

## **GREENVILLE REDEVELOPMENT COMMISSION MINUTES**

August 10, 2010  
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	Robert Thompson, Chair
Evan Lewis	Dennis Mitchell	Terri Williams, Vice-Chair

### **COMMISSION MEMBERS ABSENT:**

Chris Mansfield

**STAFF MEMBERS PRESENT:** Sandy Gale Edmundson, Secretary; Merrill Flood, Director of Community Development; Steve Hawley, Audio; Thom Moton, Assistant City Manager; and Carl Rees, Urban Development Planner

**OTHERS PRESENT:** Joshua Armstrong, Magnolia Arts Center; Bill Bagnell, Associate Vice-Chancellor, Campus Operations; Andrea Croskery, Magnolia Arts Center; Max R. Joyner, Jr., Council Liaison; Kathryn Kennedy, Daily Reflector; Denise Walsh, Director of Uptown Greenville

### **APPROVAL OF MINUTES OF JUNE 1, 2010, JUNE 8, 2010 AND JULY 15, 2010**

Motion was made by Ms. Terri Williams and seconded by Mr. Dennis Mitchell to approve the June 1, 2010, June 8, 2010 and July 15, 2010 minutes. Motion carried unanimously.

### **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 purpose of the Comprehensive Facilities Master Plan is to create a plan that will anticipate the future by considering facility needs generated by the University's Mission Statement, Strategic Plan and corresponding Academic Program. Project Management of the plan consists of the University Project Manager and the SmithGroup JJR. The Comprehensive Planning portion of the plan consists of Strategic Planning with Eva Klein and Associates and Physical Planning with the SmithGroup JJR. The Planning Support of the plan consists of Athletics and Recreation with Brailsford and Dunlavey; Health Services with the SmithGroup JJR; Infrastructure with

RMF Engineering; Traffic Parking with Martin Alexiou Bryson; Security with the Protection Engineering Group; and Database with ISES. There are three key themes:

1. Create a socially, economically and environmentally sustainable campus plan that represents the hopes and aspirations of this region. Integrate strategic academic and financial planning.
2. Bring 4 diverse campus environments into a coherent and connected campus plan (Main Campus, Health Sciences Campus, West Research Campus, and North Recreational Fields Complex).
3. Utilize the campus to support and enhance the University and the community with the University as an engaged resource.

Master Plan Principles:

Education Outcomes, Instructional Content and Delivery, and the Student Experience

- Change is the constant and capital is scarce. Accordingly, flexibility (adaptability) is the highest imperative.
- Instructional capacity requirements will be based on a deliberate strategy for distribution between face-to-face and online delivery – as well as consideration of other locations used.
- Enhancement of the student experience with and in the campuses is a priority.
- In design, configuration, and utilization of instructional space, in addition to flexibility, quality, functionality, and efficiency will be valued as much (or more) than quantity of space.

Research, Scholarship, and Related Faculty Community Issues

- Growth of interdisciplinary research and scholarship is a high priority, requiring new facility solutions.
- Beyond research space per se, all facility concepts will serve to strengthen the faculty's community of scholarship.

Community/Regional Constituencies, Connections and Partnerships

- ECU's campuses will be welcoming and navigable for community visitors.
- ECU will clarify its strategies for ongoing involvement in initiatives or projects that benefit neighborhoods in Greenville.
- ECU will define its future strategies for its role in downtown Greenville revitalization.
- ECU will pursue opportunities for urban planning coordination with the City of Greenville.
- ECU will sustain and expand clinical health care facilities for the community and region – in current and possible future locations.

- Knowledge-based business-industry partnerships are a priority for the engaged ECU and suitable facilities solutions are one factor in nurturing these partnerships.
- ECU will consider an expanded footprint in the region – including potential use of satellite locations in the counties for instruction and clinical activities.

### Physical Characteristics of the Campuses

- Physical features and development patterns must create campus identities while, at the same time, enhancing the environment for programmatic collaboration and people connections – between campuses and beyond.
- Impact of the automobile will be reduced, in favor of more pedestrian-friendly places and public transit solutions.
- ECU's campuses will have a high level of safety and security – both real and perceived.
- Advanced information technology capacity will be ubiquitous.
- ECU will achieve carbon neutrality by 2050 and, in the Master Plan, will determine how much of this goal can be attained by 2025. ECU will pursue sustainability with both technical and policy solutions.
- In design and aesthetics, there will be a balance between appreciation of institutional history and anticipation of the future.
- In planning capital projects, ECU will achieve balance between five objectives: aesthetics, functionality, flexibility, sustainability, and life cycle costs.

### Business and Policy Considerations

- Users will be involved in planning new and renovated facilities – but they will be challenged to invent, consider and adopt good new ideas – sometimes breaking tradition.
- Revenue-producing facilities may receive somewhat different treatment in prioritization – especially if funding sources differ from those for non-revenue producing facilities.
- ECU will carry out a principle-based, orderly, prioritized, optimized, and sustained long-term capital development program.
- ECU will assign and reassign all space based on pragmatic principles of efficiency and productivity; in ways that optimize mission accomplishment; and in recognition of the fact that needs change.

Eva Klein and Associates are responsible for the Strategic and Academic Research Planning part of the plan with Strategic Review, Needs Assessments (Space Capacity Analysis and Functionality Assessment) and Capital Projects Plan and Facilities Database.

SmithGroup JJR is responsible for the Health Sciences Clinical with the premise: Inter-Disciplinary Care Delivery and Inter-Professional Education is the Future which will be a team based approach to clinical care; curriculum in, and between Health Professions Schools should foster integration; and clinical environments that should facilitate an integrated team based care delivery model. Health Sciences Clinical has the implication: Basic Science and Clinical Integration at all Levels that will foster faculty interaction and collaboration; assist in developing critical thinking skills; facilitate translational medicine; and facilitate EvB Care Delivery.

Brailsford and Dunlavey are responsible for the Student Life part of the plan with regards to Housing, Dining, Recreation, Union and Athletics.

The Protection Engineering Group are responsible for the Safety and Security of the plan by developing a Final University Strategic Security Plan, Security Policy Templates, Recommended Organizational Chart for Physical Security Department, Position Descriptions for key Physical Security Departmental staff, and Roles and Responsibilities spreadsheet for University Security Program.

Martin Alexiou Bryson is responsible for the Transit, Parking and Pedestrian part of the plan with the Development and Implementation of a Parking Survey.

RMF Engineering, Inc. has accomplished the Utility Infrastructure part of the plan by developing existing utility narratives, revising utility site plans based on ECU input, establishing critical utility corridors, and tabulating existing utility loads. Their next steps include finalizing existing utility narratives and maps, determining future utility corridors, determine future utility loads, and concluding facility condition assessment of 67 facilities. Complete condition analysis reports. They will provide us with recommendations to restore facilities to almost new conditions..

Mr. Thompson thanked Mr. Bagnell for the update. When will the plan be completed?

Mr. Bagnell: The final plan should be ready in the spring of 2011. The Board of Trustees will review and approve the plan.

Mr. Thompson: What would this mean in terms of land direction?

Mr. Bagnell: The SmithGroup JJR will have a number of scenarios for public comment later in the fall and at the beginning of the new year. Input will be received from the community.

Mr. Thompson: Will satellites facilities be used?

Mr. Bagnell: The dental school will have service learning centers around the state to accommodate dental education. The number of medical students will increase as well.

## **UPTOWN MARKET UPDATE**

Mr. Rees: Ms. Denise Walsh, Executive Director of Uptown Greenville, will give an update on this summer's successful public market series sponsored by Uptown Greenville.

Ms. Walsh: The Uptown Greenville Umbrella Market was held every Wednesday from 5:00 p.m. until 8:00 p.m. from May 12, 2010 through September 15, 2010 at Fifth and Evans Streets. Uptown Market Goals:

- attract people to the heart of Greenville;
- provide fresh, local produce, meats and seafood to residents and visitors – walking distance; and
- create a public gathering place where all members of our community can meet and gather.

In June 2007, the Umbrella Market began on select Saturdays. In May 2008, the market was held on the first Saturdays along Evans Street. In May 2009, the market was held first and third Saturdays at Fifth and Evans Streets. In May 2010, the market was held every Wednesday from May 12 – September 15, 2010 from 5:00 until 8:00 p.m. at Five Points Plaza along Fifth and Evans Streets. Umbrella market vendors include: 29% arts/crafts; 17% produce; 17% value-added food; 13% jewelry; 10% nonprofit/free activities; 8% antique vintage; and 6% meats. Uptown Greenville's interest in market: provide economic opportunity; link urban and rural economies; promote public health; renew downtown and neighborhoods; create active public space; and bring together diverse people. A project for public spaces survey of market participants found that 60% of market shoppers also visited nearby stores on the same day. Of those, 60% said that they visited those additional stores only on days that they visit the market. The Uptown Market for vendor sales was: \$2,329.36 on May 12, 2010; \$2,534.63 on May 19, 2010; \$2,559.94 on May 26, 2010; \$690.50 on June 2, 2010; \$2,665.77 on June 9, 2010; \$0.00 on June 16, 2010; and \$3,208.00 on June 23, 2010. The vendor fees collected to date are \$1,191.00. The total vendor sales-to-date is \$26,000.00. The total uptown sales is \$2,474.00. The total expenses would be \$5,317.00. The total revenue is \$6,919.00. Uptown Greenville has been a business incubator for these vendors.

Ms. Walsh: The 10<sup>th</sup> annual Freeboot Fridays will be September 10, 2010 October 15 and 22, 2010 and November 5, 2010.

The Commission thanked Ms. Walsh for the update on a successful event. , \$2,329.36 was the Uptown Market for Vendor sales

## **UPDATE FROM MAGNOLIA ARTS CENTER (MAC) ON THEATRE FUNDRAISING**

Mr. Rees: Ms. Andrea Croskery and Mr. Joshua Armstrong will give a presentation by Magnolia Arts Center regarding their efforts to promote and fundraise for the Uptown Theatre restoration.

Ms. Croskery and Mr. Armstrong gave the following presentation.

“Theater Uptown” State Theater Renovation Project has the following project goals.

1. Participate in the location planning, including architect selection.

Participated in a community round-up and met with other interested parties to discuss the range of uses of the building.

Developed a consensus on what type of space was desired.

Key phrase: flexible

MAC and Redevelopment Commission met with the Pitt County Historical Preservation Society.

Discussed the “period of relevance” and what needed to be done to keep that period in the final design.

Incorporated the Pitt County Historical Preservation Society’s concerns in the design expectations.

Assisted in interviewing several architect firms.

Selected CJMW as the architect and Theatre Consultants Collaborative as the Theater Consultant.

Met with architect and users group to review the preliminary designs by CJMW.

Happy with the resulting plans because the plans are flexible, functional, contemporary while maintaining the historic beauty.

2. Raise awareness of the project in the community. Manage the public relations image of the project.

Direct mailings

Inclusion in our own Quarterly Newsletter

Posters and handouts available at Freeboot Friday, PirateFest and each of our theater performances

Website: [www.theateruptown.com](http://www.theateruptown.com)

Facilitated the addition of a mural to the front of the building

Change mural bi-annually to reflect progress of the project

Expanded direct mailing (GUC and Suddenlink inserts)

Explore public advertising opportunities

- Advertisements on GREAT bus

- Stanchion displays in Greenville Mall

- Downtown streetlamp banners

- Channel 23 documentary

### 3. Prepare to help with the fundraising efforts to renovate the space.

#### Individual

- Theater parties

- Targeted letter campaign to professionals

- Targeted letter campaign to Arts/Historic Preservation/Uptown

- Greenville donors

- Preview receptions

- Tony awards party (annual)

- Donation and information kiosks placed in uptown merchants

- Merchants participating in “add on” donations

#### Corporate

- Targeted funding requests

- Naming opportunities

- Matching donations (employees)

- Existing corporate fundraising activities

- Corporate grants

- Philanthropic foundation grants

#### Government

- Department of Cultural Resources (National and State)

- Tax Credits

- State budget appropriations

- Endowment for the Arts

- North Carolina Arts Council

- Other government grants

Mr. Thompson thanked Ms. Croskery and Mr. Armstrong for their comprehensive approach.

## **PUBLIC COMMENT**

There was no public comment.

## **CONSIDERATION OF 2009 – 2010 ANNUAL REPORT**

Mr. Rees: The Commission is asked to consider the approval of the 2009-2010 Annual Report. The report is required by state law. The report is distributed to elected officials, media, developers and business prospects. The cover of the report features public art. Staff recommends adoption of the 2009 – 2010 Annual Report by the Redevelopment Commission.

Mr. Lewis: I have some editing comments. There is also a lack of borders on the last page that could cause the reader to get lost.

The Commission agreed that the annual report looks good.

Motion was made by Mr. Dennis Mitchell and seconded by Ms. Terri Williams to approve the 2009 – 2010 Annual Report with the editorial comments. Motion carried unanimously.

## **UPDATE ON WEST GREENVILLE REDEVELOPMENT AREA ALCOHOL SALES RESTRICTIONS**

Mr. Flood: North Carolina General Statute 18B-309 provides that a food business as defined by G. S. 18B-1000(3), a retail business as defined by G.S. 18B-1000(7), and an eating establishment as defined in G. S. 18B-1000(2) which holds an ABC permit and is in an area that has been designated as an Urban Redevelopment Area under Article 22 of Chapter 160A of the General Statutes shall not have alcoholic beverage sales in excess of 50% of the business's total annual sales. This requirement is enforceable upon the filing by the City of a certified copy of the official action designating the Urban Redevelopment Area and the provision by the City of notice to the permittee. An audit of a business would occur upon request of City Council. The Director of the Audit Division of the ABC Commission advises that an audit would be based upon the first full audit year after notice is received by a permittee (the ABC Commission utilizes a January to December audit year).

On September 21, 2004, the Planning and Zoning Commission certified the West Greenville Certified Redevelopment Area as an Urban Redevelopment Area under the provisions of Article 22 of Chapter 160A. Please find a map which demonstrates this area. The City has recently received for comment an application for an ABC permit for the retail sale of beer and wine. The redevelopment of the West Greenville Certified Redevelopment Area would be promoted by not having retail businesses which have alcoholic beverage sales of more than 50% of their total annual sales.



In order to allow the enforcement of this sales requirement, it is requested that City Council approve a resolution which authorizes the filing of the Urban Redevelopment Area Designation with the ABC Commission.

There is no cost to the City for filing the designation of the Urban Redevelopment Area with the ABC Commission.

It is recommended that City Council approve the attached Resolution Authorizing the Filing of the Urban Redevelopment Area Designation for the West Greenville Certified Redevelopment Area with the ABC Commission.

RESOLUTION OF THE CITY OF GREENVILLE, COUNTY OF PITT, AUTHORIZING THE FILING OF THE URBAN DEVELOPMENT AREA DESIGNATION OF THE WEST GREENVILLE CERTIFIED REDEVELOPMENT AREA WITHIN THE NORTH CAROLINA ALCOHOLIC BEVERAGE CONTROL COMMISSION

WHEREAS G.S. 18B-309(a) authorizes a governing body to file a certified copy of the official action designating an area as an Urban Redevelopment Area for the purpose of enforcing the sales requirement established by G.S. 18B-309(a); and

WHEREAS, the City of Greenville, County of Pitt, wishes to notify the North Carolina Alcoholic Beverage Control Commission of its designation of an Urban Redevelopment Area as authorized by G.S. 18B-309(a);

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Greenville that a certified copy of the official action and original documents, including a map, which designated the West Greenville Certified Redevelopment Area as an Urban Redevelopment Area under Article 22 of Chapter 160A of the North Carolina General Statutes is hereby authorized to be filed with the North Carolina Alcoholic Beverage Control Commission for the purpose of the enforcement of the alcoholic beverage sales requirement set forth in G.S. 18B-309(a).

BE IT FURTHER RESOLVED by the City Council of the City of Greenville that the City Manager is hereby designated as the designee of City Council to file with the North Carolina Alcoholic Beverage Control Commission a certified copy of the designation by the City of Greenville of the West Greenville Certified Redevelopment Area as an Urban Redevelopment Area.

This the \_\_\_\_\_ day of August, 2010.

\_\_\_\_\_  
Patricia C. Dunn, Mayor

ATTEST:

\_\_\_\_\_  
Carol L. Barwick, City Clerk

Mr. Flood: Staff recommends that the Redevelopment Commission should recommend adoption of the resolution authorizing the filing of the urban development area designation by the Greenville City Council.

Mr. Lewis: What would be the percentage?

Mr. Flood: Would have to meet individual requirement.

Motion was made by Mr. Dennis Mitchell and seconded by Ms. Melissa Hill to approve that the resolution be forwarded to City Council for approval. Motion carried unanimously.

Ms. Hill: This will prevent alcohol from taking over.

Mr. Flood: This will not just impact restaurants but stores as well.

### **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.

Mr. Thompson: The Commission sent Eppes Alumni a thank you letter for their contribution.

#### Small Business Plan Competition

Mr. Rees: During the off cycle of this grant, the Commission made a few changes to this grant for the procedure for submitting grants. The Business Plan is now submitted along with the application. The Subcommittee reviews that application and meets with the applicant and makes some recommendations and then the applicant has thirty (30) days to turn in a revised business plan back. We are now in that thirty (30) day period where we sent the information back to the applicants with the Subcommittee's recommendation. The three applications submitted are by Red White and Blue Transportation, Winslow's and Appogee, LLC. If any changes are made prior to the September 7, 2010 meeting, the Commission will receive those changes. The Commission will take official action on these applications at the September 7, 2010 meeting.

Mr. Thompson: Thank you for giving the Commission more than a week to read the applications.

Mr. Rees: There will be recommendations from the subcommittee in the September agenda packet.

1003 West Fifth Street

Mr. Flood: Some time ago there was some interest in the property at 1003 West Fifth Street. This property was purchased by the City. The Commission heard from outside nonprofits. One group that had combined was recommended to City Council for consideration. When the item went before City Council, they decided to pursue a different property. At this time, we have one group that was part of that blended group to indicate that they may still be interested in the house and may have acquired the funds to make the necessary repairs. As a Staff, we would like to advertise so all nonprofits will have an opportunity to show interest in the property. The Commission will review this information once received from the nonprofits showing interest in 1003 West Fifth Street.

**COMMENTS FROM COMMISSION MEMBERS**

Mr. Thompson thanked Commission members and staff for the time taken for the planning session.

Mr. Mills: There were good updates and activities for the Commission and how can the Commission interface. Terri Williams and I are impressed with the Small Business Plan Competition applications. Terri Williams is also having a birthday, so happy birthday to Terri.

Mr. Mitchell: Is the car wash signage in compliance on West Fifth Street?

Mr. Flood: The sign is in compliance.

Mr. Rees: I talked with the owner about applying for a grant to improve the site. Please remember beauty is in the eye of the beholder.

Mr. Mitchell: Please look at the signs and the banners at the corner of West Street and Memorial Drive.

Mr. Rees: Staff will check into that.

Mr. Thompson: The Eppes project is started.

Mr. Mitchell: The area in front of Chico's looks nice.

## **ADJOURNMENT**

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

Respectfully submitted,

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