

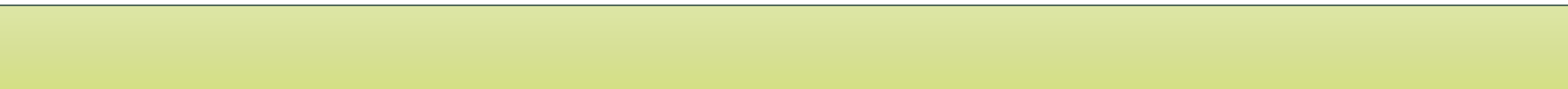


South Elm Street Redevelopment Area

SEDG/Rea-South Elm

Greensboro City Council – Work Session

March 23, 2021



South Elm Redevelopment Area



South Elm Street Area and Site History

The South Elm Street core area:

- 10 acres in size
- Key gateway into downtown Greensboro
- On Gate City Boulevard
- Next to several current redevelopment areas

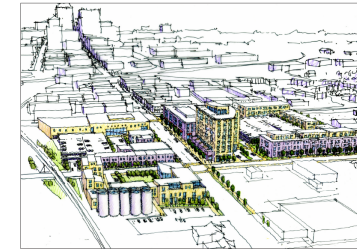


South Elm Street's past:

- Industrial Area since 1896



Early Planning Process



August 2006
South Elm Street Redevelopment Plan
Greensboro, North Carolina

2002

Baseball
Proposal

2004

Blight
Declared

2007

Redevelopment Plan
Adopted

2003

Brownfield
Grant

2005-2006

City forms
South Elm
Community
Advisory Team
(CAT)

**Implementation
Begins**



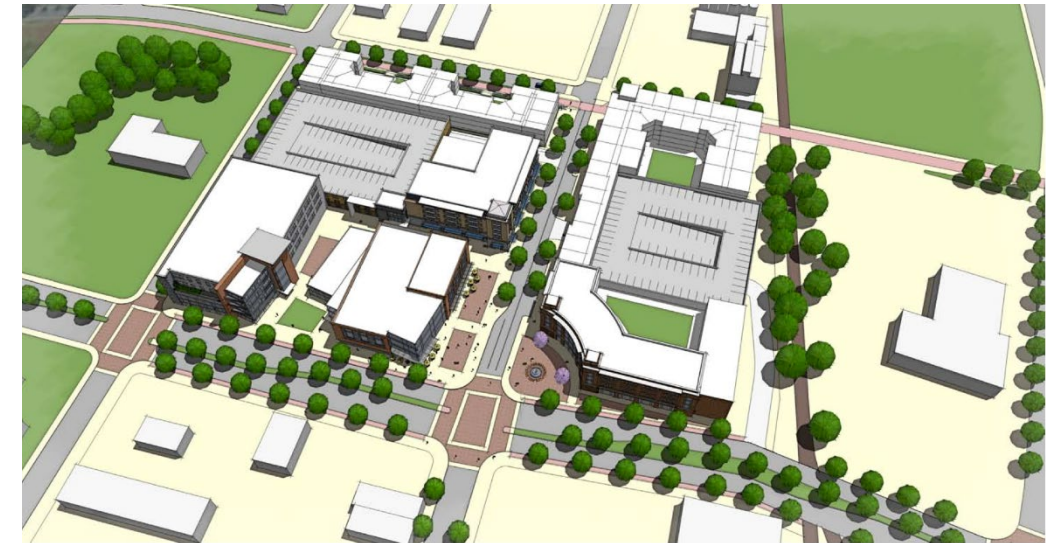
Implementation – Acquisition, Relocation, and Remediation

- **2007/2008** - Land acquisition and business relocation
- **2008** - Demolition
- **2008** - Start of remediation planning, when City received three EPA grants
- **2009** - Remediation begins
- **2011** - Began application process for Brownfields Agreement with NCDEQ
- **2014** - Finalized Brownfields Agreement



Master Developer Selection

- **2010** - Master Developer Request for Proposals released
- **2011** – South Elm Development Group (SEDG) selected to negotiate Master Development Agreement with RCG
- **2012** - Enter into Memorandum of Understanding, then Predevelopment Agreement with SEDG
- **Late 2012** - Approval of Master Development Agreement and land conveyance to SEDG
- **2012-2013** - Development of Master Plan, amended 2015, Design Guidelines, and Green Standards



Union Square Campus

- Partnership between
 - Cone Health
 - Guilford Technical Community College
 - North Carolina A&T State University
 - University of North Carolina Greensboro.
- Primary purpose is to carry out the educational mission of the nursing programs/activities



Grand Opening – August 2016



Site – During Construction

Community Engagement and Public Participation

Community engagement and public outreach was integral to various parts of the planning process for the South Elm Street Area, including:

- South Elm Street Redevelopment Plan
- Procurement of Master Developer (SEDG)
- Development of South Elm Street Master Plan
- Brownfields Agreement - EPA
- Union Square Campus Development



DISCUSSION AT PUBLIC MEETINGS, SUMMER 2005



RECORDING PUBLIC COMMENTS, SUMMER 2005



Description of Development Program

- **Improvements:**

- Approximately 250 rental apartment units (20% of units up to 80% Area Median Income);
- Public plaza;
- 2,000 square feet of commercial space;
- Parking structure with a minimum of 500 spaces.

- **Sale price of land:**

- \$428,694.00 per acre
- Increased by an annual inflation rate adjustment per MDA
- Acreage determined by a survey per SDA

- **Time frame:** Improvements to be completed within three years from closing

- **Investment:** Represents a \$50 million investment

Relationship to South Elm Street Redevelopment Plan

Principles for Redevelopment

- Transform this gateway to the city making it visually attractive, safe, and a vibrant destination for a broad range of users.
- Address existing environmental issues to create an area that is safe, ecologically responsible, and economically viable.
- Restore economic use to the area creating viable opportunities for private investment.
- Establish a mix of uses that creates a unique identity while supporting users of a variety of ages and income levels.
- **“Mix of uses for serving a broad range of users”**



EXISTING CONDITION AT THE SOUTHEAST CORNER OF SOUTH ELM AND LEE



ARTIST RENDERING SHOWING POSSIBLE NEW DEVELOPMENT AT THE SOUTHEAST CORNER OF SOUTH ELM AND LEE STREETS

Sales Development Agreement (SDA)

What is an SDA?

- The agreement between RCG, SEDG, Rea-South Elm
- Set of Terms and Conditions for RCG to convey property contingent on City Council approval
- Development program describes what will be built
- Ground rules for next steps
 - time frame
 - sales price
 - property limits
 - items required prior to closing
 - duties and responsibilities for each party

Sales Development Agreement – Governing Documents

- Master Development Agreement (MDA)
- Downtown Design Standards
- Union Square Design Guidelines/Green Development Guidelines
- CCR's (Covenants, Conditions, and Restrictions)
- Brownfields Agreement
- Environmental Impact Statement Waiver
- MWBE City Program
- Memorandum of Understanding between SEDG and Rea Ventures

Sales Development Agreement – Terms and Conditions

The following items require approval from RCG prior to closing:

- Final site plan and survey;
- Final development program;
- Proposed development budget with sources and uses;
- Marketing plan for rental of residential units;
- Drawings, specifications relating to exterior architectural façades and interior layout of all building improvements;
- Any other matters pertaining to the proposed construction and improvements and the projected costs such improvements;
- Evidence of financial ability;
- Documentation of terms and conditions of conveyance of land from Master Developer to Component Developer;
- Phasing schedule; and
- Agreement with the City regarding potential development assistance up to \$4,000,000 from 2016 Bond Funds earmarked for completion of activities outlined in the redevelopment plan.

Development Assistance

- **Terms of the Land Sale** – RCG will take back a promissory note, which is forgivable over a period of 10 years beginning at sustaining occupancy.
- **2016 Community and Economic Development Bond Funds – South Elm** – Up to \$4 million
 - Separate contract(s) will be required. The funding contract will require recommendation from RCG and approval from City Council.
- **Other Assistance**
 - Streetscape/Infrastructure Improvements along South Elm Street and Gate City Boulevard
 - Removal of Cell Tower

Next Steps/Timeline

- Approval by City Council – **April 2021**
- RCG Approval of Items required prior to Closing - **2021 - Early 2022**
- Closing – **May 2022**
- Removal of cell tower – **May 2022**
- Construction start – **June 2022**
- Construction completion – **Early 2024**



Thank you!