

City Council Workshop

January 7, 2019



Greenville
NORTH CAROLINA

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Item 2

Presentation on Special Events
Application Establishing a One-
Stop Process



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**SPECIAL EVENTS
POLICY & PROCEDURES**

SPECIAL EVENTS POLICY & PROCEDURES

AREAS OF DISCUSSION

- **Overview**
- **Why Formalize a Policy?**
- **Special Events Application:**
 - **Application Timeline(s)**
 - **Special Events Committee**
 - **City Sponsored Events**
 - **Application Packet Components**
- **Fees for City Services**
- **Approval / Denial Process**
- **Next Steps**





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SPECIAL EVENTS OVERVIEW

SPECIAL EVENTS POLICY & PROCEDURES

POLICY & PROCEDURES WORKGROUP

- **Police Department:** **Corey Barrett**
- **Fire / Rescue:** **Bryant Beddard**
- **Recreation & Parks:** **Gary Fenton**
Patricia Tyndall
- **Public Works:** **Kevin Hefferon**
- **City Manager's Office:** **Ken Graves**
Margo Clark
Alisha McNeil
- **Financial Services:** **Tronette Greene**

SPECIAL EVENTS POLICY & PROCEDURES

PURPOSE OF POLICY & PROCEDURES

- **Provide Applicants:**
 - **Transparent Guidance on Steps Required to Hold a Special Event on City Property**
 - **A “One Stop Shop” Process**
- **Provide Staff:**
 - **A Consistent Framework Whereby Proposed Events are Approved or Denied**
 - **A Consistent Framework in Determining the City Services Required to Hold the Special Event**
- **Provide Community:**
 - **Assurance that the City is Looking at for the Public Good**

SPECIAL EVENTS POLICY & PROCEDURES

SPECIAL EVENT DEFINITION

- **Publicly and/or Privately Sponsored Event**
- **Held on City Property and/or Right of Way**
- **May Require Need for Public Resources:**
 - **Police**
 - **Fire / Rescue**
 - **Public Works**
 - **Recreation and Parks**
- **Require a Special Event Permit**



SPECIAL EVENTS POLICY & PROCEDURES

THREE PRIMARY CATEGORIES

- **Festivals:**
 - **Outdoor Festival**
 - **Outdoor Concert**
- **Processions:**
 - **Public / Private March**
 - **Parade**
- **Competitive Events:**
 - **Race / Walk**



SPECIAL EVENTS POLICY & PROCEDURES

EXCLUSIONS

Policy Does Not Apply to:

- **R&P Facility Rentals**
- **Bradford Creek Public Golf Course Clubhouse Rentals**

Requests to Lease These Facilities Must Contact the R&P Department / BCPGC



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WHY FORMALIZE A POLICY?

SPECIAL EVENTS POLICY & PROCEDURES

CURRENT PROCESS



**Applicant: Mr. Dee
(First Name Pee)**

Recreation
& Parks

Police
Department

Fire /
Rescue

Public
Works

SPECIAL EVENTS POLICY & PROCEDURES

CURRENT PROCESS



Recreation
& Parks

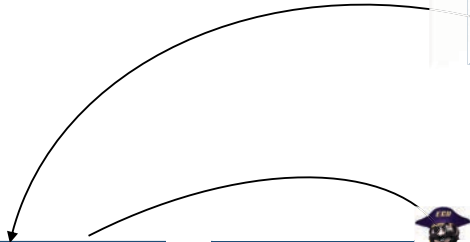
Police
Department

Fire /
Rescue

Public
Works

SPECIAL EVENTS POLICY & PROCEDURES

CURRENT PROCESS



Recreation
& Parks

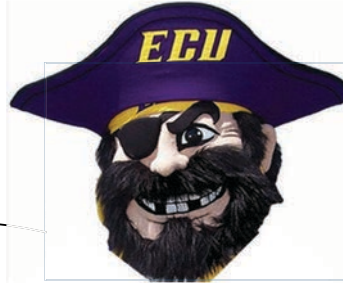
Police
Department

Fire /
Rescue

Public
Works

SPECIAL EVENTS POLICY & PROCEDURES

CURRENT PROCESS

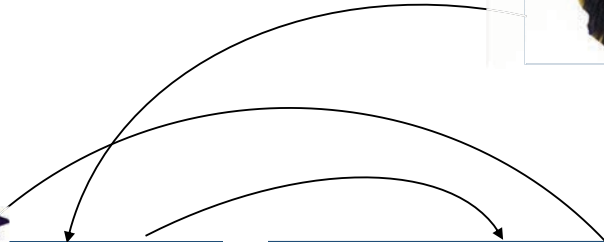


Recreation
& Parks

Police
Department

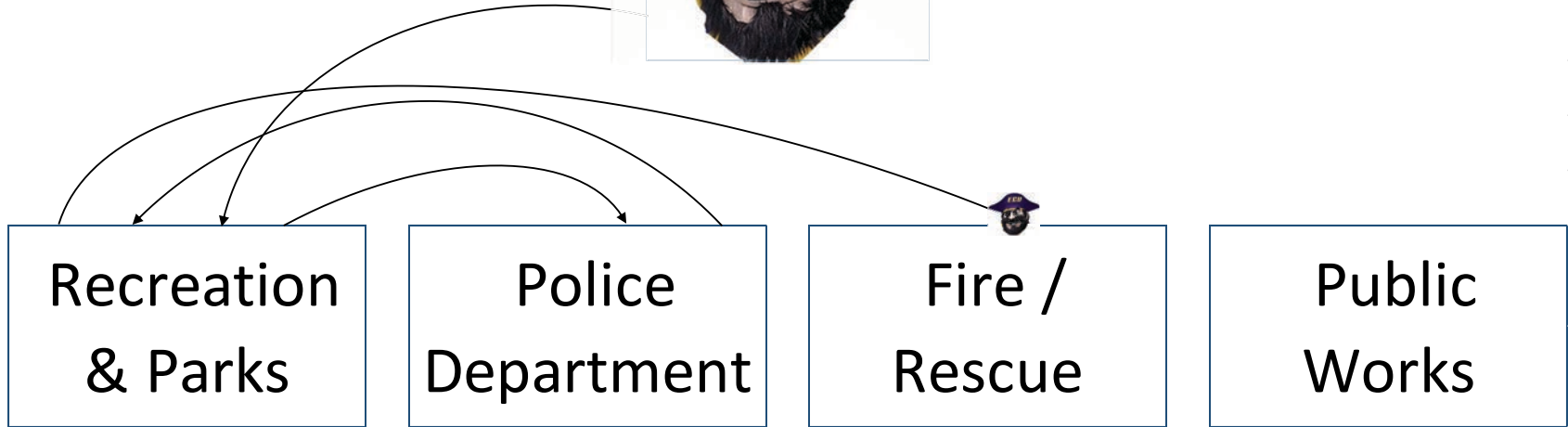
Fire /
Rescue

Public
Works



SPECIAL EVENTS POLICY & PROCEDURES

CURRENT PROCESS



Recreation
& Parks

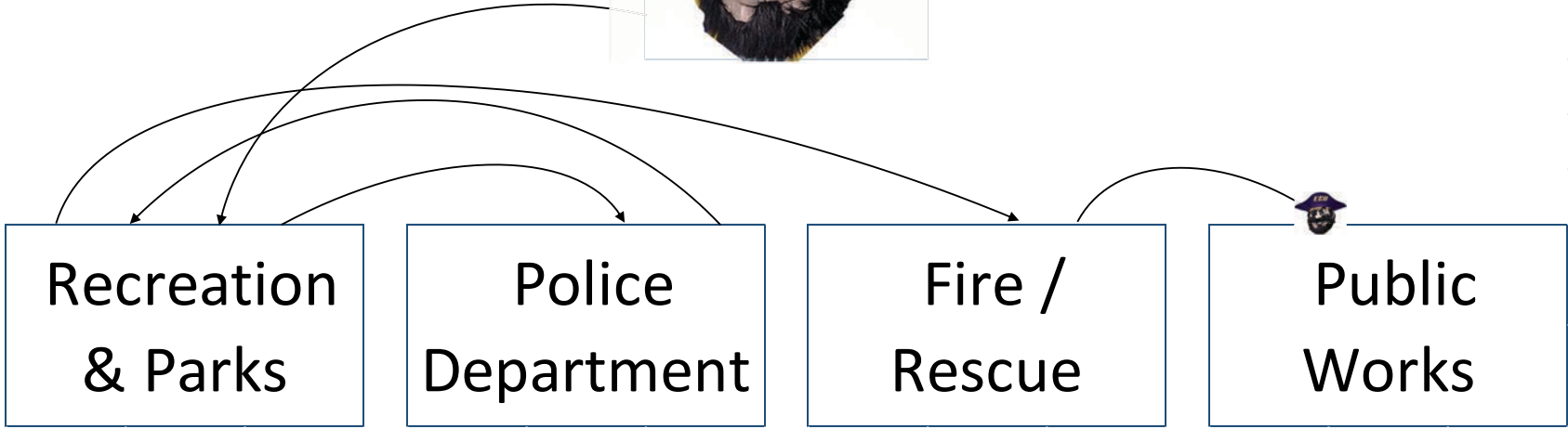
Police
Department

Fire /
Rescue

Public
Works

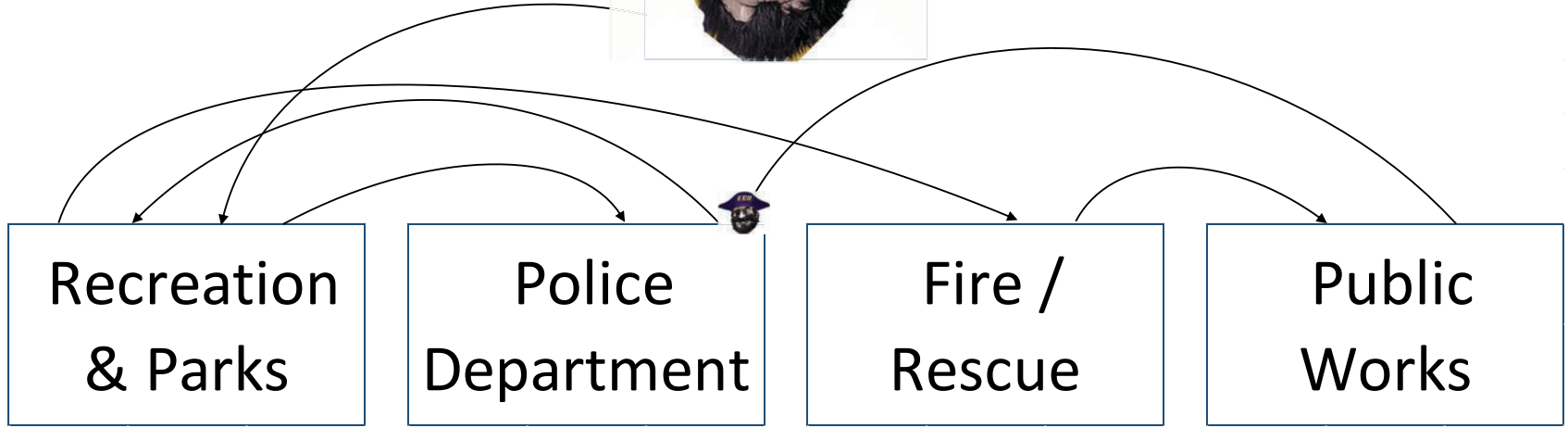
SPECIAL EVENTS POLICY & PROCEDURES

CURRENT PROCESS



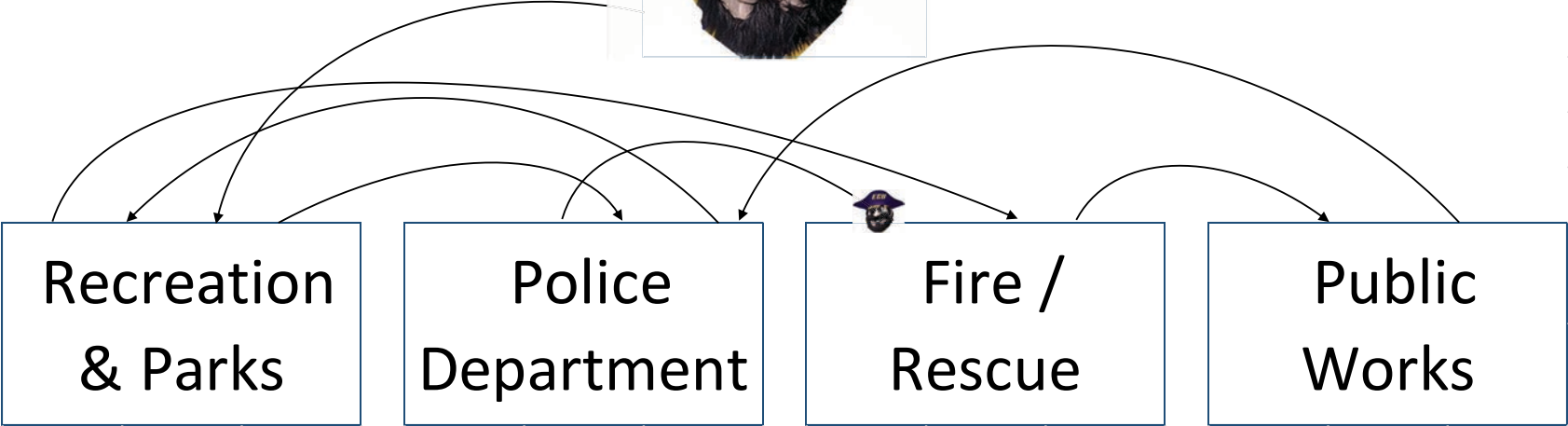
SPECIAL EVENTS POLICY & PROCEDURES

CURRENT PROCESS



SPECIAL EVENTS POLICY & PROCEDURES

CURRENT PROCESS



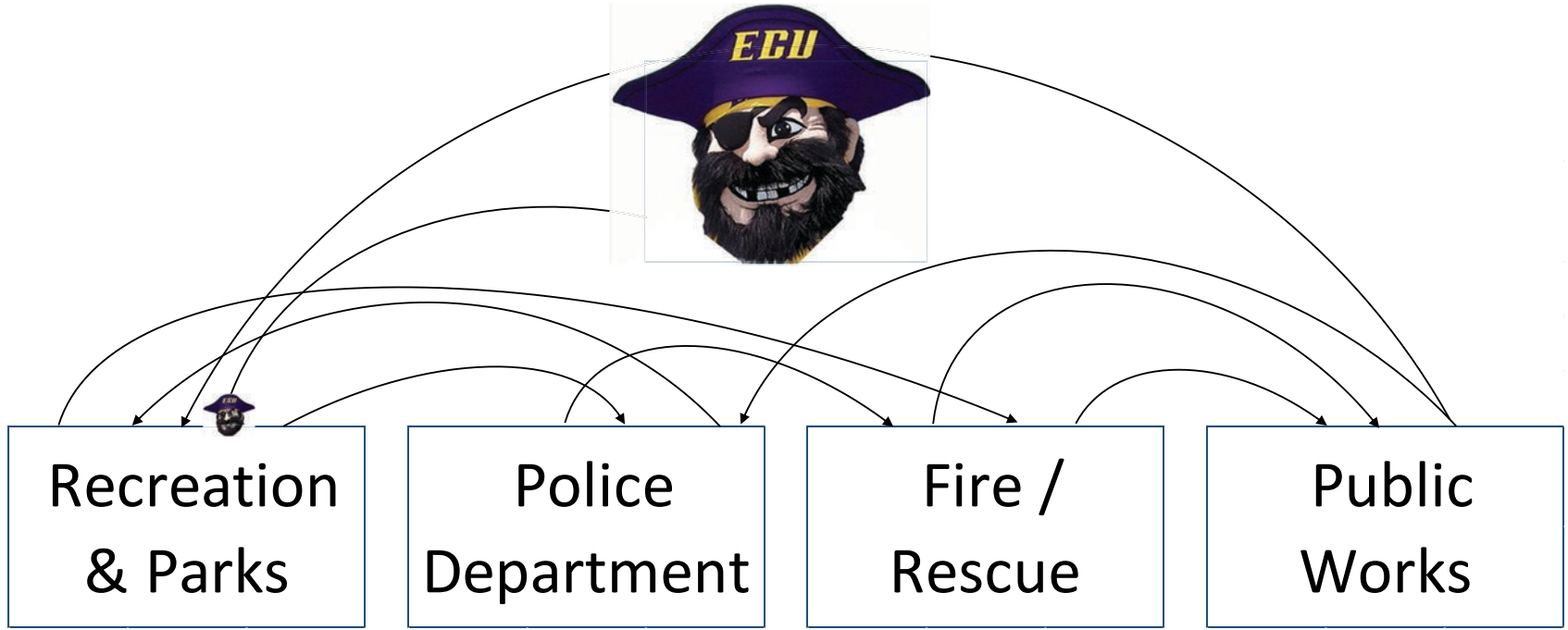
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CURRENT PROCESS

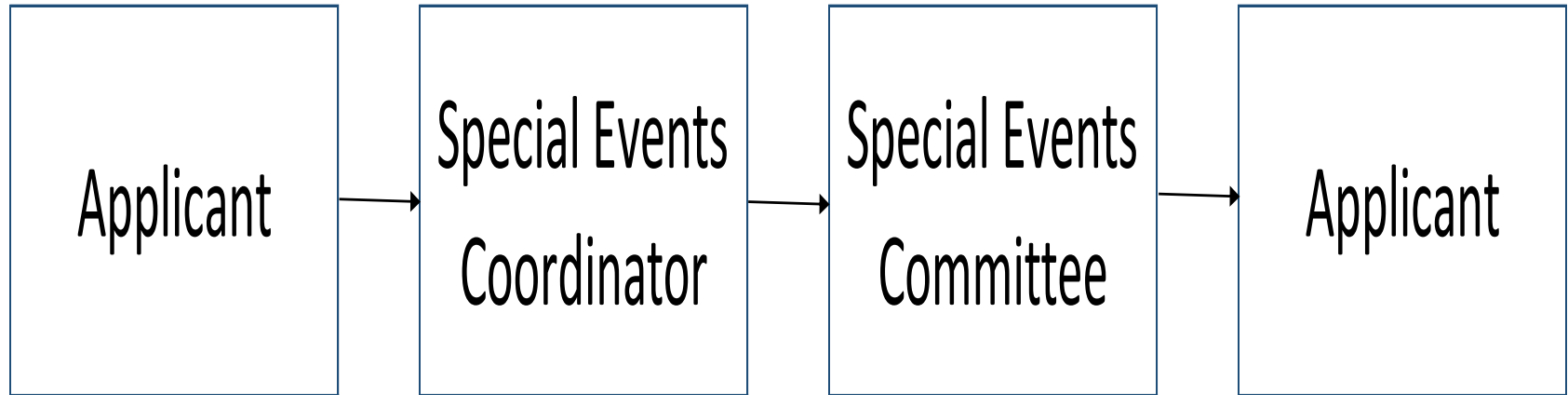


SPECIAL EVENTS POLICY & PROCEDURES

CURRENT PROCESS



**SPECIAL EVENTS POLICY &
PROCEDURES
NEW PROCESS**





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SPECIAL EVENTS APPLICATION TIMELINE

SPECIAL EVENTS POLICY & PROCEDURES

SPECIAL EVENTS APPLICATION

Applicants Wishing to Host an Event on Public Property / Right of Way **MUST:**

- **Complete the Special Events Application Packet **AND****
- **Adhere to the Requirements of the Special Events Policy & Procedures**

SPECIAL EVENTS POLICY & PROCEDURES

SPECIAL EVENTS APPLICATION TIMELINE

- **Minimum 90 Days Prior to the Event**  **Submission of Application Packet**
- **60 Days Prior to the Event**  **Committee Review & Recommendation**
- **30 Days Prior to the Event**  **Final Submission of all Documentation**

SPECIAL EVENTS POLICY & PROCEDURES

SPECIAL EVENTS APPLICATION TIMELINE



Minimum 90 Prior to Event:

- **Submission of Application With **ALL Required Forms****
- **Payment of Non-Refundable Application Fee (Due at Submission)**
- **Payment of Refundable Deposit (Due at Submission)**

SPECIAL EVENTS POLICY & PROCEDURES

SPECIAL EVENTS APPLICATION TIMELINE



Minimum 90 Prior to Event:

- **Applications Not Accepted Greater Than:**
 - **Town Common: 365 Days From Date of Event**
 - **All Other Sites: 180 Days From Date of Event**
- **Applications Submitted Less Than 90 Days From Date of Event Will Receive a Late Fee**
- **Applications Not Accepted Less Than 45 Days From Date of Event**

SPECIAL EVENTS POLICY & PROCEDURES

SPECIAL EVENTS APPLICATION TIMELINE



Minimum 60 Prior to Event:

- Application Review by **Special Events Committee**
- Applicant May be Required to Attend Meeting
- Applicant Notified of Date Application will be Reviewed
- Recommendation for Approval / Denial to City Manager's Office

SPECIAL EVENTS POLICY & PROCEDURES

SPECIAL EVENTS APPLICATION TIMELINE



Minimum 30 Prior to Event:

- **The Following Provided to the City:**
 - **Finalized Application Forms**
 - **Certificates of Insurance**
 - **Copies of ABC Permits**
 - **Any Outstanding Balances Paid**
 - **Verification of Outside Security Services**



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SPECIAL EVENTS
APPLICATION PACKET COMPONENTS

SPECIAL EVENTS POLICY & PROCEDURES

SPECIAL EVENTS APPLICATION TIMELINE

Minimum 90 Prior to Event:

- **Submission of Event Application With ALL Required Forms**
- **Payment of Non-Refundable Application Fee (Due at Submission)**
- **Payment of Refundable Deposit (Due at Submission)**

SPECIAL EVENTS POLICY & PROCEDURES

APPLICATION PACKET COMPONENTS

The Following Forms Must be Submitted with the Application:

- **Event Description, Public Benefit, & City Services Required**
- **Event Site Plan**
- **Event Marketing Plan**
- **Promotor and Performing Acts Identification Form**
- **Street Closure/Sidewalk Impact Notification & Petition**
- **Outdoor Amplified Sound Application**
- **Alcoholic Beverages at Town Common Authorization Form**
- **Application for Parade Permit**

SPECIAL EVENTS POLICY & PROCEDURES

APPLICATION PACKET COMPONENTS

Event Description, Public Benefit, & City Services Required

- **Provides Basic Overview of Event and its Impact on the Community and City Services**
- **Information Required on Form Includes:**
 - **Overview of Event and how it will Benefit the Community**
 - **Proposed Public Sites / Locations of the Event**
 - **Information About Required City Services (i.e. Trash Pick-up, Security Services,...)**

SPECIAL EVENTS POLICY & PROCEDURES

APPLICATION PACKET COMPONENTS

Event Site Plan

- **Provides Visual Representation of Event (i.e. Map)**
- **Information Required on Form Includes:**
 - **Directional North, Indicated by Directional Arrow Symbol**
 - **Overall Event Area Including Requested Street Closures**
 - **Parking Plan with Designation of Parking Location(s)**
 - **Physical Location and Dimensions of all Equipment Including Stage, Vendors, Booths, Tents, Signs, Barricades, Portable Toilets,...**

SPECIAL EVENTS POLICY & PROCEDURES

APPLICATION PACKET COMPONENTS

Event Site Plan

- **Information Required on Form Includes:**
 - **Location of Temporary Alcohol Sales (Restricted Area)**
 - **Indication of 20' Wide Fire Lane Clearances in all Areas and the Location of all Fire Hydrants**

Note: Alcohol Sale and/or Service, Possession and Consumption in the Street is Prohibited

SPECIAL EVENTS POLICY & PROCEDURES

APPLICATION PACKET COMPONENTS

Promotor and Performing Acts Identification Form

- **Must be Submitted for All Outdoor Concerts, Festivals, or Other Similar Public Gatherings**
- **For the Promotor and Each Performing Act the Applicant Must Provide the Following:**
 - **Name of Last Three Events Promoted / Performed at**
 - **Location and Date of Each Event**
 - **Point of Contact for Each Event**

SPECIAL EVENTS POLICY & PROCEDURES

APPLICATION PACKET COMPONENTS

Promotor and Performing Acts Identification Form

- **Any Change in Performing Acts After the Application Submittal Must be Communicated to the City Through a Corrected Form**
- **Failure to Submit any Changes in Acts May Result in a Cancellation of the Event**

SPECIAL EVENTS POLICY & PROCEDURES

APPLICATION PACKET COMPONENTS

Street Closure / Sidewalk Impact Notification & Petition

- **Required Only for Requested Street / Sidewalk Closures**
- **Purpose of Petition:**
 - **For Applicant to Certify that ALL Adjacent Property Owners Have Been Notified of the Proposed Closures**
 - **For Adjacent Property Owners to Certify That They Have Been Made Aware of the Proposed Closures**
- **Application will not be Processed Without Completed Petition Form with all Applicable Signatures**

SPECIAL EVENTS POLICY & PROCEDURES

APPLICATION PACKET COMPONENTS

Alcoholic Beverages at the Town Common Authorization Form

- **Required Only if Requesting to Sell and / or Serve Malt Beverages and Unfortified Wine at the Town Common**
- **Applicants Must Certify:**
 - **They have Read and Understand the Policy on Alcohol at the Town Common**
 - **That they Must Obtain All Applicable ABC Permits**
 - **That they are an Approved Applicant Type as Defined by State Statute 18B**



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SPECIAL EVENTS COMMITTEE

SPECIAL EVENTS POLICY & PROCEDURES

SPECIAL EVENTS APPLICATION TIMELINE

Minimum 60 Prior to Event:

- **Application Review by Special Events Committee**
- **Applicant May be Required to Attend Meeting**
- **Applicant Notified of Date Application will be Reviewed**
- **Recommendation for Approval / Denial to City Manager's Office**

SPECIAL EVENTS POLICY & PROCEDURES

SPECIAL EVENTS COMMITTEE

Comprised of the Following Individuals (or designee):

- **City Manager's Office- Special Events Coordinator**
- **Police Chief**
- **Fire / Rescue Chief**
- **Public Works Director**
- **Recreation & Parks Director**

SPECIAL EVENTS POLICY & PROCEDURES

SPECIAL EVENTS COMMITTEE

Purpose of the Committee:

- **Provide Comprehensive Review of Submitted Applications**
- **Determine Level of Required City Services (Based on Policy & Procedure)**
- **Recommend Approval / Denial to the City Manager's Office**

SPECIAL EVENTS POLICY & PROCEDURES

SPECIAL EVENTS COMMITTEE

Purpose of the Committee:

- **Work with Uptown Business Owners and Residents to Make Them Aware of Events Taking Place in Uptown Greenville**
- **Ensure All Applicants Follow Procedures as Outlined in the Policy**



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CITY SPONSORED EVENTS

SPECIAL EVENTS POLICY & PROCEDURES

CITY SPONSORED EVENTS

Examples of City Sponsored Events:

- **Veterans Day Ceremonies at the Town Common**
- **Memorial Day Ceremonies at the Town Common**
- **Fireworks on the 4th of July**
- **Pirate Fest**
- **Christmas Parade**
- **ECU Homecoming Parade**
- **C.M. Eppes Alumni Parade**
- **Martin Luther King, Jr Day March**

SPECIAL EVENTS POLICY & PROCEDURES

CITY SPONSORED EVENTS

- **Applicants Requesting an Event be Designated as City Sponsored MUST Complete the FULL Application Process**
- **The City Manager's Office Will Review Full Application and Recommendation of Committee**
- **City Manager's Office will Approve Designation**
- **Certain City Fees May be Waived for City Sponsored Events**



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**SPECIAL EVENTS
FEES FOR CITY SERVICES**

SPECIAL EVENTS POLICY & PROCEDURES

FEEES FOR CITY SERVICES

- **Application / Permit Fees**
- **Refundable Deposit**
- **Late Fees**

**Due With
Application
Submission**

- **Security Services Fees**
- **Fire / Rescue Fees**
- **Recreation & Parks Fees**
- **Public Works Fees**
- **Clean-Up / Additional Expense**

SPECIAL EVENTS POLICY & PROCEDURES

APPLICATION / PERMIT FEES

Event Type	Application/ Permit Fee	Refundable Deposit	Late Fee
Parade	\$ 200	\$ 200	\$ 250
Race 5K or Less	200	100	
More Than 5K Race	350	100	
General Event	200	100	
Festivals	350	500	
Concerts	350	500	
Neighborhood Block Party	50	200	75
Outdoor Amplified Sound	100	N/A	N/A
Temporary Street Closing	100		

- **Application / Permit Fees and Refundable Deposit are Due at Time of Application Submission**
- **Deposit will be Refunded to the Applicant within 15 Working Days After the Event**
- **Amount Refunded will be Net of Any Additional Cleanup / Other Expenses Incurred by City During or After the Event**
- **Applications Submitted Less Than 90 Days Prior to Event will be Accessed a Late Fee**

SPECIAL EVENTS POLICY & PROCEDURES

SECURITY SERVICES FEES

- **Security Services Provided From the Following:**
 - **Properly Licensed Private Security Organization**
 - **Off-Duty City of Greenville Police Officers**
 - **Other Local Law Enforcement Agencies**
- **Security Services Staffing Requirements:**
 - **1.0 Security Officer per Every 100 in Attendance**
 - **Larger / Smaller Number of Officers May be Required Depending on Specific Event Conditions**

SPECIAL EVENTS POLICY & PROCEDURES

SECURITY SERVICES FEES

- **Off-Duty Police Officer Fee:**
 - **Officer: \$40.00 per Hour**
 - **Supervisor: \$50.00 per Hour**
- **Due to Availability of Off-Duty Officers, Applicant May be Required to Provide Security Services PRIMARILY Through:**
 - **A Private Security Organization**
 - **Other Local Law Enforcement Agency**

SPECIAL EVENTS POLICY & PROCEDURES

SECURITY SERVICES FEES

- **Police Chief (or Designee) Shall:**
 - **Determine the Number of Private Security Officers Needed Based on City Policy and Type of Event**
 - **Approve the Private Security Organization Used by the Applicant**
 - **Approve the Other Local Law Enforcement Agency Used by the Applicant**

SPECIAL EVENTS POLICY & PROCEDURES

FIRE / RESCUE FEES

Attendance Range	Fire/Rescue Units Required-NON ABC Event	Fire/Rescue Units Required-ABC Events
0 to 5,000	1	1-2
5,001-10,000	1-3	1-4
Over 10,000	Number determined by F/R Chief	Number determined by F/R Chief

Fire / Rescue Dedicated Special Event Stand-By Fire Fees	
EMS-Truck	Fire/EMS Staff
\$100.00	\$40.00 per hour per staff member Minimum of 2.0 staff members per truck

SPECIAL EVENTS POLICY & PROCEDURES

FIRE / RESCUE FEES

Crowd Managers	
Number of Attendees	Number of Required Crowd Managers
1,000	4

2018 North Carolina Fire Code:

403.12.3 Crowd managers for gatherings exceeding 1,000 people. Where Facilities or events involve a gathering of more than 1,000 people, crowd managers shall be provided in accordance with Sections 403.12.3.1 through 403.12.3.3.

403.12.3.1 Number of Crowd Managers:

The minimum number of crowd managers shall be established at a ratio of one crowd manager for every 250 people.

SPECIAL EVENTS POLICY & PROCEDURES

PUBLIC WORKS FEES

Barricade(s)	Traffic Cones	1-25	\$50.00
		26-49	\$100.00
		>50	\$150.00
	Bike Racks (metal or plastic)	\$20.00 each	
	Type I, II, and/or III Traffic Barricades	\$30.00 each	
	Water Barricades	\$50.00 each	
	Traffic Plan/ Road Closure Review	\$40.00 per hour	
Sanitation	Recycling Carts/Cans	\$20.00 per set	
	Trash Cans		
	Street Sweeper (Rate includes truck and operator fee)	\$100 per hour	
Electrical	Electrical usage fee (concert or performance)	\$100.00	
	Electrician/Facility Technician and Contract Assistance	\$100.00	

SPECIAL EVENTS POLICY & PROCEDURES

PUBLIC WORKS FEES

- **Off-Duty Employee Fee:**
 - **Employee: \$40.00 per Hour**
 - **Supervisor: \$50.00 per Hour**



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APPROVAL / DENIAL PROCESS

SPECIAL EVENTS POLICY & PROCEDURES

APPROVAL / DENIAL PROCESS

Minimum 60 Prior to Event:

- **Application Review by Special Events Committee**
- **Committee will Determine Level of Required City Services (Based on Policy & Procedure)**
- **Committee will Recommend Approval / Denial to City Manager's Office**

SPECIAL EVENTS POLICY & PROCEDURES

REASONS FOR DENIAL

- **City has Already Received Completed Application for the Same Location and Date**
- **Event Would Conflict With Previously Planned Event Scheduled for Same Date(s) and Time(s)**
 - **St. Patricks Day**
 - **4th of July**
 - **National Night Out**
 - **PirateFest**
 - **ECU Homecoming Parade**
 - **Halloween (Entire Week of)**
 - **Greenville Gives**
 - **C.M. Eppes Alumni Parade**
 - **MLK Day March**
 - **Christmas Parade**
 - **ECU Home Football Games**
 - **ECU Open House**
 - **Greenville Grooves**
 - **Freeboot Friday**

SPECIAL EVENTS POLICY & PROCEDURES

REASONS FOR DENIAL

- **Applicant has a Debt with the City from Another Event**
- **Failure to Submit an Application In Time**
- **Failure to Submit Complete Application**
- **Promotor and/or Performing Acts have Recent History of Events with Documented Violence and/or Disturbances**
- **Event Does Not Generate Compelling Case for the Event's Public Benefit**
- **Event Would Require Significant Street Closures**

SPECIAL EVENTS POLICY & PROCEDURES

REASONS FOR DENIAL

- **Applicant has not Complied with Policy & Procedures at Past Performances**
- **Event Would Create Unreasonable Danger to Health and Safety of the Public**
- **Event is Prohibited by Law**
- **Application Contains Material Misrepresentations or Fraudulent Information**



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NEXT STEPS

SPECIAL EVENTS POLICY & PROCEDURES

NEXT STEPS

- **Present to Council at Workshop (i.e. Tonight)**
- **Seek Input From Public:**
 - **Schedule Series of Public Meetings**
 - **Input From Uptown Greenville**
 - **Direct Correspondence with Recurring Applicants**
- **Present Back to Council Seeking**
 - **Approval of Policy & Procedures**
 - **Approval of Manual of Fees**
- **Implementation**

QUESTIONS?



Item 3

Presentation on 500' Spacing Rule
and Potential Locations and
Impacts on Establishing Another
Entertainment District



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Zoning Code

- Uses (residential, retail, office)
- Dimensional Standards
 - Setbacks, Height, Lot size
- Parking
- Vegetation
- Lighting
- Signs

CITY OF GREENVILLE, NORTH CAROLINA

CODE OF ORDINANCES

2018 S. 11 Supplement contains:
Local legislation current through Ord. No. 18-037, passed 6-14-2018, and
State legislation current through 2018 A.L.S. #2

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ZONING CODE

- How a building functions in its location
- Based on a community's zoning ordinance
- Used to mitigate any negative impacts to neighboring properties
- Ability to be modified by council based on standards and preferences
- Flexible

BUILDING/FIRE CODE

- How a building functions internally
- Can not be changed by community
- Utilitarian
- Based on NC State Building Code/Fire Code



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Nonconformity

A lot, structure or land use that is inconsistent with current requirements but was lawful when it was originally established

Zoning Code

- Legal nonconforming situations may continue in its existing state (*grandfathering*)
- Legal nonconforming uses may not increase in total amount of space, extend any portion of a building , increase in volume, intensity or frequency*
- If a legal nonconforming use is discontinued for 6 months, the use shall not be reestablished or changed to any other use except to one that is permissible in the district

Building Code

- Existing buildings are permitted to continue without change as long as they are maintained in accordance with the code under which they were constructed.

*Rooftop expansions on legal nonconforming uses permitted in CD with specific criteria



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Building/Fire Code



- Occupancy/Occupant Load
- Type of use: assembly, residential, industrial, etc...



Special Use Permits

A permit required for a use that is allowed in a particular zoning district only under specific criteria.

- Table of Uses – Permitted, Special Use Permit, or Prohibited.
- Board of Adjustment (BOA) has the authority to grant SUP's and to place reasonable conditions on a property to satisfy the general criteria
- The permit and all conditions (*if applicable*) are applied to the property.
- Special use permits do not have an expiration date.



Table of Uses

(6) *Recreational/entertainment.*

USE	L U C #	RA 20	R 15 S	R 9 S	R 6 S	R 6 N	R 9	R 6	R 6 A	R 6 M H	M I	M S	M O	M C G	M R	M C H	M R S	O R	O	C D	C D F	C G	C N	C H	I U	I	P I U	P I		
a. Golf course; 18-hole regulation length (see also § 9-4-103)	1	S	S	S	S		S	S	S								S													
a(1). Golf course; 9-hole regulation length (see also § 9-4-103)	1	S	S	S	S		S	S	S								S													
b. Golf course; par three	2																								P					
c. Golf driving range	3																								P					
c(1). Tennis club; indoor and outdoor facilities	3	S	S	S	S		S	S	S						S		S	S							P					
d. Game center	3																			S	S	S		S						
e. Miniature golf or putt-putt course	3																								P	S	S			
f. Public park or recreational facility	2	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
g. Private noncommercial park or recreational facility	2	P	P	P	P	P	P	P	P	P			P		P		P	P		P	P				P	P	P	P	P	
h. Commercial recreation; indoor only, not otherwise listed	3																	S		P		P		P						
i. Commercial recreation; indoor and outdoor, not otherwise listed	4																				S			P	S	S				
j. Bowling alleys	3																			P		P		P						
k. Firearm ranges; indoor or outdoor	4																								S	S	S	S		
l. Billiard parlor or pool hall	4																			S	S	S		S						
m. Public or private club	4																			S	S	S		S						
m(1). Dining and entertainment establishment (see also § 9-4-103)	4											S	S	S		S		S		S	S	P	S	P	P	P	P	P	P	
n. Theater; movie or drama, indoor only	3																				P	P		P						



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Occupancy for Bars/Clubs (City Wide)

NAME	ADDRESS	OCCUPANCY	HEATED SQUARE FOOTAGE	YEAR BUILT	ALLOWANCE
Buggy's Bar	110 E 4 TH ST	299	2720	1920	SUP
Grumpys Pub	111 E 5 th St	176	1848	1940	Pre-existing
Rafters Social Club	420 Cotanche St	300	3144	1924	Pre-existing
ECU Owned	209 E 5 th St	442	13430	1915	Pre-existing
Smith Wiggins LLC (<i>ECU leased</i>)	207 E 5 th St	498	Same as above	1915	SUP
5th St. Distillery	120 E 5 th St	250	5146	1925	SUP
5th St. Annex	122 E 5 th St	280	Included in above	1925	SUP
Still Life	511 S Cotanche St	815	8028	1956*	SUP
Pantana Bob's	513 S Cotanche St	800	2604	1951	SUP
Mac Billiards	517 S Cotanche St	164	2976	1954	Pre-existing
Five 19	519 S Cotanche St	290	2726	1960	Pre-existing
The Way	218 E 5 th St	325	3566	1925	SUP
Vacant	220 E 5 th St	0*	4180	1925	SUP
Trollingwood Brewery	707 Dickinson Ave	54	6060	1924	SUP
Club Fuzion	1311 W 5th Street	299	3,526	1940	Pre-existing
Buccaneer Music Hall	2120 E. Firetower Rd	240	45,511***	2006	SUP
Tie Breakers Billiards & Bar	1920 B Smythewyck Dr.	354	14,000***	1998	SUP
Buck Wild Tavern	4052 S Memorial Dr	200	7200***	1998	SUP

*No record of occupancy



*** Square footage for the entire multi-unit building

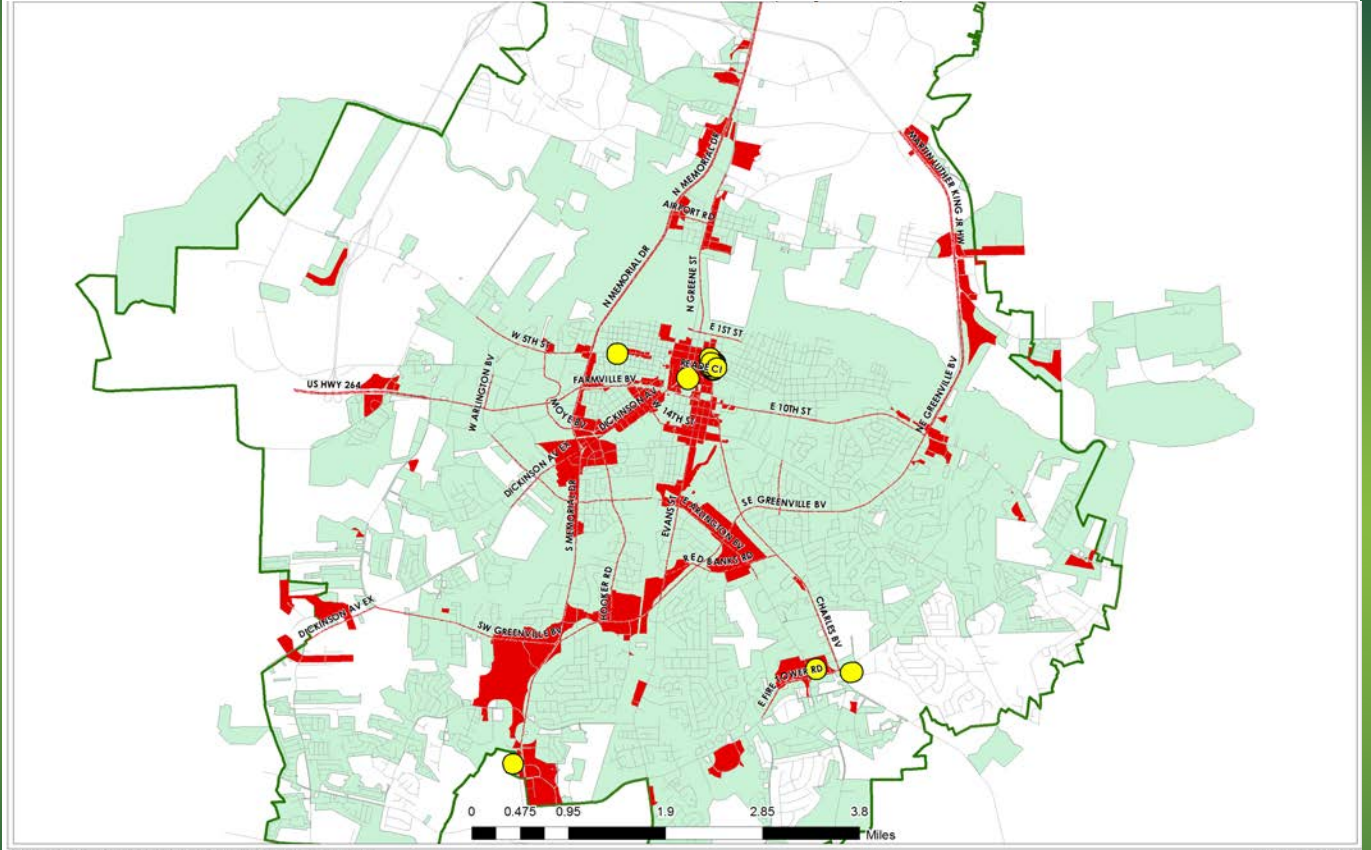


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City Wide Bars/Clubs

Legend

-  Clubs 500 Ft Buffer
-  Club Zoning Districts



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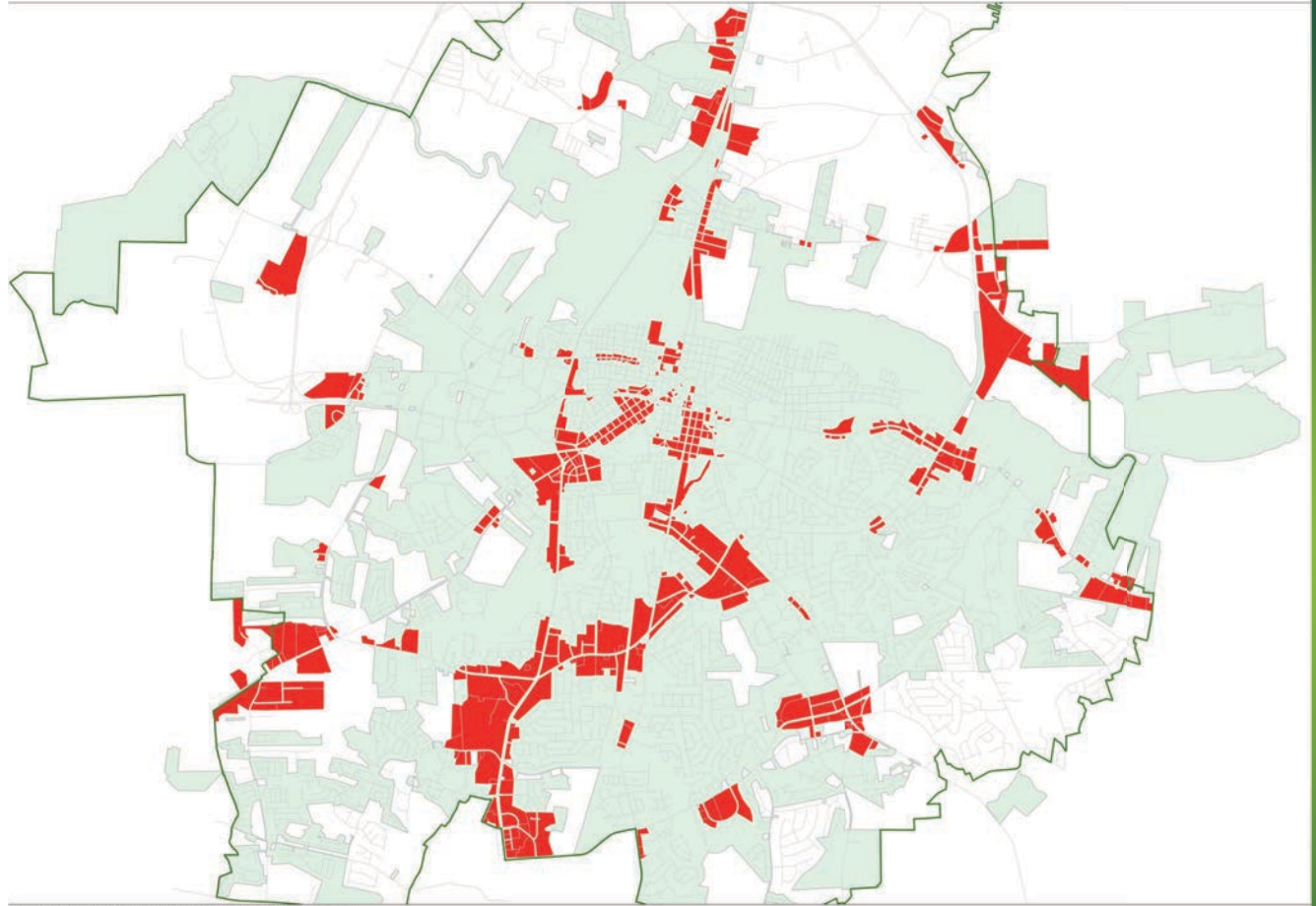
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Zoning Districts for Clubs (no separations)



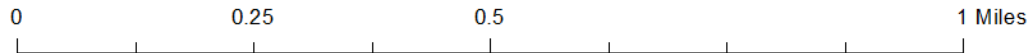
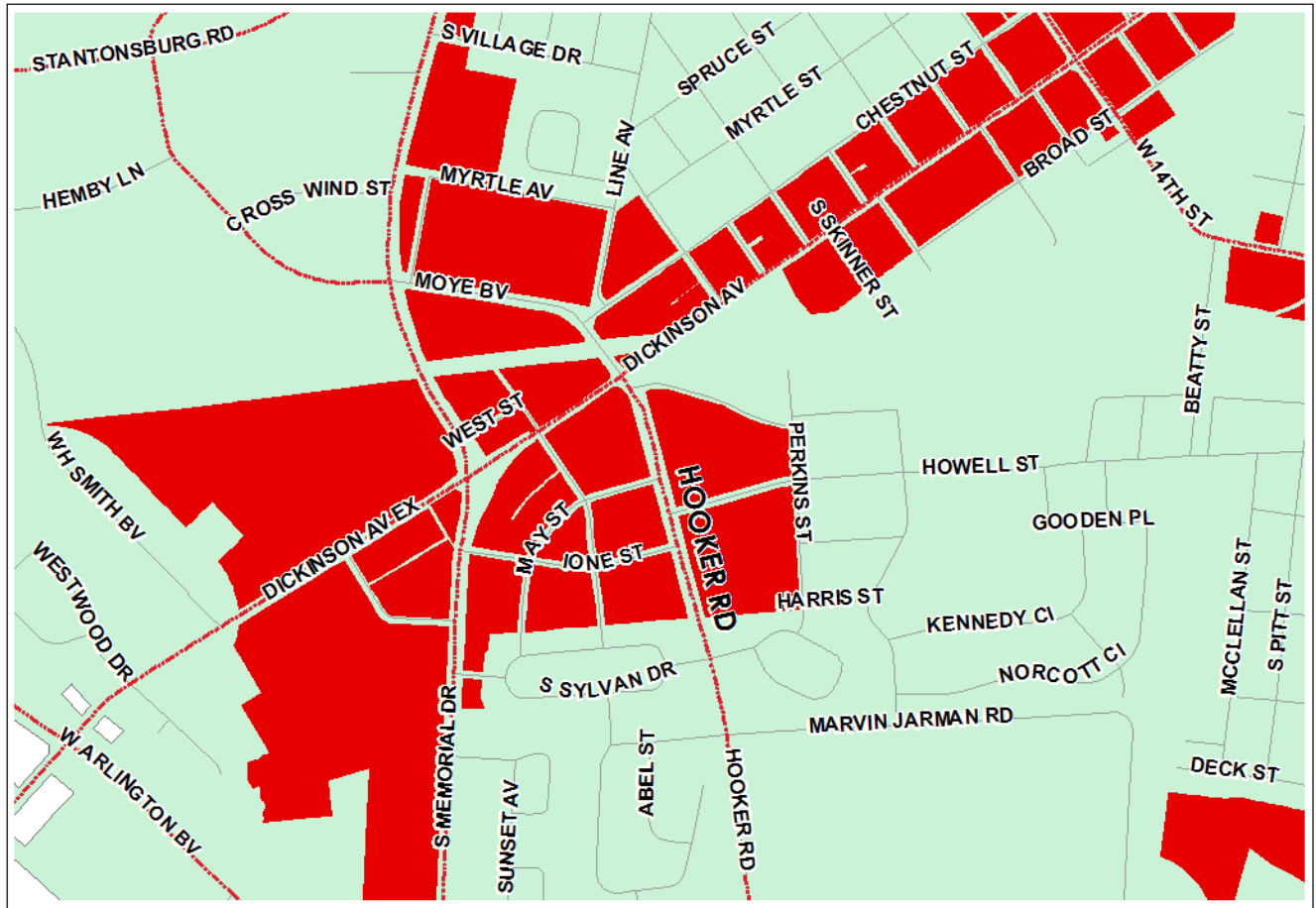
city DevelopmentPlans\Plans\Council\2018\PROJECTS\2018\Planning\2018\Arch\DT Bas & G&G\CMs\shub.apx



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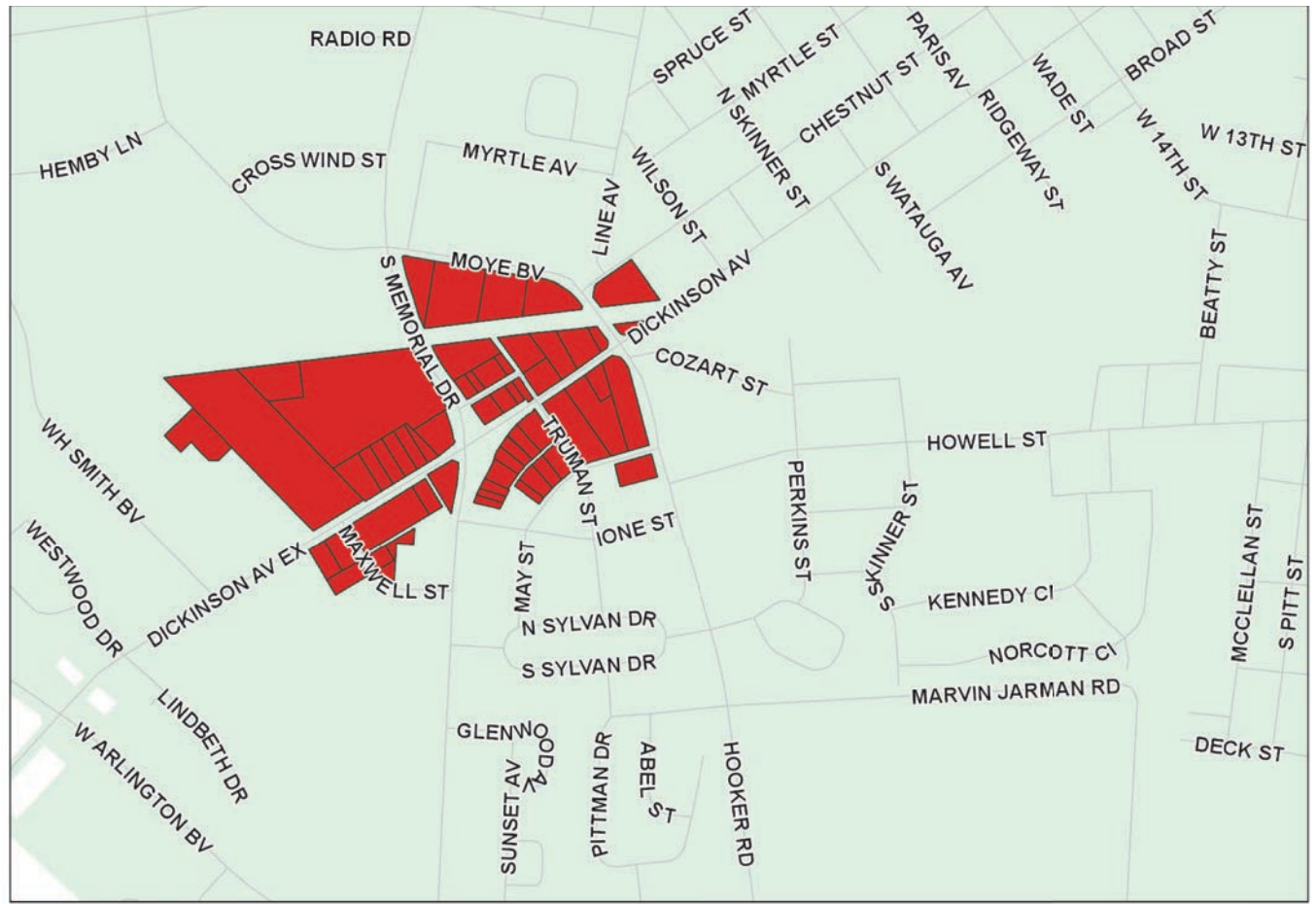
Bars/Clubs Potential Locations @ Memorial & Dickinson Ave (previous map)



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Bars/Clubs Potential Locations @ Memorial & Dickinson Ave (revised map)



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Visual



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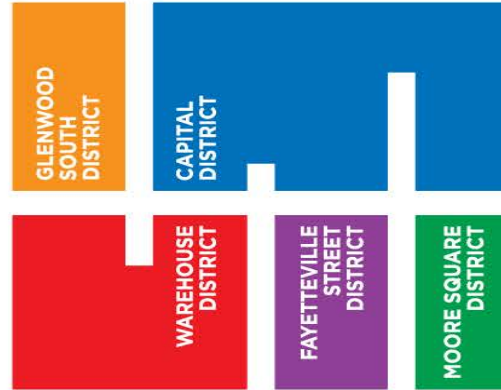
Possible Entertainment District



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Moore Square

Downtown Raleigh's Destination Districts



Glenwood South

No district in Downtown Raleigh does hip and trendy like the Glenwood South District. Progressive restaurant concepts line the venerable Glenwood Avenue and create the place to see and be seen on warm evenings in Downtown Raleigh. What was once a quiet row of warehouses and art supply stores has transformed over the past five years into a thriving restaurant and retail environment.

[Learn More](#)

Capital District

The Capital District is the power center of North Carolina featuring the State Capitol, Governor's Mansion, and 3.5 million square feet of government office space. The District is also home to the NC History Museum and the NC Museum of Natural Sciences, rated as one of the top ten science museums in the nation and was ranked number one most visited attraction of North Carolina this past year.

[Learn More](#)

Warehouse District

Characterized by its red brick warehouses, the Warehouse District has transformed into an intriguing mix of restaurants, specialty shops, and antique stores, attracting entertainment seekers. The district will continue to add new colors to its attraction palette in the coming years. The Union Station project will bring a multi-modal transit center to life in this historic district, connecting commuters and tourists.

[Learn More](#)

Fayetteville Street

Known for its world-class theater venues, skyscrapers full of Class A office space, an outdoor amphitheater, Fayetteville Street bustles with business and commerce during the day and pulses with youthful energy at night. At the heart of Fayetteville Street, City Plaza is downtown's premier location thriving with outdoor events and festivals throughout the year. With a growing array of distinctive restaurants, bars, and boutiques, this cosmopolitan district has been named "Great Main Street" of downtown.

[Learn More](#)

Moore Square

Listed on the National of Historic Places, Moore Square Park offers a relaxing getaway for downtown employees. The historic City Market offers an eclectic collection of independent retail stores, unique art galleries, and creative restaurants surrounded by charming cobblestone streets. Most recently, Moore Square has attracted strong restaurant operators who are positioning the district as a dining destination.

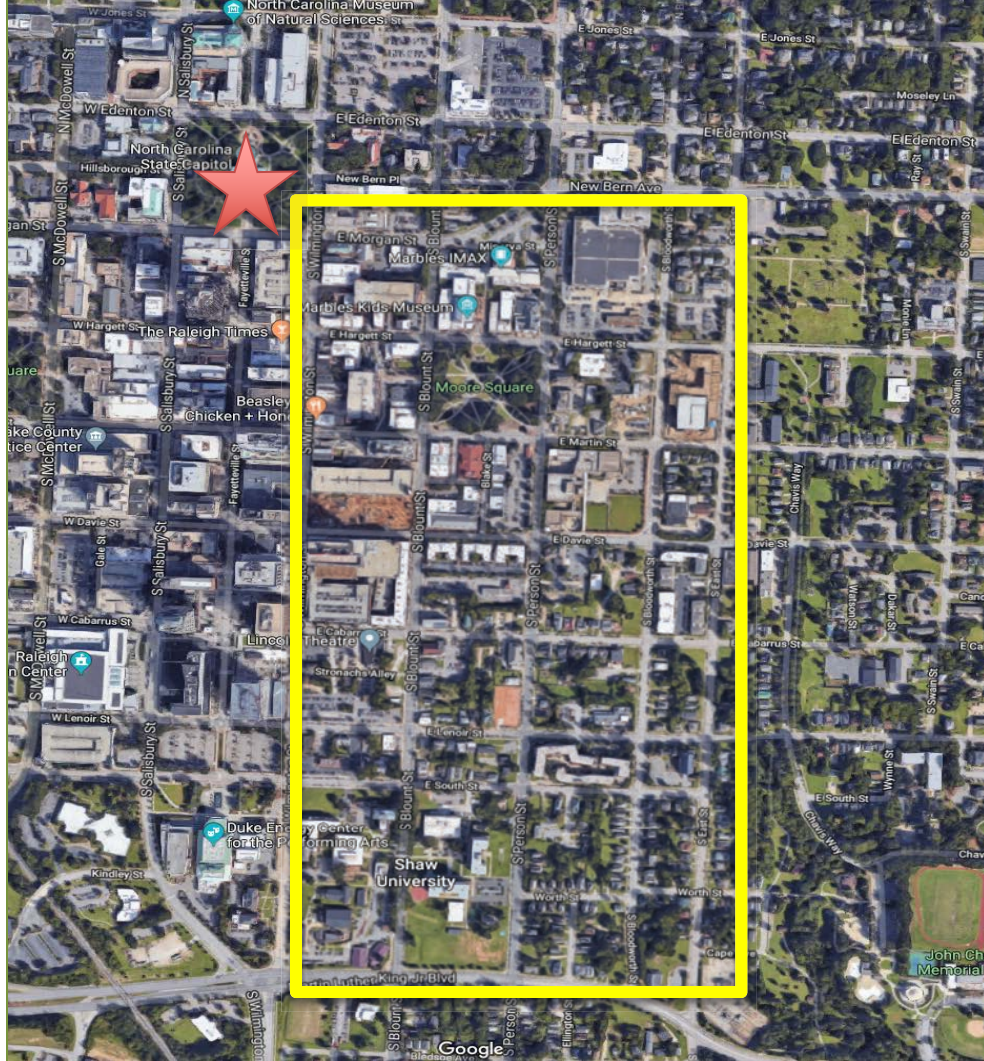
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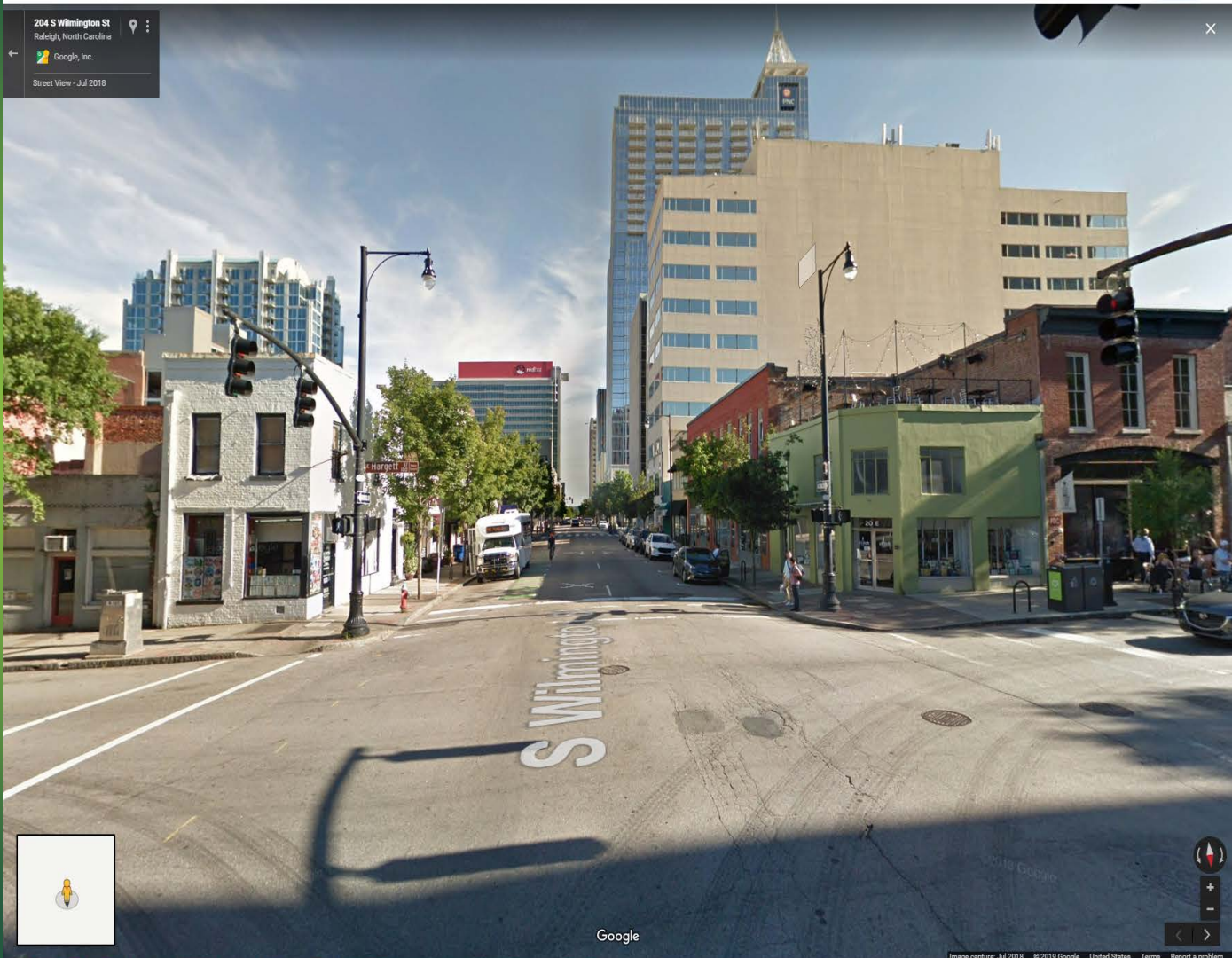
Moore Square



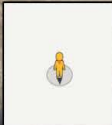
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Moore Square



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Mixed Use District:
Residential, retail,
commercial, and
office in one zoning
district

Parking: required depending on use; owner/operator may pay a fee in lieu of the required parking, which provides centralized parking in area; tied to property; credit for access to public transit

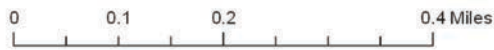
Harmony: to minimize impacts to nearby residents certain uses have set hours of operation ex: restaurants/bars/clubs: no live performance or dance floor, outdoor seat limited to 8 patrons; no more than 55 decibels

Separation: distance required between residential and non-residential uses



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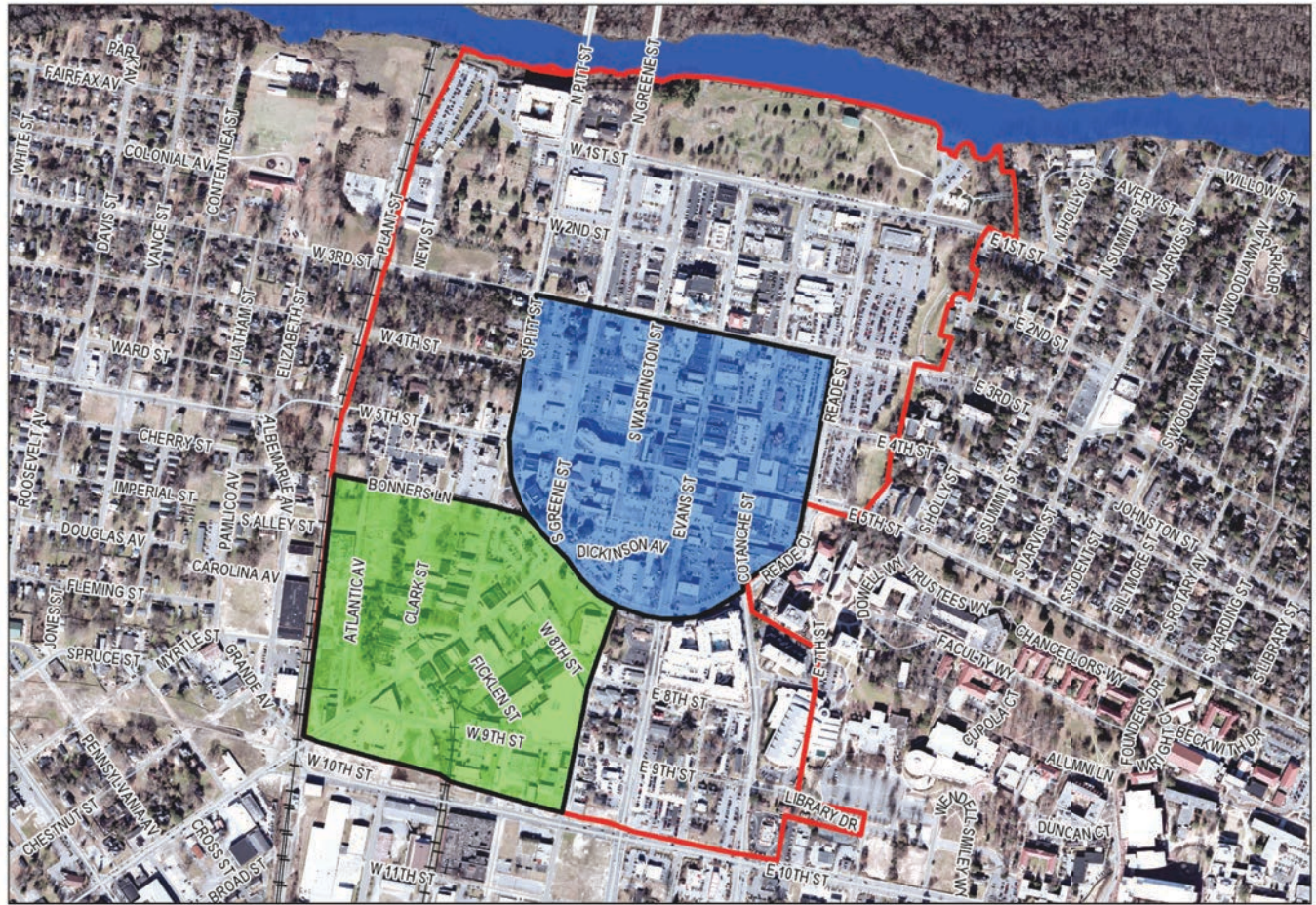
Potential Entertainment District Uptown Area



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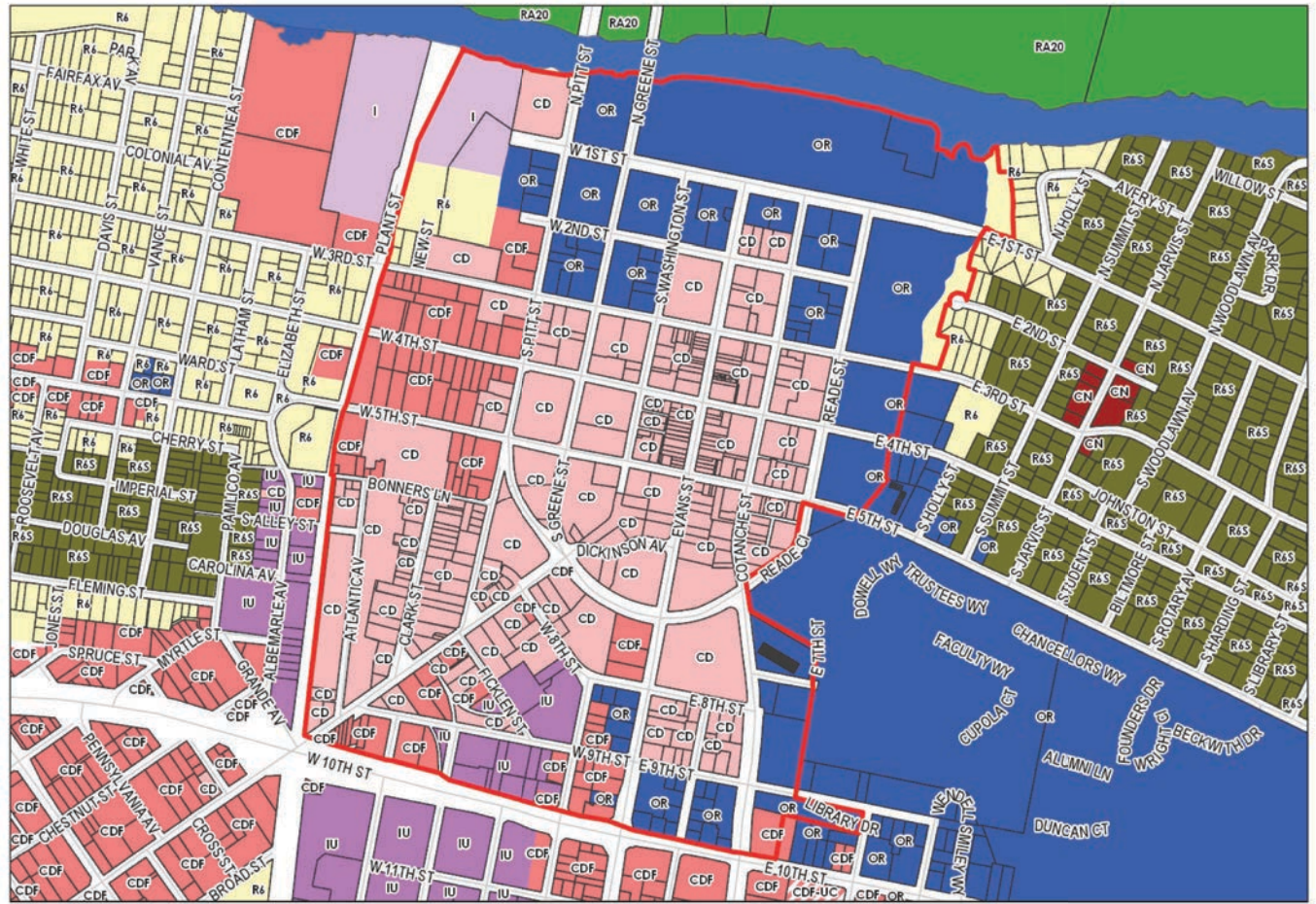
Potential Entertainment District Uptown Area



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Current Zoning

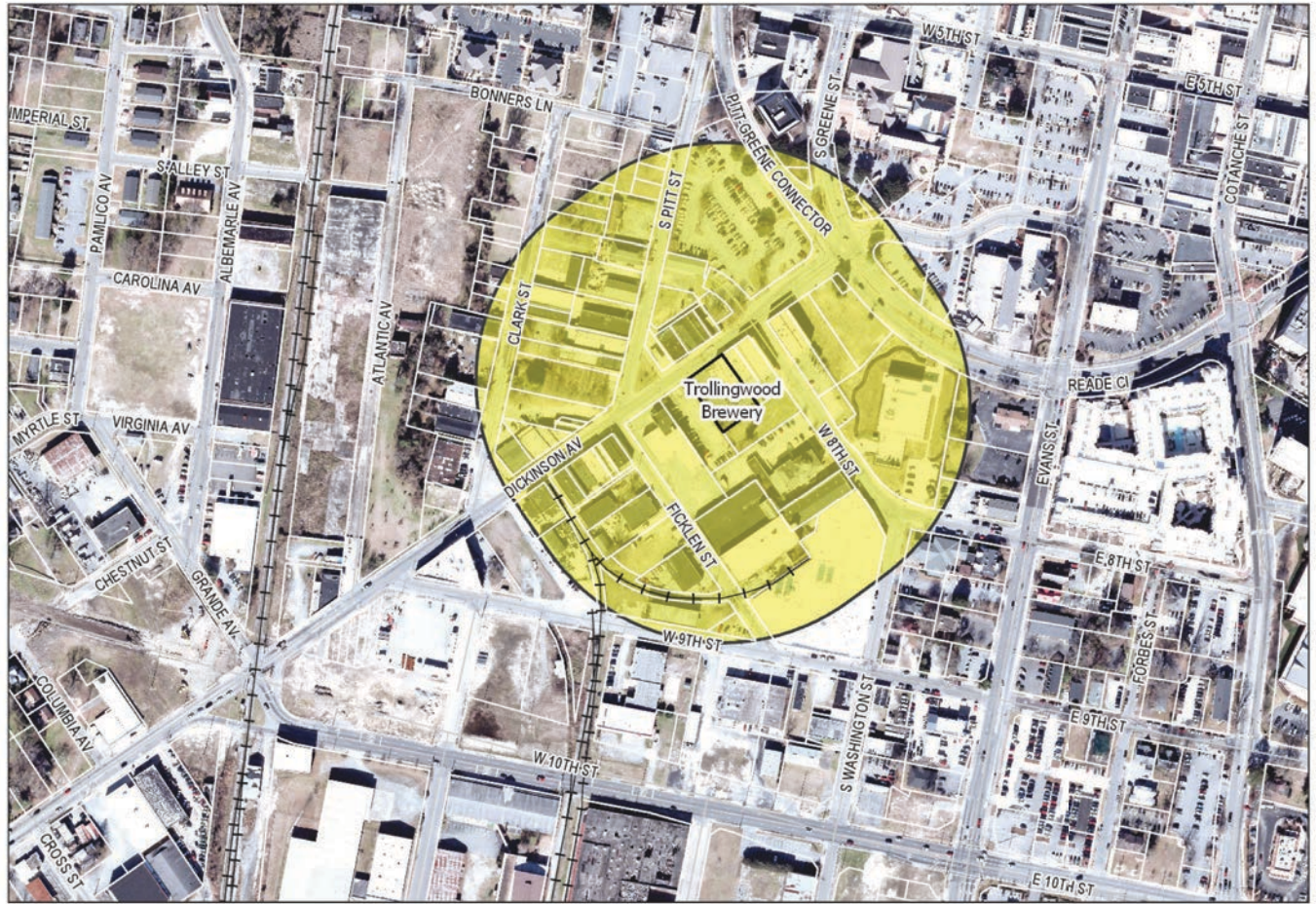


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Dickinson Avenue Current Bar/Club



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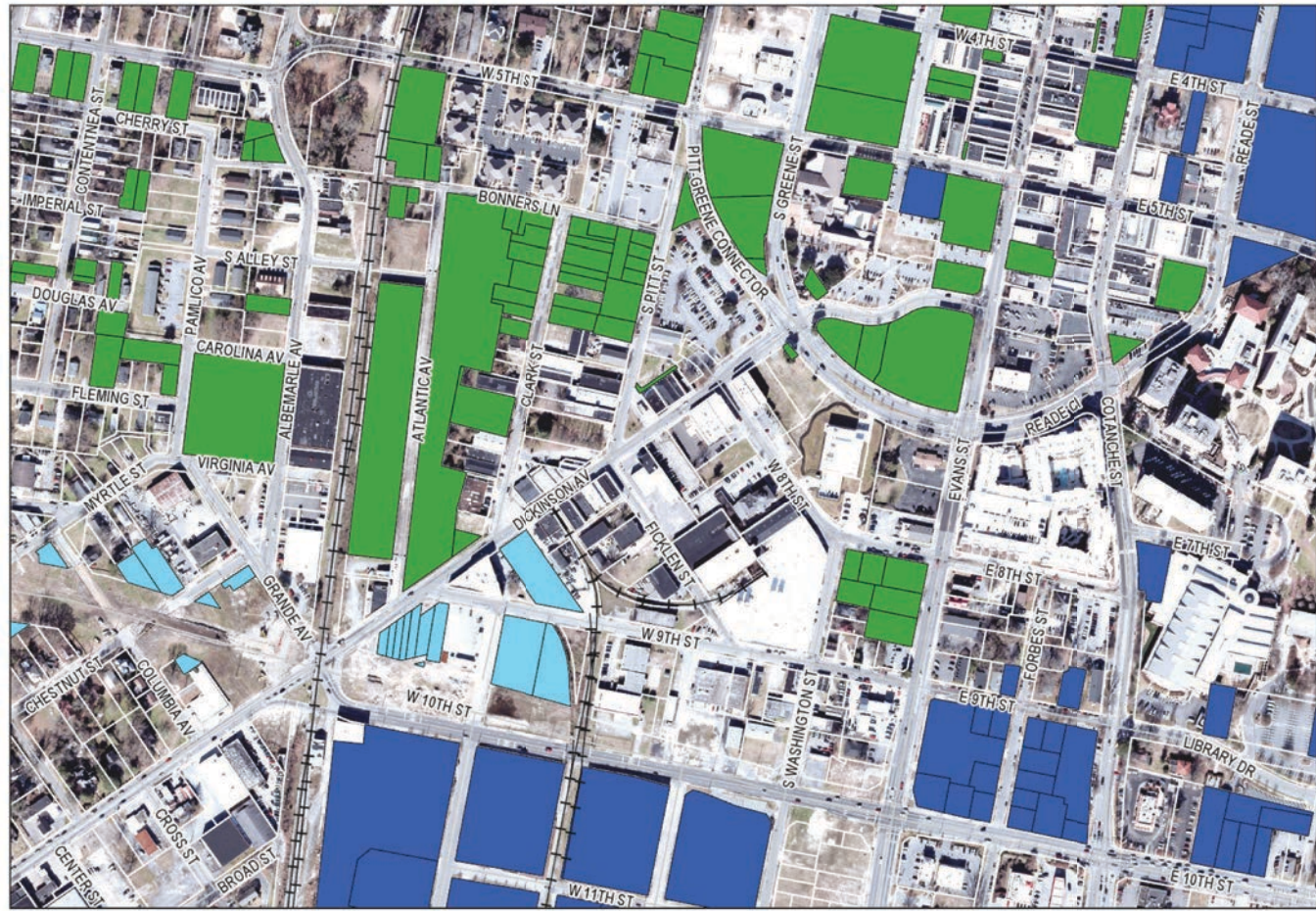


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Dickinson Avenue Current Bar/Club

Parcel Ownership

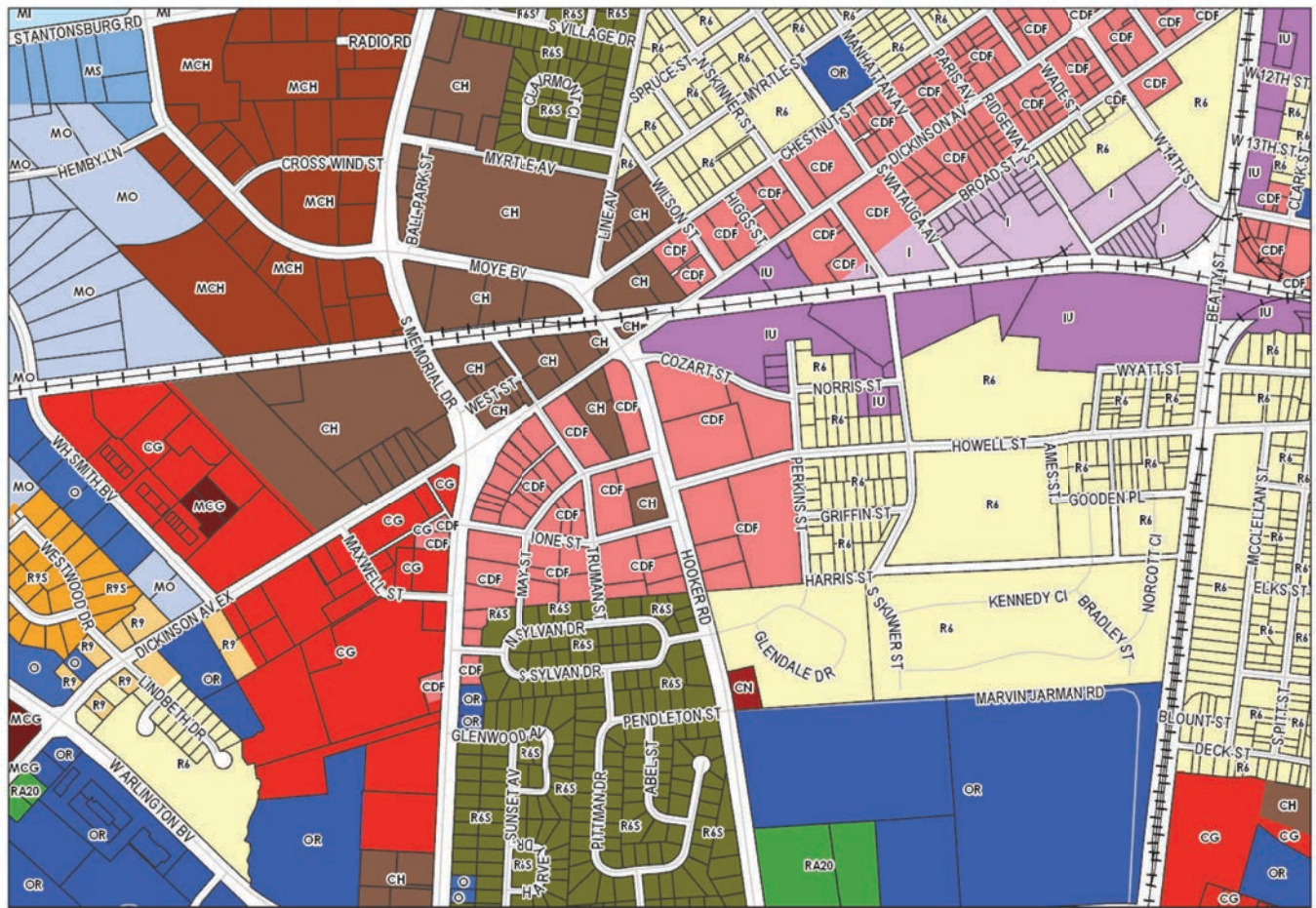
-  City of Greenville
-  State of North Carolina
-  NC Department of Transportation



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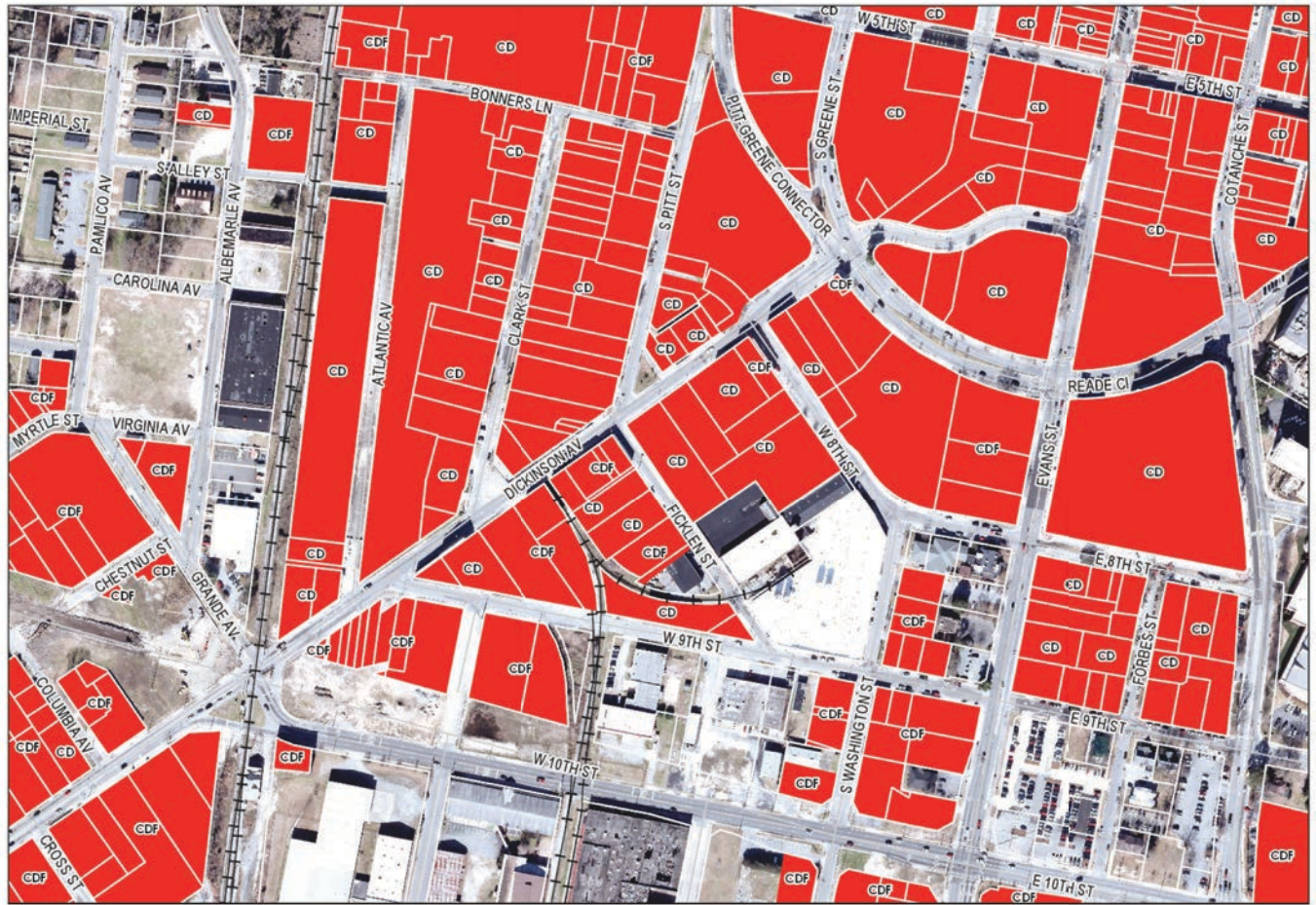
Dickinson Avenue/ Memorial Drive Current Zoning



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Dickinson Avenue Zoning for Bars/Clubs



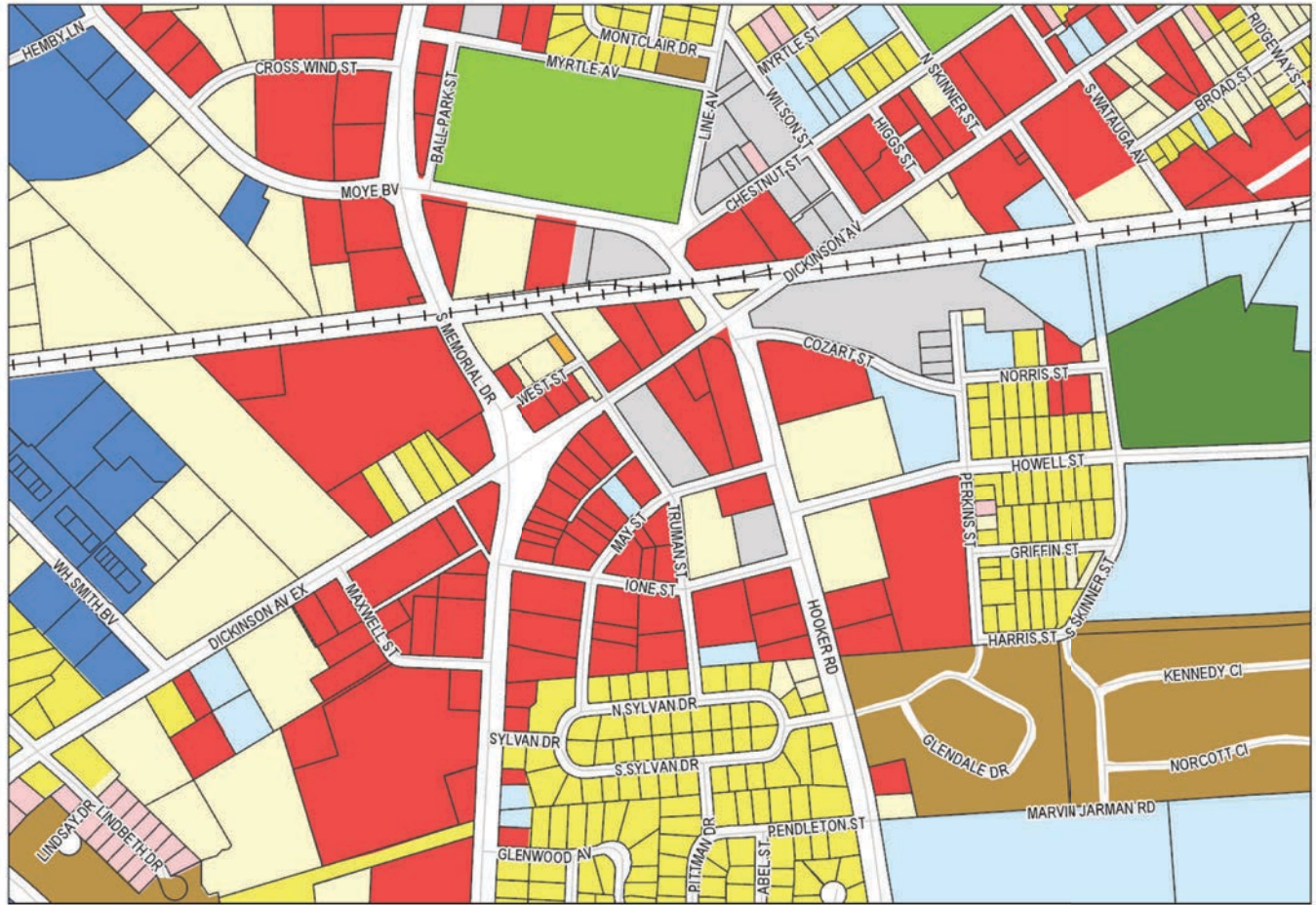
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Dickinson Avenue/ Memorial Drive Existing Land Use

Existing Land Use

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

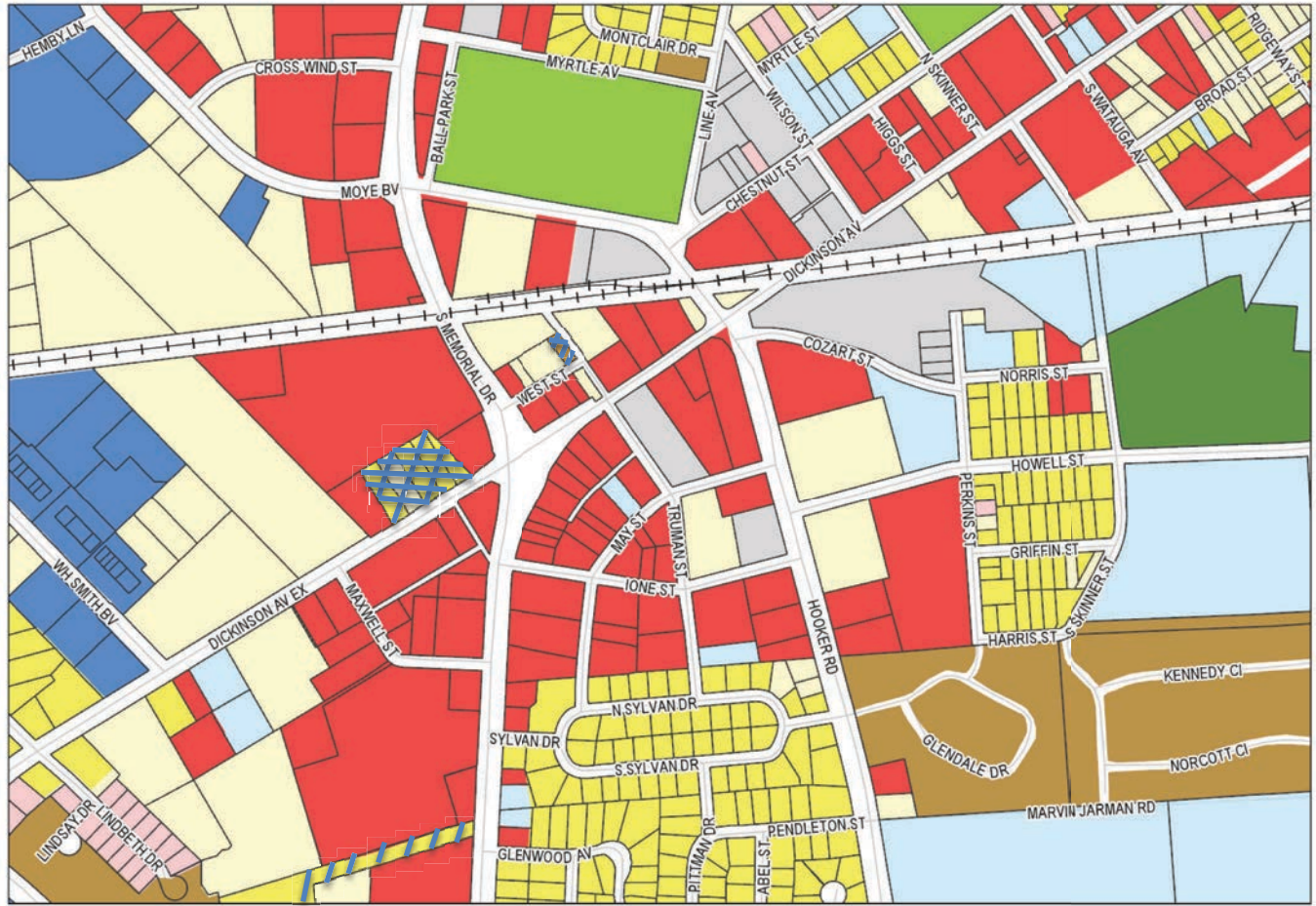


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Dickinson Avenue/ Memorial Drive Existing Land Use

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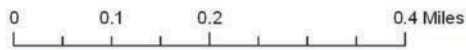
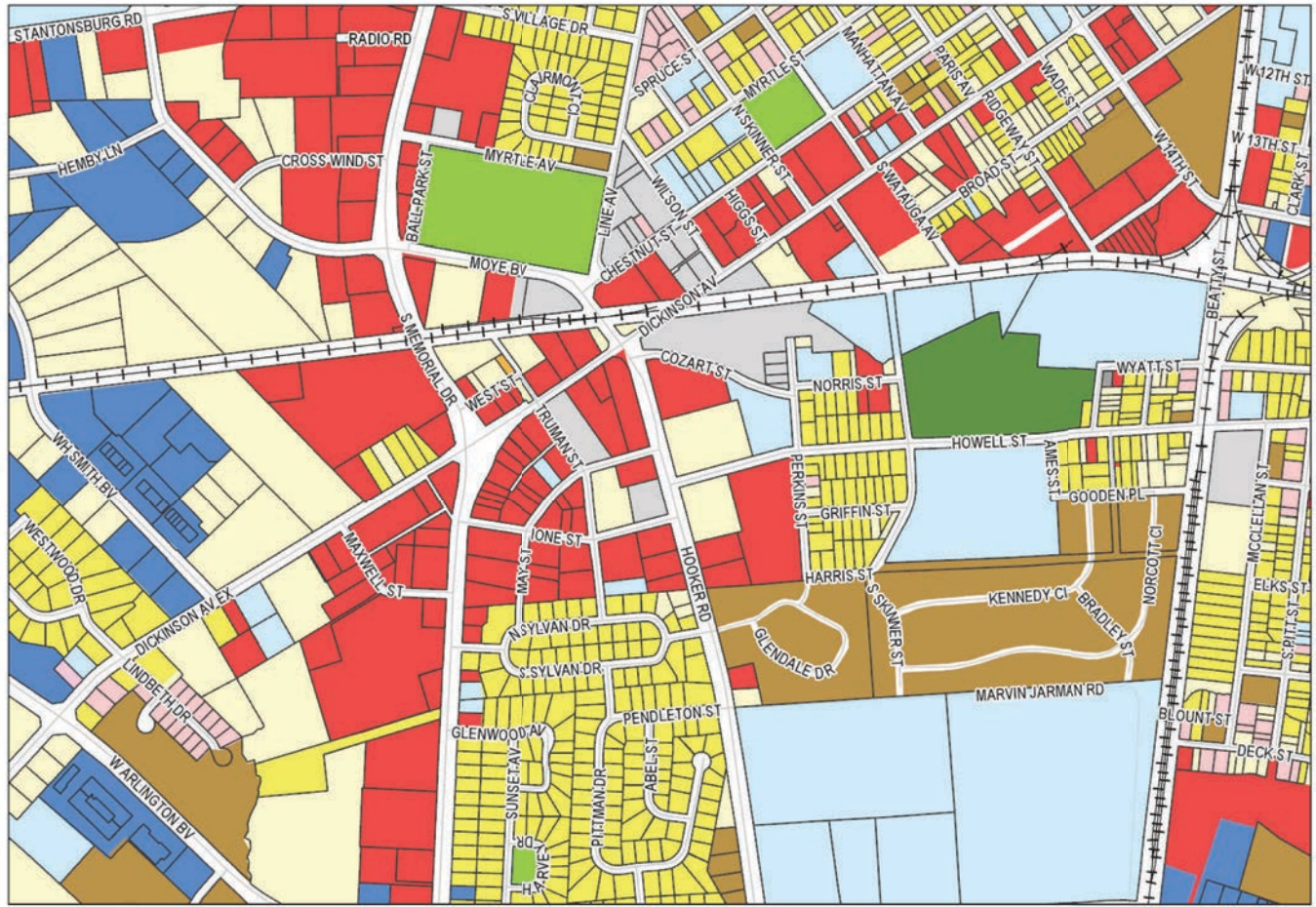
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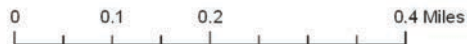
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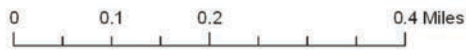
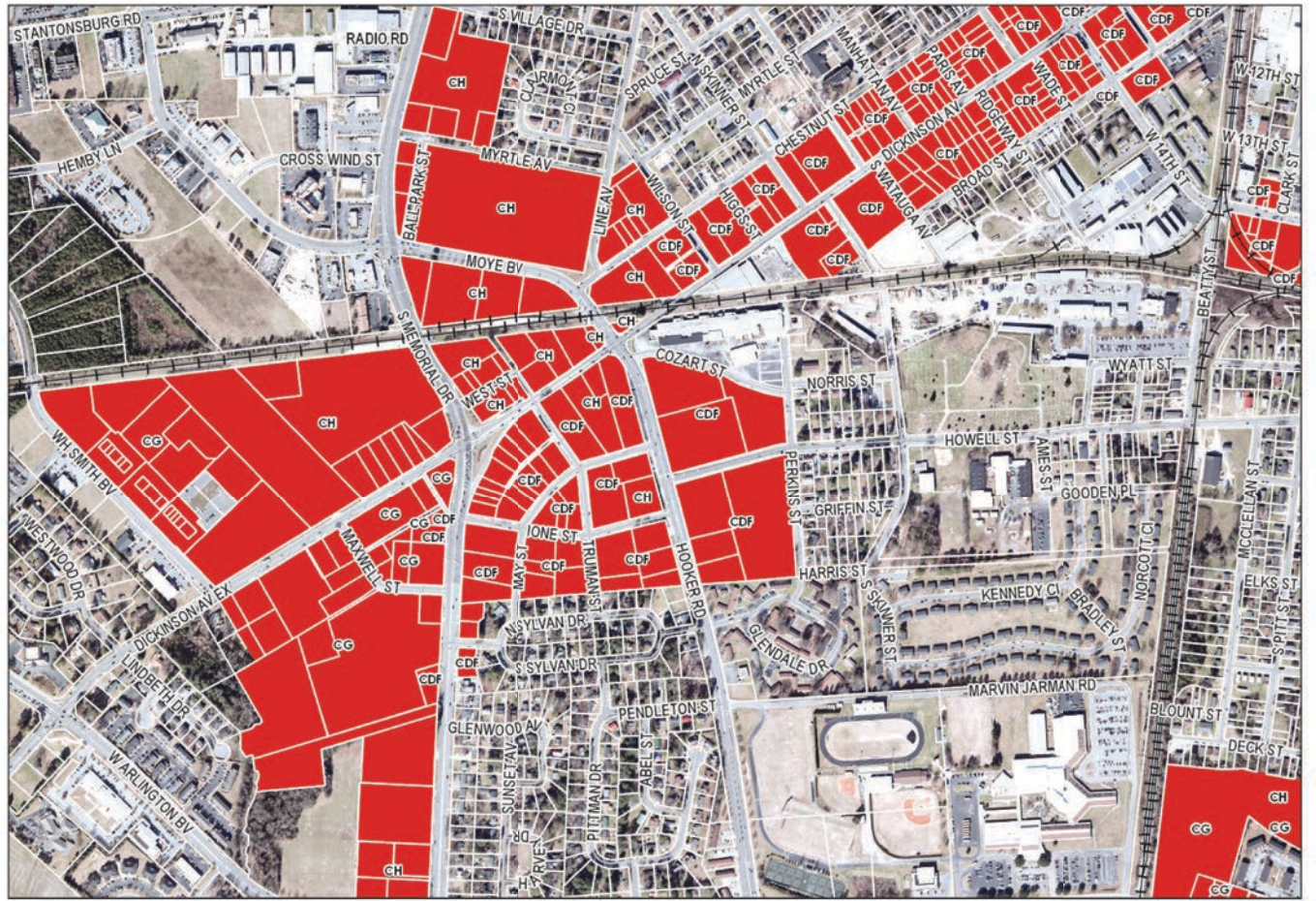
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Dickinson Avenue/
Memorial Drive
Nonconforming
single-family
dwellings





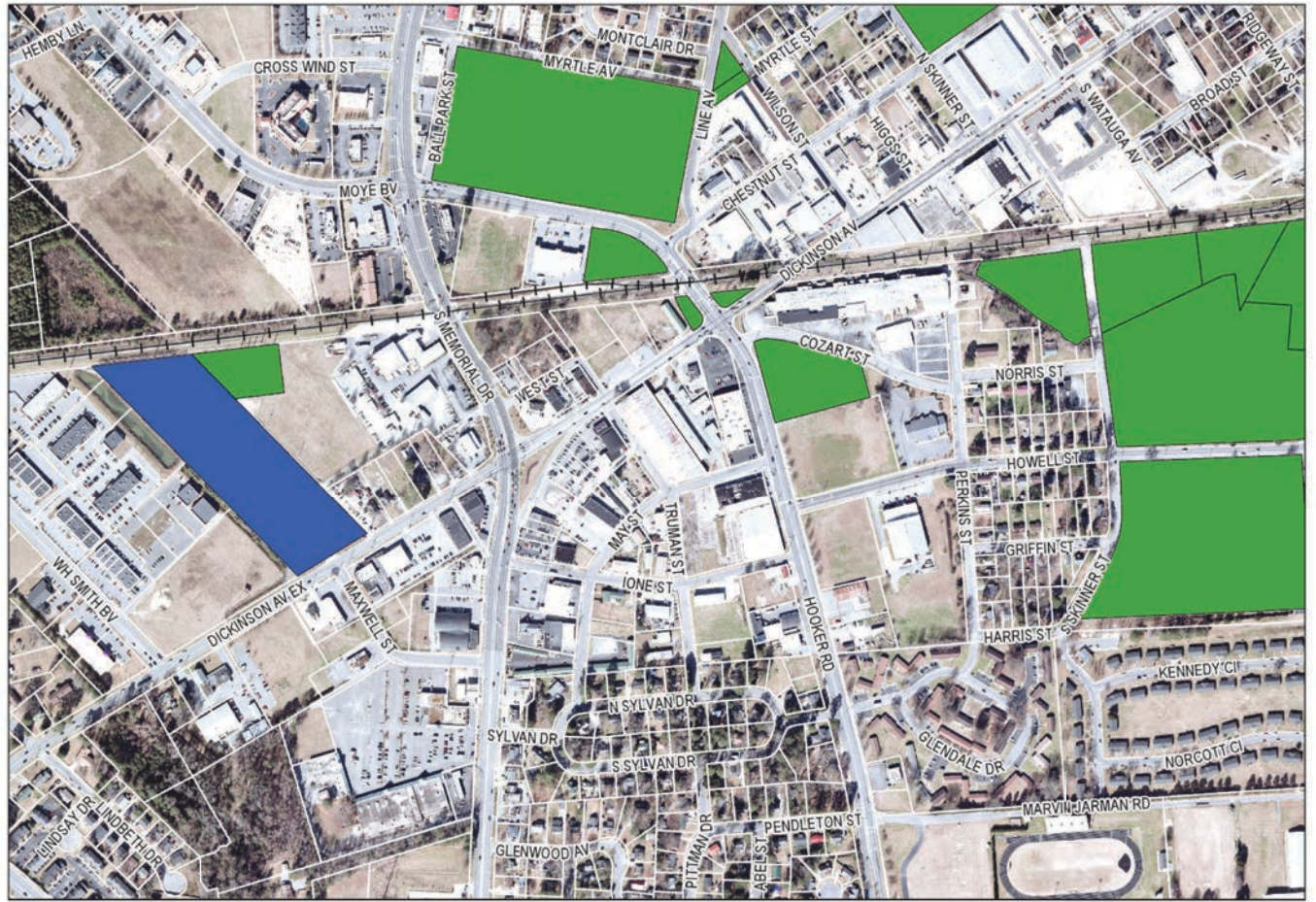
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Dickinson Avenue/ Memorial Drive

Parcel Ownership

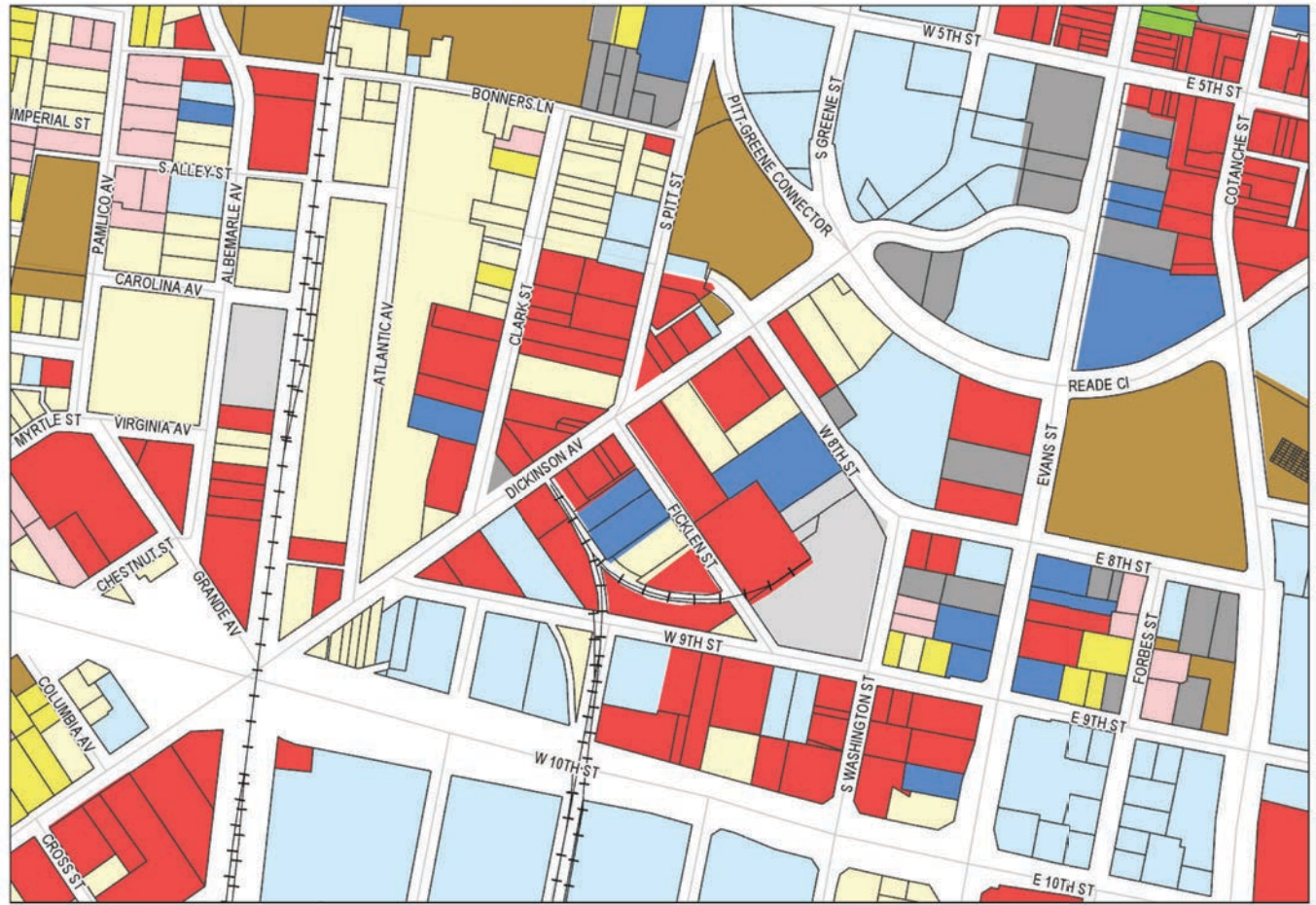
-  City of Greenville
-  State of North Carolina



Dickinson Avenue Existing Land Use

Existing Land Use

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City Council Workshop

January 7, 2019



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