	20%	0%	1%	100%







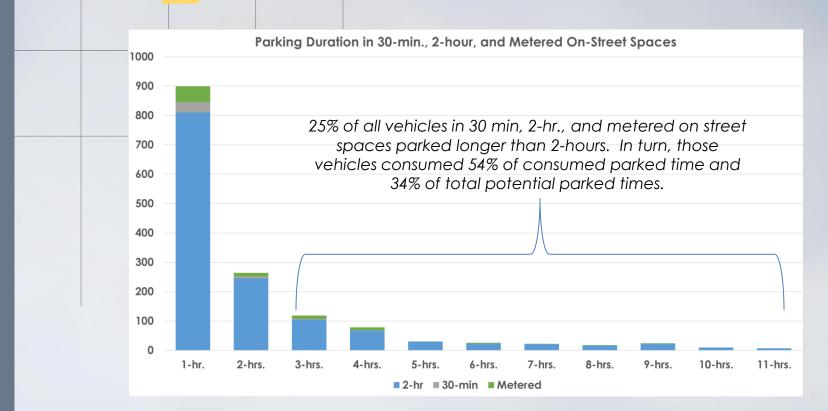


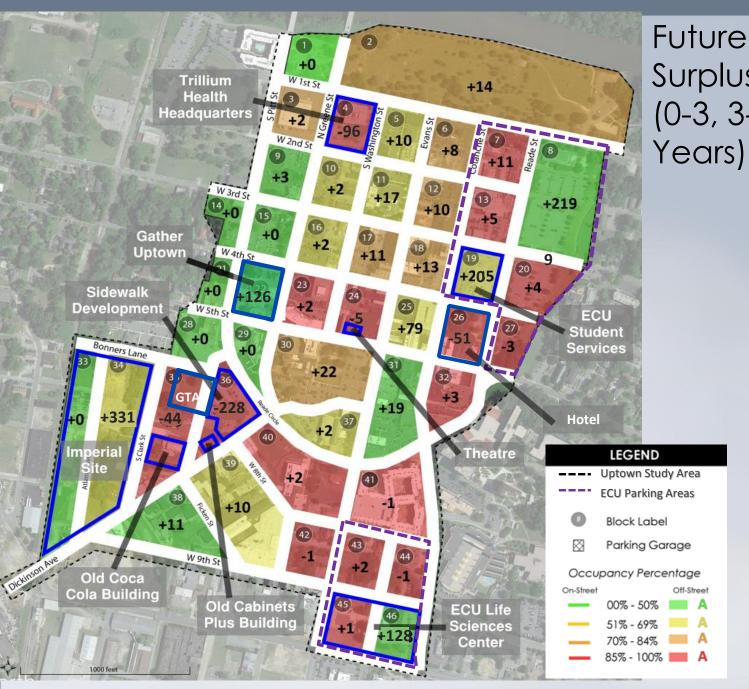
1.553

Existing On-Street Turnover and Duration Surveys

					Parked Duration				Po			Potential	Parked	Parked Hours	Duration	Vehicle/	
Restriction	Inventory	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

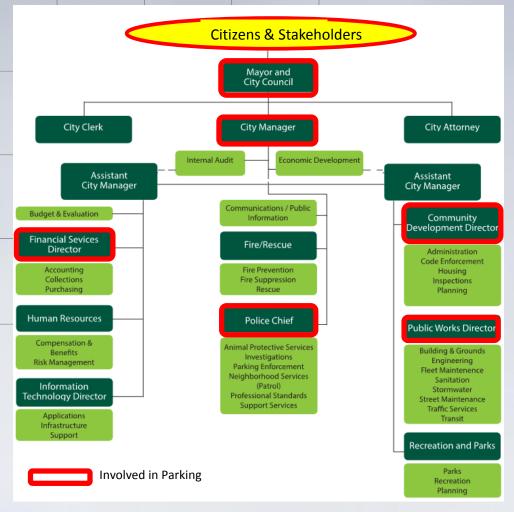
Vehicles parked beyond posted duration





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 oversite is no longer sufficient.
- 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 in located in within Financial Services / Collections Department but with additional administrative support.

Recommendations - Parking Management

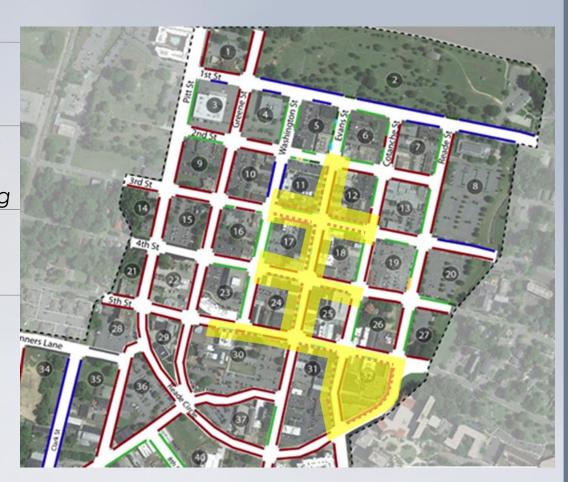
- E-Tag program should be terminated with current tag/permit holders given six months' notice prior to cancellation.
- Parking Enforcement Even with existing handheld ticket issuance devices, the City should dedicate a minimum of two PEO to cover Uptown.
- LPR Enforcement Given the importance of enforcement 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 **fines 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.

2000			Overtime	Meter	Illegal	ADA Parking
	NO PARKING	Municipality	Parking	Violation	Parking	Violation
	CORNER	Greenville, NC	\$5	\$5	\$15	\$100
	HERE TOW-AWAY	Raliegh, NC	\$20	\$20	\$50	\$200
	ZONE	Wilson, NC	\$15	\$15	\$15	\$50
1 1	2 HR	Rocky Mount, NC	\$15	NA	\$25	\$100
	FREE	Goldsboro, NC	\$25	NA	\$25	\$50
	PARKING	Concord, NC	\$10	NA	\$100	\$200
		Spartanburg, SC	\$10	NA	\$10	\$500
	BEGIN	Charlotte, NC	\$25	\$25	\$25 - \$100	\$500
1		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.





- 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.

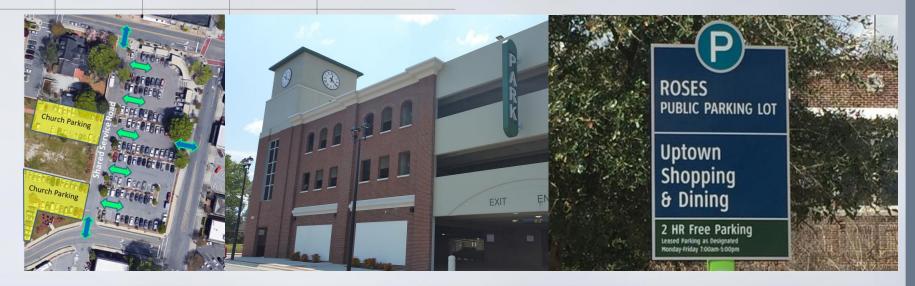
Parking

Recommendations - Install Gate Access Control Systems

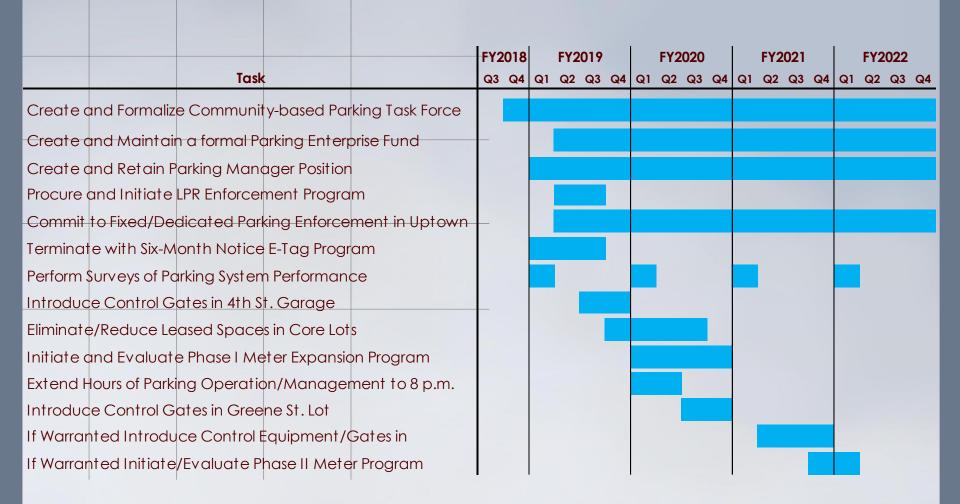


Recommendations - Off-Street Meter Program & Parking Enterprise Fund

- "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



Item 10

Report on plan for allowing alcohol on the Town Common





Town Common Planning Sale or Consumption of Alcohol



Simplified Application Process for Customer





Vision: Activate Town Common

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









Where are we now?

 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



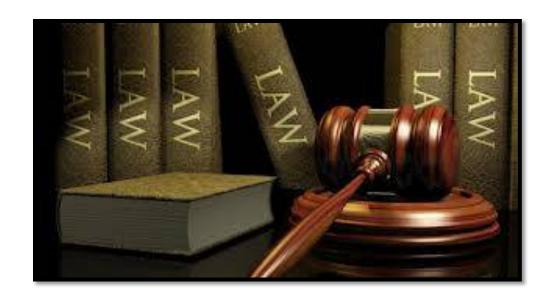






Recommended Changes

- 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



City Manager's Report

February 8, 2018



Comments from Mayor and City Council

February 8, 2018



City Council Meeting

February 8, 2018

