

GREENVILLE REDEVELOPMENT COMMISSION MINUTES

February 6, 2007
Greenville, NC

The Greenville Redevelopment Commission held a meeting at 5:30 p.m. in the second floor Board Room of the Bank of America Building located at 201 West First Street.

COMMISSION MEMBERS PRESENT:

Minnie Anderson, Chair	Britt Laughinghouse
Don Edwards, Vice-Chair	Dennis Mitchell
Melissa Hill	

COMMISSION MEMBERS ABSENT:

Max Joyner, Jr.	Robert Thompson
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STAFF MEMBERS PRESENT: Sandy Gale Edmundson, Secretary; Carl Rees, Urban Development Planner; and Tom Wisemiller, Planner I

OTHERS PRESENT: Rajendar Jagad and Steven Kirkman

APPROVAL OF FEBRUARY 6, 2007 AGENDA: APPROVED

Motion was made by Mr. Britt Laughinghouse and seconded by Mr. Dennis Mitchell to approve the amended February 6, 2007 agenda to add Closed Session, plus Don Edwards asked to make comments. Motion carried unanimously.

APPROVAL OF MINUTES OF JANUARY 2, 2007: APPROVED

Motion was made by Mr. Britt Laughinghouse and seconded by Mr. Dennis Mitchell to approve the January 2, 2007 minutes. Motion carried unanimously.

CONSIDERATION OF OFFERS TO PURCHASE REAL PROPERTY

Mr. Rees: Sandra Anderson, Housing Administrator with the Housing Division of the Community Development Department, will be giving the Commission information about an acquisition.

Mrs. Anderson: The acquisition is for the property at 1401 Martin Luther King, Jr. Drive. Staff is requesting that the Commission grant approval to purchase the property. The property's appraised value is \$80,000.00. Staff is requesting that the Commission give Staff permission to offer 20% above the appraised value and that would bring the offer to \$96,000.00. The property is approximately 2,800 square feet with an addition 200 feet of storage space and it is currently being used for a convenience store located

about four blocks east of Memorial Drive. Currently, there are four brand new homes under construction about a half of block away from 1401 Martin Luther King, Jr. Drive. Purchase of the property at 1401 Martin Luther King, Jr. Drive would continue to improve that block.

Motion was made by Ms. Melissa Hill and seconded by Mr. Dennis Mitchell to give Staff permission to offer 20% above the appraised value of \$80,000 to bring the actual offer up to \$96,000 for 1401 Martin Luther King, Jr. Drive. Motion carried unanimously.

PUBLIC COMMENT PERIOD

Ms. Anderson recognized the two visitors present at the meeting.

Rajendar Jagad and Steven Kirkman mentioned to the Commission that they were present to observe the workings of the Redevelopment Commission.

UPTOWN MARKET STUDY UPDATE

Mr. Wisemiller: The Executive Summary has now been completed. Vogt Williams & Bowen, LLC was retained by the City of Greenville to assess the redevelopment potential of the First Street Project Area and to evaluate real estate market trends in downtown Greenville.

The First Street Project Area is located in the Greenville Central Business District (CBD). It consists of three blocks fronting the Town Common from Greene Street to Cotanche Street; a fourth block situated between Second Street and Third Street along Greene Street is also being considered for redevelopment.

The Center City – West Greenville Revitalization Plan calls for the redevelopment of the Project Area as lively, pedestrian-friendly mixed-use development.

Based on Vogt Williams & Bowen, LLC analysis of the Project Area, existing housing market, area economic conditions, demographic characteristics and trends, and planned and proposed developments, it is our opinion that a market exists for a new mixed-use residential, office and retail development at the proposed site.

The First Street Project Area can accommodate up to 90,000 square feet of additional downtown office space with government having 20,000 square feet, services having 45,000, Finance, Insurance and Real Estate (F.I.R.E.) having 10,000, and other having 15,000. This is in addition to the office space in existence downtown.

The First Street Market Area is part of the Center City. The First Street Market Area can accommodate additional space up to 90,000 square feet of office space; 27,000 square feet of retail space; and more than 300,000 square feet of downtown residential space.

Retail spending patterns exhibited by households within a one-mile radius of the Project Area and by downtown workers indicates potential support for full and limited service eateries, health and professional care, clothing and accessory stores, grocery stores, and bookstores.

There is very little downtown residential available now. An unrealized demand of 300,000 square feet has been projected. The recommended type would be condominiums, conventional rental units and student housing.

Ms. Hill: Who will determine what would be proprietary? Will the information be available on the internet?

Mr. Rees: We will be looking to play up the positives from this as much as we possibly can. It is a positive report to market and try to go out and target the type of development suggested in the report. Since a market research firm was paid to do this work, the Commission can be somewhat selective or Staff can be somewhat selective in your place when there is a serious prospect or client that we are dealing with. Those would be the kind of people that we want to share that with as an inducement as opposed to putting it out there. I would say that only the most serious prospects would be concerned with the detailed data because the Full Study is over three hundred pages of data.

Mr. Laughinghouse: Is the Commission going to market this information or is the Commission waiting for someone that is interested in pursuing this and then they receive this information.

Mr. Rees: Staff is thinking both.

Mr. Laughinghouse: On page 6, the table indicates that there is 0.0% total vacancy rate available on Evans Street and that rent per square foot is \$0.64.

Mr. Wisemiller: I'll point these concerns out and report back to the Commission.

Mr. Laughinghouse: When I look on the recommended housing configurations, you are going to have 150-200 college students for \$750.00 - \$1,000.00 per month living in the same area as people who have \$400,000.00 condominiums. That is mixed use.

Mr. Rees: I think there is a case right now with two different developers with one considering 400-500 college units and directly across the street one considering 40 luxury condominiums.

Mr. Edwards: Developers have seen unlimited potential for this area. It almost like development cannot happen without some help from the City of Greenville and the Redevelopment Commission. The answer is probably yes, but that depends on how much economic development that is going to generate and how much does the

Redevelopment Commission have to do to help. In almost all great college communities, there is a better blending of the old and the young. There is a real challenge to blend the Center City into a place for everybody. I believe we can do it.

STREETSCAPE IMPLEMENTATION DISCUSSION

Mr. Rees asked for three volunteers from the Commission to work with Streetscape Implementation.

Melissa Hill, Max Joyner and Britt Laughinghouse volunteered or were suggested to perform work on behalf of the whole Commission with Streetscape Implementation.

SMALL BUSINESS INCUBATOR DISCUSSION

Mr. Wisemiller asked for three volunteers from the Commission to work with the Small Business Incubator.

Minnie Anderson, Don Edwards and Dennis Mitchell volunteered to perform work on behalf of the whole Commission with the Small Business Incubator.

REPORT FROM SECRETARY

Expenditure Reports

Mr. Rees distributed the Expenditure Reports for West Greenville and the Center City.

Budget Amendments

Mr. Rees: At the January meeting, there was discussion about the need to request City Council to amend your budget for additional acquisition funds for Center City. A request was made for additional funds that would be used for some of the business programs for the Small Business Loan Pool. This information should be available at the February meeting.

Property Negotiations

Mr. Rees: Property negotiations will be addressed during Closed Session.

07-08 Work Plan

At the March meeting, the 07-08 Work Plan will be an agenda item. Commission members should be thinking about this. The Work Plan is part of the budget process.

COMMENTS FROM COMMISSION MEMBERS

Mr. Edwards: The Commission is invited to the West Greenville Community Spring Clean Up in conjunction with the Tenth Annual Greenville Citywide Spring Cleanup on Saturday, March 24, 2007. Organizations in the West Greenville community are partnering with ECU's College of Human Ecology to take part in Spring Clean Up and gather in fellowship afterward. From 10:00 a.m. until 11:00 a.m., check in for Spring Clean Up and receive gloves, vest, map and work assignment at the West Greenville Intergenerational Center (formerly St. Gabriel's Church and School at 1120 W. Martin Luther King, Jr. Drive) From 10:00 a.m. until 11:30 a.m., there will be a free picnic with music, a silent auction and an open house at the Intergenerational Center. At 1:30 p.m., the College of Human Ecology Awards Program will be held at the Intergenerational Center.

Ms. Hill: I just recently spoke to a young lady from DHIC which is a Division of Neighborwork out of Raleigh. She was telling me about a program of Supportive Housing that they do. She said she hoped that the Commission would do something like that here.

CLOSED SESSION

Mr. Rees: The purpose of the Closed Session is to establish or 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, lease.

Motion was made by Mr. Dennis Mitchell and seconded by Mr. Britt Laughinghouse for the Redevelopment Commission to move into closed session. Motion carried unanimously.

Motion was made by Mr. Britt Laughinghouse and seconded by Mr. Dennis Mitchell for the Redevelopment Commission to move into open session. Motion carried unanimously.

ADJOURNMENT

Motion was made by Mr. Don Edwards and seconded by Ms. Melissa Hill to adjourn the February 6, 2007 meeting. Motion carried unanimously.

Respectfully submitted,

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

