



Charlotte City Council  
Jobs & Economic Development Committee  
Summary  
August 7, 2023

---

**COMMITTEE AGENDA TOPICS**

- I. Dixie Berryhill Area Infrastructure Update
- II. Eastland Update

**COMMITTEE INFORMATION**

---

<b>Committee Members Present:</b>	Malcolm Graham (CMGC), Ed Driggs (CMGC), Dimple Ajmera (Virtual), and Marjorie Molina (CMGC)
<b>Other Council Members Present:</b>	Mayor Lyles, Braxton Winston, Danté Anderson, and Tariq Bokhari
<b>Staff Resources:</b>	Tracy Dodson, City Manager's Office Todd DeLong, Economic Development Lilias Folkes-John, Economic Development Patrick Baker, City Attorney's Office
<b>Guests:</b>	Tim Cinema, Crosland Southeast LLC,
<b>Meeting Duration:</b>	2:00p.m.- 5:00p.m.

**MEETING MATERIALS**

---

All meeting materials are available online at <https://charlottenc.legistar.com> or viewed online at <https://www.youtube.com/watch?v=zoJ5S0StKh0>

- 1) August 7, 2023 Agenda
- 2) Presentation: Dixie Berryhill Area Infrastructure Update
- 3) Presentation: Eastland Update

**DISCUSSION HIGHLIGHTS**

---

Council member Graham called the meeting to order, asked everyone to introduce themselves, and provided an overview of the agenda.

**Dixie Berryhill Area Infrastructure Update:**

Tracy Dodson and staff member Lilias John provided an update on the Dixie Berryhill area infrastructure.

They updated everyone on the annexation changes. Currently, annexations in this area now must be voluntary. Thus far, there has been 387 acres voluntarily annexed with more annexations anticipated in the remainder of 2023 as well as 2024.

The current activities in this area are the River District Proper which is being led by Crescent Communities, Garrison Road South led by McCraney Partners, and the potential introduction of the tennis facility which would mean additional infrastructure needs that would need to be met such as evolution of the development as well as additional water and sewer needs.

Ms. John spoke about the \$30mm Garrison Road reimbursement proposal and how the funds would come from Economic Development CIP. Ms. Dodson did clarify that this would not be taking away from any existing projects. The additional cost of \$1.8mm for the waterline piece was mentioned and how there is a discussion with Charlotte Water on how to cost share that with the developer. There are also conversations with Charlotte Water about the funding for phase two water sewers.

In 2016, a \$15mm TIG with a 15-year reimbursement schedule was approved by Council. An amended proposal was proposed today because the closure of the Dixie River Road has been fast tracked further than planned which will increase the cost of the TIG from \$15mm to \$25mm.

Ms. Dodson and Ms. John proposed to attend the Committee report out and return to the full Council on August 28th to request to proceed with the CIP reimbursement for the \$27mm that the City is willing to participate in over the three cycles for Garrison Road North and also request to amend the TIG agreement from \$15mm to \$25mm and amend the time frame from 15 years to 20 years.

Mr. Driggs wanted to know was there a reason why page 11 states \$27mm in CIP and page 13 states \$25mm? Ms. Dodson responded that the \$25mm on page 13 is for the TIG and the CIP is specific for Garrison. The TIG would increase by \$10mm and the CIP would have \$27mm for Garrison.

Mr. Driggs also wanted to know if the \$27mm will come from the EDCIP and wondered about the total in the EDCIP and its capacity to handle any other projects. Ms. Dodson said she would get Mr. Driggs the total and assured him that she is working diligently in keeping track of the capacity of each bond cycle.

Ms. Anderson wanted to know if the allocation of these additional funds would delay other current projects or would they elongate any existing projects. Ms. Dodson assured the committee that the ED team is looking closely at all projects that are in the pipeline and those that are shovel ready to make sure the EDCIP has capacity for all projects without delay.

Ms. Anderson also wanted to know with the compressed construction going on, when would be a timeline for completion. Ms. Dodson responded with the tennis proposal; the target is to have the 2026 tournament here if they choose to come to Charlotte.

Ms. Ajmere had a question about who will be responsible for cost overruns. Ms. Dodson answered that they have already allotted for some cost overruns within the proposal. If there are more cost overruns than they allotted for, they would lean on the Crescent team or come back to amend agreements with the committee's approval.

Ms. Ajmere wanted to know how critical the timeline for this infrastructure project is to be completed for the tennis tournaments. Ms. Dodson responded that the infrastructure is a critical part of what we

need in building out for the tennis tournament. Both Crescent and Beemok have worked closely on the coordination of trying to make this happen.

Ms. Ajmere also had similar concerns as Mr. Driggs and wants to better understand the opportunity cost of expediting this project.

Mr. Graham had a question about the possibility of Beemok not choosing Charlotte as its location and how would that effect things moving forward. Ms. Dodson responded that this particular proposal is contingent on Beemok and if it does not happen then she would want the opportunity to work with the Crescent team to figure out the missing pieces that would be needed to move forward.

Mr. Graham conclude that staff would attend the Committee read out this evening and return to full Council on August 28th to request to proceed with the CIP reimbursement for the \$27mm that the City is willing to participate in over the three cycles for Garrison Road North and also request to amend the TIG agreement from \$15mm to \$25mm and amend the time frame from 15 years to 20 years. Staff will also circle back around to answer questions concerning the total in the EDCIP and the opportunity cost of expediting this project.

#### **Eastland:**

Tracy Dodson and staff member Todd DeLong provided a quick review and update of their evaluation process of both QC East at Eastland Yards and Eastland Yards Indoor Sports Complex. In the evaluation, both proposals were reviewed by the City, County, and CRVA staff to ensure the financial stability and the long-term viability of the proposals along with meeting the stated goals of the community. Tim Cinema provided an update from the development side. Petitioners from both proposals were in attendance to answer questions from committee members.

Mayor Pro Tem had a question about with the sale of the land coming first, what kind of protections or clawbacks might there be once the land is purchased to ensure it is used for what is being presented. Ms. Dodson responded that they are working closely with Crossland to make sure they are taking down portions of the site as they are ready to go vertical and they would work to have a plan that would be structured so that what is presented is implemented.

Staff expressed that after taking a deeper dive in assessing the financing and the equity for the QC at Eastland Yards, that this proposal is very appealing and will have greater community use on the field as well as the diversity of its' use.

Staff expressed that the Eastland Yards Indoor Sports Complex proposal has come a long way with solidifying the partners. They think there is a lot more to continue with and understand. For example, how much of a need or dependency does the amateur sports facility have on the hotel market, and the amount of surface parking in this proposal.

Staff has expressed their evaluation on each proposal and is now asking for Committee and full Council directive on next steps.

Mr. Cinema gave an update on the Crosland site. They are doing a mass grading on the entire site along with underground utilities. They are going to be doing intersection enhancements to about half a dozen intersections in the vicinity along with new traffic signal entrances. They will also be doing all the public roads that crisscross the Eastland site as well as bike paths.

Mr. Graham asked Mr. Cinema how important is it in deciding what is going on the entire site as a whole as far as construction planning and Mr. Cinema responded that it's incredibly vital to the construction planning because whatever is decided to go on both sides of the parcel has to be compatible and not to duplicate the same thing on each side. Mr. Graham had a question about how important timing is when it comes to choosing a proposal to the construction team and his thoughts on which is a better proposal from a developer perspective. Mr. Cinema did express that timing is very important as far as them being able to move forward with the grading and underground utilities and from a developer's point of view, the QC East proposal will have a higher probability of success because it meets the timing requirements, offers a food and beverage piece, and seem more aligned with community wants and needs.

Ms. Molina raised a concern about the grading of the site and the developer taking on some of the pre-construction cost without knowing which proposal will be selected. Ms. Dodson responded that when they had to pivot a year ago to look for other options on this portion of the site, more money went into the master development of the site specifically for this portion. Ms. Molina also had a question about how many proposals for amateur sports in Charlotte have there been over the years and the evaluation metrics used in scoring each proposal. Ms. Dodson answered that she thinks there has been about seven different proposals that have been discussed and she went back over the criteria that was explained in the beginning of the presentation for scoring each proposal.

Other questions that were asked of staff. Staff will go back to the petitioners for answers to present to full council.

#### **QC East**

- How will noise and traffic mitigation be addressed? Objective opinion on impact
- Economic Opportunity - \$111M annual
  - What were the assumptions?
  - Please provide a break down by component:
    - CSA Academy
    - The Hub
    - Food Village & Community Gathering Place
    - Commercial
    - Commercial/Hotel

#### **Eastland Yards (Indoor Sports)**

- Debt provider information
- Detailed/Comprehensive Financial Proforma
- Economic Opportunity - \$129M annual
  - What were the assumptions?
  - please provide a break down by component:
    - 1 soccer field, 3 basketball courts
    - Playground, futsal court
    - Indoor sports facility
    - Hotel
    - Commercial
- What is the programming area? (geographic reach)
- Update information to reflect that the hotel cannot operate under a \$1/year lease
- How much is the \$1 lease worth in today dollars?

**MOTION:** Council member Driggs made the motion. This committee ranks QC East proposal number one and Eastland Yard proposal number two. We recommend that the proposals be locked down in terms of their content, but that additional clarifying information requested by Committee members to better understand the proposals will be accepted until this Friday. Motion seconded by Council member Molina.

**Vote: 3-1 (Driggs, Graham, & Molina in favor. Ajmera opposed)**

**Next Meeting**

The next meeting is scheduled for September 5, 2023.

The meeting adjourned at approximately 5:00pm.



## Dixie Berryhill Area Infrastructure Update

Jobs and Economic Development Committee  
August 7, 2023

1



### AGENDA

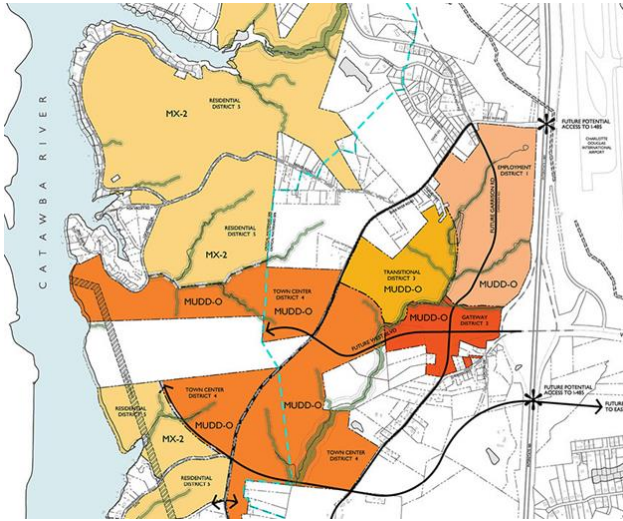
- **Project Background**
  - Dixie Berryhill Area
  - Public Benefits
  - Network + Infrastructure Improvements
- **Current Status of Public Private Partnerships**
  - West Blvd, Water Line + Beaver Dam Creek Phase I
  - Garrison Road South + Beaver Dam Creek Crossing
- **Proposal for Future Infrastructure Improvements**
  - Garrison Road North
  - Beaver Dam Creek Sewar Phase II
  - Adjustments to the 2017 TIG
- **Next Steps**



2



## PROJECT BACKGROUND – DIXIE BERRYHILL AREA



- City Identified Area for growth in 2014
- 2016 River District Rezoning 1,377.68 Acres
- 2017 Reimbursement Agreement: Crescent Communities West Blvd Extension
- 2018-2022 River District Land Assemblage (West/Dixie)
- 2019 McCraney Rezoning 150 Acres
- 2021 Annexation of 167 Acres
- 2023 West Blvd Groundbreaking
- 2022 Reimbursement Agreement: McCraney Properties Garrison Road South Agreement
- 2022 Annexation of 220.66 Acres

City of Charlotte Economic Development

3

3



## PUBLIC BENEFITS

Commitment	Current Status
Extension of water and sewer lines	In Progress- Expected Completion 2023
Reserve 2 school sites	Site options provided to CMS
Reserve 2 neighborhood parks	Written identification provided 2019
Dedicate land for Beaver Dam Creek Greenway	Land dedicated prior to Phase 1 development certificate of occupancy
Beaver Dam Creek Crossing to Dixie River	Currenting in approval process with DEQ
Reserve 3.5 acres for fire station	Purchase and Sale to CFD approved in 2023
Provide public access to Catawba River	Access provided prior to the CO of the 1000 <sup>th</sup> residential unit in MX district
Provide CATS locations for bus stops and help to plan for a 1.5 acre transit center	Pad locations provided to CATS
Provide storm basins, erosion control, water quality monitoring & stream buffers	Ongoing throughout the duration of soil disturbing and construction
Preservation of a 75 acre wildlife preserve	Land provided prior to 1000 <sup>th</sup> unit CO
Tree Save Area 15% of gross acreage and 551 acres of open space	Green space master plan shared with City. Tree Save map approved by Urban Forestry

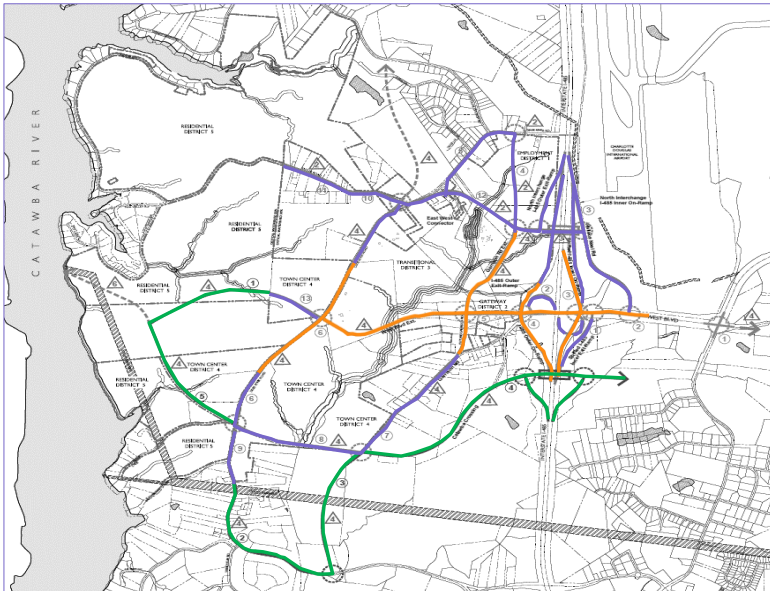
City of Charlotte Economic Development

4

4



## NETWORK + INFRASTRUCTURE IMPROVEMENTS



Phase 1



Phase 2



Phase 3



City of Charlotte Economic Development

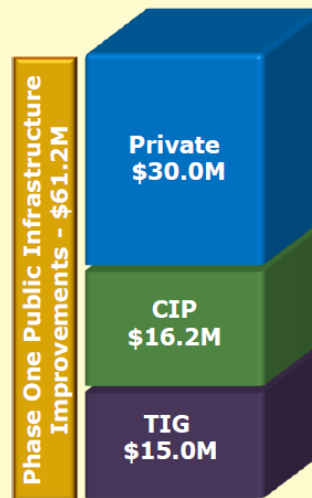
5

5



## ANTICIPATED DIXIE BERRYHILL FUNDING: 2017 PHASE 1

- Private Developer
  - \$30.0 million
  - Local Road Network
  - I-485 Interchange
  - ROW dedication
- Community Investment Plan
  - Up to \$16.2 million
  - West Boulevard Extension
- Tax Increment Grant (Phase I)
  - Up to \$15 million of public infrastructure improvements
    - Dixie River Road
    - Garrison Road
    - Potential West Boulevard Extension
- Total Infrastructure Investment – Phase One
  - \$61.2 million



6

City of Charlotte Economic Development

6

6





## PUBLIC PRIVATE PARTNERSHIPS

### West Boulevard Extension + Horton Road

- Reimbursable CIP Agreement for West Blvd
- Horton Road added via West Blvd Amendment in 2022
- Construction is currently in progress

### Garrison Road South + Beaverdam Creek Sewer Extension - Phase 1

- Reimbursable CIP Agreement on Garrison Road
- 5 Year Pro-Rata Reimbursement Agreement on Sewer
- Sewer construction completed October 2021

### Beaver Creek Sewer Extension - Phase 2

- 5-Year Pro-Rata Reimbursable Agreement
- Engineering construction documents
- Construction to complete Q3-22

### Dixie River Road Waterline

- » Developer donated plans project
- » Fully engineered
- » City Real Estate in securing ROW & easements
- » Construction to start Q1-22 and complete Q3-22



City of Charlotte Economic Development

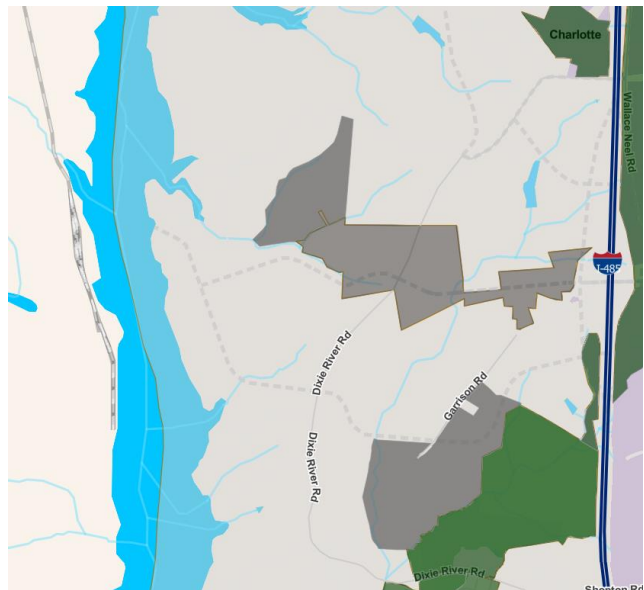
7

7



## ANNEXATIONS

Over 387 acres have been annexed into the City of Charlotte related to the West Blvd extension, Horton Road and Garrison Road South projects by Crescent Communities, McCraney Properties and the City of Charlotte.



City of Charlotte Economic Development

8

8



## CURRENT ACTIVITIES

- **River District Proper by Crescent Communities**
  - Construction of West Blvd
  - Water and Sewer Lines Construction
  - Fire Station Land Purchase
- **Garrison Road South by McCraney Properties**
  - Conservation Easement Credits
  - Garrison Road South
  - Beaver Dam Creek Crossing
- **Additional Considerations**
  - Funding for Future infrastructure
  - Evolution of Development
  - Additional Water & Sewer Line



## MOVING INTO PHASE 1.B



**New phase presents opportunity to expedite more infrastructure faster than initially anticipated including**

- All of Garrison Road north
- More improvements to Dixie River Road north
- Water & sewer line extension for larger area of commercial property
- Public investment in CIP and TIG amendment



## GARRISON ROAD NORTH PROPOSAL



### Garrison Road Reimbursement Proposal

- Estimated project cost of \$30mm to include design, ROW, and construction. City to assist with key ROW should Crescent not reasonably secure.
- Crescent to be reimbursed up to \$27mm in CIP
  - Over 3 bond cycles ('24, '26, '28)
  - Funds from ED CIP
- Waterline
  - Additional project cost of \$1.8mm
  - In discussion with Charlotte Water on cost sharing split.



## BEAVER DAM CREEK SEWER PROPOSAL



### Phase 1 Sewer: Green

- In various phases of completion or design.

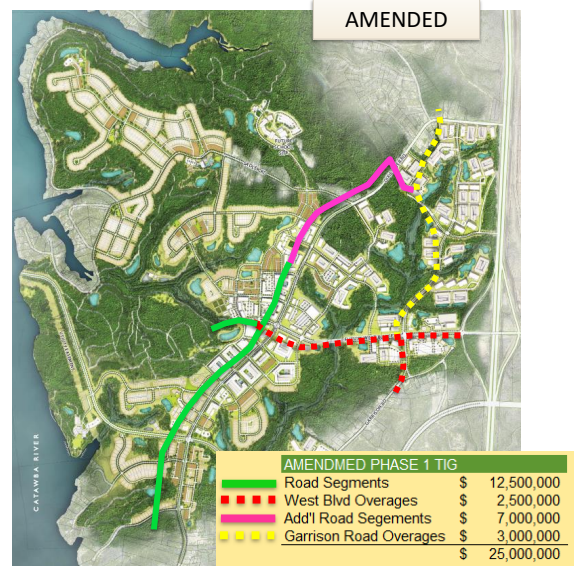
### Phase 2 Sewer: Blue

- In discussion with Charlotte Water on cost reimbursement for any upsizing of infrastructure to service greater regional drainage basin.





## TAX INCREMENT GRANT PROPOSAL



City of Charlotte Economic Development

13

13



## NEXT STEPS

- **August 7<sup>th</sup> Committee Report Out**
- **August 28<sup>th</sup> Full Council Meeting**
  1. Request to proceed with an CIP reimbursement agreement of \$27M over 3 bond cycle for Garrison Rd. North
  2. Request to amend the Crescent TIG agreement from \$15M up to \$25M and from 15 to 20 years

City of Charlotte Economic Development

14

14

# Eastland Redevelopment

**JOBS & ECONOMIC DEVELOPMENT COMMITTEE**  
**AUGUST 7, 2023**

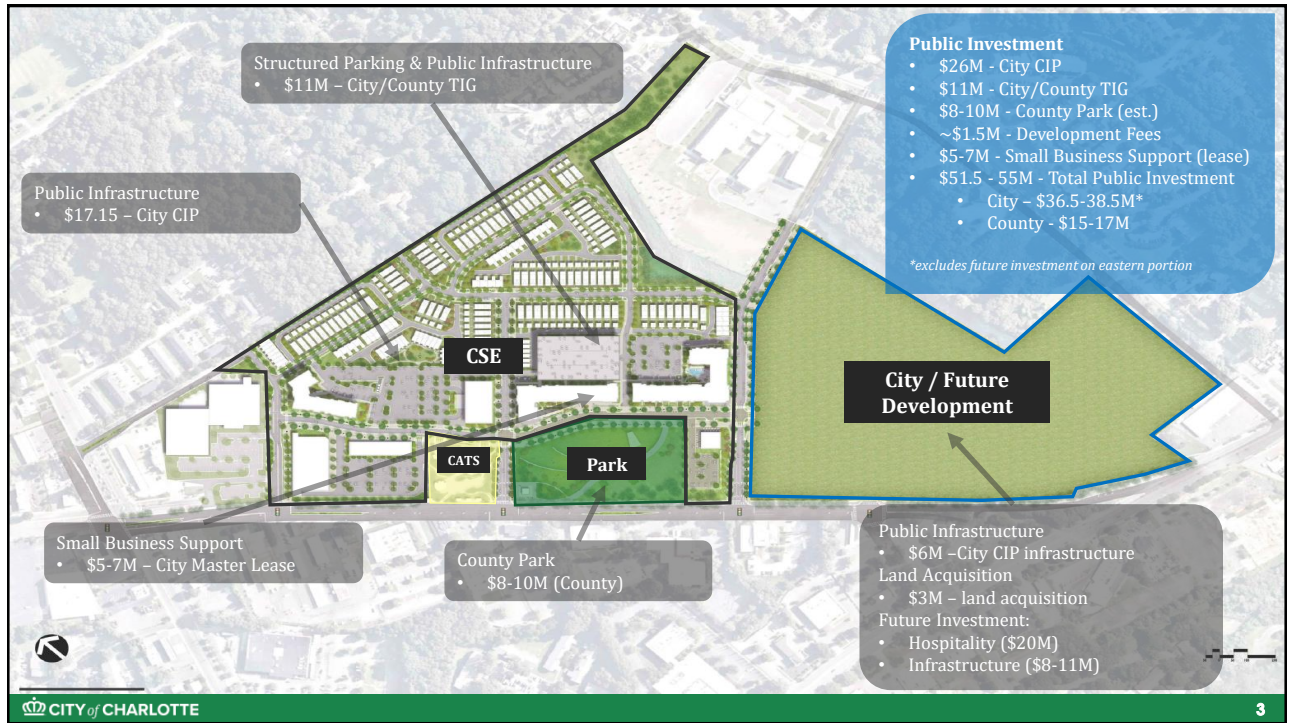
1

## Overview

- ▶ Development review/update
- ▶ Evaluation of proposals for active recreation development
- ▶ Committee Q&A
- ▶ Next steps



2



3

## Evaluation of Proposals for Active Recreation Development

4

## Review / Evaluation Process

### ► Goals of Evaluation Process

- Ensure proposals meet stated goals of community
- Review each proposal to ensure financial stability and long-term viability

### ► Evaluation Criteria was focused on four areas:

- Financial Strategy & Qualifications
- Qualifications & Experience of the project team
- Project Approach and Concept
- Development Schedule

### ► Independent evaluations from City, County, and CRVA staff

## Evaluation – Due Diligence

### ► Due diligence is a necessary part of the process to determine the validity of any proposal

- Evaluation team: City, County, CRVA

### ► Staff provided each team with follow-up questions to offer greater clarity and understanding of the proposed redevelopment

QC East @ Eastland Yards	Eastland Yards Indoor Sports Complex
<ul style="list-style-type: none"> <li>➤ Requests to speak with key debt/equity providers</li> <li>➤ Impact and flexibility on limiting size and/or number of festivals</li> <li>➤ Information on the esports market in Charlotte</li> <li>➤ Approach for working with the community on festivals/events to ensure successful events without imposing burdens on the surrounding neighborhoods</li> <li>➤ Additional information on the structure of the partnership and ownership entities (e.g. detailed organization chart with ownership interest and lead management organization)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Requests to speak with key debt/equity providers</li> <li>➤ Timing for ancillary development</li> <li>➤ Clarity on any inconsistencies of information provided in proposal and other documents provided</li> <li>➤ Better understanding of assumptions within infrastructure improvement cost estimates</li> <li>➤ Clarity on active partners and their respective roles and/or financial commitments</li> </ul>

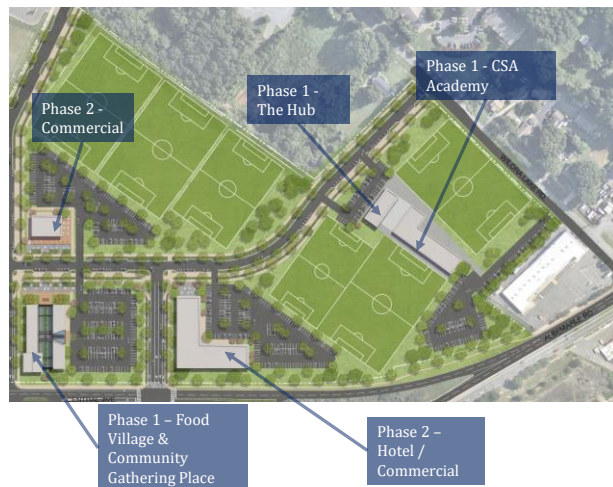


## QC East @ Eastland Yards– Program Overview

### ► Sports, tech, & entertainment

- Athletic fields & CSA Academy
  - 6 multi-sport artificial turf fields (8 acres)
- Entertainment
  - Outdoor amphitheater
  - Indoor/outdoor venue (the “Hub”)
  - Food village and community gathering place
- “The Hub” – 20,000 SF footprint
  - Public event space and technology center, focusing on esports and STEM educational opportunities
  - Host professional and amateur esports events, music concerts, and a digital entertainment area
  - Main stage opens front and back allowing for greater flexibility between event types (music, sports, etc.)
  - Digital entertainment area for daily use – themed simulators (NASCAR, F1, Golf, etc.), console and gaming stations, etc.
  - 20,000 SF (Innovation Center – 7,500 SF; Digital Entertainment – 7,500 SF; Office – 1,500 SF)
- +/- 680 parking spaces

### ► Entire site - ~29 acres



## QC East @ Eastland Yards – Funding / Land Structure

### ► Estimated project cost

- Phase 1 - \$61M
- Phase 2 - \$22M

### ► Private investment - \$31M (Phase 1)

- \$22M – Phase 2

### ► Public investment requested – \$30M (Phase 1)

- Hospitality Funds - \$19M (\$9.5M over two years)
- Infrastructure Reimbursement - \$11M
- 49% of total capital cost (phase 1)

### ► Community use of the facility

- Apprenticeships & adult workforce training programs
- After-school programs involving tech education & gaming
- Neighborhood access to fields on non-event days
- Community meeting space
- Community-oriented programming (e.g. free tech-oriented classes, senior programming)

### ► Purchase land from City at market value





## Eastland Yards Indoor Sports Complex – Program Overview

### ► Indoor Sports Components

- 160,000 SF Indoor Sports Facility
- Multi-purpose courts can be converted to 10-12 basketball courts, 20 volleyball courts, or 40 pickleball courts
- Ability to overlay a 200m banked track
- Concessions and bar
- Fitness Center
- Two ice rinks
- Leasable Space (medical, physical therapy, etc.)
- The Learning Center

### ► Conceptual Outdoor Sports Components

- One soccer field
- Futsal court, basketball courts, and volleyball courts
- 944 parking spaces

### ► Limited-Service Hotel (130-150 keys)



## Eastland Yards Indoor Sports Complex – Funding / Land Structure

### ► Estimated project cost of Indoor Facility - \$50-\$60M

- Public investment requested - \$25.7M
  - \$20M – amateur sports facility /fields
  - \$5.7M – infrastructure improvements
- Private assumes cost over \$25.7M
- Public investment = ~32% - 36% of total proposed capital cost

### ► Community use of the facility

- The Learning Center
  - 4,000 SF space within indoor sports complex
  - The Learning Center will serve as an intermediary between the community and EDGE Sports on usage of the indoor sports amenities
  - Serve as a hub offering community event space, workforce development, academic programming, and social support
- Membership / daily use fee on non-event days

### ► \$1 per year ground lease

- 29 acres (except retail acreage)



## Next Steps

### ► Current Proposals

- Committee and full Council discussion on proposals to provide directive to staff

### ► August 28<sup>th</sup> Council Meeting

- RCA for master lease agreement with Crosland Southeast to support small and local business opportunities

### ► Work with the Committee as progress continues on the site

## Crosland Southeast Update



# Committee Discussion