

GREENVILLE REDEVELOPMENT COMMISSION MINUTES
FOR THE WORK PLAN SESSION MEETING

March 18, 2011
Greenville, NC

The Greenville Redevelopment Commission met on the above date for a work plan session meeting at 11:30 a.m. in room 337 of the City Hall Building located at 200 West Fifth Street.

COMMISSION MEMBERS PRESENT:

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

STAFF MEMBERS PRESENT: Sandy Gale Edmundson, Secretary; Merrill Flood, Director of Community Development; Niki Jones, Planner; and Carl Rees, Urban Development Planner

OTHERS PRESENT: Kathryn Kennedy, The Daily Reflector

Mr. Rees: The mission statement of the Redevelopment Commission is as follows.

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 key plan components: neighborhoods

Define the neighborhoods in West Greenville.

Provide economic stimulus and commercial services.

Library branch, retail node, incubator, new business

Increase home ownership.

Eliminate rental properties.

Create pride and remove the stigma.

Improve safety and security of neighborhoods.

Neighborhood watch, code enforcement

Improve infrastructure.

Sidewalks, curb and gutter, storm drainage, lighting, landscaping, pedestrian

Provide new entrance from Tenth Street and define edges.

The key plan components: urban core

Maximize vehicular and pedestrian access to the Center City.

Emphasize mixed use developments.

Re-connect historic center city to residential areas to the east and west.

Promote joint opportunities for quality development with Pitt County, the City of Greenville and East Carolina University.

Maintain small town character and limit large scale development to major activity nodes.

Increase the amount of open space and emphasize public access to the Town Common.

Increase night and weekend activity in the Uptown Commercial District.

REVIEW OF 2010 – 2011 WORK PLAN

Mr. Rees: The 2010 – 2011 Work Plan of the Redevelopment Commission has the following items on the plan.

West Fifth Streetscape Phase II
Adaptive Reuse of Historic Structures
Evans Street Gateway Design
Small Business Plan Competition
West Fifth Street Gateway Construction Project
Comprehensive Wayfinding Project Construction
Five Points Plaza Project
West Greenville Commercial Center
Center City Micro Improvement Projects
Residential and Mixed Use Project Development
West Greenville Business Incubator
Civic Art Initiative
Revitalization Area Marketing Program
Town Common Area Improvement Study
Establishment of a Center City Science Center
State Theatre Restoration Project
Promotion of Ecotourism Activities

REVIEW OF 2010 – 2011 BUDGET

Mr. Rees: The 2004 General Obligation Bonds for West Greenville was approximately \$5 million. Expended from 2005 – 2011.

Land acquisition = \$2.1 million
New home construction = \$863,000
Intergenerational Center = \$740,000
Demolition and maintenance = \$264,000
West Fifth Street gateway project = \$1.1 million
Small business programs = \$168,000

The 2004 General Obligation Bonds for Center City was approximately \$5 million. Expended from 2005 – 2011.

Land acquisition = \$683,000
Streetscape Master Plan = \$135,000
Reade and Cotanche project = \$775,000
Five Points Plaza project = \$738,000
Wayfinding project = \$678,000
Town Common Master Plan = \$50,000
Small business programs = \$179,000
Parking Pay Station project = \$90,000
Merchant's Alley Design = \$20,000
Theatre Uptown Design = \$85,000

The Center City Budget

Acquisition	Carryover from 2009 – 2010 =	\$ 447,222.13
	2010 – 2011 Budget =	\$ 447,222.13
Demolition	Carryover from 2009 – 2010 =	\$ 80,150.00
	2010 - 2011 Budget =	\$ 80,150.00
Infrastructure	Carryover from 2009 – 2010 =	\$ 528,306.48
	2010 – 2011 Budget =	\$1,495,000.00
Development	Carryover from 2009 – 2010 =	\$ 39,000.00
Financing	2010 – 2011 Budget =	\$ 120,000.00
Construction	Carryover from 2009 – 2010 =	\$ 72,433.23
	2010 – 2011 Budget =	\$ 296,000.00

The West Greenville Budget

Acquisition	Carryover from 2009 – 2010 =	\$	0.00
	2010 – 2011 Budget =	\$	0.00
Business Relocation	Carryover from 2009 – 2010 =	\$	0.00
	2010 - 2011 Budget =	\$	0.00
Demolition	Carryover from 2009 – 2010 =	\$	0.00
	2010 - 2011 Budget =	\$	0.00
Infrastructure	Carryover from 2009 – 2010 =	\$1,112,250.95	
	2010 – 2011 Budget =	\$1,207,250.95	
Construction	Carryover from 2009 – 2010 =	\$	0.00
	2010 – 2011 Budget =	\$	30,000.00
Development Financing	Carryover from 2009 – 2010 =	\$	156,583.91
	2010 – 2011 Budget =	\$	156,583.91

DISCUSSION OF 2011 – 2012 WORK PLAN

West Fifth Streetscape Phase II Design Adaptive Reuse of Historic Structures Evans Street Gateway Design

Business Assistance Programs

Ms. Williams: Questions and answers of applicants should be received prior to committee meeting.

Ms. Hill: Two applicants were not ready to give presentations at the Redevelopment Commission meeting.

Ms. Williams: Some people will not ever be ready.

Ms. Hill: Satterfield use to go through the process with the applicants, so that applicants would be prepared.

Mr. Woodson: There could be two groups with applications: existing businesses and new businesses. Some numbers given to the committee do not reflect what the reality might be.

Mr. Thompson: Do the strength of proposals determine whether the applications are funded? Critical comments could be made to the applicants. Staff could share past patterns with the Commission.

Mr. Woodson: Some have no concept of numbers.

Mr. Thompson: I will ask Mr. Mills to review procedures and modify.

Mr. Rees: The process can be formalized.

Ms. Williams: Staff could provide a track record that says who received the grant award and if they are still in business.

Ms. Hill: Business Incubator will help cultivate skills.

West Greenville Commercial Center

Parking Pay Station Phase II

Mr. Jones: Pay stations will go live on Monday, March 21, 2011.

Mr. Mansfield: Some meters could be set up to collect money for homeless.

Mr. Thompson: This is done in Denver. I do not know if you would really make a lot of money. It could be done to show support for the Ten Year Plan to End Homelessness.

Mr. Rees: I will touch base with Mr. Thompson about this.

Mixed Use Project Development

Mr. Rees: Good conversations have taken place, but there is nothing concrete.

Ms. Hill: Are there private investors?

Mr. Rees: The mixed use model is what the City is interested in. Developers are interested in some commercial and apartments for students and young professionals.

West Greenville Business Incubator

Mr. Woodson: How long will it take to have a business incubator?

Mr. Rees: Next year there should be a site. Cost estimate and funding will have to be reviewed. I think it will have to be City funded.

Civic Art Initiative

Mr. Rees: Matt Harding is the artist of the new art display in front of Chico's.

Mr. Mansfield: Can the art display stand by itself without the guide wire? Someone could get hurt by the guide wire.

Mr. Rees: The Safety Risk Administrator and the insurance company have given clearance on the art display. There is a call for artists. Artists want complete artistic freedom.

Mr. Mansfield: The guide wire visually detracts.

Mr. Thompson: Refer this to the group doing guidelines development.

Revitalization Area Marketing

Mr. Rees: A video related to marketing Brownfield sites. Capture the economy to scale that is more related to the Uptown through G-TV.

Go-Science Project

Mr. Rees: Funding is in jeopardy with the State. The Commission will continue to support the project and there is hope to move forward.

Theatre Uptown Project

Mr. Rees: Once the fly loft repairs are completed the building will be water tight. The cost of the renovation of the theatre is \$2.5 million. Terri Williams and Don Mills are involved in raising money.

Ms. Williams: A giving tree has been considered as well as naming rights for fundraising. There are ten to eleven members of the fundraising committee. There is hope to add a few more members.

Mr. Rees: The economy needs to improve.

Mr. Mansfield: Is the work being done on the fly loft in keeping with the State Historic Preservation Office (SHPO)?

Mr. Rees: Yes, tax credits of a half a million dollars will be allowed.

Ms. Williams: Please talk the theatre up.

Promotion of Ecotourism

Mr. Rees: Includes planning and coordinating in an effort to work with local and regional partners to tie into a regional ecotourism initiative being promoted by various organizations for the eastern region of the state.

Mr. Mansfield: The new south Tar Greenway will stimulate ecotourism. The public will discover what has always been in their backyard: the river, the wetlands, and the birds.

Building Block Grant Program

Mr. Jones: The Commission reinstated the program. An application will come before the Redevelopment Commission in April.

West Greenville Basketball Complex

Mr. Rees: The \$31,870.65 yearly lease from Nathaniel Village could be used to fund the West Greenville basketball complex design.

Ms. Williams: What sources of funding is there outside of government funding?

Mr. Rees: There is a foundation that gave money to the Intergenerational Center.

Mr. Mansfield: There could be multiple sports at the site such as tennis, basketball, a playground, so that the site becomes more diverse.

Mr. Rees: A pickup basketball game may not be compatible with the other sports.

Merchant's Alley Project

Mr. Rees: The design should be completed around May with construction to take place in January so as not to disrupt the spring and summer customers.

First Street/Town Common Corridor Improvements

Mr. Rees: Plan is done and on shelf. There is no money, so there needs to be talk about funding.

Other

Mr. Thompson: What is going on with Third Street School?

Mr. Rees: Pitt County Schools and the Pitt County Board of Education have been talking about what to do with the property. A decision has not been made.

Ms. Hill: I went to training in Detroit, and I learned that the Bank of America and Chase Bank are offering foreclosure properties to municipalities. The City could ask them for money for the West Greenville area.

Mr. Mansfield: Property on Evans Street connects Evans Street to the Moseley parking lot. An investment in the property could allow access to Center City from the Moseley parking lot. Is there any way to acquire that?

Mr. Rees: I will look into it and report back.

Ms. Williams: Is the Intermodal Transportation Center's location determined?

Mr. Rees: Yes, the location is set. In the future the City of Greenville and East Carolina University's transit may have to merge to make the transit systems economical.

BUDGET CONSIDERATIONS

Mr. Rees: West Greenville has funding available in FY 2011 – 2012 for:

West Fifth streetscape design (bond);
Continuation of business programs (bond);
West Greenville basketball complex design (bond); and
Small business incubator design (CDBG).

West Greenville has a need for funding in FY 2012 – 2013 for:

West Greenville basketball complex (\$600,000);
Business incubator (\$1.5 million);
West Fifth streetscape construction (\$900,000); and
Land acquisition (\$1.5 million).

Center City has funding available in FY 2011 – 2012 for all proposed programs and projects.

Center City has a need for funding in FY 2012 – 2013 for:

Town Common Phase I (\$1.5 million)
Theatre (\$500,000)
Reade Circle intersection improvements (\$500,000)

Future Funding

Small increments may come from CDBG, EDA, Golden Leaf or other foundations for incubator, theatre or basketball complex.

Parking related projects may be funded from parking revenues in parking reserve account.

Some infrastructure improvements such as Reade Circle intersections may be leveraged through tax increment dollars from private development.

The bulk of funding for projects such as Town Common, incubator and streetscape will need to come from new bond issue.

Mr. Rees: The work plan and budget needs to be acted on in May by the Commission.

COMMENTS FROM COMMISSION MEMBERS

There were no comments.

ADJOURNMENT

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

Respectfully submitted,

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