

Agenda - 5-11-2020

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2 - Construction Hours Update

Documents:

[2 - CONSTRUCTION HOURS UPDATE.PDF](#)

3 - Unity Park Update

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[3 - UNITY PARK UPDATE - REVISED \(5-11-2020\).PDF](#)

4a - Affordable Housing Deployment Strategies

Documents:

[4A - AFFORDABLE HOUSING UPDATE - DEPLOYMENT STRATEGIES.PDF](#)

4b - Affordable Housing Southernside

Documents:

[4B - AFFORDABLE HOUSING UPDATE - SOUTHERNSIDE.PDF](#)

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5 - City Events

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CITY COUNCIL OF THE CITY OF GREENVILLE WORK SESSION MEETING

**Monday, May 11, 2020
3:00 p.m.**

Greenville City Hall is currently closed to the public. Please use the following methods to attend the Work Session Meeting:

Virtual Meeting Viewing
<https://www.greenvillesc.gov/meeting>
Password: meetnow

**Telephone: 1-415-655-0002
WebEx Event Number: 713 559 594**

**Remote Viewing Location:
Greenville Convention Center, 1 Exposition Drive – Room 102**

The city of Greenville seeks input from citizens while adhering to public health and safety guidelines. All attendees at the remote viewing location will be subject to a temperature screening with a touch-less forehead thermometer. Anyone with a temperature reading above 100 degrees Fahrenheit will not be admitted. Attendees will be required to wear a covering over their mouth and nose, unless it violates a religious tenant or belief or causes difficulty breathing.

AGENDA

ATTENDEES:

CITY COUNCIL: Mayor Knox White; Councilmember Wil Brasington; Councilmember John DeWorken, Councilmember Dorothy Dowe, Councilmember Lillian Flemming; Councilmember Ken Gibson; Councilmember Russell Stall

CITY STAFF: City Manager John McDonough; City Attorney Michael S. Pitts; City Clerk Camilla G. Pitman

- 1. Call to Order** **3:00 p.m.**
- 2. Construction Hours Update** **3:00 p.m.**
(Interim Planning and Development Services Director Jay Graham)
- 3. Unity Park Update** **3:10 p.m.**
(Public Works Director Mike Murphy and Engineering Services Manager Dwayne Cooper)
- 4. Affordable Housing Update** **3:30 p.m.**
(Interim Community and Economic Development Director Ginny Stroud)
- 5. City Events Update** **4:30 p.m.**
(Events and Cultural Affairs Director Angie Prosser and Event Administrator Tara Eaker)

6. **Executive Session:** **5:00 p.m.**
a. **Boards and Commissions** (*City Clerk Camilla Pitman*)
1. Arts in Public Places
2. VisitGreenvilleSC

NOTE: City Council will leave the Work Session Webex virtual meeting to conduct an Executive Session (by electronic means) which is not open to the public. The Work Session meeting will adjourn following the completion of the Execution Session. No action will be taken prior to adjourning the meeting.

7. **Adjourn** **5:15 p.m.**

Construction Hours Update

Jurisdiction Review

Location	Construction Noise regulated within Noise Ordinance		Construction Activities Restricted to certain days and times		Construction Noise Exemption from Regulation			Special Conditions During Restricted Hours	Notes
					Times		Days		
City of Charleston	Yes			No	7:00 AM	7:00pm	Monday-Friday	No loud or repetitive noises on Sunday	Special exemptions can be made for concrete pouring but impacted residents have to be notified and application must be filed.
					9:00 AM	7:00pm	Saturday		
City of Greenville	Yes			No	7:00 AM	9:00 PM	7 Days/wk	Special exception can be made by city manager or designee	

Proposed Modification

Location	Construction Noise regulated within Noise Ordinance		Construction Activities Restricted to certain days and times		Construction Noise Exemption from Regulation			Special Conditions During Restricted Hours	Notes
					Times		Days		
City of Charleston	Yes			No	7:00 AM	7:00pm	Monday-Friday	No loud or repetitive noises on Sunday	Special exemptions may be made for concrete pouring but impacted residents have to be notified and application must be filed.
					9:00 AM	7:00pm	Saturday		
City of Greenville (Proposed)	Yes			No	7:00 AM	9:00pm	Monday-Saturday	Special exception can be made by city manager or designee	
					9:00 AM	7:00pm	Sunday		

Unity Park

Path Forward on Construction

May 11, 2020

Limited scope of work

LOA provided to the Harper Corporation on March 10, 2020, in the amount of \$4.67 Million.

In response to the COVID-19 Quarantine, Harper will be authorized to proceed with the following items:

- Purchase of Storm Pipe and Erosion Control Materials - \$860k
- Installation of Erosion Control - \$450k
- Limited site grading activities - \$500k

Limited scope of work

Harper has been authorized to proceed with the following items:

- Plant materials have been ordered to be grown.
 - Order total for plants is \$1,029,012
 - 10% Non-refundable Down Payment of **\$102,901** due end of May (Balance due upon delivery)
 - No additional charges if plants are received latest by October 2021
 - If project is cancelled, no additional cancellation fee for plants, but down payment is not refunded

Limited scope of work

Harper spending on authorized work:

- Storm Pipe & Erosion Control Materials - \$860k
- Installation of Erosion Control - \$450k
- Limited Site Grading - \$500k
- Down Payment on Plant Materials - \$102,901

Total Not To Exceed - \$1,912,901

Work authorized to proceed during COVID-19 Quarantine

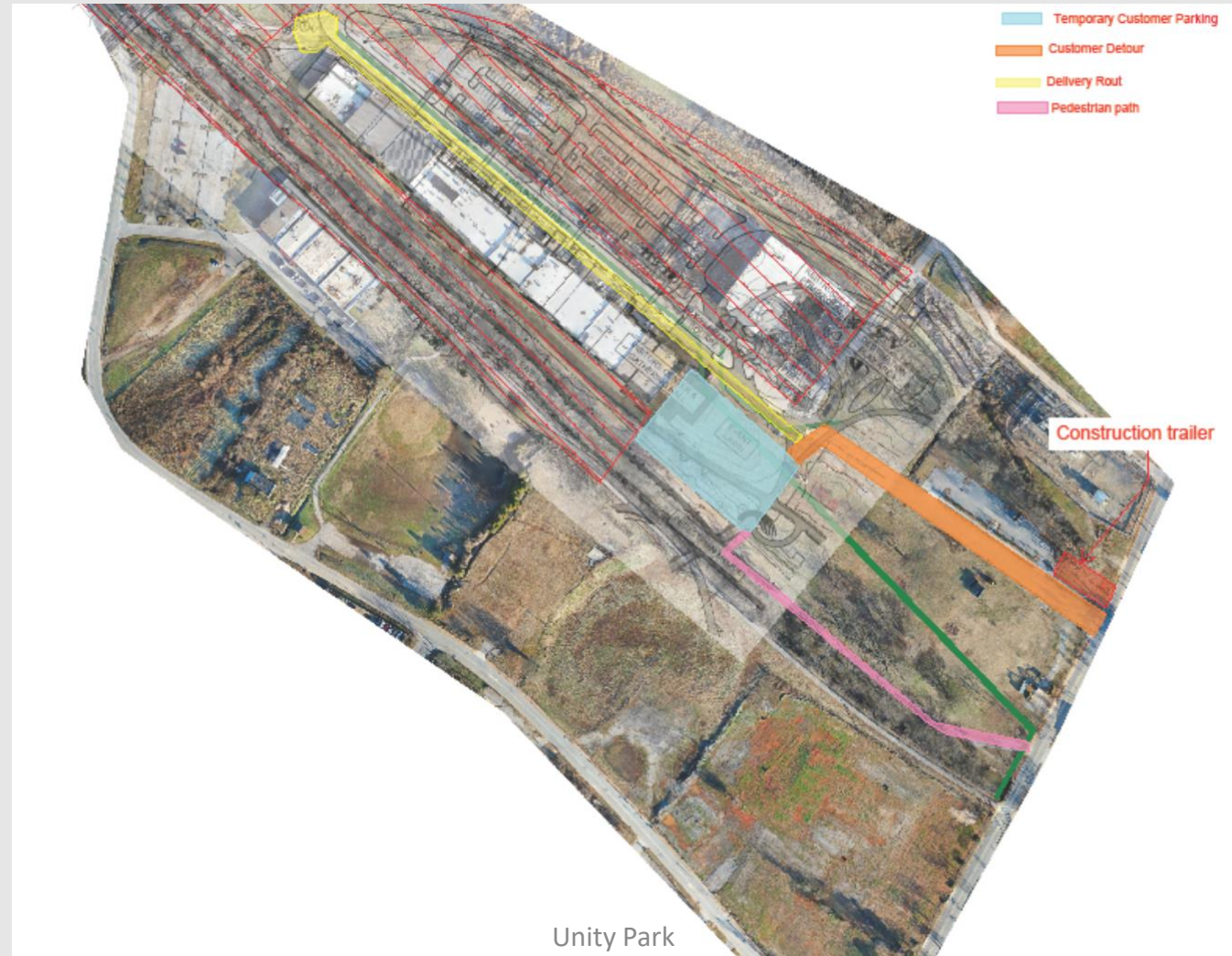
- Limited site grading activities – Harper Corporation
- Relocation of sewer trunk lines – ReWa
- Undergrounding of electric transmission lines – Duke Energy
- Finalizing of architectural plans (Visitor's Center and Bridges)
 - MKSK Architects
- Construction of temporary parking area – City Public Works

GMP Pricing to be confirmed and approved by City Council

Harper Corporation has asked all sub-contractors that have priced the Unity Park project and are current low-bid for their trade specialty to hold their current pricing till July 6th, 2020.

Other than the limited scope of work described in this presentation, all other work will wait on authorization by City Council of the total GMP pricing and notice-to-proceed to be issued by the City Manager.

Temporary Parking – Location Map



Unity Park Undergrounding

- Phase 1A – Nearing Completion
- Phase 1B – Under Design - Construction Summer 2020
- Phase 2 – Requesting Design Proposals – Construction Winter 2020
- Phase 3 – Would proceed with Development



Undergrounding Phase 1A

- Construction almost complete
- Total cost: \$3.3 M
 - City Cost: \$2.0 M
 - City's cost includes Spectrum, AT&T and other communications
 - Duke Cost: \$1.3M
- Available for use after Phase 1A: about \$2.1 M



Unity Park Undergrounding - Next Steps

- Available for use after Phase IA: about \$2.1 M
 - Plus yearly budget addition of \$1M
- Phase IB Estimate - \$1.5 M
- Phase II Estimate - \$2.7 M

Unity Park Budget Update

Category	Actual Spent/Encumbered as of 5/8/20
Construction	\$1,536,908
ROW Acquisition	\$6,567,788
Planning/Design	\$6,226,187
Utility Undergrounding	\$1,511,313
Project Management	\$143,332
Total	\$16,170,528

- Anticipated Harper GMP - \$38,189,903
- + Anticipated Owner Costs - \$1,650,000
- = Anticipated Remaining Project Costs - \$39,839,903

\$8.63 million raised since May 2018

	Phase 1 Committed	Phase 2 Committed	Total Phases 1&2
Major gifts	\$3,750,000	\$2,250,000	\$6,000,000
Mid-level and small gifts	\$305,000	\$25,000	\$330,000
Grants	\$250,000		\$250,000
Total Cash Commitments	\$4,305,000	\$2,275,000	\$6,580,000
Estimated in-kind contributions			\$2,000,000
Affordable housing grant*			\$50,000
Total Raised to Date			\$8,630,000

* Does not include value of Wayne Trotter's land donated for affordable housing.

Path to \$22.2 million

Target		Committed	Phase 1 Opportunity	Phase 2 Opportunity
\$15,100,000	Major Gifts	\$6,000,000	\$3,000,000 ²	\$1.25M Wetlands, \$1M Meadowbrook Green, \$5M Tower
\$3,350,000	In-Kind	\$2,000,000		
\$3,000,000	Foundation Grants	\$250,000	\$2,750,000	
\$500,000	Mid-Level Gifts	\$300,000	\$700,000 ²	
\$250,000	Small Gifts	\$30,000	\$220,000	
\$22,200,000	Total	\$8,580,000¹	\$6,670,000	\$7,250,000

¹ Removes \$50,000 affordable housing grant from \$8,630,000 on previous slide

² \$3.7 million in identified naming rights and recognition opportunities

Questions?

Affordable Housing Capital & Deployment Strategies

May 11, 2020

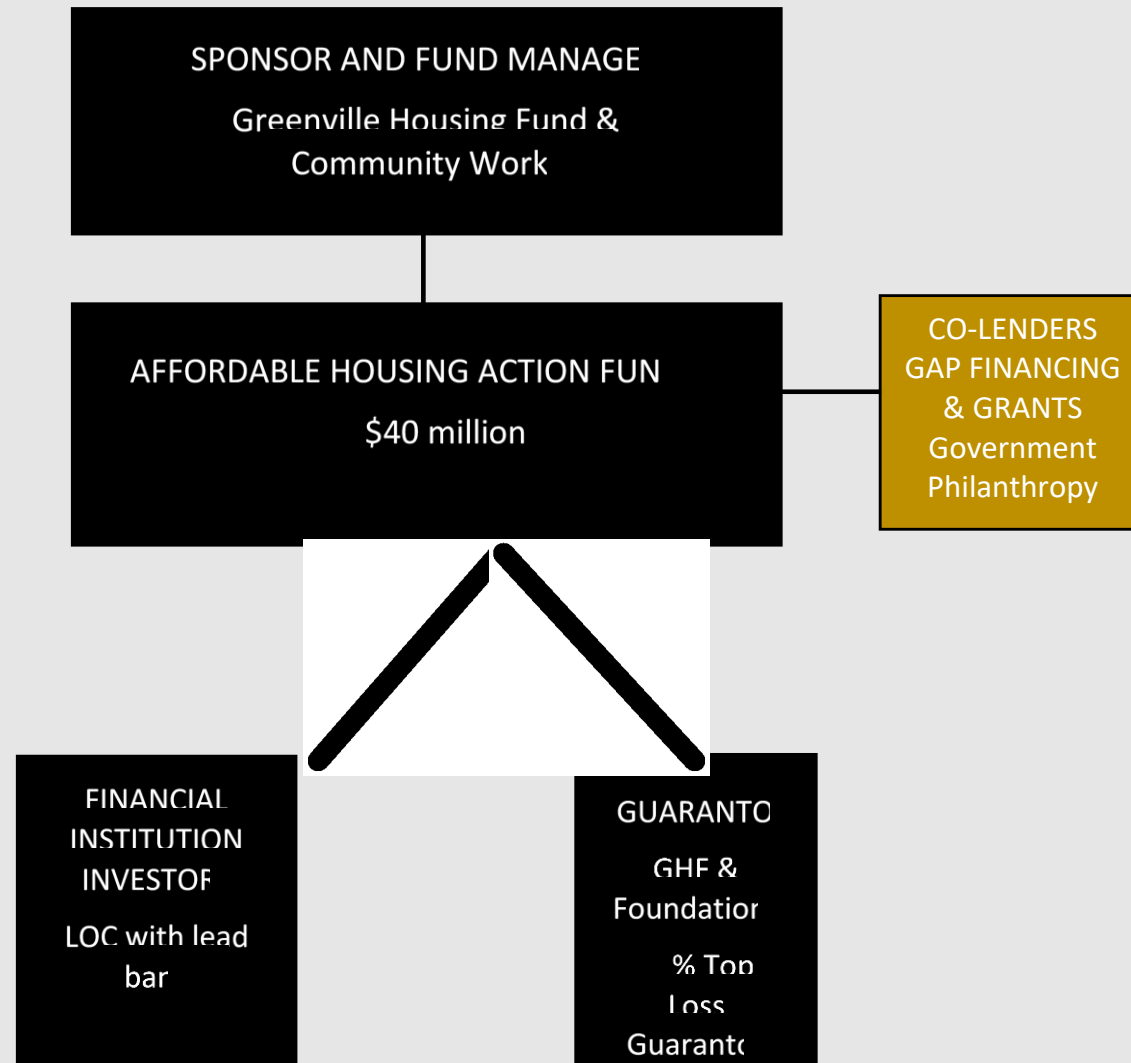
Greenville Housing Fund & City of Greenville: Public Private Partnership

- City is providing public funds as a capital source for GHF to deploy to preserve and expand affordable & workforce housing opportunities across the city
- GHF wants to leverage those city dollars with other private and public sources
- Both in a capital raise strategy and in deployment strategies
- City funding can be leveraged with a pooled loan fund working with local banks, foundations, and other institutions (Affordable Housing Action Fund)
- City provided funds can be leveraged with other equity and debt at the real estate transaction level to produce and preserve affordable & workforce housing
- City's federal funding is being leveraged with investment in GHF

Capital Needs

- GHF needs to raise enough public investment in order to leverage other capital sources such as the Affordable Housing Action Fund (AHAF) with a goal of \$40m
- The AHAF will provide a flexible source of funds that will expand the resources available for investment in affordable housing in Greenville and will be operated by GHF & CommunityWorks. The Fund will provide below-market loans to developers who commit to the Fund's affordability criteria that will increase and preserve the number of affordable rental homes in Greenville
- **Top Loss Guarantee:** GHF will need to provide a Top Loss Guarantee on all loans. The total Top Loss Guarantee will be 15% of the total Fund, or \$6 million. It is anticipated that a combination of funds from GHF and private foundations will provide the guarantee.

Affordable Housing Action Fund



Deployment Strategies

A Balanced Approach:

- GHF wants to support city policy goals in allocating scarce resources:
 - to achieve the greatest number of housing units produced and preserved
 - provide appropriate leverage of other sources
 - generate a return on investment when and where appropriate
 - meet the needs and scale (both small and large) across the unique neighborhoods and commercial corridors in the city
 - provide geographic balance
 - support neighborhood infill developments with existing partners

Deployment Strategies

GHF as Short Term Investor:

- Revolving Loans: shorter terms, return principal with modest interest (3-5%) and typically represent \$20,000 - \$50,000 per unit depending on density (1-4 units = higher \$ per unit, more density = lower \$ per unit). Prefer term of less than 5 years
- Revolving Loans: longer term, senior or subordinate debt, with interest rates at 2-5% typically represent \$10,000 - \$50,000 per unit. Terms typically at 10-15 years
- Forgivable Loan: GHF Matching Equity: reposition public-source dollars to the provision of gap-financing for projects aiming for deep affordability.
 - This will be a gap source of forgivable loan or grant dollars to achieve at/or below 60% AMI housing. Typically these will leverage a 4% LIHTC Bond, 9% LIHTC or a SC Small Rental Development Grant. Competitive state or federal funding programs often dictate the amount per unit, and the terms required (1%, 20 yr term, 30 yr amortization) in order to receive their source of funding (e.g., \$8,000 per unit)

Deployment Strategies

GHF as equity investor:

- Use capital funds as an equity investment and generate a better return
- Equity investment could position GHF as a General Partner, Limited Partner or as an owner of real estate that supports more affordability and creates a revenue stream
- Anticipate a typical equity investment will range from \$10,000 - \$50,000 per unit depending on whether its preservation, new construction, income levels served and the density of the project
 - Currently have a preservation/rehab opportunity where total equity required on 52 units is \$20,000 per unit but GHF can participate at \$8,000 per unit and generates a revenue stream while preserving all units at 50-60-80% AMI.
 - We are analyzing a new construction opportunity on 100 units at 50-80% AMI where we need an equity investment of \$23,000 per unit but GHF will own the project and generate a revenue stream.
- These equity investments will allow GHF to be self-sustaining.

Deployment Strategies

GHF as partner to leverage other City tools to support preservation and new construction of affordable housing:

- Special Tax Assessment – work with City to leverage property tax freeze allowed through the Bailey Bill
 - Case Study: Stratham Place – City certified the property through the Special Tax Assessment and GHF offered a \$500,000 loan.
- Multi-County Industrial Park – work with City to review projects according to agreed upon criteria including location of project. Criteria might include:
 - % of affordable housing to be offered (minimum of 20%)
 - level of affordability included (60-80% AMI rents)
 - affordability period,
 - cost per unit
 - GHF may be able to assume some type of equity ownership in the project
- Non-Profit Property Tax Exemption – utilize the property tax exemption offered to non-profits that provide affordable housing (cannot exceed 60-80% AMI) to reduce overall operating costs, promote long-term affordability and provide long term sustainability.

City-GHF Pipeline Projects

- Adjacent to Unity Park – 402 units
- Special Emphasis Neighborhood Infill – 58 units
- Laurens/Woodruff/Haywood Road corridors – 318 units
- Downtown – 120 units
- Total: 798

- Cost per unit for larger, multi-family development:
 - Stratham Place: 88 homes at \$5,681 per unit
 - Preserve at Logan Park: 193 homes at \$2,591 per unit

- Cost per unit for neighborhood infill development:
 - Washington Pointe acquisition: 7 homes at \$50,000 per unit
 - Joshua's Way: 13 homes at \$8,693 per unit
 - Monteith Circle: 2 homes at \$51,631 per unit

City-GHF Partnership Next Steps

- GHF evolving into an independent 501©(3) with ongoing partnership and collaboration with CommunityWorks
- Raising capital
- Expanding deployment strategies
- Bridge self-sustaining revenue streams by charging small deployment fee against capital contributions

**Southernside Block Partnership and Southernside
Economic Development Corporation
Update to City Council
May 11, 2020**

Southernside Block Partnership and Southernside Economic Development Corporation – City of Greenville Partnership

- LOIs executed for four sites on August 24, 2018
- Property totals 5.7 acres
- Property to be donated to Southernside Block Partnership
- Before donation of property Southernside Block Partnership demonstrates:
 - Zoning is in place for proposed development
 - Development financing has been secured
 - Monthly status reports
 - Reversionary clause that properties are returned to the City if properties cease to be used for affordable housing

Southernside Block Partnership and Southernside Economic Development Corporation – Development Plans

- SSBP, SSED, and Greystone Affordable Development plans 235 units or more for senior citizens
- Development partner is Greystone Affordable Development
- Exploring various financing options including Low Income Housing Tax Credit, HUD Financing and Greenville Housing Fund funding
- Working with GHF to acquire remaining parcel at W. Washington and S. Hudson Streets
- UP Neighborhood District Zoning Code allows for maximum development on each site

Sites: W. Washington @ S. Hudson Streets and Oscar Street



Sites: W. Washington Street near Trescott Street and Southernside Park



Next Steps

- City Council considers extending the LOI
- Acquire remaining parcel at W. Washington and S. Hudson Streets
- Develop financing plans (working within COVID-19 delays)
- Present proposed development to the Southernside Neighborhoods in Action Association

Blue Wall Real Estate/Homes Urban
Affordable Housing Development Update
May 11, 2020

Blue Wall Real Estate – City of Greenville Partnership

- LOI executed for Pete Hollis and Mulberry Street site on May 9, 2018
- Property totals 2.7 acres
- Property to be donated to Greenville Housing Fund
- Development includes 112 – 1 and 2 BR apartments – 90 workforce and 22 affordable
- GHF will receive annual distribution in the amount of 10% or 125,000, whichever is greater;
- GHF will place 85% of proceeds into a rental reserve account to be used by the developer to subsidize rental rate for affordable units

Site: Pete Hollis Blvd. and Mulberry Street



Homes Urban Development Plans

- Development of approximately 90 units
 - 75% (est. 68 units) held for households earning below 80% of area median income
 - 55% for households earning less than 80% of area median income
 - 20% for households earning less than 50% of area median income
 - 25% (est. 22 units) for households earning between 80% and 120% of area median income
- 20 year affordability period (deed restriction)
- Multi-Family community to be owned by a single purpose entity of the Greenville Housing Fund
- Connectivity to Fludd Street

Next Steps

- Extend the LOI and allow assignment to Homes Urban
- Acquire remaining parcel
- Present proposed development to Southernside Neighborhoods In Action Association; initial meetings have been held with neighborhood leadership
- Potentially re-zone property to PD
- Design public improvements for Fludd Street to improve circulation and create better connection with Mulberry Street



GREENVILLE EVENTS

TD ESSENTIAL MARKET
PRESENTED BY PRISMA HEALTH

WELLS FARGO RED, WHITE & BLUE

TD ESSENTIAL MARKET

PRESENTED BY PRISMA HEALTH

The Events and Cultural Affairs Department proposes opening the TD Saturday Market season on June 6 as the **TD Essential Market**. The modified format will allow the market to continue to offer fresh and local essential grocery items while still maintaining health and safety guidelines.





MARKET MODIFICATIONS

Proposed Opening:

Saturday, June 6

8 a.m. – noon (setup at 5:30 a.m.)

Main Street from Court Street to Washington Street

Vendors:

Maximum # of Vendors: 40

Court Street to McBee Avenue: Maximum of 18 vendors

McBee Avenue to Washington Street: Maximum of 22 vendors

Attendees:

Based off ratio guidelines in maintaining social distancing (5 people for every 1000 sq ft), we would limit attendance accordingly:

- Maximum of two vendors per booth = 80 participants
- General Public = 80 participants
- City Staff (Events, GPD, GFD) = Approximately 15
- Maximum = 175 individuals in the site at any given time



VENDOR SELECTION

CLASSIFICATION – Tiered System:

- Market vendors will be prioritized for participation based on SNAP (Supplemental Nutritional Assistance Program) guidelines.
- Of the 83 vendors accepted into the TD Saturday Market, 59 are compatible with SNAP guidelines, making them eligible for the TD Essential Market.
- In order to offer a varied and balanced market for the community, the TD Essential Market vendors will be categorized into two tiers: “Essential Food” and “Specialty Foods.”

Tier 1 (Essential Foods) **36 total vendors; 32 onsite each week**

- Produce & Eggs
(80% of products must be produce)
- Meats
- Fisheries
- Cheese
- Breads

Tier 2 (Specialty Foods) **23 total vendors; 8 onsite each week**

- Honey
- Pasta
- Specialty Processed Foods
(Canned/Juices/Sauces/Blends/Grits/Granola)
- Nursery (50% must be produce
producing plants or herbs)
- Sweets



SAFETY AND SECURITY

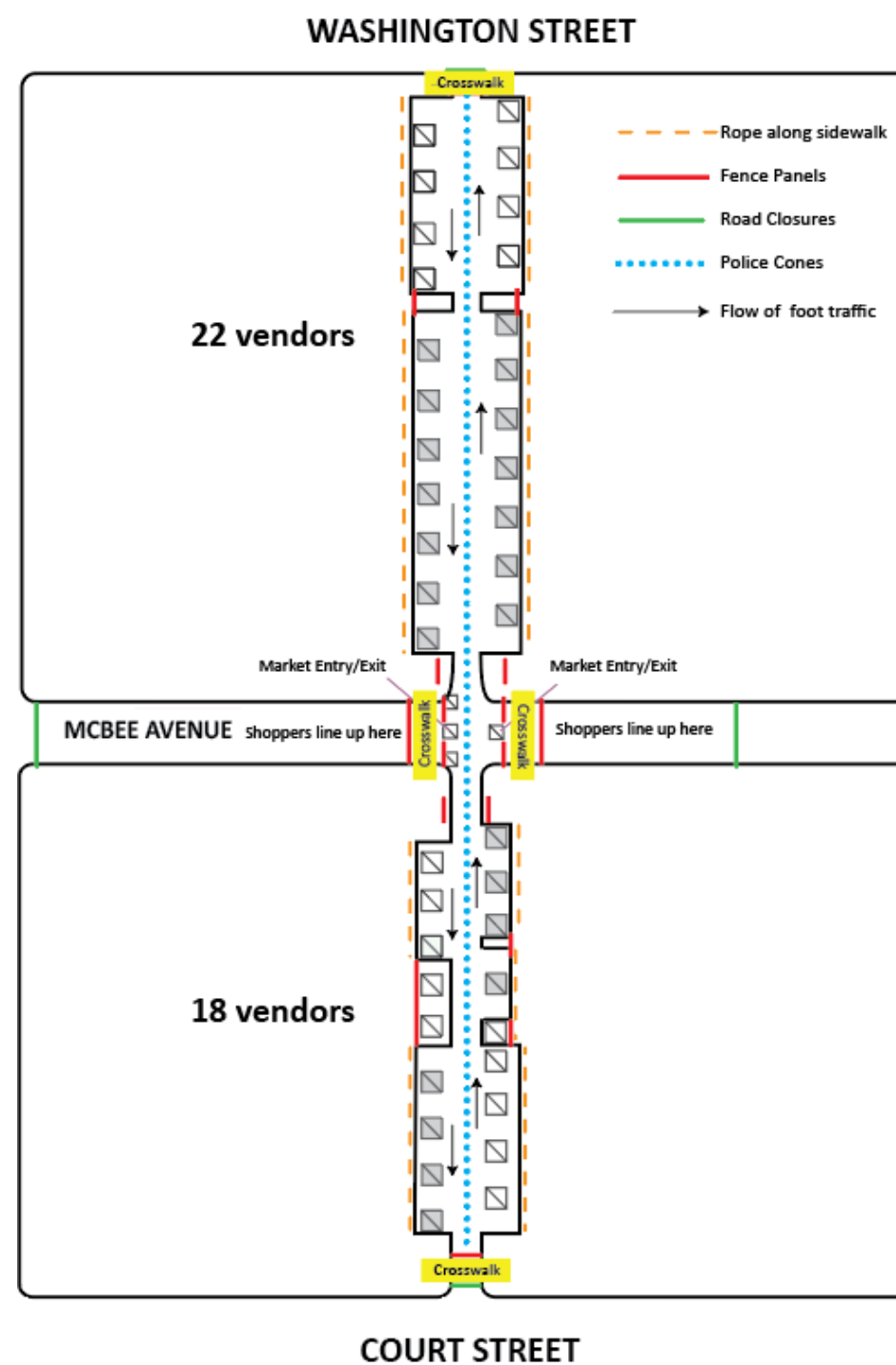
City staff and vendor guidelines in working the market:

- Temperature checks will be conducted prior to setup.
- Face masks must be worn at all times.
- Frequently handwash with soapy water and/or hand sanitizer at readily available onsite stations.
- Regularly sanitize highly touched surfaces, including tables, POS terminals, cash boxes.

Attendee guidelines to shop smart and safe at the market:

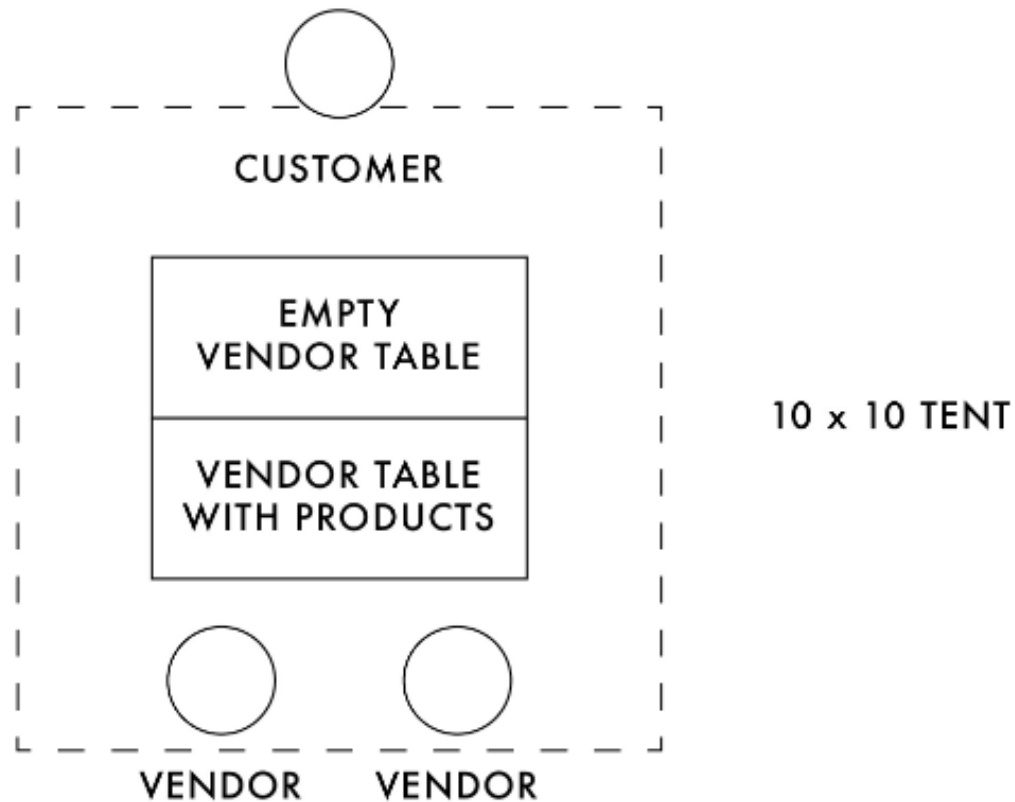
- Temperature checks will be conducted prior to entering the market site.
- A face mask must be worn at all times.
- Maintain at least 6 feet of social distancing from others. Watch for physical cues such as tape, cones and signs that are posted as a reminder.
- Wash hands often with soap and water at handwashing stations located throughout the event site.
- Shop as quickly and efficiently as possible to make space for others. Market staff and vendors may politely ask you to keep moving in an effort to serve as many shoppers as possible.
- Use a credit card or exact change when possible.
- Do not eat at the market. Take your purchases home to enjoy.
- Shop with your eyes only, vendors will handle items.

MODIFIED SITE



- Entrance and exit on McBee Avenue
- Fencing will be placed around the perimeter of the event site and at all crosswalks.
- Pedestrian sidewalk access will be maintained throughout the event site.
- GPD will be stationed at all major entrance points and have floaters within market.
- GFD to assist with temperature checks.
- Cones will be used to help with the general flow of traffic.
- An "X" in bright color tape will be placed in front of each market booth to indicate where the general public may stand.
- Events staff will be stationed throughout the site to direct traffic and help maintain social distancing guidelines.

MODIFIED VENDOR BOOTHS



- 10 x 10 tents (40 total)
- Two tables per booth (80 total)
- 10 ft between each vendor
- Maximum of two vendors per booth
- No sampling or prepared food for onsite consumption
- No music, entertainment, cooking demonstrations or public seating



MARKETING & COMMUNICATIONS

Comprehensive campaign that outlines recommendations on how to shop smart and safe at the market

Digital communications:

- Strategic social media campaign to include informational video content
- Revised website messaging
- Informational eblasts to City and events lists
- Virtual news conference with City officials and event partners

Media partnership promotions:

- WYFF 4 promo spot
- Ad placement in the Greenville Journal

Onsite signage:

- A-Frames, banners, signs at individual vendor booths

Additional:

- Media release
- Correspondence to downtown businesses
- Mandatory Webex orientation with participating market vendors that includes a “how to guide” in setting up contactless payment options such as Venmo



EVENT PARTNERS



America's Most Convenient Bank®



WELLS FARGO

RED, WHITE & BLUE

Wells Fargo Red, White & Blue is Greenville's premier 4th of July celebration, showcasing one of the largest firework shows in the state. The events team proposes relocating the launch site to the Downtown Greenville Airport. The venue change offers the ability to hold a smart and safe fourth of July event and continue a long-standing tradition that is symbolically important to recognize, especially during these difficult times.





RWB MODIFICATIONS

Proposed Date:

Saturday, July 4

5 p.m. – 10 p.m. (Fireworks Launch at 9:45 p.m.)

Greenville Downtown Airport

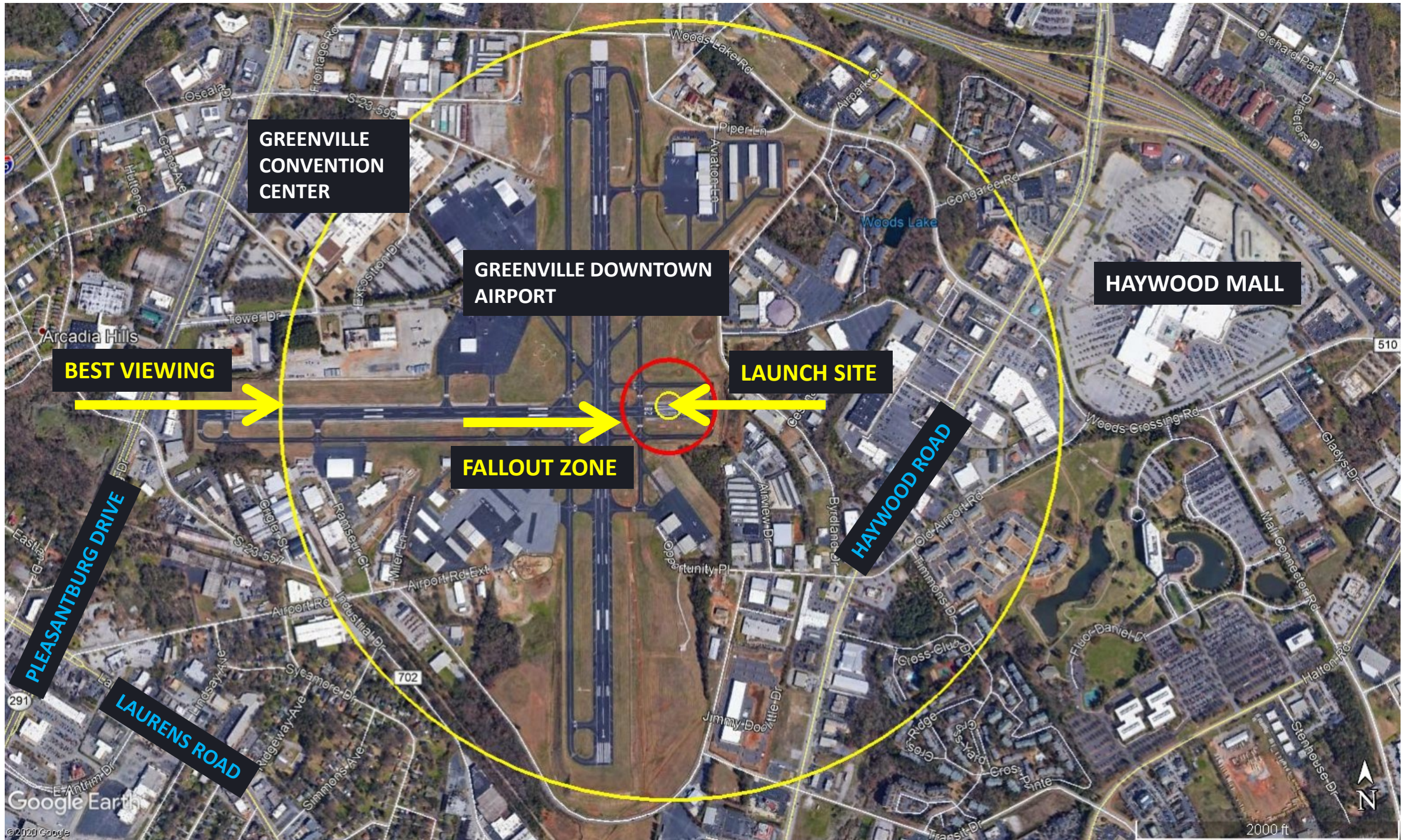
Virtual Viewing:

- Performances at AVL Solutions Warehouse & Greenville Downtown Airport Hanger (no live audience)
- Live-streaming of fireworks

Attendees:

Based off guidelines in maintaining social distancing, attendees could potentially view the fireworks from their vehicles from the following locations:

- Businesses located on Haywood Road, Pleasantburg Drive and Laurens Road
- Properties adjacent to the Greenville Downtown Airport





SAFETY AND SECURITY

Guidelines for adjacent businesses in hosting smart and safe viewing venues:

- A private event permit must be filled out for any business planning to hold a social distancing event on their property during RWB.
- Suggest property owners who are allowing attendees to park their vehicles on their property during the event leave a vacant space between each parked car.
- Large tailgating events that do not meet social distancing guidelines are prohibited.

Guidelines for the general public in watching fireworks at an adjacent business:

- Park legally on private property.
- Maintain social distancing according to CDC guidelines.
- Keep spaces clean and free of trash while parking on private property.
- Large tailgating events that do not meet social distancing guidelines are prohibited.



MARKETING & COMMUNICATIONS

Comprehensive campaign that outlines appropriate social distancing messages and guidelines for parking at adjacent businesses

Digital communications:

- Strategic social media campaign to include informational video content
- Revised website messaging
- Informational eblasts to City and events lists
- Virtual news conference with City officials and event partners

Media partnership promotions:

- WYFF 4 promo spot
- iHeart Media radio promotions
- Ad placement in the Greenville Journal

Onsite signage:

- A-Frames and/or banners at major adjacent businesses

Additional:

- Media release
- Correspondence to businesses within the fireworks zone