Session 3:

Workforce Housing & Public Open Space
Proposals: Key Elements

- **Development Team and Qualifications**
  - Team members involved and relevant experience

- **Horizontal Development Program**
  - A minimum of 1.6 AC of open space, with at least 1.5 AC intended for recreation, consistent with current zoning

- **Affordable Housing**
  - A minimum of 30 housing units dedicated to households at or below 80% of area median income

- **Deal Structure and Program Delivery**
  - Description of County’s role, if any

- **Financial Statements and Financing Plan**
  - Evidence of successfully financing and executing similar projects
Proposals: Evaluation Elements

• Redevelopment Approach
  • Mixed-use; high quality; supports long-term economic development; commits to affordable housing; respects history

• Financial Offer and Terms
  • Comprehensive financing plans; competitive purchase price; viable deal structure

• Relevant Experience and Qualifications
  • Recent experience; public-private partnerships; complex projects

• Financial Soundness and Capability
  • Meeting past obligations; ability to secure financing for both development and operations (if holding)

• Interview
BK Partners – Redevelopment Approach

• Program with a diverse mix of uses, including office and hotel components which provide employment and supports longer-term economic development

• 2,690 jobs created during construction; 2,719 ongoing

• Creates active neighborhood, with a commitment to at least 107 units of affordable housing distributed throughout market-rate properties

• Retail program is also diverse, with opportunities for local businesses, national brands, restaurants, and entertainment venues

• Key components are delivered in first phase, including open space and cultural amenities; affordable housing delivered in all three phases
BK Partners – Redevelopment Approach

• Commitment to opportunity, with a stated goal of 35% MWBE participation throughout project lifecycle

• Entrepreneurship and workforce training programs for minority youth

• Thoughtful and comprehensive community engagement strategy, with an exhaustive list of stakeholders and identified consultants

• Creative celebration of the site and the neighborhood, with good detail around proposed memorial, monuments, open space, cultural center, and other public art

• Does not require old Metro School property

• Innovative parking solutions, including demand management and shared spaces, ensuring that structured parking is not overbuilt
TEAM: BK PARTNERS LLC

- Peebles Corporation
- Conformity Corporation
- Stantec

Supported by: Perkins & Will | ColeJenest & Stone | Urbane Environments | Yellow Duck Marketing | and many more…
The Peebles Corporation
22,000 person, 400 office, global design services firm

Interdisciplinary services – planning, urban design, architecture, engineering, program management

Charlotte office since 2000 – multi-disciplinary services including planning, urban design, surveying and engineering

Substantial urban practice in 18 & 24-hour cities across North America
## Housing Affordability Types

<table>
<thead>
<tr>
<th>Type</th>
<th>&gt;30%</th>
<th>40%</th>
<th>60%</th>
<th>80%</th>
<th>100%</th>
<th>120%</th>
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<tbody>
<tr>
<td>Public</td>
<td></td>
<td></td>
<td><img src="#" alt="Red Marker" /></td>
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<tr>
<td>Subsidized</td>
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<td><img src="#" alt="Green Marker" /></td>
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<td></td>
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<td><img src="#" alt="Blue Marker" /></td>
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</table>

Source: FNMA and The Urban Land Institute
## Ownership/Providers/Funding

<table>
<thead>
<tr>
<th>TYPE</th>
<th>OWNERSHIP</th>
<th>PROVIDERS</th>
<th>FUNDING</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Public Housing:</strong>&lt;br&gt; &lt;30% of AMI up to 80%</td>
<td>Public</td>
<td>Housing Authorities</td>
<td>Public (Federal)</td>
</tr>
<tr>
<td><strong>Subsidized:</strong>&lt;br&gt; 40%-80% of AMI</td>
<td>Private</td>
<td>Market Non-Profits</td>
<td>Subsidies / Vouchers Credits Private Financing</td>
</tr>
<tr>
<td><strong>Workforce:</strong>&lt;br&gt; 60%-120% of AMI</td>
<td>Private</td>
<td>Housing Authorities Non-Profits Market</td>
<td>Subsidies (case by case) Private Financing</td>
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</table>
Housing Affordability

• What is Area Median Income (AMI)?

• When looking at the AMI of an area, 50% of households earn more than the AMI number and 50% of households earn less than the AMI number.

• The AMI for Mecklenburg County is $67,000 for 2016.

**Mecklenburg County is part of the Charlotte-Concord-Gastonia, NC-SC HUD Metro FMR Area**
Housing Affordability

- BK Partners will provide 10% of its rental units to households earning 80% of AMI.

- What would that mean today? We get our answers from the Department of Housing and Urban Development (HUD).
**Housing Affordability**

**“Monthly Housing Costs” in the table above are the monthly expenditures for shelter and include utilities and insurance and are affordable to households earning 80% of AMI. HUD caps the Monthly Housing Costs at 30% of the AMI reflected in the top row. HUD adjusts AMI based on the number of persons in a household. These details and others are available at:**


<table>
<thead>
<tr>
<th>Persons In Family</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
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<tbody>
<tr>
<td>AMI = $67,000</td>
<td>$37,550</td>
<td>$42,900</td>
<td>$48,250</td>
<td>$53,600</td>
<td>$57,900</td>
<td>$62,200</td>
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<tr>
<td>Monthly Housing Costs **</td>
<td>$939</td>
<td>$1,073</td>
<td>$1,206</td>
<td>$1,340</td>
<td>$1,448</td>
<td>$1,555</td>
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</table>
Workforce Housing - Required

30 Units
@ 80% A.M.I.
Workforce Housing - Delivered

107 Units @ 80% A.M.I.
The Design Vision
Rooted in Second Ward’s historic vitality

1768
Charlotte, North Carolina incorporated as a city.

1886
Myers Street School, built in 1886, also known as Jacob’s Ladder, is the only public grade school serving African-Americans in North Carolina until 1907.

1880s - 1950s
Brooklyn Neighborhood is the heart of Charlotte’s African-American community.

1905
Bessemer Library for Negroes becomes the first public library for African-Americans in North Carolina. Located in the heart of Brooklyn, the library was funded by the City of Charlotte and donations from the black community.

1923
Second Ward High School dedicated: The school is the first school to serve African-American teenagers in Mecklenburg County. For nearly five decades this building represented the heart of the Brooklyn Community.

1949
Carver College opens a branch at Second Ward High School offering eight classes for World War II Veterans.

1961
As part of urban renewal, the Charlotte City Council votes to clear eight blocks of the Brooklyn neighborhood at the cost of $1.4 million.

1963
Demolition of Brooklyn businesses, homes and churches begins.

Late 60s - Early 70s
Development of current government facilities/Marshall Park construction

2000
Adoption of 2010 Vision Plan

Early settler’s cabin - 1849
Myers Street School, “Jacob’s Ladder” - c. 1907
Bessemer Library - c. 1906
Second Ward H.S. Student Council - 1945
Second Ward High School - 1949
Second Ward District - 1976
Second Ward District - 2001
Government Building - 1940s
Bessemer Library - 1963
Older Residents - c. 1963
Charlotte 2010 Vision Plan - 2000
Connecting to Center City’s dynamic energy
Brooklyn Village North: 2nd Street
Second Street as a Festival Street
Creating a great park
Creating a great park

Why?
Creating a great park

Why?
What?
Creating a great park

Why?
What?
How?
WHY? Goals for placemaking

**Social**
Encourage interaction and social moments; build community

**Cultural**
Tell stories of the times, region, city or neighborhood

**Civic**
Feature notable design and/or landmarks exemplary of the spirit or “zeitgeist” of the area; be inclusive and accessible to all.
WHAT: Interactive spaces
WHAT: Communal spaces
WHAT: Social spaces
WHAT: Natural spaces
WHAT: Adaptable spaces
WHAT: Intimate spaces
WHAT: Personal spaces
Telling the Brooklyn Story
HOW: Permanent fountains, trees, paving...
HOW: Weekend festival
HOW: Weekend festival
HOW: Event on wheels
The Green

Courthouse Plaza

Pearl Street Park

Little Sugar Creek Greenway
CAPTIVATE the user by pulling them into the site using lighting, color, and art.

ACTIVATE Myer's Passage through paving patterns and architectural features.

INVIGORATE existing Stonewall Street with unique pedestrian crossings.
Connecting to Uptown
Connecting to Midtown
Center City Existing Public Space Studies

The Green | Third Ward

Acreage: 1.4

Program:

• Lawns
• Interactive water feature
• Art
• Seating: fixed, movable, & covered
• Commercial parking deck below
Center City Existing Public Space Studies

Gateway Gardens | Fourth Ward

Acreage: 1.63

Program:

- Plaza
- Central lawn
- Interactive water feature
- Art
- Seating: fixed, movable, & covered
- Surrounded by residential and retail
Public Space Precedent Studies

Pioneer Square | Portland, Oregon

Acreage: 1.25
Program:

- Retail with pavilion
- Interactive water feature
- Tables
- Seating: movable, fixed, & covered
- Flexible plaza space
- Amphitheater
Public Space Precedent Studies

Typical Square | Savannah, Georgia

Acreage: 1.3

Program:

• Natural green space
• Walking paths with strong street connections
• Seating: fixed
• Water features
• Art
Public Space Precedent Studies

Campus Martius | Detroit, Michigan

Acreage: 1.4

Program:

- Retail
- Water feature
- Tables
- Seating: movable, fixed, & covered
- Beach
- Great Lawn with stage pavilion
Public Space Precedent Studies

One Channel Center Park | Boston, Mass.

Acreage: 1.5

Program:

• Seating: movable & fixed
• Great lawn
• Dog park
• ½ Basketball court
• Play space
Public Space Precedent Studies

Post Office Square | Boston, Mass.

Acreage: 1.7
Program:
• Seating : fixed
• Great lawn
• Retail
• Pavilion
• Water feature
• Underground access to public transportation station and parking
SECOND WARD PARK
77,000 SF (1.77 acres) TOTAL

65,500 SF (1.5 acres)
RECREATION PROGRAMS: PARK GREENS, PLAY AREAS, WATER FEATURES, FOOD TRUCKS, SEATING, 2ND WARD MEMORIALS

OPEN SPACES AT
MYERS PASSAGE
5,100 SF (0.12 acres)
PARK GREENS, PLAY AREAS, SEATING
SECOND WARD PARK
77,000 SF (1.77 acres) TOTAL
65,500 SF (1.5 acres)
RECREATION PROGRAMS: PARK GREENS, PLAY AREAS, WATER FEATURES, FOOD TRUCKS, SEATING, 2ND WARD MEMORIALS

OPEN SPACES AT
MYERS PASSAGE
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77,000 SF (1.77 acres) TOTAL
65,500 SF (1.5 acres)
RECREATION PROGRAMS: PARK GREENS, PLAY AREAS, WATER FEATURES, FOOD TRUCKS, SEATING, 2ND WARD MEMORIALS

OPEN SPACES AT
MYERS PASSAGE
5,100 SF (0.12 acres)
PARK GREENS, PLAY AREAS, SEATING
Public Space Precedent Studies

Bethesda Row | Bethesda, Maryland

Acreage: 0.3

Program:

• Retail lined
• Festival street
• Seating: fixed, movable, & covered
• Seasonal uses: Christmas tree, markets, festivals, etc.
Festival Streets

Pearl Street Mall (CO) & Harvest Dinner Party (NJ)
Festival Streets

Sante Fe Railyard (NM) & South Spring Street (PA)
1. Which programming and design elements should be included in the park and other parts of the public realm drawing from precedent examples?

2. Are there other features of a place/park and not shown in our examples that you've always admired and think would be a good fit for Brooklyn Village's public spaces.

3. Of the features we are currently working to design into the Brooklyn Village park, which do you think is the most important:
   - Myers Passage
   - Programmable Parks Spaces
   - Festival Street
   - Other Elements
Questions?
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Website   brooklynvillage-clt.com

http://charmeck.org/mecklenburg/county/BMC2U/Pages/Brooklyn-Village-Redevelopment.aspx