

1 -

Documents:

[AGENDA.PDF](#)

2 -

Documents:

[2 - DUKE ENERGY TREE CUTTING.PDF](#)

3 -

Documents:

[3 - NEW TECHNOLOGY ENHANCEMENT - AUTO READERS.PDF](#)

4 -

Documents:

[4 - OFFICE RECRUITMENT UPDATE.PDF](#)

5 -

Documents:

[5 - NAMING OPPORTUNITIES POLICY DRAFT.PDF](#)



CITY COUNCIL OF THE CITY OF GREENVILLE WORK SESSION MEETING

**Greenville City Hall
206 S. Main Street
Ninth Floor Conference Room**

**Monday, October 28, 2019
4:00 p.m.**

CITY COUNCIL: Mayor Knox White; Councilmember Jil Littlejohn, Mayor Pro Tem; Councilmember Amy Doyle, Vice Mayor Pro Tem; Councilmember Wil Brasington; Councilmember Lillian B. Flemming; Councilmember George W. Fletcher; Councilmember Russell Stall

CITY STAFF: City Manager John McDonough; Assistant City Attorney Logan Wells;
City Clerk Camilla G. Pitman

AGENDA

- | | | |
|-----------|--|------------------|
| 1. | Call to Order | 4:00 p.m. |
| 2. | Duke Energy – Tree Trimming / Lights On Program
(Linda Hannon) | 4:00 p.m. |
| 3. | New Technology Enhancement
(Police Chief Ken Miller) | 4:15 p.m. |
| 4. | Office Recruitment Update
(Deputy City Manager Nancy Whitworth) | 4:30 p.m. |
| 5. | Naming Opportunity Policy
(Assistant City Attorney Logan Wells) | 4:40 p.m. |
| 6. | Infill Development Ordinance
(Councilmember Wil Brasington) | 4:50 p.m. |
| 7. | Adjourn | 5:00 p.m. |



Pruning vs. cutting down

Each tree is different and must be considered individually. Trees with trunks close to the power lines may require much more pruning than trees located farther from the line. Additionally, not all pruning techniques are appropriate for all tree species.

When pruning, our trimming professionals make every attempt to trim for sufficient clearance until we return on our next planned maintenance.

Before deciding to remove a tree, we first evaluate its health and proximity to the lines. A tree may have a decayed portion on the trunk. The entire tree may be dead or in the process of dying, which might cause it to break or fall. It may have soil that is severely eroded away from the root system, making it more likely to fall.

Sometimes trees are required to be cut down when they are too close to power lines or when they would have to be pruned severely.

Herbicide applications

Duke Energy uses environmentally responsible herbicide applications to control tall growing incompatible plants within power line rights of way. Our objective is to maintain low growing vegetation to minimize potential electric power interruptions, which also enhances wildlife habitat.

We use professional contractors to apply herbicide by utilizing different methods including foliar, stump, stem and vine applications.

Duke Energy contractors have been trained on the proper, safe and environmentally responsible techniques of managing plant growth. All products used by Duke Energy are registered by the Environmental

Protection Agency and approved by appropriate state agencies.

Debris removal

The majority of Duke Energy's pruning and cutting occurs during planned maintenance. We typically dispose of any small limbs and brush in landscaped settings. The larger pieces of wood are cut into manageable lengths for the property owner's use. In non-landscaped sites, pruned vegetation and wood debris are left in place to bio-degrade. When an "Act of God" (e.g., lightning, ice storms, high winds, hurricanes, tornadoes) causes trees or other vegetation to fall across power lines and thus create power outages, we cut the trees and brush so poles and lines can be repaired and re-energized. Disposal of any wood, limbs or debris resulting from this type of emergency operation is the property owner's responsibility.

For more information visit duke-energy.com/safety/right-of-way-management.asp.

Visit the Arbor Day Foundation at arborday.org/treelineusa for information about planning and planting vegetation around electrical facilities.



**Vegetation
Management**
Keeping the lights on.

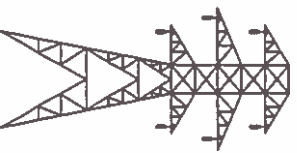
Overview

Our customers want reliable power – in both good weather and bad. And while the trees that thrive throughout our 104,000 square miles of service area are a source of tremendous pride, they are also one of the main causes of power outages.

Duke Energy works consistently to balance aesthetics with our goal to provide safe, reliable power to the households and businesses that depend on us. It is our responsibility to ensure power lines are free of trees and other obstructions that could disrupt electric service. Trees that are close to power lines must be trimmed or cut down to ensure they don't cause power outages, and Duke Energy does much of this work proactively.

Our crews use a variety of methods to manage vegetation growth along distribution circuits and transmission power line rights of way, including vegetation pruning, felling (cutting down) and herbicides. These methods are based on widely accepted standards developed by the tree care industry and approved by the American National Standards Institute for tree care maintenance and operations.

Examples of typical transmission and distribution structures



Transmission lines



Distribution lines

Transmission rights of way

High-voltage transmission lines provide large amounts of electricity over long distances. The transmission lines in your community are part of the larger, interconnected grid system that powers an entire region, not just the community through which the lines run. Federal rules are more stringent for some transmission lines, depending on the voltage, and may include fines up to \$1 million per day for tree-related outages. Duke Energy manages its grid to provide reliable operation of transmission facilities while adhering to regulations and easement rights.

Distribution rights of way

Distribution lines carry power from local substations to homes and businesses. A distribution right of way provides access to a strip of land so that utilities (electric, telephone, cable, water and/or gas) may build and maintain service lines. Duke Energy manages rights of way to provide reliable delivery of electricity.

Vegetation management methods

Duke Energy uses an Integrated Vegetation Management approach, which includes careful pruning, selective herbicidal application and tree felling. This allows us to evaluate power line areas and determine the best method for maintaining reliable service.

The objective of an Integrated Vegetation Management program is to maintain the lines – before the trees and brush are close enough to cause outages – in a manner that is consistent with good arboricultural practices.

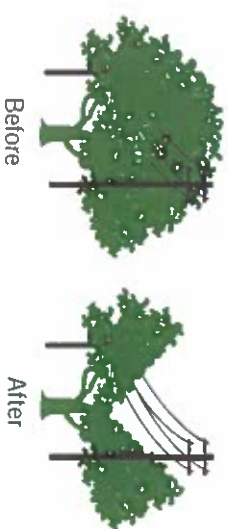
Duke Energy uses specific circuit information, reliability data and other indicators to prioritize lines for tree pruning and removal.

Pruning methods

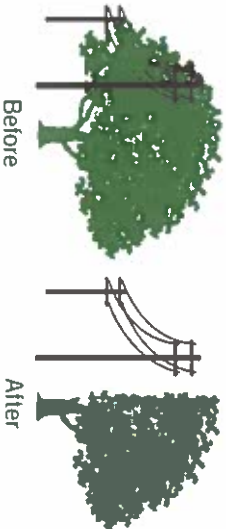
We do not “round” trees over because it’s not good for a tree’s health. We subscribe to directional or targeted pruning. These methods are endorsed by the tree care industry as the best pruning techniques for tree health.

Examples of trimming methods

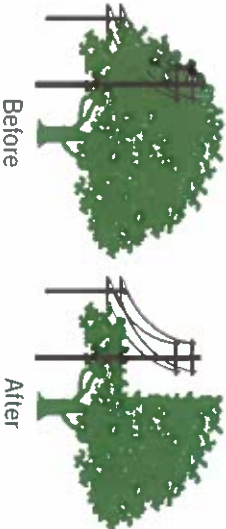
“V” trimming



Side trimming



“L” trimming



Directional pruning involves cutting a limb back to another limb (or lateral) so that future growth of the resulting limb is directed away from the power lines. The basis for this type of pruning is that each limb removed from a tree is removed either where it joins another limb or at the trunk. With directional pruning, tree growth causes less impact to public safety and electrical service. This procedure is different from the philosophy of “rounding” trees over in which limbs are cut at arbitrary points, normally leaving unhealthy “stub” cuts, which can damage the tree.



Sorry, we
missed you!

Date: _____ Time: _____

We will soon be conducting vegetation maintenance along power lines in your area. After a review of power lines on your property, we found the following:

- ☐ Trees near power lines on your property will require routine trimming.
- ☐ Certain trees on your property present a reliability risk and have been flagged for removal. Please contact us for more information.
- ☐ Power lines are clear of limbs and don't require additional maintenance at this time.
- ☐ Vegetation is interfering with access to a pad-mounted transformer and/or pole on your property and requires maintenance.
- ☐ Limbs are in cable TV and/or telephone lines and are not affecting power lines. No trimming is required.
- ☐ Since the required pruning is the result of storm damage, the brush is being left for your disposal.

If you have questions or concerns, please contact:



Duke Energy is committed to providing our customers with safe, reliable electric service.

Maintaining trees and vegetation along our power lines helps to ensure reliability, minimize outages and enhance safety for customers, Duke Energy employees and contractors.

Duke Energy hires qualified, trained tree experts to inspect and clear electric lines on its system. Our crews use industry-approved pruning techniques endorsed by the National Arbor Day Foundation and the International Society of Arboriculture.

Our policy is to dispose of small limbs and brush that are pruned in landscaped settings and to cut larger pieces of wood into manageable lengths for your use. On nonlandscaped sites, pruned vegetation and wood are left in place. Disposal of vegetation resulting from storms and other emergency operations is the responsibility of the property owner.

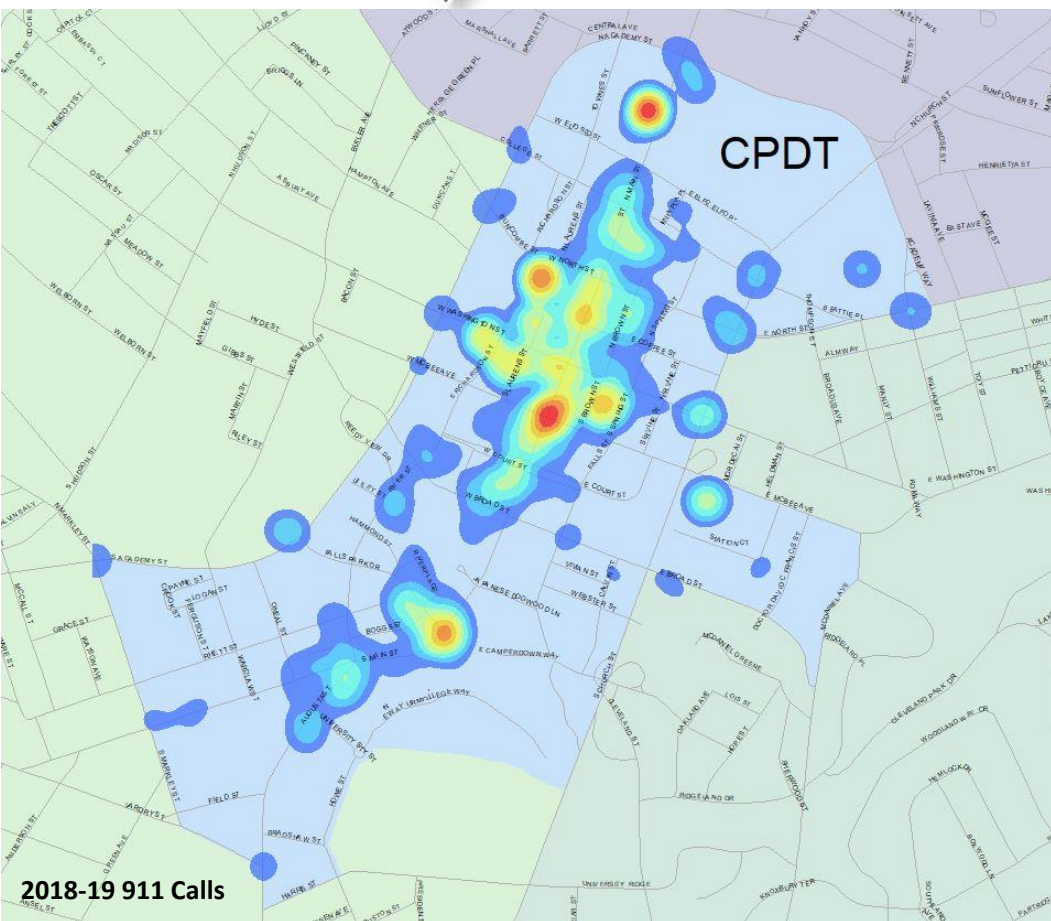
Learn more about Duke Energy's vegetation management program at **duke-energy.com/trees**.



CITY OF GREENVILLE **POLICE**

Automated License Plate Readers – Pilot Program

Presentation to City Council



• COURAGE • COMMITMENT • COMMUNITY





GPD Strategic Plan includes use of technology to enhance crime solvability and reduce crime

Research has shown that ALPRs are an effective tool. Many police agencies are using this technology and show reductions in crime
Cities moving to new ALPRs have reduced costs and increased effectiveness

- Increased recovery of stolen vehicles, identification of vehicles involved in collisions, and a reduction in crime such as burglaries and autobreakings.
- 30%-65% crime reduction depending on application, as reported by cities in Georgia, South Carolina and California.

ALPR technology, flexibility and mobility have improved greatly

- More accurate imaging and processing
- Highly portable size, wireless connectivity, solar-powered
- Sold as Software-as-a-Service (SaaS)





Propose a pilot study of ALPR technology to evaluate investment strategy

Research has identified CBD as an appropriate area to test technology due to crime, service calls and collision densities

A total of eleven (11) cameras are needed for the pilot

ALPR can be leased for one year for \$22,000

- Lease can be ended after one year, if no efficacy is seen
- Lease extended if it is an effective tool for crime reduction





Pilot Evaluation criteria

- Use of one (1), three (3), and six (6) month pre-post-test data
- CAD CFS/Crime counts
- Generation of effective investigative leads
- Increased case closure rate
- Increased number of stolen vehicle intercepts/recoveries

Next Steps

- Council/Manager support for pilot
- Finalize policy provisions
- Engage contracting process
- Run/Evaluate pilot efficacy

Questions



Economic Development Office Recruitment Strategy

October 28, 2019



Topics to Cover

- **Business Development Background**
- **Project Leads**
- **Partners**
- **Current Office Market**
- **Market Competition**
- **Strategic Initiatives, Staff Recommendations and Action Items**

Business Development

Background

- Municipalities have not had a strong standing in traditional South Carolina Economic Development Matters
- State, County Incentives
- City needs to maintain regular communication with existing industry, ED partners, workforce development groups, real estate and development professionals, site consultant groups, commerce officials, etc.
- City Economic Development needs to evolve, stronger positioning in programs & incentives that are supporting business recruitment efforts w/focused marketing

Business Development

Lead Generation

Upstate SC Alliance (49%), City (26%), GADC (23%), Other (2%)

BUSINESS DEVELOPMENT ACTIVITY (2015-2019)						
PRODUCT TYPE	2015	2016	2017	2018	2019	TOTAL
OFFICE	21	31	15	20	16	103
INDUSTRIAL	18	51	47	23	12	151
TOTAL	39	82	62	43	28	254
STATUS	2015	2016	2017	2018	2019	TOTAL
ACTIVE	14	26	11	12	14	77
WIN/LOSS	7/18	8/48	4/47	9/22	3/11	31/146

Business Development

Economic Development Partners

- **Greenville Area Development Corporation (GADC)**
 - 501(c)4 set up by Greenville County
 - negotiates county property tax incentives for economic development
 - City invests \$1,500/year
- **Greenville Chamber of Commerce/NEXT**
 - City invests \$25,000/year in the Chamber and \$25,000/year in NEXT
- **Upstate South Carolina Alliance**
 - Regional economic development marketing and branding entity
 - Made up of 10 counties, 6 municipalities and many private sector companies
 - Membership for Public Sector: \$.50 per capita; Amy Ryberg Doyle and Mike Panasko serve on Executive Committee
- **SC Department of Commerce**
 - Negotiates state incentives based on job creation and capital expenditure

Business Development

Current Market

- **Current Available**
 - Downtown
 - Available 376K sf, 2.9M sf total
 - Average Rate: \$25.09/sf, Vacancy is 12%
 - Class A average rate: \$27.57/sf, Vacancy is 8.4%
 - City Suburban
 - Available 486K sf, 4.2M sf total
 - Average Rate: \$22.13/sf, Vacancy is 11.5%
 - Class A average rate \$25.50/sf, Vacancy is 15.3%
- **Notes**
 - Parking roughly adds \$3/sf
 - Information provided by Colliers Research & Forecast Report

Greenville Office & Employment Growth Strategy

- Report Link: [Greenville Office & Employment Growth Strategy](#)
- Consultant: HR&A
- Metrics utilized
 - Current available office space
 - Quality of space
 - Sister city benchmarks
 - Population trends
 - +more
- Key Findings, Strategic Directions
 - Industrial & Workforce Assessment
 - Office Market Analysis
- Initiatives by HR&A & Recommendations by staff

KEY FINDINGS

INDUSTRIAL AND WORKFORCE ASSESSMENT

Findings

Manufacturing has been a successful industry in Greenville and continues to drive the economy. However, it has not led to the development of a significant office-occupying export economy.

Several office-based industries in Greenville are concentrated and competitive. These include telecommunications, administrative and support services, and credit intermediation. Other high-growth sectors include professional services and tech.

Though Greenville's population is smaller than competitor cities, the population of working-age adults is growing, and the workforce has comparable educational attainment to peer cities. Existing workforce development programs focus on manufacturing.

Strategic Directions

The City should identify ways to promote the long-term competitive position of local manufacturing and grow office employment by supporting research and development activities that complement the region's manufacturing strengths.

The City can build upon these strengths by meeting the needs of these industries in terms of workforce, office space, and business environment. Greenville should also focus on developing office industries that can contribute to the city's regional exports. For instance, further cultivating a robust tech sector that develops products and services used beyond the local market offers a pathway for long-term growth.

Partnerships with large employers and higher education providers may produce opportunities to further specialize in high growth industries. By supporting training programs targeted to these industries, the City could enhance the competitiveness of the local economy and help strengthen career pathways available to local residents.

KEY FINDINGS

OFFICE MARKET ANALYSIS

Findings

Development of new office buildings in Greenville has outpaced growth in demand for office space, and the City has experienced little net absorption in the past three years, even as asking rents are increasing.

Given that the majority of office workers drive to work, the lack of available parking is a barrier to attracting office tenants. This is particularly a challenge in the Downtown area.

Smaller offices in areas with high levels of amenity are doing well in Greenville's current office market. This coincides with the growing number of firms looking to establish a small presence in Greenville.

Strategic Directions

The City and property owners should consider what improvements or amenities might be needed to justify asking rents or increase leasing activity, particular for older Class B buildings.

The results of the parking study undertaken as part of the downtown master planning effort will be crucial to inform parking interventions and reduce barriers to office tenants coming downtown.

The City should adopt strategies to meet the needs of both large and small firms, but in particular should look for opportunities to accommodate small offices of larger firms in flexible office arrangements, and support the growth of locally-established small businesses.

Action Plan: Strategic Initiative #1-A

INITIATIVE: Improve jobs and business-focused marketing & business development activities

STAFF RECOMMENDATIONS:

Digital + Print Marketing

- Business website (new design and hosting): (\$13-70,000)
 - Optimize for mobile (prioritized by Google search algorithm)
 - Modernize/update style
 - Downloadable brochures (easily accessible)
 - Optimize content flow/user experience
 - ADA Accessible
- Photography and video: new, on-trend/modern material needed, aerial/drone (\$25,000)
- Printed collateral: update brochures, professionally print brochures, design & print a rack card for City Hall lobby (\$5-10,000)
- Targeted digital advertising (LinkedIn and Google Ads keywords) (\$2-8,000+)
- Business recruitment/City overview PowerPoint (Staff time)
- Contributing content/articles to local publications (“thought leadership”) (Staff time)

ACTION: Develop and implement full marketing scope and action items (Budget: \$45-113k)

Action Plan: Strategic Initiative #1-A



Action Plan: Strategic Initiative #1-B

INITIATIVE: Improve jobs and business-focused marketing & business development activities (cont.)

STAFF RECOMMENDATIONS:

Peer-to-Peer Marketing

- Mission trips, 1 per quarter, \$2500 per trip
- Inbound events
 - Existing industry visits, 100 (25 per quarter)
 - Host for business allies, existing industry, and prospects, 3 per year
- Contact/network engagement, 4 per month
- Other activities
 - Investigate policy, fee, and incentive options to assist in business recruitment effort
 - Participate in ongoing workforce development discussions
 - Keep up to date with office/site inventory
 - Participate on board & committee

ACTION: Target key locations/companies to visit; execute planned actions listed above

Action Plan: Strategic Initiative #2

INITIATIVE: Implement a citywide job creation grant

STAFF RECOMMENDATIONS:

The grant would target companies eligible for City Business License Abatement, other targeted companies, and jobs (w/wage component and min/max job caps)

- Timeline: Kickoff for Q1, 2020
- Suggested funding would be \$1M
 - Year 1 \$250K from City ED Fund, \$250K from GLDC
 - Year 2/3 \$125K City ED Fund, \$125K from GLDC
 - Award between \$1000-\$3000/job allowing for a min/max job creation of (250-500 new jobs)

ACTION: Engage professional firm to develop criteria and program; build program; secure funding; kickoff; promote

Action Plan: Strategic Initiative #3

INITIATIVE: Ensure the availability of parking for key office locations

STAFF RECOMMENDATIONS:

- Continue to oversell garages – maximize utilization
- Construct a West End Parking Garage (maybe more than one, long-term) to protect City's investment in West End
- Always build in extra parking capacity in future garages, so they are not full on day one
- Monitor parking availability (including wait lists)

ACTION: ED staff will continue to work with Parking Services on an ongoing basis to identify where parking is inadequate and to develop ideas for potential new garages

Action Plan: Strategic Initiative #4

INITIATIVE: Invest in the entrepreneurial community to foster innovation and business growth; fill pipeline

- NEXT manages three facilities within the City limits and also supports well over 100 companies, most of which are within the City limits
- NEXT is now targeting service providers like venture capital firms and equity firms in addition to high impact growth companies
- NEXT has key programs like the MIT Venture Mentoring Program and the NEXT Venture Pitch
- NEXT has overlapping industry sectors that match well for future growth of Greenville's employment base: biotech, automotive research, IT, and other ventures

ACTION: The City to continue directly funding NEXT (\$25K annually) and to work with the Chamber to evolve the program to be a more robust entity

Additional strategies suggested and under review:

Action Plan: Strategic Initiative #5

- Establish a platform for innovation, such as an innovation district

Action Plan: Strategic Initiative #6

- Develop and implement new real estate improvement grant

POLICY REGARDING NAMING OPPORTUNITIES FOR CITY FACILITIES

- I. **Purpose.** To establish and maintain standard procedures and criteria for consideration of naming opportunities that reflect the City's values and history and have the potential to affect the City's image. To recognize and honor significant contributions of individuals, groups or events.

II. **Policy**

- A. **Definition of Facility(ies).** The term "Facility(ies)" shall include, but not be limited to, any City building, park, structure, room, or space within a Facility, park, plaza, open space, thoroughfare, landscaped area, or other fixtures, physical improvements or natural features located on City property. "Facility(ies)" is not intended to apply to monuments or markers, e.g. benches, trees, bricks, etc., which will be addressed by individual policies, or to assets having a value of less than five thousand dollars (\$5000).
- B. **Decisions and recommendations on naming opportunities**
1. For final administration of this policy, the final decision on naming of all City Facilities rests with City Council in its sole discretion, provided however, that the City Manager shall have authority to approve naming opportunity agreements for Facilities having a donation level of less than twenty five thousand dollars (\$25,000).
 2. The Department of Events and Cultural Affairs is responsible for vetting proposals for naming opportunities in coordination with the Department of Economic Development, and shall make a recommendation to the City Manager. The recommendation shall then be forwarded to the City Council for review and approval.
- C. **Discussion with potential donors.** Discussions with potential donors regarding naming opportunities shall be conducted by the Department of Events and Cultural Affairs in coordination with the Department of Economic Development. No such discussions shall occur without prior consultation with the appropriate Department and/or Division that is responsible for the Facility.

D. Duration of Naming Opportunity

1. The naming of a Facility is effective for duration of naming opportunity set forth in the Schedule of Naming Opportunities (“Term”). At the end of a Term, the City may rename the Facility. The City shall consider a request to extend the same naming prior to accepting new recommendations for naming the same Facility.
2. Notwithstanding the foregoing, the City shall have the right to immediately terminate a naming opportunity agreement and rename the Facility if the person or organization for which the Facility is named fails to conduct itself with due respect for social conventions and decency, or willfully engages in any act or conduct or willfully becomes involved in situations which, in City Council’s sole judgement, reflects unfavorably upon the City, or which result in the person or organization being convicted of a crime or otherwise coming into public disrepute.

III. Procedure

A. List of Naming Opportunities

1. The Director of the Department of Events and Cultural Affairs shall develop a list of Facilities to include in the Schedule of Naming Opportunities, and shall make a recommendation to the City Manager. The recommendation shall then be forwarded to the City Council for review and approval.
2. The Director of the Department of Events and Cultural Affairs shall review City Facilities for eligibility for inclusion in the Schedule of Naming Opportunities from time to time as directed by City Council.

B. Proposal for Naming Opportunity

1. Discussions with potential donors regarding naming opportunities shall be conducted by the Department of Events and Cultural Affairs in coordination with the Department of Economic Development. No such discussions shall occur without prior consultation with the appropriate Department and/or Division that is responsible for the Facility.
2. Proposals for naming opportunities shall be evaluated by the Department of Events and Cultural Affairs for review and recommendation to the City Manager.

3. Prior to recommendation of a proposal for naming opportunity to the City Manager, the proposal shall be submitted to the Department of Management and Budget and the Department and/or Division having responsibility for the Facility in question for review and approval. Following such approval, the Department of Events and Cultural Affairs shall submit the recommendation of the proposal for naming opportunity to the City Manager.
4. The proposal for naming opportunity shall then be forwarded City Council for review and approval, provided however, that the City Manager shall have the authority to approve proposals for naming opportunities for Facilities having a donation level of less than twenty-five thousand dollars (\$25,000), to execute the related naming opportunity agreement, and to take whatever additional action necessary to effectuate that agreement.

IV. Criteria for Naming Opportunity

- A. The naming of a Facility is appropriate only when a significant donation is made to benefit the City, its citizens, or the City's purposes. Generally, "significant" shall be based on the amount of the donation in proportion to the value of the Facility to be named.
- B. All requests and recommendations for naming shall support that the proposal for naming opportunity is consistent with the values and standards of the City and that the named person has ties to the community including, but not limited to, a history of service to the City and its citizens, longevity of presence and participation in the City.
- C. All requests or recommendations for naming shall be approved for a specific term as set forth in the Schedule of Naming Opportunities.
- D. All requests or recommendations for naming shall be reviewed carefully for full compliance with applicable laws and ethical principles.
- E. In considering a proposal for naming opportunity, City Council, and the City Manager as applicable, shall be guided by the following considerations:
 1. The reason for naming or renaming the Facility;
 2. The location of the Facility;
 3. The proximity of the Facility to other named Facilities;

4. The contribution or service to the City of the person or individual for which the Facility is proposed to be named;
5. To what extent the Facility has been financed by the person or organization for which the Facility is proposed to be named (or by the persons or organization wishing to honor that person or organization for which the Facility is proposed to be named); and
6. Any other factors that would support the proposal.

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SCHEDULE OF NAMING OPPORTUNITIES

City Facility	Donation Level	Duration of Naming Opportunity
Potentially a tower donation	\$2.5 to \$9.9 million	99 years
Great Lawn (\$1 million)	\$1 million to \$2.4 million	70 years
Meadowbrook Green (\$1 million)		
Unity Park Visitor's Center & Gathering Hall (\$1 million)		
Wetlands	\$500,000 to \$999,999	50 years
Walking Trails		
Tower Plaza		
Tower Observation Deck		
Sprayground		
Mayberry Field		
Pedestrian Bridge		
Visitor's Center Community Room		
Welcome Center inside Visitor's Center	\$250,000 to \$499,999	35 years
Large playground		
Splash garden		
Tot playground		
Welborn Street		
River Experience		
Welborn Plaza		
Gallery Space inside Visitor's Center		
Nassau Trail		
Lila Mae Brock Plaza		
Music Garden	\$100,000 to \$249,999	25 years
Will have about a dozen donors at this level	\$25,000 to \$99,999	15 years

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