

## Public Records Request #2459

The following materials have been gathered in response to public records request #2459. These materials include:

- Eastland Catalyst Project Presentation – March 26, 2018
- City Council Meeting Agenda – October 22, 2018 – Item No. 10: Eastland Mall Redevelopment
- City Council Meeting Minutes – October 22, 2018 – Item No. 10: Eastland Mall Redevelopment

This information was provided as a response to a public records request on 6/12/19 and is current to that date. There is a possibility of more current information and/or documents related to the stated subject matter.

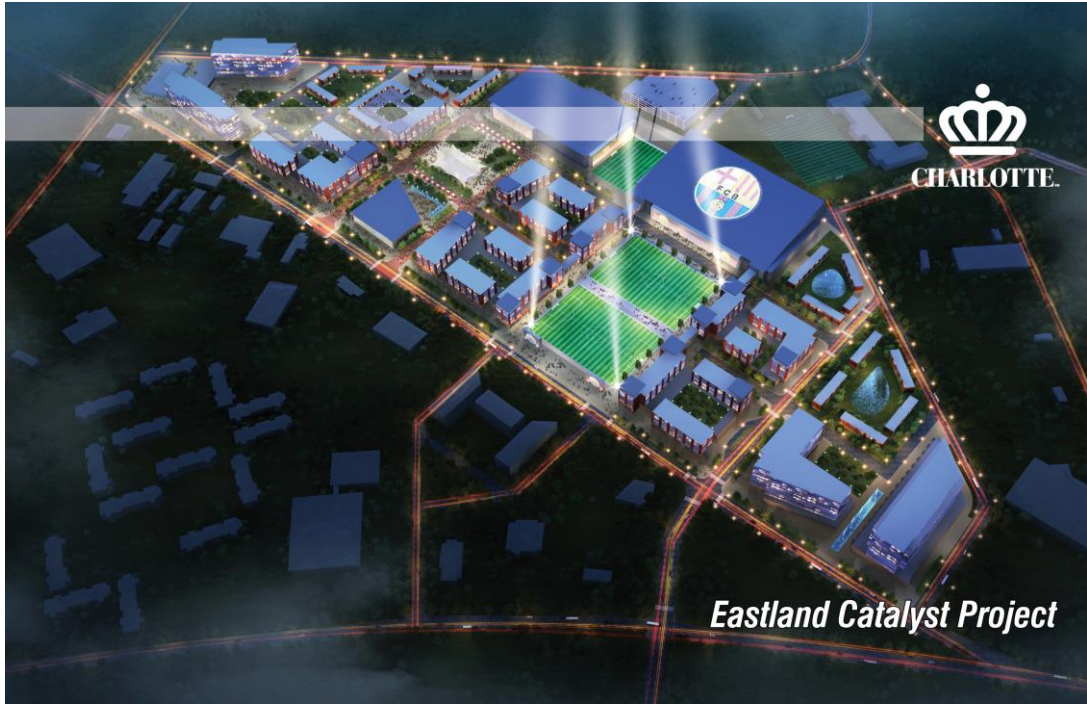
### Further Information

---

For further information about this request or the Citywide Records Program, please contact:

Cheyenne Flotree  
Citywide Records Program Manager  
City of Charlotte/City Clerk's Office  
600 East 4<sup>th</sup> Street, 7<sup>th</sup> Floor  
Charlotte, NC 28202  
Cheyenne.Flotree@charlottenc.gov

Amelia Knight  
Public Records Specialist  
City of Charlotte/City Clerk's Office  
600 East 4<sup>th</sup> Street, 7<sup>th</sup> Floor  
Charlotte, NC 28202  
Amelia.Knight@charlottenc.gov





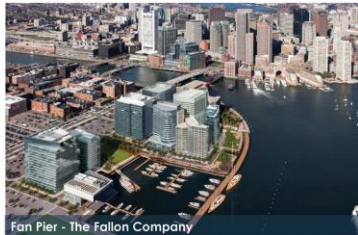
**EASTLAND DEVELOPMENT TEAM**

**Initial Development Team Members:**  
 Eastland Community Development, Inc. Developer  
 The Fallon Company Developer

**Design Team:**  
 ODELL Architect and Planner  
 Additional Consultants TBD

**Development Partners:**  
 ISL / FC Barcelona  
 OurBridge for Kids  
 Atrium Health  
 Eastland Restaurateurs  
 Eastland Entrepreneurs and Businesses

	Eastland Community Development, Inc.		



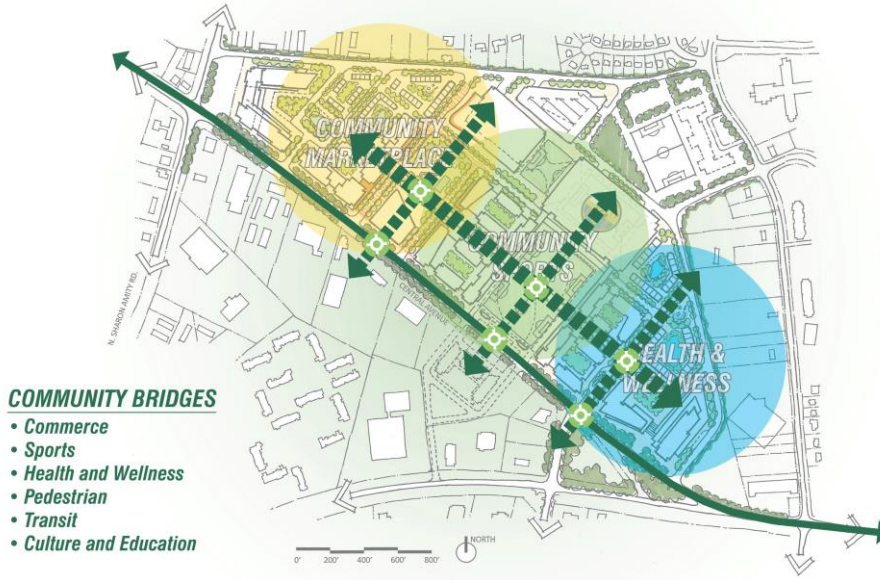


**ECONOMIC DRIVERS**



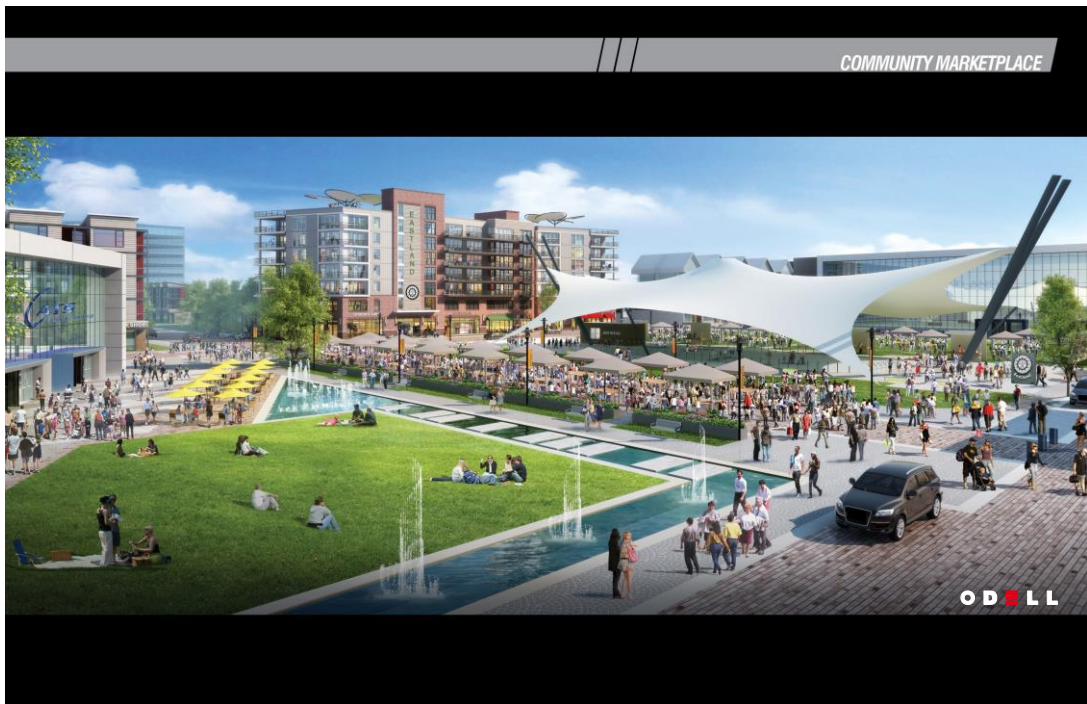
**ODELL**

**COMMUNITY BRIDGE**



- COMMUNITY BRIDGES**
- Commerce
  - Sports
  - Health and Wellness
  - Pedestrian
  - Transit
  - Culture and Education

**ODELL**



COMMUNITY SPORTS



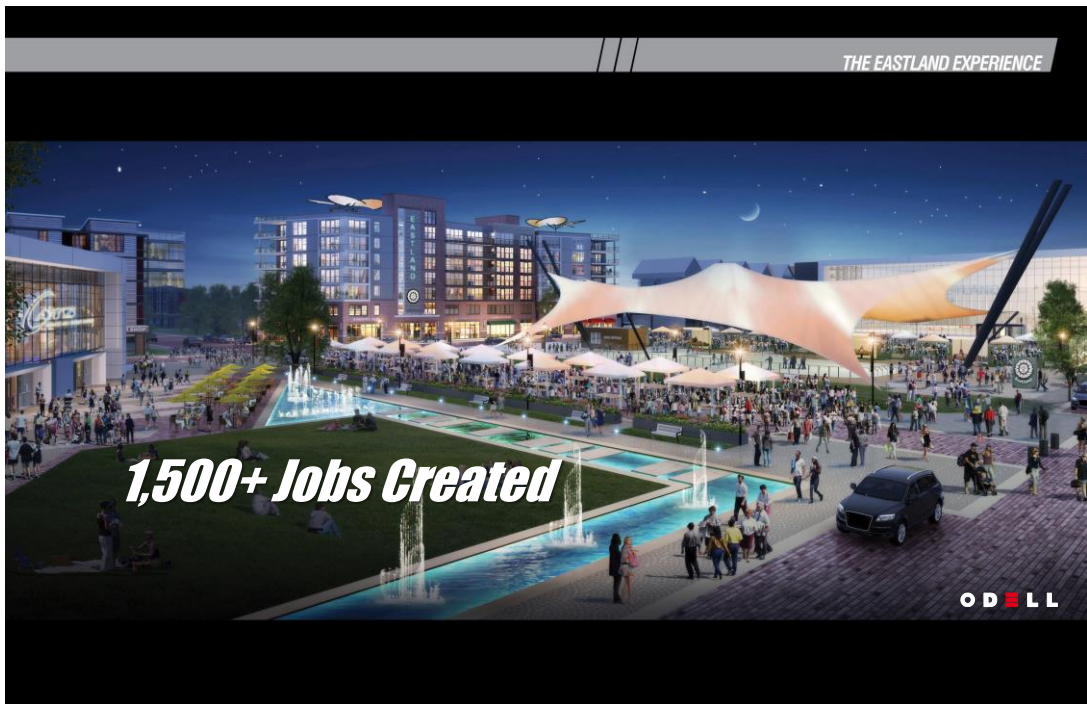
COMMUNITY SPORTS



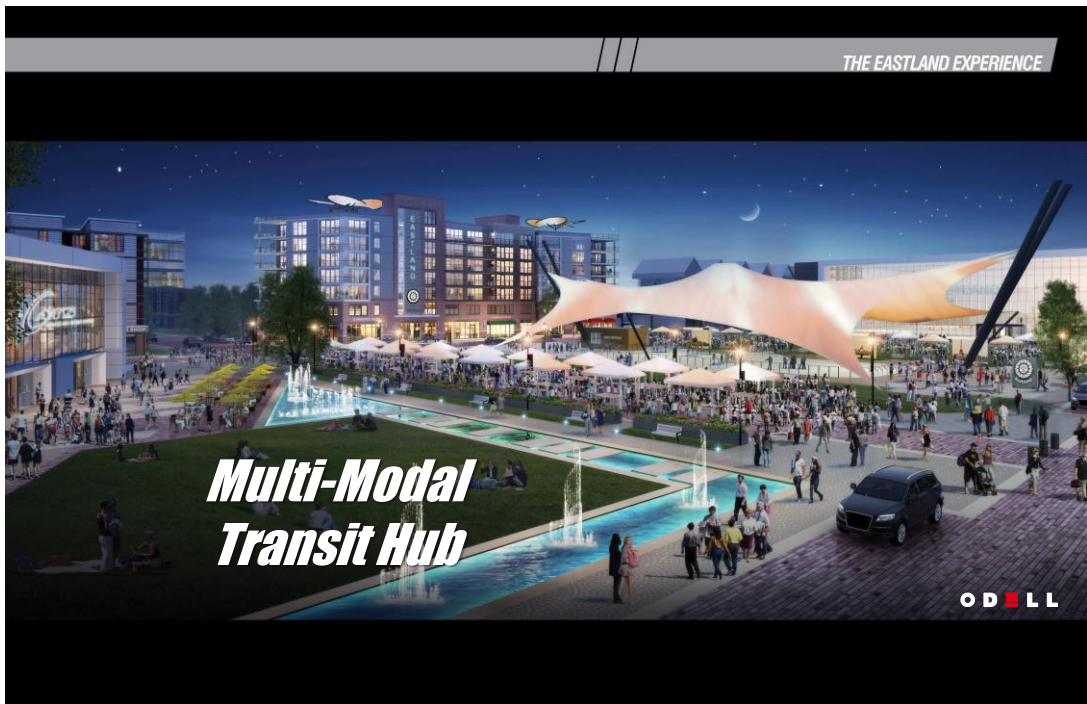


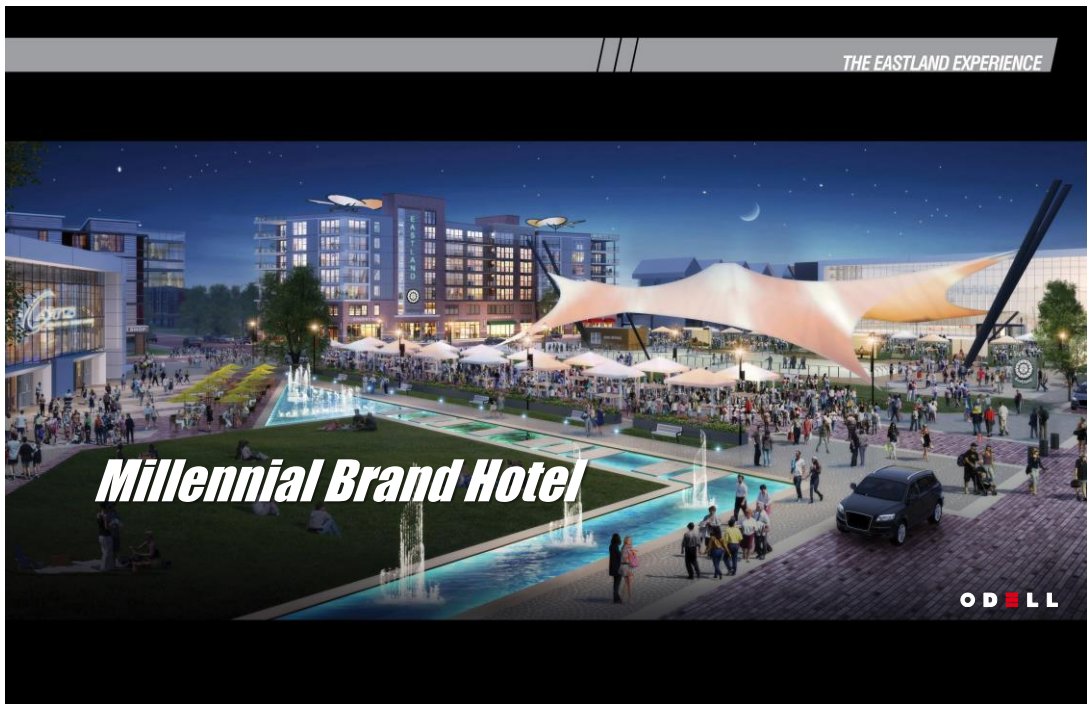


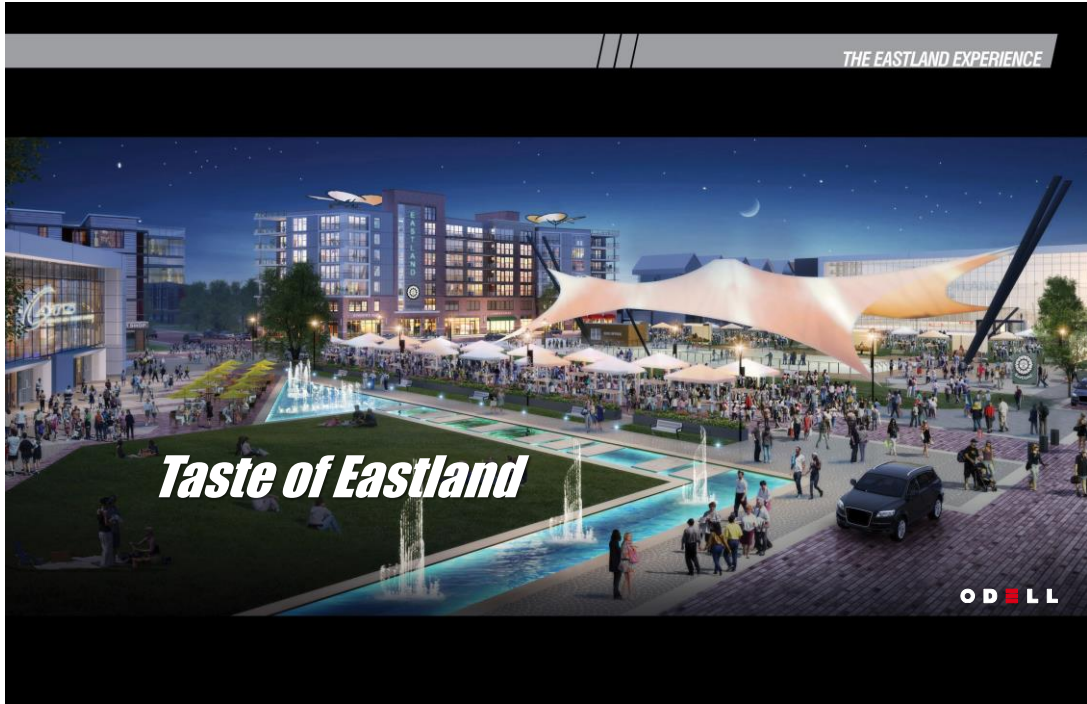


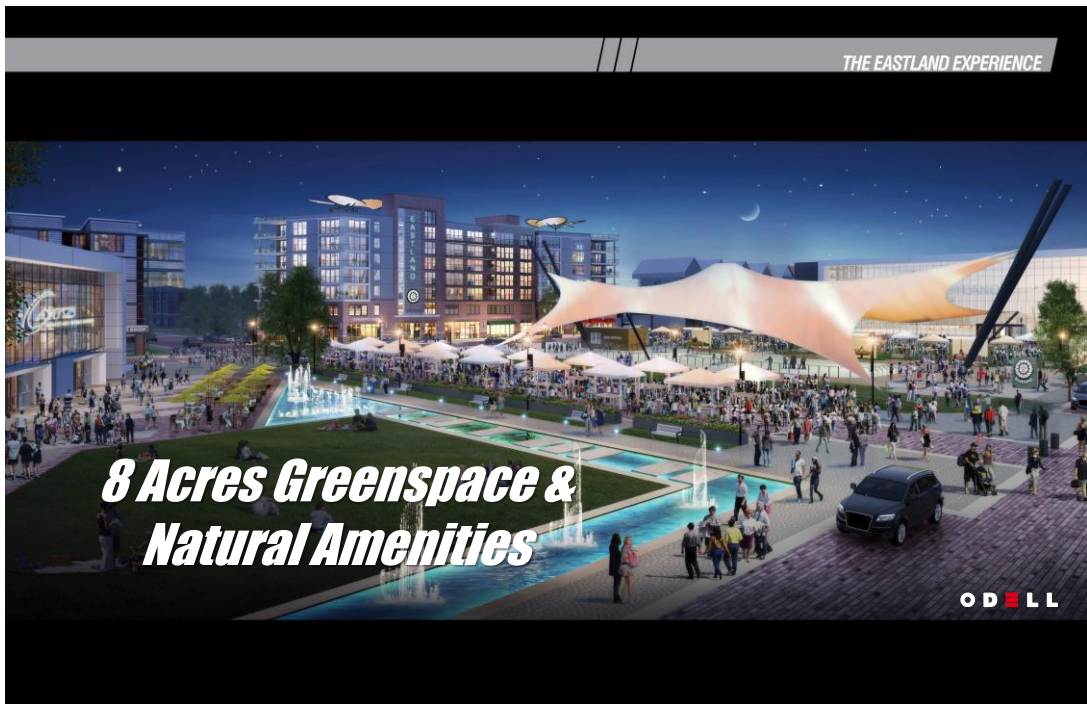
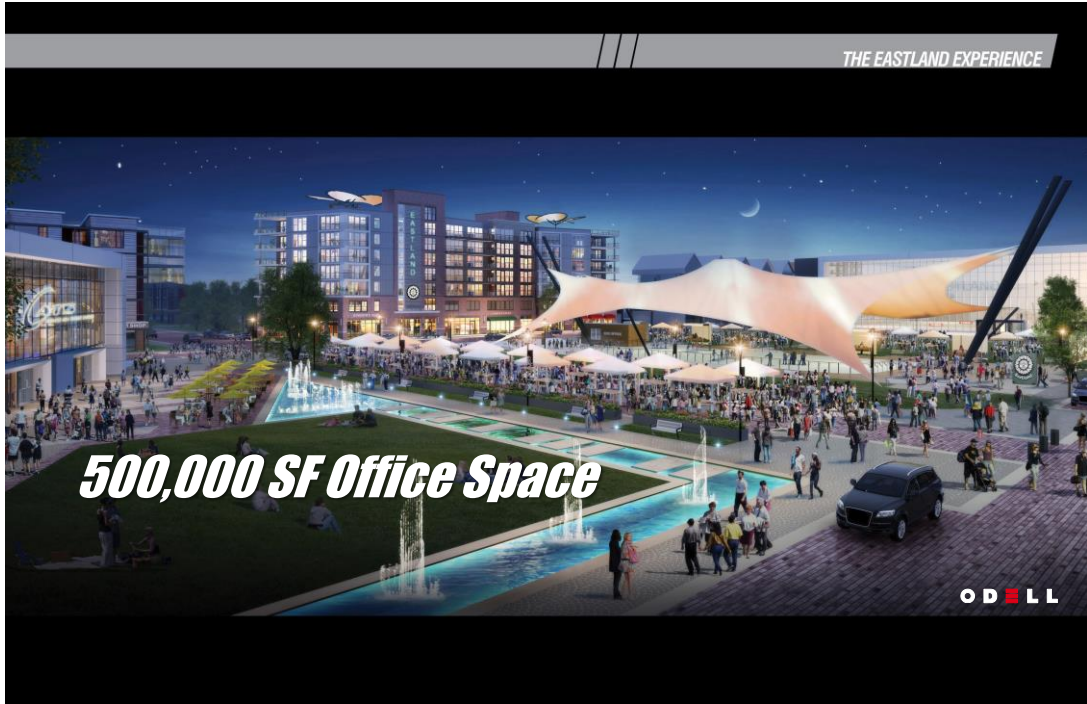




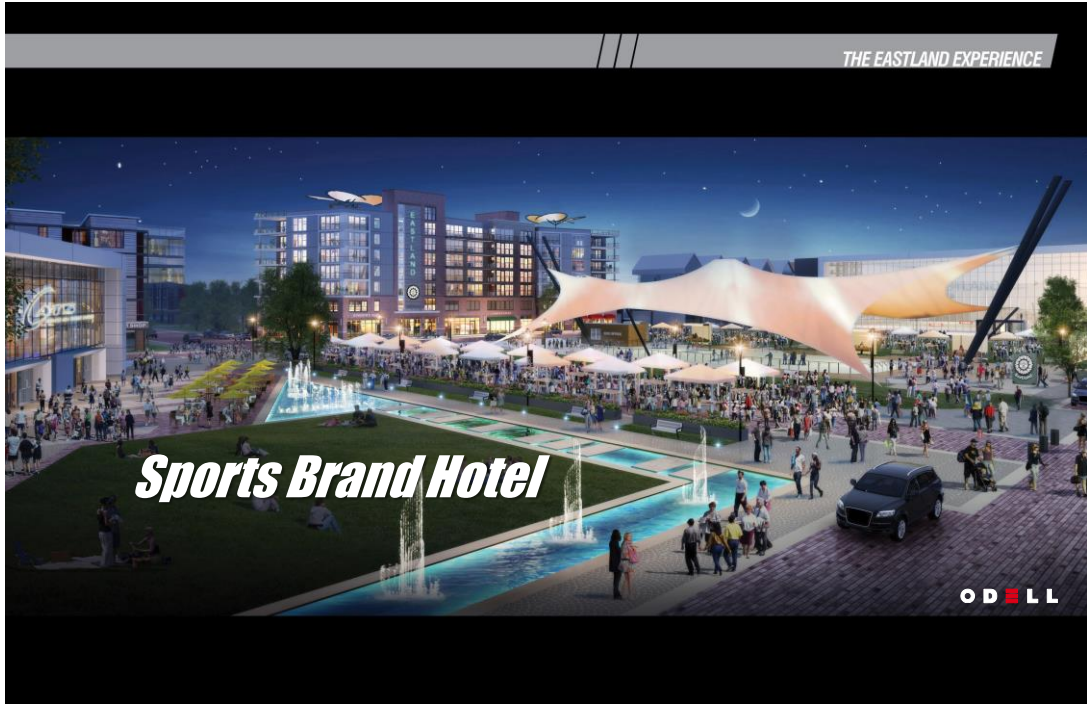














---

Agenda #: 10.File #: 15-9391 Type: Policy Item

---

## Eastland Mall Redevelopment

### **Action:**

**Authorize the City Manager to negotiate and approve a pre-development agreement with the selected development team and reimburse 50 percent of the costs associated with the activities described in the agreement, up to a maximum, aggregate reimbursement of \$250,000.**

### **Committee Chair:**

James Mitchell, Economic Development

### **Staff Resource(s):**

Tracy Dodson, City Manager's Office  
Todd DeLong, Economic Development

### **Explanation**

- The City purchased approximately 80.4 acres of the former Eastland Mall property in August 2012 as an opportunity to aid economic development and neighborhood revitalization in the area. Eastland Mall was demolished in 2013.
- The redevelopment principles created by the Eastland Area Strategies Team help guide the redevelopment of the site:
  - 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, and
  - Increase equitable economic development.
- On April 26, 2016, City Council approved the sale of 11.4 acres of the former Eastland Mall property to the Charlotte Mecklenburg Board of Education for the construction of a new school. The new, K-8 school opened in August 2018 and expands capacity for the Spanish language immersion magnet program.
- In June 2017, the Economic Development Committee (Committee) provided direction to seek a private development partner prior to engaging in additional site preparation work.
- On March 26, four development teams interested in partnering with the City presented general development concepts to the Committee.
- An evaluation team comprising multiple City departments (Engineering and Property Management, Planning, Design and Development, CATS, and Economic Development), as well as Mecklenburg County, assessed each team based on their experience and ability to deliver a successful redevelopment. The criteria used to evaluate each team included: financial qualifications and strategy, experience of the development team, project approach and timeline, and master plan and due diligence.
- During the August 27 Committee meeting staff presented the results of the evaluations and recommended the City engage with the Crosland Southeast / Eastland Community Development,

---

**Agenda #: 10.File #: 15-9391 Type: Policy Item**

---

Inc. team based on the following factors:

- Provided 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, and
  - Understood importance of community involvement throughout the development process.
- During the September 24 Committee meeting, the Committee voted unanimously (Mitchell, Driggs, Harlow, Mayfield, and Newton) to direct staff to engage exclusively with the Crosland Southeast/Eastland Community Development, Inc. team to work through the terms of a pre-development agreement, which would outline the necessary site work to start a joint-redevelopment effort between the City and the development team.
  - The pre-development agreement represents an initial partnership between the City and the development team that will improve knowledge and understanding of the site, while also reducing risk and cost for all parties.
  - Partnering with the development team on these activities will save the City nearly \$200,000 compared to the City completing this work as originally proposed in June 2017.
  - The scope of the pre-development agreement will generally comprise the following:
    - Community Communications Plan,
    - Physical Site Investigation,
    - Project Envisioning / Master Planning,
    - Civil Engineering, and
    - Fiscal Impact Assessment.
  - The general terms of the pre-development agreement are as follows:
    - Pre-development tasks shall be completed within seven to nine months,
    - Workshops will be held to engage City Council on the progress of the pre-development activities and discuss key decisions,
    - The City would own all plans/deliverables should either party decide to move away from the partnership after conducting the pre-development work,
    - The total estimated cost of the work is between \$550,000 and \$600,000, and
    - The City would reimburse 50 percent of the completed expenditures subject to a not-to-exceed amount of \$250,000.
  - On October 8, 2018, the Committee received information about the general terms and tasks associated with a pre-development agreement between the City and the selected development team. The Committee voted unanimously (Mitchell, Driggs, Harlow, Mayfield, and Newton) to recommend this item for consideration by the full Council.

**Fiscal Note**

Funding: General Community Investment Plan

## **October ITEM NO. 10: EASTLAND MALL REDEVELOPMENT**

**Reverend John Bremer, 4000 North Sharon Amity Road** said thank you for allowing me a few minutes to speak on the proposal regarding the development of the former Eastland Mall site. I would like to express my thanks to Councilmember Matt Newton for his tireless energy and support of District 5 in advocating for this project and keeping the community informed. I would also like to thank Councilmember Dimple Ajmera, who initiated these conversations some time ago. I am the Pastor of the Calvary Church of the Nazarene, which is located only one block north of the Eastland Mall site. We have been hosting community meetings, town hall meetings and advocating for the East Charlotte Community regarding this issue. I'm speaking to you on behalf of the Wilora Lake/Verndale Glen Community Association, which borders the northern edge of the mall property. Since we are the community most effected by the decisions regarding the development of this site we appreciate the opportunity to have our voice heard regarding the plans for Eastland. The proposal unanimously recommended to you by the Economic Development Committee has the overwhelming support of the citizens and the residents who attended the meetings. Only this one which has become the Odell/Crosland Proposal offers the realistic and attractive economic drivers needed to elevate the East Charlotte area. As you know East Charlotte has endured many years of economic hardship as grocery stores, retail, entertainment and other businesses have fled largely in the wake of the closing of the Mall. This proposal will be a great help to bring businesses, such as these back to East Charlotte. We are excited about this possibility that will not only positively impact the immediate neighbors of Eastland, but it will help the entire City of Charlotte be an attractive destination place, bringing visitors, income and opportunities to all of our neighborhoods. Those who come for the purposes of participating in any of the amateur sports offerings will support our local economy; certainly, this proposal is good for all of Charlotte. Please note that we are not looking at this as our golden ticket for prosperity. We certainly understand that this is a process that will take much investment, effort and hard work. I am confident, having interacted with our neighbors and friends that, you have many committed people who are willing to do whatever it takes for success. With a little help, encouragement and opportunities such as these, I am confident that the entire City of Charlotte will take pride in the determination, resilience and drive of our East Charlotte family. We know that this step requires an investment on the part of the City of Charlotte. We are asking; we are encouraging you to invest in this process. We are asking you to make this initial investment as we are confident of the great returns for our City for years to come.

**Glenn Wingate, 4007 Belshire Lane** said I am an Eastside resident; I am also Vice President of the Windsor Park Neighborhood Association, officially known as Windsor Park Neighbors, Inc. Windsor Park encompasses nearly 2,500 homes located directly across Sharon Amity at Central Avenue. I would like to say thank you for letting me speak to night. As a representative of our Association, which has approximately 300 members, I am authorized according to our by-laws to speak on behalf of our Association and its members. In discussions during our meetings, I have heard no

decent in moving forward with a positive vote on the Eastland project as laid out by Crosland Southeast Eastland Community Development. In fact, all are encouraged by this plan. One resident humorously said she lived in her home when Eastland was built and hoped to see the project finished before she died. We encourage the vote to move forward on this project tonight. As for myself, an original Charlotte citizen for 67 years as of two days ago. I believe it is time to look at Citywide benefits beyond tax revenue there is tourism revenue, certain growth for jobs created and in the least a City blight being overhauled to a vibrant destination location that will not only draw from other parts of the City and near surrounding area but potentially nationwide and beyond. This is needed in our area. Again, thank you for allowing me to speak.

**Martin House, 519 Stilwell Oaks Circle** said I am a resident of the Wilora Lake Neighborhood, the neighborhood directly behind the Eastland Mall property. I love our trees. I don't like the leaves, but I love our trees. We are the neighborhood obviously closest to the Mall site, and I would also like to encourage you to vote for the Odell/Crosland Proposal, the FC Barcelona complex. I hope it is for economic development in our community. We are looking for a rising tide that will lift all boats, so to speak. Our neighborhood is truly international; we are an example of what it means to be an American, a country of immigrants. That is our neighborhood, and we hope that you will invest in the Eastside, because it is a thriving community, but it is one with missing basic amenities. We will in a socioeconomic desert; right now, we have no nearby grocery stores, no nearby shopping. We have waited decades for revitalization of the Eastside while other more affluent communities seemly have been improved. There are no parks, no neighborhood gathering places, no farmers market; we don't even have a coffee house. Everything we need to do requires us to visit another part of town. Everywhere we need to go takes at least 15 to 20 minutes. My wife and I have a joke that everything in Charlotte is 15 minutes, because that is our life. We want our neighborhood to be a destination, not an aberration. Please think of the future of my eight-year old son and the hundreds of other children on the Eastside. Economic investment here is an investment in the future of Charlotte; it is also just the beginning. We need to continue investment in our people, our schools, and we need greater opportunities for our businesses for development. East siders often feel like the forgotten Charlotteans; we often feel like the throw-a-way people. We are asking you with all sincerity and from the bottom of our hearts to take the most important step to begin changing this for all of us.

**Ed Garber, 1401 Tarrington Avenue** said I am a lifelong East Charlotte resident; I currently live in the Eastway/Sheffield Neighborhood. Our neighborhood has been very supportive of this Crosland/Odell Plan, so obviously you know that East Charlotte is very passionate about Eastland Mall, and I would just like to say that some of the investment in the past that some of the Council might consider investment I believe it has made it very challenging in Eastland Mall, and one of those things is the bus station that is there. I don't think that gets enough attention as far as things that developers would be looking forward to develop the property. I just want to put that out there that that has been a serious challenge for developers at Eastland Mall, and moving forward I think it is really important for us to work with this developer, because they clearly have

the experience in Charlotte and outside of Charlotte. Working with Crosland is very low risk situation for us, and working with Odell, obviously he has built support zonings in the past, so I would just say that from the perspective of the East Charlotte Community we are looking for something. We said we wanted something that was going to be spectacular for our community, something that was representative of something equivalent of what the Mall was before and currently what we've been dealing with is something like a bus station which is a very big impediment to the kind of development we want. So, working with this specific developer that really helps us overcome that challenge and somewhat work with the transit situation there that we know is not going to change. I just wanted to say that we really hope you will approve this funding for the due diligence, and thank you for your support recently in the Economic Development Committee. We thank you and hope that you vote in favor for it.

**Chris Bakis, 6510 Idlebrook Drive** said I will just start out by saying I'm going to focus on the ask for the \$250,000 as part of the payment for the due diligence report. I will start of by reading from April 12, 2018 from Steve Harrison, Charlotte Observer. "Charlotte has decided how to spend \$10 million in SouthPark. Here are the winners; East Charlotte is not listed. After meeting with the residents Charlotte has unveiled its plans to spend \$10 million to spruce up the SouthPark area with a three-mile cultural loop as one of the winners. The City's idea is to create a loop that connects some of the area's most visited areas: Piedmont Row, Morrison Regional Library, and Phillips Place. The path would be more than a sidewalk or a greenway and will have some parks and plazas as well as distinctive art." We are not asking for \$10 million; we are asking for one-fortieth of that to create economic development in an area that has none. We are asking for actual upward mobility, not the scudo upward mobility that most of this Council talks about on a regular basis, and you know what I'm talking about. Thank you very much; please vote yes and to hear Mr. Driggs that is encouraging. I'm very encouraged about this.

**Yvonne McJeters, 7306 Lakeside Drive** said I want to thank you for allowing me to speak on behalf of the Eastland Mall redevelopment. I am a 30-year resident of East Charlotte who fondly remembers Eastland Mall, and I have been following the redevelopment process for a while. I have been going to the meetings and coming to these meetings as well. I know how important it is for the site as well as for the neighboring communities. There is a place that would turn things around for East Charlotte and at the same time provide substantial revenue for all of Charlotte. I know that the Odell/Crosland Development Group will be a significant game changer. Their plan and type of development that they are proposing with retail, commercial and entertainment amenities will serve as an economic drive for our region. An athletic facility will bring people to our side of town, and \$250,000 is a small amount to pay for a project the size of Eastland. Particularly when the City routinely pays more for smaller projects elsewhere, and now that the developer has committed to paying half, if not more of the expenses, I request and encourage you to vote in favor of the Odell/Crosland Project and the \$250,000 due diligence amount requested. I thank you for your time and support, and I hope you vote yes.

**Vincent Frisina, 3140 Edsel Place** said back in June we had a meeting and the meeting said we wanted to have a full 30-days of due diligence, so we could have another meeting. Mr. Mitchell, I believe you were going to kick it up to 10 to 12 days, and I said look, we really need 30-days, and we are expecting to have another one. At that point, we had a hurricane, and Matt, you had a meeting. I didn't go. I was without power; other people were without power. I talked to people left and right, and basically, we didn't have a meeting where I could bring back more substantial information. I've been talking about affordable housing; I've been talking about economic development, and we are in the crosshairs of both at the City of Charlotte, especially in Windsor Park. We have a house where we use to live; now, there is \$600,000 worth of property value where there was \$200,000. We are on the upward spiral as far as gentrification. I talked to people left and right, but we've had no real talks about affordable housing. I listened to you Mayor when you were talking to Mike and the Mayor, and I wished we would have had that. What I'm asking if you had a Councilmember, who had a meeting during the hurricane period, is to just defer it, have another meeting at one neutral location where everyone can go, because I've had a complaint, not from me, said look I don't like to go to churches. You can understand if it was at a mosque. This person suggested it at a school, but somebody should be there telling and speaking like you did, because I know a lot of people are voting for this futbol field, not for the sport, but to get rid of any sort of additional affordable housing, yet at the same time not looking for economic development. I'm sorry, I have to say it as I've talked to people, and I talked to a lot of people who were against the affordable housing but if they would have listened to what you had said with Mike and the Mayor, because I've got people still telling me oh, we are not handling Section 8. This is not Section 8 or anything like that. People need to know what is going on; they are not making the right decisions, and that is why I believe that it should be deferred, and we shouldn't have had a meeting during a hurricane. Should you hold it up for one person? -No. Should you allow one person to have a meeting when you are speaking at the same time to say hey, stay in place? The answer is no. That is why we give you the big bucks to make these decisions.

Motion was made by Councilmember Mitchell, seconded by Councilmember Newton, to close the public hearing and authorize the City Manager to negotiate and approve a pre-development agreement with the selected development team and reimburse 50% of the costs associated with the activities described in the agreement, up to a maximum aggregate reimbursement of \$250,000.

**Councilmember Mitchell** said I got speaking notes from the staff, but I think for this one I just need to speak from the heart. It has been a long journey for all of us. I get to thank most of the members on City Council; the Mayor was my Vice-Chair when we first had this conversation. The Mayor Pro Tem was also on the Economic Development Committee when we started this discussion. Ms. Ajmera was the District 5 Rep who kept pushing us we need to get this done, then the new Council came on with that same competitive spirit and then Mr. Newton kept saying when are we going to get this done; we need to get this done. For the citizens in Eastland Mall area, District 5, thank you for your patience; thank you for believing this Council is going to do the right thing this evening and let me defend my Committee. We had to ask the tough questions to get

the answer we needed to feel very comfortable to move forward. I can tell you it was all five of them; it was no one saying we are trying to slow down the process. We don't like this project. We were doing our due diligence, and so I think you will want us to do that as your elected representative. I have the same confidence in the team we selected, Odell/Crosland. I think Crosland has a great reputation here locally; we approved something in District 4 that Crosland is doing for us, and Odell has done some of the great architecture work you see here with the BB&T Ballpark among other things. So, this vote tonight is to say we stand with you. We stand beside you, and we are committed that the sun will rise on the Eastside of Charlotte and thank you for your patience.

**Councilmember Newton** said I have prepared a brief State of the Eastland address here. I just want to say that tonight's vote on this item has been over six-years in the making. I wanted to thank our prior Councils: Councilmember Ajmera; the esteemed Economic Development Committee Chair, Mr. Mitchell; today's Council; and all my colleagues on the Economic Development Committee; Councilmember Driggs, who unfortunately wasn't able to stay with us tonight; Councilmember Mayfield; Councilmember Harlow, who all unanimously voted in favor of this item to bring it to us here today. I would like to thank City staff who worked tirelessly to vet all the Eastland proposals before deciding on tonight's recommendation, including Debra Campbell, who unfortunately will be leaving us to become the new City Manager of Asheville; Kevin Dick; Todd DeLong; and Tracy Dodson. If I have forgotten anybody please forgive me. I want to thank all of the community who is here tonight. You have been very steadfast in your support of us moving forward, and your presence of course has not gone unnoticed from stakeholder committee meetings, and so on. As expressed here tonight, this development is good for us in East Charlotte, but it is also good for Charlotte as a whole. This is exciting stuff; should we approve the item before us tonight, this vote will constitute the most significant step forward in Eastland redevelopment so far. I don't want to belabor all the information and fantastic points made by the community pertaining to why we should all be in support of the Odell/Crosland Team. I wanted to mention that they are putting some skin in the game here. We are talking about an overall proposal, so this is what we heard in Committee, an overall proposal that is going to be upwards of \$500,000 to \$600,000. I think the original plan that was decided by the Council back in 2017 was to cover the due diligence expenditure. We are talking about a development team that is willing to pay more, if not half, than that amount, really showing their commitment and at the same time having the ability to retain the rights to all of the documentation that is a result of the due diligence process.

To address some concerns of an individual who spoke tonight, there will be continued community meetings moving forward, so this isn't the last opportunity for the community or others to be involved in this process. This is only the start of that. Having said all of that, I'm so appreciative of the community being here and appreciative of all my fellow Council colleagues and encourage everyone to vote in favor of this and hopefully look forward to this passing.



**Councilmember Ajmera** said I want to take a moment to share the story with you all. I remember about two-years ago, I met with many of you individually, and many of you in the meeting had mentioned how Eastland used to be one of the destination, not just for Charlotte but for the entire Southeast. I remember when I had met specifically Diane Langevin; she had four books of material for Eastland redevelopment. She had attended every single meeting on Eastland redevelopment. So, this is a testament to your efforts for never giving up on us, and to me to see this come through, it is very rewarding because I know many of you had personally met with me about this project and to get to this point, I'm just touched. So, thank you for not giving up on us and many of you have set through so many meetings and have invested so much time into this process, and many of you are my neighbors. I could not ask for better neighbors, so thank you.

The vote was taken on the motion and was recorded unanimous.

\* \* \* \* \*