



Charlotte City Council
Housing and Neighborhood Development Committee
Summary
September 10, 2014

COMMITTEE AGENDA TOPICS

- I. **Façade and Security Matching Grant Programs Referral**
- II. **2014 Neighborhood Leadership Awards**
- III. **Gentrification Referral**

COMMITTEE INFORMATION

Council Members Present: Patsy Kinsey, Alvin Austin, John Autry, Ed Driggs, LaWana Mayfield

Staff Resources: Ann Wall, Assistant City Manager
Pamela Wideman, Neighborhood & Business Services
Todd DeLong, Neighborhood & Business Services
Pat Mumford, Neighborhood & Business Services
Tom Warshauer, Neighborhood & Business Services
Gail Whitcomb, Neighborhood & Business Services

Meeting Duration: 12:13 PM – 1:20 PM

ATTACHMENTS

1. Agenda Packet – September 10, 2014
2. Presentation – Façade and Security Matching Grant Programs
3. Handout – Expanded Geography Map
3. Presentation – Neighborhood Leadership Awards
4. Presentation – Gentrification Referral

DISCUSSION HIGHLIGHTS

Kinsey: Called the meeting to order and introductions of attendees.

Wall: I would like to introduce Todd DeLong, Commercial Redevelopment Manager for Neighborhood & Business Services, who is making the presentation on the Façade & Security Matching Grants programs.

Façade and Security Matching Grant Programs

DeLong: In February of this year, City Council referred the Façade & Security Matching Grants items to the Committee.

Presentation

We were asked to look at ways to broaden participation in the grant programs, explore alternatives for those who may not be able to provide the 100% up front cost, and review the possible expansion of the eligible program geography. The programs are reimbursable with limited or no risk for the City upfront. The geography currently used is dictated from the Business Corridor Revitalization Plan initially adopted in 2007 and updated in 2012. This geography is also the umbrella for other programs offered in our matching grant toolbox for smaller commercial revitalization efforts (Brownfield Assessment Grant, Big Box Demolition Grant and Business Association Support).

Autry: Can you give us one sentence about the Brownfields Assessment Grant?

DeLong: It is specifically for brownfields where there is a perception of or actual environmental contamination.

Autry: Big Box Demolition is something the folks in East Charlotte were very involved. When was the last time it was used?

Whitcomb: The last one was on Freedom Drive in 2012 with the partial demolition of a portion of the Shops at Freedom.

Autry: If the building is empty for two years, the prospects are very good for using this tool.

Whitcomb: To be eligible it must be in the program geography; 25,000 square feet or larger; and vacant for at least two years. Going forward, we want to look at that program.

DeLong: We convened a team of folks both inside and outside Neighborhood & Business Services (NBS) to look at our programs. New Quality of Life data will be available in the fall of 2014. Currently we are working on data from 2012. Although the 2014 data should not be substantially different, the team decided to hold off making any aggressive data driven changes until we see the new Quality of Life data. They also felt there was a need for a review of the other programs in our toolbox. The team found that there is data to support geographic expansion.

Driggs: Can you give me an idea of how much we invest in this? What is the total budget?

DeLong: There is approximately \$800,000 left. Previously the yearly appropriation was \$400,000, but the annual appropriation was removed.

Driggs: Is it a one time remaining balance, not an annual contribution? Nothing we are talking about today involves changing that amount?

DeLong: That is correct. Today we are looking at expanding the geography and finding ways for more people to take advantage of the programs.

Presentation (*map of proposed expansion*)

The next steps in the review process would be to look at peer cities, other programs we do not currently provide, and best practices in those cities. Part of the review will include looking at marketing strategies and ways to promote broader use of the programs. Once the review is complete, we will come back to the Committee for feedback and discuss possible recommendations.

Mayfield: One challenge of the Matching Grants program is for businesses that are unable to provide upfront repair costs. Looking back at a previous program where they identified the construction company, everything was approved, and we pay the construction company directly. The business still has to do the initial paperwork, but it alleviates someone receiving funding and not doing the work. We would need checks and balances to identify issues and penalties to repay the City.

Wall: We realize one of the impediments to the program is the need to have the money up front. That was one of the subject matters that were referred for review. We will evaluate ways to make it easier or more palatable for businesses to be able to participate.

Driggs: The minute you cross the line between saying we pay when it is all done and putting money out there up front, you get into a type of credit situation. It would have to be clear that contractors have no claim against the City unless all the conditions for the grant have been met. Legally, it creates a slightly complicated situation because the contractors have no rights as far as the City is concerned. The applicant does. The applicant's rights are related to completion as it now stands. It seems that the only way to do this is to make a loan to the applicant if conditions for the grant are met. Then you have to think about whether the applicant is credit worthy for the loan. I think the idea of making it more accessible, particularly if it has not been used a lot, makes sense. However, we change the character if we relax the requirement that they complete it before they get any money.

DeLong: We are looking to see if there are some small business loans that could be utilized or if there are other types of lending opportunities available. You are correct that it would be a loan, not necessarily a grant, with stipulations to limit the City's risk.

Driggs: Is there anyone that is disadvantaged by these changes? We could make the geographical changes and not be concerned that someone is not getting the money that otherwise might have.

DeLong: Correct. At this time, we are just expanding it to make it more accessible.

- Austin: Those areas you are expanding to, was there a reason behind that selection?
- DeLong: It was a combination of a couple of indicators in the Quality of Life Study: household income, square footage of commercial building space, and vacancy. These are the areas we felt would most benefit from expanding the geography at this time.
- Autry: It seems like it is all about the economics. You have a strip mall or shopping center that has never been 100% occupied. Now it is 15 years old and suffering aesthetics that we find unacceptable. How do we drag those folks to the table and compel them to participate with the City? This is a real frustration in East Charlotte where we had a lot of retail tenants exit the area in the last 10 years and now have nothing left but a building with empty space.

Motion made by Mr. Driggs: Vote to approve the recommend expanded business corridor revitalization geography and recommend approval by the City Council at an upcoming City Council meeting. Motion seconded by Mr. Austin. **Vote:** Unanimous (5-0) in favor of the motion.

2014 Neighborhood Leadership Awards

- Wall: On September 27, we will recognize and celebrate neighborhoods and neighborhood leaders. Tom Warshauer is here to talk about the event.
- Warshauer: I am excited to talk about our work with neighborhoods and our event on September 27 to celebrate the neighborhood's accomplishments. Liz Mitchell and Nicole Storey are the brain children for making this event happen.

Presentation

The Speakers Bureau, which is run out of the Community Engagement division, connects speakers from throughout our organization with citizens. One of the shortcomings of the previous Neighborhood Symposium was the opportunity for neighborhoods to get together and plan. The Neighborhood Board Retreats are extremely popular, with two annually serving a combined 34 neighborhoods.

Presentation

The Neighborhood Leadership Awards will take place during September, which is Good Neighbor Month. This year we have increased collaboration within our organization and enhanced recognition of neighborhood winners. Winning neighborhoods will receive a street sign to be displayed.

- Mayfield: Will the award look like the historic district signs?
- Warshauer: Yes. It is important that people know we are acknowledging people and celebrating volunteerism in the community. The Knight Foundation has helped us to do a People's Choice Award. This is a way for more people to see we care and value volunteerism. We had 87 total nominations, only 45 were completed nominations. We had a

committee of people and departments help create the award criteria. We have opportunities for Council members to moderate or attend. We can provide you contact information for winners so you can congratulate them.

Wall: We can put an item in the memo so all Council members can see the breadth of the awards. The plan is to come back to the Committee after the event to get your feedback.

Gentrification Referral

Kinsey: This was a referral.

Wall: This is a continuation of the conversation from June. The intent today is to reintroduce this topic, provide a deeper dive on some of those tools we identified, and talk about the next steps.

Wideman: City Council made the referral in April. We had a short discussion in June, but today we want to step back and look at this topic again. In 2005, the City Council asked staff to monitor neighborhoods for a 30-month period that might be gentrification candidates. This ended in December 2007, which was also the beginning of the economic downturn. Thank you to Sarah Hazel, an ICMA fellow, who helped do some of the research on this.

This is a very complex and challenging issue. Communities throughout the country are faced with this issue and I will share my research on what other communities are doing. We are here to share our initial findings and are not asking for any action today.

Presentation (Gentrification Definition)

Gentrification is not all good or all bad. However, there is concern when residents are displaced "without the opportunity to stay." The City wants to look at tools that might allow residents to stay if desired.

Driggs: What are the exact circumstances? Either you are a tenant with a lease that runs out or you own the residence. You do not have to sell if you own it. What is the situation where someone is involuntarily required to move rather than just bowing to economic forces?

Wideman: In terms of homeownership, often the property taxes become unaffordable. Residents who own a home may be forced to move because they cannot afford the property taxes. We also see communities where people have rented for 30+ years. Their support system is in the neighborhood. They would like to stay, but they do not have the opportunity to access another affordable rental property in that neighborhood.

Driggs: It is a high-grade problem if I am the owner and it has become so valuable that I cannot pay the taxes anymore. My option would be to sell and realize a gain. I want to clarify where our point of intervention is here.

Wideman: Presentation (Gentrification Good or Bad)

We do not have enabling legislation to do tax abatement in North Carolina. The below market rate ordinances is the equivalent to our voluntary mixed income program that the Council approved last year.

Presentation (Potential and Existing Practices)

The closest equivalent to a tax abatement program would be our Homestead Exemption Act.

Presentation (*continues*)

With community land trust, in most cases, the person owns the house, but not the land on which the house sits; the land trust owns it. When they decide to sell, they would get some equity, but not the same amount you would have if you owned the house and land outright.

Presentation (Next steps)

We will continue to look at this deeper using our quality of life data to identify neighborhoods ripe for gentrification, so we can be proactive as we develop these tools. Would you like us to explore anything else? Is this headed down the right path?

Driggs: I recognize the value of preserving the character of a neighborhood and the disruption to people that is caused when they are forced to relocate. My concern is what can happen is you have the noble idea of protecting them, the neighborhood and the people, and there are not reference points as to how much it is actually costing us to do that. I would like to see in programs like this that any proposal also reports what the market value of the property is, what the opportunity cost is, and what the economics look like for any intervention that we propose. I think this is generally a good idea. If all that information is in front of us and a majority of Council says this is a price we are prepared to pay; fine. That is the democratic process.

One of the things I object to is that we have noble goals and it is as if it is improper to try to identify the price tag that is associated with pursuing those objectives. I look at it in the context of competition for scarce resources. We talk about this here and I had a conversation with Sustain Charlotte about storm water. They said, "I don't care what it costs, you have to have clean water." I am trying to find a basis for choosing how to prioritize and allocate resources. I would like you consider as you pursue, if we are going to intervene in the normal market process, which would displace people, how do we put a price on what that intervention costs.

Mayfield: Thank you for the work you have done and I know there is not a quick fix on all of it. What I did not see was where we really help current homeowners. It is great what we are doing around new housing developments, for renters, and the great partnerships with Wells Fargo and others to give renters the ability to purchase homes they have been in for a long period. However, when we have for example the Wilmore Neighborhood, which was a historic, upper-middle class, African-American neighborhood with homes valued around \$200,000. The economy, white-flight and

many of the resources left; you have a community that was not as diverse. Then you had homes that were demolished and \$250,000 homes were built there. It caused a jump in tax rates. Families that were second and third generation now have tax bills that more than tripled in one year.

Are we working with the county tax assessors? The reality is that homes in a number of minority communities are overvalued by Mecklenburg County. I have a homeowner who according to tax records has a home valued at \$60,000. They are trying to refinance to get work done and make an investment in their home. The appraisal comes back at \$30,000. The home is over appraised, but our county tax process says you have 30 days to address your tax bill and not everyone has the \$300 to have an independent appraisal. A good part of my community does not have the ability to spend money for an appraisal every year to make sure the County is doing their job. When we are looking at gentrification and looking at the value of the homes, we need to see what has happened to the value of homes in the last few years.

Someone comes in and builds a \$350,000 home in that neighborhood and the neighbor does not realize they have been overpaying in taxes based on the real value. What are we doing to protect them, similar to the \$300,000 grant to help Wesley Heights? I want to make sure we are having real conversations about how the tax assessors are working, the impact of white flight, or impact of wealth flight from a community. When we have to go back in and invest in that community after the fact, are we doing it the right way and what is the financial impact?

Wideman: You articulated the complexity of this issue. We have made some initial contact with the tax office and we will continue to work with them to understand the tools as we go through this process.

Autry: If a homeowner is being gentrified out of their property, do we have a program that allows them to stay in their home? At some point in the future should they expire or go into a different kind of living situation, you mentioned they would not receive all the equity from the home sale. That concerns me because we have a problem already with some communities, especially homeowners of color, where there is a problem with the loss of accumulated wealth. If your home is the only thing that you accumulate wealth with, how do those pioneers who stuck it out all this time get the benefit of all the development happening around them.

Wideman: That would only be in the case if we decided to do a community land trust in the city. This does not affect those current homeowners. The community land trust is land that is dedicated for affordable housing. It still allows you to own, but at a much lower rate and allows you to get some equity.

Autry: Another thing challenging neighborhoods is the number of foreclosures and abandoned homes, which adversely affects property values. It is problematic if someone has expired; leaving no apparent heir and squatters start occupying. Another challenge is how we protect those neighborhoods and provide people the assurances that because they made this investment, they will not end up on the streets someday.

- Wideman: That is a broader neighborhood issue, but we are aware. We might not be able to address this through gentrification, but we will look at this.
- Austin: I am looking forward to the deeper dive. This looks like a good direction. I am a native Charlottean and watched in the 60's when we had urban renewal and wiped out communities and people. No one knows about those neighborhoods anymore; they are gone. We have responsibility to try to preserve communities, particularly those communities that were in the earlier rings of Charlotte and they had a sense of character and community. Charlotte is built on neighborhoods and communities. We have a responsibility to do that and this is a good direction for us to look at. I am in a district that is on the cusp of trying to manage our development. We want development, but we want to have it responsibly and to balance that. I do not want to go into a neighborhood and all the people who have created relationships, have generations of people to be wiped out and no longer exist. I want to make sure there is a legacy of something that is there about Charlotte, what we used to be and how to preserve that. This is a good direction and a good way to dive deeper into it.
- Driggs: I want to emphasize that I do not disagree with anything that has been said and I recognize the importance to the health of the community of preserving culture and not being completely insensitive to needs. We need to have a constructive conversation between the interested parties. Let us look at how much this costs? Is this the best way to use those resources? If it is the decision of Council that it is, then our democracy requires that is how we proceed. If you do not stop to ask yourself if this is the only thing, best thing, good use of the resources; that is when you heighten tensions.
- Austin: You have said this many times and I am not sure I am receiving this well; that you feel your district is subsidizing every other district. I disagree.
- Driggs: That is not what I am saying. I am saying simply that an investment of this kind is likely to occur somewhere other than in my district. All I am looking for is transparency. I am looking to make that process more visible so we can make informed decisions. We voted on a budget; the data I would like to see in order to feel I was making a well-informed decision was not available. I would like to have the information that is required to make a well-informed decision and to make the right choices among competing demands. I am not in any way hostile to the needs of neighborhoods or trying to represent my district as being hostile.
- Austin: I think it is important for us to do that.
- Driggs: It is in the normal order of things that some places are payer of taxes and some places are going to be net users of government activity. I regard that as being entirely normal and acceptable. When we do not have good data to support our government spending decisions, I feel that is a disservice.
- Kinsey: I do think it is reasonable to ask for the cost or expense and where the money is coming from, since sometimes this is federal money, but I do have to say that probably all of us have certain areas in our districts.

Austin: Just want to clarify to my colleague that sometimes when you present that, it is not presented well and there is a different interpretation in the greater community about what you are really saying.

Driggs: I think it is important that we have a conversation like this on Council so the various groups in our community see that the various points of view are represented in our discussions. I think that is a valuable thing for good government.

Wideman: This will be several months' worth of work. As we explore these tools more, we will have a great resource with UNC Chapel Hill Institute of Government. In the future an option may be to invite Mr. Mulligan, who does community development work and knowledgeable about how things might work around the state.

Kinsey: If anyone has ideas or wants to have some input should contact Ms. Wideman.

Next meeting

Wall: The next meeting is September 24.

Meeting adjourned.

City Council

Housing and Neighborhood Development Committee

Wednesday, September 10, 2014

12:00 p.m.

Charlotte-Mecklenburg Government Center

Room – 280

Committee Members:

Patsy Kinsey, Chair
Alvin “Al” Austin, Vice Chair
John Autry
Ed Driggs
LaWana Mayfield

Staff Resource:

Ann Wall, Assistant City Manager
Pamela Wideman, Deputy Director, Neighborhood & Business Services

AGENDA

I. Façade and Security Matching Grant Programs Referral (Action Required)

In February 2014, City Council referred a review of the Façade and Security Matching Grant Programs to the Housing and Neighborhood Development Committee. During the September 10, 2014 Housing & Neighborhood Development Committee meeting, staff will present a recommendation to expand the Business Corridor Revitalization Geography, provide additional follow-up on questions raised during the April Committee meeting and provide a path forward related to the remaining components of the referral.

Requested Action:

The Committee will be requested to approve the recommended expanded Business Corridor Revitalization Geography and recommend approval by the City Council, at an upcoming City Council meeting.

II. 2014 Neighborhood Leadership Awards (No Action Required – Attachment 1)

Staff will provide an update on the September 27, 2014 Neighborhood Leadership Awards Ceremony.

III. Gentrification Referral (No Action Required)

In April 2014, City Council referred the issue of gentrification to the Housing & Neighborhood Development Committee for additional study. During the September 10, 2014, Housing & Neighborhood Development Committee meeting, staff will present national best practices for further study and local application and provide information on existing local tools that can be used to address the issue.

Distribution:

Mayor/Council
Ron Carlee, City Manager
City Executive Team
Corporate Communications
Debra Campbell – Planning Department
Anna Schleunes- City Attorney’s Office
Charlotte-Mecklenburg Coalition
for Housing

Holly Eskridge
Randy Harrington
Phyllis Heath
Fulton Meachem
Fred Dodson
Julie Porter
Kim Graham
Chief Rodney Monroe

Willie Ratchford
Ledger Morrisette
Patrick Mumford
Steve Allen
Brad Richardson
Pamela Wideman
Tom Warshauer



2014 Neighborhood Leadership Awards Event Agenda

The 2014 Neighborhood Leadership Awards builds upon previous successes while leveraging requested networking and shared learning opportunities provided as part of the former Neighborhood Symposium. The awards will feature City departments, community partners & neighborhood participants in a format that is engaging, entertaining and inspirational. Please join us!

Date: Saturday September 27th 2014

Location: Knights Stadium BB&T Ballpark, 8:30 am – 1:30 pm

Agenda is preliminary, speakers subject to change

- **8:30 am - 9:00 am** **Arrival & Networking**
- **9:00 am - 9:15 am** **Welcome**
- **9:20 am - 10:15 am** **Panel Discussion One (Concurrent Sessions)**

Communications – How the City talks to Neighborhoods, How Neighborhoods Talk to Each Other

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| <ul style="list-style-type: none"> • CharMeck Alerts • Code for America • GovDelivery • Neighborhood Spotlight • Digital Communication <p>Moderator:</p> | <p>Stacey Neal, Emergency Management Planner</p> <p>Tiffany Chu or Twyla McDermott</p> <p>TBD, Corporate Communications</p> <p>Diane Garris, Eastwood Acres</p> <p>Jennifer Hull, Knight School at Queens University</p> <p>Sandy D’Elosua, Corporate Communications Manager</p> |
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Government 101 – Introduction to Charlotte City Services

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| <ul style="list-style-type: none"> • Streetcar, Public Transit, LYNX • Community Policing • Code Enforcement • Neighborhood Training & Grants • Community Relations • QOL Dashboard/Speakers Bureau <p>Moderator:</p> | <p>Olaf Kinard, Director of Marketing & Communications, Assistant Director of Public Transit Charlotte Area Transit System (CATS)</p> <p>Freda Lester, Major CMPD</p> <p>Jane Taillon, Code Enforcement Operations Manager</p> <p>Atalie Zimmerman, NMG Program Manager</p> <p>Lezlie Briggs, Charlotte-Mecklenburg Community Relations Committee</p> <p>Rebecca Hefner, Community Information & Research Manager</p> <p>TBD</p> |
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- **10:30 am – 11:25 am – Panel Discussion Two (Concurrent Sessions)**

Neighborhood Sustainability – Resources for Your Neighborhood

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|---|---|
| <ul style="list-style-type: none"> • KCB/Adopt-a-Street • Mecklenburg Livable Communities • Grease Free • NeighborWoods • Neighborhood Spotlight • Recycling <p>Moderator:</p> | <p>Louise Bhavnani, Keep Charlotte Beautiful Program Manager</p> <p>Heidi Pruess, Mecklenburg County Sustainability Officer</p> <p>Jennifer Frost, Charlotte Mecklenburg Utilities Department</p> <p>Dave Cable, TreesCharlotte Executive Director</p> <p>Jill Vande Woude, Villa Heights</p> <p>TBD</p> <p>TBD</p> |
|---|---|

Community Safety – Crime Prevention, Nuisances, Beautification and Ways to Get Help

- | | |
|---|--|
| <ul style="list-style-type: none"> • Animal Control • CPTED/Crime Watch • Court Watch Program • Neighborhood Spotlight • Parking Issues, Street Lights, Road Humps • School of Law <p>Moderator:</p> | <p>Melissa Knicely, CMPD Animal Care & Control</p> <p>Tricia Edwards, CMPD Officer</p> <p>Bill Stetzer, District Attorney’s Office</p> <p>Ayana Moreland, Steele Oaks at Braddock Greene</p> <p>Chip Gallup, CDOT Field Services Manager</p> <p>Rocky Cabagnet, Charlotte School of Law</p> <p>TBD</p> |
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- **11:25 am – 11:35 am** **Break**
- **11:35 am - 1:30 pm** **Leadership Awards and BBQ Lunch Celebration, Together With Our Partners, Recognize People & Organizations Leading Positive Community Change**
- **1:30 pm** **Event Close**



Review of Facade & Security Matching Grant Programs

Housing & Neighborhood Development Committee

September 10, 2014



Facade & Security Matching Grant Programs Committee Referral

On February 24, 2014, City Council asked staff to explore:

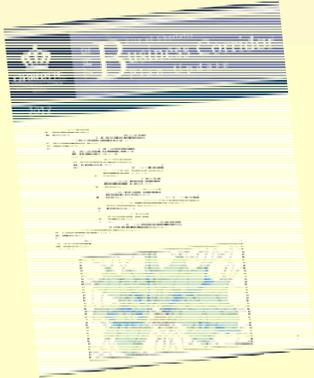
1. Ways to broaden the participation in the programs to property owners who are unable to cover 100% of the upfront costs as currently required by program policy.
2. Strategies to engage multiple property owners in areas of need to create the maximum impact on the community.
3. Possible expansion of the eligible program geography based upon the most recent economic and community data.



Matching Grant Programs

Policy Framework

- Included in the 2007 City Council-adopted Business Corridor Revitalization Strategic Plan
- The plan was updated in 2012
- Matching Grant Programs
 - Facade Improvement Grant
 - Security Grant
 - Brownfield Assessment Grant
 - Big Box Demolition Grant
 - Business Association Support





Matching Grant Programs

Review Process

Team

- Economic Development, Community Engagement, Service Area Teams, Planning

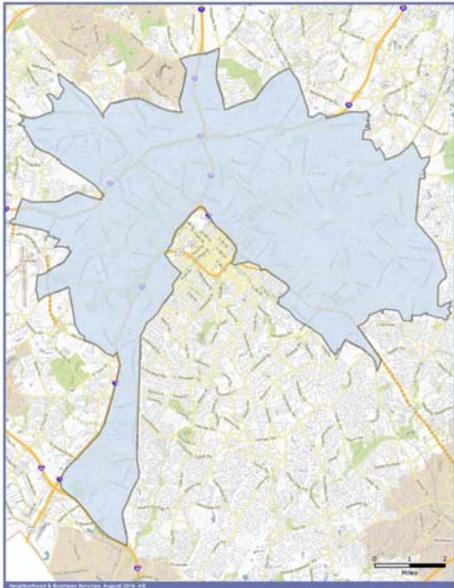
Findings

- New Quality of Life data will be available Fall 2014
- Comprehensive review of all grant programs warranted
- Current data supports expansion of geography

 **Matching Grant Programs**
Recommendation

Proposed Geography Expansion:

- Independence Blvd / Monroe Road to Conference Drive
- South Blvd / S I-77 to I-485



 **Matching Grant Programs**
Committee Action Requested

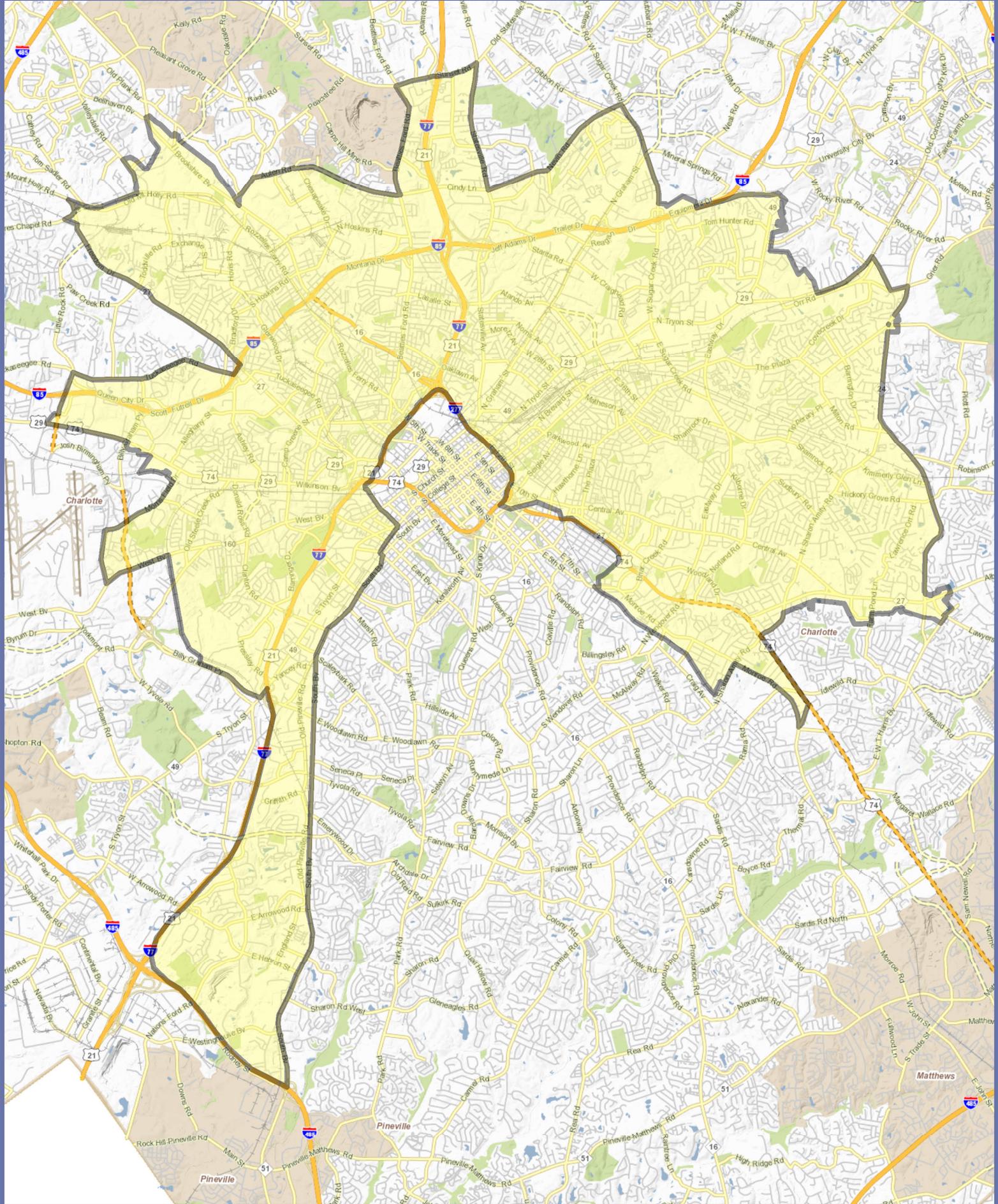
Make recommendation to City Council to:

- Approve revised Business Corridor Revitalization Geography
- Request Council approval at the October 27, 2014 Council meeting



Matching Grant Programs Next Steps

- Undertake a comprehensive review of all grant programs
- Develop marketing strategy
- Reassess geography for possible additional new areas of expansion or contraction
- Recommend program changes for consideration to the Housing and Neighborhood Development Committee





2014 Neighborhood Leadership Awards Background

- Neighborhood Symposium Event (2012) evolution
 1. Need a Speaker?
 2. Board Retreats (February & July)
 3. Neighborhood Leadership Awards (September, Good Neighbor Month)

- 2014 Neighborhood Leadership Awards (NLA) Combines Best of 2013 NLA + Shared Learning
 - New Location – BB&T Ballpark
 - Increased Collaboration between departments on panels and awards
 - Communications, Gov't 101, Neighborhood Sustainability & Community Safety
 - Enhanced Recognition - Neighborhood winners receive City street sign and all nominees receive appreciation

2014 Neighborhood Leadership Awards

6 Categories (new):

- **Community Safety Ambassador** (CMPD)
- **Good Neighbor** (Code Enforcement)
- **Embracing Diversity** (Community Relations)
- **Moving Forward** (CDOT)
- **Sustainability Pioneer** (Community Engagement)
- **People's Choice** (Knight Foundation)

87 Total Nominations

45 Completed Nominations

20 People's Choice

Winner to be selected via Online Voting (vote by 9/16)

25 Nominations

Winners selected by Multi-Departmental Selection Committee

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• 9:20 am - 10:15 am	Panel Discussion One (Concurrent Sessions)		
Communications – How the City talks to Neighborhoods, How Neighborhoods Talk to Each Other			
• CharMeck Alerts	Stacey Neal, Emergency Management Planner		
• Code for America	Tiffany Chu or Twyla McDermott		
• GovDelivery	TBD, Corporate Communications		
• Neighborhood Spotlight	Diane Garris, Eastwood Acres		
• Digital Communication	Jennifer Hull, Knight School at Queens University		
Moderator:	Sandy D'Elosua, Corporate Communications Manager		
Government 101 – Introduction to Charlotte City Services			
• Streetcar, Public Transit, LYNX	Daf Kinard, Director of Marketing & Communications, Assistant Director of Public Transit/Charlotte Area Transit System (CATS)		
• Community Policing	Freda Lester, Major CMPD		
• Code Enforcement	Jane Tailon, Code Enforcement Operations Manager		
• Neighborhood Training & Grants	Atalie Zimmerman, NMG Program Manager		
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• Neighborhood Spotlight	Jill Vande Woude, Villa Heights		
• Recycling	TBD		
Moderator:	TBD		
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• 1:30 pm	Event Close		

Agenda

Saturday 9/27
8:30am - 1:30pm
Knights Stadium

Mayor Clodfelter
to Welcome Guests

Ron Carlee to Emcee
Awards Ceremony

Distinguished Partners
& Guest Panelists

300+/- Residents

Register using Eventbrite
or e-mail
NLAwards@charlottenc.gov



Council Participation Opportunities:

- **Vote** for People’s Choice Nominees
- **Call or send** notes to congratulate all nominees or finalists
- **Attend** all or any portion of the event- morning welcome, photo booth and lunch provide engagement opportunities
- **Moderate** an award category
- **Your ideas for now and the future**



Gentrification Referral

September 10, 2014
Housing & Neighborhood Development
Committee



Referral

- In April 2014, City Council referred the issue of gentrification to the Housing & Neighborhood Development Committee and requested that staff consider strategies and actions to mitigate the negative consequences of gentrification.
- In June 2014, the Housing & Neighborhood Development Committee had an initial discussion.



Gentrification Definition

- The process by which higher income households displace lower income households of a neighborhood, changing the essential character and flavor of the neighborhood.
- Gentrification occurs when:
 - Original residents are displaced
 - Neighborhood character is changed
 - Neighborhood is physically upgraded



Gentrification Good or Bad?

- Gentrification can have both positive and negative impacts.
- The City's role is to:
 - Understand the potentially harmful effects
 - Take effective and timely steps to mitigate the impacts through equitable development.
- Equitable development is the creation and maintenance of economically and socially diverse communities that are stable over the long-term.



Potential and Existing Practices

Potential Practices:

- Tax programs to assist homeowners
- Below Market Rate Ordinances
- Limited Equity Housing Cooperatives
- Community Land Trust

Existing Practices:

- Build and preserve affordable housing
- Link development to affordability commitments
- Stabilize housing for existing renters
- Use city-owned land for infill development and incent affordable housing development with land contributions



Tax Abatement/Programs

What is it?

- A reduction of or exemption from taxes granted by a government for a specified period.

How does it work?

- Tax abatements are usually used to freeze or reduce the property's taxable assessed value, reduce the rate at which a property is assessed, or to reduce overall property taxes owed.

Where is it working?

- Philadelphia, Portland, and San Antonio



Below Market Rate Ordinance

What is it?

- A home developed and provided for sale to moderate or lower income households at an affordable price as specified in a developer agreement.

How does it work?

- Requires developers to set aside a percentage of all new housing units for low and moderate income persons.

Where is it working?

- Chapel Hill, Davidson, and California



Limited Equity Housing Cooperatives

What is it?

- Homeownership opportunities offered at a much lower cost than typically available through an individual mortgage or down payment formula. Residents share ownership of a multi-unit building.

How does it work?

- Allows households the benefits of homeownership by sharing in the appreciation of a multi-family building.

Where is it working?

- District of Columbia and New York



Community Land Trust

What is it?

- A non-profit corporation created to acquire and hold land for a community benefit and to provide secure affordable access to land and housing for community residents. CLTs attempt to meet the needs of residents least served by the market, primarily by offering affordable housing.

How does it work?

- Ensures that homes remain affordable as a result of limited appreciation while allowing some equity to build.

Where is it working?

- Durham and California



Next Steps

Several months of study and discussion

- Develop a framework to help identify potential neighborhoods that are ripe for gentrification.
- Design a local tool box:
 - Property Tax Programs
 - Community Land Trust
 - Below Market Rate Ordinances
 - Build and preserve affordable housing
 - Link development to affordability commitments
 - Stabilize housing for existing renters
 - Use city owned land for infill development and incent affordable housing development with land contributions