



## **Agenda**

### **Greenville City Council Workshop**

**February 7, 2022**

**4:00 PM**

**City Hall Council Chambers, 200 West 5th Street**

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Assistive listening devices are available upon request for meetings held in the Council Chambers. If an interpreter is needed for deaf or hearing impaired citizens, please call 252-329-4422 (voice) or 252-329-4060 (TDD) no later than two business days prior to the meeting.

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**I. Call Meeting To Order**

**II. Roll Call**

**III. Approval of Agenda**

**IV. New Business**

1. Final Presentation by Hunden Strategic Partners Regarding the Greenville Downtown Financial Assessment in Order to Attract New Reinvestment to the Center City Core
2. Presentation of Draft Ordinance on Amending the Rules and Regulations Related to Bars and Clubs
3. Update on Social Districts
4. Public Art Recommendation for the Emerald Loop Intersection Mural at Cotanche Street and Reade Circle
5. Public Art Recommendation for Sculpture to be Located at Dickinson Avenue and Columbia Avenue

**V. Adjournment**





# City of Greenville, North Carolina

Meeting Date: 02/07/2022

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**Title of Item:** Final Presentation by Hunden Strategic Partners Regarding the Greenville Downtown Financial Assessment in Order to Attract New Reinvestment to the Center City Core

**Explanation:** Final presentation by Hunden regarding the findings of their City of Greenville Downtown financial assessment and market study which encompasses financial and economic impact projections as well as an outline of the creation and adoption of potential legislation that would positively impact and attract redevelopment and new development for downtown Greenville.

**Fiscal Note:** No City cost at this time

**Recommendation:** That Council will allow Hunden Strategic Partners to continue to assist with the Downtown Financial Assessment and to allow staff to move forward with listed recommendations.

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City of Greenville,  
North Carolina

Meeting Date: 02/07/2022

**Title of Item:** Presentation of Draft Ordinance on Amending the Rules and Regulations Related to Bars and Clubs

**Explanation:** At the December 6, 2021 City Council Workshop, Planning and Development Services staff presented two options on amending the rules and regulations related to bars and clubs. Since that meeting, staff held two stakeholder meetings. Staff will present a draft ordinance of the proposed changes based on feedback from City Council and stakeholders.

**Fiscal Note:** No direct cost to the City.

**Recommendation:** Hear the presentation from staff and provide feedback for moving forward.



# City of Greenville, North Carolina

Meeting Date: 02/07/2022

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**Title of Item:** Update on Social Districts

**Explanation:** On November 22, 2021, the City Attorney's Office made a presentation to City Council regarding Session Law 2021-150; House Bill 890, entitled An Act to Make Various Changes to the Alcoholic Beverage Control Commission Laws, which included Part 20 (Authorization of Social Districts). The new law, approved on September 10, 2021, creates three new statutes, N.C.G.S. § 153A-145.9 and N.C.G.S. § 160A-205.4 which allows cities and counties to create by ordinance designated social districts in accordance with the third newly created statute N.C.G.S. § 18B-904.1 (Authorization and Regulation of Social Districts).

At the November 22, 2021 meeting, City Council requested City staff to find out and report to City Council what North Carolina cities and counties have created social districts and to also report on considerations for establishing a social district.

The City Attorney's Office has researched and prepared a presentation identifying the known municipalities that have enacted measures to create social districts and considerations for establishing a social district.

**Fiscal Note:** Although the creation of a social district will have fiscal impact, there is no fiscal impact associated with this presentation.

**Recommendation:** The City Council receive City staff's report.

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# City of Greenville, North Carolina

Meeting Date: 02/07/2022

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**Title of Item:** Public Art Recommendation for the Emerald Loop Intersection Mural at Cotanche Street and Reade Circle

**Explanation:** In 2018, the City of Greenville was designated a SmART City by the North Carolina Arts Council. Greenville was the 5th city in North Carolina to receive this designation. The Pitt County Arts Council and the City of Greenville, along with various other stakeholders, formed the SmART Resource Team and worked together to come up with a project that would transform the City Center through the arts.

The project chosen was the Emerald Loop, a multi-modal urban art trail. This is a 5-year plan, with partnerships from the Arts Council, the City, County, and other community stakeholders. The SmART Resource Team hired Haddad/Drugan, an artist/design firm, who spent 9 months working with stakeholders and the community to form the Emerald Loop Vision Plan.

Various projects and an implementation plan were detailed in the Vision Plan, including pavement art designed by Haddad/Drugan to be inlaid at the intersection of Reade and Evans Streets and a district wide lighting plan to offer recommendations and specifications for artistic lighting throughout the City Center.

The pavement art was included in the Emerald Loop Vision Plan. Designed by Haddad/Drugan, this artwork will be inlaid vehicular grade Thermoplastic installed by CACTX, who will be also overseeing the Traffic Management Plan, which will be approved by the City's Engineering Department.

This will be the second intersection mural as part of the Emerald Loop Vision Plan, which will eventually include at least 6 intersection murals (three on 5th Street and another at Dickinson Avenue and Reade Circle). The first intersection mural was completed successfully at the intersection of Evans Street and Reade Circle in June 2021. The Civic Arts Committee and the Emerald Loop Steering Committee are working with the Engineering Department and Public Works Department to work out all logistics. However, the company CACTX will be contracted to implement the project and the Traffic Management Plan so the City staff and services will not be impacted. The expected date of implementation will be mid to late May or June of 2022. Arts Council representatives will work with the City Manager's Office, Engineering Department, Public Works Department, Convention & Visitors Bureau, and Uptown Greenville to make

sure that the road closures will have minimal impact on area businesses and the community. The goal is to complete work on a weekend as to not impact work-week traffic. It is estimated that it will take 2 days to complete, unless there are weather issues, which will add 1-2 days for implementation.

At the February 7th City Council workshop, representatives from the Pitt County Arts Council's Civic Arts Committee will present the details of this project, including a maintenance plan, and the recommendations for implementation for this project.

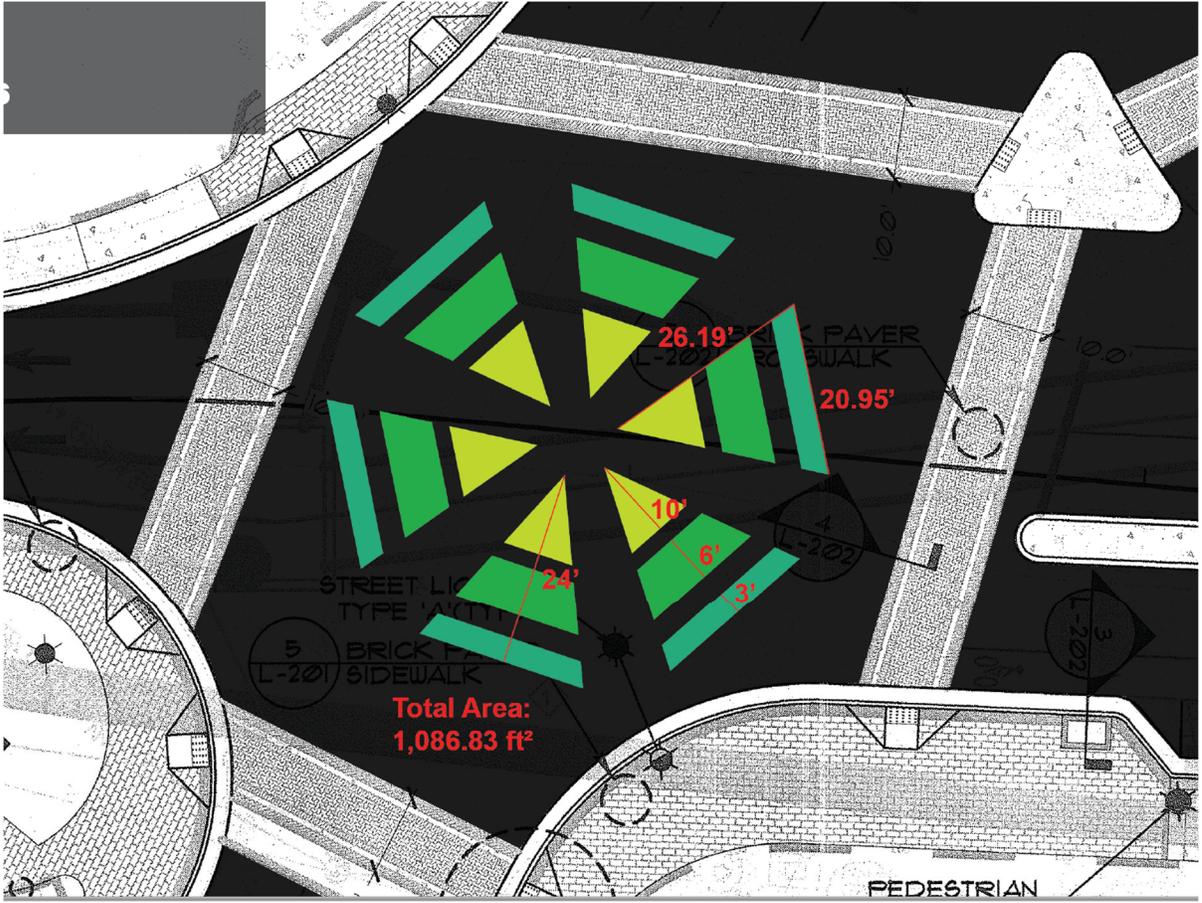
**Fiscal Note:** Approximately \$40,000 is included in the City's Adopted FY 2021-22 Budget to fund this partnership initiative.

**Recommendation:** Receive briefing. No action necessary.

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#### ATTACHMENTS

 [Emerald Loop Cotanche Pavement\\_Mural.pdf](#)



**Intersection Mural at Cotanche Street and Reade Circle Intersection**

Artists: Haddad/Drugan  
Contractor: Cactx  
Material: Duratherm



# City of Greenville, North Carolina

Meeting Date: 02/07/2022

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**Title of Item:** Public Art Recommendation for Sculpture to be Located at Dickinson Avenue and Columbia Avenue

**Explanation:** The proposed piece of public art is a sculpture designed by Greenville artist Jessica Bradsher to represent Greenville's commitment to inclusivity for all members of the community. The core of the sculpture is the actual spiral staircase that was located in the building that once stood on the proposed site for over 30 years. The building was the home of the Paddock Club as well as various other businesses until it was taken down to make way for the construction of the 10th Street Overpass.

The artist will add powder-coated steel to the railings of the original spiral staircase in the colors of the rainbow, which will represent the following: red for life, orange for healing, yellow for sunlight, green for nature, indigo for harmony, and violet for spirit. To increase the height of the work and also deter individuals from climbing on it, a concrete pedestal will be fabricated. A picture of the sculpture is included with the agenda item.

The sculpture is proposed to be located on a piece of NCDOT residue right-of-way located on the southwest side of the 10th Street Connector, off Dickinson Avenue in the vicinity of Columbia Avenue. A map of the proposed installation site is attached with the agenda item.

Per NCDOT's Public Art Policy, a Local Government Agency (City, County, etc.) must sponsor any request to place art on NCDOT transportation right-of-way. In addition, the Local Government Agency shall be responsible for maintaining the public art placed in the NCDOT right-of-way.

The Civic Arts Committee approved the design of the sculpture at their January 5, 2022 meeting. The Pitt County Arts Council and the Civic Arts Committee are now requesting City Council's approval to move forward with the NCDOT permitting process with the City acting as the Local Government Agency sponsoring the project. Upon approval of City Council, the Arts Council and Civic Arts Committee will work with the City of Greenville's Public Works Department on the permitting process with NCDOT, including the logistics and proper process for design, placement, and implementation.

**Fiscal Note:** There is no fiscal impact to the City of Greenville. All funds will be raised by

the Pitt County Arts Council at Emerge. The Arts Council will fund the installation of the sculpture.

**Recommendation:** Receive briefing. No action necessary.

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#### ATTACHMENTS

 [Rainbow Public Art\\_Mural\\_Recommendation.pdf](#)

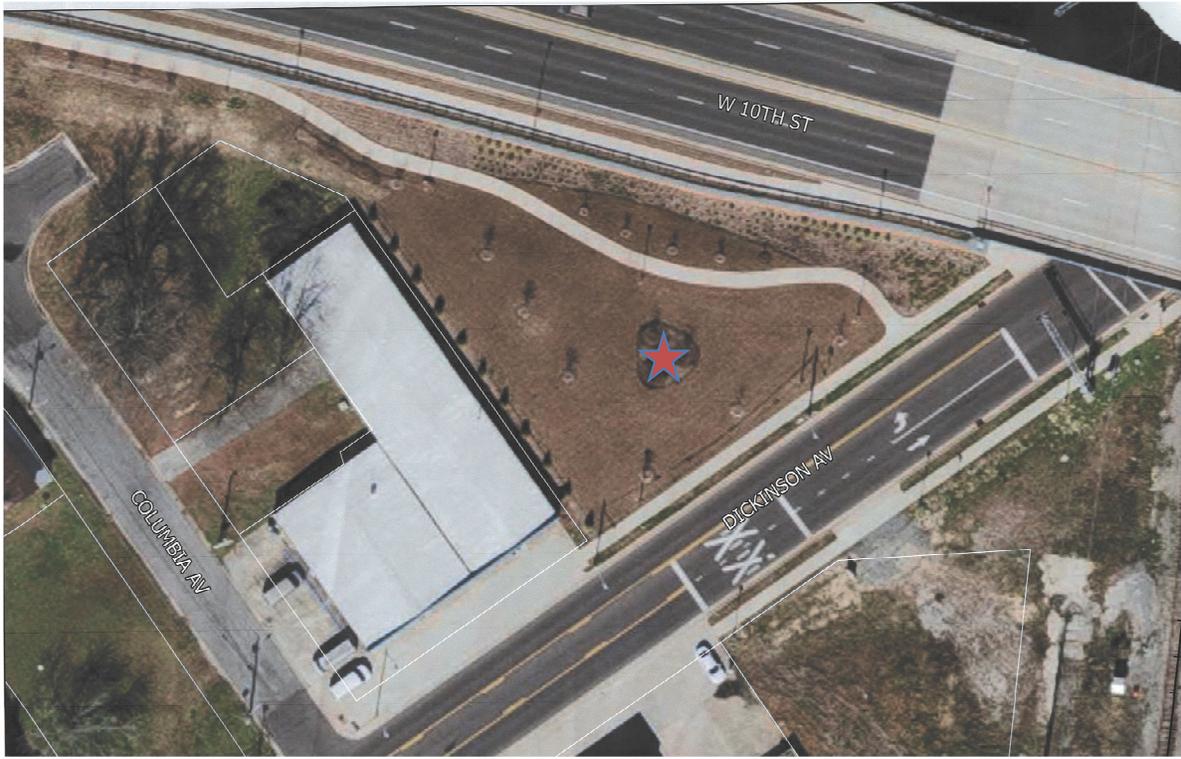


**“Rainbow Sculpture”**

(title may change)

Artist: Jessica Bradsher

Material: Powder Coated Steel, concrete base



★ Proposed Location of Sculpture at Dickinson Avenue and Columbia Avenue