



Eastland Mall Redevelopment Update

Charlotte-Mecklenburg Planning Commission
July 10, 2017

- 2003: City Council adopted Eastland Area Plan
- 2012: Charlotte EAST created Redevelopment Principles
- 2012: City purchased 80 acres of mall property
- 2013: City completed demolition of mall structure
- 2014-2015: Partnership discussions (storm water, parks, civic, schools, developers)
- May 2015: Concept Plan developed and presented to ED&GC Committee
- October 2015: City Council authorized staff to proceed with implementing Concept Plan
- March – April 2016: Latin American Economic Development Corporation commissioned Elemental to visit Charlotte and assess redevelopment process and present concepts
- June 2016: City Council authorized staff to proceed with releasing Request for Qualifications (RFQ) to solicit highly qualified consulting teams to assist with redevelopment

The purpose of this inclusive redevelopment and revitalization effort is to work with the community to promote the creation of a vibrant and sustainable place of activity and opportunity.

“Everyone has the right to live in a great place. More importantly, everyone has the right to contribute to making the place where they already live great.”

- Fred Kent, President
Project for Public Spaces



Infrastructure

- **CIP Benefits**
 - Transportation Choices
 - Livable Communities
 - Job Growth

People

- **Community Letter**
 - Good Paying Jobs
 - Quality Affordable Housing
 - Safety, Trust, & Accountability

Community

- **Council Focus Area**
- **Traits of Winning Cities**
 - Create Positive Buzz
 - Millennial Magnet
 - Workforce Dynamics
 - 15-Minute Livable Communities
 - Big Tent
 - Open Mind
 - Affordable Spaces
 - Shared Story



- **Charlotte-Mecklenburg Planning Commission**

- Develop a **livable city** where Charlotteans of all incomes can achieve, “a complete state of physical, mental and social well-being” through the design of **neighborhoods**, public infrastructure and **open spaces**, and through easy access to **employment** and **housing choices**.

- **Guiding Principles**

- Ensure access to affordable housing
- Build safe Communities
- Build vibrant and activity-filled public streets and open spaces
- Promote access to affordable and healthy/local foods
- Promote a mix of land uses
- Create a state-of-the-art transportation system
- Protect the air we breath

Community Redevelopment Principles



- **Enhance the Perceptions of the Eastland Area and East Charlotte**
Attract visitors from across the region
- **Unify Local Communities**
Build on the Eastside's cultural and international diversity
- **Create Connectivity and Walkability for Surrounding Neighborhoods**
Integrate development into the existing corridors and neighborhoods
- **Take Advantage of Natural Features**
Restore water features and create dedicated and flexible open spaces
- **Create Opportunity for Civic Development**
Incorporate public amenities such as a school or library
- **Increase Equitable Economic Development**
Provide opportunities for businesses, small scale developers, and residents



- Phase One, approved by Council March 27, 2017, was a due diligence effort to identify and understand possible challenges and to solicit developer interest. Activities in this phase included:
 - Development Forum: Define requirements, identify barriers, and determine project feasibility/interest
 - Lean Scan: Develop approach to encourage small-scale development and community building
 - Tactical Urbanism Workshop: Identify additional near-term activities for the site



Barriers

- Achievable rents are too low to support new construction w/o some type of public support
- Infrastructure needs
- Lack of financially viable plan and no consensus around a path forward
- Destination retail or large office space not viable today or in foreseeable future
- Inconsistent and uncertain regulatory environment (particularly punitive to small-scale development)

Assets

- City controls land
- Central location with short commute to Uptown
- Local magnet schools have strong reputation:
 - K-8 partial magnet / language immersion school on site is a big asset
- Diverse and entrepreneurial residents
- Stable and strengthening surrounding communities
- Growing momentum in market and improving perceptions

What We Learned - Tactical Urbanism



- Create a financially viable implementation plan to ignite interest and remove uncertainty without constraining creativity or opportunism
 - Operationalize the guiding principals
 - Plan enabling infrastructure links
 - Define potential public investment
 - Establish realistic phasing approach
 - Provide a framework that establishes the street grid, open space plan, and a walkable development
- Strengthen the implementation plan by defining additional appropriate public investment in infrastructure, open space, or related civic amenities
- Issue clear and predictable RFP(s) with provisions and a structure to entice diverse teams or a variety of individual respondents focused on discrete development pods which aggregate to 69 acres