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?

What’s stopping big and medium development?

What’s stopping smaller entrepreneurs?

TACTICAL URBANISM

DEVELOPMENT FORUM

LEAN SCAN
EXISTING ASSETS
CITY + NEIGHBORHOOD COMMITMENT
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.
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.
PUBLIC MEETING ON STUDIO PROPOSAL
1 OF 2 PROPOSALS FOR EASTLAND MALL SITE
STAFF RESOURCES
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<th>Name</th>
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FIRST FRIDAYS ON THE PORCH

Live Jazz & Food Trucks

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

#musiceverywhere
LOCAL ENTREPRENEURS
MOVING THE NEEDLE
How can we activate the site now?
TACTICAL URBANISM
What is Tactical Urbanism?

Short-Term Action

- Temporary
- Low cost
- Test ideas

Long-Term Change

- Permanent
- Varying cost
- Implement vision

Also known as DIY urbanism, planning-by-doing, urban acupuncture, or urban prototyping
Want a walkable, mixed-use community
Greatest desire for a theater, arts spaces, YMCA, library, trails, farmers market and restaurants
Keep the name “Eastland”
WHAT WE HEARD

Want monthly pop-up events
Community members willing to lead future tactical events
What’s stopping conventional development?
DEVELOPMENT FORUM
WHAT IS EASTLAND TODAY...
ODDER PERCEPTION OF BEING UNSAFE

CHANGE THE NAME MAY BE A MISTAKE
4 DISRESPECTFUL NEIGHBORS

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"

INTERNATIONAL RESTAURANTS ARE THE BIG DRAW TO THE AREA

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

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

COORDINATED PARKS + RECREATION STRATEGY NEEDED

10-MINUTE DRIVE TIME FOR YMCA

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

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

PRESIDENT & CHAIRMAN IS EASY TO HELP WITH

HIGH % NEIGHBORHOOD RENTERS _ PERCEPTION PEOPLE AREN'T COMMITTED/ DON'T CARE (ESP. IF PART OF PLAN)

MILLENNIALS COMING OUT OF THEIR PARENTS' BASEMENTS

THE RESIDENTIAL MARKET IS MOVING IN THE DIRECTION OF EASTLAND...

RENTS LOW, PROPERTY VALUES UP

OTHER REVITALIZED NEIGHBORHOODS KEPT NAMES BECAUSE OF HISTORY "EASTLAND" WAS ONLY A MALL, NOT A NEIGHBORHOOD

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

CONSIDER CHARLOTTE EAST AS THE NEW BRAND

CONSIDER CHARLOTTE EAST AS THE NEW BRAND

Housing HAS STRONG POTENTIAL... BUT SHOULD BE MORE CLARIFIED FOCUS ON MARKET RATE

STAFF TUESDAY NERD NIGHT TAKES TOO MUCH $$$

DISCOUNT WORTH AS A PROPERTY

AFFORDABLE HOUSING INCENTIVES

LOCAL AREA...  WOULD-SITE
PERCEPTIONS

Desirable site

Size

Proximity to Uptown

Future transit

Surrounding population density
Culturally diverse community

Opportunity

Discomfort
Perceptions of crime improving
Difficult place to do business

(Neighborhood frustration, lack of City leadership)
Frustration that no action has been taken

...but previous “plans” were concepts, not implementable strategies
No alignment around a vision or story

City, County, and community need to get on the same page
Extensive and expensive regulatory and approvals process

12- to 18-month zoning process
Achievable rents are too low for new construction.
Destination retail or large-scale office not viable
Subsidized rental housing or entry-level single-family housing currently viable
Build on corridor redevelopment momentum
Enhance transit infrastructure

...and BRT may be more appropriate
Need for community-serving retail, small business space, food market, and healthcare facilities
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?

Source: The Project for Lean Urbanism
LEAN SCAN

Identify barriers to entry for small developers

Engage decision-makers

Uncover hidden assets and opportunities

...especially people who will get things done
Site is too big for small developers to take on.
Limited infrastructure in place—heavy lift
Not all those interested in developing have necessary development skills
Regulatory process difficult to navigate for new developers
City does not provide useful support

…Charlotte Commercial Technical Assistance Center not serving need
Regulations and police staffing requirements inhibit temporary uses
Existing businesses may be ready to expand.
Create a support network for small developers
Connect people to existing programs

e.g. façade grant program
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