

9.8.14 City Council Meeting

Item 10: Presentations by Boards and Commissions

- b. Public Transportation and Parking
Commission

Public Transportation & Parking Commission

Report to City Council

September 8, 2014

Chairperson Marsha Wyly

Members W. Scott Alford, Jessica Faison, Brian Farkas,
Charles Moore, and Dave Schwartz

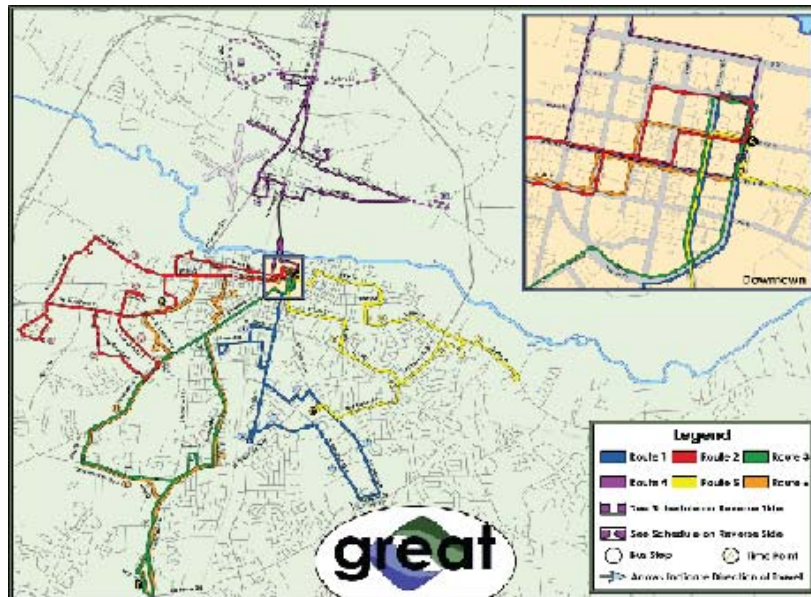
Purpose of the Commission

Investigate, review, and study public transit and public parking needs throughout the City.



Public Transportation

Greenville Area Transit (GREAT)



Find yourself in good company

Public Transit

Greenville Area Transit (GREAT)

Eleven fixed route buses (two hybrids):

- Voice enunciation system

- Video surveillance system

- Auto announcement system

- Kneeling feature

- Accessible ramps

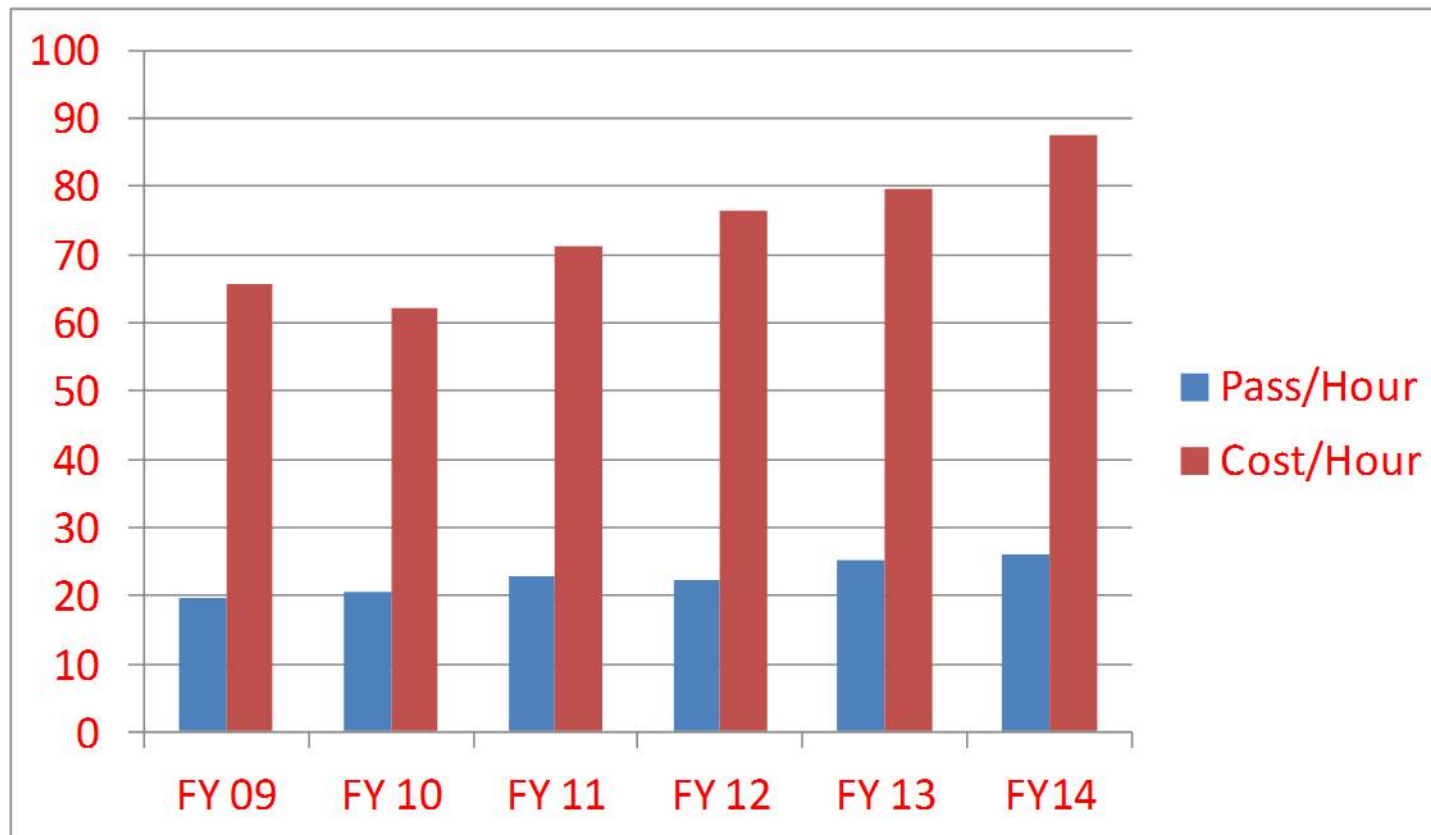
- Wheelchair reserved seating

545,000 annual trips



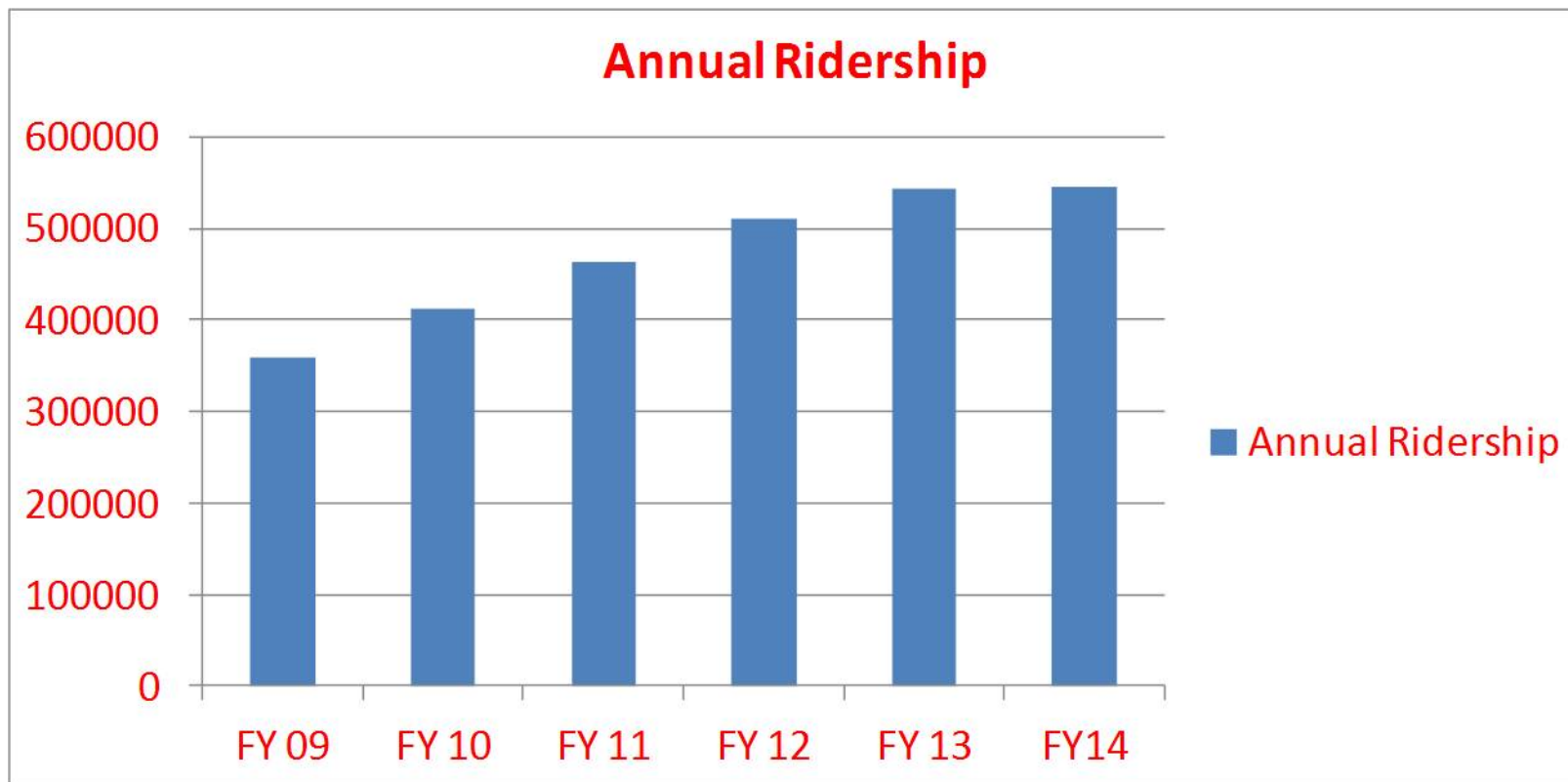
Public Transit

Greenville Area Transit (GREAT)



Public Transit

Greenville Area Transit (GREAT)



Public Transit

Greenville Area Transit (GREAT)

Five demand responsive vans

Hours of service

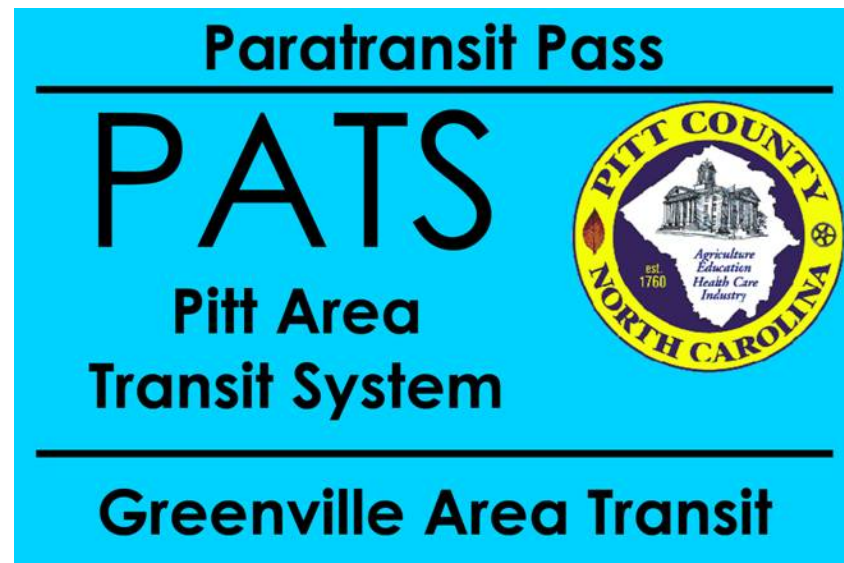
Area of service

Variable routes

Advance certification
required

Advance reservation
required

13,000 annual trips



Public Transit

AMTRAK

Completed second year of our
Partnership with the Thruway Service.



Greenville Transportation Activity Center (GTAC)

Continued participation in obtaining
required approvals and grant funding.

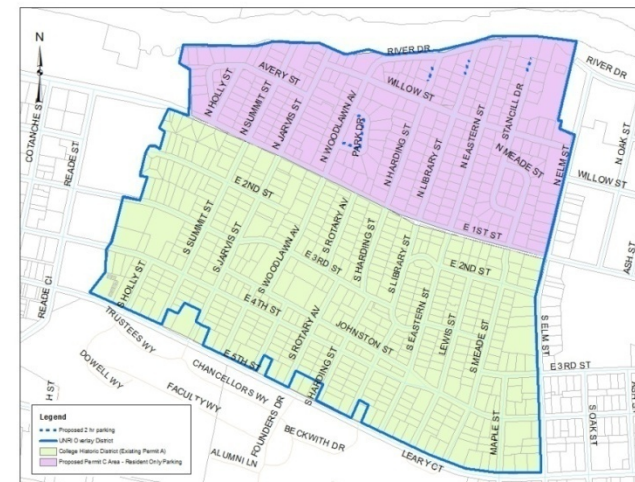


Parking

Monitored implementation of the Controlled Residential Parking Plan throughout the UNRI Overlay District.

Continued to monitor progress on the new Uptown parking deck.

Reviewed and supported the First Street Conversion.



Public Transportation & Parking Commission



Visit greatbus.greenvillenc.gov

Find yourself in good company

Item 11: Presentation by the Mid-East Commission



MID-EAST COMMISSION

"People Working Together"

MID-EAST COMMISSION



NC Regional Councils
Creative regional solutions

North Carolina's Association of Regional Councils of Government

www.ncregions.org



MID-EAST COMMISSION



MID-EAST COMMISSION



Beaufort County	Bertie County	Hertford County	Martin County	Pitt County
Aurora	Askewville	Ahoskie	Bear Grass	Ayden
Bath	Aulander	Cofield	Everetts	Bethel
Belhaven	Colerain	Como	Hamilton	Falkland
Chocowinity	Kelford	Harrellsville	Hassell	Farmville
Pantego	Lewiston Woodville	Murfreesboro	Jamesville	Fountain
Washington	Powellsville	Winton	Oak City	Greenville
Washington Park	Roxobel		Parmele	Grifton
	Windsor		Robersonville	Grimesland
			Williamston	Simpson
				Winterville

MID-EAST COMMISSION



PROGRAMS OF WORK

- Area Agency on Aging
 - HCCBG
 - LTC Ombudsman
 - Family Caregiver Support
 - Evidence Based Health Promotions
 - Senior Medicare Patrol
 - Community Resource Connections
 - HUD Approved Housing Counseling Agency for Reverse Mortgage Counseling
- Administration
 - Financial and Administration Assistance
 - HR Assistance
 - Meeting Facilitation
- Community & Economic Development
 - EDD
 - Regional CEDS
 - Small Business Loans Program
 - Grant research and application assistance
 - Grant administration
 - IDF, NC Rural Center, CDBG, EDA, Golden LEAF

MID-EAST COMMISSION



PROGRAMS OF WORK

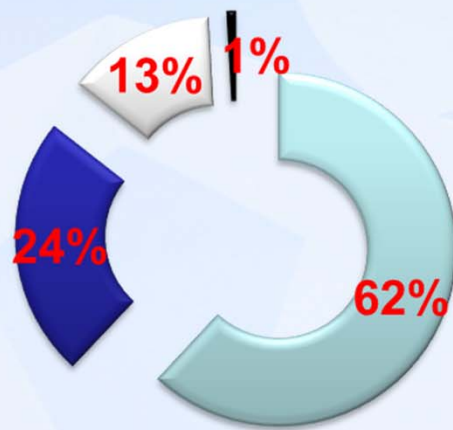
- Mid-East Development Corporation
 - Non-profit owner of 3 multi-unit housing properties (Ahoskie & Farmville)
 - Seniors' Center in Belhaven
- Planning Department
 - RPO – Mid-East & Peanut Belt
 - Planning Assistance:
 - Regulation / Ordinance Updates and development
 - Recreation Plans
 - Healthy / Active Living
 - GIS
- Workforce Development
 - NC Works (JobLink) Career Centers
 - Job Fairs
 - OJT- Work Experience
 - Job Placement assistance
 - Adults / Dislocated Workers
 - Youth ages 16-21
 - Business Services:
 - Incumbent Workers
 - Job Profiling
 - Career Readiness Certificates
 - Rapid Response – Plant Closures / Major Layoffs

MID-EAST COMMISSION



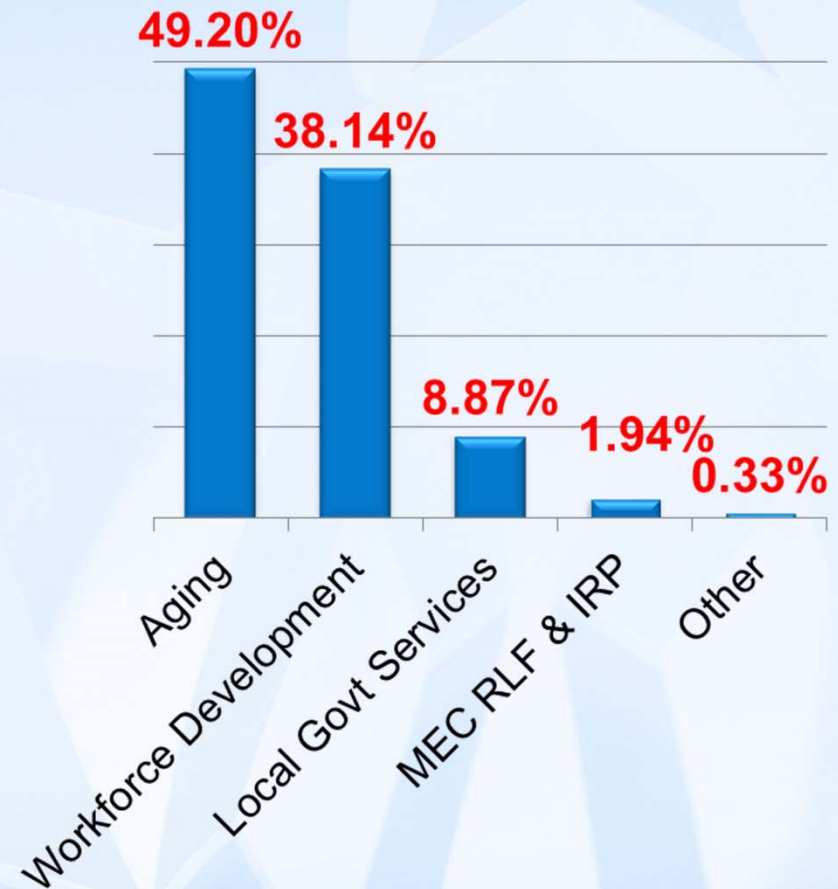
FINANCIAL RESOURCES

Sources of Revenue



- Federal
- State
- Local
- Other

Expenditures By Program





Mid-East Commission
Timothy Baynes, Executive Director
Website: www.mideastcom.org

Item 12: Presentation on the Dickinson Avenue Market and Planning Study



Key Findings

Dickinson Avenue Corridor Study

September 2014

Advance Ideas from July Presentations

1 Introduction + Overview

2 Action Areas

3 Path Forward

4 Discussion

A New Vision for Central Greenville

1 Businesses + Jobs

Businesses...Office & Medical...Emerging Industrial-Maker
Spaces

2 Downtown Residential

A Broad Mix of Residential – Non-Students

3 Transit-Oriented Development

Leverage GTAC, Pedestrians, Bikes & Transit

4 Connections + Public Space

Range of Pedestrian-Friendly Areas – Great Room – Walkability

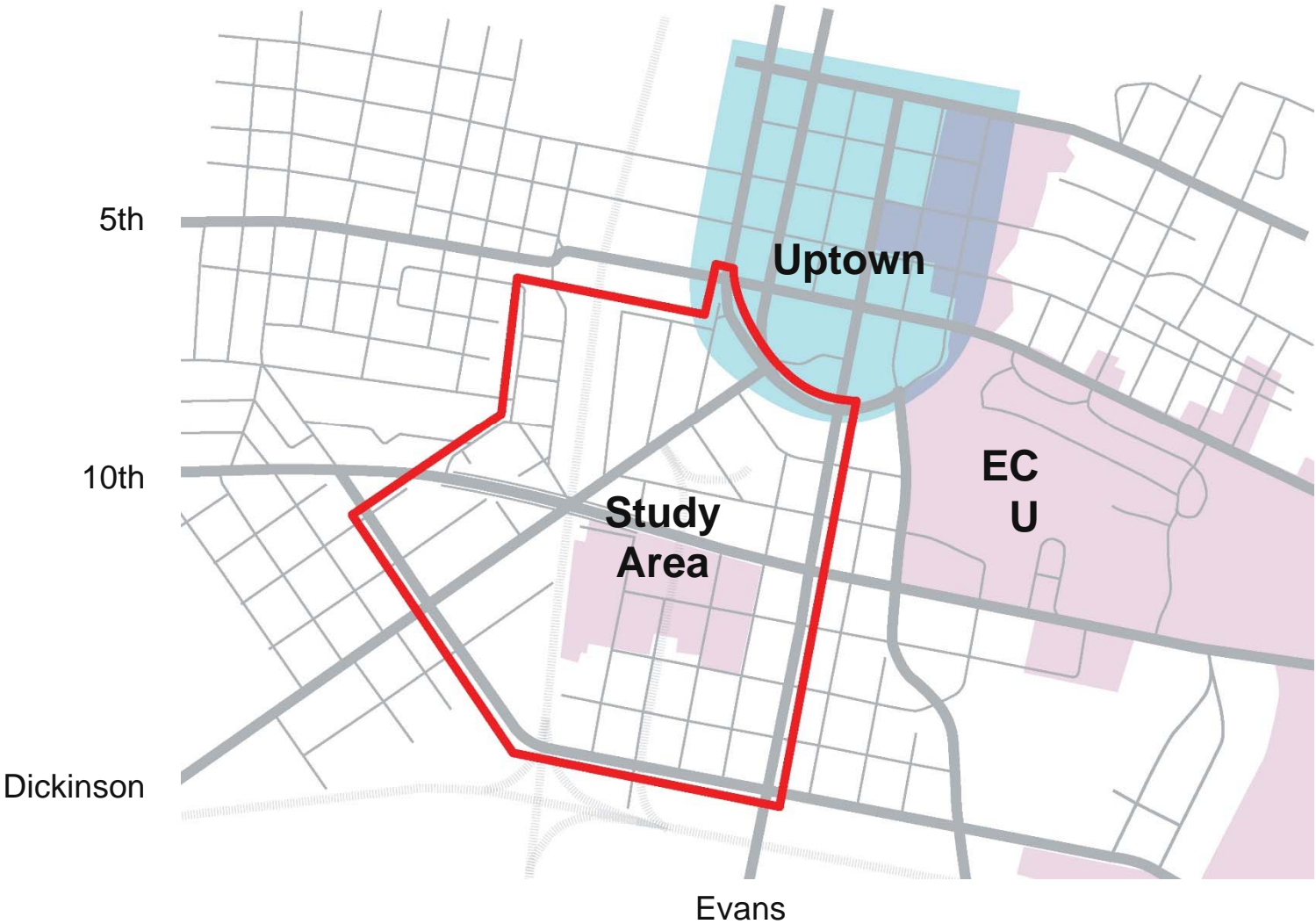
A Great Place to Live and Work



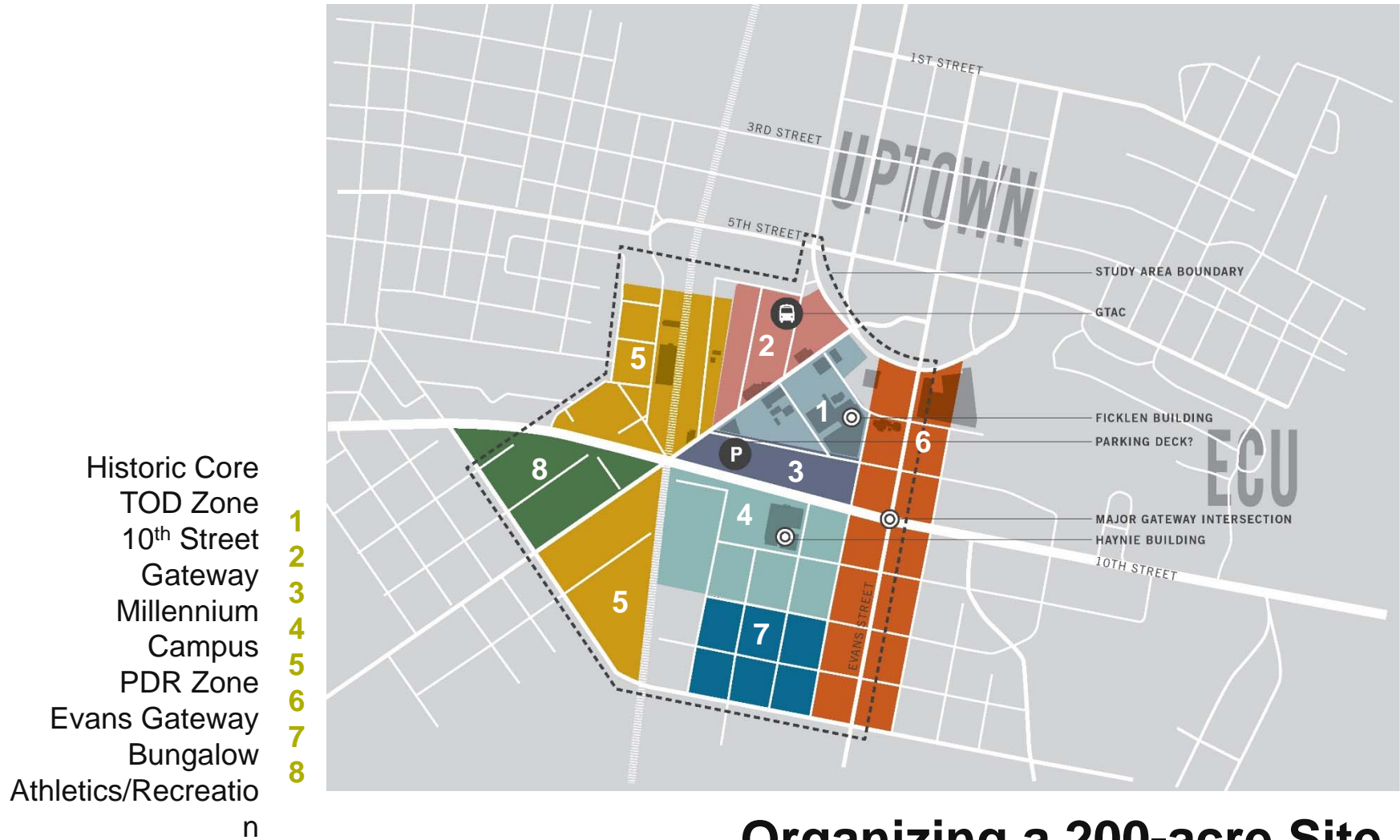
1

Introduction + Overview

Dickinson Avenue Corridor The Study Area



The Dickinson Avenue Corridor Eight Distinct Areas

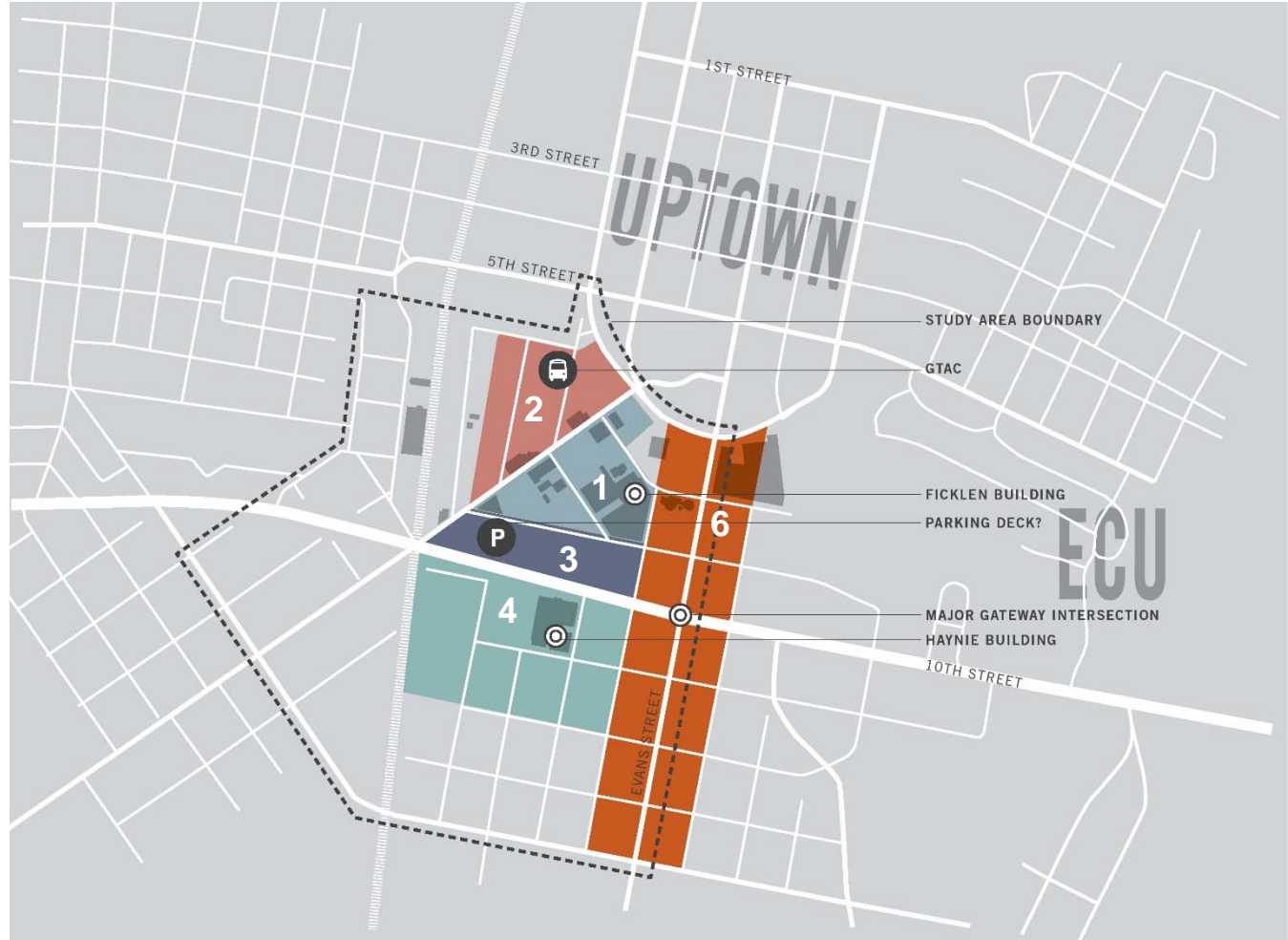


Organizing a 200-acre Site

The Dickinson Avenue Corridor Core Development Areas

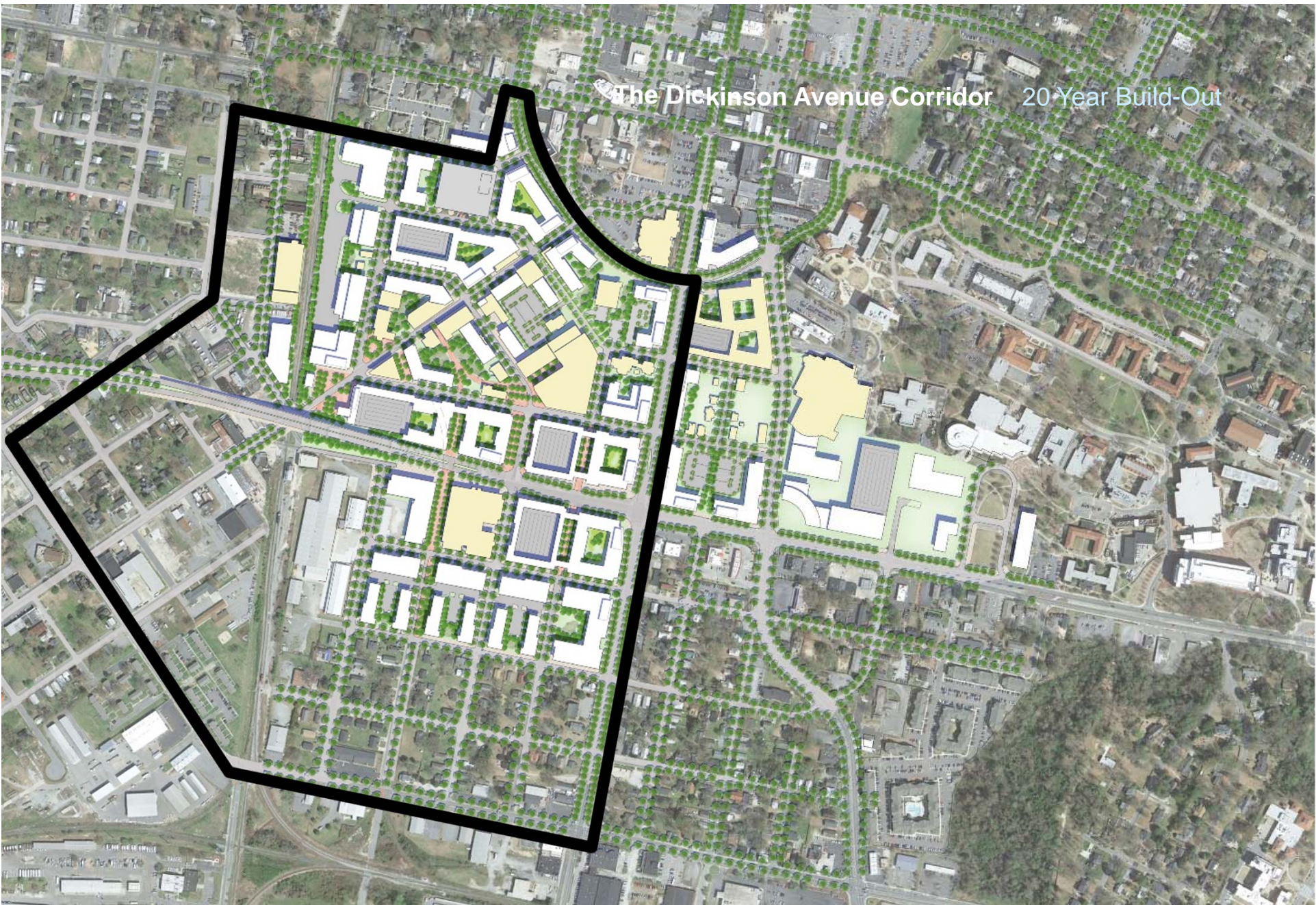
- Historic Core
- TOD Zone
- 10th Street Gateway
- Millennium Campus
- PDR Zone
- Evans Gateway
- Bungalow
- Athletics/Recreation

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8

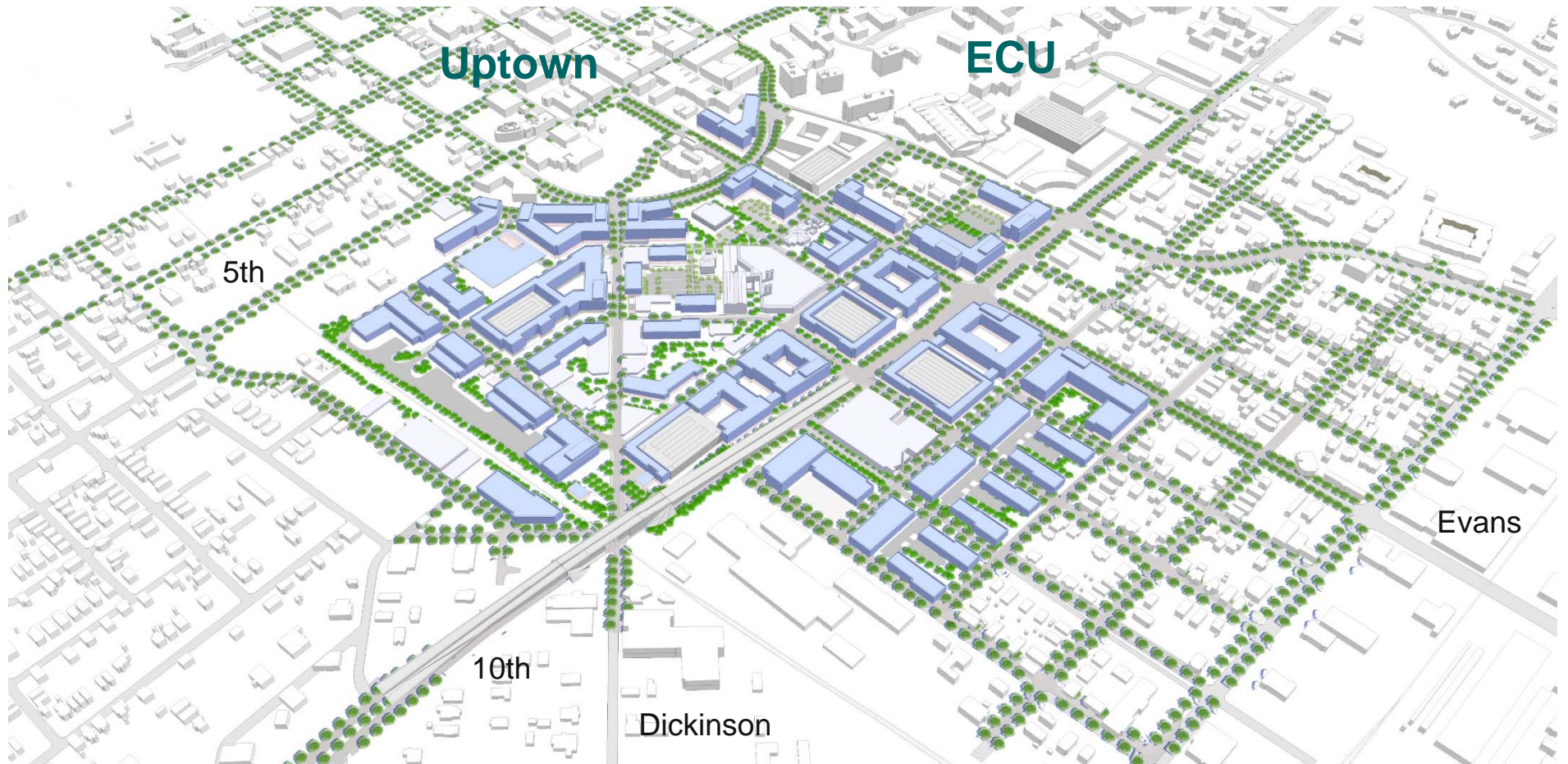


Getting Off to the Right Start

The Dickinson Avenue Corridor 20 Year Build-Out

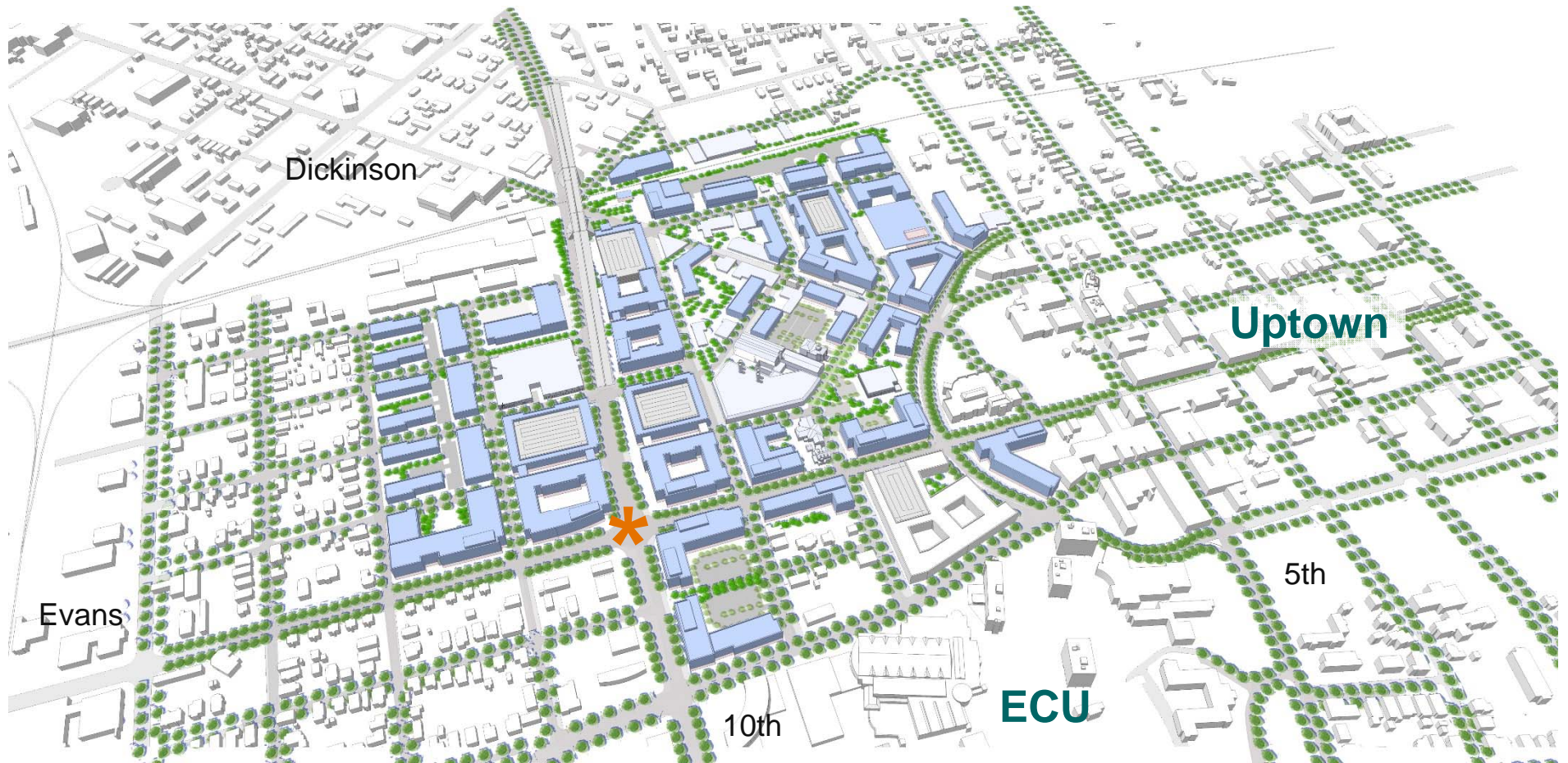


20-Year Build-Out Aerial View looking North



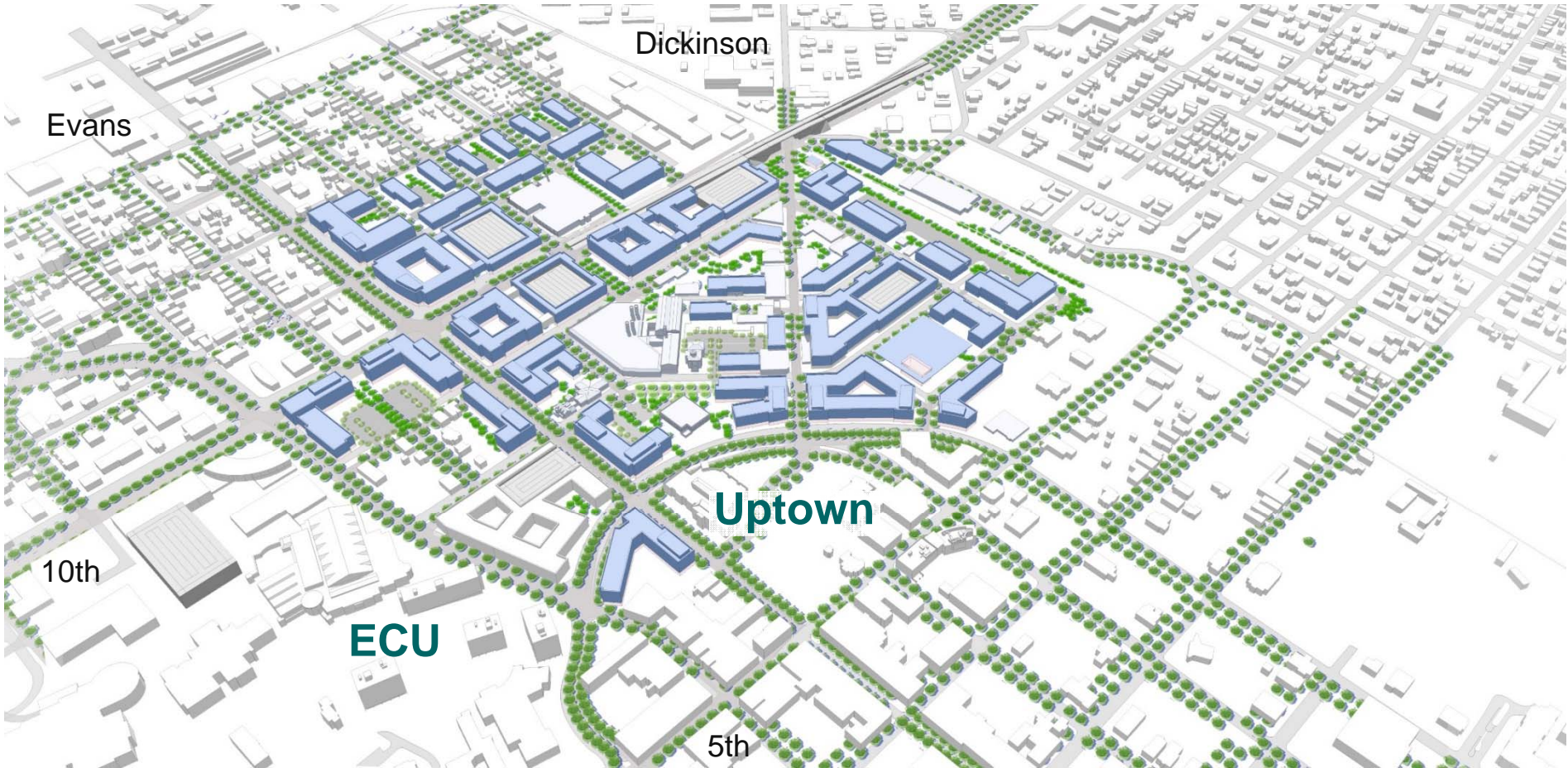
A Continuous District from Uptown to South of 10th

20-Year Build-Out Aerial View looking West



A New Urban Gateway at 10th &

20-Year Build-Out Aerial View looking Southwest



Connections to Uptown, ECU & Dickinson



2

Action Areas

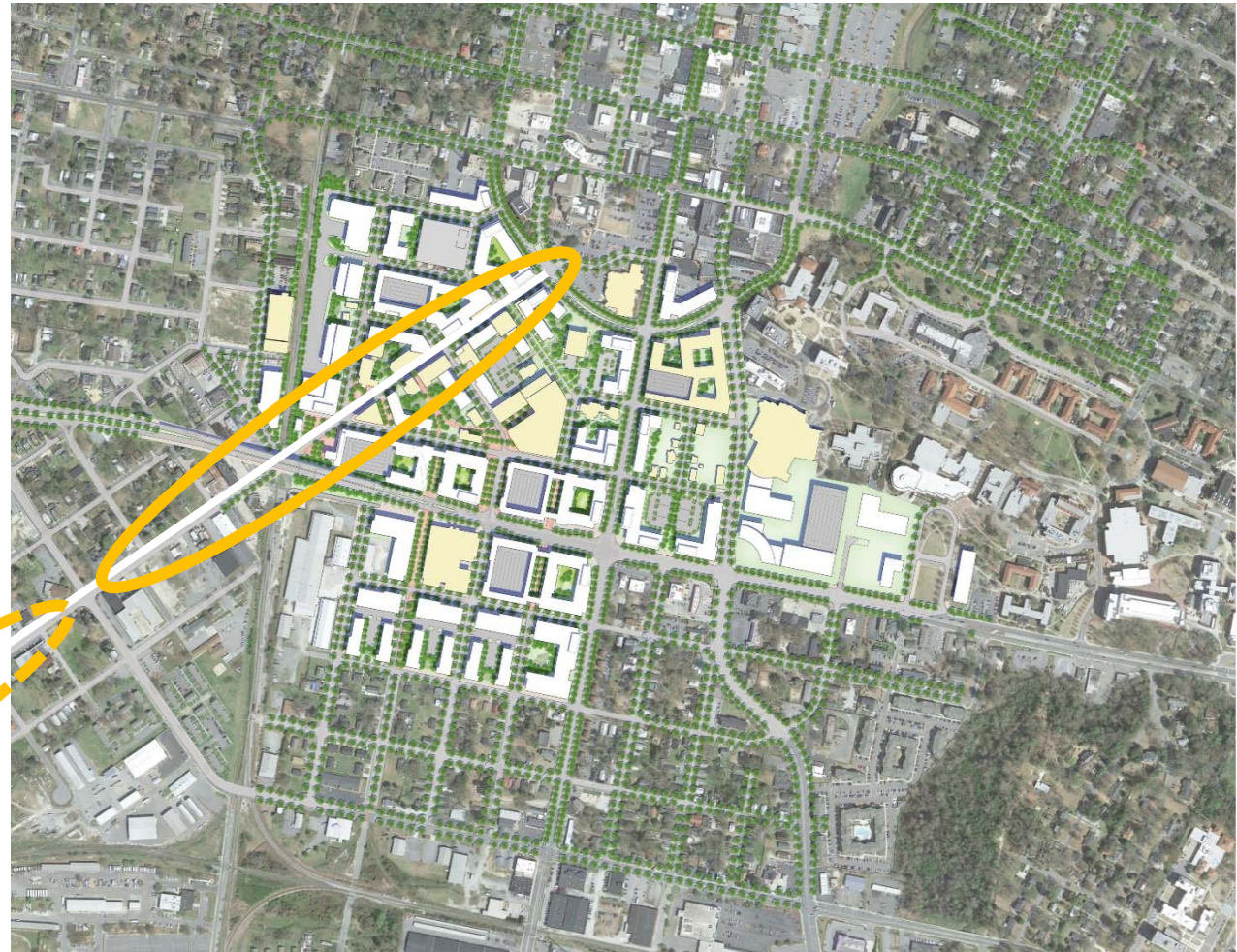
Today Four Key Areas of Focus

Immediate Action Areas:

- 1 **Dickinson Avenue**
- 2 **GTAC Transit-Oriented Development**
- 3 **10th Street Connector**
- 4 **Haynie Building**

A New Vision for Central Greenville

Action Area 1 Dickinson Avenue



Dickinson SW?

A Critical Greenville Gateway & Placemaker

Action Area 1 Dickinson Avenue

Activate Dickinson Avenue with mixed-use and ground floor retail and cafes

Add New Streetscape including Trees and Brick Pavers

Design the Narrow Roadway to Encourage Pedestrians

Work with Existing Building Fabric to Create Pocket Parks and Outdoor Spaces

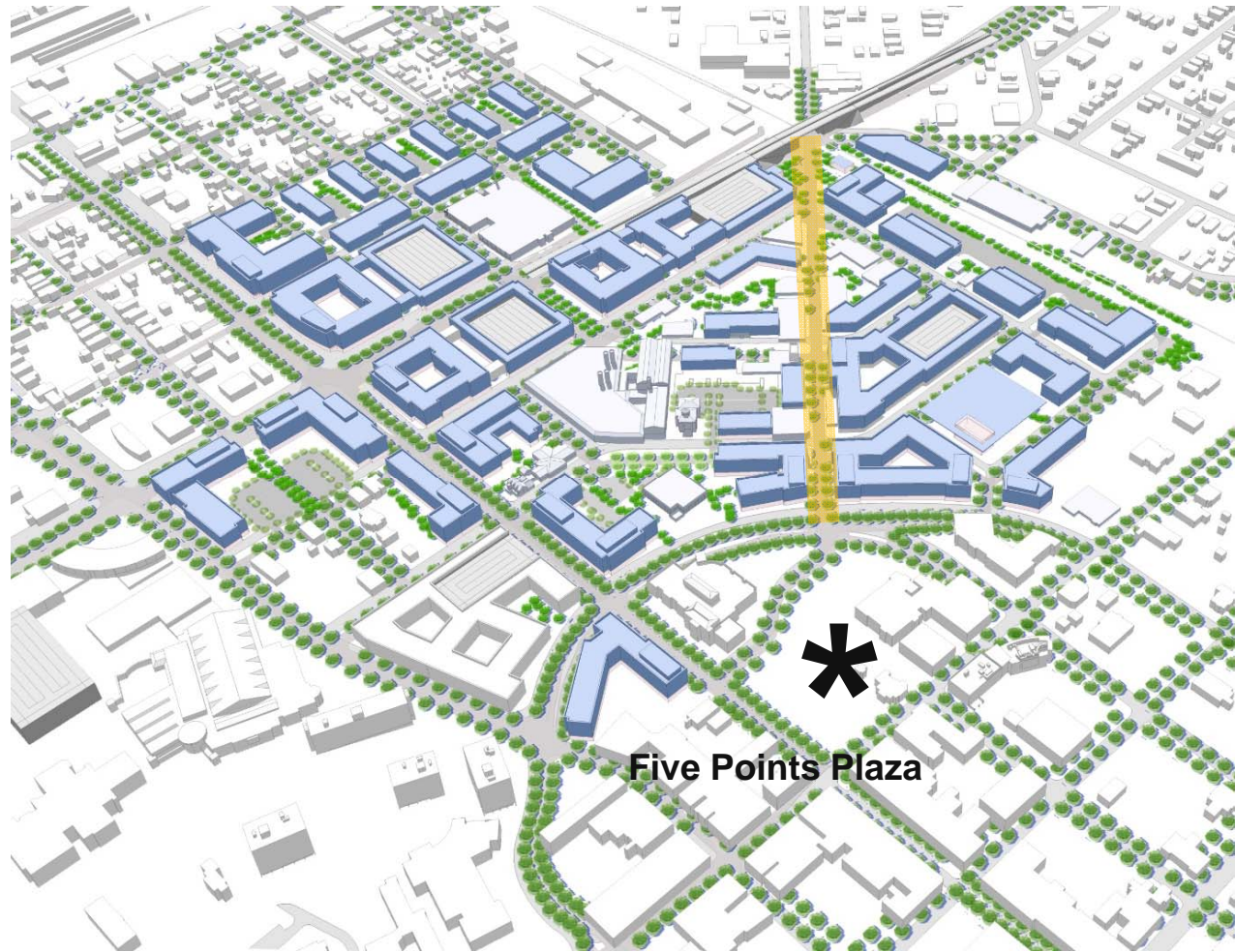


A District with Unique, Authentic Character

Action Area 1 Dickinson Avenue

Foster Mixed Land Uses including Office, Residential, Retail and Advanced Manufacturing to encourage 24-7 Activity

Incorporate Historic Structures



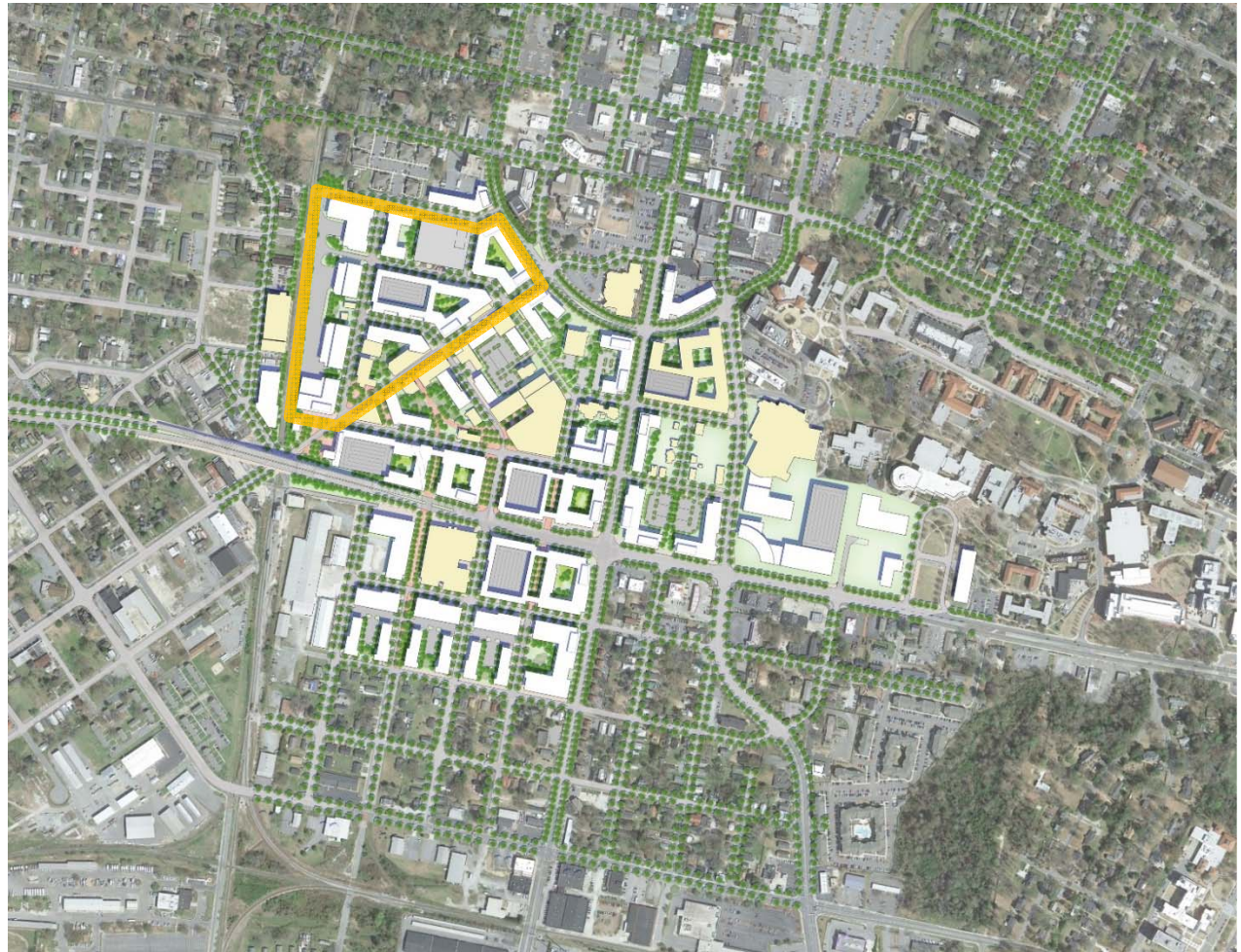
A Critical Greenville Gateway & Placemaker

Action Area 1 Dickinson Avenue



Greenville Needs Great Places for Everyone

Action Area 2 GTAC Transit-Oriented Development



And Places for Growing Jobs & Residents

Action Area 2 GTAC Transit-Oriented Development

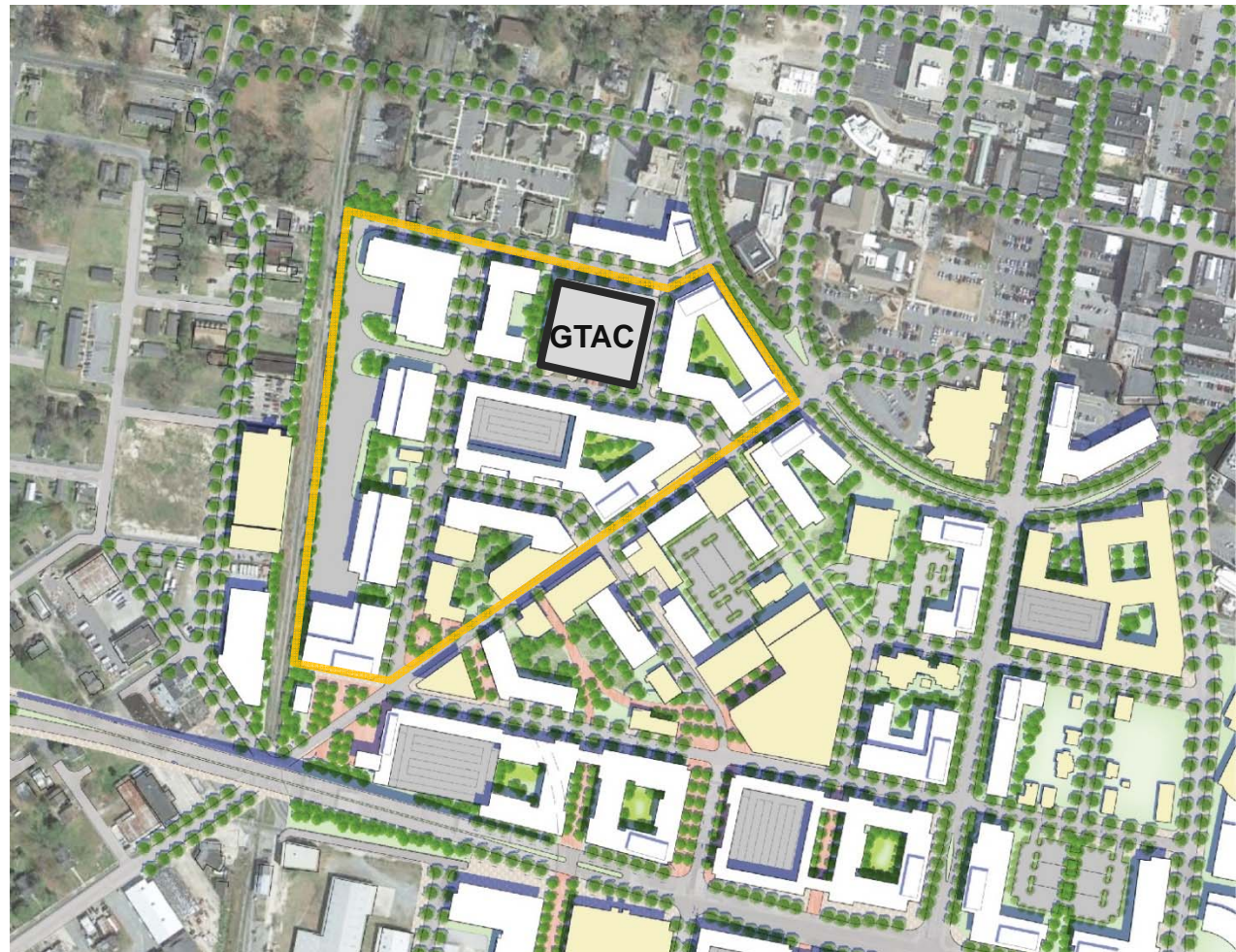
Embrace and Support
the Transit Infrastructure
–Plan for Residential
Development
Immediately Adjacent to
the GTAC

Balance Student and
Market-Rate Housing

Coordinate Transit
between Greenville and
ECU

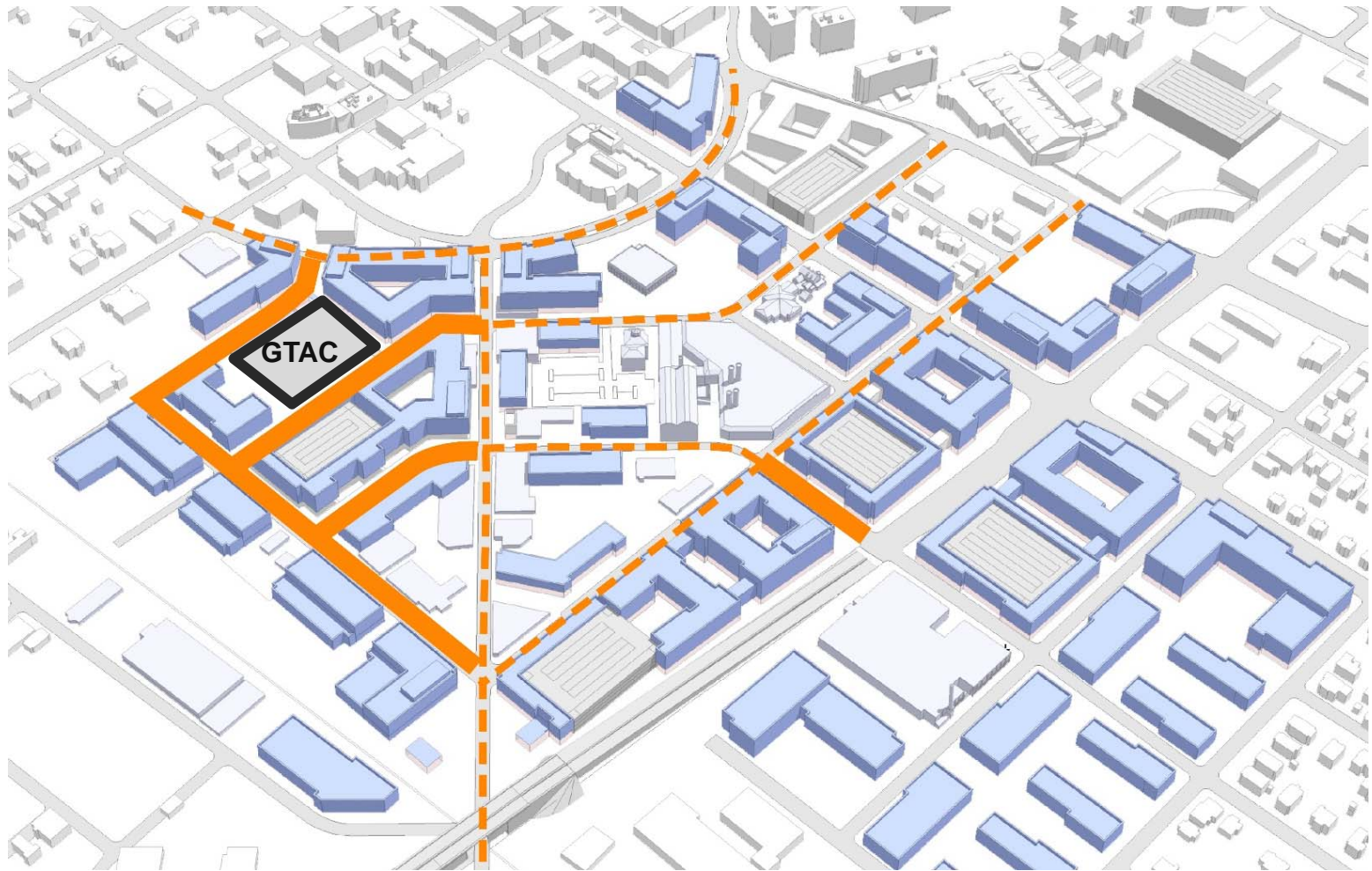
Realign Streets to
Improve Wayfinding and
Connectivity

New Street Layout
Creates Land Parcels
Appealing to
Development



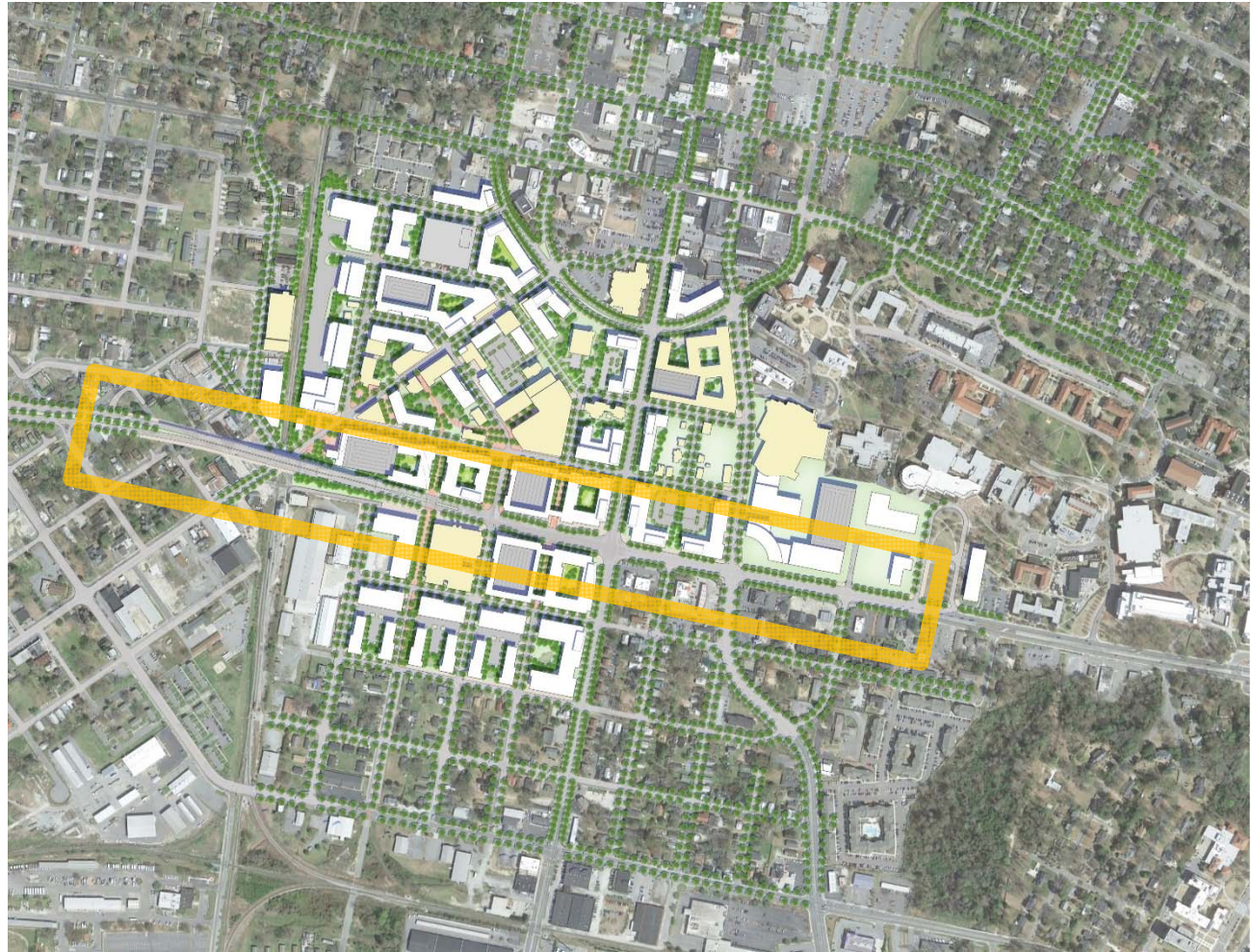
New Streets to Create Market-Ready Sites

Action Area 2 GTAC Transit-Oriented Development



**New Street Alignments Reinforce the
GTAC**

Action Area 3 10th Street Connector



A (The?) Critical New City Gateway

Action Area 3 10th Street Connector

Embrace the Opportunity
to Create a New Arrival
into Greenville

New Buildings to Help
Activate 10th Street with
Mixed-use

10th and Evans Streets
Become “100% Corner”

Traffic Speed on 10th
Street Could Become an
Issue for Pedestrian Safety

Extend Pedestrian Safety
Study? Currently for the
Eastern Portion of 10th
Street (by ECU Main
Campus)



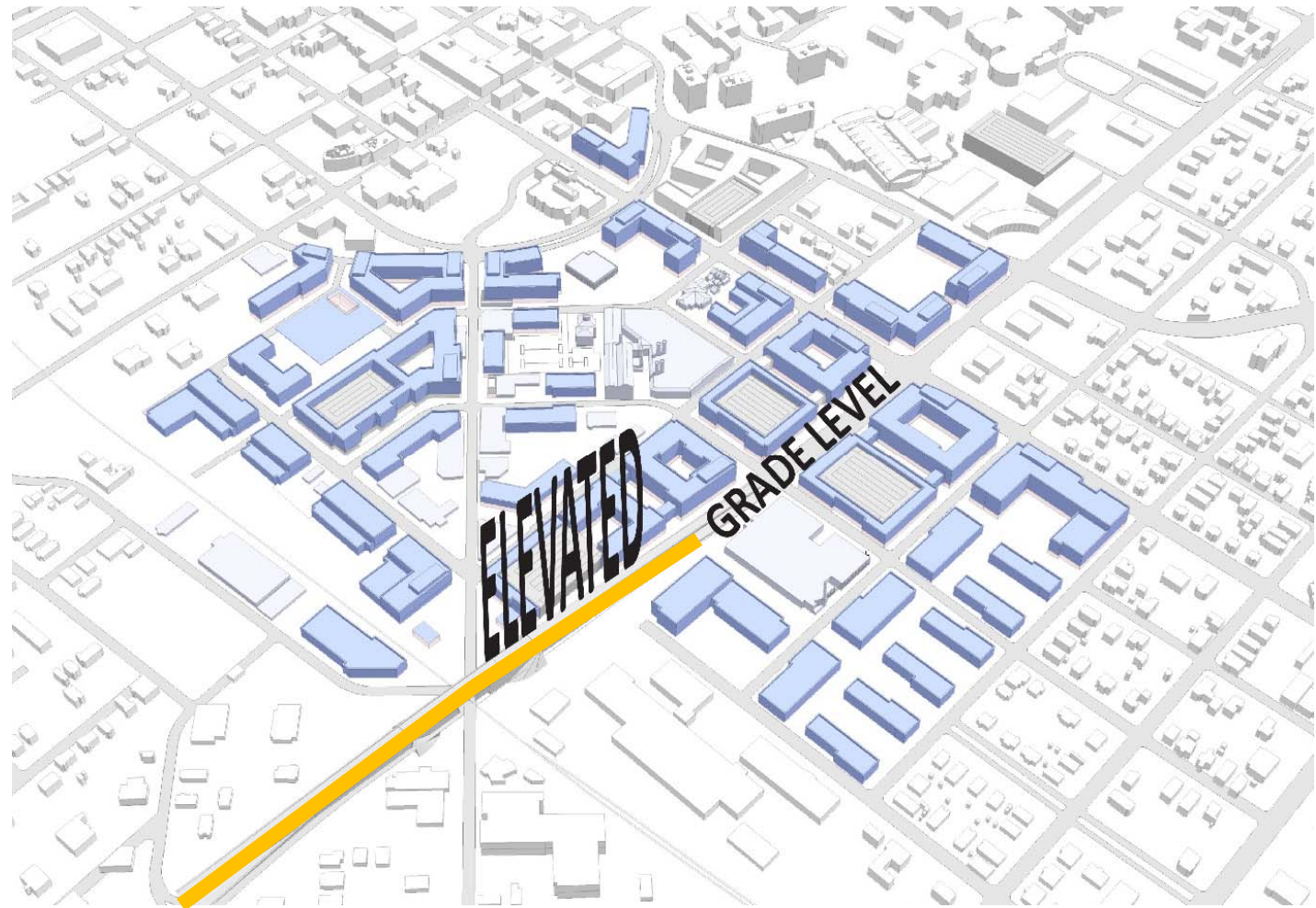
An Extension of Central Greenville Southward...

Action Area 3 10th Street Connector

North Side of
10th Street –
Work with the
Elevated Street.

Place Building
Front Doors
where 10th Street

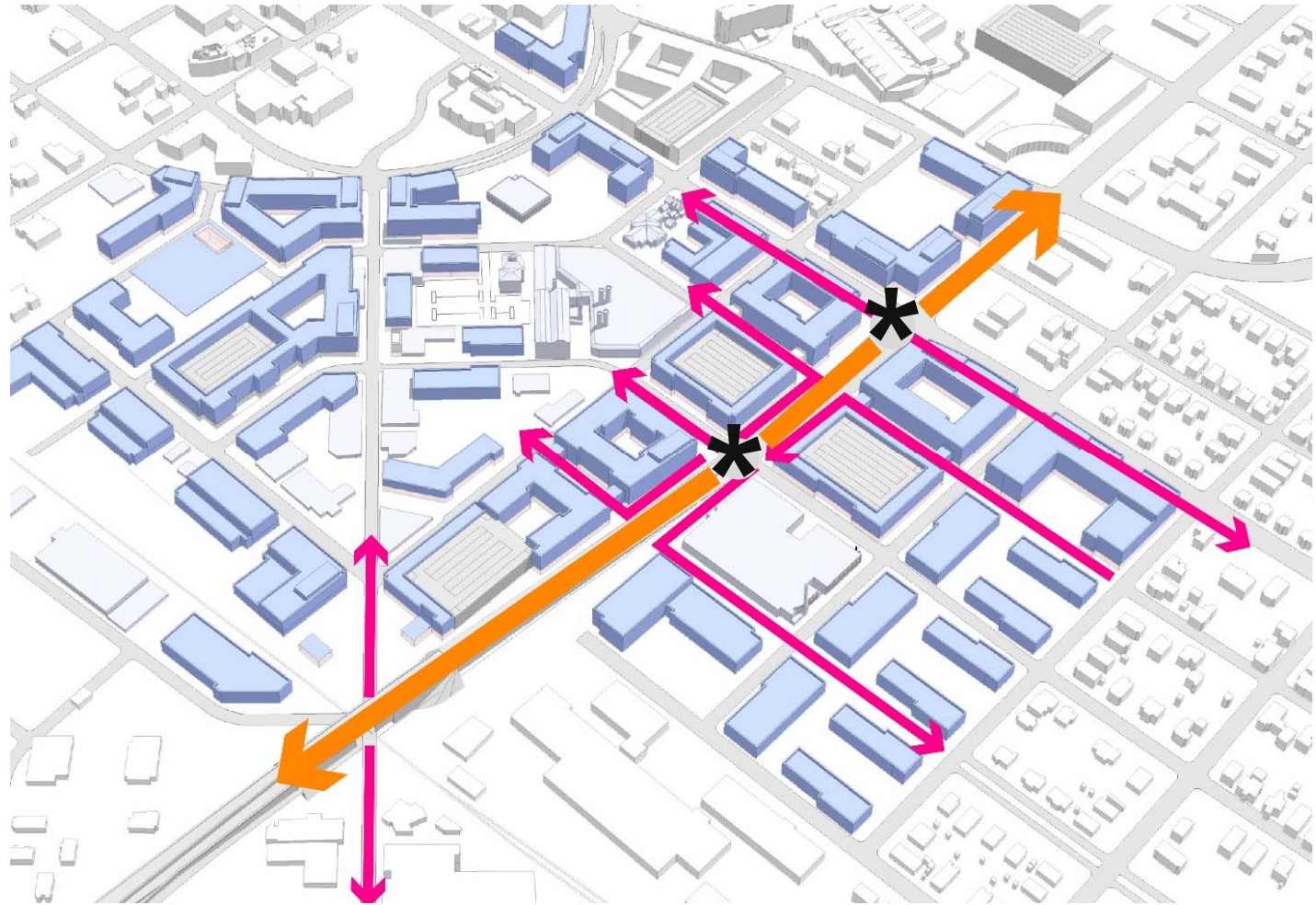
Tuck in Parking
Deck Along the
Elevated Portion
of 10th Street.



**Much of the 10th Street Connector is a
Wall**

Action Area 3 10th Street Connector

Possible Extension of Greene Street Across 10th Street – Currently Not in 10th Street Connector Plan.



Enhanced Pedestrian Access Across 10th

Action Area 4 Haynie Building



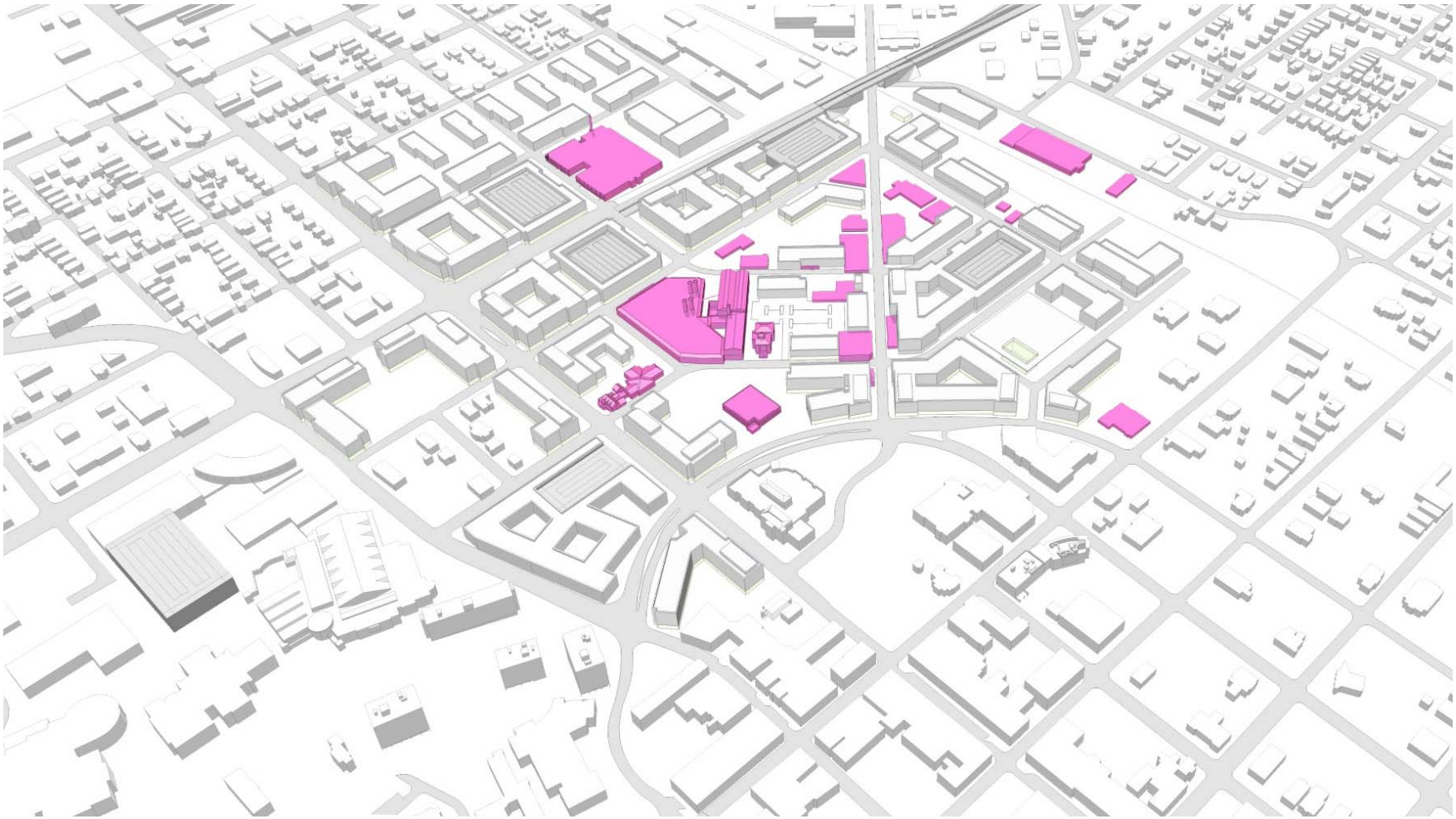
Haynie – An Anchor for a Key Historic District

Action Area 4 Haynie Building



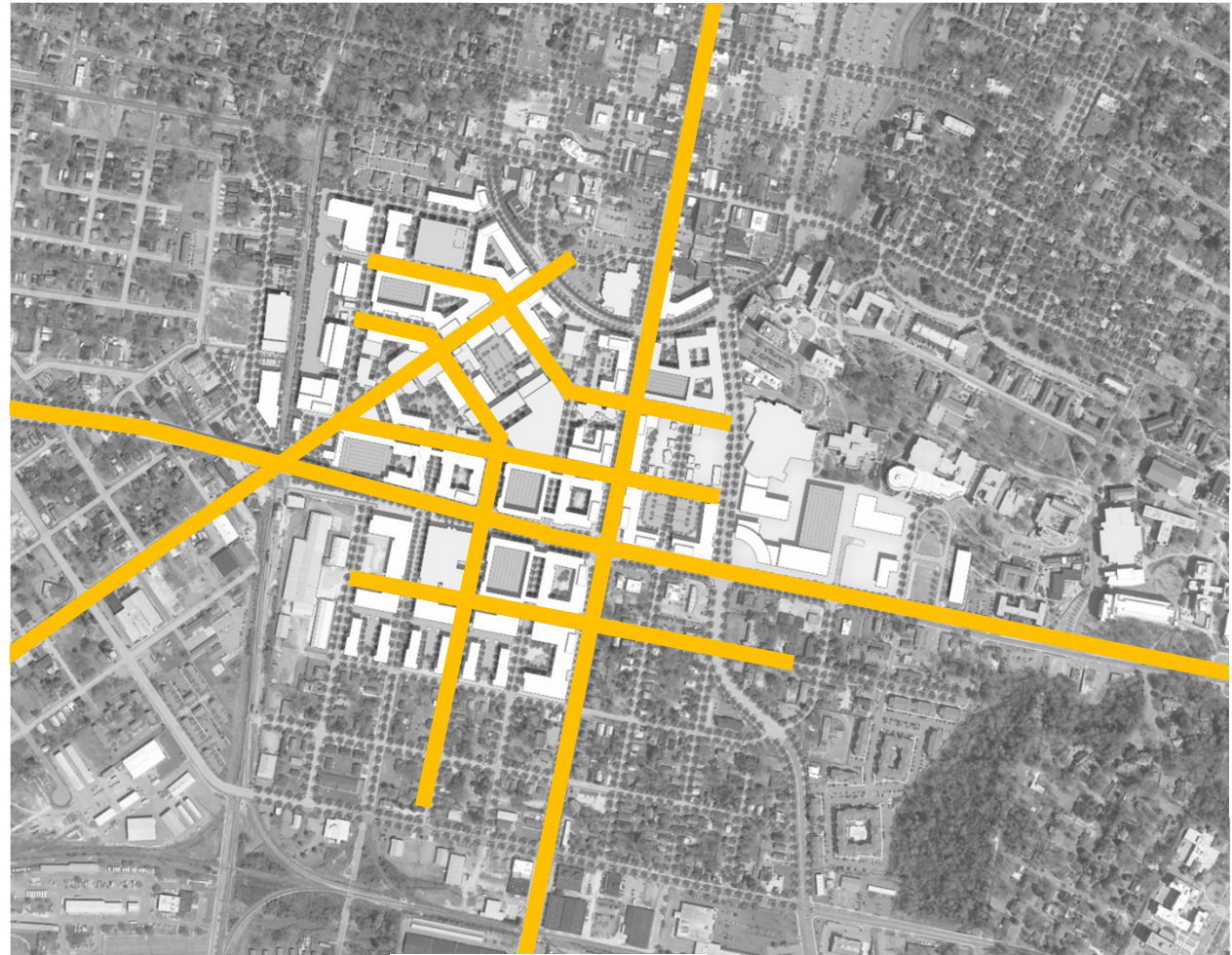
Haynie – A Critical Historic Structure at Risk

Action Area 4 Haynie Building



Leverage Your Many Historic Assets

Other Key Issues [Enhanced Site Connectivity](#)



New Street Grid Maximizes Connections

Other Key Issues Current Site with Extensive Vacancies



**A Highly Disintegrated
Area...**

Other Key Issues Proposed Site with Higher Densities

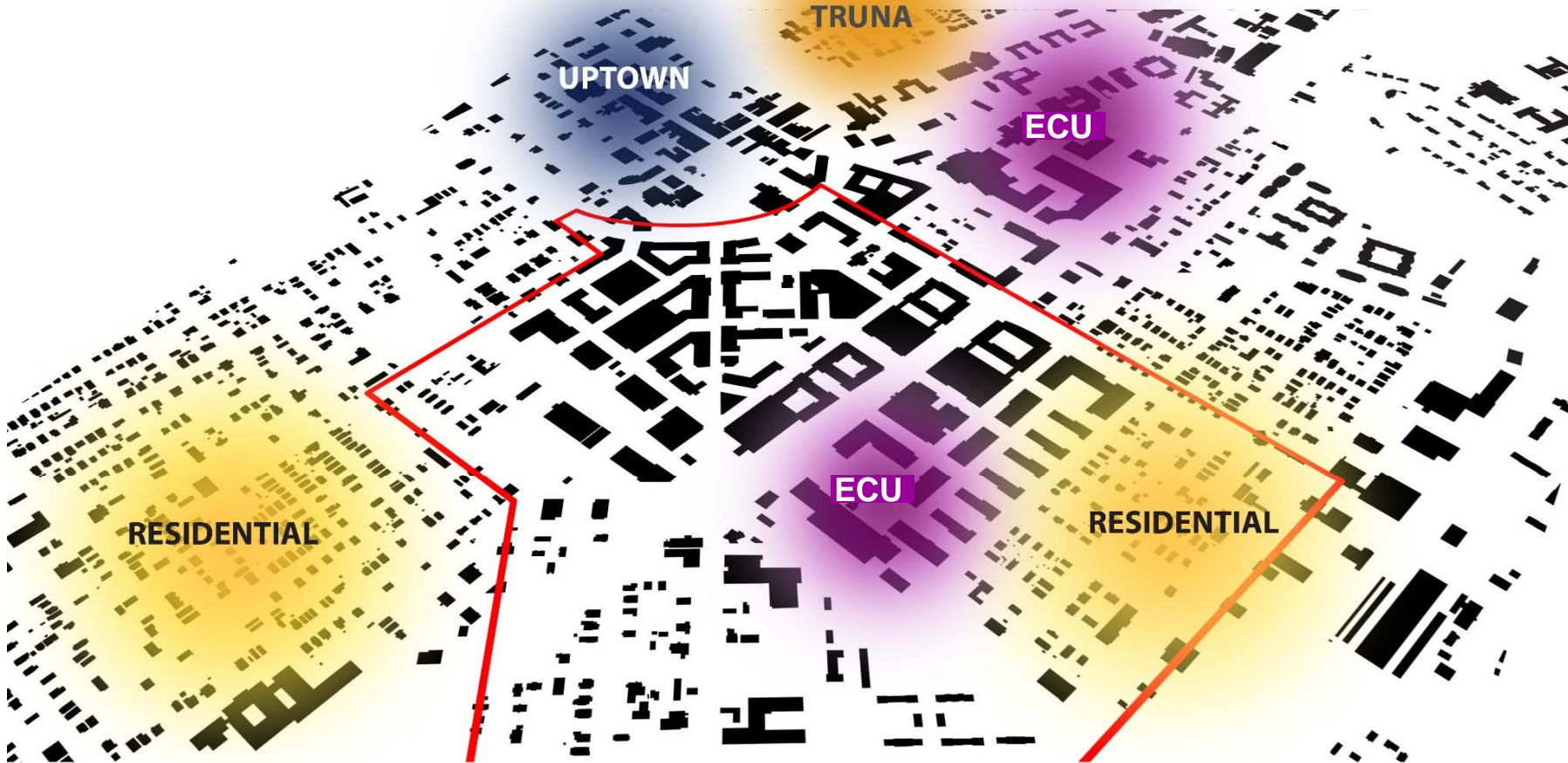


... Becomes a Vital, Highly Coherent District

Other Key Issues Proposed Site with Higher Densities



New Streetlife Corridors Reinforce Uptown & ECU



...and Connect All of Central Greenville



3

Path Forward

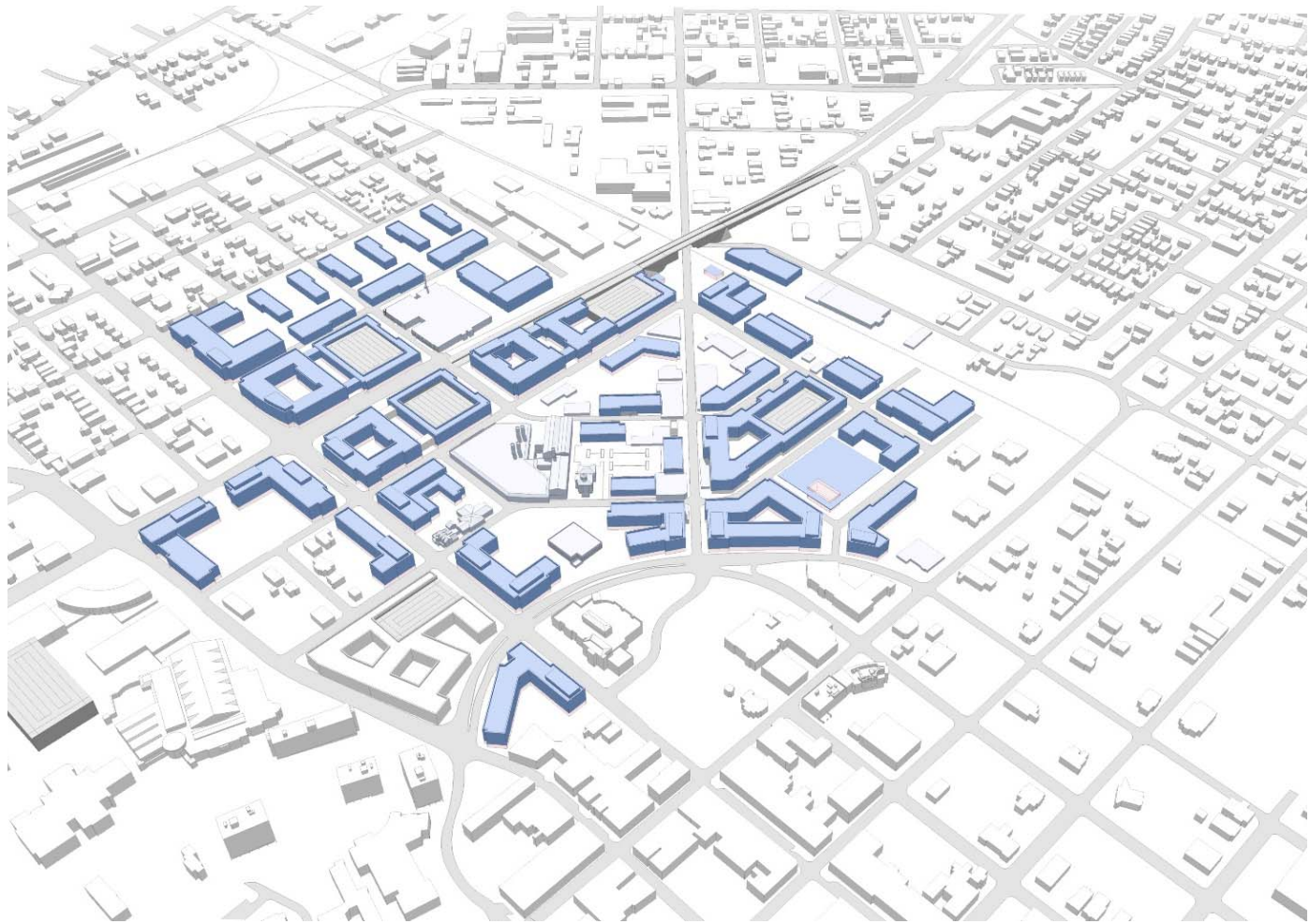
Where Do We Go from Here?...

- 1 Advance 4 Action Areas Now → Immediate Projects**
- 2 Pursue Grant Funding: TIGER, Historic & Mill Grants**
- 3 Build Public-Private Relationships: City-ECU-
Business**
- 4 Create a “Master” Master Plan: Tar River, Uptown,
ECU**

Path Forward Evaluate Full Build-Out Potential & Phasing

3D Model is a Tool to Tell a Story

Model Shows Possibilities for the ECU Property – Demonstrating Design and Planning Principles Applied to Central Greenville



3D Model as a Design & Marketing Tool

Path Forward Key Phase 1 Projects



Phase 1 – Initial Strategic Moves to Start Growth



4

Discussion

Item 14: Alcohol Policy for City Parks and Recreation Facilities

The Policy Should Foster:

- **The consistent treatment of all applicants**
- **Adherence to state & local law**
- **The safety of all citizens**
- **The protection of the facility**
- **The enjoyment of all event participants**

The Purpose of the Policy:

“To establish the rules, requirements, and procedures, regarding the sale and/or service, & the associated consumption, of alcoholic beverages in Greenville Recreation & Parks Department parks & facilities.”

***“Sites Designated for
Conditional Service and
Consumption of Alcoholic
Beverages”***

Might be permissible:

- **At specified but limited times**
- **In a specified area of a specified park**
- **In a specified building**
- **For specified types of alcoholic beverages**



Bradford Creek Golf Course

Find yourself in good company



Find yourself in good company



Perkins Complex Building
“Magnolia Arts Center”

Find yourself in good company



Magnolia Arts Center

Find yourself in good company



Science & Nature Center @ River Park North

Find yourself in good company



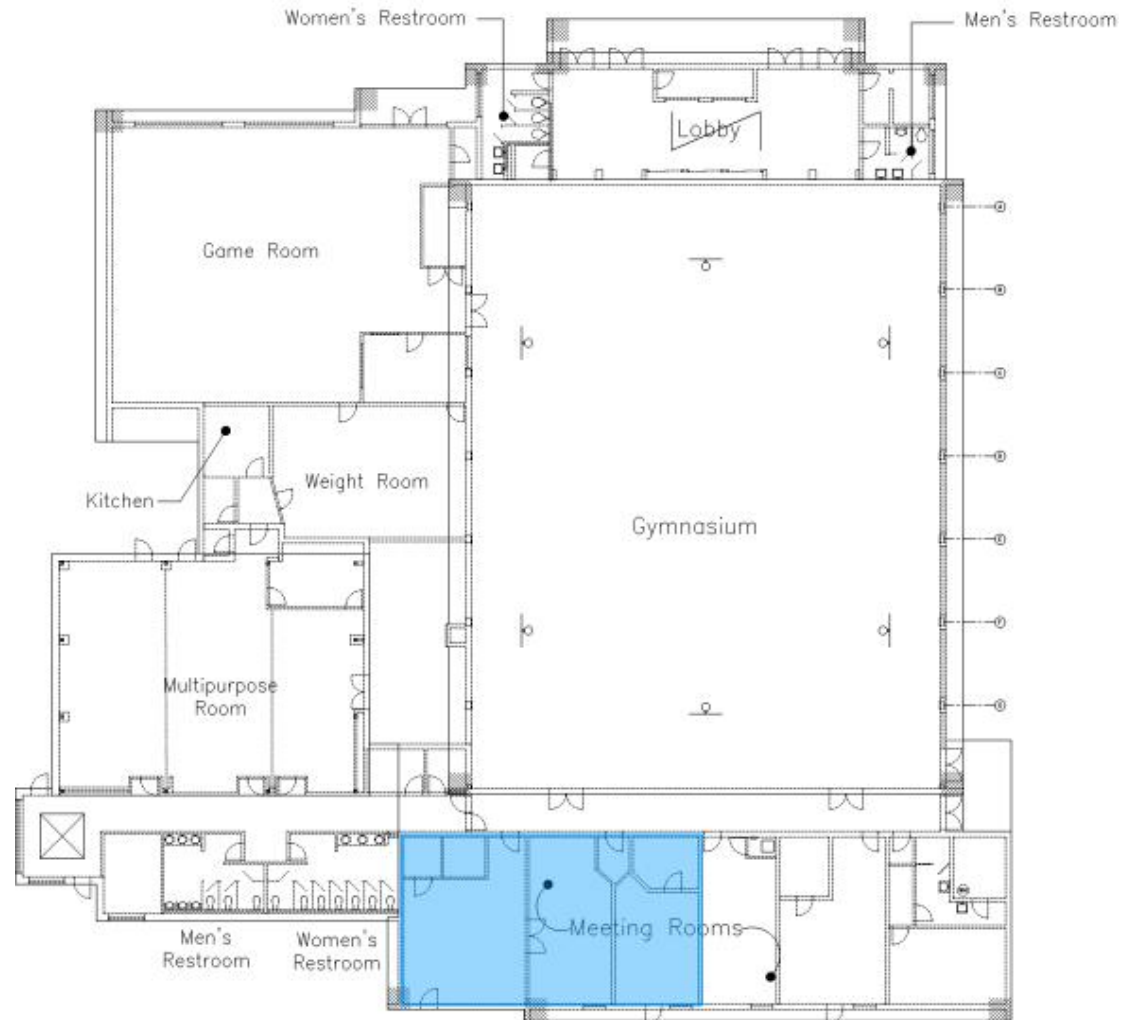
Science & Nature Center

Find yourself in good company



Eppes Recreation Center

Find yourself in good company



Eppes Recreation Center Floor Plan

Find yourself in good company



TOWN COMMON

Find yourself in good company

Conditions for Alcohol Service at Town Common:

- **In designated, fenced location w/ single entrance & exit**
- **Maximum 4 consecutive hours, falling between 1 pm & 8 pm**
- **2 special duty police officers present at designated site during service & consumption**
- **For events sponsored by non-profit (501(c)(3) or similar) or C.O.G.**

- **No one may bring their own alcoholic beverages into the park or designated area.**
- **Sponsor must obtain the alcoholic beverage permits required by law.**
- **Insurance coverage must acknowledge alcohol service & consumption.**
- **Sponsor absorbs all related costs.**