



Eastland Mall Redevelopment Implementation and Execution


City Council Dinner Briefing
June 27, 2016




History

- 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

2




Redevelopment Principles




- 1. Enhance the Perceptions of the Eastland Area and East Charlotte**
Attract visitors from other areas with unique opportunities for employment, housing, retail, cultural activities, entertainment, quality of life/wellness
- 2. Unify Local Communities**
Provide retail and service amenities for local residents of all demographics (e.g., grocery store, coffee shop, bookstore, restaurants); build on existing trend of the East side's cultural diversity & international communities
- 3. Create Connectivity and Walkability for Surrounding Neighborhoods**
Integrate development into the existing Central Avenue corridor; promote connectivity to downtown by strengthening relationship to mass transit options; increase safety through active streets
- 4. Take Advantage of Natural Features**
Development of dedicated and flexible open space to include restoration and/or development of existing natural water feature to reinforce natural site connections, marketability and quality of life
- 5. Create Opportunity for Civic Development**
Incorporate school, community center, athletic and recreation facilities

3



Eastland Concept Plan (April 2016)



4



EASTLAND CORRIDOR STRATEGIC DESIGN

by
ELEMENTAL

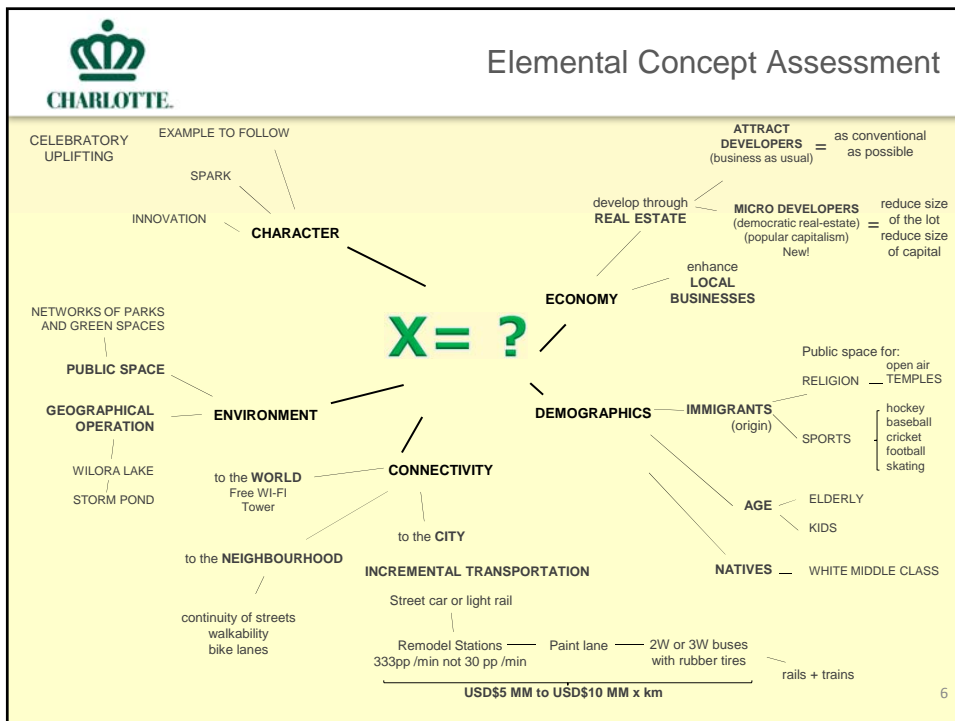
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Charlotte, NC – June 2016

5





Elemental Concept



7




Comparison of Concepts

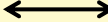
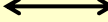
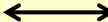
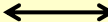
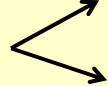


8






Complementary Redevelopment Principles

<u>Charlotte EAST</u>	<u>Elemental</u>	
<ul style="list-style-type: none"> • Enhance the Perceptions of the Eastland Area and East Charlotte Attract visitors from other areas with unique opportunities for employment, housing, retail, cultural activities, entertainment, quality of life/wellness 		<ul style="list-style-type: none"> • Character Celebratory and uplifting; spark and innovation; enhance perception of the area; iconic elements to attract visitors
<ul style="list-style-type: none"> • Create Connectivity and Walkability for Surrounding Neighborhoods Integrate development into the existing Central Avenue corridor; promote connectivity to downtown by strengthening relationship to mass transit options; increase safety through active streets 		<ul style="list-style-type: none"> • Connectivity Connectivity to the world (wifi), the city (public transit), the neighborhood (continuity of streets, walkable and bike lanes); incremental transportation (start small and grow organically)
<ul style="list-style-type: none"> • Take Advantage of Natural Features Development of dedicated and flexible open space to include restoration and/or development of existing natural water feature to reinforce natural site connections, marketability and quality of life 		<ul style="list-style-type: none"> • Environment Inclusive public space; network of parks and green spaces; storm water pond as water feature and amenity
<ul style="list-style-type: none"> • Create Opportunity for Civic Development Incorporate school, community center, athletic and recreation facilities 		<ul style="list-style-type: none"> • Demographics Race & Ethnic diversity; age; religion; diversity of sport facilities
<ul style="list-style-type: none"> • Unify Local Communities Provide retail and service amenities for local residents of all demographics (e.g., grocery store, coffee shop, bookstore, restaurants); build on existing trend of the East side's cultural diversity & international communities 		<ul style="list-style-type: none"> • Economy Avoid conventional development approach of attracting developers; Popular capitalism / democratic real estate reduces size of lot and capital requirements; enhance local businesses


9



Concept to Implementation

- Implementation requires multiple roles:
 - Engineering
 - Community engagement
 - Market and feasibility analysis
 - Design guidelines and regulatory framework
- Engage multi-disciplinary consulting team
 - Evidence of best practices
 - Westminster, CO
 - Properly respond to developer inquiries

10

 Concept to Implementation

- Assess and quantify potential development to shape infrastructure needs (mix of uses, intensity/density, street types, phasing, etc.)
- Develop preliminary design and cost estimates for infrastructure improvements
- Engage community to confirm programming details
- Identify intermediate and long-term transit alternatives
- Establish design guidelines and entitlement process
- Finalize phasing and development approach

11

 Concept to Implementation

- Issue RFP to interested consulting teams - August 2016
- Selection of team – October 2016
- Complete implementation plan – June 2017
- Initiate implementation of plan – July 2017

12