

## **GREENVILLE REDEVELOPMENT COMMISSION MINUTES**

December 6, 2011  
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 Coles  
Evan Lewis  
Chris Mansfield

Don Mills  
Judy Siguaw  
Terri Williams, Vice-Chair

Mark Woodson

**STAFF MEMBERS PRESENT:** Merrill Flood, Director of Community Development; Sandy Gale Edmundson, Secretary; Jonathan Edwards, Audio; and Carl Rees, Senior Planner

### **APPROVAL OF MINUTES OF NOVEMBER 1, 2011**

Motion was made by Mr. Evan Lewis and seconded by Mr. Mark Woodson to approve the November 1, 2011 minutes. Motion carried unanimously.

### **PRESENTATION OF GOVERNOR'S INNOVATIVE SMALL BUSINESS COMMUNITY AWARD**

Mr. Flood presented the Redevelopment Commission with the Governor's Innovative Small Business Community Award. The award was presented by Governor Beverly Perdue in Raleigh on November 14, 2011.

### **UPDATES FROM BUSINESS PLAN COMPETITION WINNERS**

Mr. Rees introduced Autumn Mills with Copper and Vine. Ms. Mills will give an update to the Commission.

Ms. Mills: My mother died, so the money kept the business going by hiring staff members (kitchen help) and a manager. There have been statewide advertising publications about the wine community. On Tuesdays, there have been craft beer tasting. The beer and wine selections have been tripled. A three year lease has just been signed with the Glens.

Mr. Mills: What is the busiest night of the week?

Ms. Mills: Tuesday night is busy because of craft beer night, Thursday night is busy because of live music being played, and Friday night is busy because patrons like to eat

out on Fridays. Being Uptown is feast or famine. Summers can be tough on the business. We are located in the Jefferson's Building at Evans and Fourth Streets. Our establishment faces Fourth Street. I am eternally grateful for the grant.

The Commission thanked Ms. Mills for the update.

Mr. Rees: More updates will be forthcoming.

### **PRESENTATION ON POSSIBLE REVISIONS TO MERCHANT'S ALLEY PROJECT**

Mr. Rees: Bids will be opened on Thursday. The alley is from Fifth Street to Fourth Street. The electric, water and sewer cause the patch work look with mixed surfaces so resurfacing, lighting, vegetation and a bench here and there with pavers could take place. City Staff met with representatives of Uptown Greenville to discuss the appearance of a small un-surfaced parking area near the entrance to Merchant's Alley at Fourth Street. A consensus has developed from those conversations that the improvements to Merchant's Alley will likely place an even greater spotlight on the generally poor condition of the parking lot. The Fourth Street Parking lot conditions could improve by painting walls, putting in downspouts and cleaning up utilities. There have been ideas of having columnar trees and hedges, a rotating art gallery, and bike racks.

Mr. Albi McLawhorn: I have worked with the Design Review Committee with Uptown Greenville and Uptown Greenville is supportive of this and may make a financial contribution.

Mr. Rees: Moving forward with work to alley. Parking lot needs attention. Money may be contributed by Uptown Greenville and an ElectriCities grant.

### **CONSIDERATION OF ELECTRICITIES GRANT FOR MERCHANT'S ALLEY PROJECT**

Mr. Rees: City Staff has received a positive response from ElectriCities with regard to the availability of small scale grant dollars to assist with the project. There is not a complete budget, but Staff thinks we can get the work done with \$4,000.00 from the Redevelopment Commission's Infrastructure fund and \$4,000.00 from the ElectriCities Grant. Uptown Greenville could possibly contribute funds for the project. ElectriCities provides customer service and safety training, emergency and technical assistance, communications, government affairs and legal services. Smart Communities, and Economic Development assistance tool from ElectriCities, was created to help participants attract and retain commercial and industrial customers. Participants are eligible to receive a \$4,000.00 matching grant to be used towards specific economic development projects. Smart Communities grants are matching funds and must involve local funding.

Staff recommends acceptance of the \$4,000.00 Smart Communities grant from ElectriCities along with the required local match of \$4,000.00.

Ms. Siguaw: How would you prevent people from parking in the lot?

Mr. Rees: Bollards will be used.

Ms. Williams: What is the time limit on the ElectriCities Grant?

Mr. Rees: Within a year...

Motion was made by Mr. Chris Mansfield and seconded by Mr. Don Mills to recommend acceptance of the \$4,000.00 Smart Communities grant from ElectriCities along with the required local match of \$4,000.00. Motion carried unanimously.

### **REVIEW OF REDEVELOPMENT RELATED CAPITAL IMPROVEMENT PLAN ITEMS**

Mr. Rees: There are many Redevelopment Commission projects that are included in the City's capital improvement plans, Staff has an overview of those projects and they are not in a particular order.

1. Parking Pay Stations Phase II (Total Project Cost: \$50,000)  
Pilot project was successful, so waiting to continue program around courthouse in the 300-400 block of Evans Street using the Center City Revitalization Bond Fund.
2. Property Acquisition and Clearance (Total Project Cost: \$1,500,000)  
Certified West Greenville Redevelopment Area turned to new reuses of property according to the Redevelopment Plan.
3. Town Common Area Parking (Total Project Cost: \$100,000)  
First Street "road diet" and redesign – narrow street for parking for businesses and the County and Federal Courthouses. Need Traffic Impact Analysis using the 2004 Center City Obligation Bond Fund.
4. Wayfinding Phase II (Total Project Cost: \$150,000)  
Airport and Convention Center kiosks with City entrance signs placed as the public drives into Greenville on Highways 264, 11, 33 and 43. City would have to fund.
5. West Fifth Streetscape Phase II (Total Project Cost: \$1,200,000)  
Phase II is from Cadillac Street to the W. 14<sup>th</sup> Avenue and Tyson Street area with realignment of the intersection; public art project displayed. There are no funds at this time, so money will need to be found.

6. Evans Street Gateway (Total Project Cost: \$1,500,000)  
The gateway is from Fifth Street to Tenth Street to coincide with the Tenth Street Connector Project design. There will be trees and brick paved crosswalks. Obligation Funds will be used.
7. Dickinson Avenue Parking (Total Project Cost: \$275,000)  
In support of Science Center and other Dickinson Avenue area businesses; no money
8. Dickinson Avenue Streetscape (Total Project Cost: \$1,900,000)  
In conformance with the Streetscape Master Plan will find ways to fund project.
9. Uptown Theatre Project (Total Project Cost: \$500,000)  
Design, stabilization and construction
10. West Greenville Business Incubator (Total Project Cost: \$3,000,000)  
Site location, management and start-up funding with location on West Fifth Street an outline has been created. Nonfunded item

Mr. Rees: No action required at this time. Staff requests that Commission members consider prioritization of these projects for discussion at a future meeting.

Ms. Williams: Look at items and decide about Work Plan. Find ways to fund the items and come up with a plan.

Mr. Woodson: Where is the West Greenville basketball complex plan?

Mr. Rees: The West Greenville basketball complex plan is on the Recreation and Parks' top seven list as well as the Redevelopment Commission's Work Plan.

Mr. Woodson: Revisit the Intermodal Transportation Center (ITC), because this could impact future projects the Commission is trying to work on.

Mr. Mansfield: The Town Common should be on the Recreation and Parks' top seven list.

Ms. Williams: Was Dickinson Avenue in the Work Plan?

Mr. Rees: No, the Dickinson Avenue needs to be done.

Mr. Mills: The Washington Theatre is closing. I do not know if that is a pro or a con.

Mr. Rees: Tough to keep doors open when your organization has debt.

Ms. Sigaw: Will prioritizing Dickinson Avenue cause a delay on West Fifth Street?

Mr. Rees: Try to have a project in the Center City and in West Greenville. Look at Dickinson Avenue as a Center City project and reprioritize.

### **PUBLIC COMMENT**

Dave Barnham: Never had grants and I am sensitive to grants because putting small business out of business. I service debt every month. There seems to be an entity (grant) against entity (private).

### **UPDATE ON CENTER CITY REVITALIZATION AREA MARKETING**

Mr. Rees: Staff has created a web presence with information on projects. The Commission will preview the first of several promotional videos that are being produced to promote Greenville's Center City area. Staff is interested in marketing in 2012. Promotional videos will be funded by the Brownfield grant. Three videos have been made in different demographics with young professionals, empty nesters and a shopping experience. There is a facebook page with videos on GTV. Suddenlink could be utilized.

Ms. Siguaw: There should be diversity in "Friends" video.

Mr. Mansfield: Adults, families and seniors should be represented.

Mr. Rees: Thank you for your comments, suggestions and ideas.

### **REPORT FROM SECRETARY**

#### **Monthly Financial Report**

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

### **COMMENTS FROM COMMISSION MEMBERS**

Mr. Woodson welcomed Ms. Coles and Ms. Siguaw.

Mr. Mills dittoed Mr. Woodson's comments. Thanked Staff for coordinating the trip to the governor's mansion in mid November.

Mr. Lewis welcomed Ms. Coles and Ms. Siguaw and wished everyone Happy Holidays.

Mr. Mansfield welcomed new members and said that he liked the lighting and kiosks.

Ms. Siguaw said that she was honored to be here and wished everyone Happy Holidays.

Ms. Coles said she was honored to serve on the Commission.

Ms. Williams: Receiving the governor's award was a giant step up. The Commission needs to find the money to fund the projects. The Christmas decorations look good and the parade had a great crowd. Merry Christmas.

**ADJOURNMENT**

Motion was made by Mr. Evan Lewis and seconded by Mr. Chris Mansfield to adjourn the meeting. Motion carried unanimously.

Respectfully submitted,

Carl J. Rees, Urban Development Planner  
The City of Greenville Community Development Department