

# Activating Public Land for Affordable Housing

HOUSING COMMITTEE

APRIL 6, 2026

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## Activating Public Land for Affordable Housing

### Council Priority Alignment

- ▶ Great Neighborhoods, Affordable Housing

### Purpose

- ▶ Provide an overview of various strategies the city is using to activate public land for affordable housing and introduce upcoming Council items for policy activation.

### Key Takeaways

- ▶ The city has activated city-owned land for affordable housing since 2019, with locations in various stages of implementation.
- ▶ The city has a variety of strategies to activate city-owned land for affordable housing, matching each strategy to the location and opportunity.
- ▶ New strategies expand partnerships and collaboration, leverage multiple city priorities.
- ▶ Upcoming policy activation items include: advancing city-directed land development opportunities, and Council consideration of Interlocal Agreement for CMS Teacher Village and parcel donation to the Housing Innovation Challenge.

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## Activating Public Land

### Previous Council Communication

- ▶ **October 25, 2025 Council Memo: Follow-up on Anti-Displacement (Manager Referral)**
- ▶ **December 4, 2025 Council Memo: 2026-2027 Inaugural Housing Innovation Challenge**
- ▶ **January 5, 2026 Housing Committee Presentation: Housing Innovation New Models**
- ▶ **March 19, 2026 Council Memo: Charlotte-Mecklenburg Schools Teacher Village Development Update**

## The Work is Guided by...

- ▶ **Using public land for affordable housing partnerships is a national best practice implemented by the city since 2018**
- ▶ **The Guidelines for Evaluation and Disposition of City Owned Land for Affordable Housing (2019) prioritizes available city owned land for affordable housing development**
- ▶ **Neighborhood Equity and Stabilization (NEST) Commission Anti-Displacement Recommendations Report (2024):**
  - **Unlock the Potential of publicly owned land, including CMS land**
- ▶ **The Affordable Housing Funding Policy (2024) prioritizes land acquisition in current and planned transit areas**

## Land Development Overview

### ▶ City-Owned Land Development Strategies

- Request For Proposals
- City Directed Development
- Land Acquisition & Development
- Public Development

### ▶ Public Land Partnerships

## City-Owned Land Development Strategies Request for Proposals (RFP)

- ▶ Conduct high-level assessments of city-owned land, identifying parcels suitable for affordable housing development.
- ▶ Parcels released under a request for proposals for developer submission and selection.
- ▶ Developer is selected, develops a proposed project, often submits for Housing Trust Fund Investment
- ▶ Approached best used for: Single use affordable housing sites
- ▶ Example: Providence Road West (Evoke Ballantyne)

## Development Example - Evoke Living at Ballantyne



## City-Owned Land Development Strategies City-Directed Land Development

- ▶ City staff provide specific direction on the development approach.
- ▶ Sites are reviewed by urban designers and the city's Real Estate Collaborative team, and various types of development plans are tested against subject sites.
- ▶ The preferred development plan is released under a request for proposal, and a developer is selected to partner with the city on that development approach.
- ▶ Best used when: Mixed-use development desired, significant impact on neighborhood character, testing innovative approaches.
- ▶ Example: Eureka Street (Double Oaks) site [in process]

## Development Example - Eureka Street

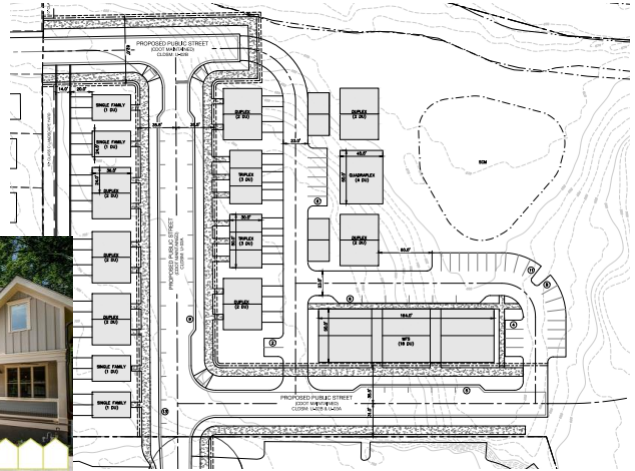
- ▶ Infill development utilizing existing road stubs and a portion of the Double Oaks School site.



MULTIFAMILY ATTACHED



MULTIFAMILY ATTACHED



## Land Development Strategies Land Acquisition and Development

- ▶ City participates in the purchase of strategic land assets
- ▶ Purchase can be made directly by the city or by funding a development partner
- ▶ Asset is then developed using a city development approach
- ▶ Approach best used when: Strategic site is available, co-location opportunity
- ▶ Examples: Dorton Street, Catherine Simmons Avenue

## Development Example – Dorton Street



## Land Development Strategies Public Development Model

- ▶ **A proposed development approach where the city owns both the land and improvements.**
- ▶ **City contracts with development team to build and operate development.**
- ▶ **Best used when: a mixed income, mixed use approach is preferred, city ownership is desired, best for larger development sites.**
- ▶ **Approach currently under evaluation. Housing Committee reviewed in January 2026 and staff will provide a more detailed assessment for Committee consideration in spring/summer 2026.**

## Public Land Partnerships



- ▶ Collaboration and partnerships between the City, Mecklenburg County, and Charlotte-Mecklenburg Schools to leverage public land for affordable housing
- ▶ These types of partnerships allow mixed-use development that jointly invests in multiple capital improvements or leverages existing improvements with new investment
- ▶ Examples include housing, mobility, education, literacy, parks and recreation, emergency & medical and small business incubation
- ▶ Example: Teacher Village

## At Home in CMS – Educator Community

- ▶ Mission-driven workforce housing project that leverages layered financing to deliver long-term affordability supporting the local educator workforce with public ownership
- ▶ Located on surplus property adjacent to Garringer High School
- ▶ ~138-unit affordable housing community serving educators
- ▶ 100% rent-restricted units
- ▶ City Council committed \$1 Million to pre-development activities in FY 2025 budget
- ▶ Next step: CMS-City-County Interlocal Agreement to outline joint approach

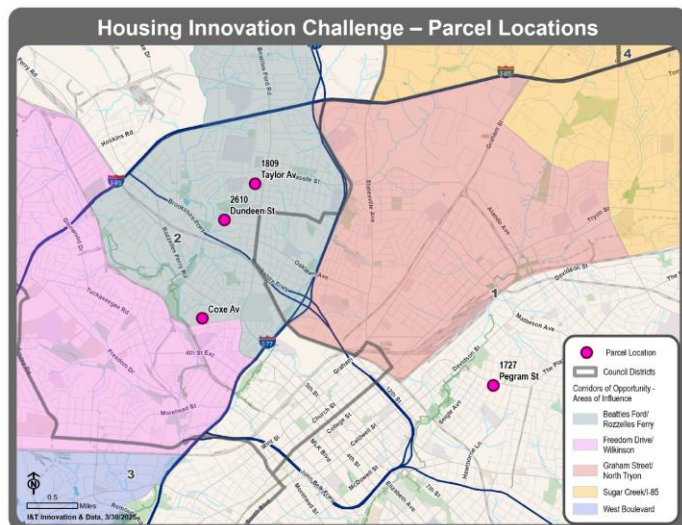
# Housing Innovation Challenge: Charlotte

- ▶ **The Housing Innovation Challenge advances innovation in residential construction, provides affordable housing, and offers an opportunity to test UDO provisions for infill development.**
- ▶ **Ten professional builder–student teams (to be announced May 20) will build out ten locations in Charlotte neighborhoods.**
- ▶ **Four city-owned infill parcels are proposed to be donated for the challenge:**
  - Habitat will sponsor the development and sell properties to qualifying homeowners
  - The city investment will include the land value and future downpayment assistance
- ▶ **Remaining six locations to utilize parcels currently owned by Habitat for Humanity and DreamKey Partners**

# Housing Innovation Challenge: Charlotte

## Proposed Locations

- ▶ **429 Coxe Avenue**
- ▶ **2610 Dundeen Street**
- ▶ **1727 Pegram Street**
- ▶ **1809 Taylor Avenue**



# Strategy Application

## Use Case

- Parcels suited for affordable housing development as primary use
- Mixed-use or mixed-income development
- High Priority Parcels
- Testing new or innovative development models/ production strategies
- Parcels representing high value affordable housing development opportunities in strategic Locations
- Long term mixed income with focus on local priority populations
- Larger mixed-use sites



## Strategy

- Request for Proposals
- City-Directed Development Approach
- Land Acquisition & Investment
- Public Development Model

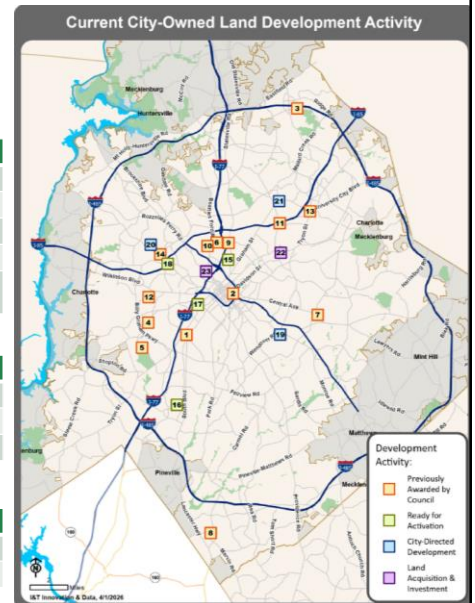
# Current City-Owned Land Development Activity

Previously Awarded by Council	
<b>Development Complete</b>	
1	South Village at Scaleybark
2	Varick on Seventh
3	Johnston Oehler Senior Apartments
4	The Volaire
5	Avion Point
6	Vantage Pointe
7	Evoke Living at Eastland Yards
<b>Under Development or Partner Identified</b>	
8	Evoke Living at Ballantyne
9	Habitat Newland
10	Phoenix Rising
11	Economy Inn Redevelopment
12	Plato Price at Morris Field
13	7825 Tyner St
14	Freedom Drive Assemblage

Ready for Activation	
15	Eureka Street (Double Oaks)
16	7600 England Street / 7202 South Blvd
17	Wilmore Neighborhood Assemblage
18	Freedom Drive Assemblage II
Four in-fill parcels for Housing Innovation Challenge	

City-Directed Development	
19	Wendover Dr Assemblage
20	4209 Freedom Drive
21	5334 University City Blvd

Land Acquisition & Investment	
22	140 Dorton St*
23	Five Points*



## Policy Alignment

- ▶ **Land development strategies align with Council housing priorities by:**
  - Providing flexible options to direct housing types and densities appropriate to locations.
  - Ensure affordable housing supports anti-displacement and
  - Testing new ideas and innovations
- ▶ **City land development activities represent opportunity to layer broad city goals to maximize impact:**
  - Jointly forwarding city mobility/housing goals
  - Further investing in Corridors of Opportunity
  - Developing social multi-outcome hubs

## Policy Activation Next Steps

- ▶ **Advance city-directed development opportunities:**
  - Public engagement process
  - Finalize design
  - Issue Request for Proposals for development partners
  - Bring recommendations forward to City Council for consideration
- ▶ **April 13, 2026 Business Agenda – Council considers parcel donation to Habitat for Humanity to support Housing Innovation Challenge**
- ▶ **Spring/Summer 2026 Business Agenda – Council considers Interlocal Agreement on Teacher Village**