

GREENVILLE REDEVELOPMENT COMMISSION MINUTES

February 4, 2013
Greenville, NC

The Greenville Redevelopment Commission met on the above date for a meeting at 5:30 p.m. in the City Council Chambers of the City Hall Building located at 200 West Fifth Street.

COMMISSION MEMBERS PRESENT:

Jeremy King, Vice Chair
Angela Marshall
Pat Dunn

Sharif Hatoum
Mark Woodson, Chair

Richard Patterson
Judy Siguaw

STAFF MEMBERS PRESENT: Jonathan Edwards, Audio; Merrill Flood, Director of Community Development; Tiana Keith, Secretary; Tom Wisemiller, Economic Development Project Coordinator; Carl Rees, Economic Development Manager; Tom Weitnauer, Chief Planner; and Casey Verburg, Economic Development Project Coordinator.

APPROVAL OF MINUTES OF January 7, 2013

Motion was made by Mr. Jeremy King and seconded by Ms. Angela Marshall to approve the January 4, 2013 minutes as amended. Motion carried unanimously.

PUBLIC COMMENT

There was no public comment.

Consideration of Design Contract for Cotanche to Reade Alley

Mr. Rees and Richard King, of Dunn and Dalton, provided background and updates related to the Cotanche to Reade Alley project.

Staff is recommending that the Redevelopment Commission waive competitive procurement in light of the site specific expertise and economies of scale that Dunn and Dalton bring to the project.

Motion was made by Mr. Jeremy King and seconded by Ms. Angela Marshall to waive the competitive procurement process. Motion carried unanimously.

Motion was made by Ms. Judy Siguaw and seconded by Ms. Angela Marshall to hire Dunn and Dalton. Motion carried unanimously.

Review of Potential Zoning Text Amendment Related to Micro-Breweries

Mr. Rees discussed economic development target sectors and strengths in food and beverage sectors.

As we have prepared ourselves to go out and recruit beverage companies we realized our codes for the City never considered the possibility that we would want to locate these microbreweries in Greenville. We have begun conversations with our planning staff about how we might make changes to our City code so that it would be easier to located microbreweries in our urban core.

Mr. Weitnaur discussed potential code amendments.

Mr. Woodson-What you are asking from this committee is an endorsement before it goes before Planning and Zoning?

Mr. Rees-Yes we are interested in your comments and your endorsement if you feel like this is worthwhile.

Ms. Siguaw- I certainly think we want the microbreweries in Greenville. Are you saying that a microbrewery could only located in West Greenville or Center City?

Mr. Weitnauer- Currently as we are starting to draft that would be the case.

Ms. Siguaw- I am not sure that is such a good idea that you are restricting them here. My other question deals with operations. In terms of cover charge, I can see an emerging business putting a small cover charge to cover the cost of a musician. I would be hesitant to do that because we want them to grow.

Mr. Rees- I think what we are envisioning is the smaller scale for the urban core.

Ms. Siguaw- Right but the way this reads is if you are a microbrewery and have grown you would need to leave Greenville. And I think the no wholesale shipping should be taken out.

Mr. Weitnauer-I think the concern was large loading zones clogs up the streets with tractor trailers but we can look into that.

Mr. King-I can assure you if someone wanted to locate something in Dickinson Avenue hopefully they would conform but if they can employee a thousand people shipping beer I would be totally for it. Maybe we should look at what ordinance Kinston has. I support bringing them in and letting them grow. I would favor a much less restrictive geographic

area. Maybe there should be some standard in terms of how much of their product.

Mr. Weitnauer- We wondered about that. How would we require that they sell only their beer, or some percentage of their beer?

Mr. Hatoum- Wouldn't that be from the ABC Board?

Mr. Flood- And that gets to the essence of the comments. When we do this we have to balance it against ABC laws, so it will be a balancing act. I think we all want this new use, but it is about finding the right fit.

Ms. Siguaw-Jeremy mentioned new buildings, but one thing that could be done is put in design restrictions so you don't have a random aluminum building next to historic buildings.

Ms. Dunn-Talk a little bit about the cover charge.

Mr. Weitnauer-I associate cover charge with are large bands that the club had to book to justify their revenue and paying the band. That is the private or public club that gets kind of rowdy.

Mr. Hatoum- If they are going to get a brewery permit, they will not be able to sell liquor. Banning a cover charge will hinder their ability to operate.

Mr. Woodson- We have two choices: accept the information only or make a recommendation to endorsement the action moving forward.

Ms. Siguaw- I think we would just accept the information at this time. We really want to see some revisions

Motion was made by Mr. Jeremy King and seconded by Ms. Judy Marshall to endorse potential changes to the City code that would allow for the location of microbreweries and micro distilleries. Motion carried with five in favor (Patterson and Marshall opposed).

Consideration of Business Plan Competition Applications

Mr. Rees introduced Ms. Verburg, Economic Development Project Coordinator.

Ms. Verburg gave an overview of the Small Business Plan Competition program and each application.

Small Business Plan sub-committee gave comments about each of the applicants.

Staff recommends that the Redevelopment commission make awards in conformance with the program guidelines.

Motion was made by Ms. Judy Siguaw and seconded by Ms. Angela Marshall to allow Jeremy King to abstain from voting on the Game Theory Group application due to potential economic interest. Motion carried unanimously.

Motion was made by Ms. Judy Siguaw and seconded by Mr. Sharif Hatoum to award Game Theory Group \$15,000. Motion carried with six out of seven (King abstained due to potential economic interest).

Motion was made by Ms. Angela Marshall and seconded by Mr. Jeremy King to award the Wright School \$15,000. Motion carried unanimously.

Motion was made by Ms. Judy Siguaw and seconded by Mr. Jeremy King to award Longleaf \$15,000. Motion carried unanimously.

Motion was made by Ms. Angela Marshall and seconded by Mr. Jeremy King to reject Closet Consignment Boutique. Motion carried unanimously.

Consideration of Real Estate Acquisition at 1125 W. 5th Street

Mr. Rees stood in for Mr. Niki Jones to follow up on real estate acquisition target at 1125 W. 5th Street.

Staff recommends making an offer at twenty percent above the tax value at \$3, 948 for the acquisition at 1125 W. 5th Street parcel 08989)

Motion was made by Mr. Richard Patterson and seconded by Ms. Angela Marshall to support acquisition. Motion carried unanimously.

Update on Parking Deck Area Site Design

Mr. Rees introduced Dirk Tyson, lead designer with Rivers and Associates.

Mr. Tyson presented updates on parking deck design and cost estimates.

Mr. King- I do believe we approved public art that comes out of a different budget?

Mr. Rees- Correct.

Mr. King- Is there a separate budget for lighting?

Mr. Tyson- There will probably be a need for two light fixtures from GUC. There will be a

small line item for decorative fixtures.

Ms. Dunn- So the four million dollars that has been allocated will not be adequate to do all of this? Is that what you are saying?

Mr. Tyson- No, ma'am. This project will be built for the original funds. What happened was when everyone envisioned the deck the plans grew. Working with the contractor, they have now scaled it back.

Consideration of Budget Amendments

Mr. Rees suggested amendments to the allotment of Redevelopment Commission funds in order to direct monies to direct funds to projects where they may be expended to advance redevelopment.

Center City Bond Funds

Item	Amount	Inc. or Dec.	New Budget	Notes
Evans Gateway	\$250,000	-\$26,000	\$224,000	\$109,520 payment to DOT
Cotanche to Reade alley improvements	\$275,000	no change	\$275,000	Alley work and elevator core
Uptown Theatre repairs	\$150,000	\$28,000	\$178,000	Environmental abatement cost higher than exp
Dickinson Avenue Streetscape Plan	\$150,000	-\$100,000	\$50,000	DOT covering - remainder to alley work in new
Parking Pay Station - Phase II	\$50,000	no change	\$50,000	Additional installations in Uptown District
First Street parking striping	\$20,000	-\$17,660	\$2,340	Completed with street resurfacing funds
Small Business Plan Competition	\$60,000	\$30,000	\$90,000	Cover two more grants
Reade & Dickinson Corridor Plan	\$90,000	-\$10,766	\$79,234	Contract less than expected
Evans Street public space	\$150,000	\$96,426	\$246,426	Additional funds to cover plazas around parking
719 Dickinson Avenue repairs	\$200,000	no change	\$200,000	Prepare building for occupancy by Go-Science approval by City Council)
Total	\$1,395,000		\$1,395,000	

West Greenville Bond Funds

Item	Amount	Inc. or Dec.	New Budget	Notes
West 5th Streetscape, Phase II design	\$60,000	\$25,000	\$85,000	Additional fees for traffic circle
Acquisition	\$220,000	\$20,000	\$240,000	Per RDC acquisition policy
Commercial Center predevelopment	\$45,000	-\$45,000	\$0	Covered through CDBG
Small Business Plan Competition	\$30,000	no change	\$30,000	Final year of bond funding; supplemented by C funds
Total	\$355,000		\$355,000	

Motion was made by Mr. Jeremy King and seconded by Mr. Richard Patterson to approve budget amendments to Center City and West Greenville revitalization budgets as proposed. Motion carried unanimously.

REPORT FROM SECRETARY

Monthly Financial Report

Mr. Flood: The expenditure reports for West Greenville and the Center City have been submitted for review by the Commission.

Mr. King- The Wayfinding signs are installed and up?

Mr. Flood- They are. Two other items, we will have the planning session on March 18. We will provide an agenda about one week in advance. We look forward to receiving your ideas. Next, in recognition of your new member, Pat Dunn, she has indicated no properties in the Center City or West Greenville.

COMMENTS FROM COMMISSION MEMBERS

Mr. King- I would like to see last year's report and a progress report to look and see how we have done accomplishing the things we set out to do.

Closed Session

Motion was made by Mr. Jeremy King and seconded by Mr. Richard Patterson to go into closed session. Motion carried unanimously.

ADJOURNMENT

Motion was made by Mr. Jeremy King and seconded by Mr. Richard Patterson to adjourn the meeting. Motion carried unanimously.

Respectfully submitted,



Carl J. Rees, Economic Development Manager
The City of Greenville Community Development Department

