



Agenda

Greenville City Council

February 8, 2018
6:00 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 Smith

III. Pledge of Allegiance

IV. Roll Call

V. Approval of Agenda

- **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.

VI. Appointments

1. Appointments to Boards and Commissions

VII. New Business

Public Hearings

2. Ordinance to annex Parkside Bluffs, Section 2, Phase 1A, Lot 4 involving 3.329 acres located at

the current terminus of Parkside Drive

3. Ordinance requested by H. E. Whichard, Jr. to rezone 0.738 acres located at the southwestern corner of the intersection of East Arlington Boulevard and Red Banks Road from OR (Office-Residential [High Density Multi-family]) to CG (General Commercial)
4. Ordinance requested by Porters Crossing Residential, LLC to rezone 1.416 acres located at the northeastern corner of the intersection of County Home Road and Old Fire Tower Road from OR (Office-Residential [High Density Multi-family]) to CG (General Commercial)
5. Ordinance requested by South Creek Development, LLC to rezone 5.727 acres located along the northern right-of-way of Old Fire Tower Road and 225+/- feet west of County Home Road from CG (General Commercial) to OR (Office-Residential [High Density Multi-family])
6. Ordinance requested by Tracey M. Mason to rezone 0.3566 acres located along the northern right-of-way of East 10th Street and adjacent to The Davis Apartments from RA20 (Residential-Agricultural) to CG (General Commercial)

Other Items of Business

7. Request by Umberto G. and Angela D. Fontana for a voluntary annexation agreement with the City of Greenville for the purpose of obtaining sanitary sewer from Greenville Utilities Commission for property located between Highway 33 East and the Tar River and adjacent to Moss Bend Subdivision
8. Discussion of Imperial Tobacco Site Development Proposals
9. Presentation of Comprehensive Parking Study Final Report
10. Report on plan for allowing alcohol on the Town Common
11. Resolution of support for modifications on Greenville Boulevard near Peoples Baptist Church and Greenville Christian Academy

VIII. City Manager's Report

IX. Comments from Mayor and City Council

X. Adjournment



City of Greenville, North Carolina

Meeting Date: 2/8/2018
Time: 6:00 PM

Title of Item: Appointments to Boards and Commissions

Explanation: **Abstract:** The City Council fills vacancies and makes reappointments to the City's boards and commissions. Appointments are scheduled to be made to ten of the boards and commissions.

Explanation: City Council appointments need to be made to the Affordable Housing Loan Committee, Community Appearance Commission, Greenville Bicycle & Pedestrian Commission, Historic Preservation Commission, Human Relations Council, Pitt-Greenville Convention & Visitors Authority, Police Community Relations Committee, Public Transportation & Parking Commission, Redevelopment Commission, and the Youth Council.

The City's Board and Commission Policy on the Pitt-Greenville Convention & Visitors Authority states that the City Council shall make the nomination to the County on five of the members, and appointment of County members shall be made by the Pitt County Commissioners based on the nominations of City Council. The County seats for Christopher Jenkins and Monta Stegall are up for nomination.

The City Council updated the Board and Commission Policy on August 15, 2016. A provision for extended vacancies was included:

Nominations for Extended Vacancies

In the event there is a vacancy on a City board or commission which has been on the City Council agenda for appointment by City Council for more than three (3) calendar months in which a regular City Council meeting has been held, then any Council Member may make a nomination to fill the vacancy without regard to any other provision relating to who has the authority to make the nomination. If there is more than one nomination, the appointment shall be conducted in accordance with the procedure for nominations and elections in Robert's Rules of Order.

Under this provision, the following seats are open to nominations from the City Council:

- Ryan Naziri - Community Appearance Commission
- Kathy Moore - Human Relations Council, Shaw University Seat
- Maurice Whitehurst - Human Relations Council, Pitt Community College Seat
- Christopher Jenkins - Pitt-Greenville Convention & Visitors Authority, County - Resident not involved in tourist or convention-related business
- Monta Stegall - Pitt-Greenville Convention & Visitors Authority, County - Hotel/motel owner or operator
- 8 vacant seats - Youth Council, Pitt County High Schools

Fiscal Note: No direct fiscal impact.

Recommendation: Make appointments to the Affordable Housing Loan Committee, Community Appearance Commission, Greenville Bicycle & Pedestrian Commission, Historic Preservation Commission, Human Relations Council, Pitt-Greenville Convention & Visitors Authority, Police Community Relations Committee, Public Transportation & Parking Commission, Redevelopment Commission, and the Youth Council.

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

Attachments / click to download

 [Muni Report Appointments to Boards and Commissions 998631](#)

Appointments to Boards and Commissions

February 2018

Affordable Housing Loan Committee

Council Liaison: Council Member Kandie Smith

Name	District #	Current Term	Reappointment Status	Expiration Date
Melinda Dixon	1	First term	Resigned	February 2020
Kevin Fuell	1	First term	Eligible	February 2018
William Kitchin	5	First term	Eligible	February 2018
Matt Smith	4	First term	Eligible	February 2018

Community Appearance Commission

Council Liaison: Council Member Rick Smiley

Name	District #	Current Term	Reappointment Status	Expiration Date
Ryan Naziri	4	Filling unexpired term	Resigned	July 2018

Greenville Bicycle & Pedestrian Commission

Council Liaison: Council Member Will Bell

Name	District #	Current Term	Reappointment Status	Expiration Date
Roy Ennis	5	Filling unexpired term	Eligible	Jan. 2018
Robert Turner	5	First term	Eligible	Jan. 2018

Historic Preservation Commission

Council Liaison: Council Member William Litchfield

Name	District #	Current Term	Reappointment Status	Expiration Date
Justin Edwards	4	Filling unexpired term	Eligible	Jan 2018
William Gee	5	First term	Not seeking	Jan. 2018

additional term

Human Relations Council

Council Liaison: Mayor Pro-Tem Rose Glover

Name	District #	Current Term	Reappointment Status	Expiration Date
William Neely	3	Filling unexpired term	Resigned	Sept. 2020
Rajesh Verma		Filling unexpired term	Resigned	Sept. 2020
Kathy Moore <i>(Shaw University)</i>	3	First term	Did not seek additional term	October 2016
Maurice Whitehurst <i>(Pitt Community College)</i>	2	Second term	Did not meet attendance Requirement	Oct. 2015

Pitt-Greenville Convention & Visitors Authority

Council Liaison: Council Member Brian Meyerhoeffer

Name	District #	Current Term	Reappointment Status	Expiration Date
Christopher Jenkins <i>(Resident not involved in tourist or convention related business)</i>	County		Resigned	July 2017
Monta Stegall <i>(Owner/Operator of hotel/motel)</i>	County	First term	Resigned	July 2019

Police Community Relations Committee

Council Liaison: Council Member Rick Smiley

Name	District #	Current Term	Reappointment Status	Expiration Date
Leonard Naipaul <i>(Mayor Pro-Tem Rose Glover)</i>	2	First term	Resigned	Oct. 2019

Public Transportation & Parking Commission

Council Liaison: Mayor Pro-Tem Rose Glover

Name	District #	Current Term	Reappointment Status	Expiration Date
Dee Dinsdale	5	Filling unexpired term	Eligible	Jan. 2018
Warren Daniels	1	Filling unexpired term	Eligible	Jan. 2018
Andrew Denton	3	First term	Eligible	Jan. 2018
Charles Moore	3	First term	Eligible	Jan. 2018

Redevelopment Commission

Council Liaison: Council Member Will Bell

Name	District #	Current Term	Reappointment Status	Expiration Date
Jeremy King <i>(Council Member William F. Litchfield, Jr.)</i>	4	Final term	No longer eligible	Nov. 2017

Youth Council

Council Liaison: Mayor Pro-Tem Rose Glover

Name	Current Term	Reappointment Status	Expiration Date
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8 spots open; 8 spots open to the City Council

*Seats that are open to nomination from the City Council are highlighted.

Applicants for Affordable Housing Loan Committee

Jack T Brock
1141-A Turtle Creek
Greenville, NC 27858

Application Date: 12/21/2017

District #: 4

Home Phone: (252) 916-2087
Business Phone: (252) 321-2020
Email: jbrock@ck-attorneys.com

Debora Spencer
2104 Stoney Street
Greenville, NC 27834

Application Date: 7/10/2017

District #: 1

Home Phone: (252) 258-6642
Business Phone:
Email: spencergdsch@yahoo.com

Applicants for Community Appearance Commission

Christopher Powell
108 B Chandler Drive
Greenville, NC 27834

Application Date: 6/24/2016

Home Phone: (252) 714-0286
Business Phone:

Applicants for Greenville Bicycle and Pedestrian Commission

Daniel Hemme
3921 Nantucket Road #B
Greenville, NC 27834

Application Date: 2/12/2017

Home Phone: (919) 698-0792

Business Phone: (252) 327-6729

Email: hemmedp@gmail.com

District #: 1

Applicants for Historic Preservation Commission

Shelva Jones Davis
127 Antler Road
Greenville, NC 27834

Application Date: 1/31/2017

District #: 5

Home Phone: (252) 321-0494
Business Phone:
Email: shelva.davis@gmail.com

Eric Hogue
2911 Tripp Lane
Greenville, NC 27834

Application Date:

District #: 1

Home Phone:
Business Phone: (252) 375-1445
Email: ericdhogue@gmail.com

Andrew T. Morehead, Jr.
409 S. Harding Street
Greenville, NC 27858

Application Date: 1/3/2018

District #: 3

Home Phone: (252) 414-9303
Business Phone: (252) 328-9702
Email: moreheada@ecu.edu

Charles Ogletree
2072 G Quail Ridge Road
Greenville, NC 27858

Application Date: 8/24/2017

District #: 4

Home Phone: (252) 689-4771
Business Phone: (252) 796-7379
Email: cwounc1962@gmail.com

Len Tozer
202 Bristol Court
Greenville, NC 27834

Application Date: 1/13/2018

District #: 5

Home Phone: (252) 756-5845
Business Phone: (252) 355-7966
Email: jtjgvle@gmail.com

Applicants for Human Relations Council

Todd Fraley
220 Bent Creek
Greenville, NC 27834

Application Date: 1/24/2018

District #: 5

Home Phone: (252) 321-8999
Business Phone: (252) 737-5083
Email: fraleyt@ecu.edu

Eric Hogue

Application Date:

2911 Tripp Lane
Greenville, NC 27834

District #: 1

Home Phone:
Business Phone: (252) 375-1445
Email: ericdhogue@gmail.com

Antoinette L. Litz
4002 Whitebridge Dr. Apt. 6
Winterville, NC 28590

Application Date: 1/28/2018

District #: 5

Home Phone: (252) 558-8257
Business Phone:
Email: antoinettellitz@gmail.com

Bridget Moore
4128A Bridge Court
Winterville, NC 28590

Application Date: 8/28/2014

District #: 5

Home Phone: (252) 355-7377
Business Phone: (252) 355-0000
Email: bmoore2004@netzero.com

Travis Williams
3408 Evans Street Apt. E
Greenville, NC 27834

Application Date:

District #: 5

Home Phone: (252) 412-4584
Business Phone:
Email: taft1986@yahoo.com

Stephanie Winfield
1103 Red Banks Road
Greenville, NC

Application Date: 7/14/2017

District #: 4

Home Phone:
Business Phone:
Email: ladona12@gmail.com

Applicants for Pitt-Greenville Convention & Visitors Authority (County)

Applicant Interest Listing

Convention & Visitors Authority

Debbie Avery
3010 Sapphire Lane
Winterville NC 28590

Day Phone: (252) 531-4590
Evening Phone: (252) 756-9832
Fax:
E-mail: davery60@hotmail.com

Gender: F
Race: White
District: 4
Priority:

Applied for this board on: 2/9/2017

Application received/updated: 02/09/2017

Applicant's Attributes: County Planning Jurisdiction
District 4
VolAg Southwest

<u>Experience (Educ./Vol./Prof. Assoc./Military/Other Appointed Positions, etc.)</u>			
	Organization	Description	Date(s)
Education	East Carolina	BS - Education	
Education	Ayden Grifton High		
Experience	First State Bank		1978-1984
Experience	ECU School of Medicine	Standardized Patient	2007-present
Experience	Pitt County Schools	Middle School Science Teacher	30 years
Experience	Winterville Chamber of Commer	Executive Director	
Volunteer/Prof. Associations	Winterville Kiwanis Club		
Volunteer/Prof. Associations	Winterville Watermelon Festival		

Gloria Brewington-Person
1005 Cortland Road
Greenville NC 27834

Day Phone: (252) 495-2674
Evening Phone:
Fax:
E-mail:

Gender: F
Race: African
District: 1
Priority:

Applied for this board on: 8/29/2017

Application received/updated: 08/29/2017

Applicant's Attributes: Greenville City Limits

Applicant Interest Listing

South of the River

VolAg Southeast

Experience (Educ./Vol./Prof. Assoc./Military/Other Appointed Positions, etc.)		
Organization	Description	Date(s)
Greenville Youth Explosion	Committee Member	
Pitt County Democratic Party	Member	
Pitt County Schools	Retired	
N.C. Dept. of Corrections		
East Carolina University	B.A Teacher Certification, Special Ed.	
JH Rose	Diploma	

Chenele Coleman-Sellers
3467 Old River Road
Greenville NC 27834

Day Phone: (252) 258-0644
Evening Phone:
Fax: (919) 237-1957
E-mail: chenele1128@gmail.com

Gender: F
Race: African
District: 2
Priority:

Applied for this board on: 5/19/2016

Application received/updated: 07/06/2017

Applicant's Attributes: County Planning Jurisdiction
VolAg Northwest
North of the River
District 2

Experience (Educ./Vol./Prof. Assoc./Military/Other Appointed Positions, etc.)		
Organization	Description	Date(s)
Education	ECPI University	AAS
Education	Eastern High School	
Experience	Community Non-profits & Farms	Medical Asst, Customer Service, & Pu
Experience	Department of Veteran Affairs	MSA
Volunteer/Prof. Associations	Alliance Medical Ministry	

Applicant Interest Listing

Volunteer/Prof. Associations	Veteran Affairs
<u>Boards Assigned To</u>	
Home and Community Care Block Grant Committee	10/3/2016 to 10/3/2019
Person over 60 years of age	

Robert Corbett

3879 Bell Road
P.O. Box 61
Fountain NC 27829

Day Phone: (252) 749-4421
Evening Phone:
Fax:
E-mail: rcorbett27829@gmail.com

Gender: M
Race: White
District: 4
Priority:

Applied for this board on: 1/29/2016

Application received/updated: 01/29/2016

Applicant's Attributes: Fountain ETJ
South of the River
VolAg Southwest

<u>Experience (Educ./Vol./Prof. Assoc./Military/Other Appointed Positions, etc.)</u>			
	Organization	Description	Date(s)
Education	Farmville High School		
Experience	Tobacco Processing		40+ yrs
Experience	Standard Commerical Tobacco		22+ yrs
Experience	Imperial Tobacco		18+ yrs
Experience	NC National Guard		
Volunteer/Prof. Associations	Fountain Wellness Ctr Board		
Volunteer/Prof. Associations	Rural Fire Board		
Volunteer/Prof. Associations	Meals on Wheels		
Volunteer/Prof. Associations	Past Fireman		

<u>Boards Assigned To</u>	
Fire District Commission	2/15/2016 to 12/31/2015
Fountain FD	

Applicant Interest Listing

Brad Guth
113 Loran Circle
Greenville NC 27858

Day Phone: (704) 240-1095
Evening Phone: (252) 689-4323
Fax:
E-mail: bradjguth@bellsouth.net

Gender: M
Race: White
District: 6
Priority:

Applied for this board on: 4/22/2016

Application received/updated: 04/22/2016

Applicant's Attributes: Greenville ETJ
VolAg Southeast
South of the River

<u>Experience (Educ./Vol./Prof. Assoc./Military/Other Appointed Positions, etc.)</u>		
	Organization	Description
Education	University of Tenn Knoxville TN	MS
Education	Furman U. Greenville SC	BA
Education	Travelers Rest High School, SC	
Experience	Gaffney Main Street Program, G	Executive Director
Experience	Pride of Kinston, Kinston NC	Executive Director
Experience	City of Lincolnton, NC	Business & Community Development
Experience	Craven County Schools	Teacher
Volunteer/Prof. Associations	Lincoln County Apple Festival	
Volunteer/Prof. Associations	Habitat For Humanity	
Volunteer/Prof. Associations	Rotary	
Volunteer/Prof. Associations	Gaston-Lincoln Comm Action/H	
Volunteer/Prof. Associations	Lincolnton-Lincoln Co. Chamber	
Volunteer/Prof. Associations	Lincolnton-Lincoln Co. Historic	
Volunteer/Prof. Associations	United Way of Lincoln County	

<u>Boards Assigned To</u>

Convention & Visitors Authority
Monday, January 22, 2018

Applicant Interest Listing

Pitt County Planning Board	9/12/2016 to 9/30/2019
District 6	

Ralph Hall Jr
111 Hardee Street
Greenville NC 27858

Day Phone:
Evening Phone: (252) 756-0262
Fax:
E-mail: bajhall@aol.com

Gender: M
Race: White
District: 6
Priority: 0

Applied for this board on: 2/26/2003

Application received/updated: 02/26/2003

Applicant's Attributes: District 6
Greenville ETJ
VolAg Southeast

<u>Experience (Educ./Vol./Prof. Assoc./Military/Other Appointed Positions, etc.)</u>			
	Organization	Description	Date(s)
Education	University of South Carolina	Civil Engineering	1955-1957
Education	Edenton High		
Experience	Phillippines Construction	Project Manager	1962-1966
Experience	Foreign Service Staff Officer	Civil Engineer	1966-1969
Experience	Odell Associates	Hospital Construction Engineer	1969-1973
Experience	PCMH	Vice-President of Facilities	1973-2001
Volunteer/Prof. Associations	N.C. Bio-Medical Association		
Volunteer/Prof. Associations	N.C. Association of Health Care		
Volunteer/Prof. Associations	American Society of Health Care		
Volunteer/Prof. Associations	American Cancer Society		
Volunteer/Prof. Associations	State Board of Directors		

<u>Boards Assigned To</u>

Applicant Interest Listing

Industrial Revenue & Pollution Control Authority	3/15/2004 to 3/15/2007
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Ernis Lee
834 Aspen Lane
Greenville NC 27834

Day Phone: (252) 341-5696
Evening Phone: (252) 689-2381
Fax: (252) 321-4626
E-mail: elee@email.pittcc.edu

Gender: M
Race: African
District: 2
Priority:

Applied for this board on: 2/10/2015

Application received/updated: 02/06/2015

Applicant's Attributes: District 2
County Planning Jurisdiction
North of the River
VolAg Northeast

<u>Experience (Educ./Vol./Prof. Assoc./Military/Other Appointed Positions, etc.)</u>			
	Organization	Description	Date(s)
Education	Elizabeth City State University	B.A.	
Education	Roanoke High		
Experience	PCC Putreach w/ Ernis Lee	Radio Broadcaster	
Experience	Pitt Community College	Director of College Outreach	
Experience	United States Army	2nd Lieutenant	
Volunteer/Prof. Associations	Mentor		
Volunteer/Prof. Associations	West Greenville Community Dev	Board Member	
Volunteer/Prof. Associations	Eastern Carolina Counseling Cen	Former Board Member	

<u>Boards Assigned To</u>	
Development Commission	6/6/2016 to 12/31/2018
P.C. Nursing Home/Adult Care Community Advisory	3/7/2016 to 3/17/2019

Applicant Interest Listing

Ashley Moore
4695 Old Tar Road
Winterville NC 28590

Day Phone: (252) 321-6700
Evening Phone: (252) 341-8223
Fax:
E-mail: atmoore75@gmail.com

Gender: M
Race: White
District: 5
Priority:

Applied for this board on: 3/23/2017

Application received/updated: 03/23/2017

Applicant's Attributes: Winterville City Limits
South of the River
VolAg Southeast
District 5

Experience (Educ./Vol./Prof. Assoc./Military/Other Appointed Positions, etc.)			
	Organization	Description	Date(s)
Education	East Carolina University		
Education	DH Conley	High School	
Experience	Stormwater Advisory Board		
Volunteer/Prof. Associations	Winterville Historical Society		

Boards Assigned To			
	Pitt County Board of Adjustment		1/8/2018 to 1/1/2021
	Alternate		

Donald Rhodes
4785 US 258
Farmville NC 27828

Day Phone: (252) 753-4609
Evening Phone: (252) 916-5566
Fax:
E-mail: drhodes@centurylink.net

Gender: M
Race: White
District: 4
Priority:

Applied for this board on: 1/29/2016

Application received/updated: 01/29/2016

Applicant's Attributes:

Experience (Educ./Vol./Prof. Assoc./Military/Other Appointed Positions, etc.)			
	Organization	Description	Date(s)

Applicant Interest Listing

Education	East Carolina University	BS, MAED
Education	West Edgecombe High School	
Experience	Self employeed - Mosquito Auth	Co-owner & operator
Experience	Pitt County Schools	
Experience	Edgecombe County Public Schoo	
Volunteer/Prof. Associations	Fountain Fire Rural Board	
Volunteer/Prof. Associations	SECU Board	

Boards Assigned To

Animal Services Advisory Board At large	2/6/2017 to 2/6/2020
Fire District Commission Fountain FD	2/15/2016 to 12/31/2015
Pitt County Board of Adjustment Alternate	1/8/2018 to 1/1/2021

Eric Vibbert
2760 Barefoot Lane
Winterville NC 28590

Day Phone: (252) 329-2900
Evening Phone: (252) 916-4025
Fax: (252) 329-0352
E-mail: eric.vibbert@marriott.com

Gender: M
Race: White
District: 6
Priority:

Applied for this board on: 1/17/2018

Application received/updated: 01/17/2018

Applicant's Attributes: Winterville City Limits
South of the River
VolAg Southeast

Experience (Educ./Vol./Prof. Assoc./Military/Other Appointed Positions, etc.)		
Organization	Description	Date(s)

Applicant Interest Listing

Courtyard Marriott	General Manager
USMC	Military
Mince High School	Diploma

Michael Weimar
2362 Vicky Lane
Greenville NC 27858

Day Phone: (252) 378-5461
Evening Phone: (252) 689-2206
Fax:
E-mail: mpweimar@gmail.com

Gender: M
Race: White
District: 3
Priority:

Applied for this board on: 8/10/2017

Application received/updated: 08/10/2017

Applicant's Attributes: VolAg Southeast
South of the River
County Planning Jurisdiction

Experience (Educ./Vol./Prof. Assoc./Military/Other Appointed Positions, etc.)		
Organization	Description	Date(s)
Education	State University of NY at Brockp	B.S. Business Admin. /Marketing
Education	Spencerport High	
Experience	Sherwin-Williams Company	Sales Rep
Volunteer/Prof. Associations	Pitt County Republican Party	
Volunteer/Prof. Associations	Covenant Church	

Guilford Whitfield
3478 Hwy 258
P.O. Box 496
Fountain NC 27829

Day Phone: (252) 749-3425
Evening Phone: (252) 749-6201
Fax:
E-mail:

Gender: M
Race: African
District: 4
Priority:

Applied for this board on: 1/29/2016

Application received/updated: 01/29/2016

Applicant's Attributes: Fountain ETJ
South of the River

Applicant Interest Listing

VolAg Southwest

Experience (Educ./Vol./Prof. Assoc./Military/Other Appointed Positions, etc.)			
	Organization	Description	Date(s)
Education	2 years of College	Commercial Artist	
Education	High School - yes		
Experience	Retired CIA		20+ years
Volunteer/Prof. Associations	Town of Fountain		

<u>Boards Assigned To</u>	
Fire District Commission Fountain FD	2/15/2016 to 12/31/2015

Aundrea Williams

2100 Flagstone Ct.
Unit O5
Greenville NC 27834

Day Phone: (252) 258-5005
Evening Phone:
Fax:
E-mail: aundreawilliams@yahoo.co

Gender: F
Race: African
District: 1
Priority:

Applied for this board on: 12/12/2016

Application received/updated: 12/12/2016

Applicant's Attributes: Greenville City Limits
VolAg Southwest
South of the River
District 1

Experience (Educ./Vol./Prof. Assoc./Military/Other Appointed Positions, etc.)			
	Organization	Description	Date(s)
Education	Shaw University	B.S. Business Admin, M.S. Human Re	
Education	J.H. Rose High School		
Experience	Vidant Medical Center	Financial Coordinator	

<u>Boards Assigned To</u>	

Applicant Interest Listing

Animal Services Advisory Board	10/16/2017 to 2/7/2018
At large	

Eric Williams
527 Rachel Lane
Grimesland NC 27858

Day Phone: (252) 258-5002
Evening Phone:
Fax:
E-mail: logetw423@gmail.com

Gender: M
Race: African
District: 3
Priority:

Applied for this board on: 12/11/2014

Application received/updated: 02/01/2016

Applicant's Attributes: County Planning Jurisdiction
South of the River
VolAg Southeast

Experience (Educ./Vol./Prof. Assoc./Military/Other Appointed Positions, etc.)			
	Organization	Description	Date(s)
Education	East Carolina University		
Education	J.H. Rose High		
Experience	East Carolina University	Helpdesk Tech. Spec.	
Experience	NC National Guard Army		

<u>Boards Assigned To</u>	
P.C. Nursing Home/Adult Care Community Advisory	3/7/2016 to 3/17/2019

IL YOON
102 Bishop Dr.
Winterville NC 28590

Day Phone: (252) 367-9836
Evening Phone: (804) 447-4655
Fax:
E-mail: neilyoon1@gmail.com

Gender: M
Race: Asian
District:
Priority:

Applied for this board on: 12/13/2016

Application received/updated: 12/13/2016

Applicant's Attributes: Greenville ETJ
South of the River

Applicant Interest Listing

VolAg Southeast

Experience (Educ./Vol./Prof. Assoc./Military/Other Appointed Positions, etc.)			
	Organization	Description	Date(s)
	Republic of Korean Army		
Education	Korea University	Bachelors degree	
Education	Kyung-Moon High School	Seoul, Korea	
Experience	Finix-One Corperation	President	Dec.13-present
Experience	Adam's Auto Wash	Vice-President	Aug.08-Aug. 2013
Experience	Deok-u Co., LTD	Overseas Marketing Manager	Jan.05-July 08
Experience	Carrefour S.A. France	Marketing Manager	July 99- Dec. 03
Volunteer/Prof. Associations	Seoul Olympic Volunteer		1988
Volunteer/Prof. Associations	Korean Association of Greenville	President	

Applicants for Police Community Relations Committee

Jack T Brock
1141-A Turtle Creek
Greenville, NC 27858

District #: 4

Whitley Taylor Pollard
609 Elm Street
Greenville, NC 27858

District #: 3

Application Date: 12/21/2017

Home Phone: (252) 916-2087

Business Phone: (252) 321-2020

Email: jbrock@ck-attorneys.com

Application Date: 7/14/2016

Home Phone: (252) 717-6764

Business Phone:

Email: pollardwhitely@gmail.com

Applicants for Public Transportation and Parking Commission

Richard Malloy Barnes
206 South Elm Street, Apt. N
Greenville, NC 27858

Application Date: 12/10/2014

Home Phone: (252) 752-5278

Business Phone:

Email: kiltedmile@aol.com

District #: 3

Applicants for Redevelopment Commission

Byron Aynes
1903 Brook Road
Greenville, NC 27858

District #: 4

Alan Brock
1403 Kaley Ct. B
Greenville, NC 27858

District #: 4

Jack Brock
1141 Turtle Creek Dr. Apt. A
Greenville, NC 27858

District #: 4

Anna L. Logemann
1105 Turtle Creek Road Unit G
Greenville, NC 27858

District #: 4

Deryck Wilson
1744 Beaumont Drive
Greenville, NC 27858

District #: 4

Application Date: 9/17/2016

Home Phone: (252) 414-1710

Business Phone:

Email: byron.rha@gmail.com

Application Date:

Home Phone: (252) 367-7599

Business Phone: (252) 215-5599

Email: alanbrock@kw.com

Application Date:

Home Phone: (252) 916-2087

Business Phone: (252) 321-2020

Email: jtbrockii@gmail.com

Application Date: 4/26/2017

Home Phone: (336) 624-6514

Business Phone:

Email: annlogemann85@gmail.com

Application Date: 11/21/2017

Home Phone: (252) 714-5950

Business Phone:

Email: deryck.wilson@me.com

Applicants for Youth Council

None.



City of Greenville, North Carolina

Meeting Date: 2/8/2018
Time: 6:00 PM

Title of Item: Ordinance to annex Parkside Bluffs, Section 2, Phase 1A, Lot 4 involving 3.329 acres located at the current terminus of Parkside Drive

Explanation: **Abstract:** The City received a voluntary annexation petition to annex Parkside Bluffs, Section 2, Phase 1A, Lot 4 involving 3.329 acres located at the current terminus of Parkside Drive. The subject area is vacant and is anticipated to accommodate 26,100 square feet of commercial space.

ANNEXATION PROFILE

A. SCHEDULE

1. Advertising date: January 29, 2018
2. City Council public hearing date: February 8, 2018
3. Effective date: June 30, 2018

B. CHARACTERISTICS

1. Relation to Primary City Limits: Contiguous
2. Relation to Recognized Industrial Area: Outside
3. Acreage: 3.329
4. Voting District: 3
5. Township: Grimesland
6. Zoning: CG (General Commercial)
7. Land Use: Existing: Vacant

Anticipated: 26,100 square feet of commercial space

8. Population:

	Formula	Number of People
Total Current	-----	0
Estimated at full development	-----	0
Current Minority	-----	0
Estimated Minority at full development	-----	0
Current White	-----	0
Estimated White at full development	-----	0

* - 2.2 people per household in Greenville

- 9. Rural Fire Tax District: Eastern Pines
- 10. Greenville Fire District: Station #6 (Distance of 2.0 miles)
- 11. Present Tax Value: \$179,657
Estimated Future Tax Value: \$2,789,657

Fiscal Note: The total estimated tax value at full development is \$2,789,657.

Recommendation: Approve the attached ordinance to annex Parkside Bluffs, Section 2, Phase 1A, Lot 4

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

Attachments / click to download

-  [Survey](#)
 -  [Ordinance - Parkside Bluffs Sect 2 Ph 1A Lot 4 1066321](#)
-

ORDINANCE NO. 18-
AN ORDINANCE TO EXTEND THE CORPORATE LIMITS OF
THE CITY OF GREENVILLE, NORTH CAROLINA

WHEREAS, the City Council of the City of Greenville has been petitioned under G.S. 160A-31, as amended, to annex the area described herein; and

WHEREAS, the City Council has directed the City Clerk to investigate the sufficiency of said petition; and

WHEREAS, the City Clerk has certified the sufficiency of said petition and a public hearing on the question of this annexation was held at City Hall at 6:00 p.m. on the 8th day of February, 2018, after due notice by publication in The Daily Reflector on the 29th day of January, 2018; and

WHEREAS, the City Council does hereby find as a fact that said petition meets the requirements of G.S. 160A-31, as amended.

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

Section 1. That by virtue of the authority vested in the City Council of the City of Greenville, North Carolina, under G. S. 160A-31, as amended, the following described contiguous territory is annexed:

TO WIT: Being all of that certain property as shown on the annexation map entitled "Parkside Bluffs, Section 2, Phase 1A, Lot 4" involving 3.329 acres as prepared by Baldwin Design Consultants, PA.

LOCATION: Lying and being situated in Grimesland Township, Pitt County, North Carolina, located at the current terminus of Parkside Drive.

GENERAL DESCRIPTION: Beginning at an existing iron pipe at the northwestern terminus of Parkside Drive as recorded in Map Book 76, Page 14 of the Pitt County Register of Deeds. From the above described beginning, so located, running thence as follows:

With the western right-of-way of Parkside Drive S 26°52'18" W 20.26', thence leaving the western right-of-way of Parkside Drive, N 62°42'44"W 34.74', thence S 27°17'16" W 39.83', thence N 62°48'28" W 101.85', thence N 63°32'05" W 69.18', thence N 63°06'00" W 227.21', thence N 30°01'38" E 303.29', thence S 62°48'28" E 488.92', thence S 22°08'18" E 60.00', thence S 67°51'42" W 24.30' to the point of curvature, thence with a curve to the left an arc distance of 121.62' said curve having a radius of 170.00' and a chord bearing S 47°22'00" W 119.04' to the point of tangency, thence S 26°52'18" W 67.62', thence S 13°37'59" W 3.94' to an existing iron pipe at the northeastern terminus of Parkside Drive, thence with the northern terminus of Parkside Drive as referenced above, N 62°55'21" W 60.90' to the point of beginning containing 3.329 acres and being a portion of the property described in Deed Book 2043, Page 165 of the Pitt County Register of Deeds.

Section 2. Territory annexed to the City of Greenville by this ordinance shall, pursuant to the terms of G.S. 160A-23, be annexed into Greenville municipal election district three. The City Clerk, City Engineer, representatives of the Board of Elections, and any other person having responsibility or charge of official maps

or documents shall amend those maps or documents to reflect the annexation of this territory into municipal election district three.

Section 3. The territory annexed and its citizens and property shall be subject to all debts, laws, ordinances, and regulations in force in the City of Greenville and shall be entitled to the same privileges and benefits as other territory now within the City of Greenville. Said territory shall be subject to municipal taxes according to G.S. 160A-58.10.

Section 4. The Mayor of the City of Greenville, North Carolina, shall cause a copy of the map of the territory annexed by this ordinance and a certified copy of this ordinance to be recorded in the office of the Register of Deeds of Pitt County and in the Office of the Secretary of State in Raleigh, North Carolina. Such a map shall also be delivered to the Pitt County Board of Elections as required by G.S. 163-288.1.

Section 5. This annexation shall take effect from and after the 30th day of June, 2018. Attachment number 1
Page 2 of 2

ADOPTED this 8th day of February, 2018.

P. J. Connelly, Mayor

ATTEST:

Carol L. Barwick, City Clerk

NORTH CAROLINA
PITT COUNTY

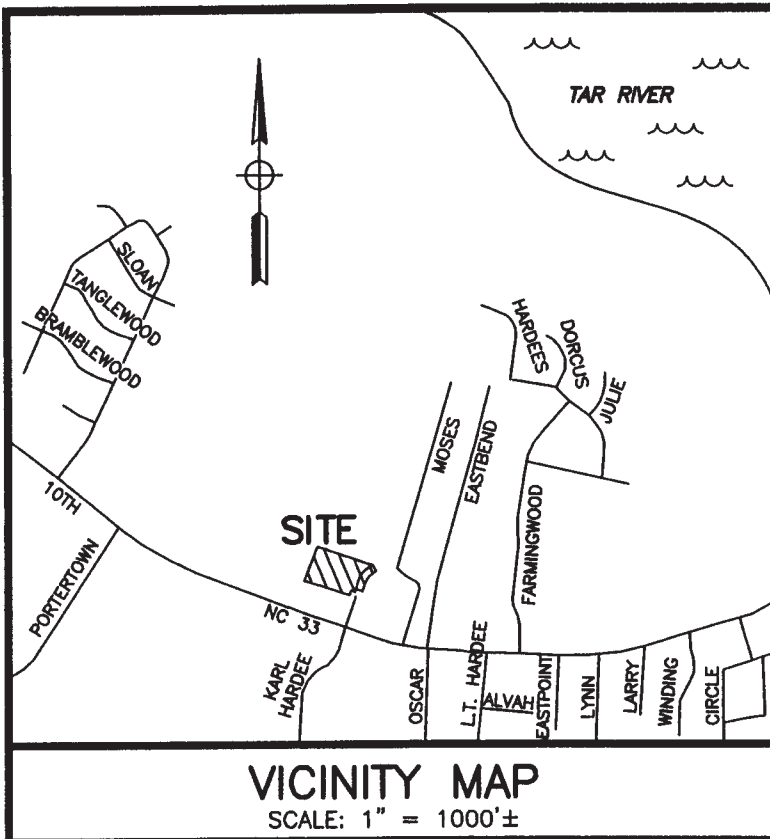
I, Polly Jones, a Notary Public for said County and State, certify that Carol L. Barwick personally came before me this day and acknowledged that she is the City Clerk of the City of Greenville, a municipality, and that by authority duly given and as the act of the municipality, the foregoing instrument was signed in its name by its Mayor, sealed with the corporate seal, and attested by herself as its City Clerk.

WITNESS my hand and official seal this ____th day of _____, 2018.

Notary Public

My Commission Expires: _____

1066321



CITY OF GREENVILLE
DB 973, PG 552
MB 52, PG 117

V-SLEW, LLC.
DB 2043, PG 165
MB 68, PG 65

V-SLEW, LLC.
DB 2043, PG 165
MB 68, PG 65

BAYT SHALOM
DB 379, PG 135

V-SLEW, LLC.
DB 2043, PG 165
MB 68, PG 65

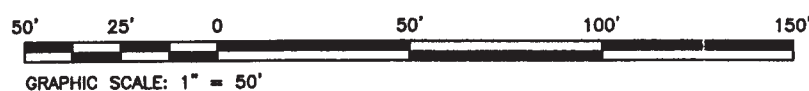
(A)
BEACH ROAD HOLDINGS, LLC.
DB 3593, PG 275
PARKSIDE BLUFFS
MB 76, PG 14

V-SLEW, LLC.
DB 2043, PG 165
MB 68, PG 65

- LEGEND**
- R/W = RIGHT-OF-WAY
 - EIP = EXISTING IRON PIPE
 - SIP = SET IRON PIPE
 - EIS = EXISTING IRON STAKE
 - PVMT = PAVEMENT
 - B/B = BACK OF CURB TO BACK OF CURB
 - PC = POINT OF CURVATURE
 - PT = POINT OF TANGENCY

NC HWY 33 - EAST TENTH STREET
(30 METER R/W PVMT WIDTH VARIES PUBLIC)

HORIZON VIEW WAY
(30' R/W 30' B/B PUBLIC)
(NAMED ACCESS DRIVEWAY)



A PORTION OF TAX PARCEL #10412
TAX MAP #5607-32-5198

SHEET 1 OF 1

**ANNEXATION MAP FOR
PARKSIDE BLUFFS**

SECTION 2, PHASE 1A,

OWNER: **V-SLEW, LLC**
ADDRESS: 1528 EVANS STREET ANNEX 2
GREENVILLE, N.C. 27834
PHONE: (252)-355-6622

Baldwin Design Consultants, PA
LICENSE # C-3498
ENGINEERING - LAND PLANNING - SURVEYING
1700-D EAST ARLINGTON BOULEVARD
GREENVILLE, NC 27858 252.756.1390

SURVEYED: BW APPROVED: JGG
DRAWN: JGG DATE: 12/01/2017
CHECKED: JGG SCALE: 1" = 1/8" # 2

MAP NO.	PLATS RECORDED	MAP BOOK	PAGE

MAP SHOWING AREA ANNEXED BY
THE CITY OF GREENVILLE, N.C
(EFFECTIVE DATE _____ ORDINANCE # _____ AREA 3.329 AC.)
_____ GRIMESLAND TOWNSHIP, PITT COUNTY, N.C.

CLOSURE CHECK BOUNDARY
CHECKED: JGG DATE: 12/01/2017

GENERAL NOTES

1. THIS MAP IS OF A SURVEY THAT IS OF ANOTHER CATEGORY.
2. ALL AREAS CALCULATED BY COORDINATE GEOMETRY.
3. REFERENCE: A PORTION OF THE PROPERTY DESCRIBED IN DEED BOOK 2043, PAGE 165 OF THE PITT COUNTY REGISTER OF DEEDS.

LEGEND

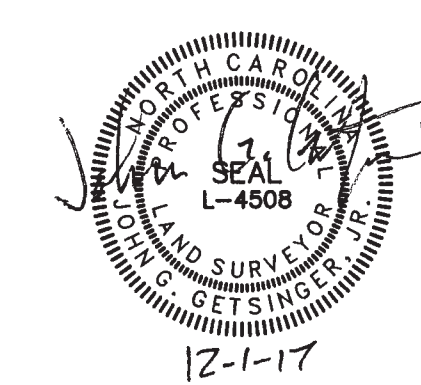
- NEW CITY LIMIT LINE = - - - - -
- OLD CITY LIMIT LINE = - - - - -
- CITY LIMIT LINE = - - - - -

CERTIFICATION

THIS IS TO CERTIFY THAT THIS MAP WAS DRAWN UNDER MY DIRECTION AND SUPERVISION FROM AN ACTUAL FIELD LAND SURVEY PERFORMED UNDER MY DIRECTION AND SUPERVISION THAT THE ERROR OF CLOSURE AS CALCULATED BY LATITUDES AND DEPARTURES IS 1:10,000, THAT THE BOUNDARIES NOT SURVEYED ARE SHOWN AS DASHED LINES; THAT THIS MAP WAS PREPARED IN ACCORDANCE WITH G.S. 47-30 AS AMENDED.

WITNESS MY HAND AND SEAL THIS 1st DAY OF DECEMBER, 2017.

John G. Getsinger, Jr.
JOHN G. GETSINGER, JR., PLS L-4508



12-1-17



City of Greenville, North Carolina

Meeting Date: 2/8/2018
Time: 6:00 PM

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

Explanation: **Abstract:** The City has received a request from H. E. Whichard, Jr. to rezone 0.738 acres located at the southwestern corner of the intersection of East Arlington Boulevard and Red Banks Road from OR (Office-Residential [High Density Multi-family]) to CG (General Commercial).

Required Notices:

Planning and Zoning meeting notice (property owner and adjoining property owner letter) mailed on December 29, 2017.

On-site sign(s) posted on December 29, 2017.

City Council public hearing notice (property owner and adjoining property owner letter) mailed on January 23, 2018.

Public hearing legal advertisement published on January 29, 2018 and February 5, 2018.

Comprehensive Plan:

The Future Land Use and Character Map recommends mixed use (MU) along the southern right-of-way of Red Banks Road between East Arlington Boulevard and Cromwell Drive transitioning to residential, high density (HDR) along East Arlington Boulevard.

Mixed Use

Small-scale activity centers that contain places to live, work, and shop integrated in a walkable pattern. Mixed use buildings are located close together and near the street. Buildings tend to be smaller than mixed use center, high intensity (MUHI),

supporting primarily locally-oriented uses and serving as a transition in intensity to nearby neighborhoods.

Intent:

- Vertical mixed use buildings (residential or office above commercial) as well as various single-use buildings that are integrated in a walkable street pattern
- Accommodate parking on-street, behind or to one side of buildings, or in parking structures; limit curb cuts that break main pedestrian ways; wrap parking structures with other uses or decorative elements; light parking well for safety
- Provide pedestrian and vehicular connection to surrounding development

Primary uses:

Office

Commercial

Multi-family residential

Secondary uses:

Institutional/Civic

There is a designated regional activity center at the intersection of East Arlington Boulevard and Red Banks Road. These center are intended to provide 250,000 - 300,000 square of commercial space serving an area of approximately 10 miles.

Residential, High Density

Residential areas composed primarily of multi-family housing in various forms. Defined by existing development patterns where building size and style tend to be consistent within a development, with large blocks, and limited connectivity between different building types and uses. Future development should take a more traditional neighborhood pattern where different residential types are connected in a walkable pattern. High density residential is typically appropriate near activity centers and corridors.

Intent:

- Provide better vehicular and pedestrian connectivity between developments
- Improve architectural variety and site design for new developments
- Improve streetscape features such as consistent sidewalks, lighting and street trees

Primary uses:

Multi-family residential

Two-family residential

Attached residential (townhomes)

Secondary uses:

Office

Single-family residential detached (small lot)

Institutional/Civic (churches and school)

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

Based on the possible uses permitted by the requested rezoning, the proposed rezoning classification could generate 447 trips to and from the site on East Arlington Boulevard, which is a net increase of 314 additional trips per day.

Based on the possible uses permitted by the requested rezoning, the proposed rezoning classification could generate 447 trips to and from the site on Red Banks Road, which is a net increase of 314 additional trips per day.

During the review process, measures to mitigate the traffic will be determined.

History/Background:

In 1976, the property was incorporated into the City's extra-territorial jurisdiction (ETJ) and zoned to it's current zoning as part of a large-scale ETJ extension.

Present Land Use:

Former BB&T bank

Water/Sewer:

Water and sanitary sewer are available.

Historic Sites:

There are no known effects on historic sites.

Environmental Conditions/Constraints:

There are no known environmental condition/constraints.

Surrounding Land Uses and Zoning:

North: CG - Arlington Village
South: OR -Vacant (owned by Wells Fargo Bank)
East: OR - Vacant
West: CG - Wells Fargo Bank

Density Estimates:

Under the proposed zoning, staff would anticipate the current building (or new construction of similar size) being used as a fast food restaurant.

The anticipated build-out time is within one year.

Fiscal Note:

No cost to the City.

In staff's opinion, the request is in compliance with Horizons 2026: Greenville's Community Plan and the Future Land Use and Character Map.

"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 unanimously to approve the request at its January 16, 2018 meeting.

If the City Council determines to approve the zoning map amendment, a motion to adopt the attached zoning map amendment 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 zoning map amendment, 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 although the rezoning request is in compliance with the adopted comprehensive plan including, but not limited to, Policy 1.1.1 guide development with the Future Land Use and Character Map and Policy 1.1.6 guide development using the Tiered Growth Approach, in this instance the denial of the rezoning request is reasonable and in the public interest due to the potential uses under the proposed rezoning and due to there being a more appropriate zoning classification that promotes the safety and general welfare of the community.

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

-  [Whichard Attachments](#)
-  [Ordinance H E Whichard, Jr 1070250](#)
-  [Minutes - H E Whichard, Jr 1069801](#)

ORDINANCE NO. 18-
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 the 8th day of February, 2018, at 6:00 p.m., in the 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;

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 zoning the following described property is consistent with the adopted comprehensive plan and other officially adopted plans that are applicable and that the adoption of the ordinance zoning the following described property is reasonable and in the public interest due to its consistency with the comprehensive plan and other officially adopted plans that are applicable and, as a result, its furtherance of the goals and objectives of the comprehensive plan and other officially adopted plans that are applicable;

WHEREAS, as a further description as to why the action taken is consistent with the comprehensive plan and other officially adopted plans that are applicable in compliance with the provisions of North Carolina General Statute 160A-383, the City Council of the City of Greenville does hereby find and determine that the adoption of this ordinance is consistent with provisions of the comprehensive plan including, but not limited to, Policy 1.1.1 guide development with the Future Land Use and Character Map and Policy 1.1.6 guide development using the Tiered Growth Approach; and

WHEREAS, as a further explanation as to why the action taken is reasonable and in the public interest in compliance with the provisions of North Carolina General Statute 160A-383, the City Council of the City of Greenville does hereby find and determine that the adoption of this ordinance will, in addition to the furtherance of other goals and objectives, promote the safety and general welfare of the community because the requested zoning is consistent with the recommended Future Land Use and Character designation and is located in a Preferred Growth Area;

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

Section 1. That the following described territory is rezoned from OR (Office-Residential) to CG (General Commercial).

TO WIT: United Carolina Bank

LOCATION: Located at the corner of East Arlington Boulevard and Red Banks Road.

DESCRIPTION: Beginning at a point where the southern right-of-way of Red Banks Road intersects the western right-of-way of East Arlington Boulevard. From the above described beginning, so located, running thence as follows:

With the western right-of-way of East Arlington Boulevard, S 22°16'10" E 200.00', thence leaving the western right-of-way of East Arlington Boulevard, S 67°43'35" W 150.00', thence N 22°16'13" W 228.42' to a point on the southern right-of-way of Red Banks Road, thence with the southern right-of-way of Red Banks Road N 78°27'20" E 152.67' to the point of beginning containing 0.738 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 8th day of February, 2018.

P. J. Connelly, Mayor

ATTEST:

Carol L. Barwick, City Clerk

1070250

Excerpt from the DRAFT Planning & Zoning Commission Minutes (01/16/2018)

ORDINANCE REQUESTED BY H. E. WHICHARD, JR. TO REZONE 0.738 ACRES LOCATED AT THE SOUTHWESTERN CORNER OF THE INTERSECTION OF EAST ARLINGTON BOULEVARD AND RED BANKS ROAD FROM OR (OFFICE-RESIDENTIAL [HIGH DENSITY MULTI-FAMILY]) TO CG (GENERAL COMMERCIAL)
- APPROVED

Ms. Gooby delineated the property. It is located at the corner of East Arlington Boulevard and Red Banks Road adjacent to Wells Fargo Bank. This area contains a mix of commercial and office uses. An increase of 628 trips per day are anticipated for both streets combined. The property contains a former BB&T bank building. New construction is possible. The subject property could be used for restaurant and/or retail uses. The Future Land Use and Character Plan Map recommends mixed use at the southwestern corner of the intersection of Arlington Boulevard and Red Banks Road. The mixed use character allows a variety of zoning districts. The property is adjacent to CG zoning. In staff's opinion, the request is in compliance with Horizons 2026: Greenville's Community Plan and the Future Land Use and Character Plan Map.

Chairman King opened the public hearing.

Mike Baldwin, Baldwin Design Consultants, representative for the applicant, spoke in favor of the request. This rezoning will allow uses that are compatible with the surrounding uses. There is a Wells Fargo Bank and restaurants nearby. The building will be demolished.

No one spoke in opposition.

Ms. Darden stated this is a busy intersection and traffic is a concern.

Ms. Leech stated this is a very busy corner and not well-planned. The rezoning process gives us traffic counts but it is not cumulative as other development happens. It is difficult getting in and out of Wells Fargo.

Ms. Darden asked will the ingress/egress remain the same.

Mr. Baldwin stated new construction will allow us to modify the ingress/egress. The property is at the intersection of two major thoroughfares and that is where commercial is going to be located.

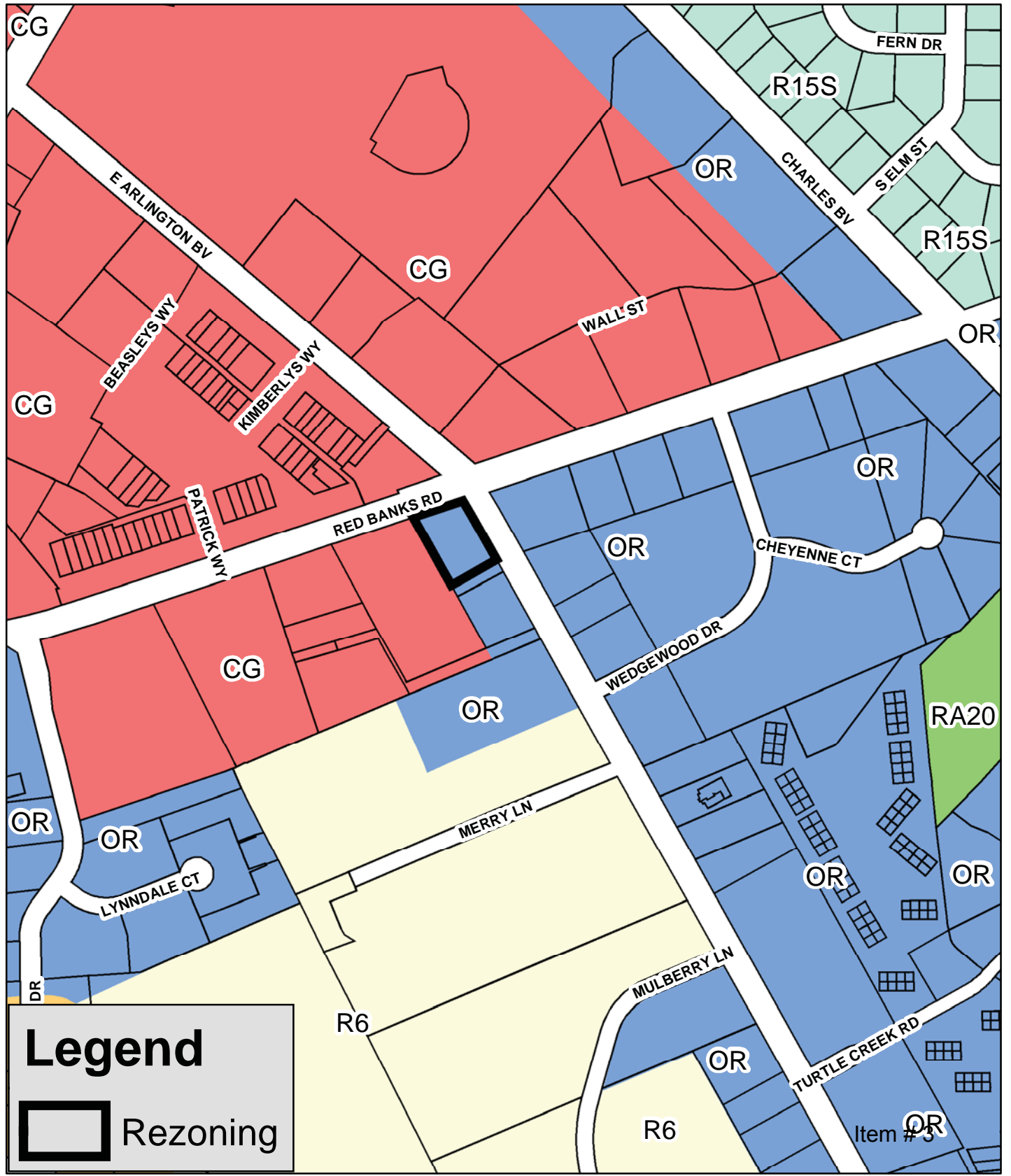
Rik DiCesare, City Traffic Engineer, stated that new construction will allow for some modification of the ingress/egress.

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

Motion made by Mr. Collins, seconded by Mr. Robinson, to recommend approval of the proposed amendment to advise that it is consistent with the Comprehensive Plan and to

adopt the staff report which addresses plan consistency and other matters. Motion passed unanimously.

H. E. Whichard, Jr.
From: OR
To: CG
Acres: 0.738
December 29, 2017

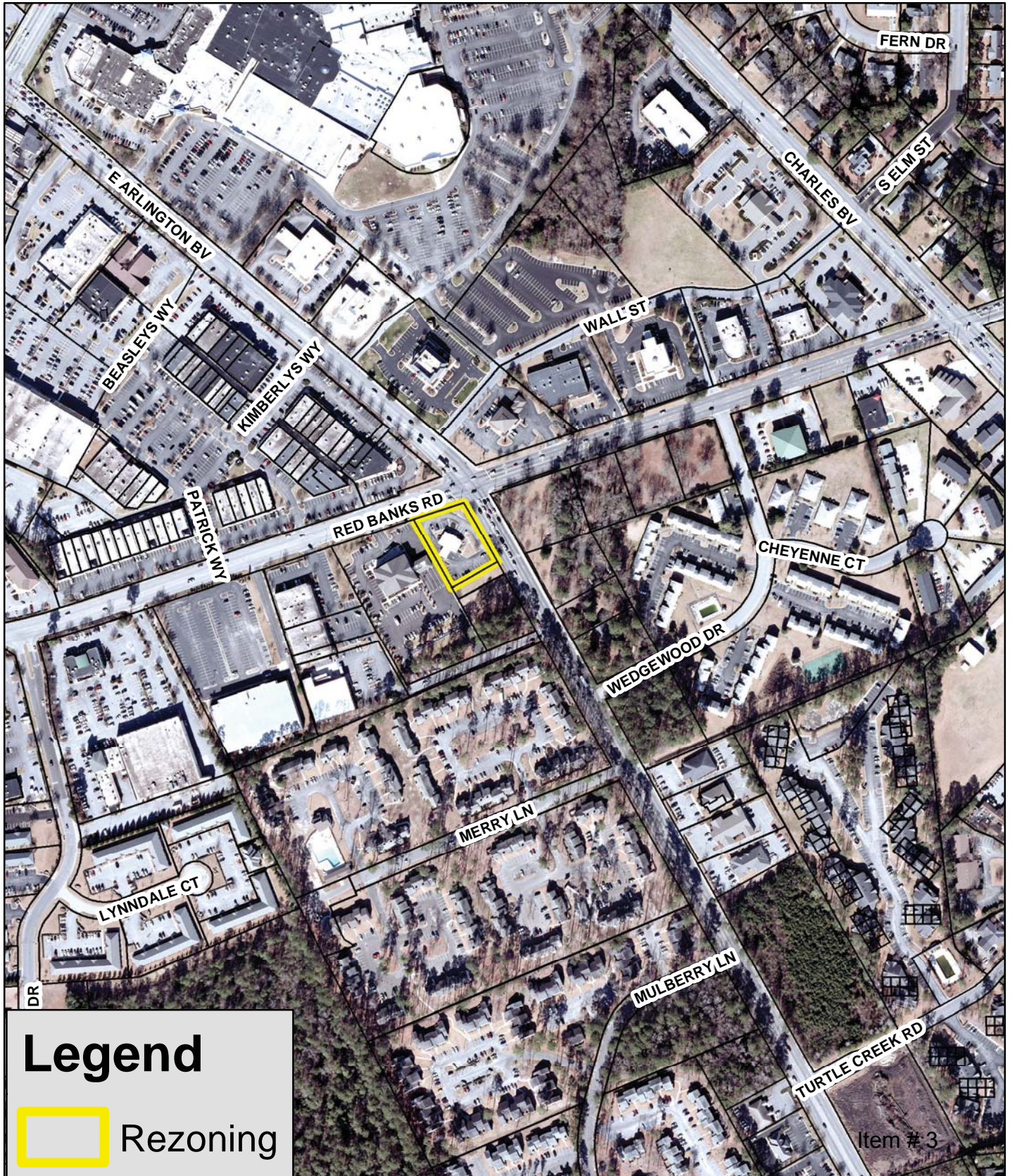


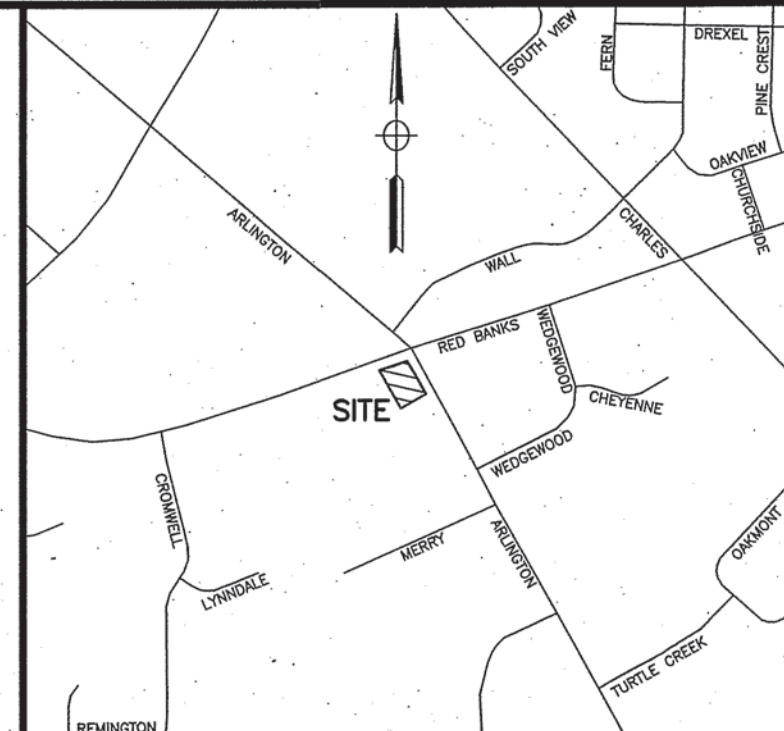
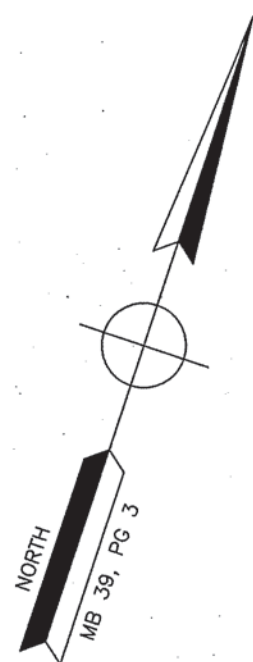
Legend

 Rezoning

Item # 3

H. E. Whichard, Jr.
From: OR
To: CG
Acres: 0.738
December 29, 2017





VICINITY MAP
SCALE: 1" = 1000'



**PROPERTY OWNERS ADDRESSES
WITHIN 100 FEET OF PROPERTY**

- UNX CHEMICALS, INC.**
PO BOX 7206
GREENVILLE, NC 27835
- SUCH., LLC**
303 PLAZA DRIVE
GREENVILLE, NC 27858
- WELLS FARGO BANK, NA**
PO BOX 2609
CARLSBAD, CA 92018
- KITCH, LLC**
820 WICKHAM DRIVE
WINTERVILLE, NC 28590
- THE EAST CAROLINA BANK**
1001 RED BANKS ROAD
GREENVILLE, NC 27858

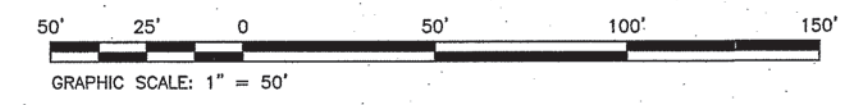
- BANK**
CG
WELLS FARGO BANK, NA
PARCEL #49975
DB 2870, PG 183
MB 39, PG 3
- VACANT**
CG
WELLS FARGO BANK, NA
PARCEL #49976
DB 2870, PG 183
MB 39, PG 3

- MEDICAL OFFICE**
OR
SUCH, LLC.
PARCEL #52666
DB 3480, PG 539
MB 39, PG 3

- OFFICE**
OR
UNX CHEMICALS, INC.
PARCEL #35419
DB X50, PG 499
MB 27, PG 52
- OFFICE**
OR
UNX CHEMICALS, INC.
PARCEL #35420
DB 047, PG 354
MB 27, PG 52

NOTES

1. THIS PROPERTY IS NOT LOCATED IN A SPECIAL FLOOD HAZARDOUS AREA AS DETERMINED BY THE FEDERAL EMERGENCY MANAGEMENT AGENCY.
2. ALL AREAS CALCULATED BY COORDINATE GEOMETRY.
3. THIS MAP IS OF AN EXISTING PARCEL OF LAND.
4. REFERENCE: MAP BOOK 39, PG 3 OF THE PITT COUNTY REGISTRY.

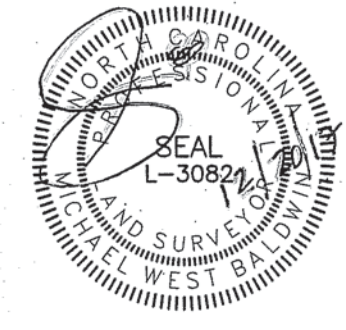


SHEET 1 OF 1
REZONING MAP
PARCEL# 33445
TAX MAP# 4687-50-6664

LEGEND

- R/W = RIGHT-OF-WAY
- EIP = EXISTING IRON PIPE
- EIS = EXISTING IRON STAKE
- SIP = SET IRON PIPE
- ECM = EXISTING CONCRETE MONUMENT
- C/L = CENTERLINE
- DB = DEED BOOK
- NPS = NO POINT SET
- EPKN = EXISTING PARKER KALON NAIL
- - - = NOT TO SCALE

Item # 3



CLOSURE CHECK BOUNDARY	
CHECKED: MAH	DATE: 12/12/2017

H.E. WHICHARD JR.

REFERENCE: DEED BOOK 332, PAGE 262
OF THE PITT COUNTY REGISTER OF DEEDS

GREENVILLE, WINTERVILLE TOWNSHIP, PITT COUNTY, NC.

OWNER: BRANCH BANKING AND TRUST COMPANY
ADDRESS: PO BOX 167
WINSTON SALEM, NC 27102.
PHONE: (336) 733-2500

	LICENSE# C-3498	SURVEYED: N/A	APPROVED: MWB
	ENGINEERING - SURVEYING - PLANNING 1700-D EAST ARLINGTON BOULEVARD GREENVILLE, NC 27858 252.756.1390	DRAWN: MAH	DATE: 12/12/17
		CHECKED: MWB	SCALE: 1" = 50'

Y:\DRAWINGS\17-199 H.E. WHICHARD JR\REZONING.dwg Tue, Dec 19, 2017-12:4:3pm MHERREJON

Case No: 18-03

Applicant: H. E. Whichard, Jr.

Property Information

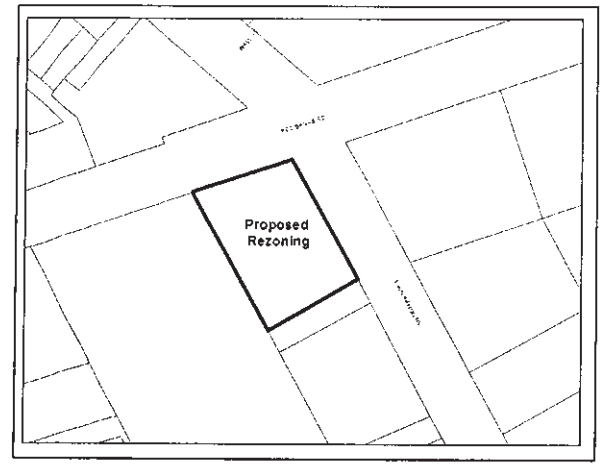
Current Zoning: OR (Office-Residential)

Proposed Zoning: CG (General Commercial)

Current Acreage: 0.738 acres

Location: Southwest corner of Arlington Blvd & Red Banks Rd

Points of Access: Arlington Blvd, Red Banks Rd



Location Map

Transportation Background Information

1.) Arlington Blvd- City maintained

	<u>Existing Street Section</u>	<u>Ultimate Thoroughfare Street Section</u>
Description/cross section	5 lanes - curb & gutter	4-lane divided with raised median
Right of way width (ft)	80	no change
Speed Limit (mph)	45	no change
Current ADT:	30,600 (*)	UltimateDesign ADT: 38,100 vehicles/day (**)
Design ADT:	28,000	
Controlled Access	No	

Thoroughfare Plan Status: Major Thoroughfare

Other Information: There are no sidewalks along Arlington Boulevard that service this property.

Notes: (*) 2016 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

Transportation Improvement Program Status: No Planned Improvements.

2.) Red Banks Rd- City maintained

	<u>Existing Street Section</u>	<u>Ultimate Thoroughfare Street Section</u>
Description/cross section	5 lanes - curb & gutter	no change
Right of way width (ft)	80	no change
Speed Limit (mph)	35	no change
Current ADT:	18,360 (*)	
Design ADT:	23,500	
Controlled Access	No	

Thoroughfare Plan Status: Major Thoroughfare

Other Information: There are no sidewalks along Red Banks Road that service this property.

Notes: (*) 2016 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: 266 -vehicle trips/day (*)

Proposed Zoning: 894 -vehicle trips/day (*)

Estimated Net Change: increase of 628 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 Arlington Blvd and Red Banks Rd are as follows:

1.) Arlington Blvd, South of Site (25%): "No build" ADT of 30,600

Estimated ADT with Proposed Zoning (full build) –	30,824
Estimated ADT with Current Zoning (full build) –	<u>30,667</u>
Net ADT change =	157 (<1% increase)

2.) Arlington Blvd, North of Site (25%): "No build" ADT of 30,600

Estimated ADT with Proposed Zoning (full build) –	30,824
Estimated ADT with Current Zoning (full build) –	<u>30,667</u>
Net ADT change =	157 (<1% increase)

3.) Red Banks Rd, West of Site (25%): "No build" ADT of 18,360

Estimated ADT with Proposed Zoning (full build) –	18,584
Estimated ADT with Current Zoning (full build) –	<u>18,427</u>
Net ADT change =	157 (<1% increase)

4.) Red Banks Rd, East of Site (25%): "No build" ADT of 18,360

Estimated ADT with Proposed Zoning (full build) –	18,584
Estimated ADT with Current Zoning (full build) –	<u>18,427</u>
Net ADT change =	157 (<1% increase)

Staff Findings/Recommendations

Based on possible uses permitted by the requested rezoning, the proposed rezoning classification could generate 447 trips to and from the site on Arlington Blvd, which is a net increase of 314 additional trips per day.

Based on possible uses permitted by the requested rezoning, the proposed rezoning classification could generate 447 trips to and from the site on Red Banks Rd, which is a net increase of 314 additional trips per day.

During the review process, measures to mitigate the traffic will be determined.

CURRENT ZONING	
OR (OFFICE-RESIDENTIAL) - 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	
	b. Two-family attached dwelling (duplex)
	c. Multi-family development per Article I
	k. Family care homes (see also 9-4-103)
	n. Retirement center or home
	o. Nursing, convalescent or maternity home; major care facility
	p. Boarding or rooming house
	q. Room renting
(3) Home Occupations - 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; agricultural, horticulture, forestry (see also section 9-4-103)
(6) Recreational/Entertainment	
	f. Public park or recreational facility
	g. Private noncommercial recreation; indoor only, not otherwise listed
(7) Office/Financial/Medical	
	a. Office; professional and business, not otherwise listed
	b. Operation/processing center
	c. Office; customer service, not otherwise listed, including accessory service delivery vehicle parking and indoor storage
	d. Bank, savings and loans or other savings or investment institutions
	e. Medical, dental, ophthalmology or similar clinic, not otherwise listed
(8) Services	
	c. Funeral home
	e. Barber or beauty salon
	f. Manicure, pedicure or facial salon
	g. School; junior and senior high (see also section 9-4-103)
	h. School; elementary (see also section 9-4-103)
	i. School; nursery and kindergarten (see also section 9-4-103)
	j. College and other institutions of higher learning
	k. Business or trade school
	n. Auditorium
	o. Church or place of worship (see also section 9-4-103)

	p.	Library
	q.	Museum
	r.	Art gallery
	u.	Art studio including art and supply sales
	v.	Photography studio including photo and supply sales
	w.	Recording studio
	x.	Dance studio
	y(2)	TV and/or radio broadcast facilities, including receiving and transmission equipment and towers not exceeding 120 feet in height or cellular telephone and wireless communication towers not exceeding 120 feet in height (see also section 9-4-103)
	bb.	Civic organizations
	cc.	Trade or business organizations
(9) Repair - None		
(10) Retail Trade		
	s.	Book or card store, news stand
	w.	Florist
	ee.	Christmas tree sales lot; temporary only (see also section 9-4-103)
(11) Wholesale/Rental/Vehicle-Mobile Home Trade - None		
(12) Construction		
	a.	Licensed contractor; general electrical, plumbing, mechanical, etc... excluding outside storage
	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		
OR (OFFICE-RESIDENTIAL) - SPECIAL USES		
(1) General - None		
(2) Residential		
	d.	Land use intensity multi-family (LUI) development rating 50 per Article K
	e.	Land use intensity multi-family (LUI) development rating 67 per Article K
	i.	Residential quarters for resident manager, supervisor or caretaker; excluding mobile home
	m.	Shelter for homeless or abused (see also section 9-4-103)
	o(1).	Nursing, convalescent or maternity home; minor care facility
	r.	Fraternity or sorority house
(3) Home Occupations - None		
(4) Governmental		
	a.	Public utility building or use
(5) Agricultural/Mining - None		
(6) Recreational/Entertainment		
	c(1).	Tennis club; indoor and outdoor facilities
	h.	Commercial recreation; indoor only, not otherwise listed

m(1).	Dining and entertainment establishment (see also section 9-4-103)
(7) Office/Financial/Medical	
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
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)
ff.	Mental health, emotional or physical rehabilitation day program facility
ff(1).	Mental health, emotional or physical rehabilitation day program facility
(9) Repair- None	
(10) Retail Trade - None	
h.	Restaurant; conventional
j.	Restaurant and/or dining and entertainment establishment; regulated outdoor activities
(11) Wholesale/Rental/Vehicle-Mobile Home Trade - None	
(12) Construction - None	
(13) Transportation	
h.	Parking lot or structure; principal use
(14) Manufacturing/Warehousing - None	
(15) Other Activities (not otherwise listed - all categories)	
a.	Other activities; personal services not otherwise listed
b.	Other activities; professional services not otherwise listed
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 principal uses
(2) Residential - None	
(3) Home Occupations - 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; agricultural, horticulture, forestry (see also section 9-4-103)
l.	Beekeeping; minor use (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 alley
m(1).	Dining and entertainment establishment (see also section 9-4-103)
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 loans 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 salon
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)	TV 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, maps, 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

	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 (see also section 9-4-103)
	k.	Medical supply sales and rental of medically-related products including uniforms and related accessories
	l.	Electronic; stereo, radio, computer, TV and the like, 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, CD and the like 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 service
	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 division (10k.)
	c.	Rental of clothes and accessories; formal wear, and the like
(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 outdoor sales
	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 - 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
u.	Internet sweepstakes business (see also section 9-4-103)
(7) Office/Financial/Medical	
c.	Office; customer service, 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
c.	Wine shop; including on-premise consumption (see also section 9-4-103)
j.	Restaurant and/or dining and entertainment establishment; regulated outdoor activities
n.	Appliance; commercial use, sales and accessory repair; excluding outside storage
ff.	Tobacco shop (Class 1) (see also section 9-4-103)
gg.	Tobacco shop (Class 2) (see also section 9-4-103)
hh.	Hookah café (see also section 9-4-103)
(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 services not otherwise listed
c.	Other activities; commercial services not otherwise listed
d.	Other activities; retail sales not otherwise listed

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 CHART			
Density Level	Future Land Use and Character Type	Applicable Zoning District(s)	Units per Acre***
High	Uptown Edge (UE)	CDF	17 units per acre
	Mixed Use, High Intensity (MUHI)	OR	17 units per acre
		R6	17 units per acre
	Residential, High Density (HDR)	R6	17 units per acre
		R6MH	17 units per acre
Medical-Transition (MT)	MR	17 units per acre	
High to Medium	Mixed Use (MU)	OR	17 units per acre
		R6	17 units per acre
		R6A	9 units per acre
	Uptown Neighborhood (UN)	R6S	7 units per acre
	Traditional Neighborhood, Medium-High Density (TNMH)	R6	17 units per acre
		R6A	9 units per acre
		R6S	7 units per acre
Medium to Low	Traditional Neighborhood, Low-Medium Density (TNLM)	R9	6 units per acre
		R9S	5 units per acre
		R15S	3 units per acre
	Residential, Low-Medium Density (LMHR)	R9S	5 units per acre
		R15S	3 units per acre
		RA20	4 units per acre
		MRS	4 units per acre

*** Maximim allowable density in the respective zoning district.



City of Greenville, North Carolina

Meeting Date: 2/8/2018
Time: 6:00 PM

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

Explanation: **Abstract:** The City has received a request from Porters Crossing Residential, LLC to rezone 1.416 acres located at the northeastern corner of the intersection of County Home Road and Old Fire Tower Road from OR (Office-Residential [High Density Multi-family]) to CG (General Commercial).

Required Notices:

Planning and Zoning meeting notice (property owner and adjoining property owner letter) mailed on December 29, 2017.

On-site sign(s) posted on December 29, 2017.

City Council public hearing notice (property owner and adjoining property owner letter) mailed January 23, 2018.

Public hearing legal advertisement published on January 29, 2018 and February 5, 2018.

Comprehensive Plan:

The Future Land Use and Character Map recommends traditional neighborhood, medium-high density (TNMH) along Old Fire Tower Road east of County Home Road.

Traditional Neighborhood, Medium-High Density

Primarily residential area featuring a mix of higher density housing types ranging from multi-family, townhomes, and small-lot single-family detached. They are typically located within a walkable distance to a neighborhood activity center. Traditional neighborhoods should have a walkable street network of small blocks, a defined center and edges, and connections to surrounding development.

Intent:

- Provide streetscape features such as sidewalks, street trees, and lighting
- Allow neighborhood-scale commercial or mixed use centers at key intersections within neighborhoods

Primary uses:

Multi-family residential

Single-family residential attached (townhomes) and detached (small-lot)

Secondary uses:

Institutional (neighborhood scale)

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

Based on the possible uses permitted by the requested rezoning, the proposed rezoning classification could generate 2,164 trips to and from the site on County Home Road, which is a net increase of 2,064 additional trips per day.

During the review process, measures to mitigate the traffic will be determined. A traffic assessment may be required.

History/Background:

In 1976, the property was incorporated into the City's extra-territorial jurisdiction (ETJ) and zoned RA20 as part of a large-scale ETJ extension. In 1989, the property was rezoned to its current zoning.

Present Land Use:

One (1) single-family residence and cemetery

Water/Sewer:

Water and sanitary sewer are available in the rights-of-way of County Home Road and Old Fire Tower Road.

Historic Sites:

There are no known effects on historic sites.

Environmental Conditions/Constraints:

There are no known environmental condition/constraints.

Surrounding Land Uses and Zoning:

North: OR - Arlington Park (detached multi-family)

South: IU - Plaza Service Center and Factory Mattress and Bedrooms Warehouse

East: RA20 - One (1) duplex building

West: CG - One (1) vacant lot

Density Estimates:

Under the current zoning, the site could accommodate 15+/- multi-family units (1, 2 and 3-bedroom units).

Under the proposed zoning, the site could accommodate a mixed retail/restaurant/service development: one (1) conventional restaurant (5,600 sq. ft.), personal service (2,000 sq. ft.), and one (1) fast food restaurant - no drive thru (2,000 sq. ft.).

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

Additional Staff Comments:

Staff has a concern that this rezoning could potentially be considered "spot-zoning" in that the request is not in compliance with the Future Land Use and Character Map. This section of Old Fire Tower Road, in the last several years, has had a trend of properties being rezoned to OR, which is the current zoning of the subject property. The current zoning is in compliance with the Future Land Use and Character Map. The burden is on the local government to establish reasonableness for approving the request.

Factors for determining reasonableness include:

1. Size of area and its particular characteristics
2. Relation to comprehensive plan
3. Degree of change in uses between the current zoning and proposed zoning
4. Relative harm and/or benefit to the owner(s), neighborhood and community.

Under North Carolina General Statutes 160A-383, effective October 1, 2017, if the governing board wishes to approve a rezoning request that is not in compliance with the adopted comprehensive plan, then a statement is required that the action taken is reasonable and in the public interest (See (3) b. and c.). This action will also amend the Future Land Use and Character Map for the subject property (See (3) a.).

160A-383 Purposes in view.

- (a) Zoning regulations shall be made in accordance with a comprehensive plan.
- (b) Prior to adopting or rejecting any zoning amendment, the governing board shall adopt one of the following statements which shall not be subject to judicial review

- (1) A statement approving the zoning amendment and describing its consistency with an adopted comprehensive plan and why the action taken is reasonable and in the public interest.
- (2) A statement rejecting the zoning amendment and describing its inconsistency with an adopted comprehensive plan and explaining why the action taken is reasonable and in the public interest.
- (3) A statement approving the zoning amendment and containing at least all

of the following:

- a. A declaration that the approval is also deemed an amendment to the comprehensive plan. The governing board shall not require any additional request or application for amendment to the comprehensive plan.
- b. An explanation of the change in conditions the governing board took into account in amending the zoning ordinance to meet the development needs of the community.
- c. Why the action taken is reasonable and in the public interest.

Fiscal Note: No cost to the City.

Recommendation: In staff's opinion, the request is not in compliance with Horizons 2026: Greenville's Community Plan and the Future Land Use and Character Map.

"Not in compliance with the comprehensive plan" should be construed as meaning the requested zoning (i) is specifically noncompliant with plan objectives and recommendations including the range of allowable uses in the proposed zone, etc... and/or is of a scale, dimension, configuration or location that is not objectively in keeping with plan intent and (ii) does not promote or preserve the desired urban form. The requested zoning is considered undesirable and not in the public interest, and staff recommends denial of the requested rezoning.

The Planning and Zoning Commission voted (6:1) to deny the request at its January 16, 2018 meeting.

If the City Council determines to approve the zoning map amendment, a motion to adopt the attached zoning map amendment 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. This action will amend the Future Land Use and Character Map for the subject property.

If City Council determines to deny the zoning map amendment, 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 rezoning request is inconsistent with the adopted comprehensive plan including, but not limited to, Policy 1.1.1 guide development with the Future Land Use and Character Map and Policy 1.1.6 guide development using the Tiered Growth Approach, and further that the denial of the rezoning request is reasonable and in the public interest due to the rezoning request does not promote, in addition to the furtherance of other goals and objectives, the safety and general welfare of the community because the requested zoning is not consistent with the

recommended Future Land Use and Character designation.

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

-  [Porters Crossing Attachments](#)
 -  [Ordinance - Porters Crossing Residential 1070438](#)
 -  [Minutes - Porters Crossing Residential, LLC 1069802](#)
-

ORDINANCE NO. 18-
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 AND AMENDING
HORIZONS 2026: GREENVILLE'S COMMUNITY PLAN

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 the 8th day of February, 2018, at 6:00 p.m., in the Council Chambers of City Hall in the City of Greenville, NC, conduct a public hearing on the adoption of an ordinance rezoning and amending the Future Land Use Character and Map designation for 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;

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 zoning the following described property is reasonable and in the public interest due by encouraging the most appropriate use of land;

WHEREAS, as a further explanation as to why the action taken is reasonable and in the public interest in compliance with the provisions of North Carolina General Statute 160A-383, the City Council of the City of Greenville does hereby find and determine that the adoption of this ordinance will, in addition to the furtherance of other goals and objectives, promote the safety and general welfare of the community because the requested zoning encourages the most appropriate use of land that allows for the development needs of the community and is located in a Primary Service Area;

WHEREAS, the Horizons 2026: Greenville's Community Plan was adopted on September 8, 2016, by the City Council by the adoption of Ordinance No. 15-055 and includes text and a Future Land Use and Character Map;

WHEREAS, the Horizons 2026: Greenville's Community Plan serves as the City of Greenville's comprehensive plan for zoning purposes and will from time to time be amended by the City Council;

WHEREAS, in accordance with the provisions of North Carolina General Statute 160A-383, this ordinance is deemed an amendment to 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 OR (Office-Residential) to CG (General Commercial).

TO WIT: Porters Crossing Residential, LLC

LOCATION: Located at the northeastern corner of the intersection of Old Fire Tower Road and County Home Road.

DESCRIPTION: Beginning at a point where the northern right-of-way of NCSR 2235 (Old Firetower Road) intersects the curved eastern right-of-way of NCSR 1725 (County Home Road). From the above described beginning, so located, running thence as follows:

With a curved eastern right-of-way of NCSR 1725 (County Home Road) to the left an arc distance of 26.09', said curve having a radius of 514.48' and a chord bearing N 20°02'45" W 26.09' to the point of tangency, thence N 21°29'56" W 24.49' to the point of curvature, thence with a curve to the right an arc distance of 11.07, said curve having a radius of 297.28' and a chord bearing N 10°47'39" W 110.43' to the point of tangency, thence N 00°05'30" W 92.71', thence leaving the eastern right-of-way of NCSR 1722 (County Home Road), N 87°46'06" E 247.73', thence S 07°30'40" E 231.66' to a point on the northern right-of-way of NCSR 2235 (Old Firetower Road), thence with the northern right-of-way of NCSR 2235 (Old Firetower Road), thence S 82°39'11" W 190.59' and S 85°20'08" W 50.22' to the point of beginning containing 1.416 acres.

Section 2. The Future Land Use and Character Map is hereby amended by re-designating the "Traditional Neighborhood, Medium-High Density" category to the "Commercial" category for the area described in Section 1.

Section 3. That the Director of Community Development is directed to amend the zoning map of the City of Greenville in accordance with this ordinance.

Section 4. That the Director of Community Development is directed to amend the Future Land Use and Character 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 8th day of February, 2018.

P. J. Connelly, Mayor

ATTEST:

Carol L. Barwick, City Clerk

1070438

Excerpt from the DRAFT Planning & Zoning Commission Minutes (01/16/2018)

ORDINANCE REQUESTED BY PORTERS CROSSING RESIDENTIAL, LLC TO REZONE 1.416 ACRES LOCATED AT THE NORTHEASTERN CORNER OF THE INTERSECTION OF COUNTY HOME ROAD AND OLD FIRE TOWER ROAD FROM OR (OFFICE-RESIDENTIAL [HIGH DENSITY MULTI-FAMILY]) TO CG (GENERAL COMMERCIAL) - DENIED

Ms. Gooby delineated the property. It is located in the southern section of the city at the corner of Old Fire Tower Road and County Home Road. It is adjacent to Arlington Park. Currently, there is a single-family residence and a cemetery on the property. This area has a commercial and residential uses. Staff anticipates an increase of 2,000 trips per day. Over the last couple of years, there has been a trend in this area to rezone properties to OR. There is IU zoning to the south that has been in place since 1976. At that time, the industrial zoning was probably considered more appropriate given that the location was rural. However, now this area is more urban in character. Under the current zoning, the property could accommodate 15+/- multi-family units. Under the proposed zoning, the site could accommodate a mixed retail/restaurant development with a convention restaurant, a fast food restaurant (no drive-thru) and personal services. The development could be similar to the development along Fire Tower Road. The Future Land Use and Character Plan Map recommends commercial along Fire Tower Road transitioning to traditional neighborhood, medium-high density to the south, which supports the existing OR zoning that has taken place in the last few years. The request is for CG zoning is not supported by the comprehensive plan. With this rezoning request, staff is concerned about potential "spot zoning". Spot zoning can be illegal if it is determined by the court that a rezoning is arbitrary. The burden is on the governing board to determine reasonableness. If there is a reasonable basis, then the rezoning is legal and valid. Reasonableness is determined based on several factors. The considerations are: 1) size of area and particular characteristics, 2) request relative to the comprehensive plan, 3) degree of change in uses between current and proposed uses and 4) relative harm and/or benefit to the owner(s), neighborhood and community. For this request, the request is not supported by the comprehensive plan, which recommends residential. Also, under the current zoning, the property could accommodate 15+/- multi-family units. If this request is approved, then the property can accommodate a mixed retail/restaurant development.

In staff's opinion, the request is not in compliance with Horizons 2026: Greenville's Community Plan and the Future Land Use and Character Plan Map.

Chairman King opened the public hearing.

Mike Baldwin, representative for the applicant, spoke in favor of the request. He believes the request is reasonable since there are commercial and industrial uses in close proximity to the subject property. Plaza Service Center and the Factory Mattress and Bedroom Warehouse are across the street. A mixed martial arts studio on the opposite corner.

Ms. Darden was concerned over the increase in traffic of 2,000 trips where the 4-lane road narrowed to a 2-lane road.

Mr. Baldwin stated that the east side of Old Fire Tower Road has very little traffic.

Mr. Overton stated that if the property were developed there would be buffer between the commercial and Arlington Park.

Mr. Robinson asked what happens when other property owners in this area ask for commercial.

Mr. Baldwin stated the request for commercial is a good fit because it is located at the corner.

Mr. Darden asked if there was the possibility of a traffic light.

Mr. Baldwin stated that because of the proximity to the stop light at the intersection of County Home Road and East Fire Tower Road it probably wouldn't be feasible.

Rik DiCesare, City Traffic Engineer, stated that the traffic volume would not meet the standards for a stop light.

No one spoke in opposition.

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

Ms. Leech was concerned with traffic and that the location is residential.

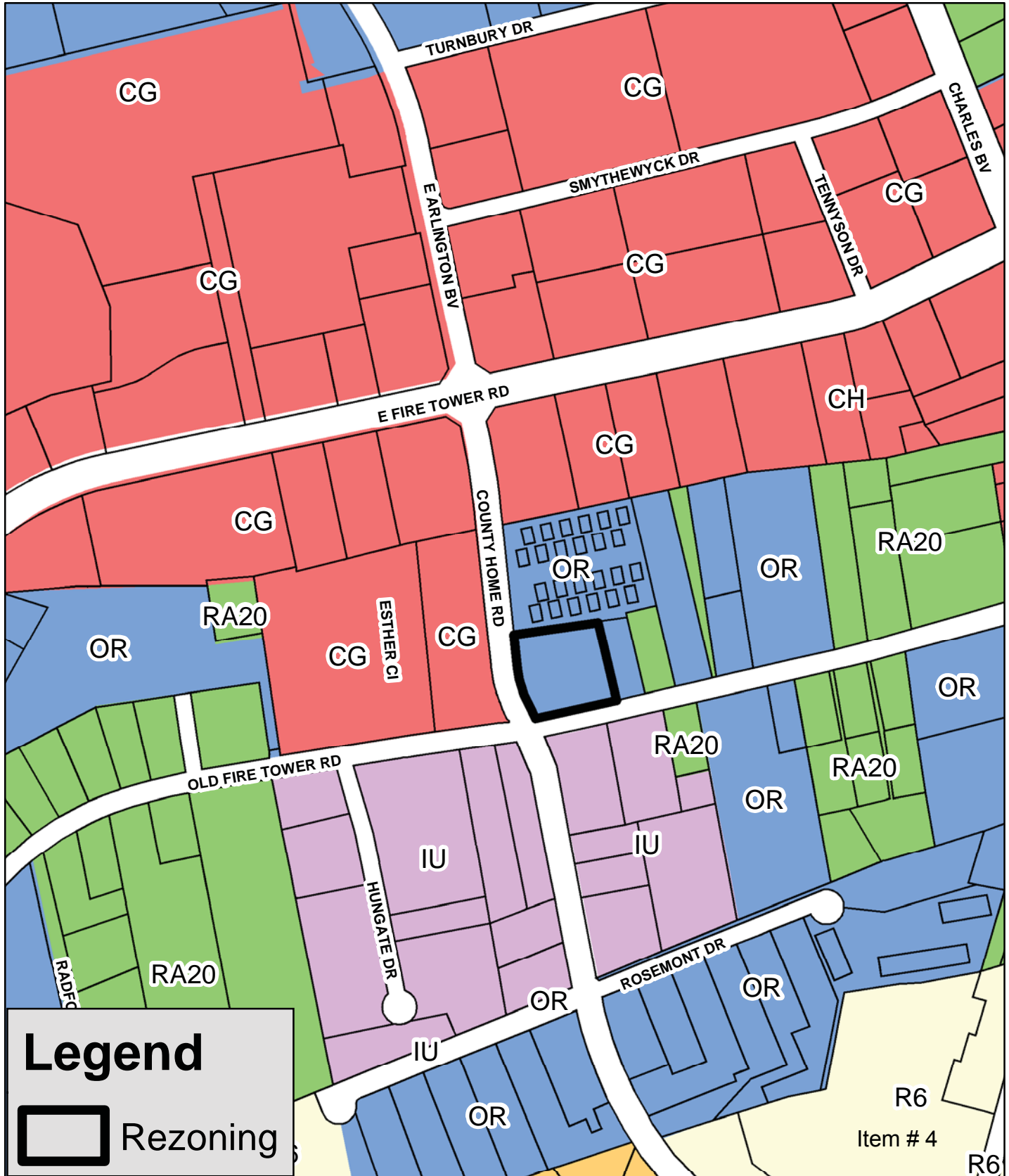
Mr. Maxwell was worried about setting a precedent of approving a request that is not in compliance with the comprehensive plan.

Ms. Darden stated that there is already a lot of traffic between the Wal-Mart Neighborhood Market and Parker's BBQ and some of that traffic would be going in the direction of this request.

Mr. Overton stated that residential development doesn't seem like a good fit.

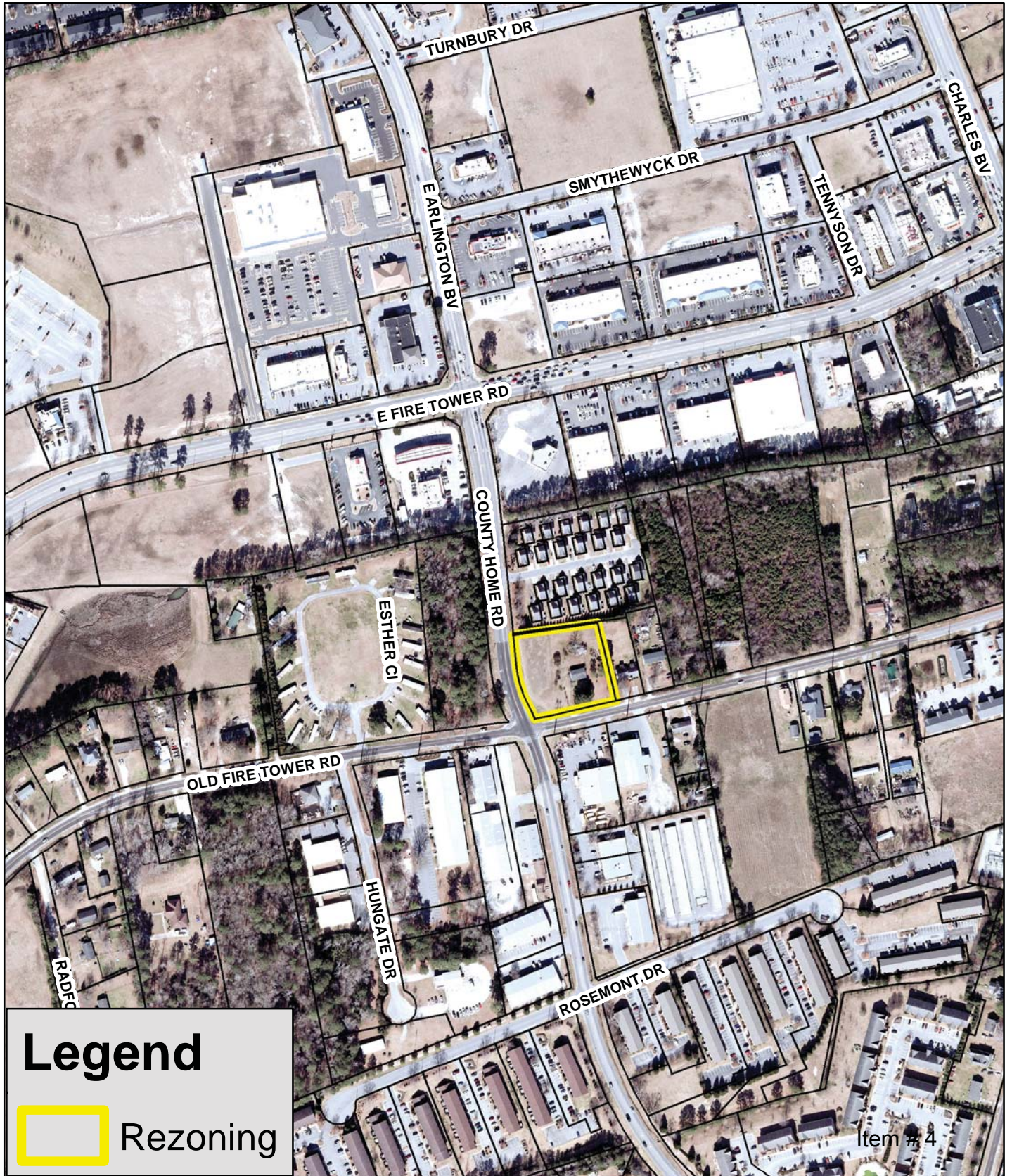
Motion made by Mr. Maxwell, seconded by Ms. Leech, to recommend denial of the proposed amendment, to advise that it is in consistent with the comprehensive plan and to adopt the staff report which addresses plan consistency and other matters. Motion passed. Those voting in favor: Maxwell, Wilson, Robinson, Collins, Darden and Leech. Those voting against: Overton.

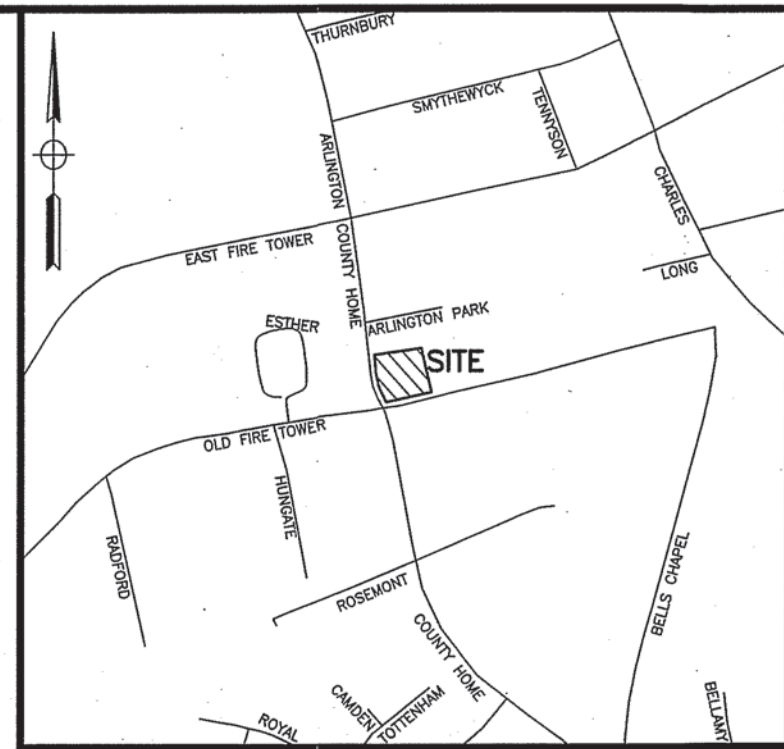
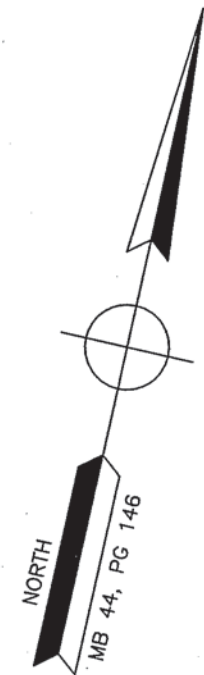
Porters Crossing Residential, LLC
From: OR
To: CG
Acres: 1.416
December 29, 2017



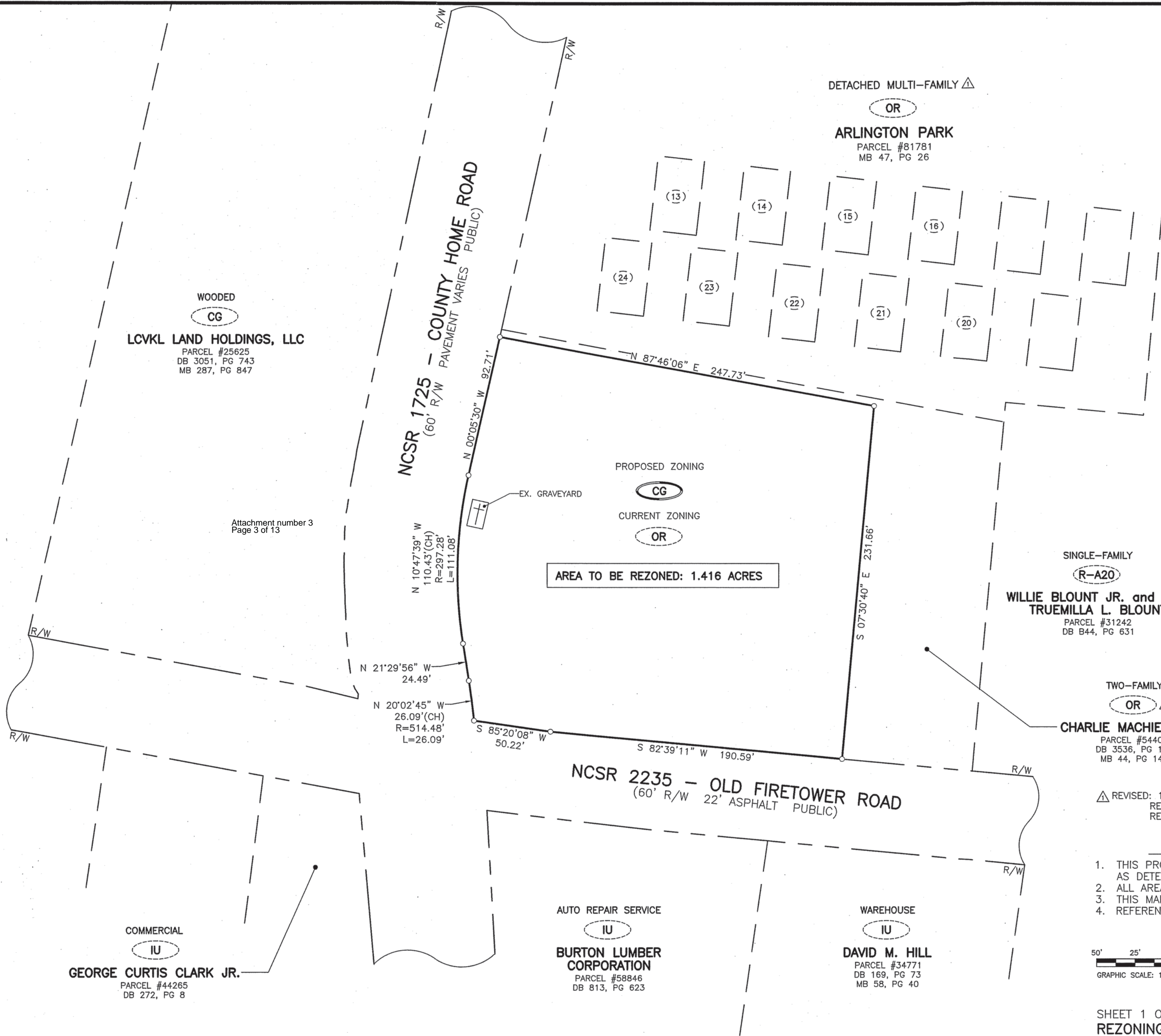
R6
Item # 4
R6

Porters Crossing Residential, LLC
From: OR
To: CG
Acres: 1.416
December 29, 2017





VICINITY MAP
SCALE: 1" = 1000'



WOODED
CG
LCVKL LAND HOLDINGS, LLC
PARCEL #25625
DB 3051, PG 743
MB 287, PG 847

DETACHED MULTI-FAMILY
OR
ARLINGTON PARK
PARCEL #81781
MB 47, PG 26

PROPOSED ZONING
CG
CURRENT ZONING
OR
AREA TO BE REZONED: 1.416 ACRES

SINGLE-FAMILY
R-A20
WILLIE BLOUNT JR. and wife,
TRUEMILLA L. BLOUNT
PARCEL #31242
DB B44, PG 631

TWO-FAMILY
OR
CHARLIE MACHIEL LONG
PARCEL #54406
DB 3536, PG 169
MB 44, PG 146

COMMERCIAL
IU
GEORGE CURTIS CLARK JR.
PARCEL #44265
DB 272, PG 8

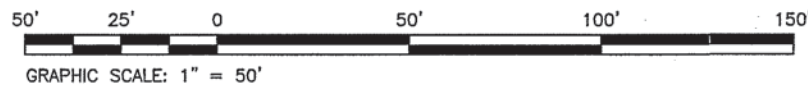
AUTO REPAIR SERVICE
IU
BURTON LUMBER CORPORATION
PARCEL #58846
DB 813, PG 623

WAREHOUSE
IU
DAVID M. HILL
PARCEL #34771
DB 169, PG 73
MB 58, PG 40

△ REVISED: 12-19-17 (CITY COMMENTS)(MAH)
REVISED ADJOINED ZONING
REVISED LAND USE NOTE

NOTES

1. THIS PROPERTY IS NOT LOCATED IN A SPECIAL FLOOD HAZARDOUS AREA AS DETERMINED BY THE FEDERAL EMERGENCY MANAGEMENT AGENCY.
2. ALL AREAS CALCULATED BY COORDINATE GEOMETRY.
3. THIS MAP IS OF AN EXISTING PARCEL OF LAND.
4. REFERENCE: MAP BOOK 44, PG 146 OF THE PITT COUNTY REGISTRY.



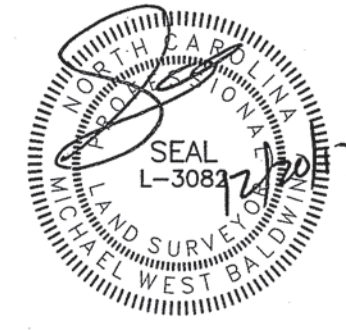
SHEET 1 OF 1
REZONING MAP

PARCEL# 13925
TAX MAP# 4686-94-1150

PROPERTY OWNERS ADDRESSES WITHIN 100 FEET OF PROPERTY

- | | | | |
|--|---|--|---|
| WILLIE BLOUNT JR. and wife,
TRUEMILLA L. BLOUNT
1911 OLD FIRE TOWER ROAD
GREENVILLE, NC 27858 | GEORGE CURTIS CLARK JR.
341 VERNON WHITE ROAD
WINTERVILLE, NC 28590 | (15) JOSEPH T. HARANZO
1910 ARLINGTON PARK DRIVE
GREENVILLE, NC 27858 | (22) MARY J. THOMPSON and husband,
JOHN F. THOMPSON
812 VAN GERT DRIVE
WINTERVILLE, NC 28590 |
| CHARLIE MACHIEL LONG
4230 COUNTY HOME ROAD
GREENVILLE, NC 27858 | LCVKL LAND HOLDINGS, LLC
225 COUNTRY CLUB DRIVE
GREENVILLE, NC 27834 | (16) MONG LI YUEN
2128 CORNERSTONE DRIVE
WINTERVILLE, NC 28590 | (23) KEMP R. LEE
1904 ARLINGTON PARK DRIVE
GREENVILLE, NC 27858 |
| DAVID M. HILL
730 SE GREENVILLE BOULEVARD
GREENVILLE, NC 27858 | (13) KELLY NICOLE WOOD
2400 EAST FIRE TOWER ROAD
GREENVILLE, NC 27858 | (20) DRAGONFLY MANAGEMENT, LLC
600 KENSINGTON DRIVE
GREENVILLE, NC 27858 | (24) KIM ELIZABETH GOLTRA
1900 ARLINGTON PARK DRIVE
GREENVILLE, NC 27858 |
| BURTON LUMBER CORPORATION
835 WILSON ROAD
CHESAPEAKE, NC 23324 | (14) JERRY R. COX SR.
3107 EVANS STREET, SUITE C
GREENVILLE, NC 27858 | (21) BETTY SUE SMITH
82 SCOTLANDS COURT
HAMPSTEAD, NC 28443 | |

- LEGEND**
- R/W = RIGHT-OF-WAY
 - EIP = EXISTING IRON PIPE
 - EIS = EXISTING IRON STAKE
 - SIP = SET IRON PIPE
 - ECM = EXISTING CONCRETE MONUMENT
 - C/L = CENTERLINE
 - DB = DEED BOOK
 - NPS = NO POINT SET
 - EPKN = EXISTING PARKER KALON NAIL
 - - - = NOT TO SCALE



CLOSURE CHECK BOUNDARY	
CHECKED: MAH	DATE: 12/12/2017

PORTERS CROSSING RESIDENTIAL, LLC

REFERENCE: DEED BOOK 3580, PAGE 141
OF THE PITT COUNTY REGISTER OF DEEDS

GREENVILLE, WINTERVILLE TOWNSHIP, PITT COUNTY, NC

OWNER: PORTERS CROSSING RESIDENTIAL, LLC
ADDRESS: P.O. BOX 1863
GREENVILLE, NC 27835
PHONE: (252) 916-9028

	SURVEYED: N/A	APPROVED: MWB
	DRAWN: MAH	DATE: 12/12/17
Baldwin Design Consultants, PA ENGINEERING - SURVEYING - PLANNING 1700-D EAST ARLINGTON BOULEVARD GREENVILLE, NC 27858 252.756.1390	CHECKED: MWB	SCALE: 1" = 50'

Y:\DRAWINGS\16-164 PORTERS CROSSING\REZONING.dwg Wed, Dec 20, 2017-9:07am MHERREJON

Case No: 18-04

Applicant: Porters Crossing Residential, LLC

Property Information

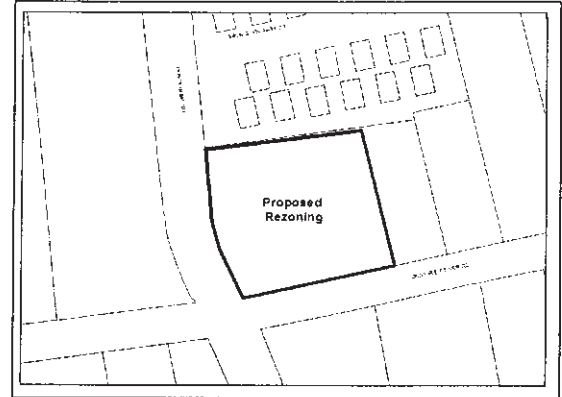
Current Zoning: OR (Office-Residential)

Proposed Zoning: CG (General Commercial)

Current Acreage: 1.416 acres

Location: corner of County Home Rd & Old Fire Tower Rd

Points of Access: County Home Rd, Old Fire Tower Rd



Location Map

Transportation Background Information

1.) County Home Rd- State maintained

	<u>Existing Street Section</u>	<u>Ultimate Thoroughfare Street Section</u>
Description/cross section	2-lane, paved shoulders	5-lane curb & gutter
Right of way width (ft)	80	no change
Speed Limit (mph)	45	no change
Current ADT:	16,320 (*)	UltimateDesign ADT: 29,900 vehicles/day (**)
Design ADT:	13,300 vehicles/day (**)	
Controlled Access	No	
Thoroughfare Plan Status:	Major Thoroughfare	

Other Information: There are no sidewalks along County Home Rd that service this property.

Notes: (*) 2016 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

Transportation Improvement Program Status: No planned improvements.

Trips generated by proposed use/change

Current Zoning: 100 -vehicle trips/day (*) **Proposed Zoning: 2,164** -vehicle trips/day (*)

Estimated Net Change: increase of 2064 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 County Home Rd are as follows:

1.) County Home Rd , North of Site (60%): “No build” ADT of 16,320

Estimated ADT with Proposed Zoning (full build) – 17,618
 Estimated ADT with Current Zoning (full build) – 16,380
Net ADT change = 1,238 (8% increase)

2.) County Home Rd , south of Site (40%): "No build" ADT of 16,320

Estimated ADT with Proposed Zoning (full build) – 17,186

Estimated ADT with Current Zoning (full build) – 16,360

Net ADT change = 826 (5% increase)

Staff Findings/Recommendations

Based on possible uses permitted by the requested rezoning, the proposed rezoning classification could generate 2164 trips to and from the site on County Home Rd, which is a net increase of 2064 additional trips per day.

During the review process, measures to mitigate the traffic will be determined. A traffic assessment may be required.

CURRENT ZONING	
OR (OFFICE-RESIDENTIAL) - 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	
	b. Two-family attached dwelling (duplex)
	c. Multi-family development per Article I
	k. Family care homes (see also 9-4-103)
	n. Retirement center or home
	o. Nursing, convalescent or maternity home; major care facility
	p. Boarding or rooming house
	q. Room renting
(3) Home Occupations - 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; agricultural, horticulture, forestry (see also section 9-4-103)
(6) Recreational/Entertainment	
	f. Public park or recreational facility
	g. Private noncommercial recreation; indoor only, not otherwise listed
(7) Office/Financial/Medical	
	a. Office; professional and business, not otherwise listed
	b. Operation/processing center
	c. Office; customer service, not otherwise listed, including accessory service delivery vehicle parking and indoor storage
	d. Bank, savings and loans or other savings or investment institutions
	e. Medical, dental, ophthalmology or similar clinic, not otherwise listed
(8) Services	
	c. Funeral home
	e. Barber or beauty salon
	f. Manicure, pedicure or facial salon
	g. School; junior and senior high (see also section 9-4-103)
	h. School; elementary (see also section 9-4-103)
	i. School; nursery and kindergarten (see also section 9-4-103)
	j. College and other institutions of higher learning
	k. Business or trade school
	n. Auditorium
	o. Church or place of worship (see also section 9-4-103)

	p.	Library
	q.	Museum
	r.	Art gallery
	u.	Art studio including art and supply sales
	v.	Photography studio including photo and supply sales
	w.	Recording studio
	x.	Dance studio
	y(2)	TV and/or radio broadcast facilities, including receiving and transmission equipment and towers not exceeding 120 feet in height or cellular telephone and wireless communication towers not exceeding 120 feet in height (see also section 9-4-103)
	bb.	Civic organizations
	cc.	Trade or business organizations
(9) Repair - None		
(10) Retail Trade		
	s.	Book or card store, news stand
	w.	Florist
	ee.	Christmas tree sales lot; temporary only (see also section 9-4-103)
(11) Wholesale/Rental/Vehicle-Mobile Home Trade - None		
(12) Construction		
	a.	Licensed contractor; general electrical, plumbing, mechanical, etc... excluding outside storage
	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		
OR (OFFICE-RESIDENTIAL) - SPECIAL USES		
(1) General - None		
(2) Residential		
	d.	Land use intensity multi-family (LUI) development rating 50 per Article K
	e.	Land use intensity multi-family (LUI) development rating 67 per Article K
	i.	Residential quarters for resident manager, supervisor or caretaker; excluding mobile home
	m.	Shelter for homeless or abused (see also section 9-4-103)
	o(1).	Nursing, convalescent or maternity home; minor care facility
	r.	Fraternity or sorority house
(3) Home Occupations - None		
(4) Governmental		
	a.	Public utility building or use
(5) Agricultural/Mining - None		
(6) Recreational/Entertainment		
	c(1).	Tennis club; indoor and outdoor facilities
	h.	Commercial recreation; indoor only, not otherwise listed

m(1).	Dining and entertainment establishment (see also section 9-4-103)
(7) Office/Financial/Medical	
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
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)
ff.	Mental health, emotional or physical rehabilitation day program facility
ff(1).	Mental health, emotional or physical rehabilitation day program facility
(9) Repair- None	
(10) Retail Trade - None	
h.	Restaurant; conventional
j.	Restaurant and/or dining and entertainment establishment; regulated outdoor activities
(11) Wholesale/Rental/Vehicle-Mobile Home Trade - None	
(12) Construction - None	
(13) Transportation	
h.	Parking lot or structure; principal use
(14) Manufacturing/Warehousing - None	
(15) Other Activities (not otherwise listed - all categories)	
a.	Other activities; personal services not otherwise listed
b.	Other activities; professional services not otherwise listed
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 principal uses
(2) Residential - None	
(3) Home Occupations - 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; agricultural, horticulture, forestry (see also section 9-4-103)
l.	Beekeeping; minor use (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 alley
m(1).	Dining and entertainment establishment (see also section 9-4-103)
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 loans 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 salon
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)	TV 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, maps, 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

	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 (see also section 9-4-103)
	k.	Medical supply sales and rental of medically-related products including uniforms and related accessories
	l.	Electronic; stereo, radio, computer, TV and the like, 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, CD and the like 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 service
	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 division (10k.)
	c.	Rental of clothes and accessories; formal wear, and the like
(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 outdoor sales
	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 - 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
u.	Internet sweepstakes business (see also section 9-4-103)
(7) Office/Financial/Medical	
c.	Office; customer service, 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
c.	Wine shop; including on-premise consumption (see also section 9-4-103)
j.	Restaurant and/or dining and entertainment establishment; regulated outdoor activities
n.	Appliance; commercial use, sales and accessory repair; excluding outside storage
ff.	Tobacco shop (Class 1) (see also section 9-4-103)
gg.	Tobacco shop (Class 2) (see also section 9-4-103)
hh.	Hookah café (see also section 9-4-103)
(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 services not otherwise listed
c.	Other activities; commercial services not otherwise listed
d.	Other activities; retail sales not otherwise listed

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 CHART			
Density Level	Future Land Use and Character Type	Applicable Zoning District(s)	Units per Acre***
High	Uptown Edge (UE)	CDF	17 units per acre
	Mixed Use, High Intensity (MUHI)	OR	17 units per acre
		R6	17 units per acre
	Residential, High Density (HDR)	R6	17 units per acre
		R6MH	17 units per acre
Medical-Transition (MT)	MR	17 units per acre	
High to Medium	Mixed Use (MU)	OR	17 units per acre
		R6	17 units per acre
		R6A	9 units per acre
	Uptown Neighborhood (UN)	R6S	7 units per acre
	Traditional Neighborhood, Medium-High Density (TNMH)	R6	17 units per acre
		R6A	9 units per acre
		R6S	7 units per acre
Medium to Low	Traditional Neighborhood, Low-Medium Density (TNLM)	R9	6 units per acre
		R9S	5 units per acre
		R15S	3 units per acre
	Residential, Low-Medium Density (LMHR)	R9S	5 units per acre
		R15S	3 units per acre
		RA20	4 units per acre
		MRS	4 units per acre

*** Maximim allowable density in the respective zoning district.



City of Greenville, North Carolina

Meeting Date: 2/8/2018
Time: 6:00 PM

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

Explanation: **Abstract:** The City has received a request from South Creek Development, LLC to rezone 5.727 acres located along the northern right-of-way of Old Fire Tower Road and 225+/- feet west of County Home Road from CG (General Commercial) to OR (Office-Residential [High Density Multi-family]).

Required Notices:

Planning and Zoning meeting notice (property owner and adjoining property owner letter) mailed on December 29, 2017.

On-site sign(s) posted on December 29, 2017.

City Council public hearing notice (property owner and adjoining property owner letter) mailed on January 23, 2018.

Public hearing legal advertisement published on January 29, 2018 and February 5, 2018.

Comprehensive Plan:

The Future Land Use and Character Map recommends office/institutional (OI) along Old Fire Tower Road west of County Home Road.

Office/Institutional

These areas serve as a transition between more intense commercial areas and surrounding neighborhoods. The form of future development should take a more walkable pattern with shorter blocks, buildings near streets, shared parking, and connections to surrounding development.

Intent:

- Provide connectivity to nearby uses (paths, streets)
- Locate new buildings near street on at least one side and accommodate parking to the side or rear of buildings; cluster buildings to consolidate and share surface parking
- Improve/provide public realm features such as signs, sidewalks, landscaping
- Reduce access-points into development for pedestrian and vehicular safety

Primary uses:
Office
Institutional/Civic

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

Based on the analysis comparing the existing zoning (3,646 daily trips) and the requested rezoning, the proposed rezoning classification could generate approximately 479 trips to and from the site on Old Fire Tower Road, which is a net *decrease* of 3,167 less trips per day. Since the traffic analysis for the requested rezoning indicates that the proposal would generate less traffic than the existing zoning, a traffic volume report was not generated.

During the review process, measures to mitigate the traffic will be determined.

History/Background:

In 1976, the property was incorporated into the City's extra-territorial jurisdiction (ETJ) and zoned RA20 as part of a large-scale ETJ extension. In 2004, the property was rezoned to its current zoning.

Present Land Use:

Jackson Mobile Home Park

Water/Sewer:

Water and sanitary sewer are available in the right-of-way of Old Fire Tower Road.

Historic Sites:

There are no known effects on historic sites.

Environmental Conditions/Constraints:

There are no known environmental condition/constraints.

Surrounding Land Uses and Zoning:

North: CG - Arby's Restaurant and one (1) vacant lot
South: IU - Rose's Gymnastics and one (1) institutional building

East: CG - One (1) vacant lot

West: RA20 - One (1) single-family residence; OR - One (1) vacant lot

Density Estimates:

Under the current zoning, the site could accommodate a mixed retail/restaurant/service development: one (1) conventional restaurant (5,600 sq. ft.), personal services (3,000 sq. ft.), miscellaneous retail (20,000 sq. ft.), office (4,000 sq. ft.), and two (2) fast food restaurants - no drive-thru (4,000 sq. ft.). The retail portion would most likely be users that don't rely on drive-by traffic.

Under the proposed zoning, the site could accommodate 62-72 multi-family units (1, 2 and 3 bedrooms).

The anticipated build-out time is 2-5 years.

Fiscal Note:

No cost to the City.

Recommendation:

In staff's opinion, the request is in compliance with Horizons 2026: Greenville's Community Plan and the Future Land Use and Character Map.

"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 unanimously to approve the request at its January 16, 2018 meeting.

If the City Council determines to approve the zoning map amendment, a motion to adopt the attached zoning map amendment 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 zoning map amendment, 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 rezoning request is inconsistent with the adopted comprehensive plan including, but not limited to, Policy 1.1.1 guide development with the Future Land Use and Character Map and Policy 1.1.6 guide development using the Tiered Growth Approach, and further that the denial of the rezoning request is reasonable and in the public interest due to the rezoning request does not promote, in addition to the furtherance of other goals and objectives, the safety and general welfare of the community because the requested zoning is not consistent with the

recommended Future Land Use and Character designation.

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

- [☐ South Creek Attachments](#)
 - [☐ Ordinance - South Creek Development, LLC 1069881](#)
 - [☐ Minutes - South Creek Development, LLC 1069799](#)
-

ORDINANCE NO. 18-
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 the 8th day of February, 2018, at 6:00 p.m., in the 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;

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 zoning the following described property is consistent with the adopted comprehensive plan and other officially adopted plans that are applicable and that the adoption of the ordinance zoning the following described property is reasonable and in the public interest due to its consistency with the comprehensive plan and other officially adopted plans that are applicable and, as a result, its furtherance of the goals and objectives of the comprehensive plan and other officially adopted plans that are applicable;

WHEREAS, as a further description as to why the action taken is consistent with the comprehensive plan and other officially adopted plans that are applicable in compliance with the provisions of North Carolina General Statute 160A-383, the City Council of the City of Greenville does hereby find and determine that the adoption of this ordinance is consistent with provisions of the comprehensive plan including, but not limited to, Policy 1.1.1 guide development with the Future Land Use and Character Map and Policy 1.1.6 guide development using the Tiered Growth Approach; and

WHEREAS, as a further explanation as to why the action taken is reasonable and in the public interest in compliance with the provisions of North Carolina General Statute 160A-383, the City Council of the City of Greenville does hereby find and determine that the adoption of this ordinance will, in addition to the furtherance of other goals and objectives, promote the safety and general welfare of the community because the requested zoning is consistent with the recommended Future Land Use and Character designation and is located in a Preferred Growth Area;

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

Section 1. That the following described territory is rezoned from CG (General Commercial) to OR (Office-Residential).

TO WIT: Graydon Paul Jackson and Barbara Jackson Daniels

LOCATION: Located along the northern right-of-way of Old Fire Tower Road and 225+/- feet west of County Home Road.

DESCRIPTION: Beginning at a point on the northern right-of-way of NCSR 2235 (Old Firetower Road), said point being the southwestern corner of the LCVKL Land Holdings, LLC Property as described in Deed Book 3057, Page 743 of the Pitt County Register of Deeds. From the above described beginning, so located, running thence as follows:

With the northern right-of-way of NCSR 2235 (Old Firetower Road), S 87°39'01" W 71.39' and S 86°38'54" W 381.98', thence leaving the northern right-of-way of NCSR 2235 (Old Firetower Road), N 02°43'32" W 526.66', thence N 83°22'14" E 125.78', thence S 03°25'15" E 12.64', thence N 81°57'25" E 149.60', thence N 81°24'29" E 160.17', thence N 82°48'19" E 46.50', thence S 00°03'54" W 553.40' to the point of beginning containing 5.727 acres.

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 8th day of February, 2018.

P. J. Connelly, Mayor

ATTEST:

Carol L. Barwick, City Clerk

1069881

Excerpt from the DRAFT Planning & Zoning Commission Minutes (01/16/2018)

ORDINANCE REQUESTED BY SOUTH CREEK DEVELOPMENT, LLC TO REZONE 5.727 ACRES LOCATED ALONG THE NORTHERN RIGHT-OF-WAY OF OLD FIRE TOWER ROAD AND 225+/- FEET WEST OF COUNTY HOME ROAD FROM CG (GENERAL COMMERCIAL) TO OR (OFFICE-RESIDENTIAL [HIGH DENSITY MULTI-FAMILY]) - APPROVED

Ms. Gooby delineated the property. It is located along Old Fire Tower Road and abuts Sheetz Convenience Store and Arby's that front on East Fire Tower Road. It is currently Jackson's Mobile Home Park. This area contains residential and commercial uses. In 2004, the subject property was zoned to CG. There is IU (industrial) zoning to the south, which was part of an ETJ extension in 1976. At that time, the industrial zoning was probably considered more appropriate given that the location was rural. However, now this area is more urban in character. Under the current zoning, the site could accommodate a mixed retail/restaurant/service development: one (1) conventional restaurant (5,600 sq. ft.), personal services (3,000 sq. ft.), miscellaneous retail (20,000 sq. ft.), office (4,000 sq. ft.), and two (2) fast food restaurants - no drive-thru (4,000 sq. ft.). The retail portion would most likely be users that don't rely on drive-by traffic. Under the proposed zoning, the site could accommodate 62-72 multi-family units (1, 2 and 3 bedrooms). Since the request is from commercial to office/residential, staff would anticipate a decrease in traffic if the property was developed at the current zoning versus the proposed zoning. The Future Land Use and Character Plan Map recommends commercial along East Fire Tower Road transitioning to office/institutional along Old Fire Tower Road, west of County Home Road, to act as a buffer to the residential area further south. In staff's opinion, the request is in compliance with Horizons 2026: Greenville's Community Plan and the Future Land Use and Character Plan Map.

Chairman King opened the public hearing.

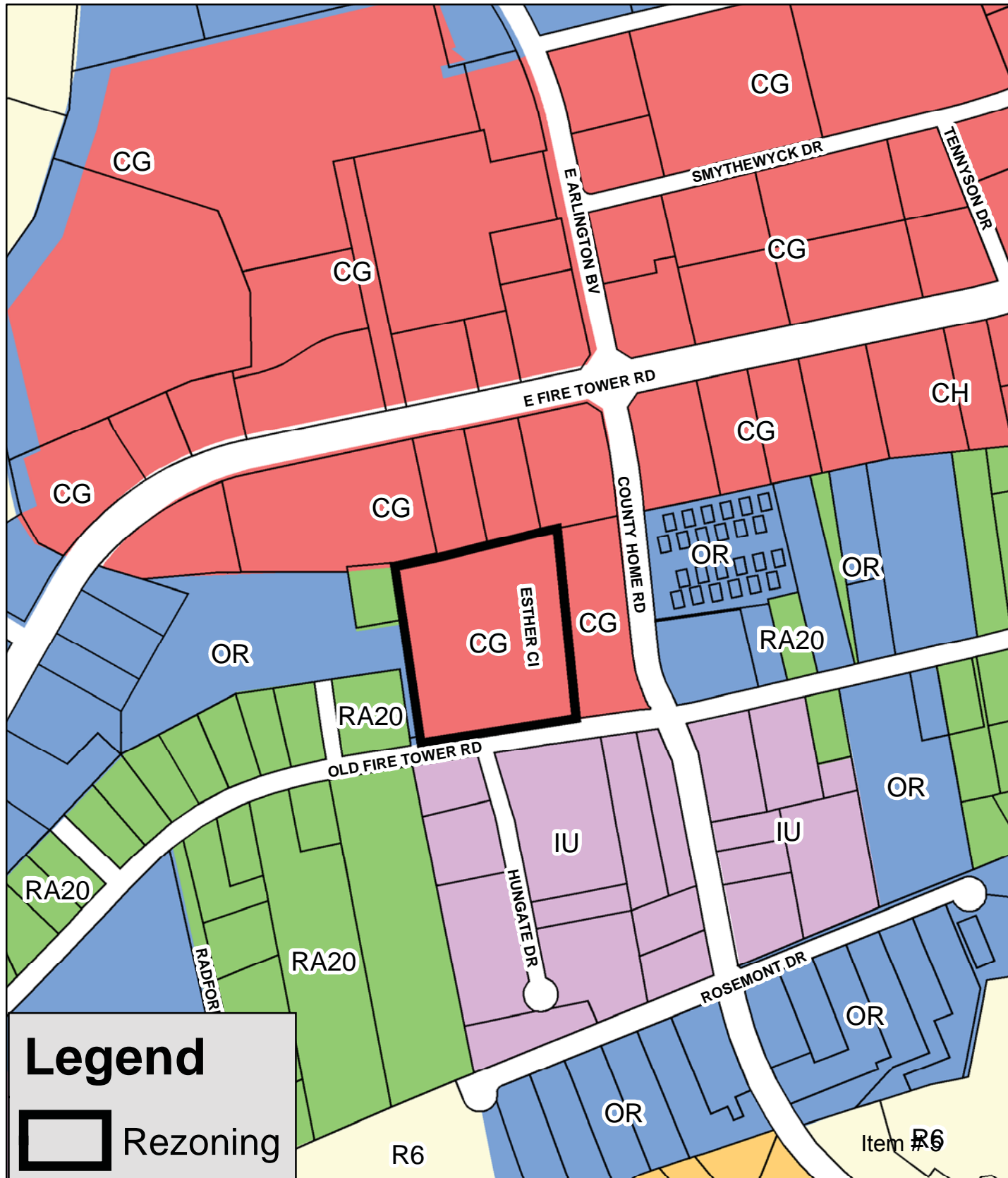
Mike Baldwin, Baldwin Design Consultants, representative for the applicant, spoke in favor of the request. We have a development opportunity that requires OR zoning. There has been a trend in this area of rezoning property to OR.

No one spoke in opposition.

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

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

South Creek Development, LLC
From: CG
To: OR
Acres: 5.727
December 29, 2017



Legend

 Rezoning

South Creek Development, LLC
From: CG
To: OR
Acres: 5.727
December 29, 2017



**PROPERTY OWNERS ADDRESSES
WITHIN 100 FEET OF PROPERTY**

LCVKL LAND HOLDINGS, LLC
225 COUNTRY CLUB DRIVE
GREENVILLE, NC 27834

ROSE PROPERTIES INC., LLC
1802 OLD FIRE TOWER ROAD
GREENVILLE, NC 27858

ABC FAMILY, LLC
1290 B EAST ARLINGTON BOULEVARD
GREENVILLE, NC 27858

THOMAS M. ANTHONY
428 MILTON DRIVE
WINTERVILLE, NC 28590

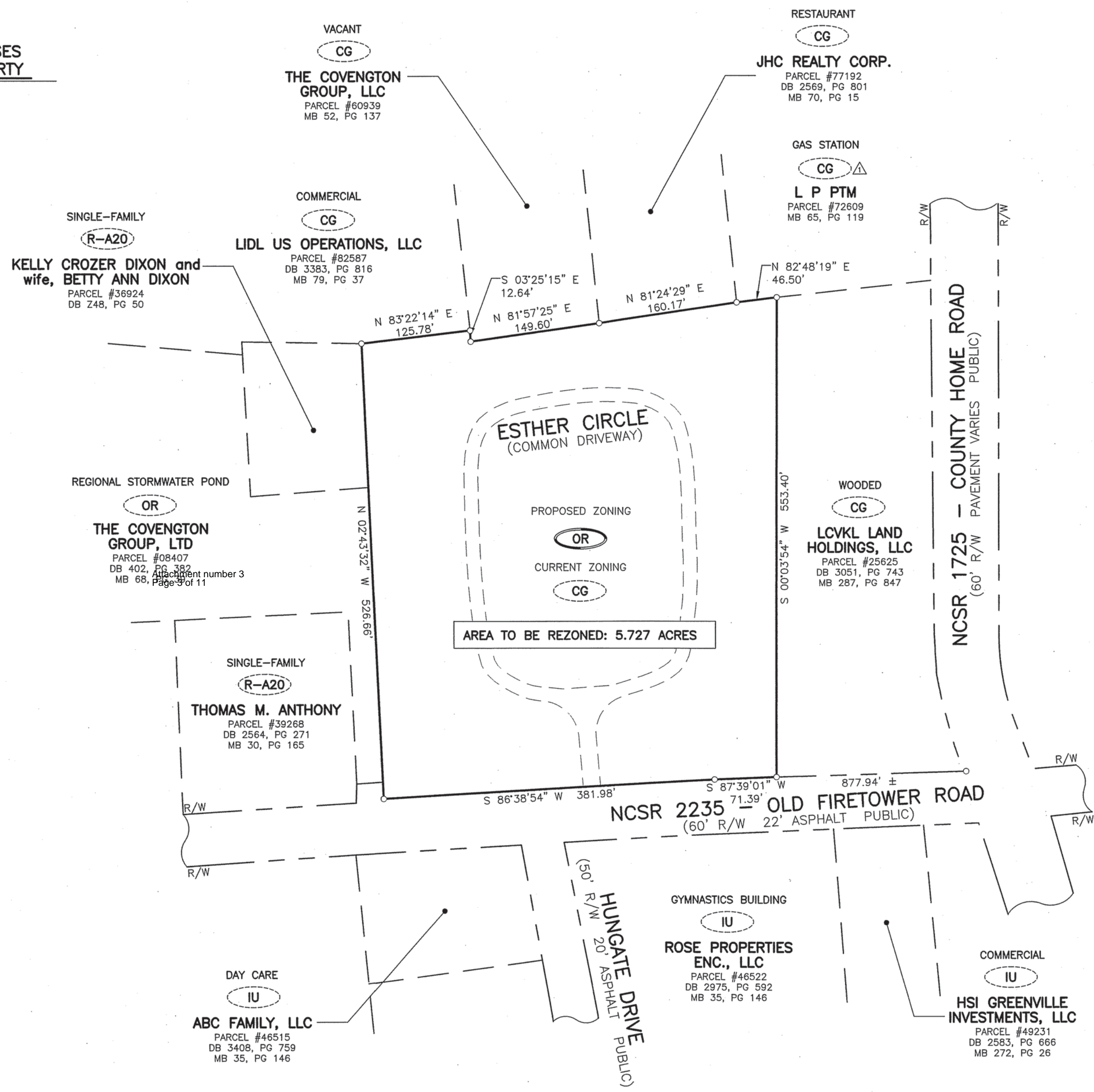
THE COVENTON GROUP, LLC
PO BOX 3075
GREENVILLE, NC 27836

KELLY CROZER DIXON and wife,
BETTY ANN DIXON
PO BOX 382
WINTERVILLE, NC 28590

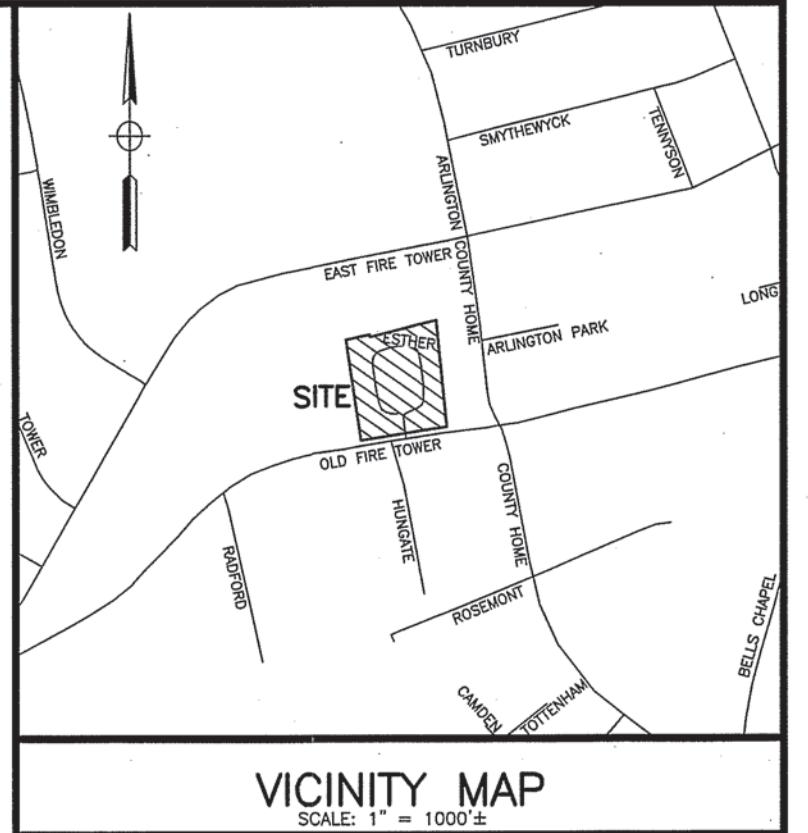
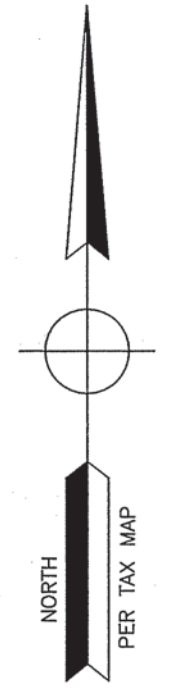
LIDL US OPERATIONS, LLC
3500 SOUTH CLARK STREET
ARLINGTON, VA 22202

JHC REALTY CORP.
7559 CAPRIO DRIVE
BOYNTON BEACH, FL 33472

L P PTM
5700 SIXTH AVENUE
ALTOONA, PA 16602



AREA TO BE REZONED: 5.727 ACRES



△ REVISED: 12-19-17 (CITY COMMENTS)(MAH)
REVISED ADJOINED ZONING
ADDED OWNER TO TITLE

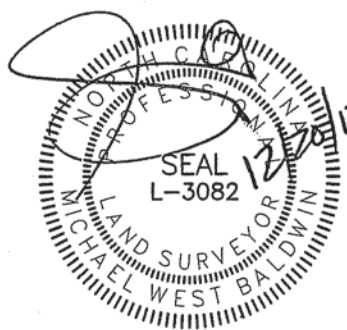
NOTE: THE BEARINGS AND DISTANCES SHOWN ON THIS
MAP WERE TAKEN FROM INFORMATION PROVIDED BY
THE PITT COUNTY OPIS WEBSITE AND DOES NOT
REPRESENT AN ACTUAL SURVEY BY THIS FIRM.

SHEET 1 OF 1
REZONING MAP

PARCEL# 11770
TAX MAP# 4686-84-4036

- LEGEND**
- R/W = RIGHT-OF-WAY
 - EIP = EXISTING IRON PIPE
 - EIS = EXISTING IRON STAKE
 - SIP = SET IRON PIPE
 - ECM = EXISTING CONCRETE MONUMENT
 - C/L = CENTERLINE
 - DB = DEED BOOK
 - NPS = NO POINT SET
 - EPKN = EXISTING PARKER KALON NAIL
 - - - = NOT TO SCALE

Item # 5



CLOSURE CHECK BOUNDARY	
CHECKED: MAH	DATE: 12/12/2017

SOUTH CREEK DEVELOPMENT, LLC	
REFERENCE: DEED BOOK 620, PAGE 841 OF THE PITT COUNTY REGISTER OF DEEDS	
WINTERVILLE TOWNSHIP, PITT COUNTY, NC	
OWNER: BARBARA JACKSON DENNIS ADDRESS: 1903 RED BUD CIRCLE GREENVILLE, NC 27858 PHONE: (252) 355-0088	OWNER: △ GRAYDON PAUL JACKSON JR. ADDRESS: 2716 TOWNES DRIVE GREENVILLE, NC 27858 PHONE: (252) 353-3710
Baldwin Design Consultants, PA ENGINEERING - SURVEYING - PLANNING 1700-D EAST ARLINGTON BOULEVARD GREENVILLE, NC 27858 252.756.1390	LICENSE # C-3498 SURVEYED: N/A APPROVED: MWB DRAWN: MAH DATE: 12/12/17 CHECKED: MWB SCALE: 1" = 100'

Y:\DRAWINGS\17-194 SOUTH CREEK DEVELOPMENT\REZONING.dwg Wed, Dec 20, 2017 10:14am MHERREJON

EXISTING 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 principal uses
(2) Residential - None	
(3) Home Occupations - 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; agricultural, horticulture, forestry (see also section 9-4-103)
l.	Beekeeping; minor use (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 alley
m(1).	Dining and entertainment establishment (see also section 9-4-103)
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 loans 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 salon
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)	TV 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, maps, 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
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 (see also section 9-4-103)
k.	Medical supply sales and rental of medically-related products including uniforms and related accessories
l.	Electronic; stereo, radio, computer, TV and the like, 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, CD and the like 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 service
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 division (10k.)

c.	Rental of clothes and accessories; formal wear, and the like
(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 outdoor sales
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 - 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
u.	Internet sweepstakes business (see also section 9-4-103)
(7) Office/Financial/Medical	
c.	Office; customer service, 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
c.	Wine shop; including on-premise consumption (see also section 9-4-103)
j.	Restaurant and/or dining and entertainment establishment; regulated outdoor activities
n.	Appliance; commercial use, sales and accessory repair; excluding outside storage
ff.	Tobacco shop (Class 1) (see also section 9-4-103)
gg.	Tobacco shop (Class 2) (see also section 9-4-103)

hh.	Hookah café (see also section 9-4-103)
(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 services not otherwise listed
c.	Other activities; commercial services not otherwise listed
d.	Other activities; retail sales not otherwise listed
PROPOSED ZONING	
OR (OFFICE-RESIDENTIAL) - 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	
b.	Two-family attached dwelling (duplex)
c.	Multi-family development per Article I
k.	Family care homes (see also 9-4-103)
n.	Retirement center or home
o.	Nursing, convalescent or maternity home; major care facility
p.	Boarding or rooming house
q.	Room renting
(3) Home Occupations - 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; agricultural, horticulture, forestry (see also section 9-4-103)
(6) Recreational/Entertainment	
f.	Public park or recreational facility
g.	Private noncommercial recreation; indoor only, not otherwise listed
(7) Office/Financial/Medical	
a.	Office; professional and business, not otherwise listed
b.	Operation/processing center

c.	Office; customer service, not otherwise listed, including accessory service delivery vehicle parking and indoor storage
d.	Bank, savings and loans or other savings or investment institutions
e.	Medical, dental, ophthalmology or similar clinic, not otherwise listed
(8) Services	
c.	Funeral home
e.	Barber or beauty salon
f.	Manicure, pedicure or facial salon
g.	School; junior and senior high (see also section 9-4-103)
h.	School; elementary (see also section 9-4-103)
i.	School; nursery and kindergarten (see also section 9-4-103)
j.	College and other institutions of higher learning
k.	Business or trade school
n.	Auditorium
o.	Church or place of worship (see also section 9-4-103)
p.	Library
q.	Museum
r.	Art gallery
u.	Art studio including art and supply sales
v.	Photography studio including photo and supply sales
w.	Recording studio
x.	Dance studio
y(2)	TV and/or radio broadcast facilities, including receiving and transmission equipment and towers not exceeding 120 feet in height or cellular telephone and wireless communication towers not exceeding 120 feet in height (see also section 9-4-103)
bb.	Civic organizations
cc.	Trade or business organizations
(9) Repair - None	
(10) Retail Trade	
s.	Book or card store, news stand
w.	Florist
ee.	Christmas tree sales lot; temporary only (see also section 9-4-103)
(11) Wholesale/Rental/Vehicle-Mobile Home Trade - None	
(12) Construction	
a.	Licensed contractor; general electrical, plumbing, mechanical, etc... excluding outside storage
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	
OR (OFFICE-RESIDENTIAL) - SPECIAL USES	
(1) General - None	
(2) Residential	
d.	Land use intensity multi-family (LUI) development rating 50 per Article K

e.	Land use intensity multi-family (LUI) development rating 67 per Article K
i.	Residential quarters for resident manager, supervisor or caretaker; excluding mobile home
m.	Shelter for homeless or abused (see also section 9-4-103)
o(1).	Nursing, convalescent or maternity home; minor care facility
r.	Fraternity or sorority house
(3) Home Occupations - None	
(4) Governmental	
a.	Public utility building or use
(5) Agricultural/Mining - None	
(6) Recreational/Entertainment	
c(1).	Tennis club; indoor and outdoor facilities
h.	Commercial recreation; indoor only, not otherwise listed
m(1).	Dining and entertainment establishment (see also section 9-4-103)
(7) Office/Financial/Medical	
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
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)
ff.	Mental health, emotional or physical rehabilitation day program facility
ff(1).	Mental health, emotional or physical rehabilitation day program facility
(9) Repair- None	
(10) Retail Trade - None	
h.	Restaurant; conventional
j.	Restaurant and/or dining and entertainment establishment; regulated outdoor activities
(11) Wholesale/Rental/Vehicle-Mobile Home Trade - None	
(12) Construction - None	
(13) Transportation	
h.	Parking lot or structure; principal use
(14) Manufacturing/Warehousing - None	
(15) Other Activities (not otherwise listed - all categories)	
a.	Other activities; personal services not otherwise listed
b.	Other activities; professional services not otherwise listed

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 CHART			
Density Level	Future Land Use and Character Type	Applicable Zoning District(s)	Units per Acre***
High	Uptown Edge (UE)	CDF	17 units per acre
	Mixed Use, High Intensity (MUHI)	OR	17 units per acre
		R6	17 units per acre
	Residential, High Density (HDR)	R6	17 units per acre
		R6MH	17 units per acre
Medical-Transition (MT)	MR	17 units per acre	
High to Medium	Mixed Use (MU)	OR	17 units per acre
		R6	17 units per acre
		R6A	9 units per acre
	Uptown Neighborhood (UN)	R6S	7 units per acre
	Traditional Neighborhood, Medium-High Density (TNMH)	R6	17 units per acre
		R6A	9 units per acre
		R6S	7 units per acre
Medium to Low	Traditional Neighborhood, Low-Medium Density (TNLM)	R9	6 units per acre
		R9S	5 units per acre
		R15S	3 units per acre
	Residential, Low-Medium Density (LMHR)	R9S	5 units per acre
		R15S	3 units per acre
		RA20	4 units per acre
		MRS	4 units per acre

*** Maximim allowable density in the respective zoning district.



City of Greenville, North Carolina

Meeting Date: 2/8/2018
Time: 6:00 PM

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

Explanation: **Abstract:** The City has received a request from Tracey M. Mason to rezone 0.3566 acres located along the northern right-of-way of East 10th Street and adjacent to The Davis Apartments from RA20 (Residential-Agricultural) to CG (General Commercial).

Required Notices:

Planning and Zoning meeting notice (property owner and adjoining property owner letter) mailed on December 29, 2017.

On-site sign(s) posted on December 29, 2017.

City Council public hearing notice (property owner and adjoining property owner letter) mailed on January 23, 2018.

Public hearing legal advertisement published on January 29, 2018 and February 5, 2018.

Comprehensive Plan:

The Future Land Use and Character Map recommends commercial (C) at the northwestern corner of the intersection of East 10th Street and Port Terminal Road extending to the north and transitioning to traditional neighborhood, low-medium density (TNLM) to the west.

Commercial:

Primarily community and regional-scale commercial development situated near and along major roadway corridors. Existing development is characterized by buildings set back from streets behind surface parking. That existing pattern should evolve to become more walkable with shorter blocks, buildings near streets, shared parking and connections to surrounding development.

Intent:

- Provide connectivity to nearby uses (paths, streets)
- Locate new buildings near street on at least one side and accommodate parking to the side or rear of buildings
- Improve/provide public realm features such as signs, sidewalks, landscaping
- Reduce access-points into development for pedestrian and vehicular safety
- Reduce and consolidate surface parking

Primary uses:

Commercial (small and large format)

Office

Secondary uses:

Institutional/civic

There is a designated community activity center at the intersection of East 10th Street and Port Terminal Road. These centers are intended to provide 50,000-250,000 square feet of commercial space serving an area approximately 3 miles.

Traditional Neighborhood, Low-Medium Density

Residential area with a mix of housing types on small lots with a single-family neighborhood appearance. Traditional neighborhoods should have a walkable street network of small blocks, a defined center and edges, and connections to surrounding development.

Intent:

- Provide streetscape features such as sidewalks, street trees, and lighting
- Introduce neighborhood-scale commercial centers at key intersections

Primary uses:

Single-family residential

Two-family residential

Attached residential (townhomes)

Secondary uses:

Multi-family residential

Small-scale Institutional/Civic (churches and school)

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

Under the current and proposed zoning, there is a similarity in size and use. Therefore, a traffic report was not generated.

During the review process, measures to mitigate the traffic will be determined.

History/Background:

In 1976, the property was incorporated into the City's extra-territorial jurisdiction

(ETJ) and zoned RA20 as part of a large-scale ETJ extension.

Present Land Use:

One (1) single-family residence

Water/Sewer:

Water is located in the right-of-way of East 10th Street. However, sanitary sewer is not currently available.

Historic Sites:

There are no known effects on historic sites.

Environmental Conditions/Constraints:

There are no known environmental condition/constraints.

Surrounding Land Uses and Zoning:

North: RA20 - One (1) single-family residence and multi-family units

South: CH - Vocational Rehabilitation and Independent Living Services and one (1) office building

East: RA20 - One (1) single-family residence

West: R6A - The Davis Apartments

Density Estimates:

Currently, there is a single-family dwelling (1,025 sq. ft.) on the property.

Under the proposed zoning, staff would anticipate the current building being used for personal services.

The anticipated build-out time is within one (1) year.

Fiscal Note:

No cost to the City.

Recommendation:

In staff's opinion, the request is in compliance with Horizons 2026: Greenville's Community Plan and the Future Land Use and Character Map.

"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 unanimously to approve the request at its January 16, 2018 meeting.

If the City Council determines to approve the zoning map amendment, a motion to adopt the attached zoning map amendment 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 zoning map amendment, 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 rezoning request is inconsistent with the adopted comprehensive plan including, but not limited to, Policy 1.1.1 guide development with the Future Land Use and Character Map and Policy 1.1.6 guide development using the Tiered Growth Approach, and further that the denial of the rezoning request is reasonable and in the public interest due to the rezoning request does not promote, in addition to the furtherance of other goals and objectives, the safety and general welfare of the community because the requested zoning is not consistent with the recommended Future Land Use and Character designation.

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

-  [Tracey Mason Attachments](#)
 -  [Ordinance - Tracey Mason 1069870](#)
 -  [Minutes - Tracey Mason 1069797](#)
-

ORDINANCE NO. 18-
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 the 8th day of February, 2018, at 6:00 p.m., in the 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;

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 zoning the following described property is consistent with the adopted comprehensive plan and other officially adopted plans that are applicable and that the adoption of the ordinance zoning the following described property is reasonable and in the public interest due to its consistency with the comprehensive plan and other officially adopted plans that are applicable and, as a result, its furtherance of the goals and objectives of the comprehensive plan and other officially adopted plans that are applicable;

WHEREAS, as a further description as to why the action taken is consistent with the comprehensive plan and other officially adopted plans that are applicable in compliance with the provisions of North Carolina General Statute 160A-383, the City Council of the City of Greenville does hereby find and determine that the adoption of this ordinance is consistent with provisions of the comprehensive plan including, but not limited to, Policy 1.1.1 guide development with the Future Land Use and Character Map and Policy 1.1.6 guide development using the Tiered Growth Approach; and

WHEREAS, as a further explanation as to why the action taken is reasonable and in the public interest in compliance with the provisions of North Carolina General Statute 160A-383, the City Council of the City of Greenville does hereby find and determine that the adoption of this ordinance will, in addition to the furtherance of other goals and objectives, promote the safety and general welfare of the community because the requested zoning is consistent with the recommended Future Land Use and Character designation and is located in a Primary Service Area;

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

Section 1. That the following described territory is rezoned from RA20 (Residential-Agricultural) to CG (General Commercial).

TO WIT: Albert Ray and Thomas Earl Smith

LOCATION: Located along the northern right-of-way of East 10th Street and adjacent to The Davis Apartments.

DESCRIPTION: Beginning at an iron pipe in the northern right-of-way of East Tenth Street, said iron pipe being located N 34°39'33" W - 100.77' from an NC DOT right-of-way monument located at the intersection of the northern right-of-way of East Tenth Street and the western right-of-way of Port Terminal Road, thence from said point of beginning with the northern right-of-way of East Tenth Street along a curve to the left, said curve having a radii of 1361.53' and a chord bearing N 37°53'20" W - 52.70' to an existing iron rod, thence with the property line of 3535 E 10th, LLC N 24°19'40" E - 93.42' to an iron pipe set, thence with the property line of Thomas Randolph S 65°16'23" E - 133.00' to an iron pipe set, thence with the property line of Evelyn Dail, et al S 24°19'45" W - 123.00' to an iron pipe set, thence with the former right-of-way of East Tenth Street N 66°10'20" W - 68.50' to an iron pipe set, thence continuing with the right-of-way of East Tenth Street N 45°34'34" W - 19.03' to an iron pipe set in the northern right-of-way of East Tenth Street, the point of beginning containing 0.3566 acres.

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 8th day of February, 2018.

P. J. Connelly, Mayor

ATTEST:

Carol L. Barwick, City Clerk

1069870

Excerpt from the DRAFT Planning & Zoning Commission Minutes (01/16/2018)

ORDINANCE REQUESTED BY TRACEY M. MASON TO REZONE 0.3566 ACRES LOCATED ALONG THE NORTHERN RIGHT-OF-WAY OF EAST 10TH STREET AND ADJACENT TO THE DAVIS APARTMENTS FROM RA20 (RESIDENTIAL-AGRICULTURAL) TO CG (GENERAL COMMERCIAL) - APPROVED

Ms. Gooby delineated the property. It is located along East 10th Street across from Lowe's Home Improvement. Currently, there is a residential structure located on the property. If the same structure is used for commercial purposes, then it will need to be converted to commercial code. An increase in traffic is not anticipated. The Future Land Use and Character Plan Map recommends commercial at the northwestern corner of the intersection of East 10th Street and Port Terminal Road extending to the north along the western side of Port Terminal Road then transitioning to traditional neighborhood, low-medium density to the west. In staff's opinion, the request is in compliance with Horizons 2026: Greenville's Community Plan and the Future Land Use and Character Plan Map.

Chairman King opened the public hearing.

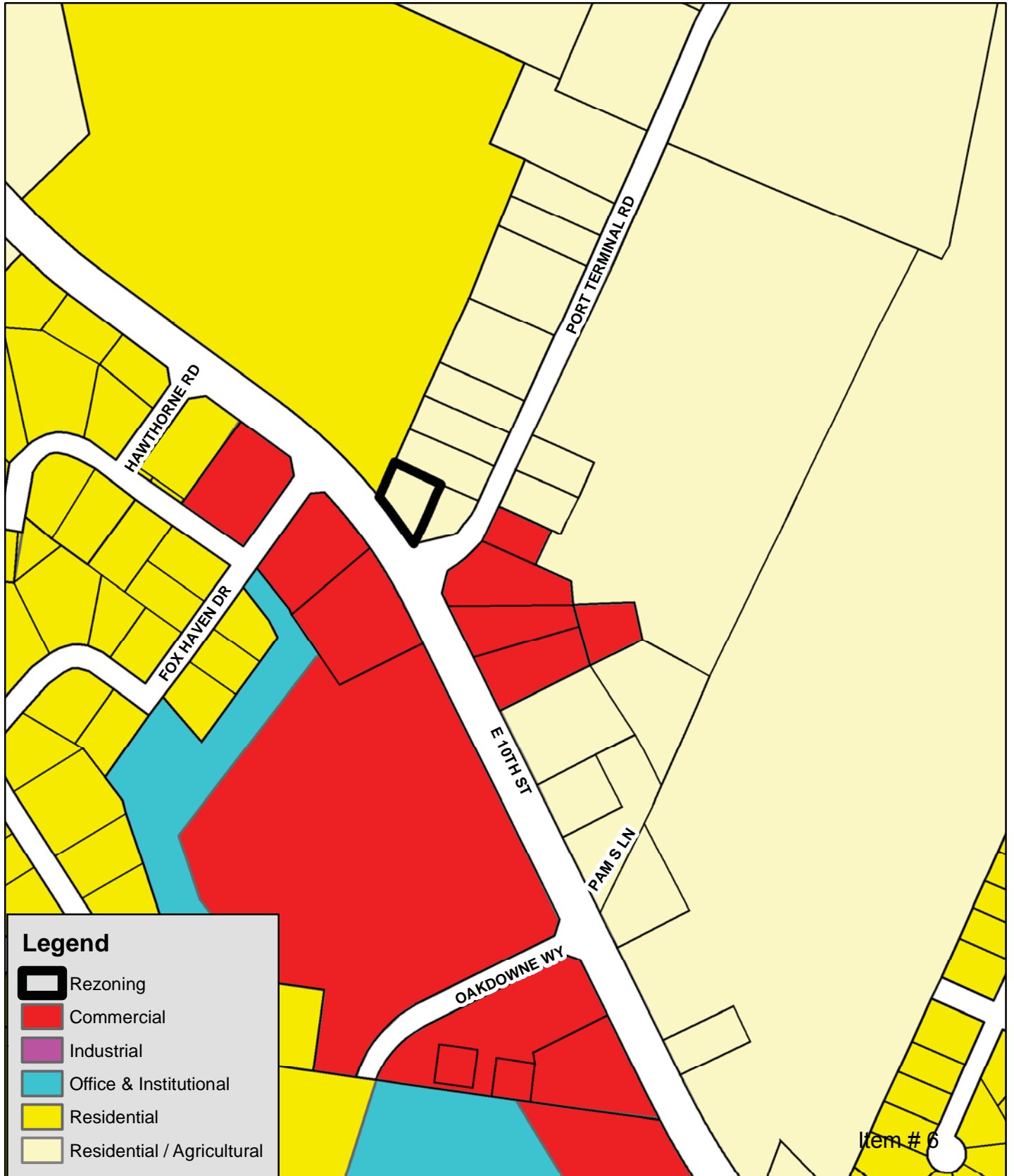
Blake Bjerkeset, Bjerkeset Land Surveying, representative for the applicant, spoke in favor of the request. He stated the property faces a 5-lane road and is more appropriate for commercial use.

No one spoke in opposition.

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

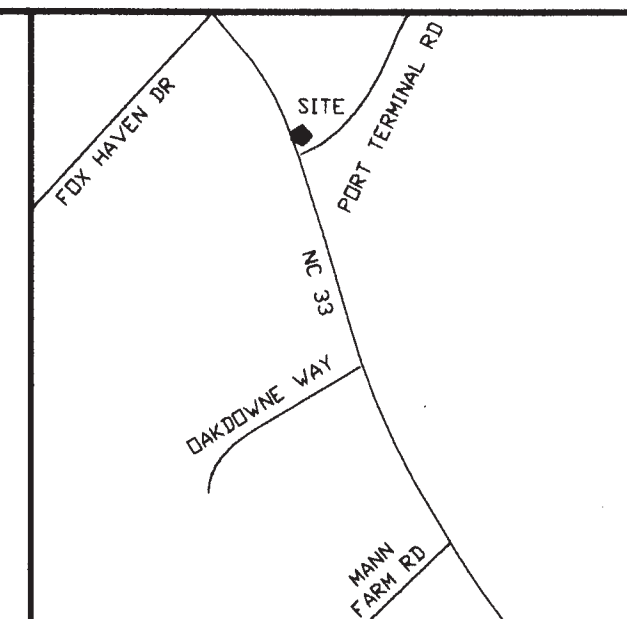
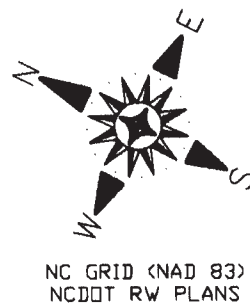
Motion made by Mr. Robinson, seconded by Mr. Wilson, to recommend approval of the proposed amendment to advise that it is consistent with the Comprehensive Plan and to adopt the staff report which addresses plan consistency and other matters. Motion passed unanimously.

Tracey M. Mason
From: RA20
To: CG
Acres: 0.3566
December 29, 2017



Tracey M. Mason
From: RA20
To: CG
Acres: 0.3566
December 29, 2017





LEGEND

- EIR = EXISTING IRON ROD
- IPS = IRON PIPE SET
- RWM = RIGHT-OF-WAY MONUMENT
- R/W = RIGHT-OF-WAY
- PP = POWER POLE
- LP = LIGHT POLE
- E- = OVERHEAD UTILITY LINES
- X- = WIRE FENCE
- TCB = TELECOMMUNICATION BOX
- ET = ELECTRIC TRANSFORMER
- CPS = CABLE TV POWER SUPPLY
- FH = FIRE HYDRANT

Attachment number 3
Page 3 of 11

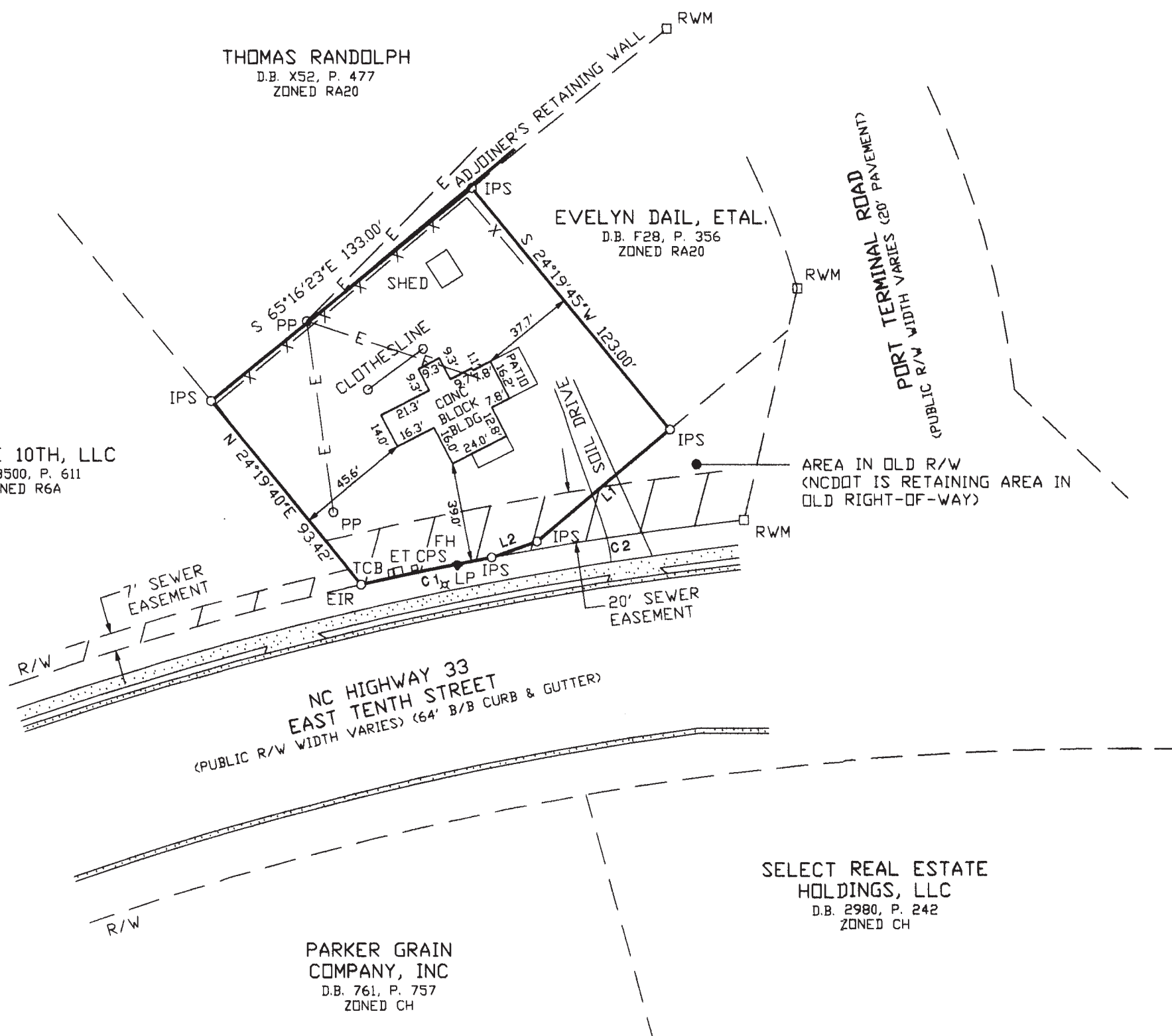
3535 E 10TH, LLC
D.B. 3500, P. 611
ZONED R6A

THOMAS RANDOLPH
D.B. X52, P. 477
ZONED RA20

EVELYN DAIL, ETAL.
D.B. F28, P. 356
ZONED RA20

SELECT REAL ESTATE
HOLDINGS, LLC
D.B. 2980, P. 242
ZONED CH

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



Course	Bearing	Distance
L1	N 66°10'20" W	68.50'
L2	N 45°34'34" W	19.03'

Curve	Radius	Length	Chord	Chord Bear.
C1	1361.53'	52.71'	52.70'	N 37°53'20" W
C2	1361.53'	100.79'	100.77'	N 34°39'33" W

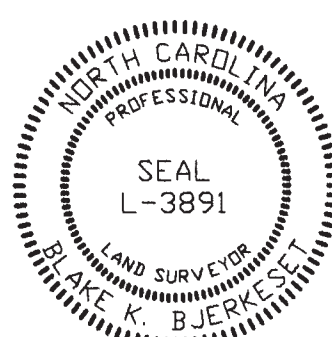
NOTES

1. LOT IS CURRENTLY ZONED RA-20. PROPOSED ZONING IS CG.
2. THIS LOT IS NOT LOCATED IN A SPECIAL FLOOD HAZARD AREA AS SHOWN ON FIRM MAP 3720469700K DATED 7/7/14 & FIRM MAP 3720560700 J DATED 1/2/04.
3. PROPERTY SIZE IS 0.3566 ACRES



I, Blake K. Bjerkeset, certify that this plat was drawn under my supervision from an actual survey made under my supervision (Reference: Deed Book P47, Page 673); that the boundaries not surveyed are clearly shown as broken lines drawn from information found in referenced deeds; that the ratio of precision as calculated is 1:10,000+; that this plat was prepared in accordance with G.S. 47-30 as amended.

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



Blake K. Bjerkeset
Blake K. Bjerkeset L-3891

Item # 6

Rezoning Map
for
TRACEY MASON

Being the property
recorded in Deed Book P47, Page 673
of the Pitt County Registry

Greenville Township, Pitt County, North Carolina

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

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

Surveyed: BKB
Date: 11/17/17
Scale: 1" = 50'

FINAL

EXISTING ZONING	
RA20 (RESIDENTIAL-AGRICULTURAL) - PERMITTED USES	
(1) General	
	a. Accessory use or building
	c. On-premise signs per Article N
(2) Residential	
	a. Single-family dwelling
	b(1). Master Plan Community per Article J
	f. Residential cluster development per Article M
	k. Family care homes (see also 9-4-103)
	q. Room renting
(3) Home Occupations - None	
(4) Governmental	
	b. City of Greenville municipal government building or use (see also section 9-4-103)
(5) Agricultural/Mining	
	a. Farming; agricultural, horticulture, forestry (see also section 9-4-103)
	c. Wayside market for farm products produced on-site
	e. Kennel (see also section 9-4-103)
	f. Stable; horse only (see also section 9-4-103)
	g. Stable; per definition (see also section 9-4-103)
	h. Animal boarding not otherwise listed; outside facility, as an accessory or principal use
	l. Beekeeping; minor use (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	
RA20 (RESIDENTIAL-AGRICULTURAL) - SPECIAL USES	
(1) General - None	
(2) Residential	
	b. Two-family attached dwelling (duplex)
	g. Mobile home (see also section 9-4-103)
	n. Retirement center or home
	o. Nursing, convalescent or maternity home; major care facility

o(1).	Nursing, convalescent or maternity home; minor care facility
(3) Home Occupations	
a.	Home occupation; not otherwise listed
b.	Home occupation; barber and beauty shop
c.	Home occupation; manicure, pedicure or facial salon
(4) Governmental	
a.	Public utility building or use
(5) Agricultural/Mining	
b.	Greenhouse or plant nursery; including accessory sales
m.	Beekeeping; major use
n.	Solar energy facility
(6) Recreational/Entertainment	
a.	Golf course; 18-hole regulation length (see also section 9-4-103)
a(1).	Golf course; 9-hole regulation length (see also section 9-4-103)
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; nursery and kindergarten (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	
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 principal uses
(2) Residential - None	
(3) Home Occupations - 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; agricultural, horticulture, forestry (see also section 9-4-103)
	l.	Beekeeping; minor use (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 alley
	m(1).	Dining and entertainment establishment (see also section 9-4-103)
	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 loans 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 salon
	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)	TV 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, maps, 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
	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 (see also section 9-4-103)
	k. Medical supply sales and rental of medically-related products including uniforms and related accessories
	l. Electronic; stereo, radio, computer, TV and the like, 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, CD and the like 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 service
	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 division (10k.))
	c. Rental of clothes and accessories; formal wear, and the like
(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 outdoor sales
	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 - 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
	u. Internet sweepstakes business (see also section 9-4-103)
(7) Office/Financial/Medical	
	c. Office; customer service, 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
	c. Wine shop; including on-premise consumption (see also section 9-4-103)
	j. Restaurant and/or dining and entertainment establishment; regulated outdoor activities
	n. Appliance; commercial use, sales and accessory repair; excluding outside storage
	ff. Tobacco shop (Class 1) (see also section 9-4-103)
	gg. Tobacco shop (Class 2) (see also section 9-4-103)
	hh. Hookah café (see also section 9-4-103)
(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 services not otherwise listed
c.	Other activities; commercial services not otherwise listed
d.	Other activities; retail sales not otherwise listed

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 CHART			
Density Level	Future Land Use and Character Type	Applicable Zoning District(s)	Units per Acre***
High	Uptown Edge (UE)	CDF	17 units per acre
	Mixed Use, High Intensity (MUHI)	OR	17 units per acre
		R6	17 units per acre
	Residential, High Density (HDR)	R6	17 units per acre
		R6MH	17 units per acre
Medical-Transition (MT)	MR	17 units per acre	
High to Medium	Mixed Use (MU)	OR	17 units per acre
		R6	17 units per acre
		R6A	9 units per acre
	Uptown Neighborhood (UN)	R6S	7 units per acre
	Traditional Neighborhood, Medium-High Density (TNMH)	R6	17 units per acre
		R6A	9 units per acre
		R6S	7 units per acre
Medium to Low	Traditional Neighborhood, Low-Medium Density (TNLM)	R9	6 units per acre
		R9S	5 units per acre
		R15S	3 units per acre
	Residential, Low-Medium Density (LMHR)	R9S	5 units per acre
		R15S	3 units per acre
		RA20	4 units per acre
		MRS	4 units per acre

*** Maximim allowable density in the respective zoning district.



City of Greenville, North Carolina

Meeting Date: 2/8/2018
Time: 6:00 PM

Title of Item: Request by Umberto G. and Angela D. Fontana for a voluntary annexation agreement with the City of Greenville for the purpose of obtaining sanitary sewer from Greenville Utilities Commission for property located between Highway 33 East and the Tar River and adjacent to Moss Bend Subdivision

Explanation: Property owners, Umberto G. and Angela D. Fontana, are requesting an annexation agreement to obtain sanitary sewer service from Greenville Utilities Commission.

The subject properties are located between Highway 33 East and the Tar River and adjacent to Moss Bend Subdivision. The properties are further identified as Parcels # 17729 and 36305.

Said parcels are approximately 0.81+/- miles east of Greenville's City Limits and are located in Pitt County's Jurisdiction and are zoned RR (Rural Residential). Currently, there is a single-family residence and an associated outbuilding on the property.

Per their letter, the property owners have entered into an offer to purchase with Bill Clark Homes and, if the annexation agreement is approved, the properties will be developed under Pitt County's Development Standards.

If approved, the property will be served via sanitary sewer force main located between Greenville and Grimesland.

In lieu of a petition for voluntary satellite annexation, required as a prerequisite to receiving sanitary sewer service of the Commission, the property owner has submitted a request to the City requesting that annexation be waived until such time as the City determines it feasible to annex the subject property. This temporary waiver of annexation can be accomplished by the standard annexation agreement currently employed for this purpose. Greenville Utilities Commission has reviewed this request for sanitary sewer extension and has determined that the Fontana property can be served upon approval of the City of Greenville.

City Council approval is required for sanitary sewer service outside of the City's extra-territorial jurisdiction.

Staff has no objection to the request for sanitary sewer service as proposed, contingent upon an annexation agreement for future voluntary annexation, due to (i) the availability and capacity of Greenville Utilities Commission facilities in the immediate area, (ii) proximity of other sites currently receiving GUC sanitary sewer service, (iii) the site's current distance from municipal service delivery points and anticipated cost of providing such services if annexation is required at this time, and (iv) the petitioner's willingness to participate in a standard annexation agreement authorizing the City to execute a petition of voluntary annexation at any future date determined appropriate by the City.

Fiscal Note: No cost to the City.

Recommendation: Approve a voluntary annexation agreement with Umberto G. and Angela D. Fontana, and after execution of a voluntary annexation agreement, authorize that sewer service be provided to the subject property by GUC.

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

Attachments / click to download

-  [Map](#)
-  [Letter from Fontanas](#)
-  [Annexation 2 Agreement - 2018 1070621](#)

Prepared by: Emanuel D. McGirt, City Attorney, City of Greenville
Return to: Emanuel D. McGirt, City Attorney, City of Greenville
P.O. Box 7207
Greenville, NC 27835

STATE OF NORTH CAROLINA
COUNTY OF PITT

ANNEXATION
AGREEMENT

THIS AGREEMENT, made and entered into this the _____ day of _____, 2018, by and between Umberto G. Fontana, and wife Angela D. Fontana, hereinafter referred to as the OWNER, and the CITY OF GREENVILLE, a municipal corporation organized and existing pursuant to the laws of the State of North Carolina, hereinafter referred to as the CITY;

WITNESSETH:

WHEREAS, the OWNER is the owner of property located outside the corporate limits of the City of Greenville, North Carolina; and

WHEREAS, the OWNER desires to receive sanitary sewer service for said property located outside the corporate limits of the City of Greenville, North Carolina and is desirous of seeking annexation of said property into the corporate limits of the City of Greenville, North Carolina so that said service may be received;

NOW THEREFORE, for and in consideration of the mutual benefits, covenants, and promises contained herein, the CITY and the OWNER agree as follows:

1) The property which is owned by the OWNER and which is the subject of this Agreement is hereinafter referred to as the Property and is described as follows:

See Exhibit A (Parcel numbers 17729 & 36305)

2) The CITY will allow Greenville Utilities Commission to provide sanitary sewer service to the Property and the OWNER to receive sanitary sewer service to the Property from Greenville Utilities Commission so long as the terms and conditions of this Agreement are fulfilled.

3) In order to receive sanitary sewer service to the Property, the OWNER shall pay to Greenville Utilities Commission such charges and fees as required by Greenville Utilities Commission for the provision of sanitary sewer service to the Property and the OWNER shall comply with all regulations and requirements imposed by Greenville Utilities Commission in connection with the provision of sanitary sewer service to the Property. In the event the OWNER fails to make payments for such charges and fees as required by Greenville Utilities Commission or fails to comply with the regulations and requirements imposed by Greenville Utilities Commission, Greenville Utilities Commission may refuse to or cease to provide sanitary sewer service to the Property.

Item # 7

4) The OWNER requests that the CITY annex the Property into the corporate limits of the City of Greenville, North Carolina. The CITY has determined to not proceed with annexing the Property at this time but reserves its right to annex the Property in accordance with the provisions of the North Carolina General Statutes without a further request or consent from the OWNER.

5) In the event the CITY determines to annex the Property into the corporate limits of the City of Greenville, North Carolina at any time in the future, the OWNER hereby consents to such annexation, agrees to take all action necessary to annex the Property, and authorizes the City Council of the CITY to take such action as will annex the Property into the corporate limits of the City of Greenville, North Carolina.

6) In the event the Property, or any lot or parcel of land or building included within the Property, is sold or otherwise conveyed, by acceptance of a deed from the OWNER or any other person or entity, the future owner of the Property, or of any lot or parcel of land or building included within the Property, agrees that the Property will be annexed into the corporate limits of the City of Greenville, North Carolina at any time in the future when the CITY determines to annex the Property into the corporate limits of the City of Greenville, North Carolina. The OWNER agrees to take whatever steps are necessary to legally bind any future owner to comply with any procedures which will be required to annex the Property into the corporate limits of the City of Greenville, North Carolina and the OWNER furthermore authorizes the City Council of the CITY to take any and all action necessary to effectuate the annexation.

7) The OWNER will include in each and every deed to a purchaser of the Property, or of any lot or any parcel of land or building included within the Property, a restriction and covenant running with the land or building upon the heirs, administrators, successors and assigns of the OWNER which provides that each lot or parcel of land or building included within the Property is subject to annexation into the corporate limits of the City of Greenville, North Carolina at any time when the CITY determines to annex the Property. The OWNER hereby irrevocably appoints Emanuel D. McGirt or any successor City Attorney of the CITY, Attorney in Fact for the OWNER of any lot or parcel of land or building included within the Property, each with full power to sign an Annexation Petition when requested by the CITY, in the event the then OWNER fails to meet the obligations imposed in this Agreement and does not sign an Annexation Petition to annex the Property to the CITY, upon request.

8) This Agreement shall be recorded in the Office of the Register of Deeds of Pitt County and shall be indexed in the name of the OWNER in the grantor index.

9) This Agreement shall be binding upon the heirs, executor, successors, administrators, and assigns of the parties hereto and shall terminate upon annexation of the Property into the corporate limits of the City of Greenville, North Carolina.

10) Any future development of the Property shall require construction of sidewalks in conformance with City standards as established by applicable City Code.

IN WITNESS WHEREOF, the CITY and the OWNER have caused this Agreement to be executed as of the day and year first above written.

CITY OF GREENVILLE

By: _____ (Seal)
Ann E. Wall, City Manager

_____ (Seal)
Umberto G. Fontana

_____ (Seal)
Angela D. Fontana

NORTH CAROLINA
PITT COUNTY

I, _____, Notary Public in and for the aforesaid County and State, do hereby certify that Ann E. Wall, City Manager of the City of Greenville, personally appeared before me on this day and acknowledged the due execution of the foregoing instrument for the purposes therein expressed.

WITNESS my hand and official seal, this the _____ day of _____, 2018.

Notary Public

My Commission Expires: _____

NORTH CAROLINA
PITT COUNTY

I, _____, Notary Public in and for the aforesaid County and State,
do hereby certify that Umberto G. Fontana, personally appeared before me on this day and acknowledged the
due execution of the foregoing instrument for the purposes therein expressed.

WITNESS my hand and official seal, this the ____ day of _____, 2018.

Notary Public

My Commission Expires: _____

NORTH CAROLINA
PITT COUNTY

I, _____, Notary Public in and for the aforesaid County and State,
do hereby certify that Angela D. Fontana, personally appeared before me on this day and acknowledged the due
execution of the foregoing instrument for the purposes therein expressed.

WITNESS my hand and official seal, this the ____ day of _____, 2018.

Notary Public

My Commission Expires: _____

Item # 7

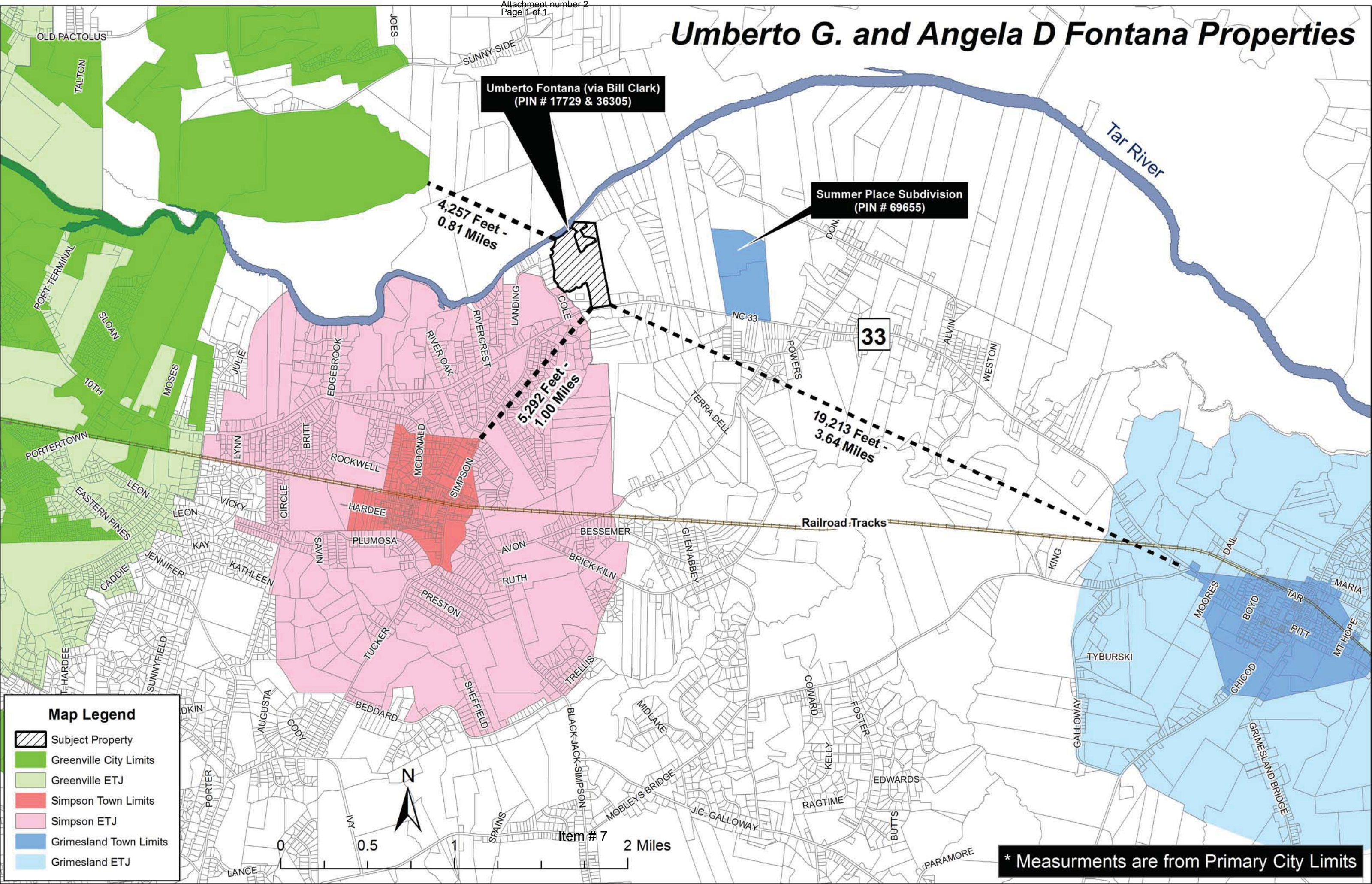
Exhibit A (Parcel numbers 17729 & 36305)

Lying and being in Grimesland Township, Pitt County, North Carolina and being south of the Tar River, west of Landing Circle, and east of Farmington Road, and being bounded on the south by NC Highway 33, on the west by Moss Bend, Section 1 (Map Book 33, Page 55), on the northwest by the Tar River, on the north by Ronald W. Hoag (Deed Book 110, Page 823) and on the east by Umberto G. Fontana (Deed Book 2515, Page 199), and being more particularly described as follows:

Beginning at the northeastern most corner of the Kristen H. Gonzalez property, Tax Parcel 81486 (Map Book 76, Page 29), said point being designated as point "E" on map for annexation for Fontana Property, the True Point of Beginning.

Thence from the True Point of Beginning, following the northern line of Kristen H. Gonzalez the following calls: N 88°13'13" W a distance of 15.00 feet, thence S 65°21'12" W a distance of 101.95 feet, thence S 52°47'05" W a distance of 34.88 feet, thence S 29°45'02" W a distance of 37.92 feet, thence S 56°26'34" W a distance of 65.70 feet, thence S 70°34'19" W a distance of 28.29 feet, thence N 59°03'37" W a distance of 76.16 feet, thence S 52°20'54" W a distance of 41.65 feet, thence S 60°59'14" W a distance of 77.62 feet, thence S 60°47'05" W a distance of 81.66 feet, thence S 72°14'42" W a distance of 78.60 feet, thence N 66°17'28" W a distance of 75.76 feet, thence S 69°09'37" W a distance of 68.74 feet to the northwestern corner of the Kristen H. Gonzalez property, designated point "D", thence leaving the Gonzalez property and following the eastern boundary of Moss Bend, Section 1 (Map Book 33, Page 55) the following calls: N 42°11'02" W a distance of 194.13 feet, thence N 56°54'27" W a distance of 52.73 feet, thence N 0°03'36" W a distance of 62.66 feet, thence N 25°34'37" W a distance of 92.82 feet, thence N 45°19'25" W a distance of 62.98 feet, thence N 25°01'44" W a distance of 83.81 feet, thence N 8°57'37" E a distance of 317.24 feet, thence N 15°26'46" W a distance of 146.32 feet, thence N 0°17'28" E a distance of 156.69 feet, thence N 16°34'50" W a distance of 118.08 feet, thence N 61°42'15" E a distance of 82.63 feet, thence N 11°21'50" E a distance of 89.56 feet, thence N 43°42'06" W a distance of 100.85 feet, thence N 48°34'00" E a distance of 151.27 feet, thence N 24°20'44" E a distance of 129.75 feet to the northeast corner of Lot 7, Moss Bend, Section 1, thence along the southern boundary of the Tar River the following calls: thence N 24°20'44" E a distance of 47.51 feet, thence N 68°44'03" E a distance of 16.13 feet, thence N 84°57'31" E a distance of 50.60 feet, thence N 62°13'03" E a distance of 63.78 feet, thence N 64°31'19" E a distance of 110.52 feet, thence N 58°34'28" E a distance of 127.88 feet, thence N 45°00'15" E a distance of 53.26 feet, thence N 46°46'26" E a distance of 77.43 feet, thence N 47°49'02" E a distance of 115.85 feet to designated point "C", thence continuing along the boundary of the Tar River N 21°10'36" E a distance of 124.73 feet, thence N 48°52'57" E a distance of 83.61 feet to the center of a VEPCO easement (Map Book 28, Page 93), the common line to Ronald W. Hoag (Deed Book 110, Page 823), thence along the centerline of the easement and the southern line of Hoag S 81°15'49" E a distance of 615.68 feet to a point in the western line of Lot 17, Holly Ridge Estates, Section Two as recorded in Map Book 28, Page 93, thence leaving the property of Hoag and following the western line of Umberto G. Fontana S05°12'06" E a distance of 2601.31 feet to a point in the centerline of NC Highway 33, thence along the centerline of NC Highway 33 S 86°59'20" W a distance of 574.88 feet, thence leaving the centerline of NC Highway 33 and following the common line to Umberto G. Fontana and Kristen H. Gonzalez N 5°12'06" W a distance of 558.64 feet, thence N 10°04'11" W a distance of 266.62 feet to the designated point "E", the True Point of Beginning, containing 69.5 Acres and being all of Parcel Number 36305 and Parcel Number 17729 as filed with the Pitt County Tax Assessor's Office.

Umberto G. and Angela D Fontana Properties



Map Legend

- Subject Property
- Greenville City Limits
- Greenville ETJ
- Simpson Town Limits
- Simpson ETJ
- Grimesland Town Limits
- Grimesland ETJ



* Measurements are from Primary City Limits

Uniberto G. Fontana and wife Angela D. Fontana
5719 NC 33 E.
Grimesland, North Carolina 27837
January 3rd, 2018

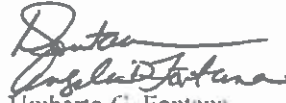
City of Greenville
Director of Community Development
Municipal Building
201 West Fifth Street
Greenville, North Carolina 27834

RE: Sanitary sewer service for property located outside the ETJ and waiver of immediate annexation

To Whom It May Concern,

Bill Clark Homes has secured an offer to purchase contract for a portion of our property, the portions that are subject to this request are identified by Parcel numbers 17729 & 36305 from Pitt County OPIS. As the property owner and in connection with a request by Bill Clark Homes, we would like to request that the two identified properties receive sanitary sewer service by Greenville Utilities Commission (GUC) located outside the ETJ and waiver of immediate annexation. As the property owners we would like to request that the city of Greenville take a similar approach that was taken with an annexation agreement with S & S Realty of Pitt County, LLC, dated December 9th, 2009 (recorded in BK2698 PG333-337); with some modifications. Upon acceptance and review of this request we wish for you to contact Bill Clark Homes for more detailed insight of the desired structure of the agreement that is being requested. Key objectives are that the property be served by GUC for sewer, the development would be able to be zoned and developed through the Pitt County Process with public roads, and the public roads would be dedicated to NCDOT once developed and subsequently have the ability to be annexed by the city of Greenville. This approach would benefit the City of Greenville in the long run by reducing the cost of maintenance on the roadways while one day being able to collect city taxes once developed and having the ability to provide city services.

Respectfully,



Umberto G. Fontana
Angela D. Fontana

CC: Ann Wall
Tony Cannon
Landon Weaver
Linwood Stroud
Bill Clark
Lance Clark



City of Greenville, North Carolina

Meeting Date: 2/8/2018
Time: 6:00 PM

Title of Item: Discussion of Imperial Tobacco Site Development Proposals

Explanation: **Abstract:** The City partnered with Development Finance Initiative (DFI) to redevelop the Imperial Tobacco Company site, an 8.52 acre site in the downtown commercial corridor, by soliciting proposals from private developers. Staff will present information on the three development proposals received from Armada Hoffler, Hallmark/Seacoast, and Keith Corporation.

Explanation: The project site was initially a warehouse for the Imperial Tobacco company until 1977. Following the decline of the tobacco industry, the site was utilized as a general goods and materials warehouse until being abandoned around 2000. Sitting along the edge of the City's downtown corridor, the abandoned structure was a symbol of decay and negative imagery of Greenville's downtown.

Around 2006, the warehouse attracted developers who viewed the site as a potential mixed-use property that would attract tenants to a rejuvenating and growing city. The City also identified the site as a key gateway to its commercial corridor. However, a fire in 2008 rendered the structure unsalvageable and undevelopable. The owner of the site was cited for multiple code violations as a result of the fire, and was unable to conduct a clean-up. The City purchased the property for \$1 in 2012, which qualified it for \$400,000 of EPA brownfield grants for site remediation in order to clean up the contamination and position it for redevelopment.

As part of the \$1 purchase agreement, the site would revert back to the original owner or could be purchased by the City for \$1.04 million, which ultimately occurred in 2016. Concurrently, during the clean-up period, the City purchased adjacent properties for \$360,000 to increase the City's potential site ownership to more than 8 acres, creating a more developable site. After commercially listing the property and realizing the only potential interest was from student housing developers, the City hired DFI to undertake pre-development work of the site and create a solicitation for potential developers.

DFI contacted over 50 developers, and eight firms showed active interest in the

project. Three developers responded to the solicitation document: Armada Hoffler, Hallmark/Seacoast Communities, and the Keith Corporation.

- Armada Hoffler has completed 26 public-private partnerships throughout its development history, including a \$600 million, 3 million square feet, mixed-use, 17-year development of Virginia Beach's downtown district. Armada Hoffler would serve as its own general contractor and, as a publicly traded company, has access to the capital markets to fund debt and equity needs of the development opportunity. Armada Hoffler proposes to purchase the entire site upfront from the City.
- Hallmark/Seacoast is a joint venture, and this project would be the second project of their partnership. Hallmark/Seacoast is experienced in residential and retail development and has limited experience with office development. As for financing, this team has existing relationships with regional banks, would solicit potential private equity investors, and would contribute their own capital to finance the project. Hallmark/Seacoast would purchase the site in a phased approach when specific development pads are ready for development as determined by the venture.
- Keith Corporation, an office real-estate developer, is only interested in developing the potential office component of the project. The firm has developed built-to-suit, corporate offices and headquarters for regional and national companies. Although they have limited experience in public-private partnerships, the design and contractor partners listed in their proposal have previously completed public-private partnership projects. The firm has strong regional lending relationships and would solicit private capital for the development.

All three developers were vetted and are deemed well-qualified. The evaluation of the developers included proposal follow-up questions, interviews, field visits, reference checks, and preliminary background investigations.

Fiscal Note:

The fiscal impact cannot yet be quantified, as terms for this anticipated multi-million dollar project have not been negotiated.

Recommendation:

This presentation is for informational purposes only. The next steps will be determined based on feedback from City Council.

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

Attachments / [click to download](#)



City of Greenville, North Carolina

Meeting Date: 2/8/2018
Time: 6:00 PM

Title of Item: Presentation of Comprehensive Parking Study Final Report

Explanation: **Abstract:** Walker Engineering, Inc. of NC was awarded a contract in March 2017 to prepare a Comprehensive Parking Plan for the Uptown Greenville District. The study has been completed and includes recommendations on operations management, funding structure, parking equipment, and personnel. Walker Engineering staff will present the parking study findings and recommendations.

Explanation: At the January 30, 2016 City Council Planning Session, staff provided a report on parking in the uptown area. The Council was advised of several proposed projects that would impact the supply of parking within this area.

In April of 2016, City Council discussed parking concerns within the Uptown Greenville District. To begin assessing those concerns, a Parking Task Force was formed in May of 2016. In December of 2016, staff presented the Parking Task Force recommendations to City Council. Staff implemented those recommendations "in house". The Task Force also recommended that the City hire a parking consultant to provide expertise on high cost (parking structures), high impact (rates, meter locations, etc.) parking improvements to maximize parking efficiency, improve user satisfaction and get the most out of public investments. At the January 27-28, 2017 City Council Planning Retreat, staff advised that the parking study process would be moving forward.

The City formed a Comprehensive Parking Plan Committee consisting of Roger Johnson, Kevin Mulligan, Rik DiCesare, Stacy Pigford, Tronette Green, Bianca Shoneman, and Corey Barrett to provide information and insight, as well as review the consultant's recommendations. Additionally, the Public Transportation and Parking Commission (PTPC) and the ECU Parking and Transportation Services provided input and have reviewed the consultant recommendations.

The consultant's recommendations for 2018-2020 include the following:

- Hire a Parking Manager

- Create/Maintain a Parking Enterprise Fund
- Parking Manager provide monthly report to Public Transportation and Parking Commission
- Use License Plate Recognition Technology for Parking Enforcement
- Hire full-time people to enforce parking
- Dissolve E-tag Program
- Install gates in 4th Street Parking Garage
- Reduce/eliminate Leased Spaces in Core Parking Lots
- Install Meters
- Extend Hours of Parking Operations to 8 PM

The consultant's recommendations beyond 2020 include:

- Install Gates in Greene Street Lot (& others)
- Expand On-Street Metering
- Partner with Developer for Managing Parking on the Imperial Site

In addition to the consultant recommendations, the parking study offers other significant points worth noting:

- Future amphitheater does not require structured parking to satisfy crowds
- ECU-owned parking may offset the need for additional supply of public parking
- City-owned parking may offset the need for additional ECU parking supply
 - ECU and City should work together on parking solutions
- Parking projected on the Imperial Site satisfies demand for development on the site, as well as growth in Dickinson Avenue area
- City should improve parking signage
- No need to paint on-street parking spaces, simply allow people to park
- During a public input session, recommendation made to implement "complete streets" to increase on-street parking. Walker found this idea to be logical.
- Parking demand reduction strategies (i.e. bike racks, walkability) are practical; Walker defers judgement on safety facets to appropriate professionals.
- City is experiencing unprecedented growth and should start planning for additional parking structures in the not-so-distant future.

Fiscal Note: The fiscal impact for these recommendations varies depending on implementation.

Recommendation: There is no action required at this time. The report and consultant recommendations will be presented to City Council for informational purposes only. City Council will consider the parking recommendations at a later date.

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

Attachments / click to download

 [Letter from Parking Commission](#)

 [Greenville Parking Study Final](#)

January 23, 2018

To the honorable Mayor and esteemed Council Members:

I write on behalf of the City of Greenville's Public Transportation and Parking Commission to endorse the final recommendations of Walker Consulting following the Uptown Parking Study conducted in the previous year, subject to certain amendments detailed herein.

The uptown parking study has been an issue of considerable interest to the commission; since the initial report by city staff regarding the parking study in May, the Commission has added ECU's Director of Parking Deb Garfi as an adjunct non-voting member of the Commission. Members of the Commission have attended all of the public input meetings regarding the Uptown Parking Study, and the Commission held a special meeting in December at which the Parking study was the sole item of consideration.

For the sake of clarity, the recommendations presented to the Commission as stated in our minutes were as follows:

1. Create and retain a parking manager position;
2. Create and maintain a formal parking enterprise fund;
3. Report monthly to the Public Transportation and Parking Commission;
4. Procure and initiate the use of LPR (License Plate Recognition) technology in parking enforcement;
5. Commit to a fixed and dedicated parking enforcement program in the Uptown area;
6. Terminate, with 6 months notice, Greenville's e-tag program;
7. Perform annual surveys of parking system performance;
8. Introduce control gates in the 4th Street parking deck;
9. Eliminate or reduce leased spaces in core lots;
10. Initiate the Phase I Meter Expansion program;
11. Extend hours of parking operation/management to 8:00 pm;
12. Introduce control gates in the Greene Street Lot;
13. Introduce control equipment/gates or meters in other lots;
14. Initiate phase II meter program; and
15. Partner in the development/management of Imperial garages.

Following a presentation of the recommendations of Walker Consulting, the Commission engaged in discussion regarding the plan and expressed concerns with respect to timing and to an existing and future deficit in parking spaces near the Imperial site development. The Commission therefore, through motion and unanimous vote, made the following amendments to the recommendations:

1. For recommendation 6, phase out the e-tag program, instead of a fixed termination;
2. For recommendation 11, extend the hours of parking management and operation without specifying a time to conclude those operations;
3. For recommendation 14, initiate the phase II meter expansion as needed, rather than in

FY 2021;

4. For recommendation 15, partner in the development and management of Imperial site garage or deck as is feasible, rather than in FY 2022; and

5. Add to the recommendations a review of municipal and commercial parking demand based on the Imperial site program as projected on page 40 of the draft report as submitted to the Commission.

The Commission was unanimous in voting to accept these recommendations as amended.

Thank you,

A handwritten signature in black ink, appearing to read "Charles H. Moore II". The signature is fluid and cursive, with a large, stylized initial "C" and "M".

Charles H. Moore II

Chair, Public Transportation and Parking Commission



Ahead of the Curve
in creative parking solutions

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Prepared for:
CITY OF GREENVILLE

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CONCLUSION



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KEY PARKING MANAGEMENT PLAN ACTIONS

Given the depth, breadth, and complexity of the findings and recommendations that follow, and in addition to this five-page executive summary, the following list and schedule highlights in graphic format the key and major actions that the City of Greenville should take to improve the efficiency and effectiveness of its Uptown parking system.

Task	FY2018		FY2019				FY2020				FY2021				FY2022			
	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Create and Retain Parking Manager Position	[Bar chart showing activity from Q3 FY2018 through Q4 FY2022]																	
Create and Maintain a Formal Parking Enterprise Fund	[Bar chart showing activity from Q3 FY2018 through Q4 FY2022]																	
Report Monthly to Public Transportation & Parking Committee	[Bar chart showing activity from Q3 FY2018 through Q4 FY2022]																	
Procure and Initiate LPR Enforcement Program	[Bar chart showing activity from Q3 FY2018 through Q4 FY2022]																	
Commit to Fixed/Dedicated Parking Enforcement in Uptown	[Bar chart showing activity from Q3 FY2018 through Q4 FY2022]																	
Terminate with Six-Month Notice E-Tag Program	[Bar chart showing activity from Q3 FY2018 through Q4 FY2022]																	
Perform Annual Surveys of Parking System Performance	[Bar chart showing activity in Q2 FY2019, Q2 FY2020, Q2 FY2021, and Q2 FY2022]																	
Introduce Control Gates in 4th St. Garage	[Bar chart showing activity from Q2 FY2019 through Q4 FY2022]																	
Eliminate/Reduce Leased Spaces in Core Lots	[Bar chart showing activity from Q2 FY2019 through Q4 FY2022]																	
Initiate Phase I Meter Expansion Program	[Bar chart showing activity from Q2 FY2020 through Q4 FY2022]																	
Extend Hours of Parking Operation/Management to 8 p.m.	[Bar chart showing activity from Q2 FY2020 through Q4 FY2022]																	
Introduce Control Gates in Greene St. Lot	[Bar chart showing activity from Q3 FY2020 through Q4 FY2022]																	
Introduce Control Equipment/Gates or Meters in Other Lots	[Bar chart showing activity from Q4 FY2020 through Q4 FY2022]																	
Initiate Phase II Meter Program	[Bar chart showing activity from Q3 FY2021 through Q4 FY2022]																	
Partner in Development/Management of Imperial Garages	[Bar chart showing activity from Q4 FY2021 through Q4 FY2022]																	

It should be noted that parking rate commendations contained herein are, arguably, vague. As parking rates for on- and off-street spaces will need to adjust to changing supply and demand conditions, the consultant cannot with any certainty set parking rates as part of this study that would create the level of performance desired/required. However, the report does reinforce the relationship and market value of on-street and off-street parking. On-street parking is like seats to a ballgame where the view behind home plate is far more valuable than the view from the bleachers. Over time, the City of Greenville, the Public Transportation and Parking Committee, and Uptown’s various stakeholders will establish parking rates that 1) maximizes the performance of on-street spaces, 2) improves the attractiveness of nearby but less convenience off-street lots/garages, and 3) generates sufficient operating revenue to make the public parking system responsive and self-sustainable.

EXECUTIVE SUMMARY

The City of Greenville (“City”) retained Walker Consultants (Walker) to perform a comprehensive parking needs assessment and develop an operations and management plan identifying the cost and timeframe for implementing key operational, financial, and capital recommendations. East Carolina University’s (ECU) campus borders Uptown Greenville and is a major owner and operator of off-street parking. As such, ECU became a financial contributor and partner with the City on this study.

PARKING INVENTORY

Walker observed a total of 657 on-street spaces during our survey. Approximately sixty-one percent of the available supply is restricted to two-hour parking during normal business hours, while another twenty-

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eight percent of the available supply is unrestricted. Four percent of the supply is metered. It should be noted that the two-hour on-street spaces/restrictions include E-tag designations, a permit that allows all day parking at designated two-hour curbside and select off-street spaces. This is a unique practice and is in direct conflict with the intended goal of on-street parking in commercial areas, namely to provide convenient, high-turnover parking spaces for shoppers, diners, and other short duration of stay visitors.

There are a total of 637 public off-street parking spaces in the study area. Surprisingly, only forty-one percent are available for use by the general public, i.e. two-hour unrestricted, metered, ADA, or EV. The remaining fifty-five percent of spaces in the public off-street lots are reserved for specific user groups (City staff) or are leased spaces to various business owners, employees and residents.

Unlike on-street parking in commercial areas which are intended for high-turnover, short-term parking activity, off-street spaces can be more flexible, serving the needs of short-term and long-term parkers. However, Greenville has limited that flexibility by leasing or reserving a majority of off-street spaces for long-term/employee use. Coupled with the E-Tag on-street permit program this suggest that the public parking program is biased toward employee parking.

PARKING UTILIZATION

To determine the parking patterns and usage of parking facilities in the study area, public on- and off-street spaces and ECU off-street spaces were surveyed hourly from 8:00 a.m. to 6:00 p.m. on Tuesday April 25th, 2017. In addition, private off-street spaces were surveyed once during the typical peak demand period from 10:00 a.m. to 2:00 p.m. on Monday April 24th and Tuesday April 25th.

The public off-street parking demand peaked at 12:00 p.m. with 426 of the 637 available public spaces occupied, or sixty-seven percent of the capacity. While the overall occupancy rate does not suggest a system wide problem, it is important to note that parking "hot spots", or areas where the occupancy rate exceeded eighty-five percent of capacity, were observed.

There are a total of 1,307 ECU owned parking spaces in the study area. Forty-two percent of the spaces are available for use by staff, while thirty-eight percent are available for use by students. No spaces are available for the general public, i.e., those employees, shoppers, or visitors who are unrelated to ECU but are destined for Uptown Greenville.

The volume of vehicles parking in excess of the posted durations was alarming as the surveys revealed that twenty-five percent of all vehicles parked in 30-minute, two-hour, and metered on-street spaces parked longer than two-hours. To make matters worse, those vehicles consumed thirty-four percent of all potential parking time at these spaces, a figure that is measured by multiplying the total number of spaces by the total number of hours.

The numerical evidence would suggest that there is sufficient public off-street parking in most areas of Uptown. However, through the leasing of parking spaces in specific lots and the E-Tag permit program which effect both on-street and off-street facilities, the City has limited the flexibility of these parking assets, in some cases to the exclusion of short-term parkers and other visitors.

The sum of these occupancy, parked duration, and vehicle per space turnover figures suggest that the on-street spaces in Uptown Greenville are not being utilized to their full potential and that additional and/or improved parking enforcement is required.

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STAKEHOLDER INPUT

To ensure community thoughts and opinions are reflected in this analysis Walker held five public listening sessions and conducted six stakeholder interviews to glean a local awareness of the study area and of the City of Greenville as a whole. Walker also conducted an online survey of Uptown business owners, residents, and visitors to better understand the public's experiences with and perceptions of parking. The questions ranged from why respondents visited Uptown, to the time of week most respondents visited, to thoughts on the perceived adequacy of parking in Uptown. In total, 1,006 responses were collected over a three-week period.

Online survey found that 95% of parkers destined for Uptown arrive by automobile, 85% walk two blocks or less to their destination, 80% look to park curbside or in City lots/garage, 30% spend more than five minutes to find an available space, 45% do not find the supply adequate for their need, and 40% rated parking as bad or terrible. In short, many parkers in Uptown are upset if they cannot immediately find parking with a two minute or less walk of their destination. This expectation isn't practical and is, on the whole, unattainable and new, more reasonable expectations must be established.

FUTURE CONDITIONS

Walker utilizes proposed development information, in conjunction with the Urban Land Institute's Shared Parking Model to project future potential parking demand. Walker relied on both the City of Greenville and East Carolina University to obtain future program data associated with the various planned future developments within the study area.

The analysis of current and future parking conditions in Uptown did not uncover any significant parking shortages, but rather a few "hot spots" where parking demand is at or near capacity. However, the analysis of future conditions included several parking structures and a number of smaller surface parking lots. These included the Imperial Site "A", Imperial Site "F", and a parking structure to support ECU's Student Services Center. The need for additional public parking lots and garages will increase the scale, cost, and complexity of responsibility for the City.

PARKING MANAGER RECOMMENDATION

There is no single department or individual in Greenville that is responsible for the coordination of all associated parking planning, management, operation, and enforcement activities. While this is a common organizational structure in smaller municipalities, its efficiency and effectiveness is dependent on a cooperative environment where the various departments involved in parking work together to identify, fund, and implement mitigating solutions. The public parking program in Greenville has reached a level of cost and operational complexity where this informal form of management and oversight is no longer sufficient.

It is recommended that the City create a champion of parking. One person should have responsibility for leading the City's parking mission, comprehensively overseeing all elements of the parking system, promoting the maintenance and financial soundness of the parking infrastructure, and addressing the concerns and requests of the stakeholders who rely on the system.

To better "hear" the voices of change, and to build political leverage, it is recommended that the City highlight the importance, role, and responsibility of the existing transportation and parking task force. This body need not be elevated to commission, but should expand its oversight of parking planning, operations, and finance and it should include, in addition to traditional representation from business owners, property

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owners, and residents, East Carolina University and Pitt County as those two entities own/operate a large number of parking spaces in Uptown.

E-TAG PROGRAM RECOMMENDATION

E-tag parking permits are intended for residential use and business employees in the uptown district. There are approximately 124 curbside spaces in two-hour designated areas/block faces that permit long-term parking in these short-term spaces and another 112 such spaces in the City's Uptown public parking lots. This program should be terminated but the 90 current tag/permit holders should be given six months' notice prior to cancellation so as to make appropriate accommodations.

PARKING ENFORCEMENT RECOMMENDATION

Greenville's Police Department is responsible for parking enforcement and two full time and four part-time Parking Enforcement Officers (PEO) are budgeted and allotted to enforce the entire City's parking codes. At present only two positions are filled. At minimum, the parking system in Uptown requires two dedicated PEOs. This level of staffing is defined by the fact that two-hour parking durations, which are the majority of duration-based curbside restrictions in Uptown, require a parking detail every two-hours.

Mobile License Plate Recognition (MLPR) should also be implemented to increase the efficiency of parking enforcement. It is understood that the Police Department and the City's procurement office are already working to purchase and implement this program.

ON-STREET PARKING OPERATIONAL RECOMMENDATIONS

It is recommended that as Phase I the on-street meter program should be expanded to improve the performance of those valuable curbside spaces. The expansion program would initially be limited to the more visible and active curbside spaces on Cotanche Street, Evans Street, and sections of 3rd Street, 4th Street, and 5th Street.

Presuming the Phase I metering program proves effective during an initial two-year evaluation period, the City could then commit to the second phase of the expansion program. In addition to the other existing two-hour parking spaces between 2nd Street, Reade Street, 5th Street, and Washington Street, the meter program would be introduced with the Imperial Site development, affecting Atlantic Avenue and S. Clark Street.

It is understood that parking demand and use within core parking lots/streets is extremely high in the evenings due to the popularity and success of Uptown's bars and restaurants. And as the goal of any public parking program is to maximize the efficiency of those spaces during periods of significant need, the City will need to extend the hours of on-street parking management beyond the current 5 p.m. hour to maximize their performance and efficiency. Under the Phase I meter expansion program it is recommended that curbside parking restrictions be enforced until 8 p.m. Monday through Saturday.

Depending on the results of the Phase I and II on-street meter expansion program and timing of the Phase III off-street parking improvement program the City may be required to extend hours of operation until 10 p.m. It is recommended that the City extend parking hours to 8 p.m. and/or 10 p.m. gradually as there likely to be a number of Uptown residents that do not have access to off-street parking and some off-street accommodation must be made for this group before changes to on-street hours of operation are initiated.

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OFF-STREET PARKING OPERATIONAL RECOMMENDATIONS

Given the relative abundance of publicly available on- and off-street parking in Uptown, and apart from the recommendation to expand the current meter program under the Phase I expansion plan, there does not appear to be a need to make immediate and wholesale changes to the control of and access to the City's off-street parking facilities. Simply by dedicating core interior parking lots and the lower level of the 4th Street Garage to short-term parkers, i.e., spaces with two-hour and four-hour durations, longer term parkers would be forced to use peripheral lots and/or curbside spaces.

However, the 4th Street Garage does require some immediate changes to improve its form and function. By installing parking access control equipment, i.e., gates, ticket dispensers, etc., this facility would allow greater flexibility in management and utilization. Visitors could choose to park for longer than two-hours, the City and commercial businesses could introduce a parking validation program for free, aka, complementary, parking, and the City would have information on the pattern and volume of parking activity for purpose of planning and economic development.

Parking demand will be increasing in Uptown along with the temptation to park longer than the desired and posted duration. Therefore, the City may need to introduce additional parking access and revenue control equipment in its parking lots as a third and phase.

CREATION OF A PARKING ENTERPRISE FUND

Section 10-2-203 of the City Code codifies the need for parking revenue to be dedicated to the provision, maintenance, management, and enforcement of public parking infrastructure. However, a review of the FY16/17 Operating Budget & FY 17/18 Financial Plan yielded no such fund. It is recommended that the City create a parking enterprise fund as was envisioned by the City Code.

RECOMMENDED PARKING MISSION STATEMENT

Ultimately, the goals of the parking system are best formalized by City leadership and best communicated to the public through a mission statement. Though City staff will be tasked with drafting a parking mission statement, the following is offered as an example:

"To provide safe, well-maintained on- and off-street parking facilities, to manage those facilities efficiently, effectively, and equitably so as to benefit a wide variety of parking needs, to operate in a welcoming but business-like manner, to maximize parking performance, keep operating costs low, and be fiscally and operationally responsive to the changing parking needs of Greenville's residents, visitors, employees, business owners, and property owners".

CURRENT AND FUTURE PARKING CONDITIONS



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INTRODUCTION

The City of Greenville ("City") retained Walker Parking Consultants (Walker) to perform a comprehensive parking needs assessment and develop an operations and management plan identifying the cost and timeframe for implementing key operational, financial, and capital recommendations. Currently, the parking system in Uptown Greenville is a mix of on-street parking spaces, public off-street lots, the public 4th Street Deck, and private lots and decks, all developed in response to a specific need at a specific time and operating under varying levels of control and maintenance.

East Carolina University's (ECU) campus borders Uptown Greenville and is a major owner and operator of off-street parking. The boundary of this parking study was modified to both capture current University parking activity and assess the impact associated with ECU's known and proposed redevelopment plans. As such, ECU became a financial contributor and partner with the City on this study.

Given the complexity of parking ownership and operation and the mounting pressure generated by new development activity, the City recognized that the current management plan is inefficient and that a new path is needed to better serve the community at large. The City, through our analysis, is seeking answers to the following questions:

1. What is the demand for parking in Uptown Greenville?
2. What is the true cost to provide and maintain its parking system?
3. What parking rates (monthly and hourly) are appropriate and/or required?
4. Which City department or departments should be involved in parking management?
5. What changes need to be made to existing codes and ordinances to make the parking program effective and responsive?
6. What impact will the large amount of new development in Greenville have on parking in Uptown?
7. What impact will new developments in the study area that are associated with ECU have on parking in Uptown (and vice versa)?
8. Could parking facilities owned and operated by the City and ECU be managed to benefit each other and the overall needs of Uptown's residents, employees, and visitors?

The purpose of the study is to provide a quantitative evaluation of the existing parking adequacy that clearly identifies the parking inventory, utilization and availability in Uptown Greenville, while also providing insight on how the existing parking supply may be used more efficiently. Through this analysis, Greenville hopes to build a roadmap to guide parking operations over the next ten years, specifically in conjunction with the large amount of development that is happening in the City.

STUDY AREA BOUNDARY

The boundaries of the study area in Greenville include the Tar River to the north, Pitt Street/Bonners Lane/the railroad tracks to the east, 9th Street/10th Street to the south, and Cotanche Street/Reade Circle/the large ECU surface lots on Reade Street to the west. The blocks encompassing the three large ECU surface lots on Reade Street, as well as the blocks encompassing the ECU surface lots between 9th Street and 10th Street and Evans Street and Cotanche Street were added to the study area in an additional agreement with ECU. The figure below shows the boundaries of the study area surveyed by Walker.

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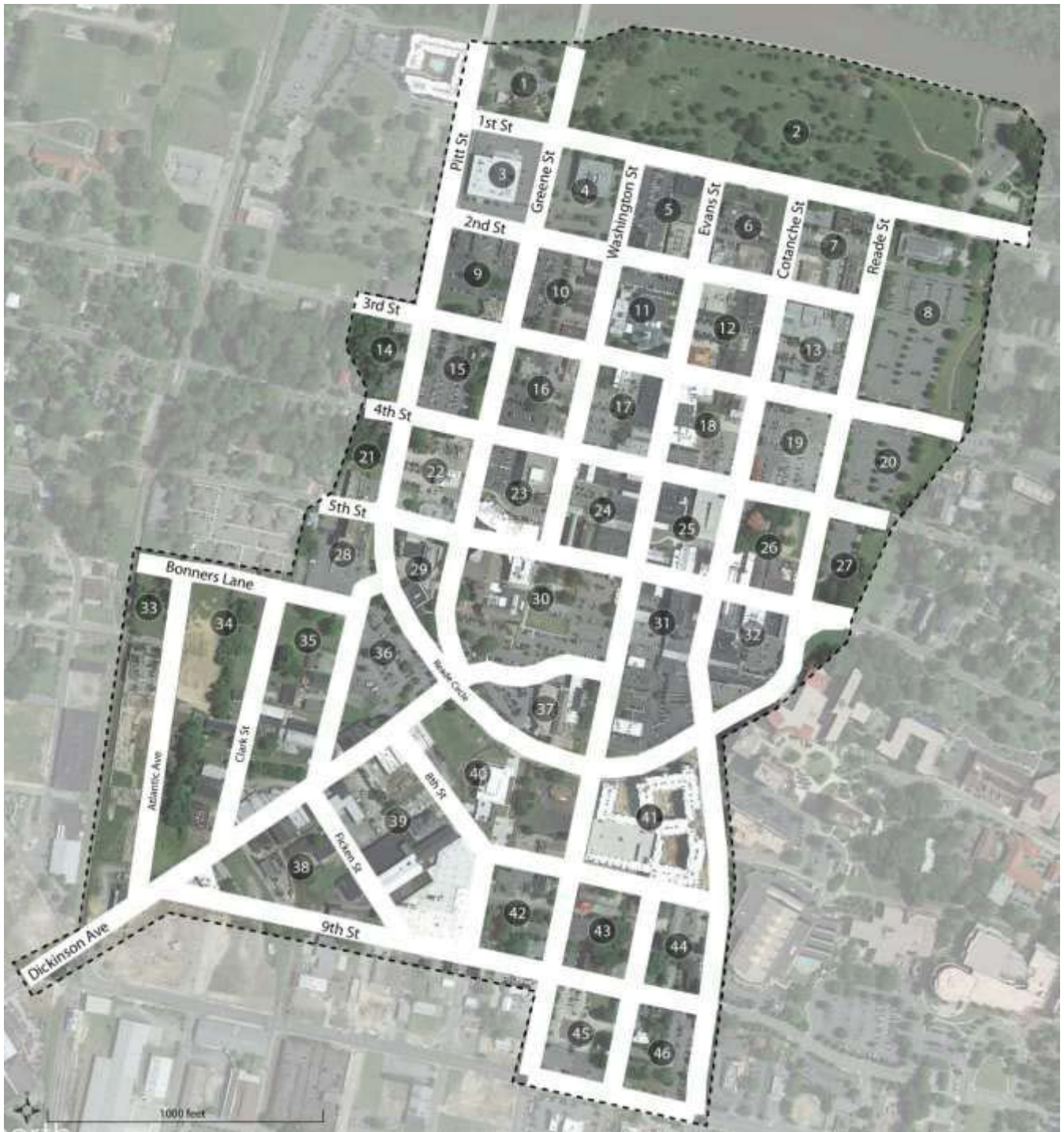
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Figure 1: Study Area



Source: Google Earth, Walker Parking Consultants, 2017

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PARKING INVENTORY

ON-STREET PARKING

The foundation of a parking supply and demand study is an inventory of the existing parking supply. Parking in the study area is available in several forms. The vast majority of on-street parking is free, with a two-hour time limit from 8:00 a.m. to 5:00 p.m. on most blocks (that are available for parking). Other blocks outside of the Uptown core commercial area are warehouse/vacant areas, and the curbside spaces are unrestricted. In addition, blocks along 1st Street offer unrestricted parking. There are two block faces with metered parking. For the most part, on-street parking is signed and restrictions are clearly marked. Approximately half of the study area is signed as no parking, while six block faces were closed for construction during our field observations.

The table below summarizes the on-street parking inventory by restriction, including 2-hr, ADA (handicap), 30-min, unrestricted, reserved and metered. Walker observed a total of 657 on-street spaces during our survey. Approximately sixty-one percent of the available supply is restricted to two-hour parking during normal business hours, while another twenty-eight percent of the available supply is unrestricted. Four percent of the supply is metered.

Table 1: On-Street Parking Supply

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

Source: Walker Parking Consultants, 2017

It should be noted that the two-hour on-street spaces/restrictions include E-tag designations. In an effort to satisfy the demand for long-term parking, the City created a permit program where for an annual fee of \$75.00 an individual could purchase a permit that allows all day parking at designated two-hour curbside and select off-street spaces. This is a unique practice and is in direct conflict with the intended goal of on-street parking in commercial areas, namely to provide convenient, high-turnover parking spaces for shoppers, diners, and other short duration of stay visitors. In total, there are 131 E-tag designated two-hour spaces, including 63 on the more retail and restaurant oriented streets south of East 3rd Street and north of East 5th Street. In September, 2017 there were 90 E-tag permits in circulation.

A visual representation of on-street parking restrictions is shown on Figure 2. As illustrated, Uptown offers a complex patchwork of on-street parking options. Evans Street between 2nd Street and 5th Street is particularly complicated as three to four different types of parking restrictions are included on the same block face. Please note, some block faces in the Dickinson Avenue Corridor portion of the study area were listed as no parking even though no signage was present, as the consultant determined that the streets were too narrow to safely allow for on-street parking.

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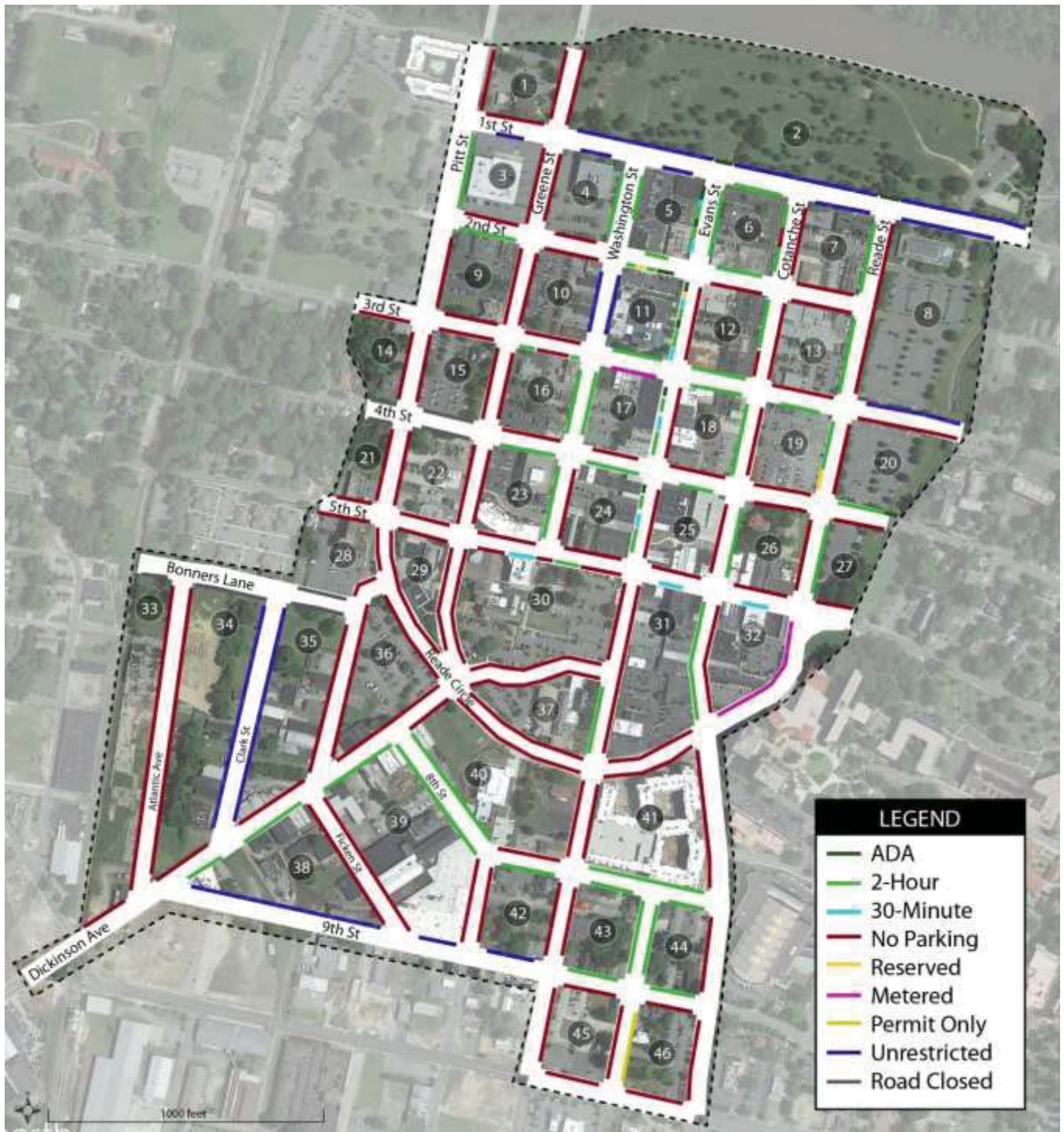
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Figure 2: On-Street Parking Restrictions



Source: Google Earth, Walker Parking Consultants, 2017

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PUBLIC OFF-STREET PARKING

City owned/operated off-street parking is available in Uptown in one parking deck and nine surface lots. The public facilities include the 4th Street Deck, the Courthouse Lot, Blount Harvey Lot, Roses Lot, Harris Lot, Merchants Lot, Five Points Plaza Lot, Edwards Lot, Georgetown Lot and Hodges Lot. Please note, the public lot at the corner of Reade Circle and Dickinson Avenue was closed due to construction associated with the Sidewalk Development project when the site visits were performed. While these facilities are designated as public, six of the lots (Courthouse, Blount Harvey, Harris, Merchants, Edwards, and Georgetown) and the 4th Street Deck have spaces reserved for long-term leased parkers. The Georgetown Lot has spaces reserved for E-tag parkers. The 4th Street Deck also has 60 spaces reserved for City of Greenville staff. These spaces are reserved for City parkers who were displaced when the lot at Reade Circle and Dickinson Avenue was closed in early 2017.

Public off-street parking is offered free of charge with a two-hour time limit in the Blount Harvey Lot, the Roses Lot, and the Five Points Plaza Lot. All other public lots are either completely filled with leased parking spaces from 7:00 a.m. through 5:00 p.m. (Courthouse Lot, Harris Lot, and Edwards Lot) or they feature two-hour metered spaces that utilize a pay station (Georgetown Lot and Hodges Lot). The 4th Street Deck has 42 spaces with metered parking from 9:00 a.m. to 6:00 p.m.

Based on the data collected, there are a total of 637 public off-street parking spaces in the study area. Surprisingly, only forty-one percent are available for use by the general public. The remaining fifty-five percent of spaces in the public off-street lots are reserved for specific user groups (City staff) or are leased spaces to various business owners, employees and residents. Leased parking spaces cost \$52 per month.

Unlike on-street parking in commercial areas which are intended for high-turnover, short-term parking activity, off-street spaces can be more flexible, serving the needs of short-term and long-term parkers. However, Greenville has limited that flexibility by leasing or reserving a majority of off-street spaces for long-term/employee use. Coupled with the E-Tag on-street permit program this suggest that the public parking program is biased toward employee parking. Table 2 summarizes the public off-street parking supply by block and restriction while Figure 3 offers a visual representation.

Table 2: Public Off-Street Parking Supply

Facility Name	Block #	2-hr	ADA	Leased	Reserved	Metered	City Staff	EV	15-min	Total Supply
Courthouse	12			28						28
Greene Street Lot	15		4				68			72
Blount Harvey Lot	17	12	1	13	2					28
Roses Lot	18	8	2	10						20
Harris Lot	18		1	31						32
Merchants Lot	24	7		10						17
4th St. Parking Deck	25		7	129		42	60	2		240
Five Points Plaza Lot	30	104	5							109
Edwards Lot	31		1	27	2				1	31
Georgetown Lot	32		2			19			2	23
Hodges Lot	32		2			33			2	37
Public Off-Street Total		131	25	248	4	94	128	2	5	637
% of Total		21%	4%	39%	1%	15%	20%	0%	1%	100%

Source: Walker Parking Consultants, 2017

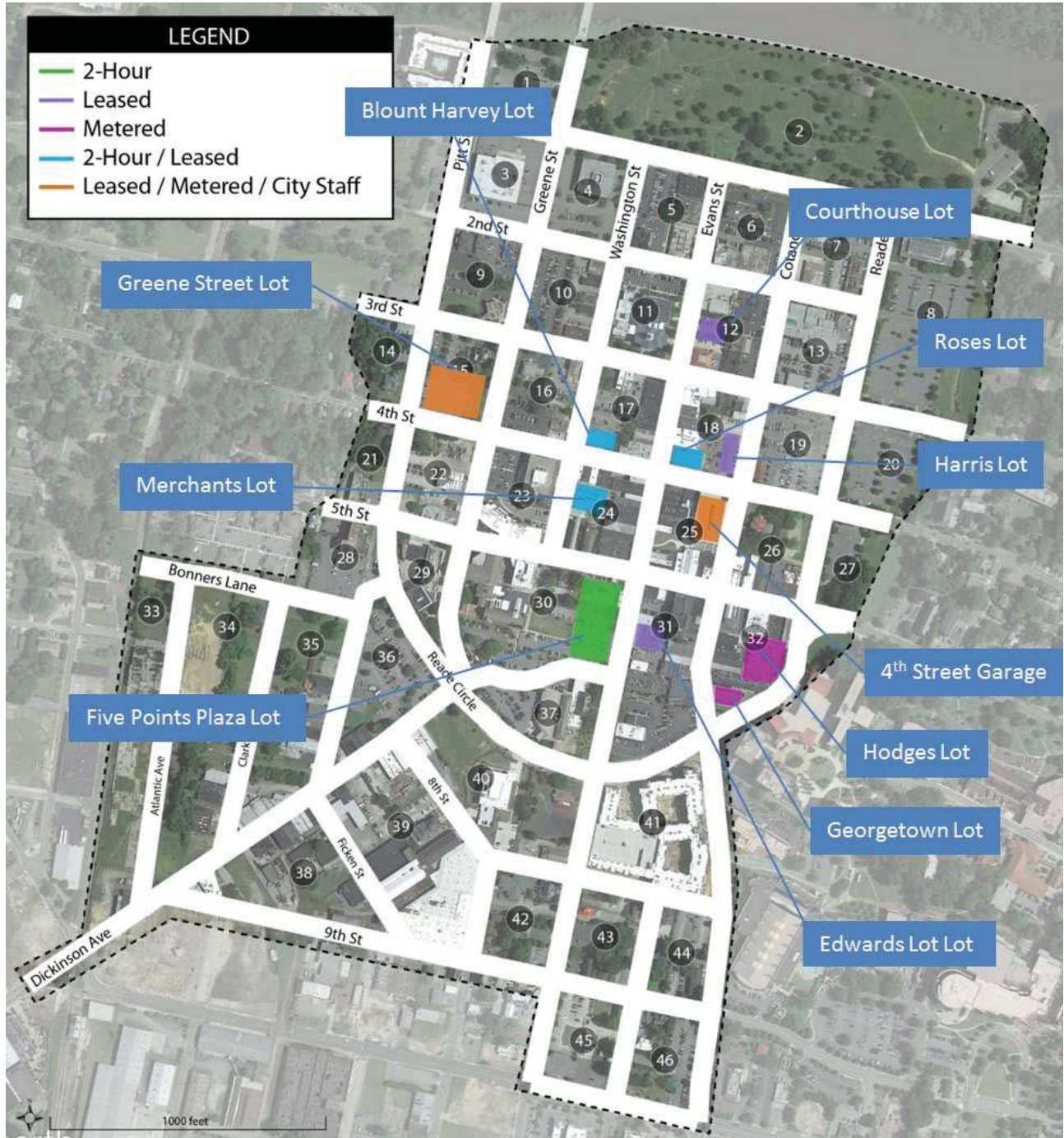
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Figure 3: Public Off-Street Parking Restrictions



Source: Google Earth, Walker Parking Consultants, 2017

EAST CAROLINA UNIVERSITY OFF-STREET PARKING

East Carolina University owns and operates sixteen surface lots within the Uptown study area. Twelve lots are located in the northeast portion of the study area, including three large surface lots east of Reade

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Street. These lots are reserved for a mix of student and staff parking. Additionally, there are four lots in the southeast corner of the study area, near the intersection of Ninth Street and Forbes Street. All four of these lots are reserved for university staff. Students and staff utilize parking permits that are assigned by zone to determine where to appropriately park within the university owned parking system.

Student prices range from a \$5 one-day parking permit to a \$539 annual fee for a reserved space in the on-campus parking deck. The one-day permit equates to \$60 per month while the annual permit equates to nearly \$45 per month. The student lots located in the Uptown study area are zoned B2, with an annual parking permit cost of \$202 (nearly \$17/month). The staff lots located in the study area are zoned as Faculty/Staff B-Zone, with annual permits also costing \$202.

Based on the data collected, there are a total of 1,307 ECU owned parking spaces in the study area. Forty-two percent of the spaces are available for use by staff, while thirty-eight percent are available for use by students. No spaces are available for the general public, i.e., those employees, shoppers, or visitors who are unrelated to ECU but are destined for Uptown Greenville.

Table 3 summarizes East Carolina University's off-street parking supply by lot and restriction.

Table 3: ECU Parking Supply

Lot ID	Staff	Student	Staff/Student	State Veh.	Staff/State Veh.	ADA	Total Supply
7A	24					1	25
7B					24	2	26
7D	33					2	35
8A	118	242				2	362
13A				9			9
13B	32						32
13C	21					2	23
13D	20						20
13E	9					2	11
19A			201			2	203
20A		188				6	194
27A		73					73
43D	7						7
44C	25						25
45A	184						184
46C	78						78
Total	551	503	201	9	24	19	1,307
% of Total	42%	38%	15%	1%	2%	1%	100%

Source: Walker Parking Consultants, 2017

PRIVATE OFF-STREET PARKING

Private parking facilities consist of County government, commercial, and residential parking lots and garages that are either signed as reserved for the specific user group or are restricted to residents or patrons of the on-site businesses. Walker did not survey single-family residential driveways as part of this assessment. Table 4 quantifies the private off-street parking supply by block for the entire study area.

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Table 4: Private Off-Street Parking Supply

Block #	Reserved	ADA	Other	Total Supply
1	56	3		59
2	0	2	60	62
3	101	2		103
4	94	3		97
5	91	5		96
6	75	3		78
7	20	1		21
9	95	6		101
10	108	2		110
11	38			38
12	97	2		99
14	16	1		17
15	36	1		37
16	102	4		106
17	58	1	2	61
18	24			24
21	81	4		85
23	53	4		57
26	66	1	6	73
28	73	2		75
30	95	7	3	105
31	141	2		143
33		1	6	7
34	10			10
35			5	5
38	28		23	51
39	1	3	70	74
40	21	3	64	88
42		3	53	56
43	39			39
44	96			96
46	22		5	27
Total	1,737	66	297	2,100
<i>% of Total</i>	83%	3%	14%	100%

Source: Walker Parking Consultants, 2017

A total of 2,100 private off-street spaces exist in Uptown Greenville. Eighty-three percent of the private parking supply is reserved for a specific user group or landowner while fourteen percent of the spaces are not signed (other).

While there are a great many privately owned and operated parking facilities none are available to the general public for a fee. These facilities, like the Edge Apartments garage and/or Pitt County surface lots, are unavailable "24/7" and none offer free or fee-based access even during hours when, in the case of lots that support government and commercial office buildings, their lots/garages are underutilized.

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CURRENT PARKING CONDITIONS

To determine the parking patterns and usage of parking facilities in the study area, public on- and off-street spaces and ECU off-street spaces were surveyed hourly from 8:00 a.m. to 6:00 p.m. on Tuesday April 25th, 2017. In addition, private off-street spaces were surveyed once during the typical peak demand period from 10:00 a.m. to 2:00 p.m. on Monday April 24th and Tuesday April 25th. Walker's primary survey day (April 25th) occurred during the last week of classes at ECU, with 75-degree weather under mostly sunny skies.

The data collected during the survey is tabulated by parking type and by block to develop a better understanding of the parking system's performance during the survey day. Through our observations, we hope to understand where people are parking and how long they are staying, and ultimately recommend parking policy changes to maximize the efficiency of existing parking resources. As a note, the focus of this study is not solely on the justification of parking utilization or demand projections for purposes of building more public parking facilities in Greenville. The full purpose of the study is to collect sufficient information to make parking planning, operations, and management recommendations to improve the form and function of the City parking system. Parking utilization is but one of many indices used to make these recommendations.

It must be acknowledged that a one-day survey of parking activity will not record statistically all of the potential parking supply and demand issues that an area experiences. However, it is unrealistic from a time and budget perspective to collect 365 days of parking occupancy, turnover, and duration data. Given this reality, the consultant works with the client and stakeholders to target, ideally, a typical day/period of parking activity and as such the weekday 8:00 a.m. to 6:00 p.m. period while ECU was still in session was selected.

ON-STREET OCCUPANCY

On-street parking occupancy was observed on Tuesday April 24th, 2017 from 8:00 a.m. until 6:00 p.m. with surveys beginning at the top of each hour. The data was collected using license plate recognition (LPR) technology. Two cameras are mounted on a vehicle driving the same circuit once every hour. The cameras capture a picture of the vehicle, the license plate, and the geospatial location (including an estimated address) of the parked vehicle. Walker then tabulates the data in order to determine the occupancy rate on each block face within the study area.

Due to the fact that classes were still in session at ECU, we assumed the survey day represents average parking conditions in Uptown Greenville. Peak on-street occupancy occurred at 10:00 a.m., with approximately sixty-seven percent, or 440 of the available 657 spaces occupied. While the overall occupancy rate does not suggest a system wide problem, it is important to note that parking "hot spots", or areas where the occupancy rate exceeded 85 percent of capacity, were observed, particularly along 1st Street, 8th Street, Evans Street, and block faces in the area of ECU's large surface lots in the northeast portion of the study area.

The table on the following page summarizes the observed occupancy rates by block face for every hour surveyed. Additionally, please refer to Figure 4 to see a graphical representation of the peak hour on-street occupancy rates.

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Table 5: On-Street Parking Occupancy

Block ID	Inventory	8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	
2	S	58	48%	79%	83%	79%	72%	66%	66%	64%	48%	34%	29%
3	N	4	0%	0%	25%	75%	75%	50%	100%	75%	75%	100%	50%
3	W	8	0%	0%	50%	38%	50%	25%	63%	100%	63%	63%	38%
4	N	4	0%	75%	50%	75%	100%	75%	100%	100%	25%	25%	0%
4	E	6	0%	17%	83%	50%	17%	0%	0%	0%	0%	0%	0%
5	N	4	25%	100%	100%	50%	50%	75%	75%	75%	75%	25%	50%
5	E	21	43%	81%	76%	67%	71%	57%	67%	57%	57%	5%	5%
5	W	5	0%	80%	80%	40%	20%	20%	0%	0%	0%	0%	0%
5	S	3	33%	100%	100%	67%	67%	33%	67%	67%	0%	0%	0%
6	N	9	78%	100%	100%	78%	67%	67%	78%	67%	22%	0%	0%
6	E	8	38%	38%	50%	38%	13%	38%	50%	50%	38%	0%	0%
6	W	7	14%	100%	71%	71%	29%	29%	57%	43%	29%	14%	0%
6	S	6	33%	100%	67%	50%	17%	17%	67%	50%	33%	17%	0%
7	N	8	75%	88%	88%	63%	38%	50%	38%	25%	25%	25%	0%
7	E	12	17%	0%	33%	33%	17%	42%	75%	50%	33%	33%	0%
8	N	24	71%	83%	96%	88%	96%	100%	100%	88%	96%	79%	71%
8	W	14	0%	7%	7%	21%	21%	43%	71%	36%	21%	21%	0%
8	S	4	75%	100%	100%	100%	100%	75%	50%	75%	100%	100%	75%
9	N	7	0%	0%	29%	43%	29%	29%	43%	29%	71%	71%	0%
10	E	5	100%	100%	100%	120%	100%	100%	60%	80%	60%	0%	0%
11	N	11	9%	64%	73%	64%	45%	64%	55%	18%	36%	18%	9%
11	E	24	21%	83%	83%	71%	75%	71%	67%	63%	71%	8%	21%
11	W	6	67%	83%	50%	67%	67%	83%	67%	63%	50%	33%	17%
11	S	9	11%	33%	33%	44%	44%	11%	22%	22%	0%	0%	0%
12	E	9	22%	67%	78%	67%	22%	44%	44%	89%	44%	33%	67%
12	S	2	50%	50%	50%	50%	50%	100%	100%	150%	50%	50%	0%
13	E	18	0%	0%	28%	44%	72%	67%	83%	89%	39%	28%	28%
16	N	3	33%	67%	0%	33%	0%	0%	33%	0%	0%	0%	0%
16	E	5	20%	100%	60%	100%	60%	60%	80%	20%	20%	0%	0%
17	N	5	0%	80%	60%	20%	80%	40%	20%	40%	40%	0%	0%
17	E	17	41%	94%	88%	65%	100%	88%	76%	94%	82%	41%	88%
17	W	5	60%	100%	80%	80%	60%	80%	80%	40%	20%	20%	20%
18	N	5	60%	80%	80%	60%	60%	80%	60%	60%	20%	20%	40%
18	E	11	18%	64%	82%	82%	91%	91%	45%	55%	64%	73%	55%
19	N	4	75%	100%	100%	100%	50%	50%	100%	100%	100%	0%	0%
19	E	13	8%	0%	69%	69%	85%	69%	77%	69%	77%	62%	77%
20	S	9	89%	89%	89%	89%	100%	89%	78%	89%	89%	78%	89%
23	N	8	25%	63%	38%	38%	38%	38%	63%	13%	13%	0%	0%
23	E	6	83%	83%	33%	67%	67%	117%	100%	83%	100%	50%	83%
24	N	9	22%	67%	78%	67%	67%	67%	67%	56%	33%	0%	11%
24	E	18	72%	83%	89%	100%	100%	100%	83%	94%	78%	72%	89%
25	N	3	67%	100%	67%	100%	100%	100%	100%	100%	100%	100%	100%
26	E	7	14%	71%	71%	86%	100%	100%	100%	100%	129%	71%	114%
27	W	19	21%	63%	89%	79%	105%	105%	105%	84%	95%	74%	105%
30	N	5	20%	20%	100%	60%	60%	60%	60%	20%	40%	60%	60%
31	N	3	33%	33%	67%	67%	67%	67%	0%	67%	67%	133%	133%
31	E	7	43%	71%	100%	100%	114%	143%	100%	100%	86%	71%	129%
32	N	2	100%	100%	100%	100%	100%	100%	50%	100%	200%	150%	150%
32	E	24	33%	54%	50%	50%	38%	96%	88%	88%	75%	92%	88%
34	E	15	7%	7%	13%	0%	0%	0%	0%	0%	27%	33%	7%
35	W	15	0%	0%	0%	0%	13%	0%	0%	13%	7%	7%	7%
37	E	4	0%	0%	100%	100%	50%	50%	50%	75%	25%	25%	25%
38	NW	8	38%	63%	75%	75%	50%	50%	63%	63%	88%	88%	88%
38	S	10	0%	0%	0%	0%	0%	0%	0%	0%	0%	40%	90%
39	NE	13	31%	92%	108%	100%	92%	92%	77%	77%	69%	69%	46%
39	NW	7	0%	0%	0%	0%	0%	0%	0%	14%	0%	43%	86%
39	S	4	0%	0%	25%	25%	25%	25%	50%	50%	50%	0%	0%
40	SW	14	71%	93%	93%	86%	100%	93%	79%	100%	93%	93%	100%
41	S	14	93%	86%	93%	79%	93%	93%	100%	100%	100%	107%	93%
42	N	8	75%	75%	75%	63%	88%	100%	88%	63%	88%	88%	63%
42	S	5	80%	60%	120%	100%	60%	60%	80%	60%	60%	40%	60%
43	N	5	100%	80%	80%	100%	100%	100%	100%	80%	80%	80%	100%
43	E	7	57%	57%	57%	71%	86%	86%	86%	86%	57%	43%	43%
43	S	8	63%	75%	63%	63%	75%	63%	63%	88%	88%	88%	88%
44	N	5	80%	80%	80%	80%	80%	80%	80%	80%	60%	60%	40%
44	W	6	67%	100%	133%	117%	133%	117%	133%	117%	150%	150%	150%
44	S	9	56%	67%	56%	56%	56%	67%	89%	78%	78%	78%	78%
46	W	8	25%	38%	50%	50%	50%	50%	75%	75%	75%	50%	88%
Total Spaces		657	242	395	440	417	416	423	435	420	380	297	317
% Occupied		657	37%	60%	67%	63%	63%	64%	66%	64%	58%	45%	48%

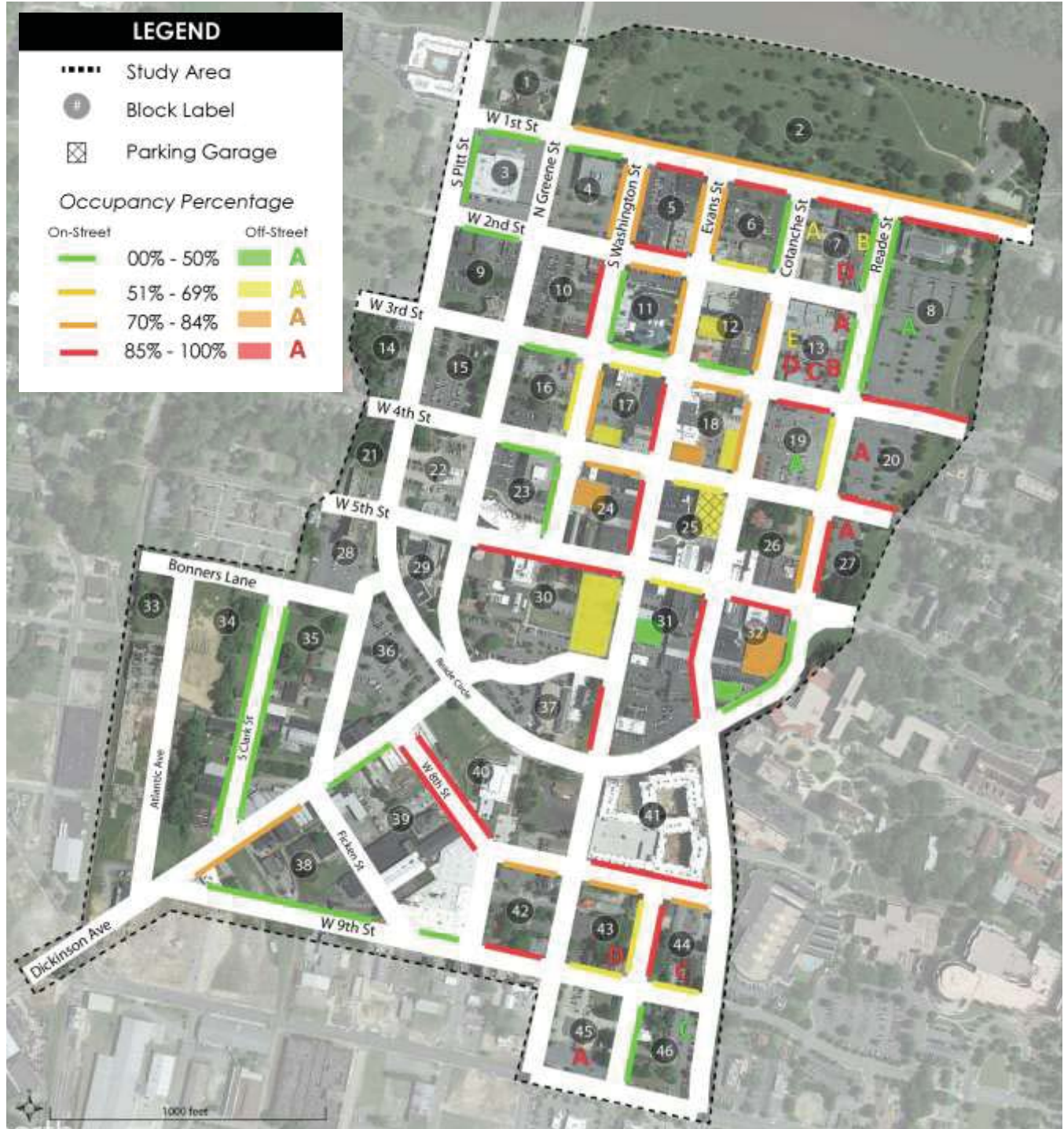
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Figure 4: On-Street Peak Hour Occupancy – 10:00 a.m.



Source: Google Earth, Walker Parking Consultants, 2017

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PUBLIC OFF-STREET PARKING OCCUPANCY

Walker surveyed the public off-street parking facilities on Tuesday April 25th, 2017, hourly between 8:00 a.m. and 6:00 p.m. The table below summarizes Walker's observations. The public off-street parking demand peaked at 12:00 p.m. with 426 of the 637 available public spaces occupied, or sixty-seven percent of the capacity. This is not to say that certain parking facilities did not experience parking levels near or at capacity at various points throughout the day, as shown in red in the following table.

Table 6: Public Off-Street Parking Occupancy

Block ID	Facility Name	Inventory											
			8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM
12	Courthouse Lot	28	25%	61%	64%	68%	50%	50%	68%	57%	57%	21%	7%
15	Greene Street Lot	72	57%	60%	68%	68%	67%	68%	68%	56%	54%	21%	15%
17	Blount Harvey Lot	28	14%	43%	61%	64%	71%	75%	75%	64%	54%	39%	25%
18	Roses Lot	20	45%	70%	75%	80%	85%	80%	90%	80%	75%	25%	60%
18	Harris Lot	32	31%	66%	66%	63%	66%	63%	69%	66%	59%	47%	16%
24	Merchants Lot	17	18%	47%	71%	82%	59%	71%	82%	82%	88%	65%	47%
25	4th St. Parking Deck	240	48%	55%	61%	56%	53%	55%	57%	53%	53%	50%	40%
30	Five Points Plaza	109	14%	32%	61%	73%	95%	84%	72%	64%	72%	73%	83%
31	Edwards Lot	31	26%	32%	35%	52%	32%	29%	35%	29%	42%	52%	52%
32	Georgetown Lot	23	9%	35%	39%	65%	91%	83%	78%	87%	74%	83%	100%
32	Hodges Lot	37	59%	65%	73%	84%	95%	100%	92%	97%	92%	92%	84%
Total Spaces	----	637	237	323	391	413	426	420	421	387	389	332	303
% Occupied	----	----	37%	51%	61%	65%	67%	66%	66%	61%	61%	52%	48%

Source: Walker Parking Consultants, 2017

Walker has included a pictorial representation of the peak hour (12:00 p.m.) for off-street public parking occupancy rates in Figure 5.

At 12:00 p.m., the Roses, Five Points, Georgetown, and Hodges Lots all experienced an occupancy rate greater than eighty-five percent. In addition, the Blount Harvey Lot experienced an occupancy rate above seventy percent. The only lot in the study area to not exceed an occupancy rate of fifty percent during the peak hour was the Edwards Lot. Four lots (Roses, Five Points, Edwards, and Georgetown) saw an increase in occupancy from 4:00 p.m. to 6:00 p.m., most likely for the dinner hour and nightlife entertainment options in Uptown.

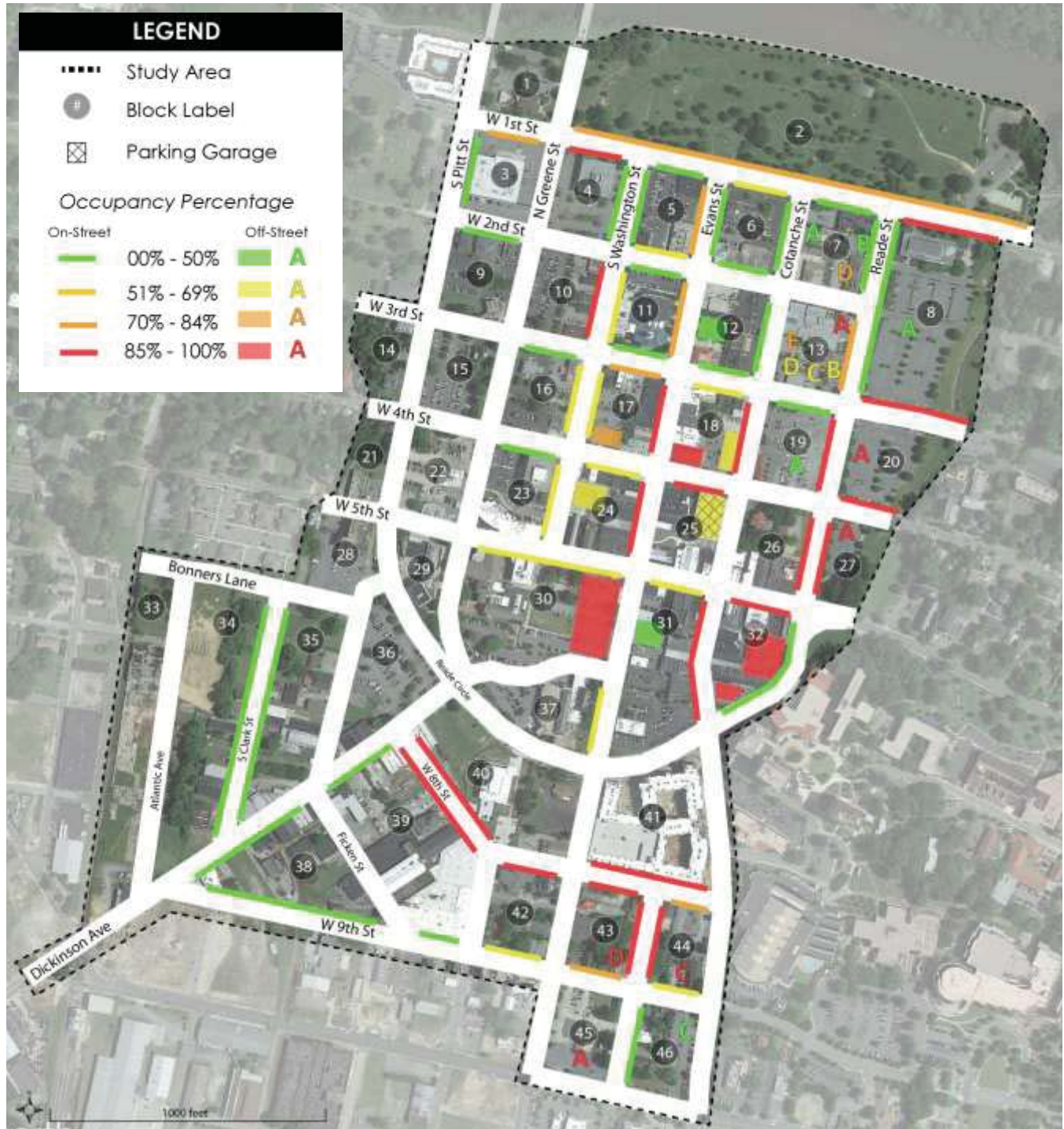
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Figure 5: Public Off-Street Peak Hour Occupancy – 12:00 p.m.



Source: Google Earth, Walker Parking Consultants, 2017

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EAST CAROLINA UNIVERSITY OFF-STREET PARKING OCCUPANCY

Walker also surveyed select East Carolina University off-street parking facilities within the study area on Tuesday April 25th, 2017, hourly between 8:00 a.m. and 6:00 p.m. The table below summarizes Walker's collected data. The ECU parking utilization peaked at 2:00 p.m. with 836 of the 1,307 available spaces occupied, or sixty-four percent of the capacity.

Table 7: ECU Off-Street Parking Occupancy

Block ID	Inventory											
		8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM
7A	25	44%	48%	60%	52%	40%	44%	84%	80%	12%	0%	0%
7B	26	65%	65%	58%	69%	50%	69%	77%	73%	12%	8%	4%
7D	35	60%	83%	86%	80%	74%	80%	86%	83%	40%	9%	0%
8A	362	23%	24%	23%	22%	24%	31%	30%	20%	19%	15%	14%
13A	9	89%	100%	100%	78%	89%	89%	67%	89%	100%	100%	100%
13B	32	28%	66%	88%	84%	56%	84%	91%	94%	69%	16%	6%
13C	23	57%	83%	91%	83%	61%	91%	87%	91%	57%	26%	13%
13D	20	75%	90%	85%	80%	60%	100%	100%	100%	45%	10%	0%
13E	11	73%	64%	64%	55%	82%	82%	64%	82%	27%	9%	9%
19A	203	34%	47%	50%	50%	45%	46%	51%	51%	41%	13%	9%
20A	194	97%	100%	97%	97%	89%	92%	89%	92%	89%	88%	90%
27A	73	100%	100%	100%	100%	95%	100%	100%	100%	99%	97%	99%
43D	7	100%	86%	100%	114%	100%	100%	86%	86%	86%	43%	57%
44C	25	96%	96%	96%	96%	96%	96%	92%	88%	80%	84%	88%
45A	184	65%	81%	88%	89%	88%	88%	90%	86%	78%	33%	17%
46C	78	32%	33%	35%	32%	31%	29%	41%	38%	36%	22%	24%
Total	1,307	693	787	809	797	747	815	836	799	670	453	410
% Occupied	----	53%	60%	62%	61%	57%	62%	64%	61%	51%	35%	31%

Source: Walker Parking Consultants, 2017

At 2:00 p.m., nine lots experienced an occupancy rate greater than 85 percent. In addition, two lots experienced an occupancy rate above 70 percent, while two lots did not exceed an occupancy of 50 percent during the peak hour. Four lots (13A, 20A, 27A, and 44C) saw nearly full occupancy rates throughout the course of Walker's survey. Two lots, 8A and 46C, never saw occupancy rates rise above 50 percent throughout the course of the day.

Again, Walker has included a pictorial representation of the peak hour (2:00 p.m.) for ECU parking occupancy rates in Figure 6 on the following page.

This analysis might suggest that ECU's Uptown parking lots are well positioned to satisfy current and future parking needs associated with Uptown's commercial and residential activities. ECU's lot in Block 8 with a capacity of 362 spaces and a surveyed peak occupancy of only 113 vehicles/spaces is particularly interesting. However, it is unclear how this lot and the other ECU parking assets fit into the University's overall parking and transportation demand management program. City staff and Uptown stakeholders should not presume that ECU is willing or able to manage its parking facilities to meet Uptown's needs.

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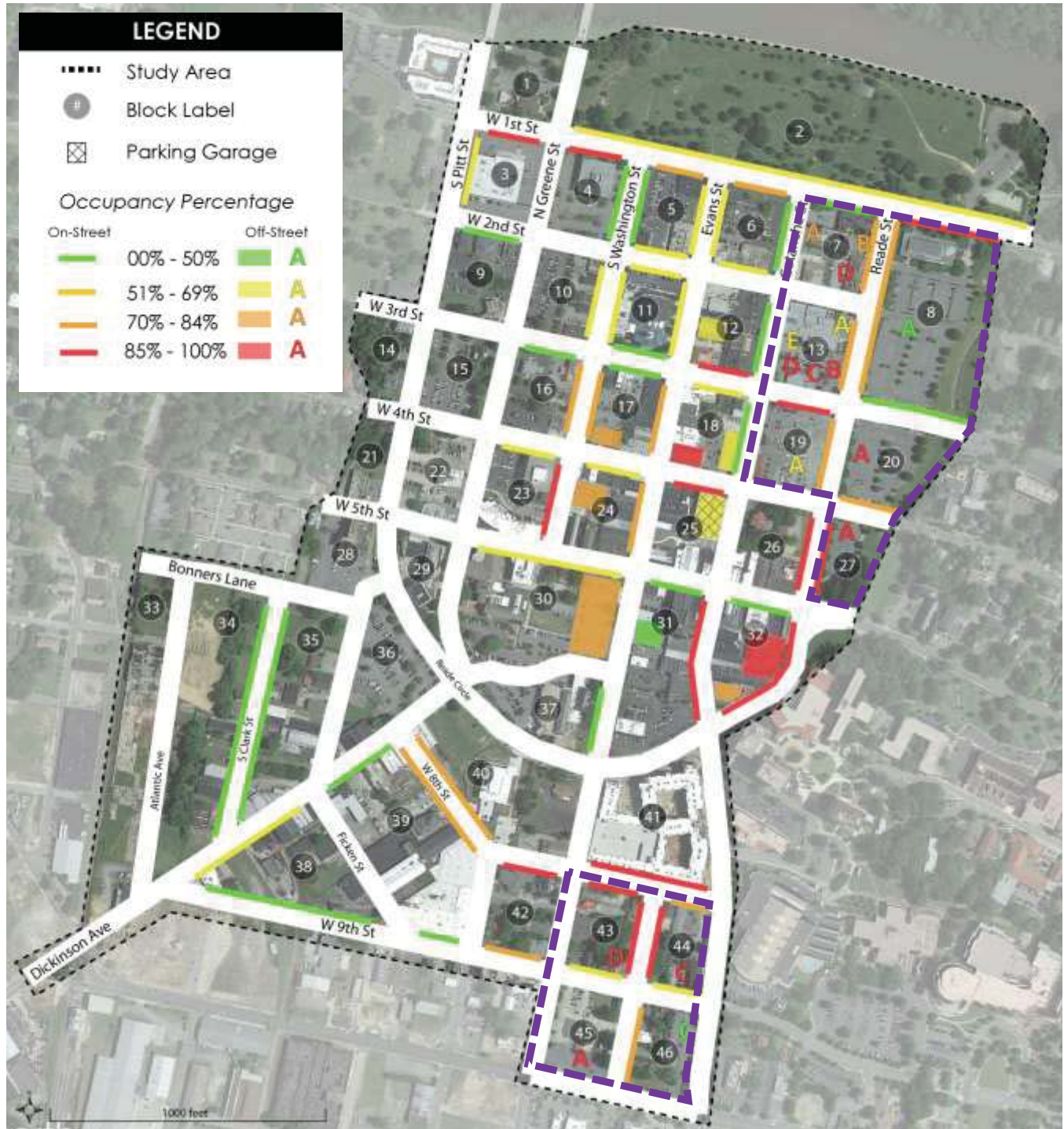
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Figure 6: ECU and System-Wide Off-Street Peak Hour Occupancy – 2:00 p.m.



Source: Google Earth, Walker Parking Consultants, 2017

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PRIVATE OFF-STREET PARKING OCCUPANCY

Private off-street parking facilities were surveyed once between 10:00 a.m. and 2:00 p.m. on Monday April 24th and Tuesday April 25th, 2017, to confirm the parking inventory and to determine peak hour parking occupancy rates. Two interns working with Uptown Greenville assisted Walker in this effort. Private parking facilities may be designated for use by a specific commercial/private use or for residential parking. These facilities generally are not available to the general public for use during a typical day, unless signed otherwise.

Because these spaces are not available to the general public, Walker's goal was not to establish baseline conditions, but rather confirm general usage and identify opportunities for shared parking. Overall, the private off-street supply is sufficient to support demand, with forty-eight percent of the 2,172 available spaces occupied. Seven of the seventy-seven surveyed lots experience occupancy levels above eighty-five percent of capacity. When occupancy exceeds this level, patrons may experience delays and frustration while searching for a space. Therefore, the parking supply may be perceived as inadequate even though there are some spaces available in the parking system.

Like the assessment of ECU's supply and utilization, the City and its stakeholders should not assume that private/restricted parking facilities will become available "overnight" to meet Uptown's parking needs. The liability of sharing these private spaces with the general public is too great and the market rate for parking should these owners wish to operate for profit in the evening is not sufficient at present to create this type of incentive.

ON-STREET TURNOVER AND DURATION

In addition to determining occupancy rates at on-street spaces within the study area, Walker used the data collected with the LPR camera to calculate duration and turnover on each block face. These two performance measurements, together with occupancy provide Walker with a more complete picture of parking activity in Uptown Greenville. For our purposes, the duration refers to the average length of stay a vehicle is parked on a block face and can be calculated by dividing the total number of occupied hours by the total number of cars parked during a particular survey period; in our case, eleven hours. Turnover refers to the number of cars to park in a space over the course of the survey period. These measures allow us to further explore the efficiency of the parking system, and, in the case of the short-term parking, identify the level of non-compliance with existing posted restrictions (i.e., 30 minute and 2-hour spaces).

In central business districts, where there is a lot of activity and demand for convenient parking is high, the goal is to encourage turnover of the most convenient parking spaces by limiting the number of hours a vehicle is parked. For example, under current parking regulations in Uptown (two-hour time limit), one space on Evans Street could service between five and six customers during an eleven-hour day.

Figure 7 on the following page shows the average length of stay (duration) and the turnover for each block face (that offers parking) in our study area. It is important to keep in mind that the City employs a E-Tag program/permit on some Uptown streets where two-hour durations are posted.

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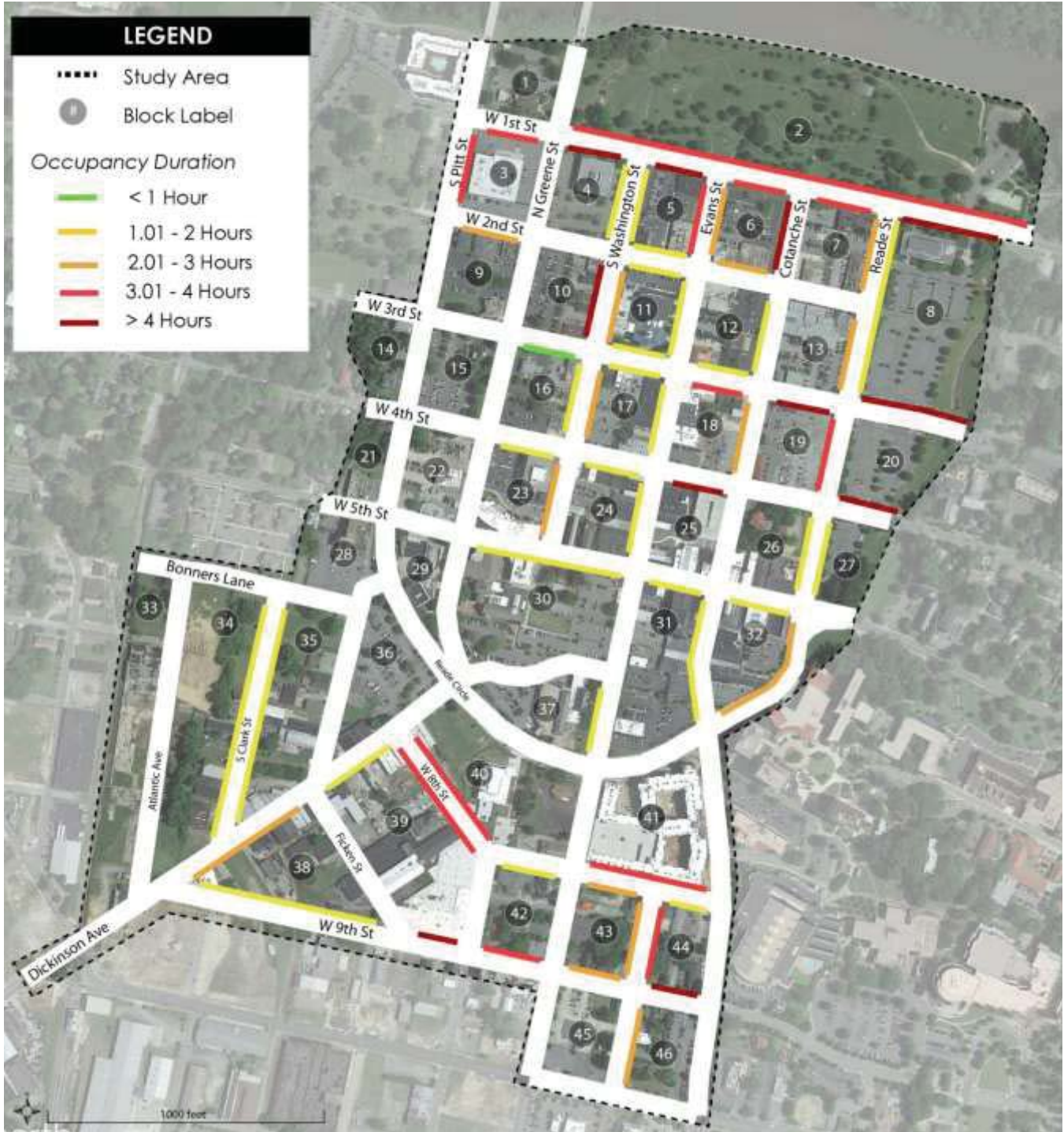
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Figure 7: On-Street Average Parked Duration



Source: Google Earth, Walker Parking Consultants, 2017

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Table 8 and Figure 8 summarize the results of the parking duration of stay surveys for each of the various on-street parking restrictions. The critical focus is on the vehicle parked durations at 30-minute, two-hour, and metered spaces. The volume of vehicles parking in excess of the posted durations was alarming as the surveys revealed that twenty-five percent of all vehicles parked in 30-minute, two-hour, and metered on-street spaces parked longer than two-hours. To make matters worse, those vehicles consumed 34% of all potential parking time at these spaces, a figure that is measured by multiplying the total number of spaces by the total number of hours. However, it must be remembered that 131 of the 402 two-hour spaces fall under the City's E-Tag program and that 90 E-Tags are currently in circulation.

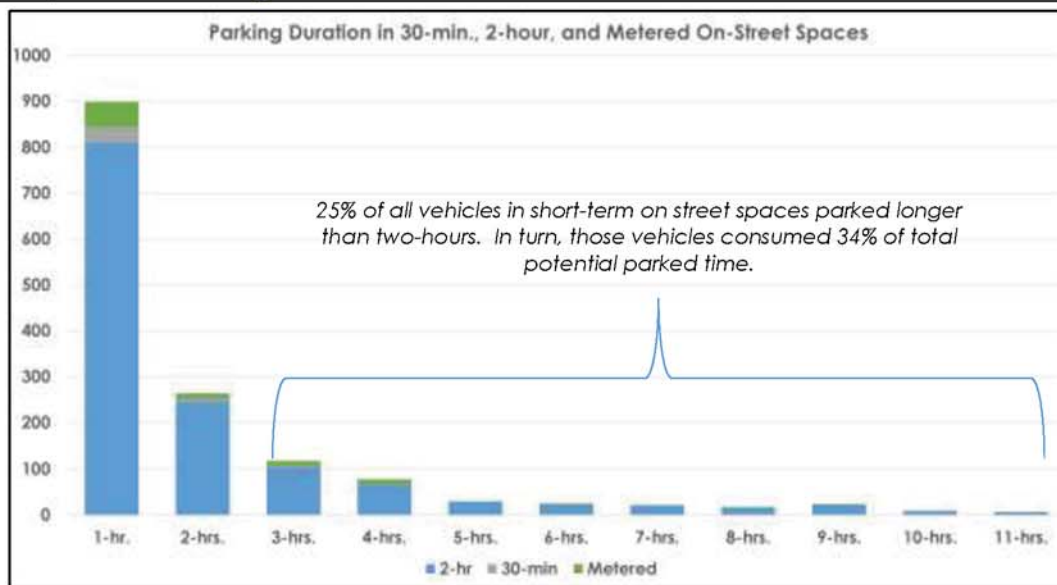
Table 8: Turnover and Duration by Parking Restriction

Restriction	Inventory	Parked Duration										
		1-hr.	2-hrs.	3-hrs.	4-hrs.	5-hrs.	6-hrs.	7-hrs.	8-hrs.	9-hrs.	10-hrs.	11-hrs.
2-hr	402	810	245	104	67	29	22	21	16	22	10	7
30-min	14	35	7	4	2	0	1	0	0	0	0	0
Metered	29	54	12	11	9	1	3	1	2	2	0	0
Unrestricted	184	89	37	14	19	13	7	16	11	12	8	22
Reserved	13	10	6	3	2	1	1	0	0	0	0	0
Total Supply	657	998	307	136	99	44	34	38	29	36	18	29

Vehicles parked beyond posted duration

Source: Walker Parking Consultants, 2017

Figure 8: Summary of On-Street Parking Performance



Source: Walker Parking Consultants, 2017

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Table 9 examines the average duration of stay and vehicle per space turnover rate for each of the on-street parking restrictions in Uptown. During the course of the survey day fifty-nine percent of the total parking time available for all on-street spaces was utilized, the average parked duration of stay was 2.4 hours, and the average vehicle per space turnover rate was 2.7. This would suggest that, overall, Uptown's on-street parking inventory is underutilized. These figures do include the unrestricted and reserved spaces that are in low demand areas, are in peripheral locations, or are designated for a specific user group but they also include short-term spaces in high demand areas. For example, there are fourteen 30-minute space which create 154 total potential parkers hours. However, only 49 different vehicles during the course of the day used these spaces consuming only 49% of available parking time, and the average parked duration for these 30-minute spaces was 1.5 hours. The sum of these occupancy, parked duration, and vehicle per space turnover figures suggest that the on-street spaces in Uptown Greenville are not being utilized to their full potential and that additional and/or improved parking enforcement is required.

Table 9: Summary of On-Street Parking Performance

Restriction	Total Potential Hours	Total Parked Vehicles	Parked Hours Number / % Used	Avg. Duration of Stay (hrs.)	Avg. Vehicle/Space Turnover
2-hr	4,422	1,353	2,807 63%	2.1	3.4
30-min	154	49	75 49%	1.5	3.5
Metered	319	95	211 66%	2.2	3.3
Unrestricted	2,024	248	1,018 50%	4.1	1.3
Reserved	143	23	50 35%	2.2	1.8
Total Supply	7,062	1,768	4,161 59%	2.4	2.7

Source: Walker Parking Consultants, 2017

SYSTEMWIDE PEAK OCCUPANCY AND EFFECTIVE ADEQUACY

A parking supply operates at peak efficiency when parking occupancy reaches eighty-five percent to ninety-five percent of the total supply. When occupancy exceeds this level, patrons may experience delays and frustration while searching for an available space. Therefore, the parking supply may be perceived as inadequate even though there are some spaces available. This is defined as the effective or operational parking capacity. The small cushion between the total supply and the effective supply accounts for vehicles moving in and out of spaces, spaces lost to snow, mis-parked and oversized cars, and the general search time needed to find the last few available spaces. A ten percent cushion for the effective parking supply is recommended for parking in Uptown Greenville.

As noted previously, Walker observed the overall peak occupancy hour to be 2:00 p.m. in the Uptown study area with 2,678 parked vehicles, or a fifty-seven percent occupancy rate. This include all public, ECU, and private/restricted spaces. Using Table 10, a comparison was made between the effective parking supply to observed parking utilization during the overall peak occupancy hour in order to determine the effective adequacy (surplus or deficit). Overall, there is a 1,553 space operational surplus of parking spaces in Uptown Greenville during the period of peak daytime demand. However, of that figure, 340 of the available spaces are in ECU's Uptown lots and an additional 904 are in private/restricted off-street spaces. Furthermore, if patrons to Uptown's shops, restaurants, and offices in the core are unwilling to walk a block or more to their destination they will perceive that Uptown has a shortage of spaces. Nonetheless, if a parker is willing to walk a block or more they would find plenty of available spaces.

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Table 10: System-wide Effective Parking Occupancy and Adequacy

Parking Type	Supply	Effective Supply	Peak (2 PM) Occupancy	Peak Surplus/ (Deficit)
On-Street	657	591	435	156
Public Off-Street	637	573	421	152
Public Subtotal	1,294	1,165	856	309
ECU Off-Street	1,307	1,176	836	340
Private Off-Street	2,100	1,890	986	904
Total	4,701	4,231	2,678	1,553

Source: Walker Parking Consultants, 2017

PUBLIC AND EAST CAROLINA UNIVERSITY PARKING OCCUPANCY AND ADEQUACY

As described previously, parking adequacy is the ability of the parking supply to effectively, or operationally, accommodate the parking demand. Most parking facilities reach effective capacity before they reach physical capacity. It is this effective capacity Walker used to determine if parking surplus or deficits currently exist by block for publicly available and ECU parking. Overall, the Uptown area currently experiences a parking surplus of approximately 649 spaces at public and ECU parking facilities. While the overall supply is sufficient to support demand, this does not mean that there are not localized parking shortages on certain blocks in publicly available parking facilities. Fourteen blocks in the study area currently have at least an eighty-five percent effective occupancy rate, while four blocks currently have a minor parking deficit of one to three spaces (Block ID # 26, 27, 41, and 44). Seventeen blocks are projected to have an occupancy rate under fifty percent, while ninety-one percent of the blocks are projected to have a parking surplus.

The Figure 9 on the following page illustrates the current parking occupancy and adequacy by block for both public- and ECU-available parking facilities. Overall, adequate public parking supply is still available in Uptown with current conditions.

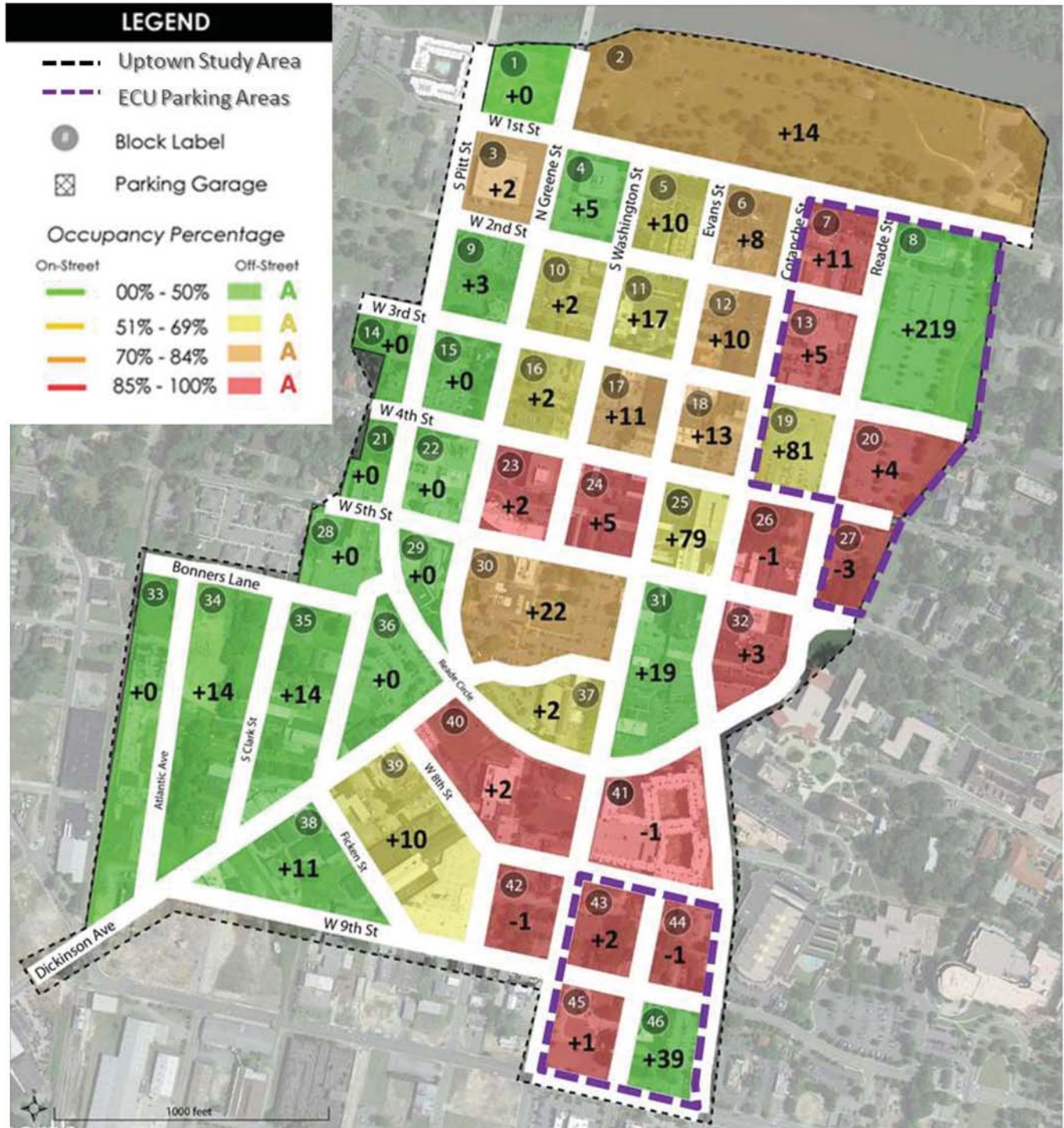
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Figure 9: Current Parking Occupancy and Adequacy at Publicly Available and ECU Facilities



Source: Google Earth, Walker Parking Consultants, 2017

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STAKEHOLDER INPUT

PUBLIC LISTENING SESSION AND INTERVIEWS WITH STAKEHOLDERS

Public input is an instrumental part of evaluating and refining local parking policy. To ensure community thoughts and opinions are reflected in this analysis, specifically those of businesses and stakeholders within the study area, Walker held five public listening sessions and conducted six stakeholder interviews to glean a local awareness of the study area and of the City of Greenville as a whole. Walker was able to gain a glimpse into the diverse parking needs and sensitivities of Uptown Greenville.

Walker held two public listening sessions on at Sheppard Memorial Library at the beginning of the assignment and three additional sessions to present draft recommendations. Stakeholders included but weren't limited to restaurant and retail business owners, property owners, residents, Pitt County government officials, and ECU representatives and students. Walker staff also participated in six one-on-one meetings and conference calls with similar key stakeholders. This allowed Walker to listen to local developers and business people regarding their opinions and thoughts on the parking operation and experience in Uptown.

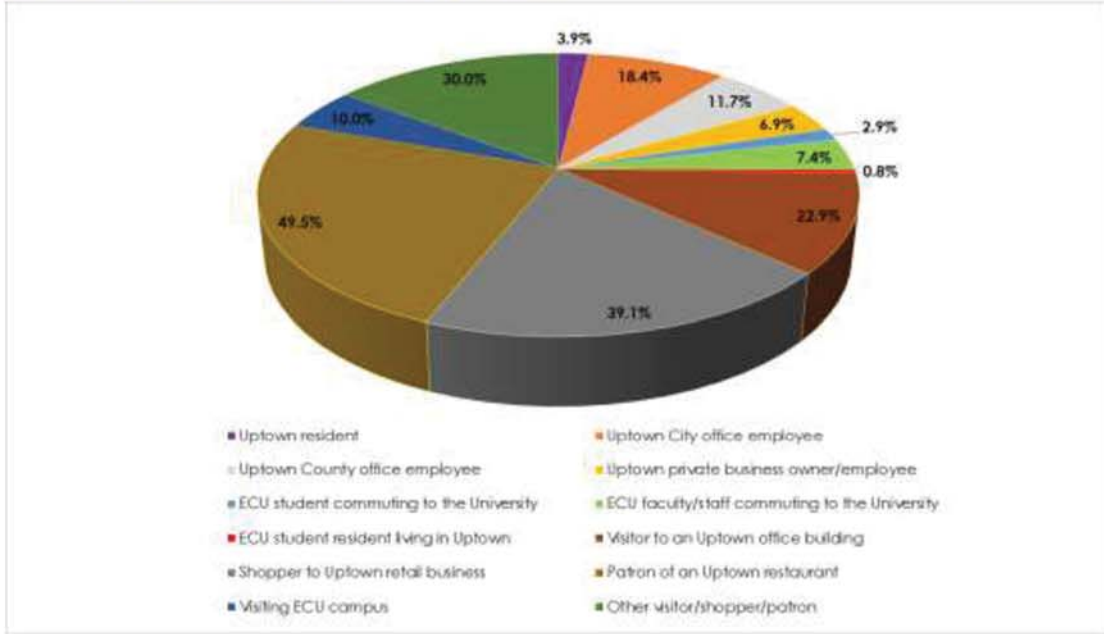
Thoughtful input from employees, developers, residents, students, and visitors to Uptown Greenville demonstrates that public parking is interwoven with many aspects of a vibrant downtown community. There are many opinions on how best to address current and future parking challenges. Adequacy, placement, management, and pricing are the most examined parking-related topics and all are interrelated. Positive communication practices relating to any potential changes to the parking system will enhance the perception of the parking experience and Uptown as a whole, especially to visitors and those that do not park in Greenville on an everyday basis.

ELECTRONIC SURVEY

With promotion and advertising assistance from the City of Greenville and Uptown Greenville, Walker conducted an online survey (via the electronic survey site, Survey Monkey) of Uptown business owners, residents, and visitors to better understand the public's experiences with and perceptions of parking in the Uptown area. The survey was open for responses from Wednesday May 31st through Saturday June 24th, 2017. Any member of the public who chose to, was able to participate. The questions ranged from why respondents visited Uptown, to the time of week most respondents visited, to thoughts on the perceived adequacy of parking in Uptown. In total, 1,006 responses were collected over a three-week period; however, not all 1,006 respondents answered every question in the survey. The full results of the survey were made available to the City of Greenville.

When asked about their principal mode of transportation to Uptown, ninety percent of respondents said they drove alone, six percent said they carpooled, and two percent said they typically walked. Walker also queried respondents about their reasons for coming to Uptown as part of the survey (selecting all that apply was available for this question). Half of the respondents said they visited an Uptown restaurant, while nearly forty percent said they were a patron of an Uptown retail business. Other common reasons to visit Uptown included visitor to an Uptown office building (twenty-three percent) and Uptown City of Greenville office employee (eighteen percent). The figure below summarizes the results of this question.

Figure 10: Survey Results for Most Common Reason to Visit Uptown



Source: Walker Parking Consultants, 2017

In addition to understanding how and why people are coming into Uptown, the survey asked when respondents came to Uptown. Eighty percent of respondents said they come to Uptown on weekdays, while approximately thirty-seven percent of respondents said they come during weekday evenings. Approximately thirty-two percent said they visit Uptown on weekend evenings; similarly, thirty-two percent said they visit on Saturdays. In terms of the time of day respondents are looking for parking, twenty-nine percent of respondents said they are searching between 7:00 a.m. and 9:00 a.m. while twenty-three percent are searching between 11:00 a.m. and 2:00 p.m. Approximately eighteen percent of respondents said they look for parking in Uptown after 6:00 p.m.

The survey also asked where respondents prefer to park when they arrive in Uptown. Forty-four percent of respondents said they prefer to park in a City of Greenville public surface lot, while twenty-eight percent of respondents prefer parking on the street. Less than eleven percent said they prefer parking in the 4th Street Deck. The figure below summarizes the results of this question.

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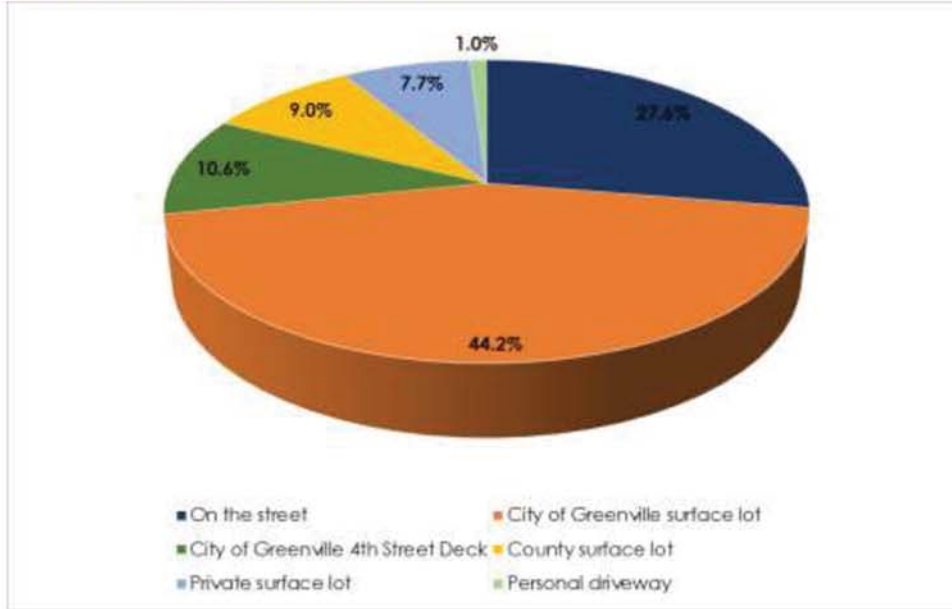
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Figure 11: Survey Results for Where Respondents Prefer to Park



Source: Google Earth, Walker Parking Consultants, 2017

Lastly, the survey asked how respondents would rate the overall quality of the parking experience in Uptown Greenville. Forty-two percent thought it was average, while twenty-nine percent thought it was bad. Conversely, nineteen percent of respondents thought the quality of the parking experience was good to excellent.

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FUTURE CONDITIONS

Walker utilizes proposed development information, in conjunction with the Urban Land Institute's Shared Parking Model, to project future potential parking demand. As the planning horizon gets further and further into the future, the ability to predict these changes becomes more and more difficult and projections become less accurate. Walker relied on both the City of Greenville and East Carolina University to obtain future program data associated with the various planned future developments within the study area.

PROJECTED PARKING DEMAND

Parking demand refers to the amount of parking that is estimated to be used at a particular time, place, and price. It is affected by vehicle ownership, trip rates, mode split, length of stay, geographic location, type of trip (work, shopping, special event), the quality of public transportation, and factors such as fuel and parking costs. The methodology Walker employs to project future demand combines the baseline demand which is equal to the observed April 2017 occupancy levels, plus any change or growth in demand resulting from new land uses entering (or exiting) the study area. The baseline and projected increase in demand are added together and then compared to the effective parking supply to determine the overall parking adequacy.

There are several proposed development projects that could directly impact parking in Uptown Greenville. Many of these developments are located in the Dickinson Avenue Corridor of Uptown. This area is seeing a large amount of redevelopment transitioning from warehouse-style and vacant land uses to residential, retail, restaurant/bar, and office land uses. With development happening throughout the Uptown area, the Dickinson Avenue Corridor will be the focal point of new and redeveloped land use and potential parking demand over the next five years and beyond.

The study focused on a five-year planning horizon, and assumed that all of the known redevelopment projects would be occupied and fully operational by 2022. The Figure 12 below shows the location of each of the known development projects planned for the Uptown area over the next five years. The list of proposed developments may not represent all real estate projects or business expansions being considered in the study area, but does represent a collection of the most significant known projects being considered at this time. Note that the Imperial Site Development and the ECU Life Sciences Center do not have scheduled dates of completion. These developments were assumed for completion in five years.

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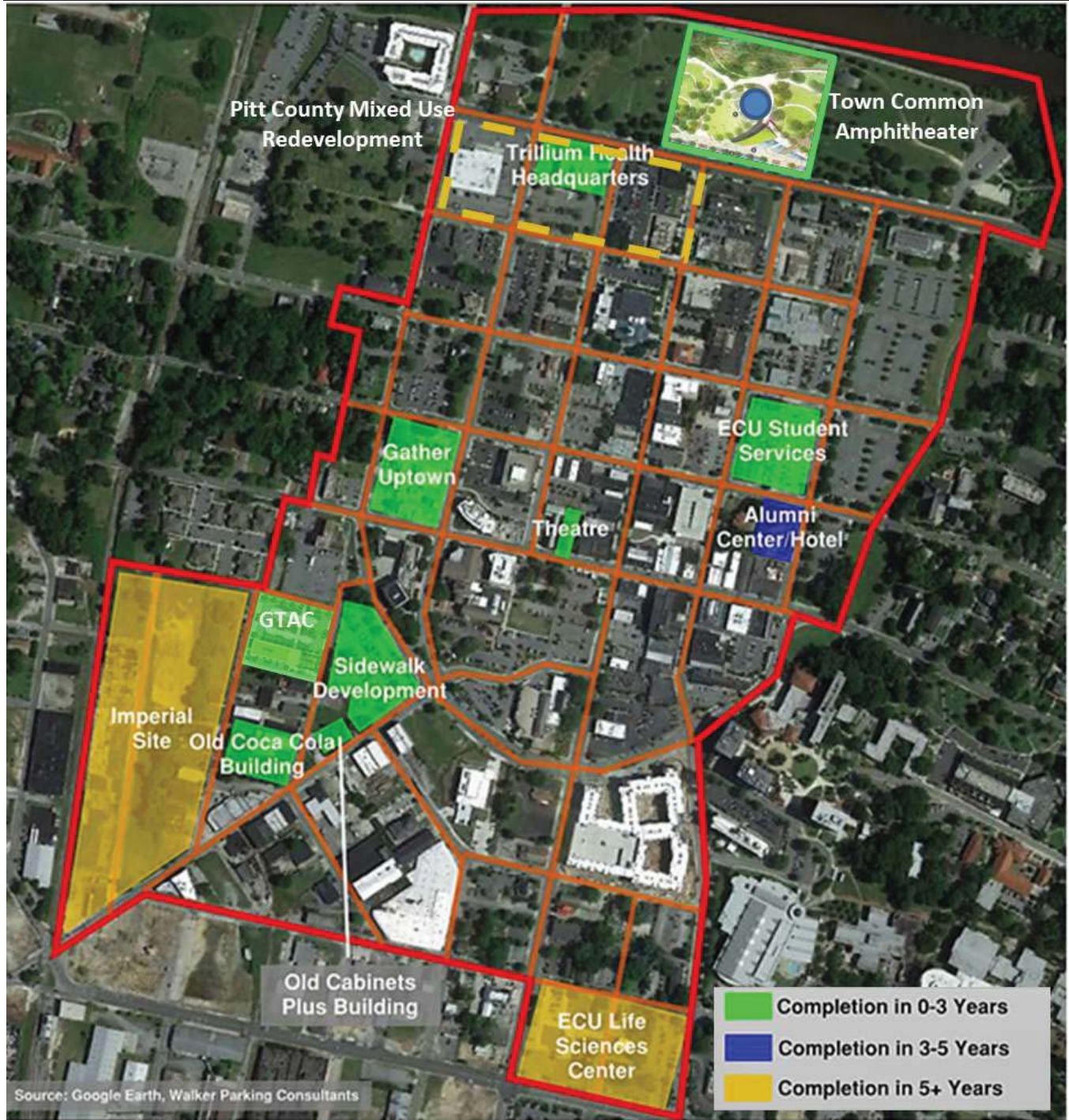
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Figure 12: Future Development Projects



Source: Google Earth, Walker Parking Consultants, 2017

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For the purpose of this study, the following projects are reflected in the calculation of future parking demand.

Table 11: Future Development Project Program Data

Phase/Development	Block	Land Use Type	Density
Known (0-3 Years)			
Trillium Health	4	Office	27,001 sq.ft.
Old Coca Cola Building	35	Restaurant Residential	3,825 sq.ft. 7 units
Old Cabinets Plus Building	36	Restaurant Residential	2,750 sq.ft. 2 units
Greenville Trans. Activity Ctr.	35	Govt. Offices Transit Center	9,500 sq.ft. 12 bays
Gather Uptown	22	Residential	128 units
ECU Students Services	19	Office Café/Restaurant	39,106 sq.ft. 8,500 sq.ft.
Sidewalk Development	36	Residential Retail (1) Restaurant (1)	144 units 10,000 sq.ft. 10,000 sq.ft.
Theater	24	Live Theater	200 people
Town Common Amphitheater	2	Live Theater	5,000 seats
Proposed (3-5 years)			
Hotel	26	Hotel	125 rooms
Potential (5+ Years)			
Imperial Site	33 & 34	Residential Office Restaurant (1) Retail (1) Historic/Museum	325 units 62,008 sq.ft. 10,690 sq.ft. 10,690 sq.ft. 3,000 sq.ft.
ECU Life Sciences Center	45 & 46	Labs/Classrooms Office	180 seats 9,472 sq.ft.
Beyond (???)			
Pitt County Government	3,4 & 5	Mixed Use	????? sq.ft.

Source: Walker Parking Consultants, 2017

There are two primary variables applied to the calculation of peak accumulation for new developments: 1) the total gross floor area (GFA), number of units, seating capacity, etc. for each type of proposed land use (i.e. office, residential, retail, etc.), and 2) the appropriate parking demand ratio. Walker developed Greenville specific parking demand ratios based on the observed weekday peak hour occupancy and the client-provided land use data for the Uptown study area. These ratios are then applied to the known developments to project future parking demand. Table 12 on the next page shows the Greenville-specific weekday parking ratios developed for the projected demand model.

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Table 12: Recommended Weekday Parking Demand Ratios

Land Use	Unit	Visitor	Employee / Resident	Total Weekday
Retail	/ksf GLA	2.30	0.70	3.00
Restaurant	/ksf GLA	8.00	1.50	9.50
Family Active Entertainment, Rides, Water Park	/ksf GFA	1.90	0.20	2.10
Cineplex	/seat	0.19	0.01	0.20
Performing Arts Theater	/seat	0.30	0.07	0.37
Museum/Aquarium	/ksf GLA	5.00	0.50	5.50
Hotel-Business	/room	1.00	0.05	1.05
Residential	/unit	0.10	1.50	1.60
Office <25,000sq ft	/ksf GFA	0.20	2.50	2.70

Source: Urban Land Institute, Walker Parking Consultants, 2017

FUTURE PARKING SUPPLY

Based on the building program data provided by the City and ECU, some of the planned developments include a parking component. Additionally, in order to redevelop the properties, the existing parking supply at some of the sites will be reduced or completely eliminated. Table 13 summarizes the changes to the parking supply associated with each project, as well as the net changes to the parking supply within the overall study area.

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Table 13: Future Changes to Uptown Parking Supply by Development

Phase/Development	Block	Parking to be		Peak (2 PM)	Resulting Surplus/Deficit
		Displaced	Provided	Weekday Demand	
Known (0-3 Years)					
Trillium Health	4	23	0	73	-96
Old Coca Cola Building	35	0	0	44	-44
Old Cabinets Plus Building	36	0	0	28	-28
Greenville Trans. Activity Ctr.	35 35	0	30	30	0
Gather Uptown	22	0	370	244	126
ECU Students Services	19	203	560	152	205
Sidewalk Development	36	0	70	270	-200
Theater	24	0	0	5	-5
Town Common Amphitheater	2	0	70	varies	varies
Proposed (3-5 years)					
Hotel	26	0	0	74	-74
Potential (5+ Years)					
Imperial Site	33 & 34	17	1054	706	331
ECU Life Sciences Center	45 & 46	289	500	83	128
Beyond (???)					
Pitt County Government	3, 4 & 5	???	???	???	???

Source: Walker Parking Consultants & City of Greenville, 2017

At full build out, the future parking inventory for new developments in the Uptown area will include approximately 2,654 spaces by 2022. As an estimated 532 spaces would be displaced/eliminated, this figure represents a net increase of approximately 2,122 spaces from the current inventory. Note that the City of Greenville is not solely responsible for the additional parking spaces as ECU and developers are providing a considerable number. How, it is anticipated that the 1,054 parking spaces to be constructed for the Imperial Site will be owned and operated by the City or the City would have a major role in their funding and management. Regardless of whether a new parking facility is publicly or privately owned, the City's responsibility in managing public off-street and all on-street spaces will become more complicated.

FIVE YEAR PROJECTED PARKING DEMAND AND ADEQUACY

Assuming all of the known developments come to fruition, we anticipate a public- and ECU- available parking future occupancy rate of seventy-seven percent. This represents a small increase over the current public- and ECU-available peak-hour occupancy of seventy-two percent.

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Overall, the Uptown area is projected to experience a parking surplus of approximately 967 spaces in public- and ECU-available facilities. While the overall supply is sufficient to support demand, this does not mean that there are not localized parking shortages on certain blocks in publicly available parking facilities. Eighteen blocks in the study area are projected to have at least an 85 percent effective occupancy rate, with nine blocks projected to have a parking deficit. Five of these blocks (Block ID # 4, 22, 24, 35, and 36) are future development locations. Twelve blocks are projected to have an effective occupancy rate under 50 percent, while eighty percent of the blocks are projected to have a parking surplus. Figure 13 illustrates the projected five-year parking demand by block for both public- and ECU-available parking facilities. Future development projects are outlined in blue.

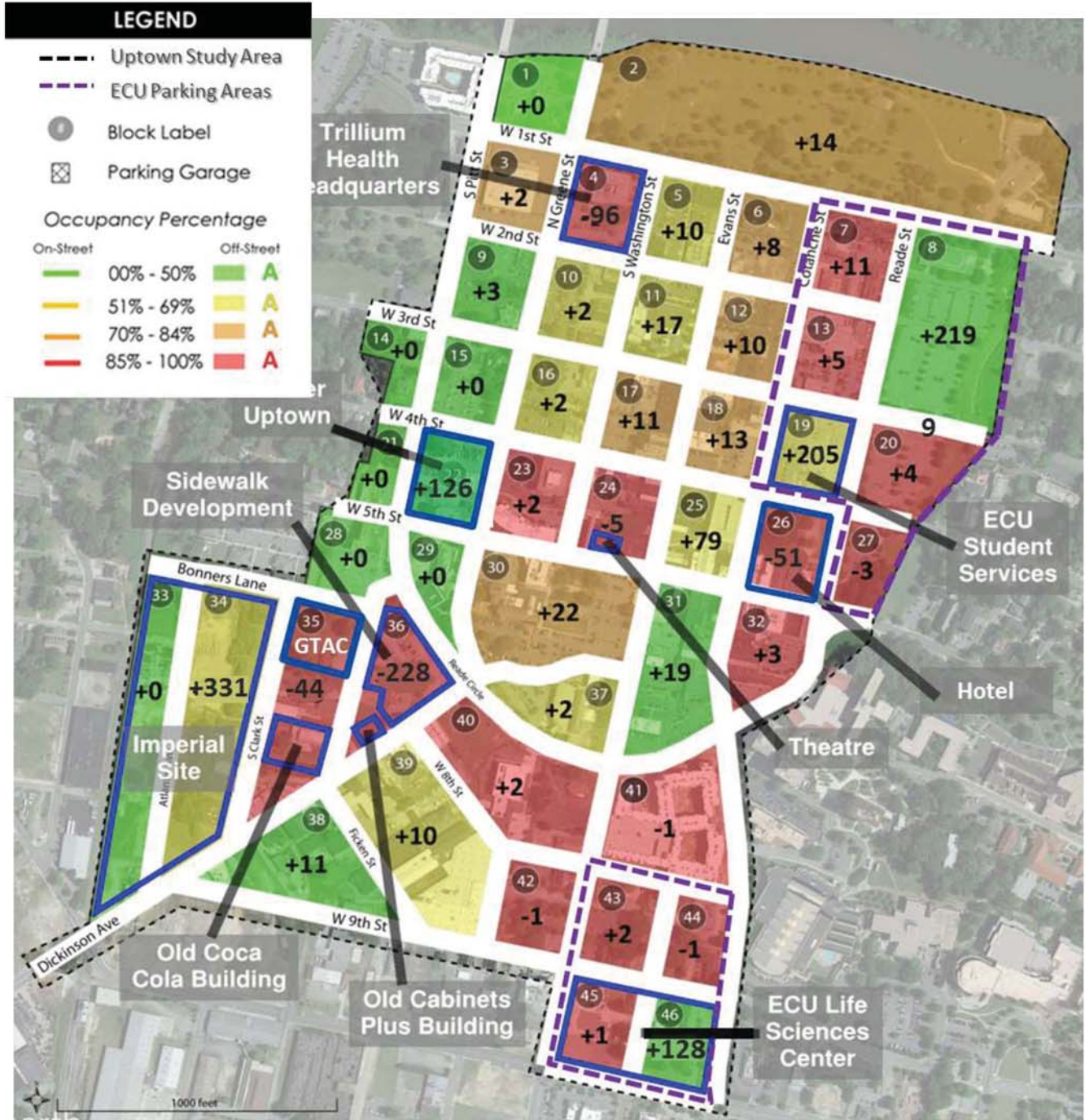
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Figure 13: Five Year Projected Parking Demand and Adequacy at Publicly Available and ECU Facilities



Source: Google Earth, Walker Parking Consultants, 2017

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Excluded from the assessment of future parking conditions illustrated on Table 13 and Figure 13 is the impact of events associated with the planned Town Common Amphitheater, a 5,000-seat venue that would support both major and minor event. Based on discussions with staff with Greenville's Recreation and Parks Department it is understood that the Fourth of July, the largest event at Town Common, could generate as many as 8,000 attendees, Pirate Fest could generate 7,000 attendees, the capacity of the planned Amphitheater is 5,000 attendees, and smaller but still significant activities could generate 1,500 attendees. From a parking demand perspective these major and/or significant events could generate a demand for between 2,050 and 450 parking spaces. However, the number and frequency of events does not justify the need for a dedicated Town Common parking structure. Additionally, major events typically include special shuttle operations which help satisfy parking demand using existing peripheral parking lots. Even with these mitigation measures, and considering an acceptable event walking distance of 2,000 feet, or roughly 8 minutes, it would appear that there is considerable capacity even during a typically busy weekday to satisfy a large number of Town Common event parkers. The parking lots owned/operated by ECU are particularly well positioned but this assessment presumes that ECU administration would be willing to satisfy event demand.

Figure 14: Town Common Amphitheater Acceptable Walking Distance



Source: Google Earth, Walker Parking Consultants, 2017

Lastly, Pitt County Government envisions the redevelopment of much of the County complex in Uptown into a mixed-use center with government office, private sector office, retail/restaurant, and residential elements. At this time, there wasn't sufficient information to assess the parking supply or demand requirements for this opportunity.

RECOMMENDATIONS FOR ADDITIONAL PUBLIC PARKING



WALKER
PARKING CONSULTANTS

CITY OF GREENVILLE

PARKING ACTION PLAN



DECEMBER, 2017

14-4153.00

RECOMMENDATIONS FOR ADDITIONAL PUBLIC PARKING

INTRODUCTION

As discussed in the earlier sections, the analysis of current and future parking conditions in Uptown did not uncover any significant parking shortages, but rather a few "hot spots" where parking demand is at or near capacity. However, the analysis of future conditions included several parking structures and a number of smaller surface parking lots. These included the Imperial Site "A", Imperial Site "F", and a parking structure to support ECU's Student Services Center. The analysis that follows revisits and/or modifies the concept designs that were prepared previously to confirm/revise space counts and development cost estimates. For financially modelling purpose it will be assumed that the City of Greenville will be responsible for the funding, operations, and maintenance for all but the ECU parking structure.

Additionally, though a system-wide parking shortage does not exist, there are issues associated with long-term parkers, namely employees, in Uptown's commercial core; that area roughly bound by 5th Street, Reade Street, 3rd Street, and Washington Street. For example, displacement of City employees and other public sector workers due to the initiation of the Sidewalk development caused the City to dedicate sixty spaces in its 4th Street Garage for their needs. Combined with the leasing of parking spaces in other existing City owned/operated parking lots to daytime employees suggests that the City needs to resolve current (and projected) employee parking issues by constructing a more peripherally located lot/garage for this purpose. In effect, the City could/would be putting most of the employee parking "eggs" in one peripherally located parking "basket" to free conveniently located core area public spaces for short-term parking activity. To this end, a potential parking structure concept and cost estimate has been developed for the City-owned Greene Street lot.

Finally, the Five Points Plaza parking lot has been a subject of discussion for new commercial and/or residential development given its prominent location. Though no development plans have been submitted for this property, the assessment of different sites for structured parking that follows does include a garage concept for that location. It should be noted that the Five Points Plaza examination is simply for "what if" purposes so as to provide the City and its stakeholders perspective on the pros and cons of building structured parking in Uptown.

It is noted that a number of surface parking lots are proposed for the Imperial Site. The focus of this section of the report is on structured parking facilities given their far greater impact on financing, operations, and management.

IMPERIAL SITE PARKING STRUCTURES

Phase I of the development plan for the Imperial project includes a parking structure to be integrated with a multi-family residential building. Figure 15 illustrates the overall Imperial plan and location of the various parking facilities while Figure 16 presents the approximate footprint for a parking structure that would support that project (Site "A"). The plot of land identified is approximately 200 feet long and 130 feet wide. For discussion purposes, Walker sited a 124' wide by 196' long two-bay, two-way traffic flow garage on the property. A six-level (grade plus five supported tiers) structure on this site could provide approximately 410 parking spaces. The estimated order-of-magnitude construction cost per square foot is approximately \$50, or \$16,000 per space for a facility with a design efficiency of 320 sq.ft. per space. This excludes the cost associated with land/building acquisition, environmental remediation that may or may not be needed, utility relocation costs, geotechnical engineering impacts, demolition costs, and other soft costs such as design or financing fees. Based on a 410-space facility, and a design efficiency

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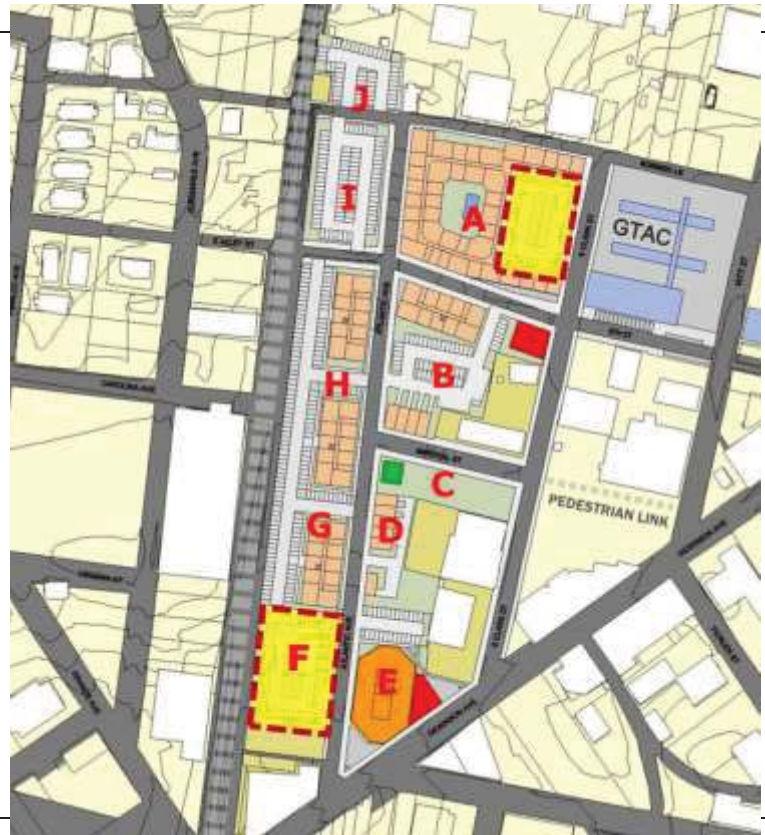


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of 340 sq.ft. per space, the total estimated construction cost is estimated at \$6.97 million, but could be higher, especially with elaborate architectural treatments, or if there are environmental problems.

Figure 15: Imperial Site "A" Parking Structure



Source: Walker Parking Consultants, 2017



Figure 16: Imperial Site "A" Parking Structure

Source: Google and Walker Parking Consultants, 2017

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As a later phase in the development of Imperial, a second parking structure would be developed on Site "F" (see Figure 17). The plot of land identified as a potential location for a structured parking option is approximately 200 feet long and 160 feet wide. For discussion purposes, Walker sited a 124-foot wide by 196-foot long two-bay, two-way traffic flow garage with three levels on the property. Such a structure could provide approximately 260 parking spaces for a cost of \$4.42 million.

Figure 17: Imperial Site "F" Parking Structure



Source: Google and Walker Parking Consultants, 2017

EAST CAROLINA UNIVERSITY STUDENT SERVICES CENTER

Walker Parking Consultants is currently working with East Carolina University and its architectural team on the development of a seven-level (grade plus six), 560-space parking structure that has an estimated construction cost of \$9.0 million. The concept drawing on Figure 18 illustrates this facility.

Figure 18: ECU Student Services Center Garage



Source: Google and Walker Parking Consultants, 2017

ADDITIONAL UPTOWN GREENVILLE STRUCTURED PARKING OPPORTUNITIES

For purposes of this study two additional sites that could support structured parking facilities were evaluated; The Greene Street Lot (see Figure 18) and Five Points Plaza Lot (see Figure 19). Both of these properties are owned and operated by the City. The plot of land identified on the Greene Street Lot is approximately 280 feet long and 160 feet wide. For discussion purposes, Walker sited a 124' wide by 272' long two-bay, two-way traffic flow garage on the property. A four-level (grade plus three supported tiers) structure on this site could provide approximately 400 parking spaces. The existing lot on this property contains 72 parking spaces, resulting in a net increase in parking of 328 spaces. The estimated order-of-magnitude construction cost is approximately \$6.55 million, but could be higher.

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Figure 19: City of Greenville Greene Street Parking Structure



Source: Google and Walker Parking Consultants, 2017

The City's Five Points Plaza parking lot was considered for conceptual redevelopment which would include a 124-foot wide by 204-foot long two-bay, two-way traffic flow garage (see Figure 20). This would allow a footprint of approximately 130 feet by 120 feet to be used for alternative uses, including public green space or a commercial or residential development. A five-level (grade plus four supported tiers) structure on this site could provide approximately 360 parking spaces. The existing lot on this property contains 109 parking spaces, resulting in a net increase of 251 spaces. Based on a 360-space facility, the total estimated construction cost is believed to be approximately \$6.12 million. If the remaining footprint is used for commercial, residential, or mixed use, and presuming a development floor area ratio (FAR) of 4.0, the site could conceivably accommodate a 62,000-gross square foot building. If developed as an office building that project would generate a peak daytime demand for 155 spaces. If developed for residential and assuming 1,000 square feet per dwelling unit, then the project could generate a peak evening demand for 99 spaces. Therefore, the space gain associated with a parking structure on this site would be consumed in part or in totality by the demand generated for an associated redevelopment initiative.

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Figure 20: City of Greenville Five Points Plaza Parking Structure



Source: Google and Walker Parking Consultants, 2017

SUMMARY OF CONSTRUCTION COST

Based on the conceptual garage designs presented above, Walker estimated the total construction cost, development cost, net space gain, and the cost per net space gained and summarized those findings in Table 14. The critical figures to consider are the net space gain and cost per space gain as those illustrate the true value of each parking structure. The cost to develop structured parking on an existing surface parking lot like Five Points Plaza must take into consideration the City's return on that investment. While the Imperial garages would not displace existing parking, and generate a \$20,400 per space gained development cost, the per space gain figure for Five Points Plaza is \$29,259. Roughly speaking, and using a 30-year term and an interest rate of 3.5%, the annual per space debt service payment for the Imperial garages is estimated at \$1,072 while the Five Points Plaza garage annual per space debt would equal \$1,537 (or \$128 per space per month).

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Table 14: Structured Parking Development Cost Estimates

Parking Structure	Structures Capacity	Displaced Spaces	Net Space Gain	Construction Cost	Development Cost	Cost per Space Gained	Annual Debt Service Payment
Imperial Site "A" Garage	410	0	410	\$6,970,000	\$8,364,000	\$20,400	\$439,400
Imperial Site "B" Garage	260	0	260	\$4,420,000	\$5,304,000	\$20,400	\$278,600
ECU Student Services Center	560	203	357	\$9,000,000	\$10,800,000	\$30,252	\$567,400
Greene Street Garage	400	72	328	\$6,550,000	\$7,860,000	\$23,963	\$412,900
Five Points Plaza Garage	360	109	251	\$6,120,000	\$7,344,000	\$29,259	\$385,800

Source: Walker Parking Consultants, 2017

PARKING POLICIES AND PRACTICES



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PARKING POLICIES AND PRACTICES

INTRODUCTION

The analysis of existing parking inventory and utilization establishes the foundation upon which parking operations and management recommendations are based. Estimates of future parking demand provide insight into the changing role and responsibility of the City's public parking system. However, these quantitative elements are but one of several indices that are examined when suggesting operational and management change. As the parking program includes planning, finance, maintenance, enforcement, and adjudication, an understanding of the interrelationships (or lack thereof) between these different responsibilities is also required. Therefore, prior to the presentation of a parking management plan, which is introduced later in this section, an overview of the current program and a discussion of parking best management practices follows.

PUBLIC PARKING MANAGEMENT PRIMER

From a demand management perspective, on-street parking spaces serve high-turnover and short duration-of-stay patrons due to their visibility, convenience, and proximity to core destinations. Off-street facilities (lots and structures) should be managed to meet a variety of short-term and long-term parking needs depending on the land use activity that they serve. Long-term parkers, unlike short-term, are more willing to accept longer walking distances as long as that walking distance is safe and reasonable. Given the limited supply of on-street parking and its convenience for short-term parking, many municipalities employ strategies to discourage long-term parking on-street and promote the attractiveness of more peripheral off-street facilities.

These strategies can be divided simply between "push" and "pull" efforts applied to long-term parkers parked in spaces designated for visitors or in areas that are not intended for long-term parking. It is conceivable that, given the current on-street parking policies, employees of local businesses may be occupying valuable on-street parking spaces intended for visitors and patrons. To mitigate this issue, Walker identified two types of policy measures that can help achieve the broader parking management policy goals;

"Push" policies are focused directly on the behavior of drivers parked in the on-street spaces. They include time restrictions on parkers, related measures used to enforce compliance of these policies and restrictions, and, conceivably, pricing on-street parking spaces. "Pull" policies are essentially policies put in place in locations away from the on-street spaces, which encourage long-term parkers not to park in the coveted visitor spaces, or not park at all, but instead use other means to access the downtown, where practical, such as car/vanpool programs and/or Greenville GreenLink transit services. "Pull" policies may take the form of incentives to park in certain locations, such as relaxed or eliminated time limits and, in a fee-based environment, inexpensive or free parking. In effect, "push" policies tend to be punitive in nature while "pull" policies are incentives to change behavior.

In Greenville, the City uses posted durations of 30 minutes and 2 hours to encourage (push) long-term parkers to find more peripheral lots acceptable. However, of the 657 curbside spaces within the Uptown study area only 29 use posted durations and meters to support this more appropriate parking behavior. As such, Greenville's on-street management program is totally dependent on regulatory signage and enforcement.

From a financial perspective, and in an ideal situation, a parking system is self-supporting either through user fees, a special tax district, or some combination of the two. The concept is that those that don't use

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this particular public infrastructure need not be taxed through the general fund or other measures to pay for this service. By applying natural market forces which recognize the demand for parking, particularly curbside parking, a stream of revenue could/would be generated to fund its planning, construction, management, and maintenance. Like tickets to a baseball game or concert, where the value of a front row seat is far greater than one in the last row, a municipality could price its on-street and off-street parking assets in a similar fashion. However, only 4% of the valuable curbside spaces use fee-based management (aka, meters) to improve their performance and make for peripheral parking space more attractive.

GOALS AND OBJECTIVES OF PARKING SYSTEM

The goals of any parking system are centered on providing the most efficient and friendly parking experience to patrons and visitors. This outcome is accomplished through various parking policies that promote a positive customer experience while ensuring that supply is available for commercial and civic activity. Management of the parking supply plays a key role in ensuring that visitors and patrons find parking quickly and efficiently while assisting in mitigation of unwanted on-street parking by long-term users, including employees. Walker's recommendations for the City of Greenville incorporate the following strategies that promote effective management of the downtown parking supply:

- Prudent use of available parking technologies;
- Clear, effective on-street parking enforcement;
- Assistive zoning strategies, such as shared parking provisions for new development;
- Clear and understandable signage and wayfinding; and
- Management of available on- and off-street parking demand.

As noted in the assessment of existing supply and demand conditions, there are areas of downtown Greenville that experience high levels of demand that, on occasion, strain the local parking supply, while nearby areas experience a substantial parking surplus. Even though available supply may exist within one or two blocks, these localized challenges form perceptions that parking is inadequate. The community can address the parking challenges by building more supply, better managing the existing resources, or a measured combination of both. The recommendations contained in this report discuss the merits of each, but focus on the need to maximize the efficiency of the asset that the City already possesses. As perspectives, Table 15 provides an overview of how communities are starting to think (or re-think) about parking planning.

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Table 15: Community Approach to Parking Planning

Old Parking Paradigm	New Parking Paradigm
<ul style="list-style-type: none"> • “Parking Problem” means inadequate parking supply. 	<ul style="list-style-type: none"> ✓ There are many types of parking problems (management, pricing, enforcement, etc.)
<ul style="list-style-type: none"> • Abundant parking supply is always desirable. 	<ul style="list-style-type: none"> ✓ Too much supply is as harmful as too little. Public resources should be maximized and sized appropriately.
<ul style="list-style-type: none"> • Parking should be provided free, funded indirectly, through rents and taxes. 	<ul style="list-style-type: none"> ✓ Users should pay directly for parking facilities. A coordinated pricing system should value price parking with on-street parking priced the highest.
<ul style="list-style-type: none"> • Innovation faces a high burden of proof and should only be applied if proven and widely accepted. 	<ul style="list-style-type: none"> ✓ Innovations should be encouraged. Even unsuccessful experiments often provide useful information.
<ul style="list-style-type: none"> • Parking management is a last resort, to be applied only if increasing supply is infeasible. 	<ul style="list-style-type: none"> ✓ Parking management programs should be applied to prevent parking problems.

Source: Walker Parking Consultants, 2017

Ultimately, the goals of the parking system are best formalized by City leadership and best communicated to the public through a mission statement. Though City staff will be tasked with drafting a parking mission statement, the following is offered as an example:

“To provide safe, well-maintained on- and off-street parking facilities, to manage those facilities efficiently, effectively, and equitably so as to benefit a wide variety of parking needs, to operate in a welcoming but business-like manner, to maximize parking performance, keep operating costs low, and be fiscally and operationally responsive to the changing parking needs of Greenville’s residents, visitors, employees, business owners, and property owners”.

PARKING ORGANIZATIONAL STRUCTURE, ROLES, AND RESPONSIBILITIES

A number of departments are involved in day-to-day management of on-street parking in Uptown. The Office of the Public Works Department is responsible for the installation, repair, maintenance and monitoring use of the spaces, and meter coin collection. The Collections Divisions manages leased parking including the E-Tag program. The Greenville Police Department Parking Enforcement Unit provides enforcement and the Planning, Neighborhoods and Economic Development Department acts as the City’s liaison within the community. The organizational chart on Figure 21 attempts to illustrate where parking policy, planning, operations, maintenance, enforcement, and adjudication responsibilities fall within each of the various levels of government. This chart doesn’t include the fact that the City Attorney will be involved in the review of parking policy, ordinances, and review of related state laws, Communications/Public Information’s role in outreach and messaging, or the Information Technology Department’s participating and influence on new parking equipment and systems integration.

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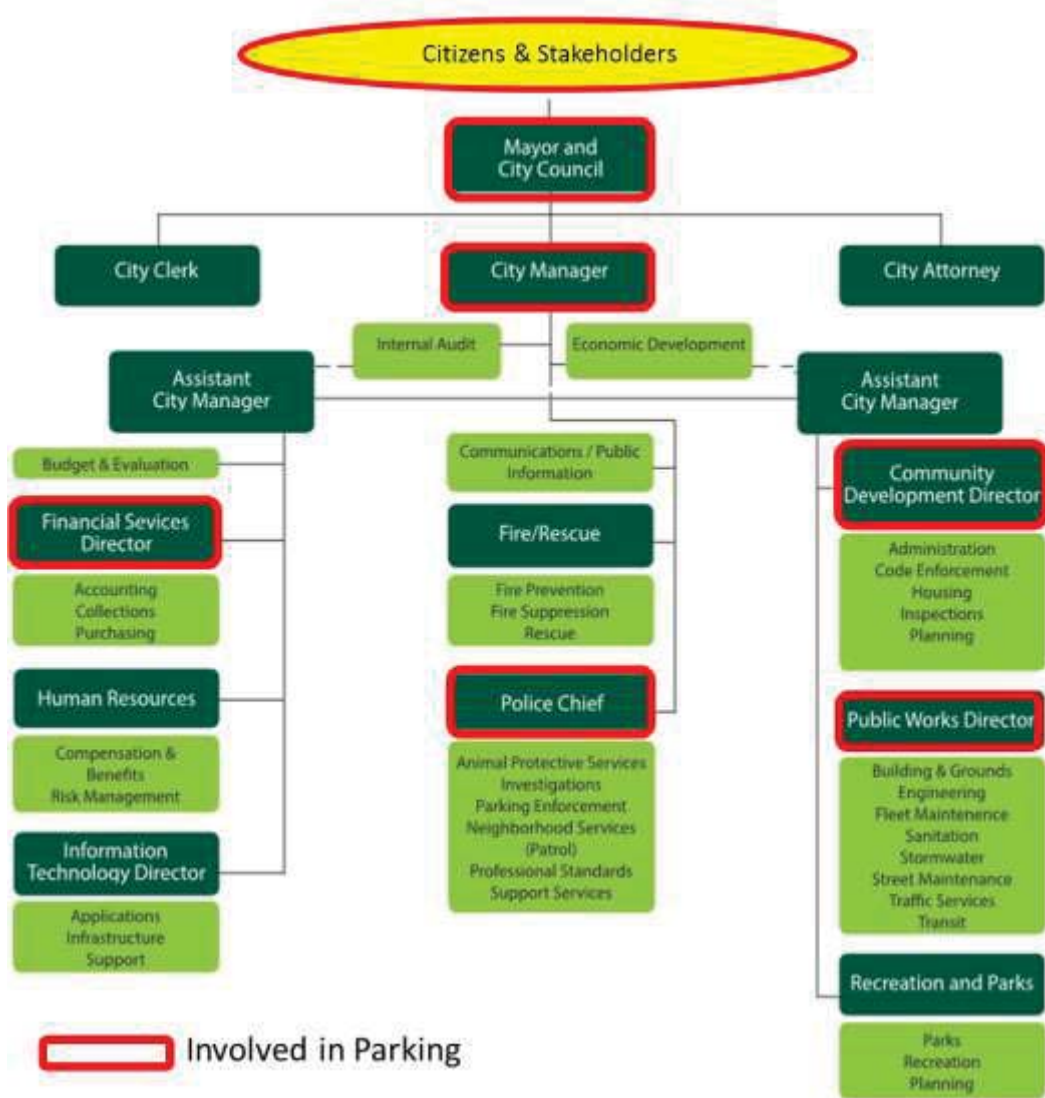
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Figure 21: City of Greenville Organizational Chart and Parking Responsibilities



Source: Walker Parking Consultants, 2017

There is no single department or individual that is responsible for the coordination of all these activities. While this is a common organizational structure in smaller municipalities, its efficiency and effectiveness is dependent on a cooperative environment where the various departments involved in parking planning, finance, operations, maintenance, enforcement, and adjudication work together to identify, fund, and implement mitigating solutions. Unfortunately, the public parking program in Greenville has reached a level of cost and operational complexity where this informal form of management and oversight is no longer sufficient.

It is recommended that the City create a champion of parking. One person should have responsibility for leading the City's parking mission, comprehensively overseeing all elements of the parking system, promoting the maintenance and financial soundness of the parking infrastructure, and addressing the concerns and requests of the stakeholders who rely on the system. Given the fact that the City's Financial Services Department through its Collection office is already involved in the E-tag program, leased parking, and the collection of parking related fines and revenues, it is recommended that the parking manager

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position should exist within the that agency. Public parking is about performance and the Financial Services Department, a department with existing and considerable experience with tracking and reporting on quantitative measures, would prove an ideal location for this responsibility. However, the added responsibility associated with a parking management position extends beyond the individual as certain administrative functions will need to be handled by others. And though an additional full time equivalent (FTE) position isn't anticipated, i.e., beyond the new parking manager, the Collection office's operating budget should be expanded as appropriate to cover that added responsibility.

Regardless of where the parking manager works, they will need to be included in all meetings where parking would or could be discussed. The following are potential job responsibilities of this position:

- *Orchestrate the consolidation of parking system functions;*
- *Coordinate with the Finance Department on the administration of financial responsibilities relating to parking system;*
- *Work with Finance and Public Works to review the financial and operational performance of the parking system;*
- *Review with Finance daily revenue, financial and operational incident reports;*
- *Review monthly financial status reports including revenue trends and newly implemented cash control procedures;*
- *Review revenue and expense performance, modify operating policies to meet the City's goals, and monitor compliance with contractual obligations;*
- *Implement new procedures as directed by the Director of Public Works;*
- *Oversee budgetary responsibilities;*
- *Determine the financial feasibility of implementing suggested programs to benefit downtown;*
- *Work with Public Works to oversee public parking facilities maintenance;*
- *Physically inspect off-street parking facilities;*
- *Review revenue control and occupancy issues;*
- *Monitor public complaints and respond to the public and adjust procedures as needed;*
- *Coordinate implementation of policy recommendations concerning demand management between on- and off-street spaces, reserved and unreserved space mix, oversell factors, and enforcement levels;*
- *Obtain knowledge of parking industry including trends in parking management and equipment options;*
- *Maintain ongoing inventory of facilities including rate surveys, available parking for monthly and daily users in all downtown parking facilities. Track demand and occupancies;*
- *Analyze parking rate structure and make recommendations that improve customer service and increase potential parking revenue;*
- *Make recommendations on new ways to generate additional demand and revenue for the City and evaluate feasibility of such programs. Present findings and recommendations to City for review;*
- *Make recommendations on future demand and development programs;*
- *Administer third party contracts designed to promote the City's parking goals;*
- *Meet with downtown merchants, residents, and various City departments to coordinate efforts related to on- and off-street parking; and*
- *Meet monthly with stakeholder groups to ensure that parking policies and goals complement both the City's and stakeholder interests and greater vision.*

In effect, this individual will be the face of public parking in Greenville. When someone has a question regarding site plan space requirements, parking rates, enforcement and ticketing, a faulty parking meter, or anything regarding the City's on- and off-street parking program, they'll know to call this individual. It is recommended that the salary for this position be in the \$65,000 to \$85,000 range and using an average

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of \$75,000 with benefits equaling 35% then the cost for the purposes of a financial analysis is \$101,000 annually.

Lastly, parking management needs to constantly evolve in response to changes in the land uses that the parking system supports. Parking codes, ordinances, and administrative policy need to be flexible and/or anticipate changing conditions. Both internal and external pressures that wish to affect improvements to the parking program need to be heard and then used to change the legislative language that directs the program. To better “hear” the voices of change, and to build political leverage, it is recommended that the City highlight the importance, role, and responsibility of the existing transportation and parking task force. This body need not be elevated to commission, but should expand its oversight of parking planning, operations, and finance and it should include, in addition to traditional representation from business owners, property owners, and residents, East Carolina University and Pitt County as those two entities own/operate a large number of parking spaces in Uptown. This group should meet once a month during the early phases of parking operations and management change but the frequency of meetings could be reduced (or increased) depending on the issues.

ON-STREET PARKING OPERATIONS & MANAGEMENT

CURBSIDE MANAGEMENT & REGULATORY SIGNAGE

Strategies to manage curbside parking spaces in the public right-of-way must consider that the right-of-way is to benefit the public in general and cannot be for the specific and restricted use of a particular group, business, or individual. While regulatory signage can be legislated to control the duration of a parked vehicle through time restrictions and loading zone ordinances, there is no state authorization for the reservation of curbside spaces for elected officials, City fleet vehicles, or public employee. While reservation for such groups isn’t explicitly prohibited, long-term parkers such as public officials and City vehicles should be encouraged to park in off-street locations so as to increase the supply of short-term parking for shoppers and visitors. It is recommended that the City reexamine this practice and reduce/eliminate, where politically feasible, the number of curbside special restrictions.

The City follows Manual for Uniform Traffic Control Device (MUTCD) standards for curbside parking management. MUTCD is a document issued by the Federal Highway Administration (FHWA) to specify the standards by which traffic signs, road surface markings, and signals are designed, installed, and used. These specifications include the shapes, colors, and fonts used in road markings and signs. In the United States, all traffic control devices must legally conform to these standards. However, Greenville, like many municipalities, deviates slightly from MUTCD guidelines in an effort to simplify the message (aka, ordinance) being delivered and/or adding nuanced information such as “Free Parking” and “Begin” and “End” restriction zones. Figure 22 provides examples of the City’s parking regulatory signage and an example of MUTCD “restricted” then permissive signage design requirements.

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Figure 22: Examples of Uptown Greenville UMTCD-based Parking Regulatory Signage



Source: Walker Parking Consultants, 2017

While federal standards dictate the design of traffic control devices, many municipalities disregard MUTCD as it relates to parking and curbside space management. North Carolina is one of many states that adopted MUTCD standards but includes State approved deviations and supplements. And given the prescriptive nature of MUTCD parking signage design requirements many users, and some commonwealth's attorneys and court judges, find the posted parking regulations confusing and difficult to follow, enforce, and adjudicate. As a result, many municipalities across the country are developing alternative and, ideally, more effective signage. Figure 23 includes a poor example of MUTCD parking regulatory signage compared to a non-MUTCD sign that a number of cities are testing. Greenville's curbside management program hasn't reach the level of complexity required for these more illustrative signs, but the City's Public Works Department should feel authorized to text more creative signage strategies as parking management complexity grows.

Figure 23: MUTCD vs. Non-MUTCD Parking Signage



Source: LADOT, Flickr photo

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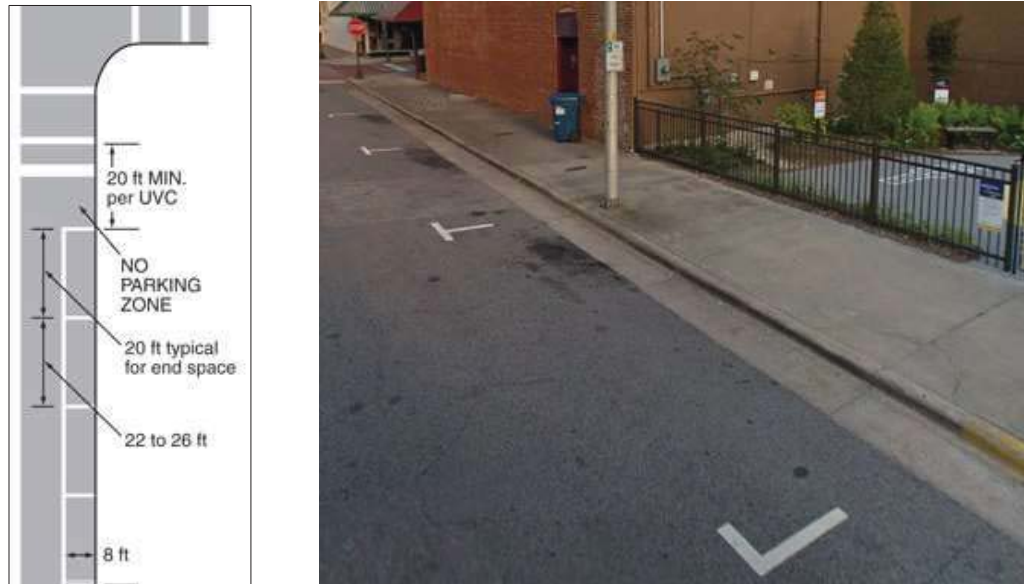
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STALL DIMENSIONS AND PAVEMENT MARKING

Though this recommendation may appear counter-intuitive, the trend in municipal curbside parking management is removal of on-street stall pavement markings. The Manual on Uniform Traffic Control Devices (MUTCD) recommends a 22-ft. long dimension for curbside parking to permit effective maneuvering (see Figure 24). The intent of marked curbside stall dimensions is to ensure that vehicles are parking legally and responsibly, greatly simplifying parking enforcement efforts. However, practical experience in urban environments, combined with smaller car sizes, suggests that the removal of pavement markings actually increases the capacity of an existing curbside area/block face because more vehicles will find a way to park in these valuable spaces. Furthermore, with the removal of pavement markings, annual maintenance costs associated with re-stripping these spaces is eliminated. Note that pavement marking for no-parking zones, setbacks from intersections and pedestrian crosswalks, and similar designs to improve pedestrian and traffic flow would remain unchanged.

Figure 24: MUTCD Curbside Parking Stall Dimensions & On-Street Parking



Source: MUTCD, 2011 and Walker Parking Consultants, 2017

This examination of curbside management discovered an interesting reference in the City of Greenville's Code. Section 10-2-193 notes that the chief of police is hereby directed to mark off individual parking spaces in the parking meter zones. While the Police Department enforces parking restrictions it is unusual to find this agency of government responsible for pavement marking. Discussions with City staff revealed that the City, Police Department, and Public Works do not follow this practice and they recognize the fact that the code needs to be corrected/updated. Responsibility of such pavement marking actual falls under the Department of Public Works.

ON-STREET PARKING CAPACITY AND "COMPLETE STREETS" OPPORTUNITY

While not part of the parking management study, Walker was asked at one of the public outreach sessions its opinion regarding a Reade Circle street improvement concept that was being considered. The plan, as informally proposed by Uptown Properties, could, following the concept of "complete streets", introduce an estimated 85 curbside parking on a section of Reade Circle while dramatically improving pedestrian safety and the connection between areas north of Reade Circle with areas to the south. Walker staff noted upon first arriving in Uptown the width of certain roadways and the temptation for

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drivers to speed through these sections of town. Complete streets is a transportation policy and design approach that requires streets to be planned, designed, operated, and maintained to enable safe, convenient and comfortable travel and access for users of all ages and abilities regardless of their mode of transportation. This includes but is not limited to bike lanes, enhanced pedestrian walkways, reduced vehicle travel through lanes, and curbside parking as a traffic calming measure. Walker supports this program and the informal plan presented for Reade Circle.

E-TAG PARKING PERMIT PROGRAM

The City's Financial Services Department administers the E-tag permit program. E-tag parking permits are intended for residential use and business employees in the uptown district. In a commercial permit parking district, on-street parking is prohibited during certain hours, except for vehicles displaying valid permits. As noted previously, there are approximately 124 curbside spaces in two-hour designated areas/block faces that permit long-term parking in these short-term spaces and another 112 such spaces in the City's Uptown public parking lots. The applicant pays a fee of \$75 per year and must provide proof of residency or employment for an Uptown address.

As noted previously, this is a singularly unique program that is in directly conflict with the goal of curbside parking in a commercial area, namely to encourage short parked durations and, therefore, high rates of vehicle to space turnover (aka, customers). This program should be terminated but the 90 current tag/permit holders should be given six months' notice prior to cancellation so as to make appropriate accommodations. Given the volume of unoccupied, unrestricted curbside parking in other areas of Uptown these employees/permit holders could find reasonable (and free) accommodation.

PARKING ENFORCEMENT AND ADJUDICATION

Greenville's Police Department is responsible for parking enforcement and two full time and four part-time Parking Enforcement Officers (PEO) are budgeted and allotted to enforce the City's parking codes throughout the downtown and residential areas of Greenville's city limits. However, at present only two positions are filled and the department has been unsuccessful in filling the two remaining and open positions. As such, the parking enforcement effort is understaffed.

The PEOs use handheld ticket issuance devices (United Public Safety Model N5). Handheld ticket issuance systems have continued to grow with technology, and systems now utilize "smart phone" technologies and enforcement applications for ticket issuance. The enforcement applications can capture high-resolution photos, verbal comments, and GPS coordinates for less appeals. The software can integrate in real-time with pay-by-phone, multi-space meters and online single space meters. Repeat violators and "hot list" vehicles will be automatically flagged when entering a ticket. Real time electronic chalking is available for time zone enforcement. The ticket is printed on a Bluetooth enabled portable printer.

However, even with the level of efficiency enabled by this hardware and software, the City would still require a minimum of two PEO to cover Uptown as defined by the parking study area boundary. This level of staffing is defined by the fact that two-hour parking durations, which are the majority of duration-based curbside restrictions in Uptown, require a parking detail every two-hours. With 657 curbside spaces (402 of a two-hour duration) and 637 off-street spaces (240 in the 4th Street Garage), two PEOs would be just sufficient.

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Figure 25: Existing N5 Handheld Device and Example of Mounty LPR Device



Source: Walker Parking Consultants, 2017

Mobile License Plate Recognition (MLPR) should also be implemented to increase the efficiency of parking enforcement. This is particularly effective for time zone enforcement. The MLPR cameras are mounted on the roof of a regular sized vehicle, or even an electric vehicle (like a golf cart). As the MLPR drives past vehicles, it captures the license plate information, date, time, and location. If the same license is recognized in the same location beyond the allowed time limit, the enforcement officer can stop and issue the ticket and/or alert an officer on foot patrol. Since the data is all recorded and a photo of the license plate is available, the adjudication rate will be very low. Roughly speaking the cost to purchase and outfit a vehicle is approximately \$50,000. It understood that the Police Department of the City's procurement staff are already working to purchase and implement this technology. Like any new technology, this program will require a person who would be responsible for mining the data that is produced, tracking the performance of the devices and enforcement teams, reporting on its effectiveness, and modify the system and related policies and procedures as necessary to respond to changing conditions.

PARKING RATES AND FINES FOR VIOLATIONS

Rates for hourly, daily, and monthly (leased) parking in City lots and fines for violations of on- and off-street parking codes and ordinances are the financial tools that municipalities use to distribute parking demand, encourage turnover in high demand ratios, ensure compliance with posted restrictions, and generate revenue to support that infrastructure. The vast majority of Greenville's parking lots, garage, and on-street spaces are complementary. The City charges for parking in the 4th Street Garage, Hodges Lot, and Georgetown lot and the hourly rates is \$0.75. Maximum all day parking in the 4th Street Garage is \$6.00. The City has an extensive monthly parking space lease program which includes the Courthouse Lot, Blount Harvey Lot, Harris Lot, and Edwards Lot and the monthly rates vary. Additionally, and as mentioned previously, the City operates its E-Tag permit program which costs downtown residents and employees \$75 per year. Also noted previously, the City needs to reexamine its leasing program as the demand for short-term visitor parking has increased. Long-term parkers could use as an alternative the more peripherally yet free and unrestricted curbside spaces in Uptown.

Fines for overtime parking, meter violations, illegal parking, and parking in a handicapped accessible (ADA) space without property identification are \$5, \$10, \$15, and \$100 respectively. Greenville does

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employ a warning for first time offenders and a graduated fine scale to discourage repeat offenders. Fines for a third and fourth citation for overtime and metered parking violations increase to \$10 and \$20 respectively. While hourly and monthly parking rates that are charged in different communities can and should vary do to market conditions, fines for parking violations generally do not. However, a comparison of the major parking violations in Greenville to similar and major nearby communities (see Table 16) finds that Greenville’s fines are the lowest in the region.

Table 16: Existing Fines for Most Major Parking Violations in Comparable Communities

Municipality	Overtime Parking	Meter Violation	Illegal Parking	ADA Parking Violation
Greenville, NC	\$5	\$5	\$15	\$100
Raliegh, NC	\$20	\$20	\$50	\$200
Wilson, NC	\$15	\$15	\$15	\$50
Rocky Mount, NC	\$15	NA	\$25	\$100
Goldsboro, NC	\$25	NA	\$25	\$50
Concord, NC	\$10	NA	\$100	\$200
Spartanburg, SC	\$10	NA	\$10	\$500
Charlotte, NC	\$25	\$25	\$25 - \$100	\$500
Columbia, SC	\$8	\$8	\$20	\$500

Note: First offenses for overtime and meter violations receive a warning and the fines listed for Greenville are for the second offense.

Source: Walker Parking Consultants, 2017

EXISTING METER AND PROPOSED METER PROGRAM EXPANSION

The City has employed curbside parking meters in the form of 29 spaces, with the vast majority on Reade Street between 5th Street and Cotanche Street as illustrated previously in Figure 2. Figure 26 illustrates the recommended Phase I meter expansion program which is aimed to further discourage non-compliance with posted restrictions and improve the performance of those valuable curbside spaces. The expansion program would initially be limited to the more visible and active curbside spaces (see dashed block faces within the yellow highlighted areas) on Cotanche Street, Evans Street, and those sections of 3rd Street, 4th Street, and 5th Street. In total, 133 existing spaces would be affected requiring eighteen multi-space metering devices at an estimated cost of \$162,000 (\$9,000 per unit including installation and use initial orientation).

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Figure 26: Phase I Meter Expansion Program



Source: Walker Parking Consultants, 2017

Presuming the curbside metering program proves effective at encouraging improved parking turnover and performance during an initial two-year evaluation period, the City could then commit to the second phase of the expansion program. In addition to the other existing two-hour parking spaces between 2nd Street, Reade Street, 5th Street, and Washington Street, the meter program would be introduced with the Imperial Site development, affecting Atlantic Avenue and S. Clark Street. This phase would impact roughly 145 on-street spaces and require an anticipated 20 multi-space metering units at a cost of \$180,000. Note that annual maintenance and service costs are not included in this figure and can range from 7-9% of the total acquisition cost per year after the warranty has expired. In addition to equipment costs, monthly management and connectivity fees of \$45.00 to \$60.00 per unit are required to maintain real-time wireless connectivity and to host the data. Other costs include extended warranties, service contracts, battery replacement and paper receipts (not covered by warranties). These fees exclude merchant credit card processing fees.

It must be noted that the parking industry does not publish curbside parking performance standards that trigger the need for metered parking. The decision to proceed with Phase II metering would be based on City staff, business owner, and community input, but it would also involve performance data regarding utilization, turnover, parked duration, non-compliance with posted restrictions, and enforcement/citation volumes that was collected during the Phase I monitoring period.

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OFF-STREET PARKING OPERATIONS & MANAGEMENT

As presented previously, the City of Greenville has at present 637 off-street spaces, 240 of which are in the 4th Street Garage. During the peak hour (2 p.m.) of a typical weekday only 421, or sixty-six percent, were occupied. Only the Roses Lot, Five Points Plaza, Georgetown Lot, Merchants Lot, and Hodges Lot reach or exceed eighty-five percent utilization. The numerical evidence would suggest that there is sufficient public off-street parking in most areas of Uptown. However, through the leasing of parking spaces in specific lots and the E-Tag permit program which effect both on-street and off-street facilities, the City has limited the flexibility of these parking assets, in some cases to the exclusion of short-term parkers and other visitors. Of the 637 public off-street spaces, 248, or thirty-nine percent, are leased and another 128, or twenty percent, are reserved for City staff and fleet vehicles. Of the City's eleven off-street assets, only three are void of any leased, reserved, or City staff restrictions; Five Points Plaza, Georgetown Lot, and Hodges Lot.

It is recommended that four relatively peripheral and underutilized parking facilities, Courthouse, Greene Street, the roof level of the 4th Street Garage, and the rear portion of Five Points Plaza be used for employee permit parking. All other lots should be for short and mid-duration parkers. Figure 27 presents a generalized space allocation/assignment plan for long-term (aka employee) parkers.

Figure 27: Generalized Allocation of Long-term Employee Facilities and Short/Mid-term Visitor Facilities



Source: Walker Parking Consultants, 2017

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Given the relative abundance of publicly available on- and off-street parking in Uptown, and apart from the recommendation to expand the current multi-space meter program under the Phase I expansion plan, there does not appear to be a need to make immediate and wholesale changes to the control of and access to the City's off-street parking facilities. Simply by dedicating core interior parking lots and the lower levels of the 4th Street Garage to short-term parkers, i.e., spaces with two-hour and four-hour durations, longer term parkers would be forced to use peripheral lots and/or peripheral curbside spaces. In effect, all on-street and City owned off-street spaces within the area bound by Reade Circle, Reade Street, 3rd Street, and Washington Street would be allocated for parked duration of four hours or less.

However, the 4th Street Garage does require some immediate changes to improve its form and function. By installing parking access control equipment, i.e., gates, ticket dispensers, etc., this facility would allow greater flexibility in management and utilization. Visitors could choose to park for longer than two-hours, the City and commercial businesses could introduce a parking validation program for free, aka, complementary, parking, and the City would have information on the pattern and volume of parking activity for purpose of planning and economic development.

Parking demand is increasing in Uptown as will the temptation to park longer than the desired and posted duration. During the two-year Phase I and Phase II meter expansion performance evaluation period, the City could introduce parking access and revenue control equipment. The City could either introduce parking access gates in its peripheral employee/permit lots or introduce gates and multi-space parking meters in the interior, short-term visitor lots. The goal of either strategy is to discourage long-term parkers from utilizing the more conveniently located spaces.

For the larger parking facilities, namely 4th Street Garage and the Greene Street Lot, the City could install, control gates to manage employee permit and/or short-term visitor demand. Control gates, ticket dispensers, and access card readers are preferable to meters for a variety of reasons including customer convenience, lower enforcement requirements, ease of revenue collection, and the ability to include merchant validations and, if desired, free parking for the first hour or two. Figure 28 and 29 present conceptual illustrations on how and where the parking access and revenue control systems (PARCS) would be introduced in each of these facilities respectively.

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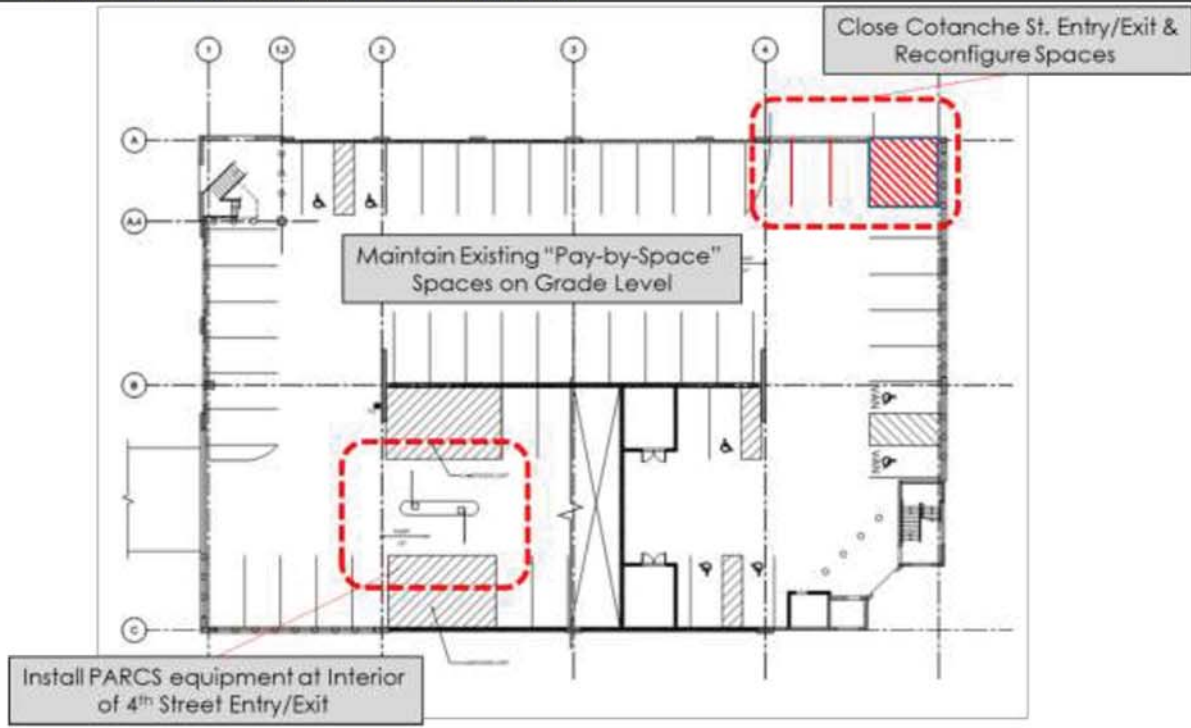
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Figure 28: Conceptual PARCS System for 4th Street Parking Garage



Source: Walker Parking Consultants, 2017

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Figure 29: Conceptual PARCS System for Greene Street Lot



Source: Walker Parking Consultants, 2017

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required for transient/visitor access/egress control, would increase these costs by \$15,000. Furthermore, there would be a cost to modify/restripe existing entry/exit points to/from a lot and the loss of existing parking due to redesign and installation. Therefore, the cost to convert Greenville's Uptown off-street parking facilities from complementary but enforcement based management to access controlled and fee/validation based could range between \$200,000 and \$350,000.

HOURS OF PARKING OPERATION

While Uptown's public parking assets (on and off-street) operate "24/7", the management of leased, 30-minute, 2-hour, and metered parking spaces only operate between the hours of 8 a.m. to 5 p.m. (or 7 a.m. to 5 p.m. for off-street leased spaces) Monday through Friday. Therefore, the parking occupancy, turnover, and parked duration data that was collected as part of this study focused exclusively on 8 a.m. to 6 p.m. on a typical weekday. As such, the study has no quantitative information on the performance of the parking system after 6 p.m. or on weekends. Therefore, the following recommendations are based solely on subjective information obtained from City staff, ECU staff, Uptown stakeholders, and the general public.

Based on these conversations it is understood that parking demand and use within core parking lots/streets is extremely high in the evenings due to the popularity and success of Uptown's bars and restaurants. And as the goal of any public parking program is to maximize the efficiency of those spaces during periods of significant need, the City will need to extend the hours of parking management beyond the current 5 p.m. hour to maximize their performance and efficiency. Under the Phase I meter expansion program it is recommended that curbside parking restrictions be enforced until 8 p.m. Monday through Saturday. Meaning, curbside parking spaces that have two hour durations would require the vehicle to remain parked for two hours or less. Off-street parking facilities operation and management would initially remain unchanged and would continue to be available for short-term and long-term parking free of charge. If and when the City's access control gated parking facilities come into operation the range of parked durations would vary as the parker would pay the fee only on exit. Depending on the results of the Phase I and II on-street meter expansion program and timing of the Phase III off-street parking improvement program, the City may be required to extend hours of operation until 10 p.m. It is recommended that the City extend parking hours to 8 p.m. and/or 10 p.m. gradually as there likely to be a number of Uptown residents that do not have access to off-street parking and some off-street accommodation must be made for this group before changes to on-street hours of operation are initiated.

Extending the hours of managed on-street and off-street parking would also require that the City extend the hours/shifts for parking enforcement. The on-street and un-gated off-street spaces would require consistent enforcement with details that cover those parking areas every two hours.

TRANSPORTATION DEMAND MANAGEMENT STRATEGIES

Given the pace of development in Uptown and its impact on parking and transportation some discussion of transportation demand management (TDM) strategies is warranted. TDM is the application of strategies and policies to reduce travel demand, or to redistribute travel and parking demand in space or in time. The application of parking fees in a high demand area to encourage people to park/frequent lower demand areas, therefore, is a TDM strategy. However, the broader goals of TDM are to discourage single-occupant vehicle travel and the negative impacts such travel has on the environment and quality of life. The City of Greenville could, for example, introduce system-wide on-street and off-street parking pricing that encourages employees to forego the automobile and choose carpool programs or public transportation. While these and a wide variety of other strategies could be implemented by the City, Pitt County, and the University to reduce employee and commuter vehicle travel, the market realities in

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Greenville today are insufficient to effect that change. Parking fees are very low (if not free), the supply of parking is plentiful, and the infrastructure for alternative modes of travel isn't sufficient to convert auto drivers into public transit, rideshare, or bicycle commuting enthusiasts. Nonetheless, the City should include funding and design standards for items like bike racks, enclosed bicycle storage facilities, bus stops/shelters, and related pedestrian amenities when changes to parking lots or structures are proposed and/or new parking is developed.

COMMUNICATIONS AND PUBLIC RELATIONS

The City's website contains significant information regarding off-street parking including location, rates (where applicable) and hours of operation. However, there are no photos of the lots. Nor is there any information on average utilization and relative availability. All of this should be included on the website. Additionally, the public on- and off-street parking inventory and occupancy findings collected during this study should also be published through this website in an effort to educate the consumer. The following sites offer some good examples of municipal parking web pages:

- <http://www.downtownsouthbend.com/parking-and-maps>
- <http://www.pittsburghparking.com/>
- <http://www.miamiparking.com/en/home.aspx>
- <https://springfieldparkingauthority.com/>
- <http://archive.baltimoreCity.gov/Government/QuasiAgencies/ParkingAuthority.aspx>
- <http://www.downtownkalamazoo.org/>
- <http://www.traverseCitymi.gov/publicparking.asp>
- <https://cantonohio.gov/engineering/?pg=112>

Local businesses like theaters, bars, and restaurants are often willing to provide parking information and links to additional parking resources from their own web-site home page. This step can be very helpful in catering specific location data to their customers, while also providing a free portal to market parking services to potential patrons. If patrons are armed with parking availability and location information prior to arriving at their destination, their overall Downtown experience will be greatly improved.

With the growth of third-party online and smart phone application-based parking search engines, the City should take advantage of these free services. Spothero, Parkingpanda, Parkopedia, and Parkwhiz are a few of the websites that provide information on publicly available parking. An online check of available parking in Greenville yielded zero results. It is recommended that the City share with these websites the location, capacity, hours of operation, and rates of its off-street parking facilities.

PARKING REVENUES AND EXPENDITURES

Section 10-2-203 of the City Code notes that "the coins deposited in parking meters shall be used exclusively for the purpose of making effective the regulations prescribed by this article, and for the expenses incurred by the city in the regulation and limitation of vehicular parking and traffic related to such parking on the streets and highways of the city, including municipal parking facilities". This is excellent language as it codifies the need for parking revenue to be dedicated to the provision, maintenance, management, and enforcement of public parking infrastructure. This suggests that the City has created a parking enterprise fund to track all parking related revenues and expenses with the ideal goal of operating in a revenue/debt neutral manner. However, a review of the FY16/17 Operating Budget & FY 17/18 Financial Plan yielded no such fund. Nor is there a parking related expenditures and summary of funds. However, the General Fund did report actual revenues of \$171,459 for leased parking and meters

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and \$188,324 for parking violations. It is unclear if these funds are dedicated exclusively for parking as the City Code intends.

There is a Facilities Improvement Fund which began in FY15 and was created to implement a 10-year facilities maintenance plan. The fund provides a process for planned expenditures and the City's infrastructure so as to avoid deferred maintenance and costly repairs. While \$1.74 million would be budgeted for FY18, it appears that the 4th Street parking garage and City's Uptown surface lots are not included in that figure. The parking industry recommends \$150 per space per year be retained for periodic and long-term structural repair and maintenance. Therefore, presuming the existing Facilities Improvement Fund does not include monies for the 240-space 4th Street Garage, then an additional \$36,000 would be required annually.

It is recommended that the City create a parking enterprise fund as was envisioned by the City Code. An enterprise fund is an accounting construct used to track specific program capital and operating costs where these costs/expenses are recovered through fees for services. All departments that have a role and responsibility in policy development, planning, operations, maintenance, and finance would "charge" associated time and material expenses to the parking enterprise fund and, ideally, those costs would be offset by revenue from parking meter fees, lease agreements, and parking citations. Most municipalities simply wish to cover annual parking operating and maintenance cost as the cost associated with debt service payments for, say, a parking structure are significant. However, whether debt service payments for the 4th Street Garage or other parking facilities are formally included in the parking enterprise fund, these payments should be tracked and published in parallel with the cost of day-to-day operations and management if only to remind the public of the true cost of the City public parking program.

CONCLUSION

Uptown Greenville is experiencing unprecedented growth with major development and redevelopment projects being initiated by the City (GTAC and Commons Amphitheater), East Carolina University (Student Services Center and Life Sciences Center), the private sector (Trillium Health, Gather Uptown, etc.), or through a public/private joint venture (Imperial Site). There was great concern by City staff, residents, and stakeholders that the public parking infrastructure in Uptown is not prepared to address increases in parking demand associated with this development. The analysis of existing parking supply and utilization revealed that though some areas of Uptown experience parking shortages, there is sufficient public space available in nearby lots and curbside spaces. ECU, which possesses a number of parking facilities within Uptown for the benefit of its faculty, staff, and students, also experienced a significant operational surplus. Private off-street lots such as those owned/operated by Pitt County, Jarvis United Methodist Church, and the Boundary at West End, also exhibit a huge surplus of spaces. Naturally, the ECU and privately owned/operated parking lot are reserved for specific user groups and are not available to the general public but the figure does suggest that parking in Uptown Greenville, by and large, is available, but not necessarily where people want those spaces to be.

The aforementioned development projects are expected to generate a peak weekday demand for nearly 1,700 parking spaces. However, between ECU and the City, over 2,600 additional parking spaces are actively being constructed, are primed for development, or are included in the development vision. The Imperial Site alone will contribute two parking structures with a capacity for roughly 660 parking spaces. The surplus of spaces being provided for the Imperial Site is sufficient and well positioned to address anticipated parking shortage associated with the Dickinson Avenue corridor where commercial and residential redevelopment is already occurring. Therefore, it appears unlikely that additional City-sponsored public parking structures are warranted. However, acknowledging that the City should have a plan to address unanticipated development and redevelopment activity, particularly in the

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commercial core bound by Washington Street, 5th Street, Reade Street, and 3rd Street, structured parking concepts and cost estimates have been prepared for the City-owned Greene Street Lot and Five Points Plaza Lot.

From a parking operations and management perspective, the City has made recent and effective improvements to parking related signage and directional wayfinding. It does own a number of parking assets that are well position and reasonably maintained. However, there appears to be a bias towards the satisfaction of long-term parkers, aka employees, over short-term parkers such as shoppers, diners, and other visitors. This has led the City to lease or reserve for City staff/fleet vehicle use nearly 60% of its off-street spaces in its most centrally facilities to this group. While these reservations and commitments expire in the evening and on weekends, it does frustrate daytime visitors to shops and restaurants and reinforces the erroneous perception that there is not enough parking in Uptown.

To address these issues and perceptions the report contains a number of recommendations to improve the efficiency of existing public parking lots and the garage primarily by relocating long-term parkers to more peripheral locations. This includes improvements of parking regulatory signage, more dedicated enforcement, partial expansion of the existing parking meter program, and reassignment of the long-term/reserved spaces to peripheral locations. Key to these improvements is the hiring of a parking manager, expansion of the multi-space meter program in phases, introduction of parking access and revenue control equipment in the 4th Street Deck, formalization of the parking enterprise fund, and reinforcing the role and import of the existing transportation and parking task force.



City of Greenville, North Carolina

Meeting Date: 2/8/2018
Time: 6:00 PM

Title of Item: Report on plan for allowing alcohol on the Town Common

Explanation: **Abstract:** The sale and consumption of alcohol on the Town Common was allowed through a provisional trial period from March to December of 2017. Upon completion of the trial period, City Council voted to extend the provision and remove restrictions that would make it more accessible to groups interested in hosting events. Staff will report on the proposed steps to allow the sale and consumption of alcohol on the Town Common.

Explanation: The Office of Economic Development led a task force to catalog the expected type of uses, frequency of use, and other conditions to prepare for the impact associated with allowing the sale and consumption of alcohol on the Town Common. This information contains a report on the findings, preparation actions and next steps. Based on input from stakeholder groups that included Uptown Greenville, Greenville-Pitt County Chamber of Commerce, NC CIVIL, Greenville-Pitt County Convention and Visitors Bureau, Young Professionals, private users, and City staff, the City will:

- Simplify the application process
- Allow private use (weddings, events, outdoor meetings)
- Consider soliciting proposals for private entertainment companies to utilize the Town Common (concert series)
- Amend City Code Section 12-5-8 relating to Noise Control permits
- Schedule a future review of these practices in fiscal year 2020

Staff adjusted the application process to make it more customer friendly for submitting rental requests to use the Town Common.

City Code Section 12-5-8 needs amending to allow recurring and consecutive meetings/uses on the Town Common. Staff will consider options and bring back the recommendations for City Council to amend the City Code in March 2018.

Fiscal Note: No budget expenditure is expected. Any fiscal impact will be the allocation of staff time.

Recommendation: Report only.

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

Attachments / click to download



City of Greenville, North Carolina

Meeting Date: 2/8/2018
Time: 6:00 PM

Title of Item: Resolution of support for modifications on Greenville Boulevard near Peoples Baptist Church and Greenville Christian Academy

Explanation: Council Member Litchfield requested that the attached resolution be added to the agenda. The resolution indicates support for a right-turn lane and exit widening to improve safety and traffic flow on Greenville Boulevard (US 264A) at the Peoples Baptist Church and Greenville Christian Academy. Greenville Boulevard (US 264A) is a State road, so the request for modifications is directed to the North Carolina Department of Transportation.

Fiscal Note: No direct cost to the City

Recommendation: Consider the proposed resolution of support for modifications on Greenville Boulevard as requested by Council Member Litchfield

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[Resolution of Support for Greenville Christian Academy turning lane 1071413](#)

RESOLUTION NO. ____-18

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF GREENVILLE SUPPORTING A RIGHT-TURN LANE AND EXIT LANE WIDENING FOR THE PEOPLES BAPTIST CHURCH AND GREENVILLE CHRISTIAN ACADEMY ON US 264A (GREENVILLE BOULEVARD)

WHEREAS, this project will entail approximately 330 lineal feet of highway improvements within the city limits of the City of Greenville;

WHEREAS, this project would involve the installation of approximately 260 lineal feet of improvements for the proposed right-turn lane and approximately 70 lineal feet for the exit widening;

WHEREAS, this widening would allow for a right-turn lane for eastern flowing traffic along US 264-A (Greenville Boulevard) in order to improve safety for the entrance to Peoples Baptist Church and the Greenville Christian Academy which is also operated on the premises. The proposed right-turn lane would also increase the free flow of east-bound traffic along Greenville Boulevard.

NOW, THEREFORE, BE IT RESOLVED THAT the City Council of the City of Greenville, North Carolina, supports the request for the NCDOT project right-turn lane and exit widening for the Peoples Baptist Church and Greenville Christian Academy.

Adopted this 8th day of February, 2018

P.J. Connelly, Mayor

ATTEST:

Carol L. Barwick
City Clerk

#1071413

Item # 11