Town Hall Meeting
Team: BK Partners LLC

- Peebles Corporation
- Conformity Corporation
- Stantec

Supported by: Perkins & Will | ColeJenest & Stone | Urbane Environments | Yellow Duck Marketing | CBRE | Jennifer Stanton | Legacy Real Estate Advisors | and many more...
The Vision
Project Goals

• Transformative development that meets Second Ward Master Plan goals:
  – Livable, walkable and memorable 18-hour urban neighborhood
  – Variety of housing types with unique infrastructure
  – Unique parks and open space
  – Workforce housing in each phase of development
  – Integration of historic references
  – Neighborhood approach to parking

• Connect Midtown to Uptown
# Brooklyn Village Program

<table>
<thead>
<tr>
<th>USE</th>
<th>Units</th>
<th>Sq. Ft.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential (mixed income apartments &amp; condominiums)</td>
<td>1,243 units</td>
<td>1,187,000</td>
</tr>
<tr>
<td>Office</td>
<td></td>
<td>680,700</td>
</tr>
<tr>
<td>Retail</td>
<td></td>
<td>252,100</td>
</tr>
<tr>
<td>Hotel</td>
<td>280 keys</td>
<td>185,500</td>
</tr>
<tr>
<td>Cultural</td>
<td></td>
<td>3,700</td>
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<tr>
<td>Open Space</td>
<td>1.8 acres</td>
<td></td>
</tr>
<tr>
<td>Parking Spaces</td>
<td>2,312 spaces</td>
<td></td>
</tr>
<tr>
<td><strong>Brooklyn Village Total</strong></td>
<td></td>
<td><strong>2,309,000</strong></td>
</tr>
</tbody>
</table>
Community Outreach
Community Outreach

Outreach Strategies or Objectives:

• Broadest community cross section
• Variety of meeting times and locations
• Focus on key topics while inviting other thoughts
• Build in time for reflection and processing of feedback
• Present all public feedback to Board of County Commissioners
Who We Have Reached

- 355 Attendees
- 513 Attendees/Mail Recipients
- 12 Outlets with Reach in the Millions
- 239,643 Impressions/Visitors
Community Outreach

LARGE GROUPS

IN-PERSON MTGS.

BROOKLYN VILLAGE DEVELOPMENT

MARKETING & PR

DIGITAL (WEB, SM, EMAIL)

COMMUNITY OUTREACH
Large Group Meetings

• Series of engagement meetings offered to provide opportunity for community input
  • 1 Kickoff Meeting
  • 8 Topical Public Sessions
  • 4 General Information Sessions
  • Town Hall
Community Outreach
# Digital Outreach

## Brooklyn Village

- **Facebook**
  - 225 Followers, 52 Posts, 2,088 Total Engagements, 39,009 Impressions
  - 116 Twitter Followers, 109 Posts, 308 Total Engagements, 15,990 Impressions
- **Website**
  - 979 Unique Visitors, 1,449 Sessions
- **Media Outlets**
  - Posted 15 Articles reaching 95,386 Followers

## Mecklenburg County

- **Facebook**
  - 5,190 Followers, 13 Posts, 472 Total Engagements, 17,017 Impressions
  - 40,600 Twitter Followers, 39 #BrooklynVillage Posts, 1,109 Engagements, 65,936 Impressions
- **Website**
  - 681 views of 9 Full-length Videos
  - 645 Unique Visitors, 751 Sessions
- **Media Outlets**
  - 242 Mecklenburg Co. GovDelivery newsletter subscribers
- **Home**
  - 4,000 NextDoor App Users Reached
Community Outreach

BROOKLYN VILLAGE DEVELOPMENT

IN-PERSON MTGS.

LARGE GROUPS

DIGITAL (WEB, SMS, EMAIL)

MARKETING & PR

COMMUNITY OUTREACH
- ADJACENT NEIGHBORS
- CHURCHES
- SCHOOLS
- FORMER BROOKLYN RESIDENTS
- SOCIAL MOBILITY/AFFORDABILITY CHAMPIONS
- RESEARCH RESOURCES
PR Outreach

• Media Outreach and coverage in outlets including:

The Charlotte Observer
The Charlotte Post
CHARLOTTE BUSINESS JOURNAL
Mecklenburg TIMES
PrideOnline
WBTV
Qcitymetro
TIME WARNER CABLE NEWS
wsoc.tv.com
WFAE 90.7
Community Outreach
In Person Meetings

• **Extensive Additional Meetings:**
  - Commissioner Leake’s Small Business Consortium Meeting
  - Ubuntu Community Development Project
  - Tuesday Morning Breakfast Forum
  - Second Ward High School National Alumni Foundation
  - Park & Recreation Commission
  - Stonewall Consortium
  - Harvey B. Gantt Center for African-American Arts + Culture

<table>
<thead>
<tr>
<th>Number</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>315</td>
</tr>
<tr>
<td>170</td>
<td>40</td>
</tr>
</tbody>
</table>

• **Personal Outreach:**
  - Hand delivered invitations for History session to *original Brooklyn churches*
  - Targeted stakeholder groups & surrounding property owners reached through Direct Mail
  - Posted on different groups’ Facebook pages
Community Outreach
What We Have Heard

• **Economic Opportunity/MWSBE Participation:**
  - Desire for MWSBE businesses and retailers to participate
  - Challenge of access to capital for small businesses
  - Need for job training (Entrepreneurial Academy)
  - Economic diversity

• **Affordable Housing:**
  - Serve wider range of incomes
  - More units
  - For-sale affordable homes
What We Have Heard

• **Walkability & Connectivity**
  - Want walkable community, less reliance on cars
  - Safe connectivity for seniors and others to surrounding businesses and services, parks and other parts of Uptown and Midtown

• **Arts & Culture:**
  - Space for arts and entertainment
  - Desire for theatre or amphitheater for performing arts
  - Relocation of Third Ward shotgun houses
What We Have Heard

• **History & Heritage**
  - Design that evokes Brooklyn, integrating historical imagery
  - Incorporating Brooklyn names into development
  - Myers Passage repeatedly well reviewed
  - Statues, monuments and historical references
What We Have Heard

• **Open Space**
  - Preserve scale of existing park
  - Programmable for community events
  - Trees to provide shade
  - Less hardscaping
  - Fountains or water feature
  - Family friendly space with features for children

• **General Comments**
  - Design Quality / Variety of Architecture
  - Sustainability
  - Opportunity for churches
  - Seniors
Thank You!
Next Steps

• November meeting with Mecklenburg County Commission
• Confirm program elements
  – Consider thematic public input
  – Confirm market assumptions
• Contract negotiation
• Rezoning process/opportunity for community feedback
• Park design/community feedback
• Continued monitoring and stakeholder outreach
Questions?
Connect...

Facebook: brooklynvillageclt
Twitter: @brooklynvlgclt
Websites: brooklynvillage-clt.com
http://meck.co/BrooklynVillage