

GREENVILLE REDEVELOPMENT COMMISSION MINUTES

March 6, 2012
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 Coles
Evan Lewis

Don Mills
Terri Williams, Chair

Mark Woodson

COMMISSION MEMBERS ABSENT:

Chris Mansfield, Vice-Chair

Judy Siguaw

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

ADDITIONS TO THE AGENDA

Mr. Rees: There are two additions to the agenda. Item V. is an update of the progress of the Go Science Center and Item VI. is the Draft CDBG/Home Annual Action Plan presented by Sandra Anderson. Commission members agreed by consensus to add the two agenda items.

APPROVAL OF MINUTES OF FEBRUARY 7, 2012

Motion was made by Mr. Mark Woodson and seconded by Ms. Dana Coles to approve the February 7, 2012 minutes. Motion carried unanimously.

UPDATE OF THE PROGRESS OF THE GO SCIENCE CENTER

Mr. Roger Conner of Go Science thanked the Commission for doing something good in the community. Brownfield grant monies were used to remove the environmental concerns on the property. There will be permanent exhibit space, temporary exhibit space, the Challenger Learning Center, and the Multipurpose/Flex Space. Richard Johnson of the East Group donated his services for conceptualization with our Board of Directors. Program Prioritization, Phase Planning, Building Design Master Plan, Construction Budgeting and Estimating and Capital Fundraising Mobilization will begin. What is valued by investing in Go Science? It says that science has a place in the community. Volunteer, donate and be involved in Go Science. Are there any questions?

Mr. Mills: What is the opening date?

Mr. Conner: This summer is the opening date.

Ms. Williams: How do you approach the Exhibit Master Plan?

Mr. Conner: People in the community, families, parents, community leaders, professors and teachers become involved.

Ms. Williams: How are we doing with fundraising?

Mr. Conner: We are doing well with the capital campaign. I will return to the Commission when I have more information.

PRESENTATION OF THE DRAFT 2012 – 2013 CDBG HOME ANNUAL ACTION PLAN

Ms. Anderson: The Top Priorities and Goals of the plan are: the owner occupied rehabilitations; homeownership; acquisition and demolition of substandard units; new construction; conversion of rental units to homeownership; development of commercial corridor; streetscape; support nonprofits; and eliminate lead-based hazards. Schedule/Citizen Participation includes: first public hearing; nonprofit funding approval process; community meeting; Redevelopment Commission review; continuum of care review; Affordable Housing Loan Committee review; citizen comment period; final public hearing/City Council approval; and send to HUD for approval.

Proposed Program Activities

<u>Activity</u>	<u>HOME Investment Partnership</u>	<u>CDBG</u>
Administration/Planning	38,700	156,200
Housing Rehabilitation	140,000	206,837
Down payment assistance	40,000	0
CHDO/new construction	168,537	0
Public service (nonprofit)	0	68,000
Public facility improvement	0	80,000
Acquisition of substandard properties	0	150,000
Clearance/demolition	0	35,000
Relocation assistance	0	35,000
Economic development	0	50,000
Total	<u>387,237</u>	<u>781,037</u>

Ms. Anderson: Are there any questions?

There were no questions.

PUBLIC COMMENT PERIOD

There was no public comment.

CONSIDERATION OF BUSINESS PLAN COMPETITION GRANT (CONTINUED FROM FEBRUARY 7, 2012 MEETING)

Mr. Jones: The applicant for Against the Grain Record Company is Mr. Chris Bratcher. The application is for the West Greenville Redevelopment area to provide the youth in West Greenville an outlet and place to display and improve their musical ability. Seeks \$15,000 to expand his current business by purchasing additional equipment and relocate into a larger space. The subcommittee discussed the need for Mr. Bratcher to have a more focused business plan.

Mr. Woodson: I am impressed by the energy of Mr. Bratcher. The major issue is with the cash flow.

Mr. Mills: There is potential need to fine tune the business plan.

Ms. Williams: I agree.

Mr. Jones: Staff recommends that the Redevelopment Commission select applications for award that are in compliance with the adopted guidelines for the Small Business Plan Grant Program.

Motion was made by Mr. Don Mills and seconded by Mr. Mark Woodson to deny the application for Against the Grain Record Company. Motion carried unanimously.

DISCUSSION OF 2012 – 2015 REVITALIZATION PROJECT PRIORITY LIST

Mr. Rees: The Redevelopment Commission has been working on these projects for six years now and we are less than a third of the way on the twenty year program. The Commission needs to give information to City Council and public on how to allocate resources. The priority list consists of many projects:

Evans Street Gateway
Convention Visitors Bureau (CVB) Office Project
Parking Pay Stations (Phase II)
4th Street Pocket Park
Uptown Parking Deck Construction
Residential and Mixed Use Projects

Uptown Hotel Project
West Greenville Business Incubator
Uptown Theatre Project
First Street Parking
West Fifth Streetscape Phase II Construction
West Greenville Commercial Center
West Greenville Land Acquisition: Acquire nightclubs and heavy commercial uses that encroach on residential development are a key component of West Greenville's continuing revitalization.
Dickinson Avenue Parking: Purchase and improve a small piece of property that will accommodate between 24-36 vehicle spaces located along Dickinson Avenue between Pitt Street and Atlantic Avenue.
Dickinson Avenue Streetscape: Improve Dickinson Avenue from Reade Circle to the Tenth Street Connector overpass.

Mr. Woodson: I would like to commend Staff for work done. Prioritizing on the list is needed by size of project and what timeframe. Funding sources will be a factor as well as the location of the projects whether in West Greenville or Center City. Will there be long term benefits? Public needs to get involved to establish priorities from the community.

Mr. Rees: A regular meeting or a workshop needs to be held in West Greenville. Uptown Greenville should be informed and given a chance to comment.

Ms. Williams: I prefer a workshop. Hand the list out to the public and let them review the list.

The Commission agreed with the workshop venue.

Mr. Rees: I would like to share the information with Uptown Greenville.

The Commission agreed.

DISCUSSION OF 2012 – 2013 REDEVELOPMENT COMMISSION WORK PLAN

Mr. Rees: The 2012 – 2013 Redevelopment Commission Work Plan Items:

1. West 5th Streetscape Phase II Design (Cadillac to Tyson): Modify sidewalks and streets to enhance pedestrian safety, improve lighting, plant scenic trees and vegetation, improve storm water and encourage civic art projects that celebrate the history and sense of place that make West Greenville special.
2. Adaptive Re-use of Historic Structures
3. Evans Street Gateway Design: Create and attract a front door for Greenville's Uptown Commercial District at the street's intersection with the new Tenth Street Connector.

4. Business Assistance Program
5. Comprehensive Wayfinding Project: Add entrance signs at key City gateways, add information kiosks at locations such as the Pitt-Greenville Airport, Intermodal Transportation Center and Convention Center
6. West Greenville Commercial Center
7. Parking Pay Station Phase II: Install additional parking pay stations along the streets in the Central Business District based on recommendations from the City's ongoing Strategic Parking Review.
8. Mixed Use Project Development
9. West Greenville Business Incubator: Develop a small business incubator to support the creation and development of small, creative businesses in diverse industries.
10. Civic Art Initiative
11. Revitalization Area Marketing
12. Go Science Project
13. Theatre Uptown Project: Restore theatre and make it available for community use.
14. Promotion of Ecotourism
15. West Greenville Basketball Complex
16. Merchant's Alley Project
17. First Street/Town Common Corridor Improvements: Will yield between 150 and 250 parking spaces in the corridor. Future success and usage of the park will depend upon readily available parking. Such parking may also serve to catalyze private development along the First Street Corridor.

Mr. Rees: Most of the items on the list would be carryovers. At the April meeting, the Commission would have a list of Work Plan items and would adopt the plan in May.

UPDATE ON WEST FIFTH STREETScape PHASE II

Mr. Jones: Staff has been working with Rivers and Associates on the study and report phase. Completed one public meeting and worked with stakeholders. The second meeting was cancelled and will be rescheduled in April. April 21st is Leslie Bass Day. The North Carolina Department of Transportation said that a roundabout is an alternative. The intersection may not require signalization.

Ms. Coles: What was the input from the first meeting?

Mr. Jones: Heard about history and that a lot of prominent businesses use to be in this area.

Ms. Williams: The Mid-Wife Association was located in this area.

Ms. Williams: The other intersection does not seem to align. Now would be the time to align if possible.

UPDATE ON EVANS STREET GATEWAY PROJECT

Mr. Rees: The Evans Street Gateway Project is from Reade Circle to Tenth Street. From east to west, move as much traffic as possible in a safe manner. Bike lanes emerged from the public meeting as a high priority. There will be six lanes of traffic to the Eighth Street area. There was a successful and collaborative meeting with the NCDOT. The latest plans have bike lanes, medians for greenery and public art.

Ms. Williams: The intersection is not straightened up.

Mr. Rees: There is the presence of an historic property on Evans Street so cannot tear down.

Mr. Woodson: Will there be a bottleneck?

Mr. Rees: There will be plenty of capacity for destination traffic.

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.

April West Greenville Meeting Options

Mr. Rees: What time of day does the Commission want to meet?

The Commission agreed to meet during the evening hours.

COMMENTS FROM COMMISSION MEMBERS

Mr. Lewis thanked Staff for good work.

Ms. Coles: Public input is needed for strategic decisions to be made for the City.

ADJOURNMENT

Motion was made by Mr. Mark Woodson and seconded by Mr. Evan Lewis to adjourn the meeting. Motion carried unanimously.

Respectfully submitted,

Carl J. Rees, Urban Development Planner
The City of Greenville Community Development Department