



MoRA Board Meeting August 19, 2019 – Venue: Hawthorne’s Pizza

Board Members, Committee Members, and Advisors: Richard Darlington, Catherine Hall, Kathy Hill, John Lincoln, Rex Jones, Sherrie McLamb, Jack Miller, Ari Rodriguez, James Scanlon

Excused Board members: Dean Brodhag, Paul DiPirro, Ben Hutchins, Matt Chambers

Guests in attendance: Gwen Fortney, Frank Summers

Welcome, Introductions, Organizational Procedures	
	<ul style="list-style-type: none"> ● Meeting was called to order at 6:00pm. ● The June 2019 minutes were approved by unanimous vote. ● Treasurer’s Report was presented ● Chair/Vice Chair agenda items: <ul style="list-style-type: none"> ○ Catherine Hall unanimously and enthusiastically approved as a board member. ○ Board of Realtors Education Committee has asked for us to do a presentation to their members in the fall, date to be determined. ○ “What is MoRA” video is moving forward, though slowly. It will be 2-4 weeks before the final product can be distributed. Ritz Marketing is producing this video for MoRA with our guidance and assistance.

Government Committee Report	
	<ul style="list-style-type: none"> ● Committee report, see highlighted sections. James Scanlon brought attention to the following: ● City and county FY 2020 budget. The City money for Vision Zero and pedestrian safety is still there. Allocated placemaking grants, some Tree Charlotte endowments – if we want to get involved. We haven’t drilled down to see what funds are allocated for our area. ● County budget has a big budget for housing, \$22.5m. Parks and Rec budget has been bumped up to include 30 miles of greenways by 2023. ● Dave Molinaro has been working on Mason Wallace funding for amenities but has had limited success in identifying sources of financial support. ● County money – what ideas do we have? Susan Harden has said we should bring ideas to her. ● This is an election year – it’s a good time to be in touch with our elected officials. ● Rather than our usual Civic Open House, we’re discussing including a forum for candidates. We’re also planning workshop topics to possibly include affordable housing, flips/infill, the bond measure including the Arts & Science Council tax increase, and Silver Line update. ● Matt Chambers, can you promote early voting on FB? Primary is September 10. Local

	<ul style="list-style-type: none"> races especially! James gave an update on rezonings (see report).
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Arts, Culture & Education Committee Report	
	<ul style="list-style-type: none"> John Lincoln gave an update regarding the mural being installed on the wall at Monroe and Idlewild: Kathy and John met with Rachel Stark from the City. Within 2-3 weeks the artists will meeting with the steering committee (panel of local residents that have been involved since the beginning) to unveil the semi-final design. There will be elements of the design that include ‘Easter Eggs,’ little surprise visuals to be explained on our website where, hopefully, a mural webpage will live. These visuals will also be presented on foamboard to be distributed to and displayed at our five area schools and the library (the City will create and pay for the foamboards, and we will be responsible for our webpage). There may be an event to celebrate its installation and unveiling. We will try to get media attention as a good news story. Rex gave status update for Thursdays Live. The event has been a big success with crowds of over 350 at each, people coming prepared with their own chairs and blankets, teens making it a hangout with friends, overwhelmingly positive feedback. Due to sponsorship shortfalls, we will be about \$3,300 short by the end of the 2019 music series, in September. We discussed how to handle the shortfall, and by unanimous board vote it was decided to cover the shortfall from the MoRA bank account. With two seasons behind us and a steady crowd of almost 400 residents at each event, we can make a case for raising the sponsorship rates on at least some potential sponsors. As Edge City Brewery opens and takes on some of the responsibility for events, the financial dynamics may well change.

Communications Committee Report	
	<ul style="list-style-type: none"> Upcoming blogposts to be written/posted on new MoRA businesses (Orthodontist Dr. Sprowl (Kathy), Crepe Bistro (John), NoDa Yoga (Kathy), Kona Snow (John). Board members are invited to write stories of individuals or businesses to highlight because original stories attract the most attention and views.

Business Outreach, Sponsorships & Advertising Committee Report	
	<ul style="list-style-type: none"> Kathy reported that she’ll be meeting with the owners of 1) Pop-up Yoga Charlotte, who would like to create some MoRA popups, and 2) NoDa Yoga, who are opening a studio at the new retail center Oakhurst on Monroe, near Swirl bakery. Frank Summers has been to several MoRA board meetings to date. For his own business purposes, Frank routinely reaches out to MoRA area small businesses to introduce himself and his business (he is a financial advisor for Edward Jones) to introduced himself. He said that these new businesses have told him they’re now seeing things like parents walking with strollers, joggers, etc that they’ve never seen before, indicating to them the positive change in the area. Frank said that MoRA

	<p>businesses might benefit from having a closed Business Group within Facebook so that they can get to know each other and share information. Frank has offered to be the administrator. The board thought that this closed business group was a good idea, and that we should go ahead with it. Kathy will talk to Matt Chambers as well as our marketing advisers to be sure the idea, the plan, and the rollout all make sense and happen in a coherent way.</p>
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New business	
	<ul style="list-style-type: none"> • Ari Rodriguez shared information regarding his running club, Charlotte Track Club. Charlotte Track Club is focused on making Charlotte a healthier, more active community in order to improve families' lives. They want to promote local runs, 5Ks, track meets particularly in the MoRA area to capitalize on MoRA's parks (ie McAlpine, one of the best 5K courses in the Southeast US) and area businesses. They've been approached by Winthrop University to bring the world's oldest, fastest man to promote an upcoming event. They've done a little fundraising, but could use MoRA's financial assistance, assistance with awareness, and promotion of events and weekly practices. Charlotte Track Club has 501c3 tax status and they welcome all ages and fitness levels. • Catherine Hall reported on the historic slave cemetery; most of the fencing, signage and parking spaces are likely to be installed next year. It might be a great City Walk destination for next spring. • Catherine also reported as to the trees that were mistakenly cut down along Monroe Road that there is a commitment to spending a portion of the \$150K fine on hardwood trees, perhaps to be planted as early as this fall. • Richard Darlington reported that there was a Stonehaven home for sale which said on the realtor flyer "located in the up-and-coming MoRA area." 😊 • Guest Gwen Fortney introduced herself, she has started a nonprofit called Bright Hopes which implements projects that improve the school attendance of CMS students. She is also a member of Ben Salem Presbyterian Church and joined us to possibly become involved with MoRA. • John Lincoln has communicated with Matt Olin regarding giving a 30 second MoRA pitch at an upcoming Creative Mornings event as well as possibly telling the MoRA story in the future.
	<p>The meeting was adjourned at 8:20pm.</p>

Next meeting(s)	5 minutes
	Tuesday, Sept 17, Hawthorne's Pizza, 6pm
	Thursdays Live, September 19 (last one of the season!)

Minutes by: Kathy Hill

(Attachments below)

Email from Realtors' Association Education Advisory Group:

← ▾ McLaughlin, Courtney

I am from the Realtors Association and our Education Advisory Group made up of Realtor members are excited about hosting a MoRA program this fall. Would you be available to speak to our members or do you have a contact I should reach out to? Thanks for the help.

Below are a few of the questions/topics they suggested be covered in a presentation. I know you meet with your group on Tuesday. Let me know your thoughts. I'm out next week but back on Monday, August 26. Let me know when you can touch base. Thanks!

- The committee was interested in knowing about any residential or commercial projects that have come to the area in the past 18 months to two years as well as what other projects and plans that are in the works (or dream stages) for residential and commercial.
- How did the MoRA organization start and what does it hope to evolve into? What is the mission of the organization?
- Outline some annual events in the area.
- Information about the identity of MoRA – what it has to offer its residents and businesses and how it fits into the larger Charlotte area.
- Future plans for transportation in the area.

Thanks for the help, have a great week!

Courtney McLaughlin
Education Services Coordinator
Mingle School of Real Estate
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MoRA Government Committee Report August 20, 2019

[new information highlighted]

- I. Engagement with City Council/Commissioners
 - a. Will seek engagement with City and County governments MoRA related programs and initiatives, esp. those addressed by 2020 budget items.
 - i. City Budget *need to update*
 1. Bike & Pedestrian
 - a. Vision Zero: FY19 - \$2 million;
 - b. Sidewalk and Pedestrian Safety: FY19 - \$30 million;
 - i. Jack had reached out to Angela Barry to get help with installing a traffic light or pedestrian beacon where Knickerbocker and Monroe intersect. After no progress, Jack and Ben have been working with Roy Goode and Matt Newton to push this.
 - ii. Ben Hutchins has been in contact with Will Wigg from Charlotte DOT to discuss how to request. Matt Newton put us in contact with Will.
 - c. Bicycle Travel: \$4 million
 2. Neighborhood Investments
 - a. Comprehensive Neighborhood Improvement Prog: FY19 - \$40 million
 - b. Placemaking: FY20 - \$250,000
 - i. Identify eligible projects
 - c. Neighborhood Matching Grants: FY20: \$400,000
 - i. Need to apply
 - d. TreesCharlotte: \$100,000, in addition to the programmed FY19-20 endowment support of \$600,000 for an updated total of \$700,000
 - e. Neighborhood Reinvestment Program: \$5 million
 - ii. 2020 County Budget
 1. Affordable housing – FY20 – \$22.5 million
 - a. \$11.2 million rental subsidy program
 2. Parks and Rec – FY19 - \$41 million budget; FY20 - \$54.3 million
 - a. Greenways – FY20 budget of \$30 million to complete 30 miles by 2023.

- b. Dave Molinaro is heading up a citizen led-effort to partner with Park and Rec to improve Mason Wallace Park
 - i. Model for developing plans for improvements to McAlpine Creek Regional Park and at 5715 Monroe Road property. Need to work with
 - ii. MoRA Reps met with Dave Molinaro, Roy Goode, representative from Meck Co. Parks and Rec and other neighborhood leaders on 4/9/19 to discuss coordination on Mason Wallace funding requests (specifically Hendrick), options for improvements, potential funding sources, and how MoRA can support the effort.
 - iii. The Mason Wallace team asked if a MoRA Rep could sit on the steering committee for the Mason Wallace project. Paul D. has offered to fill this role.
 - 1. Per Dave Molinaro: *We meet as needed; we are in regular email contact; we may tour the park to plan a cleanup event; the four current members will lead volunteer work crews during cleanup events; we have split up attending several of the recent meetings that involve promoting and organizing for the major park improvements.*
 - iv. Need to confirm next Mason Wallace work day from Dave Molinaro.**
 - v. Mason Wallace work days have been well attended, with Dave M. indicating several folks said they came because they saw information sent out by MoRA.
 - vi. Meeting with Hendrick?**
 - vii. Dave M. and Paul D. grant application(s)?**

3. CMS – Further East Meck improvements

- b. Engagement status with local officials
 - i. City Council (District)
 - 1. Engagement – Newton (5); Bokhari (6); Egleston (1); Eiselt, Ajmera (AL)
 - a. Pushing for Knickerbocker intersection light with Matt Newton, as noted above.
 - b. Discussing rezoning, affordable housing issues with Newton
 - 2. No engagement – Mitchell, Winston (AL)
 - ii. County Commissioners (District)
 - 1. Engagement – Jarrell (4); Harden (5)
 - 2. No engagement - Rodriguez-McDowell (6), Cotham, Fuller, Scarborough (AL); Dunlap (Chair, 3); Powell (Vice-chair, 1)
 - iii. Town of Matthews
 - 1. Met with Mayor Paul Bailey, Town Manager Hazen Blodgett, and Senior Planner Jay Camp to introduce ourselves, offer MoRA’s advocacy for Monroe Rd in Town of Matthews north of 51 and find common ground with pursuits (greenways).
 - a. Catherine Hall will be joining our board and has extensive expertise working with Matthews officials on Rezoning.

II. Independence Trail/ Rama/Idlewild Intersection/Vision Workshop –

- a. Real estate acquisition has begun on the Briar Creek bike/ped improvement project
- b. The project team has submitted right-of-way plans to the North Carolina Department of Transportation. A public meeting will take place in summer 2019 to share the final plans

III. Rezoning

- a. MoRA Point Site plan Amendment *2019-041*
 - i. Public presentation scheduled for April 2nd at Independence Library, hosted by Petitioner’s Agent on behalf of Selwyn/ Suncap.
 - ii. Amendment requests increase in building space to accommodate a potential tenant. Full details not available yet - Jack is corresponding with Bridget Grant to obtain submission.
 - iii. Also will be opportunity for updates on progress on site development, including elements associated with opening of Aldi, buildout of road and path network, pending opening Starbucks and Verizon, and more.
 - iv. Meeting April 2nd was well attended. Summary posted on MoRA website.
 - v. Amendment approved on May 20, 2019.

b. Hendrick Site Plan Amendment *2019-070*

- i. Seeking to add .64 acres to a previous rezoning petition (no. 2016-141) at the northwest intersection of Wallace Road and East Independence Blvd.
- ii. Community Meeting was held on Wednesday, July 31, 2019 at 6:30 pm at the Hendrick Independence Center located at 6030 E. Independence Blvd.
- iii. Some clarification on NCDOT projects
 - 1. Wallace/ Sharon Forest improvements
 - 2. Independence overpass at Sharon Forest
- iv. Hendrick donating playground at Abbots Glenn

c. Wallace Road Rezoning for multifamily rental project *2019-074*

- i. On April 24th Kathy, James and Jack met with Paul Pennell of Urban Design, and Josh Jolley (owner/developer) to get a preview of a proposed rezoning of approximately 4 acres on Wallace Lane, backing onto Mason Wallace park.
- ii. Currently rental or abandoned single family residences
- iii. Rezoning petition has not shown up on the City website yet.
- iv. Proposal is for approximately 90 units, 1-2 bedroom. Smaller, 18-unit buildings.
- v. Discussed potential inclusion of affordable housing and developer seemed open to including.
- vi. Put developer in contact with Dave Molinaro to discuss potential synergies with his work on Mason Wallace park revitalization.
- vii. Kathy met with Josh Jolley, Paul Pennell and Matt Newton on June 17th. Kathy's meeting notes:
 - 1. Josh hasn't yet secured an architect (maybe Urban Design) and so they don't have sketches of what they'll look like. I asked Josh if he could name developments in Charlotte that he thought would be similar, and he thought he could do that. (His brother-in-law's Miami projects wouldn't be similar since the two cities are so stylistically different, but he could share the names if we wanted).
 - 2. Currently R3 zoning but that will change (they through out a lot of zoning letters and numbers that went over my head). The Planning staff supports this project. It's being proposed as MUDD so that there is community engagement sought.
 - 3. It will take at least 3 years to be fully built. Comments from the Planning Department are expected by the end of July, and therefore a community meeting must be held before then. Paul and Josh will reserve the Independence Library's conference room in July; they'll coordinate available dates with us so that we can be involved if we wish.
 - 4. Statistics: 4 acres, 5 three-story buildings, up to 90 units. Matt Newton asked about community spaces where the residents could gather. They're planning a little park area that would act as a buffer for the homes behind. They said there should also be meeting/gathering space at or near the leasing office.
 - 5. Parking ratio is 1.65 which, apparently, is not a generous allotment and so cars would likely be parking on Pineborough. Paul and Josh have gone back and forth with Planning on that access road, and this is where they landed: since Pineborough couldn't be realigned in the near term to be a public access road, they're proposing that it be a private road that has a public access easement. It will have the same standards as a public street. **[Jack editorial – given the proximity of the Silver Line we should consider if we want to push for limited vehicle parking, or it may be premature to do that give remaining funding uncertainties for the Silver Line]**
 - 6. Tree save "payment in lieu" **[Jack editorial – that means instead of including a tree save area, they will pay a fee. Unfortunately, I understand the City's tree save fund isn't well used.]**
 - 7. These will be market rate apartments, but not above-market. I asked if the apartments are comparable to M Station Apartments and they said yes, that that was a good comparison, though the aesthetics would be different.

8. Matt Newton didn't come out strong for workforce/affordable housing, he had a meeting with a neighborhood across Independence who were opposed ("residents want higher AMI"), but I indicated that we would like to keep the topic and dialogue open on that subject.

9. Matt Newton asked them to obtain a [Housing Locational Policy](#) score, despite the fact that it's a bit subjective and nonscientific. He said that they should contact Pam Wideman Miles for that, which they will.

10. Paul has not yet reached out to Dave Molinaro about access to Mason Wallace Park (Mary Hopper suggests that they should also reach out to Parks and Rec; she noted that sometimes neighborhoods want access to parks and greenways, and sometimes they get nervous about access).

viii. Community meeting held 7/30/2019

1. Petitioner Josh Jolley of Rosegate Holdings. Owns Prostep Realty.
 2. Design firm – Urban Design Partners, represented by Paul Pennell and Maggie Watts. Previously worked on M Station Meridian Place
 3. Current site is 3 lots, 4 homes, 4 acres - off Wallace Rd, end of Pineborough Rd, adjacent to Mason Wallace Rd
 4. Seeking rezoning from R3, lowest density allowed, to MUDD-O (possibly UR2) rezone to accommodate “not garden” style 3-story, 35’ apartments with 88 units
 5. Neighborhood concerns:
 - a. Concern that enabling cut through vehicle and foot traffic on Pineborough Rd as a result of required ROW through site could lead to less safety and increased crime
 - i. Requested traffic controls
 - b. Loss of privacy
 - i. Configuring buildings away from edge of lot
 - ii. Trees replanted to provide screening
 - c. Flooding
 - i. Detention ponds - could alleviate neighborhood flooding
 6. Oct 21 or Nov 18 for Public Hearing, Nov 18 or Dec 16 City Council
 7. Construction timeframe - construction drawings could start in Dec, July 2020 groundbreaking
 8. Asks:
 - a. Affordable housing component, 80% market value, not Section 8 voucher
 - b. Traffic calming (cut through discouragement)
 - c. Contribution to Mason Wallace advocates
 - d. Adequate screening with large caliper trees
 - e. Inner configuration (outer or inner)
 - f. Mitigation offset - green roof
 - g. MoRA contribution - Art fund, general use, studies
- c. 2019-050: Land Growth, LLC – 1.45 acres intersection of Independence and Crownpoint Executive Dr.
- i. Currently vacant restaurant and parking
 - ii. Seeking rezoning from B-D (Distributive Business) to B-2 (General Business)
 - iii. Application filed by Chris Raab at Caudle Spears
 - iv. No other information, no public hearings set.
- d. Upcoming Oakhurst development at 5007 Monroe Rd
- i. Petitioner – GWest; Agent - Moore & Van Allen (Bridget Grant)
 - ii. Currently wooded large wooded lot fronted by offices.
 - iii. Rezoning from multifamily to UR2 – review won't start until late October

- iv. Up to 75 townhomes, 3 stories, 1750-2200 sq ft, mid-\$300K price point
 - v. Requests: Trees planted, community space, traffic calming, green building/green roofs
- IV. Silver Line - <https://charlottenc.gov/cats/transit-planning/Pages/silver-line.aspx>
- a. In February, MTC amended plan.
 - i. Silver Line to the West corridor to go to the airport and Belmont.
 - ii. A route through Uptown was chosen
 - iii. Feasibility of extending West route to Gastonia and Southeast route to Union County (Stallings).
 - iv. Jason Lawrence says community input sessions on planning and engineering components will begin late summer/early fall and much of the finalization of design will occur over the next year. \$4M in funding for planning and engineering aspects. He believes this could be a good catalyst for Monroe Road visioning workshop. We have reached out to other corridor organizations to coordinate.
- V. UDO Advisory Committee
- a. Many upcoming engagement events – see <https://charlotteudo.org/get-involved/whats-new/> for details.
- VI. 2040 Comprehensive Plan
- a. Many opportunities to engage and give input:
<https://charlottenc.gov/charlottefuture/2040Plan/Pages/default.aspx>
 - b. Phases
 - i. ~~Phase I - Existing Conditions and Trends Assessment, Fall 2018 to April 2019~~
 - ii. **Phase II - Growth Scenarios and Place Types, March 2019 to November 2019**
 - iii. Phase III - Framework and Plan Elements, December 2019 to August 2020
 - iv. Phase IV - Final Plan and Adoption, September 2020 to April 2021
- VII. 2019 Civic Open House
- a. In planning – Holding @ East Meck HS, will submit potential dates this week.
 - b. Focus will be on housing issues, working on finalizing agenda and speaker.