



## Eastland Mall Redevelopment Update

Economic Development & Global Competitiveness  
Committee  
November 21, 2016



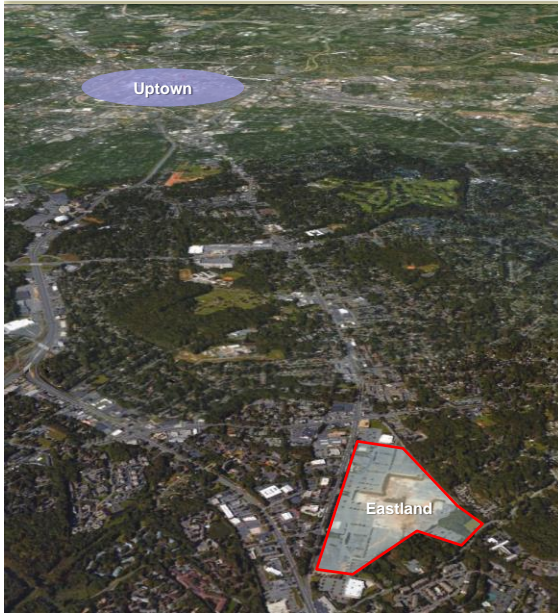
### History

- 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
- June 2016: City Council authorized staff to proceed with releasing Request for Qualifications (RFQ) to solicit highly qualified consulting teams to assist with redevelopment

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## 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

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## Concept Plans



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## Concept to Implementation

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

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## Concept to Implementation

- Assess and quantify potential development components 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

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## Concept to Implementation

- RFQ released November 15, 2016
  - Nationwide search: RFQ posted on websites of multiple professional organizations (American Planning Association, Urban Land Institute, etc.)
- RFQ responses - December 21, 2016
- Evaluation of RFQ submittals - January 2017
- Select winning team - January 2017
- Negotiate scope of services and fee - February 2017
- Contract award by City Council - February 27, 2017
- Commence work - March 1, 2017

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