

City Council Meeting

December 13, 2018



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Item 4


Ordinance requested by Happy Trail Farms, LLC to rezone a total of 60.917 acres located between Belvoir Highway and Sunnybrook Road




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General Location Map

Map Legend

 Greenville's ETJ

 Tar River


 Pitt-Greenville Airport (PGV)

City Council Voting District

District

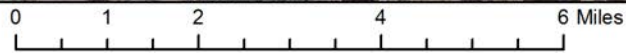
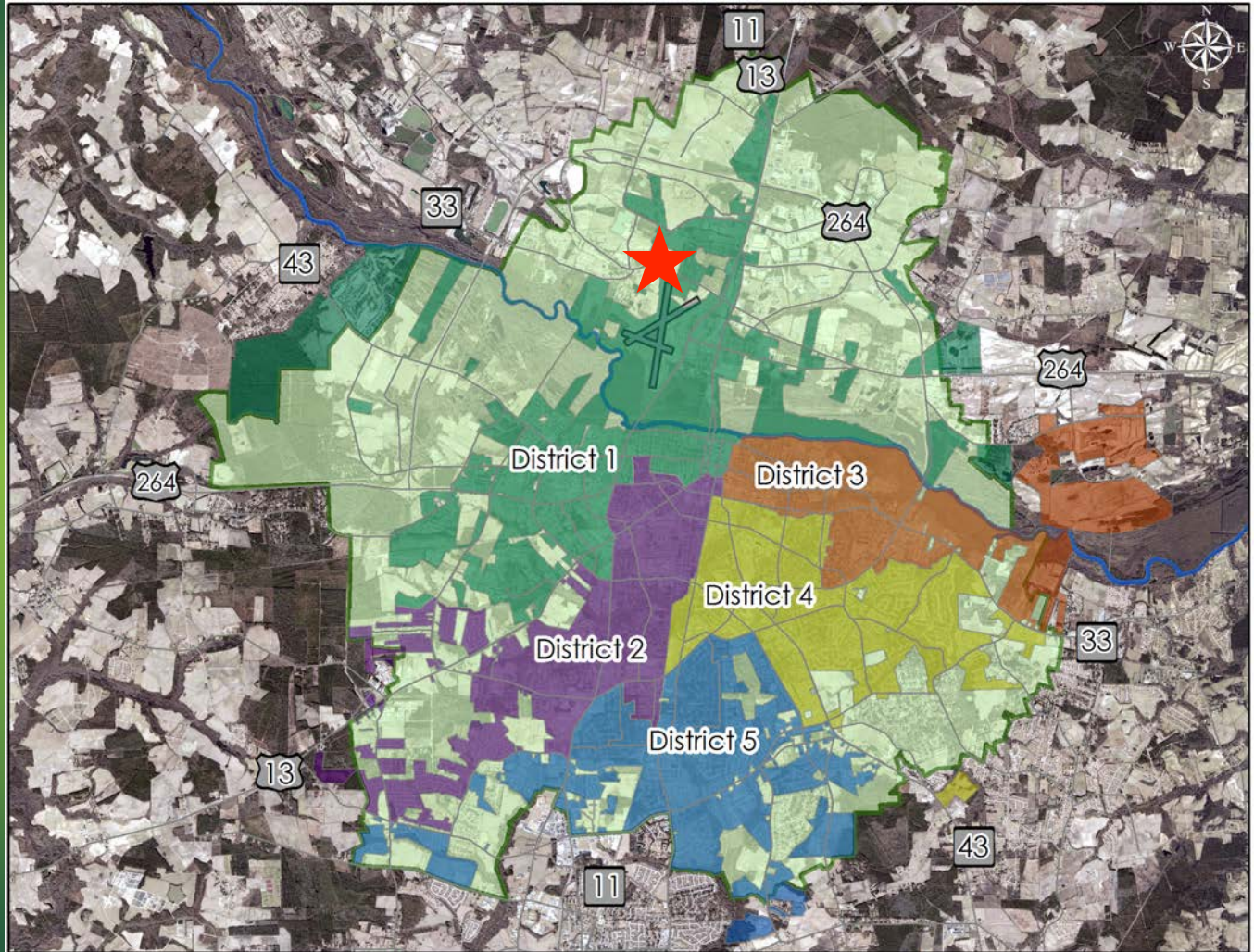
 District 1

 District 2

 District 3

 District 4

 District 5





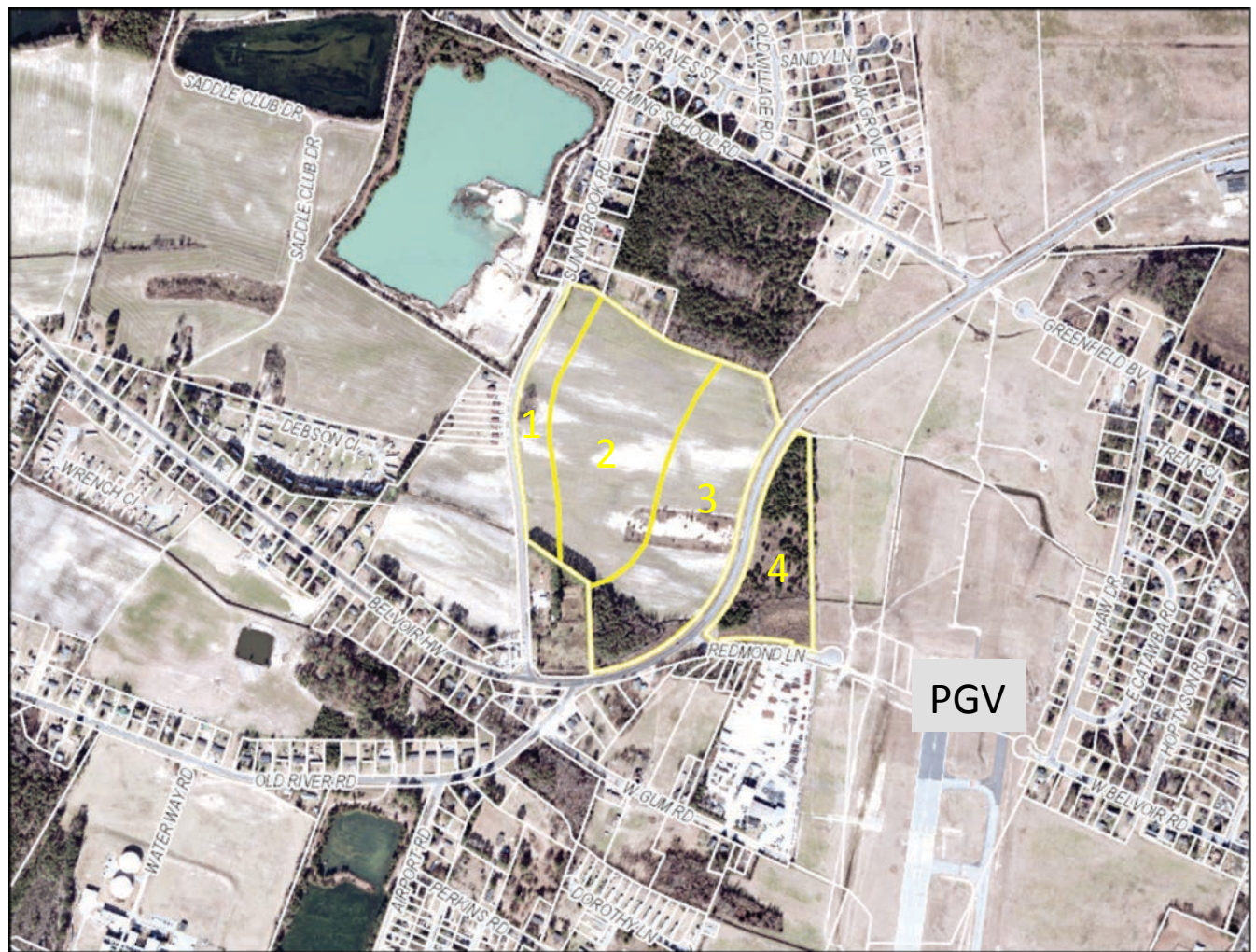
Greenville
NORTH CAROLINA

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Aerial Map (2016)

Map Legend

-  Rezoning
-  Land Parcels



0 0.17 0.35 0.7 Miles



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Sunnybrook Rd



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Belvoir Hwy



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NORTH CAROLINA

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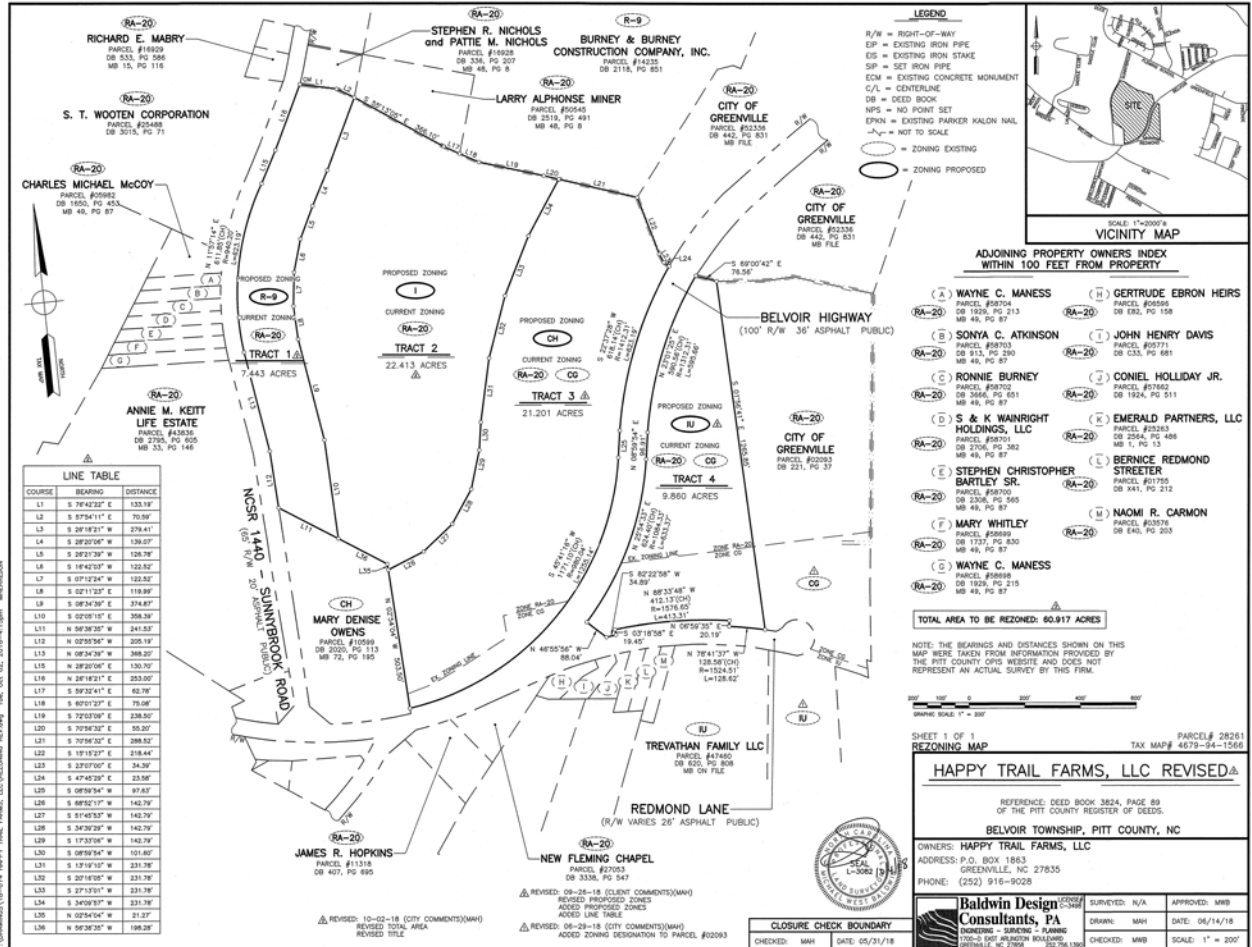
Belvoir Hwy and Redmond Ln



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Total Area To Be Rezoned: 60.917 Acres



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
\L:\ADMIN\118-018-HAPPY TRAIL FARMS, LLC\ZONING\REVISED Map 1_Sht 001_201714-1416pm_MADEIRON

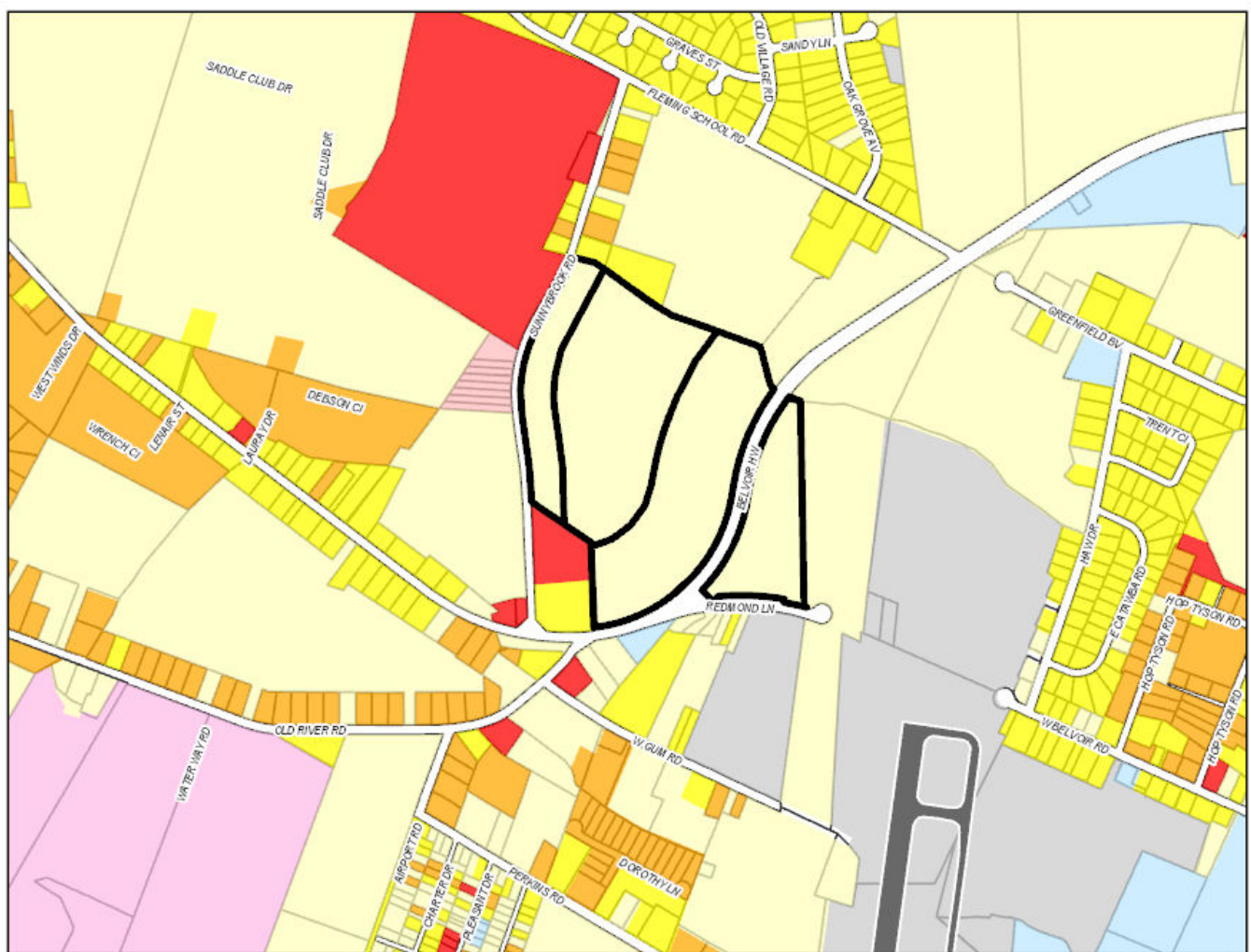
Existing Land Use

Map Legend

-  Rezoning
-  Land Parcels

Existing Land Use

-  Cemetery
-  Commercial
-  Duplex
-  Industrial
-  Institutional
-  Landfill
-  Mobile Home
-  Mobile Home Park
-  Multi-Family
-  Office
-  Public Parking
-  Recreation
-  Single Family
-  Utility
-  Vacant



0 0.17 0.35 0.7 Miles

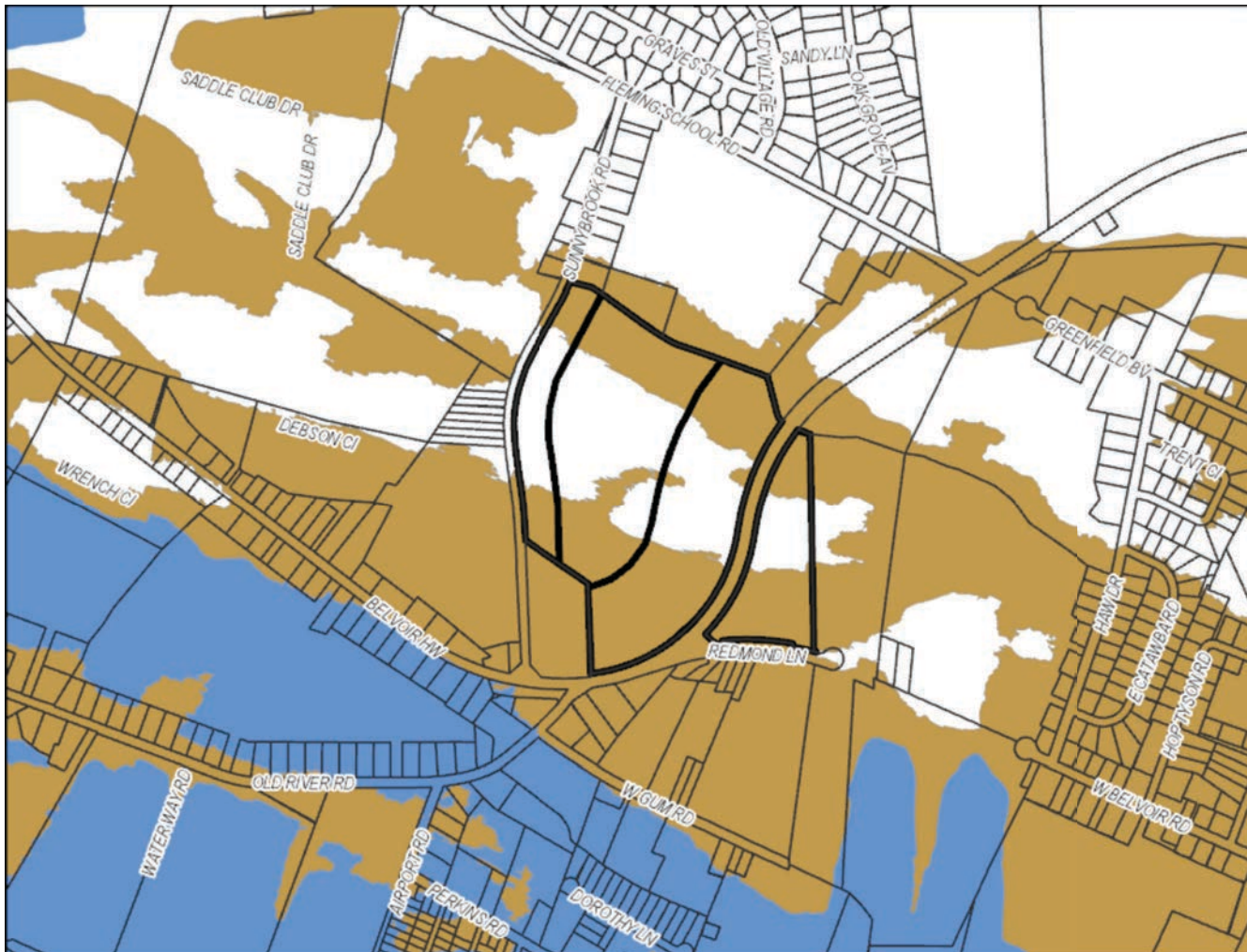


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Flood Plain Map

- AE = Floodway
- AE= Base Flood Elevations
- NEA (Non-Encroachment Area)
- A= 1% Chance of Annual Flood Hazard
- 0.2% Chance of Annual Flood Hazard



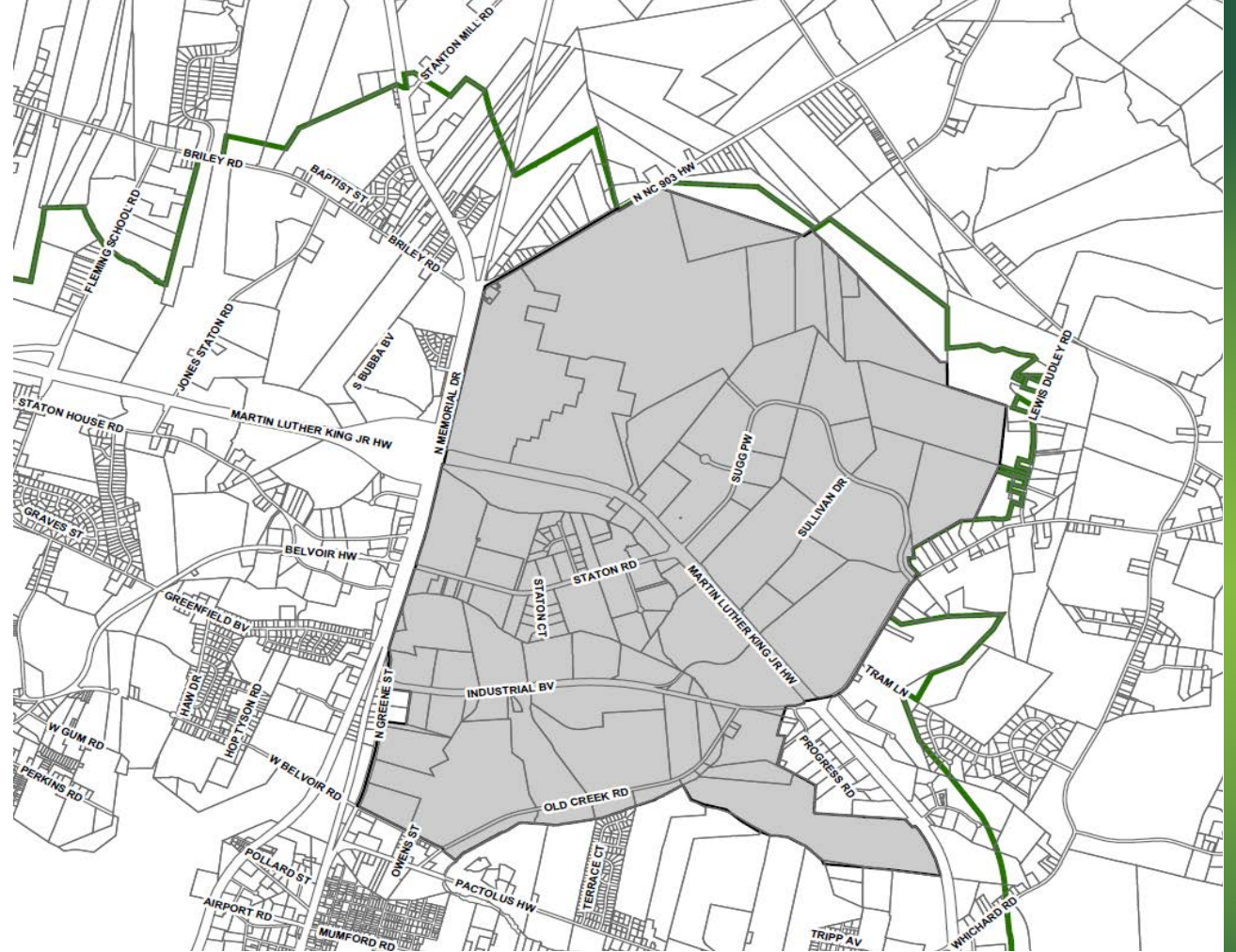
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0 0.17 0.35 0.7 Miles



Recognized Industrial Area



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NORTH CAROLINA

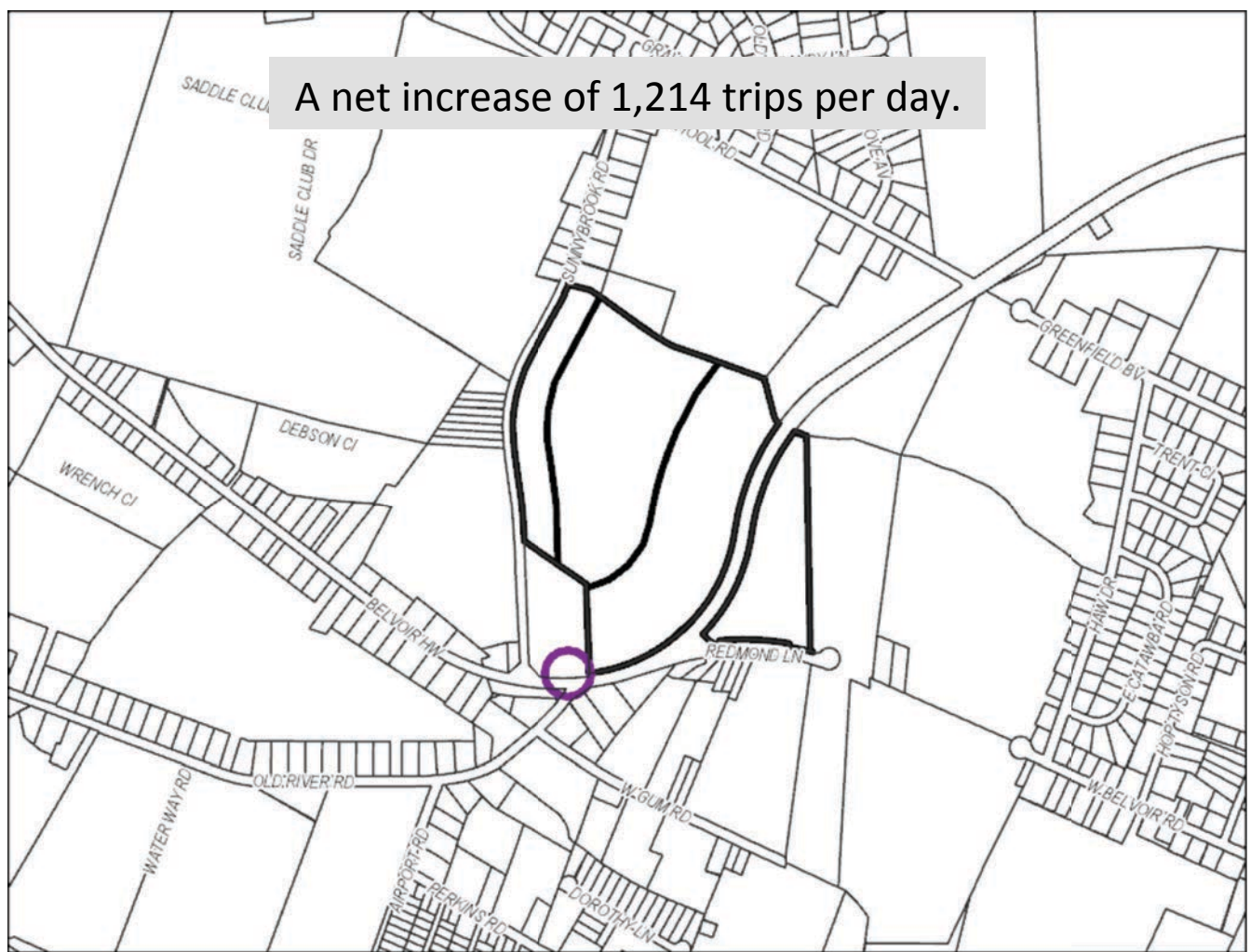
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Activity Centers

Map Legend

-  Rezoning
-  Land Parcels
-  Neighborhood Activity Center
-  Community Activity Center
-  Regional Activity Center
-  Employment Center

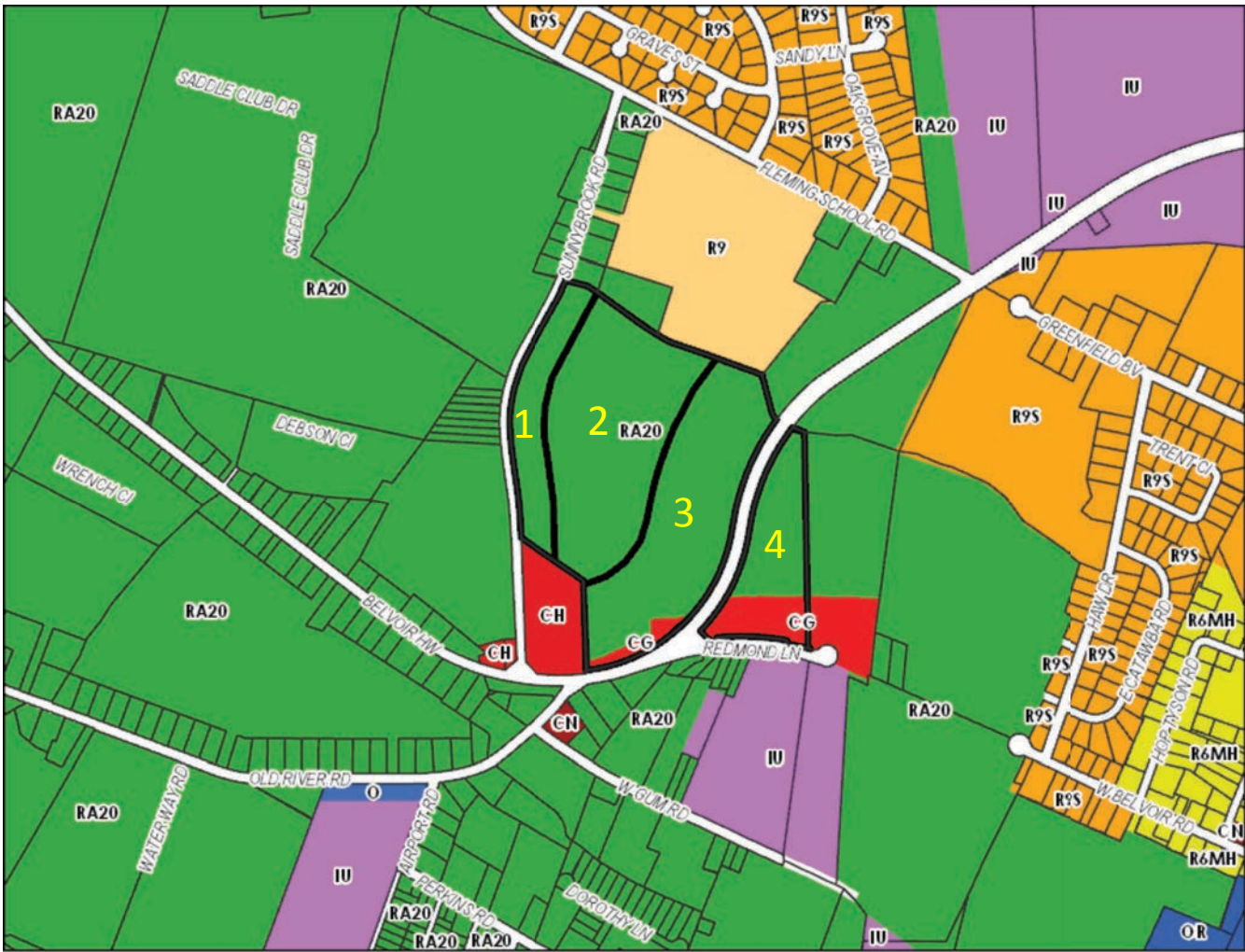
A net increase of 1,214 trips per day.



Zoning Map

Map Legend

| | | |
|--------------|--------|--------|
| Rezoning | PIU | R6MH |
| Land Parcels | MI | R6N |
| CD | MO | R6S |
| CDF | MS | R9 |
| CG | O | R9S |
| CH | OR | R9S-CA |
| CN | OR-UC | R15S |
| MCH | R6 | PUD |
| MCG | R6A | MR |
| I | R6A-CA | MRS |
| IU | R6A-RU | RA20 |





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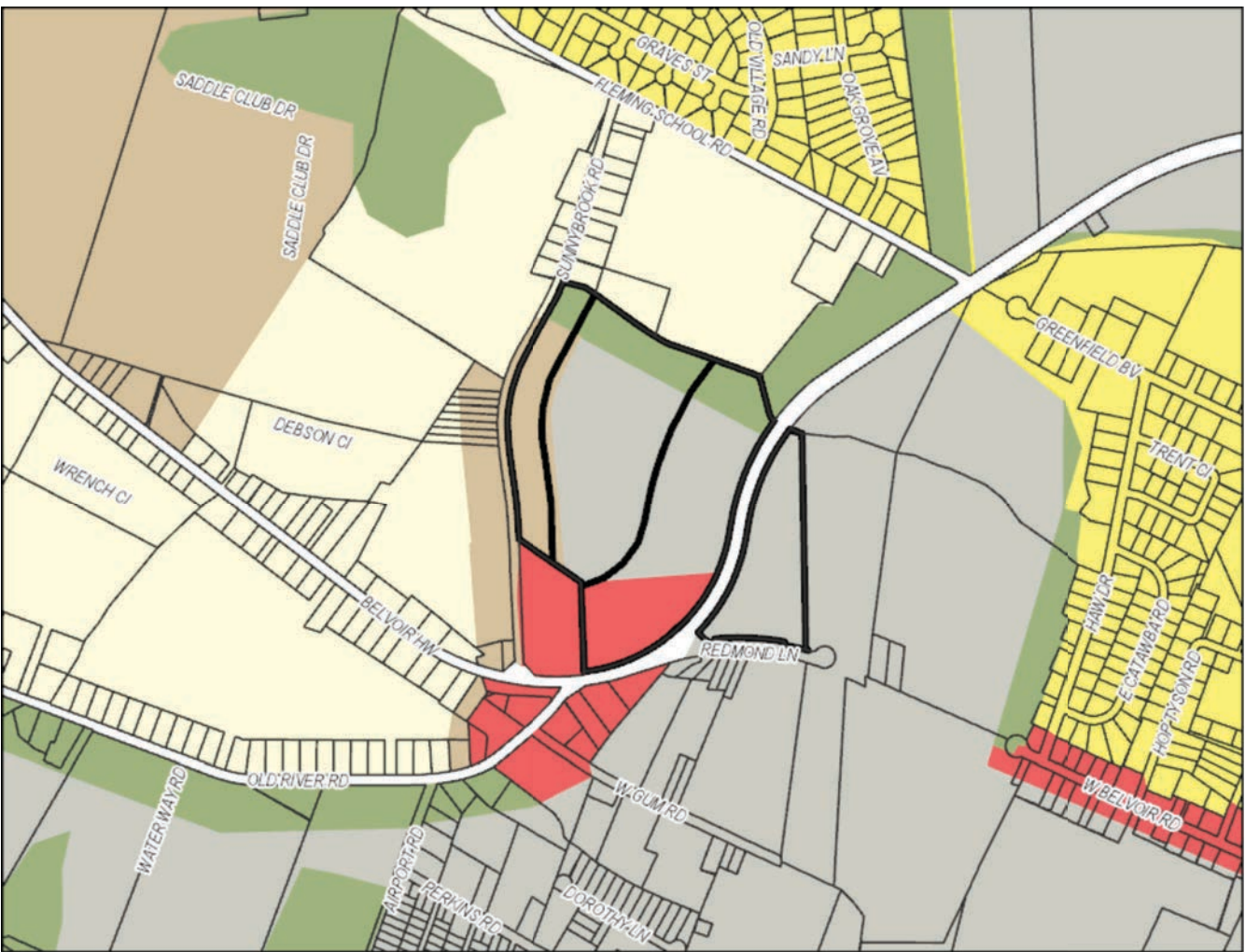
Future Land Use & Character Map

Map Legend

-  Rezoning
-  Land Parcels

Horizons2026 Future Land Use

-  PCOS - Potential Conservation and Open Space
-  UC - Uptown Core
-  UE - Uptown Edge
-  MUHI - Mixed Use, High Intensity
-  MU - Mixed Use
-  C - Commercial
-  OI - Office and Institutional
-  UN - Uptown Neighborhood
-  TNMH - Traditional Neighborhood, Medium to High Density
-  TNLM - Traditional Neighborhood, Low to Medium Density
-  HDR - Residential, High Density
-  LMDR - Residential, Low to Medium Density
-  UI - University Institutional
-  MC - Medical Core
-  MT - Medical Transition
-  IL - Industrial / Logistics





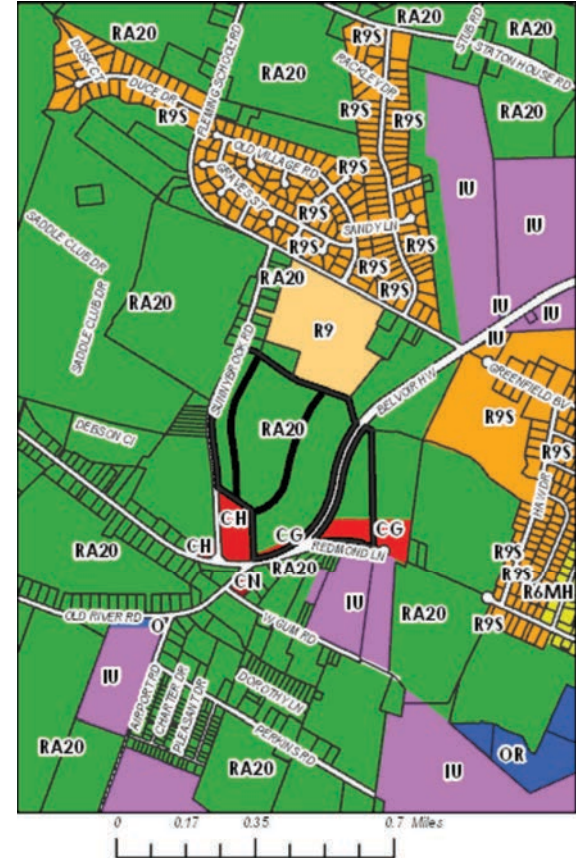
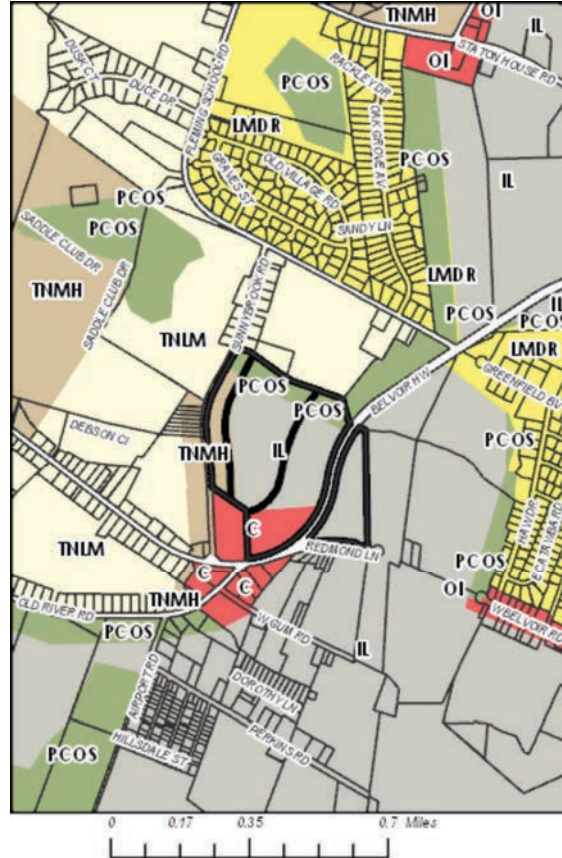
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Future Land Use & Character Map

Zoning Map

Map Legend

-  Rezoning Sites
-  Land Parcels



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The Planning and Zoning Commission voted (5:3) to approve the request at its October 16, 2018 meeting.



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Item 5


Ordinance requested by East Carolina Inn, Inc. to rezone 4.793 acres located at the southeastern corner of the intersection of Stantonsburg Road and Moye Boulevard





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General Location Map

Map Legend

 Greenville's ETJ

 Tar River

 Pitt-Greenville Airport (PGV)

City Council Voting District


District

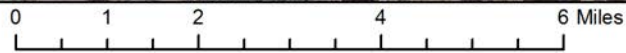
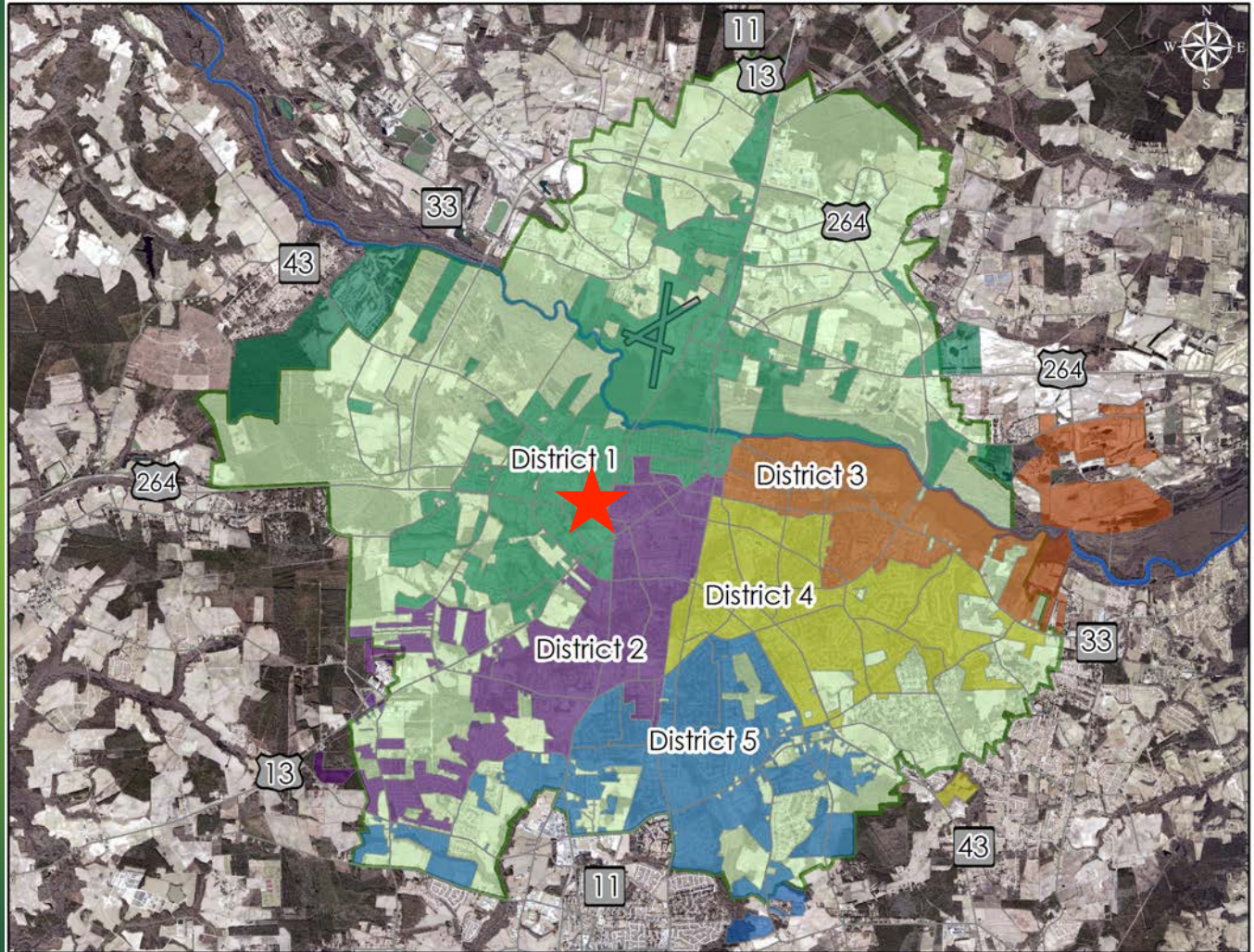
 District 1

 District 2

 District 3

 District 4

 District 5





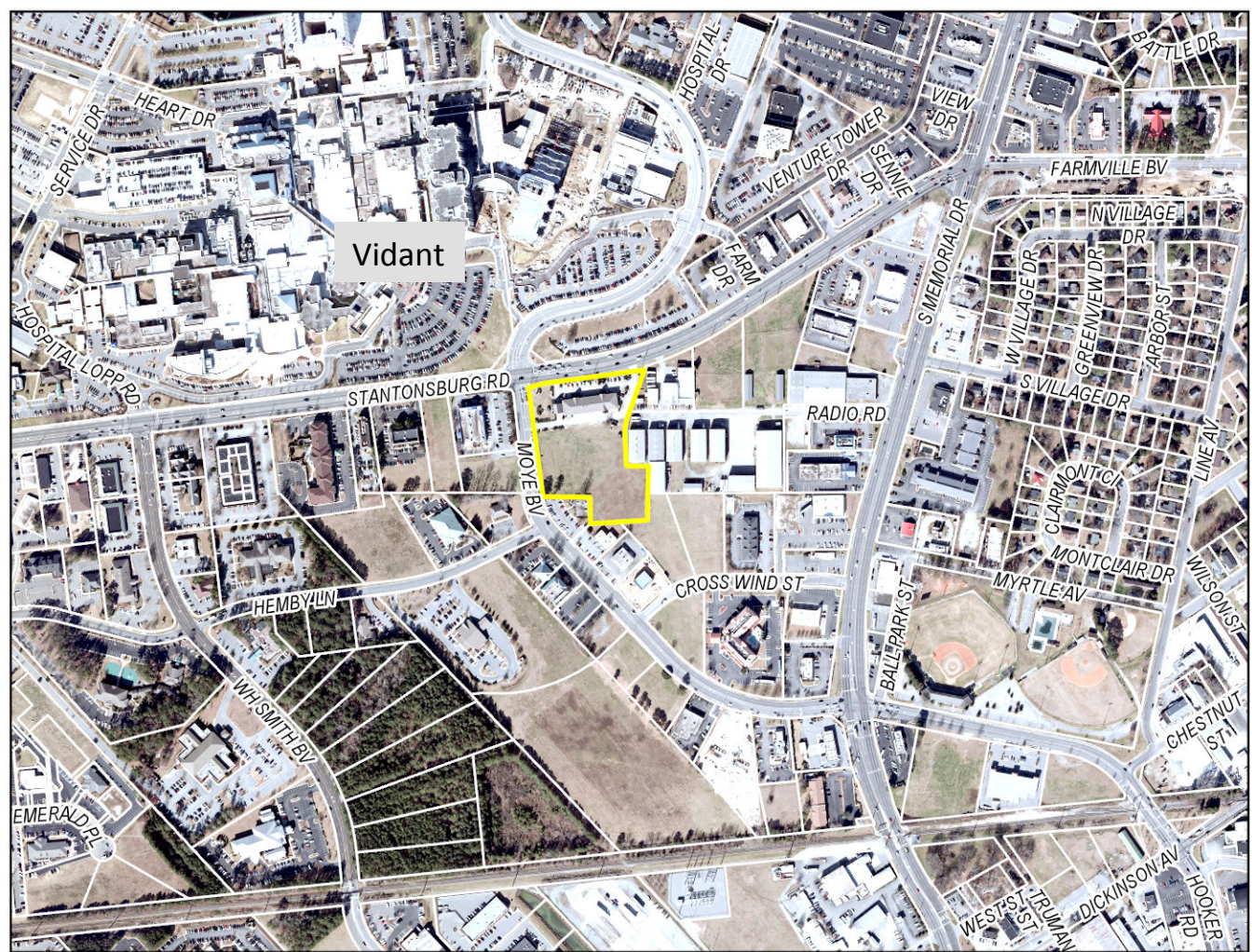
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Aerial Map (2016)

Map Legend

-  Rezoning
-  Land Parcels



0 0.1 0.2 0.4 Miles



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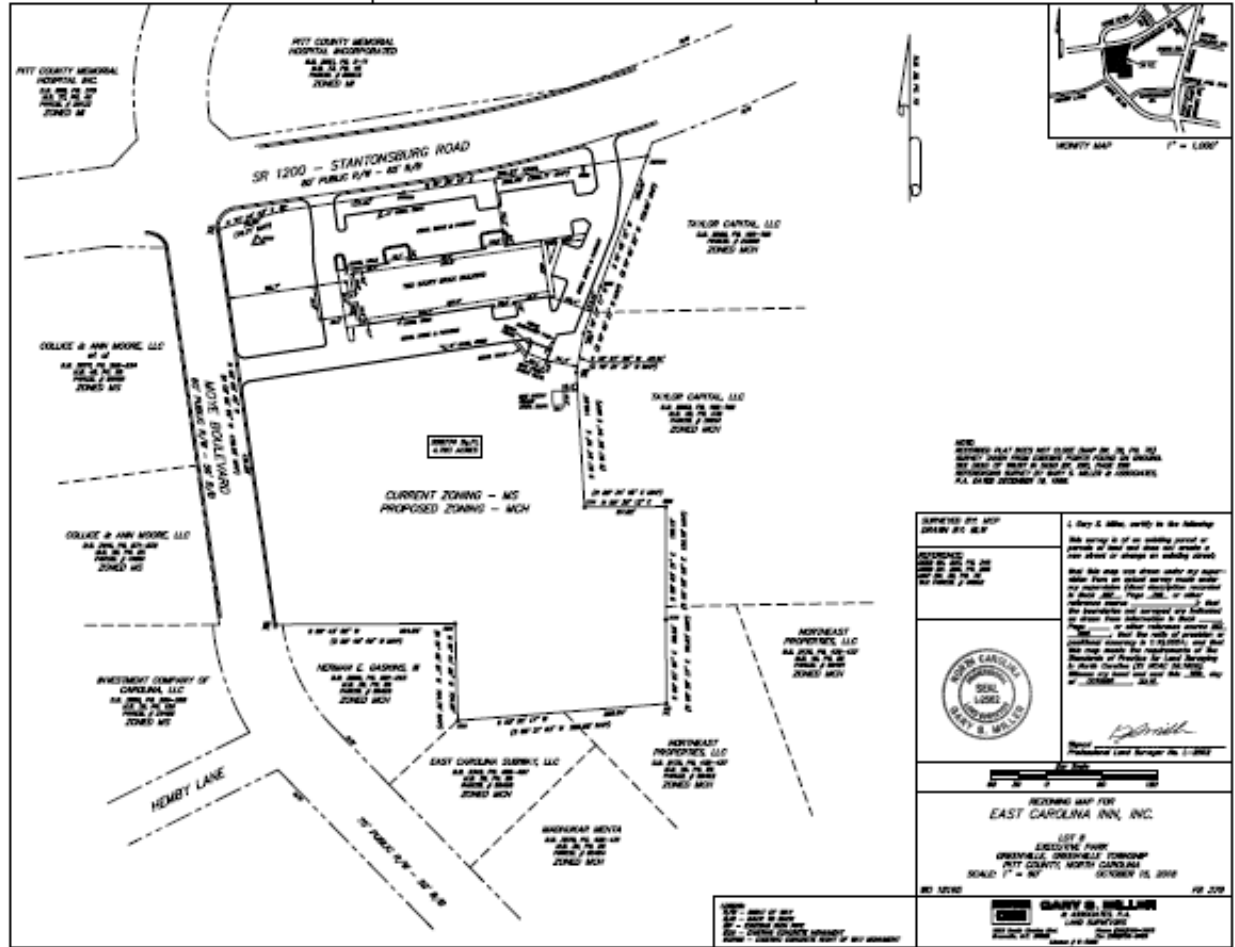
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4.793 Acres



APPROVED BY: GARY S. MILLER, Mayor

RECORDED: 10/15/2010

SEAL: GARY S. MILLER, Mayor

RECORDING MAP FOR: EAST CAROLINA INN, INC.

USE: RESIDENTIAL PARKING

UNINCORPORATED TERRITORY: EAST CAROLINA INN, INC.

SCALE: 1" = 80'

DATE: OCTOBER 15, 2010

NO. 1000


GARY S. MILLER
MAYOR


















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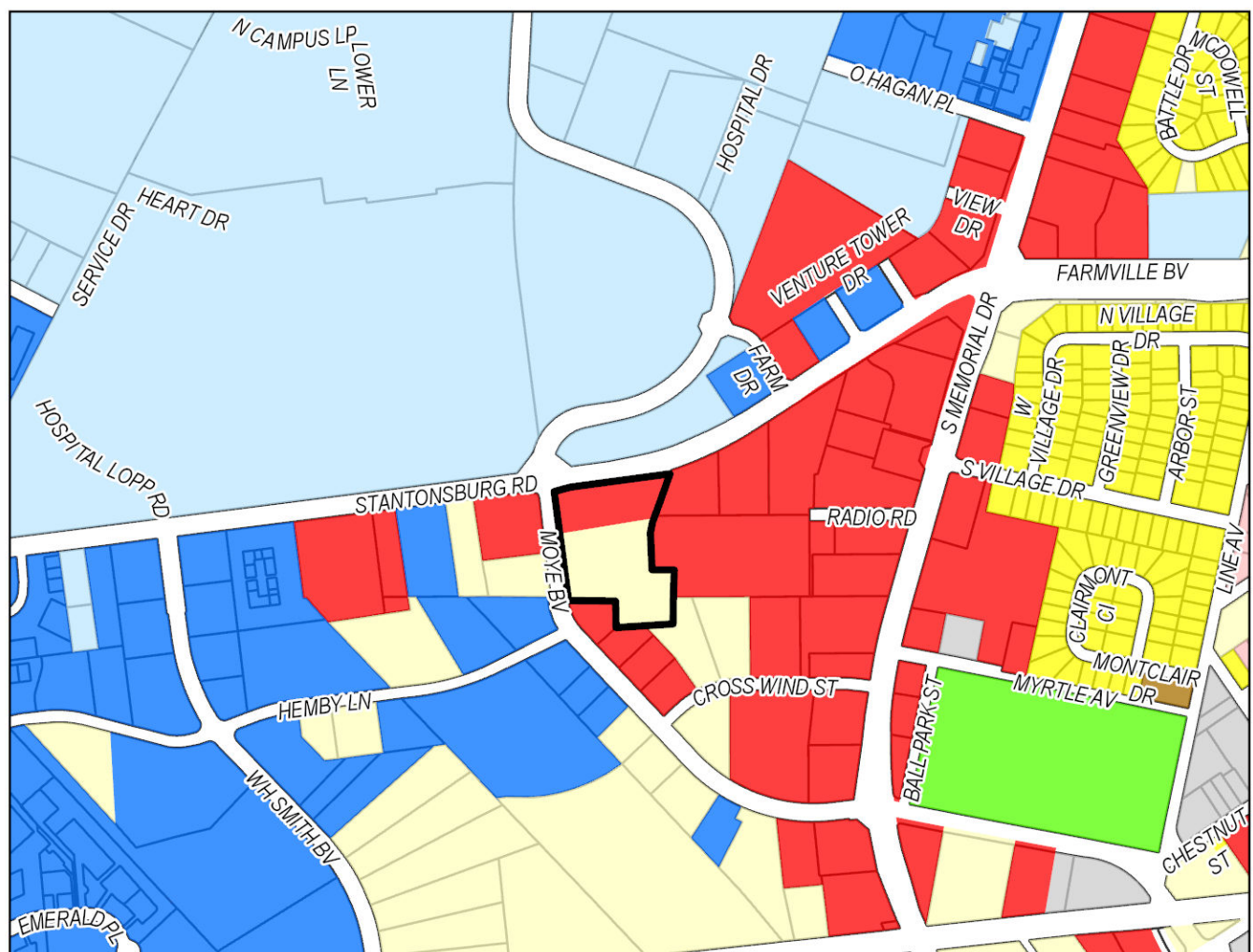
Existing Land Use

Map Legend

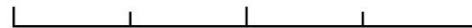
-  Rezoning
-  Land Parcels

Existing Land Use

-  Cemetery
-  Commercial
-  Duplex
-  Industrial
-  Institutional
-  Landfill
-  Mobile Home
-  Mobile Home Park
-  Multi-Family
-  Office
-  Public Parking
-  Recreation
-  Single Family
-  Utility
-  Vacant



0 0.1 0.2 0.4 Miles



Greenville
NORTH CAROLINA

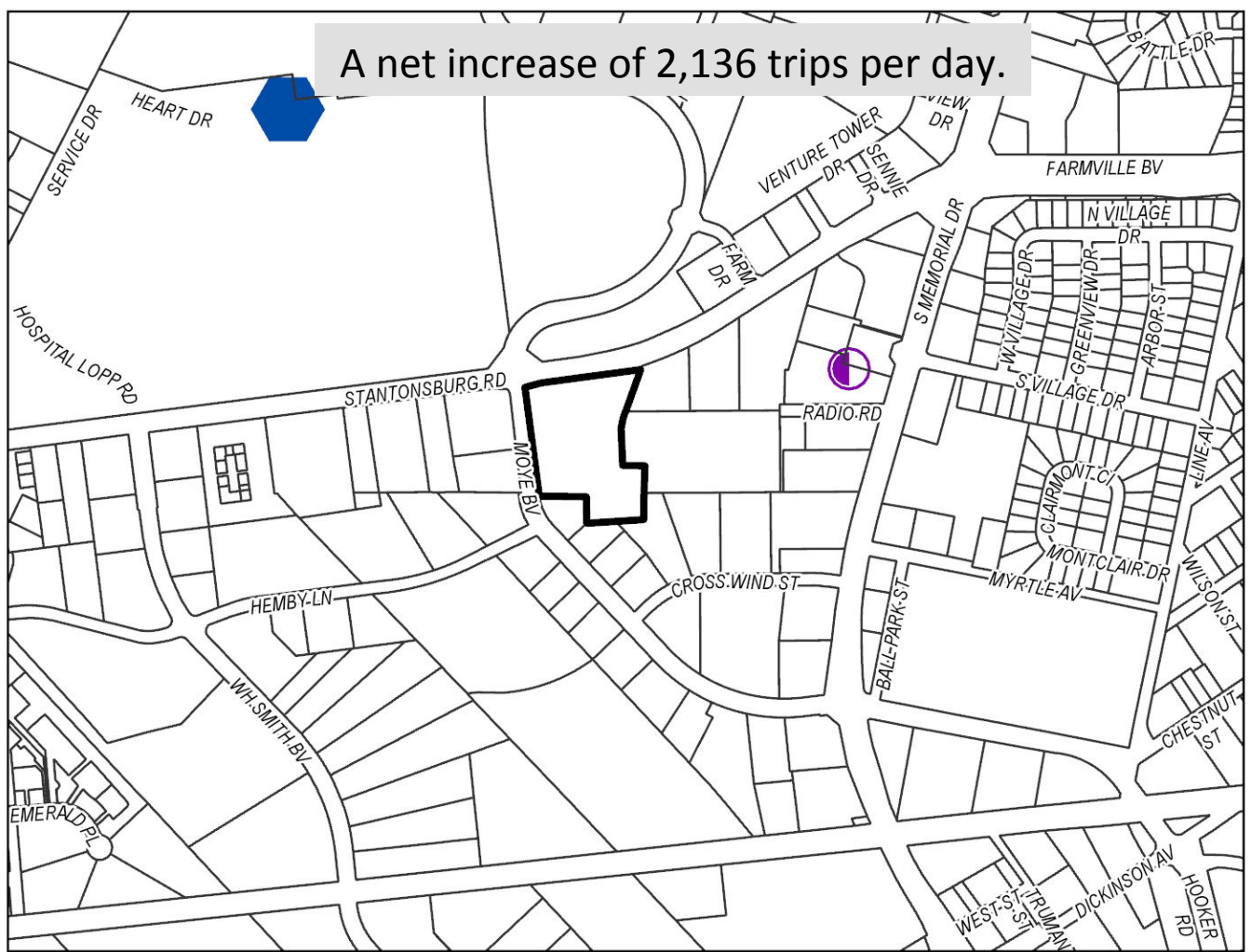
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Activity Centers

Map Legend

-  Rezoning
-  Land Parcels
-  Neighborhood Activity Center
-  Community Activity Center
-  Regional Activity Center
-  Employment Center

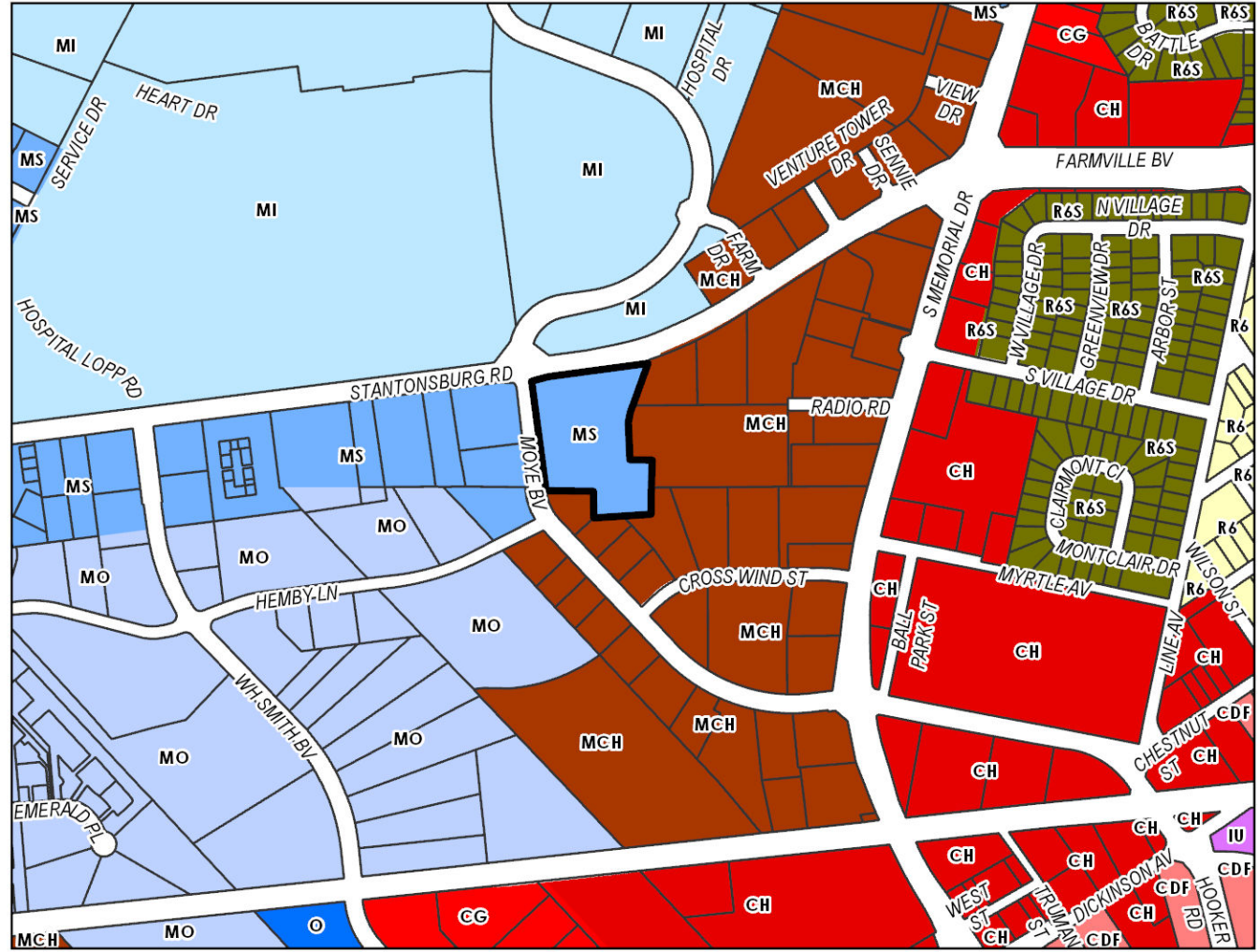
A net increase of 2,136 trips per day.



Zoning Map

Map Legend

| | | |
|--------------|--------|--------|
| Rezoning | PIU | R6MH |
| Land Parcels | MI | R6N |
| CD | MO | R9 |
| CDF | MS | R9S |
| CG | O | R9S-CA |
| CH | OR | R15S |
| CN | OR-UC | PUD |
| MCH | R6 | MR |
| MCG | R6A | MRS |
| I | R6A-CA | RA20 |
| IU | R6A-RU | |



0 0.1 0.2 0.4 Miles





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



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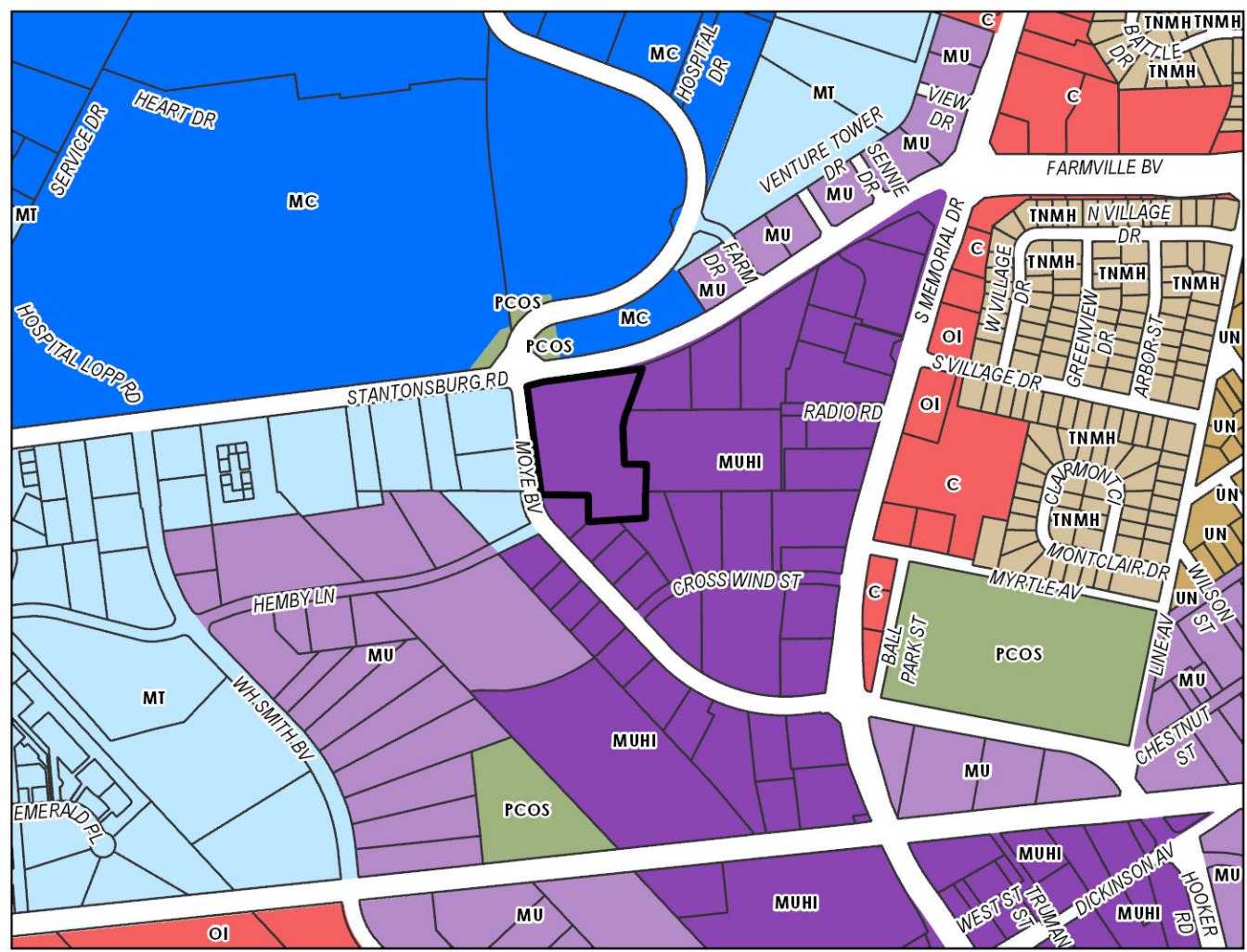
Future Land Use & Character Map

Map Legend

-  Rezoning
-  Land Parcels

Horizons2026 Future Land Use

-  PCOS - Potential Conservation and Open Space
-  UC - Uptown Core
-  UE - Uptown Edge
-  MUHI - Mixed Use, High Intensity
-  MU - Mixed Use
-  C - Commercial
-  OI - Office and Institutional
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-  TNMH - Traditional Neighborhood, Medium to High Density
-  TNLM - Traditional Neighborhood, Low to Medium Density
-  HDR - Residential, High Density
-  LMDR - Residential, Low to Medium Density
-  UI - University Institutional
-  MC - Medical Core
-  MT - Medical Transition
-  IL - Industrial / Logistics



0 0.1 0.2 0.4 Miles





Greenville
NORTH CAROLINA

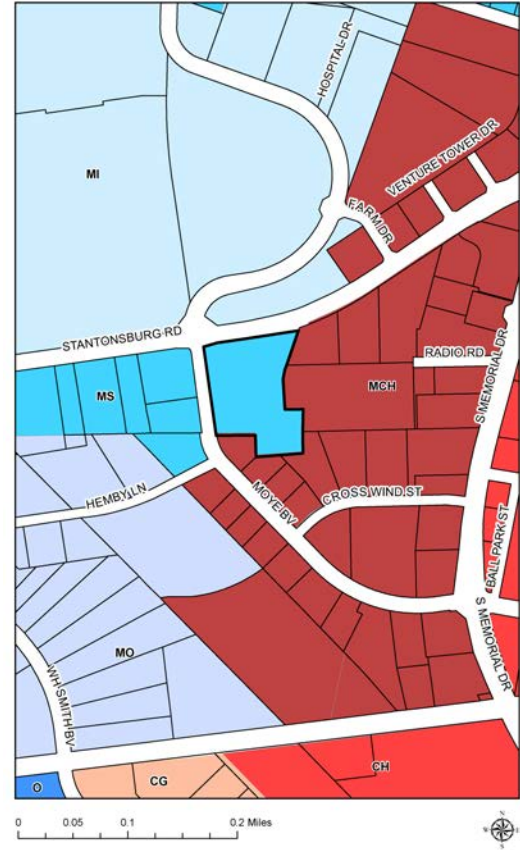
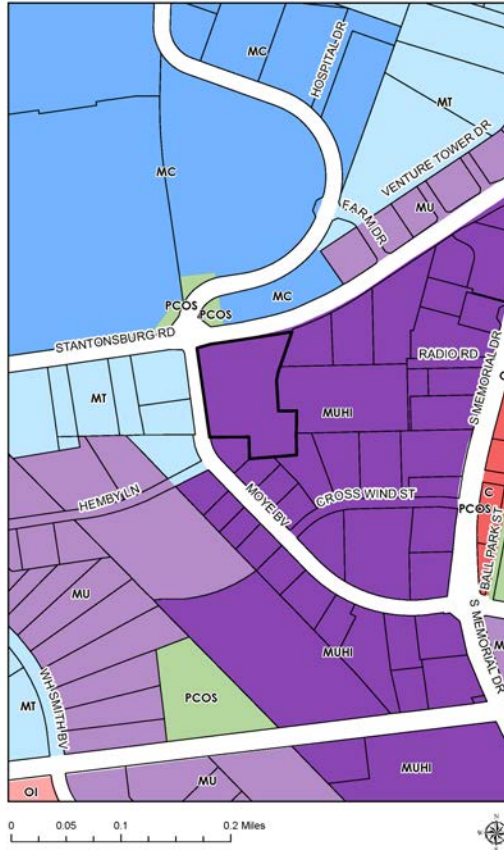
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Future Land Use & Character Map

Zoning Map

Map Legend

-  Rezoning Sites
-  Land Parcels



The Planning and Zoning Commission voted unanimously to approve the request at its November 20, 2018 meeting.



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Item 6


Ordinance requested by Scotland Management, LLC and Happy Trail Farms, LLC to rezone a total of 7.362 acres located along the eastern right-of-way of Frog Level Road and 250 +/- feet north of Davenport Farm Road





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General Location Map

Map Legend

 Greenville's ETJ

 Tar River

 Pitt-Greenville Airport (PGV)

City Council Voting District

District

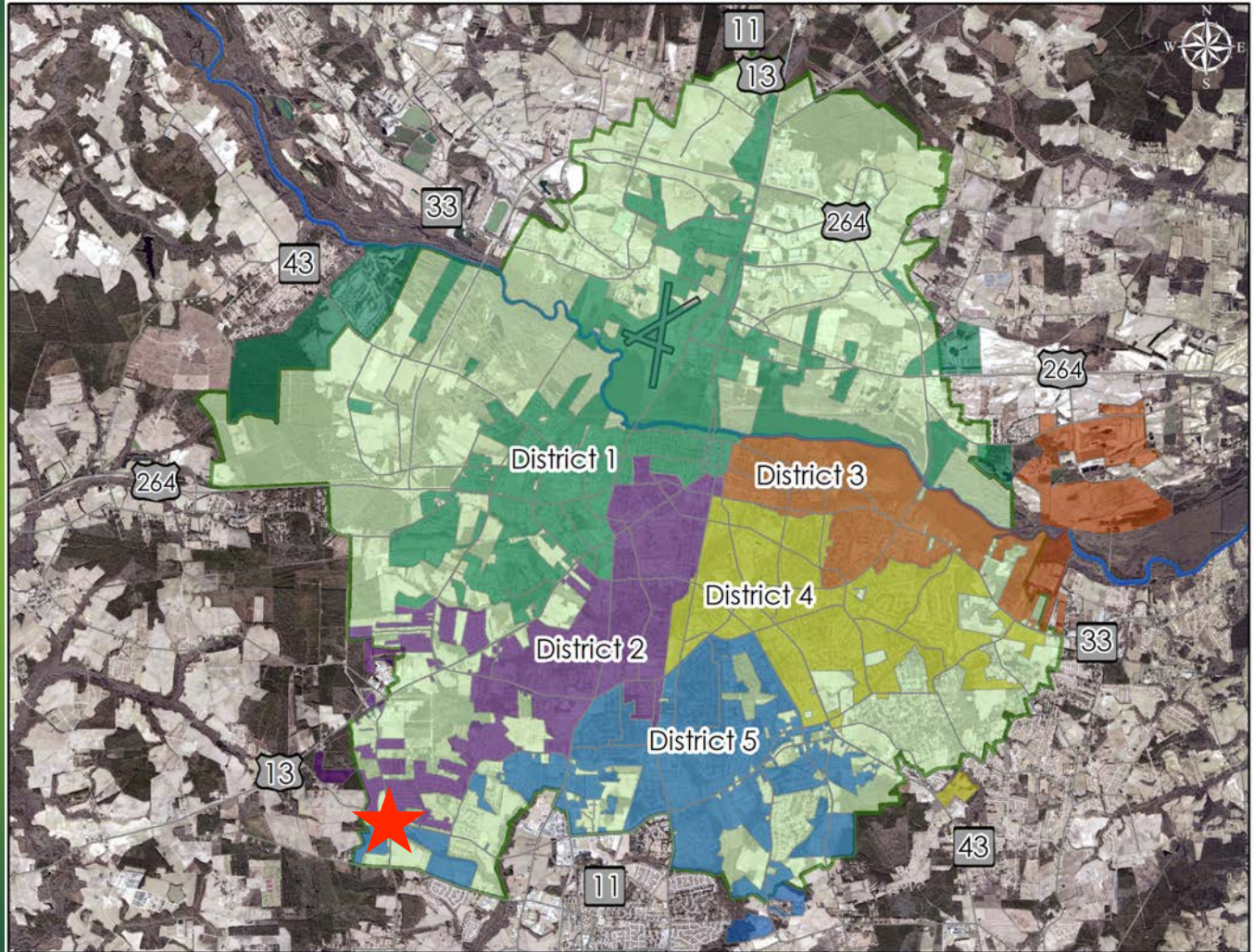
 District 1

 District 2

 District 3

 District 4

 District 5



0 1 2 4 6 Miles





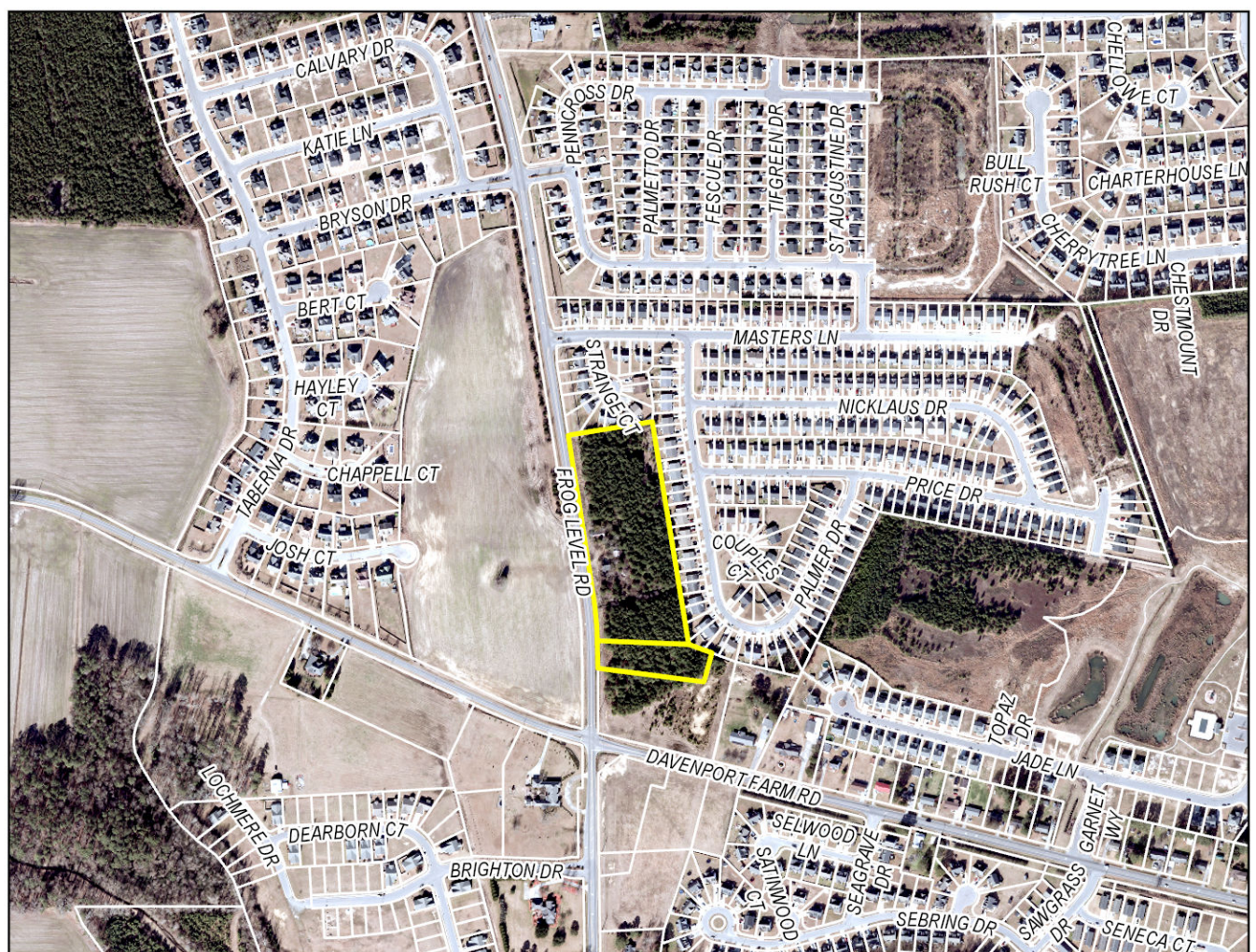
Greenville
NORTH CAROLINA

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Aerial Map (2016)

Map Legend

-  Rezoning
-  Land Parcels



0 0.1 0.2 0.4 Miles



Greenville
NORTH CAROLINA

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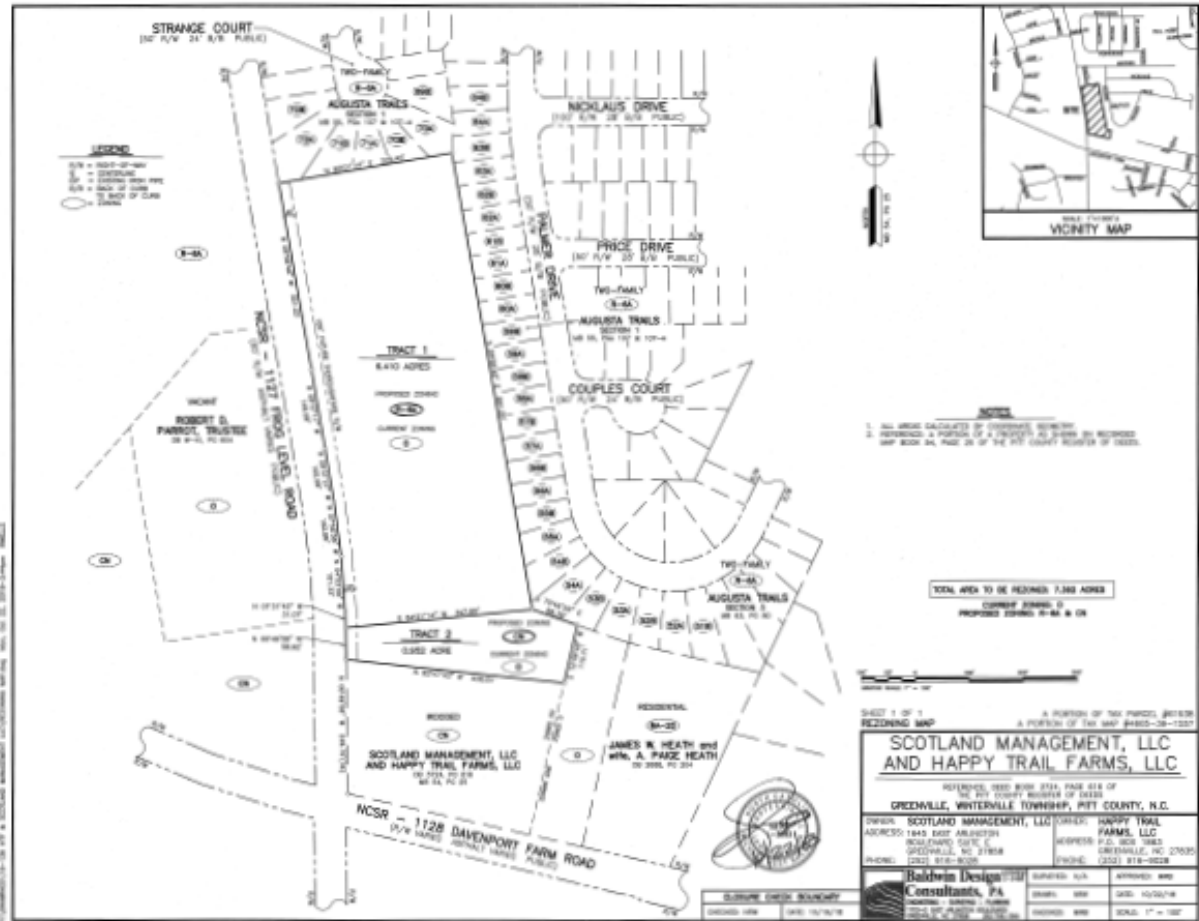
Frog Level Road



Greenville
NORTH CAROLINA

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7.362 Acres
 6.410 R6A
 0.952 CN


















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Existing Land Use

Map Legend

-  Rezoning
-  Land Parcels

Existing Land Use

-  Cemetery
-  Commercial
-  Duplex
-  Industrial
-  Institutional
-  Landfill
-  Mobile Home
-  Mobile Home Park
-  Multi-Family
-  Office
-  Public Parking
-  Recreation
-  Single Family
-  Utility
-  Vacant



0 0.1 0.2 0.4 Miles



Greenville
NORTH CAROLINA

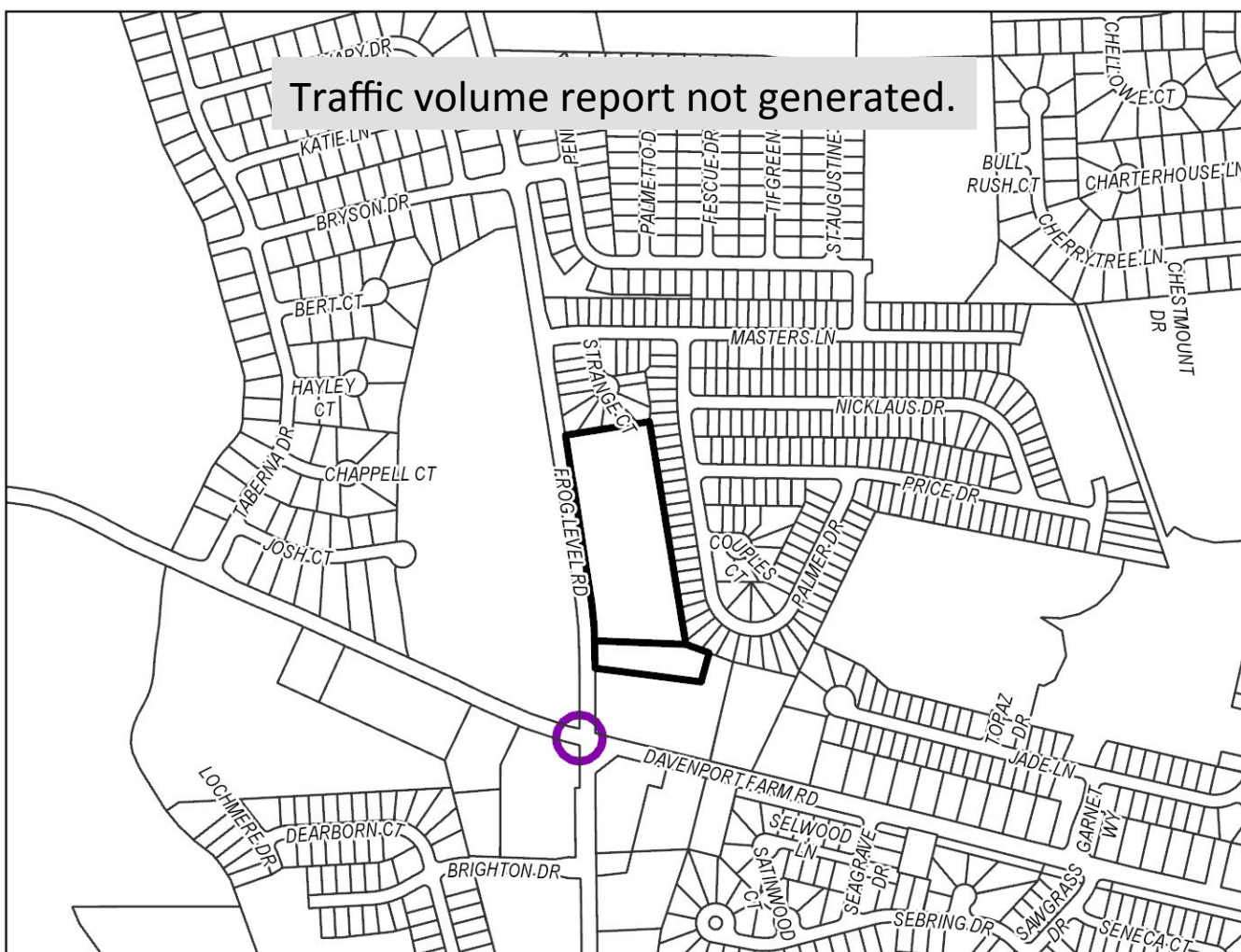
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Activity Centers

Map Legend

-  Rezoning
-  Land Parcels
-  Neighborhood Activity Center
-  Community Activity Center
-  Regional Activity Center
-  Employment Center

Traffic volume report not generated.



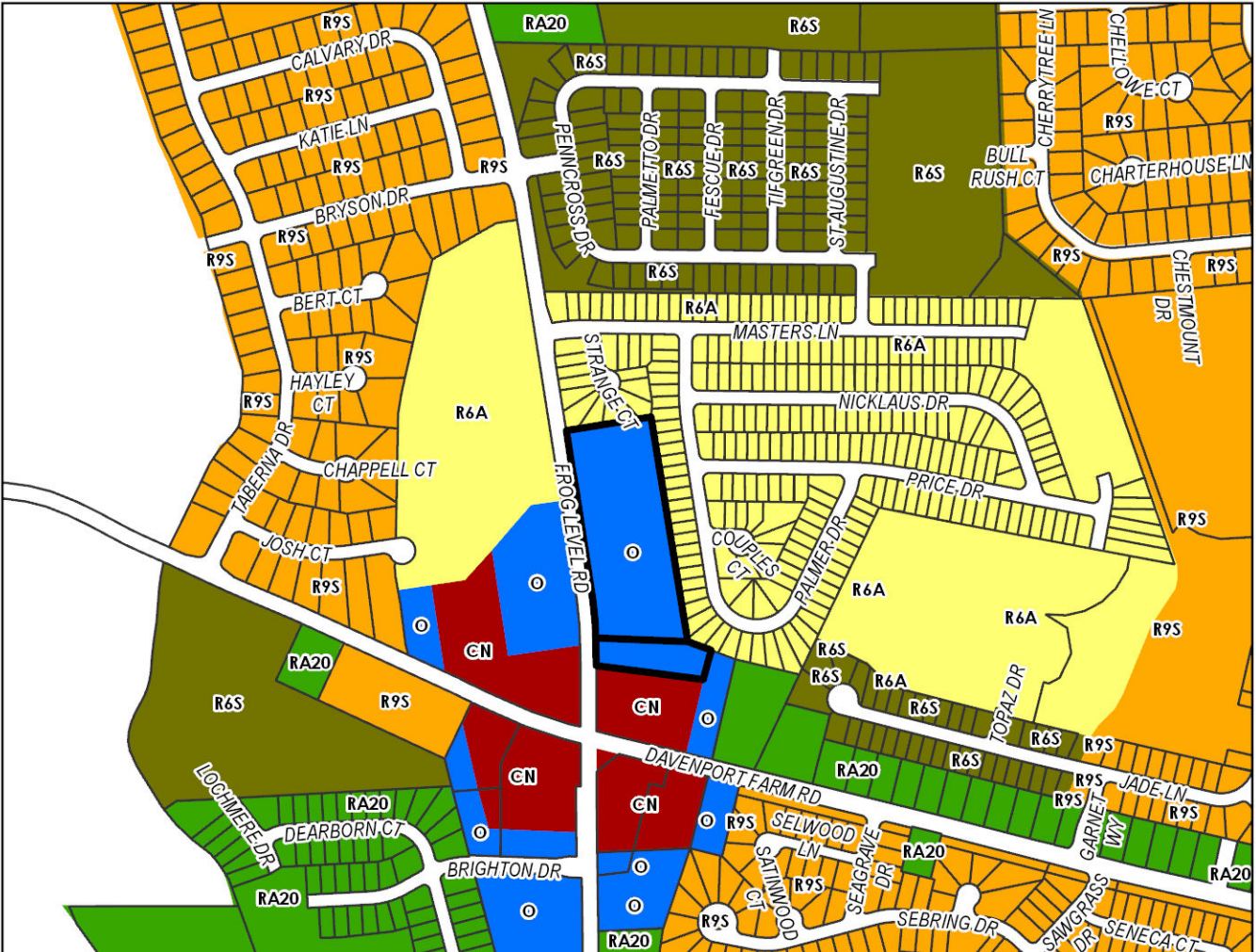
0 0.1 0.2 0.4 Miles



Zoning Map

Map Legend

| | | |
|--------------|--------|--------|
| Rezoning | PIU | R6MH |
| Land Parcels | MI | R6N |
| CD | MO | R6S |
| CDF | MS | R9 |
| CG | O | R9S |
| CH | OR | R9S-CA |
| CN | OR-UC | R15S |
| MCH | R6 | PUD |
| MCG | R6A | MR |
| I | R6A-CA | MRS |
| IU | R6A-RU | RA20 |



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0 0.1 0.2 0.4 Miles



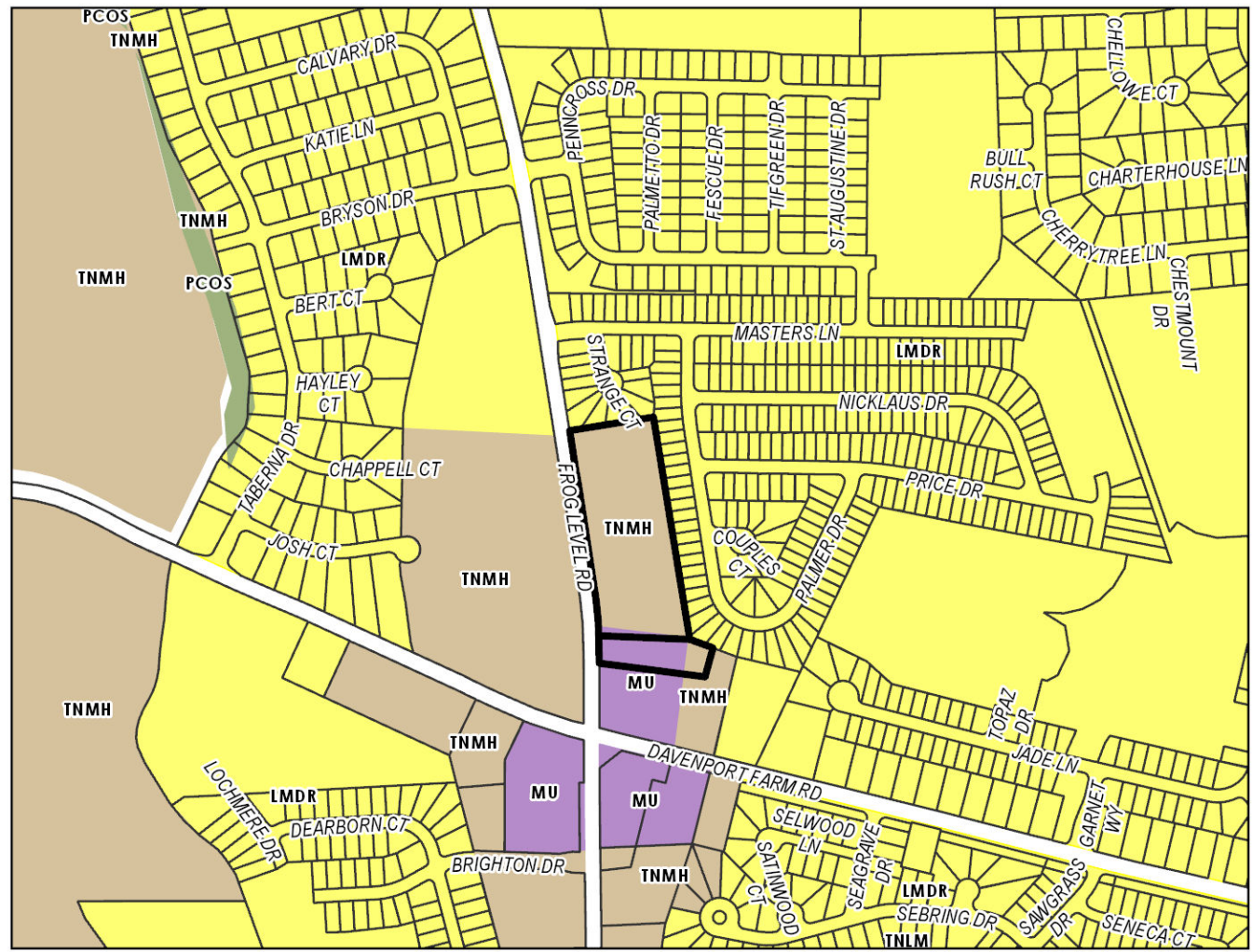
Future Land Use & Character Map

Map Legend

- Rezoning
- Land Parcels

Horizons2026 Future Land Use

- PCOS - Potential Conservation and Open Space
- UC - Uptown Core
- UE - Uptown Edge
- MUHI - Mixed Use, High Intensity
- MU - Mixed Use
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- TNLM - Traditional Neighborhood, Low to Medium Density
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- UI - University Institutional
- MC - Medical Core
- MT - Medical Transition
- IL - Industrial / Logistics



0 0.1 0.2 0.4 Miles





Greenville
NORTH CAROLINA

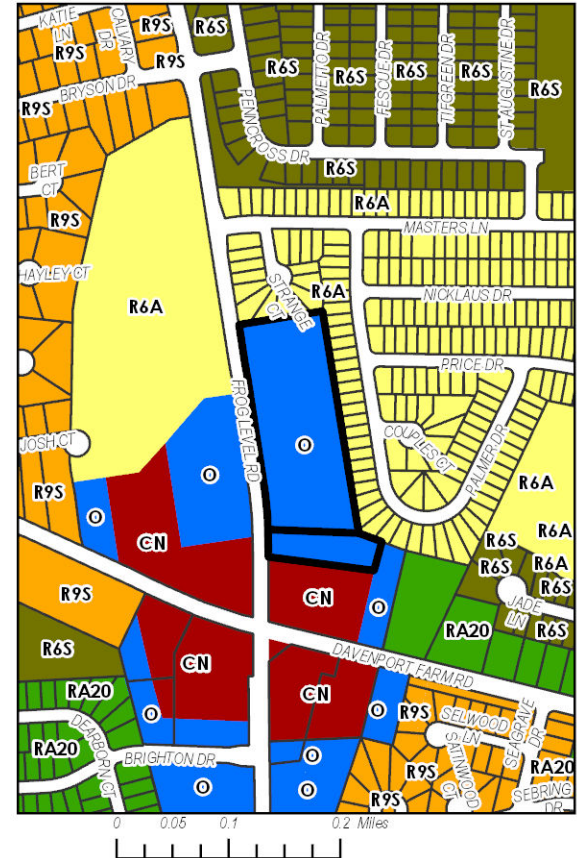
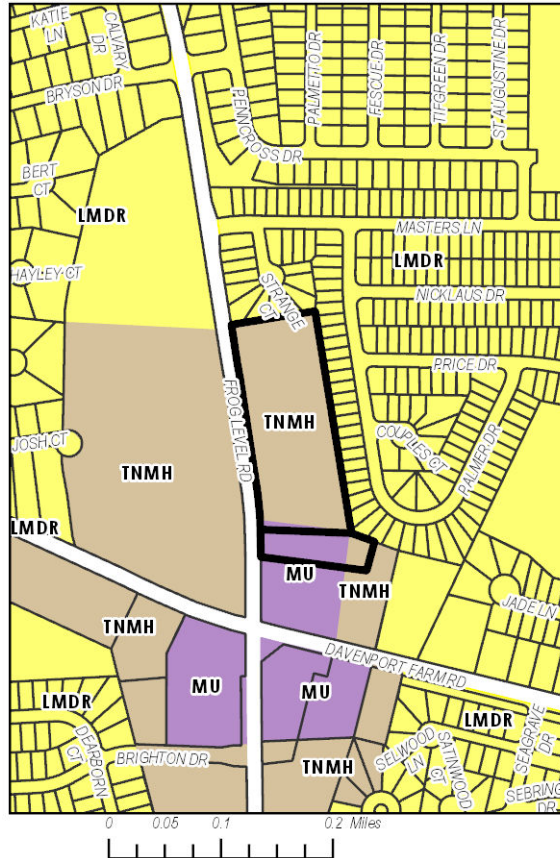
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Future Land Use & Character Map

Zoning Map

Map Legend

-  Rezoning Sites
-  Land Parcels



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The Planning and Zoning Commission voted unanimously to approve the request at its November 20, 2018 meeting.



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Item 8


Ordinance requested by Happy Trail Farms, LLC to amend the Future Land Use and Character Map for 10.066 acres for property located between Stantonsburg Road and the Norfolk Southern Railroad





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General Location Map

Map Legend

 Greenville's ETJ

 Tar River

 Pitt-Greenville Airport (PGV)

City Council Voting District

District

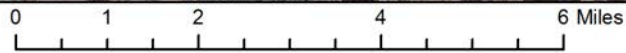
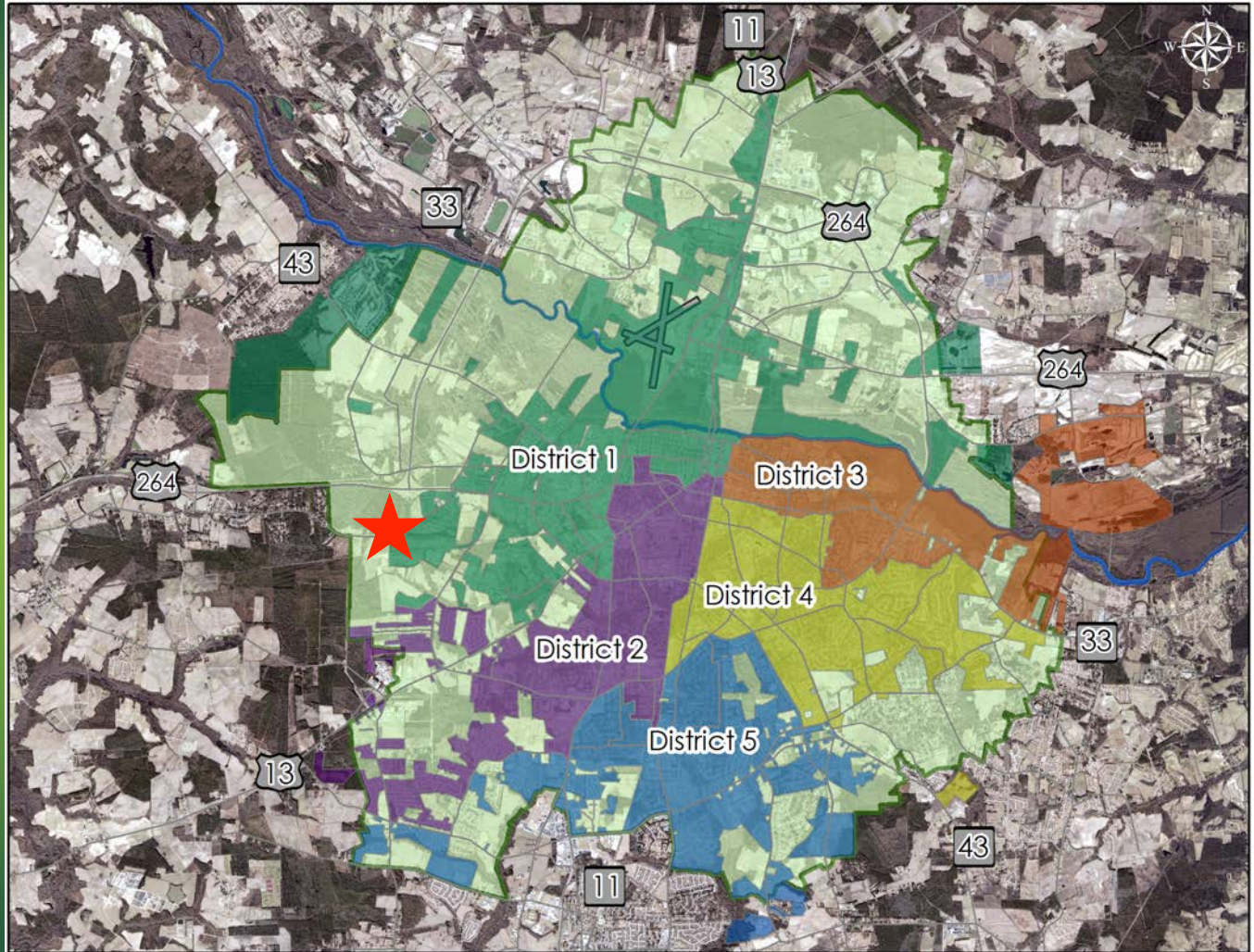
 District 1

 District 2

 District 3

 District 4

 District 5



Greenville
NORTH CAROLINA

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Aerial Map (2016)



Pitt Co. Landfill



Greenville
NORTH CAROLINA

Find yourself in good company®

0 0.25 0.5 1 Miles



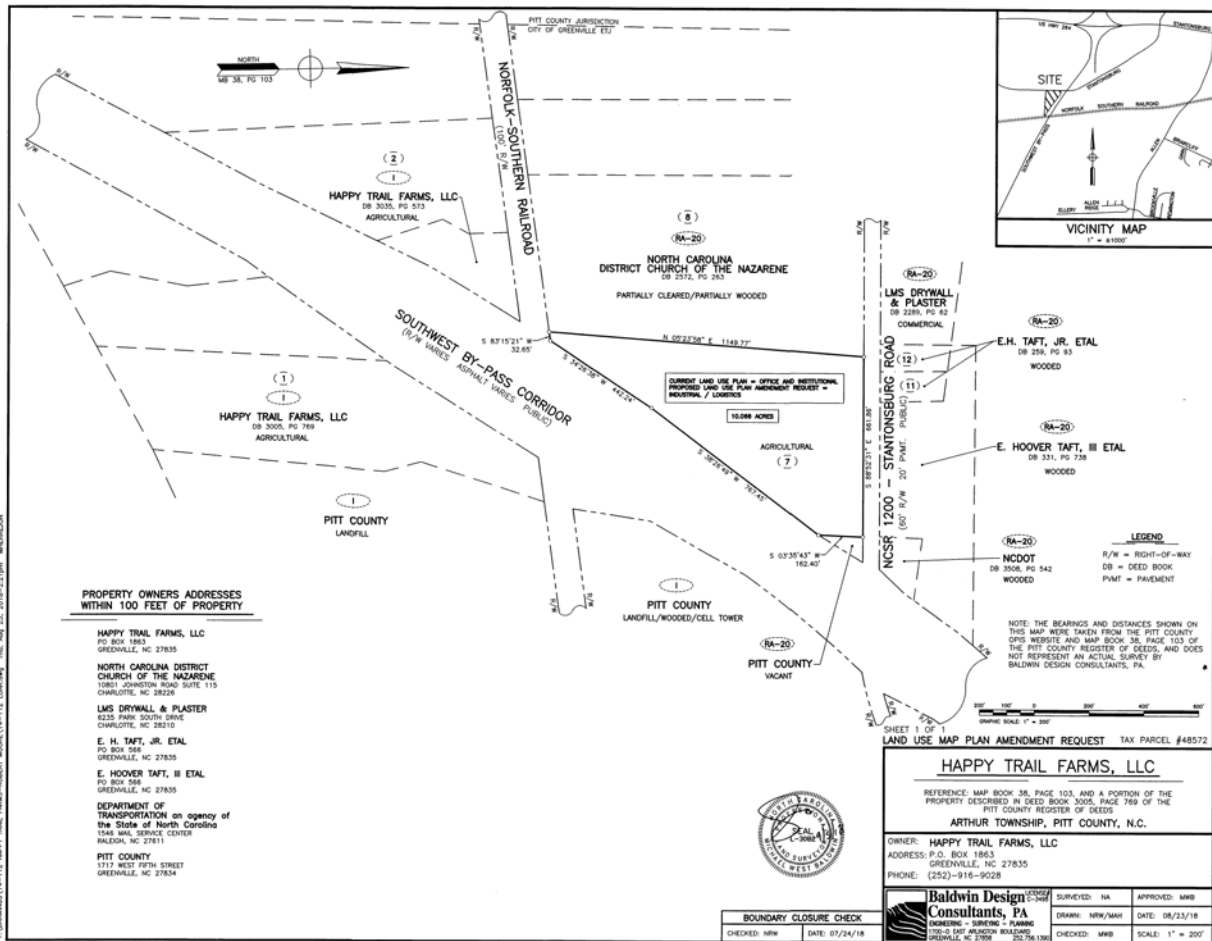
Stantonsburg Rd



Greenville
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Survey 10.066 acres



V:\LAWRENCE\14-112 HAPPY TRAIL FARMS-ROBERT MOORE\14-112 LHM.dwg Thu, Aug 23, 2018 9:22:11pm MICHELEON



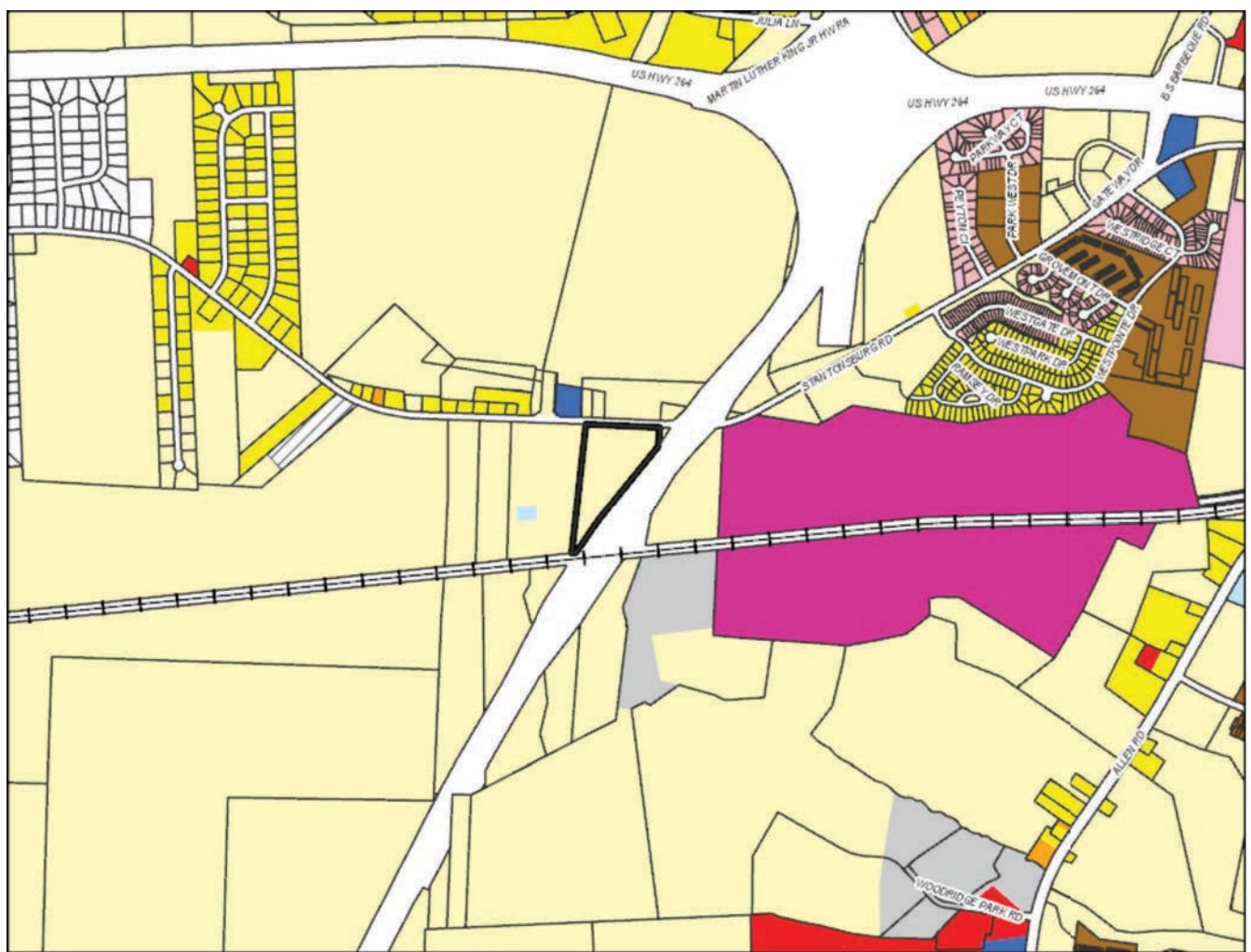
Greenville
NORTH CAROLINA

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Existing Land Use

Existing Land Use

- Cemetery
- Commercial
- Duplex
- Industrial
- Institutional
- Landfill
- Mobile Home
- Mobile Home Park
- Multi-Family
- Office
- Public Parking
- Recreation
- Single Family
- Utility
- Vacant



0 0.25 0.5 1 Miles

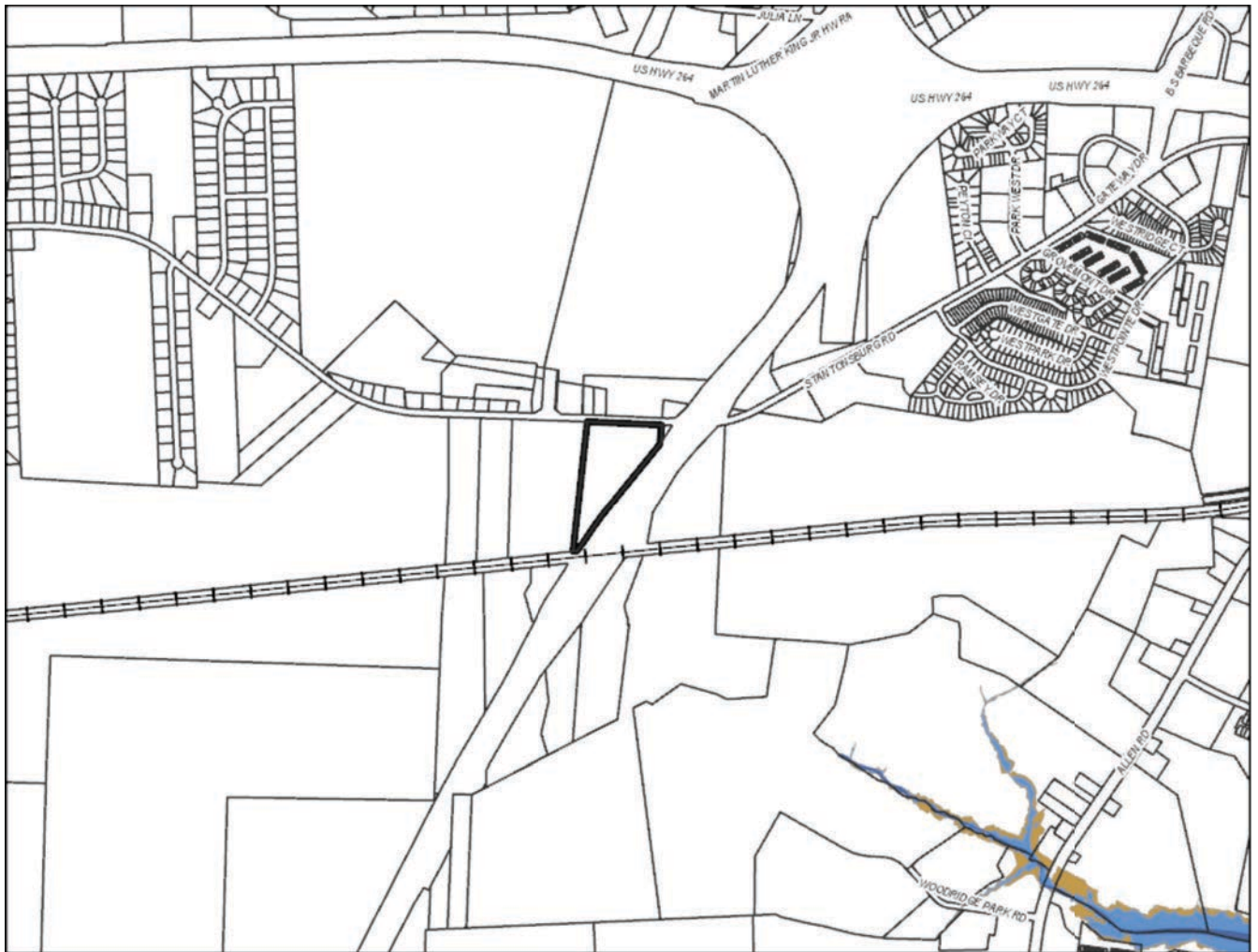


Greenville
NORTH CAROLINA

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Flood Plain Map

- AE = Floodway
- AE= Base Flood Elevations
- NEA (Non-Encroachment Area)
- A= 1% Chance of Annual Flood Hazard
- 0.2% Chance of Annual Flood Hazard



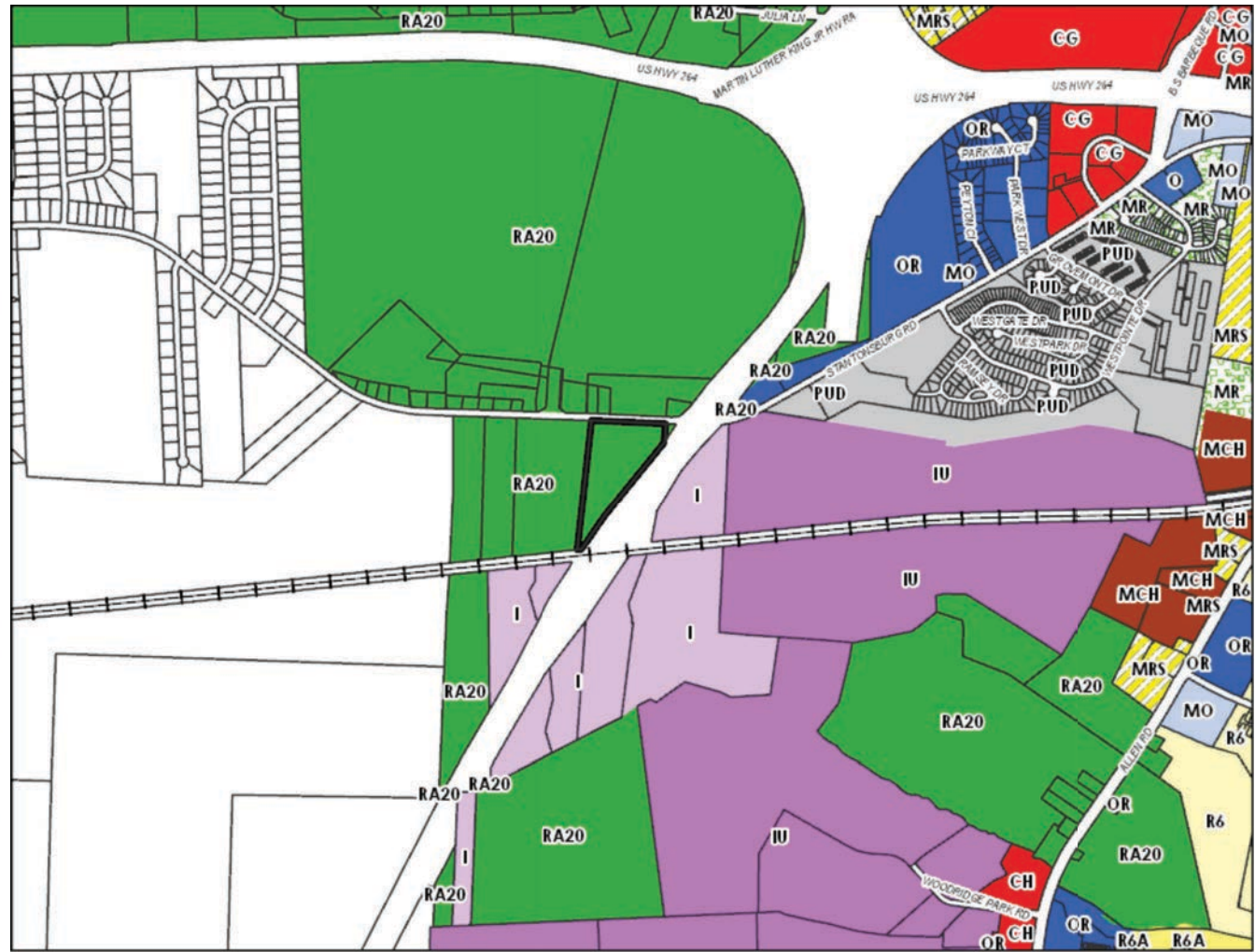
Greenville
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Zoning Map

Map Legend

| | | |
|--------|--------|--------|
| CD | MI | R6S |
| CDF | MO | R9 |
| CDF-UC | MS | R9S |
| CG | O | R9S-CA |
| CH | OR | R15S |
| CN | OR-UC | PUD |
| MCH | R6 | MR |
| MCG | R6A | MRS |
| I | R6A-CA | RA20 |
| IU | R6A-RU | |
| PIU | R6MH | |



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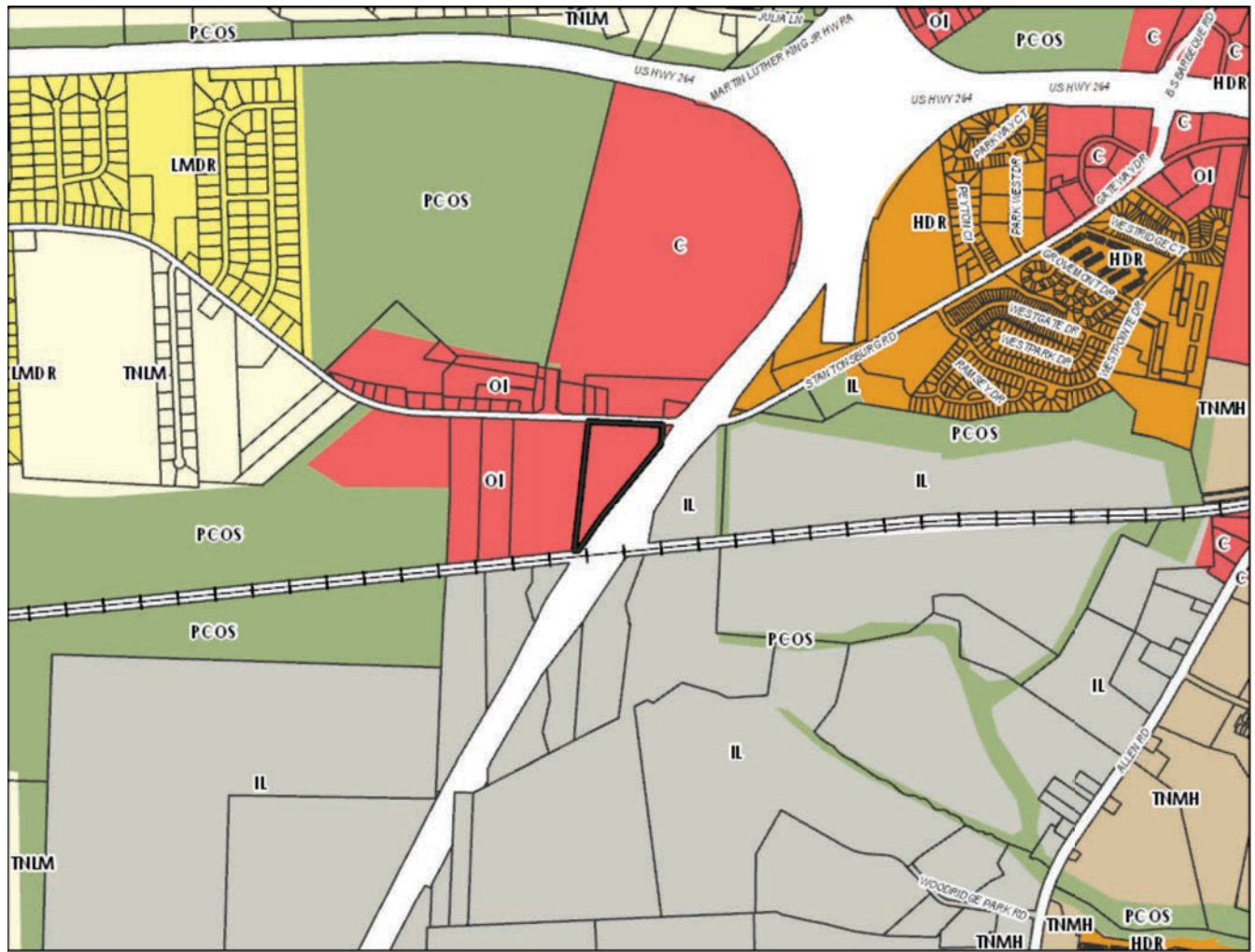
Future Land Use & Character Map

Map Legend

- Rezoning
- Land Parcels

Horizons2026 Future Land Use

- PCOS - Potential Conservation and Open Space
- UC - Uptown Core
- UE - Uptown Edge
- MUHI - Mixed Use, High Intensity
- MU - Mixed Use
- C - Commercial
- OI - Office and Institutional
- UN - Uptown Neighborhood
- TNMH - Traditional Neighborhood, Medium to High Density
- TNLM - Traditional Neighborhood, Low to Medium Density
- HDR - Residential, High Density
- LMDR - Residential, Low to Medium Density
- UI - University Institutional
- MC - Medical Core
- MT - Medical Transition
- IL - Industrial / Logistics



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History

2015-2016 Comprehensive Planning Committee held 9 meetings, 2 open houses and a 2-day workshop

2 meetings and the workshop were focused on the Future Land Use and Character map to gather ideas, input, and comments from all interested parties



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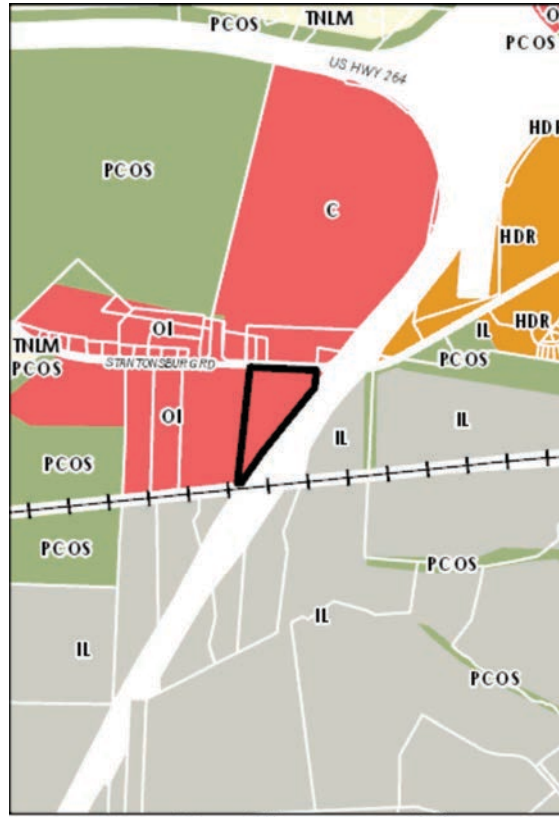
Principles:

- 1. Infill and redevelopment are priorities**
- 2. Quality design**
- 3. Greater intensity of development in some locations**
- 4. Create well-connected places**
- 5. A vibrant Uptown**
- 6. Create neighborhoods, maintain established ones**
- 7. Protect natural features/amenities**
- 8. Sustainable development practices**

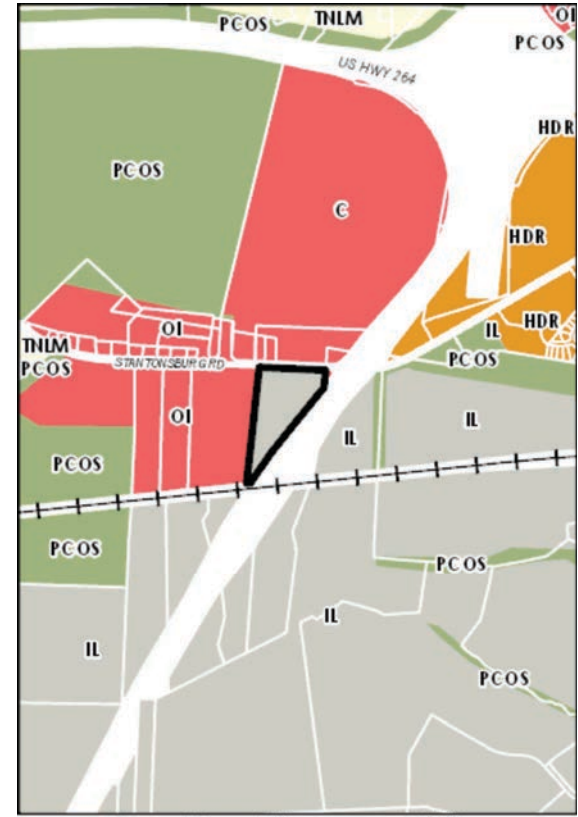


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Future Land Use & Character Map



Future Land Use & Character Map



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The Planning and Zoning Commission voted (7:1) to approve the request at its October 16, 2018 meeting.



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Item 9



Ordinance to designate the Navigation Locks on the Tar River, located at the north end of Ash Street where it intersects the Tar River as a Historic Landmark



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Aerial Map (2016)

Map Legend

-  Land Parcels
-  Associated Parcel



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History

- May 23, 2017: HPC Selection Committee identified the Tar River Navigation Locks as a potential Local Landmark.
- March 27, 2018: HPC approved the local landmark report, and the following findings were made:
 1. Special significance
 2. Possess integrity of design, setting, workmanship, materials, feeling and/or association.
- November 27, 2018: HPC recommended to Council to approve an ordinance designating the Navigation Locks on the Tar River in Greenville as a Local Landmark.



- The site has been exposed to 155 years of natural erosion, natural disasters, and urban renewal.
- Much of the remains have been covered by sediment and foliage.
- The foundations and timbers that remain have been preserved by their primarily underwater placement.





Image provided by Dr. Bellis

Item 10

First public hearing for the
2019-2020 Annual Action Plan for
the CDBG and HOME Investment
Partnership Funds



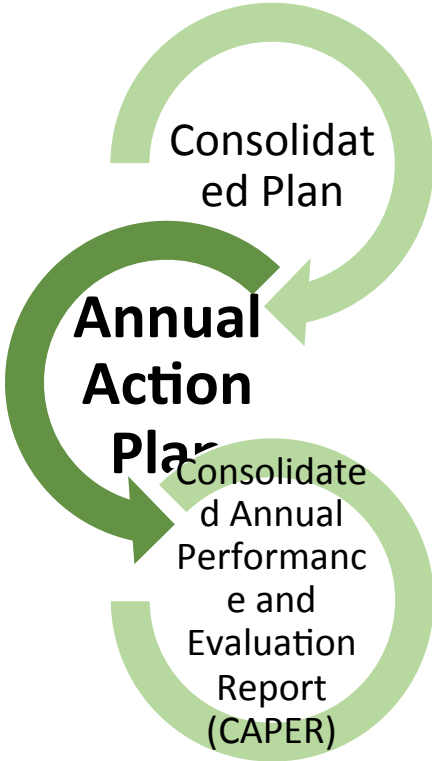
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2019-2020 Annual Action Plan Public Hearing

Annual Action Plan

Outlines how City will invest federal and local funds in community development activities during the fiscal year



Directs priorities for 5-year period

Reports on accomplishments and investments during fiscal year



Purpose

- Requirement of Federal HUD funding
- Year Two (2) of the Consolidated Plan
- Provides a detailed budget and description of activities
- The City is a recipient of two (2) sources of funding:
 - Community Development Block Grant (CDBG)
 - HOME Investment Partnerships



Schedule

- Community Meetings (11/13-15/18, 12/5/18)
- First Public Hearing (12/13/18)
- Non-profit funding process (January-March)
- Affordable Housing Loan Committee Review (April)
- Citizen Comment Period (April-May)
- Final Public Hearing (May)
- Submission to HUD (May)

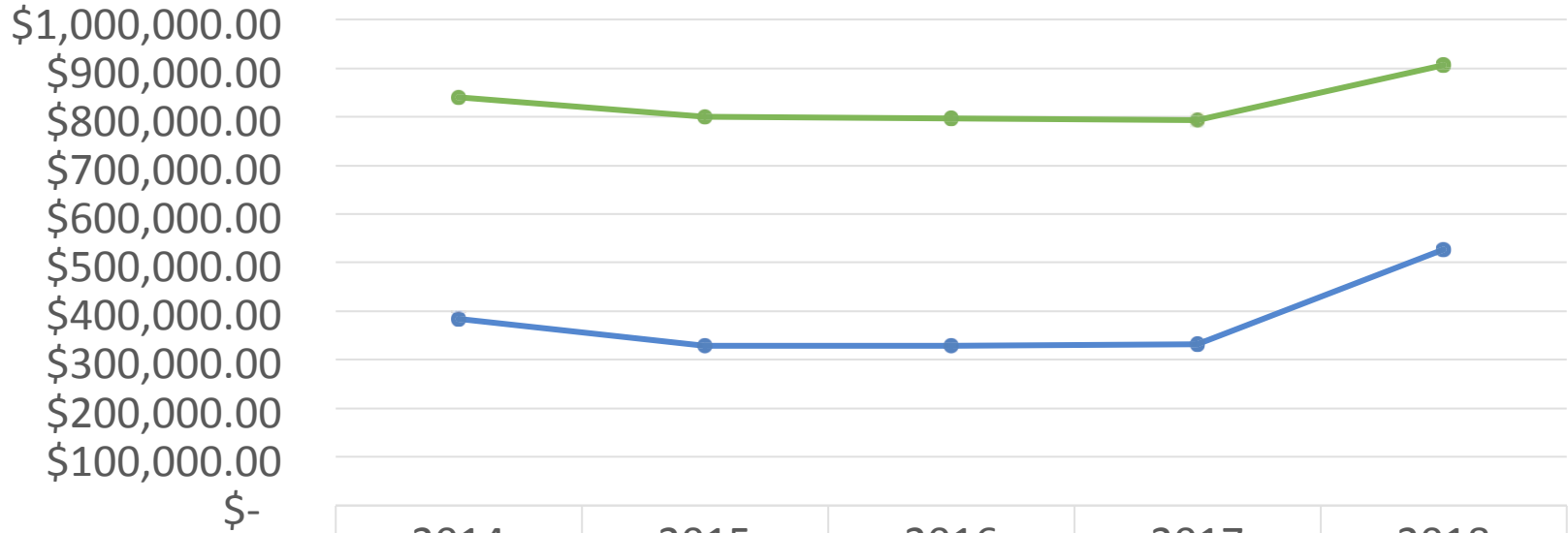


Action Plan Top Priorities

1. Home Rehabilitation
2. Lincoln Park Neighborhood Redevelopment
3. Acquisition and Demolition of Substandard Structures
4. Homeownership
5. Education & Non-profit Support



5-Year HUD Funding



| | 2014 | 2015 | 2016 | 2017 | 2018 |
|----------|--------------|--------------|--------------|--------------|--------------|
| —●— CDBG | \$840,143.00 | \$800,219.00 | \$796,296.00 | \$792,951.00 | \$906,560.00 |
| —●— HOME | \$383,808.00 | \$329,316.00 | \$328,801.00 | \$332,082.00 | \$527,575.00 |

Action Plan : Projects & Funding

| Activity | CDBG | HOME | Total |
|--------------------------------|------------------|------------------|--------------------|
| Planning & Administration | \$182,000 | \$53,000 | \$235,000 |
| Housing Rehabilitation | \$328,000 | \$212,000 | \$540,000 |
| Acquisition | \$75,000 | \$0 | \$75,000 |
| Clearance & Demolition | \$50,000 | \$0 | \$50,000 |
| New Construction | \$0 | \$100,000 | \$100,000 |
| Down Payment Assistance | \$0 | \$80,000 | \$80,000 |
| CHDO | \$0 | \$85,000 | \$85,000 |
| Public Facilities Improvements | \$150,000 | \$0 | \$150,000 |
| Public Service | \$125,000 | \$0 | \$125,000 |
| TOTAL | \$910,000 | \$530,000 | \$1,440,000 |

Staff Recommendation

Staff recommends that the City Council hold the first Public Hearing for the Annual Action Plan.



Item 11

Discussion of ditch clean-up next to St. Mary's



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Project overview

- Stormwater issues in the city as a result of sediment-filled ditch in ETJ.
- GOAL: Provide relief by rehabbing ditch.



Pre-existing conditions of ditch



- Ditch is located to right — filled with trees.
- Numerous trees, shrubs, and vines restricting water flow of ditch.

Solution: Remove trees and regrade ditch



City stormwater crews removing stumps and clearing out debris from the ditch bottom.



Contractor removing trees from the ditch line with a mini excavator and chainsaws.

Results and schedule of project



- These efforts will allow much-improved drainage for neighboring properties, including Duce Drive and Countryside Estates.
- Tree and stump removal to be completed by December 14.
- Final ditch clean-out completed by the end of December, to include fine grading, seeding, and property repairs to church.

Item 12

Update on funding for Pitt
Community College workforce
development program



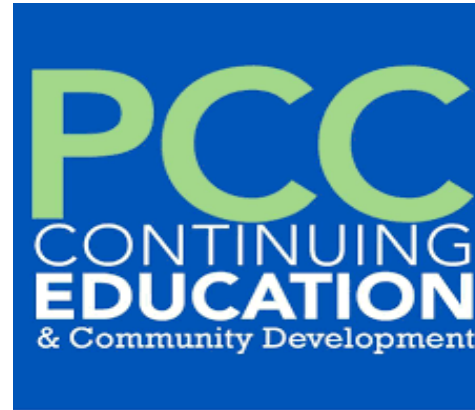
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City of Greenville & Pitt Community College

Workforce Development Initiative



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Workforce Development Initiative

- The City of Greenville entered into a partnership with the Pitt Community College Center for Continuing Education on April 21, 2018.
- The program would provide funds for tuition and fees, as well as money for marketing the workforce development initiative.
- The program, as of December 1, 2018, has resulted in:
 - Job-training for 68 Greenville residents
 - 23 of 68 are currently employed
- The job fields provided training for are as follows:
 - Electrician
 - MIG Welding
 - Framing and Carpentry
 - Arc Welding
 - Nurses Assistant I/II
 - HVAC
 - EMT
 - Electrical Wiring II

*PCC is currently adding a course in Heavy Equipment Operation

Moving Forward

- Entering into a long-term agreement with Pitt Community College
- Implementation of performance measures should be required to ensure that the program remains effective.
- Marketing support should be offered to inform an even larger number of city residents of the workforce development initiative.

Item 13

Update on federal funds for rape
kit testing



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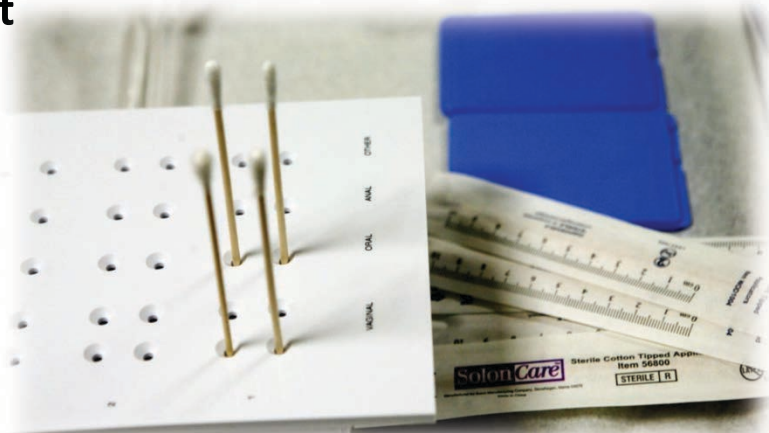
SAKI GRANT UPDATE

- GPD applied for Sexual Assault Kit Initiative (SAKI) grant offered by the Office of Justice Programs (OJP) at the U.S. Department of Justice in early 2016
- Purpose of grant: to provide funding to assist department with testing of untested Sexual Assault Evidence Collection Kits
- GPD received notification in September 2016 that grant was awarded in the amount of \$219,496



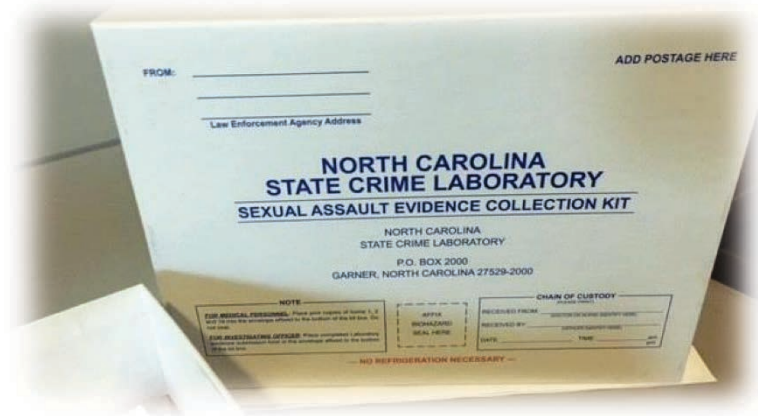
SAKI GRANT UPDATE

- Grant also provided funding to hire a part-time employee to serve as the SAKI Program Coordinator
- Coordinator initiated an inventory of untested kits (approximately 3 month process):
 - **318 untested kits entered into Property & Evidence**
 - **280 met the requirements for testing under the SAKI grant**



SAKI GRANT UPDATE

- First kits were submitted for testing in November and December of 2017
 - **74 total kits submitted**
 - **49 resubmitted to State Crime Lab**
 - **25 private lab submissions**



Item 14

Update on State Theater



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Update on State Theater



Entrance to theater from Fifth Street entrance

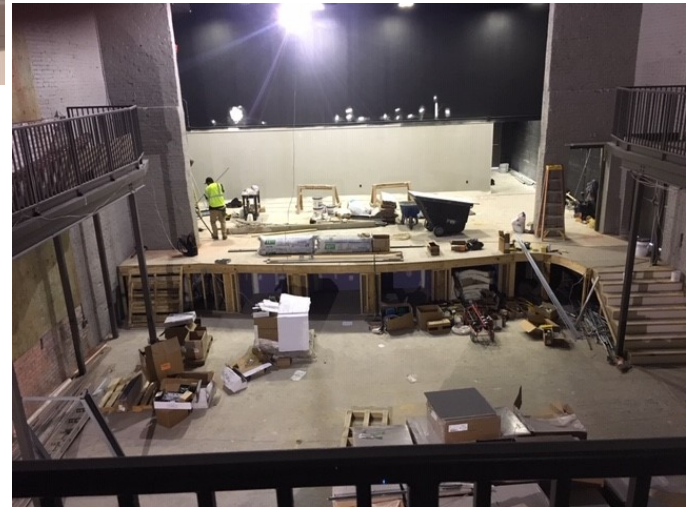
View of stage from right side of the building



Update on State Theater



View of stage from left side of building



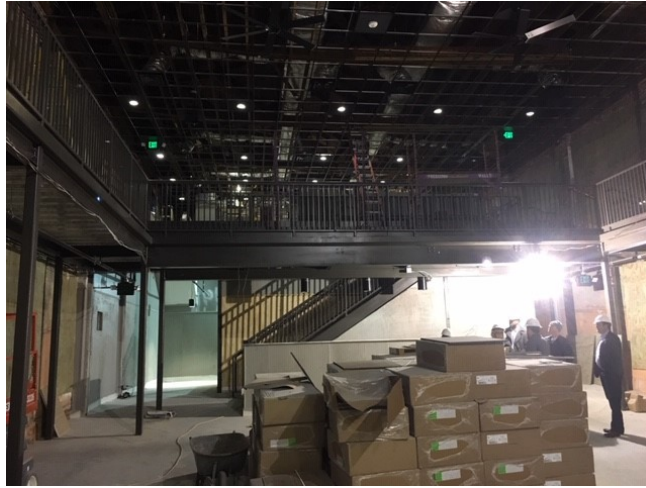
View of stage from the middle of the balcony



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Update on State Theater



View from the floor in front of the stage

View of 2nd level of theater



Item 15

Discussion of solutions to rentals of dining and entertainment establishments for private parties



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History

April 9, 2009- City Council adopted definition, specific criteria and parking regulations for dining and entertainment establishments.

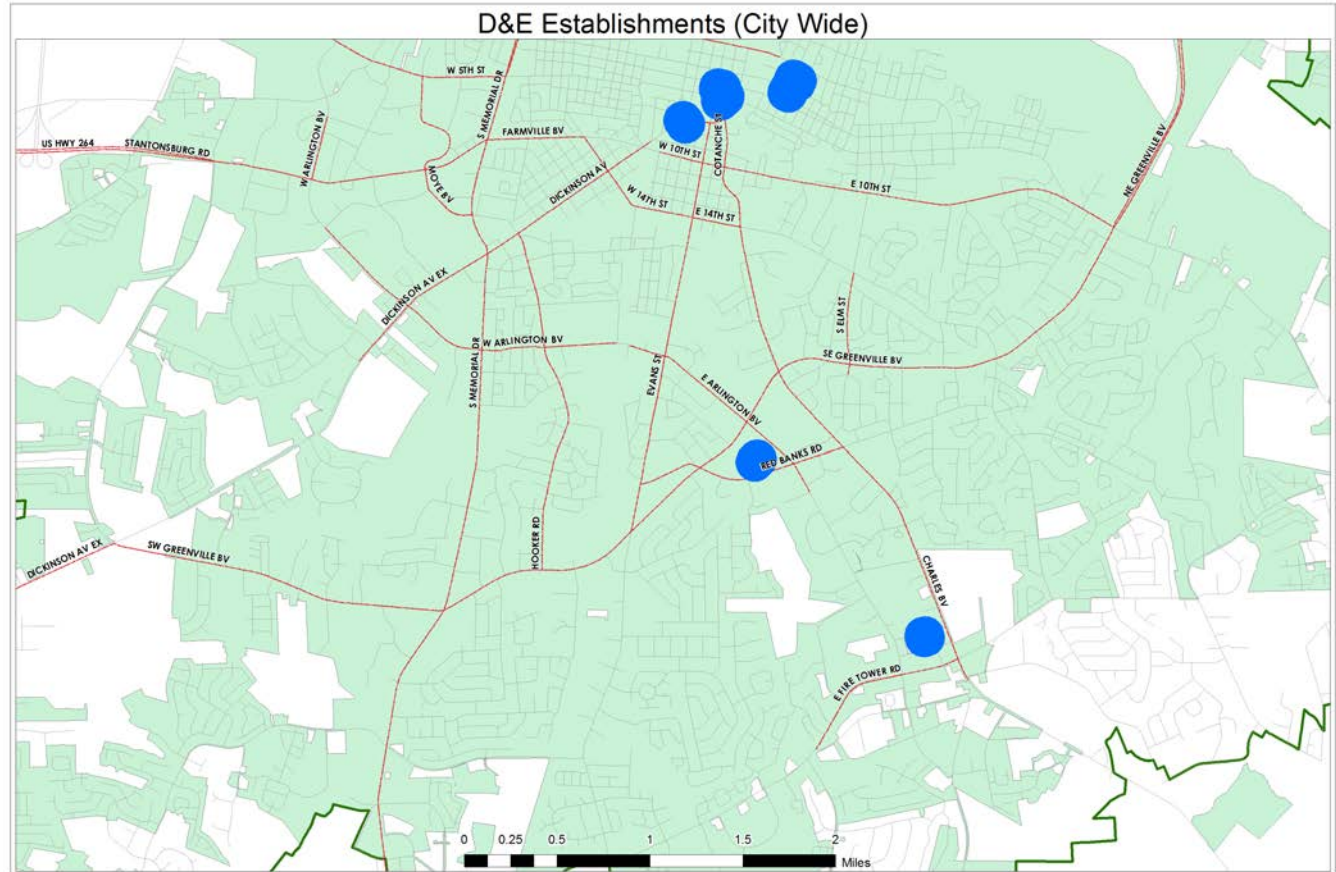
October 14, 2010 - City Council amended amplified sound for weekdays, weekends, and special holidays.

December 8, 2011- City Council extended the zoning district and the holidays for amplified sound.



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Location of D&Es (City Wide)



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Dining & Entertainment Definition

An eating and entertainment establishment open to the general public and meets all of the following

- Food sales in excess of 30% of the total gross receipts during any month
- Sit-down dining area
- Complete menu offered on-premises not less than one hour prior to close
- May require membership, a cover charge, live or recorded music, a floor show, dance area, a full service bar, servers, table ordering, busboy, disposable containers; carry-out; delivery; drive-through OR over-the-counter.



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| TYPE | CHARACTER | SEPARATION REQUIREMENT | COVER CHARGE? | SPECIAL CONDITIONS | AMPLIFIED SOUND | REVIEWS | ZONING |
|----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|
| D&E | <ul style="list-style-type: none"> • 30%+ food sales(prepared or packaged foods)/alcohol sales during any month; can have full bar, live or recorded amplified sound, floor show, dance area; must have complete food service no less than one hour before closing; • On-premise consumption with eating sit-down area | CN: 200 ft from other D&Es | Yes | <ul style="list-style-type: none"> • Lighting and parking plans required; • Security required if located within 500 feet of residential district (RA20, R6MH, R6, R6A, R6A-RU, R6N, R6S, R9, R9S, R15S, PUD, MR, MRS) and has amplified sound after 11 PM; • 1 officer/guard to establishments that have occupancy of 50-200 total persons; • 2 officers/guards to establishments that have occupancy of 200+ total persons | <ul style="list-style-type: none"> • Until 11pm (Sun-TH); • After 11pm requires security; • Until 2 am (Fri-Sat); • Until 2 am (New Years Eve); • Until 2 am (March 17, May 5, July 4, October 31 AND Thursdays) • Not allowed if located within 500 feet of conforming SF residence or SF district (RA20, R15S, R9S, R6S and MRS) | <ul style="list-style-type: none"> • Subject to CDD Director annual review for BOA re-hearing with a written staff report; SUP holder will be notified of meeting and will receive a copy of written report; • Zoning Enforcement Officer may view total sales not less than 1 year; Defaults to club | P: CG,CH, IU, I, PIU, PE; SUP: CD, CDF, CN, OR, MS, MO, MCG, MCH |
| | <ul style="list-style-type: none"> • In CN: no more than 7,000 mechanically conditioned floor space; • If within 500 feet of residential district and have amplified sound after 11PM, then security is required to patrol parking area, crowd control, direct traffic from 11PM until COB. | | | | | | |
| Public/Private Clubs | <ul style="list-style-type: none"> • On-premise consumption only; • Option: floor show, dance area, full bar, food service, live servers | 500 feet from each other; 500 ft to conforming SR residence or SF district (RA20, R15S, R9S, R6S, MRS) | Yes | | Yes live or recorded, but no provision for external | <ul style="list-style-type: none"> • Subject to CDD Director annual review for BOA re-hearing with a written staff report; • SUP holder will be notified of meeting and will receive a copy of written report | SUP: CD, CDF, CG, CH |
| Microbrewery | <ul style="list-style-type: none"> • Production and retail sale of malt beverages for on- and off-premise consumption; • Accessory uses retail sales, food and beverage sales, entertainment, games, tastings, and event room; • Existing conventional restaurant (in CD) can add brewery equipment | No | No | Equipment can not exceed 5,000 square feet but must be least 30% of gross floor area | No amplified equipment within 150 feet to any residential use | Subject to CDD Director annual review for BOA re-hearing | SUP: CD |
| Wine/Craft Beer Shop | <ul style="list-style-type: none"> • Sell of wine/beer in manufacturer's original container for off- and on-premise consumption; • Can have tastings; • Sales of off-premise is principle use (60%) and on-premise accessory is (40%) for any 30-day period | If offer on-premise consumption, 200 feet from each other, club and/or D&Es | No | COB: 11 pm (Sun-Th), 12 pm (Fri and Sat) | | <ul style="list-style-type: none"> • Zoning Enforcement Officer may view total sales not less than 1 year; • Defaults then treated as public/private club | P: CH; SUP: CD, CDF, CN, CG, MCG, MCH |
| Wine, Beer, and Keg Store | <ul style="list-style-type: none"> • May sell malt beverages for on-premise consumption no larger than 2 oz. tastings; • Sales of off-premise is principle use (60%) and on-premise accessory is (40%) for any 30-day period | If offer on-premise consumption can be no closer than 25 feet to club, D&E, wine/craft beer shop or wine/beer/keg store | No | COB: 11 pm (Sun-Th); 12 pm (Fri and Sat) | | <ul style="list-style-type: none"> • Zoning Enforcement Officer may view total sales not less than 1 year; • Defaults then treated as public/private club | SUP: CN |
| Convention Center, private | Commercial facility for assemblies or meetings of the members or representatives of groups, including exhibition space. Does not include banquet halls, clubs, lodges, or other meeting facilities of private or nonprofit groups that are primarily used by group members. | O and OR districts require minium lot size of 10 acres | Yes | | | | SUP: CD, CDF, CG, CH, MS, MO, MCH, OR, O, IU, I, PIU, PI |

Difference between D&E' s and Restaurants

Minimum % of food sales to total receipts

- 30% for D&E' s per month
- 50% for Restaurants per month

Membership, Cover or Admittance charge

- D&E' s – optional
- Restaurants - No



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Item 16

Discussion of 500-foot spacing rule



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History

August 1992 - City Council deleted the 500 ft spacing between clubs.

February 2010 – City Council added a 500 ft spacing requirement between clubs

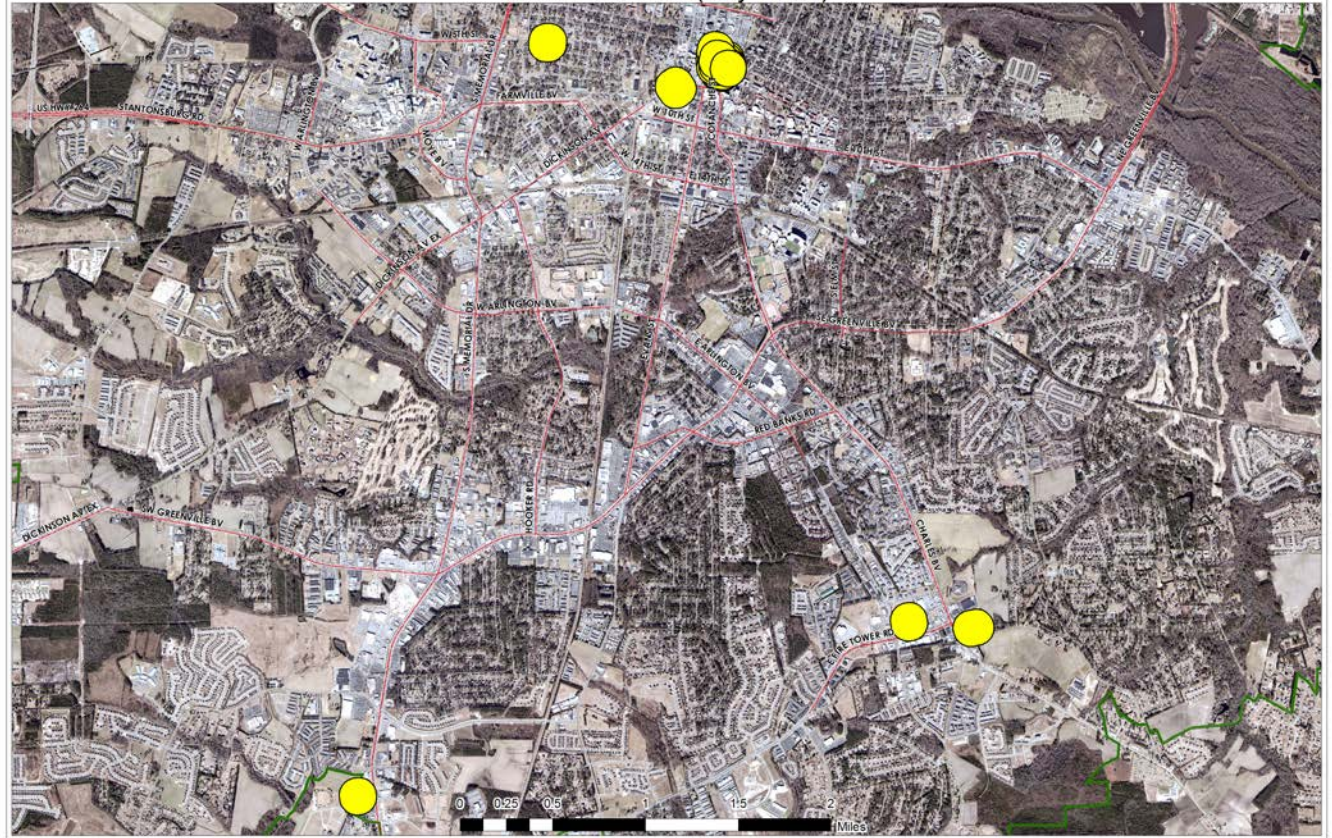
August 2010 – City Council added a 500 ft spacing requirement between clubs and residential uses and residential zoning districts.



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Location of Bars/Clubs 500 Ft Buffer

Club Locations (City Wide)



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Uptown Bars/ Clubs

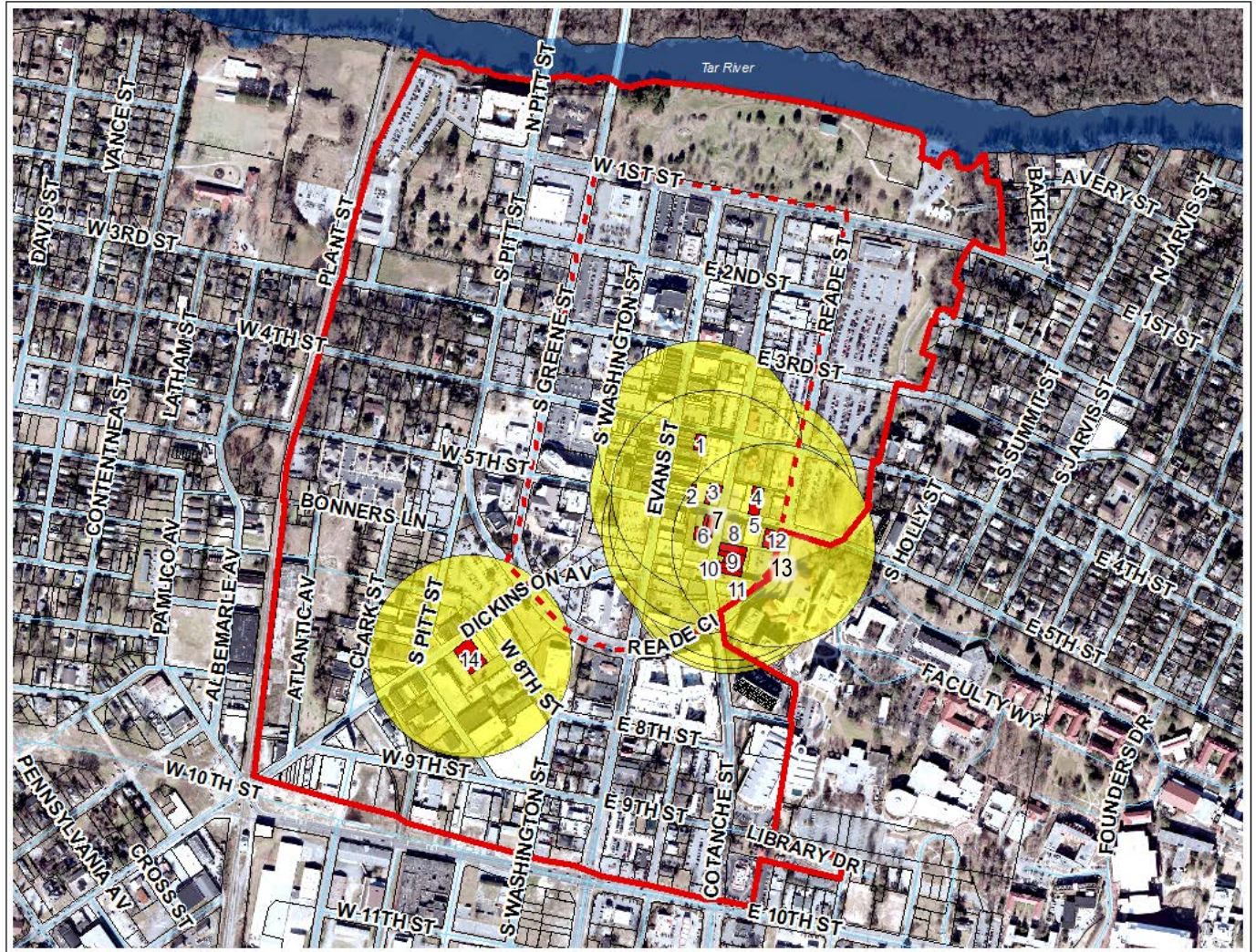
| MAP # | NAME |
|-------|----------------------|
| 1 | Buggy's Bar |
| 2 | Grumpy's Pub |
| 3 | Rafters Social Club |
| 4 | ECU Owned |
| 5 | ECU Owned |
| 6 | 5th St. Distillery |
| 7 | 5th St. Annex |
| 8 | Still Life |
| 9 | Pantana Bob's |
| 10 | Mac Billiards |
| 11 | Five 19 |
| 12 | The Way |
| 13 | Vacant |
| 14 | Trollingwood Brewery |

Legend

-  Uptown Boundary
-  Business District

Public and Private Clubs Types

-  Bar/Club



Occupancy for Bars/Clubs (Uptown Only)

| Map # | NAME | ADDRESS | OCCUPANCY | Heated Square Footage |
|-------|----------------------|------------------------|-----------|-----------------------|
| 1 | Buggy's Bar | 110 E. 4th Street | 299 | 2720 |
| 2 | Grumpy's Pub | 111 E 5th Street | 176 | 1848 |
| 3 | Rafters Social Club | 420 Cotanche St | 300 | 3144 |
| 4 | ECU Owned | 207 E 5th Street | 498 | 13,430* |
| 5 | ECU Owned | 209 E 5th Street | 680 | |
| 6 | 5th St. Distillery | 120 E. 5th Street | 250 | 5146* |
| 7 | 5th St. Annex | 122 E. 5th Street | 280 | |
| 8 | Still Life | 511 S. Cotanche Street | 250 | 8028 |
| 9 | Pantana Bob's | 513 S. Cotanche Street | 800 | 2604 |
| 10 | Mac Billiards | 517 S. Cotanche Street | 164 | 2970 |
| 11 | Five 19 | 519 S. Cotanche Street | 290 | 2726 |
| 12 | The Way | 218 E. 5th Street | 325 | 3566 |
| 13 | Vacant | 222 E Fifth Street | 0 | 4180 |
| 14 | Trollingwood Brewery | 707 Dickinson Ave. | 54 | 6060* |




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Uptown Bars/ Clubs 500 Ft Buffer


| MAP # | NAME |
|-------|----------------------|
| 1 | Buggy's Bar |
| 2 | Grumpy's Pub |
| 3 | Rafters Social Club |
| 4 | ECU Owned |
| 5 | ECU Owned |
| 6 | 5th St. Distillery |
| 7 | 5th St. Annex |
| 8 | Still Life |
| 9 | Pantana Bob's |
| 10 | Mac Billiards |
| 11 | Five 19 |
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| 14 | Trollingwood Brewery |

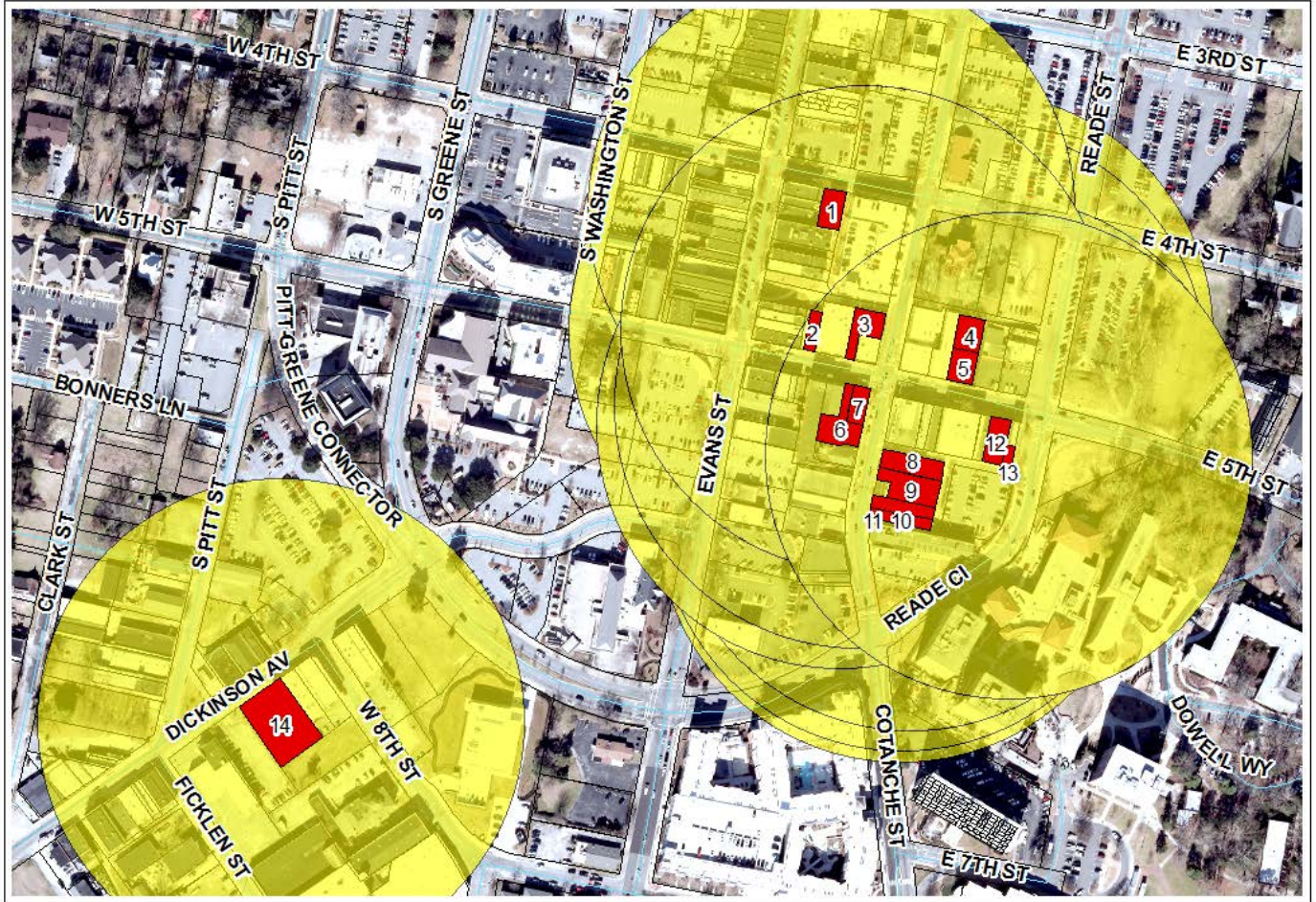
Legend

 Uptown Boundary

 Business District

**Public and Private Clubs
Types**

 Bar/Club



0

0.1

0.2



0.4 Miles




Uptown Bars/ Clubs

| MAP # | NAME |
|-------|----------------------|
| 1 | Buggy's Bar |
| 2 | Grumpy's Pub |
| 3 | Rafters Social Club |
| 4 | ECU Owned |
| 5 | ECU Owned |
| 6 | 5th St. Distillery |
| 7 | 5th St. Annex |
| 8 | Still Life |
| 9 | Pantana Bob's |
| 10 | Mac Billiards |
| 11 | Five 19 |
| 12 | The Way |
| 13 | Vacant |
| 14 | Trollingwood Brewery |

Legend

-  Uptown Boundary
-  Business District

Public and Private Clubs Types


-  Bar/Club




Uptown Bars/ Clubs 100 Ft Buffer


| MAP # | NAME |
|-------|----------------------|
| 1 | Buggy's Bar |
| 2 | Grumpy's Pub |
| 3 | Rafters Social Club |
| 4 | ECU Owned |
| 5 | ECU Owned |
| 6 | 5th St. Distillery |
| 7 | 5th St. Annex |
| 8 | Still Life |
| 9 | Pantana Bob's |
| 10 | Mac Billiards |
| 11 | Five 19 |
| 12 | The Way |
| 13 | Vacant |
| 14 | Trollingwood Brewery |

Legend

 Uptown Boundary

 Business District

**Public and Private Clubs
Types**

 Bar/Club





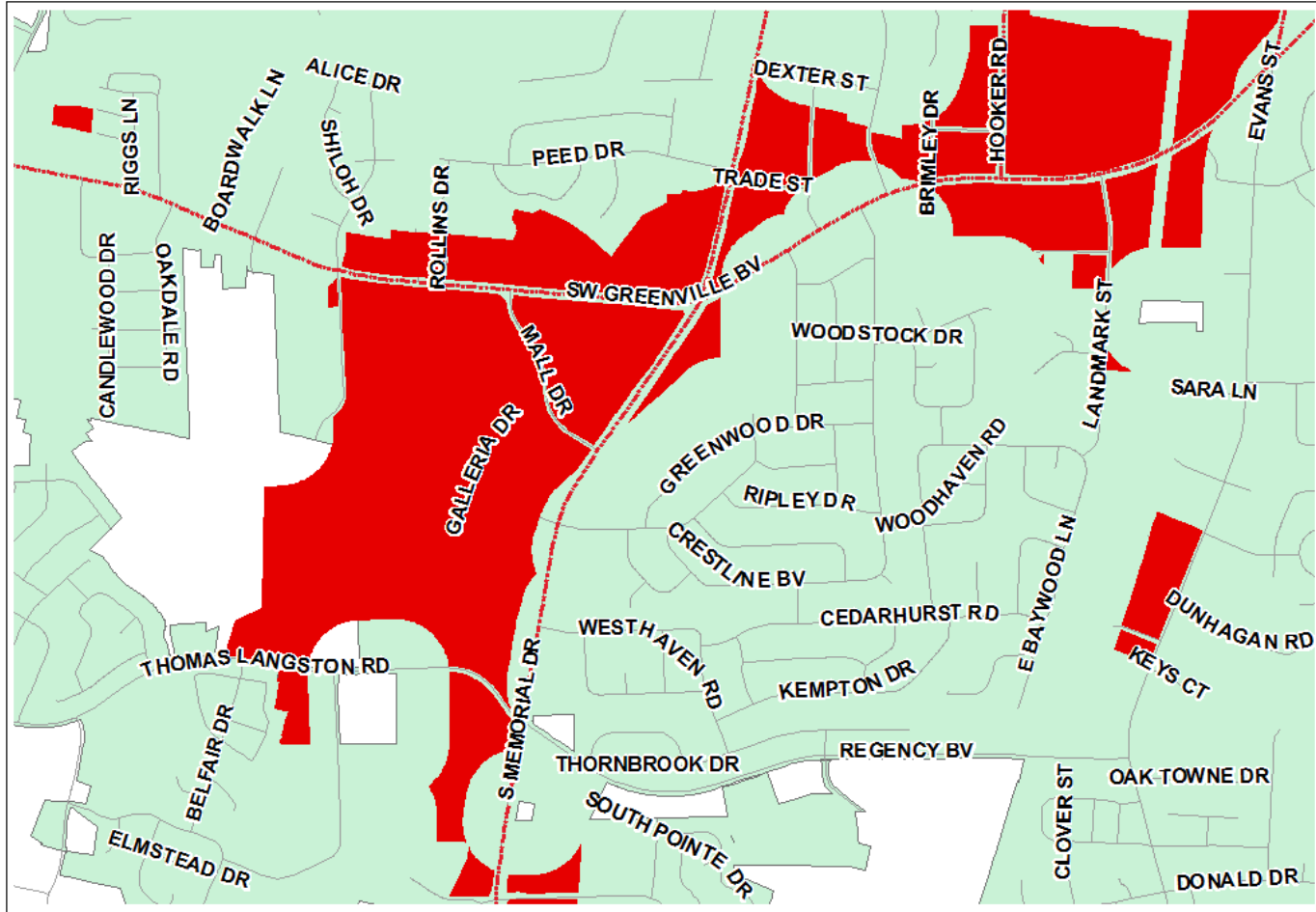
0 0.1 0.2 0.4 Miles



Bars/Clubs Potential Locations @ Memorial & SW Greenville Blvd

Legend

-  Clubs 500 Ft Buffer
-  Club Zoning Districts





0 0.25 0.5 1 Miles

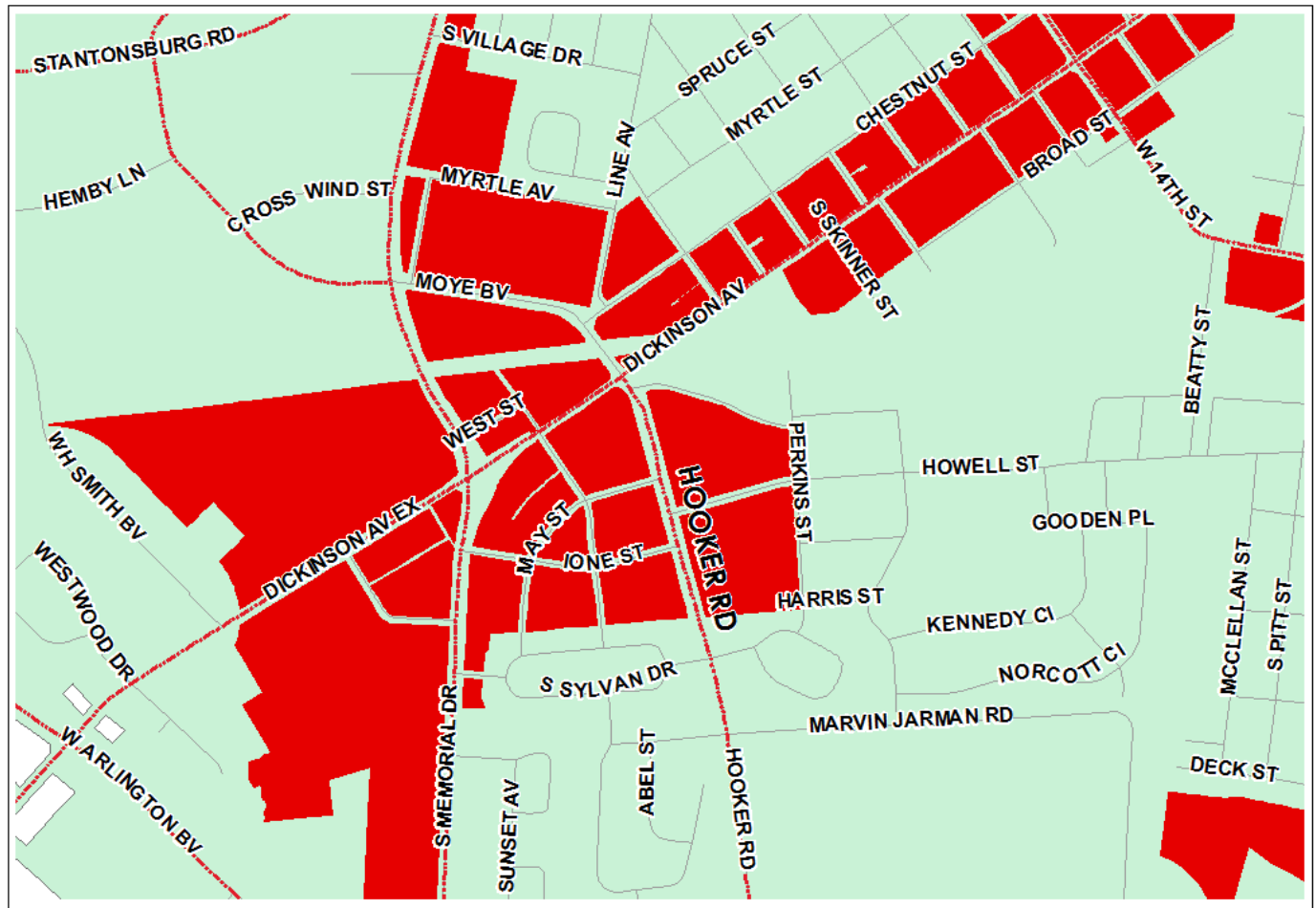


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Bars/Clubs Potential Locations @ Memorial & Dickinson Ave

Legend

-  Clubs 500 Ft Buffer
-  Club Zoning Districts



0 0.25 0.5 1 Miles



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Item 17

Discussion of hiring/recruiting process for the Police Department



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ITEM 17 :
Discussion of Hiring/Recruiting Process for GPD
2018/2019

POLICE SPONSORSHIP

What is a Sponsorship Letter?

- ▶ Sponsorship letters are required to attend Basic Law Enforcement Training (BLET) in Pitt County and most others in the state
- ▶ Sponsorship letters are provided by law enforcement agencies, after a preliminary database check, attesting to the applicant's character and integrity
- ▶ Sponsorship is NOT the same as a conditional offer or a final offer of employment



CANDIDATE EXPERIENCE/ BACKGROUND PROCESS



- ▶ “Candidate Care” - new background process/technology designed to improve candidate experience and decrease time to hire (**Launch Dec 2018**)

POLICE RECRUIT/CADET



Currently in process of being developed for 2019

- ▶ Non-sworn position designed for purpose of recruiting PAID Academy candidates (different from “Sponsorship”)
- ▶ Will qualify a more “complete” candidate based on:
 - ▶ Education
 - ▶ Work Experience
 - ▶ Military Experience

ADVERTISING & APPLICANT INTAKE

Increased exposure to online advertising, job search platforms

▶ “National Minority Update” (New as of Aug 2018) – recruits nationwide and has upwards of 30k viewers per month

▶ “Greater Diversity”

▶ Governmentjobs.com

▶ Indeed.com

▶ Careerbuilder.com

▶ The Daily Reflector

▶ All major online career platforms

▶ City Website

▶ City Social Media Pages

▶ Formation of LinkedIn professional platform (in progress)



NOW HIRING

The City of Greenville Police Department
is now accepting applications for:
Police Officer Trainee



MARKETING EFFORTS AND GOALS

Strong Social Media Presence

▶ Currently more than 45,000 GPD followers across all social media platforms (Facebook, Twitter, Instagram, Nextdoor)

Recruiting/Educational Videos

▶ Worked with local ECU Grad “Benz Productions” to produce series of recruiting videos (ongoing)

▶ Videos air across social media platforms, GTV9, YouTube, Vimeo and have been featured in both local and national media



MARKETING EFFORTS AND GOALS (CONT.)

- ▶ Exploring the utilization of advanced marketing techniques in 2019 to include:
 - ▶ **Mass email marketing**
 - ▶ **Digital advertisements across local and regional news platforms**
 - ▶ **Television commercials**
 - ▶ **“Over the Top” (OTT) Marketing**
 - ▶ Digital advertising through apps and streaming services such as Hulu, Amazon, Netflix, HBO NOW, Crackle, YouTube, etc.





Greenville

NORTH CAROLINA

POLICE DEPARTMENT

Item 18

Discussion of plan to deal with excessive littering in the city

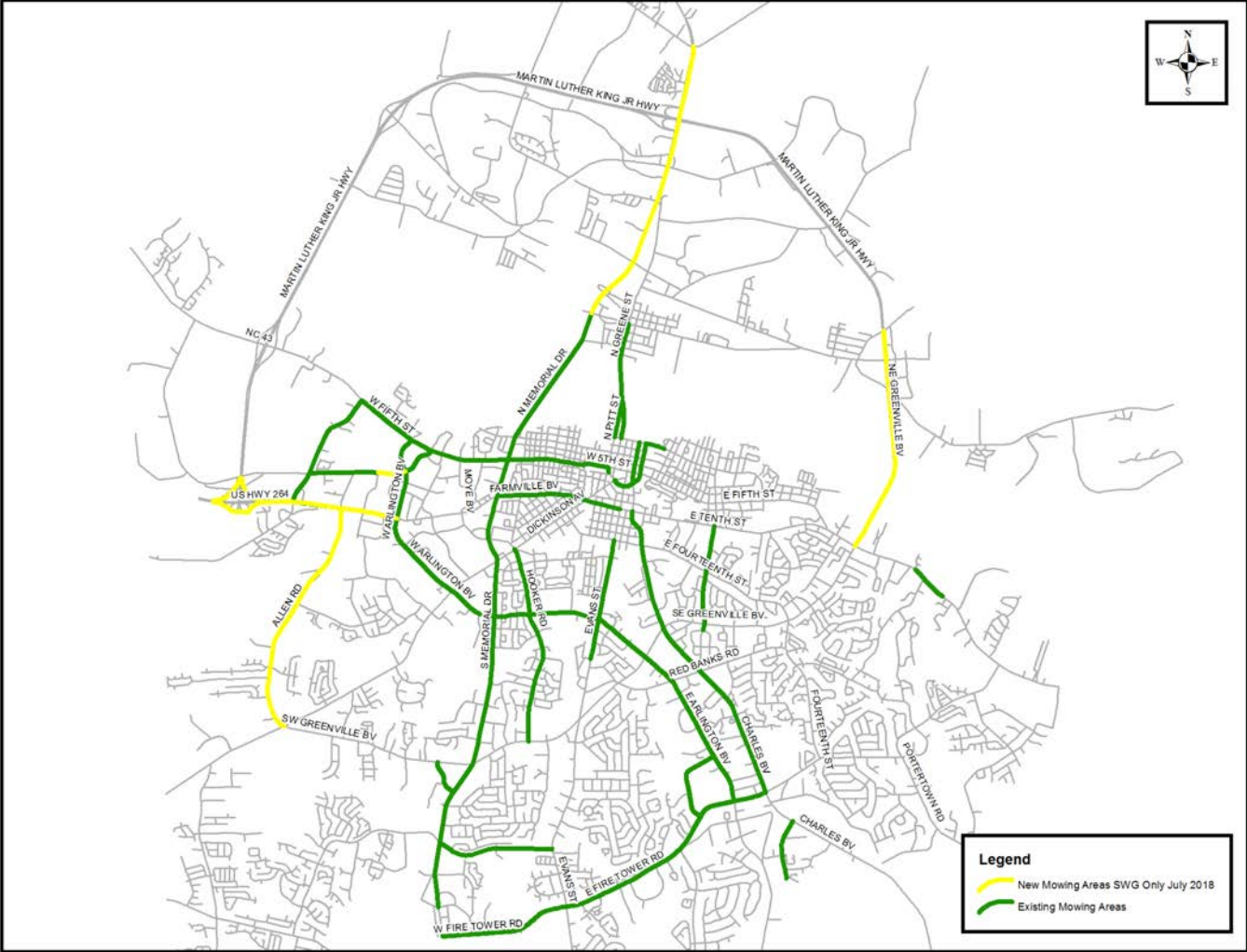


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Mowing

- New mowing areas as requested by Council Goal No. 4 (cleanliness and beautification) since September 2018.
 - Stantonsburg Road (Arlington to 264 interchange) & 264 Alternate East (Tar River to Whichard Road)
 - MacGregor (Arlington to B' s Barbeque) & Allen (MacGregor to Dickinson)
 - 264 Interchange
 - Hwy 11 N (Belvoir Hwy to 903)
- All areas received mowing and litter removal every two weeks.
- All areas will be re-bid in January 2019 along with existing mowing contracts.





Legend

-  New Mowing Areas SWG Only July 2018
-  Existing Mowing Areas

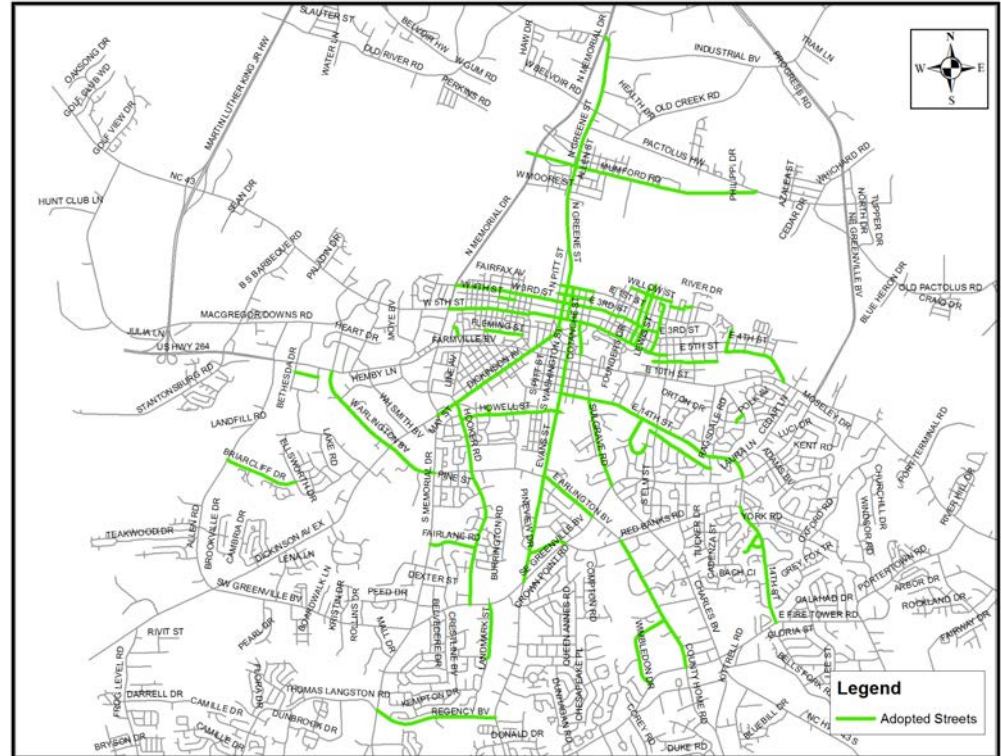


Greenville
NORTH CAROLINA

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Adopt A Street

- Very successful reboot of the program.
- City is signing up new companies each week to participate.



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Sanitary Sunday

- Greek Life reported 400 volunteers.
- Volunteers participated in landscape improvements, litter collection, cigarette removal, and storefront window cleaning.



Uptown Cleanliness Activities



Uptown Cleanliness (Cont.)

- Personnel: 3 staff, daily year-round activities, including weekends and holidays.
- Schedule:
 - Mondays and Fridays, 3:00 a.m. to 3:30 p.m.
 - Saturdays, 8:00 a.m. to 4:00 p.m.
 - Sundays, 3:00 a.m. to 8:00 a.m.



Cameras for littering

- The City has installed more than 800 cameras.
- The City is evaluating placement of current cameras with current litter locations.
- Cameras being considered will be portable so they can be moved to different locations.



Item 19

Discussion of requested change to the Future Land Use and Character Map



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City Staff Meeting Dates

May 9, 2018

May 21, 2018

July 16, 2018

August 7, 2018

September 12, 2018

October 4, 2018

October 9, 2018

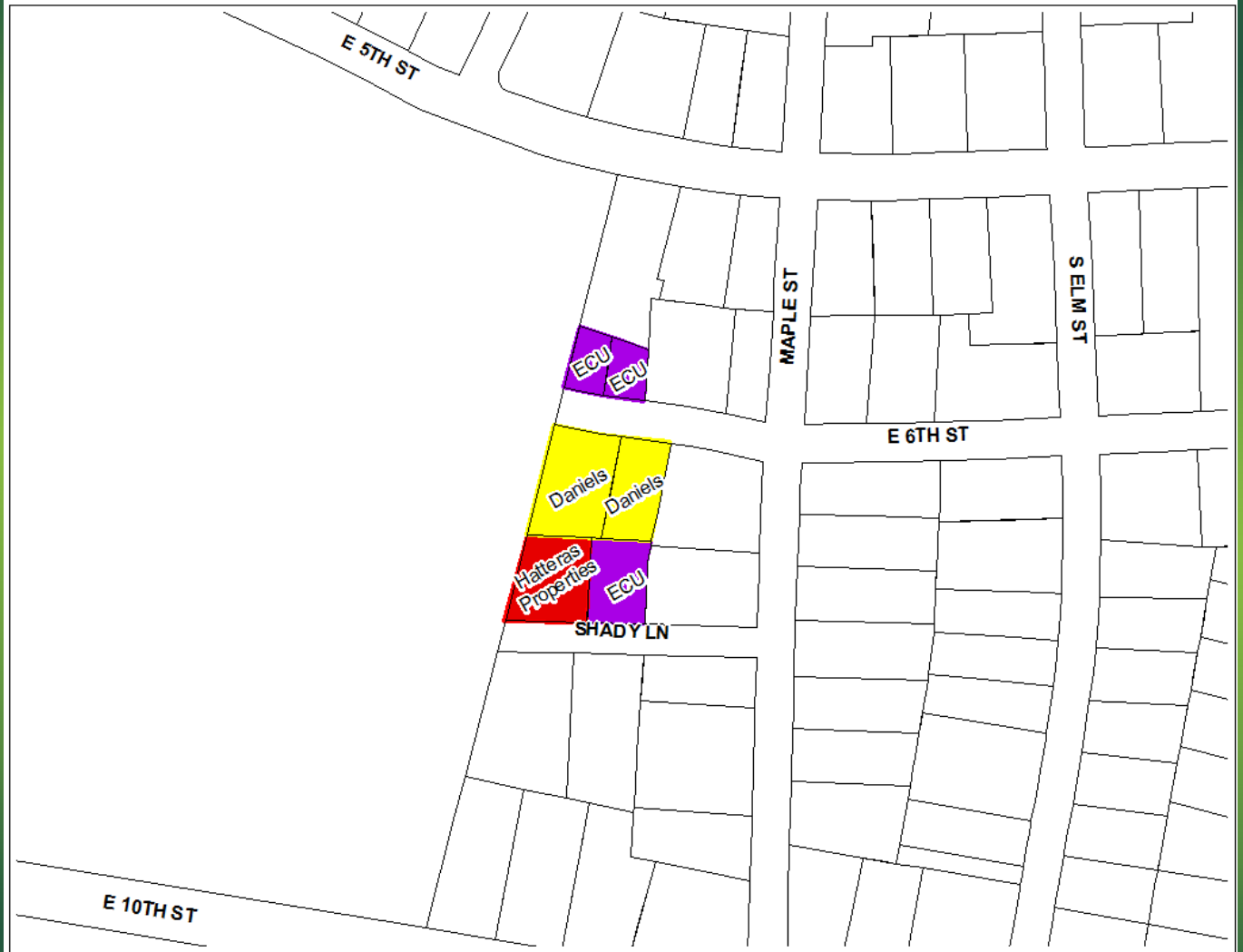
November 6, 2018

November 19, 2018



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Ownership





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















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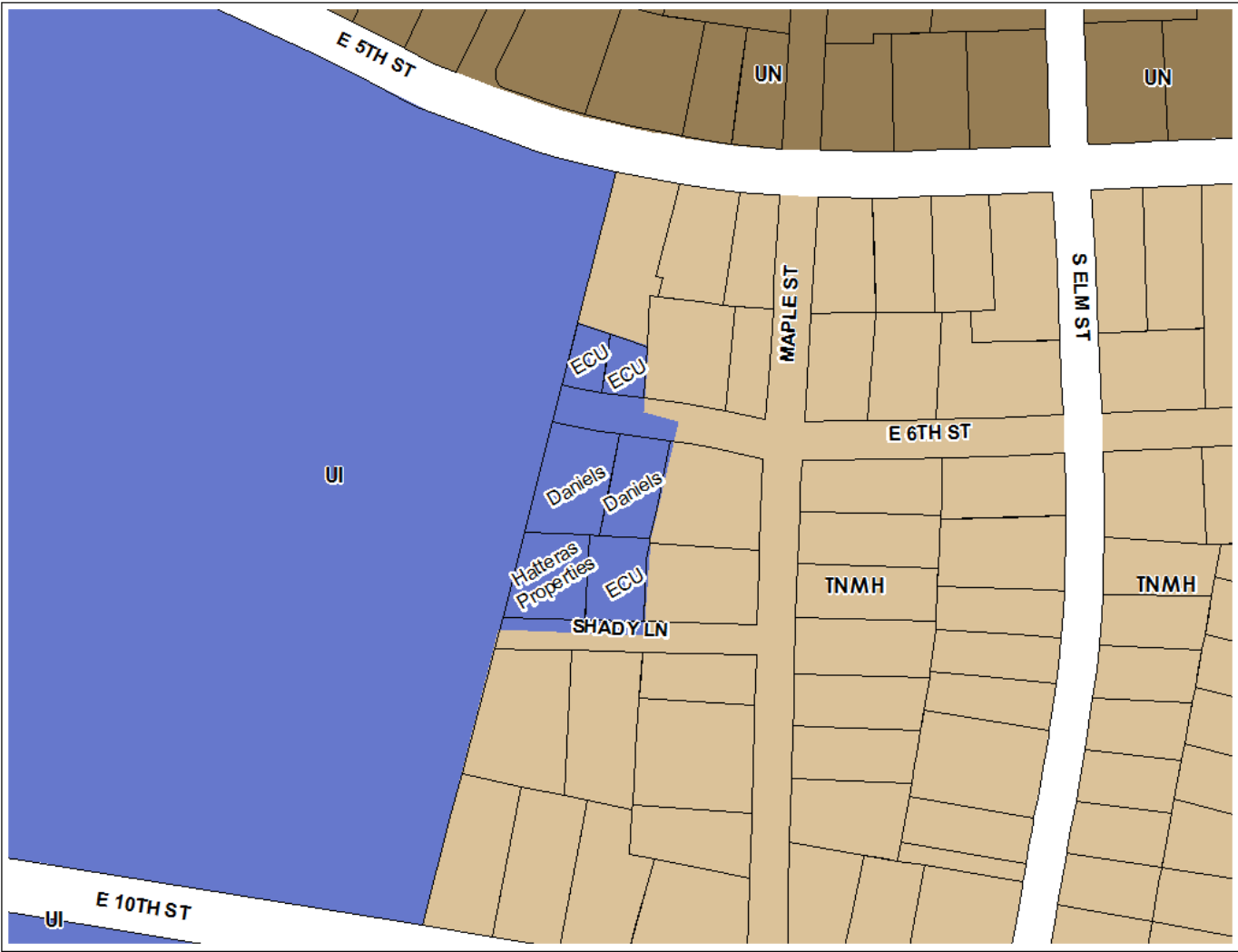
Future Land Use & Character Map

Map Legend

-  Rezoning
-  Land Parcels

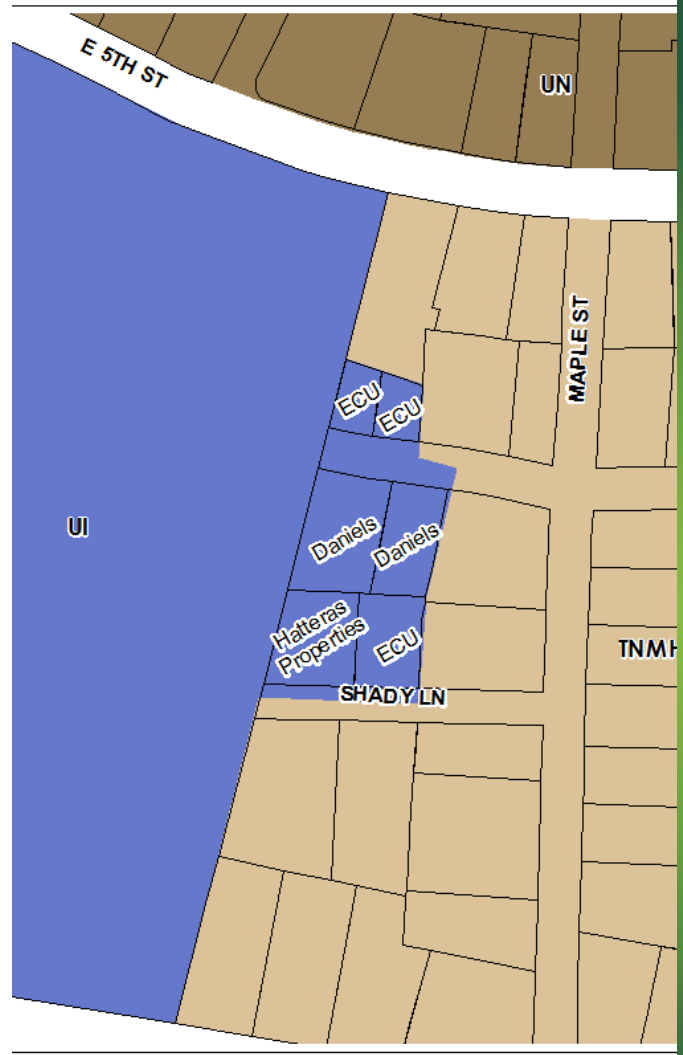
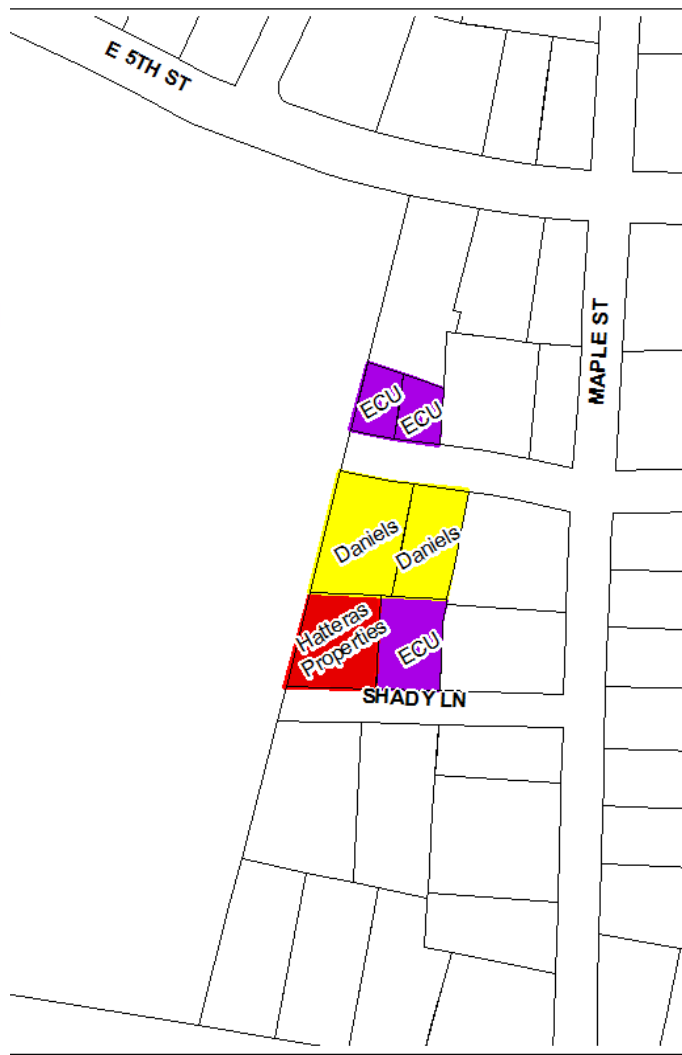
Horizons2026 Future Land Use

-  PCOS - Potential Conservation and Open Space
-  UC - Uptown Core
-  UE - Uptown Edge
-  MUHI - Mixed Use, High Intensity
-  MU - Mixed Use
-  C - Commercial
-  OI - Office and Institutional
-  UN - Uptown Neighborhood
-  TNMH - Traditional Neighborhood, Medium to High Density
-  TNLM - Traditional Neighborhood, Low to Medium Density
-  HDR - Residential, High Density
-  LMDR - Residential, Low to Medium Density
-  UI - University Institutional
-  MC - Medical Core
-  MT - Medical Transition
-  IL - Industrial / Logistics



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City Council Meeting

December 13, 2018



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