



# Agenda

## Greenville City Council

March 20, 2014  
7:00 PM  
City Council Chambers  
200 West Fifth Street

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Assistive listening devices are available upon request for meetings held in the Council Chambers. If an interpreter is needed for deaf or hearing impaired citizens, please call 252-329-4422 (voice) or 252-329-4060 (TDD) no later than two business days prior to the meeting.

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**I. Call Meeting To Order**

**II. Invocation - Council Member Smiley**

**III. Pledge of Allegiance**

**IV. Roll Call**

**V. Approval of Agenda**

**VI. Appointments**

1. Appointments to Boards and Commissions
2. Appointments to the Mid-East Commission

**VII. New Business**

**Public Hearings**

3. Ordinance requiring the repair or the demolition and removal of the dwelling located at 1306-A Myrtle Street
4. Ordinance requiring the repair or the demolition and removal of the dwelling located at 1401 Myrtle Street
5. Ordinance requiring the repair or the demolition and removal of the dwelling located at 442 West Third Street

6. Ordinance requiring the repair or the demolition and removal of the dwelling and accessory dwellings located at 1006 West Fourth Street

### **Public Comment Period**

- The Public Comment Period is a period reserved for comments by the public. Items that were or are scheduled to be the subject of public hearings conducted at the same meeting or another meeting during the same week shall not be discussed. A total of 30 minutes is allocated with each individual being allowed no more than 3 minutes. Individuals who registered with the City Clerk to speak will speak in the order registered until the allocated 30 minutes expires. If time remains after all persons who registered have spoken, individuals who did not register will have an opportunity to speak until the allocated 30 minutes expires.

### **Other Items of Business**

7. Approval of HOME Investment Partnership Funds Commitment for a Multi-family Rental Housing Development
8. 2014 City Council Planning Retreat Meeting Summary and Draft 2014 Strategic Plan
9. Update on Parking Deck
10. Down Payment Assistance Program for West Greenville
11. Presentation and Discussion of the Town Common Master Plan
12. Use Policy for the Town Common
13. Solar Energy
14. East Tenth Street Traffic Situation

### **VIII. Comments from Mayor and City Council**

### **IX. City Manager's Report**

### **X. Adjournment**



# City of Greenville, North Carolina

Meeting Date: 3/20/2014  
Time: 7:00 PM

**Title of Item:** Appointments to Boards and Commissions

**Explanation:** **Abstract:** The City Council fills vacancies and makes reappointments to the City's Boards and Commissions. Appointments are scheduled to be made to eight of the Boards and Commissions.

**Explanation:** City Council appointments need to be made to the Affordable Housing Loan Committee, Greenville Bicycle and Pedestrian Commission, Historic Preservation Commission, Human Relations Council, Planning & Zoning Commission, Police Community Relations Committee, Public Transportation & Parking Commission, and Youth Council.

**Fiscal Note:** No direct fiscal impact.

**Recommendation:** Make appointments to the Affordable Housing Loan Committee, Greenville Bicycle and Pedestrian Commission, Historic Preservation Commission, Human Relations Council, Planning & Zoning Commission, Police Community Relations Committee, Public Transportation & Parking Commission, and Youth Council.

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[Muni\\_Report\\_Appointments to Boards and Commissions\\_914698](#)

# Appointments to Boards and Commissions

March 2014

## Affordable Housing Loan Committee

**Council Liaison:** Council Member Marion Blackburn

Name	District #	Current Term	Reappointment Status	Expiration Date
Alice Brewington	2	Second term	Ineligible	February 2014
R.J. Hemby	3	Second term	Ineligible	February 2014
Lovella Perkins	5	Second term	Ineligible	February 2014

## Greenville Bicycle and Pedestrian Commission

**Council Liaison:** Council Member Rick Smiley

Name	District #	Current Term	Reappointment Status	Expiration Date
Liz Brown-Pickren	3	First term	Resigned	January 2015
Titus Yancey	2	First term	Did not meet attendance requirement	January 2016

## Historic Preservation Commission

**Council Liaison:** Council Member Kandie Smith

Name	District #	Current Term	Reappointment Status	Expiration Date
Jeremy Jordan	1	First term	Eligible	January 2014
Allan Kearney	5	First term	Eligible	January 2014
Sara Larkin	3	Filling unexpired term	Eligible	January 2014
Maury York	3	Unexpired term	Resigned	January 2014

## Human Relations Council

**Council Liaison:** Council Member Rose Glover



<b>Name</b>	<b>District #</b>	<b>Current Term</b>	<b>Reappointment Status</b>	<b>Expiration Date</b>
Corey Rhodes	5	First term	Resigned	September 2014

**Student Representative**

<b>Name</b>	<b>District #</b>	<b>Current Term</b>	<b>Reappointment Status</b>	<b>Expiration Date</b>
Available <i>(East Carolina University)</i>		Unexpired Term	Eligible	October 2012

**Planning & Zoning Commission**

**Council Liaison:** Council Member Rick Smiley

<b>Name</b>	<b>District #</b>	<b>Current Term</b>	<b>Reappointment Status</b>	<b>Expiration Date</b>
Kevin Burton <i>(Council Member Kandie Smith)</i>	1	First term	Resigned	May 31, 2015

**Police Community Relations Committee**

**Council Liaison:** Council Member Rose Glover

<b>Name</b>	<b>District #</b>	<b>Current Term</b>	<b>Reappointment Status</b>	<b>Expiration Date</b>
Carol Naipaul <i>(Council Member Rose Glover)</i>	2	First term	Resigned	October 2015

**Public Transportation & Parking Commission**

**Council Liaison:** Council Member Richard Croskery

<b>Name</b>	<b>District #</b>	<b>Current Term</b>	<b>Reappointment Status</b>	<b>Expiration Date</b>
Dave Schwartz	4	Unexpired term	Eligible	January 2014
Rick Smiley	1	First term	Resigned	January 2016

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## Youth Council

**Council Liaison:** Mayor Pro-Tem Calvin Mercer

<b>Name</b>	<b>District #</b>	<b>Current Term</b>	<b>Reappointment Status</b>	<b>Expiration Date</b>
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9 Available Spots

## Applicants for Affordable Housing Loan Committee

Melinda Dixon  
1301 Westpointe Drive Apt. 5  
Greenville, NC 27834

**Application Date:** 1/26/2014

**District #:** 1

**Home Phone:** (252) 375-2372

**Business Phone:**

**Email:**

Thomas Hines  
211 Patrick Street  
Greenville, NC 27834

**Application Date:** 10/6/2011

**District #:** 1

**Home Phone:** (252) 864-4907

**Business Phone:** (252) 695-9066

**Email:** thinesg@aol.com

Sarah Smith  
2708 Jefferson Drive  
Greenville, NC 27858

**Application Date:** 11/14/2013

**District #:** 3

**Home Phone:** (301) 717-8375

**Business Phone:**

**Email:** smithsa@ecu.edu

# Applicants for Greenville Bicycle and Pedestrian Commission

None.

## Applicants for Historic Preservation Commission

Scott H. Duke  
2223-C Locksley Drive  
Greenville, NC 27858

**Application Date:** 2/20/2012

**District #:** 4

**Home Phone:**  
**Business Phone:** (252) 328-2950  
**Email:** scotthduke@gmail.com

Dustin Mills  
504 Daventry Drive  
Greenville, NC 27858

**Application Date:** 4/9/2012

**District #:** 5

**Home Phone:** (919) 480-0791  
**Business Phone:** (252) 558-0207  
**Email:** dmills@pirhl.com

Tyrone O. Walston  
2706 Webb Street  
Greenville, NC 27834

**Application Date:** 6/12/2012

**District #:** 2

**Home Phone:** (252) 412-7351  
**Business Phone:** (252) 355-8736  
**Email:** walston\_tyrone@yahoo.com

## Applicants for Human Relations Council

Adam Caldwell  
419 Beasley Drive Apt. T-2  
Greenville, NC 27834

**District #:** 1

**Application Date:** 12/13/2013

**Home Phone:** (910) 604-1306  
**Business Phone:** (910) 604-1306  
**Email:** caldwella12@students.ecu.edu

Wanda Carr  
2304 British Court  
Greenville, NC 27834

**District #:** 1

**Application Date:** 10/13/2010

**Home Phone:** (252) 321-1409  
**Business Phone:**  
**Email:** carrwdc@hotmail.com

Isaac Chemmanam  
402 Lochview Drive  
Greenville, NC 27858

**District #:** 4

**Application Date:** 1/18/2012

**Home Phone:** (252) 561-8759  
**Business Phone:** (252) 412-2045  
**Email:** isaac.chemmanam@gmail.com

Scott H. Duke  
2223-C Locksley Drive  
Greenville, NC 27858

**District #:** 4

**Application Date:** 2/20/2012

**Home Phone:**  
**Business Phone:** (252) 328-2950  
**Email:** scotthduke@gmail.com

Aaron Lucier  
1516 Thayer Drive  
Winterville, NC 28590

**District #:** 5

**Application Date:** 2/23/2011

**Home Phone:** (252) 321-3910  
**Business Phone:** (252) 328-2758  
**Email:** luciera@ecu.edu

Brittney Partridge  
925 Spring Forest Road, Apt. 9  
Greenville, NC 27834

**District #:** 1

**Application Date:** 7/15/2010

**Home Phone:** (252) 489-8390  
**Business Phone:**  
**Email:** partridgeb06@students.ecu.edu

Travis Williams  
3408 Evans Street Apt. E  
Greenville, NC 27834

**District #:** 5

**Application Date:**

**Home Phone:** (252) 412-4584  
**Business Phone:**  
**Email:** taft1986@yahoo.com

## Applicants for Planning and Zoning Commission

Cornell Allen  
4030 Bells Chapel Road  
Greenville, NC 27858

**District #:** 5

Patricia Dunn  
1103 Ragsdale Road  
Greenville, NC 27858

**District #:** 3

Dustin Mills  
504 Daventry Drive  
Greenville, NC 27858

**District #:** 5

Bridget Moore  
4128A Bridge Court  
Winterville, NC 28590

**District #:** 5

Tyler James Russell  
3856 Forsyth Park Ct.  
Winterville, NC 28590

**District #:**

Renee Safford-White  
340 Beasley Drive, A3  
Greenville, NC 27834

**District #:** 1

Howard Stearn  
2818 Jefferson  
Greenville, NC 27858

**District #:** 3

Uriah Ward  
106 Osceola Drive  
Greenville, NC 27858

**District #:** 3

**Application Date:** 5/8/2011

**Home Phone:** (252) 215-0486  
**Business Phone:** (252) 258-9718  
**Email:** mrcallen2436@gmail.com

**Application Date:** 1/13/2013

**Home Phone:** (252) 758-1692  
**Business Phone:**  
**Email:** pdunn2@suddenlink.net

**Application Date:** 4/9/2012

**Home Phone:** (919) 480-0791  
**Business Phone:** (252) 558-0207  
**Email:** dmills@pirhl.com

**Application Date:** 7/13/2011

**Home Phone:** (252) 355-7377  
**Business Phone:** (252) 756-1002  
**Email:** bmoore2004@netzero.com

**Application Date:**

**Home Phone:** (910) 840-0337  
**Business Phone:** (252) 215-4000  
**Email:** tjr@wardandsmith.com

**Application Date:** 11/1/2011

**Home Phone:** (252) 752-1029  
**Business Phone:** (252) 744-3070  
**Email:** saffordwhiter@ecu.edu

**Application Date:** 11/9/2011

**Home Phone:** (252) 862-6683  
**Business Phone:** (252) 321-1101  
**Email:** howardmstearn@gmail.com

**Application Date:** 5/7/2013

**Home Phone:** (252) 565-2038  
**Business Phone:**  
**Email:** uriahward@yahoo.com

## Applicants for Police Community Relations Committee

Jumail Blount  
1901-A Norcott Circle  
Greenville, NC 27834

**District #:** 2

Isaac Chemmanam  
402 Lochview Drive  
Greenville, NC 27858

**District #:** 4

Leonard Naipaul  
109 Concord Drive Apt. 2  
Greenville, NC 27834

**District #:** 2

Howard Stearn  
2818 Jefferson  
Greenville, NC 27858

**District #:** 3

**Application Date:** 4/12/2010

**Home Phone:** (252) 327-7716

**Business Phone:** (252) 329-4549

**Email:** harknot22@yahoo.com

**Application Date:** 1/18/2012

**Home Phone:** (252) 561-8759

**Business Phone:** (252) 412-2045

**Email:** isaac.chemmanam@gmail.com

**Application Date:** 2/10/2014

**Home Phone:** (252) 321-2040

**Business Phone:**

**Email:** naipaul42@gmail.com

**Application Date:** 11/9/2011

**Home Phone:** (252) 862-6683

**Business Phone:** (252) 321-1101

**Email:** howardmstearn@gmail.com



# Applicants for Public Transportation and Parking Commission

Richard Malloy Barnes  
206 South Elm Street, Apt. N  
Greenville, NC 27858

**Application Date:** 9/30/2013

**Home Phone:** (252) 752-5278

**Business Phone:**

**Email:** kiltedmile@aol.com

**District #:** 3

# Applicants for Youth Council

None.



# City of Greenville, North Carolina

Meeting Date: 3/20/2014  
Time: 7:00 PM

**Title of Item:** Appointments to the Mid-East Commission

**Explanation:** **Abstract:** Appointments of a member and alternate member need to be made to serve a two-year term on the Mid-East Commission.

**Explanation:** In accordance with the Mid-East Commission Bylaws, the City Council has a representative on the Mid-East Commission and can have an alternate member. The members are appointed to serve a term of two calendar years.

Community Development Director Merrill Flood has served as the City's representative on the Mid-East Commission, and Carl Rees has served as the City's alternate member. They were last appointed by Council in January 2011, and their terms expired on December 31, 2012.

The Mid-East Commission has requested that City Council make appointments to serve a two-year term from January 1, 2014, through December 31, 2015. Merrill Flood is willing to serve as the City's appointee and suggests Chief Planner Tom Weitnauer as the alternate.

**Fiscal Note:** No direct cost.

**Recommendation:** 1) Reappoint Merrill Flood as a regular member of the Mid-East Commission beginning January 1, 2014, and expiring December 31, 2015.

2) Appoint Tom Weitnauer as the City's alternate member of the Mid-East Commission beginning January 1, 2014, and expiring December 31, 2015.

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# City of Greenville, North Carolina

Meeting Date: 3/20/2014  
Time: 7:00 PM

**Title of Item:** Ordinance requiring the repair or the demolition and removal of the dwelling located at 1306-A Myrtle Street

**Explanation:** **Abstract:** The dwelling at 1306-A Myrtle Street has been vacated and closed for a period of at least six months. The ordinance provides the owner 90 days to repair or demolish and remove the dwelling. If the owner fails to accomplish this within 90 days, then the City will proceed with repairing or demolishing and removing the dwelling.

**Explanation:** The Code Enforcement Officer for the City of Greenville is requesting that the City Council approve an ordinance requiring the owner of a dwelling which has been vacated and closed for a period of at least six months pursuant to the enforcement of the Minimum Housing Code to repair or demolish and remove the dwelling located at 1306-A Myrtle Street. The ordinance provides that the owner has 90 days to repair or demolish and remove the dwelling. If the owner fails to accomplish this within 90 days, then the City will proceed with repairing or demolishing and removing the dwelling.

The initial notice of violation was sent by certified mail on September 18, 2013, to the property owner informing the owner of the condition of abandoned structure and minimum housing violations cited by the Code Enforcement Officer and of the action necessary to bring the structure into compliance. Staff has attempted to work with the owner, but no repairs have been made. The most recent notice to the owner was sent on October 21, 2013, and provided notice to the owner that the dwelling was considered as an abandoned structure.

The dwelling has been vacated and closed for a period of at least six months. The utilities to the dwelling under review are currently not active. Utilities are active for the accessory dwelling.

There have been 18 Code Enforcement cases/actions initiated on this property since 1999 including public nuisance (trash and debris, weeded lots) and

abandoned structure. The Police Department has responded to 112 calls for service at this property since April 1993. Calls include breaking and entering, burglary, dispute, disturbance, and recovered property.

The tax value on the property as of January 27, 2014, is \$48,712 (the building value is \$42,712 and the land value is \$6,000).

There is currently \$1,519 owed to the Pitt County Tax Collector on this property.

The estimated cost to repair the property is \$40,914.50.

**Fiscal Note:**

Costs to test and abate asbestos (if present) and demolition costs will be approximately \$10,000 due to the size of the structure. The cost of repair or demolition and removal shall constitute a lien against the real property upon which the cost was incurred. The lien shall be filed, have the same priority, and be collected in the same manner as the lien for special assessment established by Article 10 of Chapter 160A of the North Carolina General Statutes.

**Recommendation:**

Approve the ordinance requiring the repair or demolition and removal of the dwelling located at 1306-A Myrtle Street.

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 [1306 MyrtleAve\\_DemoOrdinance\\_972225](#)

 [1306Myrtle\\_DemoPhotos\\_974206](#)

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ORDINANCE NO. 14-\_\_\_\_  
ORDINANCE REQUIRING THE OWNER OF A DWELLING VACATED  
AND CLOSED FOR A PERIOD OF AT LEAST SIX MONTHS PURSUANT TO THE  
ENFORCEMENT OF THE MINIMUM HOUSING CODE TO REPAIR OR DEMOLISH  
AND REMOVE THE DWELLING LOCATED AT 1306-A MYRTLE STREET  
TAX PARCEL NUMBER 23348

WHEREAS, pursuant to the enforcement of the Minimum Housing Code contained in Article F of Chapter 1 of Title 9 of the Code of the City of Greenville, North Carolina, as authorized by the provisions of Part 6 of Article 19 of Chapter 160A of the North Carolina General Statutes, the dwelling described herein has been vacated and closed for a period of at least six (6) months;

WHEREAS, the City Council of the City of Greenville hereby finds that the owner has abandoned the intent and purpose to repair, alter or improve the dwelling described herein in order to render it fit for human habitation and the continuation of the dwelling in its vacated and closed state would be inimical to the health, safety, morals and welfare of the city in that the dwelling would continue to deteriorate, would create a fire and safety hazard, would be a threat to children and vagrants, would attract persons intent on criminal activities, would cause or contribute to blight and the deterioration of property values in the area, and would render unavailable property and a dwelling which might otherwise have been made available to ease the persistent shortage of decent and affordable housing in this State; and

WHEREAS, G.S. 160A-443 (5), which applies to the City of Greenville pursuant to the provisions of Chapter 200 of the 2005 Session Laws of the North Carolina General Assembly, and Section 9-1-111 of the Code of the City of Greenville, North Carolina, empowers the City Council of the City of Greenville to enact this ordinance;

NOW, THEREFORE, BE IT ORDAINED by the City Council of the City of Greenville that:

Section 1. The owner(s), Bennie Rountree, of the dwelling located at 1306-A Myrtle Street in the City of Greenville, North Carolina, is hereby directed and required to either repair said dwelling so that it fully complies with the standards of the Minimum Housing Code or to demolish and remove said dwelling within ninety (90) days from the effective date of this ordinance.

Section 2. No building or repair permits shall be issued to the owner or representative of the owner without prior approval of the Code Enforcement Officer. Failure to comply with any approval of the Code Enforcement Officer shall result in recession of any building permit.

Section 3. The Code Enforcement Officer is hereby authorized and directed to proceed to either repair or demolish and remove the dwelling in the event the owner fails to comply with the provisions of Section 1 of this ordinance within ninety (90) days, or fails to comply with any

approval by the Code Enforcement Officer in Section 2, said dwelling being located at 1306-A Myrtle Street and owned by Bennie Rountree.

Section 4. The cost of repair or demolition and removal shall constitute a lien against the real property upon which the cost was incurred. The lien shall be filed, have the same priority, and be collected in the same manner as the lien for special assessment established by Article 10 of Chapter 160A of the North Carolina General Statutes. The material of the dwelling and any personal property, fixtures, or appurtenances found in or attached to the dwelling shall be sold and the proceeds shall be credited against the cost of removal or demolition and any balance remaining shall be deposited in superior court where it shall be secured and disbursed in the manner provided by G.S. 160A-443 (6).

Section 5. This ordinance shall be recorded in the Office of the Register of Deeds of Pitt County and shall be indexed in the name of the property owner in the grantor index.

Section 6. This ordinance shall become effective upon its adoption.

This the 20<sup>th</sup> day of March, 2014.

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Allen M. Thomas, Mayor

ATTEST:

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Carol L. Barwick, City Clerk



**1306-A Myrtle Ave.**









# City of Greenville, North Carolina

Meeting Date: 3/20/2014  
Time: 7:00 PM

**Title of Item:** Ordinance requiring the repair or the demolition and removal of the dwelling located at 1401 Myrtle Street

**Explanation:** **Abstract:** The dwelling at 1401 Myrtle Street has been vacated and closed for a period of at least six months. The ordinance provides the owner 90 days to repair or demolish and remove the dwelling. If the owner fails to accomplish this within 90 days, then the City will proceed with repairing or demolishing and removing the dwelling.

**Explanation:** The Code Enforcement Officer for the City of Greenville is requesting that the City Council approve an ordinance requiring the owner of a dwelling which has been vacated and closed for a period of at least six months pursuant to the enforcement of the Minimum Housing Code to repair or demolish and remove the dwelling located at 1401 Myrtle Street. The ordinance provides that the owner has 90 days to repair or demolish and remove the dwelling. If the owner fails to accomplish this within 90 days, then the City will proceed with repairing or demolishing and removing the dwelling.

The initial notice of violation was sent by certified mail on September 18, 2013, to the property owner informing the owner of the condition of abandoned structure and minimum housing violations cited by the Code Enforcement Officer and of the action necessary to bring the structure into compliance. Staff has attempted to work with the owner, but no repairs have been made. The most recent notice to the owner was sent on October 21, 2013, and provided notice to the owner that the dwelling was considered as an abandoned structure.

The dwelling has been vacated and closed for a period of at least six months. The utilities to the dwelling are currently not active.

There have been 16 Code Enforcement cases/actions initiated on this property since 1999 including public nuisance, minimum housing, and abandoned structure. The Police Department has responded to 47 calls for service at this

property since September 1995. Calls include larceny, assault, and trespassing.

The tax value on the property as of January 28, 2014 is \$21,539 (the building value is \$18,789 and the land value is \$2,750).

There is currently \$709.42 owed to the Pitt County Tax Collector on this property.

The estimated cost to repair the property is \$41,339.50.

**Fiscal Note:**

Costs to test and abate asbestos (if present) and demolition costs will be approximately \$10,000 due to the size of the structure. The cost of repair or demolition and removal shall constitute a lien against the real property upon which the cost was incurred. The lien shall be filed, have the same priority, and be collected in the same manner as the lien for special assessment established by Article 10 of Chapter 160A of the North Carolina General Statutes.

**Recommendation:**

Approve the ordinance requiring the repair or demolition and removal of the dwelling located at 1401 Myrtle Street.

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 [1401 MyrtleSt\\_DemoOrdinance\\_972232](#)

 [1401Myrtle\\_DemoPhotos\\_974220](#)

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ORDINANCE NO. 14-\_\_\_\_  
ORDINANCE REQUIRING THE OWNER OF A DWELLING VACATED  
AND CLOSED FOR A PERIOD OF AT LEAST SIX MONTHS PURSUANT TO THE  
ENFORCEMENT OF THE MINIMUM HOUSING CODE TO REPAIR OR DEMOLISH  
AND REMOVE THE DWELLING LOCATED AT 1401 MYRTLE STREET  
TAX PARCEL NUMBER 22258

WHEREAS, pursuant to the enforcement of the Minimum Housing Code contained in Article F of Chapter 1 of Title 9 of the Code of the City of Greenville, North Carolina, as authorized by the provisions of Part 6 of Article 19 of Chapter 160A of the North Carolina General Statutes, the dwelling described herein has been vacated and closed for a period of at least six (6) months;

WHEREAS, the City Council of the City of Greenville hereby finds that the owner has abandoned the intent and purpose to repair, alter or improve the dwelling described herein in order to render it fit for human habitation and the continuation of the dwelling in its vacated and closed state would be inimical to the health, safety, morals and welfare of the city in that the dwelling would continue to deteriorate, would create a fire and safety hazard, would be a threat to children and vagrants, would attract persons intent on criminal activities, would cause or contribute to blight and the deterioration of property values in the area, and would render unavailable property and a dwelling which might otherwise have been made available to ease the persistent shortage of decent and affordable housing in this State; and

WHEREAS, G.S. 160A-443 (5), which applies to the City of Greenville pursuant to the provisions of Chapter 200 of the 2005 Session Laws of the North Carolina General Assembly, and Section 9-1-111 of the Code of the City of Greenville, North Carolina, empowers the City Council of the City of Greenville to enact this ordinance;

NOW, THEREFORE, BE IT ORDAINED by the City Council of the City of Greenville that:

Section 1. The owner(s), Ralph House, of the dwelling located at 1401 Myrtle Street in the City of Greenville, North Carolina, is hereby directed and required to either repair said dwelling so that it fully complies with the standards of the Minimum Housing Code or to demolish and remove said dwelling within ninety (90) days from the effective date of this ordinance.

Section 2. No building or repair permits shall be issued to the owner or representative of the owner without prior approval of the Code Enforcement Officer. Failure to comply with any approval of the Code Enforcement Officer shall result in recession of any building permit.

Section 3. The Code Enforcement Officer is hereby authorized and directed to proceed to either repair or demolish and remove the dwelling in the event the owner fails to comply with the provisions of Section 1 of this ordinance within ninety (90) days, or fails to comply with any

approval by the Code Enforcement Officer in Section 2, said dwelling being located at 1401 Myrtle Street and owned by Ralph House.

Section 4. The cost of repair or demolition and removal shall constitute a lien against the real property upon which the cost was incurred. The lien shall be filed, have the same priority, and be collected in the same manner as the lien for special assessment established by Article 10 of Chapter 160A of the North Carolina General Statutes. The material of the dwelling and any personal property, fixtures, or appurtenances found in or attached to the dwelling shall be sold and the proceeds shall be credited against the cost of removal or demolition and any balance remaining shall be deposited in superior court where it shall be secured and disbursed in the manner provided by G.S. 160A-443 (6).

Section 5. This ordinance shall be recorded in the Office of the Register of Deeds of Pitt County and shall be indexed in the name of the property owner in the grantor index.

Section 6. This ordinance shall become effective upon its adoption.

This the 20<sup>th</sup> day of March, 2014.

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Allen M. Thomas, Mayor

ATTEST:

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Carol L. Barwick, City Clerk



**1401 Myrtle Ave.**











# City of Greenville, North Carolina

Meeting Date: 3/20/2014  
Time: 7:00 PM

**Title of Item:** Ordinance requiring the repair or the demolition and removal of the dwelling located at 442 West Third Street

**Explanation:** **Abstract:** The dwelling at 442 West Third Street has been vacated and closed for a period of at least six months. The ordinance provides the owner 90 days to repair or demolish and remove the dwelling. If the owner fails to accomplish this within 90 days, then the City will proceed with repairing or demolishing and removing the dwelling.

**Explanation:** The Code Enforcement Officer for the City of Greenville is requesting that the City Council approve an ordinance requiring the owner of a dwelling which has been vacated and closed for a period of at least six months pursuant to the enforcement of the Minimum Housing Code to repair or demolish and remove the dwelling located at 442 West Third Street. The ordinance provides that the owner has 90 days to repair or demolish and remove the dwelling. If the owner fails to accomplish this within 90 days, then the City will proceed with repairing or demolishing and removing the dwelling.

The initial notice of violation was sent by certified mail on April 11, 2013, to the property owner informing the owner of the condition of abandoned structure and minimum housing violations cited by the Code Enforcement Officer and of the action necessary to bring the structure into compliance. Staff has attempted to work with the owner, but no repairs have been made. The most recent notice to the owner was sent on July 24, 2013, and provided notice to the owner that the dwelling was considered as an abandoned structure.

The dwelling has been vacated and closed for a period of at least six months. The utilities to the dwelling are currently not active.

There have been 19 Code Enforcement cases/actions initiated on this property since 2007 including public nuisance (weeded lots, trash and debris) and abandoned structure. The Police Department has responded to 15 calls for

service at this property since May 1994. Calls include breaking and entering, larceny, and assault.

The tax value on the property as of January 24, 2014 is \$15,423 (the building value is \$7,323 and the land value is \$8,100).

There is currently \$5,138.09 owed to the Pitt County Tax Collector on this property.

The estimated cost to repair the property is \$37,893.40.

**Fiscal Note:**

Costs to test and abate asbestos (if present) and demolition costs will be approximately \$10,000 due to the size of the structure. The cost of repair or demolition and removal shall constitute a lien against the real property upon which the cost was incurred. The lien shall be filed, have the same priority, and be collected in the same manner as the lien for special assessment established by Article 10 of Chapter 160A of the North Carolina General Statutes.

**Recommendation:**

Approve the ordinance requiring the repair or demolition and removal of the dwelling located at 442 West Third Street.

---

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**Attachments / click to download**

 [442\\_WestThird\\_DemoOrdinance\\_972222](#)

 [442West\\_Third\\_DemoPhotos\\_972422](#)

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ORDINANCE NO. 14-\_\_\_\_  
ORDINANCE REQUIRING THE OWNER OF A DWELLING VACATED  
AND CLOSED FOR A PERIOD OF AT LEAST SIX MONTHS PURSUANT TO THE  
ENFORCEMENT OF THE MINIMUM HOUSING CODE TO REPAIR OR DEMOLISH  
AND REMOVE THE DWELLING LOCATED AT 442 WEST THIRD ST.  
TAX PARCEL NUMBER 02047

WHEREAS, pursuant to the enforcement of the Minimum Housing Code contained in Article F of Chapter 1 of Title 9 of the Code of the City of Greenville, North Carolina, as authorized by the provisions of Part 6 of Article 19 of Chapter 160A of the North Carolina General Statutes, the dwelling described herein has been vacated and closed for a period of at least six (6) months;

WHEREAS, the City Council of the City of Greenville hereby finds that the owner has abandoned the intent and purpose to repair, alter or improve the dwelling described herein in order to render it fit for human habitation and the continuation of the dwelling in its vacated and closed state would be inimical to the health, safety, morals and welfare of the city in that the dwelling would continue to deteriorate, would create a fire and safety hazard, would be a threat to children and vagrants, would attract persons intent on criminal activities, would cause or contribute to blight and the deterioration of property values in the area, and would render unavailable property and a dwelling which might otherwise have been made available to ease the persistent shortage of decent and affordable housing in this State; and

WHEREAS, G.S. 160A-443 (5), which applies to the City of Greenville pursuant to the provisions of Chapter 200 of the 2005 Session Laws of the North Carolina General Assembly, and Section 9-1-111 of the Code of the City of Greenville, North Carolina, empowers the City Council of the City of Greenville to enact this ordinance;

NOW, THEREFORE, BE IT ORDAINED by the City Council of the City of Greenville that:

Section 1. The owner(s), Joselyn Frizzell, of the dwelling located at 442 West Third Street in the City of Greenville, North Carolina, is hereby directed and required to either repair said dwelling so that it fully complies with the standards of the Minimum Housing Code or to demolish and remove said dwelling within ninety (90) days from the effective date of this ordinance.

Section 2. No building or repair permits shall be issued to the owner or representative of the owner without prior approval of the Code Enforcement Officer. Failure to comply with any approval of the Code Enforcement Officer shall result in recession of any building permit.

Section 3. The Code Enforcement Officer is hereby authorized and directed to proceed to either repair or demolish and remove the dwelling in the event the owner fails to comply with the provisions of Section 1 of this ordinance within ninety (90) days, or fails to comply with any

approval by the Code Enforcement Officer in Section 2, said dwelling being located at 442 West Third Street and owned by Joselyn Frizzell.

Section 4. The cost of repair or demolition and removal shall constitute a lien against the real property upon which the cost was incurred. The lien shall be filed, have the same priority, and be collected in the same manner as the lien for special assessment established by Article 10 of Chapter 160A of the North Carolina General Statutes. The material of the dwelling and any personal property, fixtures, or appurtenances found in or attached to the dwelling shall be sold and the proceeds shall be credited against the cost of removal or demolition and any balance remaining shall be deposited in superior court where it shall be secured and disbursed in the manner provided by G.S. 160A-443 (6).

Section 5. This ordinance shall be recorded in the Office of the Register of Deeds of Pitt County and shall be indexed in the name of the property owner in the grantor index.

Section 6. This ordinance shall become effective upon its adoption.

This the 20<sup>th</sup> day of March, 2014.

---

Allen M. Thomas, Mayor

ATTEST:

---

Carol L. Barwick, City Clerk



**442 West Third St.**









# City of Greenville, North Carolina

Meeting Date: 3/20/2014  
Time: 7:00 PM

**Title of Item:** Ordinance requiring the repair or the demolition and removal of the dwelling and accessory dwellings located at 1006 West Fourth Street

**Explanation:** **Abstract:** The dwellings at 1006 West Fourth Street have been vacated and closed for a period of at least six months. The ordinance provides the owner 90 days to repair or demolish and remove the dwellings. If the owner fails to accomplish this within 90 days, then the City will proceed with repairing or demolishing and removing the dwellings.

**Explanation:** The Code Enforcement Officer for the City of Greenville is requesting that the City Council approve an ordinance requiring the owner of dwellings which have been vacated and closed for a period of at least six months pursuant to the enforcement of the Minimum Housing Code to repair or demolish and remove the dwellings located at 1006 West Fourth Street. The ordinance provides that the owner has 90 days to repair or demolish and remove the dwellings. If the owner fails to accomplish this within 90 days, then the City will proceed with repairing or demolishing and removing the dwellings.

The initial notice of violation was sent by certified mail on February 6, 2013, to the property owner informing the owner of the condition of abandoned structure and minimum housing violations cited by the Code Enforcement Officer and of the remedies necessary to bring the structure into compliance. Staff has attempted to work with the owner, but no repairs have been made. The most recent notice to the owner was sent on May 21, 2013, and provided notice to the owner that the dwelling was considered as an abandoned structure.

The dwellings have been vacated and closed for a period of at least six months. The utilities to the dwellings have been disconnected since June 5, 2013, on Unit A; July 1, 2010, on Unit B; August 30, 2005, on Unit C; September 13, 2005, for Unit D; and January 4, 2010, for Unit E.

There have been 24 Code Enforcement cases/actions initiated on this property since 1998 including public nuisance (trash and debris/weeded lots), minimum housing, 8 six-month lights off inspections, and abandoned structure. The Police

Department has responded to 47 calls for service at this property since January 1992. Calls include assault, trespassing, communicating threats, and two animal control violations.

The tax value on the property as of January 24, 2013, is \$11,815 (the building value is \$2,637, land value is \$8,908, extra features value is \$270).

There is currently \$217.04 owed to the Pitt County Tax Department on this property.

The estimated costs to repair the property are \$43,953.70.

**Fiscal Note:**

Costs to test and abate asbestos (if present) and demolition costs will be approximately \$10,000 due to the size of the structures.

The cost of repair or demolition and removal shall constitute a lien against the real property upon which the cost was incurred. The lien shall be filed, have the same priority, and be collected in the same manner as the lien for special assessment established by Article 10 of Chapter 160A of the North Carolina General Statutes.

**Recommendation:**

Approval of the ordinance requiring the repair or demolition and removal of the dwelling and accessory dwellings located at 1006 West Fourth Street.

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**Attachments / click to download**

 [1006\\_WestFourthDemo\\_Ordinance\\_972092](#)

 [1006WestFourth\\_DemoPhotos\\_972423](#)

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ORDINANCE NO. 14-\_\_\_\_  
ORDINANCE REQUIRING THE OWNER OF A DWELLING VACATED  
AND CLOSED FOR A PERIOD OF AT LEAST SIX MONTHS PURSUANT TO THE  
ENFORCEMENT OF THE MINIMUM HOUSING CODE TO REPAIR OR DEMOLISH  
AND REMOVE THE DWELLINGS LOCATED AT 1006 WEST FOURTH STREET  
TAX PARCEL NUMBER 17003

WHEREAS, pursuant to the enforcement of the Minimum Housing Code contained in Article F of Chapter 1 of Title 9 of the Code of the City of Greenville, North Carolina, as authorized by the provisions of Part 6 of Article 19 of Chapter 160A of the North Carolina General Statutes, the dwelling described herein has been vacated and closed for a period of at least six (6) months;

WHEREAS, the City Council of the City of Greenville hereby finds that the owner has abandoned the intent and purpose to repair, alter or improve the dwellings described herein in order to render it fit for human habitation and the continuation of the dwellings in its vacated and closed state would be inimical to the health, safety, morals and welfare of the city in that the dwelling would continue to deteriorate, would create a fire and safety hazard, would be a threat to children and vagrants, would attract persons intent on criminal activities, would cause or contribute to blight and the deterioration of property values in the area, and would render unavailable property and a dwelling which might otherwise have been made available to ease the persistent shortage of decent and affordable housing in this State; and

WHEREAS, G.S. 160A-443 (5), which applies to the City of Greenville pursuant to the provisions of Chapter 200 of the 2005 Session Laws of the North Carolina General Assembly, and Section 9-1-111 of the Code of the City of Greenville, North Carolina, empowers the City Council of the City of Greenville to enact this ordinance;

NOW, THEREFORE, BE IT ORDAINED by the City Council of the City of Greenville that:

Section 1. The owner(s), Rita Nobles Rhem, of the dwelling and accessory dwelling located at 1006 West 4<sup>th</sup> Street in the City of Greenville, North Carolina, is hereby directed and required to either repair said dwelling and accessory dwelling so that it fully complies with the standards of the Minimum Housing Code or to demolish and remove said dwellings within ninety (90) days from the effective date of this ordinance.

Section 2. No building or repair permits shall be issued to the owner or representative of the owner without prior approval of the Code Enforcement Officer. Failure to comply with any approval of the Code Enforcement Officer shall result in recession of any building permit.

Section 3. The Code Enforcement Officer is hereby authorized and directed to proceed to either repair or demolish and remove the dwellings in the event the owner fails to comply with the provisions of Section 1 of this ordinance within ninety (90) days, or fails to comply with any

approval by the Code Enforcement Officer in Section 2, said dwellings being located at 1006 West 4<sup>th</sup> Street and owned by Rita Nobles Rhem.

Section 4. The cost of repair or demolition and removal shall constitute a lien against the real property upon which the cost was incurred. The lien shall be filed, have the same priority, and be collected in the same manner as the lien for special assessment established by Article 10 of Chapter 160A of the North Carolina General Statutes. The material of the dwellings and any personal property, fixtures, or appurtenances found in or attached to the dwellings shall be sold and the proceeds shall be credited against the cost of removal or demolition and any balance remaining shall be deposited in superior court where it shall be secured and disbursed in the manner provided by G.S. 160A-443 (6).

Section 5. This ordinance shall be recorded in the Office of the Register of Deeds of Pitt County and shall be indexed in the name of the property owner in the grantor index.

Section 6. This ordinance shall become effective upon its adoption.

This the 20<sup>th</sup> day of March, 2014.

---

Allen M. Thomas, Mayor

ATTEST:

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Carol L. Barwick, City Clerk

**1006 West Fourth St.**













# City of Greenville, North Carolina

Meeting Date: 3/20/2014  
Time: 7:00 PM

**Title of Item:** Approval of HOME Investment Partnership Funds Commitment for a Multi-family Rental Housing Development

**Explanation:** **Abstract:** The North Carolina Housing Finance Agency (NCHFA) is offering its 2014 Low-Income Housing Tax Credits to developers. The City of Greenville advertised a Request for Proposals (RFP) in conjunction with the NCHFA's tax credit offering. The RFP noted that the City would be willing to commit a total of \$150,000 to qualified proposals. Taft Family Offices was the only respondent to the City's RFP. City staff and the Affordable Housing Loan Committee have evaluated the proposed development.

**Explanation:** This is a request to approve committing HOME Investment Partnership funds to assist the affordable housing developer, Taft Family Offices. The developer has proposed to construct a new three-story, 98-unit development for the elderly. The development consists of 38 one-bedroom units and 60 two-bedroom units.

The site is located along Johns Hopkins Drive in the Medical District. The proposed site is located less than half a mile south of the Stanton Square Shopping Center, which provides a grocery store and pharmacy. The new development, "Parkside Commons", is located in a convenient area of the city for senior citizens.

One hundred (100%) percent of the units developed will be available to households with incomes at or below sixty percent (60%) of area median income (AMI). The AMI for a family of four (4) at 60% equals \$33,150. One (1) unit will be built as a dedicated HOME unit.

The developer has requested \$150,000 as a local government commitment for the 2014 North Carolina Housing Finance Agency (NCHFA) Low-Income Tax Credit program. The total development cost is \$10,675,746.

There was only one (1) proposal submitted in response to a Request for Proposal released on December 27, 2013. Taft Family Offices was the sole respondent.

The Affordable Housing Loan Committee is scheduled to hear Taft Family Office's presentation on March 12, 2014. Furthermore, a team of staff members reviewed and evaluated the proposal.

The City of Greenville has participated in several developments that were funded with NCHFA's tax credits. Most recently, the City partnered with Landmark Assets, Inc. and the NRP Group. From those partnerships the City was able to leverage the Nathaniel Village and the Winslow Pointe developments.

**Fiscal Note:**

The requested commitment of \$150,000 in HOME Investment Partnership funds is available within the Housing Division's budget.

**Recommendation:**

Staff recommends that the City Council approve the \$150,000 local government commitment of HOME Investment Partnership funds for Taft Family Offices.

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**Attachments / click to download**

 [Taft Proposal](#)

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# Project Summary

This project is intended to be the recipient of Low-Income Housing Tax Credits which are awarded by the North Carolina Housing Finance Agency (NCHFA). These successful properties will be constructed on an incentive basis - in exchange for the financing provided through tax credits, Owners agree to keep affordable rents for a period between 15 and 30 years for families and individuals with incomes at or below 60% of the local income median level. The receipt of tax credits lowers the operating costs and make the project economically feasible to operate at below-market rents, providing affordable housing to those who could not otherwise live in an urban area with easy and convenient access to facilities which meet their basic needs such as grocery stores or medical facilities.

Although this project will be privately owned and managed, the NCHFA will closely monitor the property during the compliance period to ensure that rents and residents' incomes do not exceed program limits and also to ensure that the property is well maintained to their standards. Owners of properties which receive these awards are eligible to take a tax credit equal to approximately 9% of the "Qualified Cost" of the building (excluding land and certain other expenses as determined by the NCHFA). These tax credits are available each year for a term of 10 years, so long as the property continues to operate within the compliance and program regulations of the NCHFA.

The North Carolina Housing Finance Agency has strict deadlines for application, project location and site suitability. It is their goal to award tax credits to only those projects which best serve the community.

The first deadline for preliminary application will end at 12:00 PM on January 24, 2014. This application will enable the NCHFA to obtain a third-party consultant to perform a Market Study and site suitability determination. Before this date, we plan to submit an application for our proposed project, which is to be located on a highly suitable site on Johns Hopkins Drive in Greenville, NC. This site is immediately adjacent to Eastern Carolina ENT Head & Neck Surgery and only .20 miles from grocery and pharmacy amenities as well as public transportation, numerous doctor's offices, specialty practices, banks and other business/shopping opportunities. We believe this site will obtain the maximum site score as approved by the NCHFA.

Our project is designed to be housing for the elderly in a three-story building which contains 98 units (38 one-bedroom units and 60 two-bedroom units) as well as community facilities, constructed to serve persons with disabilities and has several outdoor amenities such as a garden, fitness loop and a pond. A presentation of further detail on our project and the surrounding area is attached.



City of Greenville RFP  
Project Summary  
Page 2

We are working with Rivers & Associates for our civil engineering needs. We have yet to select our Architect or General Contractor as we are still in the early planning/application stages. Although we have not selected either of these groups, each of our contacts have given opinions that the NCHFA will highly regard our design.

We will not know the site score or findings of the NCHFA until after March 17, 2014, when all Market Study Analyses are due back to each applicant. The Owner/Developer will then be given the opportunity to discuss site specifics with the NCHFA and the Market Study will be re-reviewed. Notifications of final site scores will be returned to the Applicant on March 28, 2014.

The last deadline for full application will end at 12:00 PM on May 16, 2014. This full application will enable the NCHFA to review all aspects of our project including design, amenities, resident affordability and access to their community as well as our proposed Local Jobs Initiative (if the project is HUD-insured).

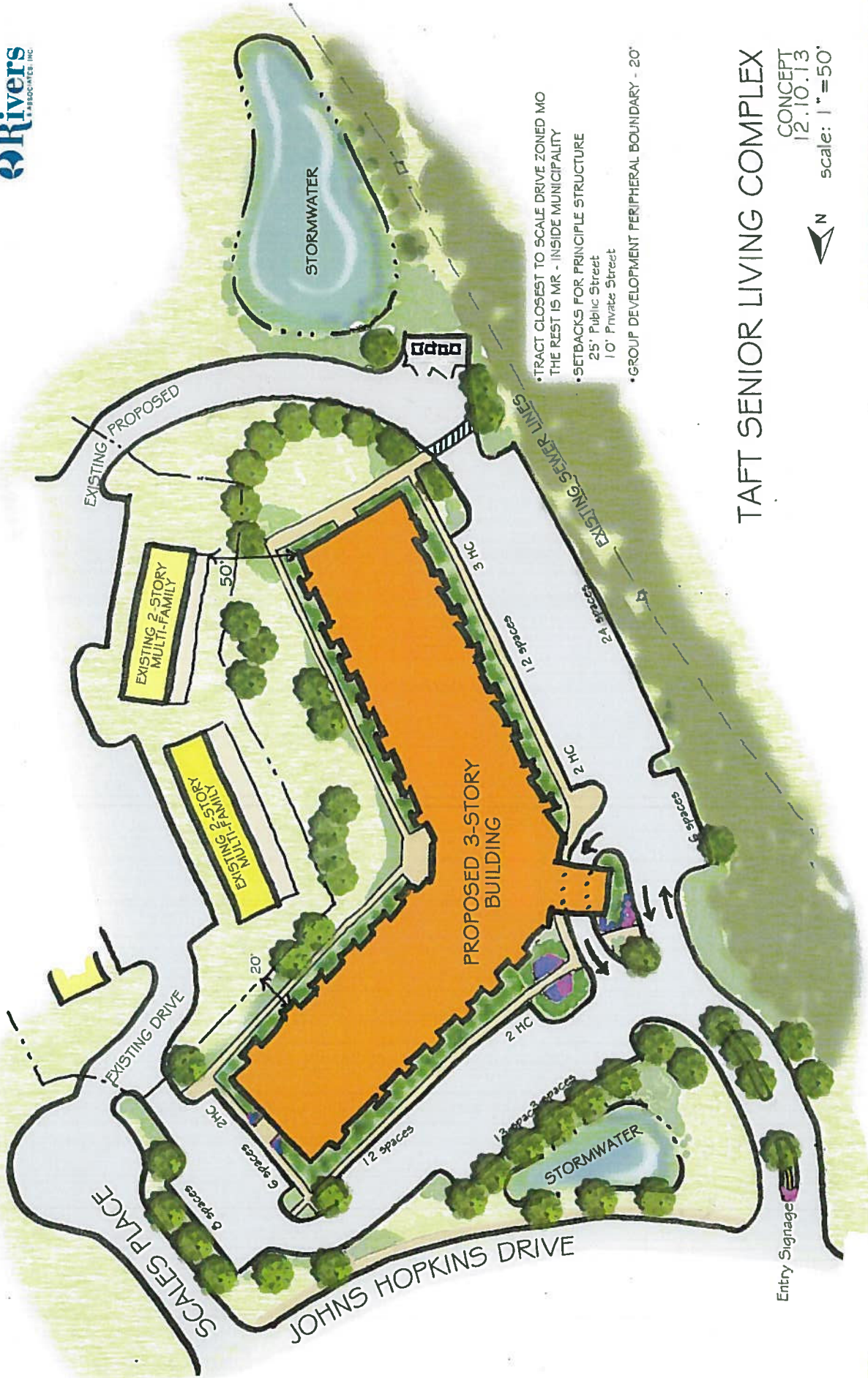
Projects are scored under certain criteria on their effort to train and employ low-income individuals (Section 3 Residents) in the area and also to contract with other local businesses that employ Section 3 Residents. It is our goal to incorporate a Local Jobs Initiative into this project in some way, even if it is not financed through HUD. Bringing jobs to the City of Greenville for all residents, regardless of income level, is an important part of growing our community and local economy.

It is our understanding that the Medical District is a part of the City of Greenville's Community Revitalization Plan. We feel that this project is the perfect accompaniment to the Medical District and hope to be a part of the City's plan in this area. The Owner/Developer is a life-long citizen and taxpayer of both North Carolina and the City of Greenville, who seeks to provide housing to low-income elderly citizens without using any out-of-state partner or participation. With the assistance of the City of Greenville, this could truly be a great success.

As you are also aware, several members of the Greenville City Council are keenly interested in promoting Greenville and Pitt County as a "Certified Retirement Community." Access to housing such as we are proposing compliments and supports that initiative, and is, in part, our motivation.

The Developer is seeking a \$150,000 in funds from the City of Greenville to provide GAP financing, support predevelopment expenses, support construction/operations evenly across the entire project or a combination of the three.

This would allow for the development of a project that is economically feasible to build and operate, providing affordable housing for families and individuals to rent and thereby serving a critical need of our community.



- TRACT CLOSEST TO SCALE DRIVE ZONED MO THE REST IS MR - INSIDE MUNICIPALITY
- SETBACKS FOR PRINCIPLE STRUCTURE  
25' Public Street  
10' Private Street
- GROUP DEVELOPMENT PERIPHERAL BOUNDARY - 20'

# TAFT SENIOR LIVING COMPLEX

CONCEPT  
12.10.13  
scale: 1" = 50'



# PROPOSED SITE PLAN



# City of Greenville, North Carolina

Meeting Date: 3/20/2014  
Time: 7:00 PM

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**Title of Item:** 2014 City Council Planning Retreat Meeting Summary and Draft 2014 Strategic Plan

**Explanation:** **Abstract:** Staff will review the meeting summary from the 2014 City Council Planning Retreat and present the initial draft of the 2014 Strategic Plan.

**Explanation:** City Council conducted its annual Planning Session on January 24 and 25, 2014. The planning session was structured as a two-day strategic planning retreat in which City Council discussed the organization's vision, mission, values, goals and priorities. A summary of the strategic planning retreat has been developed by the retreat's facilitator, Fountainworks.

Staff has used the input provided during the strategic planning retreat to develop an initial draft of the primary components of an organizational strategic plan for 2014. Included are draft vision and mission statements, values, goals, performance measures, and tactics.

Staff will review the meeting summary of the strategic planning retreat and present the initial draft of the 2014 Strategic Plan to City Council and accept Council input prior to providing a revised draft for consideration in April.


**Fiscal Note:** No fiscal impact associated with review of initial draft of strategic plan.

**Recommendation:** Provide staff with feedback on the initial draft of the 2014 Strategic Plan. Based upon City Council's input, a revised draft will be provided in April 2014 for Council's approval.

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**Attachments / click to download**

 [Strategic Planning Retreat Summary 2014 972987](#)

 [Draft 2014 Strategic Plan Outline 973059](#)

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*Find yourself in good company*

# **City of Greenville City Council Retreat**

**Third Floor Gallery  
and Conference Room 337 -  
City Hall  
January 24-25, 2014**

## **■ Meeting Summary ■**



## Contents

### DAY 1

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## The Strategic Plan



## Introduction and Orientation to Retreat

This report summarizes the work of the City of Greenville City Council in its strategic planning retreat, held January 24<sup>th</sup> and 25<sup>th</sup>, 2014 at the Greenville City Hall. Council members met to address the following objectives:

- Develop vision for City of Greenville
- Identify five year goals
- Identify preliminary one year tactical actions

This two-day planning retreat was professionally facilitated and included the opportunity for participants to interact in open conversation, to share and build upon ideas. The session also combined traditional strategic planning with visioning, graphic facilitation and group process—tapping into participants’ knowledge of the past and present so they could see ‘the big picture’ and develop a common vision for the City of Greenville. This report describes the activities, comments, and ideas of the participants, as well as accomplishments and future goals. The major headings of this report correspond to the key agenda items and discussions during the retreat.

### PARTICIPANTS

Mayor Allen Thomas  
Mayor Pro-Tem Calvin Mercer  
Council Member Kandie Smith, District 1  
Council Member Rose Glover, District 2  
Council Member Marion Blackburn, District 3  
Council Member Rick Smiley, District 4  
Council Member Richard Croskery, District 5

### PRESENTERS

Barbara Lipsomb, City Manager  
Chris Padgett, Assistant City Manager  
Steve Hawley, Communications Manager / Public Information Officer  
Bernita Demery, Director of Financial Services  
Kevin Mulligan, Director of Public Works

The retreat began with welcoming remarks by Mayor Thomas, followed by opening comments by City Manager, Barbara Lipscomb. Next, Warren Miller and Julie Brenman of Fountainworks were introduced as the facilitators of the retreat, and would be charged with leading all of the activities over the course of the two days.

Fountainworks presented an overview of the agenda and expected outcomes.



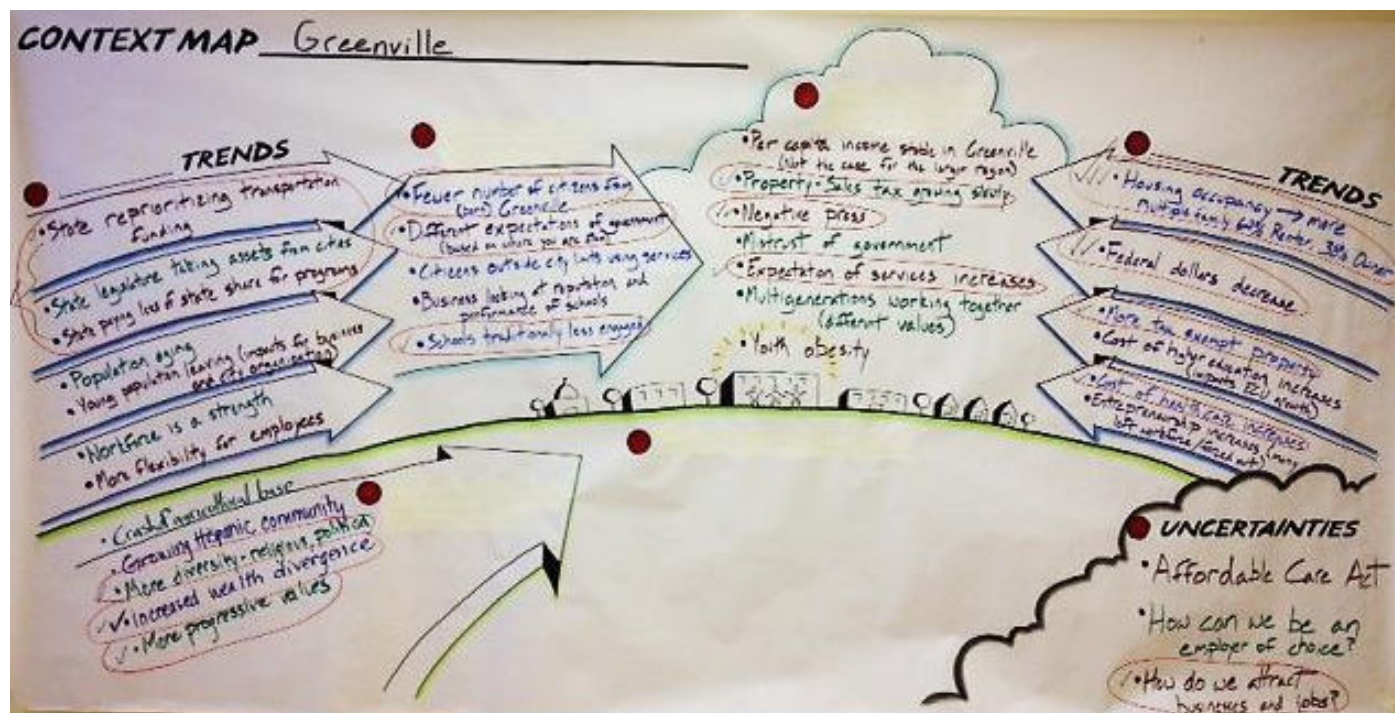


## Current Environment Scan

This segment began with a presentation on the preliminary results of the citizen survey. The survey is not yet finalized as responses are still coming in, but the results to date include responses from 438 households, which provides a statistically valid sampling (+/-5% at the 95% confidence level). A few highlights include:

- 70% of respondents were satisfied or very satisfied with the quality of services provided by the City.
- Citizens were least satisfied with overall management of traffic flow on City streets and overall maintenance of City streets and sidewalks
- Police and Fire services are most important to residents, followed by traffic flow, trash/recycling/yard waste and maintenance of City streets and sidewalks.
- Public safety, economic development and infrastructure were rated as the most important focus areas for Greenville.
- More than 50% of respondents were willing to support a bond measure for street/sidewalk maintenance or improving Police/Fire/EMS facilities.

The final results of the citizen survey will be presented to Council in March.



Next the Council reviewed and added to a context map detailing the current environment in which the City is operating. The Context Map was developed by the senior management staff and included trends and uncertainties relevant to the City.

The purpose of the context map is to provide leadership with an understanding of current issues, trends and factors that have an impact on the City today. Building off of their collective knowledge,

Council members were able to better understand and respect the complexities of their shared environment within the context of the City's work.

Participants placed check marks next to trends that they believe deserve the most attention. All Trends and Uncertainties from the Context Map are listed below with X's representing check marks placed on the map:

### Trends

- Housing occupancy → 62% Renter; 38% Owner **XXX**
- Property—sales tax growing slowly **XX**
- Negative press **XX**
- Federal dollars decrease **XX**
- Increased wealth divergence **XX**
- State reprioritizing transportation funding **X**
- State legislature taking assets from cities **X**
- State paying less of state share for programs **X**
- Fewer number of citizens from (born) Greenville **X**
- Different expectations of government (based on where you are from) **X**
- Schools traditionally less engaged **X**
- Expectation of services increase **X**
- More tax exempt property **X**
- Cost of healthcare increases **X**
- More diversity—religious, political **X**
- More progressive values **X**
- Population aging
- Young population leaving (impacts for business and city organization)
- Workforce is a strength
- More flexibility for employees
- Citizens outside city limits using services
- Business looking at reputation and performance of schools
- Per capita income stable in Greenville (not the case for the larger region)
- Mistrust of government
- Multigenerations working together (different values)
- Youth obesity
- Cost of higher education increases (impacts ECU growth)
- Entrepreneurship increases (many left workforce/forced out)
- Crash of agriculture base
- Growing Hispanic community

### Uncertainties

- How to attract business and jobs? **X**
- Affordable Care Act
- How can we be employer of choice?

## Mission Statement

A **Mission Statement** defines the organization's fundamental purpose and primary objectives, succinctly describing why it exists and what it does to achieve its vision. Its prime function is internal— to define the key to the organization's success.

**Greenville's Current Mission Statement:** *The City of Greenville is dedicated to providing all citizens with quality services in an open, ethical manner, insuring a community of distinction for the future.*

Participants reviewed the Mission Statement and the following notes were recorded from the discussion:

*Like:* providing all citizens with quality services

*Change:* to achieve (delete dedicated)

*Change:* high quality

*Change:* ensuring

*Change:* what is "distinction"

*Add:*

- shared values, ethical, open, action-oriented
- creative community—sense of place
- all-inclusiveness (everyone feels included)
- to make Greenville best place to live, work, and do business

## Values

**Shared Values** describe the basic beliefs and norms of an organization. The values establish standards of behavior for the people in the organization and govern decision-making.

The City Manager is soliciting input from employees to develop a list of shared values. Participants reviewed the potential list of City of Greenville's Values and were pleased with the contents. The potential values include:

Accountability  
Commitment to Service  
Fairness and Equity  
Fiscal Responsibility

Innovation  
Integrity  
Open  
communication/Transparency

Professionalism  
Respect  
Stewardship  
Teamwork

The following additional input was provided and recorded:

- Excellence
- Dedication, responsible



# Vision

Next, participants were instructed to leave present day, analytical thinking behind and imagine that it was twenty years in the future. The City of Greenville had been extremely successful and featured on the cover of a prominent magazine or Internet site. Working in two groups, council members were asked to design a cover story for a magazine of their choosing, including the title and content of the story, pictures, quotes and sidebars. This activity enabled participants to turn their attention and imaginations toward their desired future and to add specificity to the City's current vision to show what is unique about the vision for Greenville.

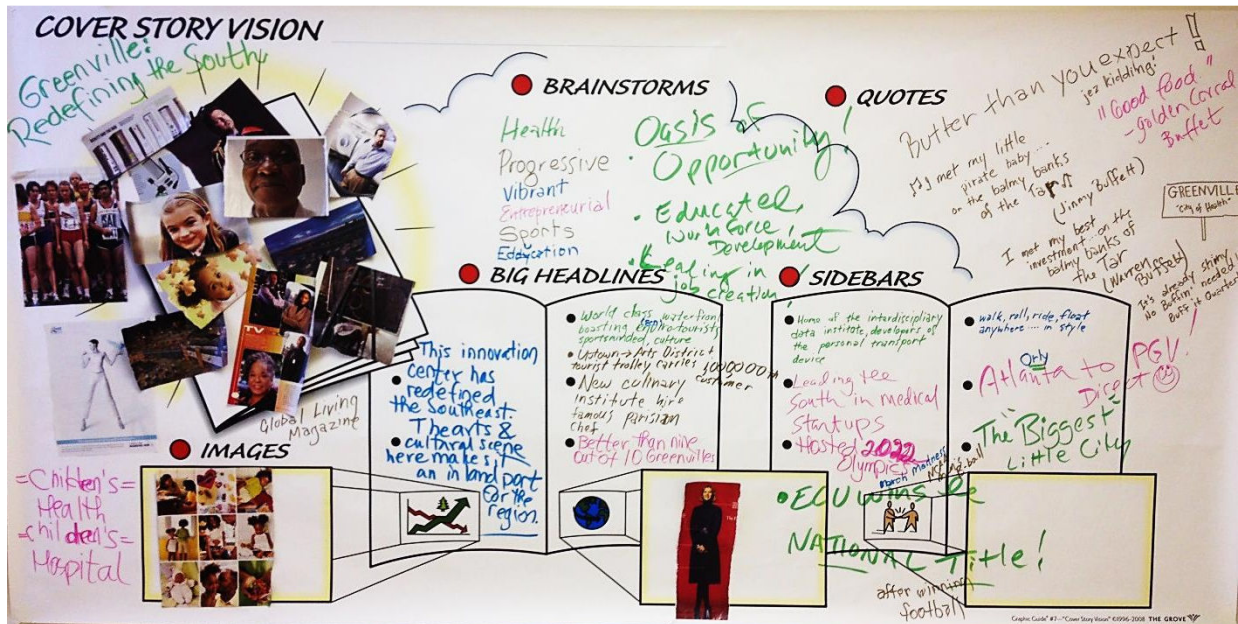
Participants broke out into groups to develop Cover Story Visions for Greenville in 2034. The following cover stories were generated:

## *Best City in America to Raise a Child! Greenville, NC!*





## Greenville: Redefining the South



Teams then reported out on their visions and the group identified common themes. The following ideas were recorded from the conversation:

### Vision Themes

- Jobs—across the board, for everyone
- Education system supports jobs
- Culture
- Open spaces, parks
- Healthy
- Safe
- Fun
- Forward looking, planning for future
- Progressive
  - Tolerance
  - New
  - Alternative transportation
  - Clean energy
- Innovative
  - entrepreneurship
  - research
- Welcoming, collaborative
  - Citizen
  - Institutional
- No limits

### Sets Us Apart

- Pulsing center city—multiple centers
- Pedestrian bridge at Town Common—brings people to park
- Central Park
- True mixed-use
- Multi-modal
  - within Greenville
  - to other communities
- Friendly
  - don't leave
  - good company
- Generating assets each year as students graduate
- Take risks and be successful/opportunity

## Financial Presentations

Staff provided City Council with updates on the Financial Outlook:

- The Current Year Financials provided an update on how the City performed financially in FY 13, and year to date information for financial performance in FY 14 for the general fund and other funds. The City is projected to end the year within budget.
- The General Fund Financial Forecast looked at the projected revenues and expenses for FY 2014-18. The summary shows a projected deficit in future years if no changes are made to revenues and expenses. Additionally, the projection does not include funding beyond historic levels for street and sidewalk improvements, facility maintenance needs, capital spending or staffing for new/increased services.
- The draft 10-year facility plan was presented to Council, demonstrating how facility maintenance could be better managed with a structured approach and dedicated source of funds. Long term savings and better overall facilities could be achieved with investment.

## Goal Areas

In this session, the group sought to determine what goals the City of Greenville would hope to accomplish in the next five years. Participants reviewed each goal statement generated by the management team and used electronic voting to provide an initial reaction to them. The three voting choices were:

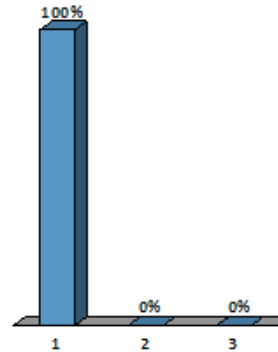
- a) I support this goal statement
- b) I support this goal statement with modifications
- c) I do not support this goal statement

The initial voting was used to confirm or fine-tune the goals

Participants reviewed drafts of each goal statement and then used electronic voting to provide initial reactions to them. The results are as follows in order of strongest support:

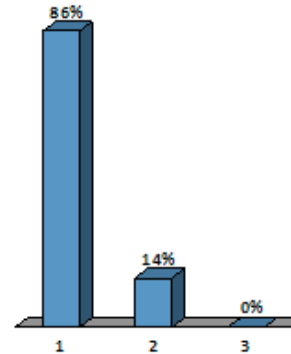
**Safe Community:** The city of Greenville will provide citizens, visitors, and businesses with a safe community.

1. I support this goal
2. I support this goal with modifications
3. I do not support this goal



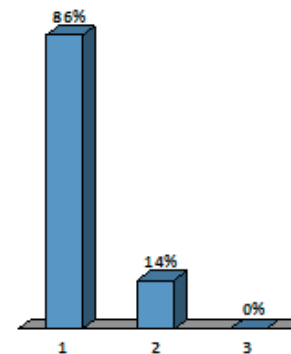
**Economic Development:** Develop an economic climate that supports tax base growth and living wage jobs to foster fiscal sustainability for the delivery of city services.

1. I support this goal
2. I support this goal with modifications
3. I do not support this goal



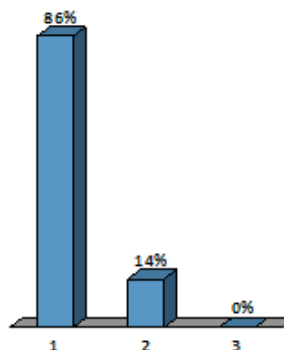
**Infrastructure:** Promote a sustainable and accessible city of Greenville through quality, efficient, and well-maintained infrastructure.

1. I support this goal
2. I support this goal with modifications
3. I do not support this goal



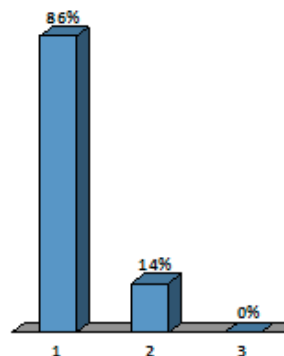
**City Organization:** The city of Greenville will be a preferred employer that will attract, value, and retain a professional, motivated, and well-trained workforce.

1. I support this goal
2. I support this goal with modifications
3. I do not support this goal



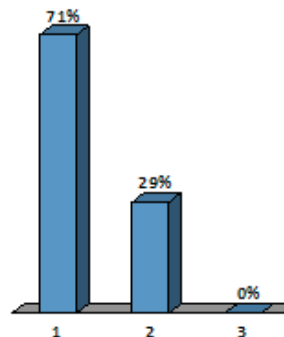
**Fiscal Sustainability:** Create fiscal sustainability for the city of Greenville by balancing resource allocation for short and long term needs.

1. I support this goal
2. I support this goal with modifications
3. I do not support this goal



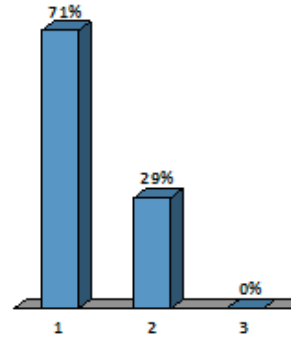
**Neighborhood Quality:** The city of Greenville will provide an environment that produces and maintains high quality neighborhoods that are attractive, well-designed, and sustainable providing citizens a variety of housing choices.

1. I support this goal
2. I support this goal with modifications
3. I do not support this goal



**Quality of Life:** The city of Greenville will build upon and enhance the quality of life of all citizens and visitors so that there is variety and equally accessible parks, recreation, entertainment and other activities.

1. I support this goal
2. I support this goal with modifications
3. I do not support this goal



## Goal Review and Refinement



Participants reviewed the draft goal areas and discussed ways to refine them. The following notes were recorded for each goal area:

### General

- Council should have a philosophy statement
- Language should be visionary

### Economic Development

- AND instead of for
- Add more visionary language
  - a strong middle class



- entrepreneurs
- Infrastructure
- Add High quality
- Add connected community, sustainable, connected, innovative community
- Looking to the future or Progressive, forward looking

### **Neighborhood Quality**

- Specifics
- Active association in measure
- Engaged

### **Quality of Life**

- Sounds so generic
- Add entertainment and arts & culture
- Supports full range of cultural and arts amenities
- Health
- Parks
- Look at unemployment, education, teen pregnancy (measures)

### **Safe Community**

- The city of Greenville including its citizens, visitors, and businesses will work together to sustain a safe community
- The welfare of every person; animal
- We all have a role – business owners, citizens
- Could be larger/involve other things
- A safe, cohesive, robust

### **Fiscal Sustainability**

- Like self-awareness of fiscal sustainability
- A well-managed city

## Decision Filters



Next, the Council developed a set of criteria for use by staff and City Council in deciding whether to move forward with particular tactics. The purpose of decision filters is to help council members and staff evaluate and prioritize action items (both during the strategic planning process and in the ongoing business of the City). While these criteria were discussed, City Council did not prioritize them so as to provide staff with clear direction on how to evaluate projects and/or programs.

- Cost to implement (no cost has priority)
- Speed to implement (fast)
- Staff time required (existing staff capacity)
- Additional staffing requirements
- Alignment with and advances City's vision, mission and goals
- Impact on City (how many impacted; how big an impact)
- Impact on performance measures
- Long range effect (forward thinking/ visionary)
- Citizen demand
- Degree of consensus among staff, experts and Council members

## 2014 Opportunities



Next, Council members identified the most important things that need to be done in order to accomplish the vision and goals that were set forth. Ideas were generated for each of the goal areas and organized by time horizon between ideas that can be accomplished in the next year and that can be accomplished over a longer period of 2-3 years. Participants then dot voted to prioritize their ideas. **Red** dots represent #1 priorities and **green** dots represent other top priorities. The following ideas were generated and recorded:

### 1. Neighborhood Quality

#### 1 Year Action Items

- Set aside open park space as part of development. (1 red dot)
- Neighborhood liaison, ombudsman (1 green dot)
- Landlord accountability (1 green dot)
- Code enforcement. Keep and focus. (1 green dot)
- More Trees
- Increase NA's all over the city to include as many as possible
- More cohesive neighborhood voices, having more policy influence
- More resident homeownership in university community
- Re-establish councils for vision for the NAB
- More homeownership incentives for university communities
- Code enforcement throughout the city equally (now)
- City/private streets. Decision on acceptance.
- Streetscape 10<sup>th</sup> Street
- Public staff city compass. Use of program.
- Enhance our special & historic neighborhoods
- Streetscape university neighborhood

- 2-3 Year Action Items
- Continue to keep a focus on code enforcement
  - Policy discussions for neighborhoods
  - Public facility and condition improvements
  - Sidewalks in older communities
  - A fully connected community
  - CEPTED evaluation of neighborhoods
  - Multi-use, mixed-use nodes, Establish areas
  - Rental/Homeownership. Evaluate factors and ways to increase ownership
  - Bonds for neighborhood improvements

- Neighborhood watch. More use.
- Revitalization areas / Funding for programs
- Encourage grid development
- Pre-approved zoning in appropriate places. Planned community.
- Parks with a different emphasis or “personality” for each neighborhood
- More river access points

**2. Infrastructure**

1 Year Action Items

- Southwest Bypass (1 green dot)
- 10-Year maintenance fund/Fund the facilities maintenance fund (1 green dot)
- Sidewalks and street lights in older communities (1 green dot)
- Crosswalks. Sidewalks.
- Continue with data driven road improvements
- Continue with storm water improvements
- Town Creek culvert, open (daylight) part of it

2-3 Year Action Items

- Roads / Traffic
- Reduce speeds on 10<sup>th</sup> Street (1 green dot)
- Review GUC efficiencies (1 green dot)
- Private roads—become public
- Street diets

Parks / Misc.

- Town common improvements
- Park set aside in new development
- Multi-functional arts center
- Greenway east to Portertown Road
- New South Greenville gym project! (NOW)

Multi-modal bike, auto, train, bus, plane

- Continue integrating transit

- Zipcars. Citibike
  - GTAC
  - Light rail, multi-modal center to PGV—then on to Amtrak
- IT Bandwidth (GIG City) East
- Wi-Fi community access
  - Ultra-high speed internet bandwidth
  - Dark fiber area for data-research incubator
  - High speed Internet. 100MB+
- Funding / Partnering
- Where does GNC envision growth?
  - GNC variables
  - State/Fed funding

- Storm Water Utility
- Wetlands restoration means fewer storm water infrastructure needs
- Discuss business vs. residential storm water utility rates

### 3. Forward Looking

#### 1 Year Action Items

- Development Standards (sidewalk/parks) / What have we planned but not implemented?  
**(1 red dot)**
- Town Common Bridge. Natural/eco tourist destination. Aquarium, botanical gardens, etc.  
**(1 green dot)**
- In-house medical provider?
- Greenway east (10<sup>th</sup> Street) to Portertown
- Data/research medical business park
- Town Common improvements, concessions, restrooms, kayaks/canoes
- Comp/pay & benefits methodology
- Infrastructure planning
- Horizons revision
- Leader in brewing, culinary arts, hospitality, tourism, culture, “no to NASCAR”

#### 2-3 Year Action Items

- Maintenance plan
- Greenville: “The Healthy City”
- Review new traffic planning to not create excessive congestion (service roads) **(1 green dot)**
- Multi-functional arts center with visiting artist
- Fully connected by sidewalks and greenways
- Health Insurance sustainability
- Fully realized Tar River improvements
- Bond Pattern
- Roundabouts in university neighborhood
- Benchmarking and best practice
- More parks
- Skate park



- Tourist transit trolley: T.C. – Uptown – Museum

District – Warehouse District – Gallery District

#### 4. City Organization

##### 1 Year Action Items

- Allow City Manager to work with staff to work on city organization
- Progressive personnel policies
- Merit performance measures
- Respectful staff evaluations with accountability
- HR plan for future needs
- Adopt model of excellence

##### 2-3 Year Action Items

- 4 year Council terms staggered (1 green dot)
- Continue to support city management
- Flex time, telecommuting
- Maintain full health benefits
- Competitive salary/benefits

#### 5. Quality of Life

##### 1 Year Action Items

- Town Common improvements, boat ramp improvements, restrooms, paint amphitheater, ice cream (1 red dot)
- South Greenville Recreation Center (1 red dot)
- Performing Arts Center (DPAC-like) / Swim and Dive facility, partner with ECU (1 green dot)
- Put signs up: Tree City USA
- More money to support public art
- Visiting artist program
- Another sprayground
- Expand cultural events throughout city (NOW)
- Designate and be a “healthy community”
- Anti-tether law for dogs

##### 2-3 Year Action Items

##### Recreation & Cultural and Spice of Life

- State theater—fund and open (1 green dot)
- Respond to river study recommendations (1 green dot)
- Multi-functional performing arts center
- Park set aside in new development
- More parks
- Invest in the arts → ← Recreational opportunities

- More things to do (positive)
  - Animal welfare emphasis & ordinances
  - Increased resident ownership in university community
  - University neighborhood streetscape
- Multi-transportation opportunities, walkability, bikeability, public transport train
- 1<sup>st</sup> St. Promenade
  - More specialized districts
    - Historic
- Arts/gallery
  - Entertainment
  - Citywide walkability and connectivity (full connectivity)
  - Bike lanes
  - Street roads
  - Bridge Town Community
  - Transit plan implementation
  - Development standards - sidewalks
  - Greenways (more)
  - Crosswalks (segments)

## 6. Economic Development

### 1 Year Action Items

- Streets and roads (1 green dot)
- Connect workforce with jobs (transportation-location) / Connect workforce with PCC (2 green dots)
- Workforce development
- Recruit a medical startup (related)
- Office park. S.W. Greenville
- Data business incubator
- Create a research incubator
- Entrepreneur academy
- Minority business incubator
- Market ourselves (branding)
- Tar River brewery

### 2-3 Year Action Items

- New Business Incubation Partnerships
- Econ strategic plan (1 red dot)
  - State/federal funding
  - Public/private partnerships
  - Collaboration with county employers
- Prepared resources that businesses can utilize
- Unique Sportstown USA. BMX expand!
  - Multi-functional performing arts center
  - Ultra-high speed internet bandwidth
  - Shell structures
  - Master planned community
  - Adaptive reused re-adaptation as economic incentive

Targeted Geographic

- Establish sustainable businesses North of the River (1 red dot)
- Town Common improvements (1 red dot)
- Center City Growth (1 green dot)
- Downtown anchor hotel with parking deck for west end uptown
- Fund the State Theater and open it for arts
- 1<sup>st</sup> Street promenade

**7. Fiscal Sustainability**

1 Year Action Items

- Consider bond / Bond for parks, sidewalks (1 green dot)
- Fees compared to other cities / Gaming Fees / Fee Differential Resident/Non-Resident / Privilege fees on Big Boy (1 green dot)
- Diversify tax base
- Maintenance fund
- Town Common improvements
- Virtual (electronic) Business employee work connectivity
- Continue with transparency of the use of city funds
- Continue with maintaining the 14% fund balance policy

- (Infill) transform empty buildings and lots → tax base

- Enhance relationships, state government elected and appointed

2-3 Year Action Items

- Develop innovation station (destination)
- Property not on the tax rolls: other options for revenue
- Prepared meals tax
- 5-10 year plans
- 16% (2 month reserve)?
- Benefits strategy
- MSD Uptown

**8. Safe Community (continuous improvement)**

1 Year Action Items

- Animal welfare / community caretaking / human welfare: education and awareness (1 green dot)
- Traffic and Pedestrian Safety/Design
- Slower traffic on 10<sup>th</sup> Street
- Encourage grid development
- Red light timing
- Pedestrian safety
- Road/traffic safety
- Improve traffic flow, enforcement
- Crosswalks, sidewalks, greenway

Prevention

- Response times improvements for police and fire/EMS
- Lighting and camera
- Retail CPTED
- ROSC (CPR training)
- Focused deterrence

Community Engagement

- Park use for 17-24
- Youth program inventory
- Neighborhood liaisons

- Improve communication system: City → County →

Municipalities

- Citizen etc. engagement
- Building codes that encourage CPTED
- Stronger community policing (Diversity)
- More youth initiatives
- Code enforcement throughout the city equally

2-3 Year Action Items

- Reduce our Part 1 crimes by 10% (2018)
- Fire station southwest Greenville
- Vehicle storage facility

## Closing and Adjourn

Mayor Thomas thanked all in attendance for their participation and each council member was given the opportunity to offer their closing remarks.



## City of Greenville 2014 Strategic Plan

### Draft Vision and Mission Statements, Values, Goals, Performance Measures and Year One Tactics

#### VISION STATEMENT

A **Vision Statement** is a verbal snapshot of the City of Greenville in the year 2034. It summarizes the desired character and characteristics of our community.

**Current Vision Statement:** The City of Greenville currently has no adopted vision statement.

**Proposed Vision Statement:** *The City of Greenville is a vibrant, innovative, and inclusive community with unique and sustainable neighborhoods; an abundance of first-class arts, cultural and recreational opportunities; well-maintained and cost-effective infrastructure; a diversity of transportation options; and a strong business climate supported by entrepreneurialism and top quality educational institutions.*

#### MISSION STATEMENT

A **Mission Statement** defines the organization's fundamental purpose and primary objectives, succinctly describing why it exists and what it does to achieve its vision. Its prime function is internal— to define the key to the organization's success.

**Current Mission Statement:** *The City of Greenville is dedicated to providing all citizens with quality services in an open, ethical manner, insuring a community of distinction for the future.*

**Proposed Mission Statement:** *The City of Greenville strives to provide all citizens with high-quality services in an open, inclusive, ethical manner, ensuring a community of excellence for current and future generations.*

## VALUES

Values are the standards that guide our conduct in a variety of settings. An organization's values might be thought of as a moral compass for its business practices. Values express the integrity that individuals and organizations believe in. They serve as a decision-making tool in daily interactions that guide behavior.

Recognizing that organizational values help to define the organization's culture at all levels, City employees were surveyed to identify the values they felt were most important to them in their job responsibilities. The following values are those that rated highest in this survey.

**Current Values:** The City of Greenville currently has no adopted organizational values.

### **Proposed Values:**

#### **Integrity**

*We will be truthful, dependable, and fair in all actions.*

#### **Respect**

*We will value each person for their thoughts, opinions, and diversity.*

#### **Professionalism**

*We will be professional and efficient in our work.*

#### **Fairness and Equity**

*We will practice fairness and equity in all decisions.*

#### **Teamwork**

*We will work together in a shared responsibility of service.*

#### **Accountability**

*We will be accountable for our actions and decisions to all we serve.*

#### **Commitment to Service and Excellence**

*We will strive for excellence and be committed to providing high-quality services to our customers / citizens.*



**NOTE:** Under “Council Priority”, red dots represent the top priorities and green dots represent other priorities of City Council members as provided during the 2014 Strategic Planning Retreat.



**GOAL 1: DYNAMIC AND INVITING COMMUNITY**


*The City of Greenville will be a dynamic and inviting community with an abundance of arts, cultural and recreational venues, parks and open spaces, greenways and other transportation alternatives, clean and attractive streetscapes, and well-designed public spaces and private developments.*

**Performance Measures**

1. Resident’s satisfaction with various aspects of Recreation and Parks (data from biennial Citizen Survey)
2. Park land per capita (acres per 1,000 residents)
3. Participation in City athletic programs (# of participants)
4. Participation in City arts programs ((# of participants)
5. Greenways per capita (miles per 1,000 residents)
6. GREAT Ridership (total # of passengers)
7. Number of public events held in the Uptown area
8. Number of new trees planted by City and/or partners on public property and within public rights-of-way.

		Current Year Tactics	Lead Department(s)	Fiscal Impact	Council Priority
<b>1.</b>	<b>Well Planned City</b>				
	<b>1a.</b>	<b>Development Standards</b> – Review existing development standards (i.e. zoning ordinance and subdivision regulations) to identify substantive modifications that would result in better implementation of the vision, policies and objectives of <i>Horizon’s: Greenville’s Comprehensive Plan</i> .	Community Dev.	No fiscal impact anticipated.	
	<b>1b.</b>	<b>Comprehensive Plan Update</b> – Initiate a scheduled Major Update of <i>Horizon’s: Greenville’s Comprehensive Plan</i> .	Community Dev.	This process is estimated to cost \$150,000 - \$200,000.	
<b>2.</b>	<b>Arts, Culture, Recreation and Parks</b>				
	<b>2a.</b>	<b>Town Common Improvements</b> – Finalize specific improvements for project phasing, identify funding source(s) for Phase 1 improvements, and develop construction plans for	R&P	Cost unknown at this time (depends upon specific scope of Phase 1 improvements).	

		Current Year Tactics	Lead Department(s)	Fiscal Impact	Council Priority
		Phase 1 improvements.			
	<b>2b.</b>	<b>Comprehensive Recreation and Parks Master Plan</b> – Initiate and complete scheduled 5-year update of the Comprehensive Recreation and Parks Master Plan.	R&P	No fiscal impact anticipated.	
	<b>2c.</b>	<b>South Greenville Recreation Center Design</b> – Continue to pursue a partnership with Pitt County Schools to jointly pursue a new South Greenville Recreation Center facility to begin with a design process.	R&P	Design activities funded in current year budget (\$200,000). Total project expected to cost \$2.2 million.	
	<b>2d.</b>	<b>Tar River Legacy Plan</b> – Complete the public input process and plan development associated with the Tar River Legacy Plan and present the final plan to City Council.	R&P	Project funded in current year budget (\$200,000).	
	<b>2e.</b>	<b>Arts Partnerships</b> - Continue public arts partnerships with Pitt County Arts Council and Greenville Museum of Art.	Community Dev. CMO	Activities funded with existing resources.	
	<b>2f.</b>	<b>Public Art</b> – Identify opportunities for the inclusion of public art in public spaces and facilities.	Community Dev. Public Works Rec. & Parks	No fiscal impact anticipated.	
<b>3. Transportation Alternatives</b>					
	<b>3a.</b>	<b>Short-Range Transit Plan</b> – Complete plan and present to City Council.	Public Works	This project is funded in the current year budget.	
	<b>3b.</b>	<b>West 5<sup>th</sup> Street Phase II Streetscape</b> - Complete design work associated with the West 5 <sup>th</sup> Street Phase II Streetscape improvements project.	Community Dev. Public Works	Design work costs are expected to total \$143,000 which will be paid by the Redevelopment Commission using bond proceeds.	
	<b>3c.</b>	<b>Green Mill Run Greenway, Phase 2 (Sections 2-3)</b> – Complete r-o-w and easement acquisition, contract award and begin construction (construction to be completed November 2015).	Public Works	Total project cost is \$1.7 million, of which the City’s portion is \$343,600.	

		Current Year Tactics	Lead Department(s)	Fiscal Impact	Council Priority
	<b>3d.</b>	<b>South Tar Greenway, Phase 3</b> – Complete design and r-o-w / easement acquisition.	Public Works	Total project cost is \$2.1 million, of which the City’s portion is \$227,000.	
	<b>3e.</b>	<b>East 10th Street Traffic Management and Pedestrian Safety Initiative</b> – Actively participate in East 10 <sup>th</sup> Street Traffic Management and Pedestrian Safety Initiative being conducted by NCDOT.	Public Works	Effort funded by NCDOT.	
<b>4.</b>	<b>Inviting Community</b>				
	<b>4a.</b>	<b>Uptown Events</b> – Continue to partner with Uptown Greenville and others to provide quality events and entertainment in the Uptown area.	CMO Community Dev. Rec. & Parks	Additional resources may be needed to maintain current activity levels.	
	<b>4b.</b>	<b>Street Trees</b> – Partner with ReLeaf to plant new street trees along primary corridors and/or in neighborhoods.	Public Works Community Dev.	Activities funded with existing resources.	










**GOAL 2: ECONOMIC DEVELOPMENT**

*Provide a strong economic climate that supports entrepreneurialism, innovation, a diversity of businesses that provide a range of employment opportunities, and tax base growth that provides fiscal sustainability for the delivery of high quality city services.*

**Performance Measures**

1. Tax base (total valuation)
2. Taxable tax base (total valuation subject to ad valorem taxes)
3. Total business licenses issued
4. Taxable sales per capita
5. Value of new construction (building permit value)
6. Average hotel occupancy rate
7. Unemployment rate

	Current Year Tactics	Lead Department(s)	Fiscal Impact	Council Priority
<b>1.</b>	<b>Economic Development Strategic Plan –</b> Fully implement the current year’s initiatives associated with the Economic Development Strategic Plan. Current year activities include:	Community Dev.	All activities funded with existing resources unless otherwise noted.	Adopted by City Council 
<b>1a.</b>	<b>Talent Development</b> <ul style="list-style-type: none"> <li>• Continue support of Operation Re-Entry veteran training initiative.</li> <li>• Develop a career fair to link underserved populations with employers and resources.</li> <li>• Continue partnerships with PCC, United Way and other agencies to ensure that the local workforce is ready to fill technology based 21<sup>st</sup> Century jobs.</li> </ul>	Community Dev.		  Connect workforce to jobs.
<b>1b.</b>	<b>Business Attraction and Retention</b> <ul style="list-style-type: none"> <li>• Continue implementation of Business Retention and Expansion (BRE) program to include North Greenville business survey.</li> <li>• Continue recruitment of target sector businesses.</li> <li>• Continue support for SEED</li> </ul>	Community Dev.	<ul style="list-style-type: none"> <li>• \$50,000 needed for reserve fund to match state incentives.</li> </ul>	 North of River focus

		Current Year Tactics	Lead Department(s)	Fiscal Impact	Council Priority
		<p>and other entrepreneurial initiatives.</p> <ul style="list-style-type: none"> <li>• Launch Uptown Retail Challenge grant.</li> <li>• Continue funding for Small Business Plan Competition.</li> <li>• Develop fund that allows for required match to state incentives.</li> </ul>			 Center City focus
	1c.	<p><b>Product development</b></p> <ul style="list-style-type: none"> <li>• Complete study phase and begin implementation phase of Dickinson Market Study elements related to urban technology park and tech transfer facility partnership with ECU to include opportunities for broadband advantages.</li> <li>• Continue discussions with private sector developers regarding creation of office and retail space.</li> <li>• Continue discussions with PGV on business recruitment opportunities at the airport.</li> <li>• Work with partners to identify opportunities for the development of culinary and arts incubators.</li> </ul>	Community Dev.		
	1d.	<p><b>Quality of Life</b></p> <ul style="list-style-type: none"> <li>• Continue discussions with partners to redevelop Uptown Theatre and with ECU to develop a performing arts center in Uptown Greenville.</li> <li>• Continue work with CVB, Chamber, and other partners on sports attraction and development including BMX.</li> <li>• Work with regional partners to explore opportunities for</li> </ul>	Community Dev.		 Performing Arts Center   Uptown Theater


		Current Year Tactics	Lead Department(s)	Fiscal Impact	Council Priority
		<p>to attract retirees.</p> <ul style="list-style-type: none"> <li>Continue partnership with Go-Science to open science museum and education center in Uptown Greenville.</li> </ul>			
	<b>1e.</b>	<p><b>Urban Revitalization</b></p> <ul style="list-style-type: none"> <li>Complete implementation of the priority and carry-over projects in the Redevelopment Commission’s work plan.</li> <li>Develop recommendations to City Council on priority projects and funding sources to carry Redevelopment Plan forward.</li> <li>Continue assessment and clean-up work through EPA Brownfield program.</li> <li>Implement items in City’s Annual Action Plan for HUD funded activities.</li> </ul>	Community Dev.		
	<b>1f.</b>	<p><b>Marketing</b></p> <ul style="list-style-type: none"> <li>Continue development and distribution of sector-specific marketing collateral for target sectors.</li> <li>Promote Greenville at target sector trade shows.</li> <li>Co-promote Greenville MSA with Department of Commerce, ElectriCities, Pitt County Dev. Commission and NC East Alliance at trade shows and site selector events.</li> <li>Work with regional partners to host periodic site selector tours of the Greenville MSA.</li> </ul>	Community Dev.		


**GOAL 3: WELL MANAGED AND FISCALLY SUSTAINABLE CITY ORGANIZATION**

*Provide a well-managed City government that utilizes its motivated, qualified and professional workforce to provide innovative and effective methods of service delivery in a forward-thinking and fiscally sustainable manner.*

**Performance Measures**

1. Bond Rating
2. Unassigned Fund Balance as a % of General Fund
3. Property tax growth (% growth and total per capita)
4. General government debt per capita
5. Year-end results of Enterprise Funds (Sanitation and Stormwater)
6. Recycling participation rate
7. Resident’s satisfaction with City services (data from biennial Citizen Survey)

		Current Year Tactics	Lead Department(s)	Fiscal Impact	Council Priority
<b>1. Organizational Optimization</b>					
	<b>1a.</b>	<b>Update Personnel Policies</b> – Conduct a comprehensive review and re-write of the City’s personnel policies to ensure that they reflect best practices and current legal standards.	Human Resources	This update is funded in the current year budget.	
	<b>1b.</b>	<b>Performance Evaluation System</b> – Develop a new performance evaluation system for City employees that is equitable and based on best practices. This system will be used as the foundation for a pay for performance (merit) program.	Human Resources	This update is funded in the current year budget.	
	<b>1c.</b>	<b>Human Resources and Financial Services Modifications</b> – Implement organizational and operational modifications in the Human Resources and Financial Services departments based upon the results of the operational evaluations conducted for those departments.	CMO Human Resources Financial Services	No fiscal impact anticipated.	
	<b>1d.</b>	<b>City Council Terms</b> – Develop a report outlining the process and potential advantages and disadvantages of pursuing a charter amendment to extend the length of	CMO CAO	No fiscal impact associated with report development.	

		Current Year Tactics	Lead Department(s)	Fiscal Impact	Council Priority
		City Council terms for Council’s consideration.			
<b>2. Fiscal Sustainability</b>					
	<b>2a.</b>	<b>Health Insurance Benefits Strategic Plan</b> – Collaborate with GUC to develop a Strategic Plan for health insurance benefits that ensures that these benefits are in-line with market and financially sustainable.	CMO Human Resources	No fiscal impact associated with strategic plan development.	
	<b>2b.</b>	<b>Local Vendor Preference Policy Implementation</b> – Implement first year of policy.	Fin. Services	No fiscal impact anticipated. Policy implementation is being accommodated using existing resources.	
	<b>2c.</b>	<b>Privilege License Cap Review</b> – Develop a report outlining potential alternative modifications to the current privilege license cap for City Council’s consideration.	Fin. Services	No fiscal impact associated with report development.	
	<b>2d.</b>	<b>Sanitation Automation Plan</b> – Continue to implement sanitation automation plan.	Public Works	No fiscal impact associated with bond proposal development.	Plan previously approved by City Council.
<b>3. Communication and Collaboration</b>					
	<b>3a.</b>	<b>City Website</b> – Complete and launch redesign of City Website.	Information Tech. PIO	This project is funded in the current year budget.	
	<b>3b.</b>	<b>City Compass</b> – Facilitate increased use of City Compass through education and promotion to streamline and enhance customer service for citizens.	PIO		
	<b>3c.</b>	<b>Collaboration with Partners</b> – Continue development of positive relationships with community partners and actively pursue opportunities for collaborations that will benefit the community.	All Departments	No fiscal impact anticipated.	



**GOAL 4: INFRASTRUCTURE**




**Promote a sustainable and accessible city of Greenville through quality, efficient, and well-maintained infrastructure.**

**Performance Measures**

1. Street improvements (linear footage resurfaced - including micro-surfacing)
2. Sidewalk improvements (linear footage constructed or reconstructed/repaired)
3. Resident’s satisfaction with overall maintenance of City streets and sidewalks (data from biennial Citizen Survey)
4. Resident’s satisfaction with the adequacy of public parking in Uptown Greenville (data from biennial Citizen Survey)
5. Capital projects completed on schedule and within budget (%)

		Current Year Tactics	Lead Department(s)	Fiscal Impact	Council Priority
<b>1. Maintenance and/or Improvement of Existing Infrastructure</b>					
	<b>1a.</b>	<b>Facility Maintenance Plan</b> – Fully implement proposed plan.	CMO Public Works Rec. & Parks	\$2.2 million of funding required annually to fully implement plan.	
	<b>1b.</b>	<b>Town Creek Culvert Project</b> – Complete design, obtain required permit approvals and begin construction.	Public Works	Project expected to cost approximately \$8 million. The City has received \$7.5 million in 0% interest loan for this project.	Project included in stormwater plan accepted by City Council.
	<b>1c.</b>	<b>Street and Sidewalk Improvements</b> – Incrementally increase annual budget allocations for street and sidewalk improvements with the objective of achieving a 20-year resurfacing schedule in the next 5-years and continuing progress on identified sidewalk needs.	CMO Public Works	Additional resources will be needed. The exact amount to be determined during the budget development process.	
	<b>1d.</b>	<b>Traffic signal timing</b> – Coordinate with NCDOT to initiate optimization of traffic signal timing along Greenville Boulevard between Memorial Drive and 10 <sup>th</sup> Street.	Public Works	Project expected to cost approximately \$50,000. To be funded from Powell Bill funding.	
<b>2. New Infrastructure</b>					
	<b>2a.</b>	<b>Uptown Parking Deck</b> – Complete design and construction.	Public Works	Project funded in current year budget (\$4 million).	Project approved by City Council.

		Current Year Tactics	Lead Department(s)	Fiscal Impact	Council Priority
	2b.	<b>Greenville Transportation Activity Center</b> – Complete environmental permitting, obtain additional project funding through FTA / NCDOT and begin property acquisition and final design.	Public Works	Total project estimated cost is \$7.9 million of which the City’s cost share would be 10% (\$790,000).	Project approved by City Council (location and facility scope).
	2c.	<b>Convention Center Expansion</b> – Complete land acquisition, design, financing and begin construction on proposed expansion and improvement project.	CMO CAO Public Works Fin. Services	Project expected to cost \$4.2 million. To be funded with bonds paid by hotel occupancy tax.	Project approved by City Council.
	2d.	<b>ERP System Replacement</b> – Begin implementation process for new ERP system to include year-one project tasks.	CMO Information Tech. Fin. Services	Project funded in current year budget (\$2.5 million).	Project approved by City Council.
<b>3. Policy and Planning</b>					
	3a.	<b>Southwest By-Pass Highway Project</b> – Continue due-diligence regarding alternative funding opportunity.	CMO Public Works Fin. Services	None	
	3b.	<b>“Gig-City” Public / Private Partnership</b> - Bring together public and private entities to discuss the feasibility of creating a public /private partnership for the development of a metropolitan fiber optic backbone resulting in high-speed (1,000Mb/sec or 1 gig) broadband speed internet services and potentially other services. This would be comparable to Google’s Gig City projects.	CMO Information Tech.	No fiscal impact associated with initial collaboration / investigation.	
	3c.	<b>LED Street Lights</b> – Collaborate with GUC to develop a cost effective process to transition the City’s street lights to LED and report outcomes to City Council.	CMO Public Works		
	3d.	<b>Stormwater Basin Modeling and Inventory</b> – Develop hydraulic	Public Works	Project expected to cost approximately \$3 -	Project included in

		<b>Current Year Tactics</b>	<b>Lead Department(s)</b>	<b>Fiscal Impact</b>	<b>Council Priority</b>
		modeling of the City's watersheds and inventory of stormwater infrastructure to determine required system improvements.		\$4 million. To be funded by the Stormwater Fund.	stormwater plan accepted by City Council. Stormwater inventory required component of City's Stormwater Permit.


**GOAL 5: QUALITY NEIGHBORHHODS**

*The City of Greenville will provide an environment that produces and maintains high quality neighborhoods that are attractive, well-designed, and sustainable providing citizens a variety of housing choices.*

**Performance Measures**

1. Number of active neighborhood associations.
2. Households represented by a neighborhood association.
3. Number of homes rehabilitated using City programs.
4. Number of substandard homes demolished and removed by City.
5. Number of affordable dwelling units created using City programs.

		Current Year Tactics	Lead Department(s)	Fiscal Impact	Council Priority
<b>1.</b>		<b>Neighborhood Plans</b>			
	<b>1a.</b>	<b>Review Existing Plans</b> - Review all adopted neighborhood plans and develop a report outlining status of implementation activities.	Community Dev.	No fiscal impact anticipated. Activity funded with existing resources.	
	<b>1b.</b>	<b>Develop a New Plan</b> - Initiate and complete the South Greenville Neighborhood Plan.	Community Dev.	No fiscal impact anticipated. Activity funded with existing resources.	
<b>2.</b>		<b>Neighborhood Associations</b>			
	<b>2a.</b>	Provide staff support and expertise to facilitate the establishment of two new neighborhood associations.	Community Dev.	No fiscal impact anticipated. Activity funded with existing resources.	
	<b>2b.</b>	Support NAB efforts related to hosting an annual neighborhood symposium.	Community Dev.	No fiscal impact anticipated. Activity funded with existing resources.	
<b>3.</b>		<b>Housing Programs</b>			
	<b>3a.</b>	Implementation of the adopted Housing Annual Plan (includes efforts related to the down payment assistance program, owner-occupied home rehabilitation, and infrastructure improvements).	Community Dev.	No fiscal impact anticipated. Activities funded with existing resources.	
	<b>3b.</b>	Continue the University Area Homebuyer Assistance program.	Community Dev.	No fiscal impact anticipated. Activities	

		Current Year Tactics	Lead Department(s)	Fiscal Impact	Council Priority
				funded with existing resources.	
	3c.	Continue the Historic Preservation Pilot Loan program.	Community Dev.	No fiscal impact anticipated. Activities funded with existing resources.	
	3d.	Develop a strategy to transfer residential City-owned parcels that cannot legally or practically be developed (i.e. too small for a new house to be constructed) to adjacent homeowners.	Community Dev. CMO CAO	No fiscal impact anticipated for strategy development.	
	3e.	Continue efforts to develop new housing in the Lincoln Park neighborhood by partnering with third parties that agree to construct housing on City-owned properties.	Community Dev.	No fiscal impact anticipated. Activities funded with existing resources.	
<b>4. Neighborhood Aesthetics</b>					
	4a.	Continue minimum housing and nuisance code enforcement efforts.	Police	No fiscal impact associated with continuing current service levels.	
	4b.	Continue support for the Neighborhood Improvement Grant program overseen by the Community Appearance Commission.	Community Dev.	No fiscal impact anticipated. Activity funded with existing resources.	
<b>5. Neighborhood Marketing</b>					
	5a.	Develop a neighborhoods page on the City's website to include maps, pictures and neighborhood profiles.	Community Dev. IT	No fiscal impact anticipated. Activity funded with existing resources.	
	5b.	Produce and air six "Neighborhood Spotlight" segments for GTV-9.	PIO	No fiscal impact anticipated. Activity funded with existing resources.	
<b>6. Staff Resources</b>					
	6a.	Ensure that appropriate staff resources are available to support various neighborhood improvement efforts.	Community Dev. CMO	Staff resources will be provided using existing funding.	




**GOAL 6: SAFE COMMUNITY**

*The City of Greenville will collaborate with citizens, businesses, and visitors to provide a safe community.*

**Performance Measures**

1. Crime Rate (Part I crimes per 1,000 residents)
2. Traffic and pedestrian safety (motor vehicle and pedestrian crash incidents)
3. Resident’s perception of safety (data from biennial Citizen Survey)
4. Nuisance abatement cases closed
5. Fire/EMS response time
6. Fire inspections completed
7. Fire property loss (\$)

		Current Year Tactics	Lead Department(s)	Fiscal Impact	Council Priority
1.	<b>Police Department Three –Year Strategic Plan</b> - Fully implement the first year of the Police Department’s Strategic Plan 2014-2016. Current year tactics included in the Plan are provided below:		Police	Strategic Plan implementation to be accomplished using existing funding resources.	Adopted by City Council
	1a.	<b>Community Engagement</b> <ul style="list-style-type: none"> <li>• Maximize use of social media to deliver information to citizens city-wide.</li> <li>• Create periodic Public Service Announcements in partnership with local media outlets.</li> <li>• Formalize the Adopt-A-School Program in order to assign officers to each school within the city limits.</li> <li>• Provide multiple aspects of Community Education (i.e. Citizen’s Police Academy and Youth Citizen’s Police Academy).</li> <li>• Develop a civic liaison program.</li> </ul>	Police		
	1b.	<b>Crime Reduction</b> <ul style="list-style-type: none"> <li>• Adjust law enforcement strategies to address</li> </ul>	Police		

		Current Year Tactics	Lead Department(s)	Fiscal Impact	Council Priority
		<p>changing City dynamics.</p> <ul style="list-style-type: none"> <li>• Increase capacity to offer Crime Prevention Through Environmental Design (CPTED) assessments.</li> <li>• Utilize Crime Reduction Initiative Area (CRIA) technique also known as Hot Spots Policing.</li> <li>• Increase bicycle patrol deployment.</li> <li>• Implement department-wide Data Driven Approach to Crime and Traffic Safety (DDACTS) program.</li> <li>• Continue efforts related to Focused Deterrence Program</li> </ul>			
	<b>1c.</b>	<p><b>Leadership and Ethics</b></p> <ul style="list-style-type: none"> <li>• Develop and implement a Career Development Program.</li> <li>• Redevelop supervisor responsibilities and priorities through training and education.</li> <li>• Update Recruitment Plan.</li> </ul>	Police		
	<b>1d.</b>	<p><b>Optimize Organizational Structure</b></p> <ul style="list-style-type: none"> <li>• Review deployment structure.</li> <li>• Civilianization of applicable positions.</li> <li>• Reorganization of Code Enforcement Division.</li> <li>• Assess needs for current and future substations.</li> </ul>	Police		 Code Enforcement Focus
	<b>1e.</b>	<p><b>Technology and Infrastructure</b></p> <ul style="list-style-type: none"> <li>• Increase License Plate Recognition System (LPR) infrastructure.</li> <li>• Increase use of fuel-efficient vehicles in specific assignments.</li> </ul>	Police		

		Current Year Tactics	Lead Department(s)	Fiscal Impact	Council Priority
		<ul style="list-style-type: none"> <li>Expand the Police Department's rifle program.</li> <li>Expand the Police Department's bicycle program.</li> </ul>			
	<b>1f.</b>	<b>Traffic Safety</b> <ul style="list-style-type: none"> <li>Implement department-wide Data Driven Approach to Crime and Traffic Safety (DDACTS) program.</li> <li>Deploy Light Detection and Ranging (LIDAR) Speed Measuring Instruments and License Plate Recognition System (LPRs).</li> <li>Host four DWI checkpoints per year.</li> <li>Provide periodic Public Service Announcements and Public Awareness Campaigns.</li> </ul>	Police		
<b>2. Fire / Rescue Services</b>					
	<b>2a.</b>	<b>Fire / Rescue Department Assessment</b> - Complete ICMA Fire / Rescue Department Assessment and begin implementation.	Fire/Rescue CMO	This project is funded in the current year budget. Implementation costs, if any, will not be determined until final assessment report is completed.	
	<b>2b.</b>	<b>Fire Inspection Program</b> - Improve current fire inspection processes and increase efficiencies through the use of Geographic Information Systems.	Fire/Rescue	No fiscal impact associated with program evaluation.	
	<b>2c.</b>	<b>Educational Programs</b> - Enhance public safety through improved fire and life safety educational programs.	Fire/Rescue	To be accomplished using existing resources.	
	<b>2d.</b>	<b>Education and Training</b> - Provide CPR and AED training for the public and staff to improve opportunities for survival of patients in cardiac arrest.	Fire/Rescue	To be accomplished using existing resources.	

		<b>Current Year Tactics</b>	<b>Lead Department(s)</b>	<b>Fiscal Impact</b>	<b>Council Priority</b>
	<b>2e.</b>	<b>Grant Funding</b> – Actively pursue grant funding to support life safety programs.	Fire/Rescue	No fiscal impact anticipated.	
	<b>2f.</b>	<b>Emergency Operations Plan</b> - Review and coordinate the of the City’s Emergency Operations Plan.	Fire/Rescue	No fiscal impact anticipated.	



# City of Greenville, North Carolina

Meeting Date: 3/20/2014  
Time: 7:00 PM

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**Title of Item:** Update on Parking Deck

**Explanation:** Council Member Smiley has requested a progress report on the uptown parking deck.

**Fiscal Note:** No fiscal impact associated with progress report.

**Recommendation:** Hear the report on progress to date on the uptown parking deck.

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# City of Greenville, North Carolina

Meeting Date: 3/20/2014  
Time: 7:00 PM

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**Title of Item:** Down Payment Assistance Program for West Greenville

**Explanation:** Council Member Kandie Smith requested that this item be placed on the agenda for Council to consider establishing and funding a down payment assistance program in the West Greenville area. She would like this program to promote home ownership in order to restore or preserve this older/historic neighborhood in a similar manner as is currently available in the University area.

**Fiscal Note:** To be determined based on Council action

**Recommendation:** Discuss as requested by Council Member Smith

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# City of Greenville, North Carolina

Meeting Date: 3/20/2014  
Time: 7:00 PM

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**Title of Item:** Presentation and Discussion of the Town Common Master Plan

**Explanation:** **Abstract:** Council Member Marion Blackburn previously requested discussion on the Town Common. City Council voted to delay that discussion until after the Redevelopment Commission workshop in March.

**Explanation:** At the January 16, 2014, City Council meeting, Council Member Marion Blackburn requested a discussion on the Town Common, and what the Redevelopment Commission is trying to accomplish in its 2014 Work Plan regarding the Town Common. At that time, Council voted to delay any discussion on the Town Common until after the Redevelopment Commission workshop in March. The Redevelopment Commission workshop is scheduled for March 18, 2014. Additional documentation may be made available for further discussion at the Council meeting on March 20, 2014.

In addition, it was requested that staff present to City Council an update on the Town Common Master Plan, as previously presented to the Recreation and Parks Commission. Staff will make that presentation to City Council.

**Fiscal Note:** No fiscal impact associated with discussing the requested issue.

**Recommendation:** Hear the presentation from staff and discuss the issue as requested by Council Member Blackburn.

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# City of Greenville, North Carolina

Meeting Date: 3/20/2014  
Time: 7:00 PM

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**Title of Item:** Use Policy for the Town Common

**Explanation:** Council Member Marion Blackburn requested that an item be added to the agenda regarding a use policy for the Town Common, including options for permitting alcohol during certain events. A copy of Section 12-1-2 of the City Code addressing consumption of alcoholic beverages in public is attached for your reference.

**Fiscal Note:** N/A

**Recommendation:** Discuss the issue as requested by Council Member Blackburn.

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[City Code Section 12-1-2](#)

72 hours, the city may recover the penalty together with all costs by filing a civil action in the general court of justice in the nature of a debt.

(1971 Code, § 12-1-21) (Ord. No. 08-104, § 1, passed 10-06-2008)

**SEC. 12-1-2 CONSUMPTION OF ALCOHOLIC BEVERAGES IN PUBLIC.**

(A) *Malt beverages and unfortified wine; general prohibition.* It shall be unlawful for any person to consume a malt beverage or unfortified wine on any public street in the city or any public place owned, occupied, or controlled by the city. It shall be unlawful for any person to possess an open container of malt beverage or unfortified wine on any public street in the city or any public place owned, occupied, or controlled by the city.

(B) *Same; definitions.* For purposes of this section, the words and phrases used therein shall have the meanings respectively ascribed to them by this subsection.

*Fortified wine.* Any wine of more than 16% and no more than 24% alcohol by volume, made by fermentation from grapes, fruits, berries, rice or honey; or by the addition of pure cane, beet or dextrose sugar; or by the addition of pure brandy from the same type of grape, fruit, berry, rice or honey that is contained in the base wine and produced in accordance with the regulations of the United States.

*Malt beverage.* Beer, lager, malt liquor, ale, porter and any other brewed or fermented beverage except unfortified or fortified wine as defined by this subsection, containing at least 0.5% and not more than 15%, alcohol by volume.

*Open container.* A container whose seal has been broken or a container other than the manufacturer's unopened original container.

*Person.* An individual, firm, partnership, association, corporation, other organizations or groups, or combination of persons acting as a unit.

*Unfortified wine.* Any wine of 16% or less alcohol by volume made by fermentation from grapes, fruits, berries, rice or honey; or by the addition of pure cane, beet or dextrose sugar; or by the addition of pure brandy from the same type of grape, fruit, berry, rice or honey that is contained in the base wine and produced in accordance with the regulations of the United States.

(C) *Malt beverages and unfortified wine - exemptions.*

(1) Notwithstanding any other provision of this section, upon obtaining the appropriate alcoholic beverages permits as required by law, possession and consumption of malt beverages or unfortified wine shall be permitted at:

(a) A golf course owned, occupied or controlled by the city;

(b) A convention center owned, occupied or controlled by the city; and

(c) With the written approval of the City Manager and subject to any conditions identified by the City Manager in the written approval, other property owned, occupied or controlled by the city or public streets, alleys or parking lots which are temporarily closed to regular traffic for special events.

(2) Factors which the City Manager shall consider when permitting the possession or consumption at an event or series of events to be conducted at property owned, occupied or controlled by the city or public streets, alleys or parking lots which are temporarily closed to regular traffic for special events include but are not limited to:

(a) That the sponsoring organization is a community organization;

(b) That the event or series of events is primarily not a fund-raising event;

**Specific Offenses**

12-5

(c) That the location and time for the event is appropriate; and

(d) That the plans of the sponsoring organization relating to control of sale, crowd control, cleanup, and other public safety matters are adequate.

(Ord. No. 1036, passed 12-11-1980; Ord. No. 99-121, § 1, passed 9-9-1999; Ord. No. 03-32, § 1, passed 4-10-2003; Ord. No. 07-88, § 1, passed 6-14-2007)

**SEC. 12-1-3 DISCHARGE OF FIREARMS AND OTHER WEAPONS.**

(A) It shall be unlawful for any person to fire or discharge any firearm, including guns, rifles, pistols, pellet guns, air guns or air rifles within the city, on or off his or her premises, except that this section shall not be construed to prohibit any law enforcement officer or authorized employee in the Division of Animal Control from discharging a firearm in the performance of his or her duty, nor to prohibit any citizen from discharging a firearm when lawfully defending person or property.

(B) Any person who shall knowingly and willfully permit his or her minor child under 18 years of age to discharge, fire, shoot or operate, within the city any such air rifle, BB gun or pellet gun shall be guilty of a misdemeanor.  
(Ord. No. 1377, § 1, passed 2-9-1984)

***Cross-reference:***

*Dangerous weapons in parades prohibited, see § 11-2-10*

***Statutory reference:***

*Authority to regulate and restrict firearms and pellet guns, see G.S. 160A-189, 160A-190*

**SEC. 12-1-4 LITTERING PROHIBITED.**

It shall be unlawful for any person, firm, organization or private corporation to throw or deposit upon any street or sidewalk, or upon any private property, except with written permission of the owner or occupant of the private property any trash, refuse, garbage, building material, cans, bottles, broken glass, paper or any type of litter.

***Statutory reference:***

*Authority to regulate littering, see G.S. 160A-303.1*

**SEC. 12-1-5 POSTING OF HANDBILLS REGULATED.**

(A) It shall be unlawful for any person to post a handbill or political campaign sign on or over any property or right-of-way owned or controlled by the city except: temporary signs may be placed in the right-of-way on residential property when placed by or with the permission of, the owner or occupant; and handbills may be placed on city-owned or controlled bulletin boards which are made available for public use and when the handbills are placed and maintained in accordance with any rules or regulations adopted pertaining to those bulletin boards.

(1) For purposes of this section, a "handbill" means and includes any bill, poster, placard, handbill, flyer, painting, sign or other similar object in any form whatsoever which contains printed or written matter in words, symbols or pictures, or in any combination thereof.

(2) Further, "political campaign sign" means any sign urging the election or defeat of any candidate seeking any political office, or urging the passage or defeat of any ballot measure, but does not mean or include any billboard owned or maintained by a commercial firm or advertising company.

(B) The Director of Community Development and his or her designees are hereby authorized to remove any handbills or political campaign signs found posted within the corporate limits when the sign is in violation of the provisions of this section. The Director of Community Development is further authorized to enlist the aid or assistance of any other department



# City of Greenville, North Carolina

Meeting Date: 3/20/2014  
Time: 7:00 PM

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**Title of Item:** Solar Energy

**Explanation:** Council Member Marion Blackburn requested a discussion of solar energy be added to the agenda.

**Fiscal Note:** No fiscal impact associated with discussing this topic.

**Recommendation:** Discuss solar energy as requested by Council Member Blackburn.

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# City of Greenville, North Carolina

Meeting Date: 3/20/2014  
Time: 7:00 PM

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**Title of Item:** East Tenth Street Traffic Situation

**Explanation:** Council Member Marion Blackburn requested an item be added to the March agenda to discuss East 10th Street traffic situation.

**Fiscal Note:** No fiscal impact associated with discussing the topic.

**Recommendation:** Discuss the issue as requested by Council Member Blackburn.

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