

City Council Workshop

October 7, 2019



Greenville
NORTH CAROLINA

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Item 1

Presentation on Arts District

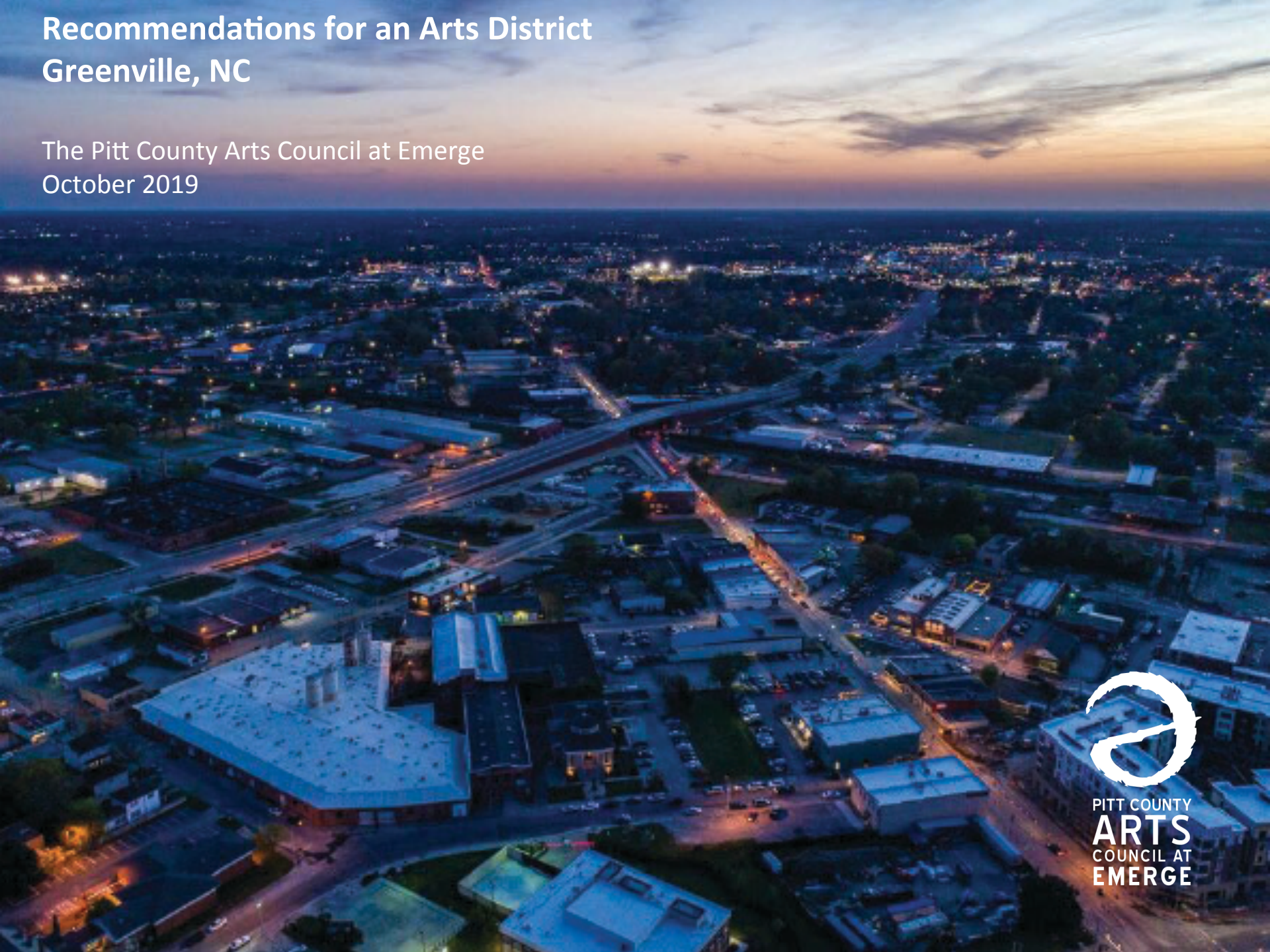


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NORTH CAROLINA

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Recommendations for an Arts District Greenville, NC

The Pitt County Arts Council at Emerge
October 2019



PITT COUNTY
ARTS
COUNCIL AT
EMERGE



PITT COUNTY
ARTS
COUNCIL AT
EMERGE

Arts District Research Study

The Pitt County Arts Council at Emerge will create Arts District Recommendations that:

- Outline a broad vision and goals for an Arts District
- Highlight the benefits of well-developed Arts Districts
- Recommend a series of projects and initiatives that can advance the center city of Greenville to become the arts center of Pitt County, and ultimately recognized as the center for the arts in the region.



PITT COUNTY
ARTS
COUNCIL AT
EMERGE

What Has Been Completed

- Research and Asset Mapping of Greenville
- Research and precedent studies of other arts districts
- 10 Site Visits to Arts Districts
- 11 Focus Groups
- Meetings with 4 Stakeholder Groups
- Public Engagement Session
- Online Survey with over 600 Completed
- Conversations with ECU College of Fine Arts and Communication about engagement in the Arts District
- SmART City Grant Integration

10 Arts Districts Site Visits

Seagrove, NC

Kinston, NC

Norfolk, VA

Virginia Beach, VA

Fayetteville, NC

Spartanburg, SC

Greenville, SC

Asheville, NC

Chattanooga, TN

Columbia, SC



Stakeholders and Focus Groups

- Arts Council Board of Directors
- Uptown Greenville Board of Directors
- Greenville Museum of Art Board of Directors
- East Carolina University Administration
- City of Greenville/Pitt County
- Artists and Arts Organizations
- Uptown Greenville Merchants
- Dickinson Avenue Merchants
- ECU Student Groups
- West Greenville
- TRUNA and Lynndale Neighborhoods

We Have History!

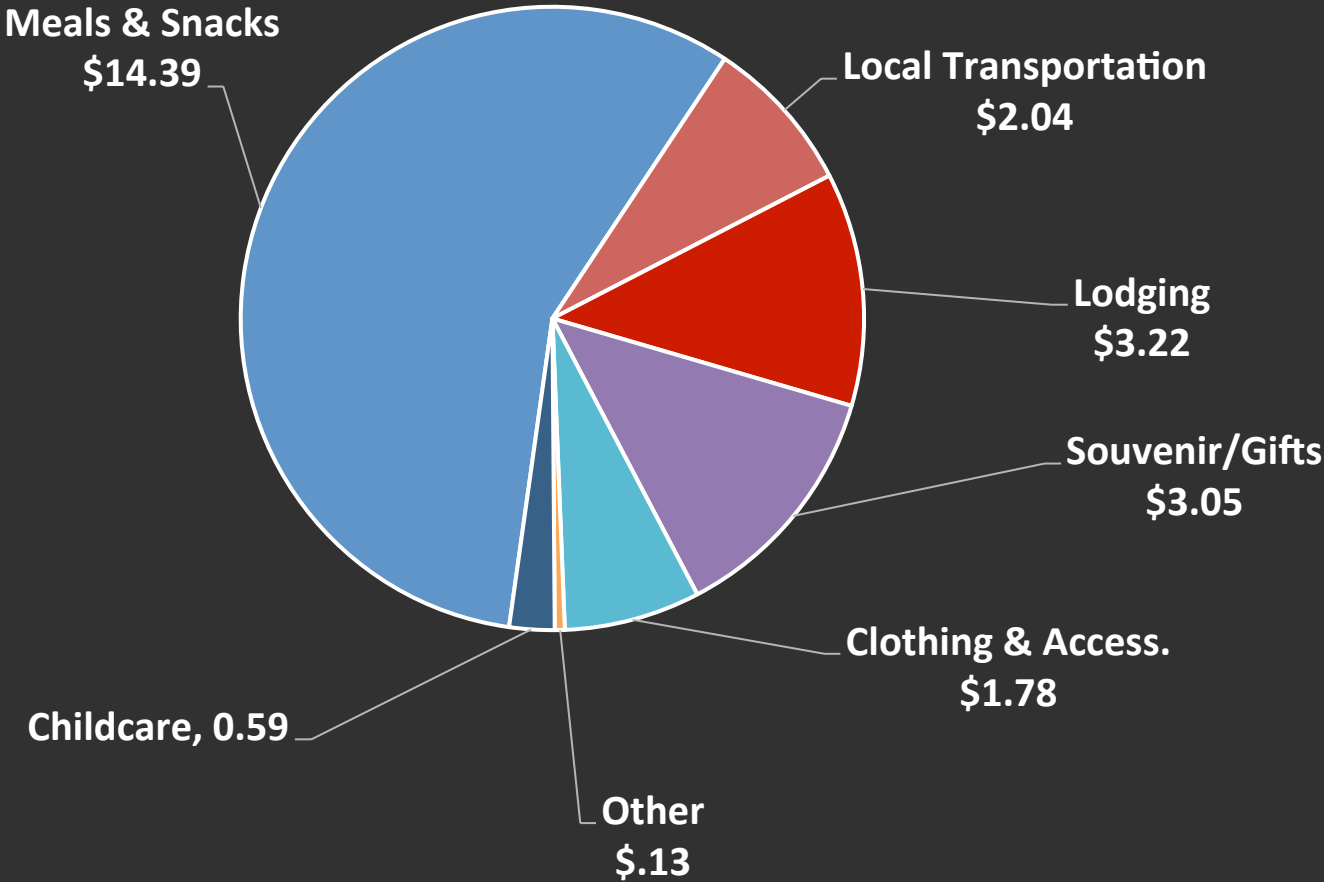


The Arts as Economic Development

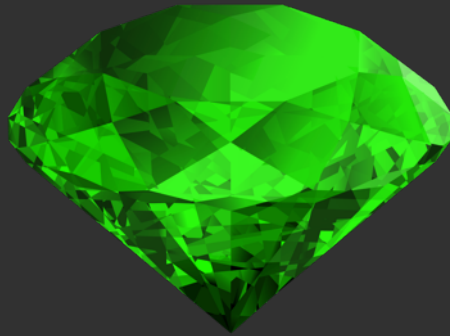


ECONOMIC IMPACT OF THE ARTS

Attendees Spent
\$25.19 Per Person, Per Event



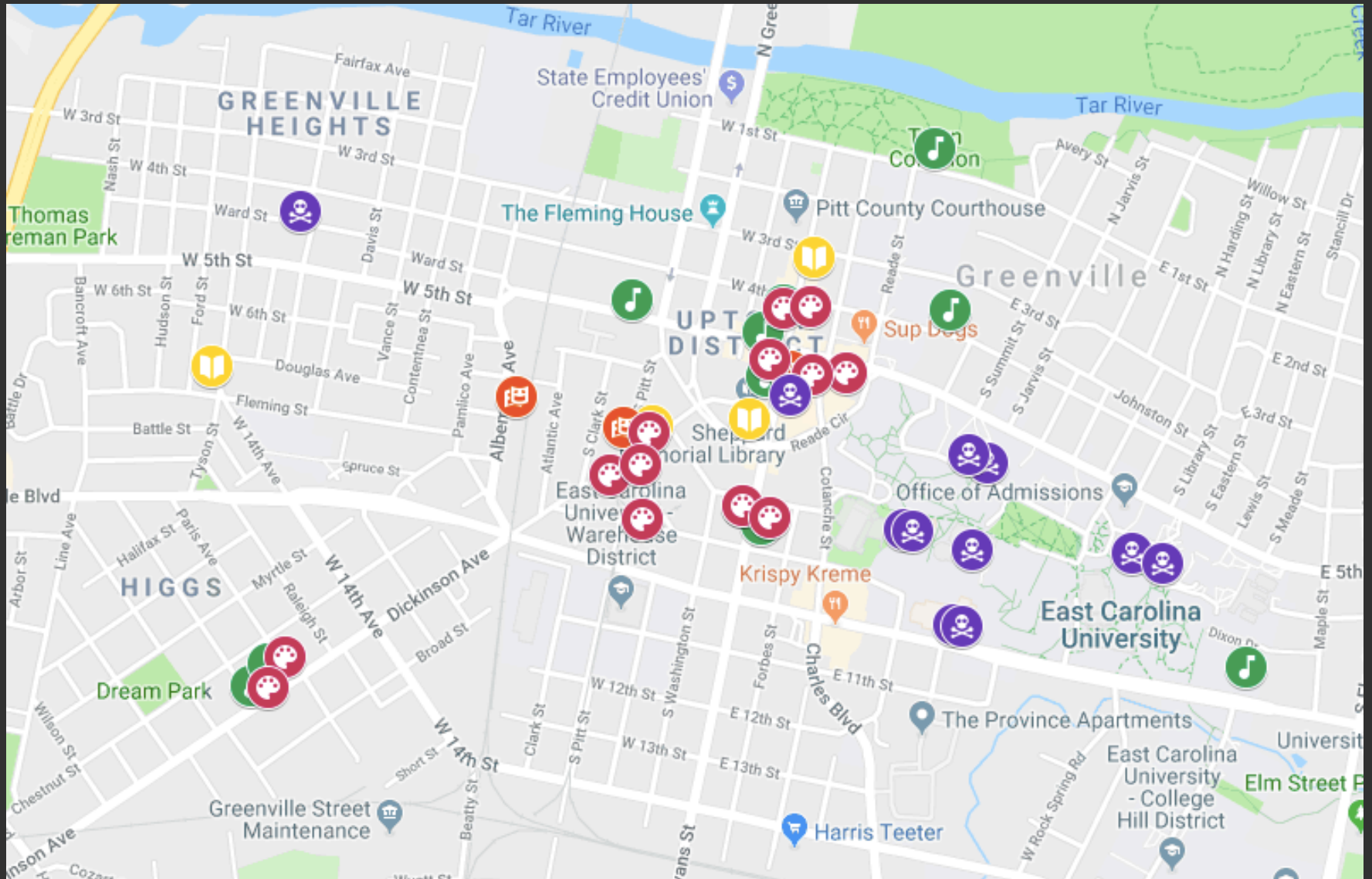
WE ARE THE EMERALD OF THE EAST

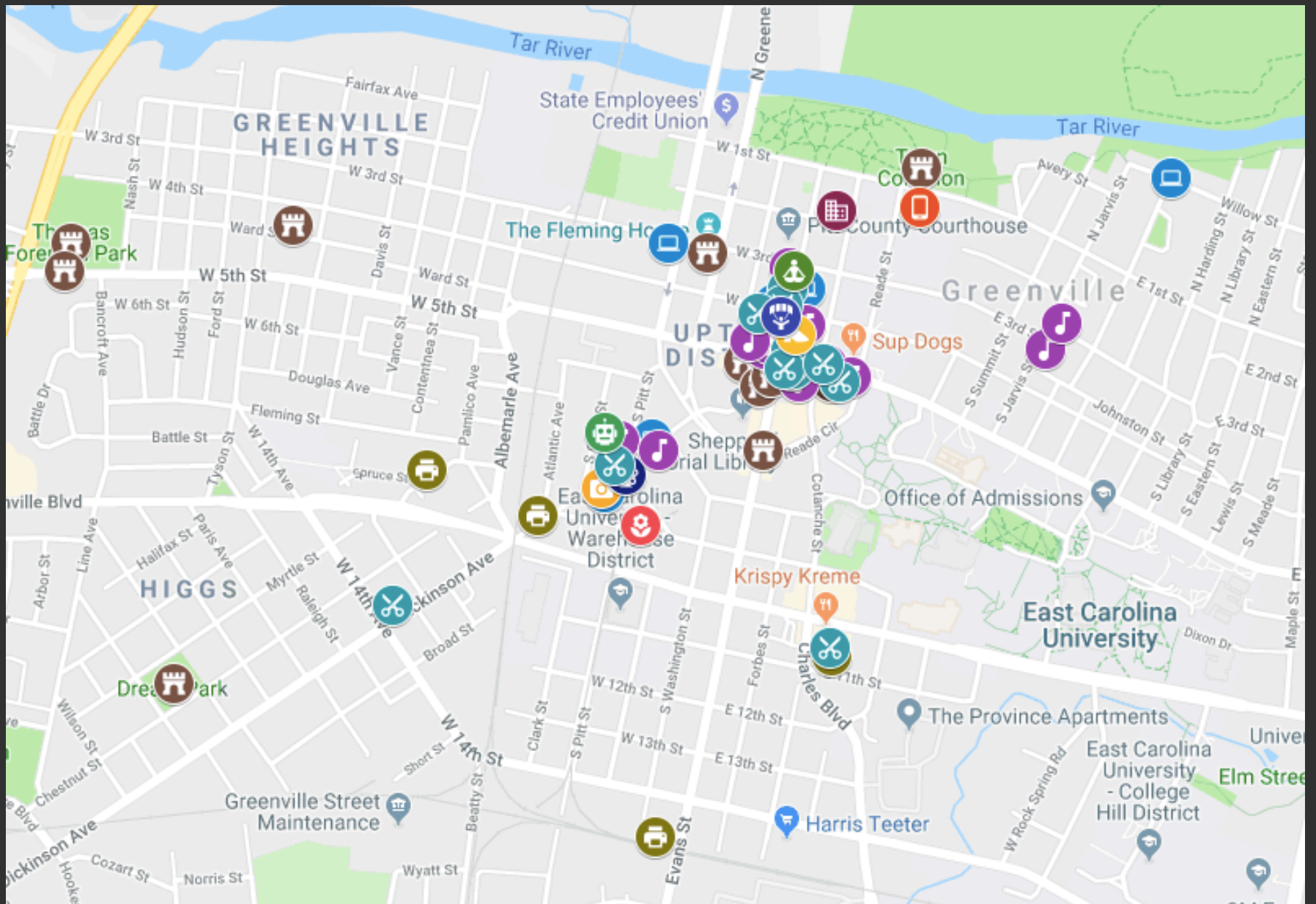


**We are the healthcare, educational,
and retail hub of eastern
North Carolina.**

**How do we become the Cultural Hub
of eastern North Carolina?**

Asset Mapping





GREENVILLE
HEIGHTS

Thomas
Forest Park

Greenville Blvd

HIGGS

Drea Park

Greenville Street
Maintenance

State Employees'
Credit Union

The Fleming Ho

UPT
DIS

East Carolina
University
Warehouse
District

Krispy Kreme

Harris Teeter

State Employees'
Credit Union

County Courthouse

Greenville

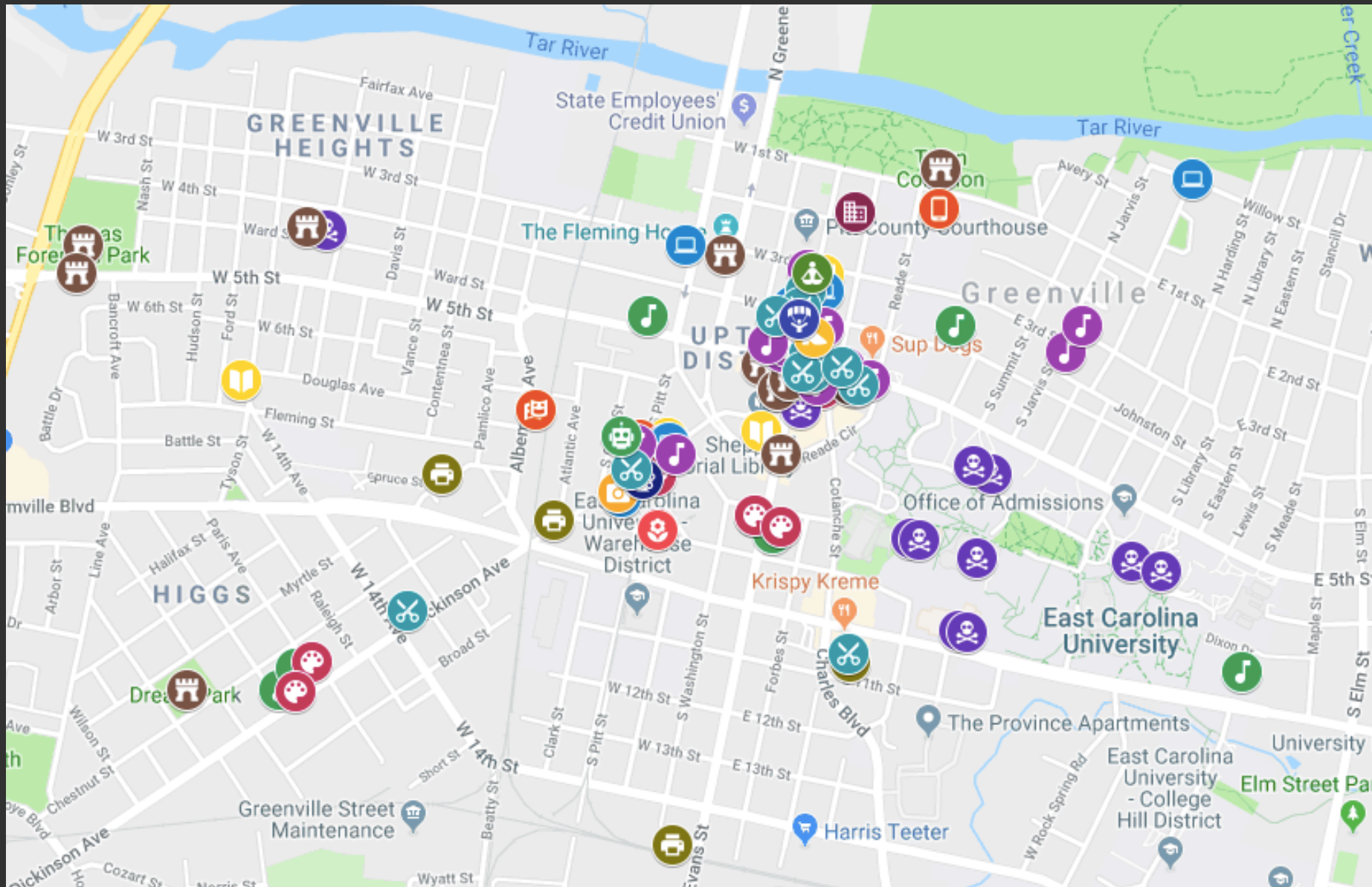
Office of Admissions

East Carolina
University

East Carolina
University -
College
Hill District

Univer

Elm Street



GREENVILLE HEIGHTS

HIGGS

Greenville

East Carolina University

State Employees' Credit Union

The Fleming Hospital

County Courthouse

UPT DIST

University Warehouse District

Krispy Kreme

Office of Admissions

The Province Apartments

East Carolina University - College Hill District

Harris Teeter

Dream Park

Greenville Street Maintenance

University

Elm Street Park

What Makes a Vibrant Arts District?

- **Distinct Sense of Place**
- **Dense and Walkable**
- **Things to do and Spontaneous Pop Up Activities**
- **Critical Mass of Retail, Residential, Restaurants, Breweries, etc.**
- **People on the Street – steady foot traffic and Street Activation**
- **Periodic Festivals and Outdoor Concerts**
- **Well Maintained Public Spaces**
- **Well Curated Public Art**
- **Incentive Programs for Artists and Arts Organizations**
- **Shared Resources and Collaboration**
- **Sustainable Funding for the Arts**

- **And most importantly.....**
ART, ARTS ORGANIZATIONS, and ARTISTS!

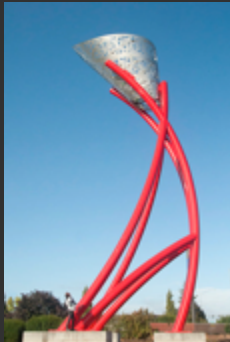
Recommendation

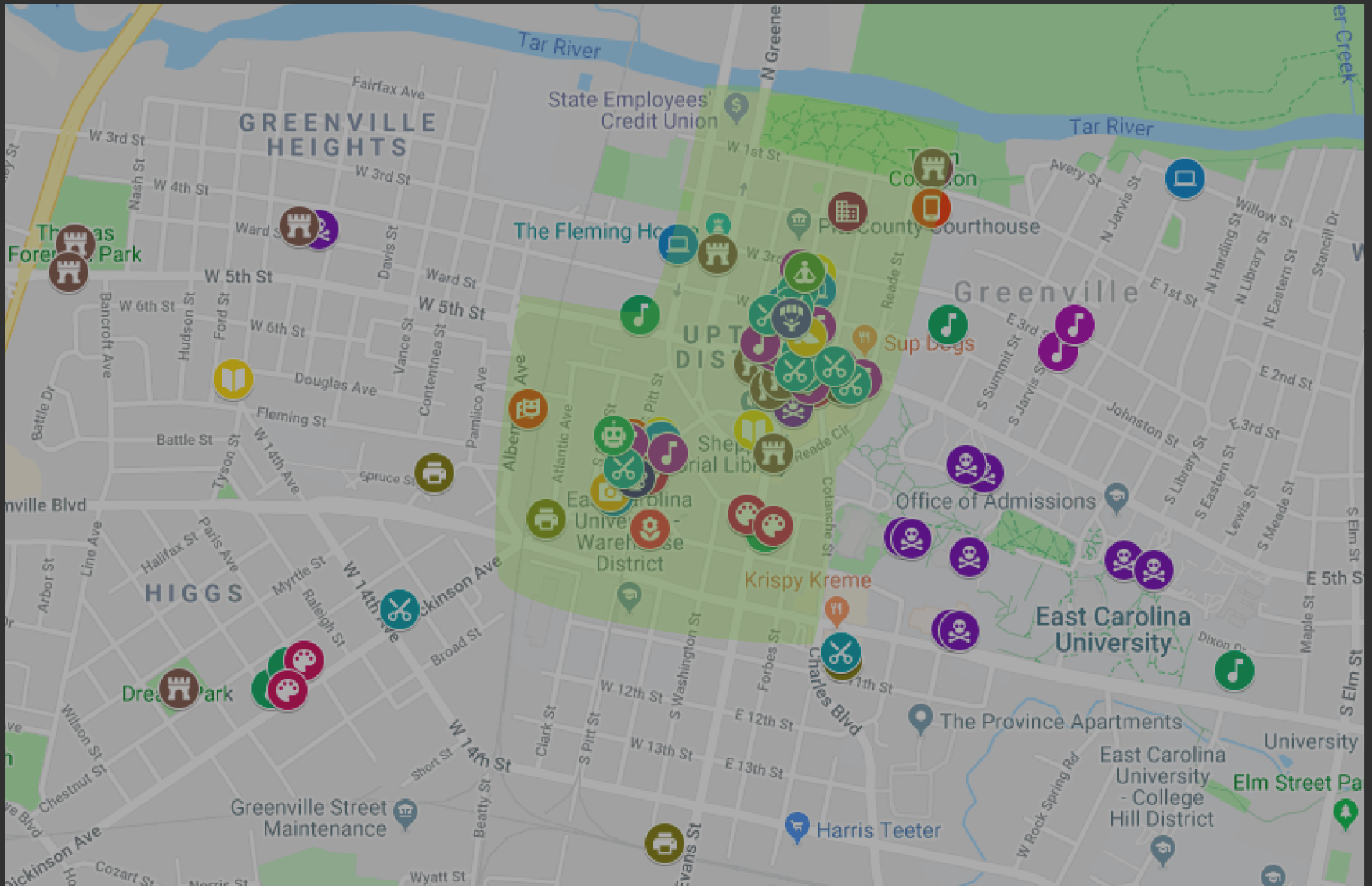
For the City of Greenville to Designate an Official Arts District in the Uptown Greenville Area called The Emerald City Arts District.



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EMERGE

Physical Boundaries





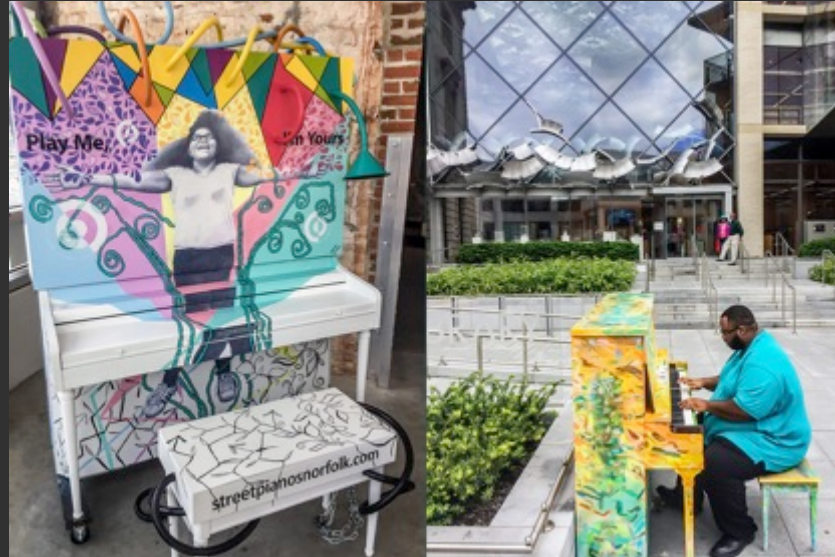
The boundaries of the Emerald City Arts District would be from Town Common to Tenth Street, and from Reade Street to Albemarle Avenue down West Fifth Street to Pitt Street.

Who will manage the Arts District?

The Emerald City Arts District Committee



Programming



Recommendations for Programming

- **Continue support and growth for the First Friday ArtWalk.**
- **Continue support and growth of the POPS (Programming Our Public Spaces) Program.**
- **Continue of support and growth of concert series and festivals.**
- **Re-establish the International Festival.**
- **Make the application process for events an encouraging one.**
- **Improve our Performance Spaces: Improve the Amphitheater on Town Common and Five Points Plaza, and encourage the development of the ECU Performing Arts Center.**

Incentives for Artists and Organizations



Recommendations for Incentives

- **Continuation of support and growth for The Art Lab.**
- **Continuation of support and growth for Uptown Greenville's POPS (Programming Our Public Spaces) Program.**
- **Continuation of support and growth of the Greenville Business Plan Grant and Encouragement of Creative Businesses to submit.**
- **Adding a mural option to the Façade Improvement Grant Program.**
- **Encourage and implement Artist Live/Work Spaces in and around the Emerald City Arts District.**

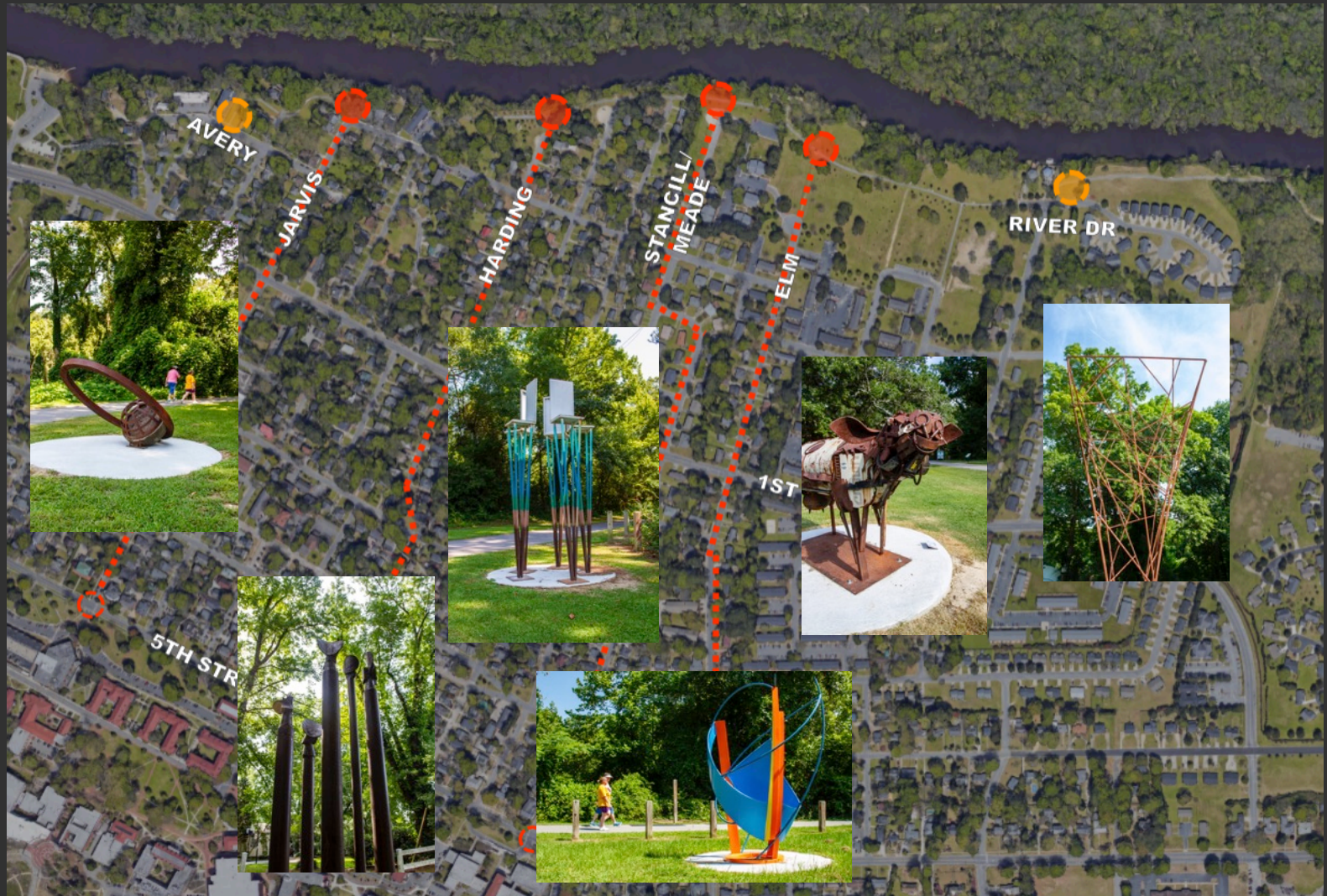
Public Art Program



Recommendations for Public Art

- **Continue annual funding to the Public Art Program.**
- **Adopt Public Art Policies & Procedures submitted by the Civic Arts Committee.**
- **Support and encourage the Greenville Mural Group.**
- **Expand the Sculpture on the Greenway Project with a Sculpture Zoo.**
- **Support and encourage the Emerald Loop Vision Plan.**
- **Initiate a Percent for the Arts Program for the City of Greenville.**

Sculpture on the Greenway



The Sculpture Zoo Plan



SmART City and the Emerald Loop



IT'S ABOUT CONNECTING



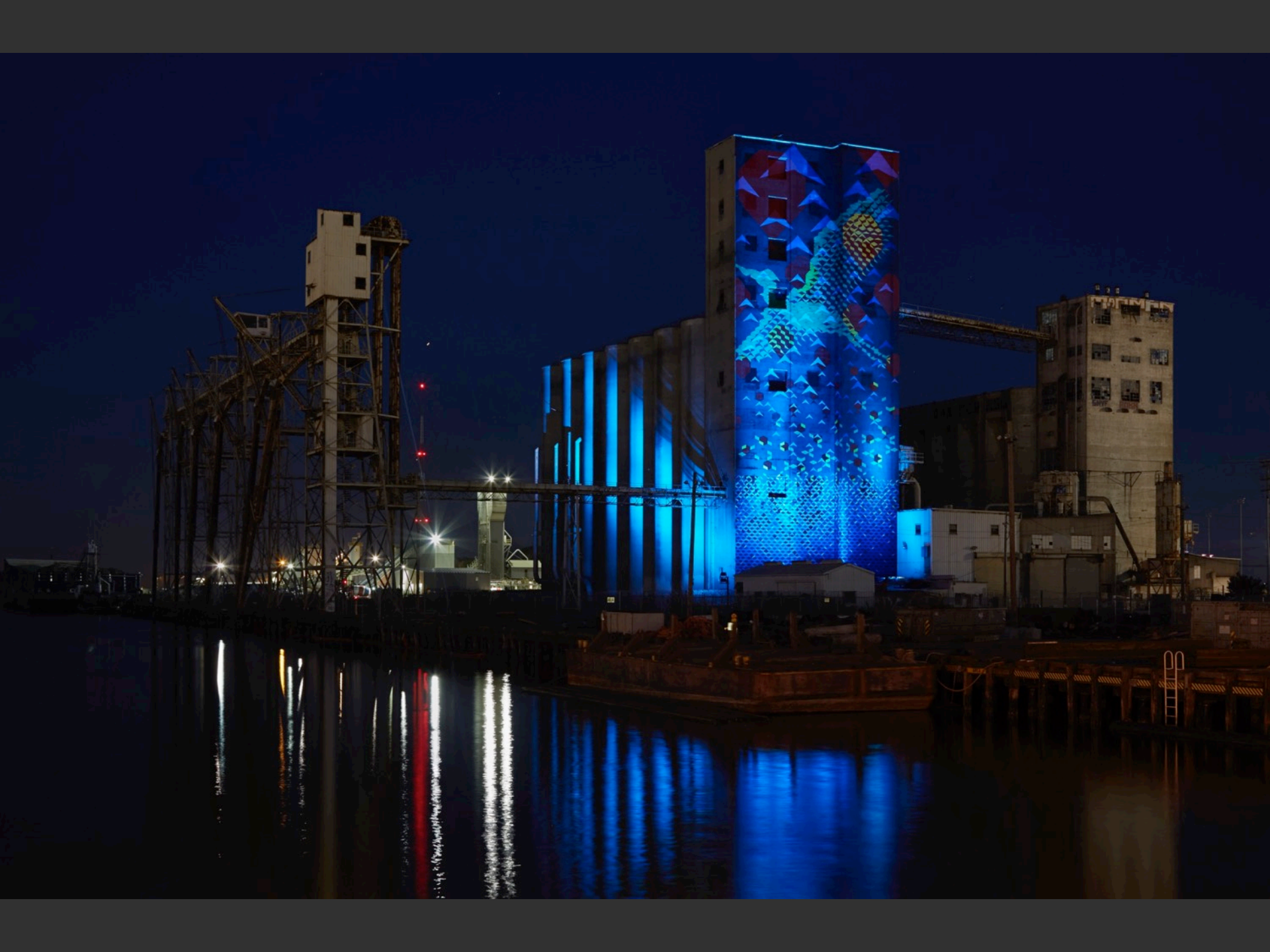


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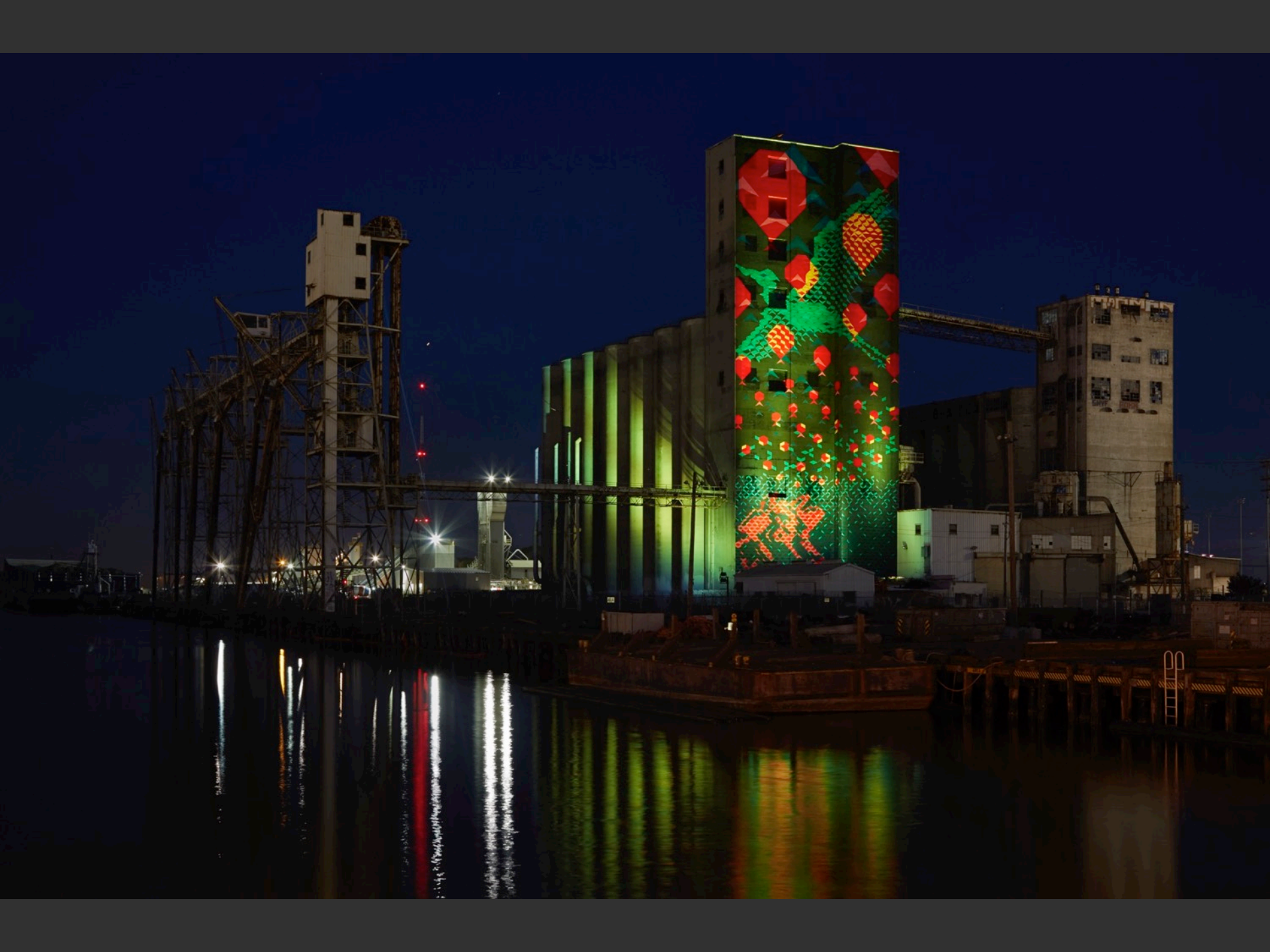












The Emerald City Arts District Creating a Cultural Destination



Item 2

Presentation on Entrance Sign for
the City of Greenville



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Existing Signage for Arrival Into Greenville

- Location: Stantonsburg and Allen Rd



Council Meeting – March 14, 2019



Council Meeting – March 14, 2019

1. This sign will be the first impression that you are entering Greenville
2. A well-lighted sign that announces that you are entering Greenville.
3. A clear, clean looking sign with the letters of Greenville being the most prominent part of the sign rather than art/brand.



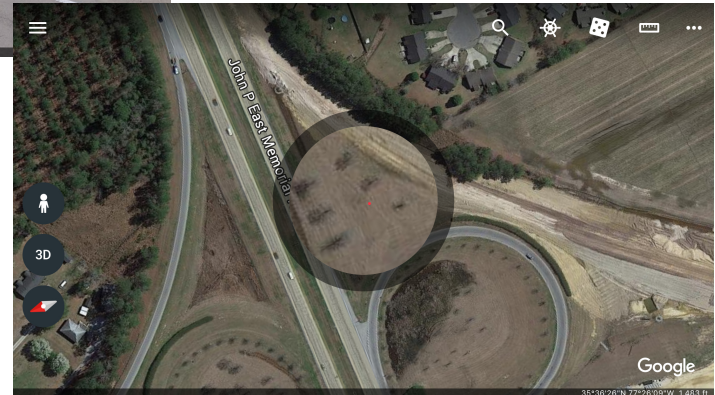
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Locations:

Option 1 - West of 264 Interchange



Locations: Option 2 – East of 264 Interchange



NCDOT Regulations:

1. Encroachment permit is required with sealed engineered drawings
2. Placement to be outside of “clear recovery zone” (approx. 30 feet from travel lanes)
3. Maintenance Plan



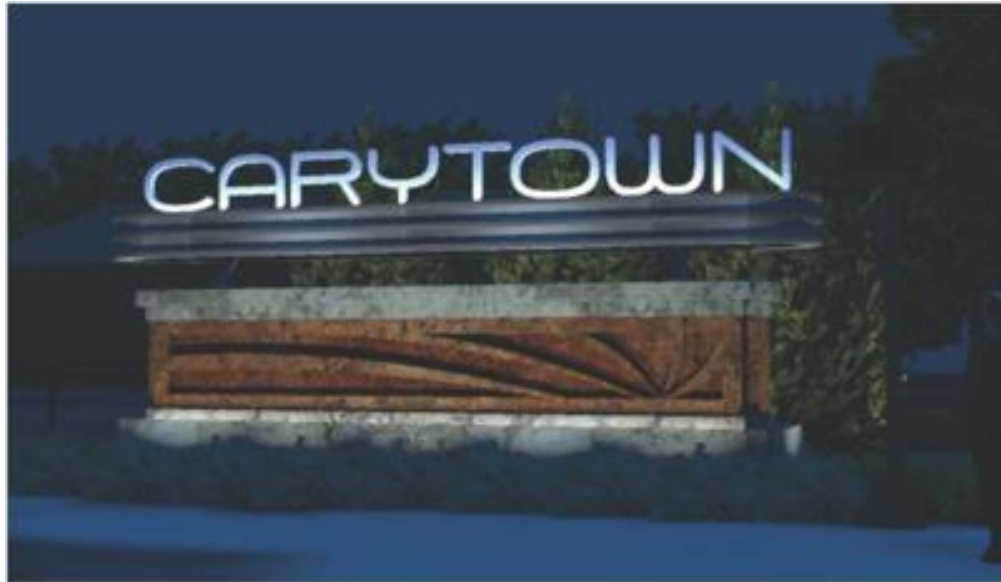
Examples of Gateway Entrances:

Richmond, Virginia (I-95)
Approx Cost - \$200k



Examples of Gateway Entrances:

Approx Cost - \$250k



Rendering of Potential Gateway sign:



Dimensions:

A) Height – 10-12 feet tall

Letters – Each letter will be approximately 4 feet high; (total of 32 feet long)

Frame – The letters will be attached to a frame

Base – The brick base will have a length of 40 feet and a height of 4-ft

B) Lighting – spotlighting on Greenville sign will be solar-powered. Will investigate having spotlights with multiple colors (green, purple, red, white)



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Rendering of Potential Gateway sign: Location 1



Rendering of Potential Gateway sign: Location 2



Cost

- Approximately \$100,000-150,000 depending upon final materials, lighting, NCDOT approval and structural requirements.



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Summary:

With Council approval we will prepare a rendering of the final sign as well as a mock-up at the location

After approval of next phase, we would authorize construction of sign as well as relocate existing sign to airport entrance on Memorial Drive.



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Item 3

Presentation on New City Website



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Goal

- Make data-driven changes that will enhance the effectiveness of the website in meeting the needs of all users.
- In doing so, consider the essential “S’s” of site design:
 - SEO
 - Structure
 - Simple
 - Speed
 - Scalable
 - Social



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Process

- Analyze current website usage
- Heat mapping
- User testing
- Review results
- Redesign



Web Analytics

- Analyzed one year (Dec. 2017-Dec. 2018)
- Total users – 358,997 (55% new)
- Unique page views – 1.2 million
- Sessions per device
 - Smartphone – 52.6%
 - Desktop – 41.9%
 - Tablet – 5.5%



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Web Analytics

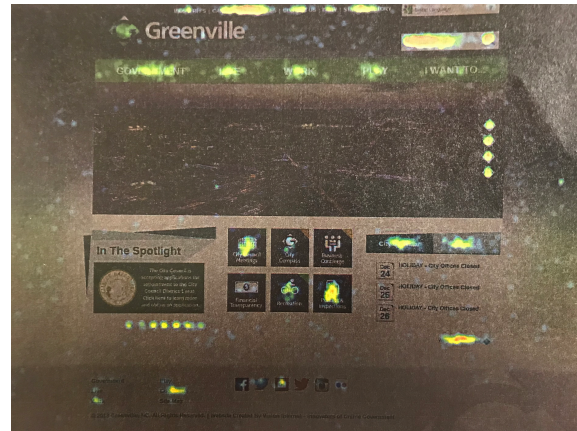
- 55% of traffic was new users (good number is 50-70%)
- 45% of traffic was returning users (good number is >30%)
- Most common visits (excluding Home/Search):
 - Employment opportunities
 - Recreation & Parks
 - Police reports/eCrash
 - Bid opportunities
 - Inspections
 - Sanitation
 - River Park North
 - Your NextBus! (smartphone)
 - Severe Weather Alert (smartphone)



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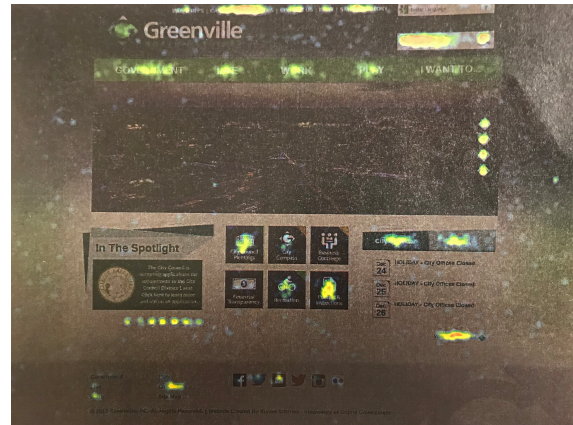
Heat Mapping

- Tracks the coordinates of mouse activity such as hovers, clicks, and scroll
- Shows what elements of the home page are performing well
- Paired with analytics, we made educated decisions on the wireframe (design)



Heat Mapping

- All top links being utilized
- Search bar used heavily
- Permits & Inspections, Recreation, and City Council meetings were the most frequently clicked buttons
- Spotlight, calendar and news get frequent interaction



User Testing

- Five users were asked to complete five tasks on the current website
- Tasks, selected based on analytics, included:
 - Searching for employment
 - Locating copy of police report for a car accident
 - Finding current bid opportunities
 - Registering a child for an upcoming art camp offered by the Recreation and Parks Department
 - Locating the trash and recycling schedule for the Christmas holiday



User Testing

- Most users utilized the “I Want to” menu frequently
- There were some discrepancies between what belonged under “Work”, “Live”, and “Play” on the current site
- Users mentioned that the “Government” menu was too large and overwhelming
- A user mentioned that he did not associate the word sanitation with trash and recycling



The Result



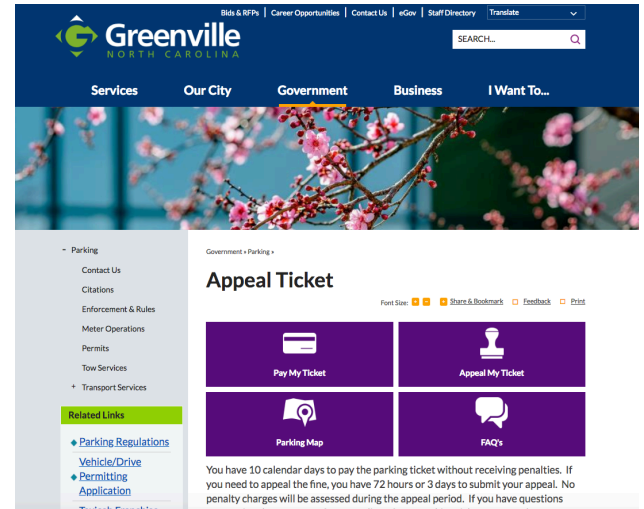
GreenvilleNC.gov



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Remaining Timeline

- 10/11-10/25: Site is moved to the Greenville server
- 10/25-11/30: Final content edits by City staff
- Dec./1st Quarter of 2020: Public launch of new site



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City Council Workshop

September 9, 2019



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