

City Council Meeting

October 7, 2019



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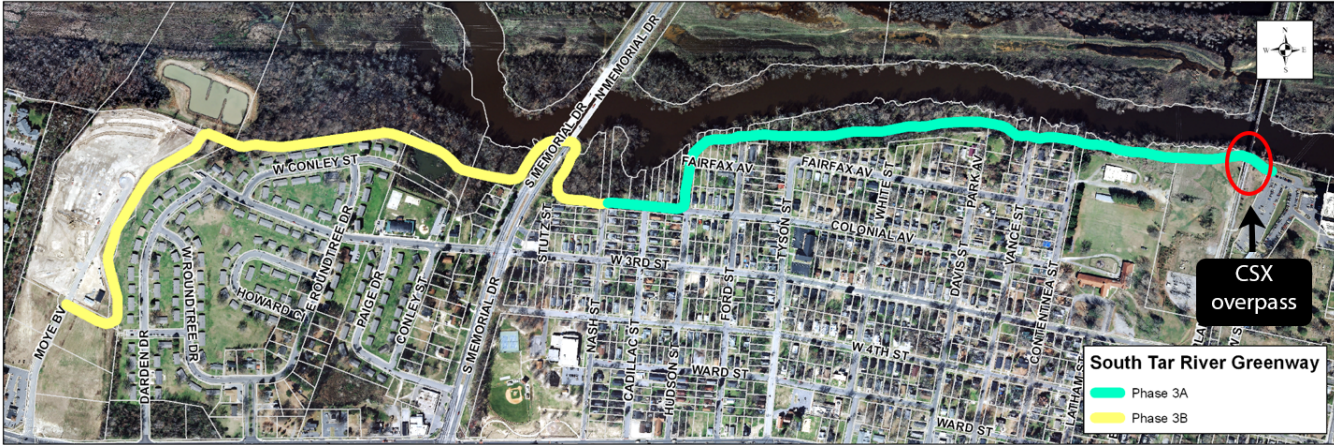
Item 7

Contract award for the South Tar River Greenway Phase 3 Project and resolution requesting concurrence in award from NCDOT



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South Tar River Greenway Phase 3



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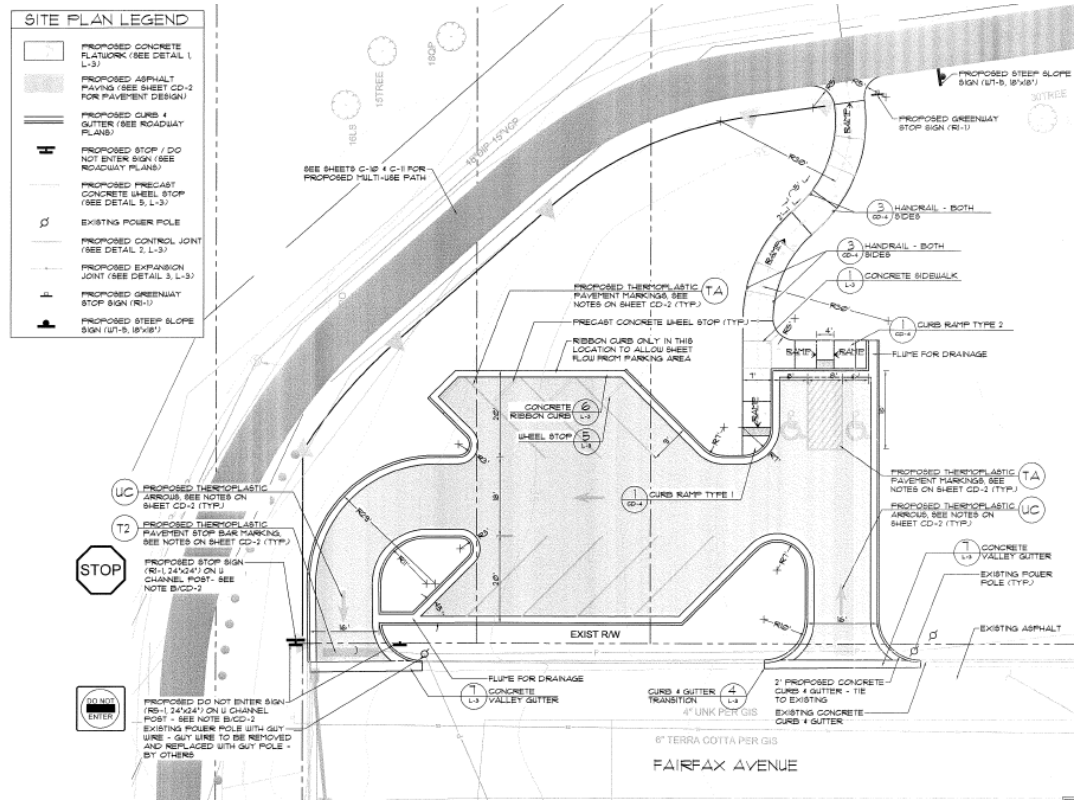
South Tar River Greenway Phase 3A

Base Bid and Alternates:

- Base Bid – Main Trail: 4,200 LF -10' wide paved asphalt greenway path.
- Alternate #1 – Replace drainage structure on Colonial Avenue.
- Alternate #2 – Fairfax Ave. Trailhead: Paved trailhead parking area for 11 vehicles.
- Alternate #4 – Concrete boardwalk with metal rails in-lieu-of pressure-treated boardwalk (extend life of boardwalk)



Fairfax Avenue Trailhead/Parking



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Greenway Concrete Boardwalks



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CSX/Greenway Encroachment



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Funding

SOUTH TAR RIVER GREENWAY PHASE 3A		
REVENUE SUMMARY		
ITEM	AMOUNT	DESCRIPTION
CPPW GRANT	\$50,000	Pitt County Health Department Planning Grant - (100%)
GRANT REVENUE #1	\$907,609	Original Agreement, Federal portion (80%)
NON-GRANT REVENUE	\$226,902	City 20% match to original grant
GRANT REVENUE #2	\$903,000	Supplemental Municipal Agreement #1, 80% Fed/20% State/0% City
GRANT REVENUE #3	\$1,440,000	Supplemental Municipal Agreement #3, Federal portion (80%)
NON-GRANT REVENUE	\$360,000	City 20% match for Supplemental Agreement #3
GRANT REVENUE #4	\$703,191	Supplemental Municipal Agreement #4, Federal portion (80%)
NON-GRANT REVENUE	\$175,798	City 20% match for Supplemental Agreement #4
TOTAL REVENUES	\$4,766,500	



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Project Costs

EXPENDITURES - CURRENT AND ANTICIPATED		
ITEM	AMOUNT	DESCRIPTION
DESIGN/CEI	\$800,000	Kimley Horne, CSX & SEPI
ACQUISITION	\$81,500	Parcel acquisitions and attorney fees
SUBTOTAL	\$881,500	
CONTRACTOR - FRED SMITH COMPANY - BID SUMMARY		
ITEM	AMOUNT	DESCRIPTION
BASE BID	\$2,915,165	Base Bid for greenway from 1st Place Apartments to Nash Street
ALTERNATE 1	\$7,050	Replace drainage structure
ALTERNATE 2	\$118,458	Fairfax Avenue Trailhead
ALTERNATE 4	\$148,000	Precast Concrete Boardwalks with Metal Railing
	\$3,188,673	
10% CONTINGENCY	\$318,867	
SUBTOTAL	\$3,507,540	
TOTAL COST	\$4,389,040	



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Schedule

- Concurrence in Award from NCDOT after award by Council (~1 month)
- Final execution of contracts (~2-3 weeks)
- Notice to Proceed – Early 2020
- Construction – approximately 1 year



Recommendation

- City Council award a construction contract for the South Tar River Greenway Phase 3 project to Fred Smith Company in the amount of \$3,188,673 with a 10 % contingency and approve the attached resolution requesting a Concurrence in Award from NCDOT.



Questions?



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2004 – Greenway Plan

Recreation Goals and Objectives

- Provide linkages between neighborhoods, parks, schools, & ECU
- Provide Outdoor opportunities for personal fitness & exercise
- Provide for access to nature and educational opportunities
- Provide special opportunities for the physically disadvantaged



South Tar River Greenway



Greens Mill Run Greenway



Greens Mill Run Greenway



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Greens Mill Run Greenway



Item 14

Presentation by Seacoast
Communities related to the private
development of the Imperial
Tobacco warehouse property



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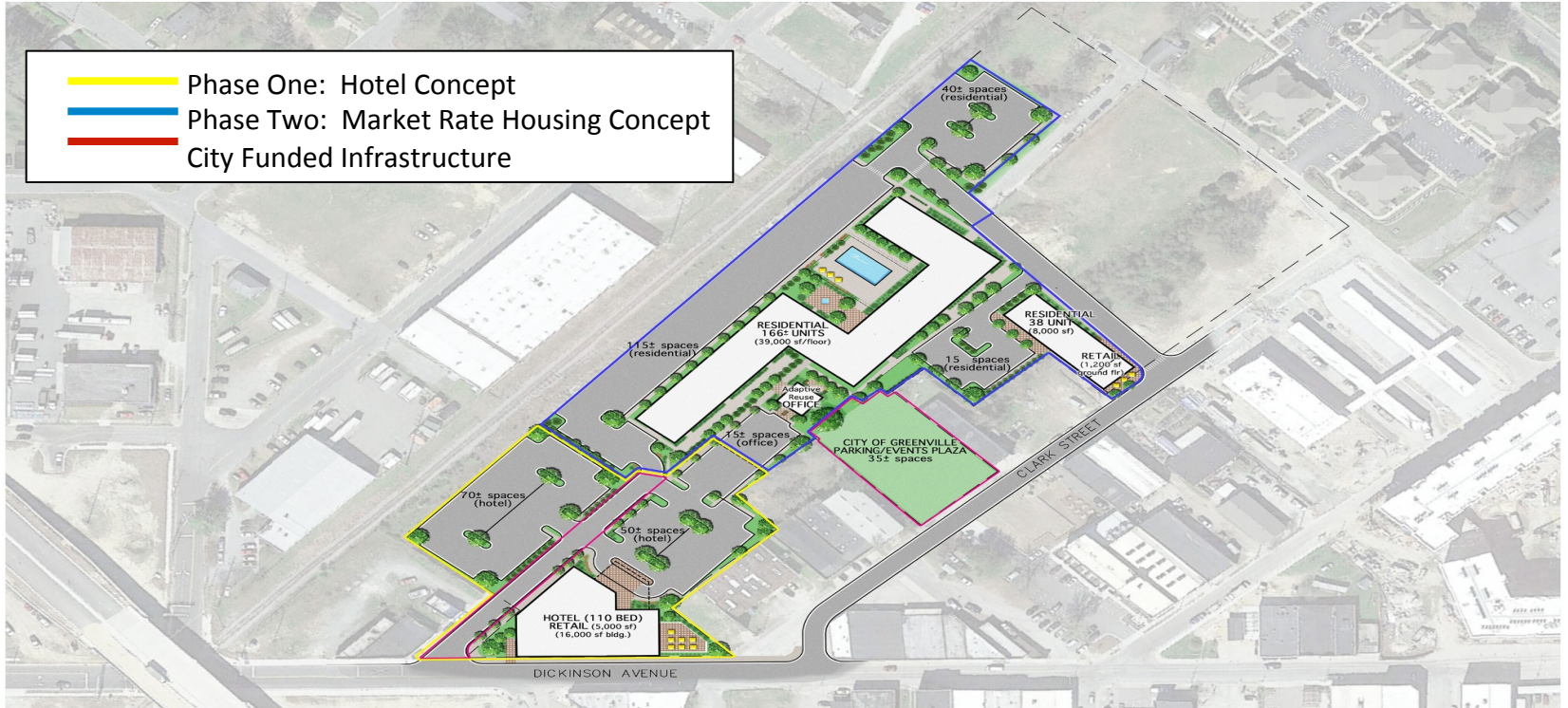


Submitted by:
Seacoast Communities October 7, 2019

Imperial Place

Imperial Tobacco Site - Greenville, North Carolina

IMPERIAL PLACE CONCEPTUAL PLAN





PHASE I – HOTEL CONCEPT

- Imperial Tobacco Site – Prime location for downtown Greenville’s first hotel that includes a symbolic view from the 10th Street Connector overpass
- Construction of a **\$16 million**, 100 room focused service **“Boutique Hotel”** on corner of Dickinson and Atlantic Avenue including rooftop lounge
- Seacoast plans to develop a contemporary boutique hotel and is currently considering **Marriott and Hilton brands comparable to an A-Loft and AC Hotel**



- A signature hotel property is essential for the success of the center city's tourism efforts adding 80-100 nightly visitors in our downtown.
- Destination Perception:
 - Leisure Tourism Opportunities
 - Culinary Tourism
 - Walkability
 - Packaging
 - Supporting Infrastructure
 - Cross-Market Support
 - Competitive



PHASE II - MARKET RATE HOUSING CONCEPT





PHASE II - MARKET RATE HOUSING CONCEPT

- City's first all conventional market rate housing property in downtown adding between 250 and 300 new residents
- Will target groups currently being underserved in the downtown residential market:
 - young professionals
 - working adults
 - corporate employees and ECU faculty
- Kimley Horn study documented need for additional conventional market rate housing in the Uptown District
- A \$25 million investment consisting of 200 units



www.thomson.com/seacoast

PERINSALE APARTMENTS
© 2010

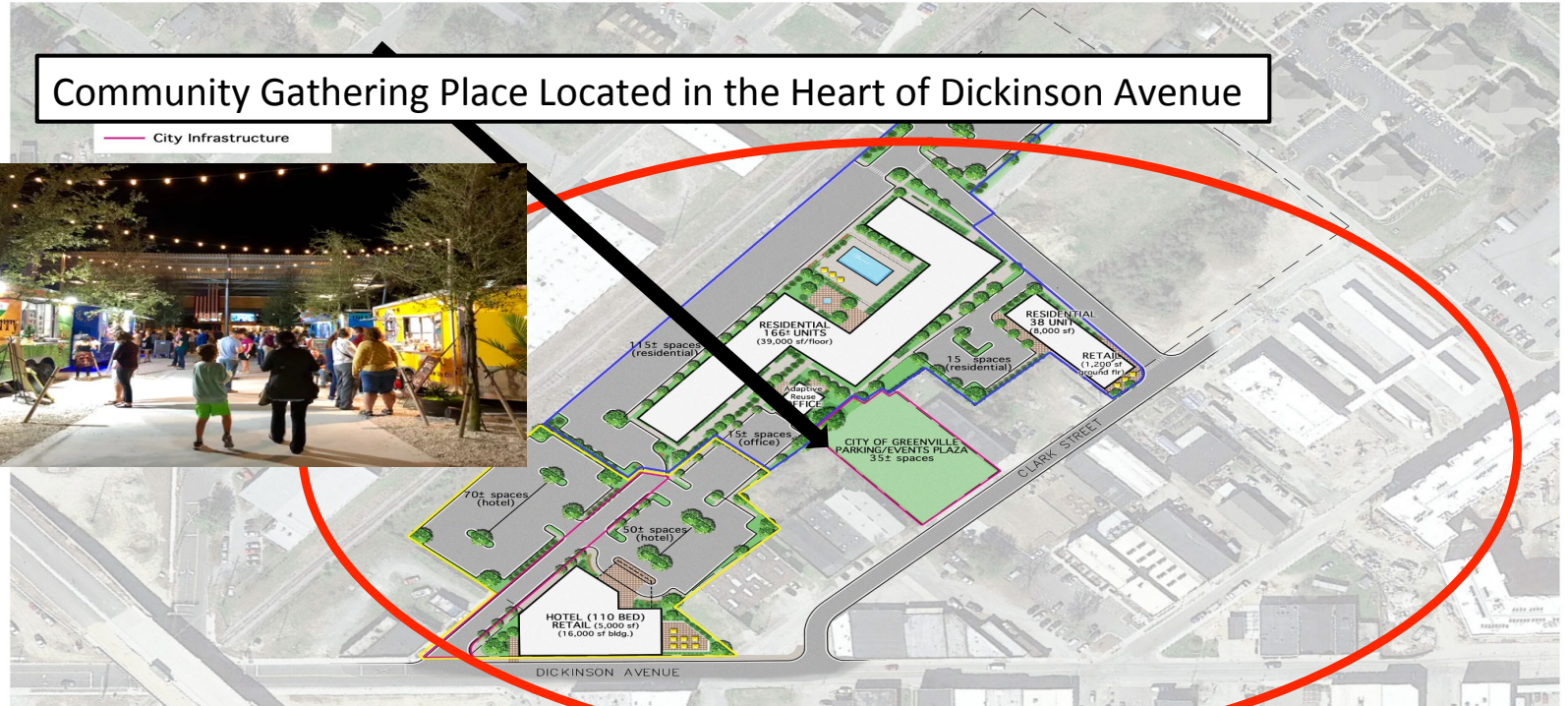
PHASE II - MARKET RATE HOUSING CONCEPT

Strict Leasing Standards Applied:

- No Quad Suite 4 BR Units - All Studio, 1 Bedroom, 2 Bedroom
 - Lease restrictions:
 - Allow 1 lease per unit only, allow longer term leases
 - Parents not allowed to co-sign on lease
- Higher rental rates - conventional market rate housing is higher than student housing rental rates
- Developer to create conventional market rate community appealing to young professionals, working adults, corporate employees and ECU faculty
 - Higher end wall, electrical, plumbing fixtures, cabinetry, counter tops, flooring products
 - Unfurnished units



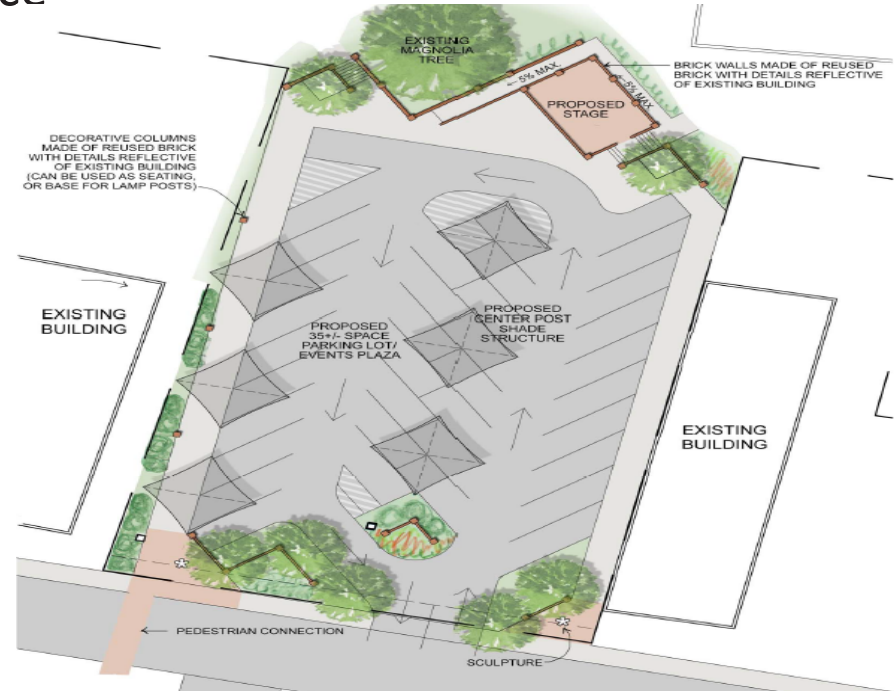
Community Gathering Place Located in the Heart of Dickinson Avenue



IMPERIAL COMMUNITY PLAZA

Imperial Plaza – Public Gathering Place
for:

- Farmers market
- Art shows
- Concerts and movies



All Trails Lead to Imperial Place...



IMPERIAL HISTORIC BUILDING RE-USE

- Upon securing state and federal historic tax credits, Seacoast will renovate the historic building
- The historic building façade shall be renovated in a manner so as to maintain its historical character
- The historic office building shall be renovated with goal of residential, office, retail, nonprofit, artistic, or other public and/or private use that is mutually agreed upon by both the City and Seacoast



PROPOSED LAND ACQUISITION

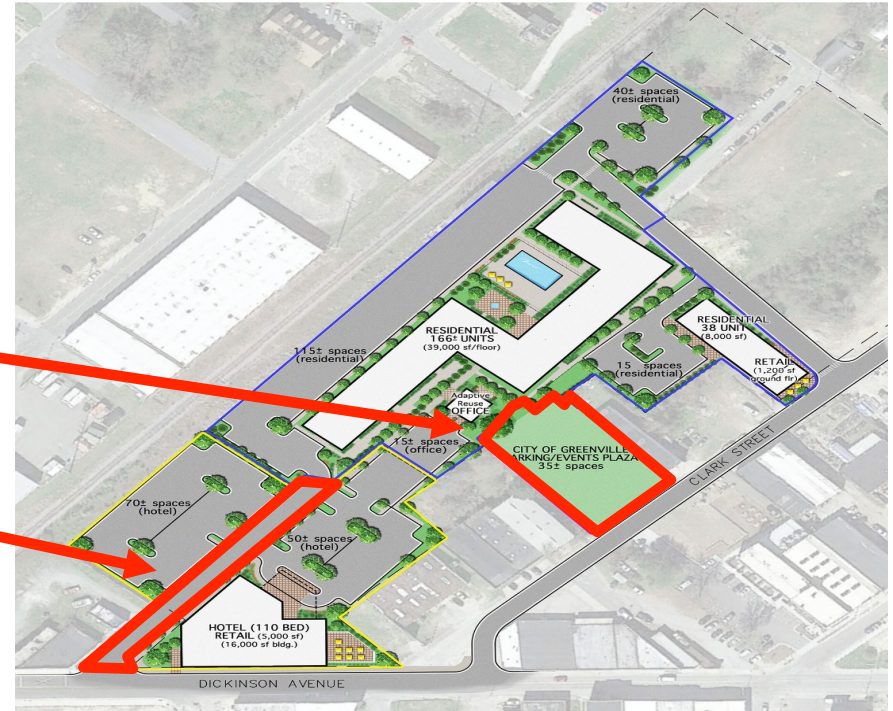
- City will sell property to the Developer at appraised value
- City will survey the property to determine the exact acreage to be disposed
- Developer will purchase property in two phases:
 - Hotel Phase: approximately 2 acre
 - Housing Phase: approximately 4 acres
- City will certify the environmental cleanup that has been performed on the site as part of Brownfield grant
- Developer shall build the Phase I hotel with expected completion in 2021



1. City Funded Public Infrastructure and Site Development:
 - Removal of Existing Imperial Infrastructure
 - Partial Rebuild of Atlantic Avenue
 - Clark Street Public Parking Lot and Events Plaza Inclusive of Public Art
2. City Capital Investment Grant on Hotel Investment:
 - 75% of Annual Property Tax for 12 Years



- City Funded Public Infrastructure and Site Development:
 - Removal of Existing Imperial Infrastructure
 - Clark Street Public Parking Lot and Events Plaza Inclusive of Public Art
 - Partial Rebuild of Atlantic Avenue





SEACOAST COMMUNITIES, LLC

Seacoast Communities focuses on development, acquisition, and management of multifamily rental and commercial properties along the coastal areas of the United States. Seacoast's principles currently own and/or manages nearly 1,400 apartment units throughout the United States along with over 450,000 SF of commercial retail property. Seacoast Communities has established strong investment partners and bank financing relationships which allows for our continued growth. With over 40 years' experience in real estate development and property management, our team has the vision and creativity to quickly assess a project's potential as well as develop and execute a best use plan from concept to completion.

PUBLIC/PRIVATE

Seacoast has joint ventured in public-private partnerships and has executed several master development initiatives which included master planning, master development agreements, Tax credit initiatives, brownfield programs, and TIF bonds. Seacoast understands the complexities of these partnerships and recognizes how to put together a successful venture that enhances the community as well as meets municipal and developers objectives.

PROPERTY MANAGEMENT

Seacoast's subsidiary company, Seacoast Community Management offers full service property management for apartment rental communities. Please visit www.seacoastcm.com for more information and services.



IMPACT TO THE CITY

STAFF COMMENTS



IMPACT TO THE CITY OF GREENVILLE

- **Proposed Development:**

Phase 1: Boutique Hotel:

- 100 Rooms with Rooftop Bar & Lounge

Phase 2: Market Rate Housing:

- Building One: 166 Residential Units
- Building Two: 32 Residential Units with 1,200 Square Feet of Office / Retail

- **Proposed Developer Investment:**

Hotel	\$ 16,000,000
Market Rate Housing	<u>25,000,000</u>
Total	<u>\$ 41,000,000</u>

- **Impact to the City:**

- Puts Imperial Site Property Back on the Tax Rolls
 - Increases the Number of People in Uptown on Daily Basis by 300 to 400
 - Increases Annual Tax Revenues by Approximately \$195,000
(Includes Property and Sales Tax)
 - Enhances Opportunity for Future Economic Growth Uptown
-



IMPACT TO THE CITY OF GREENVILLE

Financial Impact Modeled Based on the Following:

1. City Funded Public Infrastructure & Site Development:
 - Removal of Existing Imperial Infrastructure
 - Partial Rebuild of Atlantic Avenue
 - Clark Street Public Parking Lot and Events Plaza Inclusive of Public Art

 2. City Capital Investment Grant on Hotel Investment:
 - 75% of Annual Property Tax for 12 Years
-



IMPACT TO THE CITY OF GREENVILLE

15 Year Pro Forma

Revenue

Sale of Property to Developer:

Phase 1

\$ 1,000,000

Phase 2

2,000,000

Subtotal

3,000,000

Tax Revenues:

Property Tax

1,883,700

Sales Tax

262,800

Dickinson Avenue Property Tax

161,020

Subtotal

2,307,520

Total Revenue

\$ 5,307,520

Expense

Public Infrastructure / Site Development:

(1,500,000)

Capital Investment Grant (CIG)

Hotel

(561,600)

Total Expense

\$ (2,061,600)

Revenue Less Expense

\$ 3,245,920





IMPACT TO THE CITY OF GREENVILLE

15 Year Pro Forma

	Projected Revenue	Projected Expense	Net
Years 1 - 5	\$ 3,355,120	\$ 1,640,400	\$ 1,714,720
Years 6 - 10	976,200	234,000	742,200
Years 11 - 15	976,200	187,200	789,000
Total	<u>\$ 5,307,520</u>	<u>\$ 2,061,600</u>	<u>\$ 3,245,920</u>



- City Staff Work With Developer on Letter of Intent (in progress)
 - Present Letter of Intent to City Council for Approval (Oct/Nov)
-

Item 15

Discussion on movable litter
cameras



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From NC Department of Environmental Quality

- Illegal dumping can contaminate surface and ground water.
- Illegal dumping can also pose a fire risk, disrupt wildlife habitats, and present physical hazards to human health.”



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Greenville NC City Ordinance — 12-1-4

- **LITTERING PROHIBITED.** It shall be unlawful for any person, firm, organization or private corporation to throw or deposit upon any street or sidewalk, or upon any private property, property...any trash, refuse, garbage, building material, cans, bottles, broken glass, paper or any type of litter.



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Gum Road Greenville – December 2018

City of Greenville assigned personnel to resolve



Tar River area – Feb 27, 2019



Tar River area – Feb 27, 2019



Tar River area – Feb 27, 2019



Tar River area – Feb 27, 2019



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Public Works crews are called out to illegal dumping sites approximately 50 times per year. Three to five weeks of labor to address.

Other Departments involved in illegal dumping remediation, include Police Department, Planning and City Attorney, etc.



Cost of clean-up

On February 27th, representatives from Buildings and Grounds, the Police Department, Solid Waste, and Code Enforcement were called out to examine one of these dumping sites. Code Enforcement paid \$3,036 for clean up.

Date 2/27/14 Time _____ Requester Lowery Phone _____
Email Address _____
Property Location: 1306 Fairfax
Details/Comments: _____

.....
Estimate Work Sheet

Grass Cutting
(up to 0.25 acres: \$30, 0.26 – 0.50 Acres: \$40, 0.51 – 1.0 Acres: \$60.00)
Excess Height + \$25, Excess trash + \$25) \$ 0

Trash Removal
(Small: \$60, Medium: \$80, Large: \$100) \$ 0

Board up
(\$40/opening) #openings _____ X \$40.00 = \$ 0

Other
(Removal of Noxious vegetation, tree/shrub work or removal, Herbicide Applications, etc.)
Remove Copious Amounts of debris
tires & assorted items

(\$33/man-hour) # man hours 72 X \$33.00 = \$ 3,036.00



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Steps to Minimize Illegal Dumping

Step 1 – Announcement/Education

- Utilize Variable Message Boards with statements like, “Don’ t Trash Our City” at the entrances to the city.
- Use social, print, and television media to get the word out about the campaign.
- Hang illegal dumping signs near areas of historical litter.



Step 2 – Use trail cameras to stop offenders

Picture taken of vehicle passing the trail camera on Public Works yard



Step 2 (cont'd) – Use portable, live feed cameras in known litter areas



Step 3 – Enforcement of existing State Laws

North Carolina's Litter Laws

- Fifteen pounds or less is a Class 3 misdemeanor punishable by a fine of not less than \$250 or more than \$1,000.
- Over fifteen pounds but not more than 500 pounds is a Class 3 misdemeanor punishable by a fine of not less than \$500 or more than \$2,000. Community service must be imposed in this situation.
- If the amount of litter is more than 500 pounds, the littering is for commercial purposes, or the littering involves hazardous waste, it is a Class I felony.



- Questions?



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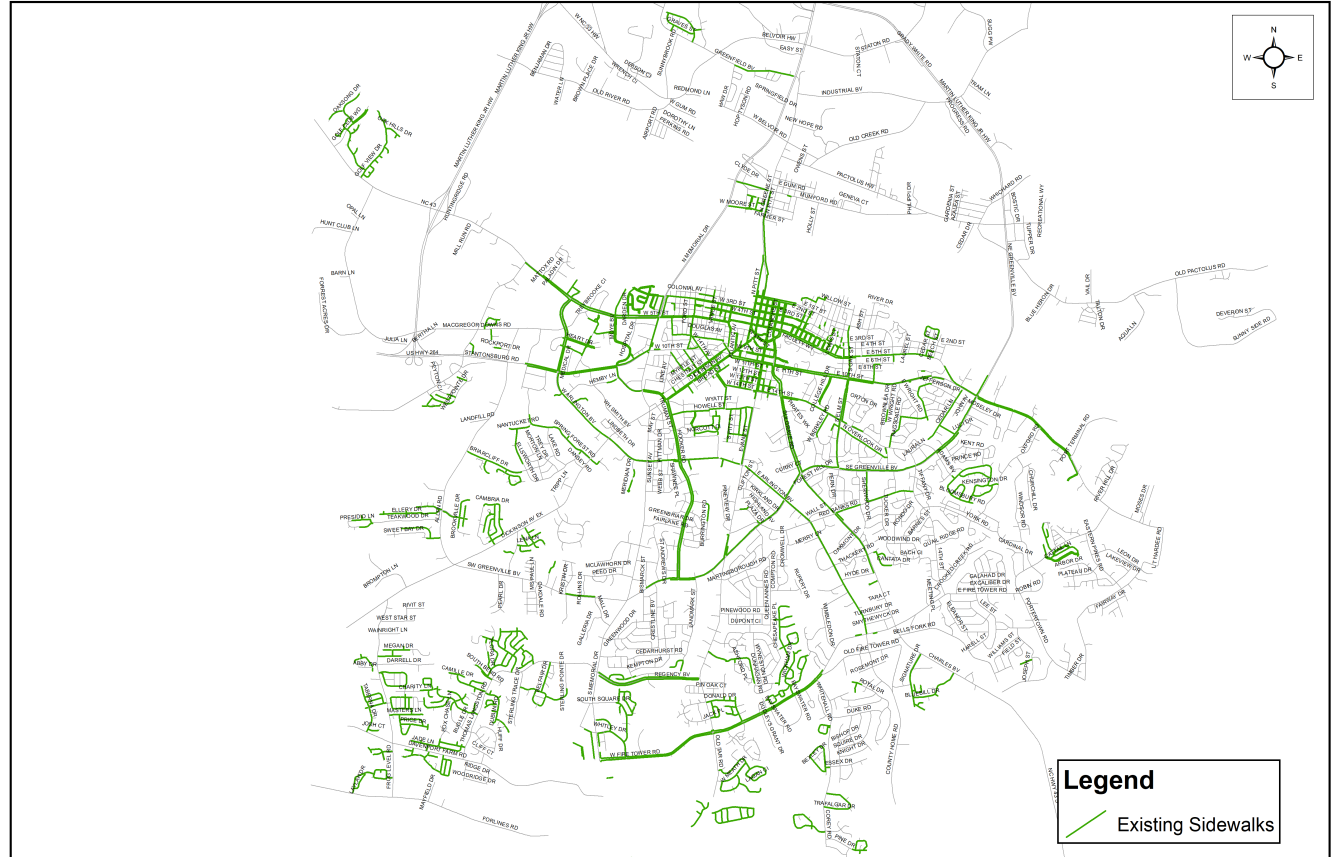
Item 16

Discussion on incomplete sidewalks throughout the city



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Existing Sidewalks in City



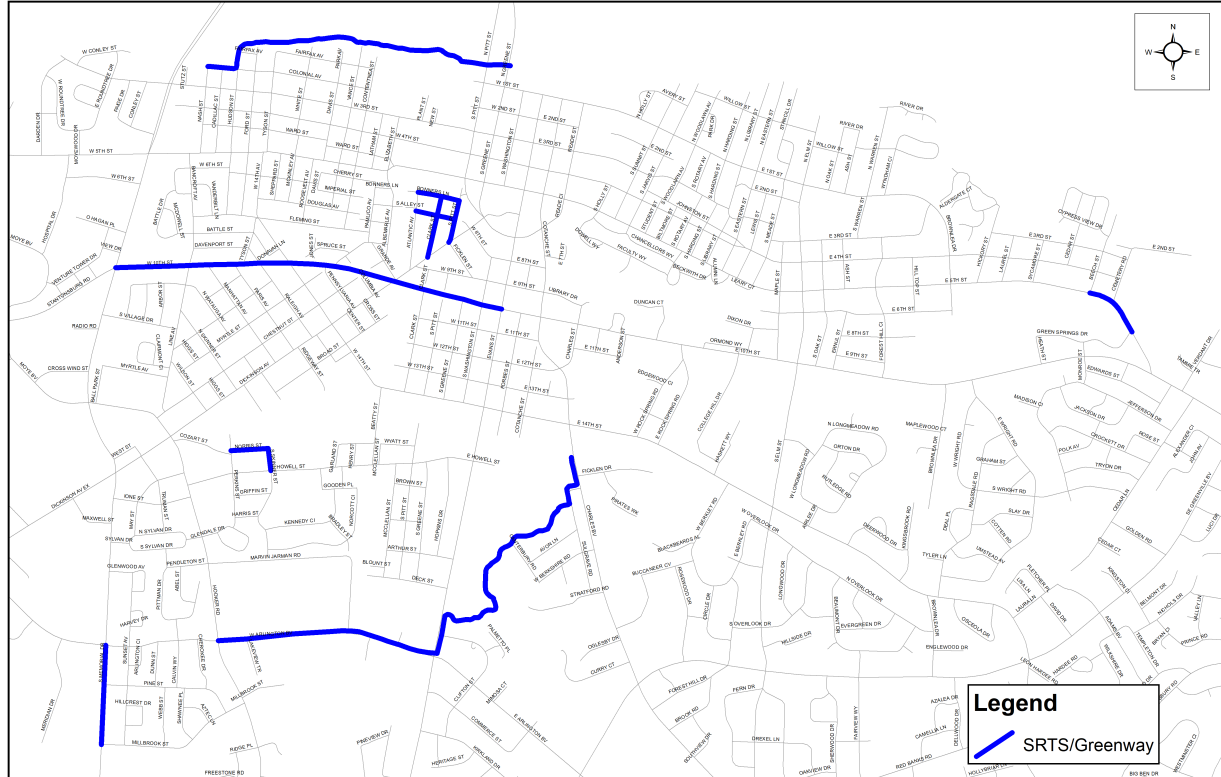
*Sidewalk location and lengths are subject to change



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Safe Routes to School/Greenway in Progress



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*Routes are subject to change and subject to budget.

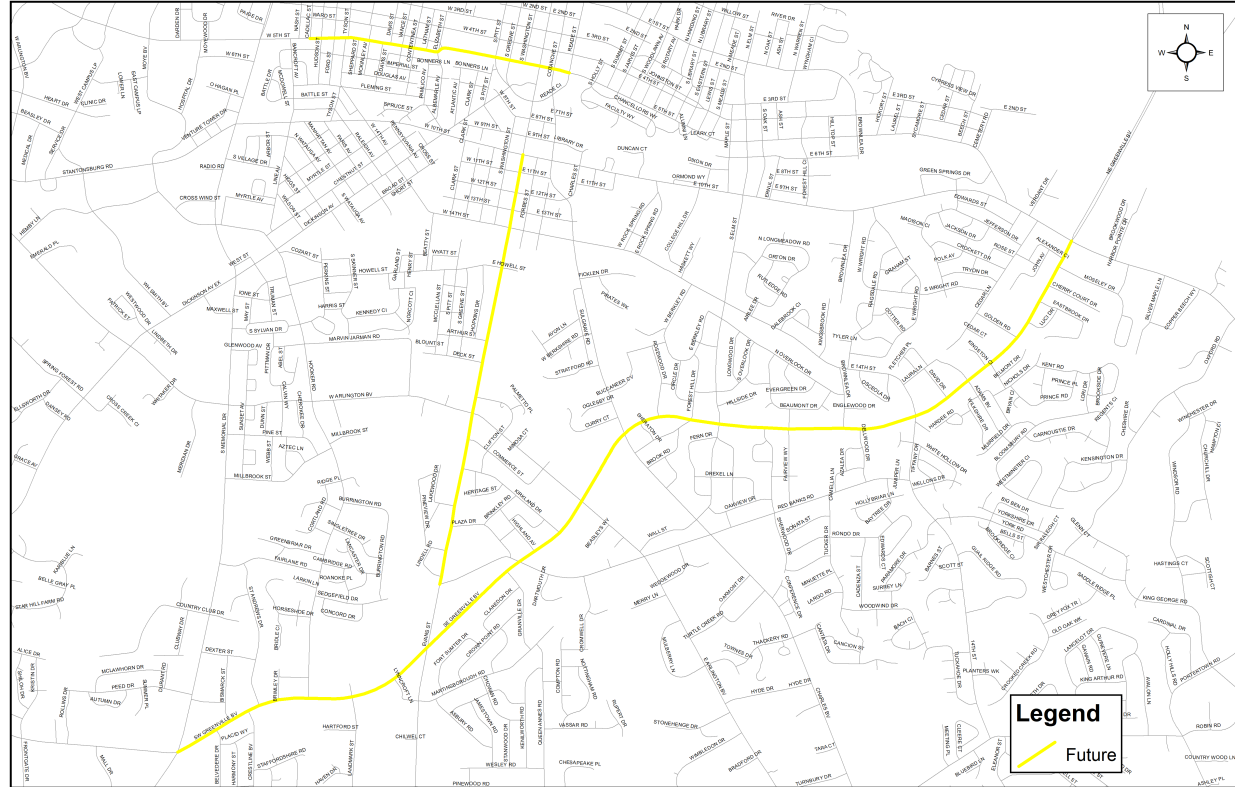
Pending/Proposed Additional Sidewalks in City



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Future Sidewalks as part of STIP/BUILD



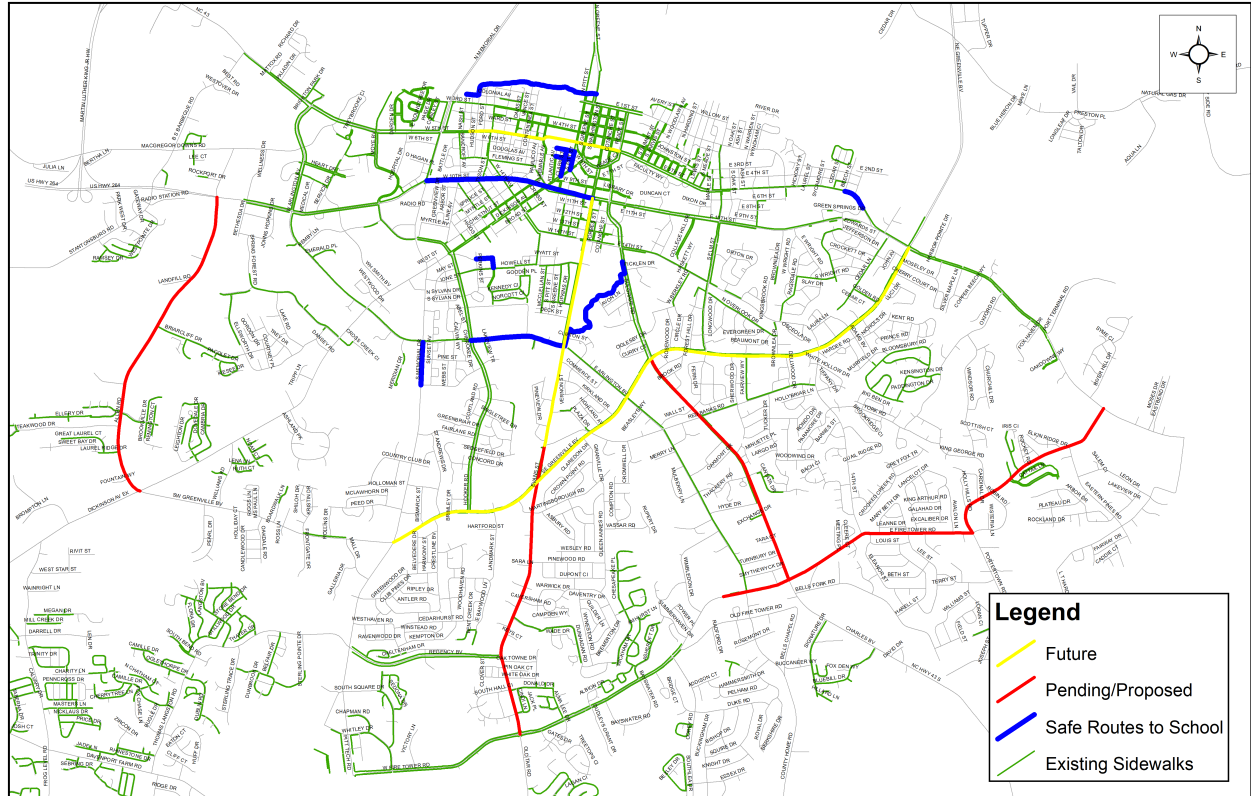
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Summary of Sidewalks



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Summary:

Sidewalks in STIP are funded 80% from State and 20% from Local

NCDOT roadway – 60% NCDOT and 40% City

City initiated would be 100% City funds

Remaining sidewalk construction value >\$100M



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Item 19

Budget ordinance amendment #3
to the 2019-2020 City of Greenville
budget (Ordinance #19-031)



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CITY OF GREENVILLE
FY 2020 BUDGET ORDINANCE AMENDMENT #3

CITY OF GREENVILLE

BUDGET ORDINANCE AMENDMENT #3

Budget Ordinance Amendment #3 Includes Adjustments to the Following Funds:

- General Fund**
- Stormwater Fund**
- Convention & Visitors Authority Fund**

CITY OF GREENVILLE

BUDGET ORDINANCE AMENDMENT #3

Description	Impacted	Amount
To consolidate the Parking Enforcement budget within the Police Department.	General Fund	\$ -
To appropriate fund balance to cover Façade Improvement Grants carried over from FY2019.	General Fund	\$ 22,886
To appropriate fund balance within the Convention & Visitors Authority Fund to cover the costs of additional marketing, contracted services, and advertising costs.	CVA	\$ 45,965
To reduce the transfer to the Facilities Improvement Program Fund and increased Public Works to cover the cost of the Mast Arm Pole design contract.	General Fund FIP	\$
To move funds from the Public Works Department to the	General Fund	\$

CITY OF GREENVILLE
BUDGET ORDINANCE AMENDMENT #3 SUMMARY

City of Greenville Operating Fund Budget per Amendment #3:

Fund	Budget	%
General	\$ 85,903,882	62.9%
Debt Service	5,559,881	4.1%
Public Transportation (Transit)	3,336,232	2.4%
Fleet Maintenance	4,561,394	3.3%
Sanitation	7,895,860	5.8%
Stormwater	7,368,459	5.4%
Housing	1,733,500	1.3%
Health Insurance	14,993,384	10.3%

CITY OF GREENVILLE
BUDGET ORDINANCE AMENDMENT #3
SUMMARY

RECOMMENDATION

**Approve budget ordinance amendment #3 for
the City of Greenville Operating Funds
Ordinance #19-031**

City Council Meeting

October 7, 2019



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