
REDEVELOPMENT



COMMISSION

MEMO

To: Redevelopment Commission Members

From: Tom Wisemiller, Economic Development Project Coordinator

Date: April 29, 2015

SUBJECT: Redevelopment Commission Meeting

The Redevelopment Commission is scheduled to meet for a regular business meeting on Tuesday, May 5th 2015 at the Greenville City Hall. The meeting includes updates on several projects and consideration of changes to the Small Business Plan Competition Guidelines.

Updates on the following projects will be included on the Agenda:

- Citywide Wayfinding System
- Uptown Theatre
- Remediation of the Imperial Site
- RDC Property Acquisitions

We look forward to seeing you at the May meeting. If you have any questions or need additional information, please feel free to call me at 329-4514, or Betty Moseley at 329-4481.

Redevelopment Commission Meeting
Tuesday, May 5th, 2015 ~ 5:30 PM

City Council Chambers ~ 200 West 5th Street

Agenda

- I. Welcome
- II. Roll Call
- III. Approval of Minutes – March 3, 2015
- IV. Update on Wayfinding Signs: New Branding
- V. Consideration of the Amended Small Business Plan Competition Guidelines
- VI. Public Comment Period
- VII. Update on the Uptown Theatre
- VIII. Update on Remediation of Imperial Site
- IX. Update on Property Acquisitions
- X. Report from Secretary
 - a. Monthly Financial Report
- XI. Comments from Commission Members
- XII. Adjournment

DRAFT OF MINUTES PROPOSED FOR ADOPTION
Redevelopment Commission
Meeting Minutes
Tuesday, March 3, 2015
Greenville, North Carolina

Present:

- | | | |
|---|---|---|
| <input checked="" type="checkbox"/> Angela Marshall | <input checked="" type="checkbox"/> Mark Woodson | <input checked="" type="checkbox"/> Sharif Hatoum |
| <input checked="" type="checkbox"/> Jeremy King | <input checked="" type="checkbox"/> Patricia Dunn | |
| <input type="checkbox"/> Judy Siguaw | <input checked="" type="checkbox"/> Richard Patterson | |

Absent:

- | | | |
|---|--|--|
| <input type="checkbox"/> Angela Marshall | <input type="checkbox"/> Mark Woodson | <input type="checkbox"/> Sharif Hatoum |
| <input type="checkbox"/> Jeremy King | <input type="checkbox"/> Patricia Dunn | |
| <input checked="" type="checkbox"/> Judy Siguaw | <input type="checkbox"/> Richard Patterson | |

Staff:

- | | |
|--|--|
| <input checked="" type="checkbox"/> Merrill Flood | <input checked="" type="checkbox"/> Betty Moseley |
| <input type="checkbox"/> Carl Rees | <input checked="" type="checkbox"/> Jonathan Edwards |
| <input type="checkbox"/> Kandie Smith (City Council Liaison) | <input type="checkbox"/> Casey Verburg |
| <input checked="" type="checkbox"/> Niki Jones | <input type="checkbox"/> Christian Lockamy |
| <input checked="" type="checkbox"/> Tom Wisemiller | |
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I. Welcome

II. Roll Call

III. Approval of Minutes – January 6, 2015

Ms. Dunn asked if there would be spaces reserved in the new parking deck for the Convention and Visitors Bureau.

Mr. Flood replied that they had requested a certain number of spaces. That request is currently being reviewed.

Motion was made by Mr. King and seconded by Ms. Dunn to approve the meeting minutes from January 6, 2015 as presented. Motion carried unanimously.

IV. Update on the Neighborhood Revitalization Strategy Area Program

Mr. Jones stated that staff has been working on the Neighborhood Revitalization Strategy Area (NRSA) since September 2014. Over the past ten years, the City has made a large investment in the West Greenville area. The City has used Bond funds, CDBG and HOME funds to restore the West Greenville Area. The NRSA will be a new tool in our tool kit. An NRSA allows for greater flexibility and opportunity in the use of CDBG funds.

The area is comprised of three qualifying census tracts: Part of 1.0, 7.01, and 7.02. Above 70% low to moderate income households lie within the proposed NRSA boundary.

Staff would need to make an amendment to our 2013-2018 Consolidated Plan. An application will need to be made with HUD. The areas north and south of the Redevelopment area have a direct impact on the Redevelopment area. There will be more administrative responsibilities for staff. The NRSA is an area designated by a local government for the purposes of having greater flexibility when using CDBG funds. In addition, it will allow local governments greater flexibility in addressing issues in areas with concentrated poverty

The area must be contiguous; no checkerboard areas across the community. The area must be primarily residential and the area must contain a high percentage of low-to-moderate households. The proposed NRSA meets the requirements because the area is primarily residential (84%).

The data used on the NRSA area was compiled using the American Community Survey 5-year Estimates.

Statistics:

Census tract 1 contains 1,946 total households
78% of which are Low-Moderate income

Census tract 7.01 contains 1,782 total households
77% of which are Low-Moderate Income

Census tract 7.02 contains 1,001 total households
73% of which are Low-Moderate income

These figures reflect all households earning \$35,000 a year or less. 80% of the AMI for a family of four is \$44,000.

Area demographics:

84.9% Black/African American
11.5% White
3.0% Hispanic

Elderly Population:

7.01-24.6%
7.02-38.3%
1-29.9%

Median Household Income:

7.01-\$18,856
7.02-\$25,092
1-\$15,229

Unemployment Rate:

7.01-14.5%
7.02-16.2%
1- 9.3%

Some of the prominent structures located in the area include:

Sadie Salter Elementary
Eppes Community Center
Greenville Police Department sub-station
George Washington Carver Library

Lucille W. Gorham Intergenerational Community Center
Dream Park
Homeless Shelter
Third Street Community Center

Benefits include:

Job creation/Retention as Low/Moderate Income Area Benefit
Aggregation of Housing Units
Aggregate Public Benefit Standard Exemption
Public Service Cap Exemption

Current programs that will benefit:

Down payment Assistance
Housing Counseling
Owner-Occupied rehabilitation
Financial Literacy Classes
Small Business Plan competition
New construction
Facade Improvement Grants
Economic Development Programs

The biggest focus of the 2013-2018 Consolidated Plan was the job training and workforce development programs. Up until now, staff has not had a viable way of bringing this to fruition.

Mr. Woodson asked what age was being classified as the elderly.

Mr. Jones replied 55 and up.

Mr. King asked if the unemployment rate was for people actively seeking work.

Mr. Jones replied that according to the 2010 Census and the 2013 American Survey, the track with the highest income and also had the highest unemployment.

Ms. Marshall asked if East Carolina University owned the Lucille W. Gorham Intergenerational Community Center.

Mr. Jones replied that ECU is leasing the center from the City.

Proposed schedule:

- January 20, 2015 - Open House - City Hall 6pm
- January 27, 2015 - Community Meeting - George Washington Carver Library 6pm
- February 4, 2015 - 2nd Community Meeting - Sheppard Memorial Library 6pm
- March 3, 2015 – Redevelopment Commission Meeting
- March 11, 2015 – Affordable Housing Loan Committee Meeting
- March 16, 2015 - City Council
- March 17, 2015 - Submit to HUD (if approved by Council)

Ms. Dunn asked if the City was going to return the CDBG funds and not use them anymore.

Ms. Jones replied that the NRSA was an extension of the CDBG program so we would continue to use CDBG funds.

Ms. Dunn asked for clarification on the relaxed accountability part.

Mr. Jones replied that the accountability was not changing. The City is still 100 percent accountable. We will not be giving money away and then not watch what they do with it. The relaxed part is the administrative policies and how they gather the required information for reporting.

Ms. Marshall asked if some of the elderly who were over income, according to current guidelines, can now be helped.

Mr. Jones replied yes, some. The guidelines only allow a maximum of 49 percent of those helped to be above 80 percent AMI.

Ms. Marshall asked if some of the programs, where the policies are being relaxed, will be able to receive more funds.

Mr. Jones replied that funding is based on business plan guideline. The benefit for the business owner is that they will not have to track the administrative part, we will be doing it.

Ms. Marshall asked if the owners' level of accountability and tracking are taken away, what would staff be looking at.

Mr. Jones replied that if the owners said that they were going to create two jobs, then staff will have to ensure that they maintain two jobs.

Mr. Flood stated that this was a technical aspect of the program. A better way of saying it would be "not over-encumbered with reports." Because this is an area wide strategy, we know there are some different characteristics in this area and cannot tie the accomplishments to just low income families. We need to provide opportunity for introducing projects or different incomes to ensure that the overall objectives are met. This just allows more flexibility in the use of CDBG funds. Staff is still accountable. Instead of being 51 percent low income, the area has to be 100 percent low income. Everyone living in the area will benefit from the program regardless of income. We will still be accountable for spending the money and how it is used.

Mr. King stated that this amendment did not reduce the requirements the business has to staff; just the requirements staff has to HUD.

Ms. Dunn asked what "harnessing existing networks social capital" means.

Mr. Jones replied that the social capitals were the neighborhood nonprofits such as the Third Street School.

Ms. Dunn asked what was the plan to provide local residents with workforce development basic skills; how and what kind of skills.

Mr. Jones replied that the Third Street School has some workforce development initiatives and staff is working with them to provide a workforce space for a kitchen facility in conjunction with Pitt Community College. Staff wants a nonprofit in the community to create a program since they know what is best for that community.

Ms. Dunn asked if staff will track all the money for this program.

Mr. Jones replied yes. There will be no reduction in record keeping.

Mr. Woodson asked what the role of the Redevelopment Commission was going to be going forward in the Redevelopment Area in West Greenville. As this board goes through its transition, as funds evaporate, and the responsibility and guidelines change, what impact will that have on your effort to secure funds and redefine that area?

Mr. Flood replied that the role will be developed over time. As new programs are approved as the result of the NRSA and when commercial property is acquired it is possible that duties will be realigned or reassigned to another commission. The City Council will be responsible for reestablishing that authority if this body no longer exists in the future.

V. Public Comment Period

No comments received.

VI. Update on the Uptown Theatre

Mr. Wisemiller stated that staff was continuing to work with developers. The Planning Division has made revisions to the zoning ordinance regarding live performances.

Mr. Flood stated that City Council heard the concerns regarding the proposed zoning ordinance. Staff met with the Planning and Zoning Commission and then with the proposed operators to create a classification for live performance theaters that did not create another classification for private/public clubs to exist.

On January 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.

Following the January 15th City Council meeting, staff met with the potential buyer. The following four revisions were made to the ordinance since the December 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.

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.

Ms. Dunn asked how 30 percent would be determined before you get to the end of the year.

Mr. Flood replied that we wouldn't until the end of each year.

Ms. Dunn asked what would happen if at the end of the year it was determined to be 40 percent.

Mr. Flood replied that this information would be taken to the Board of Adjustment. However, if at any time, we could see that 30 percent had been exceeded then we could take that to the BOA to have the special permit use reviewed.

Ms. Dunn asked if private parties, such as a wedding, were going to be part of the 30 percent.

Mr. Flood replied no, this only applies to performances.

Ms. Marshall asked why the ordinance states 30 percent instead of a certain number per year.

Mr. Flood replied that since we have no way of knowing how many events or nights of operation there may be, setting a certain number did not seem fair.

Mr. Flood continued his presentation.

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 square feet.
9. The facility shall have a fixed permanent stage platform of 800 square feet minimum.

Ms. Dunn asked if 800 square feet was going to be adequate for plays.

Mr. Flood replied that based on examples, 800 square feet seems to be adequate.

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.

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.

VII. Update on Remediation of Imperial Site

Mr. Wisemiller gave the update on remediation of Imperial Site. Staff previously reported that the Brownfield agreement with DNER was complete.

The project schedule:

- Public Comment Period: March 2015
- Cleanup planning: April/May 2015
- On site remediation: summer of 2015
- Post-cleanup activities: fall/winter 2015

The public comment period includes:

- 30-day comment period
- Public Notice advertisement: Intent to Redevelop Brownfield Property
- Full notice available at Sheppard Memorial Library, City Hall, and other locations
- Any comments would be addressed to/collected by NC DENR

The goal of the Imperial redevelopment is mixed-uses, including pads for advanced manufacturing, Production Distribution Repair (PDR) spaces, and road realignment.

Mr. Woodson asked for elaboration on the collaboration with the City of Wilson.

Mr. Wisemiller replied that this grant is a \$400,000 grant from EPA to do the Imperial site. This grant is site specific. The City have partnered with the City of Wilson to set up a revolving loan fund for use by private owners who have Brownfield concerns. These are low interest loan allowing them to do work on their property. Public entities will be able to also use the funds to clean up site.

VIII. Report from Secretary

a. Monthly Financial Report

Mr. Flood gave the financial report.

Redevelopment Commission Budget FY 2014-2015

Center City Bond Funds

Evans Gateway		Beginning balance:	\$159,000.00
Date			
7/10/2014	Rivers & Associates, Inc.		\$1,480.00
8/5/2014	Rivers & Associates, Inc.		\$2,020.00
8/28/2014	Rivers & Associates, Inc.		\$1,900.00
11/12/2014	Rivers & Associates, Inc., Evans Street Gateway		\$3,500.00
11/18/2014	Rivers & Associates, Inc.		\$690.00
11/18/2014	Rivers & Associates, Inc., Evans Street Gateway		\$690.00
12/9/2014	Rivers & Associates, Inc., Evans Street Gateway		\$1,750.00
1/6/2015	Transfer to Evans Street Accessway		\$88,420.00
1/13/2015	Rivers & Associates, Inc., Evans Street Gateway		\$8,550.00
3/10/2015	J & H Studios (encumbrance) (drawn \$0)		\$50,000.00
		Total Spent in Account:	\$159,000.00
		Total Remaining in Account:	\$0.00

Go Science Center		Beginning balance:	\$0.00
Date			
		Total Spent in Account:	\$0.00
		Total Remaining in Account:	\$0.00

Uptown Theatre Repairs		
Date		Beginning balance: \$254,000.00
12/9/2014	RPA Engineering, Chimney Evaluation	\$1,000.00
12/23/2014	Enviro Assessments East, Inc., Asbestos Abatement	\$4,175.00
1/6/2015	Transfer to Evans Street Accessway	\$63,500.00
	Total Spent in Account:	\$68,675.00
	Total Remaining in Account:	\$185,325.00

Evans Street Accessway		
Date		Beginning balance: \$233,000.00
7/28/2014	Walker Parking Consultants, Uptown Parking Deck	\$3,600.00
9/9/2014	Rivers & Associates, Inc., Evans Gateway Project	\$14,000.00
10/7/2014	Rivers & Associates, Inc.	\$12,250.00
10/9/2014	Rivers & Associates, Inc.	\$460.00
10/28/2014	Seegars Fence Company, Inc., Temporary Fence 120 West 5th Street	\$873.00
1/6/2015	Transferred from Uptown Theatre Repairs	-\$63,500.00
1/6/2015	Transferred from Evans Gateway	-\$88,420.00
1/6/2015	423 Evans improvements (encumbrance) (drawn \$0)	\$189,460.07
1/6/2015	Additional Walkways around parking deck (encumbrance) (drawn \$0)	\$110,500.00
1/6/2015	423 Evans Street, repair walls (encumbrance) (drawn \$0)	\$50,000.00
	Total Spent in Account:	\$229,223.07
	Total Remaining in Account:	\$176.93

Cotanche to Reade Alley Improvements		
Date		Beginning balance: \$252,000.00
9/2/2014	Transfer of funds from Uptown Alley Improvements	-\$5,500.00
11/18/2014	Dunn & Dalton Architects	\$1,008.50
12/12/2014	Carolina Earth Movers	\$14,409.41
1/15/2015	East Carolina Communications, LLC, Install Cable in new CVB	\$3,467.68
2/9/2015	Green Town Properties, Inc., Elevator Usage Fee	\$100,000.00
2/26/2015	Carolina Earth Movers (encumbrance) (drawn \$59,908.63)	\$103,207.55
3/17/2015	A3 Communications Network Cameras	\$2,290.70
	Total Spent in Account:	\$218,883.84
	Total Remaining in Account:	\$33,116.16

Uptown Alley Improvements		
Date		Beginning balance: \$49,000.00
9/2/2014	Transfer of funds to Cotanche to Reade Alley Improvements	\$5,500.00
	Total Spent in Account:	\$5,500.00
	Total Remaining in Account:	\$43,500.00

Total of all Center City Bond accounts \$262,118.09

West Greenville Bond Funds

West 5th Streetscape, Phase II design		
Date		Beginning balance: \$58,000.00
7/10/2014	Rivers & Associates, Inc.	\$7,245.00
8/5/2014	Rivers & Associates, Inc.	\$5,040.00
9/9/2014	Rivers & Associates, Inc., West 5th Street Streetscape Phase II	\$945.00
11/12/2014	Rivers & Associates, Inc.	\$8,530.00
12/9/2014	Rivers & Associates, Inc., West 5th Street Streetscape Phase II	\$31,600.00
		Total Spent in Account: \$53,360.00
		Total Remaining in Account: \$4,640.00

Acquisition		
Date		Beginning balance: \$270,000.00
7/17/2014	Moore and Piner LLC, Appraisals	\$1,600.00
9/4/2014	Avery, E. Cordell, Title examination 604 Clark Street	\$250.00
9/4/2014	Avery, E. Cordell, Title examination 606 Clark Street	\$250.00
9/4/2014	Avery, E. Cordell, Title examination 650 Atlantic Avenue	\$550.00
10/1/2014	The Appraisal Group, Appraisals 604 Clark Street	\$500.00
11/4/2014	Avery, E. Cordell, 650 Atlantic Avenue	\$100.00
11/4/2014	The Appraisal Group, 606 Clark Street	\$650.00
11/5/2014	Avery, E. Cordell, 604 Clark Street	\$500.00
11/5/2014	Avery, E. Cordell, 650 Atlantic Avenue	\$500.00
1/13/2015	Parker and Associates Land Surveying, Inc., 650 Atlantic Avenue	\$1,200.00
1/13/2015	Parker and Associates Land Surveying, Inc., 604 Clark Street	\$700.00
3/25/2015	Dunklee & Dunham Environmental Site Assessment	\$2,500.00
3/26/2015	Avery, E. Cordell 604 Clark Street	\$74,133.63
		Total Spent in Account: \$83,433.63
		Total Remaining in Account: \$186,566.37

Total of all West Greenville Bond accounts \$191,206.37

Ms. Dunn asked for a definition of access way.

Mr. Flood replied that it was the area around the parking deck.

Mr. Woodson asked if these costs came directly from the RDC.

Mr. Flood replied yes, they come from the RDC budget.

Ms. Dunn asked if the \$189,000 was an addition to the cost of the lot.

Mr. Flood replied yes, it was an addition. There were several improvements needed, such as grade changes, the wall, drainage, lighting etc.

IX. Comments from Commission Members

No comments received.

X. Adjournment

Motion was made by Mr. Patterson and seconded by Mr. King to adjourn the Redevelopment Commission meeting. Motion carried unanimously.

Respectfully submitted,

Thomas G. Wisemiller,
The Economic Development Project Coordinator
City of Greenville Community Development Department



May 5th, 2015
Redevelopment Commission

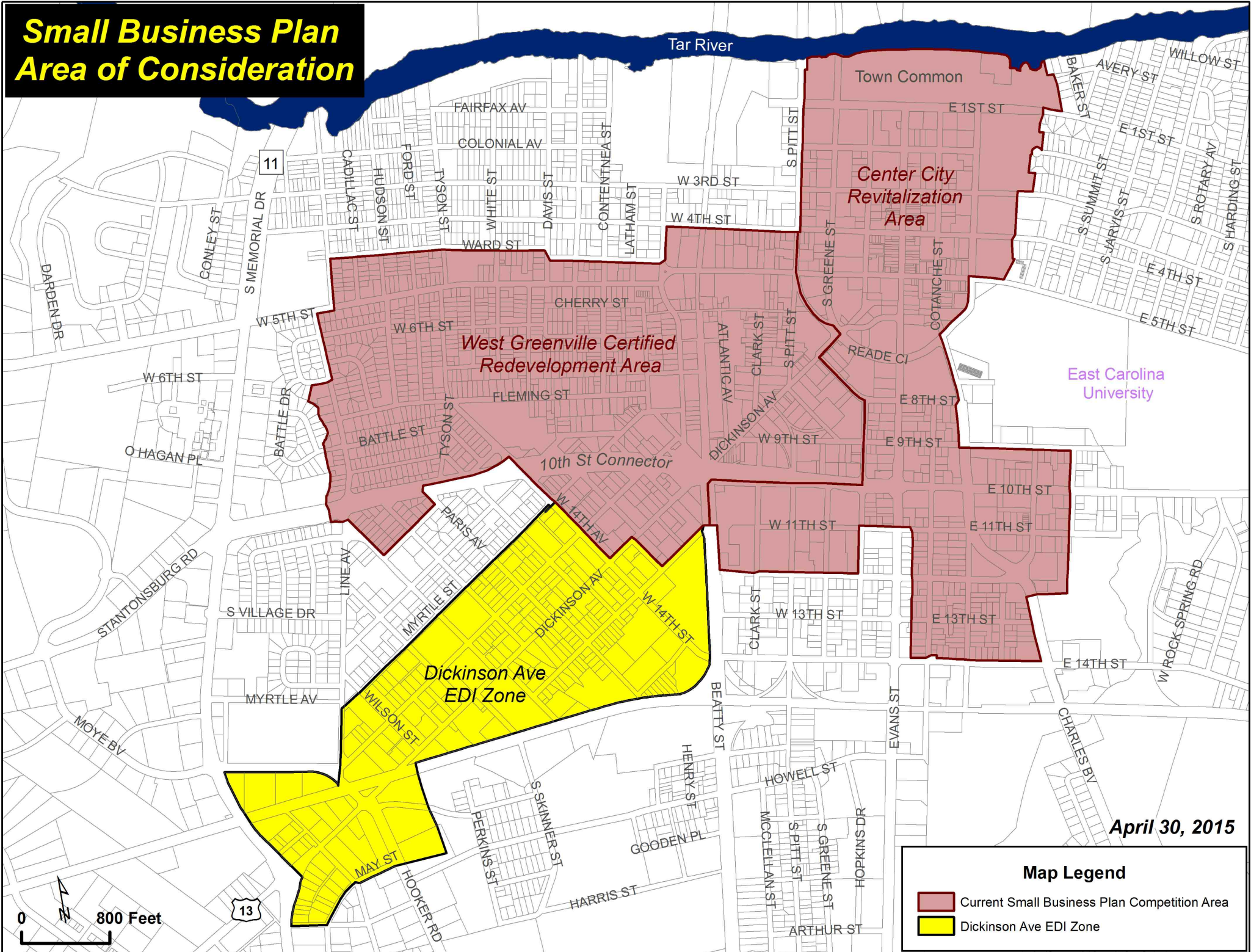
Re: Update on Small Business Plan Competition Guidelines

The City Council Economic Development Committee met on April 1, 2015 and discussed the Small Business Plan Competition Grant. There were three suggestions to come out of that meeting.

1. The CCEDC suggested having an additional training session for the panel interviewing the small business plan competition applicants.
2. The CCEDC suggested a change to the current definition of a small business used by the Small Business Plan Competition. The current definition is “Submitting entities must be a for-profit business whose tangible net worth is not in excess of \$7.5 million, and whose average net income after Federal income taxes (excluding any carry-over losses) for the preceding two completed fiscal years is not in excess of \$2.5 million.” The discussion revolved around lowering the \$7.5 million to focus more locally owned and smaller companies.
3. The CCEDC suggested expanding the geographic area where businesses could locate to include Dickinson Avenue EDI zone. {See included map}

Staff recommendation is to gather input from the Redevelopment Board

Small Business Plan Area of Consideration



East Carolina University

April 30, 2015

Map Legend

- Current Small Business Plan Competition Area
- Dickinson Ave EDI Zone



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