

Agenda

Greensboro City Council

Economic Development Committee
Tuesday, September 17, 2013
9:30 a.m.
Plaza Level Conference Room

1. Call to Order - Chairperson Matheny
2. Approval of August 1, 2013 Draft Minutes – Committee (Attachment #2)
3. East Greensboro “Hi-Impact” Zone - Encompassing the East Greensboro Plan, including Camp Burton, Huffine Mill - Kathi Dubel, Sue Schwartz
4. West Greensboro Strategic Planning water/sewer – Layout on Western Section, including East Greensboro - Sue Schwartz
5. Small Business Loan Pool - Andy Scott
6. Shovel Ready Site Program Update - Kathi Dubel
7. Urban In-fill Incentive Program - Andy Scott, Sue Schwartz
8. Reedy Fork - water & sewer - Kenney McDowell (Attachment #8)
9. Airport – Bridge to Nowhere, C. Irvin, & Railroad site off Route 68 and West Market St. - Andy Scott, Kathi Dubel
10. T.Z. Osbourne Area land - Andy Scott
11. City APP – for smart phones - Darryl Jones
12. Federal Lobbyist Update - Andy Scott
13. Highway Welcome Signs and Landscaping - Adam Fischer, David Parrish
14. 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

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

COMMITTEE MEETING

1 AUGUST 2013

The Economic Development Committee of the City of Greensboro met at 10:30 a.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: Economic Development and Small Business Manager Kathi Dubel; Economic Development Manager John Shoffner, Associate General Counsel Mike Williams; and City Clerk Betsey Richardson.

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Chairman Matheny opened the meeting at 10:30 a.m.

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Councilmember Wilkins requested the 7.22.13 draft minutes be revised on page 3 to read Gate City Boulevard rather than Gateway Boulevard. Councilmember Kee made a motion to adopt the 7.15.13 draft minutes and adopt the 7.22.13 draft minutes as amended. The motion was seconded by Councilmember Matheny and adopted by voice vote of the Committee.

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East Greensboro High Impact Economic Development Zone

John Shoffner, ED, referenced a meeting where discussion consisted of the zone's boundaries and how to determine the manner in which the incentive plan could accomodate growth strategies of demographic and economic indicators.

Kathi Dubel, ED, indicated that changes to infrastructure development in the short and long-term could affect the marketability of parcels; and stated that it was necessary that the zone's plan would consider the impacts of actual and planned infrastructure improvements in East Greensboro.

Sue Schwartz, Planning and Community Development Director, elaborated on the alignment of demographics with economic incentives in the zone; indicated that the CIP include potential extensions of water/sewer outside the city limits that could involve annexation; reemphasized that Council consider aligning the physical and economic pieces to ensure that the zone had maximum impact; and noted that the CIP was underpinned by the water and sewer infrastructure policy adopted in 2012.

Councilmember Kee referenced a meeting with Don Linder of the Sportsplex where they discussed the area along Route 29.

Councilmember Matheny spoke to frustration with the duration of the process; requested that there be resolution in the next thirty-days; referenced the tremendous activity of site consultants currently; expressed his desire to announce a high impact development zone akin to 'incentives on steroids'; emphasized the need to strategically get the land on the opposing side of the airport's bridge as shovel-ready; referenced a meeting with his High Point counterparts where he encouraged the partnering with Greensboro on infrastructure planning.

High Point Road Update

Transportation Director Adam Fischer updated the Committee on preparations for the Wyndham Championship and the status of NCDOT construction along High Point Road; indicated that the corridor would be tidied up with fresh paint lines and markings; and stated that Field Operations was coordinating with NCDOT to mow, pickup trash and trim trees inside/outside the city limits.

Councilmember Wilkins inquired if the High Point Road area was undergoing normal procedures during the NCDOT construction phases. Mr. Fischer responded that the intersection upgrade was a NCDOT project; and stated the area would be stabilized the best way possible. Councilmember Matheny referenced conversations with Cheryl McQuery and Mike Mills of NCDOT regarding traffic patterns and road conditions during Wyndham Week.

EDBS (Economic Development Business Services) Staff Updates

a. Urban Development Investment Guidelines

John Shoffner, ED, presented the Urban Development Investment Guidelines; stated the Central Business District Incentive Program had been folded into the Guidelines; noted that the program included a \$6,000 per job incentive when a company created at a headquarter/major division in the CBD; elaborated on the criteria; and stated that Council would vote on the program at next week's Council meeting.

Councilmember Matheny stated the Gerbing incentive was sourced by the Economic Development Fund; referenced a conversation between staff and Senator Hagan regarding Gerbing; and stated the Gerbing representative Tom Nolan was expected at the 8.5.13 council meeting.

Councilmember Wilkins inquired about the commitment of Gerbing as an incentive candidate. The Committee discussed the criteria utilized by Gerbing for establishing headquarters in Greensboro.

b. Shovel Ready Sites

Mr. Shoffner stated that Legal had reviewed shovel ready policy; outlined the change in interest rate and repayment provisions; inserted flexibility to the program by changing the personal guarantee to a 'sufficient' personal guarantee; noted the deadline for submissions was August 30th; and referenced other deadlines in the handout.

The committee discussed first and second underwriting positions of the shovel-ready sites; indicated the program would be advertised via television, newspaper, websites and trade groups; and referenced economic conditions related to historical job losses in the region.

c. Good Repair Ordinance

Mr. Shoffner introduced the item; and inquired if Committee would be supportive of counting the separate sides of the building as separate repair projects.

It was the consensus of the Committee to consider each building as a separate project.

Councilmember Abuzuaiter expressed concerns about the ordinance rewarding property owners with code violations being rewarded for having those violations; and requested Legal staff to clarify.

Associate General Counsel Mike Williams stated that the loan portion was not part of the ordinance; that the ordinance and loan were adopted around the same time; noted that the loan portion would help entities come into compliance but were not guaranteed to continue; and stated that the ordinance would continue.

Councilmember Matheny requested ED to revisit and/or rebrand the two programs.

Mr. Shoffner explained that the resolution passed for a vanilla box ordinance.

Committee members stated that the adopted ordinance addressed facades, windows and doors not entire buildings; and inquired as to the rationale of fixing up complete buildings rather than exterior parts.

Due to outstanding issues, it was the consensus of the Committee to revisit the Good Repair Ordinance to provide a respectful amount of time for the discussion and to include DGI in the discussion.

Committee Comments

Councilmember Abuzuaiter stated the Committee was moving ahead; appreciated that issues were being flushed out and answers were coming back; excited about shovel ready sites; and stated she would like to see a little bit of it moving faster.

Councilmember Kee addressed an issue with the media regarding a potential conflict of interest with the Renaissance Center based on his wife’s relationship with the Nottingham Forest Sub-division; stated that City Attorney Shah-Khan did not determine a conflict of interest; stated Mrs. Kee would not have a financial interest in the non-profit; spoke to the Renaissance Center’s loan negotiations; and that the project would put the shopping center back on the tax rolls and would save taxpayers’ dollars.

Hannah Cockburn, PCD, provided a PowerPoint on the Growth Strategy Map revisions; stated the Comprehensive Plan was the basis for the provision of water/sewer/solid waste/public safety services; stated that almost 15,000 acres were being shifted to Tier I; stated the majority of the shift would take place in East Greensboro; and stated the revisions to the plan was expected to come before Council in September.

Ms. Schwartz stated that the revisions in state annexation legislation served to limit the City’s growth.

Councilmember Matheny spoke in support of incentivizing urban infill developments; suggested that Reggie Delehanty devise a Greensboro App; and inquired about the status of the Downtown signs.

Transportation Director Fischer responded that he required the go ahead to put up the Downtown signs from the City Manager’s Office; stated there was concern that DGI had been working on Downtown signs that could be in conflict with the City’s signs; stated that on-call consultants were available to handle the signage; and noted that a RFP could be distributed but was time-consuming,

Next Meeting

The next Economic Development Committee meeting was scheduled for Monday, August 12 at 10:30 a.m. in the Plaza Level Conference Room, MMOB.

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 11:52 a.m.

Diana Schreiber
Deputy City Clerk

Betsey Richardson
City Clerk

Zack Matheny
Chairperson & Councilmember

(Copies of the Comprehensive Plan Amendment Growth Strategy Map Update, Urban Development Investment Guidelines and the Shovel Ready Industrial Development Site Grading City Loan Request handouts are hereby referred to and made a part of the minutes.)

Water Resources Department
City of Greensboro



September 11, 2013

TO: Andy Scott, Assistant City Manager

FROM: Kenney McDowell, PE, Deputy Director

SUBJECT: Water and Sewer Feasibility Study Review of
5955 Summit Avenue Properties (Reedy Fork Industrial Park)

Water Resources has reviewed the feasibility study prepared on May 31, 2011 which is funded in the department's capital improvement plan. As a proactive step to enhance site economic development marketability, Water Resources recommends that design and construction proceed with the 16" water main extension at the eastern edge of the proposed site. This extension will be from the existing water main along Summit Avenue going north along the west side and tied into the water main at Chickasha Drive. This extension will provide the dual benefits of making water service readily available to the site and providing a system enhancing loop feed to increase reliability of area water service.

This proposed water main extension coupled with the currently available sewer service to the south of the property as a 24" sewer outfall will provide immediate access to utilities for the site. An end user would be able to extend off of these utilities in accordance with their plans and within a typical estimated twelve to eighteen months project timeline. This will provide the end user the advantage of driving the interior utility extensions to best meet their site needs and construction schedule.

Water Resources recommends this phased approach as prudent given that no end users have been identified for the site. Additional extensions beyond the water line described above and shown in the feasibility study could turn out to be in conflict with a proposed users need.

HKM

cc: David Parrish, Assistant City Manager
Steve Drew, Director

Attachment

Water Resources Department
City of Greensboro



May 31, 2011

TO: Andy Scott, Assistant City Manager

FROM: Kenny Treadway, Water Resources Engineering Division

SUBJECT: Water and Sewer Feasibility Study for
5955 Summit Avenue Properties (Reedy Fork Industrial Park)

Per your request we have reviewed the above property to determine the feasibility of providing water and sewer service. The referenced property is within City of Greensboro's City Limits.

Water is currently available to the south of the property as a 20" main on the west side of Summit Avenue. A 16" main will be required to be extended from existing water main along Summit Avenue going north along the west side and tied into the 30" water main at Chickasha Drive. Water will also need to be extended along proposed road on property as an 8" and 12" main as shown on attached map. The engineer will have to demonstrate to Water Resources staff that the existing water main can provide adequate pressure and flow for both domestic service and fire protection for the proposed development.

Sewer is currently available to the south of the property as a 24" sewer outfall along Hardy's Mill Pond spillway. Sewer will need to be extended from existing outfall as a 24" line reducing down to an 18" line along the southwest property line as shown on attached map. Sewer will also be required to be extended from the 24" and 18" outfall mains as an 8", 10" and 18" mains to the north as shown in attached drawing to service upstream lots. Easements for any sewer outfall that crosses private properties will have to be obtained and dedicated exclusive to the City of Greensboro for service. The engineer will have to demonstrate to Water Resources staff that the existing downstream sewers have adequate capacity to handle the projected flows from the proposed development.

Note that if the project moves forward then the engineer will need to start the fire flow tracking and sewer flow allocation processes with Water Resources staff. This study is only valid for a period of one year from the date of this letter. A revised study will be required if flow conditions or development plans change other than what was originally stated in this study. We will recommend approval of these extensions at the owner / developer's expense, pending approval by the City of Greensboro Planning Department for compliance with the Comprehensive Plan and final approval by the City of Greensboro City Council. Funding for pipe over-sizing may apply in accordance with City policy.

Please see the attached map for line routing and quantities. The estimated cost of providing service to this site is:

Summit Avenue 5955 Properties

Estimated Total Construction Costs

Category	Importance	Item Description	Units	Unit Cost	Subtotal
Utility Crossings		24" Bore & Encasement	190 LF	\$250	\$47,500
Water Mains		8" Water Main	1,546 LF	\$52	\$80,392
Water Mains		12" Water Main	4,622 LF	\$78	\$360,516
Water Mains		16" Water Main	6,155 LF	\$104	\$640,120

Subtotal \$1,128,528

20% Engineering & Contingency \$225,706

Total Water \$1,354,234

Category	Importance	Item Description	Units	Unit Cost	Subtotal
Sewer Lines		8" Sanitary Sewer	7,301 LF	\$72	\$525,672
Sewer Lines		10" Sanitary Sewer	546 LF	\$80	\$43,680
Sewer Lines		18" Sanitary Sewer	3,697 LF	\$144	\$532,368
Sewer Lines		24" Sanitary Sewer	5,528 LF	\$192	\$1,061,376
Sewer Manholes		4' Sewer Manhole	40 EACH	\$2,600	\$104,000

Subtotal \$2,267,096

20% Engineering & Contingency \$453,419

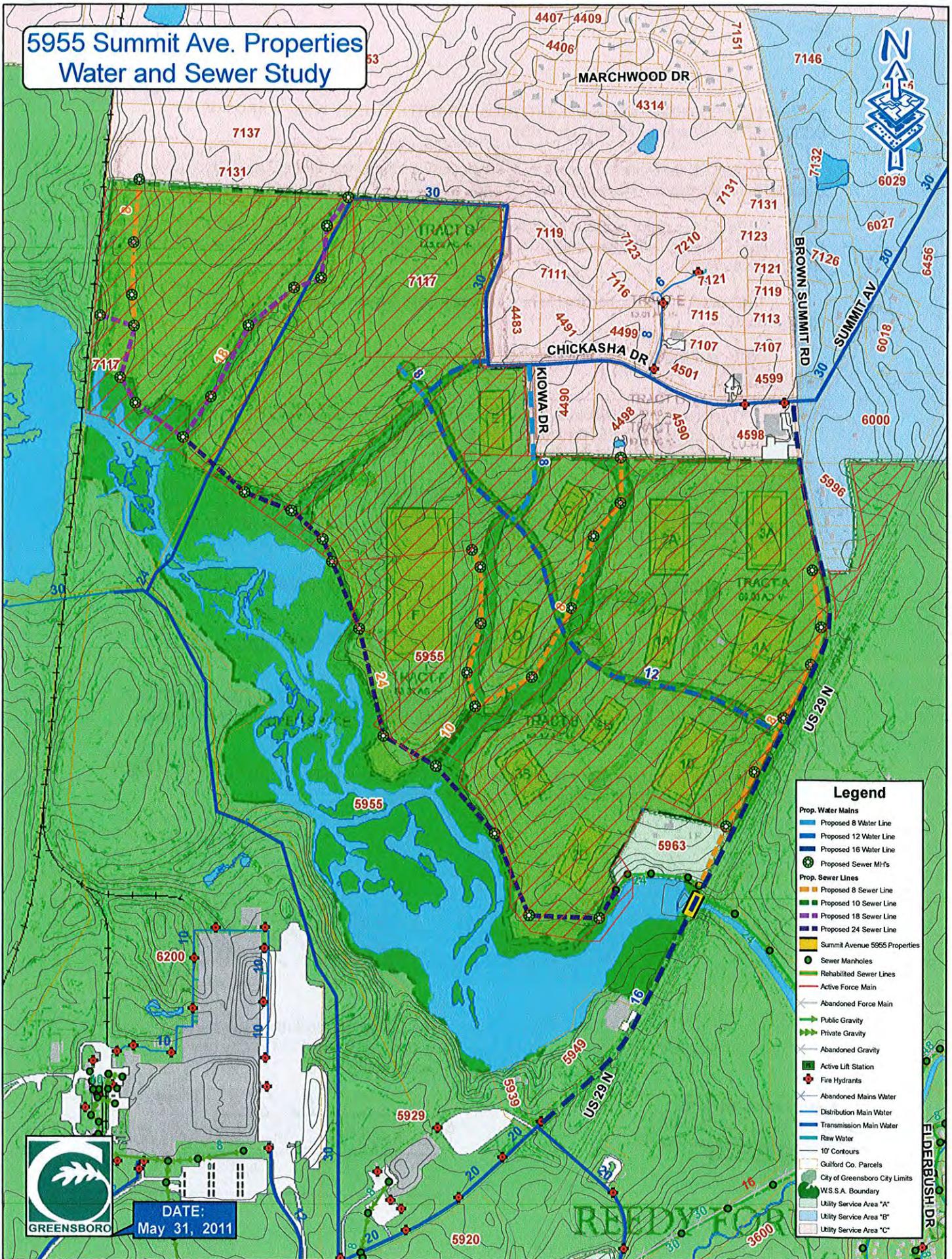
Total Sewer \$2,720,515

Total Project	\$4,074,749
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If we can be of further assistance, please call (336) 373-2055.

JKT
Attachment

5955 Summit Ave. Properties Water and Sewer Study



- ### Legend
- Prop. Water Mains
 - Proposed 8 Water Line
 - Proposed 12 Water Line
 - Proposed 16 Water Line
 - Proposed Sewer MHs
 - Prop. Sewer Lines
 - Proposed 8 Sewer Line
 - Proposed 10 Sewer Line
 - Proposed 18 Sewer Line
 - Proposed 24 Sewer Line
 - Summit Avenue 5955 Properties
 - Sewer Manholes
 - Rehabilitated Sewer Lines
 - Active Force Main
 - Abandoned Force Main
 - Public Gravity
 - Private Gravity
 - Abandoned Gravity
 - Active Lift Station
 - Fire Hydrants
 - Abandoned Mains Water
 - Distribution Main Water
 - Transmission Main Water
 - Raw Water
 - 10' Contours
 - Guilford Co. Parcels
 - City of Greensboro City Limits
 - W.S.A. Boundary
 - Utility Service Area "A"
 - Utility Service Area "B"
 - Utility Service Area "C"



DATE:
May 31, 2011