

Agenda

Greensboro City Council

Economic Development Committee

Monday, October 7, 2013

10:00 a.m.

Plaza Level Conference Room

1. Call to Order – Chairperson Matheny
2. Approval of September 17, 2013 Draft Minutes – Committee
3. Shovel Ready Sites – Andy Scott
4. Highway Welcome Signs and Landscaping – David Parrish, Adam Fischer
5. Farm – Tax deferment program – Marlene Sanford
6. East Greensboro Economic Development Site, Land Use, and Transportation Infrastructure Identification Study Overview – Bob Dischinger, Evans Engineering
7. Game Plan of vision, strategy, and implementation – Zack Matheny
8. 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

17 SEPTEMBER 2013

The Economic Development Committee of the City of Greensboro met at 9:30 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 Abuzuaiteer and Jim Kee. Absent: Tony Wilkins.

Also attending: Assistant City Manager of Economic Development Andy Scott; Small Business Manager Kathi Dubel; Director of Planning Sue Schwartz; and Deputy City Clerk Diana Schreiber.

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Chairman Matheny opened the meeting at 9:30 a.m.

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Chairman Matheny recognized Mayor Pro-Tem Johnson and former Councilmember Bob Mays in the audience.

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Councilmember Kee made a motion to adopt the 8.1.13 draft minutes. The motion was seconded by Councilmember Abuzuaiteer and adopted by voice vote of the Committee.

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Chairman Matheny stated that he intended to highlight efforts of the Committee over the past several months and bring an official recommendation to Council.

East Greensboro Hi-Impact Zone Presentation/Discussion

Planning Director Sue Schwartz summarized the presentation; reviewed demographics that was associated with its geography; referenced policy pieces that targeted East Greensboro; and requested the Committee clarify selection criteria, establish focus areas and develop a selection process.

Hannah Cockburn, Division Manager of Long Range Strategic Planning, presented a PowerPoint presentation on Prosperity Zones and the *Comprehensive Plan* and explained the City's policies, goals and strategies; reviewed in-force maps that included the Generalized Future Land Use Map, Reinvestment Area and Corridors, Growth Strategy Map 2013; Physical Analysis of the proposed zone area; referenced the gross strategy amendment map; specified the area to include Elm Street north and south to the East; and stated the map analysis included services and infrastructure consisting of multiple layers of policy guidance.

Bob Mays referenced the Evans' study map and compared it with the presented maps.

Chairman Matheny reiterated the need to make a Committee recommendation to Council; recommended that staff utilize the Evans' Study Map that provided more definition; suggested creating a high impact zone that would offer a program of eight percent of taxes for eight years in East Greensboro; and stated the zone would not include Downtown.

Ms. Schwartz spoke to how to refine the zone; that a target was required; and that the Committee needed to address who and where to impact.

Councilmember Kee spoke to boundaries of Route 29 North, Wendover Avenue, new I-840 on the east, and I-40 on the south.

Chairman Matheny requested making the zone narrower consisting of an area of one-mile eastward from the I-840 Loop between US 29 North and I-40/85 to the south; requested that the NC A&T University Farm be omitted from the zone; requested staff redefine boundaries with a focus of soliciting industry in the Loop area; and spoke to merging the revolving loan pool with the shovel ready site program.

Mr. Mays stated his focus was in the area around the White Street Landfill toward Huffine Mill Road and the I-840 interchange; and emphasized infill projects in the zone due to the presence of infrastructure.

Assistant City Manager Andy Scott encouraged focusing on annual salary and job creation figures.

Cyndi Dancy, GEDA, addressed job creation targets relevant to project size.

Councilmember Abuzuaiter requested the inclusion of vacant warehouse sites with emphasis on East Market Street toward the Huffine Mill Road area.

Chairman Matheny indicated that higher goals should be advocated in order to increase incomes in East Greensboro.

Staff responded that they would redefine the map in accordance to the Committee's requests.

Camp Burton

Assistant City Manager Scott provided a brief update on Camp Burton; stated that contact had been made with Senator Wade regarding the property; and added that the property was owned by NCDOT.

Mr. Mays added that the State conducted an appraisal on the approximately 120 undeveloped acres that the City would like to utilize; that the City needed to determine the number of acres that were developable; and referenced acreage associated with Huffine Mill interchange and TZ Osborne area.

Western Greensboro Strategic Planning (water/sewer)

Assistant City Manager Scott presented sewer issues that impacted economic development in the West; provided a map of areas served and potentially servable; stated that low density, agricultural areas were expensive to serve; referenced areas that were pumped back to Osborne; referenced the various levels of service on the presented map; spoke to the intergovernmental relationship with area municipalities and the disproportionate sewer rate differences.

Chairman Matheny addressed areas that were serviced by High Point.

Kenney McDowell, Water Resources Manager, addressed lines installed to serve the GTCC Campus from West Market Street; and stated the City was building a pump station in the area.

Ms. Schwartz emphasized a crescent that was underutilized developmentally but had water/sewer infrastructure access located southwest of the new GTCC Campus on NC 68; and stated drawbacks were stream and wetland issues which made development difficult.

Mr. Mays referenced developable acres between Greensboro, Kernersville and High Point; spoke to the VA Hospital and Novant land-use classifications; request by TDO (Triad Business Park) to construct a bridge to connect to Bunker Hill and the Park; and encouraged the Committee to work with High Point and Kernersville.

Assistant City Manager Scott spoke to underutilized acreage; emphasized the need to respect annexation boundaries with High Point and Kernersville; and encouraged an inter-local agreement to share revenues to develop the area with High Point and Kernersville.

Chairman Matheny noted that Novant was locating in the area; that a regional project could be realized between Greensboro and High Point; and suggested a potential meeting that could be hosted by Nido Qubein to include High Point and Greensboro.

Assistant City Manager Scott spoke to the agreed upon transportation plan between Greensboro, High Point, Kernersville and PTI Airport; stated the transportation plan represented a feasible starting point for discussions; and added that the meeting would be pending Mr. Qubein's approval.

Chairman Matheny spoke in support of opening up the western region; and inquired with staff how to start discussions.

Assistant City Manager Scott spoke to multiple municipalities be included in water/sewer discussions; and stated that it was important to start with a larger meeting due to the multiple interests in the area.

Mayor Pro-Tem Johnson concurred that the meeting be held on a larger scale.

Chairman Matheny spoke to going ahead with various development projects; posed the question of how to tackle the land issue of the bridge associated with BelAir Golf Course; stated the bridge would empty into land of roughly 1000 acres; that a regional effort was needed to get the area shovel-ready; that a potential solution was to utilize a framework of regionalism to open up the 'western basin' and consider the northern area near the Airport.

Councilmember Kee reiterated the need to move regionally to promote the State's allocation of funds to the Triad area.

Mayor Pro-Tem Johnson interjected that the COG had a facility that could be utilized as a meeting place in Kernersville.

Reedy Fork

Mr. McDowell provided an update of the information found in the packet; explained the attached feasibility study completed in May 2011; stated that to date, no end user had been identified; explained that staff often did not know what end users wanted on-site, for this reason, the water/sewer extensions often reached the border of the site; acknowledged that when end users were identified, extensions would be planned from the lines; stated installation was currently budgeted; and added that with approval from CMO, project design could proceed.

Chairman Matheny supported going ahead with the plan.

Mr. Mays spoke to the question of how far to go with shovel-ready sites to make them ready and how to suit the role with different type of property owners; noted there was a gap among local developers who lacked financing to buy local property; stated there would be three brand new interchanges within three miles of Downtown and that speculation could be fueled; and spoke to spending dollars wisely to prepare pad or shovel ready sites.

Chairman Matheny spoke to pad versus vertical ready site preparation; spoke to the connections of the development community with shovel ready sites; and stated there were two viable RFP applicants.

Assistant City Manager Scott spoke to costs involved with shovel ready preparations.

Staff suggested that the Committee take its recommendation to Council the second Council meeting in October (15th).

TZ Osborne Area Land

Chairman Matheny referenced TZ Osborne land located below the Camp Burton land.

Assistant City Manager Scott stated the land represented a mixed opportunity; and stated that it was the City's only sewer treatment plant with strong expansion potential.

Mr. McDowell spoke to the item; stated the City currently had two plants consisting of N. Buffalo and TZ Osborne; indicated that staff was moving forward to make recommendation to decommission North Buffalo Sewer Treatment Plant; explained that as Osborne expanded it would take over treatment capacity of North Buffalo; stated there were odor issues; mentioned the chicken houses; and displayed a map.

Chairman Matheny inquired about ownership of the property and easements; and spoke to creating an industrial site between the Plant and the Interstate.

Mr. Mays spoke to superimposing the requirement for right-of-way over the City's growth plan to consider what was developable at the new interchange adjacent to the Osborne Plant; stated the State had already purchased right-of-way; and referenced work by Kotis Development in the area.

Assistant City Manager Scott was requested to contact the state in regarding developable land around the Osborne Plant; and noted that future developers needed to be made aware of the existence of the sewer treatment plant.

City APP for Smart Phones

IT Director Darryl Jones deferred to Steve Averett, GIS Manager.

Mr. Averett spoke to mobile app development strategies; made a PowerPoint presentation; stated that the APP would be available at the Apple store and Play Store (Android); Fix It (street workorders), Hike It (bike, hiking trails), Find It (city services) with icons; stated the Fix It app was purchased from a third party vendor; and that combining multiple apps would present challenges.

Chairman Matheny stated he preferred a single APP to streamline the multiple APPs for the City of Greensboro; and encouraged IT to make the APP very easy to use.

Highway Welcome Signs and Landscaping

Chairman Matheny referenced the Greenville, SC visit and spoke to green signs; spoke to the High Impact Zone, Airport Bridge, Megasite, East and West Greensboro, High Point, Performing Arts Center, and Downtown; stated that signs elicited vibrancy and excitement and would draw motorists off the interstates and into Downtown; and indicated that staff was moving forward with the process.

Next Meeting

The next Economic Development Committee meeting was not scheduled.

Adjournment

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

The Committee adjourned at 11:02 a.m.

Diana Schreiber
Deputy City Clerk

Zack Matheny
Chairperson & Councilmember

(Copies of the PowerPoint presentations: Prosperity Zones and the Comprehensive Plan (Policies, Goals and Strategies) and the Greensboro APP presentation; are hereby referred to and made a part of the minutes.)