



Elizabeth *Area Plan*

Elizabeth Area Plan Citizen Advisory Group

Market Analysis Presentation

March 23, 2010

Noon – 1:00p.m.

**Uptown Conference Room, Charlotte-Mecklenburg Government Center
600 East Fourth Street, Charlotte, NC 28202**

Meeting Notes

The meeting began at Noon. The following Citizen Advisory Group members were present:

Thorn Baccich, Dawn Ballenger, Patrick Frye, Peggy Hey, Micki McDonough, Lee McLaren, Barbara Rockecharlie, Clifton Settlemyer, Melanie Sizemore, Peter Tart; Nina Lipton (Planning Commission).

City and County staff present were:

- Alan Goodwin, Planning Department - Project Manager
- Kathy Cornett, Planning Department
- George Berger, E&PM
- Brian Horton, CDOT
- Garet Johnson, Planning Department
- Kent Main, Planning Department
- Peter Zeiler, Neighborhood and Business Services

Alan Goodwin began the meeting with introductions and general housekeeping items. He introduced Todd Noell of Noell Consulting Group and Todd provided some background on his experience with Charlotte and the services that his company provides. Noell Consulting Group was hired to help understand the long-term trends affecting future land use and development in Elizabeth, to gauge demand potential for residential, office and retail development in the area through 2030 and to identify key issues and opportunities likely to emerge in the area. The market analysis is one tool that is considered when developing future land use recommendations.

Todd then provided an overview of the market analysis that he provided for the Elizabeth Area Plan. There were some questions about the traffic counts shown on Elizabeth Avenue and Charlottetown and their accuracy. Staff will check this. Melanie Sizemore asked if Elizabeth is, or can be, a drive-to-destination for convention goers. Todd replied that the future streetcar could open up this possibility, but now, light rail funnels most of this traffic to South End.

Peggy Hey commented that the economic recovery rates that Todd assumed were optimistic. Melanie Sizemore and Nina Lipton questioned the office absorption scenarios and asked Todd to explain what they mean and how they were derived. There was much discussion about the absorption rates and their inclusion of office that has been lost as a result of the current economic climate. There was discussion that some of the square footages per person being too high and that the numbers don't net out pipeline development.

Melanie Sizemore commented that the current residential apartment vacancy rate is 25% and asked if the CPCC demand factored in was considered to be students or faculty. Todd responded that it was more faculty. Nina Lipton asked how Todd would characterize the densities projected. He responded that they are more moderate densities, with neighborhood serving retail on 7th Street.

The meeting ended at approximately 1:05p.m.

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