

City Council Workshop

August 8, 2019



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Item 1

Presentation on the Creation of an
Entertainment District in the
Uptown Area



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UPTOWN SAFETY TASKFORCE RECOMENDATIONS



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Downtown Overlay Districts – Entertainment District, Municipal Services District, and others.



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To Start:
Some
Economic
Conditions
Downtown

A Brief Overview of Existing Conditions Downtown



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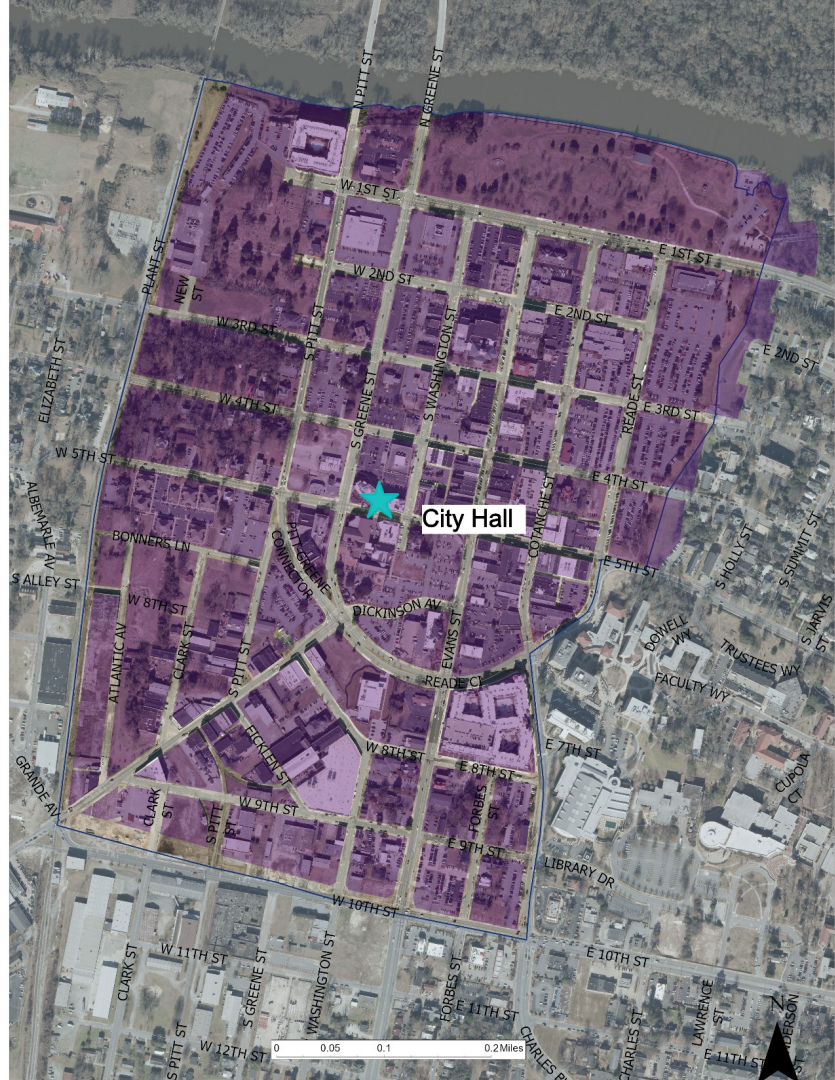
Downtown District

- 178 Total Acres

North Boundary: Tar River
 West Boundary: CSX Tracks
 East Boundary: Charles Blvd and Town Creek
 South Boundary: W 10th St.

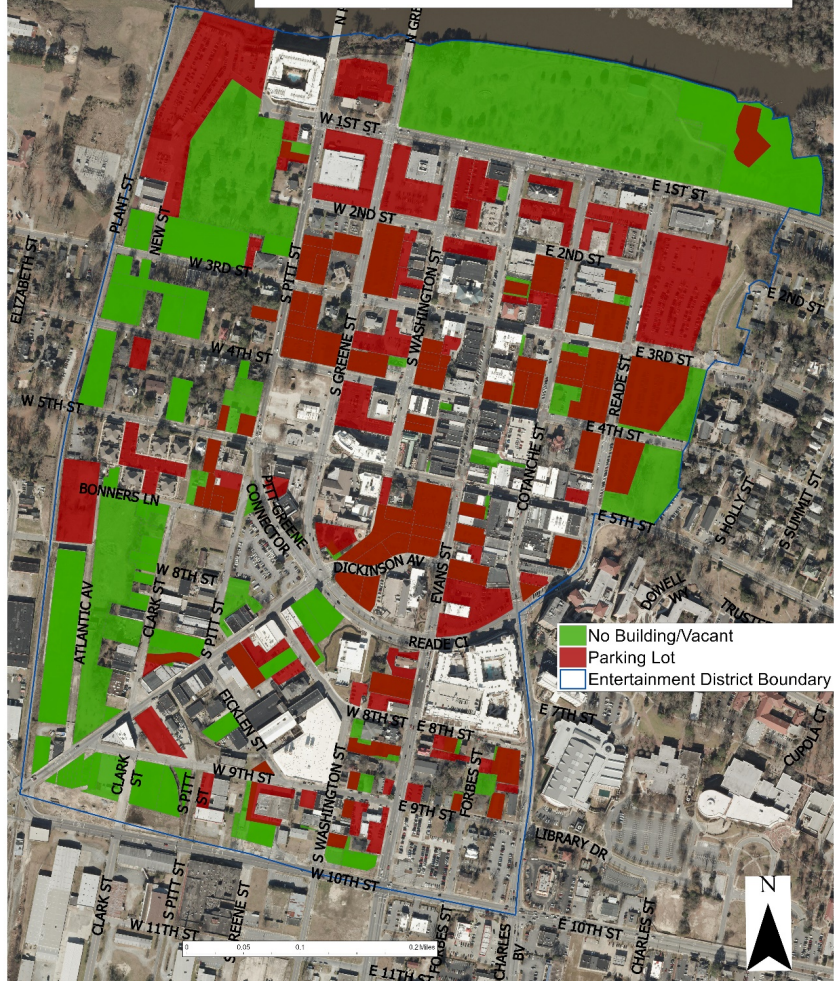


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Underutilized Land

Downtown Districts Underutilized Land
Parking and Vacant Parcels



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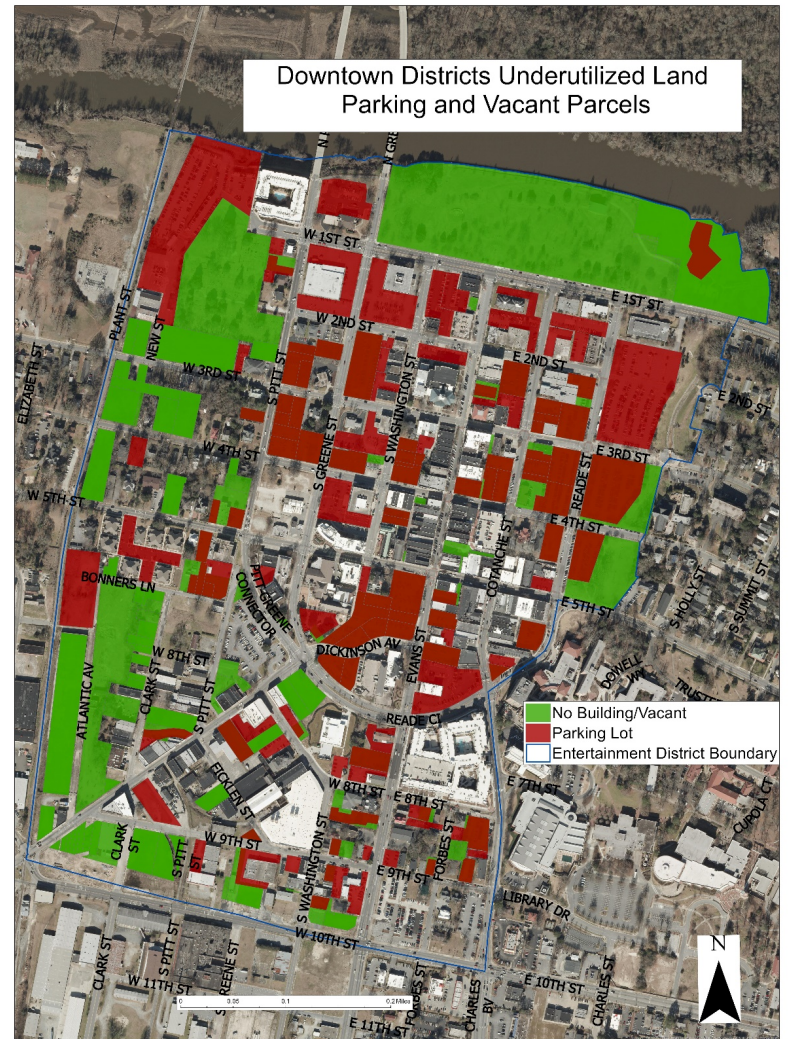
Underutilized Land

- 85.72 acres
- 48.13% of total acres

• **\$18,525,343.00**
current tax value

The average price, per acre of improved, taxed property is \$1,891,178.52 so then these have a gross potential tax value of \$162,111,822.

Assuming only half would ever be improved, that's still **\$81 M** in potential revenue.



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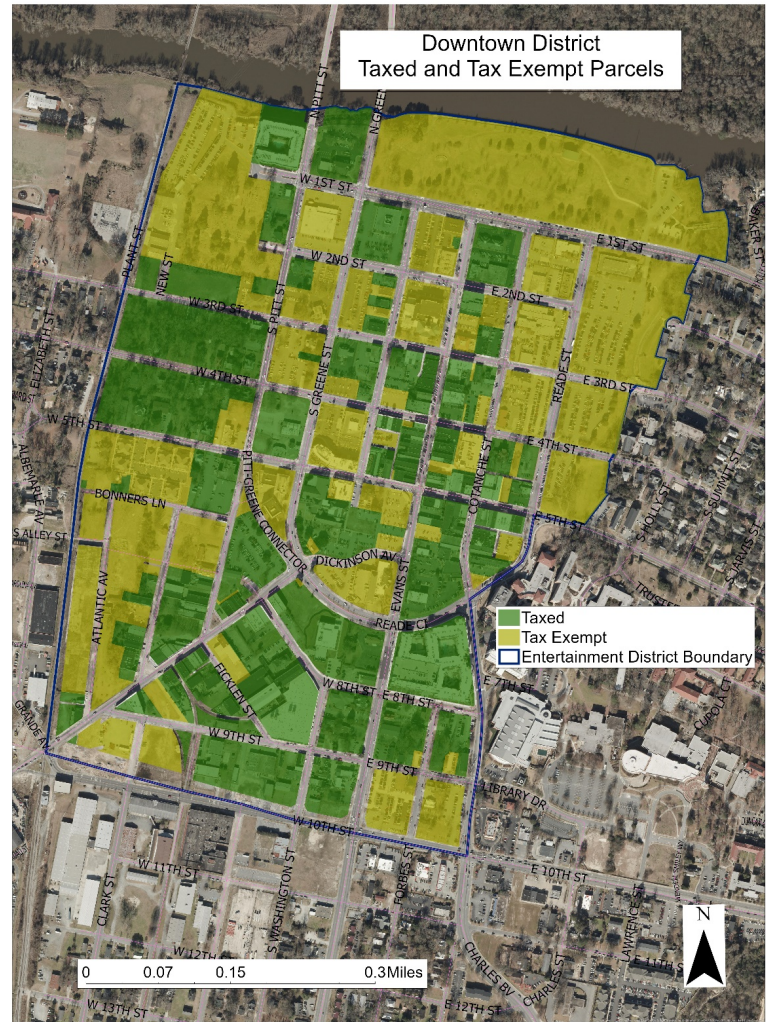
Taxed & Tax Exempt

Taxed:

- 81.12 acres
- 45.55% of total acres
- \$153,204,372 tax value

Taxed Exempt:

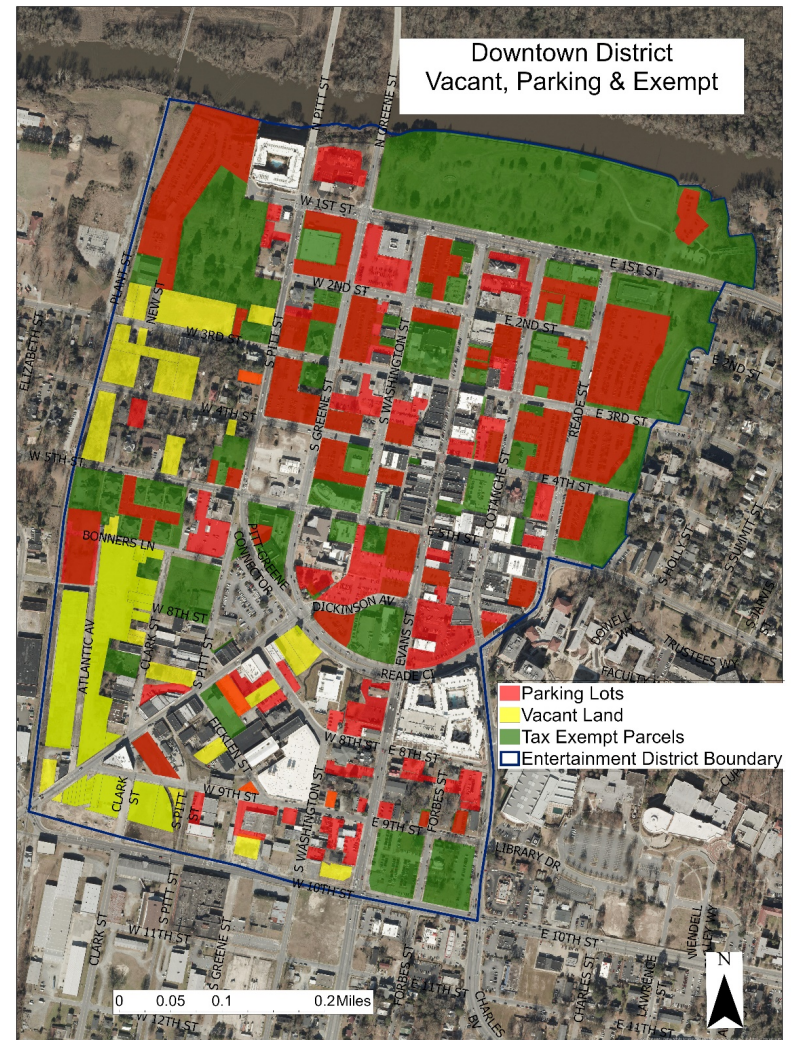
- 96.98 acres
 - 54.45% of total acres
 - **\$183,397,265.**
- gross potential tax value



Parking, Tax Exempt, and Vacant

- 124.64 acres
- 69.98% of total acres
- \$5,648,305.00 tax value (parking & vacant only)
- **\$1,090,431,105.**
(Gross Potential Tax Value if valued and taxed at a similar rate).

All surface parking lots, City of Greenville, Pitt County, ECU,



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Premise:

Despite recent gains, downtown remains largely underdeveloped, additional development would ameliorate the problem.

Therefore: To attract appropriate reinvestment as part of the solution for our current downtown issues:

We are proposing to research, and potentially use overlay districts, rezoning tools, and incentives.



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Downtown Rezoning; Entertainment / Hospitality Districts; Blighted Target Area Designation; and Municipal Service Districts

- If we decide we want to regulate and provide incentives:
 - Closing times
 - Meeting Building codes (i.e. minimum bathrooms)
 - Maximum Occupancy
 - Alcohol Pricing
 - Ladies Night restrictions
 - 3rd Party Lease out Restrictions
 - Yearly Inspections
 - Security Plans
 - Sound Ordinance
 - Lights & Signs

...we would need to use a combination of the districts above

Downtown Overlays will have...

- Design Guidelines
 - Pattern book, streetscape design, lighting, signage, etc..
- Incentives such as
 - Potential Financial Incentives
 - Potential zoning bonus
 - Ex. allowing ‘new clubs’ within the 500ft buffer
 - others

...an entertainment overlay district would work as follows



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A. Entertainment District

Via Conditional Uses, Special Use Permits with minimum standards, Incentive based Development Agreements

- Closing times
- Meeting Building codes (i.e. minimum bathrooms)
- Maximum Occupancy
- Alcohol Pricing
- Ladies' Night restrictions
- No lease out to third Parties
- Yearly Inspections
- Security Plans
- Sound Ordinance
- Lights & Signs



B. Municipal Service District “MSD”

- Downtown Revitalization District- *improvements, services, functions, promotions, and developmental activities* to further all aspects of the well being of downtown.
 - Examples: Producing Design Guidelines; Creating the Entertainment/Hospitality District; Improvements to water mains and sidewalks; Construction of public restrooms and visitor centers; Sponsoring festivals and markets, etc.
- **City lead** initiative:
 - with a taxing element,
 - Nominal tax
 - No negative impact on our Business Community



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We Need Specific and detailed Information

In order to put together the appropriate regulation tool box and potential incentives program to attract appropriate reinvestment, we need information. Ex.:

- Employees, jobs, Population
- Number of Residential units:
 - Market rate vs. Student
 - Vacancy rates for each
- Identify property for potential redevelopment
 - Specific opportunities for each

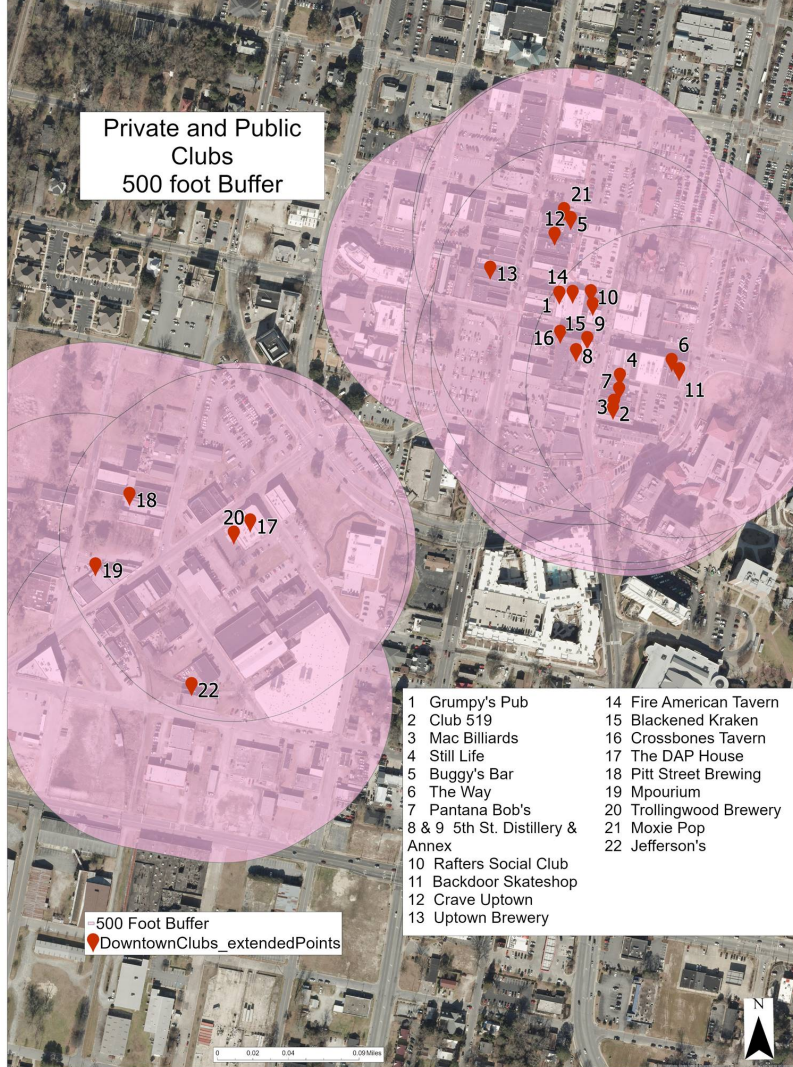


Next Steps

- We are partnering with the MPO and Uptown Inc. We have a draft RFQ for a downtown Masterplan that would answer these questions and more, recommend the most appropriate action and enable us to come back to you with specific legislative proposals.



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In 2018, the 21 clubs (22 parcels) shown here paid a combined **total of \$74,466.85** in taxes for the entire year.

\$42,256.65 was

Item 2

Presentation on Proposed
Amendment of the Obstruction of
Sidewalks Ordinance



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Major Changes

- ❖ Penalty changes from Civil Citation to a Class 3 Misdemeanor
- ❖ Associated fine increases from \$50 to \$100



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Now Reads:

(B) Prohibited Acts. It shall be unlawful for any person to obstruct any sidewalk.

Obstruct/obstruction is defined as: Blocking, narrowing or otherwise impeding or in any manner contributing to the blocking, narrowing or impeding of the safe flow of pedestrian travel.



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Proposed Language:

(A) Whenever the free passage of any street, or sidewalk, alley, or public walkway in the City shall be obstructed by a person or persons, so that another person's passage is thereby blocked, the person or persons obstructing said passage shall disperse or move on to allow the other person to pass when directed to do so by a police officer. It shall be unlawful for any person to refuse to so disperse or move on when directed by a police officer as herein provided.



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Next Steps:

- ✓ City Council Approval
 - ❖ Draft formal changes to Loitering Ordinance to be considered by City Council at a future meeting



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Item 3

Presentation on Proposed Sidewalk Encroachments in the Uptown Area



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Sidewalk Encroachment Easements



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Sidewalk Encroachments

Purpose: to allow business owners and property owners to upgrade/improve the exterior appearance on city-owned property (sidewalks, r/w, alleys)

- Private use of public spaces
- Promotes an inviting and attractive downtown
- Allow for establishments to control queues and litter at entrances



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Sidewalk Encroachments

Considerations:

7-foot minimum for consideration of sidewalk encroachment

Consideration on a case-by-case basis

Lack of uniformity of sidewalk widths (even on same block)

4-foot minimum pedestrian clearance (ADA) at all times

\$1M liability policy

Allow street furniture, planters, exterior lights on city sidewalks/alleys

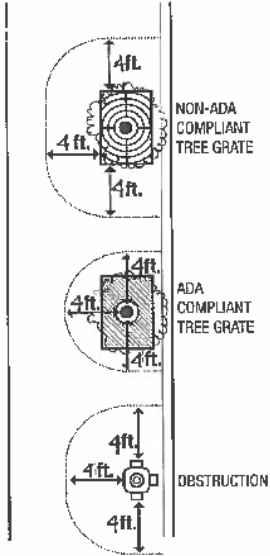
Management of queues and litter at entrances at bars/clubs



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Current Standards for Outdoor Dining

MINOR ENCROACHMENTS



Clear space requirements around tree grates and other obstructions.



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Challenges and Opportunities



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11 ft

12 ft



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6 ft

8 ft



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Asheville, NC



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Raleigh, NC



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Item 4

Presentation on Proposed Parking
Changes in the Uptown District



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City of Greenville Uptown Parking Management Recommendations

Agenda

- **Parking Study Overview**
- **Existing Parking Summary**

Project Overview



Uptown Parking



Uptown Parking Management Plan Objective

**Maximize the effectiveness of the
public parking and publicly
accessible parking in Uptown
Greenville**

Key Parking Management Concepts

- **Parking is part of what makes a district attractive for investment/business.**
- **Inappropriate parking approaches invisibly thwart investment, business creation, comfort, retail sales, etc.**

Key Parking Management Concepts

- **Appropriate parking management can increase the number of customers served per parking space.**
- **Using Existing Parking More Efficiently**
- **Increase Convenience**
- **Increase Business Activity**

Parking Study Area

- **Public off-street parking spaces 637**
- **Public on-street parking spaces 657**

- **Total Parking Capacity 1294 spaces**

Parking

The following changes to the parking management based on Walker Consultant Parking Study conducted in 2017 are as follows:

Recommendations

- **Parking fine needs to increase from \$5.00 to \$20.00 with the first citation being a warning. Based on the current fee to park it is cheaper to received a \$5.00 citation than pay \$6.00 to park all day.**
- **Create ride share zones throughout uptown area for drop-off and pick-up for Uber, Lyft, Taxicab, and ECU shuttle vans.**
- **Create a 15 minute loading zone for delivery drivers.**
- **Install gate system in the parking deck to allow for automated payment system.**
- **Implement Passport App to allow for payment from cell phone.**

Parking Recommendations

On- and off-street spaces need to adjust to changing supply and demand on-street parking rate \$1.75 per hour with the first hour being free and off-street parking \$1.00 per hour with the first hour being free. (Uptown District)

Charge a flat rate for parking in uptown after 10 p.m. of \$15.00 (This would help off set the cost for paying private security and parking enforcement after hours).

***Rate in manual of fees**

***The stated parking rate above is usual and ordinary rate. The rate is subject to change based on the following:**

- **Timing of events held in Uptown**
- **Need for additional police**

The adjusted parking rate and the duration of the rate shall be approved by the City Manager based on the situation and need.

Parking Recommendations

- Terminate the e-tag program by December 31, 2019.
- Create a Uptown Employee parking permit program for businesses.
- Terminate the 2 hour time restrictions and meter enforcement hours
- Create an ordinance that requires face-in parking to allow for scanning with LPR (License Plate Recognition).
- Change access time in the residential district to allow for 24 hour enforcement. (This would restrict the patrons from over flowing from the uptown areas into the neighborhoods).
- Schedule two public meeting to discuss the parking changes.

Item 5

Presentation on Proposed New
Year's Eve Celebration



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City of Greenville New Year's Eve Celebration

Hosted by



December 31st
9 p.m. to 2020
Town Common



Planning Committee

Ken A. Graves City of Greenville

Margot Clark, City of Greenville

Patricia Tyndall, City of Greenville

Mindy Griffin, Greenville Jaycees

Meredith Hawke, Uptown Greenville

Andrew Schmidt, Greenville-Pitt County CVB

Kate Teel, Greenville-Pitt County Chamber of Commerce

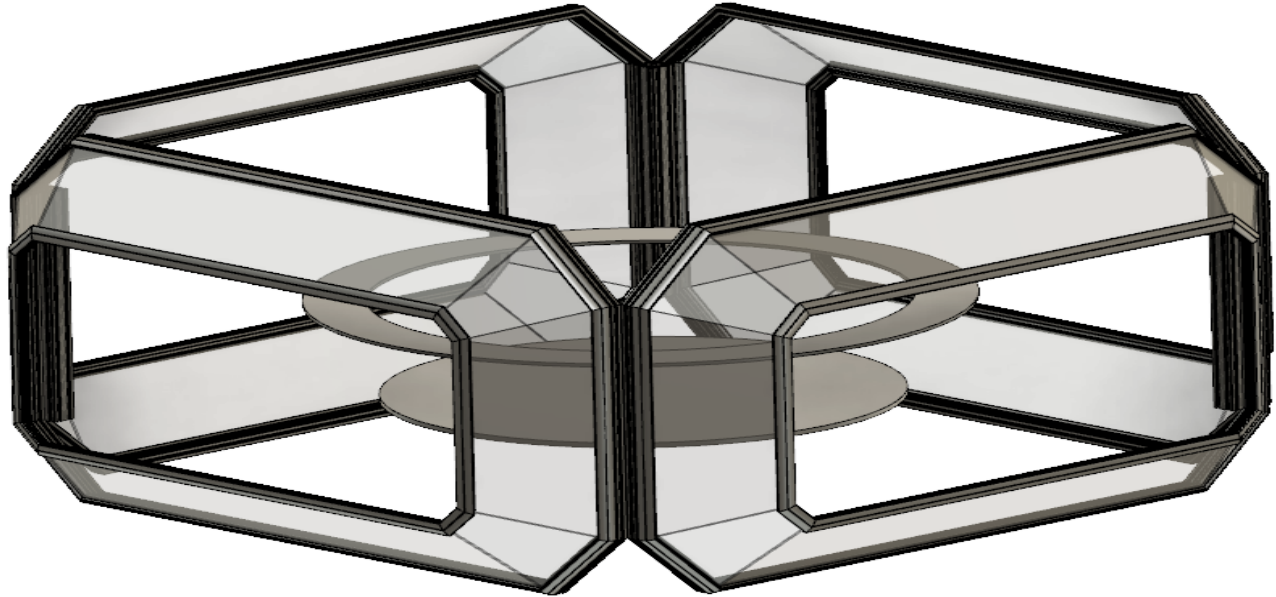
Holly Garriott, Pitt County Arts Council At Emerge

Live Entertainment

The Dickens
Band



Emerald Drop
Mockup design



Emerald Drop Fireworks



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