

GREENVILLE REDEVELOPMENT COMMISSION MINUTES

May 5, 2009
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	Terri Williams
Evan Lewis	Dennis Mitchell, Chair	
Chris Mansfield	Robert Thompson, Vice-Chair	

STAFF MEMBERS PRESENT: Sandy Gale Edmundson, Secretary, Jonathan Edwards, Audio; Merrill Flood, Director of Community Development; Mark Gillespie, Superintendent of Parks; Cori Hines, Neighborhood Liaison/Ombudsman; Dave Holec, City Attorney; LaMarco Morrison, Park Planner; Thom Moton, Assistant City Manager; and Carl Rees, Urban Development Planner

OTHERS PRESENT: Max R. Joyner, Jr., City Council Liaison and Denise Walsh, Uptown Greenville

Hatchell Team: Mike Baldwin, Ellen Cassilly, Susan Hatchell, and J. W. (Bill) Jenkins

Rivers and Associates Team: Donnie Brewer, Albi McLawhorn, Ronald Sessoms, Myriah Shewchuk and Durk Tyson

APPROVAL OF MINUTES OF APRIL 7, 2009:

Motion was made by Mr. Robert Thompson and seconded by Ms. Terri Williams to approve the April 7, 2009 minutes. Motion carried unanimously.

PUBLIC COMMENT PERIOD

There was no public comment.

UPDATE ON INTERMODAL TRANSPORTATION CENTER

Mr. Moton: Intermodal Transportation Center broadly refers to multi-modal, bus transportation center or transfer facility and provides seamless connections. The

center will vary in size, scope and programming and will offer easy access. The center will be a catalyst for downtown revitalization. Reasons to build a transportation center:

GREAT, Trailways and ECUSTA would all use the center and see benefits for their riders;

Trailways needs a new depot;

Existing GREAT and Trailways riders need better transfer conditions and will benefit directly;

Access to/from ECU would be improved;

Trips to downtown for transit riders would improve;

Access to/from the medical district in conjunction with shuttle and Tenth Street Connector would improve;

More options for PATS riders could be provided potentially reducing PATS costs;

Image and visibility of transit improved;

Springboard for service enhancements as city and region grow;

Assist downtown revitalization;

Represents forward planning to meet the challenges of City growth; and

Consistent with City and County planning policies and objectives (Horizons, Redevelopment Plan, City Council Goals).

On December 12, 2000, Mayor Nancy Jenkins and Chairperson of Urban Area Transportation Advisory Committee observed in her comments about the 2002-2008 NCDOT TIP that transit was expected to become more important in Eastern North Carolina in the next few years and that the City progress with the planning for the construction of an intermodal center in Greenville. The 2003 Regional Transit Feasibility Study conducted by Wilbur Smith and Associates examined the need and potential for regionalized transportation services. The study concluded that a coordinated, regional service would provide the best overall service to area residents. The 2006 Greenville Intermodal Transportation Center Feasibility Study Final Report prepared by Martin, Alexiou and Bryson (MAB) concluded a Greenville Transportation

Center is feasible and recommended the City move forward with this idea. Progress is as follows:

May 2007 – contracted Moser, Mayer, Phoenix and Associates (MMP) to complete planning/design; Steering Committee formed;

July 2007 – gathered input on suggested programming needs and desires from community meetings;

September 7, 2007 – met to review findings from July 2007 community meetings and preliminary reports with the Intermodal Transportation Center;

October 2007 – MMP submits programming options and site selection for City review;

March 2008 – Site selection;

April 2008 – Informational meeting for recommended impact area;

May 2008 – City Council approves site recommended by Steering Committee;

Summer 2008 – Completion of Phase I ESA;

October 2008 – City Council authorizes staff to initiate acquisition;

Spring 2009 – Parcel appraisals underway;

April 2009 – Preparation of Environmental Assessment Report; and

May 7 and 14, 2009 – Public Hearings – Environmental Assessment Draft.

Public meetings held had the following public comments:

Make it look nice;

Make it a place where people can go and eat and have a place to sit and rest;

Police substation is a good idea;

Being near railroad would entice rail service;

Be accessible;

Have a full cover over the bus loading areas;

Building design should feel open;
Secure parking; and
No big trees that people can hide behind.

Themes for the Facility

Theme One – Accessibility
Theme Two – Safety and Security
Theme Three – Multipurpose
Theme Four – Inspiring
Theme Five – Streamlined

Time Horizon

Acquisition – 2009 to early spring 2010
Design – 2010
Demolition/construction – 14 – 18 months

GREAT Ridership Growth

Over 7.2 million passenger trips
Growth during last five years is 36%
Projected ridership for FY 2007 – 2008 is over 279,000 passenger trips
Eight percent increase from FY 2006 - 2007

GREAT Current Transfer Point

Reade Street between Third and Fourth
Two Bus Shelters with benches
Two additional benches

GREAT Economic Impact of Public Transit

- Increased labor market access
- Increased educational access
- Increased shopping/business opportunities
- Increased access to medical facilities
- Increased access to public agencies
- Reduction of traffic congestion

Several site selections have been considered. One site is in the downtown area, one site is in the Tobacco District and one site is at East Carolina University.

GREAT Site Screening

- Access/Operations – Efficient layout/ability to move in and out;
- Cost – Appropriateness/most for the money;
- Size – Adequate for current and future needs;
- Intermodality – Best location for all transportation providers;
- Close to Downtown/East Carolina University – Core hub locations;
- Availability – Assemblage issues;
- Image – Location/design that will enhance the City's and transit's image;
- Urban Design/Planning – Enhance City's objectives;
- 10th Street Connector – Access to major future transportation corridor; and
- Economic Development – Enhance opportunities on surrounding sites.

PRESENTATIONS BY FIVE POINTS PLAZA CONSULTING FINALISTS

Mr. Rees: The Commission requested that the top two Five Points Plaza Consulting Finalists be present to give a presentation at tonight's meeting, so that the Commission could make the selection. Susan Hatchell's team had the highest score with Rivers and Associates with the second highest score. Rivers and Associates will present first.

Rivers and Associates

Mr. Donnie Brewer, P. E., President of Rivers and Associates, Inc., told the Commission that the firm was established in 1918 and serves eastern North Carolina. The firm is multi-disciplinary: Planning, Engineering, Surveying, and Landscape Architecture. There are fifty-five employees in the Greenville office. Tonight we will demonstrate our: qualifications of key personnel; previous performance with similar projects; proven ability to facilitate a comparable design process; technical approach to the project; and ability to undertake and complete the project in a timely manner. Durk Tyson, PE will be the Project Principal in Charge, Myriah Shewchuk, RLA will be the Project Manager, Scott Anderson, PE will be the Project Engineer, Patrick Hartman, PLS will be the Project Surveyor and Ronald Sessoms will be the Planning Design Intern. Albi McLawhorn, AIA, of MHA Works, will be the architect. Wilson Pou, PE, of PM&E Engineers, will be the engineering source. Myriah Shewchuk's project manager experience includes: the Philadelphia Zoo, the Philadelphia Eagles Football Stadium Plazas, Philadelphia Phillies Baseball Stadium Plazas, Civil Rights Memorial Plaza in Atlantic City, NJ, All Wars Memorial Plaza in Atlantic City, and Multiple Casinos, Schools, Streetscapes and Parks.

Ms. Shewchuk: Project experience consists of the West Fifth Street Gateway: civic art, utility relocation, pedestrian oriented design, multi-modal accommodations, and place-making; the Convention Center Business District Streetscape Improvements: pedestrian plaza/walkway, integrated into existing parking lot, traffic calming measures, shade shelters, lighting, fountains, furnishings, decorative hardscape, sound system, vegetation, "Green" design solutions, and place-making; and Winterville Recreation Park: realign road for improved pedestrian circulation, concession plaza and building, amphitheater, innovative stormwater design/outdoor classroom, and functional art. MHAworks Project experience lists the recreation park concession building and the recreation park amphitheater in Winterville, NC; the North Carolina State University 4-H Conference and Recreation Center; the Rosemary Street parking deck in Chapel Hill, NC; the Bandstand in Ayden, NC; and the Blount Harvey Building Renovation in Greenville, NC. The site needs for Freeboot Friday and public events are: 1,800 – 2,400 attendees; equivalent of 75+ parking spaces (12,000 square feet); 120± parking spaces; goal is 3,000 attendees; universal access; controlled access; vendor/performance space; and restrooms/storage and for parking are: 120± current parking spaces; leased spaces; and future parking. The project approach will be to complete: a Topographic Survey; a Schematic Design; Design Development; Construction Documents; Bidding and Negotiation; and Construction. A sustainable site should have: stormwater management; light pollution reduction; Multi-modal; reduce heat island effect; native, drought tolerant vegetation; and recycled, reclaimed, renewable materials. The 21st Century City needs to be multi-generational; multi-cultural; safe; economically viable; attractive; and a sense of place. This team is in close proximity to project, client and team members. There is a history of working together on various projects and a local knowledge. Experience with similar projects has occurred. There is an ability to complete projects on time and within budget. The team is qualified and

multi-disciplinary and is available to begin work immediately. The importance and the success of this project is understood. We are engaged in the community and committed to the redevelopment of Greenville. The context of the site analysis encompasses the Evans Street corridor, Starlight Café and State Theater, Jarvis Methodist Church, Greenville Public Library, Humber House and the east side of Evans. Signage, existing features, lighting, vegetation, drainage, utilities, shading/sun, and circulation will be a part of the site analysis.

The Commission thanked Rivers and Associates for giving their presentation.

Susan Hatchell's Team

Ms. Hatchell: Mine is a woman owned firm certified in Greenville with experience in plaza and urban design including public venue spaces; creating vibrant pedestrian spaces; streetscape design; interactive water play; public input processes; and project management for large multi-disciplinary projects.

Ms. Cassilly: Good design and innovative programming can unite a community through public markets, festival spaces, and open air structures such as Durham Central Park, Durham Farmer's Market and Triangle Transit Stations. Extensive experience includes working in the historic urban neighborhoods and experience with public art.

Mr. Jenkins: EARTH TECH/AECOM has numerous municipal clients with over 30 years of roadway, site development and utility design. We have strength in developing construction plans, specification and bid documents. We are experts in all phases of permit acquisition: NCDOT Driveway and Encroachment Agreements, NCDENR Sediment and Erosion Control Permits and NCDWQ Stormwater Permits.

Ms. Hatchell: Five Points Plaza will be a gateway, a historic area with landmark buildings, public venue space, streetscape improvements, parking combined with the Comprehensive Plan and District Design Concept.

Vision/Design Process

- Gateway to Uptown Greenville
- Evans Street as a classic great street
- Pedestrian links
- Public spaces that encourage gatherings
- "Avenue of the Arts" – Public art
- Vibrant streetscape – Decorative paving and Unified site amenities
- CPTED principles
- Active space when events are not scheduled

Technical Approach to the Project

Street and parking lot engineering
Stormwater Design
Utility Coordination and relocation
Permitting (NCDOT, SE&C, Stormwater)
Engineering construction documents
Construction management

Why Choose our Team?

We can perform this project in a timely manner.
Previous performance with similar projects
 Experience with pedestrian plazas, streetscapes, and parking design
 Knowledge of festivals and markets
 Public Input Processes
Facilitate successful design processes
 Qualified personnel
 Successful technical approach
Proven track record working together
Excellent references

We are ready to make this project a success for you.

The Commission thanked Susan Hatchell and Team for their presentation.

SELECTION OF CONSULTANT FOR FIVE POINTS PLAZA DESIGN

Mr. Rees: The Commission should select one of two finalists as designer for Five Points Plaza Project with second ranked firm as back-up in case contract agreement can't be reached.

Mr. Mitchell: Both firms gave outstanding presentations. Susan Hatchell has experience on these projects and Rivers and Associates have been here.

Mr. Lewis: Both firms are experienced. Rivers and Associates' Project Manager has worked in Philadelphia and New Jersey.

Ms. Hill: Susan Hatchell has more experience.

Mr. Mills: I think Rivers and Associates should be selected.

Ms. Williams: Rivers and Associates is a local firm with plenty of experience.

Mr. Thompson thanked both firms for coming before the Commission.

Mr. Mansfield: Hatchell had more ideas about the Five Points space.

Motion was made by Mr. Robert Thompson and seconded by Mr. Chris Mansfield to select Susan Hatchell's team as the consultant for Five Points Plaza Design. Motion carried with a vote of 4(Thompson, Mansfield, Hill and Mitchell) to 3 (Lewis, Mills and Williams).

UPDATE ON TOWN COMMON PUBLIC PARTICIPATION PROCESS

Mr. Rees: The Town Common Master Plan has been a joint venture between the Community Development Department and the Recreation and Parks Department. Goals and Objectives would be to:

Seek public input to gain insight into the vision and priorities of Greenville citizens;

Develop strategies to ensure Town Common achieves its full potential; and

Address maintenance needs in a comprehensive manner.

Public Input Session #1 reviewed existing conditions; discussed opportunities and constraints; introduced program elements; and distributed surveys.

Mr. Rees: The Town Common is a beautiful scenic park with great views and vistas bordered to the north by the Tar River and River Park North; bordered to the south by the Uptown Business District; bordered to the east by existing residential properties; and bordered to the west by new residential development.

Mr. Rees: Existing Conditions – Park Needs should: design areas for vendors and improve pedestrian and vehicular circulation; address unsightly exposed utilities; repair and improve aging esplanade needs; provide a REAL connection to the Tar River; have spaces for gathering and plazas; link to the Uptown Business District; have a focal point and theme; and provide ADA accessibility. There are opportunities to provide better access to the Tar River; capitalize on views and vistas along the waterfront; address repairs and renovations to the esplanade; expand greenways and trails; incorporate a pedestrian bridge over the Tar River; link to River Park North and the nature center; provide access to existing camp sites, nature trails, wetlands and fisheries; develop new facilities for educational and instructional purposes; provide space for meetings and events; create spaces for public art and intimate plazas; create aesthetically pleasing gardens and landscapes; and link to Uptown Greenville with adjoining plazas and streetscapes.

Mr. Rees: A Master Plan Programming Survey was administered. A project e-mail account was created and a project voice mail was established with 50 people responding to the survey, 4 people responding via e-mail, and 2 voice mails received.

During the public input session #2, results from the programming survey were tallied, top rated program elements were grouped, and program elements were ranked. Planning Priority included:

1. pedestrian bridge to River Park North;
2. public structures;
3. site improvements (lighting, parking paths, etc.);
4. public art;
5. gardens;
6. memorials;
7. river access (esplanade, piers, boat ramp); and
8. vendor spaces;

Mr. Rees: The next steps are to: update the Recreation and Parks Commission on May 7, 2009; update the Greenville City Council on June 11, 2009; and develop and distribute Request for Proposals (RFP) for development of master plan.

DISCUSSION OF 2009 – 2010 ANNUAL WORK PLAN

Mr. Rees: Please find a draft of the 2009 – 2010 Annual Work Plan Items.

Proposed:

1. Center City Design Standards (carryover)
2. Adaptive Re-use Projects for Historic Structure (carryover)
3. West Greenville Building Block Grants (carryover)
4. Small Business Plan Competition (carryover)
5. Center City and West Greenville Streetscape Projects (carryover)
6. Comprehensive Wayfinding Project (carryover)
7. Revitalization Area Tax Increment Finance (TIF) District (carryover)
8. Five Points Plaza Project (new)
9. Residential and Mixed Use Project Development (carryover)
10. West Greenville Small Business Incubator (carryover)
11. Uptown Area Science Center – Go-Science (carryover)
12. Civic Art Initiative (carryover)
13. Revitalization Area Marketing Program (carryover)
14. Town Common Area Improvements Study (carryover)
15. State Theatre Restoration Project (new)

Items from 08-09 Work Plan not recommended for carryover

1. Restaurant Start-Up Initiative (folded into incubator)
2. Open Air Market Initiative (replaced by Five Points Project)
3. Business Retention Program (note Building Blocks and Business Plan Grants)

Mr. Mitchell asked that more homes be built and rehabbed in the West Greenville area.

Mr. Mansfield: Is the fly way needed in the State Theatre Restoration Project? Wasn't it mentioned that theatre would be moving towards a black box. Staff should bring back a draft work plan for adoption at the June meeting.

Mr. Rees: The Commission should be ready to act adopt the 2009-2010 Work Plan at the June meeting, so that the work plan can be presented to the City Council at their June meeting.

REPORT FROM SECRETARY

Expenditure Report

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

Reade and Cotanche Construction Bid Update

Mr. Flood: For the Commission's information, a copy of a letter to David Brown, the City Engineer, has been distributed from Ramey Kemp and Associates. Ramey Kemp and Associates has provided a proposal to complete the necessary traffic engineering services for Reade Circle and Cotanche Street. The fee to complete the traffic signal design work on a lump sum basis is as follows:

Traffic Signal/Electrical Detail Designs (1 intersection):	\$6,500.00
Cable Routing/Splice Detail Designs:	<u>\$1,500.00</u>
Total:	\$8,000.00

Mr. Flood: Once a signed proposal and site plan showing proposed roadway improvements are received from engineering, preliminary signal plans will be submitted within two (2) weeks to the City.

Extension for Building Block Grant 08-01 requested by Ryan Webb

Mr. Rees: A letter from Mr. Ryan Webb has been passed out to Commission members. Mr. Webb has requested a two month extension for Building Block Grant 08-01 awarded in July 2008. Mr. Webb has been making efforts to meet the May 1, 2009 deadline, but has been unsuccessful. Mr. Webb believes he will have the project completed by July 2009.

Mr. Flood: There is no procedure in place to grant an extension for this grant. If an extension is granted by the Commission, an amendment to the policy should be made for granting extensions.

Motion was made by Mr. Robert Thompson and seconded by Mr. Evan Lewis to grant an extension by Mr. Ryan Webb to allow time for completion of work. Motion carried unanimously.

The Commission asked that Staff amend the policy to grant extensions and submit the amendment to the Commission for review at the June meeting.

ADJOURNMENT

Motion was made by Mr. Robert Thompson and seconded by Mr. Evan Lewis to adjourn the May 5, 2009 meeting. Motion carried unanimously.

Respectfully submitted,

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