



Legislation Details (With Text)

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Title: Eastland Redevelopment - Sports and Entertainment

Attachments:

Date	Ver.	Action By	Action	Result
10/9/2023	1	City Council Business Meeting	Approve	Pass

Eastland Redevelopment - Sports and Entertainment

Action:

- A. Authorize the City Manager to move forward with the revised proposal, the Complex that is a rethought and reimagined concept which is the result of the requested collaboration of the two previous proposals of QC East @ Eastland Yards and Eastland Yards Indoor Sports Complex for the eastern 29 acres of the former Eastland Mall site, and
- B. Authorize the City Manager, or his designee, to negotiate and execute agreements for the reimbursement of costs for expenses associated with indoor and outdoor amateur sports facilities, public infrastructure, and other public improvements in an amount not to exceed \$30,000,000, which will be reimbursed from a combination of Capital Investment Plan and Convention Center Tax Fund future Certificates of Participation, as outlined in the resolution adopted by City Council on June 12, 2023.

Staff Resource(s):

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

Explanation

- The Jobs and Economic Development (J&ED) Committee referred to full Council the discussion on two proposals to redevelop 29 acres of city-owned property, the eastern portion of the former Eastland Mall site. The Committee ranked QC East @ Eastland Yards as the top proposal followed by Eastland Yards Indoor Sports Complex.
- During the August 28, 2023, City Council business meeting, council directed staff to reconvene the two proposing development teams to determine if they can collaborate on a vision that rethinks the design, scale and scope for amateur sports, arts and culture at Eastland consisting of a minimum of these components: indoor facility, soccer fields, e-sports, food and retail, and such a vision that will be available for the full council review within 45 days.
- The city investment outlined above is aligned with the resolution adopted by council on June 12, 2023.
- Additional public investment may be required to support future public improvements.

Background

- 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 to:

- 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 opportunities.
- From 2017 to 2018, the Economic Development Committee, now known as the Jobs and Economic Development Committee (Committee), reviewed proposals from four development teams and voted unanimously to engage exclusively with the development team led by Crosland Southeast LLC (Developer).
  - Throughout 2019, the city partnered with the Developer to lead a robust and broad outreach effort for more inclusive community engagement.
  - On November 9, 2020, City Council authorized the City Manager to negotiate and execute a Master Development Agreement and other necessary agreements for the reimbursement of costs for public infrastructure, public parking, and other public improvements.
  - On August 3, 2022, the city and the Developer held a groundbreaking ceremony on the site to initiate site work and infrastructure construction.
  - The Developer acquired the first parcel in May 2023 to develop a senior affordable housing development. A transaction to progress the mixed-use development is anticipated for September 2023.