

# City Council Meeting

November 12, 2020



**Greenville**  
NORTH CAROLINA

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## Item 3


Ordinance requested by 3810 Charles, LLC to rezone 1.2345 acres located along the western side of Charles Boulevard/NC HWY 43 south of the intersection of the same and Fire Tower Road from RA20 to CH.





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# General Location Map

## Map Legend

 Greenville's ETJ

 Tar River

 Pitt-Greenville Airport (PGV)


## City Council Voting District

### District

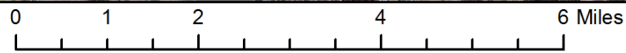
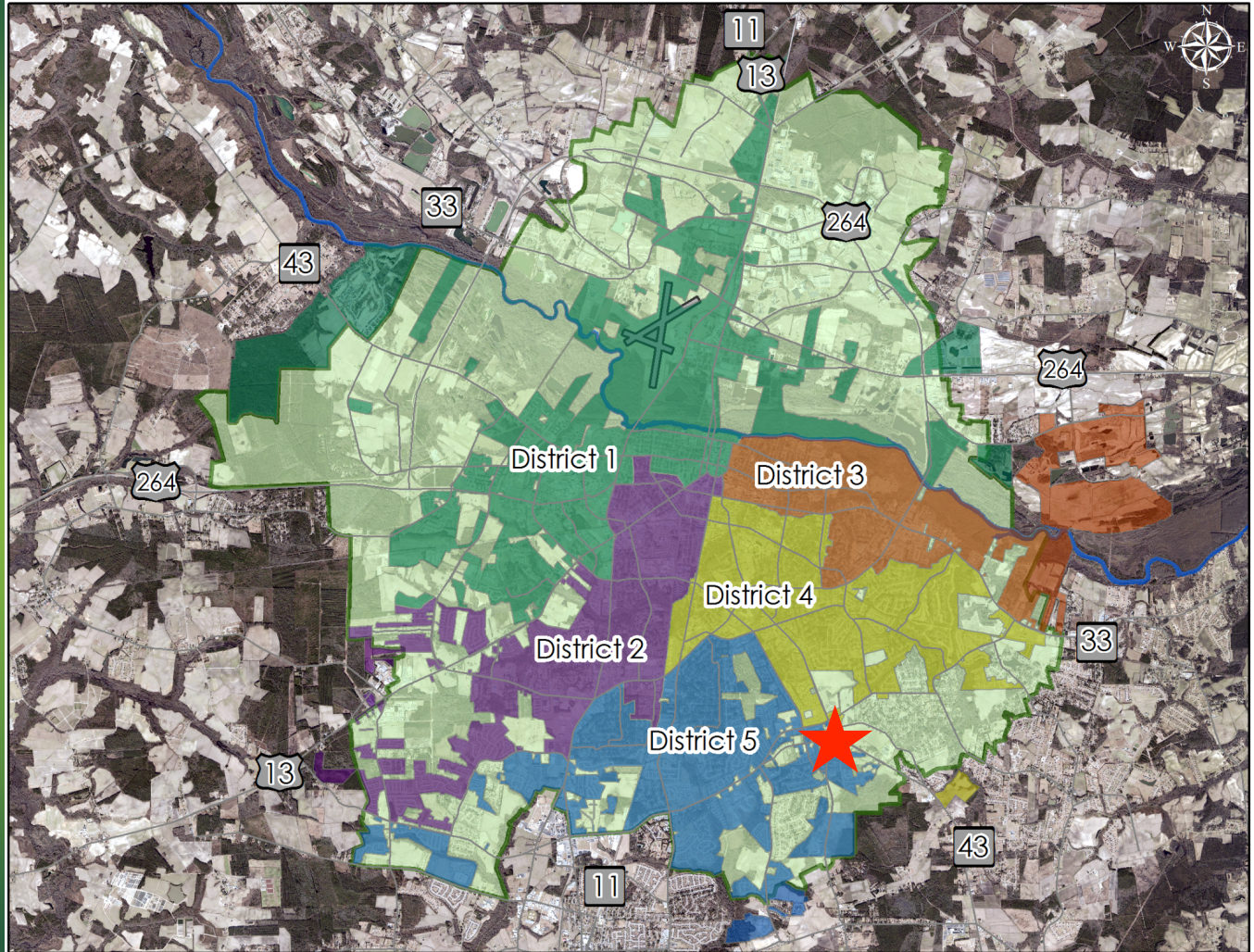
 District 1

 District 2

 District 3

 District 4

 District 5

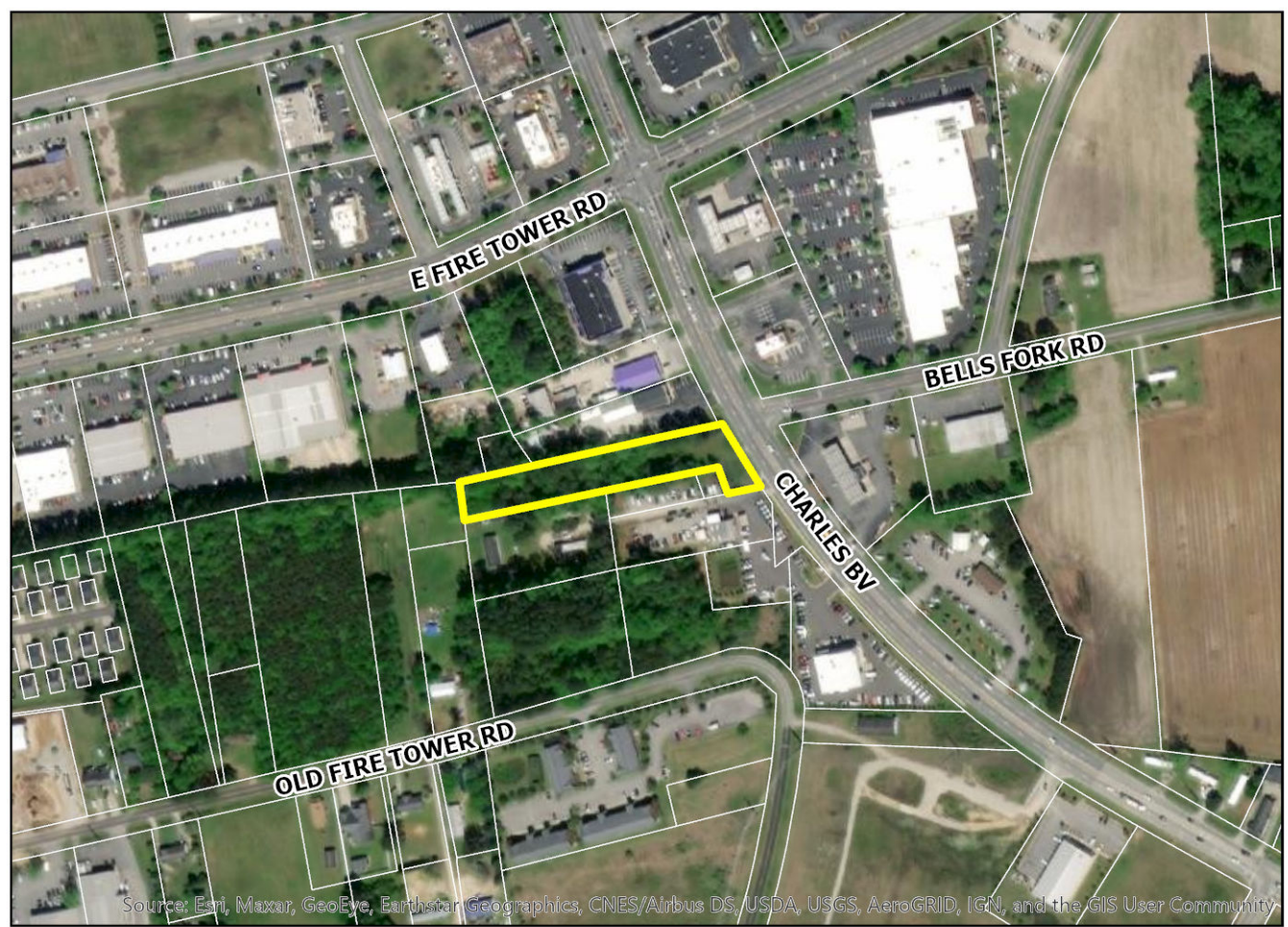


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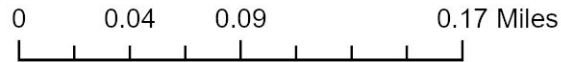
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# Aerial Map (2016)



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



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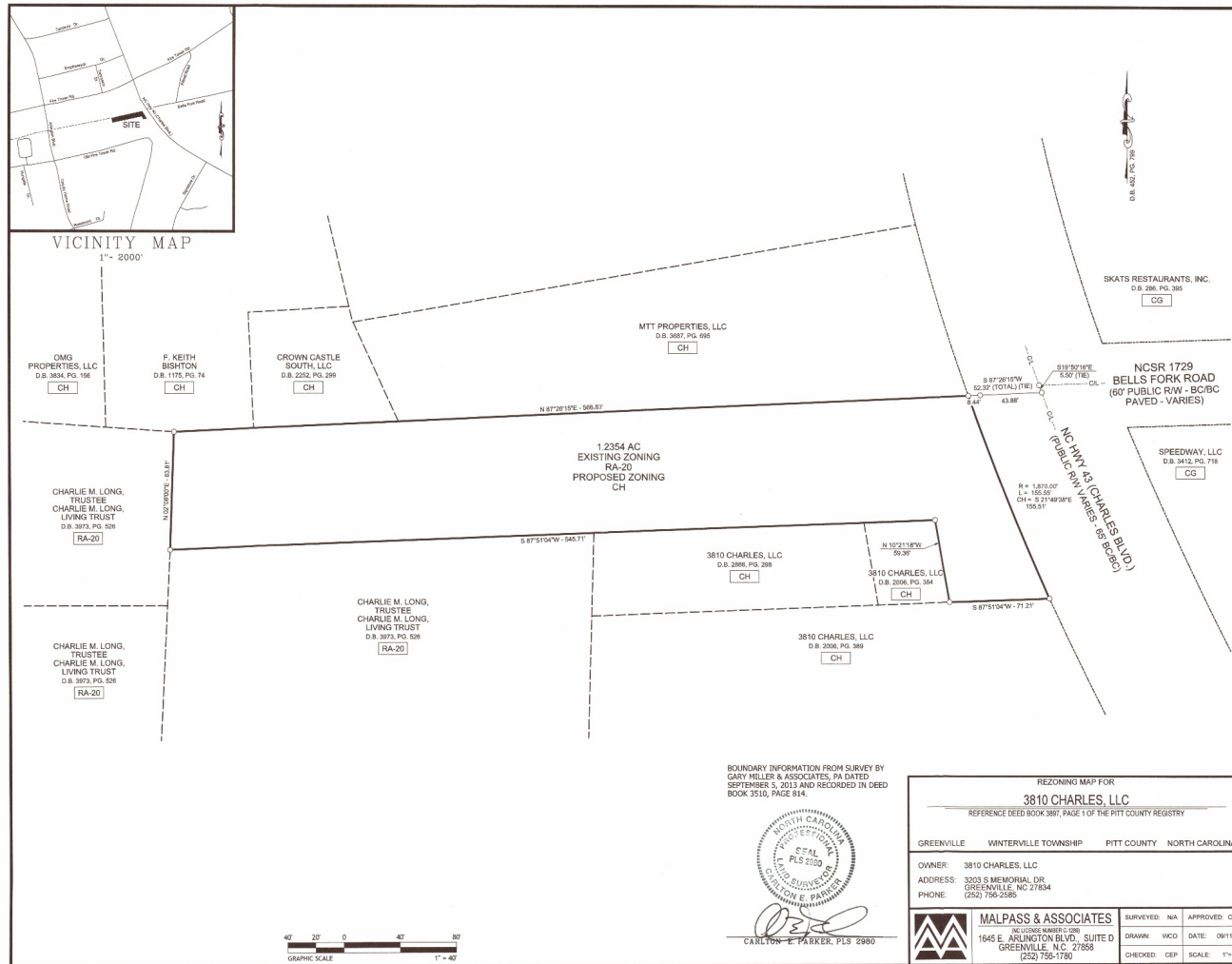


# Charles Boulevard



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# Survey 1.2354 acres



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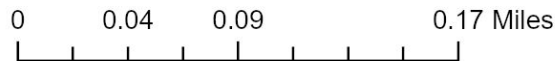
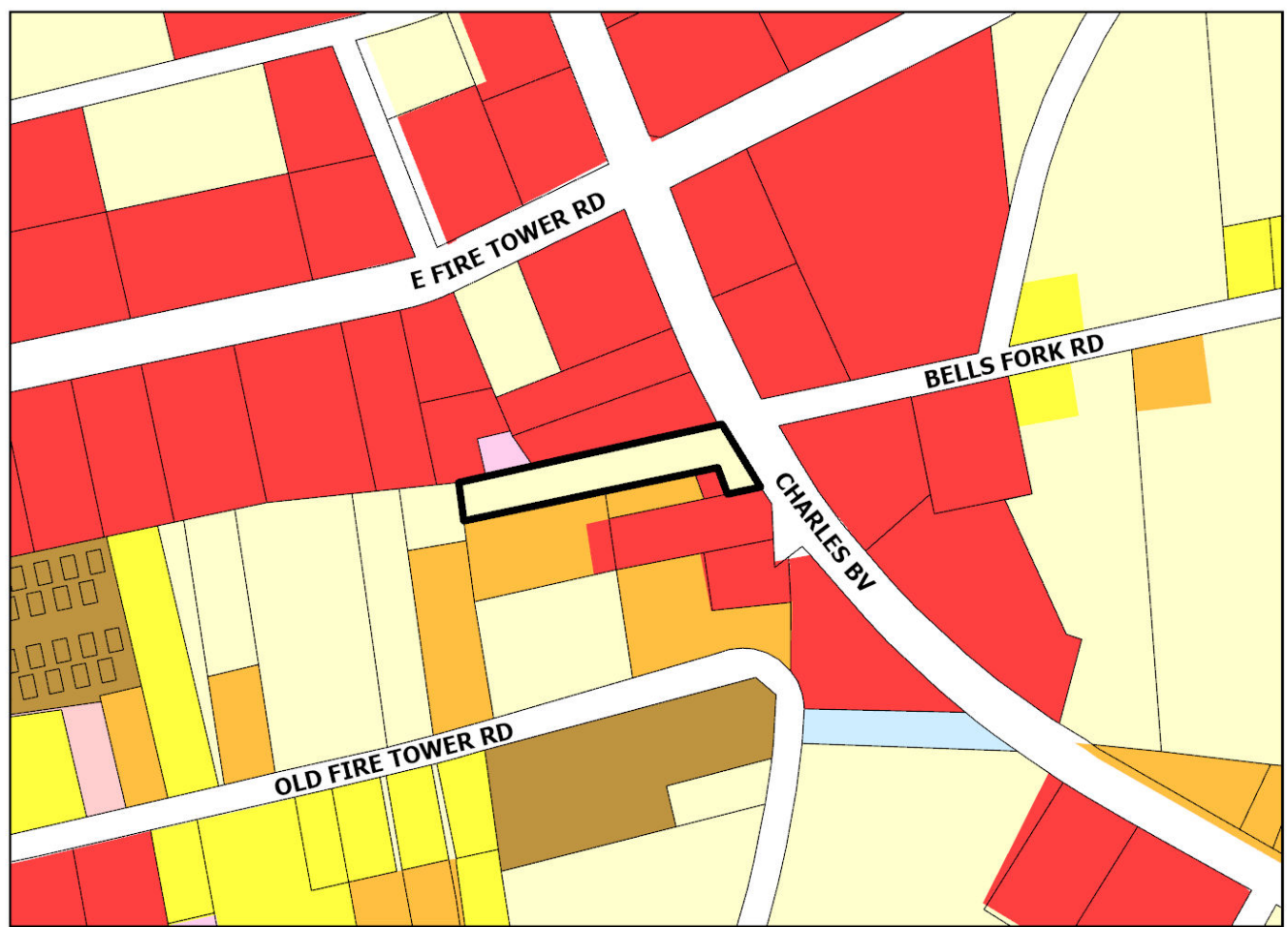
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# Existing Land Use

## Existing Land Use

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

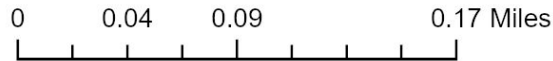
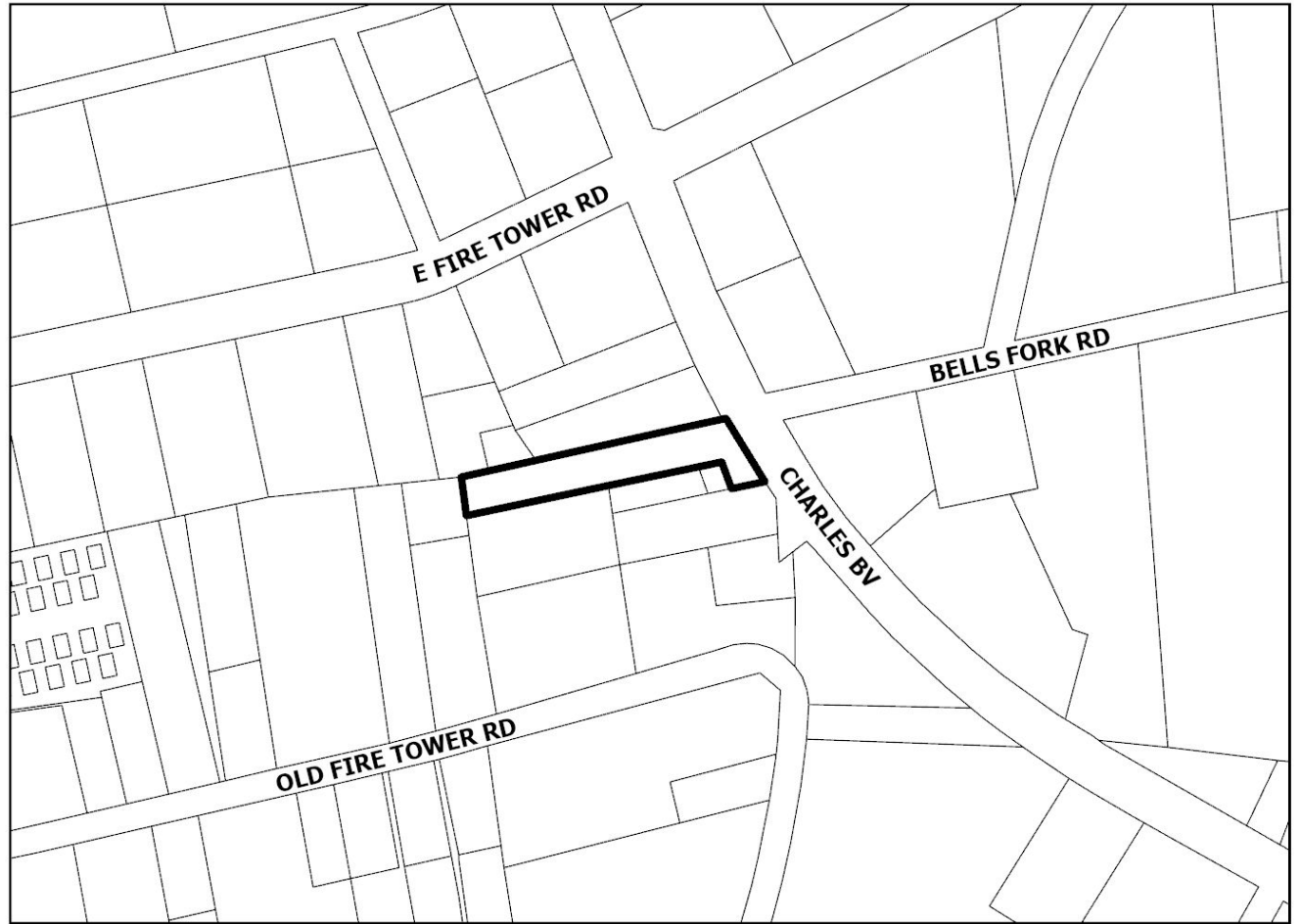


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# Flood Plain Map

- 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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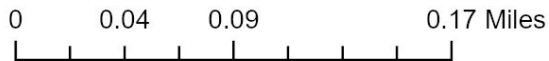
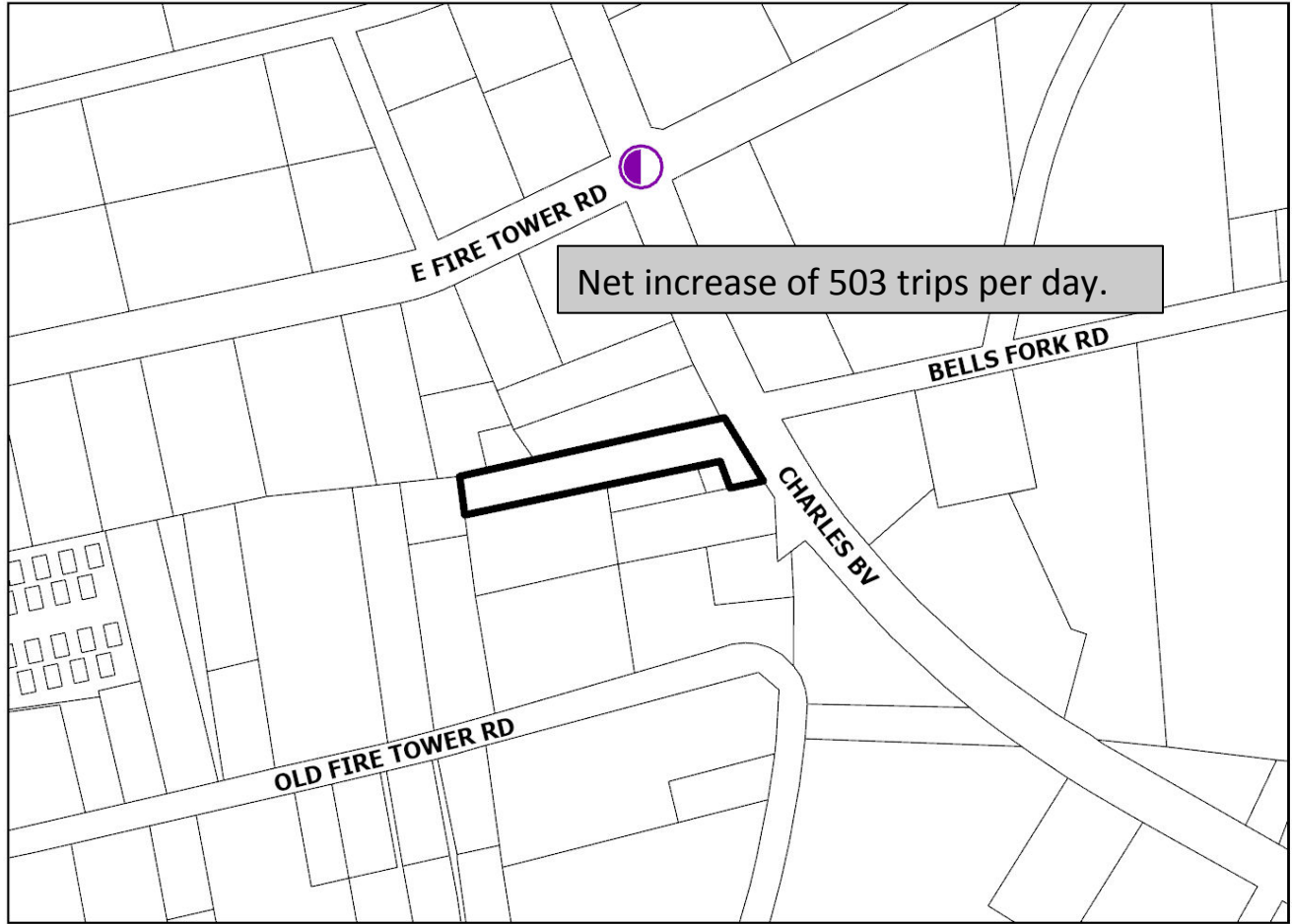




# Activity Centers

## Map Legend

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



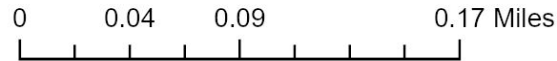
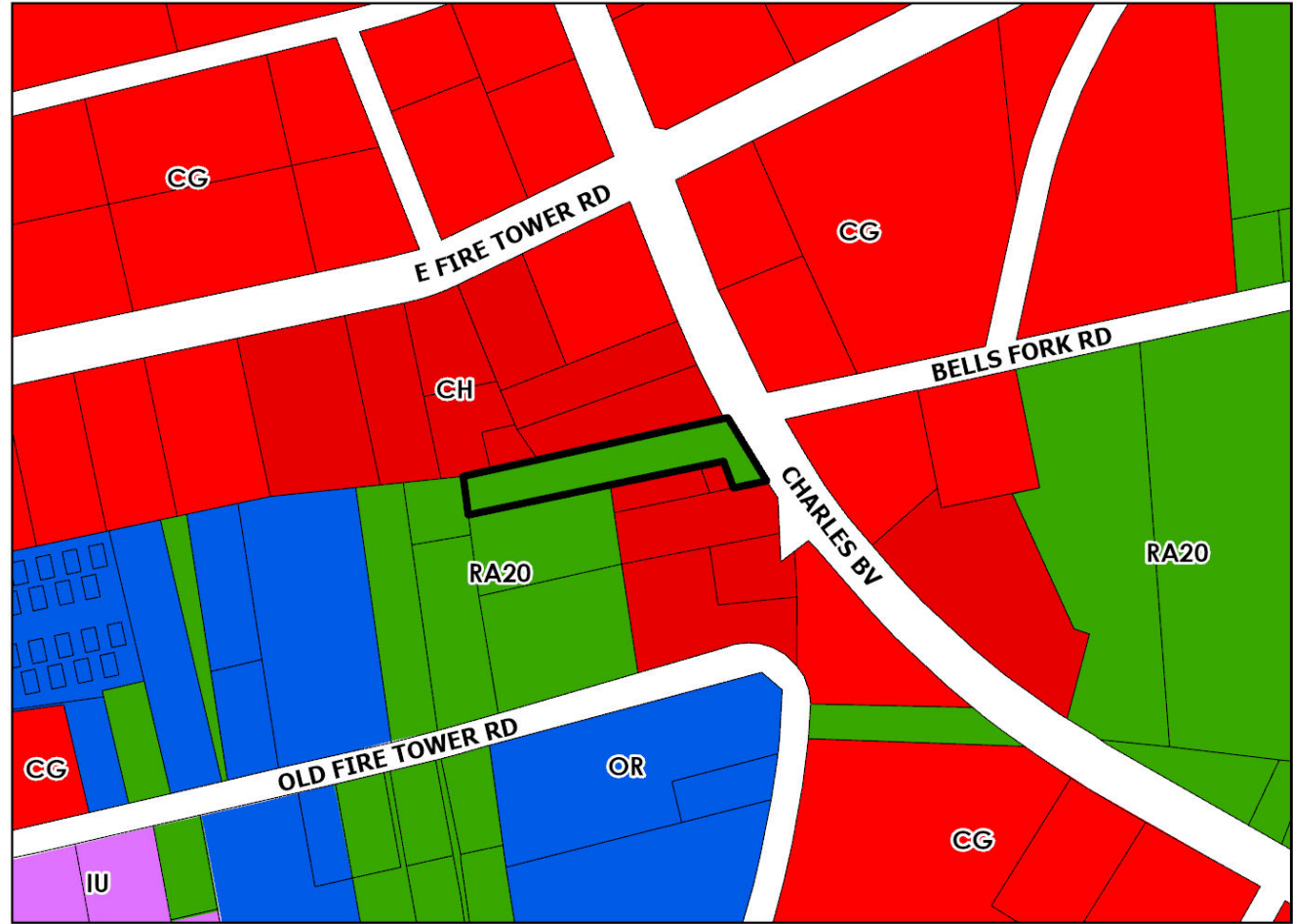
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# Zoning Map

## 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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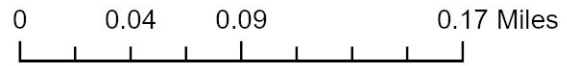
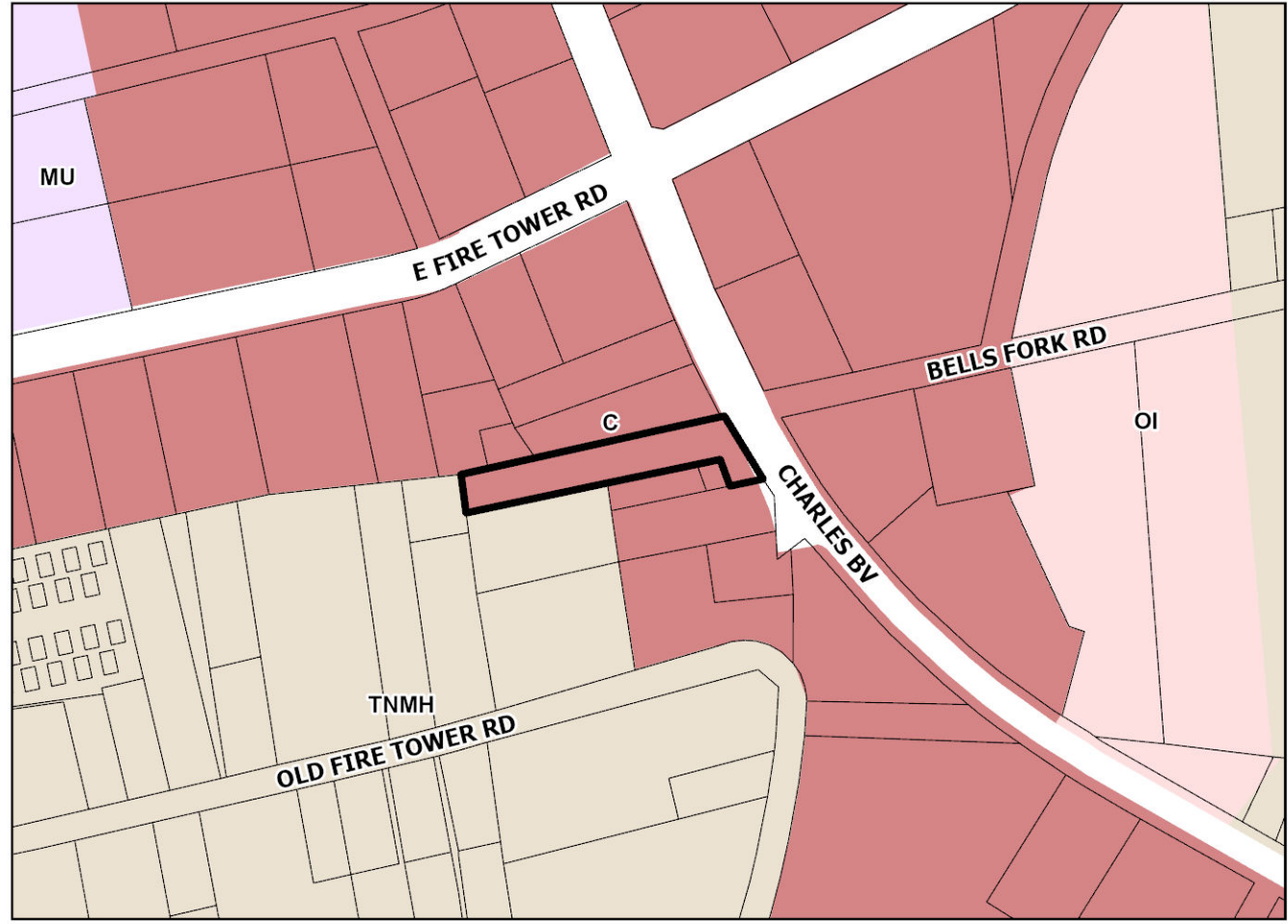
# Future Land Use & Character Map

**Map Legend**

- Rezoning
- Land Parcels

**Horizons2026 Future Land Use**

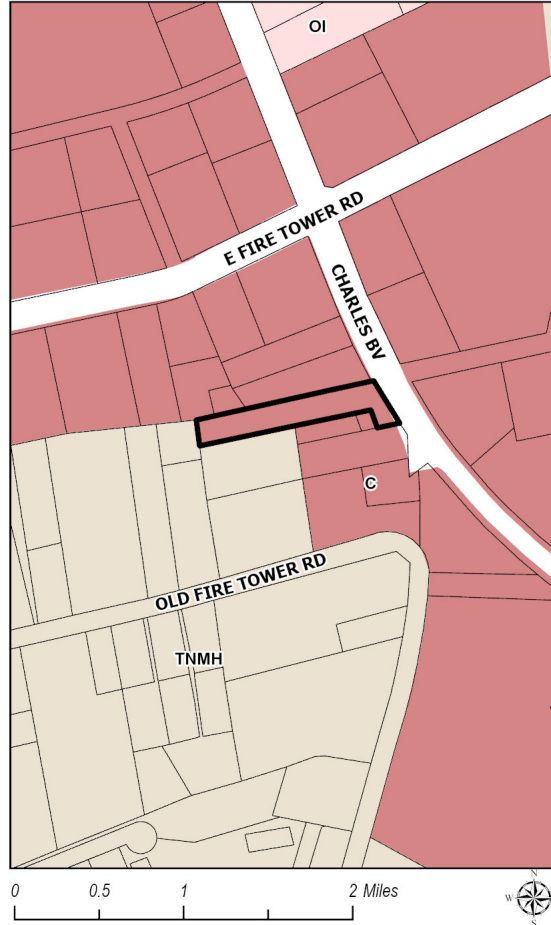
- PCOS - Potential Conservation and Open Space
- UC - Uptown Core
- UE - Uptown Edge
- MUHI - Mixed Use, High Intensity
- MU - Mixed Use
- C - Commercial
- OI - Office and Institutional
- UN - Uptown Neighborhood
- TNMH - Traditional Neighborhood, Medium to High Density
- TNLM - Traditional Neighborhood, 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



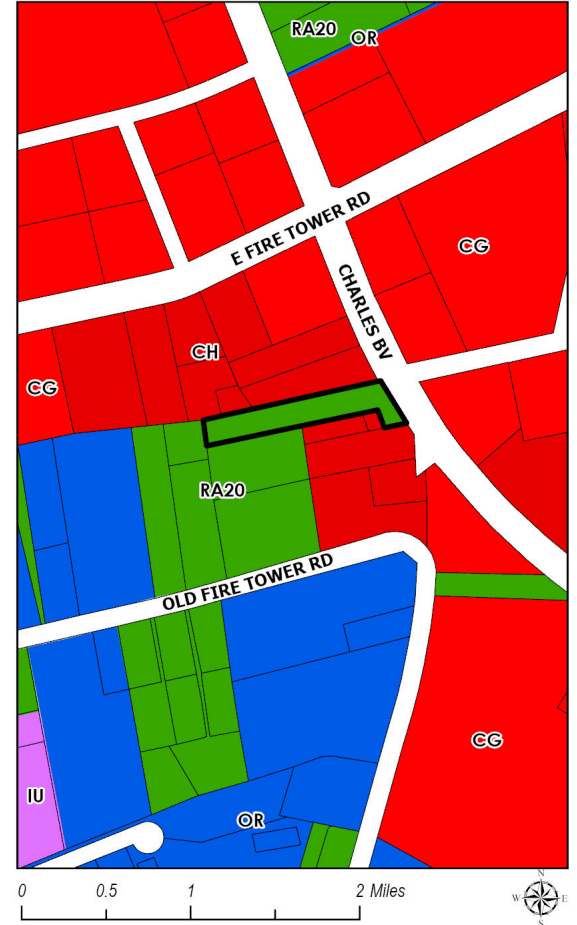
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# Future Land Use & Character Map



# Zoning Map



## Map Legend

-  Rezoning Sites
-  Land Parcels



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## P&Z Recommendation

The Planning and Zoning Commission voted unanimously to approve the request at it's October 22, 2020 meeting.



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## Item 4


Ordinance requested by Langston Farms, LLC to rezone 1.881 acres located at the northeastern corner of the intersection of South Memorial Drive and Regency Boulevard from O (Office) to CG (General Commercial)





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# General Location Map

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## City Council Voting District

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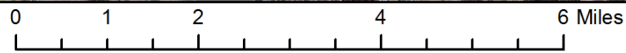
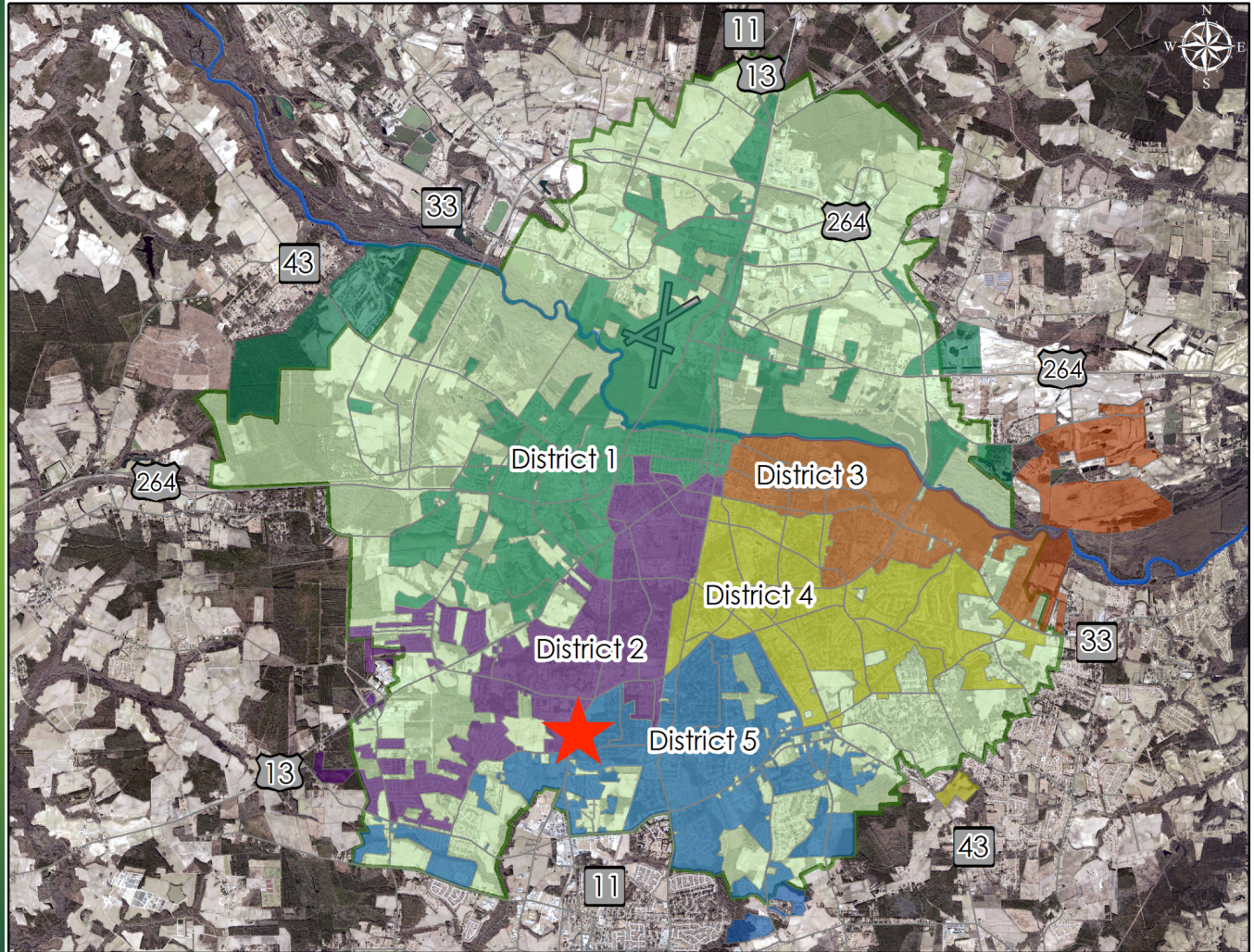
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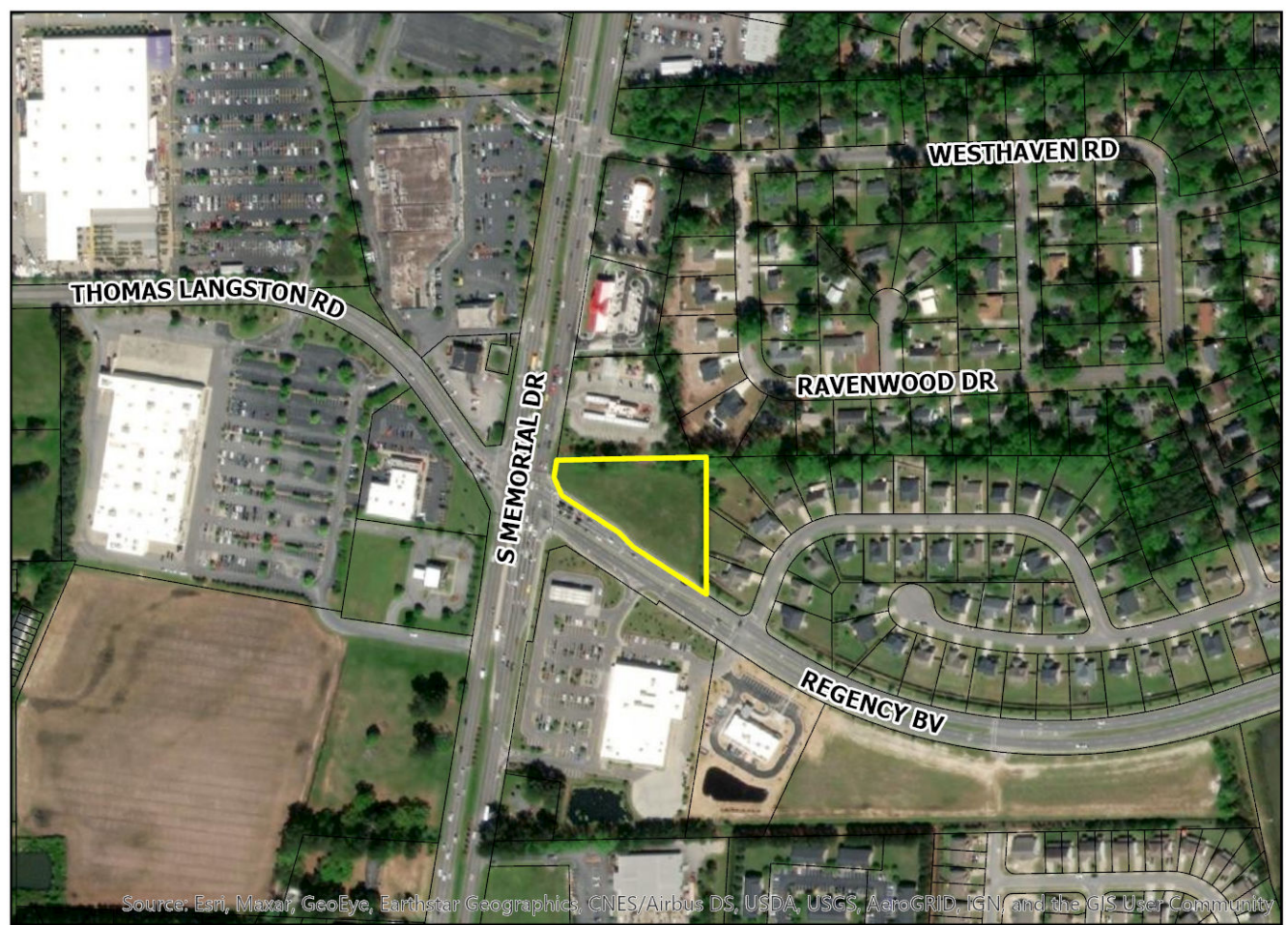


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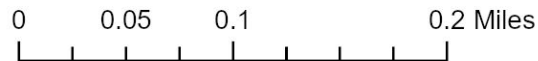
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# Aerial Map (2016)



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# S Memorial Drive/ Regency Boulevard

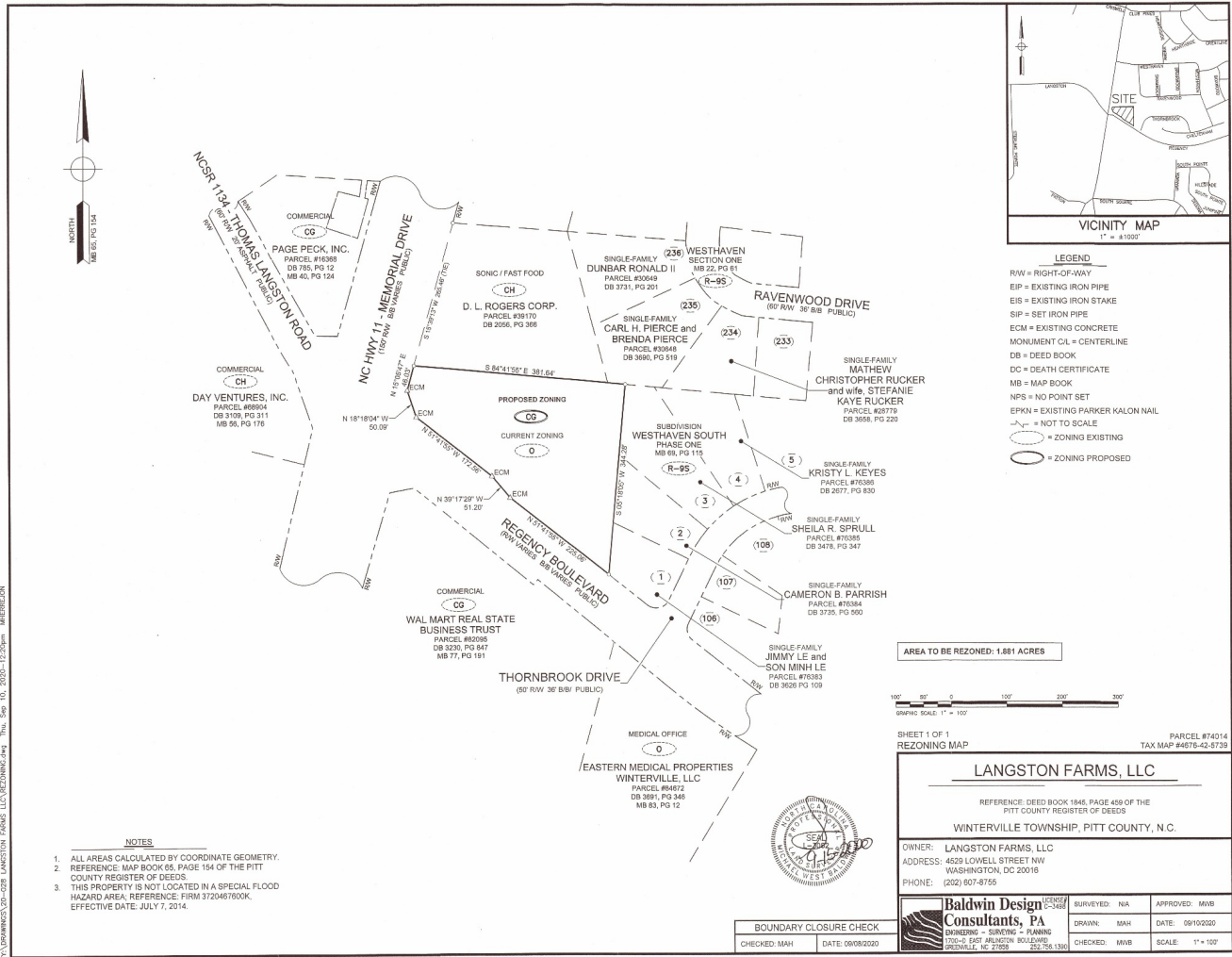


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# Survey 1.881 acres



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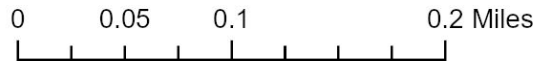
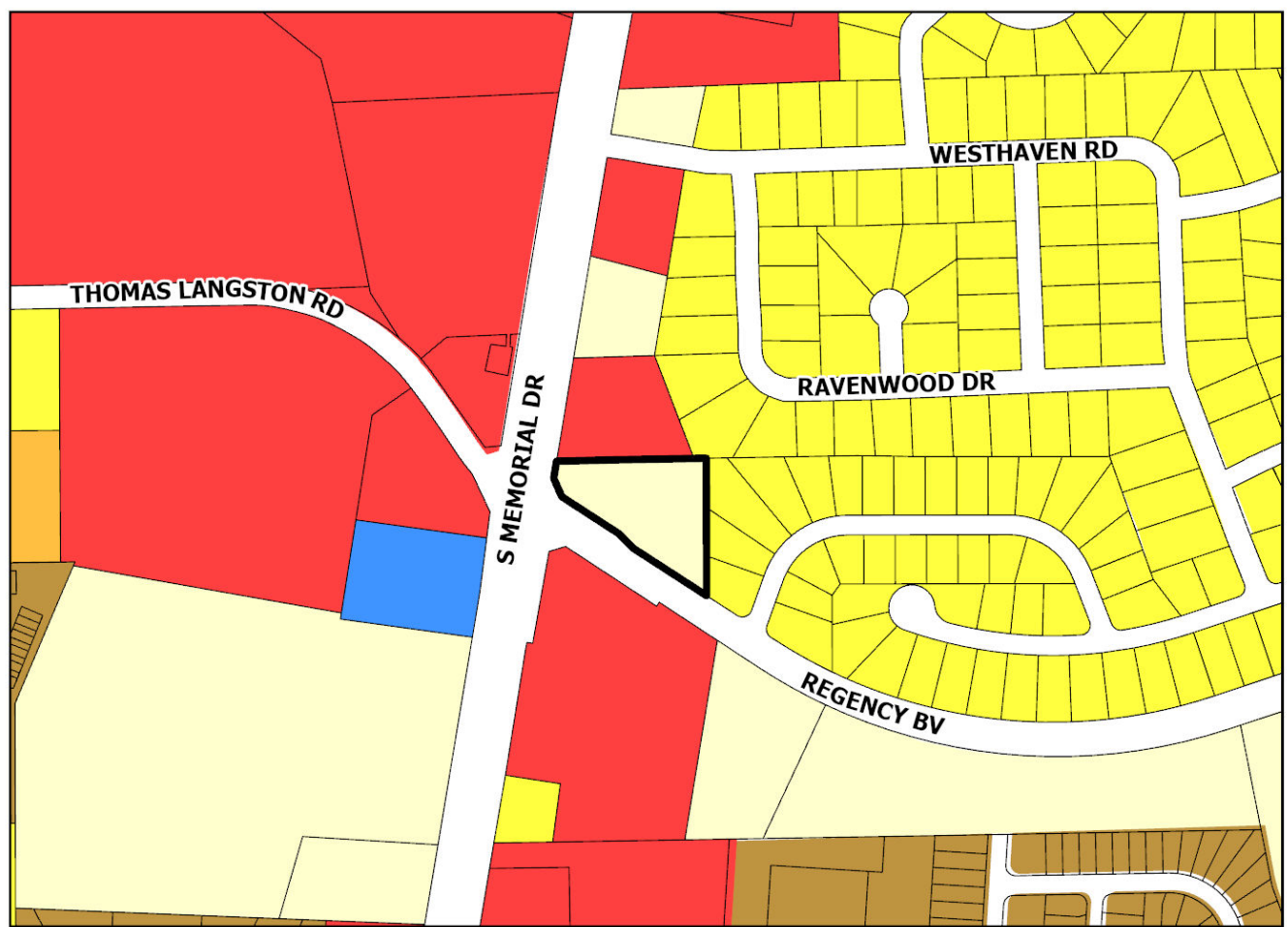
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# Existing Land Use

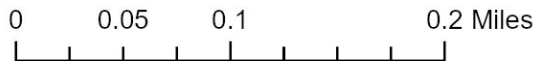
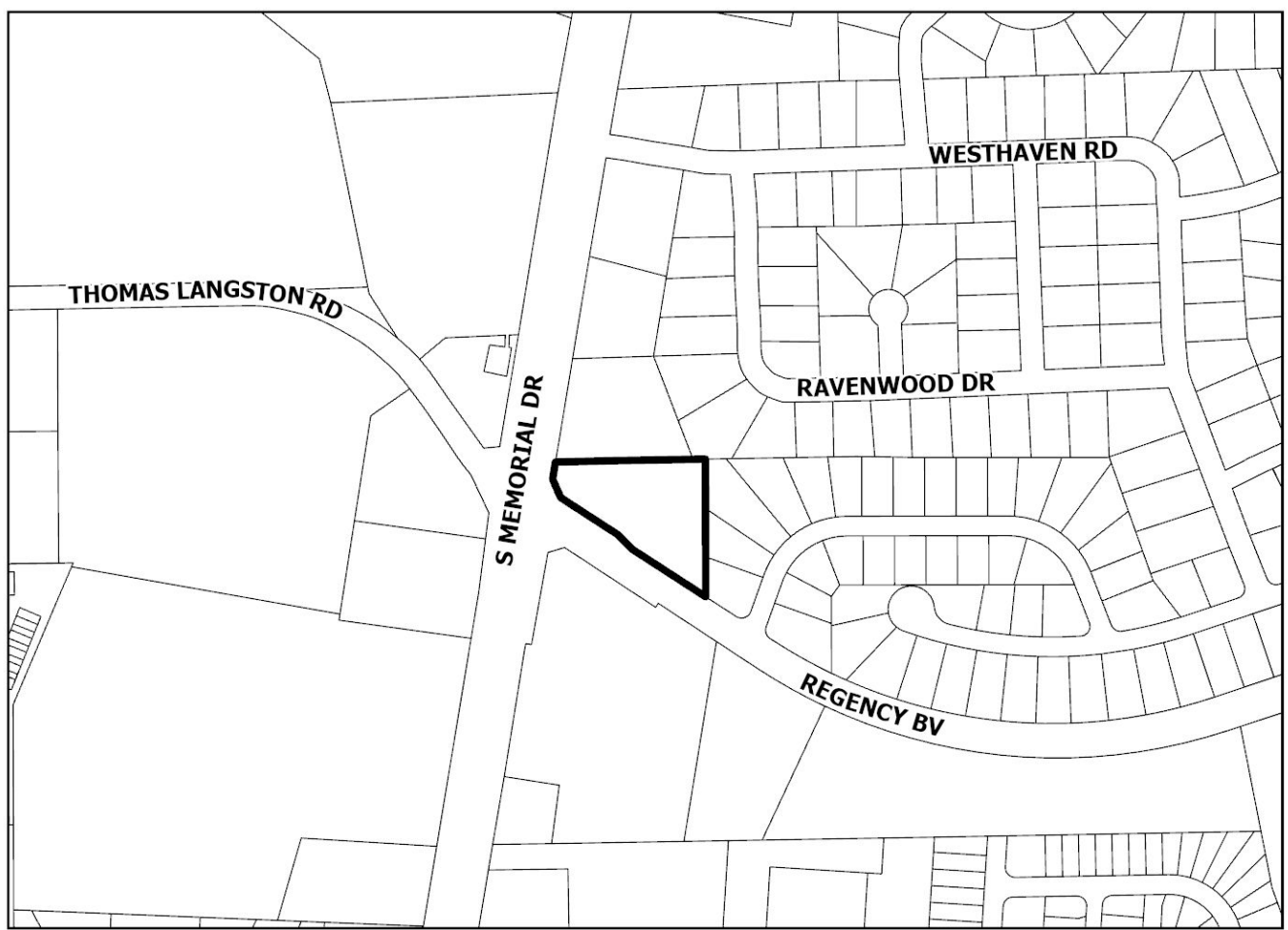
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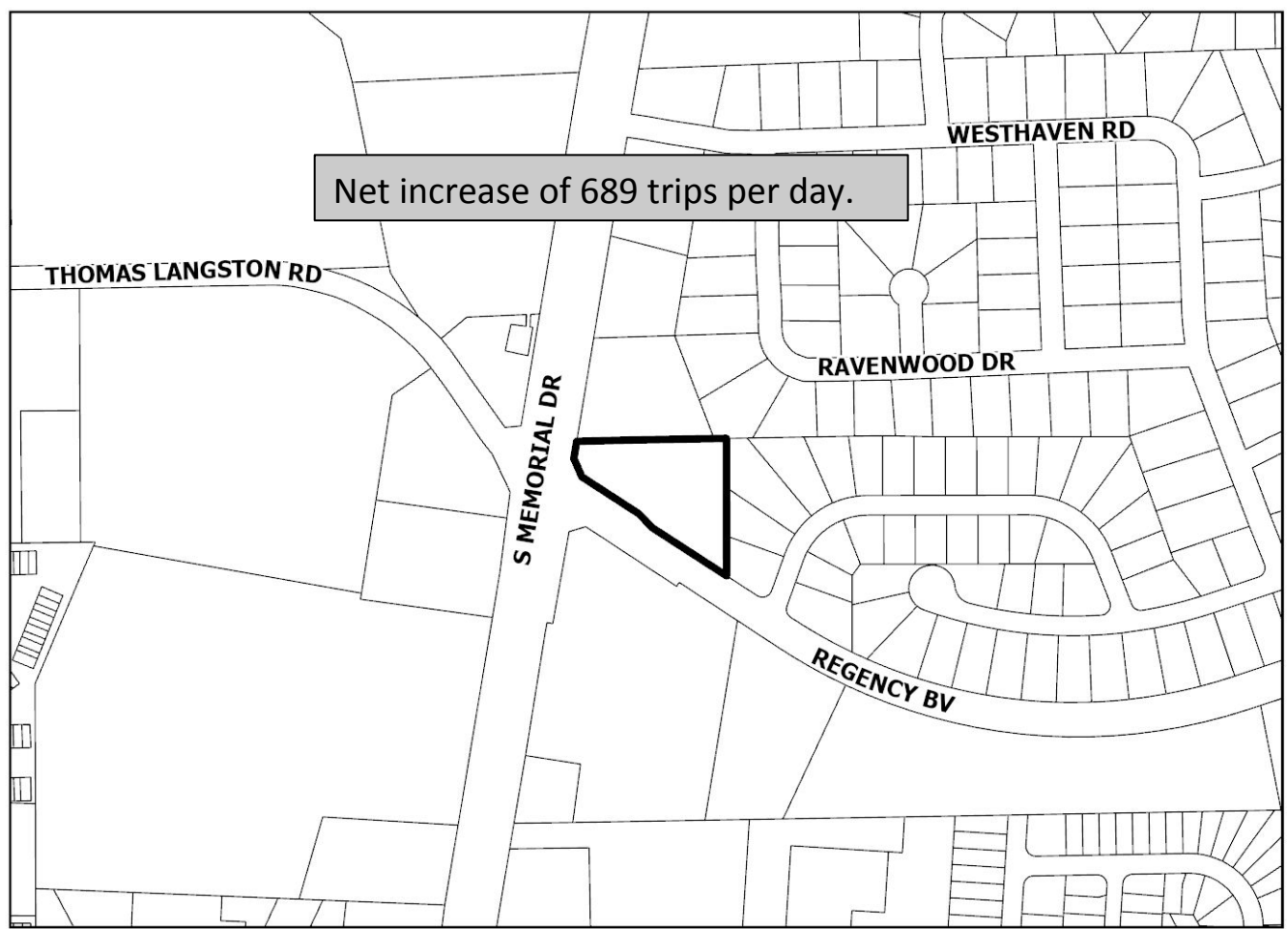
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# Activity Centers

## Map Legend

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-  Employment Center



0 0.05 0.1 0.2 Miles



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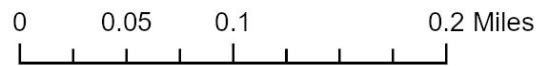
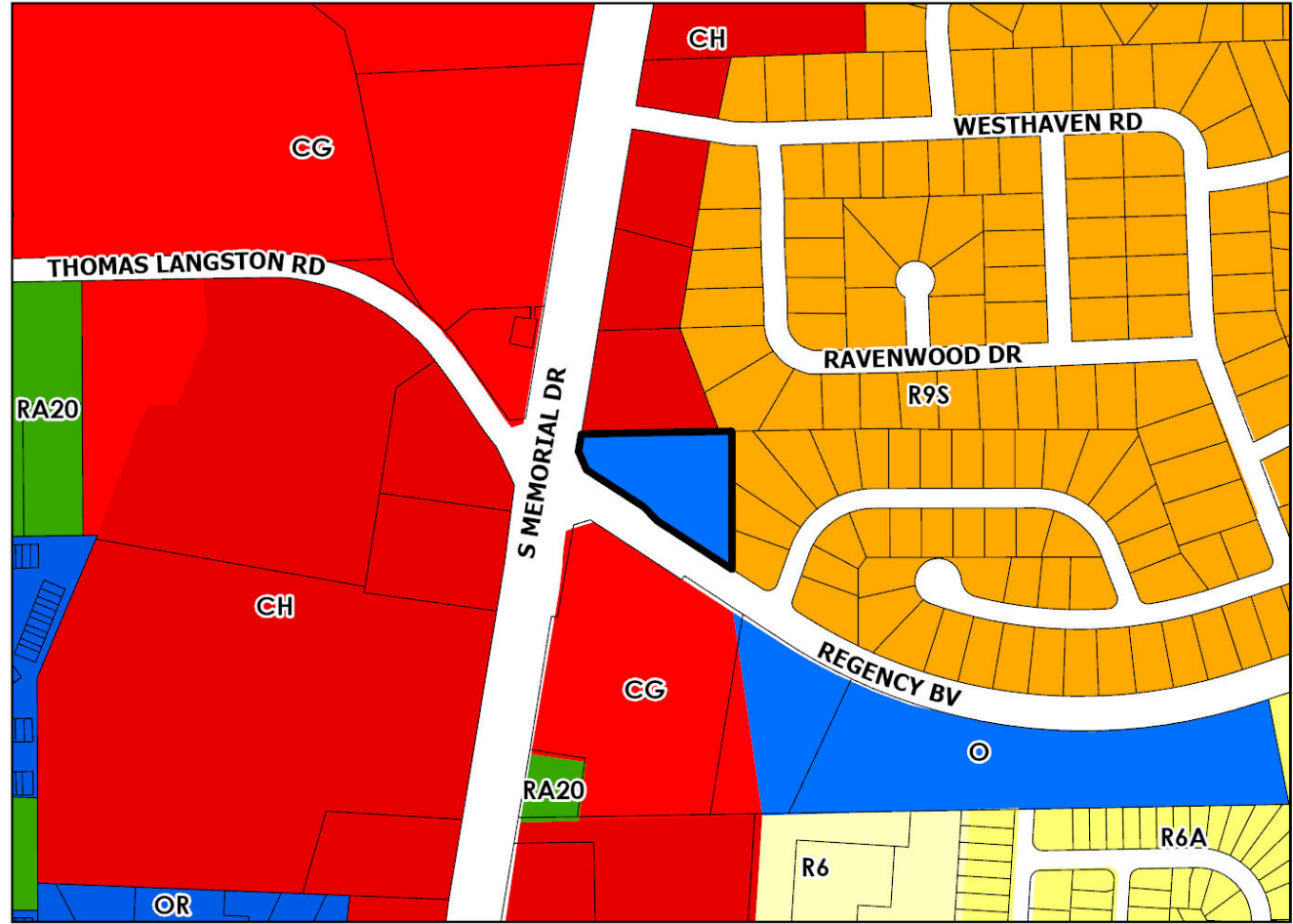




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CN	OR-UC	PUD
MCH	R6	MR
MCG	R6A	MRS
I	R6A-CA	RA20
IU	R6A-RU	
PIU	R6MH	





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









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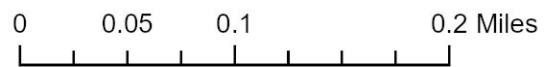
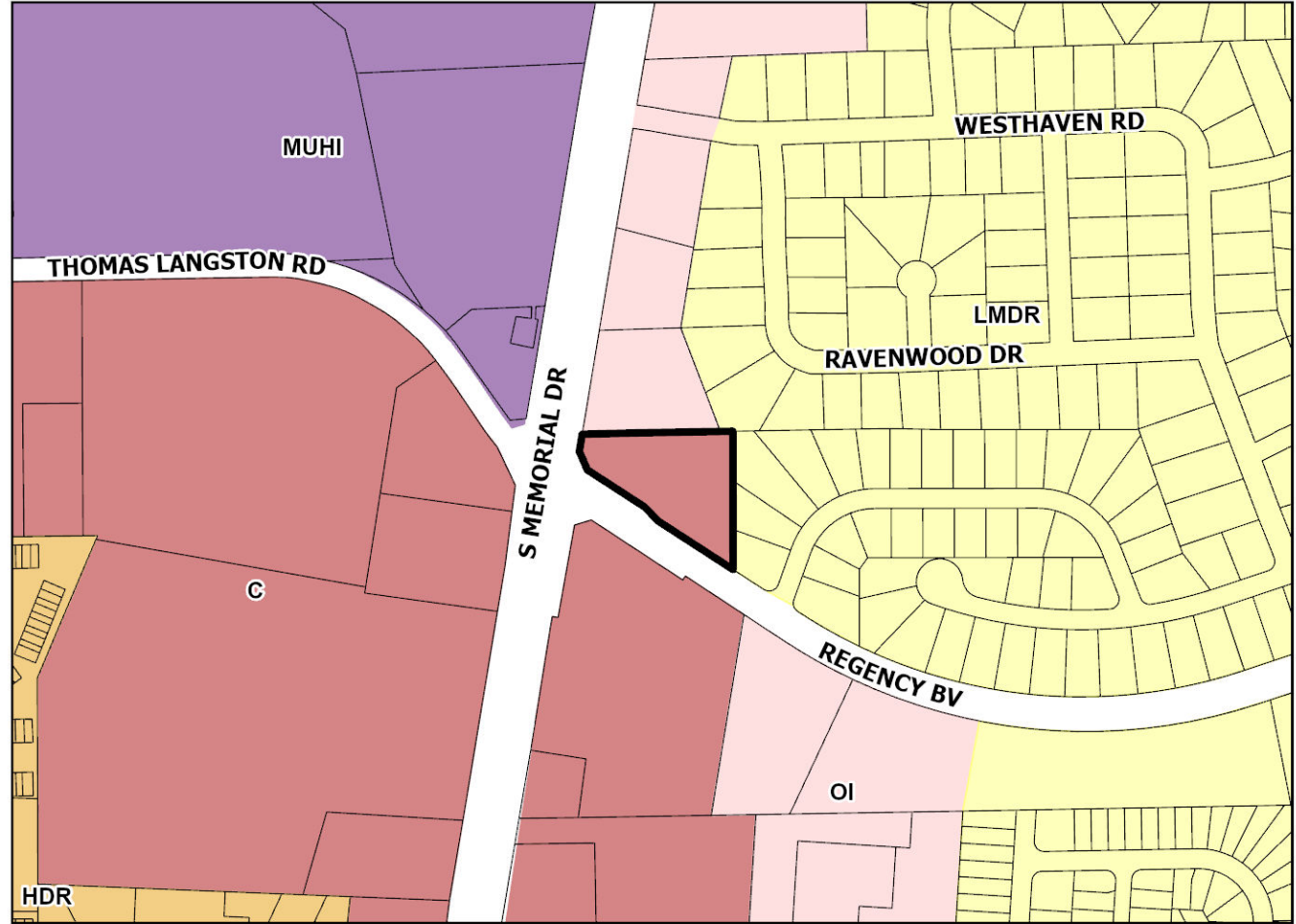
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## Map Legend

-  Rezoning
-  Land Parcels

## Horizons2026 Future Land Use

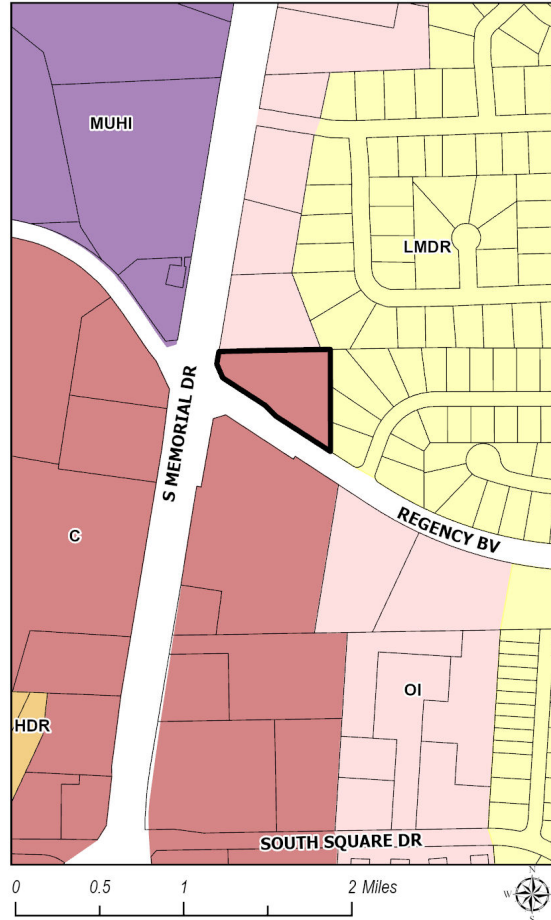
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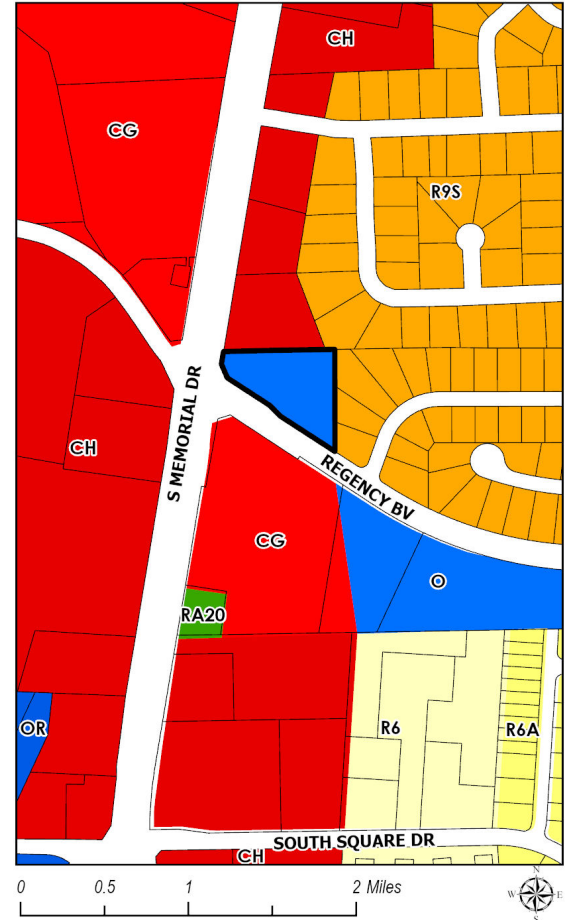
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# Future Land Use & Character Map



# Zoning Map



## Map Legend

-  Rezoning Sites
-  Land Parcels



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## P&Z Recommendation

The Planning and Zoning Commission voted unanimously to approve the request at it's October 22, 2020 meeting.



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# Item 5

Ordinance requested by the Planning and Development Services Department to amend the City Code by adding “microdistillery” as a special use in the CD (Downtown Commercial) district



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# Purpose and Standards

- **Microdistillery:** A facility for the distillation of spirituous liquors that is limited in its location, size and operation
- On-premise and off-premise consumption
- Located in CD zoning district with SUP.
- 5k sf cap for distilling equipment; 30% minimum of floor area



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- **Similar to microbreweries – have same standards**
- **Can not charge a cover charge**
- **Can be an accessory use to a restaurant**
- **Accessory uses: retail sales, food and beverages, tasting room, and entertainment**



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- **Close at midnight**
- **Amplified sound is allowed but not within 150' of residential uses**



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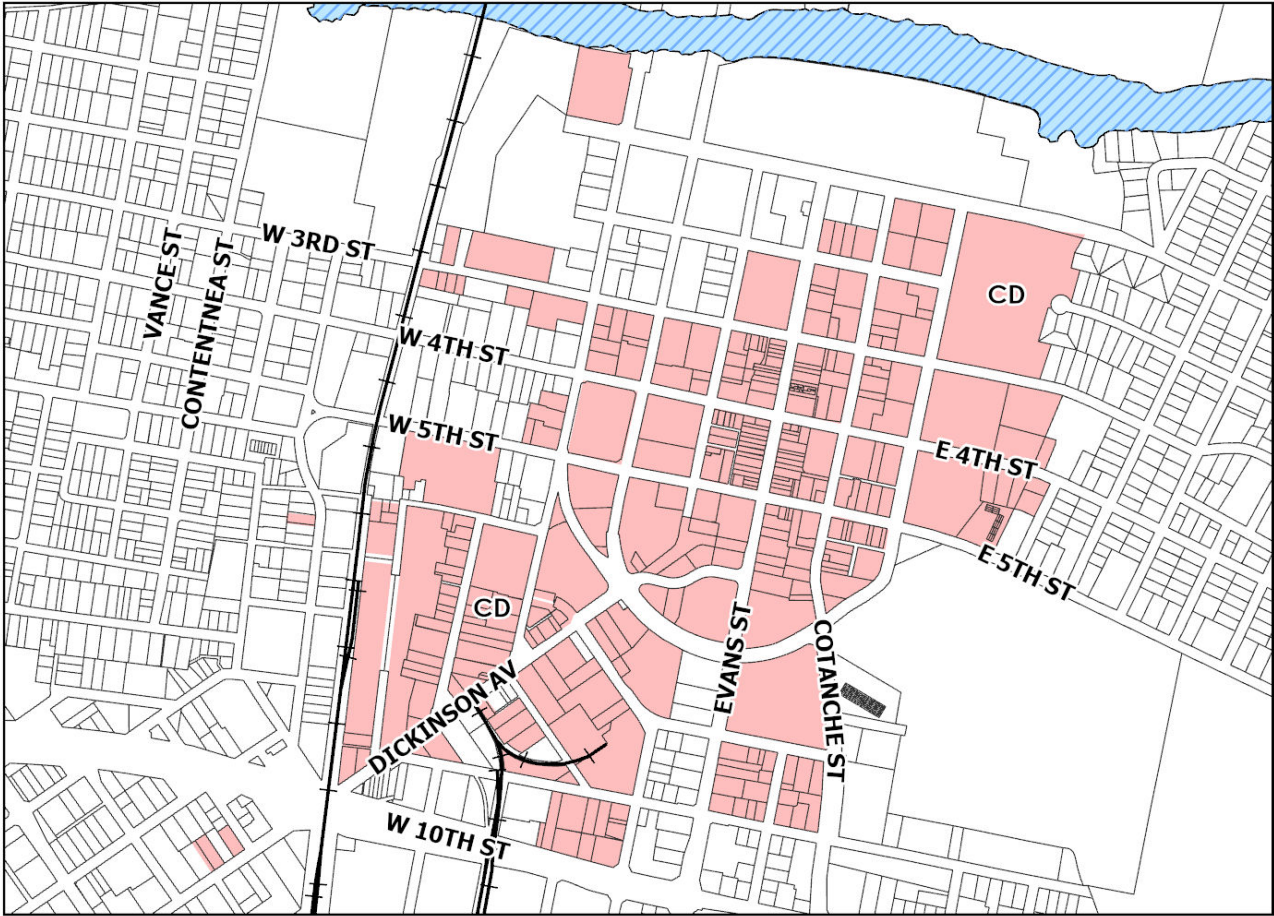
- **Encourages business to locate downtown**
- **Encourages adaptive reuse of underutilized buildings**
- **Increase tax base of vacant properties are upgraded**



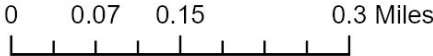
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# CD Zoning



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# Examples

## NC Co Turns Sweet Potatoes into Vodka



Here's a toast to Yamco, a Snow Hill business operated by area farmers that processes sweet potatoes to produce high-end vegetable purees and top-shelf alcohol called Covington Gourmet Vodka.

# Examples

5

## TOP OF THE HILL DISTILLERY



Chapel Hill



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# Other NC locations

- **Belmont**
- **Manteo**
- **Asheville**
- **Charlotte**



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*Policy 1.4.4 Support and Control Uptown Nightlife  
Promote Uptown as Greenville's vibrant and walkable nightlife district that supports a variety of high quality and responsible drinking and restaurants establishments. A thriving nightlife can attract and retain the young professional workers that in turn attract high quality employers. This does not mean nightlife activities need to be allowed to run out of control. Appropriate standards for these businesses should be enforced so that Uptown can be enjoyed safely and responsibly.*

## *Policy 1.5.1 Preserve Historic Buildings, Landmarks and Areas*

*Cultural and historic buildings should be restored and reused in order to foster a sense of place, promote green building practices, and emphasize Greenville's unique heritage. New buildings in historic areas should be compatible with the surrounding neighborhood...*

## *Policy 1.5.3 Encourage Adaptive Reuse of Historic Structures*

*Encourage developers to preserve historic structures and adapt them to fit modern day needs while preserving their unique character. Use this strategy for residential, commercial, industrial, and warehouse buildings...*



## *Policy 3.1.3 Promote Rehabilitation and Reuse of Commercial and Industrial Buildings*

*Promote the rehabilitation and reuse of commercial  
and industrial buildings as another means of  
achieving the benefits of infill development.*

**At the October 22, 2020, the Planning and Zoning Commission unanimously recommended approval of the request.**



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# Item 6

## 2020-2021 Annual Action Plan Amendment for CDBG-CV



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The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the left and right sides of the page, framing the central white area where the text is placed.

# 2020-2021 Amended Draft Annual Action Plan



# Purpose

- ▶ Second amendment to 2020-2021 AAP including CDBG, CDBG-CV, HOME funding

# What is the Annual Action Plan?

Plan	Description
Consolidated Plan	5-year funding, activities, need
Annual Action Plan	1-year funding, activities
CAPER	Reports on accomplishments and investments during prior fiscal year

# Housing Division Overview

- ▶ Affordable Housing Production
- ▶ Down Payment Assistance
- ▶ Owner-Occupied Rehabilitation
- ▶ Support Grants
- ▶ Economic Empowerment
- ▶ Neighborhood Revitalization

# Action Plan Priorities

## 2020-2021 Goals

- |   |  |
|---|--|
| 1 | Affordable Housing Preservation and Development      |
| 2 | Reduction of Slum and Blight                         |
| 3 | Addressing Homelessness                              |
| 4 | Improvements to Public Facilities and Infrastructure |
| 5 | Expansion of Available Public Services.              |
| 6 | Economic Development                                 |



# 2020-2021 Allocations

Funding Source	Anticipated Amount
Community Development Block Grant	\$977,960
CDBG-CV	\$1,164,559
HOME Investment Partnership	\$545,511
Local Match Funding	\$328, 695
<b>Total</b>	<b>\$3,016,725</b>

# Programs & Funding

	CDBG	CDBG-CV	HOME
Program Admin	\$195,592		\$190,078
Rehabilitation	\$1,102,376		\$300,000
Public Facilities	\$200,000		
Public Services	\$150,000	\$100,000	
Acquisition	\$150,000		
Clearance/Demolition	\$50,000		
CHDO Reserve			\$300,000
Down Payment Assistance			\$200,000
New Construction			\$1,827,382
Rental Assistance		\$225,301	
Small Business Assistance		\$250,000	
<b>Total</b>	<b>\$1,847,968</b>	<b>575,301</b>	<b>\$2,817,460</b>

# Proposed CDBG-CV Budget

	CDBG-CV1	CDBG-CV3	TOTAL
ADMIN		116,455	116,455
BUSINESS ASSISTANCE	250,000	422,802	672,802
RENTAL ASSISTANCE	225,301		
PUBLIC SERVICE	100,000	50,001	150,001
TOTAL	575,301	589,258	1,164,559

# Proposed Outcomes

- ▶ 45 businesses at \$15,000 benefit (increased from about 15)
- ▶ 150 families at \$1,500 benefit
- ▶ Potential Public Service Projects:
  - Overflow shelter
  - Internet for virtual learning students
  - Meals on Wheels for quarantined

# Public Service Funding

Agency	Program Title	Purpose	Recommended Award
Center for Family Violence	Crisis Recovery Services	Homeless Needs	\$22,000
Martin Pitt Partnership for Children	Parents as Teachers	Youth Development	\$20,000
Boys & Girls Clubs of the Coastal Plain	Club Academy	Youth Development	\$15,000
Habitat for Humanity	Home Building for Low-Income Families	Housing Needs	\$18,000
ECU/ Intergenerational Center	Youth Excelling for Success (YES)/IGCC FIT	Youth Development	\$15,000
Community Crossroads Center	VI-SPDAT Assessments	Homeless Needs	\$10,000
CDBG-CV Public Service	TBD	COVID Response/ Recovery	\$100,000



# Timeline:

- ▶ Public Comment Period Begins: September 1, 2020
- ▶ Public Meeting: September 9, 2020
- ▶ Public Comment Period Ends: September 10, 2020
- ▶ Submission to HUD: September 30, 2020

# Staff Recommendation

- ▶ Staff recommends approval of the Amended 2020-2021 Annual Action Plan for CDBG, CDBG-CV and HOME programs to be submitted to HUD and authorization for the Mayor and/or City Manager to sign any necessary documentation.

# Item 7

Resolution and Lease Agreement  
for Greenville Utilities  
Commission's Use of Parcel  
18875



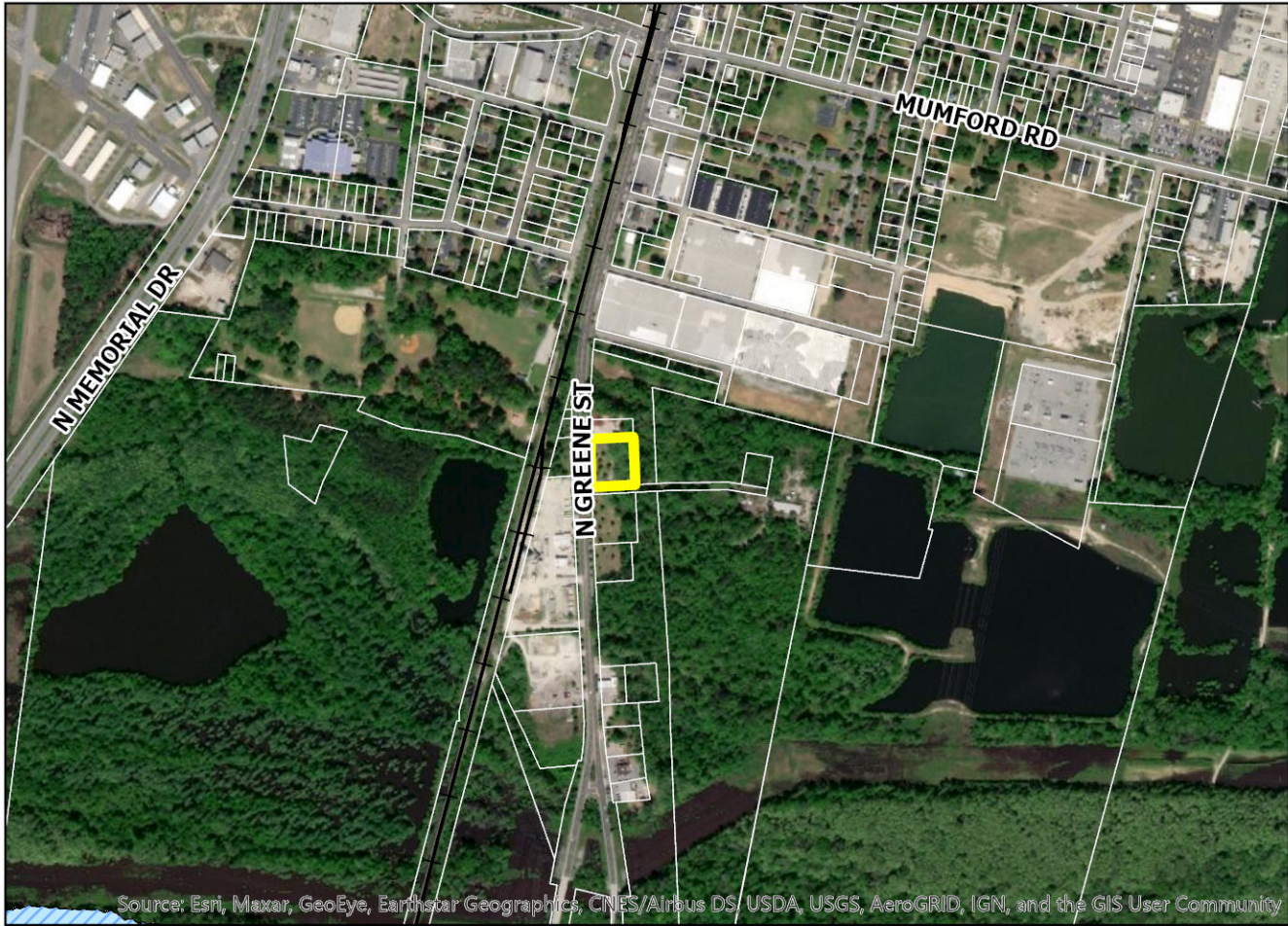
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Resolution and Lease Agreement  
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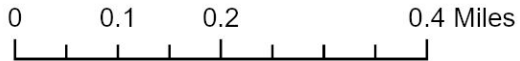
# Background

- ▶ City acquired several parcels along N. Greene Street in 2002
- ▶ Parcel 18875 was acquired with CDBG resources
- ▶ CDBG regulations dictate use of this parcel in perpetuity





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



# Agreement

- ▶ City retains ownership of parcel
- ▶ GUC intent includes installation of pump station
- ▶ GUC will assume physical maintenance the lot
- ▶ GUC assume liability for the property

# Staff Recommendation

Staff recommends approving resolution and lease agreement with GUC for the use of parcel 18875 for a pump station.

# Item 8

## Discussion of 500' Spacing Rule



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# Club Spacing Requirements (est. 2010)

- 500-foot spacing requirement between clubs. Measure from lot lines.
- 500-foot spacing requirement from conforming single-family dwellings/zoning districts. Measure from lot lines.



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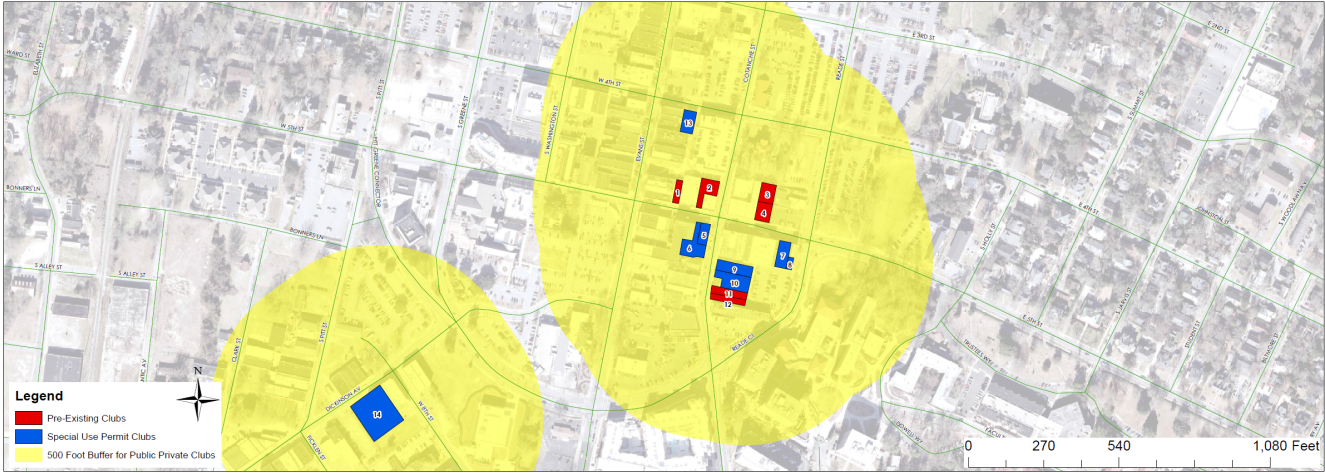


1	Grumpy's Pub
2	Rafters Social Club
3	ECU-occupied
4	ECU-occupied
5	5th St. Annex
6	5th St. Distillery
7	The Way
8	Vacant
9	Still Life
10	Pantana Bob's
11	Mac Billiards
12	Five 19
13	Buggy's Bar

**Legend**

<span style="display:inline-block; width:15px; height:15px; background-color:red; border:1px solid black;"></span>	Pre-Existing Clubs
<span style="display:inline-block; width:15px; height:15px; background-color:blue; border:1px solid black;"></span>	Special Use Permit Clubs
<span style="display:inline-block; width:15px; height:15px; background-color:yellow; border:1px solid black;"></span>	500 Foot Buffer for Public Private Clubs

## Public and Private Clubs (Downtown)



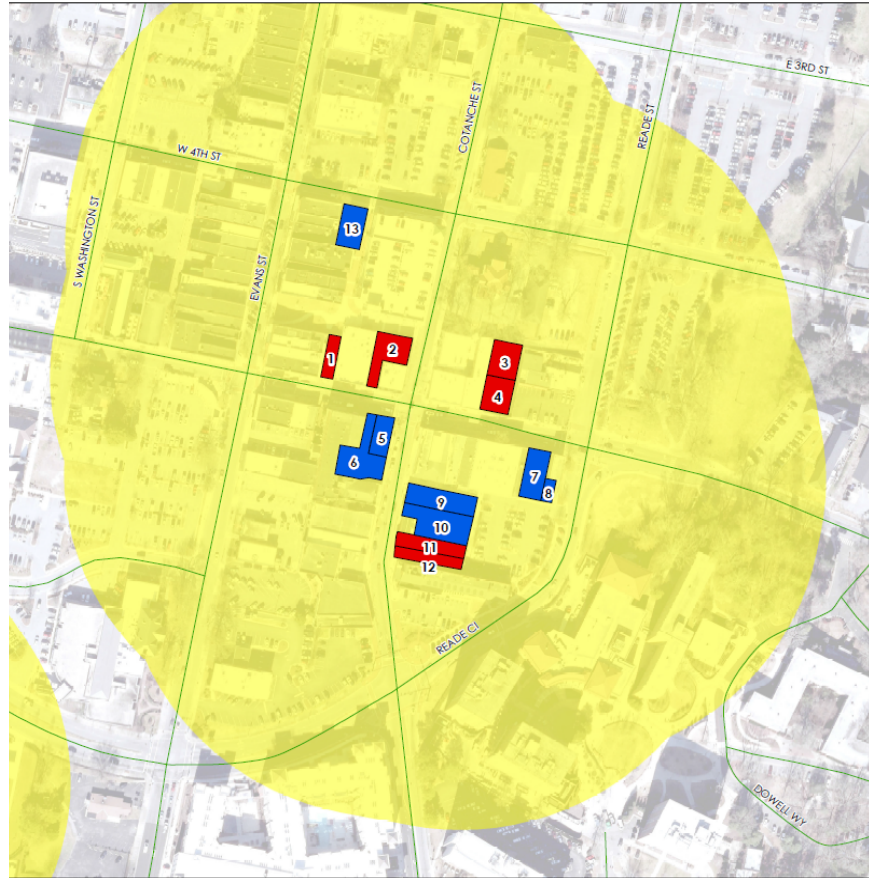
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1	Grumpy's Pub
2	Rafters Social Club
3	ECU-occupied
4	ECU-occupied
5	5th St. Annex
6	5th St. Distillery
7	The Way
8	Vacant
9	Still Life
10	Pantana Bob's
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**Legend**

<span style="display:inline-block; width:15px; height:15px; background-color:red; border:1px solid black;"></span>	Pre-Existing Clubs
<span style="display:inline-block; width:15px; height:15px; background-color:blue; border:1px solid black;"></span>	Special Use Permit Clubs
<span style="display:inline-block; width:15px; height:15px; background-color:yellow; border:1px solid black;"></span>	500 Foot Buffer for Public Private Clubs

## Public and Private Clubs (Downtown)



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# Survey of How Other University-Based Cities Regulate Clubs

Generally, most other university-based cities do not have spacing requirements for clubs between one another or from residential uses. Most do have spacing requirements between clubs and places of worship and schools which are typically 100-400 feet.



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# Club Spacing Requirements for North Carolina Cities

## 5/4/2018

No spacing requirement between clubs in:

- Chapel Hill
- Wilmington
- Boone
- Asheville



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# City Council Meeting

November 12, 2020



**Greenville**  
NORTH CAROLINA

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