



North Tryon Vision & Implementation Plan

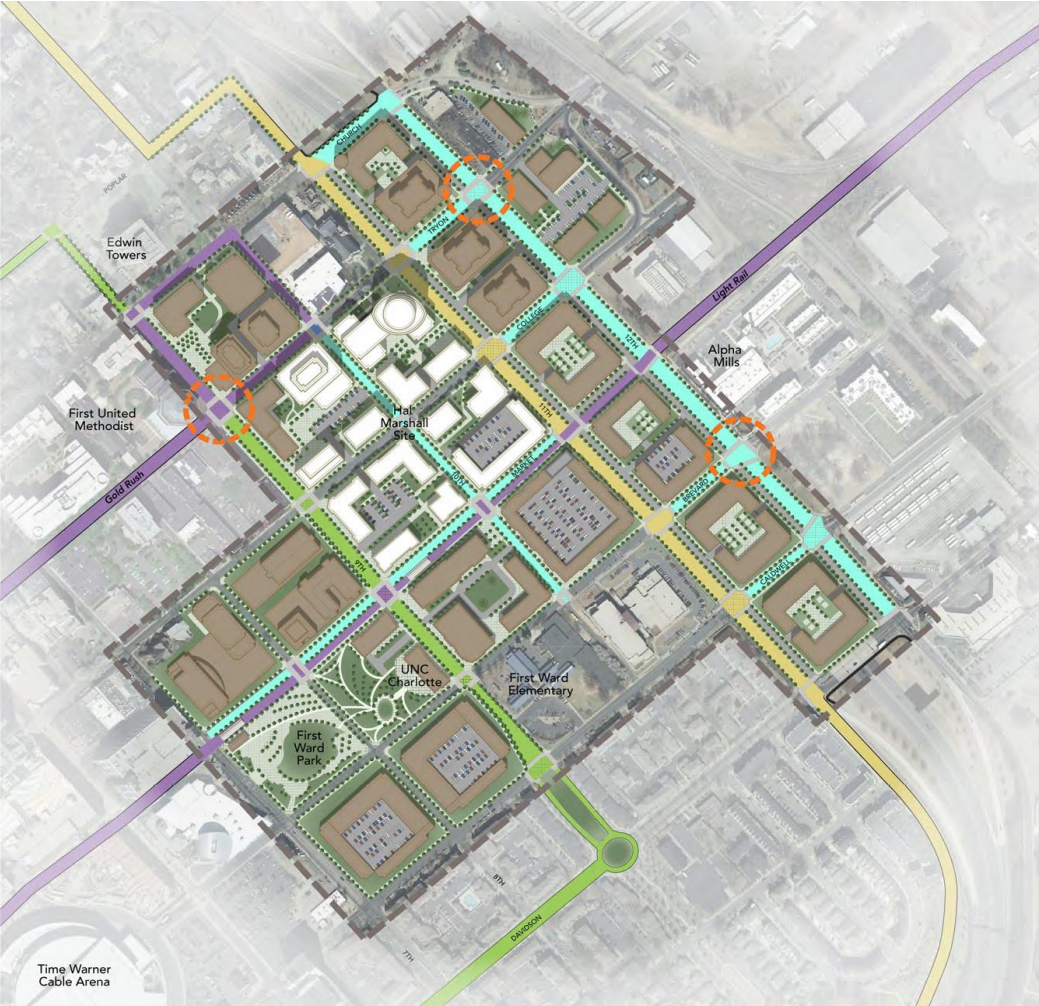




NORTH TRYON
VISION PLAN



Purpose

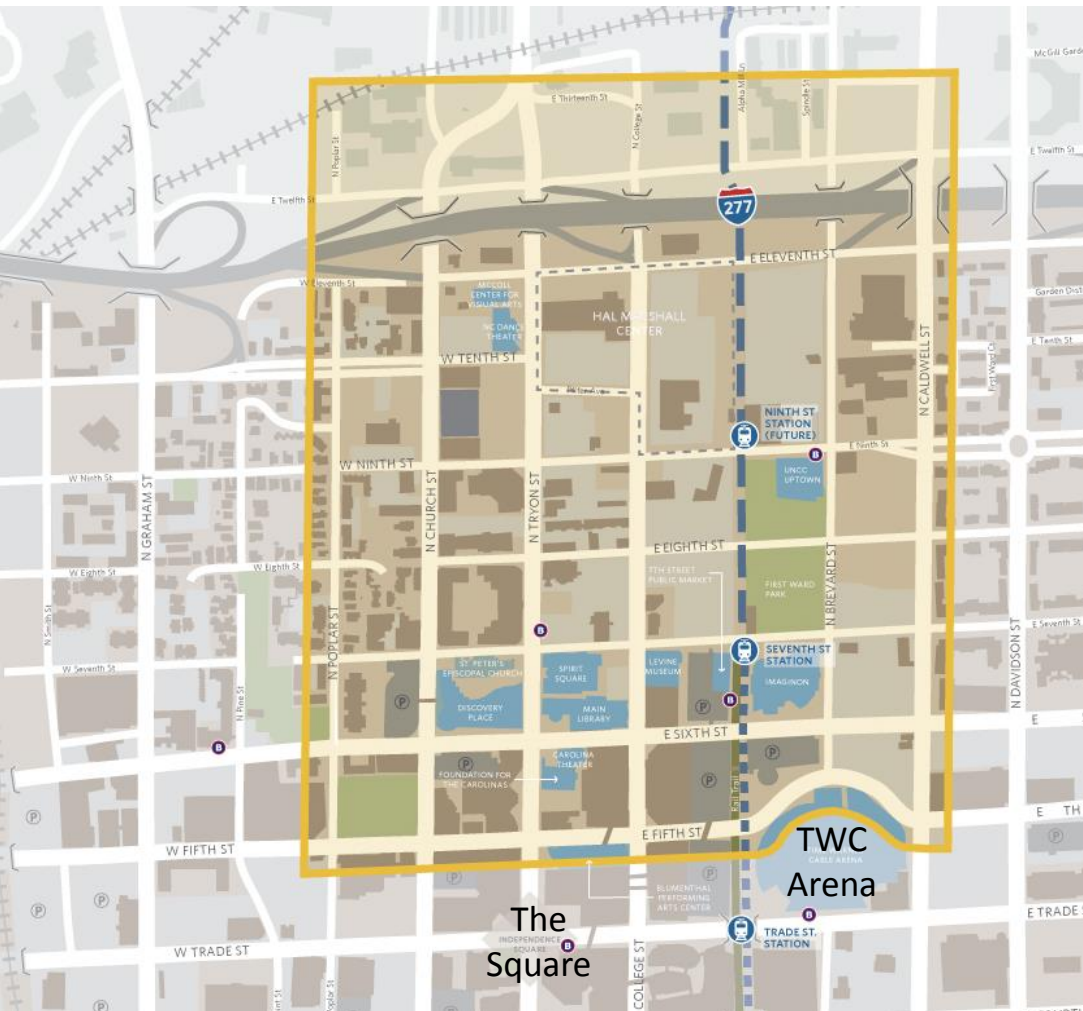


2020 Vision Plan Focus Area

- More detailed planning
- Development strategy
- A great destination built around arts, cultural & educational venues



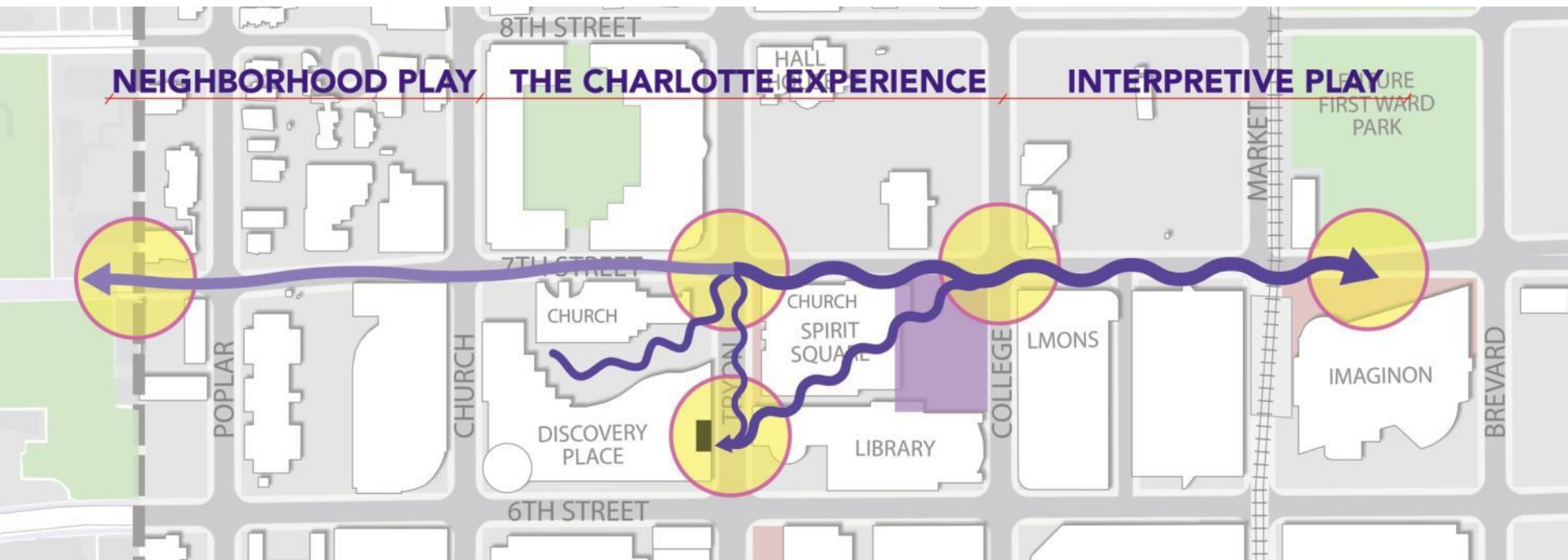
Study Area



- 60 acres
- 2 major land owners
- Great destination & neighborhood



7th Street Cultural Corridor



North Tryon Momentum



- First Ward Park
- Blue Line extension with new 9th Street Station
- Skyhouse apartment towers
- Levine Properties urban village including hotel & housing
- Carolina Theatre redevelopment



Great cities create the context for tomorrow's vibrancy



- Peerless opportunity
- Timing is important
- Balance long-term stability with short-term activation



North Tryon is a place...

Where curiosity begins.

Knowledge is advanced.

Innovation lives.



Goals

WORK



JOBS & ECONOMIC VITALITY

MAKE



CREATIVE & FLEXIBLE DESIGN

LEARN



LEARNING LABORATORY

LIVE



DIVERSE & INCLUSIVE
NEIGHBORHOOD

PLAY



CURATED & SPONTANEOUS
EXPERIENCES & PROGRAMMING

ENGAGE



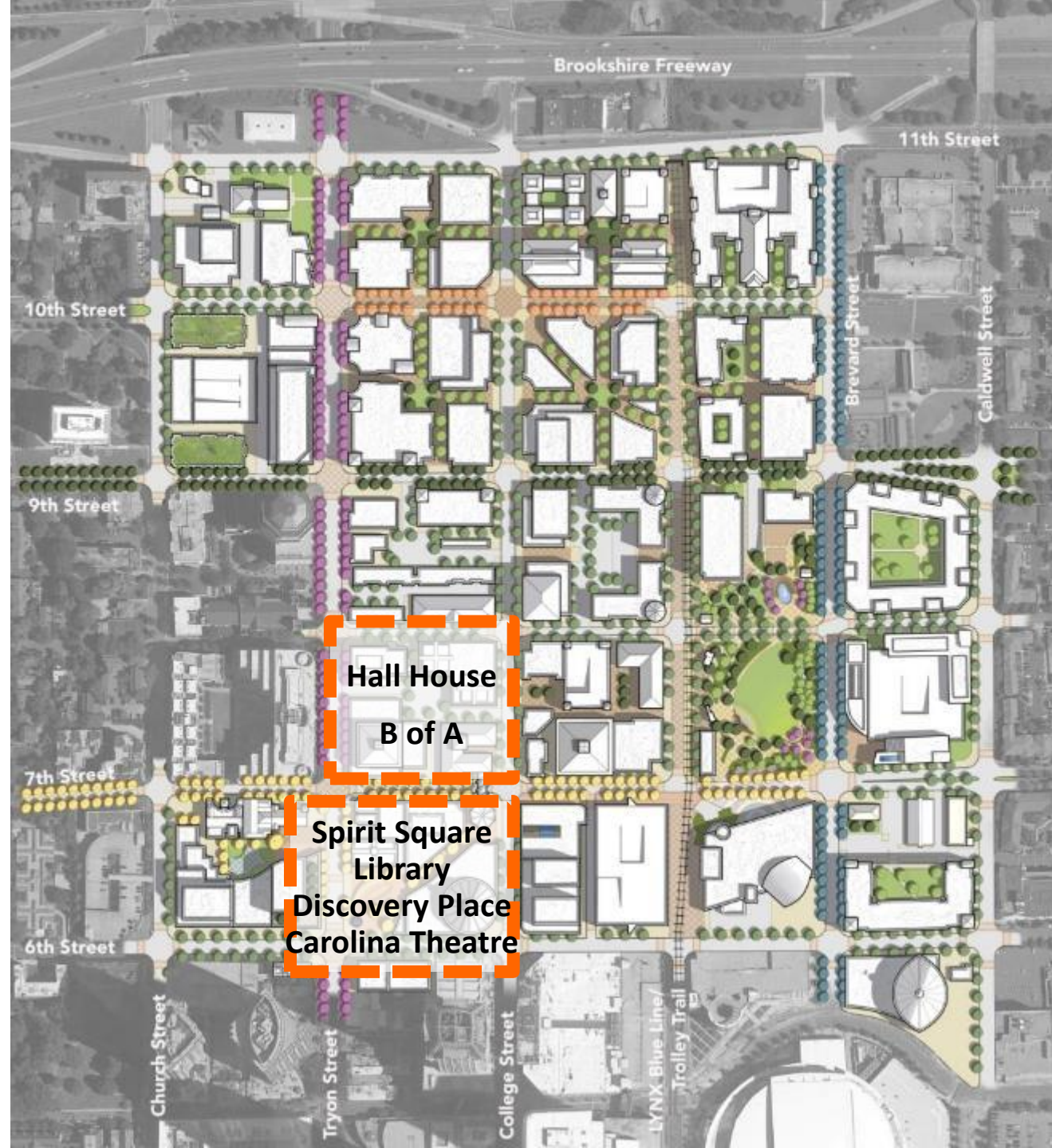
CIVIC PARTICIPATION &
ENGAGEMENT



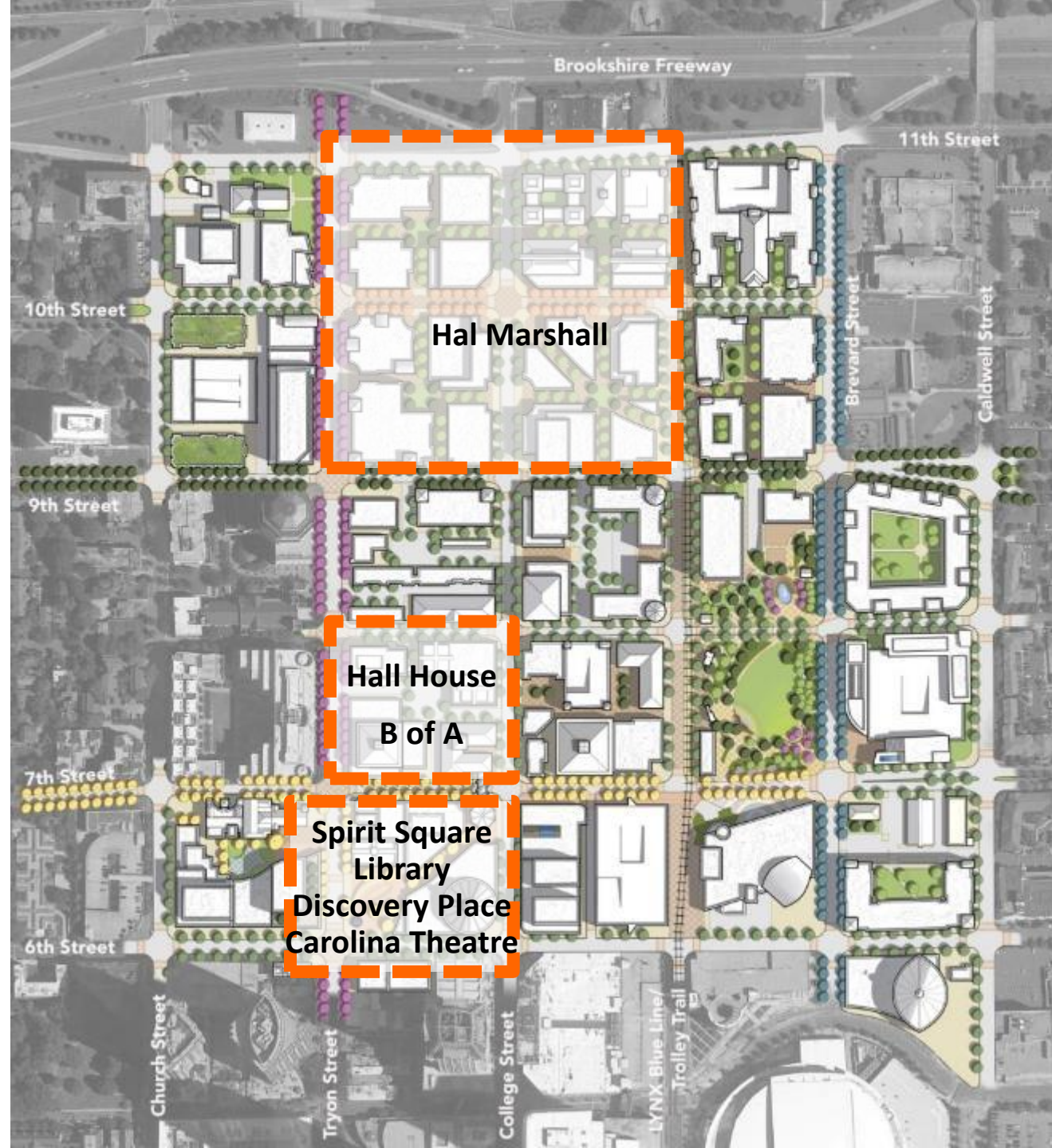
Catalyst Sites



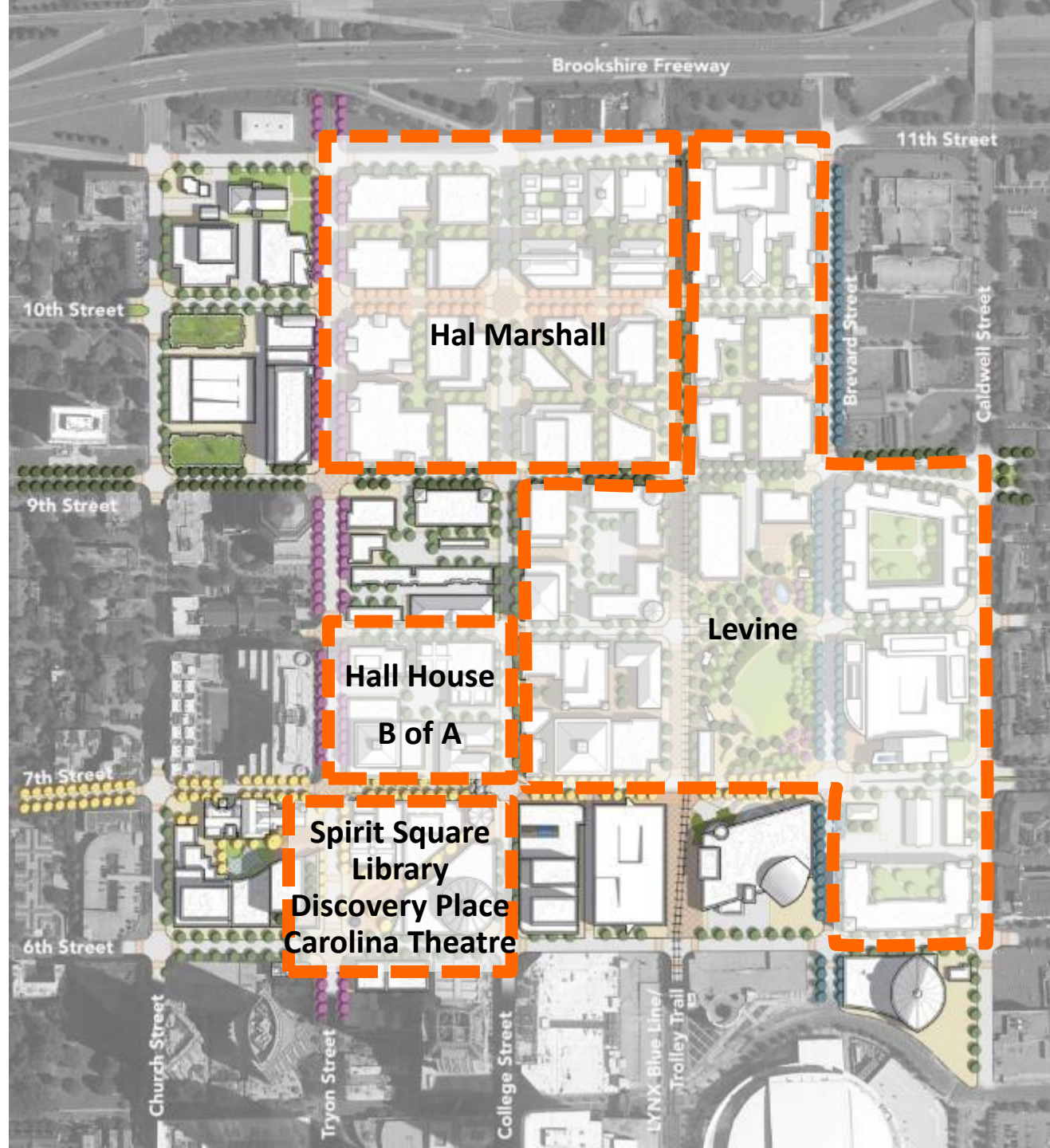
Catalyst Sites



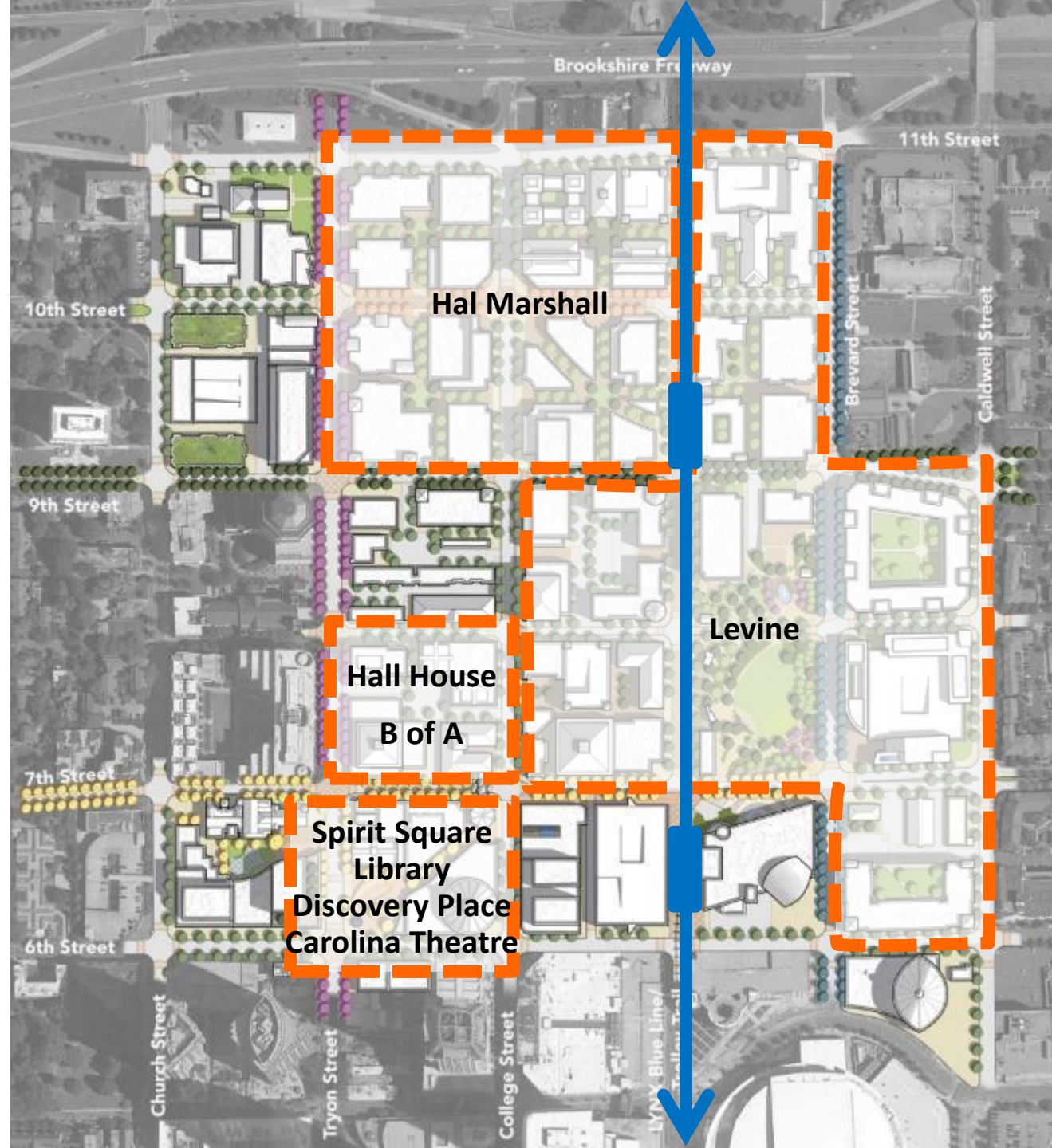
Catalyst Sites



Catalyst Sites



Catalyst Sites



Two Block Strategy

Library | Spirit Square | Hall House



- Center stage for collaborative programming
- Innovative public gathering space
- State-of-the-art technology for “plug and play” experiences



Sixth & Tryon Steering Committee



- Building on the Main Library Reinvention Committee's work
- Scope expanded to the full block
- Engaged DaVinci Development to recommend executable development strategy
- Moving forward with geotechnical testing, consolidation of the developable entity



Carolina Theatre



Discovery Place



Looking North on Tryon at 6th



Tryon Street Rendering with Parklets



Tryon Street Rendering with Parklets & Street Festival



Hal Marshall site



- Bridge Fourth & First Wards
- Small-scale & comfortable urban design
- Alleyways & paseos
- Premier TOD site in the city
- Connect North Tryon to Applied Innovation Corridor



Hal Marshall Site Analogs



Hal Marshall Site Analogs



Vancouver, British Columbia

Hal Marshall: Active Ground Floor



San Francisco, California

Hal Marshall: Temporary Retail



Christchurch, New Zealand



Seattle



Byron Bay, Australia



London

Levine Properties



- **Housing units:** ownership/rental opportunities
- **Market Street:** premier retail corridor that serves First Ward Park, Blue Line riders, offices & residents
- **Opportunity for shared parking** across all Levine-controlled sites



Looking East on 9th between Tryon & College



Looking East on 9th between Tryon & College



Looking East on 10th between Church & Tryon



Looking East on 10th between Church & Tryon

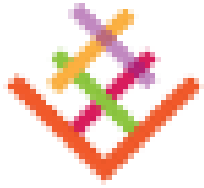


Top Five Strategies



1. Implementation organization
2. Interim programming & activation
 - Underutilized & vacant space
3. Coordinated, shared district parking strategy
4. Plan for affordable housing
5. Lighting & public art





Thank you!

