

NOTES

TO: Honorable Mayor and City Council Members

FROM: Barbara Lipscomb, City Manager 

DATE: April 10, 2013

SUBJECT: Materials for Your Information

Please find attached the following material for your information:

1. A letter from Income Investments, LLC, requesting that the Resolution to close a portion of Seventh Street, currently scheduled for a public hearing at the April 11, 2013 City Council meeting, be continued to the May 9, 2013 City Council meeting
2. A memo from Bernita Demery, Financial Services Director, and Jeff McCauley, GUC Chief Financial Officer, regarding the Award of an Audit Services Contract, currently scheduled to be addressed during the Joint City/GUC meeting on April 11, 2013
3. A copy of the Branding Presentation presented at the April 8, 2013 City Council meeting
4. A flyer regarding the upcoming MWBE Mix-n-Meet event on April 17, 2013
5. A memo from Gary Fenton, Recreation and Parks Director, regarding Progress Energy's transmission line project at River Park North
6. A memo from Les Everett, Chief Building Inspector, regarding permits issued in March for new residential and commercial construction
7. A report from the Inspections Division for March
8. Minutes from the March 5, 2013 Redevelopment Commission meeting
9. A memo from Chris Padgett, Interim Assistant City Manager, regarding special event permits recently approved

als

Attachments

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

Income Investments, LLC

2217 Stantonsburg Road - P. O. Box 566
Greenville, North Carolina 27835

Telephone: (252) 752-7101

Telecopier: (252) 758-1002

April 10, 2013

Ms. Barbara Lipscomb,
City Manager
City of Greenville
PO Box 7207
Greenville, NC 27835

RE: Resolution to close a portion of Seventh Street
April 11, 2013 City Council Meeting
Agenda Item VII. 2.

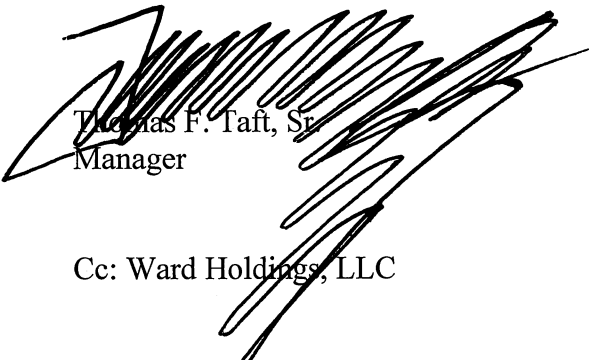
Dear Ms. Lipscomb:

On behalf of Income Investments, LLC and Ward Holdings, LLC, we request that the Resolution to close a portion of Seventh Street that is currently scheduled for a Public Hearing at the Thursday April 11, 2013 Greenville City Council Meeting be continued until the next City Council Meeting on May 9, 2013.

Thank you for your time and consideration in this matter. Please call me if you would like to discuss.

Sincerely,

INCOME INVESTMENTS, LLC





Thomas F. Taft, Sr.
Manager

Cc: Ward Holdings, LLC



JOINT MEMORANDUM

TO: Barbara Lipscomb, *City Manager*
Tony Cannon, *GUC General Manager*

FROM: Bernita Demery, *Director of Financial Services* 
Jeff McCauley, *GUC Chief Financial Officer* 

DATE: April 10, 2013

SUBJECT: Information for the Award of an Audit Services Contract

In 2010, a five-year engagement contract was awarded to McGladrey, LLP, to provide audit services for the City, GUC, Sheppard Memorial Library and the Pitt-Greenville Convention and Visitors Authority. During the fourth year of the engagement, McGladrey, LLP, significantly increased the cost associated with the City's audit. The costs associated with the audit are based on hours expended for each organization. In accordance with GUC's charter, a single auditing firm is used to perform the City and GUC's audit. Therefore, the auditors are the same for the City, GUC, Sheppard Memorial Library and the Pitt-Greenville Convention and Visitors Authority. Consequently, the decision was made to issue a Request for Proposals for Auditing Services.

On March 18, Request for Proposals for Auditing Services was issued to twenty (20) audit firms for a five-year engagement. The Request for Proposals was also advertised in the Daily Reflector. Two firms responded, with both meeting the minimum qualifications.

Thompson, Price, Scott, Adams, & Company, PA
Martin Starnes & Associates, CPA, PA.

The audit selection review team for the City is comprised of the City Manager, Director of Financial Services, and Senior Financial Services Manager. The audit selection committee for GUC is comprised of the General Manager / CEO, Chief Financial Officer, and Director of Financial Services & Accounting. As you are aware, the City team worked collaboratively with GUC's audit selection review team, to review proposals and recommend a qualified audit firm for consideration and approval to the City's Audit Committee and GUC's Finance Committee.

The joint staff audit selection review team, conducted a quantitative and qualitative evaluation of the responses received based on the following weighted factors: ability, capacity, skill, reputation, experience and responsiveness of the firm or individual(s) to perform the contract and provide the service required with experience on similar types of projects; documentation of proven successful experience; reference checks; the ability to respond quickly and thoroughly to requests and contract requirements; cost; and minority participation. A table summarizing the rating is listed below for your review:

Summary Rating Matrix			
Firm Name	Qualitative	Pricing	Total
Martin Starnes & Associates, CPAs, P.A.	65	20	85
Thompson, Price, Scott, Adams & Co.	51	20	71

Based on the review, the joint staffs audit selection review team recommended Martin Starnes & Associates, CPAs, P.A., as the audit firm that best meets the needs of both governing bodies. The City's Audit Committee met on Friday, April 5, 2013 and GUC's Finance Committee met on Tuesday, April 9, 2013. Both Committees approved the selection and are recommending that the City Council and GUC Board approve awarding the contract for Auditing Services to Martin Starnes & Associates, CPAs, P.A.; said contract to be for an intended engagement period of five (5) years, but subject to approval of a contract on an annual basis. The estimated audit fees for the term of the engagement are listed below by entity.

SUMMARY COSTS SHEET AUDIT PROPOSAL FOR 2013-2017

Fiscal Year	City of Greenville	Greenville Utilities Commission	Sheppard Memorial Library	Pitt-Greenville Convention Authority	Total	Total Number of Hours	Hourly Rate
2013	\$ 35,775	\$ 26,100	\$ 6,500	\$ 5,500	\$ 73,875	713	\$ 104
2014	35,775	26,100	6,500	5,500	73,875	713	104
2015	36,850	26,885	6,650	5,600	75,985	700	109
2016	36,850	26,885	6,650	5,600	75,985	700	109
2017	37,950	27,715	6,800	5,700	78,165	700	112
	\$ 183,200	\$ 133,685	\$ 33,100	\$ 27,900	\$377,885	3,526	\$ 107

cc: City of Greenville City Council
GUC Board of Commissioners
Greg Needham, Director of Library Services
Debbie Vargas, Convention and Visitors Authority, Executive Director



Greenville, North Carolina


Understanding & Insights Presentation

April 8, 2013



What is a brand?

NORTH STAR DESTINATION STRATEGIES



**“Your brand is what they say
about you when you’re not
around.”**

BRANDING IS WHAT YOU DO ABOUT IT.



Branding has a branding problem.

SOME THINK IT IS JUST A LOGO AND LINE.



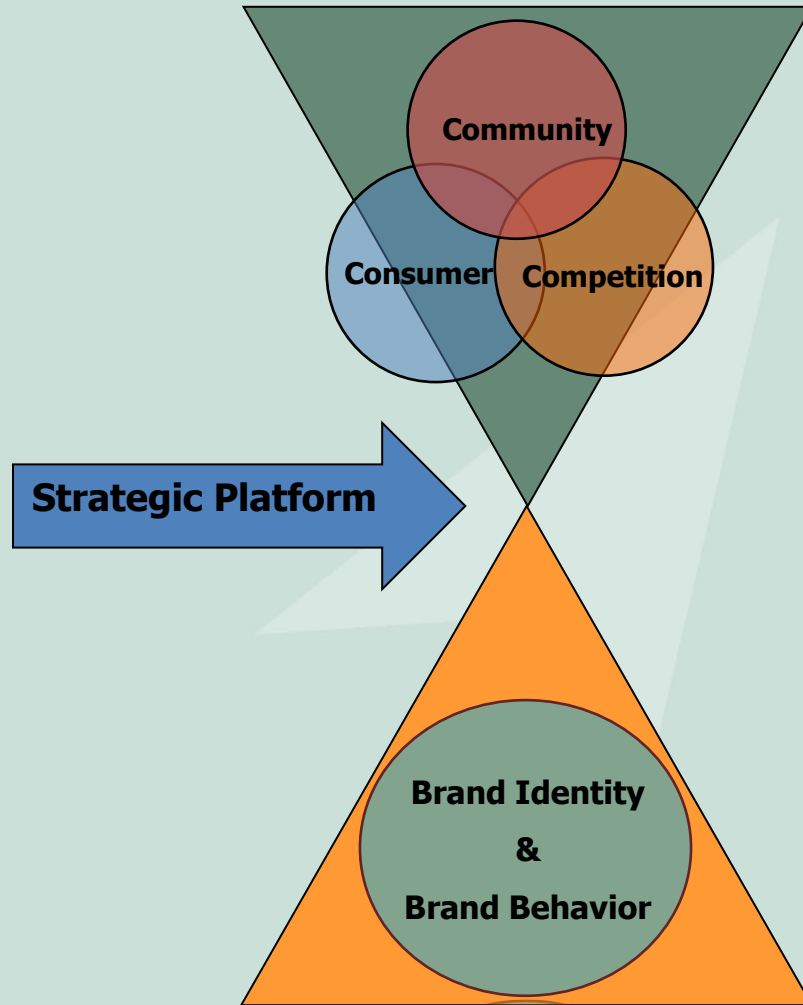
Marketing and Branding

**MARKETING IS HOW YOU COMMUNICATE.
BRANDING IS WHO YOU ARE.**

Research

Insights

Creativity



NORTH STAR DESTINATION STRATEGIES



Branding can impact your reputation by...

- ▶ Gaining a true understanding of your community's reputation in a rigorous and scientific fashion.
- ▶ Collaborating with business and civic society to agree on a community strategy – a narrative of who this community is and where it is going.
- ▶ Maintaining a steady stream of innovative products, services, policies, initiatives and communications in multiple sectors that demonstrates the truth of that narrative.

RESEARCH INSTRUMENTS

Community

Research & Planning Audit
Communication Audit
Situation Analysis
Familiarization Tour
Stakeholders

- Key Stakeholder Interviews
- Stakeholder Focus Groups
- Undercover Interviews
- Vision Survey
- Community Survey
- Brand Barometer
- Student Imagery Exercise

Geo-demography
Consumer Profiling
(Residents)

Consumers

Geo-demography Consumer Profiling (Region)
Perception Study

(Qualitative) Community stakeholders; state/regional economic development and tourism professionals

Consumer Awareness & Perception Study
(Quantitative)

Visitors and Non-visitors

Top Business Prospects
Online Brand Monitoring

Competition

Competitive Positioning Review
Brand Message Assessment
Perception Study

(Qualitative)

Community stakeholders; state/regional economic development and tourism professionals

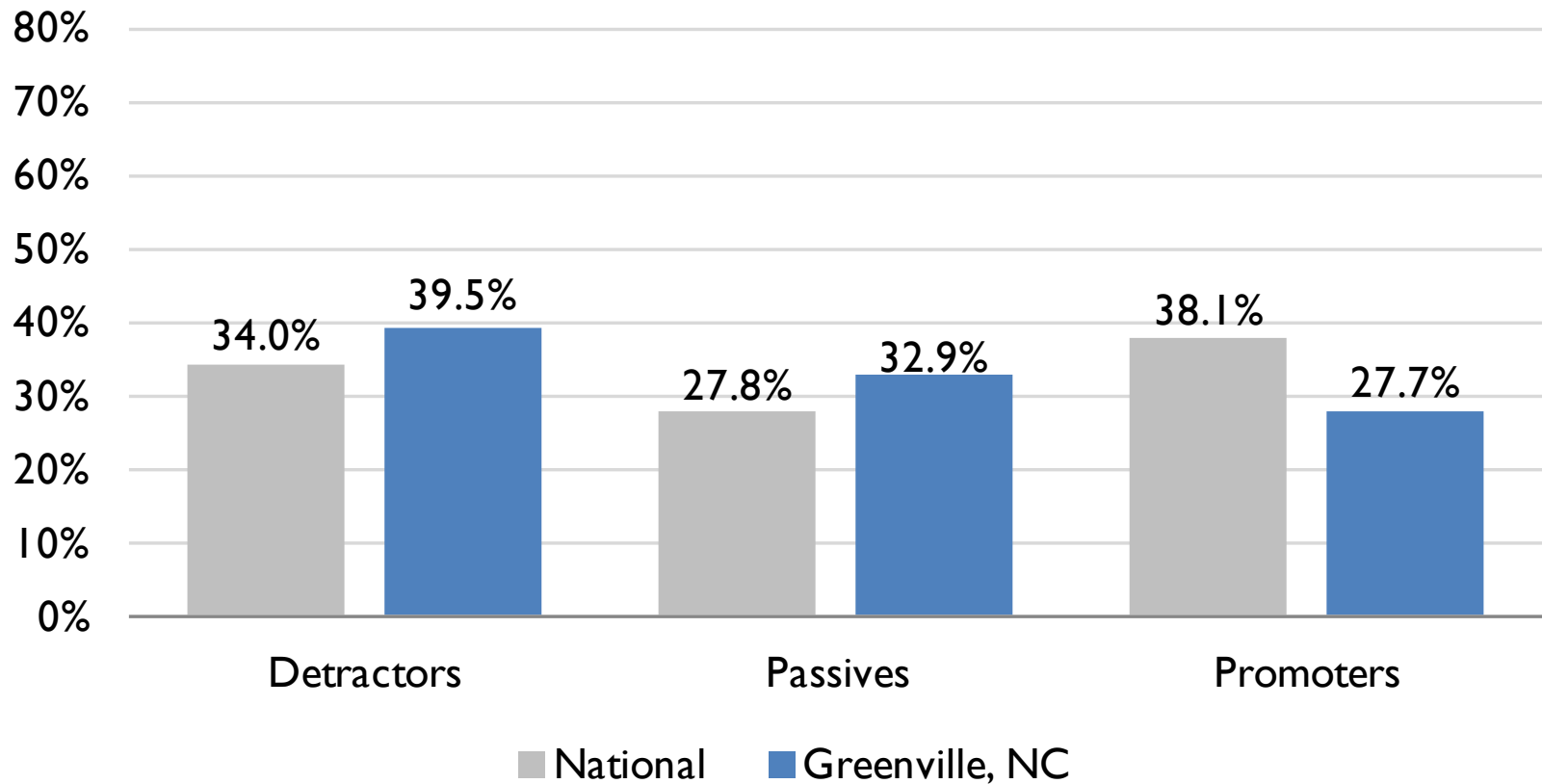
Consumer Awareness & Perception Study
(Quantitative)

Visitors and Non-visitors

Community

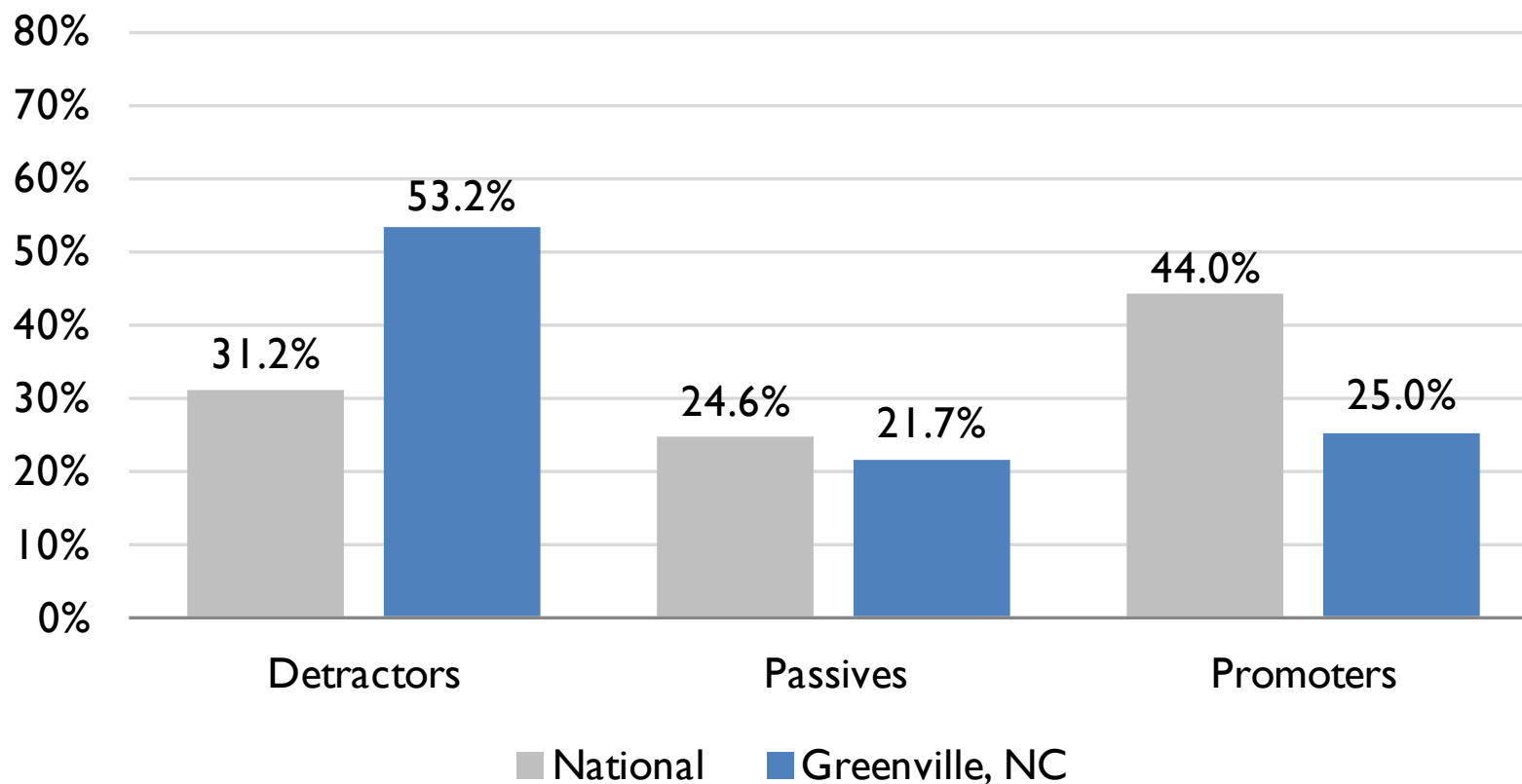
Brand Barometer

As a place to live...



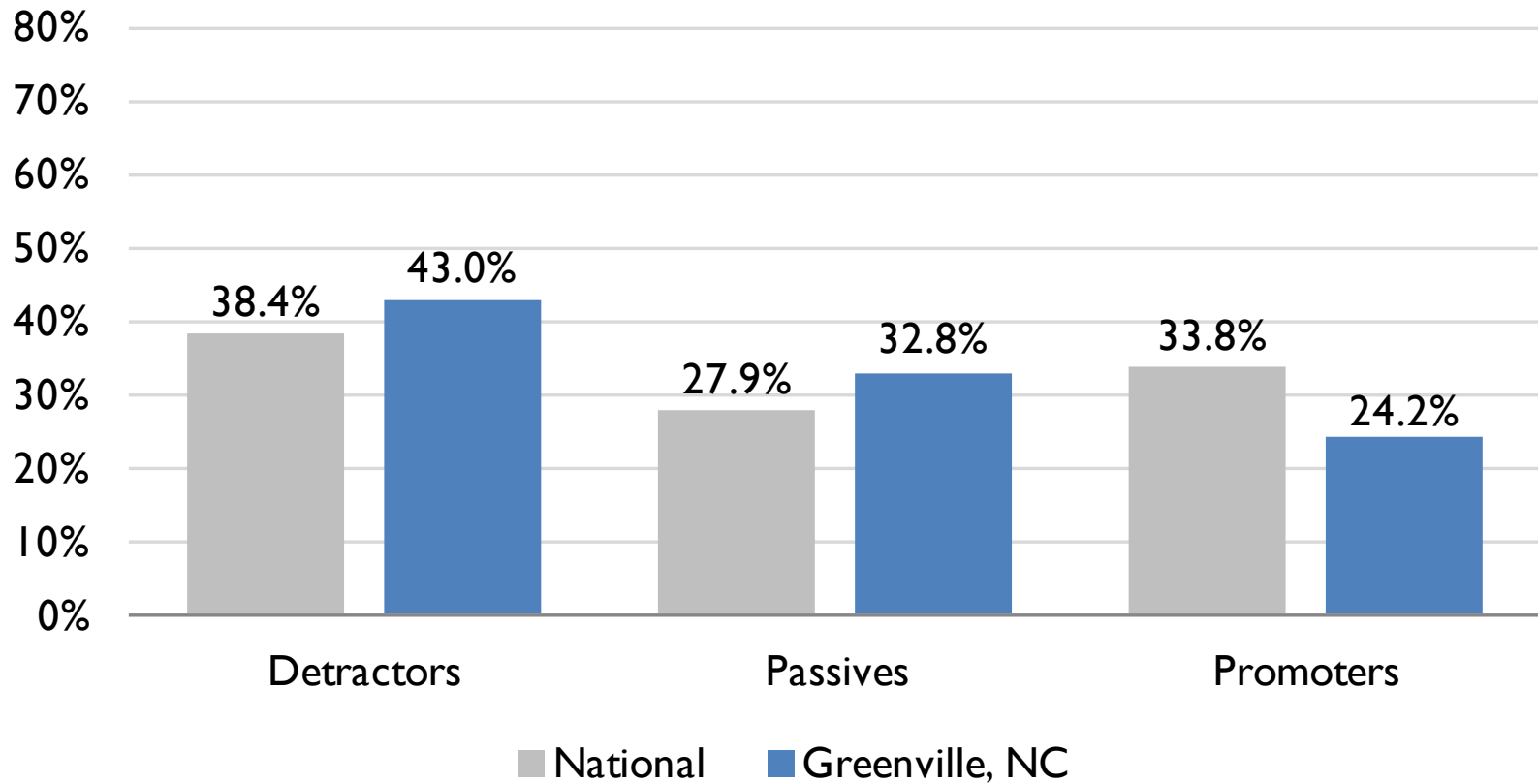
Brand Barometer

As a place to visit...



Brand Barometer

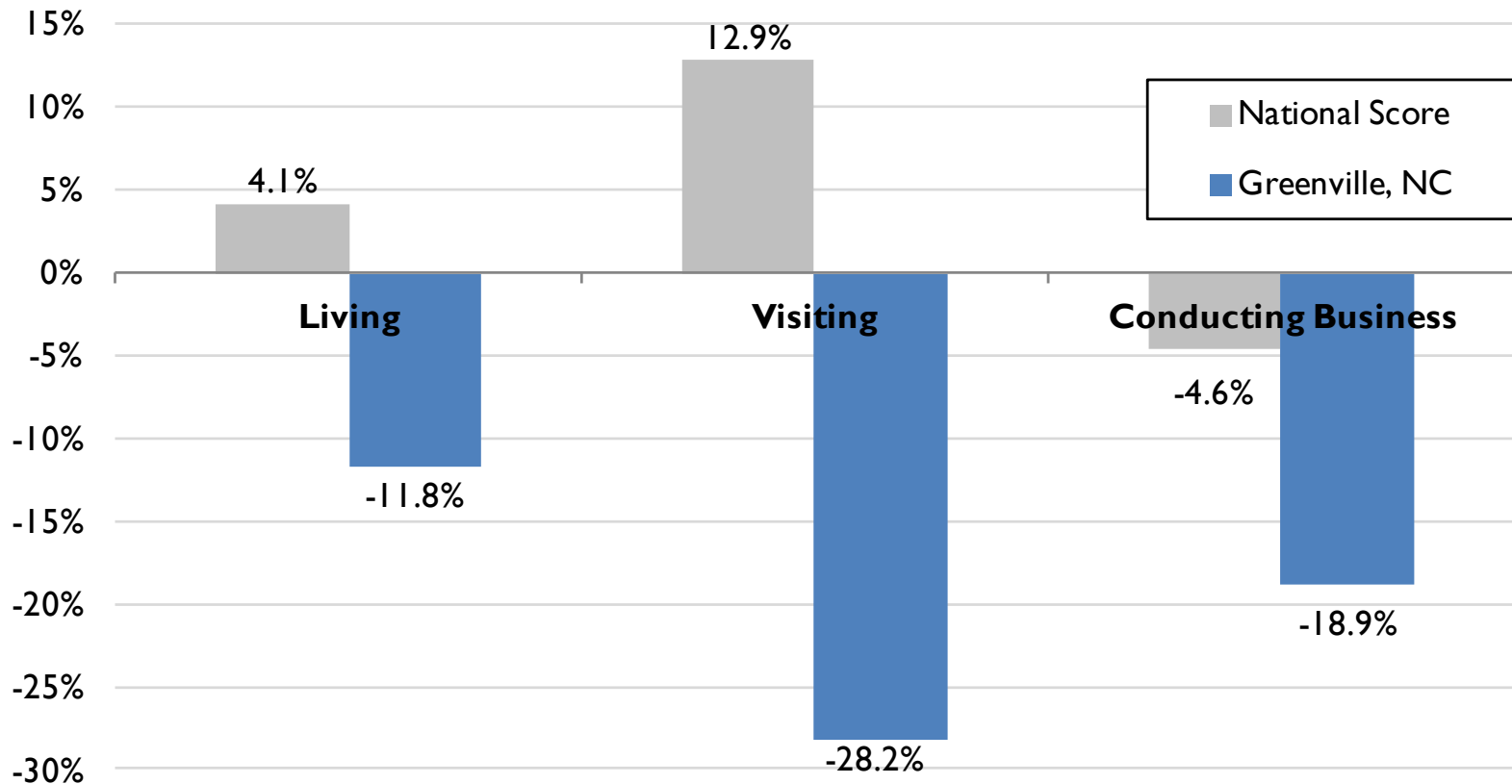
As a place to conduct business...



Brand Barometer

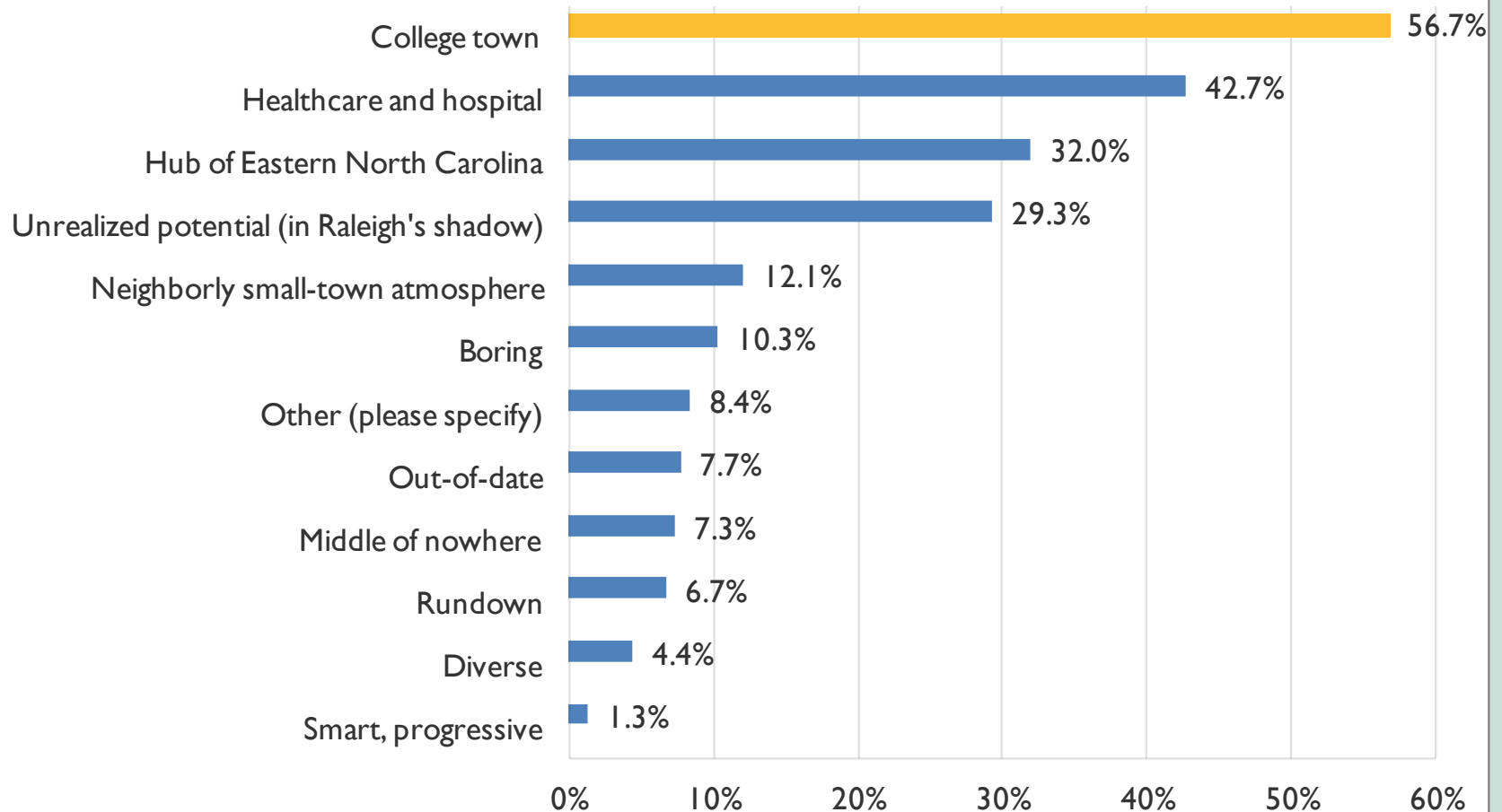
Brand Advocacy Score = % Promoters – % Detractors

Brand Advocacy Comparison



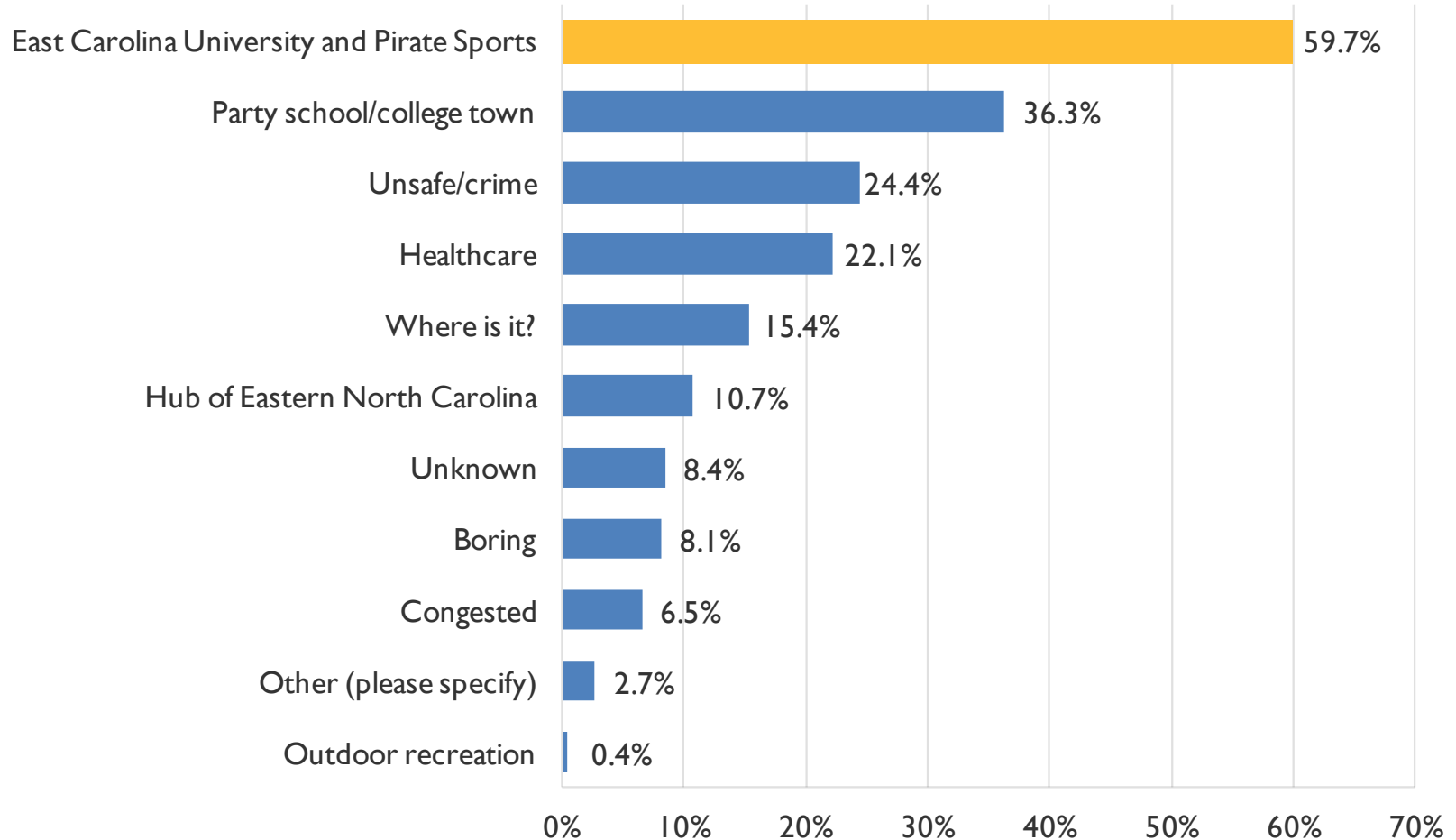
Residents

Which of the following is the best descriptor for Greenville today? (Choose two.)



Residents

Greenville's reputation to outsiders is best described as... (Choose two.)

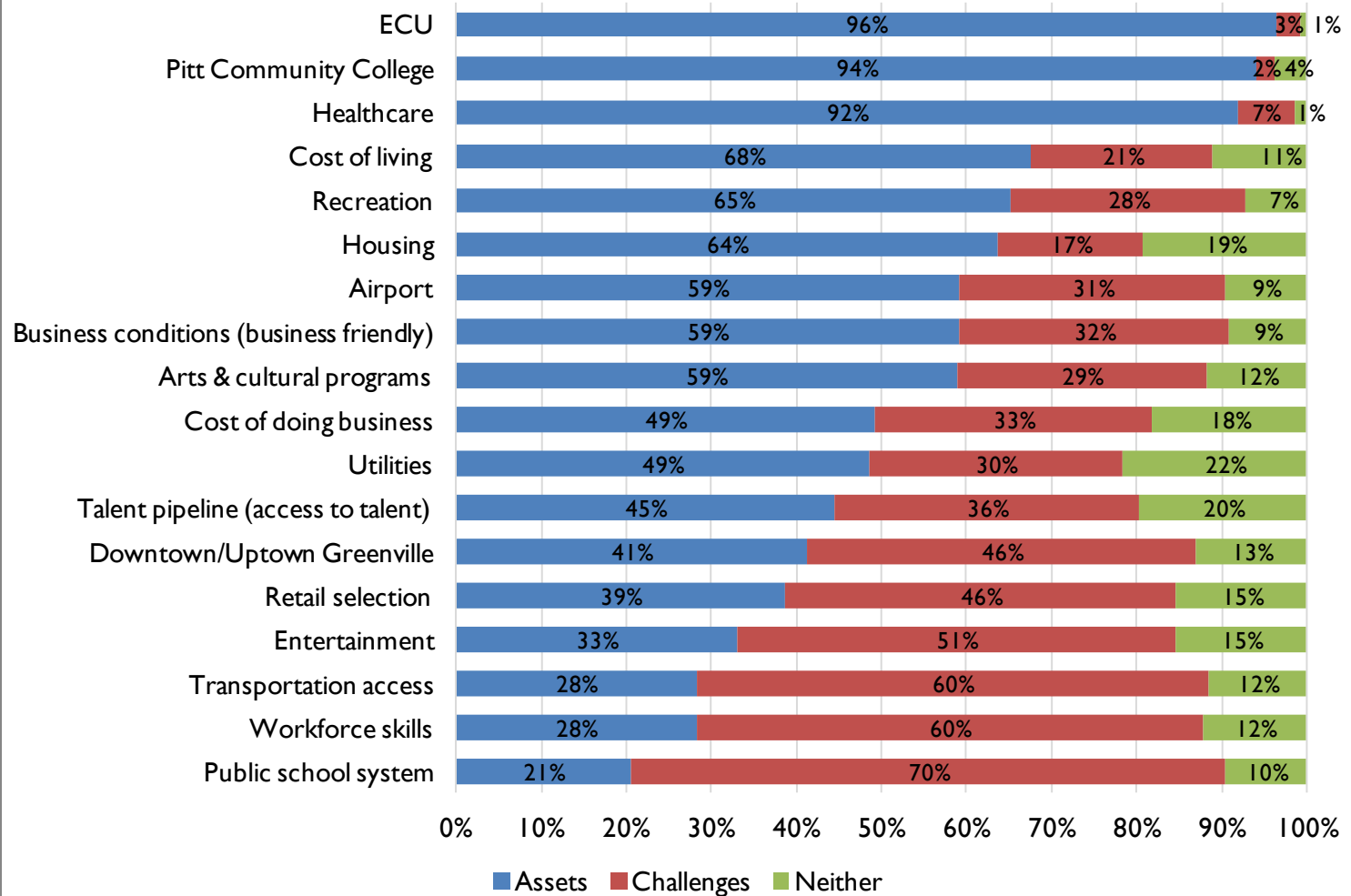


RESEARCH RESPONSE RATES	IN MARKET Key Stakeholder Interviews Focus Groups Intercept Interviews 150+ different people	RESIDENTS Quantitative Community Survey 522 responses 95% ± 4.27 margin of error
	LEADERS Qualitative Vision Survey 139 responses	BUSINESS / ACADEMIA Qualitative Phone Conversations Dozens

ASSETS	IN MARKET ECU and Pirate Sports Vidant Health Friendly, small town PCC Hub of the East (economic engine) Diverse industries/mfg Parks and recreation Proximity to beach and Raleigh Talented workforce	RESIDENTS ECU Vidant Health Proximity to beach and Raleigh Cost of living Climate Parks and recreation Hub of the East PCC Events
	LEADERS ECU and Pirate Sports Vidant Health Proximity to beach and Raleigh Hub of the East Friendly, small town PCC Parks and recreation Downtown/Uptown Potential Housing stock	BUSINESS / ACADEMIA PCC and ECU Hub of the East Talent workforce (pipeline) Vidant Health (size) Proximity to beach and Raleigh Downtown/Uptown Volunteerism Friendly, welcoming, young town Diverse industries/mfg Responsive County ECD

Leaders

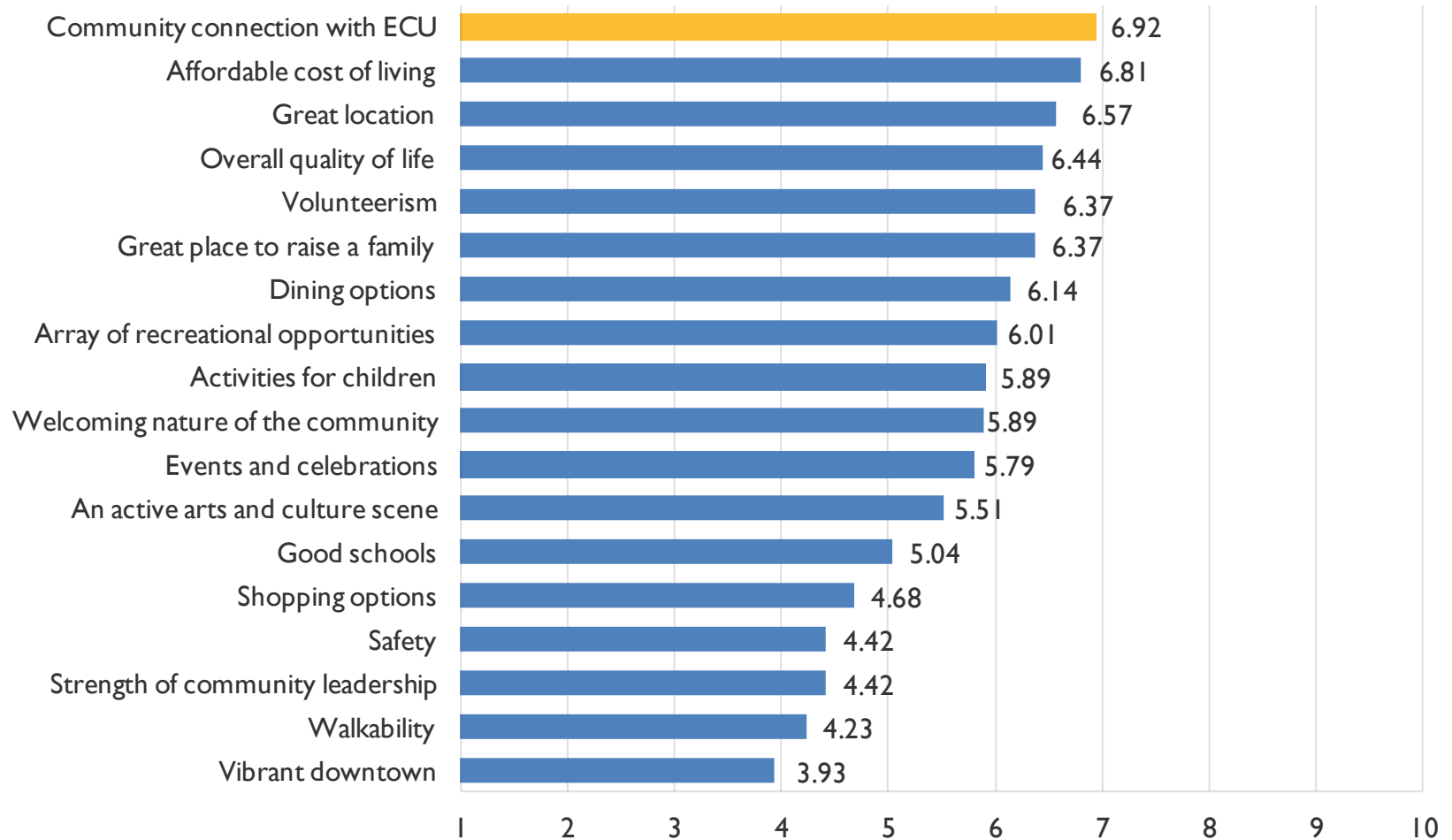
Rate the following as an **ASSET supporting economic growth,
CHALLENGE hindering economic growth, or **NEITHER**.**



Residents

Community Attributes: In your opinion, please rate the following Greenville attributes on a scale of 1 to 10.

Where 1 is "Poor" and 10 is "Excellent".

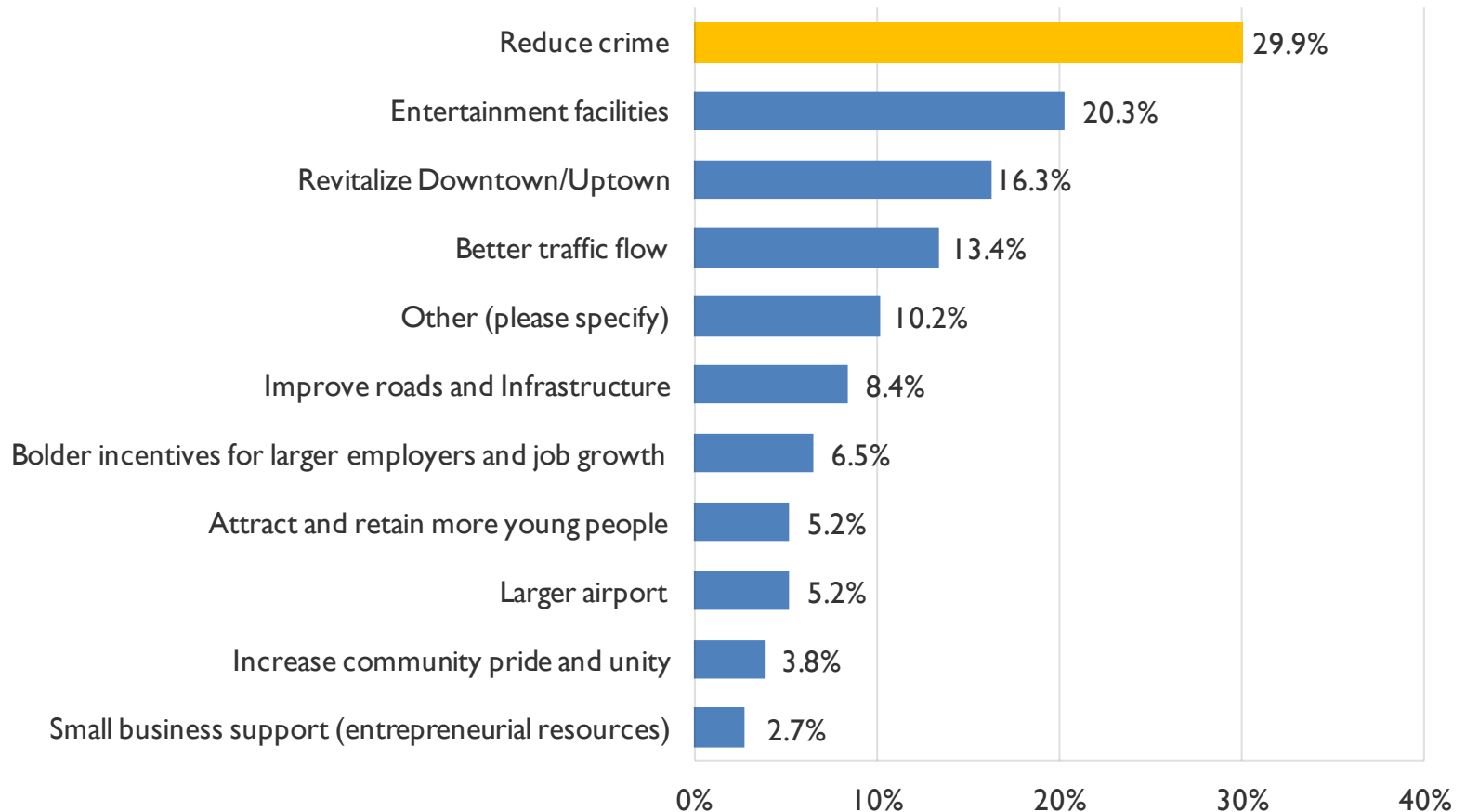


CHALLENGES	IN MARKET Poor public schools Traffic/congestion Perceptions as remote & boring Crime Depressed downtown Division among leaders Silos (City, County, Chamber, ECU) Confusion with SC Rundown aesthetics	RESIDENTS Crime Division among leaders Perceptions as unsafe & boring Depressed downtown Poor public schools Traffic/congestion Rundown aesthetics Deteriorating infrastructure Brain drain
	LEADERS Crime Traffic/congestion Division among leaders Lack of unity Weak job growth/unemployment Depressed downtown Poor public schools Perception as unsafe Small airport Deteriorating infrastructure	BUSINESS / ACADEMIA Poor public schools Silos and conflicting agendas Perceptions as remote & poor Division among leaders Risk aversion Crime Brain drain (tough for singles) Town & gown strain (property) Unskilled workforce Rundown aesthetics

OPPORTUNITIES	<p>IN MARKET</p> <p>Riverfront access/development Downtown revitalization Hub of the East Healthcare Marketing and promotion Strong vision (coordinated) Diversify beyond ECU/Vidant Events Traffic flow (Connector)</p>	<p>RESIDENTS</p> <p>Hub of the East Downtown revitalization Healthcare Riverfront access/development Arts and culture Strong vision Bold investment/incentives Improve airport Traffic flow</p>
	<p>LEADERS</p> <p>Hub of the East Downtown revitalization Bold investment/incentives Start-ups and entrepreneurs Leverage ECU and PCC Diversify beyond ECU/Vidant Improve airport Traffic flow Infrastructure improvements</p>	<p>BUSINESS / ACADEMIA</p> <p>Regionalism (Hub of the East) Downtown mixed-use Collaboration (3Cs) Clinical trials Risk takers & big thinkers Business/ECU partnerships Improve K-12 (align with ECU) Downtown incubator Young professionals Parking garage</p>

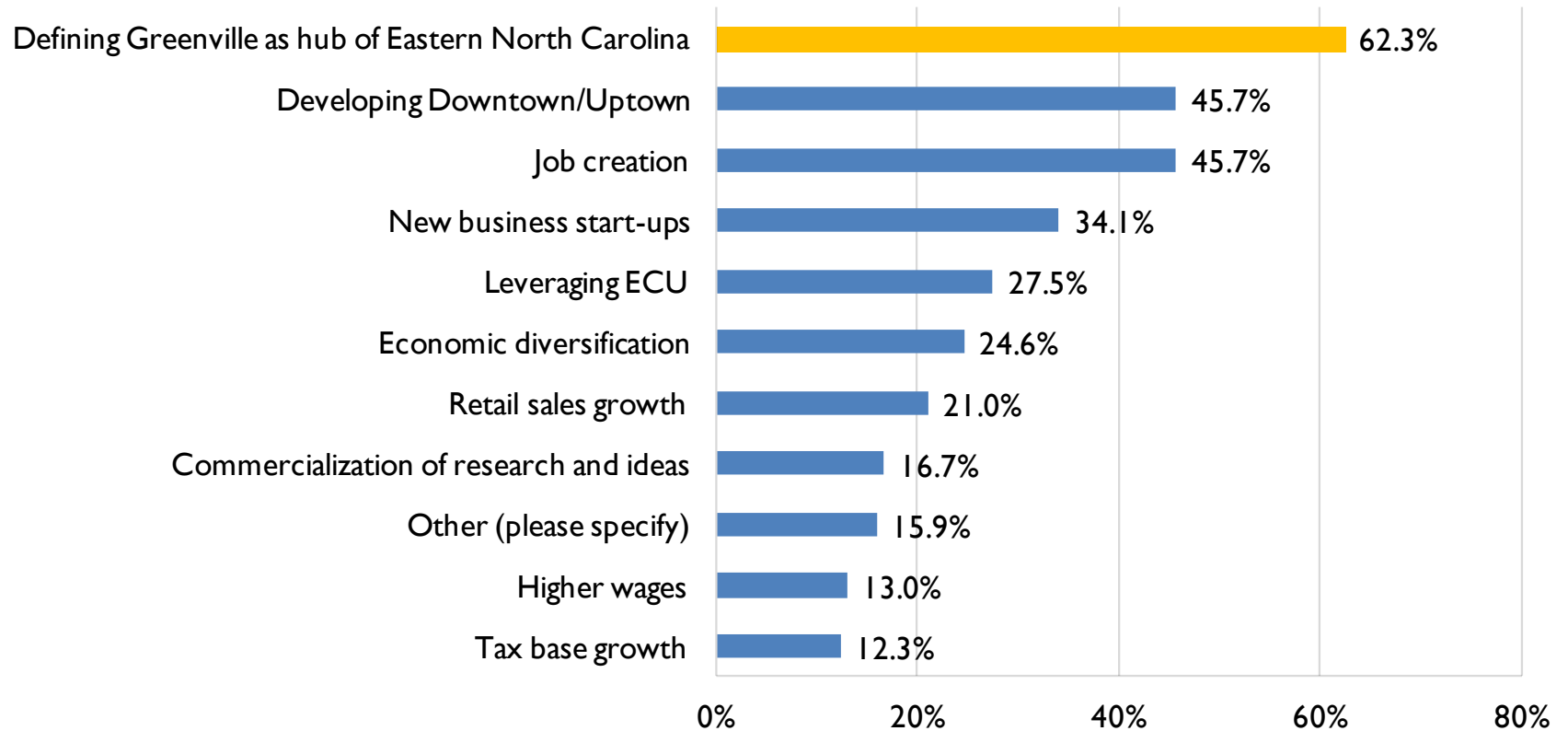
Residents

If you could change ONE thing (add, remove, or change something) about Greenville that would improve its future, what would it be?



Leaders

What should Greenville's economic growth goals be? (Choose three)

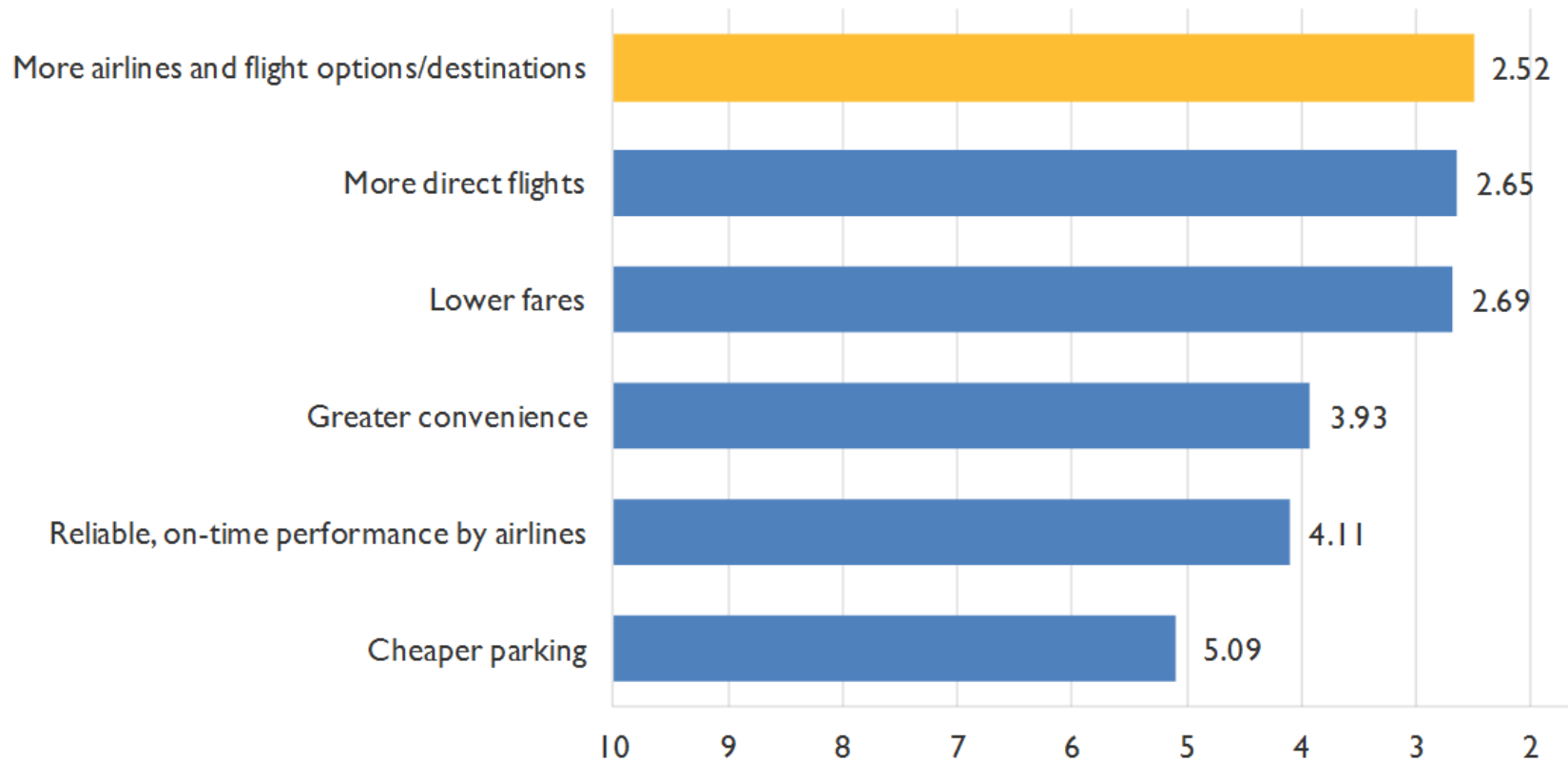


MISSING	IN MARKET <ul style="list-style-type: none"> Strong vision (and action) Downtown attraction (hotel) Marketing and PR (brag) Commercial draw along river Performing arts center Entertainment Strong town & gown (awareness) Community pride Research as economic dvlpmnt 	RESIDENTS <ul style="list-style-type: none"> Gathering places (beyond college) Strong vision for growth Downtown boutique retail Community pride More amenities for families & YP Effective leaders External awareness (Where?) Entertainment
	LEADERS <ul style="list-style-type: none"> Performing arts center Aggressive economic development Minor league baseball Location on interstate Skilled workforce Retail/entertainment Downtown parking Downtown family activities Entrepreneurs Marketing and PR 	BUSINESS / ACADEMIA <ul style="list-style-type: none"> Strong vision (collaboration) Identity Opportunity for trailing spouses Political will for hard decisions Downtown attraction (perf. arts) Gathering spots Bold investment/ incentives Large industry taxpayers Public schools in planning mtgs Amenities for YPs and late 20s

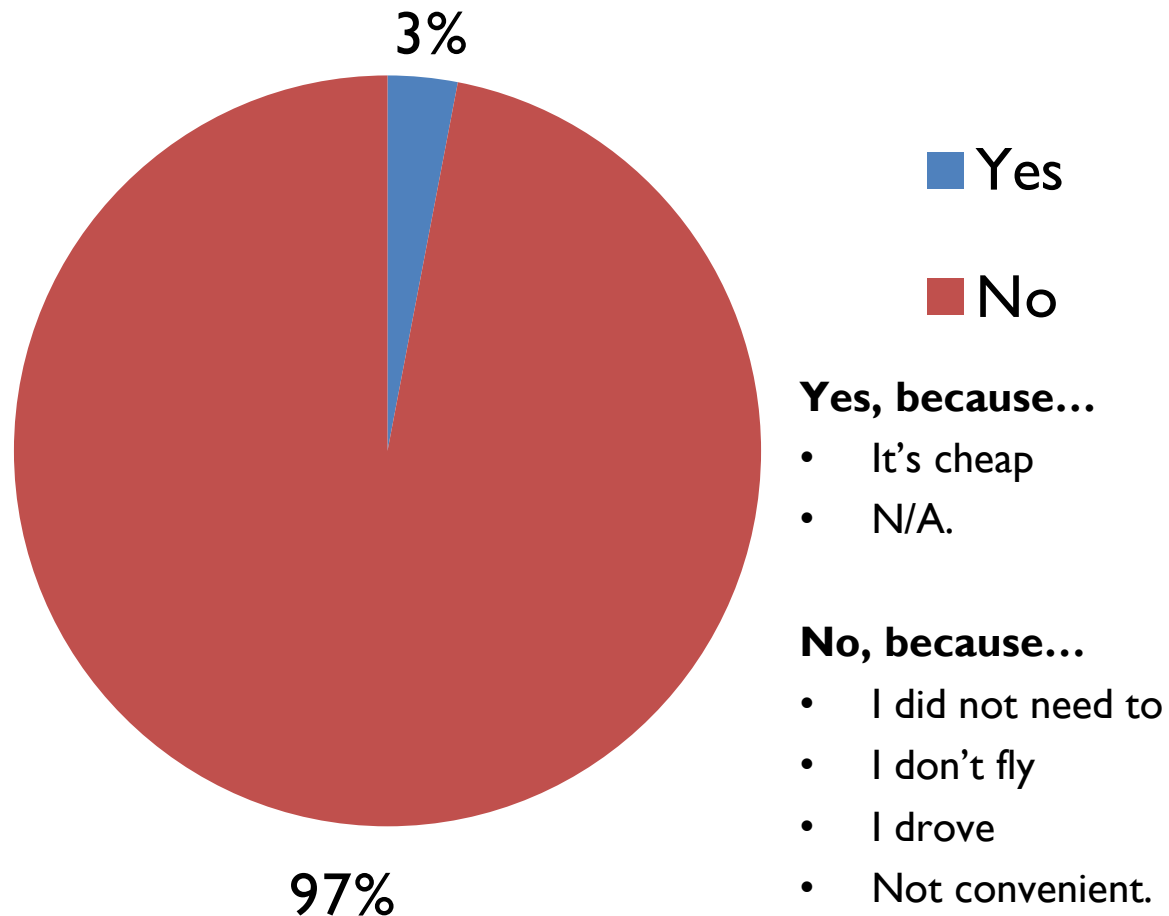
Residents

In your opinion, assuming you travel by air, what would make you more likely to use Greenville's airport over others like RDU in Raleigh?

Please rank the following considerations in importance. Use 1 as your top priority and 6 as your lowest priority.



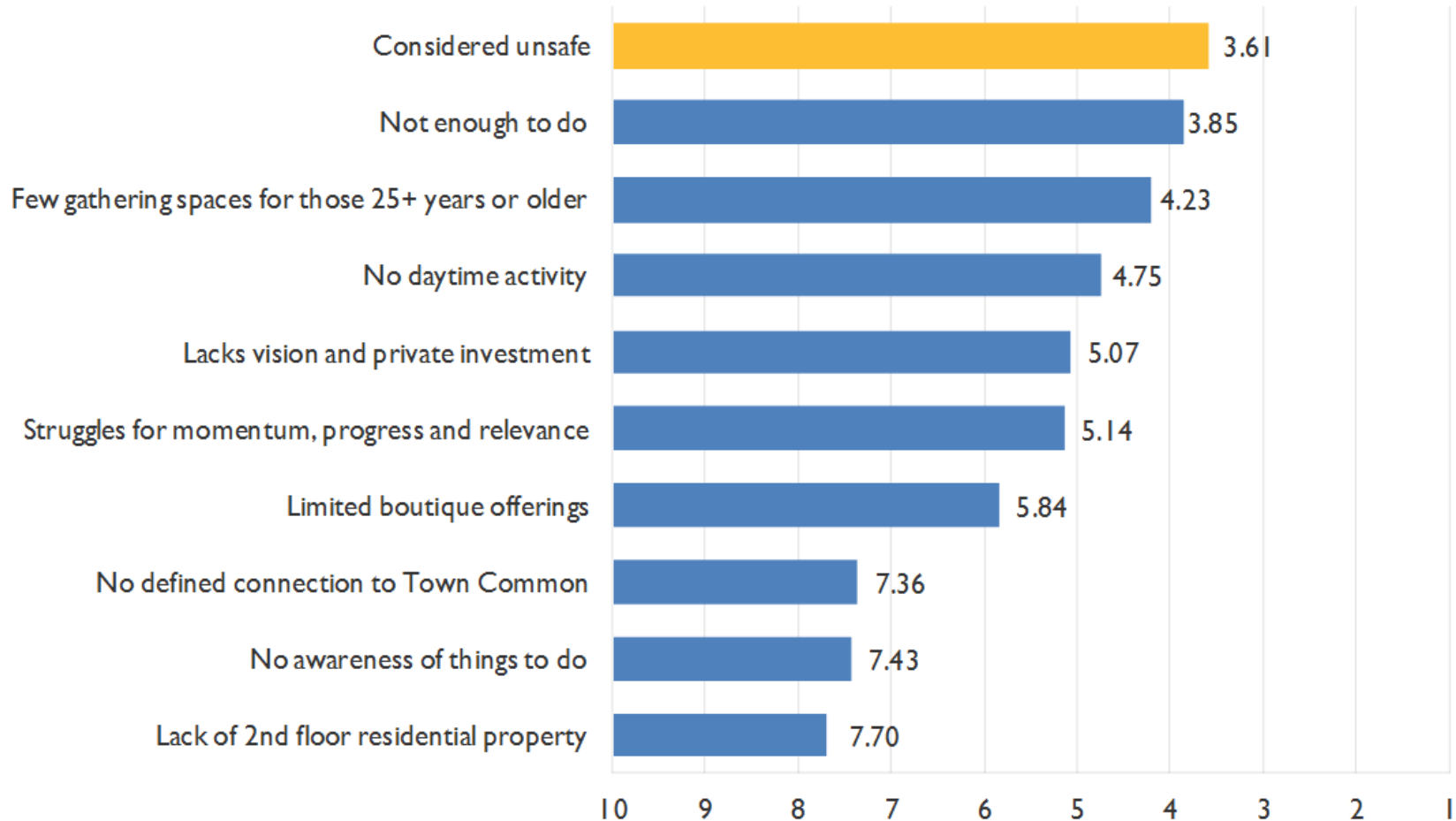
Do you use Greenville's PGV Airport?



Residents

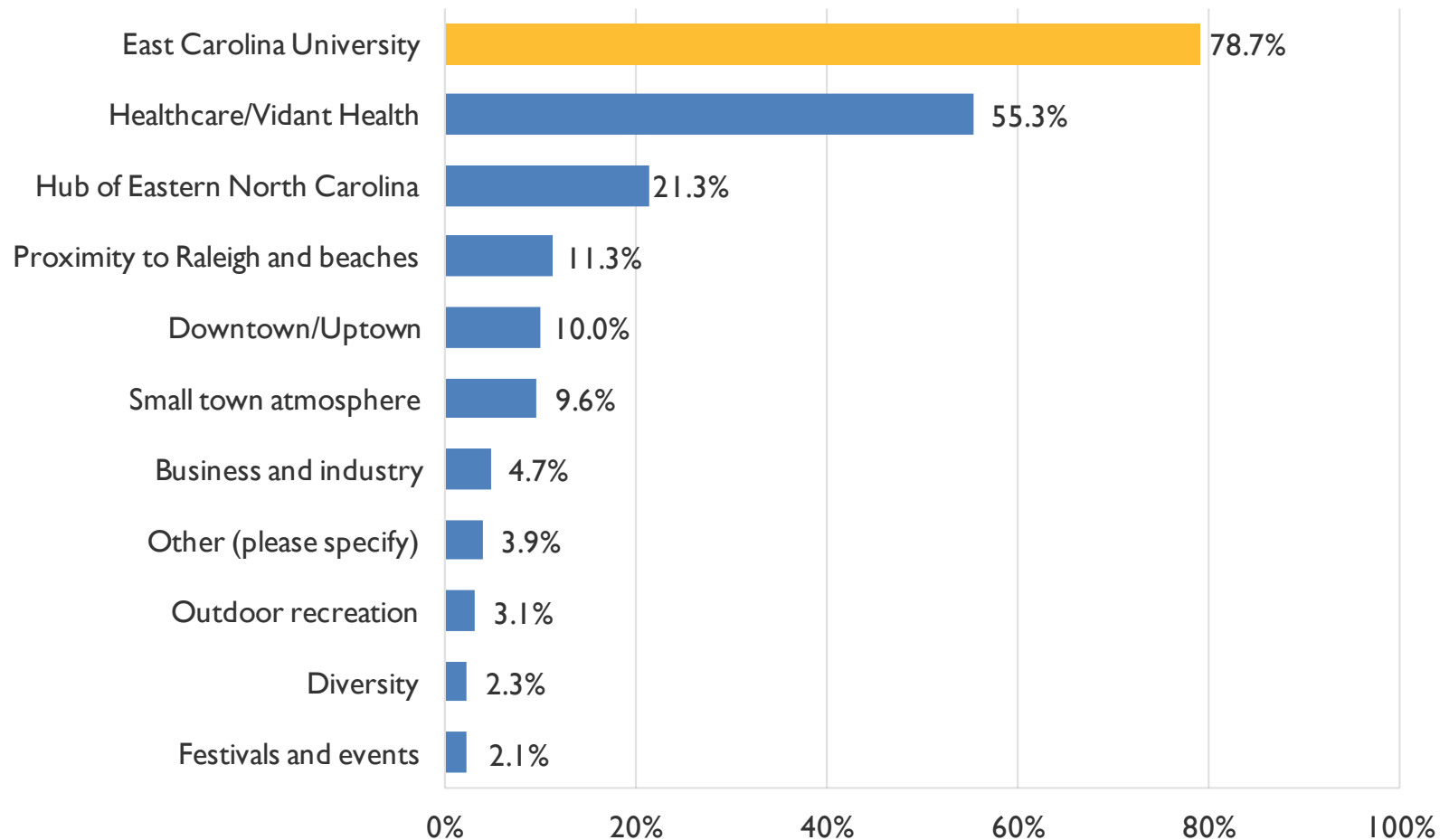
**Research revealed some challenges for Downtown / Uptown Greenville.
Please rank in importance the following issues facing the area.**

Where top priority is 1 and the lowest is 10.



Residents

In your opinion, what two things are most important to Greenville's identity as a community? (Choose two.)



VOICES FROM THE RESEARCH

"ECU creates an intellectual hub to the east and also stimulates the economy."

"We are the economic engine of the East."

"To grow Greenville, we need to have a vision outside of next week."

"No one wants to take ownership. Everyone wants to take credit."

"Areas of Uptown are great and there is a ton of potential, but people have a negative view of the area. I believe this view makes potential investors/developers hesitant."

"4000sq miles of waterfront, boaters paradise? Where is our San Antonio riverfront?"

"Fear stagnates our decision making."

"We are the center of gravity for culture, healthcare, and higher education."

NORTH STAR DESTINATION STRATEGIES

VOICES FROM THE RESEARCH

"I would tell a new business to hesitate before moving there. Probably does not offer the human and financial resources you need."

"We have amazing ingredients. We just need to put it all in the perfect package. And let people know about it."

"Greenville has this kind of pirate culture going on. A little rough around the edges but interesting and fun."

"We need fewer talkers in the limelight and more doers. We talk about a lot of things on camera but do little about them."

"Once you get people here, they are blown away."

"We are the best kept secret in the East."

Understanding Outside Perceptions

CONSUMER AWARENESS & PERCEPTION STUDY

Conducted among North Carolina residents in:

Raleigh – Durham DMA (100 total)

AND

Wilmington DMA

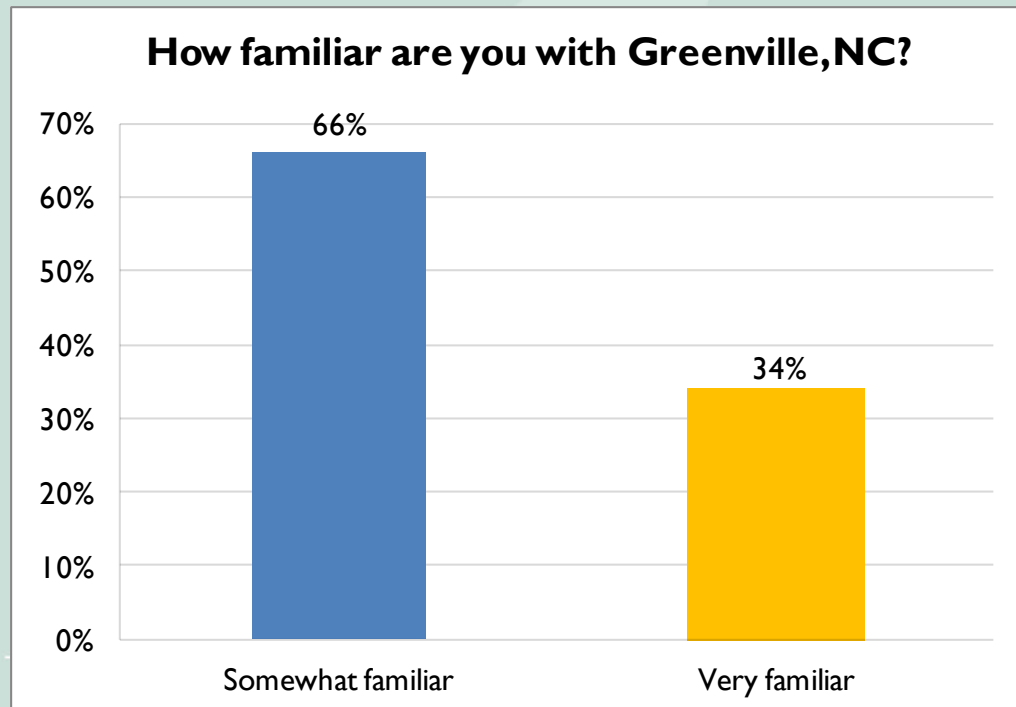
Greenville DMA (*excluding Greenville*)

Norfolk – Portsmouth – Newport News DMA (88 total)

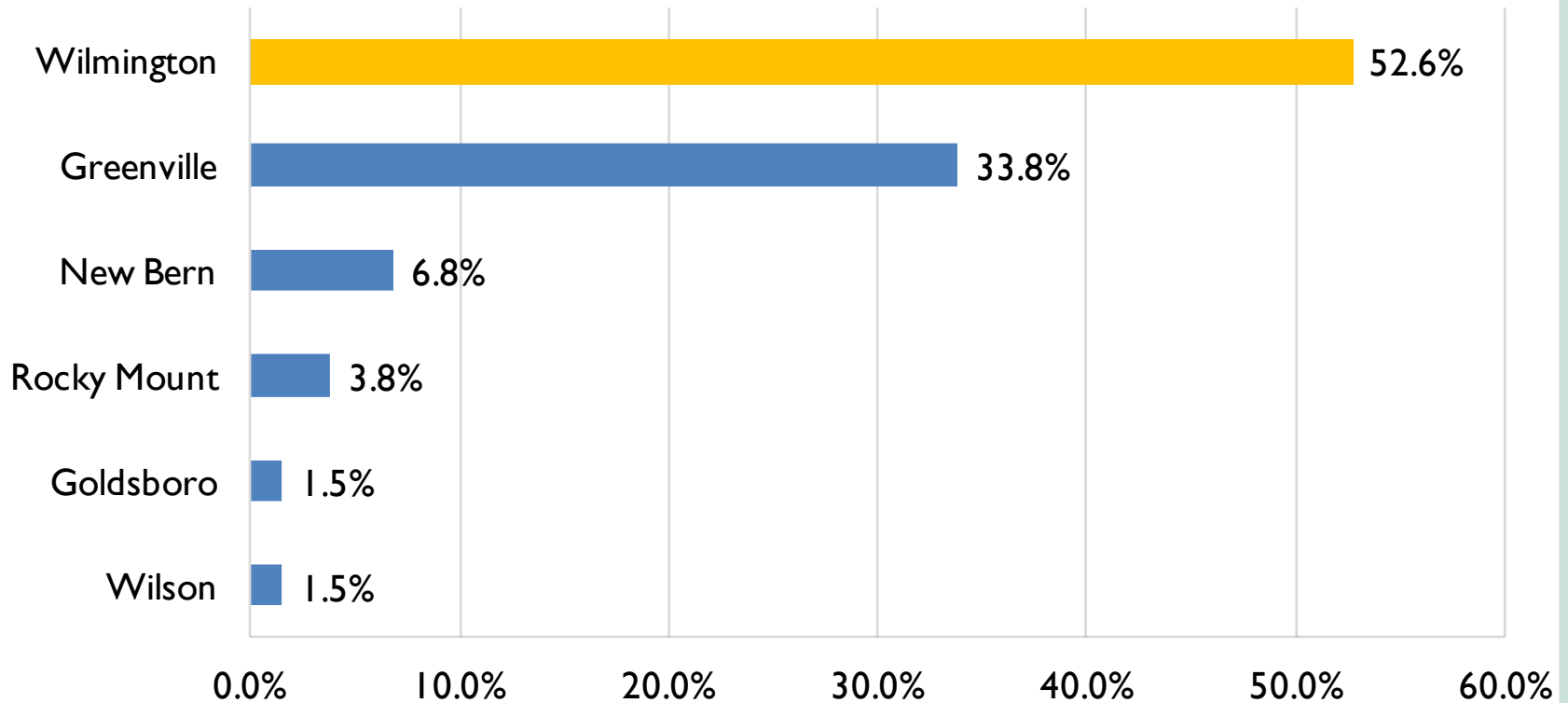
188 total responses

FAMILIARITY WITH GREENVILLE, NC

- Lack of familiarity was the terminating factor for the survey.
- **130 respondents** were not at all familiar with Greenville, and therefore were terminated from the survey.
- The termination rate was **69.1%**, which is above average.
- **188 responses** were collected for the CAP Study.

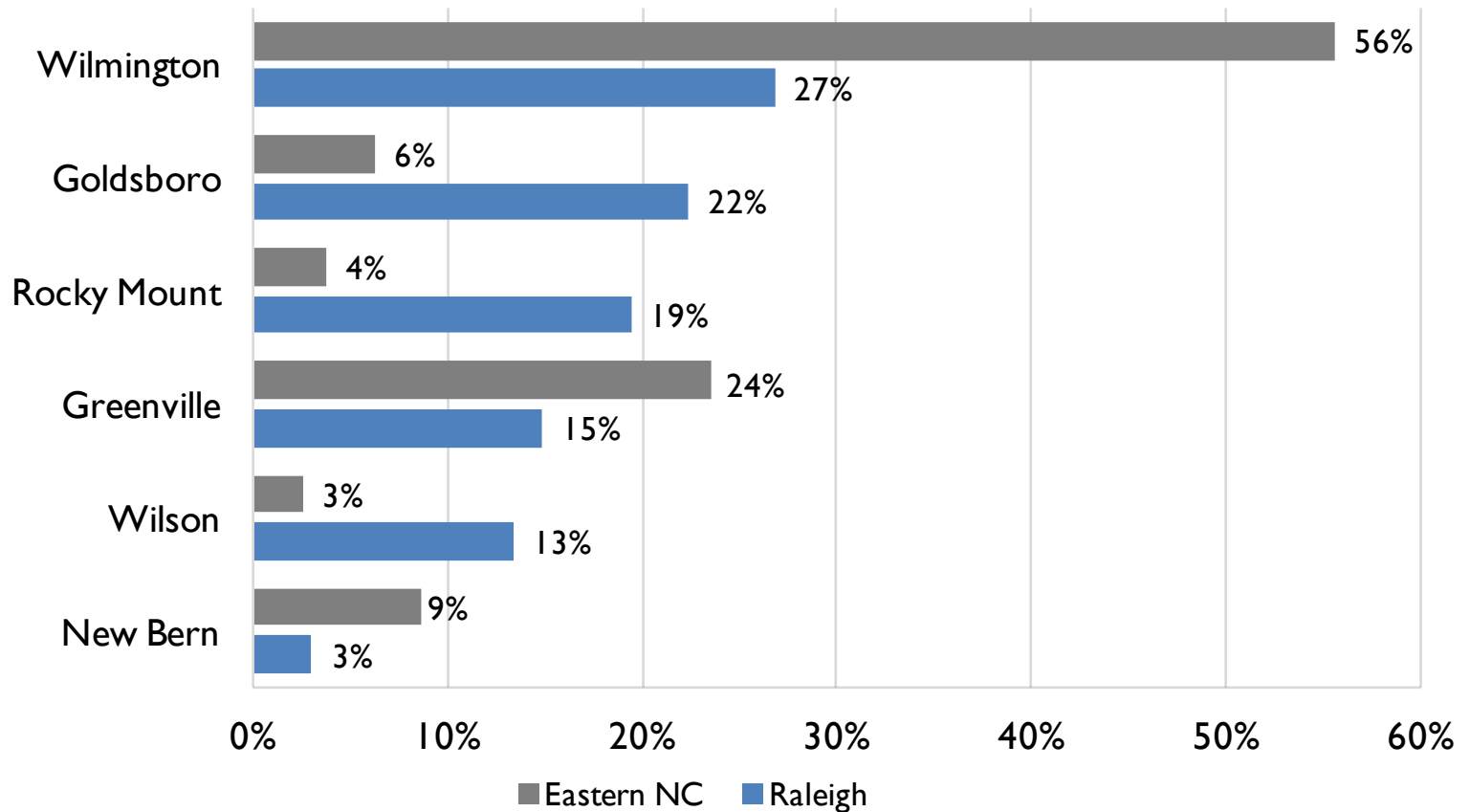


Which of the following do you consider the Hub of Eastern North Carolina?

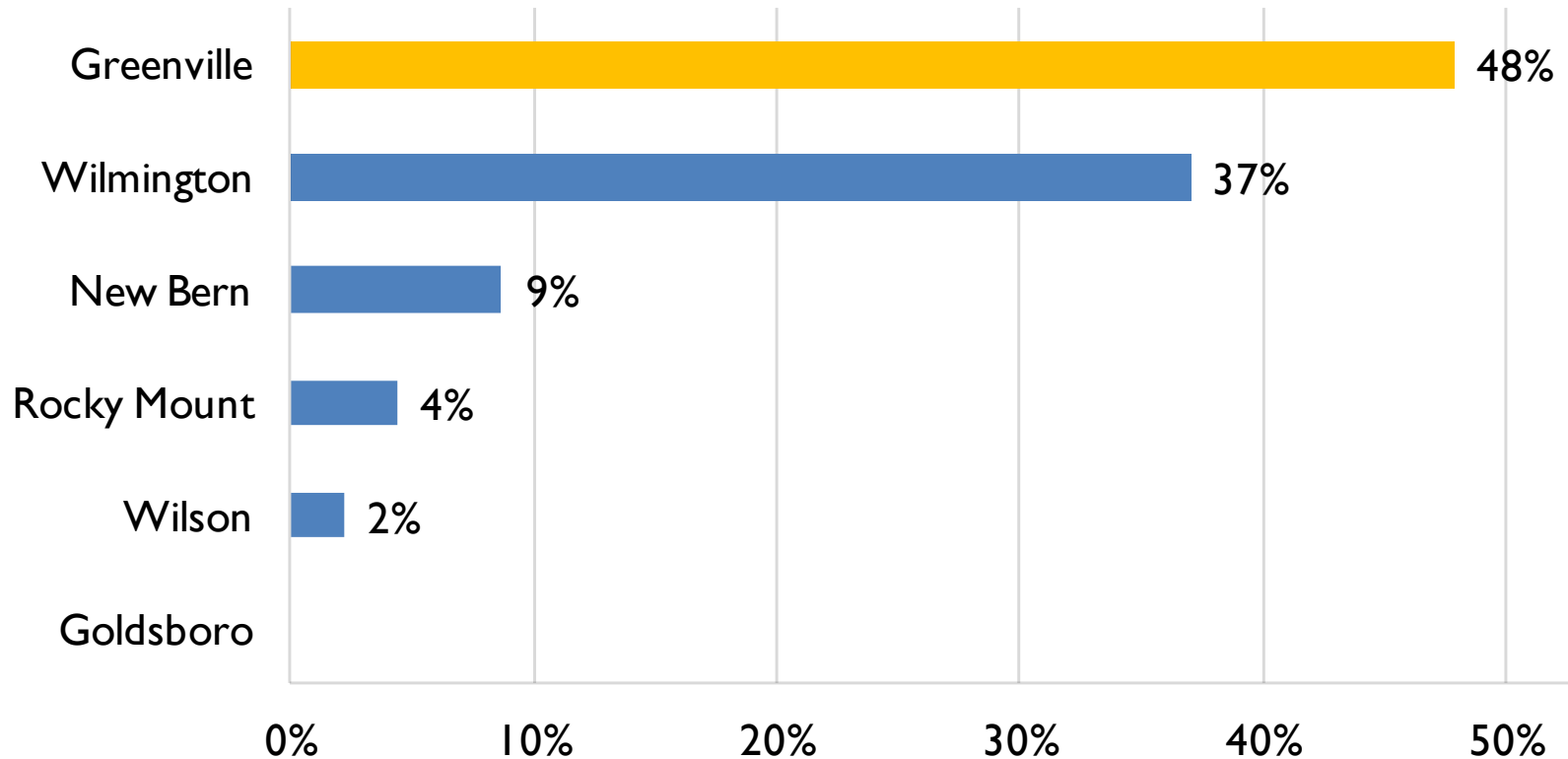


Consumer

Which of the following do you consider the Hub of Eastern North Carolina?

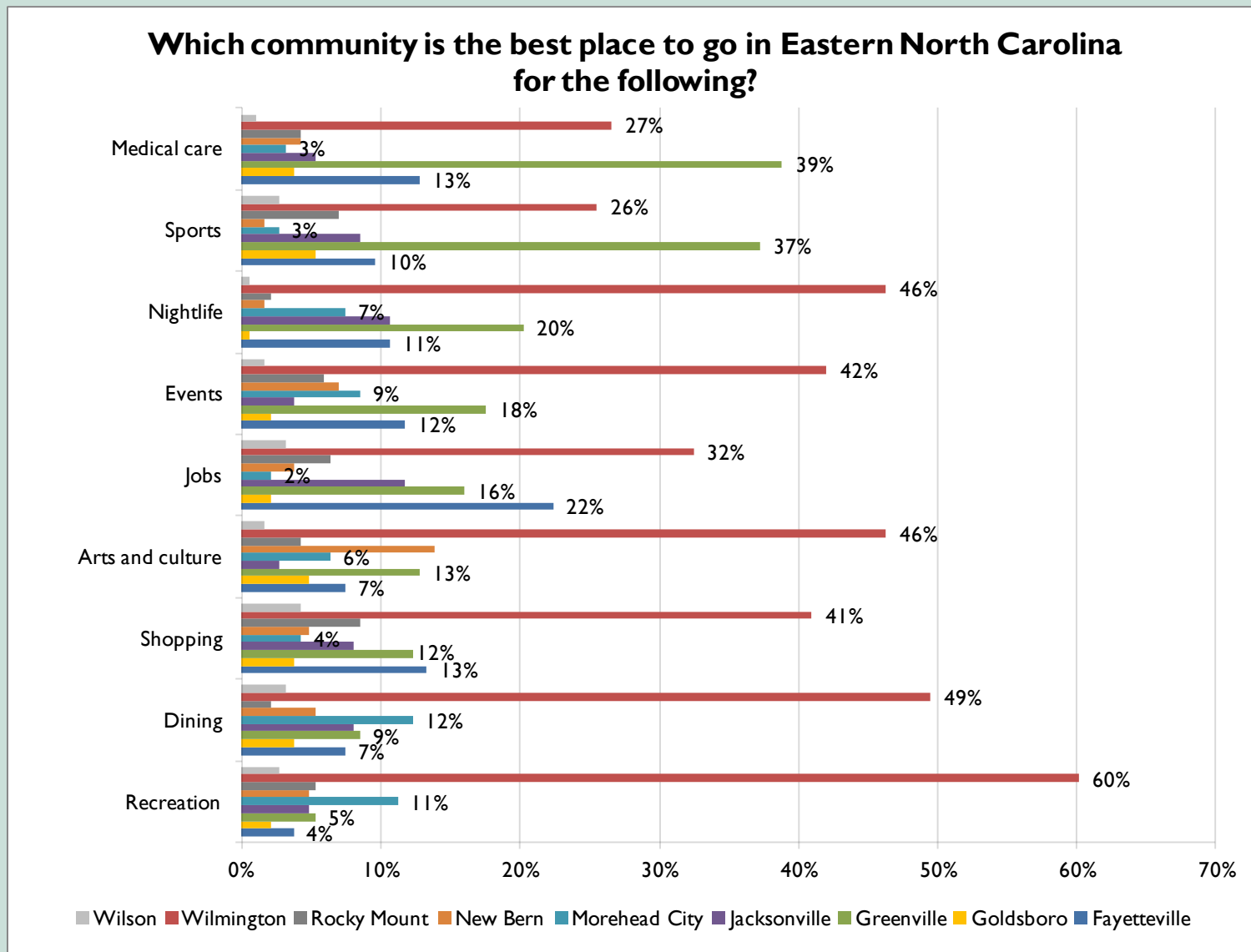


Which of the following do you consider the Hub of Eastern North Carolina?



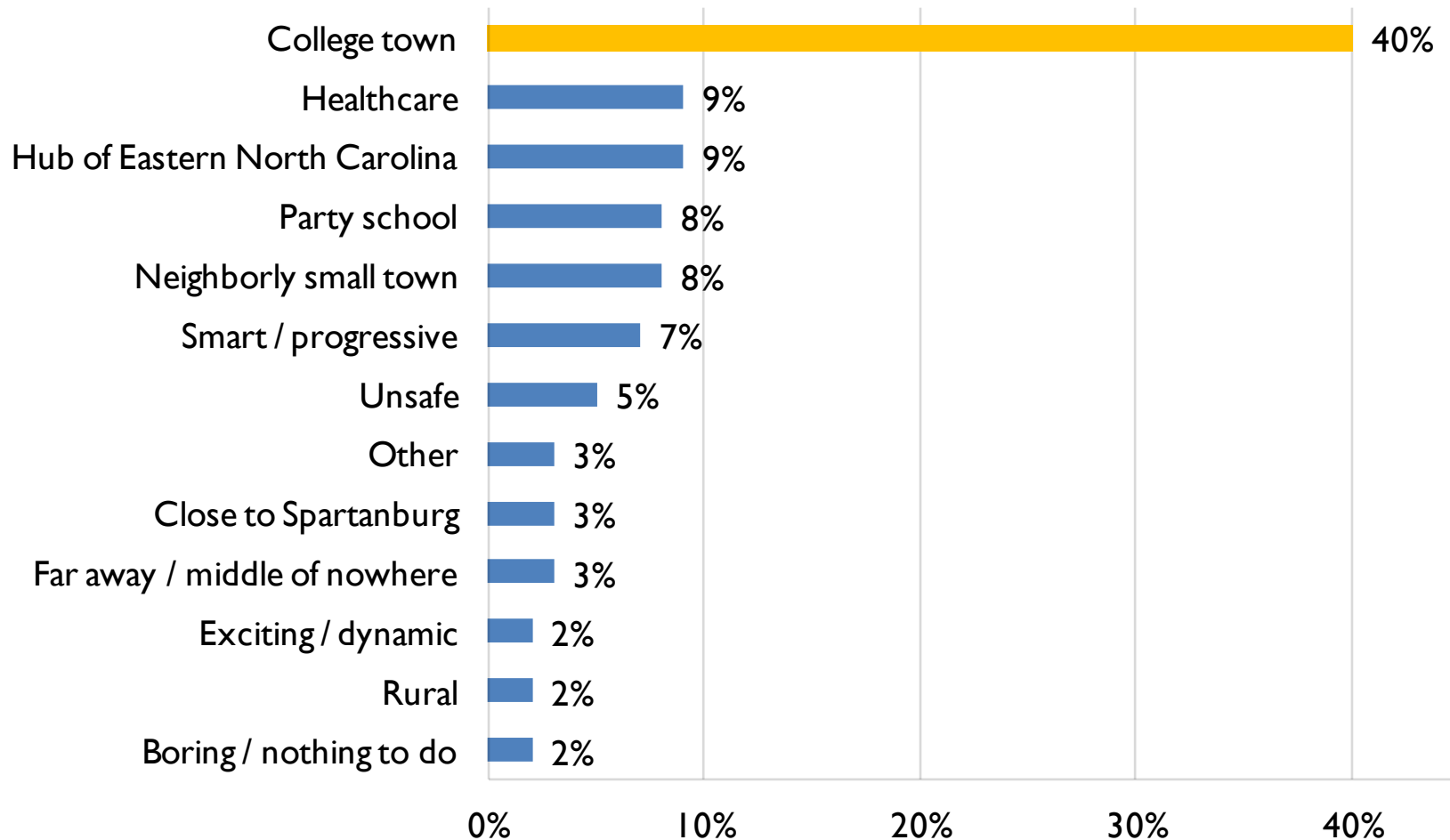
Wilmington respondents excluded

Consumer



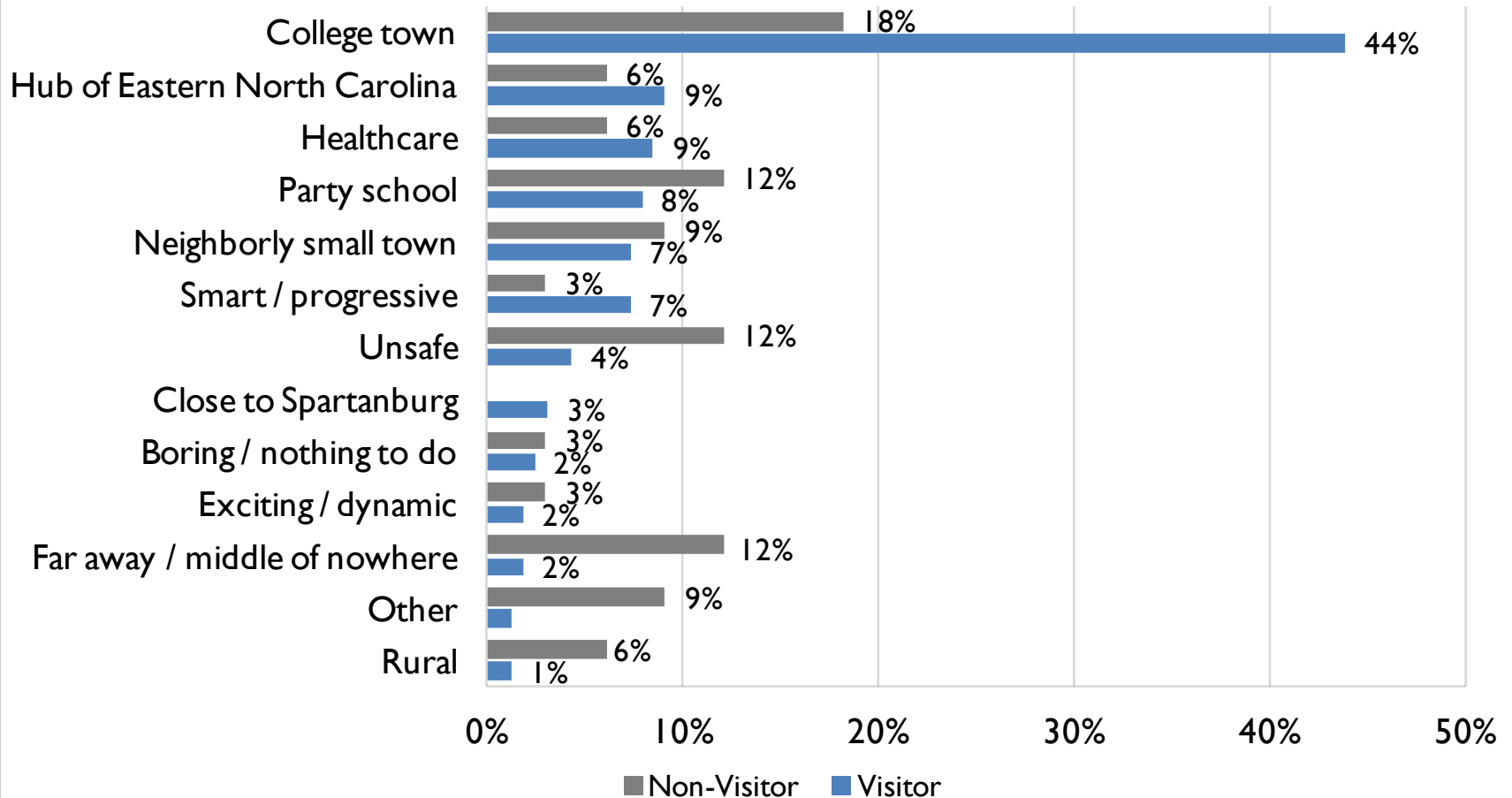
Consumer

What phrase or adjective best describes Greenville, North Carolina?



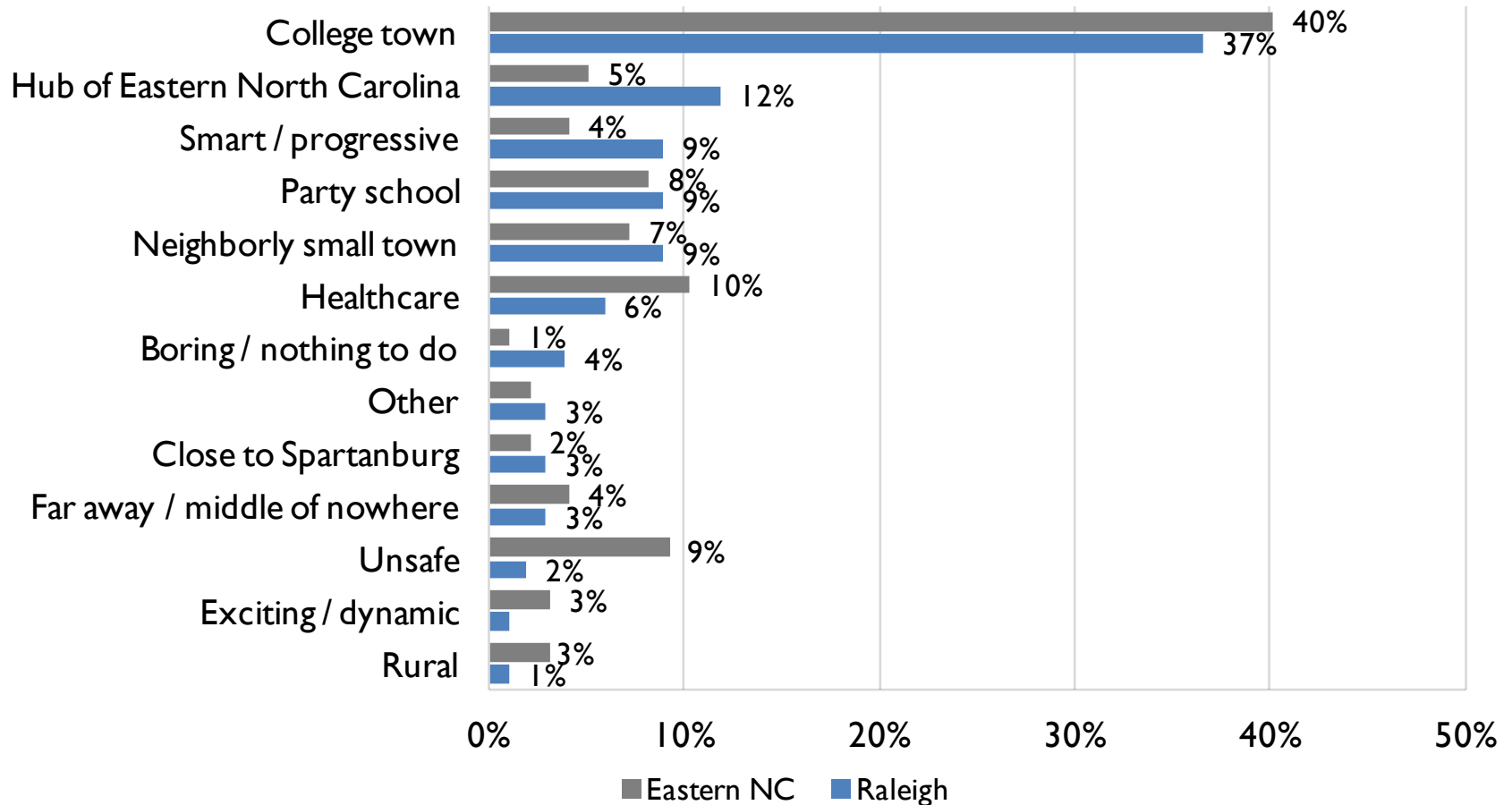
Consumer

What phrase or adjective best describes Greenville, NC?

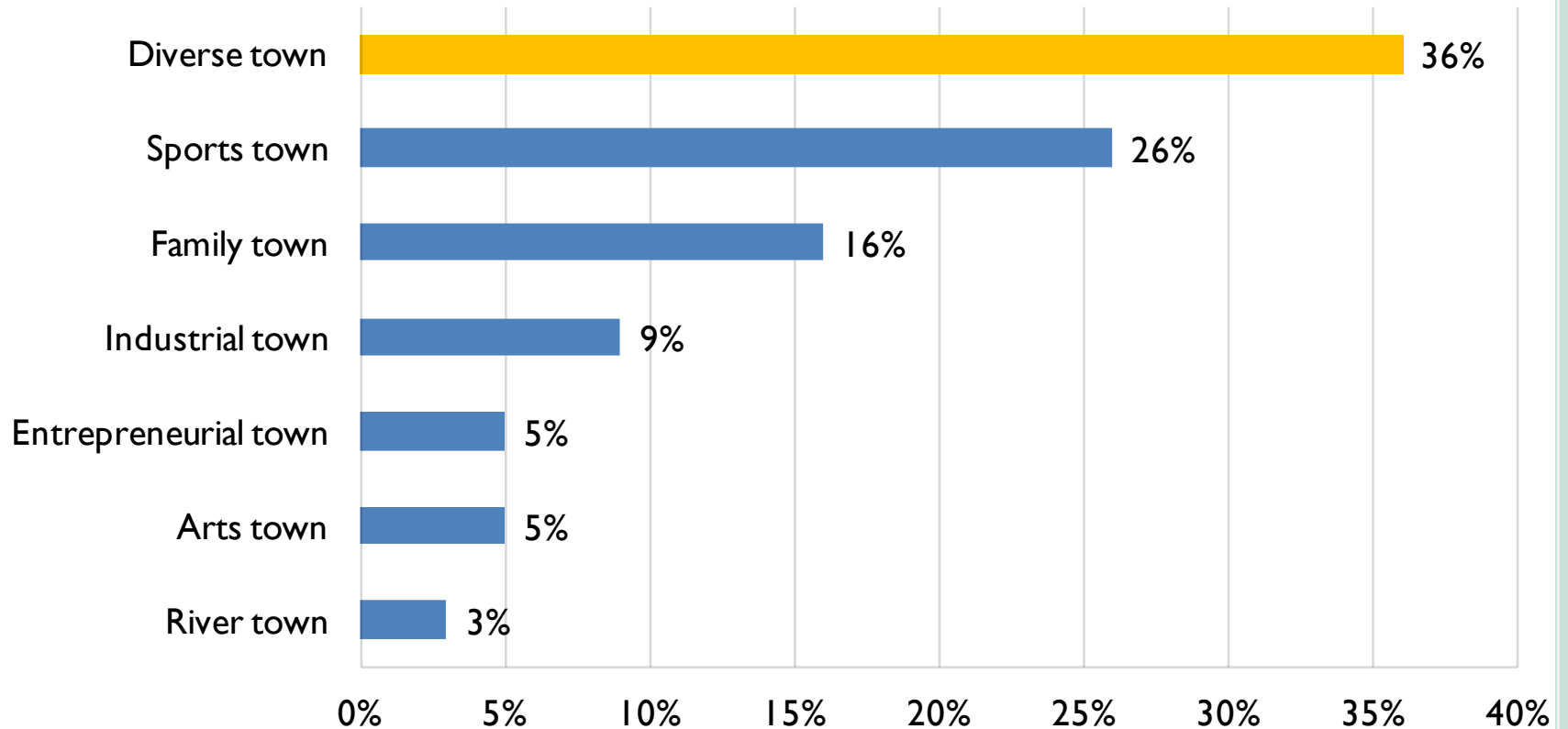


Consumer

What phrase or adjective best describes Greenville, NC?

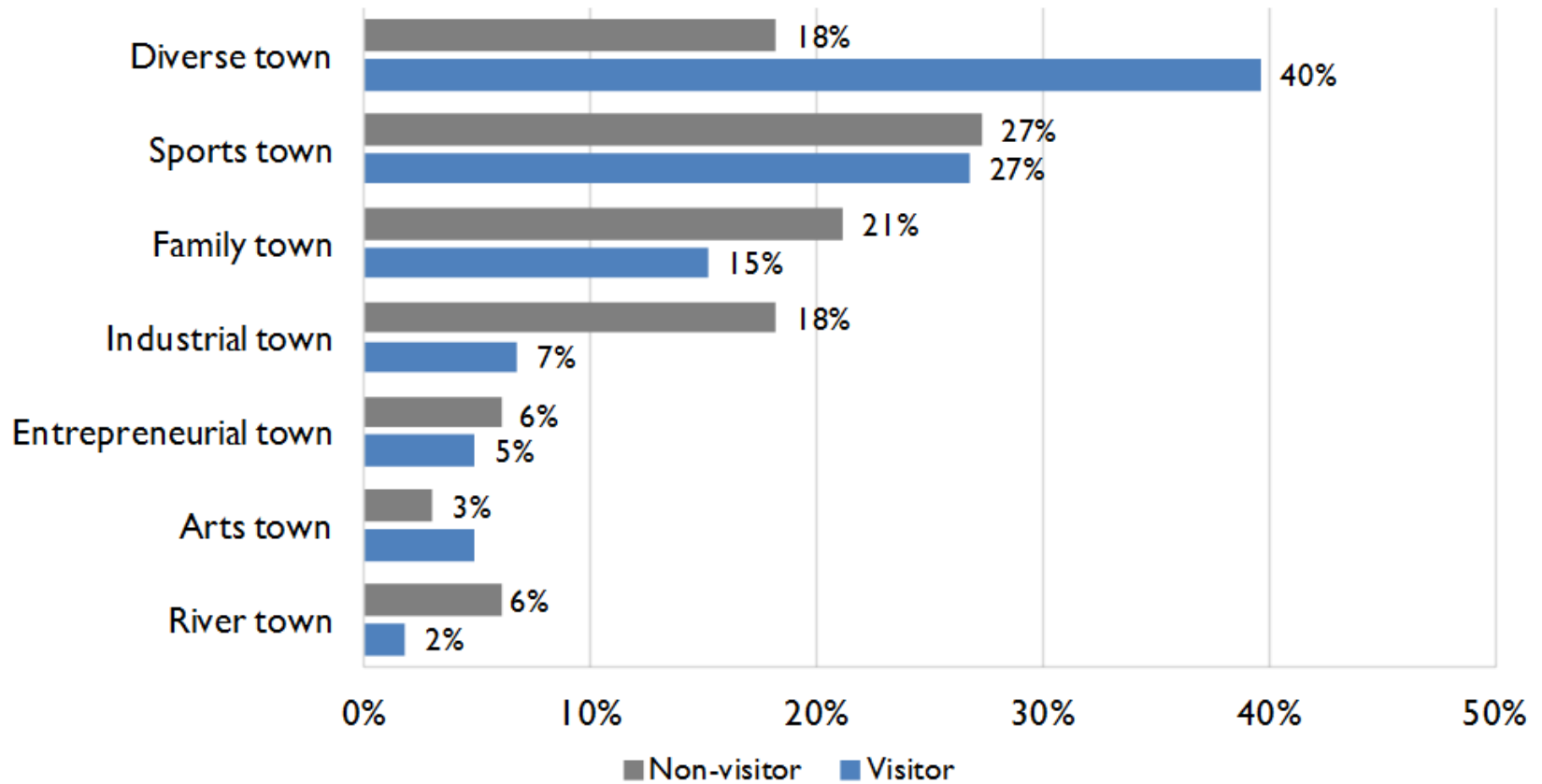


In your opinion, from the following choices, Greenville, NC is most accurately described as a...

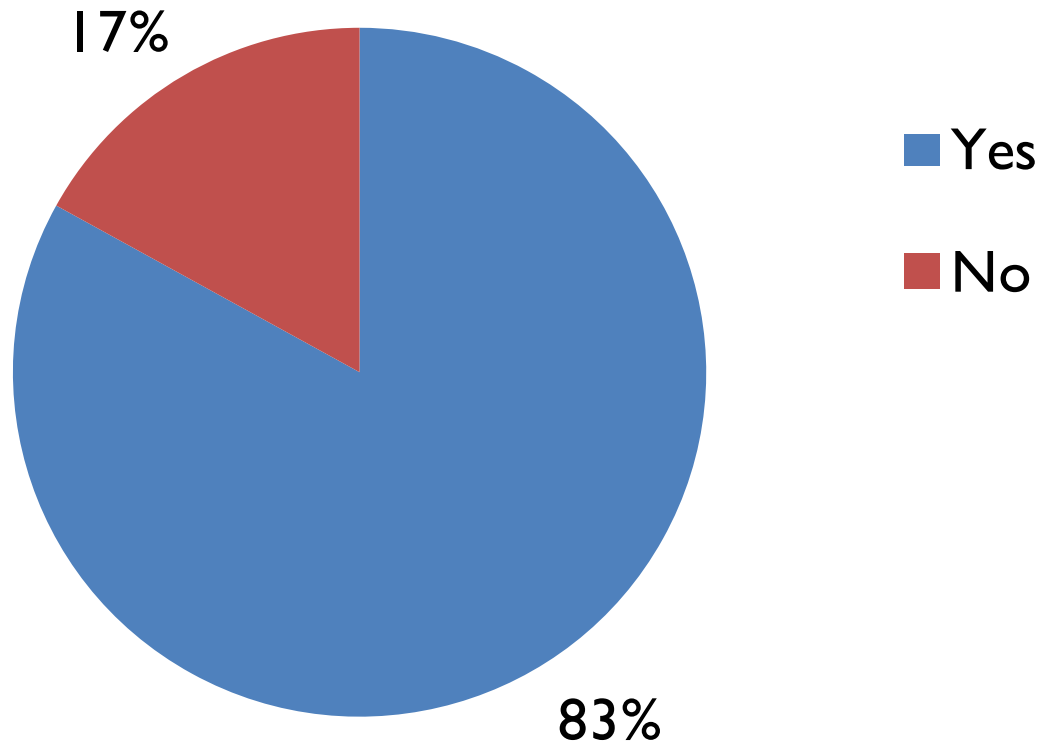


Consumer

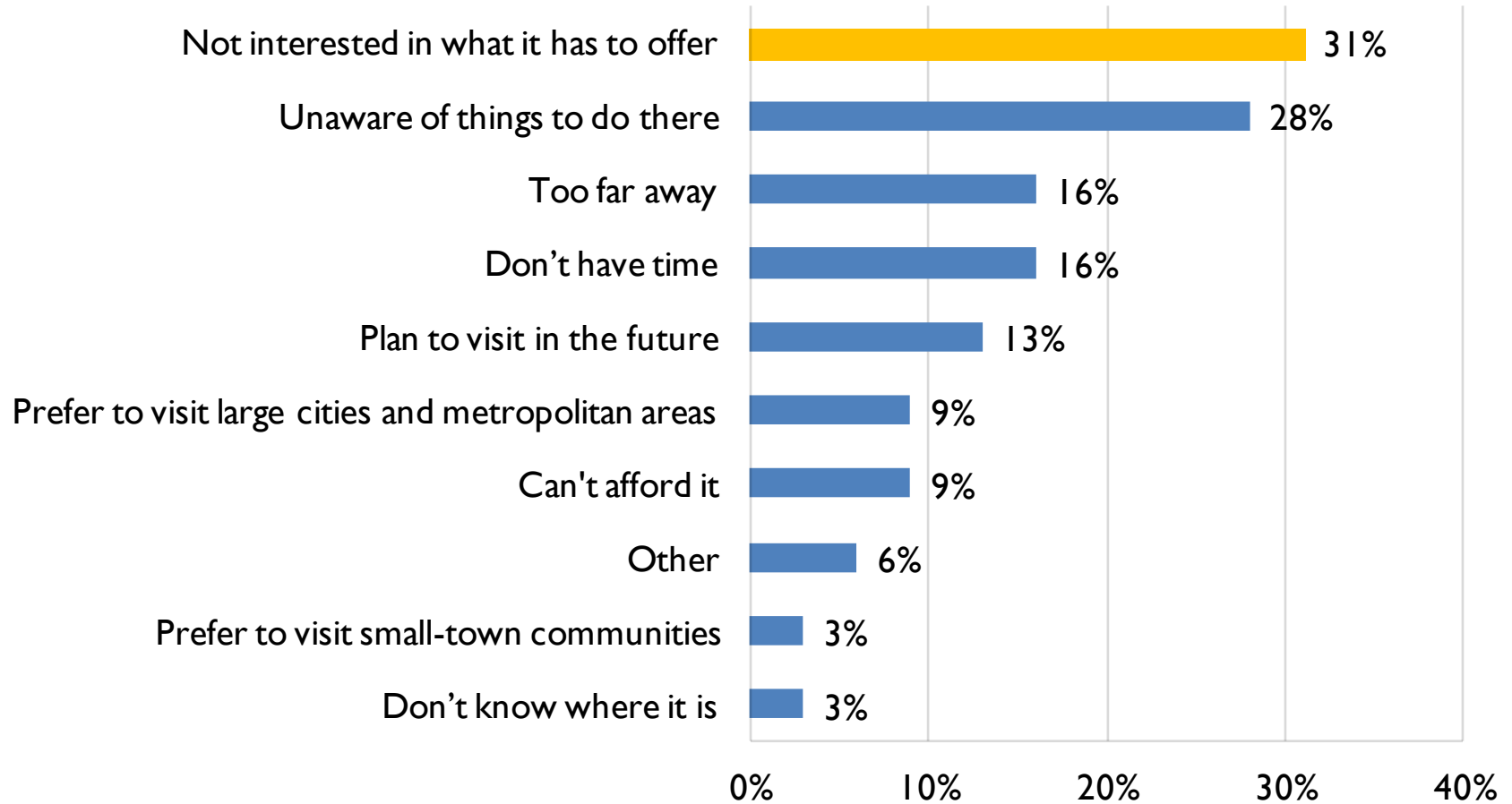
**In your opinion, from the following choices,
Greenville, NC is more accurately described as a...**



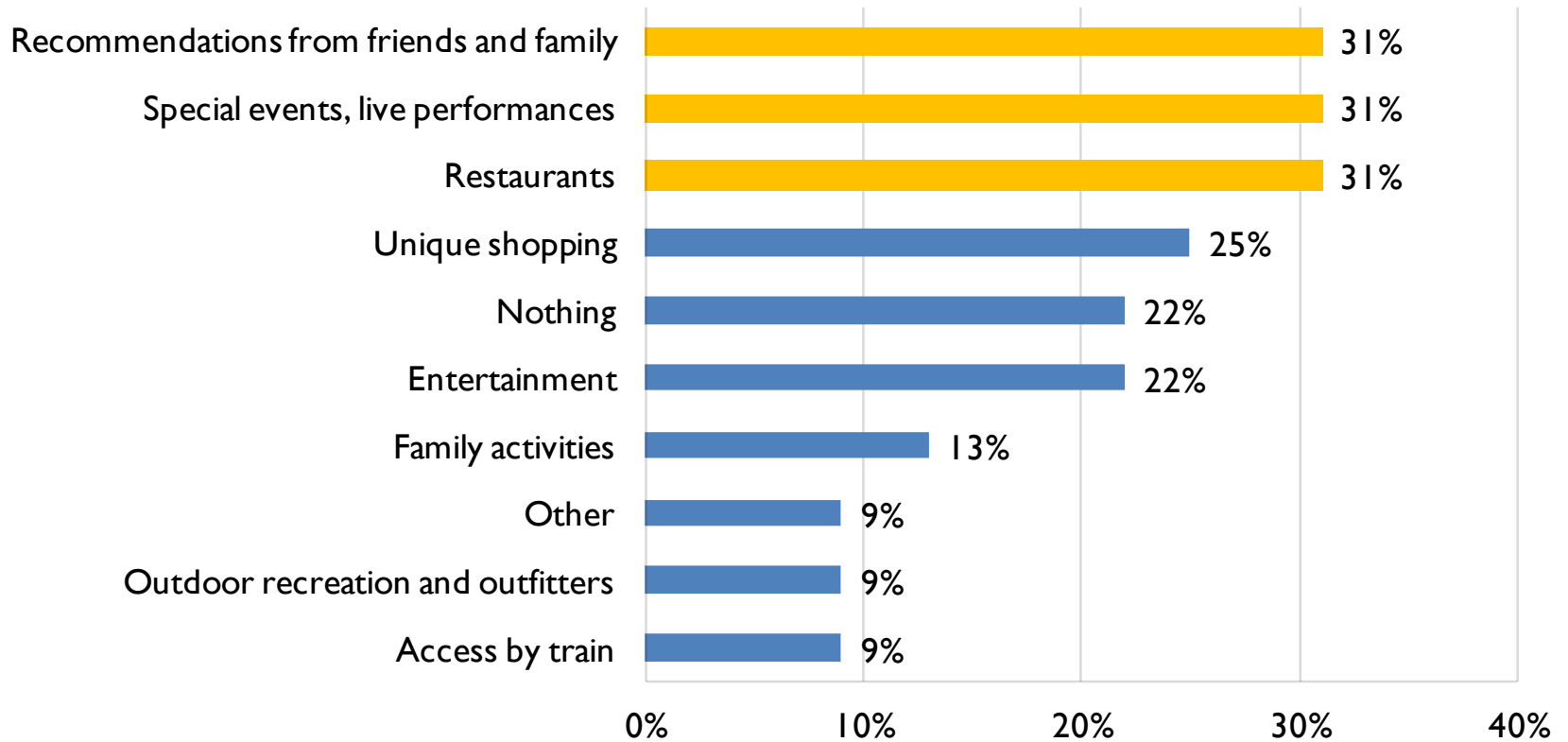
Have you visited or been to Greenville, NC?



Why have you NOT visited Greenville, NC?

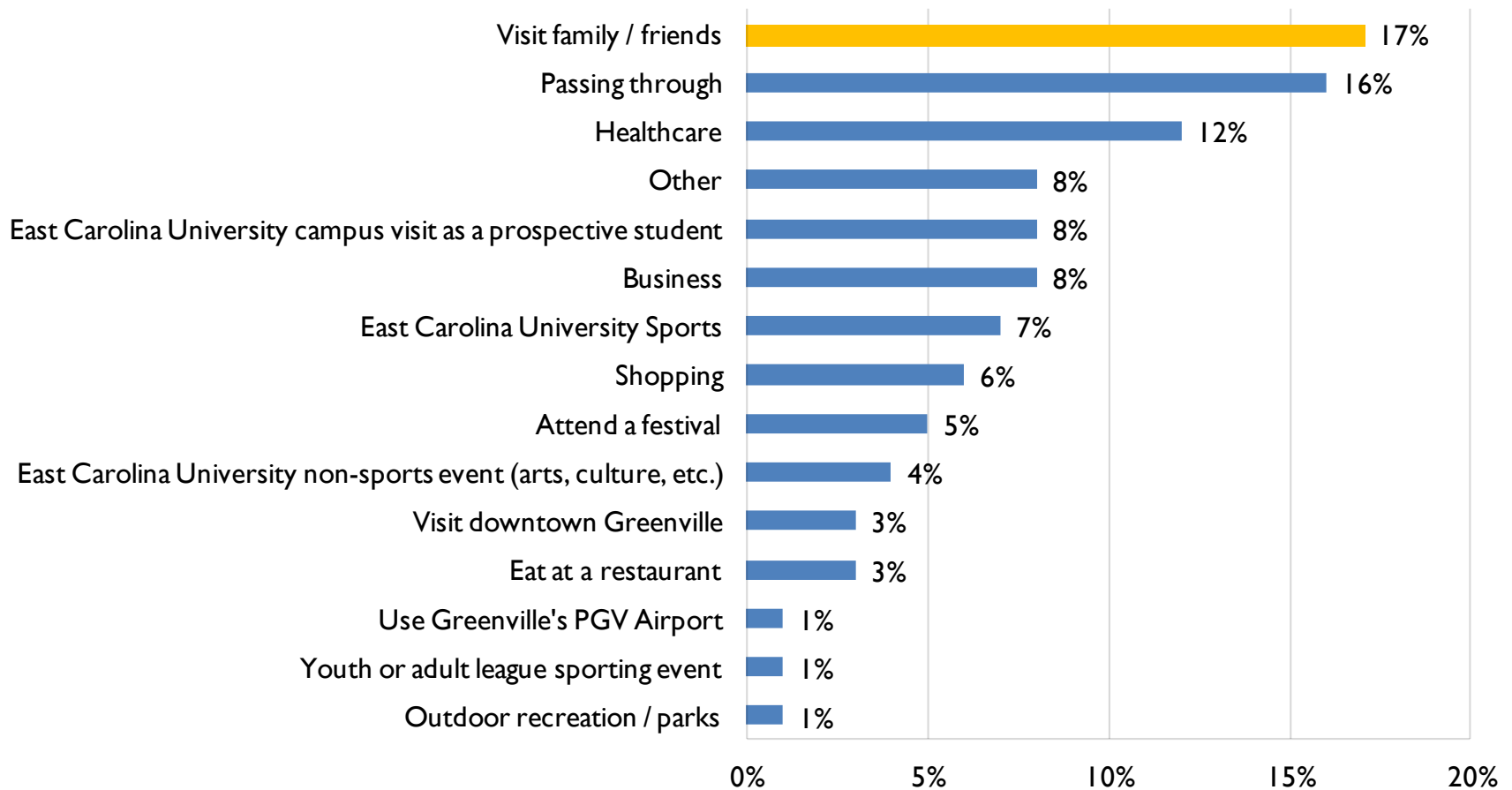


What would make you more likely to visit Greenville, NC? (Choose all that apply)

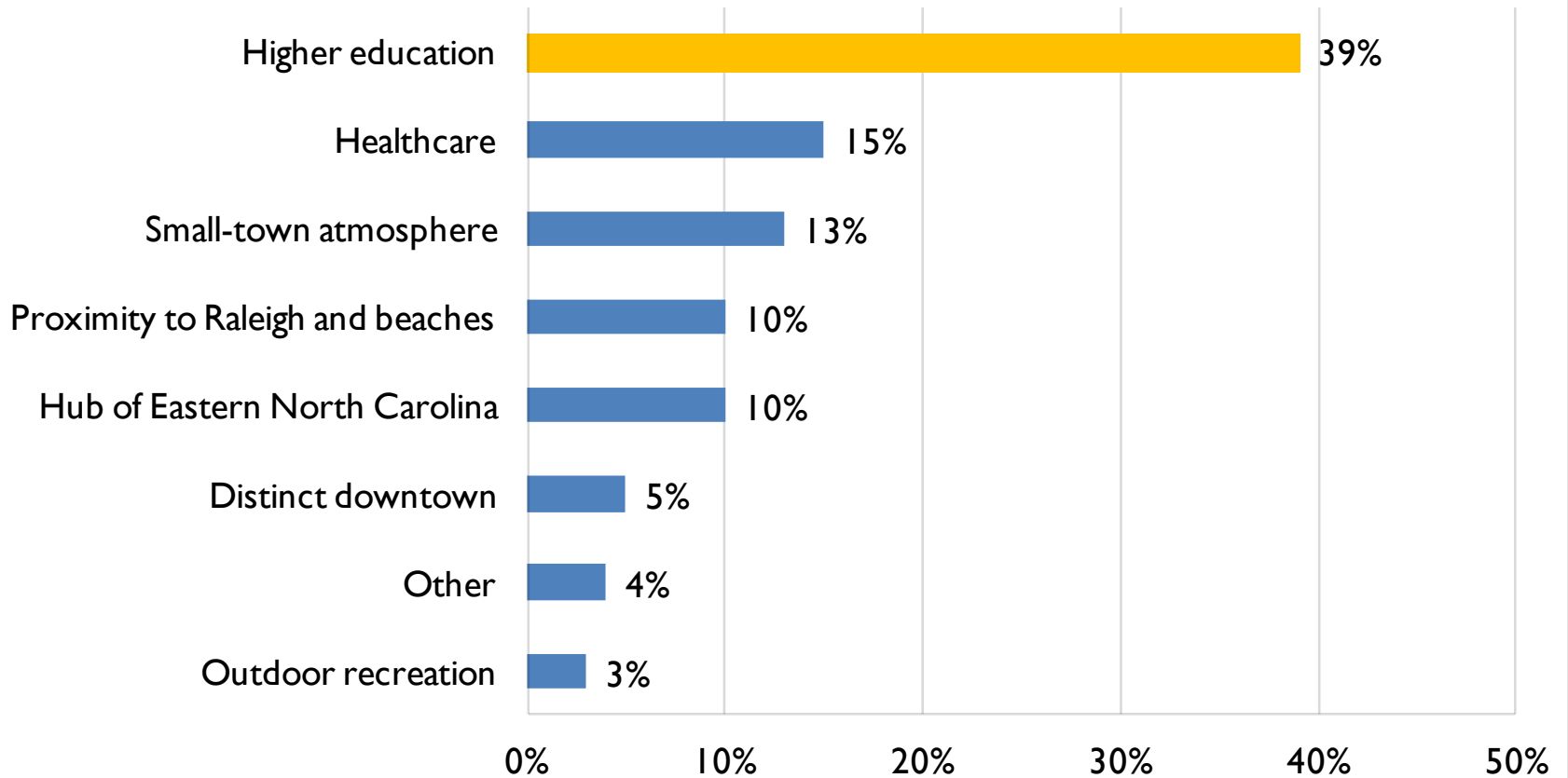


Consumer

What was the primary purpose of your most recent trip, or the main reason you visited Greenville, NC?



What is most important to Greenville's identity? (Choose one)



Insights

Conclusions based on research



Where does this research lead us?



Repetition
Repetition
Repetition



Smart, caring, generous people.



Hub of the East?



What do we expect from the leading
community in a region?

“But we do not own our position as the regional leader. We compare ourselves to our smaller neighbors and weaken our advantage”

Perception Study

“We do not act like the Hub of Eastern North Carolina. We rely solely on Vidant and ECU for that.”

In Market Conversation

“We have not capitalized on a collective vision for Greenville and Pitt County.”

Perception Study

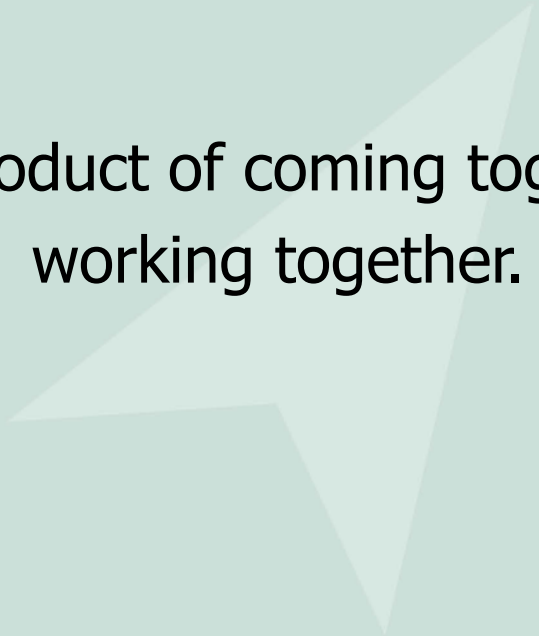


Silos

“Territorialism kills us. We cannot get out of our own way.”
Perception Study

“We are not going to be another RTP. That role has been cast. But we can excel with serving our population with care and innovation and becoming a model for communities nationwide facing our similar challenges. And that will attract interest and investment.”

Perception Study



A byproduct of coming together is
working together.



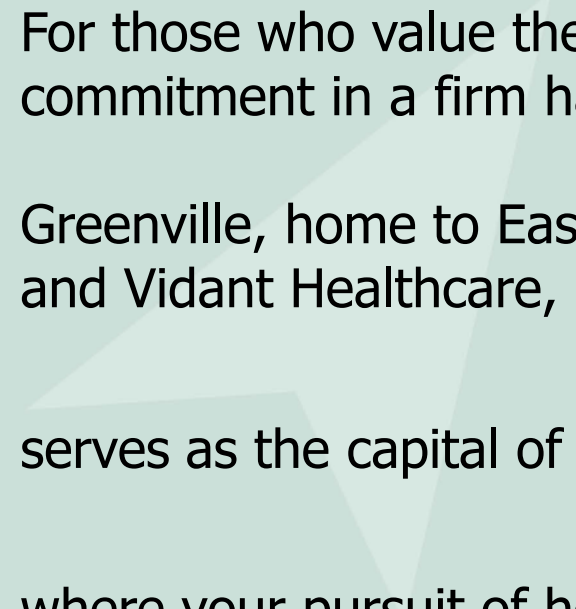
Audiences don't care.



Hub of the East.

NORTH STAR DESTINATION STRATEGIES

Greenville, NC Brand Platform



<i>Target Audience:</i>	For those who value the sincerity and commitment in a firm handshake,
<i>Frame-of-Reference:</i>	Greenville, home to East Carolina University and Vidant Healthcare,
<i>Point-of-Difference:</i>	serves as the capital of Eastern North Carolina
<i>Benefit:</i>	where your pursuit of health, wealth, and wisdom keep good company.

Platform Rationale

✦ **For those who value the sincerity and commitment in a firm handshake,**

- An interesting observation from our visit there in Greenville: Firm handshakes. Not a cold dead fish in the group.
- A firm handshake signals:
 - we are serious and open for business
 - personal attention and service
 - concern for your interests
 - a place of strong values
 - generosity
 - small town charm (not a faceless, crowded metro)
 - integrity, focus and follow through
 - we're glad you're here
 - our interest in you enjoying your time in Greenville

Platform Rationale

✦ **Greenville, home to East Carolina University and Vidant Healthcare,**

- While these two major anchors are not solely your brand, they are present marquee recognition that are critical to your competitive advantage.
- Inclusion of the word choice ***home*** furthers your position as a welcoming place.

Platform Rationale

▲ **serves as the capital of Eastern North Carolina**

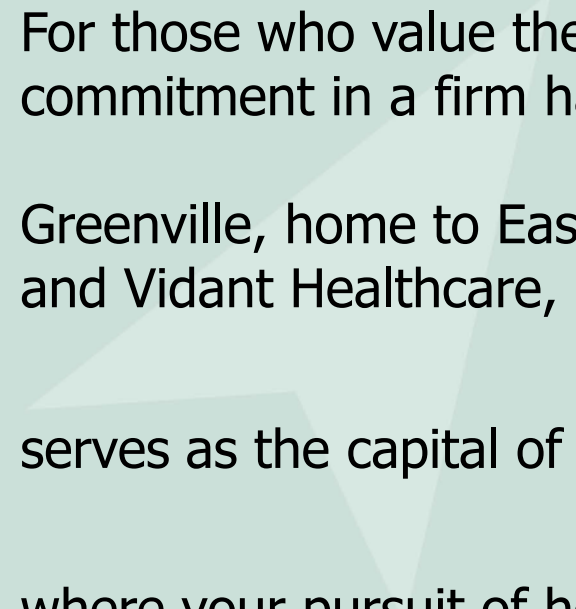
- Greenville is rightfully the capital of the region:
 - Healthcare
 - Higher education
 - Industrial assets
 - Cultural diversity
 - Central location
 - Retail density
 - Progressive ideas
- Every conversation about assets and opportunities highlighted the service aspect of Greenville and its institutions and community focus.

Platform Rationale

✦ **where your pursuit of health, wealth, and wisdom keep good company.**

- This benefit serves tourism, economic development and community interests equally well.
- These three (health, wealth, and wisdom) are not singular considerations.
- Each encompasses personal, physical, intellectual, economic, and cultural.
- Keeping good company loops around to the small town aspect and friendly neighbors while asserting a strong case for economic development for long term vitality in business and industrial sectors.
- The benefit highlights the importance of the region. The more significant the regard for the region and its parts the greater the regard for its capital.
- Eastern North Carolina and its capital is where you can keep good company both personally and professionally.

Greenville, NC Brand Platform



<i>Target Audience:</i>	For those who value the sincerity and commitment in a firm handshake,
<i>Frame-of-Reference:</i>	Greenville, home to East Carolina University and Vidant Healthcare,
<i>Point-of-Difference:</i>	serves as the capital of Eastern North Carolina
<i>Benefit:</i>	where your pursuit of health, wealth, and wisdom keep good company.

Next Steps

- ▶ Approval of Brand Platform (strategy)
- ▶ Development of Creative Elements for Brand Identity Guide
 - Logo, Strapline, Creative Expressions of the Brand
 - Brand Action recommendations
- ▶ Assembly and Shipment of Final BrandPrint Report
- ▶ Final Presentation in Greenville (proposed September 9)

Thank you Greenville.

Ed Barlow
Vice President / Director of Planning
ed@northstarideas.com

Save-the-Date

City of Greenville
& GUC

Mix-n-Meet

April 17, 2013

8:30am-11:30am

City Hall Gallery

Don't miss the opportunity to mingle
with a treasure – the M/WBE Business
Community!

*Get plugged
in to the
Power of
Purchasing!*



**Greenville
Utilities**



YOU ARE INVITED!!

Memo

To: Chris Padgett, Interim Assistant City Manager
From: Gary Fenton, Director of Recreation and Parks
Date: April 10, 2013
Re: Transmission Line Project – River Park North

Recreation and Parks staff have recently been briefed regarding a Progress Energy transmission line enhancement project along the company's right-of-way in River Park North. This project, designed to address the increasing energy demands of the area, was originally anticipated to take place in 2016 or 2017, but was moved up after the Duke Energy / Progress Energy merger. (The company is now called "Duke Energy Progress.")

The accelerated project is a new 230kV transmission line between the Duke Energy Progress Greenville substation on Mumford Road and Kinston DuPont 230kV Substations. The target in-service date for the project is June 1, 2014.

The transmission line is expected to be attached to H-frame structures, each standing approximately 85- to 100-feet tall and spaced approximately every 500 to 700 feet

In the 1980s and early 1990s, Progress Energy, then CP&L purchased the 100-foot easement (a portion which traverses the park) as well as rights to install guys and anchors outside of the easement and to cut danger trees (those that would hit the transmission line, or block the right of way, were they to fall) outside of the easement.

NOTE: The right to cut the trees outside the cleared right of way ("danger tree rights") is purchased as part of the right of way easement. Danger trees are cleared before the line is constructed. Every three to five years after that, as part of periodic maintenance, the rights of ways are mowed and any danger trees cut.

Tonight, company representatives will brief the Greenville Recreation and Parks Commission on this issue, any anticipated impacts on the park, and how those impacts will be addressed, such as:

- Construction work will adhere to all regulatory requirements for environmental protection.
- Environmental permits will be obtained for all ground-disturbing activities as specified in the regulations.
- Erosion control measures will be installed in disturbed areas to prevent soil erosion.
- Commercial construction mats or low ground contact pressure equipment will be used in wetlands to prevent rutting.
- A Project Environmental Lead is assigned to ensure all environmental expectations are met.

Pleased let me know if you have any questions.

Memorandum

To: Barbara Lipscomb, City Manager

From: Les Everett, Chief Building Inspector



Date: April 4, 2013

Subject: New Building Permit Report

The following is a list of Building Permits issued for NEW Residential and Commercial construction during the month of March, 2013.

Builder	Address	Type	Cost
Elks, A Construction	1924 Leighton Dr B	Duplex Townhome	0
Elks, A Construction	1924 Leighton Dr A	Duplex Townhome	180,000
Elks, A Construction	1921 Leighton Dr B	Duplex Townhome	0
Elks, A Construction	1921 Leighton Dr A	Duplex Townhome	180,000
Russell, Rocky Builders, Inc.	136 Chandler Dr D	Multi-family Townhome	0
Russell, Rocky Builders, Inc.	136 Chandler Dr E	Multi-family Townhome	0
Russell, Rocky Builders, Inc.	136 Chandler Dr F	Multi-family Townhome	0
Russell, Rocky Builders, Inc.	136 Chandler Dr C	Multi-family Townhome	0
Russell, Rocky Builders, Inc.	136 Chandler Dr G	Multi-family Townhome	0
Russell, Rocky Builders, Inc.	136 Chandler Dr A	Multi-family Townhome	523,655
Russell, Rocky Builders, Inc.	136 Chandler Dr B	Multi-family Townhome	0
Clark, Bill Homes Of	420 Rockland Dr	Single Family Residential (new)	76,800
Clark, Bill Homes Of	3448 Rounding Bend Rd	Single Family Residential (new)	178,650
Clark, Bill Homes Of	3112 Noah Ct	Single Family Residential (new)	132,750
Clark, Bill Homes Of	616 Rockland Dr	Single Family Residential (new)	129,750
Clark, Bill Homes Of	413 Southland Dr	Single Family Residential (new)	130,850
Clark, Bill Homes Of	412 Southland Dr	Single Family Residential (new)	144,700
Clark, Bill Homes Of	3459 Rounding Bend Rd	Single Family Residential (new)	187,500
Clark, Bill Homes Of	300 Rockland Dr	Single Family Residential (new)	89,700
Clark, Bill Homes Of	612 Rockland Dr	Single Family Residential (new)	128,050
Clark, Bill Homes Of	3301 Stone Bend Dr	Single Family Residential (new)	112,500
Clark, Bill Homes Of	137 Loudon Ct	Single Family Residential (new)	144,700
Clark, Bill Homes Of	3629 Thornbrook Dr	Single Family Residential (new)	128,050
Clark, Bill Homes Of	304 Rockland Dr	Single Family Residential (new)	87,000
Clark, Bill Homes Of	401 Wapping Ct	Single Family Residential (new)	114,400
Clark, Bill Homes Of	3700 South Bend Rd	Single Family Residential (new)	168,000
Harris Residential Bldrs	3725 Prestwick Pl	Single Family Residential (new)	140,850
Hurdle Home Builders, Llc	128 Blackwater Dr	Single Family Residential (new)	145,500
Hurdle Home Builders, Llc	2141 Tulls Cove Rd	Single Family Residential (new)	104,250
Kingsmill Construction, Inc.	3140 Chesswood Ln	Single Family Residential (new)	74,950
Kingsmill Construction, Inc.	3129 Chesswood Ln	Single Family Residential (new)	77,400
Kingsmill Construction, Inc.	3184 Chesswood Ln	Single Family Residential (new)	66,550

Lewis Builders, Inc,william	3644 Calvary Dr	Single Family Residential (new)	133,900
	Total		3,580,455

(Previous year and month comparison of new construction)

2012-2013July

Residence:	17 Permits	2,338,350
Duplex T:	10 Permits	721,400
(5 Bldgs/10 Units)		
Total:	27 Permits	3,059,750

August

Residence:	11 Permits	1,606,170
Business:	1 Permit	621,070
Shell:	1 Permit	150,000
Total:	13 Permits	2,377,240

September

Residence:	10 Permits	1,528,900
Duplex T:	18 Permits	1,261,300
(9 Bldgs/18 Units)		
Business:	1 Permit	175,000
Total:	29 Permits	2,965,200

October

Residence:	16 Permits	2,220,010
Duplex T:	8 Permits	625,500
(4 Bldgs/8 Units)		
MF Townhomes:	4 Permits	274,160
(1 Bldg/4 Units)		
Total:	28 Permits	3,119,670

November

Residence:	9 Permits	1,357,200
Business:	1 Permit	9,922,185
Total:	10 Permits	11,279,385

December

Residence:	15 Permits	2,200,050
Duplex T:	10 Permits	868,100
(5 Bldgs/10 Units)		
Business:	1 Permit	822,200
Total:	26 Permits	3,890,350

2011-2012July

Residence:	11 Permits	1,568,100
Business:	1 Permit	416,000
Total:	12 Permits	1,984,100

August

Residence:	13 Permits	1,954,900
Total:	13 Permits	1,954,900

September

Residence:	12 Permits	1,352,600
Duplex T:	6 Permits	378,200
(3 Bldgs/6 Units)		
Business:	2 Permits	556,899
Shell:	1 Permit	450,000
Total:	21 Permits	2,737,699

October

Residence:	7 Permits	1,086,750
Duplex T:	4 Permits	280,000
(2 Bldgs/4 Units)		
Business:	1 Permit	1,000,000
Total:	12 Permits	2,366,750

November

Residence:	11 Permits	1,077,350
Duplex T:	2 Permits	180,000
(1 Bldg/2 Units)		
Business:	1 Permit	1,000,000
Hotel/Motel:	1 Permit	4,000,000
Total:	15 Permits	6,257,350

December

Residence:	16 Permits	1,917,300
Duplex T:	2 Permits	145,000
(1 Bldg/2 Units)		
Business:	3 Permits	2,223,000
Shell:	1 Permit	298,950
Total:	22 Permits	4,584,250

January

Residence:	29 Permits	3,771,800
Duplex T:	4 Permits	304,500
(2 Bldgs/4 Units)		
Business:	3 Permits	6,609,703
Shell:	1 Permit	150,000
Total:	37 Permits	10,836,003

February

Residence:	12 Permits	1,827,600
Duplex:	2 Permits	160,200
(1 Bldg/2 Units)		
Duplex T:	4 Permits	289,500
(2 Bldgs/4 Units)		
Multi-Family:	1 Permit	873,290
(1 Bldg/8 Units)		
Business:	1 Permit	489,580
Shell:	2 Permits	1,000,000
Total:	22 Permits	4,640,170

March

Residence:	22 Permits	2,696,800
Duplex T:	4 Permits	360,000
(2 Bldgs/4 Units)		
MF Townhome:	7 Permits	523,655
(1 Bldg/7 Units)		
Total:	33 Permits	3,580,455

F/Y Total:	225 Permits	45,748,223
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January

Residence:	10 Permits	1,435,350
Duplex T:	2 Permits	180,000
(2 Bldgs/4 Units)		
Business:	2 Permits	32,399,000
Shell:	1 Permit	78,500
Total:	15 Permits	34,092,850

February

Residence:	17 Permits	2,142,850
Duplex T:	10 Permits	769,900
(5 Bldgs/10 Units)		
Total:	27 Permits	2,912,750

March

Residence:	27 Permits	2,984,400
Duplex T:	2 Permits	122,500
(1 Bldg/2 Units)		
Multi-Family:	6 Permits	4,052,500
(6 Bldgs/68 Units)		
Business:	2 Permits	1,553,787
Shell:	1 Permit	2,045,400
Total:	38 Permits	10,758,587

F/Y Total:	175 Permits	67,649,236
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Cc: Merrill Flood, Director of Community Development

Doc: 951265

Public Works Department/Inspections Division
City of Greenville
Mar-13


The following is a monthly breakdown of activities of this Division as related to construction within our jurisdiction

2012-2013	March	
Building Permits	# of Permits	Value
Residence	22	\$ 2,696,800.00
Residence Addition	5	\$ 145,000.00
Residence Alteration	11	\$ 181,611.00
Duplex Townhomes	4	\$ 360,000.00
Duplex Alteration	0	\$ -
Duplex Additions	0	\$ -
Multi-Family	0	\$ -
Multi-Family Townhomes	7	\$ 523,655.00
Multi-Family Additions	0	\$ -
Multi-Family Alterations	0	\$ -
Business	0	\$ -
Cell Tower & Foundation	0	\$ -
Shell	0	\$ -
Office	0	\$ -
Hotel/Motel	0	\$ -
Educational	0	\$ -
Business Additions	1	\$ 3,000.00
Business Alterations	8	\$ 208,250.00
Churches	0	\$ -
Church Addition	0	\$ -
Church Alterations	0	\$ -
Clubhouse	0	\$ -
Swimming Pool	0	\$ -
Storage/Accessory	1	\$ 3,600.00
Garage/Carport	1	\$ 10,000.00
Storage Additions	0	\$ -
Storage Alterations	0	\$ -
Garage Additions	0	\$ -
Garage Alterations	0	\$ -
Retaining Wall	0	\$ -
Foundation	0	\$ -
Signs	12	\$ 67,518.00
Roofing	2	\$ 52,300.00
Group Homes	0	n/a
Change of Occupancy	0	n/a
Day Care	0	n/a
Temp. Utilities	30	n/a
Mobile Homes	2	n/a
Safety Review	4	n/a
Driveway	27	n/a
Land Disturbance	26	n/a
Demolition	5	n/a
Tents	0	n/a
Total for Month	168	\$ 4,251,734.00
	for month	to date
Total Value New Construction	\$ 3,580,455.00	\$ 46,083,923.00
Total Alterations	\$ 671,279.00	\$ 26,236,566.00

	For Month	To Date
Building Permits	168	1490
Mechanical Permits	128	1356
Plumbing Permits	46	413
Electrical Permits	150	1379
Total Permits	492	4638
Building Inspections	383	3388
Plumbing Inspections	207	1708
Mech. Inspections	260	2572
Elect. Inspections	269	2573
Privilege License Inspections	13	120
Fire Inspections	1	11
Stop Work Orders	0	10
Condemnations	1	6
ABC Lic. Insp	3	27
Non- Residential Min. Code Insp.	0	8
Total Inspections	1137	10423
Commercial Plan Reviews	25	183
Residential Plan Reviews	27	247
Sign Plan Reviews	16	132
Site Plan Reviews	9	49
BOA Reviews	2	30
Turnover	\$ 41,381.80	\$ 496,364.54

doc #933636

Respectfully Submitted,


Les Everett

Chief Building Inspector

cc: Merrill Flood, Director of Community Development

GREENVILLE REDEVELOPMENT COMMISSION MINUTES

March 5, 2013
Greenville, NC

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

COMMISSION MEMBERS PRESENT:

Dana Johnson
Chris Mansfield, Chair

Don Mills, Vice Chair
Richard Patterson

Judy Siguaw
Mark Woodson

COMMISSION MEMBERS ABSENT:

Jeremy King

STAFF MEMBERS PRESENT: Sandy Gale Edmundson, Secretary; Jonathan Edwards, Audio; Merrill Flood, Director of Community Development; Niki Jones, Community Development; and Carl Rees, Economic Development Manager

APPROVAL OF MINUTES OF MARCH 5, 2013

Motion was made by Ms. Judy Siguaw and seconded by Mr. Mark Woodson to approve the February 5, 2013 minutes. Motion carried unanimously.

PUBLIC COMMENT

There was no public comment.

CONSIDERATION OF BUSINESS PLAN COMPETITION APPLICATIONS

Mr. Jones: There were three carryover applications from the February 5, 2013 Commission meeting. The applicants withdrew the applications and would like to come back during the next grant cycle.

UPDATE ON 423 EVANS STREET PROJECT

Mr. Rees: Released solicitation as dual solicitation for Evans Office and Parking Deck Project request for proposals. Proposals should be received by April 19, 2013. Proposals will be narrowed down to 3 – 4. Presentations will be given to this Commission in May and then on to City Council's May meeting. The start date for the project should be June 2013.

ANNUAL PLANNING SESSION – CONVENE IN CITY HALL ROOM 337

Motion was made by Mr. Don Mills and seconded by Mr. Mark Woodson to continue the Commission's meeting in Room #337. Motion carried unanimously.

The Greenville Redevelopment Commission moved from the City Council Chambers to Room #337 of the City Hall Building located at 200 West Fifth Street to have an Annual Planning Session.

COMMISSION MEMBERS PRESENT:

Dana Johnson	Don Mills, Vice Chair	Mark Woodson
Jeremy King	Richard Patterson	
Chris Mansfield, Chair	Judy Siguaw	

STAFF MEMBERS PRESENT: Scott Eaton, Economic Development Project Coordinator; Sandy Gale Edmundson, Secretary; Merrill Flood, Director of Community Development; Niki Jones, Community Development; Barbara Lipscomb, City Manager; and Carl Rees, Economic Development Manager

CITY COUNCIL MEMBERS: Dennis Mitchell

Mr. Rees: The Mission Statement: To assure that Greenville, North Carolina is a better place to live, raise a family, and do business, while improving the safety, security, image, and economic vitality of the urban core and the neighborhoods of West Greenville.

Update on Current Projects:

Mr. Flood: The roundabout will fit into the fabric of the neighborhood. There is no money to proceed. The Intergenerational Center activities need to be addressed here. The Nathaniel Village is the type of development that should be continued in other areas. Along the Albemarle area corridor, businesses need to be established to bring the corridor back. The properties around Sadie Saulter should be acquired to open that area up. Usher in new opportunities where the Imperial Warehouse burned. There needs to be transit activity and Go-Science Activity. The Dream Park is underway and should be open and active by the summer. Tom Taft's mixed use, apartments and parking deck will transform the area. Five Points Plaza has been a credit to the Redevelopment Commission. Reade and Cotanche Streets offer further opportunities. The Streetscape Master Plan is in place for street development. There is a lot of activity in the Uptown Area. The Greenway is an asset to the community. Merchant's Alley reflects the contributions in this area like the donation of the Girl Scouts Bench. Dickinson Avenue has the six little pigs. There is a block for redevelopment at 423 Evans Street. On the south side of First Street, a hotel will change the corridor.

Funding and a partnership will allow this to happen. The corridor is creating a street edge. There is a \$13,000,000.00 to \$15,000,000.00 vision for the Town Common and a memorial to Sycamore Hill.

Urban Vision Plan:

Ms. Lipscomb asked Staff to look at the corridor and the Town Common. There is a Development Team who is pulling a number of disciplines together. The team has looked at the concept of the park being a \$13,000,000.00 - \$15,000,000.00 dollar park. Development on the edges would create movement on park. There has been talk with a developer interested in the Reade Street area. There is no draw for a hotel to work anytime soon. There are placeholders at the edges. There will be open land and gardens. A museum could be a draw at the Town Common. There will be a road diet on First Street. First Street vision is not a firestorm. Activate river down to Port Terminal.

Ms. Siguaw: Are there any development proposals for buildings on the south side of First Street?

Ms. Lipscomb. No, developers do not have the desire to assemble land.

Mr. Mills: What would happen to the amphitheatre?

Ms. Lipscomb: I don't know. No specific use has been determined.

Mr. Mansfield: Look at other proposals that came in from consultants, and there may be some ideas. The south side of First Street could be developed. The Commission could use the Bank of America's conference room to have a visioning exercise.

Mr. Woodson: There are multiple owners on the south of the Town Common.

Mr. Rees: With each owner, there are issues (Bank of America, US Post Office, Pitt County Offices, East Carolina University and private).

Ms Siguaw: I am glad to see development being discussed in the area of the Town Common. Nobody is using it. There should be development yet still have park space. East Carolina University's Master Plan is a long way out from being implemented.

Ms. Lipscomb: Twenty to twenty-five percent of the City's tax base is nonprofit.

Mr. Rees: The Evans Street Gateway's road diet is a concern. Rivers and Associates are taking one last look at the gateway. The Center City Hotel – Uptown Hotel Project is the next step. There is joint solicitation by Uptown and the City of Greenville for a feasibility study.

Ms. Siguaw: Do you have plots?

Mr. Rees: There are four to five plots being considered.

Ms. Siguaw: Will the hotel be four stars instead of limited service?

Mr. Rees: We are looking into that.

Mr. Jones: The roundabout at the West Fifth Streetscape Project, Phase II will be the best option.

Mr. Mansfield: The roundabout will help.

Mr. Jones: The Small Business Incubator is on hold. There is not enough data, so the City will mitigate by working with East Carolina University. Greenville SEED has nine people and second has 16 people. Create a place between Greenville SEED and an Incubator.

Mr. Mansfield: How many can SEED program have for ninety days?

Mr. Jones: Started with nine people and now have sixteen. Self Help's space is being used right now and looking for more spaces. Incubator is not stuck on being in West Greenville. The space does not have to be a big structure or grandiose. A commercial center is needed on West Fifth Street. West Fifth Street is a food desert.

Mr. Mansfield: What about Walter Strathy?

Mr. Flood: Kitchen incubator is being looked at by Third Street School.

Mr. Woodson: West Greenville does not have funds.

Carry-over Projects

Mr. Eaton: There are carry-over projects.

- Parking Pay Stations, Phase II
- Civic Art Initiative
- Revitalization Area Marketing
- Small Business Assistance Program
- Uptown Theatre Implementation
- Adaptive Reuse Projects for Historic Structures
- Residential and Mixed Use Projects
- Center City Science Center
- First Street Parking
- Dickinson Avenue Streetscape Design
- CVB Project

Completed Projects

Mr. Eaton: There are completed projects.

Parking Deck Site Analysis

Uptown Pocket Park

Financial Report

Mr. Rees: The money is from the 2004 General Obligation (GO) Bonds. Approximately \$5 million for West Greenville expended from 2005 – 2012.

Land acquisition = \$2.1 million

New home construction = \$863,000

Intergenerational Center = \$740,000

Demolition and maintenance = \$264,000

West 5th gateway project = \$ 1.1 million

Small business programs = \$168,000

W. 5th Streetscape Phase II Design = \$142,000

Approximately \$5 million for Center City expended from 2005 – 2012.

Land acquisition = \$868,148

Streetscape Master Plan = \$135,000

Reade and Cotanche project = \$775,000

Five Points Plaza project = \$738,000

Wayfinding project = \$504,000

Town Common Master Plan = \$50,000

Small business programs = \$179,000

Parking Pay Station project = \$90,000

Merchant's Alley project = \$158,000

Theatre Uptown Design = \$85,000

Expended/committed from 2005 – 2013

Evans Street Gateway project = \$1.25 million

Uptown Theatre repairs = \$150,000

First Street parking project = \$75,000

Dickinson Avenue Design = \$150,000

FY 2012 – 2013 Budget

West Greenville: \$213,000 GO Bond

\$ 50,000 CDBG

 Total: \$263,000

Center City: \$1,499,782 GO Bond
Total: \$1,499,782

Mr. Rees: A large portion of funds have been used.

Discussion of new opportunities

Mr. Mansfield: The Commission has land holdings of eleven parcels totaling \$618,431.00.

Mr. Woodson: City Council priorities need to be known.

Mr. Mills: What does the City and the City Council need the Commission to focus on? What is the source of funding?

Mr. Rees: There are opportunities for public/private ownership. There is less public monies.

Mr. Mansfield: Use what we have as leverage. What can the Commission do without money? The Commission could be a vehicle of consensus in your wisdom along with Uptown Greenville.

Mr. Woodson: What is our role in the current economic conditions? What is our role in this environment?

Mr. Mansfield: Mr. Mitchell, you have history with the Commission.

Councilmember Mitchell: There are opportunities for projects to be funded. The Commission may want to consider a performing arts center instead of an uptown theatre.

Mr. Mansfield: We should depoliticize ideas and leverage opportunities.

Ms. Siguaw: There needs to be a draw to Uptown and what could be put there. Baltimore has the Inner Harbor with the draw there being the aquarium. There needs to be a place for people to have a good time.

Ms. Johnson: Look at Norfolk, Virginia.

Mr. Mansfield: River Park North is a draw.

Ms. Lipscomb: Economic generators are needed. Area along Dickinson Avenue needs a planning study done. An alliance is Uptown Greenville.

Mr. Woodson: Priorities need to be established. What are our top five items that define us as a Commission?

Ms. Siguaw: Without money, we can't really do anything.

Mr. Rees: There are so many ideas that come to us, so we need to figure out viability.

Ms. Johnson: Uptown area has a void and is missing a link. There should be a focal point. Get ECU involved. Get the population at the center point.

Mr. Patterson: The Commission could meet with Uptown about goals.

Ms. Siguaw: There needs to be a draw for the evening and on the weekends that brings volumes of people and what is that?

Mr. King: There are 18 items on the Work Plan and how many have been accomplished?

Mr. Rees: Two items have been completed.

Mr. King: I like Mr. Woodson's idea of five things. The roundabout, the retail space and 600 new apartments should be a draw.

Mr. Rees: Attract activity to Uptown. Partner with Uptown, private sector, and ECU. Staff will bring back list for the Commission to narrow down.

Mr. King: City Council's list of goals will be needed.

Mr. Rees: I will bring back targets to shoot at for the Commission.

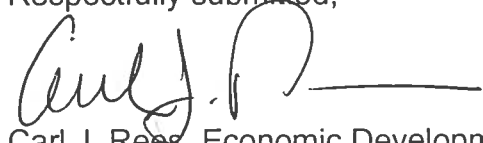
Mr. Woodson: How much work are we doing that impacts other Commissions?

Mr. Flood: Reference plan when needed with other Commissions.

ADJOURNMENT

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

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Carl J. Rees', followed by a horizontal line.

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

Memorandum

To: Honorable Mayor and City Council Members

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

Date: April 10, 2013

Subject: Notice of Special Event Permits Approved

The following special event applications were approved by the Greenville Police Department. If you have any questions about this report, contact me or Chief Aden.

Name of Event	Event Date	Event Location	Event Organizer/ Sponsoring Agency	Law Enforcement Required
5K Race (parade permit)	4/21/2013	Willis Building/Town Common	Greenville-Pitt County Chamber of Commerce	Yes
Community Fitness Event (amplified sound)	6/15/2013	Town Common	Power of His Presence Ministries	No

als

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