



Agenda

Greenville City Council

May 10, 2012
7:00 PM
City Council Chambers
200 West Fifth Street

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

I. Call Meeting To Order

II. Invocation - Council Member Smith

III. Pledge of Allegiance

IV. Roll Call

V. Approval of Agenda

VI. Special Recognitions

- Barrie Mitchell, Public Works Department Retiree
- Marion Mills, Public Works Department Retiree
- 2012 Citizens Academy Graduates

VII. Appointments

1. Appointments to Boards and Commissions

VIII. New Business

Public Hearings

2. Ordinance requested by Paradigm, Inc. to amend the Zoning Ordinance to modify the standards for Family Care Homes

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

Public Comment Period

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

Other Items of Business

4. Presentation of the proposed fiscal year 2012-2013 operating budget and fiscal year 2013-2014 financial plan for:
 - a. Pitt-Greenville Convention and Visitors Authority
 - b. Sheppard Memorial Library
 - c. Pitt-Greenville Airport Authority
5. Presentations by Boards and Commissions
 - a. Pitt-Greenville Airport Authority
6. Resolutions authorizing the conveyance of City-owned property located at 600 Ford Street and 414 Cadillac Street to Streets to Homes, Inc.
7. Authorization to sell City-owned property at 804 Fleming Street
8. City of Greenville Strategic Economic Plan and Annual Work Plan

IX. Comments from Mayor and City Council

X. City Manager's Report

XI. Adjournment



City of Greenville, North Carolina

Meeting Date: 5/10/2012
Time: 7:00 PM

Title of Item: Appointments to Boards and Commissions

Explanation: Mayor and City Council appointments or reappointments need to be made to the Affordable Housing Loan Committee, Greenville Bicycle & Pedestrian Commission, Historic Preservation Commission, Housing Authority, Human Relations Council, Pitt-Greenville Airport Authority, Pitt-Greenville Convention & Visitors Authority, Planning & Zoning Commission, Police Community Relations Committee, Recreation & Parks Commission and the Youth Council.

Fiscal Note: No direct fiscal impact.

Recommendation: To make appointments or reappointments to the Affordable Housing Loan Committee, Greenville Bicycle & Pedestrian Commission, Historic Preservation Commission, Housing Authority, Human Relations Council, Pitt-Greenville Airport Authority, Pitt-Greenville Convention & Visitors Authority, Planning & Zoning Commission, Police Community Relations Committee, Recreation & Parks 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_914698](#)

Appointments to Boards and Commissions

May 10, 2012

Affordable Housing Loan Committee

Council Liaison: Council Member Kandie Smith

Name	District #	Current Term	Reappointment Status	Expiration Date
Gregory James (Alternate Member)	5	Filling unexpired term	Resigned	February 2012

Greenville Bicycle & Pedestrian Commission

Council Liaison: Council Member Calvin Mercer

Name	District #	Current Term	Reappointment Status	Expiration Date
JP Walsh	4	First term	Resigned	January 2015

Historic Preservation Commission

Council Liaison: Council Member Marion Blackburn

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

Housing Authority

Council Liaison: Council Member Kandie Smith

Name	District #	Current Term	Reappointment Status	Expiration Date
E. Cordell Avery (Mayor Pro Tem Glover)	5	Second term	Eligible	May 2012
Kathy Castillo (Council Member Blackburn)	4	Filling unexpired term	Eligible	May 2012

Human Relations Council

Council Liaison: Mayor Pro Tem Rose Glover

Student Representatives

Name	District #	Current Term	Reappointment Status	Expiration Date
Available (ECU)		Unexpired Term	Eligible	October 2014
Available (PCC)		Unexpired Term	Eligible	October 2014

Pitt-Greenville Airport Authority

Council Liaison: Council Member Max Joyner, Jr.

Name	District #	Current Term	Reappointment Status	Expiration Date
Jerry Powell <i>(Council Member Mercer)</i>	5	First term	Deceased	June 2012

Pitt-Greenville Convention & Visitors Authority

Council Liaison: Mayor Pro-Tem Rose Glover

Name	District #	Current Term	Reappointment Status	Expiration Date
Ivory Mewborn <i>(County (3))</i>		First term	Resigned	June 2013

3: Residents not involved in tourist or convention-related business

Planning and Zoning Commission

Council Liaison: Council Member Max Joyner, Jr.

Name	District #	Current Term	Reappointment Status	Expiration Date
Shelly Basnight <i>(Mayor Thomas)</i>	4	First term	Eligible	May 2012
David Gordon <i>(Council Member Mitchell)</i>	5	Second term	Ineligible	May 2012

Planning & Zoning Commission continued

Tim Randall 3 Second term Ineligible May 2012
(Council Member Smith)

Police Community Relations Committee

Council Liaison: Mayor Pro Tem Rose Glover

Name	District #	Current Term	Reappointment Status	Expiration Date
Available <i>(Mayor Pro Tem Glover)</i>	2	Unexpired Term	Eligible	October 2013

Recreation and Parks Commission

Council Liaison: Council Member Kandie Smith

Name	District #	Current Term	Reappointment Status	Expiration Date
Brian Jacobs <i>(Council Member Mercer)</i>	1	Filling unexpired term	Eligible	May 2012
Sandra Steele <i>(Council Member Joyner)</i>	5	Second term	Ineligible	May 2012
Francine Taft <i>(Council Member Smith)</i>	1	Filling unexpired term	Eligible	May 2012

Youth Council

Council Liaison: Council Member Marion Blackburn

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

Applicants for Affordable Housing Loan Committee

Christine W. Darden
387 Claredon Drive
Greenville, NC 27858

Application Date: 4/23/2012

District #: 5

Home Phone: (252) 756-9249

Business Phone: (252) 215-1019

Email: chris@chrisdarden.com

Thomas Hines
211 Patrick Street
Greenville, NC 27834

Application Date: 10/6/2011

District #: 1

Home Phone: (252) 864-4907

Business Phone: (252) 695-9066

Email: thinesg@aol.com

Applicants for Greenville Bicycle & Pedestrian Commission

NONE.

Applicants for Historic Preservation Commission

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

Application Date: 2/20/2012

District #: 4

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

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

Application Date: 2/11/2011

District #: 5

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

Applicants for Housing Authority

Jumail Blount
1901-A Norcott Circle
Greenville, NC 27834

District #: 2

Donald Cavellini
101 Lancaster Drive
Greenville, NC 27834

District #: 2

Robert Hobgood
403 S. Eastern Street
Greenville, NC 27858

District #: 3

Thomas Hines
211 Patrick Street
Greenville, NC 27834

District #: 1

Application Date: 4/12/2010

Home Phone: (252) 327-7716

Business Phone: (252) 329-4549

Email: harknot22@yahoo.com

Application Date: 3/26/2012

Home Phone: (252) 756-7130

Business Phone: (252) 258-1602

Email: dcwchc@yahoo.com

Application Date: 04/26/2012

Home Phone: (252) 758-5740

Business Phone:

Email: hobgoods@gmail.com

Application Date: 10/6/2011

Home Phone: (252) 864-4907

Business Phone: (252) 695-9066

Email: thinesg@aol.com

Applicants for Human Relations Council

Wanda Carr
2304 British Court
Greenville, NC 27834

District #: 1

Isaac Chemmanam
402 Lochview Drive
Greenville, NC 27858

District #: 4

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

District #: 4

Aaron Lucier
1516 Thayer Drive
Winterville, NC 28590

District #: 5

Angela Marshall
2609B Boone Court
Greenville, NC 27834

District #: 1

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

District #: 1

Application Date: 10/13/2010

Home Phone: (252) 321-1409

Business Phone:

Email: carrwdc@hotmail.com

Application Date: 1/18/2012

Home Phone: (252) 561-8759

Business Phone: (252) 412-2045

Email: isaac.chemmanam@gmail.com

Application Date: 2/20/2012

Home Phone:

Business Phone: (252) 328-2950

Email: scotthduke@gmail.com

Application Date: 2/23/2011

Home Phone: (252) 321-3910

Business Phone: (252) 328-2758

Email: luciera@ecu.edu

Application Date: 4/29/2011

Home Phone: (252) 258-4104

Business Phone: (252) 328-4173

Email: marshalla@ecu.edu

Application Date: 7/15/2010

Home Phone: (252) 489-8390

Business Phone:

Email: partridgeb06@students.ecu.edu

Applicants for Pitt-Greenville Airport Authority

Kimberly Carney
1404 Graves Street
Greenville, NC 27834

Application Date: 5/12/2011

District #: 1

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

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

Application Date: 3/5/2011

District #: 5

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

Charles H. Farley
206 Oxford Road
Greenville, NC 27858

Application Date: 11/16/2011

District #: 4

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

Will Litchfield
310 Dupont Circle
Greenville, NC 27858

Application Date: 4/9/2010

District #: 5

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

Angela Marshall
2609B Boone Court
Greenville, NC 27834

Application Date: 4/29/2011

District #: 1

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

James Morris
3521 Warwick Drive
Greenville, NC 27858

Application Date: 1/6/2010

District #: 5

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

James O'Bryant
1809 Planters Walk
Greenville, NC 27858

Application Date: 12/5/2010

District #: 4

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

William H. Russ
321 Hidden Branches Close

Application Date: 1/4/2011

Pitt-Greenville Airport Authority continued

Winterville, NC 28590

District #: 5

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

District #: 5

Home Phone: (252) 258-0161

Business Phone:

Email: billruss@suddenlink.net

Application Date: 7/5/2011

Home Phone: (252) 714-5084

Business Phone: (252) 551-1520

Email: tysonam@guc.com

Applicants for Pitt-Greenville Convention and Visitors Authority (City)

Brian Brown
2237 Penncross Drive
Greenville, NC 27834

District #: 5

Application Date: 2/23/2011

Home Phone: (252) 414-3943
Business Phone: (252) 353-7379
Email: bbrown@myrepexpress.com

Wanda Carr
2304 British Court
Greenville, NC 27834

District #: 1

Application Date: 10/13/2010

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

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

District #: 5

Application Date: 3/5/2011

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

Ann Eleanor
102 Lindenwood Drive
Greenville, NC 27834

District #: 5

Application Date: 2/13/2011

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

JJ McLamb
102 Christina Drive
Greenville, NC 27858

District #: 4

Application Date: 2/27/2012

Home Phone: (252) 814-6050
Business Phone: (252) 737-4669
Email: jjmclamb@suddenlink.net

Bridget Moore
4128A Bridge Court
Winterville, NC 28590

District #: 5

Application Date: 7/13/2011

Home Phone: (252) 355-7377
Business Phone: (252) 756-1002
Email: bmoore2004@netzero.com

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

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: 1/16/2009

Application received/updated: 01/20/2011

Applicant's Attributes: County Planning Jurisdiction
District 4

<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		

<u>Boards Assigned To</u>	
Development Commission	2/7/2011 to 12/31/2013

Brian Cooper
1149 Mulberry Lane #34G
Greenville NC 27858

Day Phone: (252) 439-0651
Evening Phone: (252) 439-0651
Fax:
E-mail: Brianevans_99@yahoo.co

Gender: M
Race: White
District: 5
Priority: 0

Applied for this board on: 12/23/2009

Application received/updated: 01/06/2011

Convention & Visitors Authority
Wednesday, April 18, 2012

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Applicant Interest Listing

Applicant's Attributes: District 5
Greenville City Limits
South of the River

Experience (Educ./Vol./Prof. Assoc./Military/Other Appointed Positions, etc.)			
	Organization	Description	Date(s)
Education	Princeton University	AB-History	
Education	University of Michigan	MA	
Education	Sewanhaka High		
Experience	Self-Employed - Cooper Pearson	Writer-Editor & Marketing	currently
Experience	Air Force	ROTC	2 years
Experience	Hill & Knowlton/New York	Senior Account Executive	1984-1985
Experience	St. Regis Paper Company/New Y	PR Project Manager	1978-1984
Experience	Harcourt Brace Jovanovich/New	Asst. to the CEO	1976-1978
Experience	The Port Authority		1972
Experience	Industry Experience	Publishing,Media, Airport Mang., Hea	
Experience	Treadway Ins. & Resorts	Marketing & Communications Directo	1976
Volunteer/Prof. Associations	Princeton Club of New York	Member, Board of Governors	1975-1990
Volunteer/Prof. Associations	The International Center	English/language tutor	
Volunteer/Prof. Associations	The Network of Independent Pub		1986-1988
Volunteer/Prof. Associations	Literacy Tutor/Orange County		
Volunteer/Prof. Associations	Radio Reading Services of Easter		
Volunteer/Prof. Associations	Greenville Writers Group	Member	
Volunteer/Prof. Associations	American Society of Journalists	Member	

Ralph Hall Jr
111 Hardee Street
Greenville NC 27858

Day Phone:
Evening Phone: (252) 756-0262
Fax:

Gender: M
Race: White
District: 6

Convention & Visitors Authority
Wednesday, April 18, 2012

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Applicant Interest Listing

E-mail: bajhall@aol.com

Priority: 0

Applied for this board on: 2/26/2003

Application received/updated: 02/26/2003

Applicant's Attributes: District 6
Greenville ETJ

<u>Experience (Educ./Vol./Prof. Assoc./Military/Other Appointed Positions, etc.)</u>			
	<u>Organization</u>	<u>Description</u>	<u>Date(s)</u>
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>	
Industrial Revenue & Pollution Control Authority	3/15/2004 to 3/15/2007
P. C. M. H. Board of Trustees District 2	2/19/2008 to 3/31/2013

Steve Little
3314 NC 33 W
Greenville NC 27834

Day Phone: (252) 714-3559
Evening Phone: (252) 758-2040
Fax:
E-mail: steve.little@nashfinch.com

Gender: M
Race: White
District: 2
Priority:

Applicant Interest Listing

Applied for this board on: 1/5/2007

Application received/updated: 02/28/2012

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

<u>Experience (Educ./Vol./Prof. Assoc./Military/Other Appointed Positions, etc.)</u>			
	Organization	Description	Date(s)
Education	East Carolina University		
Education	Belvoir Elementary		
Experience		NC Real Estate Broker License	
Experience	Nash Finch	Division Manager	
Volunteer/Prof. Associations	Pitt County Planning Board		6 years

<u>Boards Assigned To</u>	
ABC Board	9/22/2009 to 6/30/2012
Pitt County Board of Adjustment North of the River	1/11/2010 to 1/1/2013

Edward Sontag
3902 Brookstone Drive
Winterville NC 28590

Day Phone: (252) 364-8198
Evening Phone:
Fax:
E-mail: edsbadger@gmail.com

Gender: M
Race:
District: 5
Priority:

Applied for this board on: 1/21/2011

Application received/updated: 01/21/2011

Applicant's Attributes: Greenville City Limits
South of the River
District 5

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

Applicant Interest Listing

Education	Syracuse U		1971
Education	Buffalo State	BS; MS	1964, 1967
Education	Bennett High School; Buffalo N		
Experience	US Dept. of Education	Director of Special Education	
Experience	Governor Tommy Thompson	Policy Advisor	
Experience	CDC	Chief Management Official	2005-2010
Experience	HHS	Assistant Secretary	2001-2005
Volunteer/Prof. Associations	National Guard - NY State		

Elizabeth Weidner

116 Knight Drive
Winterville NC 28590

Day Phone: (252) 321-4034

Evening Phone:

Fax:

E-mail: demrs5@suddenlink.net

Gender: F

Race: White

District: 5

Priority:

Applied for this board on: 6/22/2010

Application received/updated: 06/22/2010

Applicant's Attributes: Greenville ETJ
South of the River
GUC Customer
District 5

Experience (Educ./Vol./Prof. Assoc./Military/Other Appointed Positions, etc.)		
Organization	Description	Date(s)
Education	University of Alabama-Birmingh	
Education	Albemarle High School	

Applicants for Planning and Zoning Commission

Cornell Allen
4030 Bells Chapel Road
Greenville, NC 27858

District #: 5

Application Date: 5/8/2011

Home Phone: (252) 215-0486
Business Phone: (252) 258-9718
Email: mrcallen2436@gmail.com

Brian Brown
2237 Penncross Drive
Greenville, NC 27834

District #: 5

Application Date: 2/23/2011

Home Phone: (252) 414-3943
Business Phone: (252) 353-7379
Email: bbrown@myrepxpress.com

Torico Griffin
101 David Drive Apt. B-9
Greenville, NC 27834

District #: 3

Application Date: 4/25/2012

Home Phone: (252) 695-5153
Business Phone:
Email: torico.griffin@gmail.com

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

District #: 5

Application Date: 2/11/2011

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

JJ McLamb
102 Christina Drive
Greenville, NC 27858

District #: 4

Application Date: 2/27/2012

Home Phone: (252) 814-6050
Business Phone: (252) 737-4669
Email: jjmclamb@suddenlink.net

Dustin Mills
504 Daventry Drive
Greenville, NC 27858

District #: 5

Application Date: 4/9/2012

Home Phone: (919) 480-0791
Business Phone: (252) 558-0207
Email: dmills@pirhl.com

Bridget Moore
4128A Bridge Court
Winterville, NC 28590

District #: 5

Application Date: 7/13/2011

Home Phone: (252) 355-7377
Business Phone: (252) 756-1002
Email: bmoore2004@netzero.com

Richard S. Patterson
107 Woodhaven Road

Application Date: 7/20/2010

Planning & Zoning Commission continued

Greenville, NC 27834

District #: 5

Howard Stearn
2818 Jefferson
Greenville, NC 27858

District #: 3

L. H. Zincone
1730 Beaumont Drive
Greenville, NC 27858

District #: 4

Home Phone: (252) 916-6593

Business Phone: (252) 746-7018

Email: rspattersonsr33@gmail.com

Application Date: 11/9/2011

Home Phone: (252) 862-6683

Business Phone: (252) 321-1101

Email: howardmstearn@gmail.com

Application Date: 3/7/2011

Home Phone: (252) 756-0071

Business Phone:

Email: bgrassnut@suddenlink.net

Applicants for Police Community Relations Committee

Isaac Chemmanam
402 Lochview Drive
Greenville, NC 27858

District #: 4

Application Date: 1/18/2012

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

Ann Eleanor
102 Lindenwood Drive
Greenville, NC 27834

District #: 5

Application Date: 2/13/2011

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

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

District #: 5

Application Date: 2/11/2011

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

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

District #: 1

Application Date: 10/26/2011

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

Aaron Lucier
1516 Thayer Drive
Winterville, NC 28590

District #: 5

Application Date: 2/23/2011

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

Howard Stearn
2818 Jefferson
Greenville, NC 27858

District #: 3

Application Date: 11/9/2011

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

Applicants for Recreation & Parks Commission

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

District #: 5

Application Date: 3/5/2011

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

Gordon M. Darragh
1300 Oakview Drive
Greenville, NC 27858

District #: 4

Application Date: 4/17/2012

Home Phone: (252) 752-2633
Business Phone: (252) 917-0090
Email: gmdarragh@yahoo.com

Joseph P. Flood
1919 Sherwood Drive
Greenville, NC 27858

District #: 4

Application Date: 2/10/2009

Home Phone: (252) 353-9915
Business Phone: (252) 328-2745
Email: floodj@ecu.edu

Torico Griffin
101 David Drive Apt. B-9
Greenville, NC 27834

District #: 3

Application Date: 4/25/2012

Home Phone: (252) 695-5153
Business Phone:
Email: torico.griffin@gmail.com

Deb Jordan
4321 Davencroft Village Drive
Winterville, NC 28590

District #: 5

Application Date: 1/31/2011

Home Phone: (252) 367-1754
Business Phone: (252) 737-2990
Email: jordand@ecu.edu

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

District #: 1

Application Date: 10/26/2011

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

Aaron Lucier
1516 Thayer Drive
Winterville, NC 28590

District #: 5

Application Date: 2/23/2011

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

Applicants for Youth Council

NONE.



City of Greenville, North Carolina

Meeting Date: 5/10/2012
Time: 7:00 PM

Title of Item: Ordinance requested by Paradigm, Inc. to amend the Zoning Ordinance to modify the standards for Family Care Homes

Explanation: **Background Information**

It is the policy of the State of North Carolina to provide persons with disabilities the opportunity to live in a normal residential environment. The State further dictates that each person with a disability shall have the same rights as any other citizen to live and reside in residential communities, homes and group homes on the same basis as any other citizen. The State defined and created standards for family care homes in 1981, and later modified them in 2005, as a means of implementing this policy directive and to ensure compliance with federal law.

The City of Greenville first defined and created standards for family care homes in 1981. These new standards were modeled after the state law that was adopted earlier that year and included a 1/2 mile separation requirement for family care homes (i.e. a proposed family care home could not be located within 1/2 mile of an existing family care home). In 1991, the *Pitt County Group Home Board* requested that the City eliminate the 1/2 mile separation requirement so that such facilities could be more easily established throughout the community. The City Council found that eliminating the separation requirement altogether would not be appropriate, but chose to reduce the separation requirement to 1/4 mile, which is still the standard today.

Family care homes are defined by NCGS 168-21 as "a home with support and supervisory personnel that provides room and board, personal care and rehabilitation services in a family environment for not more than six resident persons with disabilities." The term "persons with disabilities" is broadly defined and includes, but is not limited to, the following:

- Persons with mental retardation, cerebral palsy, epilepsy, autism, hearing and sight impairments, emotional disturbance or orthopedic impairments;
- Persons suffering from Alzheimer's, senile dementia or organic brain syndrome;

- Persons with human immunodeficiency virus (HIV) and / or acquired immune deficiency syndrome (AIDS), who are in ambulatory condition; and
- Recovering alcoholics or drug addicts who are not currently using illegal controlled substances.

This definition does not include individuals that are considered to be "dangerous to others". Dangerous to others means that within the recent past, the individual has inflicted or attempted to inflict or threatened to inflict serious bodily harm on another, or has acted in such a way as to create a substantial risk of serious bodily harm to another, or has engaged in extreme destruction of property; and that there is a reasonable probability that this conduct will be repeated.

State Limits on Local Land Use Controls

The State of North Carolina, through NCGS 168-22, dictates that municipalities shall view family care homes as residential land uses for zoning purposes and shall allow them as a permitted use in all residential zoning districts. The statute further dictates that a family care home cannot be made subject to the issuance of a special use permit. A municipality may, however, prohibit a family care home from being located within a 1/2 radius of an existing family care home.

It should be noted that the prospective family care home operators must meet State licensing / permitting requirements as well as local zoning requirements. These two processes are independent of one another.

Federal Fair Housing Act

This request has federal Fair Housing Act implications. The federal Fair Housing Act makes it unlawful to make a dwelling unavailable to a person because of race, color, national origin, religion, sex, familial status, or handicapped condition. A violation of the Act includes failure to make a reasonable accommodation in rules and policies when it is necessary to afford a protected person equal opportunity to use and enjoy a dwelling. The Act applies to local governments including the requirement that local governments make a reasonable accommodation in rules and policies when it is necessary to afford a protected person equal opportunity to use and enjoy a dwelling.

The federal Fair Housing Act has resulted in litigation relating to Zoning Ordinance provisions which apply to group homes and family care homes which serve persons with disabilities. Included in the Zoning Ordinance provisions which have been challenged as being in violation of the Act is the separation requirement between family care homes. Although the courts in some states have invalidated separation requirements completely, the courts in other states have upheld separation requirements. A North Carolina court has not yet ruled on this.

When considering this proposed amendment, consideration should be given as to whether the amendment is a reasonable accommodation under the federal Fair Housing Act. The standard as established by case law is that the accommodation is reasonable and necessary. The case law approved factors include the following:

(1) *Reasonable*. Factors which may be considered to determine whether an accommodation is reasonable include but are not limited to the following:

(a) the legitimate purposes and effects of existing zoning regulations are not undermined by the accommodation;

(b) the benefits that the accommodation provides to individuals with disabilities;

(c) alternatives to the accommodation do not exist which accomplish the benefits more efficiently; and

(d) a significant financial and administrative burden is not imposed by the accommodation upon the city.

(2) *Necessary*. Factors which may be considered to determine whether an accommodation is necessary include but are not limited to the following:

(a) direct or meaningful amelioration of the effects of the particular disability or handicap is provided by the accommodation; and

(b) individuals with disabilities are afforded by the accommodation equal opportunity to enjoy and use housing in residential neighborhoods.

Current Zoning Standards

The City's standards applicable to family care homes are consistent with the applicable state requirements outlined above as follows:

- The City's definition of a family care home is modeled after the state definition and also includes language from other applicable state statutes.
- The City permits family care homes as a use of right in all residential zoning districts including the RA-20, R-15S, R-9S, R-6S, R-6N, R-9, R-6, R-6A, R-6MH, MR, MRS, OR and CDG districts.
- Family care homes are not subject to a special use permit in any district.
- Family care homes are subject to a 1/4 mile (1,320-foot) separation requirement from other family care homes (this is a significantly less strict requirement than is permitted by state law).

(A complete copy of all City zoning standards applicable to family care homes is attached.)

Current Request

Paradigm, Inc., a mental and behavioral health care provider, has submitted a Zoning Ordinance Text Amendment Application requesting to add the following language as an addition to the existing 1/4 mile separation requirement applicable to family care homes, as provided in subsection (D)(3) under Section 9-4-103 of the Zoning Ordinance:

The following exception to the ¼ mile separation requirement provides for the reasonable accommodation for individuals with disabilities while also limiting

the cumulative impacts of family care home facilities congregating within residential neighborhoods:

A family care home may be located within 1/4 mile of an existing family care home if:

1. Both the existing family care home and the proposed family care home are operated by the same licensed operator;
2. The proposed family care home is located upon property which is adjacent to the property upon which the existing family care home is located; and,
3. The existing family care home and the proposed family care home are not located within one mile of any other family care home.

Staff Comments

The existing separation requirement applicable to family care homes is intended to ensure that these facilities do not congregate or cluster within residential neighborhoods. In staff's opinion, the establishment of multiple family care homes in close proximity to one another within a residential neighborhood could potentially lead to nonresidential characteristics within the neighborhood and have an adverse impact on the neighborhood's character and on its residents. Additionally, such concentration of these facilities could be adverse or detrimental to the City's efforts related to two specific Objectives of **Horizons: Greenville's Community Plan** as follows:

Objective H6: To improve and revitalize existing neighborhoods.

Objective UF6: To preserve neighborhood livability.

Other specific Objectives of **Horizons: Greenville's Community Plan** that may be interpreted as supporting the basis of the requested text amendment include the following:

Objective H15: To partnership with others to provide affordable housing for special needs populations.

Objective UF2: To encourage a mixing of land uses.

Objective UF3: To encourage a diversity of housing options.

In staff's opinion, the City's current standards for family care homes, including the 1/4 mile separation requirement, provides reasonable opportunities for family care homes within the City's planning and zoning jurisdiction. As of April 4, 2012, there are 29 approved family care homes within the City's planning and zoning jurisdiction (24 active and 5 approved but pending State permitting). Additionally, there are 8 active Oxford House facilities that are not subject to the local zoning requirements related to spacing. Based on an analysis of the City's current standards and the location of these existing facilities, approximately

39.86 square miles or 59.8% of the city's planning and zoning jurisdiction would qualify to locate a new family care home facility by right (see attached map).

Fiscal Note: No fiscal impact is anticipated.

Recommendation: In staff's opinion, the proposed Zoning Ordinance Text Amendment is not in compliance with **Horizons: Greenville's Community Plan**.

The Planning and Zoning Commission voted to recommend denial of the proposed Zoning Ordinance Text Amendment at their April 17, 2012, meeting.

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

If City Council determines to deny the text amendment request, in order to comply with statutory requirements, it is recommended that the motion be as follows:

"Motion to deny the requested text amendment, to advise that it is inconsistent with the comprehensive plan or other applicable plans, and to adopt the staff report which addresses plan consistency and other matters."

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

Attachments / click to download

- [Current Zoning Standards Family Care Homes 913173](#)
- [Family Care Home Separation Standards Survey 912969](#)
- [Family Care Home Map](#)
- [Family Care Home Inventory](#)
- [Paradigm Application](#)
- [P_Z_Minutes_Paradigm_925407](#)
- [Family Care Homes Ordinance Final 925318](#)

Excerpt from the DRAFT Planning & Zoning Minutes (4/17/2012)

ZONING ORDINANCE TEXT AMENDMENT APPLICATION SUBMITTED BY
PARADIGM, INC. REQUESTING TO MODIFY THE CITY'S STANDARDS FOR FAMILY
CARE HOMES- DENIED

Mr. Christopher Padgett, Interim Assistant City Manager, stated that city staff and the applicant have been communicating regarding the proposed text amendment for over six months. The State defined and created standards for family care homes in 1981. The City of Greenville first defined and created standards for family care homes in the same year and later modified them in 2005. Mr. Padgett stated the definition for a family care home, "persons with disabilities" and individuals that are considered to be "dangerous to others". He also described the state limits on how municipalities can regulate family care homes along with an explanation of the Federal Fair Housing Act and the City's current zoning standards for family care homes. Mr. Padgett stated that the city currently has 29 approved family care homes in its jurisdiction (24 active and 5 approved but pending State permitting). Additionally, there are 8 active Oxford House facilities that are not subject to the local zoning requirements related to spacing due to federal legislation. 39.86 square miles or 60% of the city's planning and zoning jurisdiction would qualify to locate a new family care home facility by right. The applicant is requesting a text amendment that would allow for an exception to the ¼ mile separation applicable to family care homes if: 1) both the existing family care home and the proposed family care home are operated by the same licensed operator; 2) the proposed family care home is located upon property which is adjacent to the property upon which the existing family care home is located; and 3) the existing family care home and the proposed family care home are not located within one mile of any other family care home. Staff outlined the applicable provisions of the Comprehensive Plan. In staff's opinion, the proposed text amendment is not in compliance with Horizons: Greenville's Comprehensive Plan. In staff's opinion, the City's current standards for family care homes, including the ¼ mile separation requirement, provides reasonable opportunities for family care homes within the City's planning and zoning jurisdiction.

Mr. Parker asked if the text amendment was approved could the family care home owners build on two new family care homes on properties adjacent to the existing facility.

Mr. Padgett stated they could not. The proposed amendment if approved would allow them to have a facility adjacent to the existing facility but the next facility would have to be ¼ mile away from each facility.

Ms Bellis asked didn't the amendment say it would have to be one mile separation.

Mr. Padgett stated that in order to qualify to have a second family care home adjacent to an existing facility according to this amendment, both the existing and the proposed has to be a mile away from any other care home; therefore you can have two side by side. At that point, if another operator or the same operator decided they wanted to open another family care home within that vicinity, they would have to meet the current separation standard of a ¼ mile.

Attorney Warner Wells, representative of the applicant, spoke in favor of the request. He stated that part 3 of the amendment, as he understood, meant that neither the applicant nor any other home once two facilities were operating on adjacent parcels could open an additional facility within a one mile radius.

Mr. Padgett stated that the way the amendment was written, in order to have a facility next door to an existing facility, there cannot be another facility within a mile of the existing or proposed facility. Once there are two facilities side by side under that provision, state laws limits the city's ability to do separation requirements to not more than ½ mile. The City would not have the ability to impose the one mile on anyone else. As the applicant trying to use this provision, in order to qualify, the one mile stipulation would have to be made on the front end. Afterwards another facility would still be subject to the city's current standard of ¼ mile.

Attorney Wells stated that according to 2005 data 1,272 people in Pitt County are in group homes. He stated that there are seven family care homes that service the adult population with mental disabilities. Attorney Wells delineated the property's zoning district. He stated that the applicant owns the adjacent home to the existing facility. The proposed amendment could apply to three family care homes at the current time. Two of the facilities are north of the river and service communities normally considered as economically depressed. Several of the existing family care homes were grandfathered before the standard was established. He also stated that the objection of the Federal Fair Housing Act is to provide residential, neighborhood quality living for individuals with disabilities. This amendment would provide greater economy of sufficiency for the community and the operator by providing additional jobs for the county.

Ms. Sophia Ellis, representative of Pitt County Department of Social Services, spoke in favor of the request. She read a letter from Pitt County Department of Social Services that iterated the need for adult care facilities, the convenience for families and the Department of Social Services staff to have homes in the community and the cost effectiveness of having a facility located in Pitt County.

Mr. Bobby Hardy, neighbor of Paradigm, Inc. family care home, spoke in favor of the request. He stated that he and his family welcome an additional family care home in the area. He stated that the facility was neat, staff was personable and they have not encountered any problems with the residents or its staff.

Mr. John Bradley, citizen, spoke in favor of the request. He stated that he has a mentally handicapped son with cerebral palsy who is in need of an adult care home in Pitt County. They are currently unable to find an appropriate location.

Ms. Inez Fridley, citizen, spoke in opposition of the request. She stated that the current separation requirement adds an amount of separation and protection for all citizens. She recommended that the commission deny the request based on the thorough research and points presented by staff.

Attorney Wells spoke in rebuttal to the opposition. He asked the commission to consider the reasonableness and necessary for equal opportunity factors enumerated by the fourth circuit court of appeals – A) Legitimate purposes and effects of existing zoning regulations; B) Benefits to Handicapped; C) Existence of Alternatives; D) No undue financial burdens on municipalities; E) Substantial or fundamental alterations to existing nature of community; F) Direct link between accommodation and equal opportunity; G) Affirmative enhancement of quality of life.

No one spoke in rebuttal to the applicant's comments.

Ms. Bellis stated that the commission is not opposing the necessity of family care homes, but should consider the concentration of the homes.

Chairman Randall agreed and that it is a zoning issue.

Mr. Parker stated that no one is challenging the good that the homes do, but the impact of future areas in our city if this amendment passes.

Mr. Maxwell stated that he talked to folks working in an area with group homes who stated that part of the idea of having a group home in a neighborhood is to have the neighborhood's impact on the group home residents. If there are multiple group homes in a neighborhood then you change the dynamic of the neighborhood which is counterproductive.

Mr. Schrade stated that the commission has to look at the whole city and not just the individual request.

Chairman Randall stated that he looked at eight group homes and five were within a ½ to ¼ mile of his home which did not impact the neighborhood too much; however, we have to look at the future and clusters.

Mr. Parker asked what the percentage to build within the city was.

Chairman Randall answered 60% of the jurisdiction is currently available.

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

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

WHEREAS, the City Council of the City of Greenville, North Carolina, in accordance with Article 19, Chapter 160A, of the General Statutes of North Carolina, caused a public notice to be given and published once a week for two successive weeks in The Daily Reflector setting forth that the City Council would, on May 10, 2012 at 7:00 p.m., in the City Council Chambers of City Hall in the City of Greenville, NC, conduct a public hearing on the adoption of an ordinance amending the City Code; and

WHEREAS, in accordance with the provisions of North Carolina General Statute 160A-383, the City Council does hereby find and determine that the adoption of the ordinance involving the text amendment, while not consistent with the adopted comprehensive plan, that the adoption of the ordinance involving the text amendment is reasonable and in the public interest.

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

Section 1: That Title 9, Chapter 4, Article F, Section 9-4-103, of the City Code, is hereby amended by adding a new subsection (D)(3) as follows:

The following exception to the ¼ mile separation requirement provides for the reasonable accommodation for individuals with disabilities while also limiting the cumulative impacts of family care home facilities congregating within residential neighborhoods:

A family care home may be located within 1/4 mile of an existing family care home if:

- 1. Both the existing family care home and the proposed family care home are operated by the same licensed operator;*
- 2. The proposed family care home is located upon property which is adjacent to the property upon which the existing family care home is located; and,*
- 3. The existing family care home and the proposed family care home are not located within one mile of any other family care home.*

Section 2. That any part or provision of this ordinance found by a court of competent jurisdiction to be in violation of the Constitution or laws of the United States of North Carolina is hereby deemed severable and shall not affect the validity of the remaining provisions of the ordinance.

Section 3. That this ordinance shall become effective immediately upon adoption.

Adopted this 10th day of May, 2012.

Allen M. Thomas, Mayor

ATTEST:

Carol L. Barwick, City Clerk

Current Zoning Standards for Family Care Homes – City of Greenville

1. **Section 9-4-22** provides the definition of a family care home as follows:

Family care home. An establishment defined under G.S. 168-20 through 168-23 as amended, with support and supervisory personnel that provides room and board, personal care and rehabilitation services in a family environment for not more than six resident persons with disabilities. Person with disabilities means a person with a temporary or permanent physical, emotional, or mental disability including but not limited to mental retardation, cerebral palsy, epilepsy, autism, hearing and sight impairments, emotional disturbance and orthopedic impairments but not including mentally ill persons who are dangerous to others. Dangerous to others means that within the recent past, the individual has inflicted or attempted to inflict or threatened to inflict serious bodily harm on another, or has acted in such a way as to create a substantial risk of serious bodily harm to another, or has engaged in extreme destruction of property; and that there is a reasonable probability that this conduct will be repeated. Previous episodes of dangerousness to others, when applicable, may be considered when determining reasonable probability of future dangerous conduct.

- (1) The following shall be considered a person with disabilities for the purpose of this definition:
 - (a) An elderly and disabled person suffering from Alzheimer's, senile dementia, organic brain syndrome;
 - (b) A recovering alcoholic or drug addict who is not currently using an illegal controlled substance; and/or
 - (c) A person with human immunodeficiency virus (HIV) and/or acquired immune deficiency syndrome (AIDS), who is in ambulatory condition.
- (2) Professionals or paraprofessionals providing assistance to the occupants shall be allowed in addition to the maximum occupancy.

2. **Section 9-4-103 (D)** provides the following standards applicable to family care homes:

(D) *Family care home.*

- (1) For purposes of this section, a family care home shall be as defined herein.
- (2) Family care homes shall be deemed a residential use of property and shall be permissible in all residential districts subject to subsection (D)(3) below.

(3) No family care home shall be permitted within a one-fourth-mile (1,320 foot) radius of an existing family care home as measured from the nearest lot line.

3. **Appendix A (C)(2)** provides the districts in which family care homes can be located as a permitted use as follows:

- RA-20 (Residential – Agricultural) district;
- R-15S (Residential – Single Family) district;
- R-9S (Residential – Single Family) district;
- R-6S (Residential – Single Family) district;
- R-6N(Residential – Neighborhood Revitalization) district;
- R-9 (Residential) district;
- R-6 (Residential) district;
- R-6A (Residential) district;
- R-6MH (Residential – Mobile Home) district;
- MR (Medical – Residential) district;
- MRS (Medical – Residential – Single Family) district;
- OR (Office – Residential) district; and
- CDF (Downtown Commercial Fringe) district.

Survey of Other North Carolina Jurisdictions: Separation Requirements for Family Care Homes

Staff surveyed numerous other North Carolina municipalities and Pitt County to verify which entities have spacing requirements for Family Care Homes (i.e. a set distance that a proposed Family Care Home must be from an existing Family Care Home). The results of the survey are provided below:

Pitt County

Ayden: 2,640 ft. (½ mile)
Farmville: No separation standard.
Greenville: 1,320 ft (¼ mile)
Grifton: 2,640 ft. (½ mile)
Pitt County: 2,640 ft. (½ mile)
Winterville: 2,640 ft. (½ mile)

Eastern North Carolina

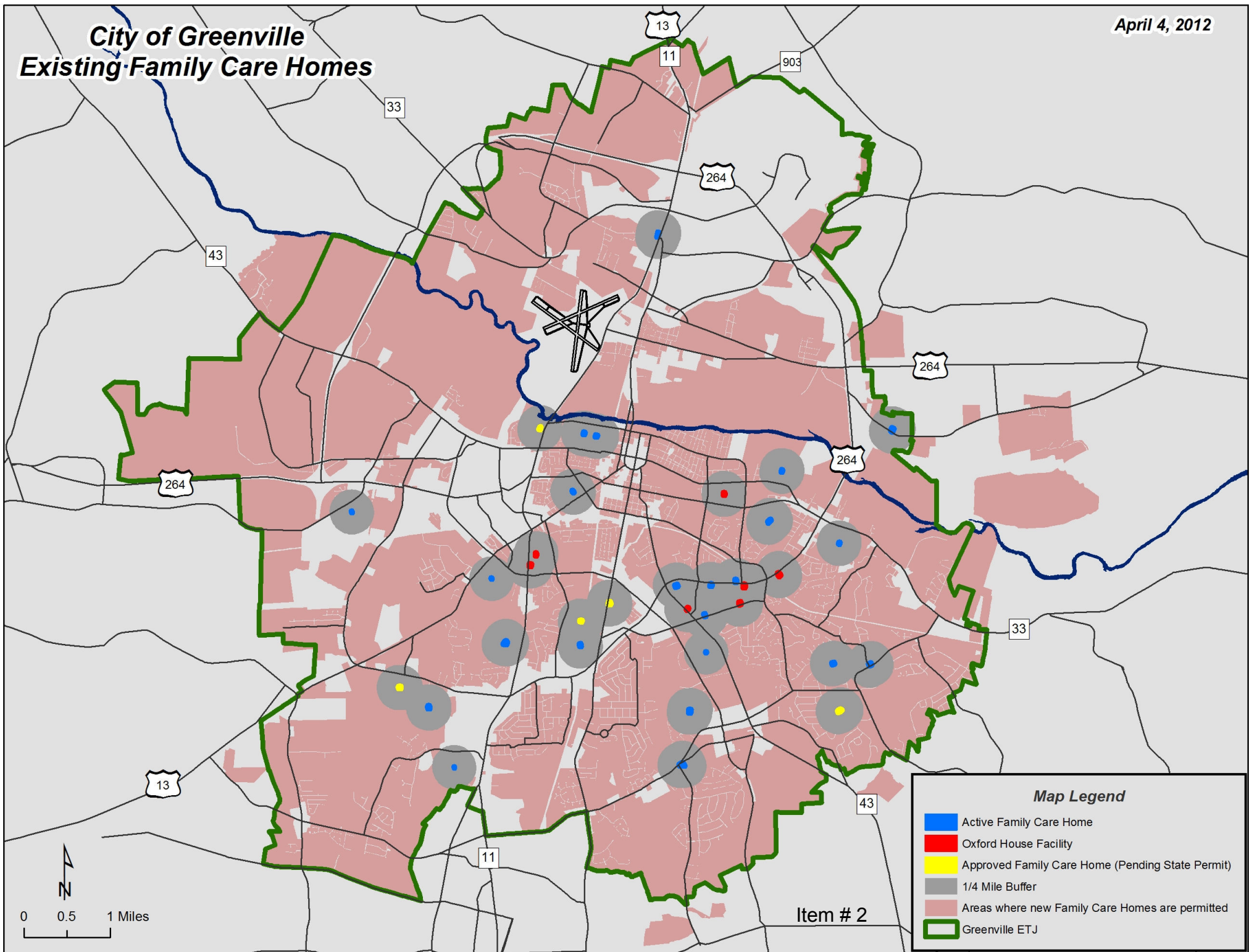
Goldsboro: 1,320 ft (¼ mile)
Jacksonville: 2,640 ft. (½ mile)
New Bern: 2,500 ft.
Rocky Mount: 750 ft.
Washington: 2,640 ft. (½ mile)
Wilmington: 2,640 ft. (½ mile)
Wilson: No separation standard.

Statewide

Apex: 2,640 ft. (½ mile)
Cary: 1,320 ft (¼ mile)
Charlotte: 800 ft.
Durham: No separation standard.
High Point: 2,640 ft. (½ mile)

City of Greenville Existing Family Care Homes

April 4, 2012



Map Legend

- Active Family Care Home
- Oxford House Facility
- Approved Family Care Home (Pending State Permit)
- 1/4 Mile Buffer
- Areas where new Family Care Homes are permitted
- Greenville ETJ

Inventory of Existing Family Care Homes Located within Greenville's Planning and Zoning Jurisdiction April 4th 2012

NAME	ADDRESS	STATUS
Rosa Bradley Home For Adults I	2201 N MEMORIAL DR	Active
Freeman Family Care Home #4	1004 W THIRD ST	Active
Whites Family care Home	708 W THIRD ST	Active
Midland Supervised Living	3309 A MIDLAND CT	Active
Forest Hills Group Home	1913 FOREST HILL DR	Active
Pitt County Group Home #4	1203 REDBANKS RD	Active
Freeman Family Care Home #1	506 SEDGEFIELD DR	Active
King George Road Group Home	323 KING GEORGE RD	Active
Paradigm Facility for Adults	4001 A OLD PACTOLUS RD	Active
Freeman Family Care Home #2	108 KENWOOD LN	Active
MAAL-CARE	1200 E FIRE TOWER RD	Active
Our Fathers House	2605 A E THIRD ST	Active
Erin's Place	126 OAKMONT DR	Active
Paradigm, Inc.	2501 JEFFERSON DR	Active
Emmanuel Residential Facility	208 COUNTRY CLUB DR	Active
Keep Hope Alive	1110 SE GREENVILLE BV	Active
Bridging the Gap, LLC	3830 P6 STERLING POINTE DR	Active
Easter Seals UCP North Carolina, Inc.	108 GUINEVERE LN	Active
Keep Hope Alive	1419 SE GREENVILLE BV	Active
Wimbledon Place	1650 WIMBLEDON DR	Active
Better Connections, INC.	3330 A MOSELEY DR	Active
Tamika Groves	1205 B8 CROSS CREEK CI	Active
Freeman Family Care Home #5	1006 W THIRD ST	Active
Freeman Family Care Home #3	1408 CHESTNUT ST	Active
Oxford House DellWood	1428 SE GREENVILLE BV	Active-Oxford
Oxford House Eastwood	1614 SE GREENVILLE BV	Active-Oxford
Oxford House Glenwood II	203 GLENWOOD AV	Active-Oxford
Oxford House Greenville	2521 S MEMORIAL DR	Active-Oxford
Oxford House Memorial	2519 S MEMORIAL DR	Active-Oxford
Oxford House Red Banks	1401 RED BANKS RD	Active-Oxford
Oxford House Charles St.	2208 CHARLES BV	Active-Oxford
Oxford House Evans	1909 E EIGHTH ST	Active-Oxford
Genesis Inc. of NC	2411 EVANS ST	Approved (pending State Permit)
Carol Groves	307 BURLINGTON RD	Approved (pending State Permit)
Dominion Adult Care	207 LEE ST	Approved (pending State Permit)
Great Things Foundations, Inc.	1707 W THIRD ST	Approved (pending State Permit)
Tammy Vines	110 PEARL DR	Approved (pending State Permit)



Date Received 3-16-12

CITY OF GREENVILLE ZONING ORDINANCE TEXT AMENDMENT APPLICATION

Applicant Name(s) Paradigm, Inc.
(Jason and Jeanette Barnett)

Mailing Address P. O. Box 31091
Greenville, NC 27833-31091

Contact Phone Number (252) 561-8112

Contact Fax Number (252) 561-7455

Zoning Ordinance Section Proposed to be Amended: _____
Section 9-4-103, paragraph (D)(3)

Reason for Request: For a reasonable accommodation to provide needed
facilities for individuals with disabilities.

Proposed Language of Text Amendment (attach additional pages if needed): _____
Please see attached page.

Jeannette M. Barnett
Print Name

Jeannette M. Barnett 3.16.12
Signature of Applicant Date

The following exception to the ¼ mile separation requirement provides for the reasonable accommodation for individuals with disabilities while also limiting the cumulative impacts of family care home facilities congregating within residential neighborhoods:

A family care home may be located within 1/4 mile of an existing family care home if:

1. Both the existing family care home and the proposed family care home are operated by the same licensed operator;
2. The proposed family care home is located upon property which is adjacent to the property upon which the existing family care home is located; and,
3. The existing family care home and the proposed family care home are not located within one mile of any other family care home.



City of Greenville, North Carolina

Meeting Date: 5/10/2012
Time: 7:00 PM

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

Explanation: **Required Notices:**

Planning and Zoning meeting notice (property owner and adjoining property owner letter) mailed on March 6, 2012.
On-site sign(s) posted on March 6, 2012.
City Council public hearing notice (property owner and adjoining property owner letter) mailed April 24, 2012.
Public hearing legal advertisement published April 30 and May 7, 2012.

Comprehensive Plan:

The subject area is located in Vision Area F.

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

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

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

History/Background:

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

Present Land Use:

Currently, the property is vacant.

Water/Sewer:

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

Historic Sites:

There are no known effects on designated sites.

Environmental Conditions/Constraints:

There are no known environmental conditions/constraints.

Surrounding Land Uses and Zoning:

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

Density Estimates:

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

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

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

Fiscal Note: No cost to the City.

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

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

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

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

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

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

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

Attachments / click to download

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

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

WHEREAS, the City Council of the City of Greenville, North Carolina, in accordance with Article 19, Chapter 160A, of the General Statutes of North Carolina, caused a public notice to be given and published once a week for two successive weeks in The Daily Reflector setting forth that the City Council would, on May 10, 2012, at 7:00 p.m., in the City Council Chambers of City Hall in the City of Greenville, NC, conduct a public hearing on the adoption of an ordinance rezoning the following described territory;

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

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

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

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

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

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

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

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

ADOPTED this 10th day of May, 2012.

Allen M. Thomas, Mayor

ATTEST:

Carol L. Barwick, City Clerk

Doc. # 920905

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

REQUEST BY BRIGHTON PARK APARTMENTS, LLC - DENIED

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

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

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

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

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

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

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

EXISTING ZONING

MO (Medical-Office)

Permitted Uses

(1) General:

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

(2) Residential:

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

(3) Home Occupations (see all categories):

*None

(4) Governmental:

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

(5) Agricultural/ Mining:

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

(6) Recreational/ Entertainment:

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

(7) Office/ Financial/ Medical:

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

(8) Services:

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

(9) Repair:

* None

(10) Retail Trade:

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

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

* None

(12) Construction:

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

(13) Transportation:

* None

(14) Manufacturing/ Warehousing:

* None

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

* None

Special Uses

MO (Medical-Office)

(1) General:

* None

(2) Residential:

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

(3) Home Occupations (see all categories):

* None

(4) Governmental:

a. Public utility building or use

(5) Agricultural/ Mining:

* None

(6) Recreational/ Entertainment:

s. Athletic club; indoor only

(7) Office/ Financial/ Medical:

* None

(8) Services:

a. Child day care facilities

b. Adult day care facilities

e. Barber or beauty shop

f. Manicure, pedicure or facial salon

j. College and other institutions of higher learning

l. Convention center; private

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

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

hh. Exercise and weight loss studios; indoor only

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

jj. Health services not otherwise listed

(9) Repair:

* None

(10) Retail Trade:

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

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

* None

(12) Construction:

* None

(13) Transportation:

* None

(14) Manufacturing/ Warehousing:

* None

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

* None

PROPOSED ZONING

MR (Medical-Residential)

Permitted Uses

(1) General:

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

(2) Residential:

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

(3) Home Occupations (see all categories):

*None

(4) Governmental:

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

(5) Agricultural/ Mining:

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

(6) Recreational/ Entertainment:

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

(7) Office/ Financial/ Medical:

* None

(8) Services:

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

(9) Repair:

* None

(10) Retail Trade:

* None

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

* None

(12) Construction:

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

(13) Transportation:

* None

(14) Manufacturing/ Warehousing:

* None

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

* None

MR (Medical-Residential)

Special Uses

(1) General:

* None

(2) Residential:

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

(3) Home Occupations (see all categories):

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

(4) Governmental:

- a. Public utility building or use

(5) Agricultural/ Mining:

* None

(6) Recreational/ Entertainment:

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

(7) Office/ Financial/ Medical:

* None

(8) Services:

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

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

(9) Repair:

* None

(10) Retail Trade:

* None

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

* None

(12) Construction:

* None

(13) Transportation:

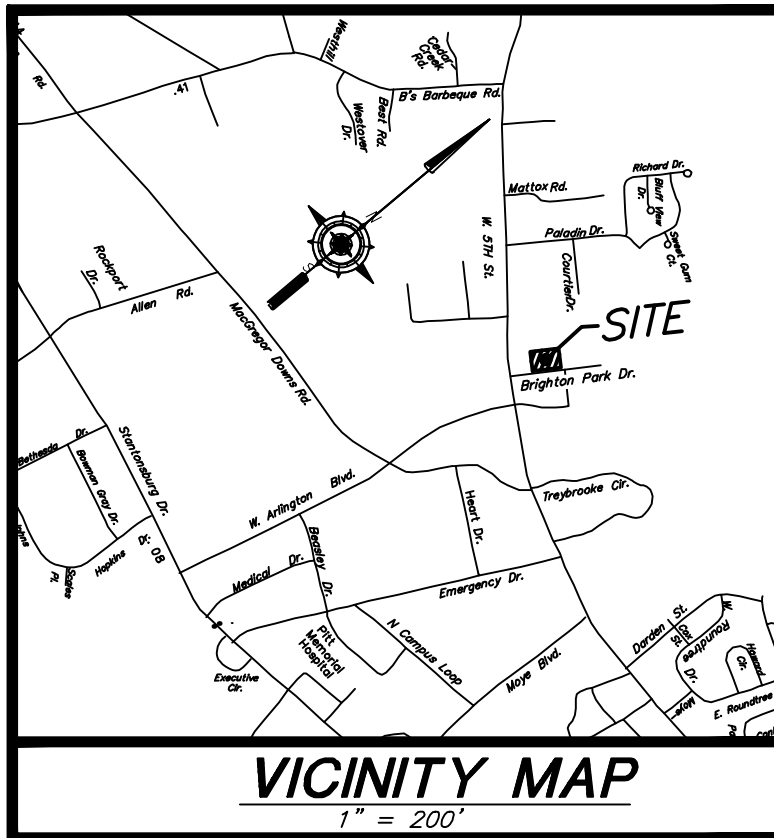
* None

(14) Manufacturing/ Warehousing:

* None

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

* None



ADDRESSES OF ADJOINERS WITHIN 100 FEET OF SITE

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

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

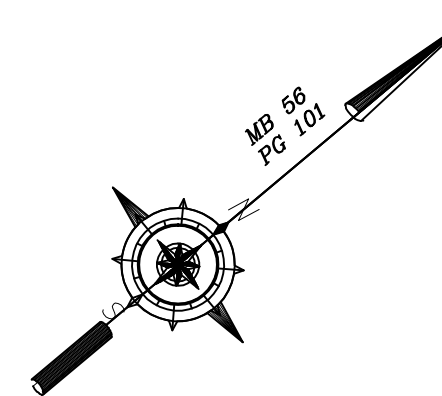
BRIGHTON PARK APARTMENTS 1, LLC
 105C REGENCY BOULEVARD
 GREENVILLE, NC 27858

CARL H. TYNDALL
 359 HUNTINGRIDGE ROAD
 GREENVILLE, NC 27834

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

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

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



LEGEND

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

- = EXISTING ZONING
- = PROPOSED ZONING

SURVEY NOTES

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

CERTIFICATION

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



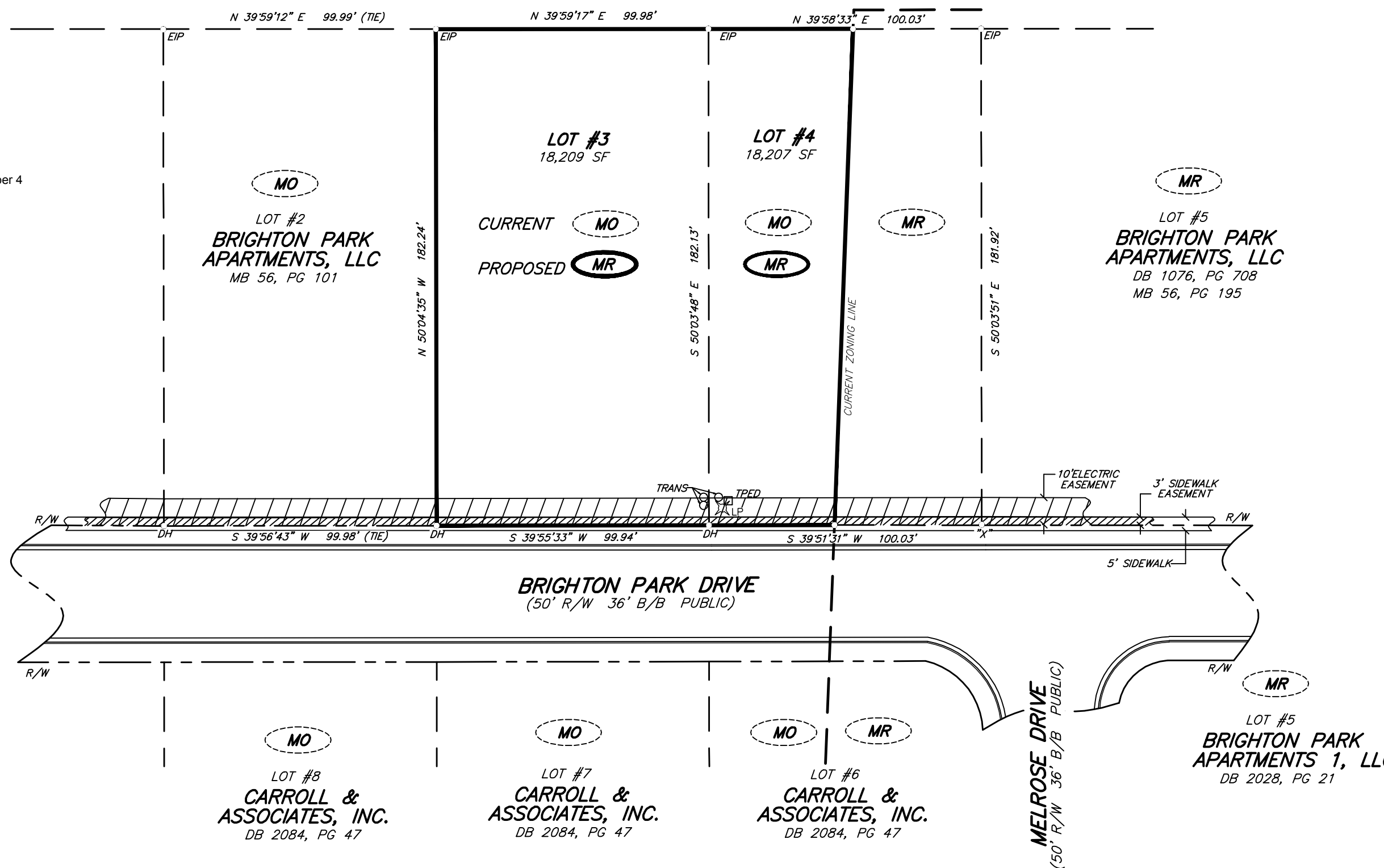
Benjamin J. Purvis

BENJAMIN J. PURVIS, P.L.S.

L-4290

Item # 3

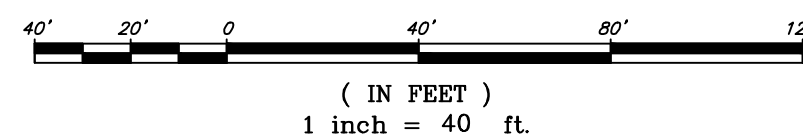
MO
CARL H. TYNDALL
 DB C-50, PG 694



NOTES

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

GRAPHIC SCALE



LOT 3
 PARCEL #69688
 PIN 4678235392

LOT 4
 PARCEL #69689
 PIN 4678236440

REZONING MAP FOR
BRIGHTON PARK APARTMENTS, LLC

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

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

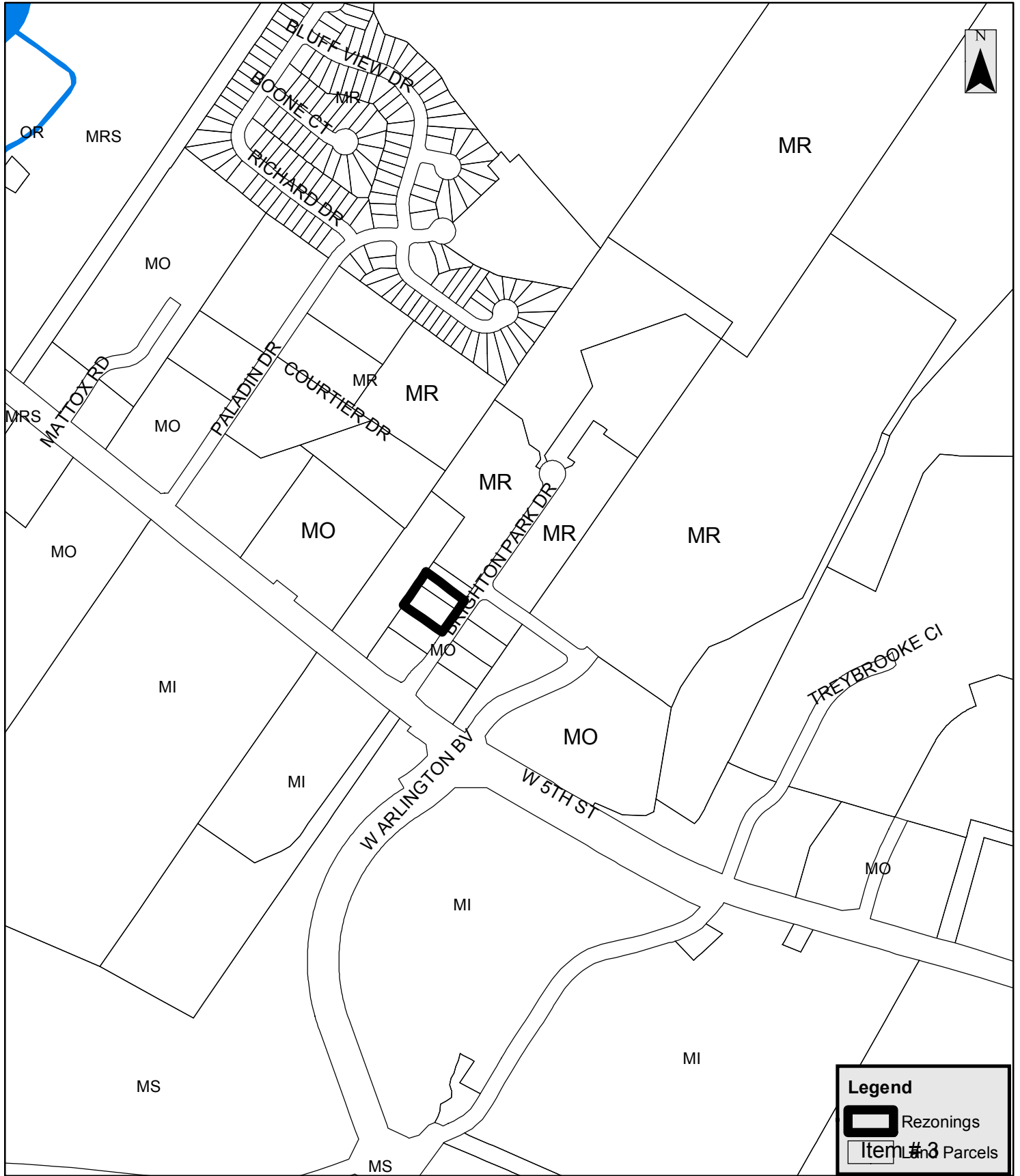
	BENJAMIN J. PURVIS, P.L.S. 2004 B. EAST 3RD. ST. Greenville, N.C. 27858 (252) 341-5588 www.landsurvey.webs.com	SURVEYED: BJP	APPROVED: BJP
		DRAWN: CPT	DATE: 02/29/12
		CHECKED: BJP	SCALE: 1" = 40'

Brighton Park Apartments, LLC (12-01)

From: MO To: MR

0.43 acres

March 6, 2012



Legend

-  Rezoning
-  Item #3 Parcels

04/30/07

BUFFERYARD SETBACK AND VEGETATION SCREENING CHART

For Illustrative Purposes Only

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

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

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

Street trees may count toward the minimum acreage.

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

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

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

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

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

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

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

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

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

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

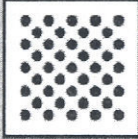
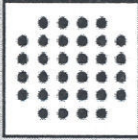
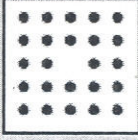
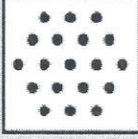

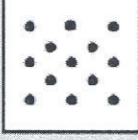
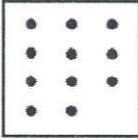
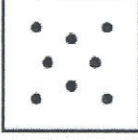
Residential Density		
Maximum density allowed by Zoning District based on average of 2.67 persons per dwelling unit		
High Density		
R6 R6-N R6-MH OR CDF	17 units per acre yields 45 persons per acre	
PUD	12 units per acre yields 32 persons per acre	
Medium Density		
R6-A	9 units per acre yields 24 persons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

Illustration: Maximum allowable density in Residential Zoning Districts



City of Greenville, North Carolina

Meeting Date: 5/10/2012
Time: 7:00 PM

Title of Item: Presentation of the proposed fiscal year 2012-2013 operating budget and fiscal year 2013-2014 financial plan for:

- a. Pitt-Greenville Convention and Visitors Authority
- b. Sheppard Memorial Library
- c. Pitt-Greenville Airport Authority

Explanation: As provided in the approved budget schedule, representatives from the Pitt-Greenville Convention and Visitors Authority, Sheppard Memorial Library, and Pitt-Greenville Airport Authority will present their proposed fiscal year 2012-2013 operating budget and the fiscal year 2013-2014 financial plan during the May 10, 2012, City Council meeting.

Fiscal Note: The final amount for each of the budgets will be determined by City Council action at the June 14, 2012, City Council meeting.

Recommendation: Receive presentations on the proposed fiscal year 2012-2013 operating budgets and fiscal year 2013-2014 financial plans.

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

Attachments / click to download



City of Greenville, North Carolina

Meeting Date: 5/10/2012
Time: 7:00 PM

Title of Item: Presentations by Boards and Commissions

a. Pitt-Greenville Airport Authority

Explanation: The Pitt-Greenville Airport Authority is scheduled to make its annual presentation to City Council at the May 10, 2012, City Council meeting.

Fiscal Note: N/A

Recommendation: Hear the presentation from the Pitt-Greenville Airport Authority.

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

Attachments / click to download



City of Greenville, North Carolina

Meeting Date: 5/10/2012
Time: 7:00 PM

Title of Item: Resolutions authorizing the conveyance of City-owned property located at 600 Ford Street and 414 Cadillac Street to Streets to Homes, Inc.

Explanation: This is a request to convey two City-owned single-family dwellings located at 600 Ford Street, Pitt County parcel #07126, and 414 Cadillac Street, Pitt County parcel #07277, to Streets to Homes, Inc., a certified HOME Investment Partnerships Community Housing Development Organization (CHDO). The two dwellings were constructed in 2008 utilizing HOME Investment Partnerships funds for affordable housing development. The current fair market value has been established at \$87,000 per unit. Streets to Homes, Inc. will use HOME Investment Partnerships funds previously approved in the fiscal year 2011 budget for tenant-based rental assistance for qualified low to moderate income families. North Carolina General Statute 160A-279 authorizes the City to convey real property by private sale to a public or private entity carrying out a public purpose.

The project involves disposition of the property and structures to Streets to Homes, Inc. Additionally, the conveyance provision requires the units to remain affordable for a period of twenty (20) years with authorization to charge no more than fair market rent established annually by US Department of Housing and Urban Development, and a provision if the unit is sold to an eligible low-income homebuyer within ten (10) years of conveyance, the City will recapture fifty percent (50%) of net sales proceeds at the time of closing.

The proposed conveyance of the two units fulfills the Department of Housing and Urban Development recommendation that the City create additional affordable rental dwellings using HOME funds.

Fiscal Note: It is anticipated that this project will cost approximately \$15,000 from fiscal year 2011 HOME funds previously approved for Tenant Based Rental Assistance.

Recommendation: Adopt the resolutions authorizing conveyance of 600 Ford Street, tax parcel #07126, and 414 Cadillac Street, tax parcel #07277, to Streets to Homes, Inc. to develop two affordable rental homes for eligible low to moderate income families.

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

Attachments / click to download

 [STH_Res. 600 Ford St 925381](#)

 [STH_Res. 414 Cadillac St 925383](#)

RESOLUTION NO. ____-12
RESOLUTION AUTHORIZING THE CONVEYANCE OF PROPERTY
LOCATED AT 600 FORD STREET TO STREETS TO HOMES, INC.

WHEREAS, the City of Greenville recognizes the importance of affordable rental housing for low to moderate income families;

WHEREAS, the City of Greenville is authorized pursuant to North Carolina General Statute 160A-279 to convey property to a non-profit entity for affordable housing purposes as permitted by North Carolina General Statutes 160A-456(b) and 157-9;

WHEREAS, City Council, during its May 10, 2012, meeting, heard a request to convey the property located at 600 Ford Street to Streets to Homes, Inc., a non-profit entity and a certified Community Housing Development Organization, for the purpose of establishing an Affordable Rental Housing Program for low to moderate income families;

WHEREAS, a condition of the conveyance will be that the unit must remain affordable for a period of twenty (20) years with authorization to charge no more than fair market rent established by the Department of Housing and Urban Development;

WHEREAS, a condition of the conveyance will be that, if the property is sold to an eligible low income homebuyer within ten (10) years of conveyance, the City will recapture fifty percent (50%) of net sales proceeds from Streets to Homes, Inc. at the time of closing; and

WHEREAS, North Carolina General Statute 160A-279 authorizes a conveyance of property to Streets to Homes, Inc. for affordable housing purposes as permitted by North Carolina General Statutes 160A-456(b) and 157-9;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Greenville that it does hereby authorize conveyance of property consisting of tax parcel #07126 located at 600 Ford Street to Streets to Homes, Inc. with the condition that the use of the property is limited to affordable rental housing for low to moderate income families and with the condition that fifty percent (50%) of the net sales proceeds will be paid to the City of Greenville at the time of sale to an eligible low income homebuyer, said conveyance to be by private sale for the consideration of the use of the property consistent with the aforementioned condition and to be accomplished by a deed executed by the Mayor and City Clerk.

This the 10th day of May 2012.

Allen M. Thomas, Mayor

ATTEST:

Carol L. Barwick, City Clerk

RESOLUTION NO. ____-12
RESOLUTION AUTHORIZING THE CONVEYANCE OF PROPERTY
LOCATED AT 414 CADILLAC STREET TO STREETS TO HOMES, INC.

WHEREAS, the City of Greenville recognizes the importance of affordable rental housing for low to moderate income families;

WHEREAS, the City of Greenville is authorized pursuant to North Carolina General Statute 160A-279 to convey property to a non-profit entity for affordable housing purposes as permitted by North Carolina General Statutes 160A-456(b) and 157-9;

WHEREAS, the City Council, during the May 10, 2012, meeting, heard a request to convey the property located at 414 Cadillac Street to Streets to Homes, Inc., a non-profit entity and a certified Community Housing Development Organization under the HOME Investment Partnerships program, for the purpose of establishing an Affordable Rental Housing Program for low to moderate income families;

WHEREAS, a condition of the conveyance will be that the unit must remain affordable for a period of twenty (20) years with authorization to charge no more than fair market rent established by the Department of Housing and Urban Development;

WHEREAS, a condition of the conveyance will be that, if the property is sold to an eligible low income homebuyer within ten (10) years of conveyance, the City will recapture fifty percent (50%) of net sales proceed from Streets to Homes, Inc. at the time of closing; and

WHEREAS, North Carolina General Statute 160A-279 authorizes a conveyance of property to Streets to Homes, Inc. for affordable housing purposes as permitted by North Carolina General Statutes 160A-456(b) and 157-9;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Greenville that it does hereby authorize conveyance of property consisting of tax parcel #07277 located at 414 Cadillac Street to Streets to Homes, Inc. with the condition that the use of the property is limited to affordable rental housing for low income families and with the condition that fifty percent (50%) of net sales proceeds will be paid to City of Greenville at the time of sale to an low income homebuyer, said conveyance to be by private sale for the consideration of the use of the property consistent with the aforementioned condition and to be accomplished by a deed executed by the Mayor and City Clerk.

This the 10th day of May 2012.

Allen M. Thomas, Mayor

ATTEST:

Carol L. Barwick, City Clerk



City of Greenville, North Carolina

Meeting Date: 5/10/2012
Time: 7:00 PM

Title of Item: Authorization to sell City-owned property at 804 Fleming Street

Explanation: On March 5, 2012, City Council authorized staff to begin the sealed bid process for the parcel located at 804 Fleming Street, being all of Pitt County Tax parcel number 22140. The Community Development Department received a request from Mr. Adrian Barnhill to purchase the vacant tract. Mr. Barnhill was previously authorized by City Council to purchase 806 Fleming Street during the January 12, 2012, City Council meeting. Mr. Barnhill indicated that the two parcels were previously owned by the family, and their intention was to combine it with adjacent property.

City Council established the fair market value for the parcel at \$2,545. The property was advertised for submission for sealed bids on March 19 and March 26, 2012. Received bids were opened on April 3, 2012. Mr. Barnhill submitted a bid of \$2,550 along with a bid deposit of \$500 on March 23, 2012. Mr. Barnhill's bid was the only bid received.

Fiscal Note: Advertising cost of approximately \$200.

Recommendation: Authorize the sale of 804 Fleming Street, being all of Pitt County Tax Parcel Number 22140, to Mr. Adrian Barnhill for \$2,550.

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[Barnhill March 5, 2012 agenda item](#)



City of Greenville, North Carolina

Meeting Date: 3/5/2012
Time: 6:00 PM

Title of Item: Establish fair market value for City-owned property at 804 Fleming Street

Explanation: The Community Development Department received a request from Mr. Adrian Barnhill to acquire property owned by the City of Greenville. Mr. Barnhill was the successful bidder and was authorized by City Council to purchase 806 Fleming Street. City Council authorized the sale of 806 Fleming Street at its January 12, 2012 meeting.

Mr. Barnhill later informed staff of his interest in also purchasing 804 Fleming Street, being Pitt County Tax Parcel Number 22140. City staff received an estimate of value from Mr. B.J. Pittman of the Pitt County Tax Assessor's Office on September 13, 2011, when the value of 806 Fleming Street (Pitt County Tax Parcel Number 22141) was being established. The parcel was determined by Mr. Pittman to have a value of \$2,545.

Because of the limited size and value, City staff believes that the cost of an appraisal report would be a substantial amount of the value of the property as established by the Pitt County Tax Assessor's Office.

If City Council agrees to establish the value for the parcel at \$2,545, staff will proceed with advertising the site to interested parties for submission of sealed bids. After the bids are considered, staff will submit to City Council the results of the bid process at a future meeting to authorize sale of the parcel.

Fiscal Note: Advertising costs of approximately \$200.

Recommendation: Establish the fair market value for 804 Fleming Street, also being Pitt County Tax Parcel Number 22140, at \$2,545.

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[Email Message Value of 22140](#)

[Map of Parcel 22140](#)

Merrill Flood

From: Pittman, BJ [wjpittman@pittcountync.gov]
Sent: Tuesday, September 13, 2011 3:30 PM
To: Merrill Flood
Subject: RE: Land Value of City of Greenville property, pitt county tax parcel #22141

Mr. Flood, The Tax Value of parcel 22140 for the 2012 Revaluation will be \$2,545. After reviewing all the lot sales in the area from 2008 to current this looks to be Market Value at this time. Parcel 22141 will have the same value as Parcel 22141. I hope this will be of assistance to you. If you need further information please let me know.

From: Merrill Flood [mailto:mfflood@GREENVILLENC.GOV]
Sent: Tuesday, September 13, 2011 2:34 PM
To: Pittman, BJ
Cc: Sandra W. Anderson
Subject: Land Value of City of Greenville property, pitt county tax parcel #22141

Mr. Pittman
In follow-up of our phone conversation this afternoon, I am requesting your assistance to determine the value of the above parcel owned by the City of Greenville. Current tax data reveals that the parcel has a value of \$2,545 as of 2011. Is this value market of the parcel in question based upon determinations by the Pitt County tax office?

Thank you for your assistance in this matter.

Parcel:	22141
Physical Address:	806 FLEMING ST
Owner Name:	GREENVILLE CITY OF
OwnerAddress1:	PO BOX 7207
OwnerAddress2:	
OwnerAddress3:	
City/State/Zip:	GREENVILLE NC 27835
NC PIN:	4688004764
Subdivision/Section/Phase:	
Prior Legal Description:	806 FLEMING*MUNFORD-HIGGS
Block/Lot:	
Tract:	
Building Number/Unit:	
Acres:	0.10
Current Owner Deed/Document:	SEP LIST
Map Book:	1-108
Deed/Document Date:	01/190
Deed / Document Sales Price:	\$0
Building Type/Use:	
Number of Buildings:	0
Year Built:	
Heated Square Feet:	
Building Value:	
Extra Features Value:	
Land Value:	\$2,545
Total Current Market Value:	\$2,545
Total 2007 Market Value:	\$10,830
Revaluation Year:	2008

Municipality:	GREENVILLE
Township:	GREENVILLE
Fire Tax District:	GREENVILLE
Census Tract:	7.01
Neighborhood:	004232
Elementary School:	SOUTH GREENVILLE ES
Middle School:	C M EPPES MS
High School:	J H ROSE HS

Searching the Database,
Please Wait

Merrill Flood
Community Development Director
P.O. Box 7207
Greenville, NC 27835
(252) 329-4500

email address: mflood@greenvillenc.gov

Department Web Site: http://www.greenvillenc.gov/departments/community_development/default.aspx?id=1087

Comprehensive Plan:

http://www.greenvillenc.gov/uploadedFiles/Departments/Community_Development/Information/Planning_Division/Horzons%202009%20-%202010%20Update,%20Dec.%207,%202010.pdf

Redevelopment Plan:

http://www.greenvillenc.gov/departments/community_development/information/default.aspx?id=1344

Consolidated Plan:

http://www.greenvillenc.gov/uploadedFiles/Departments/Community_Development/Information/Housing_Division/Consolidated%20Plan%202008%20-%202013.pdf

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If you as intended recipient have received this e-mail incorrectly, please notify the sender (via e-mail) immediately.

		ID: 63616 PIN and Unit, as County Deed Document #: 22140 Account No.: GREENVILLE CITY OF Owner: PO BOX 7207 County Address: GREENVILLE NC 27835 Owner Address: GREENVILLE County Address: VAC PT OF 808 FLEMING City, State and ZIP: 804 Municipality (inside city only): FLEMING Legal Description: ST Physical House No.: RESIDENTIAL/Single Family Physical House No.: Residential Physical Street Name: GREENVILLE Physical Street Type: 7.01 Dead End: GREENVILLE Dead End Page: 7.01 Use Code: GREENVILLE How Built: RESIDENTIAL/Single Family Parcel and District: Residential Year Built: GREENVILLE Neted Square Footage: 7.01 Total Square Footage: GREENVILLE Sub-Parcel: 7.01 Sale Month and Year: GREENVILLE Current Tax Value: \$2,545 Current Building Value: \$2,545 Current Land Value: \$2,545 Current Other Features Value: \$1,440 Prior Tax Value: \$1,440 Prior Building Value: \$1,440 Prior Land Value: \$1,440 Prior Other Features Value: \$0 Elementary School: SOUTH GREENVILLES Middle School: C.M.EFFESS MS High School: J.H.ROBEES
Local Has Code District: [] Name: Item # 7 Style: []		Legend: Land Parcels: [] Street Name: [] Utility Lines: []

Adrian Barnhill
2610 NE Falcon Wood Drive
Blue Springs, MO 64014
615-497-6615

March 23, 2012

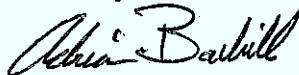
City of Greenville
Housing Division of the Community Development Department
201 W. 5th Street, 3rd Floor
Greenville, NC 27834
Attn: Greenville City Council

Dear City Council Members,

Thank you for the information regarding the empty lot at 804 Fleming Street. I would like to make a bid for that property.

My family's ancestral home, 808 Fleming Street, is adjacent to the vacant lot. It is my desire to preserve my family's native Greenville heritage by purchasing the property at 804 Fleming Street and maintaining it as an addition to our own to accommodate family gatherings. I am, therefore, placing a bid in the amount of \$2550 for the property at 804 Fleming Street.

Sincerely,



Adrian Barnhill



City of Greenville, North Carolina

Meeting Date: 5/10/2012
Time: 7:00 PM

Title of Item: City of Greenville Strategic Economic Plan and Annual Work Plan

Explanation: As requested by the Greenville City Council, staff has prepared a Strategic Economic Plan that addresses a number of City Council goals to include “Promote economic development by decreasing the unemployment rate, increasing median income, and attracting and retaining new and existing businesses”. This Strategic Economic Plan promotes a vision for Greenville as a top-tier university-medical marketplace designed to enhance Greenville’s competitiveness in the ever-changing global economy. The plan was developed in concert with the City Council Economic Development Subcommittee, and has also received input from more than a dozen potential economic development partners that make up the Mayor’s Economic Development Advisory Committee.

The first section of the document further details the economic vision for Greenville including the importance of the City’s service to the Eastern North Carolina region as well as the City’s burgeoning role as a cosmopolitan, education, and medical hub. The document then outlines a total of thirteen (13) strategic goals that are divided into shorter term approaches to recovering from the recent recession as well as longer term goals that will help position Greenville for economic growth opportunities in the future.

Based on the thirteen (13) strategic goals identified in the Plan, staff has prepared an annual work plan for the 2012-2013 fiscal year that identifies specific actions and steps required to begin implementation of the Plan. A team approach is prescribed as the best way to accomplish the actions within the work plan, and thus a broad range of team members are identified for collaboration on various tasks. Tasks are identified for implementation by quarters within the City’s fiscal year, with some actions slated for continuous work, others early in the year, and others toward the end of the fiscal year. This type of work flow planning allows City staff to approach the tasks in an organized manner with quarterly progress reports provided to City Council and the general public.

Fiscal Note:

Many of the actions identified within the Economic Development Work Plan will be completed with only human resources already on the City's payroll. Others, however, will require additional financial resources for purposes ranging from the purchase of business market analysis software, development of a unified brand for the City, as well as marketing of Greenville to business targets across the globe. In total, new expenditures in support of the City's economic development goals are not expected to exceed \$90,000.

Recommendation:

Staff recommends adoption of the Strategic Economic Plan along with the Economic Development Annual Work Plan for the 2012-2013 fiscal year.

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Attachments / click to download

 [Proposed Strategic Economic Plan Table](#)

 [Proposed Strategic Economic Plan Document](#)

Strategic Economic Plan
Implementation Workplan (July 1, 2012 - June 30, 2013)

Action	Team	Time Frame				Fiscal Note
		Q1	Q2	Q3	Q4	
#1. Attract and retain jobs by reaching out to companies in targeted economic sectors; complement efforts of economic development partners by focusing on business operations that wish to locate in close proximity to a university or medical campus, at a downtown location, or along a major commercial corridor.						
1a. Contract with site location firm to complete SWOT analysis of existing and emerging clusters within the Greenville/Pitt County area and to assess the City's organizational readiness to pursue ED initiatives.	CMO, OED, Chamber of Commerce, GUC					TBD
1b. Develop action plan for capitalizing on opportunities, and addressing potential issues, indicated by the SWOT analysis of Greenville/Pitt County-area clusters.	OED					In-house, staff supported
1c. Create a target list of 5-10 firms that do business in Greenville and which might be good fits for expansion in the Greenville/ENC market	OED, NC Biotech, PCDC, ECU, NC Dept. of Commerce					In-house, staff supported
1d. Recruit new industries to the Greenville/Pitt County-area (CC goal) in concert with our ED partners.	OED, NC Biotech, PCDC, ECU, NC Dept. of Commerce					In-house, staff supported
1e. Work with partners that perform ED planning and analyses to develop strategies for reaching out to, and attracting, firms in targeted sectors.	OED, ECU, PCDC, North Carolina's Eastern Region, PCC					In-house, staff supported
1f. Study options for developing an ED incentives toolkit; seek input from ED partners concerning what elements might best attract firms, talent and complement shared ED missions	CMO, OED					In-house, staff supported
#2. Develop retail to full potential, maximizing revenue impact and neighborhood vitality.						
2a. Increase retail activity north of the Tar River, including creating an Economic Development Zone (CC goal); explore options for creating additional business and economic investment zones (CC).	OED					Purchase (\$6K) ESRI Business Analyst software for market analysis
2b. Prepare detailed plan for City Council consideration on how to increase retail activity north of the Tar River in Economic Development Zone.	OED					In-house, staff supported
2c. Conduct detailed retail market analysis of Greenville-area market data to identify potential retail growth sectors; create list of under-served retail niches within the Greenville/Pitt County market area.	OED, Electricities					In-house, staff supported
2d. Market to retail developers, major retailers, brokers, location specialists through appropriate targeted media sources.	OED, Chamber of Commerce					\$20K

Legend

OED = Office of Economic Development; GUC = Greenville Utilities Commission; PCDC = Pitt County Development Commission; ECU = East Carolina University; PCC = Pitt Community College; RDC = Greenville Redevelopment Commission; SBTDC = Small Business & Technology Development Center; CMO = City Manager's Office; CVB = Convention & Visitors Bureau; IT = Information Technology; PWD = Public Works Department; DOT = North Carolina Department of Transportation; CDD = Community Development Department; R&P = Recreation and Parks Department; PD = Greenville Police Department; HR = Human Resources.

Action	Team	Time Frame				Fiscal Note
		Q1	Q2	Q3	Q4	
#3. Nurture the success of local entrepreneurs and small businesses.						
3a. Prepare a detailed report for City Council consideration on the use of targeted Business Retention & Expansion (BRE) programs in economic investment zones.	OED					In-house, staff supported
3b. Prepare a detailed report for City Council consideration on plans to create a small business incubator in West Greenville (CC goal)	OED, Incubator Steering Committee, RDC					In-house, staff supported
3c. Study options for creating an arts incubator in the Uptown District.	OED, Pitt County Arts Council					In-house, staff supported
3d. Support business opportunities for new and/or small companies (CC goal).	OED, PCC, SBTDC, Score, Exceed					In-house, staff supported
3e. Study the costs and benefits of Greenville pursuing recognition as a certified entrepreneurial community similar to several jurisdictions in western North Carolina.	OED					In-house, staff supported
3f. Partner with Chamber of Commerce to create Co-working Spaces (small business accelerator program).	OED, Chamber of Commerce					Chamber of Commerce
3g. Continue to support the Small Business Plan Competition.	OED, PCC, SBTDC, Score, Exceed					2004 G.O. Bond, CDBG
#4. Increase Greenville's profile in regional and state forums, emphasizing that Greenville serves the eastern North Carolina region and is a rising uni-med marketplace						
4a. Complete branding study and marketing plan for Greenville (CC goal); the ED office will collaborate with other City departments and partner agencies to develop a brand for Greenville.	OED, CMO, CVB					\$18K in 2011-12 C.O.G. budget; need \$36K in 2012-13; \$36K from CVB
4b. Build intergovernmental relationships (CC goal); develop list of "peer communities"; seek to develop working relationships with peer communities; consult with other state and regional ED offices.	C.O.G., Chamber of Commerce					In-house, staff supported
#5. Diversify the City's tax base to increase the City's general revenue						
5a. Seek to attract a major mixed-use commercial development project, which might be incentivized if it is located within an economic incentive zone.	OED, Private sector development partners					TIF
5b. Establish economic development benchmark indicators for tax base diversification; track key indicators.	CMO, OED					In-house, staff supported

Action	Team	Time Frame				Fiscal Note
		Q1	Q2	Q3	Q4	
#6. Promote Greenville’s proven track record as a business-friendly community; demonstrate how Greenville’s streamlined, consistent, predictable development review process reduces business costs						
6a. Work with IT Department to create OED website/pages to support businesses, R.E. developers, ED partners, location specialists, professionals, others interested in Greenville ED. (May require contract)	CMO, OED, IT					\$10K
6b. Serve as liaisons to businesses looking to relocate in Greenville or expand existing operations, including PCDC referrals, helping them to navigate the development review & local regulatory processes.	OED, Planning Division					In-house, staff supported
#7. Support area economic development partners in promoting manufacturing, biotech, gaming, military support, and other “heavy” industries						
7a. Promote inter-agency communication concerning our shared path for ED; strive to understand & complement partners' ED missions; partner with them on Entrepreneurial Initiative & Technology Transfer.	PCDC, ECU Engagement, Innov. & ED, NC Biotech, other ED partners					In-house, staff supported
7b. Continue quarterly meetings of the Mayor's Economic Development Advisory Council.	OED, CMO					In-house, staff supported
#8. Improve transportation gateways and commercial corridors; make them more attractive, legible, and accessible						
8a. Complete commercial corridor studies to include potential candidates such as Dickinson Ave and East 10th Street	OED, ECU, DOT, GUC, PWD, CDD					Corridor/area study approximately \$10K
8b. Complete Evans Street Gateway Project.	OED, PWD					\$1.25 million (2004 G.O. Bond)
8c. Complete planning for West 5th Street Streetscape Project Phase-II.	OED, PWD					\$120k (2004 G.O. Bond)

Action	Team	Time Frame				Fiscal Note
		Q1	Q2	Q3	Q4	
#9. Develop sports, recreational, arts, cultural, and entertainment offerings.						
9a. Plan for the development of a performing arts center (CC goal)	CMO, OED, ECU					In-house, staff supported
9b. Implement the recommendations of the Town Common Master Plan to provide additional parking along the frontage of First Street as per Town Common Master Plan.	OED, R&P, PWD, DOT					\$150K (2004 G.O. Bond)
9c. Continue collaboration with theatre fundraising committee, which aims to support renovation of Uptown Theatre.	OED, Theatre committee					\$3 million construction cost
9d. Work with CVB and other partners to attract regional sporting events and tournaments to the Greenville area.	OED, Chamber of Commerce, ECU, CVB, R&P					In-house, staff supported
9e. Partner with Go Science organization to lease portion, or all, of City-owned building for operation of a science & educational center.	OED, Go Science					In-house, staff supported
9f. Explore the opportunity to develop, present, and implement plans for expanding on existing recreational "campus" north of the Tar River.	OED, ECU, R&P					In-house, staff supported
#10. Position Center City area as the vibrant epicenter of Greenville's uni-med community; encourage mixed-use redevelopment and major "anchor" projects that reinforce the identities of downtown districts and adjacent neighborhoods.						
10a. Address issues to change downtown Greenville (CC goal)	OED, PD, CMO, CDD					In-house, staff supported
10b. Study the potential for providing free public wi-fi throughout downtown and other targeted areas, including the West Greenville Redevelopment Area (CC goal)	OED, IT					In-house, staff supported
10c. Plan for the development of a downtown parking deck (CC goal).	CMO, OED, PWD					\$7,500 for Geotech (2004 G.O. Bond); \$3.5 million construction
10d. Plan for the development of a downtown hotel.	OED, Private development partners, ECU					Hotel feasibility study, \$10K
10e. Continue West Greenville revitalization activities as per the Center City - West Greenville Revitalization Plan	OED, CDD-Housing, Planning Div.					CDBG

Action	Team	Time Frame				Fiscal Note
		Q1	Q2	Q3	Q4	
#11. Support and promote the community's existing human-resources infrastructure: training, technical education, and career support services.						
11a. Serve as a "clearinghouse" for directing prospective entrepreneurs and young workers to the appropriate agency	OED					In-house, staff supported
11b. Evaluate local and regional workforce resources by participating in local Work Ready Committee.	OED					In-house, staff supported
11c. Consider potential for providing additional workforce development programming at the West Greenville Intergenerational Center.	OED					In-house, staff supported
#12. Build 21st century infrastructure that serves industry needs, attracts active and creative professionals, and improves mobility and accessibility for all Greenville citizens.						
12a. Work with CMO and PW on locations for Intermodal Transportation Center (CC goal)	OED, PWD, CMO					Federal funds
12b. Address infrastructure, including fiber optics, water/sewer, public wi-fi (CC goal)	PWD, IT, GUC					In-house, staff supported
12c. Explore the option of providing airline flights to at least one additional hub.	OED, Chamber, Airport					In-house, staff supported
12d. Review opportunities for providing bus service from Greenville to Amtrak station in Wilson or Rocky Mount.	PWD, CMO					In-house, staff supported
#13. Foster a proactive culture within the City government that anticipates needs and trends, cultivates new ideas, pursues innovation, and constantly seeks new ways to promote the City's strategic and long-range goals.						
13a. Engage the City's constituents & stakeholders in dialogues concerning ED priorities; invite national economic development leaders to Greenville for talks and workshops.	OED, Chamber of Commerce, CVB, PCDC					In-house, staff supported
13b. Attend innovation & "best practices" forums annually (e.g., Emerging Issues Forum); bring back ideas for internal discussions, encouraging City depts. & divisions to implement new organizational strategies.	C.O.G. senior leadership, HR					Registration for five = approximately \$1,200

Proposed Strategic Economic Plan for Greenville, North Carolina: A Roadmap to Community Prosperity

In recent decades, Greenville became a regional hub of commerce, education, and health services. At times, the city's development footprint grew even faster than its infrastructure and its economic fundamentals. Now, a new generation of business, community, and institutional leaders is reinvesting in Greenville's economic fundamentals and ushering the city into its next phase of growth: *Greenville will become a top-tier southern university-medical (uni-med) marketplace that serves the eastern North Carolina region.*

The uni-med marketplace is where the public university, the public-private medical sphere, and private commerce intersect – a catalyst for innovation, entrepreneurialism, and creativity, as well as health and information sciences, and technological experimentation, all supported by thriving sectors in finance, insurance, real estate (F.I.R.E.), retail, engineering, and construction.

Greenville's next phase of growth will build-on the community's longstanding assets while preserving its core values, but it will also be guided by forward-looking economic strategies designed to enhance Greenville's competitiveness in the changing global economy. Greenville will become a top-tier southern uni-med marketplace in part by realizing the following vision elements:

A top-tier southern uni-med community, Greenville is . . .

- **Serving the eastern region:** Greenville provides specialized, high-value-added services and resources to people at all income levels throughout the eastern North Carolina region; Greenville is a regional center for broad-based, community-wide economic empowerment.
- **A community of innovation:** eastern North Carolina's heritage of pragmatic innovation in agriculture and industry made Greenville a thriving business community; the rise of ECU as a research institution, and the growth of the Vidant Health campus, will bolster all levels of community innovation – from grassroots entrepreneurialism and business innovation to applied/medical research and academic scholarship.
- **Where barbecue meets bistro:** Greenville is a diverse community with a diversifying marketplace in which modern southern flair is intermingling with other regional and international flavors; Greenville is becoming increasingly more cosmopolitan and eclectic while still preserving its down-to-earth sensibility and inviting atmosphere.
- **A health-enhancement community:** Greenville is becoming a model community for integrating sports and recreation for all ages, community parks and greenways, holistic medical services, health education, and community and family resources.
- **A destination community:** Greenville is a place where businesses thrive because families do; but it's also a great place in which to cultivate a career; investments in infrastructure, quality-of-life, and cultural and entertainment venues will attract new talent and additional visitors, ensure that economic opportunities keep pace with the community's wealth of training and higher-educational resources, and encourage young adults to stay in Greenville to harvest the rewards.

The preceding vision elements represent aspects of regional economy that the community can more actively shape via policy, public investments, and economic development (ED) plans, programs and projects. Many economic variables are beyond the control of governments and institutions; yet economic development strategies that promote the above vision elements will put Greenville in a better position to capitalize on its opportunities, rather than being at mercy of larger outside forces.

In the past, Greenville evolved from a thriving tobacco town into a regional hub as a result of farsighted actions by local and State leaders, entrepreneurs and business innovators, educators, and other people who capitalized on Greenville's many "natural" advantages, which included:

- A favorable climate and geographical alignment
- U.S. migration patterns
- Attractive regional business conditions: inexpensive land, amenable labor laws and economic regulations, emerging skilled workforce
- State of N.C. policies that recognized Greenville's importance to eastern N.C., such as when the legislature expanded the mission of ECU (as a major university) and when it located medical and dental schools in Greenville

Going forward, some of Greenville's past advantages will become less important, while other factors will become more important to Greenville's economy. Having a clear, compelling economic vision – a distinctive community identity – helps to focus community resources on priorities and strategies that will have the greatest positive impacts.

Recommended Strategic Goals: 2012 – 2015

Greenville has identified 13 strategic economic goals (next page), which it will pursue with its economic development partners over the next three years. To maximize its resources, Greenville must simultaneously approach its economic challenges at two levels.

- **Immediate responses to economic trends:** Greenville's first seven strategic goals are designed to create jobs for its growing population and generate additional revenue for City services and infrastructure investment; the positive impacts from these strategies and higher-priority action items will be felt as early as within the next few years.
- **Intermediate economic development strategies:** at the same time, Greenville must also invest in its future success; the other six strategic goals will prepare Greenville to capitalize on its distinctive advantages, or success factors, which will make the city more competitive and attractive in the mid to long-term future.

Advancing both levels of strategic goals (immediate and intermediate) will address urgent needs while helping Greenville to realize its vision of becoming a top-tier southern uni-med marketplace.

Strategic Goals: 2012 – 2015*

Regain Jobs and Increase City Revenue

- #1 Attract and retain jobs by reaching out to companies in targeted economic sectors; complement the efforts of Greenville's economic development partners by focusing on business operations that wish to locate in close proximity to a university or medical campus, at a downtown location, or along a major commercial corridor.
- #2 Develop retail to full potential, maximizing revenue impact and neighborhood vitality.
- #3 Nurture the success of local entrepreneurs and small businesses.
- #4 Increase Greenville's profile in regional and state forums, emphasizing that Greenville serves the eastern North Carolina region and is a rising uni-med community.
- #5 Diversify the City's tax base and revenue sources to increase the City's General Revenue.
- #6 Promote Greenville's proven track record as a business-friendly community; demonstrate how Greenville's streamlined, consistent, predictable development review process reduces business costs.
- #7 Support the Pitt County Development Commission and other economic development partners in promoting manufacturing, biotech, gaming, military support, and other "heavier" industries.

Invest for Future Success

- #8 Make transportation gateways and commercial corridors more attractive, legible, and accessible.
- #9 Develop sports, recreational, arts, cultural, and entertainment offerings.
- #10 Position Center City as the vibrant epicenter of Greenville's uni-med community; encourage mixed-use redevelopment including residential and major "anchor" projects that reinforce the identities of downtown districts and adjacent neighborhoods.
- #11 Support and promote the community's existing resources for developing human capital: training; primary, secondary and technical education; career and small business support services.
- #12 Build 21st century infrastructure that serves industry needs, attracts active and creative professionals, and improves mobility and accessibility for all Greenville citizens.
- #13 Foster a proactive culture within the City government that anticipates needs and trends, cultivates new ideas, pursues innovations, and constantly seeks new ways to promote the City's strategic and long-range goals.

*The above strategic goals are not listed in order of ranking

Implementing the Strategy

Greenville will successfully implement its strategic goals through the active involvement of City government, including elected officials, administration leaders, and employees from many departments. Partners from business, education, labor, and the community have equally important roles to play.

Implementing the strategy will involve four main tracks:

- *Set Priorities for First Two Years* – the City Council has begun to identify the highest-priority strategic goals, and the highest-priority Actions within each of the 13 strategic goals, that should be pursued in the next two years (from 2012 to June 2014).
- *"Connect the Dots" Across the City Organization* - the Economic Development Division and the City Manager's Office will lead efforts to communicate the City's economic strategy throughout the City organization, so that every department/division and staff member can understand their contribution and align their work to support the strategy.
- *Build Implementation Partnerships with the Community* - City elected leaders and staff should take this strategy out into the business community and neighborhoods. They should engage key economic development partners and clarify how to move forward together on the strategic goals.
- *Track Performance and Progress* – on a regular basis (every 12 months) the City Council should conduct a review of the strategy. The City should track three kinds of measures related to implementation of the strategy: performance on desired economic outcomes, performance on community success factors, and milestones and results of implementing the Economic Strategy.

As we implement this Strategy over the next three years, we need to be aware that economic conditions and variables will continue to change. The strategy was developed at a time of significant economic flux and uncertainty. Even as we focus on implementing initial priorities, we will need to be opportunistic as new possibilities and problems emerge over time. We must continue learning from each other locally and from our increasingly interconnected world.

Implementation Principles

City leaders and employees should consider how their work affects Greenville's economic development success and identify how they can contribute to implementing this Strategy.

On a day-to-day basis, the following principles are important:

- Economic development is a **citywide business**.
- Economic development and quality of life are **interdependent priorities**.
- **Employers are customers**, just like residents.
- Every City staff member is an **Economic Developer**.
- Be **responsive, adaptable, speedy, and aggressive**.
- **Be in communication** with Greenville employers for ongoing learning.
- Look out for **new opportunities that emerge** aligned with Greenville's Economic Vision.
- Engage the community and civic leaders to become **ambassadors for the economic development program**, realizing that all players are of vital importance to its success.

Action Items

#1 Attract and retain jobs by reaching out to companies in targeted economic sectors; complement efforts of economic development partners by focusing on business operations that wish to locate in close proximity to a university or medical campus, at a downtown location, or along a major commercial corridor

For Greenville to become a top-tier southern uni-med marketplace, it must attract and sustain a growing concentration of “driving industry”¹ companies that can serve as economic engines of the city and regional economy, while also building on its successful track record of encouraging broad-based economic development that generates jobs for the entire community.

Greenville will work with its economic development partners to attract companies that prefer an urbanized location, either because they are attracted to the Greenville commercial market, or because they prefer to be close to the city’s uni-med cluster of medical offices, research labs, information-intensive and financial services, and public institutions. These companies – whether they are start-ups or growing companies – typically have many choices about where to locate and/or expand their operations. The City of Greenville will support and/or incentivize projects that contribute to the local tax base and the development of the uni-med marketplace.

In the short-term, the Greenville-Pitt County sub-region has an opportunity to build on its existing advantages in certain Key Industry Clusters²: Research, higher education, medical; financial services & insurance, pharmaceuticals. Developing these technology-intensive clusters in conjunction with other complementary business sectors will spur the uni-med marketplace. In addition, the East Carolina University Office of Engagement, Innovation and Economic Development identified eight targeted industry clusters in the areas of Advanced Learning Technologies, Health, Health Care and Medical Innovation; Marine Sciences; Bio Agriculture; Aerospace, Renewable Energy; Tourism and the Military.³

Actions to Achieve This Goal

- Contract with site location firm to complete SWOT analysis of existing and emerging clusters within the Greenville/Pitt County area and to assess the City's organizational readiness to pursue ED (economic development) initiatives.
- Develop action plan for capitalizing on opportunities, and addressing potential issues, indicated by the SWOT analysis of Greenville/Pitt County-area clusters.
- Create a target list of 5-10 firms that do business in Greenville and which might be good fits for expansion in the Greenville/ENC market

¹ “Driving industry” refers not just to basic (or primary) economic activities, which tend to make more direct use of natural or physical resources and produce goods & services primarily for export (for regions, states, nations outside of the local market area), but also non-basic yet catalytic retail, services, entertainment magnets that can be just as important to vibrant urban economies as traditional “basic industries.”

² See: Center for Regional Economic Competitiveness, *A Vision Plan for North Carolina’s Eastern Region* (May 2006), Figure 5, page 16.

³ East Carolina Office of Engagement, Innovation and Economic Development, document (name, citation info?), page 2.

- Recruit new industries to the Greenville/Pitt County-area (CC goal) in concert with our ED partners.
- Collaborate with partners that perform ED planning and analyses to develop strategies for reaching out to, and attracting, firms in targeted sectors; seek input from fellow ED practitioners.
- Study options for developing an ED incentives toolkit; seek input from ED partners concerning what elements might best attract firms, talent and complement shared ED missions

#2 Develop retail to full potential, maximizing revenue impact

Retail has thrived in Greenville in part because the city has a strong “gravitational pull” on surrounding communities. Greenville has good gravity in the geographical sense: residents of eastern North Carolina are within reasonable driving distance of specialized retail, entertainment, and cultural offerings in larger metropolitan areas like Raleigh/Chapel Hill/Durham, Norfolk, and Wilmington; however, these places are far enough away that consumers often find it more convenient to shop in Greenville on a weekly or monthly basis.

Greenville will continue to capitalize on its regional advantages but will redouble its efforts to add a full range of retail shopping amenities, including currently under-provided retail niches that are likely to be supported by Greenville’s consumer base, yet do not require a very large concentration of upper-income households within a certain radius. Developing Greenville’s retail to its full potential is critically important for improving quality of life and increasing the City government’s tax base.

In particular, Greenville will recruit and retain retail and mixed-use development in the Center City and the Vidant Health campus area; Greenville will also encourage redevelopment and/or upgrading of outdated community or regional shopping centers, especially projects that enhance pedestrian and multimodal access and include mixed-uses, and which promote any applicable commercial corridor guidelines that the City develops in the future.

Actions to Achieve This Goal

- Identify strategies for increasing retail activity north of Tar River, including creating an ED Zone (CC goal); explore options for creating additional economic investment zones (CC).
- Present to City Council detailed plan on how to increase retail activity north of the Tar River in Economic Development Zone.
- Conduct detailed retail market analysis of Greenville-area market data to identify potential retail growth sectors; create list of under-served retail niches within the Greenville/Pitt County market area.
- Market to retail developers, major retailers, brokers, location specialists through appropriate targeted media sources.

#3 Nurture the success of local small businesses

Greenville’s small business and mid-sized businesses together employ up to a third of the local workforce. Some of these businesses aim to grow significantly in size, while many intend to remain smaller – providing an income stream to owners, offering job opportunities for residents,

and contributing to the fabric of the Greenville community. During economic upheaval, even more people are interested in self-employment or starting a new business.

Under the leadership of the Economic Development Division, the City of Greenville will embark on a more comprehensive effort to encourage and retain small businesses.

Actions to Achieve This Goal

- Consider the creation of targeted Business Retention & Expansion (BRE) programs in economic investment zone(s).
- Present to City Council detailed business and financial plans to create a small business incubator in West Greenville (CC goal)
- Study options for creating an arts incubator in the Uptown District.
- Support business opportunities for new and/or small companies (CC goal).
- Study the costs and benefits of Greenville pursuing recognition as a certified entrepreneurial community similar to several jurisdictions in western North Carolina.
- Partner with Chamber of Commerce to create Co-working Spaces (small business accelerator program).

#4 Increase Greenville’s profile in regional and state forums, emphasizing that Greenville serves the eastern North Carolina region and is a rising uni-med marketplace

Greenville should enhance its credibility as a regional service provider while enhancing its national brand as a rising uni-med community. Greenville will cultivate stronger intra- and inter-regional relationships with other governments, institutions, and private industry players, advocating for improvements that will benefit all of eastern North Carolina. Some of those improvements will lead to projects that fit within the Greenville uni-med hub; other projects will locate elsewhere in the region but will still benefit Greenville indirectly.

Likewise, when Greenville distinctively brands itself as a top-tier uni-med community, and successfully markets that brand beyond the eastern North Carolina region, the resulting positive economic impacts will be felt throughout the region.

Actions to Achieve This Goal

- Complete branding study and marketing plan for Greenville (CC goal); the ED office will collaborate with other City departments and partner agencies to develop a brand for Greenville.
- Build intergovernmental relationships (CC goal); develop list of "peer communities"; seek to develop working relationships with peer communities; consult with other state and regional ED offices.

#5 Diversify the City’s tax base and revenue sources to increase the City’s general revenue

In the process of becoming a top-tier southern uni-med marketplace, Greenville’s strategic economic goals will expand and diversify the tax base to increase City revenues, which in turn will reduce the tax burden on Greenville’s citizens.

Specifically, in addition to recruiting and retaining higher paying driving industry jobs, Greenville will promote mixed-use and focused development that has the potential to create vibrant life-style clusters that generate a diversity of taxable economic activities.

Actions to Achieve This Goal

- Seek to attract a major mixed-use commercial development project, which might be incentivized if it is located within an economic incentive zone.
- Establish a menu of ED indicators for tax base diversification; track key indicators.

#6 Promote Greenville’s proven track record as a business-friendly community; demonstrate how Greenville’s streamlined, consistent, predictable development review process reduces business costs

Greenville already has a responsive, expeditious, and consistent planning, zoning, and development review process. Greenville-based real estate developers, construction and engineering firms, and business owners know that the City provides excellent customer service.

Greenville must do a better job, however, of promoting its track record as a business-friendly community to prospective investors who are less familiar with the local development climate. Specifically, Greenville must develop a user-friendly, interactive web-based platform that clearly explains the different steps of the local development process and why Greenville is such a great place in which to do business.

Actions to Achieve This Goal

- Contract with website management firm to create OED website/pages to support businesses, developers, ED partners, location specialists, professionals who interested in Greenville ED.
- Serve as liaisons to businesses looking to relocate or expand operations in Greenville, including referrals from PCDC, helping them to navigate the development review & local regulatory processes.

#7 Support area economic development partners in promoting manufacturing, biotech, gaming, military support, and other “heavy” industries

Greenville and Pitt County support the preservation and creation of production-related companies and jobs. Manufacturing, fabrication, and assembly remain an essential part of the high-tech innovation mix in Pitt County and eastern North Carolina. The development of robust “clean” energy, green manufacturing/industry, and clean-tech clusters has become a national priority and Greenville/Pitt County must be alert to new opportunities in these and related economic sectors.

Some production-intensive companies that are attracted to Pitt County will be better served by locating within the tax-exempt Industrial Park, rather than downtown or adjacent to the Vidant Health campus. The positive economic impacts from such investments will nonetheless reverberate in Greenville and throughout eastern North Carolina. The City’s Economic Development Division will support the Pitt County Economic Development Commission’s efforts to attract new industry to the Greenville metropolitan area.

At the same time, companies in production-related sectors like high-tech support and medical applications might prefer to locate in Center City Greenville, in the Medical District, or adjacent to the ECU main campus.

The global decline in manufacturing employment (due in part to continual productivity gains) has made the old days of “big game chasing” in economic development less effective; nevertheless, Greenville must be ready to jump on opportunities as they present themselves.

Actions to Achieve This Goal

- Promote inter-agency communication concerning our shared path for ED; strive to understand & complement partners' ED missions; partner with them on Entrepreneurial Initiative & Technology Transfer.
- Continue quarterly meetings of the Mayor's Economic Development Advisory Council.

#8 Improve transportation gateways and commercial corridors; make them more attractive, legible, and accessible

When shoppers, students, and business executives are introduced to Greenville, their first impressions are of the city’s gateways and commercial corridors. Along with the ECU main campus and the Medical District, the city’s commercial corridors represent the most important activity nodes in Greenville. By making the city’s gateways and commercial corridors more dynamic and legible, Greenville will not only diversify its commercial mix; Greenville will become more of a destination community.

Actions to Achieve This Goal

- Continue activities associated with construction of the 10th Street connector (CC goal)
- Complete commercial corridor studies to include potential candidates such as Dickinson Ave and East 10th Street
- Complete Evans Street Gateway Project.
- Complete planning for West 5th Street Streetscape Project Phase-II.

#9 Develop sports, recreational, arts, cultural, and entertainment offerings

Greenville is implementing an ambitious program to integrate amateur sports and recreation for all ages with its growing community parks and greenways network. The city should also step up efforts to develop a more diverse portfolio of arts, cultural, and entertainment offerings. Greenville recognizes the links between community amenities, health, education, and long-term economic development. Indeed, enhancing these connections is essential to Greenville becoming a top-tier uni-med community.

The City is building these connections along two mutually-reinforcing fronts: making Greenville a health-enhancement community; and making Greenville a more vibrant university village.

Actions to Achieve This Goal

- Plan for the development of a performing arts center (CC goal)
- Implement the recommendations of the Town Common Master Plan to provide additional parking along the frontage of First Street as per Town Common Master Plan.
- Continue collaboration with theatre fundraising committee, which aims to support renovation of Uptown Theatre.
- Attract regional sporting events and tournaments to the Greenville area.
- Partner with Go Science organization to lease portion, or all, of City-owned building for operation of a science & educational center.
- Reinvest in public park facilities within the urban core; Dream Park project and improvements to Epps Recreation Center.
- Explore the opportunity to develop, present, and implement plans for expanding on existing recreational "campus" north of the Tar River.

#10 Position Center City area as the vibrant epicenter of Greenville's uni-med community; encourage mixed-use redevelopment and major "anchor" projects that reinforce the identities of downtown districts and adjacent neighborhoods

In the six years since the City approved *The Center City – West Greenville Revitalization Plan (2006)*, Greenville has completed numerous projects that have furthered the City's revitalization goals, which include: supporting the continued growth of the University, building new street connections, redeveloping historic neighborhoods, spurring new business opportunities; developing an arts and sciences district; providing greater and more diverse housing opportunities; and preserving Greenville's historically significant structures.

Quality redevelopment of the Center City and West Greenville that improves the visual and functional image of the city's commercial core districts and neighborhoods will enhance the community's overall economy and identity.

Actions to Achieve This Goal

- Address issues to change downtown Greenville (CC goal)
- Study the potential for providing free public wi-fi throughout downtown and other targeted areas, including the West Greenville Redevelopment Area (CC goal)
- Plan for the development of a downtown parking deck (CC goal).
- Plan for the development of a downtown hotel.
- Continue West Greenville revitalization activities as per the Center City - West Greenville Revitalization Plan.

#11 Support and promote the community's existing human-resources infrastructure: training; primary, secondary, and technical education; career support services

In pursuance of a long-term goal, all communities in eastern North Carolina have been taking concerted actions to prepare their residents to participate in the 21st century economy, improving the quality of K-12 education and training workers to succeed in the information-intensive economy.

In the short-term, Greenville – which serves the eastern NC region – should do a better job of promoting the wealth of human-resources infrastructure that is already in place.

Actions to Achieve This Goal

- Serve as a "clearinghouse" for directing prospective entrepreneurs and young workers to the appropriate agency
- Evaluate local and regional workforce resources by participating in local Work Ready Committee.
- Consider potential for providing additional workforce development programming at the West Greenville Intergenerational Center.

#12 Build 21st century infrastructure that serves industry needs, attracts active and creative professionals, and improves mobility and accessibility for all Greenville citizens

A city's physical infrastructure (transportation, communications, utilities, etc.) is one of its most vital strategic assets. To become a top-tier uni-med community, Greenville must strategically prioritize its public investments in infrastructure – whether building new systems, upgrading existing infrastructure, or maintaining its resources.

Actions to Achieve This Goal

- Greenway west to hospital (CC goal)
- Study locations for Intermodal Transportation Center (CC goal)
- Address infrastructure, including fiber optics, water/sewer, public wi-fi (CC goal)
- Explore the option of providing airline flights to at least one additional hub.
- Review opportunities for providing bus service from Greenville to Amtrak station in Wilson or Rocky Mount.

#13 Foster a proactive culture within the City government that anticipates needs and trends, cultivates new ideas, pursues innovation, and constantly seeks new ways to promote the City's strategic and long-range goals

Greenville will foster a more proactive organizational culture in part by focusing all city employees on the community's vision, strategic goals, and main objectives – What kind of community are we going to be? What do we want to achieve and why is it important? What is the purpose of the City's economic development programs? Every city employee is an economic developer.

It is not enough that people believe in that vision, however. To foster a proactive culture within City government, the leaders of the organization must encourage the creation of creative hives of discussion that realizes and supports the concept of strategic risk-taking and idea-exchange within and across the departments and divisions.

Actions to Achieve This Goal

- Engage the City's constituents & stakeholders in dialogues concerning ED priorities; invite national economic development leaders to Greenville for talks and workshops.
- Attend innovation & "best practices" forums annually (e.g., Emerging Issues Forum); bring back ideas for internal discussions, encouraging City depts. & divisions to implement new organizational strategies.
- Enroll at least one City executive per year in Leadership North Carolina program.