

GREENVILLE REDEVELOPMENT COMMISSION MINUTES

September 6, 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	Don Mills	Mark Woodson
Evan Lewis	Robert Thompson, Chair	
Chris Mansfield	Terri Williams, Vice-Chair	

STAFF MEMBERS PRESENT: Sandra Anderson, Senior Planner/Housing Administrator; Rik DiCesare, Traffic Engineer; Sandy Gale Edmundson, Secretary; Jonathan Edwards, Audio; Niki Jones, Planner; and Carl Rees, Senior Planner

APPROVAL OF MINUTES OF AUGUST 2, 2011

Motion was made by Mr. Chris Mansfield and seconded by Mr. Don Mills to approve the August 2, 2011 minutes. Motion carried unanimously.

ANNUAL REPORT ON AFFORDABLE HOUSING ACTIVITIES

Mr. Rees introduced Sandra Anderson, Housing Administrator. Ms. Anderson will give an update on recent work.

Ms. Anderson: Fiscal Year 2010 – 2011 Review of Consolidated Annual Performance and Evaluation Report (CAPER) submitted to Housing and Urban Development.

2008 – 2013 Consolidated Plan

Affordable housing, housing rehabilitation, acquisition of substandard properties, public service programs and homeless assistance programs

Annual Action Plan

Ms. Anderson: The Community Development Block Grant (CDBG) – 2009 – 2010

<u>Project</u>	<u>Amount</u>
Planning and Administration	\$177,500
Owner-Occupied Rehabilitation	\$400,000
Acquisition of Properties/Relocation	\$ 70,000

Public Service	\$115,000
Clearance and Demolition	\$ 50,349
Public Facility Improvement	\$ 65,000
Relocation	\$ 10,000
Economic Development Activity	\$100,000
Program Income	\$ 5,000

TOTAL ALLOCATION \$892,849

CAPER

Community Development Block Grant

Admin =	\$175,000
Rehab =	\$400,000
Nonprofits =	\$100,000+
Other =	\$200,000

HOME Investment Partnership

<u>Project</u>	<u>Amount</u>
Planning and Administration	\$ 57,500
Owner-Occupied Rehabilitation	\$150,000
Down Payment Assistance	\$100,000
New Construction	\$150,000
Program Income	\$ 11,000
Community Housing Dev. Org.	\$117,692

TOTAL ALLOCATION \$586,192

CAPER

HOME Investment Partnership

Admin =	\$ 50,000+
DPA =	\$ 50,000+
Rehab =	\$150,000
Other =	\$200,000+

PROGRESS TOWARDS GOALS
West Greenville

<u>2010-11</u>	<u>Units Completed</u>	<u>Funding</u>
Housing Rehab	5	\$332,484
New construction	1	\$150,000
Clearance & Demolition	5	\$ 26,315
Down Payment Assistance	4	\$148,293
Acquisition of Properties	12	\$188,963
Relocations	<u>4</u>	<u>\$ 35,610</u>
Total	31	\$881,665

PROGRESS TOWARDS GOALS
City Wide

<u>2010-11</u>	<u>Units Completed</u>	<u>Funding</u>
Down Payment Assistance	1	\$ 17,180
University Area DPA	2	\$ 8,745
Housing Rehab	6	\$368,237
Public facility improvement	5	\$ 61,640
Public Service Funding	<u>10</u>	<u>\$139,950</u>
Total	24	\$595,752

PROGRESS TOWARDS GOALS
HOME Consortium

<u>2010-11</u>	<u>Units Completed</u>	<u>Funding</u>
Housing Rehab	6	\$271,395
Down Payment Assistance	<u>1</u>	<u>\$ 2,500</u>
Total	7	\$273,895

PROGRESS TOWARDS GOALS
Lead Hazard Control

<u>Activity</u>	<u>2010-11</u>	<u>Cumulative</u>
Units tested	29	101
Units abated	28	81
Costs	\$517,401	\$984,672

Mr. Mansfield: Have there been rehabs other than in the City?

Ms. Anderson: There have been two rehabs in Grimesland and two rehabs in Ayden. Pitt County supervised those rehabs.

Mr. Thompson: The \$1.9 million can go over the 110 units.

Ms. Anderson: Yes.

The Commission thanked Ms. Anderson for the presentation.

DOWNTOWN PUBLIC PARKING RECOMMENDATIONS

Mr. Rees: The City can only move and grow with the amount of parking available. The eastern 1/3 of downtown is owned by East Carolina University and is not available for general parking. There are 400 spaces of on street parking and most is 1 to 2 hour parking. Denise Walsh, Executive Director of Uptown Greenville, worked with us on the Parking Survey Report. Rik DiCesare, the City Traffic Engineer, will share data with the Commission.

Mr. Rees: What we heard at the November 2010 public meeting:

- Businesses desire nearby parking for customers.
- Downtown employees need parking. These employees occupy parking near businesses.
- Hard to identify where public parking is located.
- Many parking areas seem to be underutilized (Mosely Lot and Reade Street).
- There is a need for a central parking deck/more parking spaces.
- City needs to think about both short and long term parking issues.
- Consider one hour on-street parking.
- Look at location and number of loading zones (may not be enough loading zones).

Parking Survey Report

- 52 surveys were completed by Uptown district merchants and property owners.
- Survey conducted online and paper survey handed out.
- Responses received between February and April 2011.
- Many comments made regarding employee parking.
- Pay for parking at night not just daytime.

Mr. Rees: Try to provide parking 1 to 2 blocks away from destination. One hundred to one hundred and fifty additional spaces have been found of on-street parking.

Downtown Parking Goals

Goal # 1: Positive parking experiences

- Utilize existing spaces to maximum potential.
- Develop a “market based” parking fee structure.
- Move toward fewer lease spaces, and combine into all lease lots where possible.
- Institute “E” zone parking programs.
- Convert all on-street parking to one hour.
- Add on-street parking spaces along First Street.
- Install parking wayfinding system.
- Develop comprehensive downtown parking web site.
- Install meter spaces around courthouse and courthouse lot.
- Grow reserve fund for parking capital improvements.
- Continue to review opportunities for structured parking.

Mr. DiCesare: Angled parking along First Street is recommended. A traffic impact analysis is needed to determine if angled parking is best.

Mr. Rees: Parking Pay Stations should be installed around Courthouse area at the 300-400 block of Evans Street. Wayfinding footers are being installed.

“E” Tag Program Features

- Tag or bumper sticker program
- Right to park in any “E” tag program
- “E” tag corresponds to license plate on vehicle.
- Vehicles that do not display “E” tag will be subject to enforcement
- Tags may be purchased from City of \$90.00.
- Tags are valid for six (6) months and may be renewed indefinitely.

Downtown parking is a commodity.

Proposed price structure:

- Lease rate per space \$40/month or \$480/year
- “E” Tag program \$90/6 months or \$180/year
- Metered parking \$.75/hour or \$6/day or \$180/month of \$2,160/year
- 1-hour on-street and 2-hour surface lot parking is free but turnover must be maintained.

Overtime parking citations

Parking Citations

Greenville compared to others.

Overtime	\$5/Greenville; \$15/ECU; \$10/Wilmington; \$12/Raleigh; and \$10/Asheville
Loading Zone	\$15/Greenville; \$20/ECU; N/A/Wilmington; \$20/Raleigh; and \$10/Asheville
Handicap	\$100/Greenville; \$250/ECU; \$250/Wilmington; \$100/Raleigh; and \$250/Asheville
Fire Lane	\$50/Greenville; \$25-Tow/ECU; \$50/Wilmington; N/A/Raleigh; and \$35/Asheville
No Parking Zone	\$20/Greenville; \$20/ECU; \$20/Wilmington; \$20/Raleigh; and \$10/Asheville
Illegal Use of Permit	New/Greenville; \$50-Tow/ECU; N/A/Wilmington; N/A/Raleigh; and N/A/Asheville

Parking Fees

Current

Overtime Parking \$5
 Loading Zone \$15
 30' from Intersection \$20
 30' from Stop Sign \$20
 No Parking Zone \$20
 Parking on Sidewalk \$20
 Handicap Space \$100
 Fire Lane \$50

Proposed

Overtime Parking \$15
 Loading Zone \$25
 30' from Intersection \$25
 30' from Stop Sign \$25
 No Parking Zone \$20
 Parking on Sidewalk \$25
 Handicap Space \$125
 Fire Lane \$100

Mr. Rees: There are six loading zones. There is a need for a loading zone near Winslow's, Cubbies and the Scullery.

Parking Deck 101

Considerations

Expensive; about \$12,500 per space without land
 Geometry important; need minimum footprint of 124'x260'
 Should be located near high demand areas
 Security issues are common
 Break even for municipal debt service: \$92/month lease

Potential Deck sites are Greene Street Lot; Police Department Lot; Municipal Parking Lot behind Federal Courthouse; and the Moseley Lot.

What we heard at the August 30, 2011 public forum (25 in attendance):

Moving to all one hour on-street parking was not desirable. Many attendees favored longer term parking for customers (2 hours).

“E” Zone parking program was well received. Some comments regarding \$90 cost but most were in agreement.

Some concerns expressed regarding use of Greene Street Lot in “E” zone program due to use by City and GUC employees.

Overtime parking fee increase supported but some in attendance preferred moving from \$5 to \$10 instead of \$5 to \$15.

Attendees favored courthouse area parking meters but preferred that the installation be timed with First Street parking project.

Attendees expressed support for evening parking usage fees for public parking lots.

Overall agreement with policies that continued to limit use of leased parking over time.

Implementation Timelines

Less than five months

- Parking Web Site
- “E” Zone Program
- Parking Fee Changes
- Parking Web Site
- Wayfinding

Over five months

- Courthouse Meters
- First Street Parking

Over twenty months

- Parking Decks
- Administration Consolidation

Mr. Rees: Comments appreciated but no action required at this time. Staff will present plans to Transportation and Parking Commission then return with final recommendations to the Redevelopment Commission for adoption.

Ms. Hill: Is City Staff having difficulty finding spaces?

Mr. Rees: Yes.

Mr. Mansfield: Have you considered proximity pricing?

Mr. Rees: In a sense, this is proximity parking. Kiosk will have information about parking.

Mr. Mansfield: Compact car spacing could be priced lower.

Ms. Williams: I have never been anywhere that I have to pay to park at night.

Mr. Rees: Some challenges to doing that with more staff needing to be hired, so parking fees would increase in order to pay to do that.

Mr. Woodson: Was the survey taken at a seasonal time?

Mr. Rees: The demand study of parking lots was when East Carolina University was still on regular schedule.

Mr. Mills: The number of E-tags sold will equal spaces.

Mr. Rees: Yes.

Mr. Mills: The Tenth Street Connector and the Intermodal Transportation Center are going to bring more people to Uptown.

Mr. Mills: What type of parking deck security will be used?

Mr. Rees: There will be a human element with security patrols, cameras, and monitoring. Avoid danger through design of parking deck.

Ms. Hill: Converting to one hour paid parking will take away families wanting to come to the area.

Mr. Rees: All free parking will not be taken away.

PUBLIC COMMENT

Dave Barham: Smart growth restricts a person's ability to travel. There are no surface areas in smart growth. Please do not force smart growth.

CONSIDERATION OF AMENDMENTS TO BUSINESS PLAN COMPETITION GUIDELINES

Mr. Jones: Awards for \$15,000 - \$30,000 are granted 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 RDC.

The majority of the businesses have expressed that their employment will expand within the next 1 – 3 years.

Challenges/Issues facing these businesses

Parking
Neighborhood Perception
Marketing
Security

The addition of two (2) security documents to the guidelines as a condition to the grant award: Unified Commercial Code form and Deed of Trust

Making job creation a priority through incentive

Mandatory sessions with the RDC approved business counselor providers

There are two loans in default (09-09 Mr. Torey Mattison of Crossfit Youth for \$15,000.00 and 10-01 Mr. Melvin Elam of Red, White, and Blue Cab Company for \$15,000.00.

Staff is working to collect these grants that have defaulted.

Staff recommends approval of guideline amendments to include UCC and Deed of Trust forms. Also, mandatory sessions should be held with the approved business counselor providers. Redevelopment Commission may consider adding job creation incentives to grant guidelines

Mr. Woodson: Grant agreement to be in the West Greenville or Center City.

Mr. Jones: It is in the guidelines – the grant agreement does refer to the guidelines for West Greenville and Center City.

Ms. Hill: Did the businesses move?

Mr. Jones: One business moved and one business went out of business.

Mr. Mills: Background checks need to be required.

Mr. Thompson: The Unified Commercial Code from and the Deed of Trust are needed for clarity sake.

Mr. Jones: The City would be second in line behind bank.

Mr. Thompson: Would it make a difference?

Mr. Jones: Yes.

Ms. Williams: For example, ITEACH has valuable equipment with bigger items.

Mr. Jones: This is a necessary change.

Ms. Hill: Going after equipment...

Mr. Jones: Going after equipment, second in line, need security blanket.

Mr. Thompson: There needs to be mandatory sessions.

Ms. Williams: Mandatory sessions prior would be important.

Mr. Woodson: Will all applicants have to have business counselor provider?

Mr. Jones: Yes.

Mr. Woodson: Better business tends to excel anyway.

Ms. Williams: Some do not need to be in business.

Ms. Hill: Counselors make suggestion to not let someone in business.

Mr. Jones: This would allow more communication.

Ms. Hill: Mandatory sessions should have to be for everyone.

Motion was made by Mr. Chris Mansfield and seconded by Mr. Don Mills to have the Unified Commercial Code form and the Deed of Trust in all applications. Motion carried unanimously.

Motion was made by Mr. Don Mills and seconded by Mr. Mark Woodson to have all applicants attend mandatory sessions with the business counselor. Motion carried unanimously.

Mr. Jones: Staff is also recommending that the Redevelopment Commission give higher priority to applicants who include the creation of new jobs as part of their proposed business plan.

Mr. Mansfield: Define job.

Mr. Rees: Staff recommends full time job.

Mr. Thompson: An incentive as opposed to reward?

Mr. Mansfield: Need to know job created.

Mr. Woodson: If they get the \$30,000, they are not eligible for the \$5,000.

Mr. Thompson asked Staff to come up with draft guidelines.

Ms. Williams: Will this be retroactive funding?

Mr. Rees: No.

Mr. Mills: Please e-mail summary of guidelines.

UPDATE ON MERCHANT'S ALLEY CONSTRUCTION SCHEDULE

Mr. Rees: The design is complete and is ready to build. The Bidding Schedule

9/12/11	Public Meeting
9/27/11	Advertise for Construction Bids
10/14/11	Bid Opening
11/01/11	Redevelopment Commission Awards Bid
01/02/12	Start of Construction
03/01/12	End of Construction

Staff recommends that the Redevelopment Commission authorize the Merchant's Alley project to be bid according to the proposed schedule.

Motion was made by Ms. Melissa Hill and seconded by Ms. Terri Williams to approve the Merchant's Alley project to be bid according to the proposed schedule. Motion carried unanimously.

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.

West Fifth Streetscape Design Procurement Update

Mr. Rees: Of the three firms, Rivers and Associates was selected to work on the West Fifth Streetscape Design.

Mr. Rees: Police Department has asked to park in bay. May see vehicles parked there.

COMMENTS FROM COMMISSION MEMBERS

Mr. Thompson thanked City Staff in all departments for their quality of work since Hurricane Irene.

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