

GREENVILLE REDEVELOPMENT COMMISSION MINUTES

November 1, 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:

Melissa Hill
Evan Lewis
Chris Mansfield

Don Mills
Robert Thompson, Chair
Terri Williams, Vice-Chair

Mark Woodson

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

APPROVAL OF MINUTES OF SEPTEMBER 6, 2011

Motion was made by Mr. Don Mills and seconded by Mr. Mark Woodson to approve the September 6, 2011 minutes. Motion carried unanimously.

ADDITION TO THE AGENDA

Mr. Rees: Please add the amendment to the 2011 – 2012 Redevelopment Commission's Budget as Item X to the agenda.

PRESENTATION OF THE NORTH CAROLINA CHAPTER OF THE AMERICAN PLANNING ASSOCIATION COMMUNITY DEVELOPMENT AWARD

Mr. Rees: On October 6, 2011, the City of Greenville's West Fifth Street Gateway Project in the West Greenville Community won the Marvin Collins Award for the best 2011 Community Development Project. The Redevelopment Commission supported this project in the West Greenville Community.

Mr. Thompson: Staff played a big part as well.

UPDATES FROM BUSINESS PLAN COMPETITION WINNERS

Mr. Jones: Three winners of the business plan competition will give updates on their businesses since receiving grants.

Vicki's Automotive, Inc. at 627 Clark Street (Victoria Stricklen)

Ms. Stricklen: Equipment has been purchased and taxes have been paid. Please tell women what I do.

Mr. Woodson: Her business plan competition presentation was great.

Blue Ox Games, LLC at 504 West Ninth Street (Harry Frank)

Mr. Frank: Grant has allowed us to add two product lines and update a product line. We now have a logo for the store.

Mr. Thompson: Is business going well?

Mr. Frank: The summer was slow, but business is better since school is back in session.

Mr. Woodson: Mr. Frank has the same level of passion and knowledge as he did with his initial presentation.

Appogee at 418 Evans Street, Suite 201 (Kristie Esposito and Tim Hassett)

Mr. Hassett: This is an apple store that has served clients in Chicago and New York.

Ms. Esposito: It is important to keep business here. Two full time account managers have been hired. I have enjoyed being Uptown with local marketing and utilizing the Chamber of Commerce.

Mr. Thompson: Do you sell individual computers?

Mr. Hassett: Yes, Apple's growth is tremendous.

Ms. Williams: I appreciate the job growth of your business.

Mr. Jones: There will be more reports to come in 2012.

REVIEW OF EVANS STREET GATEWAY PROJECT CONCEPTUAL DESIGN

Mr. Rees: The Intermodal Transportation Center (ITC) might impact this project. Mr. Flood will address this with the Commission.

Mr. Flood: On May 8, 2011, an approved site for the ITC was the two blocks bordered by Cotanche, Evans, East 8th and East 9th Streets. On June 30, 2011, the Federal Transit Administration gave final environmental clearance to the site. Some concerns have been raised about the location. At the October 10, 2011 City Council meeting,

City Council authorized staff to study additional sites. Federal officials have confirmed that the City can change the site and will not be required to pay back grant funds expended on the project to date. Federal officials point out that all state and federal requirements must be met in the evaluation of moving the location in order to qualify for federal and state funding. To change to another site will require a City Council approved resolution. Are there any questions?

Mr. Thompson: How long will the analysis process be?

Mr. Flood: The process will take from twelve to eighteen months.

Mr. Woodson: What is the rationale for making the change?

Mr. Flood: Stakeholders concerned with traffic and pedestrian safety. A number of issues have been echoed.

Mr. Woodson: What will happen to previous location?

Mr. Flood: The location will remain.

Mr. Thompson: No property has been purchased for the ITC.

Mr. Flood: Mr. Mark Garner, Vice President of Rivers and Associates will talk about the Evans Street Gateway Project Conceptual Design, so I will turn the floor over to Mr. Garner.

Mr. Garner thanked the Commission for the opportunity to work on the project and introduced Myriah Shewchuk, Landscape Architect with Rivers and Associates for the design review.

Ms. Shewchuk: Meetings with stakeholders took place where ideas, concerns and issues were pulled together to acquire concepts. In June, three roadway scenarios were submitted. Scenario B was settled on as the basis of design.

Scenario B: Road diet (reduce travel lanes, add bike lane and median).

Existing right-of-way and curb line to remain.

Assumes existing building (Marathon) to remain at right-of way line.

1-travel lane in each direction

Substantial median

Designated bike lanes

Streetscape enhancements behind existing curb

Pros: Allows for generous median; Does not require additional right-of-way or curb/gutter realignment; Allows for designated bike lanes; dramatic aesthetic impact; moderate cost and time

Cons: Requires lane reduction, can it be done?

The traffic impact assessment (TIA) results: all of the study intersections are expected to operate at an acceptable level of service (LOS) in the AM and PM peak hours with the reduced cross-section on Evans Street. Sample materials palette has decorative crosswalks, decorative poles and street level lights. There is a project information website:

http://www.greenvillenc.gov/departments/community_development/information/default.aspx?id=13936

Ms. Shewchuk: Are there any questions or comments?

Mr. Mansfield: Is the left turn going south on Tenth Street long enough for cars to be able to turn?

Ms. Shewchuk: The lane met the approval of traffic engineers.

Mr. Lewis: Have you presented to the stakeholders?

Ms. Shewchuk: Commission received the information first. Blend concerns of stakeholders to apply to design.

Mr. Rees: There will be wider pedestrian areas, because maintenance crews will have to have room to get trucks in for maintenance.

Mr. Mills: Will businesses lose frontage?

Ms. Shewchuk: No.

Mr. Thompson: If the ITC is moved to a different location, how might that impact the traffic counts and layout?

Mr. Rees: The design provided tonight incorporates what we know about the ITC as proposed.

Mr. Garner: Minor changes may occur if ITC goes in at a different location nearby.

Mr. Rees: Guessing where ITC may go is hard to anticipate.

Mr. Mansfield: The lanes between 10th Street and 14th Street make sure traffic does not funnel.

Ms. Shewchuk: This will be coordinated with the Department of Transportation and their consultant.

Mr. Garner: Reconfiguration of lanes on north and south side has to be looked at in next phase.

PUBLIC COMMENT

There was no public comment.

CONSIDERATION OF EVANS STREET GATEWAY PROJECT CONCEPTUAL DESIGN

Mr. Rees: Staff recommends that the Redevelopment Commission accept the Evans Street Gateway Design and forward the plan to the Greenville City Council for consideration.

Motion was made by Mr. Chris Mansfield and seconded by Mr. Don Mills to accept the Evans Street Gateway Design and forward the plan to the Greenville City Council for consideration. Motion carried unanimously.

CONSIDERATION OF SCOPE AND FEE FOR WEST FIFTH STREETScape PHASE II DESIGN

Mr. Jones: This important project will continue the enhancements to West Fifth Street from Cadillac Street where previous improvements terminated to the intersection of West Fifth Street and 14th Avenue. There will be the study and report phase for public engagement and development of design alternatives; the preliminary design phase for the development of the final concept, the preparation of schematic design, cost estimates and stakeholder meetings; and there will be the final design phase for the development of construction and bid documents. Mr. Mark Garner of Rivers and Associates is present to talk about the project.

Mr. Garner: I have enjoyed working with staff and stakeholders. The study phase will be five to six months.

Ms. Hill: I would like to see a fence in place for the safety of the children at the Little Willie Center.

Mr. Garner: An attractive fence could be put in place.

Mr. Jones: Staff recommends that the Redevelopment Commission approve the proposed scope of services for the West Fifth Streetscape Phase II design and authorize staff to enter into a contract with Rivers and Associates in an amount not to exceed \$120,000.00.

Motion was made by Mr. Don Mills and seconded by Ms. Terri Williams to approve the proposed scope of services for the West Fifth Streetscape Phase II design and

authorize staff to enter into a contract with Rivers and Associates in an amount not to exceed \$120,000. Motion carried unanimously.

CONSIDERATION OF AMENDMENT TO 2011 – 2012 REDEVELOPMENT COMMISSION BUDGET

Mr. Jones: Staff recommends that the Redevelopment Commission amend the adopted 2011 – 2012 budget to reflect a transfer of \$15,000 from the West Greenville “Construction” line item to the West Greenville “Infrastructure” line item.

Motion was made by Mr. Evan Lewis and seconded by Ms. Melissa Hill to transfer \$15,000 from the West Greenville “Construction” line item to the West Greenville “Infrastructure” line item. Motion carried unanimously.

CONSIDERATION OF AMENDMENTS TO BUSINESS PLAN COMPETITION GUIDELINES

Mr. Jones: \$15,000 - \$30,000 awards have been issued for creating or expanding small business enterprises within Greenville’s Redevelopment Areas. The Redevelopment Commission may make up to four (4) awards in the Center City and West Greenville Redevelopment Areas. Since the inception of the program (2008), there have been a total of sixteen (16) awards made. The awards have totaled \$255,000.00.

Results from the recent survey of the Small Business Plan Competition winners

- The winners of the competition have a total of 126 jobs (both full and part time).
- According to the survey information, 32 (both full and part time) jobs were created after the businesses were awarded funds from the Redevelopment Commission.
- The majority of the businesses have expressed that their employment will expand within the next 1 – 3 years.
- The addition of two (2) security documents (Unified Commercial Code form and Deed of Trust) has been included in the guidelines as a condition to the grant award (done).
- Made job creation a priority through incentive.
- Mandatory sessions held with the Redevelopment Commission’s approved business counselor providers (done).

Proposed Job Creation Incentives

- Provide base award of \$15,000 and still maintain total program cap of \$30,000.
- Applicants can receive up to \$5,000 per full time job created up to \$30,000 cap.
- Full time job defined as at least 35/hrs. per week at or above minimum wage.
- In order for deferred loan to be fulfilled, new positions must remain full time with the company for three years.
- Employment verified by City of Greenville through Employment Security Commission – NCU-101 form.

Examples of Awards

1. Applicant purchases \$300,000 building. Eligible for \$30,000 award which is equal to 10% of investment.
2. Applicant is starting up business and needs equipment and plans to hire two (2) full time employees. Eligible for \$25,000 which equals \$15,000 for equipment and \$5,000 each for the two (2) employees.
3. Applicant has existing business and wishes to hire five (5) new employees. Eligible for \$25,000 which equals \$5,000 per full time employee. All applicants who are awarded funds must sign standard program security documents and agree to allow the City to monitor employment through Employment Security Commission.

Ms. Williams: There may be some lapse time in hiring an employee.

Mr. Jones: The applicant must be working to actively fill the position.

Mr. Mansfield: What if the position is not filled by some time?

Mr. Jones: We could go after funds.

Ms. Hill: If applicant can't create a position or fails to bring someone in.

Mr. Rees: The Unified Commercial Code form and Deed of Trust would be the answer.

Mr. Woodson: There is a three year compliance period that is a trigger factor for the Commission.

Mr. Jones: Staff will be monitoring.

Ms. Williams: The Commission needs to know what is happening.

Mr. Jones: Staff recommends approval of the Business Plan Competition guideline amendments to allow for awards of up to \$5,000 per full time job created with a program cap of \$30,000.

Motion was made by Mr. Mark Woodson and seconded by Mr. Don Mills to approve staff's recommendation with modification of position as opposed to employee. Motion carried unanimously.

UPDATE ON THEATRE FLY-LOFT REPAIR SCHEDULE

Mr. Rees: Repair works includes removal of asbestos containing exterior skin, replacement of damaged timber, replacement of roof and recovering of exterior with architectural panels. The estimated cost of repairs is between \$95,000 and \$105,000.

Repair Schedule

December 2011	Receive Quotes
January 2012	Bid Award by RDC
February 2012	Start Construction
April 2012	End Construction

Mr. Rees: No action is required.

REPORT FROM SECRETARY

Monthly Financial Report

Mr. Rees: The expenditure reports for West Greenville and the Center City have been submitted for review by the Commission.

Governor's Innovative Small Business Community Award

Mr. Flood: The Small Business Plan Competition Program will receive recognition by Governor Beverly Perdue on November 14, 2011. All Commission members are invited to attend. The van will be taken to Raleigh for the ceremony.

Acknowledgement of Outgoing Members

Mr. Flood recognized Ms. Melissa Hill for serving over six years with the Commission and recognized Mr. Robert Thompson for eight years of service since its inception.

Ms. Hill: I have enjoyed the process.

Mr. Thompson thanked his colleagues, past colleagues and staff. Work persists. Thank you.

COMMENTS FROM COMMISSION MEMBERS

Mr. Woodson thanked Ms. Hill and Mr. Thompson for their leadership and direction.

Mr. Lewis and Ms. Williams echoed Mr. Woodson's comments.

Mr. Mills: Ms. Hill and Mr. Thompson did good jobs serving on the Commission.

Mr. Mansfield: Ms. Hill always had good questions, and Mr. Thompson provided the Commission with excellent leadership.

CLOSED SESSION

Mr. Rees: The purpose of the closed session is to prevent the disclosure of information that is privileged or confidential pursuant to the law of this State or of the United States, or not considered a public record within the meaning of Chapter 132 of the General Statutes, said law rendering the information as privileged or confidential being the Open Meetings Law; and

to establish or to instruct the public body's staff or negotiating agents concerning the position to be taken by or on behalf of the public body in negotiating the price and other material terms of a contract or proposed contract for the acquisition of real property by purchase, option, exchange, or lease for purpose of redevelopment.

Motion was made by Mr. Don Mills and seconded by Ms. Terri Williams to go into closed session. Motion carried unanimously.

Motion was made by Mr. Don Mills and seconded by Mr. Evan Lewis to move out of closed session and back into open session. Motion carried unanimously.

OFFER TO PURCHASE 423 EVANS STREET

Motion was made by Mr. Evan Lewis and seconded by Ms. Melissa Hill to authorize Staff to enter into negotiations to purchase Tax Parcels 51695 and 14486 at 423 Evans Street for \$183,500 up to six months due diligence period in contract and contingent upon review appraisal upholding offer amount. Motion carried unanimously.

ADJOURNMENT

Motion was made by Mr. Evan Lewis and seconded by Ms. Melissa Hill to adjourn the meeting. Motion carried unanimously.

Respectfully submitted,

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