



Agenda

Greenville City Council

April 12, 2012
7:00 PM
City Council Chambers
200 West Fifth Street

Assistive listening devices are available upon request for meetings held in the Council Chambers. If an interpreter is needed for deaf or hearing impaired citizens, please call 252-329-4422 (voice) or 252-329-4060 (TDD) no later than two business days prior to the meeting.

I. Call Meeting To Order

II. Invocation - Council Member Mitchell

III. Pledge of Allegiance

IV. Roll Call

V. Approval of Agenda

VI. Appointments

1. Appointments to Boards and Commissions

VII. Old Business

2. Policy on Council Debate
3. Resolutions establishing State Legislative Initiatives

VIII. New Business

Public Hearings

4. Ordinance requested by Brighton Park Apartments, LLC to rezone 0.63 acres located on the western right-of-way of Brighton Park Drive approximately 50 feet south of its intersection with Melrose Drive from MO (Medical-Office) to MR (Medical-Residential).

Ordinance requested by E. Hoover Taft, III, Trustee, and Margie B. Stafford, Trustee, to rezone

5. 0.43 acres (18,713 square feet) located at the southwest corner of the intersection of Ellsworth Drive and Spring Forest Road from R6S (Residential-Single-Family [Medium Density]) to R6 (Residential [High Density Multi-family])
6. Ordinance requested by Lewis Land Development, LLC, POHL, LLC and V. Parker Overton to rezone 31.74 acres located at the southeastern and southwestern corners of the intersection of Fire Tower Road and Bayswater Road from CN (Neighborhood Commercial) and R6MH (Residential-Mobile Home [High Density]) to CG (General Commercial)
7. Ordinance amending Article N of the Zoning Ordinance relating to sign regulations associated with temporary flags and wind blades
8. Resolution endorsing the submission of the 2012-2013 Community Development Block Grant and HOME Investment Partnerships Annual Action Plan
9. Resolutions relating to financing of the Guaranteed Energy Savings Performance Contract

Public Comment Period

- The Public Comment Period is a period reserved for comments by the public. Items that were or are scheduled to be the subject of public hearings conducted at the same meeting or another meeting during the same week shall not be discussed. A total of 30 minutes is allocated with each individual being allowed no more than 3 minutes. Individuals who registered with the City Clerk to speak will speak in the order registered until the allocated 30 minutes expires. If time remains after all persons who registered have spoken, individuals who did not register will have an opportunity to speak until the allocated 30 minutes expires.

Other Items of Business

10. Memorandum of understanding with the Pitt-Greenville Convention and Visitors Authority for a branding and marketing initiative
11. Award of CDBG funding to the Lucille W. Gorham Intergenerational Community Center
12. Award of CDBG funding to the PAL Program
13. Presentation of City of Greenville Strategic Economic Plan and Annual Work Plan
14. City Council Budget Committee

IX. Comments from Mayor and City Council

X. City Manager's Report

XI. Adjournment



City of Greenville, North Carolina

Meeting Date: 4/12/2012
Time: 7:00 PM

Title of Item: Appointments to Boards and Commissions

Explanation: City Council appointments need to be made to the Affordable Housing Loan Committee, Community Appearance Commission, Environmental Advisory Commission, Historic Preservation Commission, Human Relations Council, Pitt-Greenville Airport Authority, Police Community Relations Committee, and the Youth Council.

Fiscal Note: No direct fiscal impact.

Recommendation: Make appointments to the to the Affordable Housing Loan Committee, Community Appearance Commission, Environmental Advisory Commission, Historic Preservation Commission, Human Relations Council, Pitt-Greenville Airport Authority, Police Community Relations Committee, and the Youth Council.

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[Muni_Report_Appointments to Boards and Commissions 914698](#)

Appointments to Boards and Commissions

April 2012

Affordable Housing Loan Committee

Council Liaison: Council Member Kandie Smith

Name	District #	Current Term	Reappointment Status	Expiration Date
Karalee Coughlin	4	Filling unexpired term	Resigned	February 2012
Sterling Reid	5	Filling unexpired term	Did not meet attendance requirements	February 2012
Gregory James (Alternate Member)	5	Filling unexpired term	Resigned	February 2012

Community Appearance Commission

Council Liaison: Council Member Calvin Mercer

Name	District #	Current Term	Reappointment Status	Expiration Date
Albrecht McLawhorn	4	Second term	Ineligible	April 2012
Joanne Robertson	5	Filling unexpired term	Eligible	April 2012

Environmental Advisory Commission

Council Liaison: Council Member Marion Blackburn

Name	District #	Current Term	Reappointment Status	Expiration Date
Scott Anderson ⁽⁵⁾	5	Filling unexpired term	Eligible	April 2012
Owen Burney ⁽²⁾	1	First term	Eligible	April 2012
E. Wayne Caldwell ⁽⁷⁾	4	Second term	Ineligible	April 2012
Tim Kelley ⁽⁴⁾	4	First term	Resigned	April 2014

2: A building contractor, land developer, or someone familiar with construction techniques

4: An educator of the natural or physical sciences or physician

5: A professional engineer

7: An at-large member from the Greenville community with skills and interest in environmental health, safety, and/or medicine

Historic Preservation Commission

Council Liaison: Council Member Marion Blackburn

Name	District #	Current Term	Reappointment Status	Expiration Date
Dennis Chestnut	3	Second term	Ineligible	January 2012

Human Relations Council

Council Liaison: Mayor Pro Tem Rose Glover

Regular Members

Name	District #	Current Term	Reappointment Status	Expiration Date
Martha Brown	1	First Term	Resigned	September 2013

Student Representatives

Name	District #	Current Term	Reappointment Status	Expiration Date
Guillaume Bagal (ECU)	1	First Term	Eligible	October 2011
Michael Rouse (PCC)	5	First Term	Moved out of City limits	October 2011

Pitt-Greenville Airport Authority

Council Liaison: Council Member Max Joyner, Jr.

Name	District #	Current Term	Reappointment Status	Expiration Date
Jerry Powell	5	First term	Deceased	June 2012

-Mayor Pro Tem Glover will make the nomination for the person to serve for the remainder of the unexpired term until June 30, 2012.

-Council Member Mercer will make the nomination for the person to serve the four (4) year term commencing on July 1, 2012, and terminating on June 30, 2016.

Police Community Relations Committee

Council Liaison: Mayor Pro Tem Rose Glover

Police Community Relations Committee continued

Name	District #	Current Term	Reappointment Status	Expiration Date
Willie Roberts <i>(Mayor Pro Tem Glover)</i>	2	First Term	Did not meet attendance requirements	October 2011

Youth Council

Council Liaison: Council Member Marion Blackburn

Name	District #	Current Term	Reappointment Status	Expiration Date
Nine Available Slots		Filling unexpired term		September 2012

Applicants for Affordable Housing Loan Committee

Thomas Hines
211 Patrick Street
Greenville, NC 27834

Application Date: 10/6/2011

District #: 1

Home Phone: (252) 864-4907
Business Phone: (252) 695-9066
Email: thinesg@aol.com

William W. Kitchin
315 Stanwood Drive
Greenville, NC 27858

Application Date: 3/16/2012

District #: 5

Home Phone:
Business Phone: (252) 321-2020
Email: wkitchin@ck-attorneys.com

Applicants for Community Appearance Commission

Lucy Fox
1045 E. Rock Spring Rd.
Greenville, NC 27858

District #: 4

Application Date: 3/16/2012

Home Phone: (919) 450-7477
Business Phone: (919) 450-7477
Email: lucyfoxlcsw@gmail.com

Diane Kulik
122 Fort Sumter Drive
Greenville, NC 27858

District #: 4

Application Date: 3/29/2012

Home Phone: (252) 353-6405
Business Phone:
Email: ldkulik@suddenlink.net

Applicants for Environmental Advisory Commission

Michael Behm
3501 Langston Blvd.
Greenville, NC 28590

Application Date: 4/4/2012

District #: 2

Home Phone: (252) 341-3689
Business Phone: (252) 328-9674
Email: behmm@ecu.edu

Applicants for Historic Preservation Commission

Scott H. Duke
2223-C Locksley Drive
Greenville, NC 27858

Application Date: 2/20/2012

District #: 4

Home Phone:

Business Phone: (252) 328-2950

Email: scotthduke@gmail.com

Terry King
1310 Thomas Langston Rd. #7
Winterville, NC 28590

Application Date: 2/11/2011

District #: 5

Home Phone: (252) 412-5228

Business Phone:

Email: terryeu2@aol.com

Applicants for Human Relations Council

Wanda Carr
2304 British Court
Greenville, NC 27834

District #: 1

Application Date: 10/13/2010

Home Phone: (252) 321-1409
Business Phone:
Email: carrwdc@hotmail.com

Isaac Chemmanam
402 Lochview Drive
Greenville, NC 27858

District #: 4

Application Date: 1/18/2012

Home Phone: (252) 561-8759
Business Phone: (252) 412-2045
Email: isaac.chemmanam@gmail.com

Scott H. Duke
2223-C Locksley Drive
Greenville, NC 27858

District #: 4

Application Date: 2/20/2012

Home Phone:
Business Phone: (252) 328-2950
Email: scotthduke@gmail.com

Geoffrey Kenan
2832 Holly Glen Dr. Apt. D
Greenville, NC 27834

District #: 1

Application Date: 1/18/2012

Home Phone: (919) 583-1330
Business Phone:
Email: greatnessnu2@yahoo.com

Aaron Lucier
1516 Thayer Drive
Winterville, NC 28590

District #: 5

Application Date: 2/23/2011

Home Phone: (252) 321-3910
Business Phone: (252) 328-2758
Email: luciera@ecu.edu

Angela Marshall
2609B Boone Court
Greenville, NC 27834

District #: 1

Application Date: 4/29/2011

Home Phone: (252) 258-4104
Business Phone: (252) 328-4173
Email: marshalla@ecu.edu

Human Relations Council continued

Brittney Partridge
925 Spring Forest Road, Apt. 9
Greenville, NC 27834

District #: 1

Application Date: 7/15/2010

Home Phone: (252) 489-8390

Business Phone:

Email: partridgeb06@students.ecu.edu

Applicants for Pitt-Greenville Airport Authority

Kimberly Carney
1404 Graves Street
Greenville, NC 27834

District #: 1

Application Date: 5/12/2011

Home Phone: (252) 864-7410
Business Phone: (252) 321-7914
Email: kimberly.carney@myecb.com

Brian Cooper
1149 Mulberry Lane, #34-G
Greenville, NC 27858

District #: 5

Application Date: 3/5/2011

Home Phone: (252) 439-0651
Business Phone: (252) 439-0651
Email: brianevans_99@yahoo.com

Charles H. Farley
206 Oxford Road
Greenville, NC 27858

District #: 4

Application Date: 11/16/2011

Home Phone: (252) 717-4873
Business Phone:
Email: privatepilot@earthlink.net

Will Litchfield
310 Dupont Circle
Greenville, NC 27858

District #: 5

Application Date: 4/9/2010

Home Phone: (252) 364-2243
Business Phone: (252) 439-1100
Email:

Angela Marshall
2609B Boone Court
Greenville, NC 27834

District #: 1

Application Date: 4/29/2011

Home Phone: (252) 258-4104
Business Phone: (252) 328-4173
Email: marshalla@ecu.edu

James Morris
3521 Warwick Drive
Greenville, NC 27858

District #: 5

Application Date: 1/6/2010

Home Phone: (252) 756-9162
Business Phone: (252) 717-9163
Email: jymorris@suddenlink.net

James O'Bryant
1809 Planters Walk
Greenville, NC 27858

District #: 4

Application Date: 12/5/2010

Home Phone: (252) 355-7618
Business Phone: (252) 414-1466
Email: mmobryants@suddenlink.net

William H. Russ
321 Hidden Branches Close
Winterville, NC 28590

Application Date: 1/4/2011

Home Phone: (252) 258-0161

District #: 5

Pitt-Greenville Airport Authority continued

Antwyne Tyson
3803 Sterling Pointe Drive, Q4
Winterville, NC 28590

District #: 5

Business Phone:

Email: billruss@suddenlink.net

Application Date: 7/5/2011

Home Phone: (252) 714-5084

Business Phone: (252) 551-1520

Email: tysonam@guc.com

Applicants for Police Community Relations Committee

Isaac Chemmanam
402 Lochview Drive
Greenville, NC 27858

District #: 4

Application Date: 1/18/2012

Home Phone: (252) 561-8759
Business Phone: (252) 412-2045
Email: isaac.chemmanam@gmail.com

Ann Eleanor
102 Lindenwood Drive
Greenville, NC 27834

District #: 5

Application Date: 2/13/2011

Home Phone: (252) 227-4240
Business Phone:
Email: aeleonor@suddenlink.net

Terry King
1310 Thomas Langston Rd. #7
Winterville, NC 28590

District #: 5

Application Date: 2/11/2011

Home Phone: (252) 412-5228
Business Phone:
Email: terryeu2@aol.com

Adam Lawler
502 Treybrooke Circle, Apt. 32
Greenville, NC 27858

District #: 1

Application Date: 10/26/2011

Home Phone: (252) 558-2037
Business Phone: (252) 737-4640
Email: adam.e.lawler@gmail.com

Aaron Lucier
1516 Thayer Drive
Winterville, NC 28590

District #: 5

Application Date: 2/23/2011

Home Phone: (252) 321-3910
Business Phone: (252) 328-2758
Email: luciera@ecu.edu

Howard Stearn
2818 Jefferson
Greenville, NC 27858

District #: 3

Application Date: 11/9/2011

Home Phone: (252) 862-6683
Business Phone: (252) 321-1101
Email: howardmstearn@gmail.com

Applicants for Youth Council

NONE.



City of Greenville, North Carolina

Meeting Date: 4/12/2012
Time: 7:00 PM

Title of Item: Policy on Council Debate

Explanation: City Council adopted a Policy on Council Debate at its January 21, 2012, Annual Planning Session. When Council approved the Policy, Council specified that it would be effective for a 3-month period. Because of this, the Policy provides that it will expire and be null and void after April 21, 2012. Such a “sunset provision” allows City Council an opportunity to review the Policy by an established deadline in order to determine whether the Policy should continue as is, be amended, or no longer continue.

A copy of the Policy is attached.

Since there is no scheduled City Council meeting prior to the date the Policy is scheduled to expire, action by Council on the Policy should occur at this time. Options for Council include:

- (1) Schedule discussion on the Policy for a later meeting date and extend the sunset date from April 21, 2012, to the day after the meeting date. Currently, the next scheduled City Council meetings are April 23, May 7, and May 10.
- (2) Continue the Policy as is and either remove the sunset date or establish another sunset date in order to review the Policy at a later time.
- (3) No longer continue having the Policy. This can be accomplished by taking action or by taking no action (the Policy provides that it will expire and be null and void after April 21, 2012).
- (4) Amend the Policy. A sunset date could be established for the amended Policy.

Fiscal Note: Considering and acting on the Policy does not have a fiscal impact.

Recommendation: It is recommended that City Council take action on one of the options listed above.

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 [Policy_on_Council_Debate_915338](#)

GREENVILLE CITY COUNCIL
POLICY ON COUNCIL DEBATE

The reading of the caption of any matter appearing on the agenda or the statement of the subject after an unagendaed matter has been added to the agenda shall constitute introduction of such matter for consideration by the City Council. After the introduction of the matter for consideration by the City Council, a member of the Council may ask questions to the person making the presentation of the matter or City staff when the purpose of the question is to gain information necessary to making a decision on the matter and, during such questioning, the hereinafter established time limits and limitations on the number of times when a member of Council may have the floor do not apply. After the introduction of the matter for consideration by the City Council, the first time a member of Council has the floor on a matter at a City Council meeting other than asking a question on the matter, the member's comments shall be limited to not more than five minutes. After all other members have had an opportunity to speak on the matter, the member may have the floor a second time for an additional period of not more than three minutes. These time limits shall not include time spent in responding to comments made by the member who has the floor by the person making the presentation of the matter or City staff. The City Clerk shall be the timekeeper for determining how much time has elapsed. A member of Council may have the floor on a matter, other than asking a question on the matter, no more than twice unless the City Council, by a majority vote of those members present, allow additional opportunities to speak. The City Council, by majority vote of those members present, may extend these time limits. Notwithstanding any other provision of this Policy, in the event more than one motion is made and seconded on a matter, each Council Member may have the floor once to comment on a pending motion, other than the first motion or a motion to call the question, for not more than three minutes. For the purpose of this policy, a member of Council shall include the Mayor and each Council Member.

This policy, adopted January 21, 2012, and amended on February 9, 2012, shall expire and shall be null and void after April 21, 2012.



City of Greenville, North Carolina

Meeting Date: 4/12/2012
Time: 7:00 PM

Title of Item: Resolutions establishing State Legislative Initiatives

Explanation: Based upon the direction of City Council at its April 9, 2012, meeting, resolutions which establish the City's legislative initiatives for the 2012 Session of the North Carolina General Assembly will be prepared for City Council's consideration.

Fiscal Note: The development of the legislative initiatives will not have a fiscal impact.

Recommendation: Approval of the resolutions which establish the City's legislative initiatives.

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City of Greenville, North Carolina

Meeting Date: 4/12/2012
Time: 7:00 PM

Title of Item: Ordinance requested by Brighton Park Apartments, LLC to rezone 0.63 acres located on the western right-of-way of Brighton Park Drive approximately 50 feet south of its intersection with Melrose Drive from MO (Medical-Office) to MR (Medical-Residential).

Explanation: **Required Notices:**
Planning and Zoning meeting notice (property owner and adjoining property owner letter) mailed on March 6, 2012.
On-site sign(s) posted on March 6, 2012.
City Council public hearing notice (property owner and adjoining property owner letter) mailed on March 27, 2012.
Public hearing legal advertisement published on April 2 and April 9, 2012.

Comprehensive Plan:

The subject area is located in Vision Area F.

The Future Land Use Plan Map recommends office/institutional/multi-family (OIMF) along the northern right-of-way of West Fifth Street between Schoolhouse Branch and Harris Run.

Thoroughfare/Traffic Report Summary (PWD- Engineering Division):

A traffic report was not generated since the proposed rezoning will generate fewer trips on West Fifth Street than the existing zoning.

History/Background:

In 1986, the subject property was incorporated into the City's extra-territorial jurisdiction (ETJ) and zoned MD-3 and MD-5. Later, these districts were re-named to MO (Medical-Office) and MR (Medical-Residential), respectively.

Present Land Use:

Currently, the property is vacant.

Water/Sewer:

Water and sanitary sewer are located in the right-of-way of Brighton Park Drive.

Historic Sites:

There are no known effects on designated sites.

Environmental Conditions/Constraints:

There are no known environmental conditions/constraints.

Surrounding Land Uses and Zoning:

North: MR - vacant
South: MO - vacant
East: MO and MR - vacant
West: MO - Carolina Ortho Prosthetics

Density Estimates:

Under the current zoning (MO), the site could yield 6,028+/- square feet of medical office space.

Under the proposed zoning (MR), the maximum density would allow 11 multi-family units (1, 2 and 3 bedrooms). Staff would anticipate the site to yield 8 multi-family units (1, 2 and 3 bedrooms).

The anticipated build-out time is approximately 1 to 2 years.

Fiscal Note: No cost to the City.

Recommendation: In staff's opinion, the request is in compliance with Horizons: Greenville's Community Plan, the Future Land Use Plan Map and the Medical District Land Use Plan Update(2007).

"In compliance with the comprehensive plan" should be construed as meaning the requested zoning is (i) either specifically recommended in the text of the Horizons Plan (or addendum to the plan) or is predominantly or completely surrounded by the same or compatible and desirable zoning and (ii) promotes the desired urban form. The requested district is considered desirable and in the public interest, and staff recommends approval of the requested rezoning.

The Planning and Zoning Commission voted to deny the request at its March 20,

2012, meeting.

If City Council determines to approve the request, a motion to adopt the attached rezoning ordinance will accomplish this. The ordinance includes the statutorily required statement describing whether the action taken is consistent with the comprehensive plan and explaining why Council considers the action taken to be reasonable and in the public interest.

If City Council determines to deny the rezoning request, in order to comply with this statutory requirement, it is recommended that the motion be as follows:
Motion to deny the proposed amendment and to make a finding and determination that, although the rezoning request is consistent with the comprehensive plan, there is a more appropriate zoning classification and, therefore, denial is reasonable and in the public interest.

Note: In addition to the other criteria, the Planning and Zoning Commission and City Council shall consider the entire range of permitted and special uses for the existing and proposed zoning districts as listed under Title 9, Chapter 4, Article D of the Greenville City Code.

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Attachments / click to download

- [Survey](#)
- [Location Map](#)
- [Bufferyard and Vegetation Standards and Residential Density](#)
- [Ordinance Brighton Park Apt 920905](#)
- [Minutes Brighton Park Apartments 920909](#)
- [List of Uses for MO to MR 900329](#)

ORDINANCE NO. 12-
AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF GREENVILLE
REZONING TERRITORY LOCATED WITHIN THE PLANNING AND ZONING JURISDICTION OF THE
CITY OF GREENVILLE, NORTH CAROLINA

WHEREAS, the City Council of the City of Greenville, North Carolina, in accordance with Article 19, Chapter 160A, of the General Statutes of North Carolina, caused a public notice to be given and published once a week for two successive weeks in The Daily Reflector setting forth that the City Council would, on April 12, 2012, at 7:00 p.m., in the City Council Chambers of City Hall in the City of Greenville, NC, conduct a public hearing on the adoption of an ordinance rezoning the following described territory;

WHEREAS, the City Council has been informed of and has considered all of the permitted and special uses of the districts under consideration; and,

WHEREAS, in accordance with the provisions of North Carolina General Statute 160A-383, the City Council does hereby find and determine that the adoption of the ordinance rezoning the following described property is consistent with the adopted comprehensive plan and that the adoption of the ordinance rezoning the following described property is reasonable and in the public interest due to its consistency with the comprehensive plan and, as a result, its furtherance of the goals and objectives of the comprehensive plan.

THE CITY COUNCIL OF THE CITY OF GREENVILLE, NORTH CAROLINA, DOES HEREBY ORDAIN:

Section 1. That the following described territory is rezoned from MO (Medical-Office) to MR (Medical-Residential).

- TO WIT: Brighton Park Apartments, LLC Properties.
- LOCATION: Located at the western right-of-way of Brighton Park Drive approximately 50 feet south of its intersection with Melrose Drive.
- DESCRIPTION: Being all of Lot 3 and a portion of Lot 4 as shown on the map prepared by Baldwin and Associates recorded in Map Book 56, Page 101, Pitt County Register of Deeds.

Section 2. That the Director of Community Development is directed to amend the zoning map of the City of Greenville in accordance with this ordinance.

Section 3. That all ordinances and clauses of ordinances in conflict with this ordinance are hereby repealed.

Section 4. That this ordinance shall become effective upon its adoption.

ADOPTED this 12th day of April, 2012.

Allen M. Thomas, Mayor

ATTEST:

Carol L. Barwick, City Clerk

Doc. # 920905

Excerpt from the DRAFT Planning & Zoning Minutes (3/20/2012)

REQUEST BY BRIGHTON PARK APARTMENTS, LLC - DENIED

Ordinance requested by Brighton Park Apartments, LLC to rezone 0.63 acres located on the western right-of-way of Brighton Park Drive approximately 50 feet south of its intersection with its intersection with Melrose Drive from MO (Medical-Office) to MR (Medical-Residential).

Mr. Andy Thomas, Planner, delineated the property. The property is located in the western section of the city near the intersection of Brighton Park Drive and West Fifth Street. The property is currently vacant and adjacent properties to the north, south and east of the property are vacant. Carolina Ortho Prosthetics is to the west of the property. The rezoning could generate fewer trips on West Fifth Street than the existing zoning. The property is currently zoned MO (Medical-Office) and the requested zoning is MR (Medical-Residential). Under the current zoning (MO), the site could yield 6,028+/- square feet of medical office space. Under the proposed zoning (MR), the maximum density would allow 11 multi-family units (1, 2 and 3 bedrooms). Staff would anticipate the site to yield 8 multi-family units (1, 2 and 3 bedrooms). The Future Land Use Plan Map recommends office/institutional/multi-family (OIMF) along the northern right-of-way of West Fifth Street between Schoolhouse Branch and Harris Run. In staff's opinion, the request is in compliance with Horizons: Greenville's Community Plan, the Future Land Use Plan Map and the Medical District Land Use Plan Update (2007).

Mr. Clay Tyre, representative of Brighton Park LLC, spoke in favor of the request.

Mr. Carl Tyndall, owner of Carolina Ortho Prosthetics, spoke in opposition of the request. Mr. Tyndall requested that the current zoning remain the same and not have apartments encroaching upon the medical area. Mr. Tyndall stated his property is zoned OI and goes back 650 feet from Fifth Street. The adjacent properties, the nursing home, dialysis center, and Brighton Park distance from Fifth street are 450 feet, 480 feet, and 445 feet, respectively. Brighton Park has the shortest distance. Mr. Tyndall stated that he foresaw the existing property going down in value, increase foot traffic, improper use of the lawn by animals and increase in crime. He pointed out that the location of the rezoning request is at the narrowest depth of MO zoning along that section of W. Fifth Street.

Mrs. Barbara Tyndall, wife of Mr. Tyndall, also spoke in opposition of the request. Mrs. Tyndall stated that she works at the Carolina Ortho Prosthetics office and no longer feels safe. The increase of foot and vehicular traffic along with increased crime makes her and her co-workers feel unsafe. Mrs. Tyndall presented a graph of crime statistics of Brighton Park to demonstrate the increase of crimes since the growth of the complex. She stated that she felt the more the

density of the area increases, the more unsafe it becomes. She suggested that the area remain medical office.

Motion made by Mr. Maxwell, seconded by Mr. Parker, to recommend denial of the proposed amendment, to advise that, although the proposed amendment is consistent with the Comprehensive Plan, there is a more appropriate zoning classification, and to adopt the staff report which addresses plan consistency. Those voting in favor: Bellis, Basnight, Parker, Maxwell, Schrade, Weitz and Harrington. Those voting in opposition: Bell. Motion passed.

EXISTING ZONING

MO (Medical-Office)

Permitted Uses

(1) General:

- a. Accessory use or building
- b. Internal service facilities
- c. On- premise signs per Article N
- f. Retail sales; incidental

(2) Residential:

- l. Group care facility
- n. Retirement center or home
- o. Nursing, convalescent center or maternity home; major care facility

(3) Home Occupations (see all categories):

*None

(4) Governmental:

- b. City of Greenville municipal government building or use (see also section 9-4-103)
- c. County or state government building or use not otherwise listed; excluding outside storage and major or minor repair
- d. Federal government building or use

(5) Agricultural/ Mining:

- a. Farming; agriculture, horticulture, forestry (see also section 9-4-103)

(6) Recreational/ Entertainment:

- f. Public park or recreational facility
- g. Private noncommercial park or recreational facility

(7) Office/ Financial/ Medical:

- a. Office; professional and business, not otherwise listed
- d. Bank, savings and loan or other savings or investment institutions
- e. Medical, dental, ophthalmology or similar clinic, not otherwise listed

(8) Services:

- n. Auditorium
- r. Art gallery
- u. Art studio including art and supply sales
- ee. Hospital
- ii. Wellness center; indoor and outdoor facilities

(9) Repair:

* None

(10) Retail Trade:

- d. Pharmacy
- s. Book or card store, news stand
- w. Florist

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

* None

(12) Construction:

c. Construction office; temporary, including modular office (see also section 9-4-103)

(13) Transportation:

* None

(14) Manufacturing/ Warehousing:

* None

(15) Other Activities (not otherwise listed - all categories):

* None

Special Uses

MO (Medical-Office)

(1) General:

* None

(2) Residential:

i. Residential quarters for resident manager, supervisor or caretaker; excluding mobile home

(3) Home Occupations (see all categories):

* None

(4) Governmental:

a. Public utility building or use

(5) Agricultural/ Mining:

* None

(6) Recreational/ Entertainment:

s. Athletic club; indoor only

(7) Office/ Financial/ Medical:

* None

(8) Services:

a. Child day care facilities

b. Adult day care facilities

e. Barber or beauty shop

f. Manicure, pedicure or facial salon

j. College and other institutions of higher learning

l. Convention center; private

s. Hotel, motel bed and breakfast inn; limited stay lodging (see also residential quarters for resident manager, supervisor or caretaker and section 9-4-103)

s.(1). Hotel, motel bed and breakfast inn; extended stay lodging (see also residential quarters for resident manager, supervisor or caretaker and section 9-4-103)

hh. Exercise and weight loss studios; indoor only

ll.(1) Dry cleaning; household users, drop-off/pick-up station only [2,000 sq. ft. gross floor area limit per establishment]

jj. Health services not otherwise listed

(9) Repair:

* None

(10) Retail Trade:

- f. Office and school supply, equipment sales [5,000 sq. ft. gross floor area limit per establishment]
- h. Restaurant; conventional
- i. Restaurant; fast food [limited to multi-unit structures which contain not less than three separate uses]
- j. Restaurant; regulated outdoor activities
- k. Medical supply sales and rental of medically related products including uniforms and related accessories.
- t. Hobby or craft shop [5,000 sq. ft. gross floor area limit per establishment]

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

* None

(12) Construction:

* None

(13) Transportation:

* None

(14) Manufacturing/ Warehousing:

* None

(15) Other Activities (not otherwise listed - all categories):

* None

PROPOSED ZONING

MR (Medical-Residential)

Permitted Uses

(1) General:

- a. Accessory use or building
- c. On- premise signs per Article N

(2) Residential:

- a. Single-family dwelling
- b. Two-family attached dwelling (duplex)
- c. Multi-family development per Article 1
- f. Residential cluster development per Article M
- k. Family care home (see also section 9-4-103)
- q. Room renting

(3) Home Occupations (see all categories):

*None

(4) Governmental:

- b. City of Greenville municipal government building or use (see also section 9-4-103)

(5) Agricultural/ Mining:

- a. Farming; agriculture, horticulture, forestry (see also section 9-4-103)

(6) Recreational/ Entertainment:

- f. Public park or recreational facility
- g. Private noncommercial park or recreation facility

(7) Office/ Financial/ Medical:

* None

(8) Services:

- o. Church or place of worship (see also section 9-4-103)

(9) Repair:

* None

(10) Retail Trade:

* None

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

* None

(12) Construction:

- c. Construction office; temporary, including modular office (see also section 9-4-103)

(13) Transportation:

* None

(14) Manufacturing/ Warehousing:

* None

(15) Other Activities (not otherwise listed - all categories):

* None

MR (Medical-Residential)

Special Uses

(1) General:

* None

(2) Residential:

- d. Land use intensity multifamily (LUI) development rating 50 per Article K
- l. Group care facility
- n. Retirement center or home
- o. Nursing, convalescent center or maternity home; major care facility
- o.(1). Nursing, convalescent center or maternity home; minor care facility

(3) Home Occupations (see all categories):

- b. Home occupations; excluding barber and beauty shops
- d. Home occupations; excluding manicure, pedicure or facial salon

(4) Governmental:

- a. Public utility building or use

(5) Agricultural/ Mining:

* None

(6) Recreational/ Entertainment:

- c.(1). Tennis club; indoor and outdoor facilities

(7) Office/ Financial/ Medical:

* None

(8) Services:

- a. Child day care facilities
- b. Adult day care facilities

- g. School; junior and senior high (see also section 9-4-103)
- h. School; elementary (see also section 9-4-103)
- i. School; kindergarten or nursery (see also section 9-4-103)

(9) Repair:

* None

(10) Retail Trade:

* None

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

* None

(12) Construction:

* None

(13) Transportation:

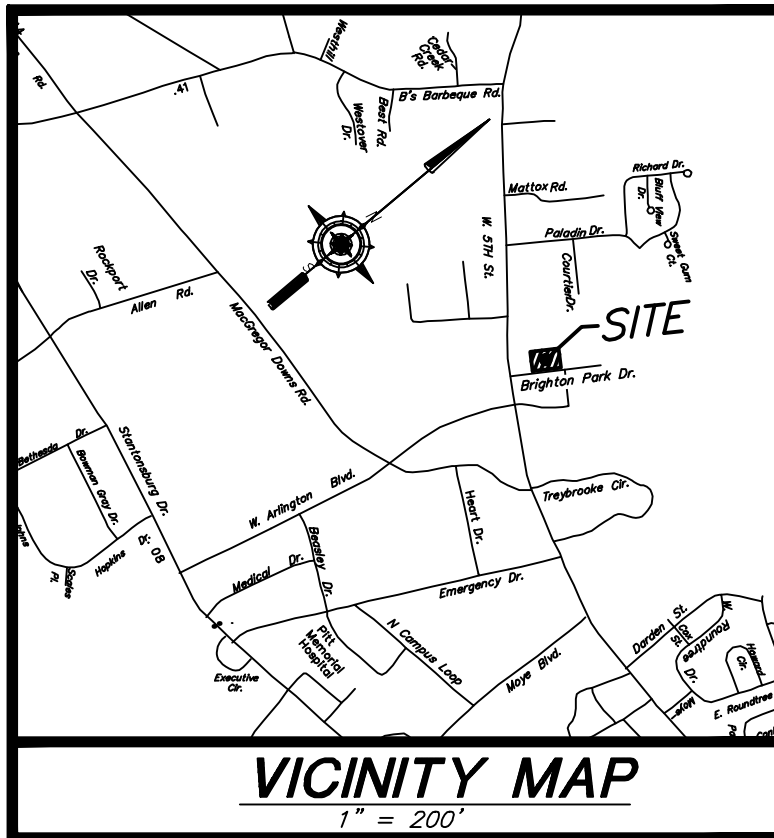
* None

(14) Manufacturing/ Warehousing:

* None

(15) Other Activities (not otherwise listed - all categories):

* None



ADDRESSES OF ADJOINERS WITHIN 100 FEET OF SITE

BRIGHTON PARK APARTMENTS, LLC
 LOT 2, BRIGHTON PARK
 PO BOX 20370
 GREENVILLE, NC 27858

BRIGHTON PARK APARTMENTS, LLC
 LOT 5, BRIGHTON PARK
 PO BOX 20370
 GREENVILLE, NC 27858

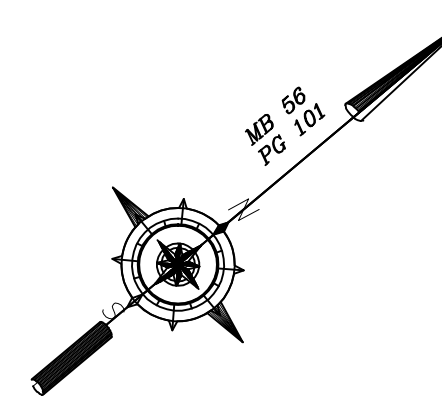
BRIGHTON PARK APARTMENTS 1, LLC
 105C REGENCY BOULEVARD
 GREENVILLE, NC 27858

CARL H. TYNDALL
 359 HUNTINGRIDGE ROAD
 GREENVILLE, NC 27834

CARROL & ASSOCIATES, INC.
 LOT 6, BRIGHTON PARK
 2510 S. CHARLES BOULEVARD
 GREENVILLE, NC 27858

CARROL & ASSOCIATES, INC.
 LOT 7, BRIGHTON PARK
 2510 S. CHARLES BOULEVARD
 GREENVILLE, NC 27858

CARROL & ASSOCIATES, INC.
 LOT 8, BRIGHTON PARK
 2510 S. CHARLES BOULEVARD
 GREENVILLE, NC 27858



LEGEND

- B/B = BACK OF CURB TO BACK OF CURB
- C/L= CENTERLINE
- DB = DEED BOOK
- DH = DRILL HOLE
- EIP = EXISTING IRON PIPE
- LP = LIGHT POLE
- PG = PAGE
- R/W= RIGHT-OF-WAY
- SF = SQUARE FEET
- TPED = TELEPHONE PEDESTAL
- TRANS = ELECTRICAL TRANSFORMER
- "X" = X CHISELED IN CONCRETE

- = EXISTING ZONING
- = PROPOSED ZONING

SURVEY NOTES

1. ALL DISTANCES ARE HORIZONTAL GROUND MEASUREMENTS UNLESS SHOWN OTHERWISE.
2. ALL BEARINGS ARE BASED ON MAP BOOK 56, PAGE 101.
3. LOT AREAS CALCULATED BY COORDINATE GEOMETRY.
4. THIS PROPERTY IS NOT LOCATED IN A SPECIAL FLOOD HAZARD AREA AS DETERMINED BY THE FEDERAL EMERGENCY MANAGEMENT AGENCY. REF: FIRM 3720467800J, DATED: JANUARY 2, 2004.
5. CURRENT ZONING LINE SCALED FROM PITT COUNTY ONLINE PARCEL INFORMATION SYSTEM.

CERTIFICATION

I, BENJAMIN J. PURVIS, CERTIFY THAT THIS MAP WAS DRAWN UNDER MY SUPERVISION FROM AN ACTUAL FIELD SURVEY MADE BY ME FROM DESCRIPTIONS RECORDED IN BOOKS REFERENCED HEREON; THAT THE RATIO OF PRECISION AS CALCULATED BY LATITUDES AND DEPARTURES IS 1: 10,000+; THAT BOUNDARIES NOT SURVEYED ARE SHOWN AS BROKEN LINES PLOTTED FROM INFORMATION FOUND IN BOOKS REFERENCED HEREON; THAT THIS SURVEY MEETS THE REQUIREMENTS OF "THE STANDARDS OF PRACTICE FOR LAND SURVEYING IN NORTH CAROLINA" (21 NCAC 56.1600); I FURTHER CERTIFY THAT THIS SURVEY IS OF AN EXISTING PARCEL OR PARCELS OF LAND AND DOES NOT CREATE A NEW STREET OR CHANGE AN EXISTING STREET. WITNESS MY HAND AND SEAL THIS 29th DAY OF FEBRUARY, A.D. 2012.



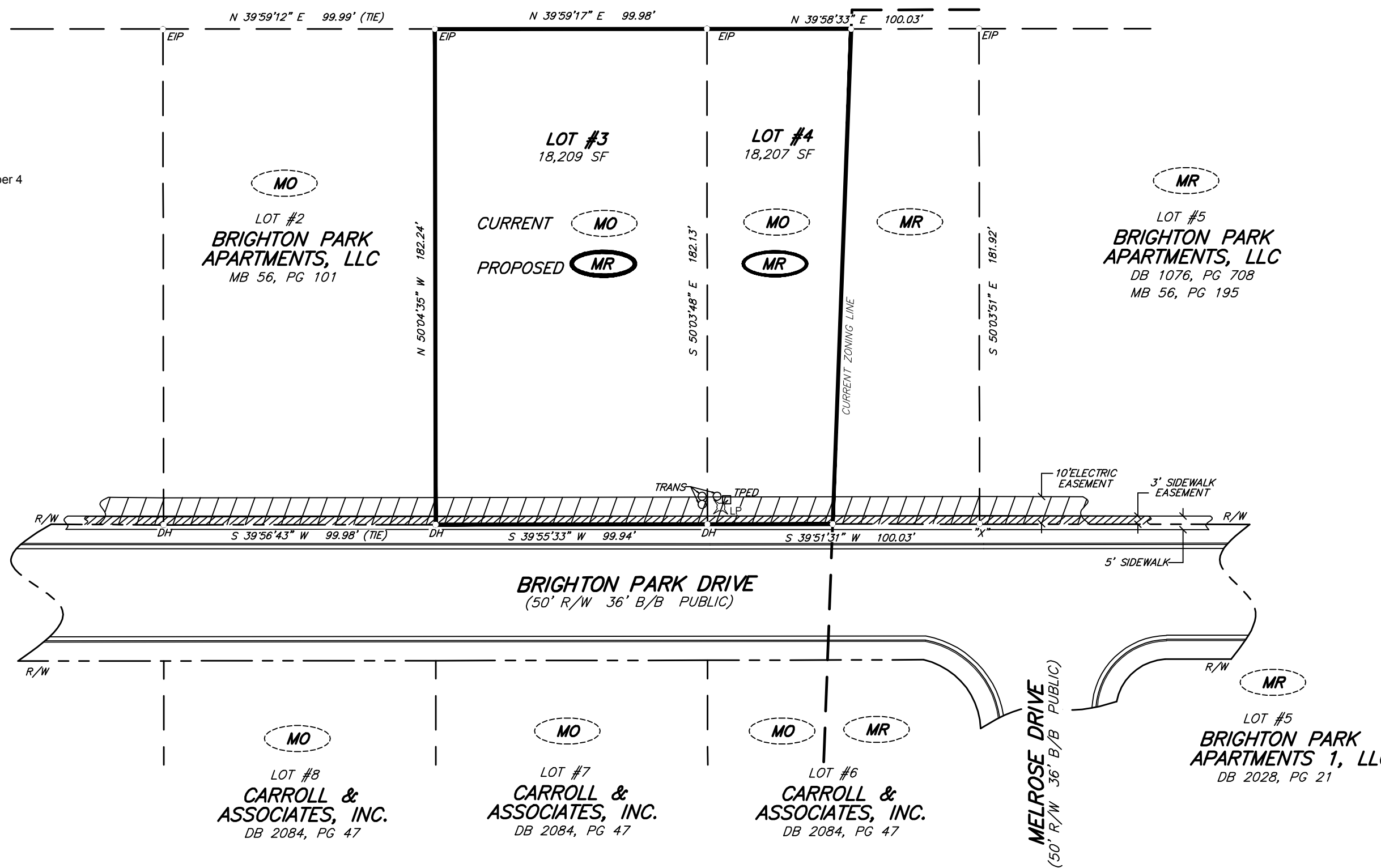
Benjamin J. Purvis

BENJAMIN J. PURVIS, P.L.S.

L-4290

Item # 4

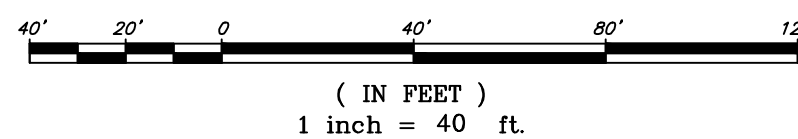
MO
CARL H. TYNDALL
 DB C-50, PG 694



NOTES

1. REQUEST TO CHANGE ALL OF LOT 3 AND A PORTION OF LOT 4 TO MR ZONING.
2. LOT 3 = 18,209.18 SF CURRENTLY ZONED MO.
3. PORTION OF LOT 4 = ± 9,189.53 SF CURRENTLY ZONED MO. THE REMAINDER OF LOT 4 IS CURRENTLY ZONED MR. (APPROXIMATELY ± 9,017.65).
4. TOTAL AREA REQUESTED TO BE REZONED FROM MO TO MR = 27,398.71 SF (0.63 ACRES)
5. THERE ARE CURRENTLY NO STRUCTURES OR IMPROVEMENTS LOCATED ON LOTS 3 AND 4.

GRAPHIC SCALE



REZONING MAP FOR
BRIGHTON PARK APARTMENTS, LLC

REFERENCE: BEING A PORTION OF THE PROPERTY DESCRIBED IN DB 1076, PAGE 708 AND MAP BOOK 56, PAGE 101 OF THE PITT COUNTY REGISTRY
 GREENVILLE, FALKLAND TOWNSHIP, PITT COUNTY, N.C.

OWNER: **BRIGHTON PARK APARTMENTS, LLC**
 ADDRESS: PO BOX 20370
 GREENVILLE, NC 27858
 PHONE: (252) 756-4052

BENJAMIN J. PURVIS, P.L.S.
 2004 B. EAST 3RD. ST.
 GREENVILLE, N.C. 27858
 (252) 341-5588
 www.landsurvey.webs.com

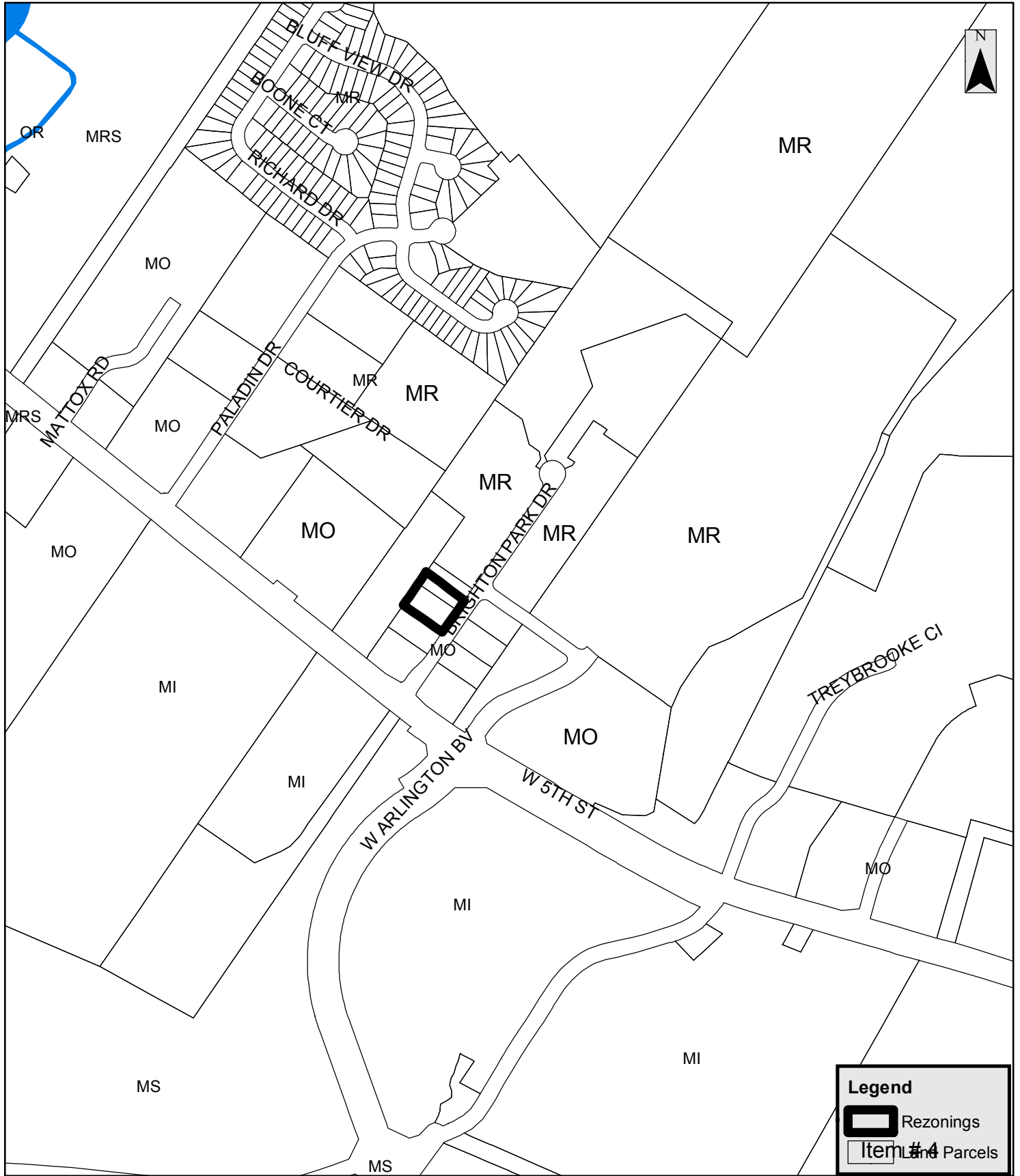
SURVEYED: BJP	APPROVED: BJP
DRAWN: CPT	DATE: 02/29/12
CHECKED: BJP	SCALE: 1" = 40'

Brighton Park Apartments, LLC (12-01)

From: MO To: MR

0.43 acres

March 6, 2012



Legend

-  Rezoning
-  Item #4 Parcels

04/30/07

BUFFERYARD SETBACK AND VEGETATION SCREENING CHART

For Illustrative Purposes Only

Bufferyard Requirements: Match proposed land use with adjacent permitted land use or adjacent vacant zone/nonconforming use to determine applicable bufferyard.

PROPOSED LAND USE CLASS (#)	ADJACENT PERMITTED LAND USE CLASS (#)					ADJACENT VACANT ZONE OR NONCONFORMING USE		PUBLIC/PRIVATE STREETS OR R.R.
	Single-Family Residential (1)	Multi-Family Residential (2)	Office/Institutional, light Commercial, Service (3)	Heavy Commercial, Light Industry (4)	Heavy Industrial (5)	Residential (1) - (2)	Non-Residential (3) - (5)	
Multi-Family Development (2)	C	B	B	B	B	C	B	A
Office/Institutional, Light Commercial, Service (3)	D	D	B	B	B	D	B	A
Heavy Commercial, Light Industry (4)	E	E	B	B	B	E	B	A
Heavy Industrial (5)	F	F	B	B	B	F	B	A

Bufferyard A (street yard)		
Lot Size	Width	For every 100 linear feet
Less than 25,000 sq.ft.	4'	2 large street trees
25,000 to 175,000 sq.ft.	6'	2 large street trees
Over 175,000 sq.ft.	10'	2 large street trees

Street trees may count toward the minimum acreage.

Bufferyard B (no screen required)	
Lot Size	Width
Less than 25,000 sq.ft.	4'
25,000 to 175,000 sq.ft.	6'
Over 175,000 sq.ft.	10'

Bufferyard C (screen required)	
Width	For every 100 linear feet
10'	3 large evergreen trees 4 small evergreens 16 evergreen shrubs

Where a fence or evergreen hedge (additional materials) is provided, the bufferyard width may be reduced to eight (8) feet.

Bufferyard D (screen required)	
Width	For every 100 linear feet
20'	4 large evergreen trees 6 small evergreens 16 evergreen shrubs

Bufferyard width may be reduced by fifty (50%) percent if a fence, evergreen hedge (additional material) or earth berm is provided.

Bufferyard E (screen required)	
Width	For every 100 linear feet
30'	6 large evergreen trees 8 small evergreens 26 evergreen shrubs

Bufferyard width may be reduced by fifty (50%) percent if a fence, evergreen hedge (additional material) or earth berm is provided.

Bufferyard F (screen required)	
Width	For every 100 linear feet
50'	8 large evergreen trees 10 small evergreens 36 evergreen shrubs

Bufferyard width may be reduced by fifty (50%) percent if a fence, evergreen hedge (additional material) or earth berm is provided.

Parking Area: Thirty (30) inch high screen required for all parking areas located within fifty (50) feet of a street right-of-way.

Residential Density		
Maximum density allowed by Zoning District based on average of 2.67 persons per dwelling unit		
High Density		
R6 R6-N R6-MH OR CDF	17 units per acre yields 45 persons per acre	
PUD	12 units per acre yields 32 persons per acre	
Medium Density		
R6-A	9 units per acre yields 24 persons per acre	
R6-S	7 units per acre yields 19 persons per acre	
R9	6 units per acre yields 16 persons per acre	
R9-S	5 units per acre yields 13 persons per acre	
Low Density		
RA-20 MRS	4 units per acre yields 11 persons per acre	
R15-S	3 units per acre yields 8 persons per acre	

Illustration: Maximum allowable density in Residential Zoning Districts



City of Greenville, North Carolina

Meeting Date: 4/12/2012
Time: 7:00 PM

Title of Item: Ordinance requested by E. Hoover Taft, III, Trustee, and Margie B. Stafford, Trustee, to rezone 0.43 acres (18,713 square feet) located at the southwest corner of the intersection of Ellsworth Drive and Spring Forest Road from R6S (Residential-Single-Family [Medium Density]) to R6 (Residential [High Density Multi-family])

Explanation:

Required Notices:

Planning and Zoning meeting notice (property owner and adjoining property owner letter) mailed on March 6, 2012.
On-site sign(s) posted on March 6, 2012.
City Council public hearing notice (property owner and adjoining property owner letter) mailed on March 27, 2012.
Public hearing legal advertisement published on April 2 and April 9, 2012,

Comprehensive Plan:

The subject area is located in Vision Area F.

The Future Land Use Plan Map recommends medium density residential (MDR) transitioning to office/institutional/multi-family (OIMF) and high density residential (HDR) at the intersection of Ellsworth Drive and Spring Forest Road.

Thoroughfare/Traffic Report Summary (PWD- Engineering Division):

A traffic report was not generated since the proposed rezoning will generate an insignificant increase of vehicle trips on Dickinson Avenue.

History/Background:

In 1972, the subject property was incorporated into the City's extra-territorial jurisdiction (ETJ) and zoned R6 (Residential [High Density Multi-Family]).

In 2006, the subject property was rezoned to R6S (single-family) as part of the neighborhood rezoning as recommended by the Task Force on Preservation of Neighborhoods and Housing.

Present Land Use:

Currently, the property is vacant.

Water/Sewer:

Water and sanitary sewer are located in the rights-of-way of Ellsworth Drive and Spring Forest Road.

Historic Sites:

There are no known effects on designated sites.

Environmental Conditions/Constraints:

There are no known environmental conditions/constraints.

Surrounding Land Uses and Zoning:

North: R6 - Spring Village Townhomes
South: R6S - Lake Ellsworth (single-family subdivision)
East: CH - Vacant
West: R6 - Lakeside Apartments

Density Estimates:

Under the current zoning (R6S), the site could yield no more than two (2) single-family lots.

Under the proposed zoning (R6), the site could yield no more than two (2) duplex buildings (4 units).

The anticipated build-out time is 1-2 years.

Fiscal Note:

No costs to the City.

Recommendation:

In staff's opinion, the request is in general compliance with Horizons: Greenville's Community Plan and the Future Land Use Plan Map.

"General compliance with the comprehensive plan" should be construed as meaning the requested rezoning is recognized as being located in a transition area and that the requested rezoning (i) is currently contiguous or is reasonably anticipated to be contiguous in the future, to specifically recommended and desirable zoning of like type, character or compatibility, (ii) is complementary

with objectives specifically recommended in the Horizons Plan, (iii) is not anticipated to create or have an unacceptable impact on adjacent area properties or travel ways, and (iv) preserves the desired urban form. It is recognized that in the absence of more detailed plans, subjective decisions must be made concerning the scale, dimension, configuration, and location of the requested zoning in the particular case. Staff is not recommending approval of the requested zoning; however, staff does not have any specific objection to the requested zoning.

The Planning and Zoning Commission voted to approve the request at its March 20, 2012, meeting.

If City Council determines to approve the request, a motion to adopt the attached rezoning ordinance will accomplish this. The ordinance includes the statutorily required statement describing whether the action taken is consistent with the comprehensive plan and explaining why Council considers the action taken to be reasonable and in the public interest.

If City Council determines to deny the rezoning request, in order to comply with this statutory requirement, it is recommended that the motion be as follows: Motion to deny the request to rezone and to make a finding and determination that the denial of the rezoning request is consistent with the adopted comprehensive plan and the denial of the rezoning request is reasonable and in the public interest due to the denial being consistent with the comprehensive plan and, as a result, the denial furthers the goals and objectives of the comprehensive plan.

Note: In addition to the other criteria, the Planning and Zoning Commission and City Council shall consider the entire range of permitted and special uses for the existing and proposed zoning districts as listed under Title 9, Chapter 4, Article D of the Greenville City Code.

Viewing Attachments Requires Adobe Acrobat. [Click here](#) to download.

Attachments / click to download

- [📎 Survey](#)
- [📎 Location Map](#)
- [📎 Bufferyard and Vegetation Standards and Residential Density](#)
- [📎 Ordinance E. Hoover Taft III 921018](#)
- [📎 Minutes E. Hoover Taft Trustee and Margie B. Stafford Trustee 921448](#)
- [📎 List of Uses R6S to R6 921487](#)

ORDINANCE NO. 12-
AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF GREENVILLE
REZONING TERRITORY LOCATED WITHIN THE PLANNING AND ZONING JURISDICTION OF THE
CITY OF GREENVILLE, NORTH CAROLINA

WHEREAS, the City Council of the City of Greenville, North Carolina, in accordance with Article 19, Chapter 160A, of the General Statutes of North Carolina, caused a public notice to be given and published once a week for two successive weeks in The Daily Reflector setting forth that the City Council would, on April 12, 2012, at 7:00 p.m., in the City Council Chambers of City Hall in the City of Greenville, NC, conduct a public hearing on the adoption of an ordinance rezoning the following described territory;

WHEREAS, the City Council has been informed of and has considered all of the permitted and special uses of the districts under consideration; and,

WHEREAS, in accordance with the provisions of North Carolina General Statute 160A-383, the City Council does hereby find and determine that the adoption of the ordinance rezoning the following described property is consistent with the adopted comprehensive plan and that the adoption of the ordinance rezoning the following described property is reasonable and in the public interest due to its consistency with the comprehensive plan and, as a result, its furtherance of the goals and objectives of the comprehensive plan.

THE CITY COUNCIL OF THE CITY OF GREENVILLE, NORTH CAROLINA, DOES HEREBY ORDAIN:

Section 1. That the following described territory is rezoned from R6S (Residential-Single-family) to R6 (Residential).

- TO WIT: E. Hoover Taft, III, Trustee and Margie B. Stafford, Trustee et al Properties.
- LOCATION: Located at the southwest corner of the intersection of Ellsworth Drive and Spring Forest Road.
- DESCRIPTION: Beginning at a point on the western right-of-way of Spring Forest Road, said point being the northeastern corner of the Lake Placid Development Company of Greenville Property as described in Deed Book M-46, Page 380 of the Pitt County Register of Deeds Office. From the above described beginning, so located, running thence as follows:
- Leaving the western right-of-way of Spring Forest Road, S 48°30'58" W 121.81' to an existing iron pipe, thence N 43°00'11" W 151.35' to an existing iron pipe on

the southern right-of-way of Ellsworth Drive, thence with the southern right-of-way of Ellsworth Drive, N 47°10'53" E 95.15' to the point of curvature, thence with a curve to the right having a radius of 30.00' and a chord bearing S 87°09'04" E 42.92' to a point on the western right-of-way of Spring Forest Road, thence with the western right-of-way of Spring Forest Road, S 41°29'02" E 123.52' to the point of beginning containing 0.43 acre.

Section 2. That the Director of Community Development is directed to amend the zoning map of the City of Greenville in accordance with this ordinance.

Section 3. That all ordinances and clauses of ordinances in conflict with this ordinance are hereby repealed.

Section 4. That this ordinance shall become effective upon its adoption.

ADOPTED this 12th day of April, 2012.

Allen M. Thomas, Mayor

ATTEST:

Carol L. Barwick, City Clerk

Doc. # 921018

Excerpt from the DRAFT Planning & Zoning Minutes (3/20/2012)

REQUEST BY E. HOOVER TAFT, III, TRUSTEE AND MARGIE B. STAFFORD, TRUSTEE
- APPROVED

Ordinance requested by E. Hoover Taft, III, Trustee and Margie B. Stafford, Trustee to rezone 0.43 acres (18,713 square feet) located at the southwest corner of the intersection of Ellsworth Drive and Spring Forest Road from R6S (Residential-Single-Family [Medium Density]) to R6 (Residential [High Density Multi-family]).

Mrs. Chantae Gooby, Planner, delineated the property. The property is located in the southwest section of the city at the intersection of Spring Forest Road and Ellsworth Drive. The property consists of two vacant lots. There are apartments, commercial buildings and single-family homes in this area. The proposed rezoning will generate an insignificant increase of vehicle trips on Dickinson Avenue. In 2006, the property was zoned to single-family as part of the neighborhood rezonings. At that time, staff included the subject lots to remove the multi-family option even though it was recognize that single-family would have diminished long-term livability. Under the proposed rezoning (R6), the site could yield no more than two (2) duplex buildings (4 units). The Future Land Use Plan Map recommends medium density residential (MDR) transitioning to office/institutional/multi-family (OIMF) and high density residential (HDR) at the intersection of Ellsworth Drive and Spring Forest Road. Due to the configuration of the property, any buildings would be oriented toward Spring Forest Road. In staff's opinion, the request is in general compliance with Horizons: Greenville's Community Plan and the Future Land Use Plan Map. Staff recognizes that the location of the property does have limitations for use as single-family. Staff has no objection to the request.

Mr. Mike Baldwin, representative of applicants, spoke in favor of the request. He reiterated that the property is located in a transition area. Due the location and configuration of the lots, single-family is not suitable. He stated that because of the size, the property is suitable for duplex development.

No one spoke in opposition of the request.

Motion made by Mr. Bell, seconded by Ms Bellis, to recommend approval of the proposed amendment, to advise that, it is consistent with the Comprehensive Plan, in this instance it is an appropriate zoning classification, and to adopt the staff report which addresses plan consistency. Those voting in favor: Bellis, Basnight, Parker, Maxwell, Schrade, Bell and Harrington. Those voting in opposition: Weitz. Motion passed.

EXISTING ZONING

R6S (Residential-Single-Family)

Permitted Uses

(1) General:

- a. Accessory use or building
- c. On-premise signs per Article N

(2) Residential:

- a. Single-family dwelling
- f. Residential cluster development per Article M
- k. Family care home (see also section 9-4-103)
- q. Room renting

(3) Home Occupations (see all categories):

*None

(4) Governmental:

- b. City of Greenville municipal government building or use (see also section 9-4-103)

(5) Agricultural/ Mining:

- a. Farming; agriculture, horticulture, forestry (see also section 9-4-103)

(6) Recreational/ Entertainment:

- f. Public park or recreational facility
- g. Private noncommercial park or recreational facility

(7) Office/ Financial/ Medical:

* None

(8) Services:

- o. Church or place of worship (see also section 9-4-103)

(9) Repair:

* None

(10) Retail Trade:

* None

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

* None

(12) Construction:

- c. Construction office; temporary, including modular office (see also section 9-4-103)

(13) Transportation:

* None

(14) Manufacturing/ Warehousing:

* None

(15) Other Activities (not otherwise listed - all categories):

* None

R6S (Residential-Single-Family)

Special Uses

(1) General:

* None

(2) Residential:

* None

(3) Home Occupations (see all categories):

- b. Home occupation; excluding barber and beauty shops
- c. Home occupation; excluding manicure, pedicure or facial salon
- d. Home occupation; including bed and breakfast inn (historic district only)

(4) Governmental:

- a. Public utility building or use

(5) Agricultural/ Mining:

* None

(6) Recreational/ Entertainment:

- a. Golf course; regulation
- c.(1). Tennis club; indoor and outdoor facilities

(7) Office/ Financial/ Medical:

* None

(8) Services:

- d. Cemetery
- g. School; junior and senior high (see also section 9-4-103)
- h. School; elementary (see also section 9-4-103)
- i. School; kindergarten or nursery (see also section 9-4-103)

(9) Repair:

* None

(10) Retail Trade:

* None

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

* None

(12) Construction:

* None

(13) Transportation:

* None

(14) Manufacturing/ Warehousing:

* None

(15) Other Activities (not otherwise listed - all categories):

* None

PROPOSED ZONING

R6 (Residential)

Permitted Uses

(1) General:

- a. Accessory use or building
- c. On-premise signs per Article N

(2) Residential:

- a. Single-family dwelling
- b. Two-family attached dwelling (duplex)
- c. Multi-family development per Article 1
- f. Residential cluster development per Article M
- k. Family care home (see also section 9-4-103)
- q. Room renting

(3) Home Occupations (see all categories):

*None

(4) Governmental:

- b. City of Greenville municipal government building or use (see also section 9-4-103)

(5) Agricultural/ Mining:

- a. Farming; agriculture, horticulture, forestry (see also section 9-4-103)

(6) Recreational/ Entertainment:

- f. Public park or recreational facility
- g. Private noncommercial park or recreational facility

(7) Office/ Financial/ Medical:

* None

(8) Services:

- o. Church or place of worship (see also section 9-4-103)

(9) Repair:

* None

(10) Retail Trade:

* None

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

* None

(12) Construction:

- a. Construction office; temporary, including modular office (see also section 9-4-103)

(13) Transportation:

- * None

(14) Manufacturing/ Warehousing:

- * None

(15) Other Activities (not otherwise listed - all categories):

- * None

R6 (Residential)

Special Uses

(1) General:

- * None

(2) Residential:

- d. Land use intensity multifamily (LUI) development rating 50 per Article K
- e. Land use intensity dormitory (LUI) development rating 67 per Article K
- l. Group care facility
- n. Retirement center or home
- p. Board or rooming house
- r. Fraternity or sorority house
- o.(1). Nursing, convalescent center or maternity home; minor care facility

(3) Home Occupations (see all categories):

- a. Home occupation; including barber and beauty shops
- c. Home occupation; including manicure, pedicure or facial salon

(4) Governmental:

- a. Public utility building or use

(5) Agricultural/ Mining:

- * None

(6) Recreational/ Entertainment:

- a. Golf course; regulation
- c.(1). Tennis club; indoor and outdoor facilities

(7) Office/ Financial/ Medical:

- * None

(8) Services:

- a. Child day care facilities
- b. Adult day care facilities
- d. Cemetery
- g. School; junior and senior high (see also section 9-4-103)
- h. School; elementary (see also section 9-4-103)
- i. School; kindergarten or nursery (see also section 9-4-103)
- m. Multi-purpose center

t. Guest house for a college and other institutions of higher learning

(9) Repair:

* None

(10) Retail Trade:

* None

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

* None

(12) Construction:

* None

(13) Transportation:

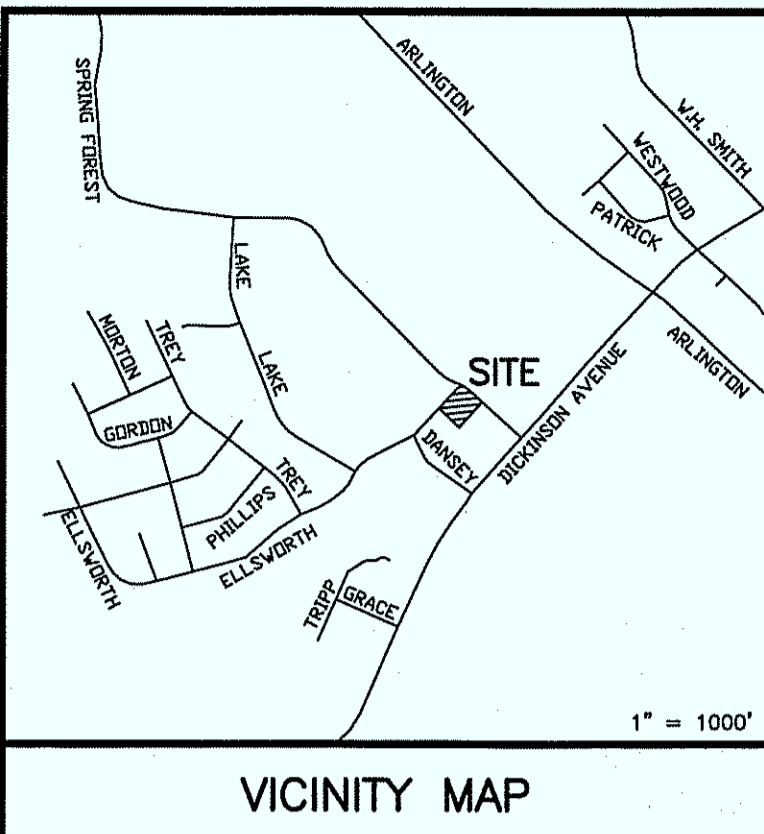
* None

(14) Manufacturing/ Warehousing:

* None

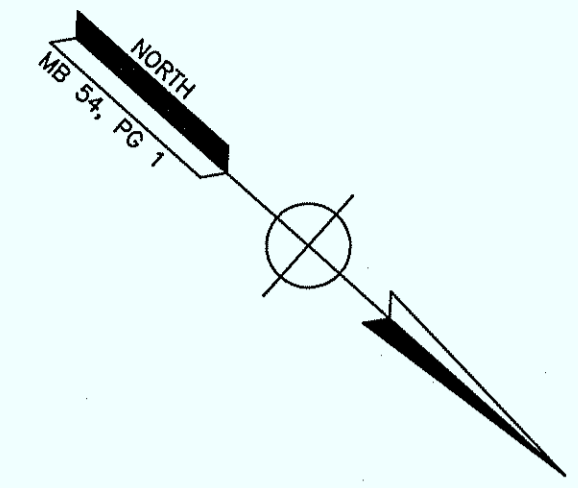
(15) Other Activities (not otherwise listed - all categories):

* None



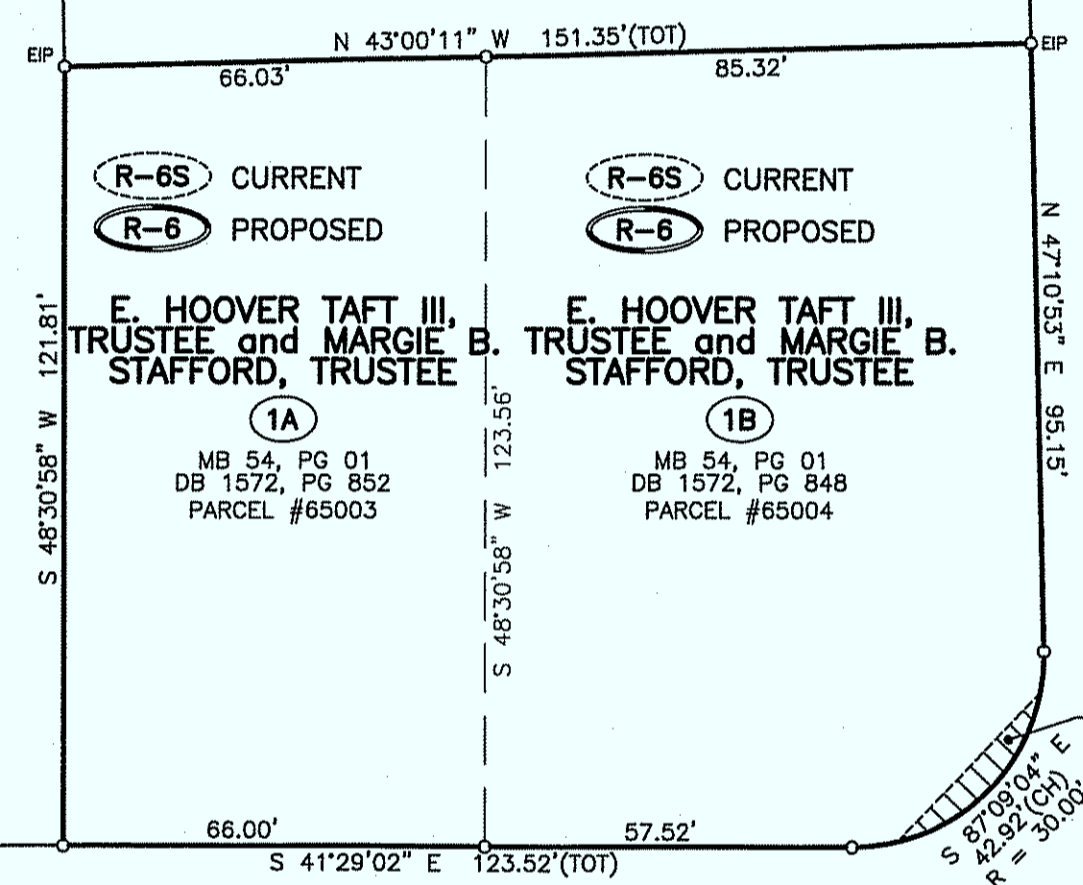
NOTES

1. THIS MAP IS A SURVEY OF ANOTHER CATEGORY.
2. ALL AREAS CALCULATED BY COORDINATE GEOMETRY.



ELLA CRANDOL and husband,
WILLIAM CRANDOL
DB 1690, PG 11
R-6S
(4) (A)
LAKE ELLSWORTH SUBDIVISION
SECTION ONE
MB 22, PGS 27,
27-A & 27-B

R-6
AJMERA, LLC
DB 1256, PG 235
MB 59, PG 149



R-6
AJMERA, LLC
DB 1256, PG 235

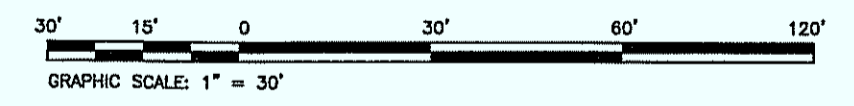
- LEGEND**
- EIP = EXISTING IRON PIPE
 - R/W = RIGHT-OF-WAY
 - R = RADIUS
 - CH = CHORD
 - = NOT TO SCALE
 - () = EXISTING ZONING
 - () = PROPOSED ZONING

CH
LAKE PLACID DEVELOPMENT
COMPANY OF GREENVILLE
DB M-46, PG 380

DICKINSON AVE. US HWY 264
(80' R/W 49' B/B- ASPHALT VARIES PUBLIC)

SPRING FOREST ROAD
(60' R/W 36' B/B PUBLIC)

TOTAL AREA TO BE REZONED: 0.43 ACRES



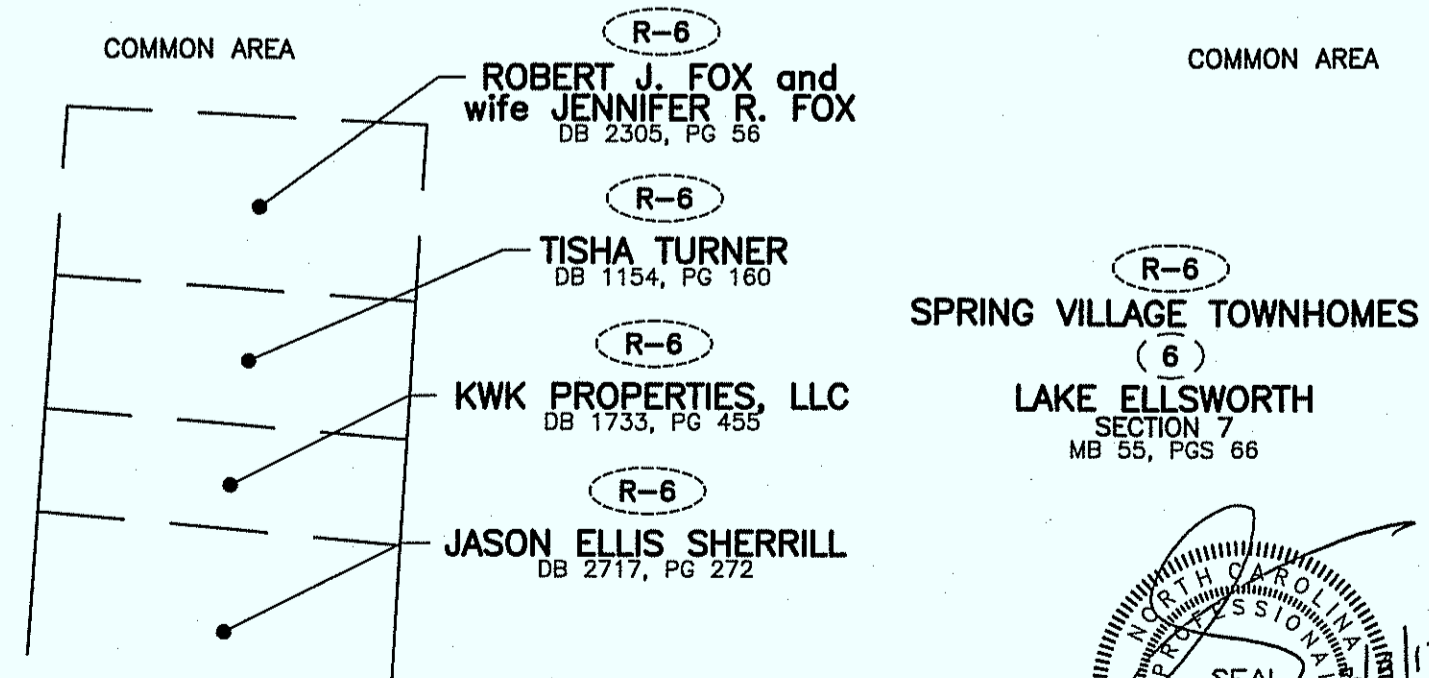
REVISED: 03/07/12 (CITY COMMENTS)(CNS)

PARCEL #65003
PARCEL #65004

SHEET 1 OF 1

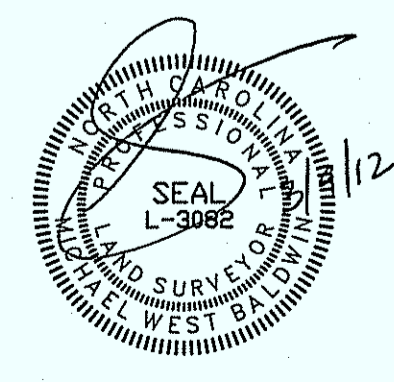
ADJOINING PROPERTY OWNERS ADDRESSES

- LAKE PLACID DEVELOPMENT COMPANY OF GREENVILLE
P.O. BOX 566
GREENVILLE, NC 27834
- RODNEY DEAN SPEIGHT and wife, DENISE SPEIGHT
801 WOODLAND DRIVE
GREENSBORO, NC 27408
- ROBERT J. FOX and wife, JENNIFER R. FOX
8009 STONEHOUSE COURT
FAYETTEVILLE, NC 28311
- AJMERA, LLC
662 JORDAN DRIVE
GREENVILLE, NC 27834
- ELLA CRANDOL and husband, WILLIAM CRANDOL
2813 LAKE ELLSWORTH DRIVE
GREENVILLE, NC 27858
- TISHA TURNER
1005 SPRING FOREST ROAD APT. G-5
GREENVILLE, NC 27834
- KWK PROPERTIES, LLC
102 HIDDEN HILLS DRIVE
GREENVILLE, NC 27834
- JASON ELLIS SHERRILL
1005 SPRING FOREST ROAD APT. G-3
GREENVILLE, NC 27834



SPRING VILLAGE TOWNHOMES

LAKE ELLSWORTH
SECTION 7
MB 55, PGS 66



REZONING MAP FOR
E. HOOVER TAFT III, TRUSTEE and MARGIE B. STAFFORD, TRUSTEE

REFERENCE: DEED BOOK 1572, PAGES 848 & 852 OF THE
PITT COUNTY REGISTRY.
GREENVILLE, PITT COUNTY, NORTH CAROLINA

OWNER: E. HOOVER TAFT III, TRUSTEE and MARGIE B. STAFFORD, TRUSTEE
ADDRESS: P.O. BOX 566
GREENVILLE, N.C. 27835
PHONE: (252) 752-2000

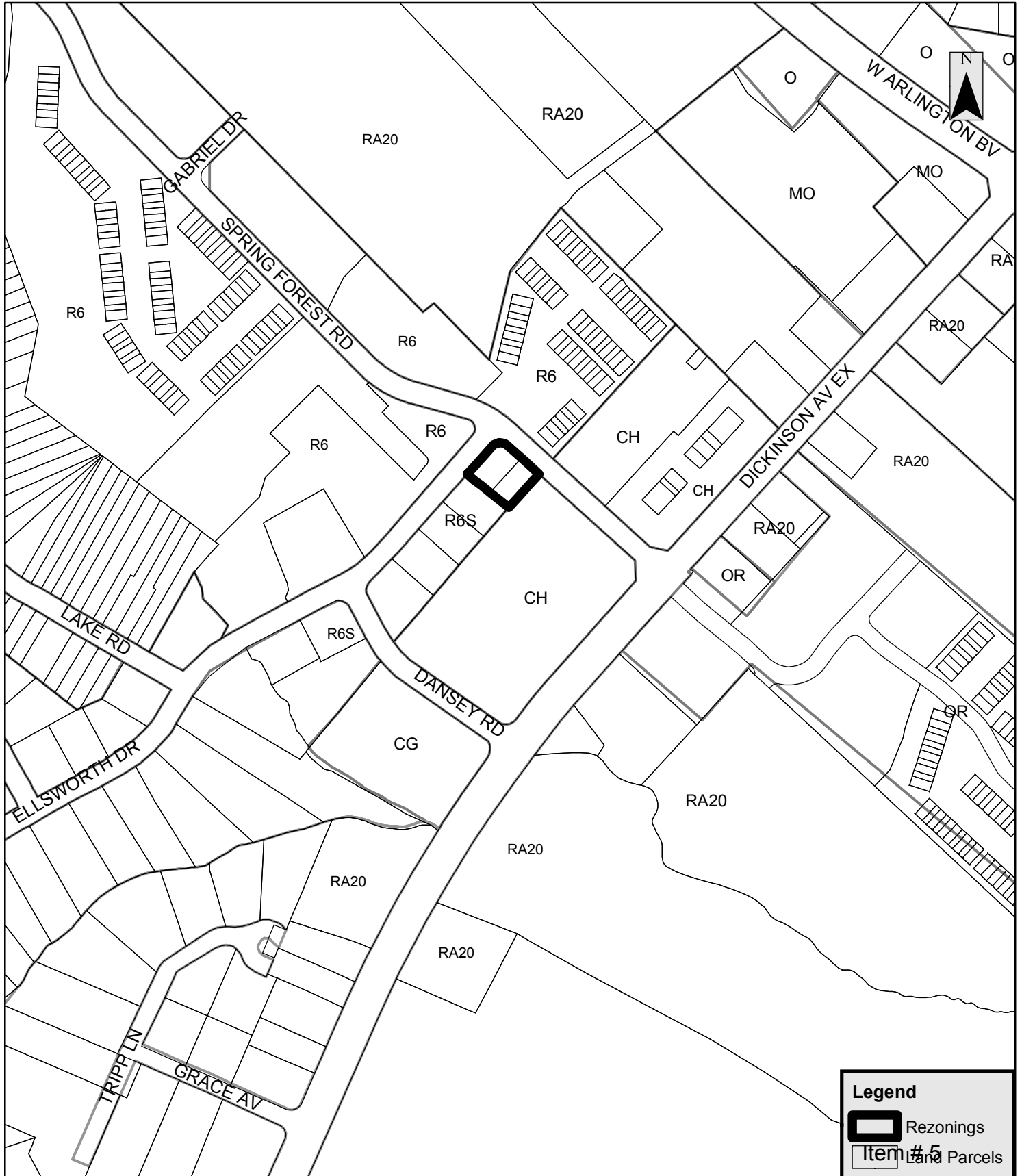
	LICENSE# C-3498	SURVEYED: DEG	APPROVED: MWB
	ENGINEERING - LAND PLANNING - SURVEYING	DRAWN: CNS	DATE: 02/20/2012
708-D CROMWELL DRIVE GREENVILLE, NC 27858 252.756.1390		CHECKED: MWB	SCALE: 1" = 30'

E. Hoover Taft, III, Trustee and Margie B. Stafford (12-01)

From: R6S To: R6

0.43 acres (18,713 square feet)

March 6, 2012



04/30/07

BUFFERYARD SETBACK AND VEGETATION SCREENING CHART

For Illustrative Purposes Only

Bufferyard Requirements: Match proposed land use with adjacent permitted land use or adjacent vacant zone/nonconforming use to determine applicable bufferyard.

PROPOSED LAND USE CLASS (#)	ADJACENT PERMITTED LAND USE CLASS (#)					ADJACENT VACANT ZONE OR NONCONFORMING USE		PUBLIC/PRIVATE STREETS OR R.R.
	Single-Family Residential (1)	Multi-Family Residential (2)	Office/Institutional, light Commercial, Service (3)	Heavy Commercial, Light Industry (4)	Heavy Industrial (5)	Residential (1) - (2)	Non-Residential (3) - (5)	
Multi-Family Development (2)	C	B	B	B	B	C	B	A
Office/Institutional, Light Commercial, Service (3)	D	D	B	B	B	D	B	A
Heavy Commercial, Light Industry (4)	E	E	B	B	B	E	B	A
Heavy Industrial (5)	F	F	B	B	B	F	B	A

Bufferyard A (street yard)		
Lot Size	Width	For every 100 linear feet
Less than 25,000 sq.ft.	4'	2 large street trees
25,000 to 175,000 sq.ft.	6'	2 large street trees
Over 175,000 sq.ft.	10'	2 large street trees

Street trees may count toward the minimum acreage.

Bufferyard B (no screen required)	
Lot Size	Width
Less than 25,000 sq.ft.	4'
25,000 to 175,000 sq.ft.	6'
Over 175,000 sq.ft.	10'

Bufferyard C (screen required)	
Width	For every 100 linear feet
10'	3 large evergreen trees 4 small evergreens 16 evergreen shrubs

Where a fence or evergreen hedge (additional materials) is provided, the bufferyard width may be reduced to eight (8) feet.

Bufferyard D (screen required)	
Width	For every 100 linear feet
20'	4 large evergreen trees 6 small evergreens 16 evergreen shrubs

Bufferyard width may be reduced by fifty (50%) percent if a fence, evergreen hedge (additional material) or earth berm is provided.

Bufferyard E (screen required)	
Width	For every 100 linear feet
30'	6 large evergreen trees 8 small evergreens 26 evergreen shrubs

Bufferyard width may be reduced by fifty (50%) percent if a fence, evergreen hedge (additional material) or earth berm is provided.

Bufferyard F (screen required)	
Width	For every 100 linear feet
50'	8 large evergreen trees 10 small evergreens 36 evergreen shrubs

Bufferyard width may be reduced by fifty (50%) percent if a fence, evergreen hedge (additional material) or earth berm is provided.

Parking Area: Thirty (30) inch high screen required for all parking areas located within fifty (50) feet of a street right-of-way.

Residential Density		
Maximum density allowed by Zoning District based on average of 2.67 persons per dwelling unit		
High Density		
R6 R6-N R6-MH OR CDF	17 units per acre yields 45 persons per acre	
PUD	12 units per acre yields 32 persons per acre	
Medium Density		
R6-A	9 units per acre yields 24 persons per acre	
R6-S	7 units per acre yields 19 persons per acre	
R9	6 units per acre yields 16 persons per acre	
R9-S	5 units per acre yields 13 persons per acre	
Low Density		
RA-20 MRS	4 units per acre yields 11 persons per acre	
R15-S	3 units per acre yields 8 persons per acre	

Illustration: Maximum allowable density in Residential Zoning Districts



City of Greenville, North Carolina

Meeting Date: 4/12/2012
Time: 7:00 PM

Title of Item: Ordinance requested by Lewis Land Development, LLC, POHL, LLC and V. Parker Overton to rezone 31.74 acres located at the southeastern and southwestern corners of the intersection of Fire Tower Road and Bayswater Road from CN (Neighborhood Commercial) and R6MH (Residential-Mobile Home [High Density]) to CG (General Commercial)

Explanation:

Required Notices:

Planning and Zoning meeting notice (property owner and adjoining property owner letter) mailed on March 6, 2012.
On-site sign(s) posted on March 6, 2012.
City Council public hearing notice (property owner and adjoining property owner letter) mailed March 27, 2012.
Public hearing legal advertisement published on April 2 and April 9, 2012.

Comprehensive Plan:

The subject area is located in Vision Area D.

Fire Tower Road is designated as a residential corridor between Evans Street and Corey Road. Along residential corridors, office, service and retail activities should be specifically restricted to the associated focus area, and linear expansion outside of the focus area should be prohibited.

There is a designated neighborhood commercial focus area at the intersection of Fire Tower Road and Bayswater Road. These nodes typically contain 20,000-40,000 square feet of conditioned floor space.

The Future Land Use Plan Map recommends commercial (C) along the southern right-of-way of Fire Tower Road between Bayswater Road and Fork Swamp Canal transitioning to conservation/open space (COS) to the east, high density residential (HDR) to the south, and office/institutional/multi-family (OIMF) to the west.

The Future Land Use Plan Map identifies certain areas for conservation/open space (COS) uses. The map is not meant to be dimensionally specific, and may not correspond precisely to conditions on the ground. When considering rezoning requests or other development proposals, some areas classified as conservation/open space may be determined not to contain anticipated development limitations. In such cases, the future preferred land use should be based on adjacent Future Land Use Plan designations, contextual considerations, and the general policies of the comprehensive plan.

Thoroughfare/Traffic Report Summary (PWD- Engineering Division):

Based on possible uses permitted by the requested rezoning, the proposed zoning classification could generate 15,478 trips to and from the site on Fire Tower Road, which is a net increase of 1,484 additional trips per day.

During the review process, measures to mitigate traffic impacts will be determined. Prior to development approval, a Traffic Impact Study may be required, dependent on the specific scale and potential traffic generation of the proposed development. Mitigation measures may include limited access onto Fire Tower Road, constructing turn lanes into the development, and intersection improvements at the Fire Tower Road/Ashcroft Drive/Evans Street and Fire Tower Road/Bayswater Road intersections such as the construction of additional turn and/or through lanes.

History/Background:

In 1988, the subject property was incorporated into the City's extra-territorial jurisdiction (ETJ) and zoned R6MH (Residential-Mobile Home [High Density]).

In 2007, the subject site was included in a Future Land Use Plan Map amendment and a rezoning request. The Future Land Use Plan Map amendment requested to change the recommended land use from office/institutional/multi-family (OIMF) and high density residential (HDR) to commercial (C). The rezoning request was for CN (Neighborhood Commercial). Both requests were approved.

Present Land Use:

Currently, the property is vacant.

Water/Sewer:

Water and sanitary sewer are located in the right-of-way of Bayswater Road.

Historic Sites:

There are no known effects on designated sites.

Environmental Conditions/Constraints:

Tract 1 is impacted by the 500-year floodplain associated with the Fork Swamp Canal. Tract 2 is impacted by the 500-year and 100-year floodplains and floodway associated with the Fork Swamp Canal. There are no known environmental conditions/constraints in Tract 3.

Surrounding Land Uses and Zoning:

North: O - First South Bank and vacant; R6S - Ashcroft Subdivision
South: R6MH - Vacant (under common ownership as applicants)
East: R6 - Whitebridge Apartments and Duplexes
West: CG - Fire Tower Crossing Shopping Center and Mini-Storage

Density Estimates:

Tracts 1 and 2

Gross Acreage: 4.55 acres
Current Zoning: CN (Neighborhood Commercial)
Requested Zoning: CG (General Commercial)

Under the current and proposed zoning, the site could yield the same amount of conditioned floor space. There are additional uses in the proposed zoning (CG). Staff would anticipate the site to yield 43,604 square feet of retail/restaurant/office space.

Tract 3

Gross Acreage: 18.04 acres
Current Zoning: CN (Neighborhood Commercial)
Requested Zoning: CG (General Commercial)

Under the current and proposed zoning, the site could yield the same amount of conditioned floor space. There are additional uses in the proposed zoning (CG). Staff would anticipate the site to yield 172,880 square feet of retail/restaurant/office space.

Gross Acreage: 9.11 acres
Current Zoning: R6MH (Residential-Mobile Home [High Density])
Requested Zoning: CG (General Commercial)

Under the current zoning (R6MH), the maximum density would allow 155 multi-family units (1, 2 and 3 bedrooms). Staff would anticipate the site to yield 128 multi-family units (1, 2 and 3 bedrooms). Under the proposed zoning (CG), staff would anticipate the site to yield 87,303 square feet of retail/restaurant/office space.

Note: A stormwater detention facility for this development has already been constructed on a portion of Tract 3.

The anticipated build-out time is 1-2 years.

Fiscal Note: No cost to the City.

Recommendation: In staff's opinion, the request is in general compliance with Horizons: Greenville's Community Plan and the Future Land Use Plan Map.

"General compliance with the comprehensive plan" should be construed as meaning the requested rezoning is recognized as being located in a transition area and that the requested rezoning (i) is currently contiguous or is reasonably anticipated to be contiguous in the future, to specifically recommended and desirable zoning of like type, character or compatibility, (ii) is complementary with objectives specifically recommended in the Horizons Plan (iii) is not anticipated to create or have an unacceptable impact on adjacent area properties or travel ways, and (iv) preserves the desired urban form. It is recognized that in the absence of more detailed plans, subjective decisions must be made concerning the scale, dimension, configuration, and location of the requested zoning in the particular case. Staff is not recommending approval of the requested zoning; however, staff does not have any specific objection to the requested zoning.

The Planning and Zoning Commission voted to approve the request at its March 20, 2012, meeting.

If City Council determines to approve the request, a motion to adopt the attached rezoning ordinance will accomplish this. The ordinance includes the statutorily required statement describing whether the action taken is consistent with the comprehensive plan and explaining why Council considers the action taken to be reasonable and in the public interest.

If City Council determines to deny the rezoning request, in order to comply with this statutory requirement, it is recommended that the motion be as follows: Motion to deny the request to rezone and to make a finding and determination that the denial of the rezoning request is consistent with the adopted comprehensive plan and the denial of the rezoning request is reasonable and in the public interest due to the denial being consistent with the comprehensive plan and, as a result, the denial furthers the goals and objectives of the comprehensive plan.

Note: In addition to the other criteria, the Planning and Zoning Commission and City Council shall consider the entire range of permitted and special uses for the existing and proposed zoning districts as listed under Title 9, Chapter 4, Article D of the Greenville City Code.

Attachments / click to download

- [📄 Location Map](#)
 - [📄 Bufferyard and Vegetation Standards and Residential Density](#)
 - [📄 Lewis Survey](#)
 - [📄 Ordinance Lewis Land Development et al 921020](#)
 - [📄 Rezoning Case 12 03 Lewis Land Dev. 920930](#)
 - [📄 Minutes Lewis Land Development 921447](#)
 - [📄 List of Uses CN R6MH to CG 911650](#)
 - [📄 Additional Use in CG District 920253](#)
-

ORDINANCE NO. 12-
AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF GREENVILLE
REZONING TERRITORY LOCATED WITHIN THE PLANNING AND ZONING JURISDICTION OF THE
CITY OF GREENVILLE, NORTH CAROLINA

WHEREAS, the City Council of the City of Greenville, North Carolina, in accordance with Article 19, Chapter 160A, of the General Statutes of North Carolina, caused a public notice to be given and published once a week for two successive weeks in The Daily Reflector setting forth that the City Council would, on April 12, 2012, at 7:00 p.m., in the City Council Chambers of City Hall in the City of Greenville, NC, conduct a public hearing on the adoption of an ordinance rezoning the following described territory;

WHEREAS, the City Council has been informed of and has considered all of the permitted and special uses of the districts under consideration; and,

WHEREAS, in accordance with the provisions of North Carolina General Statute 160A-383, the City Council does hereby find and determine that the adoption of the ordinance rezoning the following described property is consistent with the adopted comprehensive plan and that the adoption of the ordinance rezoning the following described property is reasonable and in the public interest due to its consistency with the comprehensive plan and, as a result, its furtherance of the goals and objectives of the comprehensive plan.

THE CITY COUNCIL OF THE CITY OF GREENVILLE, NORTH CAROLINA, DOES HEREBY ORDAIN:

Section 1. That the following described territory is rezoned from CN (Neighborhood Commercial) to CG (General Commercial).

- TO WIT: V. Parker Overton Property (Tract 1).
- LOCATION: Located at the southeast corner of the intersection of Fire Tower Road and Bayswater Road.
- DESCRIPTION: All that certain tract or parcel of land lying and being situated in the City of Greenville, Winterville Township, Pitt County, North Carolina bounded on the north by Firetower Road on the east by Whitebridge Subdivision, on the south by the City of Greenville, on the west by Bayswater Road and being described by metes and bounds as follows:

BEGINNING at a point in the southern right of way line of Firetower Road, said point being the northeast corner of the Lot 1, Section 1, Firetower Junction,

recorded in Map Book 72 Page 129, thence from said POINT OF BEGINNING and with the westerly line of White Bridge Subdivision recorded in Map Book 42 Page 101 two calls, (1) S 01°58'21" W 236.38 feet to a point, (2) S 10°54'21" E 92.63 feet to a point, the northeastern corner of Lot 2 of Firetower Junction Section One, recorded in Map Book 72 Page 129; thence cornering and with the northern line of Lot 2, Firetower Junction S 68°57'50" W 283.98 feet to a point in easterly right of way of Bayswater Road; thence cornering and with the easterly right of way of Bayswater Road four (4) calls, (1) N21°02'10"W 50.30 feet, (2) N12°17'00"W 103.65 feet, (3) N23°30'35"W 105.14 feet (4) N22°01'46"E 58.84 feet to a point in the southerly right of way of Firetower Road; thence cornering and with the southerly right of way of Firetower Road N 67°37'12" E 341.36 feet to the POINT OF BEGINNING containing 2.22 acres more or less and being all of Lot 1 Section One Firetower Junction, recoded in Map Book 72 Page 129 and owned V. Parker Overton recorded in Deed Book 2223, Page 428 and further shown on Rivers and Associates, Inc. Map Dated February 21, 2012, Drawing Z-2412-2 entitled REZONING MAP FOR Lewis Land Development, LLC, POHL, LLC and V. PARKER OVERTON which by reference is made a part hereof.

Section 2. That the following described territory is rezoned from CN (Neighborhood Commercial) to CG (General Commercial).

TO WIT: V. Parker Overton Property (Tract 2).

LOCATION: Located at the current terminus of Bayswater Road.

DESCRIPTION: All that certain tract or parcel of land lying and being situated in the City of Greenville, Winterville Township, Pitt County, North Carolina bounded on the north by the City of Greenville, on the east by Whitebridge Subdivision, on the south by V. Parker Overton, on the west by Bayswater Road and being described by metes and bounds as follows:

BEGINNING at a point in the eastern right of way line of Bayswater Road, said point being the southwest corner of the Lot 2, Section One, Firetower Junction, recorded in Map Book 72 Page 129, thence from said POINT OF BEGINNING and with the southern line of Lot 2, Section One Firetower Junction, N 68°57'50" E 270.42 to a point in the westerly line of Whitebridge Subdivision Section Two recorded in Map Book 43 Page 61; thence cornering and with the westerly line of Whitebridge Subdivision, Section Two, two (2) calls, (1) S 18°30'21" E 166.94 feet, (2) S 30°03'39" E 183.61 feet to a point in the northern line of V. Parker Overton property recorded in Deed Book 2223 Page 428; thence cornering and with the line of V. Parker Overton S 66°55'38" W 351.35 feet to a point in the easterly right of way of Bayswater Road; thence cornering and with the easterly right of way of Bayswater Road two (2) calls, (1) with a curve to the left, having a radius of 660.00 feet and arc length of 281.93 feet and chord bearing and distance of N08°47'55"W 279.80 feet, (2) N 21°02'10" W 87.16 feet to the POINT OF BEGINNING containing 2.33 acres more or less and being all of Lot 3 Section One Firetower Junction, recoded in Map Book 72 Page 129 and owned V. Parker Overton recorded in Deed Book 2223, Page 428 and further shown on Rivers and Associates, Inc. Map Dated February 21, 2012, Drawing Z-2412-2 entitled REZONING MAP FOR Lewis Land Development, LLC, POHL, LLC and V. PARKER OVERTON which by reference is made a part hereof.

Section 3. That the following described territory is rezoned from CN (Neighborhood Commercial) and R6MH (Residential-Mobile-Home) to CG (General Commercial).

TO WIT: V. Parker Overton, POHL, LLC and Lewis Land Development, LLC Properties,
(Tract 3)

LOCATION: Located at the southwest corner of the intersection of Fire Tower Road and
Bayswater Road.

DESCRIPTION: All that certain tract or parcel of land lying and being situated in the City of
Greenville, Winterville Township, Pitt County, North Carolina, bounded on the
south by V. Parker Overton, on the west by POHL, LLC and Firetower Crossing,
LLC, on the north by N.C.S.R. 1708 (Fire Tower Road), on the east by
Whitebridge Apartments and Whitebridge Section Two and being described by
metes and bounds as follows:

BEGINNING AT A POINT, an existing iron pipe, the south westerly corner of
Lot 3 Firetower Junction Section One recorded in Map Book 72, Page 129, thence
leaving said Lot 3 and with the southern terminus of the Bayswater Road right of
way N 86°33'39" W 60.00 feet to the southwesterly corner of the Bayswater
Road right of way, said point being in the V. Parker Overton property recorded in
Deed Book 2223, Page 428, said point being the **TRUE POINT OF
BEGINNING**; thence with a new line following the future northern right of way
of Bayswater Road and through the V. Parker Overton property recorded in Deed
Book 2223, Page 428 and through the POHL, LLC property recorded in Deed
Book 2278, Page 725 with a curve in a counter-clockwise direction, said curve
having a radius of 600.00 feet, arc length of 30.33 feet, a chord bearing and
distance of S 04°53'13" W 30.32 feet to a point of curvature; thence with a curve
in a counter-clockwise direction, said curve having a radius of 600.00 feet, arc
length of 549.63 feet, a chord bearing and distance of S 32°34'40" W 530.61 feet
to a point of curvature; thence with a curve in a counter-clockwise direction, said
curve having a radius of 1150.46 feet, arc length of 661.25 feet, a chord bearing
and distance of S 75°17'12" W 652.19 feet to a point of curvature; thence with a
curve in a counter-clockwise direction, said curve having a radius of 500.00 feet,
arc length of 422.83 feet, a chord bearing and distance of N 64°01'15" W 410.35
feet to a point, said point being in an existing zoning line; thence leaving the
future Bayswater Road right of way line and with the existing zoning line N
74°08'20" E 148.17 feet to a point; thence N 87°13'32" E 113.29 feet to a point;
thence S 73°07'42" E 41.30 feet to a point; thence N 74°04'04" E 209.57 feet to a
point in the common property line between the V. Parker Overton property
recorded in Deed Book 2223, Page 428 and through the POHL, LLC property
recorded in Deed Book 2278, Page 725; thence with said common line N
15°57'23" W 665.58 feet to a point; thence N 15°57'23" W 255.00 feet to a point
in the southern right of way line of N.C.S.R. 1708 (Fire Tower Road); thence with
the southern right of way line of N.C.S.R. 1708 (Fire Tower Road) N 26°20'24" E
24.47 feet to a point; thence N 63°12'38" E 263.24 feet to a point; thence S
27°41'02" E 4.17 feet to a point; thence N 70°03'19" E 18.59 feet to a point;
thence N 70°03'19" E 47.35 feet to a point; thence N 63°12'45" E 52.86 feet to a
point of curvature; thence with a curve in a clockwise direction, said curve having
a radius of 3370.73 feet, arc length of 78.24 feet, a chord bearing and distance of
N 63°45'39" E 78.24 feet to a point of curvature; thence with a curve in a
clockwise direction, said curve having a radius of 3757.66 feet, arc length of

210.69 feet, a chord bearing and distance of N 65°57'45" E 210.66 feet to a point; thence N 67°34'08" E 161.49 feet to a point; thence S 67°58'14" E 42.82 feet to a point in the western right of way of Bayswater Road; thence with the western right of way line of Bayswater Road S 23°30'35" E 103.09 feet to a point; thence S 21°12'27" E 102.63 feet to a point; thence S 21°02'10" E 439.21 feet to a point of curvature; thence with a curve in a counter-clockwise direction, said curve having a radius of 600.00 feet, arc length of 256.30 feet, a chord bearing and distance of S 08°47'55" E 254.36 feet to the **TRUE POINT OF BEGINNING**, containing 27.17 acres more or less and being TRACT 3 shown on a drawing by Rivers and Associates, Inc. drawing Z-2412-2, dated February 21, 2012, entitled Rezoning Map for Lewis Land Development, LLC, POHL, LLC & V. Parker Overton which by reference is made a part hereof.

Section 4. That the Director of Community Development is directed to amend the zoning map of the City of Greenville in accordance with this ordinance.

Section 5. That all ordinances and clauses of ordinances in conflict with this ordinance are hereby repealed.

Section 6. That this ordinance shall become effective upon its adoption.

ADOPTED this 12th day of April, 2012.

Allen M. Thomas, Mayor

ATTEST:

Carol L. Barwick, City Clerk

Doc. # 92102

REZONING THOROUGHFARE/TRAFFIC VOLUME REPORT

Case No: 12-03

Applicant: Lewis Land Dev., LLC, POHL, LLC & V. Parker Overton

Property Information

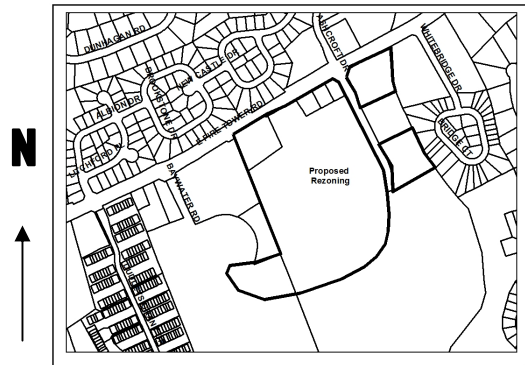
Current Zoning: Tracts 1 & 2: CN (Neighborhood Commercial)
 Tract 3: CN (Neighborhood Commercial)
 R6MH (Residential [High Density Multi-Family/Mobile Home])

Proposed Zoning: Tracts 1 & 2: CG (General Commercial)
 Tract 3: CG (General Commercial)

Current Acreage: Tract 1 & 2: 4.55 acres
 Tract 3: 27.15 acres
 Tract 4A, 4B, & 5: 0.078 acres
 Total: 31.778 acres

Location: Fire Tower Rd, between Corey Rd & Evans St

Points of Access: Fire Tower Road



Transportation Background Information

1.) Fire Tower Road - State maintained

	<u>Existing Street Section</u>	<u>Ultimate Thoroughfare Street Section</u>
Description/cross section	4-lane divided with curb & gutter	no change
Right of way width (ft)	100	100
Speed Limit (mph)	45	45
Current ADT:	32,250(*)	Design ADT: 35,000 vehicles/day (**)
Design ADT:	35,000 vehicles/day (**)	
Controlled Access	No	
Thoroughfare Plan Status:	Major Thoroughfare	
Other Information:	There are sidewalks along Fire Tower Road that service this property.	

Notes:(*) 2010 NCDOT count adjusted for a 2% annual growth rate
 (**)Traffic volume based an operating Level of Service D for existing geometric conditions
 ADT – Average Daily Traffic volume

Trips generated by proposed use/change:

Current Zoning: 13994 -vehicle trips/day (*) **Proposed Zoning:** 15478 -vehicle trips/day (*)

Estimated Net Change: increase of 1484 -vehicle trips/day (assumes full-build out)

(* - These volumes are estimated and based on an average of the possible uses permitted by the current and proposed zoning.)

Impact on Existing Roads

The overall estimated trips presented above are distributed based on current traffic patterns. The estimated ADTs on Fire Tower Road are as follows:

1.) Fire Tower Rd, East of Site (“No build” ADT of 32,250)

Estimated ADT with Proposed Zoning (full build) –	39,989
Estimated ADT with Current Zoning (full build) –	<u>39,247</u>
Net ADT change –	742 (2% increase)

Case No: 12-03

Applicant: Lewis Land Dev., LLC, POHL, LLC & V. Parker Overton

2.) Fire Tower Rd, West of Site (“No build” ADT of 32,250)

Estimated ADT with Proposed Zoning (full build) –	39,989
Estimated ADT with Current Zoning (full build) –	<u>39,247</u>
Net ADT change –	742 (2% increase)

Staff Findings/Recommendations:

Based on possible uses permitted by the requested rezoning, the proposed rezoning classification could generate 15,478 trips to and from the site on Fire Tower Road, which is a net increase of 1,484 additional trips per day.

During the review process, measures to mitigate traffic impacts will be determined. Prior to development approval, a Traffic Impact Study will be required to assess the impacts. The "Area of Influence" will be determined at the time of the site plan review. Mitigation measures may include limiting access onto Fire Tower Road, constructing turn lanes into the development, and intersection improvements at the Fire Tower Road/Ashcroft Dr/Evans Dr and Fire Tower Rd/Baywater Rd intersections such as the construction of additional turn and/or through lanes.

Excerpt from the DRAFT Planning & Zoning Minutes (3/20/2012)

REQUEST BY LEWIS LAND DEVELOPMENT, LLC, POHL, LLC AND V.PARKER
OVERTON - APPROVED

Ordinance requested by Lewis Land Development, LLC, POHL, LLC and V. Parker Overton to rezone 31.74 acres located at the southeastern and southwestern corners of the intersection of Fire Tower Road and Bayswater Road from CN (Neighborhood Commercial) and R6MH (Residential-Mobile Home (High Density)) to CG (General Commercial).

Mrs. Chantae Gooby, Planner, delineated the property. This property is located in the southern section of the city along Fire Tower Road between White Bridge Apartments and Dudley's Grant Townhomes. The rezoning has been divided into three different tracts. Tracts 1 and 2 are currently zoned neighborhood commercial and the request is for general commercial. Tract 3 is currently zoned for mobile home/multi-family and neighborhood commercial and the request is for general commercial. Tracts 1 and 2 are impacted by the floodway and floodplain associated with Fork Swamp Canal. There is a designated neighborhood focus area located in the general area. The rezoning could generate a net increase of 1,484 additional trips per day. The Fire Tower Road/Bayswater Road intersection has already been signalized. Under the requested zoning, Tracts 1 and 2 will yield the same amount of conditioned floor space of retail/restaurant/office but the proposed zoning will allow additional uses. A portion of Tract 3 is zoned neighborhood commercial and the request is for general commercial. Both the current and proposed zoning would yield the same amount of conditioned floor space of retail/restaurant/office, but the proposed zoning will allow additional uses. The portion of Tract 3 that is zoned mobile home/multi-family could yield up to 155 multi-family units. Under the proposed zoning, the site could yield 172,880 square feet of retail/restaurant/office space. Tract 3 also contains a stormwater detention pond. The Future Land Use Plan Map recommends commercial (C) along the southern right-of-way of Fire Tower Road between Bayswater Road (western terminus) and Swamp Fork Canal transitioning to conservation/ open space (COS) to the east, high density residential (HDR) to the south and office/institutional/multi-family (OIMF) to the west. In staff's opinion, the request is in general compliance. The site is adjacent to similar zoning. The current and proposed zoning will accommodate similar size development, but the proposed zoning will allow additional uses. There is existing transitional zoning in place.

Ms. Bellis asked what was currently between Tracts 1 and 2.

Mrs. Gooby stated it was the location of a new fire station.

Mr. Weitz stated that the neighborhood focus area designation was not consistent with the current amount of commercial zoning. He stated that the intended size of a neighborhood focus area was much smaller.

Mr. Padgett stated that council made a decision in 2007 to change some of the square footage in the neighborhood focus area to commercial development. The question for the commission is if the change in the intensity of commercial designation is appropriate.

Mr. Jim Hopf, representative of the applicant, spoke in favor of the request. He stated that traffic will increase by 2% with the proposed zoning, but that the key difference between the current and the proposed zoning is the additional uses. He also stated that the proposed zoning is consistent with the Land Use Plan.

No one spoke in opposition of the request.

Motion made by Mr. Parker, seconded by Ms Harrington, to recommend approval of the proposed amendment to advise that it is consistent with the Comprehensive Plan and other applicable plans and to adopt the staff report which addresses plan consistency and other matters. Motion passed unanimously.

EXISTING ZONING

CN (Neighborhood Commercial)

Permitted Uses

(1) General:

- a. Accessory use or building
- b. Internal service facilities
- c. On- premise signs per Article N
- f. Retail sales; incidental

(2) Residential:

* None

(3) Home Occupations (see all categories):

*None

(4) Governmental:

- b. City of Greenville municipal government building or use (see also section 9-4-103)

(5) Agricultural/ Mining:

- a. Farming; agriculture, horticulture, forestry (see also section 9-4-103)

(6) Recreational/ Entertainment:

- f. Public park or recreational facility
- s. Athletic club; indoor only

(7) Office/ Financial/ Medical:

- a. Office; professional and business, not otherwise listed
- d. Bank, savings and loan or other savings or investment institutions
- e. Medical, dental, ophthalmology or similar clinic, not otherwise listed

(8) Services:

- e. Barber or beauty shop
- f. Manicure, pedicure, or facial salon
- o. Church or place of worship (see also section 9-4-103)
- x. Dance studio
- hh. Exercise and weight loss studio; indoor only
- kk. Launderette; household users
- ll. Dry cleaners; household users

(9) Repair:

* None

(10) Retail Trade:

- c. Grocery; food or beverage, off premise consumption (see also Wine Shop)
- c.1 Wine shop (see also section 9-4-103)
- d. Pharmacy
- e. Convenience store (see also gasoline sales)
- h. Restaurant; conventional

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

* None

(12) Construction:

c. Construction office; temporary, including modular office (see also section 9-4-103)

(13) Transportation:

* None

(14) Manufacturing/ Warehousing:

* None

(15) Other Activities (not otherwise listed - all categories):

* None

CN (Neighborhood Commercial)

Special Uses

(1) General:

* None

(2) Residential:

* None

(3) Home Occupations (see all categories):

* None

(4) Governmental:

a. Public utility building or use

(5) Agricultural/ Mining:

* None

(6) Recreational/ Entertainment:

t. Athletic club; indoor and outdoor facilities

(7) Office/ Financial/ Medical:

* None

(8) Services:

a. Child day care facilities

b. Adult day care facilities

aa. Catering service including food preparation (see also restaurant; conventional and fast food)

(9) Repair:

b. Minor repair; as an accessory or principal use

(10) Retail Trade:

b. Gasoline or automotive fuel sales; accessory or principal use, retail

i. Restaurant; fast food

j. Restaurant; regulated outdoor activities

u. Pet shop (see also animal boarding; outside facility)

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

* None

(12) Construction:

* None

(13) Transportation:

* None

(14) Manufacturing/ Warehousing:

* None

(15) Other Activities (not otherwise listed - all categories):

* None

R6MH (Residential-Mobile Home)

Permitted Uses

(1) General:

- a. Accessory use or building
- c. On- premise signs per Article N

(2) Residential:

- a. Single-family dwelling
- b. Two-family attached dwelling (duplex)
- c. Multi-family development per Article 1
- g. Mobile home
- h. Mobile home park
- k. Family care home (see also section 9-4-103)
- q. Room renting

(3) Home Occupations (see all categories):

*None

(4) Governmental:

- b. City of Greenville municipal government building or use (see also section 9-4-103)

(5) Agricultural/ Mining:

- a. Farming; agriculture, horticulture, forestry (see also section 9-4-103)

(6) Recreational/ Entertainment:

- f. Public park or recreational facility
- g. Private noncommercial park or recreational facility

(7) Office/ Financial/ Medical:

* None

(8) Services:

- o. Church or place of worship (see also section 9-4-103)

(9) Repair:

* None

(10) Retail Trade:

* None

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

* None

(12) Construction:

- c. Construction office; temporary, including modular office (see also section 9-4-103)

(13) Transportation:

* None

(14) Manufacturing/ Warehousing:

* None

(15) Other Activities (not otherwise listed - all categories):

* None

R6MH (Residential-Mobile Home)

Special Uses

(1) General:

* None

(2) Residential:

* None

(3) Home Occupations (see all categories):

- b. Home occupation; excluding barber and beauty shops
- c. Home occupation; excluding manicure, pedicure or facial salon

(4) Governmental:

- a. Public utility building or use

(5) Agricultural/ Mining:

* None

(6) Recreational/ Entertainment:

* None

(7) Office/ Financial/ Medical:

* None

(8) Services:

- a. Child day care facilities
- b. Adult day care facilities
- d. Cemetery

(9) Repair:

* None

(10) Retail Trade:

* None

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

* None

(12) Construction:

* None

(13) Transportation:

* None

(14) Manufacturing/ Warehousing:

* None

(15) Other Activities (not otherwise listed - all categories):

* None

PROPOSED ZONING
CG (General Commercial)
Permitted Uses

(1) General:

- a. Accessory use or building
- b. Internal service facilities
- c. On- premise signs per Article N
- e. Temporary uses; of listed district uses
- f. Retail sales; incidental
- g. Incidental assembly of products sold at retail or wholesale as an accessory to principle use

(2) Residential: * None

(3) Home Occupations (see all categories):

*None

(4) Governmental:

- b. City of Greenville municipal government building or use. (See also section 9-4-103)
- c. County or state government building or use not otherwise listed; excluding outside storage and major or minor repair
- d. Federal government building or use
- g. Liquor store, state ABC

(5) Agricultural/ Mining:

- a. Farming; agriculture, horticulture, forestry (see also section 9-4-103)

(6) Recreational/ Entertainment:

- f. Public park or recreational facility
- h Commercial recreation; indoor only, not otherwise listed
- j. Bowling alleys
- n. Theater; movie or drama, indoor only
- q. Circus, carnival or fair, temporary only (see also section 9-4-103)
- s. Athletic Club; indoor only

(7) Office/ Financial/ Medical:

- a. Office; professional and business, not otherwise listed
- b. Operation/processing center
- d. Bank, savings and loan or other savings or investment institutions
- e. Medical, dental, ophthalmology or similar clinic, not otherwise listed
- g. Catalogue processing center

(8) Services:

- c. Funeral home
- e. Barber or beauty shop
- f. Manicure, pedicure, or facial salon

- k. Business or trade school
- o. Church or place of worship (see also section 9-4-103)
- q. Museum
- r. Art Gallery
- s. Hotel, motel, bed and breakfast inn; limited stay lodging (see also residential quarters for resident manager, supervisor or caretaker and section 9-4-103)
- u. Art studio including art and supply sales
- v. Photography studio including photo and supply sales
- y.(1) Television and/or radio broadcast facilities including receiving and transmission equipment and towers not exceeding 200 feet in height or cellular telephone and wireless communication towers not exceeding 200 feet in height (see also section 9-4-103)
- z. Printing or publishing service including graphic art, map, newspapers, magazines and books
- aa. Catering service including food preparation (see also restaurant; conventional and fast food)
- hh. Exercise and weight loss studio; indoor only
- kk. Launderette; household users
- ll. Dry cleaners; household users
- oo. Clothes alteration or shoe repair shop
- pp. Automobile wash

(9) Repair:

- g. Jewelry, watch, eyewear or other personal item repair

(10) Retail Trade:

- a. Miscellaneous retail sales; non-durable goods, not otherwise listed
- c. Grocery; food or beverage, off premise consumption (see also Wine Shop)
- c.1 Wine shop (see also section 9-4-103)
- d. Pharmacy
- e. Convenience store (see also gasoline sales)
- f. Office and school supply, equipment sales
- g. Fish market; excluding processing or packing
- h. Restaurant; conventional
- i. Restaurant; fast food
- k. Medical supply sales and rental of medically related products
- l. Electric; stereo, radio, computer, television, etc. sales and accessory repair
- m. Appliance; household use, sales and accessory repair, excluding outside storage
- p. Furniture and home furnishing sales not otherwise listed
- q. Floor covering, carpet and wall covering sales
- r. Antique sales; excluding vehicles
- s. Book or card store, news stand
- t. Hobby or craft shop
- u. Pet shop (see also animal boarding; outside facility)
- v. Video or music store; records, tape, compact disk, etc. sales
- w. Florist
- x. Sporting goods sales and rental shop
- y. Auto part sales (see also major and minor repair)
- aa. Pawnbroker
- bb. Lawn and garden supply and household implement sales and accessory sales
- ee. Christmas tree sales lot; temporary only (see also section 9-4-103)

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

- b. Rental of home furniture, appliances or electronics and medically related products (see also (10)k.)
- c. Rental of cloths and accessories; formal wear, etc.

(12) Construction:

- c. Construction office; temporary, including modular office (see also section 9-4-103)

- e. Building supply; lumber and materials sales, plumbing and/or electrical supply excluding outside storage
- f. Hardware store

(13) Transportation:

- c. Taxi or limousine service
- h. Parking lot or structure; principal use

(14) Manufacturing/ Warehousing:

* None

(15) Other Activities (not otherwise listed - all categories):

* None

CG (General Commercial)

Special Uses

(1) General:

* None

(2) Residential:

- i. Residential quarters for resident manager, supervisor or caretaker; excluding mobile home

(3) Home Occupations (see all categories):

* None

(4) Governmental:

- a. Public utility building or use

(5) Agricultural/ Mining:

* None

(6) Recreational/ Entertainment:

- d. Game center
- l. Billiard parlor or pool hall
- m. Public or private club
- t. Athletic club; indoor and outdoor facilities

(7) Office/ Financial/ Medical:

- c. Office; customer services, not otherwise listed, including accessory service delivery vehicle parking and indoor storage
- f. Veterinary clinic or animal hospital (see also animal boarding; outside facility, kennel and stable)

(8) Services:

- a. Child day care facilities
- b. Adult day care facilities
- l. Convention center; private

(9) Repair:

- a. Major repair; as an accessory or principal use
- b. Minor repair; as an accessory or principal use

(10) Retail Trade:

- b. Gasoline or automotive fuel sales; accessory or principal use, retail
- j. Restaurant; regulated outdoor activities

n. Appliances; commercial use, sales and accessory repair, excluding outside storage

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

d. Rental of automobiles, noncommercial trucks or trailers, recreational vehicles, motorcycles and boats

f. Automobile, truck, recreational vehicle, motorcycle and boat sales and service (see also major and minor repair)

(12) Construction:

* None

(13) Transportation:

* None

(14) Manufacturing/ Warehousing:

k. Mini-storage warehouse, household; excluding outside storage

(15) Other Activities (not otherwise listed - all categories):

a. Other activities; personal services not otherwise listed

b. Other activities; professional activities not otherwise listed

c. Other activities; commercial services not otherwise listed

d. Other activities; retail sales not otherwise listed

Comparison of uses in the CG and CN Districts

Uses allowed in the CG District not allowed in the CN District

****Fast food restaurants are allowed in the CN District as a special use.**

CG (General Commercial)

Permitted Uses

(1) General:

- e. Temporary uses; of listed district uses
- g. Incidental assembly of products sold at retail or wholesale as an accessory to principle use

(4) Governmental:

- c. County or state government building or use not otherwise listed; excluding outside storage and major or minor repair
- d. Federal government building or use
- g. Liquor store, state ABC

(6) Recreational/ Entertainment:

- h. Commercial recreation; indoor only, not otherwise listed
- j. Bowling alleys
- n. Theater; movie or drama, indoor only
- q. Circus, carnival or fair, temporary only (see also section 9-4-103)

(7) Office/ Financial/ Medical:

- b. Operation/processing center
- g. Catalogue processing center

(8) Services:

- c. Funeral home
- k. Business or trade school
- q. Museum
- r. Art Gallery
- s. Hotel, motel, bed and breakfast inn; limited stay lodging (see also residential quarters for resident manager, supervisor or caretaker and section 9-4-103)
- u. Art studio including art and supply sales
- v. Photography studio including photo and supply sales
- y.(1) Television and/or radio broadcast facilities including receiving and transmission equipment and towers not exceeding 200 feet in height or cellular telephone and wireless communication towers not exceeding 200 feet in height (see also section 9-4-103)
- z. Printing or publishing service including graphic art, map, newspapers, magazines and books
- aa. Catering service including food preparation (see also restaurant; conventional and fast food)
- ll. Dry cleaners; household users

(9) Repair:

- g. Jewelry, watch, eyewear or other personal item repair

(10) Retail Trade:

- a. Miscellaneous retail sales; non-durable goods, not otherwise listed
- f. Office and school supply, equipment sales
- g. Fish market; excluding processing or packing
- i. Restaurant; fast food
- l. Electric; stereo, radio, computer, television, etc. sales and accessory repair

- m. Appliance; household use, sales and accessory repair, excluding outside storage
- p. Furniture and home furnishing sales not otherwise listed
- q. Floor covering, carpet and wall covering sales
- r. Antique sales; excluding vehicles
- s. Book or card store, news stand
- t. Hobby or craft shop
- u. Pet shop (see also animal boarding; outside facility)
- v. Video or music store; records, tape, compact disk, etc. sales
- w. Florist
- x. Sporting goods sales and rental shop
- y. Auto part sales (see also major and minor repair)
- aa. Pawnbroker
- bb. Lawn and garden supply and household implement sales and accessory sales
- ee. Christmas tree sales lot; temporary only (see also section 9-4-103)

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

- b. Rental of home furniture, appliances or electronics and medically related products (see also (10)k.)
- c. Rental of cloths and accessories; formal wear, etc.

(12) Construction:

- e. Building supply; lumber and materials sales, plumbing and/or electrical supply excluding outside storage
- f. Hardware store

(13) Transportation:

- c. Taxi or limousine service
- h. Parking lot or structure; principal use

CG (General Commercial)
Special Uses

(2) Residential:

- i. Residential quarters for resident manager, supervisor or caretaker; excluding mobile home

(6) Recreational/ Entertainment:

- d. Game center
- l. Billiard parlor or pool hall
- m. Public or private club

(7) Office/ Financial/ Medical:

- c. Office; customer services, not otherwise listed, including accessory service delivery vehicle parking and indoor storage
- f. Veterinary clinic or animal hospital (see also animal boarding; outside facility, kennel and stable)

(8) Services:

- l. Convention center; private

(9) Repair:

- a. Major repair; as an accessory or principal use

(10) Retail Trade:

- n. Appliances; commercial use, sales and accessory repair, excluding outside storage

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

- d. Rental of automobiles, noncommercial trucks or trailers, recreational vehicles, motorcycles and boats
- f. Automobile, truck, recreational vehicle, motorcycle and boat sales and service (see also major and minor repair)

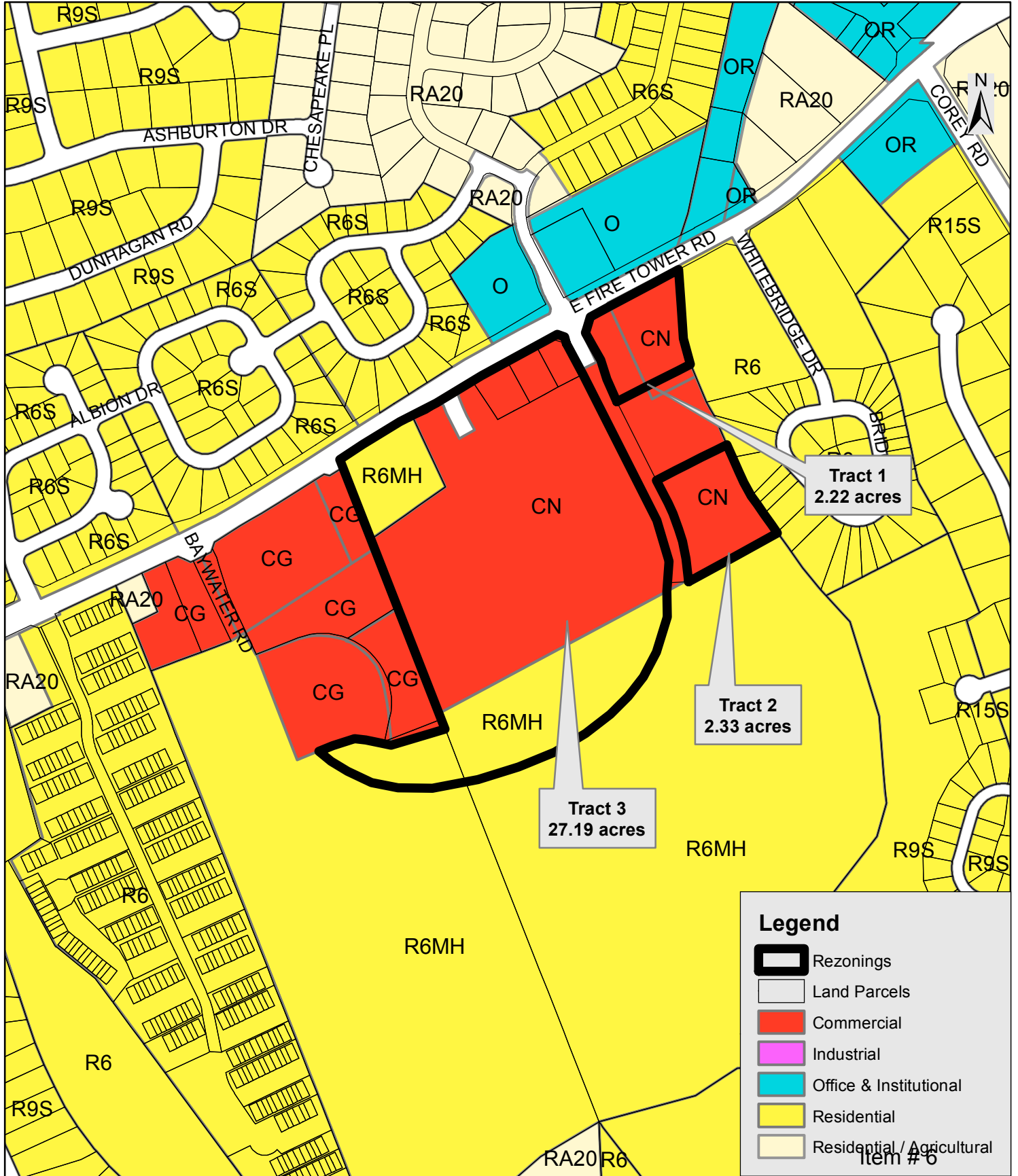
(14) Manufacturing/ Warehousing:

- k. Mini-storage warehouse, household; excluding outside storage

(15) Other Activities (not otherwise listed - all categories):

- a. Other activities; personal services not otherwise listed
- b. Other activities; professional activities not otherwise listed
- c. Other activities; commercial services not otherwise listed
- d. Other activities; retail sales not otherwise listed

Lewis Land Development, LLC, POHL, LLC and
V. Parker Overton (12-03)
From: CN and R6MH To: CG
Total Acreage: 31.74 Acres
March 6, 2012



04/30/07

BUFFERYARD SETBACK AND VEGETATION SCREENING CHART

For Illustrative Purposes Only

Bufferyard Requirements: Match proposed land use with adjacent permitted land use or adjacent vacant zone/nonconforming use to determine applicable bufferyard.

PROPOSED LAND USE CLASS (#)	ADJACENT PERMITTED LAND USE CLASS (#)					ADJACENT VACANT ZONE OR NONCONFORMING USE		PUBLIC/PRIVATE STREETS OR R.R.
	Single-Family Residential (1)	Multi-Family Residential (2)	Office/Institutional, light Commercial, Service (3)	Heavy Commercial, Light Industry (4)	Heavy Industrial (5)	Residential (1) - (2)	Non-Residential (3) - (5)	
Multi-Family Development (2)	C	B	B	B	B	C	B	A
Office/Institutional, Light Commercial, Service (3)	D	D	B	B	B	D	B	A
Heavy Commercial, Light Industry (4)	E	E	B	B	B	E	B	A
Heavy Industrial (5)	F	F	B	B	B	F	B	A

Bufferyard A (street yard)		
Lot Size	Width	For every 100 linear feet
Less than 25,000 sq.ft.	4'	2 large street trees
25,000 to 175,000 sq.ft.	6'	2 large street trees
Over 175,000 sq.ft.	10'	2 large street trees

Street trees may count toward the minimum acreage.

Bufferyard B (no screen required)	
Lot Size	Width
Less than 25,000 sq.ft.	4'
25,000 to 175,000 sq.ft.	6'
Over 175,000 sq.ft.	10'

Bufferyard C (screen required)	
Width	For every 100 linear feet
10'	3 large evergreen trees 4 small evergreens 16 evergreen shrubs

Where a fence or evergreen hedge (additional materials) is provided, the bufferyard width may be reduced to eight (8) feet.

Bufferyard D (screen required)	
Width	For every 100 linear feet
20'	4 large evergreen trees 6 small evergreens 16 evergreen shrubs

Bufferyard width may be reduced by fifty (50%) percent if a fence, evergreen hedge (additional material) or earth berm is provided.

Bufferyard E (screen required)	
Width	For every 100 linear feet
30'	6 large evergreen trees 8 small evergreens 26 evergreen shrubs

Bufferyard width may be reduced by fifty (50%) percent if a fence, evergreen hedge (additional material) or earth berm is provided.

Bufferyard F (screen required)	
Width	For every 100 linear feet
50'	8 large evergreen trees 10 small evergreens 36 evergreen shrubs

Bufferyard width may be reduced by fifty (50%) percent if a fence, evergreen hedge (additional material) or earth berm is provided.

Parking Area: Thirty (30) inch high screen required for all parking areas located within fifty (50) feet of a street right-of-way.

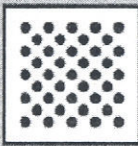
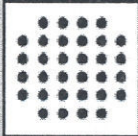
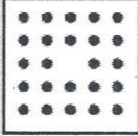
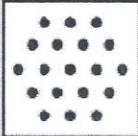
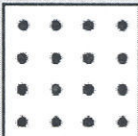
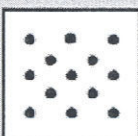
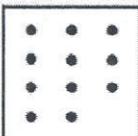
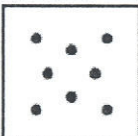
Residential Density		
Maximum density allowed by Zoning District based on average of 2.67 persons per dwelling unit		
High Density		
R6 R6-N R6-MH OR CDF	17 units per acre yields 45 persons per acre	
PUD	12 units per acre yields 32 persons per acre	
Medium Density		
R6-A	9 units per acre yields 24 persons per acre	
R6-S	7 units per acre yields 19 persons per acre	
R9	6 units per acre yields 16 persons per acre	
R9-S	5 units per acre yields 13 persons per acre	
Low Density		
RA-20 MRS	4 units per acre yields 11 persons per acre	
R15-S	3 units per acre yields 8 persons per acre	

Illustration: Maximum allowable density in Residential Zoning Districts

Whitebridge Sect. 2

- LOT 11A ANGELA B. OWENS AKA ANGELA B. AMBROSE D.B. 2738 PG. 580
- LOT 11B CHRISTOPHER BRIAN CORBETT D.B. 1853 PG. 9
- LOT 12A&B THOMAS W. SCOWCROFT D.B. 494 PG. 860
- LOT 13A&B JOHN WALTER SMITH & CAROLYN JANE SMITH D.B. 2352 PG. 232
- LOT 14A&B L. SPOTTSWOOD GRABES ROBERTA H. GRABES D.B. 1999 PG. 602
- LOT 15A GEW INVESTMENTS, LLC D.B. 2680 PG. 412
- LOT 15B NATALIE ANN HOBBS D.B. 510 PG. 416
- LOT 16A&B JAMES O. HARDEE D.B. 1936 PG. 567
- LOT 17A&B RC RENTALS, LLC D.B. 2536 PG. 68
- LOT 18A&B RC RENTALS, LLC D.B. 2536 PG. 68

Sheffield Sect. 2

- LOT 57A CHRISTINA ELIZABETH BRIZENDINE D.B. 2359 PG. 422
- LOT 58 ROBERT E. EARNHARDT D.B. 1807 PG. 512
- LOT 59 WILDRED GODWIN D.B. 1789 PG. 797
- LOT 60 JUDITH L. CHARLTON D.B. 2924 PG. 248

Quarterpath Village

- LOT 7 THERESA FORD FLOWERS D.B. 1764 PG. 513
- LOT 8 BOBBY J. DIXON DELLA S. DIXON D.B. 2094 PG. 358
- LOT 9 FEDERAL NATIONAL MORTGAGE ASSOCIATION D.B. 2928 PG. 173
- LOT 10 JEFFORY N. RANDOLPH, JR. D.B. 1584 PG. 191
- LOT 11 SPC, LLC D.B. 2919 PG. 747
- LOT 12 CHRISTOPHER ALAN DURHAM & COURTNEY LYN DURHAM D.B. 2487 PG. 245

Legend

- PARCEL NUMBER P.N.
- PAGE PG.
- MAP BOOK M.B.
- N/T HOW OR FORMERLY
- DEED BOOK D.B.
- RIGHT OF WAY R/W
- PLATTED BLOCK NO. (100' R/W, 75' B/B)
- FLATTED LOT NO. (100' R/W, 75' B/B)
- REZONING LINE (100' R/W, 75' B/B)

NOTES

1. AREA DETERMINED BY COORDINATES.
2. ALL DISTANCES ARE HORIZONTAL MEASUREMENTS.
3. NO POINT SET AT ANY CORNER UNLESS OTHERWISE NOTED.
4. THIS MAP WAS PREPARED FOR REZONING PURPOSES ONLY AND IS NOT A BOUNDARY SURVEY OF THE PROPERTIES SHOWN HEREON. NO EXISTING EASEMENTS OR IMPROVEMENTS ARE SHOWN.
5. EXISTING ZONING WAS TAKEN FROM THE OFFICIAL ZONING MAP, THE CITY OF GREENVILLE, DATED AUGUST 2, 2011 AND THE CITY OF GREENVILLE SPATIAL DATA EXPLORER WEB SITE.
6. BOUNDARY INFORMATION TAKEN FROM A BOUNDARY SURVEY PREPARED BY RIVERS AND ASSOCIATES, INC. ENTITLED SURVEY FOR: LEWIS LAND DEVELOPMENT, LLC DATED MAY 17, 2006 (RIVERS AND ASSOCIATES DRAWING NO. W-2933) AND FROM A BOUNDARY SURVEY PREPARED BY GARY S. MILLER & ASSOCIATES, P.A. ENTITLED SURVEY FOR WILLIAM E. DANSEY, JR. DATED JANUARY 17TH, 2007.
7. FUTURE BAYSWATER ROAD RIGHT OF WAY SHOWN HEREON TAKEN FROM PRELIMINARY PLAT #09-03 PREPARED BY RIVERS AND ASSOCIATES, INC. ENTITLED "PRELIMINARY PLAN - FIRETOWER JUNCTION" DATED APRIL 8, 2008.

References

- D.B. X 21, PG. 421
- D.B. 1740, PG. 816
- D.B. 1841, PG. 327
- D.B. 2072, PG. 337
- D.B. 2184, PG. 826
- D.B. 2223, PG. 428
- D.B. 2247, PG. 158
- D.B. 2278, PG. 725
- D.B. 2307, PG. 775
- D.B. 2678, PG. 338
- M.B. 21 PG. 69
- M.B. 72 PG. 123
- M.B. 72 PG. 129
- TAX NOS.: 08062, 27978, 30597, 07240, 18420, 79547, 79547-79549

Zoning Summary

- TRACT 1 CURRENT ZONING: CH PROPOSED ZONING: CG AREA: 96,671 S.F.± (2.22 AC.)
- TRACT 2 CURRENT ZONING: CH PROPOSED ZONING: CG AREA: 101,556 S.F.± (2.33 AC.)
- TRACT 3 CURRENT ZONING: CH & R-BM PROPOSED ZONING: CG AREA: 1,184,373 S.F.± (27.19 AC.)

CERTIFICATION

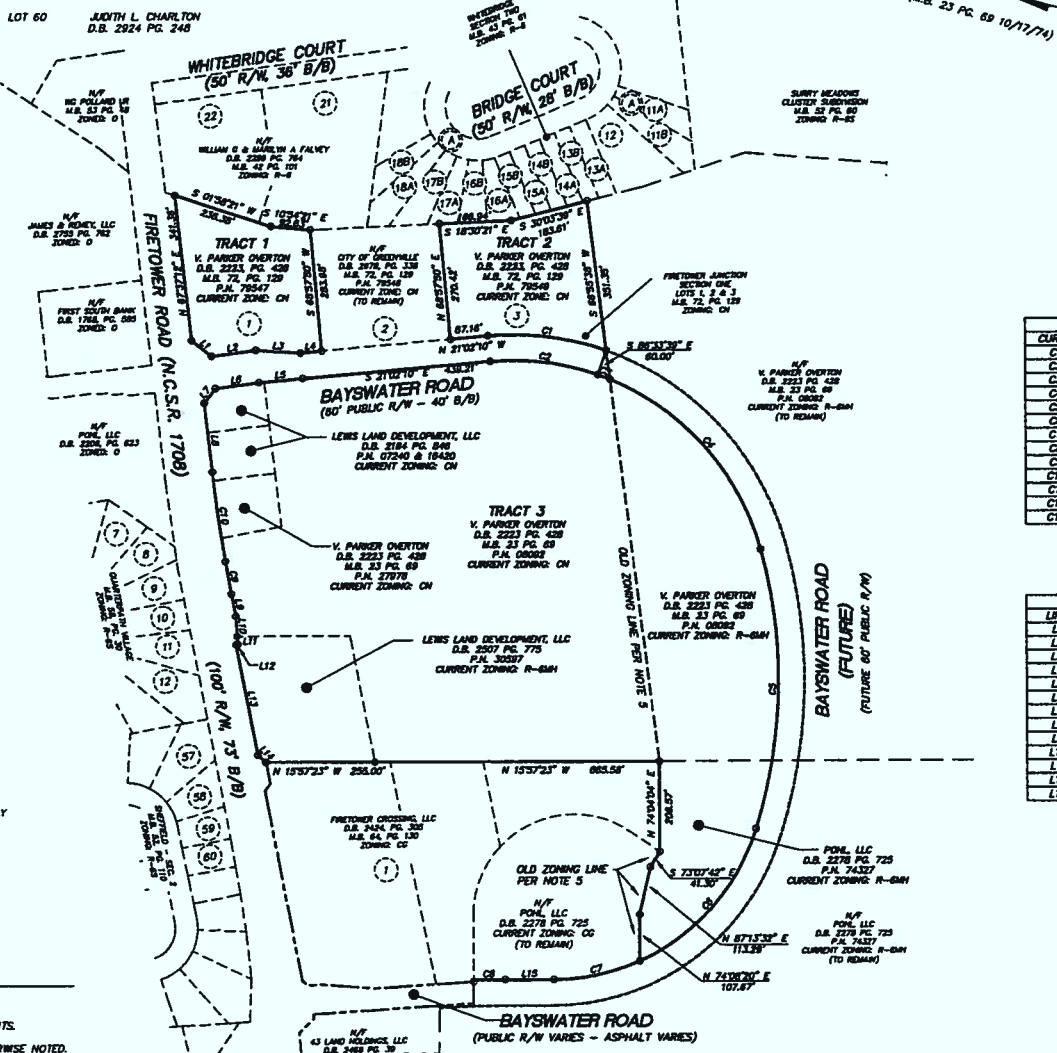
NORTH CAROLINA PITT COUNTY
 I PATRICK W. HARTMAN, PROFESSIONAL LAND SURVEYOR CERTIFY THAT THIS MAP WAS DRAWN UNDER MY SUPERVISION FROM DEEDS AND CH MAPS AS REFERENCED HEREON, AND DOES NOT REPRESENT A FIELD BOUNDARY SURVEY BY MYSELF OR RIVERS AND ASSOCIATES, INC. I FURTHER CERTIFY PURSUANT TO G.S. 47-30 (7)(1)(L), THAT THIS SURVEY IS OF ANOTHER CATEGORY, REZONING MAP. WITNESS MY ORIGINAL SIGNATURE, REGISTRATION NUMBER AND SEAL THIS 21ST DAY OF FEBRUARY, 2012.
 SIGNED: *Patrick W. Hartman*
 PROFESSIONAL LAND SURVEYOR
 REGISTRATION NUMBER L-4362 Item # 6



DATE: 02/21/2012
 SURVEY: JEW BCF
 DESIGN: CHECK PH

Rivers & Associates, Inc. Engineers Planners Surveyors
 Firm Lic. No. F-0334
 107 East Second Street, Greenville, NC 27838 (252) 752-4135
 8131 Falls of Neuse Road, Suite 300 Raleigh, NC 27615 (919) 848-5347

REZONING MAP FOR:
LEWIS LAND DEVELOPMENT, LLC
POHL, LLC & V. PARKER OVERTON
 CITY OF GREENVILLE, WINTERVILLE TOWNSHIP, PITT CO., NORTH CAROLINA
 SCALE: 1" = 200' Z-2412-2 PROJECT NO.: 26032 SHEET 1 of 1

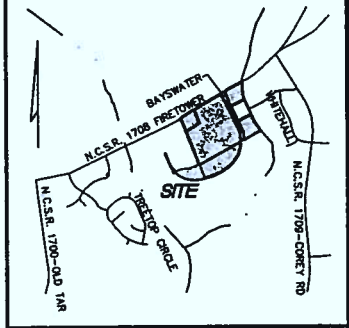
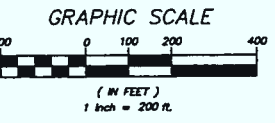


CURVE TABLE

CURVE	RADIUS	ARC LENGTH	CH. BEARING	CH. LENGTH	DELTA
C1	660.00	287.83	N00°47'35"W	278.60	242°31"
C2	650.00	268.30	S08°47'35"E	254.36	242°31"
C3	600.00	30.33	S24°51'17"W	30.32	283°49"
C4	600.00	548.63	S32°34'40"W	532.01	87°29'09"
C5	1150.46	661.25	S75°17'12"W	652.19	32°54'38"
C6	500.00	422.63	N64°01'15"W	410.35	48°27'11"
C7	500.00	208.18	S27°31'58"E	208.69	233°12"
C8	2384.40	73.77	N16°49'28"W	73.77	146°22"
C9	3770.73	78.24	N63°48'38"E	78.24	171°20"
C10	3757.66	210.69	N65°57'48"E	210.68	372°49"
C11	500.00	187.87	S30°31'12"E	181.16	16°32'54"
C12	500.00	46.32	S18°33'31"E	46.30	57°28"
C13	2384.40	73.77	N16°49'28"W	73.77	146°22"

LINE TABLE

LINE	BEARING	DISTANCE	LINE	BEARING	DISTANCE
L1	N22°01'46"E	58.84	L14	N26°20'24"E	24.47
L2	N24°30'35"W	105.14	L15	S15°36'17"E	113.99
L3	N12°17'00"W	103.69	L16	S15°36'17"E	54.31
L4	N21°02'10"W	59.30	L17	S15°36'17"E	59.69
L5	S21°02'10"E	102.63	L18	N15°37'47"W	195.97
L6	S21°02'10"E	103.09	L19	S74°08'20"W	40.50
L7	S27°54'14"E	42.62	L20	N15°37'47"W	63.21
L8	N67°34'08"E	181.49	L21	S21°15'35"E	22.82
L9	N67°34'08"E	52.86	L22	N21°15'35"W	83.83
L10	N70°03'10"E	47.35	L23	N25°08'40"W	45.08
L11	N70°03'10"E	18.68	L24	N24°01'38"E	10.23
L12	S27°41'02"E	6.17	L25	N74°01'59"E	3.58
L13	N67°34'08"E	283.24			



Vicinity Map - NTS



City of Greenville, North Carolina

Meeting Date: 4/12/2012
Time: 7:00 PM

Title of Item: Ordinance amending Article N of the Zoning Ordinance relating to sign regulations associated with temporary flags and wind blades

Explanation: The City of Greenville's standards for regulating signs are located in Article N of the Zoning Ordinance and are typically referred to as the City's sign regulations. These regulations are comprehensive in that they include minimum standards relative to the construction, type, size, height, number, location, illumination, and maintenance of all signs within the city's planning and zoning jurisdiction.

Background

Council Member Max Joyner requested on May 31, 2011, that a report on the sign regulations be placed on an August City Council meeting agenda. As a result of that request, staff developed a report (attached) on the City's sign regulations and presented the report to the City Council at their August 8, 2011, meeting.

Following staff's presentation, Council Members asked a variety of questions related to the sign regulations, and specifically about temporary signs and flags. Following this discussion, City Council directed staff to develop options for possible modifications to the sign regulations for their review.

Staff developed a list of possible modifications to the sign regulations based primarily upon comments made by City Council members at the August 8, 2011, meeting and presented the same to City Council at their September 8, 2011, meeting. The possible modifications presented included the following:

1. Temporary Signs. These signs are currently permitted at a rate of one per lot, are limited to six square feet in area, and are permitted continuously (365 days per year).

Possible Modification 1: Eliminate the use of temporary signs.

2. Flags. Flags, either with or without commercial messages, are permitted so long as each flag does not exceed 100 square feet in area. There is no limitation to the number of flags that can be erected per lot or business. "Wind blades" are not considered flags.

Possible Modification 2: Allow "wind blades", but limit the number permitted per lot or business.

Possible Modification 3a: Limit the number of flags with commercial messages per lot or business.

Possible Modification 3b: Eliminate the use of flags with commercial messages.

3. Education. The Code Enforcement Division distributes a brochure outlining the standards for temporary/permit exempt signs to individuals in the field. The Planning Division distributes materials outlining the standards for permanent signs to new businesses when they apply for a business license.

Possible Modification 4: Develop a unified "sign regulations brochure" and distribute information to all business license holders during annual renewal process.

Possible Modification 5: Require all businesses engaged in the production of signs to confirm in writing that they have received a copy of the City's sign regulations and have reviewed the same.

Following staff's presentation of possible modifications and significant discussion, City Council directed staff to contact local sign companies to get input on potential modifications. Staff scheduled individual meetings with the owners/operators of four local sign companies. These individuals provided comments on the potential modifications presented to City Council and other miscellaneous provisions of the current standards.

A full summary of the comments provided by the sign companies (see attached) was presented to City Council at their November 14, 2011, meeting. After some discussion, City Council voted to initiate a Zoning Ordinance text amendment that would allow the use of "wind blades", but limit the number permitted and to limit the number of flags with commercial messages per lot or business.

Staff drafted a text amendment to reflect the changes requested by City Council and presented the same to the Planning and Zoning Commission at their January 17, 2012, meeting. The Planning and Zoning Commission voted unanimously to recommend approval of the text amendment to City Council (excerpt of meeting minutes attached). Staff then presented the draft text amendment to City Council at their February 9, 2012, meeting. City Council voted to table the item and send it back to the Planning and Zoning Commission to provide a recommendation on eliminating the use of temporary freestanding flags and wind blades.

The Planning and Zoning Commission considered the revised text amendment

proposing to eliminate the use of temporary freestanding flags and wind blades at their March 20, 2012, meeting. After significant discussion, the Commission voted 7-1 to recommend denial of the revised text amendment and to reaffirm their previous recommendation. It should also be noted that the Commission considered two additional modifications related to the use of banners and plans to have additional discussion on this topic at a future meeting.

Current Standards

Flags, either with or without commercial messages, are permitted so long as each flag does not exceed 100 square feet in area. There is no limitation to the number of flags that can be erected per lot. "Wind blades" are not classified as flags; they are temporary signs which are limited to 6 square feet in area and one per lot.

Text Amendment Recommended for Approval by the Planning and Zoning Commission (Option 1 Ordinance)

1. Define "wind blades" as follows:

A non-self supporting fabric or film display that is supported on one side by a pole or mast that is curved at the top so that the message is visible regardless of wind conditions. Wind blades shall be freestanding and shall not be attached to any permanent structure.

(Wind blades are currently not defined.)

2. Flags without commercial messages shall be no more than 100 square feet in area. There is no limitation on the number permitted per lot.

(This is the same as the current standard.)

3. Flags with commercial messages that are located on functioning light poles internal to the business lot shall be no more than 50 square feet in area. There is no limitation on the number permitted per lot.

(Currently permitted up to 100 square feet in area.)

4. Freestanding flags with commercial messages and wind blades with commercial messages or noncommercial messages are permitted as follows:

- At least one freestanding flag or wind blade will be permitted per lot.
- One freestanding flag or wind blade will be permitted for each 100 feet of lot frontage on a public or private street.
- Each freestanding flag or wind blade shall not exceed 25 square feet in area or 12 feet in height.

(Wind blades are currently considered temporary signs and are limited to one per lot and 6 square feet in area. Self-supporting flags are permitted up to 100 square feet in area with no limitation on the number permitted.)

Text Amendment Recommended for Denial by the Planning and Zoning Commission (**Option 2 Ordinance**)

1. Define "wind blades" as follows:

A non-self supporting fabric or film display that is supported on one side by a pole or mast that is curved at the top so that the message is visible regardless of wind conditions. Wind blades shall be freestanding and shall not be attached to any permanent structure.

(Wind blades are currently not defined.)

2. Flags attached to permanent flag poles shall be permitted as follows:

- Only one permanent flagpole is permitted per lot.
- Flags without commercial messages shall be no more than 100 square feet in area.
- Flags with commercial messages shall be no more than 50 square feet in area.

(This is the same as the current standard, except the limitation on the number of permanent flag poles.)

3. Flags with or without commercial messages that are located on functioning light poles internal to the business lot shall be no more than 50 square feet in area. There is no limitation on the number permitted per lot.

(Currently permitted up to 100 square feet in area.)

4. Temporary freestanding flags and wind blades are not permitted.

Staff Comments

The sign regulations strive to balance the rights and needs of businesses and other entities to advertise and promote themselves to the public with the community's need to maintain public safety and aesthetic quality. The proposed text amendment attempts to provide such balance.

Specific provisions of **Horizon's: Greenville's Community Plan** that will be furthered or supported by this text amendment include:

Community Character Goal: To enhance the appearance of all areas of the city.

Objective UF8: To enhance the appearance of highway and gateway corridors.

Economy Goal: To provide a healthy, diversified, expanding economy that provides jobs for all of Greenville's residents in a truly livable setting.

Objective E1: To create conditions favorable for healthy economic expansion

in the area.

Fiscal Note: No direct cost is anticipated.

Recommendation: In staff's opinion, the proposed Zoning Ordinance Text Amendment is in compliance with **Horizons: Greenville's Community Plan**.

The Planning and Zoning Commission recommended approval of the Option 1 Ordinance (see attachment) at their January 17, 2012, meeting. The Commission voted to recommend denial of the Option 2 Ordinance (see attachment) and to reaffirm their previous recommendation at their March 20, 2012, meeting.

If City Council determines to approve one of the two amendment options, a motion to adopt one of the two alternative ordinances is needed. These ordinances include the statutorily required statement describing whether the action taken is consistent with the comprehensive plan and explaining why City Council considers the action taken to be reasonable and in the public interest.

Viewing Attachments Requires Adobe Acrobat. [Click here](#) to download.

Attachments / click to download

- [Summary of Comments from Sign Companies 910200](#)
- [Temporary Sign Survey August 2011_904867](#)
- [Report on Sign Regulations](#)
- [Planning and Zoning Commission Minutes for March 20_12_draft_922719](#)
- [PZ Excerpt Sign Regulations 2_917141](#)
- [Ordinance sign regulations 917044](#)
- [Ordinance Option 2_922727](#)

Excerpt from the DRAFT Planning & Zoning Minutes (3/20/2012)

**ZONING ORDINANCE TEXT AMENDMENT RELATING TO SIGN REGULATIONS
ASSOCIATED WITH TEMPORARY FLAGS, WIND BLADES AND BANNERS**

The City of Greenville's standards for regulating signs are located in Article N of the Zoning Ordinance and are typically referred to as the city's sign regulations. The sign regulations strive to balance the rights and needs of businesses and other entities to advertise and promote themselves to the public with the community's need to maintain public safety and the aesthetic quality.

Mr. Chris Padgett, Interim Assistant City Manager, provided background information on this request to the Commission. The process that led to this text amendment began at the May 31, 2011, City Council meeting when a report on the city's sign standards was requested. Mr. Padgett presented three issues to be considered by the Commission: (1) Flags and Wind Blades (2) Use of Banners by Non-Profits and Governmental Organizations (3) Use of Banners for "Going Out of Business Sales/Events"

Issue #1-Flags and Wind Blades

Mr. Padgett stated that the Commission reviewed a text amendment at their January 17, 2012, meeting and made a recommendation to City Council. The recommendation included:

- A definition for "wind blade"
- Limiting flags without commercial messages to no more than 100 square feet in area with no limitation on the number permitted per lot.
- Limiting flags with commercial messages that are located on functioning light poles internal to the business lot to no more than 50 square feet in area.
- Permitting freestanding flags with commercial messages and wind blades with commercial or noncommercial messages as follows:
 - At least one freestanding flag or wind blade is permitted per lot;
 - One freestanding flag or wind blade is permitted for each 100 feet of lot frontage on a public or private street; and
 - Each freestanding flag or wind blade shall not exceed 25 square feet in area or 12 feet in height.

Mr. Padgett stated that City Council reviewed the recommendation at the February 9, 2012, meeting. During discussion, there was not a consensus on the recommendation. City Council voted to table the text amendment recommended by the Planning and Zoning Commission and sent the item back to the Commission to provide a recommendation on eliminating the use of temporary freestanding flags and wind blades.

Mr. Padgett presented an alternate amendment based on City Council's directive. This amendment includes the following:

- Provide a definition for "wind blade"
- Limit flags with or without commercial messages that are located on functioning light poles internal to the business lot to no more than 50 square feet in area. No limitation on the number permitted per lot.

- Temporary freestanding flags and wind blades are not permitted.
- Flags attached to permanent flag poles are limited to 50 square feet for commercial messages, 100 square feet for noncommercial messages, and no more than one flag pole per lot.

Mr. Bell stated that he would like to keep the initial recommendation.

Mr. Schrade agreed.

Mr. Parker asked was the City Council concerned with the proximity of the wind blades to the right-of-way.

Mr. Padgett answered that there was some discussion about the safety related to these temporary structures possibly blocking views from driveways, but that a primary concern was the aesthetics of the city's primary corridors.

Mr. Weitz suggested the elimination or strict regulation of wind blades so the community does not have additional sign clutter.

Ms. Basnight asked if Code Enforcement had enough personnel to enforce the sign regulations.

Mr. Padgett stated that he could not speak to Code Enforcement's staffing, but noted that they patrol the city daily addressing a number of code issues and that they address temporary sign violations when they see them.

Mr. Parker asked for the definition of "temporary signs".

Mr. Padgett explained that temporary referred to the type of sign structure not attached to a permanent foundation.

Mr. Maxwell asked why does the alternate amendment have "the no limit of flags per lot" if we are trying to restrict the number of flags.

Mr. Padgett stated that our current standard states you can have an unlimited number of flags per lot. The suggestion was to work with what we already have.

No one spoke in favor of the amendment.

No one spoke in opposition of the amendment.

Motion made by Mr. Bell, seconded by Ms Harrington, to recommend denial of the requested amendment and to reaffirm the Commission's previous recommendation, to advise that it is inconsistent with the comprehensive plan or other applicable plans, and to adopt the staff report which addresses plan consistency and other matters. Those voting in favor: Bellis, Basnight, Parker, Maxwell, Schrade, Bell and Harrington. Those voting in opposition: Weitz. Motion passed.

Excerpt from the APPROVED Planning & Zoning Minutes (1/17/12)

Zoning Ordinance Text Amendment: Sign Regulations – APPROVED.

Mr. Christopher Padgett, Chief Planner, provided background information on this request to the Commission. The process that led to this text amendment began at the May 31, 2011, City Council meeting when a report on the city's sign standards was requested. Staff developed the requested report and presented it to City Council at their August 8, 2011, meeting. A copy of that report is included in the Commission's agenda packet. Following this presentation, City Council directed staff to develop options for possible modifications to the sign standards for their review. Staff developed a list of potential modifications and presented them to City Council at their September 8, 2011, meeting. Following staff's presentation City Council directed staff to contact local sign companies to get their input on the potential modifications. Staff then met with the owners/operators of four local sign companies and gathered their input as directed. The list of potential modifications was again presented to City Council along with the sign company comments at their November 14, 2011, meeting. City Council then voted to initiate a Zoning Ordinance Text Amendment to allow the use of wind blades with limitations on the number permitted and their size and to limit the number of flags with commercial messages per business or lot.

Mr. Padgett reviewed the existing standards applicable to flags and wind blades. Flags, either with or without commercial messages, are permitted so long as each flag does not exceed 100 square feet in area. There is no limitation to the number of flags that can be erected per lot. Wind blades are not classified as flags; they are temporary signs which are limited to 6-square feet in area and one per lot.

Mr. Padgett presented the specific text of the proposed standards as follows:

1. Define "wind blades" as follows:
A non-self supporting fabric or film display that is supported on one side by a pole or mast that is curved at the top so that the message is visible regardless of wind conditions. Wind blades shall be freestanding and shall not be attached to any permanent structure.
2. Flags without commercial messages shall be no more than 100 square feet in area. There is no limitation on the number permitted per lot.
3. Flags with commercial messages that are located on functioning light poles internal to the business lot shall be no more than 50 square feet in area. There is no limitation on the number permitted per lot.
4. Freestanding flags with commercial messages and wind blades with commercial messages or noncommercial messages are permitted as follows:
 - At least one freestanding flag or wind blade is permitted per lot.

- One freestanding flag or wind blade is permitted for each 100-feet of lot frontage on a public or private street.
- Each freestanding flag or wind blade shall not exceed 25 square feet in area or 12-feet in height.

Mr. Padgett asked if there were any questions. Ms. Bellis asked if the signs would be allowed in the street right way. Mr. Padgett stated that like all other signs they would have to be on private property.

Mr. Parker brought up the fact that wind blades are a new form of advertising as well as the fan air blowers. He asked had anyone taken a look at those.

Mr. Padgett said that by the definition of the ordinance the wind blowers are not permitted. Mr. Randall asked if the fan blowers would be allowed anywhere or any time. Mr. Padgett informed him that they could be used for grand openings. The standard allows for full range of signs during a grand opening.

Mr. Smith asked what would happen if multiple stores wanted to have advertising flags but the lot size did not permit based on the proposed ordinance. Mr. Padgett stated that that would be a private property matter for the property owner to decide.

Mr. Schrade asked for clarification on the basis for allowing one per lot instead of one per business? Mr. Padgett stated that they modeled the draft standards after the current standards for temporary signs. Each lot is permitted one temporary (yard) sign up to 6 square feet in area. If there are multiple shops on very small frontage and each one wanted to put a sign out, it would be problematic from an aesthetic stand point.

Mr. Bell asked how this would be monitored. Mr. Padgett stated that it would be monitored through code enforcement the same way we do temporary signs. Mr. Bell asked if this would be done Monday through Friday or on the weekends. Mr. Padgett stated that code enforcement does routinely patrol on weekends.

Mr. Randall opened the public hearing.

No one spoke in favor of the request.

No one spoke in opposition of the request.

The public hearing was closed and opened up for commission to discuss or motion.

Mr. Bell made a motion to approve the proposed text amendment to advise that it is consistent with the Comprehensive Plan and other applicable plans and to adopt the staff report which addresses plan consistency and other matters. Mr. Gordon seconded the motion. The motion passed unanimously.

OPTION 1 ORDINANCE

ORDINANCE NO. 12-
AN ORDINANCE AMENDING THE ZONING ORDINANCE
OF THE CITY OF GREENVILLE, NORTH CAROLINA

WHEREAS, the City Council of the City of Greenville, North Carolina, in accordance with Article 19, Chapter 160A, of the General Statutes of North Carolina, caused a public notice to be given and published once a week for two successive weeks in The Daily Reflector setting forth that the City Council would, on April 12, 2012 at 7:00 p.m., in the City Council Chambers of City Hall in the City of Greenville, NC, conduct a public hearing on the adoption of an ordinance amending the City Code; and

WHEREAS, in accordance with the provisions of North Carolina General Statute 160A-383, the City Council does hereby find and determine that the adoption of the ordinance involving the text amendment is consistent with the adopted comprehensive plan and that the adoption of the ordinance involving the text amendment is reasonable and in the public interest due to its consistency with the comprehensive plan and, as a result, its furtherance of the goals and objectives of the comprehensive plan.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF GREENVILLE, NORTH CAROLINA, DOES HEREBY ORDAIN:

Section 1: That Title 9, Chapter 4, Article N, Section 9-4-222, of the City Code, is hereby amended by adding the following:

Wind blade. A non-self supporting fabric or film display that is supported on one side by a pole or mast that is curved at the top so that the message is visible regardless of wind conditions. Wind blades shall be freestanding and shall not be attached to any permanent structure.

Section 2: That Title 9, Chapter 4, Article N, Section 9-4-227, of the City Code, is hereby amended by deleting subsection (D)(1) and replacing said subsection with the following:

(1) Flags and wind blades are permitted as follows:

(a) Flags without commercial messages shall be no more than 100 square feet in area. There is no limitation on the number permitted per lot.

(b) Flags with commercial messages that are located on functioning light poles internal to the business lot shall be no more than 50 square feet in area. There is no limitation on the number permitted per lot.

(c) Freestanding flags with commercial messages and wind blades with commercial messages or noncommercial messages are permitted as follows:

(i) At least one freestanding flag or wind blade will be permitted per lot.

(ii) One freestanding flag or wind blade will be permitted for each 100-feet of lot frontage on a public or private street.

(iii) Each freestanding flag or wind blade shall not exceed 25 square feet in area or 12-feet in height.

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

Section 4. That this ordinance shall become effective upon its adoption.

Adopted this 12th day of April, 2012.

Allen M. Thomas, Mayor

ATTEST:

Carol L. Barwick, City Clerk

OPTION 2 ORDINANCE

ORDINANCE NO. 12-
AN ORDINANCE AMENDING THE ZONING ORDINANCE
OF THE CITY OF GREENVILLE, NORTH CAROLINA

WHEREAS, the City Council of the City of Greenville, North Carolina, in accordance with Article 19, Chapter 160A, of the General Statutes of North Carolina, caused a public notice to be given and published once a week for two successive weeks in The Daily Reflector setting forth that the City Council would, on April 12, 2012 at 7:00 p.m., in the City Council Chambers of City Hall in the City of Greenville, NC, conduct a public hearing on the adoption of an ordinance amending the City Code; and

WHEREAS, in accordance with the provisions of North Carolina General Statute 160A-383, the City Council does hereby find and determine that the adoption of the ordinance involving the text amendment is consistent with the adopted comprehensive plan and that the adoption of the ordinance involving the text amendment is reasonable and in the public interest due to its consistency with the comprehensive plan and, as a result, its furtherance of the goals and objectives of the comprehensive plan.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF GREENVILLE, NORTH CAROLINA, DOES HEREBY ORDAIN:

Section 1: That Title 9, Chapter 4, Article N, Section 9-4-222, of the City Code, is hereby amended by adding the following:

Wind blade. A non-self supporting fabric or film display that is supported on one side by a pole or mast that is curved at the top so that the message is visible regardless of wind conditions. Wind blades shall be freestanding and shall not be attached to any permanent structure.

Section 2: That Title 9, Chapter 4, Article N, Section 9-4-227, of the City Code, is hereby amended by deleting subsection (D)(1) and replacing said subsection with the following:

(1) Flags and wind blades are permitted as follows:

(a) Temporary freestanding flags and wind blades are not permitted.

(b) Flags with or without commercial messages that are located on functioning light poles internal to the business lot shall be no more than 50 square feet in area. There is no limitation on the number permitted per lot.

(c) Flags attached to permanent flag poles shall be permitted as follows:

- (i) Flags without commercial messages are limited to 100 square feet in area;*
- (ii) Flags with commercial messages are limited to 50 square feet in area;*
- (iii) Only one permanent flagpole is permitted per lot.*

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

Section 4. That this ordinance shall become effective upon its adoption.

Adopted this 12th day of April, 2012.

Allen M. Thomas, Mayor

ATTEST:

Carol L. Barwick, City Clerk

Summary of Comments from Local Sign Companies

Brite Signs

Temporary Signs

- Not in favor of eliminating. These signs are needed for businesses to convey messages to motoring public of sales or special events.
- Signs should be allowed to be larger for better visibility.

Flags

- Self supportive commercial flags need to be limited.
- No limit on flags on light poles on private property.

Education

- The brochure for businesses and requiring sign companies to review the ordinance are both good ideas.

Other Comments

- Banners should be allowed with a time limit. They are cheap and can be reused.
- Decrease the change time for electronic signs (currently once per hour).
- A survey of citizens should be done to determine the opinions of signage in Greenville.

Signs Now

Temporary signs

- Businesses need this form of advertisement especially in this economy, not in favor of eliminating.

Flags

- No distinction should be made between self supportive flags and wind blades or wind blades or wind feathers.
- Commercial flags should not be eliminated however the number allowed should be limited.

Education

- The brochure for businesses and requiring sign companies to review the ordinance are both good ideas.

Other Comments

- Provisions for “coming soon” signs should be added.
- Temporary wall signs (including banners) should be allowed for specified time during permanent sign fabrication.
- ECU should not be allowed to violate the city’s electronic sign requirements.
- Electronic signs should be allowed to change once every 15 minutes.

Mr. Sign Guy

Temporary signs

- Supports the elimination of these signs. They make the community look terrible.

Flags

- No distinction should be made between self supportive flags and wind blades.
- Commercial flags should not be eliminated however the number allowed should be limited.

Education

- The brochure for businesses is a waste of money because business owners will not read it. Sign company should educate the business owners when they purchase signs.
- Requiring sign companies to confirm in writing that they have received a copy of the city's sign regulations is a good idea.

Other Comments

- The city's voicemail system should be easier to navigate to report code violations.
- Sign fees are too low compared to other cities. Greenville is missing out on revenues. There should be a fee for each sign. (The City currently charges one permit fee regardless of how many wall signs are proposed.)
- Overall Greenville is doing a good job with signs, fees are low, permits are easy to get and the regulations are not too difficult compared to other cities.

Signsmith

Temporary signs

- Should not be eliminated because they are necessity for businesses that have limited road exposure.
- They should be limited for aesthetic purposes.
- Metal frames should be required instead of the wire frames typically used for aesthetic purposes.
- Penalties should be more severe for habitual offenders of the temporary sign regulations.

Flags

- No distinction should be made between self supportive flags and wind blades.
- Self supported flags should be limited or eliminated all together.
- Flags on light poles should not be eliminated. They should be required to be removed if tattered.

Education

- The brochure for businesses and requiring sign companies to review the ordinance are both good ideas.

Other Comments

- No hand drawn or hand written signs should be allowed.
- Greenville is easy to deal with, has reasonable fees and has ample sign allowances.

Temporary Sign and Flag Standards Survey

Cary

Temporary signs are prohibited in Cary except in conjunction with a grand opening event. These signs can be erected for 30 days and can be no larger than 32 square feet.

Flags that contain logos or advertisements are considered temporary signs and are not allowed. Ornamental flags can be erected on permanent poles at the rate of 3 poles per structure and two flags per pole not to exceed 25 foot in height. Flags are limited to 5'x8' or 40 square feet each in size.

Chapel Hill

Temporary signs are prohibited in Chapel Hill except in conjunction with a grand opening event. These signs can be erected for 21 days and can be no larger than 32 square feet.

Chapel Hill only allows the use of local, state or federal flags.

Fayetteville

Temporary signs are prohibited in Fayetteville except in conjunction with a grand opening event or going out of business sale. These signs can be erected for 30 days during each period. There is no size limit to the signs.

Flags are permitted at the rate of 5 per business and can only be business logo flags, local, state or federal flags.

Jacksonville

Temporary signs are permitted in the following manner:

- In conjunction with a grand opening which allows no more than two signs per lot or business to be erected no longer than 3 consecutive days or 10 total days per 365 days.
- 1 sign per lot no larger than 4 square feet and erected no longer than 3 consecutive days or 10 total days per 365 days.

Commercial and non commercial flags are permitted as long as they remain in good physical condition. There is no limit to the size or quantity.

Raleigh

Temporary signs are permitted in the following manner:

- Special Events: permitted for 30 days twice during the life of a business. Typically used in association with grand opening and going out of business events.
- Temporary Events: permitted for 20 days per calendar year

There is no limit to the size or amount of signs during these events.

Flags are considered wind blown signs and count toward the wall sign allowance of a business. They are limited to 20-feet in height or the height of the tallest structure, whichever is greater; 35 square feet in area; no more than 3 total flags per business; and all flags must be installed on permanent poles.

Report on the City of Greenville Sign Regulations

Contents:

- Section I. Report Purpose– Page 2
- Section II. Summary of Existing Sign Standards – Page 2
- Section III. Adoption and Amendment History – Page 12
- Section IV. Enforcement – Page 20

**Report Developed by the City of Greenville
Community Development Department - Planning Division
July 21, 2011**

SECTION I – Report Purpose

The City of Greenville’s standards for regulating signs are located in Article N of the Zoning Ordinance and are typically referred to as the city’s sign regulations. The sign regulations attempt to balance the rights and needs of businesses and other entities to advertise and promote themselves to the public with the need to maintain the aesthetic quality of the community. The purpose of this Report is to provide City Council with an overview of the current sign standards; the history and background related to how they were first developed and have been modified since initial adoption; and how they are enforced.

SECTION II – Summary of Existing Sign Standards

The City of Greenville’s sign regulations are comprehensive in nature. They include minimum standards relative to the construction, type, size, height, number, location, illumination and maintenance of all signs within the city’s planning and zoning jurisdiction. The purpose of this Section (II) is to provide a general summary of these standards in the form of commonly asked questions.

❖ What is a sign?

A sign is defined as any display device that is visible and is located and designed to attract the attention of persons or to communicate any information to them.

❖ What types of on-site signs are permitted for a business in Greenville?

1. Freestanding Signs

Freestanding signs are permanent signs that are not attached to or supported by a building. These signs are typically referred to as pole, pylon, or monument signs. Businesses can typically have one or more freestanding signs; the number, height and size of which are determined by the specific zoning district in which they are located and the amount of frontage the business lot has on a public street.

Generally, freestanding signs may be up to twenty-five (25) feet in height in commercial, office and industrial zoning districts and up to fifteen (15) feet in height in medical related zoning districts.

Examples of freestanding signs are provided below:



2. Wall Signs

Wall signs are permanent signs that are directly attached to a building wall. All businesses are permitted wall sign(s) on their building up to fifty (50) square feet in area. Businesses may be eligible for additional wall signage (additional square feet) determined by the width of the building's façade facing a public street or shared parking area.

Examples of wall signs are provided below:



3. Flags

Businesses may have flags with or without commercial messages so long as they do not exceed one-hundred (100) square feet in area (no permit required / no limitation on time).

An example of flags with a commercial message is provided below:



4. Temporary Signs

- Each lot may have one temporary sign not exceeding six (6) square feet (no permit required / no limitation on time).
- Businesses are permitted a variety of signs (with no maximum number or area) associated with a Grand Opening. Such a Grand Opening event may last up to ten (10) days and must commence no later than sixty (60) days following any occupancy for use.

Examples of temporary signs for businesses are provided below:



❖ What types of signs are permitted for a church?

- Churches are permitted wall signs the same as businesses.
- They have specific standards for freestanding signs. These standards generally limit the area of such a sign to thirty-six (36) square feet. When more than one (1) freestanding sign is permitted, a single seventy-two (72) square foot sign is permitted so long as it does not exceed ten (10) feet in height.
- They may have off-site directional signs so long as they do not exceed three (3) square feet in area; six (6) feet in height; and are located on private property.

Examples of signs for churches are provided below:



❖ **What types of signs are permitted for subdivisions and multi-family developments?**

They are permitted two (2) freestanding identification signs per entrance. Such signs are limited to fifty (50) square feet in area each and ten (10) feet in height.

Examples of subdivision and multi-family development entrance signs are provided below:



❖ **What types of signs are permitted for non-profit and governmental organizations?**

- They are permitted the same on-site signs as businesses.
- They are permitted not more than one (1) on-site and three (3) off-site temporary signs in conjunction with a special event. These temporary signs, which may include banners, must be on private property with the permission of the property owner. They may not exceed thirty (30) square feet in area per sign, may not be erected more than seven (7) days and the maximum frequency of any special event shall be one (1) occurrence within any twelve (12) month period. Such signs do require zoning compliance permits.

❖ **Are there special standards for signs in the Uptown Greenville area?**

Much of the area referred to as Uptown Greenville is located in the CD (Downtown Commercial) zoning district. This district does have specific sign standards recognizing the unique character of the area. These standards include wall and freestanding signs being limited to fifty (50) square feet in area and freestanding signs being limited to ten (10) feet in height.

❖ **How are real estate signs regulated?**

Real estate signs are considered temporary signs include both “for sale” and “lease occupancy advertising”. Such signs may be up to twelve (12) square feet in area within any residential zoning district and up to fifty (50) square feet in area within any nonresidential zoning district and multifamily development with more than twenty (20) units. The signs must be removed within fourteen (14) days of the property being sold or leased.

Examples of real estate signs are provided below:



When can banners be legally used?

- Banners may be used in conjunction with a business grand opening.
- Banners are permitted to be used by non-profit and governmental organizations.
- Banners or any other signs made out of non-self-supporting materials may be used as legal wall signs when they are attached to the building subject to the following:

They must be permanently affixed to the building by a method approved by the Building Inspector, and the display (sign face) shall be enclosed and/or attached by a two-inch or wider raised frame that supports the sign face; or within a two-inch or wider raised sign cabinet specifically designed for support of the sign.

- Banners erected or used in any other way are considered illegal.

❖ How are billboards regulated?

Billboards are considered off-premise advertising signs and are only permitted in three (3) zoning districts (CH, IU and I). They must be located at least one-thousand (1,000) feet from another off-premise advertising sign and are limited to four hundred (400) square feet in area and thirty-five (35) feet in height.

Examples of off-premise advertising signs (billboards) are provided below:



❖ **What are the standards for electronic signs?**

Electronic signs may be used as permanent wall or freestanding signs. Such signs may not include flashing, intermittent lights, or lights of changing degree of intensity or color. The sign's face copy (message) may not be changed more than one time in any sixty (60) minute period.

An example of an electronic sign is provided below:



❖ **What are nonconforming signs?**

Signs are nonconforming (sometimes called grandfathered) if they were legally permitted when they were constructed, but because of amendments to the sign regulations they no longer meet the city's requirements. These signs may be allowed to remain provided the signs are not enlarged or materially altered.

❖ **Are there maintenance requirements for signs?**

Signs must be maintained in a safe and aesthetic manner. Standards are provided that require any sign with specified maintenance issues to be repaired or removed within thirty (30) days.

❖ **What types of signs are not permitted?**

1. Kites and similar devices;
2. Ballons that do not meet specific standards;
3. Spotlights (except for defined on-site special events);
4. Flags that exceed 100 square feet in area and are displayed on a property with a commercial use;
5. Any temporary sign not expressly permitted;
6. Signs attached to radio or television towers or poles;
7. Signs suspended between two structures or poles and supported by a wire, rope or similar device including banners (except as permitted for non-profit and governmental organizations);
8. Roof signs;
9. Revolving signs;
10. Flashing signs;
11. Strings or ribbons, tinsel, small flags and similar devices; and
12. Pinwheels, windmills or other similar devices.

Note: These items identified above as prohibited are permitted for grand openings.

Examples of signs not permitted are provided below:



SECTION III – Adoption and Amendment History

ADOPTION SUMMARY

- Prior to 1986 the City had few standards regulating the number, location and size of on-premise signs. The pre 1986 on-premise sign regulations could be summarized as follows: freestanding signs over 5' in height must be setback not less than 10' from the street right-of-way; freestanding signs limited to 35' in height. There was no limit on the number or size of on-premise wall, freestanding or temporary signs.
- In the 1960's the City adopted minimum off-premise (billboard) sign standards. Standards included: 100' spacing from residential uses and street intersections; 300' radius spacing between billboards; copy area limited to 750 sq. ft. per sign face.
- Prior to 1972, the City did not exercise zoning outside the city limits and the County had no sign regulations. As such, there were no sign requirements outside the city limits. As the city limits expanded over time the City assumed control over the County authorized signs within the City's zoning jurisdiction – few of which complied with the City's previous (1960's) requirements. The County authorized signs were allowed to remain, in most cases as non-conforming situations or uses.
- In 1979 the City adopted a revised billboard ordinance. The new standards increased the spacing requirement between billboards from 300' to 1,000' for signs located on the same side of the street, established a 600' minimum radius spacing in all directions and decreased the maximum copy area size from 750 sq. ft. to 550 sq. ft. per sign face. Existing signs, which did not meet these requirements, were allowed to remain as non-conforming uses.
- Over the years many of the non-conforming billboards have been upgraded and repaired giving them a much younger physical appearance than the originally located signs. This upgrade and repair has been permitted by the code.
- In May of 1986, as part of the Medical District Plan preparation, a specialized on-premise sign ordinance was prepared for the hospital area. At the direction of the Planning and Zoning Commission the standards were expanded to cover the entire city and updated billboard standards were requested. The Commission felt aesthetic standards should benefit the entire community and not just an isolated area. This citywide equal treatment concept is the basic principle of the current sign regulations.

- The current sign standards are essentially the same in all non-residential zoning districts, the exception being a reduced height allowance for freestanding signs in the medical and central business districts. This equal treatment concept was determined as the most equitable and manageable method available and the business community and citizens have generally supported this approach over the past 25 years.
- The Planning and Zoning Commission considered the 1986 sign ordinance draft at three consecutive regular meetings and one special call meeting.
- In the interim, Planning Staff held two meetings – one with the sign companies and one with the business community and interested citizens. A compromise ordinance was prepared as a result of these meetings.
- Early in this process City Council elected to impose a temporary moratorium on the issuance of all sign permits pending adoption of the new regulations.
- Through this process the Chamber of Commerce, Environmental Advisory Commission, Community Appearance Commission, local environmental and citizens groups, the sign companies, the business community and numerous interested persons were provided every opportunity to comment on the proposals and offer suggestions.
- In conjunction with the Planning and Zoning Commission's final recommended draft, separate drafts from the Chamber of Commerce, the Environmental Advisory Commission, the Sierra Club as well as staff's original proposal were all forwarded to City Council for comparison.
- City Council reviewed the proposals at four consecutive regular meetings and at three special call meetings.
- The special call meetings included a section-by-section, line-by-line discussion of the Planning and Zoning Commission recommendation, comparison of recommended options from the interest groups noted above, a slide presentation of approximately 50 sign examples and a two hour City Council bus tour of all areas of the city. During the bus tour staff explained the effect of the proposals in detail as they might apply to specific sites and signs.

- All meetings were well attended by the public and discussion was contentious on both sides of this issue.
- The ordinance was ultimately adopted in November of 1986, following nine months of study and continuous debate and has resulted in a compromise between business and community character interests.
- The new (current) ordinance increased the spacing requirement between billboards and residential uses/zones from 100' to 300'; increased the spacing requirement between billboards from 1,000' on the same side of the street and 600' minimum radius spacing to 1,000' in all directions; reduced the copy size from 550 sq. ft. to 400 sq. ft. per sign face, and restricted billboard location to the Heavy Commercial (CH) and Industrial (IU, I) districts.
- Additionally, the billboards which did not meet all of the new requirements had to be brought into compliance within five and one-half years from the date of ordinance adoption. This is referred to as an amortization provision. The five and one-half years expired in May 1992 and 37 billboards were subsequently removed as a result.
- In accordance with judicially recognized compensation alternatives, the City optioned to allow non-conforming billboards to remain in use for this five and one-half year period.
- This amortization option was based in part on a compromise between the billboard industry representatives and the City. The City agreed to adopt a more flexible regulation – allowed signs in more zones (i.e. heavy commercial and industrial); less spacing between signs (i.e. 1,000' as opposed to 2,000'); greater surface area (i.e. 400 sq. ft. as opposed to 200 sq. ft.), etc., in consideration of the removal of a significant number of the non-conforming billboards.
- All legal non-conforming billboards located adjacent to Federal Aid Highways – portions of Greenville Boulevard, Memorial Drive, US 264, etc, could not be removed under this amortization provision due to federal law.
- The right to utilize non-conforming on-premise temporary signs was also phased-out over a six-month period using this same amortization method. The six-months expired in June 1987 and 60 or more trailer signs (characterized by overhead arrows and flashing lights) were subsequently removed as well as a significant number of

other temporary displays. Today, trailer signs are only permitted as part of a 10 day grand opening event and temporary signs are limited to 1 per lot and six sq. ft. in size.

- Non-conforming on-premise wall and freestanding signs were allowed to remain, however strict limitations on expansion and change of copy have resulted in the voluntary removal of many non-compliant signs through natural attrition due to change in use or occupant, business name and logo changes, and site (facility) upgrades.
- Since the adoption of the sign ordinance rewrite in 1986 there have been 26 amendments to the regulations. All but one of these amendments has been consistent with the original philosophy or intent of the 1986 code. Thirteen (13) of the amendments were proposed by a Department or Board/Commission of the City. Most amendments were for operational and/or clarification purposes.
- The first and most significant substantive amendment occurred in 1999. This amendment (Ord. # 99-4), proposed by the Pitt County Auto Dealers Group, reintroduced several categories of previously banned temporary signs including banners, balloons, pennants, spotlights, flags with logos and roof mounted inflatable displays.
- A related subsequent amendment (following a six-month trial period) returned the banner options (created by Ord. # 99-4) to prohibited status. Today, banners are only permitted as part of a 10-day grand opening event or as part of a seven-day (Secretary of State) certified non-profit organization event.
- In 2002, there were two amendments to the sign regulations. First, the off-premise sign regulations were changed to allow point-of-sale (on-premise) advertising on “billboards”. The second change specified the requirements and allowed frequency of sign copy change (one change allowed per hour). The change of copy requirements specifically pertain to electronic and/or mechanical (roll) type reader boards.
- In August of 2003, the non-conforming sign standards were changed to allow the replacement of off-premise signs which are non-conforming due to inadequate spacing (1,000 foot radius encroachment), provided that there are not any non-conforming situations increased or created, and the replacement sign complies with zone location requirements and sign height/dimension standards.

- In 2005, City Council adopted an amendment concerning permit requirements for roof mounted inflatable balloons and to limit free floating balloons to 125-feet in height, 20-feet in dimension, require a 25-foot clear fall zone, and to subject other temporary signs to the standards applicable to permanent signs including height and setback.
- In 2006 an ordinance was adopted which requires that abandoned signage be removed 12-months after the associated use is vacated.
- Also in 2006, City Council adopted an amendment to include a new definition of “banner” and “flag”, and to amend the definition and standards for “wall sign” and “freestanding sign” to include a raised two-inch frame for flex-face signs, and to amend the requirements for temporary real estate signs size and height (now 50 sq. ft. for large multi-family developments).
- A complete list of all sign ordinance related amendments (1986 to date) is set out below.

AMENDMENT HISTORY - November 1986 to June 2011

Date	Petitioner	Description	Ordinance
1986	P&CD	Amend Zoning Ord. Article VIII, Entitled " Signs " (Complete rewrite)	1667
1988	P&CD	Amend Section 32-109.13.D of the Zoning Ordinance to allow one (1) menu reader board per each restaurant drive-through facility	1928
1989	P&CD	Amending Zoning Ord. Re: Wall sign provision to allow signs on all walls provided compliance with maximum area allowance and coverage	1966
1989	P&CD	Amend Sec. 32-109-11(c) of the Zoning Ord. Regarding number of free-standing signs permitted within "Planned Center" to eliminate the unified development penalty.	2045
1995	P&CD	Amend the sign regulations to include provisions for " Open door and/or open window signs ".	95-53

1995	P&CD	Amend the sign regulations; including the clarified method of calculating allowable wall signage	95-61
1995	P&CD	Amend the sign regulations to allow alteration of freestanding signs which are nonconforming due (only) to encroachment into the public street setback area.	95-137
1996	P&CD	Amend the sign regulations to include clarified "Grand opening" sign standards.	96-29
1996	Red Oak Christian Church	Amend the "church" freestanding identification sign regulations to allow an option to erect one 72 sq. ft. sign in lieu of two 36 sq. ft. signs on lots having 300 or more feet of frontage.	96-35
1996	P&CD	Amendment to the sign regulations to permit temporary off-premise special event signage , including banners, for nonprofit and governmental organizations.	96-73
1996	P&CD	Amend the church freestanding sign requirements to allow large lot option signs up to ten (10) feet in height within residential districts.	96-79
1996	Saint Peter's Catholic Church	Amend the church wall sign requirements to allow signage based on building frontage in accordance with the general sign standards for nonresidential uses.	96-91
1997	P&CD	Amend the subdivision directory sign standards to allow increased height and display area for industrial subdivisions.	97-64 (6/12/97)
1998	P&CD	Amend the wall sign standards to allow wall sign support structures and wall signs (combined) to project up to three (3) feet from the building face provided the width of the sign (excluding supports) perpendicular to the wall is not more than one (1) foot.	98-34 (3/12/98)
1998	Pitt County Auto Dealer Group (J R Philips, Craig Goess, Steve Grant)	Amend the sign regulations to allow balloons, pennants, banners, spotlights and flags with logos.	99-4 (1/14/99)

1999	Taco Bell (Tom McLean)	Amend the sign regulations to increase the restaurant drive-thru menu reader board from 20 square feet to 42 square feet. Maximum height increased from 6 feet to 8 feet.	99-38 (4/8/99)
1999	P&CD (per council directive following 6 mo. report on the status of ordinance 99-4)	Amend the sign regulations by deleting banners as a temporary sign option excepting grand opening events and nonprofit organization events.	99-152 (12/9/99)
2002	Conrad Paysour for Craig Goess (Toyota of Greenville)	Amend the off-premise sign regulations to allow point-of-sale (on-premise) advertising on "billboards". Creates a new definition for both permanent panel and temporary poster panel off-premise signs.	02-63 (6/13/02)
2002	P&CD	Amend the sign regulations to specify the requirements and frequency of sign copy change allowed; specifically electronic and/or mechanical (roll) type reader boards.	02-94 (9/12/02)
2003	Fairway Sign Co. (Todd Allen) Raleigh – ph# 919-755-1900	Amend the nonconforming sign standards to allow replacement of off-premises signs, which are nonconforming due to inadequate spacing (1000' radius encroachment), provided no nonconforming situations are increased or created and the replacement sign complies with zone location requirements and sign height/dimension standards.	03-78 (8/14/03)
2005	P&CD	Amend the sign regulations, signs not requiring permits and roof mounted inflatable balloons, to limit free floating balloons to 125 feet in height, 20 foot in dimension and to require a 25 foot clear fall zone and to subject other temporary signs to the standards applicable to permanent signs including height and setback.	05-15 (3/10/05)
2006	P&CD (Per direction of the City Manager)	Amend the sign regulations to require removal of abandoned signs. Twelve (12) month trigger.	06-35 (4/13/06)

2006	CDD (Planning) at the request of Council Member Ray Craft	Amend the sign regulation to include a definition of "banner" and "flag", and to amend the definition and standards for "wall signs" and "freestanding signs" to include a raised (2") frame for flex-face signs, and to amend the requirements for temporary real estate signs-size (50 sq ft. for large multi-family developments) and height.	06-76 (8/10/06)
2009	Place Properties	Amend the sign regulations to allow wall signs for multi-family development in the CD district.	09-17 (3/5/09)
2010	CDD (Urban Development/Planning) - initiated by the Redevelopment Commission)	Amend the sign regulation to allow extended projection wall signs in the CD district.	10-44 (5/13/10)
2011	Cheddar's Restaurant	Amend the sign regulation to allow wall signs on top of decorative roof structures (i.e. canopies and awnings) with specified restrictions.	11-22 (5/12/11)

SECTION IV – Enforcement

The city exercises zoning within both the city limits and within an extraterritorial zoning jurisdiction (ETJ), which collectively encompass 66.64 square miles. Within the city's jurisdictional area there are approximately 4,000 (total) commercial, industrial, office and service establishments and multifamily residential complexes, most of which utilize individual and/or joint (planned center) sign displays. Between January, 1991 and December, 2010, a period of 20 years, the Planning Division issued 4,569 zoning compliance permits (avg. 228 per year) for permanent wall and/or freestanding signs, including new development locations, and replacement sign faces and/or structures at existing establishments.

Responsibility for enforcing the sign regulations is currently divided between the Police Department's Code Enforcement Division and the Community Development Department's Planning Division. The Code Enforcement Division is responsible for enforcing the standards applicable to permit-exempt (temporary) signs. The Planning Division is responsible for enforcing the standards applicable to permit-dependent (permanent) signs and vehicle mounted displays. The vast majority of all sign ordinance violations are related to temporary signs including banners, flags and multiple small signs displayed on-site and/or in public rights-of-way.

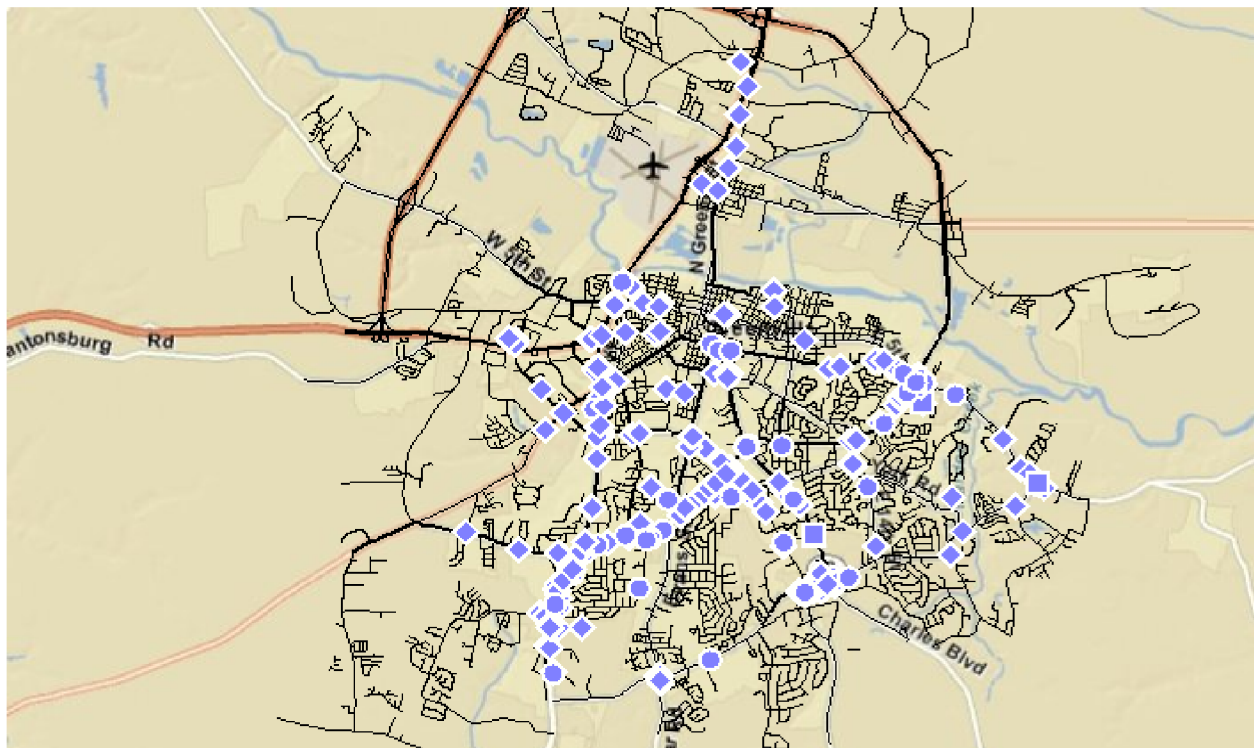
Staff recognizes that education is the most effective compliance tool. To this end, the Planning Division has developed general sign information, including wall and freestanding sign standards and permit application requirements, for distribution to commercial establishment privilege license applicants, business operators and the general public. The Code Enforcement Division has developed a temporary sign brochure for field distribution. This brochure describes the various types of temporary signs and their regulation including small advertising signs (six or less sq. ft.), real estate signs, election signs, flags, banners, balloons and the like.

A violation of the zoning ordinance, sign regulations included, is subject to civil citation as follows:

- \$50 for the first violation;

- \$100 for the second violation occurring within a 12-month period;
- \$250 for each subsequent violation within the original 12-month period
(Each day a violation continues constitutes a separate offense.)

The Code Enforcement Division logs temporary sign enforcement cases into the Mobile 311 system (this system has been in place since March 12, 2010) and the related enforcement location data may be displayed using the City's Geographic Information System (GIS). The map below is intended to illustrate the geographic distribution of enforcement actions over a one-year period beginning on July 1, 2010 and ending on June 30, 2011.



Sign Enforcement Summary for the period July 1, 2010 – June 30, 2011

1. Enforcement activities related to permit-exempt temporary signage (banners, flags, multiple small signs etc.): **293** (includes abatement notices and citations)

*Source: Police Department's Code Enforcement Division

2. Enforcement activities related to permit-dependent permanent signage:
16 (includes abatement notices and citations)

*Source: Community Development Department, Planning Division

Notes:

- (1) Code Enforcement Officers may immediately remove without notice any sign located within the street right-of-way or which constitutes an immediate public hazard.
- (2) Zoning enforcement actions may be appealed to the Board of Adjustment.

TEMPORARY SIGNS BROCHURE:

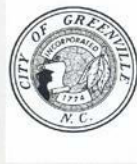


Let's all team up and work together in partnership to keep our community safe and clean!

The Purpose

This pamphlet is a user friendly tool to answer many of the questions asked staff about temporary signs in the City of Greenville. Many of the questions answered within this pamphlet include the following:

1. What are temporary signs?
2. What are exempt signs?
3. What are the square footage regulations for real estate signs?
4. What signs do not require a building permit or zoning approval?
5. Are temporary signs entitled to a legally nonconforming status?
6. What are the prohibited signs and the exceptions?
7. What special event signs are allowed and time limits?
8. What are the square footage coverage limits for windows and doors?
9. Are flags allowed?



Contact Information

Post Office Box 7207
Greenville, NC 27835 – 7207

City Municipal Building
201 West 5th Street, Second Floor
Greenville, NC 27834

Phone: 252-329-4110
Fax: 329-4231

www.greenvillenc.gov



City of Greenville
Police Department

Code Enforcement Division's Guide to Understanding



Temporary Signs

The City of Greenville Guide to Understanding Temporary Signs

Definitions

[Sec 9-4-222]

Temporary Sign: Any portable advertising sign which attracts the public attention to an event or specific products sold. Such signs include the following:

- Signs made of paper, cloth, polyethylene film.
- Signs not permanently affixed to the ground or building surface as approved by the building inspector.
- Trailer signs
- Balloons exception 9-4-227
- Portable signs
- Banners, flags and other similar materials

No Permits required (Exempt Signs):

[Sec 9-4-227]

- a. Residential signs- noncommercial
Purpose, e.g. address or identification **3 sq. ft. limit.**
- b. Memorial plaques
- c. On-premises signs with a governmental purpose
- d. On premises governmental or nonprofit balloons, flags, Insignia
- e. Architectural features of a bldg.
- f. Directional signs on property, e.g. signs for restroom, exits, parking
3 sq. ft. limit
- g. Signs permanently attached to a licensed motor vehicle.

Exempt signs cont'd

h. Certain temporary signs

- Election signs
- Holiday signs remove **10 days** after event
- Construction identification signs
- Interior bldg signs with no more than **25% coverage of windows or doors.** Painted signs are not temporary.
- **Temporary non illuminated real estate signs** provided:
 - **12 sq. ft. area limit residential zones**
 - **50 sq. ft. area limit commercial**
- Other temporary (commercial) signs
- Not more than one sign per lot
- **6 sq. ft. area limit**
- Only applicable to commercial zones

Special provisions for certain signs

[Sec 9-4-233]

k. Temporary on-premises special event Spotlights and Roof Mounted Inflated Balloons:

- **Restrictions for spotlights**
 - a. No more than one spotlight per lot
 - Two (2) consecutive day limit
 - Display limited to 20 days in one year
- **Roof mounted Inflatable balloons**
 - Restrictions same as spotlights

Signs Not Allowed (Prohibited Signs)

[Sec 9-4-237]

- a. Kites
- b. Balloons except as described.
- c. Spotlights except as described
- d. **Flags exceeding 100sq ft commercial use**
- e. Temporary signs except as described
- f. Attached signs to radio/TV towers or poles
- g. Suspended signs between two structures or poles
- h. Roof signs except as described.
- i. Revolving signs
- j. Flashing signs except time and temperature
- k. Strings, ribbons, tinsels, small flags
- l. Pinwheels, windmills, or other devices

Nonconforming Signs. [Section 9-4-225]

(f.) All temporary signs existing on the effective date (November 13, 1986) of this article which do not conform to the requirements... shall be removed...



City of Greenville, North Carolina

Meeting Date: 4/12/2012
Time: 7:00 PM

Title of Item: Resolution endorsing the submission of the 2012-2013 Community Development Block Grant and HOME Investment Partnerships Annual Action Plan

Explanation: As a requirement of receiving Community Development Block Grant (CDBG) and HOME Investment Partnerships (HOME) funds, the Housing Division must prepare an Annual Action Plan each year covered by the 2008-2013 Consolidated Plan. The Consolidated Plan outlines proposed activities and funding amounts and was adopted by the City Council on May 15, 2008.

The City of Greenville is an "Entitlement City" under the CDBG program and a "Participating Jurisdiction" under the HOME program. Those designations result in an annual formula allocation of CDBG and HOME funds to the City by the U.S. Department of Housing and Urban Development to benefit low to moderate income residents. Expenditures of CDBG and HOME funds must meet grant program national objectives and guidelines.

Staff has developed the Annual Action Plan in accordance with the projects identified in the 2008-2013 Consolidated Plan. Staff invited the public to participate in the development of the Annual Action Plan by holding public input meetings on February 9, 2012. In addition, the Affordable Housing Loan Committee participated in the development of the plan in various stages and considered funding requests presentations by non-profit agencies. The Redevelopment Commission also received a presentation on the proposed Action Plan at its March 6, 2012, meeting.

Activities proposed for the 2012-2013 program year include the following activities:

1. Housing Rehabilitation
2. Downpayment Assistance
3. New Construction of Affordable Homes
4. Public Services by Non-Profit Agencies
5. Public Facilities Improvements (Dream Park)
6. Property Acquisition

7. Demolition of Substandard Properties
8. Relocation Assistance
9. Economic Development (Business Competition Program)
10. Program Administration

The Annual Action Plan planning process requires that the City Council hold two public hearings prior to the adoption of a resolution approving the Action Plan. The first public hearing was held on January 12, 2012. A second public hearing must be held by City Council during the April 12, 2012, City Council meeting.

The draft action plan and proposed budget are attached for review and approval.

Fiscal Note:

Staff anticipates the City will receive **\$781,037** in CDBG funds and **\$387,237** in HOME funds for fiscal year 2012-2013.

Recommendation:

Hold the second public hearing; consider approval of the attached resolution endorsing the submission of the Annual Action Plan; and authorize the Mayor and City Manager to sign required documents as applicable.

Viewing Attachments Requires Adobe Acrobat. [Click here](#) to download.

Attachments / click to download

[2012_Annual_Plan_resolution_916923](#)

[2012_Annual_Plan_916928](#)

[2012_CDBG_HOME_budget_916925](#)

RESOLUTION NO. _____
A RESOLUTION ENDORSING THE SUBMISSION OF THE 2012-2013 ANNUAL ACTION
PLAN FOR THE CITY OF GREENVILLE, NORTH CAROLINA

WHEREAS, the City of Greenville recognizes the benefits of the Community Development Block Grant and HOME Investment Partnership Programs in providing local governments with the resources to develop viable communities by funding activities that principally benefit low and moderate income persons; and

WHEREAS, the City of Greenville recognizes the need to assist low income and special needs populations of the City with Community Development Block Grant and HOME Investment Partnership funds; and

WHEREAS, the U.S. Congress and the Greenville City Council acknowledge the critical value of the Community Development Block Grant and HOME Investment Partnership Programs and the significant projects that rely upon its funding;

NOW THEREFORE BE IT RESOLVED that the 2012-2013 Community Development Block Grant and HOME Investment Partnership Programs of the City of Greenville be established by:

1. Authorizing the Mayor to execute approval documents required for the submission of the Annual Action Plan for the 2012-2013 fiscal year following the close of the public hearing.
2. Authorizing the City Manager to enter into contracts with Community Housing Development Organizations approved for the 15% CHDO set-aside.
3. Authorizing the City Manager to enter into contracts with Subrecipients approved for HOME and CDBG activities.
4. Authorizing the City Manager or designee to carry out 2012-2013 activities approved in the Annual Action Plan.
5. Authorizing the Director of Community Development or designee to implement such policies and procedures required by the programs, as attached to the Annual Action Plan.

Resolved this the 12th day of April, 2012.

Allen M. Thomas, Mayor

ATTEST:

Carol Barwick, City Clerk

DM #916923

CITY OF GREENVILLE
DRAFT-3/12/2012

COMMUNITY
DEVELOPMENT BLOCK
GRANT (CDBG) and
HOME INVESTMENT
PARTNERSHIP (HOME)
ANNUAL ACTION PLAN
[Housing Division]

2012

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VII. Strategy to Eliminate Homelessness

- A. Continuum of Care** 35
- B. Ten-Year Plan to End Homelessness** 35

APPENDICES (Not attached)

- A.** Required HUD forms
- B.** 2012 Budget Chart
- C.** Maps
 - West Greenville 45-Block Revitalization areas
 - 2000 Census Tracts
- D.** Resolutions
- E.** Legal Advertisements
- F.** Citizen Participation Plan
- G.** Anti Displacement and Relocation Plan
- H.** Affirmative Marketing Policy

I. EXECUTIVE SUMMARY

A. Purpose

The Action Plan is a requirement of the Department of Housing and Urban Development (HUD) as a condition of receiving funding under certain federal programs. The goal of the Plan is to extend and strengthen partnerships among the public and private sector to provide decent housing, establish and maintain a suitable living environment, and expand economic opportunities.

This plan serves as the City's application for federal funding for the following federal entitlement programs:

- Community Development Block Grant (CDBG)
- HOME Investment Partnership Program

B. Background

The 2012-2013 Annual Action Plan represents the fifth year of the City of Greenville Consolidated Plan. The current Consolidated Plan was approved on May 8, 2008, by the City Council. The plan identifies a comprehensive strategy to address community needs for the five-year period of 2008-2013. The plan associates goals and objectives with current needs throughout the five-year period. The goals and objectives identified guide staff in selecting activities to be carried out during each fiscal year. The top priorities and goals determined in the Consolidated Plan include the following:

1. Revitalization of several neighborhoods in West Greenville that are in a state of decline through:
 - Rehabilitation of owner occupied units.
 - Acquisition and demolition of dilapidated rental housing.
 - Acquisition of vacant parcels to assemble land for suitable building sites
 - Construction of affordable housing in West Greenville Revitalization area.
 - Establishing a neighborhood commercial focus area.
 - Preserving the historical business district along Albemarle Avenue and West Fifth Street.
 - Conversion of rental dwellings to owner occupied dwellings with downpayment assistance.
 - Identification of infrastructure improvements.
 - Improving but preserving the neighborhood character.
 - Developing programs and services with the private sector that will aid in the success of revitalization efforts.
 - Landscaping/Streetscape improvements.

2. Supporting nonprofits that provide housing assistance to special needs populations, provide youth services, and encourage entrepreneurship.
3. Providing homebuyer assistance for first-time homebuyers.
4. Continue to eliminate lead-based paint hazards in dwellings assisted with federal funding.

C. Geographic Area

The City of Greenville, North Carolina is located in the coastal plains area of the State, in Pitt County. It is geographically located 84 miles east of Raleigh, 157 miles south of Richmond, VA, and 265 miles south of Washington, DC.

Greenville is the tenth largest city in North Carolina (pop. 84,544) based upon the 2010 Census. From 2000 to 2010, the population increased by almost 40 percent, growing by 39.8 percent from 60,476 in 2000 to 84,544 in 2010. Over the past 20 years the community has experienced dramatic growth. Greenville is slowly emerging as a major industrial and economic center for Eastern North Carolina, a center for education, industry, medicine and culture.

D. Geographic Allocation of Investment

Program activities carried out by the City of Greenville will occur throughout the City, but some specifically within the West Greenville 45-Block Revitalization Area (**Appendix C**). This area can be defined as bounded on the north by West Fifth Street, on the west by Bancroft Street, on the east by Albemarle Avenue and to the south by Fleming Street. The area involved has been a target area for City of Greenville housing programs for many years. Recent efforts have substantially reduced the area currently being targeted in an attempt to address urgent needs in a more concentrated approach. Please see attached maps of census tracts that are areas of minority concentration and low income block groups (**Appendix C**).

Some program data indicates that minority populations comprise a majority of the targeted income groups. However, eligible persons from all racial, ethnic and gender groups are given the opportunity to participate in any of the housing programs.

E. Strategies to Meeting the Underserved Need

The City of Greenville has established the following strategies for meeting the needs of the underserved in the community.

1. Housing Strategies

a. Downpayment Assistance

The City of Greenville continually seeks methods for fostering and maintaining affordable housing. Funds during the 2012-2013 Program Year have been reserved for downpayment assistance to low-moderate income homebuyers within the City of Greenville. Funds will be used to address goals for increasing homeownership throughout the City. Funding from previous years has also been made available to homebuyers as downpayment assistance. Provision of downpayment assistance decreases the amount of financing and/or funding a homebuyer needs in order to purchase a home. To date, we have assisted 51 families with funding from the North Carolina Housing Finance Agency totaling \$808,289 and 54 families under the HOME Program for a total assistance of \$628,325. The City also provides assistance with local bond funds to aide with downpayment or closing costs. Bond funds are awarded to qualifying applicants as a no interest loan up to 5% of the purchase price of the home and amortized over 5 years. Twenty-nine (29) families have received assistance totaling \$53,209.

b. Development of Affordable Housing

In an attempt to address the barriers to developing affordable housing, the City of Greenville continues to create single family affordable housing opportunities. Properties are purchased by the City with local public bond funds. Upon acquisition and installation of infrastructure, the City then makes lots available to nonprofit agencies for development. All nonprofit proposals are accepted based on a reasonable price per square foot and the nonprofit's ability to meet building specifications as required by the Request for Proposal. Purchase of the land and improvements increases the affordability of the lots in turn reducing the cost to the homebuyer. As lots are sold to eligible homebuyers, the funds for the lot cost are recaptured and used to fund future developments.

c. Partnerships

The City of Greenville partners with local nonprofit agencies to provide Homeownership Counseling & Workshops for potential homebuyers. The City also offers a Homeownership Academy that provides participants with the opportunity to gain working knowledge of the home buying process and to prepare financially to purchase a home within the West Greenville 45-Block Revitalization Area. At program completion, participants receive a certificate for \$500.00 redeemable at closing to assist with the purchase of an existing or new home within the West Greenville 45-Block Revitalization Area.

2. Community Development Strategies

a. Revitalization

The intended actions in the West Greenville Area Revitalization Redevelopment Plan are to build upon the strengths of the area and remove obstacles that limit the possibilities for success. The goals of the plan in this area are to increase the levels of homeownership, remove blighting influences, improve the public infrastructure, create continuous and ongoing programs with service providers to address the social issues of the community, and to provide quality economic development and commercial opportunities for the area and for its residents.

b. Multifamily Development

Located within the City limits of Greenville, Winslow Pointe is a new community composed of 84 affordable apartments at 40%, 50% and 60% restriction on income. The property will offer 1, 2, and 3- bedroom apartments. The site is located on the NW corner of Hooker & Burrington Road surrounding the old Winslow home. This location is in the central part of Greenville located near JH Rose High School, shopping, parks and medical facilities. The natural boundaries that surround the site make this property unique for an area within the city limits in close proximity to so many services.

This project will be funded in part with HOME Investment Partnerships funds, Low Income Housing tax credits and private investments. NRP Group and its affiliated companies will form the construction and development team.

c. Infrastructure Improvements

Planning and design work were completed in 2011 on two major public infrastructure projects that collectively will help to reshape the functionality and image of Greenville's Center City. Two streetscape projects, the West Fifth Street Gateway and the Cotanche and Reade project will respectively improve aesthetics, vehicular and pedestrian safety, and will provide Greenville's citizens with a first of its kind opportunity – municipally sponsored public art.

3. Economic Development Strategies

a. Façade & Site Improvement Grant Program

Maintaining the architectural quality and aesthetic appeal of commercial and office structures in the West Greenville Redevelopment Area is an important part of the overall strategy to restore the economic vitality of West Greenville. Proper improvements to the exterior of individual buildings will help to develop an image that will invite additional investments into the area.

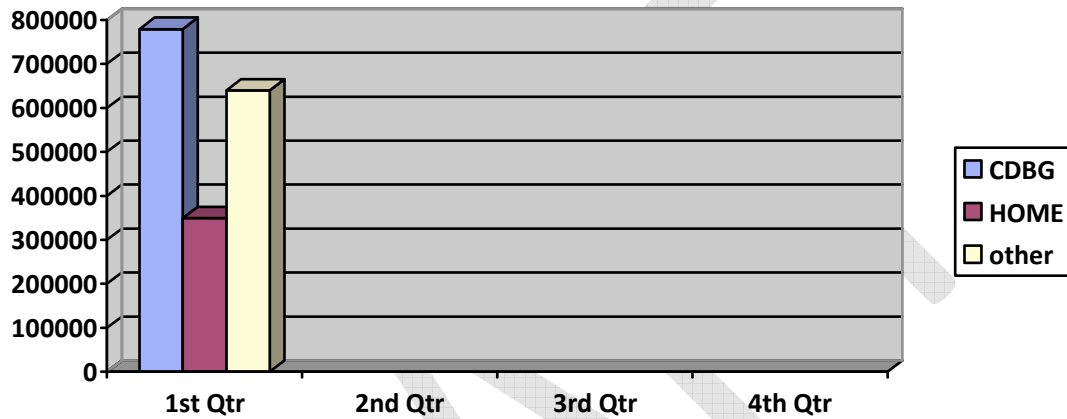
The Greenville Redevelopment Commission developed the Building Blocks Façade and Site Improvement Grant Program to provide an incentive to property and business owners to make improvements to their properties. These programs provide property owners, tenants, architects and contractors involved in exterior improvements or rehabilitation to buildings in the West Greenville Redevelopment Area with recommended improvement standards.

b. Small Business Incubator

The Redevelopment Commission of Greenville contracted with the Small Business and Technology Development Center (SBTDC), a state agency, to study the feasibility of establishing a small business incubator within the geographic bounds of the West Greenville Redevelopment Area. The incubator mission will be to create an open, business-first small business incubator that will cultivate entrepreneurship, and promote economic development and community revitalization within the West Greenville Redevelopment Area. CDBG funds will be used to supplement the project.

I. SOURCES OF FUNDS

Resources available to support activities identified in the Consolidated Plan and this Annual Action Plan will include Community Development Block Grant, HOME Investment Partnership, general revenues, local Bond program, North Carolina Housing Finance Agency, private lending institutions and private developers.



A. CDBG Program

The Housing and Community Development Act of 1974 created the Community Development Block Grant program in 1974. Since 1975, the City of Greenville has participated in the program with a variety of activities. The City of Greenville became an Entitlement Community in 1994. As an Entitlement Community, the City receives an annual funding allocation from the U.S. Department of Housing and Urban Development. The primary objective of CDBG is the development of viable urban communities by providing decent housing, a suitable living environment, and expanding economic opportunities. All activities carried out must meet one of the three National Objectives. Those objectives are:

- Benefit low-moderate income persons;
- Aid in the prevention or elimination of slums or blight; or
- Addressing an “urgent need”

B. HOME Investment Partnerships Program

The HOME Investment Partnerships program was created by the National Affordable Housing Act of 1990 to create local partnerships for providing decent affordable housing to lower income households. This program seeks to encourage local jurisdictions to work with nonprofit organizations and the private investment community to achieve this goal. Cities receiving HOME funds must reserve 15% of their HOME funds to Community Housing Development Organizations (CHDOs) for affordable housing development.

In 1997, the Pitt County HOME Consortium was formed. The Consortium included the City of Greenville as lead entity, the Towns of Farmville, Ayden, Bethel, Grifton and Pitt County. The Town of Winterville became a member in 2001.

In January 2008, the City Council of Greenville approved disbanding the Consortium partnership and submit application to become a “Participating Jurisdiction” for HOME funding. This Action Plan represents Greenville’s second year as a HOME Participating Jurisdiction.

Local match requirement for the 2012-2013 HOME Program is approximately \$87,500. These funds come from local funds earmarked for Affordable Housing and for meeting match requirements. The funds will be used to augment HOME funded projects. The Greenville HOME program currently has a match credit of \$1,052,437, which will be carried over. Despite the match credit, the City continues to identify a match with all projects, evidence of which is detailed on the match log.

C. Affordable Housing Bond Program

On November 2, 1992, the citizens of Greenville approved a \$5 million bond referendum for affordable housing. The funding was divided into three revolving loan categories. The categories include homeownership, land banking, and elderly housing rehabilitation. Loans are continually recaptured and reinvested into the program fund to further efforts to promote and preserve affordable housing. This bond led to the production of 161 affordable homes for first time low and moderate income buyers and flood survivors and over 153 loans to low and moderate families for home purchases and rehabilitation of low income elderly homeowner residences. These funds have been recycled since 1992 and are available for the West Greenville 45-Block Revitalization program and other affordable housing initiatives of the City of Greenville.

In 2004, citizens approved a \$10 million in bond referendums for the revitalization efforts in the Uptown and West Greenville 45-Block Revitalization focus area.

D. Funding Summary Chart

Source	Amount	Description
Community Development Block Grant (CDBG)	\$781,037	Funds will be used for administration, housing rehabilitation, acquisition, relocation, public service, public facility improvements, economic development and clearance/ demolition.
HOME Investment Partnership	387,237	Funds will be used for administrative cost, housing rehabilitation, new construction, down payment assistance, and CHDOs.
General Revenue	\$300,000	Funds to leverage administrative/operating costs for staff and other local municipal appropriations to support programs.
Affordable Housing Bond Program	\$120,000	A 1992 Bond Referendum for preservation and creation of affordable housing in the City of Greenville.
Private Investment	\$220,000	Private investment for first time homebuyers to purchase Affordable Housing Citywide to improve housing stock.
Program Income	\$130,000	Funds generated from recaptured activities of CDBG and HOME assisted units.
Total All Sources	\$1,938,274	Approximate total of all sources

III. CITIZEN PARTICIPATION PLAN

The City of Greenville continues to acknowledge the importance of citizen participation in developing activities for each upcoming year. Revisions to the Citizen Participation Plan were placed into effect as of September 11, 2003 (see **Appendix F**) in an effort to increase public awareness. Despite the recent changes to the current plan, we will continue to search for avenues to increase the level of participation by the community. Resources to better our current plan will include HUD recommendations; contact with other cities to review their plans; and most importantly, the consideration of input from the local community to increase involvement.

The City also encouraged public participation in developing the 2012-2013 Annual Action Plan by making a copy of the plan available to the Affordable Housing Loan Committee members, Redevelopment Commission, Continuum of Care; and a copy accessible at all City Community Recreational Centers, Library and Housing Division Office for the general public, nonprofits and other interested parties to review and submit comments from March 5, 2012 through April 13, 2012. In addition, a community meeting was held at Sheppard Memorial Library on Thursday, February 9, 2012 to get community input on the Plan. The following comments have been received:

1. Convert transitional housing projects to permanent housing.
2. Provide information on total homeownership cost in brochures.
3. Provide post ownership counseling.
4. Make Greenville Utilities part of homebuyer education workshop.
5. Change design standards to reduce utility costs.
6. Create more affordable rentals.
7. Create a tenant based rental assistance (TBRA) program.
8. Involve Realtors in new home construction projects.
9. Create projects for homeless population.
10. Improve non-profit capacity.
11. Consider new non-profit organizations in business incubator for capacity building.

In addition, two Public Hearings were held for citizens to provide input on January 12, 2012 and April 12, 2012 during City Council meetings.

IV. ONE YEAR ACTION PLAN

A. Introduction

The 2012-2013 Annual Action Plan describes the CDBG and HOME activities proposed for the 2012 fiscal year. The Five-Year Consolidated Plan guides development of the plan and selection of activities to be undertaken. The plan also includes the resources available to perform the activities; a detailed description of the activities, and maps depicting the areas in which the activities will occur.

The activities to be undertaken by the City of Greenville for the 2011-2012 fiscal year will include Program Administration, Owner-Occupied Housing Rehabilitation, New Construction, Clearance & Demolition, Public Service, Public Facility Improvement, Economic Development, Community Housing Development Organizations, Relocation Assistance, and Substandard Property Acquisition. Staff anticipates that a majority of the proposed activities will be completed within the program year with a few extending into future years.

In addition to routine Community Development activities through the CDBG and HOME Programs, we continue to expand the supply of new single family affordable housing units with the assistance of local bond funds. These new units require the experience and oversight of the City of Greenville Housing Division. The City of Greenville has constructed a total of 162 units throughout the City. See the breakdown below:

New Single Family Units	Total Units
Singletree	24
Carolina Heights	15
Red Oak	1
Countryside Estates	105
West Greenville	17
Total	162

B. Performance Measurement

The focus on demonstrating performance and results is present at all levels of government and in the private sector. Performance measurement is a program tool that can help housing and community development practitioners collect data, track progress, and report on program results in a way that speaks to the impact a program has had on a community and the lives of its residents. Performance Measurement is an organized process for gathering information to determine how well programs and activities are meeting established needs and goals. There are three main components to Outcome Performance Measurement System: Objectives; Outcomes; and Indicators.

1. Objectives:

Performance Measurement offers three possible objectives for each activity. These objectives are based on the broad statutory purposes of the four Community Planning and Development programs:

a. Creating Suitable Living Environments

This objective relates to activities that are designed to benefit communities, families, or individuals by addressing issues in their living environment. The activities are intended to address a wide range of issues faced by low and moderate income persons, from physical problems with their environment, such as poor quality infrastructure, to social issues such as crime prevention, literacy, or elderly health services.

b. Providing Decent Housing

This objective focuses on housing activities whose purpose is to meet individual family or community housing needs.

c. Creating Economic Opportunities

This applies to activities related to economic development, commercial revitalization or job creation.

2. Outcomes:

The second component of the system is outcomes, which are closely related to objectives. The program outcome helps further refine the objectives and is designed to capture the nature of the change or the expected result of the objective to achieve. The following are the three identified:

a. Availability/Accessibility

This applies to activities that make infrastructure, public services, public facilities, housing or shelter available or accessible to low and moderate income people, including persons with disabilities.

b. Affordability

These are activities that provide affordability in a variety of ways to low and moderate income people. It can include the creation or maintenance of affordable housing, basic infrastructure hook-ups or services such as transportation or day care.

c. Sustainability

This applies to activities that are aimed at improving communities or neighborhoods, helping to make them livable or viable by providing benefit to persons of low and moderate income by removing or eliminating slums or blighted areas, through multiple activities or services that sustain communities or neighborhoods.

3. Indicators:

Once the program purpose (objective) have been established and intended result (outcome), the next step is to identify how to measure progress towards achieving the intended results. There are four common indicators that are relevant for most activities:

- Amount of money leveraged from other sources
- Number of persons, households, businesses, units or beds assisted
- Income level of persons or households by: 30%, 50%, 60% or 80%
- Race, ethnicity and disability data

A successful performance measurement system is tailored to the specific goals and objectives of the program. To meet its obligation to assess program performance, HUD requires grantees to provide information on their achievements and investments since program objectives and activities are determined and implemented locally.

C. 2012-2013 Action Plan Projects:

1. Program Administration

Activity 2012-1

Regulatory Citations: 24 CFR Parts 92.207, and 570.206

Description: Staff salary, planning, and administrative service delivery costs for implementing the Community Development Block Grant and HOME Programs, will be funded through CDBG and HOME awards, as well as local general revenue support.

Funding Amount:	\$38,700	HOME
	\$156,200	CDBG
	\$300,000	General Fund

2. Housing Rehabilitation

Activity 2012-2

Regulatory Citations: 24 CFR Parts 92.205-(a) (1), 570.202

Description: This program is designed to assist very low to low income homeowners with rehabilitating existing housing structures. The primary intent of this activity is to bring units up to code through the provision of rehabilitation activities to eliminate all code violations and provide a decent, safe and sanitary living environment. Program costs incurred may include demolition, construction, permitting fees, surveying, lead abatement, credit reports and closing costs. This activity will target owner occupied homeowners only. Qualified candidates for assistance include homeowners with annual incomes below 80% of the median area income as defined by HUD.

Funding Amount:	\$ 206,837	CDBG
	\$ 140,000	HOME

Performance Measurement

Objective: Providing Decent Housing

Outcome: Affordability

Output Indicators: Number of units rehabilitated Goal: 10

3. Acquisition of Substandard/Dilapidated Properties

Activity 2012-3

Regulatory Citations: 24 CFR Part 570.201 (a), 570.201 (d), 570.201 (i)

Description: Efforts will continue to acquire and demolish substandard and dilapidated properties that continue to blight the 45-Block Revitalization Area. Acquisition will focus on vacant rental properties or vacant parcels; however, the City may need to acquire occupied rental units for the betterment of the community. Relocation assistance will be provided to tenants that are displaced per URA guidelines. Parcels will be recombined for the development of new, affordable housing units. Acquisition costs may include, but not limited to legal fees, appraisal costs and surveying.

Funding Amount: \$150,000 CDBG

Performance Measurement of Acquisition Activities

Objective: Creating Suitable Living Environments
Providing Decent Housing

Outcome: Affordability, Availability/Accessibility

Output Indicators: Number of units acquired **Goal:** 4
Number of households relocated to decent housing

4. Relocation/Displacement Assistance

Activity 2012-4

Regulatory Citations: 24 CFR Part 570.201 (a), 570.201 (d), 570.201 (i)

Description: As part of the West Greenville 45-Block Revitalization plan, efforts will continue to acquire and demolish substandard and dilapidated properties that continue to blight the area. Acquisition will focus on vacant rental properties or vacant parcels; however the City may need to acquire occupied rental units for the betterment of the community. Relocation assistance will be provided to tenants that are displaced per Uniform Relocation Assistance guidelines.

Funding Amount: \$35,000 CDBG

Performance Measurement of Relocation/Displacement Assistance

Objective: Creating Suitable Living Environments
Providing Decent Housing

Outcome: Affordability, Availability/Accessibility

Output Indicators: Number of units households **Goal:** 4

5. Public Service

Activity 2012-5

Regulatory Citations: 24 CFR Part 570.201(e)

Description: The City of Greenville will make available funds to assist nonprofit organizations with approved public services activities. Qualified agencies will participate in projects that benefit City of Greenville citizens. Nonprofit housing and service providers must assist the under-served populations of the City. Applications from nonprofits are submitted to the City for consideration annually and reviewed by the Affordable Housing Loan Committee. The activities will assist low income persons, homeless and special needs persons, youth development, victims of family/domestic violence, and housing providers. All funding will be expended from September 2012 through September 2013.

Funding Amount: \$68,000 CDBG

Performance Measurement of Public Service Activities

Objective: Creating Suitable Living Environment

Outcome: Sustainability

Output Indicators: Number of LMI households served **Goal:** 225

6. Public Facility Improvement

Activity 2012-6

Regulatory Citations: 24 CFR 570-202

Description: This program is designed to assist in the renovation and design of a public park "Dream Park" in the West Greenville Redevelopment area, located near the Greenville Homeless Shelter.

Funding Amount: \$80,000 CDBG

Performance Measurement

Objective: Creating Suitable Living Environment

Outcome: Sustainability

Output Indicators: Number of Park usages **Goal:** 500

7. Clearance/Demolition

Activities 2012-7

Regulatory Citation 24 CFR Part 570.201(d)

Description: This activity is designed to acquire and demolish substandard structures in the West Greenville 45-Block Revitalization area in an effort to improve the living conditions for low income residents. Parcels may be recombined for the development of new, affordable housing units.

Funding Amount: \$35,000 CDBG
Performance Measurement
Objective: Creating Suitable Living Environment
Outcome: Affordability, Availability/Accessibility
Output Indicators: Number of units acquired **Goal:** 4
 Number of units demolished 4

8. Community Housing Development Organization (CHDO) Activities

Activity 2012-8

Regulatory Citations: 24 CFR Part 902.207 (a), (c), (d)

Description: It is anticipated that a certified CHDO will utilize the funding to continue production of single family units for first-time, low-moderate income homebuyers. At the present time, the City has three certified organizations: Metropolitan Housing and CDC, Streets to Home, and Exceed, Inc.

Funding Amount: \$58,000 HOME
 \$120,000 Bond Funds
Performance Measurement
Objective: Decent Affordable Housing
Outcome: Affordability
Output Indicators: Number of new single family units **Goal:** 2

9. Downpayment Assistance Program

Activity 2012-9

Regulatory Citations: 24 CFR Part 902.207

Description: Funds available for first time buyers who have completed homebuyer education classes.

Funding Amount: \$40,000 HOME
 \$220,000 State & Private funds
Performance Measurement
Objective: Decent Affordable Housing
Outcome: Affordability
Output Indicators: Number of new homeowners **Goal:** 2

10. Economic Development

Activity 2012-10

Regulatory Citations: 24 CFR 570.203

Description: The purpose of the business Plan Competition is to provide an economic incentive to small business owners and other entrepreneurs both from within and without the redevelopment areas to create or expand small business enterprises within the bounds of West Greenville Redevelopment Areas.

Funding Amount: \$50,000 CDBG

Performance Measurement

Objective: Create Economic Opportunities

Outcome: Availability/Accessibility

Output Indicators: Number of jobs created 3 **Goal:** 4

D. CDBG/HOME Funding Chart

ACTIVITY	HOME FUNDS	CDBG FUNDS	OTHER FUNDS
Administration	38,700	156,200	300,000
Housing Rehabilitation	140,000	206,837	0
Downpayment Assistance	40,000	0	220,000
Relocation	0	35,000	0
Acquisition	0	150,000	0
Clearance/Demolition	0	35,000	0
Community Housing Development Organizations	58,000	0	120,000
Public Service	0	68,000	0
Economic Development	0	50,000	0
Public Facility Improvement	0	80,000	
Program Income	100,000	30,000	0
Total	487,237	811,037	640,000

V. OTHER ACTIONS

A. Affirmatively Furthering Fair Housing

The City continues to fund affirmatively fair housing marketing actions. These actions are inherent to each of the housing activities provided through the Community Development Department. Education of the Fair Housing Laws will occur throughout the year and most specifically during the month of April, which is designated as “Fair Housing Month” and “CDBG Week”. As part of a weeklong celebration of CDBG Week, the City sponsored a groundbreaking for a new transitional home, hosted a public education forum, tour for Elected Officials, and a Housing Partners Reception. The upcoming year’s Fair Housing Month activities will include an educational seminar/forum, poster contest and a landlord/tenant workshop.

During fiscal year 2012-2013, the City will continue to use administrative dollars to fund fair housing activities during 2012-2013. The City employs a staff person to coordinate all fair housing and other human relations activities, which is funded with general fund dollars in the approximate amount of \$150,000. The staff person also provides assistance to citizens throughout the year with filing housing complaints.

B. Analysis of Impediments to Fair Housing Choice

An update to the Analysis of Impediments to Fair Housing Choice was completed by the City of Greenville, May 2008. This section presents the Fair Housing Analysis Update for the 2008-2013 Consolidated Plan. It primarily includes existing impediments to fair housing choice currently being addressed and the plans recommended to remedy them. The update relies on public/private information regarding the real estate and banking industries, Greenville housing and community development activities, North Carolina and Greenville Human Relations Agencies, and the Greensboro and Atlanta HUD Offices of Fair Housing and Equal Opportunity.

During fiscal year 2012-2013, the City will complete an update to the current Analysis of Impediments to Fair Housing Choice, in conjunction with a new Consolidated Plan.

In addition, the City will implement the following activities to address identified impediments to current Plan:

1. Impediment

Lack of affordable housing forces the lower income population to find alternative housing. Alternative housing may consist of doubling up; where households combine to cut the expenses of housing. Also many are forced to live in housing that is in poor condition that leads to disparate treatment of protected class families and individuals.

Action Plan:

- Provide \$350,000 HOME Investment Partnerships funds to Metropolitan Housing and CDC, Inc. to construct three (3) new affordable units for eligible low income families.
- Provide \$350,000 HOME Investment Partnerships funds to Streets to Homes, Inc. to construct three (3) new affordable units for eligible low income families.
- Make available three (3) new homes previously constructed with HOME Investment Partnerships funds for low income families to purchase or lease.
- Budget \$40,000 in down payment assistance funds for eligible homebuyers.

2. Impediment

The lack of education about discrimination and fair housing laws in Greenville. An essential part of fair housing opportunities and enforcement is the education of the public regarding the rights and responsibilities afforded by fair housing laws. This includes the education of housing and financial providers, as well as citizens.

Action Plan:

- Provide bimonthly homebuyer education workshops using CDBG funds to nonprofits agencies, CHDO's and staff for first time homebuyers.
- The City's Fair Housing Officer will moderate the Fair Housing sections at the Homebuyer Education Workshops.
- City Staff will continue to make presentations to church and community groups on housing assistance programs.
- During the 2013 CDBG Week celebration, the City will host a "Housing Fair" for first time homebuyers to give them an opportunity to meet with local financial institutions, realtors, non-profit agencies and other housing advocates. The event is held normally in the target neighborhood.

3. Impediment

Awareness of fair housing issues is important. Everyone needs to know what may constitute a violation, and what they can do in the event they believe they may have been discriminated against. In addition, it is important for lenders, housing providers and their agents to know their responsibilities and when they may be violating fair housing laws.

Action Plan:

- The City will continue its efforts to educate the public during 2013 Fair Housing Month activities.
- The City will encourage lenders, housing providers and their agents to know their responsibilities and to attend training on fair housing laws.
- The City's Fair Housing Officer will continue to assist citizens with any complaints and make appropriate referrals.

4. Impediment

According to the June 17, 2008 Analysis of Impediments report prepared by Training and Development Associates, the lack of a pro-active property maintenance code enforcement program was cited as an impediment to fair housing choice. Substandard housing and low property maintenance contribute to the lack of safe, decent, and sanitary affordable housing. Such a program could help with the preservation of the rental housing stock.

Action Plan:

- The City Code Enforcement Division is proactive citywide in enforcing minimum housing standards and will continue during the upcoming year to work closely with the Housing Division particularly in the West Greenville 45 Block Revitalization Area.
- The City will implement a Rental Rehabilitation program in 2012-13.
- The City in partnership with CHDO agencies will continue to develop affordable rental units.

5. Impediment

There are limited housing opportunities for the homeless, those who are at risk of homelessness, and special needs populations. There is not enough funding for permanent housing. Too many citizens are on the brink of becoming homeless because they have to spend too much of their income on housing (many times not decent or safe housing).

Action Plan:

- A City Planner will be assigned as a Staff Liaison to the Continuum of Care, which meets monthly.

- Housing Division staff will participate as committee members for the 2013 “Project Homeless Connect” event. This is a one day event for homeless individuals and families to come and meet with social service, employment agencies, governmental agencies and receive free medical care.
- Housing Division staff will participate in the 2013 “Point in Time” count, which gives a snapshot of the total number of homeless individuals in the Greenville/Pitt County area.
- The City will provide homebuyer education classes using CDBG funds to nonprofits agencies, CHDO’s and staff for first time homebuyers.
- The City Staff will continue to make presentations to church and community groups on housing assistance programs.

6 Impediment

Lack of Access to Homeownership (Based on Home Mortgage Disclosure Act {HMDA} and apparent Predatory Lending Practices)

This Impediment can be addressed in the 2008-2013 Consolidated Plan as the City considers inequities that may occur in homeownership opportunities for protected classes or those covered by the Fair Housing Law.

An analysis of the HMDA data in this document reveals, for example, that while black residents comprise 34 percent of the population, 21 percent of all home purchase mortgage applications come from black families/individuals so therefore, it appears that black applicants may be underrepresented although improving substantially over the past five years. City programs targeted to assist low-moderate income protected classes should focus more closely on educating the population on the importance of homeownership and how to access local lending resources.

In addition, consistently high denial rates on home improvement loans may reflect policies in the lending industry, but this is an area that warrants some attention in Greenville. The disinvestment associated with an inability to raise funds to maintain one’s home can have an undesirable effect on the community when it occurs in great numbers.

Action Plan:

- Provide \$350,000 HOME Investment Partnerships funds to Metropolitan Housing and CDC, Inc. to construct three (3) new affordable units for eligible low income families.
- Provide \$350,000 HOME Investment Partnerships funds to Streets to Homes, Inc. to construct three (3) new affordable units for eligible low income families.
- Make available three (3) new homes previously constructed with HOME Investment Partnerships funds for low income families to purchase or lease.

C. Affirmative Marketing Policy

In accordance with the regulations of the HOME Program and in furtherance of the City of Greenville's commitment to fair housing and equal housing opportunity, this Policy establishes procedures to affirmatively market rental or residential units constructed or rehabilitated under the HOME Program. These procedures are designed to assure that individuals who normally might not apply for available housing units because they are socially and/or economically disadvantaged are provided an opportunity to apply.

This Affirmative Marketing Policy is documented and maintained in the Housing Division files, and shall be included in all HOME project proposals and agreements and HOME project files. The Beneficiary is held to the terms of the Policy by the requirement in the applicable HOME Subrecipient or HOME/Community Housing Development Organization ("CHDO") Agreement.

It is the policy of the City of Greenville, Housing Division not to discriminate against any person on the basis of race, color, national origin, sex, religion, familial status, or disability:

1. In the sale or rental of housing or residential lots;
2. In advertising the sale or rental of housing;
3. In the finance of housing;
4. In the provision of real estate brokerage services; or
5. In the appraisal of housing.

Please see **Appendix H**.

D. Minority/Women Business Outreach

It is the policy of the City of Greenville to provide minorities and women equal opportunity for participating in all aspects of the City's contracting and procurement programs, including, but not limited to, construction, projects, supplies and materials purchases and professional and personal service contracts.

E. Evaluation and Reduction of Lead-Based Paint Hazards

Lead poisoning is one of the worse environmental threats to children in the United States. While anyone exposed to high concentrations of lead can become poisoned, the effects are most pronounced among young children.

All children are at higher risk to suffer lead poisoning than adults, but children under age six are more vulnerable because their nervous systems are still developing. At high levels, lead poisoning can cause convulsions, coma, and even death. Such severe cases of lead poisoning are now extremely rare, but do still occur. At lower levels, observed adverse health effects from lead poisoning in young children include reduced intelligence, reading and learning disabilities impaired hearing and slowed growth.

An important initiative emanating from HUD in the last decade is the reduction of lead-based paint hazards, and many jurisdictions around the country have made a concerted effort to reach this goal. The federal Residential Lead-Based Paint Hazard Reduction Act of 1992 (Title X of the Housing and Community Development Act of 1992) amends the Lead-Based Paint Poisoning Prevention Act of 1971, which is the law covering lead-based paint in federally funded housing. These laws and subsequent regulations issued by the U.S. Department of Housing and Urban Development (24 CFR Part 35) protect young children from lead-based paint hazards in housing that is financially assisted or being sold by the federal government.

In property rehabilitation projects involving the City of Greenville, the City will assess whether lead-based paint might be present and, if so, follow the guidelines set forth in the Residential Lead-Based Paint Hazard Reduction Act of 1992, Title X of the Housing and Community Development Act of 1992 (Title 24, Part 35 of the Code of Federal Regulations).

The City of Greenville is committed to testing and abating lead in all pre-1978 housing units assisted with federal grant funds in any of the housing programs implemented. Currently, the City of Greenville has contracted with an agency to provide all lead testing and clearance activities. This agency has also agreed to provide training for the housing rehabilitation contractors.

In addition, the City of Greenville will offer lead testing and abatement assistance in the form of a grant to eligible housing rehabilitation assistance participants that have children six years and under in the household, senior adults (55+) and the disabled/handicapped clients.

F. Anti-Poverty Strategy

City of Greenville housing programs inherently address poverty by creating housing opportunities for low income households. Without these housing opportunities many low income households would not be able to afford housing rehabilitation costs or to purchase a home.

Additionally, funding through CDBG Public Service activities of transitional housing providers such as the Streets to Home and EXCEED, both nonprofit

agencies, allows individuals that would normally reside in impoverished conditions the opportunity to establish themselves in order to find suitable employment. Such efforts will work to reduce the number of persons currently living in poverty.

G. Developing Institutional Structures

The City of Greenville, through its Housing Division, the network of housing subrecipients and Community Housing Development Organizations (CHDOs), are effectively organized to utilize all the funding received through the various state/federal programs.

The private sector is provided with incentives for developing affordable rental housing through tax credits provided by the federal tax credit program. Tax credits provide developers with an additional state subsidy for low income apartment construction.

In addition, each year efforts are made to work with local institutions to provide housing and economic opportunities for low income persons through public service activities and participation in the Pitt County Continuum of Care. The Pitt County Continuum of Care began in 2001 and has successfully grown into a well-balanced organization made up of local government agencies, housing providers, service providers, and other interested groups. The development of the continuum and participation by the City of Greenville will greatly enhance coordination between these agencies. The Public Housing Authority has also joined the Continuum of Care and has begun working in concert with the City of Greenville and our revitalization efforts in the West Greenville 45-Block Revitalization Area.

The City of Greenville will continue to coordinate with other governmental agencies, nonprofit organizations, private enterprises and individuals to provide increased opportunities for the target area.

H. Public Housing

There are four Public Housing managing agencies in the Pitt County area, which include Greenville Housing Authority with a total of 779 units; Mid East Commission who manages a total of 135 units in three towns; Farmville Housing Authority who manages 174 units and Ayden Housing Authority who manages 175 units. Each of the mentioned Public Housing Authorities receives federal funds to modernize and repair public housing units.

In addition, the City of Greenville Community Development Department Housing Division has formed a partnership with the Greenville Housing Authority to offer bimonthly Homeownership and Financial Literacy classes to public housing residents and other citizens. So far, three former residents utilizing the Housing

Choice Voucher program and City of Greenville HOME downpayment assistance program have purchased a new home, developed by a local Community Housing Development Organization.

I. Recapture Provisions

HOME program funds are provided to low income individuals for new construction, housing rehabilitation and homebuyer purchase assistance. These funds are provided in a variety of forms and will be extended to persons with incomes up to but not greater than 80% of the Area Median Income adjusted by family size as published by the U.S. Department of Housing and Urban Development. Assistance provided for homebuyer assistance will be in the form of secondary mortgages. Listed below are the recapture provisions for rehabilitation and homebuyer assistance programs with maximum amounts of assistance available for the activity. A Deed of Trust and Promissory Note for the amount of assistance provided under the program will be used to secure the assistance. Should the recipient default under program requirements, collection of the funds will be pursued with legal guidance as documented on the deed of trust and promissory note as recorded. Assistance may be in the form of deferred loans or amortized loans.

- Homebuyer assistance may be used for downpayment assistance and/or principal mortgage reduction via Secondary Mortgage. Borrower's income cannot exceed 80% of the area median income adjusted by family size as published annually for Greenville. Maximum loan amounts of up to \$20,000 (20% of sales price of home with cap of \$20,000). Loans will be amortized over a fifteen-year period.
- Housing Rehabilitation Assistance will be offered to persons/families with incomes up to but not greater than 80% of the area median income adjusted by family size and as published annually for Greenville. For households with incomes less than 50% of the area median income, a 10 year deferred loan will be offered up to \$60,000 for rehabilitation assistance. For households with incomes from 51% to 80% of the median area income, the combination of a deferred payment loan and a no interest loan is available. Deferred loans are forgiven at a rate of 10% each year and no-interest loans are amortized over 10 years. In no case may the assistance exceed \$60,000 unless special circumstances exist that warrant exceeding the maximum price and approval of the City Manager is granted.
- Assistance provided to nonprofit agencies through the CDBG Program will be secured with a subrecipient agreement/contract. Should the agency fail to comply with program rules, the assistance will be recaptured.
- Assistance provided for new construction to certify CHDOs will be secured by a program agreement/contract. Should the agency fail to comply with program rules, the assistance will be recaptured.

VI. MONITORING PLAN

In regard to CDBG and HOME programs, the City of Greenville's Housing Division Staff has the responsibility for monitoring all activities undertaken.

All activities are covered by an established set of standards in the City of Greenville's Policy and Procedures Manual for the Community Development Programs. In addition all activities are carried out under a binding agreement/contract. Activities are reviewed for compliance with program objectives. The Housing Division maintains records of all activities.

Monitoring activities include but are not limited to the following:

- Monthly meetings with Affordable Housing Loan Committee.
- Weekly contact with Non-Profit Agencies funded under CDBG and HOME as projects occurs for compliance with Local/National Program Objectives.
- Monitor projects of subrecipient agencies to insure compliance with Davis-Bacon, Bidding, Contracting, Uniform Act, Auditing and Local Building Code requirements.
- Monitor progress of all projects through quarterly reporting to City Management and local elected officials.
- Financial activities in the programs are reviewed on a monthly basis.
- Annual inspection of assisted properties for continued maintenance of property and verification Hazard Insurance by Community Development Staff.
- Annual independent audit of all expenditures is conducted and results are provided to City Council, Granting Agencies, and Bonding Agencies.
- Review of nonprofit files for maintaining information required by the City of Greenville and granting agencies (as outlined in procedures manual and contract).
- Conduct Workshops for contractors, non-profits, and other program participants to review guidelines and requirements.

A. HOME Program Monitoring Schedule

The following is the proposed monitoring schedule for the HOME Investment Partnership Program:

Active Funded CHDO's	Contact Person	Quarterly Monitoring Visit	Quarterly Monitoring Visit	Quarterly Monitoring Visit	Quarterly Monitoring Visit
Farmville Housing Development Corporation	Dean Corbett	Lease / purchase Week of March 12, 2012	Lease /Purchase Week of July 9, 2012	Lease/Purchase Week of October 8, 2012	Lease / Purchase Week of January 7, 2013

HOME Downpayment Assistance

Annual Compliance Review (Affordability Period)	Contact Person	Annual Monitoring Visit
Verification of Recipient Compliance	In House / letters sent	Week of August 5, 2012

Quarterly Review Outstanding Projects

Consortium Members with Outstanding Projects	Contact Person	1 st Quarter Monitoring Visit	2 nd Quarter Monitoring Visit	3 rd Quarter Monitoring Visit	4 th Quarter Monitoring Visit
Town of Grifton	Joe Albright	Week of March 12, 2012	Lease / Purchase update Week of July 9, 2012	Lease / Purchase update Week of October 8, 2012	Lease / Purchase update Week of January 7, 2013

Annual Compliance Review

Annual Compliance Review (Affordability Period)	Contact Person	Annual Monitoring Visit
Town of Ayden	Sherri Scharf	Week of June 17, 2012
Town of Farmville	Theresa L. Cieslinski	Week of June 17, 2012
Pitt County	Jonas Hill	Week of June 17, 2012
Town of Winterville	Terri Parker-Eakes	Week of June 17, 2012

CHDO'S

Annual Compliance Review (Affordability Period)		Contact Person		Annual Monitoring Visit	
Farmville Housing Development Corp.		Dean Corbett		Week of June 25, 2012	

Active Funded CHDO's	Contact Person	Monitoring Visit Close out of Prior Year Funding	Quarterly Monitoring Visit	Quarterly Monitoring Visit	Quarterly Monitoring Visit
Streets to Homes	Aaron McConnell	Week of March 26, 2012	Week of June 11, 2012	Week of September 10, 2012	Week of December 10, 2012
Metropolitan Housing & CDC	Jonathan Moore	Week of April 12, 2012	Week of June 18, 2012	Week of September 17, 2012	Week of December 17, 2012

**Community Development Block Grant
Monitoring Schedule**

Active Subrecipient	Contact Person	Monitoring Visit Date
North Carolina Rural Fund for Development	Linda McKnight	March 9, 2012
Boys & Girls Club of Pitt County	Jay Faron	March 7, 2012
Building Hope Community Life Center	Rob Lee	March 27, 2012
Center for Family Violence Prevention	Diana Lucas	March 15, 2012
L.I.F.E. of NC (STRIVE)	Joyce Jones	March 13, 2012
EXCEED	Carlton Gay	March 29, 2012
Pitt County : 10YR Plan to End Chronic Homelessness	Paulette White	March 29, 2012
Operation Sunshine	Barbara Ormond-Davis	March 28, 2012

VII. STRATEGIES TO ELIMINATE HOMELESSNESS

A. Continuum of Care

Since 2001, the City of Greenville has actively assisted with the creation and development of a Continuum of Care for Pitt County. The group, known as the Pitt County Continuum of Care, is devised of City and County staff, as well as non-profit and for-profit representatives. The group meets monthly to discuss the ever-growing homeless population in our community. Efforts to end homelessness and to coordinate supportive services to homeless persons are top priorities for the community. The January 2012, a Continuum of Care Homeless Population Point in Time Survey revealed that there are 106 homeless persons in Pitt County. Currently, Pitt County has 100 emergency beds and 28 transitional housing units available to serve them.

During the upcoming 2012-2013 fiscal year, the group will continue to develop the Continuum and prepare a grant application for submission. To date, the Pitt County Continuum of Care has received funding every year since 2003 funding cycle. Funding received under the 2004 and 2005 award was allocated to implement a Homeless Management Information System (HMIS). All actions by the Continuum of Care group will address obstacles to meet the underserved needs in the community, assist with the reduction of poverty level families, assist with the development of “institutional structures”, and enhance coordination between public and private housing and social service providers. Other actions will include marketing of the continuum to reach out to surrounding communities in an endeavor to promote regional participation.

B. Ten-Year Plan to End Homelessness

The City of Greenville, Pitt County Government, United Way and other nonprofit agencies formed a partnership in 2008 to hire a professional consultant to assist the community with developing a Ten-Year Plan to End Chronic Homelessness in Pitt County. The Plan was approved October 2008 by the Greenville City Council and Pitt County Commission. The goals and objectives are as follow:

GOAL 1

Provide community-based services and support to prevent homelessness before it happens and diminish risks for homelessness to recur.

■ Outcome 1-A

Increased access to services provided to the homeless population.

■ Outcome 1-B

Increased number of individuals who are employed and able to manage their personal finances.

■ **Outcome 1-C**

A comprehensive client-centered discharge planning process coordinated among community agencies for individuals leaving foster care, mental health facilities, jails and prisons, medical facilities, and military units who are at risk for homelessness.

■ **Outcome 1-D**

A data infrastructure (HMIS) that would link all services, screen for program eligibility, and gather data needed to monitor (assess) progress of implementation.

GOAL 2

Create adequate short-term housing options and supportive permanent housing for those who are chronically homeless or at risk of becoming homeless.

■ **Outcome 1-A:**

Increased inventory of housing options that meet the needs of individuals and families who are homeless and those at risk of becoming homeless.

Both local governments and nonprofit agencies are now in the process of implementation. The City Council approved in September 2008 a two year contribution of CDBG funds in the amount of \$30,000 per year to fund implementation activities. During fiscal year 2012, CDBG program will fund SOAR Training, which strives to access disability benefits for homeless people and those at risk of homelessness who are living with disabilities; and a “Project Connect” event. The Project Homeless Connect event is a one day event which provides community and medical services in one location for homeless residents. In January 2011, over 200 persons received services.

Federal FY 2012 Annual Action Plan-draft

CITY OF GREENVILLE

Proposed Uses of Federal & Local Funds in FY 2012-13*(Leveraging Of Funds)*

Program / Activity	CDBG Funds	HOME Funds	Other Federal	Housing Bonds	Local/Private	Total
HOUSING						
AFFORDABLE HOUSING						
Housing Rehabilitation	\$206,837	\$140,000			\$0	
Downpayment Assistance	\$0	\$40,000				
New Construction	\$0	\$110,537		\$120,000		
Sub-Total	\$206,837	\$290,537	\$0	\$120,000	\$0	\$617,374
ADMINISTRATION						
City of Greenville	\$156,200	\$38,700	\$0	\$0	\$300,000	
Sub-Total	\$156,200	\$38,700	\$0	\$0	\$300,000	\$494,900
CHDO						
		\$58,000	\$0	\$0	\$0	
Sub-Total	\$0	\$58,000	\$0	\$0	\$0	\$58,000
PUBLIC SERVICE						
Housing Counseling	\$16,040	\$0	\$0	\$0	\$0	
Job Training/LV of PC	\$11,960	\$0	\$0	\$0	\$0	
Youth Development/PAL	\$25,000	\$0	\$0	\$0	\$0	
Youth Development/IGC	\$15,000	\$0	\$0	\$0	\$0	
Sub-Total	\$68,000	\$0	\$0	\$0	\$0	\$68,000
PUBLIC FACILITY IMPROVEMENT						
Dream Park Renovation	\$80,000					
Subtotal	\$80,000	\$0	\$0	\$0	\$0	\$80,000
REVITALIZATION						
Acquisition	\$150,000	\$0	\$0	\$0	\$0	
Clearance/Demolition	\$35,000	\$0	\$0		\$0	
Relocation	\$35,000	\$0	\$0		\$0	
Sub-Total	\$220,000	\$0	\$0	\$0	\$0	\$220,000
ECONOMIC DEVELOPMENT						
Small Business Incubator	\$0	\$0	\$0	\$0	\$0	
Business Plan Competition	\$50,000	\$0	\$0	\$0	\$0	
Subtotal	\$50,000	\$0	\$0	\$0	\$0	\$50,000
Total	\$781,037	\$387,237	\$0	\$120,000	\$300,000	\$1,588,274
PROGRAM INCOME						
Housing Rehabilitation	\$25,000	\$0	\$0	\$0	\$0	
Affordable Housing		\$90,000	\$0	\$0	\$0	
Administration	\$5,000	\$10,000				
Program Income Total	\$30,000	\$100,000	\$0	\$0	\$0	\$130,000
PROGRAM DELIVERY						
Program Delivery Total	\$0	\$0	\$0	\$0	\$0	\$0
GRAND TOTALS						
GRAND TOTALS	\$811,037	\$487,237	\$0	\$120,000	\$300,000	\$1,718,274

Proposed Units
6
2
1
9
9
9
0
20
100
150
150
420
1,000
1,000
0
0
4
4
0
5
5
1447
1
1
2
0
1449



City of Greenville, North Carolina

Meeting Date: 4/12/2012
Time: 7:00 PM

Title of Item: Resolutions relating to financing of the Guaranteed Energy Savings Performance Contract

Explanation: Public Works and Recreation and Parks staff have been working very closely with Schneider Electric, the City's Energy Services Company (ESCO), as the firm concludes its Investment Grade Audit for the Guaranteed Energy Savings Performance Contract on City facilities, which the City Council unanimously approved to enter into on December 8, 2011. Staff and Celtic Energy, the City's third-party engineering firm which is reviewing the project, are currently wrapping up staff's final comments on the report.

In order for the City to continue moving forward in the process, a public hearing must be held to publicize the intent by the City to utilize a third-party financing entity to fund the Guaranteed Energy Savings Performance Contract and adoption of two resolutions that will be included in the completed package, which will be sent to the North Carolina Local Government Commission for the Commission's mandatory required review and approval.

By entering into this contract, City facilities that are to be upgraded under this energy savings performance contract will reduce energy consumption and lower the City's utility expenditure. The savings realized from lower utility costs will serve as the guarantee for the third-party agreement and be used to pay for the facility improvements in the project.

The first resolution is a finance resolution, which is an acknowledgment by the City Council that the City intends to enter into an installment-based finance agreement in which all costs payable will be covered by the savings that result from the project. The second resolution is a Governing Body Resolution, which authorizes the City to apply for the mandatory approval of the Guaranteed Energy Savings Performance Contract by the North Carolina Local Government Commission.

Fiscal Note: There is no budget impact for this item.

Recommendation: City Council hold a public hearing for the third-party financing and adopt both the finance and governing body resolutions.

Viewing Attachments Requires Adobe Acrobat. [Click here](#) to download.

Attachments / click to download

- [NC General Statute 143-64.17B](#)
 - [NC General Statute 160A-20](#)
 - [Finance_Energy_Savings_Contract_Resolution_923264](#)
 - [Governing_Body_Energy_Savings_Contract_Resolution_923265](#)
-

RESOLUTION NO -12
RESOLUTION MAKING CERTAIN FINDINGS, DETERMINATIONS, AND
ACKNOWLEDGEMENTS RELATING TO A GUARANTEED
ENERGY SAVINGS CONTRACT

BE IT RESOLVED by the City Council of the City of Greenville, North Carolina, as follows:

1. The City Council of the City of Greenville (the "City Council") hereby finds, determines and acknowledges that:

(a) the City Council plans to enter into a guaranteed energy savings contract not to exceed \$2,900,000.00 with Schneider Electric Buildings Americas, Inc. pursuant to G.S. 143-64.17 et. seq. for the purpose of providing certain energy conservation measures authorized thereby (the "Project") so as to reduce energy consumption and/or energy-related operating costs;

(b) the City Council intends to finance the Project by entering into an installment contract (the "Contract") pursuant to G.S. 143-64.17B and G.S. 160A-20, as amended;

(c) the energy savings resulting from the Project are expected to equal or exceed the total costs payable under the Contract as shown in an evaluation performed by Celtic Energy Inc. on behalf of the City Council; and

(d) the payments under the Contract are not expected to require any additional appropriations to be made by the City Council nor any increase in taxes.

2. This resolution shall be effective upon its adoption.

This the 12th day of April, 2012.

Allen M. Thomas, Mayor

ATTEST:

Carol L. Barwick, City Clerk

RESOLUTION NO -12

RESOLUTION AUTHORIZING THE FILING OF AN APPLICATION FOR
APPROVAL OF A GUARANTEED ENERGY SAVINGS CONTRACT
AUTHORIZED BY NORTH CAROLINA GENERAL STATUTE 143-64.17B AND
NORTH CAROLINA GENERAL STATUTE 160A-20

WHEREAS, the City of Greenville, North Carolina, desires to enter into a Guaranteed Energy Savings Contract (the "Contract") to install energy conservation measures (the "Project") so as to reduce energy consumption and/or energy-related operating costs; and

WHEREAS, the City of Greenville, North Carolina, desires to finance the Project by the use of an installment contract authorized under Section 160A-20 of the General Statutes of North Carolina; and

WHEREAS, the term of the Contract does not exceed fifteen years from the date of the installation and acceptance by the local governmental unit of the energy conservation measures provided under the Contract; and

WHEREAS, the energy savings resulting from the performance of the Contract will equal or exceed the total cost of the Contract pursuant to an evaluation performed by Celtic Energy, Inc. on behalf of the City of Greenville, North Carolina; and

WHEREAS, the energy conservation measures to be installed under the Contract are for existing buildings; and

WHEREAS, findings of fact by this governing body must be presented to enable the North Carolina Local Government Commission to make its findings of fact set forth in Section 159-151 of the General Statutes of North Carolina prior to approval of the proposed Contract;

NOW, THEREFORE BE IT RESOLVED by the City Council of the City of Greenville, North Carolina, that the City Council of the City Greenville makes the following findings of fact:

1. The proposed Contract is necessary or expedient because the City's facilities have outdated lighting, lack of building automation, failing equipment, comfort issues, as well as HVAC units that are highly inefficient and are nearing the end of their useful lives. The proposed Contract will address these issues as well as many others in the City's facilities.
2. The proposed Contract is preferable to a bond issue for the same purpose because this Project will be self performing using current utility appropriations and have a mandatory guarantee, therefore, it will not burden taxpayers with any monetary increase.
3. The sums to fall due under the Contract are adequate and not excessive for the proposed purpose because the energy savings over the period of the Contract are guaranteed to equal or exceed the total costs of the improvements.

4. The City of Greenville's debt management procedures and policies are sound because the City of Greenville's debt management policies have been carried out in strict compliance with the law.
5. An increase in taxes is not necessary since the guaranteed energy savings will equal or exceed the sums to fall due under the Contract.
6. The City of Greenville is not in default in any of its debt service obligations.
7. The City Attorney has rendered an opinion that the proposed project is authorized by law and is a purpose for which public funds may be expended pursuant to the Constitution and laws of North Carolina.

BE IT FURTHER RESOLVED by the City Council of the City of Greenville that the City Manager is hereby authorized to act on behalf of the City of Greenville in filing an application with the North Carolina Local Government Commission for approval of the Project and the proposed Guaranteed Energy Savings Contract and other actions not inconsistent with this resolution.

BE IT FURTHER RESOLVED by the City Council of the City of Greenville this resolution shall be effective upon its adoption.

This the 12th day of April, 2012.

Allen M. Thomas, Mayor

ATTEST:

Carol L. Barwick, City Clerk

NC General Statute 143-64.17B

§ 143-64.17B. Guaranteed energy savings contracts.

(a) A governmental unit may enter into a guaranteed energy savings contract with a qualified provider if all of the following apply:

- (1) The term of the contract does not exceed 20 years from the date of the installation and acceptance by the governmental unit of the energy conservation measures provided for under the contract.
- (2) The governmental unit finds that the energy savings resulting from the performance of the contract will equal or exceed the total cost of the contract.
- (3) The energy conservation measures to be installed under the contract are for an existing building or utility system.

(b) Before entering into a guaranteed energy savings contract, the governmental unit shall provide published notice of the time and place or of the meeting at which it proposes to award the contract, the names of the parties to the proposed contract, and the contract's purpose. The notice must be published at least 15 days before the date of the proposed award or meeting.

(c) A qualified provider entering into a guaranteed energy savings contract under this Part shall provide security to the governmental unit in the form acceptable to the Office of the State Treasurer and in an amount equal to one hundred percent (100%) of the total cost of the guaranteed energy savings contract to assure the provider's faithful performance. Any bonds required by this subsection shall be subject to the provisions of Article 3 of Chapter 44A of the General Statutes. If the savings resulting from a guaranteed energy savings contract are not as great as projected under the contract and all required shortfall payments to the governmental unit have not been made, the governmental unit may terminate the contract without incurring any additional obligation to the qualified provider.

(d) As used in this section, "total cost" shall include, but not be limited to, costs of construction, costs of financing, and costs of maintenance and training during the term of the contract. "Total cost" does not include any obligations on termination of the contract before its expiration, provided that those obligations are disclosed when the contract is executed.

(e) A guaranteed energy savings contract may not require the governmental unit to purchase a maintenance contract or other maintenance agreement from the qualified provider who installs energy conservation measures under the contract if the unit of government takes appropriate action to budget for its own forces or another provider to maintain new systems installed and existing systems affected by the guaranteed energy savings contract.

(f) In the case of a State governmental unit, a qualified provider shall, when feasible, after the acceptance of the proposal of the qualified provider by the State governmental unit, conduct an investment grade audit. During this investment grade audit, the qualified provider shall perform in accordance with Part 1 of this Article a life cycle cost analysis of each energy conservation measure in the final proposal. If the results of the audit are not within ten percent (10%) of both the guaranteed savings contained in the proposal and the total proposal amount, either the State governmental unit or the qualified provider may terminate the project without incurring any additional obligation to the other party. However, if the State governmental unit terminates the project after the audit is conducted and the results of the audit are within ten percent (10%) of both the guaranteed savings contained in the proposal and the total proposal amount, the State governmental unit shall reimburse the qualified provider the reasonable cost

incurred in conducting the audit, and the results of the audit shall become the property of the State governmental unit.

(g) In the case of a State governmental unit, a qualified provider shall provide an annual reconciliation statement based upon the results of the measurement and verification review. The statement shall disclose any shortfalls or surplus between guaranteed energy and operational savings specified in the guaranteed energy savings contract and actual, not stipulated, energy and operational savings incurred during a given guarantee year. The guarantee year shall consist of a 12-month term commencing from the time that the energy conservation measures become fully operational. A qualified provider shall pay the State governmental unit any shortfall in the guaranteed energy and operational savings after the total year savings have been determined. A surplus in any one year shall not be carried forward or applied to a shortfall in any other year. (1993 (Reg. Sess., 1994), c. 775, s. 3; 1995, c. 295, s. 2; 1999-235, s. 3; 2002-161, s. 4; 2003-138, s. 1; 2006-190, s. 3; 2009-375, s. 2.)

NC General Statute 160A-20

§ 160A-20. Security interests.

(a) Purchase. – A unit of local government may purchase, or finance or refinance the purchase of, real or personal property by installment contracts that create in some or all of the property purchased a security interest to secure payment of the purchase price to the seller or to an individual or entity advancing moneys or supplying financing for the purchase transaction.

(b) Improvements. – A unit of local government may finance or refinance the construction or repair of fixtures or improvements on real property by contracts that create in some or all of the fixtures or improvements, or in all or some portion of the property on which the fixtures or improvements are located, or in both, a security interest to secure repayment of moneys advanced or made available for the construction or repair.

(c) Accounts. – A unit of local government may use escrow accounts in connection with the advance funding of transactions authorized by this section, whereby the proceeds of the advance funding are invested pending disbursement. A unit of local government may also use other accounts, such as debt service payment accounts and debt service reserve accounts, to facilitate transactions authorized by this section. To secure transactions authorized by this section, a unit of local government may also create security interests in these accounts.

(d) Nonsubstitution. – No contract entered into under this section may contain a nonsubstitution clause that restricts the right of a unit of local government to:

- (1) Continue to provide a service or activity; or
- (2) Replace or provide a substitute for any fixture, improvement, project, or property financed, refinanced, or purchased pursuant to the contract.

(e) Oversight. – A contract entered into under this section is subject to approval by the Local Government Commission under Article 8 of Chapter 159 of the General Statutes if it:

- (1) Meets the standards set out in G.S. 159-148(a)(1), 159-148(a)(2), and 159-148(a)(3), or involves the construction or repair of fixtures or improvements on real property; and
- (2) Is not exempted from the provisions of that Article by one of the exemptions contained in G.S. 159-148(b).

(e1) Public Hospitals. – A nonprofit entity operating or leasing a public hospital may enter into a contract pursuant to this section only if the nonprofit entity will have an ownership interest in the property being financed or refinanced, including a leasehold interest. The security interest granted in the property shall be only to the extent of the nonprofit entity's property interest. In addition, any contract entered into by a nonprofit entity operating or leasing a public hospital pursuant to this section is subject to the approval of the city, county, hospital district, or hospital authority that owns the hospital. Approval of the city, county, hospital district, or hospital authority may be withheld only under one or more of the following circumstances:

- (1) The contract would cause the city, county, hospital district, or hospital authority to breach or violate any covenant in an existing financing instrument entered into by the nonprofit entity.
- (2) The contract would restrict the ability of the city, county, hospital district, or hospital authority to incur anticipated bank-eligible indebtedness under federal tax laws.
- (3) The entering into of the contract would have a material, adverse impact on the credit ratings of the city, county, hospital district, or hospital authority or

would otherwise materially interfere with an anticipated financing by the nonprofit entity.

(f) Limit of Security. – No deficiency judgment may be rendered against any unit of local government in any action for breach of a contractual obligation authorized by this section. The taxing power of a unit of local government is not and may not be pledged directly or indirectly to secure any moneys due under a contract authorized by this section.

(g) Public Hearing. – Before entering into a contract under this section involving real property, a unit of local government shall hold a public hearing on the contract. A notice of the public hearing shall be published once at least 10 days before the date fixed for the hearing.

(h) Local Government Defined. – As used in this section, the term "unit of local government" means any of the following:

- (1) A county.
- (2) A city.
- (3) A water and sewer authority created under Article 1 of Chapter 162A of the General Statutes.
- (3a) A metropolitan sewerage district created under Article 5 of Chapter 162A of the General Statutes.
- (3b) A sanitary district created under Part 2 of Article 2 of Chapter 130A of the General Statutes.
- (3c) A county water and sewer district created under Article 6 of Chapter 162A of the General Statutes.
- (4) An airport authority whose situs is entirely within a county that has (i) a population of over 120,000 according to the most recent federal decennial census and (ii) an area of less than 200 square miles.
- (5) An airport authority in a county in which there are two incorporated municipalities with a population of more than 65,000 according to the most recent federal decennial census.
- (5a) An airport board or commission authorized by agreement between two cities pursuant to G.S. 63-56, one of which is located partially but not wholly in the county in which the jointly owned airport is located, and where the board or commission provided water and wastewater services off the airport premises before January 1, 1995, except that the authority granted by this subdivision may be exercised by such a board or commission with respect to water and wastewater systems or improvements only.
- (5b) A local airport authority that was created pursuant to a local act of the General Assembly.
- (6) A local school administrative unit whose board of education is authorized to levy a school tax.
- (6a) Any other local school administrative unit, but only for the purpose of financing energy conservation measures acquired pursuant to Part 2 of Article 3B of Chapter 143 of the General Statutes.
- (6b) A community college, but only for the purpose of financing energy conservation measures acquired pursuant to Part 2 of Article 3B of Chapter 143 of the General Statutes.
- (7) An area mental health, developmental disabilities, and substance abuse authority, acting in accordance with G.S. 122C-147.

- (8) A consolidated city-county, as defined by G.S. 160B-2(1).
- (9) Repealed by Session Laws 2001-414, s. 52, effective September 14, 2001.
- (10) A regional natural gas district, as defined by Article 28 of this Chapter.
- (11) A regional public transportation authority or a regional transportation authority created pursuant to Article 26 or Article 27 of this Chapter.
- (12) A nonprofit corporation or association operating or leasing a public hospital as defined in G.S. 159-39.
- (13) A public health authority created under Part 1B of Article 2 of Chapter 130A of the General Statutes.
- (14) A special district created under Article 43 of Chapter 105 of the General Statutes. (1979, c. 743; 1987 (Reg. Sess., 1988), c. 981, s. 1; 1989, c. 708; 1991, c. 741, s. 1; 1993 (Reg. Sess., 1994), c. 592, s. 2; 1995, c. 461, s. 6; 1995 (Reg. Sess., 1996), c. 644, s. 2; 1997-380, s. 3; 1997-426, s. 7; 1997-426, s. 7.1; 1998-70, s. 1; 1998-117, s. 1; 1999-386, ss. 1, 2; 2001-414, s. 52; 2002-161, s. 10; 2003-259, s. 1; 2003-388, s. 3; 2007-226, s. 1; 2007-229, s. 3; 2009-527, s. 2(g).)



City of Greenville, North Carolina

Meeting Date: 4/12/2012
Time: 7:00 PM

Title of Item: Memorandum of understanding with the Pitt-Greenville Convention and Visitors Authority for a branding and marketing initiative

Explanation: A critical component of marketing the city for economic development is the creation and use of a "brand." A brand is not just a logo, but a statement of what is good about the community, who we are, and who we want to be.

Proper creation of an effective brand requires expertise in assessing all facets of the community as well as external audiences to understand how citizens and visitors perceive the city. Simply surveying these audiences is not enough; the person conducting the community assessment needs to ensure full representation of all parts of the community and then possess the experience to understand, analyze, and accurately interpret the resulting information. This brand development process requires an entity, with experience collecting data and creating brands for similar communities, that is impartial to the city and has no personal stake in the outcome of the process.

City staff recommends establishing a partnership with the Pitt-Greenville Convention and Visitors Authority (CVA) to collaboratively conduct and fund this initiative together, recognizing that the resulting brand will be used by both entities for marketing purposes. Included is a memorandum of understanding between the City and CVA that outlines a proposed brand development process, what the initiative is intended to achieve, and the responsibilities of each entity. A draft copy of the Request for Proposals - Branding and Marketing Initiatives is attached.

Fiscal Note: The total budget for this initiative is \$90,000 of which the City will provide \$60,000 and the CVA \$30,000. The City's portion of this funding will more specifically include \$36,000 from the City Manager's Office (FY 2011-2012 and FY 2012-2013 budgets) and \$24,000 from the Economic Development Division (FY 2012-2013 budget).

Recommendation: Approve the memorandum of understanding and authorize the Interim City Manager to execute the same.

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 [COG_CVA_Branding_MOU_920819](#)

NORTH CAROLINA
PITT COUNTY

MEMORANDUM
OF UNDERSTANDING

THIS MEMORANDUM OF UNDERSTANDING made and entered into this the 9th day of April, 2012, by and between the City of Greenville, a body corporate and politic, organized and existing pursuant to the laws of the State of North Carolina, Party of the First Part and hereinafter referred to as the CITY, and Pitt-Greenville Convention and Visitors Authority, an authority organized and existing pursuant to the laws of the State of North Carolina, Party of the Second Part and hereinafter referred to as the CVA.

WITNESSETH:

WHEREAS, both the CITY and CVA desire to work jointly toward development of a widely recognizable marketing brand serving a variety of interests including Greenville businesses, visitors and residents;

WHEREAS, the CITY and CVA intend to jointly fund the development of a comprehensive branding and marketing plan by a well qualified public relations or marketing firm;

WHEREAS, the CITY desires for the CVA to manage all selection, contract development and contract management tasks with the public relations or advertising firm selected jointly by the CITY and CVA to develop a comprehensive branding and marketing plan; and

WHEREAS, the CVA has agreed to manage the selection, contract development and contract management tasks with the public relations or advertising firm selected jointly by the CITY and CVA.

NOW, THEREFORE, for and in consideration of the mutual benefits, covenants, and promises contained herein, the CITY and the CVA agree as follows:

1. Purpose. The purpose of this Memorandum of Understanding is to provide for a cooperative effort between the CITY and the CVA for the selection of a public relations or marketing firm who will contract with the CITY and CVA to develop a comprehensive branding and marketing plan as per the scope of services described in the attached Branding and Marketing Initiative Request for Proposals.
2. City of Greenville Responsibility. In order to accomplish the purpose as stated in Section

1 of this Memorandum of Understanding, the CITY will do the following:

- (a) Make available to the CVA funding for the purpose of making payments to the public relations or marketing firm selected by and under contract with the CITY and CVA to develop the comprehensive branding and marketing plan per the terms of this Memorandum of Understanding, said funding shall not exceed Sixty Thousand and no/100ths Dollars (\$60,000) less the CVA administrative fee. The CVA administrative fee to be paid by the CITY shall not exceed five percent (5%) of the total amount paid by the CITY for the contract with the public relations or marketing firm. At no time will the financial responsibility of the CITY under this Memorandum of Understanding exceed more than sixty six percent (66%) of the sum of (i) the total contract amount for the development of the comprehensive branding and marketing plan and (ii) the total amount of the CVA administrative fee.
- (b) Make available to the CVA a team of CITY staff members who will provide timely input regarding the selection of a public relations or marketing firm to develop the comprehensive branding and marketing plan. The same team of CITY staff members will work jointly with CVA staff and the selected public relations or marketing firm to develop a comprehensive branding and marketing plan.
- (c) Schedule as necessary presentations to the City Department Directors and to the City Council of the CITY so that the City Council of the CITY may review, comment on and ultimately approve a comprehensive branding and marketing plan for the City of Greenville. All work under this Memorandum of Understanding shall be considered complete at such time as the City Council of the CITY adopts the final comprehensive branding and marketing plan.

3. Pitt-Greenville Convention and Visitors Authority Responsibility. In order to accomplish the purpose as stated in Section 1 of this Memorandum of Understanding, the CVA will do the following:

- (a) Manage all selection, contract development and contract management tasks including scheduling of interviews with consultants, record keeping, correspondence with and arrangement for payments to the selected public relations or marketing firm, as well as dissemination of materials and information to stakeholders and review boards and commissions. The CVA shall be entitled to receive an amount for

administration of the contract with the public relations or marketing firm, said amount to be determined by CVA based upon staff time worked and expenses incurred in administering the contract and said amount shall not exceed five percent (5%) of the total contract amount with the selected public relations or marketing firm for administration of that contract. These administrative funds shall be debited from the contributions of both the CITY and CVA at the same ratio of contribution of sixty six percent (66%) for the CITY and thirty four percent (34%) for CVA.

- (b) Provide funding for the purpose of making payments to the public relations or marketing firm selected by and under contract with the CITY and CVA to develop the comprehensive branding and marketing plan per the terms of this Memorandum of Understanding, said funding shall not exceed Thirty Thousand and No/100ths Dollars (\$30,000) less the CVA administrative fee. The CVA administrative fee to be paid by CVA shall not exceed five percent (5%) of the total amount paid by CVA for the contract with the public relations or marketing firm. At no time will the financial responsibility of the CVA under this Memorandum of Understanding exceed more than thirty-four percent (34%) of the sum of (i) the total contract amount for the development of the comprehensive branding and marketing plan and (ii) the total amount of the CVA administrative fee.
- (c) Organize, coordinate and document meetings with stakeholders representing broad based community and external interests to provide input and feedback on development of a community brand and marketing strategy.

4. Conflict Resolution. If a conflict arises in relation to this Memorandum of Understanding, the party raising the concern about the conflict shall document the issue and provide this information in writing to the other party. Representatives from both parties shall then attempt to negotiate in good faith an appropriate resolution of the conflict.

5. Duration. The term of this Memorandum of Understanding shall be for a period of one (1) year commencing on April 10, 2012, and terminating on April 9, 2013, unless sooner terminated in accordance with the provisions of this Memorandum of Understanding. This Memorandum of Understanding may be extended for an additional term of six (6) months upon the mutual written agreement of the parties.

6. Termination. Each party shall have the right to terminate this Memorandum of Understanding by providing written notice to the other party of the intent to terminate and the effective date of termination. Such notification shall be given to the other party as early as possible, but not less than thirty (30) days prior to the effective date of termination. Should termination of this Memorandum of Understanding take place prior to adoption of a comprehensive branding and marketing plan by the City Council of the CITY, but after a contract has been signed with a public relations or marketing firm charged with development of a comprehensive branding and marketing plan, the CVA and CITY will remain responsible for any payments owed to that firm at the contribution ratios outlined in this Memorandum of Understanding. Should termination of this Memorandum of Understanding take place prior to adoption of a comprehensive branding and marketing plan by the City Council of the CITY, the CVA will not be eligible to receive, after the effective date of termination, additional payment of the administrative fee from the CITY.

7. Amendment. This Memorandum of Understanding contains the entire understanding of the parties and shall not be altered, amended, or modified, except by an agreement in writing executed by the duly authorized officials of both the CVA and the CITY.

IN WITNESS WHEREOF, the parties hereby have caused this Memorandum of Understanding to be executed in duplicate originals, as of the day and year first above written.

CITYOF GREENVILLE

By: _____
Thomas M. Moton, Jr. Interim City Manager

PITT-GREENVILLE CONVENTION AND
VISITORS AUTHORITY

By: _____
Joseph Fridgen, Chairman

APPROVED AS TO FORM:

David A. Holec, City Attorney

PRE-AUDIT CERTIFICATION

This instrument has been preaudited in the manner required by the Local Government Budget and Fiscal Control Act.

Bernita W. Demery, Director of Financial Services

Account Number _____

Project Code (if applicable) _____



CITY OF GREENVILLE NORTH CAROLINA

Request for Proposals City of Greenville, NC Branding and Marketing Initiative

The City of Greenville is seeking proposals for firms to develop a comprehensive brand and marketing plan for the City. The City is seeking to cross-functionally market Greenville to attract business and tourism as well as to elevate the general perception of the community with consistent branding across city organizations to convey Greenville as a great place to live, work and play.

Greenville is one of the largest cities in the eastern part of North Carolina. It is an economic, medical, educational, and shopping hub for a large region. Greenville is a university city with a strong medical community, complete with a large medical school and several special medical facilities, but with no distinct sense of identity or community pride apart from those associated with the university.

Greenville has enjoyed tremendous population growth in the past two decades, but has experienced many growing pains as well. The most prominent is a perception of crime that is not in line with the past few years' trend of crime statistics. Further, the community has lost much of its historic past and struggles with its identity.

Greenville has weathered the economic downturn better than many other communities in the region and state, but wishes to attract more high-wage employers to the city. To that end, the City Council has created a new Office of Economic Development and Revitalization to help attract businesses to the city.

The City established a partnership with the Convention & Visitors Authority (CVA) to create a cohesive brand for use by the CVA, Office of Economic Development and Revitalization, Public Information Office, and all other facets of the City.

Scope of Services

- Conduct research needed throughout all facets of the community as well as external audiences to determine existing attitudes, perceptions, opportunities and challenges to enhancing the City's

- image. Determine why businesses, residents, and visitors are choosing Greenville / not choosing Greenville. How do we address that?
- Provide strategy initiative to develop the positioning and messaging statements based on qualitative research and analysis of quantitative data.
 - Prepare and recommend specific necessary elements to deliver the message, i.e. logo design, printed collateral, print advertising, and Web site design. Recommend media placement, public relations, and events.
 - Work within agreed-upon time constraints and budget.
 - Provide a marketing plan for the City and CVA with recommendations for priority allocation of limited funds by audience and by group.

Related Experience

Proposal should include recent experience (within the last three years) creating complete brand and marketing plans for cities of relatively similar size with a large university.

Proposals should also address your overall capabilities to lead the destination branding process. Resumes of the individuals who will perform the work outlined in this proposal, including their capabilities and experience conducting similar work, are required.

Industry Knowledge

Proposal should provide in detail your experience in marketing for economic development, tourism, and destination communities, including a brief synopsis explaining your philosophy on the role branding plays in each of the above.

Research Capability

Proposal should include an explanation of the firm's ability and experience in conducting research that engages all sectors of a community and produces an accurate and useful brand that is inclusive of all sectors of the community.

Proposed Action Plan, Time Frame, and Expectations

Proposal should include an outline of what the partnership can expect, a timeline for the stages of completion of the work, and a proposed action plan for the work.

References

Proposal should include at least five (5) professional references for similar work performed by your firm for similar communities (university communities) performed within the last three (3) years. Executive summaries including project scope and copies of the deliverables of each of those brands are highly recommended.

References should include contact names, titles, phone numbers, and email addresses of the people most familiar work (such as the community's brand manager), population of the community, and date completed.

Compensation / Budget

Proposal should include project costs for services along with a payment schedule and an explanation of how the fees were established. This should be included in a sealed envelope which is separate from the rest of the required information.

Selection Criteria

The following will be used to evaluate the qualifications of the proposals:

- Capability to perform the required services for the project 20%
- Recent experience in similar projects for similar communities and proven success 35%
- References 10%
- Professional background, availability, and caliber of key personnel to be assigned to this project 10%
- Indication of current workload of key personnel to be assigned to this project 10%
- Willingness to set fees on a project basis, versus a per-hour basis; competitive fee schedule 15%

REQUIREMENTS AND AUTHORITY OF THE CITY OF GREENVILLE, NC

This Request for Proposals does not commit the City of Greenville to award a contract, pay any costs incurred in the preparation of the proposal to this request, or to procure or contract for services. The City reserves the right to accept or reject any or all proposals received as a result of this request, negotiate with any qualified source(s) or cancel, in part or entirely, this RFP, if it is in the best interest of the City.

All work performed on behalf of the City becomes the property of the City including, but not limited to, hard copies, diskettes, CDs, DVDs, databases of research, etc. All final reports prepared under the contract shall be the

property of the City and may not be used or reproduced in any form without the explicit written permission of the City.

RFPs should be limited to no more than 12 pages plus a cover letter. Copies of the product deliverables are excluded from the 12-page maximum.

Minority and/or Women Business Enterprise (M/WBE) Program

It is the policy of the City of Greenville to provide minorities and women equal opportunity for participating in all aspects of the City's contracting and procurement programs, including but not limited to, construction projects, supplies and materials purchase, and professional and personal service contracts. In accordance with this policy, the City has adopted a Minority and Women Business Enterprise (M/WBE) Plan and subsequent program, outlining verifiable goals.

The City has established a 4% Minority Business Enterprise (MBE) and 4% Women Business Enterprise (WBE) goal for the participation of M/WBE firms in supplying goods and services for the completion of this project. All firms submitting qualifications and/or proposals agree to utilize minority and women-owned suppliers and service providers whenever possible.

Questions regarding the City's M/WBE Program should be directed to the M/WBE Office at (252) 329-4862.

Equal Employment Opportunity Clause

The City has adopted an Equal Employment Opportunity Clause, which is incorporated into all specifications, purchase orders, and contracts, whereby a vendor agrees not to discriminate against any employee or applicant for employment on the basis of race, color, religion, sex, national origin or ancestry. A copy of this clause may be obtained at the City Clerk's Office, City Hall, Greenville, NC. By submitting qualifications and/or proposals, the firm is attesting that they are an Equal Opportunity Employer.

Federal law (Rehabilitation Act and ADA) prohibits handicapped discrimination by all governmental units. By submitting a proposal, the vendor is attesting to its policy of nondiscrimination regarding the handicapped.

SUBMISSION INFORMATION

Interested firms must submit the above requested information along with a cost proposal (in a separate, sealed envelope) to the attention of Debbie

Vargas, Director of the Greenville-Pitt Convention & Visitors Bureau, 303 SW Greenville Boulevard, Greenville, NC, 27835-8027 no later than Wednesday, May 9 at 9 a.m., E.S.T.

For questions regarding the RFP, please contact Debbie Vargas at 252-329-4200 or 1-800-537-5564.



City of Greenville, North Carolina

Meeting Date: 4/12/2012
Time: 7:00 PM

Title of Item: Award of CDBG funding to the Lucille W. Gorham Intergenerational Community Center

Explanation: This is a request to award \$3,000 in remaining fiscal year 2011 Community Development Block Grant (CDBG) Public Service funding to the Lucille W. Gorham Intergenerational Community Center. CDBG funds that are available for these activities are from unspent funds granted to non-profit organizations in the 2010-2011 CDBG program. These funds will be used to assist with transportation and admission costs for the Summer 2012 Youth Excelling for Success (YES) program. YES is a highly successful program designed to academically and socially empower youth outside of the traditional classroom setting and promote self-esteem and positive behavior.

The requested funding would assist with the following planned trips:
Imax Theater in Raleigh: \$800 for bus and \$700 for admission, totaling \$1500
Frankie's Fun Park in Raleigh: \$800 for bus and \$700 for admission, totaling \$1500

Fiscal Note: The proposed funding would require a budget adjustment to the CDBG 2011 public service line item of \$3,000. The adjusted budget line item for public service expenditures would increase to \$110,950.


Recommendation: During the March 29, 2012 meeting, the Affordable Housing Loan Committee failed to take action on the request. A motion was made to approve the request, but the motion did not receive a second. The Affordable Housing Loan Committee did not call for a motion to deny the request, thus resulting in no recommendation on the request.

Approve staff's request to award \$3,000 in Community Development Block Grant (CDBG) funds to the Lucille W. Gorham Intergenerational Community Center Youth Excelling for Success (YES) Program to assist with transportation

and admission expenses for educational trips during 2012 summer programs.

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 [Request letter](#)



LWG Intergenerational Community Center

East Carolina University
1100 Ward Street • Greenville, NC 27834
252-328-5800 office
252-328-5807 fax

February 13, 2012

Ms. Sandra Anderson
City of Greenville
200 W. 5th Street
Greenville, NC 27834

Dear Ms. Anderson,

The Lucille W. Gorham Intergenerational Community Center is respectfully requesting funds from the CDBG Fund in the amount of \$3,000.00 for our Youth Excelling for Success (YES) program for the spring and summer of 2012. YES is a highly successful program designed to academically and socially empower youth outside of the traditional classroom setting and promote self esteem and positive behavior.

The requested funds will allow us to continue our efforts with the youth of West Greenville, the city of Greenville and surrounding Pitt County through two rewarding field trips this summer. Because of your generous donation many of these children will have the opportunity not only for education but for unique hands on experience.

We have planned two trips

- Imax Theater in Raleigh : \$800.00 for bus to Raleigh and \$700.00 for tickets equaling \$1,500.00 for the trip.
- Frankie's Fun Park in Raleigh: \$800.00 for bus to Raleigh and \$700.00 for tickets equally \$1,500.00 for the trip.

Thank you for your consideration of our request. I will follow up with you in the next week to answer any questions you might have, as well as to learn whether there is a possibility of meeting with you to discuss the merits of our proposal. Should you have any questions in the interim, please feel free to contact me, Deborah Moody, IGCC Director of Programs, at (252) 328-5809, or moodyd@ecu.edu.

Sincerely,

Deborah R. Moody



City of Greenville, North Carolina

Meeting Date: 4/12/2012
Time: 7:00 PM

Title of Item: Award of CDBG funding to the PAL Program

Explanation: This is a request to award \$13,500 in remaining fiscal year 2011 Community Development Block Grant (CDBG) Public Service funding to the Greenville Police Department Police Athletic League (PAL) Program. CDBG funds for these activities are available from unspent funds granted to non-profit organizations in the 2010-2011 CDBG program. Funds will be used to assist with transportation and extracurricular costs (such as field trips) during the 2012 Summer Camp program.

The PAL Program was started in 2007 in response to the City Council's adopted goal for the Police Department to create a program aimed at crime prevention and youth services. Today, the Greenville Police Department's program is a recognized 501(c)(3) organization and provides crime prevention and youth services to three sites. The first site started at Eppes Recreation Center; the second site opened in 2008 at South Greenville Gymnasium; and in 2010, the third site was established at Wellcome Middle School.

Fiscal Note: The proposed funding requires a budget adjustment to the CDBG 2011 public service line item of \$13,500. The adjusted budget line item for public service expenditures would increase to \$107,950.


Recommendation: During the March 29, 2012, meeting, the Affordable Housing Loan Committee failed to take action on the request. A motion was made to approve the request, but the motion did not receive a second. The Affordable Housing Loan Committee did not call for a motion to deny the request, thus resulting in no recommendation on the request.

Approve staff's request to award \$13,500 in Community Development Block Grant (CDBG) funds to the Greenville Police Department Police Athletic League (PAL) Program to assist with transportation and extracurricular expenses for

educational field trips during the 2012 summer camp.

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GREENVILLE POLICE DEPARTMENT MEMORANDUM

January 5, 2012

TO: Merrill Flood, Director of Community Development

FROM: William J. Anderson, Chief of Police 

SUBJECT: **2011 CDBG Funds**

I am writing to request that \$16,000 in remaining 2011 Community Development Block Grant Public Service funds be awarded to the Greenville Police Department Police Athletic League (PAL) Program. The Greenville PAL Program was started in 2007 in cooperation with the Greenville Recreation and Parks Department. Today, our PAL Program is a recognized 501(c)(3) organization and has been expanded to a total of three sites. The original site was at Eppes; the second site was started in 2008 at South Greenville; and in 2010 the third site was established at Wellcome Middle School. The Eppes site, which is the largest of the three, is located within the 45-block revitalization area located within the west Greenville community. The program serves more than 100 children who reside primarily in census tracts 7.01 and 7.02 and many of whom are at-risk youth from low to moderate income families.

Today, the PAL program operates an after-school program which provides tutoring and homework assistance, as well as, fun activities for youth during the after-school hours. Other Greenville Police Department PAL Programs include:

- PAL Summer Camp
- Police-A-Kid-Emy
- Athletics
- 100 Cops/100 Kids

In addition to these programs, the Greenville Police Department has partnered with Pitt County Schools in the Summer Significance Academy. The Summer Significance Academy established a 10-week academy for youth who are entering the sixth grade with the intent being to decrease the dropout rate in Pitt County. Pitt County Schools will

select 150 students to participate in this structured summer program. The target group will be fifth graders who are entering sixth grade who have been identified as moderately at-risk and who demonstrate the following characteristics:

- Below average to average academic achievement
- Economic status that may interfere with opportunity for diverse experiences outside of school
- Most likely be unsupervised or not in childcare, camps, etc. during the summer
- Displays challenging behavior at times, but is not a severe behavior problem
- Student will benefit from additional academic and enrichment opportunities.

Part of these programs includes educational trips to locations such as Fort Macon, the Marbles Kids Museum, the North Carolina Aquarium, and other places that many of these youth would not otherwise have the opportunity to visit. The Greenville Police Department contracts with the Pitt County Schools to provide for transportation on these trips. For transportation during the summer of 2011, the Greenville Police Department paid \$13,000 for transportation for educational trips. These funds, if approved, will be utilized this summer to offset the costs for transportation and admission for such activities and educational trips and will help insure that we can continue to provide these educational opportunities for our PAL children.

pc Wayne Bowers, City Manager
Thom Moton, Assistant City Manager
Sandra Anderson, Community Development
Deputy Chief Joe Bartlett
Captain Robert Williams
Megan Butler, PAL Coordinator



City of Greenville, North Carolina

Meeting Date: 4/12/2012
Time: 7:00 PM

Title of Item: Presentation of City of Greenville Strategic Economic Plan and Annual Work Plan

Explanation: As requested by the City Council, staff has prepared a Strategic Economic Plan that addresses a number of City Council goals to include “Promote economic development by decreasing the unemployment rate, increasing median income, and attracting and retaining new and existing businesses”. This Strategic Economic Plan promotes a vision for Greenville as a top tier university-medical marketplace designed to enhance Greenville’s competitiveness in the ever-changing global economy.

The plan was developed in concert with the City Council Economic Development Subcommittee, and has also received input from more than a dozen potential economic development partners that make up the Mayor’s Economic Development Advisory Committee. The City Council Economic Development Subcommittee met and discussed the plan on February 28 and March 21, 2012. The subcommittee included:

- Mayor Allen Thomas
- Council Member Kandie Smith
- Council Member Dennis Mitchell
- Interim City Manager Thom Moton
- Community Development Director Merrill Flood
- Senior Planner Carl Rees, Community Development Department

The Mayor’s Economic Development Advisory Committee met and discussed the plan on March 12, 2012. Individuals that attended this meeting included:

- John Chaffee (North Carolina Eastern Region)
- Scott Elliott (Pitt County)
- Beverly Emory (Pitt County Schools)
- Todd Hickey (Vidant Health)
- Dennis Massey (Pitt Community College)
- Dennis Mitchell (City of Greenville)

- Ted Morris (ECU Economic Development)
- Thom Moton (City of Greenville)
- Mark Phillips (North Carolina Biotech Center)
- Scott Poag (Pitt County Development Commission)
- Susanne Sartelle (Greenville-Pitt County Chamber of Commerce)
- Kandie Smith (City of Greenville)
- Jerry Vickers (Pitt-Greenville Airport)
- John Worrell for Tony Cannon (Greenville Utilities Commission)
- Wanda Yuhus (Pitt County Development Commission)

The first section of the document further details the economic vision for Greenville including the importance of the City's service to the Eastern North Carolina region as well as the City's role as an urbanized education and medical hub. The document then outlines thirteen (13) strategic goals that are divided into shorter term approaches to recovering from the recession as well as longer term goals that will help position Greenville for economic growth opportunities in the future. Based on the thirteen (13) strategic goals identified in the Plan, staff has prepared an annual work plan for the 2012-2013 fiscal year that identifies specific actions and steps required to begin implementation of the Plan. A team approach is prescribed as the best way to accomplish the actions within the work plan. Thus, a broad range of team members is identified for collaboration on various tasks. Tasks are identified for implementation by quarters within the City's fiscal year, with some actions slated for continuous work, others early in the year, and others toward the end of the fiscal year. This type of work flow planning allows City staff to approach the tasks in an organized manner with semi-annual progress reports provided to City Council and the general public.

Fiscal Note:

Many of the actions identified within the Economic Development Work Plan will be completed with existing operating funds and staff. Others, however, will require additional financial resources for purposes ranging from the purchase of business market analysis software, development of a unified brand for the City, as well as marketing of Greenville to business targets. In total, new expenditures in support of the City's economic development goals are not expected not to exceed \$90,000.

Recommendation:

Review the Strategic Economic Plan along with the Economic Development Annual Work Plan for the 2012-2013 fiscal year and provide staff guidance on the same. Staff will incorporate City Council feedback and present the item for adoption at the May 7, 2012, City Council meeting.

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[Proposed Strategic Economic Plan Table](#)

[Proposed Strategic Economic Plan Document](#)

Proposed Strategic Economic Plan for Greenville, North Carolina: A Roadmap to Community Prosperity

In recent decades, Greenville became a regional hub of commerce, education, and health services. At times, the city's development footprint grew even faster than its infrastructure and its economic fundamentals. Now, a new generation of business, community, and institutional leaders is reinvesting in Greenville's economic fundamentals and ushering the city into its next phase of growth: *Greenville will become a top-tier southern university-medical (uni-med) marketplace that serves the eastern North Carolina region.*

The uni-med marketplace is where the public university, the public-private medical sphere, and private commerce intersect – a catalyst for innovation, entrepreneurialism, and creativity, as well as health and information sciences, and technological experimentation, all supported by thriving sectors in finance, insurance, real estate (F.I.R.E.), retail, engineering, and construction.

Greenville's next phase of growth will build-on the community's longstanding assets while preserving its core values, but it will also be guided by forward-looking economic strategies designed to enhance Greenville's competitiveness in the changing global economy. Greenville will become a top-tier southern uni-med marketplace in part by realizing the following vision elements:

A top-tier southern uni-med community, Greenville is . . .

- **Serving the eastern region:** Greenville provides specialized, high-value-added services and resources to people at all income levels throughout the eastern North Carolina region; Greenville is a regional center for broad-based, community-wide economic empowerment.
- **A community of innovation:** eastern North Carolina's heritage of pragmatic innovation in agriculture and industry made Greenville a thriving business community; the rise of ECU as a research institution, and the growth of the Vidant Health campus, will bolster all levels of community innovation – from grassroots entrepreneurialism and business innovation to applied/medical research and academic scholarship.
- **Where barbecue meets bistro:** Greenville is a diverse community with a diversifying marketplace in which modern southern flair is intermingling with other regional and international flavors; Greenville is becoming increasingly more cosmopolitan and eclectic while still preserving its down-to-earth sensibility and inviting atmosphere.
- **A health-enhancement community:** Greenville is becoming a model community for integrating sports and recreation for all ages, community parks and greenways, holistic medical services, health education, and community and family resources.
- **A destination community:** Greenville is a place where businesses thrive because families do; but it's also a great place in which to cultivate a career; investments in infrastructure, quality-of-life, and cultural and entertainment venues will attract new talent and additional visitors, ensure that economic opportunities keep pace with the community's wealth of training and higher-educational resources, and encourage young adults to stay in Greenville to harvest the rewards.

The preceding vision elements represent aspects of regional economy that the community can more actively shape via policy, public investments, and economic development (ED) plans, programs and projects. Many economic variables are beyond the control of governments and institutions; yet economic development strategies that promote the above vision elements will put Greenville in a better position to capitalize on its opportunities, rather than being at mercy of larger outside forces.

In the past, Greenville evolved from a thriving tobacco town into a regional hub as a result of farsighted actions by local and State leaders, entrepreneurs and business innovators, educators, and other people who capitalized on Greenville's many "natural" advantages, which included:

- A favorable climate and geographical alignment
- U.S. migration patterns
- Attractive regional business conditions: inexpensive land, amenable labor laws and economic regulations, emerging skilled workforce
- State of N.C. policies that recognized Greenville's importance to eastern N.C., such as when the legislature expanded the mission of ECU (as a major university) and when it located medical and dental schools in Greenville

Going forward, some of Greenville's past advantages will become less important, while other factors will become more important to Greenville's economy. Having a clear, compelling economic vision – a distinctive community identity – helps to focus community resources on priorities and strategies that will have the greatest positive impacts.

Recommended Strategic Goals: 2012 – 2015

Greenville has identified 13 strategic economic goals (next page), which it will pursue with its economic development partners over the next three years. To maximize its resources, Greenville must simultaneously approach its economic challenges at two levels.

- **Immediate responses to economic trends:** Greenville's first seven strategic goals are designed to create jobs for its growing population and generate additional revenue for City services and infrastructure investment; the positive impacts from these strategies and higher-priority action items will be felt as early as within the next few years.
- **Intermediate economic development strategies:** at the same time, Greenville must also invest in its future success; the other six strategic goals will prepare Greenville to capitalize on its distinctive advantages, or success factors, which will make the city more competitive and attractive in the mid to long-term future.

Advancing both levels of strategic goals (immediate and intermediate) will address urgent needs while helping Greenville to realize its vision of becoming a top-tier southern uni-med marketplace.

Strategic Goals: 2012 – 2015*

Regain Jobs and Increase City Revenue

- #1 Attract and retain jobs by reaching out to companies in targeted economic sectors; complement the efforts of Greenville's economic development partners by focusing on business operations that wish to locate in close proximity to a university or medical campus, at a downtown location, or along a major commercial corridor.
- #2 Develop retail to full potential, maximizing revenue impact and neighborhood vitality.
- #3 Nurture the success of local entrepreneurs and small businesses.
- #4 Increase Greenville's profile in regional and state forums, emphasizing that Greenville serves the eastern North Carolina region and is a rising uni-med community.
- #5 Diversify the City's tax base and revenue sources to increase the City's General Revenue.
- #6 Promote Greenville's proven track record as a business-friendly community; demonstrate how Greenville's streamlined, consistent, predictable development review process reduces business costs.
- #7 Support the Pitt County Development Commission and other economic development partners in promoting manufacturing, biotech, gaming, military support, and other "heavier" industries.

Invest for Future Success

- #8 Make transportation gateways and commercial corridors more attractive, legible, and accessible.
- #9 Develop sports, recreational, arts, cultural, and entertainment offerings.
- #10 Position Center City as the vibrant epicenter of Greenville's uni-med community; encourage mixed-use redevelopment including residential and major "anchor" projects that reinforce the identities of downtown districts and adjacent neighborhoods.
- #11 Support and promote the community's existing resources for developing human capital: training; primary, secondary and technical education; career and small business support services.
- #12 Build 21st century infrastructure that serves industry needs, attracts active and creative professionals, and improves mobility and accessibility for all Greenville citizens.
- #13 Foster a proactive culture within the City government that anticipates needs and trends, cultivates new ideas, pursues innovations, and constantly seeks new ways to promote the City's strategic and long-range goals.

*The above strategic goals are not listed in order of ranking

Implementing the Strategy

Greenville will successfully implement its strategic goals through the active involvement of City government, including elected officials, administration leaders, and employees from many departments. Partners from business, education, labor, and the community have equally important roles to play.

Implementing the strategy will involve four main tracks:

- *Set Priorities for First Two Years* – the City Council has begun to identify the highest-priority strategic goals, and the highest-priority Actions within each of the 13 strategic goals, that should be pursued in the next two years (from 2012 to June 2014).
- *"Connect the Dots" Across the City Organization* - the Economic Development Division and the City Manager's Office will lead efforts to communicate the City's economic strategy throughout the City organization, so that every department/division and staff member can understand their contribution and align their work to support the strategy.
- *Build Implementation Partnerships with the Community* - City elected leaders and staff should take this strategy out into the business community and neighborhoods. They should engage key economic development partners and clarify how to move forward together on the strategic goals.
- *Track Performance and Progress* – on a regular basis (every 12 months) the City Council should conduct a review of the strategy. The City should track three kinds of measures related to implementation of the strategy: performance on desired economic outcomes, performance on community success factors, and milestones and results of implementing the Economic Strategy.

As we implement this Strategy over the next three years, we need to be aware that economic conditions and variables will continue to change. The strategy was developed at a time of significant economic flux and uncertainty. Even as we focus on implementing initial priorities, we will need to be opportunistic as new possibilities and problems emerge over time. We must continue learning from each other locally and from our increasingly interconnected world.

Implementation Principles

City leaders and employees should consider how their work affects Greenville's economic development success and identify how they can contribute to implementing this Strategy.

On a day-to-day basis, the following principles are important:

- Economic development is a **citywide business**.
- Economic development and quality of life are **interdependent priorities**.
- **Employers are customers**, just like residents.
- Every City staff member is an **Economic Developer**.
- Be **responsive, adaptable, speedy, and aggressive**.
- **Be in communication** with Greenville employers for ongoing learning.
- Look out for **new opportunities that emerge** aligned with Greenville's Economic Vision.
- Engage the community and civic leaders to become **ambassadors for the economic development program**, realizing that all players are of vital importance to its success.

Action Items

#1 Attract and retain jobs by reaching out to companies in targeted economic sectors; complement efforts of economic development partners by focusing on business operations that wish to locate in close proximity to a university or medical campus, at a downtown location, or along a major commercial corridor

For Greenville to become a top-tier southern uni-med marketplace, it must attract and sustain a growing concentration of “driving industry”¹ companies that can serve as economic engines of the city and regional economy, while also building on its successful track record of encouraging broad-based economic development that generates jobs for the entire community.

Greenville will work with its economic development partners to attract companies that prefer an urbanized location, either because they are attracted to the Greenville commercial market, or because they prefer to be close to the city’s uni-med cluster of medical offices, research labs, information-intensive and financial services, and public institutions. These companies – whether they are start-ups or growing companies – typically have many choices about where to locate and/or expand their operations. The City of Greenville will support and/or incentivize projects that contribute to the local tax base and the development of the uni-med marketplace.

In the short-term, the Greenville-Pitt County sub-region has an opportunity to build on its existing advantages in certain Key Industry Clusters²: Research, higher education, medical; financial services & insurance, pharmaceuticals. Developing these technology-intensive clusters in conjunction with other complementary business sectors will spur the uni-med marketplace. In addition, the East Carolina University Office of Engagement, Innovation and Economic Development identified eight targeted industry clusters in the areas of Advanced Learning Technologies, Health, Health Care and Medical Innovation; Marine Sciences; Bio Agriculture; Aerospace, Renewable Energy; Tourism and the Military.³

Actions to Achieve This Goal

- Contract with site location firm to complete SWOT analysis of existing and emerging clusters within the Greenville/Pitt County area and to assess the City's organizational readiness to pursue ED (economic development) initiatives.
- Develop action plan for capitalizing on opportunities, and addressing potential issues, indicated by the SWOT analysis of Greenville/Pitt County-area clusters.
- Create a target list of 5-10 firms that do business in Greenville and which might be good fits for expansion in the Greenville/ENC market

¹ “Driving industry” refers not just to basic (or primary) economic activities, which tend to make more direct use of natural or physical resources and produce goods & services primarily for export (for regions, states, nations outside of the local market area), but also non-basic yet catalytic retail, services, entertainment magnets that can be just as important to vibrant urban economies as traditional “basic industries.”

² See: Center for Regional Economic Competitiveness, *A Vision Plan for North Carolina’s Eastern Region* (May 2006), Figure 5, page 16.

³ East Carolina Office of Engagement, Innovation and Economic Development, document (name, citation info?), page 2.

- Recruit new industries to the Greenville/Pitt County-area (CC goal) in concert with our ED partners.
- Collaborate with partners that perform ED planning and analyses to develop strategies for reaching out to, and attracting, firms in targeted sectors; seek input from fellow ED practitioners.
- Study options for developing an ED incentives toolkit; seek input from ED partners concerning what elements might best attract firms, talent and complement shared ED missions

#2 Develop retail to full potential, maximizing revenue impact

Retail has thrived in Greenville in part because the city has a strong “gravitational pull” on surrounding communities. Greenville has good gravity in the geographical sense: residents of eastern North Carolina are within reasonable driving distance of specialized retail, entertainment, and cultural offerings in larger metropolitan areas like Raleigh/Chapel Hill/Durham, Norfolk, and Wilmington; however, these places are far enough away that consumers often find it more convenient to shop in Greenville on a weekly or monthly basis.

Greenville will continue to capitalize on its regional advantages but will redouble its efforts to add a full range of retail shopping amenities, including currently under-provided retail niches that are likely to be supported by Greenville’s consumer base, yet do not require a very large concentration of upper-income households within a certain radius. Developing Greenville’s retail to its full potential is critically important for improving quality of life and increasing the City government’s tax base.

In particular, Greenville will recruit and retain retail and mixed-use development in the Center City and the Vidant Health campus area; Greenville will also encourage redevelopment and/or upgrading of outdated community or regional shopping centers, especially projects that enhance pedestrian and multimodal access and include mixed-uses, and which promote any applicable commercial corridor guidelines that the City develops in the future.

Actions to Achieve This Goal

- Identify strategies for increasing retail activity north of Tar River, including creating an ED Zone (CC goal); explore options for creating additional economic investment zones (CC).
- Present to City Council detailed plan on how to increase retail activity north of the Tar River in Economic Development Zone.
- Conduct detailed retail market analysis of Greenville-area market data to identify potential retail growth sectors; create list of under-served retail niches within the Greenville/Pitt County market area.
- Market to retail developers, major retailers, brokers, location specialists through appropriate targeted media sources.

#3 Nurture the success of local small businesses

Greenville’s small business and mid-sized businesses together employ up to a third of the local workforce. Some of these businesses aim to grow significantly in size, while many intend to remain smaller – providing an income stream to owners, offering job opportunities for residents,

and contributing to the fabric of the Greenville community. During economic upheaval, even more people are interested in self-employment or starting a new business.

Under the leadership of the Economic Development Division, the City of Greenville will embark on a more comprehensive effort to encourage and retain small businesses.

Actions to Achieve This Goal

- Consider the creation of targeted Business Retention & Expansion (BRE) programs in economic investment zone(s).
- Present to City Council detailed business and financial plans to create a small business incubator in West Greenville (CC goal)
- Study options for creating an arts incubator in the Uptown District.
- Support business opportunities for new and/or small companies (CC goal).
- Study the costs and benefits of Greenville pursuing recognition as a certified entrepreneurial community similar to several jurisdictions in western North Carolina.
- Partner with Chamber of Commerce to create Co-working Spaces (small business accelerator program).

#4 Increase Greenville's profile in regional and state forums, emphasizing that Greenville serves the eastern North Carolina region and is a rising uni-med marketplace

Greenville should enhance its credibility as a regional service provider while enhancing its national brand as a rising uni-med community. Greenville will cultivate stronger intra- and inter-regional relationships with other governments, institutions, and private industry players, advocating for improvements that will benefit all of eastern North Carolina. Some of those improvements will lead to projects that fit within the Greenville uni-med hub; other projects will locate elsewhere in the region but will still benefit Greenville indirectly.

Likewise, when Greenville distinctively brands itself as a top-tier uni-med community, and successfully markets that brand beyond the eastern North Carolina region, the resulting positive economic impacts will be felt throughout the region.

Actions to Achieve This Goal

- Complete branding study and marketing plan for Greenville (CC goal); the ED office will collaborate with other City departments and partner agencies to develop a brand for Greenville.
- Build intergovernmental relationships (CC goal); develop list of "peer communities"; seek to develop working relationships with peer communities; consult with other state and regional ED offices.

#5 Diversify the City's tax base and revenue sources to increase the City's general revenue

In the process of becoming a top-tier southern uni-med marketplace, Greenville's strategic economic goals will expand and diversify the tax base to increase City revenues, which in turn will reduce the tax burden on Greenville's citizens.

Specifically, in addition to recruiting and retaining higher paying driving industry jobs, Greenville will promote mixed-use and focused development that has the potential to create vibrant life-style clusters that generate a diversity of taxable economic activities.

Actions to Achieve This Goal

- Seek to attract a major mixed-use commercial development project, which might be incentivized if it is located within an economic incentive zone.
- Establish a menu of ED indicators for tax base diversification; track key indicators.

#6 Promote Greenville’s proven track record as a business-friendly community; demonstrate how Greenville’s streamlined, consistent, predictable development review process reduces business costs

Greenville already has a responsive, expeditious, and consistent planning, zoning, and development review process. Greenville-based real estate developers, construction and engineering firms, and business owners know that the City provides excellent customer service.

Greenville must do a better job, however, of promoting its track record as a business-friendly community to prospective investors who are less familiar with the local development climate. Specifically, Greenville must develop a user-friendly, interactive web-based platform that clearly explains the different steps of the local development process and why Greenville is such a great place in which to do business.

Actions to Achieve This Goal

- Contract with website management firm to create OED website/pages to support businesses, developers, ED partners, location specialists, professionals who interested in Greenville ED.
- Serve as liaisons to businesses looking to relocate or expand operations in Greenville, including referrals from PCDC, helping them to navigate the development review & local regulatory processes.

#7 Support area economic development partners in promoting manufacturing, biotech, gaming, military support, and other “heavy” industries

Greenville and Pitt County support the preservation and creation of production-related companies and jobs. Manufacturing, fabrication, and assembly remain an essential part of the high-tech innovation mix in Pitt County and eastern North Carolina. The development of robust “clean” energy, green manufacturing/industry, and clean-tech clusters has become a national priority and Greenville/Pitt County must be alert to new opportunities in these and related economic sectors.

Some production-intensive companies that are attracted to Pitt County will be better served by locating within the tax-exempt Industrial Park, rather than downtown or adjacent to the Vidant Health campus. The positive economic impacts from such investments will nonetheless reverberate in Greenville and throughout eastern North Carolina. The City’s Economic Development Division will support the Pitt County Economic Development Commission’s efforts to attract new industry to the Greenville metropolitan area.

At the same time, companies in production-related sectors like high-tech support and medical applications might prefer to locate in Center City Greenville, in the Medical District, or adjacent to the ECU main campus.

The global decline in manufacturing employment (due in part to continual productivity gains) has made the old days of “big game chasing” in economic development less effective; nevertheless, Greenville must be ready to jump on opportunities as they present themselves.

Actions to Achieve This Goal

- Promote inter-agency communication concerning our shared path for ED; strive to understand & complement partners' ED missions; partner with them on Entrepreneurial Initiative & Technology Transfer.
- Continue quarterly meetings of the Mayor's Economic Development Advisory Council.

#8 Improve transportation gateways and commercial corridors; make them more attractive, legible, and accessible

When shoppers, students, and business executives are introduced to Greenville, their first impressions are of the city's gateways and commercial corridors. Along with the ECU main campus and the Medical District, the city's commercial corridors represent the most important activity nodes in Greenville. By making the city's gateways and commercial corridors more dynamic and legible, Greenville will not only diversify its commercial mix; Greenville will become more of a destination community.

Actions to Achieve This Goal

- Continue activities associated with construction of the 10th Street connector (CC goal)
- Complete commercial corridor studies to include potential candidates such as Dickinson Ave and East 10th Street
- Complete Evans Street Gateway Project.
- Complete planning for West 5th Street Streetscape Project Phase-II.

#9 Develop sports, recreational, arts, cultural, and entertainment offerings

Greenville is implementing an ambitious program to integrate amateur sports and recreation for all ages with its growing community parks and greenways network. The city should also step up efforts to develop a more diverse portfolio of arts, cultural, and entertainment offerings. Greenville recognizes the links between community amenities, health, education, and long-term economic development. Indeed, enhancing these connections is essential to Greenville becoming a top-tier uni-med community.

The City is building these connections along two mutually-reinforcing fronts: making Greenville a health-enhancement community; and making Greenville a more vibrant university village.

Actions to Achieve This Goal

- Plan for the development of a performing arts center (CC goal)
- Implement the recommendations of the Town Common Master Plan to provide additional parking along the frontage of First Street as per Town Common Master Plan.
- Continue collaboration with theatre fundraising committee, which aims to support renovation of Uptown Theatre.
- Attract regional sporting events and tournaments to the Greenville area.
- Partner with Go Science organization to lease portion, or all, of City-owned building for operation of a science & educational center.
- Reinvest in public park facilities within the urban core; Dream Park project and improvements to Epps Recreation Center.
- Explore the opportunity to develop, present, and implement plans for expanding on existing recreational "campus" north of the Tar River.

#10 Position Center City area as the vibrant epicenter of Greenville's uni-med community; encourage mixed-use redevelopment and major "anchor" projects that reinforce the identities of downtown districts and adjacent neighborhoods

In the six years since the City approved *The Center City – West Greenville Revitalization Plan (2006)*, Greenville has completed numerous projects that have furthered the City's revitalization goals, which include: supporting the continued growth of the University, building new street connections, redeveloping historic neighborhoods, spurring new business opportunities; developing an arts and sciences district; providing greater and more diverse housing opportunities; and preserving Greenville's historically significant structures.

Quality redevelopment of the Center City and West Greenville that improves the visual and functional image of the city's commercial core districts and neighborhoods will enhance the community's overall economy and identity.

Actions to Achieve This Goal

- Address issues to change downtown Greenville (CC goal)
- Study the potential for providing free public wi-fi throughout downtown and other targeted areas, including the West Greenville Redevelopment Area (CC goal)
- Plan for the development of a downtown parking deck (CC goal).
- Plan for the development of a downtown hotel.
- Continue West Greenville revitalization activities as per the Center City - West Greenville Revitalization Plan.

#11 Support and promote the community's existing human-resources infrastructure: training; primary, secondary, and technical education; career support services

In pursuance of a long-term goal, all communities in eastern North Carolina have been taking concerted actions to prepare their residents to participate in the 21st century economy, improving the quality of K-12 education and training workers to succeed in the information-intensive economy.

In the short-term, Greenville – which serves the eastern NC region – should do a better job of promoting the wealth of human-resources infrastructure that is already in place.

Actions to Achieve This Goal

- Serve as a "clearinghouse" for directing prospective entrepreneurs and young workers to the appropriate agency
- Evaluate local and regional workforce resources by participating in local Work Ready Committee.
- Consider potential for providing additional workforce development programming at the West Greenville Intergenerational Center.

#12 Build 21st century infrastructure that serves industry needs, attracts active and creative professionals, and improves mobility and accessibility for all Greenville citizens

A city's physical infrastructure (transportation, communications, utilities, etc.) is one of its most vital strategic assets. To become a top-tier uni-med community, Greenville must strategically prioritize its public investments in infrastructure – whether building new systems, upgrading existing infrastructure, or maintaining its resources.

Actions to Achieve This Goal

- Greenway west to hospital (CC goal)
- Study locations for Intermodal Transportation Center (CC goal)
- Address infrastructure, including fiber optics, water/sewer, public wi-fi (CC goal)
- Explore the option of providing airline flights to at least one additional hub.
- Review opportunities for providing bus service from Greenville to Amtrak station in Wilson or Rocky Mount.

#13 Foster a proactive culture within the City government that anticipates needs and trends, cultivates new ideas, pursues innovation, and constantly seeks new ways to promote the City's strategic and long-range goals

Greenville will foster a more proactive organizational culture in part by focusing all city employees on the community's vision, strategic goals, and main objectives – What kind of community are we going to be? What do we want to achieve and why is it important? What is the purpose of the City's economic development programs? Every city employee is an economic developer.

It is not enough that people believe in that vision, however. To foster a proactive culture within City government, the leaders of the organization must encourage the creation of creative hives of discussion that realizes and supports the concept of strategic risk-taking and idea-exchange within and across the departments and divisions.

Actions to Achieve This Goal

- Engage the City's constituents & stakeholders in dialogues concerning ED priorities; invite national economic development leaders to Greenville for talks and workshops.
- Attend innovation & "best practices" forums annually (e.g., Emerging Issues Forum); bring back ideas for internal discussions, encouraging City depts. & divisions to implement new organizational strategies.
- Enroll at least one City executive per year in Leadership North Carolina program.

Strategic Economic Plan
Implementation Workplan (July 1, 2012 - June 30, 2013)

Action	Team	Time Frame				Fiscal Note
		Q1	Q2	Q3	Q4	
#1. Attract and retain jobs by reaching out to companies in targeted economic sectors; complement efforts of economic development partners by focusing on business operations that wish to locate in close proximity to a university or medical campus, at a downtown location, or along a major commercial corridor.						
1a. Contract with site location firm to complete SWOT analysis of existing and emerging clusters within the Greenville/Pitt County area and to assess the City's organizational readiness to pursue ED initiatives.	CMO, OED, Chamber of Commerce, GUC					TBD
1b. Develop action plan for capitalizing on opportunities, and addressing potential issues, indicated by the SWOT analysis of Greenville/Pitt County-area clusters.	OED					In-house, staff supported
1c. Create a target list of 5-10 firms that do business in Greenville and which might be good fits for expansion in the Greenville/ENC market	OED, NC Biotech, PCDC, ECU, NC Dept. of Commerce					In-house, staff supported
1d. Recruit new industries to the Greenville/Pitt County-area (CC goal) in concert with our ED partners.	OED, NC Biotech, PCDC, ECU, NC Dept. of Commerce					In-house, staff supported
1e. Work with partners that perform ED planning and analyses to develop strategies for reaching out to, and attracting, firms in targeted sectors.	OED, ECU, PCDC, North Carolina's Eastern Region, PCC					In-house, staff supported
1f. Study options for developing an ED incentives toolkit; seek input from ED partners concerning what elements might best attract firms, talent and complement shared ED missions	CMO, OED					In-house, staff supported
#2. Develop retail to full potential, maximizing revenue impact and neighborhood vitality.						
2a. Increase retail activity north of the Tar River, including creating an Economic Development Zone (CC goal); explore options for creating additional business and economic investment zones (CC).	OED					Purchase (\$6K) ESRI Business Analyst software for market analysis
2b. Prepare detailed plan for City Council consideration on how to increase retail activity north of the Tar River in Economic Development Zone.	OED					In-house, staff supported
2c. Conduct detailed retail market analysis of Greenville-area market data to identify potential retail growth sectors; create list of under-served retail niches within the Greenville/Pitt County market area.	OED, Electricities					In-house, staff supported
2d. Market to retail developers, major retailers, brokers, location specialists through appropriate targeted media sources.	OED, Chamber of Commerce					\$20K

Legend

OED = Office of Economic Development; GUC = Greenville Utilities Commission; PCDC = Pitt County Development Commission; ECU = East Carolina University; PCC = Pitt Community College; RDC = Greenville Redevelopment Commission; SBTDC = Small Business & Technology Development Center; CMO = City Manager's Office; CVB = Convention & Visitors Bureau; IT = Information Technology; PWD = Public Works Department; DOT = North Carolina Department of Transportation; CDD = Community Development Department; R&P = Recreation and Parks Department; PD = Greenville Police Department; HR = Human Resources.

Action	Team	Time Frame				Fiscal Note
		Q1	Q2	Q3	Q4	
#3. Nurture the success of local entrepreneurs and small businesses.						
3a. Prepare a detailed report for City Council consideration on the use of targeted Business Retention & Expansion (BRE) programs in economic investment zones.	OED					In-house, staff supported
3b. Prepare a detailed report for City Council consideration on plans to create a small business incubator in West Greenville (CC goal)	OED, Incubator Steering Committee, RDC					In-house, staff supported
3c. Study options for creating an arts incubator in the Uptown District.	OED, Pitt County Arts Council					In-house, staff supported
3d. Support business opportunities for new and/or small companies (CC goal).	OED, PCC, SBTDC, Score, Exceed					In-house, staff supported
3e. Study the costs and benefits of Greenville pursuing recognition as a certified entrepreneurial community similar to several jurisdictions in western North Carolina.	OED					In-house, staff supported
3f. Partner with Chamber of Commerce to create Co-working Spaces (small business accelerator program).	OED, Chamber of Commerce					Chamber of Commerce
3g. Continue to support the Small Business Plan Competition.	OED, PCC, SBTDC, Score, Exceed					2004 G.O. Bond, CDBG
#4. Increase Greenville's profile in regional and state forums, emphasizing that Greenville serves the eastern North Carolina region and is a rising uni-med marketplace						
4a. Complete branding study and marketing plan for Greenville (CC goal); the ED office will collaborate with other City departments and partner agencies to develop a brand for Greenville.	OED, CMO, CVB					\$18K in 2011-12 C.O.G. budget; need \$36K in 2012-13; \$36K from CVB
4b. Build intergovernmental relationships (CC goal); develop list of "peer communities"; seek to develop working relationships with peer communities; consult with other state and regional ED offices.	C.O.G., Chamber of Commerce					In-house, staff supported
#5. Diversify the City's tax base to increase the City's general revenue						
5a. Seek to attract a major mixed-use commercial development project, which might be incentivized if it is located within an economic incentive zone.	OED, Private sector development partners					TIF
5b. Establish economic development benchmark indicators for tax base diversification; track key indicators.	CMO, OED					In-house, staff supported

Action	Team	Time Frame				Fiscal Note
		Q1	Q2	Q3	Q4	
#6. Promote Greenville's proven track record as a business-friendly community; demonstrate how Greenville's streamlined, consistent, predictable development review process reduces business costs						
6a. Work with IT Department to create OED website/pages to support businesses, R.E. developers, ED partners, location specialists, professionals, others interested in Greenville ED. (May require contract)	CMO, OED, IT					\$10K
6b. Serve as liaisons to businesses looking to relocate in Greenville or expand existing operations, including PCDC referrals, helping them to navigate the development review & local regulatory processes.	OED, Planning Division					In-house, staff supported
#7. Support area economic development partners in promoting manufacturing, biotech, gaming, military support, and other "heavy" industries						
7a. Promote inter-agency communication concerning our shared path for ED; strive to understand & complement partners' ED missions; partner with them on Entrepreneurial Initiative & Technology Transfer.	PCDC, ECU Engagement, Innov. & ED, NC Biotech, other ED partners					In-house, staff supported
7b. Continue quarterly meetings of the Mayor's Economic Development Advisory Council.	OED, CMO					In-house, staff supported
#8. Improve transportation gateways and commercial corridors; make them more attractive, legible, and accessible						
8a. Complete commercial corridor studies to include potential candidates such as Dickinson Ave and East 10th Street	OED, ECU, DOT, GUC, PWD, CDD					Corridor/area study approximately \$10K
8b. Complete Evans Street Gateway Project.	OED, PWD					\$1.25 million (2004 G.O. Bond)
8c. Complete planning for West 5th Street Streetscape Project Phase-II.	OED, PWD					\$120k (2004 G.O. Bond)

Action	Team	Time Frame				Fiscal Note
		Q1	Q2	Q3	Q4	
#9. Develop sports, recreational, arts, cultural, and entertainment offerings.						
9a. Plan for the development of a performing arts center (CC goal)	CMO, OED, ECU					In-house, staff supported
9b. Implement the recommendations of the Town Common Master Plan to provide additional parking along the frontage of First Street as per Town Common Master Plan.	OED, R&P, PWD, DOT					\$150K (2004 G.O. Bond)
9c. Continue collaboration with theatre fundraising committee, which aims to support renovation of Uptown Theatre.	OED, Theatre committee					\$3 million construction cost
9d. Work with CVB and other partners to attract regional sporting events and tournaments to the Greenville area.	OED, Chamber of Commerce, ECU, CVB, R&P					In-house, staff supported
9e. Partner with Go Science organization to lease portion, or all, of City-owned building for operation of a science & educational center.	OED, Go Science					In-house, staff supported
9f. Explore the opportunity to develop, present, and implement plans for expanding on existing recreational "campus" north of the Tar River.	OED, ECU, R&P					In-house, staff supported
#10. Position Center City area as the vibrant epicenter of Greenville's uni-med community; encourage mixed-use redevelopment and major "anchor" projects that reinforce the identities of downtown districts and adjacent neighborhoods.						
10a. Address issues to change downtown Greenville (CC goal)	OED, PD, CMO, CDD					In-house, staff supported
10b. Study the potential for providing free public wi-fi throughout downtown and other targeted areas, including the West Greenville Redevelopment Area (CC goal)	OED, IT					In-house, staff supported
10c. Plan for the development of a downtown parking deck (CC goal).	CMO, OED, PWD					\$7,500 for Geotech (2004 G.O. Bond); \$3.5 million construction
10d. Plan for the development of a downtown hotel.	OED, Private development partners, ECU					Hotel feasibility study, \$10K
10e. Continue West Greenville revitalization activities as per the Center City - West Greenville Revitalization Plan	OED, CDD-Housing, Planning Div.					CDBG

Action	Team	Time Frame				Fiscal Note
		Q1	Q2	Q3	Q4	
#11. Support and promote the community's existing human-resources infrastructure: training, technical education, and career support services.						
11a. Serve as a "clearinghouse" for directing prospective entrepreneurs and young workers to the appropriate agency	OED					In-house, staff supported
11b. Evaluate local and regional workforce resources by participating in local Work Ready Committee.	OED					In-house, staff supported
11c. Consider potential for providing additional workforce development programming at the West Greenville Intergenerational Center.	OED					In-house, staff supported
#12. Build 21st century infrastructure that serves industry needs, attracts active and creative professionals, and improves mobility and accessibility for all Greenville citizens.						
12a. Work with CMO and PW on locations for Intermodal Transportation Center (CC goal)	OED, PWD, CMO					Federal funds
12b. Address infrastructure, including fiber optics, water/sewer, public wi-fi (CC goal)	PWD, IT, GUC					In-house, staff supported
12c. Explore the option of providing airline flights to at least one additional hub.	OED, Chamber, Airport					In-house, staff supported
12d. Review opportunities for providing bus service from Greenville to Amtrak station in Wilson or Rocky Mount.	PWD, CMO					In-house, staff supported
#13. Foster a proactive culture within the City government that anticipates needs and trends, cultivates new ideas, pursues innovation, and constantly seeks new ways to promote the City's strategic and long-range goals.						
13a. Engage the City's constituents & stakeholders in dialogues concerning ED priorities; invite national economic development leaders to Greenville for talks and workshops.	OED, Chamber of Commerce, CVB, PCDC					In-house, staff supported
13b. Attend innovation & "best practices" forums annually (e.g., Emerging Issues Forum); bring back ideas for internal discussions, encouraging City depts. & divisions to implement new organizational strategies.	C.O.G. senior leadership, HR					Registration for five = approximately \$1,200



City of Greenville, North Carolina

Meeting Date: 4/12/2012
Time: 7:00 PM

Title of Item: City Council Budget Committee

Explanation: Mayor Thomas requested this item be considered due to the unprecedented circumstance of a loss in property tax value city-wide, and potential ramifications on the budget, creating the need for close scrutiny and recommendation of alternatives by members of the City Council. That review will require significant meetings and detailed consideration in conjunction with staff. The request is to set up a budget committee or utilize the City Council's existing Audit Committee to serve in this capacity to address the unique situation of the 2012-2013 budget cycle.

Fiscal Note: None.

Recommendation: Consider topic of Budget Committee.

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