



WHAT'S INSIDE:

Page

Agenda Notes:

February 27 Awards and Recognitions 2

Information:

Urban Land Institute (ULI) – Daniel Rose Fellowship Program Final Report 2

2324 LaSalle Street/Project L.I.F.T..... 2

Charlotte Re-House 3

Mercury NoDa Project/Parking Study 4

Attachments:

AGENDA NOTES:

February 27 Awards and Recognitions

Staff Resource: Julie Burch, City Manager's Office, 704-336-3187, jburch@charlottenc.gov

On February 13, City Council approved several changes to the 2012 meeting calendar. Changes are being implemented beginning with the February 27 Business Meeting, with the exception of Awards and Recognitions.

Council approved holding Awards and Recognitions at the Business Meeting on the second Monday of the month, with a limit of five. Prior to the change, however, the Mayor's Office received two requests for recognition on February 27: recognition of March 2012 as the 100th anniversary of the Girl Scouts; and a proclamation recognizing the week of March 4 as "Charlotte Goes to College Week". Since these recognitions are time-sensitive, and the next opportunity would not be until the Business Meeting of April 9, the City Manager has placed them on this Monday night's agenda.

INFORMATION:

Urban Land Institute (ULI) – Daniel Rose Fellowship Program Final Report

Staff Resource: Alysia Osborne, Planning, 704-336-3910, adosborne@charlottenc.gov

In August 2010, the Urban Land Institute (ULI) - Daniel Rose Center for Public Leadership in Land Use named Mayor Anthony Foxx, three other local community leaders, and a coordinator to serve in the 2010-2011 Fellowship class. The Charlotte team worked with Rose Center experts to identify the initial steps to implement the community's vision in the *Independence Boulevard Area Plan* (2011), which seeks to re-energize, reposition and ensure long-term viability of neighborhoods and development within the Independence Boulevard area. Rose Center experts visited Charlotte, toured the study area, and interviewed stakeholders to develop initial observations and recommendations, as well as ongoing assignments. In October 2010, the Charlotte Team presented their work to City Council. The final report is **attached** (see "2. ULRose.pdf").

Additional information about the ULI - Daniel Rose Center for Public Leadership in Land Use can be found on their website at

<http://www.uli.org/ProfessionalDevelopment/Rose%20Center.aspx>.

2324 La Salle Street /Project L.I.F.T.

Staff Resource: Walter Abernethy, Neighborhood & Business Services, 704.336.421,

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In July 2011, Neighborhood & Business Services (NBS) consolidated its field operations, including code enforcement, neighborhood services and business outreach, into four geographical service area teams. This approach allows NBS to better align with the [Charlotte-Mecklenburg Police Department \(CMPD\)](#) and other community partners to collectively address issues and maximize resources.

The Northwest Service Area Team, currently housed in two locations 2324 La Salle Street and 2732 Rozzelles Ferry Road, will relocate to 2730 Rozzelles Ferry Road. The estimated timeline is to occupy the newly renovated facility in May 2012, consistent with the Council Action on January 9, 2012 approving the lease.

In a collaborative effort with Charlotte Mecklenburg Schools (CMS), NBS has been discussing use of the facility once vacated by the Northwest Service Area team. It was determined that the location of the LaSalle Street Building and its proximity to West Charlotte High School is ideal to accommodate the Project L.I.F.T. staff. Project L.I.F.T. is designed to address the achievement gap in Charlotte-Mecklenburg schools. The program seeks to provide private funding over a five year period which will support additional services and educational enhancements for students in the West Charlotte corridor.

This spring, NBS will ask City Council to approve the transfer of ownership of the 2324 La Salle Street office to Charlotte-Mecklenburg Schools in support of Project L.I.F.T efforts within the West Charlotte corridor. CMS currently has two of its Project L.I.F.T. staff members working at this location and is excited about the remainder of their staff moving into the site early this summer.

The property transfer reflects the collaborative efforts of NBS and the City's overall support of youth development and education.

Charlotte Re-House

Staff Resource: Nicole Storey, Neighborhood and Business Services 704-336-2929, nrstorey@charlottenc.gov

A house originally envisioned as a "showcase home" for energy efficiency by the City of Charlotte has recently become just that in a unique and exciting way. The home, located at 2420 Barry Street in the Villa Heights community, was donated by the City to Habitat for Humanity. The Villa Heights community is part of "The Eco-District", a partnership of three (3) neighborhoods working together to save energy as part of the [Neighborhood Energy Challenge](#). The location is fitting for what is believed to be the first collaboration of its kind. The City of Charlotte, Habitat Charlotte, Goodwill Industries and Lowe's Companies joined forces to rehabilitate, remake, repurpose and repopulate the house transforming a foreclosed home into a model of energy efficiency in the affordable housing sector.

Aptly named the Goodwill/Habitat [ReHouse](#), the house features Energy Star rated products and efficient materials throughout, including special roofing, siding, insulation, low-flow water

fixtures, compact fluorescent lighting, cork flooring and drought-resistant landscaping. The collaboration provided a hands-on learning experience for students in the recently launched Goodwill Construction Services training program.

The ReHouse will soon become home to Stephanie Thornton, 27 and her eight-year-old daughter Onasia Robinson who couldn't be more thrilled with the results. They will receive a no-interest mortgage for the property and expect to move in in the spring. City representatives, community residents and members of the media were on hand Saturday February 18th for the Ribbon Cutting. Representatives from Goodwill and Habitat for Humanity are currently discussing options for replicating the project.

Related Media:

- http://www.criticalmention.com/ctv3-1/landing_email.php?type=email&video=true&random_string=4422286ee67844b356fd1e1491984dad
- <http://goodwillsp.wordpress.com/2012/02/15/its-open-house-for-the-goodwillhabitat-rehouse/>
- <http://www.charlotteobserver.com/2012/02/18/3025054/habitat-opens-energy-efficient.html#storylink=cpy>

Mercury NoDa Project

Staff Resource: Brad Richardson, Neighborhood & Business Services, 704-336-3857, brichardson@charlottenc.gov

At the February 20, 2012 City Council Zoning Meeting, citizens filed a protest petition to Rezoning Petition 12-001 (Mercury NoDa project) with concerns that the project will exacerbate the current congested parking situation in the North Davidson area (NoDa). Council members Howard, Cannon and Mayfield each expressed similar concerns regarding current and future parking challenges in NoDa.

In 2008 and 2010, the City received requests from the Historic North Charlotte Neighborhood Association for assistance in examining general parking congestion in the district. At the time, this request was not in response to any specific pending development. Also in 2010, the City was asked by representatives of the Mercury NoDa project to explore a potential public/private partnership around structured parking to enable retail development at the site. The Mercury NoDa developers did not pursue that development program, but instead submitted the development program as seen in petition 12-001.

On February 16, the City Council Economic Development Committee received a presentation on the update to the Business Corridor Plan, including a discussion of a parking demand

analysis in NoDa. In response to concerns expressed by residents and members of the Historic North Charlotte Neighborhood Association regarding the Mercury NoDa's likely impact on parking congestion, and in accordance with the Business Corridor Plan update, staff asked the Mercury NoDa development team if they remained interested in pursuing a potential public/private partnership. The developers indicated a willingness to partner with the City to provide additional public parking, if feasible. As a result, staff contracted with Rich & Associates to conduct a parking demand analysis to evaluate the specific concerns raised by the protest petitioners and by Council members. This approach is similar to the process followed in analyzing the Mosaic Village project on West Trade/Beattie Ford Road last year.

The contract with Rich & Associates includes the following scope of services:

- Assess current parking congestion in commercial and adjoining residential areas;
- Project future parking demand as parcels redevelop;
- Suggest appropriate congestion mitigation strategies, including shared parking, parking permits and public/private partnerships.

The value of the contract with Rich & Associates is \$15,600 and will be funded through the Business Corridor Fund. The parking study is consistent with the pending updates to the City's Business Corridor Plan, which recognizes the need for development of a parking strategy for key commercial nodes within the business corridors.