

## **GREENVILLE REDEVELOPMENT COMMISSION MINUTES**

September 1, 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:**

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

### **COMMISSION MEMBERS ABSENT:**

Melissa Hill

**STAFF MEMBERS PRESENT:** Sandy Gale Edmundson, Secretary; Jonathan Edwards, Audio; Merrill Flood, Director of Community Development; Cori Hines, Neighborhood Liaison/Ombudsman; Thom Moton, Assistant City Manager; and Carl Rees, Urban Development Planner

**OTHERS PRESENT:** Eric Clark, President of Uptown Greenville; Susan Hatchell, Five Points Plaza Consultant; Denise Walsh, Executive Director of Uptown Greenville; and Debbie Vargas, Greenville Convention and Visitors Bureau

### **APPROVAL OF MINUTES OF AUGUST 4, 2009:**

Motion was made by Mr. Don Mills and seconded by Ms. Terri Williams to approve the August 4, 2009 minutes. Motion carried unanimously.

### **AMENDMENT TO THE AGENDA**

Mr. Rees recommended that Item IV. Update on Five Points Plaza Design move under Item VI. Consideration of Recommendation of Contract with Uptown Greenville.

The Commission agreed to the amendment.

### **CONSIDERATION OF RECOMMENDATION OF CONTRACT WITH UPTOWN GREENVILLE**

Mr. Rees: Some months back staff brought forth an item to the Commission that funds be approved for the Façade Improvement Grants (FIG) program and that was essentially done to make way for the potential of funding being provided to Uptown Greenville for a contract for services. The City Council did consider that item at their

last meeting and then requested that the item come back to the Redevelopment Commission for consideration. They wanted the opinion or recommendation of the Redevelopment Commission. Since that time the Uptown Greenville Board has asked for more time on this item to provide for the best information possible to this Commission and to City Council. Mr. Eric Clark, President of Uptown Greenville, will come up and request a continuance.

Mr. Clark requested on behalf of Uptown Greenville that the consideration for funding of contracted services be held at a later date. A formal detailed presentation needs to be put together and Uptown Greenville would like to come back before the Commission to present all of the facts and information so that the Commission can make an informed decision. Uptown Greenville will also address the questions that City Council raised.

Mr. Thompson: Are there any points of information that the Commission would like to have addressed that might be of use to Uptown Greenville in a formal presentation? This will be for information purposes, so that Uptown Greenville can include them in their presentation.

Ms. Williams: I do not expect any answers tonight. The amount seems to be different with the contract that we have a copy of and what was actually requested, so there may be some differentiation as to what the uses of the money will actually be for and what was the reason for that increase that I did not see earlier.

Mr. Mansfield: Uptown Greenville might also include some specificity in terms of numbers of specific work items being done as a result of this contract the quid pro quo quantification of actual work products and maybe even referring to the amount of work in terms of projects being done that may have been uncompensated that other cities may have been paid for.

Motion was made by Ms. Terri Williams and seconded by Mr. Don Mills to postpone the consideration of recommendation of the contract with Uptown Greenville. Motion carried unanimously.

### **UPDATE ON FIVE POINTS PLAZA DESIGN**

Mr. Rees told the Commission that there will be an update in two parts tonight. Six to nine months ago Denise Walsh came before the Commission to provide a presentation on what was found out from the public with regards to the Five Points Plaza. What uses does the public desire, what configurations, what amenities might be desired. Since that has been a while ago, I asked Denise to come back and give a short version of that presentation to remind the Commission what it is we are designing and then Susan Hatchell, who was the designer hired by the Commission, will come forward and give information on the concepts that have emerged and been approved by the Steering Committee for that project.

Ms. Walsh: I am Denise Walsh, Director of Uptown Greenville. The area being discussed is the Evans Street lot located at the corner of Fifth Street and Evans Street. The purpose is to create an attractive, active and functional multi-purpose space for different activities and to create an economic catalyst for the area. May 2008, Uptown Greenville requests addition of Five Points Plaza to the Redevelopment Commission's Work Plan. June 2008, request approved and listed as item #13 "Open Air Market Initiative. July-August 2008, Greenville Utilities adds electricity and water before completion of lot construction. September-November 2008, East Carolina University (ECU) Center for Survey Research and Uptown Greenville gather public input using three methods. January 2009, Uptown Greenville receives approval from the Redevelopment Commission to proceed with Request for Qualifications (RFQ). February 2009, RFQ advertised by City of Greenville Community Development Department with nine proposals submitted and four interviews being conducted. Susan Hatchell Landscape Architecture was selected and confirmed in May 2009. July 2009, Five Points Plaza Steering Committee planning meetings commence. The methods of gathering public input: Public Input Session on September 30 at the Willis Building with an attendance of 40 people; Focus Group Discussion on October 15 at the Sheppard Memorial Library with an of 16 participants; and an Online survey launched October 16 with a paper format also available with 236 completed surveys. Restaurants and special events topped the list for visiting Uptown Greenville with shopping and city or government business coming in next. Farmers market, musical performances, and outdoor movies were three activities the public was interested in attending. The following amenities in order of importance were trees for shade, seating, and parking. The economic benefits of public space are property values increase, economic revitalization, tourism benefits and social benefits. When coming Uptown for events, 93% of those coming to the area will visit other businesses in the area. Sixty-seven percent of those visiting Uptown will very likely make expenditures at restaurants and 37% were likely to spend money in retail businesses. From this input, a center city public plaza is desired; a plaza would greatly enhance the area; and modest improvements could have great economic and social benefits. The active civic space could increase sense of safety and enhance property values which results in increased tax revenues. This area is so visible and is the heart of the city. Let's make it an inviting place. Susan Hatchell will now give an update.

Ms. Hatchell: There have been three meetings with the Steering Committee with lots of discussion and visioning taking place. A survey of the area has been completed. Existing conditions have been reviewed. The Historic Five Points area has been noted. A look at the parking lot shows 116 parking spaces. The parking lot should be redesigned and the island should be taken out. A new circulation pattern has been established. Scheme A is the Market: provides shade and coverage and will close off alleyways. Scheme B is the Central Stage: provides a traffic control gate and becomes hub of downtown with a seamless transition while the plaza parking pavement is not asphalt but pedestrian friendly pavement like scored concrete. 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.

Mr. Mitchell: Are there any questions?

Ms. Williams: How tall with the shelter be so as to not block views.

Ms. Hatchell: The exact dimensions are not known but should be on a pedestrian scale.

Mr. Mills: What type of traffic control gate?

Ms. Hatchell: Work is still being done on that. Next steps include:

- Research products for shelters, traffic control, etc.;

- Prepare cost estimate for proposed changes;

- Present final plan at a public meeting to the City Council;

- Prepare design development drawings for the plan;

- Submit for review and permitting by late fall;

- Prepare construction drawings by late winter;

- Submit drawings to the City for bidding in early spring;

- Construct plaza in summer of 2010; and

- Open for fall of 2010 Freeboot Fridays.

Mr. Mansfield: Incorporate utilities and water hookup at the site.

Ms. Hatchell: Water and island areas needed as well as electricity.

Mr. Mansfield: Irrigation should also be considered.

Ms. Hatchell: Flexibility should be provided.

Mr. Mansfield: There should be perimeter lighting not intense lighting but some highlighting vegetation.

Ms. Hatchell: Are there anymore questions?

Mr. Rees: A motion is needed for the Commission to recommend Conceptual Plan Revised Scheme C.

Motion was made by Mr. Robert Thompson and seconded by Mr. Evan Lewis to approve Conceptual Plan Revised Scheme C. Motion carried unanimously.

### **PUBLIC COMMENT PERIOD**

There was no public comment.

### **CONSIDERATION OF SMALL BUSINESS PLAN GRANT APPLICATIONS**

Mr. Rees: Four Small Business Plan Grant applications were submitted from the West Greenville area and four were submitted from the Center City area with a total of eight (8) applications received for the 2009 – 2010 summer grant cycle. All eight applications meet basic eligibility criteria. Awards of \$15,000.00 - \$30,000.00 for creating or expanding small business enterprises within Greenville's Redevelopment Areas may be given. More than two dozen referrals were made to business counseling partners (Exceed, Pitt Community College and the Small Business Technology Development Center). The applicants are Winslow's Deli seeking \$30,000.00 in the Center City; Castillo Language Services seeking \$15,000.00 in the Center City; Clean Sweep seeking \$13,000.00 in West Greenville; Vee's Caribbean Bakery seeking \$15,000.00 in West Greenville; It's a Wrap Hair Salon seeking \$13,754.00 in West Greenville; Nelson Arrington Completes seeking \$15,000.00 in West Greenville; Promised Perfection Hair and Nail Boutique seeking \$15,000.00 in the Center City; Alexander Paul Institute of Hair Design seeking \$15,000.00 in the Center City. The subcommittee of Don Mills, Dennis Mitchell, and Terri Williams met with applicants to go over applications.

The subcommittee determined that Nelson Arrington Completes is a dress loan program that is innovative and has a justifiable need for funds.

The subcommittee determined that Castillo Language Services had an impressive application and presentation of their business and knew languages.

The subcommittee felt the other applicants needed more work on their applications with further assistance. The financial investment of the applicant should be made known.

Mr. Thompson: The subcommittee should have their recommendations in the Commission packets along with the exact request of monetary values.

Mr. Mitchell: I was the reason Staff could not send the information out in the agenda packets, so I apologize. The Commission should be made aware of what the applicant is going to do with the money given by the Redevelopment Commission.

Mr. Mansfield: A short statement as to why funding would be critical for the success of the business could be required.

Mr. Rees: Options to revise the guidelines can be made per recommendation of the Commission members.

Motion was made by Mr. Robert Thompson and seconded by Mr. Evan Lewis to approve funding for Nelson Arrington Completes for \$15,000.00 and for Castillo Language Services for \$15,000.00. Motion carried unanimously.

The Commission thanked the subcommittee for their information.

### **CONSIDERATION OF BUILDING BLOCKS GRANT EXTENSION REQUEST**

Mr. Rees: Candace Pearce, agent for George Saad, Jr., has requested an extension of six (6) months for the Building Blocks Grant 08-06 for \$10,000.00 for renovation of the historic façade due to expire on September 19, 2009. With the death of Mr. Saad's father, there are estate issues, as well as personal issues, in regards to starting the restoration of the Carolina Grill restaurant. The Commission must give approval for the extension.

Mr. Mansfield: A short extension of six (6) months should be granted.

Mr. Thompson: Estate matters can last a long time.

Motion was made by Mr. Chris Mansfield and seconded by Mr. Evan Lewis to grant George Saad, Jr. a six months extension for the Building Blocks Grant 08-06 for \$10,000.00.

### **CONSIDERATION OF TAX INCREMENT FINANCING (TIF) POLICY**

Mr. Rees: The Commission has been reviewing the Tax Increment Finance (TIF) Policy for several months now. Tonight the Commission will need to vote on whether or not to adopt the policy.

Motion was made by Mr. Robert Thompson and seconded by Mr. Don Mills to adopt the Tax Increment Financing Policy. Motion carried unanimously.

### **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.

### Notice of Sale: Advertisement for Bids

Mr. Flood informed the Commission that the Community Development Department received redevelopment proposals from qualified nonprofit entities for the reuse of the property located at 1003 West Fifth Street until August 20, 2009. The property is a single family structure comprised of approximately 2,600± square feet and is zoned CDF "Downtown Commercial Fringe." Proposed redevelopment proposals must comply in all aspects with the City of Greenville's Zoning Ordinance and must provide a "public purpose" use of the property to support a conveyance pursuant to the provisions of North Carolina General Statute 160A-279.

Mr. Flood: There will be no minimum bid and the structure will be conveyed to the successful redeveloper upon approval of the development proposal by the Greenville City Council in an "as is" condition. The developer must possess the financial means to make improvements to the structure in compliance with the North Carolina State Building Code and other applicable City of Greenville standards.

Mr. Flood: The proposed use and redevelopment must comply with the City of Greenville Zoning Ordinance and involve preservation of the structure. Proposals will be opened at 9:00 a.m. EST on August 21, 2009 at the Municipal Building located at 201 West Fifth Street. All development proposals and sales shall be subject to the approval of the Greenville City Council.

Mr. Mansfield: There should be criteria for selection. There will be an impact on the neighborhood by increasing tax base.

Mr. Mitchell: This is a sell not a lease so there has to be an ability to fund the renovation of this property.

Mr. Mansfield: Turning the property into reusable space should be done within a reasonable time period.

Mr. Thompson: If we sell, what can the Commission do to enforce stated concerns and to develop criteria. A subcommittee should be established.

Mr. Flood: I can come back with criteria and Commission can give guidance.

Ms. Williams: A presentation could be made to the Commission by the developer as to what will be done on the property.

### Update on Town Common Consultant Selection

Mr. Rees: The Town Common Consultant Selection Subcommittee met with Chris Mansfield and Terri Williams as representatives from the Commission. Four firms were interviewed last Friday and from those four firms Cole Jenest and Stone was selected.

The contract will be brought before the Commission at the October meeting for approval.

Mr. Mansfield: Cole Jenest and Stone had a command for design theory and creativity.

Ms. Williams: Cole Jenest and Stone expanded on every detail a little further than anybody else.

Mr. Lewis and Mr. Thompson thanked subcommittee members for their hard work.

### **COMMENTS FROM COMMISSION MEMBERS**

Ms. Williams: In twelve months, the business receiving the Building Blocks Grant money could give a report to the Commission as to what has happened with the business.

Mr. Mansfield: I think it is an excellent idea to present in twelve months what has happened with the business.

Mr. Thompson agreed.

Mr. Mills: I concur with Terri's idea.

Mr. Mitchell: I enjoyed working on the subcommittee.

### **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. Robert Thompson and seconded by Ms. Terri Williams to go into closed session. Motion carried unanimously.

**ADJOURNMENT**

Motion was made by Mr. Robert Thompson and seconded by Mr. Evan Lewis to adjourn the September 1, 2009 meeting. Motion carried unanimously.

Respectfully submitted,

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