AGENDA

Meeting Type:	B
Date:	02-26-1990
SUBJECT	

City of Charlotte, City Clerk's Office

CHARLOTTE

Council Agenda

February 26, 1990

FILE COPY

CHARLOTTE

Meetings in February '90

THE WEEK OF FEBRUARY 1 - FEBRUARY 3

1	Thursday, 7 30 a m	**CHARLOTTE FIREFIGHTERS' RETIREMENT SYSTEM** - 428 East Fourth Street, Suite 205
	Thursday, 5 00 p m	**CITY COUNCIL TRANSPORTATION COMMITTEE** - CMGC, Room 270

THE WEEK OF FEBRUARY 4 - FEBRUARY 10

5	Monday, 12 Noon	**PLANNING COMMISSION/Work Session** CMGC, 8th Floor Conference Room
	Monday, 5 00 p m	**CITY COUNCIL WORKSHOP** - CMGC, Room 267
6	Tuesday, 4 00 p m	**PLANNING COMMISSION/Planning Committee** - CMGC, 8th Floor Conference Room
	Tuesday, 7 00 p m	**METROPOLITAN PLANNING ORGANIZATION** CMGC, Room 267
7	Wednesday, 5 30 p m	**CITY COUNCIL/COUNTY COMMISSION DINNER** - CMGC, Meeting Chamber Conference Room
	Wednesday, 6 30 p m	**CITY COUNCIL/COUNTY COMMISSION/Public Hearing on General Development Policies** - CMGC, Meeting Chamber
8	Thursday, 4 00p m	**CHARLOTTE-MECKLENBURG ART COMMISSION/Reedy Creek Ad Hoc Committee** - CMGC, 8th Floor Conference Room
	Thursday, 5 00 p m	**CHARLOTTE-MECKLENBURG ART COMMISSION/Executive Committee** CMGC, 8th Floor Conference Room

THE WEEK OF FEBRUARY 11 - FEBRUARY 17

12	Monday, 6 00 p m	**COUNCIL/MANAGER DINNER** CMGC, Meeting Chamber Conference Room
	Monday, 6 30 p m	**CITIZENS HEARING** - CMGC, Meeting Chamber
	Monday, 7 00 p m	**CITY COUNCIL MEETING** - CMGC, Meeting Chamber
	Monday, 7 30 p m	**HISTORIC LANDMARKS COMMISSION** 1221 South Caldwell Street
13	Tuesday, 10 a m	**POLITICAL CONSOLIDATION COMMITTEE** - CMGC, 15th Floor Conference Room
	Tuesday, 4 00 p m	**PLANNING COMMISSION/Planning Committee** - CMGC, 8th Floor Conference
	Tuesday, 4 30 p m	**COMMUNITY RELATIONS COMMITTEE** - CMGC, Room 267
14	Wednesday, 8 00 a m	**CLEAN CITY COMMITTEE** CMGC, Room 270
	Wednesday, 8 30 a m	**CIVIL SERVICE BOARD** - CMGC, 7th Floor Conference Room
	Wednesday, 4 30 p m	**CITIZENS CABLE OVERSIGHT COMMITTEE** - CMGC, Room 119
15	Thursday, 7 00 p m	**CHARLOTTE TREE ADVISORY COMMISSION** - CMGC, Room 270
16	Friday, 7 30 a m	**PLANNING LIAISON COMMITTEE** - CMGC, 8th Floor Conference Room

(CONTINUED ON BACK)

Public Service And Information Department

600 East Fourth Street

Charlotte NC 28202 2861

704/336-2395

THE WEEK OF FEBRUARY 18 - FEBRUARY 24

19	Monday, 5 00 p m	**COUNCIL/MANAGER DINNER** - CMGC, Meeting Chamber Conference Room
	Monday, 6 00 p m	**CITY COUNCIL/Zoning Hearings** - CMGC, Meeting Chamber
20	Tuesday, 12 Noon	**CITY COUNCIL/COUNTY COMMISSION/SCHOOL BOARD LUNCHEON** - CMGC, Room 267
	Tuesday, 10 30 a m	**POLITICAL CONSOLIDATION COMMITTEE** - CMGC, 15th Floor Conference Room
	Tuesday, 1 30 p m	**FUNCTIONAL CONSOLIDATION COMMITTEE** - CMGC, Rooms 270 & 271
	Tuesday, 2 00 p m	**HOUSING AUTHORITY** - 1301 South Boulevard
	Tuesday, 4 00 p m	**PLANNING COMMISSION/Planning Committee** - CMGC, 8th Floor Conference Room
21	Wednesday, 7 45 a m	**PRIVATE INDUSTRY COUNCIL** - CMGC, Room 267
22	Thursday, 4 00 p m	**CHARLOTTE-MECKELNBURG ART COMMISSION/Executive Committee** - CMGC, 8th Floor Conference Room
	Thursday, 5 00 p m	**CHARLOTTE-MECKELNBURG ART COMMISSION/Board Meeting** - CMGC, 8th Floor Conference Room

THE WEEK OF FEBRUARY 25 - FEBRUARY 28

26	Monday, 1 00 p m	**COUNCIL/MANAGER LUNCHEON** - CMGC, Meeting Chamber Conference Room
	Monday, 2 00 p m	**CITIZENS HEARING** - CMGC, Meeting Chamber
	Monday, 2 30 p m	**CITY COUNCIL MEETING** - CMGC, Meeting Chamber
	Monday, 4 00 p m	**PLANNING COMMISSION/Executive Board** - CMGC, 8th Floor Conference Room
	Monday, 4 30 p m	**PLANNING COMMISSION/Zoning Session** - CMGC, 8th Floor Conference Room
27	Tuesday, 10 30 a m	**AUDITORIUM-COLISEUM-CONVENTION CENTER AUTHORITY** - First Union Center, 301 S College Street, Suite 3495
	Tuesday, 2 00 p m	**CITY ZONING BOARD OF ADJUSTMENT** - 700 North Tryon Street, Hall Marshall Building, Agricultural Extension Conference Room
	Tuesday, 3 30 p m	**FUNCTIONAL CONSOLIDATION COMMITTEE** - CMGC, Rooms 270 & 271
	Tuesday, 4 00 p m	**PLANNING COMMISSION/Planning Committee** - CMGC, 8th Floor Conference Room
28	Wednesday, 4 00 p m	**SPECIALIZED TRANSPORTATION ADVISORY COMMITTEE** - CMGC, Room 271

These organizations will <u>not</u> meet in February

Community Facilities Committee
Housing Appeals Board

February 26, 1990 City Council Agenda
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CHARLOTTE

Mayor Sue Myrick
Mayor Pro Tem Cyndee Patterson

Stanley M Campbell
Daniel G Clodfelter
Ann Hammond
Pat McCrory
Tom Mangum
Hoyle H Martin
Roy Matthews
Ella Butler Scarborough
Richard Vinroot
Lynn M Wheeler

Council Agenda

Monday, February 26, 1990

11 30 AM	-	Budget/Finance Orientation, 15th Floor
12·30 PM	-	Criminal Justice Luncheon, Rm 267
1 30 PM	-	Council-Manager Agenda Discussion
2.00 PM	-	Citizens hearing
2.30 PM	-	Council meeting

ITEM NO

1 Invocation by Rev Kenneth Woodard of Newell Presbyterian Church

2 Consider approval of minutes of Regular Meeting on January 22, Special Meeting, ULI - City Fair on January 31, and Council Workshop on February 5, 1990

PUBLIC HEARINGS

3 A Conduct a public hearing to abandon a portion of an alleyway off Clement Avenue

B Recommend adoption of a resolution to close a portion of the alleyway.

Petitioner Mr Worth Madry and Mr & Mrs Michael Gaspari
Right-of-Way to be Abandoned Portion of an alleyway
Location· Between Clement Avenue and Pecan Avenue
Reason To incorporate right-of-way into adjoining parcels to provide proper maintenance

Clearances City departments and private utility companies
No objection Elizabeth Community Association. No objection
Property owners (within area of abandonment notified by certified mail on September 15, 1989): Of the 13 owners, one responded with no objection, eleven did not respond, one objected Mr Edward A. White and Mr & Mrs Roy J. White, Jr objected stating that they wanted the alleyway to remain in whole or in part to serve their business (Roy White Flowers)

They further stated that they needed the alleyway for access to their property at this time and anticipate a greater need in the future. The alleyway has been blocked by a fence for the past two years without any complaints being received by Engineering

Funding No City funds are involved.

A map is attached.

Attachment No 1

4 A Conduct a public hearing to abandon an unnamed street between Brookside Avenue and Park Road.

B Recommend adoption of a resolution to close the unnamed street

Petitioner Mr George Gray and Ms Doris Cromartie
Right-of-Way to be Abandoned An unnamed street
Location Between 824 Brookside Avenue and 2000 Park Road
Reason: To incorporate right-of-way into adjoining residential lots; thereby providing for proper maintenance and allowing for proposed home improvements

Clearances City departments and private utility companies No objection. Dilworth Community Development (notified by certified mail) No response

Funding No City funds are involved

A map is attached.

Attachment No 2

5 Conduct a public hearing to receive citizens comments on the proposed changes to the Housing Assistance Plan

HAP Background The current Housing Assistance Plan (HAP) was revised and approved by City Council on November 14, 1989 Prior to the last revision, City Council had discussed and reviewed the HAP during Council workshops on September 5 and October 9, 1989 During these discussions, staff was directed to research options for concentration and size of assisted housing units Staff

reviewed several Housing Assistance Plans from around the country and at Council's February 5, 1990 workshop proposed changes to the HAP Locational Policy regarding options for concentration and size of assisted housing were presented. The proposed changes have been modified based on comments and discussion from City Council at the February 5 workshop (see attached). The primary changes are as follows:

Adds three objectives to Locational Standards

1 Protect racially integrated neighborhoods
2 Pursue housing proposals responsive to the School System's Pupil Assignment Plan
3 Promote community development of selected neighborhoods.

. Reduces census tracts where black population exceeds 40% to 25% under Prohibited Areas (see Exhibit 3 - Criteria A.3). This change made the following five census tracts prohibited. 15.01, 38.03, 38.04, 54.02 and 61 (see attached map). This proposed change meets the new objective to protect racially integrated neighborhoods

Stipulates how Request for Proposals will be evaluated (see Exhibit 3 - Criteria J)

Council advised staff to hold a public hearing and to contact the Board of Education, the Housing Authority and the Housing Partnership for a presentation of the proposed changes to the HAP. The presentation was given on February 16, 1990, to the requested organizations and comments are attached Also, a presentation on the proposed changes to the HAP will be made to the School Board at its February 27, 1990 meeting

Approval of the HAP will be on the March 12, 1990 Council agenda

Clearances Community Development Department

Attachment No 3

POLICY

6 Recommend approval of the Request for Proposals (RFP) to solicit proposals to develop approximately 50 multi-family affordable housing units using $1 5 million in Innovative Housing Funds

$1.5 Million for Housing

On September 11, 1989, City Council approved a policy framework for expending Innovative Housing funds not allocated to the Housing Partnership. The policy allocated $1.5 million to develop 50-75 affordable housing units with proposals being solicited by the Innovative Housing Committee using the Request for Proposals (RFP) process The units will be targeted to serve families earning less than 40% of median income and living in substandard, overcrowded or unaffordable housing or are on the Housing Authority's master list needing housing The committee will provide a technical review of all proposals and make recommendations to City Council

RFP

The subject RFP, designed to solicit housing proposals, should not be confused with the RFP process approved by Council on January 8, 1990, which will be utilized to identify land to be acquired for future development of housing by the City

Key elements of the RFP include the following

Solicit proposals from qualified developers to develop, own and provide management services for approximately 50 new multi-family affordable housing units

Preference will be given to proposals that provide a distribution of bedrooms in accordance with the needs of the Housing Authority's Master waiting list and specified in the RFP

Preference will be given to projects that utilize multiple leveraging mechanisms such as low income housing tax credits in addition to any City subsidy.

Proposals will be evaluated for consistency with the Housing Assistance Plan's Locational Policy,* any approved land use plans and the School Board's Pupil Assignment Plan.

*City Council is contemplating proposed changes to the HAP Locational Policy which may not be adopted by the Council at the time the RFP is being advertised; however, the proposed changes may be adopted by the Council before the submitted date of the RFPs Therefore, all RFPs must comply with the City's approved HAP in existence at the time of submission deadline

. Proposals must demonstrate that the developer has the ability to financially carry out the project and management expertise to operate a finished project.

RFP Schedule

The attached RFP has been reviewed and approved by the Innovative Housing Committee at its December 19, 1989 meeting. The proposed schedule for soliciting proposals is as follows.

Mail RFP to Developers	February 28, 1990
Pre-Proposal Conference	March 8, 1990
Submission Deadline	March 30, 1990
Review by Innovative Housing Committee and Recommendation	April 10, 1990
Request for Council Action	April 23, 1990
Execution of Loan Agreement	May 5, 1990

The proposed schedule for the RFP is being coordinated with the application schedule of the North Carolina Housing Finance Agency for the use of low-income tax credits. The application process opens March 1, 1990 and closes April 30, 1990 There will be a second application cycle for left-over funds in June - July, 1990

Funding

Innovative Housing Capital Account

Clearances

RFP document approved by the Innovative Housing Committee on December 19, 1989

Attachment No 4

7 Consider approval of the unanimous recommendations of the Community Development and Housing Committee which defines the strategies to be used by the Community Development Department for identifying land for developing housing for persons earning 40% or less of the median income

Acquisition of Land for Housing

On January 8, 1990, City Council approved the recommendation that the City, acting through the Community Development Department, be the entity responsible for coordinating the process for identifying land to be acquired for the purpose of developing housing for persons earning 40% or less of the median income In doing so, City Council asked that the Community Development and Housing Committee review the proposed strategies for acquiring land and come back to City Council with a recommendation within 60 days

CD and Housing Committee

On February 13, 1990, the Community Development and Housing Committee discussed the following three strategies for acquiring land outlined in the January 8 Request for Council Action

- Request For Proposals - This strategy would use a RFP to solicit offers to sell land to the City The RFP would request land that is appropriately zoned and consistent with the HAP's Locational Policy. The RFP would be marketed to land developers, real estate brokers and individual land owners to insure broad private sector participation

- Contract for Real Estate Services - This strategy involves entering into a contract(s) for exclusive or non-exclusive services with private real estate firms to identify land to be recommended for Council consideration

- Condemnation - The City Council has the authority by State statute to acquire land for housing by condemnation which would likely be the least preferred strategy to be recommended to Council only after all other processes of negotiation are exhausted

Recommendation

The Community Development and Housing Committee recommended staff utilize the following strategies for identifying land to be acquired for developing housing·

- Develop a two-tiered approach that would first utilize the RFP process for identifying land. Second, it would allow staff, independent from the RFP process, to identify land using other resources which could be recommended to Council for consideration

- All efforts to identify land for acquisition will be restricted to those census tracts defined as "priority areas" by the revised Housing Assistance Plan (HAP) for a period of one year. In addition, those census tracts defined as priority areas would be prioritized into three groups with efforts being targeted to Group 1, Group 2 and Group 3 respectively, with 1 being the highest and 3 the lowest.

- The preference will be to identify land that is properly zoned, however, Council will consider requests to rezone property that meets all other specified criteria in the RFP

Refer to Attachment No. 3 for a map An executive summary of the Community Development and Housing Committee meeting is attached.

Funding

Funds received from Community Development land sales

Clearances

Community Development & Housing Committee

Atachment No 5

8. Recommend approval of a contract between the City of Charlotte on behalf of the Cultural Study Committee, and the Wolf Organization, Inc.; and adoption of a budget ordinance for $95,000 (City's share, $56,000).

Cultural Study Committee

The last cultural plan for Charlotte was produced in 1975 On February 27, 1989, Council approved the creation of a 15 member Cultural Study Committee to provide guidance on public funding decisions by the end of 1989 and to provide a new cultural plan by the end of 1990 This Cultural Study Committee, jointly appointed by the City (12 members) and the County (three members) was officially appointed on April 24, 1989 They began meeting in June 1989 and submitted their Phase I report to Council on December 11, 1989 A list of the Committee members and a summary of their report is attached.

Phase I Report

This report summarized the work to date, including that of the 10 focus groups involving about 150 citizens The report identified two major themes, children and region, as well as sub-themes - organization, participation, partnerships, and financing.

The Phase I report anticipated that the Cultural Study Committee would return to Council in February after completion of a consultant selection process, which is now complete.

Recommendation

The Cultural Study Committee unanimously recommends that the Wolf Organization, Inc , of Cambridge, Massachussetts be placed under contract to assist with the completion of the cultural plan (see attached memorandum from Pat Phillips, Chairman). The $95,000 cost of the contract will be shared The private sector will contribute $25,000 The remaining $70,000 will be shared between the City (80% or $56,000) and the County (20% or $14,000) This cost sharing arrangement with the County was agreed to at the time the Committee was appointed

Funding — In the Phase I report submitted in December, the Cultural Study Committee indicated that funding policies should logically flow from the completed plan. But the Committee is aware of the Council's preference to have recommendations on allocation of public funds for the upcoming fiscal year. If the funds for this contract are approved, the Committee will provide Council an interim allocation report by April 15, 1990 to assist with the FY 1991 budget cycle.

However, when the Cultural Plan is submitted in December, this interim allocation process may be modified.

Funding — General Fund Contingency (Balance at eight months into the fiscal yar - $203,450.00)

Clearances — Budget & Evaluation, Economic Development

Attachment No 6

9 Recommend approval of a process to study City-County functional consolidation.

Consolidation Committees — At a joint meeting of the City Council and County Commission, two committees of the governing boards were appointed to recommend study processes for political consolidation and functional consolidation

The Functional Consolidation Committee is composed of Council members Stan Campbell, Pat McCrory and Ella Scarborough and Commissioners Ken Andrews, Jerry Blackmon and Barbara Lockwood Mayor Myrick also participated in the Committee deliberations The Committee approved a process to study functional consolidation and recommends adoption by the Council and Commission

Recommended Process for Functional Consolidation — The following is the recommended process.

Committee· Establish a committee of elected officials and citizens

- Three Council members Current appointees continue to serve.

- Three Commissioners Current appointees continue to serve.

- Four citizens. Each governing board to appoint two citizens

- One Chairperson· Mayor and County Chairman to appoint Chairperson.

Facilitator Engage a facilitator The Institute of Government has been suggested

Study Period. Four months

Committee Charge. Determine if functional consolidation is needed, and if so, on what basis

- by traditionally defined roles

- by duplication of service

- by what serves the customer best

If consolidation is recommended, determine under which unit and an appropriate implementation date

Process 1) Develop Consensus What do you want to achieve by functional consolidation, what do you hope to gain?

2) Obtain background information on City/County roles (traditional and statutory), review of nontraditional service delivery systems, develop profile of common functions (i e , cost, efficiency measures, organizational structures)

3) Determine criteria for consolidation, i e , easiest to do, most cost effective, customer accountability and demand, method of financing, how many to do and at what interval.

4) Develop preliminary evaluation of background profiles and criteria.

ITEM NO

5) Develop Consensus· Proceed with more detailed refined work plan or stop.

6) Report to governing boards

7) Propose model form of consolidation services and implementation timetable.

8) Develop Consensus: Make recommendations.

9) Report to governing board.

Clearances The Functional Consolidation Committee has recommended this process. The County Commission will review the proposed process on March 5

10 Recommend rescheduling the Council meeting of May 14, 1990 to Tuesday, May 29, 1990.

The Charlotte Chamber's annual intercity visit will be May 14-16, 1990. Only one Council meeting was scheduled in May - May 14 - because the date for the second regular Council meeting fell on Monday, May 28, Memorial Day In view of the Chamber's trip, we propose the May meeting be moved from Monday, May 14 to Tuesday, May 29 It would be an afternoon meeting.

11 Recommend setting a date for the March workshop for a preliminary review of the FY91 Operating Budget and the FY91-96 Capital Improvement Program

March Workshop The March workshop has been cancelled due to the National League of Cities meeting in Washington from March 3-6

Suggested Dates As a follow-up to the retreat, the workshop would have included a preliminary review of the FY91 Operating Budget and the FY91-96 Capital Improvement Program. In order to provide this briefing, it is recommended that a special meeting be set. The following dates and times are available:

ITEM NO

Date	Time	Notes
Wednesday, March 7	5 00 - 6 30 p m.	This is the day following the NLC meeting
Thursday, March 8	4 30 - 6 00 p.m.	This is prior to the South Boulevard Zoning decision, Planning will need approximately 20 minutes before the formal meeting
Tuesday, March 13	5 00 - 6 30 p m	This follows the March 12 evening Council meeting

12 Decision on Petition No 89-86 by Zaremba CenterPoint Company for a change in zoning from O-6 and R-6MF to B-1SCD for a 13 8 acre site located on the northeasterly corner of Eastway Drive and Biscayne Drive

Council member Clodfelter was excused from the public hearing.

This petition was deferred at the November, December, January and February meetings.

The Zoning Committee recommends that this petition be approved

Attachment No 7

13 Recommend a schedule for holding a public hearing on the use of the tax levy on Municipal Service District 1 to fund Cityfair

Information on this item will be sent in the February 23, 1990 Council-Manager memorandum

BUSINESS

14. Consider appropriating $400,000 to widen the Memorial Stadium playing field to accommodate a potential exhibition game of World Class Soccer in August, 1990

Memorial Stadium — This item was originally brought to Council for discussion at the February 5 workshop.

Concerns — Rich Melvin, who heads The Carolina International Soccer Limited Committee, has proposed that the City widen the Memorial Stadium playing field at a cost to be between $40,000 and $90,000 depending on whether it is to be done by City forces or private contractor. City staff has been in contact with Mr Melvin and with the people who did Mr. Melvin's original estimate and several concerns over the low cost of this project were discussed.

No contingency was provided in the original estimate.
Construction did not take into account working around already scheduled Memorial Stadium events
Construction did not take into account protecting the playing field
Extension of the existing perimeter drain system was not included
Replacement of the existing stone wall was not included

We do not have resources in-house to do this work and State law does not allow the use of City forces in projects estimated to cost more than $75,000.

Cost Estimate — City staff has approached the consulting firm of Grier-Fripp Associates, Inc. who prepared a study of Memorial Stadium improvements in April, 1983 They have updated their cost estimate for widening the field to 220' and reestablishing the stone wall Costs for widening the field by August, 1990 are over $400,000.

450 Seats — These improvements will result in the removal of approximately 450 seats.

Funding

We do not recommend approval of this request If approved as requested, funding would be from The Improvements to Existing Parks Capital Account Eight park projects would experience a six to twelve month delay These parks include:

First Ward Park - additional plantings
Grayson Park - drainage and basketball court rehab
Abbott Park - drainage and basketball court rehab
York Road Renaissance Park - new shelter, trails and basketball court
Greenville Park - ballfield rehab
Midwood Park - ballfield rehab
Colonial Park - replace picnic shelter
Sugaw Creek Park - drainage and restroom rehab

A copy of Richard Vinroot's February 1, 1990 memo is attached

Attachment No 8

15 Recommend approval of a grant application to the Governor's Crime Commission to fund a multi-jurisdictional drug task force and drug training and adoption of a budget ordinance for $246,848

The Grant

This grant application is a cooperative effort between the

Charlotte Police Department
Mecklenburg County Police Department
Gastonia Police Department
Gaston County Police Department

which will fund a multi-jurisdictional drug task force and training in street drug interdiction and advanced narcotics enforcement for a majority of the sworn personnel in the four participating departments
Charlotte's portion of the grant application will fund

- Street drug interdiction training for officers, sergeants, and captains in the nine patrol districts
- Advanced narcotics interdiction training for vice officers and members of the task force

- Equipment to be used jointly by both vice and task force officers including night vision scopes, binoculars, cellular phones, etc.
- One fourth of the drug imprest fund to be used by the task force

The Police Department will use existing personnel and vehicles to staff its part of the task force.

Funding

The funding request is for $246,848 - $185,136 in federal funds and $61,712 in matching City funds. The City's match is anticipated to be $39,112 in FY91 and $22,600 in FY92 The City's matching funds would be taken from the U. S. Treasury Asset Forfeiture Funds (i.e confiscated drug money)

Clearances

Charlotte Police Department; Grants Review Committee

16. Consider a request from Crisis Assistance Ministry to transfer a savings in fees of $18,000 to the Special Energy Fund.

Crisis Assistance Ministry

Crisis Assistance Ministry was appropriated $86,661 for FY90. From this amount, $30,000 was dedicated to restoring service for clients after a water and sewer service disconnection. The remaining $52,661 was used under the Special Energy Program, a program for City residents at poverty level, who had their heating service cut off or were facing a heating emergency.

Crisis Assistance Ministry also operates the Duke Share The Warmth Program and the Crisis Intervention Program which are heating emergency programs similar to the Special Energy Program Crisis Assistance Ministry received $211,169 to operate the Crisis Intervention Program for the Department of Social Services; $95,000 was received from Duke Power to operate the Duke Share The Warmth Program. At present, the funding received for the Special Energy Program, Duke Share The Warmth, and the Crisis Intervention Program has been expended.

Decrease in Water/Sewer Disconnections	Upon recommendation from Crisis Assistance Ministry, the Charlotte-Mecklenburg Utility Department along with the City's MIS and Finance Departments developed an additional notification form that would be sent to clients as a final notice denoting a date of disconnection The additional notice has been in use for over a year, and as a result disconnections have decreased With a decrease in disconnections, the $30,000 to be used to restore water and sewer service has not been expended at the rate anticipated The $52,661 dedicated for the Special Energy Program has been expended
Request to Transfer Savings	Crisis Assistance has made a request to transfer to the Special Energy Program an $18,000 savings originally dedicated for restoring water and sewer service This represents a 34% increase in the amount originally dedicated to the Special Energy Fund while the percent increase set for the benchmark is 6%.
Funding	Existing appropriation in General Fund Non-Departmental Account.
Clearances	Budget and Evaluation

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The City Attorney advises that agenda items no. 17 through 27 may be considered in one motion However, any member of Council may request that an item be divided and voted on separately

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BID LIST

17. Recommend adoption of the bid list as shown. The following contract awards are all low bid and within budget estimate unless otherwise noted Each project or purchase was authorized in the annual budget.

A 25 - Automobiles, 4-Door Sedans, (Unmarked, Compact Size, Ford Tempo) — Police Dept

Recommendation: By the Purchasing Director and the Police Chief that 25 - 4-Door (Unmarked) sedans be purchased from the present City Contract #80-101 with Harrelson Ford, Inc. Charlotte, N C , at $8,917 50 each, for a total of $222,937.50 Contract #80-101 was awarded to Harrelson Ford, Inc by City Council on January 8, 1990

Project Description. These unmarked vehicles will be used primarily in investigatory work Twenty-three are replacements. Two new cars have been approved, one for a school resource officer and one for use with Project DARE

Source of Funding. Capital Equipment Fund - (Police Department).

B Devonshire Park Rehabilitation — Engineering

Recommendation: By the City Engineer that the low bid of $73,797 68 as submitted by Eddins Construction, Inc , be accepted for award on a unit price basis.

Project Description: This project will improve the existing park by providing new playground equipment, installing new paths, picnic shelter and the construction of a one-half basketball court in addition to new drainage structures and sidewalk, timber borders and improvements to existing channel The park is located at 6300 Barrington Drive

Source of Funding. General Capital Improvement Fund - (Improvements to Existing Parks - Pay-As-You-Go Funding).

C Lakeview Storm Drainage Repair — Engineering

Recommendation: By the City Engineer that the low bid of $310,442.10, as submitted by Propst Construction Company, be accepted for award on a unit price basis.

Project Description. Project consists of storm drainage repairs and sidewalk improvements in the Lakeview neighborhood off Rozzelles Ferry Road. Storm drainage repairs are being performed under the Storm Drainage Repair Policy and sidewalk construction is being performed under the Sidewalk Improvement Program

Source of Funding. General Capital Improvement Fund - (Storm Drainage Repair Program - 1986 Storm Drainage Bonds)

D Sardis Road Bridge Replacement — Engineering

Recommendation. By the City Engineer that the low bid of $309,315.65, as submitted by Ferebee Corporation be accepted for award on a unit price basis

Project Description. This project will replace the present substandard bridge on Sardis Road at Sardis Branch. A temporary detour bridge will be maintained during construction of the new culvert

Source of Funding. General Capital Improvement Fund - (Bridge Replacement Program - Powell Bill Funds)

E Repairs to Ballfield & Tennis Court Lights — Parks & Recreation

Recommendation· By Purchasing Director and Director of Park & Recreation that a service contract for time, materials and labor be awarded to the low bidder, Pike Electrical Contractors, Charlotte, N C., in an amount not to exceed $70,000 00 to repair lights in ballfield and tennis courts damaged by HUGO

Project Description. Contract to be awarded to provide labor and materials to repair, re-aim, and replace lights in eight tennis courts and 11 ballfields damaged by Hurricane Hugo.

Source of Funding. Disaster Relief Fund (Hugo) - (Parks and Recreation - Operations).

AGREEMENT

18. Recommend approval of an agreement for geotechnical engineering services with Westinghouse Environmental and Geotechnical Services for $80,800.00 for quality control testing for the construction of the Beatties Ford Road widening project.

Inspection Testing: On February 8, 1988, City Council awarded the design contract for the Beatties Ford Road widening project to Ralph Whitehead and Associates As part of their design contract, Ralph Whitehead & Associates used Westinghouse Environmental and Geotechnical Services for subsurface investigations. The design is complete and construction has begun.

The Engineering Department recommends Westinghouse Environmental and Geotechnical Services perform the inspection testing services during the construction of the Beatties Ford Road project because of Westinghouse's familiarity with the project.

Funding: Beatties Ford Widening Capital Account

Clearances: This contract has been reviewed by the Engineering Department and approved by the City Attorney

CONTRACT AMENDMENT

19 Recommend approval of Amendment No. 1 to the construction administration contract for FY89 spring resurfacing with Ralph Whitehead and Associates of Charlotte, North Carolina for $100,000.00 to perform construction administration and testing services for the FY90 fall resurfacing project

Contract Amendment: This is an amendment to Ralph Whitehead and Associates' contract to provide construction administration and testing for the fall resurfacing contract Ralph Whitehead and Associates provided these services for the spring contract and because they performed well on that contract, they are recommended to continue the services for the fall contract. The firm has agreed to provide the fall resurfacing services at the same hourly rate. In addition, material testing has been added to the scope of services

Funding Powell Bill Fund

Clearances The amendment has been reviewed and approved by the appropriate City Engineering staff and the Street Maintenance Division of CDOT

FIREFIGHTERS RETIREMENT SYSTEM

20 Recommend approval of disability regulation for the Charlotte Firefighters' Retirement System

Disability Regulation The disability regulation is designed to supplement Sections 19 and 20 of the Charlotte Firefighters' Retirement System Act by establishing procedures to ensure due process for disability claims, provide partial or total disability benefits and to incorporate rehabilitation into the disability process

Clearances The Board of Trustees of the Charlotte Firefighters' Retirement System has unanimously approved a new disability regulation The regulation has been reviewed and is supported by the Fire Chief and a Fire Department committee that was named by the Chief to represent the Retirement System membership

HOUSING CODE

21 Recommend adoption of an ordinance authorizing the use of in rem remedy to demolish and remove the dwelling located at 1700 N. Allen Street (Belmont)

Funds for this action are available and a lien will be placed against the property for cost incurred

Attachment No 9

SPEED LIMITS

22 Recommend adoption of ordinance to lower the speed limit on one neighborhood street from 35 miles per hour to 25 miles per hour

25 MPH — In accordance with Council's approved policy, one street in one neighborhood has had a petition validated and is determined by the engineering study to be appropriate for a 25 miles per hour speed limit. The street is

Tuskan Drive (Crown Colony Estates)

Clearances — Charlotte Department of Transportation; the City Attorney has approved the ordinance as to form.

REAL ESTATE TRANSACTION

23 Recommend purchase from the Gathings their residential dwelling, 5800 Sharon Road, and fee simple (right-of-way for intersection improvement) and in turn sell the residential dwelling back to the Gathings for $3,000.00 (salvage value) and the City-owned adjoining lot for $4,000.00 (appraised value of remainder).

Council Action — It is recommended that City Council (1) approve the purchase of the Gathings house and needed right-of-way for the appraised value of $89,000 00 and (2) approve the sale of the residential dwelling at salvage value ($3,000.00) and the adjoining residual lot (5810 Sharon Road) at appraised value of $4,000 00 to the Gathings

Sharon Road/Quail Hollow Road Project — During the public hearings for the intersection improvement for Sharon Road at Quail Hollow, the owners of four residential dwellings were informed that their properties would likely be acquired as a result of the severe damages caused by this project. It was expected that two of the four residential owners would have the option to purchase back their dwellings and relocate them onto the newly reconfigured lots, placing them back into compliance with zoning requirements. Community Development Department will receive the other two houses to be relocated and utilized in a housing rehab program.

One of the houses to remain on the reconfigured lots is owned by the Gathings The City is purchasing the Gathings house and a strip of land on two sides of their corner lot The Gathings wish to retain the remainder of their lot, purchase from the City their house at salvage value ($3,000.00), and acquire the adjacent residual City-owned lot (5810 Sharon Road) for the appraised value of the remainder for $4,000 00

We are negotiating with the owners of the remaining house which will be relocated on the reconfigured lot

Clearances Engineering/Real Estate. Mandatory Referral is not needed due to Planning Commission's prior approval of this intersection improvement project

A map is attached.

Attachment No. 10

SET PUBLIC HEARING

24. Recommend that City Council (1) set a public hearing on April 9, 1990 to obtain the views of citizens on community development and housing needs associated with the expenditure of an anticipated $3,310,000 in FY91 Community Development Block Grant funds in addition to the expenditure of applicable program income and (2) authorize the Community Development Department to conduct a second public hearing on May 10, 1990 to review program performance and proposed activities for the FY91 Block Grant Application.

SPECIAL OFFICER PERMIT

25 Recommend approval of application for Special Officer Permit to Millicent Regina Robinson for use on the premises of the Parks and Recreation Department

PROPERTY TRANSACTIONS

26 Recommend approval of the following property transactions and adoption of the condemnation resolutions.

1 Project: Intersection Improvements - Providence/ Alexander/Rea Roads
Owner(s). Lawrence H. Wilson and wife, Teresa H Wilson
Property Address: 6617 Alexander Road
Property to be acquired: 4255.72 sq. ft. (0 0977 ac) plus temporary construction easement.
Improvements. landscaping (shrubs, med & large trees, R/R ties & decorative trim)
Price: $21,300 00
Remarks: Property is zoned R-15 and is being used as residential

2. Project. Intersection Improvements - Providence/ Alexander/Rea Roads
Owner(s): Thomas L Burgess & Norma S Burgess
Property Address: 2616 Rea Road
Property to be acquired: 9,712.528 sq st. (0 223 ac.)
Improvements· privacy trees, fencing
Price: $12,000.00
Remarks: Zoned R-15 used as residential property

3. Project: Park Road/Johnston Road Widening - Phase I
Owner(s). Axel D Speer and wife, Kimberly J Speer
Property Address. 3700 Monique Lane
Property to be acquired: 320 sq. ft. (0.0074) plus 1,764 sq. ft (0.0405 ac) temporary construction easement
Improvements. 7 ft brick wall, fences, custom-built mailbox, trees, shrubs, landscaped lawn
Price: $28,500.00
Remarks Property is zoned R-12 and used as residential.

4 Project: Park Road/Johnston Road Widening - Phase I
Owner(s). Thomas F Sheridan and wife, Betty J Sheridan
Property Address. 3701 Surry Ridge Ct
Property to be acquired: 600 sq ft. (0 014 ac) plus 2,513 sq ft (0 0577 ac) of temporary construction easement
Improvements: brick wall, trees, shrubs, and landscaping
Price: $24,000 00
Remarks. Property is zoned R-12 and used as residential

5. Project. Park Road/Johnston Road Widening - Phase I
Owner(s): Harry A. Jamison
Property Address. 7731 Park Road
Property to be acquired. 4909 sq ft (0 1127 ac) plus 2,762 sq ft of temporary construction easement.
Improvements. shade trees, landscaping, driveway, septic tank
Price: $23,100.00
Remarks Zoned R-12 single family residence.

6 Project. F A R Part 150 Airport Noise Compatibility Program - Residential
Owner(s): Ray Thompson, single
Property Address. 6708 Virginia Circle - Moores Park, Charlotte, N.C
Property to be acquired. 2 bedrooms-1,775 sq ft ranch home
Price: $70,500 00
Remarks Property purchased under Federal Guidelines 49 CFR Part 24 of the 1970 Uniform Acquisition & Relocation Act - Public Law 91-646 Property owners eligible for federal relocation benefits. Acquisition & relocation disbursements eligible for Federal Aviation Administration reimbursement.

7 Project: F A R Part 150 Airport Noise Compatibility Program - Residential
Owner(s). Ronald B. Patterson & Shirley A Patterson, husband and wife
Property Address. 5008 Withrow Road, Charlotte, N C
Property to be acquired. one - 2 bedrooms-1,175 sq ft. ranch home
Price. $44,000 00
Remarks Property purchased under Federal Guidelines 49 CFR Part 24 of the Uniform Acquisition & Relocation Act 1970 Owners eligible for relocation benefits Acquisition and relocation disbursements eligible for Federal Aviation Administration reimbursement

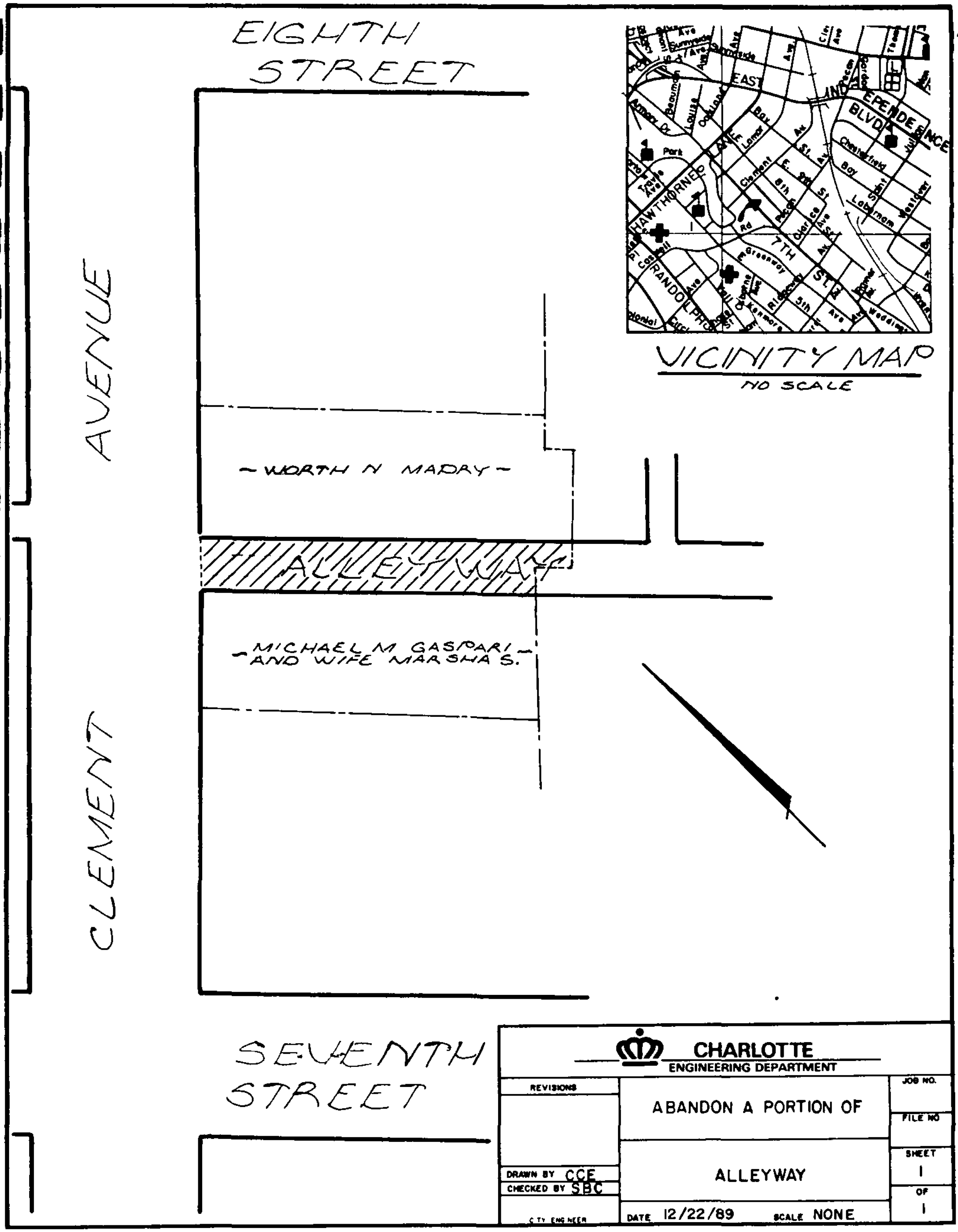
8 Project. F A R. Part 150 Airport Noise Compatibility Program - Residential
Owner(s). John M Blue and wife, May C Blue
Property Address. 6609 Virginia Circle, Charlotte, N.C
Property to be acquired: .442 acres
Price. $62,500 00
Remarks. Property purchased under Federal Guidelines 49 CFR Part 24 of the 1970 Uniform Acquisition & Relocation Act-Public Law 91-646 Property owners eligible for Federal Relocation benefits. Acquisition & relocation disbursement eligible for Federal Aviation Administration reimbursement

CONDEMNATION

9 Project. Intersection Improvements - South Boulevard/ Tyvola Road
Owner(s): Western Auto Supply Co., and any other parties of interest
Property Address: 5130-5136 South Blvd, Charlotte, N.C.
Property to be condemned: 418 sq ft (0 0095 ac) plus temporary construction easement.
Improvements: (1) 10-foot cherry tree-minimal amount of asphalt paving
Price: $3,035 00
Reason for condemnation: Property owner unable to convey release on outstanding Deed of Trust. Condemnation is recommended by Legal Department to obtain clear title

EXECUTIVE SESSION

27. Recommend adoption of a motion to hold an executive session upon conclusion of this meeting for the purpose of consulting with the City Attorney concerning a lawsuit in accordance with the North Caroina Open Meetings Law


EIGHTH STREET
AVENUE
CLEMENT
SEVENTH STREET
~ NORTH N MADRY ~
ALLEYWAY
~ MICHAEL M GASPARI ~
AND WIFE MARSHA S.
VICINITY MAP
NO SCALE
EAST
INDEPENDENCE BLVD
HAWTHORNE
7TH ST
RANDOLPH
Greenway
Clement
Lamar
Louise
Beaumont
Chesterfield
Boy
Westover
Weddington
Kenmore
Ridgewood
Park
Travis Ave
Castwell
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Blvd
Circle
Dr
Place
Court
Terrace
Tarlton
Sunnyside
Sunset
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ENGINEERING DEPARTMENT
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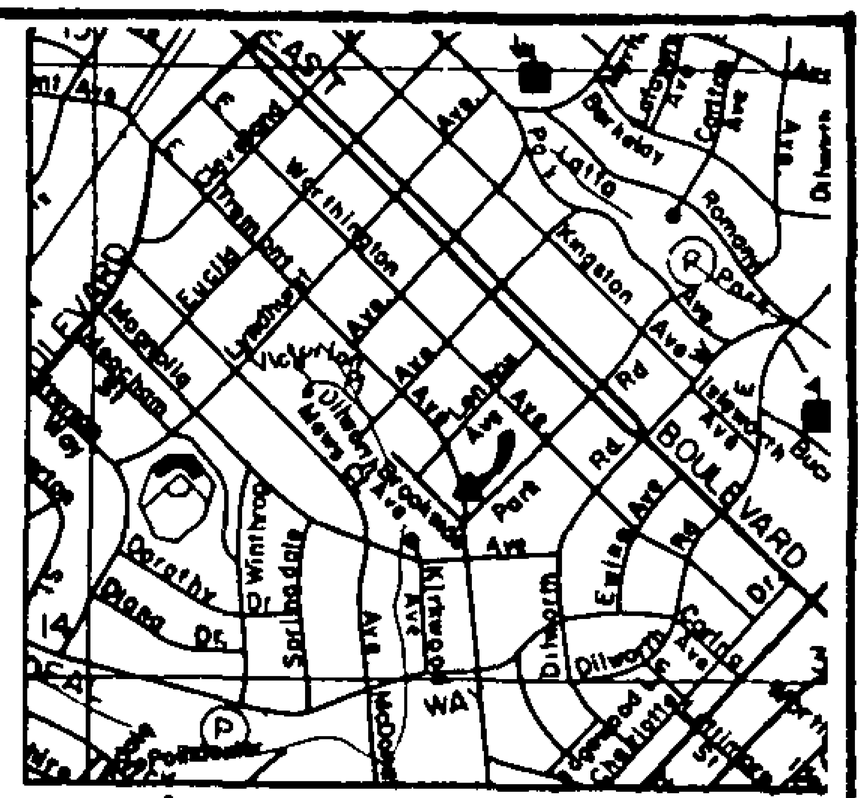
EAST
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Victor Lane
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HOUSING ASSISTANCE PLAN

At the February 5, 1990 workshop, staff shared with you proposed changes to your Housing Assistance Plan (HAP) Locational Policy criteria. Staff has added the following to the proposed changes of the HAP Locational Policy based on comments and discussions at the workshop:

- Added three objectives to Locational Standards.

  1. Protect racially integrated neighborhoods.
  2. Pursue housing proposals responsive to the School System's Pupil Assignment Plan.
  3. Promote community development of selected neighborhoods.

- Reduced census tracts where black population exceeds 40% to 25% under Prohibited Areas (see Exhibit 3 - Criteria A.3). This change made the following 5 census tracts prohibited: 15.01, 38.03, 38.04, 54.02 and 61 (see attached map). This proposed change meets the new objective to protect racially integrated neighborhoods.

- Stipulated how Request for Proposals will be evaluated (see Exhibit 3 - Criteria J.)

We are providing you the same information on the HAP that was given you at the workshop; a synopsis background of the HAP, the highlights of the major components of the existing HAP Locational Policy criteria, the highlights of the major components of the proposed HAP Locational Policy criteria and the highlights of the differences and similarities between the existing and proposed criteria. However, the text of the information has been updated and changes to the original text have been underlined.

BACKGROUND

The current HAP was revised and approved by City Council on November 14, 1989. Prior to the last revision, City Council had discussed and reviewed the HAP during Council workshops on September 5 and October 9, 1989. During these discussions, staff was directed to research options for concentration and size of assisted housing units. Staff has reviewed several Housing Assistance Plans from around the country and particularly liked the HAP Locational Policy criteria being utilized in Seattle, Washington and some of the criteria was incorporated into the proposed HAP. These proposed changes were presented to you at your February 5 workshop, and you will be considering the proposed changes at your February 26 meeting. Please be aware that the current HAP is in effect until September 30, 1991. The attached Exhibit 1 gives an overview of the HAP, its definition, its purpose and its uses.

HIGHLIGHTS OF THE MAJOR COMPONENTS OF THE EXISTING HAP LOCATIONAL POLICY CRITERIA

The primary objectives of the Locational Policy criteria are the following:

- Avoid concentration of low income persons
- Leverage private dollars
- Provide for scattered site housing (geographic dispersal)
- Ensure economic and racial integration of areas

Our existing HAP Locational Policy criteria provides for the following categories of new construction assisted housing:

- Federally built public housing
- City built public housing
- City/Housing Authority transitional housing
- Public/Private Housing Developments

The definitions of these various categories of assisted housing are listed in the attached Exhibit 2.

There are seven major policy criteria that determine where the different types of housing can and cannot be built, which are identified and defined in Exhibit 3 under the heading "Existing Criteria".

There are a total of 83 census tracts located within the City of Charlotte. Applying and analyzing this criteria results in the following which is shown on the attached Map - Exhibit 4:

- Within these 83 census tracts, there are 45 ineligible areas that prohibit assisted housing projects from being built within a 1/2 mile radius of another assisted housing project of 25 or more units.

- 44 or 53%* of the 83 census tracts are ineligible census tracts for the following reasons:

  - 36 census tracts are ineligible because of low income concentrations (50% or more of the households earn 80% or less of the median income);

  - 6 census tracts are ineligible because black population increased more than 15% between 1970 and 1980;

  - 2 census tracts are ineligible because its 1980 black population was greater than 40%.

Therefore, 39 (or 47%) census tracts are eligible to receive assisted housing projects of 25 or more units based on our existing criteria.

*Some census tracts may be ineligible due to more than one criteria.

HIGHLIGHTS OF THE MAJOR COMPONENTS OF THE PROPOSED HAP LOCATIONAL POLICY CRITERIA

Added the following 3 objectives based on Council's direction at the February 5, 1990 workshop:

- Protect racially integrated neighborhoods.
- Pursue housing proposals responsive to the School System's pupil assignment plan.
- Promote community development of selected neighborhoods.

In Exhibit 3 under the heading "Proposed Criteria", there are nine major policy criteria that determines where the different types of housing can and cannot be built. One additional section (J) was added based on Council's discussion at its February 5, 1990 workshop.

Applying and analyzing this criteria on the 83 census tracts within the City results in the following which is shown on the attached Map - Exhibit 5:

- Within these 83 census tracts, there are 45 prohibitive areas that prohibit assisted housing projects from being built within a 1/4 mile radius of another assisted housing project of 25 or more units.

- 43 or 51%* of the 83 census tracts are prohibited census tracts for the following reasons:

  - 11 census tracts are prohibited because assisted housing exceeds 5% of the total housing stock within the census tract;

  - 25 census tracts are prohibited because of low income concentrations (50% or more of the households earn 80% or less of the median income);

  - 7 census tracts are prohibited because its 1980 black population was greater than 25% .

- 19 census tracts are restricted areas and may receive additional assisted housing within the limitations of 5% of the total housing stock within the census tract.

- 21 census tracts are priority areas because no assisted housing units exist in these census tracts and Council would give priority for new assisted housing.

- Identifies 12 current Special Objective Areas

Therefore, 40 (or 49%) census tracts are eligible to receive assisted housing projects of 25 or more units based on the proposed criteria.

*Some census tracts may be ineligible due to more than one criteria.

HIGHLIGHTS OF THE EXISTING AND PROPOSED HAP LOCATIONAL POLICY CRITERIA WHICH ARE THE SAME

- Objectives of Locational Standards (Deleted)
- Does not allow new assisted housing projects in census tracts where 50% or more of households earn 80% or less of City-wide median income.
- Does not allow new assisted housing projects where the black population exceeds 40%. (Deleted)
- Seeks long term affordability.
- Provides Policy exemptions for:
  - Elderly/handicapped housing
  - Assisted housing developed for homeownership
  - Rehabilitation
  - City Council can exempt projects from any of the stated criteria on a case-by-case basis
  - North Carolina Housing Finance Agency Bond Financing

HIGHLIGHTS OF THE MAJOR DIFERRENCES BETWEEN THE EXISTING AND PROPOSED HAP LOCATIONAL POLICY CRITERIA

Existing HAP Differences:

- Public/private housing projects are exempt from a maximum number of units.
- Census tracts are ineligible where the black population has increased by 15% or more between 1970 and 1980.
- Maintains a 1/2 mile radius between existing housing projects.

Proposed HAP Differences:

- Regulates the number of housing units that can be built within a census tract and within the City.
- Limits the maximum number of all categories of assisted housing to 50 units per project.
- Identifies priority census tracts to build assisted housing.

- Makes available five additional census tracts to build assisted housing in because the black population increased over 15% between 1970 and 1980. (This criteria was deleted because these 5 census tracts did not comprise the majority of black or low income residents.) (Deleted)

- Adds objective to protect racially integrated neighborhoods and obtain objective by reducing census tracts where the black population exceeds 40% to 25%.

- Stipulates how Request for Proposals will be evaluated.

- Identifies special objective areas where assisted housing can be built for revitalization purposes.

- Reduces the radius between assisted housing projects from 1/2 mile to 1/4 mile.

- Provides criteria for market rate housing project conversion into assisted housing.

SUMMARY

If Council decides to leave the HAP as is, no action is required because the current HAP will remain in effect to September 30, 1991. If Council decides to modify the HAP to address concentration and size of assisted housing projects, the following procedures need to be followed:

1. hold a public hearing to receive comments on the HAP and proposed revisions (to be held February 26, 1990);

2. adopt the revised HAP; and

3. submit to HUD for review and their final approval.

Exhibit 1

HOUSING ASSISTANCE PLAN

The Housing Assistance Plan (HAP) is a narrative and statistical document that outlines the needs, goals and locations for various types of housing for low and moderate income households. The HAP identifies all housing policies and housing programs for the City of Charlotte including some activities not funded by Community Development Block Grant (CDBG) funds. Each City which expects to receive a CDBG Entitlement Grant must have a three year HAP approved in accordance with HUD regulations.

Purposes of the HAP

1. To provide a survey of the conditions of the City's existing housing stock.
2. To provide an assessment of the housing assistance needs of low and moderate income households.
3. To specify a three-year goal for the number of low and moderate income households to be assisted.
4. To provide an annual goals report.
5. To provide a description of the general locations of proposed assisted housing for low income persons.

Uses of the HAP

The HAP is used by the Department of Housing and Urban Development (HUD) and the City in different but related ways. The uses are listed below:

HUD

1. For decisions in allocating assisted housing funds.
2. To monitor a local government's assisted housing provisions to assure compliance with the HAP.

CITY

1. To maintain data on the conditions of the City's housing stock.
2. To maintain an assessment of the housing needs of low and moderate income households.
3. To develop annual housing goals to respond to the needs of low and moderate income households.
4. To determine and document the possible locations of proposed assisted housing.

DEFINITIONS

FEDERALLY-BUILT PUBLIC HOUSING:

This includes conventional public housing and Section 8 new construction. Federal funds come to the City via the Housing Authority to provide housing for persons who earn 80% or less of the local median income.* These housing units are managed by the local Housing Authority. There is no restriction as to how long persons may live in public housing.

CITY-BUILT PUBLIC HOUSING:

These are multi-family public housing developments totally financed by the City to house persons who earn 80% or less of the local median income.* These units are managed by the Charlotte Housing Authority. There is no restriction as to how long persons may live in public housing.

CITY/HOUSING AUTHORITY TRANSITIONAL HOUSING:

This housing is developed using a combination of private and City funds. One such project currently under development in Charlotte is Project Stepping Stone. This housing is targeted for persons earning a minimum of $13,000 and a maximum of 80% of the local median income annually.* The minimum income is required so that participants in the program can be assured of sufficient resources to enable them to move into private housing within 5-7 years. During their years of participation, residents receive financial, employment and homeownership counseling, in addition to opportunities for job and training opportunities and supportive services. This program offers the opportunity to move from dependency to self-sufficiency in the private market. This housing is managed by the Housing Authority, with services provided by the Housing Authority, the Department of Social Services, Employment and Training Department, Project Self-Sufficiency, Stepping Stone Housing and other local agencies.

PUBLIC/PRIVATE HOUSING:

These are developments financed 25% or more by private funding. Private financing includes any funds which are non-tax initiated dollars such as property tax, sales tax, etc. A percentage of such units are reserved for persons who earn 80% or less of the median income.* Such projects will be owned by a private on non-profit entity, and may be managed either privately or publicly.

*80% of the local median income for a family of four in 1988 is $26,150 annually.

FOR COUNCIL CONSIDERATION
February 26 1990

Exhibit 3
HOUSING ASSISTANCE PLAN

LOCATIONAL POLICY CRITERIA

EXISTING CRITERIA	PROPOSED CRITERIA
OBJECTIVES OF LOCATIONAL STANDARDS • Avoid Concentration of Low Income Persons • Leveraging Private Dollars • Geographic Dispersal • Encourage economic/racial Integration of Areas	**OBJECTIVES OF LOCATIONAL STANDARD** Previous Objectives Plus the Following • Protect racially integrated neighborhoods • Pursue housing proposals responsive to the School System s Pupil Assignment Plan • Promote community development of selected neighborhoods
A. INELIGIBLE AREAS: Areas within a ½ mile radius (property line to property line) of any 100% assisted housing project (Federally or City Built Public Housing) of 25 or more units are ineligible Exemptions from the ½ mile radius include 1 City/Housing Authority Transitional Housing but ineligible census tracts standard will apply 2 Public/private ventures using Low Income Housing Tax Credits and/or City s Innovative Housing fund if the project is funded 50% or *more by private funds or the project is funded* 25% or more by private funds and has at least 5% equity and is 100% privately owned and managed	**A. PROHIBITED AREAS:*** 1 Areas within a ¼ mile radius (property line to property line) of any assisted housing project ≥25 units Assisted housing is hereafter defined as any housing project with public financial assistance such as Federal or City built public housing public/private ventures using Low Income Housing Tax Credits and/or the City s Innovative Housing Fund and City/Housing Authority Transitional Housing
B. INELIGIBLE CENSUS TRACTS: 1 Census tracts where 50% or more of households earn 80% or less of the City wide median income are ineligible for additional Federally built public housing City built public housing and City/Housing Authority transitional housing Public/private venture projects are exempt if 40% or less of the units are reserved for households earning 60% or less of median income	2 Census tracts where 50% or more of households earn 80% or less of the City wide median income are ineligible for additional assisted housing
2 Census tracts where the black population exceeds 40%	3 Census tracts where the black population exceeds 25%
3 N/A	4 Census tracts where the total number of assisted housing units exceeds 5% of all housing units in a census tract
4 Census tracts where the black population has increased by 15% or more between 1970 1980	4 Deleted
5 City Council can exempt projects on a case by case basis	5 Same —Moved to Section H Policy Exemptions

*(Combines Existing Criteria Ineligible Areas and Ineligible Census Tracts)

LOCATIONAL POLICY CRITERIA

(continued from page 1)

EXISTING CRITERIA	PROPOSED CRITERIA
N/A	**B. RESTRICTED CENSUS TRACTS** Census tracts not meeting the prohibited criteria and with less than the 5% maximum number of assisted housing units are eligible for additional assisted housing units up to the maximum limit
N/A	**C. PRIORITY CENSUS TRACTS** Census tracts not meeting the prohibited criteria and currently without any assisted housing will be given priority for funding
N/A	**D. SPECIAL OBJECTIVE AREAS** Areas encompassing approved Small Area Plans or Special Project Plans that include recommendations for assisted housing will be considered for additional assisted housing by City Council on a case by case basis even when located within census tracts meeting the prohibited criteria
C. LONG-TERM AVAILABILITY City has first right of refusal to purchase public/Private housing development or the developer will provide the City with options on how the units can be maintained long term as low income housing units	**E. LONG-TERM AVAILABILITY** Same
D. CENSUS TRACTS EXTENDING BEYOND CITY LIMITS Eligible or ineligible based upon entire census tract s data	**F. CENSUS TRACTS EXTENDING BEYOND CITY LIMITS** Prohibited Restricted or Priority census tracts are based upon entire census tract s data
E. MAXIMUM UNITS Not more than 50 units per site for Federally or City built public housing Public/private ventures using Low Income Housing Tax Credits and/or the City s Innovative Housing Fund are exempt	**G. MAXIMUM UNITS** No more than 50 units per site are permitted for all program approaches

LOCATIONAL POLICY CRITERIA

(continued from page 2)

EXISTING CRITERIA	PROPOSED CRITERIA
F. POLICY EXEMPTIONS	**H. POLICY EXEMPTIONS**
1 Elderly/handicapped housing	1 Same
2 Single family units under Section 234 Program North Carolina Housing Finance Agency or similar below market housing	2 Same
3 Assisted housing within Community Development areas with an equal number made available outside of such areas within one year (Community Development areas are census tracts where 50% or more of the households earn 80% or less of the local median Income)	3 Delete
4 Assisted units developed for homeownership	4 Same
5 N/A	5 Project conversions defined as market rate units where at least 51% of the units convert to assisted housing will be considered for funding assistance on a case by case basis by City Council These assisted housing units will be included when calculating the 5% limit for assisted housing in a census tract Project conversions are not subject to the ¼ mile radius criteria or the 50 unit limit per project However these projects will be reviewed case-by case and are subject to City Council exemption
6 N/A	6 City Council can exempt projects from any of the above stated policy criteria on a case by case basis
G. NORTH CAROLINA HOUSING FINANCE AGENCY (NCHFA) BOND FINANCING	**I. NORTH CAROLINA HOUSING FINANCE AGENCY (NCHFA) BOND FINANCING**
Developers of any 80%/20% developments financed by the North Carolina Housing Finance Agency are required to provide that 30% of the 20% units for low income families be two and three bedroom units or to provide a justification as to why they cannot	Same

PROPOSED CRITERIA

J. EVALUATION OF REQUEST FOR PROPOSALS

1 Proposals will be reviewed by the Innovative Housing Committee The composition of the Committee includes

Assistant City Manager for Policy and Evaluation
Assistant City Manager for Development Services
Director Community Development Department
Director Planning Commission
Director Finance Department
Two Board members of the Charlotte Housing Authority
Two Board members of the Housing Partnership

This committee will provide a technical review of all proposals and RFP s and make recommendations to City Council

2 Responding proposals will be evaluated on all of the following but must comply with items a and b

a Priority assistance is to be provided to families earning 40% or less of median income and living in substan dard overcrowded or unaffordable housing or are residing in public housing and are listed on the Charlotte Housing Authority s Master List needing housing

b Compliance with the Housing Assistance Plan and the Housing Policy Plan — the geographic disbursement of proposed projects and proximity to other assisted housing will be a major consideration

c The project s effect on the School Board s pupil assignment plan and other impacts created on the school system in terms of total new students and current plans for the construction of new schools

d Land use and urban impact of projects on neighborhoods and commercial areas

e Neighborhood renewal and number of housing units

f Cost comparison to the City with other funded projects this will require a financial analysis of the City s cost per unit private funds leveraged and the terms of the City loan in regard to payback of City funds for reuse within the Innovative Housing Fund

g If tax credits are required for the project and subsequently endorsed by the City then the submission must meet all criteria required by the North Carolina State Housing Finance Agency The City will give priority to projects that utilize multiple leveraging mechanisms such as tax credits in addition to any City subsidy

h Design compatibility with the neighborhood impact on the viability of the neighborhood the provision of necessary amenities for children availability of public transportation and assurance of a good maintenance program

COMMENTS ON THE PROPOSED CHANGES TO THE
HOUSING ASSISTANCE PLAN LOCATIONAL POLICY

At City Council's request, a meeting was held on Friday, February 16, 1990 at 2:00 p.m. in Room 267 of the Charlotte-Mecklenburg Government Center for a presentation of the proposed changes to the Housing Assistance Plan Locational Policy and to receive comments from representatives of the Charlotte-Mecklenburg Schools, the Charlotte Housing Authority and the Charlotte-Mecklenburg Housing Partnership regarding these proposed changes.

J. W. Walton, Director of the Community Development Department made the presentation and a question and answer/discussion period followed.

Charlotte-Mecklenburg Schools was represented by Harold Deal, Assistant Superientendent for Planning and Research. Comments received were:

- Generally supportive of the proposed changes and believed they would enhance the School Board's goals of spreading assisted housing throughout the City thereby helping to alleviate some of the busing necessary to maintain black/white ratios.

  - Example given of how this is working in the Hickory Grove Area where an assisted housing project was built.

- Encouraged by the efforts being taken to coordinate HAP with School Board.

Charlotte-Mecklenburg Housing Partnership was represented by Pat Garrett, President, Peter Hubicki, Director of Operations, Tom Herrin, Board Member, Perrin Henderson, Board Member, and Ned Bishop, Board Member. Comments received were:

- Interested in understanding what impact the proposed changes would have on their efforts to develop affordable housing.

- Wanted to ensure that any efforts by the Housing Partnership to develop projects of 24 units or less in the prohibited areas would be exempt from the HAP.

- Wanted to be sure we do not loose sight of goal to provide affordable housing for poor. Land cost and rezoning problems may be prohibitive in southeast Charlotte.

- There needs to be some effort to address issue of vacant rental units on the west side and to ensure that efforts to build assisted housing in the priority areas do not aggravate this problem.

- Would we loose bonus points from the North Carolina Housing Finance Agency by high land cost? It was stated that cost may have to be under $45,000 to get these bonus points, and if this is true we may need to get amended with State.

Charlotte Housing Authority was represented by Larry Loyd, Acting Executive Director, Kitty Huffman, Board Member, Otis Crowder, Board Member, Ricky Hall, Board Member and Bob Sink, Attorney.

- City Council is moving in the right direction. However, concerned about cost of land in priority areas and rezoning problems. Have to be willing to rezone land especially if public/private housing wanted in the priority areas.

- Would there be any way to work in concert with the School Board and block out tracts of land for assisted housing where new schools are built similar to the way the School Board and City's Park & Recreation Dept. work out school and park land combinations.

REQUEST FOR PROPOSALS

For: Request for Proposals to Leverage $1.5 Million to Develop Affordable Housing

As Requested by: Director of Community Development
Community Development Department
600 East Fourth Street
Charlotte, North Carolina 28202-2859

PROPOSAL REQUIREMENTS
PROCEDURE FOR SUBMISSION

I. STATEMENT OF PURPOSE

The City of Charlotte seeks proposals from qualified developers to develop, own and provide management services for approximately 50 new multi-family affordable housing units. These housing units will benefit people earning 40 percent or less of the median income for Charlotte, North Carolina (median income for a 4-person family in Charlotte is $35,300) and who are on the Charlotte Housing Authority Master Waiting List. Preference will be given to proposals that provide a distribution of bedrooms as follows: ___ percent two bedrooms, ___ percent three bedrooms; and ___ percent four bedrooms.

A total of $1,500,000 is available to assist projects addressing the above stated need. Proposals may include a request for all or a portion of the $1,500,000 depending upon the demonstrated need for assistance and size of the proposed project. Options for utilizing the $1,500,000 to create affordable housing include, but are not limited to, the following: land acquisition, debt financing alternatives, such as construction financing, secondary permanent mortgages and deferred payment loans, and other methods of gap financing.

II. SUBMISSION ELEMENTS REQUIRED FROM DEVELOPERS, FORMAT OF PROPOSALS AND DEADLINE FOR SUBMISSION

Sealed written proposals should be submitted to the Director of the Community Development Department, City of Charlotte, 600 East Fourth Street, Charlotte, North Carolina 28202, on or before _____. Submissions must be clearly marked "Proposals for Innovative Housing Program". Proposals will be written and presented in the following format, utilizing the headings presented below for the organization of responses. Respondents shall address all items requested and provide a sufficient level of detail to enable evaluation of the proposal. The City has the right to request additional information as needed. The City of Charlotte shall reserve the right to accept or reject any and/or all proposals.

SECTION 1 - DEVELOPMENT ENTITY

Describe the development entity and its development history, including at a minimum:

Subsection A - General Information

1. Name, address and telephone number of the applicant and the name, address and telephone number of a representative authorized to act on behalf of the applicant during the course of this project.

2. Attach an organizational chart of the development entity. (In addition, identify the names and responsibilities of key personnel relating to this project.)

Subsection B - Development History

1. List and provide a brief description of developments which are comparable in scale, complexity and quality to the development suggested. The developer should state any experience the firm has had in providing affordable housing which for this request is defined as housing for persons earning 40 percent or less of the median income ($35,300 for a four-person family in Charlotte). Include the name and address of each development and, in addition, include the name and telephone number of a contact person familiar with each project who will respond to inquiries from the City.

Subsection C - Financial Capacity

1. The development entity should enclose current financial statements prepared by an independent CPA.

2. Where appropriate, include the personal financial statements of principals of the development entity.

3. Attach a current Bishop Report, Dunn and Bradstreet or similar report, if available, on the development entity and related businesses.

4. Provide the names, addresses and telephone numbers of two commercial or institutional credit references from which the applicant has previously obtained substantial project financing. Attach a letter authorizing each credit reference to respond to inquiries from the City.

SECTION 2 - THE PROPOSAL

Subsection A - Neighborhood Impact Assessment

A thorough narrative description of the project is needed. The proposal should also include a conceptual site plan, a rendering and/or building elevations, vicinity map and photographs of the site and adjacent parcels. The vicinity map should include references to public transit routes, neighborhood shopping facilities and public facilities such as schools, parks, etc. In addition to the above items, the proposal should include the following information.

1. Provide a letter from the Charlotte-Mecklenburg School Administration regarding what impact this project will have on the School Board's Pupil Assignment Plan. The contact person for obtaining this information is Mr. Harold Deal, Assistant Superintendent for Planning and Research.

2. The Charlotte-Mecklenburg Planning Commission staff should be consulted to determine if the propopsal is consistent with the Generalized Land Plan 2005 and any applicable Small Area Plan or Special Project Plan.

Subsection B - Developer Commitments/Site Control

A principal or chief operating officer of the development entity must commit in writing to complete the project if selected by the City. Furthermore, the development entity must provide evidence that site control has been established at the time the proposal is submitted to the City for consideration. Evidence of site control can include a copy of the deed, option agreement, purchase contract or other document giving site control.

Subsection C - Uses and Sources of Funds

1. A budget for the project, including all hard and soft costs should be itemized.

2. All interim and permanent sources of funds need to be identified. Firm financing commitments specifying terms and conditions must be submitted.

3. Developer must evidence the capacity to raise the equity necessary for the completion of the project. Specify the sources and terms and conditions of the required equity injection.

4. Explain the type of subsidy mechanism and terms of the subsidy the City is being requested to provide.

Subsection D - Financial Information

1. Include proformas for a 15-year period which indicate pretax cash flow, cash flow after tax, and the net proceeds after tax for the sale or refinancing of the project.

2. Provide a detail 15-year projection of the rent structure by bedroom size and specify how the units will be affordable to people earning 40 percent or less of the median income for Charlotte.

Subsection E - Project Schedule/Key Personnel

1. Attach a project schedule which at a minimum shows the anticipated dates of starting and completing the construction.

2. Identify the key personnel and responsibilities of the construction team relating to this project.

3. Present a detailed management plan for the project's implementation and the operation of the finished project. Identify the method of management to be employed and identify the individuals and/or firms to be responsible for each element of the management plan.

Subsection F - Compliance with the Housing Assistance Plan (HAP)

Show how the project complies with the Housing Assistance Plan's Locational Policy (Attachment A).

III. EVALUATION OF PROPOSALS

A. Proposals will be reviewed by the Innovative Housing Committee. The composition of the Committee includes:

Assistant City Manager for Policy and Evaluation
Assistant City Manager for Development Services
Director, Community Development Department
Director, Planning Commission
Director, Finance Department
Two Board members of the Charlotte Housing Authority
Two Board members of the Housing Partnership.

This committee will provide a technical review of all proposals and RFP's and make recommendations to City Council.

B. Responding proposals will be evaluated on all of the following but must comply with items 1 and 2:

1. Priority assistance is to be provided to families earning 40% or less of median income and living in substandard, overcrowded, or unaffordable housing, or are residing in public housing, and are listed on the Charlotte Housing Authority's Master List needing housing;

2. Compliance with the Housing Assistance Plan and the Housing Policy Plan - the geographic disbursement of proposed projects and proximity to other assisted housing will be a major consideration;

3. The project's effect on the School Board's pupil assignment plan and other impacts created on the school system in terms of total new students and current plans for the construction of new schools;

4. Land use and urban impact of projects on neighborhoods and commercial areas;

5. Neighborhood renewal and number of housing units;

6. Cost comparison to the City with other funded projects; this will require a financial analysis of the City's cost per unit, private funds leveraged and the terms of the City loan in regard to payback of City funds for reuse within the Innovative Housing Fund.

7. If tax credits are required for the project and subsequently endorsed by the City, then the submission must meet all criteria required by the North Carolina State Housing Finance Agency. The City will give priority to projects that utilize multiple leveraging mechanisms, such as tax credits, in addition to any City subsidy.

8. Design compatibility with the neighborhood, impact on the viability of the neighborhood, the provision of necessary amenities for children, availability of public transportation, and assurance of a good maintenance program.

IV PROCESS

All interested developers will be briefed at a "Pre-proposal Conference" to be held as shown in the following schedule of events. All due dates are final and cannot be extended for any reason. Failure to respond to any of the requested submission items is cause for the proposal to be rejected.

Schedule	Dates
○ Pre-proposal Conference	3-8-90
○ Submission Deadline	3-30-90
○ Review by Innovative Housing Committee and Recommendation	4-10-90
○ City Council Action	4-23-90
○ Execution of Loan Agreement	5-5-90

All questions regarding this request for proposals should be addressed to A. C. Shull, Neighborhood Development Supervisor at 336-2410.

Revised 2/90

Attachment A

FOR COUNCIL CONSIDERATION
February 26 1990

Exhibit 3
HOUSING ASSISTANCE PLAN

LOCATIONAL POLICY CRITERIA

EXISTING CRITERIA	PROPOSED CRITERIA
OBJECTIVES OF LOCATIONAL STANDARDS • Avoid Concentration of Low Income Persons • Leveraging Private Dollars • Geographic Dispersal • Encourage economic/racial Integration of Areas	**OBJECTIVES OF LOCATIONAL STANDARD** Previous Objectives Plus the Following • Protect racially integrated neighborhoods • Pursue housing proposals responsive to the School System s Pupil Assignment Plan • Promote community development of selected neighborhoods
A. INELIGIBLE AREAS: Areas within a ½ mile radius (property line to property line) of any 100% assisted housing project (Federally or City Built Public Housing) of 25 or more units are ineligible Exemptions from the ½ mile radius include 1 City/Housing Authority Transitional Housing, but ineligible census tracts standard will apply 2 Public/private ventures using Low Income Housing Tax Credits and/or City's Innovative Housing fund if the project is funded 50% or more by private funds or the project is funded 25% or more by private funds and has at least 5% equity and is 100% privately owned and managed	**A. PROHIBITED AREAS:*** 1 Areas within a ¼ mile radius (property line to property line) of any assisted housing project ≥25 units Assisted housing ' is hereafter defined as any housing project with public financial assistance such as Federal or City built public housing public/private ventures using Low Income Housing Tax Credits and/or the City s Innovative Housing Fund and City/Housing Authority Transitional Housing
B. INELIGIBLE CENSUS TRACTS: 1 Census tracts where 50% or more of households earn 80% or less of the City-wide median income are ineligible for additional Federally built public housing, City built public housing and City/Housing Authority transitional housing Public/private venture projects are exempt if 40% or less of the units are reserved for households earning 60% or less of median income	2 Census tracts where 50% or more of households earn 80% or less of the City-wide median income are ineligible for additional assisted housing
2 Census tracts where the black population exceeds 40%	3 Census tracts where the black population exceeds 25%
3 N/A	4 Census tracts where the total number of assisted housing units exceeds 5% of all housing units in a census tract
4 Census tracts where the black population has increased by 15% or more between 1970 1980	4 Deleted
5 City Council can exempt projects on a case-by case basis	5 Same —Moved to Section H Policy Exemptions

*(Combines Existing Criteria Ineligible Areas and Ineligible Census Tracts)

LOCATIONAL POLICY CRITERIA

(continued from page 1)

EXISTING CRITERIA	PROPOSED CRITERIA
N A	**B. RESTRICTED CENSUS TRACTS** Census tracts not meeting the prohibited criteria and with less than the 5% maximum number of assisted housing units are eligible for additional assisted housing units up to the maximum limit
N/A	**C. PRIORITY CENSUS TRACTS** Census tracts not meeting the prohibited criteria and currently without any assisted housing will be given priority for funding
N A	**D. SPECIAL OBJECTIVE AREAS** Areas encompassing approved Small Area Plans or Special Project Plans that include recommendations for assisted housing will be considered for additional assisted housing by City Council on a case-by-case basis even when located within census tracts meeting the prohibited criteria
C. LONG-TERM AVAILABILITY City has first right of refusal to purchase public/Private housing development or the developer will provide the City with options on how the units can be maintained long term as low income housing units	**E. LONG-TERM AVAILABILITY** Same
D. CENSUS TRACTS EXTENDING BEYOND CITY LIMITS Eligible or ineligible based upon entire census tract s data	**F. CENSUS TRACTS EXTENDING BEYOND CITY LIMITS** Prohibited Restricted or Priority census tracts are based upon entire census tract s data
E. MAXIMUM UNITS Not more than 50 units per site for Federally or City built public housing Public/private ventures using Low Income Housing Tax Credits and/or the City s Innovative Housing Fund are exempt	**G. MAXIMUM UNITS** No more than 50 units per site are permitted for all program approaches

LOCATIONAL POLICY CRITERIA

(continued from page 2)

EXISTING CRITERIA	PROPOSED CRITERIA
F. POLICY EXEMPTIONS	**H. POLICY EXEMPTIONS**
1 Elderly/handicapped housing	1 Same
2 Single family units under Section 234 Program North Carolina Housing Finance Agency or similar below market housing	2 Same
3 Assisted housing within Community Development areas with an equal number made available outside of such areas within one year (Community Development areas are census tracts where 50% or more of the households earn 80% or less of the local median income)	3 Delete
4 Assisted units developed for homeownership	4 Same
5 N/A	5 Project conversions defined as market rate units where at least 51% of the units convert to assisted housing will be considered for funding assistance on a case-by-case basis by City Council These assisted housing units will be included when calculating the 5% limit for assisted housing in a census tract Project conversions are not subject to the ¼ mile radius criteria or the 50 unit limit per project However these projects will be reviewed case-by-case and are subject to City Council exemption
6 N/A	6 City Council can exempt projects from any of the above stated policy criteria on a case-by-case basis
G. NORTH CAROLINA HOUSING FINANCE AGENCY (NCHFA) BOND FINANCING	**I. NORTH CAROLINA HOUSING FINANCE AGENCY (NCHFA) BOND FINANCING**
Developers of any 80%/20% developments financed by the North Carolina Housing Finance Agency are required to provide that 30% of the 20% units for low income families be two and three bedroom units or to provide a justification as to why they cannot	Same

PROPOSED CRITERIA

J. EVALUATION OF REQUEST FOR PROPOSALS

1 Proposals will be reviewed by the Innovative Housing Committee The composition of the Committee includes

Assistant City Manager for Policy and Evaluation
Assistant City Manager for Development Services
Director Community Development Department
Director Planning Commission
Director Finance Department
Two Board members of the Charlotte Housing Authority
Two Board members of the Housing Partnership

This committee will provide a technical review of all proposals and RFP s and make recommendations to City Council

2 Responding proposals will be evaluated on all of the following but must comply with items a and b

a Priority assistance is to be provided to families earning 40% or less of median income and living in substandard overcrowded or unaffordable housing, or are residing in public housing and are listed on the Charlotte Housing Authority s Master List needing housing,

b Compliance with the Housing Assistance Plan and the Housing Policy Plan — the geographic disbursement of proposed projects and proximity to other assisted housing will be a major consideration,

c The project s effect on the School Board s pupil assignment plan and other impacts created on the school system in terms of total new students and current plans for the construction of new schools,

d Land use and urban impact of projects on neighborhoods and commercial areas

e Neighborhood renewal and number of housing units

f Cost comparison to the City with other funded projects, this will require a financial analysis of the City s cost per unit private funds leveraged and the terms of the City loan in regard to payback of City funds for reuse within the Innovative Housing Fund

g If tax credits are required for the project and subsequently endorsed by the City then the submission must meet all criteria required by the North Carolina State Housing Finance Agency The City will give priority to projects that utilize multiple leveraging mechanisms, such as tax credits in addition to any City subsidy

h Design compatibility with the neighborhood, impact on the viability of the neighborhood, the provision of necessary amenities for children availability of public transportation, and assurance of a good maintenance program

FOOTNOTE

City Council is contemplating these proposed changes to the HAP Locational Policy which may not be adopted by the Council at the time the Request for Proposal (RFP) is being advertised. However, these proposed changes may be adopted by the Council before the submittal date of the RFPs. Therefore, all RFPs must comply with the City's approved HAP in existence at the time of submission deadline.

COMMUNITY DEVELOPMENT AND HOUSING COMMITTEE
February 13, 1990
Executive Summary

The City Council Community Development and Housing Committee met on February 13, 1990, at 5:00 p.m., in room 270 of the Charlotte-Mecklenburg Government Center, with chairman Cyndee Patterson presiding. Committee members Richard Vinroot, Ann Hammond and Tom Mangum were present. Committee member Hoyle Martin was absent. Council member Roy Matthews was also in attendance.

Staff members in attendance were J. W. Walton and Chuck Uhlir - Community Development; Tom Finnie, Pam Syfert, and Darlene Shrum-City Manager's Office

Also present were Larry Loyd, Harrison Shannon and Peter Hubicki.

Process for Acquiring Land for Housing

Discussion: Tom Finnie presented options available for the Community Development Department to acquire land for developing low-income housing for persons earning 40% or less of the median income. Three strategies were outlined: (1) Use of a request for proposal (RFP) to solicit offers to land developers, real estate brokers and individual land owners to sell land to the city; (2) A contract with private real estate firms to identify land to be recommended for Council consideration; and (3) Acquiring land by condemnation.

Action Taken: The committee voted to recommend to Council that an RFP process be developed and used to identify land, and also that staff identify land from other resources; the land for acquisition be restricted to census tracts defined as priority areas by the revised HAP for a one year period, and the areas be prioritized into three groups indicating highest to lowest priority. The committee further recommended that while preference should be to identify properly zoned land, requests be considered to rezone property that meets all specified criteria in the RFP.

Schedule for CD and Housing Committee Meetings

The committee discussed the difficulty in scheduling meetings and agreed to hold future meetings on the second Friday of the month at 12:00 noon.

Meeting adjourned at 6:05 pm

Cultural Study Committee Members

Member	Category
Claudia Belk	Major Arts Contributor
Boyd C. Campbell, Jr.	Business Representative
Ron Chapple	Arts Community Representative
Deborah Cooper	Educational Representative
Daphne Dwyer	Community Representative
Malcolm E. Everett, III	Business Representative
Shirley Farrar	Educational Representative
Liz Hair	Arts & Science Council Representative
Michael Marsicano	Arts & Science Council Representative
Charles Page	United Way Capital Funds Board Rep.
G. Patrick Phillips, Chairman	Business Representative
Bertha Robinson	Community Representative
Sally Robinson	Arts Community Representative
Sally Van Allen	Major Arts Contributor
William H. Williamson, III	Major Arts Contributor

Cultural Study Committee

Charge

To develop a method to review cultural requests for public funding by December 31, 1989, and to develop a cultural plan for Charlotte/Mecklenburg which will ensure the most effective and equitable use of dollars for the advancement of arts and culture in Charlotte/Mecklenburg. The plan is to be developed by December 31, 1990.

MEMORANDUM

To: Charlotte City Council
Mecklenburg County Commission

From: Pat Phillips, Chairman
Cultural Planning Committee

Re: Phase I Report

Date: Tuesday, December 5, 1989

CHARGE REVIEW

The Cultural Planning Committee has been charged with two tasks. The first task is to develop a method of review for public funding of cultural requests. The second task is to develop a long range cultural plan which will ensure the most effective and equitable use of dollars for the advancement of culture in the City of Charlotte and Mecklenburg County. In addition, the committee's objective is to create a cultural plan that takes the City of Charlotte and Mecklenburg County into the 21st Century.

SUMMARY OF PHASE I ACHIEVEMENTS

The Planning Committee has divided the 18 months process into three phases. Phase I consists of the "plan to plan". Phase II consists of the in-depth planning process itself and Phase III includes the distribution and communication of results. The first phase of the process has been completed. The following objectives were achieved in Phase I:

a. The development of a working definition of the term culture (Appendix A).

b. The collection of data from existing cultural assets.

c. The participation in goal setting by ten community focus groups.

d. The development of themes, goals, and objectives.

e. The development of methodology options.

f. The development of preliminary cost estimates for Phases II and III.

g. Immediate next steps.

FOCUS GROUP RESEARCH

The Planning Committee decided that all three phases of the study process should be as participatory as possible, including the goal setting procedure in Phase I. Accordingly, the committee contracted Partners for Livable Places to conduct ten (10) focus group sessions of 150 citizens who contributed 1500 pieces of information to the goal setting process. A complete Focus Group Report is included in Appendix B. Examination of the focus group responses enabled the committee to establish themes and to set goals for the Cultural Plan sensitive to the interests of the citizenry at large.

THEMES

The Planning Committee recognizes that this cultural plan will take the City of Charlotte and Mecklenburg County into the 21st Century. For this reason, the committee has approached the Cultural Plan as a blueprint for our future. During Phase I of the study process, two major themes have emerged which will prepare our community for the 21st Century. These two themes are Children and Region.

The importance of strengthening Charlotte's cultural climate for children and increasing cultural education opportunities has been emphasized repeatedly during the first phase of the study. If the Cultural Plan is to provide a foundation for our future, then that foundation must be built for our children. The Planning Committee will bring their needs to the forefront of cultural development.

Thirteen counties surrounding Mecklenburg County are rapidly developing as one region. Many forces are at work that inhibit this development. Cultural differences must not inhibit our development as a region. Instead, cultural assets can be positioned to lead the effort in regional development. A regionally oriented cultural plan is the key to this achievement.

In addition to the two major themes of Children and Region, four sub-themes have been identified. These sub-themes include Organization, Participation, Partnerships and Financing. They are described in detail in Appendix B. Phases II and III will be conducted within the framework of these themes and sub-themes.

CULTURAL PLAN GOALS

The Planning Committee will achieve the following six (6) goals through Phase II of the Cultural Planning Process:

1. Develop sound financial management for cultural assets by:

a. Reviewing current public and private allocation procedures.
b. Studying public and private allocation procedures nationwide.
c. Establishing improved mechanisms for the distribution of current financial resources.
d. Identifying new sources of funding.

2. Preserve and protect our existing cultural assets.

3. Identify the needs of the community and recommend specific strategies for addressing these needs within the framework of two major themes: Children and Region.

4. Establish an environment supportive of artistic and scientific excellence, as well as the creative endeavors of cultural agencies, individual artists, and citizens at large.

5. Increase public participation in cultural opportunities and expand cultural choices, if necessary, to maximize public participation.

6. Identify and encourage partnership opportunities between cultural, social, historic, and economic assets of the community for the purposes of building a balanced quality of life for all citizens.

METHODOLOGY

The Planning Committee recommends that comparative research, management audits, key informant interviews, surveys, community meetings, and public forums be conducted during Phase II of the process. Phase II is the in-depth planning stage of the process. This Phase is expected to take place between January and June of 1990. It will emphasize participation by a broad cross section of the community and region.

The committee has reviewed a list of potential consultants on paper. A short list has been selected and interviews of the finalists will be conducted during the month of January. By the end of the month a decision will be made whether to employ one consultant or a team of consultants. Preliminary cost estimates have not identified a savings in one approach over another. The committee will be prepared to return to the City Council and the County Commission by February 1, 1990, with a choice of consultant(s), a budget, and proposed sources of funds.

TIMELINE

The following timeline has been established by the Planning Committee:

December, 1990	Phase I Report RFP written

January, 1990	Consultant Interviews Consultant Selection Request for Funds
February, 1990	Contract Finalized Phase II Begins
March - July, 1990	In-depth Planning Process Consultant Research Period
August, 1990	Final Report Drafted and Reviewed
September - December, 1990	Phase III Begins Published Plan Distribution/Communication Final Recommendations to City/County

IMMEDIATE ISSUES

The Planning Committee recognizes that its decision to look with vision toward the 21st Century poses two dilemmas that require discussion. First, the City Council originally requested the funding policy component of the Cultural Plan by December, 1989. Members of the committee were unanimous in their feelings that it was more beneficial to both elected bodies to conduct the full plan prior to the development of funding policies rather than the reverse. Funding policies logically flow from the complete plan rather than ahead of the plan. The committee intends to recommend a comprehensive funding policy that will last well into the 21st Century. However, the committee felt compelled to offer the City Council and County Commission three options for an interim solution.

Two of the options draw on existing human resources knowledgable about the cultural community, and well placed within established groups structurally capable of conducting a comprehensive review of requests by cultural agencies to both local governments. The first option is to call upon the Grants Committee of the Arts and Science Council to conduct a thorough analysis of the requests and to submit recommendations to the City Council and the County Commission. The Arts and Science Council is set up to deliberate over funding requests with established criteria, but has not yet been approached to consider this expanded interim role.

The second option is to create a Review Committee made up of three members from the Arts and Science Council, two members from the Cultural Planning Committee itself, and one key staff member from the City and County each. This second option would establish an important link to the Planning Committee itself. It provides direct "hands on"

experience by Cultural Planning Committee members who will be recommending a funding policy package at the completion of the full Cultural Plan.

The third option is to continue to review requests as they have been reviewed in the past by direct access to the City Council and the County Commission. This option protects against "quick fix" solutions that would most likely change after the completed plan. There may be no compelling reason by the City Council and County Commission to disrupt the entire system with changes two years in a row. Selection of option three includes an additional recommendation that City/County support to cultural organizations during FY91 be adjusted to reflect the rate of inflation, thus assuring the groups a financial status quo.

The second immediate issue relates to the early identification by the committee of a major problem in our current cultural system. The problem is widespread institutional instability that has resulted in deficit situations within some of our finest cultural organizations. While it is the intent of the committee to address this issue in the comprehensive Cultural Plan, the urgency of the problem cannot be ignored. The committee has been made aware of the well conceived initiatives by the Arts and Science Council to bring new federal dollars to Charlotte to tackle this problem. ASC has made an application for funds to the National Endowment for the Arts to address this issue. The Planning Committee encourages the support of the City and County in this important effort.

MEMORANDUM

To: Charlotte City Council
Mecklenburg County Commission

From: Pat Phillips, Chairman
Cultural Study Committee

Re: Consultant Recommendation

Date: February 6, 1990

The Cultural Study Committee has become aware of a preference, by the City Council, to receive recommendations for changes and improvements in the system of allocating public funds to cultural organizations within the next two months. It is the understanding of the committee that a report on April 15, 1990, will enable the City Council to implement recommendations for the immediate budget cycle. The Cultural Study Committee is eager to accommodate the City Council. The delicate nature of the subject, however, requires objective professional expertise between now and then.

The Cultural Study Committee has completed a review of consultants and recommends that the City of Charlotte, in its capacity as lead agent, contract with the Wolf Organization for professional services. Mr. Wolf and his associates will assist the committee in the development of funding and allocation procedures, as well as the comprehensive cultural plan. The cost of the ten (10) months consulting contract is $95,000. The price of the consultancy has been negotiated and is comparable to the cost of the 1975 cultural plan in 1990 dollars.

To date, the Cultural Study Committee has raised $25,000 from the private sector for these fees. The remaining $70,000 is respectfully requested by the committee from the City of Charlotte in the amount of $56,000 and Mecklenburg County in the amount of $14,000. These figures reflect a prior agreement between the City and the County to fund the cultural planning process in the ratio of 80% - 20% respectively.

An investment in the professional expertise of the calibre of Tom Wolf will pay significant dividends. Mr. Wolf's references have been checked and he is highly recommended. He and his colleagues are responsible for the recent development of community wide cultural plans in major American cultural centers, such as Los Angeles, Houston, and Phoenix.

This cultural plan will prepare Charlotte for the 21st Century by making provisions for a healthy system of cultural organizations and activities. Mr. Wolf, in particular, brings to Charlotte a real vision for the future of the cultural life in America. This vision is grounded in his financial management and organizational skills.

The City of Charlotte and Mecklenburg County can expect the cultural plan to include the following:

1. An assessment of the efficiency and effectiveness of grantmaking program (public and private) to cultural agencies, including application procedures, application review, grants processing, and final reporting/evaluation systems.

2. Concrete recommendations for changes and improvements in the allocation systems of both public and private funds to cultural organizations.

3. Recommendations for programs and services that address needs and priorities with particular emphasis on the target areas of children and region.

4. Recommendations for expanding the community's role in serving the region's children and recommendations to strengthen the educational climate for the arts within the public schools and within Charlotte/Mecklenburg-based cultural institutions.

5. Recommendations for developing a regional approach to cultural development including specific marketing techniques.

6. Recommendations for innovative funding strategies and mechanisms.

7. Recommendations for programs and services for individual artists, cultural organizations, multicultural constituencies and audiences with indications of required levels of funding.

8. Recommendations for infrastructural improvements with respect to cultural activities, including changes in the Arts and Science Council's programs, services, and administrative procedures.

9. A detailed report on factfinding results, survey research, framework budget projections, and the necessary steps for the implementation of the cultural plan.

The Wolf Organization will achieve this agenda by conducting framework budget projections, survey research, public policy analysis, public forums, personal interviews, needs assessment, and comparative community research to develop a multiyear cultural plan for Charlotte/Mecklenburg.

A finalized timeline has been attached for your review, as well as a budget breakdown. Please note that the timeline has been established around the need to report to both local governments by April 15, 1990, on the recommendations for changes in the system of allocating public funds. Accordingly, the City and County will be able to implement these recommendations during the immediate budget cycle, if they so choose.

The Study Committee strongly urges the City Council and County Commission to employ the Wolf Organization. Thank you for your support of this important process.

js260

DATE: January 22, 1990

PETITION NO.: 89-86

PETITIONER(S): Zaremba CenterPoint Company

REQUEST: Change from O-6 and R-6MF to B-1SCD

LOCATION: A 13.8 acre site on the northeasterly corner of Eastway Drive and Biscayne Drive.

ACTION: The Zoning Committee recommends that this petition be approved.

VOTE: Yeas: Burns, Davis, Lassiter, Latham, Majeed, and Mead.

Nays: None.

(Commissioner Points abstained from discussion and vote, declaring a conflict of interest.)

REASONS

This petition proposes the development of a shopping center in an area where plans call for an office future. The City Council recently approved a major shopping center directly across Eastway Drive from the subject site. This petitioner had requested numerous deferrals in order to continue to modify their plan to try to address the many issues which emerged during the process. Members of the Zoning Committee noted that this did not appear to be a good location for office development. They noted also that the petitioner had addressed all of the main concerns raised by the site plan including improvements to the edge treatment and a relocation of their major entrance to conform to the location of the major shopping center across Eastway Drive. They also noted that they felt this property could be used to soften the impact of commercial relocations from Independence Boulevard.

STAFF OPINION

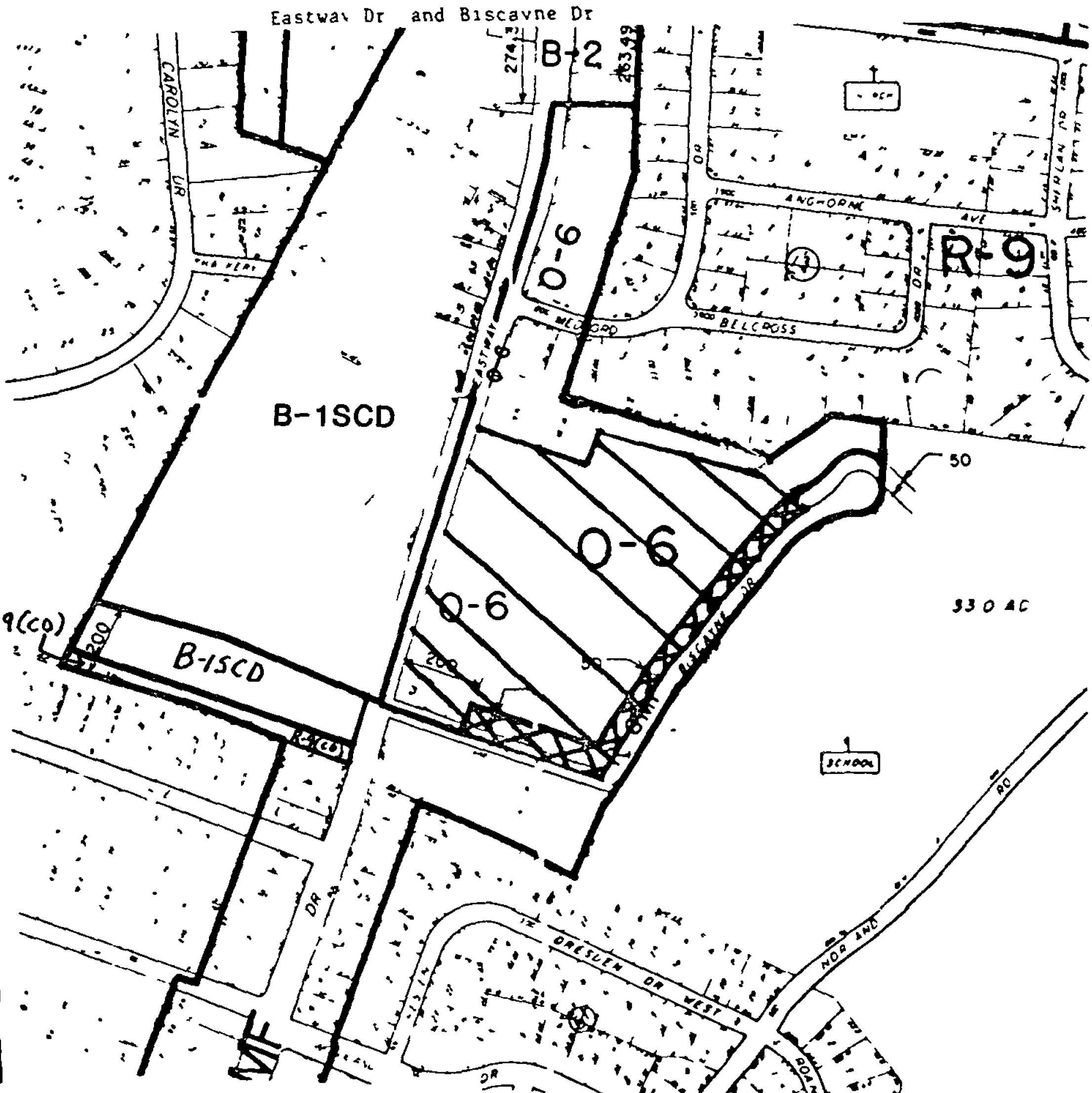
The staff disagrees with the recommendation of the Zoning Committee. This petition is clearly inconsistent with plans for the area and the development of this site will set the stage for additional commercial development along Eastway Drive in this area and south to U.S. 74. The retail needs in the area are more than adequately served by the existing retail center directly across the street.

PETITIONER Zaremba CenterPoint Co.

PETITION NO. 89-86 HEARING DATE October 18, 1989

ZONING CLASSIFICATION, EXISTING O-6 & R-6MF REQUESTED B-1SCD

LOCATION Approximately 13.8 acres located on the northeasterly corner of Eastway Dr. and Biscayne Dr.



ZONING MAP NO. 100,101,112,113

SCALE 1" = 400'

PROPERTY PROPOSED FOR CHANGE

MEMORANDUM

TO: Mayor Sue Myrick and City Council Members

FROM: Richard Vinroot

DATE: February 1, 1990

SUBJECT: "World Cup" Soccer-1994

As you may have read in yesterday's Observer, Charlotte is one of several U.S. cities (Washington, D.C., Miami and San Diego are others I've heard about) being considered as sites for the World Cup Soccer competition that will come to this country for the first time in 1994. On a worldwide scale, this is equivalent to the Super Bowl, World Series, Final Four and Kentucky Derby rolled into one event -- it is a very big deal! I'm enclosing some material I have secured from Rich Melvin, the man who brought all of this to my attention, for your further reference.

In this regard, the director of "World Cup USA" has apparently expressed a strong interest in Charlotte because (a) he is a Wake Forest graduate, (b) it is anticipated we will have a 70,000-plus-seat NFL stadium by 1994, (c) soccer is becoming very big in the Carolinas (UNC's women have won the NCAA soccer championship for six or seven of the last eight years, and Duke and Clemson are perennial contenders for the NCAA championship on the men's side, as well), and (d) Charlotte is an ideal mid-east location between New York/Washington and Miami, etc.

In order to improve our chances at being selected -- which could be a "sporting bonanza" in the summer of 1994 right after we have hosted the Final Four in college basketball that spring -- it has been suggested that Charlotte host some of the preliminary competition this spring and in the next couple of years in Memorial Stadium. However, to qualify, it will be necessary that Memorial have enough sideline space to meet minimum World Cup Soccer standards, which it does not do in its present configuration. The problem is that the eliptical footprint creates four "corner" locations that require widening (as indicated on an attached rough drawing I have prepared for illustration), which will necessitate removal of small portions of stone wall and seating at a cost estimated to be between $40,000 and $90,000, depending on whether it is done by city staff or private contractors.

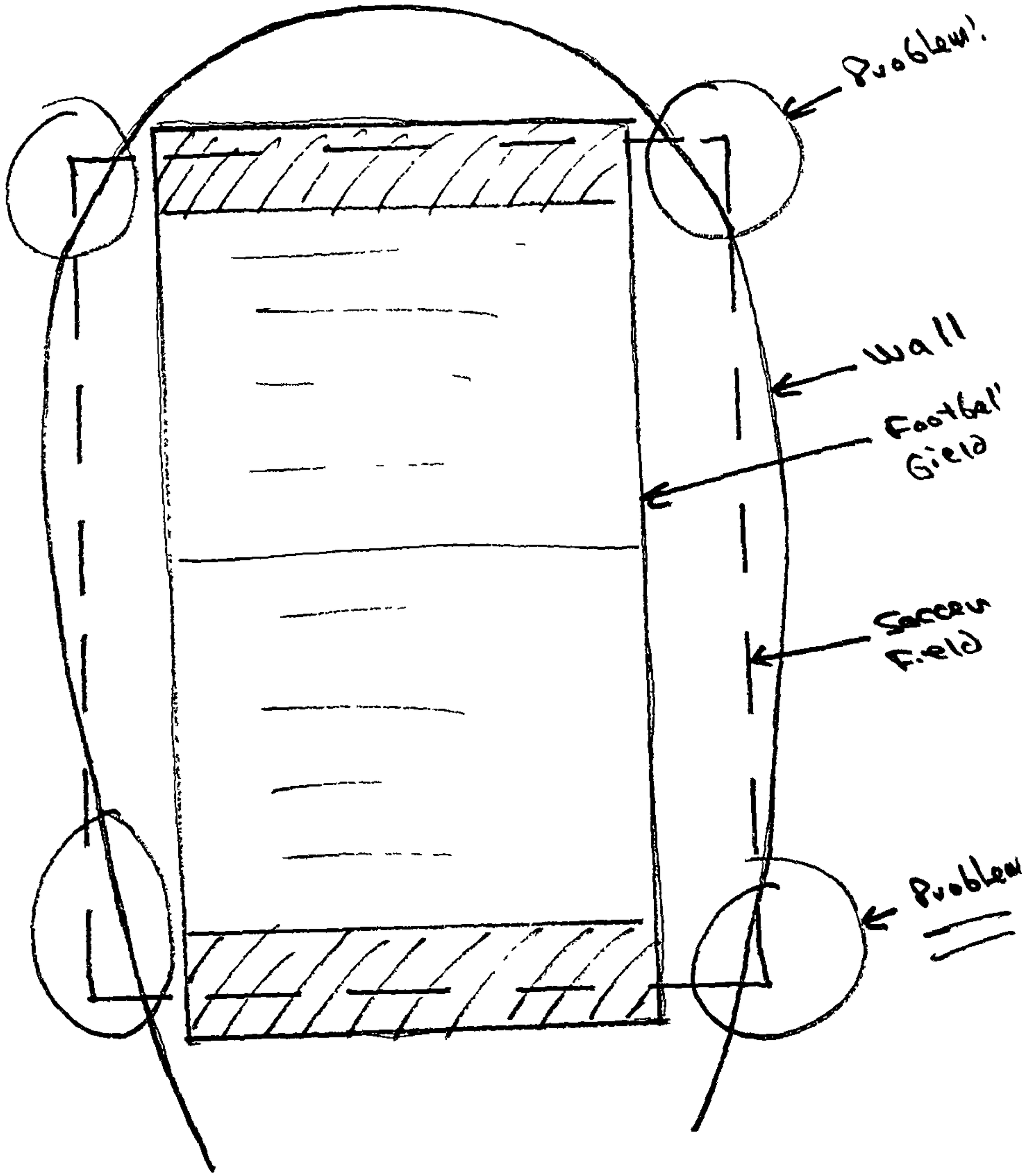
I have discussed this with Wendell White, Marvin Billups, the Chamber of Commerce, the Convention and Visitors Bureau, and Mark Richardson, all of whom have an interest and stake in it; and all are extremely supportative of our proceeding, for slightly different reasons. The Chamber and Convention and Visitors Bureau are interested because it will leverage Charlotte into the World Cup picture, and help us bring "world class" sporting events here, Mark is interested because if it happens, he'll have a major non-football use for their new NFL stadium, and Wendell and Marvin are interested for all these reasons plus the fact that it will enhance Memorial Stadium as a venue for international and other soccer competition without regard to whether the World Cup ultimately selects Charlotte.

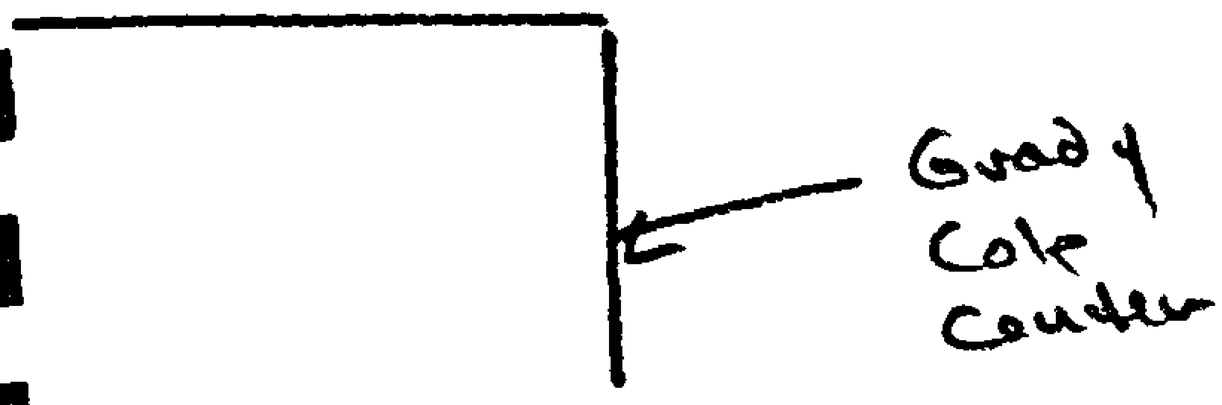
Accordingly, I would like to encourage us to approve these stadium improvements, and to do so without delay. If we are to host soccer competition this year, it will begin as early as April, and we must authorize Wendell and Marvin to take whatever steps are appropriate to have this work done immediately.

I hope you will agree to consider this and act on it during our retreat; if that is not feasible, I ask that you permit me to add it to our workshop agenda Monday, for brief discussion at that time.

Thanks.

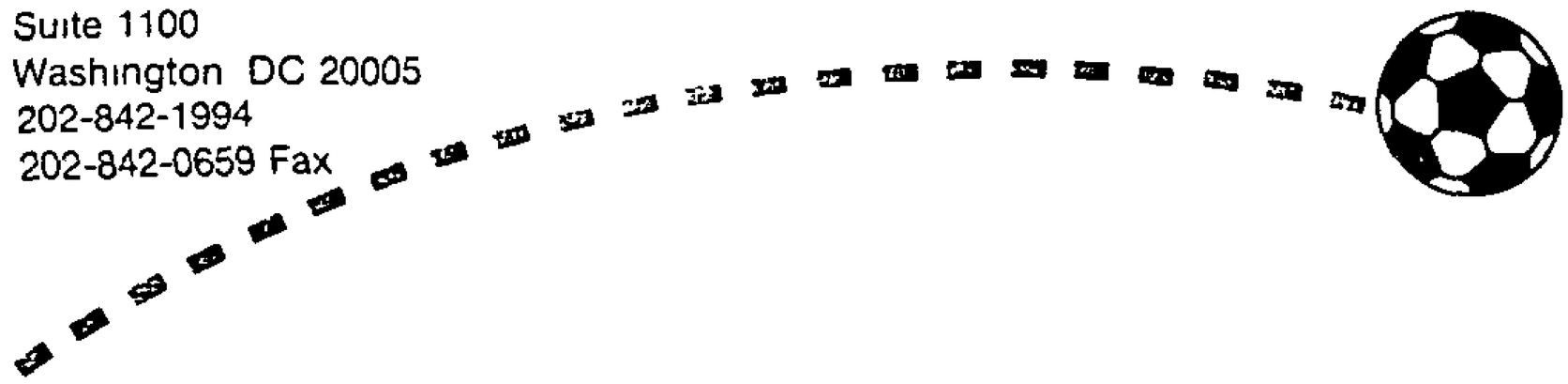
RAV:ltl
Attachment and portfolio


Problem!
Wall
Football Field
Soccer Field
Problem


Good Cole Center

World Cup **USA** 1994™

World Cup USA 1994 Inc
1413 K Street N W
Suite 1100
Washington DC 20005
202-842-1994
202-842-0659 Fax



WORLD CUP CHRONOLOGY

In the Spring of 1987, United States Soccer Federation President Werner Fricker informed FIFA of its intention to bid for the 1994 World Cup tournament. The Federation formed World Cup USA 1994, Inc., a non-profit organization, and immediately set out to secure first-rate professional help for the bid. A political consulting firm and a publicist were hired to work with Federation officials in preparing the bid, provide specially needed logistical services to the effort, and thereby avoid pulling Federation personnel from other projects.

The first order of business was preparing the official U.S. application which satisfied FIFA's World Cup Terms of Reference. The Terms include requirements ranging from stadium measurements and seating capacity to security and telecommunications facilities.

As part of the application, over 100 stadiums all across the country had to be considered. In all, 38 stadiums were personally surveyed in the spring and summer by the World Cup technical staff and the number of potential sites was narrowed down to 18. These surveys included complex negotiations which resulted in stadium officials agreeing to remove all advertising during the games and renovate their playing fields to meet FIFA's required measurements.

To become financially self-sufficient, money had to be raised over the months to offset the costs, which were estimated at $1.2 - $1.5 million. The funds came from a number of sources including: sale of t-shirts and posters, contributions from soccer communities and 1994 Charter Club members, corporate sponsors, and 94 Founders' Club members. Fundraising for the bid effort remains a major project line until the end of August, 1988.

Along with fundraising, a major organizational and communication effort was launched to spread the word about World Cup USA. Letters were sent to every Governor and state legislature requesting a resolution or proclamation in support of the bid. The Mayors and city councils of small, medium, and large communities across the country received similar requests.

Nearly 450 resolutions and proclamations came in and were a part of the World Cup bid, which included at least one endorsement from each of the 50 states. Furthermore, as part of the bid, President Reagan signed a letter of support and both Houses of Congress passed a resolution endorsing World Cup USA.

During the last days of the summer of 1987 Federation and World Cup staff put the finishing touches on the bid book which was formally submitted to FIFA, in Zurich, on September 30th. Two key events, at the end of the year, finisned off the successful bid phase for 1987.

The reigning President of international soccer, Dr. Joao Havelange, visited the U.S. in November and was given the royal treatment. This included a personal visit with President Reagan at the White House who made a pitch for hosting the World Cup.

Several weeks later, in December, World Cup and Federation officials flew to Zurich to make an informal presentation to FIFA's Executive Committee, which would vote on the designation of a host nation. A video was produced in three languages illustrating the growth of the game in the United States, the excitement for and ability to host the tournament, plus a large display that identified the origin of all the official proclamations and other signs of support were presented.

In January 1988, World Cup USA began to focus on the important tasks that remained to be finished before the July 4th host nation designation decision by FIFA officials. The official headquarters was opened in Washington, D.C. and Federation Treasurer Paul A. Stiehl was named Director of World Cup USA 1994, Inc.

A test that was essential to the bid's success was the planning and execution of a week-long tour by a FIFA delegation charged with inspecting the stadiums, hotels, security, and communications facilities presented in the bid. Fourteen of the fifteen cities selected as potential sites were toured by the delegation in April 1988. Federation contacts in each city were vitally important in the preparation and coordination of the whirlwind tour.

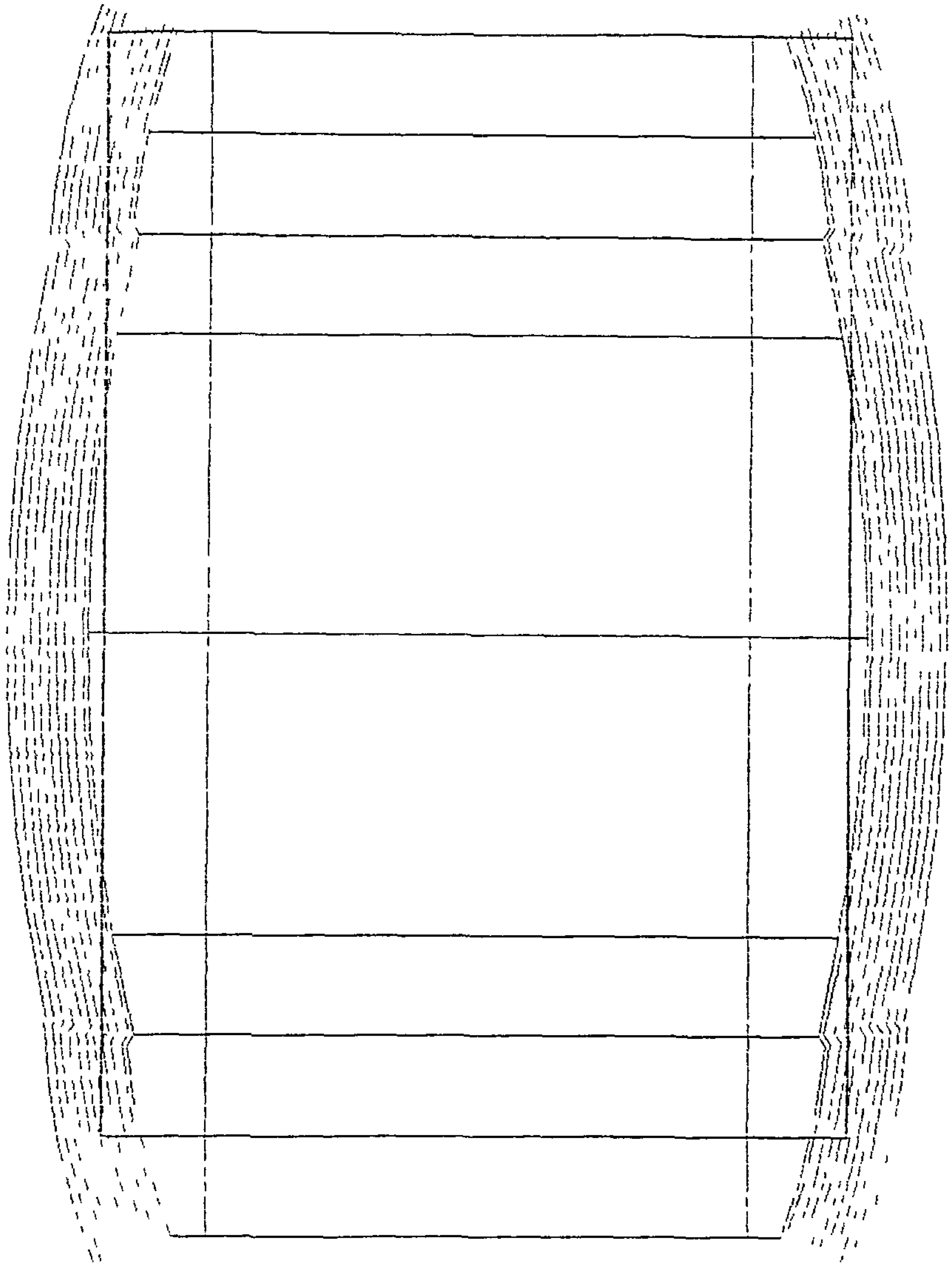
When FIFA's representatives were not measuring playing fields during the tour, they were being treated to elegant receptions, first-class accommodations, and even a trip to Disney World. In kind contributions covered all expenses of the tour. Along the way, the FIFA officials received an enthusiastic welcome at each stop. The preparations that went into the April tour were enormous, but FIFA was once again reassured that the Federation was well organized and certainly capable of hosting the 1994 tournament.

Following the tour, two more trips by World Cup and Federation officials to Zurich were necessary, including a business meeting in May to discuss plans for the staging of the event should our nation be designated. The last trip came on July 4th when Federation officials made the final presentation to the FIFA Executive Committee and the U.S. was voted the 1994 tournament host.

The credit for this historic feat goes to the officers and staff of World Cup USA and U.S. Soccer Federation, and to soccer supporters around the nation who threw their total energies behind this effort.

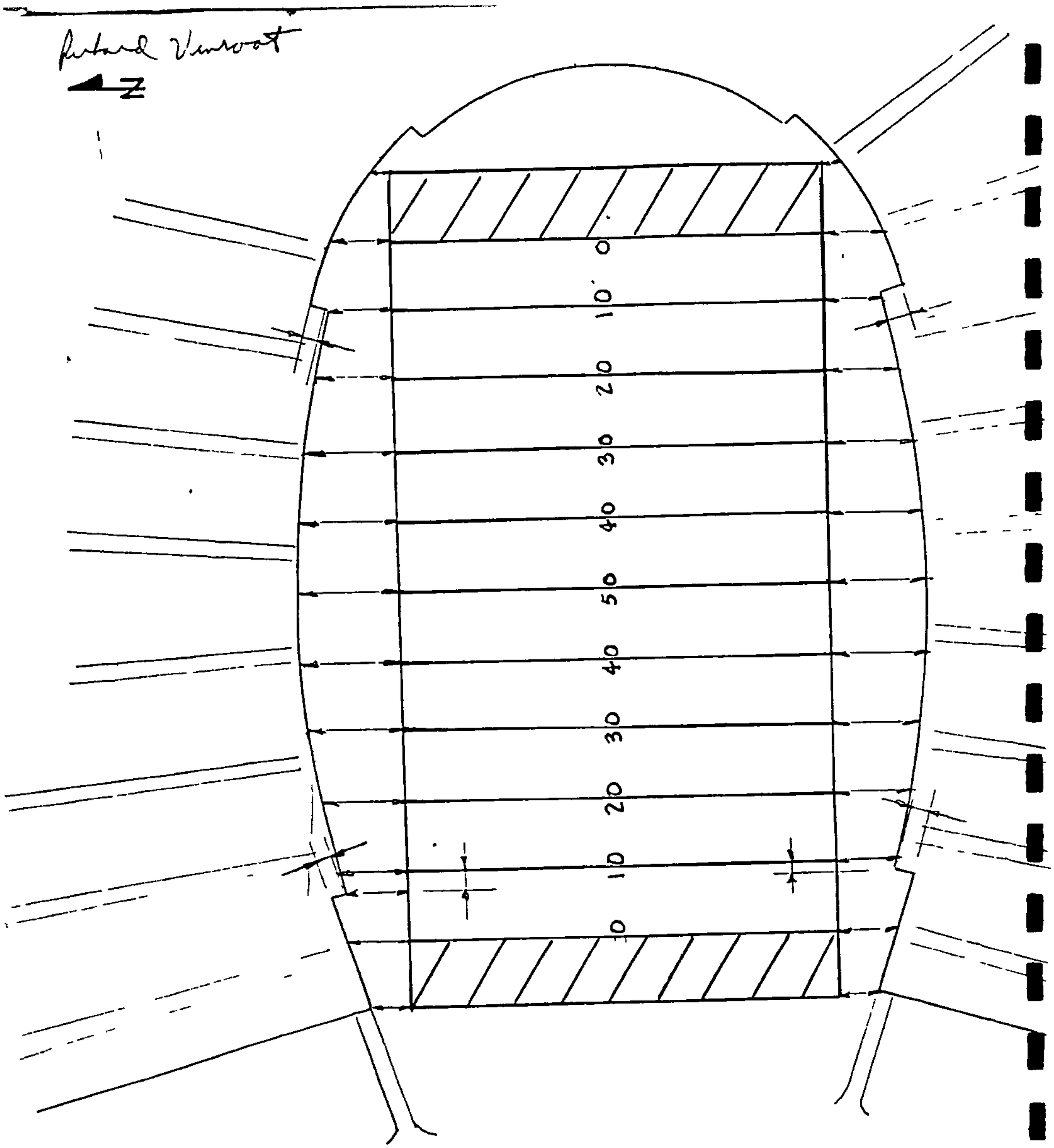
Hosting the World Cup will give American soccer the chance it needs to gain respect and popularity in this country and throughout the world. One goal has been reached. There is an opportunity to accomplish much, much more - and with your support we will!

Richard Vincent



New Field area

Richard Vinroot



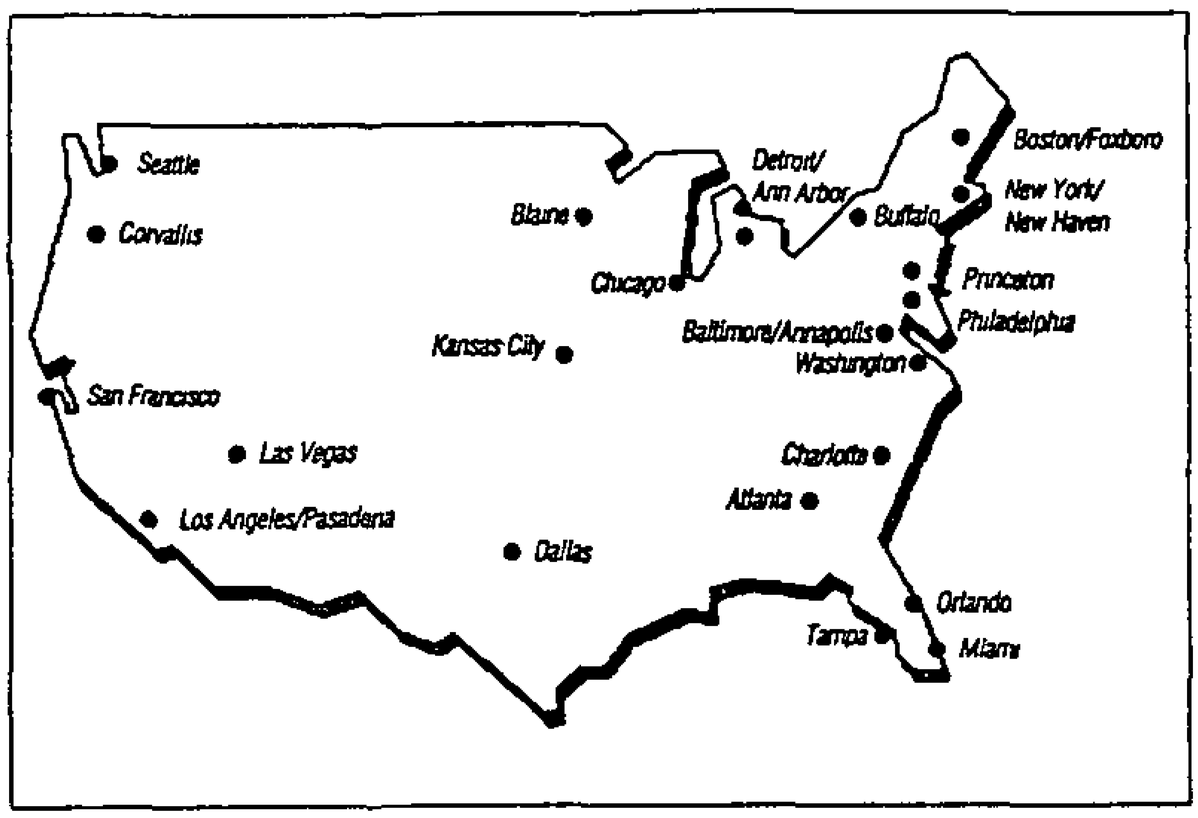
Existing

'94 World Cup

Bids sent to 22 venues

By Paul Kennedy

Italia '90 has not yet begun, but work on the 1994 World Cup has already moved into full swing as organizers are actively pursuing potential sites for the month-long competition.



Proposed sites for the 1994 World Cup range from San Francisco on the West Coast to Boston on the East Out of 22 potential venues eight to 12 will be chosen based on criteria such as condition of stadium and community support

The demands are great as World Cup 94 organizers will require contracts with everyone from stadium owners to vehicle licensing *authorities and minute details* on everything from a stadium s drainage system to the local taxi fares But they believe that the rewards in terms of increased civic pride — not to mention tourist dollars — will be enough to convince local leaders to take the plunge.

Following is an outline of the bid process as presented in the World Cup 94 Organizing Committee s proposals sent Jan. 10 to 22 venues:

CITIES
As few as eight may be chosen

The World Cup '94 Organizing Committee sent what they are calling venue specification packages (or VSPs for short) to 22 cities, including seven that were not included in the USSF's original proposal to host the '94 finals that was accepted by FIFA in 1988.

The seven cities — or venues, as the World Cup organizers call them — include New York/New Haven, Conn. (Yale Bowl) Boston/Foxboro Mass. (Sullivan Stadium, home of the National Football League s New England Patriots) Buffalo N Y (new stadium being constructed for 1993 World University Games) Detroit/Ann Arbor Mich. (Michigan Stadium); Atlanta (no stadium specifically being considered) Charlotte, N C. (new stadium proposed contingent on the city being granted an NFL expansion franchise) and the San Francisco bay area (three stadiums are considered possibilities)

The 22 cities give the World Cup 94 organizers an even geographic distribution from which to match up cities (or in the case of Miami and Los Angeles two stadiums within one city) within potent al groups There are seven in the Northeast and five each in the South Midwest and Far West

Much more significant than the World Cup '94 committee s decision to target 22 cities is its decision to leave open the possibility of working with as few as eight venues Since the World Cup was expanded from 16 to 24 teams for the 1982 World Cup the number of cities and stadiums that organizers have had to use has increased considerably

The Spanish organizers of the 1982 World Cup used no fewer than 14 cities and 16 stadiums for the 52-game schedule, but the work that needed to be done left local clubs and municipalities in significant debt

While Mexico was able to get by with five stadiums in five cities for the 16-team World Cup finals in 1970, it had to expand to 12 stadiums in nine cities in 1986

Finally Italy will use 12 stadiums in 12 cities this summer but Italia 90 organizers admit that in retrospect the job of getting 12 cities ready — and dealing with 12 municipalities — has been just too much for them to handle.

If the World Cup 1994 organizers choose fewer than 12 venues, they will solve several problems Most important, World Cup 94 will be able to reduce security costs much of which, at least n and around the stadiums, it will have to pay for itself If it goes with eight instead of 12 cities it will have cut its security costs, one of the most expensive parts of its operation, by 50 percent Scott LeTellier president of the World Cup '94 Organizing Committee, has said his organization s financial viability may depend on working with fewer cities.

Going with eight cities instead of 12 will also give the World Cup 94 organizers greater leverage in their negotiations with the 22 cities and their respective stadium operators The '94 organizers will attempt to extract concessions from cities on such things as the cost related host facilities (organizing committee offices FIFA meeting halls television facilities and training sites) and demand necessary stadium work be paid for by the stadium operators or local authorities. If a city must finish within the top eight instead of the top 12 to earn the right to host a set of matches it may be more inclined to sweeten the pot it offers World Cup 94

Finally every less city they have hosting the final will be one less city that World Cup '94 organizers have to worry about developing the local organization and infrastructure to pull off an Olympic style extravaganza. For better or worse, the organization of the '94 finals will only be as strong as its weakest link

The downside, of course, is that every less city that gets to host the 1994 World Cup is one less city that gets to bring world-class soccer to its community For soccer to have a lasting impact on the American public, it must reach as many cities as possible in 1994

CRITERIA
From field size to crowd potential

While selecting the sites for a major international event such as the World Cup is no exact science, World Cup '94 organizers hope to take much of the guesswork out of the process — or at the very least, prevent lavish lobbying campaigns and avoid the charges of predetermined arrangements or back-door *deals that have followed the selection* of host cities or candidate cities for several of the recent Olympic Games.

LeTellier hopes to be able to use a matrix system to rank each venue in the eight venue selection categories that his organization will use as criteria.

The most important of the criteria will be the condition of the stadium that a venue intends to use and the kind of support that the civic and government leaders intend to give

Without a doubt the stadium issue will be the most critical. No city has been considered unless for a period of three months (thereby excluding baseball stadiums) it can offer a stadium that will have a natural surface measuring 68 meters by 105 meters and containing an additional six meter perimeter around the field to accommodate signage team benches and photographers.

Perhaps the biggest legal issue will concern existing stadium advertising and luxury box contracts, as each stadium operator will have to give the World Cup organizers free and clean use of its stadium and obtain waivers from existing stadium advertisers or negotiate windows in future stadium advertisers.

Most stadiums will not require the massive renovation that has had to be done in Italia '90 stadiums, but many will probably have to expand their press facilities to meet the needs of the hundreds of television and radio systems from around the world that will cover the '94 finals.

The other six criteria are soccer interest and support (present and intended support of local and national soccer programs) population (including *ethnic composition*) geography (most importantly distance between potential group partners) community infrastructure (hotels airports transportation systems and training facilities) facilities for organizing committee s use (international broadcast center *main press center* and operations center) and miscellaneous (climate, presence of legalized betting and legal considerations)

Each venue will have to submit a deposit with its bid, the amount of which can range from $40,000 to $255 000 depending on the number of games it hopes to host World Cup '94 which intends to use the funds to pay off its debts incurred during its campaign to get the finals will refund the money without interest to those venues that are not chosen or get fewer games than they bid on.

On a purely soccer note, each venue will be required to propose six ideas to promote soccer and the World Cup and how to implement them.

TIME FRAME
Two-year process to select venues

The process by which the World Cup '94 organizers and FIFA choose the stadiums that will host the finals will take all of the next two years.

For simplicity s sake it can be divided into three time periods

- **Preliminary phase** Cities will have until Dec 14 1990 to formally bid for the right to host matches during the 1994 finals, and stadium authorities will have until Feb 15 1991 to reach a stadium agreement with World Cup 94

Headed by Ross Berlin, the World Cup '94 organizing committee s vice president in charge of venue negotiations the World Cup '94 organizers will conduct visits to each prospective venue between Jan. 30 and April 12 to meet with local committees municipal authorities, soccer leaders and civic groups, conduct stadium tours and brief the med a. They will use this opportunity to generally sell local venues on the '94 World Cup and specifically answer questions that local venues may have about what will be entailed in hosting the finals

Each venue will have the opportunity to attend the 1990 World Cup *finals in Italy to observe local* organizing efforts and get a feel for the competition itself Each venue will be able to send as many as six accredited representatives to attend the finals

- **Review phase** After the World Cup '94 organizers have had an opportunity *to review the bids they get* from those cities still interested in hosting the finals and conclude detailed contracts with stadium authorities, they will hold a two-day session Feb. 21 22, 1990 when each city will be allowed to make a 30-minute oral presentation about *their bid To keep costs down and* prevent extravagant shows World Cup organizers will allow nothing fancier than a slide presentation

- **Selection phase** The ultimate determination of which venues will host the finals will be made by FIFA and not World Cup '94

World Cup '94 organizers will submit recommendations but the final decision will be made by FIFA after members of its World Cup organizing committee conduct inspection tours in April and May 1991

The earliest time for the announcement of which venues will host the finals is June 1991 the earliest time for the announcement of the 52-game World Cup schedule and of the allocation of games to each venue is December 1991 when the qualifying draw will be conducted in the United States

SOCCER AMERICA PRESENTS

LeTellier reports on World Cup 1994

Edited by Ridge Mahoney

World Cup 1994 Organizing Committee president Scott Parks LeTellier was questioned by a five member panel at the third annual Soccer America Presents Jan 12 as part of the NSCAA convention in Cincinnati

The panelists were *Soccer America* columnist Paul Gardner *Chicago Tribune* sportswriter Phil Hersh, *The New York Times* deputy sports editor Lawrence Martin, and *Soccer Journal* editor Tim Schum and *Soccer America* managing editor Paul Kennedy. The moderator was *Soccer America* associate publisher and editor in-chief Lynn Berling Manuel.

Th[illegible] and ed[illegible] d[illegible] sion. It beg[illegible] with opening rema[illegible] by LeTellier.

LeTellier: The World Cup is a tremendou[illegible] opportunity [illegible] is not a *celebration of the individual* [illegible] and a *celebration of many people who* [illegible] gone on in the past long before.

This is certainly the most exciting moment for the sport in the United States, and we are very cognizant that many people have laid the *groundwork for the sport to achieve* [illegible] this decade. We are excited about the prospect.

Gardner: *In simple non-lawyerese terms, let's get down to money. Where are you getting your money from, are you getting enough of it, and where will it have to come from in the future?*

LeTellier: Lawyers have not been unknown to deal with questions concerning money. The three principal revenue sources are available to the World Cup '94 Organizing Committee. They come from ticket sales, revenues from games played in 1994, from the sale of corporate supplier *identifications with major* United States corporations, in addition to cash contributions, in-kind contributions of goods [and] equipment, services to assist us in our task, and the licensing of the logo and mascot to be developed for 1994.

We are operating at this time with the benefit of a long-term line of credit from Manufacturers Hanover Trust Company in New York City to initiate our operations on a cash flow basis until the ticket sale revenues begin to develop and we can conclude the initial corporate identification marketing that we expect to begin either shortly.

I would make one other point in connection with the money aspect, however. Since 1984, when the Los Angeles Olympic Organizing Committee (LAOOC) — with which I was associated for three years — announced we had left a surplus in excess of $200 million from the 1984 Games, the international sport federations and as well as the international Olympic Committee have expressed they made a mistake in the number of revenue opportunities to be available to an organizing committee of a major event.

As a result in 1984 for example the LAOOC controlled the sale of international sponsorships. For the 1994 World Cup, FIFA controls such sales through its marketing partner ISL. In 1984 [the LAOOC] controlled all sales of electronic rights. In 1994 FIFA on of the *rights subject to a special provision* they gave us to be involved with the rights for the United States.

Gardner: *Just a follow-up. There's no television money coming directly to the World Cup '94 Organizing Committee.*

LeTellier: During the bid process we pointed out to FIFA that we had a unique issue in the United States. Without a host broadcaster we received from them the rights to raise the revenues from a United States broadcaster to discharge the cost of producing the international television signal. We are hopeful that the revenues derived from television will be sufficient to do that. Our projections are that they will and may in fact account to a small surplus in our favor. But essentially it washes out the expense we have of doing the host broadcast function.

Hersh: *It's estimated that the 1986 World Cup in Mexico resulted in profits in the range of $30 million. Do you expect a profit of that size and how will any profit be dispersed?*

LeTellier: Any surplus from the 1994 World Cup must by our charter be placed in a charitable trust or foundation benefiting the general purposes of the United States Soccer Federation.

Scott LeTellier, president of the World Cup 1994 Organizing Committee, answered several questions addressing the formidable task he has ahead. (Photo by Jon Van Woerden)

We have not completed estimates of the cost over a six-year period for the revenue model in order to give you an accurate number of what we project at this point. I caution you that by the very definition of the rights available to us it will of necessity be a more modest amount than what was the case with the Olympic Games.

Martin: *Unfortunately one of the aspects none of us like to hear about and wish would go away is fan violence and hooliganism. What precautions have you taken so far to avoid problems with hooliganism?*

LeTellier: *And for the sake of the reporter whose main question will probably be, How can I be assured of the World Cup effort? What steps can I take? What is the process?*

LeTellier: We have made it an objective in our planning for 1994 to involve all elements of our soccer community in this great event. Three specific themes are addressed in our *venue specifications package* to ensure that those with a history of soccer involvement have an opportunity to participate.

We have specified the first opportunity in the host communities will go to those individuals with a demonstrated history of support of the U.S. Soccer Federation and its affiliated organizations such as the NSCAA. The second [theme] is that we have specified that *the venue bid* committees must include people with strong soccer background to run the committee, not a committee of visitors but one alone or solely *a corporate group*. The third [aspect] is we are determined and have advised the communities that the selection *method itself [will include] the community's active support* of the promotion and developing plans such as development of new soccer fields and parks, as well as how their group will support the U.S. national team.

We have already met with the NSCAA Executive Committee to discuss *more creative ways* in which can be involved, but the key right now is for every one of us to [Organizing Committee] keep quiet, [illegible] and patient.

The [illegible] coaches can be doing. I think [illegible] *course of tempo and technology* illiteracy has afflicted many in the soccer community. 2) Spend time learning another language and 3) become familiar with the 166 FIFA member countries. While Guatemala no longer allied Guatemala by Switzerland is a participant in the European community, the issues have a place in the headlines directly affect our plans.

Iran and China played a World Cup qualifying game in Beijing eight days after the massacre in Tiananmen Square and a few days after the Ayatollah died. Certainly had an effect on our event, *it will* [illegible] 1994. Coaches should spend time reading in soccer publications which have become [illegible] of events around the world so we can truly be an advocate.

Kennedy: *Getting back to security, who going to pick up the tab for it and how much of it can you or an organizing committee afford to pay for?*

LeTellier: The 1994 World Cup will bring a tremendous economic impact into each of the communities ultimately selected as venue sites. Our responsibility is to attract crowd control and public safety personnel within the perimeter of the stadium itself, meaning *the actual stadium*, concourses and parking lot — that is typically paid for by a sports facility.

(continued on page 8

simply removing them to their country of origin. We will implement [cooperation] with the local police and enforcement agencies to identify likely areas outside the stadium themselves where violence might occur.

Schum: *Last bit for the soccer coaches whose main question will probably be, How can I be involved in the World Cup effort? What steps can I take? What is the process?*

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(continued on page 8

(continued from page 5)

ing the stadium to stage an international event

E pecially for counteracting ter rorism must be borne by the federal agencies responsible for here For criminal activity those expenses will be borne by the cities themselves The specific fa ms we have developed as the venue specifications package ask few enforcement agencies in the local communities to commit all reasonably necessary public safety assistance and public services needed for the 1994 World Cup at no cost, expense or liability to the organizing committee That issue can be negotiated in different communities, but it is a major criterion in our selection process

Mifflin: Is it fair to ask a community to host this expense without knowing what income it may have to prepare its community to accept? Bluntly, if you don't know whether you're going to get England or not how can you agree that you will bear all necessary and reasonable expense?

LeTellier: We think that part of the lack of the draw and we have no way of knowing at the times we select the venue sites who will be there either We do not believe it is an expense fairly borne by the organizing committee A city may decide it doesn't wish to go forward on that basis which is certainly within their prerogative But we believe the economic benefits will far exceed the out-of-pocket expenses [a city] will incur for security

Hersh: What percentage of tickets will probably be sold in the United States and is this going to be a corporate event like the Super Bowl or an event the general public will have a real chance to go to In that regard what are the least expensive tickets expected to cost

LeTellier: Starting with the last question, we have not yet made estimates of tickets prices We have established a principle that there will be many many tickets available at a very low cost particularly during the first round games to ensure that people and families with limited budgets can see the World Cup

On the other hand we're not sure we need a subsidize some individuals capable of paying rather substantial amounts for prime ticket locations for events such as the final. We think you'll find a substantial variance between the lowest ticket price and the highest ticket price throughout the course of the 1994 World Cup

We have also not determined the percentage of tickets [sold] in the United States However we do expect there will be a higher percentage of people coming from overseas to *this World Cup than has ever been* the case with [previous] World Cups simply because our stadiums are bigger and can accommodate more people and there is an impression our country is more accessible from a various standpoint than Mexico Italy and some of the other recent sites

As far as making this a corporate event or public event we have *already received efforts from to* scale blocks of tickets handled in various corporate packages ha re ensure hotels plus tickets We are holding out for a distribution system — I must say we have not finalized our ticket distribution plans — my own preference is we make in di vidual tickets available for people who wish to buy them If they're prepared to make these commitments early in the game we'll make tickets available

From left to right: Paul Kennedy, Tim Scissons, Lawrie Mifflin, Phil Hersh, Paul Gardner, Brent LeTellier, Lynn Darling-Stewart (Photo by Jon Van Woerden)

Kennedy: Who will do your corporate marketing?

LeTellier: We did all of our corporate marketing for the Olympic Games in-house which was a much larger task than we face I believe the biggest difficulty on the corporate side is not in connection for a corporation to become associated with the event it is making certain the corporation for the associated and what it get from it in return is in fact what it was promised during the sales process

We have a strong preference for the marketing for 1994 will be handled in-house We have related many questions from many different corporations wishing to enter as official sponsors We are making strides to wrap up the in house procedure

Kennedy: Two companies come to mind USA Soccer Properties which a year ago next year was named as a company you would be developing strategy with and ISL which works with FIFA's main sponsors What will their roles be?

LeTellier: There are different commercial rights associated with the *1994 World Cup ISL will market* those rights the FIFA has committed in its hierarchy of rights USA *Soccer Properties has a relationship* with the United States Soccer Federation to develop programs relative to the U.S. national team

We have the opportunity of certain other categories of rights specifically our major corporate suppliers as well as regional identifications that we can set up with the local communities I should add that it is not inconceivable that as we approach 1994 that we may use some type of *local marketing company* more familiar with those specific areas We will not use it for the national identification program although it is not inconceivable that a corporation would want to work to have a long term identification with the USSF as well as an identification with the 1994 World Cup

Berling: What would be the impact of the U.S. team this year — if they do very well or very badly — how will it affect your organizing effort? Do you envision corporate interest pushing, declining fast will it impact at all?

LeTellier: There's no question that if the United States went to Italy and lost 10-0, that would have a negative effect on some of our marketing efforts On the other hand how short our memories are We had all the doomsayers back in November saying How can the World Cup [1994] Organizing Committee possibly move forward if the U.S. doesn't qualify for Italy? We then had a miraculous goal scored in Trinidad we win the game and qualify — and now the next question is *How could you ever survive without a favorable showing?*

The fact is by qualifying for Italy we have the benefit of six months leading up publicity that would cost us millions of dollars to achieve the amount of press interest and coverage the national team has generated Each article about the team mentions more of us than not that the 1994 World Cup will be in the United States Seeing the response even in the August *New York Times* — four articles an editorial a column and two articles after the event in Trinidad — in exposure we could never [otherwise] receive and it's been unprecedented

Hersh: There is a general feeling I get among [soccer] people I've talked to that World Cup '94 will be five weeks or so of excitement and success and two months later it will be forgotten and soccer in the United States will revert back to the level it's at right now which is still a very special-interest sports despite the size of its participation What responsibility do you feel personally to leaving more of a legacy than nice memories of a nice event?

LeTellier: My particular position would be a great deal easier if the only focus coming in was making sure that the World Cup runs properly in 1994 I ride off into the sunset and not worry about it thereafter

Unfortunately I've been in the soccer family a long time I was here to 0 years in the very unglamorous, unheralded roles heading appeals committees and a rules and revisions committee and a professional leagues committee and other things that didn't get me a kind of attention Once the World Cup ends I am going to continue doing those things in less celebrated methods than being associated with the World Cup

The chairman of our organization is USSF president Werner Fricker Following through a *clear mandate* given to us by *FIFA during the bid* process, which was to make sure we addressed that very question, how we did not allow the World Cup to be a single isolated single point in time Werner *has made it very clear* to us we must look at every opportunity to boost up the growth of the sport at each stage in development of the World Cup

It's a community helping to ensure its collegiate program is viably and adequately financed? Is the community developing soccer parks and fields? There are ways in which [community] can *demonstrate now that support is* here

Certainly the example of 43,000 people we drew to Philadelphia [last August] to watch the U.S. national *team play Dinamo had a tremendous* impact creating a need for high-quality soccer programming Getting people accustomed to *seeing major soccer events by having the national team program integrated with the* World Cup selection process is another objective

There will be more interest created *with people seeing our team playing good international teams We think* the professional league situation will improve by virtue of our efforts and the interest in the sport and the *enthusiasm for it will cost more*

One final note We've also determined to not simply sell the 1994 World Cup broadcast rights for the top dollar which makes *the entire TV question more complicated* That *would be a very easy negotiation* instead, we're trying to require the network and cable company involved to make a commitment to televise U.S. national team games and do other soccer-educational programming from 1990 through 1994 where signatures for series on our national team players instructional-type segments

We do believe that television is the largest single medium in which we could be successful in enhancing the overall interest in the sport

Gardner: *Haven't you just lost that right though having FIFA taking that away from you?*

LeTellier: FIFA has stated that they wish to have a greater comfort

Gardner: *Greater comfort? I mean they've taken it away from you that's what I understood*

LeTellier: No, they have not Paul *What they wish is a competitive bidding process among all the major* U.S. networks

Gardner: *They wish to do it like you*

LeTellier: *On specifications that* they will let us make the first draft of *We have explained to them in* that process that we think the specifications still have to be focused *on ensuring that the network and* cable partnership selected also makes *a commitment* to the 1990 through 1994 period The difference is the group determining which cable network *combination can best meet* those specifications has now been shifted entirely from the marketing group, which had done the negotiations in the past few months to *FIFA itself*

Gardner: My final question, should obviously have been asked first but bring up a gentle nature I am going to ask it last

LeTellier: Gentle nature? Make a note of that

Gardner: *How much individual personal authority do you have To whom are you responsible Ultimately it comes down to the* *It has could fire you and for what reason?*

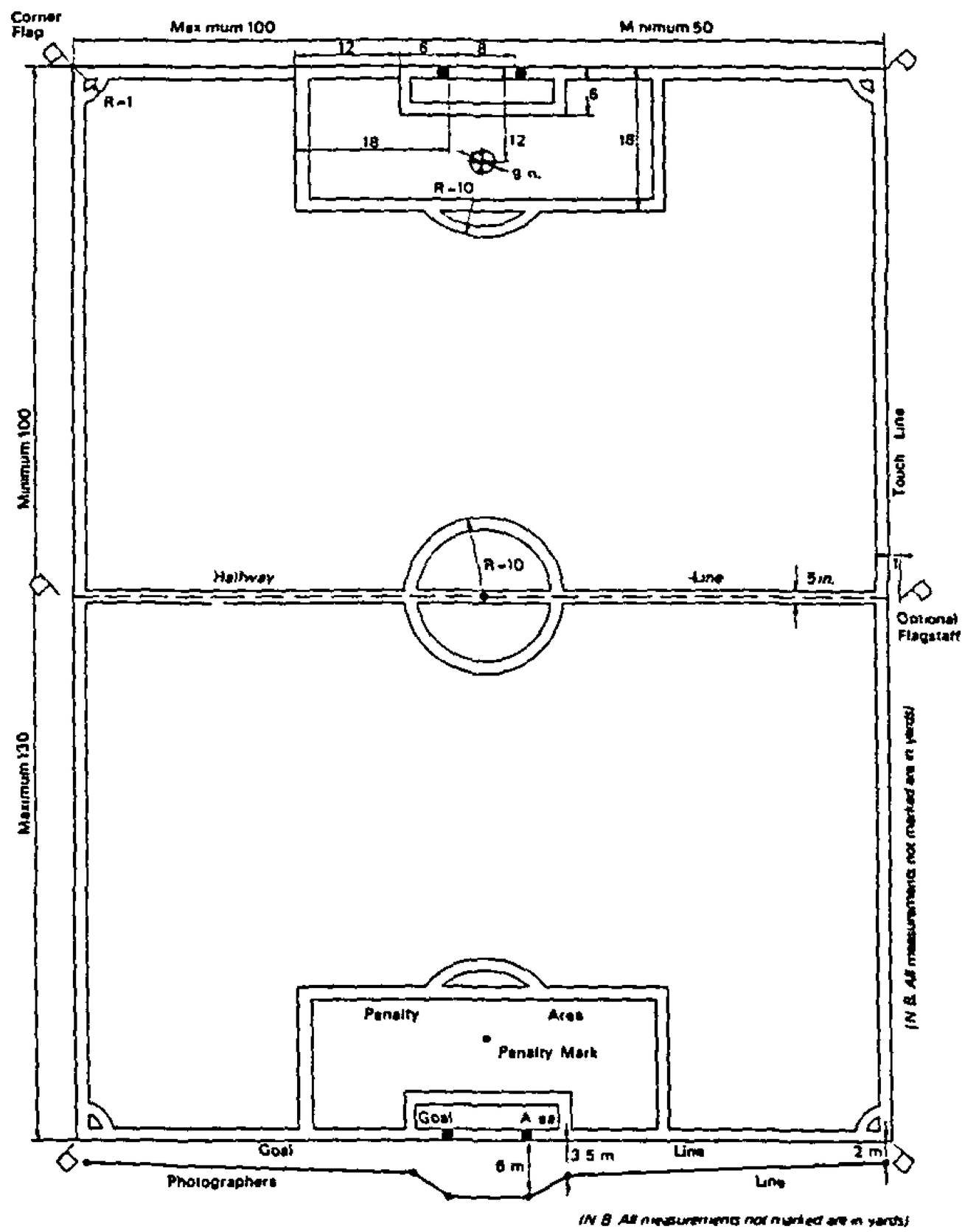
LeTellier: As a because we have many presidents and chief operating officers they report directly to the board of directors The chairman of our board of directors is Werner Fricker and the rest of the board are nationally elected USSF officers Frank den Boer executive vice president and Paul Stiehl our treasurer It is foreseen that a number of nationally prominent individuals will join the ranks of business government and industry will also join that probably to a total number of four to six additional members

We have periodic board meetings They reviewed the venue specifications package They reviewed the business plan we produced last year Each of these contains certain policy issues There's no question I felt there was an issue we were making a statement on or asking a position on that did not have the support of the board, I would take it to board before I hired it

For example I couldn't give you a many specific answer on ticket because we have not made our proposal to the board This can issue HFA would also want to become involved in I think you can assume those issues we've told you or the forum have all been approved by the particular group

LAW I. – THE FIELD OF PLAY

The Field of Play and appurtenances shall be as shown in the following plan



Laws of the Game

LAW I *(continued)*

(1) Dimensions. The field of play shall be rectangular its length being not more than 130 yards nor less than 100 yards and its breadth not more than 100 yards nor less than 50 yards (In International Matches the length shall be not more than 120 yards nor less than 110 yards and the breadth not more than 80 yards nor less than 70 yards) The length shall in all cases exceed the breadth

(2) Marking. The field of play shall be marked with distinctive lines, not more than 5 inches in width, not by a V shaped rut in accordance with the plan the longer boundary lines being called the touch lines and the shorter the goal lines A flag on a post not less than 5 ft high and having a non pointed top shall be placed at each corner a similar flag post may be placed opposite the half way line on each side of the field of play, not less than 1 yard outside the touch line A halfway line shall be marked out across the field of play The centre of the field of play shall be indicated by a suitable mark and a circle with a 10 yards radius shall be marked round it

(3) The Goal Area At each end of the field of play two lines shall be drawn at right angles to the goal line 6 yards from each goal post These shall extend into the field of play for a distance of 6 yards and shall be joined by a line drawn parallel with the goal line Each of the spaces enclosed by these lines and the goal line shall be called a goal area

(4) The Penalty Area At each end of the field of play two lines shall be drawn at right angles to the goal line 18 yards from each goal post These shall extend into the field of play for a distance of 18 yards and shall be joined by a line drawn parallel with the goal line Each of the spaces enclosed by these lines and the goal line shall be called a penalty area A suitable mark shall be made within each penalty area 12 yards from the mid point of the goal line measured along an undrawn line at right angles thereto These shall be the penalty kick marks From each penalty kick mark an arc of a circle having a radius of 10 yards shall be drawn outside the penalty area

Decisions of the International Board

(1) In International matches the dimensions of the field of play shall be maximum 110 x 75 metres minimum 100 x 64 metres

(2) National Associations must adhere strictly to these dimensions Each National Association organising an International Match must advise the visiting Association, before the match of the place and the dimensions of the field of play

(3) The Board has approved this table of measurements for the Laws of the Game

130 yards	120 Metres
120 yards	110
110 yards	100
100 yards	90
80 yards	75
70 yards	64
50 yards	45
18 yards	16 50
12 yards	11
10 yards	9 15
8 yards	7 32
6 yards	5 50
1 yard	1
8 feet	2 44
5 feet	1 50
28 inches	0 71
27 inches	0 68
9 inches	0 22
5 inches	0 12
3/4 inch	0 019
1/2 inch	0 0127
3/8 inch	0 010
14 ounces	396 grams
16 ounces	453 grams
8 5 lb /sq in	600 gr/cm^2
15 6 lb /sq in	1 100 gr/cm^2

(4) The goal line shall be marked the same width as the depth of the goal posts and the cross bar so that the goal line and goal posts will conform to the same interior and exterior edges

(5) The 6 yards (for the outline of the goal area) and the 18 yards (for the outline of the penalty area) which have to be measured along the goal line must start from the inner sides of the goal posts

(6) The space within the inside areas of the field of play includes the width of the lines marking these areas

(7) All Associations shall provide standard equipment particularly in International Matches when the Laws of the Game must be complied with in every respect and especially with regard to the size of the ball and other equipment which must conform to the regu

Laws of the Game

LAW 1 *(continued)*

(5) The Corner Area. From each corner flag post a quarter circle having a radius of 1 yard shall be drawn inside the field of play

(6) The Goals The goals shall be placed on the centre of each goal line and shall consist of two upright posts, equidistant from the corner flags and 8 yards apart (inside measurement) joined by a horizontal cross bar the lower edge of which shall be 8 ft from the ground The width and depth of the goal posts and the width and depth of the cross bars shall not exceed 5 inches (12 cm) The goal posts and the cross bars shall have the same width

Nets may be attached to the posts cross bars and ground behind the goals They should be appropriately supported and be so placed as to allow the goal keeper ample room

Footnote

Goal nets The use of nets made of hemp jute or nylon is permitted The nylon strings may however not be thinner than those made of hemp or jute

Decisions of the International Board

lations All cases of failure to provide standard equipment must be reported to F I F A

(8) In a match played under the Rules of a Competition if the cross bar becomes displaced or broken play shall be stopped and the match abandoned unless the cross bar has been repaired and replaced in position or a new one provided without such being a danger to the players A rope is not considered to be a satisfactory substitute for a cross bar

In a Friendly Match, by mutual consent, play may be resumed without the cross bar provided it has been removed and no longer constitutes a danger to the players In these circumstances, a rope may be used as a substitute for a cross-bar If a rope is not used and the ball crosses the goal-line at a point which in the opinion of the Referee is below where the cross-bar should have been he shall award a goal

The game shall be restarted by the Referee dropping the ball at the place where it was when play was stopped unless it was within the goal area at that time in which case it shall be dropped on that part of the goal area line which runs parallel to the goal line at the point nearest to where the ball was when play was stopped

(9) National Associations may specify such maximum and minimum dimensions for the cross-bars and goal-posts within the limits laid down in Law I, as they consider appropriate

(10) Goal posts and cross-bars must be made of wood, metal or other approved material as decided from time to time by the International F A Board They may be square, rectangular, round, half round or elliptical in shape Goal posts and cross bars made of other materials and in other shapes are not permitted

(11) 'Curtain-raisers' to International matches should only be played following agreement on the day of the match, and taking into account the condition of the field of play between representatives of the two Associations and the Referee (of the International Match)

(12) National Associations, particularly in International Matches should

- restrict the number of photographers around the field of play,

January 2, 1990

Mr. Ross Berlin
Vice President/Venues
World Cup '94 Organizing Committee, Inc.
1413 K Street, NW
Suite 900
Washington, DC 20005

Dear Ross,

The Carolinas NFL Stadium (the "Stadium") is pleased to confirm to you that the City of Charlotte, North Carolina and the stadium would be honored to serve as one of the twelve venue sites for the 1994 World Cup.

We are in the process of having a 70,000 seat, open-air, natural grass facility designed by HOK Sports Facilities Group of Kansas City. HOK recently completed Joe Robbie Stadium. The facility will be located within the central business district of Charlotte and designed to accommodate World Cup play. We anticipate completion of our facility in the fall of 1992. Our facility will be privately financed, constructed and owned.

Construction of our facility is contingent upon the selection of the Carolinas as a location for an NFL expansion franchise. We anticipate the NFL forming an expansion committee in 1990 with the expansion franchise beginning play in 1992 or 1993. Therefore, the availability of our facility for the World Cup in 1994 is contingent upon Richardson Sports being selected by the National Football League as the owners of an expansion franchise. While selection is obviously the NFL's decision, the Carolinas has been consisently noted as the premier expansion possibility.

We will be working with the local organizing committee in Charlotte's effort to attract the World Cup. We look forward to working with you and having the World Cup come to Charlotte and the United States.

Sincerely,

Mark S. Richardson/mb

Mark S. Richardson

Enclosures

cc: FIFA
Rich Melvin
Jerry Richardson

518 WESTBURY ROAD • CHARLOTTE NC 28211 • (704) 365 3343

Charlotte In Line For U.S. National Soccer Exhibition

By BRAD JOHNSON
Staff Writer

A proposal to bring a U S. national soccer team exhibition game to Charlotte — which could pave the way for the city being a host site for the World Cup in 1994 — will be presented to the Charlotte City Council this weekend.

The proposal, offered by The Carolina International Soccer Limited Committee, would bring a match between the national team and an international opponent to Memorial Stadium in the spring.

The United States has qualified for this year's World Cup in Italy, and will host the event in 1994.

Rich Melvin, who heads the committee, feels the match would be crucial to Charlotte's chances of becoming a World Cup site in 1994.

An as-yet undetermined number of cities — reportedly anywhere from eight to 15 — will be sites for World Cup games Charlotte is one of 22 cities being considered to host the 24-team World Cup, the world's biggest sporting event.

Charlotte, however, would not be considered a site unless it is granted an NFL expansion franchise, and the 65,000-seat stadium that would be built for it.

For now, however, an exhibition game would be played in 24,500-seat Memorial Stadium, which is

See SOCCER Page 5C

Soccer Exhibition In Works

Continued From Page 1C

too narrow for international soccer

"I have been in contact with the World Cup people and they have indicated that if we get the stadium modified to their standards, we would have a chance to a national team game here each year prior to the 1994 event," Melvin said "The World Cup people have indicated they would look favorably to sites that have put on these exhibition matches."

Working with Melvin, a former general manager of the American Soccer League's Carolina Lightnin' and the United Soccer League's Charlotte Gold, are the Charlotte Chamber's Don Harrow, city councilman Richard Vinroot and Mark Richardson, who is part of an effort to bring an NFL expansion franchise to Charlotte.

Vinroot will present the proposal to the council at its annual retreat this weekend.

The World Cup organization demands that the field be 70 yards wide and 120 yards long. Memorial Stadium lacks the width to be accepted.

"I'm going to present the proposal to the city council about making some fairly inexpensive changes to the stadium with hopes we could be setting the stage for 1994 event," Vinroot said

"The cost would probably be between $40,000 and $80,000 to reconstruct the stadium But that is a positive number if it means we will become one of the sites selected for the 1994 World Cup.

"When the World Cup people were in touch with us, they said Joe Robbie Stadium was a prototype stadium and that's what our stadium in Charlotte would be modeled after," Melvin said

Ross Berlin, vice president in charge of venue sites for the World Cup, will visit Charlotte March 7-8

SOCCER

Charlotte On List Of World Cup Sites

Observer Staff and News Services

Charlotte, a city now without a stadium suitable for world-class soccer, is among 22 areas which have expressed interest in hosting the 1994 World Cup

But Charlotte would have no chance at landing World Cup games unless it also is awarded an NFL franchise and the stadium that would go with it, according to Charlotte's **Rich Melvin.**

Melvin, who has been in touch with **Ross Berlin,** the organizing committee's vice president for venues, is a former general manager of Charlotte's two defunct pro soccer teams, the Carolina Lightnin' and Charlotte Gold

"It's all contingent on the stadium," said Melvin "Until we know anything about the stadium, there's no use getting excited about anything."

A group headed by former NFL player **Jerry Richardson** plans to build a 65,000-seat stadium in uptown Charlotte if it is granted an NFL franchise **Mark Richardson,** a spokesman for the Richardson group, could not be reached Friday

The selection process would take at least 10 months Eight to 12 cities will be picked for the 24-team tournament

The cities receiving the specifications are Atlanta, Baltimore-Annapolis, Md , Boston-Foxboro, Mass , Buffalo, Charlotte, Chicago, Dallas, Detroit-Ann Arbor, Mich , Kansas City, Mo , Las Vegas, Los Angeles-Pasadena, Calif , Miami, Minneapolis-St Paul, Minn -Blaine, Minn , New York-New Haven, Conn , Orlando, Fla , Philadelphia, Portland, Ore -Corvallis, Ore , Princeton, N J , San Francisco-Palo Alto, Calif , Seattle, Tampa, and Washington

Richardson Encouraged After Super Bowl Rounds

By RON GREEN
Staff Writer

NEW ORLEANS — After a Friday night of visiting with a dozen or more NFL owners and Commissioner Paul Tagliabue, Jerry Richardson feels better than ever about his chances of bringing a franchise to the Carolinas.

"I feel the most encouraged I have (felt) in the entire process over a period of three years," said Richardson, a Spartanburg businessman

"The commissioner told me he's really picking up the pace of the expansion issue. That's some of the best news we've had"

Tagliabue announced Thursday that an expansion committee will be in place no later than March and he hopes some expansion will occur in the early 1990s.

Accompanying Richardson in his visits with the commissioner and owners at a party hosted by the NFL were his son Mark, N C. Gov Jim Martin and advisor Mike McCormack

The Charlotte Observer
Tuesday, July 5, 1988

U.S. Gets 1994 World Cup

By DOUG CRESS
Los Angeles Daily News

After more than two decades as a ill-mannered, insolent outcast, the United States made its long-awaited return Monday to the fold of international soccer

FIFA, the world governing body of soccer, broke with more than 50 years of tradition by awarding the 1994 World Cup to the United States at a ceremony in Zurich, thereby breaching the sport's last frontier

"The World Cup will give us a clearly defined goal," said Werner Fricker, president of the U S Soccer Federation.

"It will give us the opportunity to develop a major national professional league We can no longer say we'll do it someday, because we must do it now

"Your first feeling is relief Your next feeling is that it's a monumental task, a big job"

Monday's decision, announced by FIFA vice-president Harry Cavan after a secret ballot of the 21-member Executive Committee, marked the first time the World Cup has been awarded to a nation outside of either Western Europe or Latin America since the quadrennial tournament began in 1930

The World Cup, a month-long, 52-match competition that features teams from 24 countries, is generally regarded as the world's biggest sporting event

An international television audience of 600 million viewed the 1986 championship match in Mexico, while the tournament itself grossed roughly $100 million

The United States stands to receive as many as 3 2 million tourists for the 1994 World Cup and gross as much as $1 5 billion, according to projections released by the USSF

"The richest land in the world simply cannot be allowed to remain a blank spot on the world map of soccer any longer," said Herman Neuberger, president of the West German Soccer Federation.

The U S bid, which cost about $1 4 million to prepare, beat out those submitted by Brazil and Morocco. Chile withdrew its bid last October

Although the United States emerged as a favorite during the past 14 months because of an abundance of existing stadi-

See U.S. Page 3B

.S. Named Host Nation For 1994 World Cup

Continued From Page 1B

hotels and communications and transpor- systems, the vote was closer than ex- d. The United States received 10 votes, Morocco got seven and Brazil two.

o Brazilians on the Executive Committee, ding FIFA president Joao Havelange, ab- d

ne vote I believe pretty much went along lines," said Paul Stiehl, director of World USA 1994, the organizing committee ished by the USSF.

but) the announcement was a little anticli- c. I felt very comfortable from the time nded in the bid last September I had time view our bid and I thought, 'How could ne rationally not select us.'

ly only concern was that we still had time ew it up"

t after failing to land the 1986 World Cup a hasty, ill-prepared bid that one FIFA al characterized as a "nice touristic docu- ," the USSF took no chances this time

bid for the 1994 World Cup, presented in eather-bound volumes, included a video- l message from President Reagan and leted contracts with 18 potential stadiums nd the country

nd USSF officials were careful to avoid the bombast that clouded virtually all previous dealings with FIFA

"They seemed very pleased with our attitude and our approach," Fricker said "We did it very low-key, very organized, black-and-white, no frills They were not expecting that from us"

The USSF's humility and grace had the desired impact

"I noticed the U S delegation in its presentation used the word 'football,'" Cavan said "I was quite happy about that because I have been trying for years to get them to do that"

The simplicity of the United States also proved pivotal

Morocco's bid, which won the support of th Asian, Arabic and African members of FIFA, called for the construction of nine stadiums over the next six years, in addition to ne hotels, roads and telecommunications system

Brazil, thought to be the favorite until turn ing in an amateurish bid, required massive renovation of all its existing stadiums

The United States bid featured 18 stadiums although only 12 will be used.

The Rose Bowl in Pasadena, Calif, and Joe Robbie Stadium in Miami are the leadin candidates to host the championship match although Arrowhead Stadium in Kansas Cit and Giants Stadium in East Rutherford, N J, have also been mentioned.

Stiehl recently said it was "doubtful" tha more than one stadium per city would be used although a FIFA committee will not make that decision before 1990

The first nation without a national socce league ever selected to host the World Cup, th United States has already taken steps to rectify that

The American Soccer League, a 10-tea league based on the East Coast, voted to g national on June 22, and is expected to merge with the West Coast-based Western Soccer Alliance by 1989

World Cup Sites

1994—United States	1962—Chile
1990—Italy	1958—Sweden
1986—Mexico	1954—Switzerland
1982—Spain	1950—Brazil
1978—Argentina	1938—France
1974—West Germany	1934—Italy
1970—Mexico	1930—Uruguay
1966—England	

HOUSING CODE

Recommend adoption of an ordinance authorizing the use of in rem remedy to demolish and remove the dwelling located at 1700 N. Allen Street (Belmont).

Reason For Inspection: Concentrated Code (Field Observation)
Date of Inspection: 8/24/88 (Exterior Only)
Owner(s) Notified of Hearing: 8/29/88
Owner(s) Ordered to Demolish Dwelling By: 10/16/88

Owner(s) Requested Permission to Repair: 9/23/88
Owner(s) Ordered to Repair Dwelling By: 11/11/88
Owner(s) Notified of Civil Penalty: 11/15/88

Due to the original inspector leaving employment in the Community Development Department in March 1989, the title search request was delayed until July 14, 1989. The title search was received in mid-October 1989 and was reassigned to a new inspector.

Date of Inspection: 10/30/89
Owner(s) Notified of Hearing: 11/6/89
Hearing Held: 11/20/89
Owner(s) Ordered to Demolish Dwelling By: 12/20/89

Estimated Value of Dwelling: $1700
Estimated repair (Which Exceeds 65% of Estimated Value): $3175

The repairs include: major structural, plumbing and electrical repairs and minor interior and exterior repairs. This dwelling is not occupied.

The owner was notified of a Civil Penalty on December 22, 1989. The total penalty as of February 26, 1990 amounts to $770. The owner has also been notified of this February 26, 1990 Council action.

Funds for this action are available and a lien will be placed against the property for cost incurred.

Clearances: Community Development Department