

GREENVILLE REDEVELOPMENT COMMISSION MINUTES

September 7, 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:

Evan Lewis	Don Mills	Robert Thompson, Chair
Chris Mansfield	Dennis Mitchell	Terri Williams, Vice-Chair

COMMISSION MEMBERS ABSENT:

Melissa Hill

STAFF MEMBERS PRESENT: Sandra Anderson, Senior Planner; Wayne Bowers, City Manager; Sandy Gale Edmundson, Secretary; Jonathan Edwards, Audio; Merrill Flood, Director of Community Development; Thom Moton, Assistant City Manager; and Carl Rees, Urban Development Planner

OTHERS PRESENT: Carlton Gay, Exceed; Max R. Joyner, Jr., Council Liaison; Kathryn Kennedy, Daily Reflector; and David Moore, AIA of Calloway, Johnson, Moore and West

APPROVAL OF MINUTES OF AUGUST 10, 2010

Motion was made by Mr. Evan Lewis and seconded by Ms. Terri Williams to approve the August 10, 2010 minutes. Motion carried unanimously.

UPTOWN THEATRE DESIGN UPDATE

Mr. Rees: Mr. Dave Moore, of Calloway, Johnson, Moore and West, will give a presentation regarding the designs and cost estimates for the historic Uptown Theatre. Mr. Moore has worked with a steering committee made up of various arts oriented user groups to develop a flexible venue that will be able to serve a wide range of events and programming. Next steps for the project will include interim repairs as well as formation of a fundraising committee.

Mr. Moore: A study has been completed in more detail of the exterior and interior of the theatre. The theatre needs to be saved from deteriorating more than has already taken place. The White's Theatre was built in 1914. Major renovations were completed in the mid 1930s and early 1970s. The movie theatre closed in the late 1990s. The property changed hands several times during the 2000s. The Downtown Commercial Historic

District was created in 2003. The theatre was purchased by the Redevelopment Commission in December 2008. The street entry, lobby and original sloping wood floor were located 42” higher than the current lobby entry. The wood floor joists rested on the brick ledge. It appears when the front steps were removed in the late 1960s to early 1970s, the original sloping wood floor, stage and proscenium were also removed. A new sloped concrete floor was built in what was the crawl space under the original floor. The plan is to build a new floor on top of the current concrete floor. The exterior of the fly loft is in deteriorating condition. There is a wood frame structure going up, so there will need to be metal as well to preserve the fly loft. The fly loft is important to the State Historic Preservation Office (SHPO). The rear addition was added. The galvanized metal panels for the roof will be a non-intrusive element in the elevation of the building. The addition of the new second floor and balcony will be raised up and will be in steel to handle occupancy. The first floor will have a lobby, stage floor and stage dock. There will be retractable seating extended at the stage floor. The second floor will have a lobby, control room, seating and dressing rooms. The third floor will have a lighting platform and storage.

The cost estimate to make the fly tower weather tight is as follows.

Structural Repair	\$32,000
Siding	\$22,000
Roof/Flashing	\$20,500
Scaffold	\$ 4,000
Subtotal	\$78,500
O&P (10%)	\$ 7,800
Contingency	<u>\$ 7,800</u>
 Total	 \$94,100

The cost estimate to renovate the front elevation of the building is as follows.

Brick Restoration	\$10,000
Wood Cornice	\$12,000
New Storefront	\$43,000
Scaffold	\$ 4,000
Subtotal	\$69,000
O&P (10%)	\$ 7,700
Contingency	<u>\$ 7,700</u>
 Total	 \$83,000

Mr. Thompson: Are there any questions?

Mr. Mansfield: How many seats can be sold?

Mr. Moore: Two hundred tickets can be sold with 100 retractable seats on the first floor and 100 side seats and balcony seats on the second floor.

Mr. Mansfield: Would the fly tower be functional?

Mr. Moore: No.

Mr. Mansfield: Preserving the historical integrity of the structure is important. The internal lighting will provide ambience.

Mr. Mills: What is the timing for completion of the reconstruction?

Mr. Moore: There will be a one year construction time on the interior.

Mr. Rees: The next steps are to develop construction bid package for fly loft repairs and front façade with repairs completed in six months. Assemble a fundraising committee in three months. Develop a fundraising strategy in three to six months. Complete the fundraising campaign in twenty-four to thirty-six months. Set target date to start full theatre renovations by January 2014.

Ms. Williams: Will there be catered events?

Mr. Moore: Food items would be brought in for catering.

Mr. Thompson: Will this be posted on the web?

Mr. Rees: It will be.

CONSOLIDATED ANNUAL PERFORMANCE AND EVALUATION REPORT (CAPER):

Ms. Sandra Anderson of the Housing Division presented the Consolidated Annual Performance and Evaluation Report to the Commission. Fiscal year 2009 – 2010 marked the beginning of the second year of the City of Greenville 2008 – 2013 Consolidated Plan. The plan identifies a comprehensive strategy to address community needs for the five year period. The goals and objectives identified guide staff in selecting activities to be carried out during each fiscal year. The Consolidated Annual Performance Evaluation Report (CAPER) reviews the goals identified in the Consolidated Plan and examines and summarizes the City's accomplishments in the number of areas toward those goals over the past fiscal year. Housing and community development activities and projects focus on an array of needs, such as affordable housing, housing rehabilitation, acquisition of substandard properties, various public service programs and assistance for the homeless during the past year. The CAPER also provides Greenville citizens, the Department of Housing and Urban Development (HUD), and Congress with a process by which to compare our goals to our

accomplishments. An Action Plan is completed annually. Community Development Block Grant (CDBG) 2009 – 2010 completed the following projects in the following amounts.

Owner Occupied Rehabilitation	\$264,497
Acquisition of Properties/Relocation	\$ 72,500
Public Service (Nonprofits)	\$115,000
Clearance and Demolition	\$ 37,500
Public Facility Improvements	\$ 30,000
Infrastructure Improvement	\$ 35,000
Planning and Administration	\$160,000
Economic Development Activity	\$100,000
Program Income	<u>\$ 5,069</u>
 Total Allocation	 \$819,566

The HOME Investment Partnership completed the following projects in the following amounts during Fiscal Year 2009 – 2010.

Planning and Administration	\$ 75,000
Owner-occupied Rehabilitation	\$162,500
Down Payment Assistance	\$100,000
New Construction	\$128,810
CHDO	\$112,500
Program Income	<u>\$ 10,172</u>
 Total Allocation	 \$588,982

Accomplishments follow.

Housing rehabilitation had a goal of 13 with an accomplishment of 15.
 New construction had a goal of 3 with an accomplishment of 1.
 Public service had a goal of 6 with an accomplishment of 6.
 Down payment assistance had a goal of 5 and an accomplishment of 12.
 Acquisition had a goal of 2 with an accomplishment of 12.
 Relocation had a goal of 5 and an accomplishment of 1.
 Clearance and demolition had a goal of 8 and an accomplishment of 14.
 Public facility had a goal of 3 and an accomplishment of 2.
 Lead hazard control had a goal of 35 and an accomplishment of 71.

Ms. Anderson said that comments from Commission members may be received until Friday, September 10, 2010.

Mr. Thompson thanked Ms. Anderson for the report.

PUBLIC COMMENT PERIOD

No public comments were made.

UPTOWN ON FIVE POINTS PLAZA BID PROCESS

Mr. Rees: Five Points Plaza should: be the hub of public activity in the Uptown District; create a dual use space that is both a parking lot and event space; and keep the history alive. Concepts talked about are: staying to the front to create an urban edge and to make improvements more visible; addressing the corner engages Uptown and pulls in Evans Street corridor; and maintaining a diagonal orientation for history and as a way to connect to the larger Uptown area. Susan Hatchell, the consultant for this project, started design process and a survey was done of the site with a total of five (5) bays.

Revised Scheme C was approved by the Redevelopment Commission and the City Council. Revised Scheme C is a combined scheme with a decorative metal fence, removable bollards and possibly closing off certain bays and certain alleys while removing trip hazards by opening the central part up and having a streetscape. The site plans today are in the bid documents. There will be traffic control with automated control gates. Demolition will occur for wider travel lanes, so trees will have to be removed to make way for project. More trees will be planted with Cathedral Live Oaks along Evans Street and Trident Maples along Fifth Street. There will be concrete sidewalks like at Reade and Cotanche Streets. There will be brick banding. Bollards will be placed a distance apart for pedestrians to be able to get through but not cars. There will be a four-sided kiosk at Evans Street with a history of Five Points. There is an estimated \$789,000.00 construction cost plus contingency. Bids should be in by the 30th of September 2010 and brought back to the Commission at the October 5, 2010 meeting.

Mr. Thompson: What is the timeline?

Mr. Rees: Construction should begin after the last Freeboot in November which is mid-November. The project should end in early May.

CONSIDERATION OF CONTRACT AMENDMENT WITH SUSAN HATCHELL LANDSCAPE ARCHITECTURE

Mr. Rees: The Commission is being asked to approve an additional services agreement with Susan Hatchell Landscape Architecture which will secure the firm's services for bidding of the project. These services have become necessary due to recent personnel changes within the City's Public Works Department. Staff recommends approval of a contract amendment with Susan Hatchell Landscape Architecture in the amount of \$6,640.00.

Motion was made by Mr. Dennis Mitchell and seconded by Mr. Chris Mansfield to approve the contract amendment with Susan Hatchell Landscape Architecture in the amount of \$6,640.00. Motion carried unanimously.

CONSIDERATION OF ACCESS AGREEMENT WITH JARVIS CHURCH

Mr. Rees: The Commission is being asked to consider an agreement with Jarvis Church that will allow the placement of a traffic control gate that is part of the Five Points Plaza design on a traffic island that is controlled by the Church. Trustees with Jarvis Church have approved the agreement in concept. Staff recommends approval of an access agreement with Jarvis Church allowing placement of the parking control gate on property owned by the Church located in close proximity to Five Points Plaza.

Motion was made by Mr. Dennis Mitchell and seconded by Ms. Terri Williams to approve the access agreement with Jarvis Church allowing placement of the parking control gate. Motion carried unanimously.

CONSIDERATION OF BUSINESS PLAN COMPETITION GRANT AWARDS

Mr. Jones: The Commission will be considering applications from the latest round of the Small Business Plan Competition. Awards of \$15,000 - \$30,000 may be granted for creating or expanding small business plan enterprises with Greenville's redevelopment areas. The Commission may make two awards each in the Center City and West Greenville redevelopment areas. There were nine (9) referrals made to business counseling partners. A total of three (3) applications were received for the 2010 summer grant cycle. All three (3) applications meet basic eligibility criteria.

Winslow's Deli

Applicant is J2 WMD Inc. d.b.a. Winslow's Deli.

Application is in the Center City Revitalization Area.

The applicant seeks \$30,000 to expand current business.

The expansion will add 15 – 30 new employees.

Total owner investment to exceed \$350,000 which includes the purchase of property at a cost of \$325,000.00.

Red, White and Blue Cab Company

Applicant is Melvin Elam.

Application is in the Center City Revitalization Area.

The applicant seeks \$15,000 to purchase an additional vehicle and for operating expenses.

The applicant intends to fill a void in the transportation of college students.

Appogee

Applicants are Kristie Esposito and Tim Hassett.

Application is in the Center City Revitalization Area.

The applicant seeks \$15,000 to help offset some operating expenses in their start-up phase.

Mr. Mills: The applications were well done. The committee recommends that the Commission offer Winslow's and Appogee.

Mr. Mitchell: Considering the time limits that we have with this particular program, I would like to make a motion that if there are no applicants available in any portion of these business plan competition areas that the Commission have the authority to award to additional applicants if there are qualified applicants in the program and this should be effective immediately.

Mr. Thompson: Is there a second?

Mr. Mills: Second.

Mr. Thompson: Is there any discussion?

Mr. Evans: We are discussing a permanent change to the policy itself.

Mr. Jones: That is correct.

Mr. Mansfield: A policy that would be time limited until 2014. If the Commission happened to get more funding after 2014, would it apply to them as well? I think the issue here is we want to leverage as much as possible and get as much jump started as we can during the time period that we have the money. Boundaries could be fairly transparent in terms of the jobs that were created and the impact on the area. Maybe

the next cycle the Commission would get four from West Greenville that would all be fundable.

Mr. Thompson: The pot of money for these if you are shifting them in either direction it is not one pot of money. There is a pot of money for West Greenville and a pot of money for Center City. They are not fundable across. It is a matter that you would be spending more from that one pot at that particular time than moving across.

Mr. Jones: Correct...

Mr. Thompson: So what that could mean is that you would draw it down one available source at a time at one greater rate than the other.

Mr. Jones: If it did not even out eventually.

Mr. Thompson: I want to make it clear that it is not one pot that you will be drawing from. It is two separate pieces of money.

Mr. Mills: That could happen anyway like the \$15,000 awards versus the \$30,000 awards.

Mr. Lewis: The policy of awarding more than two in any area does not have to depend on getting applications from the other area.

Mr. Thompson: That is right.

Mr. Lewis: Which is part of the proposal, so I would suggest an amendment saying that we can award more than two even if we have three good ones from each area the same year, we could award three in each area instead of making the award in the Center City depending on the lack of good applications from the West Greenville area.

Mr. Thompson: Is that consensus to Mr. Mitchell?

Mr. Mitchell: So is there ever going to be an amendment, because what we are doing is just increasing the amount of grants given out.

Mr. Rees: I think that we would just recommend that we add to this amendment in the text of the guidelines in a statement to the effect of as long as funding is available or something like that, because it is certainly possible that at some point, you could run down the funds in one or the other and eventually both but probably one prior to the other one. You would want to have that statement in there, so an applicant understands that an application can be made, but there may not be funding available.

Mr. Mitchell: There are situations in which not even talking about the business plan competition that money can be shifted from one portion of the City to the other. There

might be a situation that comes up before the Commission that absolutely positively has to jump on it especially West Greenville not having any money, the Commission might have to entertain that. While we look at this at being two separate pots of money, we are trying to do the right thing and that is what is best for the revitalization of both of these areas. The infrastructure is available downtown. There are more opportunities for businesses to expand downtown until we get some private or even public entities to start investing in developing businesses to operate in West Greenville. One of the places that businesses are expanding in West Greenville is pretty much full. If there are no viable applications for the area, I do not see the problem in us awarding that money to the Center City to fund good businesses.

Mr. Mansfield: I would have to go back and ask what the original intent was and were there clear restrictions on separating the two funds.

Mr. Thompson: There were two separate bond issues and that was the basis for the separation of the funds which came to \$5,000,000 each. I think the Commission is getting away from the issue on the table which is whether or not to expand the number of grant applications that can be approved at any one time. I think the Commission should stick to that issue before it gets convoluted.

Mr. Mansfield: So it would basically be sticking with the Center City funds to do this.

Mr. Thompson: Yes. City Council would have to allow us to spend the funds for another purpose. The Commission would have to make a recommendation with regard to that.

Mr. Jones: There has already been a motion and a second.

Mr. Thompson: There has been a motion and it has been seconded. Mr. Lewis, in essence, made an editorial amendment.

Mr. Thompson: All those in favor were Mitchell, Mills, Lewis, Mansfield and Williams. I am opposed.

Mr. Thompson: That brings the Commission back to the business plan applications.

Mr. Mitchell: I recommend that we approve all three applications.

Mr. Jones: I think the subcommittee would not object to that. Right?

Mr. Mills: I agree.

Ms. Williams: I agree.

Mr. Mansfield: The subcommittee is okay with all three applications. Is that correct?

Ms. Williams: That is correct.

Mr. Thompson: Do I hear a second?

Mr. Mills: Second.

Mr. Thompson: Is there any discussion? When I read the review, I had no problems with the proposals of Winslow's Deli and Appogee. I had serious issues with the proposal with regard to Red, White, and Blue Cab Company. From the materials I could see, I did not see what amounts of money were coming from the business of Mr. Elam. I also had concerns that he was going to be seeking two cars at \$4,000 and two vans at \$6,000 which means an average of \$2,000 per car and \$3,000 per van, and I have serious questions with regards to what kind of equipment one could get for that amount of money and rely on it.

Mr. Elam: My father can help me get reliable cars from the auction. The cars have to pass inspection before putting the cars on the road safety wise. I am one of the best cabs for customer service. Take a look at my cars and you will see that my cars are better than most cabs out there. It can be a cheap car and still be up to date. One of my cars cost \$1,200, and it is one of the best cabs in Greenville.

Ms. Williams: You did tell the subcommittee about your Dad helping you purchase your cabs at a reduced price.

Mr. Elam: There are not enough cabs out there at night to transport the kids from uptown.

Ms. Williams: Mr. Elam indicated that he was not strong in bookkeeping skills. A recommendation was made to you for you to take a class in bookkeeping.

Mr. Elam: I will be working with my business counseling provider.

Mr. Thompson: Thank you Mr. Elam. There was a motion made by Mr. Dennis Mitchell and seconded by Mr. Don Mills to award the business plan competition grants to: Winslow's Deli for \$30,000; Red, White, and Blue Cab Company for \$15,000; and Appogee for \$15,000.00. The 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.

Code Enforcement Report

Mr. Flood: At 501 South Memorial Drive at the Dreams Tobacco Mart and at 1127 West Fifth Street at the car wash, zoning ordinance violations are at both locations. Neither property has received a sign permit from the City of Greenville. Letters from Mike Dail, Zoning Administrator has been sent to the property owners requesting that applications be completed with the City of Greenville Inspections Department by September 10, 2010. Failure to comply and/or further related violations at this subject property will result in enforcement actions, including but not limited to, the issuance of Civil Citations in accordance with the Citation Ordinance.

Mr. Mitchell: I applaud staff for addressing these code enforcement issues.

COMMENTS FROM COMMISSION MEMBERS

Mr. Mills: Congratulations to the applicants receiving the grants.

Mr. Mansfield: These kinds of businesses are useful to the community.

Mr. Thompson: Thanked Staff for the annual report and wished all of the businesses luck.

ADJOURNMENT

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

Respectfully submitted,

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