



Eastland Redevelopment Update

Economic Development &
Global Competitiveness Committee

September 4, 2014



Background

- 2003: City Council adopts Eastland Area Plan
 - Dynamic mixed-use community anchored by a town center around Eastland Mall
 - Enhance established neighborhoods and international diversity
- 2006: City Council adopts Business Corridor Revitalization Strategic Plan
 - Eastland area identified as one of five priority corridors
- 2007: ULI Study recommends transforming Eastland Mall into a mixed-use town center
- 2008: Land Design conducts adaptive reuse strategy for Eastland Mall site



Background

- 2009: Mall owner goes into foreclosure; mall is shuttered
- 2012: City purchases 80 acres of mall property; issues RFP for development proposals to support the film and television production industry
- 2013: Negotiations with Studio Charlotte, LLC; mall demolition approved
- March 2014: City Council terminates MOU with Studio Charlotte Development, LLC.
- March 2014: City Council directs Staff to explore a redevelopment strategy for the Eastland site



Eastland Site





Foundational Community Principles

- Eastland Area Strategies Team (EAST) Qualitative Principles in Support of Eastland Redevelopment:
 - Enhance the Perceptions of the Eastland Area and East Charlotte
 - Unify Local Communities
 - Create Connectivity and Walkability for Surrounding Neighborhoods
 - Take Advantage of Natural Features
 - Create Opportunity for Civic Development



Future Approach

- Develop conceptual master site plan including:
 - Preliminary storm water analysis and design
 - Preliminary “master street/block” plan that defines the logical connectivity for the site
- Identify and explore partnerships (both public and private) for a phased redevelopment of the site
- Explore potential temporary uses with community partners



Consultant Engagement

- Purpose of Consultant Study
 - Leverage previous planning efforts
 - Outline public and private development opportunities
 - Develop a conceptual plan for site redevelopment
 - Quantify public and private investments
 - Determine overall development timeframe/phasing strategies



Consultant Approach

- Public investment partner interviews
- Determine potential site uses
- Conduct site analysis
- Identify areas for specific opportunities (public vs. private)
- Develop street/block framework
- Concept master site plan
- Phasing strategy & cost estimates