

4.9.15 **City Council Meeting**

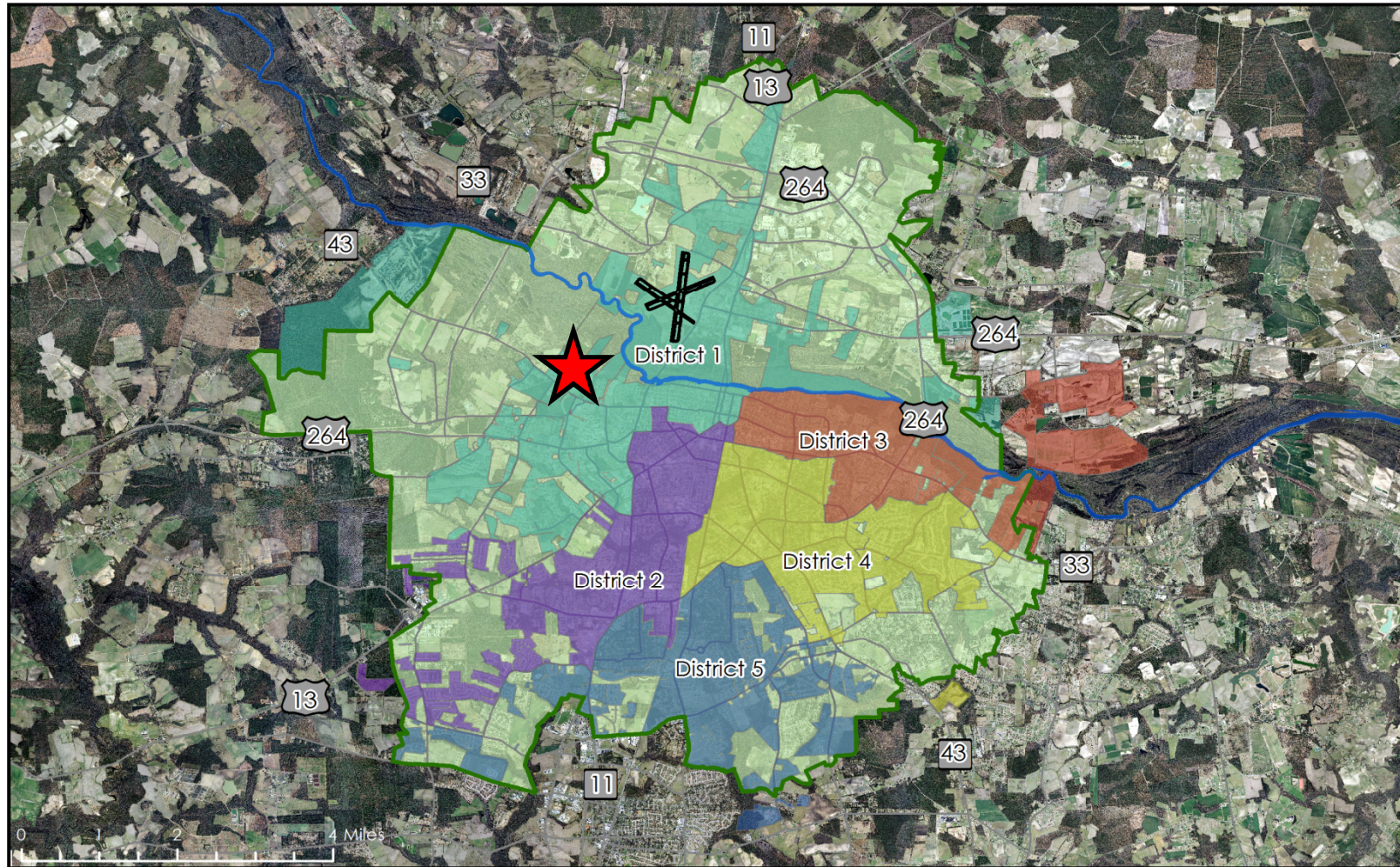
Appointments to Boards, Commissions, and Committees

Comprehensive Plan Committee

1.	<u>Planning and Zoning Commission:</u>	<u>Jerry Weitz</u>
2.	<u>Planning and Zoning Commission:</u>	<u>Tony Parker</u>
3.	<u>Bicycle and Pedestrian Commission:</u>	<u>Brian Glover</u>
4.	<u>Recreation and Parks Commission:</u>	<u>Audrey Gates Nealy</u>
5.	<u>Environmental Advisory Commission:</u>	<u>J.C. Woodley</u>
6.	<u>Human Relations Council:</u>	<u>Loyd Horton</u>
7.	<u>Historic Preservation Commission:</u>	<u>Ryan Webb</u>
8.	<u>Board of Adjustment:</u>	<u>Justin Mullarkey</u>
9.	<u>Neighborhood Advisory Committee</u>	<u>Brenda Diggs</u>
10.	<u>East Carolina University:</u>	<u>William Bagnell</u>
11.	<u>Vidant Medical Center:</u>	<u>Reggie Pearson</u>
12.	<u>Uptown Greenville:</u>	<u>Bianca Shoneman</u>
13.	<u>Home Builders Association:</u>	<u>William Kidd</u>
14.	<u>Pitt County Committee of 100:</u>	<u>Donnie Brewer</u>
15.	<u>Pitt Greenville Chamber of Commerce:</u>	<u>Fred Mattox</u>

The Mayor and City Council will appoint 7 additional members for a total of 22 committee members. City staff members, the Town of Winterville, Pitt County Government, Pitt County Schools, GUC, and the NC-DOT will also be invited to attend and provide needed input into the Horizons Plan Update.

Item 3: Ordinance requested by Brighton Park Apartments, LLC to rezone 0.63 acres located along the western right-of-way of Brighton Park Drive and 250+ feet north of West 5th Street from MO (Medical-Office) to MR (Medical Residential [High Density Multi-family])



Map Legend

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



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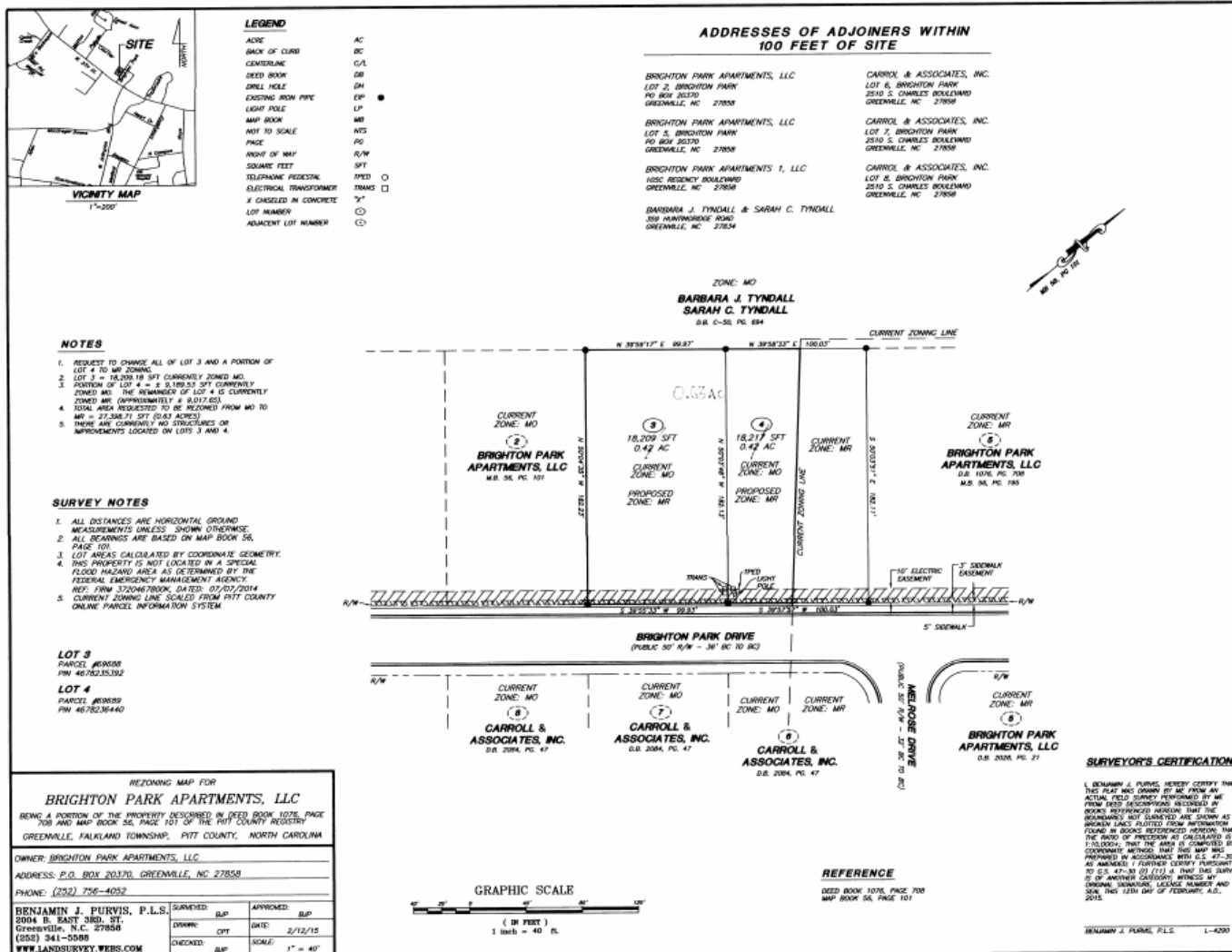


Map Legend

-  Land Parcels
-  Rezoning Site



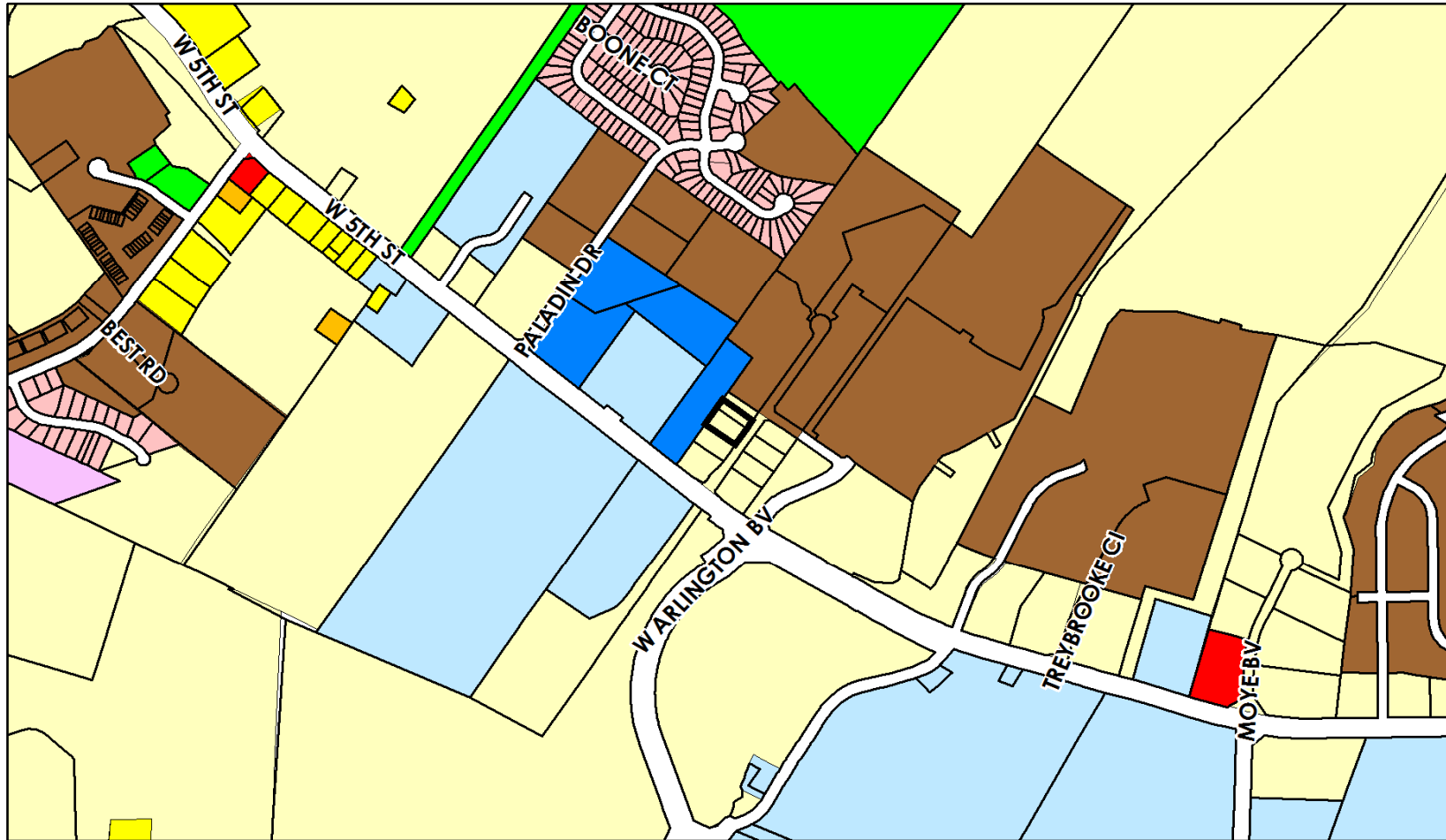
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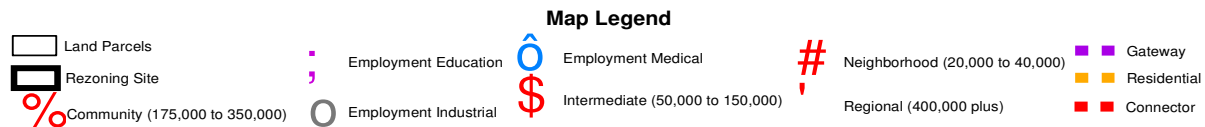
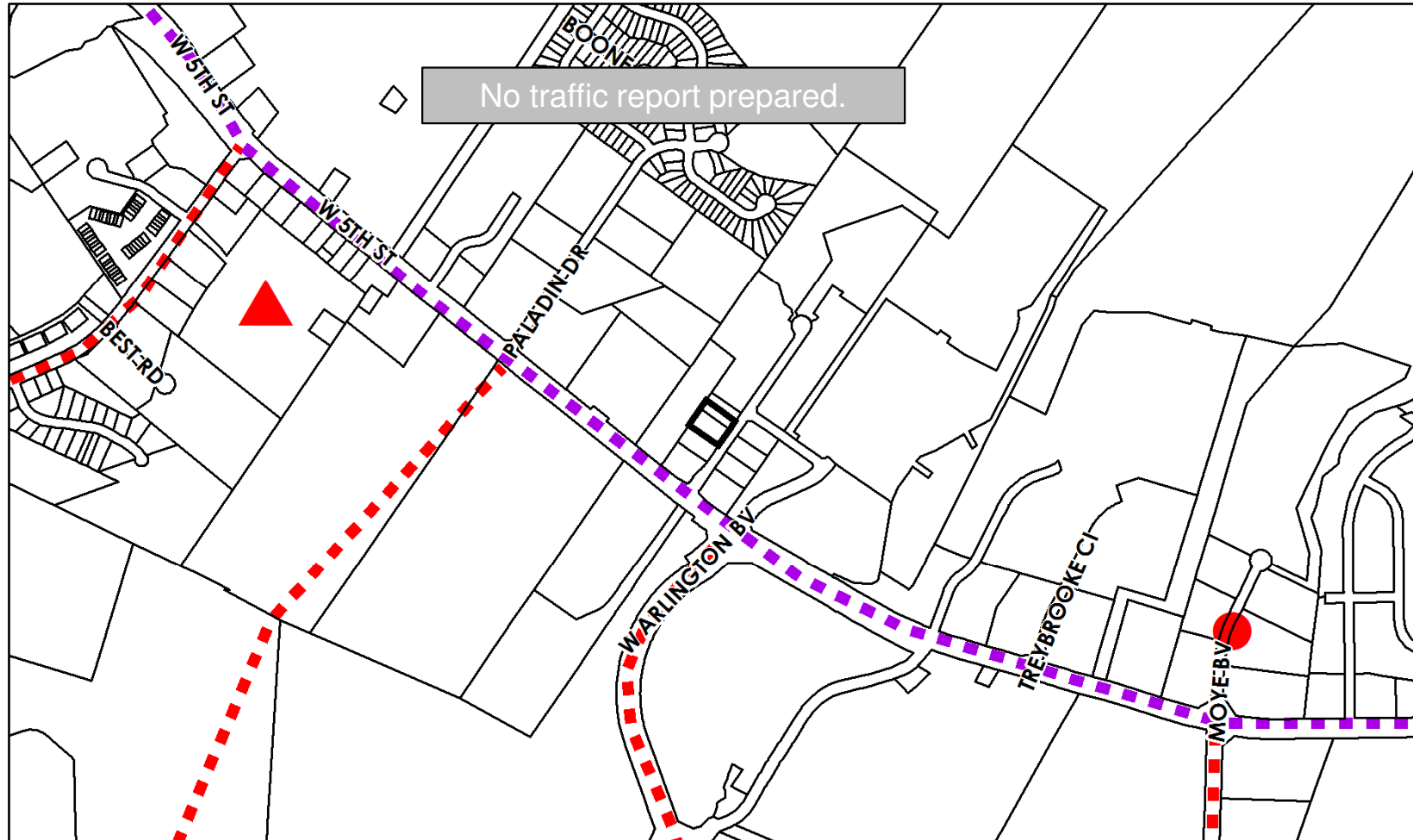
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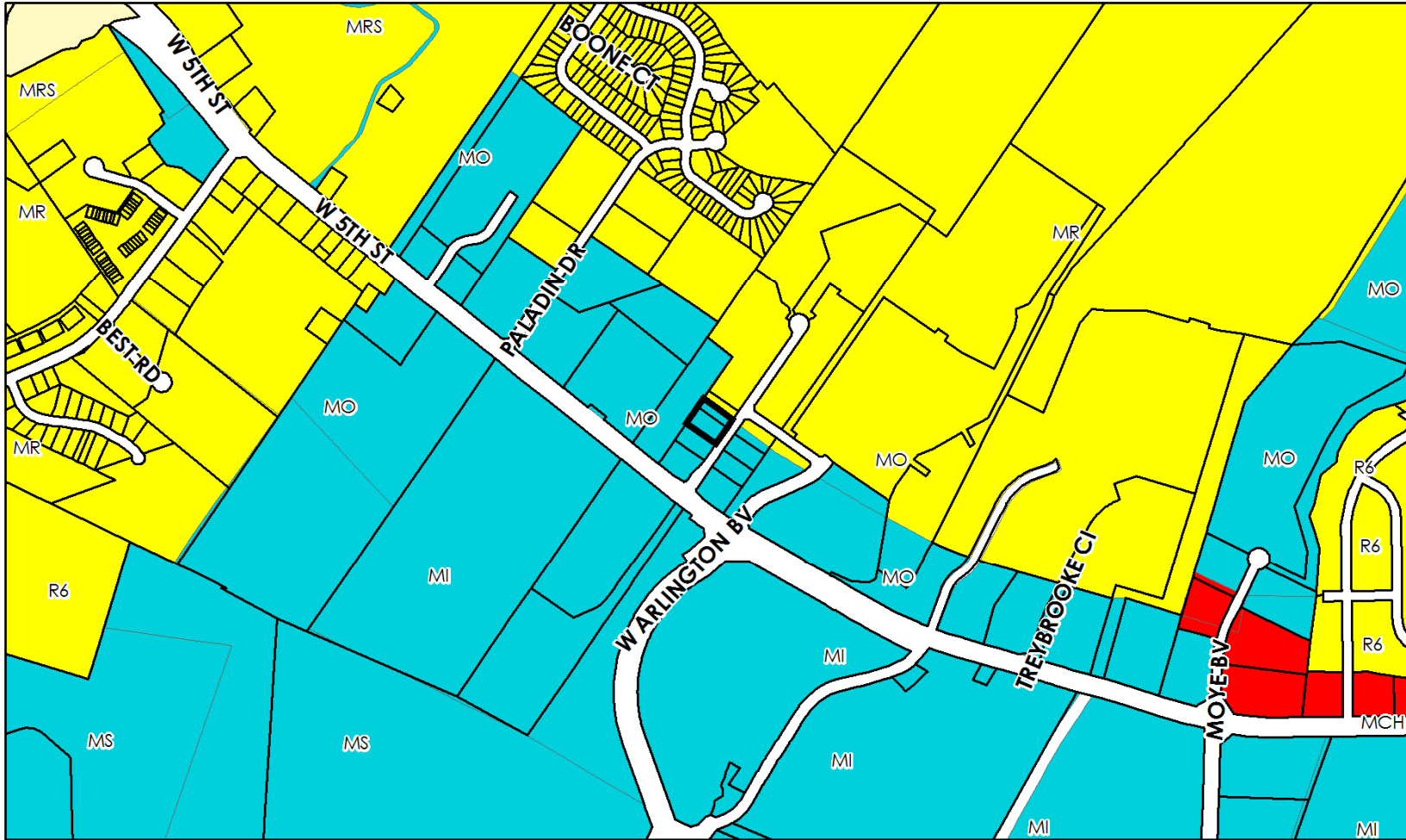


Map Legend

 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





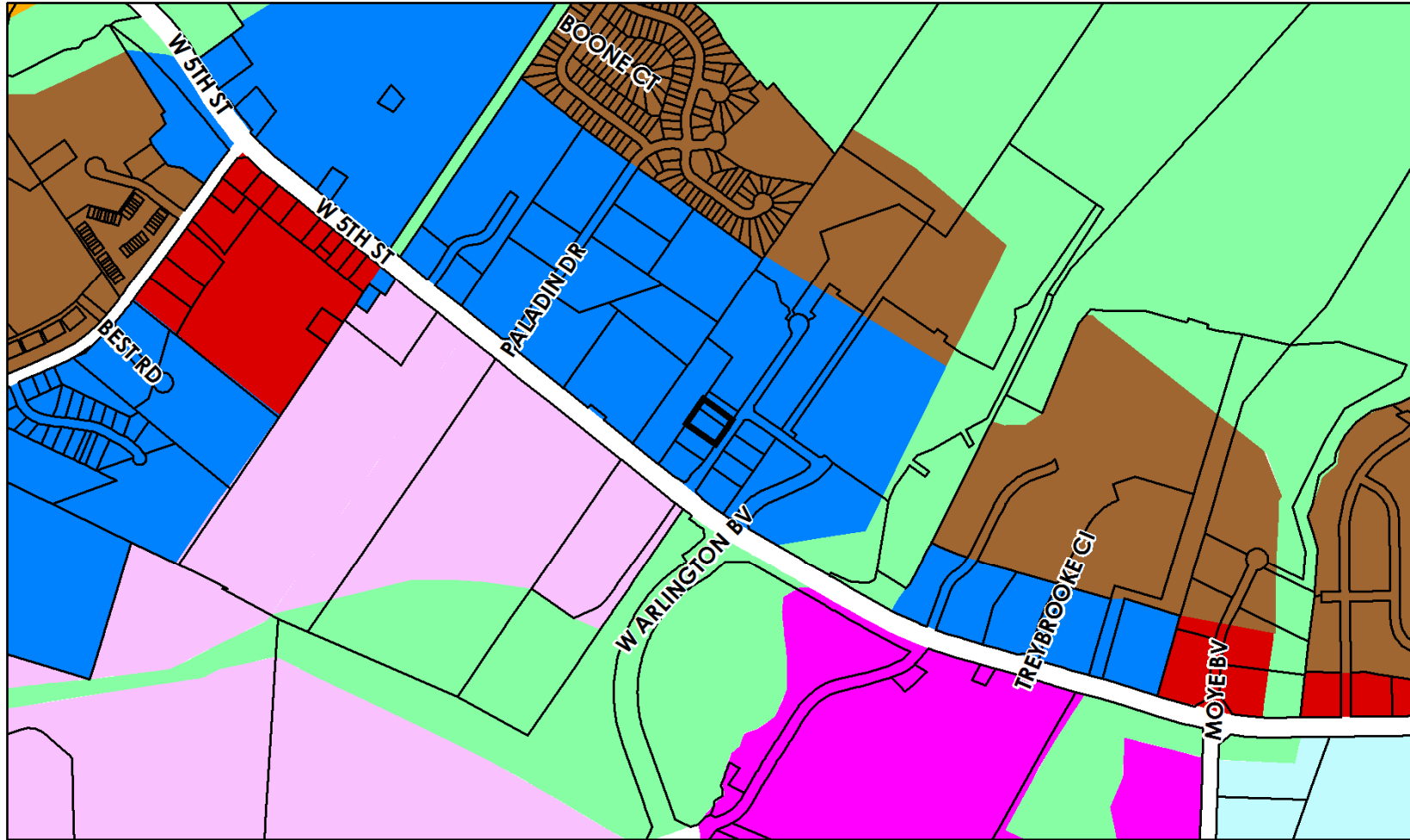


Map Legend

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



Future Land Use Plan Map

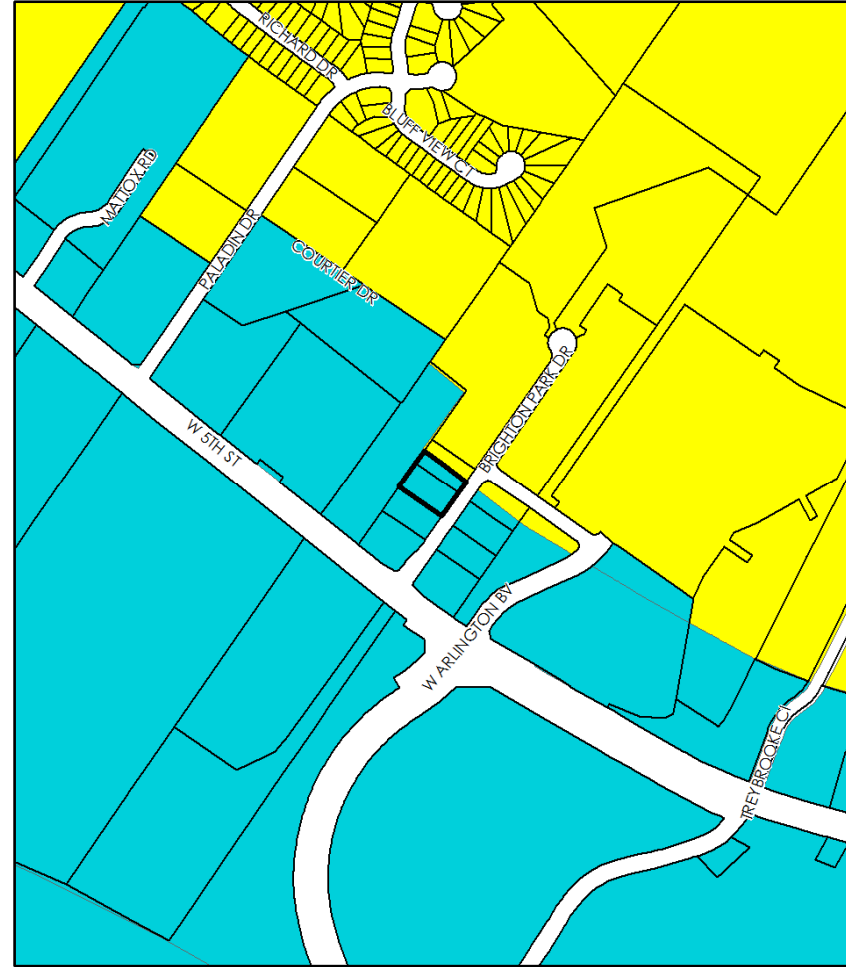
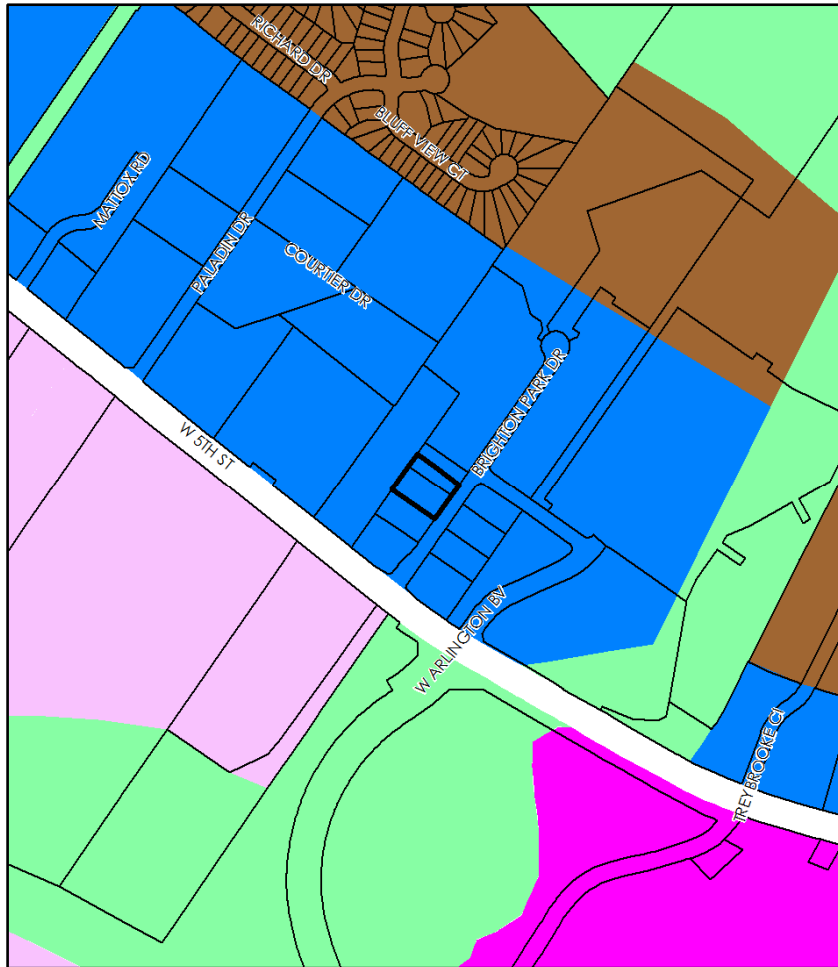


Map Legend

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	



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Map Legend

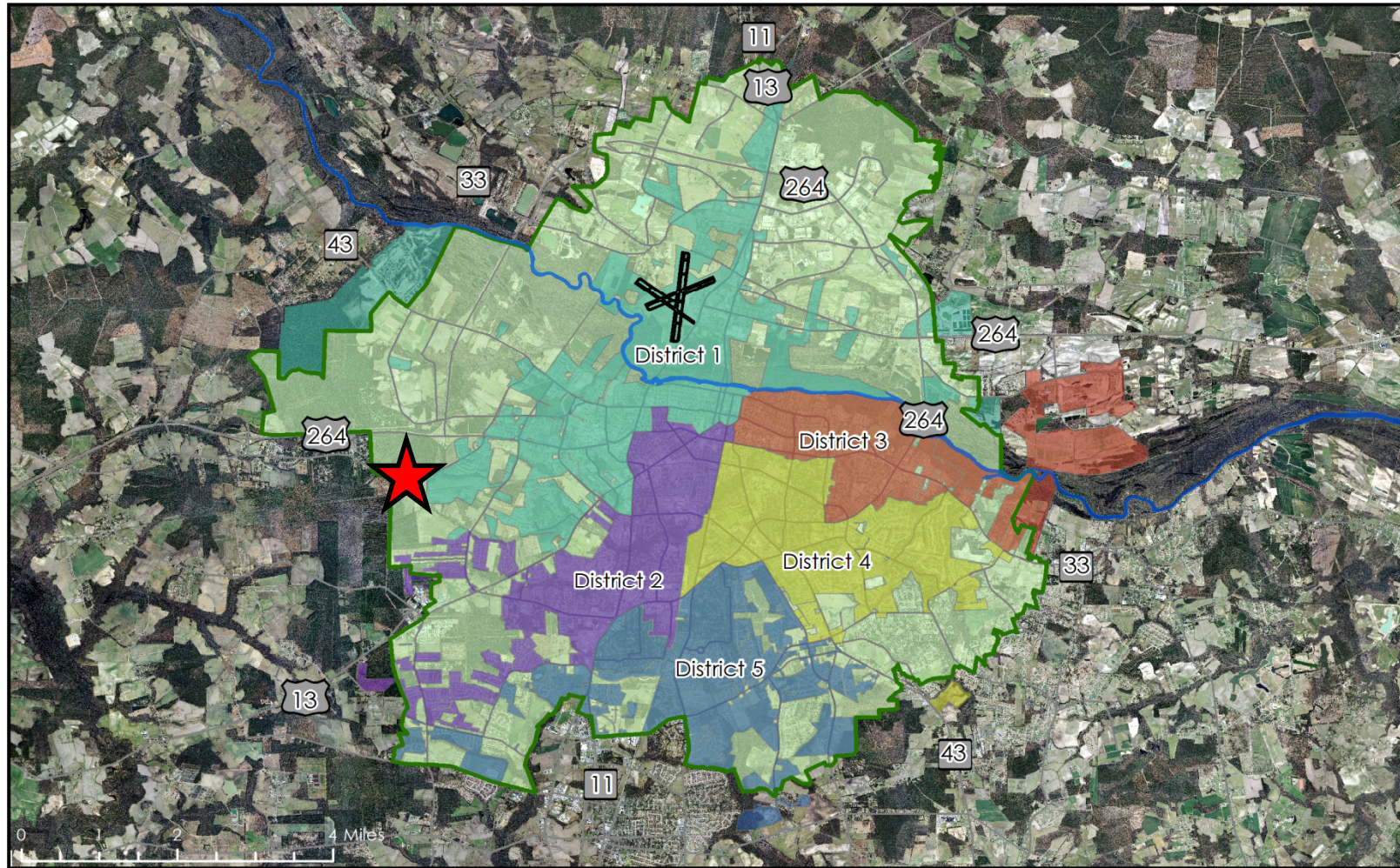
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Map Legend

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

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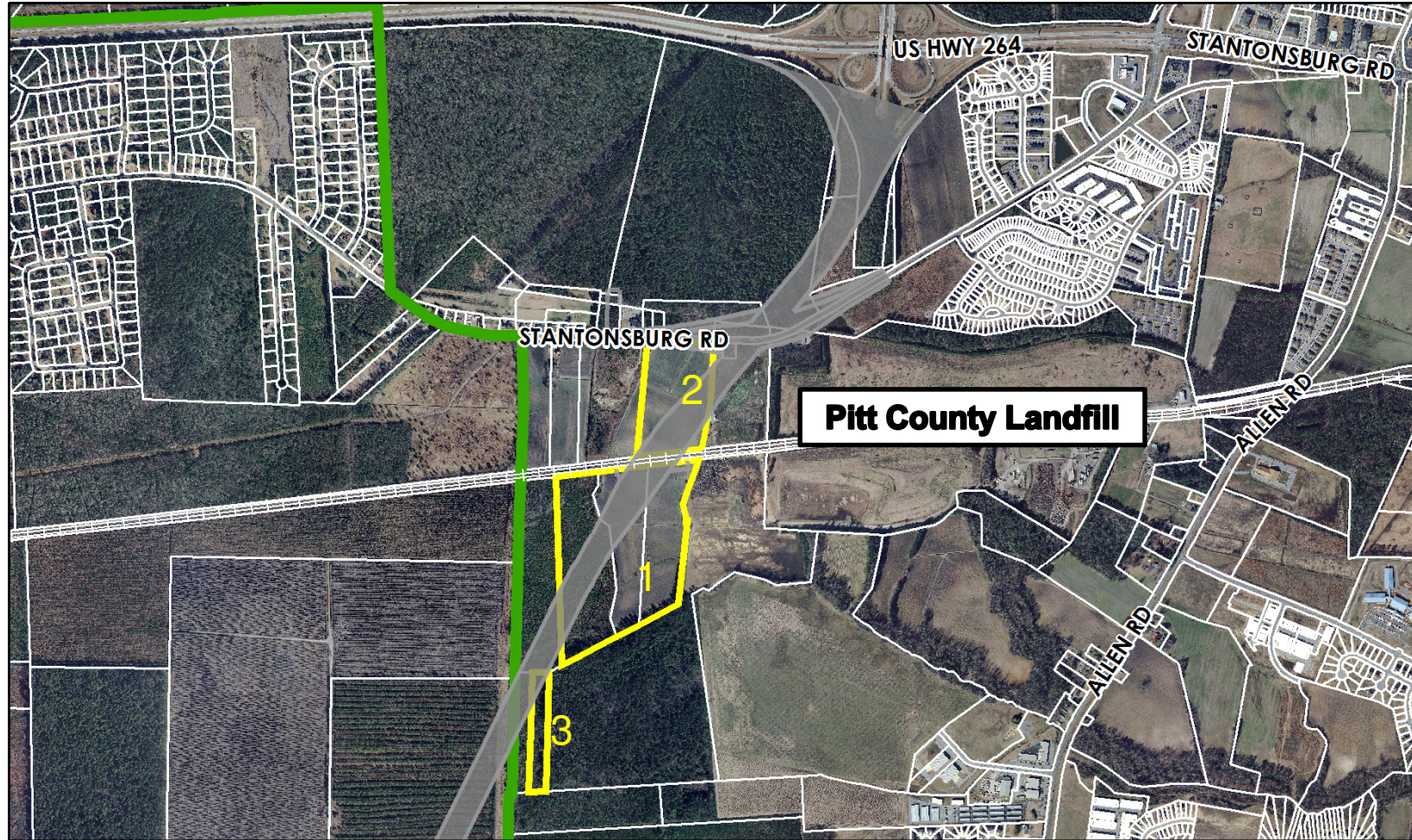
Item 4: Ordinance requested by Happy Trail Farms, LLC to rezone 67.652 acres located south of Stantonsburg Road and west of Pitt County Landfill from RA20 (Residential-Agricultural) to I (Industry) and IU (Unoffensive Industry)



Map Legend

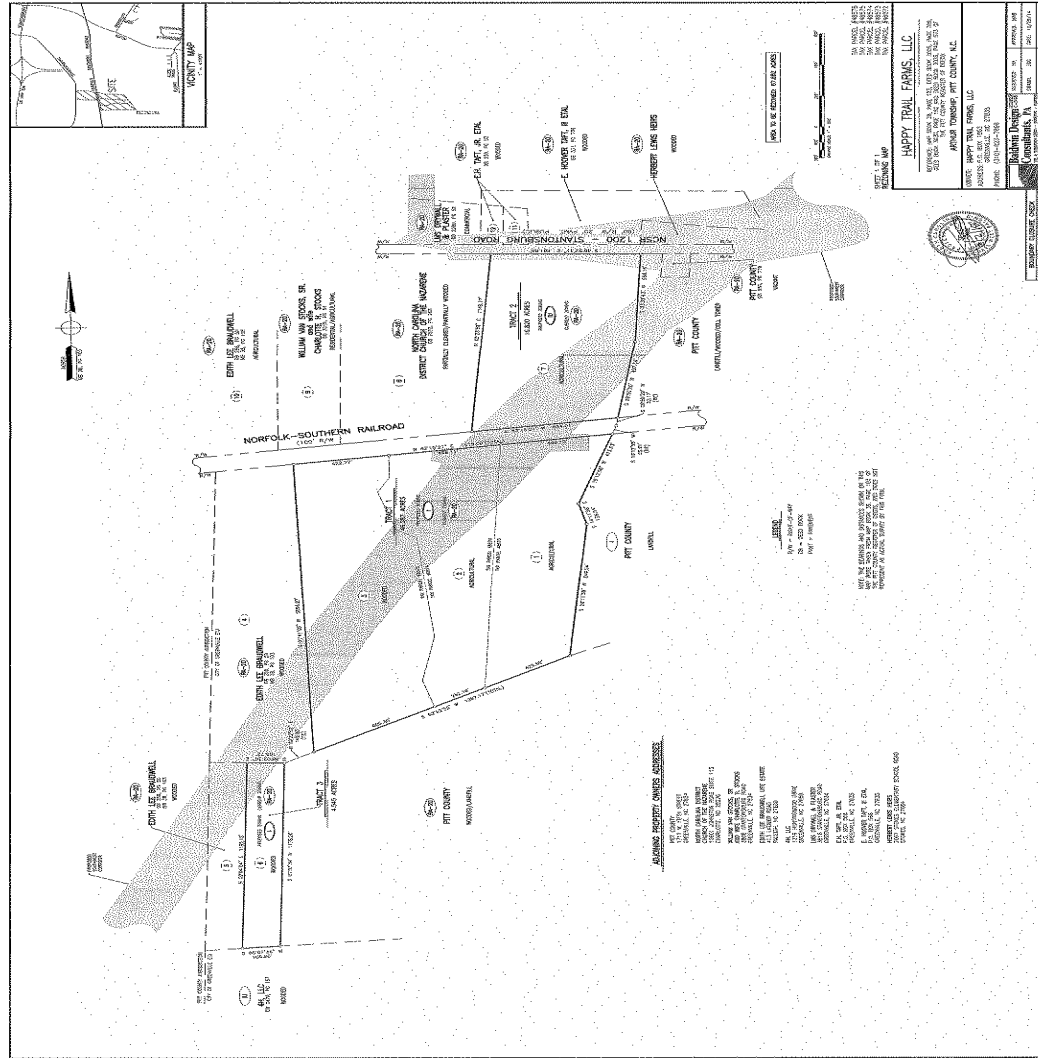
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 Pitt-Greenville Airport (PGV)	 District 2	 District 5
 Tar River	 District 3	





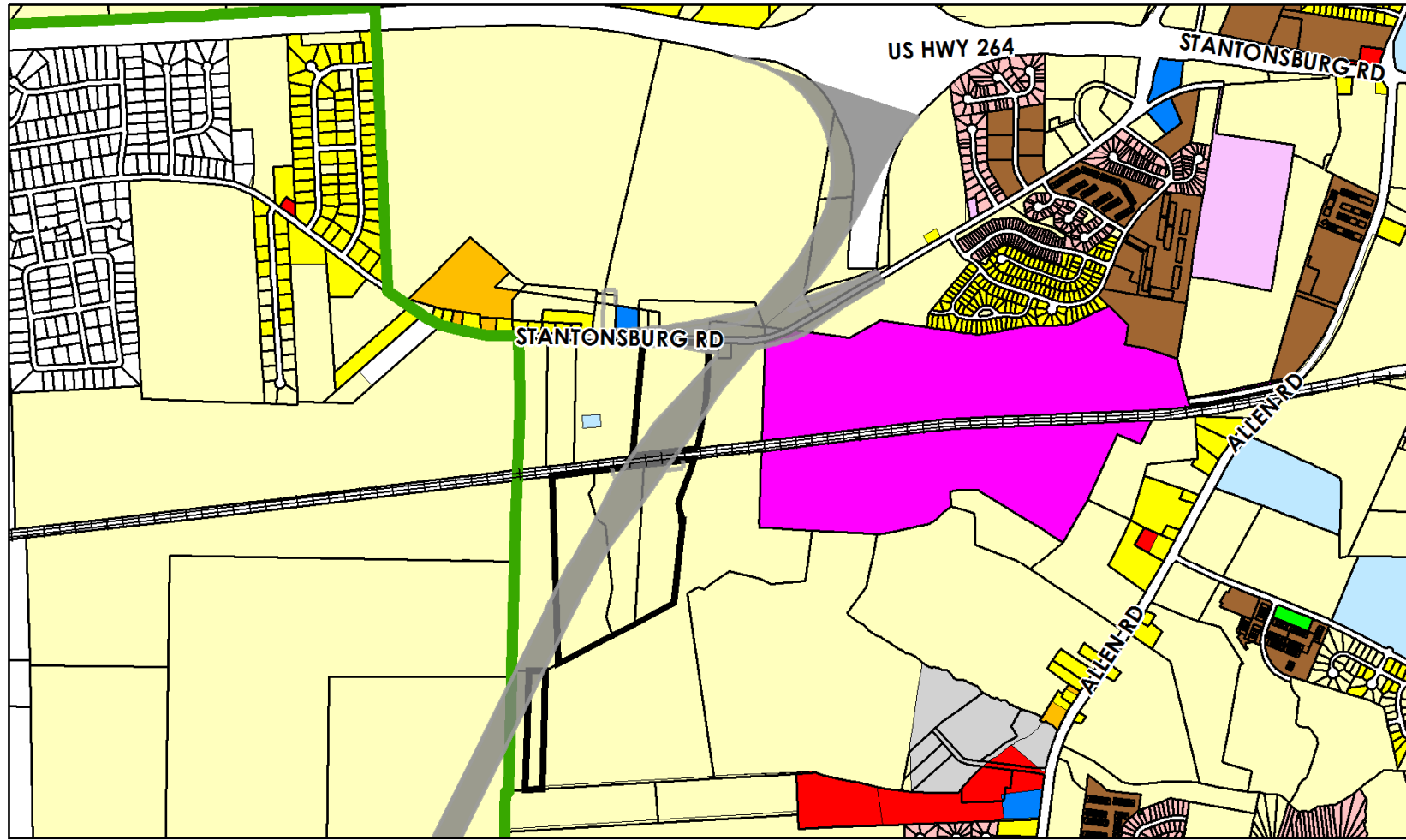
Map Legend
Land Parcels Rezoning Site







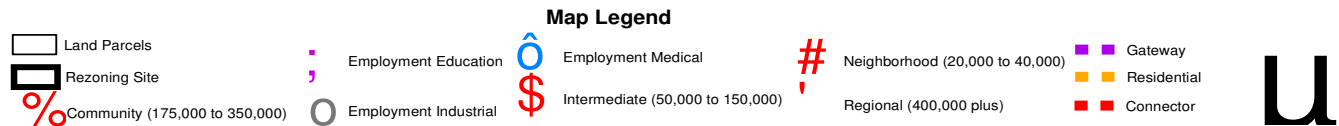
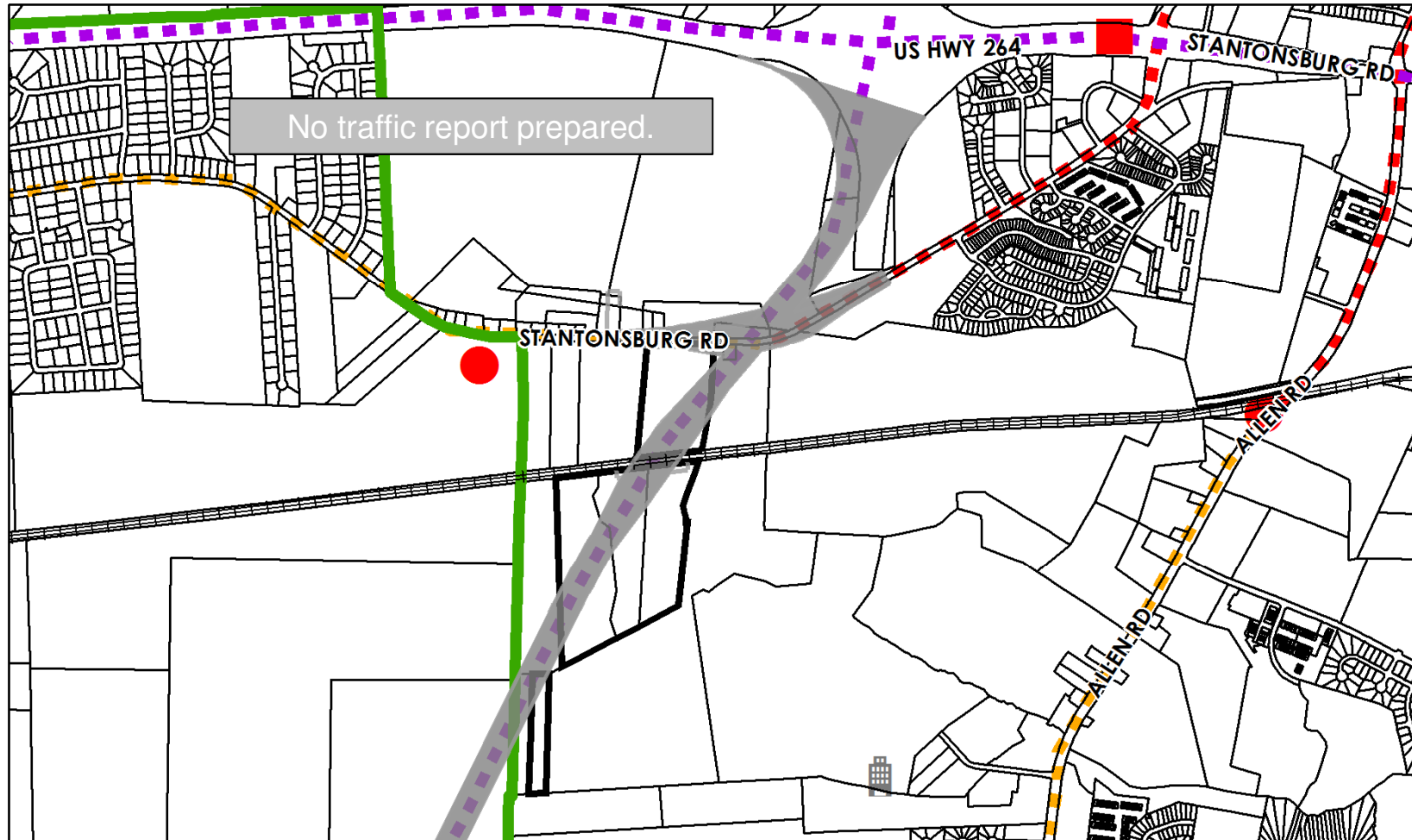
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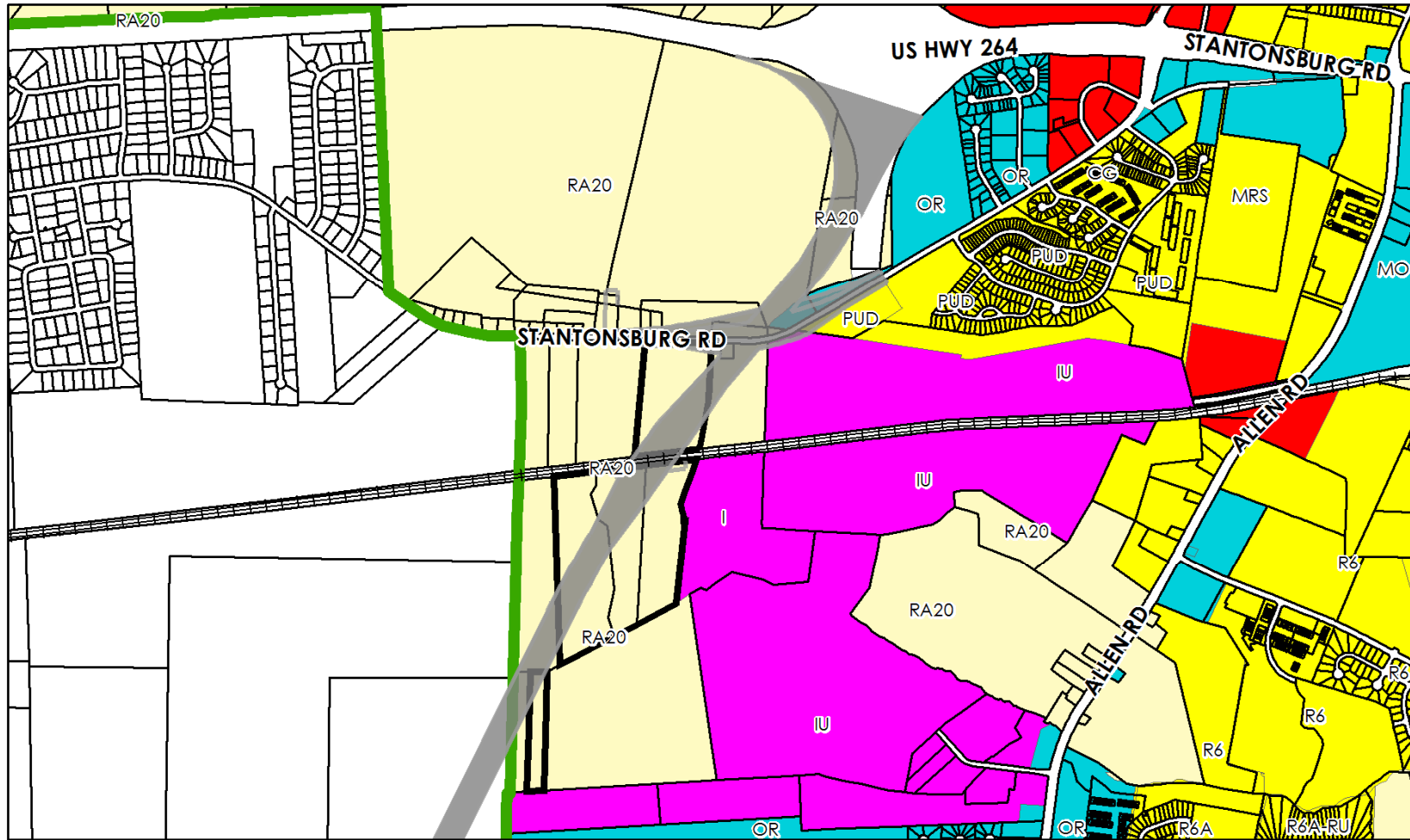


Map Legend








 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



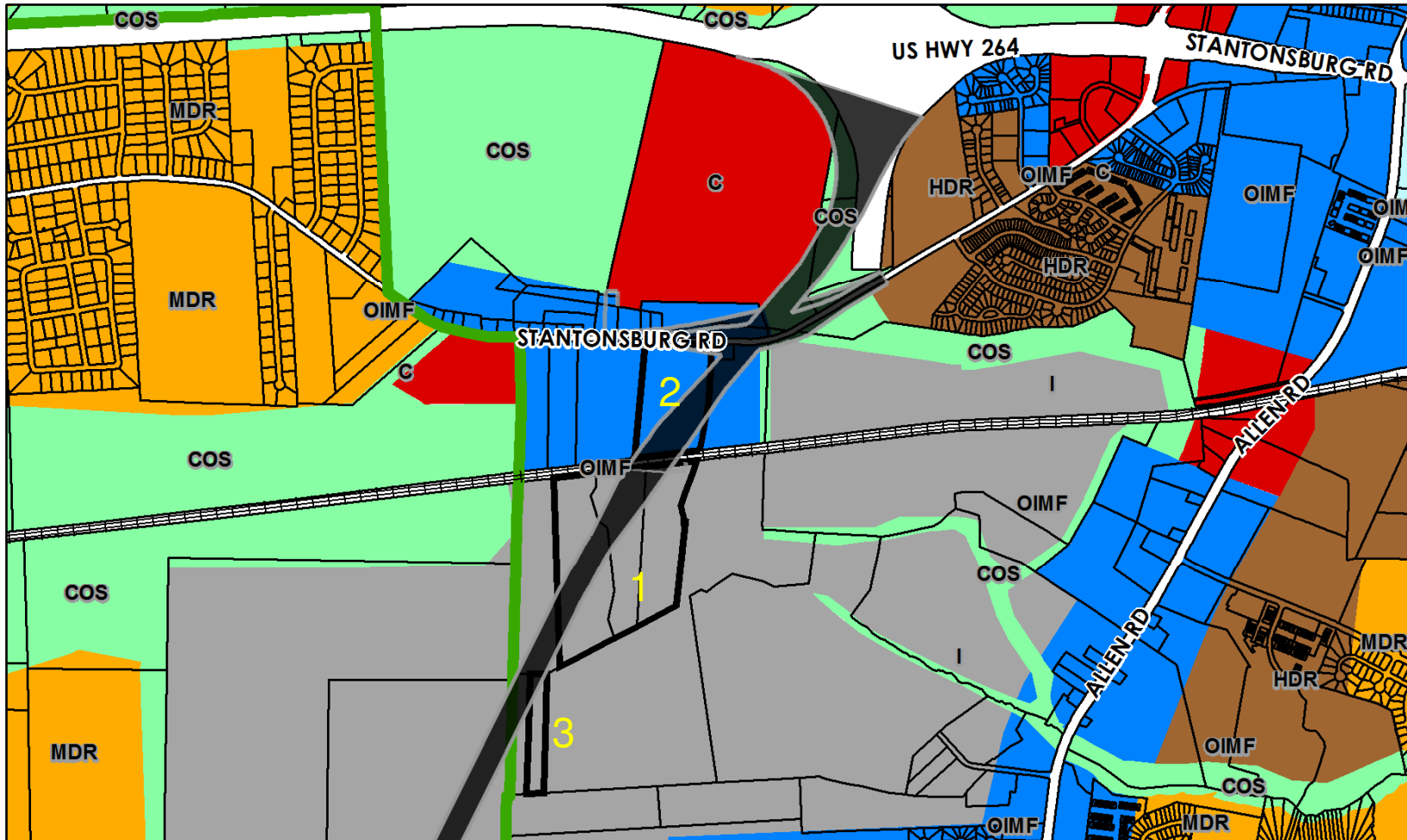




Map Legend

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





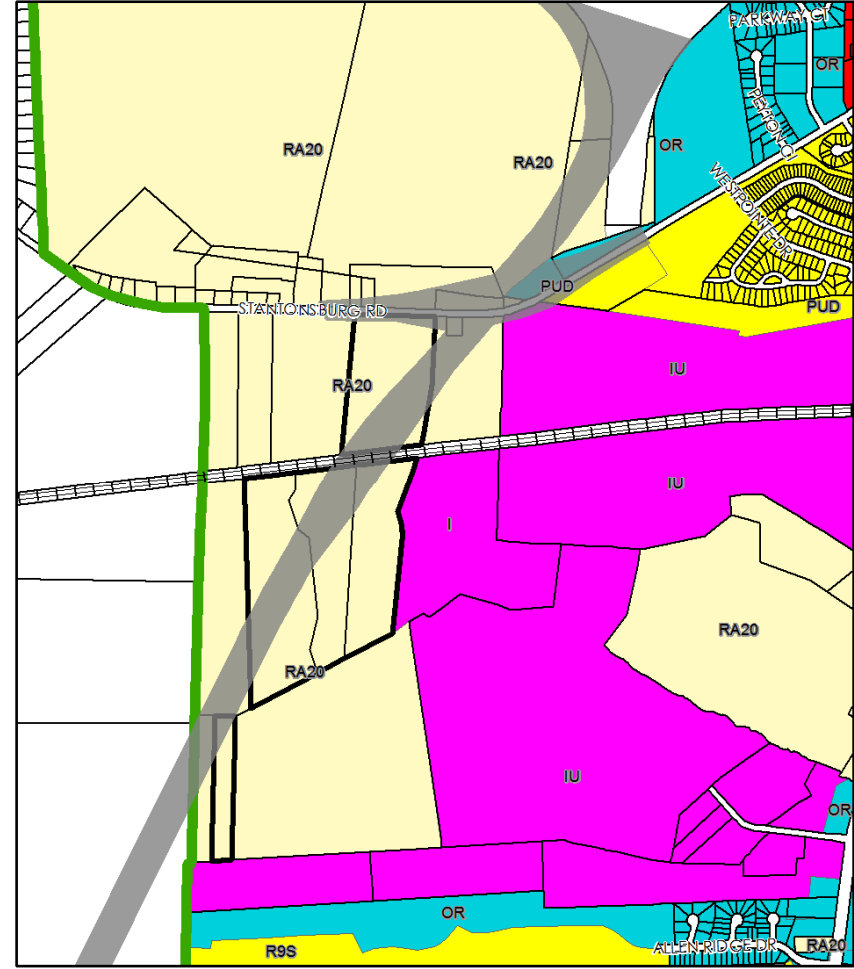
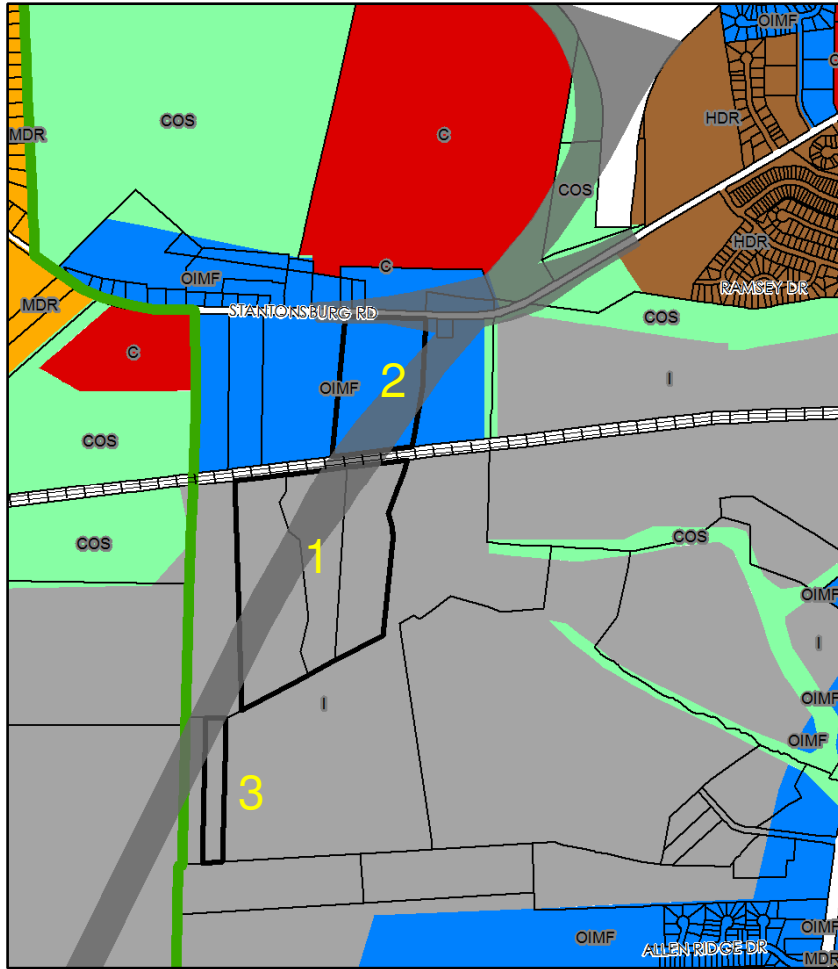
Map Legend

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	



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Future Land Use Plan/Zoning Maps



Map Legend

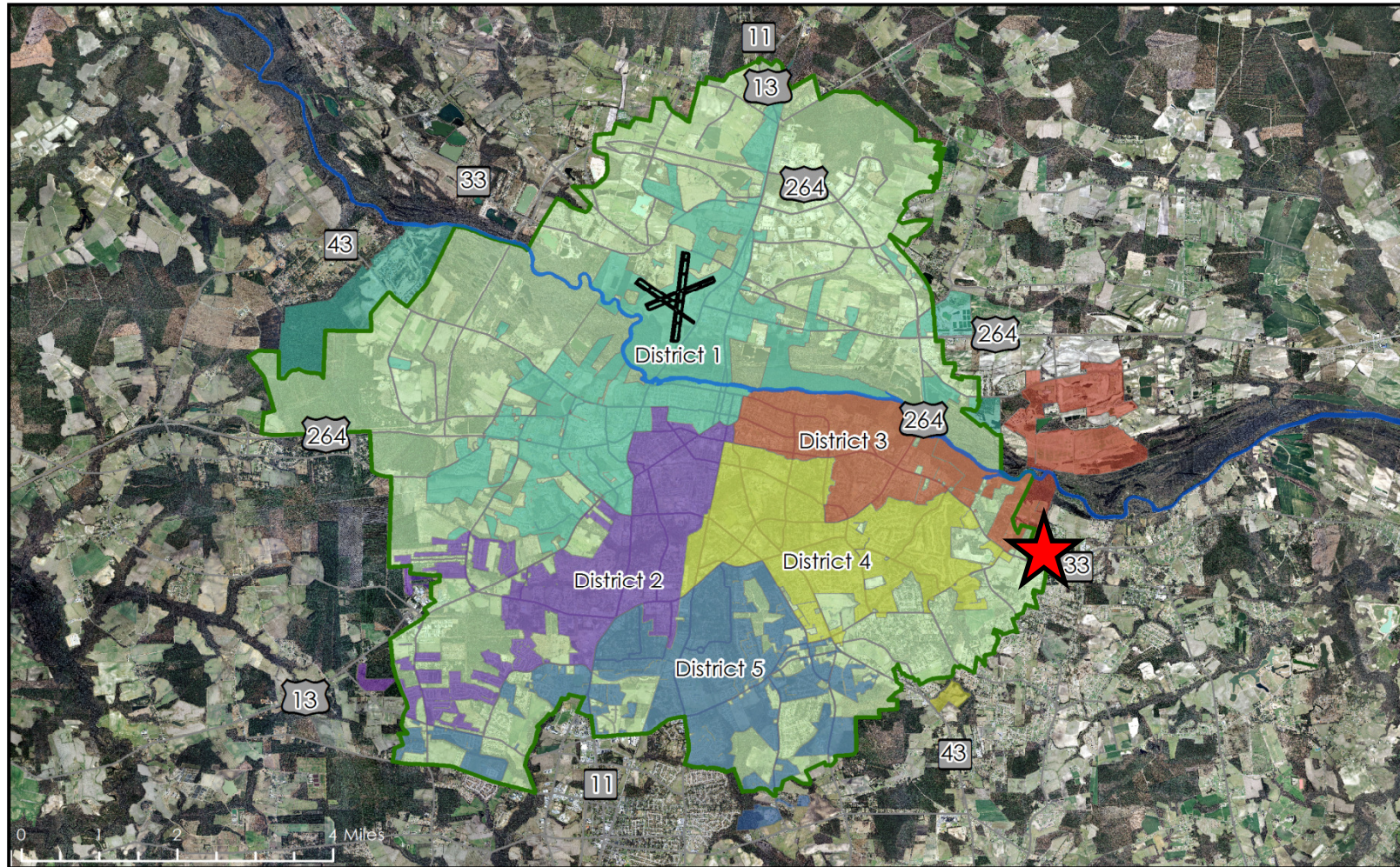
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Map Legend

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

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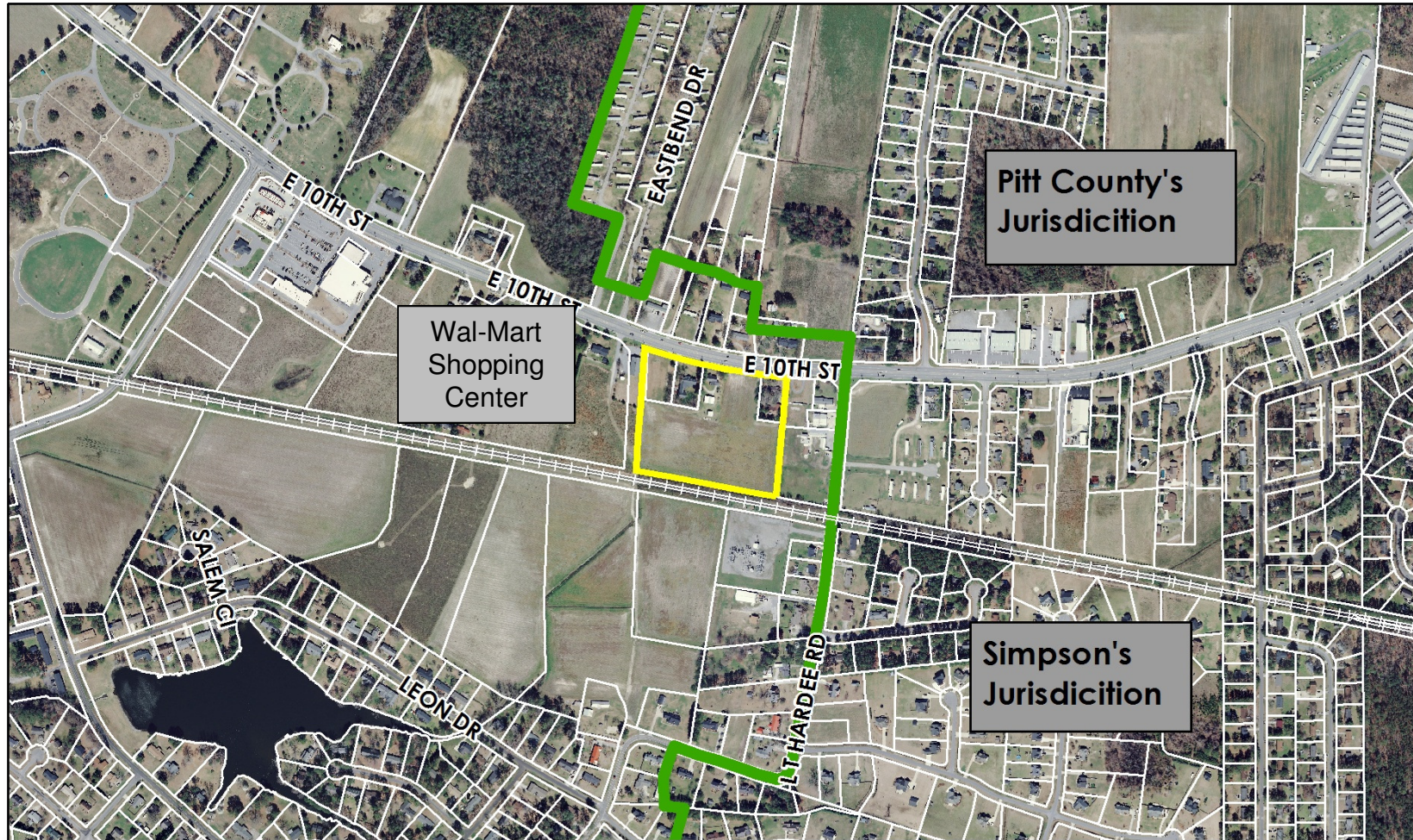
Item 5: Ordinance requested by Hardee 3 Enterprises, Incorporated to rezone 9.816 acres located along the southern right-of-way of East 10th Street and 275+ feet west of L. T. Hardee Road from RA20 (Residential-Agricultural) to CG (General Commercial)



Map Legend

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

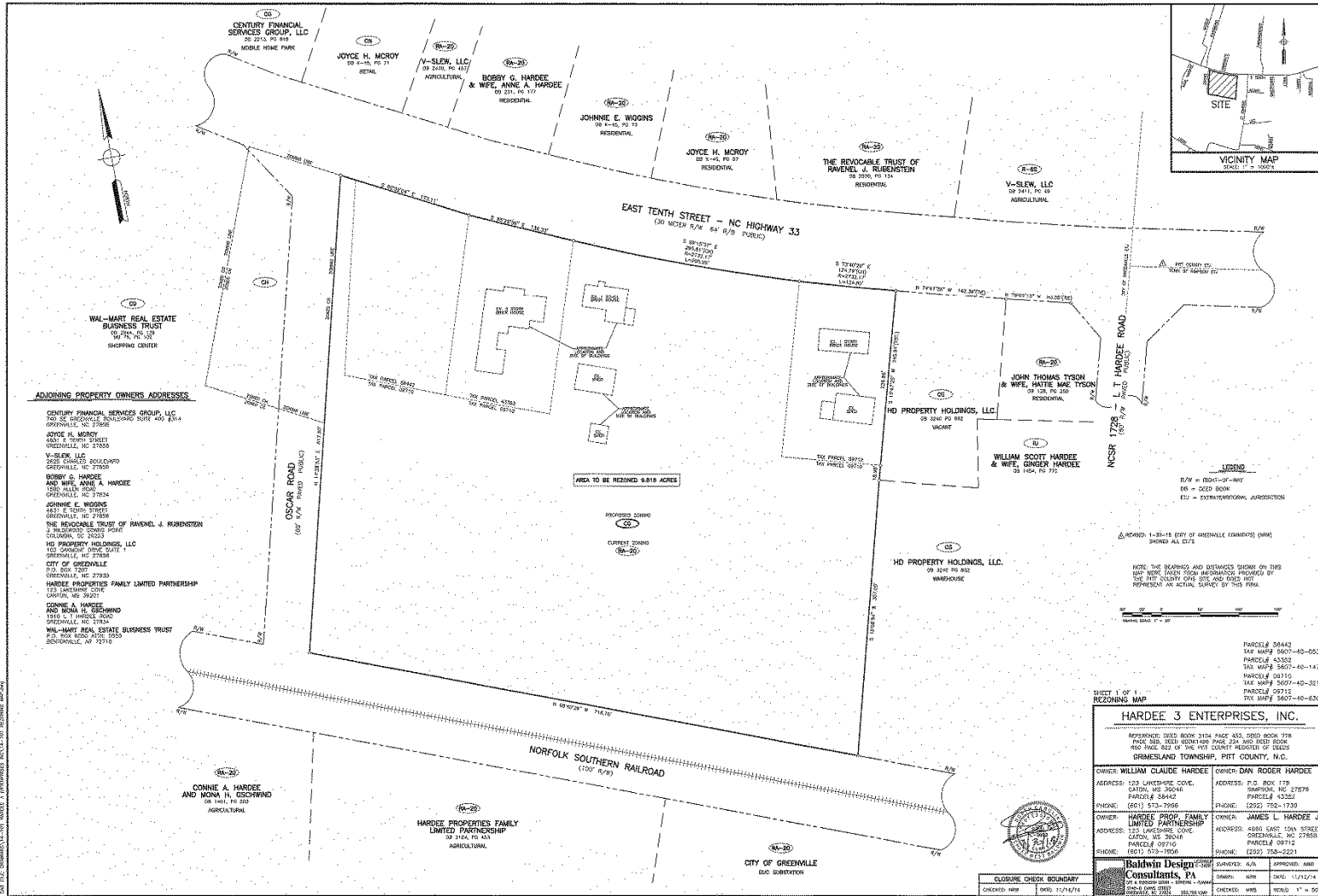




Map Legend

-  Land Parcels
-  Rezoning Site

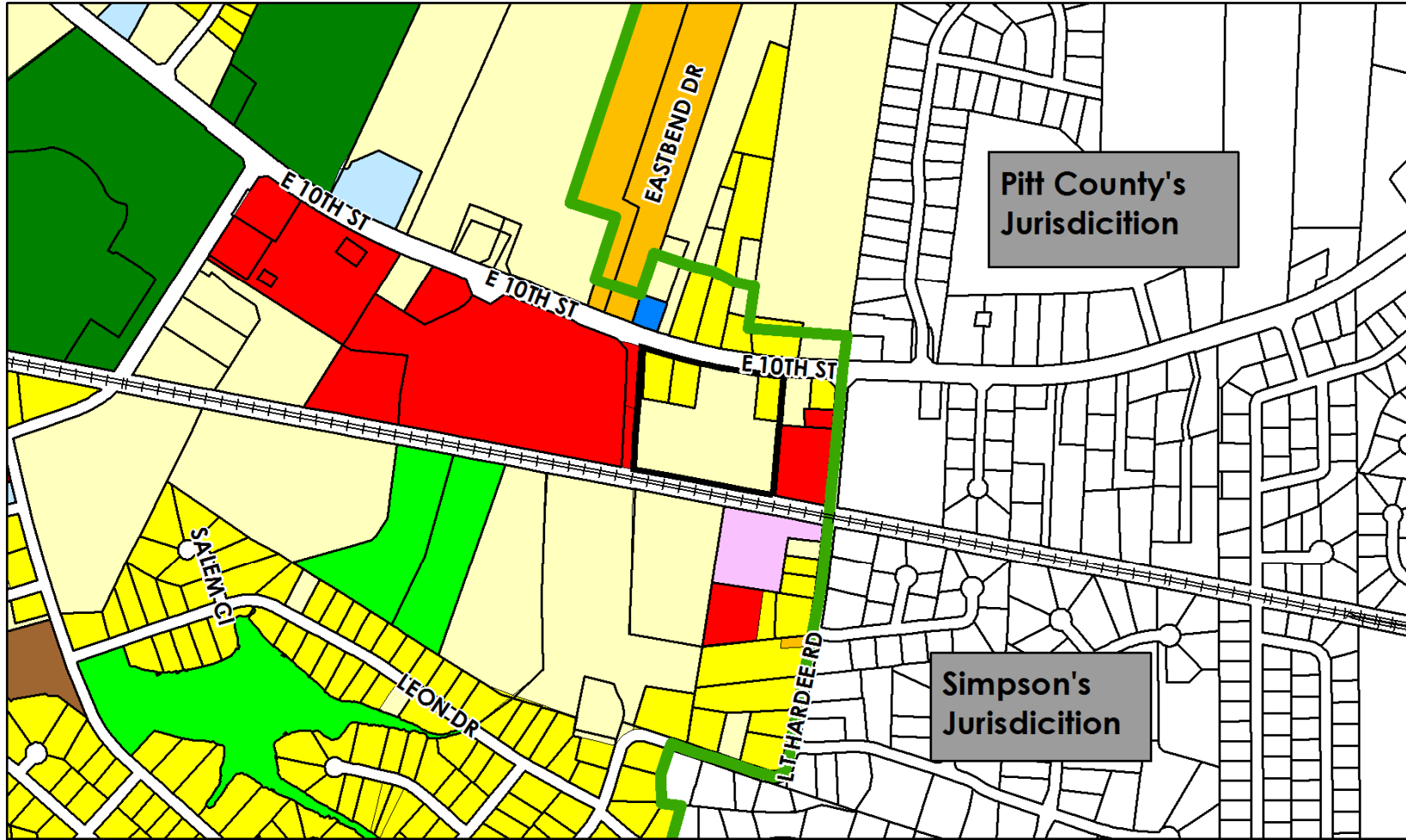




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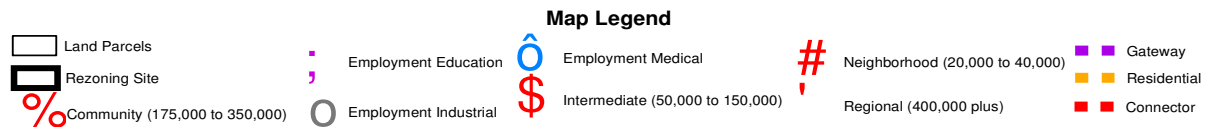
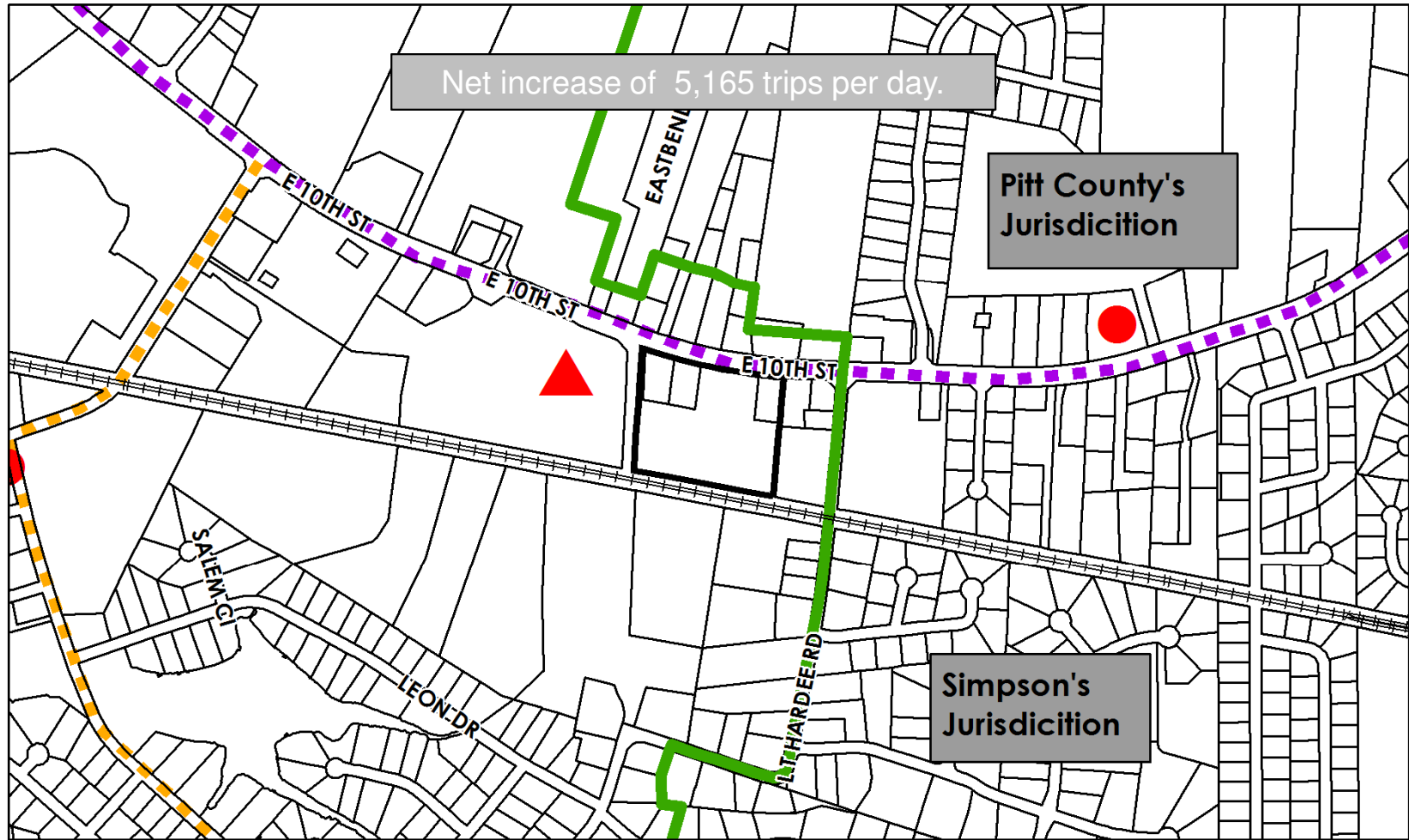


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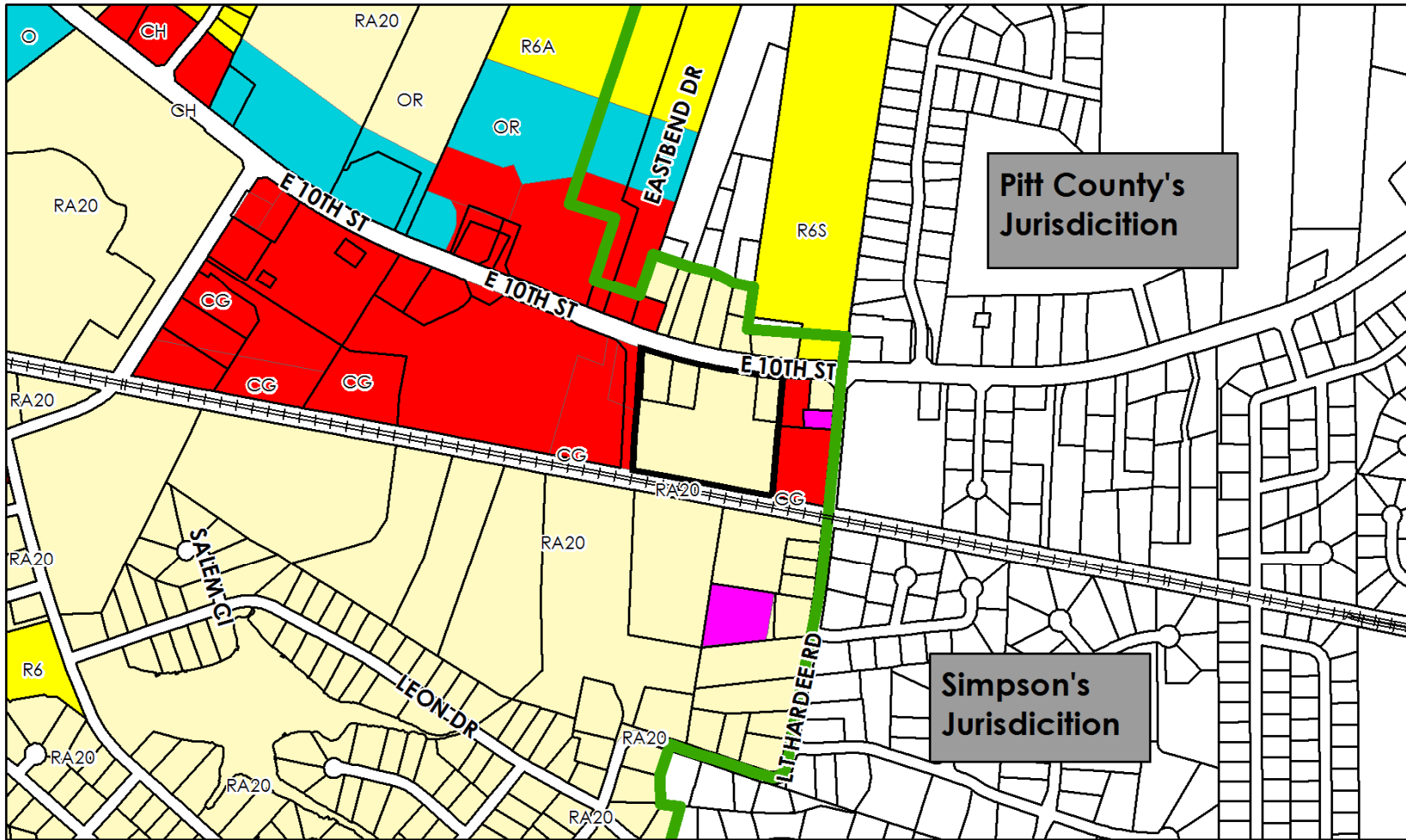
Land Parcels	Cemetery	Industrial	Mobile Home	Office	Single Family
Rezoning Site	Commercial	Institutional	Mobile Home Park	Public Parking	Utility
	Duplex	Landfill	Multi-Family	Recreation	Vacant



Corridor and Focus Area



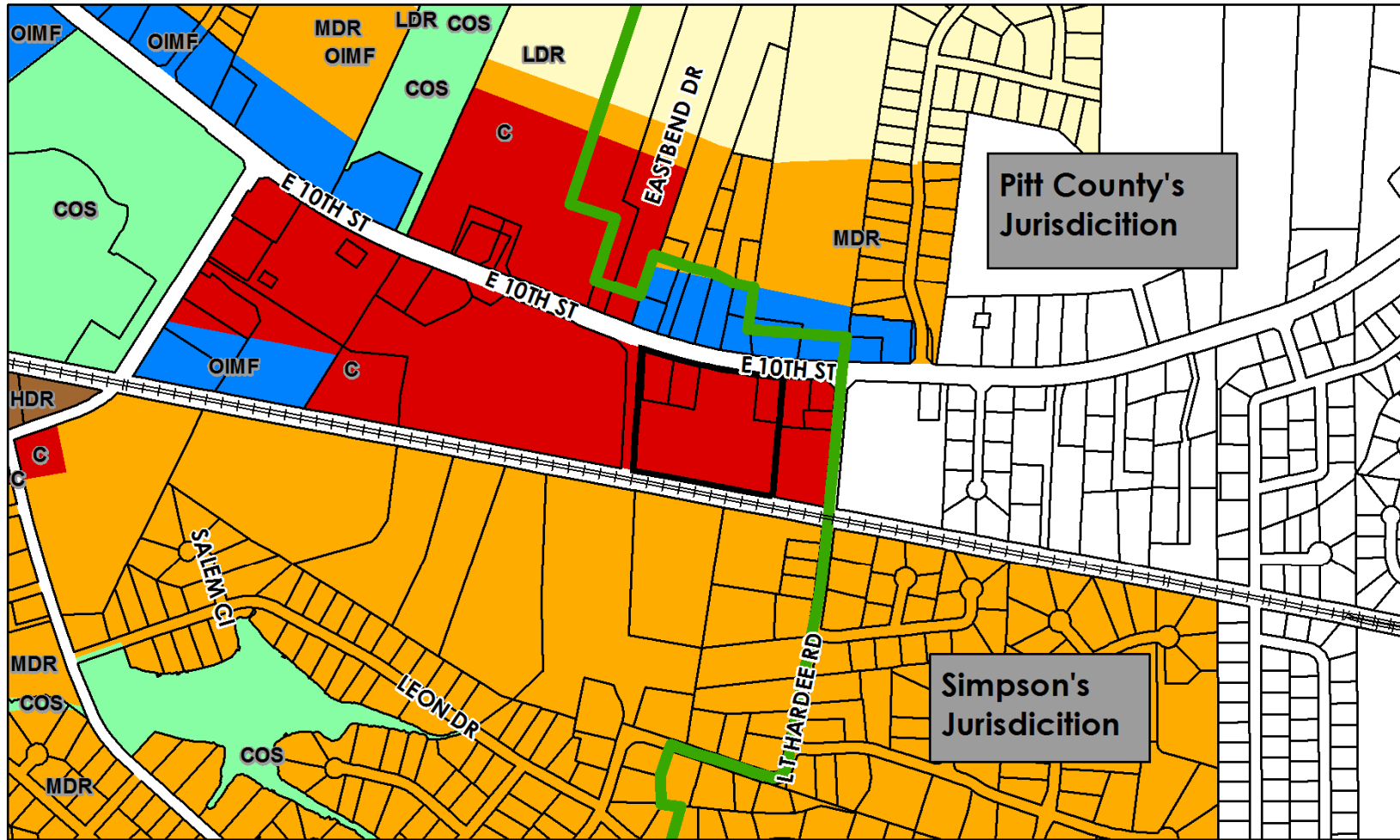
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Map Legend

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

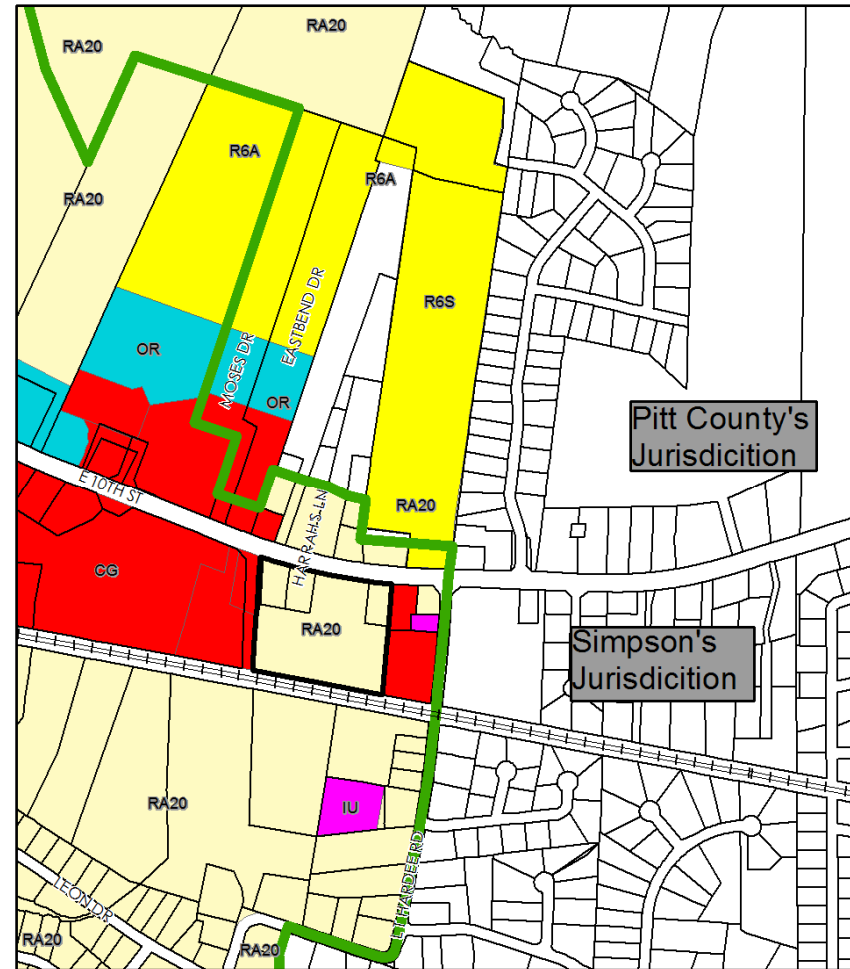
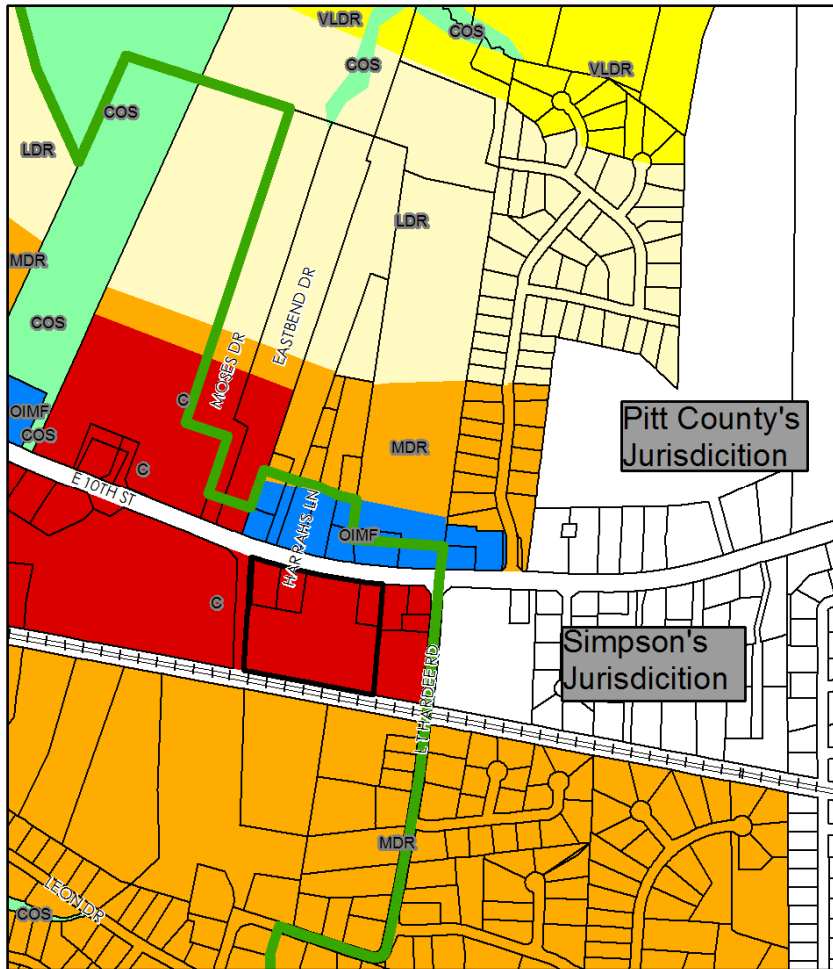




Map Legend

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	





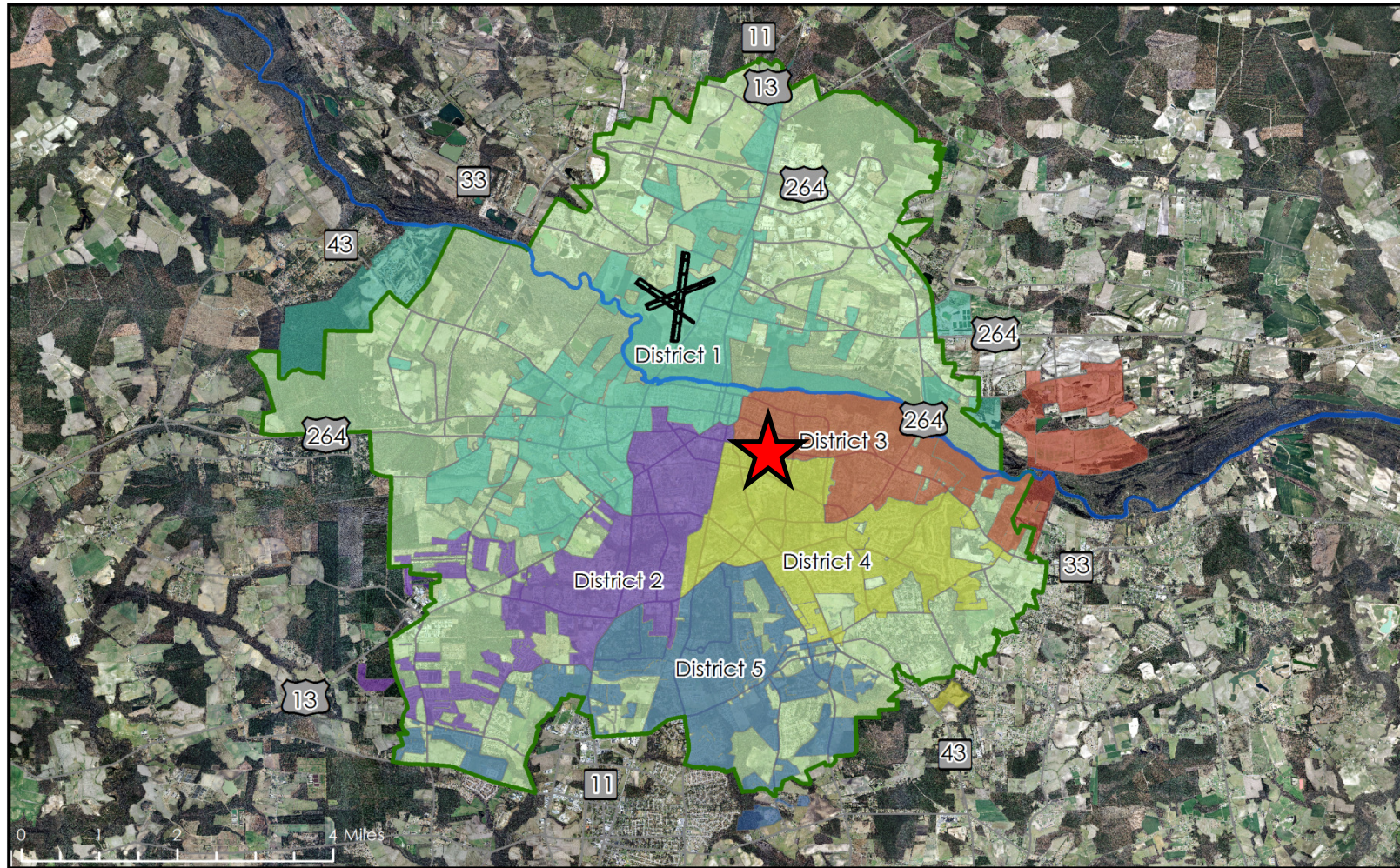
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Land Parcels	Rezoning Site	Commercial	Industrial	Office & Institutional	Residential
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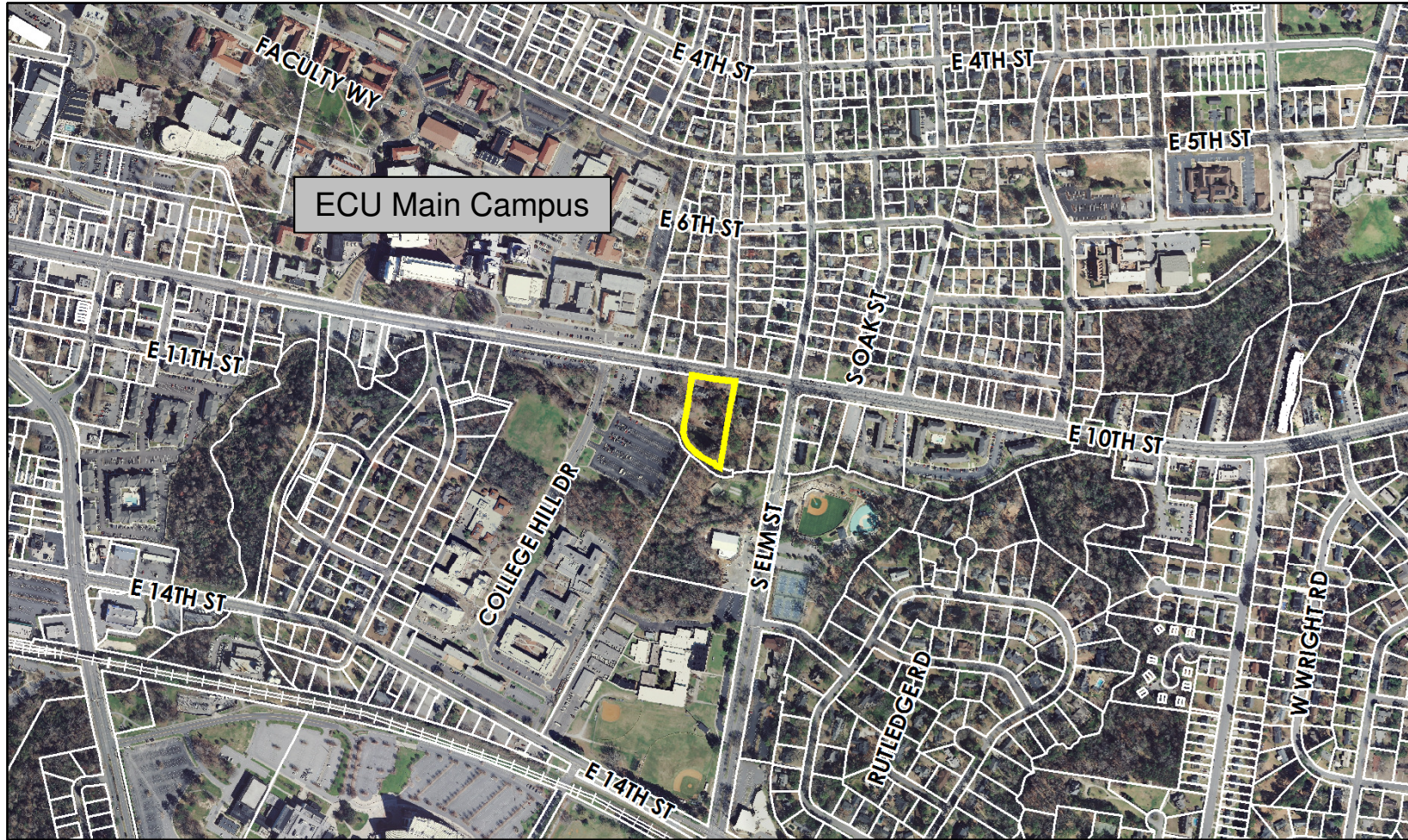
Item 6: Ordinance requested by Ward Holdings, LLC to rezone 2.0361 acres located along the southern right-of-way of East 10th Street and 270+ feet west of Elm Street from R9 (Residential [Medium Density Multi-family]) to R6 (Residential [High Density Multi-family])



Map Legend

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

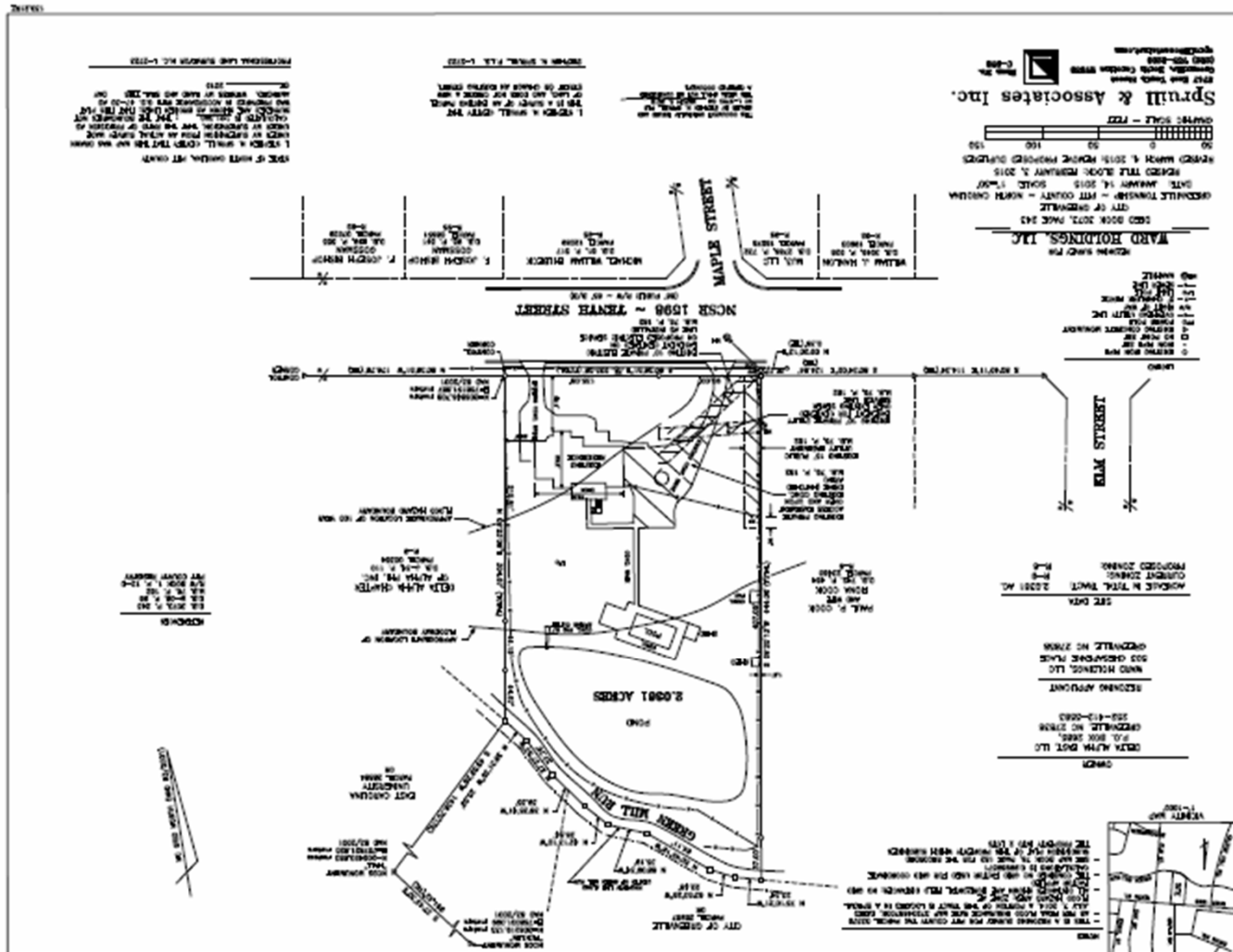




Map Legend

-  Land Parcels
-  Rezoning Site

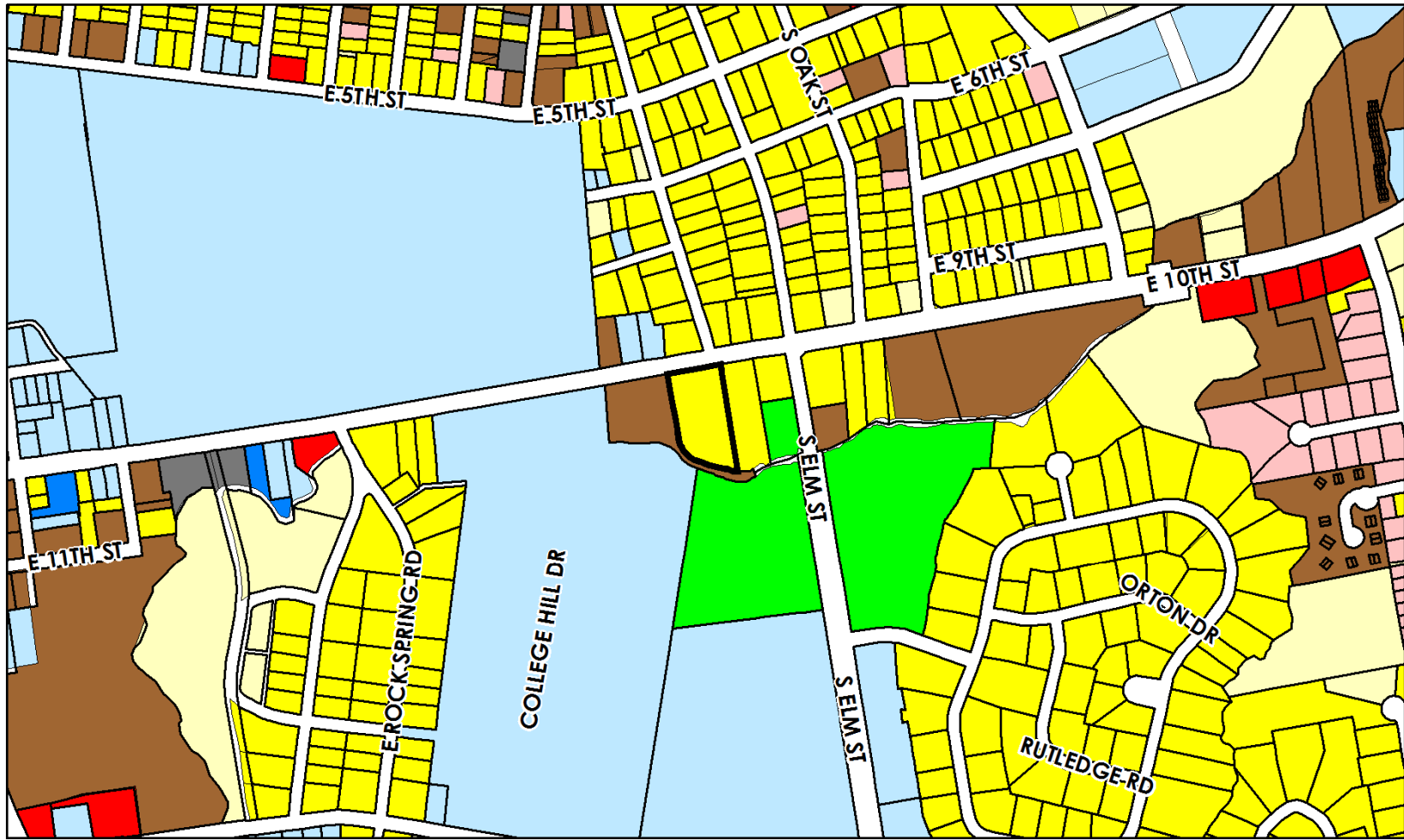




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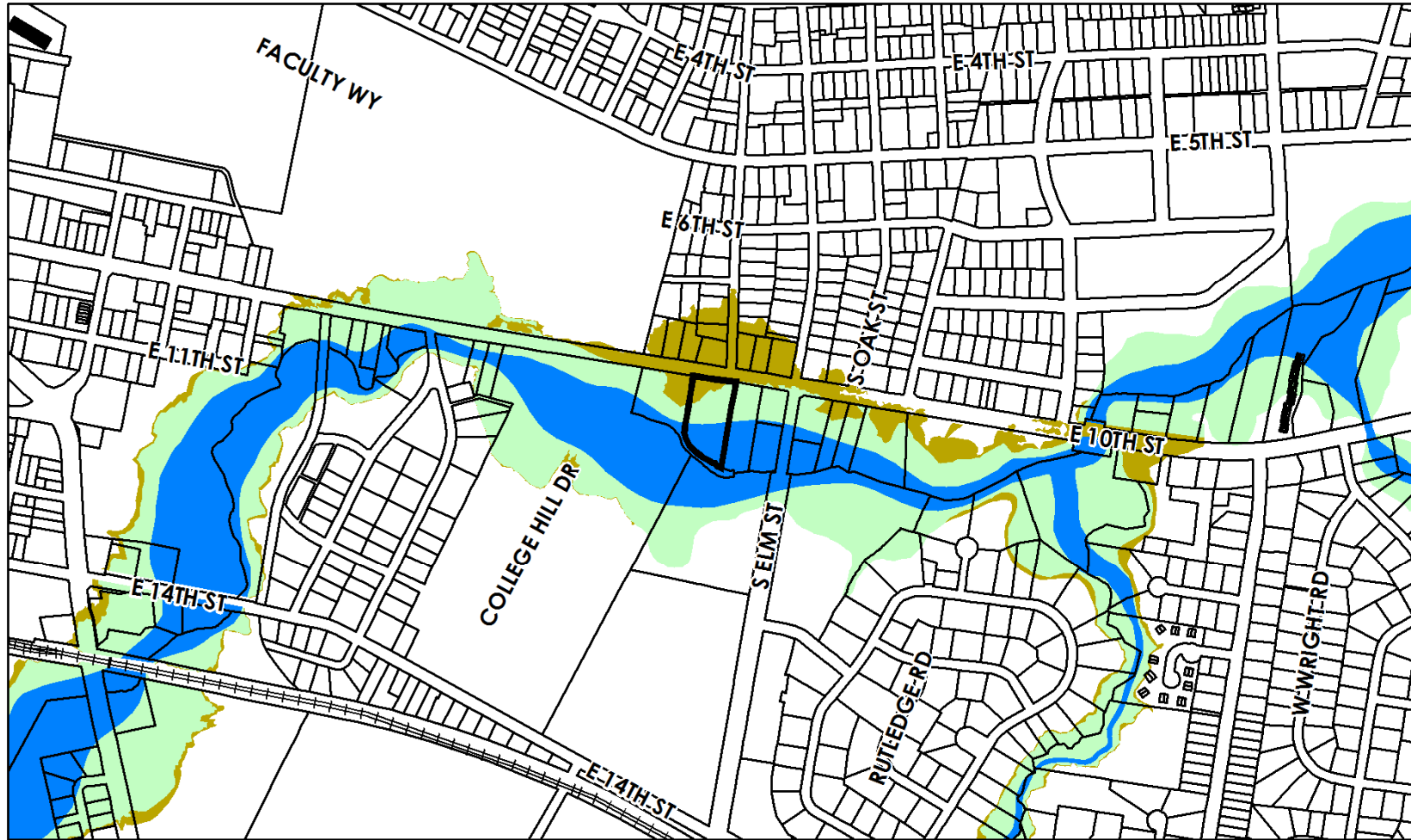
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

Map Legend

 Land Parcels	 Cemetery	 Industrial	 Mobile Home	 Office	 Single Family
 Rezoning Site	 Commercial	 Institutional	 Mobile Home Park	 Public Parking	 Utility
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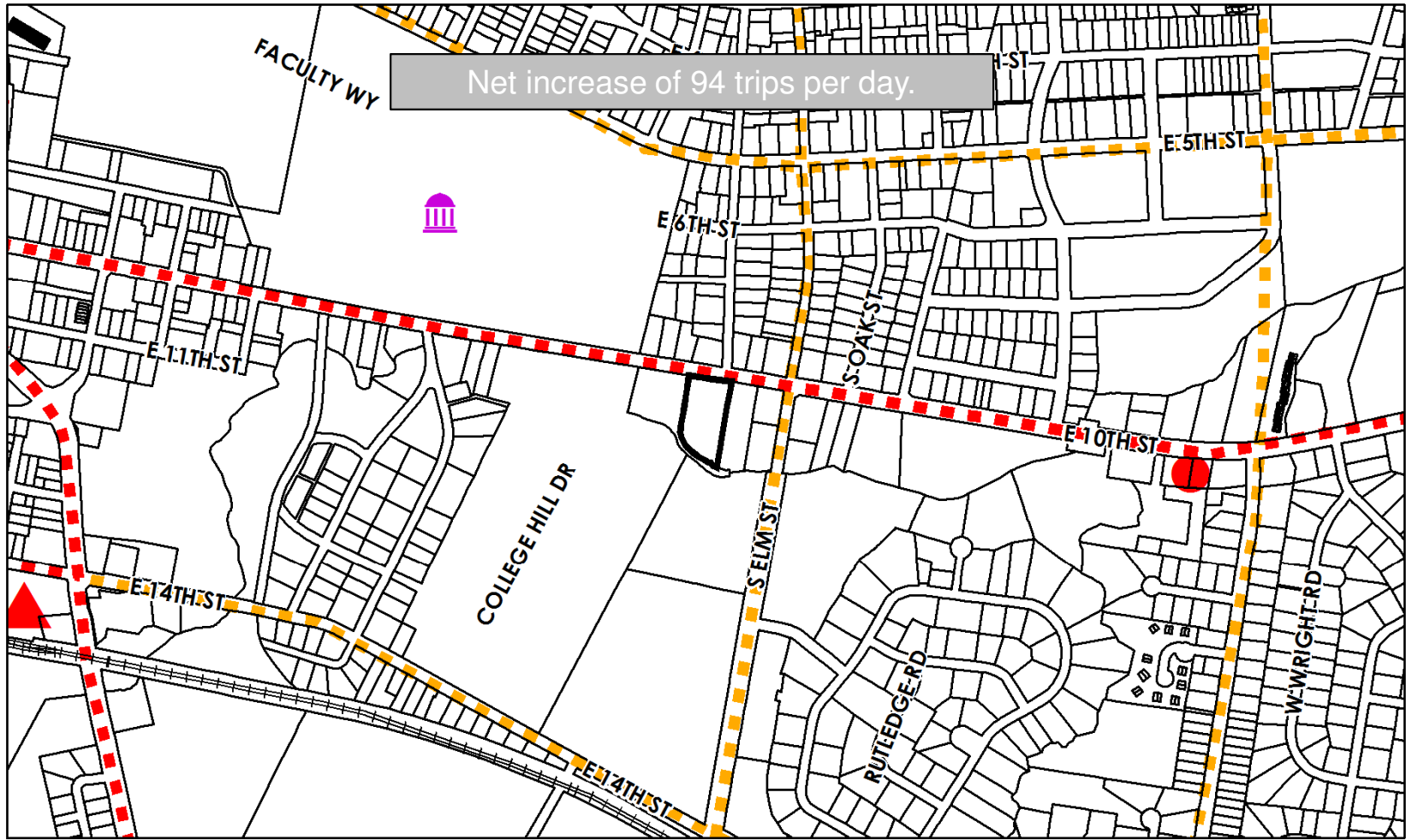














Legend

- | | | | | | |
|---|---------------|---|-------------|---|-------------------|
|  | Rezoning Site |  | A = 100 yr |  | AEFW = Floodway |
|  | Land Parcels |  | AE = 100 yr |  | SHADED X = 500 yr |



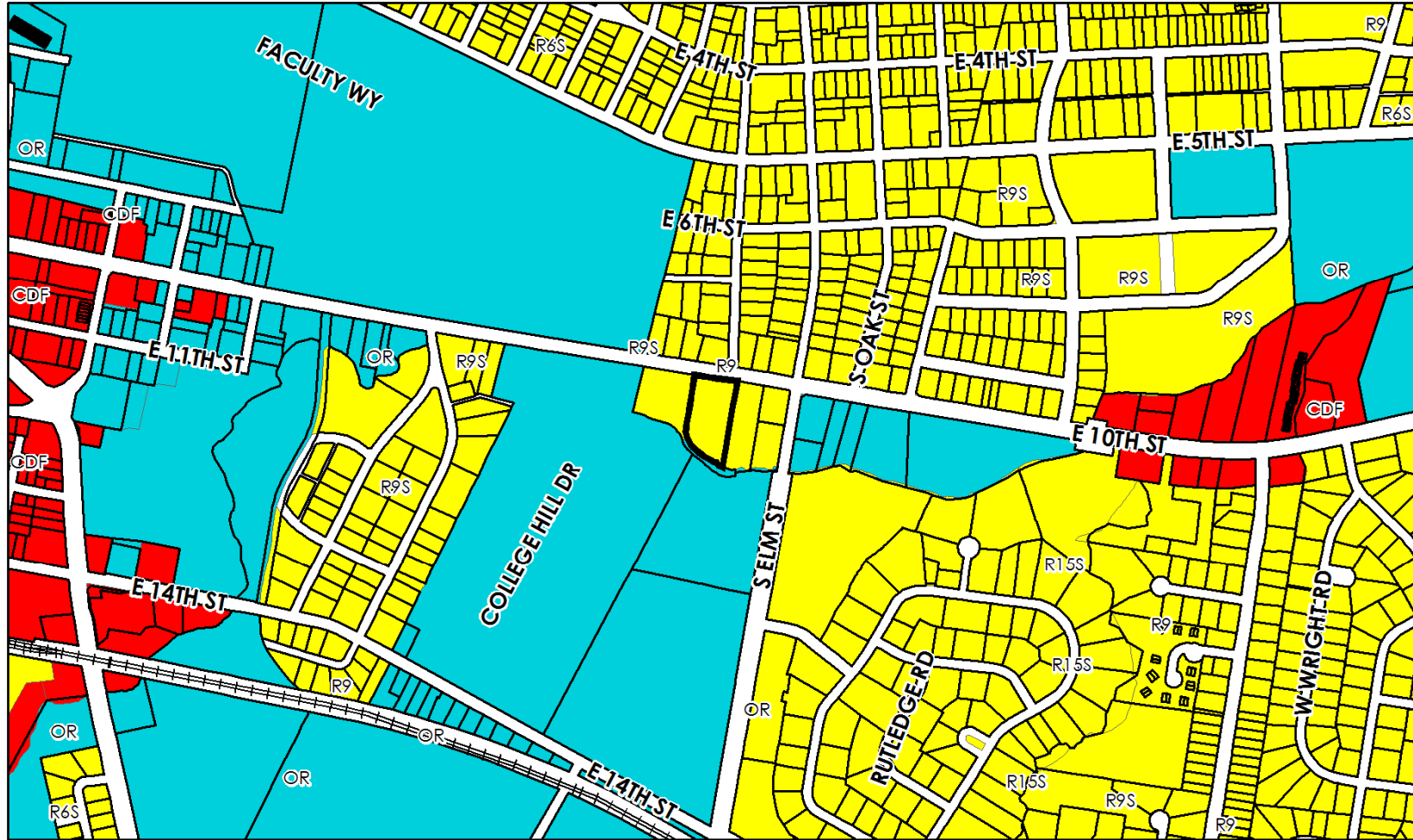
Corridor and Focus Area



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



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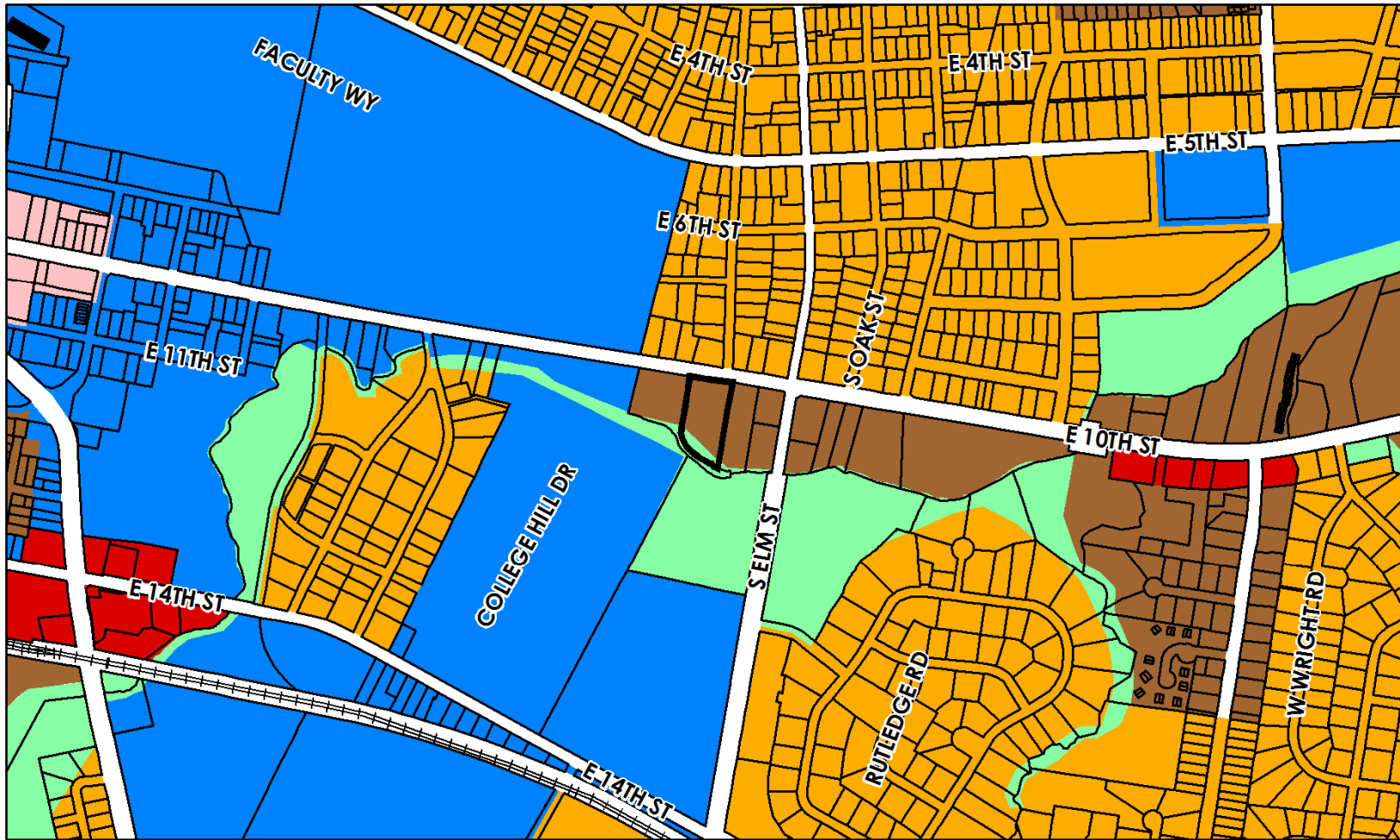


Map Legend

-  Land Parcels
-  Rezoning Site
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-  Industrial
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-  Residential
-  Residential / Agricultural



Find yourself in good company



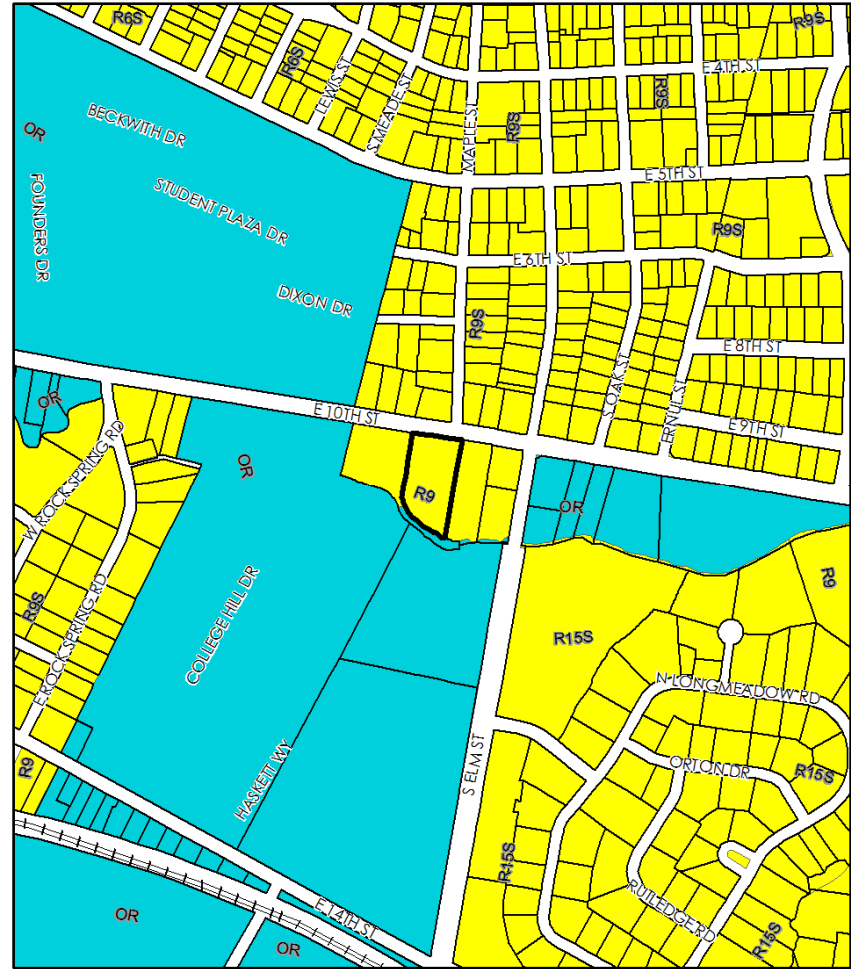
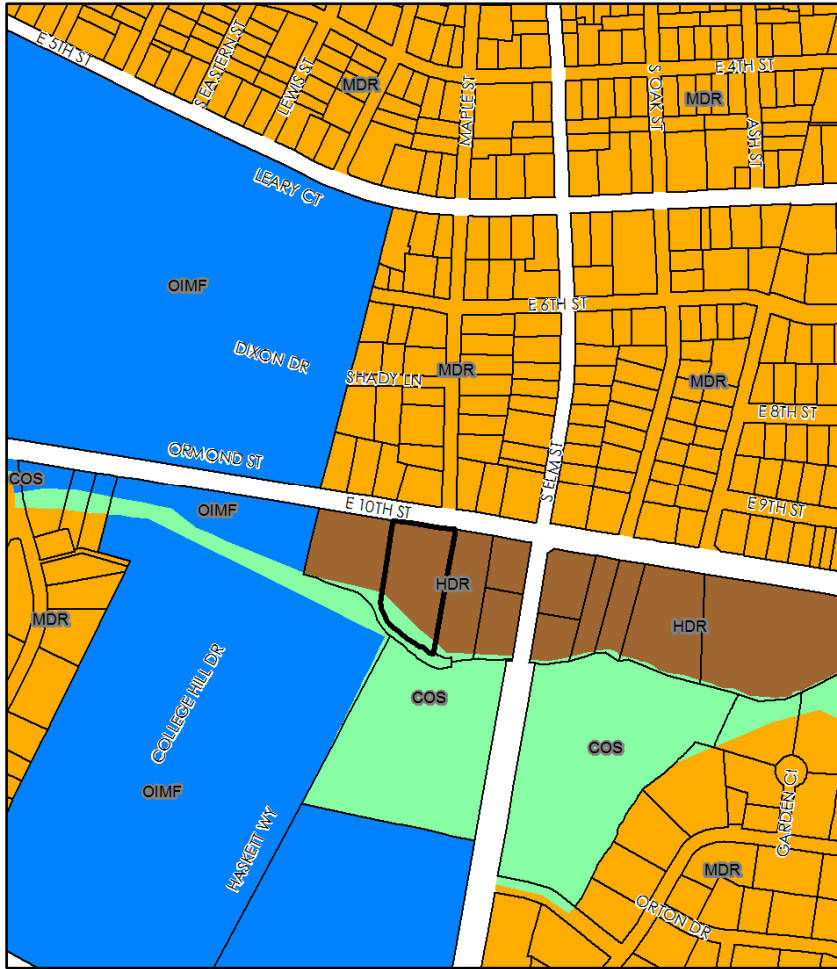
Map Legend

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	



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Future Land Use Plan/Zoning Maps



Map Legend

Land Parcels	Commercial	Medical Transition	High Density Residential	Very Low Density Residential
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Map Legend

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

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Item 7: Ordinance to amend the Zoning Ordinance by expanding the existing wine shop regulations to add the allowance of craft beer shops in the same zoning districts where wine shops are allowed to operate

Sec. 9-4-22 Words and Terms Defined.
Wine and Craft Beer Shop...

...Among the two limited types of alcoholic beverages that may be sold, a “wine and craft beer shop” may sell wine exclusively, craft beer exclusively, or both wine and craft beer provided that the “wine and craft beer shop” has the requisite state permit(s) that allows retail sales of wine and/or malt beverages for consumption on the premises....

Sec. 9-4-22 Words and Terms Defined. Wine and Craft Beer Shop...

...For purposes of the wine and craft beer shop use, craft beer is defined as a malt beverage from a brewer with an annual production of 6 million barrels of beer or less. Notwithstanding the foregoing, wine and beer shops may offer retail products and prepared pre-packaged food for purchase as an incidental use.

For the remainder of the proposed amendment, “and Craft Beer” was inserted throughout the current wine and wine shop regulations in 24 locations.

Zoning Districts where Wine and Craft Beer Shops are Permitted:

Allowed by Right:

CH (Heavy Commercial)

Allowed with a Special Use Permit:

MCG (Medical General Commercial)

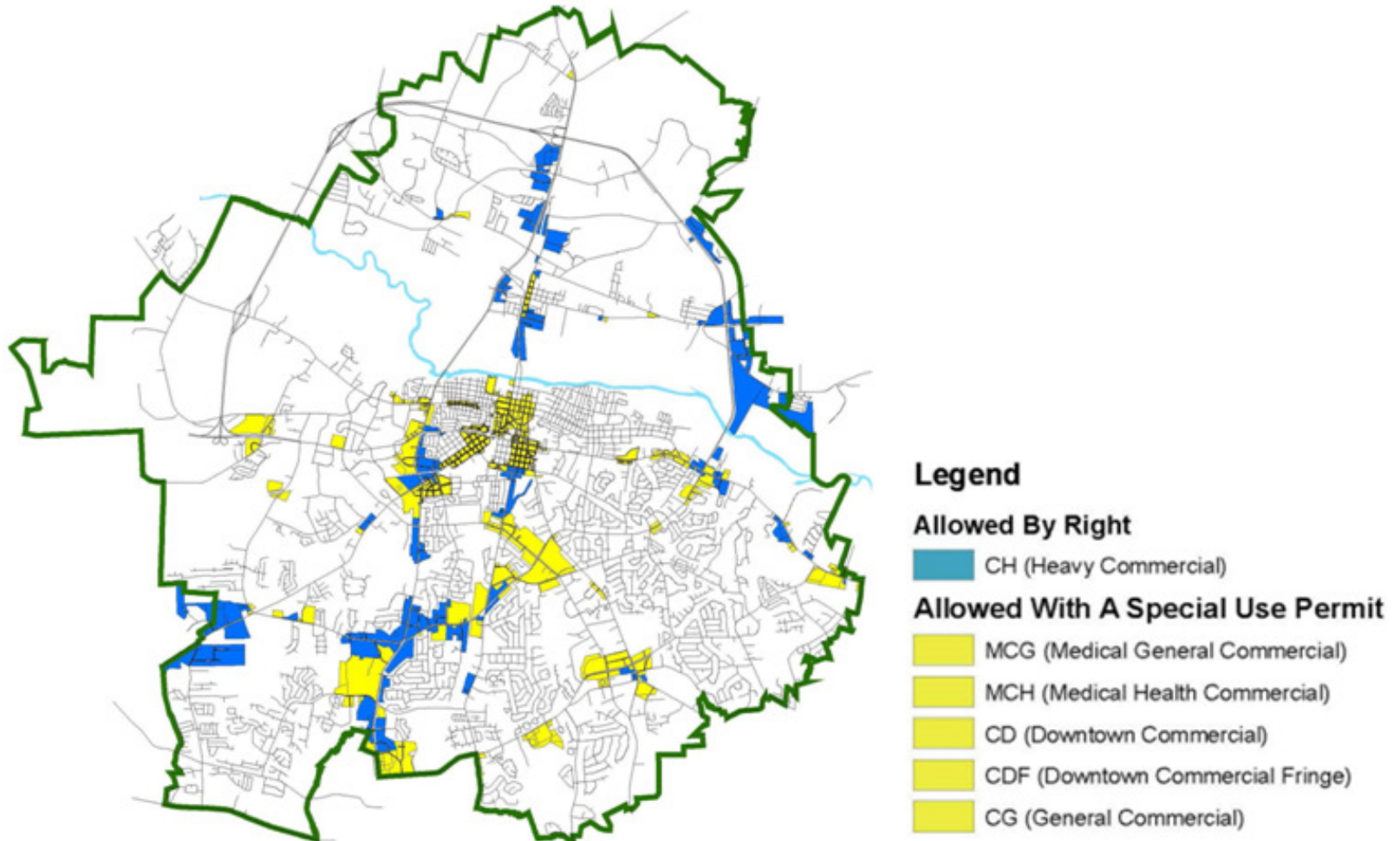
MCH (Medical Health Commercial)

CD (Downtown Commercial)

CDF (Downtown Commercial Fringe)

CG (General Commercial)

Locations Where Wine Shops Are Already Permitted and Where Craft Beer Shops Would Be Allowed Under the Proposed Text Amendment



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

“Objective E1: To create conditions favorable for healthy economic expansion in the area.”

“Objective E2: To attract new industry and businesses which strengthen Greenville's role as a regional center.”

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

Planning & Zoning Commission Recommendation: Unanimous approval on March 17, 2015

Item 8: 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

On November 4, 2014, the Redevelopment Commission unanimously voted to request staff and the Planning and Zoning Commission initiate a text amendment.

Planning and Zoning, 12/16/2014

On December 16, 2014, the Planning and Zoning Commission unanimously approved a motion to recommend approval of a proposed text amendment to add live performance theaters as an allowed use within the CD (Downtown Commercial) Zoning District.

City Council, 1/15/2015

On Jan. 15, 2015, the City Council approved a motion to refer the item to the P & Z for further review and revision to distinguish this use from a public or private club, while allowing its development as a viable venue, with input from RDC, Uptown Greenville and potential buyer.

Revisions

Following the 1/15/2015 City Council meeting, Staff met with the potential buyer. The following 4 revisions were made to the ordinance since the 12/16/2014 P & Z meeting.

1. Added allowance provisions for recorded music.
2. Increased the minimum size of theaters from 5,000 square feet to 7,500 square feet.
3. Added a requirement for a permanent stage with a minimum size of 800 square feet.
4. Added a regulation stating that the theater will close at 1:00 A.M.

Revisions made to the ordinance since the 1/15/2015 City Council meeting are indicated in red text on the following slides.

This Text Amendment adds a definition and regulations as follows:

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.

1. Events and/or banquets must be ticketed or free of charge to participants. No cover charge can be required for events.
2. The following ticketed events shall be permitted: concerts, plays, motion pictures, operas, musicals, ballets, other forms of modern dance.

3. As an accessory use the facility may host private banquets and meetings.

4. The following activities shall not be permitted: televised events, disc jockey-based events, dance parties, raves, house music-based events, outdoor events or outdoor amplified music.

5. Recorded music events may be held by touring acts provided the same act does not return to the venue more than three times per calendar year. The maximum percentage of recorded music events shall not exceed 30% of total shows held per calendar year.

6. May have as an accessory use a full service bar which is 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.

7. The facility shall not operate as a public or private club as defined by Title 9, Ch. 4, Art. B, Sec. 9-4-22.

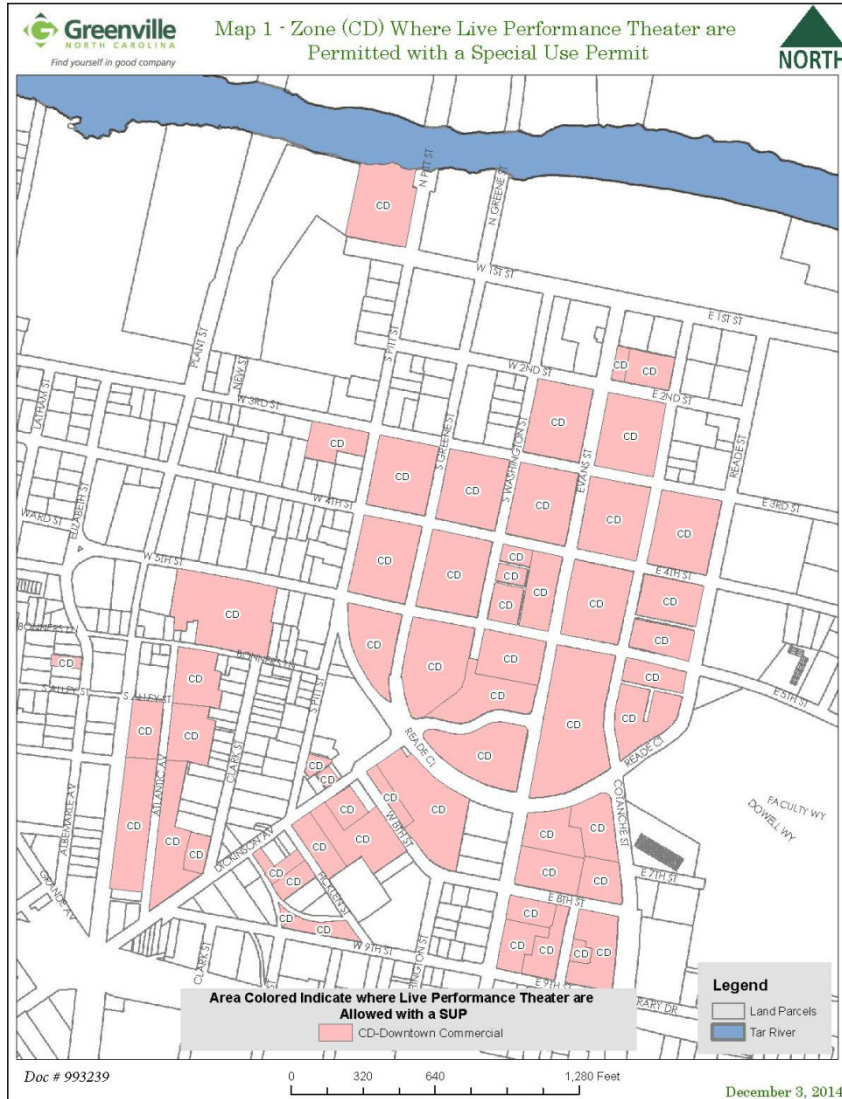
8. Minimum square footage of live performance theaters shall be 7,500 ~~5,000~~ square feet.
9. The facility shall have a fixed permanent stage platform of 800 square feet minimum.
10. Accessory retail sales shall be permitted for the sale of theater or event related items.
11. The portion of the building devoted to live performances may have open or fixed seating.

12. Closing time shall be no later than
1:00 A.M.

Special Use Permits

The text amendment requires a special use permit which is revocable.

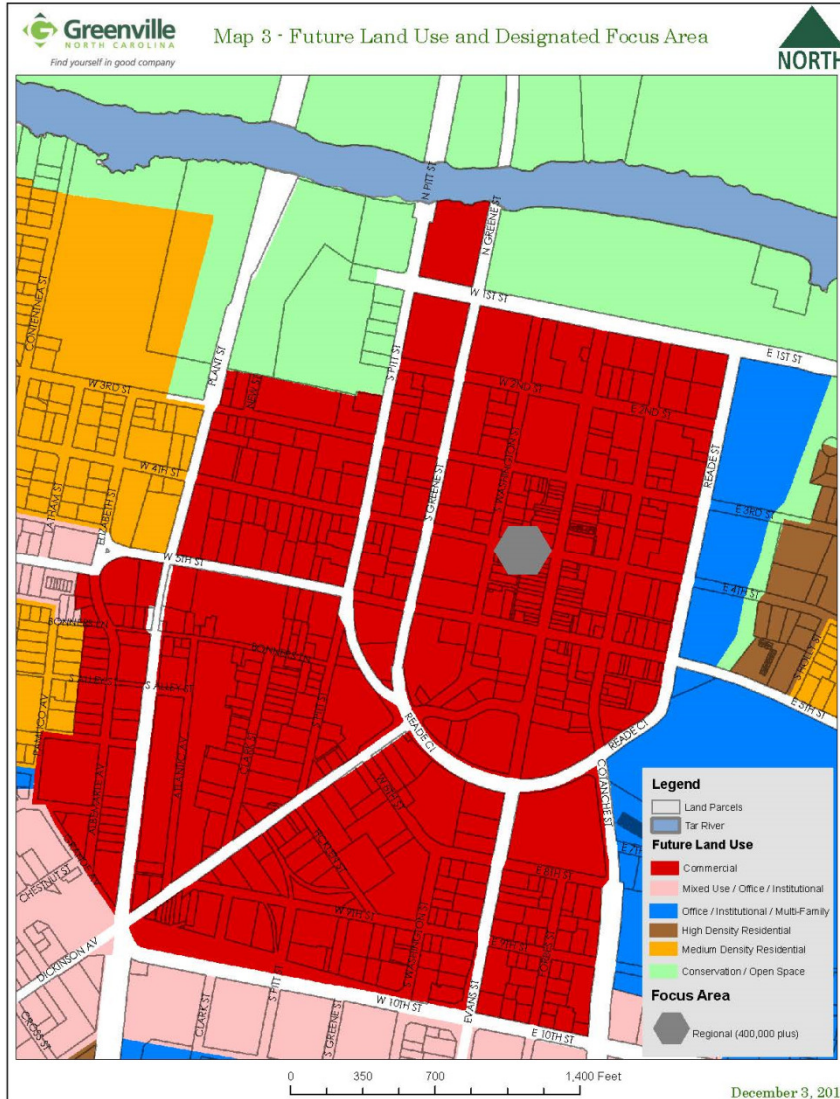
Refer to subsection 13 to review complete requirements and restrictions regarding Special Use Permits.



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)

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.

Planning & Zoning Commission,
3/17/2015: Unanimous approval

Item 9: Ordinance amending
Horizons: Greenville's Community
Plan to incorporate by reference the
South Greenville Elementary School
Area Report and Plan

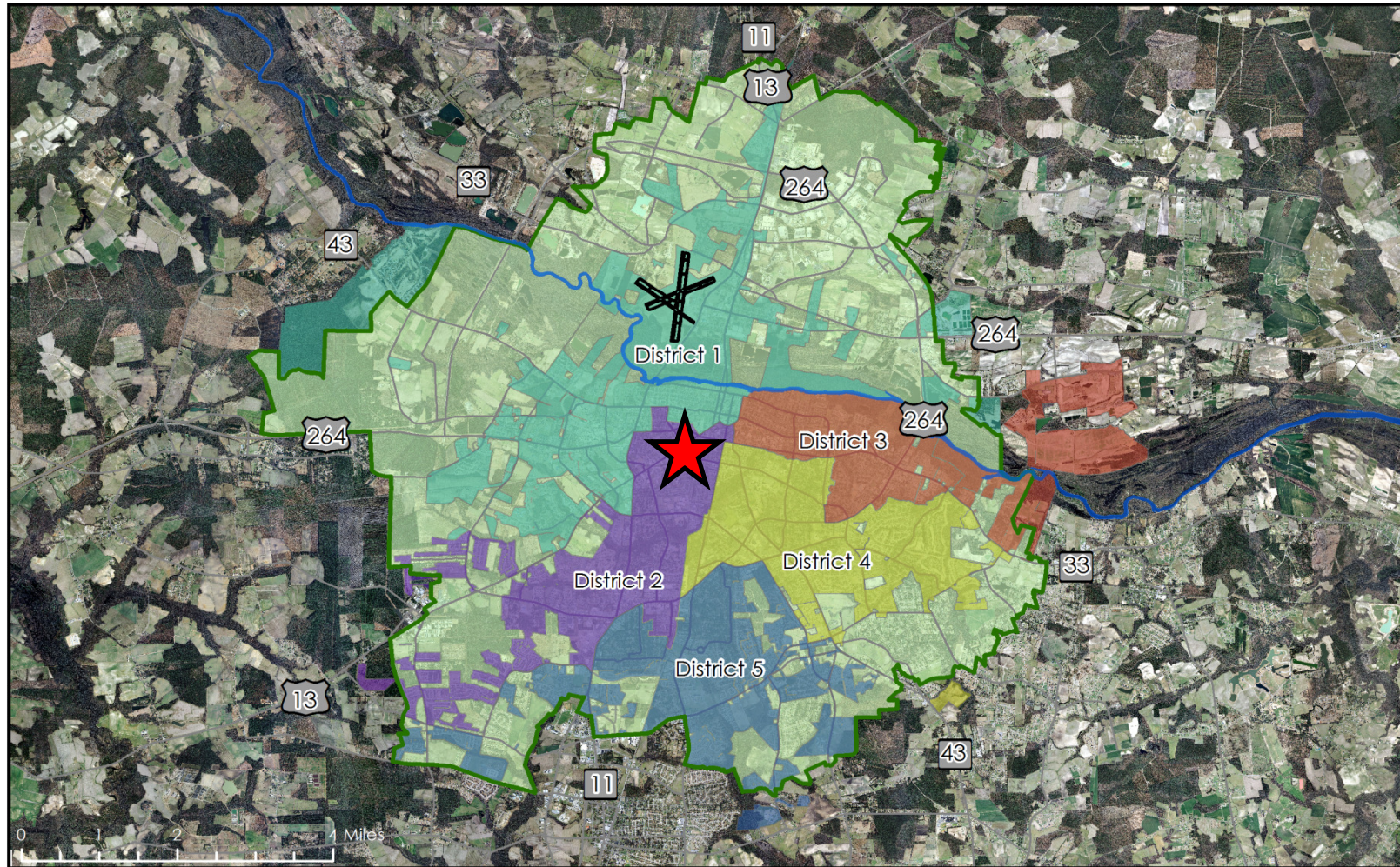
2014-2015 City Council Goals

Goal 5: Quality Neighborhoods

1. Neighborhood Plans

1b. Develop and complete the South Greenville Elementary School Area Neighborhood Plan and Report.

General Location Map

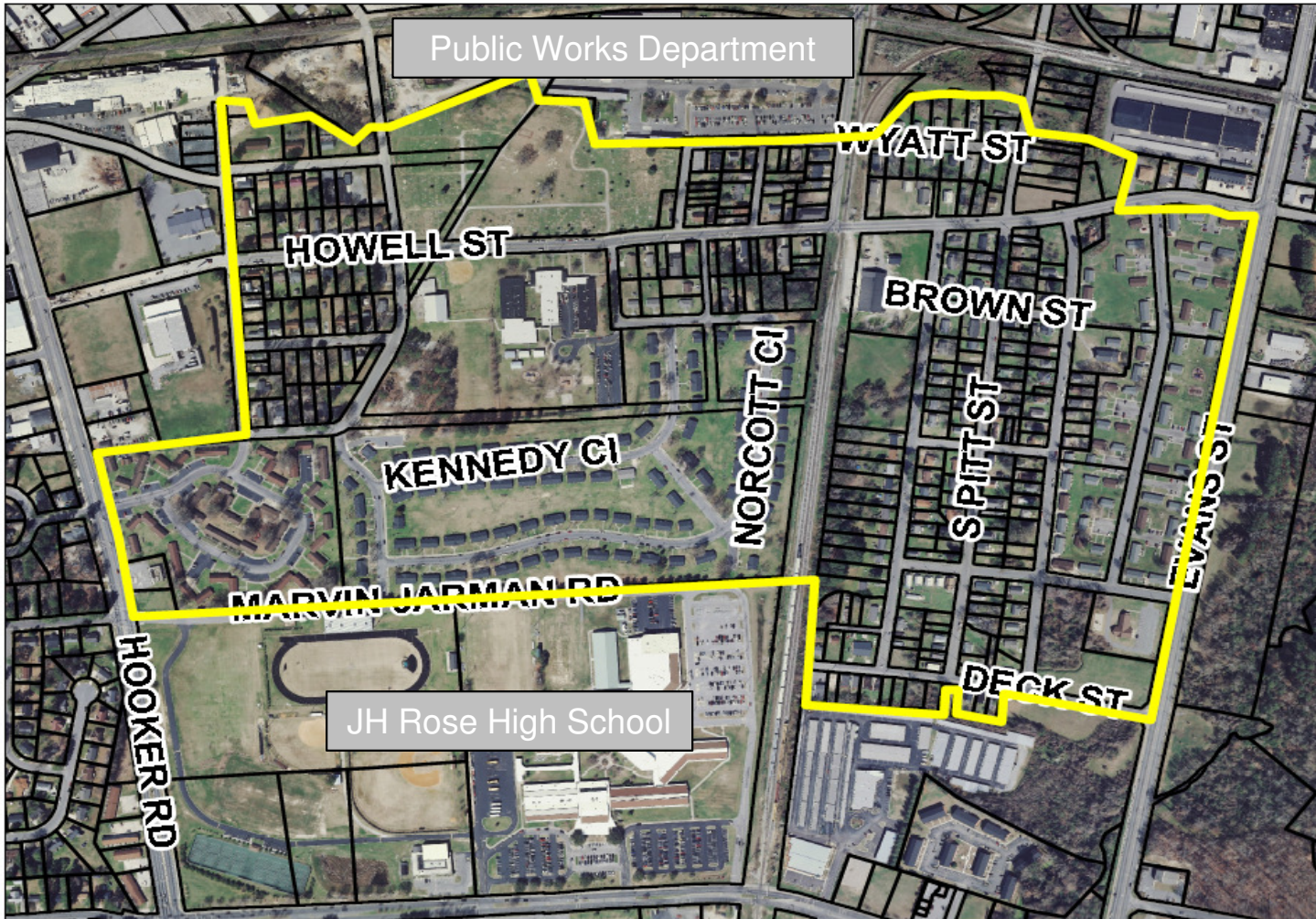


Map Legend

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



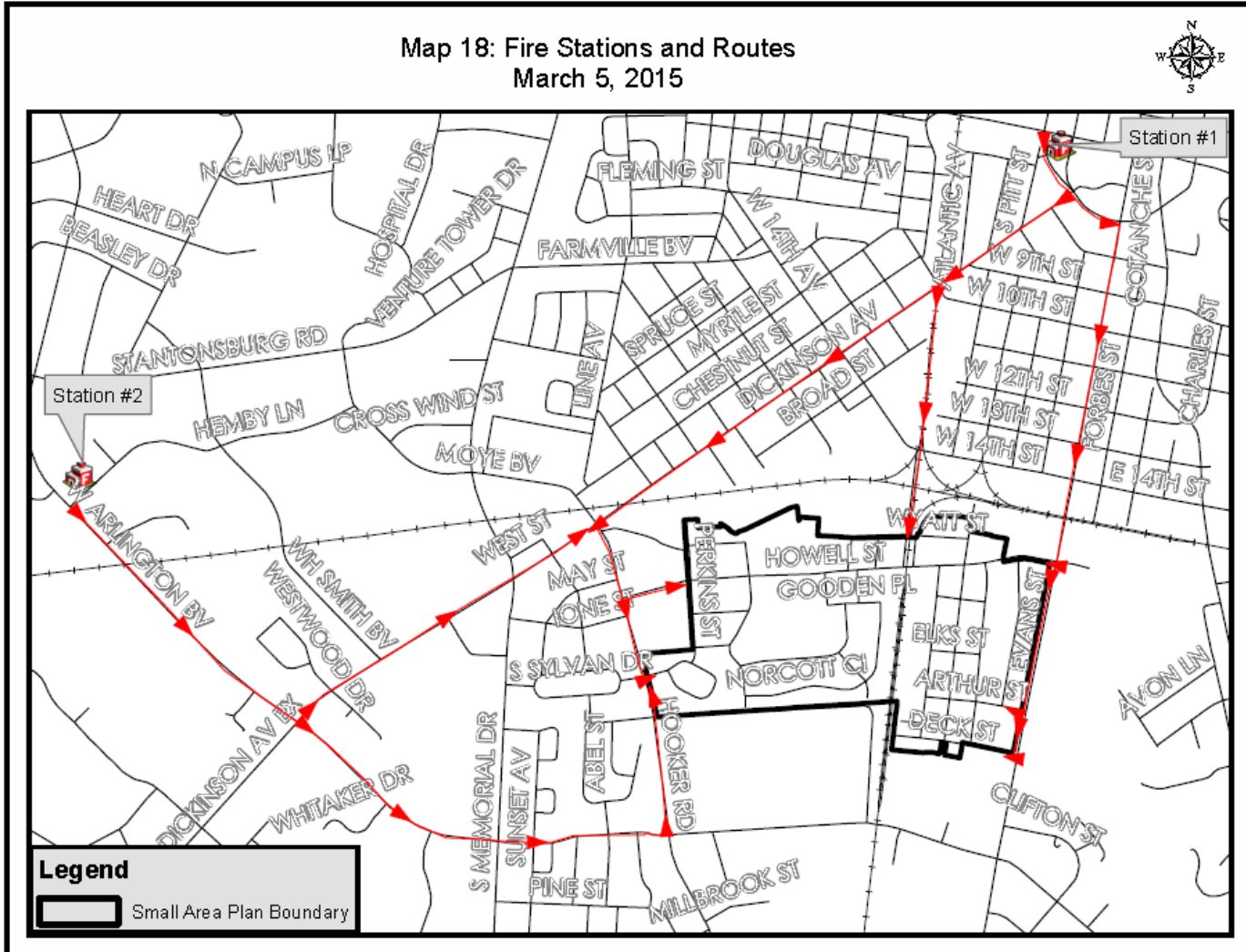
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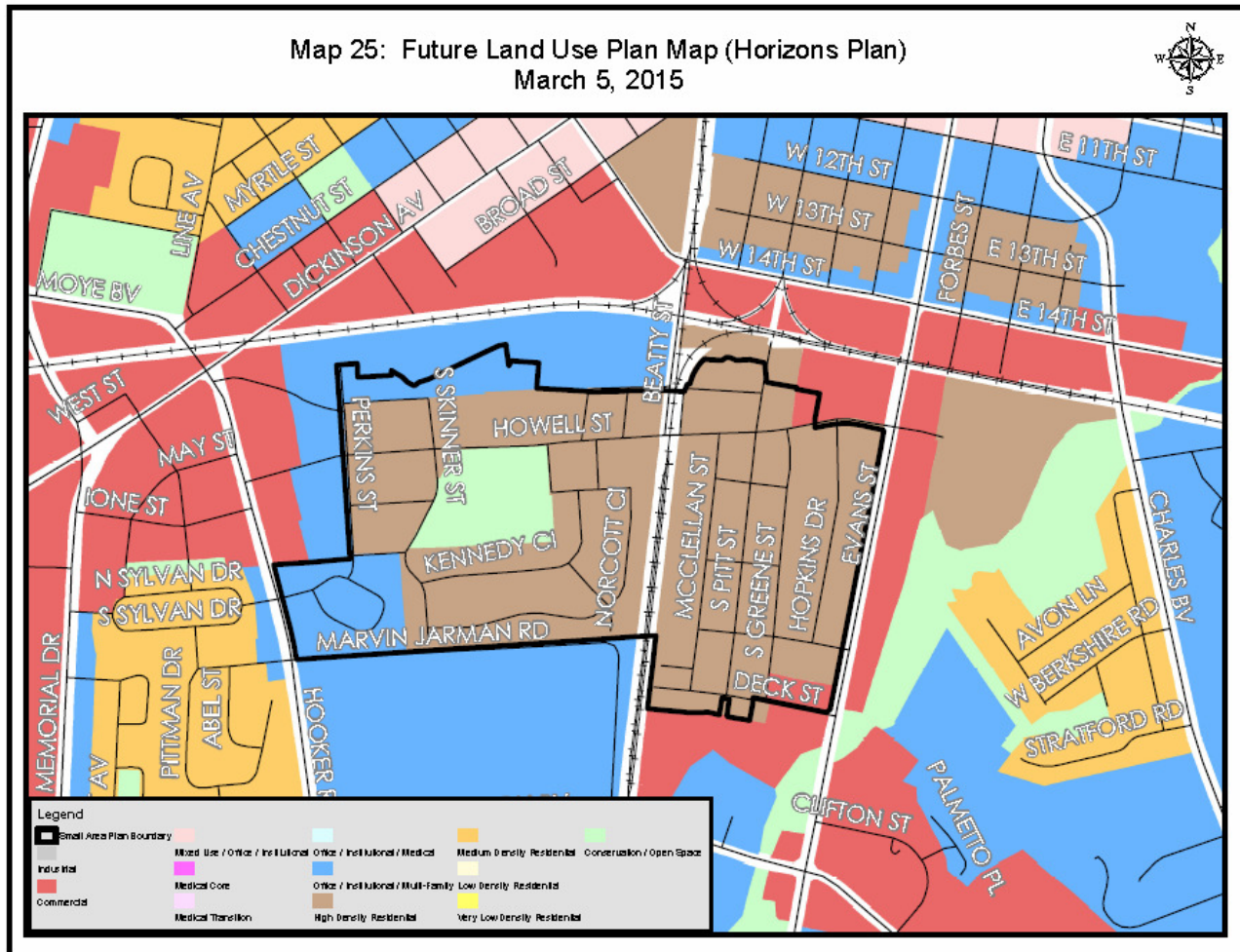
Plan Development and Consideration:

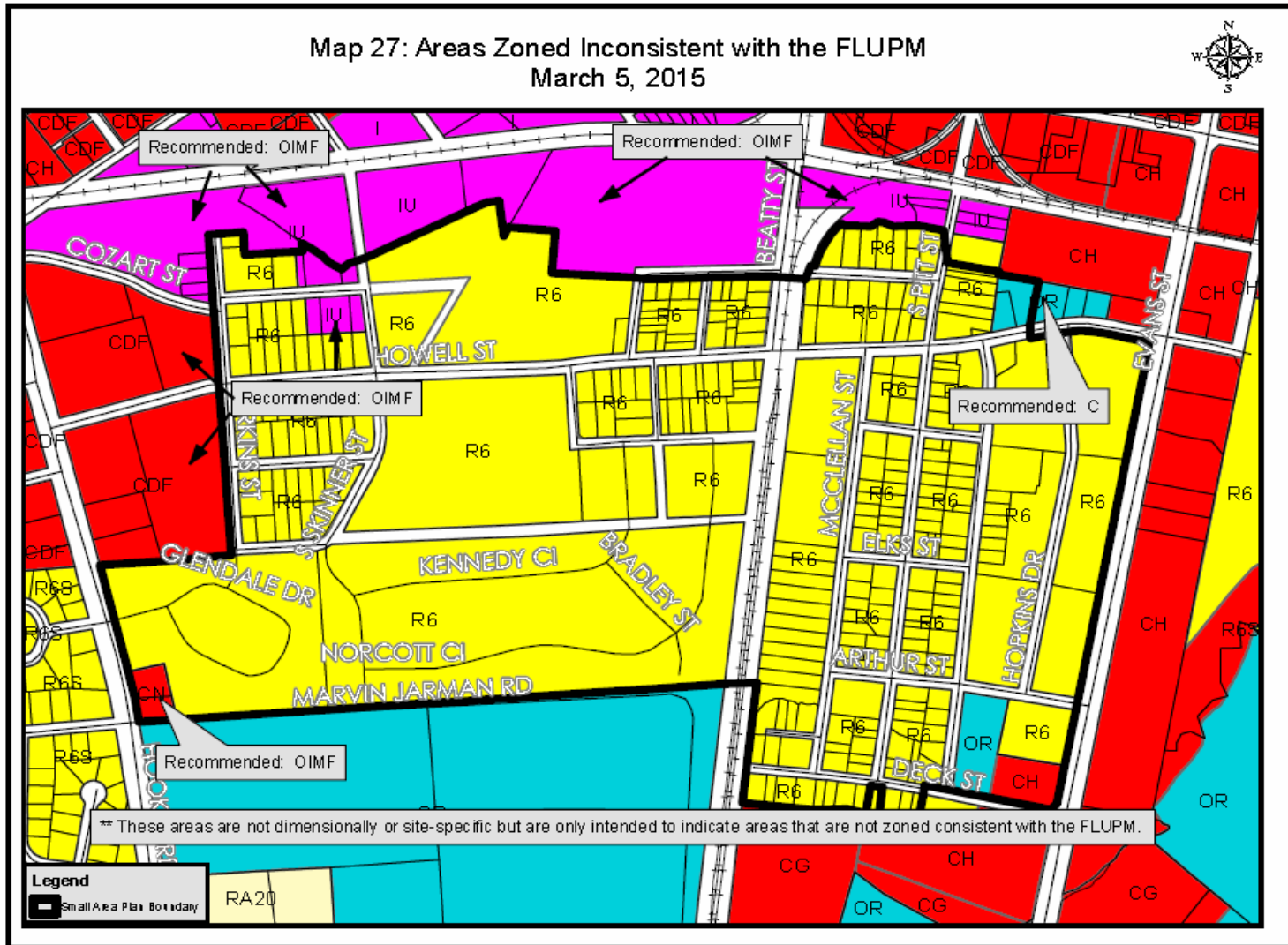
- Joint effort between City (CDD, GPD, F/R, PWD, R/P) and GUC
- Mail surveys to each property owner (tax listing) and household (street address).
- Neighborhood information meetings (07/08/2014 & 03/10/2015)
- Planning and Zoning Commission (03/17/2015)
- City Council (04/09/2015)
- Neighborhood Plan projects to be completed in accordance with program schedule and funding availability.

Map 18: Fire Stations and Routes
March 5, 2015



Map 25: Future Land Use Plan Map (Horizons Plan)
March 5, 2015





Entrance to Brownhill Cemetery



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Goals:

To create, maintain and enhance a sustainable neighborhood.

Objectives:

To identify by analysis and citizen input, the strengths and weaknesses of neighborhood issues affecting sustainability and to create broad support for recommended improvement strategies.

Policy Implementation and Improvement Strategies:

City Council will utilize this plan to guide public policy and investment decisions within the South Greenville Elementary School Area

Capital Improvement and Implementation Strategies:

- Assist the neighborhood in the establishment of a Neighborhood Association and a Community Watch Program
- Increase owner-occupancy and homeownership of single-family dwellings
- Consider streetscape and entrance enhancement to Brownhill Cemetery
- Consider initiation of zoning amendment(s) in the neighborhood and/or adjacent areas properties that are zoned inconsistently with the Comprehensive Plan and/or FLUPM recommendations
- Assess street lighting levels and cause the installation of additional lamps and/or trimming of vegetation

Item 10: Final public hearing and resolution endorsing the 2015-2016 Annual Action Plan for the CDBG and HOME Investment Partnerships funds

Purpose

- Requirement of Federal HUD funding
- Year Three (3) of the Consolidated Plan
- Provides a detailed budget and description of activities.
- The City is a recipient of two (2) sources of Federal Funding:
 - 1) Community Development Block Grant (CDBG)
 - 2) HOME Investment Partnerships (HOME)

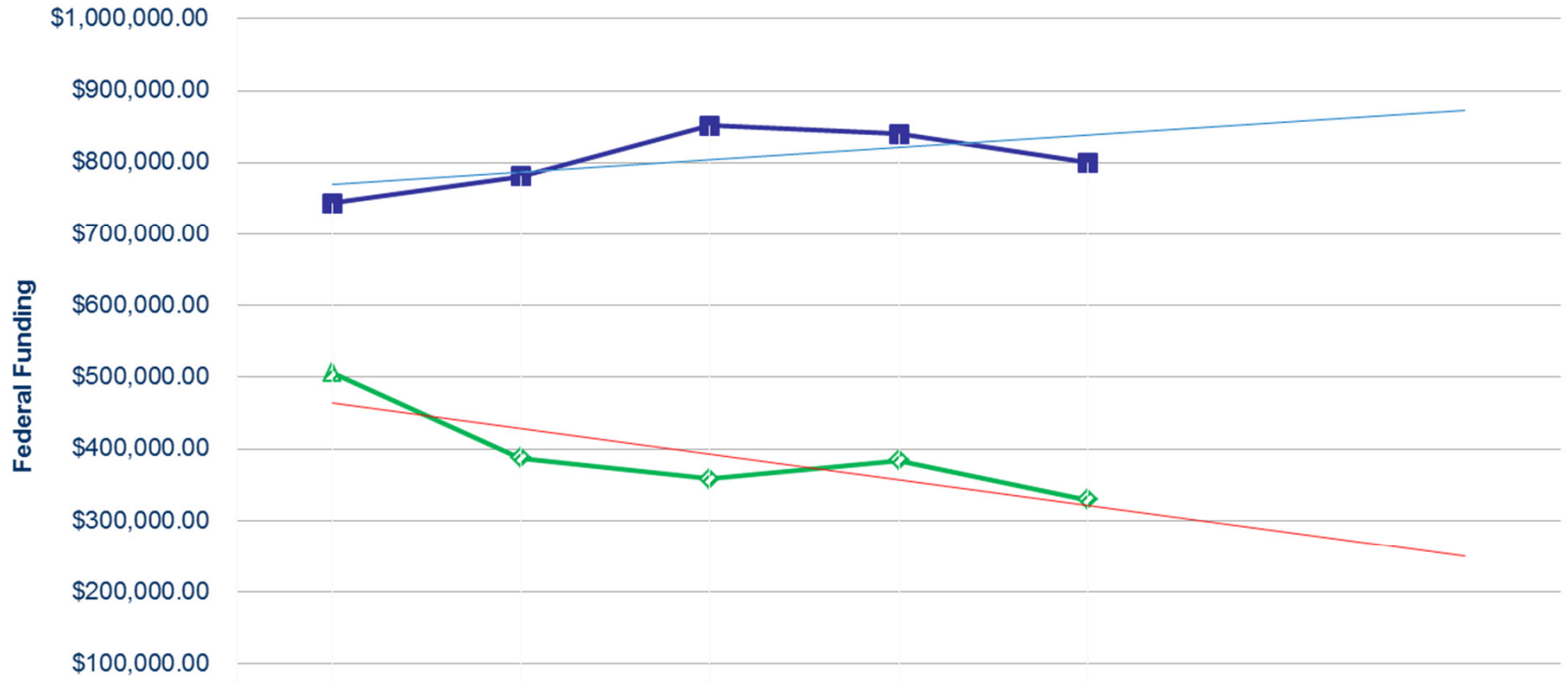
Schedule

- First Public Hearing (12/11/2014)
- Non-profit funding process (January – April)
- Community Meeting (01/12/2015)
- Redevelopment Commission Review (02/03/2015)
- Affordable Housing and Loan Committee Review (03/11/2015)
- Citizen Comment Period (03/09/2015 - 04/09/2015)
- Final Public Hearing (04/09/2015)

Top Priorities

1. Owner-Occupied Home Rehabilitation
2. Lincoln Park Neighborhood Redevelopment
3. Acquisition and Demolition of Substandard Structures
4. West Greenville Commercial/ Office Opportunities
5. Homeownership
6. Education & Non-profit Support
7. Elimination of Environmental Hazards

Year-to-Year Funding Chart



	2012	2013	2014	2015	2016
HOME	\$506,340.00	\$387,237.00	\$357,976.00	\$383,808.00	\$329,316.00
CDBG	\$743,771.00	\$781,037.00	\$851,448.00	\$840,143.00	\$800,219.00

Proposed Activities

Activity	HOME	CDBG
Planning & Administration	32,000	160,000
Housing Rehabilitation	67,919	182,000
Relocation	0	5,000
Acquisition	0	38,000
New Construction	150,000	0
Clearance/Demolition	0	15,000
Down Payment Assistance	30,000	
CHDO	49,397	0
Public Facilities Improvement	0	200,000
Public Service	0	100,000
Economic Development	0	100,219
Total	329,316	800,219

Staff Recommendation

1. Staff recommends that the City Council hold the final Public Hearing for the Annual Action Plan.
2. Approve the Annual Action Plan so that it may be forwarded to U.S. Department of Housing and Urban Development.

Item 11: Sanitary Sewer Connection Request by Wayne Williamson



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Sec. 6

“The General Manager shall provide for the extension of all utilities, except sewer extensions made beyond the area regulated by the City of Greenville are subject to the approval of the City Council”

Staff **does not** recommend approval of the request for the following reasons:

- A.** The action will result in a loss of tax base for the city.
 - B.** The request is inconsistent with existing policies requiring annexation of property into the City that receives sanitary sewer unless it is part of an inter-local agreement.
 - C.** Extension of sewer will promote sprawl leading to haphazard uncontrolled growth
 - D.** The action will incent and invite growth outside of Greenville that will ultimately be subsidized by city residents and thus cost taxpayers in the future.
 - E.** There is no benefit to the city by the requested action.
-

Item 13: Update from the Human Resources Department

Presentation Overview

- City's Merit Principle
- City's Hiring Process
- Update
 - Personnel Policies
 - Performance Management System
 - 5-Year Market True Up
 - Human Resources Department Realignment

City's Merit Principle

- It is the policy of the City of Greenville that persons are recruited and selected for appointments and promotions on the basis of education and training, ability, experience, and other characteristics which best suit an individual to the job to be performed
- Decisions regarding recruitment and selection shall be made solely on the basis of job-related criteria and the person's ability to perform the essential functions of the position successfully, with or without reasonable accommodations

City's Hiring Process

- HR Department advertises and recruits for positions once a request to fill a vacant position is made by Department Head and approved by City Manager
- Positions are posted for a minimum of 2 weeks on City website and are open to current employees and the public
- Vacant position may be designated as an internal only posting with City Manager's approval. Internal only postings are posted on the City's website for a minimum of 2 weeks and paper notifications are also forwarded to departments for posting.

City's Hiring Process

- HR Department utilizes applicant tracking software to screen for minimum qualifications
- HR Department forwards applications of qualified applicants (those meeting minimum qualifications) to the hiring manager
- Hiring manager selects applicants to be interviewed and move forward in selection process

City's Hiring Process

- Depending on the position, the following may be used to evaluate candidates:
 - structured interview, skill testing, assessment center, licensure verification, personnel file review (in compliance with laws concerning access to personnel files), and reference/background checks
- Individual deemed best suited for the position is recommended for hire or promotion
- Department Head makes the final personnel selection of the new or promoted employee

Update

- Personnel Policies
- Performance Management System
- 5-Year True Up Market Study
- Human Resources Department Realignment

Personnel Policies

- Last updated in their entirety in 1993 (22 years ago)
- Process began in 2014 to review entire Personnel Policies manual and revise as needed
- Focus group was utilized to denote areas of concern and suggested modifications
- City contracted with a qualified consultant, Drake Maynard, to assist with revisions to the personnel policies

Personnel Policies

- Consultant's background:
 - worked for the NC Office of State Personnel for over 30 years
 - wrote and assisted with writing many statewide policies, including assisting in the writing of numerous portions of the State Personnel Act
 - after retiring, became a consultant for state and local government agencies

Personnel Policies

- Every current Article within the City's Personnel Policies has been reviewed and contains revisions
- Some new policies have been added to the draft Personnel Policies
- Policies contained only in memos today have been assigned to applicable Article within revised Personnel Policies

Personnel Policies

- Department Heads will review the draft Personnel Policies on April 21st and will have an opportunity to suggest revisions
- Revised Personnel Policies will be shared with focus group after review by Department Heads
- Plan to present to City Council for review and approval in June 2015

Personnel Policies

- Supervisors and employees will be trained to ensure a consistent understanding of the policies
- Employees will sign acknowledging receipt of the revised Personnel Policies and related training
- Refresher training will be offered periodically to ensure an ongoing understanding of the policies
- City's "open door" policy will be emphasized to ensure an open flow of communication and opportunities to resolve actual or perceived issues

Performance Management System

- Contract has been executed with Segal Waters Consulting to develop performance appraisal system
- Estimated timeline for the project is 5 months (completion date of October 2015)
- New performance management system will be presented to City Council for approval prior to implementation

Performance Management System

- Scope of project includes:
 - On-site interviews with managers and employees
 - Developing a performance management strategy, performance appraisal tools, and performance pay matrix
 - Orientation sessions for employees
 - Training manual and training for supervisors and managers

5-Year True Up Market Study

- Comprehensive Classification and Compensation Study was conducted in 2010 by Waters Consulting Group
- 5-Year True Up Market Study conducted in 2015 serves as a “pulse check” to ensure market competitiveness of pay plan
- Study results will be presented at the Joint City Council/Greenville Utilities Commission Meeting on April 20th

HR Department Realignment

- Specialist roles recently converted to generalist roles to better serve City departments
- Generalists are assigned to serve a group of departments to have a more robust connection to their operational needs
- Implementation of new HRIS effective April 2016 will allow HR to perform analyses and review metrics throughout the City