

TEAM SNAPSHOT

Charlotte, North Carolina



AISHA ALEXANDER NEIGHBORHOOD RESOURCE MANAGER, CITY OF CHARLOTTE
Neighborhood development experience Sets the strategic vision and implementation plan for the City's youth, energy, environmental and community outreach and engagement programs; established and managed City of Philadelphia's Community EPIC Stakeholder Groups
I want to learn about how EcoDistricts can help to spur economic development and combat nutrition and hunger.
One challenge I'd like to address is how to engage and involve challenged communities.



TED BOYD CHARLOTTE CENTER CITY PARTNERS DIRECTOR, HISTORIC SOUTH END
Neighborhood development experience Project management and digital media expert; coordinates CCCP staff; works with the stakeholders in Historic South End
I want to learn about sustainability practices at the macro and micro levels to a neighborhood district.
One challenge I'd like to address is finding all of the current sustainable practices, buildings and efforts in order to chart a plan and tell the story.



DARLENE HEATER
VP OF NEIGHBORHOOD DEVELOPMENT & SPECIAL PROJECTS, CHARLOTTE CENTER CITY PARTNERS
Neighborhood development experience Works directly with urban neighborhoods to strengthen involvement; grew, developed and promoted brand awareness for Uptown and South End neighborhoods
I want to learn about key tactics to evolve a neighborhood into an EcoDistrict.
One challenge I'd like to address engaging short-term renter residents in community initiatives and neighborhood improvement activities.



MICHELLE MOORE
DEPUTY DIRECTOR OF SOLID WASTE SERVICES, CITY OF CHARLOTTE
Neighborhood development experience Over 20 years with the City of Charlotte and Mecklenburg County; managed the transition to single-stream recycling for Charlotte.
I want to learn about approaches taken in other cities to engage the community.
One challenge I'd like to address is how to balance economic and environment values in order to make the business case for environmental initiatives.



ROB PHOCAS, JR., MEM ENERGY & SUSTAINABILITY MANAGER, CITY OF CHARLOTTE
Neighborhood development experience Oversees the City's environmental and energy efficiency programs; helped to develop new environmental variables to be included in the 2012 Quality of Life Study
I want to learn about different projects and partnerships constituting a successful EcoDistrict.
One challenge I'd like to address is identifying and establishing partnerships to achieve sustainability initiatives.



NICOLE R. STOREY, AICP *team lead*
COMMUNITY ENERGY CONSERVATION COORDINATOR, CITY OF CHARLOTTE
Neighborhood development experience 15 years specializing in the physical, social and economic development of communities; responsible for the development and administration of neighborhood, commercial and multi-family community-based sustainability programs
I want to learn about communicating sustainable practices and providing funding and financing.
One challenge I'd like to address is moving forward with new neighborhoods without grant funding.

PROJECT SNAPSHOT

South End District



Located south of uptown Charlotte, the South End area was established in the 1850s along Charlotte's very first railroad. South End quickly thrived as a manufacturing center until the 1970s when its booming factories and textile mills experienced a sharp decline.

The South End (or Historic South End) is a mixed-use neighborhood featuring a variety of shops, restaurants and markets within walking distance to residents and employees. Contributing to South End's renaissance is its designation as a Municipal Service District (MSD). Established in 1999, the MSD manages an incremental property tax, which is reinvested in the district.

Paramount to the area's renaissance is Charlotte's first light rail line, the LYNX Blue Line, which connects people to jobs, shopping and recreation. The Blue Line accommodates roughly 15,000 daily riders and provides four light rail stations within the district.

Why this neighborhood?

Charlotte's Historic South End neighborhood is a community with a rich history of innovation. Once a center of Charlotte's manufacturing and mills, the community has transformed into a hub of strong retail, entertainment and housing through leveraging Brownfield Redevelopment funds.

The South End attracts a young population that embraces elements of a sustainable lifestyle: riding light rail, walking to convenient commerce and supporting the local-food economy.

As a Municipal Service District (MSD), the South End community pays a surtax to receive additional staff support for their initiatives. They have contracted with Charlotte Center City Partners (CCCP) for this support, giving the community the human and financial resources to manage and implement a sustainability plan and resulting initiatives. The neighborhood includes more than 3,000 dwelling units and hundreds of offices, retail and other non-residential structures. Redevelopment of these areas could present opportunities for common open space elements, providing recreational opportunities and pedestrian safety.

top 3 Neighborhood PRIORITIES:

1. Establishing Historic South End as a nationally, if not internationally, recognized EcoDistrict
2. Creating a toolbox of strategies that can be utilized in Historic South End as well as replicated in future EcoDistrict neighborhoods
3. Establishing "buy-in" from residents and the business community to ensure the long term success of the EcoDistrict initiative

top 3 Neighborhood CHALLENGES:

1. Finding mechanisms to encourage and incentivize reinvestment in existing properties to be more efficient and to develop "green" amenities & services
2. Communicating benefits and establishing "buy-in" from residents and the business community to ensure the long term success of the EcoDistrict Initiative
3. Identifying funding including grants, local funding and partnerships to fully implement the selected sustainability initiatives