

GREENVILLE REDEVELOPMENT COMMISSION MINUTES

June 7, 2011
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:

Evan Lewis	Don Mills	Terri Williams, Vice-Chair
Chris Mansfield	Robert Thompson, Chair	Mark Woodson

COMMISSION MEMBERS ABSENT:

Melissa Hill

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

OTHERS PRESENT: Council Liaison Max R. Joyner, Jr. and Kathryn Kennedy, The Daily Reflector

APPROVAL OF MINUTES OF MAY 3, 2011

Motion was made by Mr. Chris Mansfield and seconded by Ms. Terri Williams to approve the May 3, 2011 minutes. Motion carried unanimously.

UPDATE ON MERCHANTS ALLEY PROJECT

Mr. Carl Rees: Michelle Clements, Project Manager with the East Group, will give an update and then a course of action to be taken.

Ms. Clements: A couple of unknowns were uncovered. The alley is not a consistent width. A common area has been identified that can be upgraded. Pavers will be traffic rated. There will be twelve fixtures of lighting with receptacles installed. Landscaping will be redone to accommodate pavers. Identify what is underground. Red colored brick will be used for the interior. Gray will also be used. There will be a diamond layout. We are at a point where bid documents need to be put together.

Mr. Rees: Staff recommends that the Redevelopment Commission authorize staff to bid the Merchant's Alley project following meetings with adjoining property owners to determine the best time for construction.

Mr. Mansfield: Facades and exterior walls need to make back entrances more inviting. Murals would be aesthetically pleasing.

Ms. Williams: How many weeks will be needed for construction time?

Ms. Clements: The work will be done in phases with a 3 to 4 month total construction time. Phases will be determined by discussion held with adjoining property owners.

Mr. Thompson: Is there a motion on staff's recommendation?

Motion was made by Ms. Terri Williams and seconded by Mr. Don Mills to authorize Staff to bid the Merchant's Alley project following meetings with adjoining property owners to determine the best time for construction.

PUBLIC COMMENT PERIOD

There was no public comment.

UPDATE ON EAST CAROLINA UNIVERSITY'S MASTER PLAN

Mr. Rees: Mr. Bill Bagnell, Associate Vice-Chancellor, Campus Operations, will give an update on the progress of East Carolina University's (ECU) master plan.

Mr. Bagnell: The Health Sciences Campus has a concept of living within our means. There is new construction and renovations. There is a need for a sustainable, walkable environment. The dental school will have 50 students per class with a total of 200 students.

Mr. Bagnell also discussed plans for the core campus as well as the athletic campus.

Mr. Woodson: Are the budget cuts of the General Assembly in the plan?

Mr. Bagnell: The Capital Committee must fund and prioritize.

Mr. Mills: Does the plan include refurbishment?

Mr. Bagnell: State funds support renovations.

Mr. Lewis: What is the timeframe for the two parking decks?

Mr. Bagnell: Parking decks will change culture. Economics of those parking decks are what we will have to work out. The Main Campus from north to south consolidated plan works within property that we already own and takes us out to the year 2025. Presently, there are 28,000 students and in 2025, there will be 38,000 students. First priority is the

Bioscience building with 240,000 square feet. Safe passageways are need for students coming from Tenth Street to campus.

Mr. Thompson: Is there parking in the area?

Mr. Bagnell: A parking deck could be built where the data center is now for ECU. An addition is planned for Todd Dining Hall. Belk Hall is old and will be demolished and replaced with two towers for entranceway. Public forums are scheduled for the 29th and 30th. A final product should be ready in September.

Mr. Thompson: The Redevelopment Commission's work is in tandem with East Carolina University.

Ms. Williams: Is there any way to save Christenbury Gym?

Mr. Bagnell: Architectural style of that gym was incorporated in new facility that is much larger.

Mr. Mansfield: I am impressed that East Carolina University is staying within the footprint. Challenges will be moving people around.

Mr. Thompson: Thank you for the update.

Mr. Rees: Thank you for being generous with your information and your time.

PRESENTATION OF DRAFT CULTURAL ARTS PLAN

Mr. Rees: Holly Garriott will give the Commission a presentation on the draft Cultural Arts Plan.

Ms. Garriott: From November 2010 through April 2011, members of the Cultural Arts Planning Committee met monthly to plan, discuss, debate and coalesce on a strategy to secure ongoing and transparent public and cultural arts funding, programming, and public participation for relevant projects. Committee members include: Janet Kagan, consultant; Holly Garriott, Pitt County Arts Council at Emerge; Carl Rees, City of Greenville; Thom Moton, City of Greenville; Pat Dunn, City of Greenville; Wanda Yuhas, Pitt County Economic Development Commission; Debbie Vargas, Greenville-Pitt County Visitors and Convention Bureau; Michael Drought, ECU School of Art and Design; Nancy Ballard, ECU and PCAC at Emerge; Jane Austen Behan, Pitt County Schools Arts Education; Robin Armstrong, Magnolia Arts Center; and Charlotte Fitz, Greenville Museum of Art.

Discussion of Strategies for:

Cultural and Civic Art initiatives that recognize their contribution of economic vitality;
Collaboration among programs and projects;
Increasing professional education and resources for artists;
Enhancing the development of area arts organizations; and
Serving the community via the Arts Council.

Five Main Goals

Goal 1: Increase the Visibility of the Arts

- Produce Calendar of arts listings (electronic and print)
- Proclamation/Resolution by Mayor and Council
- Create a go-to office for art information
- Commission and acquire permanent and temporary artworks throughout the County

Goal 2: Establish Functional and Perceptual Connections among Arts Organizations

- Arts Council administers shared spaces
- Develop new audiences through joint programs and projects
- Research grants for arts organizations and artists
- Align arts programming with ECU, Healthcare, Schools
- Embed the arts in all relevant municipal civic discussions

Goal 3: Create Economies of Scale to Benefit Arts Organizations

- A fiscal agent for grants
- Identify and eliminate duplicative organizational expenses
- Develop venue for performing art
- Central website for arts information and ticketing
- Write guidelines for maintenance and conservation of civic art

Goal 4: Contribute to Economic Development and Tourism

- Arts incubators and residencies
- Emphasize and promote the innovative quality of the arts
- Use the arts to develop uptown and allied businesses and workforce retention
- Collaborate with the Redevelopment Commission to site works of art
- Develop sustainable models for civic art funding

Goal 5: Develop Resources and Support of Artists and Arts Organizations

Direct municipal funding support through the Arts Council for re-granting
Arts Council to re-grant state and national grants
Business and planning classes for artists and organizations
County database of artists and teachers
Organize and artists guild
Approve procedures for art in public spaces

The Cultural Arts Planning Committee further refined and consolidated its Goals for Implementation into four critical areas and established a schedule for their realization. We also realized that all of the goals contribute to economic development.

Increase the Visibility of the Arts

Year One: Deliver arts resolution by Mayor. Approve and adopt policies and procedures for art in public spaces by creating a civic art program and committee.

Year Two: Create a central website for arts information and ticketing. Offer cultural arts packages for residents and visitors.

Year Three: Formalize the arts in all relevant municipal-civic discussions.
Develop sustainable models for civic art funding. Draft legislative ordinance for civic art. Collaborate with the Redevelopment Commission to site works of art. Write guidelines for maintenance and conservation of civic art.
Establish a Central Arts Administrative Organization. Central Arts Administrative Organization manages “shared spaces” used by arts organization. Central Arts Administrative Organization serves as fiscal agent. Develop new audiences through joint programs and projects. Align arts programming with ECU, Healthcare, Schools. Commission and acquire permanent and temporary artworks for Pitt County.

Establish Functional and Perceptual Connections Among Arts Organizations

Year One: Produce calendar of arts listings (electronic and print).

Year Two: Create a site program directory and informational kiosks. Establish a go-to resource for arts information.

Year Three: Commission and acquire permanent and temporary artworks for Pitt County.

Develop Resources and Support for Artists and Arts Organizations

Year One: Offer business workshop-seminars for artists. Offer strategic planning classes-lectures for arts organizations. Create a database of artists and teachers. Central Arts Administrative Organization re-grants state and national funding awards.

Year Three: Create artist residencies. Organize and artist guild.

Create Economies of Scale to Benefit Arts Organizations

Year One: Research how Central Arts Administrative Organization could serve as fiscal agent.

Year Two: Organize Central Arts Administrative Organization to serve as fiscal agent. Develop and manage theater uptown. Establish organizational infrastructure for arts incubators.

Year Three: Central Arts Administrative Organization serves as fiscal agent. Identify and eliminate duplicative organizational expenses such as volunteers, marketing, accounting, grant research and writing and residencies. Implement program of arts incubator.

Cultural Arts Strategic Planning Committee (Continued work)

Determine who will implement each task and the financial and staff resources needed to complete each task.

Create a Civic Arts Commission administered by the Arts Council to begin to create public art policies and procedures.

We will present again in September 2011 and update the Redevelopment Commission on our progress.

Mr. Thompson: Thank you for all of the hard work.

Mr. Woodson: How much involvement has there been from Pitt County.

Ms. Garriott: Pitt County has not been approached at this point.

Mr. Woodson: The County has not contributed.

Mr. Rees: We are at a draft stage. We are working towards commitments from several organizations in the Greenville-Pitt County area.

Mr. Mansfield: I applaud this. Get the right people involved. Design professionals should be involved. Art patrons and art appreciation should be included as well. Get input from citizens.

Mr. Rees: No action is required at this time. Staff will bring the Civic Art Policies and Procedures document forward for consideration at a future date.

CONSIDERATION OF AMENDMENT TO 2011 – 2012 BUDGET

Mr. Rees: Staff is presenting the Commission with an amendment to the 2011 – 2012 budget in the construction line item. The amendment is related to renovation to the Uptown Theatre and does not include any changes in total dollars. Instead, the funds for the renovation of the theatre's fly-loft are broken out of the infrastructure line item into a separate construction line item.

Motion was made by Mr. Don Mills and seconded by Mr. Mark Woodson to approve the amendment to the 2011 – 2012 budget. Motion carried unanimously.

DISCUSSION ON UPTOWN PARKING

Mr. Rees: Review of downtown parking started last fall with a group of staff from Parking Enforcement, Traffic Engineering, Urban Development and Uptown Greenville. Review includes parking policies, parking availability, current demand, future demand, and enforcement procedures. A Public Forum was well attended to gather input on parking issues. Parking demand study completed in April with Uptown Greenville surveying business and property owners regarding parking issues during March, April and May. Next public meeting will be in August. The Greenville City Council has created a parking deck reserve fund that is currently capitalized at \$1.7 million. Reserve funds could be used to offset construction costs that could exceed \$5 million for a 350 space deck. Although 2004 parking study recommended building a deck in association with a large project, parking demand continues to grow. A couple of thousand spaces were available. ECU has ¼ of the Uptown area.

Mr. Thompson: I remember the 2004 review that had a lot of contingencies.

Mr. Mills: Each space costs \$14,000.00 plus change.

Mr. Rees: If land has to be purchased, there will be more cost.

Mr. Mansfield: Look at layout.

Mr. Rees: City Council has requested guidance from the Redevelopment Commission regarding continued maintenance of the Parking Deck Reserve Fund. In light of the ongoing parking review the Redevelopment Commission might recommend that City

Council take no action with regard to the reserve fund until such time as the parking review has been completed (Fall 2011).

Motion was made by Mr. Evan Lewis and seconded by Ms. Terri Williams for Staff to recommend that City Council take no action with regard to the reserve fund until such time as the parking review has been completed. Motion carried unanimously.

GO-SCIENCE REZONING REQUEST FROM DOWNTOWN COMMERCIAL FRINGE (CDF) TO DOWNTOWN COMMERCIAL (CD)

Mr. Rees: The rezoning request would allow construction up to the lot line and changes parking requirements. There is no statutory requirement to provide more flexibility. The building belongs to the Redevelopment Commission, so the Commission needs to make the request for rezoning.

Mr. Thompson: Go-Science needs to give their implications for parking.

Mr. Rees: The streetscape plan on Dickinson may need to be moved up, because there is on-street parking.

Mr. Rees: Staff recommends that the Redevelopment Commission affirm the rezoning request by Go-Science and recommend approval to the Planning and Zoning Commission.

Motion was made by Mr. Don Mills and seconded by Mr. Mark Woodson for the Commission to affirm the rezoning request by Go-Science and recommend approval to the Planning and Zoning Commission. 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.

July 5th Meeting

The Commission decided not to have a meeting on Tuesday, July 5, 2011 but to have a meeting on Thursday, June 30, 2011 in place of the July meeting.

Motion was made by Mr. Evan Lewis and seconded by Mr. Chris Mansfield not to have a meeting on Tuesday, July 5, 2011 but to have a meeting on Thursday, June 30, 2011 at 5:30 p.m. in the City Council Chambers in place of the July meeting. Motion carried unanimously.

Notice of Public Meeting

There will be a meeting held on Wednesday, June 8, 2011 at 5:30 p.m. at the Greenville Museum of Art at 802 Evans Street about the Evans Street Gateway Project. Property owners, business owners and interested citizens are encouraged to attend the meeting in order to comment on proposed plans to improve a section of Evans Street from Reade Circle to Tenth Street.

Ecotourism Information

Mr. Rees: Councilmember Calvin Mercer requested information be shared with the Redevelopment Commission to keep the Commission informed on ecotourism related activities. Itineraries are being asked to be submitted for the tourism website.

Mr. Thompson: What is an itinerary?

Mr. Rees: For example, get into a boat at Rocky Mount and go to Greenville for lunch. If Commission members wish to provide input on this subject, please contact City Staff or contact Erin Eatman (Eatman@nceast.org).

COMMENTS FROM COMMISSION MEMBERS

Mr. Thompson: In the Young Professionals in a Metropolitan East handout, credibility of the study is needed as to how the study was done and the sample used.

Mr. Woodson: The business plan competition closes out on July 1, 2011.

Mr. Jones: Lots of folks have contacted the City, but two folks have shown specific interest.

Mr. Thompson: I gave the Redevelopment Commission's report to City Council. City Council extended thanks to the Commission.

Mr. Mills: Tonight's presentations were impressive. The Five Points Plaza opening was exciting.

ADJOURNMENT

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

Respectfully submitted,

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