

UNIVERSITY CITY PARTNERS

URP Public Meeting 2 - 04.01.10



LandDesign.



GEORGE • HENRY • GEORGE • PARTNERS
Economic and Development Consultants

- Purpose and Overview
- Existing Conditions
- Plan Development
- Process
- Land Use Recommendations
- Transportation Recommendations
- Plan Implementation & Adoption





UNIVERSITY RESEARCH PARK CHARLOTTE

2010 Area Plan

STAFF REVIEW DRAFT 03.30.10

PREPARED FOR

City of Charlotte &
Charlotte - Mecklenburg Planning Commission

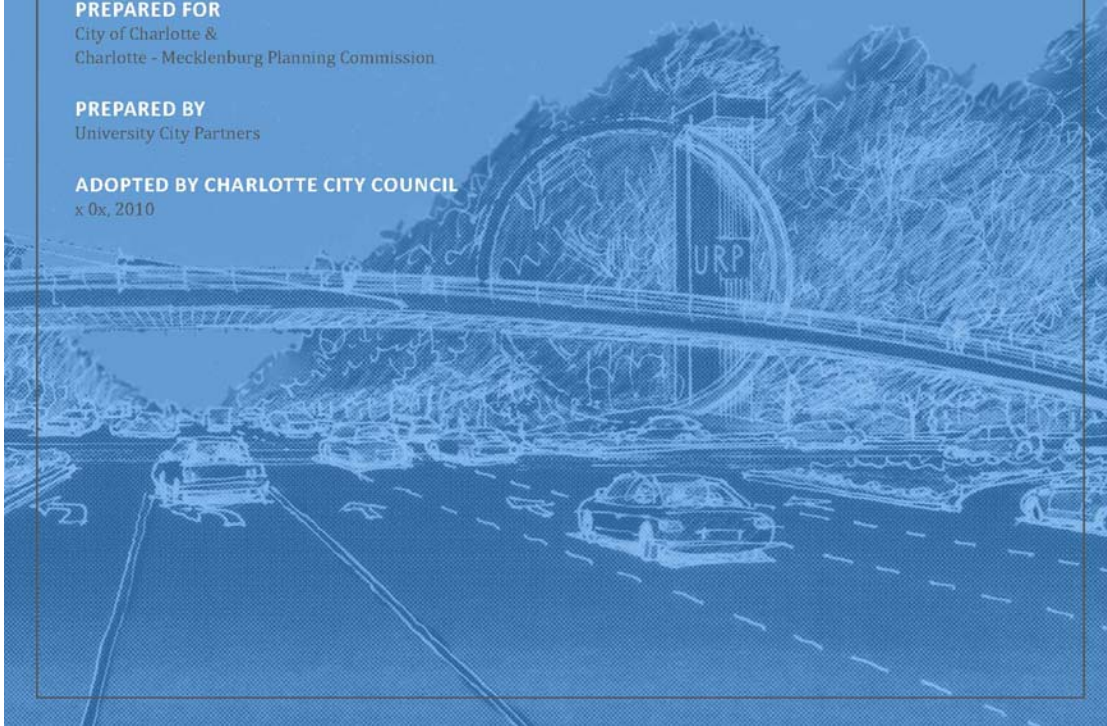
PREPARED BY

University City Partners

ADOPTED BY CHARLOTTE CITY COUNCIL

xx 0x, 2010

Purpose and Overview





Capitalize on the Unique positioning of the Park?

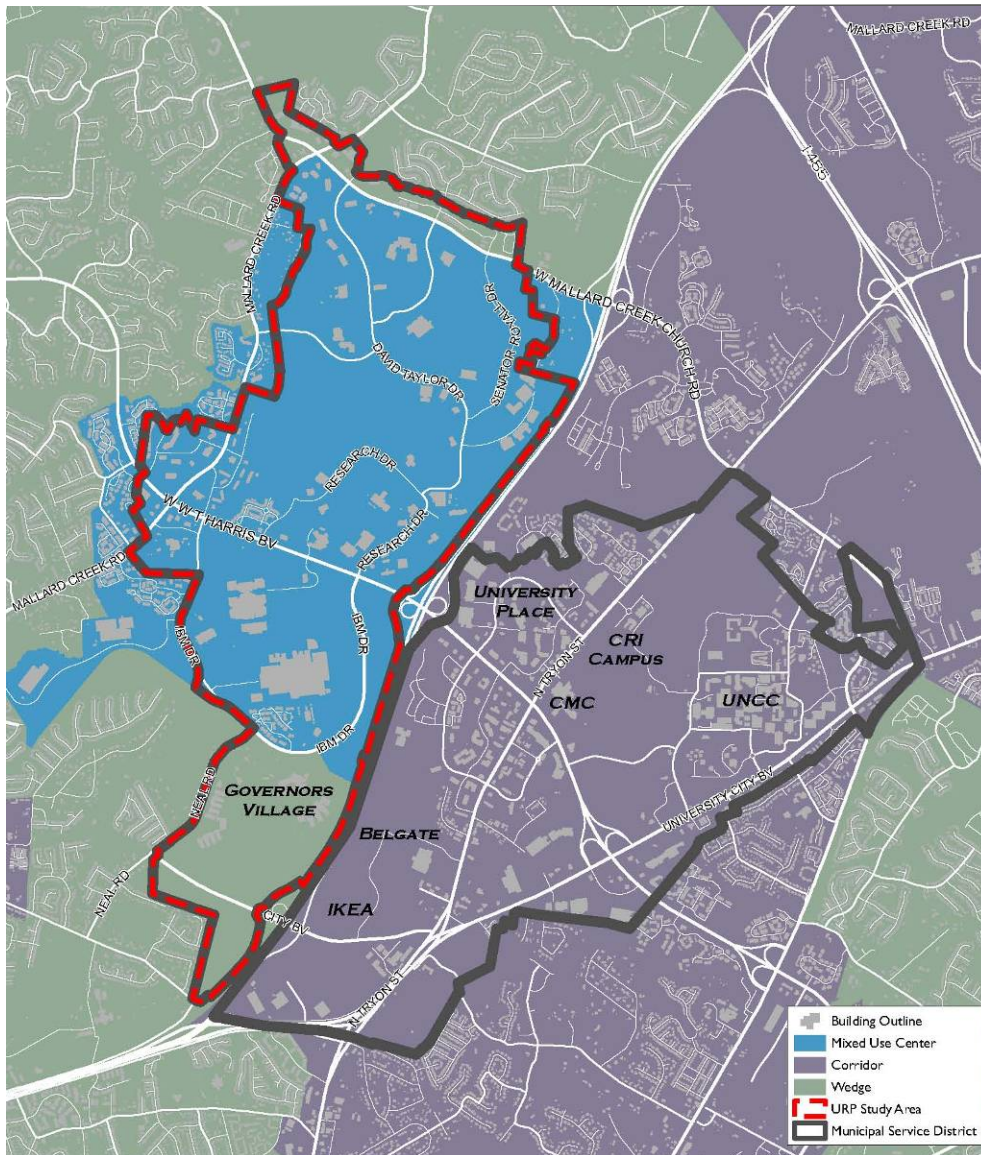
Leverage the Regional issues that will affect the overall development of the Park?

Create the new Story or Brand for the URP?

Identify what will catalyze the URP and how can the URP vision be a catalyst for the NE District?

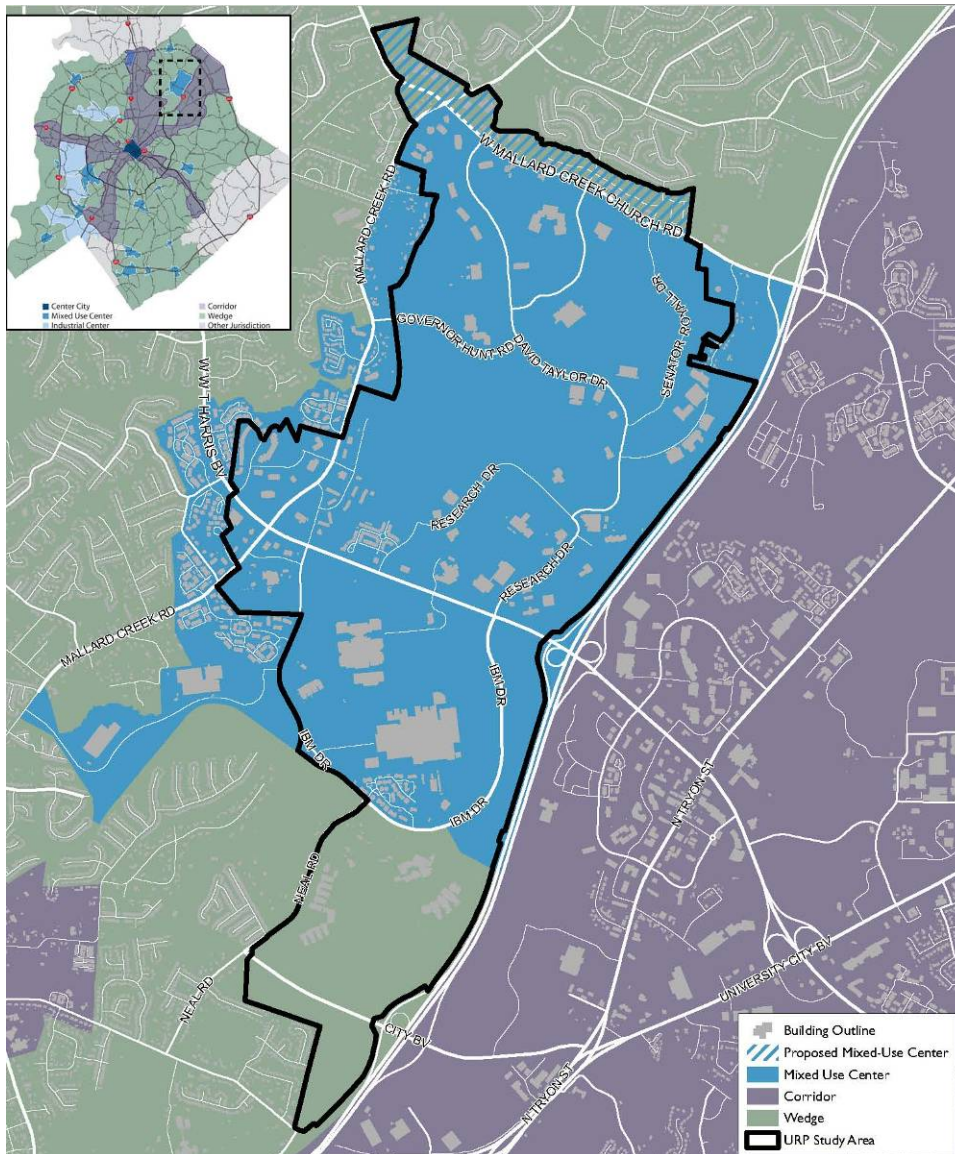
Connect to the change in culture and the changing market demands of today's customer?

URP- Strategic Location



- +/-2300 acres
- +/-700 acres undeveloped
- Part of University City
- Incorporated into MSD in 2008
- UCAP Plan Completed in 2007
- Multiple Infrastructure Improvements in near future

University City MSD



-Document focuses on how **growth and development** should occur in Charlotte

-used as a basis for development of policies, plans and regulations.

-Gives guidance to infrastructure investment decisions

Includes Activity Centers, Corridors, and Wedges

URP includes **Activity Center** and **Wedge** Area.

Activity Center: areas of concentrated development. Mixed Use

Wedges: typically low density housing and supporting uses

Centers, Corridors and Wedges Growth Framework



Site Area: +/-2300 Acres

Developed Area: +/-1,600 Acres

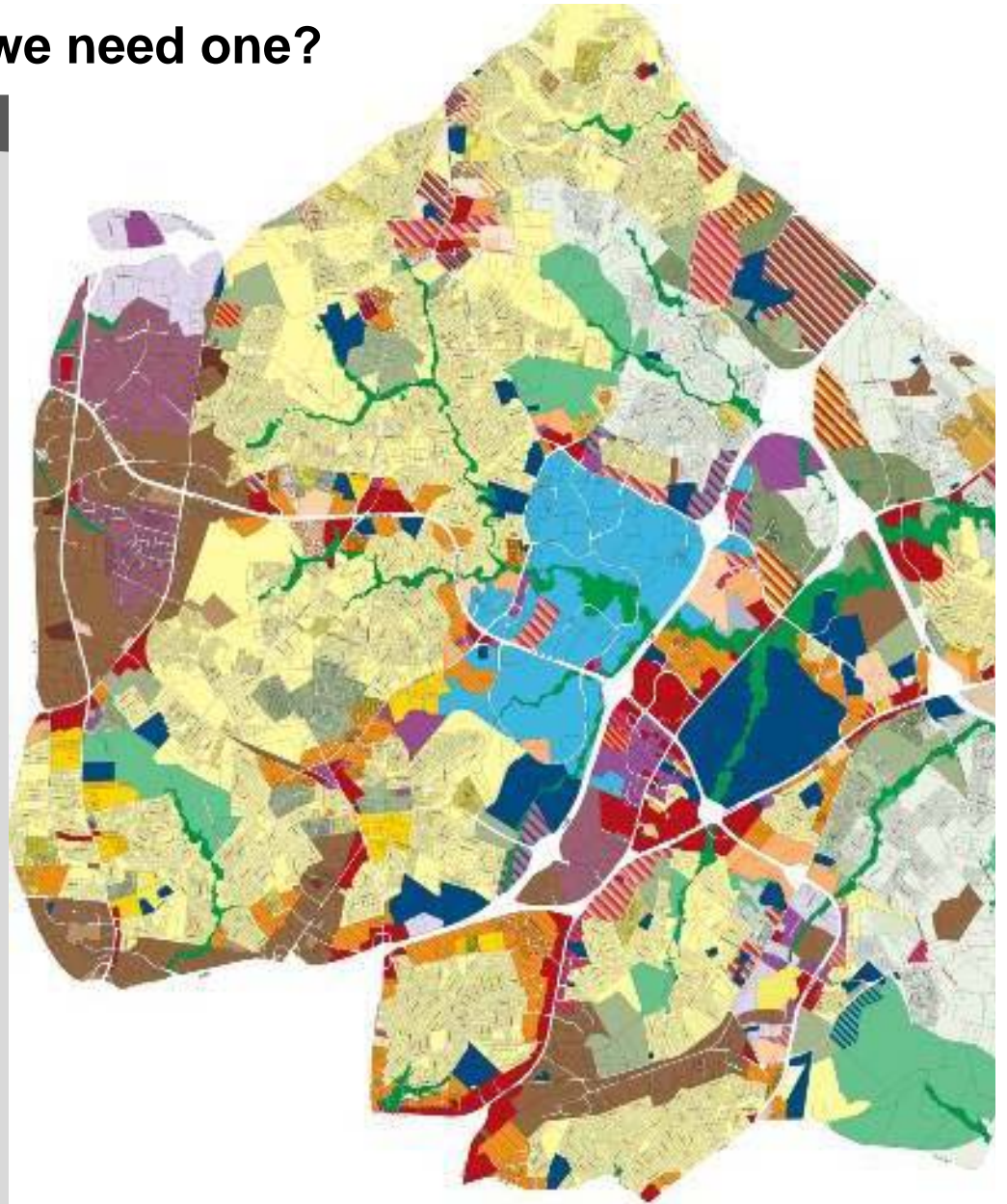
Undeveloped Land: +/-700 Acres

- Over 25,000 workers in URP

URP Today

What is an Area Plan and why do we need one?

- Backed by a Vision/Master Plan for URP
- Policy to Guide growth and vision
- Identifies Public and Private Investments and Strategies That Should Be Pursued in Order to Realize the Plan Vision
- Updates the NE District Plan
- Community's Shared Vision for the Future
- Cohesive Vision to attract growth and investment to the entire University Area



Northeast District Plan

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

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.



1997

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

URP History & Milestones

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

2000



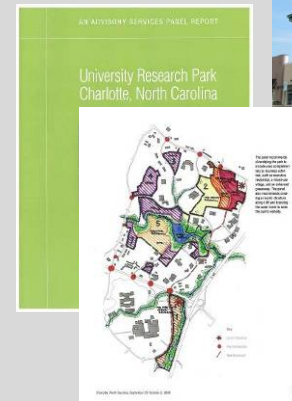
2001

TIAA-CREF to URP



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

2002

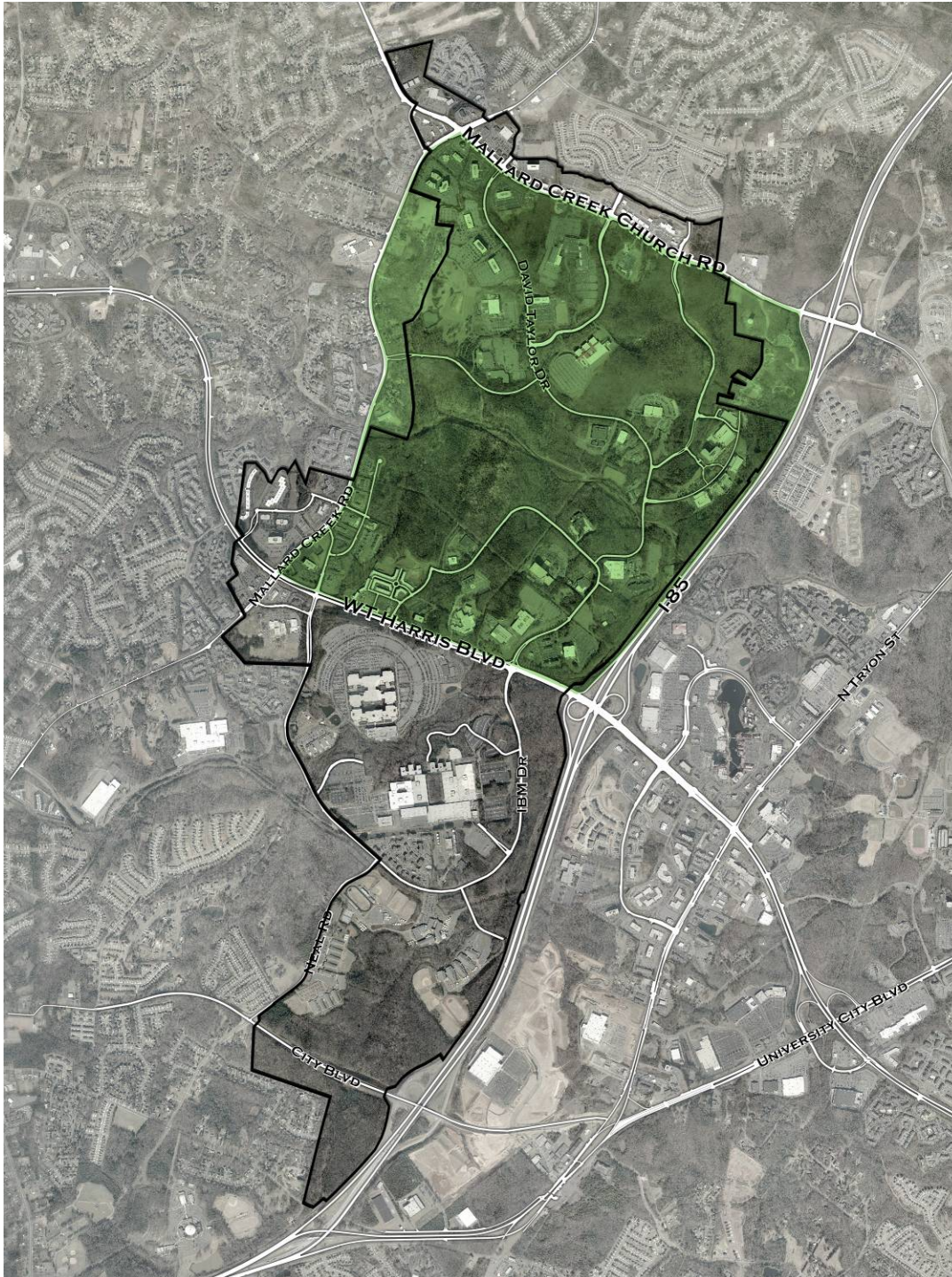


IBM sells 12-building URP complex to Blackacre Capital Management. Property is renamed Meridian Corporate Center.

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



- Currently administered in only a portion of the study area, by URP
- Plan review process including utilities, layout, architecture/materials, etc.
- Architecture review by material list and colors
- Review process may be outdated
- How do we give same 'weight' to all of study area

Existing URP Covenants and Restrictions



UNIVERSITY RESEARCH PARK CHARLOTTE

2010 Area Plan

STAFF REVIEW DRAFT 03.30.10

PREPARED FOR

City of Charlotte &
Charlotte - Mecklenburg Planning Commission

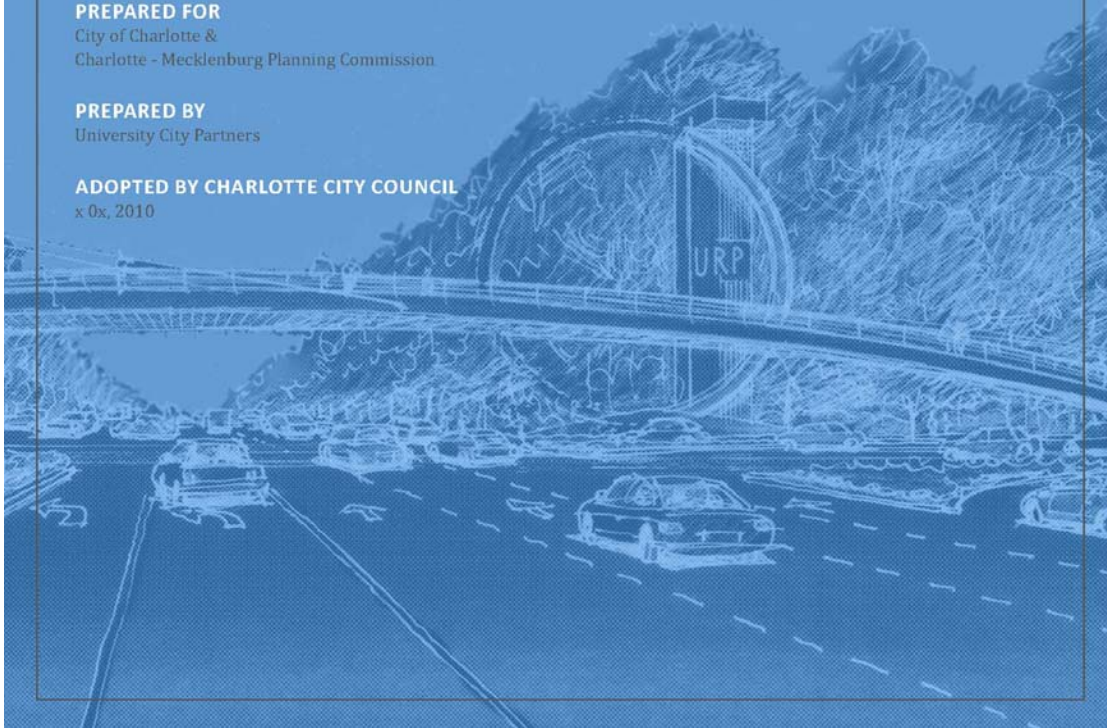
PREPARED BY

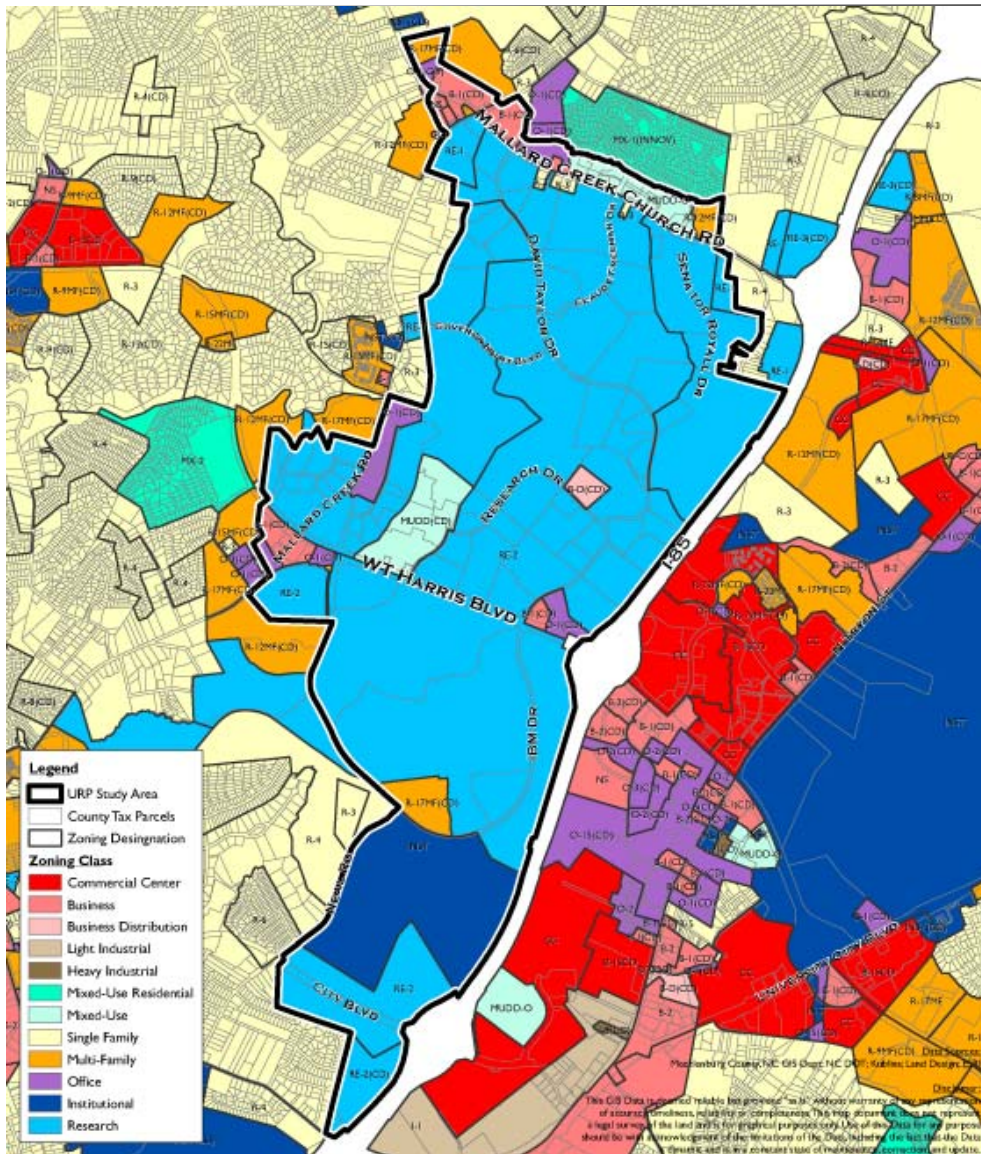
University City Partners

ADOPTED BY CHARLOTTE CITY COUNCIL

March 08, 2010

Existing Conditions





R-3 is Conditional use – recommendation will be to modify the R-3 zoning to include more flexibility.

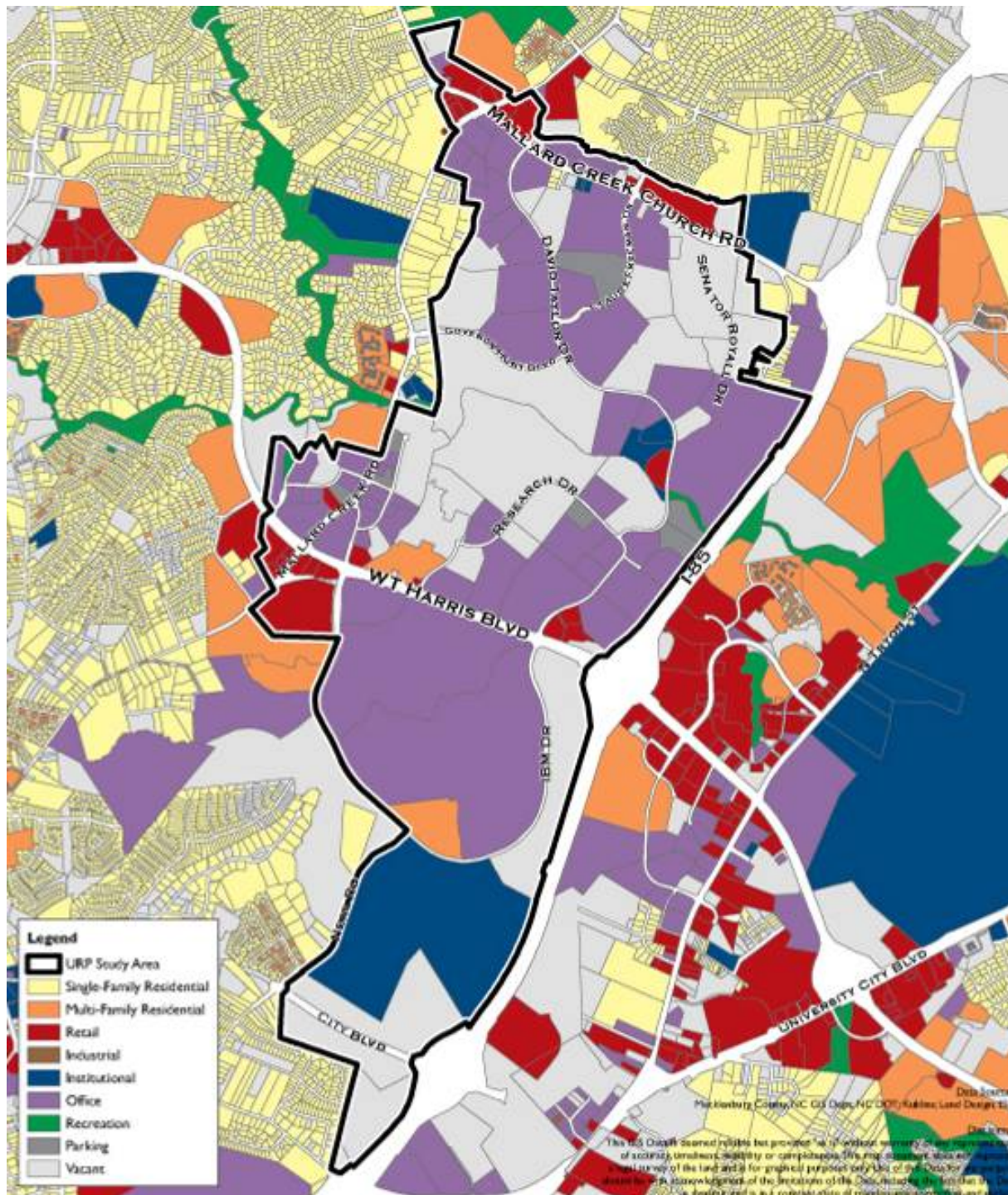
Design guideline additions to R-1 and R-2 with restricted uses.

No current rights lost

No corrective rezonings

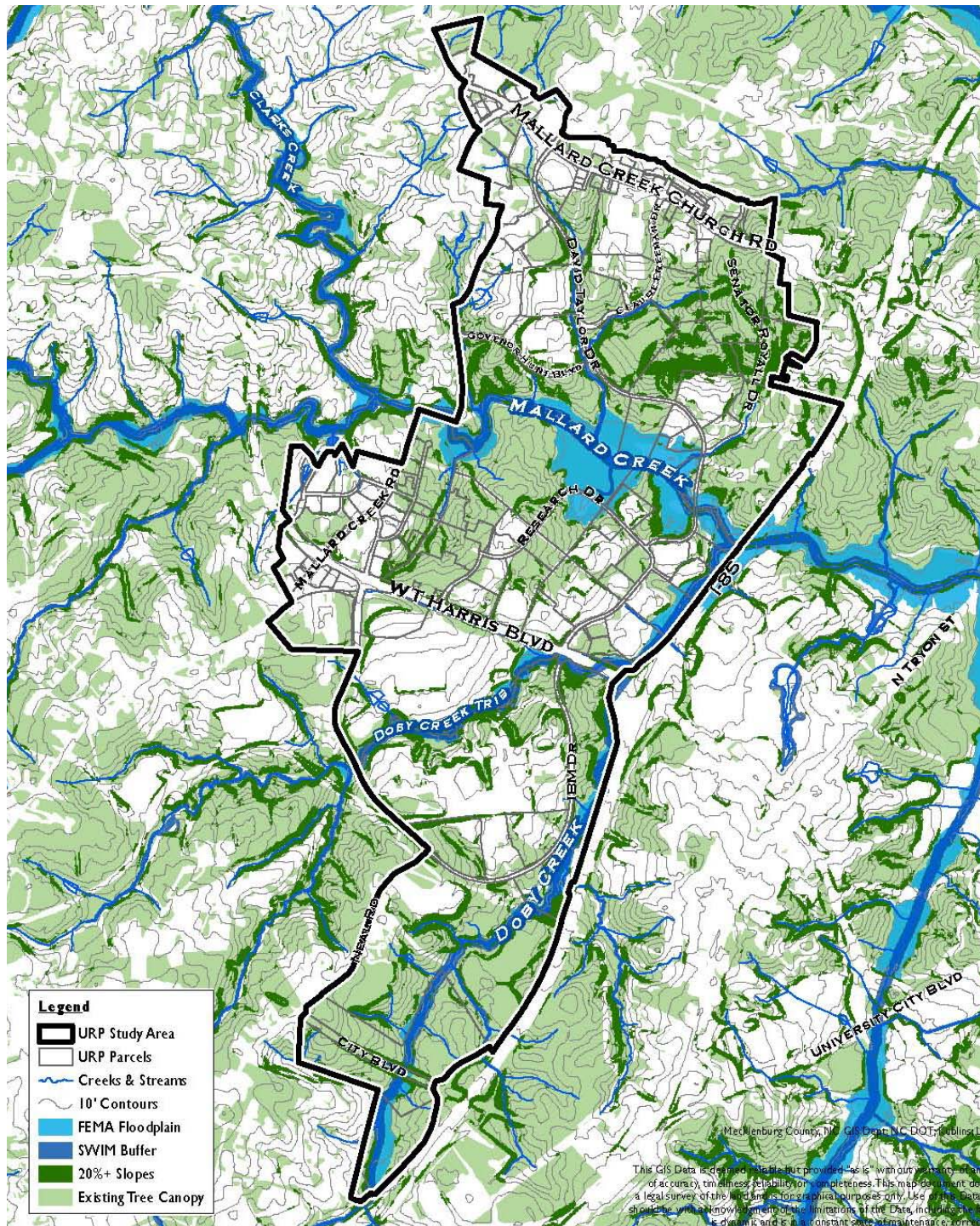
FAR and building height recommendations for change in R-3

Existing Zoning



LAND USE	TOTAL AREA	% OF URPAP
Single Family	2.7 AC	0.1%
Multi-Family	41.0 AC	1.8%
Retail	117.8 AC	5.1%
Institutional	221.6 AC	9.6%
Office	984.2 AC	42.8%
Recreation	5.6 AC	0.2%
Parking	44.8 AC	1.9%
Vacant	745.5 AC	32.4%

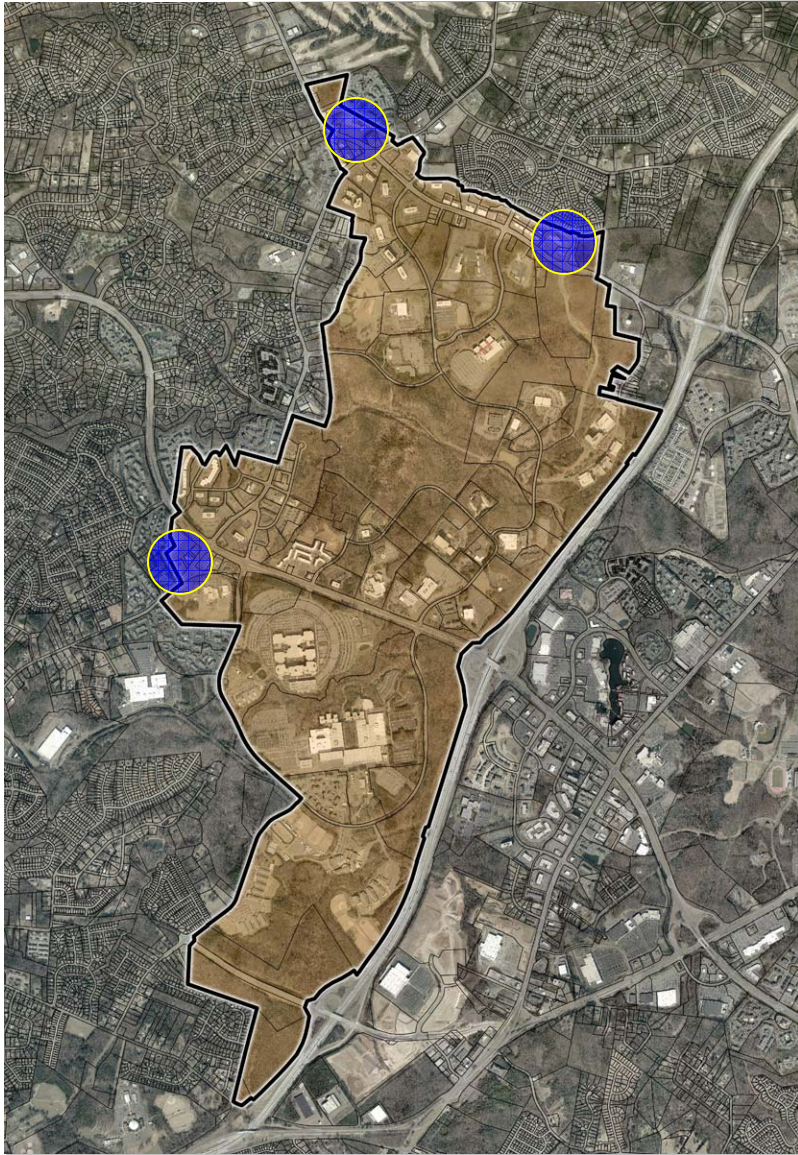
Existing Land Use



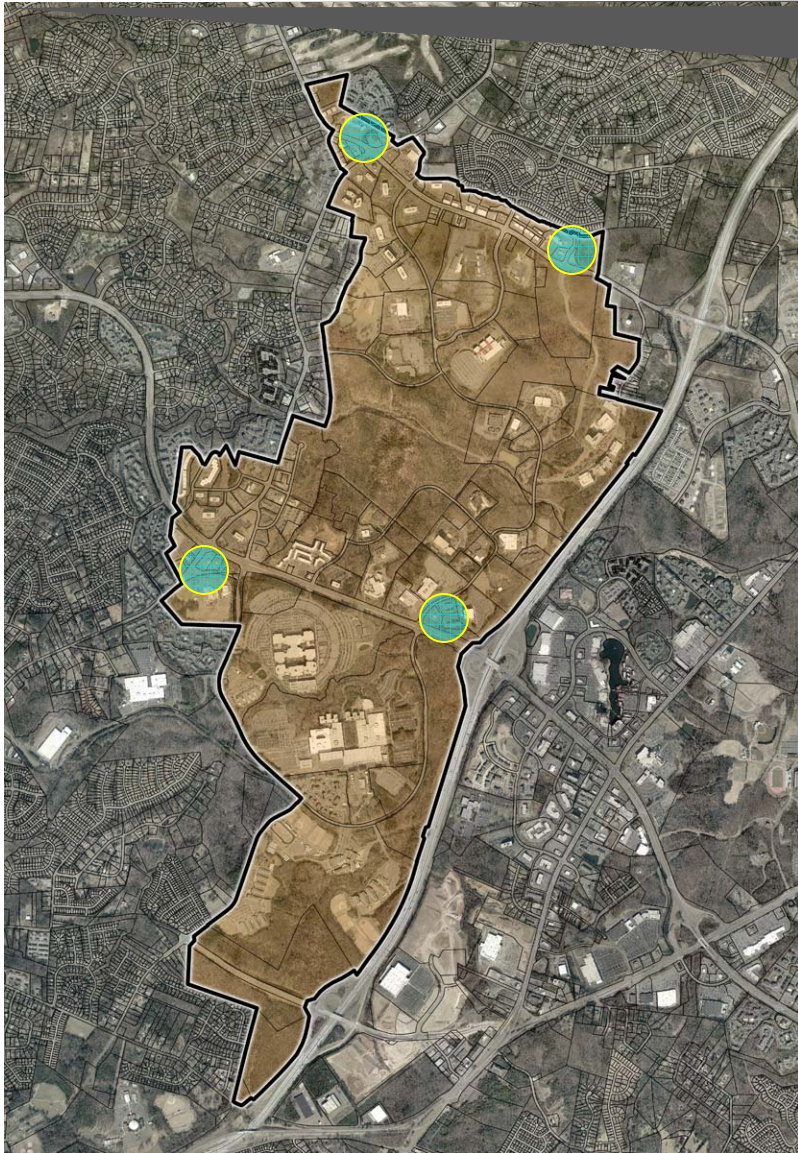
Natural Features



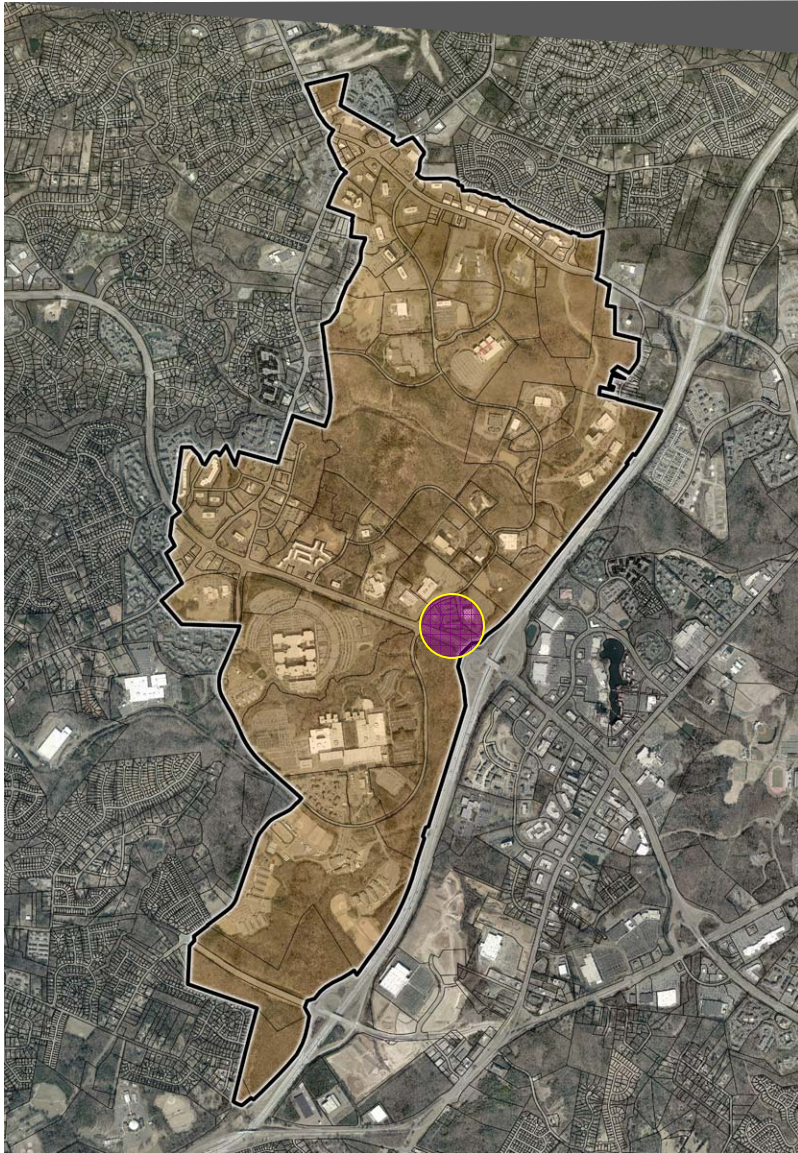
URP Today - Office



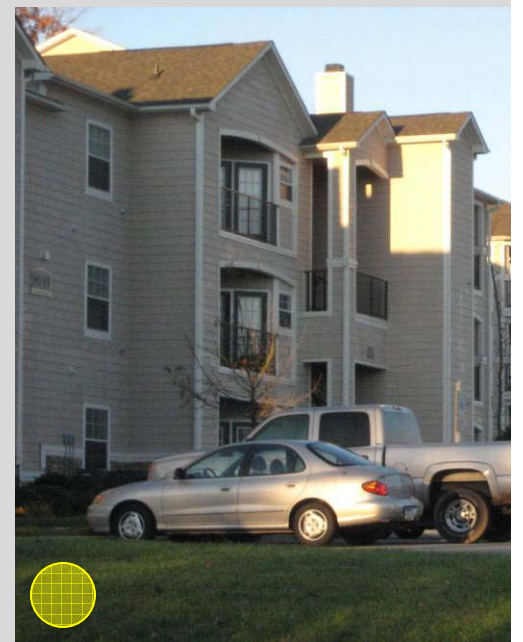
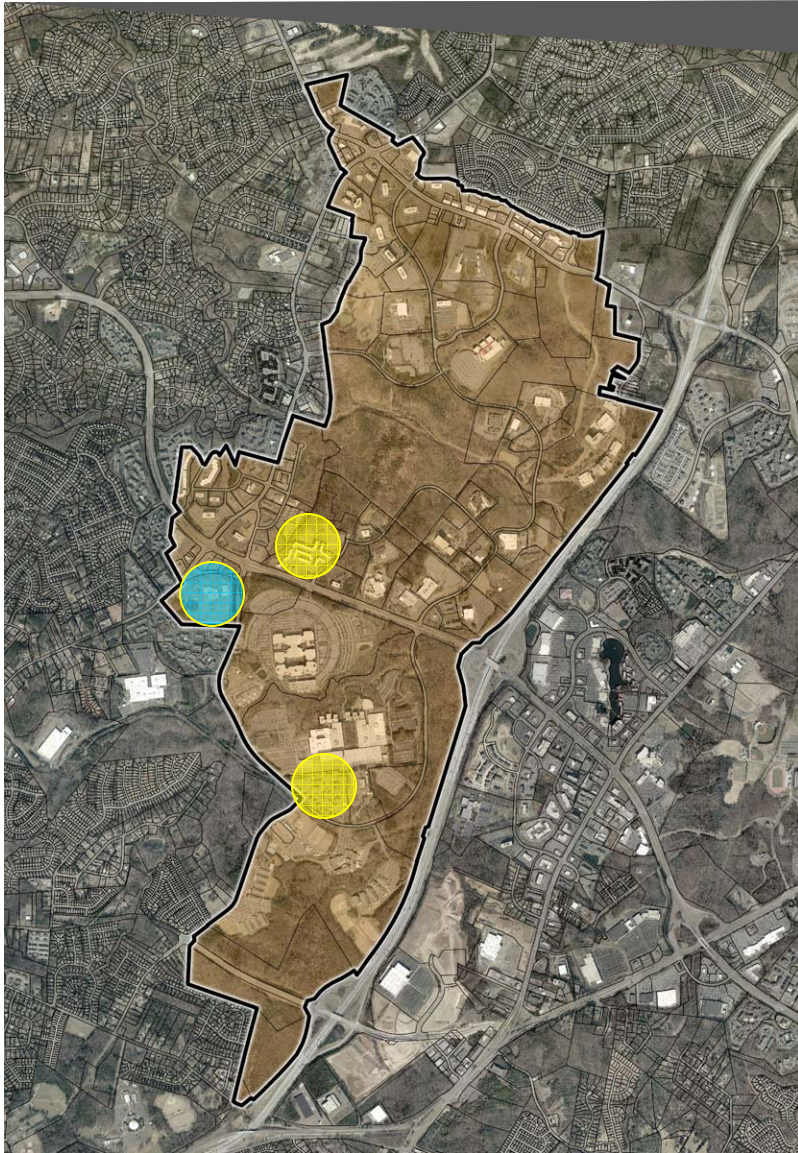
URP Today - Grocery



URP Today – Restaurant



URP Today – Lodging



URP Today – Amenity / Residential



UNIVERSITY RESEARCH PARK CHARLOTTE

2010 Area Plan

STAFF REVIEW DRAFT 03.30.10

PREPARED FOR

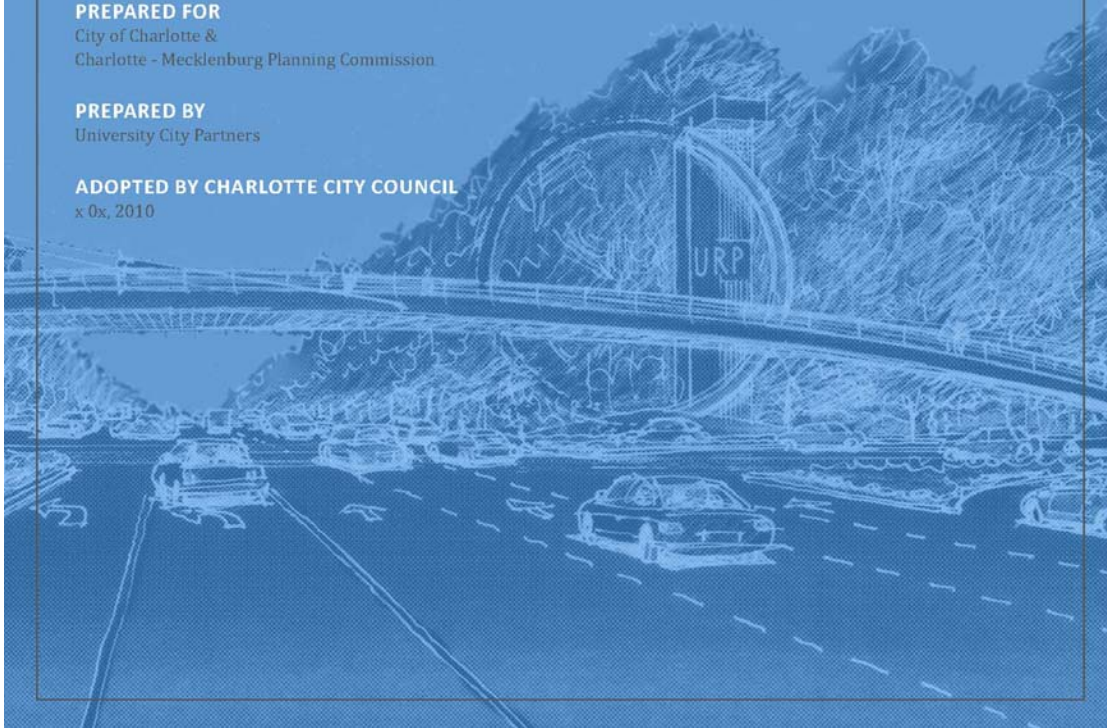
City of Charlotte &
Charlotte - Mecklenburg Planning Commission

PREPARED BY

University City Partners

ADOPTED BY CHARLOTTE CITY COUNCIL

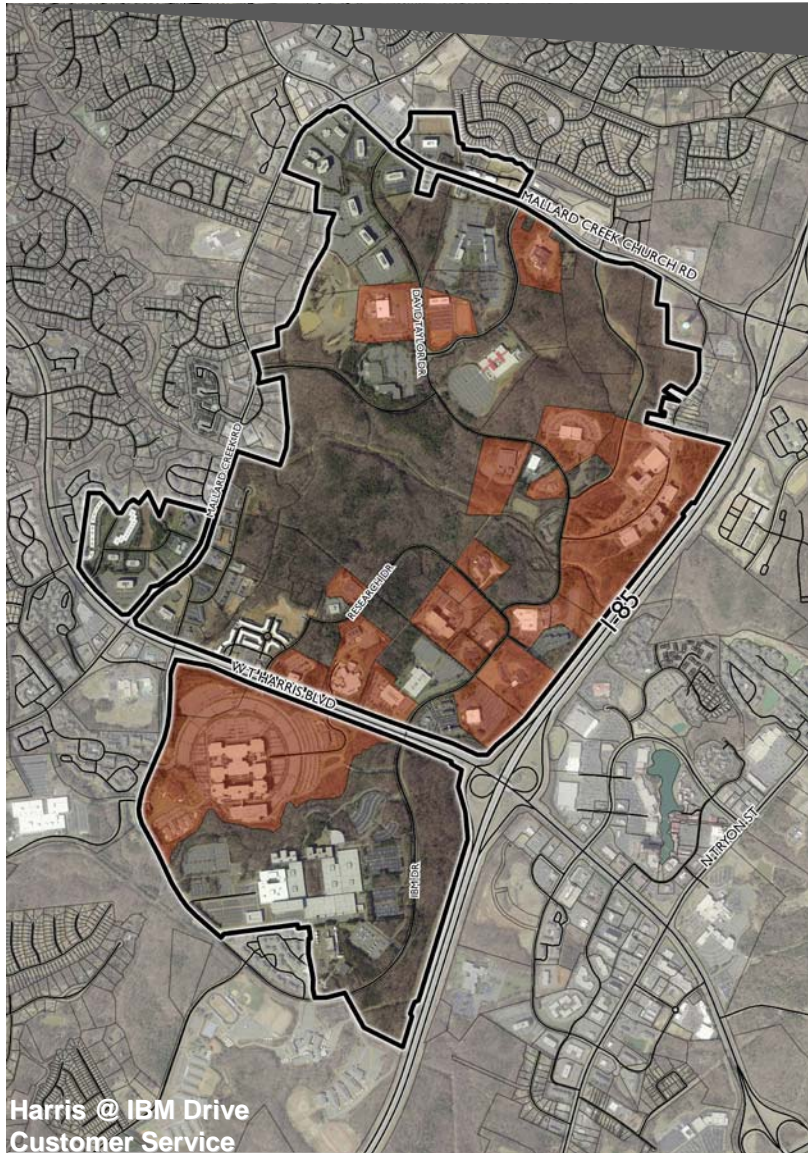
xx 0x, 2010



Plan Development Process

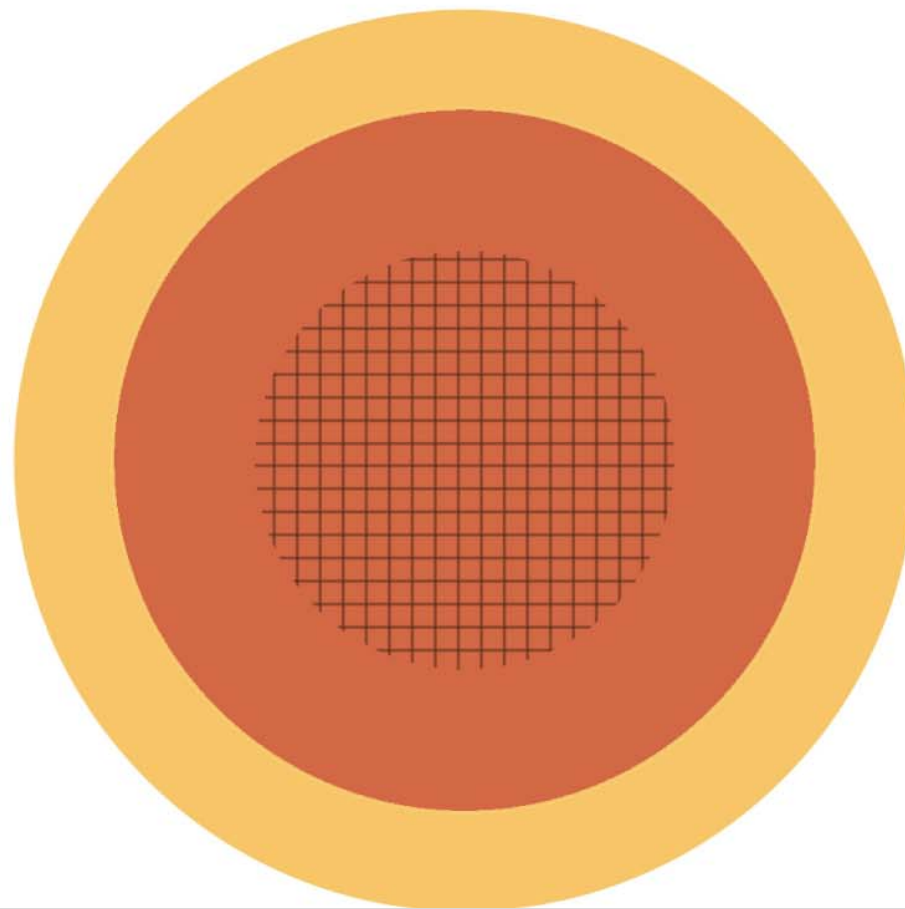
- URP Study began in 2008 with ULI Study
- Purpose of the study:
 - Develop a “vision” for future development occurring in the URP area
 - Identify public sector improvements, actions and funding
 - Identify catalyst projects for economic development
 - Project Team:
 - Charlotte-Mecklenburg Planning 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



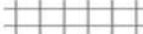
Project History



Understanding the trends of development

WACHOVIA CIC '1995'

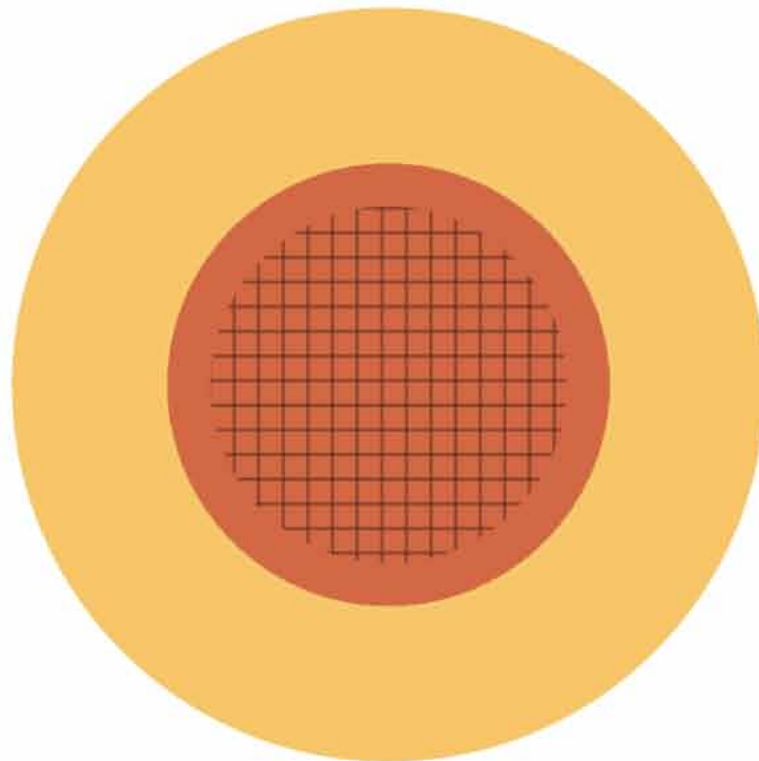




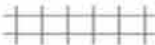
	SITE:	155.27 Acres
	DISTURBED AREA:	94 Acres
	DEVELOPMENT:	1,457,655 SF
	FAR:	.22
	DISTURBED FAR:	.35
	PARKING:	7,400 Spaces (5/1000)



Development Trends 15 years ago in URP

TIAA-CREF '2000'


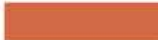
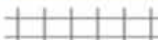


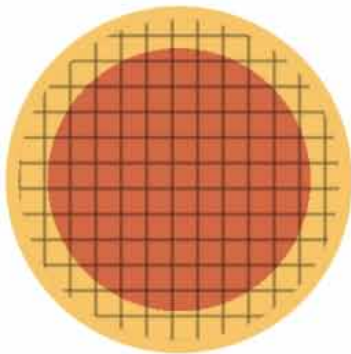
	SITE:	95.1 Acres
	DISTURBED AREA:	33 Acres
	DEVELOPMENT:	931,476 SF
	FAR:	.22
	DISTURBED FAR:	.65
	PARKING:	3,260 Spaces (3.5/1000)



Development Trends 10 years ago in URP

PIEDMONT TOWN CENTER '2005'

	SITE:	19 Acres
	DISTURBED AREA:	11 Acres
	DEVELOPMENT:	704,500 SF
	FAR:	.85
	DISTURBED FAR:	1.47
	PARKING:	2,260 Spaces (3.2/1000)



Development Trends 5 years ago

- **Public Meetings**

- 10.01.09 (1184 1st class post cards mailed in addition to Planning Dept's 348)
- 04.01.10 (1408 1st class post cards mailed in addition to Planning Dept's 348)

- **Steering Committee Meetings** (23 on committee)

- 20 at 1st meeting
- 15 at meeting during planning charrette
- 17 at Economic Development briefing
- 21 at 2nd meeting

- **Individual Stakeholder Interviews**

**Public Outreach in addition to
Planning Department work**

- **Other presentations made / interviews given**

- Chamber luncheon
- Night meeting for Colvard Park
- UCCBP conference
- 8 reports at UCP board meetings
- BECO South staff (new Meridian owners)
- UCP has responded to specific questions

**Public Outreach in addition to
Planning Department work**

- **To engage those who might not attend meetings, Wikiplanning was engaged to collect additional data**
 - 8 personal in house lists were solicited for input
 - 3 Constant Contact solicitations (to database of 650 people)
 - 2 news stories solicited input
 - 234 went to site
 - 135 took survey
 - 133 left comments
 - 96 gave demographic data

**Public Outreach in addition to
Planning Department work**

- Find ways to diffuse traffic and create a cohesive network
- Create opportunities to diversify the uses – Mixed-Use
- Create a walkable, pedestrian friendly community
- Use the greenway as a major attraction/catalyst
- Residential development to diversify: for-sale, corporate rental
- Create a Brand for URP that allows it to compete
- Bring up overall image and perception of the area
- Add amenities to attract new businesses
- Better visibility – signage, lighting, wayfinding, etc.
- Better public transportation facilities and connections
- Great park potential – abundance of existing vegetation
- Regional Park/Amenity Opportunity

Stakeholder Comments & Concerns

Opportunities:

- Location
- Building Space
- Vacant Land
- Open Space and Natural Features
- Infrastructure, underground dual power grid
- Stable businesses and investment
- Sustainable Development
- Surrounding Development
- Proximity to future transit
- Proximity to UNCC-

Constraints:

- Parcel Division and multiple owners
- Steep Terrain
- Creeks and Floodplains
- Transportation Network

Opportunities & Constraints

Building on the successes of the area, the URP is envisioned to become a premier employment center in the region with a diverse mixture of uses, sophisticated infrastructure, and a premier central park system that will facilitate the evolution of the place into a vibrant destination to live, work and play.



Think No Little Plans

Keep Horizon many years out

Celebrate successes

Won't happen over night

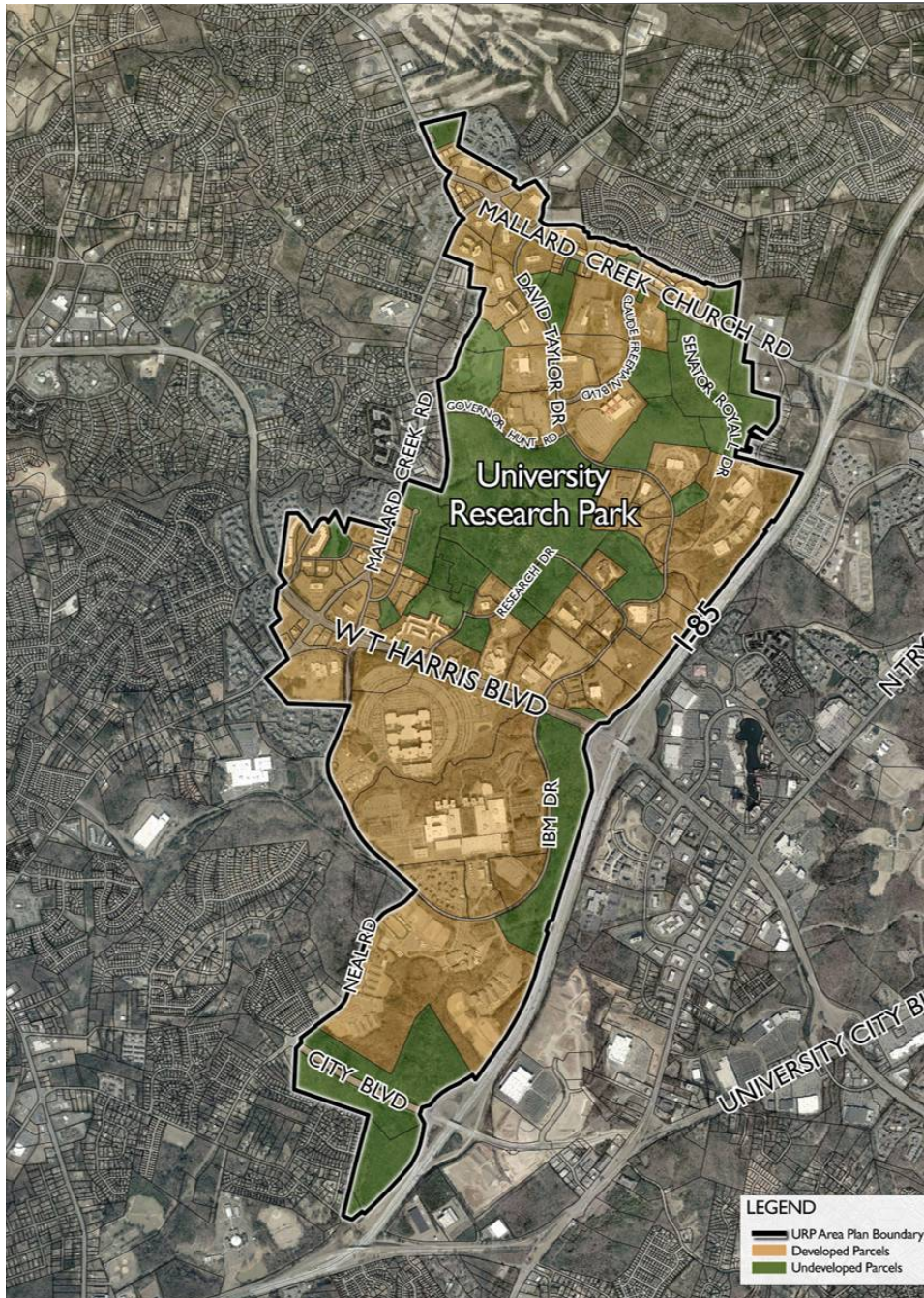
Stay to vision.

Set up process to build vision

without compromise

There is no 'silver bullet'

Vision Statement



Land Use: Strategic use of undeveloped land, while incorporating a diversity of uses.

Natural Environment: Create a Conservation Community with emphasis on parks and greenways. Optimizing overall 'green' nature of URP will be a catalyst and serve as a differentiator and attractor.

Community Design: Enhance the URP brand and identity in the region by designing unique gateways, streetscape, and signage opportunities.

Transportation: Improved connectivity through a variety of modes, providing people with choices while facilitating the integration of new land uses

Economic Development: Increase coordination and collaboration with area entities, particularly UNCC-CRI.

URP Established Goals



UNIVERSITY RESEARCH PARK CHARLOTTE

2010 Area Plan

STAFF REVIEW DRAFT 03.30.10

PREPARED FOR

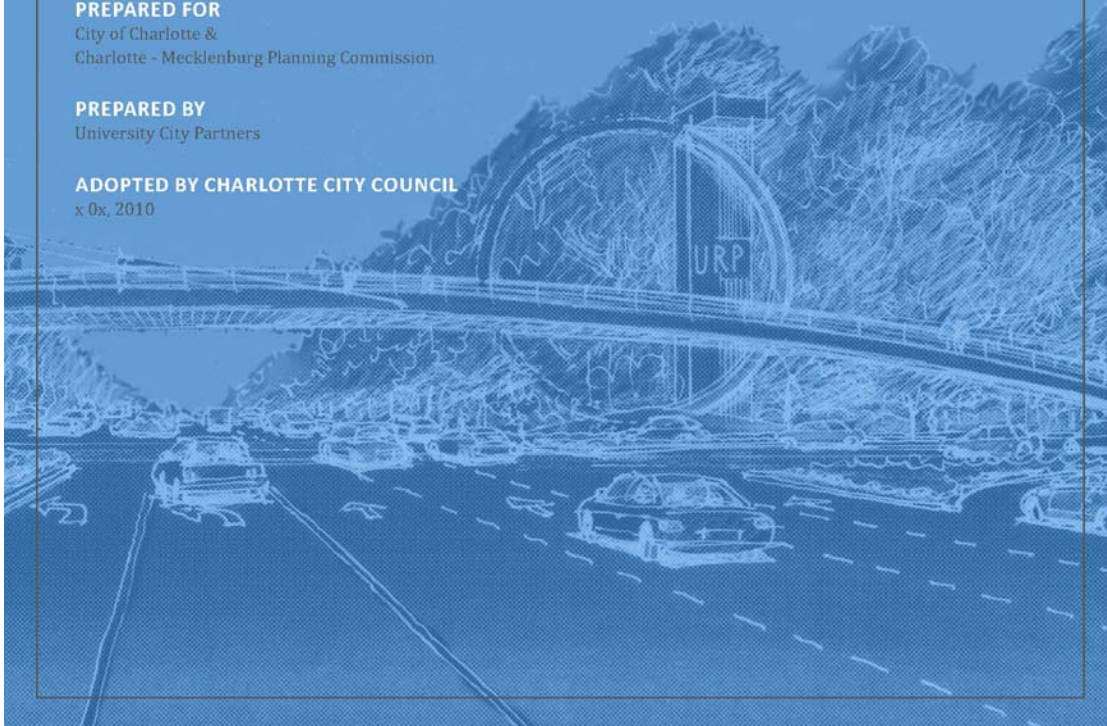
City of Charlotte &
Charlotte - Mecklenburg Planning Commission

PREPARED BY

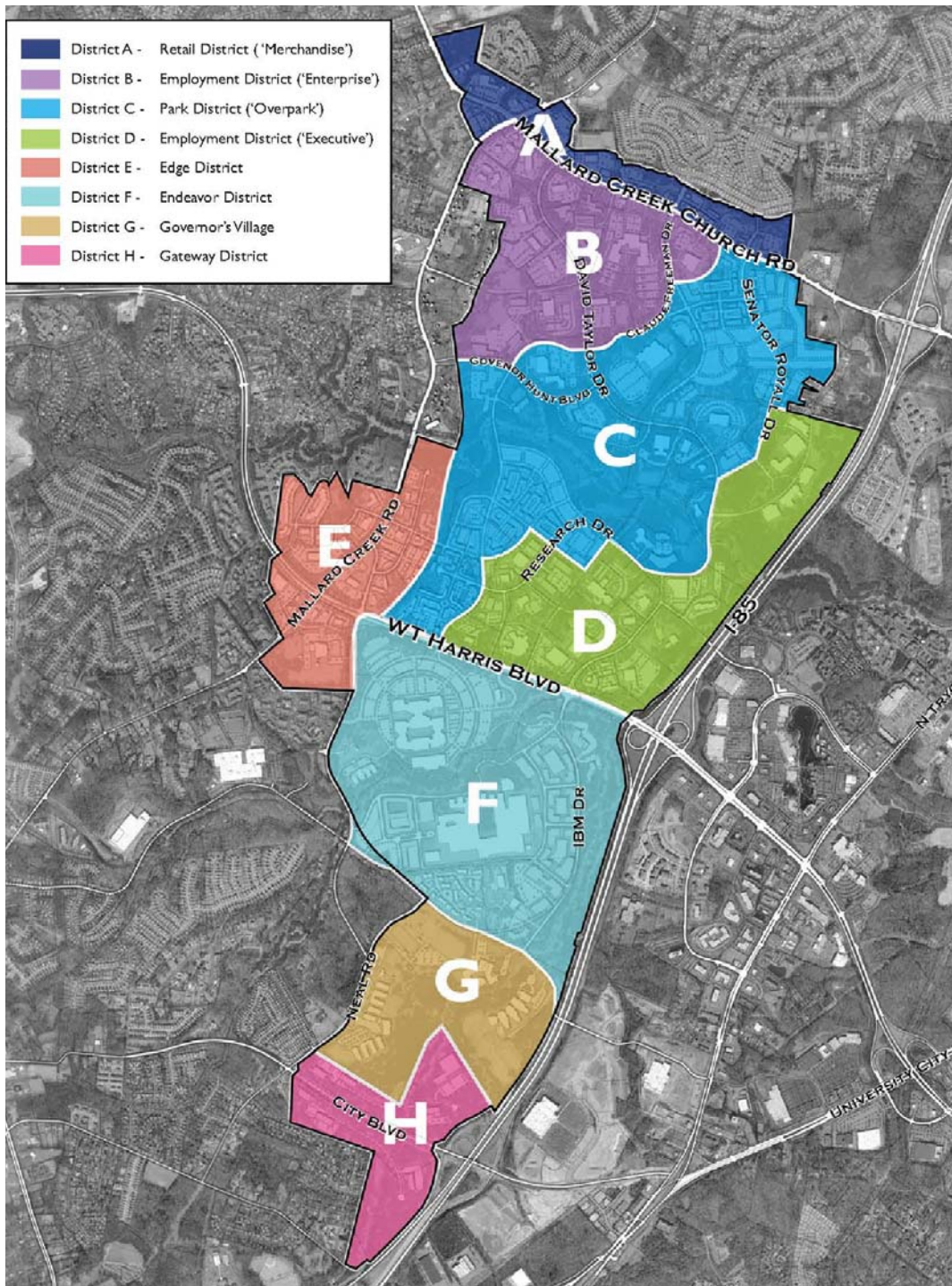
University City Partners

ADOPTED BY CHARLOTTE CITY COUNCIL

xx 0x, 2010



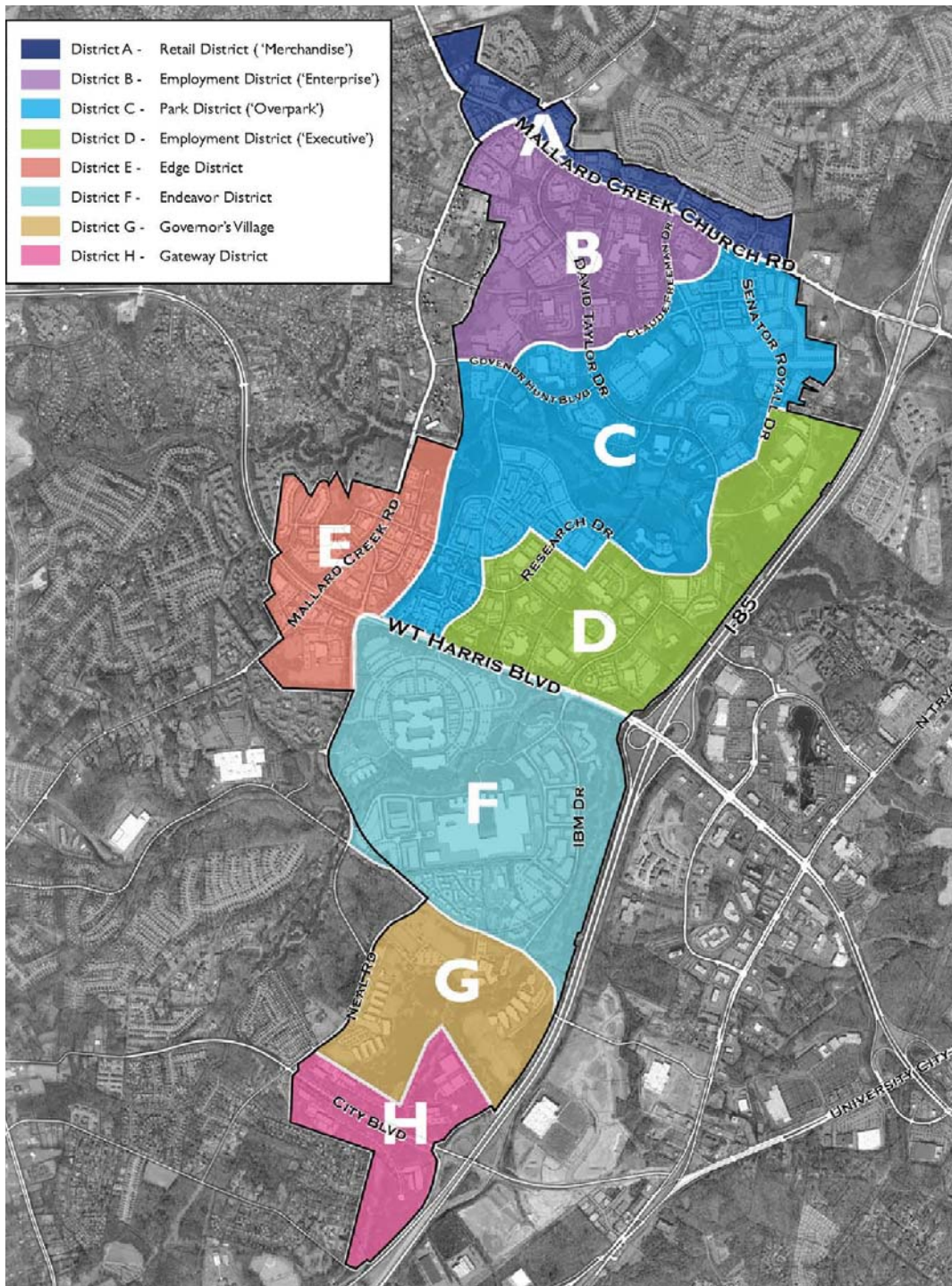
Plan Recommendations: Land Use



Create distinct and unique Districts:

- 8 distinct Districts
- No longer a 'one-size-fits-all'
- Not a One-Idea Place. Need Variety
- Districts linked by expansive park and greenway system
- Don't dilute the whole – make unique Districts
- Each District is unique to density, land use, guidelines, etc.
- Districts dictate land uses
- Overall Design quality for URP, highlighted by individual districts

**Proposed Districts
and Nodes**



District A: Retail District

continue land use of retail/office.

District B: Commercial Office District

continue land use office and provide for infill opportunities of higher densities

District C: Lifestyle District (highest use opp)

mixed-use – retail, office, residential. Encourage compact, urban design forms.

District D/E: Corporate Office Districts

continue to support office and some hospitality and retail

District F: Headquarters District

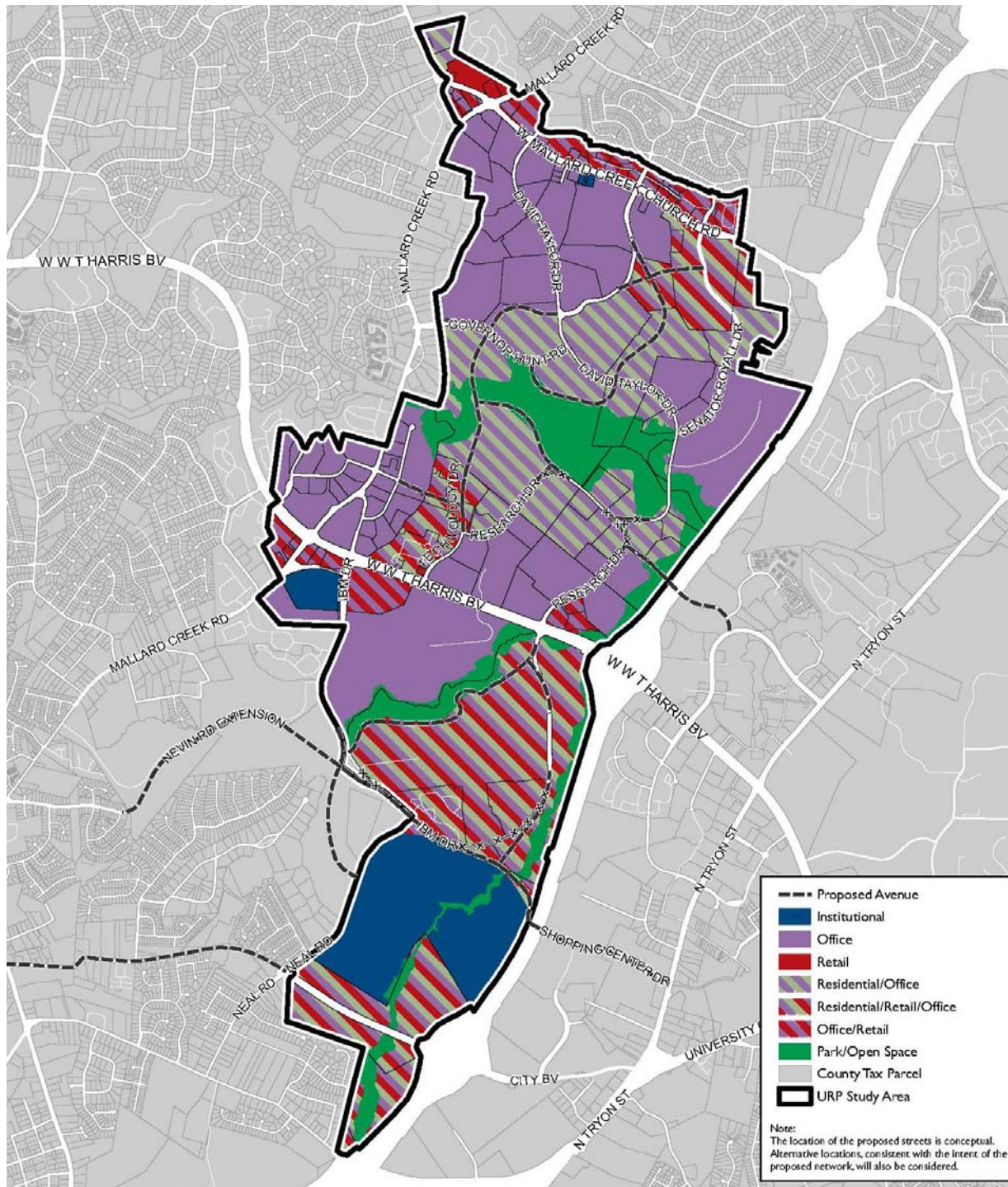
Mixed uses, plan for redevelopment and infill opportunity

District G: Education District

District H: Gateway District

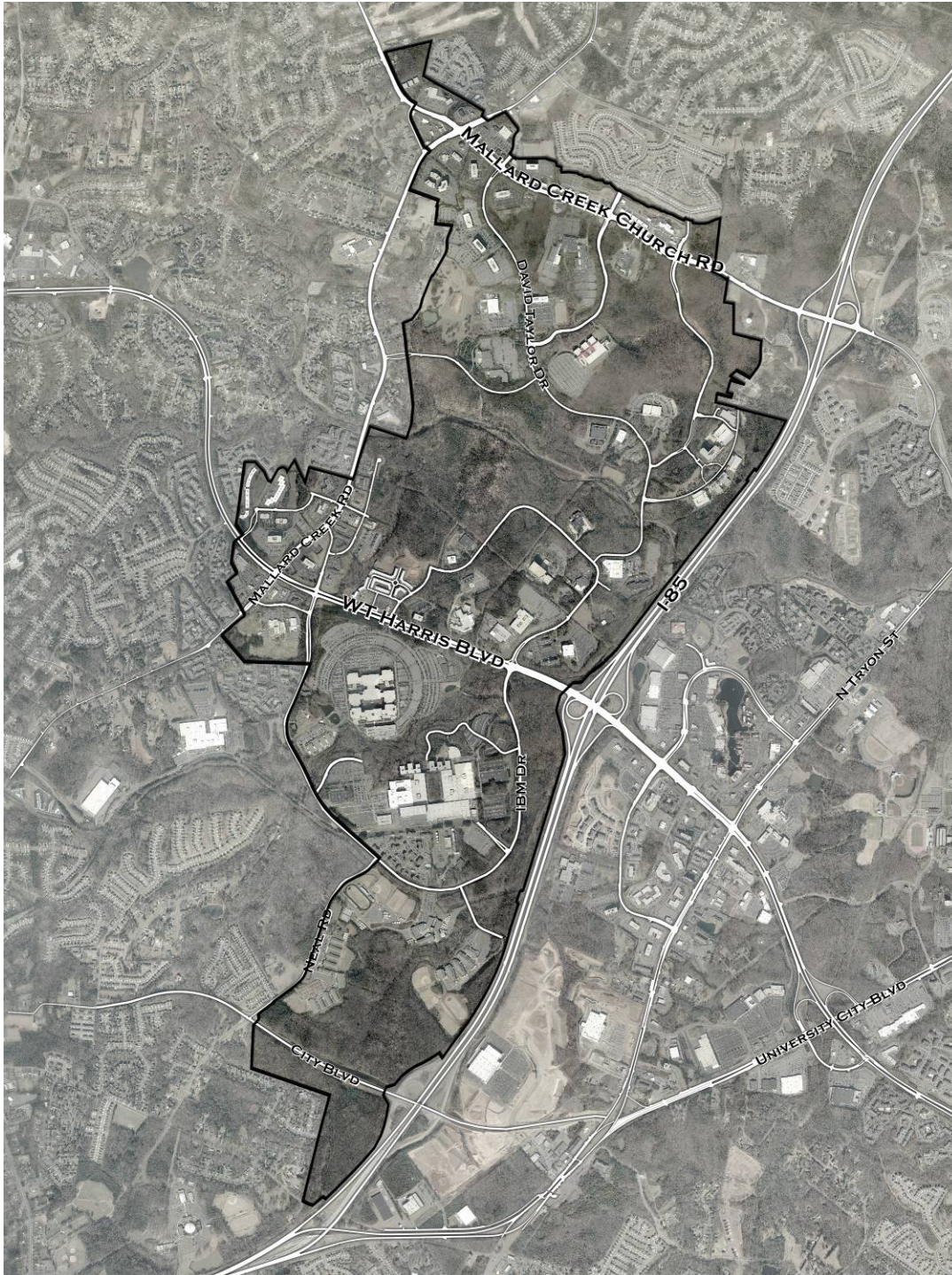
Mixed uses, office and retail

Proposed Districts & Land Uses



LAND USE	EXISTING TOTAL AREA	EXISTING % OF URPAP	RECOMMENDED TOTAL AREA	RECOMMENDED % OF URPAP
Single Family	2.7 AC	0.1%	---	---
Multi-Family	41.0 AC	1.8%	---	---
Retail	117.8 AC	5.1%	12.7 AC	.01%
Institutional	221.6 AC	9.6%	219.2 AC	9.5%
Office	984.2 AC	42.8%	763.8 AC	33%
Parks / Open Space	5.6 AC	0.2%	(241 AC Overlay)	Overlay
Parking	44.8 AC	1.9%	---	---
Vacant	745.5 AC	32.4%	---	---
Residential / Office Mix	---	---	482.6 AC	21.0%
Residential / Retail / Office Mix	---	---	578.78 AC	25.2%
Office / Retail Mix	---	---	114.1 AC	5.0%

Proposed Land Uses



URP 2010



Singular Idea and Brand

Central Park

Critical Mass for Place-making

**Improved Transportation
Network**

Destination - Memory

Unique Districts

Live-Work-Play

Niche market for industry

Sustainable Opportunities

UNCC-CRI connection

URP 2030?



Infill Opportunities within existing development pads

Critical Mass for mixed use areas

Realignment of Street network for better development pattern

Framed Park Setting

Embrace current tenants

Dwelling Units up to 22 DUA

Cap floor height at 5-8 story

Vision Plan



**Redevelopment
Opportunities at Meridian**

Infill Opportunities

**Realignment of Street
network for better
development pattern**

**Gateway District to the
South**

**Better Connect School
Campus**

**Large Office – Corporate
user sites with great access**

Vision Plan

The 'Heart' of the URP



Lifestyle District creates and opportunity for 'community'

Positive Orientation to the Park

Create a livable community with critical mass

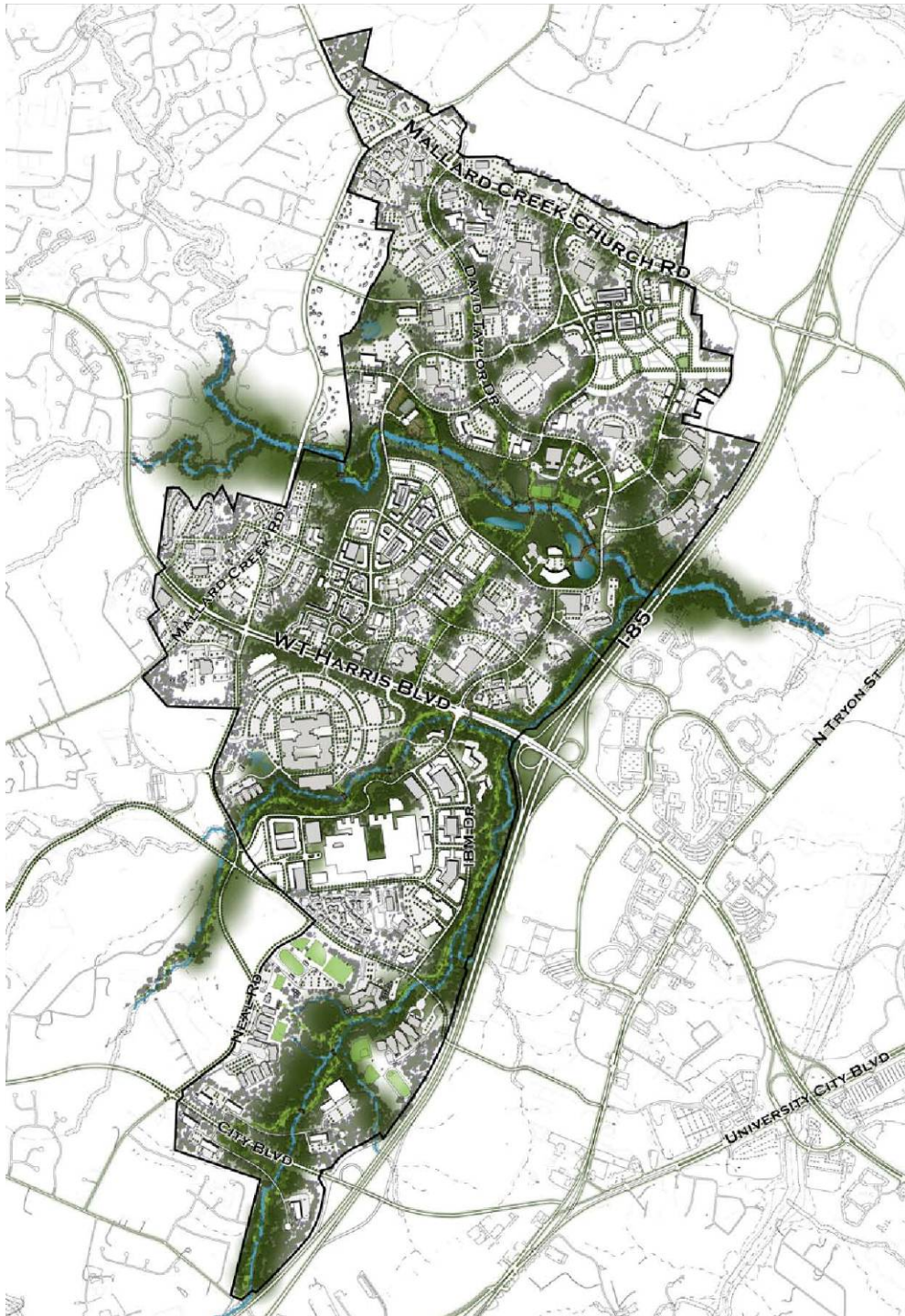
Develop the Park into a Regional and Community wide amenity that links many miles together

Consider Civic uses in the Park

Framed by Boulevards, fronted by Parkway

Vision Plan

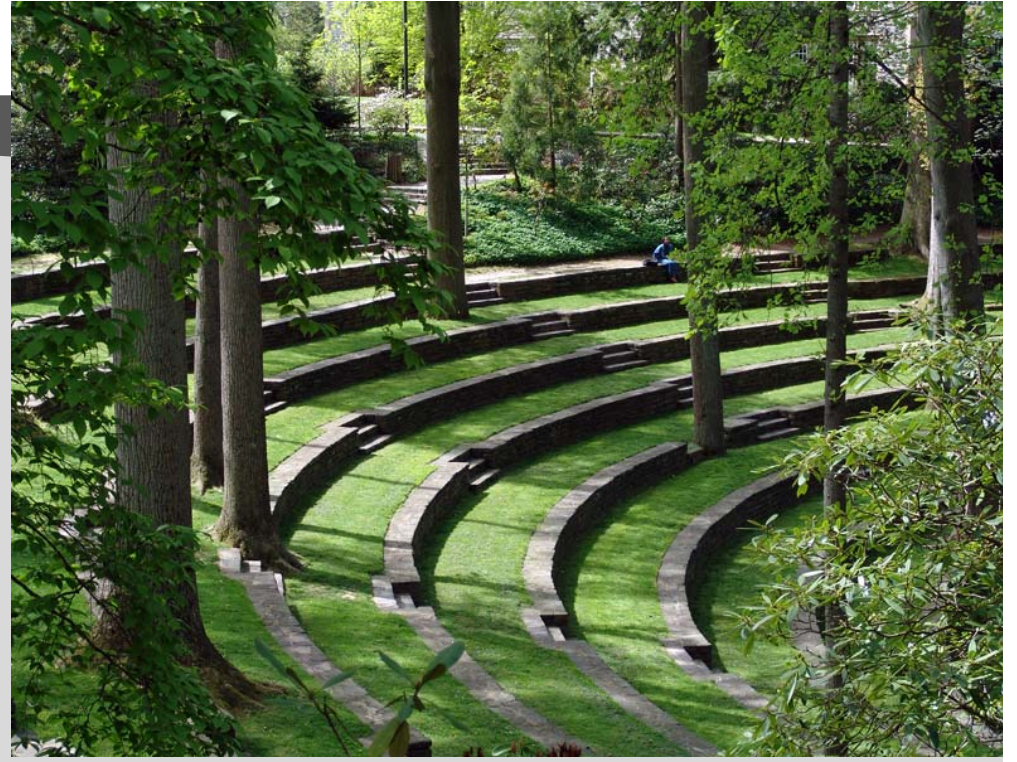


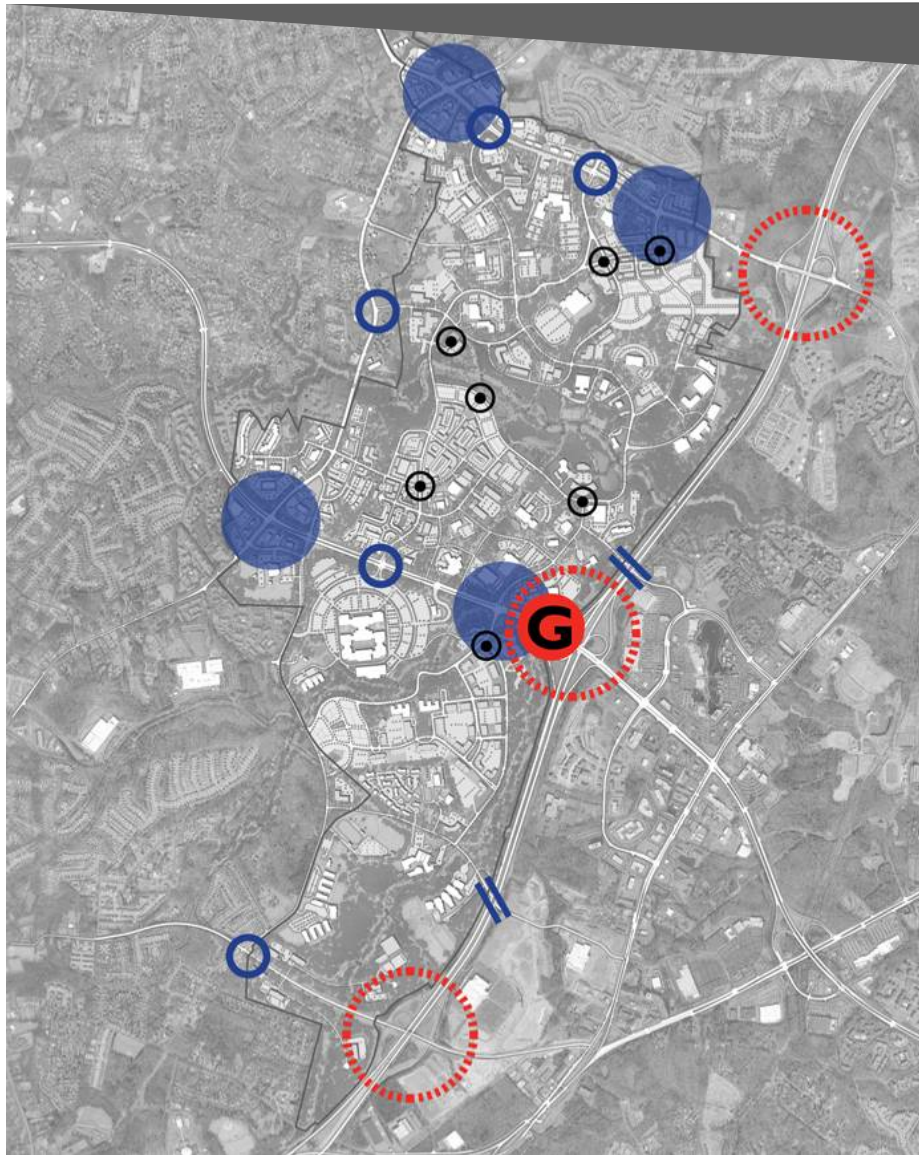


Create a Central Park with Green Necklace






- Central Park amenity**
- Network of trails and greenways**
- Multi-modal**
- Residential amenities**
- Carolina Thread Trail**
- Opportunities for multiple activities and amenities in the park**
- Hotel/Conference/Civic**
- Regional/Community destination**

Greenway's and Parks





- Images/sketches
- Hierarchy of space
- Bridge over 85
- Interchanges
- Entry's
- Signage standards and guidelines

-  Ceremonial URP Gateway
-  Primary Gateway/Signage
-  Secondary Gateway
-  Signature Nodes
-  Intersections

Celebrate the Gateways





Translating where the Culture is going, create Memory



- Cater to the world traveler business execs in the park
- Creative class
- Very unique to market as an 'art walk'
- Businesses are more and more educated and supportive
- Differentiator to the park
- Hotel/Conference
- Create a collaboration/installation program with arts/schools.
- Theme based on high-tech? Renewable? Conservation?

Environmental Art Program

Adopt Sustainable Guidelines for Development



Walkable and Bikeable pattern
Greenway and Park connectivity
Green streets network
Architecture and building design standards
Connection to transit
Multi-Modal transportation network
Water quality standards
Education Learning opportunities
Preserve and highlight existing natural resources



Sustainable Standards for Development

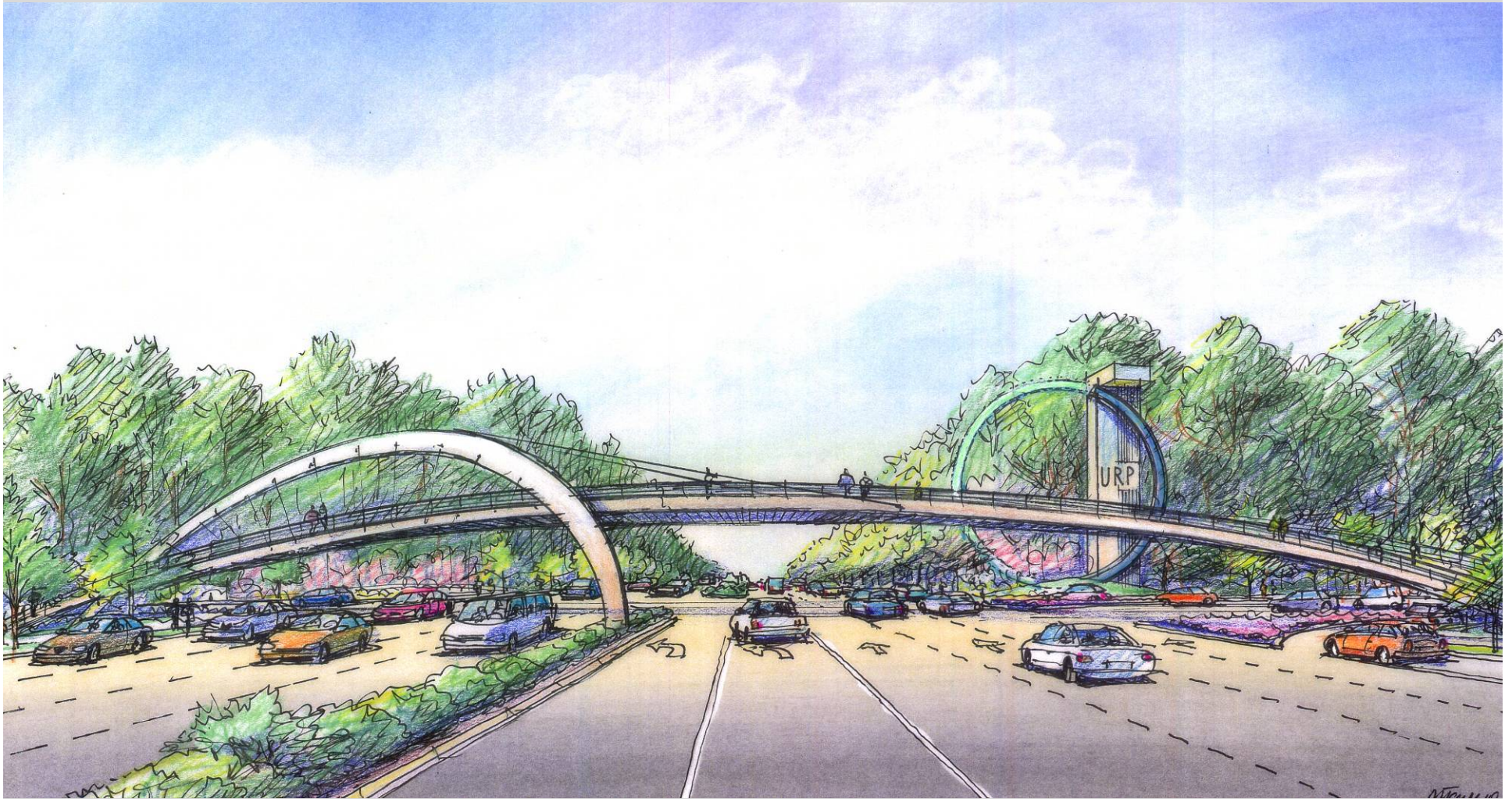


Memorable. Brand. Unique

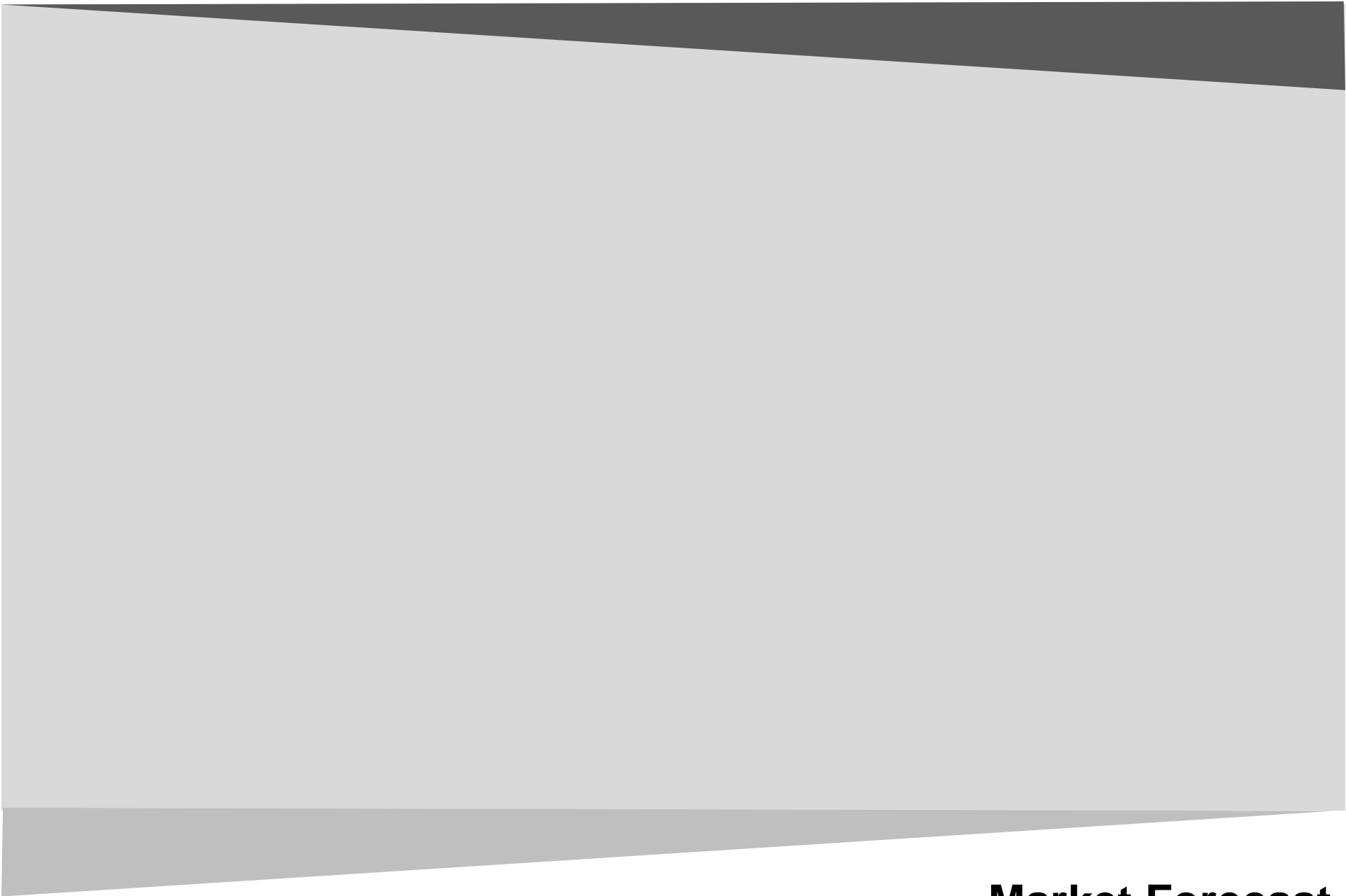


Pedestrian Bridge / Gateway

Create an Iconic and Memorable Gateway



Memorable. Brand. Unique



Market Forecast



UNIVERSITY RESEARCH PARK CHARLOTTE

2010 Area Plan

STAFF REVIEW DRAFT 03.30.10

PREPARED FOR

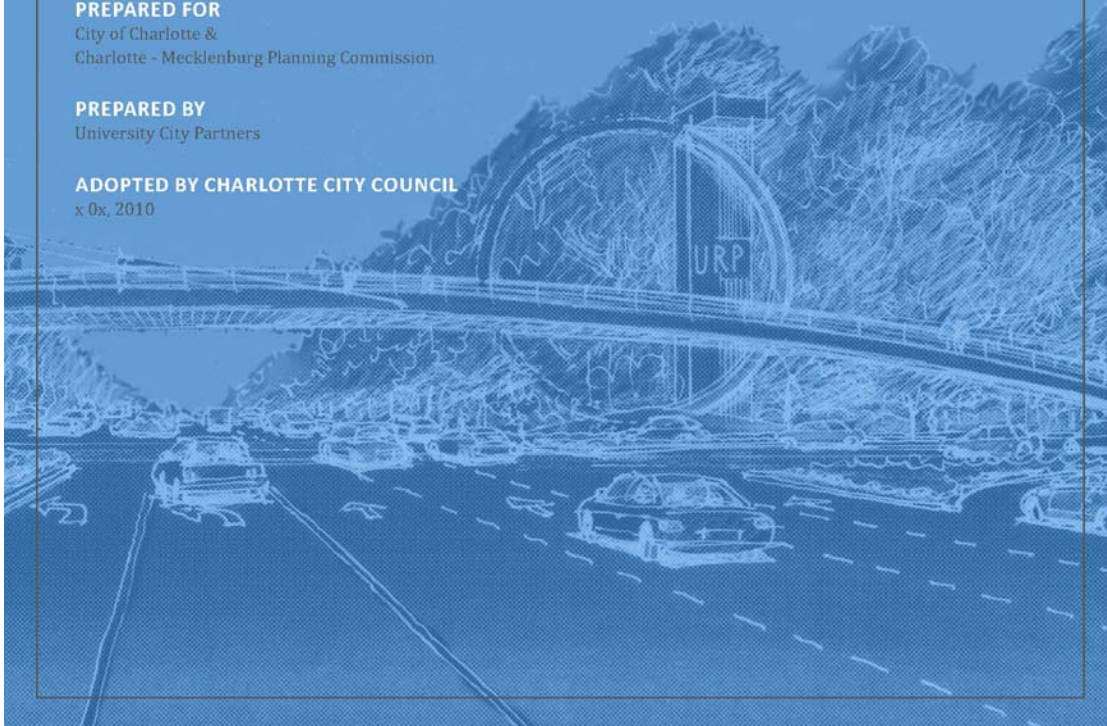
City of Charlotte &
Charlotte - Mecklenburg Planning Commission

PREPARED BY

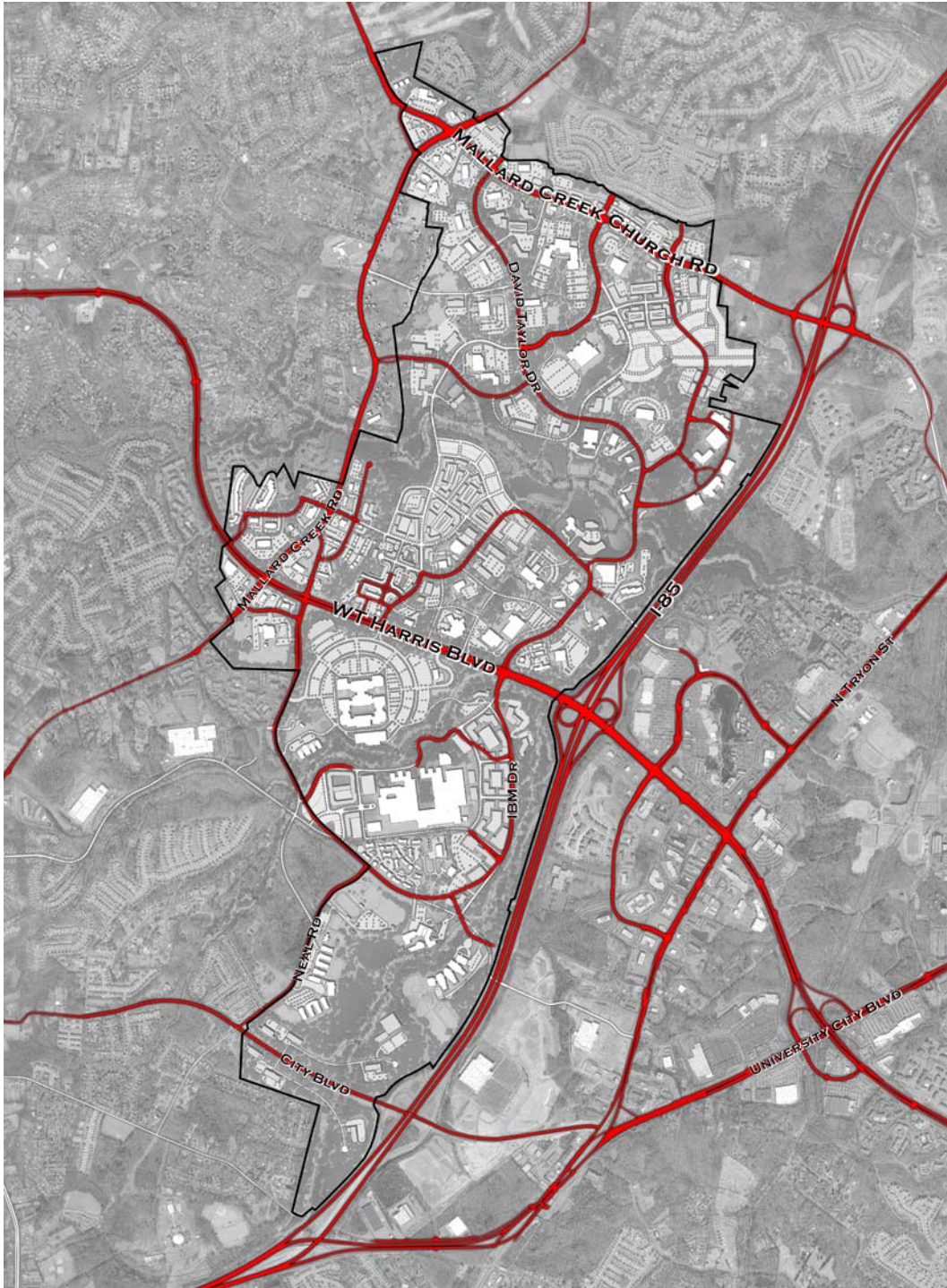
University City Partners

ADOPTED BY CHARLOTTE CITY COUNCIL

xx 0x, 2010



Plan Recommendations: Transportation



Needs to be a more cohesive and intuitive network

Needs better choices

Needs to be a network to support future growth

Hierarchy of network

Necessary modifications to existing network to support diversity of uses and growth

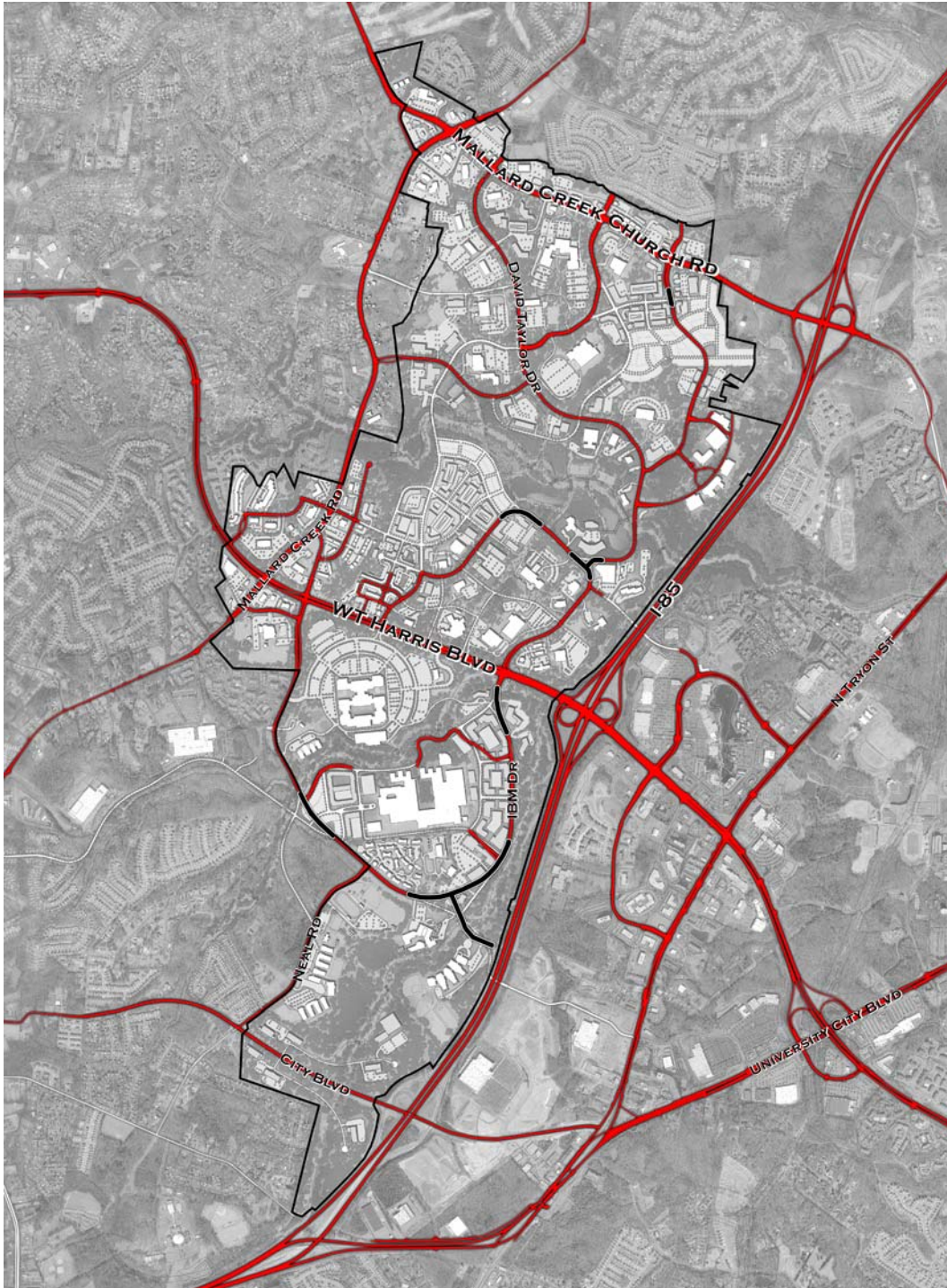
Linkages to future transit, greenway, community

Critical connection over 85

Establish Multi-modal system

Should be Pedestrian in scale

Existing Transportation Network

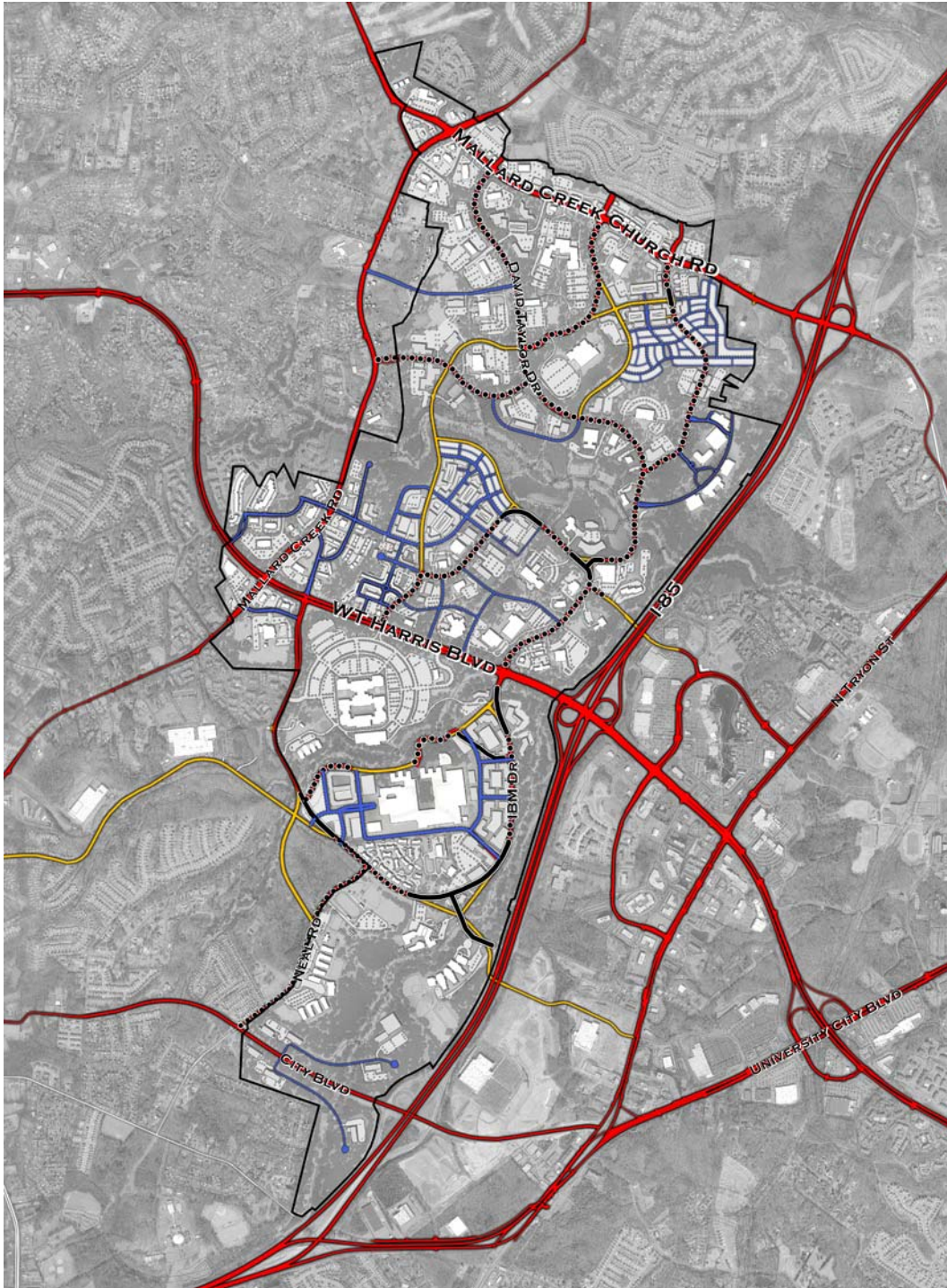


Plan for Necessary future modifications to streets for future growth

Phased improvements with development growth

Improvements to be to City of Charlotte Standards

Future modifications to existing network



**Additional Fabric will evolve
with development patterns**

Urban Street Standards

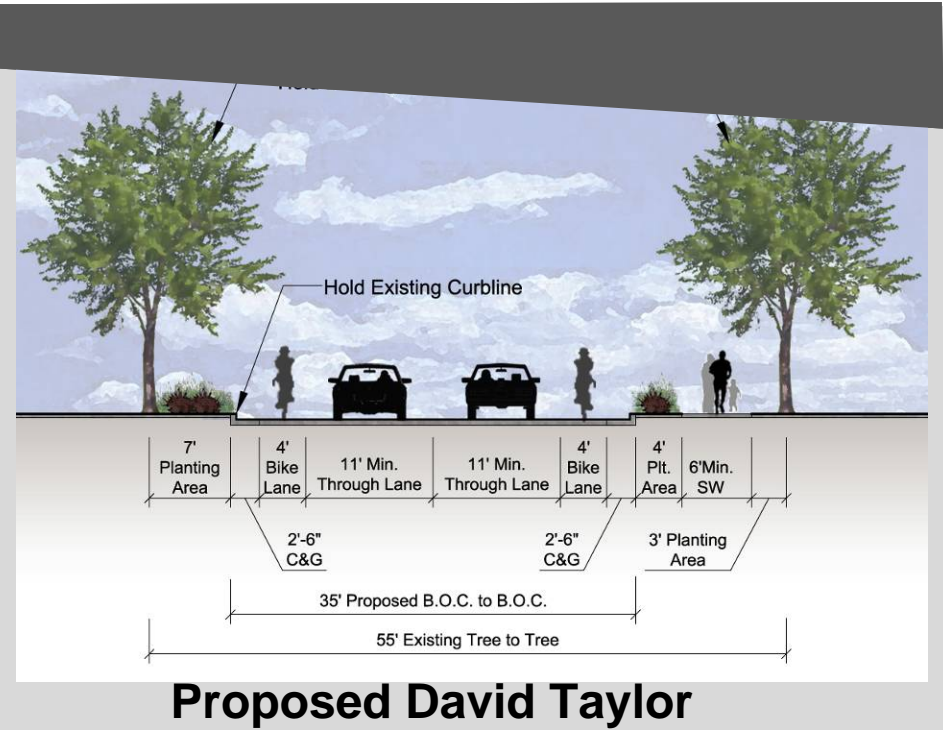
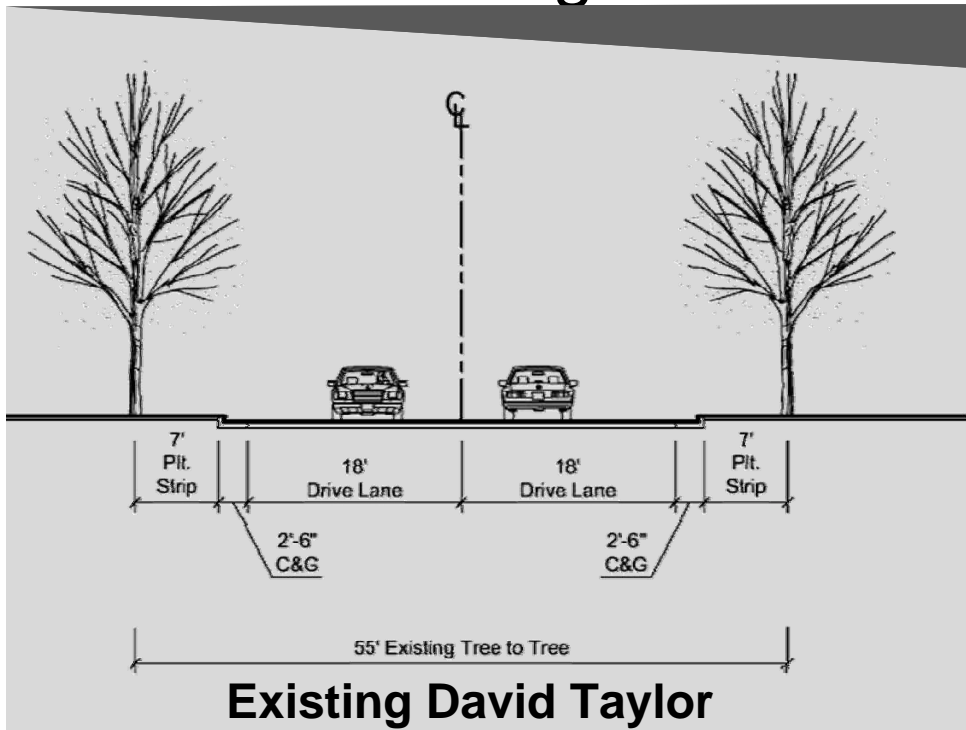
Green Street Standards

**Flexibility to evolve to market
needs, while holding true to
core values of plan**

**Possibly identify alternative
funding means for
improvements – not to burden
development completely**

Transportation

Existing street 'diet' and new networks



Create Complete Streets at a Pedestrian level



UNIVERSITY RESEARCH PARK CHARLOTTE

2010 Area Plan

STAFF REVIEW DRAFT 03.30.10

PREPARED FOR

City of Charlotte &
Charlotte - Mecklenburg Planning Commission

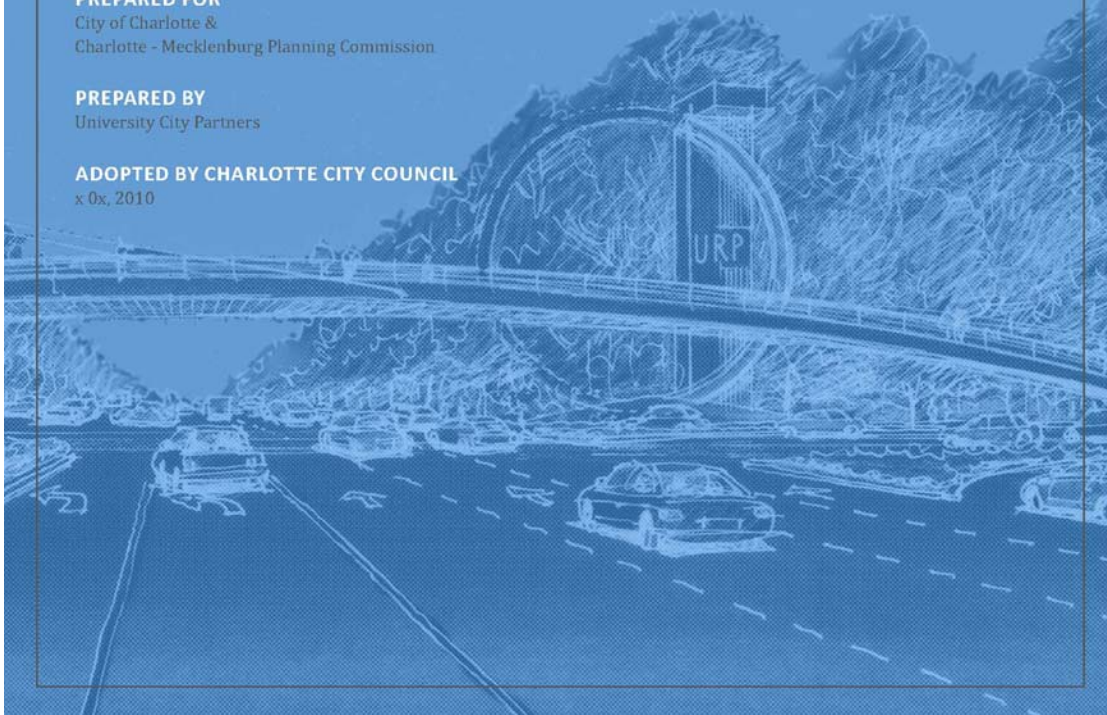
PREPARED BY

University City Partners

ADOPTED BY CHARLOTTE CITY COUNCIL

xx 0x, 2010

Plan Implementation & Adoption



- Modify RE Zoning
- Develop a Greenway & Open Space Master Plan
- Seek land dedication for “central park”
- Prepare preliminary and final designs for gateway and signage features
- Create streetscape design guidelines
- Establish safe and efficient connections to future LYNX Blue Line Stations (Right of way dedication for Louis Rose Bridge Connection)
- Create Design Guidelines to replace URP Covenants & Restrictions
- Implement intersection & roadway improvements to better accommodate pedestrians & bicyclists
- Develop a conceptual storm water management plan

Catalytic Implementation Strategies

Final Public Meeting: TONIGHT

Document on the Web

Planning Committee: Tour

County Commission and Board of Education Submission

Transportation and Planning Committee: Intro and referral to full Council

Planning Committee: Public Comment

GSST: Overview

City Council: Public Comment

Planning Committee: Recommendation

Transportation and Planning Committee: Recommendation

City Council: Adoption

Plan Adoption

Questions???

- URP/UCP board strategies and clear definition to outside**
- Review Process: If continues, needs to be modified to fit new vision**
 - include larger audience. Create a Development Response Team**
 - establish clear parameters and published guidelines**
 - question whether it needs to continue since it's only a portion of the site.**
- Consider revisiting current Covenants**
- Marketing: Clearly own the Brand and the Identity. Sell it. Boldly.**
- Continue to develop regional relationships, i.e. UNCC- CRI, Kannapolis, etc.**
- Explore opportunities for Public/Private relationships/partnerships**
- It's NOT the name**

Recommendations and Implementation strategies – Process and Organization

The Area plan will address zoning, land use, transportation and policy recommendations. What else should this group explore?

- Develop a cohesive wayfinding and signage program**
- Central Park master plan**
- Establish an Environmental Art Program**
- Establish avenues for grants and funds for art, environmental improvements**
- Work to establish a URP Transit trolley connection**
- Create regional solution to storm water management to facilitate urban development**
- Create a funding strategy to 'diet' the existing road network – based on priority and development opportunity.**
- Create the necessary guidelines for development, sustainability and process**

Recommendations and Implementation strategies –Physical Improvements