



Agenda

Greenville City Council Workshop

June 10, 2024

4:00 PM

City Hall Conference Room 337, 200 West 5th Street

I. Call Meeting To Order

II. Roll Call

III. Approval of Agenda

IV. New Business

1. Update on the Unified Development Ordinance (UDO) Project
2. Pitt County Arts Council at Emerge Review of Deliverables from the Fiscal Year 2023-24 Contract for Services
3. Downtown Greenville Partnership Review of Deliverables from the Fiscal Year 2023-24 Contract for Services

V. Adjournment



City of Greenville, North Carolina

Meeting Date: 06/10/2024

Title of Item: Update on the Unified Development Ordinance (UDO) Project

Explanation: In February 2024, the City hired Inspire Placemaking Collective to create the City's first Unified Development Ordinance (UDO). This project is a major undertaking, as it will require a comprehensive review and rewrite of both the City's Zoning and Subdivision Ordinances - specifically, Title 9, Chapters 4 and 5. These two ordinances provide development regulations for the City as well as its extraterritorial jurisdiction (ETJ). Regulations include, but are not limited to, setbacks, vegetation and open space requirements, as well as how property can be subdivided. These ordinances have not been comprehensively updated since the 1990s.

A few of the main goals and objectives for this project, which is expected to last 18-24 months, are to create a UDO with the following features:

- Alignment with the goals and action steps of the Horizons 2026: Greenville's Community Plan.
- Alignment with North Carolina General Statute, Chapter 160D and other land use case law.
- A user-friendly format that is understandable by a wide variety of audiences including diagrams and graphics.
- Consideration of conditional zoning.
- Consolidation, deletion and/or modernization of uses and zoning districts, as needed.
- Review and updates to mixed use, parking, lighting and noise standards, as needed.

Inspire Placemaking Collective will provide an update on the project and discuss next steps, including the recent establishment of a UDO Task Force with a diverse group of professionals, stakeholders and staff, which had its first meeting on May 29, 2024.

Additional next steps will include:

- A significant amount of public engagement with multiple in-person and virtual meetings, task force meetings, and presentations to the Planning and Zoning Commission and City Council.
- A centralized project website hosted throughout the project for interested parties.

- Presentation of the final UDO to the Planning and Zoning Commission for a recommendation and the City Council for final adoption. These two meetings will be duly noticed public hearings and will include the opportunity for public comments.

Fiscal Note: No fiscal impact at this time.

Recommendation: Hear the presentation from Inspire Placemaking Collective regarding the project.



City of Greenville, North Carolina

Meeting Date: 06/10/2024

Title of Item: Pitt County Arts Council at Emerge Review of Deliverables from the Fiscal Year 2023-24 Contract for Services

Explanation: One of City Council's adopted strategic goals is to expand artistic, cultural and recreational opportunities for the community. The City's partnership with the Pitt County Arts Council at Emerge serves as a strategic priority used to move this Council goal forward.

The FY 2023-24 Contract for Services between the City and the Arts Council was adopted by Council at the June 5, 2023 City Council meeting. The Contract for Services includes the completion of various tasks (i.e. deliverables) to the City that revolve around the following work plan priorities:

- Arts Administration and Civic Arts Facilitation
- Public Art Program
- SmART City Program: The Emerald Loop

Representatives from the Arts Council will be in attendance at the workshop to present an update to the Council regarding the deliverables as included in the FY 2023-24 Contract for Services.

Fiscal Note: The cost of the FY 2023-24 Contract for Services between the City and the Arts Council is \$91,000.00.

Recommendation: Receive an update from the Arts Council regarding the deliverables as included in the Council Adopted FY 2023-24 Contract for Services.



City of Greenville, North Carolina

Meeting Date: 06/10/2024

Title of Item: Downtown Greenville Partnership Review of Deliverables from the Fiscal Year 2023-24 Contract for Services

Explanation: One of City Council's adopted strategic goals is to expand artistic, cultural and recreational opportunities for the community. The City's partnership with the Downtown Greenville Partnership (DGP) serves as a strategic priority used to move this Council goal forward.

The FY 2023-24 Contract for Services between the City and the DGP was adopted by Council at the September 11, 2023 City Council meeting. The Contract for Services includes the completion of various tasks (i.e. deliverables) to the City that revolve around the following work plan priorities:

- Downtown Beautification
- Organization, Promotion and Sponsorship of Downtown Events
- Implementation of Comprehensive Rebranding Initiative
- Assisting with Public Input and Economic Development Efforts

Representatives from DGP will be in attendance at the workshop to present an update to the Council regarding the deliverables as included in the FY 2023-24 Contract for Services.

Fiscal Note: The cost of the FY 2023-24 Contract for Services between the City and DGP is \$100,000.00.

Recommendation: Receive an update from DGP regarding the deliverables as included in the Council Adopted FY 2023-24 Contract for Services.
