



# ECONOMIC DEVELOPMENT COMMITTEE

EASTLAND MALL REDEVELOPMENT  
OCTOBER 8, 2018



## AGENDA

---

- Vision for Eastland redevelopment
- Purpose of pre-development agreement
- Pre-development tasks
- Pre-development terms
- Next steps
- Requested action



## VISION FOR EASTLAND REDEVELOPMENT

- 2003: City Council adopted Eastland Area Plan
  - Area Plan Development Concept:
    - **Create a Compact, Pedestrian-Oriented, Town Center**
  - Characteristic of a "Town Center"
    - **Mix of uses—Retail, Entertainment, Office, Urban Housing (emphasis on for sale units), Town Square/Village Green, Civic Uses, Community Transit Center**
    - Expanded street system (new streets 400-600' block lengths)
    - **Pedestrian network and connections**
    - Extensive Streetscape (wide sidewalks, pedestrian lighting)
    - Compact development and interconnected
    - **Civic amenities (fountains, clocks, monuments)**
    - Building Orientation windows and doors oriented to streets



## VISION FOR EASTLAND REDEVELOPMENT



### 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*



## PURPOSE OF PRE-DEVELOPMENT AGREEMENT

- Staff recommended the City partner with the Crosland Southeast/Eastland Community Development team as a result of:
  - Clear examples of successfully developing comparable complex properties in other cities
  - Demonstrated experience obtaining adequate financing/funding
  - Demonstrated experience with public private partnerships with comparable developments
  - Understood importance of community involvement throughout development process
  - Multi-use development concept anchored by a sports facility
- Pre-development work required to understand site conditions and guide the development process:
  - Community communications plan
  - Physical site investigation
  - Project envisioning/master planning
  - Civil engineering



## PRE-DEVELOPMENT TASKS

- Community Communications Plan (Schedule: 240 days)
  - Third party consultant in partnership
  - Enhanced engagement and communication strategy (workshops, events, etc.)
  - Community advisor group
- Physical Site Investigation (Schedule: 60 to 90 days)
  - Assess environmental conditions (Phase I and II)
  - Geotechnical review
    - Quality of soil and existing foundations and slabs
  - Surveys
- Project Envisioning / Master Planning (Schedule: 150 to 210 days)
  - Evaluate block sizes, street configuration, mix of uses, parking strategies, infrastructure phasing, etc.
  - Assess transit strategies
  - Develop master plan
  - Architectural imaging



## PRE-DEVELOPMENT TASKS

---

- Civil Engineering (Schedule: 90 to 120 days)
  - Grading studies based on master plan
  - Traffic impact analysis
  - Evaluate street design and public realm conditions, transit accessibility and bicycle accessibility
  - Assess infrastructure needs, including sustainability, electricity, fire, and water
  - Evaluate storm water needs and consideration of incorporating green infrastructure elements
  - Estimate cost of infrastructure improvements (utilities, streets, open space, etc.) by phase
  
- Fiscal Impact Assessment (15 days)
  - Estimate fiscal impact (tax revenue) based on the master plan



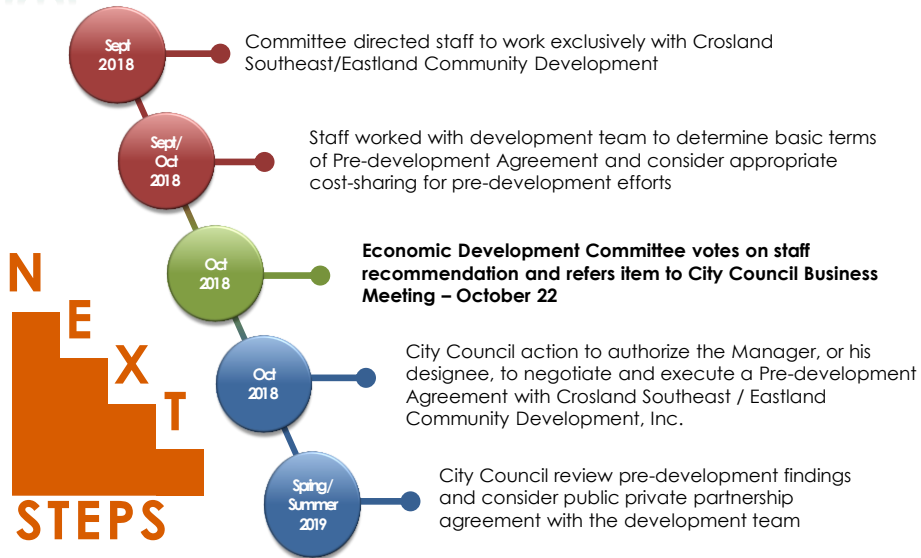
## PRE-DEVELOPMENT TERMS

---

- Pre-development tasks completed within 7 to 9 months
  
- Periodic workshops to engage City Council on progress of pre-development work and discuss key decisions
  
- The City would own all plans/deliverables should the development team decide to move on after conducting pre-development work
  
- Total estimated cost of work = \$550,000 to \$600,000
  
- City would reimburse 50% of the completed expenditures subject to a not-to-exceed amount of \$250,000
  - Partnering with development team significantly reduces City costs



## NEXT STEPS



## REQUESTED ACTION

- Refer this item to October 22 City Council meeting and recommend City Council authorize the City Manager, or his designee, to negotiate and execute a pre-development agreement with the selected development team and reimburse for 50% of the costs associated with the activities described in the agreement, up to a maximum, aggregate reimbursement of \$250,000.