

GREENVILLE REDEVELOPMENT COMMISSION MINUTES

May 7, 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
Chris Mansfield, Chair

Don Mills, Vice Chair
Richard Patterson

Judy Siguaw
Mark Woodson

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

APPROVAL OF MINUTES OF APRIL 2, 2013

Motion was made by Mr. Jeremy King and seconded by Mr. Don Mills to approve the April 2, 2013 minutes. Motion carried unanimously.

UPTOWN GREENVILLE UPDATE

Mr. Rees: Ms. Bianca Shoneman, Executive Director of Uptown Greenville, is present to give an update.

Ms. Shoneman: In June 2012, I became the first full time Executive Director. There is an office manager who works 8 – 10 hours per week. Uptown Greenville is a 501 3(c) organization. The mission of Uptown Greenville is to be the voice of the downtown community and to promote and support quality economic, cultural and residential development in Uptown Greenville. There is an Executive Committee of 13 members, there is a Board of Directors of 23 members and Committees (Growth Team, Events and Branding, and Advocacy and Membership) have been established. Uptown is managed through these committees. Preservation looks good and works well. Uptown Greenville partnered with an estimated 600 volunteers from June 2012 – April 2013. The per acre tax value in Uptown Greenville is 46 times greater than Pitt County's per acre value. More tax dollars are generated per acre in the Commercial Business District (CBD) than anywhere else in the county. In Uptown Greenville, the perception of crime is greater than actual incidents of crime. Thirty-seven percent is the total taxable real estate in the CBD. The tax value in 2000 = \$206,020 and in 2009 = \$1,073,092.

Mr. Mansfield: Uptown carries the message out.

Ms. Shoneman: The 2013 – 2014 Uptown Work Plan has been established. There needs to be continued communication between Uptown and the Redevelopment Commission.

Mr. Mansfield: There needs to be a reverse commute. Live uptown above retail and commute outward.

The Redevelopment Commission thanked Ms. Shoneman for the presentation.

EVANS STREET OFFICE BUILDING PROJECT UPDATE

Mr. Rees: Despite the best efforts of City staff and the Redevelopment Commission members working on the committee for the 423 Evans Street office building project, the second round of proposals received for the project remained at price points that were unaffordable for the potential users of the building. There were three responses to the solicitation with one not being acceptable. Proposal #1 is by Community Smith and Proposal #2 is by Moore and Piner. Lease rates remained well above the \$10 - \$15 rates typical in the Uptown District and sale per square foot prices remained too high for the institutional partner. Both the Convention and Visitors Bureau and the institutional partner have formally withdrawn from the project leaving no users for the building. The property will be used as a cut through to the Moseley parking lot where the deck will be built.

Mr. Woodson: Doing both projects at the same time would save money. By doing the parking deck first, Evans Street will be tied up twice.

Mr. Rees: Timing is not right for the building project. Once the deck is built the building becomes more complicated.

Mr. Mansfield: Synergies are missing now. Partners will be needed for the building to be built. There may need to be an alley into the lot with an access to Evans and Fifth Street to assist businesses in the area.

Mr. Rees: Staff is recommending that the Commission set aside the office building project. Other options for usage of the vacant lot should be considered as part of the Commission's work plan for FY 13-14.

REVIEW OF DRAFT 2013 – 2014 WORK PLAN

Mr. Rees: The mission statement of the work plan is 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. The Redevelopment Commission's overarching mission for 2013 – 2014 fiscal year is to help put together processes, plans and people to achieve success.

The Commission will prioritize five areas for action in FY 2013-2014.

1. West Fifth Streetscape Phase II Construction

Completed Phase I. Completed 60% - 70% with Phase II includes roundabout.

2. West Greenville Commercial Center

Acquired land in two blocks. Smaller business people need a decent affordable commercial space in West Greenville.

Ms. Sigaw: An incubator is not as much of a need when East Carolina University or Pitt Community College who have small business development centers can be contracted. This will be a draw for Uptown.

Mr. Mansfield: A commercial center will help in West Greenville, because the parcels are there.

Mr. Rees: Two additional parcels are needed in the two blocks.

Mr. King: Those parcels are high priority and needed to have control.

Mr. Rees: Predevelopment planning needs to occur with a call for developers. Apply through Housing and Urban Development (HUD) programs.

Mr. Mansfield: Will this be worked into the budget?

Mr. Rees: Yes.

Mr. King: Acquisition of these parcels on these two blocks is most important.

3. Dickinson Avenue Area Redevelopment

Mr. Rees: There needs to be a market study about what are issues.

Mr. Woodson: Will Tenth Street and Dickinson Avenue connect?

Mr. Rees: No, exit Tenth Street onto Dickinson Avenue.

Mr. King: With the Department of Transportation (DOT) project, Dickinson Avenue will be a brand new road.

Mr. Rees: Engineering and Design Firm will have design in next six months and in eight months have design done. There will be sidewalks, public art, and streetscape enhancements.

4. First Street Redevelopment and Town Common Master Plan Implementation

Mr. Rees: There is single and dual ownership of property which makes assembly of property easier. The Town Common is a sensitive issue and needs to be discussed. Investment will make development across the street occur. There is a river study being done, so there will be a synergy between the two (Town Common and river study).

Mr. King: It will cost \$20,000 to restripe street.

Mr. Rees: This will be done by August 2013.

Mr. Mansfield: The south tar greenway has introduced folks to the river. The Town Common can be a center for greenways.

5. Downtown Draw

Mr. Rees: Uses such as living and working in Uptown needs to occur like hotels, residential and mixed use, science center, uptown theater. Evans Street property needs to be improved. Adjacent property owners want to see properties improved.

Mr. King: Evans Street property needs to be top priority and needs to be accomplished quickly.

Mr. Rees: Put on June agenda for more discussion to get to quickly.

Mr. Mansfield: Neighboring businesses may have ideas. There could be public art and music on the streets.

Carry-over Items

1. Parking Pay Stations
2. Civic Art
3. Small Business Assistance
4. Adaptive Reuse
5. Mixed Use Projects
6. Marketing
7. First Street Parking

Key Budget Drivers

1. Reduced funding need for Evans Gateway.
2. Need to make improvements to Evans Street property.
3. Need to expend all bond funds by end of 2014.

Fiscal Year 2013 – 2014 Budget

Center City Bond Funds

Evans Gateway (\$250,000) Gateway treatment at 10th and Evans

Cotanche to Reade alley improvements (\$275,000) To facilitate redevelopment of East Fifth Street commercial buildings

Uptown Theatre repairs (\$148,000) Repair of fly-loft and interior cleaning and demolition

Dickinson Avenue Streetscape Plan (\$150,000) Paid out to NCDOT as part of Dickinson Avenue planning process

Parking Pay Station – Phase II (\$50,000) Installation around Pitt County Courthouse Area

First Street parking striping (\$20,000) Per First Street parking plan

Small Business Plan Competition (\$60,000) Final year of bond funding

Reade and Dickinson Corridor Plan (\$90,000) Supplemental by \$10,000 from Brownfield grant for market driven study

Evans Street public space (\$150,000) Create public venue and walkway at 423 Evans in the event that office building not constructed

719 Dickinson Avenue repairs (\$200,000) Prepare building for occupancy by Go-Science (required approval by City Council)

Center City Total **\$1,393,000**

West Greenville Bond Funds

West Fifth Streetscape, Phase II design (\$60,000) Complete design project

Acquisition (\$220,000) Per RDC acquisition policy

Commercial center predevelopment (\$45,000) Fifth Street and Vance area

Small Business Plan Competition (\$30,000) Final year of bond funding; supplemented by CDBG program funds

West Greenville Total **\$355,000**

PUBLIC COMMENT

Mr. Harry Stubbs, Chair of the Bicycle/Pedestrian Commission and FROGGS would like to strategically partner with the Redevelopment Commission.

Mr. Mansfield: There will be bike lanes on First Street.

CONSIDERATION OF 2013 – 2014 WORK PLAN

Mr. Rees: Staff recommends that the Redevelopment Commission adopt the 2013 – 2014 work plan and budget and forward to the Greenville City Council for consideration.

Mr. Mansfield: The Commission needs to act on this plan.

Ms. Siguaw: Does the plan need to be revised to reflect the Evans Street change.

Mr. Rees: Changes have been made to the plan.

Mr. King: Evans Street should be given priority.

Mr. Woodson: Are they in the order of priority?

Mr. Rees: No.

Mr. King: Excellent job by Staff by putting plan together.

Mr. Woodson: Modify by making Evans # 6 before carryover items.

Motion was made by Mr. Mark Woodson and seconded by Ms. Judy Siguaw to recommend that the Redevelopment Commission adopt and forward the 2013 – 2014 work plan and budget to the Greenville City Council for consideration.

REPORT FROM SECRETARY

Monthly Financial Report

There were no expenditures.

COMMENTS FROM COMMISSION MEMBERS

Mr. King: The burned building on Fifth Street is no longer there. Thank you.

Mr. Mills: Bianca gave a great presentation. Mr. Stubbs is doing a great job.

ADJOURNMENT

Motion was made by Mr. Mark Woodson and seconded by Ms. Judy Sigaw to adjourn the meeting. Motion carried unanimously.

Respectfully submitted,

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