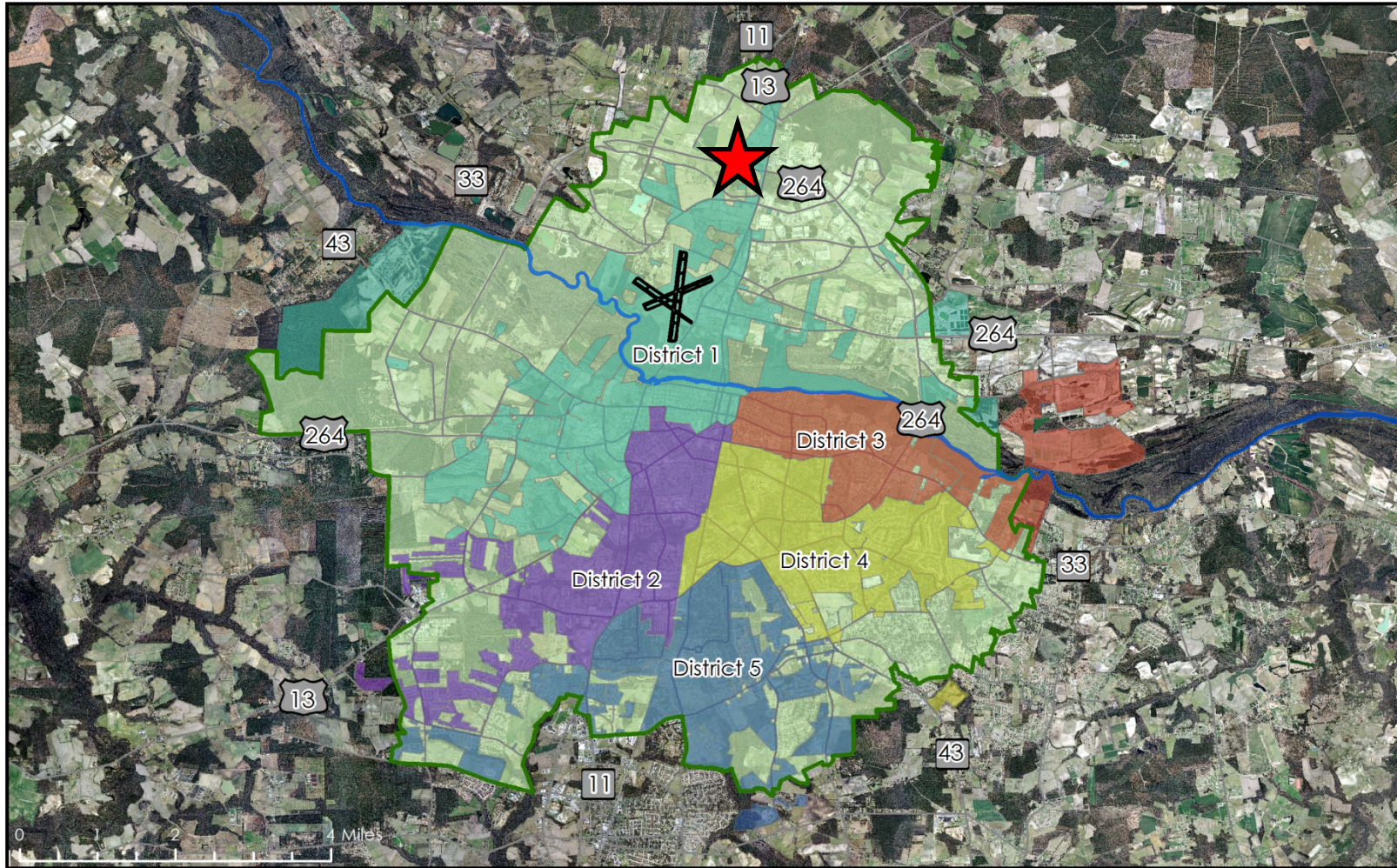


1.15.15
City Council Meeting

Item 2: Ordinance to annex North Green Commercial Park, Lot 4, involving 12.490 acres located along the northern right-of-way of Staton House Road and 250+/- feet west of North Memorial Drive

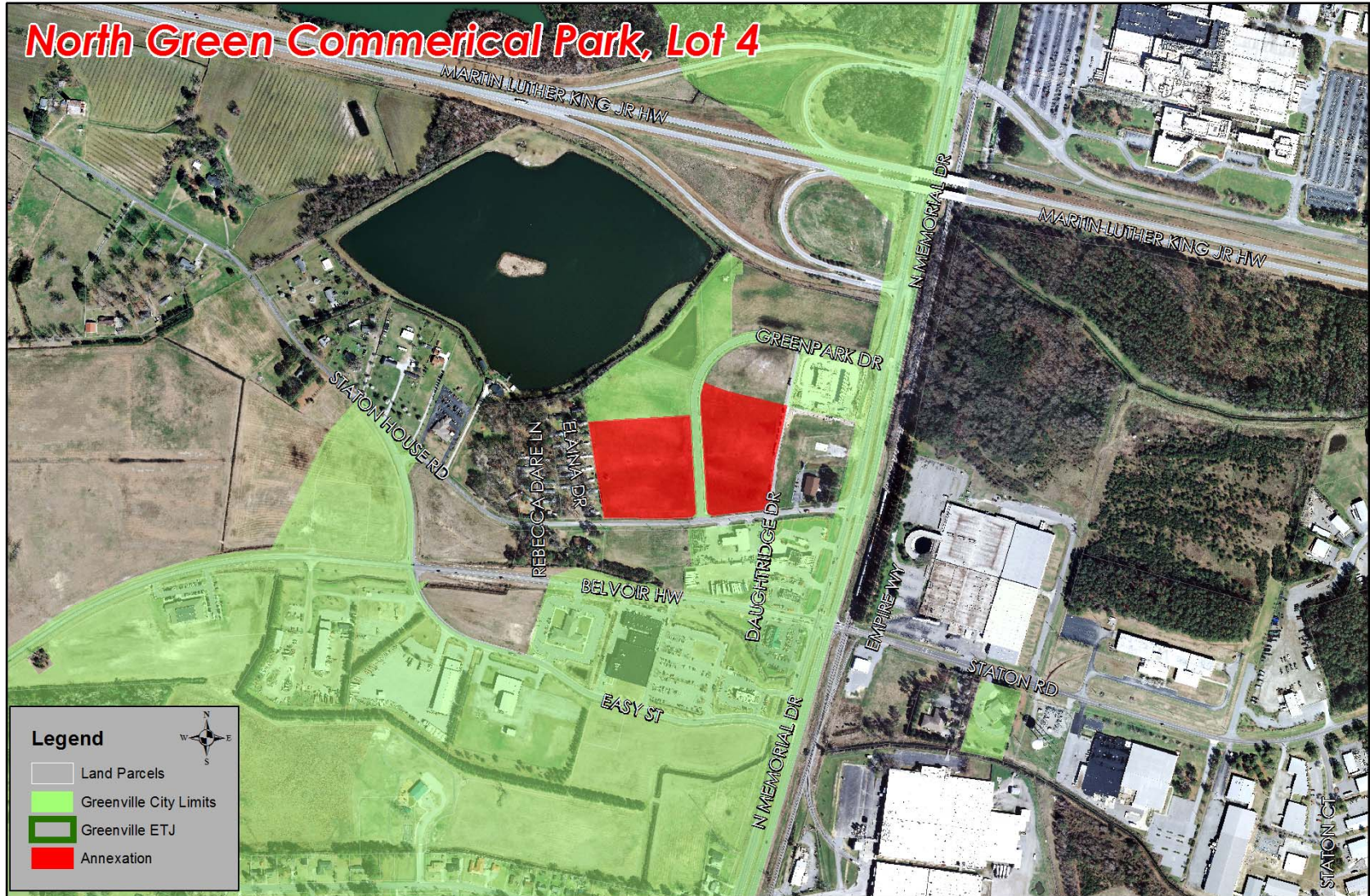


Map Legend

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



North Green Commerical Park, Lot 4



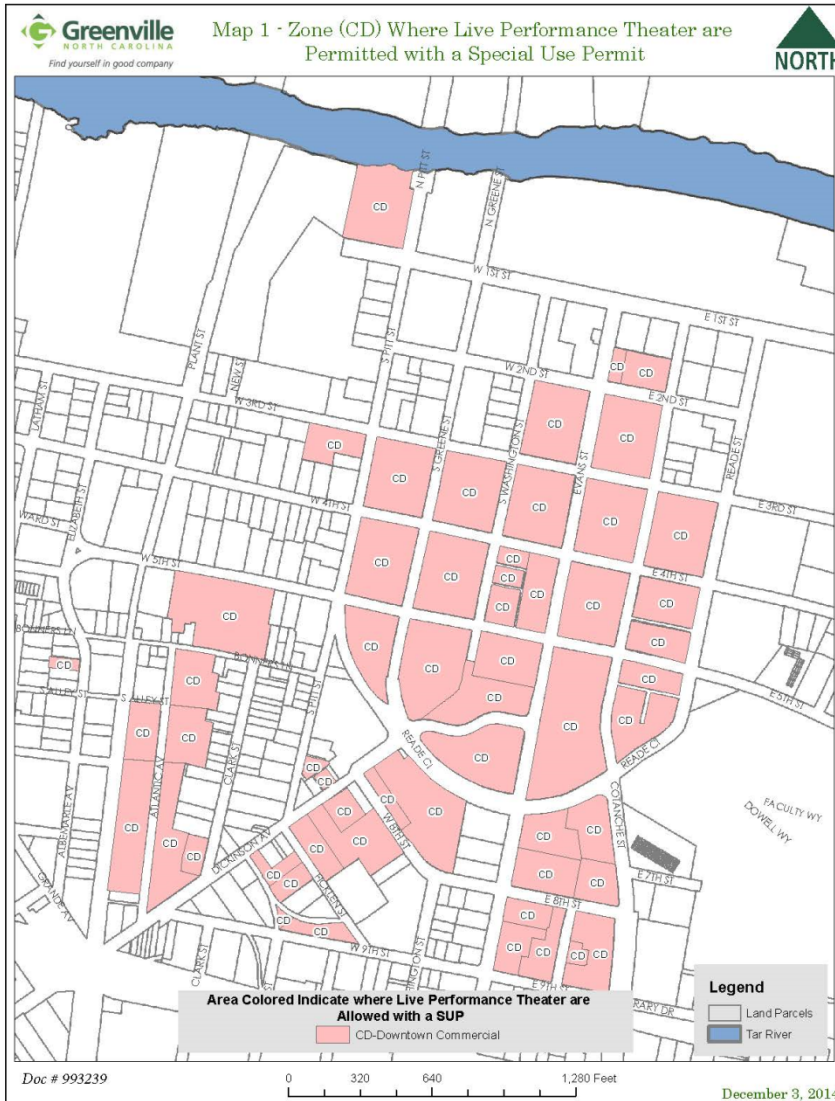
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Item 3: Ordinance to amend the Zoning Ordinance by adding live performance theaters as an allowed land use within the CD (Downtown Commercial) zoning district, subject to an approved special use permit, and establishing specific criteria

Redevelopment Commission, 11/4/2014

The Office of Economic Development staff brought a discussion item to the Redevelopment Commission to seek their reaction and input for a text amendment that would permit live performance theaters to locate in the CD zoning district with a special use permit.

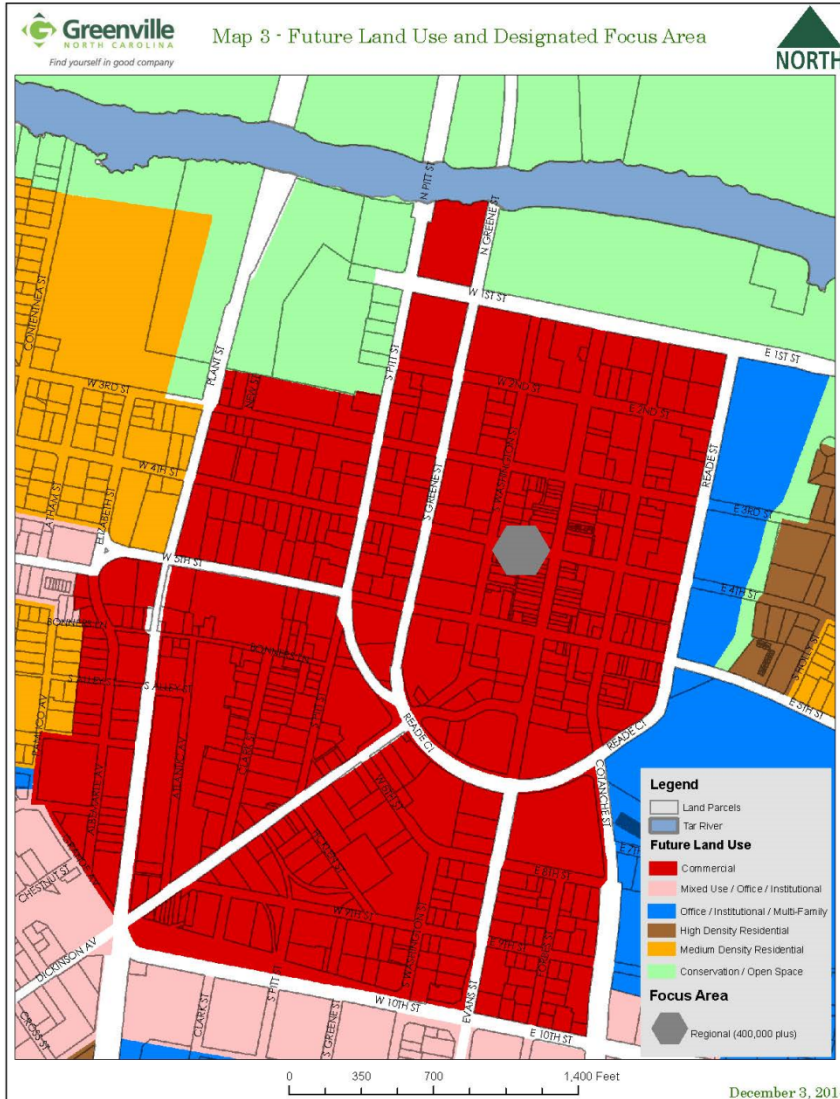
The RDC unanimously voted to request staff and the Planning and Zoning Commission initiate a text amendment.



Zone (CD) where Live Performance Theaters would be Permitted with a Special Use Permit




Zone (CD) where Live Performance Theaters would be Permitted with a Special Use Permit




Future Land Use and Designated Focus Area

Future Land Use

 Commercial

Focus Area

 Regional (400,000 plus)

Text Amendment adds a Definition for Live Performance Theater:

A facility for holding live performances, motion pictures, plays, and live music through the sale of tickets and allows banquets as an accessory use.

Such use is limited in its location, size and operation in accordance with the provisions of section 9-4-86.RR.

Text Amendment Adds:

1. Events and/or banquets must be ticketed or free of charge to participants. No cover charge;
2. Ticketed events permitted: concerts, plays, motion pictures, operas, musicals, ballets, other forms of modern dance.
3. Accessory uses: private banquets & meetings;

4. Activities not permitted: televised events, disc jockey-based events, dance parties, raves, house music-based events, outdoor events or outdoor amplified music.
5. May have as an accessory use a full service bar only open to patrons of ticketed events, private banquets or meetings and is limited to operate only during the hours the above listed permitted ticketed events, private banquets or meetings are held.

6. The facility shall not operate as a public or private club as defined by Title 9, Ch. 4, Art. B, Sec. 9-4-22.
7. Minimum square footage of live performance theaters shall be 5,000 s.f.
8. Accessory retail sales shall be permitted for the sale of theater or event related items.
9. The portion of the building devoted to live performances may have open or fixed seating.
10. A SUP is required and is revocable.

Proposed Zoning Ordinance Text Amendment is in compliance with Horizons: Greenville's Community Plan. Implementation Section, Growth & Development, Implementation Strategy 2(t):

“Preserve historic warehouses and older buildings through renovation and adaptive reuse.”

Proposed Zoning Ordinance Text Amendment is in compliance with Horizons: Greenville's Community Plan. Economic Development Subsection, Implementation Strategy 2(b):

“Encourage rehabilitation and reuse of commercial/industrial buildings.”

Proposed Zoning Ordinance Text Amendment is in compliance with Horizons: Greenville's Community Plan. Vision Areas Subsection, Management Action H5:

“Develop the downtown as the cultural, recreational, and entertainment center of the City.”

Proposed Zoning Ordinance Text Amendment is in compliance with Center City West Greenville Revitalization Plan. Ch. 2, Market Feasibility – Housing, Retail & Entertainment Uses, V. Strategy Implications, Goal 2:

“Reposition and revitalize downtown as a new and vibrant activity center for the city and the region.”

Staff Recommendation: The proposed Zoning Ordinance is in compliance with Horizons: Greenville's Community Plan and Center City West Greenville Revitalization Plan.

RDC Recommendation, Nov. 4, 2014:

Initiate a text amendment that would permit live performance theaters to locate in the CD zoning district with a special use permit.

Planning and Zoning Commission Recommendation, Dec. 16, 2014:

Unanimously approved a motion to recommend approval.

Item 6: Resolutions Establishing 2015 State Legislative Initiatives

INITIATIVES

1. Additional Municipal Revenue Sources Including a Replacement Revenue Source for Privilege License Tax.
2. Economic Development Incentives
3. State Transportation Bonds
4. Parks and Recreation Trust Funding Source
5. East Carolina University Initiative for The Brody School of Medicine
6. Implementation of NCDOT's Complete Streets Policy

Item 7: Update on the City of Greenville 2014-2015 Strategic Plan

GOALS

GOAL 1: Dynamic and Inviting Community

GOAL 2: Economic Development

GOAL 3: Well Managed And Fiscally Sustainable City
Organization

GOAL 4: Infrastructure

GOAL 5: Quality Neighborhoods

GOAL 6: Safe Community

Dynamic and Inviting Community

- Horizons Comprehensive Plan Update and continue Development Standards policies review
- Initiate Recreation & Parks Master Plan Update
- South Greenville Recreation Center Design
- Tar River Legacy Plan
- Short-Range Transit Plan

Economic Development

- Economic Development Strategic Plan
- Marketing - Site Selectors Tours
- Continue Product Development Implementation
- Dickinson Study
- Uptown Theatre Redevelopment – Live Performance Venue
- Brownfield assessments and clean-up program

Well-Managed And Fiscally Sustainable City Organization

- Update Personnel Policies
- New Performance Evaluation System
- Fiscal Sustainability – FY16 Budget Development
- ERP System Replacement (HR & Finance Software Upgrade)

Infrastructure

- Facility Maintenance Plan Implementation
- Town Creek Culvert Design
- Greenville Transportation Activity Center Design
- Convention Center Expansion
- Stormwater Basin Modeling & Inventory (Watersheds)
- Street and Road Improvements

Quality Neighborhoods

- Lincoln Park Affordable Housing
- Minimum Housing & Nuisance Code Enforcement Efforts
- Neighborhood Marketing Efforts

Safe Community

- Police Department 3-Year Strategic Plan Implementation (includes crime reduction strategies)
- ICMA Fire-Rescue Department Implementation
- Emergency Operations Plan Update and conduct Annual Exercise

Item 8: Presentation on status of the fiscal year 2015 Facilities Improvement Ten-Year Plan Projects

STRATEGIC PLAN

GOAL 4: Infrastructure

Facility Improvement Plan

OVERVIEW-EXISTING BUILDING MAINTENANCE

- Total Value of City Buildings and Facilities is over \$80 Million
- Total Square Footage of Building Space is 640,000



FACILITIES IMPROVEMENT 10 YEAR PLAN

- Includes all City Maintained Buildings and Facilities
- Lists All Major Maintenance, Repair, and Renewal Projects over \$5,000
- Summary of Projected Cost for each Fiscal Year through FY 23/24
- Annual budget is approximately \$1.6 million
- Plan Updated During each Two-Year Budget Process

OVERVIEW - BUDGET ALLOCATION

FY 2015 **\$1,545,434**

FY 2016 **\$1,579,180**

*FY 2015 Additional \$140,000 for Sheppard Memorial Library



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FACILITY IMPROVEMENT PLAN FY 2015 PROJECTS

Public Works Projects

- IGC school building roof replacement
January 2015 – April 2015
- Generator replacement at Police/Fire Rescue HQ
January 2015 – June 2015
- Repair electrical for AC units at IGC
January 2015 – February 2015
- Replace roll up doors at Fire Rescue Station 3 & 4
February 2015 – March 2015
- Carver Library carpet replacement
May 2015 – June 2015

FACILITY IMPROVEMENT PLAN FY 2015 PROJECTS

Parks Projects

- Plumbing repair at City pool
January 2015 – February 2015
- Greenville Aquatic & Fitness Center plumbing repair
February 2015 – April 2015
- Jaycee Park roof replacement
January 2015 – June 2015
- Thomas Foreman Park rear access path upgrade
January 2015 – April 2015

HIGHLIGHTED PROJECTS



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HIGHLIGHTED PROJECTS



Generator Replacement Project at Police Fire/Rescue HQ

- Total budgeted for this project is \$600,000
- The project is presently in design phase by The East Group
- Bid in February/March - Construction April/July

HIGHLIGHTED PROJECTS



Intergenerational Center School Roof Replacement

- Project will replace roof
- Total project bid approximately \$175,000
- Project to begin this month with completion scheduled for April/May of 2015

HIGHLIGHTED PROJECTS



Recreation and Parks HVAC Replacement

- Replaced nine HVAC units at five parks
- Project has been completed
- \$77,500 was budgeted and project cost was \$56,194
- Proactive replacement has cost less than emergency repairs experienced in the past

HIGHLIGHTED PROJECTS



Elm Street and Thomas Foreman Park Tennis Court Resurfacing

- Project has been completed
- \$36,000 was budgeted and project cost was \$35,490