

City Council Meeting

August 13, 2020



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Item 12


Ordinance to annex Ag Carolina
Farm Credit involving 34.743
acres





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General Location Map

Map Legend

 Greenville's ETJ

 Tar River


 Pitt-Greenville Airport (PGV)

City Council Voting District

District

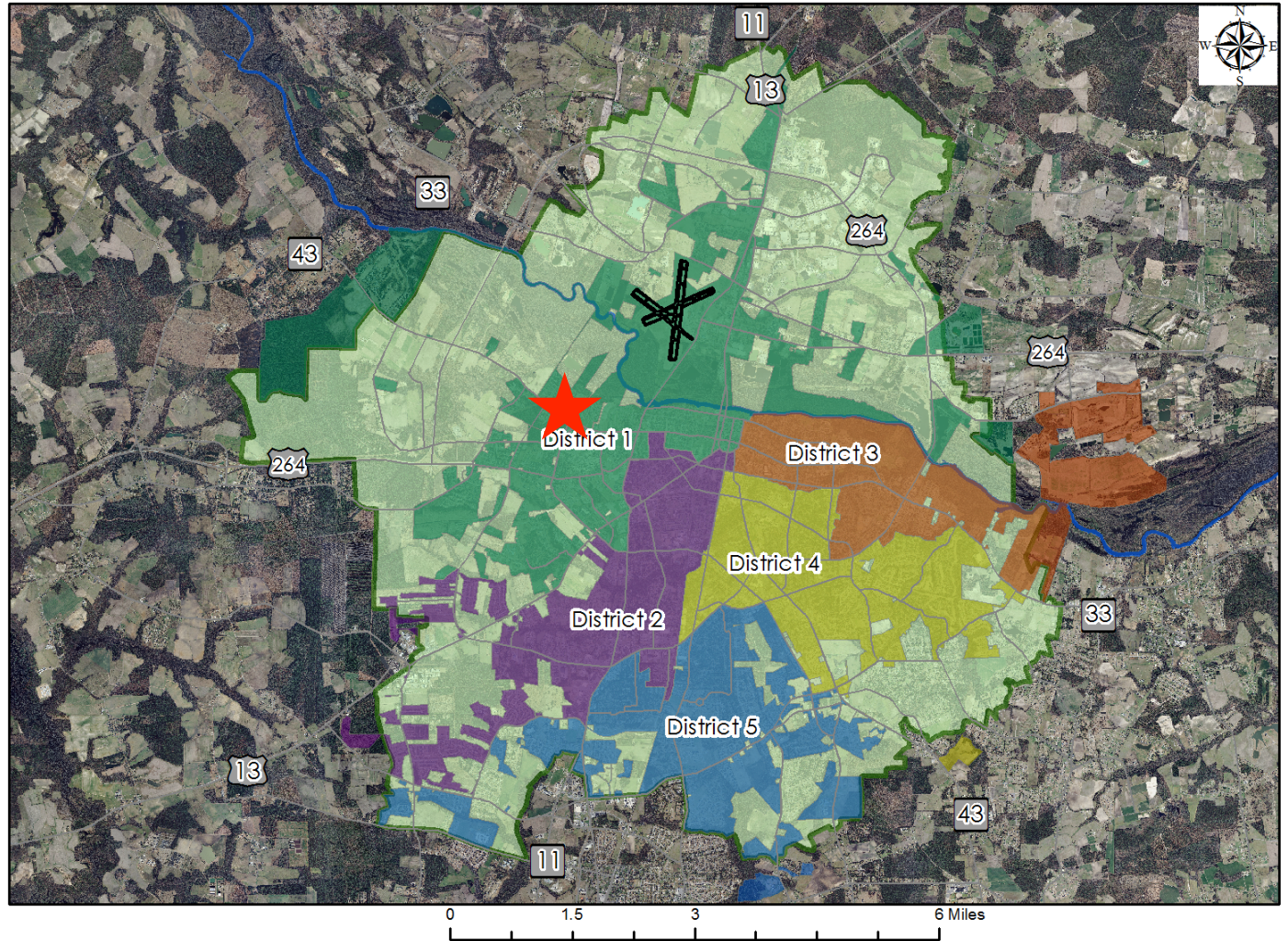
 District 1

 District 2

 District 3

 District 4

 District 5

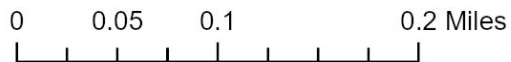
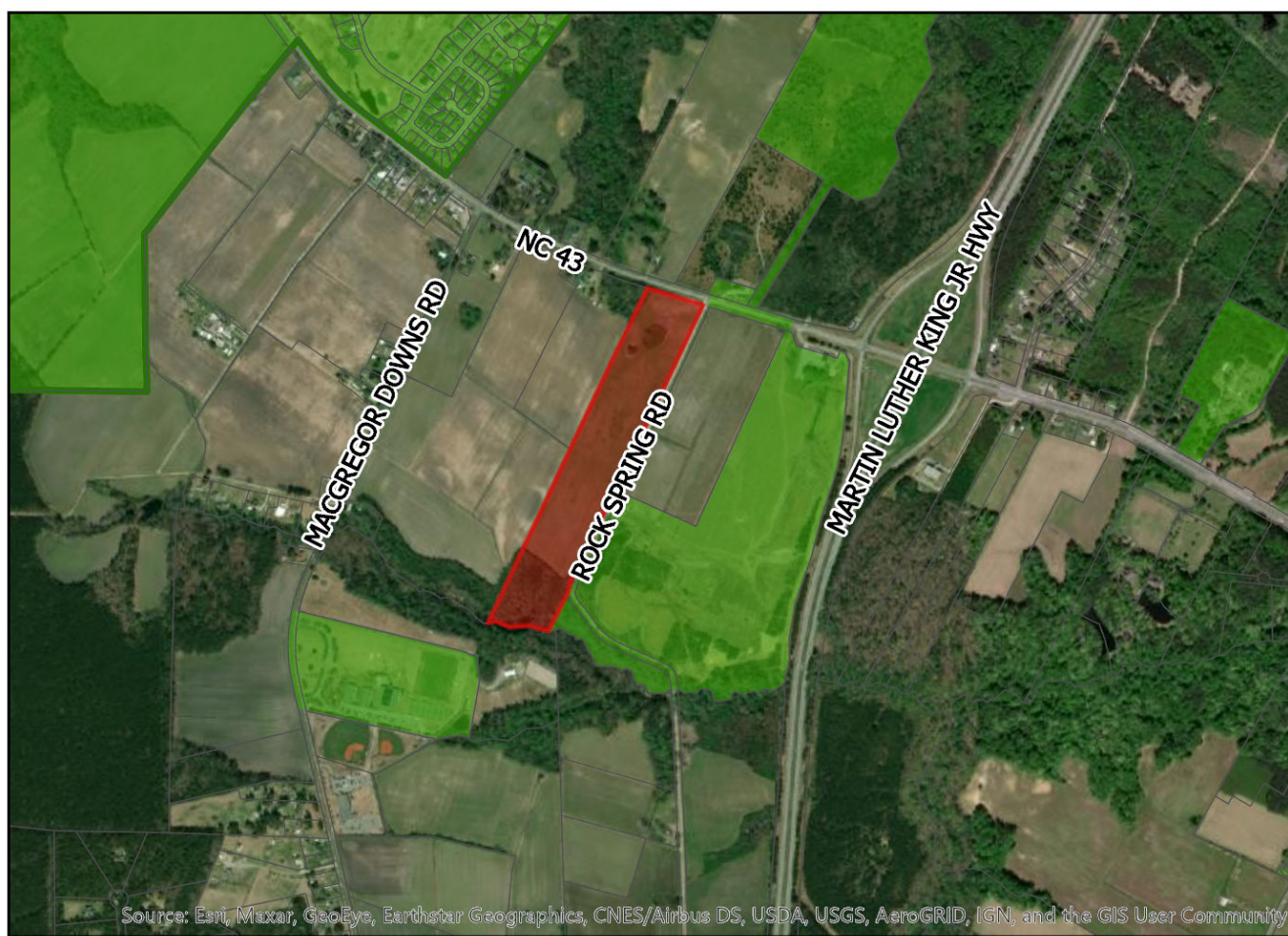


Greenville
NORTH CAROLINA

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Map Legend

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



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Item 13


Ordinance to annex Carter Ridge
involving 128.60 acres





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General Location Map

Map Legend

 Greenville's ETJ


 Tar River

 Pitt-Greenville Airport (PGV)


City Council Voting District

District

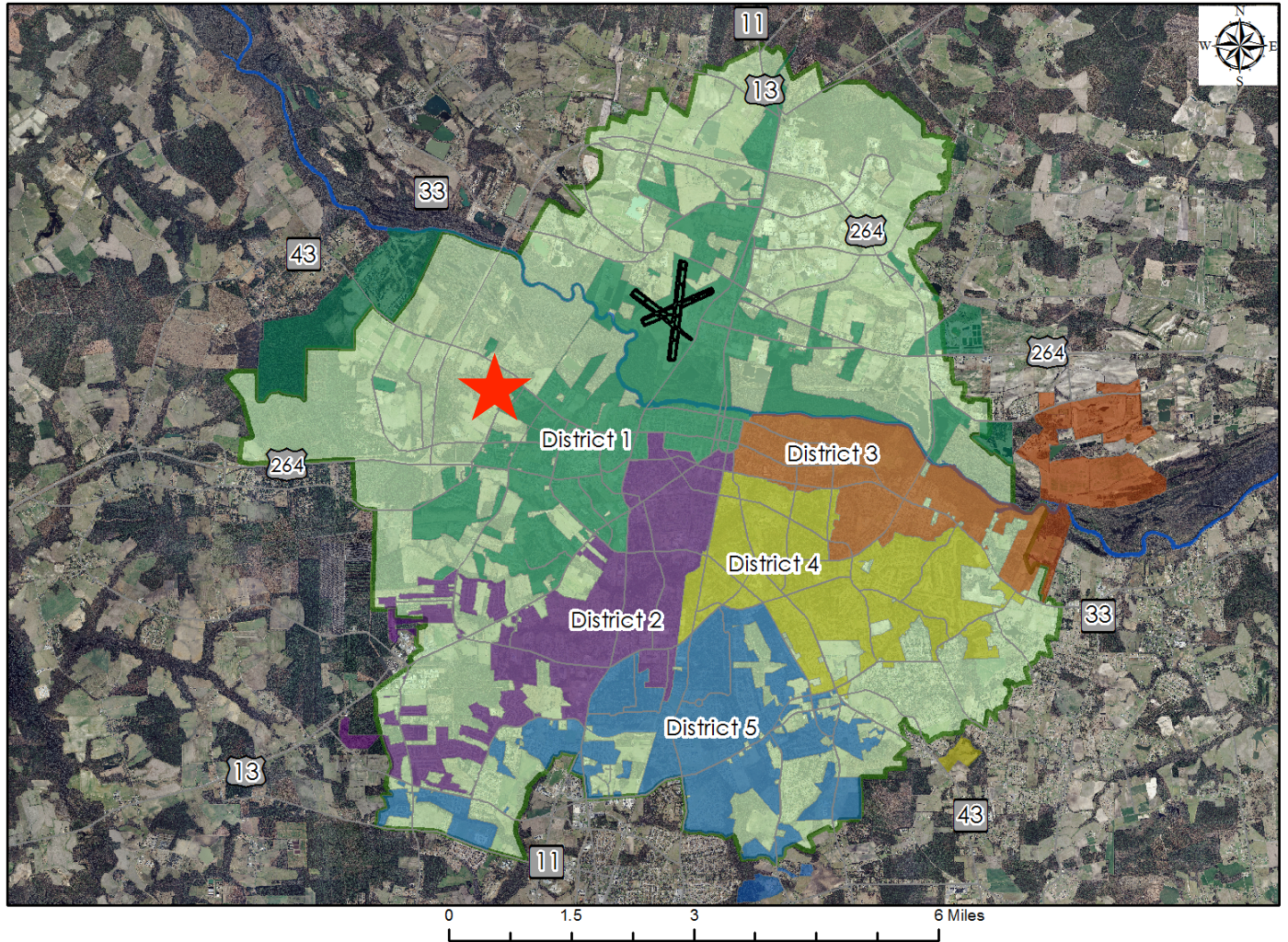
 District 1

 District 2

 District 3

 District 4

 District 5

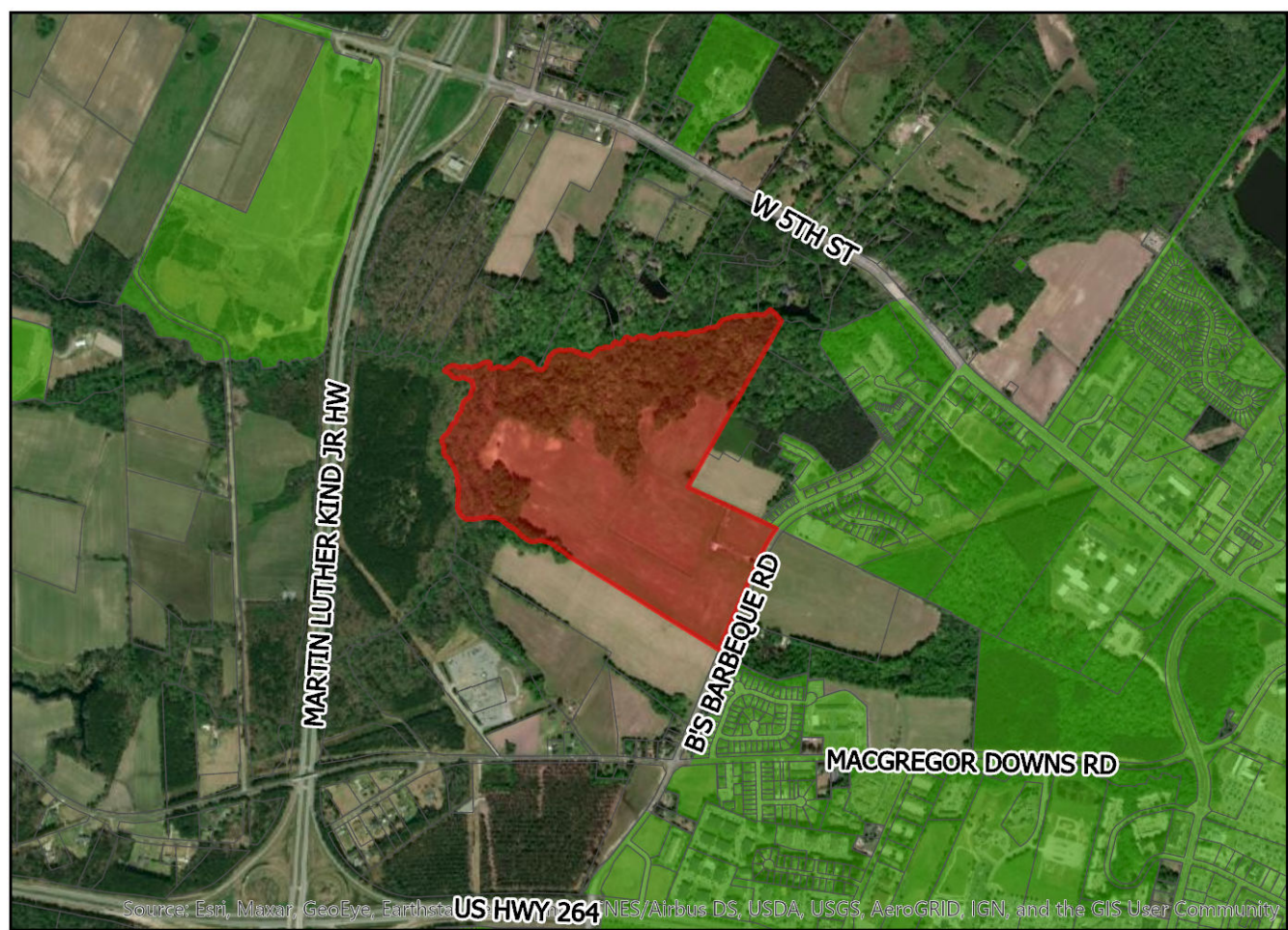


Greenville
NORTH CAROLINA

Find yourself in good company®

Map Legend

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

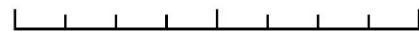


Source: Esri, Maxar, GeoEye, Earthstar, US NES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

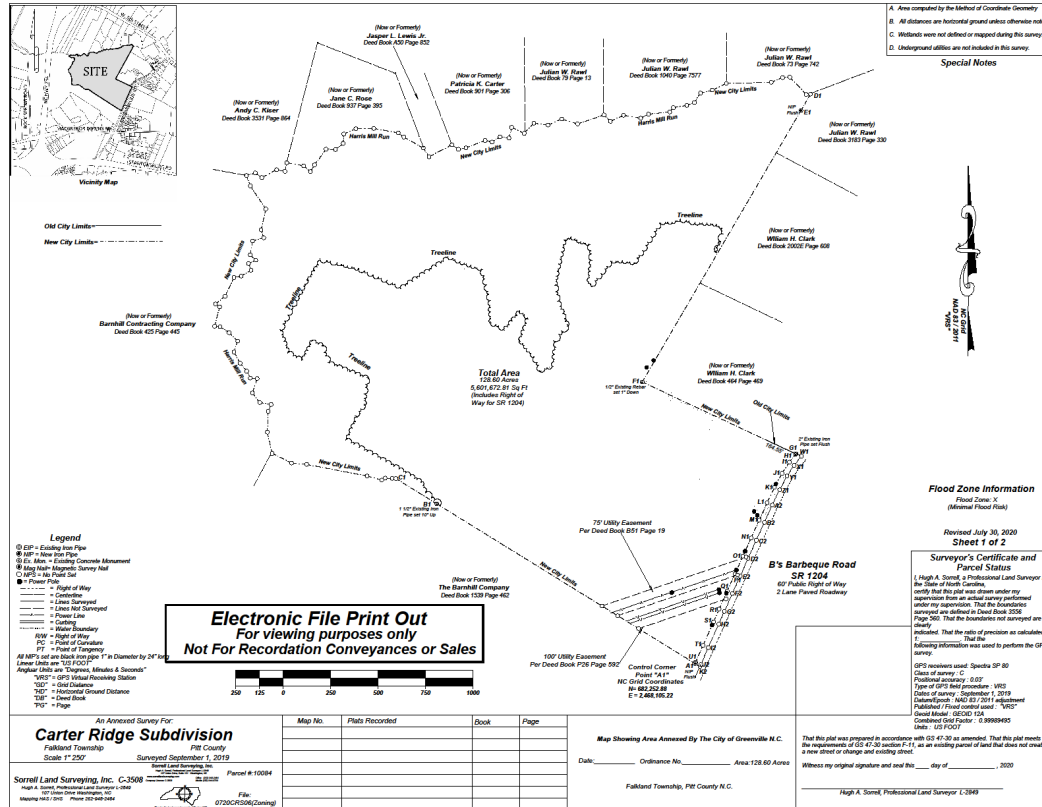


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0 0.05 0.1 0.2 Miles



Survey 127.70 Acres



Greenville
NORTH CAROLINA

Find yourself in good company[®]

Item 14


Ordinance to annex the
Travathan Family, LLC property
involving 14.0661 acres




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General Location Map

Map Legend

 Greenville's ETJ

 Tar River

 Pitt-Greenville Airport (PGV)

City Council Voting District

District

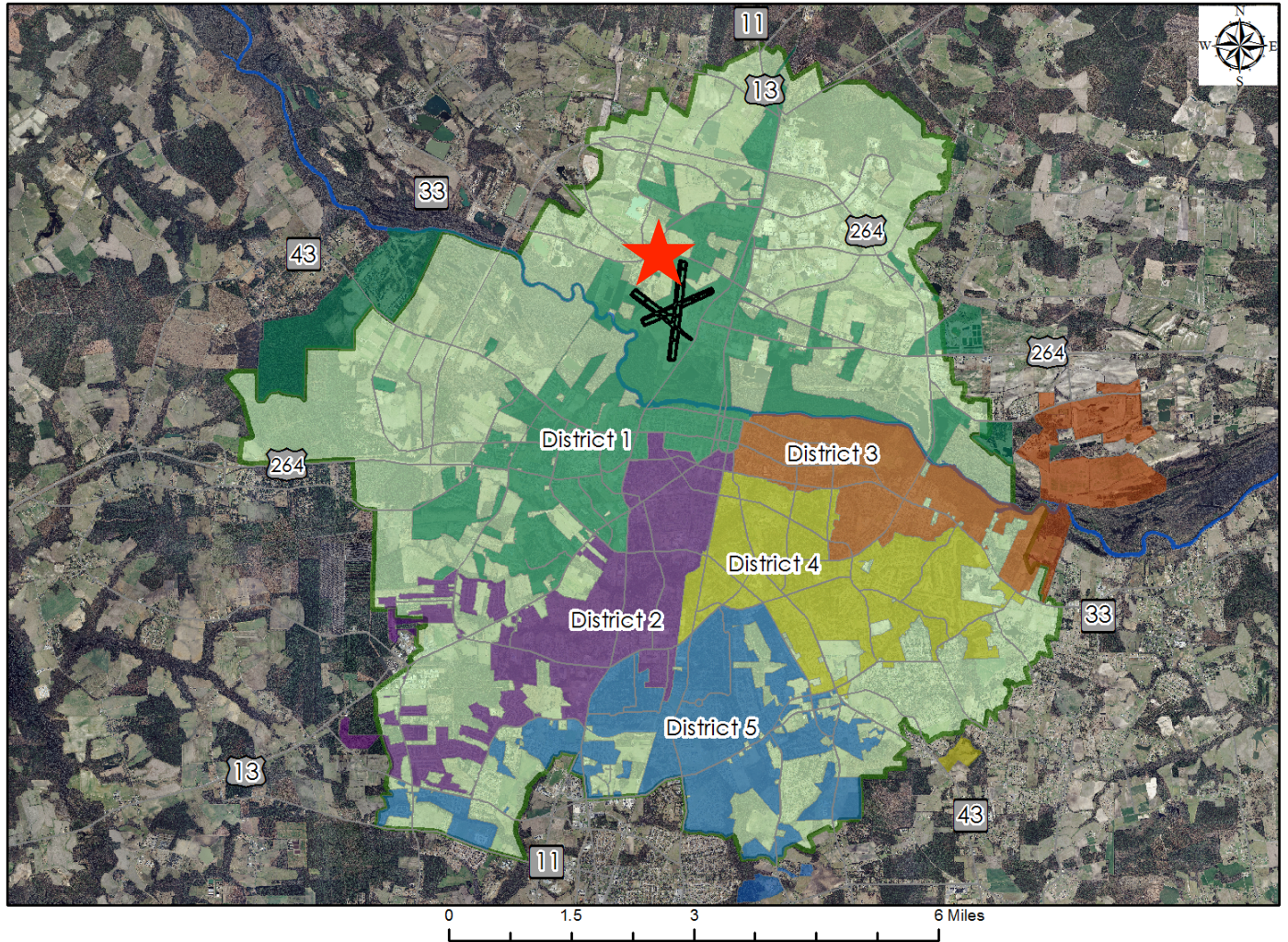
 District 1

 District 2

 District 3

 District 4

 District 5



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NORTH CAROLINA

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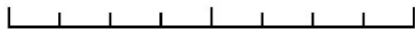
Map Legend

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



Find yourself in good company®

0 0.05 0.1 0.2 Miles



Item 15


Ordinance requested by Collice and Ann Moore, LLC et al to rezone a total of 2.3885 acres




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General Location Map

Map Legend

 Greenville's ETJ

 Tar River

 Pitt-Greenville Airport (PGV)

City Council Voting District


District

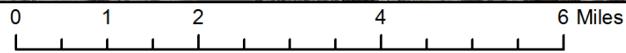
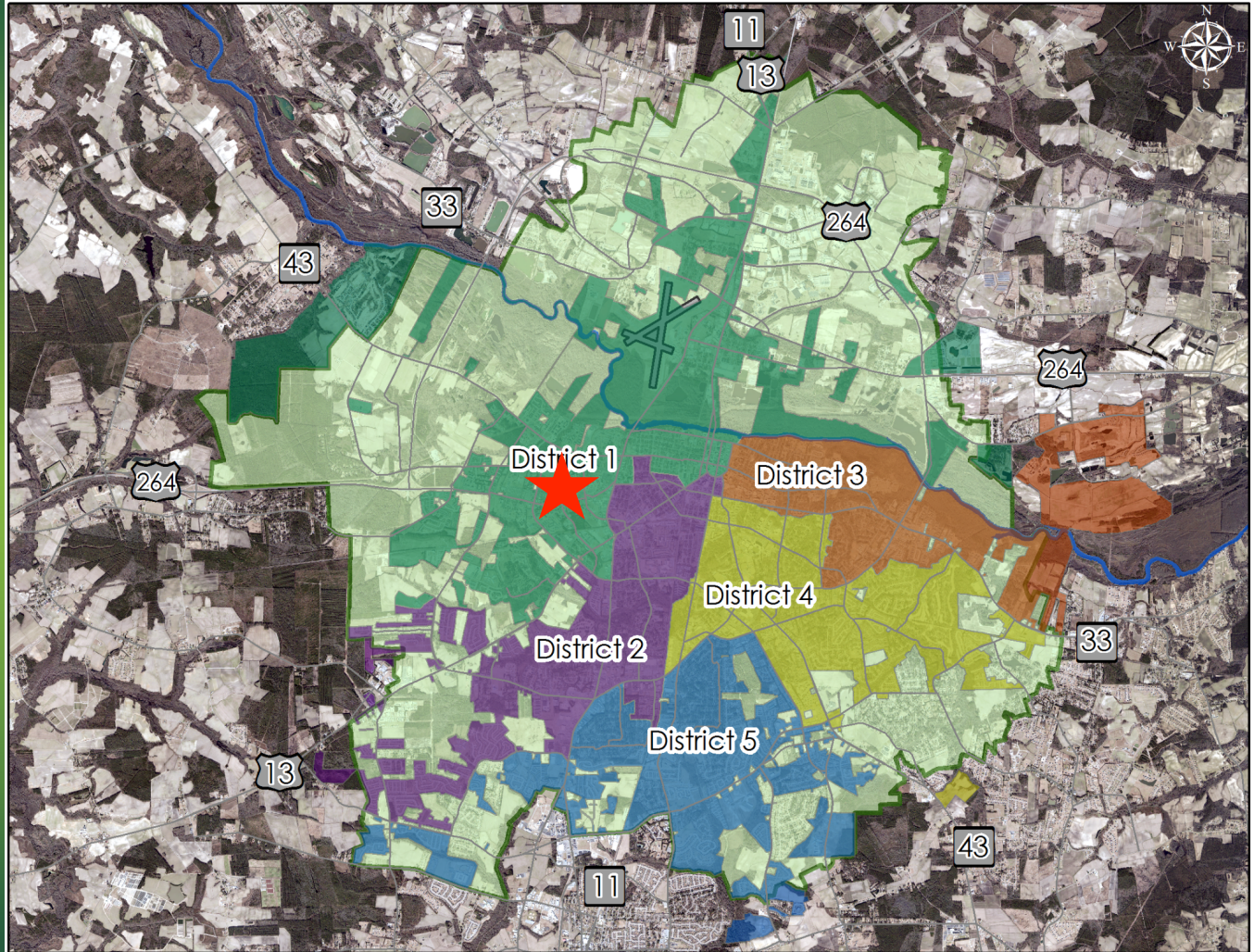
 District 1

 District 2

 District 3

 District 4

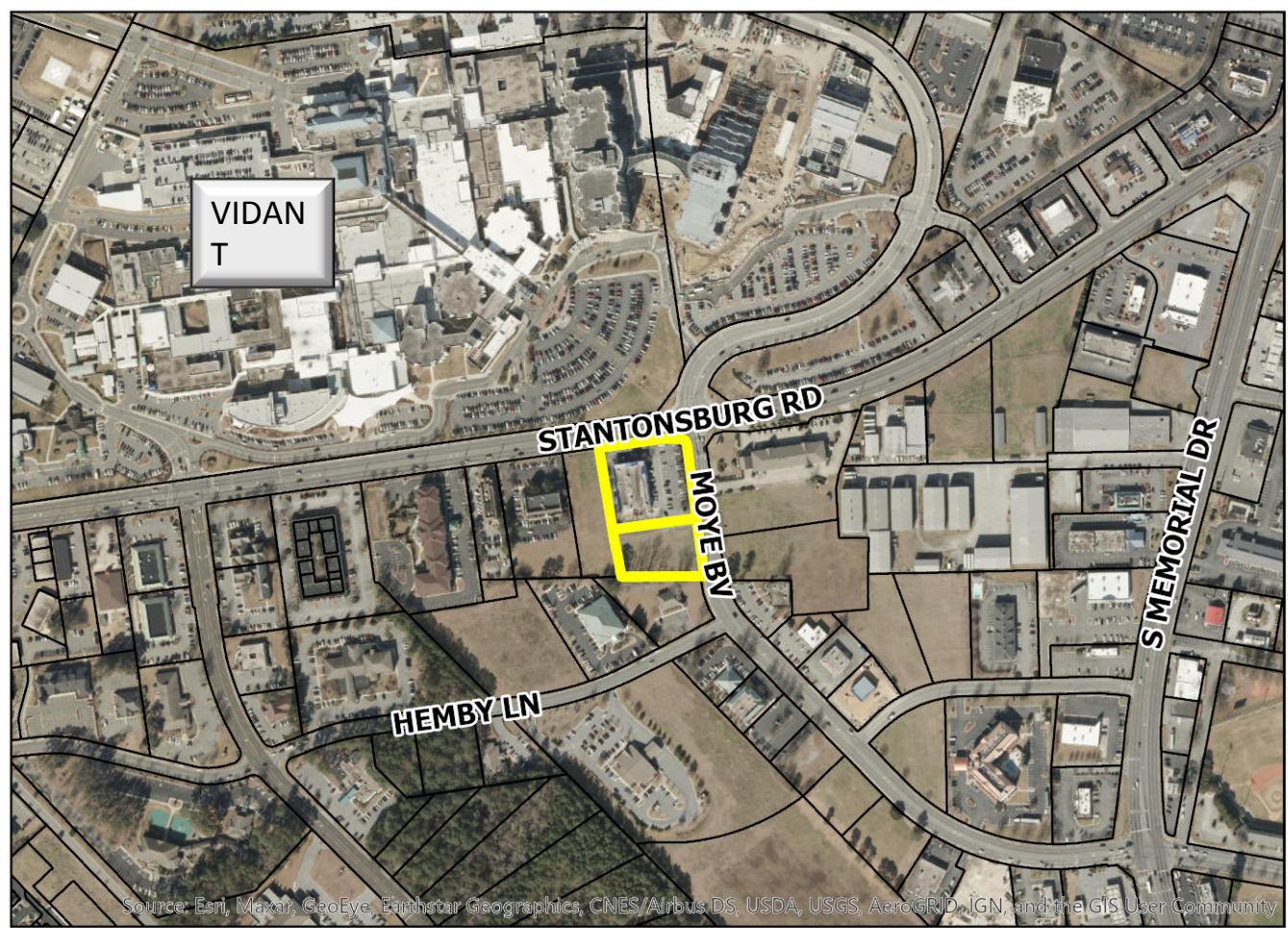
 District 5



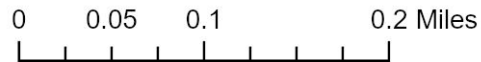
Greenville
NORTH CAROLINA

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Aerial Map (2016)



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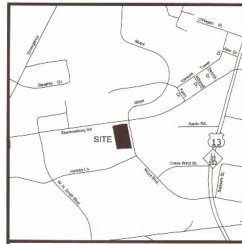




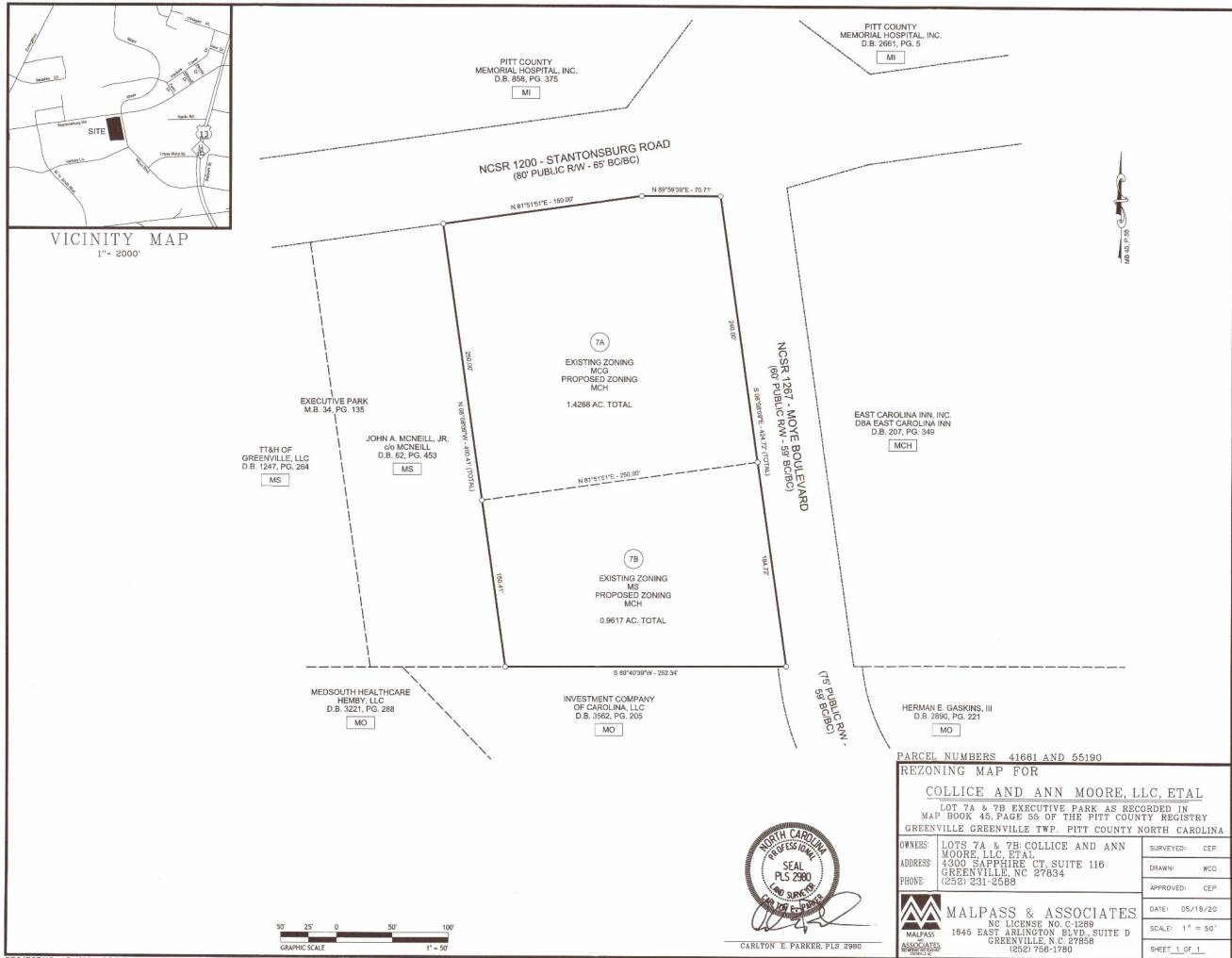
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Survey 2.3885 acres



VICINITY MAP
1" = 2000'



CARLTON E. PARKER, PLS 2980

PARCEL NUMBERS 41661 AND 55190 REZONING MAP FOR COLLICE AND ANN MOORE, LLC, ETAL LOT 7A & 7B EXECUTIVE PARK AS RECORDED IN MAP BOOK 45, PAGE 55 OF THE PITT COUNTY REGISTRY GREENVILLE GREENVILLE TWP. PITT COUNTY NORTH CAROLINA	
OWNERS LOTS 7A & 7B COLLICE AND ANN MOORE, LLC, ETAL ADDRESS 4300 SAPPHIRE CT, SUITE 116 GREENVILLE, NC 27854 PHONE (252) 231-2588	SURVEYED: CEP DRAWN: WCO APPROVED: CEP DATE: 05/18/20 SCALE: 1" = 50' SHEET: 1 OF 1
 MALPASS & ASSOCIATES NC LICENSE NO. C-1289 1645 EAST ARLINGTON BLVD, SUITE D GREENVILLE, N.C. 27858 (252) 756-1780	

L:\mga\1200-41279\1225 - Robt and Stantonsburg and Nove Blvd. Collice Moore, Jr. 4/12/25.mxd
 5/19/2023 12:26:52 PM

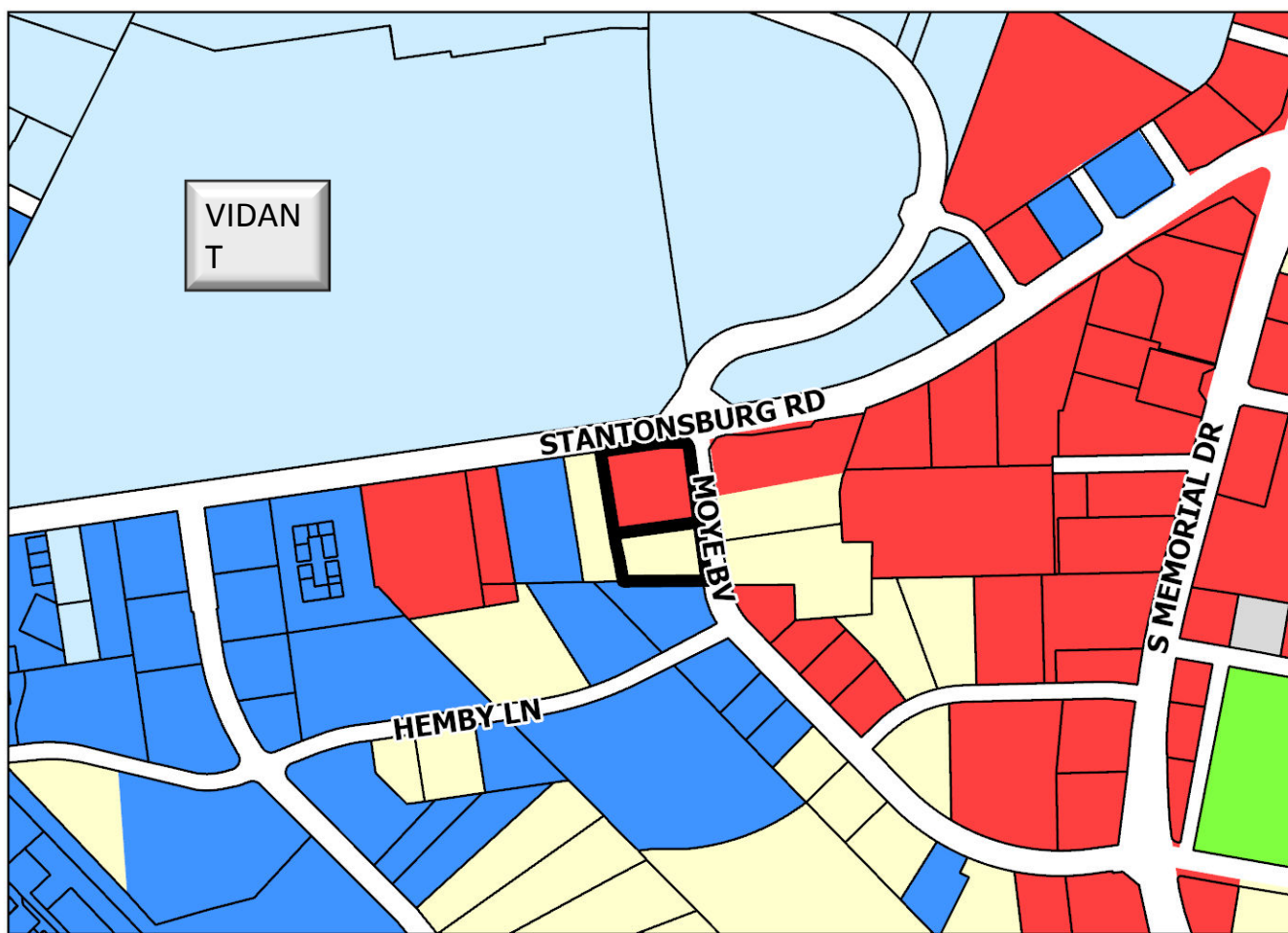


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Existing Land Use

Existing Land Use

- Cemetery
- Commercial
- Duplex
- Industrial
- Institutional
- Landfill
- Mobile Home
- Mobile Home Park
- Multi-Family
- Office
- Public Parking
- Recreation
- Single Family
- Utility
- Vacant



0 0.05 0.1 0.2 Miles



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NORTH CAROLINA

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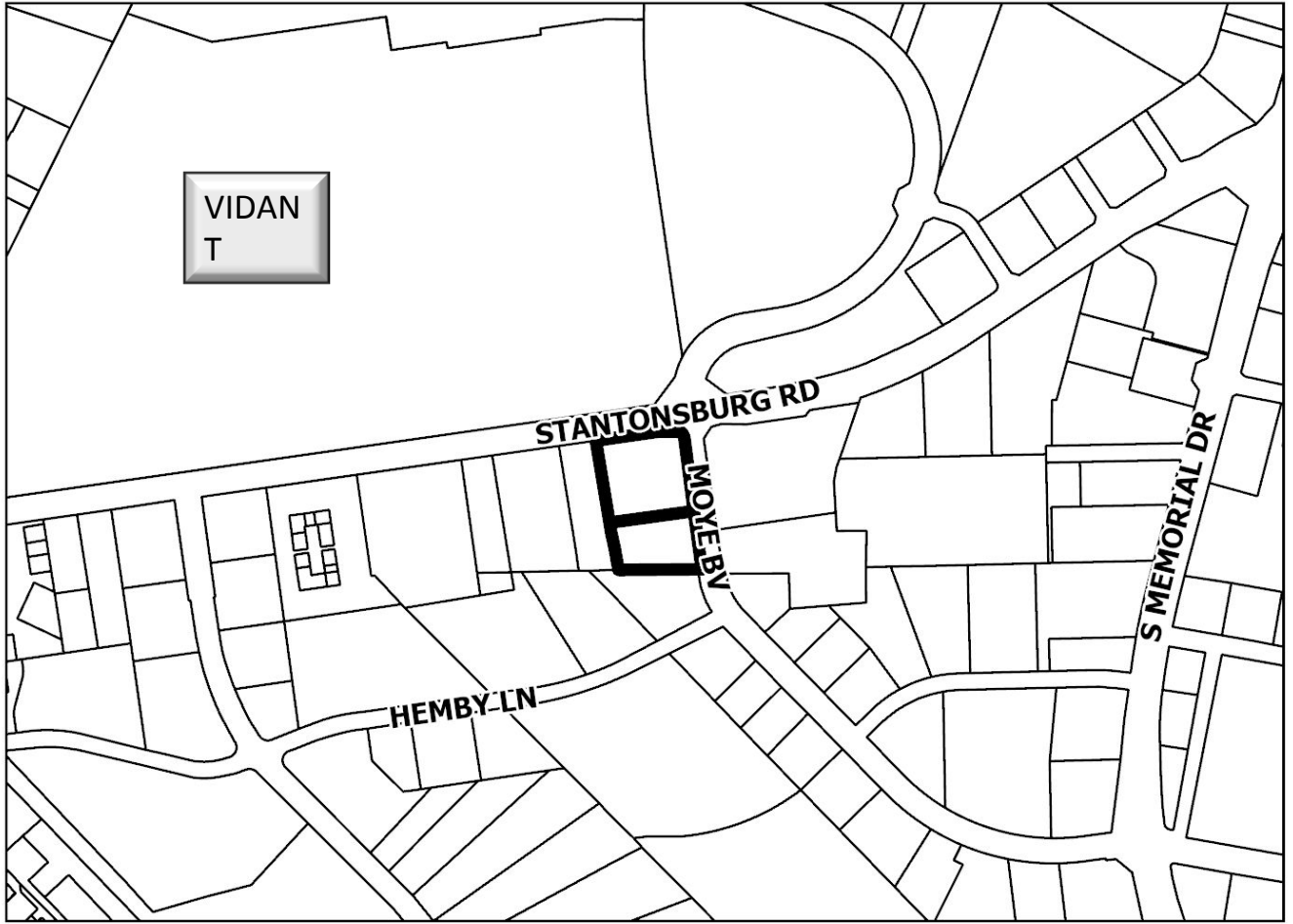
Greenville
NORTH CAROLINA

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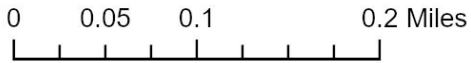


Flood Plain Map

- AE = Floodway
- AE= Base Flood Elevations
- ▨ NEA (Non-Encroachment Area)
- ▨ A= 1% Chance of Annual Flood Hazard
- 0.2% Chance of Annual Flood Hazard



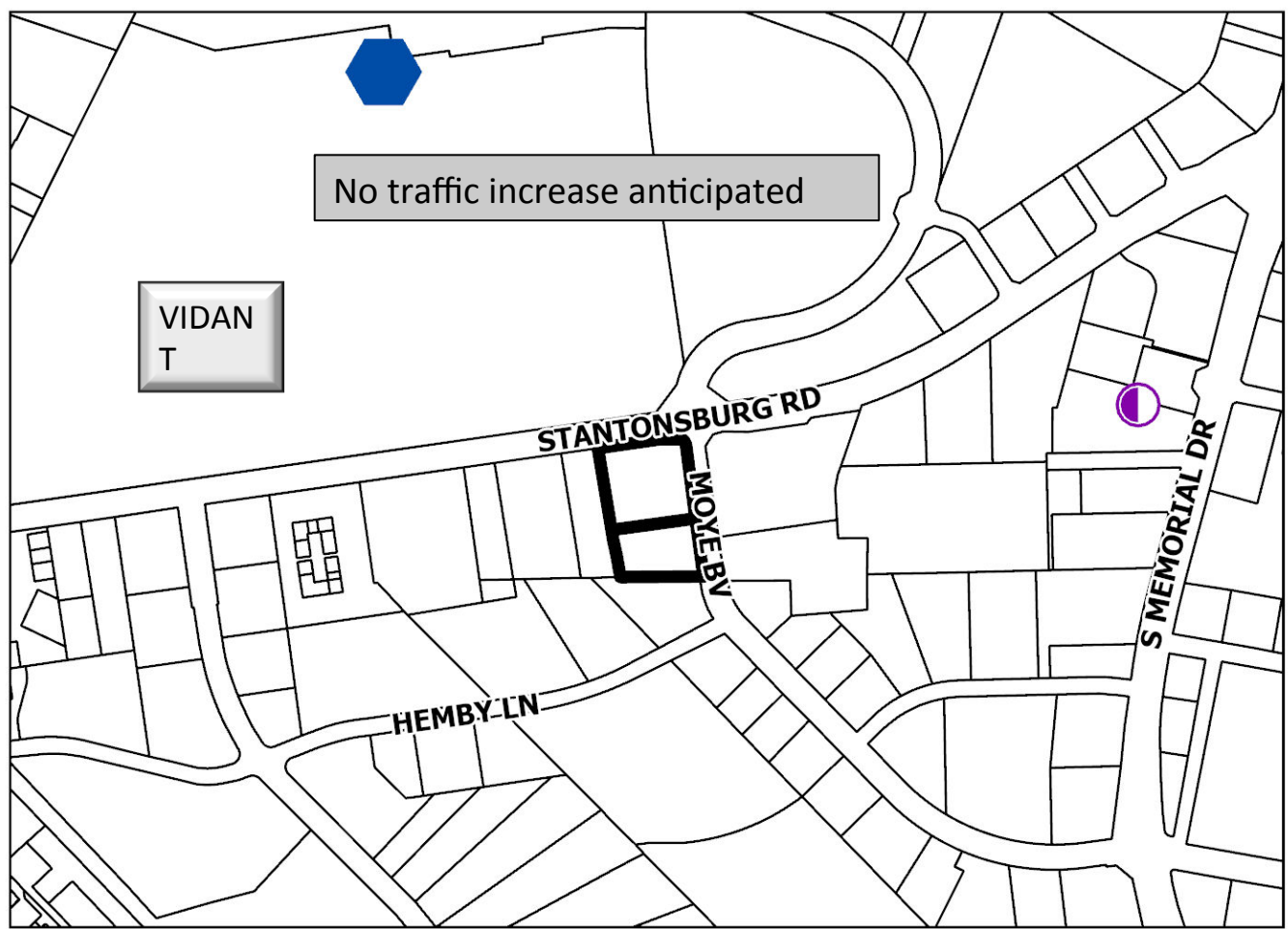
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Activity Centers

Map Legend

-  Rezoning
-  Land Parcels
-  Neighborhood Activity Center
-  Community Activity Center
-  Regional Activity Center
-  Employment Center



0 0.05 0.1 0.2 Miles



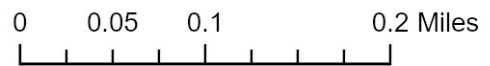
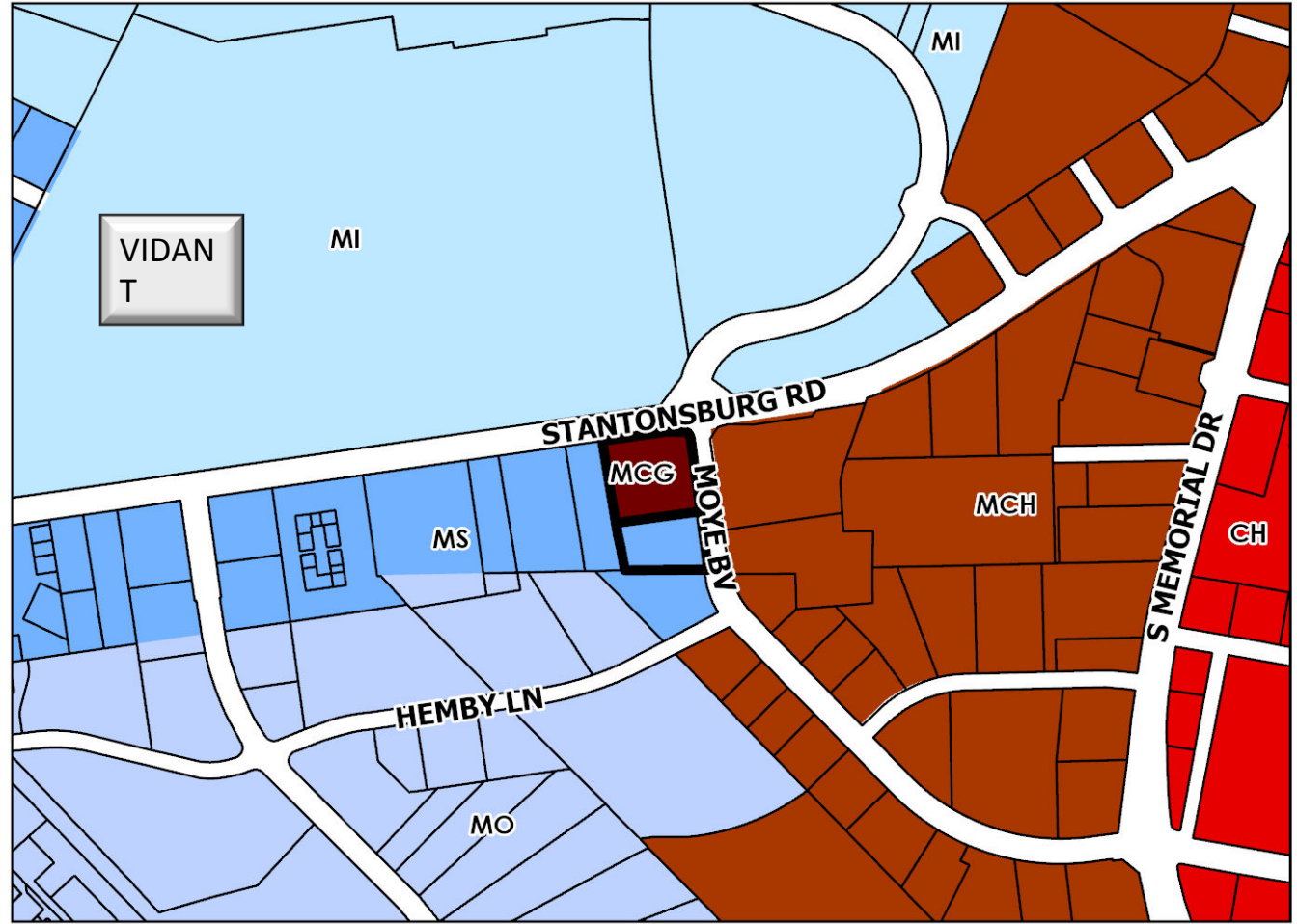
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Zoning Map

Map Legend

CD	MI	R6S
CDF	MO	R9
CDF-UC	MS	R9S
CG	O	R9S-CA
CH	OR	R15S
CN	OR-UC	PUD
MCH	R6	MR
MCG	R6A	MRS
I	R6A-CA	RA20
IU	R6A-RU	
PIU	R6MH	



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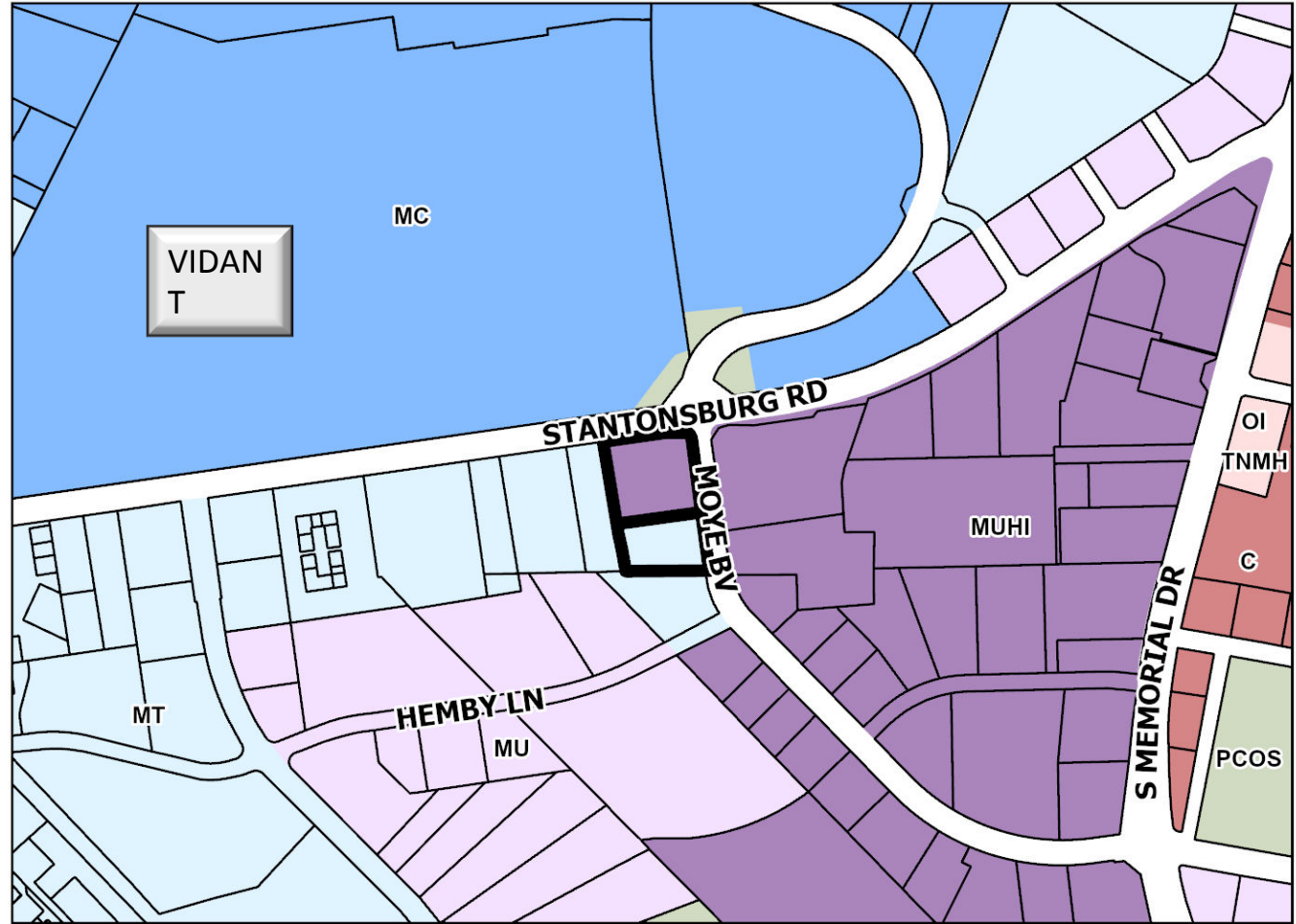
Future Land Use & Character Map

Map Legend

- Rezoning
- Land Parcels

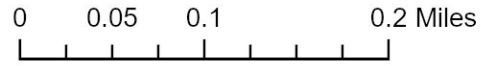
Horizons2026 Future Land Use

- PCOS - Potential Conservation and Open Space
- UC - Uptown Core
- UE - Uptown Edge
- MUHI - Mixed Use, High Intensity
- MU - Mixed Use
- C - Commercial
- OI - Office and Institutional
- UN - Uptown Neighborhood
- TNMH - Traditional Neighborhood, Medium to High Density
- TNLM - Traditional Neighborhood, Low to Medium Density
- HDR - Residential, High Density
- LMDR - Residential, Low to Medium Density
- UI - University Institutional
- MC - Medical Core
- MT - Medical Transition
- IL - Industrial / Logistics



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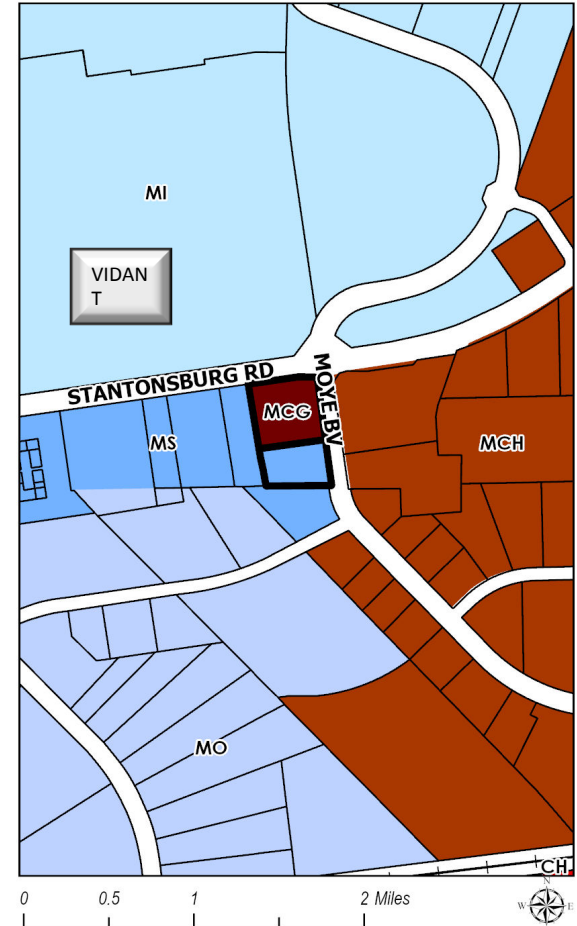
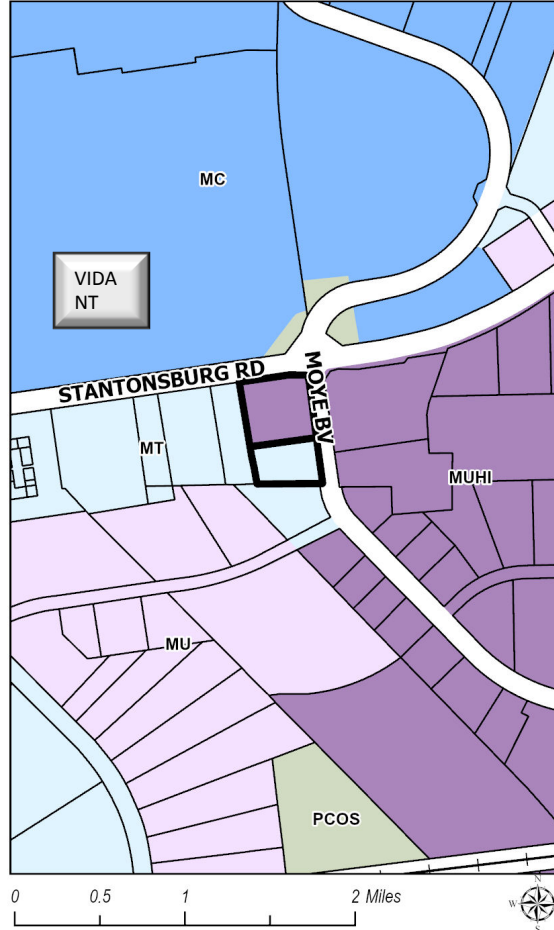


Future Land Use & Character Map

Zoning Map

Map Legend

-  Rezoning Sites
-  Land Parcels



Greenville
NORTH CAROLINA

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Item 16


Ordinance requested by CR
Development, LLC to rezone a
total of 71.691 acres





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General Location Map

Map Legend

 Greenville's ETJ


 Tar River

 Pitt-Greenville Airport (PGV)


City Council Voting District

District

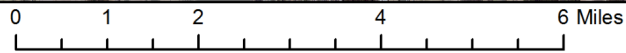
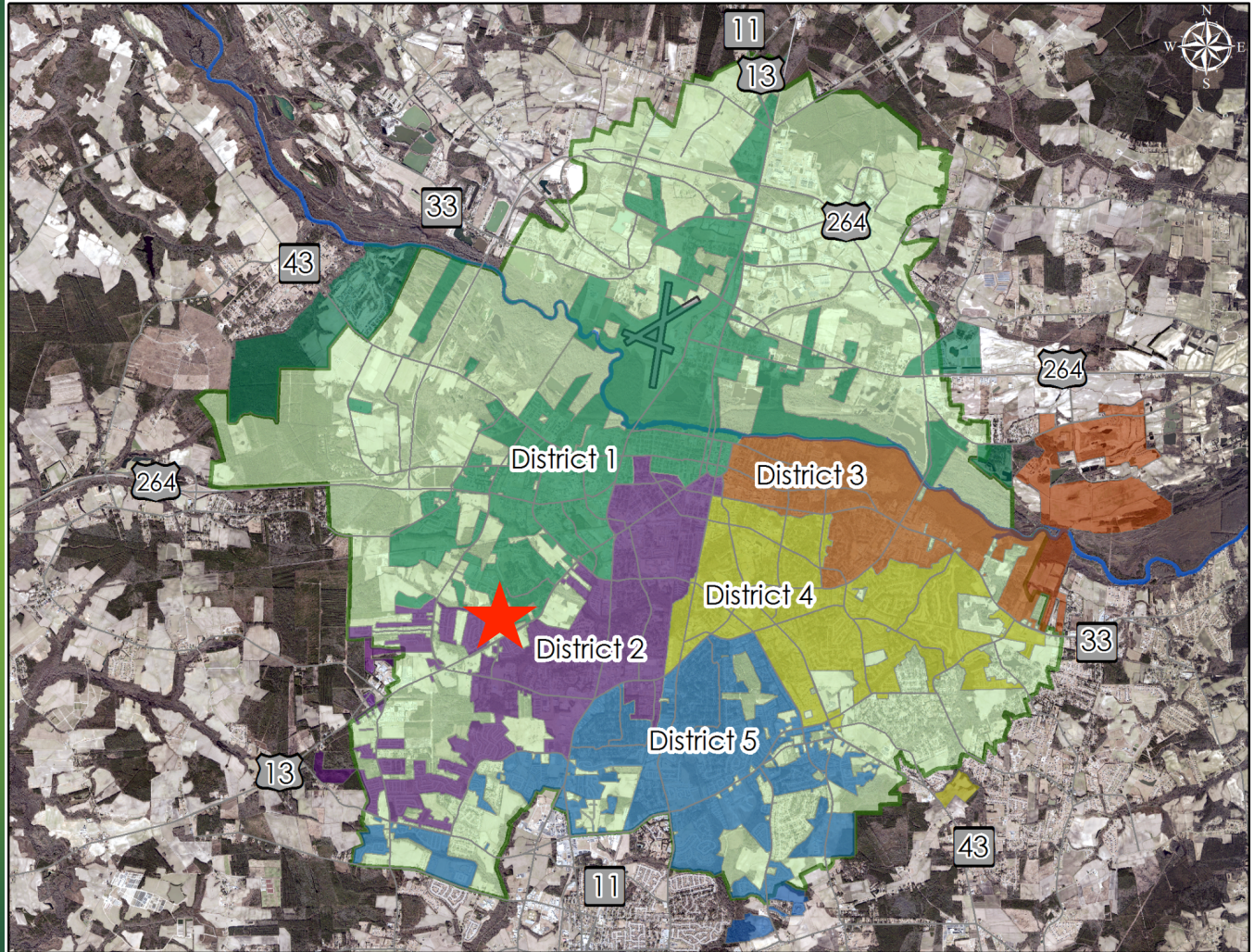
 District 1

 District 2

 District 3

 District 4

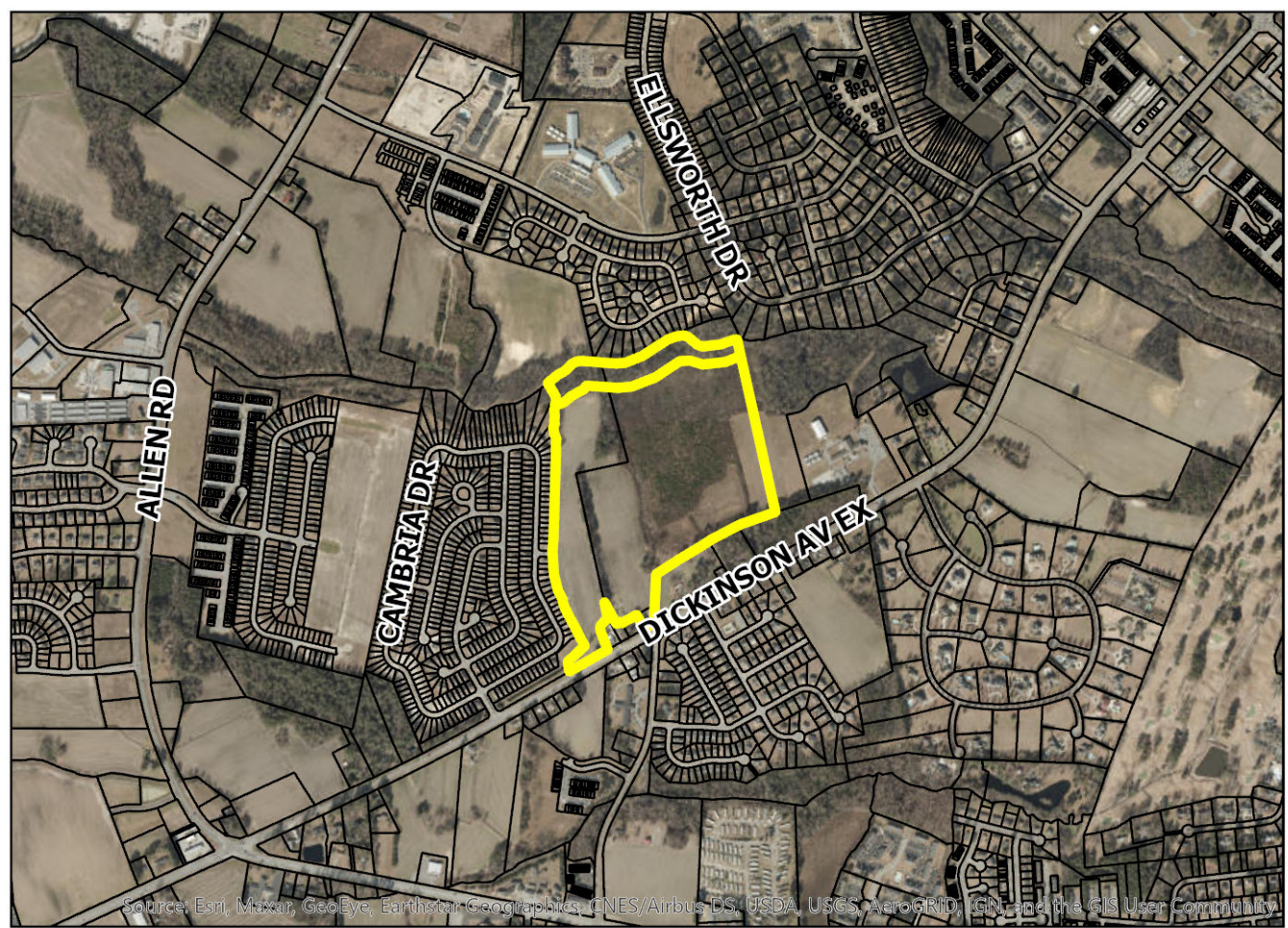
 District 5



Greenville
NORTH CAROLINA

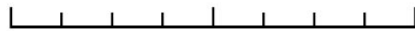
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Aerial Map (2016)



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

0 0.15 0.3 0.6 Miles



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NORTH CAROLINA

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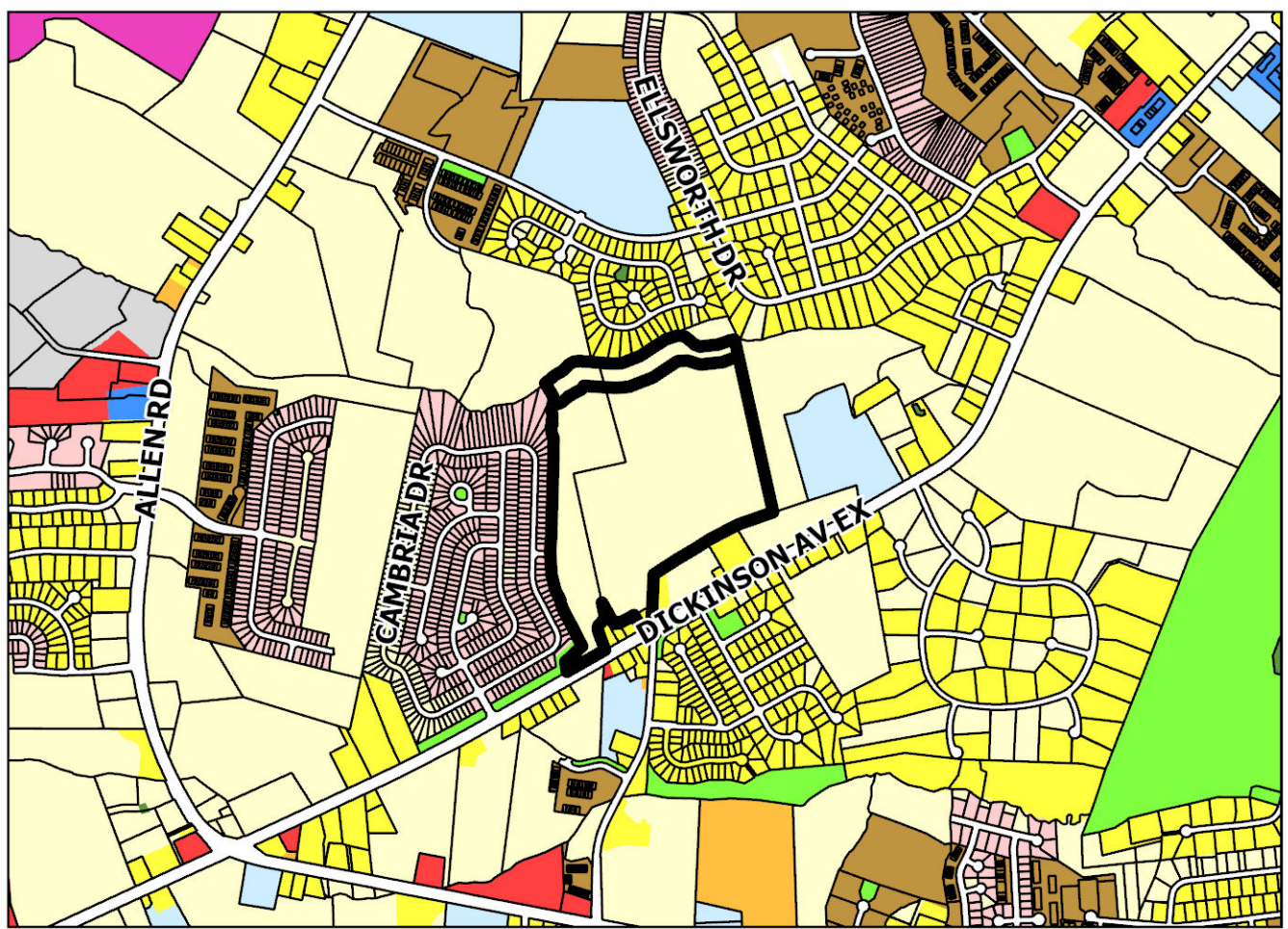


NOTICE
REZONING REQUEST
FOR INFORMATION CALL
GREENVILLE PLANNING OFFICE
AT
329-4498

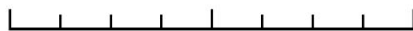
Existing Land Use

Existing Land Use

- Cemetery
- Commercial
- Duplex
- Industrial
- Institutional
- Landfill
- Mobile Home
- Mobile Home Park
- Multi-Family
- Office
- Public Parking
- Recreation
- Single Family
- Utility
- Vacant



0 0.15 0.3 0.6 Miles



Greenville
NORTH CAROLINA

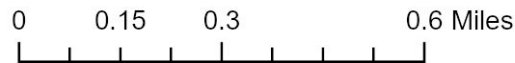
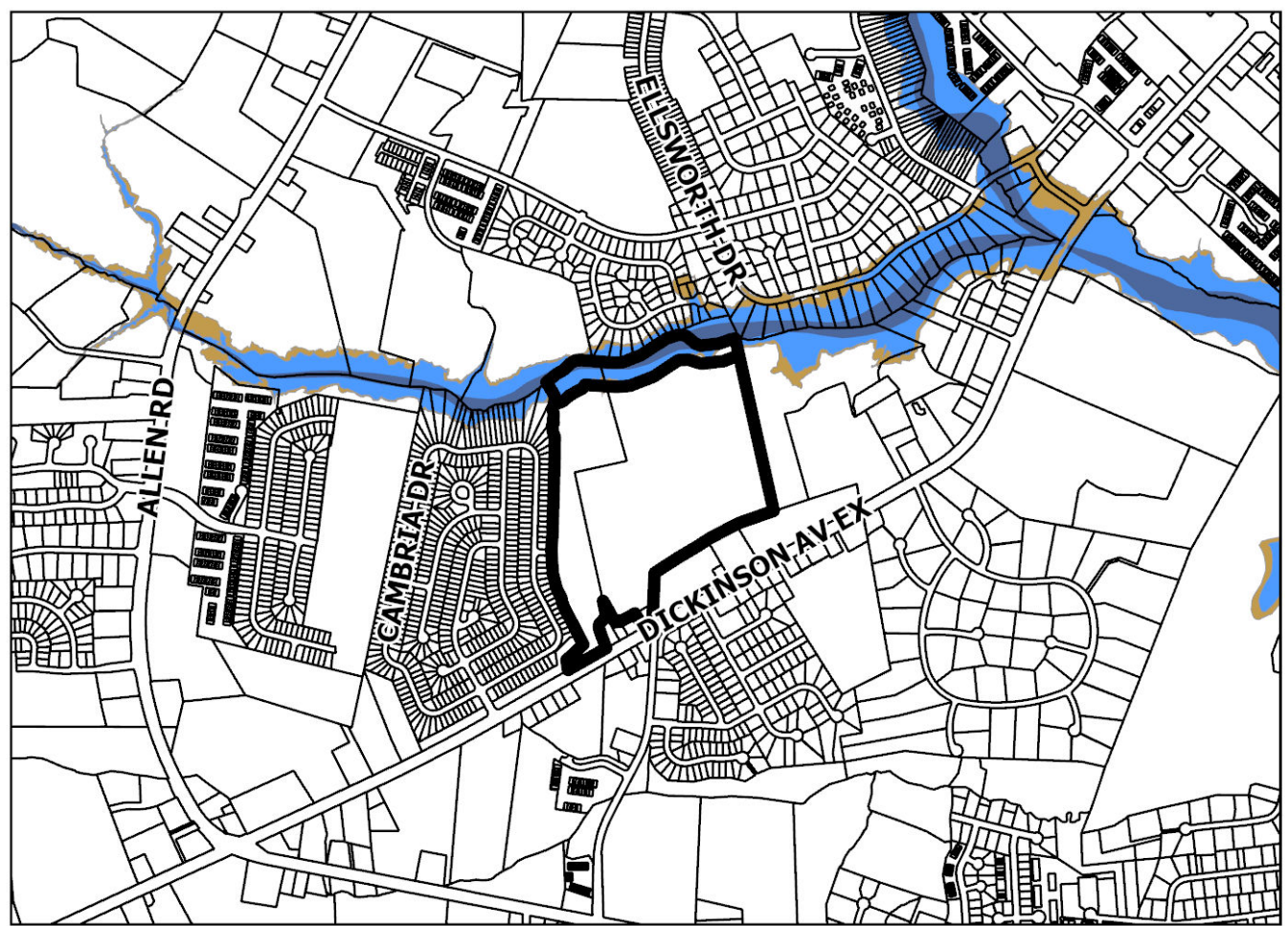
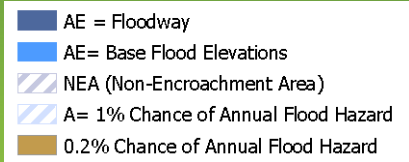
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Flood Plain Map



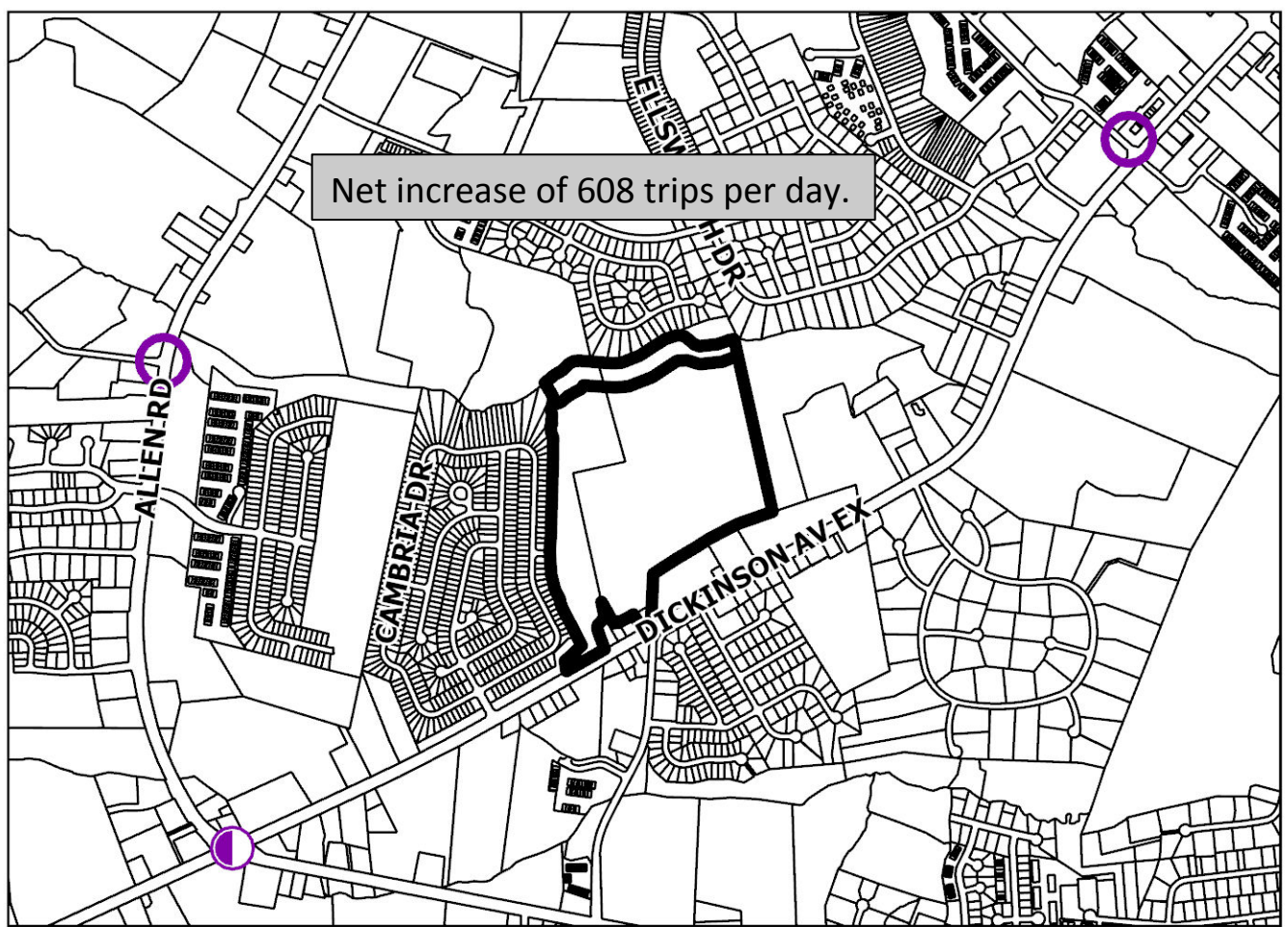
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Activity Centers

Map Legend

-  Rezoning
-  Land Parcels
-  Neighborhood Activity Center
-  Community Activity Center
-  Regional Activity Center
-  Employment Center



0 0.15 0.3 0.6 Miles



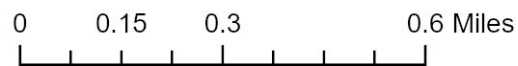
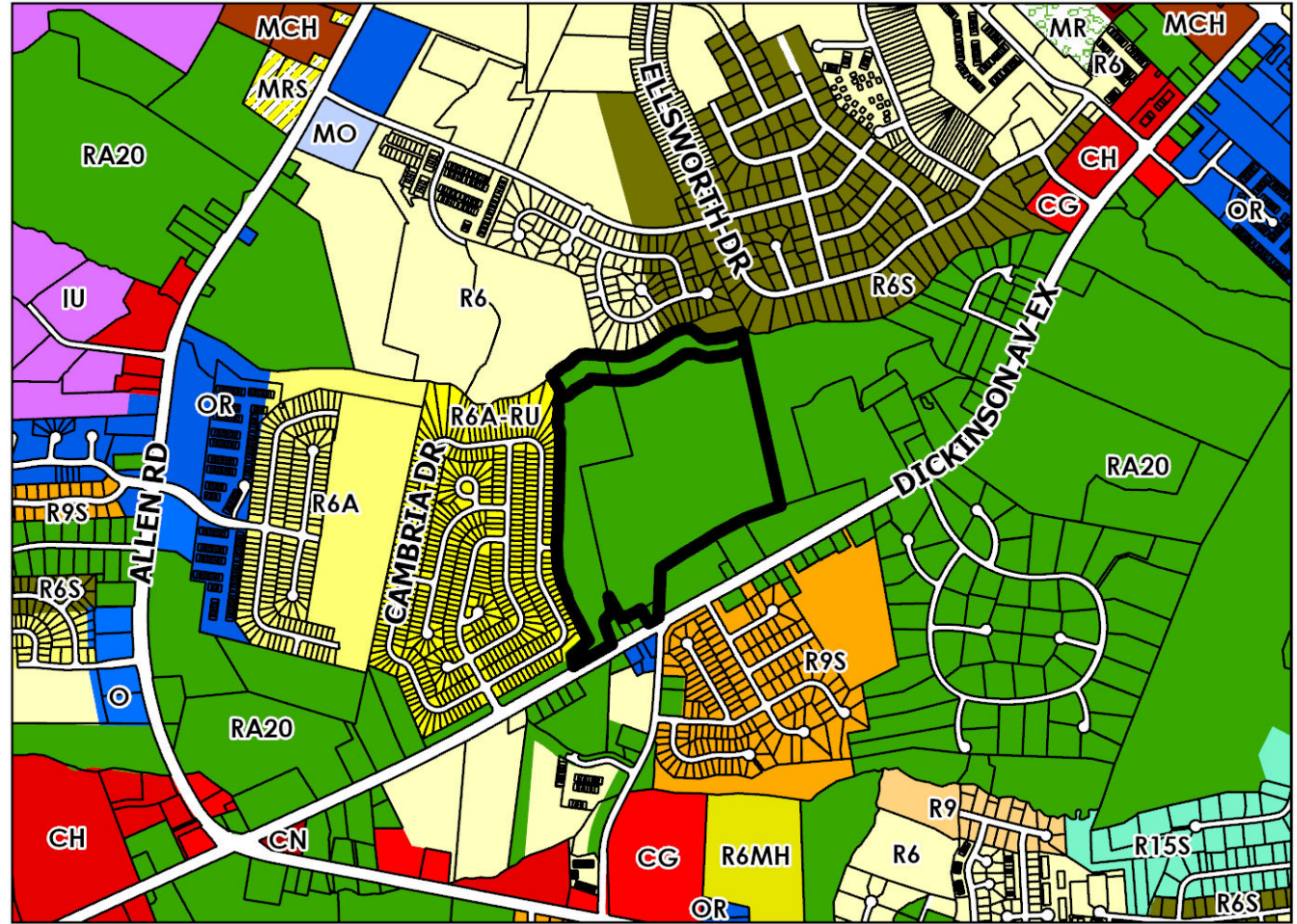
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Zoning Map

Map Legend

CD	MI	R6S
CDF	MO	R9
CDF-UC	MS	R9S
CG	O	R9S-CA
CH	OR	R15S
CN	OR-UC	PUD
MCH	R6	MR
MCG	R6A	MRS
I	R6A-CA	RA20
IU	R6A-RU	
PIU	R6MH	





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









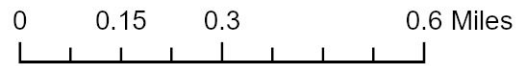
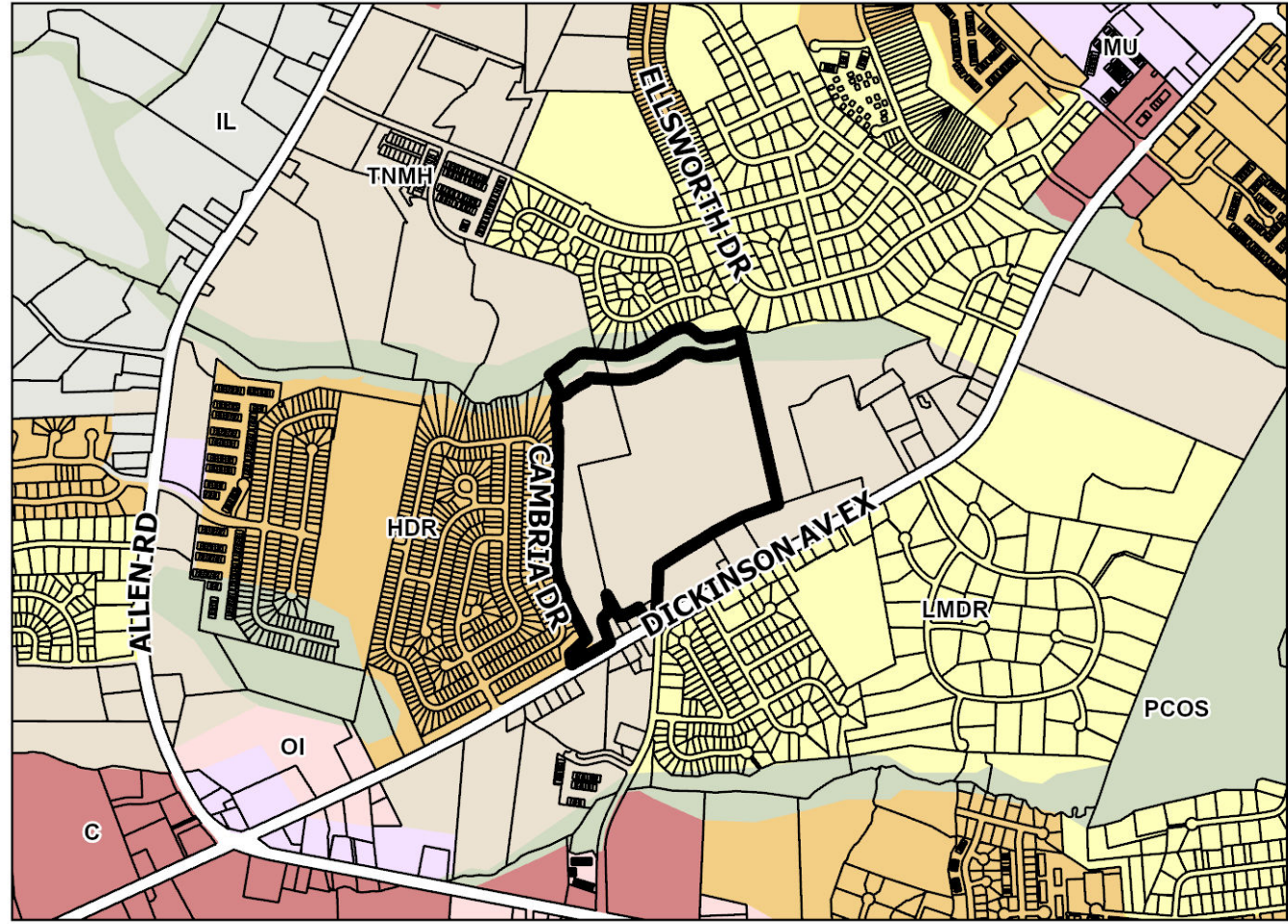
Future Land Use & Character Map

Map Legend

-  Rezoning
-  Land Parcels

Horizons2026 Future Land Use

-  PCOS - Potential Conservation and Open Space
-  UC - Uptown Core
-  UE - Uptown Edge
-  MUHI - Mixed Use, High Intensity
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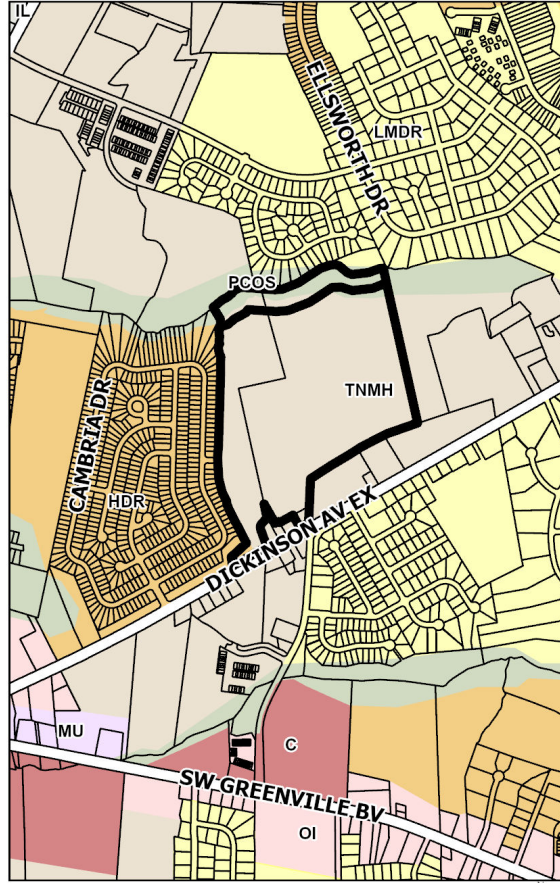


Greenville
NORTH CAROLINA

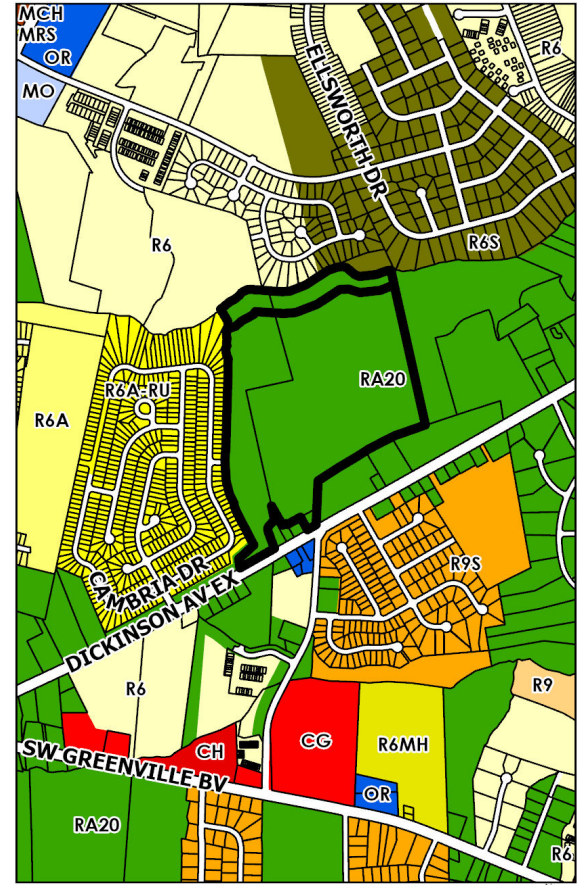
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Future Land Use & Character Map



Zoning Map



Map Legend

-  Rezoning Sites
-  Land Parcels



Greenville
NORTH CAROLINA

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Item 17


REVISED REQUEST – Ordinance
requested by John F. Moye, Sr.
Heirs to rezone 23.9964 acres





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General Location Map

Map Legend

 Greenville's ETJ

 Tar River

 Pitt-Greenville Airport (PGV)

City Council Voting District

District

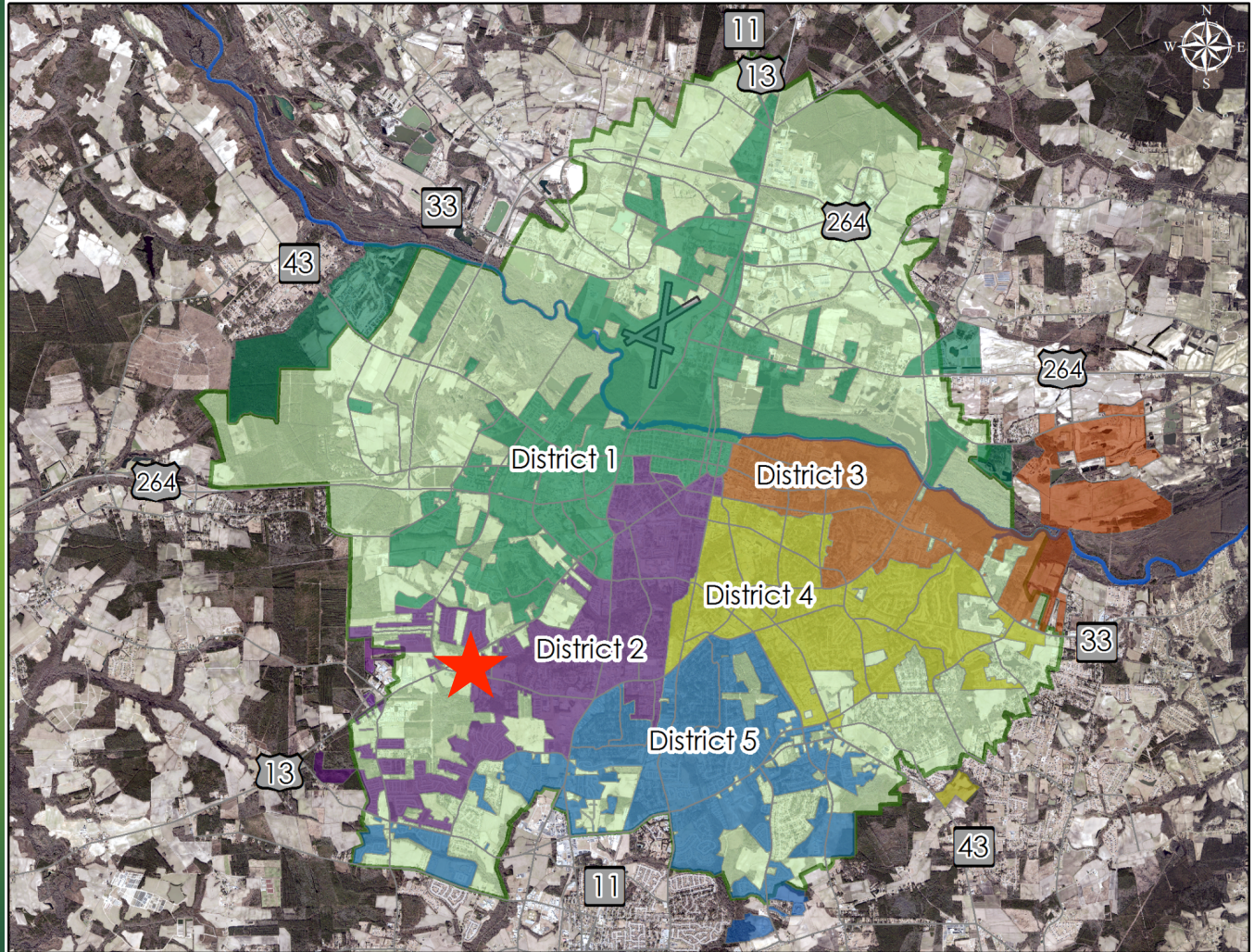
 District 1

 District 2

 District 3

 District 4

 District 5

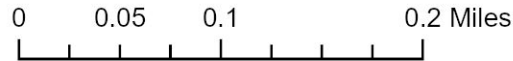
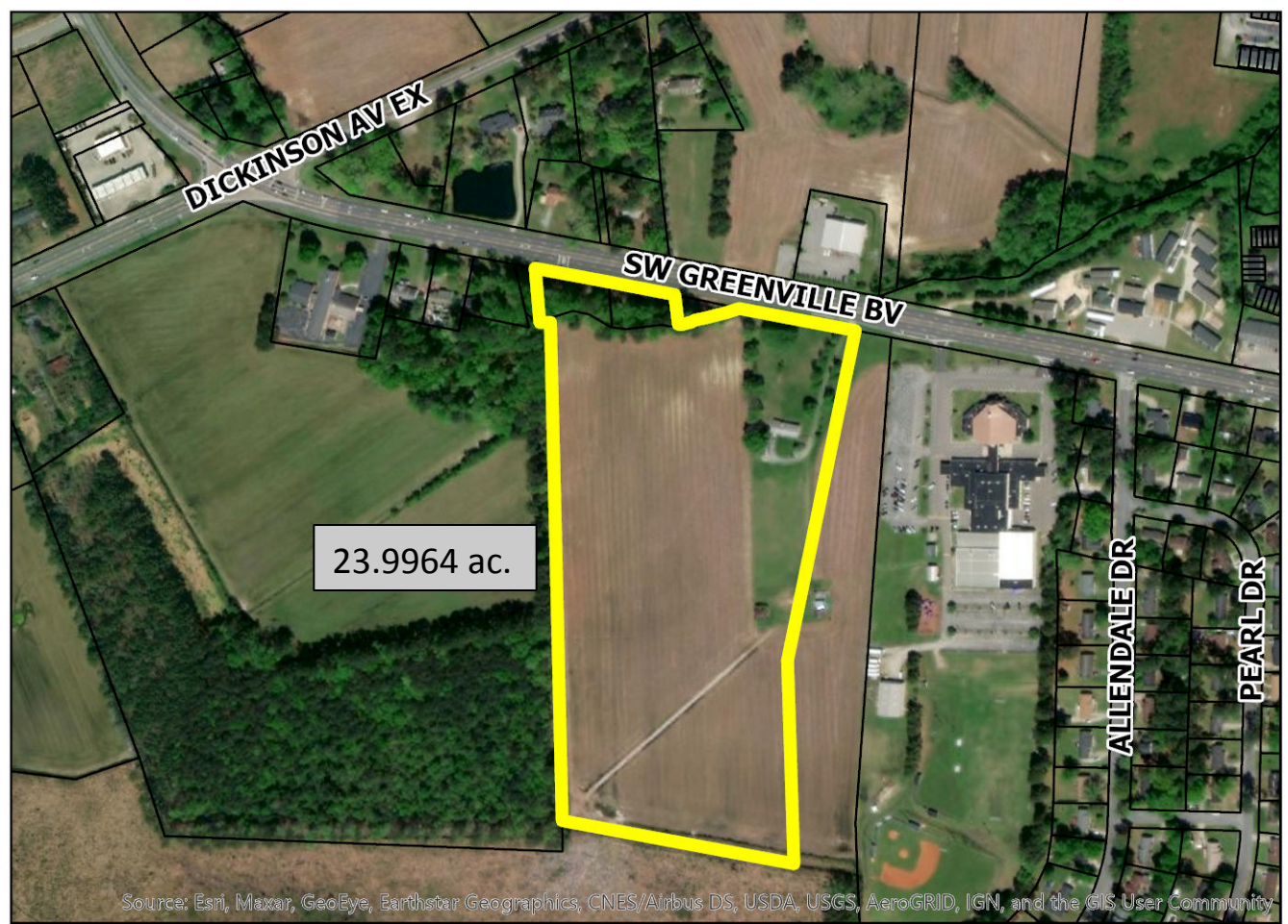


Greenville
NORTH CAROLINA

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Aerial Map (2020)

Current Request

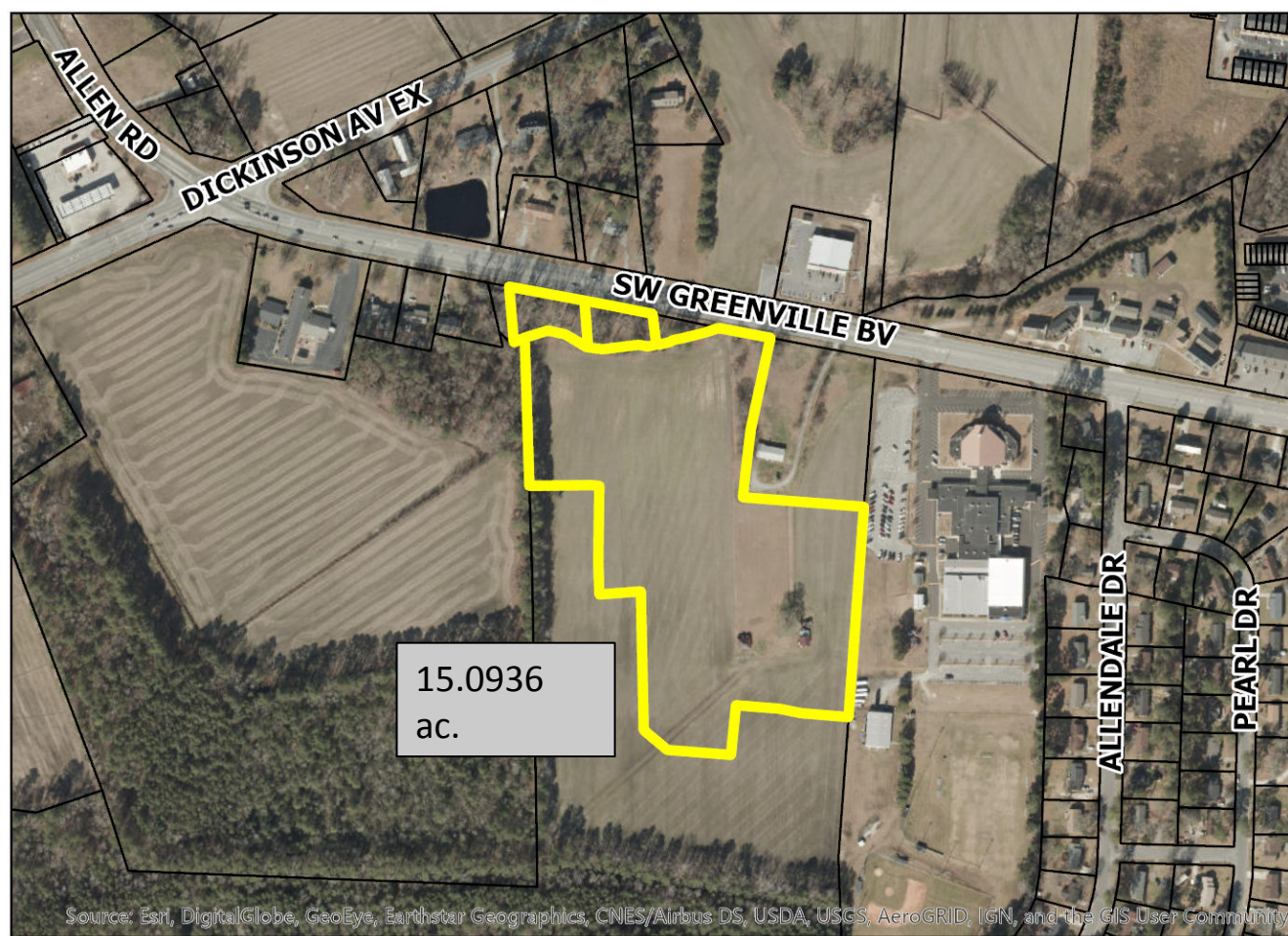


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Aerial Map (2016)

Previous Request



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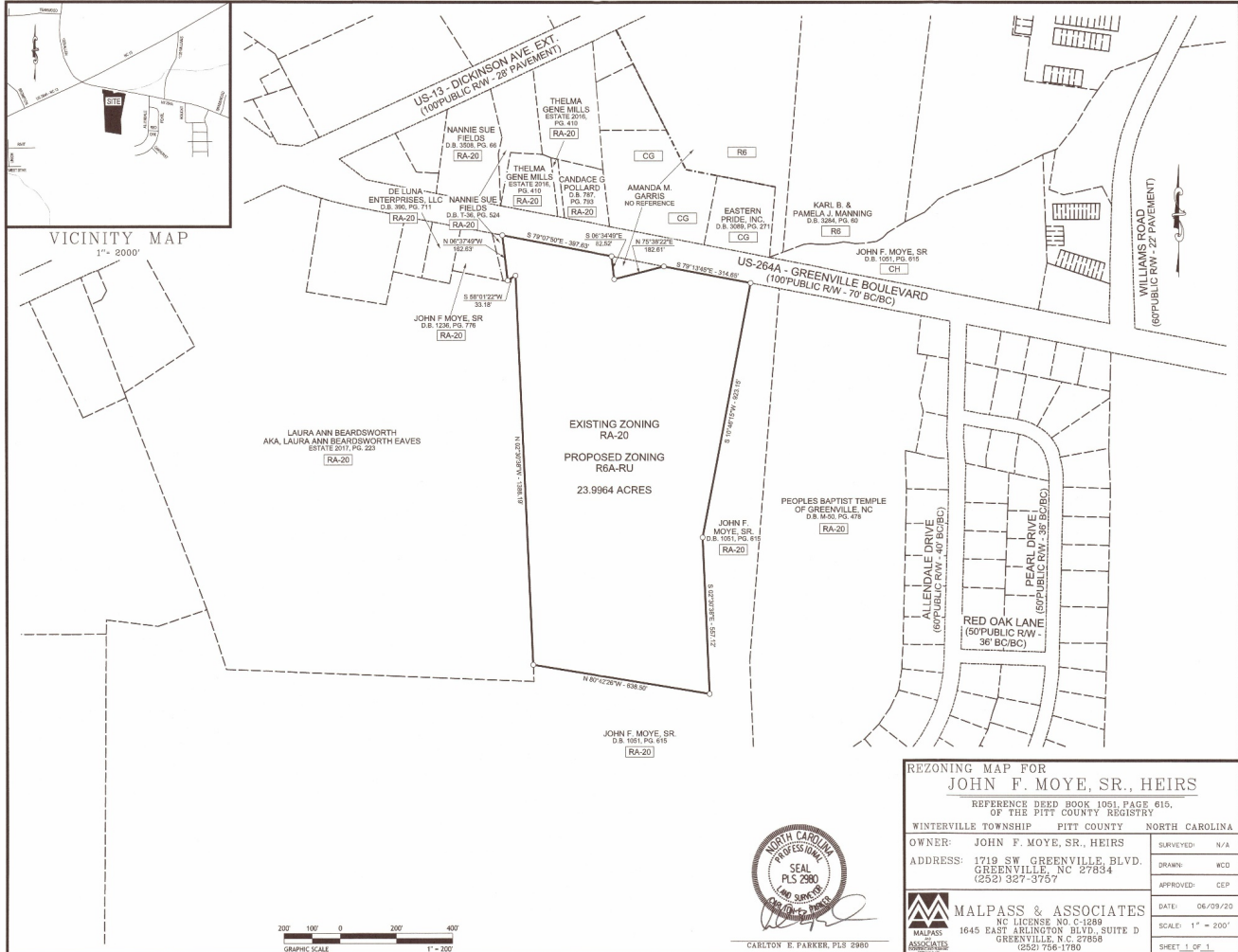
SW Greenville Blvd



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Survey 23.9964 acres



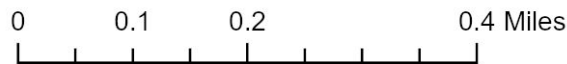
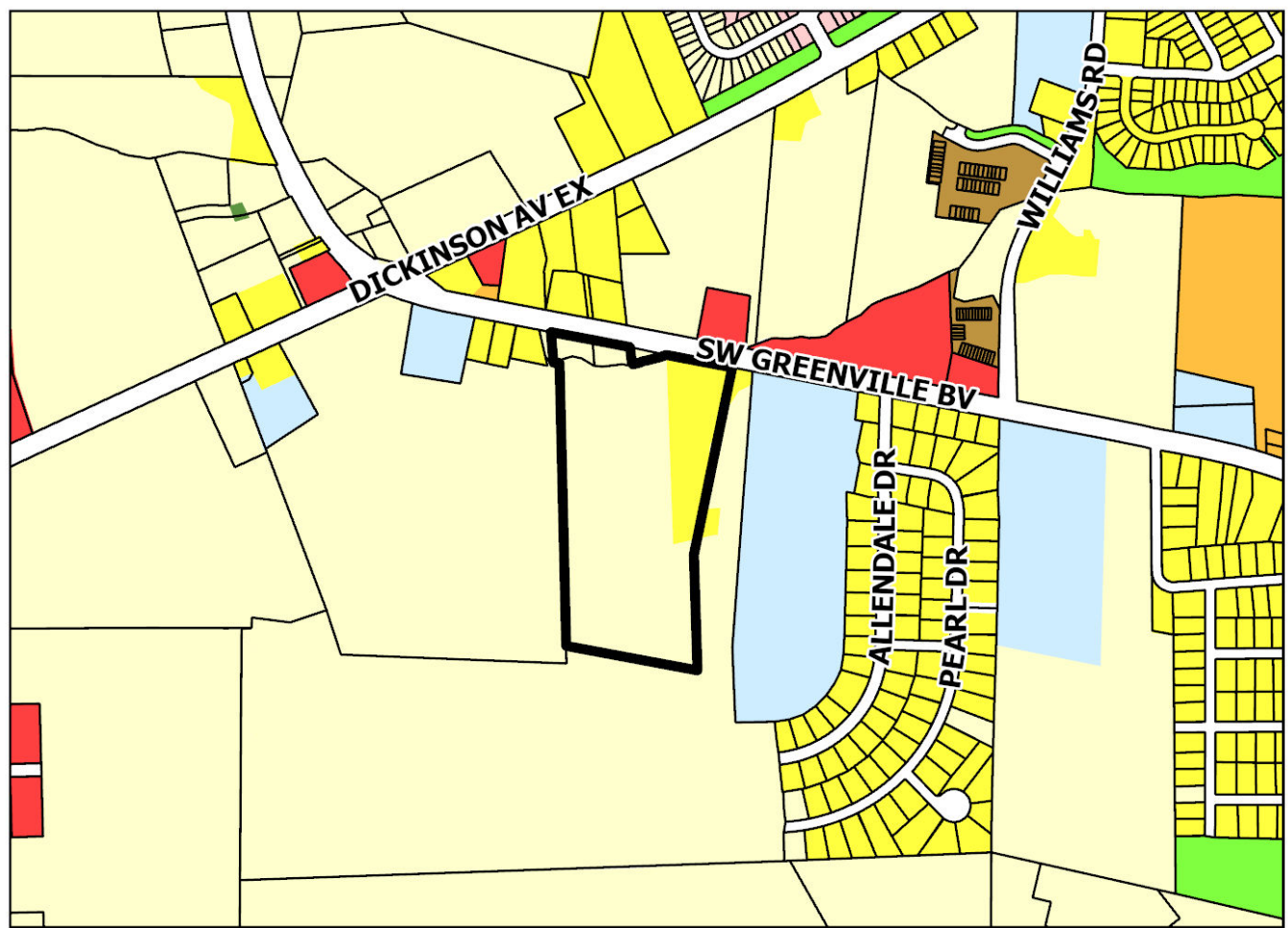
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 6/1/2019

Existing Land Use

Existing Land Use

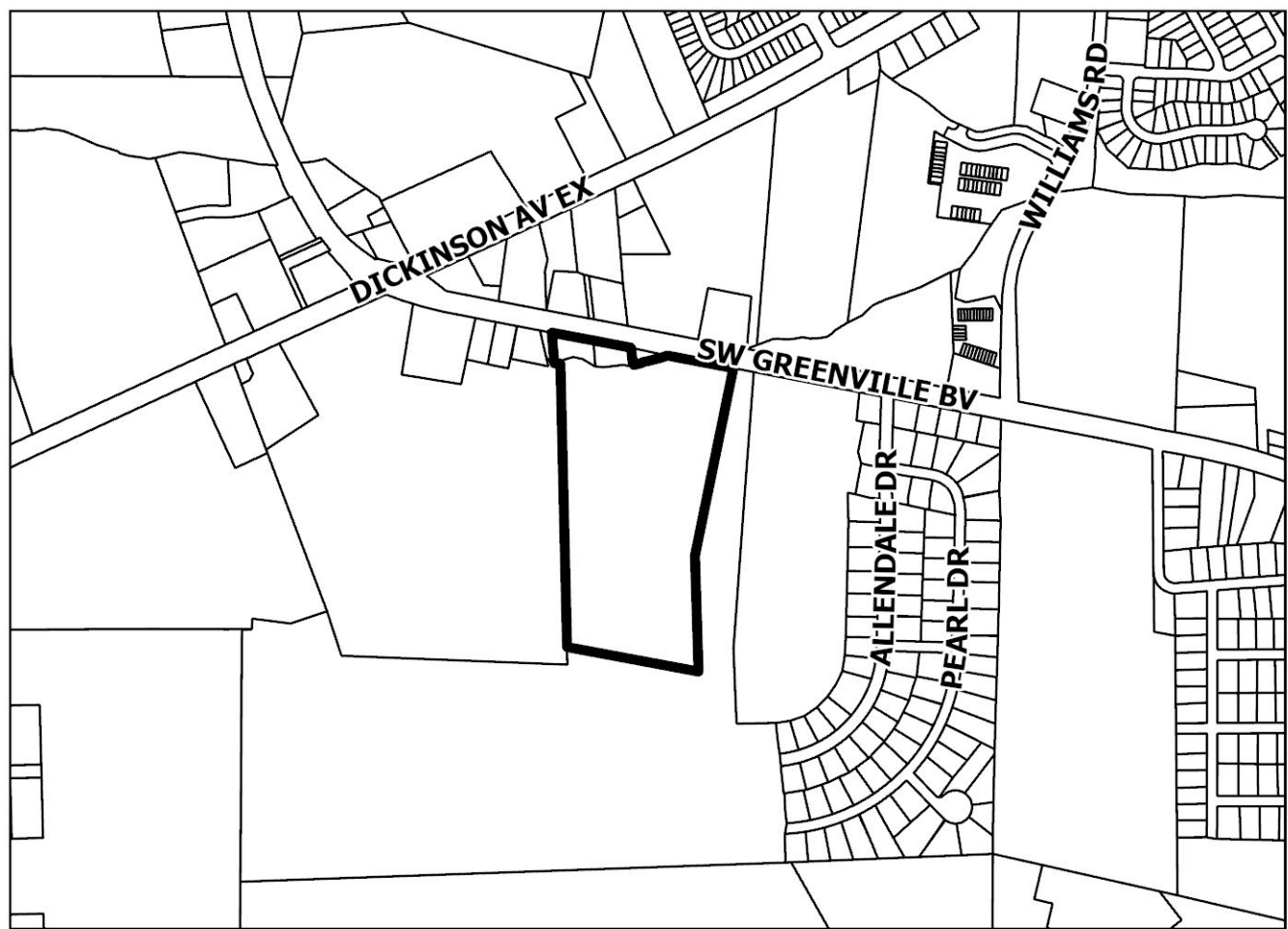
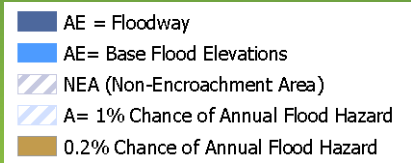
- Cemetery
- Commercial
- Duplex
- Industrial
- Institutional
- Landfill
- Mobile Home
- Mobile Home Park
- Multi-Family
- Office
- Public Parking
- Recreation
- Single Family
- Utility
- Vacant



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Flood Plain Map



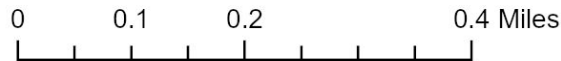
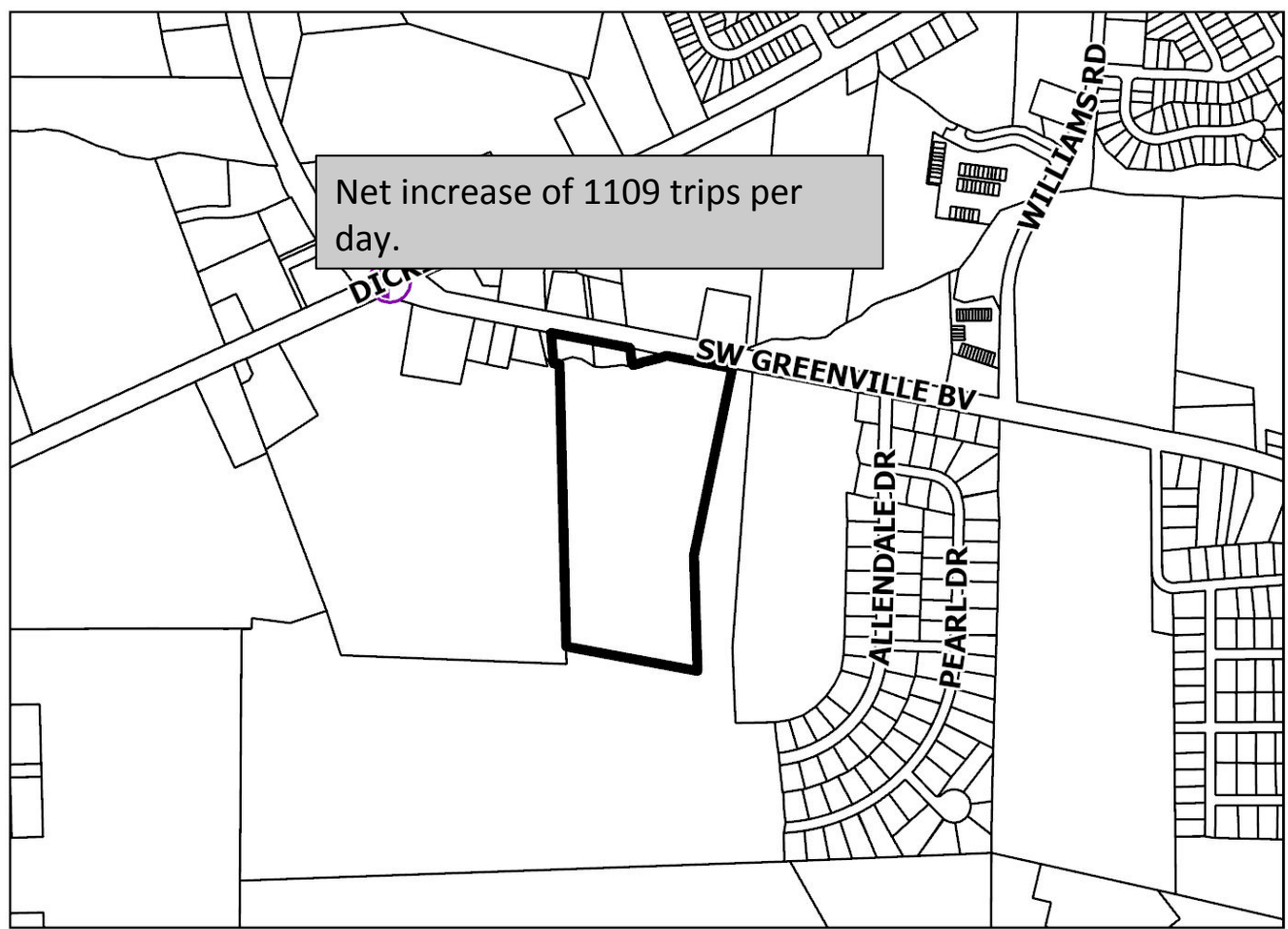
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Activity Centers

Map Legend

-  Rezoning
-  Land Parcels
-  Neighborhood Activity Center
-  Community Activity Center
-  Regional Activity Center
-  Employment Center



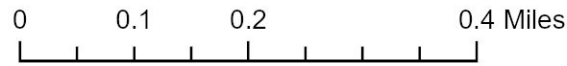
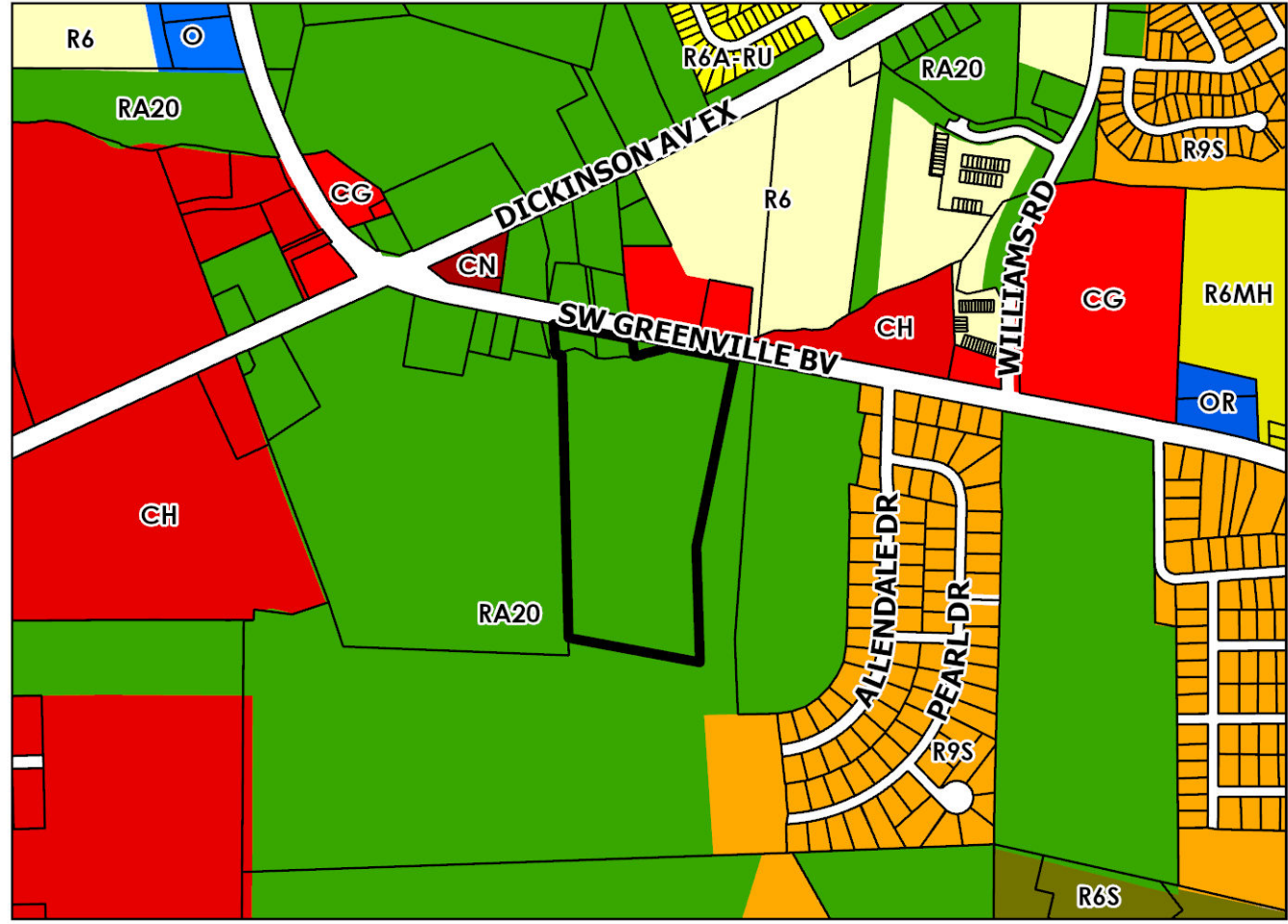
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Zoning Map

Map Legend

CD	MI	R6S
CDF	MO	R9
CDF-UC	MS	R9S
CG	O	R9S-CA
CH	OR	R15S
CN	OR-UC	PUD
MCH	R6	MR
MCG	R6A	MRS
I	R6A-CA	RA20
IU	R6A-RU	
PIU	R6MH	





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



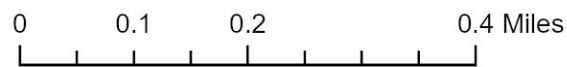
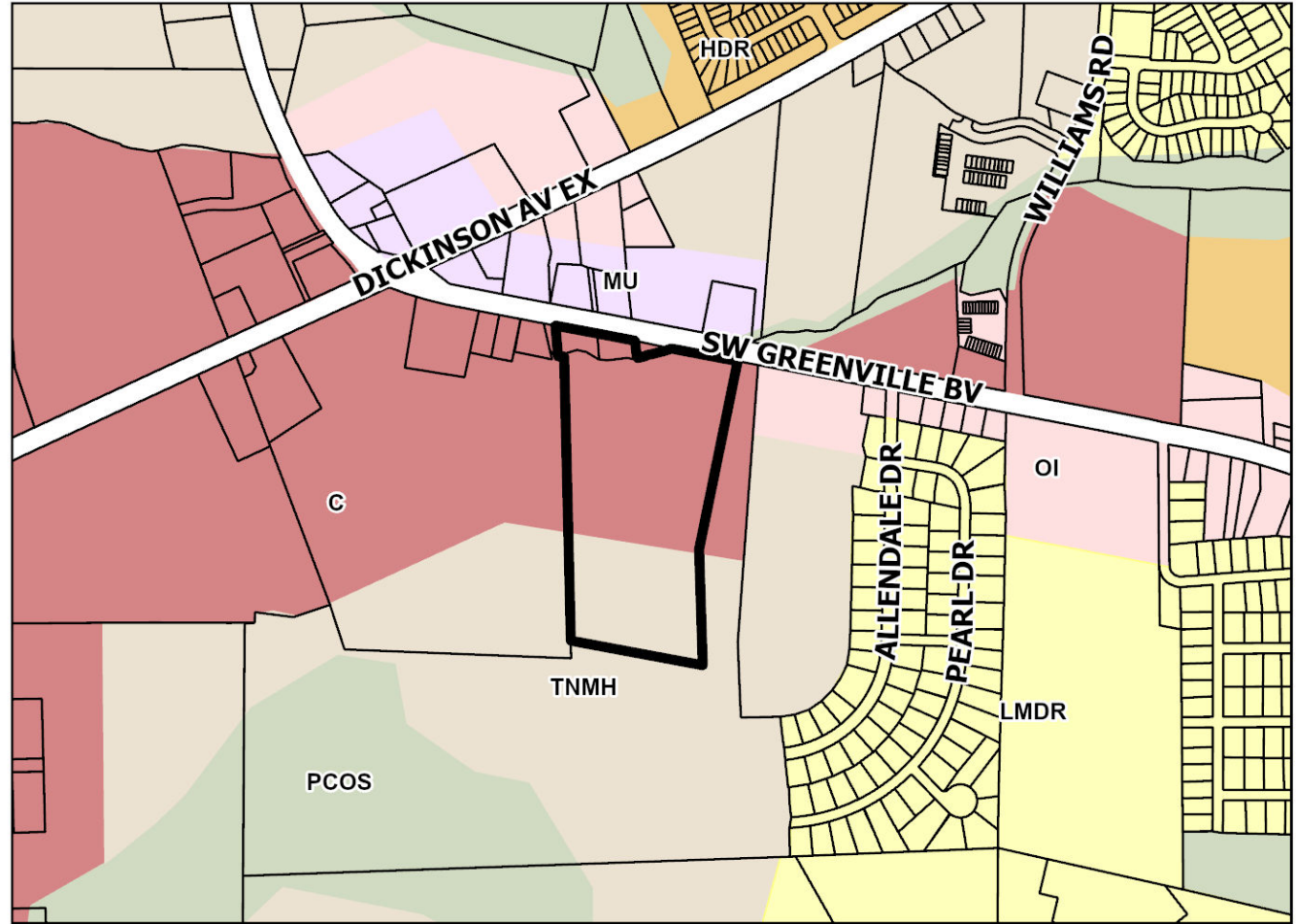
Future Land Use & Character Map

Map Legend

-  Rezoning
-  Land Parcels

Horizons2026 Future Land Use

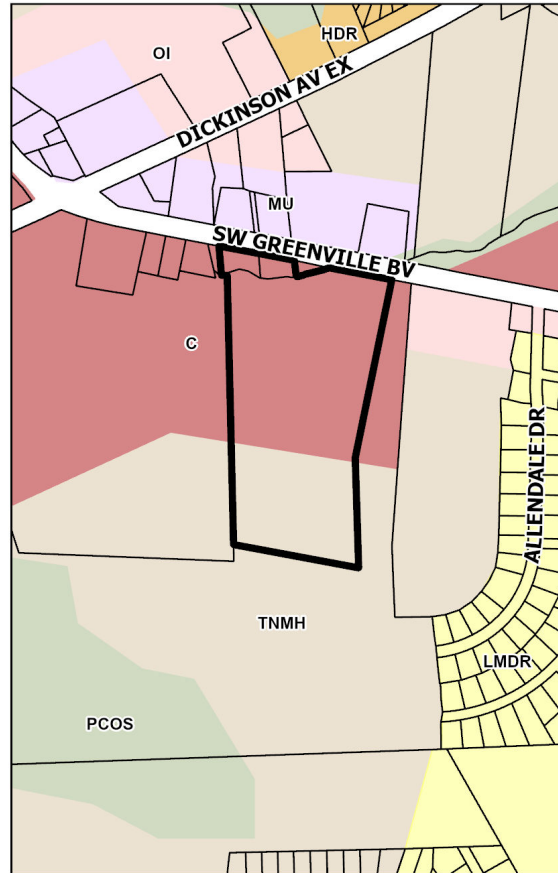
-  PCOS - Potential Conservation and Open Space
-  UC - Uptown Core
-  UE - Uptown Edge
-  MUHI - Mixed Use, High Intensity
-  MU - Mixed Use
-  C - Commercial
-  OI - Office and Institutional
-  UN - Uptown Neighborhood
-  TNMH - Traditional Neighborhood, Medium to High Density
-  TNLM - Traditional Neighborhood, Low to Medium Density
-  HDR - Residential, High Density
-  LMDR - Residential, Low to Medium Density
-  UI - University Institutional
-  MC - Medical Core
-  MT - Medical Transition
-  IL - Industrial / Logistics



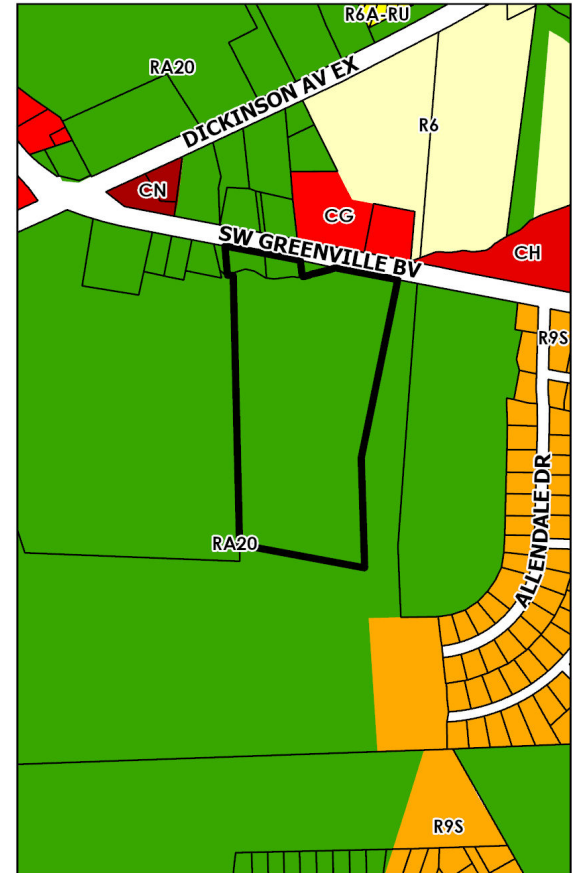
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Future Land Use & Character Map



Zoning Map



Map Legend

-  Rezoning Sites
-  Land Parcels



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Item 18

Resolution authorizing the sale of
City-owned property located at
1495 Fleming Street



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Housing Goal

- Increase Homeownership Opportunities
 - West Greenville Neighborhood Revitalization Strategy Area
 - Homeowners Housing Added
 - Direct Financial Assistance to Homebuyers



Background

- Concentrated effort of block-level revitalization in Lincoln Park
- Bill Clark Homes selected as builder for new construction project
- Ground breaking ceremony held in February
- Offers to purchase received for all units





Staff Recommendation

Following a public hearing, approval of the resolution to authorize the sale of 1495 Fleming Street to William and Edna Daniels.

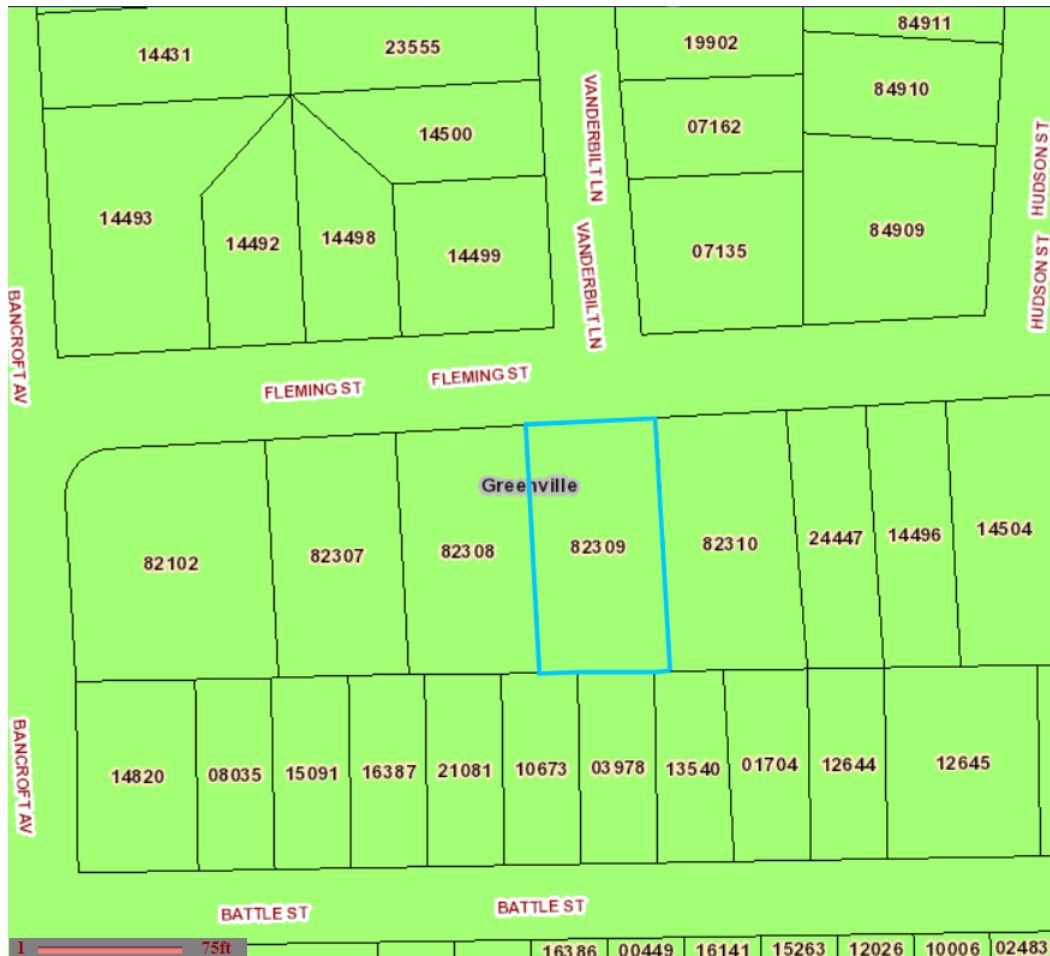


Item 19

Resolution authorizing the sale of
City-owned property located at
1501 Fleming Street



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Staff Recommendation

Following a public hearing, approval of the resolution to authorize the sale of 1501 Fleming Street to Dora Burton.



Item 20

Resolution authorizing the sale of
City-owned property located at
1503 Fleming Street



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Staff Recommendation

Following a public hearing, approval of the resolution to authorize the sale of 1503 Fleming Street to Cassie Harris.



Item 21

Resolution authorizing the sale of
City-owned property located at
1507 Fleming Street



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Staff Recommendation

Following a public hearing, approval of the resolution to authorize the sale of 1507 Fleming Street to Lorenda Johnson.



Item 22

Application to receive funds from
the Edward Byrne Memorial
Justice Assistance Grant Program



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Long Term Goals

- Build community trust and cooperation
- 30% decrease in shots fired calls for service
- Enables better allocation of manpower and proactive patrolling
- 30% decrease in injuries and death from gunshots
- 30% decrease in gun related crimes
- Overall reduction in violent crime in the city



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Gun Shot Injuries 2018 vs. 2019

VICTIMS	2018	2019	% CHANGE
SS AREA	21	15	-29%
OUTSIDE SS	21	13	-38%
TOTAL CITY	42	28	-33%

*14 fewer victims of gun violence



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Partners

- Vidant Medical Center
- East Carolina University
- Greenville Housing Authority

\$29,080 City's portion of the grant



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Item 23

Resolution and Development
Agreement Between the City of
Greenville and Greenville
Ventures, LLC



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GV LLC

**EVANS STREET HOTEL
DEVELOPMENT AGREEMENT**



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GV
LLC

EVANS STREET HOTEL DEVELOPMENT AGREEMENT

DISCUSSION ITEMS:

1. PROJECT SUMMARY
2. AGREEMENT REQUIREMENTS
3. LEASE PARKING
4. PUBLIC INVESTMENT
5. PROPOSED WORK ZONE





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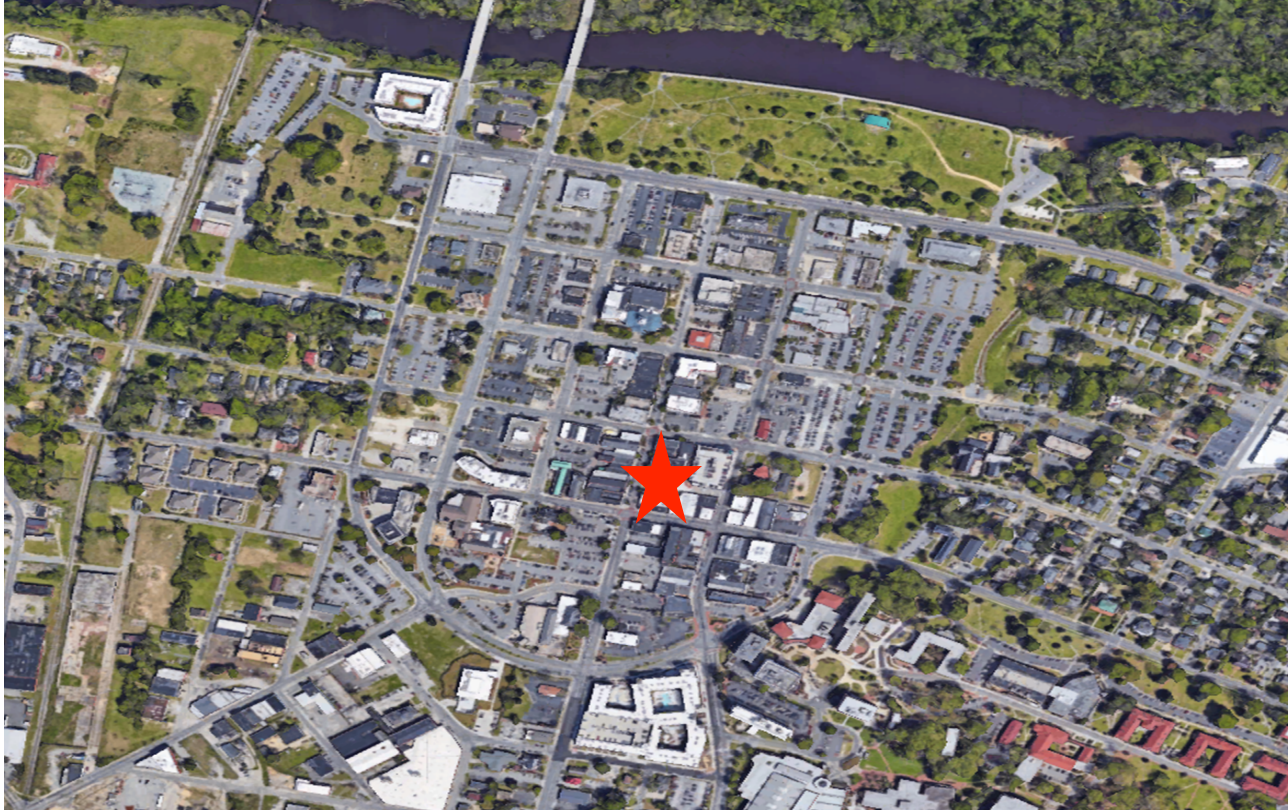
EVANS STREET HOTEL PROJECT SUMMARY

PROJECT OVERVIEW

- Proposed Development:
 - Construction of Hotel on Evans Street Between 4th and 5th Street
 - At Least 90 Rooms
 - Rooftop Bar & Lounge
- Estimated Developer Investment: \$19,000,000
- Impact to the City:
 - Puts Public Property Back on the Tax Rolls for Private Development
 - Increases the Number of People in Uptown on a Daily Basis by 90 to 120
 - Increases Annual Property Tax Revenues by Approximately \$70,000
 - Further Enhances Opportunity for Future Economic Growth Uptown



PROJECT OVERVIEW



- Hotel to be Located in the Heart of Uptown Greenville
- To be Located on Property Currently Owned by the City



PROJECT OVERVIEW



- Property Includes Two Tax Parcels: 14486 & 51695
- Parcels Commonly Known as the Hammock Lot
- Approximately .19 Acres
- Appraised Market Value of \$203,000



PROJECT OVERVIEW



- Brand Focuses on Upscale, Affordable Accommodations for both Business & Leisure Guests
- Known for Hilton Garden Promise: Goal to Make Each Guest's Stay Better and Brighter. Guaranteed or You Don't Pay.



- Hotel Brand has More Than 860 Hotels in 49 Countries
- Over 25 Hotels Located in North Carolina's Largest Cities:
 - Asheville
 - Greensboro
 - Charlotte
 - Raleigh
 - Durham
 - Wilmington
 - Fayetteville
 - Winston-Salem

FINANCIAL IMPACT TO THE CITY OF GREENVILLE

15 Year Pro Forma

Number of Hotel Rooms	>= 90
Revenue	
Sale of Property to Developer	\$ 203,000
City Permit Fees	60,000
Tax Revenues:	
Property Tax	916,061
Sales Tax	71,175
Subtotal	987,236
Leased Parking Revenue	964,093
Total Revenue	\$ 2,214,329
Expense	
Reinvestment of Proceeds From Conveyance	\$ (203,000)
Capital Investment Grant (CIG)	(676,476)
City Permit Fees Waived (Estimated)	(60,000)
Total Expense	\$ (939,476)
Revenue Less Expense	\$ 1,274,853



Co.-X

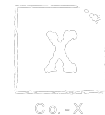
FINANCIAL IMPACT TO THE CITY OF GREENVILLE

15 Year Pro Forma Net Revenue

Years 1 - 5	\$ 281,188
Years 6 - 10	468,646
Years 11 - 15	525,019
Total	<u><u>\$ 1,274,853</u></u>

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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**DEVELOPMENT AGREEMENT
REQUIREMENTS**

PROJECT REQUIREMENTS



- Greenville Ventures, LLC Shall:
 - Purchase Tax Parcels 14486 and 51695 at Appraised, Fair Market Value
 - Close on the Property Within 12 Months of the Approval Date of the Purchase Agreement



PROJECT REQUIREMENTS



- Greenville Ventures, LLC 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 Greenville Ventures, LLC



PROJECT REQUIREMENTS



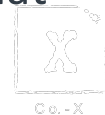
- Greenville Ventures, LLC Shall:
 - Complete the Project Within 20 Months of the Construction of the Hotel Slab
 - The City and Greenville Ventures, LLC may Mutually Agree to Extend the Completion Date
 - If the Project is Not Completed Within the 20 Months, or the Extended Date, the City Shall Begin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



PROJECT REQUIREMENTS



- The City Shall Approve the Architectural Design and All Exterior Materials and Finishes of the Project
- Greenville Ventures, LLC Shall Include an Art Component in the Project, at its Discretion
- Greenville Ventures, LLC Shall Install Streetscape Improvements that are in Compliance with the City's Streetscape Master Plan



PROJECT REQUIREMENTS



- The Hotel Brand, Design, and Quality Shall be Reviewed by the City and Greenville Ventures, LLC
- The Hotel Shall Have a Minimum of 90 Rooms with a Rooftop Bar and Lounge
- The Hotel Shall be a Hospitality Industry Rated Minimum of 3 Stars





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**EVANS STREET HOTEL
LEASE PARKING**

LEASED PARKING TO HOTEL FROM PARKING DECK

- The Hotel Will Lease Approximately 90 Spaces in the Parking Deck for Hotel Use:
 - The Spaces to be Leased are Currently Being Utilized for City Employee Parking
 - The City will Relocate Employee Parking from the Parking Deck to a New Parking Lot to be Constructed (Vicinity of Atlantic Avenue)
- The City will Install an Automated, Gated Arm System in the Parking Deck to Control Access and Enhance Security (Primary Component of City's Parking Plan)
- There are Two Types of Spaces that will be Leased to the Hotel from the Parking Deck:
 - Full Rate Space
 - Reduced Rate 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
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:**

Full Rate Revenue from Hotel Lease

Reduce Rate Revenue from Hotel Lease

Supplemental Parking Revenue From General Use

Total Projected Parking Deck Lease Revenue

\$	7,680
\$	18,432
\$	48,049
\$	74,161

2025
C6-X



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**EVANS STREET HOTEL
PUBLIC INVESTMENT**

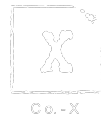
MODELED PUBLIC INCENTIVES

- City Capital Investment Grant on Hotel Development:
 - 80% of Annual Property Tax for 12 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
 - Relocation of Public Utilities
 - Streetscape Improvements on Evans Street 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 Greenville Ventures, LLC 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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**EVANS STREET HOTEL
PROPOSED WORK ZONE**

Evans Street Hotel Proposed Work Zone Map

PROJECT SUMMARY
PROJECT REQUIREMENTS
LEASED PARKING
PUBLIC INVESTMENT
W



Evans Street Hotel Proposed Work Zone Map

PROJECT SUMMARY
PROJECT REQUIREMENTS
LEASED PARKING
PUBLIC INVESTMENT
W



Work Zone

Evans Street

4th Street

Cotanche Street

Public Alley

5th Street

Evans Street Hotel Proposed Work Zone Map

PROJECT SUMMARY
PROJECT REQUIREMENTS
LEASED PARKING
PUBLIC INVESTMENT



Work Zone

Laydown Area

Harris Lot

Evans Street

Cotanche Street

4th Street

Public Alley

5th Street

Evans Street Hotel Proposed Work Zone Map

PROJECT SUMMARY
PROJECT REQUIREMENTS
LEASED PARKING
PUBLIC INVESTMENT
W



Laydown Area

Harris Lot

Evans Street

Cotanche Street

4th Street

Work Zone

Mobile Construction Crane

Public Alley

All-American Martial Arts Academy TEAM

5th Street

Evans Street Hotel Proposed Work Zone Map

PROJECT SUMMARY
PROJECT REQUIREMENTS
LEASED PARKING
PUBLIC INVESTMENT
W



Laydown Area

Harris Lot

Pedestrian Sidewalk Shed

Work Zone

Mobile Construction Crane

Public Alley

Evans Street

4th Street

Cotanche Street

5th Street

Evans Street Hotel Proposed Work Zone Map

PROJECT SUMMARY
PROJECT REQUIREMENTS
LEASED PARKING
PUBLIC INVESTMENT
W



Laydown Area



Harris Lot

Pedestrian Sidewalk Shed



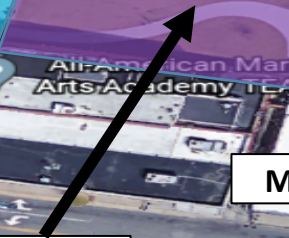
Material Unloading



Mobile Construction Crane



Work Zone



Public Alley

5th Street

4th Street

Evans Street

Cotanche Street

All-American Martial Arts Academy TEAM

n Learning Trail

Evans Street Hotel Proposed Work Zone Map

PROJECT SUMMARY
PROJECT REQUIREMENTS
LEASED PARKING
PUBLIC INVESTMENT
W



Laydown Area

Harris Lot

Pedestrian Sidewalk Shed

Material Unloading

Mobile Construction Crane

Temporary Lane Closure

Work Zone

Public Alley

All-American Martial Arts Academy TEAM

Evans Street

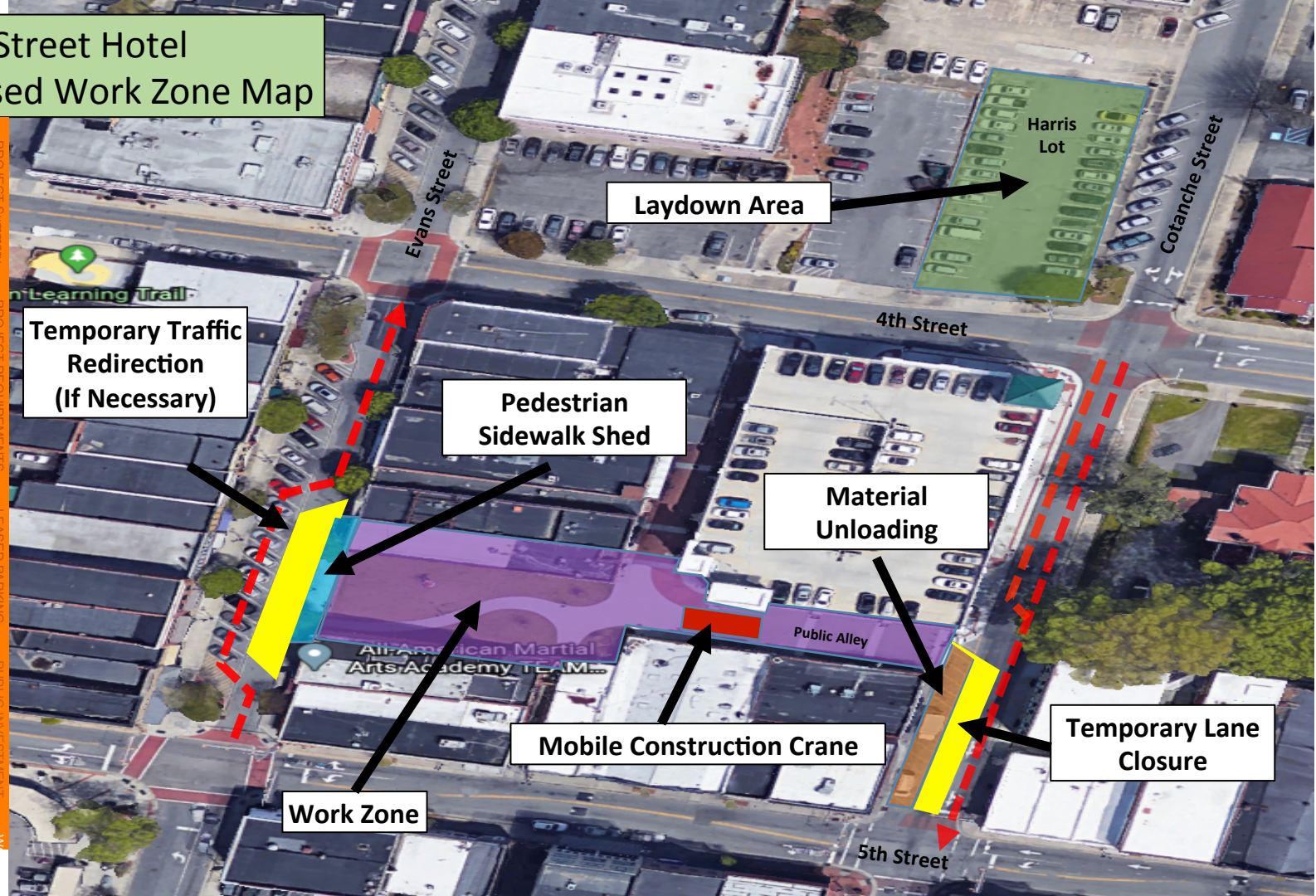
4th Street

Cotanche Street

5th Street

Evans Street Hotel Proposed Work Zone Map

PROJECT SUMMARY
PROJECT REQUIREMENTS
LEASED PARKING
PUBLIC INVESTMENT



Laydown Area

Harris Lot

Evans Street

Cotanche Street

4th Street

Temporary Traffic Redirection (If Necessary)

Pedestrian Sidewalk Shed

Material Unloading

Work Zone

Mobile Construction Crane

Temporary Lane Closure

Public Alley

5th Street

All-American Martial Arts Academy TEAM



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EVANS STREET HOTEL PROJECT SUMMARY

PROJECT SUMMARY

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

Years 1 - 5	\$ 281,188
Years 6 - 10	468,646
Years 11 - 15	525,019
Total	<u>\$ 1,274,853</u>

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



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**EVANS STREET HOTEL
PUBLIC HEARING**

EVANS STREET HOTEL DEVELOPMENT AGREEMENT PUBLIC HEARING

- Pursuant to N.C. General Statute § 158-7.1. the City Will Hold a Public Hearing Related to the Development Agreement Contract
- Based on Materials Provided by the Developer, the Probable Average Hourly Wage to be Paid to Workers Located at the Property is Estimated to be \$21.27 per Hour Which is Above the County Average

EVANS STREET HOTEL DEVELOPMENT AGREEMENT STAFF RECOMMENDATION

In Compliance with N.C. State Law Regarding Virtual Public Hearings, Staff Recommends:

- Approval of the Development Contract Between the City of Greenville and Greenville Ventures, LLC Related to the Sale of Property for the Development of a Hotel
- Adoption of Resolution Making Wage Determination and Fair Market Value of Property; Public/Private Development Agreement with Greenville Ventures, LLC



Item 24

Amendment to the Development Agreement Between Seacoast Communities and the City of Greenville



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**IMPERIAL TOBACCO
CONTRACT AMENDMENT**

Imperial Tobacco Economic Development Agreement

Discussion Items

- Project Overview
- Project Update
- Proposed Contract Amendment





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SEACOAST
COMMUNITIES

PROJECT OVERVIEW

Imperial Tobacco Economic Development Agreement

Project Overview

- The City & Seacoast Communities Entered into an Agreement on February 20, 2020 for the Development of the Imperial Property
- The Project Includes Two Phases:
 - Phase One: Boutique Hotel Development
 - Phase Two: Market Rate Housing Development
Historical Office Building Redevelopment
- Per the Agreement, Phase Two Would Not Begin Until Phase One is Approximately 80% Complete

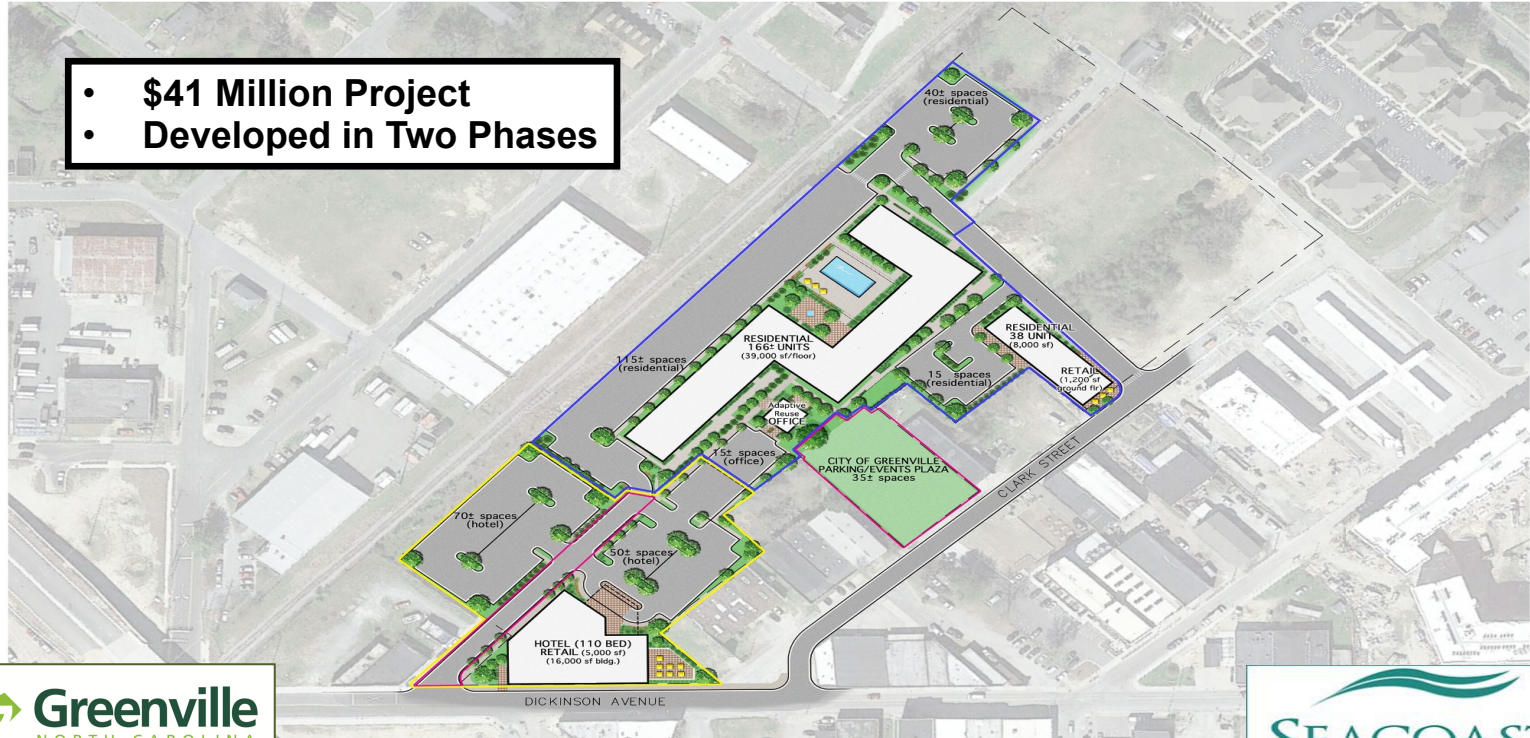
Imperial Tobacco Economic Development Agreement

Project Overview

- The Agreement Established Various Time Frame Requirements for Both Phase One and Phase Two in Regards to:
 - The Due Diligence Period
 - Conveyance of Property
 - Issuance of a Building Permit
- The Agreement Requires the Developer to:
 - Retain & Stabilize the Imperial Historic Office Building
 - Restore the Office Building for an Office or Other Commercial Use (Contingent on Securing Public Funding)

Imperial Tobacco Economic Development Agreement

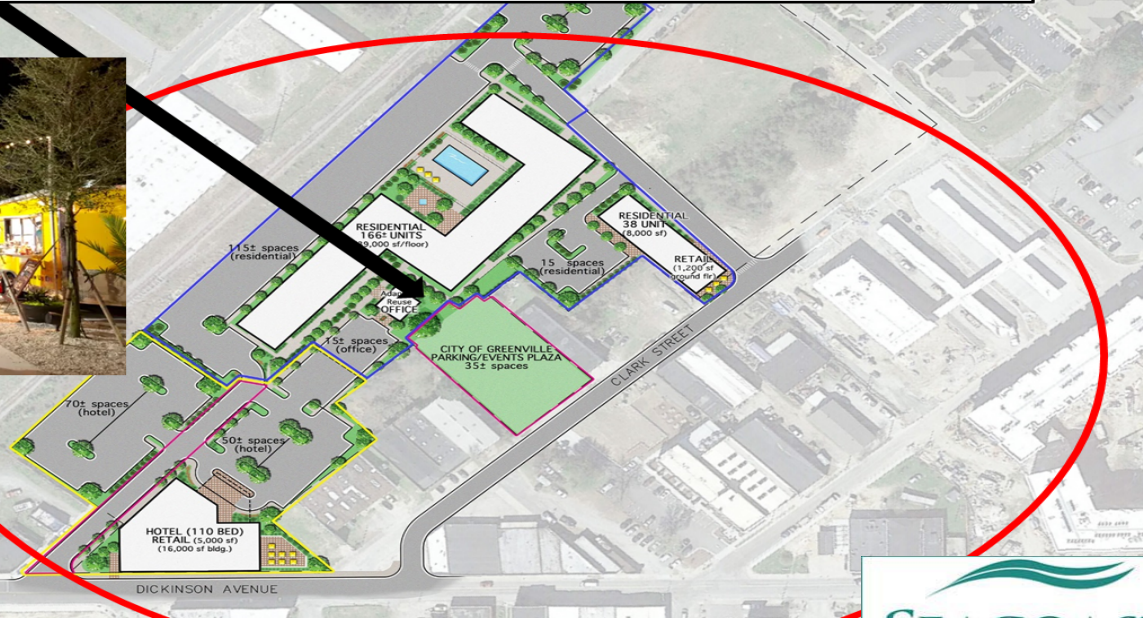
- \$41 Million Project
- Developed in Two Phases



Imperial Tobacco Economic Development Agreement

Community Gathering Place Located in the Heart of Dickinson Avenue

Phase 2 (4.28 acres)
City Infrastructure





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SEACOAST
COMMUNITIES

PROJECT UPDATE

Imperial Tobacco Economic Development Agreement

Project Update

- **Since Approval of the Agreement, Two Primary Events Have Occurred:**
 - **COVID-19 Pandemic**
 - **Arson of Historic Office Building**
- **These Events:**
 - **Have Been Outside the Control of the Developer & City**
 - **Have Impacted the Developer's Ability to Meet Various Time Requirements Included in the Agreement**

Imperial Tobacco Economic Development Agreement

COVID-19 Pandemic

- **Governor Signed NC State of Emergency in March, 2020**
- **Governor's Order Placed Significant Restrictions on:**
 - **Public Gatherings**
 - **Public Activities**
 - **Employers**
 - **Local Commerce**
- **Hospitality Industry Significantly Impacted by the Pandemic**

Imperial Tobacco Economic Development Agreement

COVID-19 Pandemic

- **In June, 2020 the Developer Notified the City that:**
 - **COVID-19 has Adversely Impacted Ability to Meet Agreement Timeline Requirements**
 - **It was Requesting an Extension of the Timelines**
 - **It was Requesting to Move Up Phase Two of the Project so as to Develop Phase Two Parallel with Phase One**
- **Note: Developer is Currently Working With Walker Dunlap to Secure HUD Financing for Phase Two**

Imperial Tobacco Economic Development Agreement

Historic Office Building

- **On May 14, 2020 the Historic Office Building was Set on Fire in an Act of Arson:**
 - **The Interior of the Building, all Windows and Doors, and the Entire Roof Structure was Destroyed**
 - **The 4 Walls of the Building are the Only Portion that Currently Remain Intact**
- **The City Engaged Hazen Company to Perform an Independent Condition Assessment of the Building**

Imperial Tobacco Economic Development Agreement

Historic Office Building

- **The Report Issued by Hazen Found the Following:**
 - **Rehabilitation and Reconstruction of the Building Would Present a Possibly Infeasible Challenge**
 - **Extensive Spalling and Cracking of Brick was Observed**
 - **Significant Structural Damage was Observed**
 - **Stated Demolition of the Structure was Most Practical to Avoid Significant Costs / Complications of Restoration**

Imperial Tobacco Economic Development Agreement

Historic Office Building

- **In June, 2020 the Developer Notified the City that:**
 - **It was Requesting to Remove the Requirement to Develop the Historic Office Building From the Agreement**



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SEACOAST
COMMUNITIES

PROPOSED CONTRACT AMENDMENT

Imperial Tobacco Economic Development Agreement

Proposed Contract Amendment

Term	Original Agreement	Amended Agreement
Closing on Phase 1 Property (Hotel)	One Year From Date of Agreement (2/20/21)	Twenty-Four Months From Date of Agreement (2/20/22)
Closing on Phase 2 Property (Market Rate Housing)	No Earlier Than the Point At Which Phase One is 80% Complete	Twenty-Four Months From Date of the Agreement (2/20/22)
Buyer Due Diligence Period	One Hundred Twenty Days From Date of Agreement (6/19/20)	Two Hundred Forty Days From Date of Agreement (10/20/20)
Retail Square Footage as Part of Phase 2 Project (Market Rate Housing)	Minimum of 1,200 Square Feet	No Minimum

Imperial Tobacco Economic Development Agreement

Proposed Contract Amendment

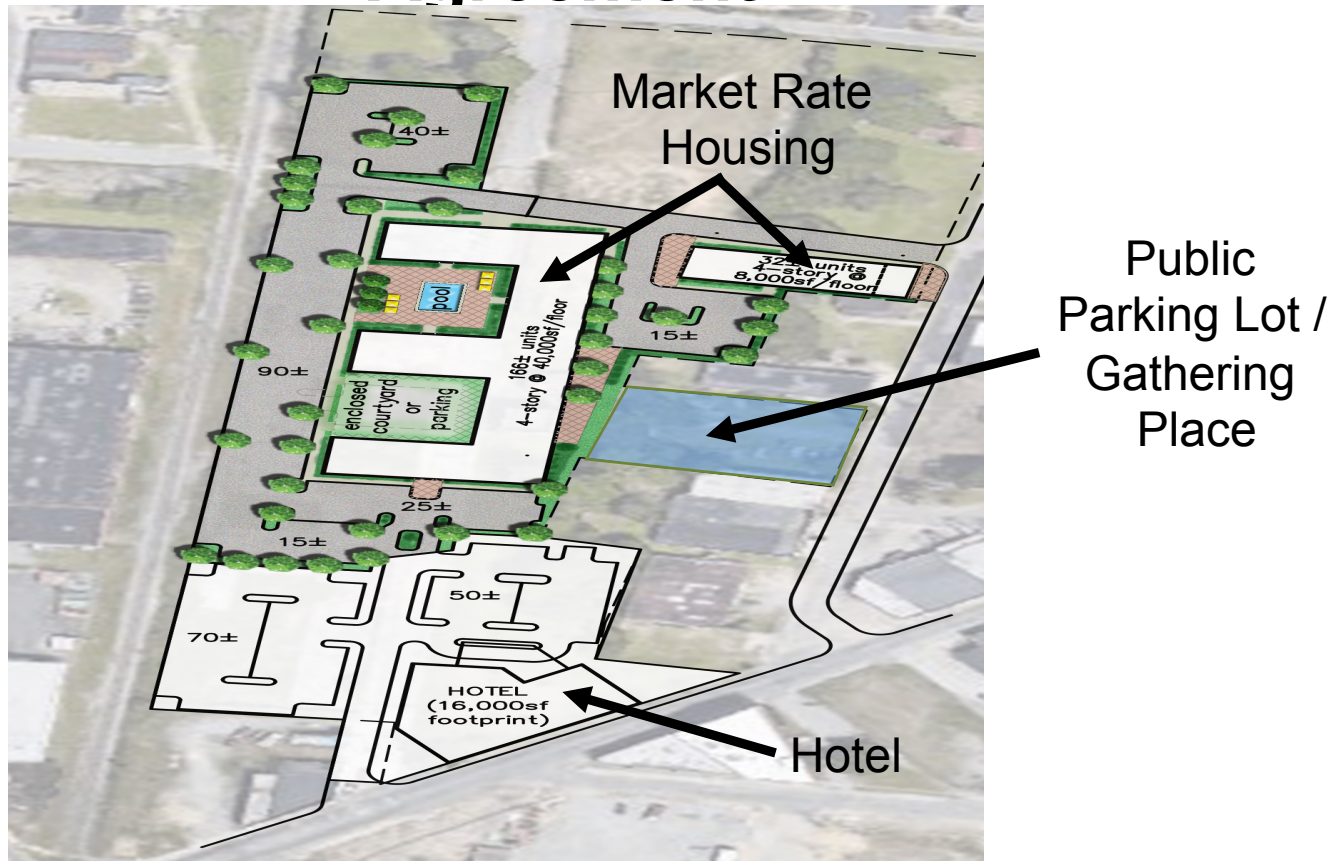
Term	Original Agreement	Amended Agreement
Imperial Historic Building	<ul style="list-style-type: none"> - Developer Shall Retain, Stabilize, and Improve Appearance of the Building - Developer Shall Restore and Place Into Service Based on Ability to Secure Public Funding 	<p>Amended as Follows per Request of the Developer:</p> <ul style="list-style-type: none"> - No Requirement to Retain, Stabilize, and Improve Appearance of Building (i.e Requirement Deleted) - No Requirement to Restore and Place Into Service Based on Ability to Secure Public Funding (i.e. Requirement Deleted) - (see note below)

Imperial Tobacco Economic Development Agreement

Proposed Contract Amendment

- However, Given the Historical Importance of the Building the Following Requirements Have Been Added to the Amended Agreement:
 - The Developer Shall Fund the Placement of a Historic Monument, Marker or Other Public Art Structure on the Site to Pay Tribute to and Honor the History of the Building and the Tobacco Processing Plant
 - The Developer Shall Incorporate into the Monument / Structure Brick Components Preserved From the Original Historic Building

Imperial Tobacco Economic Development Agreement



Imperial Tobacco Economic Development Agreement Recommendation

Staff Recommends Approval of the Presented
Amendment to the Development Agreement
Between Seacoast Communities and the City of
Greenville

Imperial Tobacco Economic Development Agreement

Proposed Contract Amendment



Item 25

Resolution authorizing the conveyance of City-owned property at 709 Vanderbilt Lane to Habitat for Humanity of Pitt County



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Housing Goal

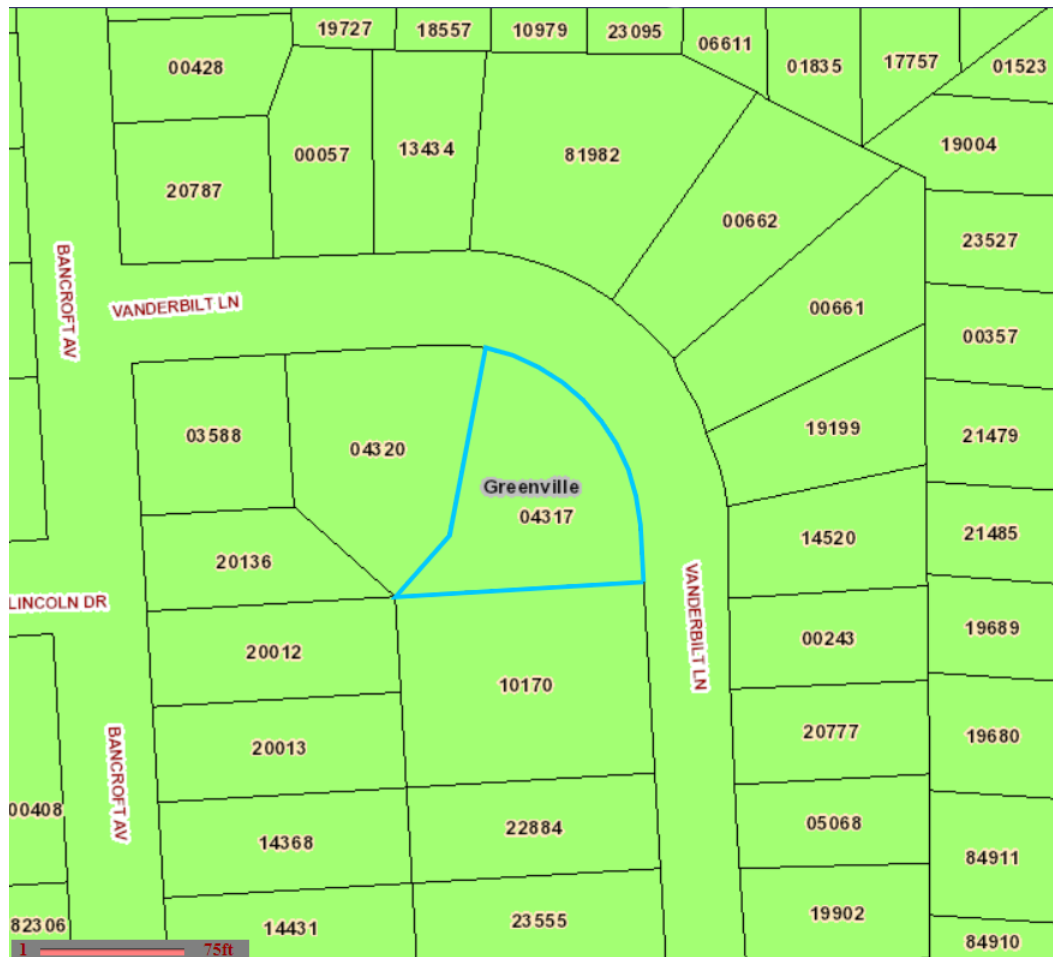
- Increase Homeownership Opportunities
 - West Greenville Neighborhood Revitalization Strategy Area
 - Homeowners Housing Added
 - Direct Financial Assistance to Homebuyers
 - CDBG sub-recipient utilizing funding to support construction



Background

- Habitat for Humanity of Pitt County requested the City donate the City-owned property at 709 Vanderbilt Lane
- Appraised value \$7,500
- The terms of the agreement would be to convey the lot to Habitat in exchange for the construction of an affordable single-family home
- North Carolina General Statutes 160A-279 and 157-9





Staff Recommendation

Staff recommends conveyance of the parcel by donation to the Habitat for Humanity for the construction of an affordable single-family home



Item 26

Resolution for COVID-19 Remote Meeting Policy



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Remote Public Hearings during State of Emergency

- Upon issuance of a declaration of state of emergency any public body may conduct remote meetings.
Session Law 2020-3 & G.S. 166A-19.24
- Why have a remote meeting policy?
 - Protect against spread of COVID-19
 - Create Uniformity
 - Notifies the public that Council & City-appointed board meetings will be held remotely (not in-person).



COVID-19 Remote Meeting Policy: State of Emergency

Recommendation:

- Council adopt policy requiring Council and City-appointed boards conduct remote meetings.
 - Exemptions
 - If policy conflicts with state law, state law controls.



City Council Meeting

August 13, 2020



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