



EASTLAND RISING

Leveraging Abandoned Malls
for Community Empowerment

MONTE WILSON + MEGHAN MCMULLEN

SEARS





amazon

amazon

amazon

amazon

amazon

amazon





OXFORD
STREET

SWEET
BLEND

1948

SWEET BLEND













Problem



Opportunity

**How can a former mall site be
sustainably redeveloped and
leveraged for community
empowerment?**

Existing Assets



**CITY +
NEIGHBORHOOD
COMMITMENT**



STAFF RESOURCES



**LOCAL
ENTREPRENEURS**

Moving the Needle

How can we activate the site now?



**TACTICAL
URBANISM**

What's stopping big and medium development?



**DEVELOPMENT
FORUM**

What's stopping smaller entrepreneurs?



LEAN SCAN



CHARLOTTE SM

JACOBS [®]

DPZ
PARTNERS

LEAN
URBANISM
MAKING SMALL POSSIBLE



THE LEE INSTITUTE

Noell Consulting
Group
Marketunistic Real Estate Advice

EXISTING ASSETS

**CITY +
NEIGHBORHOOD
COMMITMENT**



**EASTLAND MALL
EAST CHARLOTTE**

wsoc.tv.com





EAST

PHỞ HỒNG

VIETNAMESE NOODLE HOUSE

SHOE TR

Phở
Hồng

OPEN

3209

Welcome to
Phở Hồng
3209-3211
3209-3211
Phở & Sandwiches
& More

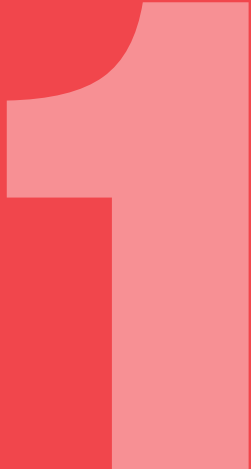
Phở
HOT
POT



GUIDING PRINCIPLES

Enhancing the Perceptions of the Eastland Area and East Charlotte.

Attract visitors from other areas with unique opportunities for employment, housing, retail, cultural activities, entertainment and quality of life/wellness.



Unifying Local Communities

Provide retail and service amenities for local residents of all demographics (e.g., grocery store, coffee shop, bookstore, restaurants); build on the existing trends of the east side's cultural diversity and international communities.



3 **Creating Connectivity and Walkability for Surrounding Neighborhoods**

Integrate development into the existing Central Avenue corridor; promote connectivity to downtown by strengthening the relationship to mass transit options; increase safety through active streets.

Taking Advantage of Natural Features

Develop 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.



Creating Opportunity for Civic Development

Incorporate school, community center, athletic and recreation facilities such as “Express YMCA”



Increase Equitable Economic Development

Provide opportunities for businesses, small scale developers, and residents.

6



Hollyfield Dr.

Stillwell Oaks Cir.

Wilora Lake Rd.

Sharon Amity

Central Avenue

Reddm

Albemarle Road





wbtv.com • ON YOUR SIDE | LOOKING AHEAD

PUBLIC MEETING ON STUDIO PROPOSAL

1 OF 2 PROPOSALS FOR EASTLAND MALL SITE





EASTLAND COMMUNITY TRANSIT CENTER

EASTLAND COMMUNITY TRANSIT CENTER

EASTLAND COMMUNITY TRANSIT CENTER

EASTLAND COMMUNITY TRANSIT CENTER



STAFF RESOURCES



Eastland

Name	Email	To the user information.	To the user help by...
Name	[Email Address]		To the user information.
Name	[Email Address]		To the user information.
Name	[Email Address]		To the user information.
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Name	[Email Address]		To the user information.

FIRST FRIDAYS ON THE PORCH

Live Jazz &
Food Trucks



11:30am-1:30pm
May 5th 2017
The Government Center
600 E. 4th Street

#music everywhere



LOCAL ENTREPRENEURS















EASTLAND MALL SITE

wsocv.com



MOVING THE NEEDLE

How can we
activate the
site now?



TACTICAL URBANISM

What is Tactical Urbanism?

**Short-
Term
Action**



**Long-Term
Change**

TEMPORARY

**LOW
COST**

**TEST
IDEAS**

PERMANENT

**VARYING
COST**

**IMPLEMENT
VISION**

Also known as DIY urbanism, planning-by-doing, urban acupuncture, or urban prototyping











EAST

HOME 00

PERIOD 1

INNING

GUEST 00

WESLEY HEIGHTS

Host: A man in a blue t-shirt and cap, holding a microphone, stands on the right side of the stage.

Panelists: Five people are seated at the "EAST" table. From left to right: a man in a white t-shirt and red headband, a woman in a white t-shirt, a woman in a black and white patterned top and a yellow hat, a man in a light-colored shirt, and a woman in a patterned top.

WESLEY HEIGHTS

HOME 00

PERIOD 1

INNING

GUEST 00

Host: A man in a blue t-shirt and cap, holding a microphone, stands on the right side of the stage.

Panelists: Five people are seated at the "WESLEY HEIGHTS" table. From left to right: a man in a green t-shirt taking a photo, a woman in a green t-shirt, a man in a green t-shirt and sunglasses, a man in a light green t-shirt, and a man in a blue t-shirt and cap.









WHAT WE HEARD

**Want a walkable, mixed-use
community**

WHAT WE HEARD

**Greatest desire for a theater,
arts spaces, YMCA, library,
trails, farmers market and
restaurants**

WHAT WE HEARD

Keep the name “Eastland”

WHAT WE HEARD

Want monthly pop-up events

WHAT WE HEARD

Community members willing to lead future tactical events









What's stopping
conventional
development?



DEVELOPMENT FORUM





SITE CONTEXT



QUICK FACTS



PLANS



OPEN SPACE



THE EASTLAND NEIGHBORHOOD



NATURAL FEATURES



ENT +
ACADE
M IS EASY
-PFUL

IMAGE + BRAND
WHAT IS EASTLAND TODAY...
OLDER PERCEPTION OF BEING UNSAFE

HIGH % NEIGHBORHOOD
RENTERS → PERCEPTION
PEOPLE AREN'T
COMMITTED/DON'T CARE

COULD PROBABLY
SELL SINGLE-FAMILY
HERE TODAY
(ESP. IF PART OF PLAN)

LOTS OF SMALL
RETAIL LOOKING
FOR SPACE IN
EAST CHARLOTTE
(RENTS RISING)

DON'T NEED
EASTWAY R
CENTER W/
THIS (PICK

STENCIES
DING
TING
- TAKES TOO
EQUIRES \$\$\$

CONSIDER
CHARLOTTE EAST AS THE
NEW BRAND

WANT TO
CHANGE
EASTLAND NAME...
NOT NEIGHBORHOOD
NAME

THE QUALITY OF
LIFE METRICS
ABOUT THE AREA ARE
INCORRECT...

MILLENNIALS DRAWN
TO BRIGHTWALK &
OTHER LOCATIONS
NEAR UPTOWN
(LIKE EASTLAND)

COORDINATED
PARKS + REC
STRATEGY
NEEDED

STAFF
TURES
YERED &
CLIENT

CHANGING THE
NAME MAY BE
A MISTAKE
↓ DISRESPECTS
NEIGHBORS

OTHER REVITALIZED
NEIGHBORHOODS KEPT
(South End, etc.)
NAMES BECAUSE OF
HISTORY... "EASTLAND"
WAS ONLY A MALL, NOT
A NEIGHBORHOOD

THE
RESIDENTIAL
MARKET IS
MOVING IN THE DIRECTION
OF EASTLAND...
TEAR DOWN, RENOVATION + INFILL

MILLENNIALS COMING
OUT OF THEIR PARENTS'
BASEMENTS
↓ NEED SOMETHING IN
THEIR PRICE POINT
(BRIGHTWALK WAITING LIST)

10-MINUTE
DRIVE TIME
FOR YMCA

PROPERTY
DISCOUNT
-WORTH AS
LE

NEIGHBORHOOD NOT
LOOKED AT AS A
FRIENDLY CROWD—
DEVELOPERS DON'T WANT
TO BE YELLED AT

KEEP "EAST"...
NOT "EASTLAND"
↓
"East Side" "East End"
"East Charlotte"

HOUSING ~~IS~~ HAS
STRONG POTENTIAL...
BUT SHOULD BE MORE
STRONGLY FOCUS ON
MARKET RATE
"COULD SELL SINGLE FAMILY TODAY"

INTERNATIONAL
RESTAURANTS ARE
THE BIG DRAW
TO THE AREA

WILL HAVE
ACTIVATED
ROOFTOP @
DOWNTOWN YMCA

AFFORDABLE
NG INCENTIVES
ROADER AREA...
LD SITE

EASTLAND HAS
FALLEN OFF PEOPLE'S
CONFIDENCE RADAR

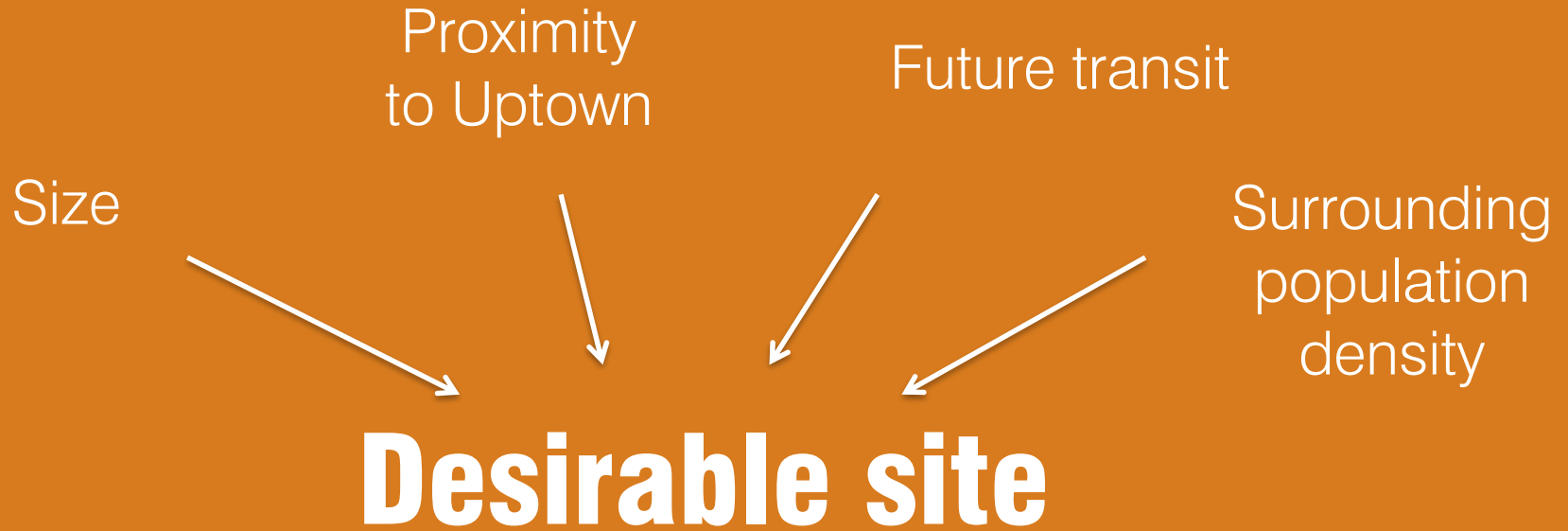
DON'T MAKE UP
AN ARTIFICIAL
THEME... EMBRACE
NEIGHBORHOOD PERSONALITY

THE
NEIGHBORHOOD IS ALREADY
CHANGING... + TRANSFORMING EVEN
WITHOUT THE MALL SITES

NEED TO DETERMINE
IF THE MARKET IS
UNDERSERVED
& IF SO... HOW, WHERE + WHY

POTENTIAL Y FEATU
- 5-STAR CHILDCARE
- SIMILAR TO WEST
BOULEVARD
- CONNECT W/ SCHOOL
(PHASE 2)

PERCEPTIONS



PERCEPTIONS

Culturally diverse community



Opportunity

Discomfort

PERCEPTIONS

Perceptions of crime improving

PERCEPTIONS

Difficult place to do business

(Neighborhood frustration, lack of City leadership)

PERCEPTIONS

Frustration that no action has been taken

...but previous “plans” were concepts, not implementable strategies

BARRIERS

**No alignment around a vision
or story**

City, County, and community need to get on the same page

BARRIERS

Extensive and expensive regulatory and approvals process

12- to 18-month zoning process

BARRIERS

**Achievable rents are too low
for new construction**

BARRIERS

**Destination retail or large-scale
office not viable**

BARRIERS

**Subsidized rental housing or
entry-level single-family housing
currently viable**

OPPORTUNITIES

**Build on corridor redevelopment
momentum**

OPPORTUNITIES

Enhance transit infrastructure

...and BRT may be more appropriate

OPPORTUNITIES

**Need for community-serving
retail, small business space,
food market, and healthcare
facilities**

OPPORTUNITIES

**Potential library, YMCA, and Arts
and Science Council location**

What's stopping **small**
development?



LEAN SCAN

[A Lean Urbanism Tool]

What is Lean Urbanism?

Small-scale, incremental community-building that requires fewer resources to incubate and mature.

Learn more at www.leanurbanism.org

What is Lean Urbanism?



TACTICAL
URBANISM

**LEAN
URBANISM**

NEW
URBANISM

What is Lean Urbanism?

WHAT	
ORGANIZATION	TACTICAL URBANISM LEAN URBANISM NEW URBANISM APA - ITE - ULI
PROJECTS	FLASH SUCCESSIONAL PERMANENT CLIMAX
BUSINESS	INFORMAL UNREGISTERED SMALL-BUSINESS CORPORATE
ENGAGEMENT	THE PUBLIC ASSOCIATIONS CORPORATIONS PUBLIC / PRIVATE ORG. GOVERNMENT
REGULATION	HEALTH AND SAFETY LAND USE ENVIRONMENTAL
INFRASTRUCTURE	DEMONSTRATION PILOT PROJECT LIGHT IMPRINT CONVENTIONAL WORKS
FINANCING	SELF-FUNDING CROWD-FUNDING COOPERATIVE FOUNDATION BANKING GOVERNMENT
HOW	
PROCESS	IGNORANCE AVOIDANCE ALLEVIATION REFORM ACCEPTANCE
TACTICS	PROTEST DO-IT-YOUSELF (D.I.Y.) STRATEGIC ACTION ADVOCACY
ACTIVITY	UNSANCTIONED SEMI-SANCTIONED SANCTIONED PERMITTED
SCALE	PLACEMAKING BUILDING DESIGN URBAN DESIGN REGIONAL PLANNING GLOBAL ISSUES
WHERE	
TRANSECT	T1 NATURAL T2 RURAL T3 SUB-URBAN T4 GENERAL URBAN T5 URBAN CENTER T6 URBAN CORE
SUBSIDIARITY	INDIVIDUAL HOUSEHOLD BLOCK NEIGHBORHOOD MUNICIPALITY REGION NATION

Building Codes

Development Codes

Business Permits

Infrastructure

Building Types

Development Financing

LEAN SCAN

Pink Zones

Workarounds

LEAN URBANISM TOOLS

Learn more at www.leanurbanism.org



LEAN SCAN



Identify barriers to entry for small developers

Engage decision-makers

Uncover hidden assets and opportunities

...especially people who will get things done

BARRIERS

Site is too big for small
developers to take on

BARRIERS

**Limited infrastructure in place—
heavy lift**

BARRIERS

**Not all those interested in
developing have necessary
development skills**

BARRIERS

**Regulatory process difficult to
navigate for new developers**

BARRIERS

**City does not provide useful
support**

...Charlotte Commercial Technical Assistance Center not
serving need

BARRIERS

Regulations and police staffing requirements inhibit temporary uses

OPPORTUNITIES

**Existing businesses may be
ready to expand**

OPPORTUNITIES

**Create a support network for
small developers**

OPPORTUNITIES

**Connect people to existing
programs**

e.g. façade grant program

OPPORTUNITIES

Foster existing champions

NEXT STEPS

**How can a former mall site be
sustainably redeveloped and
leveraged for community
empowerment?**

LESSONS LEARNED



**Have skin
in the
game**



**Begin with
(and stick to)
the
community
vision**



**Respect
cultural
memory**



**No silver
bullets**



**Build on
assets**



**Remove
barriers to
development**



**Foster
champions**



**Tell your
story**



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