



SOUTHEND

VISION
PLAN

Agenda

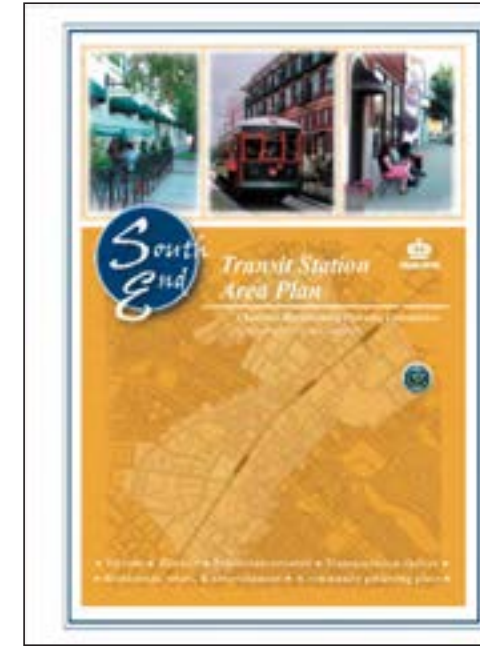
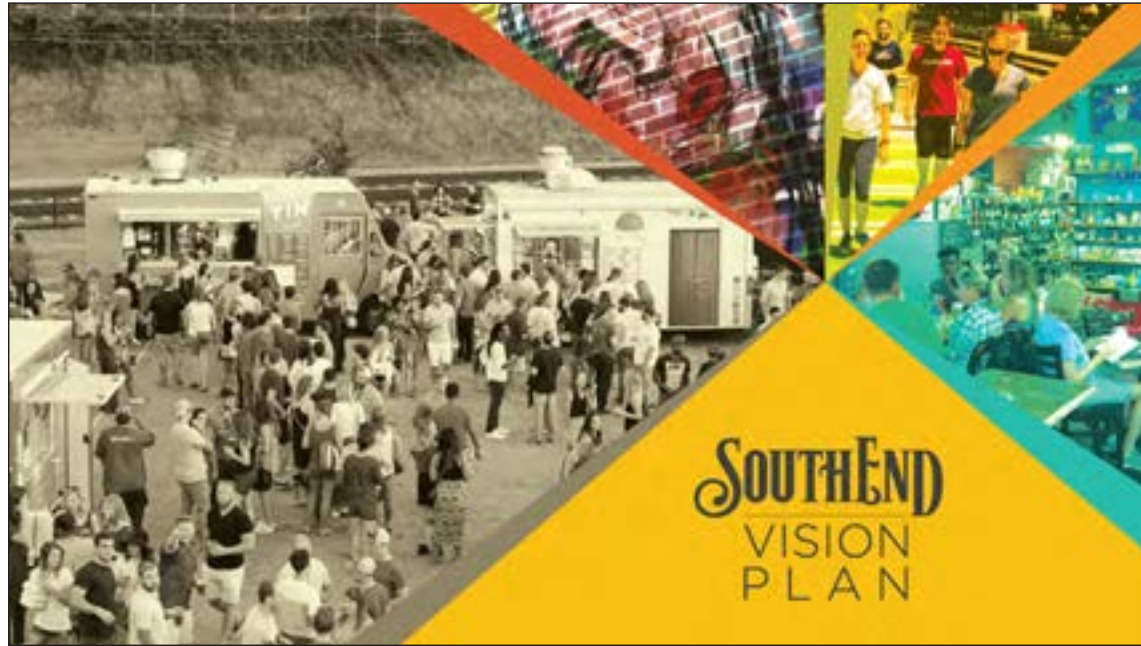
- Review & Adoption Process
- Public Meeting Recap
- What We've Heard
- Plan Overview
- Next Steps

Review & Adoption Schedule



**Schedule may change depending on public comment, agenda items, etc.

Review & Adoption



* South End Vision Plan (New)

* South End Station Area Plan (2005) - AMENDMENT

* New Bern Station Area Plan (2008) - AMENDMENT

Plan Amendment will...

- * STREET SECTIONS: Update the adopted Street Sections
- * COMMUNITY DESIGN: Add a chapter to influence the form of development
- * RETAIL STREETS: Broaden the reach of retail streets to include more of the street network



Public Meeting



Future of South End Community Vision Tour

- » Held on Tuesday, 25 July from 6:00 - 8:00pm at Triple C Barrel Room
- » **Over 200 visitors attended**

Vision Tour Summary



Visitor experience

- » Queen City Quiz Show
- » Plan & meeting introduction
- » “Passport” handout with plan summary
- » Visited “tour stops”
- » Opportunities to ask questions & give feedback

Tour Stops



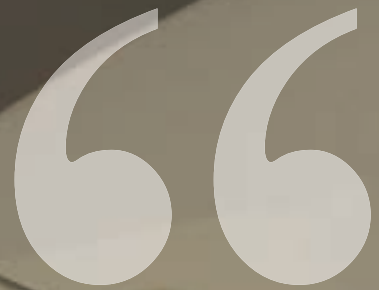
Learn

Ask

Comment

- » Streets
- » Rail Trail
- » Parks
- » Mobility
- » Built Environment
- » Culture
- » Affordability
- » Art

Feedback



Parks

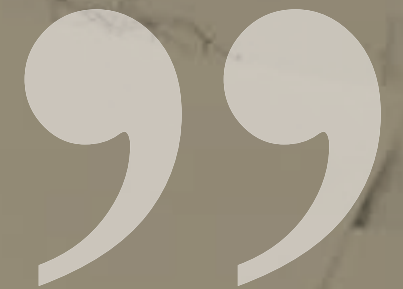
More parks for people
Programmed park spaces
Dog parks

Streets & Mobility

More bike-friendly amenities
More room for bikes, less for cars
Parking solutions
Pedestrian crossings

Rail Trail

More lights
Shade trees
Seating
Dog stations
Kiosk shops
Gathering spaces



Feedback



Art Everywhere

More art everywhere
Colorful spaces are great!

Affordability

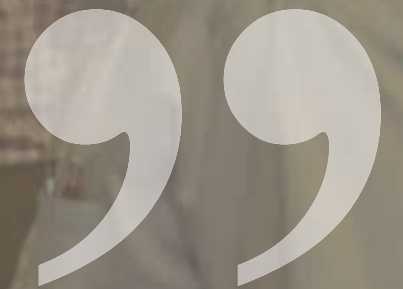
More diversity is better
Subsidizing solutions
Affordable housing should be mixed in
More affordable office & retail

Built Environment

Street & sidewalk friendly buildings
Be respectful of blocking neighbors views

Culture

Build on gallery crawl
Outdoor art & live performances
Bring back music venues



Plan Organization

An aerial illustration of a city street scene. The street is lined with trees and has several vehicles, including a bus and cars. Buildings of various heights and styles are visible on both sides of the street. The scene is rendered in a stylized, illustrative manner with a color palette of greens, greys, and earth tones.

- » Chapter 1: Why This Plan, Why Now?
- » Chapter 2: Where We Want to Go?
- » Chapter 3: How We Get There - Focus Areas
- » IMPLEMENTATION: Key Initiatives
- » IMPLEMENTATION: Design Guidelines

What we've heard

An aerial architectural rendering of a city street grid. The buildings are depicted in a light tan color, and the streets are shown in a darker brown. There are green trees scattered throughout the urban landscape. A central rail line or transit corridor runs through the middle of the grid. The overall style is a clean, illustrative architectural visualization.

- » STREETS should be walkable and accessible for both pedestrians, cyclists, and drivers
- » RAIL TRAIL should be prioritized as a Main Street
- » PARKING should be accessible to all visitors
- » BUILDINGS should be designed with people as a priority
- » AFFORDABILITY should be integral in development



Vision

South End is a walkable, people-first urban district, supported by vibrant neighborhoods, built on transit, and fueled with energy and innovation from some of Charlotte's most diverse and creative people.

Goals



Grow By Design

- » Expect Density
- » Pay Attention to the Details
- » Bake in Diversity

Goals



Expand Our Mix

- » Support Entrepreneurship
- » Curate Vibrant Shopping and Entertainment
- » Attract a Daytime Population

Goals



Celebrate Public Space

- » Construct Many and Varied Public Spaces
- » Implement the Rail Trail Vision
- » Attract and Support Cultural and Entertainment Venues

Goals



Manage Our Common Resources

- » Organize Parking as a Public Resource
- » Fill in the Infrastructure Gaps
- » Celebrate the District's Unique Flavors

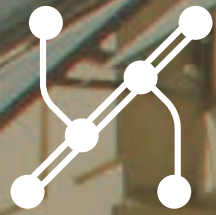
Goals



Pursue Affordability

- » Encourage Mixed-Income Housing
- » Preserve and Provide Affordable Workspaces

Goals



**Move.
Connect.
Network.**

- » Prioritize Pedestrians
- » Connect all Modes
- » Embrace the Mobility Revolution

Trail Users Today

Trail Users this Year

Goals



Never Stop Experimenting

- » Encourage Spontaneity
- » Embed Art into Everything
- » Be Creative

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Why This Why Not



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Where We Want To Go



VISION

South End is a people-first, walkable urban district of vibrant neighborhoods, built on transit, and fueled with energy and innovation from some of Charlotte's most diverse and creative people.

HOW WE GET THERE: Focus Areas



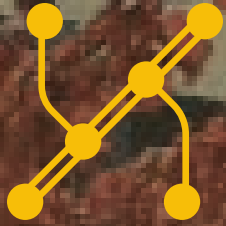
The Focus Areas are a mix of corridors and neighborhood centers. The corridors, South Boulevard and South Tryon Street, form the eastern and western edges of South End but change character from north to south. The neighborhoods, the Gold District, Camden, and Distribution/New Bern have emerged with their own unique identities and generally definable boundaries.

Manage Our Common Resources



- » Create a parking district to manage public and private parking.
- » Plan for adaptable reuse of parking.
- » Parking should be screened by buildings and access should be from side streets.
- » Adapt infrastructure for increased ride hailing, car-sharing, bike sharing, and vehicle charging.

Move. Connect. Network.



- » Put people first.
- » Complete the conversion of South Boulevard and South Tryon Street into “Main Streets” for cyclists and pedestrians.
- » Enhance bicycle and pedestrian infrastructure.

Celebrate Public Space



- » Complete the Rail Trail
- » Treat the Rail Trail like other Main Streets
- » Construct new public space throughout South End

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Why This Plan, Why Now?

Introduction

Over the past ten years, South End has grown into one of Charlotte's most dynamic locations. From its history as a neglected industrial and commercial part of town in the 1980s, it reinvented itself as a low-cost haven for artists and other creative people in the 1990s and early 2000s.

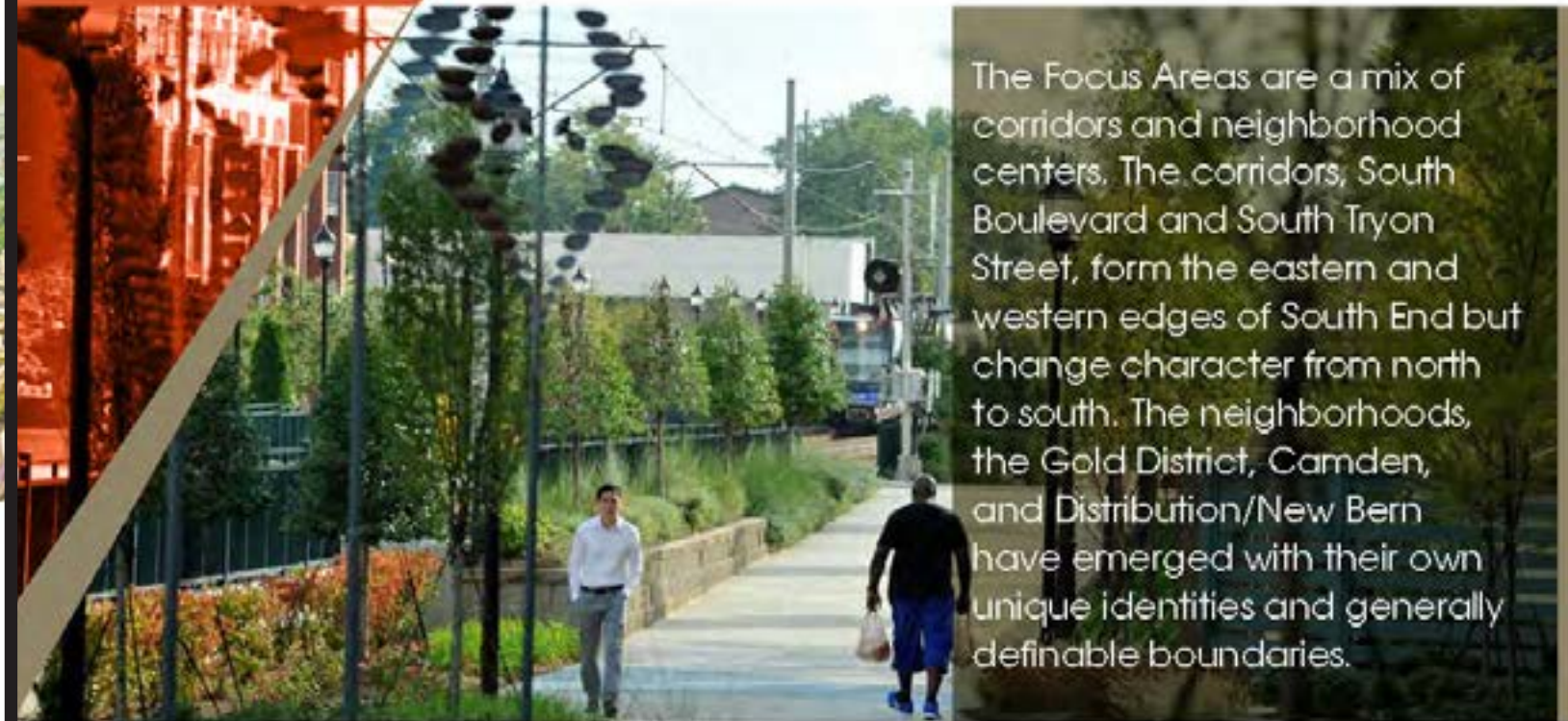
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HOW WE GET THERE:

Focus Areas

The Focus Areas are a mix of corridors and neighborhood centers. The corridors, South Boulevard and South Tryon Street, form the eastern and western edges of South End but change character from north to south. The neighborhoods, the Gold District, Camden, and Distribution/New Bern have emerged with their own unique identities and generally definable boundaries.





Crispy Crêpe

Crispy Crêpe
Liège Waffle
Eggs



WESTCOAST BIGGALL

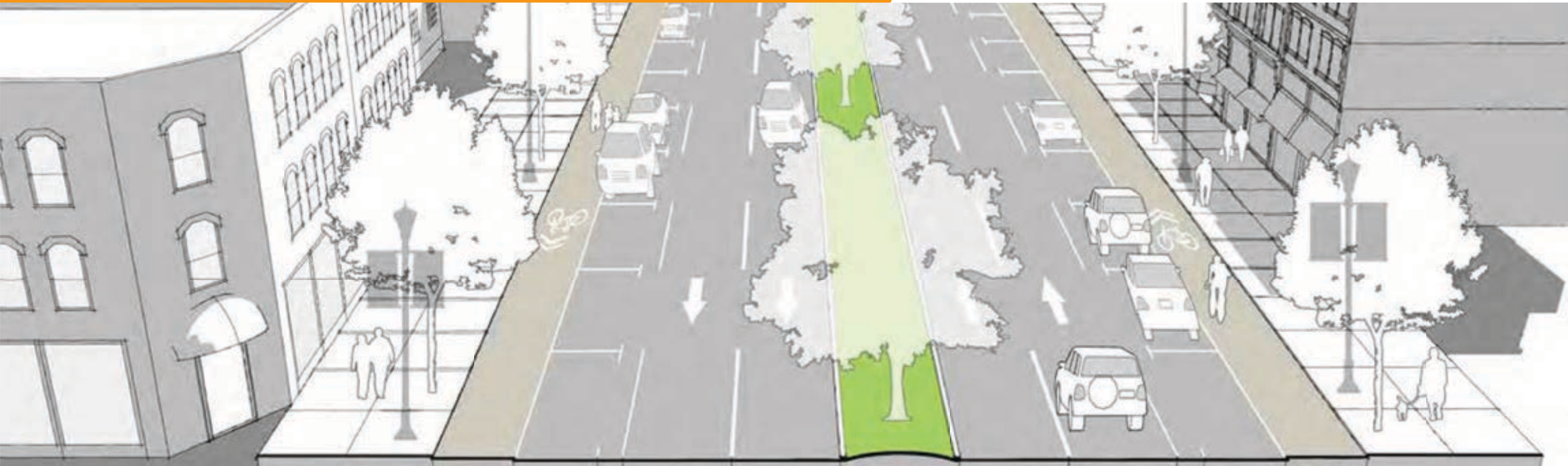


South Boulevard

Convert South Boulevard to a main street that favors pedestrians, bicyclists, and transit



South Boulevard



“It is a place where the density of new housing and offices create a built-in demand for a continuous retailing environment from Carson Street to the New Bern Station.”

Lower South End

preserve older, existing buildings for businesses and affordability



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IMPLEMENTATION: Key Initiatives



This Vision Plan sets out a realizable future for South End in 2035, 2040 . . . and beyond. The following ten Initiatives provide the initial stepping stones to reach that goal, and directions for all parties involved in making this future happen – e.g., the public agencies, non-profit organizations, private property owners, developers, residents and business owners and tenants.

Top 10 Initiatives

Implement new building design regulations to ensure a high quality and continuous public realm

 **Grow By Design**

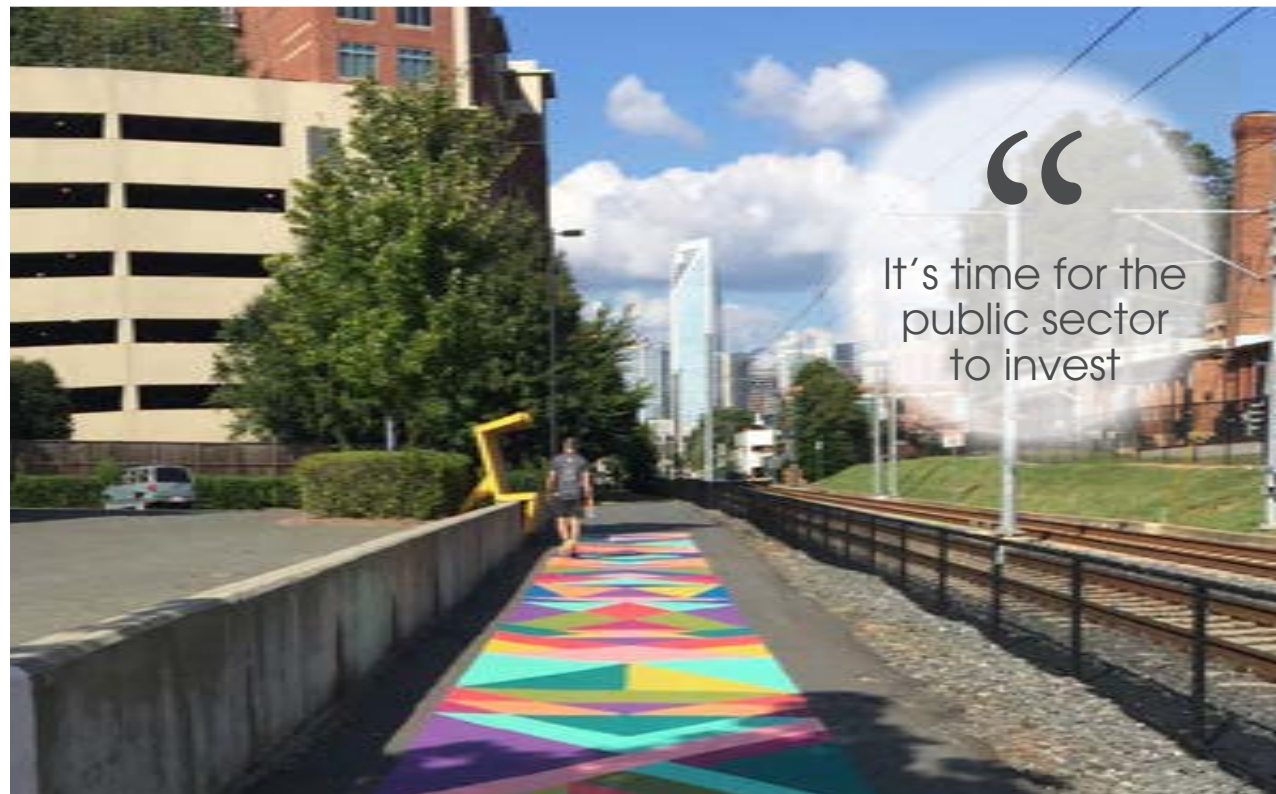


Attract significant cultural facilities  **Celebrate Public Space**



Top 10 Initiatives

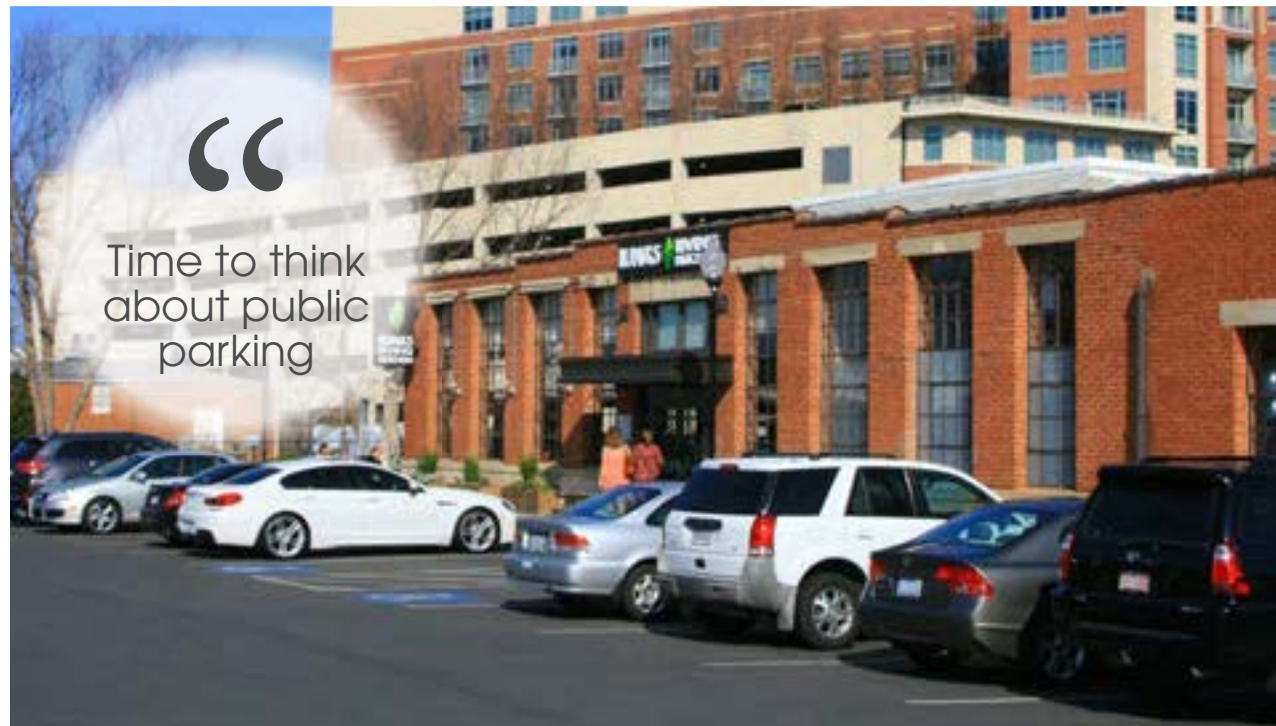
Continue expansion of the Rail Trail  Celebrate Public Space



Top 10 Initiatives

Manage parking as a district

 **Manage our Common Resources**



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IMPLEMENTATION: Design Guidelines



One of the core implementing elements for any vision is the public policy that guides private investment in the form of codes and design guidelines. Key to all great places is a vigilant protection of high quality places for people. Both codes and guidelines therefore should principally focus on those elements that impact the public realm.

Design Guidelines

Prioritize ground floor activity and uses by frontage



Design Guidelines

Break down the volume of larger buildings



- Maximum building face length
- Vertical proportions
- Smaller facade increments



Design Guidelines

Require urban streetscape details



- Street trees in tree wells (no mulch and shrubs)
- Street furnishings along rail-trail



Review & Adoption Schedule



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Questions?