

# Agenda

## Greensboro City Council

### **Economic Development Committee**

**Monday, July 15, 2013**

**10:30 a.m.**

**Plaza Level Conference Room**

1. Call to Order – Chairperson Matheny
2. Approval of June 17, 2013 Draft Minutes – Committee
3. Triad Local First Presentation
4. Downtown and Gateway Signage Update – David Parrish, Adam Fischer
5. New Headquarter Request – Chairperson Matheny
6. Eastern and Western Corridor Study – Sue Schwartz
7. GEDA Update - Cyndi Dancy
8. Staff Update - Andy Scott, Kathi Dubel
  - 2/3 rds Bonds – Andy Scott
  - Shovel Ready Sites – Review RFP
  - Good Repair Ordinance – Review Ordinance
9. Next Meeting - Set Date

### **MEMBERS OF COUNCIL**

**ROBBIE PERKINS, Mayor**  
**YVONNE J. JOHNSON, Mayor Pro Tem**  
**NANCY VAUGHAN, At Large**  
**MARIKAY ABUZUAITER, At Large**

**T. DIANNE BELLAMY-SMALL, District One**  
**JIM KEE, District Two**  
**ZACK MATHENY, District Three**  
**NANCY HOFFMANN, District Four**  
**TONY G. WILKINS, District Five**

#2.

DRAFT  
MINUTES OF THE ECONOMIC DEVELOPMENT COMMITTEE  
OF THE  
CITY OF GREENSBORO, NORTH CAROLINA

COMMITTEE MEETING

17 JUNE 2013

The Economic Development Committee of the City of Greensboro met at 1:30 p.m. on the above date in the Plaza Level Conference Room of the Melvin Municipal Office Building with the following members present: Councilmember and Chairman Zack Matheny; and Councilmembers Marikay Abuzuaiter, Jim Kee and Tony Wilkins. Absent: None.

Also attending: Assistant City Manager of Economic Development Andy Scott; Economic Development Manager Kathi Dubel; Associate Legal Council Mike Williams; and Deputy City Clerk Diana Schreiber.

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Chairman Matheny opened the meeting at 1:30 p.m.

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Councilmember Wilkins made a motion to approve the 10 June 2013 minutes. The motion was seconded by Councilmember Abuzuaiter and adopted by voice vote of the members.

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Entryway/Directional Signage

Planning and Community Development Director Sue Schwartz presented a Community Structure map from the 2025 Comprehensive Plan; discussed public versus private gateways, overlays, scenic and visual corridors; addressed controls of landscaping, signage and gateways; and spoke to corridors and gateways of the Comprehensive Plan.

Councilmember Matheny spoke to entryways at the boundaries of Greensboro between Kernersville and Burlington; mentioned the Rock Hill, South Carolina municipal sign; encouraged a better and more visible sign announcing the city limits of Greensboro; spoke to the problematic issues associated with sexually oriented businesses near the gateways of the city; spoke to partnering with NC Department of Transportation to enhance the gateway areas; spoke to identifying the gateway locations; and suggested a contest to develop a tagline/brand for Greensboro.

Councilmember Wilkins inquired about the number of entrances being referenced.

Staff referenced taglines of Greensboro that embodied the Gate City, Tournament Town and Opportunity thrives here.

Assistant City Manager David Parrish spoke to gateways and Downtown/city-wide wayfinding; distributed handouts as examples of scope of work and RFPs; spoke to partnering with a consultant to develop a marketable image for Greensboro; identifying five to ten initial test sites; that currently there were four areas, specifically, the \$99,000 entrance at Rt. 421 that involved a partnership with NCDOT; price ranges from \$12,000 to \$25,000; cost depended on the size of the entryway; emphasized the need for flexibility of the entrance signage due to annexations; possible partnerships with the private sector for sponsorships to help defray costs; locate signs with a coordinated plan; and referenced the possible phase-in of signs starting with the most prominent locations.

Councilmember Matheny suggested the Committee determine the top five gateway locations; requested staff to identify funding besides 2/3 bonds; maximum cost of \$25,000 per gateway to include signage and landscaping requirements; and requested staff provide where to locate, how to get community involved, and how to pay for the gateways; and suggested local contest for artwork and tagline to use for branding.

Councilmember Wilkins requested traffic counts related to the various locations; spoke favorably of the Clear Lake entrance sign and the Wendover/Clifton intersection signage. Councilmember Kee suggested signs showing the city's amenities and attractions.

Assistant Manager Parrish responded that examples of signage would be emailed to the Committee.

Councilmember Matheny directed Ms. Schwartz provide a bullet point report on gateways to include appearance and ordinance requirements.

Councilmember Matheny addressed Transportation Director Adam Fischer and inquired about directional signs identifying Downtown Greensboro. Mr. Fischer responded that the directional signs were federally regulated; requested a gameplan for exact locations where they currently are, if it was possible to develop a plan to create signs of enhanced visibility; spoke in support of Raleigh's Downtown sign off Dorothea Dix who directed staff to prioritize research on gateways as most important, wayfinders with the radius of two miles out or wherever important attractions were located; and third, welcome to Downtown Greensboro; and that the taskforce would analyze funding mechanisms.

Assistant City Manager Parrish noted that Raleigh spent \$250,000 for a design study that included wayfinding and identification of hot spots in a coordinated manner.

#### New Downtown Building

Economic Development Manager John Shoffner presented the design of the three-story building that would be located next to Odd Fellows Lodge at (address Greene Street); stated the owner was requesting assistance for asbestos remediation consisting of \$100,000 tax incentive on a \$3.9 million investment; stated the building would be owner occupied; clarified the grant and loan repayment process; stated the incentive funding source had been identified; and stated that the building represented the first LEED building in Downtown.

Councilmember Matheny referenced another building project associated with the US Trust Building at 300 North Elm Street; met with principal of the building who intended on resurfacing the building's exterior glass; estimated the investment to be at approximately \$500,000; spoke to utilizing the Good Repair Ordinance as a resource; and added that the owners would approach Council for assistance.

#### Triad Local First

No presentation provided.

#### Two-Thirds Bonds

Assistant City Manager Scott distributed a spreadsheet titled 'Economic Development Projects Under Consideration – 2013'; discussed the projects for consideration; explained that approximately \$9 million was coming up in the next fiscal year and \$8 million in the subsequent year; noted that the City Manager had requested the ED Committee to provide a recommendation on using the bonds; and suggested the Committee consider street resurfacing/maintenance and other improvements be funded by bonds.

Councilmember Matheny asked if the Committee would be willing to analyze 2/3 bonds and make a recommendation to the full Council for their usage.

Councilmember Wilkins inquired about options to upgrade District 5's section of High Point Road.

Mr. Scott stated that he would bring back funding options for High Point Road; stated that Council made a decision to make a \$2 million loan to Renaissance Center for renovations and that \$1 million of that would be sourced as 2/3 bonds; if Council chose not to use 2/3 bonds, then an alternate source would have to be found; stated that Council could not spend ED funds for the Bessemer Center renovation; and explained the process without using 2/3 bond financing.

Councilmember Wilkins requested a written copy of the specifications for the \$2 million loan. Mr. Scott stated that Councilmember Kee's motion could be made available for Councilmember Wilkins. Mr. Scott stated that additional discussions were needed regarding the funding source.

The Committee discussed concerns about the City's diminishing cushion reserve level of \$4 million; the concept of presenting a collective ED Committee decision to the full Council; and reiterated the importance of investing in community projects.

Mr. Scott referenced that a work session in July would be an appropriate time to designate funding resources.

Councilmember Wilkins spoke to the need to respond to his constituents regarding the status of High Point Road renovations.

Mr. Scott stated he would provide a summary of how long it had been since the City utilized 2/3 bonds, when they were used and for which projects; clarified the source and lending concept involved with issuing 2/3 bonds; stated that as the bonds were paid off, the City was allowed to sell them at 2/3 of debt capacity; and provided perspective about the success of bond issuances during elections.

Councilmember Abuzaiter and Wilkins would listen to the information that the Committee received regarding 2/3 bonds.

Councilmember Matheny stated that if the entire committee was not comfortable making a recommendation to the entire Council, then it would not be done.

#### Review of Taskforce Goals

Councilmember Matheny reviewed the Committee's goals in order to help assess if the Committee was achieving its mission; reiterated that the Committee had identified clusters for consideration (airport, East Greensboro, Downtown); and referenced signage, the shovel ready site program, and the new building Downtown.

Councilmember Kee stated that he felt the Committee was headed in the right direction; and inquired about the status of the prosperity/economic development zone in East Greensboro. Mr. Scott replied that staff would bring information to the Committee based on the environmental designation and an update on Camp Burton.

Councilmember Wilkins inquired if there were applicants for the million dollar loan pool. Mr. Scott replied affirmatively and advised that he would send the draft RFP to the Committee.

#### GEDA Update

Cyndi Dancy, VP Business Development Services, provided the update and distributed a map of shovel ready sites in Greensboro; identified seven sites of varying sizes; referenced upcoming appointments with aviation and data center companies; and stated there were fifteen active projects.

Councilmember Wilkins inquired how the City was not competing with current inventory developers by offering the loan pool.

Councilmember Matheny responded that it depended on the site size and cost of land value per the current owner; reiterated that the city needed to require a predetermined maximum sale price when partnering with private entities.

Mr. Scott noted that several of the parcels were build to suit whereby the owner would retain the land.

Councilmember Matheny stated he had received information about NC A&T University's 2013 National Clean Energy Business Plan Competition of the US Department of Energy and explained the competition that involved pig-waste and asphalt; encouraged partnerships with the University and NCDOT; and inquired if the taskforce would support directing staff to work with Dale Wyrick/Field Operations and the pigwaste/road surfacing project in a waste to energy campus/partnership with NC A&T.

Mr. Scott indicated that the professor and University owned the intellectual property and was not yet ready to move.

The Committee discussed the need to expedite the processing of economic development zone of the White Street Landfill; and spoke to methane gas and solar panel opportunities.

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The Committee scheduled its next meeting for Monday, July 15<sup>th</sup> at 1:30 p.m. with special mention of discussing the RFP for shovel ready sites.

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Councilmember Kee made a motion to adjourn. The motion was seconded by Councilmember Wilkins and adopted by voice vote of the Committee.

The Committee adjourned at 3:02 p.m.

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Diana Schreiber  
Deputy City Clerk

Zack Matheny  
Chairperson & Councilmember

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(Copy of the Gateway & Wayfinding Powerpoint presentation is hereby referred to and made a part of the minutes.)



Economic Development Projects Under Consideration - 2013

Project	Activity	Cost	CDBG	ED Bonds	NR Bonds	Trans Bonds	W/S Capital	W/S ED	ED Fund 12/13	ED Fund 13/14	ED Fund 14/15	ED Fund 15/16	Parking LOB's	2/3 Bonds
	water/sewer upgrade	376,000					376,000							
	streets/streetscape	1,250,000												1,250,000 Street Imprv.
	GHA Building	750,000												750,000 ED
	Univ. District/Lee St study	75,000		75,000										
	project delivery	175,000												175,000
	Debt issuance	300,000												300,000
	<b>Total</b>	<b>\$14,928,000</b>												
	<b>Total Cost</b>	<b>\$46,663,620</b>												
	<b>Total Authorized</b>	<b>\$50,000</b>	<b>\$ 300,000</b>	<b>\$234,600</b>	<b>\$8,100,000</b>	<b>\$4,376,000</b>	<b>\$300,000</b>	<b>\$222,500</b>	<b>\$924,756</b>	<b>\$684,756</b>	<b>\$212,500</b>			
	<b>Total Proposed Available</b>	<b>\$4,075,000</b>	<b>\$50,000</b>	<b>\$4,400,000</b>			<b>\$600,000</b>		<b>\$12,475,000</b>	<b>\$14,958,508</b>			<b>FY13/14</b>	<b>\$9,200,000</b>
													<b>FY 15/16</b>	<b>\$8,000,000</b>



# EDBS

Economic Development and Business Support

City of Greensboro

Office of Economic Development & Business Support

## Good Repair Ordinance Economic Assistance Grant Program

The Good Repair Ordinance Economic Assistance Grant Program is intended to encourage property owner's within the central business zoning district to proactively take steps to preserve the character, integrity, and viability of downtown by maintaining the existing building stock. Funds can be used to address code violations and make vacant space "vanilla box" ready to attract new tenants.

Property owners ready to move forward with improvements to their downtown buildings may apply for a grant of 20% of the total cost of the qualifying improvements up to \$100,000 (total project cost) which can be used for the rehabilitation of building exteriors, to make ground floor vacant space vanilla box ready, or to make other exterior improvements. The City's grant may not exceed \$20,000 per project. The property owner will be required to match the City's grant on a 1 to 1 basis. Carolina Bank has agreed to work with downtown property owners on financing the remaining improvement costs provided the applicant credit qualifies.

The property must be located in downtown Greensboro's central business district (see attached map). The applicant must provide renderings of the proposed design and contractor estimates for the total cost of the project. Any renovations to a historic property must maintain its historic character and must conform to guidelines established in the "Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings".

### Review and Approval Process

1. Applications can be submitted at any point after July 1, 2013 to John Shoffner in the Office of Economic Development & Business Support and they will be reviewed by staff for program compliance. John can be reached at 336-373-2293 or [john.shoffner@greensboro-nc.gov](mailto:john.shoffner@greensboro-nc.gov).

The grant program has been allocated \$200,000 for the fiscal year ending June 30, 2014. If multiple project applications are received, the City will rank them. Projects essential to correct code violations will receive priority. Additional funds will be allocated towards projects based on their overall impact on downtown Greensboro.

2. Applications for projects impacting historical structures will be shared with the Greensboro Historic Preservation Commission. The Commission will review only projects impacting historic buildings to prevent adverse impact on the structure. Their review and recommendation in support of the project must be completed prior to a historic building project being considered for funding.
3. Applications for projects within the boundaries of the Downtown Design Overlay District must comply with the Downtown Design and Compatibility Manual.
4. EDDBS staff will consider the following criteria to qualify and rank applications:

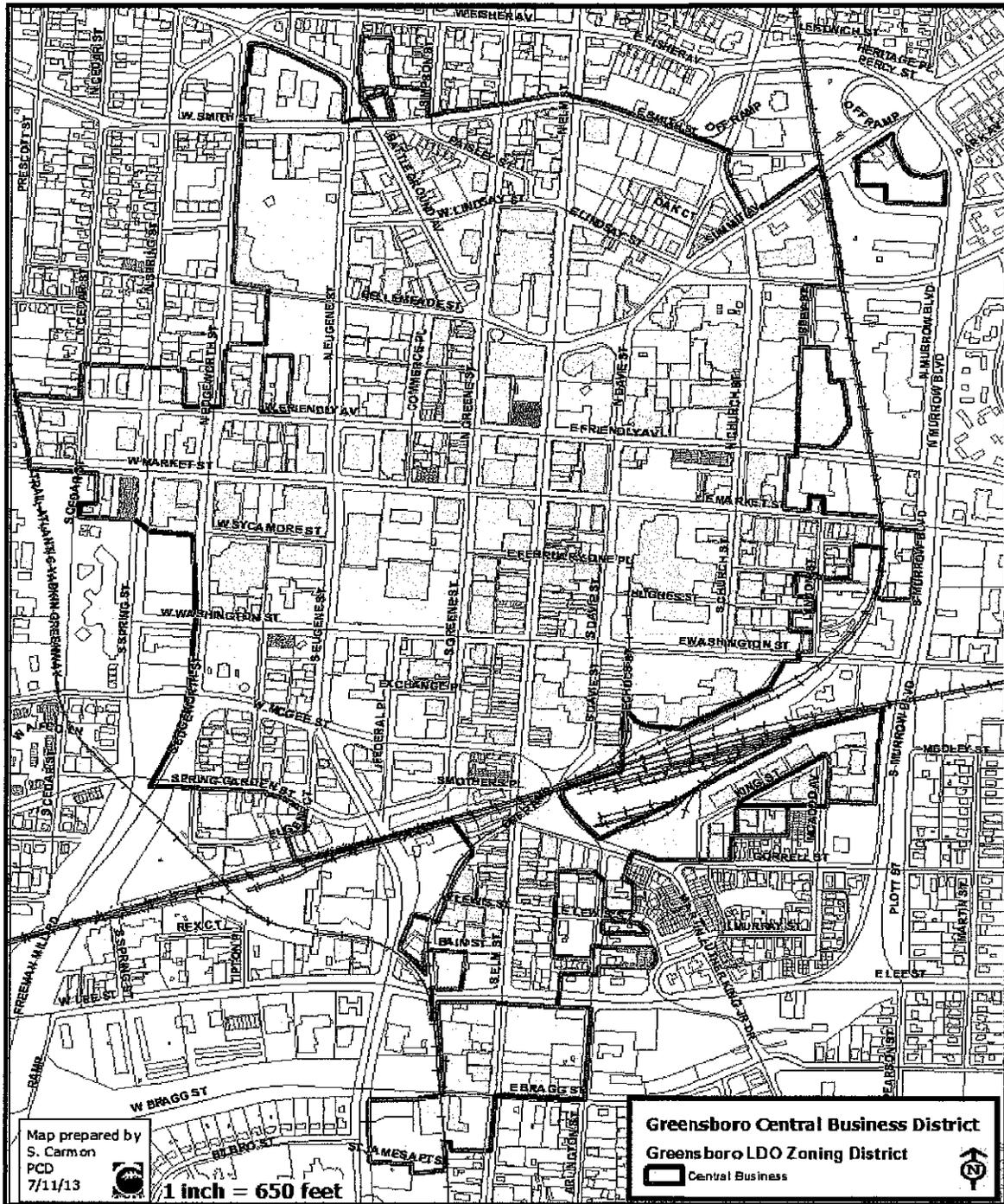
Required items for a project to be considered:

- Project is consistent with published downtown plans (Downtown Design and Compatibility Manual, Downtown Strategic Plan, etc.).
- Project must be ready to move forward within 3 months of approval.
- Project must be adjacent to a public street or publicly accessible parking area.
  - a. Each side of the building facing a public street or publicly accessible parking area can be considered a separate project for the purposes of this program.
- Private funds invested in the project must at least cover the remaining 80% of the total cost of the project.
- Building owner must complete an IRS 1099 form for the City.
  - a. Projects that are able to leverage greater private funds in addition to the City's grant will rank higher.

Additional items that enhance ranking of the project:

- Catalyst nature of the project and/or property.
  - Comprehensive renovation project that will eliminate all signs of blight and code violations from the subject property.
  - Ability to leverage other funds such as new market tax credits, federal and state historic tax credits, etc.
  - Inclusion of M/WBE contractors in the improvements.
  - LEED Designation
5. Carolina Bank is committed to working with downtown property owners to fund renovation projects of \$20,000 (minimum) to \$100,000. The program is based on the owner funding 20%, the city funding 20% and the bank funding the remaining 60% of the total project cost. Loan applicants will have to meet the bank's underwriting criteria. Improvement loans will be priced at 4.95% based on meeting the qualifying criteria. Projects requesting financing through Carolina Bank should contact ?? and will need to provide:

# Boundary of Central Business Zoning District (Eligible Area)



**CITY OF GREENSBORO  
ECONOMIC DEVELOPMENT AND BUSINESS SUPPORT OFFICE  
GOOD REPAIR ORDINANCE ECONOMIC ASSISTANCE GRANT INCENTIVE  
PROGRAM**

**PROPERTY OWNER:** \_\_\_\_\_

**BUSINESS NAME:** \_\_\_\_\_

**TAX ID#** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**CONTACT NUMBER:** \_\_\_\_\_

**DESCRIPTION OF PROJECT:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**TOTAL ESTIMATED COST: \$** \_\_\_\_\_

**RENDERINGS AND CONTRACTOR ESTIMATES MUST BE PROVIDED.**

**M/WBE PARTICIPATION AMOUNT:**

**APPLICANT AGREES:**

- 1) The Good Repair Ordinance Economic Assistance Grant is paid to the building owner on a reimbursable basis only upon completion of the entire project.
- 2) Renderings, Detailed Project Description, and Licensed Contractor Estimates must be reviewed before any work begins.
- 3) Provide a detailed Sources and Uses of Funds Schedule for total project cost.
- 4) City approval must be received in writing before work begins.

5) Upon completion, City staff will review the finished project and contractor invoices to confirm that the project has been completed and total cost.

6) Projects must begin within 3 months of approval and must be complete by June 30, 2014.

**SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_