

City Council Meeting

December 12, 2019



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Item 4

Award of contract to Farrior and Sons for construction of Beach Volleyball Courts



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Beach Volleyball Project



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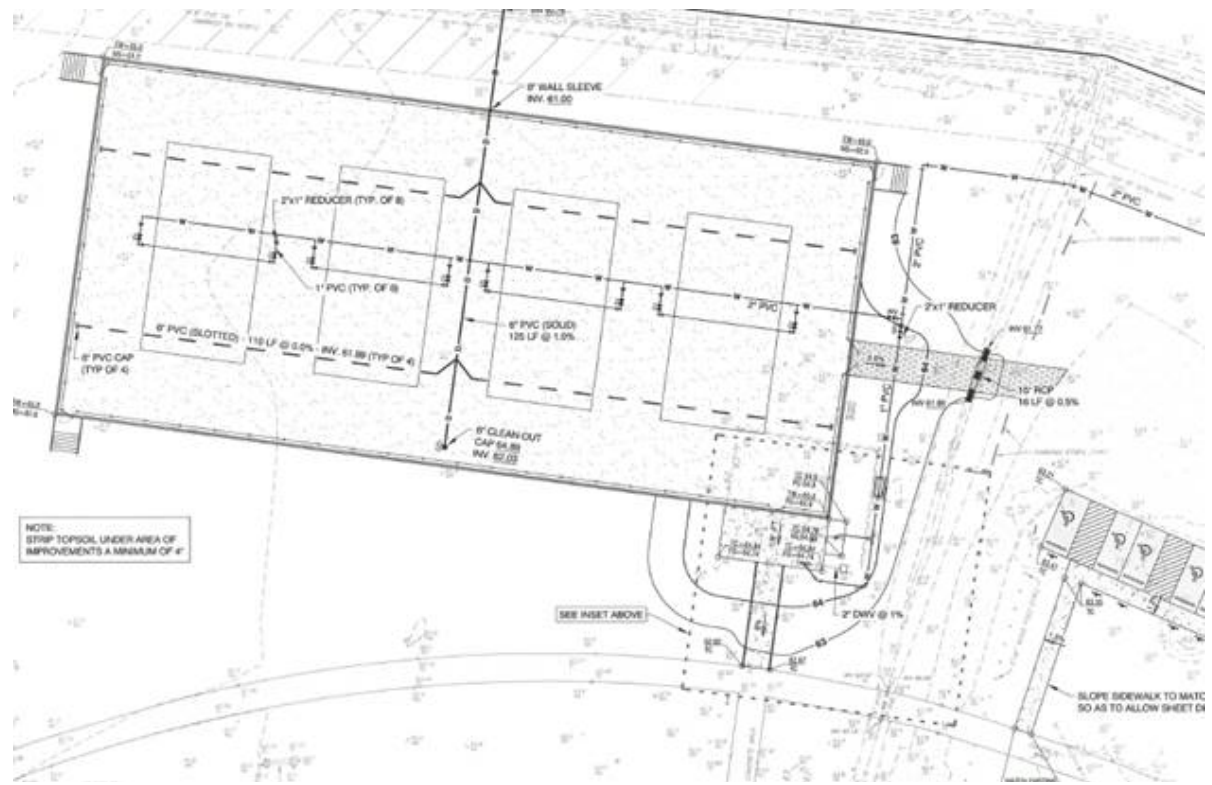
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QUESTIONS?



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Item 7


Ordinance to annex Langston West, Phase 11, Section 2 involving 8.3920 acres located at the current terminus of Moxie Lane




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General Location Map

Map Legend

 Greenville's ETJ


 Tar River

 Pitt-Greenville Airport (PGV)

City Council Voting District

District

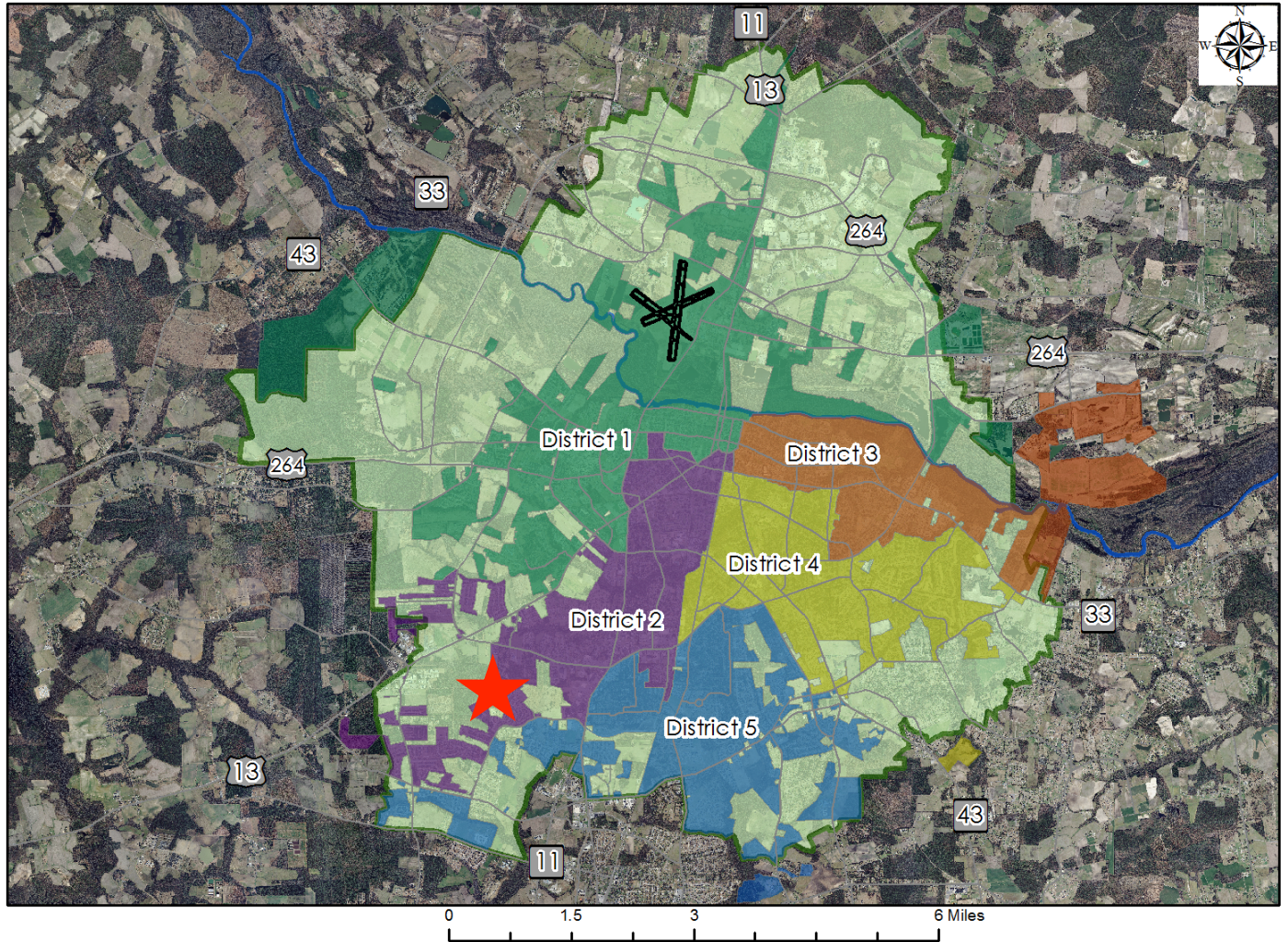
 District 1

 District 2

 District 3

 District 4

 District 5

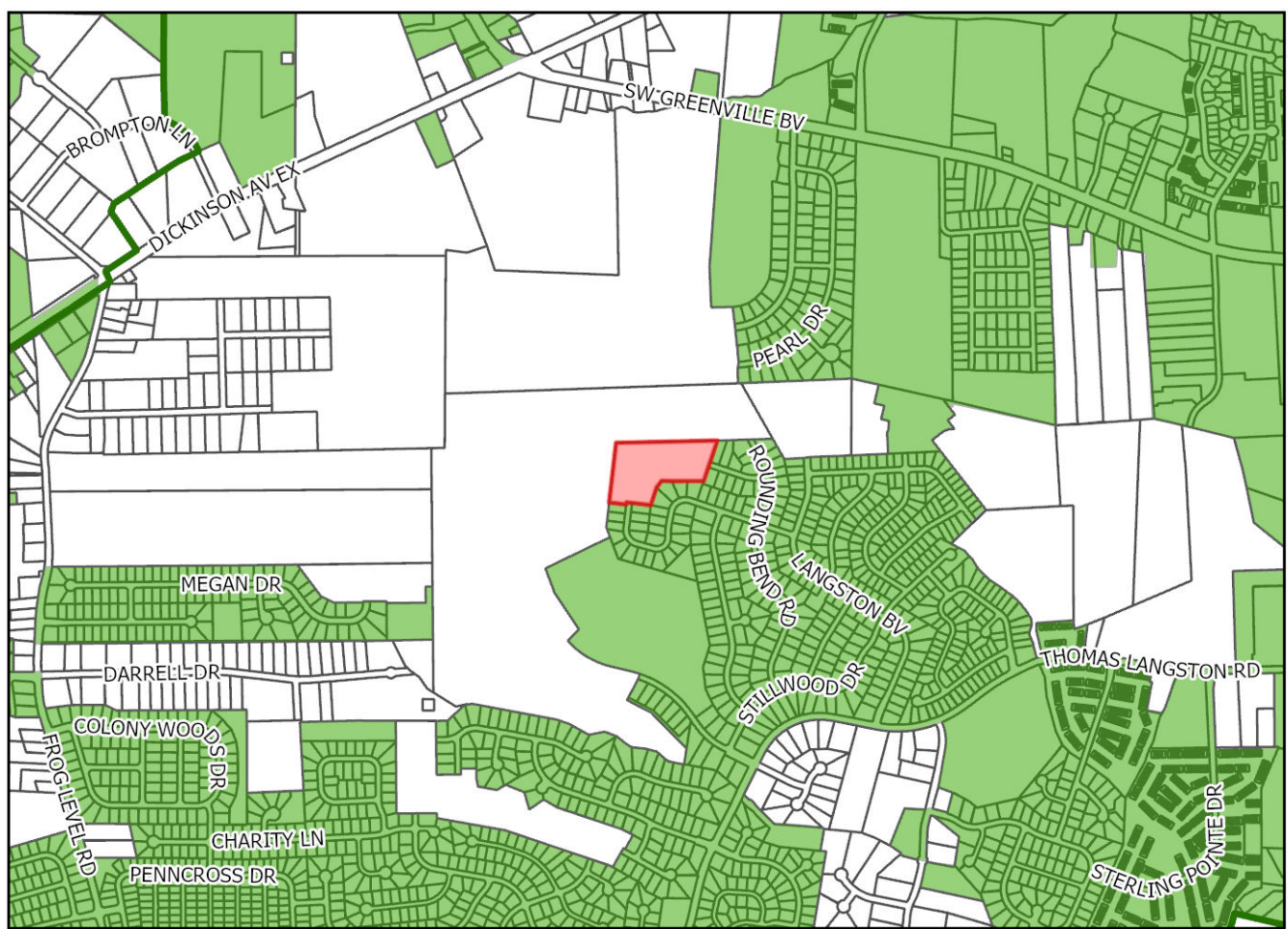


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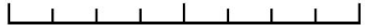
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Map Legend

- Land Parcels
- Greenville City Limits
- Greenville ETJ
- Annexation



0 0.07 0.15 0.3 Miles

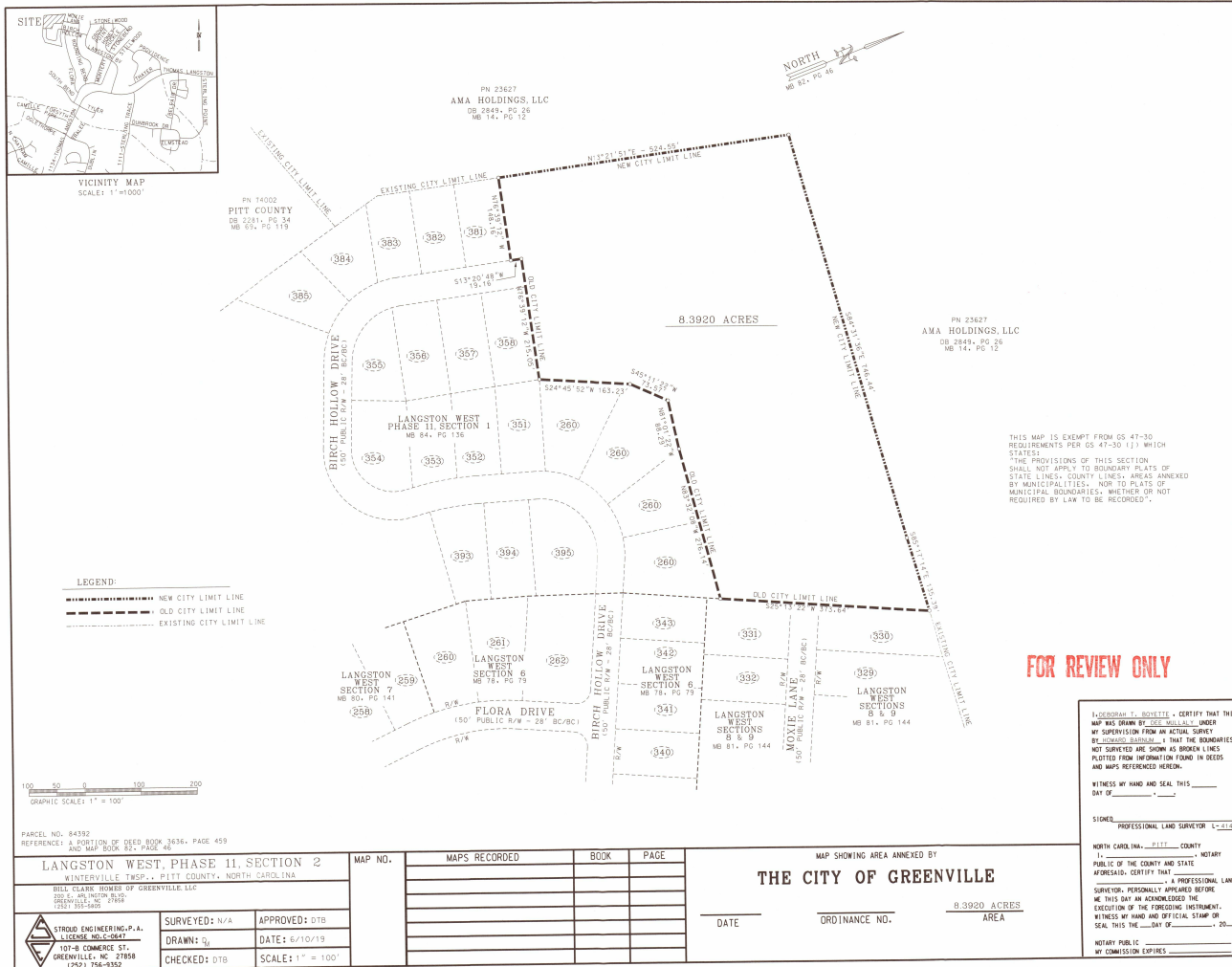


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8.3920 Acres



FOR REVIEW ONLY

THIS MAP IS EXEMPT FROM GS 47-30 REQUIREMENTS PER GS 47-30 (1) WHICH STATES: THE PROVISIONS OF THIS SECTION SHALL NOT APPLY TO BOUNDARY PLATS OF STATE LINES, COUNTY LINES, AREAS ANNEXED BY MUNICIPALITIES, NOR TO PLATS OF MUNICIPAL BOUNDARIES, WHETHER OR NOT REQUIRED BY LAW TO BE RECORDED.



Item 8

Ordinance requested by the Planning and Development Services Department to amend the City Code by altering regulations related to drive-through facilities and the number of allowed menu boards



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Currently, the City's zoning ordinance allows for one menu reader board per drive-through facility. At the time the ordinance was developed, a typical restaurant would have only had one order point. Modern development patterns have been moving toward multiple drive through lanes and facilities which would create a need for multiple order points and accompanying menu reader boards.





The resulting increase of order points requires an increase in the number of menu-reader boards allowed under the current ordinance. Another unaddressed site improvement is the use of pre-browse menu boards. These are typically smaller preview boards in advance of the full menu reader board and order point.

Drive-through facilities. (Window)

Facilities which are accessory to a principal use whereby goods or services may be offered directly to customers in motor vehicles by means which eliminate the need for customers to leave their motor vehicles. Each pickup point and associated order point(s) shall constitute a single facility.



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Additional standards:

Restaurant menu reader boards. No restaurant menu reader board shall exceed 42 square feet in surface area or eight feet in height. Menu reader boards shall be set back not less than 20 feet from any property line. Two menu reader boards shall be allowed per each drive-through facility, not to exceed one per order point, and the display shall contain no commercial advertisement that can be viewed from any adjacent street right-of-way or property line. The signage shall not be included in the calculation of or count towards the total allowable sign area.



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Additional standards:

Restaurant menu pre-browse boards. A full menu shall not be displayed on a restaurant menu pre-browse board. No restaurant menu pre-browse board shall exceed 20 square feet in surface area or eight feet in height. Menu pre-browse boards shall be setback not less than 20 feet from any property line. Two menu pre-browse boards shall be allowed per each drive-through facility, not to exceed one per order point, and the display shall contain no commercial advertisement that can be viewed from any adjacent street right-of-way or property line. The signage shall not be included in the calculation of or count towards the total allowable sign area.



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Additional staff comments:

The proposed changes will allow each drive-through lane to have one menu reader board and one restaurant pre-browse menu board in addition to clarifying what constitutes such a facility. These boards do not contain commercial messages visible from off-site.



Chapter 4, Growing the Economic Hub,

Goal 4.3 A Stable & Resilient Economy

Policy 4.3.1 Modernize and Diversify Local Economy

Support the growth of a variety of employment opportunities and businesses that diversify Greenville's economy and provide workers with a range of skill sets and training. Encourage business growth within incorporated areas to expand and diversify Greenville's tax base.



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Item 9

First public hearing for the
2020-2021 Annual Action Plan for
the CDBG and HOME Investment
Partnerships Funds



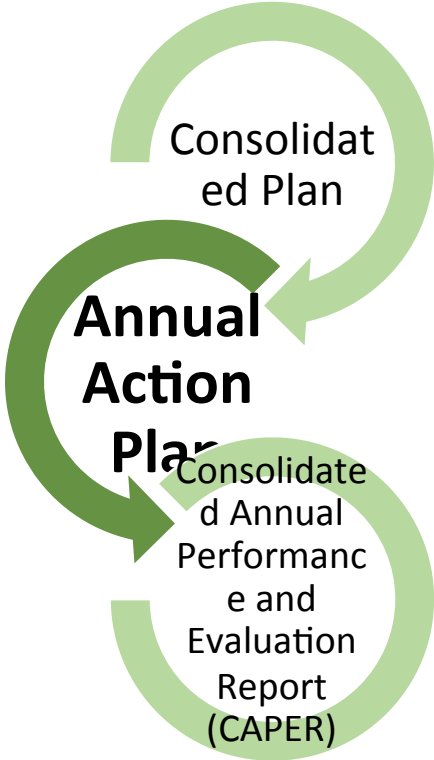
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2020-2021 Annual Action Plan Public Meeting

Annual Action Plan

Outlines how City will invest federal and local funds in community development activities during the fiscal year



Directs priorities for 5-year period

Reports on accomplishments and investments during fiscal year



Purpose

- Requirement of Federal HUD funding
- Year Three (3) of the Consolidated Plan
- Provides a detailed budget and description of activities
- The City is a recipient of two (2) sources of funding:
 - Community Development Block Grant (CDBG)
 - HOME Investment Partnerships



Schedule

- Community Meetings (11/13,18,25/19)
- First Public Hearing (12/12/19)
- Non-profit funding process (December-February)
- Public Comment Period on Draft Plan(April-May)
- Final Public Hearing (May)
- Submission to HUD (May)



Action Plan Top Priorities

1. Lincoln Park Neighborhood Revitalization
2. Home Rehabilitation
3. Acquisition and Demolition of Substandard Structures
4. Homeownership
5. Education & Non-profit Support



2020-2021 Priority #1

Lincoln Park Revitalization

- Infrastructure improvements to include street repaving, green space, lighting extension
- City sponsored and incentivized new construction



2020-2021 Priority #2

Home Rehabilitation

- Reconstruction Policy that allows for repair of more severely damaged homes in priority areas
- Allows for wider participation



2020-2021 Priority #3

Acquisition and Demolition of Substandard Property

- Acquisition of substandard property eliminates environmental hazards and eyesores
- Allows for creation of buildable lots for future development



2020-2021 Priority #4

Homeownership

- Continued 20% HOME down payment assistance program



2020-2021 Priority #5

Education and Non-Profit Support

- Financial literacy classes to prepare perspective buyers and reduce obstacles to homeownership
- Support of holistic community development



Questions or comments?



Staff Recommendation

Staff recommends Council hold a Public Hearing for 2020-2021 Annual Action Plan.



Item 11

Presentation of a Letter of Intent between the City of Greenville and Co X Holdings, LLC related to the commercial development of Evans Street property for a boutique style hotel



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**EVANS STREET HOTEL
LETTER OF INTENT**



City of Greenville & Co X Properties LOI

Discussion Items

- 1 PROJECT SUMMARY
- 2 WHAT IS A LETTER OF INTENT?
- 3 PROJECT REQUIREMENTS
- 4 LEASE PARKING
- 5 PUBLIC INVESTMENT





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PROJECT SUMMARY

PROJECT OVERVIEW

- Proposed Development:
 - Boutique Style Hotel Located on Evans Street Between 4th and 5th Street
 - Between 60 and 90 Rooms
 - Full Service Hotel with Rooftop Bar & Lounge
- Estimated Developer Investment Based on Number of Rooms:
 - 60 Room Hotel: \$16,000,000
 - 90 Room Hotel: \$19,000,000
- Impact to the City:
 - Puts Public Property Back on the Tax Rolls for Private Development
 - Property Would be Sold to Developer at FMV (Approximately \$203,000)
 - Increases the Number of People in Uptown on a Daily Basis by 90 to 120
 - Increases Annual Tax Revenues by \$67,000 to \$80,000
 - Further Enhances Opportunity for Future Economic Growth Uptown



PROJECT OVERVIEW



FINANCIAL IMPACT TO THE CITY OF GREENVILLE

15 Year Pro Forma

	60 Rooms	90 Rooms
Revenue		
Sale of Property to Developer	\$ 203,000	\$ 203,000
City Permit Fees	50,000	60,000
Tax Revenues:		
Property Tax	811,200	963,300
Sales Tax	56,940	71,175
Subtotal	868,140	1,034,475
Leased Parking Revenue	642,460	964,093
Total Revenue	\$ 1,763,600	\$ 2,261,568
Expense		
Uptown Streetscape Improvements	\$ (203,000)	\$ (203,000)
Capital Investment Grant (CIG)	(327,600)	(389,025)
City Permit Fees Waived (Estimated)	(50,000)	(60,000)
Total Expense	\$ (580,600)	\$ (652,025)
Revenue Less Expense	\$ 1,183,000	\$ 1,609,543



FINANCIAL IMPACT TO THE CITY OF GREENVILLE

15 Year Pro Forma Net Revenue

	60 Rooms	90 Rooms
Years 1 - 5	\$ 208,200	\$ 294,483
Years 6 - 10	393,800	546,380
Years 11 - 15	581,000	768,680
Total	\$ 1,183,000	\$ 1,609,543

Net Revenues Do Not Include:

- Occupancy Tax Revenue Received on Hotel Utilization
- Additional Tax Revenues From Growth in Surrounding Area Property Values
- Additional Sales Tax Revenues From Expanded Commercial Activity in Uptown





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WHAT IS A LETTER OF INTENT?

WHAT IS A LETTER OF INTENT?



Letter of Intent:

- Outlines the Terms of the Project Arrangement that are Acceptable to both the City and to Seacoast Communities
- The Letter is Considered Nonbinding
- Any Contractual Terms Would be Set Forth in the Purchase Agreements for the Property





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PROJECT REQUIREMENTS

PROJECT REQUIREMENTS



- Co X Shall Purchase Tax Parcels 14486 and 51695 at Fair Market Value
- The Property Shall be Utilized Only for the Construction and Operation of a Boutique Style Hotel
- Closing on the Property Shall Occur Within 12 Months of the Approval Date of the Purchase Agreement



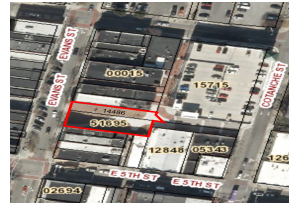
PROJECT REQUIREMENTS



- Co X Shall Apply for a Building Permit Within 12 Months of the Approval Date of the Purchase Agreement
 - If a Permit is not Applied for Within 12 Months Then Ownership of the Property Reverts Back to the City
 - City has Option to Refund Any Payments Made for Purchase of Property to Co X



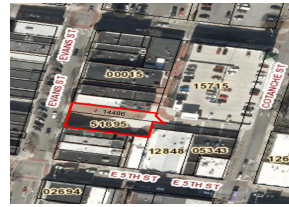
PROJECT REQUIREMENTS



- Co X Shall Complete the Project Within 20 Months of the Construction of the Hotel Slab
 - The City and Co X may Mutually Agree to Extend the Completion Date
 - If the Project is Not Completed Within the 20 Months, or the Extended Date, the City Shall Begin Accessing Liquidated Damages at a Rate of \$500 per Day



PROJECT REQUIREMENTS



- The Following Restrictions Shall Apply to the Hotel:
 - The Hotel Brand, Design, and Quality Shall be Reviewed by the City and Co X
 - The Hotel Shall Have a Minimum of 60 Rooms with a Rooftop Bar and Lounge
 - The Hotel Shall be a Hospitality Industry Rated Minimum of 3 Stars
 - Hotel Development Company Must Have Documented References of Successful Operations in Other Municipalities





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LEASE PARKING

LEASED PARKING TO HOTEL FROM PARKING DECK

- The Hotel Requesting to Lease Between 60 and 90 Spaces in the Parking Deck From the City for Hotel Use (Depending on Number of Hotel Rooms)
- The Spaces to be Leased are Currently Being Utilized by the City for City Employee Parking
- The City will Relocate City Employees from the Parking Deck to a New City Parking Lot to be Constructed
- There are Two Types of Spaces that will be Leased to the Hotel from the Parking Deck:
 - Full Rate Space: Leased to Hotel at City's Full Monthly Rate per Space
 - Reduced Rate Space: Leased to Hotel at a Reduced Monthly Rate per Space



LEASED PARKING TO HOTEL FROM PARKING DECK

Type of Space Leased	Available to Hotel	Available to General Public
Full Rate Space	- 24 Hours, 7 Days per Week	Not Available for Public Use
Reduced Rate Space	- Monday-Friday 4 p.m. to 9 a.m. - All Weekend From Friday at 4 p.m. to Monday at 9 a.m.	Monday - Friday 9 a.m. - 4 p.m. (Peak Time for Public Use)

C6 - X

LEASED PARKING TO HOTEL FROM PARKING DECK

Hotel Size	Full Rate Spaces	Reduced Rate Spaces	Total Spaces
60 Room Hotel	7	53	60
90 Room Hotel	10	80	90
Lease Rate / Space / Month	\$ 64.00	\$ 19.20	

- The Annual Lease Rate Charged to the Hotel will be Adjusted on an Annual Basis as Approved by Council and Included in the City's Adopted Annual Budget and Manual of Fees



LEASED PARKING TO HOTEL FROM PARKING DECK

- Summary of Parking Revenue:

60 Room Hotel	90 Room Hotel
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Full Rate Revenue from Hotel Lease

\$ 5,376	\$ 7,680
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Reduce Rate Revenue from Hotel Lease

\$ 12,211	\$ 18,432
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Supplemental Parking Revenue From General Use

\$ 31,833	\$ 48,049
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Total Projected Parking Deck Lease Revenue

\$ 49,420	\$ 74,161
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PUBLIC INVESTMENT

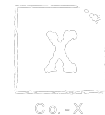
MODELED PUBLIC INCENTIVES

- City Capital Investment Grant on Hotel Development:
 - 75% of Annual Property Tax for 7 Years
- Waiver of Inspection Permitting Fees: Building, Electrical, Mechanical, Plumbing
- Reinvest Proceeds From Sale of Property into the Following Public Improvements:
 - Covered Walkway Connecting the Parking Deck and the Hotel (Maximum Allowance of \$50,000)
 - Relocation of Sewer Line to the Public Alley Located West of Cotanche Street and South of 4th Street Parking Deck (Maximum Allowance of \$100,000)
 - Streetscape Improvements on Evans Street Anywhere Between 4th and 5th Street that are not Required by Developer as Part of the Project



MODELED PUBLIC INCENTIVES

- City Shall Designate the City Owned Harris Parking Lot as a Laydown Area for Co X During the Hotel Construction:
 - Lot is Located on the Corner of 4th Street and Cotanche Street
 - City will Relocate Existing Leases Occupying the Harris Lot to Another Parking Location During the Construction Period





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PROJECT SUMMARY

PROJECT SUMMARY

- Represents a Projected Investment in Uptown of Between \$16 and \$19 Million
- Puts Public Property Back on the Tax Rolls
- Projects a Conservative, Positive Financial Impact to the City as Follows:

15 Year Pro Forma Net Revenue

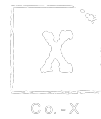
	60 Rooms	90 Rooms
Years 1 - 5	\$ 208,200	\$ 294,483
Years 6 - 10	393,800	546,380
Years 11 - 15	581,000	768,680
Total	\$ 1,183,000	\$ 1,609,543



Co.-X

- Increases the Number of People in Uptown on a Daily Basis by 90 to 120
- Enhances Opportunity for Future Economic Growth in Uptown

PROJECT SUMMARY



Item 12

Budget ordinance amendment #6 to the 2019-2020 City of Greenville budget, the FEMA-Hurricane Project Fund, and the Recreation and Parks Capital Projects Fund



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CITY OF GREENVILLE
FY 2020 BUDGET ORDINANCE AMENDMENT #6

CITY OF GREENVILLE

BUDGET ORDINANCE AMENDMENT #6

Budget Ordinance Amendment #6 Includes Adjustments to the Following Funds:

- **General Fund**
- **FEMA Hurricane Project Fund**
- **Rec & Parks Capital Projects Fund**

CITY OF GREENVILLE
BUDGET ORDINANCE AMENDMENT #6

Description	Impacted	Amount
To designate funding for the construction of the Beach Volleyball Courts at Boyd Lee Park.	General Fund RP Capital Projects	\$ 200,000
To recognize funds received from City employees and citizens for the 2019 United Way campaign.	General Fund	\$ 2,870
To transfer excess consolidate funding related to the Tar River Legacy Plan Project.	FEMA Fund RP Capital Projects	\$ 51,340

CITY OF GREENVILLE
BUDGET ORDINANCE AMENDMENT #6 SUMMARY

City of Greenville Operating Fund Budget per Amendment #6:

Fund	Budget	%
General	\$ 86,910,591	60.9%
Debt Service	5,559,881	3.9%
Public Transportation (Transit)	3,343,172	2.3%
Fleet Maintenance	4,635,802	3.2%
Sanitation	8,001,526	5.6%
Stormwater	9,820,127	6.9%
Housing	1,733,500	1.2%
Health Insurance	14,003,384	9.8%
Vehicle Replacement	4,759,009	3.3%
Facilities Improvement	3,667,375	2.6%
Capital Reserve	390,000	0.3%
Total	\$ 142,824,367	100%

CITY OF GREENVILLE
BUDGET ORDINANCE AMENDMENT #6
SUMMARY

RECOMMENDATION

Approve budget ordinance amendment #6 for the City of Greenville Operating Funds (Ordinance #19-031), FEMA Hurricane Project Fund (Ordinance #17-002), and Rec & Parks Capital Projects Fund (Ordinance #17-024)

City Council Meeting

December 12, 2019



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