

UNIVERSITY CITY PARTNERS

# University Research Park

Public Meeting 10.01.09



LandDesign.

*Kubilins*  
TRANSPORTATION GROUP, INC.



GEORGE • HENRY • GEORGE • PARTNERS  
Economic and Development Consultants



## AGENDA UNIVERSITY RESEARCH PARK PUBLIC MEETING

October 1, 2009 - 4-6 PM

Ben Craig Center

8701 Mallard Creek Road, Iverson Conference Room

1. Welcome and introductions (5 min)
2. Meeting Purpose (5 min)
3. Purpose & Process of URP Area Plan: What is an area plan? What are we going to accomplish with this process? How and when will the public be involved? (10 min)
4. Introduction to the Site Location (5 min)
5. Brief History of URP – the last 43+ years (5 min)
6. URP today – Brief visual tour (5 min)
7. Public Input (20 min)
8. Question / Answer Session (15 Min)
9. Next Steps (5 min)

*The team will be available after the meeting to answer additional questions.*

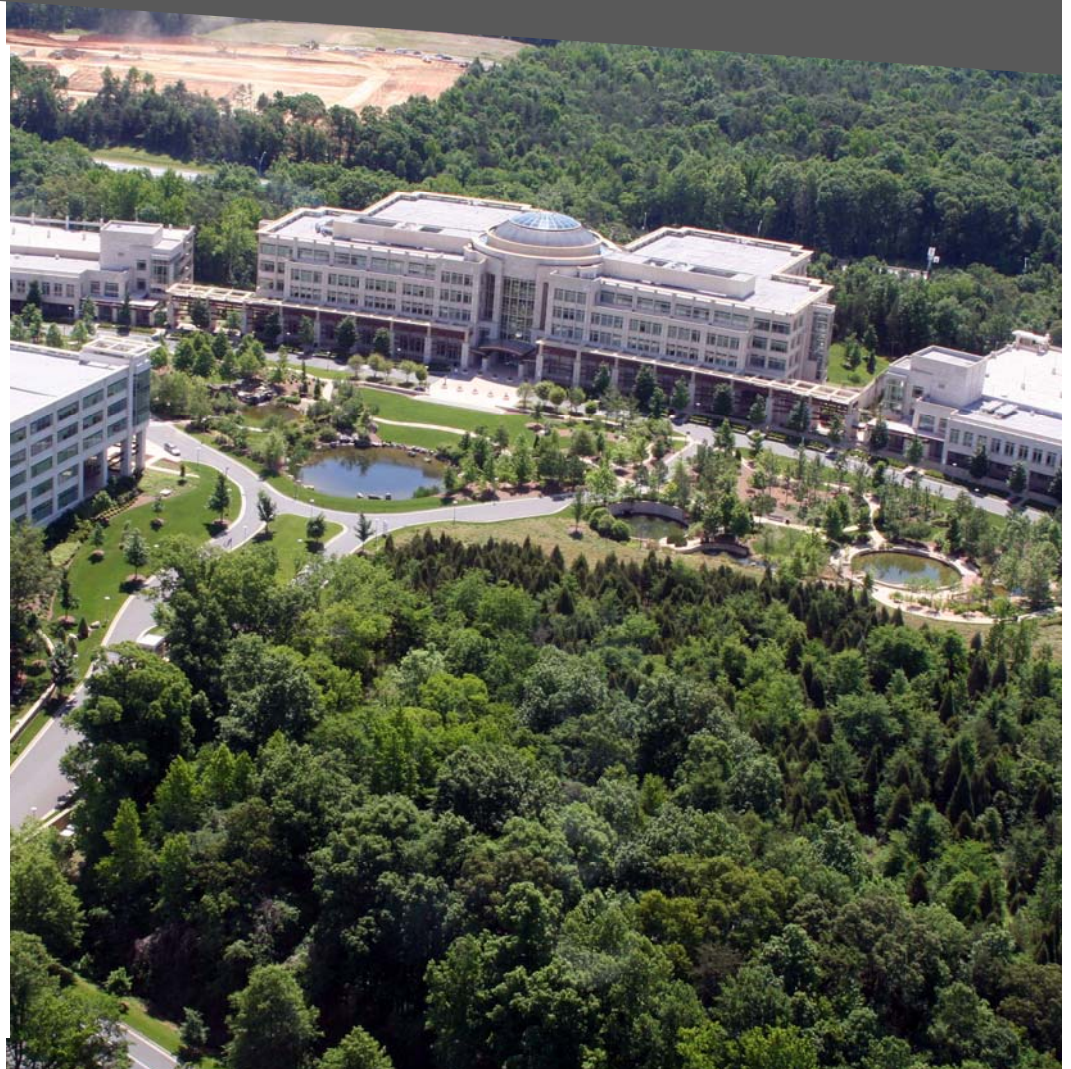
Questions / Comments, Please Contact:



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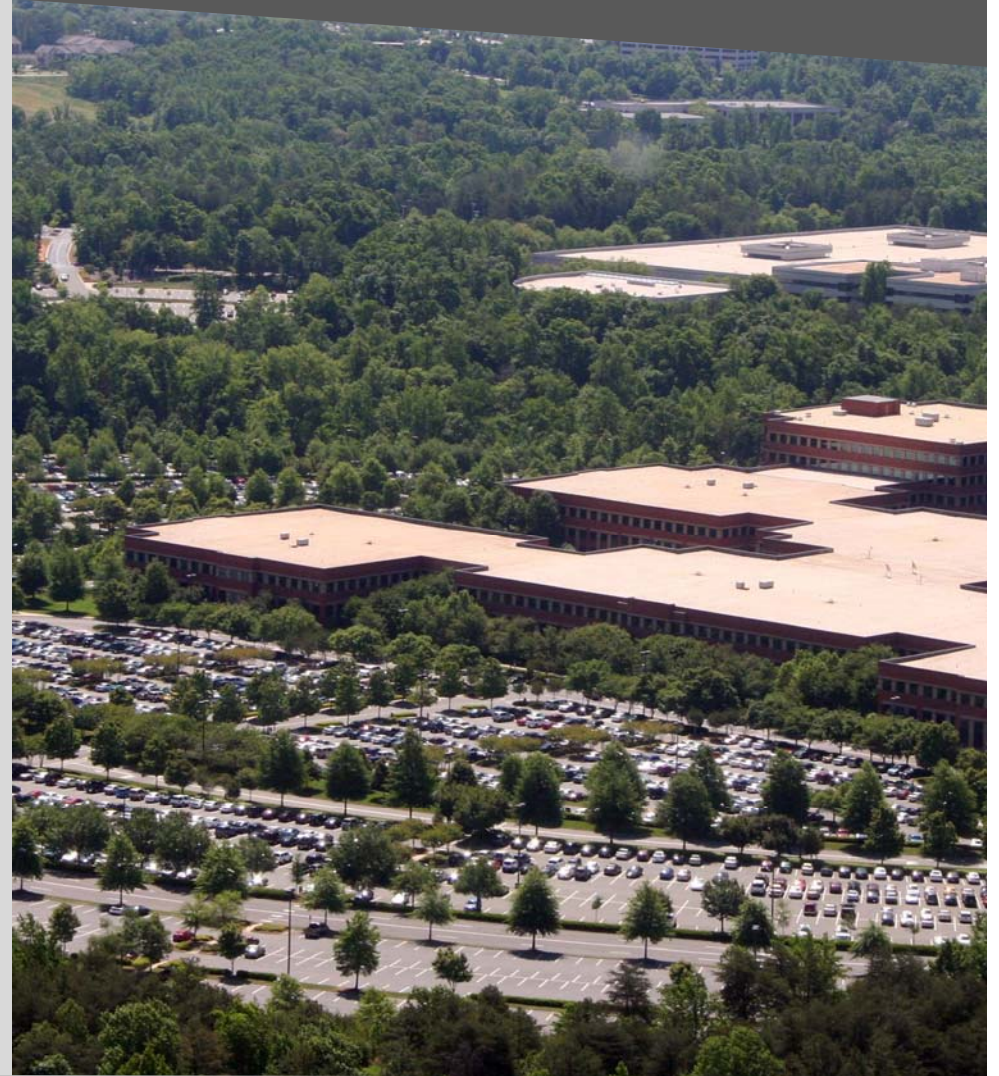
# Welcome

- Charlotte-Mecklenburg Planning Department
- Mecklenburg County Parks and Recreation
- Charlotte Department of Transportation (CDOT)
- Other City/County Agencies
- URP Steering Committee
- University City Partners
- LandDesign
- Kubilins
- George, Henry, George Partners

**URP Area Plan Team**

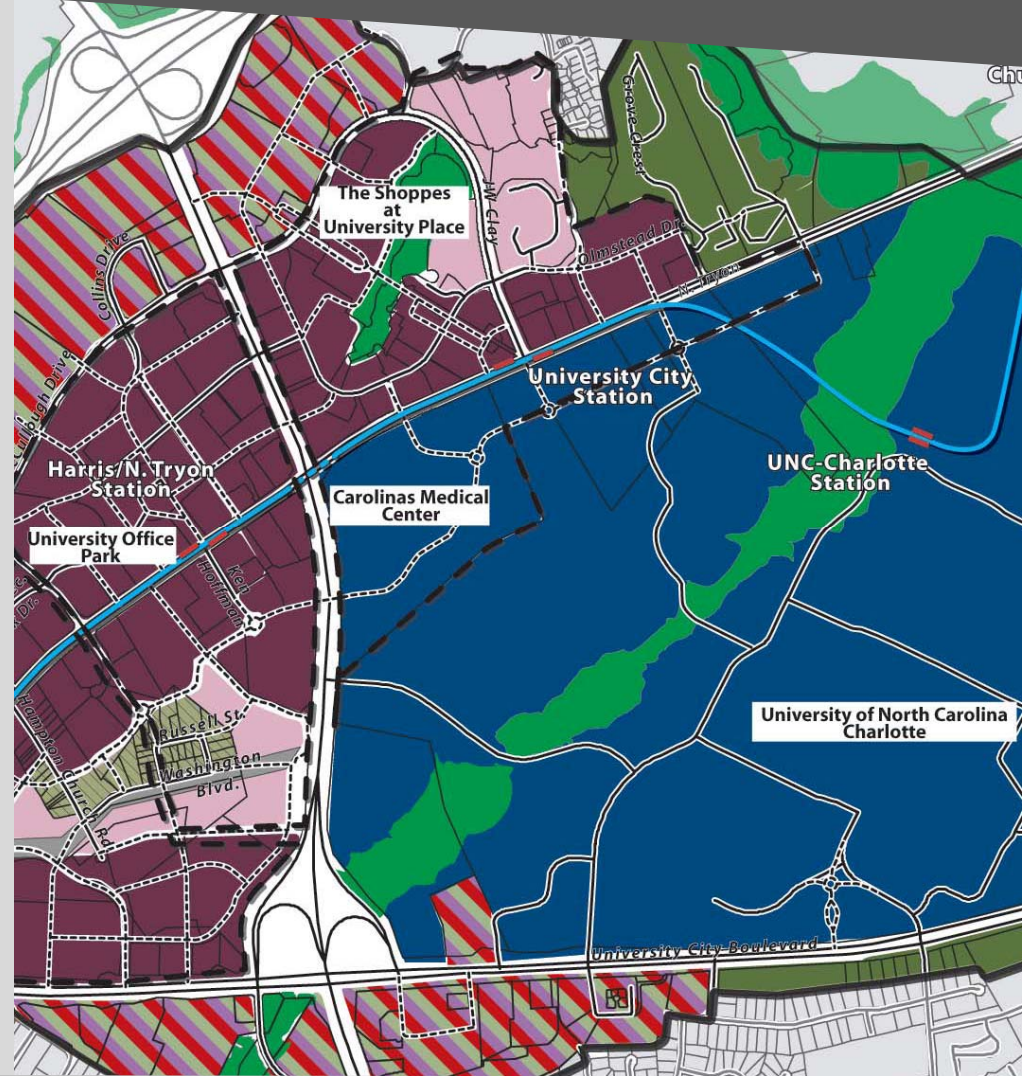


1. Discuss the Purpose of an Area Plan
2. Introduce the URP Area Plan Initiative
3. Describe the Plan Development Process
4. Familiarize audience with site and surrounding context
5. Receive Community Input



**Meeting Purpose**

- Policy Guide That Provides a Framework for Future Growth and Development
- Has a Specific Geographic Focus and Provides Detailed Land Use and Community Design Recommendations for that Particular Area
- Identifies Public and Private Investments and Strategies That Should Be Pursued in Order to Realize the Plan Vision
- Updates the Broader, More General District Plans
- Addresses How the Community Should Be Maintained and/or Changed in the Future
- Community's Shared Vision for the Future



## What is an Area Plan?

## Clarify the Vision for the Area

Identify and provide policies to address development opportunities and issues

*But not...*

Create regulations or laws

Identify public and private investments needed to achieve the vision

*But not...*

Provide funding and implementation means overnight

Possibly recommend zoning changes in appropriate locations

*But not...*

Rezone property

Guide more appropriate development

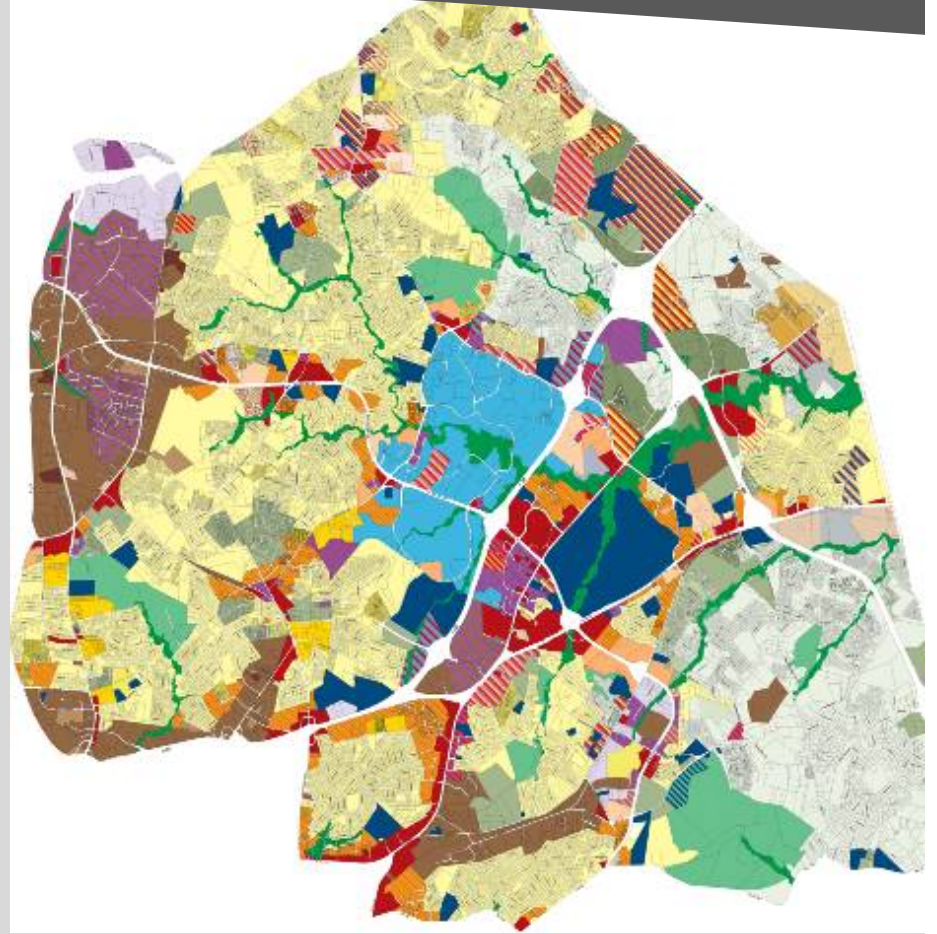
*But not...*

Halt development

## What can you expect from an Area Plan?



- Update existing plans to provide more specific guidance for growth and redevelopment
- To better integrate research park design, land use planning, and transportation policy
- To help create a cohesive vision for the Municipal Services District and the framework for an attractive research park that will draw new businesses, and help to spur economic development in the area



**Why do an area plan for this area?**

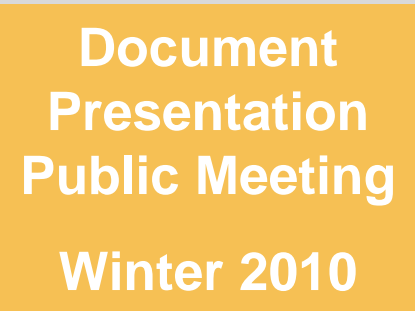
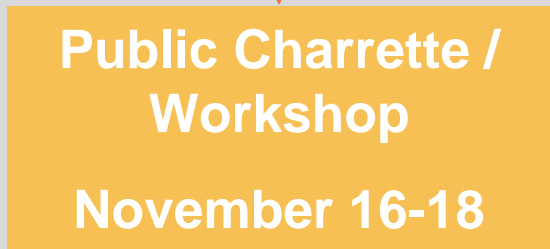
- Research and Due-Diligence
- Steering committee
- Stakeholder interviews
- Engage the Public
- Coordinate with appropriate City Departments
- Set the Vision for the Master Plan
- Public Workshop/Charrette
- Create the Area Plan, from the master plan, that will guide the policy and future development
- City Approval Process



Master Plan for Centennial Campus, NCSU

## Process for creating URP Area Plan





## **Public Involvement**



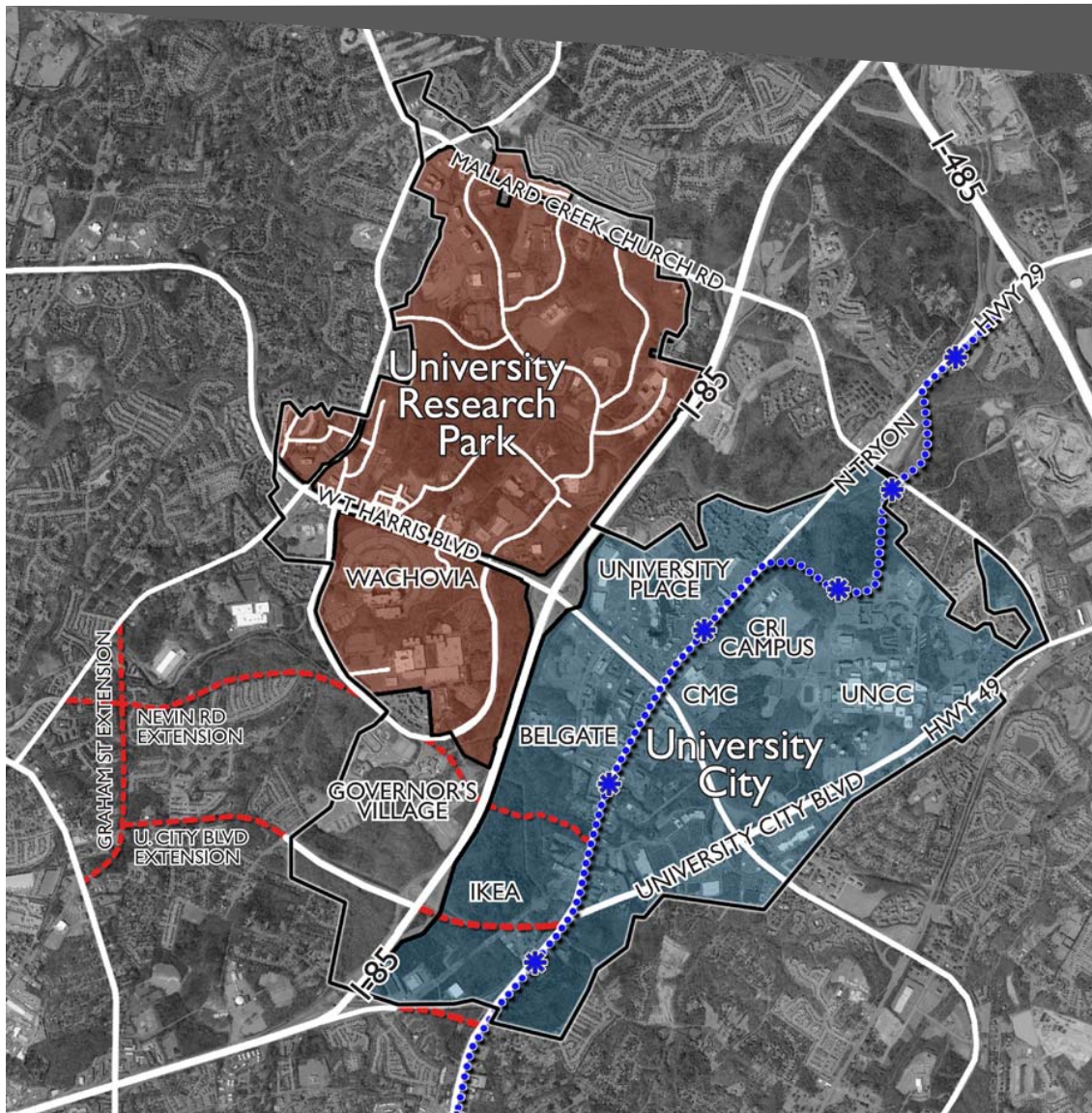
How do we capitalize on the Unique positioning of the Park?

Proximity to major transportation, airport, center city, etc.

What are the Regional issues occurring that will affect the overall development of the Park?

## URP- Strategic Location





- +/-2000 acres
- Part of University City
- Incorporated into MSD in 2008
- UCAP Plan Adopted in 2007
- Multiple Infrastructure Improvements in near future

#### LEGEND

- Municipal Services District (MSD)
- University City Area Plan (UCAP) Boundary
- University Research Park (URP) Study Limits

#### TRANSPORTATION / CIRCULATION

- • • Proposed Northeast Corridor LYNX Blueline
- ✱ Proposed LYNX Transit Station
- Proposed Thoroughfare
- Major Vehicular Routes

## University City MSD

URP Concept  
**1966**

**1968**

Groundbreaking for Collins and Aikman facility, first building in URP

**1970**

IBM buys 428 acres at \$5,000 per acre



**1978**

IBM to build a plant and lab for its systems communications division

**1979**

URP announces it will double size of park to 2,000 acres and push for new housing north and west of park

**1995**

750,000 sf power center opens at University Place

**1997**

CMS opens innovative 4-school Governors Village complex with technology partnership with IBM

First Union (now Wachovia) opens its 2.1-million-square-foot Customer Information Center on 157 acres along Harris Boulevard. the CIC is as large as the Empire State Building and two-thirds the size of the Pentagon.



## URP History & Milestones



**UNC Charlotte establishes the Charlotte Institute for Technology Innovation (now the Charlotte Research Institute).**

**2000**



**UNCC is ranked No. 2 in U.S. for number of inventions and startups created per research dollar.**

**2002**



**2001**

**TIAA-CREF to URP**

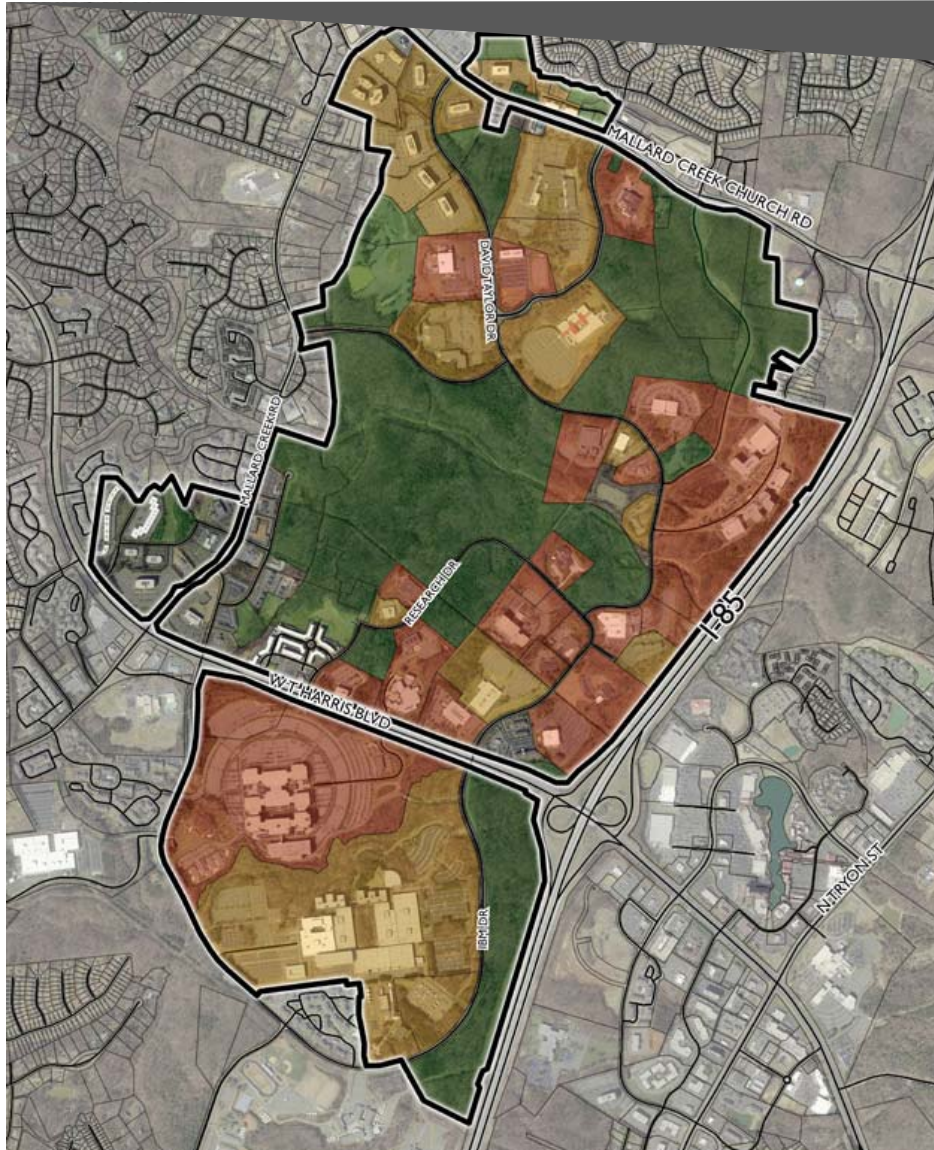


**IBM sells 12-building URP complex to Blackacre Capital Management. Property is renamed Meridian Corporate Center.**

**2008**

**Charlotte City Council expands the boundaries of the University City Municipal Service District to take in University Research Park and adjoining office and retail development.**

## **URP History & Milestones**



- Site Area: +/-2000 Acres
- Developed Area: 1,221 Acres
- Undeveloped Land: 615 Acres
- Over 25,000 workers in URP



**URP Today**





Hotels / Macaroni Grill



Wachovia Center



Speed Channel / Verbatim

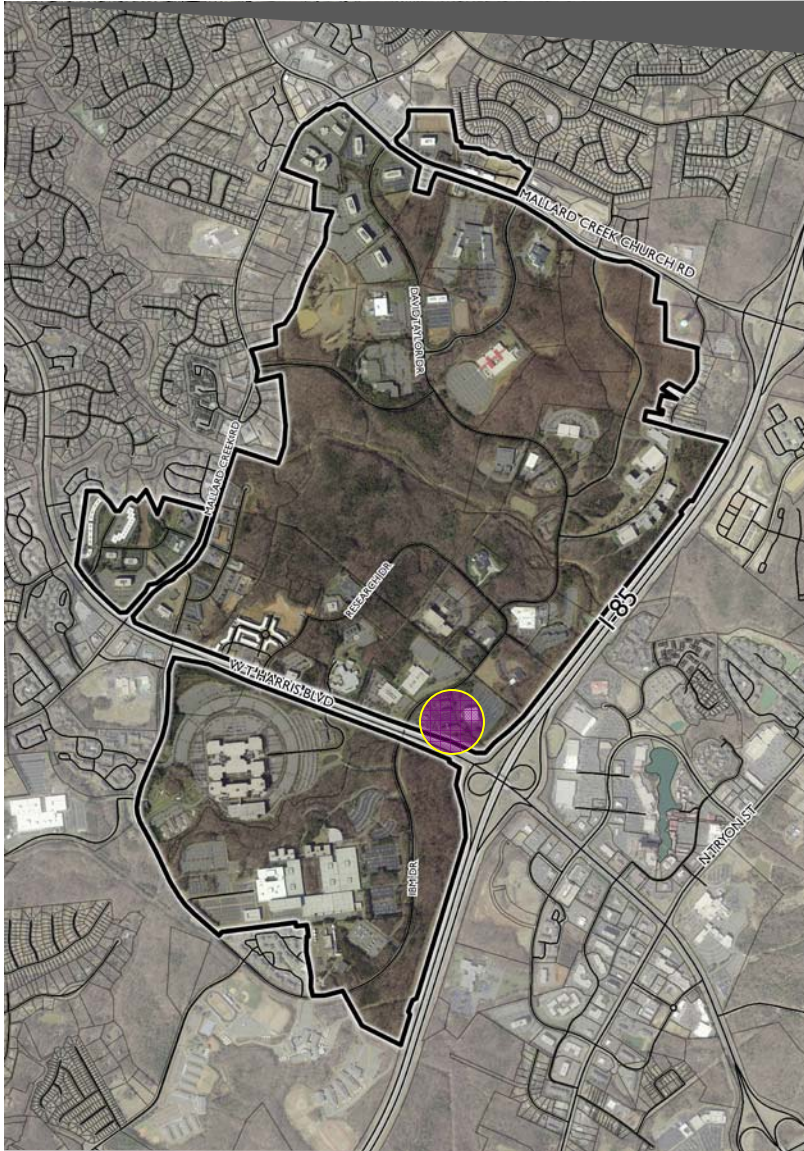


TIAA - CREF

**URP Today**



# Other Land Use



Lodging



## Other Land Use



Dining





## Grocery



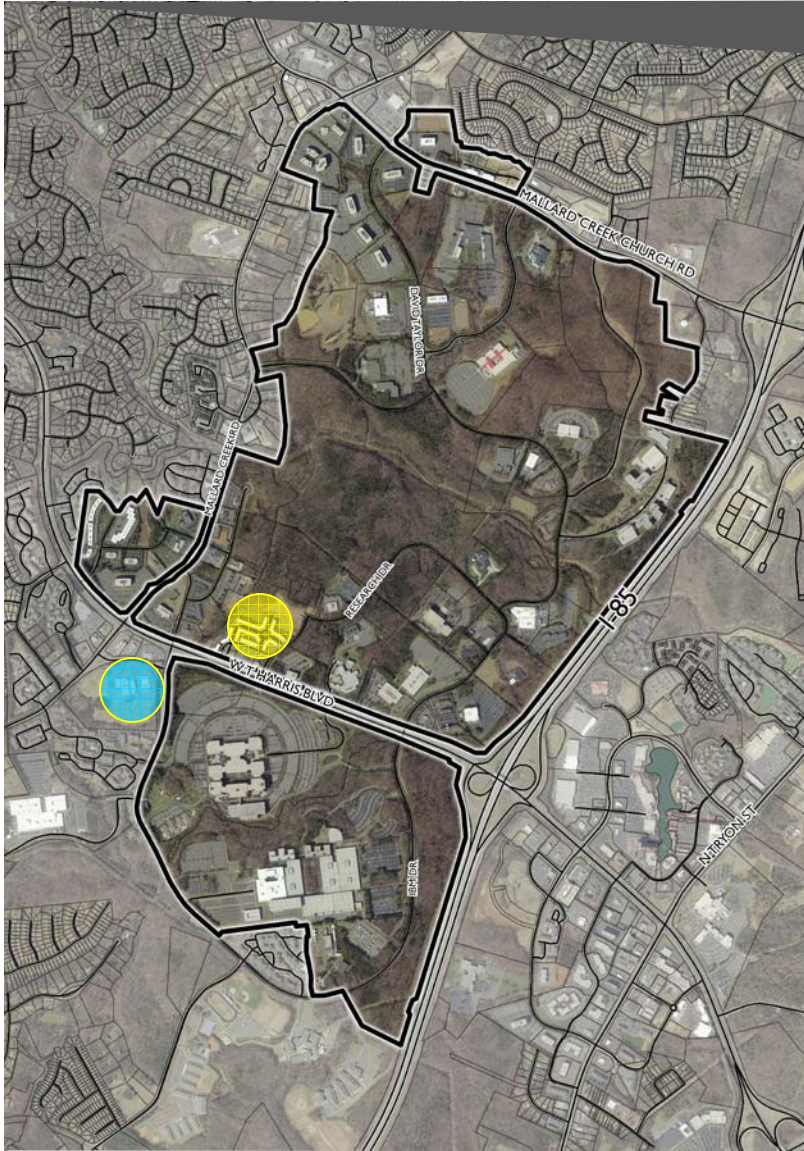
## Other Land Use



**Medical**



## Other Land Use



**Amenity / Residential**

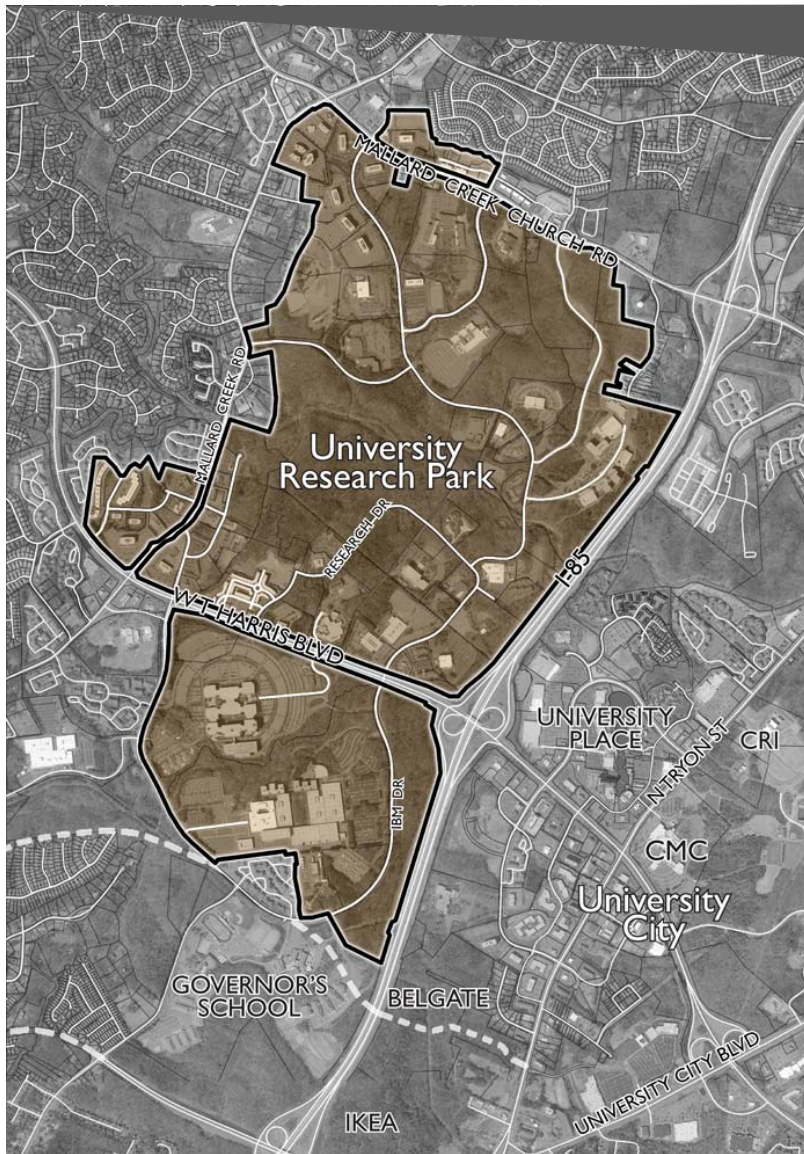


## Other Land Use



**Education (Governors Village)**





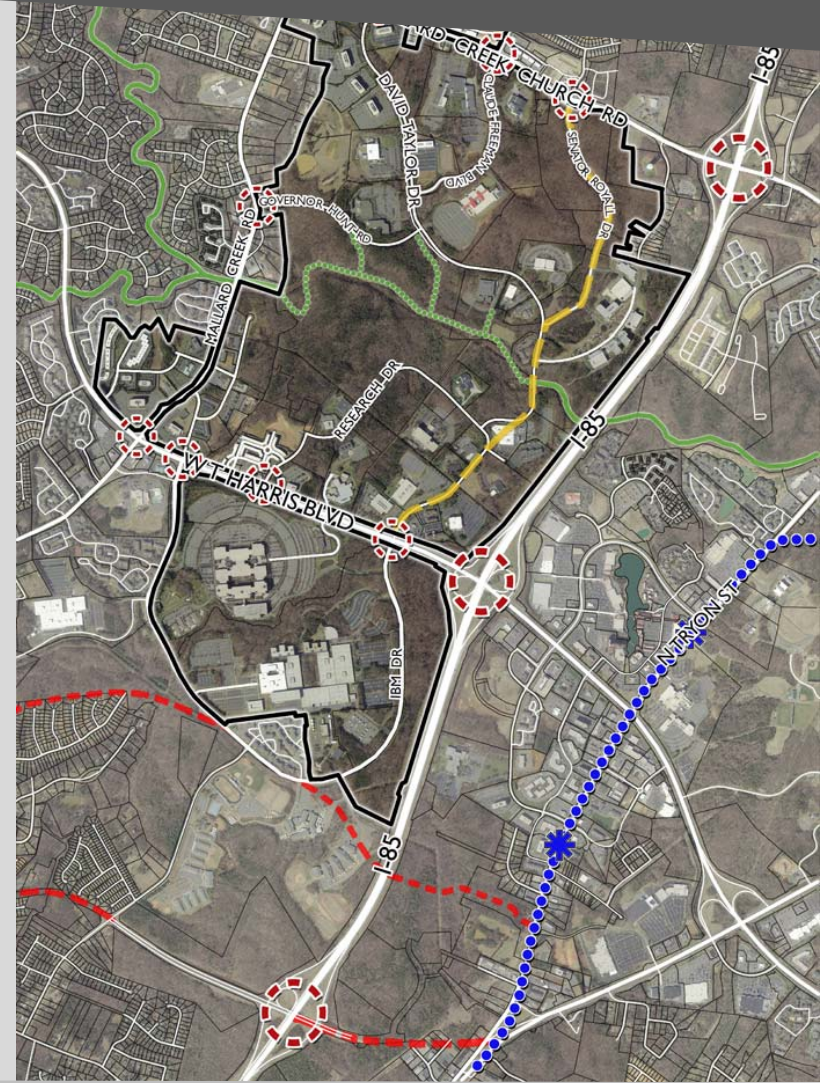
- LYNX Blue Line
- UNCC
- CRI Campus
- Belgate-IKEA
- University City



## Surrounding Development & Influences



- What services does the URP need?
- What do you like/dislike about the URP today?
- Is there anything you would like to see here in the future that is not here today?
- What types of infrastructure improvements should we focus on?
- Other Comments or questions?



# Public Input

**Questions / Comments?**