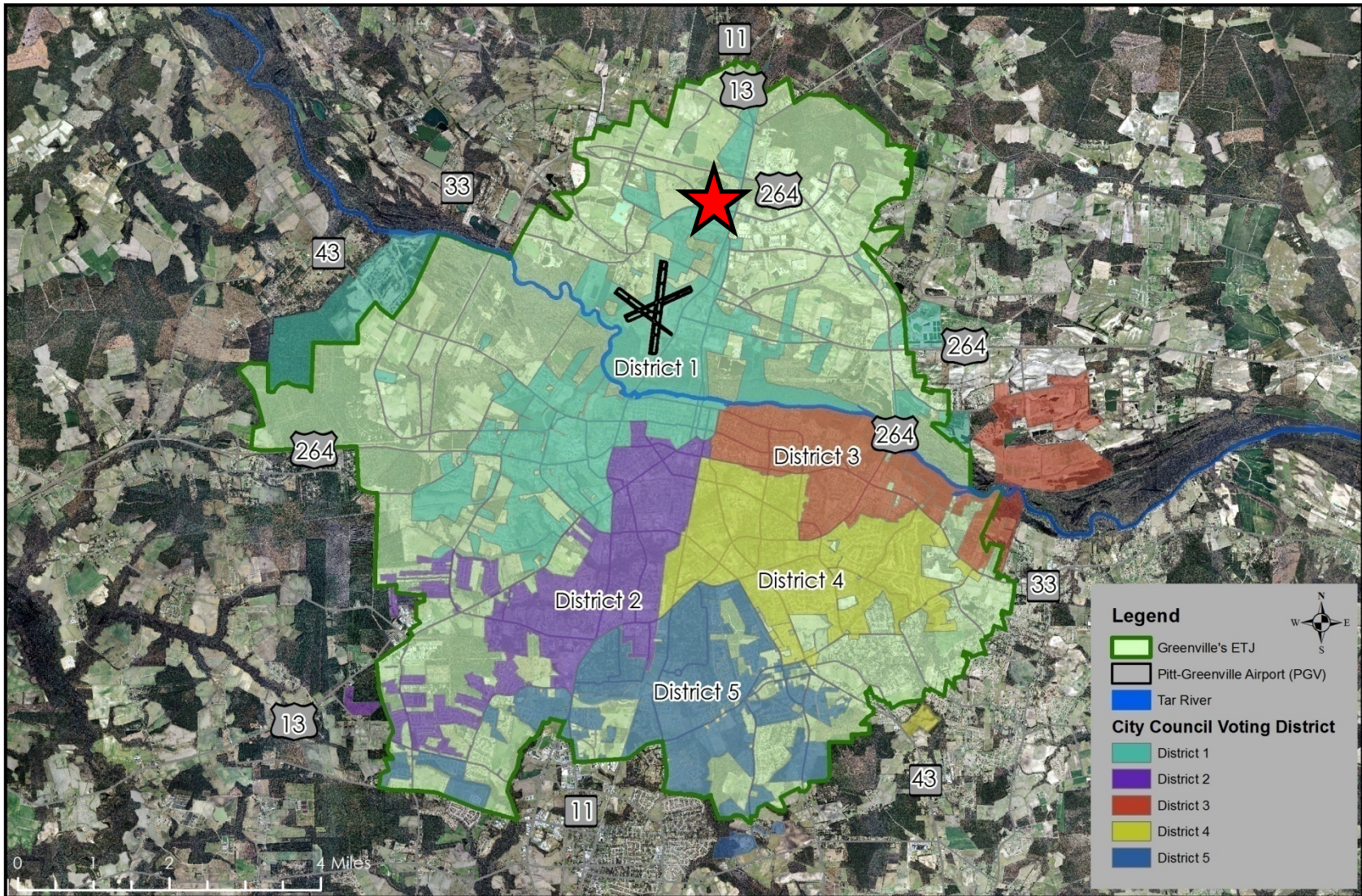


4.10.14

City Council Meeting

Item 3: Ordinance to rezone 4.2289 acres located between Staton House Road and Belvoir Highway and 400 +/- feet west of North Memorial Drive from IU (Unoffensive Industry) to CH (Heavy Commercial)



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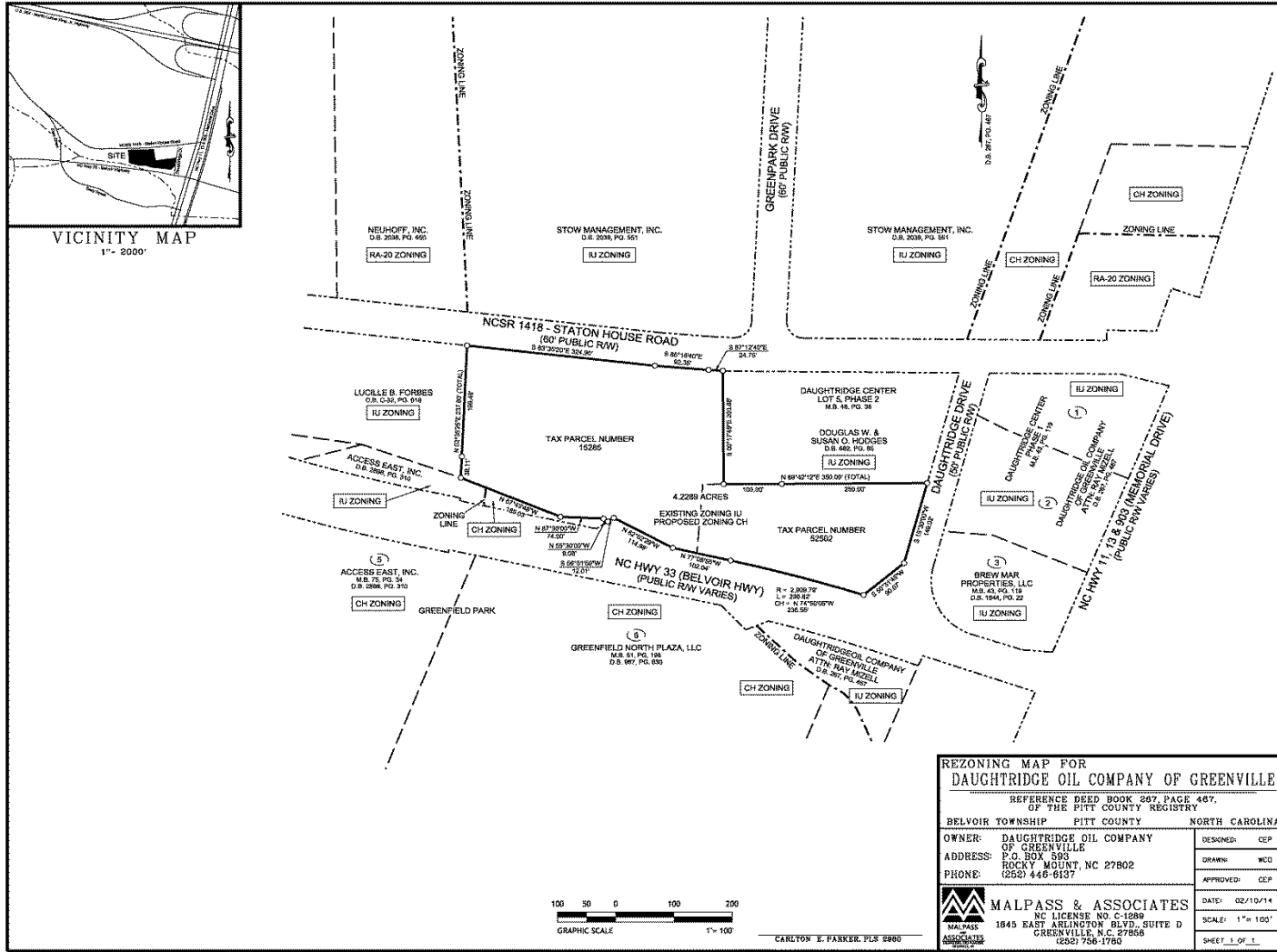




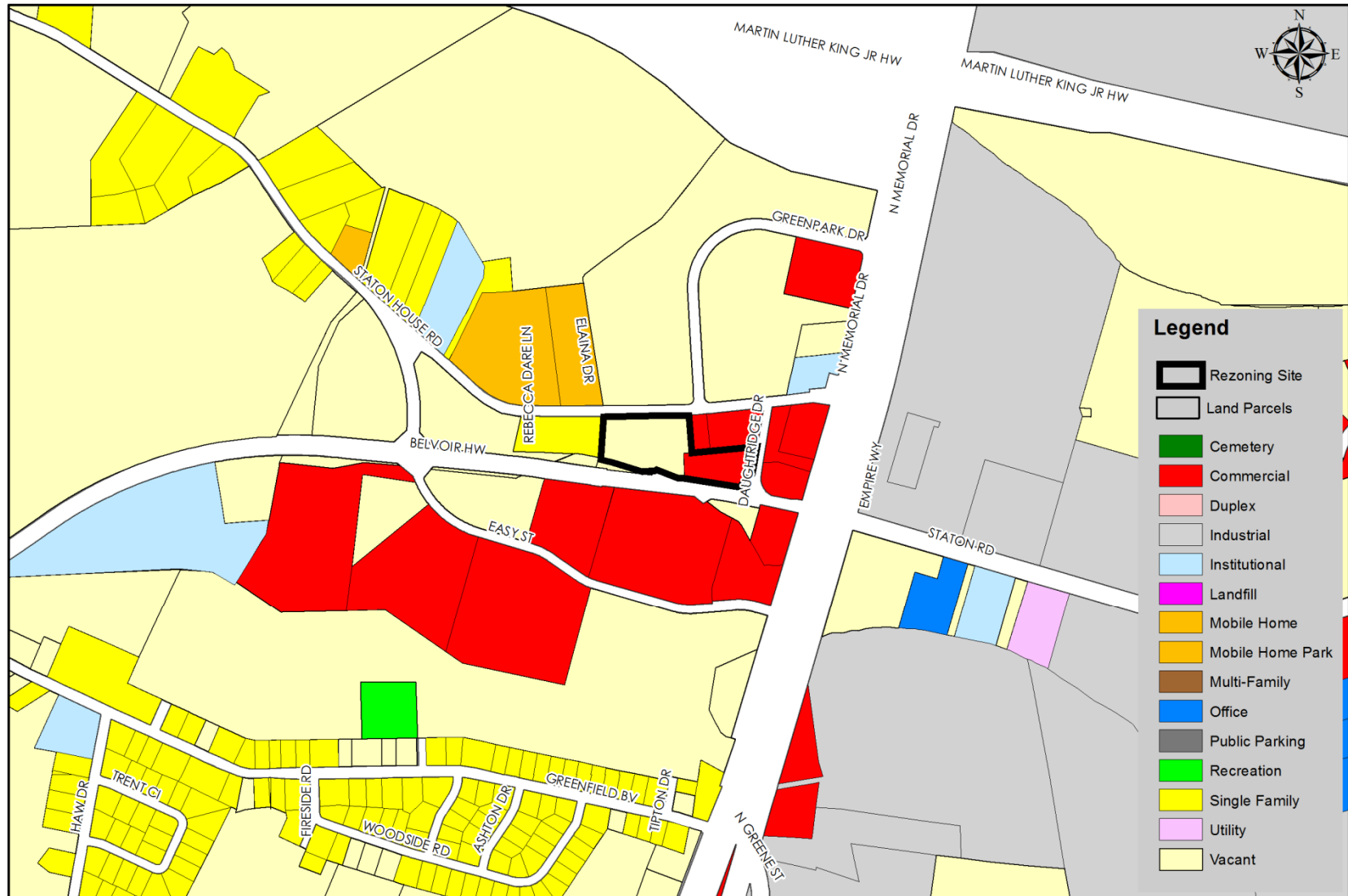
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Find yourself in good company

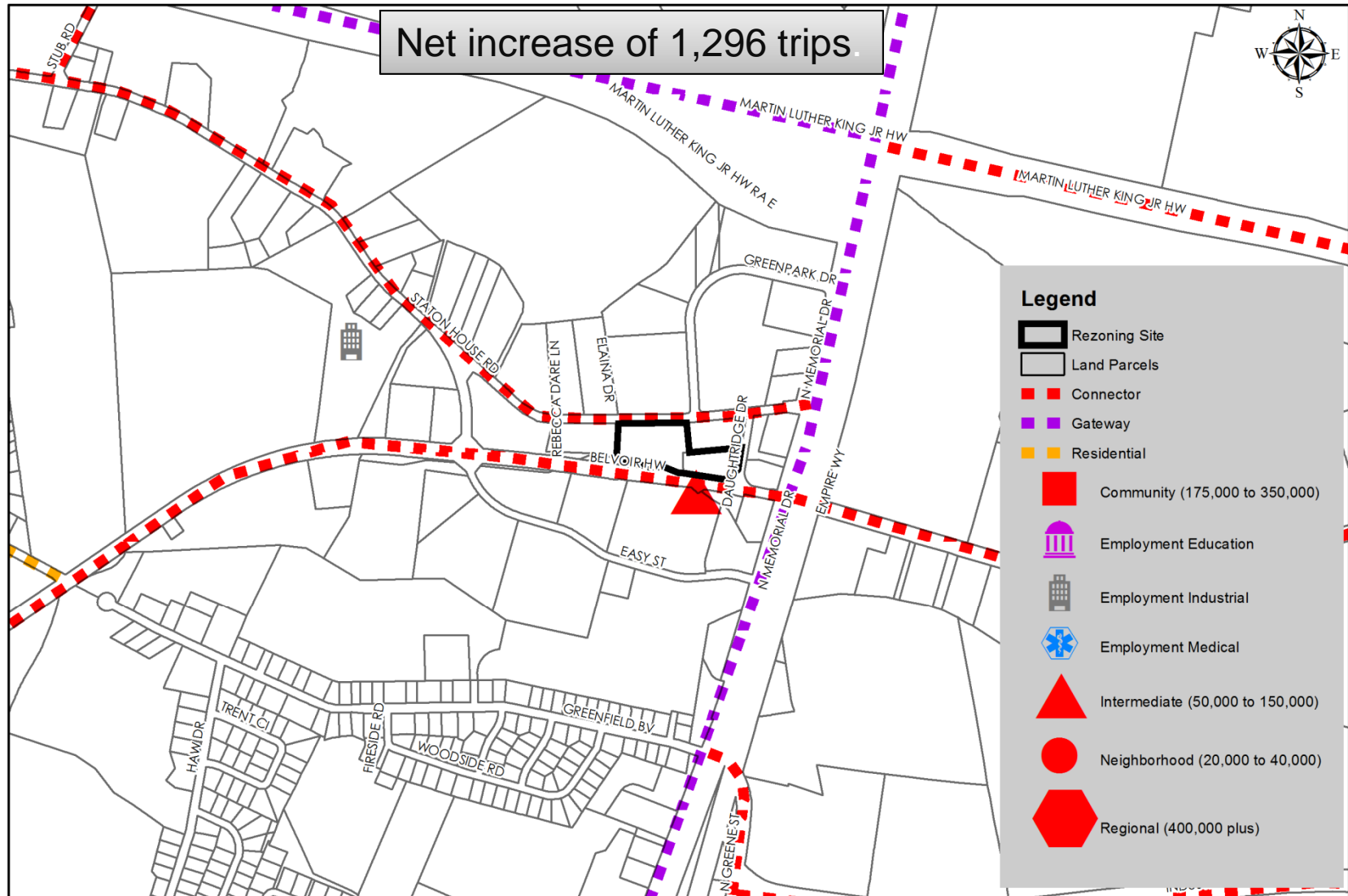


Existing Land Use

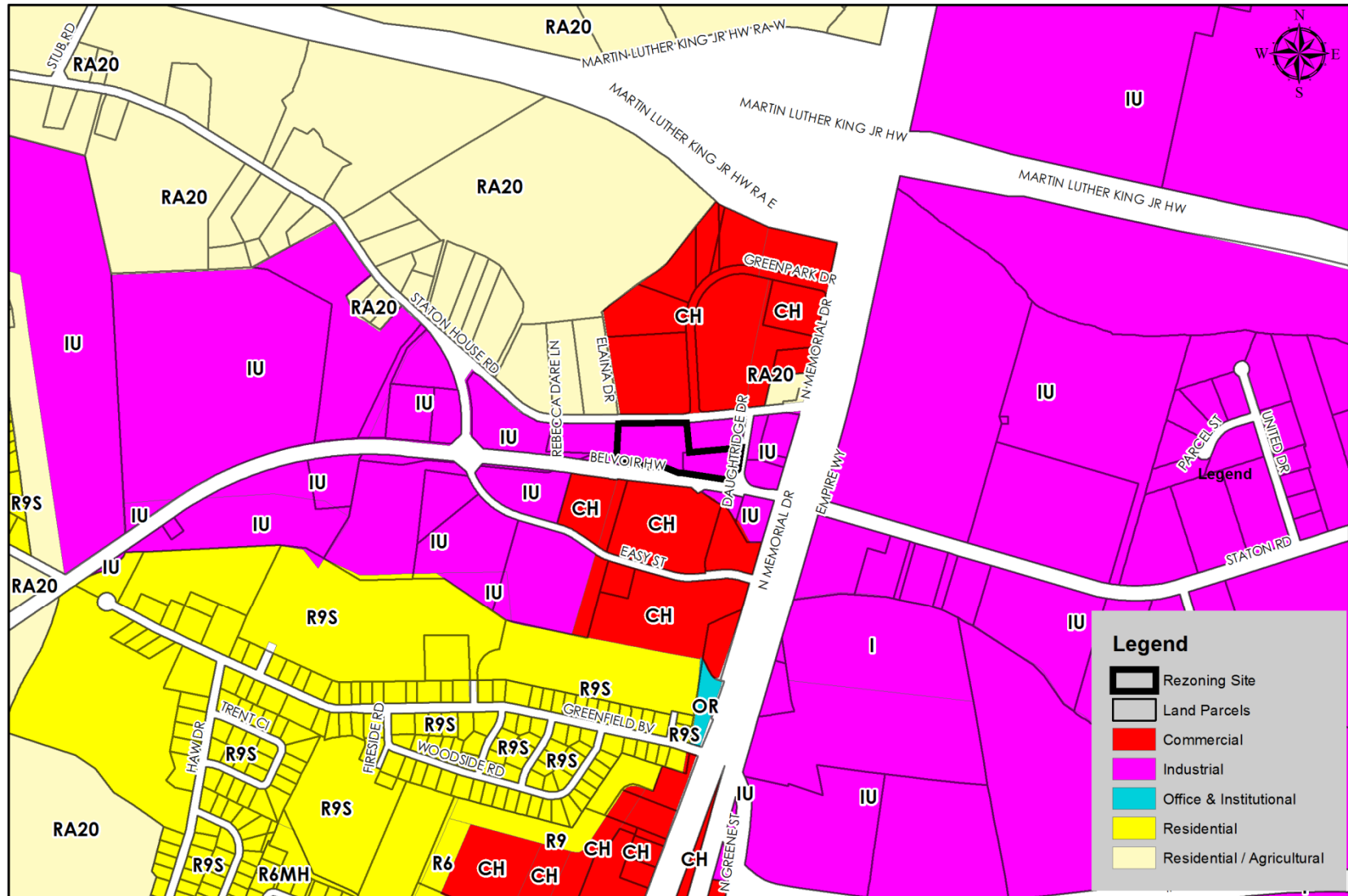


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Corridor and Focus Area

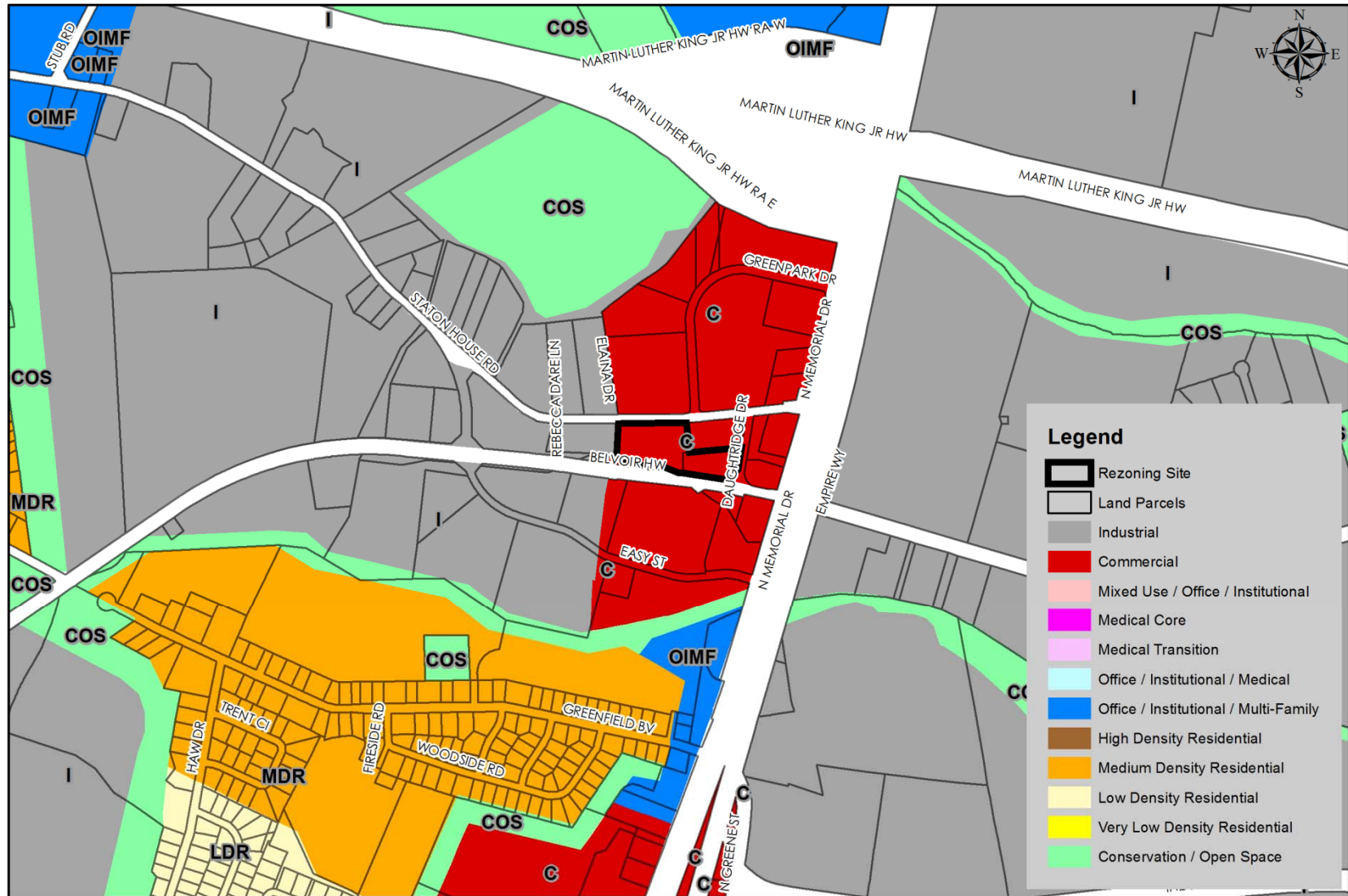


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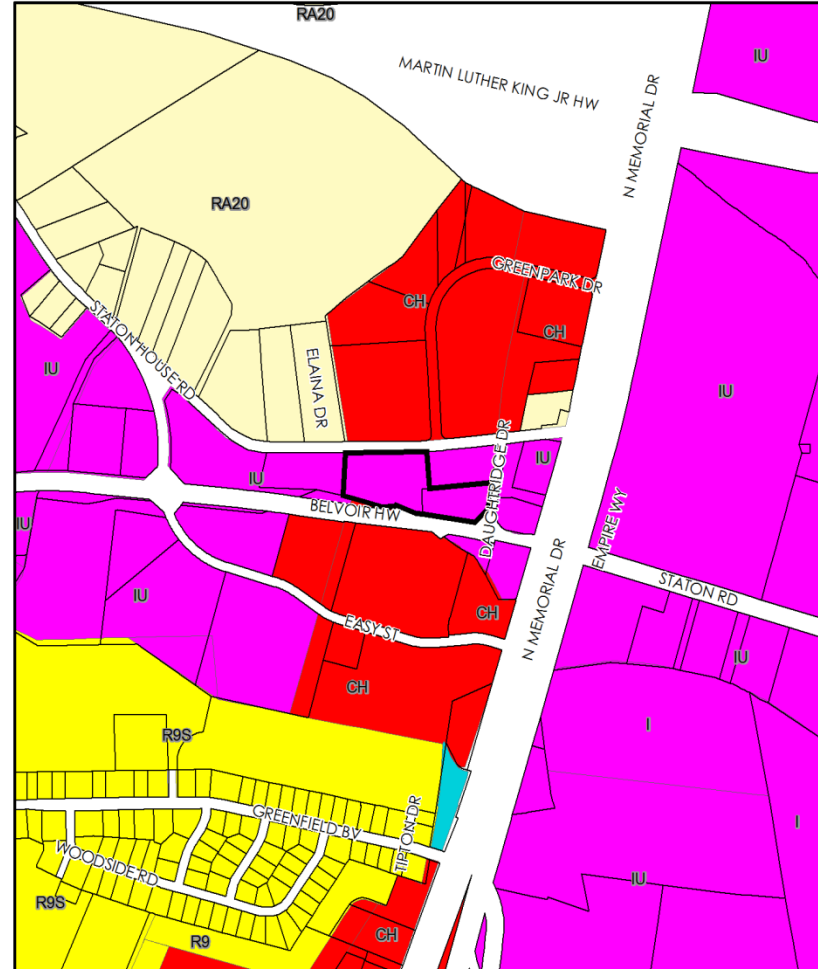
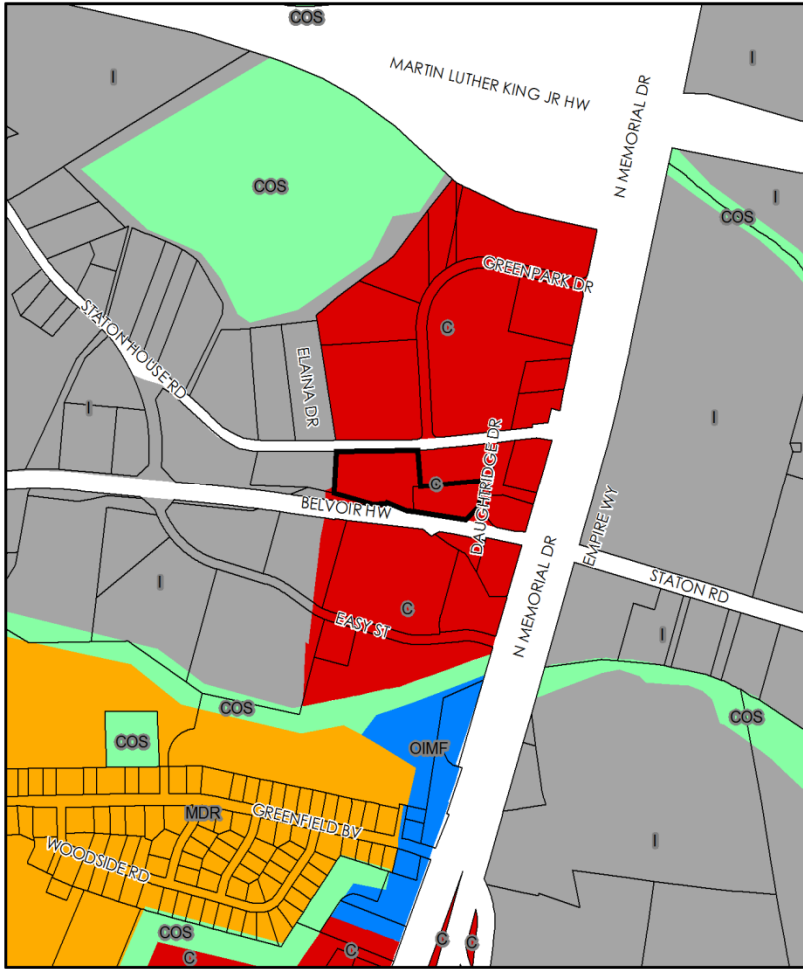
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Future Land Use Plan Map



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Future Land Use Plan/Zoning Maps



Map Legend

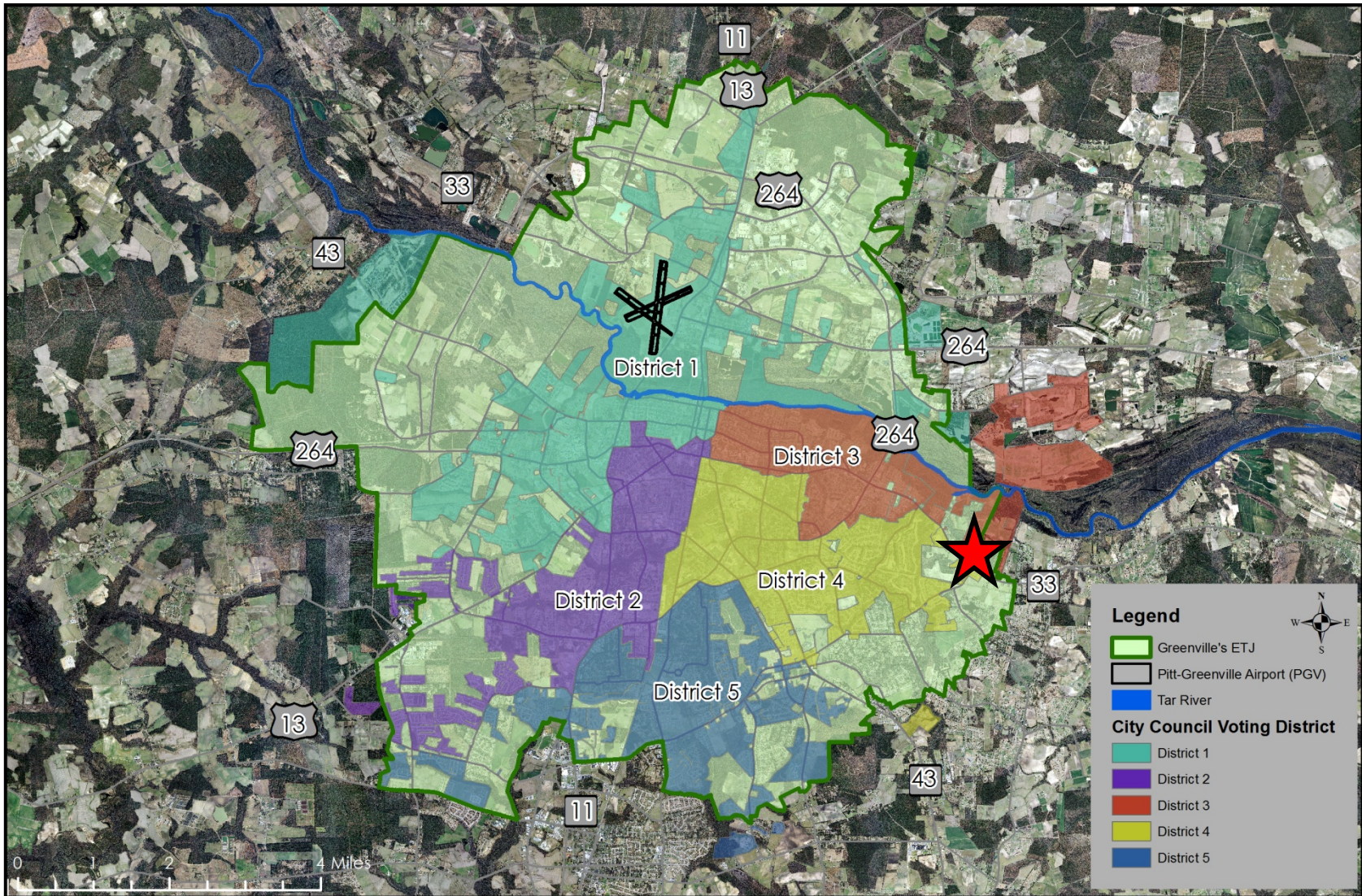
Industrial	Medical Core	Office / Institutional / Multi-Family	Low Density Residential
Commercial	Medical Transition	High Density Residential	Very Low Density Residential
Mixed Use / Office / Institutional	Office / Institutional / Medical	Medium Density Residential	Conservation / Open Space

Map Legend

Commercial	Industrial	Office & Institutional	Residential	Residential / Agricultural
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Find yourself in good company

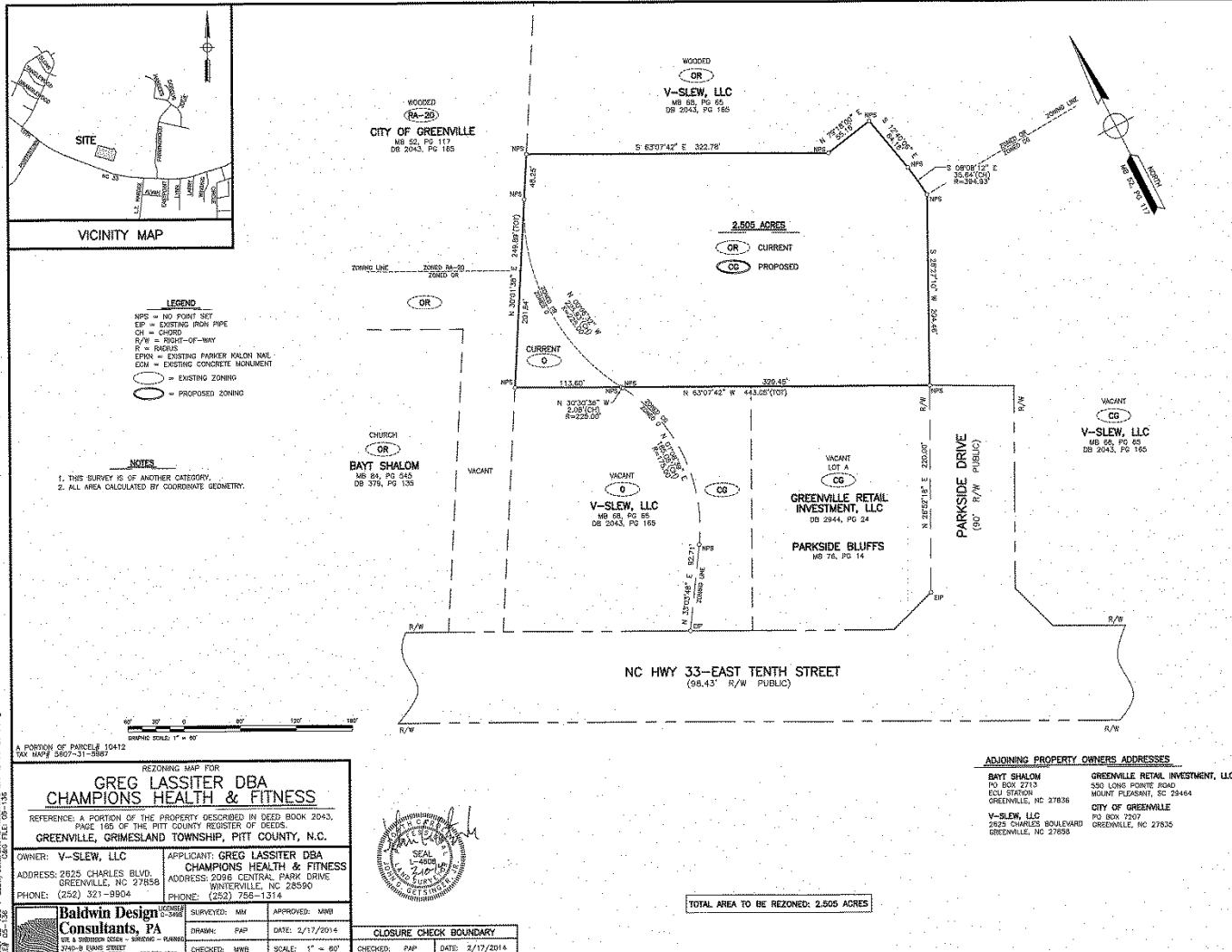
Item 4: Ordinance to rezone 2.505 acres located 250+/- north of East 10th Street and 430+/- feet east of Homestead Memorial Cemetery from OR (Office-Residential [High Density Multi-family]) and O (Office) to CG (General Commercial)

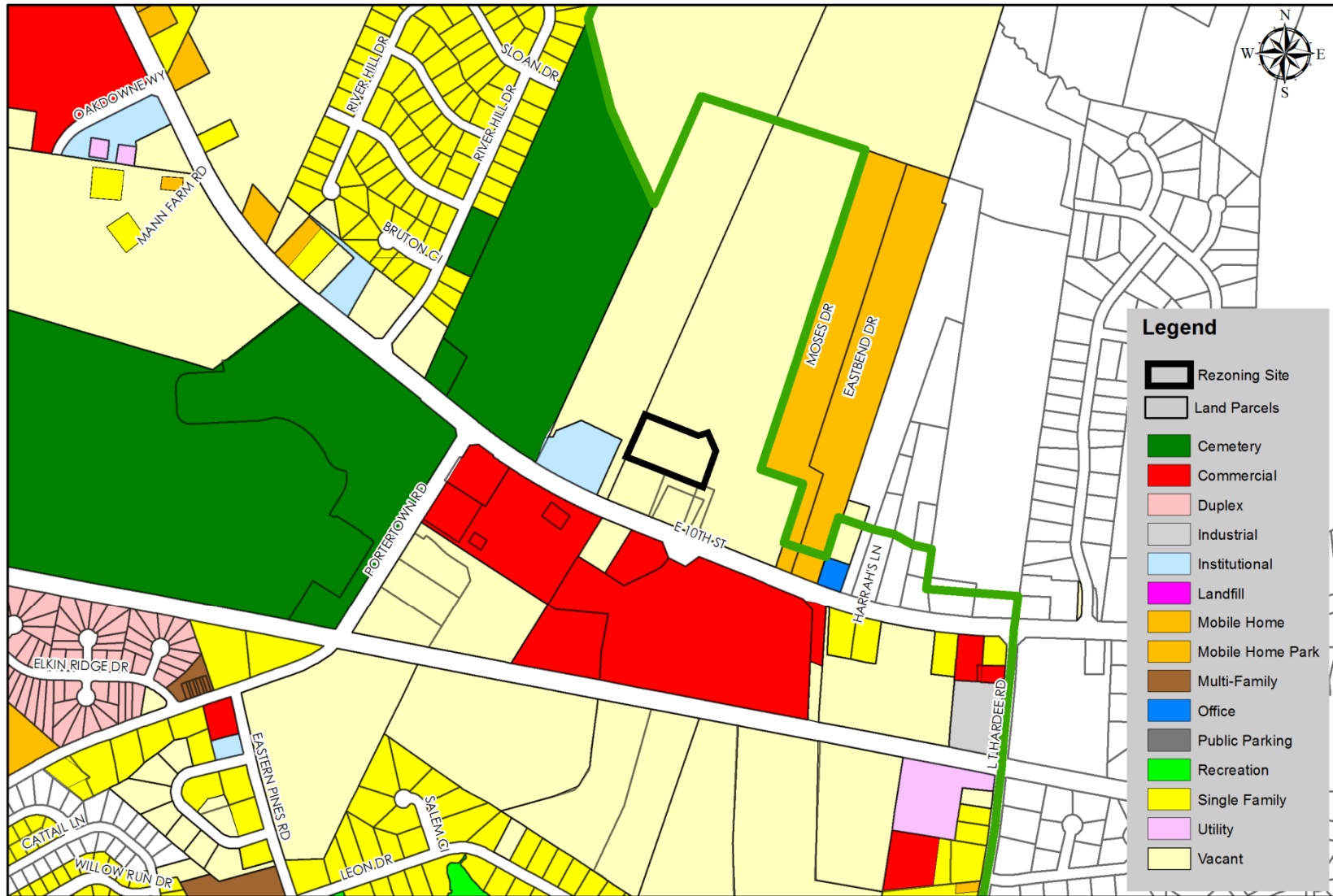






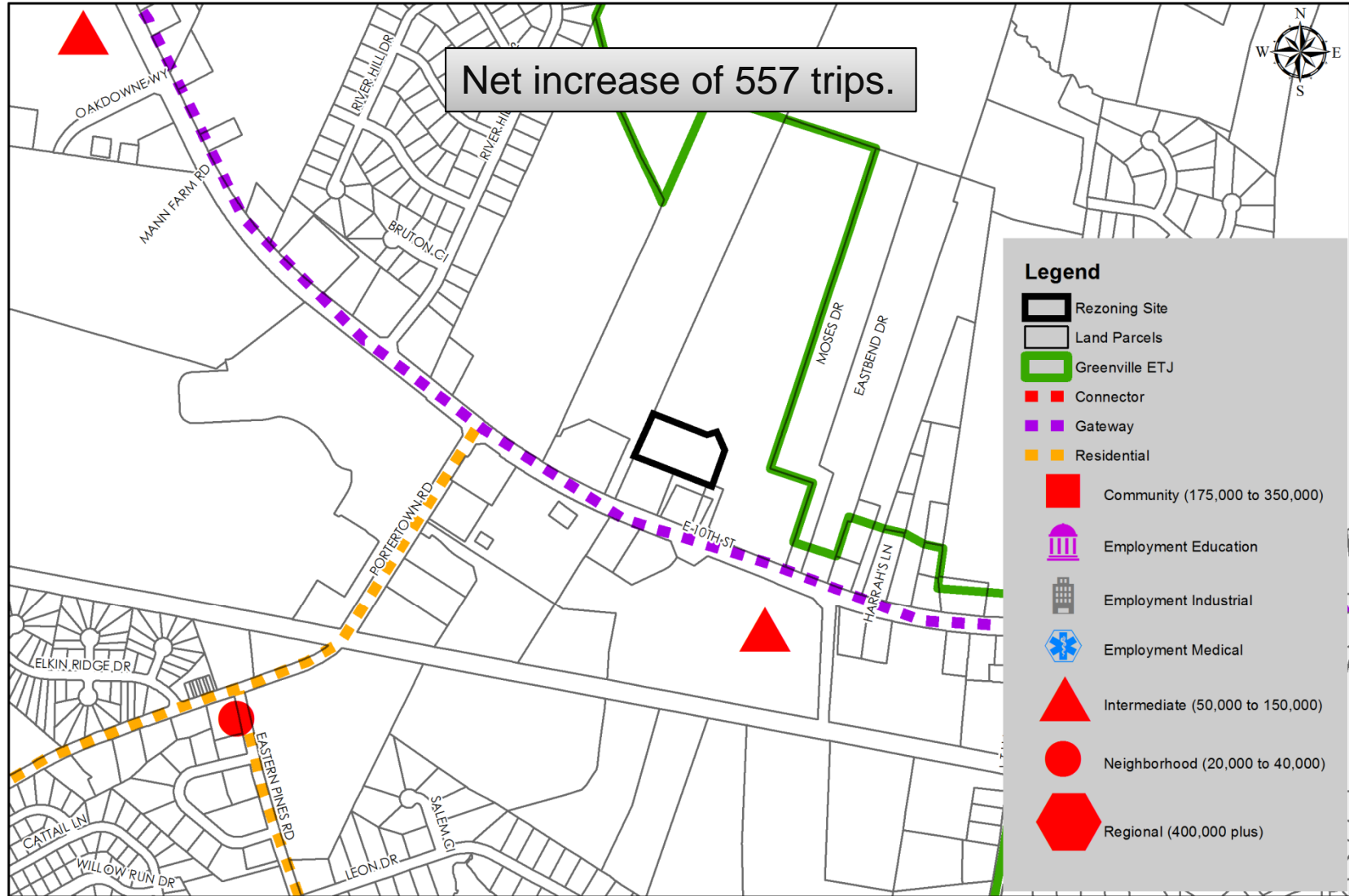
Find yourself in good company



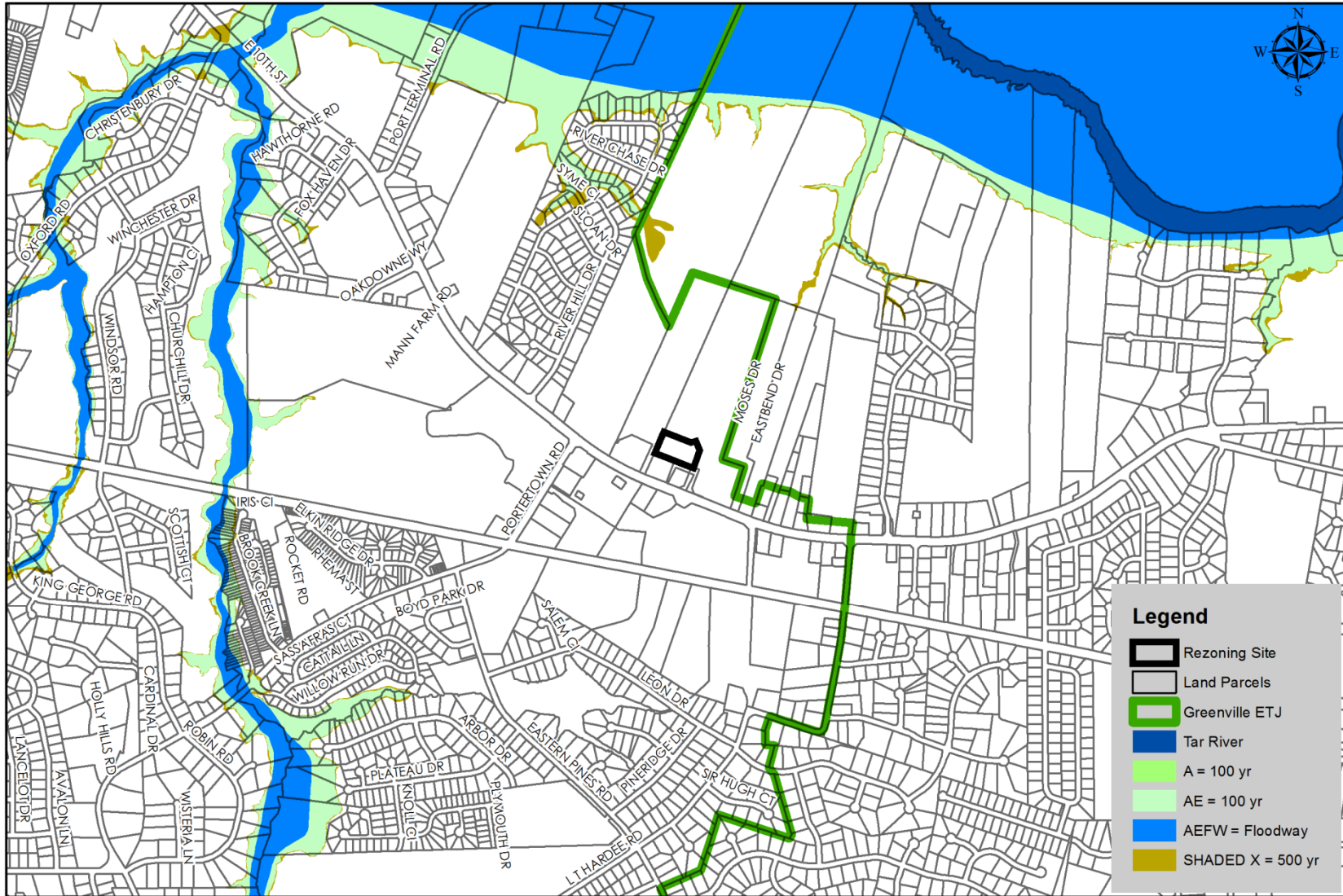


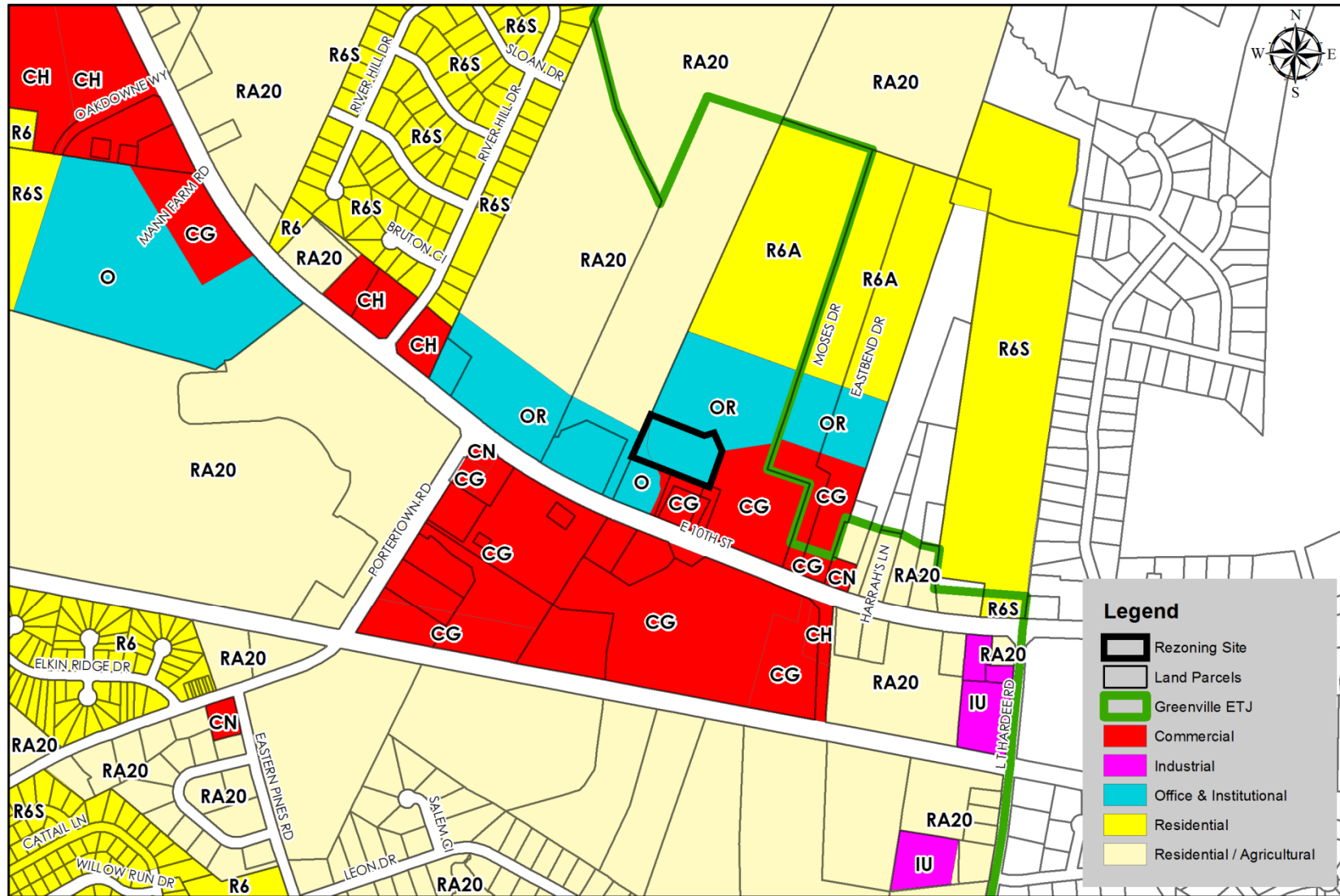
Find yourself in good company

Corridor and Focus Area

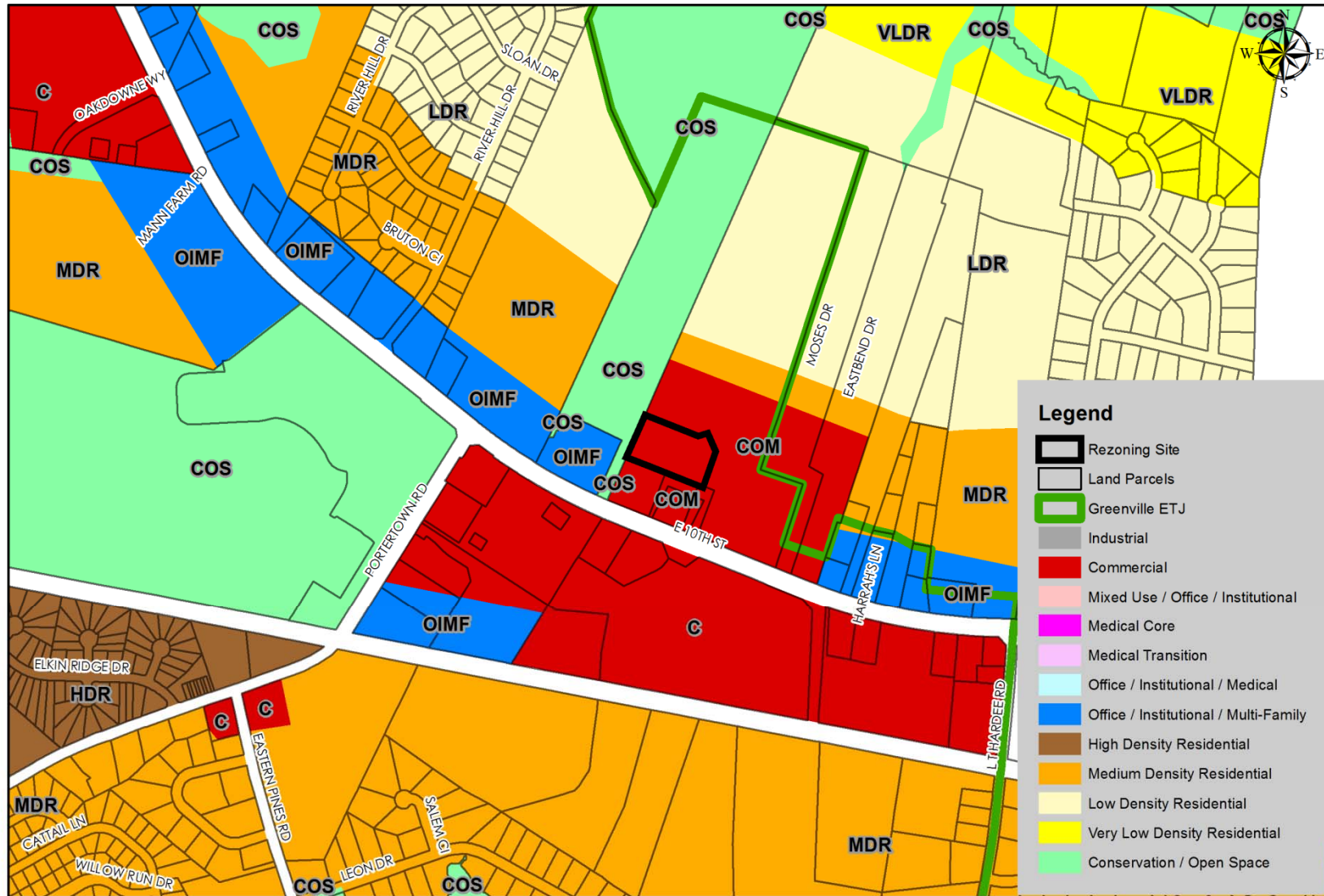


Find yourself in good company



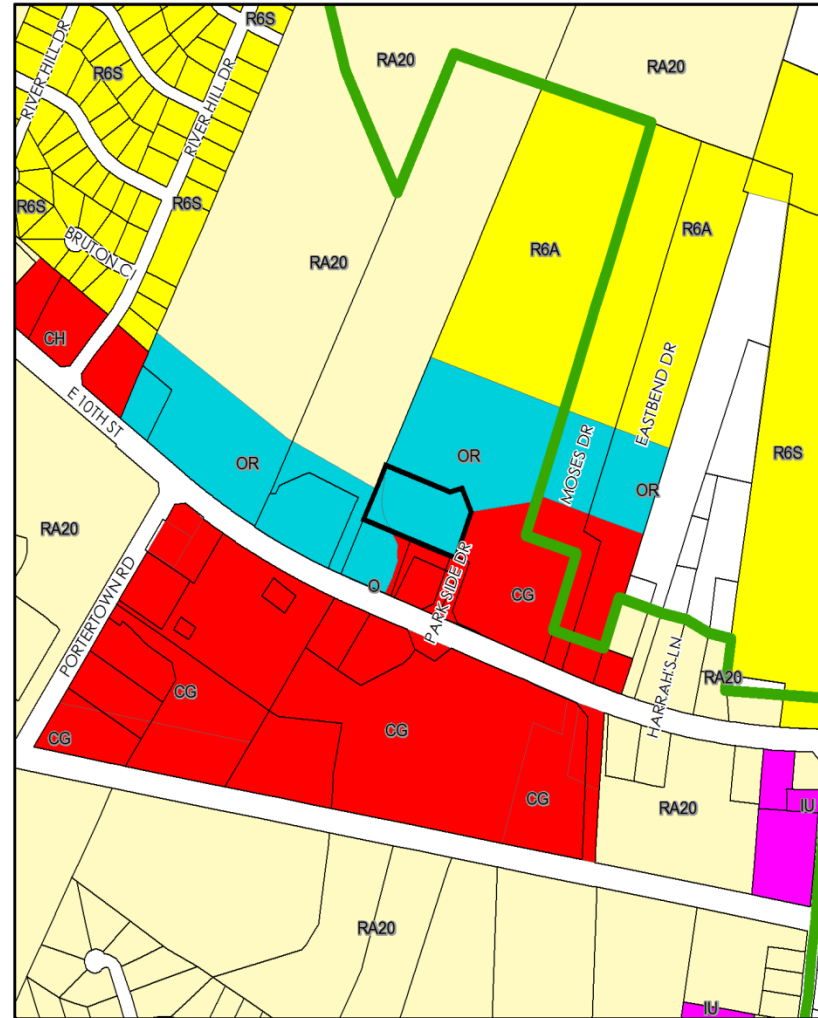
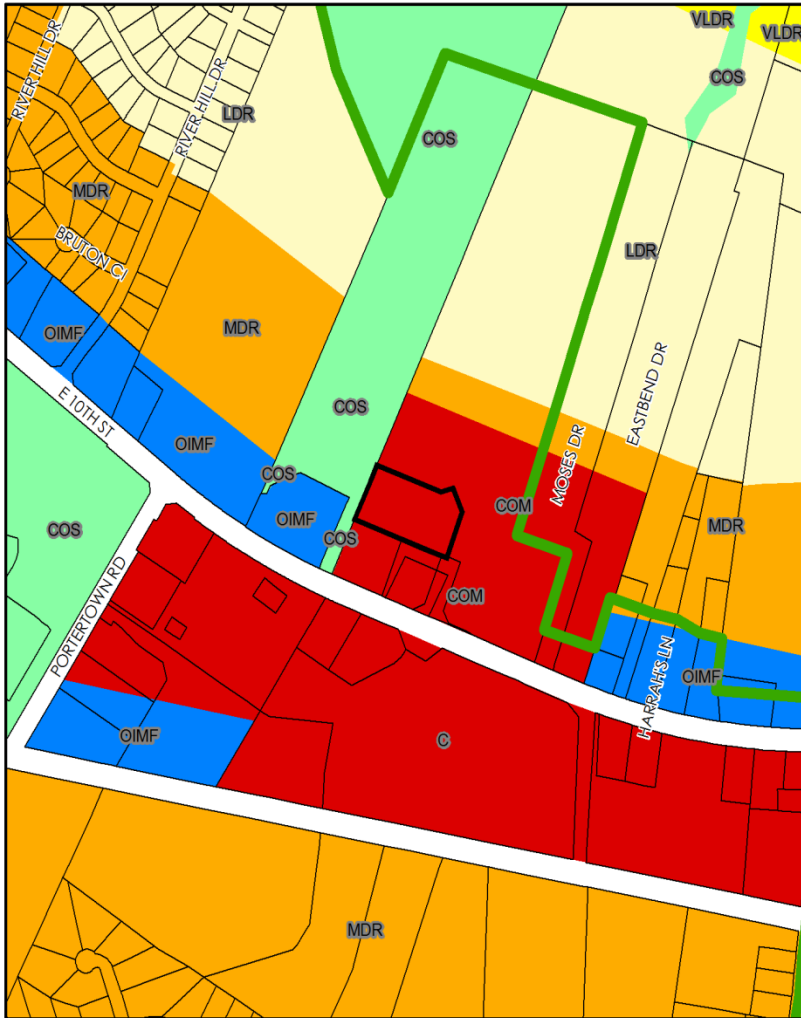


Future Land Use Plan Map



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Future Land Use Plan/Zoning Maps



Map Legend

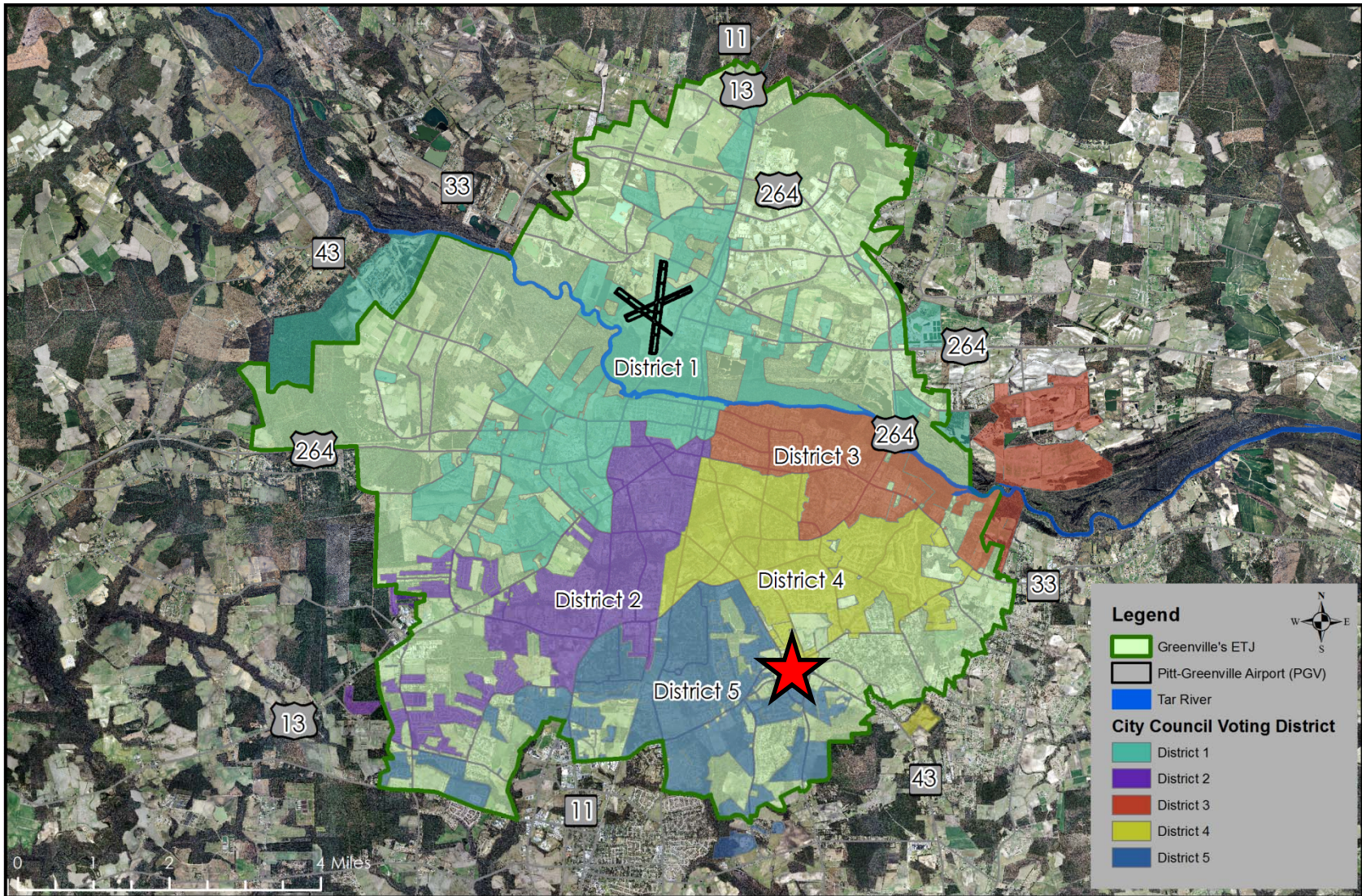
Industrial	Medical Core	Office / Institutional / Multi-Family	Low Density Residential
Commercial	Medical Transition	High Density Residential	Very Low Density Residential
Mixed Use / Office / Institutional	Office / Institutional / Medical	Medium Density Residential	Conservation / Open Space

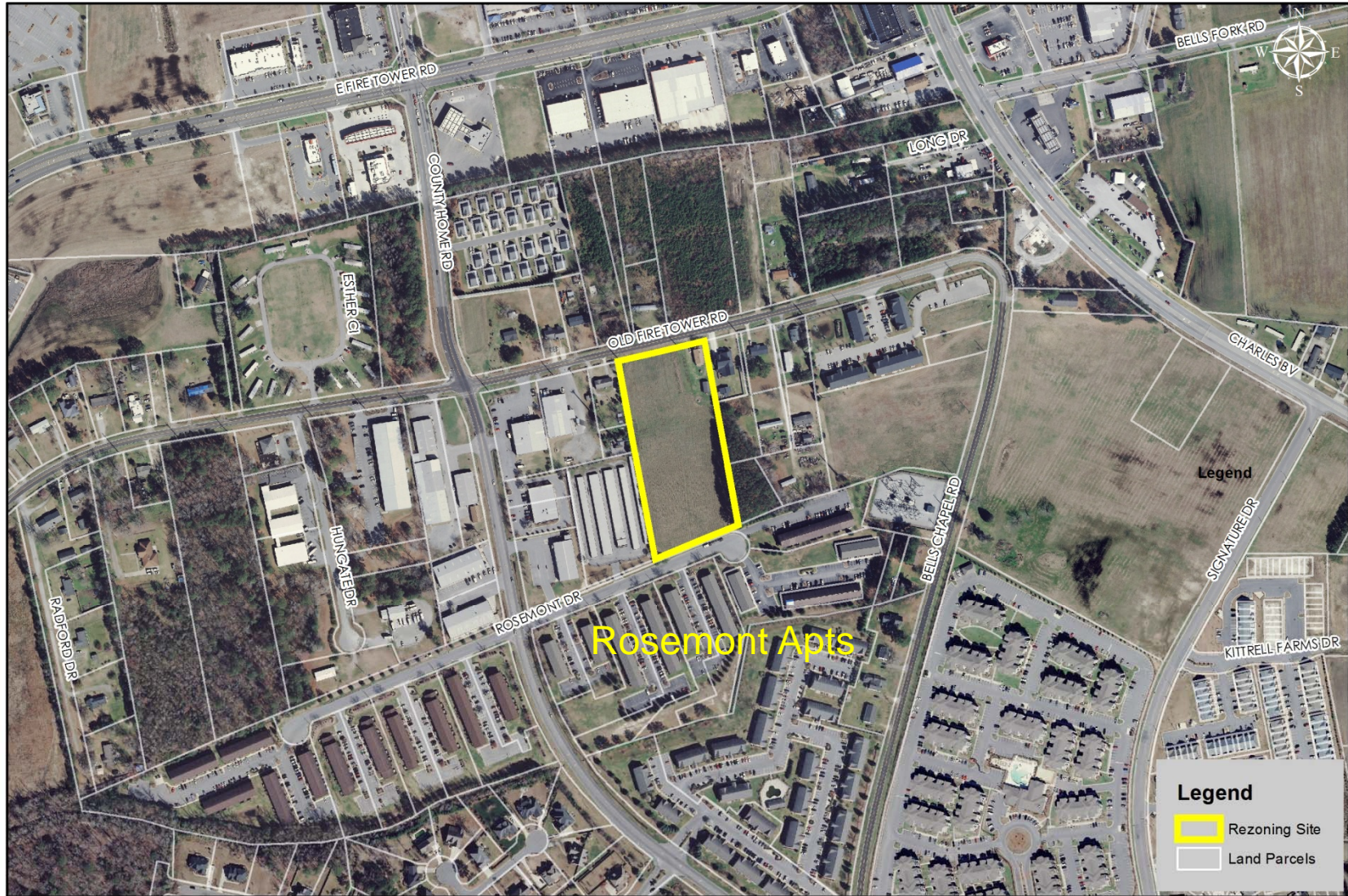
Map Legend

Commercial	Industrial	Office & Institutional	Residential	Residential / Agricultural
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Find yourself in good company

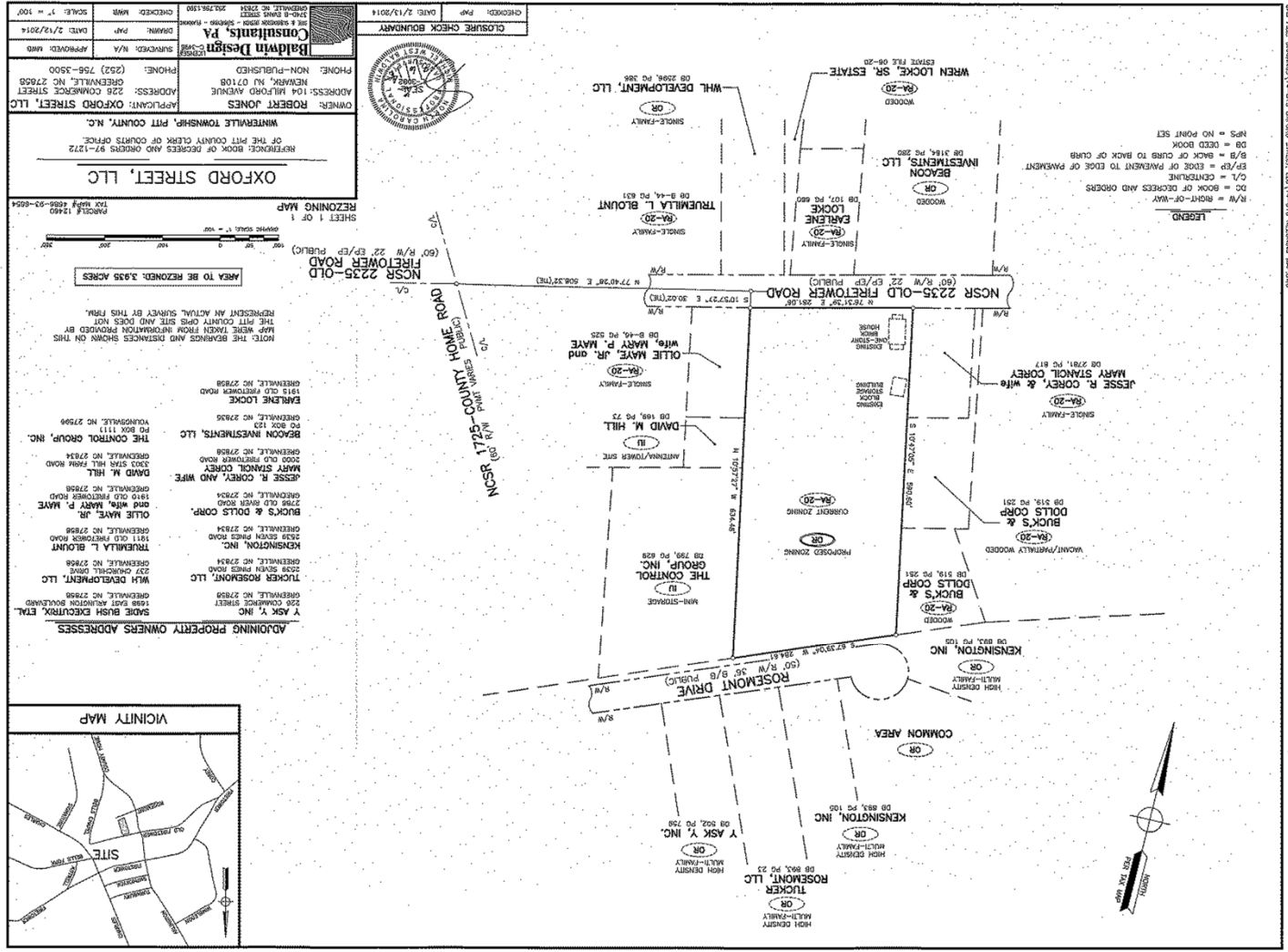
Item 5: Ordinance requested by Oxford Street, LLC to rezone 3.935 acres located between Old Fire Tower Road and Rosemont Drive and 450+/- feet east of County Home Road from RA20 (Residential-Agricultural) to OR (Office-Residential [High Density Multi-family])







Find yourself in good company

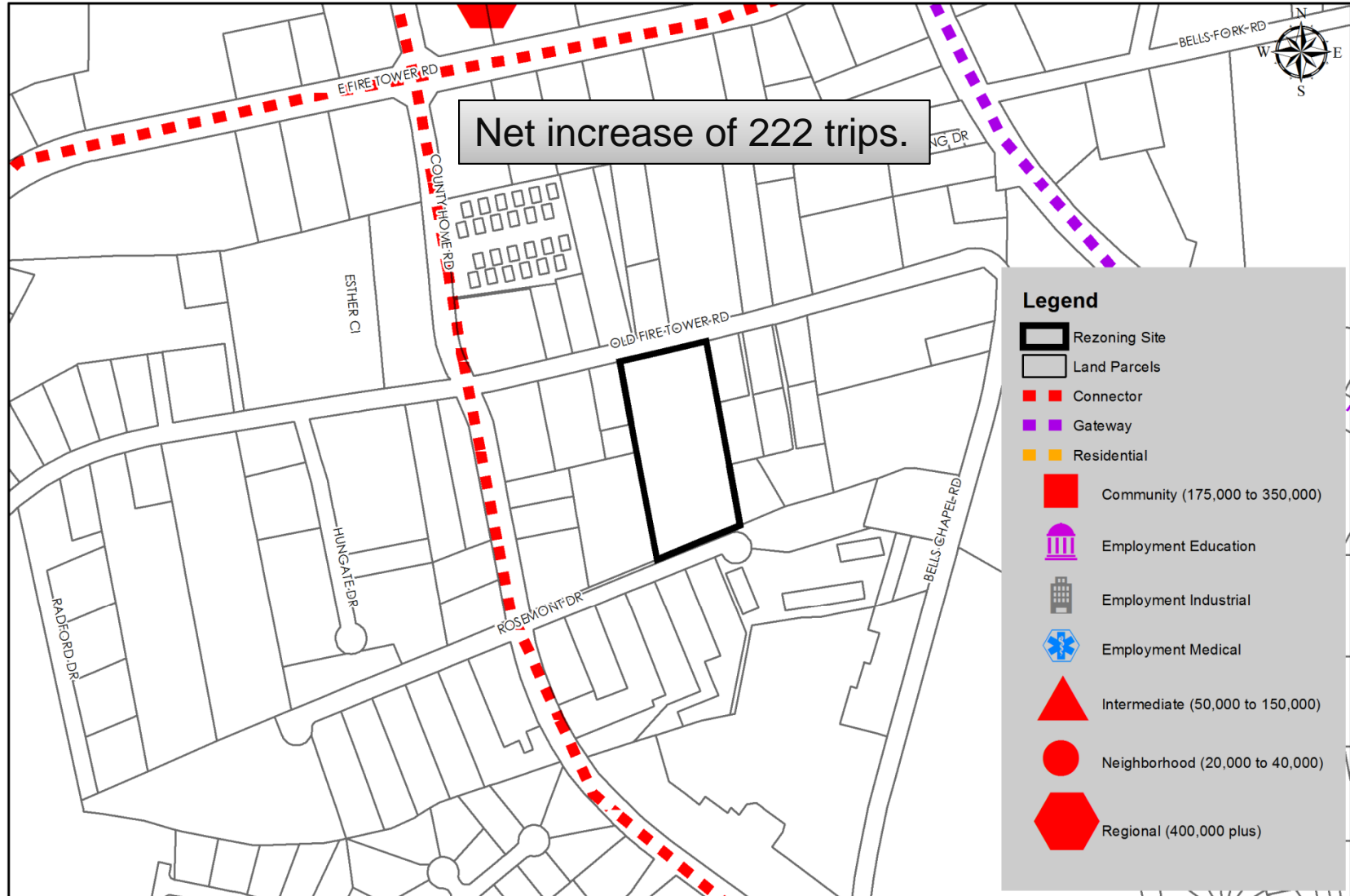


Existing Land Use

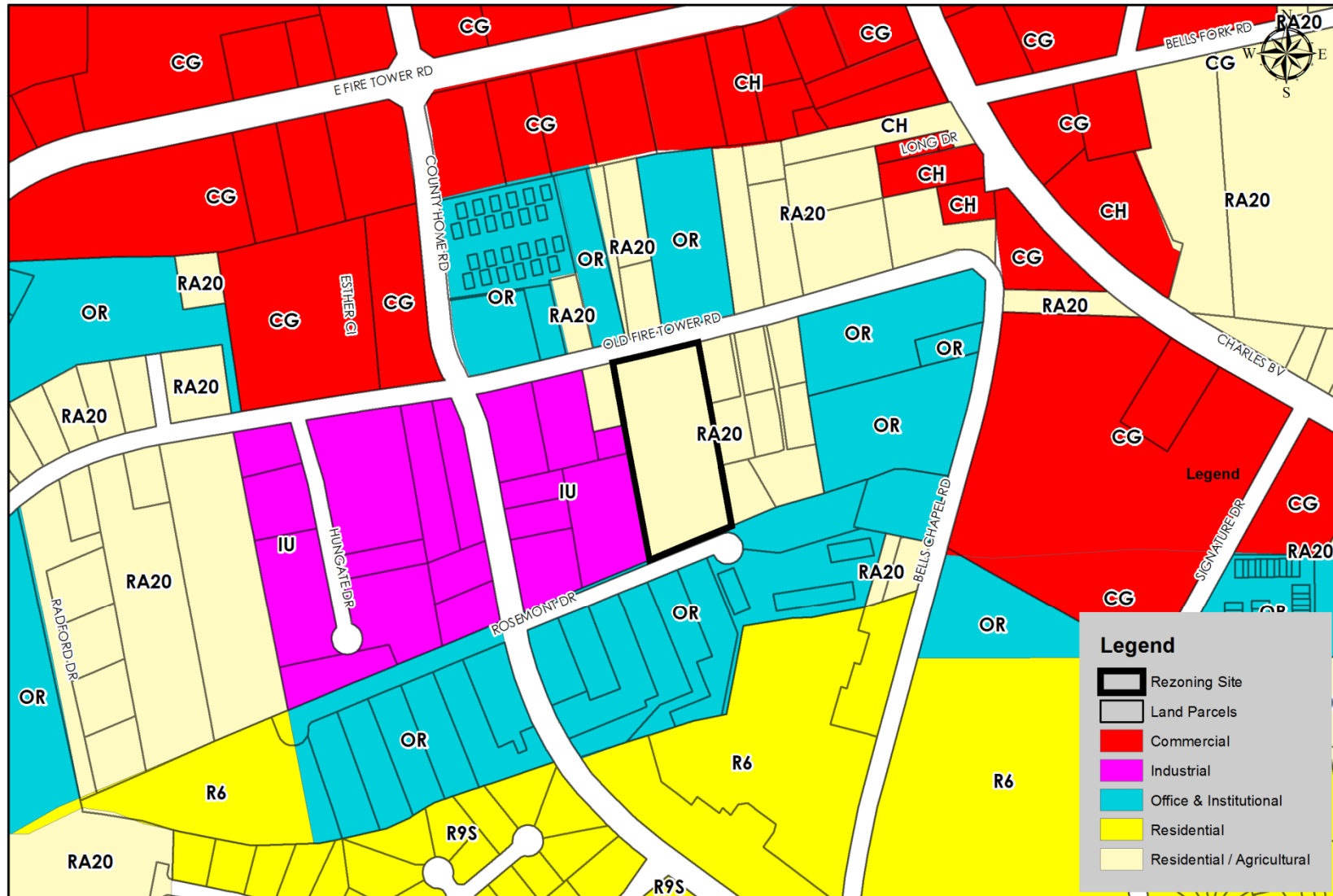


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Corridor and Focus Area

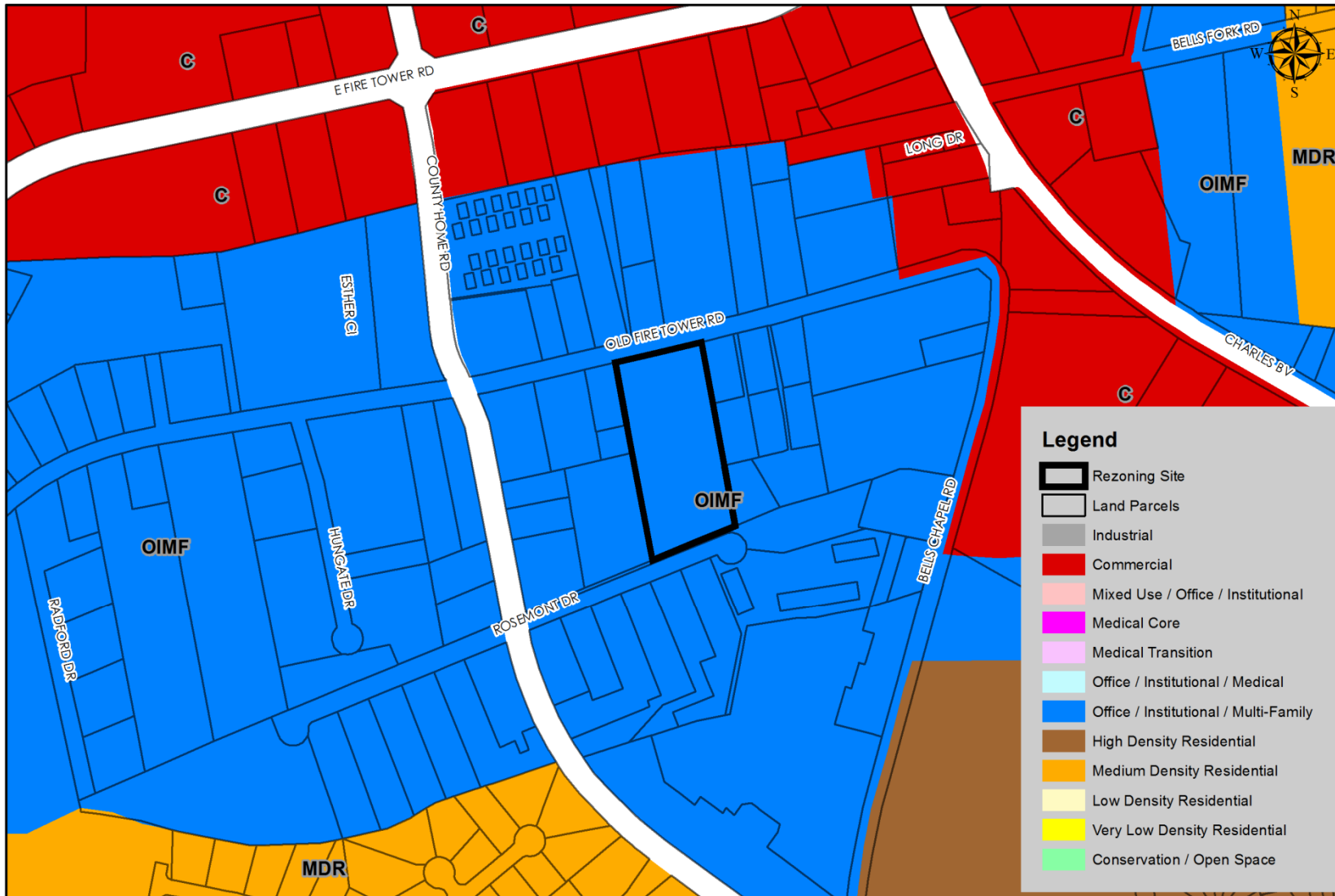


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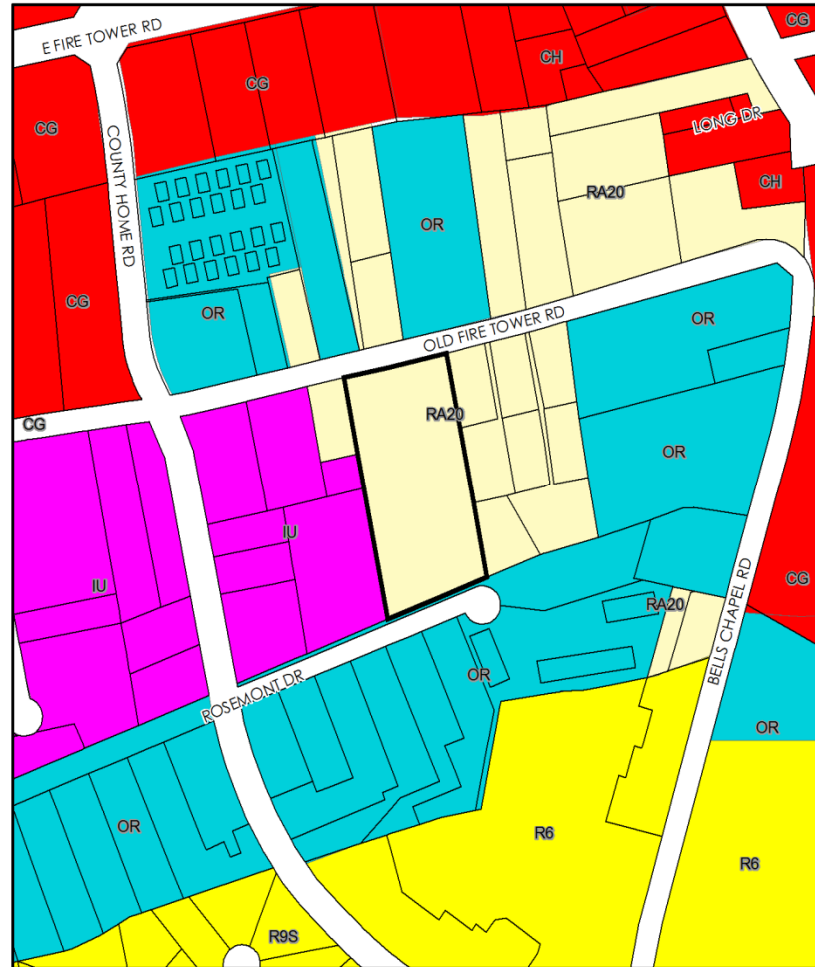
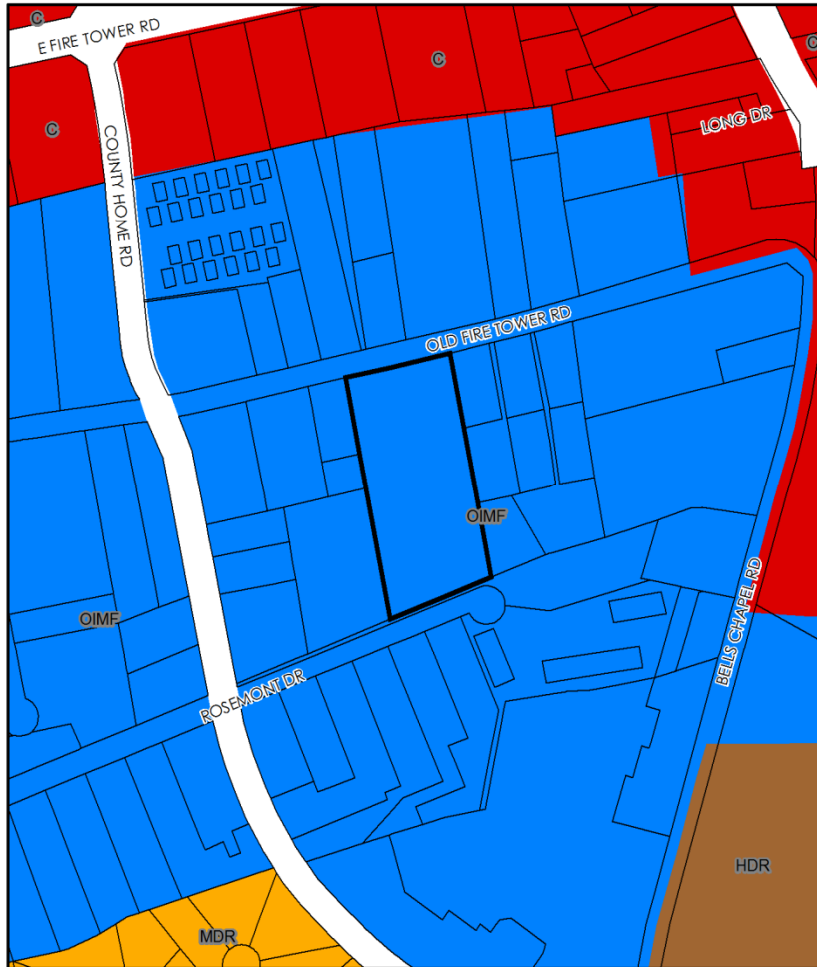


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Future Land Use Plan Map



Find yourself in good company



Map Legend

Industrial	Medical Core	Office / Institutional / Multi-Family	Low Density Residential
Commercial	Medical Transition	High Density Residential	Very Low Density Residential
Mixed Use / Office / Institutional	Office / Institutional / Medical	Medium Density Residential	Conservation / Open Space

Map Legend

Commercial	Industrial	Office & Institutional	Residential	Residential / Agricultural
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Item 6: Ordinance to amend the Zoning Ordinance by removing the zoning text provisions relating to increased occupancy in the University Neighborhood Revitalization Initiative (UNRI) Overlay District

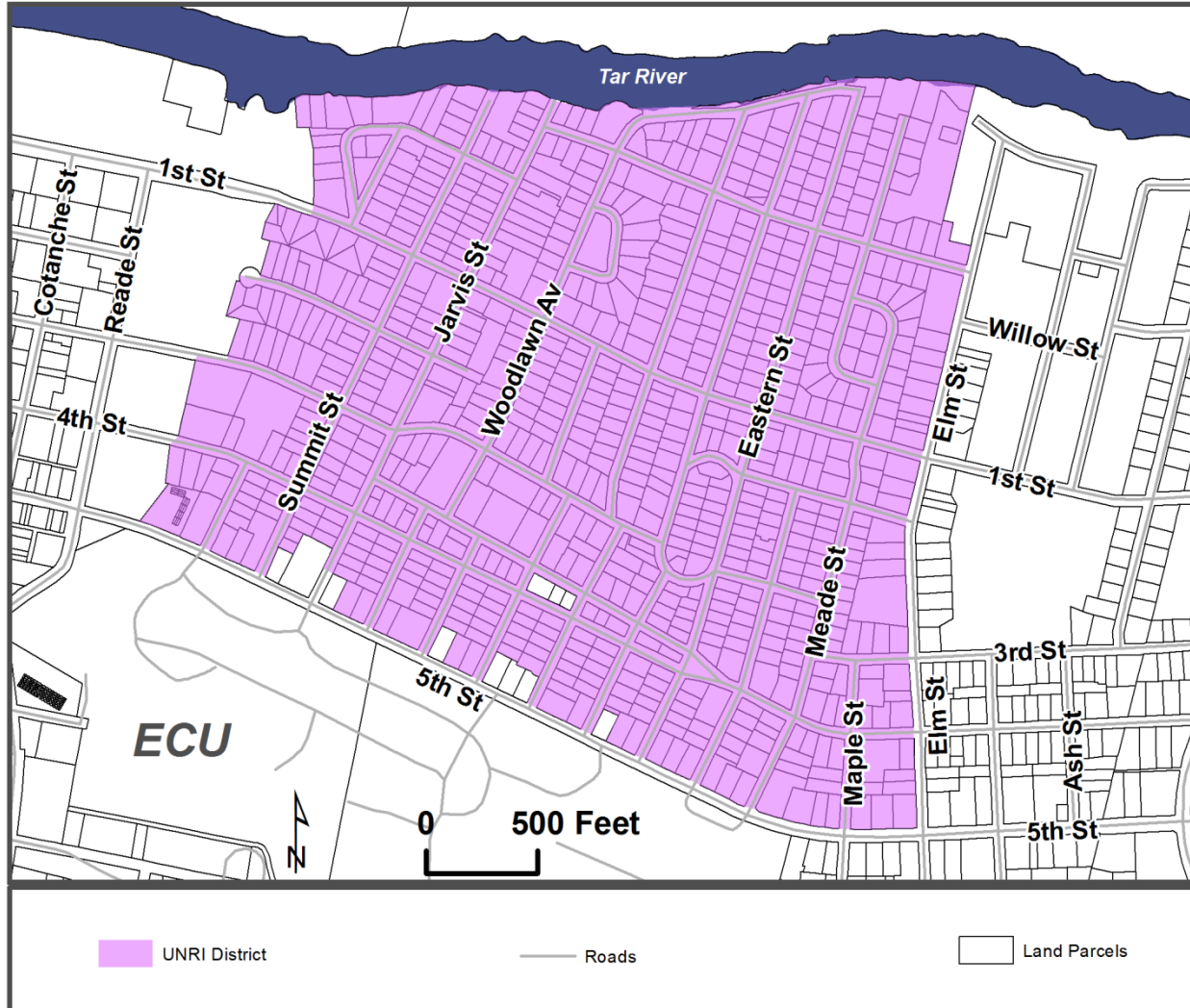
Option 1: Remove the zoning text provisions relating to increased occupancy in the UNRI Overlay District.

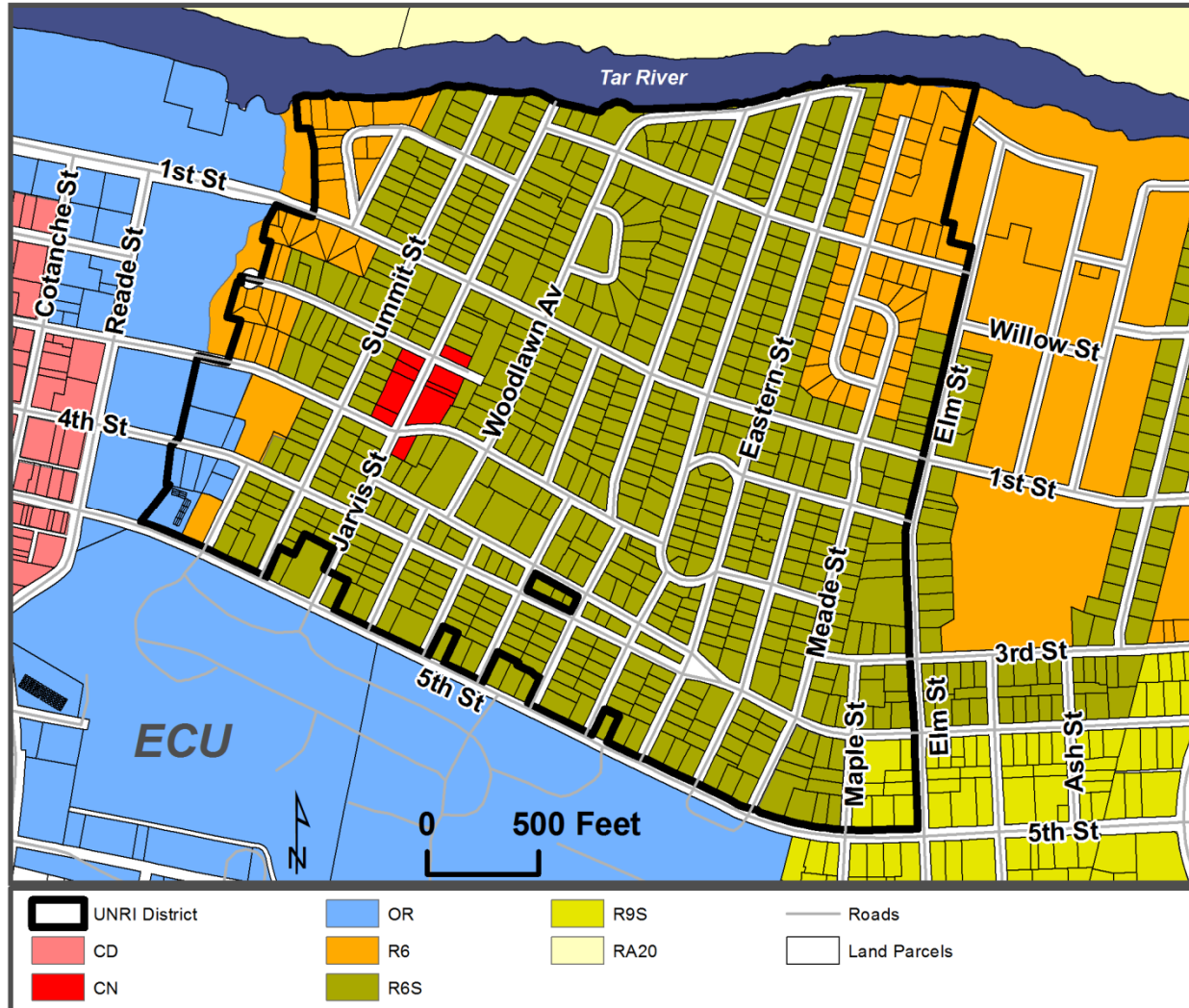
Option 2: Remove the zoning text provisions relating to the UNRI Overlay District and to amend the zoning map to delete the UNRI Overlay.

- Background Information
- Character of the UNRI Overlay District
- Overview of the Amendments
- Compliance with Comprehensive Plan and Other Applicable Adopted Plans

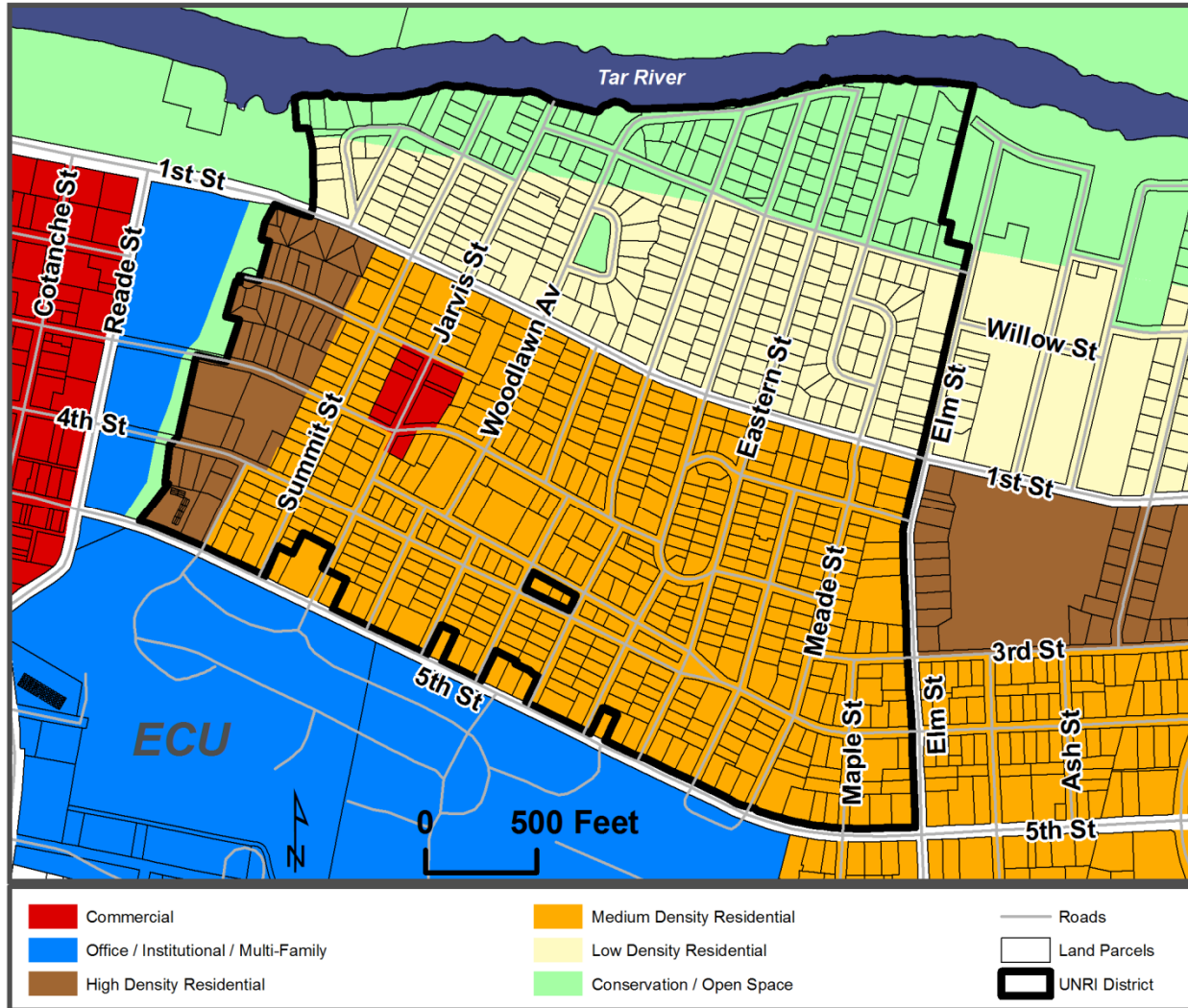
- October, 2012: Adopted UNRI standards and amended zoning map
 - Allows up to 4 unrelated persons to reside in 1 housekeeping unit
 - 4+ bedrooms
 - 1,500+ square feet heated floor space
 - 3 on-site parking spaces
 - zoning compliance letter from City
 - crime free lease addendum

- June, 2013: Expanded the Controlled Residential Parking area
 - Increased the area to north of 1st Street
 - Not be affected by either amendment
- September, 2013: Adopted rear yard standards
 - Limits parking/storing of vehicles, boats, trailers etc to no more than 4 on single-family and duplex lots
 - Requires screening (6-foot fence or vegetation) if visible from adjoining properties or street

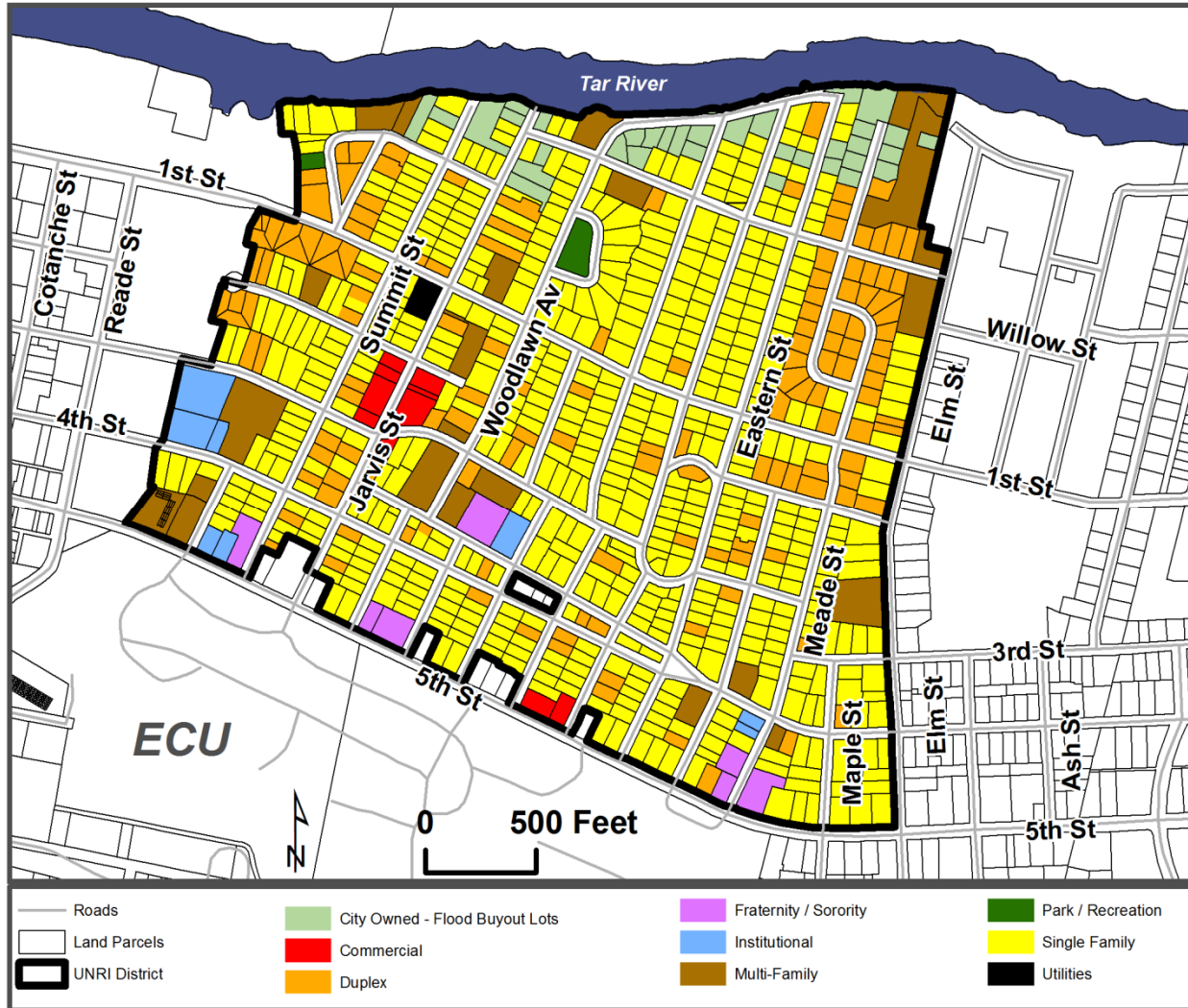


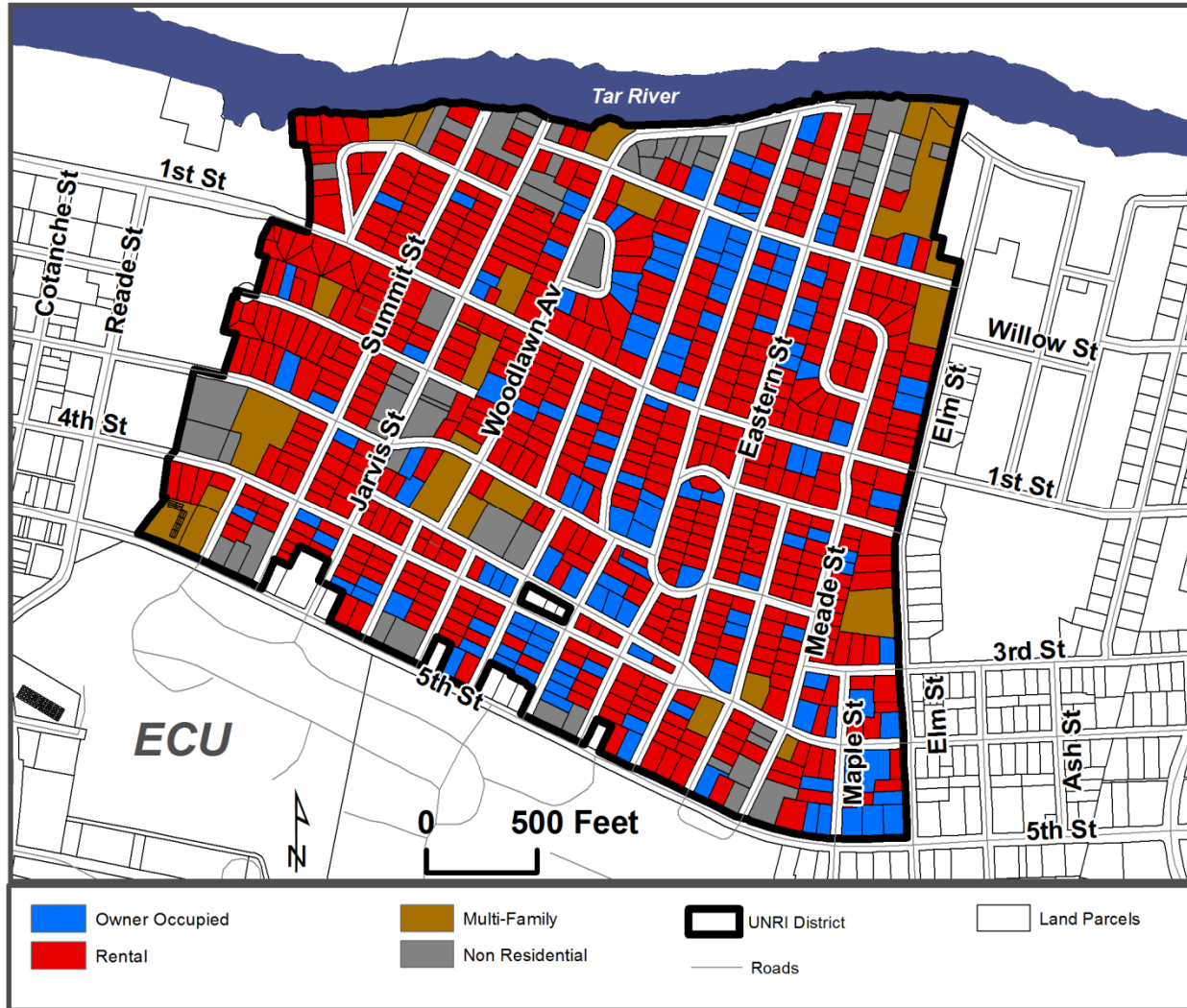


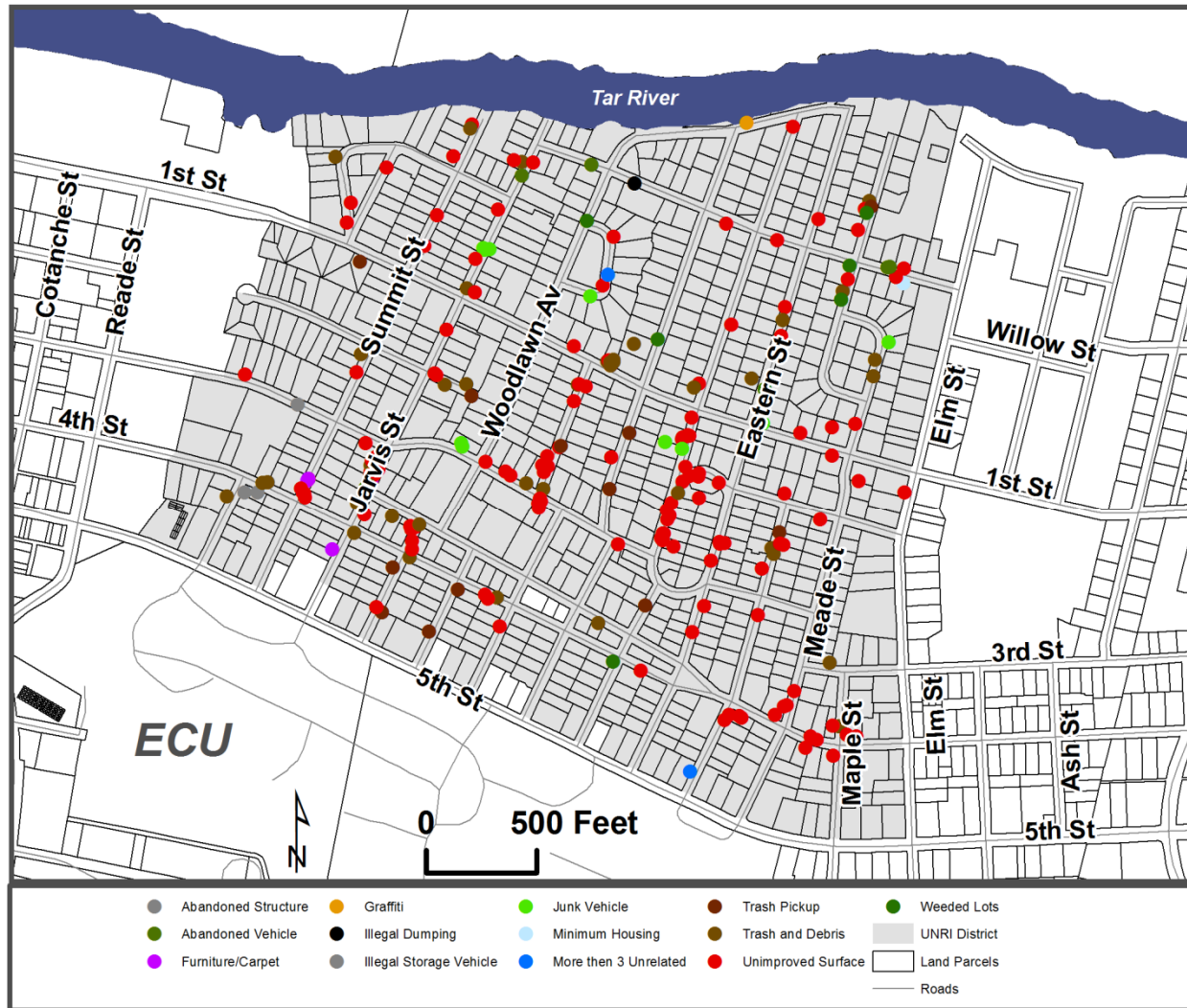
Future Land Use Plan Map



Find yourself in good company







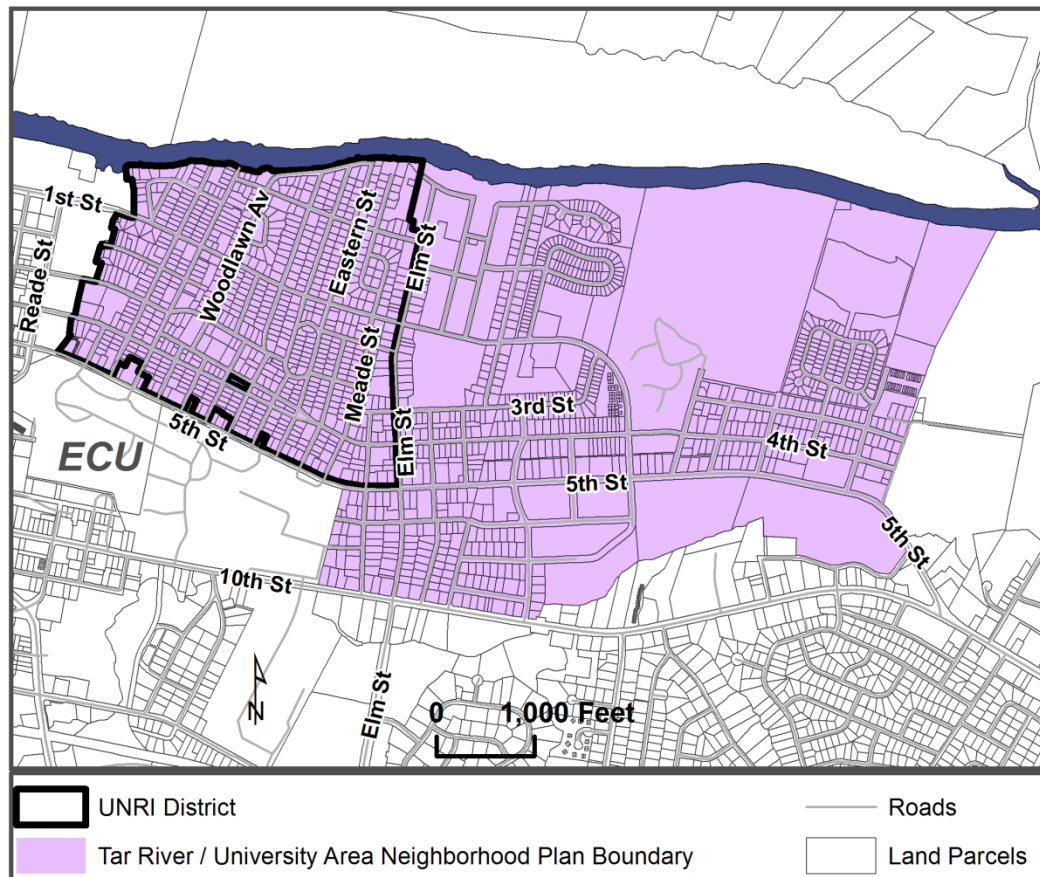
Option 1: Remove the zoning text provisions relating to increased occupancy in the UNRI Overlay District.

Option 2: Remove the zoning text provisions relating to the UNRI Overlay District and to amend the zoning map to delete the UNRI Overlay.

Compliance with Comprehensive Plan and Other Applicable Adopted Plans

Adopted Plans reviewed include:

- Horizons: Greenville's Comprehensive Plan
- Tar River / University Area Neighborhood Report and Plan



Current UNRI

H5. To improve and revitalize existing neighborhoods.

H16. To encourage homeownership.

CF5. To ensure safe, livable neighborhoods.

EQ13. To encourage litter control and community-wide clean-up.

UF6. To preserve neighborhood livability.

Compliance with Comprehensive Plan and Other Applicable Adopted Plans

Current Standards

While it is recognized that the goals, policy statements and objectives provided in the staff report may be interpreted in different ways, it is staff's opinion that the proposed text amendment and map amendment are in general compliance by encouraging homeownership, reducing adverse impacts associated with increased occupancy and maintaining aesthetic standards to preserve neighborhood livability.

Option 1

H5. To improve and revitalize existing neighborhoods.

H16. To encourage homeownership.

CF5. To ensure safe, livable neighborhoods.

EQ13. To encourage litter control and community-wide clean-up.

UF6. To preserve neighborhood livability.

Compliance with Comprehensive Plan and Other Applicable Adopted Plans Option 1

While it is recognized that the goals, policy statements and objectives provided in the staff report may be interpreted in different ways, it is staff's opinion that the proposed text amendment is in general compliance by encouraging homeownership, reducing adverse impacts associated with increased occupancy and maintaining aesthetic standards to preserve neighborhood livability.



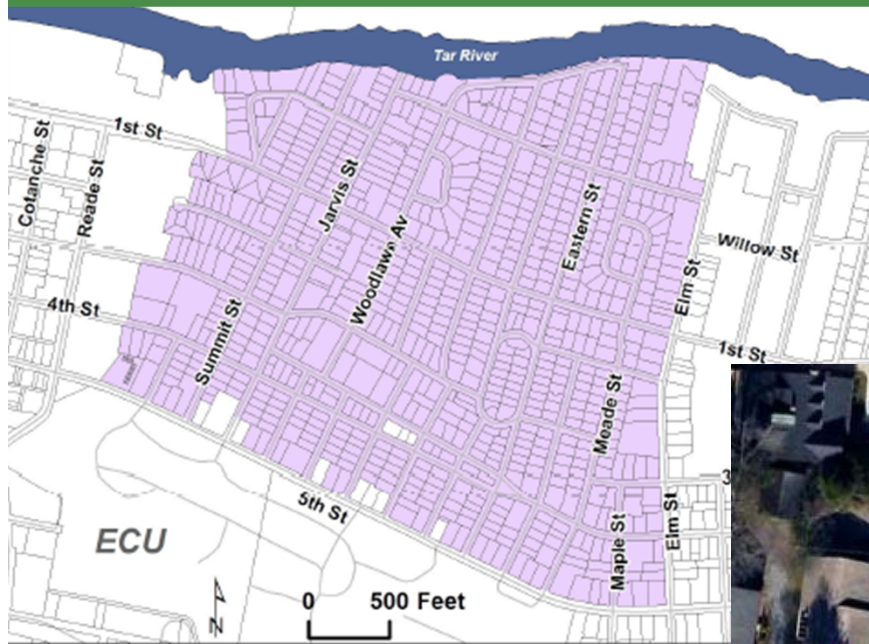
The University Neighborhood Rental Incentive (UNRI) and Why the “4- Unrelated” Policy Requires Revision

Perverse Incentives Favoring Rental Property over Homeownership vs. Good Planning Practices



The UNRI is in Direct Conflict with the Adopted City Goal of Increased Homeownership

In 0.8% of the city area, one can generate 33% more income from a rental property



Provides a perverse incentive to convert and retain single family homes as income generating rentals in the UNRI





Claimed UNRI Benefits and Political Posturing

Continuation of a 5 year reduction in crime is due to increased “investment” in the area



- Increased rental activity and transient populations are associated with increases in crime rates
- Increased costs for code enforcement and police patrols to the taxpayer

Increased “investment” in rental property will result in increased homeownership and property values

- The homes will be worth more than other rental properties in the city, but higher percentages of rental lead to overall lower property values for a neighborhood
- Perverse Incentive again - Why sell a higher profit property?
- Total of 2 permits and \$46K in construction work



Single Family Home for Sale

1505 E. 5th Street
Greenville, NC

\$337,900

The Liz Freeman Team
RE/MAX Preferred Realty

3208 Charles Blvd
Greenville, NC 27858
office: 252-439-4000
cell: 252-717-5206
Liz@LizFreeman.com



HISTORIC CHARMER!!! COVETED LOCATION FOR MAGNIFICENT OLDER, UPDATED HOME DIRECTLY ACROSS FROM EAST CAROLINA UNIVERSITY

ARCHITECTURAL DETAILS FOUND ONLY IN OLDER HOMES!!!

HARDWOOD FLOORS THROUGH-OUT HOME EXCEPT IN FAMILY ROOM

- 5 bedrooms
 - 3.5 baths
 - Formal rooms
 - 3743 sqft
 - Custom built in 1953
 - A large front porch, fit for summer day dreamin, adds charming character
 - Open the door to prestige and elegance. Gracious foyer with hardwood flooring and staircase welcomes friends and family
 - Inviting living room with beautiful fireplace radiates hospitality and charm
 - Dine in style in this formal dining room with space for your china cabinet and buffet where guests will leisurely dine not merely eat
 - Brick fireplace wall flanked by bookcases sets the tone of this family room with new carpet. It will be the "fun center" for you and your guests.
 - Efficiently designed kitchen with ample storage and counter space highlights tiled backsplash, smooth-top range, dishwasher, refrigerator and pantry
 - Laundry room with lots of deep cabinets
 - Separate cozy, breakfast room will host informal meals for friends and family
 - Serenely simple...main bedroom suite on first floor -spacious yet intimate-a private place for quiet times has ceiling fan, cedar closet and adjoining tiled bath. There is a gracious library/study next to bedroom with built-in bookcases and shelves
 - You will find upstairs with all hardwood flooring, four bedrooms all have ceiling fans, ample closet space; three have built-in desk/study areas and one has two closets
 - Two tiled baths with tub/shower combination and pedestal sinks
 - Well-planned storage keeps everything handy but out of sight
 - Enjoy cool summer evenings relaxing on your own screened porch
 - Home freshly painted
 - High, dry basement
 - Security system
 - Two car detached garage with storage area
 - Lots of parking space in backyard
 - Walk-up third floor with an abundance of storage space
- New in 2007:**
- Architectural roof
 - Two heat pumps/ A/C units for upstairs
 - Oil furnace /AC for downstairs
 - In 2013, City Council expanded "unrelated renters" to 4 rather than 3



Use QR Code Reader on your Smartphone to view our website

In 2013, City Council expanded "unrelated renters" to 4 rather than 3



Claimed Benefits and Political Posturing

1000 residents signed an petition supporting the increase. Related myth: this is students vs. homeowners.



- TRUNA is concerned with the safety and quality of life for all
- Students naturally want to live with more people per house
- Is being popular the basis of good planning and city policy?

The neighborhood has been in decline for decades, and was already 85% rental. TRUNA has suggested nothing substantive and let's try something different.

- 2009 neighborhood plan
- Incentivizing rental is not a solution
- An additional 12 properties have become rental since passage of the UNRI – ratio now 87:13



Comparison with other NC Municipalities

Municipality	Limit (Single Family Zoning)	How Set	Variable Occupancy
Asheville	5	NC Building Code	No
Boone	2	Spec. Regulation	No
Chapel Hill	4	Def. of Family	Yes (may be more restrictive)
Charlotte	6	Def. of Family	No
Durham	3	Def. of Family	No
Elizabeth City	none	-	-
Fayetteville	5	Def. of Family	No
Greenville	3	Def. of Family	Yes (overlay)
Greensboro	4	Def. of Family	No
Raleigh	4	Def. of Family	No
Rocky Mount	5	Def. of Family	No
Wilmington	3	Def. of Family	No
Winston-Salem	4	Def. of Family	No



Case Study - Northside Conservation District Overlay in Chapel Hill

Northside is a traditionally African-American Neighborhood adjacent to the UNC-Chapel Hill Campus

Chapel Hill has utilized several strategies to help prevent displacement of the homeowners by rental property, primarily student occupied. These strategies (implemented via overlay) include:

- Zoning Restrictions on parking
- Temporary moratorium on Construction Permits
- Homes with more than 2-unrelated and a 1:1 ratio of bedrooms to bathrooms classified as Boarding Houses
- Upper limit is still 4-unrelated

Under the holding of U.S. Supreme Court case *Belle Terre v. Boraas*, Chapel Hill could even go as far as limiting occupancy of single-family homes to no more than two unrelated people without violating the U.S. Constitution.



Conclusions

Incentivizes conversion to and retention of single family homes as rental in direct conflict with adopted City Goals and good planning practices

Claimed benefits and political posturing are a smokescreen for adoption of policy favoring developers and landlords

Reversal of the current 4-Unrelated policy will allow a fresh start and renewed movement on improving the University Neighborhood

Item 7: Ordinances to amend the Zoning Ordinance by removing the text provisions related to the University Neighborhood Revitalization Initiative (UNRI) Overlay District and to amend the Zoning Map to delete the University Neighborhood Revitalization Initiative (UNRI) Overlay

Option 2

H5. To improve and revitalize existing neighborhoods.

H16. To encourage homeownership.

CF5. To ensure safe, livable neighborhoods.

EQ13. To encourage litter control and community-wide clean-up.

UF6. To preserve neighborhood livability.

Compliance with Comprehensive Plan and Other Applicable Adopted Plans

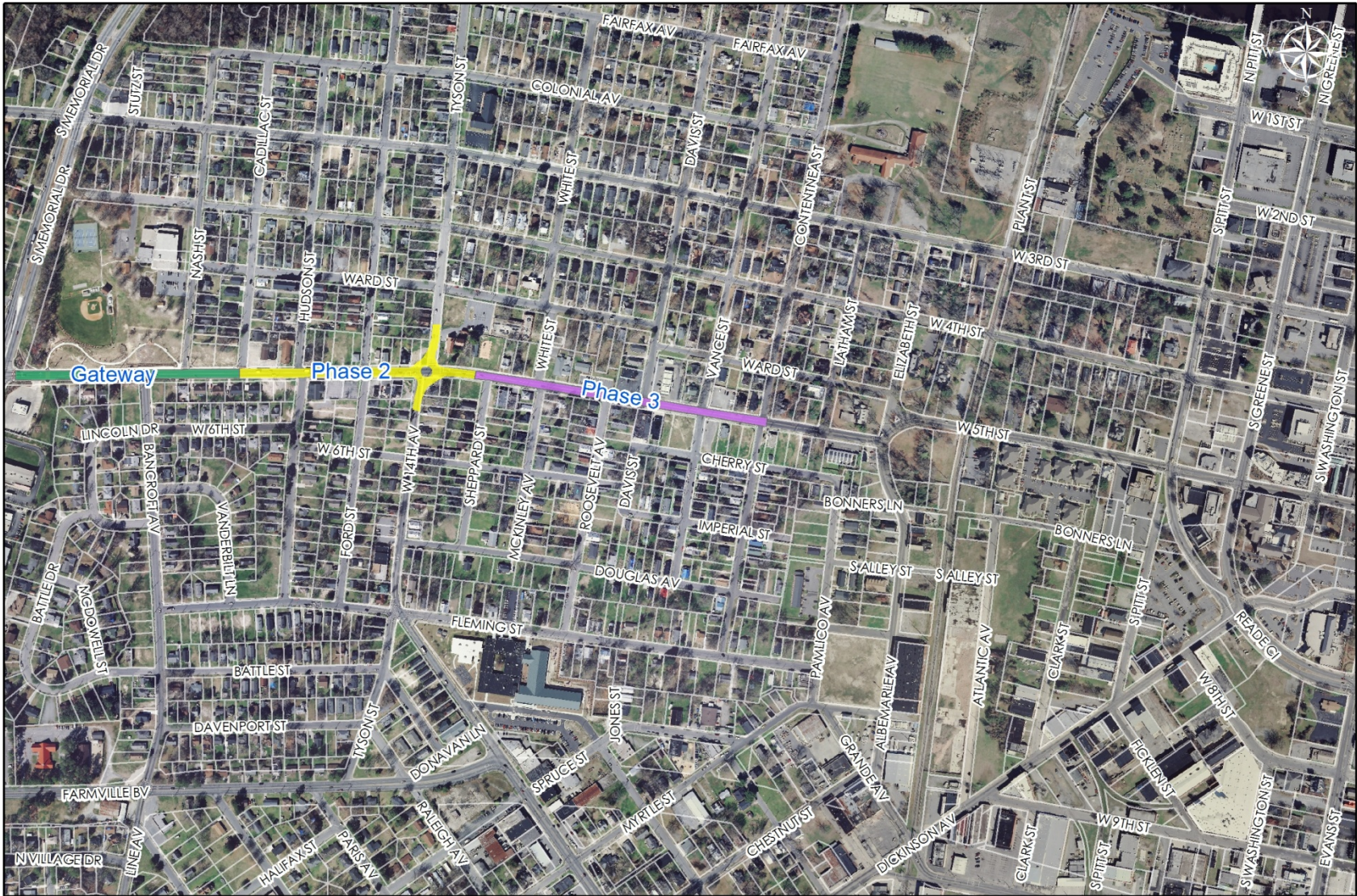
Option 2

While it is recognized that the goals, policy statements and objectives provided in the staff report may be interpreted in different ways, it is staff's opinion that the proposed text and map amendments are in general compliance by encouraging homeownership and reducing adverse impacts associated with increased occupancy.

Other Actions

- Establish a temporary citizen working group... to assist in the implementation of items described below and further define and execute additional revitalization efforts.
- Pursue funding sources to establish favorable terms and low interest loans and grants for the revitalization of properties in the overlay district.
- Pursue a parking permit plan for the overlay district.... With funds generated dedicated to increase code enforcement, trash collection, lighting, security and marketing...for the overlay district.
- Launch an active community watch program ... within the overlay district.
- Attach unpaid code violation fees to property tax bills.

Item 9: Update on West Fifth Street Streetscape Phase II Project



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Design Team

Rivers & Associates, Inc.

Davenport Transportation Consulting

Dibble & Pledger, PA

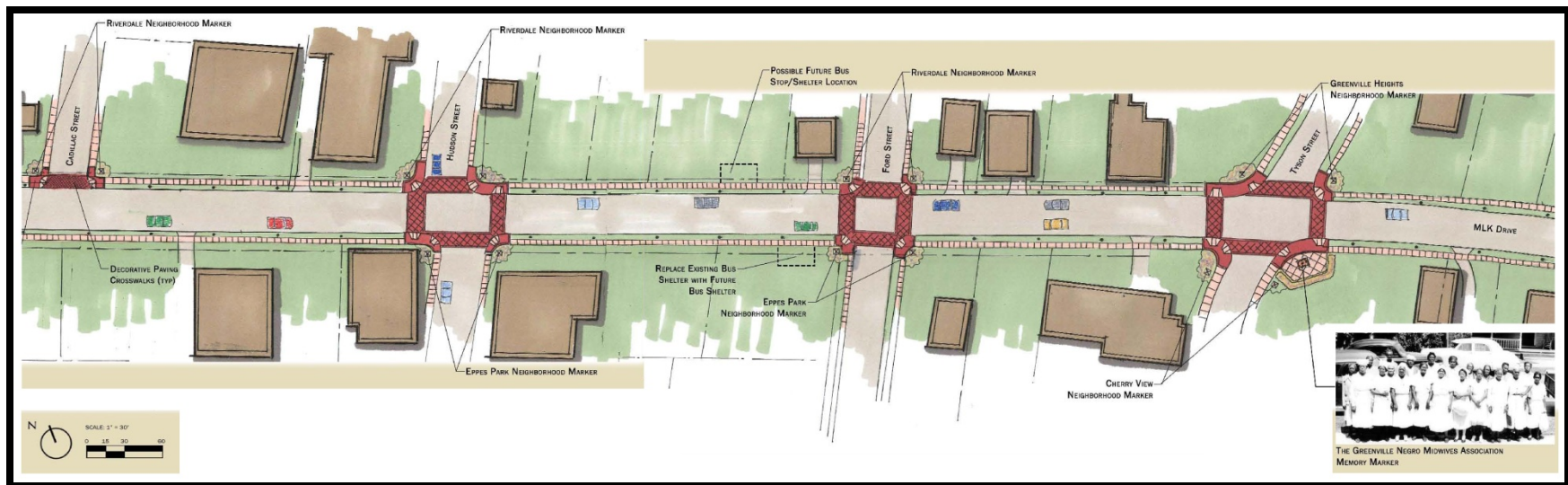
Pitt County Arts Council at Emerge



DIBBLE & PLEDGER, PA



2006 Center City – West Greenville Streetscape Master Plan



Phase II - Cadillac Street to Tyson Street

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Master Plan Objectives

Vision

- Alive
- Safe
- Beautiful
- Well Lit
- Walkable



Citizen Priorities

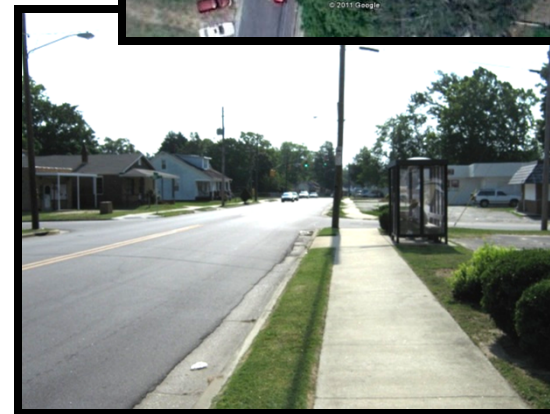
- Improved Lighting
- Improved Transit
- Pedestrian Safety
- Street Trees
- Wider Sidewalks

Project Elements

- Transit stops
- Street / pedestrian lighting & decorative signage
- Consolidate aerial utilities
- Sidewalk / crosswalk treatments
- Neighborhood markers
- Vegetation, furnishings & civic art opportunities
- Redesign Tyson & 14th intersection w/ West Fifth Street

Existing Conditions

- Offset signalized intersection
- Crosswalks w/o “ped heads”
- Limited HC ramps
- Sidewalks w/abandoned curb cuts
- Wood utility poles either side
- No bicycle facilities
- One sheltered bus stop
- One unsheltered bus stop



Public Participation

Public Workshops:

- February 13, 2012
- December 2, 2013



Lessie Bass Day – April 21, 2012

Bicycle & Pedestrian Com. – November 6, 2013

Public Civic Art Forum – December 11, 2013

Redevelopment Commission – March 4, 2014

Public Civic Art Forum

- Negro Midwives Association
- Interpretive statue
- IGC patchwork quilt
- Art wall / bench



City Steering Committee

Representing:

- Community Development Dept.
- City Capital Projects Engineer
- City Traffic Engineer
- City Transit Manager
- City Arborist
- Bike / Ped Commission Liaison
- GUC



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TIA

Transportation Impact Analysis:

- Intersection focused
- City furnished
 - traffic counts
 - signal warrant analysis
- Existing & 2020 design year



TIA

Signal Warrant Analysis:

- Vehicular volume (4-Hr, 8-Hr, Peak Hr)
- Pedestrian volume
- School proximity
- Coordinated signals
- Crash history
- Roadway network
- Graded crossing proximity



TIA

Findings:

- None of the traffic signal warrants are met
- Removing signal recommended
- Intersection improvement options
 - un-signalized realignment
 - roundabout
- Enhanced queues all approaches vs. no-build

Intersection Alternative

Realignment (2 options):

- Stop signs on Tyson St & W. 14th Ave.

- Skewed crosswalks
- Angled approaches
(less desirable geometrics)
- “Preferred” option impacts private property (SE quad)



(“preferred”) option

Intersection Alternative

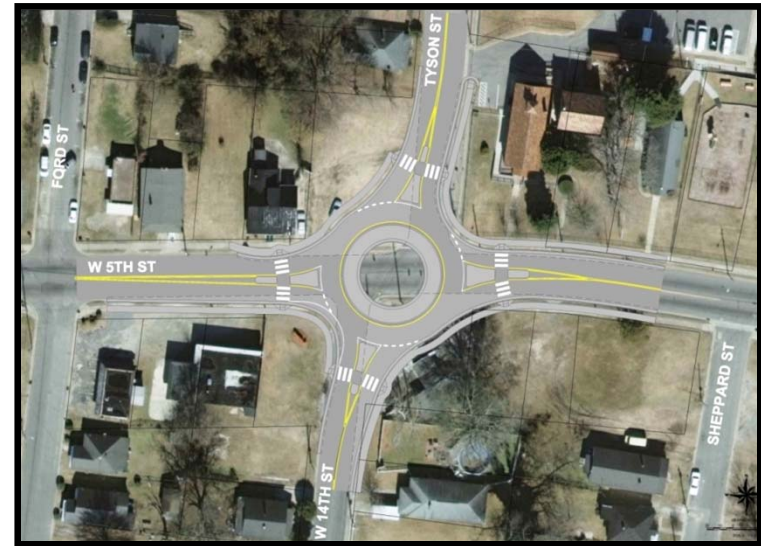
Roundabout:

- Lower traffic speeds
- Enhanced pedestrian safety
- Limited conflicting vehicle movements
- Reduced crashes / reduced severity
- Reduced traffic delays / increased capacity
- Environmentally-friendly (less emissions, less fuel consumption)

Intersection Alternative

Roundabout (continued):

- Reduced long-term costs
- Aesthetically pleasing appearance
- Concentric (110 ft dia.)
- Impacts private property (SE quad, NW-drive)



Recommendation:

- Convert intersection to a roundabout

Final Concept

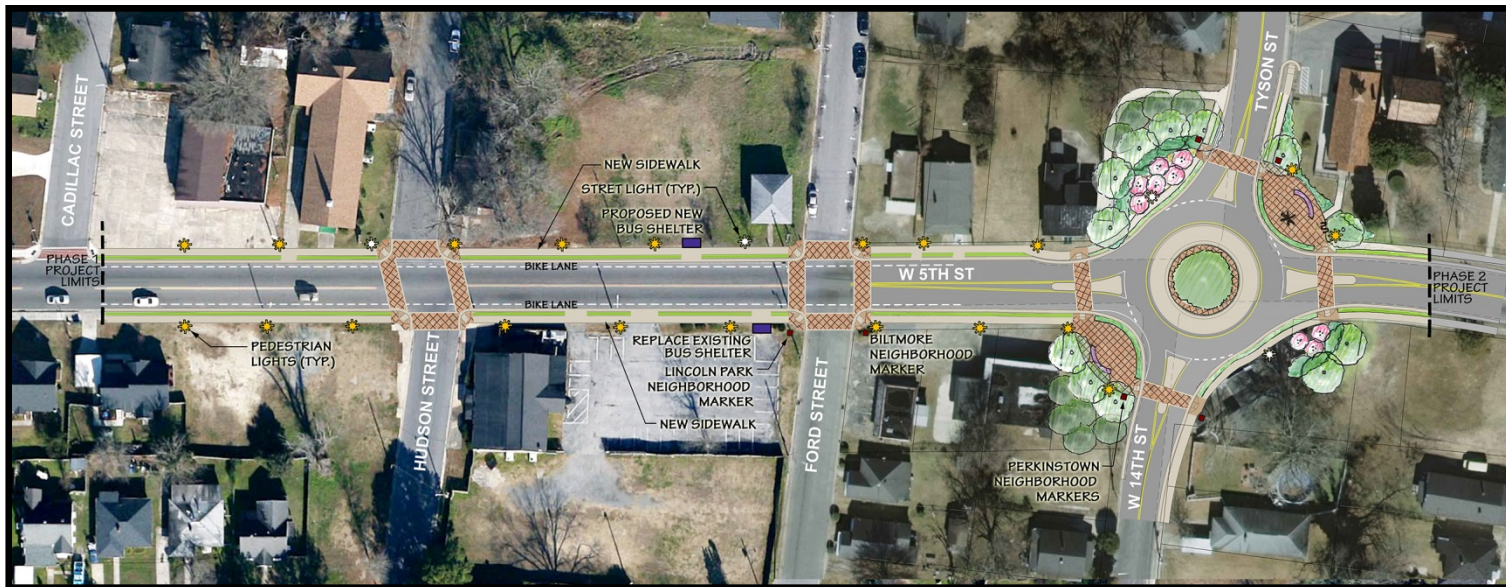
- Mirror image quadrants
- Pedestrian connectivity
- Parklet plazas
- Bike racks
- Decorative crosswalks
- Chapel connectivity
- Private drive solution
- Civic art provisions



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Streetscape Concept

- Decorative crosswalks
- Sheltered bus stops
- Decorative sidewalks
- Striped bike lanes
- Decorative lighting
- Vegetation strip



Constr. Cost Opinion

Streetscape/Roadway Construction	\$ 898,000
O/H Utility Relocates (excl. CATV, gas?)	\$ 348,000
Street / Pedestrian Lighting	\$ 56,000
ROW Allowance	<u>\$ 75,000</u>
Subtotal Construction Cost	\$1,377,000
Contingency (10%)	<u>\$ 138,000</u>
Total Cost Opinion	\$1,515,000
Plus, Future Civic Art Allowance	\$ 35,000

Next Steps

- Approved by Redevelopment Commission – March 4, 2014
- Final Design Authorized – March 4, 2014
- Design Completion Schedule – November, 2014



Questions

