

GREENVILLE REDEVELOPMENT COMMISSION MINUTES

March 5, 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:

Dana Johnson
Chris Mansfield, Chair

Don Mills, Vice Chair
Richard Patterson

Judy Siguaw
Mark Woodson

COMMISSION MEMBERS ABSENT:

Jeremy King

STAFF MEMBERS PRESENT: Sandy Gale Edmundson, Secretary; Jonathan Edwards, Audio; Merrill Flood, Director of Community Development; Niki Jones, Community Development; and Carl Rees, Economic Development Manager

APPROVAL OF MINUTES OF MARCH 5, 2013

Motion was made by Ms. Judy Siguaw and seconded by Mr. Mark Woodson to approve the February 5, 2013 minutes. Motion carried unanimously.

PUBLIC COMMENT

There was no public comment.

CONSIDERATION OF BUSINESS PLAN COMPETITION APPLICATIONS

Mr. Jones: There were three carryover applications from the February 5, 2013 Commission meeting. The applicants withdrew the applications and would like to come back during the next grant cycle.

UPDATE ON 423 EVANS STREET PROJECT

Mr. Rees: Released solicitation as dual solicitation for Evans Office and Parking Deck Project request for proposals. Proposals should be received by April 19, 2013. Proposals will be narrowed down to 3 – 4. Presentations will be given to this Commission in May and then on to City Council's May meeting. The start date for the project should be June 2013.

ANNUAL PLANNING SESSION – CONVENE IN CITY HALL ROOM 337

Motion was made by Mr. Don Mills and seconded by Mr. Mark Woodson to continue the Commission’s meeting in Room #337. Motion carried unanimously.

The Greenville Redevelopment Commission moved from the City Council Chambers to Room #337 of the City Hall Building located at 200 West Fifth Street to have an Annual Planning Session.

COMMISSION MEMBERS PRESENT:

Dana Johnson	Don Mills, Vice Chair	Mark Woodson
Jeremy King	Richard Patterson	
Chris Mansfield, Chair	Judy Siguaw	

STAFF MEMBERS PRESENT: Scott Eaton, Economic Development Project Coordinator; Sandy Gale Edmundson, Secretary; Merrill Flood, Director of Community Development; Niki Jones, Community Development; Barbara Lipscomb, City Manager; Carl Rees, Economic Development Manager; and Tom Wisemiller, Economic Development

CITY COUNCIL MEMBERS: Dennis Mitchell

Mr. Rees: The Mission Statement: To assure that Greenville, North Carolina is a better place to live, raise a family, and do business, while improving the safety, security, image, and economic vitality of the urban core and the neighborhoods of West Greenville.

Update on Current Projects:

Mr. Flood: The roundabout will fit into the fabric of the neighborhood. There is no money to proceed. The Intergenerational Center activities need to be addressed here. The Nathaniel Village is the type of development that should be continued in other areas. Along the Albemarle area corridor, businesses need to be established to bring the corridor back. The properties around Sadie Saulter should be acquired to open that area up. Usher in new opportunities where the Imperial Warehouse burned. There needs to be transit activity and Go-Science Activity. The Dream Park is underway and should be open and active by the summer. Tom Taft’s mixed use, apartments and parking deck will transform the area. Five Points Plaza has been a credit to the Redevelopment Commission. Reade and Cotanche Streets offer further opportunities. The Streetscape Master Plan is in place for street development. There is a lot of activity in the Uptown Area. The Greenway is an asset to the community. Merchant’s Alley reflects the contributions in this area like the donation of the Girl Scouts Bench. Dickinson Avenue has the six little pigs. There is a block for redevelopment at 423 Evans Street. On the south side of First Street, a hotel will change the corridor.

Funding and a partnership will allow this to happen. The corridor is creating a street edge. There is a \$13,000,000.00 to \$15,000,000.00 vision for the Town Common and a memorial to Sycamore Hill.

Urban Vision Plan:

Ms. Lipscomb asked Staff to look at the corridor and the Town Common. There is a Development Team who is pulling a number of disciplines together. The team has looked at the concept of the park being a \$13,000,000.00 - \$15,000,000.00 dollar park. Development on the edges would create movement on park. There has been talk with a developer interested in the Reade Street area. There is no draw for a hotel to work anytime soon. There are placeholders at the edges. There will be open land and gardens. A museum could be a draw at the Town Common. There will be a road diet on First Street. First Street vision is not a firestorm. Activate river down to Port Terminal.

Ms. Siguaw: Are there any development proposals for buildings on the south side of First Street?

Ms. Lipscomb. No, developers do not have the desire to assemble land.

Mr. Mills: What would happen to the amphitheatre?

Ms. Lipscomb: I don't know. No specific use has been determined.

Mr. Mansfield: Look at other proposals that came in from consultants, and there may be some ideas. The south side of First Street could be developed. The Commission could use the Bank of America's conference room to have a visioning exercise.

Mr. Woodson: There are multiple owners on the south of the Town Common.

Mr. Rees: With each owner, there are issues (Bank of America, US Post Office, Pitt County Offices, East Carolina University and private).

Ms Siguaw: I am glad to see development being discussed in the area of the Town Common. Nobody is using it. There should be development yet still have park space. East Carolina University's Master Plan is a long way out from being implemented.

Ms. Lipscomb: Twenty to twenty-five percent of the City's tax base is nonprofit.

Mr. Rees: The Evans Street Gateway's road diet is a concern. Rivers and Associates are taking one last look at the gateway. The Center City Hotel – Uptown Hotel Project is the next step. There is joint solicitation by Uptown and the City of Greenville for a feasibility study.

Ms. Siguaw: Do you have plots?

Mr. Rees: There are four to five plots being considered.

Ms. Siguaw: Will the hotel be four stars instead of limited service?

Mr. Rees: We are looking into that.

Mr. Jones: The roundabout at the West Fifth Streetscape Project, Phase II will be the best option.

Mr. Mansfield: The roundabout will help.

Mr. Jones: The Small Business Incubator is on hold. There is not enough data, so the City will mitigate by working with East Carolina University. Greenville SEED has nine people and second has 16 people. Create a place between Greenville SEED and an Incubator.

Mr. Mansfield: How many can SEED program have for ninety days?

Mr. Jones: Started with nine people and now have sixteen. Self Help's space is being used right now and looking for more spaces. Incubator is not stuck on being in West Greenville. The space does not have to be a big structure or grandiose. A commercial center is needed on West Fifth Street. West Fifth Street is a food desert.

Mr. Mansfield: What about Walter Strathy?

Mr. Flood: Kitchen incubator is being looked at by Third Street School.

Mr. Woodson: West Greenville does not have funds.

Carry-over Projects

Mr. Eaton: There are carry-over projects.

- Parking Pay Stations, Phase II

- Civic Art Initiative

- Revitalization Area Marketing

- Small Business Assistance Program

- Uptown Theatre Implementation

- Adaptive Reuse Projects for Historic Structures

- Residential and Mixed Use Projects

- Center City Science Center

- First Street Parking

- Dickinson Avenue Streetscape Design

- CVB Project

Completed Projects

Mr. Eaton: There are completed projects.

Parking Deck Site Analysis
Uptown Pocket Park

Financial Report

Mr. Rees: The money is from the 2004 General Obligation (GO) Bonds. Approximately \$5 million for West Greenville expended from 2005 – 2012.

Land acquisition = \$2.1 million
New home construction = \$863,000
Intergenerational Center = \$740,000
Demolition and maintenance = \$264,000
West 5th gateway project = \$ 1.1 million
Small business programs = \$168,000
W. 5th Streetscape Phase II Design = \$142,000

Approximately \$5 million for Center City expended from 2005 – 2012.

Land acquisition = \$868,148
Streetscape Master Plan = \$135,000
Reade and Cotanche project = \$775,000
Five Points Plaza project = \$738,000
Wayfinding project = \$504,000
Town Common Master Plan = \$50,000
Small business programs = \$179,000
Parking Pay Station project = \$90,000
Merchant's Alley project = \$158,000
Theatre Uptown Design = \$85,000

Expended/committed from 2005 – 2013

Evans Street Gateway project = \$1.25 million
Uptown Theatre repairs = \$150,000
First Street parking project = \$75,000
Dickinson Avenue Design = \$150,000

FY 2012 – 2013 Budget

West Greenville: \$213,000 GO Bond
 \$ 50,000 CDBG

Total: \$263,000

Center City: \$1,499,782 GO Bond
Total: \$1,499,782

Mr. Rees: A large portion of funds have been used.

Discussion of new opportunities

Mr. Mansfield: The Commission has land holdings of eleven parcels totaling \$618,431.00.

Mr. Woodson: City Council priorities need to be known.

Mr. Mills: What does the City and the City Council need the Commission to focus on? What is the source of funding?

Mr. Rees: There are opportunities for public/private ownership. There is less public monies.

Mr. Mansfield: Use what we have as leverage. What can the Commission do without money? The Commission could be a vehicle of consensus in your wisdom along with Uptown Greenville.

Mr. Woodson: What is our role in the current economic conditions? What is our role in this environment?

Mr. Mansfield: Mr. Mitchell, you have history with the Commission.

Councilmember Mitchell: There are opportunities for projects to be funded. The Commission may want to consider a performing arts center instead of an uptown theatre.

Mr. Mansfield: We should depoliticize ideas and leverage opportunities.

Ms. Sigaw: There needs to be a draw to Uptown and what could be put there. Baltimore has the Inner Harbor with the draw there being the aquarium. There needs to be a place for people to have a good time.

Ms. Johnson: Look at Norfolk, Virginia.

Mr. Mansfield: River Park North is a draw.

Ms. Lipscomb: Economic generators are needed. Area along Dickinson Avenue needs a planning study done. An alliance is Uptown Greenville.

Mr. Woodson: Priorities need to be established. What are our top five items that define us as a Commission?

Ms. Siguaw: Without money, we can't really do anything.

Mr. Rees: There are so many ideas that come to us, so we need to figure out viability.

Ms. Johnson: Uptown area has a void and is missing a link. There should be a focal point. Get ECU involved. Get the population at the center point.

Mr. Patterson: The Commission could meet with Uptown about goals.

Ms. Siguaw: There needs to be a draw for the evening and on the weekends that brings volumes of people and what is that?

Mr. King: There are 18 items on the Work Plan and how many have been accomplished?

Mr. Rees: Two items have been completed.

Mr. King: I like Mr. Woodson's idea of five things. The roundabout, the retail space and 600 new apartments should be a draw.

Mr. Rees: Attract activity to Uptown. Partner with Uptown, private sector, and ECU. Staff will bring back list for the Commission to narrow down.

Mr. King: City Council's list of goals will be needed.

Mr. Rees: I will bring back targets to shoot at for the Commission.

Mr. Woodson: How much work are we doing that impacts other Commissions?

Mr. Flood: Reference plan when needed with other Commissions.

ADJOURNMENT

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

Respectfully submitted,

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

