



## **Agenda**

### **Greenville City Council**

**April 10, 2025**

**6:00 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. Invocation - Council Member Marion Blackburn**

**III. Pledge of Allegiance**

**IV. Roll Call**

**V. Approval of Agenda**

**VI. Special Recognitions**

1. Eddie Summers - Recreation and Parks Department Retiree
2. Eric Deans - Fire/Rescue Department Retiree

**VII. Public Comment Period**

The Public Comment Period is a period reserved for comments by the public. Items that were or are scheduled to be the subject of public hearings conducted at the same meeting or another meeting during the same week shall not be discussed. A total of 30 minutes is allocated with each individual being allowed no more than 3 minutes. Individuals who registered with the City Clerk to speak will speak in the order registered until the allocated 30 minutes expires. If time remains after all persons who registered have spoken, individuals who did not register will have an opportunity to speak until the allocated 30 minutes expires.

## **VIII. Appointments**

3. Appointments to Boards and Commissions

## **IX. New Business**

### **Public Hearings**

4. Ordinance requested by Happy Trail Farms, LLC to rezone 16.820 acres located between Stantonsburg Road and the Norfolk Southern Railroad and west of the Southwest Bypass from RA20 (Residential-Agricultural) to I (Industry)
5. Ordinance requested by Hillpointe, LLC to amend the Future Land Use and Character Map for 22 acres from Office/Institutional (OI), Traditional Neighborhood, Medium to High Density (TNMH), and Potential Conservation/Open Space (PCOS) to Mixed Use (MU) for the property located near the northeastern corner of Dickinson Avenue Extension and Allen Road
6. Request for Approval of a Substantial Amendment to the 2024 Annual Action Plan

### **Other Items of Business**

7. 2025 HOME Investment Partnership Fund Commitment for Multi-Family Rental Housing Development

## **X. City Manager's Report**

## **XI. Comments from Mayor and City Council**

## **XII. Adjournment**



# City of Greenville, North Carolina

Meeting Date: 04/10/2025

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**Title of Item:** Appointments to Boards and Commissions

**Explanation:** City Council appointments need to be made to the Affordable Housing Loan Committee, Environmental Advisory Commission, Historic Preservation Commission, Multimodal Transportation Commission, and the Youth Council.

The City Council updated the Boards and Commission Policy on October 9, 2017 to include a provision for extended vacancies: Nominations for Extended Vacancies "In the event there is a vacancy on a City board or commission which has been on the City Council agenda for appointment by City Council for more than three (3) calendar months in which a regular City Council meeting has been held, then any Council Member may make a nomination to fill the vacancy without regard to any other provision relating to who has the authority to make the nomination. If there is more than one nomination, the appointment shall be conducted in accordance with the procedure for nomination and elections in Robert's Rules of Order." Under this provision, the following seats are open to nominations from the City Council:

- 2 seats on the Youth Council

**Fiscal Note:** No direct fiscal impact.

**Recommendation:** Make appointments to the Affordable Housing Loan Committee, Environmental Advisory Commission, Historic Preservation Commission, Multimodal Transportation Commission, and the Youth Council.

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## ATTACHMENTS

[April 2025 Boards and Commissions List.pdf](#)

# Appointments to Boards and Commissions

April 2025

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## Affordable Housing Loan Committee

**Council Liaison:** Council Member Tonya Foreman

Name	District #	Current Term	Reappointment Status	Expiration Date
Bill Redding		First Term	Eligible	February 2025
Robert Kevin Howard		First Term	Eligible	February 2025
Martin Tanski		First Term	Eligible	February 2025

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## Board of Adjustment

**Council Liaison:** Council Member Tonya Foreman

Name	District #	Current Term	Reappointment Status	Expiration Date
Nola Dixon <i>(Council Member Foreman)</i>		Filling Unexpired Term	Ineligible	February 2025

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## Environmental Advisory Commission

**Council Liaison:** Council Member Marion Blackburn

Name	District #	Current Term	Reappointment Status	Expiration Date
Joshua Gardner		First Term	Eligible	April 2025
Robert Shaw		First Term	Eligible	April 2025
Yoshi Newman		First Term	Eligible	April 2025

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## Historic Preservation Commission

**Council Liaison:** Council Member Marion Blackburn

Name	District #	Current Term	Reappointment Status	Expiration Date
David Thompson		First Term	Ineligible	January 2027

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## Multimodal Transportation Commission

**Council Liaison:** Council Member Matt Scully

<b>Name</b>	<b>District #</b>	<b>Current Term</b>	<b>Reappointment Status</b>	<b>Expiration Date</b>
Robert Edwards		Second Term	Ineligible	January 2025

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## Youth Council

**Council Liaison:** Council Member Portia Willis

<b>Name</b>	<b>Current Term</b>	<b>Reappointment Status</b>	<b>Expiration Date</b>
Alanah S Eason	First Term	Resigned	September 2025
Rihanna Knight	First Term	Resigned	September 2025

(2 open seats)

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Seats that are open to nominations from the City Council are highlighted.

Boards and Commissions Applications

<b>Name</b>	<b>Board Applied To</b>	<b>Email Address</b>
Elvis J Maldonado	Affordable Housing Loan Committee	elvis.maldonado@truist.com
Naz M Staton	Affordable Housing Loan Committee	statonn18@outlook.com
William Arcuri	Board of Adjustment	billarcuri@icloud.com
Kyle T Parker	Board of Adjustment	ktparker17@gmail.com
David Newman	Board of Adjustment	newmaniac52@gmail.com
Ivery L Johnson	Board of Adjustment	iveryljohnson@gmail.com
Logan Harrison	Board of Adjustment	harrisonl20@students.ecu.edu
David Newman	Environmental Advisory Commission	newmaniac52@gmail.com
Rajendra Jagad	Environmental Advisory Commission	rjagad@gmail.com
Tim Ferruzzi	Environmental Advisory Commission	theferruzzi@gmail.com
Chris Davis	Environmental Advisory Commission	cndavis320@yahoo.com
Kyle T Parker	Historic Preservation Commission	ktparker17@gmail.com
David Newman	Historic Preservation Commission	newmaniac52@gmail.com
Matthew J Justice	Historic Preservation Commission	justrihthomesenc@gmail.com
Jason Pudlo	Multimodal Transportation Commission	jpudlo@outlook.com
Rajendra Jagad	Multimodal Transportation Commission	rjagad@gmail.com



# City of Greenville, North Carolina

Meeting Date: 04/10/2025

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**Title of Item:**

Ordinance requested by Happy Trail Farms, LLC to rezone 16.820 acres located between Stantonsburg Road and the Norfolk Southern Railroad and west of the Southwest Bypass from RA20 (Residential-Agricultural) to I (Industry)

**Explanation:**

**Required Notices:**

- Planning and Zoning meeting notice (property owner and adjoining property owner letter) mailed on March 4, 2025.
- On-site sign(s) posted on March 4, 2025.
- City Council public hearing notice (property owner and adjoining property owner letter) mailed on March 25, 2025.
- Public hearing legal advertisement published on March 29, 2025 and April 5, 2025.

**Comprehensive Plan:**

The Future Land Use and Character Map recommends office/institutional (OI) at the southwestern corner of the intersection of Stantonsburg Road and the Southwest Bypass transitioning to industrial/logistics (IL) then office/institutional (OI) to the west.

**Industrial/Logistics**

Area is characterized by warehouses and light manufacturing operations and related office uses. It includes the Greenville Industrial Park, airport area, and Southwest Bypass Corridor.

Intent:

- Encourage expansion of light industrial, assembly and research uses.
- Encourage the use of higher-quality building materials and landscaping for highly-visible sites.

Primary uses:

Industrial

Light industrial

Research and assembly

Warehousing

Secondary uses:

Office

Commercial

Office/Institutional

These areas serve as a transition between more intense commercial areas and surrounding neighborhoods. The form of future development should take a more walkable pattern with shorter blocks, buildings near streets, shared parking, and connections to surrounding development.

Intent:

- Provide connectivity to nearby uses (paths, streets)
- Locate new buildings near street on at least one side and accommodate parking to the side or rear of buildings; cluster buildings to consolidate and share surface parking
- Improve/provide public realm features such as signs, sidewalks, landscaping
- Reduce access-points into development for pedestrian and vehicular safety

Primary uses:

Office



Institutional/civic

**Thoroughfare/Traffic Report Summary (Engineering Department):**

Based on possible uses permitted by the requested rezoning, the proposed rezoning classification could generate 239 trips to and from the site on Stantonsburg Road, which is a net decrease of 185 trips per day. Since the traffic analysis for the requested rezoning indicates that the proposed zoning would generate less traffic than the existing zoning, a traffic volume report was not generated.

During the review process, measures to mitigate the traffic will be determined.

**History/Background:**

In 2001, the subject property was part of a large-scale extra-territorial jurisdiction (ETJ) extension and was zoned to its present zoning.

**Existing Land Uses:**

Woodland

**Water/Sewer:**

Water will be provided by Bell Arthur Water Corporation. However, sanitary sewer is not currently available.

**Historic Sites:**

There are no known effects on historic sites.

**Environmental Conditions/Constraints:**

The subject property is not included in the Watershed Master Plan study area. The property drains to the Greens Mill Run Watershed (Tar River Basin). If stormwater rules apply, it would require 25-year detention and nitrogen and phosphorus reduction.

The property is not located in the Special Flood Hazard Area. There are no jurisdictional wetlands, streams and buffers on the property.

**Surrounding Land Uses and Zoning:**

North: RA20 - Two single-family residences and one (1) vacant office.

South: Norfolk Southern Railroad

East: I - Vacant (under common ownership of the applicant)

West: RA20 - Farmland

**Density Estimates:**

- Under the current zoning, the site could accommodate 40-45 single-family lots.
- Under the proposed zoning, the site could accommodate 140,000+/- square feet of manufacturing/warehousing use.
- The anticipated build-out is within 3-5 years.

**Fiscal Note:**

There are no costs to the City.

**Recommendation:**

In staff's opinion, the request is not in compliance with Horizons 2026: Greenville's Community Plan and the Future Land Use and Character Map. Therefore, staff recommends denial.

"Not in compliance with the comprehensive plan" should be construed as meaning the requested zoning (i) is specifically noncompliant with plan objectives and recommendations including the range of allowable uses in the proposed zone, etc... and/or is of a scale, dimension, configuration or location that is not objectively in keeping with plan intent and (ii) does not promote or preserve the desired urban form. The requested zoning is considered undesirable and not in the public interest, and staff recommends denial of the requested rezoning.

The Planning and Zoning Commission voted to deny (6:2) the request at its March 18, 2025 meeting.

If City Council determines to approve the request, a motion to adopt the attached rezoning ordinance will accomplish this. The ordinance includes the statutorily required statement describing whether the action taken is consistent with the comprehensive plan and explain why Council considers the action taken to be reasonable and in the public interest.

If City Council determines to deny the rezoning request, in order to comply with the statutory requirement, it is recommended that the motion be as follows:

"Motion to deny the proposed amendment and to make a finding and determination that the request is inconsistent with the comprehensive plan and to adopt the staff report which addresses plan consistency and other matters."

Note: In addition to the other criteria, the Planning and Zoning Commission and City Council shall consider the entire range of permitted and special uses for the existing and proposed zoning districts as listed under Title 9, Chapter 4, Article D of the Greenville City Code.

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ATTACHMENTS

- Ordinance Happy Trails Farm\_ LLC Rezoning.DOC**
- Text Excerpt\_Happy Trails\_ LLC.pdf**
- Happy Trail Farms LLC APO Map.pdf**
- Happy Trail Farms, LLC Rezoning Survey.pdf**
- List of Uses RA20 to I.pdf**
- Density and Veg Charts.pdf**



LOCATION: Located between Stantonsburg Road and the Norfolk Southern Railroad and west of the Southwest Bypass.

DESCRIPTION: Beginning at a point on the southern right-of-way of NCSR 1200 – Stantonsburg Road, said point being located N 88°50'08" W 751.29' as measured along the southern right-of-way of NCSR 1200 – Stantonsburg Road from a point located where the southern right-of-way of NCSR 1200- Stantonsburg Road intersects the western right-of-way of NC Highway 11 by-pass highway. From the above described beginning, so located, running thence as follows: Leaving the southern right-of-way of NCSR 1200 – Stantonsburg Road, S 05°23'58" W 1,149.77' to the northern right-of-way of the Norfolk Southern Railroad, thence with the northern right-of-way of the Norfolk Southern Railroad right-of-way, S 83°15'21" W 581.63', thence leaving the northern right-of-way of the North Carolina Railroad right-of-way, N 01°07'29" E 1,226.20' to the southern right-of-way of NCSR 1200 – Stantonsburg Road, thence with the southern right-of-way of NCSR 1200 – Stantonsburg Road, S 88°52'31" E 661.86' to the point of beginning containing 16.820 acres.

Section 2. The Future Land Use and Character Map is hereby amendment by re-designating the “Office/Institutional” category to the “Industrial/Logistics” category for the area describe in Section 1.

Section 3. That the Director of Planning and Development Services is directed to amend the zoning map of the City of Greenville in accordance with this ordinance.

Section 4. That the Director of Planning and Development Services is directed to amend the Future Land Use and Character Map of the City of Greenville in accordance with this ordinance.

Section 5. That all ordinances and clauses of ordinances in conflict with this ordinance are hereby repealed.

Section 6. That this ordinance shall become effective upon its adoption.

ADOPTED this 10<sup>th</sup> day of April, 2025.

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P. J. Connelly, Mayor

ATTEST:

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Valerie Shiuwegar, City Clerk  
1203419

**Excerpt from the draft Planning & Zoning Commission Minutes (03/18/2025)**

2. REQUEST BY HAPPY TRAIL FARMS, LLC TO REZONE 16.820 ACRES LOCATED BETWEEN STANTONSBURG ROAD AND THE NORFOLK SOUTHERN RAILROAD AND WEST OF THE SOUTHWEST BYPASS FROM RA20 (RESIDENTIAL-AGRICULTURAL) TO I (INDUSTRY).

*Mr. Denton recused himself from voting as his employer is representing the applicant on a separate piece of property.*

**Motion made by Mr. Collins, seconded by Vice-Chair Woodmansee, to recuse Mr. Denton from voting. Motion passed unanimously excluding Mr. Denton.**

Chris Kelly, Planner II, presented on behalf of City Staff. This subject property is not included in the Watershed Master Plan study area. The property drains to the Greens Mill Run Watershed. If stormwater rules apply, it would require 25-year detention and nitrogen and phosphorus reduction. The property is not located in the Special Flood Hazard Area. There are no jurisdictional wetlands, streams and buffers on the property. The requested zoning could generate a net decrease of 185 trips per day. This property is currently zoned RA20. Under the current zoning, the property could accommodate 40-45 single-family lots. Under the proposed zoning of Industry (I), the property could accommodate 140,000+/- square feet of manufacturing/warehousing use. The Future Land Use and Character Map recommends office/institutional (OI) at the southwestern corner of the intersection of Stantonburg Road and the Southwest Bypass transitioning to industrial/logistics (IL) then office/institutional (OI) to the west. In staff's opinion the requested zoning is not in compliance with the Horizons 2026: Greenville's Community Plan and the Future Land Use and Character Map. Therefore, staff recommends denial.

Chair Brock opened the public hearing.

Mike Baldwin, representative for the applicant, spoke in favor of the request.

No one spoke in opposition of the request.

Chair Brock closed the public hearing and opened board discussion.

**Motion made by Vice-Chair Woodmansee, seconded by Mr. Collins, to recommend denial of the proposed amendment, to advise that it is inconsistent with the comprehensive plan and to adopt the staff report which addresses plan consistency and other matters. Favor: Thomas, Woodmansee, Collins, Hairston, Carter, White. Opposition: Self and Stone Vote: 6:2. Motion passed.**



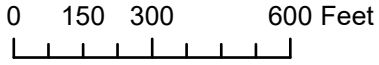
# Happy Trail Farms, LLC

From: RA20

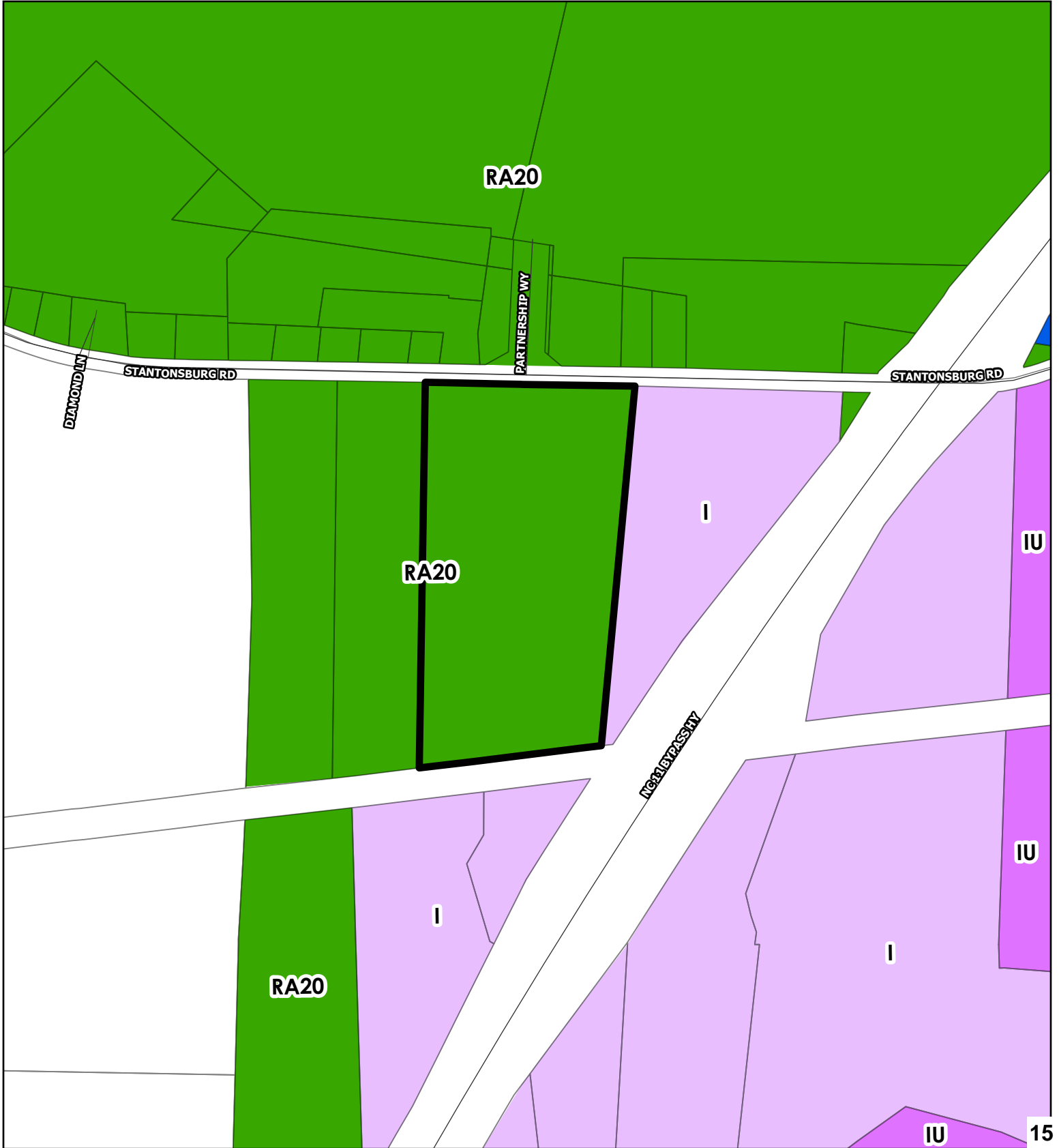
To: I

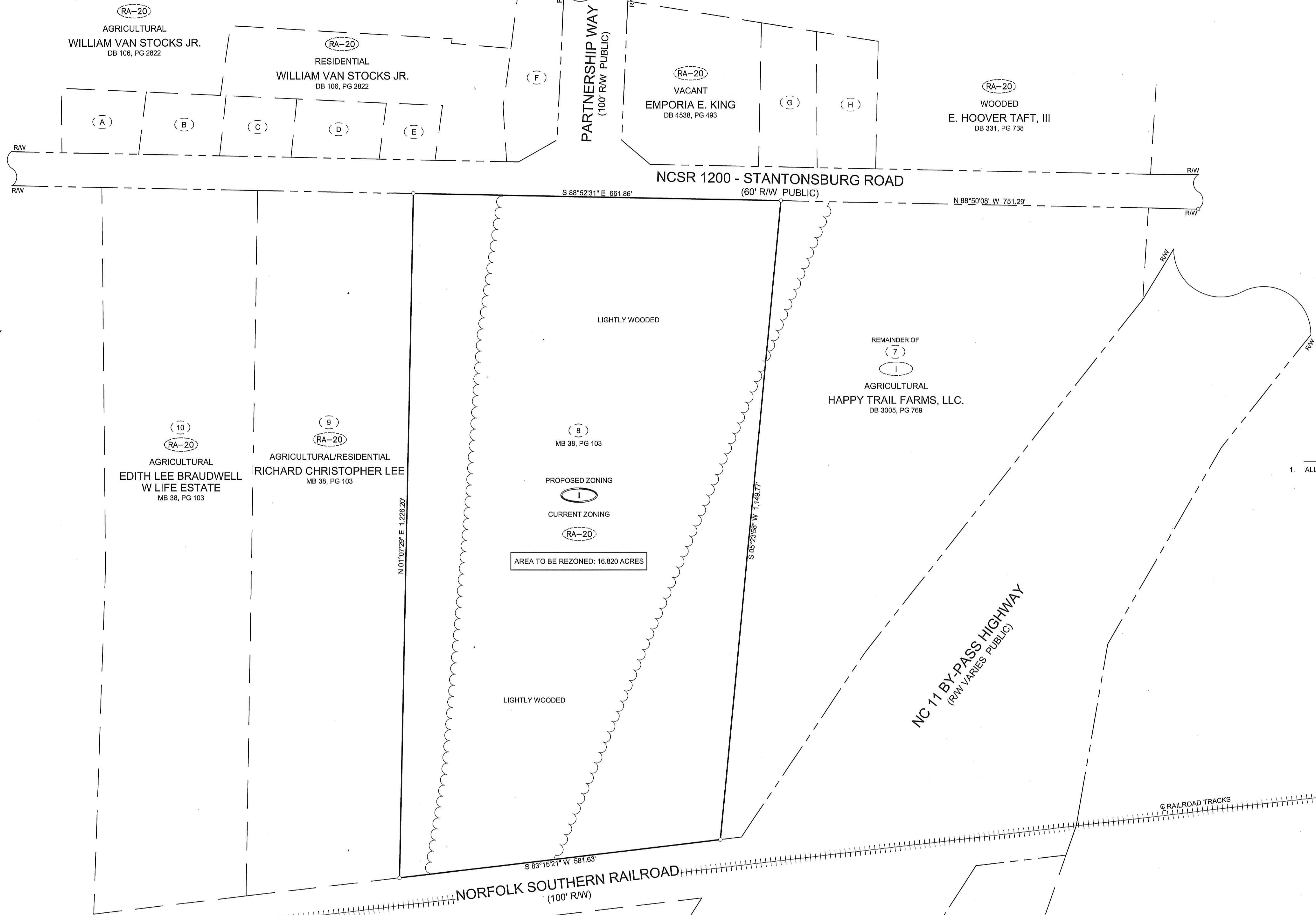
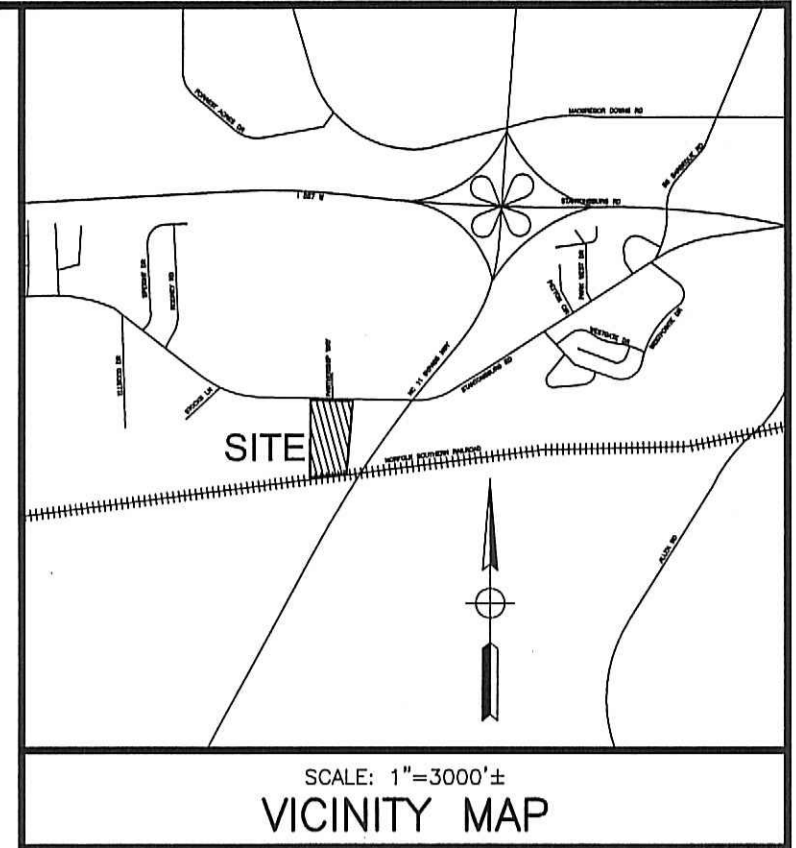
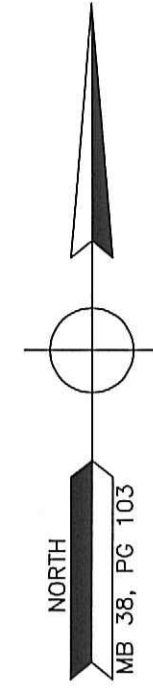
Total Acres: 16.82

March 18, 2025



**Disclaimer:** The GIS data which City of Greenville distributes may not be suitable for other purposes or uses. This data is for informational purposes only and should not be substituted for a true title search, property appraisal, survey, or for zoning verification. All GIS data sets are provided "as is" with no warranty. Please consult primary sources before making any decisions or taking any action.





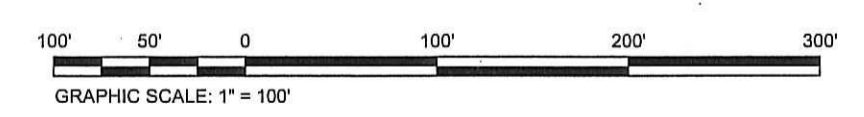
- (A) SINGLE-FAMILY RESIDENTIAL  
CHARLES K. HINNANT AND COMPANY  
DB 4030, PG 763
- (B) SINGLE-FAMILY RESIDENTIAL  
LINDA MARREALE  
DB 2803, PG 65
- (C) SINGLE-FAMILY RESIDENTIAL  
WILLIAM VAN STOCKS, JR.  
DB 347, PG 252
- (D) SINGLE-FAMILY RESIDENTIAL  
WILLIAM VAN STOCKS, JR.  
DB 106, PG 2822
- (E) SINGLE-FAMILY RESIDENTIAL  
WILLIAM VAN STOCKS, JR.  
DB 106, PG 2822
- (F) WOODED  
CITY OF GREENVILLE  
DB 1240, PG 625
- (G) WOODED  
E. H. TAFT JR  
DB 259, PG 93
- (H) WOODED  
E. H. TAFT JR  
DB 259, PG 93

**GENERAL NOTES**  
1. ALL AREAS CALCULATED BY COORDINATE GEOMETRY.



1. CONTRACTOR IS FULLY RESPONSIBLE FOR CONTACTING APPROPRIATE PARTIES AND ENSURING THAT ALL EXISTING UTILITIES ARE LOCATED PRIOR TO CONSTRUCTION.
2. CONTRACTOR IS RESPONSIBLE FOR PLACING BARRICADES, USING FLAG MEN, ETC., AS NECESSARY TO ENSURE SAFETY OF THE PUBLIC.
3. ALL PAVEMENT CUTS, CONCRETE OR ASPHALT, ARE TO BE PLACED ACCORDING TO THE STANDARDS OF THE NORTH CAROLINA DEPARTMENT OF TRANSPORTATION, OR LOCAL JURISDICTION, WHICHEVER IS MORE STRINGENT.
4. SHORING SHALL BE IN ACCORDANCE WITH OSHA TRENCHING STANDARDS, 29 PART 1926, SUBPART, OR AS AMENDED.

**LEGEND**  
R/W = RIGHT-OF-WAY  
B/B = BACK TO BACK  
MBL = MINIMUM BUILDING LINE  
EIP = EXISTING IRON PIPE  
PROP = PROPOSED  
CONC = CONCRETE  
EX = EXISTING  
TYP = TYPICAL

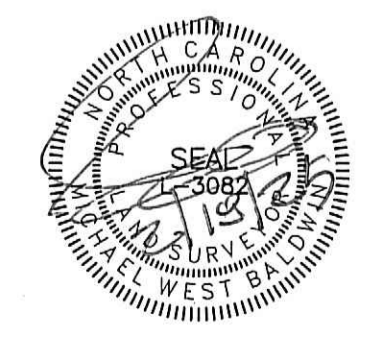


SHEET 1 OF 1  
REZONING MAP  
TAX PARCEL #17108

**HAPPY TRAIL FARMS, LLC.**

REFERENCE: DEED BOOK 2572, PAGE 263 OF THE PITT COUNTY REGISTER OF DEEDS  
ARTHUR TOWNSHIP, PITT COUNTY, N.C.

OWNER: NORTH CAROLINA DISTRICT CHURCH OF THE NAZARENE  
ADDRESS: 10801 JOHNSTON ROAD, SUITE 112  
CHARLOTTE, NC 28226  
PHONE: (704) 540-8300



**Baldwin Design Consultants, PA**  
ENGINEERING - SURVEYING - PLANNING  
625 LYNNDALE COURT, SUITE E  
GREENVILLE, NC 27658 252.756.1390

DESIGNED: MWB	APPROVED: MWB
DRAWN: TWR	DATE: 02/18/2025
CHECKED: MWB	SCALE: 1" = 100'

email: mwbaldwin@baldwindesignconsultants.com

X:\DRAWINGS\25-008 Happy Trail Farms, LLC\Sheet\25-008 REZONING MAP.dwg Tue, Feb 18, 2025 12:45pm MVB/ESA



EXISTING ZONING	
RA20 (RESIDENTIAL-AGRICULTURAL) - PERMITTED USES	
(1) General	
a.	Accessory use or building
c.	On-premise signs per Article N
(2) Residential	
a.	Single-family dwelling
b(1).	Master Plan Community per Article J
f.	Residential cluster development per Article M
k.	Family care homes (see also 9-4-103)
q.	Room renting
(3) Home Occupations - None	
(4) Governmental	
b.	City of Greenville municipal government building or use (see also section 9-4-103)
(5) Agricultural/Mining	
a.	Farming; agricultural, horticulture, forestry (see also section 9-4-103)
c.	Wayside market for farm products produced on-site
e.	Kennel (see also section 9-4-103)
f.	Stable; horse only (see also section 9-4-103)
g.	Stable; per definition (see also section 9-4-103)
h.	Animal boarding not otherwise listed; outside facility, as an accessory or principal use
i.	Beekeeping; minor use (see also section 9-4-103)
(6) Recreational/Entertainment	
f.	Public park or recreational facility
g.	Private noncommercial park or recreational facility
(7) Office/Financial/Medical - None	
(8) Services	
o.	Church or place of worship (see also section 9-4-103)
(9) Repair - None	
(10) Retail Trade - None	
(11) Wholesale/Rental/Vehicle-Mobile Home Trade - None	
(12) Construction	
c.	Construction office; temporary, including modular office (see also section 9-4-103)
(13) Transportation - None	
(14) Manufacturing/Warehousing - None	
(15) Other Activities (not otherwise listed - all categories) - None	
RA20 (RESIDENTIAL-AGRICULTURAL) - SPECIAL USES	
(1) General - None	
(2) Residential	
b.	Two-family attached dwelling (duplex)
g.	Mobile home (see also section 9-4-103)
n.	Retirement center or home
o.	Nursing, convalescent or maternity home; major care facility
o(1).	Nursing, convalescent or maternity home; minor care facility
(3) Home Occupations	
a.	Home occupation; not otherwise listed
b.	Home occupation; barber and beauty shop

c.	Home occupation; manicure, pedicure or facial salon
(4) Governmental	
a.	Public utility building or use
(5) Agricultural/Mining	
b.	Greenhouse or plant nursery; including accessory sales
m.	Beekeeping; major use
n.	Solar energy facility
(6) Recreational/Entertainment	
a.	Golf course; 18-hole regulation length (see also section 9-4-103)
a(1).	Golf course; 9-hole regulation length (see also section 9-4-103)
c(1).	Tennis club; indoor and outdoor facilities
(7) Office/Financial/Medical - None	
(8) Services	
a.	Child day care facilities
b.	Adult day care facilities
d.	Cemetery
g.	School; junior and senior high (see also section 9-4-103)
h.	School; elementary (see also section 9-4-103)
i.	School; nursery and kindergarten (see also section 9-4-103)
(9) Repair - None	
(10) Retail Trade - None	
(11) Wholesale/Rental/Vehicle-Mobile Home Trade - None	
(12) Construction - None	
(13) Transportation - None	
(14) Manufacturing/Warehousing - None	
(15) Other Activities (not otherwise listed - all categories) - None	
<b>PROPOSED ZONING</b>	
<b>I (INDUSTRY) - PERMITTED USES</b>	
(1) General	
a.	Accessory use or building
b.	Internal service facilities
c.	On-premise signs per Article N
d.	Off-premise signs per Article N
e.	Temporary uses; of listed district uses
f.	Retail sales; incidental
g.	Incidental assembly of products sold at retail or wholesale as an accessory to principal uses
(2) Residential - None	
(3) Home Occupations - None	
(4) Governmental	
a.	Public utility building or use
b.	City of Greenville municipal government building or use (see also section 9-4-103)
c.	County or state government building or use not otherwise listed; excluding outside storage and major or minor repair
d.	Federal government building or use
e.	County government operation center
(5) Agricultural/Mining	
a.	Farming; agricultural, horticulture, forestry (see also section 9-4-103)

b.	Greenhouse or plant nursery; including accessory sales
e.	Kennel (see also section 9-4-103)
f.	Stable; horse only (see also section 9-4-103)
g.	Stable; per definition (see also section 9-4-103)
h.	Animal boarding not otherwise listed; outside facility, as an accessory or principal use
i.	Livestock sales pavilion, auditorium, yard, distribution or transshipment facility
j.	Quarrying, mining, excavation and works including material storage and distribution; sand, stone gravel
l.	Beekeeping; minor use (see also section 9-4-103)
(6) Recreational/Entertainment	
f.	Public park or recreational facility
g.	Private noncommercial park or recreational facility
p.	Circus, carnival, or fair
(7) Office/Financial/Medical	
b.	Operation/processing center
c.	Office; customer service, not otherwise listed, including accessory service delivery vehicle parking and indoor storage
g.	Catalogue processing center
(8) Services	
n.	Auditorium
s.	Hotel, motel bed and breakfast inn; limited stay lodging (see also residential quarters for resident manager, supervisor or caretaker and section 9-4-103)
w.	Digital broadcast studio (see also section 9-4-103)
y.	TV and/or radio broadcast facilities, including receiving and transmission equipment and towers or cellular telephone and wireless communication towers
y(4)	Distributed Antenna System (See also 9-4-103 (Q))
z.	Printing or publishing service including graphic art, maps, newspapers, magazines and books
aa.	Catering service including food preparation (see also restaurant; conventional and fast food)
gg.	Vocational rehabilitation center
nn.	Industrial laundries
vv.	Data processing center
(9) Repair	
a.	Major repair; as an accessory or principal use
b.	Minor repair; as an accessory or principal use
c.	Upholsterer; automobile, truck, boat, or other vehicle, trailer or van
d.	Upholsterer; furniture
e.	Furniture refinishing, stripping, or repair facility
f.	Appliance; household and office equipment repair
h.	Appliance; commercial and industrial equipment repair not otherwise listed
(10) Retail Trade	
b.	Gasoline or automotive fuel sales; accessory or principal use, retail
h.	Restaurant; conventional
i.	Restaurant; fast food
cc.	Farm supply and commercial implement sales
dd.	Industrial implement, machinery or tool sales

(11) Wholesale/Rental/Vehicle-Mobile Home Trade	
a.	Wholesale; durable and nondurable goods, not otherwise listed
d.	Rental of automobiles, noncommercial trucks or trailers, recreational vehicles, motorcycles and boats
e.	Rental of tractors and/or trailers, or other commercial or industrial vehicles or machinery
(12) Construction	
a.	Licensed contractor; general electrical, plumbing, mechanical, etc... excluding outside storage
b.	Licensed contractor; general electrical, plumbing, mechanical, etc... including outside storage
c.	Construction office; temporary, including modular office (see also section 9-4-103)
d.	Building supply; lumber and materials sales, plumbing and/or electrical supply including outdoor sales
(13) Transportation	
a.	Railroad freight or distribution and/or passenger station
d.	Truck terminal or distribution center
e.	Parcel delivery service
f.	Ambulance service
g.	Airport and related activities; private
h.	Parking lot or structure; principal use
(14) Manufacturing/Warehousing	
a.	Ice plant and freezer lockers
b.	Dairy; production, storage, and shipment facilities
c.	Bakery; production, storage, and shipment facilities
d.	Stone or monument cutting, engraving
e.	Mobile home repair or rework facility; no sales allowed
g.	Cabinet, woodwork or frame shop; excluding furniture manufacturing or upholstery
h.	Engraving; metal, glass or wood
j.	Moving and storage; including outside storage
k.	Mini-storage warehouse, household; excluding outside storage
l.	Warehouse or mini-storage warehouse, commercial or industrial; including outside storage
m.	Warehouse; accessory to approved commercial or industrial uses within the district; excluding outside storage
n.	Petroleum (bulk) storage facility; excluding retail sales
o.	Feed and grain elevator, mixing, redrying, storage or sales facility
p.	Tobacco redrying or processing plant
q.	Fertilizer or lime manufacture or bulk storage
r.	Manufacture of acid, toxic chemicals or other hazardous materials or explosive products not otherwise listed
s.	Manufacture of nonhazardous products; general, including nonhazardous and nontoxic chemicals and/or materials not otherwise listed
t.	Manufacture of nonhazardous medical supplies or medical products, including distribution
u.	Tire recapping or retreading plant
v.	Bottling or packing plant for nonhazardous materials or products
w.	Bottling or packing plant for hazardous, flammable or explosive materials or products

y.	Recycling collection station or facilities
z.	Metallurgy, steel fabrication, welding
aa.	Meat, poultry, or fish processing or packing plant
bb.	Slaughterhouse
cc.	Manufacture of pharmaceutical, biological, botanical, medicinal, and cosmetic products, and related materials
(15) Other Activities (not otherwise listed - all categories) - None	
<b>I (INDUSTRY) - SPECIAL USES</b>	
(1) General - None	
(2) Residential	
i.	Residential quarters for resident manager, supervisor or caretaker; excluding mobile home
j.	Residential quarters for resident manager, supervisor or caretaker; including mobile home
(3) Home Occupations - None	
(4) Governmental	
f.	Correctional facility
(5) Agricultural/Mining	
m.	Beekeeping; major use
(6) Recreational/Entertainment	
e.	Miniature golf or putt-putt course
i.	Commercial recreation; indoor and outdoor, not otherwise listed
k.	Firearm ranges; indoor or outdoor
(7) Office/Financial/Medical	
a.	Office; professional and business, not otherwise listed
(8) Services	
a.	Child day care facilities
b.	Adult day care facilities
l.	Convention center; private
s(1).	Hotel, motel bed and breakfast inn; extended stay lodging (see also residential quarters for resident manager, supervisor or caretaker and section 9-4-103)
(9) Repair - None	
(10) Retail Trade	
j.	Restaurant and/or dining and entertainment establishment; regulated outdoor activities
(11) Wholesale/Rental/Vehicle-Mobile Home Trade - None	
g.	Mobile home sales including accessory mobile home office
(12) Construction - None	
(13) Transportation - None	
(14) Manufacturing/Warehousing	
f.	Junkyard, automobile graveyard or materials reclamation facility
x.	Sanitary landfill or incinerator; public or private
(15) Other Activities (not otherwise listed - all categories)	
c.	Other activities; commercial services not otherwise listed
e.	Other activities; industrial uses not otherwise listed

# RESIDENTIAL DENSITY CHART

Density Level	Future Land Use and Character Type	Applicable Zoning District(s)	Units per Acre***
High	Uptown Edge (UE)	CDF and CD*	17 units per acre
	Mixed Use, High Intensity (MUHI)	OR	17 units per acre
		R6, MR	17 units per acre
	Residential, High Density (HDR)	R6, MR, OR	17 units per acre
		R6MH	17 units per acre
Medical-Transition (MT)	MR	17 units per acre	
High to Medium	Mixed Use (MU)	OR	17 units per acre
		R6, MR	17 units per acre
		R6A	9 units per acre
	Uptown Neighborhood (UN)	R6S	7 units per acre
	Traditional Neighborhood, Medium-High Density (TNMH)	R6	17 units per acre
		R6A	9 units per acre
		R6S	7 units per acre
Medium to Low	Traditional Neighborhood, Low-Medium Density (TNLM)	R9	6 units per acre
		R9S	5 units per acre
		R15S	3 units per acre
	Residential, Low-Medium Density (LMDR)	R9S	5 units per acre
		R15S	3 units per acre
		RA20	4 units per acre
		MRS	4 units per acre

\* The residential density of the CD zoning district is based on the size of the mechanically conditioned floor area. See Section 9-4-153 in the City Code for development standards.

\*\*\* Maximim allowable density in the respective zoning district.

## BUFFERYARD SETBACK AND VEGETATION SCREENING CHART

For Illustrative Purposes Only

**Bufferyard Requirements:** Match proposed land use with adjacent permitted land use or adjacent vacant zone/nonconforming use to determine applicable bufferyard.

PROPOSED LAND USE CLASS (#)	ADJACENT PERMITTED LAND USE CLASS (#)					ADJACENT VACANT ZONE OR NONCONFORMING USE		PUBLIC/PRIVATE STREETS OR R.R.
	Single-Family Residential (1)	Multi-Family Residential (2)	Office/Institutional, light Commercial, Service (3)	Heavy Commercial, Light Industry (4)	Heavy Industrial (5)	Residential (1) - (2)	Non-Residential (3) - (5)	
Multi-Family Development (2)	C	B	B	B	B	C	B	A
Office/Institutional, Light Commercial, Service (3)	D	D	B	B	B	D	B	A
Heavy Commercial, Light Industry (4)	E	E	B	B	B	E	B	A
Heavy Industrial (5)	F	F	B	B	B	F	B	A

### Bufferyard A (street yard)

Lot Size	Width	For every 100 linear feet
Less than 25,000 sq.ft.	4'	2 large street trees
25,000 to 175,000 sq.ft.	6'	2 large street trees
Over 175,000 sq.ft.	10'	2 large street trees

Street trees may count toward the minimum acreage.

### Bufferyard B (no screen required)

Lot Size	Width
Less than 25,000 sq.ft.	4'
25,000 to 175,000 sq.ft.	6'
Over 175,000 sq.ft.	10'

### Bufferyard C (screen required)

Width	For every 100 linear feet
10'	3 large evergreen trees 4 small evergreens 16 evergreen shrubs

Where a fence or evergreen hedge (additional materials) is provided, the bufferyard width may be reduced to eight (8) feet.

### Bufferyard D (screen required)

Width	For every 100 linear feet
20'	4 large evergreen trees 6 small evergreens 16 evergreen shrubs

Bufferyard width may be reduced by fifty (50%) percent if a fence, evergreen hedge (additional material) or earth berm is provided.

### Bufferyard E (screen required)

Width	For every 100 linear feet
30'	6 large evergreen trees 8 small evergreens 26 evergreen shrubs

Bufferyard width may be reduced by fifty (50%) percent if a fence, evergreen hedge (additional material) or earth berm is provided.

### Bufferyard F (screen required)

Width	For every 100 linear feet
50'	8 large evergreen trees 10 small evergreens 36 evergreen shrubs

Bufferyard width may be reduced by fifty (50%) percent if a fence, evergreen hedge (additional material) or earth berm is provided.

**Parking Area:** Thirty (30) inch high screen required for all parking areas located within fifty (50) feet of a street right-of-way.



# City of Greenville, North Carolina

Meeting Date: 04/10/2025

**Title of Item:** Ordinance requested by Hillpointe, LLC to amend the Future Land Use and Character Map for 22 acres from Office/Institutional (OI), Traditional Neighborhood, Medium to High Density (TNMH), and Potential Conservation/Open Space (PCOS) to Mixed Use (MU) for the property located near the northeastern corner of Dickinson Avenue Extension and Allen Road

**Explanation:** **Comprehensive Plan:**

When property is requested to be rezoned, staff relies on Horizons: Greenville's Community Plan and the Future Land Use and Character Map as a basis for staff's opinion. This is a request to amend the City's Future Land Use and Character Map to designate the future land use for the subject property in anticipation of a rezoning.

The Future Land Use and Character Map recommends Mixed Use (MU) at the northeastern corner of Dickinson Avenue Extension and Allen Road transitioning to Office/Institutional (OI), Traditional Neighborhood, Medium-High Density (TNMH) and Potential Conservation/Open Space (PCOS) to the north and Residential, High Density (HDR) to the east.

**Current Land Use Category:**

Office/Institutional

These areas serve as a transition between more intense commercial areas and surrounding neighborhoods. The form of future development should take a more walkable pattern with shorter blocks, buildings near streets, shared parking, and connections to surrounding development.

Intent:



- Provide connectivity to nearby uses (paths, streets)
- Locate new buildings near street on at least one side and accommodate parking to the side or rear of buildings; cluster buildings to consolidate and share surface parking
- Improve/provide public realm features such as signs, sidewalks, landscaping
- Reduce access-points into development for pedestrian and vehicular safety

Primary uses:

Office

Institutional/civic

### Traditional Neighborhood, Medium-High Density

Primarily residential area featuring a mix of higher density housing types ranging from multi-family, townhomes, and small-lot single-family detached. They are typically located within a walkable distance to a neighborhood activity center. Traditional neighborhoods should have a walkable street network of small blocks, a defined center and edges, and connections to surrounding development.

Intent:

- Provide streetscape features such as sidewalks, street trees, and lighting
- Allow neighborhood-scale commercial or mixed-use centers at key intersections within neighborhoods

Primary uses:

Multi-family residential

Single-family residential attached (townhomes) and detached (small-lot)

Secondary uses:

Institutional (neighborhood scale)

## Potential Conservation/Open Space

Potential conservation/open space land is typically located in areas that contain existing parkland, needed land buffers, exhibit potential for flooding, or are deemed inappropriate for development due to physical or environmental barriers. Some land within this area may not contain barriers to development, or there may be reasonable mitigation. Site analysis is needed to determine development capabilities in these areas.

The Future Land Use and Character Map identifies certain areas as potential conservation/open space. Much of this area is designated based upon data on flood-prone land and environmental constraints that may not correspond precisely with conditions on the ground. Seeing an area designated this way is the beginning of a conversation. When considering rezoning requests or other development proposals, some areas classified as potential conservation/open space may be determined not to contain anticipated limitations on development, or that existing concerns can reasonably be mitigated. In such cases, the future preferred land use should be based on adjacent Land Use and Character designations, contextual considerations, and the general policies of the comprehensive plan.

### Intent:

- Conserve environmentally-sensitive land
- Buffer incompatible land uses with open space
- Provide open space network through the city for recreation
- Conservation/open space buffers adjacent to industrial development should be maintained at a width based on the type of industry and its potential to create compatibility problems
- Greenways and greenway connectors should be maintained to be consistent with the Greenway Plan.

### **Proposed Land Use Category:**

#### Mixed-Use

Small-scale activity centers that contain places to live, work, and shop integrated in a walkable pattern. Mixed use buildings are located close together and near the street. Buildings tend to be smaller than mixed use, high intensity (MUHI), supporting primarily locally-oriented uses and serving as a transition in intensity to nearby neighborhoods.

Intent:

- Vertical mixed-use buildings (residential or office above commercial) as well as various single-use buildings that are integrated in a walkable street pattern
- Accommodate parking on-street, behind or to one side of buildings, or in parking structures; limit curb cuts that break main pedestrian ways; wrap parking structures with other uses or decorative elements; light parking well for safety
- Provide pedestrian and vehicular connection to surrounding development

Primary uses:

Office

Commercial

Multi-family residential

Secondary uses:

Institutional/civic

**Current Conditions:**

Currently, the property is vacant and is zoned RA20 (Residential-Agricultural).

**Thoroughfare/Traffic Report Summary (Engineering Department):**

Based on possible uses permitted by the requested land use, the proposed land use classification could generate 1,044 trips to and from the site on Dickinson Avenue, which is a net increase of 212 additional trips per day (over current land use).

Based on possible uses permitted by the requested land use, the proposed land use classification could generate 1,044 trips to and from the site on Allen Road, which is a net increase of 212 additional trips per day (over current land use).

During the review process, measures to mitigate the traffic will be determined.

**Surrounding Land Uses and Zoning:**

North: R6 - Vacant; RA20 - One (1) vacant lot

South: RA20 - Four (4) single-family residences

East: RA20 - One (1) vacant lot and one (1) single-family residence

West: CG - Two (2) vacant lots; RA20 - One (1) vacant lot and farmland; O - Two (2) vacant lots

**Density:**

- Under the current category, the site could accommodate 100,000-110,000+/- square feet of office space and 65-70 multi-family units.
- Under the proposed category, the site could accommodate 300-310 multi-family units (1, 2 and 3 bedrooms).
- The anticipated build-out is within 2-3 years.

**History:**

On September 8, 2016, the City Council adopted Horizons 2026: Greenville's Community Plan and the Future Land Use and Character Map.

During 2015-2016, the Comprehensive Plan Committee (CPC) held nine meetings to update Horizons: Greenville's Comprehensive Plan. The CPC was comprised of representatives from eight city boards and/or commissions along with invited representation from East Carolina University, Vidant Medical Center, Uptown Greenville, the Home Builders Association, Pitt County Committee of 100, Greenville-Pitt County Chamber of Commerce, and Mayor and City Council Member appointees.

In addition to attendance by the appointed 24 CPC members, Community Partners were also invited to all Committee meetings to review drafts and provide input throughout development of the plan. The Community Partners invited to participate included representatives from various City of Greenville departments, the Town of Winterville, Pitt County Government (Planning Department), Pitt County Schools, Greenville Utilities Commission, and NCDOT. Presentations and summaries from the CPC meetings were posted online following each meeting at the project website.

In addition to these meetings, two open houses were held at the Convention Center and a 2-day workshop was held at the Willis Building.

All meetings, workshops, open houses, and public hearings were advertised in The Daily Reflector. All information related to CPC meetings was posted on the City's website.

The Horizons 2026 update was an important opportunity to study current trends and conditions, re-evaluate the community's priorities, and create a renewed vision for Greenville.

The comprehensive plan serves as a tool that expresses the values, aspirations, and vision of the community, along with goals, policies, and strategies to achieve that vision. It sets forth long-range planning in categories including transportation, housing, environment, and economic development, and weaves these elements through thematic topics.

Horizons 2009-2010 is the City's previous comprehensive plan, and prior plans were adopted in 2004, 1997, and 1992. There are several reasons the Horizons 2010 plan needed to be updated, including:

- Many of the action items have been accomplished;
- The population has grown and changed, resulting in new needs and demands;
- Local, regional, national, and global changes have resulted in a new social, economic, and environmental context; and
- New research and information have expanded the knowledge and thinking about community planning best practices.

During the November 16, 2015 and January 26, 2016 CPC meetings and the 2-day workshop, the draft Future Land Use and Character Map was specifically discussed.

At the 2-day workshop on November 4 and 5, 2015, the draft Future Land Use and Character Maps were presented to gather ideas, input, and comments from all interested parties.

At the January 25, 2016 CPC meeting, the principles discussed related to the draft Future Land Use and Character map were:

1. Infill and redevelopment are priorities
2. Quality design
3. Greater intensity of development in some locations
4. Create well-connected places
5. A vibrant Uptown
6. Create neighborhoods, maintain established ones
7. Protect natural features/amenities
8. Sustainable development practices

Similarities to the past plan:

1. Reduce "strip commercialization" emphasize nodal development
2. Incorporate mixed uses
3. Promote inter-connectivity
4. Create walkable (human-scale) developments

In conclusion, the Horizons 2026: Greenville's Community Plan and the Future

Land Use and Character Map are the result of a year-long process of CPC meetings, workshops, and open houses.

A public meeting was held by the Planning and Zoning Commission, and a public hearing was held by City Council.

On August 8, 2016, the Comprehensive Plan Committee voted unanimously to endorse the Horizons 2026: Greenville's Community Plan and the Future Land Use and Character Map.

On August 16, 2016 the Planning and Zoning Commission voted unanimously to recommend approval of the Horizons 2026: Greenville's Community Plan and the Future Land Use and Character Map.

On September 8, 2016, the City Council voted unanimously to approve the Horizons 2026: Greenville's Community Plan and the Future Land Use and Character Map.

**Fiscal Note:** There are no costs to the City.

**Recommendation:** One of the guiding principles of the Comprehensive Plan Committee (CPC) was "sustainable development practices". The requested mixed-use character still meets the intent of the plan. Staff is of the opinion that this request promotes sustainable development practices and promotes the desired urban form.

In staff's opinion, the proposed Future Land Use and Character Map amendment fulfills the principles that guided the Comprehensive Plan Committee (CPC) and promotes the desired urban form.

Therefore, staff recommends approval.

The Planning and Zoning Commission voted unanimously to approve the request at its March 18, 2025 meeting.

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## ATTACHMENTS

- [Ordinance Hillpointe\\_ LLC FLUM Amendment.DOCX](#)
- [Text Excerpt\\_Hillpointe.pdf](#)
- [Hillpointe, LLC APO Map.pdf](#)
- [Hillpointe, LLC Traffic Report.pdf](#)

ORDINANCE NO. 25-  
AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF GREENVILLE  
AMENDING HORIZONS 2026: GREENVILLE'S COMMUNITY PLAN

WHEREAS, the City Council of the City of Greenville, North Carolina, in accordance with Article 19, Chapter 160D, of the General Statutes of North Carolina, caused a public notice to be given and published once a week for two successive weeks in The Daily Reflector setting forth that the City Council would, on the 10<sup>th</sup> day of April, 2025, at 6:00 p.m., conduct a public hearing on the adoption of an ordinance amending the Future Land Use and Character Map for the following described territory;

WHEREAS, the Horizons 2026: Greenville's Community Plan was adopted on September 8, 2016, by the City Council by the adoption of Ordinance No. 16-055 and includes text and a Future Land Use and Character Map;

WHEREAS, the Horizons 2026: Greenville's Community Plan serves as the City of Greenville's comprehensive plan for zoning purposes and will from time to time be amended by the City Council; and

WHEREAS, the Planning and Zoning Commission and the City Council of the City of Greenville have reviewed the proposed amendment to the Future Land Use and Character Map and a public hearing has been held to solicit public comment.

THE CITY COUNCIL OF THE CITY OF GREENVILLE, NORTH CAROLINA,  
DOES HEREBY ORDAIN:

Section 1. The Future Land Use and Character Map is hereby amended by designating the subject property from Office/Institutional (OI), Traditional Neighborhood, Medium to High Density (TNMH), and Potential Conservation/Open Space (PCOS) to Mixed Use (MU) for the property located near the northeastern corner of Dickinson Avenue Extension and Allen Road.

GENERAL DESCRIPTION: BEGINNING AT THE SOUTHEAST CORNER OF LOT 4A-2, AS SHOWN ON THAT PLAT TITLED "TYSON FARM DIVISION OF LOT 4A", RECORDED IN PLAT BOOK 61, PAGE 93 IN THE OFFICE OF THE REGISTER OF DEEDS FOR PITT COUNTY, NORTH CAROLINA, SAID POINT LYING ON THE NORTH RIGHT-OF-WAY LINE OF DICKINSON AVENUE EXTENSION; THENCE ALONG SAID NORTH RIGHT-OF-WAY LINE THE FOLLOWING THREE (3) COURSES: (1) S64°36'09"W, 138.74 FEET; (2) S64°53'07"W, 70.96 FEET; (3) S64°53'14"W, 314.86 FEET; THENCE LEAVING SAID NORTH RIGHT-OF-WAY LINE, N31°52'01"W, 313.67 FEET; THENCE S65°48'13"W, 142.5 FEET; THENCE N32°44'47"W, 281.93 FEET; S67°16'03"W, 551.41 FEET; THENCE S76°31'16"W, 59.53 FEET; THENCE S83°58'00"W, 58.93 FEET TO A POINT ON THE EAST RIGHT-OF-WAY LINE OF ALLEN ROAD, SAID POINT LYING ON THE ARC OF A CURVE TO THE RIGHT, HAVING A RADIUS OF 2745.00 FEET AND A CHORD BEARING AND DISTANCE OF N24°56'01"W, 223.42 FEET; THENCE NORTHWESTERLY, ALONG THE

ARC OF SAID CURVE AND SAID EAST RIGHT-OF-WAY LINE, A DISTANCE OF 223.48 FEET TO THE END OF SAID CURVE; THENCE LEAVING SAID EAST RIGHT-OF-WAY LINE, N16°01'46"E, 216.91 FEET; THENCE N89°51'56"W, 137.04 FEET TO A POINT ON THE EAST RIGHT-OF-WAY LINE OF ALLEN ROAD, SAID POINT LYING ON THE ARC OF A CURVE TO THE RIGHT, HAVING A RADIUS OF 2745.00 FEET AND A CHORD BEARING AND DISTANCE OF N13°38'50"W, 412.26 FEET; THENCE NORTHWESTERLY, ALONG THE ARC OF SAID CURVE AND SAID EAST RIGHT-OF-WAY LINE, A DISTANCE OF 412.65 FEET TO THE END OF SAID CURVE; THENCE LEAVING SAID EAST RIGHT-OF-WAY LINE, N86°06'49"E, 206.62 FEET; THENCE S20°31'35"E, 237.83 FEET; THENCE N84°46'31"E, 529.15 FEET; THENCE S74°10'32"E, 834.05 FEET TO THE NORTHEAST CORNER OF THE AFOREMENTIONED LOT 4A-2; THENCE S25°25'58"E, ALONG THE EAST LINE OF SAID LOT 4A-2, A DISTANCE OF 453.93 FEET TO THE POINT OF BEGINNING.

Section 2. That the Director of Planning and Development Services is directed to amend the Future Land Use and Character Map of the City of Greenville in accordance with this ordinance.

Section 3. That all ordinances and clauses of ordinances in conflict with this ordinance are hereby repealed.

Section 4. That this ordinance shall become effective upon its adoption.

ADOPTED this 10<sup>th</sup> day of April, 2025.

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P. J. Connelly, Mayor

ATTEST:

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Valerie Shiuwegar, City Clerk  
1203424



**Excerpt from the draft Planning & Zoning Commission Minutes (03/18/2025)**

3. REQUEST BY HILLPOINTE, LLC TO AMEND THE FUTURE LAND USE AND CHARACTER MAP FOR 22 ACRES FROM OFFICE/INSTITUTIONAL (OI), TRADITIONAL NEIGHBORHOOD, MEDIUM TO HIGH DENSITY (TNMH), AND POTENTIAL CONSERVATION/OPEN SPACE (PCOS) TO MIXED USE (MU) FOR THE PROPERTY LOCATED NEAR THE NORTHEASTERN CORNER OF DICKINSON AVENUE EXTENSION AND ALLEN ROAD.

Chris Kelly, Planner II, presented on behalf of City Staff. The requested land use could generate a net increase of 424 trips per day on Dickinson Avenue and Allen Road. This property is currently zoned RA20. This request includes three different current future land use characters. The Future Land Use and Character Map recommends Mixed Use (MU) at the northeastern corner of Dickinson Avenue Extension and Allen Road transitioning to Office/Institutional (OI), Traditional Neighborhood, Medium High Density (TNMH) and Potential Conservation/Open Space (PCOS) to the north and Residential, High Density (HDR) to the east. Under the current land use characters, the site could accommodate 100,000 to 110,000+/- square feet of office space and 65-70 multi-family units. This request is to amend the current land use character to MU, or mixed use. The northeast corner of Allen Road and Dickinson Avenue is currently designated as mixed use on the future land use and character map. Under the proposed land use category of MU, the site could accommodate 300-310 multi-family units. When the Horizons plan was last updated in 2016, we had a Comprehensive Plan Committee. The committee developed these 8 guiding principles when looking at the Future Land Use Plan and where land uses should go. In Staff's opinion, this request of mixed use is in keeping with number 8, which is sustainable development practices. This request aligns with the future land use pattern in this area and staff recommends approval of this request.

Chair Brock opened the public hearing.

Amanda Bambrick, Attorney and representative for the applicant, spoke in favor of the request.

William Rutherford, Vice President of Development, spoke in favor of the request.

Bryan Fagundus, Principal at Ark Consulting Group, for the applicant, spoke in favor of the request.

No one spoke in opposition of the request.

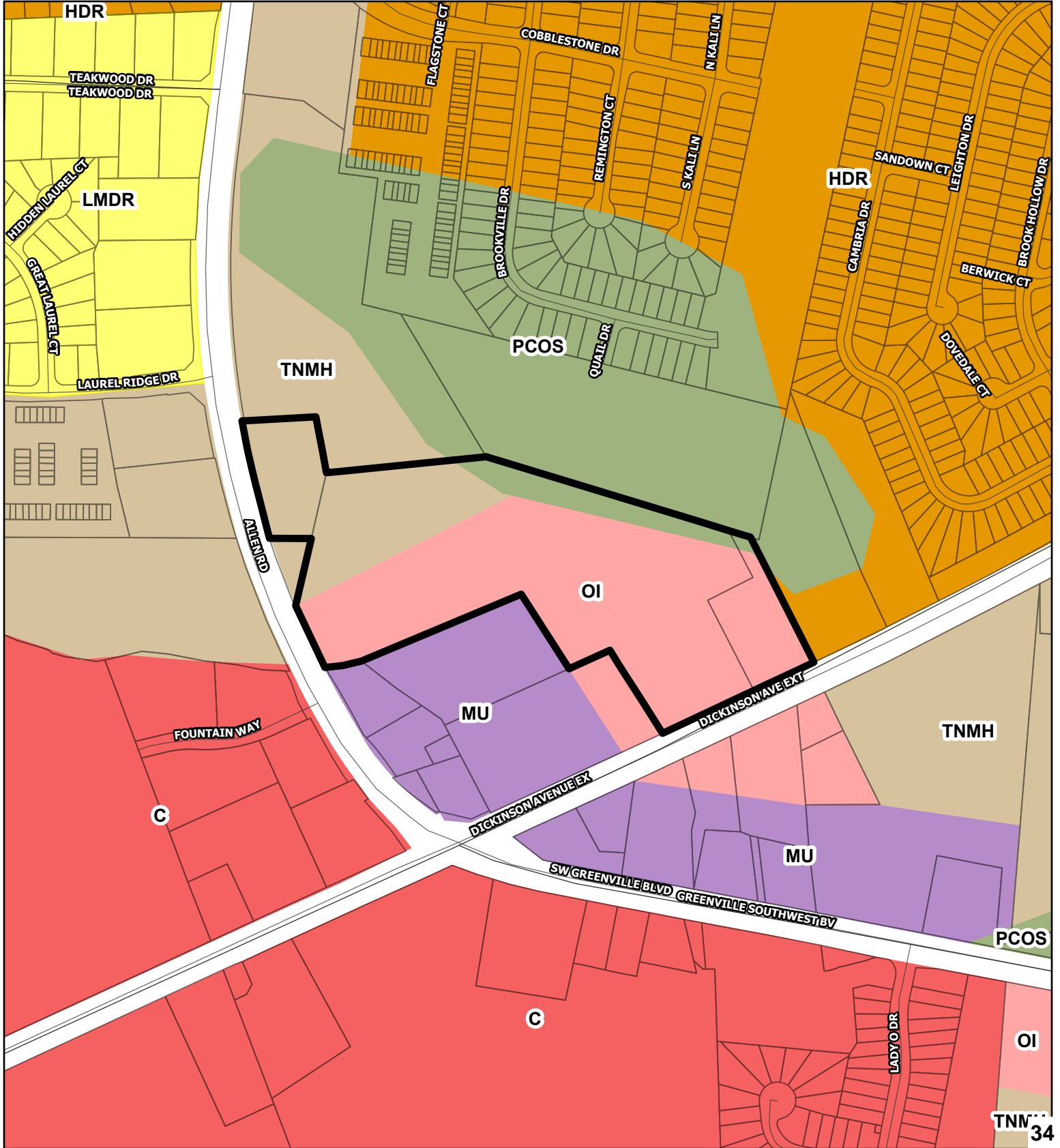
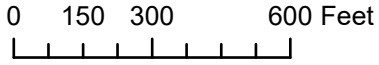
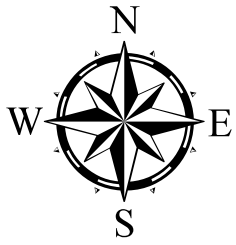
Chair Brock closed the public hearing and opened board discussion.

**Motion made by Mr. Thomas, seconded by Mr. Denton, to recommend approval of the amendment.**

**Motion passed unanimously.**

Hillpointe, LLC  
From: TNMH, OI, & PCOS  
To: MU  
Total Acres: 22  
March 18, 2025

**Disclaimer:** The GIS data which City of Greenville distributes may not be suitable for other purposes or uses. This data is for informational purposes only and should not be substituted for a true title search, property appraisal, survey, or for zoning verification. All GIS data sets are provided "as is" with no warranty. Please consult primary sources before making any decisions or taking any action.



# LAND USE AMENDMENT THOROUGHFARE/TRAFFIC VOLUME REPORT

**Case No:** 25-01

**Applicant:** Hillpointe, LLC

**Property Information**

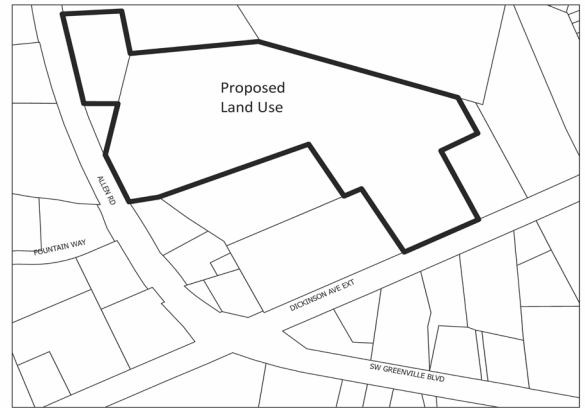
**Current Land Use:** Office and Institutional (OI), Traditional Neighborhood, Medium Density (TNMH), and Potential Conservation/Open Space (PCOS)

**Proposed Land Use:** Mixed Use (MU)

**Current Acreage:** 22 acres

**Location:** northeast corner of Dickinson Ave & Allen Rd

**Points of Access:** Dickinson Ave, Allen Rd



**Location Map**

**Transportation Background Information**

**1.) Dickinson Ave- State maintained**

	<u>Existing Street Section</u>	<u>Ultimate Thoroughfare Street Section</u>
Description/cross section	two lanes - paved shoulder	4-lanes with raised median
Right of way width (ft)	100	no change
Speed Limit (mph)	50	
<b>Current ADT:</b>	9,340 (*)	
<b>Design ADT:</b>	14,800 vehicles/day	41,800 vehicles/day (**)
<b>Controlled Access</b>	<b>No</b>	
<b>Thoroughfare Plan Status:</b>	Major Thoroughfare	
<b>Other Information:</b>	<b>There are no sidewalks along Dickinson Ave that service this property.</b>	

**Notes:** (\*) 2022 NCDOT count adjusted for a 2% annual growth rate  
 (\*\*) Traffic volume based an operating Level of Service D for existing geometric conditions  
 ADT – Average Daily Traffic volume

**Transportation Improvement Program Status:** No Planned Improvements.

**2.) Allen Rd- State maintained**

	<u>Existing Street Section</u>	<u>Ultimate Thoroughfare Street Section</u>
Description/cross section	3-lanes, paved shoulder	4-lanes with raised median
Right of way width (ft)	60	110
Speed Limit (mph)	50	no change
<b>Current ADT:</b>	14,860 (*)	
<b>Design ADT:</b>	16,050 vehicles/day (**)	41,800 vehicles/day (**)
<b>Controlled Access</b>	<b>No</b>	
<b>Thoroughfare Plan Status:</b>	Major Thoroughfare	
<b>Other Information:</b>	<b>There are no sidewalks along Allen Rd that service this property.</b>	

**Notes:** (\*) 2022 NCDOT count adjusted for a 2% annual growth rate  
 (\*\*) Traffic volume based an operating Level of Service D for existing geometric conditions  
 ADT – Average Daily Traffic volume

**Transportation Improvement Program Status:** U-5875 - widen approximately 2.3 miles of Allen Road from two lanes to a four-lane, median-divided roadway from Stantonsburg Road to Dickinson Avenue Extension (U.S. 13).

**Trips generated by proposed use/change**

Current Land Use: 1,664 -vehicle trips/day (\*)

Proposed Land Us 2,088 -vehicle trips/day (\*)

**Estimated Net Change: increase of 424 vehicle trips/day (assumes full-build out)**

(\*) - These volumes are estimated and based on an average of the possible uses permitted by the current and proposed land use.)

**Impact on Existing Roads****The overall estimated trips presented above are distributed based on current traffic patterns. The estimated ADTs on Dickinson Ave and Allen Rd are as follows:****1.) Dickinson Ave, West of Site (25%): "No build" ADT of 9,340**

Estimated ADT with Proposed Land Use (full build) – 9,862

Estimated ADT with Current Land Use (full build) – 9,756

**Net ADT change = 106 (1% increase)****2.) Dickinson Ave, East of Site (25%): "No build" ADT of 9,340**

Estimated ADT with Proposed Land Use (full build) – 9,862

Estimated ADT with Current Land Use (full build) – 9,756

**Net ADT change = 106 (1% increase)****3.) Allen Rd, North of Site (25%): "No build" ADT of 14,860**

Estimated ADT with Proposed Land Use (full build) – 15,382

Estimated ADT with Current Land Use (full build) – 15,276

**Net ADT change = 106 (<1% increase)****4.) Allen Rd, South of Site (25%): "No build" ADT of 14,860**

Estimated ADT with Proposed Land Use (full build) – 15,382

Estimated ADT with Current Land Use (full build) – 15,276

**Net ADT change = 106 (<1% increase)****Staff Findings/Recommendations**

Based on possible uses permitted by the requested land use, the proposed land use classification could generate 1044 trips to and from the site on Dickinson Ave, which is a net increase of 212 additional trips per day.

Based on possible uses permitted by the requested land use, the proposed land use classification could generate 1044 trips to and from the site on Allen Rd, which is a net increase of 212 additional trips per day.

During the review process, measures to mitigate the traffic will be determined. A traffic impact analysis will be required.



# City of Greenville, North Carolina

Meeting Date: 04/10/2025

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**Title of Item:** Request for Approval of a Substantial Amendment to the 2024 Annual Action Plan

**Explanation:** The Neighborhood and Business Services Department, through the Community Development Division, is requesting City Council approval for a Substantial Amendment to the 2024 Annual Action Plan.

The existing funding from the Community Development Block Grant (CDBG) is nearing depletion, while HOME funds and program income from the sale of six homes in Lincoln Park are available for use. As a result of the increased scope and cost of these rehabilitation projects, we are requesting the use of HOME funds and program income to support ongoing and expanded efforts in homeowner-occupied rehabilitation to ensure that rehabilitation services are uninterrupted, reduce the homeowner waiting list, and support the increase in project scale.

This amendment will allow for a targeted approach to assist very low- to low-income homeowners with much-needed housing improvements.

**Proposed Project:**

- **Project Name:** HOME: Rehabs 2024
- **Target Area:** Center City Revitalization Area and West Greenville NRSA
- **Goals Supported:** Improve Housing Access and Quality
- **Needs Addressed:** Housing Affordability and Condition
- **Funding Request:** \$400,000 (Using HOME funds and program income generated from new construction)

The project will assist owner-occupied homes with owners who have annual incomes below 80% of the median area income as defined by HUD by providing rehabilitation services to bring existing housing units up to code. This includes addressing code violations, improving housing conditions, and ensuring a safe, sanitary living environment. The activities covered under this project may include demolition, construction, permitting fees, surveying, lead abatement, credit reports, and closing costs.

Overall, this substantial amendment will ensure that critical rehab services

continue without disruption, addressing the backlog of homeowners on the waiting list while also improving the overall quality and accessibility of housing in the targeted areas.

**Fiscal Note:** Staff will reallocate \$400,000 in HOME funds and program income generated from new construction to continue its Housing Rehabilitation Program as planned for the 2025 Fiscal Year.

**Recommendation:** Staff recommends that City Council hold a public hearing and approve the proposed Substantial Amendment to the 2024 Annual Action Plan to allocate \$400,000 of HOME funds and program income towards the Housing Rehabilitation Program.

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# City of Greenville, North Carolina

Meeting Date: 04/10/2025

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**Title of Item:** 2025 HOME Investment Partnership Fund Commitment for Multi-Family Rental Housing Development

**Explanation:** Provision of affordable housing is an identified priority of the adopted 2023 Consolidated Plan. Partnerships involving an allocation of City of Greenville program funds with developments that also use the NC Low Income Housing Tax Credit (LIHTC) is a common partnership development method utilized by the City. Since 2010, the City has partnered with affordable housing developers that have produced over 500 units of affordable housing.

On February 28, 2025, Neighborhood and Business Services Department, Community Development staff issued a request for proposals to allow interested developers to submit proposals for funding considerations.

The City received 2 applications for funding from the Taft-Mills Group and SEML Development, LLC. The Taft Mills Group is seeking \$1,000,000.00 and SEML Development is seeking \$715,000.00 for supplemental funds for the current North Carolina Housing Finance Agency (NCHFA) Low Income Housing Tax Credit cycle.

- The Taft-Mills Group, an affiliate of Greenville-based Taft Family Ventures, applied for and has been awarded a LIHTC to develop a site located at 1925 Smythewyck Drive where future development proposes one hundred percent (100%) of the units developed be available to citizens who are 55 and older with incomes at or below 80% of the area median income (AMI) adjusted for family size. The proposed development will consist of eighteen (18) one-bedrooms and fifty-four (54) two-bedrooms with rents ranging from \$550-\$995. Of the 72 units, 10% (8 units) will be set aside for vulnerable populations at higher risk of homelessness. This project is shovel-ready and expected to start within the next 60 to 90 days.
- SEML Development, LLC applied for a LIHTC to develop the proposed Arlington Square Apartments. The site is located at 2200 University Suites Drive where future development proposes one hundred percent (100%) of the units developed be available to households with incomes at or below 60% of the AMI adjusted for family size. The proposed development will consist of six (6) one-bedrooms, twenty-four (24) two-bedrooms, and six (6) three-bedrooms with rents ranging from \$463-\$1,716 (utilities included). Of the 36 units, 25% (9 units) will be set aside for populations at 30% or below the area median income.

Assistance will be in the form of a forgivable loan over a 20-year period with the agreement to maintain affordability for all the residents during that period.

**Fiscal Note:** Staff will award \$715,000.00 in HOME ARP Funding to the Taft-Mills Group as gap financing for affordable housing development.

**Recommendation:** Staff recommends that City Council approve awarding Taft Mills Group \$715,000.00 for their Turnbury Trace project, as the project is shovel-ready and has been awarded a LIHTC from NCHFA.

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