



# Brooklyn Village and Walton Plaza Master Developer Solicitation

Request for Qualifications  
Information Session

November 3, 2015

# Agenda

## Background

## RFQ Overview

- Opportunity
- Guiding Principles
- Evaluation Criteria

## Solicitation Process and Schedule

## Q&A

## Site Tour



# Brooklyn Village and Walton Plaza



# Local History



## 1860's

The Second Ward's strong local businesses and housing stock attracted many freed African-Americans, especially post-Civil War.

## 1900's

The broader neighborhood became known as Brooklyn, and was home to a majority of African-American residents by this period.

## 1961

Eight blocks within Brooklyn were cleared for a large-scale urban renewal project, eventually displacing 1,000 families and many businesses



# Past Planning Efforts

## Planning

- The **Second Ward Master Plan**, adopted in 2002.
- The Center City 2010 Vision Plan incorporated specific planning and development goals for the Second Ward, which were reaffirmed in the **Center City 2020 Vision Plan**.

## Zoning

- The **Brooklyn Village** property was rezoned in 2007 from Uptown Mixed Use District (UMUD) to UMUD-Optional, providing for additional flexibility and exceptions from UMUD, which allows for residential, office, hotel, retail, educational, institutional, and small-scale manufacturing and other uses.
- Variation from the existing UMUD-O zoning may be required to follow a typical amendment/application process.
- The **Walton Plaza** is currently zoned UMUD.
- Variances or rezonings may be needed; the County will consider supporting these efforts.



# Recent Market Trends



Uptown Charlotte's population increased 122% from 2000 to 2013. There is a strong residential development pipeline in the Second Ward today, with continued opportunity to capture a growing population.



Over 70% of the City's existing 4,500 hotel rooms are in the immediate area, while the local tourism industry sees additional demand for as many as 1,000 new hotel rooms.



While Uptown is home to an established office market, strong recent leasing activity and a low vacancy rate suggest additional opportunities for new office space in the area.



With low vacancy throughout Uptown Charlotte and a lack of quality retail in the Second Ward, new retail will fill a market need, provide an amenity to mixed-use development, and activate the streetscape.



# Project Objectives

- Facilitate creation of a program that creates **long-term economic development benefits** for the County and surrounding community.
- Complete development of a **high-quality program in a timely and efficient manner.**
- Create and execute a thorough **local resident and stakeholder engagement process**, in which local input is reflected in the eventual development program.
- **Maximize the near-term financial return** to the County upon acquisition of these parcels, while balancing the above goals within the development program.



# Submission Requirements

## I. **Development team**

Name firms engaged; resumes for key personnel; organizational chart; joint venture structure, if applicable

## II. **Relevant prior experience**

Provide evidence of developing workforce housing, mixed use destinations, historical components; public-private partnerships

## III. **Conceptual site plan**

Furnish written narrative and high-level site plan; reflect phasing and timeline; describe design scheme and community engagement strategy

## IV. **Financial capability**

Share current financial position, history of securing capital; composition of real-estate portfolio, if applicable; agreement with deal structure

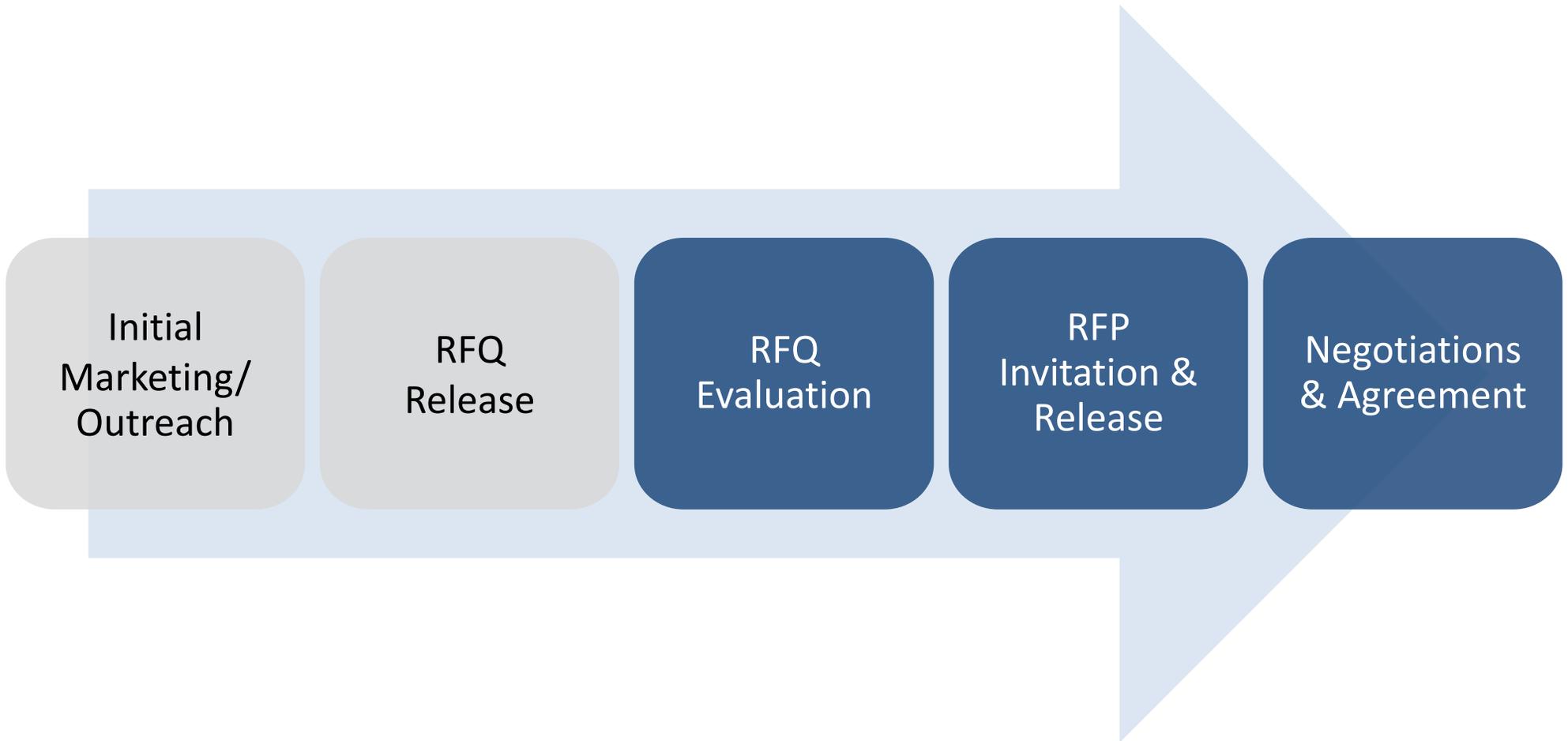


# Evaluation Criteria

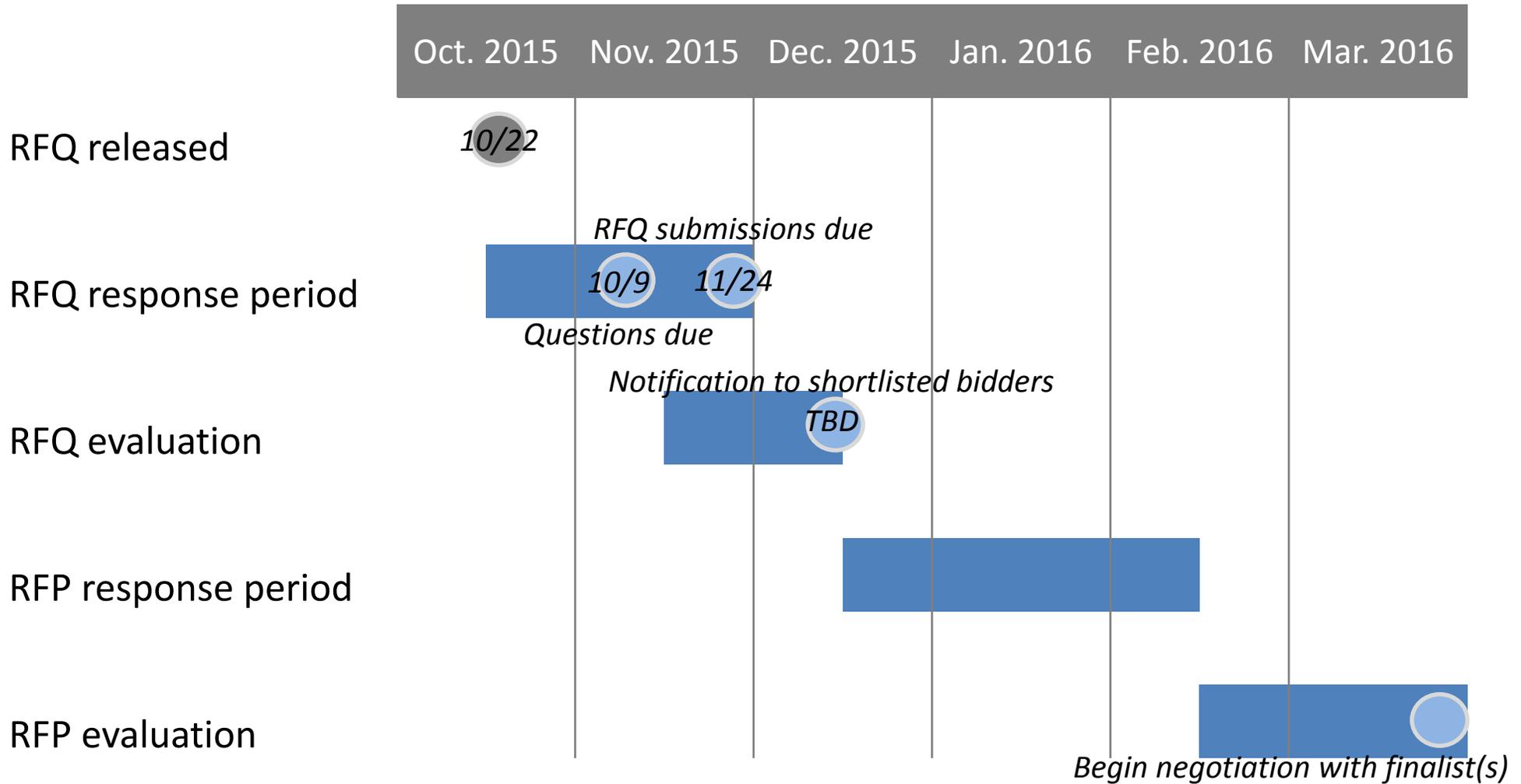
Criterion	Goals	Weight
<b>Redevelopment Approach</b>	<ul style="list-style-type: none"><li>• Adherence to vision of prior master plans</li><li>• Creation of a mixed-use neighborhood</li><li>• Integration of employment-driven uses</li><li>• Commitment to affordable housing</li><li>• Incorporation of community input and respecting the site's historical context</li></ul>	<b>40%</b>
<b>Relevant Experience and Qualifications</b>	<ul style="list-style-type: none"><li>• Completion of projects similar in size/ scope</li><li>• Record of public-private partnerships</li><li>• Demonstration of achieving community objectives</li></ul>	<b>30%</b>
<b>Financial Soundness and Capability</b>	<ul style="list-style-type: none"><li>• Confirmation of fiscal capacity to undertake project</li><li>• Evidence of a history of meeting financial obligations in similar ventures</li></ul>	<b>30%</b>



# Selection Process



# Solicitation Schedule



# RFQ Key Dates

Milestone	Date
RFQ released by County	October 21, 2015
Pre-bid conference	November 3, 2015
Deadline for questions to County	November 9, 2015
Response to questions posted by County	November 16, 2015
Qualification submissions due	November 24, 2015
Evaluation	November 24 - December 14, 2015



# Contact Information

Questions asked at the pre-bid conference and submitted online will be posted on the County's website at:

[www.charmeck.org/redevelopment](http://www.charmeck.org/redevelopment)

All other questions regarding this RFQ should be submitted via email only to:

[redvelopment@mecklenburgcountync.gov](mailto:redvelopment@mecklenburgcountync.gov)

Submissions should be delivered to:

**HR&A Advisors, Inc.**

**ATTN: Mecklenburg County Solicitation Team**

**99 Hudson Street, 3rd Floor**

**New York, New York 10013**

