

# NOTES

TO: Honorable Mayor and City Council Members  
FROM: Ann E. Wall, City Manager  
DATE: July 3, 2019  
SUBJECT: Materials for Your Information


Please find attached the following materials for your information:

1. A memo from Kevin Mulligan, Public Works Director, regarding one-way to two-way conversion of Cotanche Street starting Monday, July 8, 2019
2. 2019 Uptown Greenville Annual Report

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Attachments

## Memorandum

**To:** Ann E. Wall, City Manager  
**From:** Kevin Mulligan, PE, Director of Public Works   
**Date:** July 3, 2019  
**Subject:** One-way to Two-way Conversion of Cotanche Street between E. 5th Street and Reade Circle

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The Town Creek Culvert Project has been progressing through various stages of construction. These stages have required specific traffic control plans. To date, these staged construction plans have required:

- Isolated lane closures
- Total road closures requiring detour routes
- Short term moving operations requiring flagmen to direct traffic

In mid-July, the Town Creek Culvert construction project will require the intersection of Reade and Evans to be closed to traffic for several weeks. The closing of this intersection will sever the main north/south roadway into the Uptown district. To offset the closure of that intersection, we will be converting the traffic on Cotanche Street from a one-way to a two-way street. Additionally, the closure of the Evans Street / Reade Circle intersection will not occur until the re-opening of E. 5<sup>th</sup> Street. The specifics of the Cotanche Street traffic plan modifications are as follows:

- Location and limits: Cotanche Street from 5<sup>th</sup> Street to Reade Circle
- Traffic Change: One-way southbound to two-way northbound and southbound

A traffic plan is attached that shows the limits of this conversion. To accomplish this conversion, the following tasks will be undertaken and completed:

- Signal head adjustments at the 5<sup>th</sup> Street / Cotanche Street intersection
- Removal of any signs and/or pavement markings conflicting with the new traffic pattern at each intersection and throughout the length of Cotanche between 5<sup>th</sup> and Reade
- Installation of any signs and/or pavement markings (throughout limits of conversion) to further supplement the intent of the directional conversion
- A lane shift on Cotanche from two lanes to one lane southbound, between 4<sup>th</sup> Street and 5<sup>th</sup> Street

All of the required tasks necessary to complete the conversion of Cotanche to two-way traffic will be completed during the week of Monday, July 8<sup>th</sup>. The conversion to two-way traffic is scheduled to go live on Friday, July 12.



Pavement Markings Altered

Traffic Signal Modification

Double Yellow Centerline Installed

One-Way Sign Removed

Pavement Markings Altered

Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

# REPORT TO COUNCIL

2019

**UPTOWN Greenville** is the voice of the downtown. We exist to promote quality cultural, residential and economic development in the central business district.



# UPTOWN GREENVILLE YEAR-END REPORT

## Mayor, Council members, and CITY Manager,

We are in a transformative era for our Center City, and UPTOWN Greenville is proud to be a partner in this historic comeback. As a downtown development organization, our scope of work is broad but our focus is centered on downtown. From business attraction/retention, to marketing and cultural programming, to advocacy and improvements in the public realm, we dedicate ourselves daily to ensuring UPTOWN Greenville is a welcoming destination for all.

**GROWTH:** The district celebrates investments totaling approximately 256,000 GSF of new and adaptive reuse office/retail projects, and 615,000 GSF of new residential development. These investments represent an estimated \$660 Million of new investment for the center city.

### BUSINESS RECRUITMENT AND RETENTION HIGHLIGHTS

We said it last year but we'll say it again, the UPTOWN District has reached a tipping point. In the last few months, the organization met with developers, business owners, and property owners as a means to recruit and retain private investment. Since 2014, 700+ full and part time jobs have been created in the UPTOWN district.

### BEAUTIFICATION HIGHLIGHTS

We installed new lights in the tree beds along Evans Street, Dickinson Avenue, and Pitt Streets. We participated alongside Councilmember Bell in two UPTOWN Sanitary Sundays, and working alongside Councilmember Smiley raised over \$12,000 to install an Outdoor Chess Set. Additionally, we worked with ECU's Planning and Geography department to propose a road diet for Greene Street. The CITY executed the plan within 6-months, creating 50+ new on street parking spaces; the highest output of parking at the lowest cost in recent years.

### SPECIAL EVENTS, PROMOTIONS AND PRIVATE SUPPORT HIGHLIGHTS

In the last 12-months, we estimate that Freeboot Friday, the Umbrella Market, PirateFest, and the First Friday Artwalks collectively brought over 110,0000 people to the UPTOWN district, a 26% increase in event attendance.

### GUIDANCE FOR PUBLIC INFRASTRUCTURE PROJECTS

Drawing on the voice of our membership base, UPTOWN Greenville offered guidance to CITY officials on a range of issues including UPTOWN Parking, the Nighttime Economy, Outdoor Dining, the BUILD Grant, and more.

### LOOKING AHEAD

You can anticipate more data-driven marketing, promotional, and development expertise. Please note that this report responds directly to our contract for services, specifically section 3.0 "Work to be Performed".



Michael Glenn  
Chairman , UPTOWN Greenville  
May 2, 2019



Bianca Shoneman  
President/CEO UPTOWN Greenville

# UPTOWN GREENVILLE YEAR-END REPORT

## A. Business Recruitment and Retention Highlights

SEVENTEEN NEW BUSINESSES OPENED IN 2018

- |  |                                |
|--|--------------------------------|
| 1. Ford + Shep                         | 9. Halo Homes *                |
| 2. Stumpy's Hatchet House              | 10. The Lofts @ StillLife      |
| 3. Whirligig Stage                     | 11. Sup Dogs Rooftop           |
| 4. Michael Brandon Styling             | 12. Smashed Waffles            |
| 5. Luna Pizza Café                     | 13. Jenni K on 5 <sup>th</sup> |
| 6. Jack Browns Beer and Burger Joint * | 14. CryoFit NC *               |
| 7. Toy Explorium*                      | 15. Nog Pop-Up *               |
| 8. Pitt Pirate Robotics *              | 16. The Keynote                |
|  | 17. Art & Sole*                |

\* Received location assistance from UPTOWN Greenville

JOBS CREATED VS JOBS LOST FROM 2014 – 2018

	2014	2015	2016	2017	2018	
<b>Jobs Created</b>	162	208	262	110	142	<b>Net Gain</b>
<b>Job Loss</b>	-39	-78	-6	-13	-38	
<b>Net Gain</b>	123	130	256	97	104	

### BUSINESS RECRUITMENT AND RETENTION HIGHLIGHTS

- Promoted UPTOWN Greenville as a destination and attractive investment opportunity to a variety of groups including hoteliers, mixed-used developers, civic groups, books clubs, ECU Faculty, & more.
- Trade Shows: two national level trade shows/conferences
- Corporate and Retail Visitation: 15 site visits
- Cataloged all parcel data using OPIS and GIS
- Developed annual report, printed over 2,000 reports
- Collected and managed district data
- Met with numerous business owners and prospects to provide guidance on permitting, real estate trends, district overview, construction, parking, business incentives
- Connected prospects to available properties
- Liaised between business community and CITY Hall

# UPTOWN GREENVILLE YEAR-END REPORT

## ADAPTIVE REUSE/BUILDING IMPROVEMENTS

<b>Business</b>	<b>Type</b>	<b>Square Footage</b>
Whirligig Stage	Entertainment	3,400
StillLife	Entertainment	3,800
Ford + Shep	Restaurant	3400
Luna Pizza	Restaurant	1781
Emerge	Arts	
Sups Dogs	Restaurant	1,300
Farmers and Markers Market	Retail	15,000
Stop Shop	Retail	
Stumpy's Hatchets	Experience	4,600
DAP House	Restaurant	
Rivers and Associates	Professional services	
Greenville Museum of Art	Nonprofit	
MHA Works	Professional services	
Khoury Residence	Residential	2,000
Convention and Visitors Bureau	Professional services	
Pitt Street Brewery	Brewery	500
East Carolina Massage	Professional services	
<b>TOTAL SQUARE FOOTAGE IMPROVED</b>		<b>35,781</b>

# UPTOWN GREENVILLE YEAR-END REPORT

## B. Beautification Highlights

CONTRACTED SERVICE	APPROACH
<p>A. Annual Holiday Storefront Decorating Competition</p>	<p>UPTOWN Greenville awards winners of the annual Holiday Window display competition with gift cards to their favorite UPTOWN business. Three winners included in the popular vote Storefront Holiday Contest: Sup Dogs, Jenni K, and The Sojourner</p>
<p>B. Manage Banner System</p>	<p>UPTOWN expanded the banner system to include UPTOWN Banners along Cotanche Street and 5<sup>th</sup> Street. To celebrate town and gown efforts, UPTOWN purchased and installed Green and Purple Flags along Greene and Pitt Street bridges.</p>
<p>C. Provide physical enhancements to the district, which may include sidewalk cleaning, trash removal, planter bed maintenance, and decorative or holiday lighting and clean up days</p>	<p>UPTOWN Greenville pressured washed Merchants Alley in April, 2019. UPTOWN Greenville, working alongside Council Member Will Bell, co-organized two clean up days for ECU Students. The efforts netted over 250 volunteers to pick up trash, damp wipe trashcans and remove vertical litter. 16 New tree lights were installed along Evans Street, Pitt Street, and Dickinson Avenue. These lights enhance the streetscape.</p>





# UPTOWN GREENVILLE YEAR-END REPORT

## C. SPECIAL EVENTS, PROMOTIONS & PRIVATE SUPPORT

CONTRACTED SERVICE	APPROACH
<p>A. Credit the CITY as a major sponsor of PirateFest, Freeboot Friday, and the UPTOWN Umbrella Market</p>	<p>The CITY is noted as a major sponsor of all of UPTOWN Greenville's events.</p> <p>* UPTOWN Greenville leveraged over \$100,000 in media trades for our events. So for every dollar invested by the City, it is returned in marketing value on a minimum of a 1:1 ratio.</p>
<p>B. Serve as an organizer or sponsor for PirateFest, First Friday Artwalks, the UPTOWN Umbrella Market, and Freeboot Fridays.</p>	
<p>C. In an effort to provide a wide range of programming for Five Points Plaza, UPTOWN shall provide information, technical assistance, and other guidance as necessary to outside organizations interested in sponsoring or holding events within the district.</p>	<p>In the last six months, UPTOWN Greenville met with five groups interested in hosting events. UPTOWN also served on event planning committee ECU Grad Bash and ECU Homecoming.</p>
<p>D. Coordinate the review process for organizations applying to hold special events at Five Points Plaza or in the UPTOWN District.</p>	<p>Two outside organizations applied to host events at Five Points. We guided them and their events through the application/event process.</p>
<p>E. Work with the CITY in the promotion of other UPTOWN events .</p>	<p>The Public Information Office and UPTOWN Greenville often collaborate to communicate events in the district.</p>
<div data-bbox="268 1368 710 1736" data-label="Image"> </div>	<p>UPTOWN Greenville, The Pitt County Arts Council, and the Convention and Visitor's Bureau manage a community-wide events calendar that is promoted by each organization.</p> <p>We manage communication across a variety of platforms including Constant Contact, Social Media, Websites, radio, Television, and in print form.</p>
<p>F. Host a "How to Event" information</p>	<p>Not complete. CITY rewrote Events Policy.</p>

# UPTOWN GREENVILLE YEAR-END REPORT

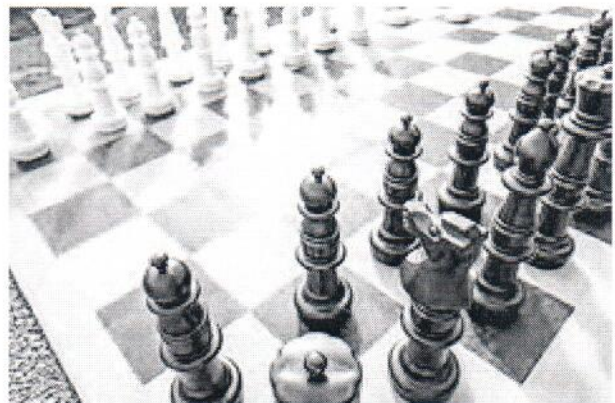
## D. ASSIST WITH PUBLIC INPUT FOR PUBLIC INFRASTRUCTURE PROJECTS

CONTRACTED SERVICE	APPROACH
1. Upon request from the city, UPTOWN shall help build consensus for public infrastructure or other identified projects in the form of public input gathering, surveying, and communications of plans.	- UPTOWN Greenville was not asked to build consensus for public infrastructure projects, but did assist with communication for a variety of municipal information sessions including parking, safety, and outdoor dining meetings.
2. Upon request from the CITY, UPTOWN shall coordinate and conduct Public Input Forums regarding future redevelopment plans.	- While we were not asked to serve in this capacity, we often serve as a connector between prospects and CITY officials to assist with redevelopment.
3. Upon request from the City, UPTOWN will assist with communicating road closures and organizing community meetings to keep the UPTOWN community informed of road closures.	- UPTOWN maintains a list of merchants and property owners. Each time the posts a public meeting affecting the district, UPTOWN shares the information with the appropriate group. Additionally, our website maintains a list of active road closures.

## E. FUNDRAISING FOR UPTOWN INFRASTRUCTURE IMPROVEMENTS

1. UPTOWN, working in conjunction with the CITY, shall assist with fundraising efforts to fund facilities determined to be needed.

APPROACH: UPTOWN Greenville, with the help of Councilmember Rick Smiley, The Sheppard Memorial Library Board, and the Friends of the Library raised \$12,000 to construct a life-sized chessboard along Evans Street at the library.



# UPTOWN GREENVILLE YEAR-END REPORT

## F. ASSIST WITH ECONOMIC DEVELOPMENT

1. UPTOWN, working in conjunction with the CITY, shall assist with economic development efforts.
2. Continue to strengthen the connection that residents, employees, and visitors have to the district and increase the district's reputation as an attractive location for businesses and employees via year round programming.

CONTRACTED SERVICES	APPROACH
<p>a. Use demographic data and market research to identify opportunities for new entrepreneurs and seek to attract new investment in UPTOWN. To create and maintain downtown's mixed-use character, help recruit retail, restaurant, hospitality, residential, mixed-use and office prospects</p>	<ul style="list-style-type: none"> <li>- Contracted Retail Strategies to identify opportunities and leakages in the commercial retail marketplace. Data is available for public consumption;</li> <li>- Using MLS data, analyzed per acre value of real estate transactions;</li> <li>- Often meet with prospects to discuss value of downtown.</li> </ul>
<p>b. Maintain information about real estate available for lease or sale, economic incentive programs including tax credits, special zoning and land use codes, parking data and development trends.</p>	<ul style="list-style-type: none"> <li>- Available property database is online</li> <li>- Incentives are accessible to prospects</li> <li>- Developers and real estate agent often engage with UPTOWN Greenville to list their properties and promote their availabilities.</li> <li>- Staff is highly qualified to market the district to potential prospects and often does so.</li> </ul>
<p>c. Use a wide range of communication for promotion through news media contacts, press releases, a newsletter, website, social media and other means.</p>	<ul style="list-style-type: none"> <li>- UPTOWN has a strong media presence (10K+, Facebook, 10K+ Instagram, 8K Enews, and 5K Twitter.</li> <li>- UPTOWN creates buzz by announcing openings, relocations, or special events.</li> </ul>
<p>d. Will help retailers and other downtown businesses with assistance with regulatory and financing issues, parking and public safety, events and promotion.</p>	<ul style="list-style-type: none"> <li>- Often serve as a connector between prospects and City/County officials to assist with incentives (ex: Art and Sole).</li> <li>- Often field questions about parking, public safety, events, etc.</li> </ul>
<p>e. Through its knowledge of UPTOWN real estate, development trends and ownership patterns will confidentially help prospective investors identify optimum locations for shops, office, residences, or hotels for acquisition, location or development.</p>	<ul style="list-style-type: none"> <li>- Provided location assistance to eight businesses.</li> </ul>

# UPTOWN GREENVILLE YEAR-END REPORT

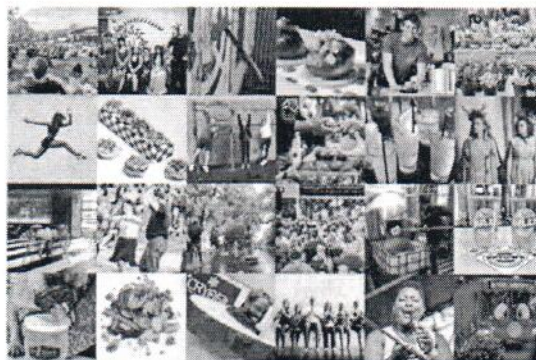
## G. TARGETED VISITOR MARKETING AND COMMUNICATIONS

1. Fund targeted marketing, communications, and promotional efforts that benefit area retailers, restaurants, and hotels.
2. Advertise, promote and showcase downtown events, places and people.
3. Advertisement campaigns for holiday season, restaurant week, retail and others, as needed.

APPROACH: UPTOWN Greenville leveraged over \$100,000 in media trades across various platforms including radio, TV, and print to paint the district as an attractive place to live, work, eat, shop and invest. For every dollar the CITY of Greenville invested in UPTOWN Greenville it was matched dollar for dollar in marketing. In FY 2018/2019 we invested \$30,000 in marketing efforts to promote the district. Campaigns included print and digital billboards along major corridors into the CITY and along the main boulevards within the CITY limits. Print campaigns for Eat Up guides, and annual reports, LOVE GVL stickers, and more.



	In-kind Trade	Cash Investment	Total
District wide Marketing	\$25,000	\$30,000	\$55,000
Freeboot Friday	\$35,000	\$5,000	\$40,000
PirateFest	\$70,000	\$14,800	\$84,000
<b>Total Invested in Marketing for FY 18/19</b>			<b>\$179,000</b>



**#weareuptown**