

# City Council Meeting

October 8, 2020



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## Item 3

Ordinance requested by the Planning and Development Services Department to amend Title 9, Chapter 4 of the City Code to create standards for Agricultural Master Plan Communities



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# Purpose

- **Create new standards for a Master Plan Community based around agriculture and healthy living.**
- **Increase lifestyle options for current and future residents**
- **Promote good health and walkable neighborhoods**



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# What is a Master Plan Community?

- A master plan community is a special type of development that allows a great deal of flexibility
- Requires a higher level of review and may involve conditions
- Currently centered around golf course style developments
- Want to allow agricultural amenities in place of recreational amenities



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# Approval Process

- **Special Use Permit – Approved by City Council**
- **Preliminary Plat – Approved by Planning and Zoning Commission**
- **Major Amendments – Approved by City Council**
- **Minor Amendments – Approved by Planning Director**

# Changes

- In place of golf courses agricultural amenities would be provided
- New commercial type “Commercial Agricultural Facility” that would connect commercial uses to agricultural land
- Emphasis on walking trails and integrating farm land into the neighborhood experience
- Farms to be owned separately from residential land.



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# Stormwater

- Existing stormwater ordinance exempts agricultural uses from regulation.
- Proposed changes would make Agricultural Master Plan Communities follow normal stormwater regulations for subdivisions.



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# Examples



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# Examples



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# Examples



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Policy 5.2.2. Enhance Access to Daily Needs  
*Promote a mix of supporting uses in new neighborhoods, including social services such as daycare, context sensitive commercial uses offering daily needs such as grocery stores, and civic uses such as parks and schools.*

Policy 5.3.1 Encourage Identifiable Neighborhood Centers

*Promote neighborhood designs that include an identifiable neighborhood focal point, such as a low-intensity context-sensitive mixed use node or inspiring civic space.*

## Goal 7.3 Access to Healthy Food

*The residents of all of Greenville's neighborhoods will have convenient access to healthy food. Food deserts will be addressed through new grocery stores or farmers markets. Residents will have the opportunity to grow their own produce in their own yards or in a robust network of community gardens.*

# Quasi-judicial Decision

- Council must be impartial
- No conversations between decision makers and applicants, or people who might have standing, can take place outside of the public hearing itself.
- Any conversation outside of the hearing must be disclosed and may disqualify the council member from being involved in the process.



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# Planning & Zoning Recommendation

At their September 17, 2020 meeting the Planning and Zoning Commission voted unanimously to recommend approval of the text amendment.



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## Item 4

Ordinance requiring the repair or the demolition and removal of the dwelling located at 1603 Chestnut Street, Tax Parcel 09513



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# Brief Summary

- The property has been vacant since 2014 and without active utilities for more than 3 years, according to the GUC records.
- There has been 18 Code Enforcement Cases initiated on this property since 2014 concerning Minimum Housing Code Violations, Unsecured Structure, and Public Nuisance Violations.
- The property is located near the City Dream Park and the Community Crossroads Homeless Shelter. The condition of the property makes it dangerous for children and the general public.



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# Summary Continued

- The Pitt County Taxes have been delinquent on this property since 2011, with total amount of \$2,701.74 showing past due.
- The tax value for this property location is \$17, 316.00 (building value \$12,216, land value \$3,900.00, extra feature value \$1,200.00).
- The estimated cost of repairs are \$89,089.14
- The estimated demolition cost are \$6,000.00



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Sep 24, 2020 8:20:50 AM



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Sep 24, 2020 8:21:31 AM



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Sep 24, 2020 8:17:59 AM



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Sep 24, 2020 8:22:07 AM



**Greenville**  
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Sep 24, 2020 8:18:28 AM



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Recommend approval of an ordinance requiring the repair or demolition and removal of the dwelling located at 1603 Chestnut Street.

Sep 24, 2020 8:17:59



# Item 5

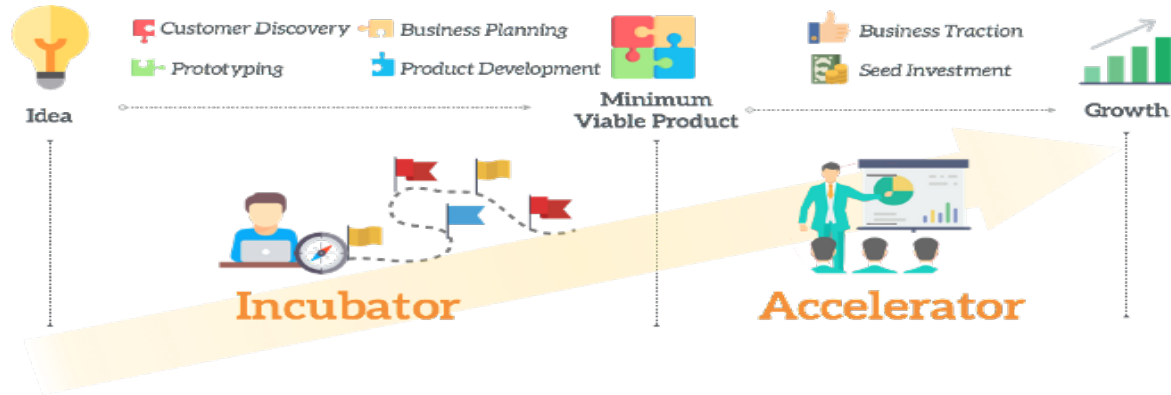
## Rental Assistance to Support Small Business Incubation



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# City of Greenville

## “Incubate to Accelerate”



## What is MWBE?

### Minority and Women Business Enterprise

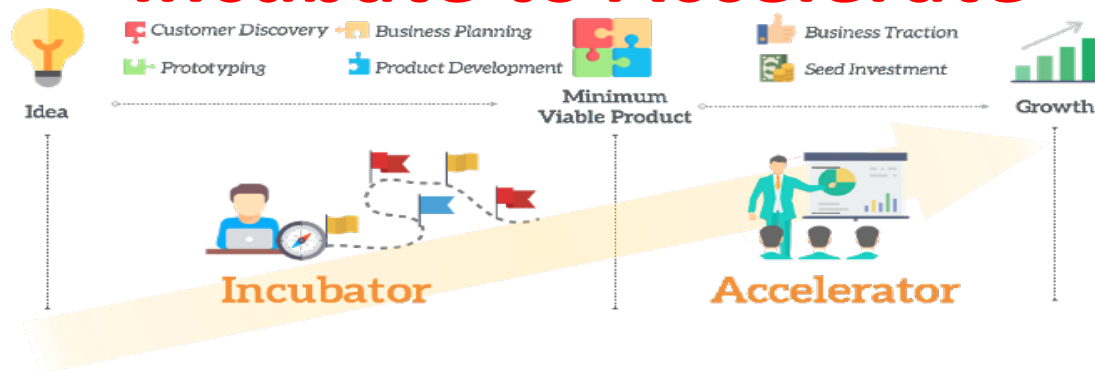
- Joint program between the City of Greenville and Greenville Utilities.
- Serves to promote our policy to provide minorities and women **equal opportunity** in selling their products and services to the City and GUC.

## Major Functions of MWBE

1. Serves as liaison between MWBE businesses and buyers. Includes knowledge, access, and resource networks.
2. Responsible for compliance with NC General Statutes and City/GUC Policy. Provides guidance and training on MWBE requirements.
3. Reports MWBE participation to the State of NC, City Council, Greenville Utilities Commission, and other interested bodies.
4. Provides business development and technical assistance to MWBE businesses.
5. Develops and creates strategic alliances to increase the participation and utilization of MWBE.

# City of Greenville

## “Incubate to Accelerate”



## Program Overview



- Program Conceived in Response to:
  - COVID-19 and Subsequent Economic Slowdown
  - Local Small Business Survey
- Designed to Provide a Number of Resources for Small/Micro Businesses to Support and Increase Overall Viability
- Council Goal: Expand the Economic Hub of Eastern North Carolina Through Proactive Economic Development and Job Creation

## Funding Initiatives

- Rental Assistance Initiative
- MWBE Enterprise Fund
- Back-Office Support Services

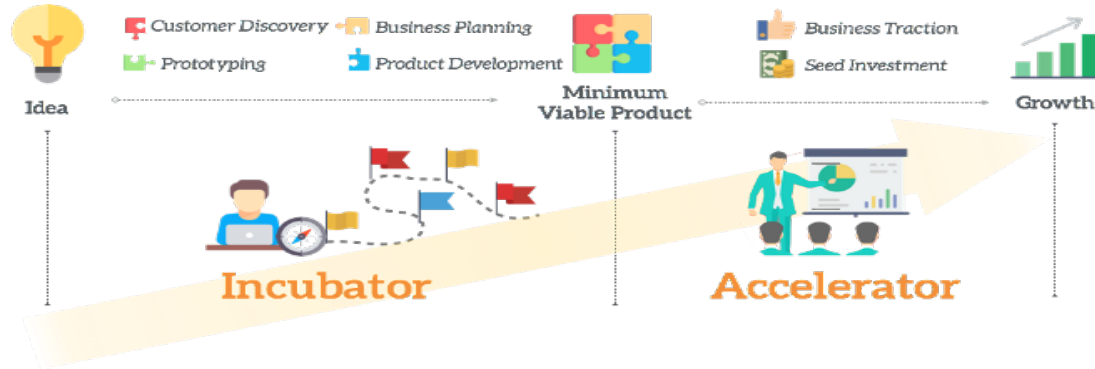
## Allocation of Funding by Initiatives

Initiative	Total
Rental Assistance Initiative	\$ 35,000
MWBE Enterprise Fund	\$ 65,000
Back-Office Support Service	\$ 35,000
Total	\$135,000

**October 8, 2020 Public Hearing to Consider 2 Leases Related to the Rental Assistance Initiative**

# City of Greenville

## “Incubate to Accelerate”



## Rental Assistance Initiative

- The Program Will Provide Rental Support for Eligible Local Small Businesses
- Eligibility Requirements:
  - Small Businesses With Gross Receipts Under \$500,000, or
  - Have Under Ten Employees
  - Must be Located in the City of Greenville or ETJ
  - Must Have Been in Operation for at Least Three Years
  - Must be of Low or Moderate Income as Defined by HUD or Employ a Person Who is of Low to Moderate Income as Defined by HUD.

**Proposed Allocation: \$35,000**

## Program Administration:

- Two Year Lease Contracts With the Local Property Owner and the City on Behalf of the Local Business
- City Will Make Lease Payments on Behalf of the Business Directly to the Property Owner
- In Return for Rental Assistance, the Small Business Will Submit Payment to the City of \$200 Plus 4% of Business Profits Each Month
- An Escalation Clause will be Added to Each Agreement That Increases the Local Businesses Payment to the City After Six Months.

**Proposed Allocation: \$35,000**

## Program Administration:

- The Goal of the Program is to Escalate the Small Business Payments to the City to the point That:
  - The Local Business Completely Takes Over Rental Responsibility at Their Current Location
  - The Business Relocates to a Different Location

**Proposed Allocation: \$35,000**

## Initial Locations:

- Two Locations Have Been Identified:
  - 415 Evans Street (\$900/Month Assistance)
  - 804 W. 5<sup>th</sup> Street (\$500/Month Assistance)
- Locations are in Uptown Greenville and West Greenville

Proposed Allocation: \$35,000





415 Evans Street located in Uptown Greenville.



The Shared Kitchen Space will be Located at 804 West 5<sup>th</sup> Street. This is the current location of the Gold Post Café.

## Next Steps

- Council Approval of Lease Agreements Upon Public Hearing
- Publically Market and Advertise the Program
- Connect with Collaborative Partners to Source and Identify Potential Tenants
- Release Sublease Application
- Evaluate and Assess Applicants for Future Growth Potential and Sustainability
- Award Subleases to Selected Tenants
- Provide Ongoing Support and Oversight of Tenant Business Operations

## Recommendation

Following a Public Hearing, Staff Recommends Council Adopt a Motion Authorizing the City, as Tenant to:

1. Enter the Lease Agreement with Arthur Wallace for 804 West Fifth Street; and
2. Enter the Lease Agreement with Corbitt-Hardee Properties, LLC for 415 Evans Street; and
3. Authorize City Staff to Select Grantees to Enter Sublease Agreements with the City for the Above Properties for Job Creation, Job Training, and Community Development Purposes

# Item 6

Public Hearing for the Naming of  
the City Adventure Park



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10.08.2020

## Naming of Adventure Park





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**738 Responses were received  
indicating name preferences**

**The Top Two:**

**Emerald Riverfront Park - 253  
Wildwood Park – 171**



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## Priority . . .

**“shall be given to geographical locations, historic significance, or geological features”**



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## Recommendation

**City Council Approve “Wildwood Park” as the official name of the City’s new Adventure Park.**



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QUESTIONS



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# Item 7

Selection of the Design Firm for  
the Construction of the New  
Community Pool



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10.08.2020

## Community Pool Replacement

*Design Services Contract Request for Approval*



# Project Overview

- Replacement of 48 Year Old Community Pool Currently Located at Guy Smith Park.
- Priority to Relocate Within Existing Location of West / South Greenville. Preferred Location is Thomas Foreman Park.
- Project to Include:
  - Separate Zero-Depth Entry Recreation Pool With Multi-Feature Play Structure
  - Competition Style Lap Pool
  - Access to Changing Rooms
  - Shade Structures
- Potentially Include:
  - Small-Scale Waterslide Attached to Recreation Pool
  - Concessions Area



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# Summary of Design Services

- Project Site Suitability Analysis
- Project Schematic Phase
- Project Design Development Phase
- Project Construction Document Phase
- Project Construction Administration



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# Review Process

## Request for Qualification's Timeline:

- Request for Qualifications (RFQ) advertised August 27
- Nine Statements of Qualifications (SOQ's) submitted by September 17 deadline

## Evaluation Criteria Included:

- Firm's Qualifications and Experience
- Personnel Qualifications and Experience
- Project Approach
- Workload/Ability to Meet Schedule
- Proposer's Accessibility



# Review Process

## Evaluation Team

- Included 5 City of Greenville staff
- The evaluations were reviewed September 18-22 and the team discussed results on September 23
- After a thorough evaluation, **Kimley-Horn** was selected as the top firm to design the new Community Pool.

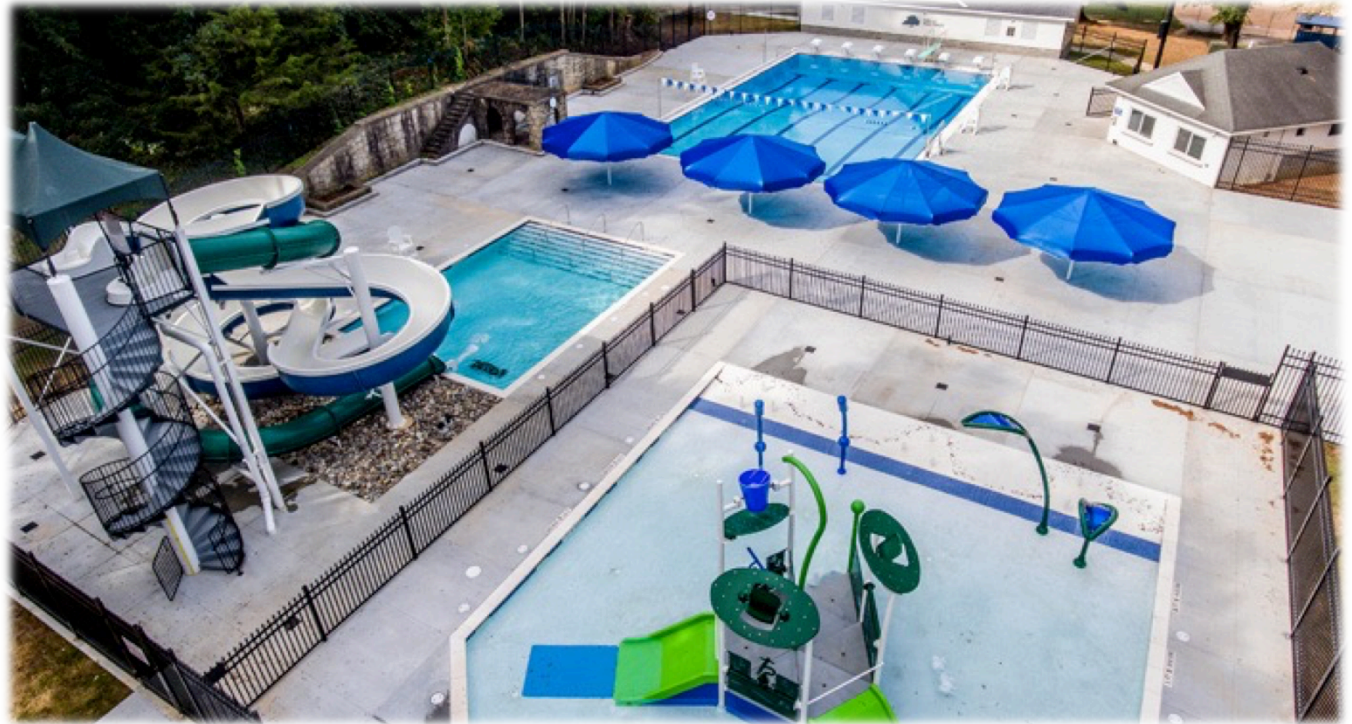


# Justification of Selection

- Kimley-Horn's submittal was highlighted by the following:
  - Qualifications of Individual Project Team Members
  - Project Approach
  - Commitment to stay within budget and time requirements
  - Exceptional Experience With Aquatic Facilities
- Kimley-Horn and the project team's primary contact, Mark Hatchel, have completed **over 100** successful aquatic projects in the past 20 years.
- The proposed sub-consultant for the pool system design, Counsilman-Hunsaker, is also recognized as a top pool design firm nationally.



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***Holding Park Pool***  
*Wake Forest, NC*  
*Completed 2018*

*Construction Cost \$3.5 million*



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***Tietze Park Pool***  
***Dallas, TX***  
***Completed 2019***

***Construction Cost \$3.6 million***



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***Greenview Park Pool***  
***million***  
***Columbia, SC***

***Construction Cost \$3.5***

## Recommendation

City Council approve Kimley-Horn to provide outdoor aquatic facility design services for the City of Greenville and authorize staff move forward with contract negotiations.



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Questions?



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# Item 8

Selection of the Design Firm for  
Renovations to the Eppes  
Recreation Center



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10.08.2020

## **Eppes Recreation Center Renovation**

***Design Services Contract Request for Approval***



# Project Overview

- Development of a True Front Entrance to the Recreation Center with ADA improvements
- Create a Front Desk and Lobby Area, Including Controlled Entrance Capabilities
- New Teen Lounge with Amenities
- HVAC Improvements
- Eppes Alumni Heritage Center Improvements



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## Summary of Design Services

- Preliminary Schematic Design Phase
- Design Development Phase
- Preparation of Construction Documents
- Construction Administration





# Review Process

## Request for Qualification's Timeline:

- Request for Qualifications (RFQ) advertised August 27
- Six Statements of Qualifications (SOQ's) submitted by September 17 deadline

## Evaluation Criteria Included:

- Proposer's Qualifications and Experience
- Personnel Qualifications and Experience
- Project Approach
- Workload/Ability to Meet Schedule
- Proposer's Accessibility



# Review Process

## Evaluation Team

- Included 5 City of Greenville staff
- The evaluations were reviewed September 18-22 and the team discussed results on September 23
- Interviews with top three firms held September 28
- After a thorough evaluation, **HH Architecture** was selected as the top firm for design services of the Eppes Recreation Center Renovation Project.



# Justification of Selection

- HH Architecture' s submittal was highlighted by the following:
  - Qualifications of Individual Project Team Members
  - Project Approach
  - Project Experience with Historical Preservation
  - Commitment to stay within budget and time requirements
- HH Architecture' s Design experience has included:
  - 2 million square feet in community & recreation facilities
  - \$260 million in costs associated with those facilities
- References contacted provided supportive feedback, especially regarding projects related to recreation facilities



# Relevant Project

## W.A. Foster Recreation Center Goldsboro, NC



- Project cost - \$5,200,000
- Included:
  - Youth & fitness rooms
  - Exterior entry
  - Sub-dividable multipurpose rooms

# Relevant Project

## Hill Street Park Center Raleigh, NC



- Project cost - \$2,260,000
- Included:
  - Multipurpose rooms
  - Covered outdoor education space
  - Classrooms

# Relevant Project

## Community Center West Fayetteville, NC



- Project cost - \$4,000,000
- ADA accessible updates
- Friendly design for seniors
- Fitness equipment room

# Recommendation

City Council Approve **HH  
Architecture** to Provide Design  
Services for the Eppes Recreation  
Center Renovations and Staff Move  
Forward with Contract Negotiations



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October 8, 2020



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