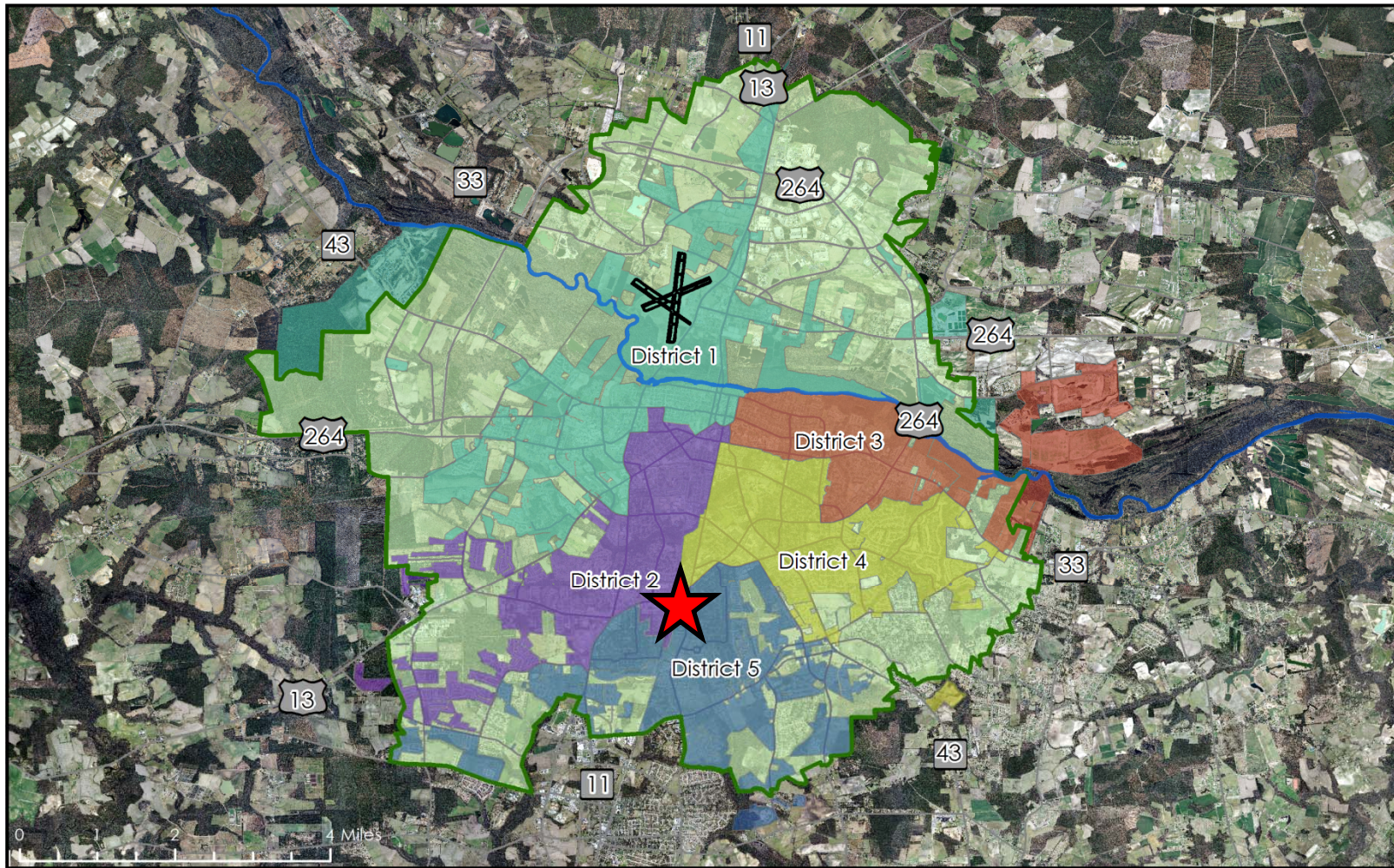


8.14.14

City Council Meeting

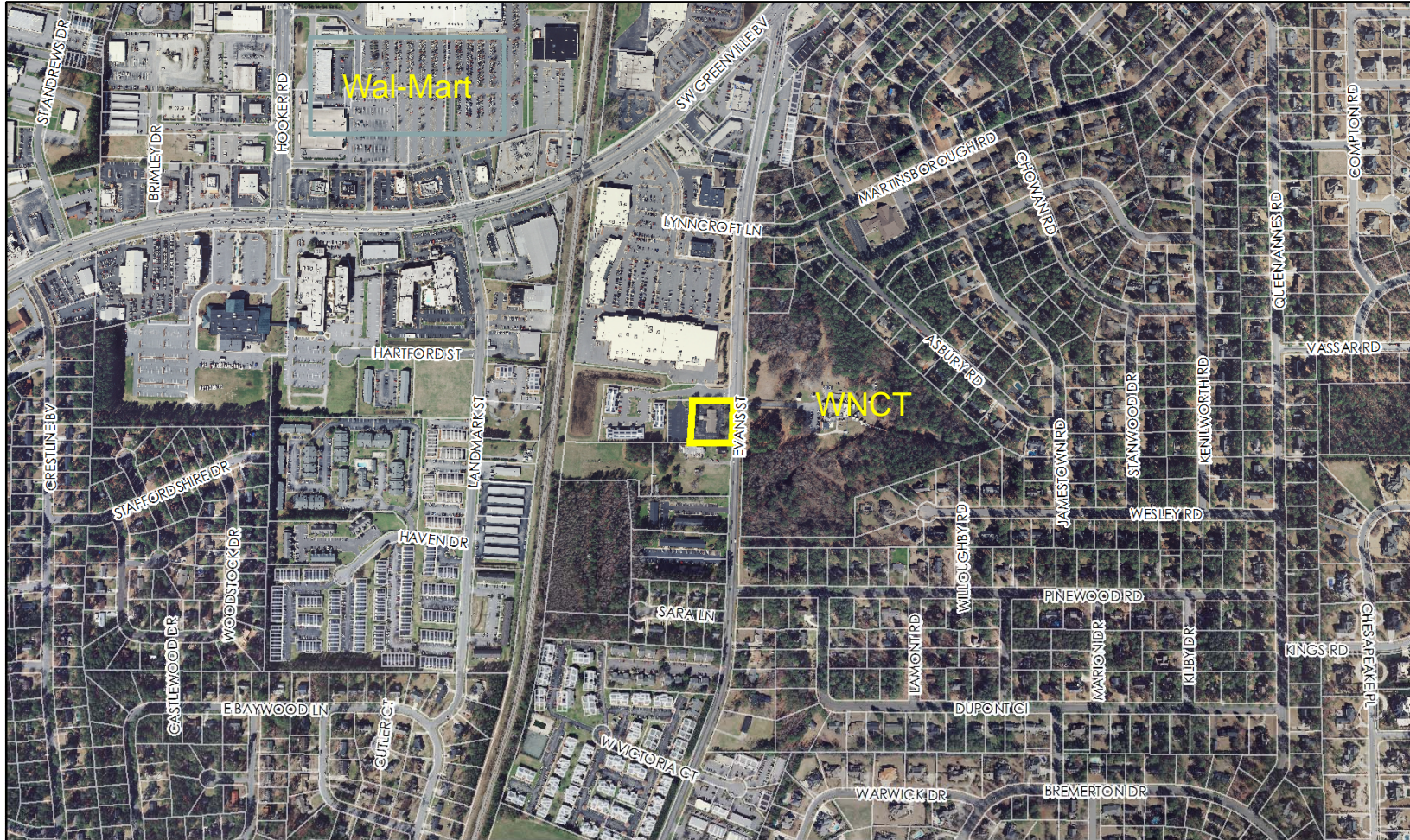
Item 3: Ordinance to rezone 1.012 acres located along the western right-of-way of Evans Street and south of Lynncroft Shopping Center from RA20 to OR



Map Legend

- | | | |
|---|--|--|
|  Greenville's ETJ |  District 1 |  District 4 |
|  Pitt-Greenville Airport (PGV) |  District 2 |  District 5 |
|  Tar River |  District 3 | |





Map Legend

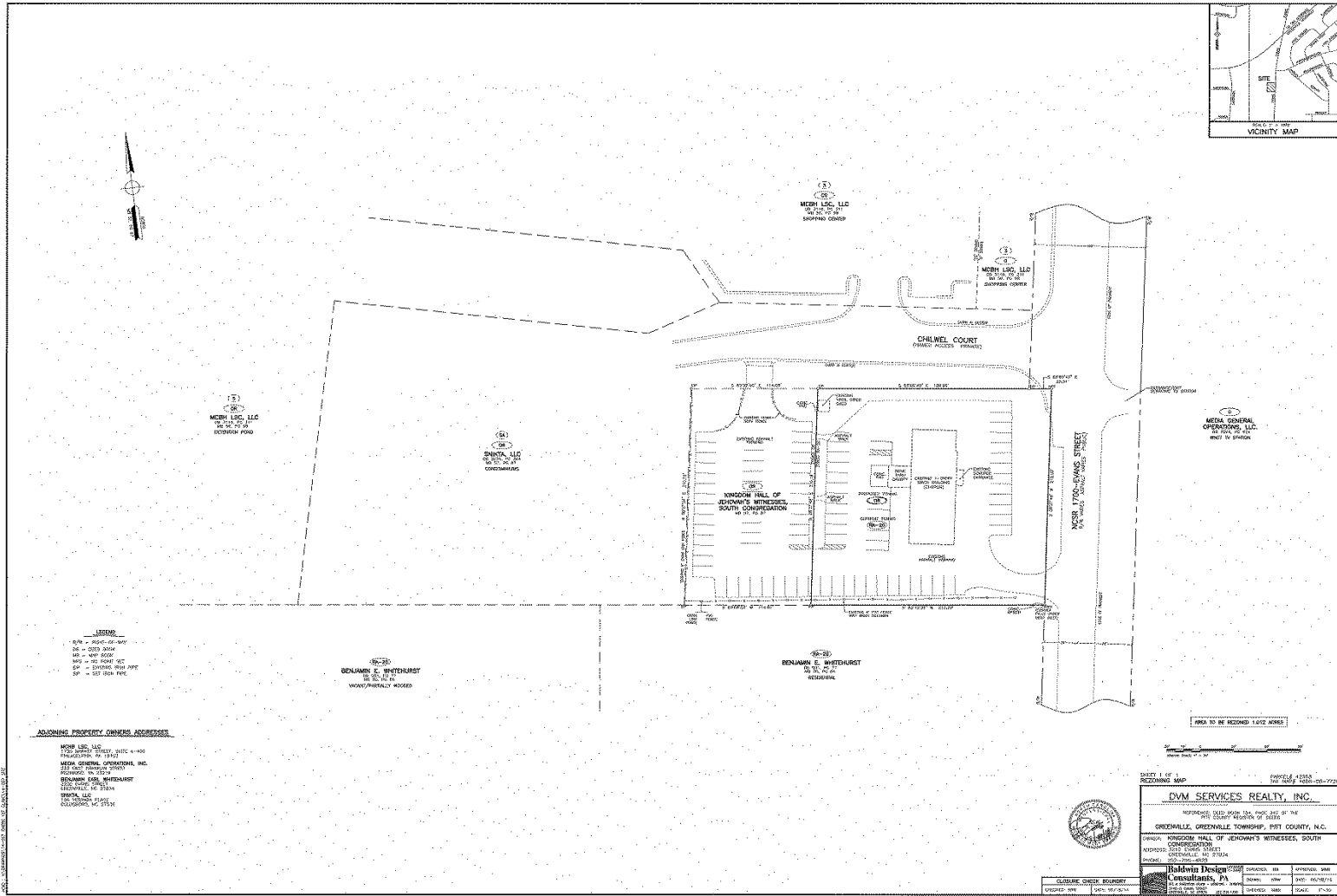
- Land Parcels
- Rezoning Site

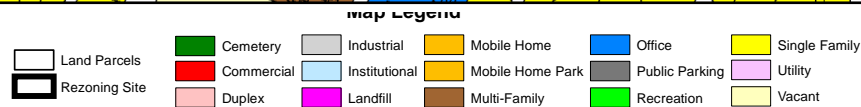


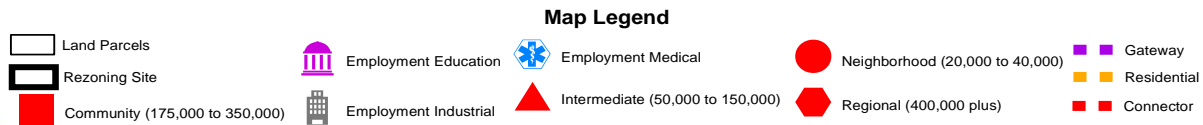
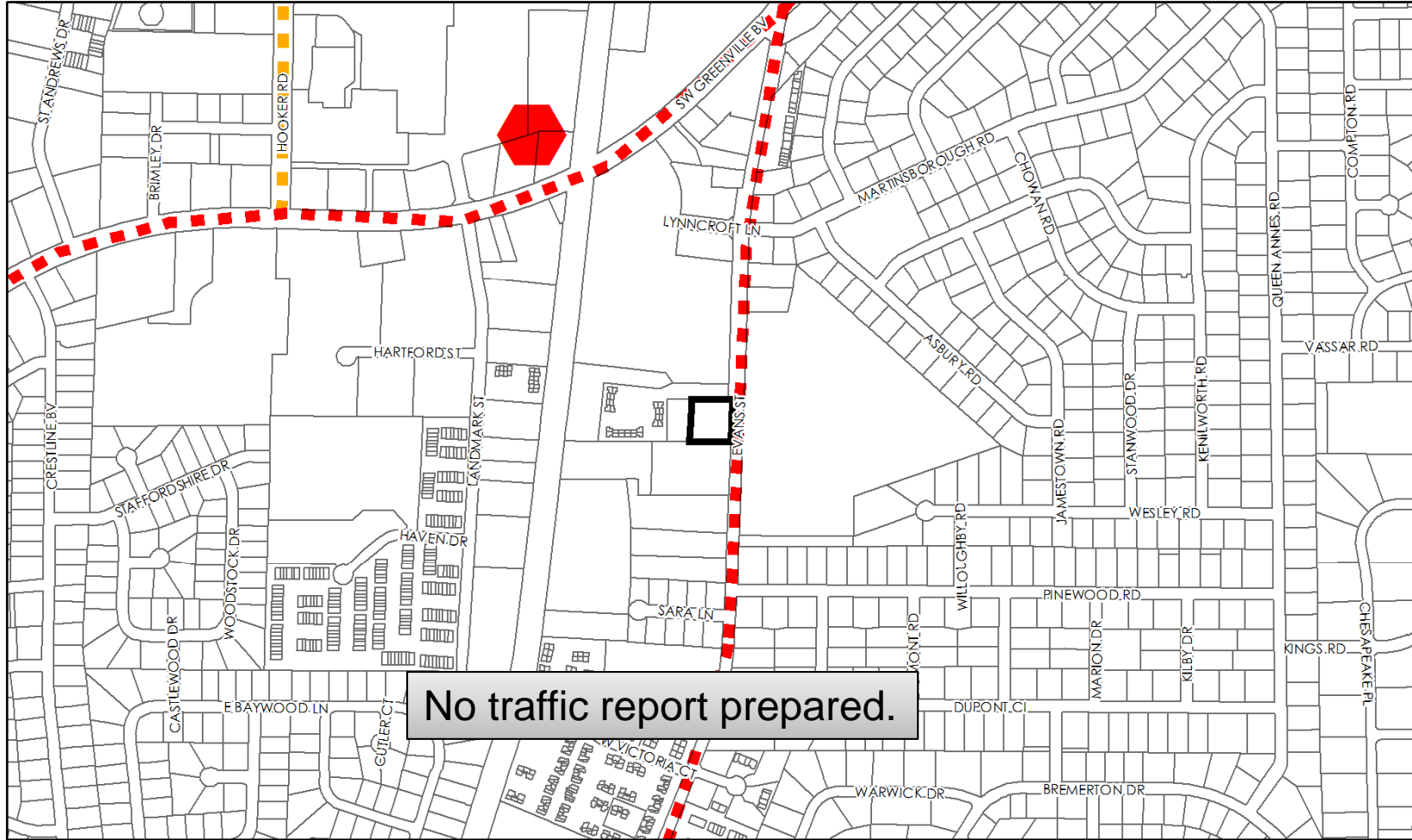
Find yourself in good company

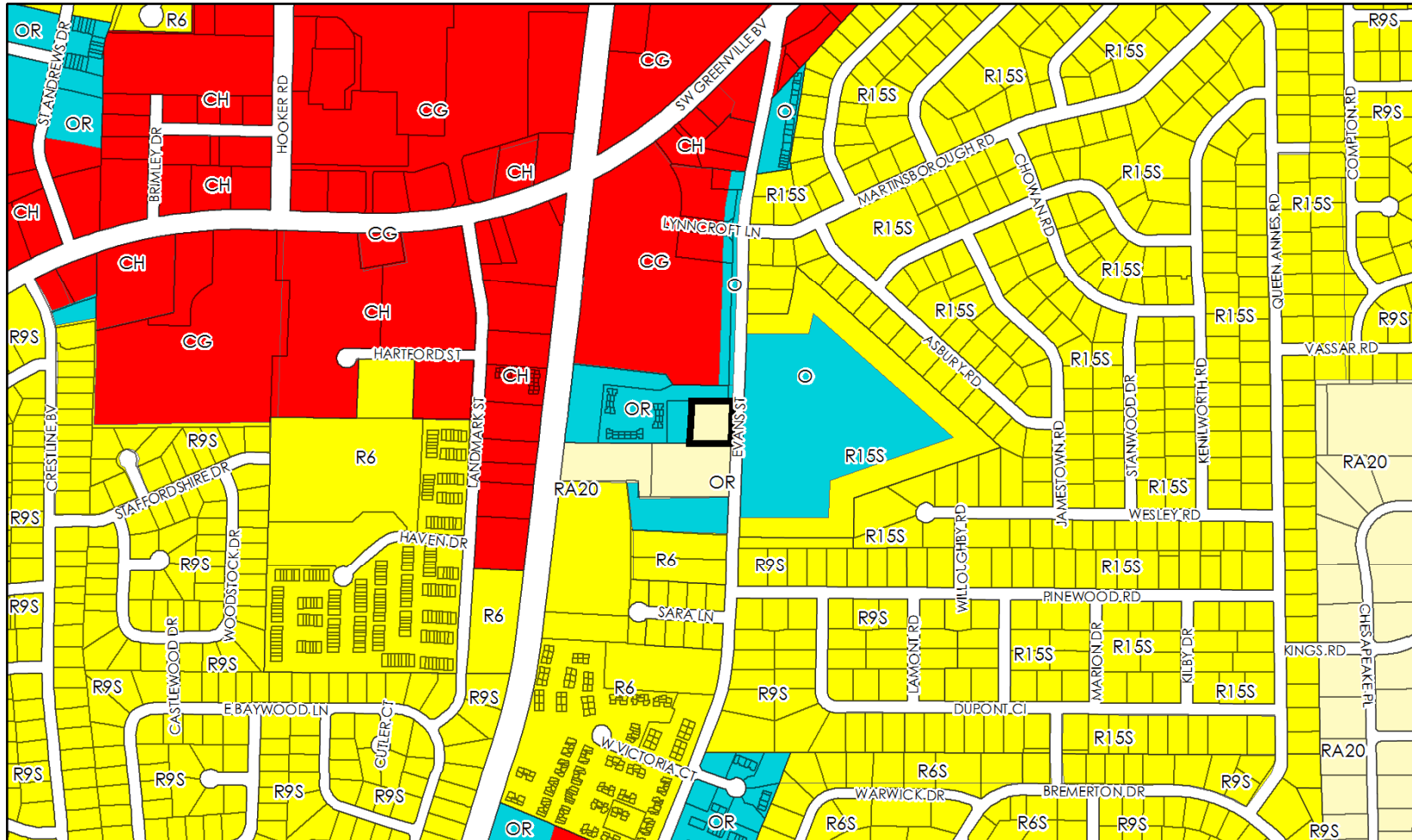


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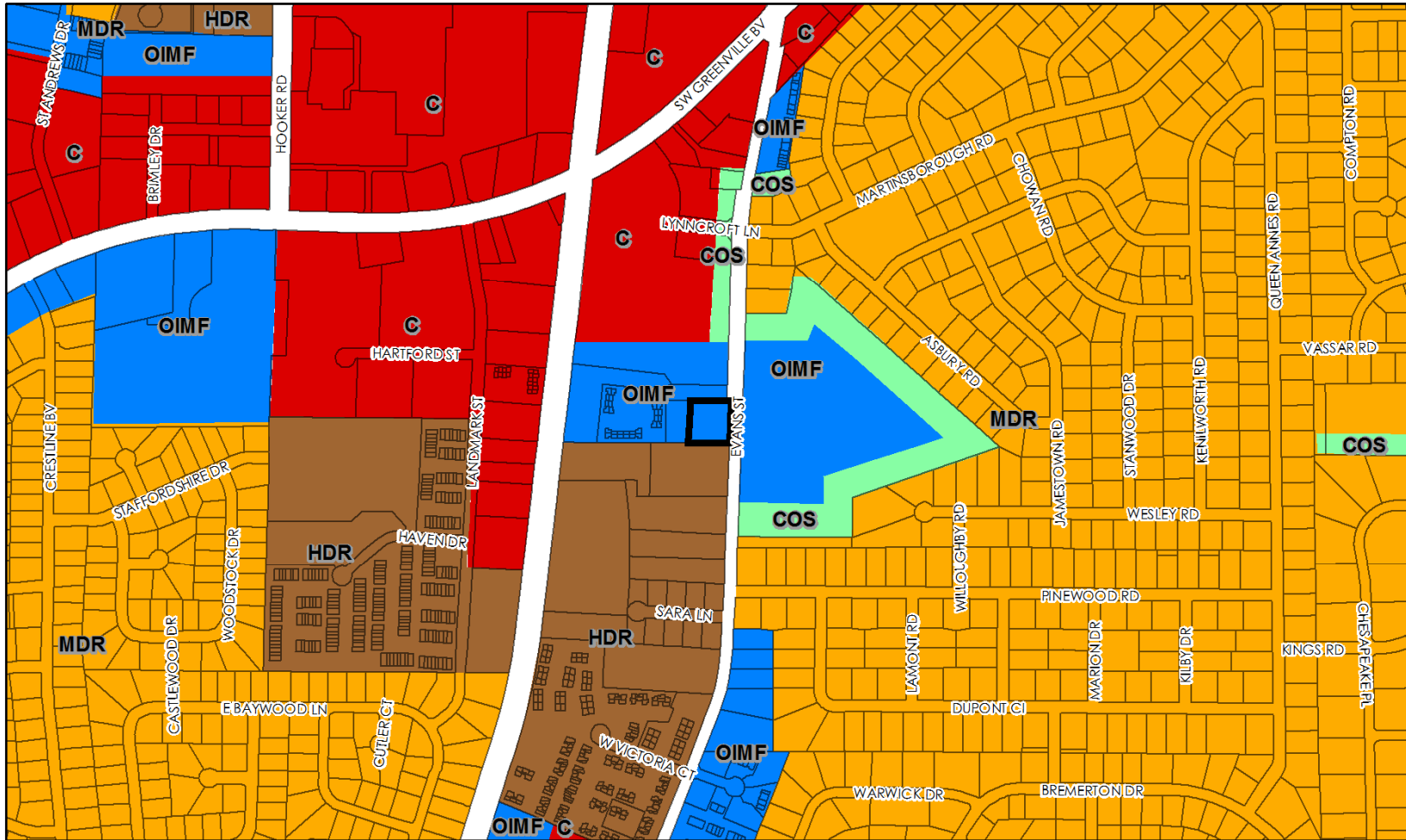




Map Legend

-  Land Parcels
-  Rezoning Site
-  Commercial
-  Industrial
-  Office & Institutional
-  Residential
-  Residential / Agricultural



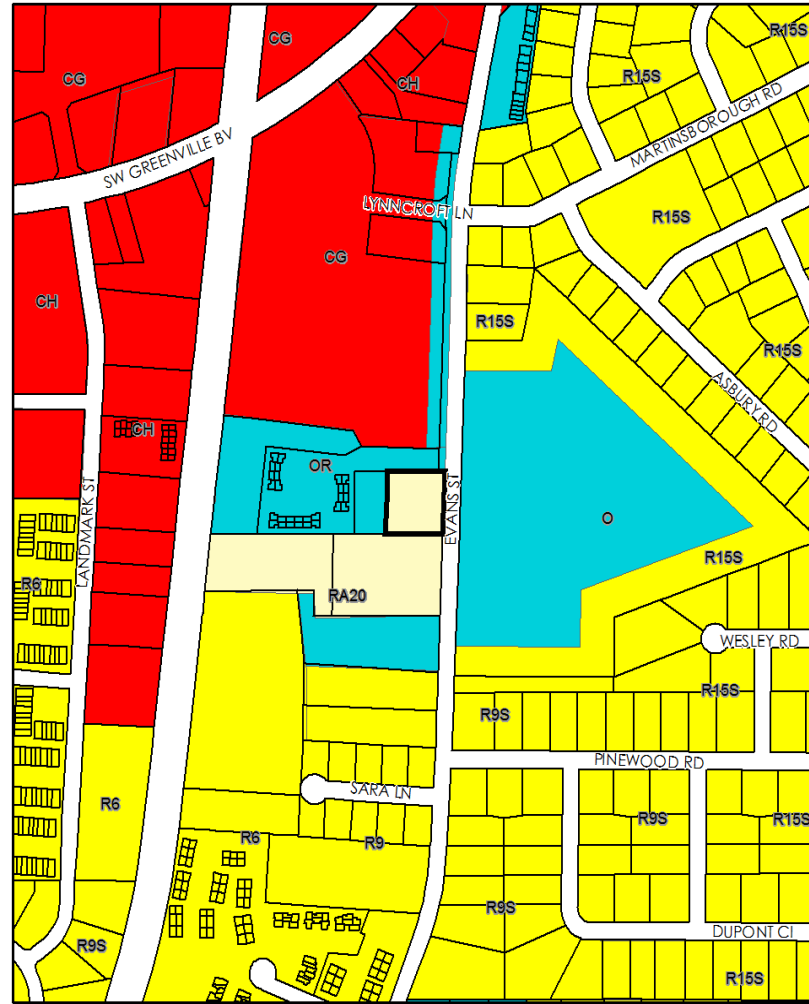
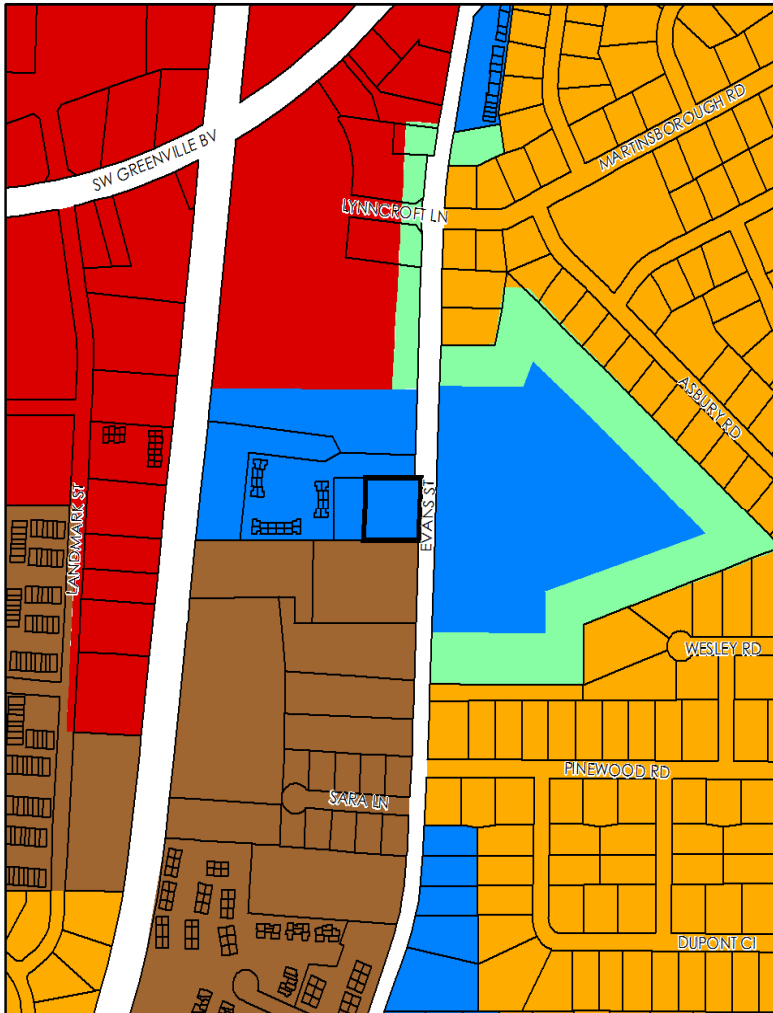


Map Legend

Land Parcels	Commercial	Medical Transition	High Density Residential	Very Low Density Residential
Rezoning Site	Mixed Use / Office / Institutional	Office / Institutional / Medical	Medium Density Residential	Conservation / Open Space
Industrial	Medical Core	Office / Institutional / Multi-Family	Low Density Residential	



Future Land Use Plan/Zoning Maps



Map Legend

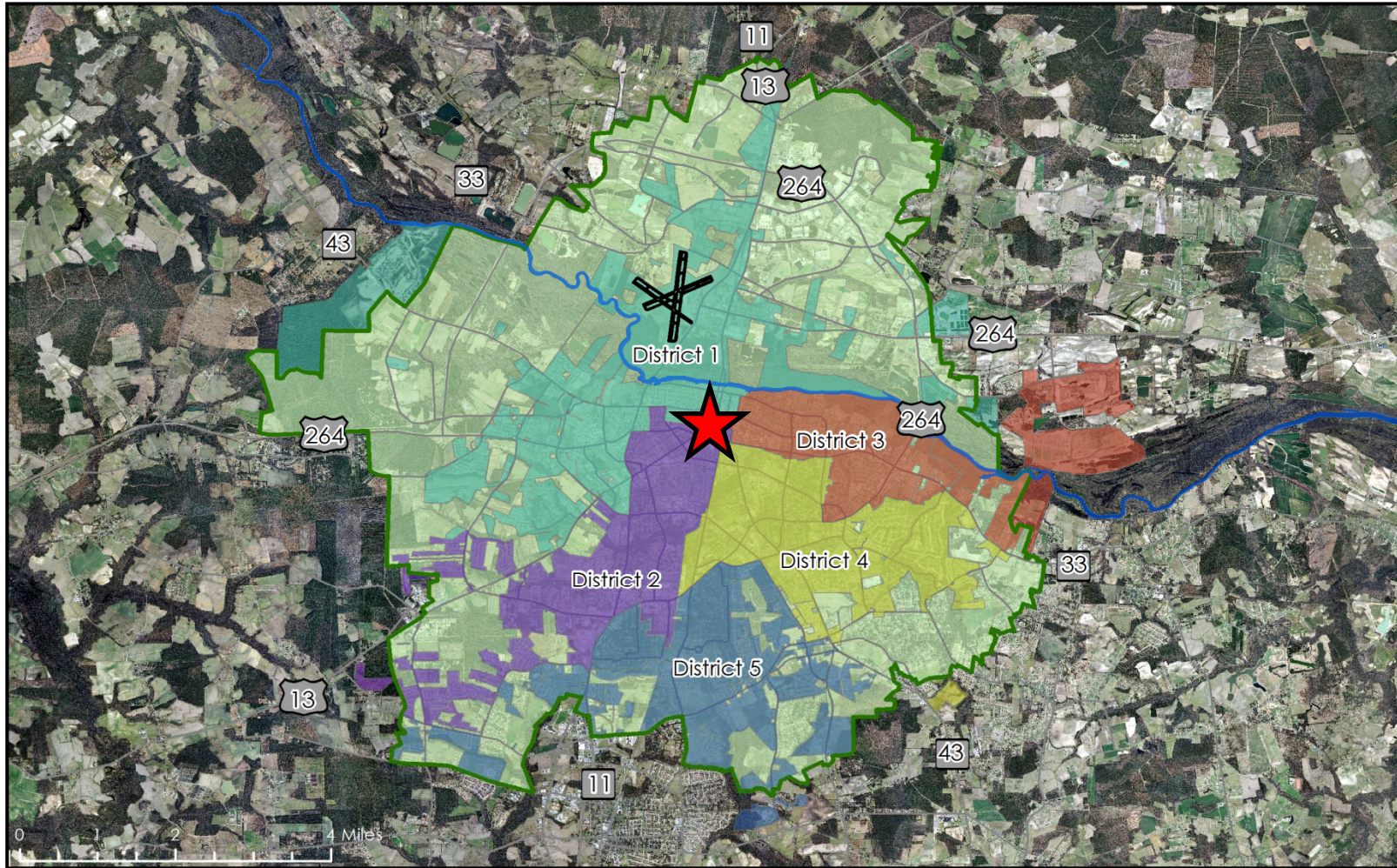
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Map Legend

- | | | | | | |
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Item 4: Ordinance to rezone 0.468 acres located at the southwest corner of the intersection of Evans Street and West 9th Street from OR to CDF



Map Legend

- | | | |
|---|--|--|
|  Greenville's ETJ |  District 1 |  District 4 |
|  Pitt-Greenville Airport (PGV) |  District 2 |  District 5 |
|  Tar River |  District 3 | |





Map Legend

-  Land Parcels
-  Rezoning Site





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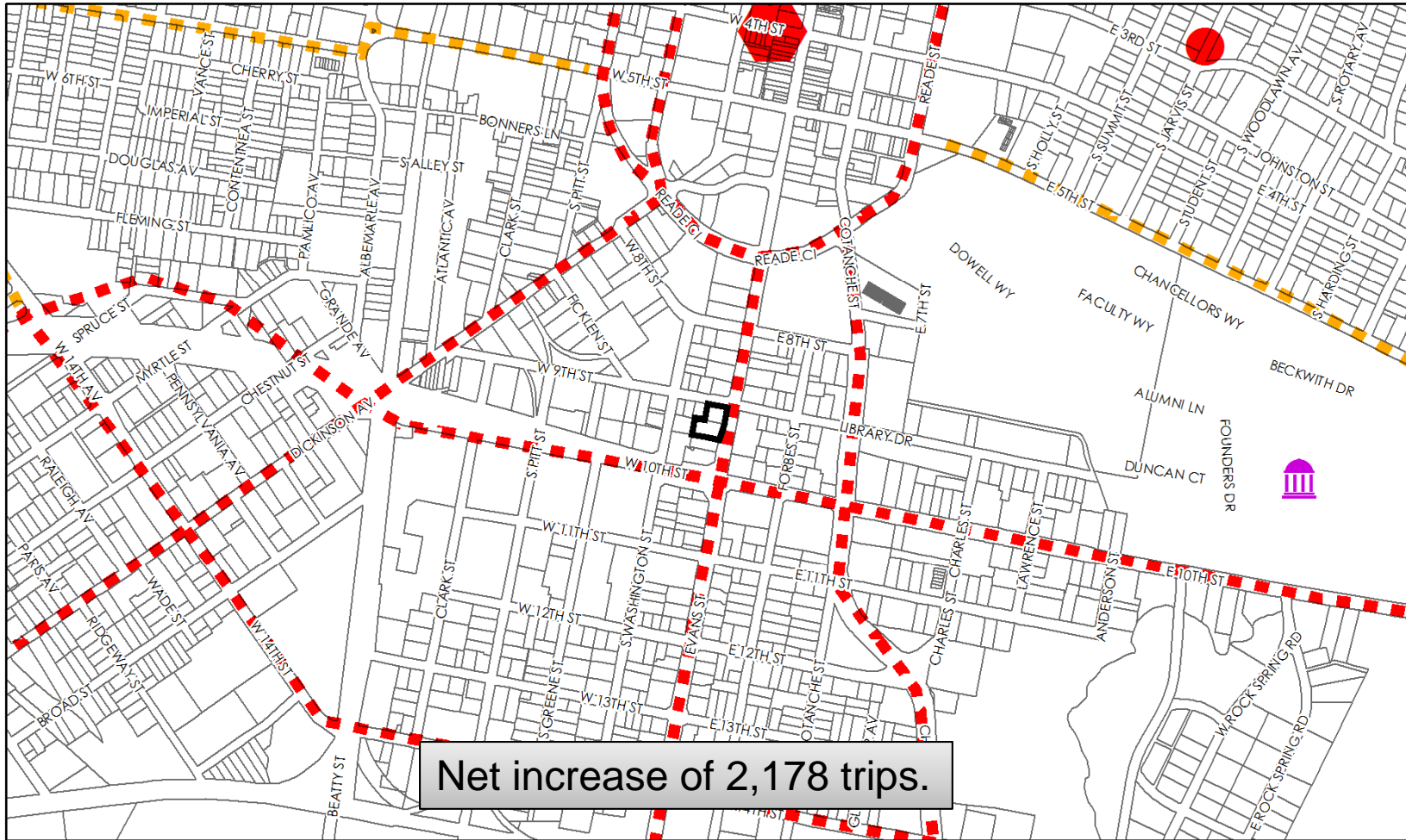














Map Legend

 Land Parcels	 Cemetery	 Industrial	 Mobile Home	 Office	 Single Family
 Rezoning Site	 Commercial	 Institutional	 Mobile Home Park	 Public Parking	 Utility
	 Duplex	 Landfill	 Multi-Family	 Recreation	 Vacant

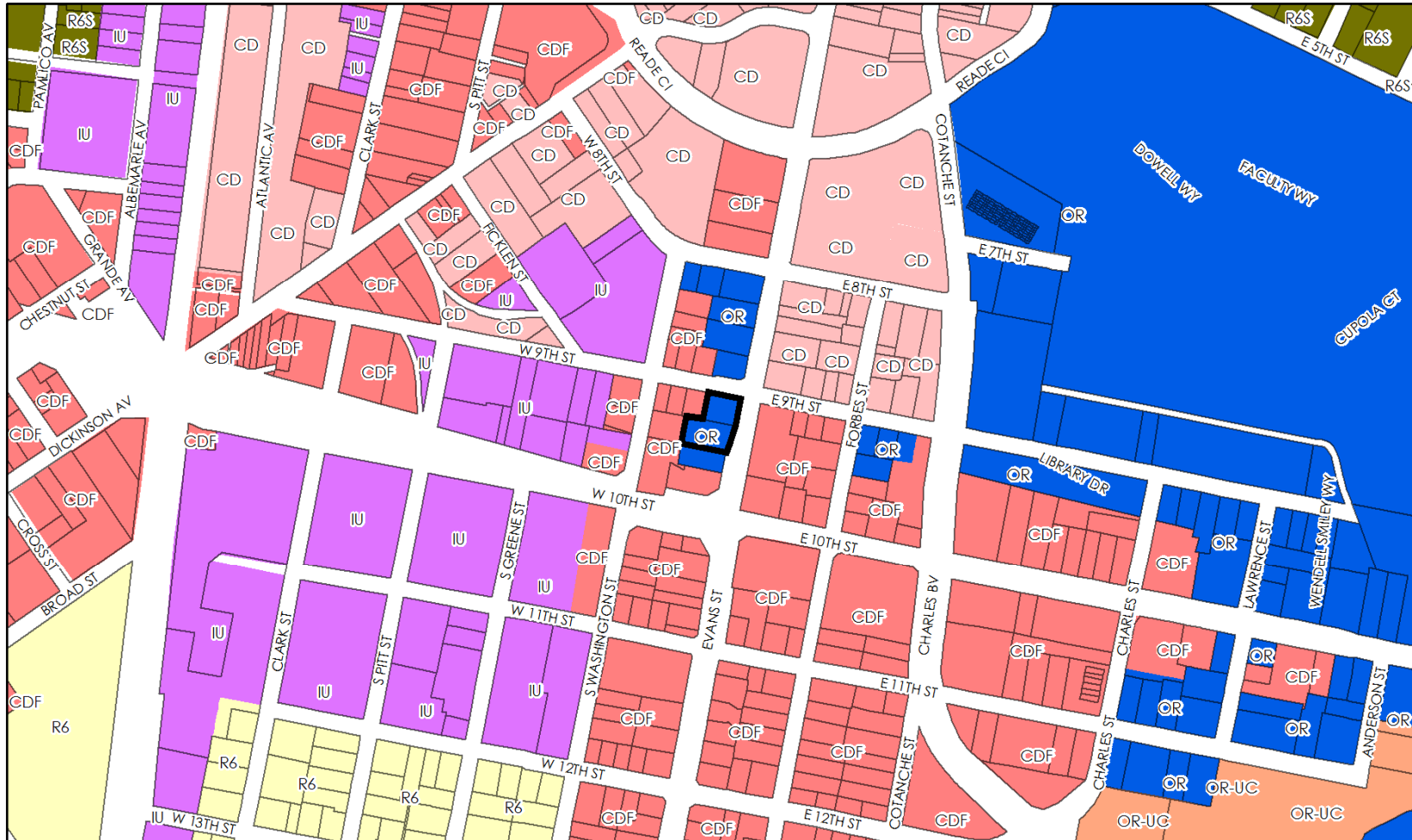


Corridor and Focus Area



Map Legend			
	Land Parcels		Employment Medical
	Rezoning Site		Employment Education
	Community (175,000 to 350,000)		Intermediate (50,000 to 150,000)
	Employment Industrial		Neighborhood (20,000 to 40,000)
			Regional (400,000 plus)
			Gateway
			Residential
			Connector

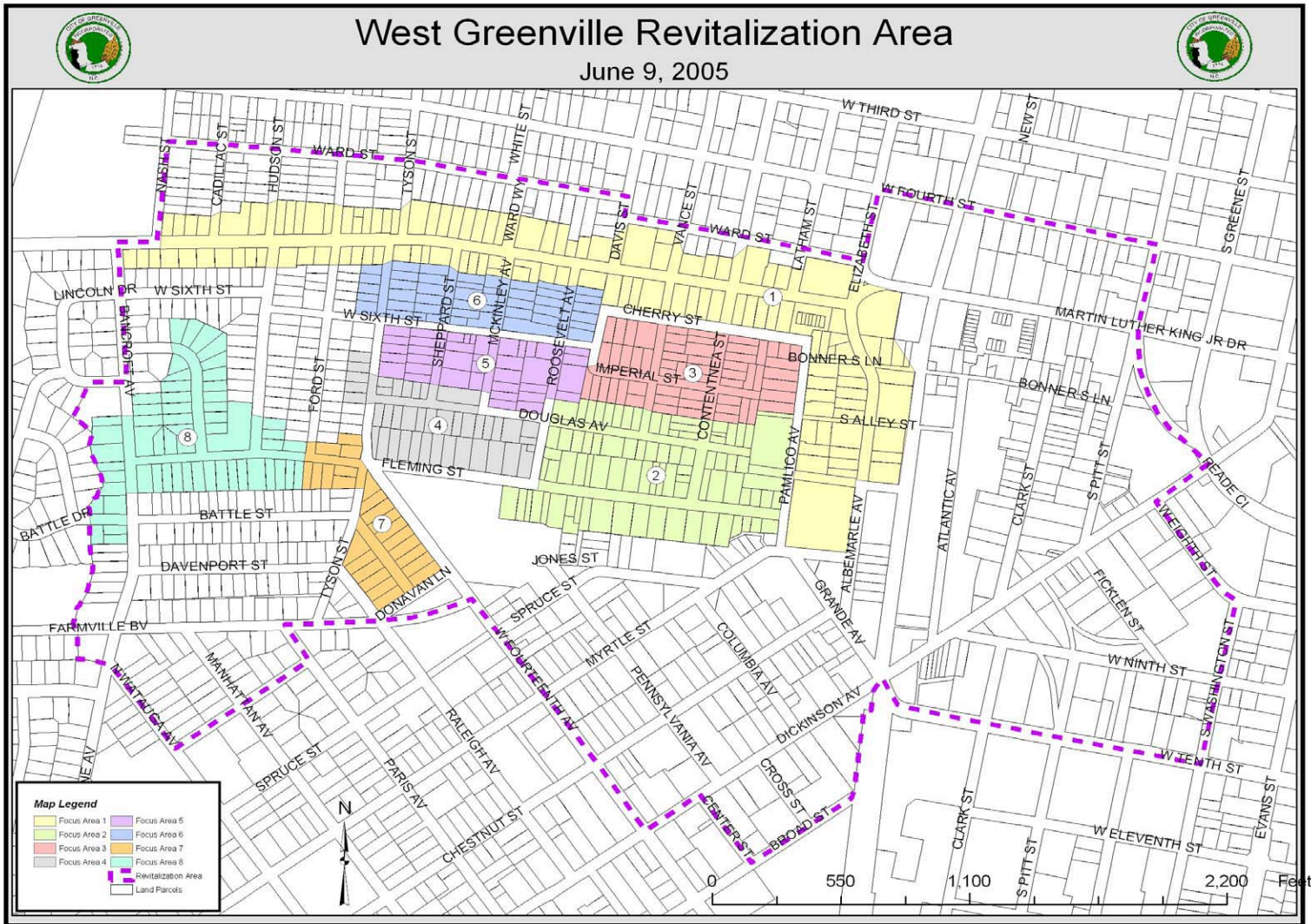


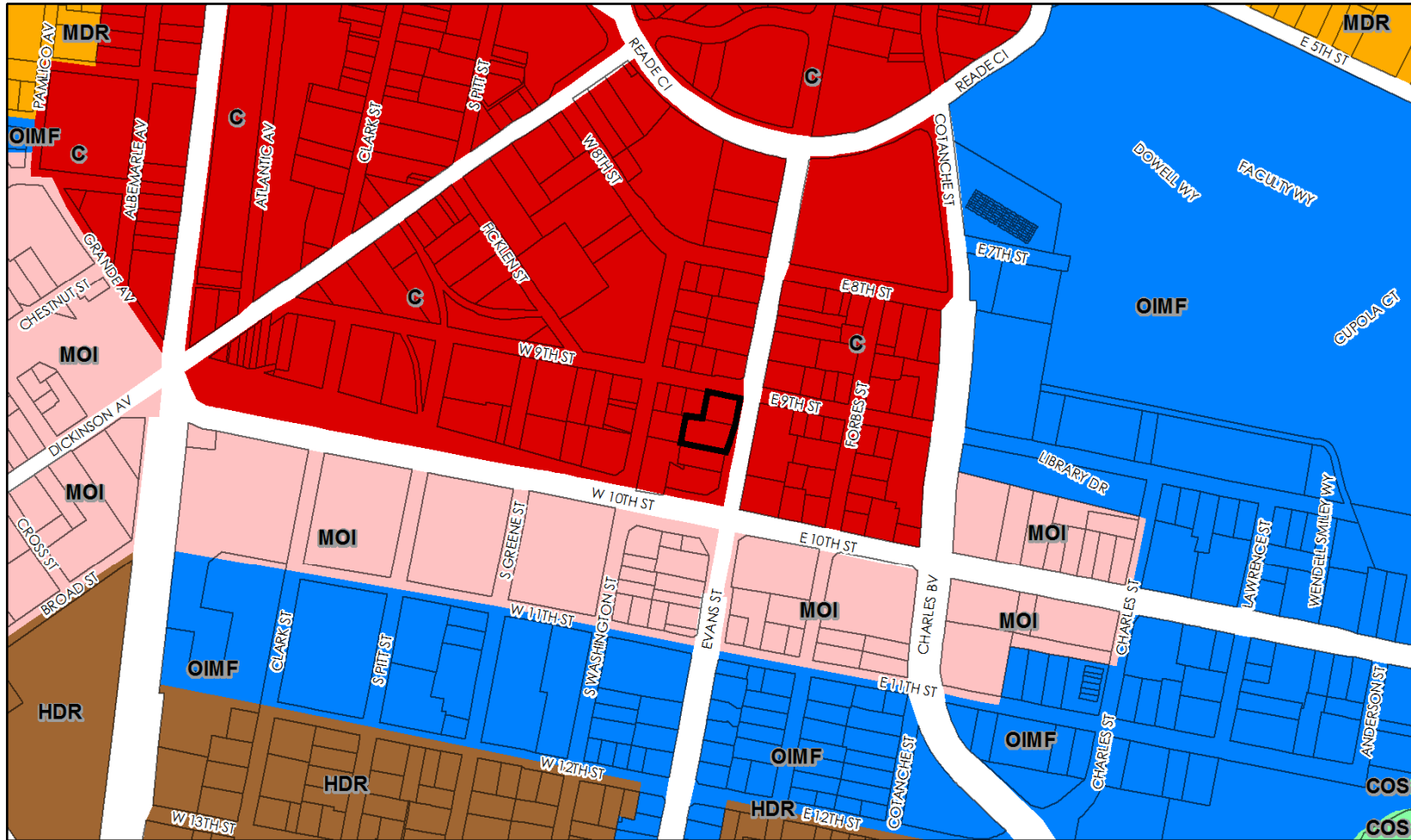


Map Legend

CD	CH	MCG	PIU	MS	OR-UC	R6A-CA	R6N	R9S	PUD	RA20
CDF	CN	I	MI	O	R6	R6A-RU	R6S	R9S-CA	MR	
CG	MCH	IU	MO	OR	R6A	R6MH	R9	R15S	NRS	





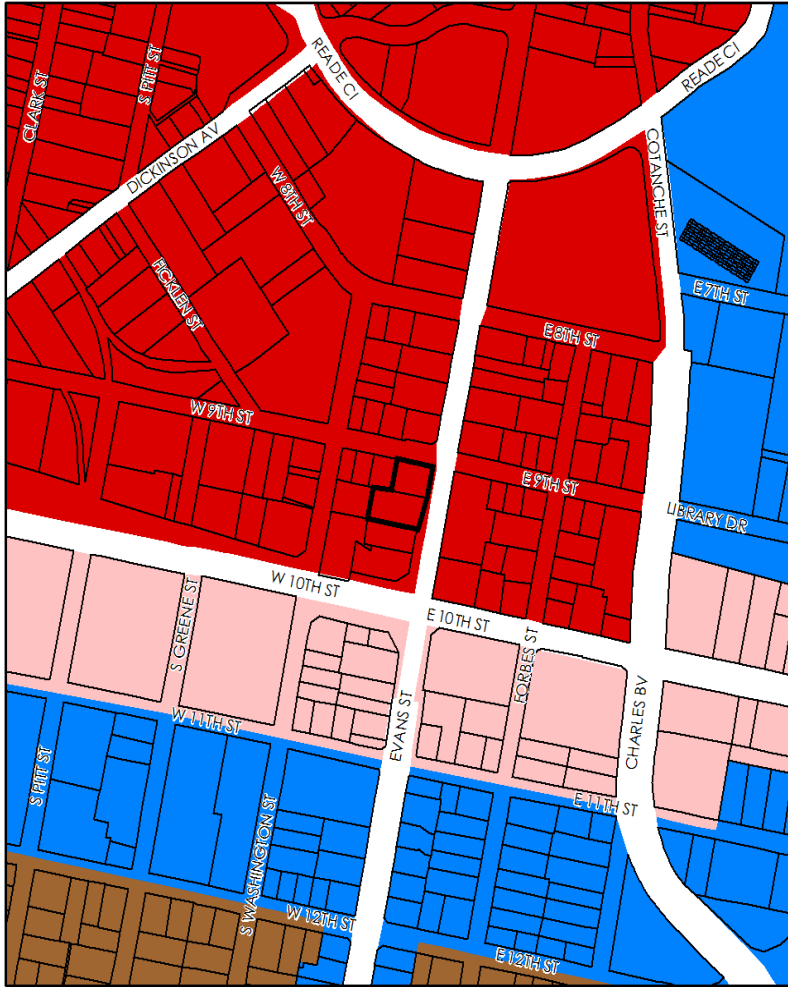


Map Legend

 Land Parcels	 Commercial	 Medical Transition	 High Density Residential	 Very Low Density Residential
 Rezoning Site	 Mixed Use / Office / Institutional	 Office / Institutional / Medical	 Medium Density Residential	 Conservation / Open Space
 Industrial	 Medical Core	 Office / Institutional / Multi-Family	 Low Density Residential	

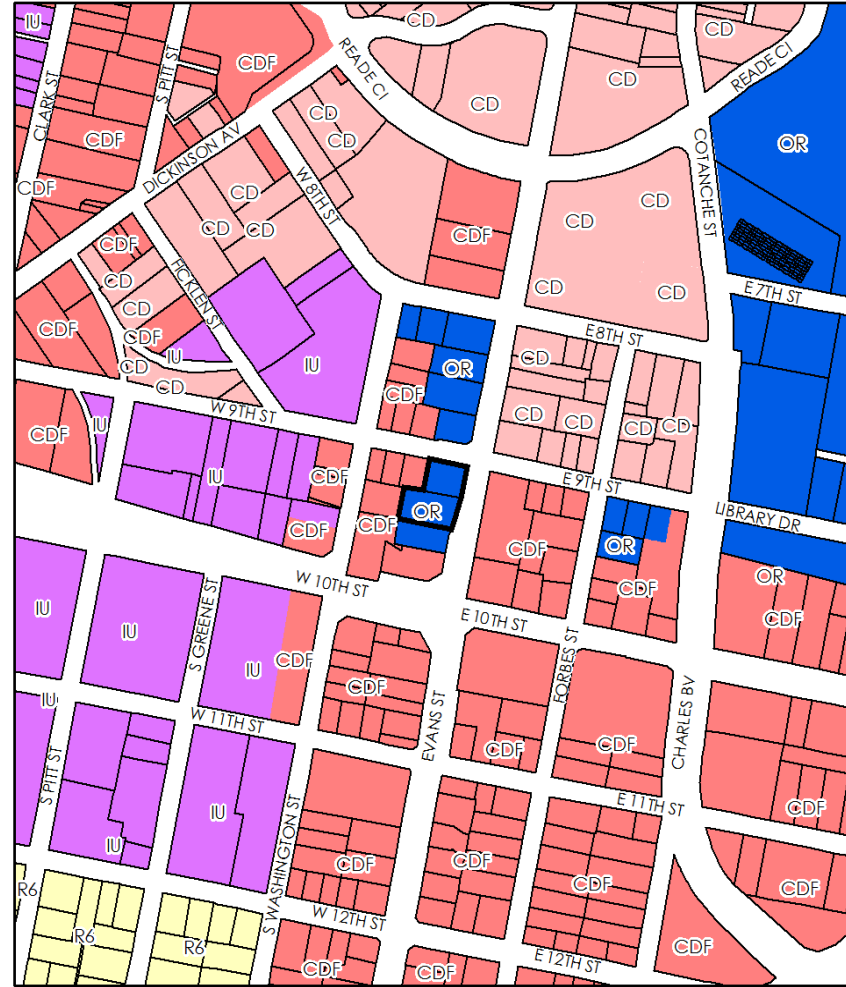


Future Land Use Plan/Zoning Maps



Map Legend

Land Parcels	Commercial	Medical Transition	High Density Residential	Very Low Density Residential
Rezoning Site	Mixed Use / Office / Institutional	Office / Institutional / Medical	Medium Density Residential	Conservation / Open Space
Industrial	Medical Core	Office / Institutional / Multi-Family	Low Density Residential	



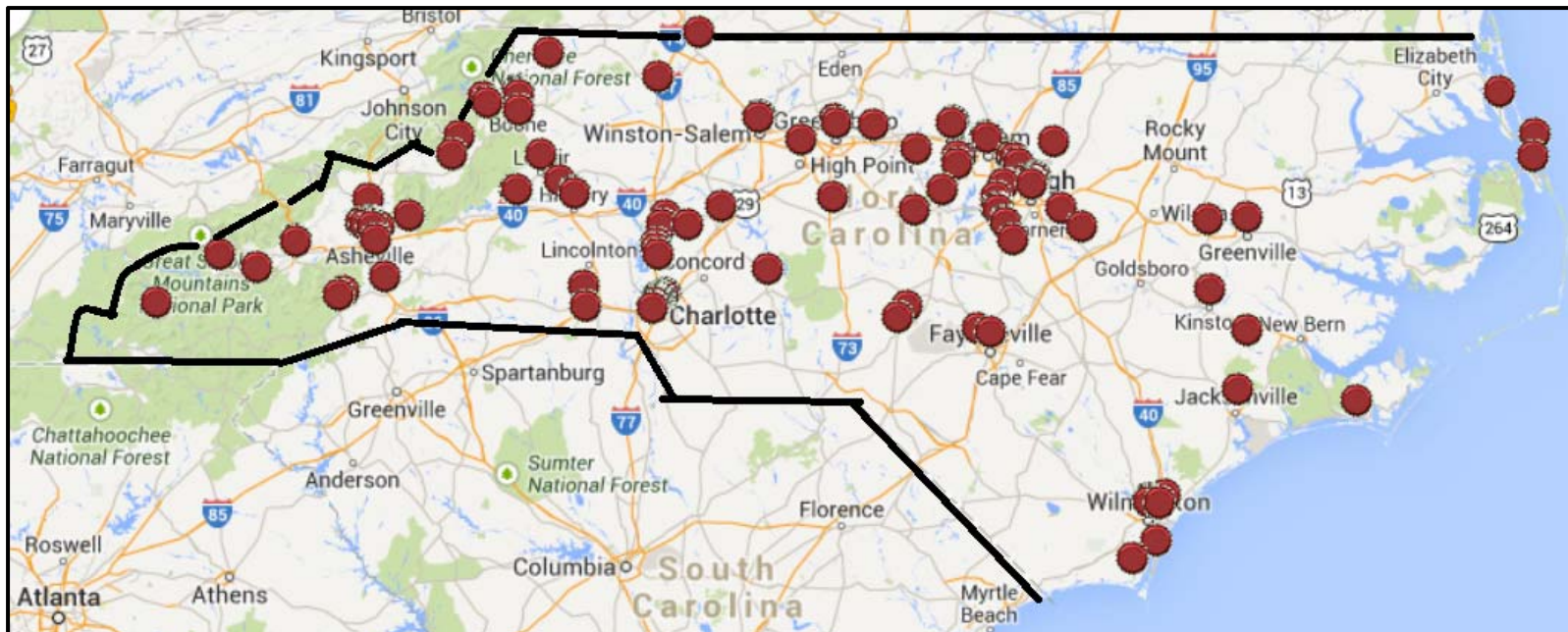
Map Legend

CD	CH	MCG	PIU	MS	OR-UC	R6A-CA	R6N	R9S	PUD	RA20
CDF	CN	I	MI	O	R6	R6A-RU	R6S	RSS-CA	MR	
CG	MCH	IU	MO	OR	R6A	REMh	R9	R15S	MRS	

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Item 5: Ordinance to amend the Zoning Ordinance by adding microbreweries as an allowed land use within the CD (Downtown Commercial) zoning district, subject to an approved special use permit, and establishing specific criteria

100 Microbreweries in North Carolina with 13 in Eastern N.C.



Source: North Carolina ABC Commission, August 1, 2014

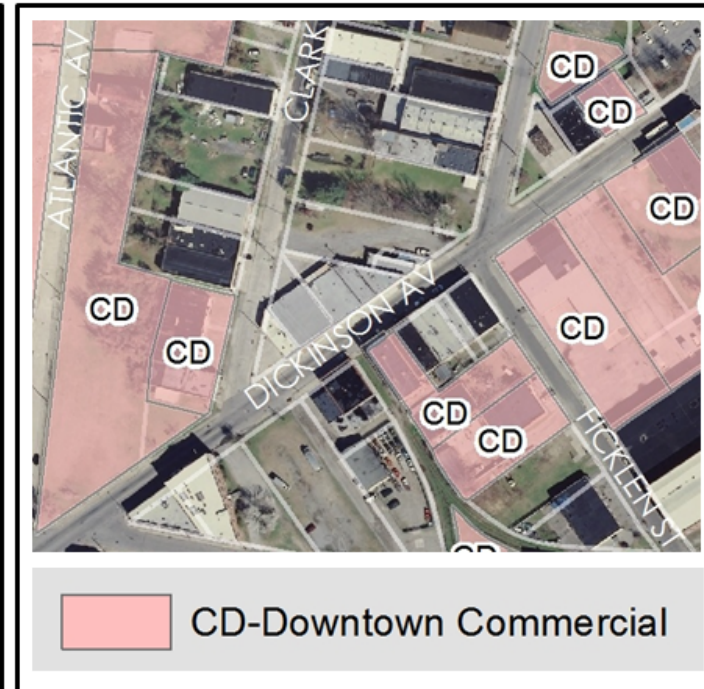
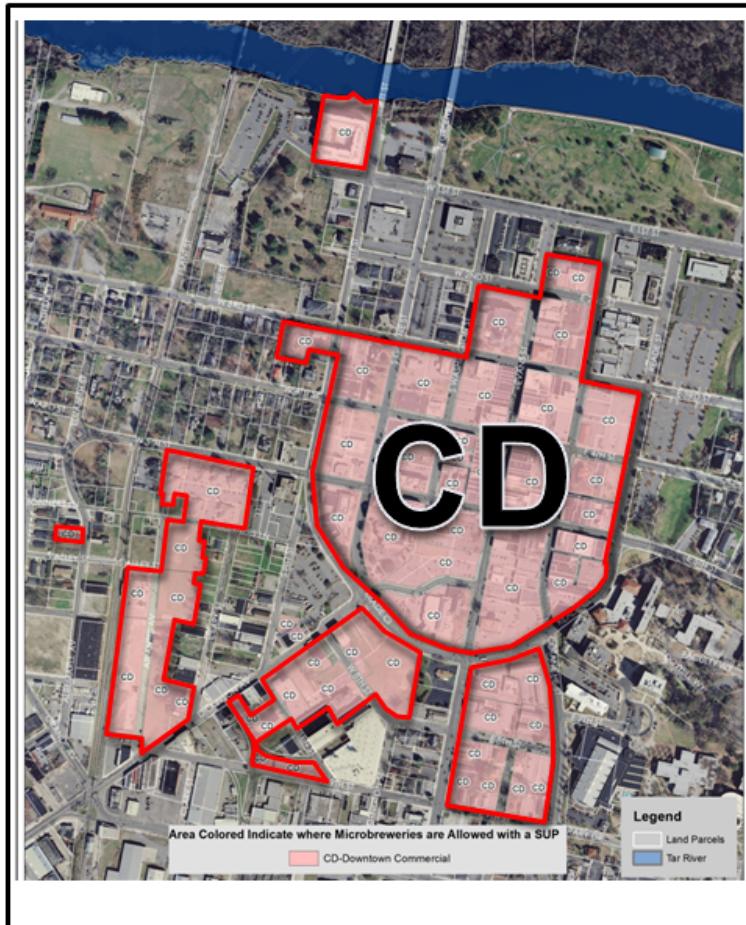
“North Carolina’s independent craft breweries have contributed 37,000 jobs to the state and \$3.8 billion to its economy as of May 2011.”

Source: News and Observer Article 11/21/2011,
Tapping Small Breweries’ Potential,
The Beer Institute

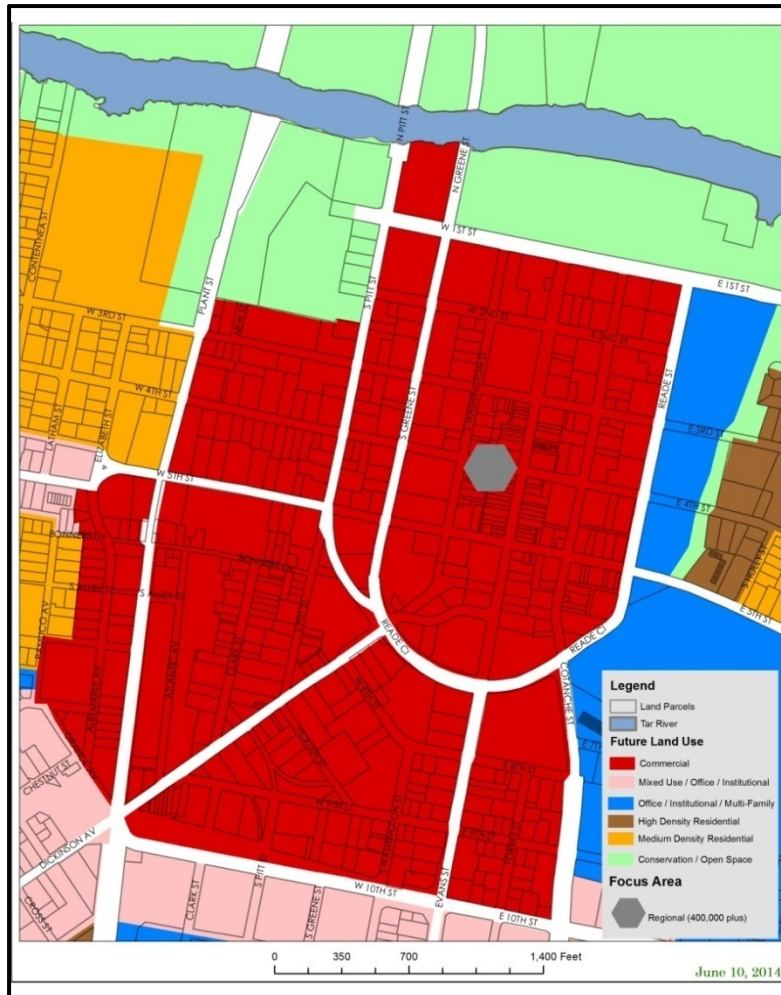


Principal use is the production of malt beverages for retail sales for on-premises and off-premises consumption


Zone (CD) where Microbreweries are Permitted with a Special Use Permit




Future Land Use and Designated Focus Area



Future Land Use

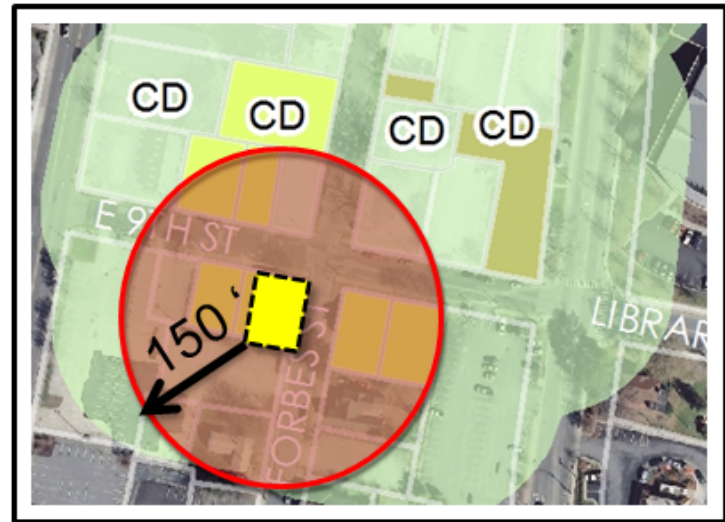
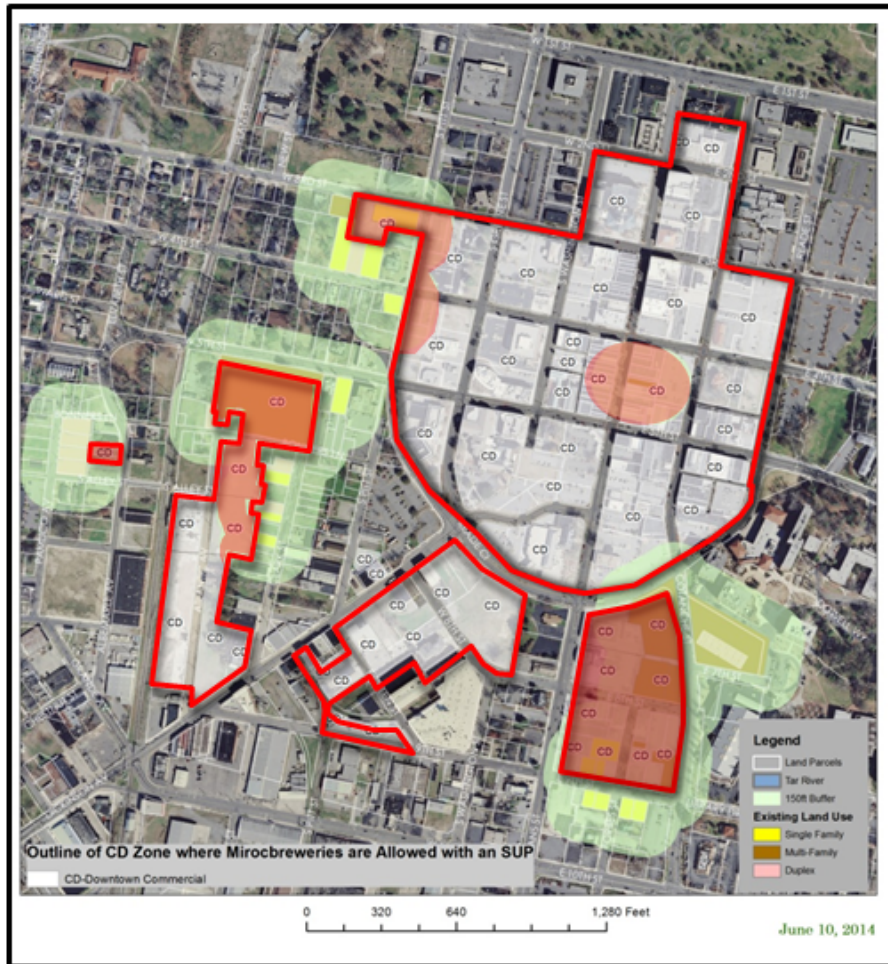
 Commercial

Focus Area

 Regional (400,000 plus)

Allowing microbreweries in only the Downtown Commercial zoning district could help encourage rezonings toward this preferred zoning district to help fulfill the Horizons Plan.

150 Foot Noise Control Buffer Microbreweries



Text Amendment includes:

New Definition & Added to Use Table;

1. Allowed in CD with special use permit;
2. Principal use is production of beer;
3. Accessory uses are limited.
4. 5,000 s.f. max for brew equipment;
5. 30% min. building s.f. for equipment;
6. No exterior speakers within 150' res.;
7. No cover charges;
8. Annual review conducted; and
9. Restaurants may add microbreweries, 30% max s.f. with special use permit.

Proposed Zoning Ordinance Text
Amendment is in compliance with
Horizons: Greenville's Community Plan.

Growth & Development, Implementation
Strategy 2(t): *"Preserve historic
warehouses and older buildings through
renovation and adaptive reuse."*

Vision Areas Subsection: Central,
Management Action H5: *"Develop the
downtown as the cultural recreational, and
entertainment center of the City."*

Center City West Greenville Revitalization Plan.

Flexibility in Zoning and Development Codes:

“Providing innovative administration of zoning regulations and development codes may create market opportunities in depressed areas.”

RECOMMENDATIONS:

Staff: The proposed Zoning Ordinance is in compliance with Horizons: Greenville's Community Plan.

Planning & Zoning Commission: Unanimous approval on 6/17/14 with revisions - included in ordinance.

Item 7: Presentation on Town Common Improvement Options

Town Common

Greenville's "Central Park"





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Park Entrances



What exists.



What could exist.

5 arches - \$54,410

Park Benches



What exists.



What could exist.

15 of each \$56,826

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Trash Receptacles



What exists.



What could exist.

20 - \$13,442

Recycling Receptacles



What exists.



What could exist.

10 - \$18,370

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Picnic Tables



What exists.

What could exist.

10 - \$13,430

Riverside Fencing



What exists.

What could exist.

1500 ft - \$142,950

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Antennae –Removal Option



What exists.

What could exist.

Removal - \$15,000

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Amphitheater - Wash & Paint



What exists.



What could exist.

\$29,600

Dumpster Screening



What exists.

What could exist.

\$3,440

Landscaping Improvements



What exists.



What could exist.

\$33,040

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Floating Fishing Pier



What exists.



What could exist.

\$43,992

Boat Ramp Replacement



What exists.

What could exist.

\$100,772

Playgrounds – Ages 2-5 & 5-12



\$42,328



\$119,308

What could exist.

Restroom / Mechanical Building



\$142,688

\$190,190

What exists.

What could exist.

Boathouse w/ Restroom



What could exist.

\$291,200

Accessible walkway, parking lot to amphitheater



What exists.

What could exist.

\$55,000

Water Fountain w/ Pet Bowl



What exists. What could exist.

4 - \$4,800

Site Improvement Packages

Possible Options

SITE IMPROVEMENTS PACKAGE A - (\$149,388)

Ornamental Bench with Back	20	\$ 41,822
Ornamental Bench without Back	10	\$ 16,973
Ornamental Trash Receptacles	16	\$ 10,753
Recycling Bin / Trash Combo	10	\$ 18,370
Vinyl Coated Picnic Tables	10	\$ 13,430
Remove radio antennae & bldg.	1	\$ 15,000
Landscaping		\$ 33,040

SITE IMPROVEMENTS PACKAGE B - (\$149,564)

Floating fishing pier 360 sq ft	\$ 43,992
Rebuild Concrete boat ramp	\$100,772
Water fountains w/ pet bowl (4)	\$ 4,800

SITE IMPROVEMENTS PACKAGE C - (\$149,309)

Ornamental Bench w/ Back	10	\$20,911
Recycling / Trash Combo	6	\$11,022
Vinyl Coated Picnic Tables	8	\$10,744
Power wash & Paint Amphitheater		\$29,600
Landscaping		\$33,040
Floating fishing pier		\$43,992