



City of Greensboro

Melvin Municipal Building
300 W. Washington Street
Greensboro, NC 27401

Meeting Minutes - Final East Greensboro Study Committee

Monday, April 27, 2015

10:00 AM

Plaza Level Conference Room

1. Call To Order

This East Greensboro Study Committee meeting was called to order at 10:15 a.m. on the above date in the Plaza Level Conference Room of the Melvin Municipal Office Building with the following members present: Chairperson and Councilmember Sharon Hightower, Councilmember Jamal Fox, Mayor Pro-Tem Yvonne J. Johnson and Mayor Nancy Vaughan.

Also present were Assistant City Manager David Parrish, City Attorney Tom Carruthers and Deputy City Clerk Angela R. Lord.

2. Approval of Draft Minutes

[ID 15-0278](#) Approval of Minutes of the East Greensboro Study Committee Meeting
on January 28, 2015

Moved by Mayor Vaughan, seconded by Mayor Pro-tem Johnson to approve the East Greensboro Study Committee meeting minutes of January 28, 2015. The motion carried by voice vote.

3. Old Business

[ID 15-0380](#) Endorsement of the East Greensboro Study Committee Plan as
Presented

Chairperson Hightower stated the Committee needed to endorse the plan as previously presented; and recognized Assistant City Manager David Parrish to provide an update on the plan.

Assistant City Manager Parrish referenced an email sent to the Committee; spoke to a final draft version; made a PowerPoint Presentation; stated there had been some minor editing done since the January meeting; spoke to mapping strategies; stronger community identity; highlighted the four key themes; the economic opportunity recommendations; spoke to immediate and long term needs; stated staff had attended a training in Boston; spoke to potential legislation; combined efforts with Guilford County and High Point; being proactive; and to the completion of the Urban Loop.

Assistant City Manager Parrish reviewed recommendations for education, community pride, and quality of life; referenced discussions on creating a hall of fame for East Greensboro; spoke to identifying potential partners; referenced previous discussions regarding the next steps; stated additional strategies could be added as needed; and spoke to presenting at a future Work Session and a City Council meeting.

Chairperson Hightower asked if partners had been identified.

Discussion took place regarding partnering with churches; low cost features; a general service option; the Housing Authority; and presenting information to the College Commission.

Chairperson Hightower inquired about the housing and land trust areas; and spoke to the need of looking at Legislation.

Assistant City Manager Parrish stated land banking was a technical term used nationwide; spoke to industries pulling out; the enabling acts for various states; partners that acted on behalf of counties and cities; intentional

property uses; stated North Carolina did not have legislation as of yet; spoke to being strategic with properties; filtering to the private sector; and targeting neighborhoods.

Discussion took place regarding conversations with the County; parcels referred for foreclosure; and a future meeting with the Tax Collector.

Neighborhood Development Director, Barbara Harris spoke to the Housing Recommendation Program; rehabilitation and resale; participation levels; and focus in redevelopment areas.

City Attorney Carruthers spoke to revisions for Minimum Housing; the opportunity to focus on multi-unit housing; repairs through Minimum Housing; modifying procedures; and bringing the item to Council at a future date.

Discussion continued regarding focus on redevelopment areas; challenges; working in an entire community; commitment areas; sharing information with the Guilford County School System; listing the information under Education and Economic Development areas; the Housing Development funding being brought before Council at a future City Council meeting; and defining ways to assist small businesses.

Assistant City Manager Parrish spoke to design standards; and including geographical street or corridors under the Quality of Life recommendations.

Chairperson Hightower spoke to approved businesses erecting aluminum or metal buildings; referenced conversations with East Market Street Development Corporation member Mac Sims; and spoke to the need for guidance from the Planning Department.

Mayor Vaughan referenced established zoning; and spoke to areas that had already been zoned.

Discussion took place regarding setting standards; potential opposition; and current Legislation curbing design standards.

Moved by Mayor Pro-Tem Johnson, seconded by Councilmember Fox to endorse the East Greensboro Study Committee Plan as presented with suggested additions. The motion carried by voice vote.

4. New Business

ID 15-0277 Economic Development Committee Update - Councilmember Zack Matheny

Assistant City Manager Parrish referenced a presentation made by Councilmember Zack Matheny at the Economic Development Committee meeting; spoke to the 8/80 initiative; perimeter; and outlined the area for the plan.

Mayor Vaughan spoke to an empowerment zone; driving development to the area to make it more attractive; and inquired of City Attorney Carruthers if the City could do that.

City Attorney Carruthers confirmed; and spoke to promise zones.

Councilmember Fox referenced an application in Washington, DC.

Assistant City Manager Parrish spoke to the Federal perimeter; staff working on geographical areas within City limits; a tier approach; reviewing various options; and performance based grants.

Mayor Vaughan voiced the need to move on the item.

Assistant City Manager Parrish spoke to capping investments; stated 80% could be substantial; and spoke to future presentations of the item.

ID 15-0276 East Market Street Development Corporation

Director of Operations, Phil Barnhill made a PowerPoint Presentation; referenced a presentation in February; top priorities; referenced the request for more detail; spoke to proposed strategies; reviewed the Urban Economic Develop Plan for East Greensboro; spoke to site, facade and storefront programs; outlined investments as well as types of improvements; spoke to the application process; highlighted submission and approval process; logistics and target areas; and stated the City had final approval. Mr. Barnhill spoke to vacant and outdated commercial buildings; generating interest and negotiation with property owners; repurposing buildings; a \$100,000 incentive; tax rebate option; highlighted shovel ready sites; stated the need to own properties in order to make changes; spoke to new developments; projection of movement within three years; the Post Office on East Market Street; to prime developable tracks; and keeping property on the radar.

Discussion took place regarding the House of Prayers' willingness to lease the property; an upcoming meeting with the House of Prayer in May; and sharing the East Greensboro Committee and East Market Street Development information with the property owner.

Mr. Barnhill spoke to connectivity to Downtown; secondary strategies; addressing code enforcement; beautification enhancements; the streetscape project on East Market Street; residential initiatives; referenced meetings with City staff; and opened the floor for questions.

Councilmember Fox asked for clarification on the secondary strategies; streetscape updates; and funding.

Mr. Barnhill spoke to the response of the citizens; stated all areas were important; and spoke to labeling the most critical.

Discussion took place regarding a name change for the organization; advertising the change (on GTN) once made; funding needs; and the availability of Economic Development Funds.

5. Public Comment

Community Development Fund representative, Matthew Scott stated he looked forward to making connections and partnerships; and spoke to working on corridors.

Chairperson Hightower asked to appoint Councilmember Marikay Abuzuaiter as the alternate Committee member, replacing Councilmember Tony Wilkins.

Mayor Vaughan stated her approval. It was the consensus of the Committee to appoint Councilmember Abuzuaiter as the alternate Committee member to replace Councilmember Wilkins.

6. Adjournment

Moved by Councilmember Fox, seconded by Chairperson Hightower to adjourn the meeting.

The East Greensboro Study Committee meeting adjourned at 11:13 a.m.