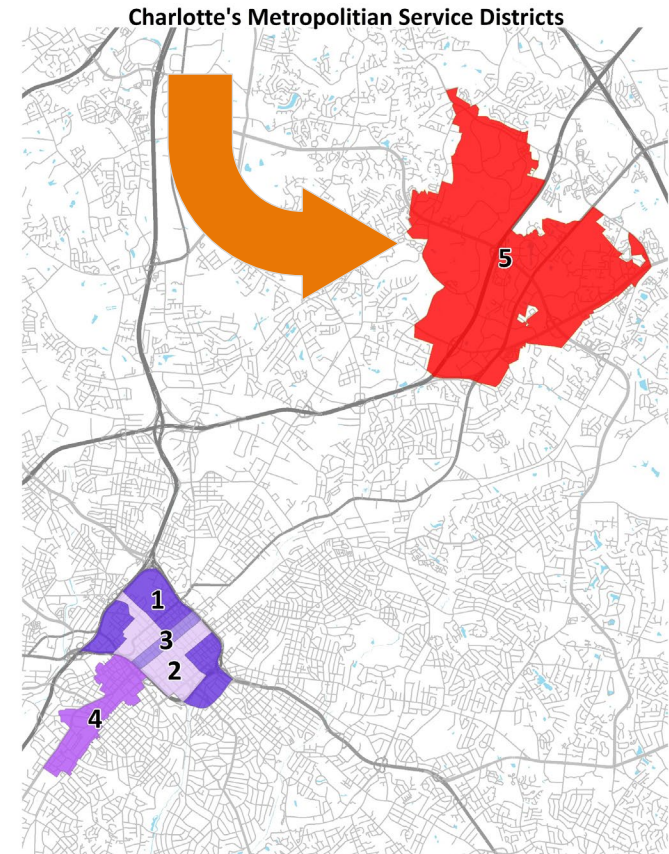


# **The Future of University City:**

## *A Strategic Vision*

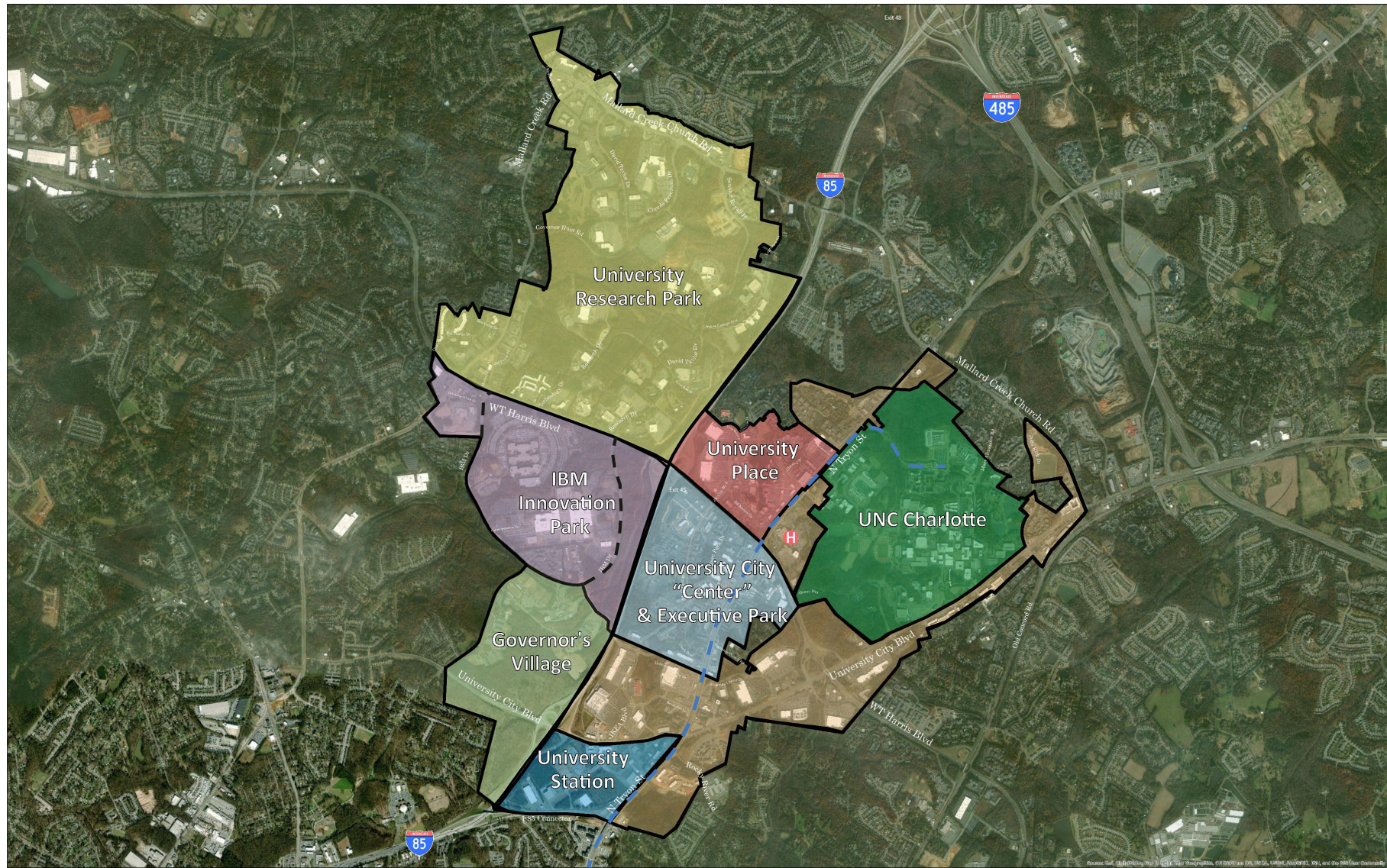
## What We Do...

- Charlotte's Municipal Service District (MSD)
- Community and Economic Development – enhancing city's services
- Called Business Improvement Districts (BID's) everywhere else
- >1,200 in the US





# UNIVERSITY CITY: BOUNDARIES

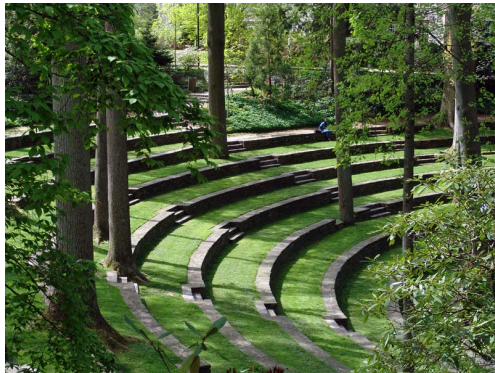




# UNIVERSITY CITY: HISTORY



# THE ORIGINAL SUBURBAN





# A DIFFERENT KIND OF SUBURBAN



**Safe and Welcoming** - 3<sup>rd</sup> Safest of CMPD' s 13 Divisions



**Access to Natural Amenities**



**Transit Supported** - including the 4<sup>th</sup> busiest station



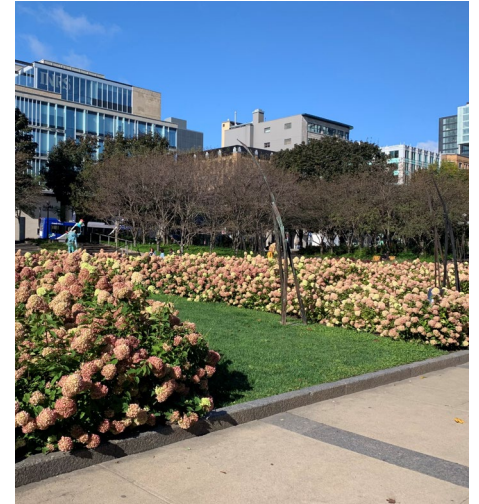
**Job Growth** - Access to 1<sup>st</sup> and 2<sup>nd</sup> major employment centers



**Walkable** - UNC Charlotte's 30k students and the 8/80's



**Unique, Clean, Safe Places** - Build on existing assets



# STRATEGIC VISION: OBJECTIVES

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- Transportation Choice and Convenience
- Safe, Inviting, and Distinctive Places
- Thriving Economic Innovation and Opportunity
- Vibrant Arts, Culture, and Education
- Healthy and Sustainable
- Equitable Access to Services and Resources
- Affordable and Diverse Housing
- Coordinated Growth and Development

## **Our Strategic Vision**

### Does...

- Highlight priorities stated in adopted plans
- Defines specific areas of investment for UCP
- Identifies work with strategic partners
- Outlines our highest priority needs for the Comp Plan

### Does Not...

- Suggest unvetted capital improvements
- Dictate future land use



# CLEAN AND SAFE

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- Improving our design standards and quality of projects through the Unified Development Ordinance (UDO)
- Decreasing speeds and developing pedestrian crossings
- Contracted group to remove litter and constantly work with property owners to address unsightly properties



# DEFINE CLEAR CENTERS OF COMMUNITY

- Define urban centers and points of focus
- Fostering diverse and inclusive community centers and centers of the community including URP and UNCC



# RETAIN OUR DIVERSE COMMUNITY

- Develop placemaking and programming into the public and private realm to make people feel welcome
- Incorporate equity, inclusion and diversity in all areas of our work





# TIMELINE

