

NOTES

TO: Honorable Mayor and City Council Members

FROM: Barbara Lipscomb, City Manager *BL*

DATE: March 27, 2013

SUBJECT: Materials for Your Information

Please find attached the following material for your information:

1. A memo from Chris Padgett, Interim Assistant City Manager, regarding cancellation of a community meeting by Bradley Housing Developers, LLC
2. A memo from Leah Futrell, Interim Human Resources Director, providing the 2012 Affirmative Action Program Annual Report
3. A memo from Merrill Flood, Community Development Director, concerning off-premises signs
4. A letter from Don Rogers, Executive Director of the Greenville Housing Authority, regarding FY 12 payment in lieu of taxes (PILOT)
5. A copy of the agenda for the March 28, 2013, Board of Adjustment meeting, and minutes from their February 28, 2013, meeting

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Attachments

cc: Dave Holec, City Attorney
Carol Barwick, City Clerk

MEMORANDUM

TO: Mayor and City Council Members

FROM: Chris Padgett, Interim Assistant City Manager *C.N.P.*

DATE: March 27, 2013

SUBJECT: Cancellation of Community Meeting

As indicated in a memo from Merrill Flood that was included in Notes to Council last Wednesday, Bradley Housing Developers, LLC, was planning to hold a community meeting on Wednesday, March 27, at Jaycee Park regarding a request to rezone 9+ acres located just west of River Hill Subdivision. However, we have been notified (see attached letter) that the rezoning petition is being withdrawn by the developers, and the community meeting on March 27th is therefore cancelled.

Notices about the cancellation will be posted on the doors at Jaycee Park, but we wanted to get the word out to you so you can pass it along to interested individuals. If you have any questions, please contact me.

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cc: Dave Holec, City Attorney
Carol Barwick, City Clerk

Malpass & Associates

Engineering & Planning
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March 25, 2013

City of Greenville
Planning Department
c/o Ms. Chantae Gooby
PO Box 7207
Greenville, NC 27835-7207

**RE: Harrington Tract, Parcel Number 2481, Withdrawal of rezoning request from
RA-20 to R6A**

Dear Ms. Gooby,

On behalf of Bradley Housing Developers, LLC, am I hereby requesting that the rezoning request for the Harrington Tract, Parcel 2481, be removed from the April City Council agenda.

The developer has decided to not pursue development of this property at this time.

Sincerely,


A handwritten signature in black ink, appearing to read 'Ken Malpass', with a long horizontal flourish extending to the right.

Ken Malpass

cc: Traci Dusenbury, Halcon Companies, LLC

MEMORANDUM

TO: Barbara Lipscomb, City Manager

FROM: Leah Futrell, Interim Director of Human Resources 

DATE: March 14, 2013

SUBJECT: 2012 Affirmative Action Program Annual Report

The City of Greenville strives to recruit, hire, and retain a qualified and talented workforce reflective of our diverse community. The attached 2012 Affirmative Action Program Annual Report details the status of the City's efforts to be a leader in the community as an equal opportunity/affirmative action employer. This report also reflects the initiatives and activities taken by departments to further the goals of diversity and equal employment opportunity.

Although the City conducted fewer recruitments in 2012 compared to 2011, more employees were hired in 2012 than 2011 due to an increase in hiring for public safety positions. Typically, more than one public safety vacancy exists when the City conducts a recruitment process for Police Officer and Fire/Rescue Officer positions. Therefore, two or more public safety employees are hired from a single recruitment process, resulting in cost savings for the City due to the exponential cost of public safety recruitment and selection processes. In 2011, five Police Officers were hired; no Fire/Rescue Officers were hired in 2011. In 2012, 15 individuals were hired for public safety positions--four Police Officers and 11 Fire/Rescue Officers. Of the 15 new hires, six (40%) were minorities. City-wide, 39 full-time employees were hired in 2012 compared to 29 full-time employees in 2011, an increase of 34%. Of the 39 full-time employees hired in 2012, 17 (44%) were minorities and women.

After many years of loyal service to the City, a record number of employees (26) retired in 2012. As the City experiences increased retirements over the next few years due to "baby boomers" retiring, there will be an opportunity to expand our recruitment efforts to fill the vacated positions.

The data for December 31, 2012 shows a net decrease of 16 employees compared to December 31, 2011. The number of minorities increased by three, whereas the number of females decreased by five. Areas of concerns are the continued imbalance of females in the traditionally male-dominated job categories of technicians, protective service workers, and skilled craft workers and the continued imbalance of minorities in the technicians, professionals, and protective service works job categories. The City will continue its intensive efforts to increase minority and female representation in these categories.

The 2010 U.S. Census is the source of information for the 2012 Affirmative Action Program Annual Report labor force statistics. Although the City's recruiting area is not limited to the boundaries of Pitt County, comparing the City's workforce composition to the 2010 Census data provides an understanding of the current demographics of the workforce compared with the availability of women and minorities in the Pitt County labor market.

Moving forward, the City seeks to build upon its success in building a diverse and inclusive workforce. We will continue to embrace the diversity that exists within our community and among our employees.

Attachment

AFFIRMATIVE ACTION PROGRAM ANNUAL REPORT



CALENDAR YEAR 2012

City of Greenville
Affirmative Action Program Annual Report
January 1, 2012 – December 31, 2012

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CITY OF GREENVILLE 2012 AFFIRMATIVE ACTION PROGRAM ANNUAL REPORT

I. INTRODUCTION

The following report summarizes the various actions and activities undertaken to develop a workforce that reflects the diversity of the Greenville community workforce. In accordance with federal laws and City Council policy, the City of Greenville does not discriminate in its hiring procedures because of the individual applicant's race, color, religious creed, national origin, sex, age, or ancestry. The City declares and reaffirms to its employees and the public its firm commitment to the policy of fair employment practices based on qualifications and merit. The purpose of this report is to evaluate past efforts and to establish future commitments to this program.

II. UTILIZATION ANALYSIS

▪ **Pitt County Labor Force Information** (Population and labor force 16 years and over)

	2010	2000	%
	Census	Census	Change
Labor force population	91,486	69,419	+32%
Percentage of blacks in the population	32.4%	30.9%	+5%
Percentage of black males in the labor force	15.2%	12.5%	+22%
Percentage of black females in the labor force	18.2%	15.7%	+16%
Percentage of females in the population	54.0%	53.6%	+.7%
Percentage of females in the labor force	49.9%	49.2%	+1%
Percentage of other minorities in the labor force	6.4%	4.4%	+45%

▪ **City of Greenville employment status for five years as of December 31**

	2008	2009	2010	2011	2012
1. Filled full-time positions	692	731	737	731	715
2. Percentage of blacks	34%	32%	32%	31%	32%
3. Percentage of black males	27%	25%	25%	24%	25%
4. Percentage of black females	7%	7%	7%	7%	7%
5. Percentage of females	19%	19%	19%	20%	19%
6. Percentage of other minorities	2%	2%	2%	3%	3%

▪ **2012 Applicant Information**

1. Total number of applicants*	=	2,786	
• Number of white applicants	=	1,538	(55% of total)
• Number of black applicants	=	1,034	(37% of total)
• Number of non-black minority applicants	=	139	(5% of total)
• Number of applicants who did not disclose race	=	75	(3% of total)
2. Number of female applicants*	=	747	(27% of total)

*for full-time positions

III. PROGRAM MONITORING

- In past years, workforce data analysis has identified efforts to increase the number of female and minority applicants in specific occupational fields such as engineering, information technology, and protective services where, historically, there has been a lack of diversity. The hiring of minorities and women in these fields continues to be challenging due to the highly competitive demand in the labor market. Additionally, occupations such as engineers, computer programmers, and firefighters have been nontraditional occupations for women. The U.S. Department of Labor defines a nontraditional occupation for women as one in which women comprise 25 percent or less of total employment. Nonetheless, the City will continue to make good faith efforts in recruiting and advertising to minorities and women to overcome barriers and increase the number of females and minorities in those specific occupational fields. Targeted recruitment efforts and an increase in the total applicant pool have been identified as a promising avenue to accomplish this goal.
- The following is a comparison of historical recruiting efforts. The number of applicants varies based on the number of openings and number of recruitment cycles per year.

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>
Total applicants	4,059	4,085	6,296	3,077	2,786
Total black applicants	1,758	1,776	2,291	1,078	1,034
Black female applicants	673	640	1,105	414	402
Black male applicants	1,085	1,136	1,178	657	624
Female applicants	1,404	1,204	2,255	946	747
Total minority applicants	1,919	1,985	2,637	1,263	1,173

- The attached Workforce/Applicant Analysis provides workforce composition and applicant data by department. The attached charts provide workforce composition data graphically and the number of applicants, new hires, and promotions for the past two years.
- Appendix A, Analysis of EEO Job Categories, details the numbers and percentages of minorities and women in the eight EEO job categories, determined by the Equal Employment Opportunity Commission. All City of Greenville job titles are placed into one of these categories.

IV. ONGOING EFFORTS

- The following initiatives have been carried forth from the previous program:
 - Continue recruiting activities at colleges and universities in North Carolina with a significant minority enrollment. The Police and Fire/Rescue Departments participated in several college career fairs, with an internal pool of employees attending various recruiting functions.
 - Continue to solicit the assistance of minority and female employees in the recruitment and selection process. For example, the Human Resources Department continues to provide interviewer training to a diverse interview panel of the Greenville Police Department. The training emphasizes effective and legal interviewing techniques. After completion of the interviewer training, employees serve on various interview panels for the department for both sworn and non-sworn positions.
 - Continually analyze recruitment materials such as vacancy announcements to ensure alignment with job descriptions and that job requirements are set at the minimum level needed for hire.
 - Continue to utilize recruitment sources targeting minorities and females.

- Evaluate photographic images of City work sites and programs to ensure they are consistent with workforce diversity efforts.
- Review and continue to monitor the selection process for discriminatory biases or practices, whether unintentional or intentional.
- Continue to provide equal opportunity to all employees for training, promotion, and special assignments.
- Continue to ensure that each advertisement of a vacant position states in clear, distinguishable type that the City of Greenville is an equal opportunity/affirmative action employer.

V. ACCOMPLISHMENTS 2012

- An analysis of the 2012 applicant pool shows the following:

- Due to a decrease in the number of recruitments during 2012, the City experienced a slight decline in the total number of applicants for full-time positions for 2012. The number of applicants decreased by 9% from 2011 to 2012, from 3,077 applicants in 2011 to 2,786 applicants in 2012.

In 2012, the Police Department recruited for the position of Police Officer and four civilian positions, attracting 1,377 applicants. In 2011, the Police Department recruited for only three positions, attracting 447 applicants. This significant increase (200%) in the number of applicants for positions within public safety is impressive. Equally impressive is the number of minorities hired for the position of Police Officer in 2012--three of the four Police Officers hired in 2012 were minorities. Nearly half (49%) of all of the applications received in 2012 were for positions within the Police Department, with 46% of the applicants minorities and 38% of the applicants female.

- With the total number of applicants decreasing slightly, the number of black applicants also decreased slightly—from 1,078 in 2011 to 1,034 in 2012, a 4% decrease. Non-black minority applicants decreased by approximately 25% in 2012 compared to 2011, from 185 in 2011 to 139 in 2012. The number of female applicants also decreased in 2012, from 946 to 747 (a 21% decrease). The decrease in the number of female applicants is likely attributable to the types of positions that the City recruited for in 2012. In 2012, the Police Department attracted the largest number of applicants of any City department (170 applicants for Police Officer and 1,207 applicants for four civilian positions). Of the 170 applicants for the sworn position of Police Officer, only 12 (7%) were female. Positions in public safety such as Police Officer have been nontraditional occupations for women. Nonetheless, the City will continue to recruit proactively to increase the number of female applicants for both traditional and nontraditional occupations for women.

Although the City recruited for fewer positions in 2012 which resulted in slightly fewer applicants, overall the City continued to attract a well-qualified and diverse applicant pool. Of the 2,786 applicants for full-time positions in 2012, 37% were black, 5% were non-black minorities, and 27% were female compared to 35% black, 6% non-black minorities, and 31% females in 2011. The City will continue to expand its efforts to attract a diverse applicant pool by utilizing various recruitment options available for vacant positions.

- Thirty-nine full-time employees were hired in 2012, compared to 29 full-time employees in 2011. Overall, 21% of new hires in 2012 were women and 31% were minorities, with the breakdown by race and gender as follows:

	White <u>male</u>	White <u>female</u>	Black <u>male</u>	Black <u>female</u>	Non-Black Minority <u>male</u>	Non-Black Minority <u>female</u>
2012	22 (56%)	5 (13%)	6 (15%)	2 (5%)	3 (8%)	1 (3%)
2011	15 (52%)	6 (21%)	6 (21%)	2 (7%)	0 (0%)	0 (0%)

- Thirty-three full-time employees (approximately 5% of the full-time workforce) were promoted, compared to 36 full-time employees in 2011. Overall, 6% of promotions in 2012 were women and 30% were minorities, with the breakdown by race and gender as follows:

	White <u>male</u>	White <u>female</u>	Black <u>male</u>	Black <u>female</u>	Non-Black Minority <u>male</u>	Non-Black Minority <u>female</u>
2012	23 (70%)	0 (0%)	6 (18%)	2 (6%)	2 (6%)	0 (0%)
2011	25 (69%)	2 (6%)	5 (14%)	1 (3%)	2 (6%)	1 (3%)

- D. Retention of a diverse workforce is also a focus of this report. In 2012, the City had a total of 53 full-time employee separations. Of these, 26 (49%) were due to retirement and 2 (4%) were due to discharge, disability, or death. Resignations made up the remainder of the separations, accounting for 25 (47%). Eleven (21%) of the overall separations were women and 10 (19%) were minorities.
- E. City departments continue to employ interns from colleges and universities in North Carolina. Internships provide students with professional work experience and exposure to employment with the City. Seventeen interns were employed during 2012.
- F. Departmental Accomplishments:

City Attorney's Office:

- The City Attorney's Office experienced no new hires, promotions, transfers, or separations.

City Clerk's Office:

- The City Clerk's Office experienced no new hires, promotions, transfers, or separations.
- Deputy City Clerk attended the Clerks' Certification Institute at the UNC School of Government. The Certification Institute provides a way for persons who meet certain eligibility requirements and are interested in being designated as Certified Municipal Clerks (CMC) by the International Institute of Municipal Clerks (IIMC) to fulfill the educational component of the CMC requirements.

City Manager's Office:

- Staff from the City Manager's Office was involved in the recruitment, screening, interviewing, and/or selection of persons for the following positions: Assistant City Manager, Police Chief, Public Works Director, and Human Resources Director. The process for these positions consisted of a diverse applicant pool as well as a diverse interview panel, when applicable.
- Ensured position vacancies were posted internally/externally for periods sufficiently long enough to provide traditionally under-represented job applicants a greater opportunity to seek employment with the City.
- Promoted workforce diversity through the appointment of project teams to ensure leadership opportunities are available to employees in all departments. Examples included 2012 City of Greenville United Way Campaign Committee, Joint City/GUC Wellness Committee, and Business Application Needs Assessment (BANA) work groups.

- Promoted workforce development through the selection of employees from various departments to attend the Municipal Administration Course at the UNC School of Government and the Greenville-Pitt County Chamber of Commerce Leadership Institute course. Also promoted workforce development through support of the City of Greenville's in-house training program and through the inclusion of budgetary funds to allow for staff to attend outside professional training and conferences.
- Published *Greenville Employees Messenger* newsletter quarterly to provide uniform communication to all employees, reinforce organizational goals, and foster diversity awareness.
- Posted information on COGNET, an internal City computer network communications tool, to enable more convenient access to information about City policies, procedures, and resources.
- Promoted City Manager's Office internship opportunities to all North Carolina universities with MPA programs and to NC Historically Black Colleges and Universities through direct mail. Application specifically indicates that "Women and minorities are encouraged to apply."
- Developed origination programming that was cable casted on the City of Greenville's government access channel, GTV-9, which promotes diversity and fosters an inclusive community.
- Used various methods to recruit diverse pool of applicants for the Citizens Academy and the City's boards and commissions.
- Attended the Greenville-Pitt County Chamber of Commerce Community Unity Breakfast on January 16, 2012, in commemoration of Dr. Martin Luther King, Jr.
- Attended the STRIVE banquet on September 20, 2012, and met one-on-one with STRIVE Executive Director Joyce Jones.
- Attended the Human Relations Council Awards Ceremony and Reception on February 25 and the 5th Annual Inclusive Community Breakfast on September 27, 2012.
- Attended the Minority/Women Business Enterprise (MWBE) Mix-n-Meet-n-Learn event on April 21, the Minority Enterprise Development (MED) Week kick-off celebration on September 24, and the MED Week Luncheon on September 27, 2012.
- Attended the ECVC Annual Banquet on October 4, 2012.
- Continued membership in the National Forum for Black Public Administrators.
- Worked with other City representatives to evaluate professional services contracts to ensure vendors are supportive of the City's Affirmative Action Program (i.e. bank depository services, business application needs, software assessments).
- Met with new employees during orientation.
- Participated in Sanitation Employee meetings at Public Works.
- Met with all department and division heads three times during the year to discuss various issues affecting the City organization and employees.
- Provided free bus passes to employees to help with transportation issues.
- Provided a variety of wellness programs and initiatives.
- Recognized employee achievements by attending service award events and posting on GTV-9 and in the *Greenville Employee Messenger*.

Community Development:

- Provided paid internship opportunity to a minority female.
- The Housing Division partnered with the following non-profit agencies in the provision of housing: Metropolitan Housing and Exceed Community Development Corporation. These minority-owned agencies are currently under contract with the Community Development Department.
- The Housing Division engaged in several outreach programs within underserved communities such as loan fairs, housing fairs, contractor workshops, and homeownership programs.

- The Housing Division contracted with several minority-owned contracting firms: Exceed; Carolina Earth Movers; Chance & Smith Builders, Inc.; East Coast Construction of the Carolinas, Inc.; Dewit Newkirk; and MB Construction.

Financial Services:

- The Director of Financial Services facilitated a workshop titled "Inclusiveness: The Strengths and Challenges of a Four-Generations Workforce". The training was offered through the City's Training Department to staff City-wide. The workshop was presented to recognize generational differences in communication styles, values, and social trends and to communicate in such a way as to bridge the gap between generational communication styles.
- A recruitment and selection process for Financial Analyst was conducted and the position was filled by a minority female.

Fire/Rescue Department:

- Through a partnership forged with Pitt Community College, the department has created an opportunity for all populations of the community to receive recruit firefighting and EMS certifications at a reduced cost. The certifications afforded individuals the opportunity to compete for entry-level positions with career departments such as the Greenville Fire/Rescue Department.
- Participated in a WorkKeys assessment of Fire/Rescue Officer I, an entry-level position, and the EMS Specialist position. The assessment identified the aptitudes required to be successful in these two positions. The department's goal for the assessment was to provide individuals who demonstrated a deficiency in an assessed area(s) with an avenue to receive remedial training from Pitt Community College. Volunteer firefighters and EMTs often are able to develop the required aptitudes through volunteer experiences. Few minorities and women, however, participate as members of volunteer fire departments and rescue squads. The premise behind WorkKeys is to provide an alternative way for interested individuals to develop the required aptitudes.
- Conducted two recruitment and selection processes for the position of F/R Officer I. Three black males and one white female were hired.

Human Resources:

- Attended the Greenville-Pitt County Chamber of Commerce Women in Business Conference held at Pitt Community College in March. The conference is specifically geared to women in business, whether they are an owner, manager, or employee.
- Represented City at Pitt Community College annual career fair held in April.
- Represented City at Pitt County Career Fair held in May.
- Assisted with selection processes for various positions, including department head level positions.
- Attended Workforce Development Conference at Pitt Community College.
- Assisted Fire/Rescue Department with a number of promotional processes, from EMS Specialist to Battalion Chief.
- Participated in Sanitation Employee meetings at Public Works.
- Posted all job openings--full-time, part-time, and seasonal--on the City's website and governmentjobs.com to reach a larger audience, including media sources that reach minorities and women to ensure that prospective applicants are informed of employment opportunities with the City of Greenville and have an opportunity to apply.
- Worked with departments to develop selection criteria that do not discriminate or tend to screen out women, minorities, and other protected class applicants.
- Continued partnership with East Carolina University to employ students through the Federal Work Study Community Service Program. Through this partnership, eligible ECU students receiving federal financial aid work in various City departments at no

cost to the City. Students from various backgrounds gain valuable work experience and insight into a career in public service.

- Made job descriptions available to applicants and to all involved in the screening and selection processes.
- Placed job opportunities advertisement, when appropriate, in minority news media and women's interest media.
- Disseminated information on job opportunities to organizations representing minorities and women when job opportunities occurred.
- Posted promotional opportunities for employees before considering external candidates, when appropriate.
- Posted job vacancies for a minimum of two weeks. When appropriate, job vacancies were posted for longer periods to allow sufficient time to establish a qualified and diverse applicant pool.
- Assisted in recommending panel members for interview panels and provided technical assistance on interviewing and selection.
- Continued an emphasis on employee training and development by providing a wide range of training programs.
- Provided reasonable accommodation to job applicants with disabilities when requested and appropriate.
- The Human Resources Manager served as a board member for the Pitt County Committee on Employment of People with Disabilities (PCCEPD). The PCCEPD sponsored "Lunch & Learn" seminars in 2012 with speakers/presenters on various topics related to promoting the employment of people with physical and mental disabilities.
- Developed appropriate recruitment strategies for positions such as Assistant City Manager, Public Works Director, Human Resources Director, Financial Analyst, Civil Engineer, and other professional and key positions.
- When requested, provided assistance in developing final interview questions.
- When requested, served as a panel member for various interview boards.
- Recommended recruitment sources and strategies to departments to ensure that the widest possible range of applicants are informed of available positions and encouraged to apply.
- Encouraged departments to list paid and unpaid internships on City's website in order to heighten City's visibility as an employer of choice.

Information Technology:

- IT works each year with ECU and Pitt Community College to recruit interns to provide support to the Help Desk staff and Telecommunications Analyst. During 2012, one Hispanic male and four white males were employed as interns.
- Hired three full-time employees in 2012. Of the three professional positions, one was filled by a black male and two were filled by white males.

Police Department:

- Hired four sworn Police Officers in 2012, one fewer than in 2011. Of the four new hires, three (75%) were minorities. Three civilian positions were filled in 2012. Of those, all three were females.
- Utilized Reserve Police Officers to augment regular Police Officer staffing levels. Reserve Police Officers perform all functions of law enforcement work as associated with a fully qualified Police Officer and must be available to work a minimum of eight hours per month on an as-needed basis. At year-end, the Police Department had a total of 40 Reserve Police Officers.
- Attended job/career fairs at East Carolina University, Pitt Community College, Beaufort Community College, Elizabeth City State University, North Carolina Central University, and Fayetteville State University. Elizabeth City State University, North Carolina Central University, and Fayetteville State University are historically black universities in North Carolina with a predominantly minority enrollment.

- Utilized a recruitment team that consists of a diverse slate of employees of different races and ethnic groups, genders, and ages to accompany the Police Personnel Recruiter at career fairs.
- Utilized radio broadcasts during recruitments for sworn Police Officers to target diverse listeners.
- Provided equal opportunity to all employees for training, promotion, and special assignments.
- Provided part-time employment to students through ECU's Federal Work Study Program.

Public Works:

- Continued discussions with the Employee Management Committee for the Sanitation Division.
- Ensured job advertisements for professional positions were widely advertised in multiple recruitment sources.
- Promoted in-house supervisory, computer skills, and communications training for employees. Training was offered on-site to better accommodate employees' work schedules. Training also was offered at other City facilities in an effort to increase job knowledge to prepare employees for career advancement.
- Partnered with Manpower for seasonal labor, exposing individuals to a career in Public Works in an effort to obtain possible recruits for future vacant positions.
- Solicited assistance from an ECU graduate student intern to study sanitation routes and collection procedures.

Recreation and Parks:

- Offered the Junior Counselor Program to mentor and develop future workforce. Junior Counselors work directly with summer campers, assist the administrative staff and camp counselors implement activities, and serve as positive role models for campers. The Junior Counselor Program was promoted through the Youth Council, local high schools, and the City's website and publications.
- Advertised job vacancies, including part-time positions, via a variety of media including flyers, department's recreation centers, department's brochures and website, East Carolina University's Career Connection, *The East Carolinian* newspaper, *The Daily Reflector* newspaper, GTV-9, the North Carolina Recreation and Parks Association website, and the National Recreation and Parks Association Online Career Center.
- Director spoke to ECU students about volunteer and paid employment opportunities with the City's Recreation and Parks Department.
- Promoted volunteer opportunities in department's brochures and website.
- Provided internship opportunities to eight East Carolina University interns in Athletics and at the Greenville Aquatics and Fitness Center.
- Sponsored a booth at the Chamber Expo to advertise departmental programs and job openings.

VI. PROGRAM FOR 2013

- As vacancies occur, the City of Greenville will strive to meet the following:
 - Maintain a ratio of minority candidates that is representative of the makeup of the available workforce in the community.
 - Increase the City of Greenville's total 2013 applicant pool compared to 2012 in order to provide a broader spectrum of applicants.
 - Promote the recruitment, employment, and advancement of a diverse workforce, including gender, race, disability, religion, and sexual orientation.

- Continue to use the City's communication tools (e.g., website, GTV-9, employee newsletter) to reinforce the City's commitment to diversity.
- Continue the internship recruitment program with local colleges to better serve City departments. Human Resources will continue to work with departments to post internship opportunities on the City's website, in addition to providing postings to college and university career centers.
- Review departmental processes to increase women and minorities' internship participation.
- Continue focused recruitment efforts to attract, retain, and promote females and minorities within the organization. Some examples include:
 - Public Works will continue to review hiring procedures to ensure qualified minority candidates are represented in the short list for interviews. Additionally, the department will advertise internally before considering external candidates when appropriate.
 - Public Works will continue in-house training for all employees and promote career advancement by encouraging employees to take advantage of the City's tuition reimbursement program to complete a two- and/or four-year degree.
 - Public Works will explore advertising employment opportunities in various publications such as monthly Public Works periodicals and on GREAT bus schedules.
 - As positions become available, the Community Development Department will provide job announcements to colleges and universities that offer planning degree programs, particularly those with a significant minority enrollment.
 - The Fire/Rescue and Police Departments will continue to solicit the assistance of minority and female officers in the recruitment and selection process.
 - The Fire/Rescue Department will build upon its marketing plan that includes the use of the Internet, television, radio, and other media that target minorities and other non-traditional fire/rescue candidate pools. All department personnel will be encouraged to assist in the outreach to qualified job applicants.
 - The Fire/Rescue Department will evaluate and implement needed changes to ensure that its work sites and work practices contribute to a positive, respectful, and productive working environment for all employees.
 - The Fire/Rescue Department will consider implementing the WorkKeys assessment as part of its hiring process in an attempt to attract non-traditional applicants to a career in the fire/rescue service. The department will also build upon its partnership with Pitt Community College to provide non-traditional fire/rescue candidates opportunities to receive firefighting and EMT certifications.
 - When actively hiring for the Fire/Rescue Trainee position, the Fire/Rescue Department will provide coaching on the hiring process and training for the physical abilities test.
 - The Human Resources Department will continue to identify additional recruitment sources to increase the number of qualified applicants applying for City positions.
 - The Human Resources Department will develop and implement a supervisory/management training program to increase managerial efficacy.
 - The Human Resources Department will provide training on equal employment opportunity and harassment to all employees.

- The Police Department plans to establish a Basic Law Enforcement Training Scholarship Program to benefit a student that is pursuing a career in law enforcement with the Greenville Police Department. Additionally, the Police Department will continue to actively recruit at colleges and universities with predominantly minority enrollments as well as participate in local community events.
 - The Police Department will review and update the photographs in its recruitment material to ensure that the material reflects a diverse department.
 - The Community Development Department will continue to work with communities, neighborhoods, and partners to provide information and outreach efforts to citizens who need assistance.
- Continue participation and support of the City's MWBE program and participation in the Minority Business Roundtable.
 - Continue supporting the City Council's adoption of the National League of Cities Inclusive Communities Program by working with the Community Development Department's Human Relations Officer and the Human Relations Council.
 - Continue to encourage diverse special project work team formation.

VII. ACTION STEPS

In order to achieve its Affirmative Action Mission Statement, the City of Greenville will take the following steps.

- Continue to distribute recruitment brochures and flyers as follows:
 - To any individual expressing an interest in employment with the Greenville Police Department in a sworn capacity or with the Greenville Fire/Rescue Department.
 - To regional educational institutions sponsoring criminal justice degree programs, fire science technology, or liberal arts program.
 - To local minority churches and social organizations.
- Continue to advertise employment vacancies in local/regional newspapers and minority publications, identifying itself as an equal opportunity/affirmative action employer.
- After reviewing departmental data, it is recommended that the Greenville Police Department and the Greenville Fire/Rescue Department continue to attend job fairs prior to or during major recruitment efforts to promote the City as a progressive employer providing equal employment opportunities for all persons.
- Send Career Opportunities Notices for all advertised vacancies to individuals and organizations on the City's mailing lists, which include institutions of higher learning and military bases. See Appendix B.
- Post vacancies for all departments on the City of Greenville website, providing continuous access by employees and members of the public and ensuring the widest possible dissemination of available job listings.
- Post vacancies on websites targeting minority and female candidates.

- Post vacancies for public safety positions, as they exist, with the military DORS (Defense Outplacement Referral System), TBB (Transition Bulletin Board) website, and the North Carolina Justice Academy website for police officer positions.
- Periodically advertise public safety vacancies on radio stations with predominantly minority/women listening audiences.
- Perform workforce analysis to examine trends in hiring and promotion of women and minorities.
- Offer training opportunities for hiring managers so that they will fully understand the City's Affirmative Action policy and are effective in carrying it out.
- Offer training opportunities to employees at all levels of the organization to help advance their knowledge, skills, and abilities.
- Where feasible, explore creation of career development and/or mentoring programs to prepare employees for promotions.
- Recognize employees through performance reviews, service awards, and when appropriate and available, merit increases.
- Continue to promote workforce diversity through the appointment of project teams to ensure opportunities are available to employees.
- Continue to promote workforce development through the selection of employees from various departments to attend the Municipal Administration Course at the UNC School of Government and the Greenville-Pitt County Chamber of Commerce Leadership Institute course, through support of the City of Greenville's in-house training program, and through the inclusion of budgetary funds for staff to attend outside professional training and conferences.
- Continue to use various methods to recruit diverse pools of applicants for the Citizens Academy and the City's boards and commissions.
- Continue involvement with the Minority Business Roundtable.

VIII. BUDGET ESTIMATES

A. **Media advertisements**

1. Newspapers/publications	\$23,500
2. Radio/TV	0
3. Job fairs	4,000
4. Recruitment brochures/flyers	500
5. Internet websites	<u>5,400</u>
Total	\$33,400

The above figures do not reflect the cost of postage or total hours spent preparing and disseminating literature and ads, nor the number of hours involved in attending job fairs.

IX. PROGRAM EVALUATION

This program will be evaluated in January 2014 by the Human Resources Director to determine whether any issues need to be addressed or changed, with the final report submitted in February 2014. Program strategies will be continued or revised as necessary to meet the City of Greenville's affirmative action mission statement.

City of Greenville
Workforce/Applicant Analysis
As of 12/31/12

	Total	Total White		Total White Male		Total White Female		Total Black Male		Total Black Female		Total Black		Total Female		Total Non-Black Minority	
	#	#	% of total	#	% of total	#	% of total	#	% of total	#	% of total	#	% of total	#	% of total	#	% of total
City Attorney																	
Employees	3	3	100%	2	67%	1	33%	0	0%	0	0%	0	0%	1	33%	0	0%
Applicants	0	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
City Clerk																	
Employees	3	1	33%	0	0%	1	33%	0	0%	1	33%	0	0%	3	100%	1	33%
Applicants	0	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
City Manager																	
Employees	6	4	67%	3	50%	2	33%	2	33%	0	0%	0	0%	2	67%	0	0%
Applicants (1 position)	118	68	58%	57	48%	11	9%	41	35%	23	19%	16	14%	29	25%	7	6%
Community Development																	
Employees	24	15	63%	11	46%	4	17%	9	38%	3	13%	6	25%	10	42%	0	0%
Applicants	0	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Financial Services																	
Employees	19	6	32%	0	0%	6	32%	12	63%	3	16%	9	47%	16	84%	1	5%
Applicants (1 position)	79	48	61%	27	34%	21	27%	24	30%	6	8%	18	23%	44	56%	3	4%
Fire/Rescue																	
Employees	153	129	84%	123	80%	6	4%	23	15%	21	14%	2	1%	8	5%	1	1%
Applicants (1 position)	293	234	80%	227	77%	7	2%	35	12%	33	11%	2	0%	9	3%	20	7%
Human Resources																	
Employees	8	5	63%	1	13%	4	50%	3	38%	1	12%	2	25%	6	75%	0	0%
Applicants (1 position)	115	64	56%	30	26%	33	29%	40	35%	7	6%	33	29%	71	62%	3	3%
Information Technology																	
Employees	19	14	74%	8	42%	6	32%	4	21%	3	16%	1	5%	7	37%	1	5%
Applicants (2 Positions)	104	61	59%	53	51%	8	8%	33	32%	19	18%	14	13%	23	22%	5	5%
Police																	
Employees	230	164	71%	130	57%	34	15%	52	23%	34	15%	18	8%	52	23%	14	6%
Applicants (5 positions)	1,377	702	51%	502	36%	200	15%	582	42%	290	21%	289	21%	521	38%	55	4%
Public Works																	
Employees	190	80	42%	70	37%	10	5%	104	55%	96	51%	8	4%	19	10%	6	3%
Applicants (16 positions)	700	361	52%	347	50%	13	2%	279	40%	246	35%	30	4%	50	7%	46	7%
Recreation and Parks																	
Employees	60	43	72%	32	53%	11	18%	17	28%	15	25%	2	3%	13	22%	0	0%
Applicants	0	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
City of Greenville (all departments)																	
Employees	715	464	65%	380	53%	85	12%	227	32%	176	25%	51	7%	139	19%	24	3%
Applicants (27 positions)	2,786	1,538	55%	1,243	45%	293	11%	1,034	37%	624	22%	402	14%	747	27%	139	5%

Appendix A: Analysis of EEO Job Categories For Calendar Year 2012

The following eight job categories have been established by the Equal Employment Opportunity Commission (EEOC) and are used by the City of Greenville. All City of Greenville job titles are placed into one of these categories.

1. **Officials and Administrators**
This group is of particular importance in affirmative action planning in that these employees exercise overall responsibility for execution of broad policies or direct individual departments or special phases of the City's operations. Positions in this category include City Manager, Assistant City Manager, City Attorney, City Clerk, and department heads. Persons in this category are generally at the upper end of the pay classification system. At the end of calendar year 2012, Officials and Administrators made up approximately 2% (11) of the City's 715 full-time employees. The number of females and minorities in this category totaled 3 (27%) and 4 (36%), respectively.
2. **Professionals**
Employees in this category are required to have specialized and theoretical knowledge which is usually acquired through college training or through work experience and other training which provides comparable knowledge. This category includes a variety of professions, such as accountants, systems analysts, engineers, and police and fire captains. Professionals comprised approximately 10% (75) of the City's full-time employees. Females held 19 (25%) of all professional positions, while minorities held 15 (20%) of the positions.
3. **Technicians**
Employees in this category are required to have a combination of basic scientific or technical knowledge and manual skills which can be obtained through specialized post-secondary school education or through equivalent on-the-job training. Police sergeants, fire lieutenants, and building inspectors are among the occupations in this category. At the end of calendar year 2012, approximately 19% (134) of the City's workforce was classified as Technicians. Minorities comprised 22 (16%) of the positions held and 18 (13%) were female.
4. **Protective Service Workers**
Protective service workers accounted for the largest occupational category of employees, representing approximately 33% (237) of the City's full-time workforce. Employees in this category are entrusted with public safety, security, and protection from destructive forces. Police and Fire/Rescue Officers are among the occupations in this category. At the end of 2012, females comprised 22 (9%) of the positions while minorities held 63 (27%) of the positions.
5. **Paraprofessionals**
Employees in this category perform some of the duties of a professional or technician in a supportive role, which usually require less formal training and/or experience normally required for professional or technical status. Examples of paraprofessional positions include Recreation and Parks Program Assistants. There were 26 (4%) paraprofessionals at the end of 2012, of which 17 (65%) were female and 9 (35%) were minorities.

6. Administrative Support

This category consists of employees responsible for internal and external communication, recording and retrieval of data and/or information and other paperwork required in an office. Included in this category are Staff Support Specialists, Administrative Assistants, Telecommunicators, and Communications Technicians. Administrative Support employees accounted for 66 (9%) of the total workforce in 2012. Females comprised 51 (77%) of the administrative support positions while minorities comprised 29 (44%).

7. Skilled Craft Workers

Skilled craft workers perform jobs which require special manual skill and a thorough and comprehensive knowledge of the processes involved in the work which is acquired through on-the-job training and experience or through apprenticeship or other formal training programs. Included in this occupational category are skilled Equipment Operators, Mechanics, and Welders. Of the 53 (7%) skilled craft workers at the end of 2012, minorities held 30 (57%) positions. There were no females employed in this category.

8. Service-Maintenance

Included in the Service-Maintenance category are positions such as Animal Control Officers, Custodians, Laborers, Refuse Collectors, and Transit Drivers. These and other service-maintenance workers perform duties which result in or contribute to the comfort, convenience, hygiene, or safety of the general public or which contribute to the upkeep and care of buildings, facilities, or grounds of public property. There were 113 (16%) employees in this category at the end of 2012. Eight (7%) of this category were female and 79 (70%) were minorities.

EEO JOB CATEGORIES
Full-Time Employees
As of 12/31/12

Job Category	ALL EMPLOYEES			RACE/ETHNIC CATEGORIES							
	Total	Male	Female	MALE				FEMALE			
				W	B	H	API	AIAN	W	B	H
Officials & Administrators	2% (11)	73% (8)	27% (3)	55% (6)	18% (2)				9% (1)	18% (2)	
Professionals	10% (75)	75% (56)	25% (19)	61% (46)	12% (9)	1% (1)			19% (14)	7% (5)	
Technicians	19% (134)	87% (116)	13% (18)	73% (98)	13% (17)	<1% (1)			10% (13)	3% (4)	(1)
Protective Service Workers	33% (237)	91% (215)	9% (22)	68% (160)	17% (40)	5% (11)	<1% (2)	<1% (2)	6% (14)	3% (8)	
Paraprofessionals	4% (26)	35% (9)	65% (17)	19% (5)	15% (4)				46% (12)	19% (5)	
Administrative Support	9% (66)	23% (15)	77% (51)	17% (11)	6% (4)				39% (26)	35% (23)	2% (1)
Skilled Craft Workers	7% (53)	100% (53)	0% (0)	43% (23)	51% (27)	6% (3)					
Service-Maintenance	16% (113)	93% (105)	7% (8)	27% (30)	65% (74)	<1% (1)			4% (4)	4% (4)	
TOTAL	100% (715)	81% (577)	19% (138)	53% (379)	25% (177)	2% (17)	<1% (2)	<1% (2)	12% (84)	7% (51)	<1% (1)

Race/Ethnic Categories:

White (not of Hispanic origin): All persons having origins in any of the original peoples of Europe, North Africa, or the Middle East.

Black (not of Hispanic origin): All persons having origins in any of the Black racial groups of Africa.

Hispanic: All persons of Mexican, Puerto Rican, Cuban, Central or South American, or other Spanish culture or origin, regardless of race.

Asian or Pacific Islander: All persons having origins in any of the original peoples of the Far East, Southeast Asia, the Indian Subcontinent, or the Pacific Islands.

American Indian or Alaskan Native: All persons having origins in any of the original peoples of North America, and who maintain cultural identification through tribal affiliation or community recognition.

2012 Workforce Composition by EEO Job Category – Net Change from 2011

OFFICIALS & ADMINISTRATORS			
	Dec. 2012	Dec. 2011	Net Change
Male	8	9	-1
Female	3	3	0
Non-Minority	7	8	-1
Minority	4	4	0
Black	4	4	0
Hispanic	0	0	0
Asian/PI	0	0	0
AI/AN	0	0	0
TOTALS	11	12	-1

PARAPROFESSIONALS			
	Dec. 2012	Dec. 2011	Net Change
Male	9	9	0
Female	17	19	-2
Non-Minority	17	19	-2
Minority	9	9	0
Black	9	9	0
Hispanic	0	0	0
Asian/PI	0	0	0
AI/AN	0	0	0
TOTALS	26	28	-2

PROFESSIONALS			
	Dec. 2012	Dec. 2011	Net Change
Male	56	57	-1
Female	19	19	0
Non-Minority	60	61	-1
Minority	15	15	0
Black	14	15	-1
Hispanic	1	0	1
Asian/PI	0	0	0
AI/AN	0	0	0
TOTALS	75	76	-1

ADMINISTRATIVE SUPPORT			
	Dec. 2012	Dec. 2011	Net Change
Male	15	15	0
Female	51	53	-2
Non-Minority	37	39	-2
Minority	29	29	0
Black	27	27	0
Hispanic	1	1	0
Asian/PI	1	1	0
AI/AN	0	0	0
TOTALS	66	68	-2

TECHNICIANS			
	Dec. 2012	Dec. 2011	Net Change
Male	116	112	4
Female	18	20	-2
Non-Minority	111	111	0
Minority	23	21	2
Black	21	19	2
Hispanic	1	2	-1
Asian/PI	0	0	0
AI/AN	1	0	1
TOTALS	134	132	2

SKILLED CRAFT WORKERS			
	Dec. 2012	Dec. 2011	Net Change
Male	53	63	-10
Female	0	0	0
Non-Minority	23	29	-6
Minority	30	34	-4
Black	27	32	-5
Hispanic	3	2	1
Asian/PI	0	0	0
AI/AN	0	0	0
TOTALS	53	63	-10

PROTECTIVE SERVICE WORKERS			
	Dec. 2012	Dec. 2011	Net Change
Male	215	215	0
Female	22	23	-1
Non-Minority	174	178	-4
Minority	63	60	3
Black	48	48	0
Hispanic	11	8	3
Asian/PI	2	2	0
AI/AN	2	2	0
TOTALS	237	238	-1

SERVICE-MAINTENANCE			
	Dec. 2012	Dec. 2011	Net Change
Male	105	108	-3
Female	8	6	2
Non-Minority	34	37	-3
Minority	79	77	2
Black	78	76	2
Hispanic	1	1	0
Asian/PI	0	0	0
AI/AN	0	0	0
TOTALS	113	114	-1

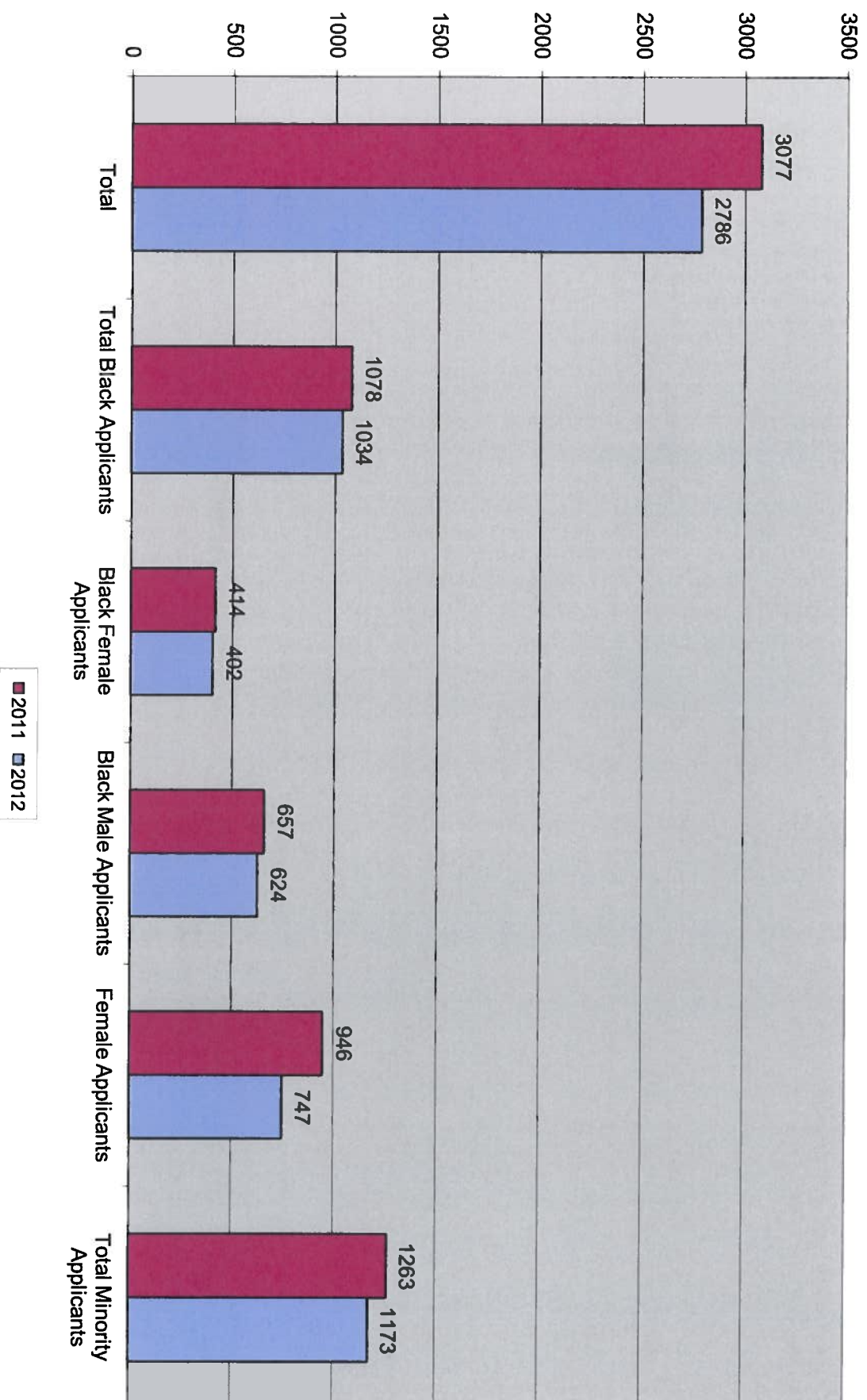
Appendix B: Recruitment Mailing List

Company	Contact Person	Address	City	State	Zip Code	Email Address
A & T Alumni Association	Mrs. Anne Brown	P. O. Box 27	Simpson	NC	27879	
Barton College	Director of Career Services	P. O. Box 5617 College Station	Wilson	NC	27893	lwkahn@barton.edu
Beaufort County Community College	Kelly Rouse	P. O. Box 1069	Washington	NC	27889	kellyr@beaufortcc.edu
Beaufort County Department of Social Services	Work First Supervisor	P. O. Box 1358	Washington	NC	27889	Theresa.porter@ncmail.net
Beaufort County JobLink Career Center		1385 John Small Avenue	Washington	NC	27889	
Bennett College		900 E. Washington Street	Greensboro	NC	27401	careercenter@bennett.edu
Campbell University	Peggy Lawrence	P. O. Box 4260	Buies Creek	NC	27506	
Carver Branch Library	Librarian		Greenville	NC	27834	
City of Wilson	Personnel Department	P. O. Box 10	Wilson	NC	27894	
Coastal Carolina Community College		444 Western Blvd.	Jacksonville	NC	28546	careerservices@coastalcarolina.edu
Community Christian Church	Pastor James Corbett	P. O. Box 968	Greenville	NC	27835	
Cornerstone Missionary Baptist Church	Rev. Sidney A. Locks, Jr.	1095 Allen Road	Greenville	NC	27834	esimmons@cmbchurch.com
Craven Comm. College	Wanda Thomas	800 College Court	New Bern	NC	28562	
Department of Social Services	Niagara Parker	1717 West Fifth Street	Greenville	NC	27835	
Division of Services for the Blind	Rhonda Johnson	404 St. Andrews Street	Greenville	NC	27834	rhonda.johnson@ncmail.net
East Carolina University	The Career Center	701 E. 5 th Street	Greenville	NC	27858	career@ecu.edu
Eastern Kentucky University	Office of the Dean	354 Stratton Building	Richmond	KY	40475-4353	Elizabeth.ballou@eku.edu
Elizabeth City State University	Office of Career Services	Brutus N. Jackson	Elizabeth City	NC	27909	bnjackson@mail.ecsu.edu
Employment Security Commission	3101 Bismarck Street		Greenville	NC	27834	
Fayetteville State University	Career Services	1200 Murchison Rd, SBE Suite 230	Fayetteville	NC	28301-4298	
Greene County JobLink Career Center		818 Highway 91 N	Snow Hill	NC	28580	

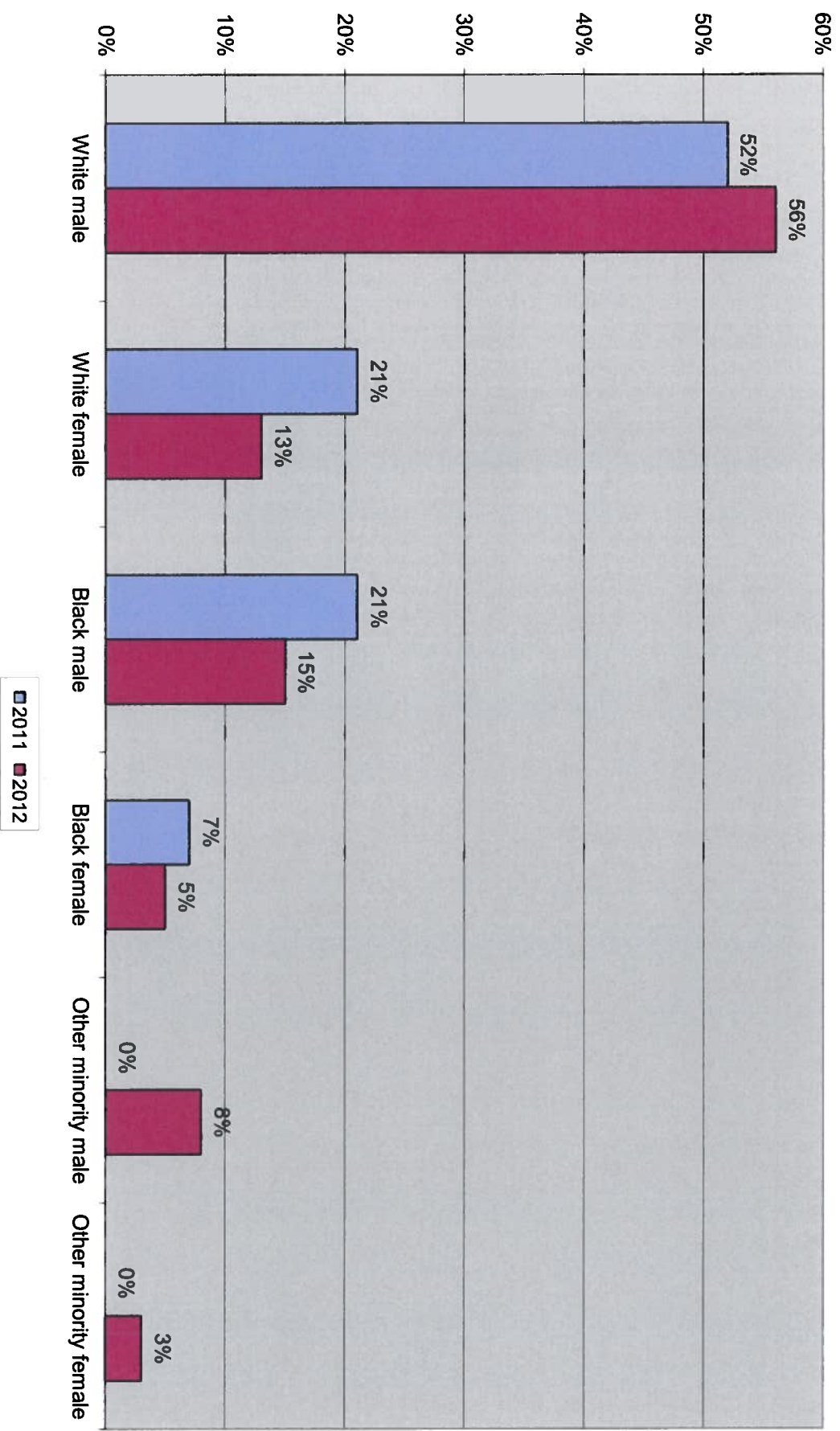
Company	Contact Person	Address	City	State	Zip Code	Email Address
Greenville Community Shelter	Volunteer Coordinator	P. O. Box 687	Greenville	NC	27834	
Human Resources Office	Out Placement Programs Code 1117.24	Norfolk Naval Shipyard	Portsmouth	VA	23709	
J. H. Rose High School	Dot Smith	Arlington Blvd.	Greenville	NC	27834	Smithd.rose@pit.t.k12.nc.us
Joint Public Affairs Office		Marine Corp Air Station New River	Jacksonville	NC	28545	
Lenoir Comm. College (JobLink Career Center)	Diane Ivey	P. O. Box 188	Kinston	NC	28502-0188	divey@lenoircc.edu
Lenoir Community College	Tezra Eggleton	P. O. Box 188	Kinston	NC	28501	tparker@lenoircc.edu
Marine & Family Services	Cynthia Shaw	PSC Box 8009	Cherry Point, Camp Lejeune, Camp Pendleton	NC	28533-8009	Cynthia.shaw@usmc.mil
Martin Community College	Rebecca Woolard	1611 Kehukee Park Road	Williamston	NC	27892	rwoolard@martincc.edu
Martin County Community Action	Angela Wynn	P. O. Box 8358	Greenville	NC	27834	awynn@mccai.org
Martin County JobLink Career Center		407 East Blvd.	Williamston	NC	27892	
Mount Olive College	Career Center	634 Henderson Street	Mt. Olive	NC	28365	apeacock@moc.edu
Mt. Calvary FWB	Angela Ormond	411 Watauga Ave	Greenville	NC	27834-3848	
Nash Community College	Career Planning & Placement Center	522 N. Old Carriage Road	Rocky Mount	NC	27804	jlmorrison@nashcc.edu
Navy	Debbi Cauley	Transition Assistance Program/CONSEP Admin Secretary FFSC Norfolk Bldg U-93	Naval Station Norfolk, Fort Eustis, Langley AFB	VA		deborah.cauley.ctr@navy.mil
N. C. Central University	Public Administration	109 Classroom Building	Durham	NC	27707	
NC A & T State University	Office of Career Services – Attn: Carolyn Mark	Suite 101 Murphy Hall	Greensboro	NC	27411	
North Carolina STRIVE	Mrs. Joyce Jones	1710 West 6 th Street	Greenville	NC	27834	
North Carolina Wesleyan College	Internships & Career Svcs	3400 North Wesleyan Blvd.	Rocky Mount	NC	27804	jwarren@ncwc.edu
Pamlico Comm. College	Gray Gaskins	P. O. Box 185	Grantsboro	NC	28529	
Philippi Church of	Rev. Randy Royal	P. O. Box 1116	Greenville	NC	27834	

Company	Contact Person	Address	City	State	Zip Code	Email Address
Christ						
Phillippi Missionary Baptist Church	Rev. A. C. Bachelor	P. O. Box 124	Simpson	NC	27879-0124	
Pitt Community College	Career Services Bobbe Rouse	P. O. Drawer 7007	Greenville	NC	27835	brouse@email.pittcc.edu
Pitt County Employment Security Commission JobLink Center		3101 Bismarck Street	Greenville	NC	27834	esc.jobs.greenville@ncesc.gov
Pitt County JobLink (Vocational Rehabilitation)	John Kramzar		Greenville	NC	27835	John.kramzar@ncmail.net
Pitt County Memorial Hospital	Retention Coordinator	2100 Stantonsburg Road	Greenville	NC	27834	omike@pcmh.com
Pitt County Mental Health	Vivian Hudson	203 Government Circle	Greenville	NC	27834	
Pitt County NAACP		606 Albemarle Ave.	Greenville	NC	27834	
SCLC	Mr. Bennie Roundtree	623 Albemarle Ave.	Greenville	NC	27834	
Seymour Johnson Air Force Base	Lee Wright	Family Readiness	Goldsboro	NC	27531	Lee.wright@seymourjohnson.af.mil
Shaw University	Juanda Holley	Office Career Dev.	Raleigh	NC	27601	jholley@shaw.edu
Sheppard Memorial Library	Peggy Pollock					
St. Paul's Episcopal Church		401 E. Fourth Street	Greenville	NC	27858	
Sycamore Hill Baptist Church	Rev. Howard Parker, Jr.	P. O. Box 6012	Greenville	NC	27835	
The Salvation Army	Captain R. Robinson	P. O. Box 113	Greenville	NC	27835	
The University of North Carolina at Pembroke	Career Services Center	P. O. Box 1510	Pembroke	NC	28372	Brendac.jacobs@uncp.edu
U. P. C.	Pastor Ron Lappin	2950 S. Memorial Drive	Greenville	NC	27834	
Vocational Rehab	John White	P. O. Box 2487	Greenville	NC	27836-2487	
West Greenville CDC	Barbara Fenner - Executive Director	P. O. Box 1605	Greenville	NC	27835	
Wilson Technical Comm College	Randy Turnage	902 Herring Ave.	Wilson	NC	27893	

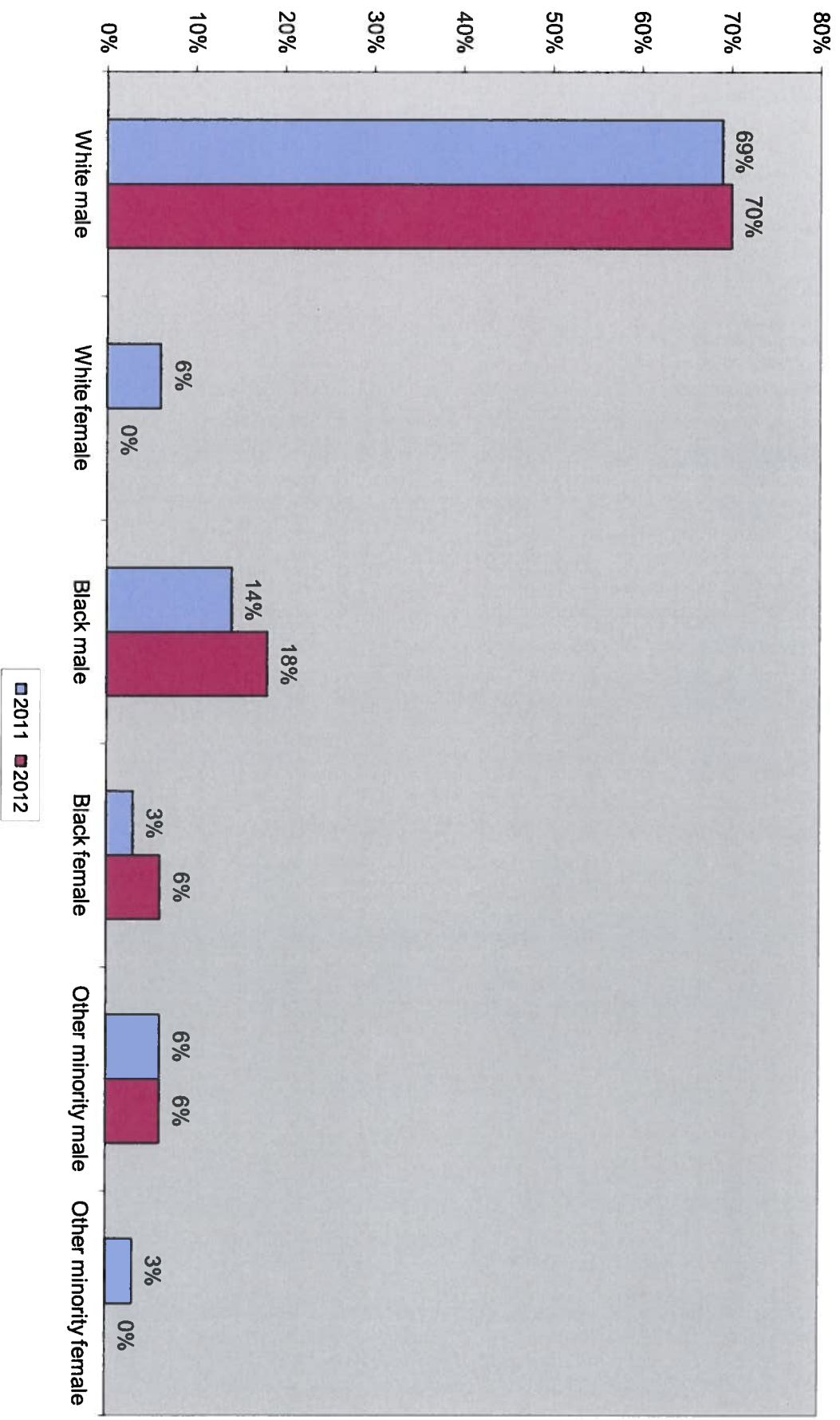
City of Greenville Applicant Demographics for 2011 & 2012



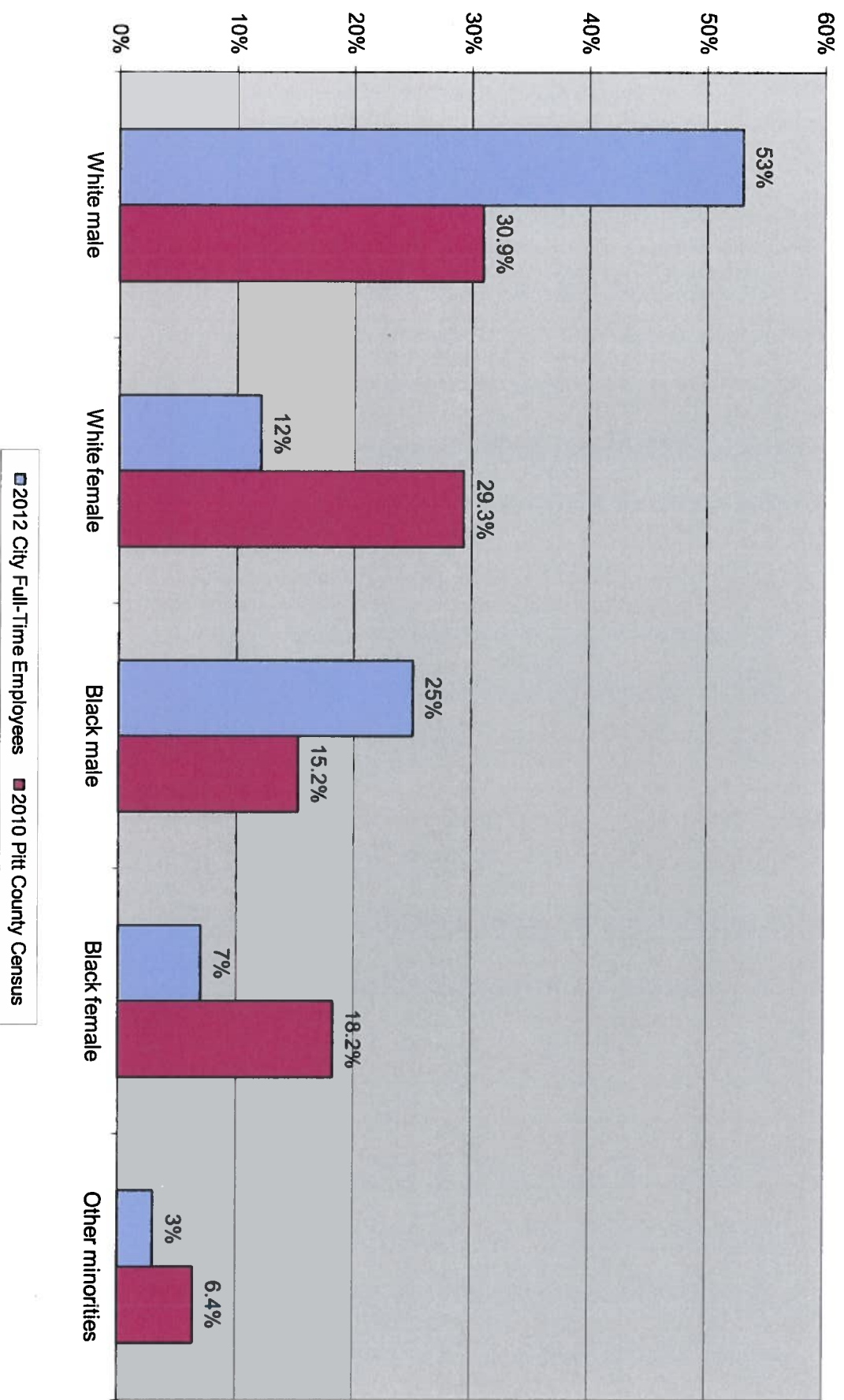
City of Greenville
New Hire Demographics for 2011 & 2012



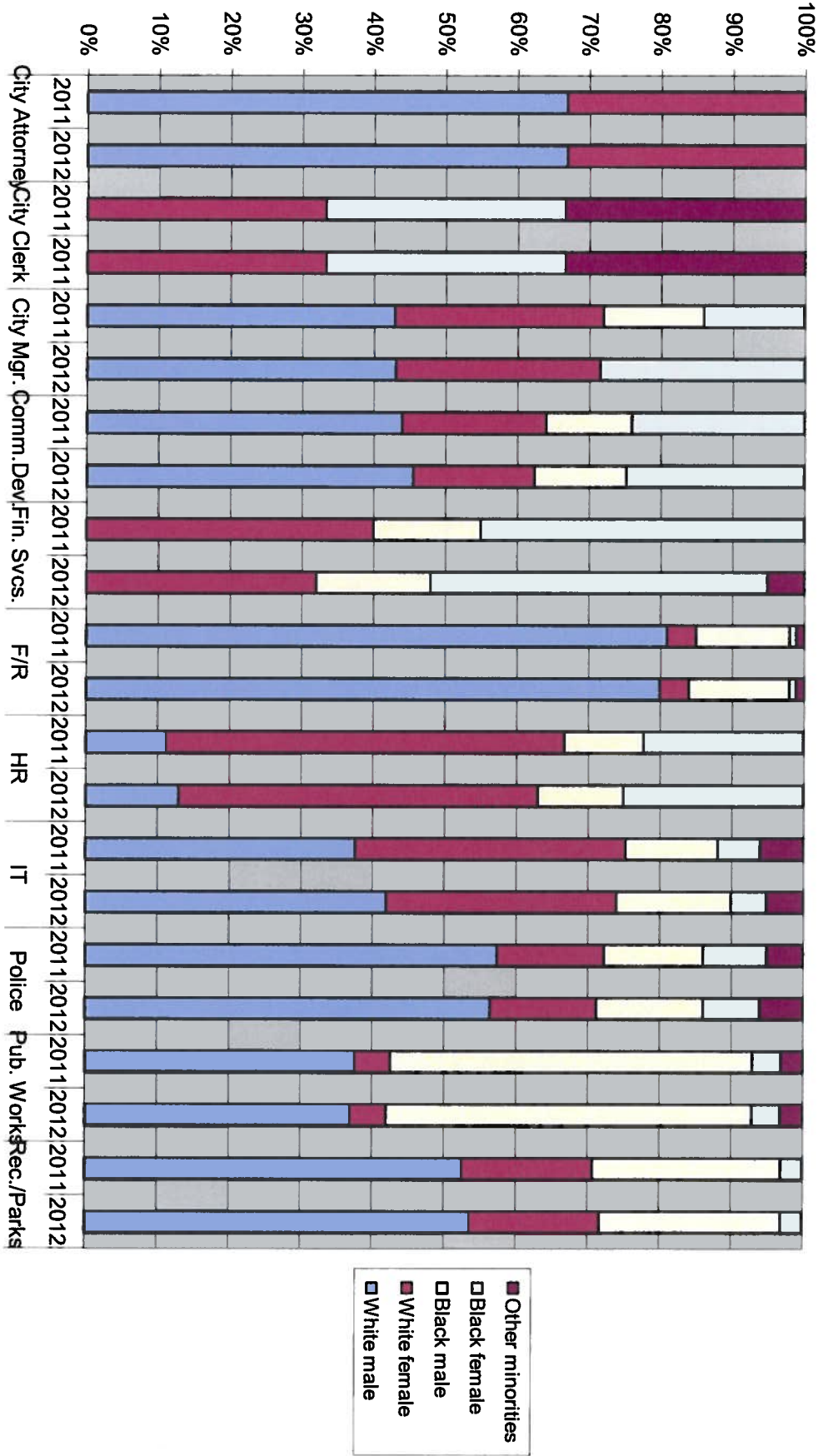
City of Greenville
Employee Promotions Demographics for 2011 & 2012



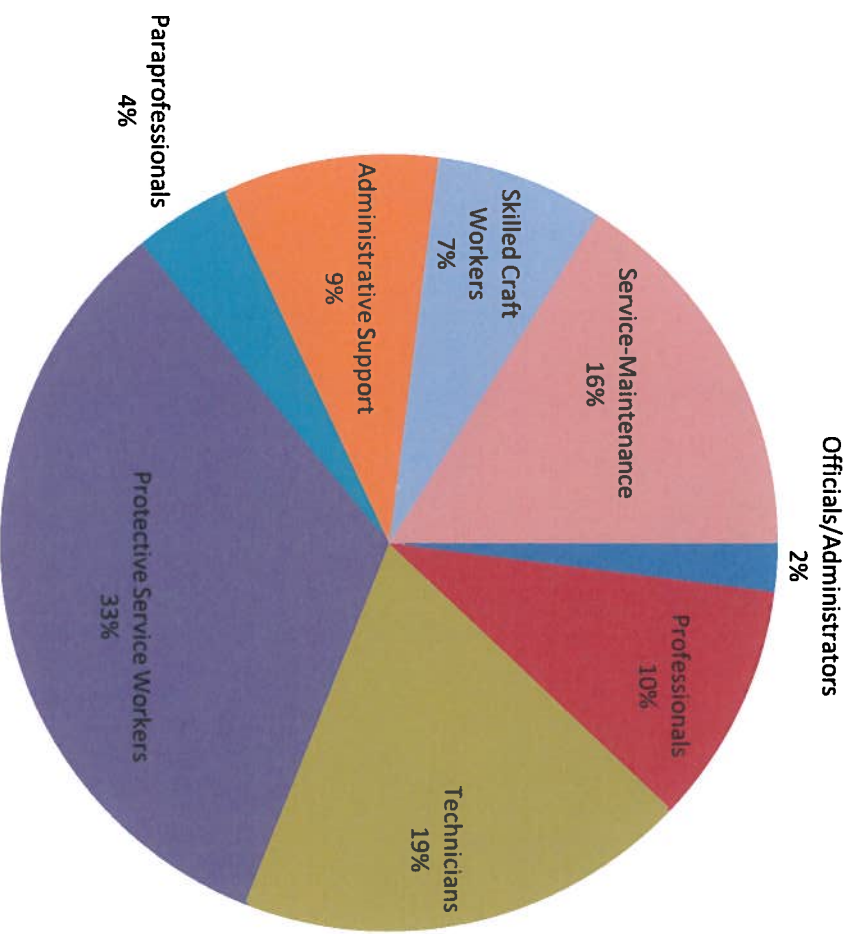
Comparison of City of Greenville Full-Time Employees to 2010 Pitt County Labor Force Census



City of Greenville Departmental Workforce Analysis for 2011 & 2012



City of Greenville EEO Job Categories for 2012



- Officials/Administrators
- Professionals
- Technicians
- Protective Service Workers
- Paraprofessionals
- Administrative Support
- Skilled Craft Workers
- Service-Maintenance

COMMUNITY DEVELOPMENT

MEMO

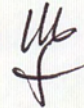
DEPARTMENT

TO: Barbara Lipscomb, City Manager

FROM: Merrill Flood, Director Community Development Department

DATE: March 27, 2013

SUBJECT: Off-Premises Sign Report



Please find attached a report on the off-premises sign that was constructed on Evans Street along with a report of the current standards. In summary the newly constructed off-premises sign occurred following a rezoning of property. It meets all current standards. There are limited areas available for the addition of new off-premises signs based upon the current sign regulations and likely locations.

Please contact me if you have additional questions or need more information.

Community Development

Department

MEMO

TO: Merrill Flood, Community Development Dept. Director

FROM: Andrew Thomas, Jr., Lead Planner

DATE: March 27, 2013

SUBJECT: Evans Street Off Premises Sign Report

City Council requested the Planning Staff to review the permitting process for the off-premises sign that was erected on Evans Street. Further, the Planning Staff was also asked to report on available locations of future off-premises sign.

Permitting process for the Evans Street Off-Premises Sign

Storage Kings, LLC applied for a rezoning from R-6, Residential, to CH, Heavy Commercial, for a 0.174 acre tract located on the southern right-of way of Deck Street. The tract was approximately 64 feet by 118 feet. The rezoning applicant left approximately a 220 foot buffer to the adjacent residential district. The rezoning applicant operates a mini-storage business situated on this property and an adjoining parcel. At the application stage, it was presumed that this rezoning was in connection with a future expansion of the existing mini-storage operation. The rezoning request was determined to be in compliance with the comprehensive plan. The request was heard by the Planning and Zoning Commission on June 19, 2013 and was passed with only one dissenting vote. The request went to the Greenville City Council on August 9, 2013 where it passed unanimously.

This rezoning allowed the property owner enough separation from the residentially- zoned property to place an off-premises sign. While all allowable uses have to be considered in a rezoning request, there was no knowledge that purpose of this rezoning was to gain clearance for an off-premises sign. Even if the Planning Staff had known the applicant's motives, it would have been difficult to deny a requested change that was in compliance with the comprehensive plan.

Following the rezoning, Storage Kings, LLC, submitted an application for an off-premises sign on October 29, 2012, which was later approved on November 16, 2012 after the applicant demonstrated the ability to meet all of the requirements for installation of an off-premises sign on this parcel.

On November 13, 1986, the City of Greenville adopted a comprehensive set of sign regulations. In addition to on-premises sign requirements, standards were adopted for off-premises sign along with an amortization schedule for the removal of non-conforming off-premises signs. There have been amendments to the regulations over time. The current code requirements are listed below:

Greenville - Building, Planning and Development Regulations

SEC. 9-4-236 OFF-PREMISES ADVERTISING SIGN REQUIREMENTS.

(A) The following additional standards and regulations shall apply to all off-premises advertising signs.

(1) Off-premises advertising signs. Off-premises advertising signs shall be permitted only within the CH, IU and I Zoning Districts or as provided herein.

(2) Compliance. No such signs shall be altered, expanded, enlarged or replaced except in conformance with this section and section 9-4-225(C) (2).

(3) Removal of sign. Where the premises or property upon which the sign is erected is changed to another zone other than CH, IU or I, the sign shall be removed within 90 days from the effective date of the change.

(4) Spacing. The minimum spacing requirement between each off-premise advertising sign shall be 1,000 feet from the center of the sign.

(5) Size and height.

(a) Such signs shall not measure more than 400 square feet of total sign area or display surface, and the display surface shall not be more than 12 feet in the vertical dimension nor greater than 40 feet in the horizontal. Copy extensions of 120 or less shall not be included in the calculation of total sign display surface area.

(b) A single side of a double face or V-type signs shall be regarded as the total display surface for purposes of calculating total sign surface area, provided the sides are separated by not more than 20 feet at any point.

(c) The top of the sign shall not exceed 35 feet in height (exclusive of copy extensions) as measured from the surface elevation of the ground or main roadway surface elevation nearest the sign, whichever is highest.

(d) The minimum vertical clear distance between the property grade and the bottom of the trim or other frame support shall be not less than 12 feet.

(e) All support structure(s) shall be painted in a neutral color to blend with the surrounding area.

(6) Setback.

(a) The setback requirements shall be the same as set forth in the CH, IU or I Districts for the front yard, side yard and rear yard setbacks; provided, however, no sign shall be closer than ten feet to a side or rear property line.

(b) All off-premises advertising signs shall be set back at least 300 feet from the nearest edge of a zoning boundary which describes property zoned for residential purposes, including the R-6, R-6A, R-6S, R-6N, R-6MH, R-9, R-9S, R-15S, RA-20, OR, CDF, MR and MRS Zoning Districts.

(c) No off-premises signs shall be located closer than 100 feet to the intersection of two public streets.

(d) All setback requirements as set forth above shall be measured from the extreme outermost edge of the sign as projected upon the ground and measured from this ground point to the nearest property line or nearest zoning district.

(7) Construction.

(a) All off-premises advertising signs shall be self-supporting single-pole structures erected on or set into and permanently attached to concrete foundations. The sign's structure, electrical system and other construction elements shall be designed and built according to the North Carolina State Building Code as evidenced by engineering drawings drawn to scale by a licensed engineer or architect. The signs shall be engineered to withstand a wind loading of 36 pounds per square feet.

(b) Off-premises advertising signs shall be located and constructed in such a way as to maintain horizontal and vertical clearance of all overhead electrical conductors in accordance with the North Carolina State Building Code and the National Electronic Code as incorporated therein; provided, that in no case shall an outdoor advertising sign be erected with any part closer than ten feet horizontally or vertically from any conductor or public utility guy wire.

(8) Additional requirements. The immediate premises shall be kept free from debris or undergrowth. A landscaping plan shall be approved by the Director of Community Development and shall be maintained on the immediate premises by the sign owner. The landscaping shall consist of ground cover, shrubs, trees or other permanent vegetation that will effectively screen the sign's base. For purposes of this article, the "immediate premises" shall be defined as an area surrounding the sign's structural support not less than ten feet in all directions from the base.

(9) Off-premises signs. Off-premises signs shall not be included in or count toward the total number of on-premises signs or the total sign surface area allocation calculation for on-premises signs. (Ord. No. 2337, § 1, passed 6-13-1991; Ord. No. 95-29, § 10, passed 3-9-1995; Ord. No. 97-85, §§ 1, 2, passed 8-14-1997; Ord. No. 02-63, § 3, passed 6-13-2002; Ord. No. 06-75, § 1, passed 8-10-2006)

(B) Exemptions. Any temporary poster panel off-premises sign may be utilized to advertise a business, establishment, profession, service, event, entertainment, condition or commodity that is located, manufactured, conducted, sold or otherwise offered or provided on the lot of record where the sign is constructed or displayed, provided all of the following:

(1) Such temporary poster panel off-premises sign(s) are rental signs owned by a third party and leased to others for advertising as part of the third party's bona fide sign rental business;

(2) Such temporary poster panel off-premises sign(s) are either conforming or legal (existing) nonconforming off-premises signs as regulated by this article; and

(3) A zoning compliance permit for such use has been reviewed and approved for each separate location. The purpose of this section is to ensure that the subject sign structure and method of display is in compliance with applicable requirements. There is otherwise no limitation on the frequency or duration of any such display provided compliance with all the provisions of this article.

(Ord. No. 02-63, § 4, passed 6-13-2002; Ord. No. 03-78, § 5, passed 8-14-2003)

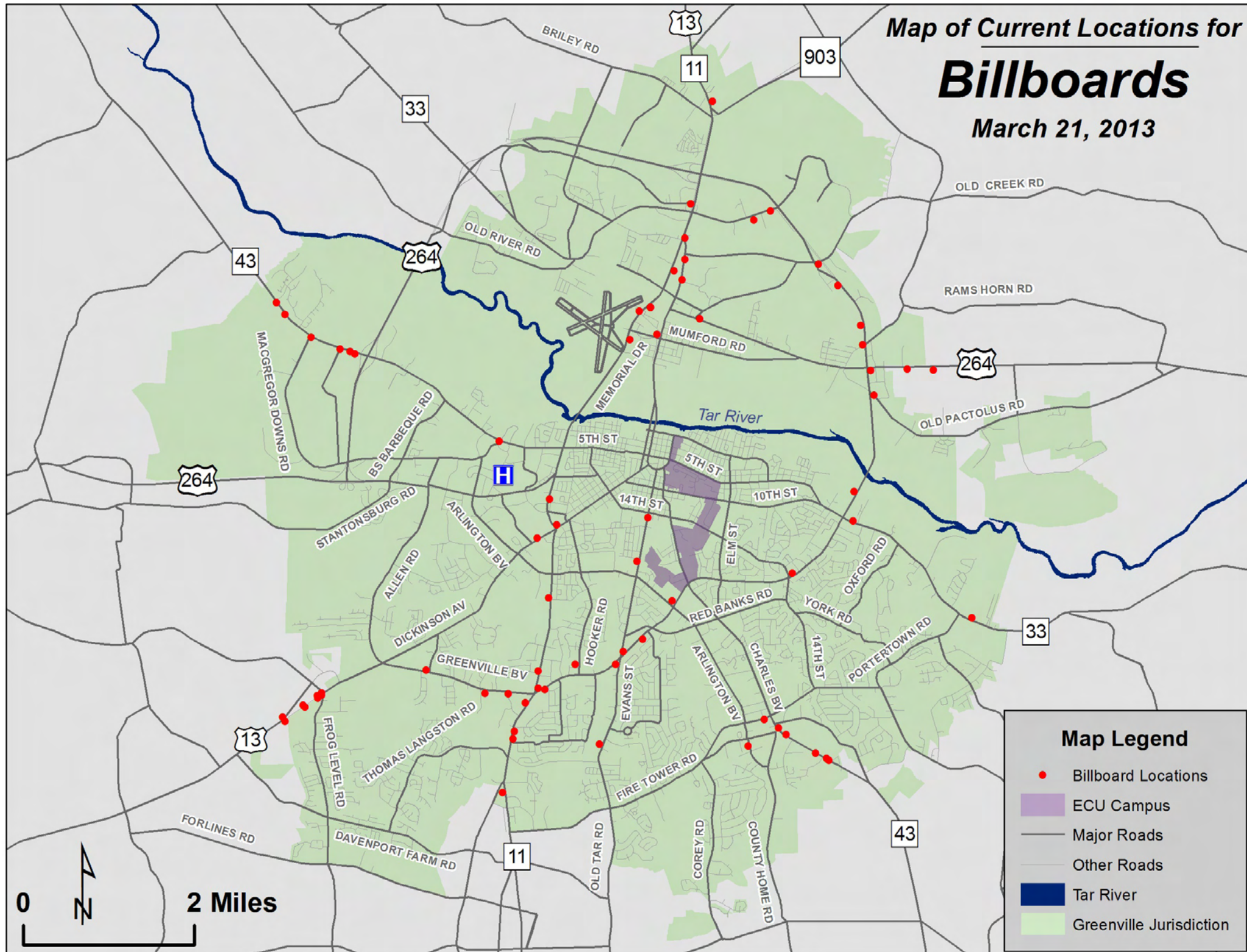
Staff completed a spatial analysis identifying the location and qualifications of off-premises signs within the City's jurisdiction. Listed below are the results of the analysis

- A. There are currently **72 existing off premises signs** in Greenville's Jurisdiction.
- B. 61 of the 72 existing off-premises signs are within permitted zoning districts (43 in the CH, 15 located in IU, and 3 are located in the I zoning district)
- C. 11 off-premises signs are in zoning districts that don't permit off premises signs. But all 11 are located along Federal Aid Primary Highways, which are allow these signs to remain because their location on a Federal Aid Primary Highway.
- D. *Application of the required zoning district locational standards and spacing requirements indicates that areas with 15.89 miles of road frontage, of which 9.81 miles are along major thoroughfares and qualify for placement of an off-premises sign (see attachment map)

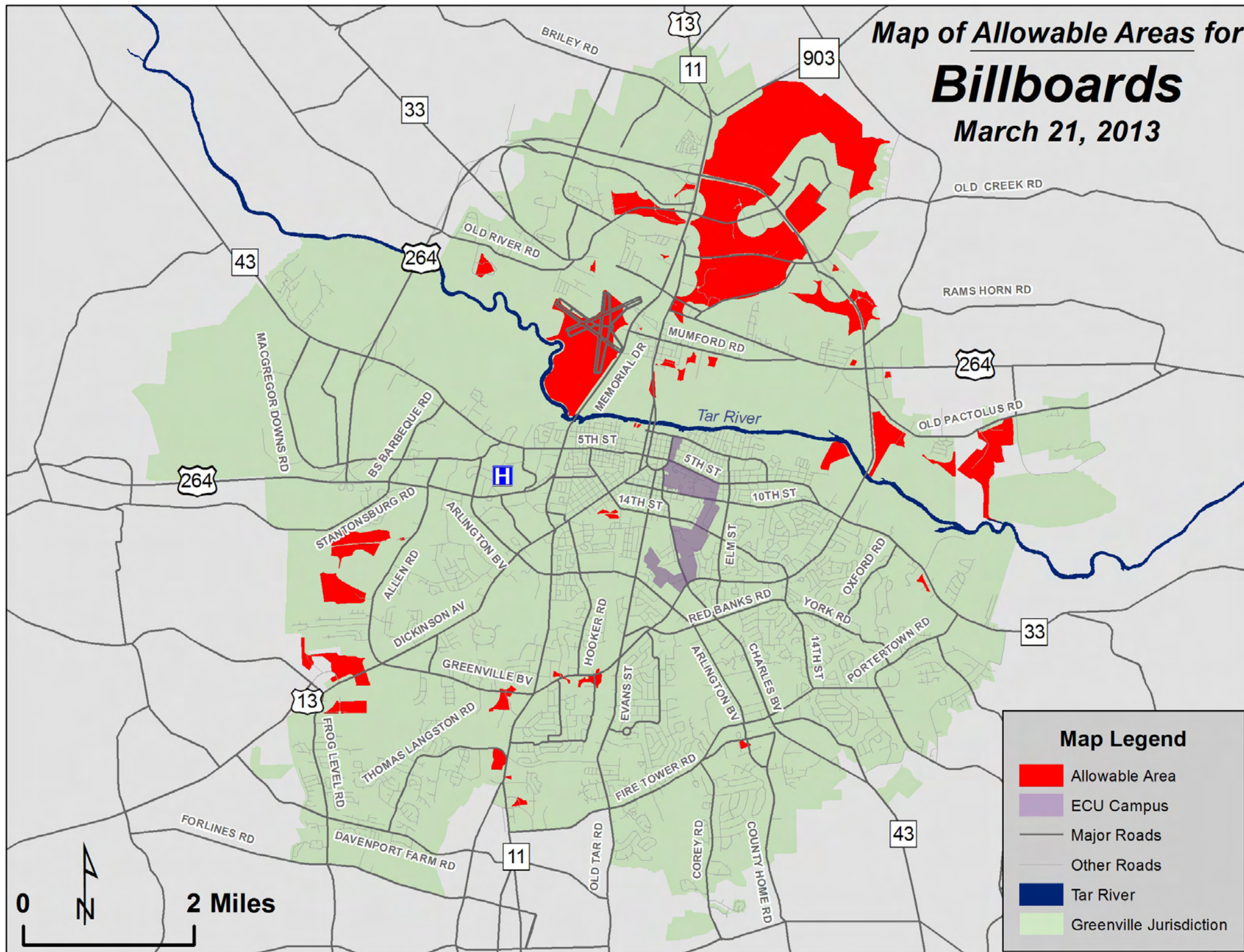
* Any future off-premises sign constructed in compliance with the requirements will alter the available area for placement the above information.

The City of Greenville has a fairly restrictive ordinance in regards to off premises sign placement. There have been several billboard companies over the last 20 years that have been seeking locations to place off premises signs and have been unable to find desirable locations or negotiate favorable lease terms. The location of the off premise sign on Evans Street was an anomaly and does not necessarily indicate any shortcomings in the current ordinance.

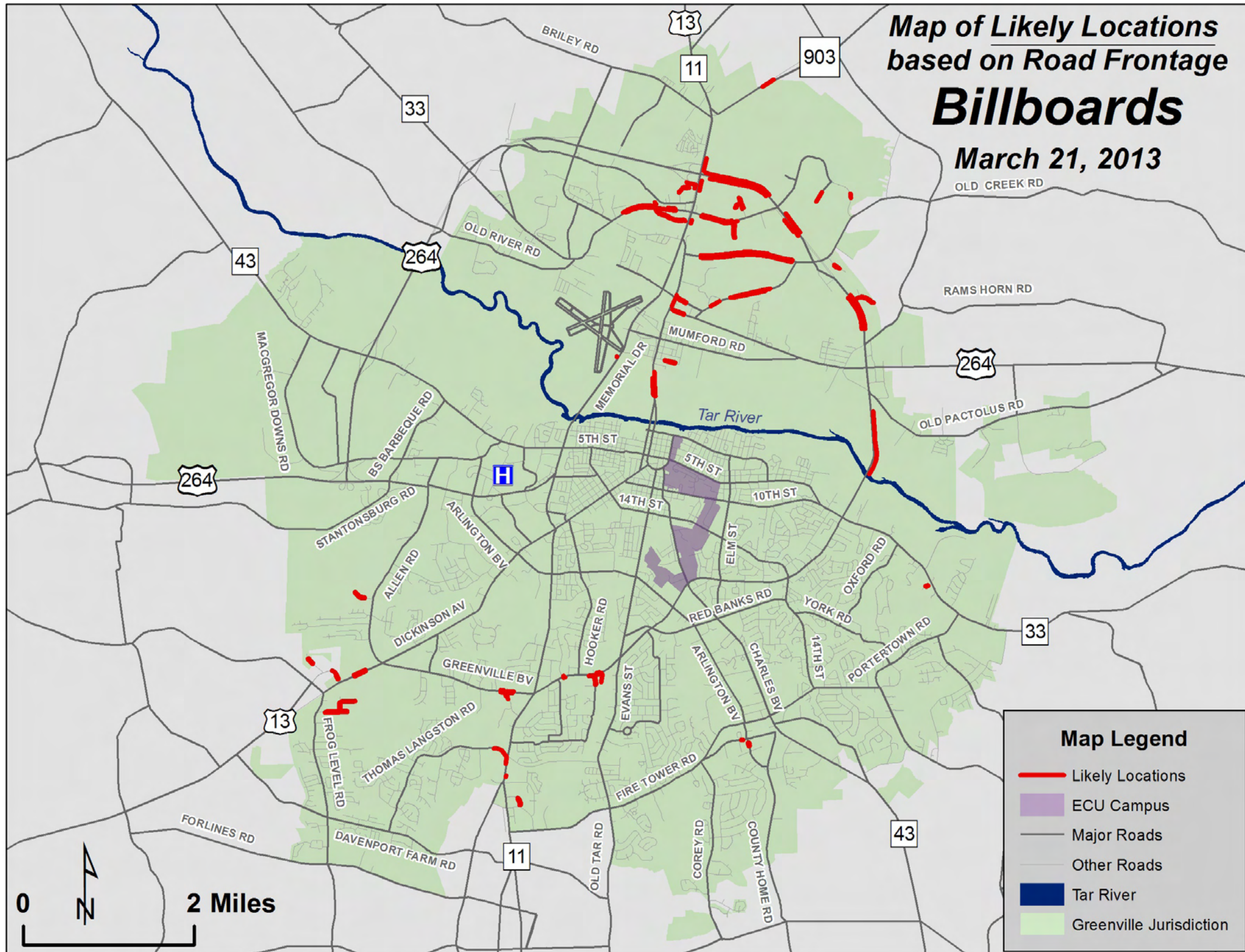
Map of Current Locations for
Billboards
March 21, 2013



Map of Allowable Areas for
Billboards
March 21, 2013



OLD CREEK RD



Larry Barbour, Chairman
Ann Floyd Huggins, Vice-Chairwoman
Sterling Edmonds, Commissioner



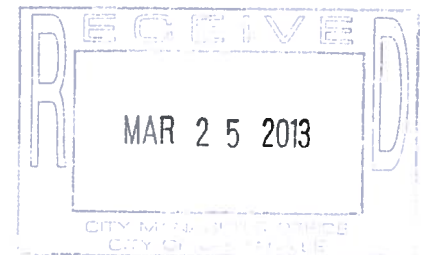
Emanuel Brown, Commissioner
Donald Cavellini, Commissioner
Robert Hobgood, Commissioner
Dr. Reginald Watson, Commissioner

Don Rogers,
Executive Director, Chief Executive Officer

March 25, 2013

The Honorable Allen Thomas
and Members of Council
City of Greenville
P.O. Box 7207
Greenville NC 27835

RE: City of Greenville Housing Authority Annual Report:
Fiscal Year Ended September 30, 2012



Dear Mayor Thomas and Members of Council,

Enclosed please find a copy of check #1049903 for the FY 2012 Payment in Lieu of Taxes; University Towers at \$6,345.82 and check #1049896 in the amount of \$46,129.09 for the FY 2012 Payment in Lieu of Taxes; Public Housing. PILOT is a product of rent collected versus utility cost.

The Authority owns 714 public housing units and through its Section 8 program manages 746 privately owned units. The Authority also has 60 Section 8 New Construction units designated for the elderly.

The Housing Authority goals are to continue our effort to provide decent, safe and sanitary housing for eligible lower and very low-income families in the City of Greenville. We will continue to modernize and enhance our current housing stock through operating reserves and various available UUD funding sources. Our organization desires a continued close working relationship with City offices, particularly with Community Development to upgrade private housing stock and the Police Department to curtail illegal activities in our communities.

We look forward to continuing our partnership with the City and look forward to working with you and Members of Council in the future.

With best regards,

Don Rogers,
Executive Director/CEO

Enclosures

Cc: City Manager

1103 Broad Street, PO Box 1426, Greenville, North Carolina 27835
252-329-4000, FAX: 252-329-4026, TDD: 252-329-4009



Computation of Payments in Lieu of Taxes (PILOT)

For Fiscal Year Ended September 30, 2012

U. S. Department of Housing
and Urban Development
Office of Public and
Indian Housing

OMB Approval No 2577-0072 (Exp mm/dd/yy)

Public Reporting Burden for this collection of information is estimated to average 1.2 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Reports Management Officer, Office of Information Policies and Systems, U.S. Department of Housing and Urban Development, Washington, D.C. 20410-3600 and to the Office of Management and Budget, Paperwork Reduction Project, (2577-0072), Washington, D. C. 20503

Name of Local Authority Greenville Housing Authority	Location Greenville, NC 27834	Contract Number A-4041	Project Numbers NC 22-1 thru 22-6, 22-8 & 22-9
---	----------------------------------	---------------------------	---

Part I---Computation of Shelter Rent Charged

1. Dwelling Rental (Account 3110)
2. Excess Utilities (Account 3120)
3. Nondwelling Rental (Account 3190)
4. Total Rental Charged (Lines 1, 2 & 3)
5. Utilities Expense (Accounts in 4300 group)
6. Shelter Rent Charged (Line 4 Minus Line 5)

Part II---Computation of Shelter Rent Collected

\$1,706,600.13
\$222,867.72
\$0.00
\$1,929,467.85
\$1,429,528.83
\$499,939.02

Part II---Computation of Shelter Rent Collected

(To be completed only if Cooperation Agreement Provides for payment of PILOT on basis of Shelter Rent Collected)

1. Shelter Rent Charged (Line 6 of Part I above)
2. Add: Accounts Receivable (Account 1122) at Beginning of Fiscal Year
3. Less: Collection Losses (Account 4570) During Current Fiscal Year
4. Less: Accounts Receivable (Account 1122) at End of Fiscal Year
5. Shelter Rent Collected (Line 1 Plus Line 2 Minus Lines 3 & 4)

\$499,939.02
\$19,049.47
\$35,530.26
\$22,167.30
\$461,290.93

Part III---Computation of Approximate Full Real Property Taxes

Taxing Districts (1)	Assessable Value (2)	Tax Rate (3)	Approximate Full Real Property Taxes (4)
City of Greenville	\$10,181,000	0.0052	\$52,941.20
Pitt County		0.00680	\$69,230.80
			\$0.00
			\$0.00
			\$122,172.00

Part IV---Limitation Based on Annual Contribution

(To be completed only if Cooperation Agreement limits PILOT to an amount by which real property taxes exceed

20% of Annual Contribution)

1. Approximate Full Real Property Taxes	\$0.00
2. Accruing Annual Contribution for All Projects Under the Contract	\$0.00
3. Prorata share of Accruing Annual Contribution	\$0.00
4. 20% of Accruing Annual Contribution (20% of Line 3)	\$0.00
5. Approximate Full Real Property Taxes less 20% of Accruing Annual Contribution (Line 1 minus Line 4. If Line 4 exceeds Line 1, enter zero)	\$0.00

Part V---Payments in Lieu of Taxes

1. 10% of Shelter Rent (10% of Line 6 of Part I or 10% of Line 5 of Part II, whichever is applicable)	\$46,129.09
2. Payments in Lieu of Taxes (If Part IV is not applicable, enter the amount shown on Line 1 above or the total in Part III, whichever is the lower. If Part IV is applicable, enter the amount shown on Line 1 above or the amount shown on Line 5 of Part IV, whichever is lower)	\$46,129.09

Were any expenses incurred for any project during the fiscal year for services or facilities which the local body should have furnished under the terms of the cooperation agreement? ☐ Yes ☒ No If answer is "yes," submit statement of expenses on form HUD-52555.

- 1 Same as Line 2 if the statement includes all projects under the annual contributions contract. If this statement does not include all projects under the contract, enter prorata share based upon the development cost of each project.
- 2 If the percentage specified in the cooperation agreement or the contract with HUD is lower, such lower percentage shall be used

Warning: HUD will prosecute false claims and statements. Conviction may result in criminal and/or civil penalties. (18 U.S.C. 1001, 1010, 1012; 31 U.S.C. 3729, 3802)

Prepared by:

Approved by:

Name Cheryl Hahn	Name
Title Staff Accountant	Title Executive Director/CEO
Date 3/20/2013	Date

Previous Editions are Obsolete

Page 1 of 1

facsimile form

HUD-52267

(08/12/91)

ref. Handbook 7475.1

CONVENTIONAL-PILOT CALCULATION				
LINE	ACCT			\$\$
<i>PART I -- Computation of Shelter Rent Collected</i>				
1	3110	\$	1,706,600.13	
2	3120	\$	222,867.72	
3	3190	\$	-	
4	Tot 1 + 2 + 3	\$		1,929,467.85
5	4300	\$		1,429,528.83
6	4 - 5	\$		499,939.02
<i>PART II -- Computation of Shelter Rent Collected</i>				
1		\$		499,939.02
2	Beg Year 1122	\$		19,049.47
3	4570	\$		35,530.26
4	Current 1122	\$		22,167.30
5	1 + 2 - 3 - 4 =	\$		461,290.93
<i>PART III -- Computation of Approximate Full Rate Property Taxes</i>				
(1)	(2)	(3)		(4)
City	\$ 10,181,000.00	0.52	\$	52,941.20
County		0.68	\$	69,230.80
		1.20	\$	122,172.00
PART IV				
1	10% of Line 6 Part I or 10% Line 5 Part II whichever appli	\$		46,129.09
2	Part IV Line 1 or Part III total whichever is less	\$		46,129.09
101	4,791.48	9.82%		4,530.72
102	11,790.28	24.17%		11,148.64
103	9,446.74	19.36%		8,932.64
104	406.23	0.83%		384.12
105	13,793.66	28.27%		13,043.01
106	5,626.12	11.53%		5,319.94
108	2,929.44	6.00%		2,770.02
	48,783.95			46,129.09
PUBLIC HOUSING GHA Entry for 2012 PILOT				
GHA Entry for 2012 PILOT				
		DR		CR
PILOT	xx.00.4520	\$	46,129.09	
ACCRUAL	xx.00.2137	\$		46,129.09

Computation of Payments in Lieu of Taxes (PILOT)

For Fiscal Year Ended September 30, 2012

U. S. Department of Housing

and Urban Development

Office of Public and
Indian Housing

OMB Approval No 2577-0072 (Exp mm/dd/yy)

Public Reporting Burden for this collection of information is estimated to average 1.2 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Reports Management Officer, Office of Information Policies and Systems, U.S. Department of Housing and Urban Development, Washington, D.C. 20410-3600 and to the Office of Management and Budget, Paperwork Reduction Project, (2577-0072), Washington, D. C. 20503

Name of Local Authority Greenville Housing Authority	Location Greenville, NC 27834	Contract Number A-79-352	Project Numbers NC 19 0004 005
---	----------------------------------	-----------------------------	-----------------------------------

Part I---Computation of Shelter Rent Charged		Part II---Computation of Shelter Rent Collected	
1. Dwelling Rental (Account 3110)		\$160,164.00	
2. Excess Utilities (Account 3120)		\$0.00	
3. Nondwelling Rental (Account 3190)		\$0.00	
4. Total Rental Charged (Lines 1, 2 & 3)			\$160,184.00
5. Utilities Expense (Accounts in 4300 group)			\$96,214.13
6. Shelter Rent Charged (Line 4 Minus Line 5)			\$63,969.87

Part II---Computation of Shelter Rent Collected		(To be completed only if Cooperation Agreement Provides for payment of PILOT on basis of Shelter Rent Collected)	
1. Shelter Rent Charged (Line 6 of Part I above)			\$63,969.87
2. Add: Accounts Receivable (Account 1122) at Beginning of Fiscal Year			\$808.38
3. Less: Collection Losses (Account 4570) During Current Fiscal Year			\$419.00
4. Less: Accounts Receivable (Account 1122) at End of Fiscal Year			\$901.09
5. Shelter Rent Collected (Line 1 Plus Line 2 Minus Lines 3 & 4)			\$63,458.16

Part III---Computation of Approximate Full Real Property Taxes			
Taxing Districts (1)	Assessable Value (2)	Tax Rate (3)	Approximate Full Real Property Taxes (4)
City of Greenville	\$2,309,236	0.0052	\$12,008.03
Pitt County		0.00680	\$15,702.80
			\$0.00
			\$0.00
			\$27,710.83

Part IV---Limitation Based on Annual Contribution		(To be completed only if Cooperation Agreement limits PILOT to an amount by which real property taxes exceed 20% of Annual Contribution)	
1. Approximate Full Real Property Taxes			\$0.00
2. Accruing Annual Contribution for All Projects Under the Contract		\$0.00	
3. Prorata share of Accruing Annual Contribution ¹		\$0.00	
4. 20% of Accruing Annual Contribution (20% of Line 3)			\$0.00
5. Approximate Full Real Property Taxes less 20% of Accruing Annual Contribution (Line 1 minus Line 4. If Line 4 exceeds Line 1, enter zero)			\$0.00

Part V---Payments in Lieu of Taxes	
1. 10% of Shelter Rent (10% of Line 6 of Part I or 10% of Line 5 of Part II, whichever is applicable)	\$6,345.82
2. Payments in Lieu of Taxes (If Part IV is not applicable, enter the amount shown on Line 1 above or the total in Part III, whichever is the lower. If Part IV is applicable, enter the amount shown on Line 1 above or the amount shown on Line 5 of Part IV, whichever is lower)	\$6,345.82

Were any expenses incurred for any project during the fiscal year for services or facilities which the local body should have furnished under the terms of the cooperation agreement? ☐ Yes ☒ No if answer is "yes," submit statement of expenses on form HUD-52555.

- Same as Line 2 if the statement includes all projects under the annual contributions contract. If this statement does not include all projects under the contract, enter prorata share based upon the development cost of each project.
- If the percentage specified in the cooperation agreement or the contract with HUD is lower, such lower percentage shall be used

Warning: HUD will prosecute false claims and statements. Conviction may result in criminal and/or civil penalties. (18 U.S.C. 1001, 1010, 1012, 31 U.S.C. 3729, 3802)

Prepared by:		Approved by:	
Name		Name	
Cheryl Hahn			
Title	Date	Title	Date
Staff Accountant	3/20/2013	Executive Director/CEO	

UNIVERSITY TOWERS-PILOT CALCULATION				
LINE	ACCT		\$\$	
PART I - Computation of Shelter Rent Charges				
1	3110	\$	160,184.00	
2	3120	\$	-	
3	3190	\$	-	
4	Tot 1 + 2 + 3	\$		160,184.00
5	4300	\$		96,214.13
6	4 - 5	\$		63,969.87
PART II - Computation of Shelter Rent Charges				
1		\$		63,969.87
2	Beg Year 1122	\$		808.38
3	4570	\$		419.00
4	Current 1122	\$		901.09
5	1 + 2 - 3 - 4 =	\$		63,458.16
PART III - Computation of Shelter Rent Charges				
(1)	(2)	(3)	(4)	
City	\$ 2,309,236.00	0.52	\$	12,008.03
County		0.68	\$	15,702.80
		1.20	\$	27,710.83
PART IV				
1	10% of Line 6 Part I or 10% Line 5 Part II whichever appli	\$		6,345.82
2	Part IV Line 1 or Part III total whichever is less	\$		6,345.82

**UNIVERSITY TOWERS GHA Entry for 2012 PILOT
GHA Entry for 2012 PILOT**

		DR	CR
PILOT	20.00.4520	\$ 6,345.82	
ACCRUAL	20.00.2137		\$ 6,345.82



**PROPOSED AGENDA
GREENVILLE BOARD OF ADJUSTMENT
Thursday, March 28, 2013
7:00 PM
City Council Chambers
200 West Fifth Street**

- I. ROLL CALL
- II. APPROVAL OF MINUTES – February 28, 2013
- III. NEW BUSINESS
 1. PUBLIC HEARING ON A REQUEST FOR A SPECIAL USE PERMIT BY BENBOW PUB, LLC

The applicant, Benbow Pub, LLC, desires a special use permit to operate a dining and entertainment establishment pursuant to Appendix A, Use (6)m(1). of the Greenville City Code. The proposed use is located at 114 E. Fifth Street. The property is further identified as being tax parcel number 01357.
 2. PUBLIC HEARING ON A REQUEST FOR A SPECIAL USE PERMIT BY NORTH CAROLINA EASTERN MUNICIPAL POWER AGENCY

The applicant, North Carolina Eastern Municipal Power Agency, desires a special use permit to operate a public utility (peak shaving generators) pursuant to Appendix A, Use (4)a. of the Greenville City Code. The proposed use is located at 490 W. Firetower Road. The property is further identified as being tax parcel number 36048.
 3. ANNUAL REVIEW OF PUBLIC AND PRIVATE CLUBS AND DINING AND ENTERTAINMENT ESTABLISHMENTS OPERATING PURSUANT TO AN APPROVED SPECIAL USE PERMIT
- IV. ADJOURN

DRAFT MINUTES PROPOSED FOR ADOPTION BY THE BOARD OF ADJUSTMENT
February 28, 2013

The Greenville Board of Adjustment met on the above date at 7:00 PM in the City Council Chamber of City Hall.

Scott Shook, Chairman-*

Charles Ewen*

Linda Rich *

Justin Mullarkey *

Kevin Faison *

Claye Frank *

Sharon Ferris X

Bill Fleming *

Thomas Taft, Jr. *

The members present are denoted by an "*" and those absent are denoted by an "X".

VOTING MEMBERS: Ewen, Taft, Rich, Shook, Mullarkey, Frank, Fleming, Faison (4th agenda item only)

OTHERS PRESENT: Mr. Merrill Flood, Community Development Director
Mr. Bill Little, Assistant City Attorney
Mr. Michael Dail, Planner
Mr. Chris Kelly, Engineering
Mrs. Elizabeth Blount, Secretary
Mr. Jonathan Edwards, Communications Technician

MINUTES

Mr. Taft made a motion to approve the January 24, 2013 minutes as presented, Mr. Fleming seconded and the motion passed unanimously.

PUBLIC HEARING ON A REQUEST FOR A SPECIAL USE PERMIT BY BETTER CONNECTIONS INC. -APPROVED

The applicant, Better Connections, Inc., desires a special use permit to operate a mental health, emotional or physical rehabilitation day program facility pursuant to Appendix A, Use (8)ff(1). of the Greenville City Code. The proposed use is located at 101 W. 14th Street, Suite 10. The property is further identified as being tax parcel number 03624.

Mr. Dail delineated the area on the map. He stated that the property is located in the center portion of the city's jurisdiction, at the intersection of E. 14th Street and S Evans Street.

Zoning of Property: CH (Heavy Commercial)

Surrounding Zoning:

North: CDF (Downtown Commercial Fringe)

South: CH (Heavy Commercial)

East: CH (Heavy Commercial)

West: CH (Heavy Commercial) & CDF (Downtown Commercial Fringe)

Surrounding Development:

North: Anderson & Sons Automotive, Mercer Glass
South: Evans Street Center, Evans Street Mini-Storage
East: Greenville Christian Fellowship
West: Womack Electric

Description of Property:

The subject property contains three commercial buildings housing a mix of office and commercial type uses. The applicants unit is located in the northern most building on the property. The subject property is 2.79 acres in size and has 215 feet of frontage along W. 14th Street and 360 feet of frontage along S. Evans Street.

Comprehensive Plan:

The proposed use is in general compliance with the Future Land Use Plan which recommends commercial development for the subject property.

Notice:

Notice was mailed to the adjoining property owners on February 14, 2013. Notice of the public hearing was published in the Daily Reflector on February 18, 2013 and February 25, 2013.

Related Zoning Ordinance Regulations:

Definition: *Mental health, emotional or physical rehabilitation day program facility.*

(1) An establishment qualified for a license by the State of North Carolina which provides a day treatment, day activity or other extended counseling service to persons who do not reside at the establishment and who are physically disabled, mentally retarded, developmentally disabled, persons recuperating from alcohol or drug related problems, persons adjusting to society as an alternative to imprisonment, children or adolescents who are emotionally disturbed and need special educational services, and persons recuperating from mental or emotional illness, but not including mentally ill persons who are dangerous to others. Persons receiving service at the establishment may be at the facility for no longer than 18 hours within any 24-hour period.

(2) Dangerous to others means that within the recent past, the individual has inflicted or attempted to inflict or threatened to inflict serious bodily harm on another, or has acted in such a way as to create a substantial risk of serious bodily harm to another, or has engaged in extreme destruction of property; and that there is a reasonable probability that his conduct will be repeated. Previous episodes of dangerousness to others, when applicable, may be considered when determining reasonable probability of future dangerous conduct. Professionals or paraprofessionals providing assistance to the occupants shall be allowed in addition to the maximum occupancy.

Staff Recommended Conditions:

The facility must comply with all requirements, licensing, rules, health certifications, background checks and other requirements imposed or directed by the NC Division of Health, Human Services; the Commission or Council on MR/Developmental Disabilities; and Community Alternative Programs for DD/MR adults and/or juveniles.

At no time will clients of the training center be permitted to wait or be outside without being accompanied by a staff member of the training center to supervise and ensure proper behavior of the clients including but not limited to aggressive actions, littering, fighting, yelling, loitering or other unacceptable behavior.

Other Comments:

The proposed project must meet all related NC State fire and building codes prior to occupancy.

Mr. Fleming asked if the clients were adults.

The applicant stated all adults.

Mr. John Williams, applicant, spoke in favor of the request. He stated that he would like to open a developmental day vocational program for adults that are developmentally disabled or have a degree of mental retardation. The proposed site is isolated from the rest of the building and had a private entrance. The program is licensed with the Division of Health Service Regulations and East Carolina Behavioral Health (ECBH) and East Pointe for endorsements. The applicant has a similar program located in Tarboro, NC. The program will serve ten clients and one-on-one staffing.

Mr. Taft asked if the applicant would be the on-site supervisor and asked for his background.

Mr. Williams stated yes he would be the on-site supervisor. He stated he had been working with group homes since 1989 but was originally a special education school teacher.

Mr. Ewen asked what the applicant's program consisted of.

Mr. Williams stated they have life skill activities, vocational skill training and treatment plans from their mental treatment facilities the program had to follow.

Mr. Faison asked if the application for ECBH had already been submitted.

Mr. Williams stated yes.

No one spoke in opposition to the request.

Mr. Dail stated that staff had no objection to the request.

Chairman Shook closed the public hearing and opened for board discussion.

No board discussion.

Chairman Shook read the required findings criteria. No objections.

Mr. Ewen made a motion to adopt the finding of facts with the stated conditions, Mr. Frank seconded and the motion passed unanimously.

Ms Rich made a motion to approve the petition with the stated conditions, Mr. Taft seconded and the motion

passed unanimously.

PUBLIC HEARING ON A REQUEST FOR A SPECIAL USE PERMIT BY GREER VENTURES-APPROVED

The applicant, Greer Ventures, desires a special use permit to operate a automobile sales facility pursuant to Appendix A, Use (11)f. of the Greenville City Code. The proposed use is located at 210 SE Greenville Boulevard. The property is further identified as being tax parcel number 07996.

Mr. Dail delineated the area on the map. He stated that the property is located in the southern portion of the city's jurisdiction on Greenville Boulevard.

Zoning of Property: CG (General Commercial)

Surrounding Zoning:

North: CH (Heavy Commercial)
South: R15S (Residential Single Family)
East: CG (General Commercial)
West: CG (General Commercial)

Surrounding Development:

North: Vacant Commercial (Former AAA), Joe Pecheles, Verizon
South: Single Family Residences (Lynndale Subdivision)
East: Psychic Reader, Henrys Nails, Greenville Guitar, Tipton Builders
West: Greenville TV & Appliance

Description of Property:

The subject property contains a 3,673 square foot commercial building. The property is 0.92 acres in size and has 200 feet frontage along SE Greenville Boulevard.

Comprehensive Plan:

The proposed use is in general compliance with the Future Land Use Plan which recommends commercial development for the subject property.

Notice:

Notice was mailed to the adjoining property owners on February 14, 2013. Notice of the public hearing was published in the Daily Reflector on February 18, 2013 and February 25, 2013.

Related Zoning Ordinance Regulations:

Definition: *Automobile, truck, recreational vehicle, motorcycle and boat sales.*

Establishments engaged in the retail and/or wholesale of new and/or used automobiles, trucks, recreational vehicles and campers, motorcycles and motor boats including other watercraft, trailers, marine supplies and outboard motors, collectively referred to as vehicles for purposes of this definition. These establishments frequently maintain repair departments (see also major and minor repair) and carry stocks of replacement

parts and accessories. For purposes of interpretation, the concurrent display for sale of not more than any five such vehicles upon a lot containing a legal nonresidential principal use may be considered an accessory use in accordance with applicable conditions set forth by definition. Specifically, the concurrent display for sale of not more than any five such vehicles upon any lot containing a legal vehicle-related major or minor repair establishment, or a bank, savings and loan or other lending institution engaged in the repossession of vehicles shall be considered an accessory use to the principal use.

Staff Recommended Conditions:

Vegetative screening along the rear property line must meet Bufferyard E requirements and be approved prior to operation.

Other Comments:

The proposed project must meet all related NC State fire and building codes prior to occupancy.

Chairman Shook asked if the application included repairs and sales.

Mr. Dail stated it only included sales.

Mr. John K. Conway, applicant, spoke in favor of the request. He stated the request is to sell used and possibly new vehicles in order to reach new customers. All the facility work will be done at the main Nissan location.

Mr. Mullarkey asked if the request is a satellite location for Nissan.

Mr. Conway stated yes.

Mr. Frank asked when the buffer will be completed.

Mr. Conway stated the buffer will be completed as soon as the season allows for additional planting. He asked for flexibility with occupancy and a window of 60 days after opening to complete the vegetation.

Mr. Taft asked if the end of April would be a good timeframe.

Mr. Conway stated yes.

Chairman Shook asked how long the building had been vacant.

Mr. Conway stated over one year.

Chairman Shook asked what the building was prior.

Mr. Conway stated it was a piano shop and before that a McDonald's.

Mr. Ewen asked if the location will have any amplified sound.

Mr. Conway stated there will not be any outside amplification.

No one spoke against the request.

Chairman Shook asked for the city's recommendation.

Mr. Dail stated that staff had no objection to the request.

Chairman Shook closed the public hearing and opened for board discussion.

Mr. Ewen asked if the 60 day extension need to be stated as a condition.

Attorney Little stated the 60-day extension for the buffer fill-in becomes a part of the facts. If the board approves the fact, then the condition for the vegetation to fulfill the Bufferyard E requirements by the end of April should be added to the motion.

Chairman Shook read the required findings criteria. No objections.

Mr. Ewen made a motion to adopt the finding of facts with the stated condition of having the vegetation completed by the end of April 2013, Mr. Frank seconded and the motion passed unanimously.

Mr. Mullarkey made a motion to approve the request with the stated conditions, Mr. Fleming seconded and the motion passed unanimously.

PUBLIC HEARING ON A REQUEST FOR A SPECIAL USE PERMIT BY JEFFERY BROOKS AND DEONNA DALTON-APPROVED

The applicants, Jeffery Brooks and Deonna Dalton, desires a special use permit to operate a dining and entertainment establishment pursuant to Appendix A, Use (6)m(1). of the Greenville City Code. The proposed use is located at 123 E. Fifth Street. The property is further identified as being tax parcel number 54850.

Mr. Dail delineated the area on the map. He stated that the property is located in the center of the city's jurisdiction in the downtown core. It's located on the northwest corner of 5th and Cotanche.

Zoning of Property: CD (Downtown Commercial)

Surrounding Zoning:

North: CD (Downtown Commercial)
South: CD (Downtown Commercial)
East: CD (Downtown Commercial)
West: CD (Downtown Commercial)

Surrounding Development:

North: The Halfway House
South: 5th Street Distillery, 5th Street Annex, G-Vegas Magazine
East: Hair By Rycke
West: The Halfway House, Pirates Den

Description of Property:

The subject property is a 2,288 square foot commercial building and is located on the northwest corner of Cotanche and E. Fifth Street. The property is the former Bolis Restaurant and more recently the former Quarry Restaurant.

Comprehensive Plan:

The proposed use is in general compliance with the Future Land Use Plan which recommends commercial development for the subject property.

Notice:

Notice was mailed to the adjoining property owners on February 14, 2013. Notice of the public hearing was published in the Daily Reflector on February 18, 2013 and February 25, 2013.

Related Zoning Ordinance Regulations:

Definition: *Dining and entertainment establishment.*

An eating and entertainment establishment open to the general public and which meets all of the following:

- (1) May require a membership, cover or minimum charge for admittance or service during special periods of operation in accordance with this chapter;
- (2) Has sales of prepared and/or packaged foods, in a ready-to-consume state, in excess of 30% of the total gross receipts for the establishment during any month.
 - (a) In determining the portion of sales that can be attributed to the sale of prepared and/or packaged food in a ready-to-consume state, the following sales shall be included: food prepared in the establishments kitchen and served as a meal to be consumed on the premises or as a take-out order; packaged food sold to accompany the meal; and non-alcoholic beverages sold to accompany the meal.
 - (b) The following shall not be included in the portion of sales that can be attributed to the sales of prepared and/or packaged food in a ready-to-consume state: mixed alcoholic beverages, including the mixer; any other alcoholic beverage; grocery items not ordered and purchased with meals; and any other product, item, entertainment, service, or gratuity which is not specified in this subsection (2) as a sale to be included in the portion of sales that can be attributed to the sales of prepared and/or packaged food in a ready-to-consume state.
 - (c) A membership, cover, or minimum charge for admittance or service shall not be included in either the total gross receipts for the establishment or in the portion of sales that can be attributed to the sale of prepared and/or packaged food in a ready-to-consume state. For purposes of determining compliance under this subsection (2), the Zoning Enforcement Officer may utilize and rely upon any routine or special audit report prepared by a department, division of a department, or agency of the state;
- (3) Does provide sit-down dining area(s);

- (4) May provide food attendant (waiter/waitress) table ordering and busboy services;
- (5) May offer food in disposable containers;
- (6) May offer carry-out and/or off-site delivery services;
- (7) Does not offer drive-in attendant services;
- (8) May exhibit one but not both of the following operational functions or characteristics:
 - (a) Drive-through service; or
 - (b) Over the counter service. For purposes of this section, the term over the counter service shall include both customer ordering and the receipt of food, excepting beverages, condiments, utensils and the like, from an order/delivery station or counter remote to the on-site place of consumption.
- (9) May have one or more of the following activities or services, which is open to the establishments patrons and general public and is limited to the hours of operation of complete food services including regular menu food ordering, food preparation and on-premises food consumption, except as otherwise provided in this subsection (9): full service bar, live or recorded amplified music, floor show and dancing area. Complete food services including regular menu food ordering, food preparation and on-premises food consumption services may be suspended at the option of the owner/operator not less than one hour prior to the close of business each evening. For purposes of interpretation of this section, when a dining and entertainment establishment closes for business at 12:00 a.m. (midnight) complete restaurant services including regular menu food ordering, food preparation and on-premises food consumption shall be provided until not less than 11:00 p.m. of the same day;
- (10) Shall be limited to a maximum mechanically conditioned floor area requirement and shall comply with a minimum separation and security requirement as specified under sections 9-4-86 and 9-4-103;
- (11) Does not qualify under the definition of restaurant, fast food or restaurant, conventional as contained herein; and
- (12) Any dining and entertainment establishment that does not meet the aforesaid requirements shall be classified as a public or private club for purposes of zoning regulation.

Specific Criteria: *Dining and entertainment establishments.*

- (1) (a) A special use permit for a dining and entertainment establishment is subject to revocation in accordance with the provisions of this subsection (F)1. Nothing herein shall prohibit or restrict the authority of the Board of Adjustment to rescind or revoke a special use permit for a dining and entertainment establishment in accordance with the provisions of section 9-4-83.
- (b) An annual review shall be conducted by the Director of Community Development or his or her authorized representative of a dining and entertainment establishment which has received a

special use permit for the purpose of determining and ensuring compliance with applicable laws, codes and ordinances, including but not limited to noise regulations, litter control regulations, fire codes, building codes, nuisance and public safety regulations, and special use permit conditions of approval. The findings of the Director of Community Development or his or her authorized representative as a result of this annual review shall be compiled in a written staff report.

- (c) At a meeting of the Board of Adjustment, the Director of Community Development or his or her authorized representative shall present to the Board of Adjustment the staff report of a dining and entertainment establishment for which the annual review includes a finding of one or more instances of noncompliance with applicable laws, codes, and ordinances, including but not limited to noise regulations, litter control regulations, fire codes, building codes, nuisance and public safety regulations, and special use permit conditions of approval. The special use permit holder as specified under subsection (F)1.(4) below shall be provided notice of the meeting and a copy of the staff report.
- (d) Based on the staff report, the Board of Adjustment, by a majority vote, may either determine that a rehearing is not required for the special use permit or order a rehearing on the special use permit.
 - 1. An order for a rehearing shall be based upon a determination by the Board of Adjustment that either:
 - a. The use of the property is inconsistent with the approved application;
 - b. The use is not in full compliance with all specific requirements set out in Title 9, Chapter 4 of the Greenville City Code;
 - c. The use is not compliant with the specific criteria established for the issuance of a special use permit including conditions and specifications, health and safety, detriment to public welfare, existing uses detrimental, injury to properties or improvements, and nuisance or hazard; or
 - d. The use is not compliant with any additional conditions of approval established by the Board and set out in the order granting the permit.
 - 2. The rehearing shall be in the nature of, and in accordance with the requirements for a hearing upon a special use permit application. After the rehearing and in accordance with the provisions of section 9-4-81, the Board of Adjustment may grant a special use permit with conditions imposed pursuant to this subsection (F)1. and section 9-4-82 or deny the special use permit. The grant or denial of the special use permit by the Board of Adjustment after the rehearing shall constitute a revocation of the previously granted special use permit for a dining and entertainment establishment.
- (e) The requirements and standards set forth in this subsection (F)1. are in addition to other available remedies, and nothing herein shall prohibit the enforcement of applicable codes, ordinances and regulations as provided by law.

- (2) The owner(s) and operator(s) of a dining and entertainment establishment shall collect and properly dispose of all litter and debris generated by their establishment or patrons immediately following the closure of business or not later than 7:00 a.m. each morning following any period of operation. All litter or debris shall be collected from within the boundaries of the establishment, associated parking areas, adjacent sidewalks and public rights-of-way or other adjacent public property open to the public. In addition, the owner(s) and operator(s) of a dining and entertainment establishment shall comply with the provisions of Title 11, Chapter 9, of the City Code entitled Litter Control in Parking Lots.
- (3) In addition to subsection (F)1.(2) above, the Board of Adjustment may establish specific and reasonable litter and trash mitigation standards or requirements.
- (4) The special use permit shall be issued to the property owner as listed on the tax records of the county. When the ownership of any property, which has a special use permit for a dining and entertainment establishment, is transferred to a new owner by sale or other means, the new owner shall sign and file with the office of the Director of Community Development an acknowledgment of the rights, conditions and responsibilities of the special use permit prior to operation of the use under the permit. The acknowledgment shall be made on forms provided by the planning office.
- (5) May require a membership, cover or minimum charge for admittance or service during regular or special periods of operation.
- (6) Weekdays. Except as further provided under subsection (F)1.(8) below, dining and entertainment establishments shall not have amplified audio entertainment after 11:00 p.m. each Monday, Tuesday, Wednesday, and Thursday night and before 11:00 a.m. of the next day. For purposes of this section, amplified audio entertainment shall mean any type of music or other entertainment delivered through and by an electronic system; provided, however, televisions operating with no amplification other than their internal speakers or televisions connected to a master sound system operating at low amplification and indoor background music system operating at a low amplification and not intended as a principal form of entertainment shall not be deemed amplified audio entertainment.
- (7) Weekends. Except as further provided under subsection (F)1.(8) below, dining and entertainment establishments shall not have amplified audio entertainment after 2:00 a.m. each Friday and Saturday night and before 11:00 a.m. of the next day, and shall not have amplified audio entertainment after 11:00 p.m. each Sunday night and before 11:00 a.m. of the next day. For purposes of this section, amplified audio entertainment@ shall mean any type of music or other entertainment delivered through and by an electronic system; provided, however, televisions operating with no amplification other than their internal speakers or televisions connected to a master sound system operating at low amplification and indoor background music system operating at a low amplification and not intended as a principal form of entertainment shall not be deemed amplified audio entertainment.
- (8) Provisions for extended hours of operation for amplified audio entertainment.
 - (a) The allowable period for amplified audio entertainment for any dining and entertainment establishment in any zoning district may be extended, at the option of the owner/operator,

from the times specified under subsections (F)l.(6) and (7) above to not later than 2:00 a.m. the following day on December 31 (New Year's Eve).

- (b) The allowable period for amplified audio entertainment for any dining and entertainment establishment that meets the separation requirements as specified under subsection (F)l.(8)(d) below may be extended, at the option of the owner/operator, from the times specified under subsections (F)l.(6) and (7) above on each Thursday night to no later than 2:00 a.m. the following day.
 - (c) The allowable period for amplified audio entertainment for any dining and entertainment establishment that meets the separation requirements as specified under subsection (F)l.(8)(d) below may be extended, at the option of the owner/operator, from the times specified under subsections (F)l.(6) and (7) above to no later than 2:00 a.m. the following day on March 17 (St. Patrick's Day), May 5 (Cinco de Mayo); July 4 (Independence Day) and October 31 (Halloween).
 - (d) To qualify for extended hours of operation for amplified audio entertainment as provided in subsections (F)l.(8)(b) and (F)l.(8)(c) above, the dining and entertainment establishment shall not be located within a 500-foot radius, including street rights-of-way, of (i) a conforming use single-family dwelling located in any district, or (ii) any single-family residential zoning district. The required measurement shall be from the building or structure containing the dining and entertainment establishment to the nearest single-family dwelling lot line or single-family residential zoning district boundary line. For purpose of this subsection, the term "single-family residential zoning district" shall include any RA20; R15S; R9S; R6S; and MRS district.
 - (e) In no event shall the noise generated by amplified audio entertainment exceed the noise control provisions as provided in Title 12, Chapter 5, of the Greenville City Code.
- (9) Shall have sales of prepared and/or packaged foods, in a ready-to-consume state, in excess of 30% of the total gross receipts for the establishment during any month.
- (a) In determining the portion of sales that can be attributed to the sale of prepared and/or packaged food in a ready-to-consume state, the following sales shall be included: food prepared in the establishments kitchen and served as a meal to be consumed on the premises or as a take-out order; packaged food sold to accompany the meal; and non-alcoholic beverages sold to accompany the meal.
 - (b) The following shall not be included in the portion of sales that can be attributed to the sales of prepared and/or packaged food in a ready-to-consume state: mixed alcoholic beverages, including the mixer; any other alcoholic beverage; grocery items not ordered and purchased with meals; and any other product, item, entertainment, service or gratuity which is not specified in this subsection as a sale to be included in the portion of sales that can be attributed to the sales of prepared and/or packaged food in a ready-to-consume state.
 - (c) A membership, cover or minimum charge for admittance or service shall not be included in either

the total gross receipts for the establishment or in the portion of sales that can be attributed to the sale of prepared and/or packaged food in a ready-to-consume state.

- (d) For purposes of determining compliance under this subsection, the Zoning Enforcement Officer may utilize and rely upon any routine or special audit report prepared by a department, division of a department, or agency of the State of North Carolina.
- (10) Records related to the sale of prepared and/or packaged food in a ready-to-consume state and the sale of all other products and services shall be maintained on premises for not less than one year and shall be open for inspection or audit at all reasonable hours during any period of establishment operation by the Zoning Enforcement Officer. The Zoning Enforcement Officer may view the records on the premises of the establishment or may request copies of the written records be delivered to the city. Records of sales of prepared and/or packaged food in a ready-to-consume state and the sale of all other products and services shall be filed separate and apart from all other records maintained on the premises. The requirements of this subsection shall be for the purpose of determining compliance with subsection (F)1.(9) above. Failure to provide all records required by this subsection in a timely manner, to be determined by the city, upon written request of the Zoning Enforcement Officer shall constitute a violation of the zoning regulations.
- (11) A lighting plan shall be submitted to the Director of Community Development or authorized agent for review and approval, and lighting fixtures shall be installed and maintained pursuant to the approved plan which illuminates all exterior portions of the building, lot area and parking lot as determined appropriate by the Director of Community Development, or authorized agent. Lighting shall be located and shielded to prevent the light cone of all exterior fixtures from encroaching beyond the property boundary line and into any adjacent public right-of-way, property or dwelling. Required or additional optional lighting shall comply with this subsection and section 9-4-104.
- (12) A parking plan which conforms to the provisions of Article O shall be submitted to the Director of Community Development or authorized agent for site plan review and approval in accordance with the provisions of the Land Development Administrative Manual. The exemption provisions of section 9-4-243(B) shall not apply to a dining and entertainment establishment, and each establishment shall provide all required parking spaces specified under section 9-4-252 on-site or in an approved remote parking facility in accordance with section 9-4-250.
- (13) No dining and entertainment establishment located in a CN (Neighborhood Commercial) District shall contain more than 7,000 total square feet of mechanically conditioned floor area, including but not limited to any activity area, kitchen, restroom, interior walk-in storage room, hallway, foyer, bar and serving station, seating area, dance floor and sound stage.
- (14) No dining and entertainment establishment located in a CN (Neighborhood Commercial) District shall be located within a 200-foot radius of an existing or approved dining and entertainment establishment located within any CN (Neighborhood Commercial) District as measured from the nearest lot line.
- (15) When a dining and entertainment establishment both: is located within a 500-foot radius, including street rights-of-way, of a residential zoning district as measured from the building or structure containing a dining and entertainment establishment to the nearest residential zoning district boundary;

and the establishment provides or utilizes amplified audio entertainment as defined herein after 11:00 p.m. on any day, the establishment shall be subject to a security requirement during and after such period of amplified audio entertainment as follows:

- (a) Establishments that have an approved occupancy above 50 but less than 200 total persons as determined by the Building Inspector shall employ not less than one uniformed off-duty law enforcement officer, or not less than one uniformed security guard provided by a security guard and control profession licensed in accordance with the provisions of G.S. Chapter 74C, to patrol the parking lot, and to disperse the crowd, and to direct traffic during the period 11:00 p.m. to the close of business and later to such time that all patrons and other persons, other than employees, have vacated the premises and associated parking area. The required security personnel shall remain on duty and visible outside the establishment, and shall be accessible to law enforcement officers at all time. This section shall apply regardless of the number of patrons actually within the establishment at the time of amplified audio entertainment.
- (b) Establishments that have an approved occupancy of 200 or more total persons as determined by the Building Inspector shall employ not less than two uniformed off-duty law enforcement officers, or not less than two uniformed security guards provided by a security guard and control profession licensed in accordance with the provisions of G.S. Chapter 74C, to patrol the parking lot, and to disperse the crowd, and to direct traffic during the period 11:00 p.m. to the close of business and later to such time that all patrons and other persons, other than employees, have vacated the premises and associated parking area. The required security personnel shall remain on duty and visible outside the establishment, and shall be accessible to law enforcement officers at all time. This section shall apply regardless of the number of patrons actually within the establishment at the time of amplified audio entertainment.
- (c) For purposes of this section, the term residential zoning district shall include the following districts: RA-20, R-6MH, R-6, R-6A, R-6A-RU, R-6N, R-6S, R9, R9S, R-15S, PUD, MR and MRS.

Other Comments:

The proposed project must meet all related NC State fire and building codes prior to occupancy.

Mr. Dail stated the difference of a dining and entertainment (D&E) establishment and a restaurant: 1) The food sales requirement for dining and entertainment is 30% versus 50% for a restaurant; 2) D&E establishments can operate with amplified sound on Friday and Saturday nights and some holidays during the year until 2 am and until 11 pm on other nights; 3) A dining and entertainment establishment has to maintain food sales up to one hour prior to closing. D&E can also charge a cover for entrance.

Mr. Taft asked if the request could include façade improvements.

Attorney Little stated it depended on the type of repair needed and the time frame for completion. Some of the buildings in the downtown area fall under historic guidelines and would go before the Historic Preservation Commission.

Mr. Mullarkey asked if signage in the windows could be limited in the future.

Attorney Little stated there must be a finding of fact to support that the signage proposes a nuisance or detracts from the basic business appearance.

Mr. Jeff Brooks, applicant, spoke in favor of the request. He stated that the dining and entertainment establishment was better suited for the request because of the volume of sales and the opportunity to charge a cover for live entertainment. He also stated that the intention of the Varsity Club is not to be a heavy drinking bar but a restaurant to attract business people during lunch and a nice, relaxed environment for the students at night. Intended hours of operation are until 1 am Monday through Wednesdays and until 2 am Thursday through Saturday. The primary menu is Boli's pizza, subs, salads, and wings. The applicant is currently working with staff through the façade improvement grant project to install awnings.

Mr. Ewen asked how the applicant would be different from its predecessors.

Mr. Brooks stated that they have hired good people and they have a great product. His vision is clear of what he wants the restaurant to be for the students and the City.

Mr. Ewen asked if a cover charge for admission would be in effect for live entertainment but the establishment will not be a club.

Mr. Brooks stated correct.

Mr. Fleming asked if the applicant hoped to draw in more customers or get some of the customers that currently frequent the downtown area.

Mr. Brooks stated to draw in more customers with competitively priced menu items.

Mr. Fleming asked if the main draw will be in the evening.

Mr. Brooks stated yes. They are buying the Boli's pizza recipe and perfecting it to fit their establishment in hopes to bring back the Boli experience.

Mr. Fleming stated that by allowing a dining and entertainment facility to open in the area, there will be an increase to the downtown problem of more alcohol consumption.

Mr. Brooks stated he could operate as a restaurant but realistically his clientele would consist of students who want to consume alcohol.

Chairman Shook asked the capacity of the facility.

Mr. Brooks stated the capacity per code is 125 but they are going to list it as 99.

Chairman Shook asked if the applicant understood that a cover could only be charged between 11pm and 2 am.

Mr. Brooks state correct.

Chairman Shook asked about the security for the establishment.

Mr. Brooks stated there will be a bouncer at the door and one additional security person if there is live entertainment. Security for any other days would have to be determined based on clientele but ID's will be checked at the door.

Mr. Faison asked if the applicant had to follow certain security guidelines.

Mr. Dail stated that the establishment only has to follow certain security guidelines when the establishment is close to a single residential zoning.

Mr. Faison asked if the applicant had to follow the bouncer training.

Attorney Little stated that the bouncer training is only required for public/private clubs. The applicant could send his bouncer through training but it is not mandatory.

Mr. Brooks stated he has gone through the Alcohol Awareness class and the signage in the windows is temporary.

Chairman Shook stated that the applicant could operate as a restaurant until 2 am any day of the week but could charge a cover charge Thursday, Friday or Saturday for three hours to benefit the alcohol sales permit.

Mr. Brooks stated that is correct.

Mr. Ewen asked the proposed opening date.

Mr. Brooks stated March 11. He stated they did not do a lot of renovations from the previous owners. They have hired some students from ECU's Hospitality Department as staff.

No one spoke in opposition of the request.

Chairman Shook asked for the staff's recommendation.

Mr. Dail stated that staff had no objection to the request.

Chairman Shook closed the public hearing and opened up for board discussion.

Mr. Fleming asked if Winslow's had a dining and entertainment special use permit.

Mr. Dail stated that Winslow's operates as a restaurant.

Mr. Fleming asked if Peasant's had a dining and entertainment special use permit.

Mr. Dail stated that Peasant's operates as a restaurant but they have applied to get a special use permit for a dining and entertainment establishment.

Mr. Faison asked if Pirate's Den had a special use permit.

Mr. Dail stated Pirate's Den is a public/private club that serves food.

Mr. Fleming asked if there were any places downtown that serve just alcohol and no food.

Mr. Dail stated public/private clubs.

Mr. Fleming asked how many public/private clubs are downtown.

Mr. Dail stated sixteen.

Mr. Faison stated there were seventeen at one time but some closed.

Chairman Shook stated that most of the public/private clubs pre-date the special use permit law so they are grandfathered in unless they ceased to operate for six months. There are also certain spacing rules for downtown public/private clubs. If they ever want to re-open then they have to apply for a special use permit.

Mr. Dail stated that the proposed location would not fit the 500 foot spacing requirement for public/private club. No new public/private clubs can be opened downtown nor can any expand.

Chairman Shook read the required findings criteria. No objections.

Mr. Taft made a motion to adopt the finding of facts, Mrs Rich seconded and the motion passed unanimously.

Mr. Mullarkey made a motion to approve the petition, Mrs Rich seconded and the motion passed unanimously.

PUBLIC HEARING ON A REQUEST FOR A SPECIAL USE PERMIT BY INCOME INVESTMENTS, LLC.-APPROVED

The applicant, Income Investments, LLC, desires a special use permit to operate a dormitory development pursuant to Appendix A, Use (2)e(1). of the Greenville City Code. The proposed use is located at 600 Cotanche Street. The property is further identified as being tax parcel number 28624, 23585, 13451, 31724, 25898 and 24837.

Mr. Taft stated that he had a direct conflict of interest with the request and asked if he could participate but not vote.

Attorney Little stated that because of the direct involvement it was recommended that Mr. Taft not participate or vote. If the board decided to recuse Mr. Taft, then he would take a seat in the audience.

The Board all agreed to recuse Mr. Taft.

Chairman Shook stated that Mr. Faison would be voting on the proposed request.

Mr. Dail delineated the area on the map. He stated that the property is located in the downtown core of the city's jurisdiction.

Zoning of Property: CD (Downtown Commercial)

Surrounding Zoning:

North: CD (Downtown Commercial)
South: CD (Downtown Commercial)
East: OR (Office Residential)
West: CDF (Downtown Commercial Fringe)

Surrounding Development:

North: Chico's, Jimmy Johns, BB&T, Sheppard Library
South: Vacant Commercial, Single Family Residential, Campus Christian Fellowship
East: Campus Towers, East Carolina University Recreation Center and Dorms
West: Marathon, Thai 360, Greenville Museum of Art

Description of Property:

The subject property is the block bounded by Cotanche Street, Reade Circle, 8th Street and Evans Street and is 3.9 acres in size. The property currently contains the Georgetown Apartment Complex and two commercial buildings. The applicant plans to redevelop the property as a mixed use development containing 243 multi-family units, 11,484 square foot of retail area fronting along Reade Circle and an associated 430 space parking deck.

Comprehensive Plan:

The proposed use is in general compliance with the Future Land Use Plan which recommends commercial development for the subject property.

Notice:

Notice was mailed to the adjoining property owners on February 14, 2013. Notice of the public hearing was published in the Daily Reflector on February 18, 2013 and February 25, 2013.

Related Zoning Ordinance Regulations:

Definition: *Dormitory*

A building or group of buildings where group sleeping accommodations are provided with or without meals for persons not members of the same family group, in one room or in a series of closely associated rooms under joint occupancy and single management, such as a college dormitory or privately owned dormitory intended for use by college students.

Specific Criteria: *Dormitory development within the CD District.*

- (1) Minimum habitable (mechanically conditioned) floor area per each bedroom: 200 square feet. For purposes of this requirement, the term floor area shall include private living spaces and any connected common living spaces associated with the subject bedroom, provided however the common living space allocation devoted to a bedroom shall not qualify for or count toward the minimum floor area requirement of any other bedroom.

- (2) Minimum lot area: None.
- (3) Minimum lot width: None.
- (4) Minimum street, side and rear yard setbacks: None.
- (5) Minimum parking requirement: One-half space per bedroom.
- (6) Parking location requirements:
 - (a) Each required parking space shall be located:
 - 1. On the lot containing the associated residential use;
 - 2. Within a remote parking facility located within 800 feet of the use it is intended to serve, as measured with and along an improved pedestrian path from the most distant parking space to the building entrance; or
 - 3. Within a remote parking facility located in a Downtown Commercial (CD) District.
 - (b) Such remote parking facility shall be in accordance with the applicable provisions of Article O.
- (7) Off-street parking: All off-street parking areas designed for three or more spaces shall be in accordance with Article O.
- (8) Preservation design: In order to protect the architectural integrity of existing buildings within the CD Zoning District, and in so doing to preserve the continuity of scale and design within those areas, the following requirements shall be met:
 - (a) All slip covers previously applied to the facade of existing buildings shall be removed.
 - (b) All canopies, except for those made of canvas, shall be removed from the facade.
 - (c) Where evidence exists of original windows and door openings subsequently enclosed, the windows and doors shall be reopened in an operable manner and in a style in keeping with the building. Where other unique architectural features remain, including cornices, mid-cornices and window surrounds, they shall be repaired and/or replaced with elements of like design.
 - (d) Nothing in this subsection shall supersede applicable North Carolina State Building Code requirements.
- (9) Maximum residential occupancy limits:
 - (a) Residential occupancy within dormitory units shall be limited to one bed per each bedroom and one person per each bedroom.

- (b) Residential occupancy within dwelling units shall be limited to one family per each dwelling unit.
- (10) Signage: All signs shall be erected in accordance with Article N of this chapter, but in no event shall a sign be mounted over existing windows, doors or other architectural features described in subsection (MM)(8)(c) above.
- (11) Residential and nonresidential uses allowed: Subject to district standards, and requirements, development allowed under this section may include both residential and nonresidential use.

Other Comments:

The proposed project must meet all related NC State fire and building codes prior to occupancy.

Mr. Dail stated the difference between dormitory and multi-family development is the smaller size of the rooms in a dormitory.

Mr. Tom Taft, applicant, spoke in favor of the request. The request will be the only campus edge, mixed use purposed built student housing project in Greenville. The project is scheduled to be completed in Fall 2015. It will contain 243 units with 545 beds. Each bedroom will have a private bath and closet. Each unit will have a kitchen and a living room. The building will have state-of-the-art security and access control. It will also have 11,000 square feet of retail space. It will be managed by the Preiss Company in Raleigh, NC and financed by BB&T. The unit mix of the building will contain studios, one, two, three and four bedroom living units. The rent for the units is the highest in the market for those particular types of units. The parking deck will have a total of 430 spaces in which the majority will be dedicated to the residents of the building and the remainder for the public. The parking desk is pre-cast versus poured in place and the spaces will be rented to the residents for \$45 per month. The building will have a portico with a circular drive on Cotanche Street. The parking deck will have an entrance from 8th Street and Evans Street. A wrought iron fence will surround the active court yard to separate it from the public space. The retail space will be near the corner of Read Circle and Cotanche Street. The building will be five stories high. Four stories will be residential units located above the retail area. The project includes outdoor dining and seating near the retail area. The project will be an attribute to downtown and East Carolina University (ECU).

Mr. Faison asked if the project was independent of ECU and if students would be able to use financial aid to pay for accommodations.

Mr. Taft stated that students would be able to use student loan proceeds but it will hopefully be managed jointly with ECU. The details have not been worked out.

Mr. Ewen asked if there is an option to allow ECU to run the building.

Mr. Taft stated that they are currently in discussion with ECU about the relationship the investment company may or may not have with them. He stated that a lot of issues are affiliated with the relationship. The investment company would like to get the financing arranged before finalizing their decision.

Mr. Ewen asked if the Ham's building will be destroyed.

Mr. Taft stated yes.

No one spoke in opposition of the request.

Chairman Shook asked for the city's recommendation.

Mr. Dail stated that staff had no objection to the request.

Chairman Shook closed the public hearing and opened up for board discussion.

Chairman Shook stated that the proposed project is very transformational for downtown.

Mr. Faison stated that the project is very progressive and is similar to a facility in Durham, North Carolina for professionals.

Chairman Shook read the required findings criteria. No objections.

Mr. Fleming made a motion to adopt the finding of facts, Mr. Frank seconded and the motion passed unanimously.

Mr. Mullarkey made a motion to approve the petition, Mr. Ewen seconded and the motion passed unanimously.

Chairman Shook stated that he gave a report on behalf of the Board at the recent City Council meeting. He stated that the board was doing a fine job, staff was doing great and the Council appreciated the board for their efforts. He thanked everyone for their hard work for the City of Greenville.

With no further business, Mrs Rich made a motion to adjourn, Mr. Frank seconded, and it passed unanimously. Meeting adjourned at 8:01 p.m.

Respectfully Submitted

Michael R. Dail, II
Planner