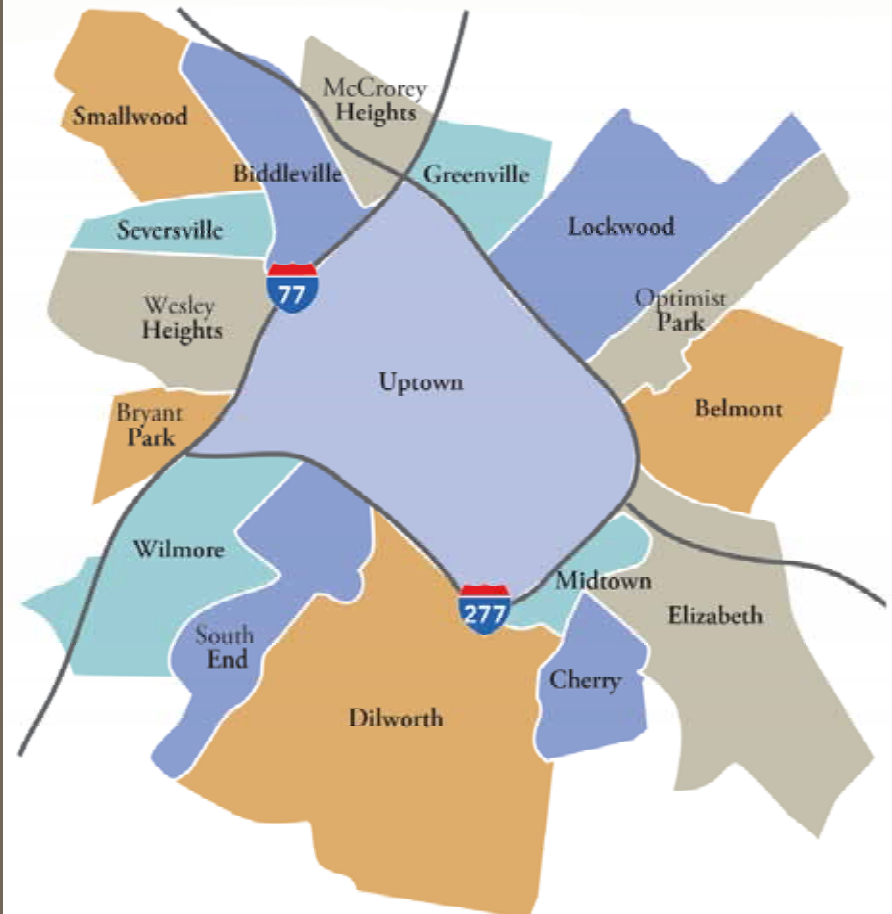


# Meeting Window #6 Presentation 25 Feb 2010



- Capture the vision of full community for *their* Center City
- Inspire public & private partnerships
- Development framework & planning recommendations for regional center
- More than Uptown - focus on connecting adjacent neighborhoods & breaking down barrier of I-277

## Purpose



## Project Team

- **Managed by**
  - **Planning Department**
  - **Mecklenburg County**
  - **Charlotte Center City Partners**
- **Co-Chairs**
  - **Ann Caulkins**
  - **Harvey Gantt**
- **Produced by Consultant Team**
  - **MIG, Inc: lead consultant**
  - **Cole Jenest & Stone**
  - **Kimley-Horn Associates**
  - **Wray Ward**
  - **Economic Research Associates**



# Community Engagement Process





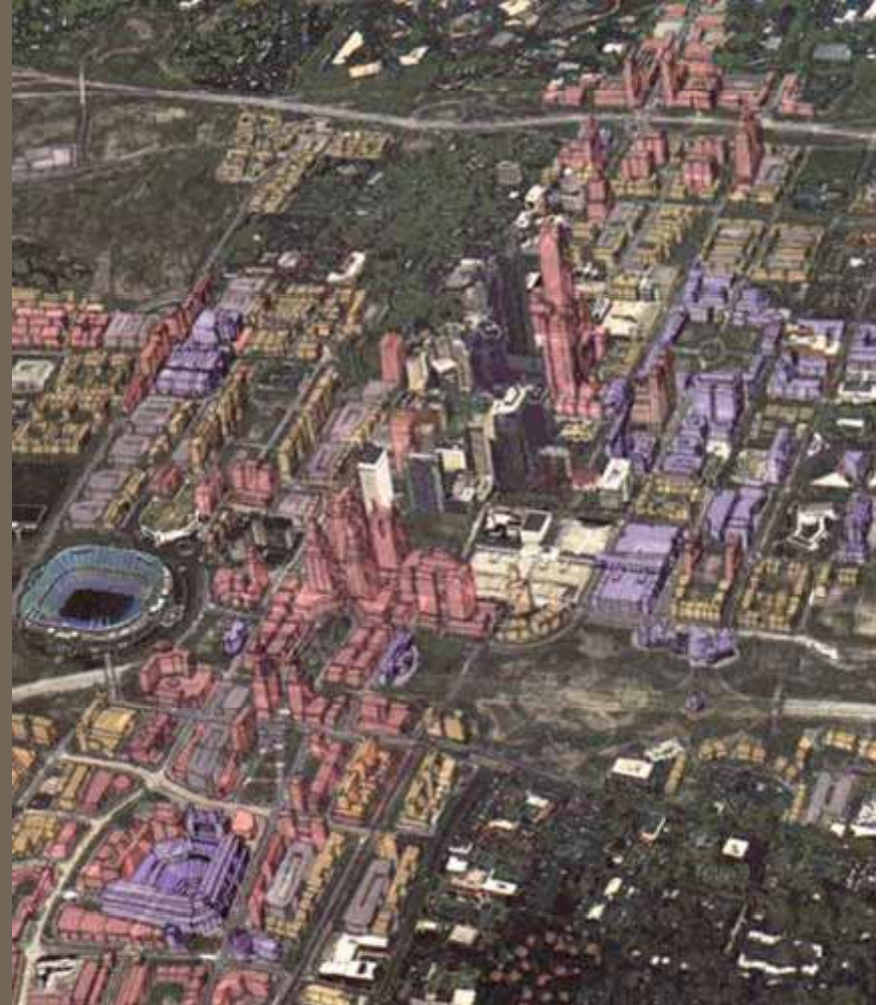
# What has changed since 2010 Vision Plan?

- **Economic**

- **Housing Bubble**
- **Wells Fargo acquires Wachovia**
- **National GDP down \$182.4 billion from Q4 2008 to Q4 2009**
- **N.C. Unemployment Rate: 11.2%**

- **Spending Patterns**

- **National expenditures on personal goods down \$145.6 billion from Q4 2008 to Q4 2009**
- **National expenditures on personal services down \$108.2 billion from Q4 2008 to Q4 2009**



# What has changed since 2010 Vision Plan?

- **Transportation/Mobility**

- Construction of LYNX Blue Line
- Plans for LRT system expansion and streetcar
- Hybrid, electric and biodiesel vehicles
- Car and bike sharing
- Increased bike commuting

- **Technology**

- Portable computing and smart phones
- Social media
- Digital and dynamic signage



# What has changed since 2010 Vision Plan?

- **Environmental Sustainability**
  - Climate change
  - New energy systems
  - LEED Certification
  - Stormwater, water and ecosystems
  - Waste management and recycling
- **Globalization and Localization**
  - International trade
  - Global media and communications
  - Off-shoring and on-shoring
  - Local food systems and food sheds





# Why create a 2020 Vision Plan?

## Plan Objectives

- **Build on accomplishments to date**
  - **LYNX, freeway ramps and new housing**
  - **New sport and cultural venues**
- **Position Charlotte to take advantage of regional and national trends**
  - **Energy and technology**
  - **In town living**
- **Redefine Center City**
  - **Surrounding neighborhoods**
  - **Place to work, shop, live and play**



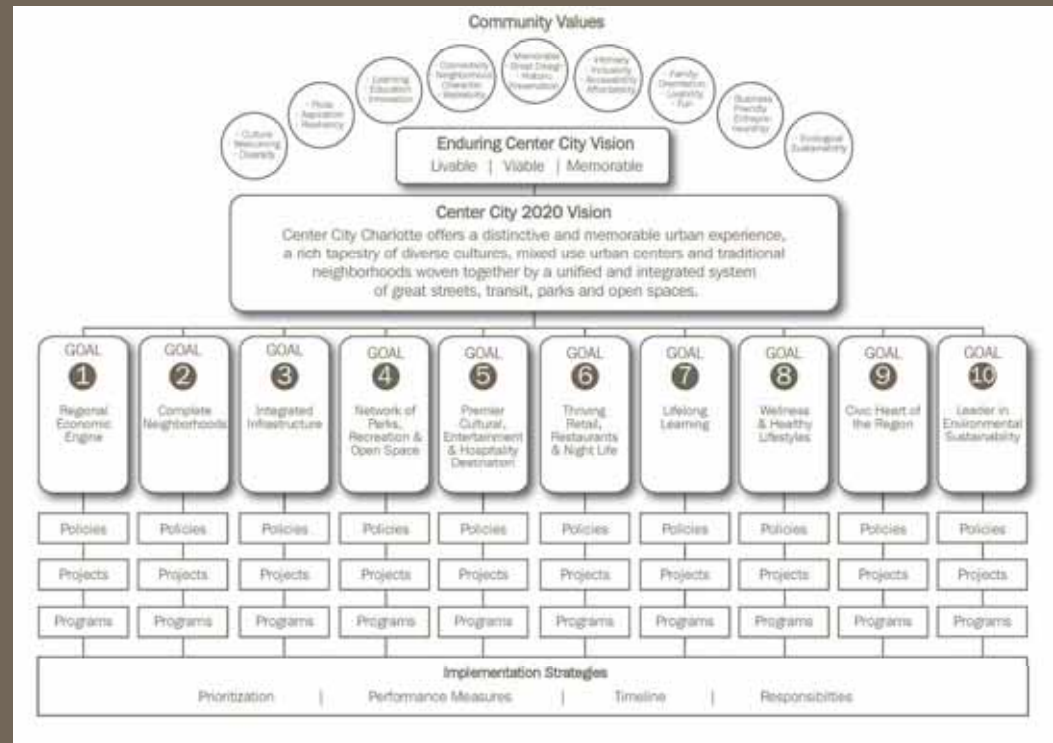


# Vision Framework



# Overall Vision Framework

- Values, Vision and Goals
- Policies, Projects and Programs
- Implementation Strategies



# Values, Vision and Goals





## Vision Framework **Values, Vision and Goals**

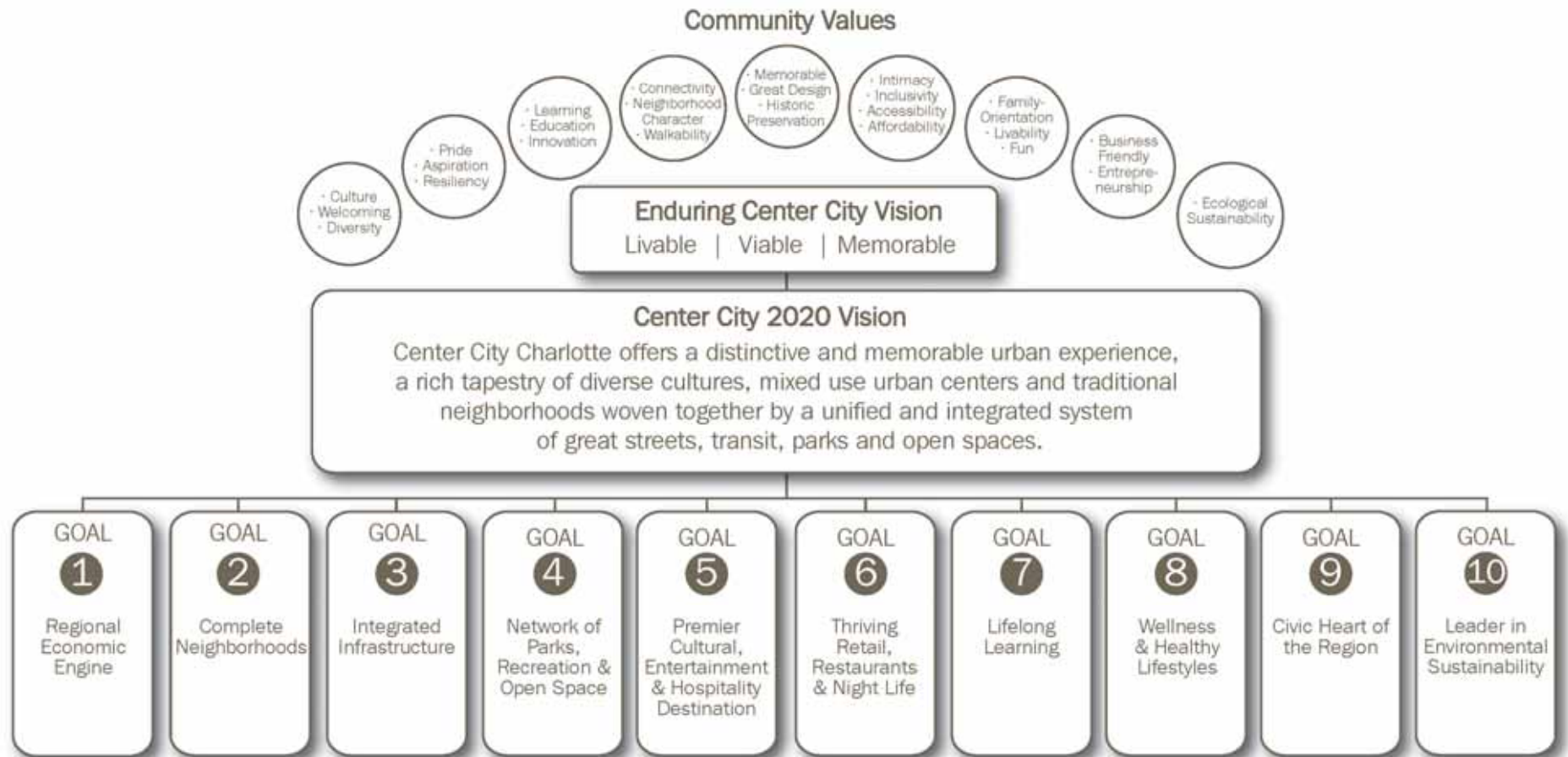
**Values:** The community's most intrinsic and treasured characteristics of Center City

**Vision:** Emerging vision for Center City . . .  
Where do we want to be in 2020?

**Goals:** Direction for future policies, projects and programs to fulfill the vision

# Vision Framework

## Values, Vision and Goals





# Vision Framework

## Values, Vision and Goals



The community's most intrinsic and treasured characteristics of Center City

# Vision Framework

## Values, Vision and Goals



Emerging vision for Center City . . .  
Where do we want to be in 2020?

# Vision Framework

## Values, Vision and Goals



Emerging vision for Center City . . .  
Where do we want to be in 2020?

Center City Charlotte offers a distinctive and memorable experience . . .





. . . a rich tapestry of diverse cultures, mixed use urban centers and traditional neighborhoods . . .



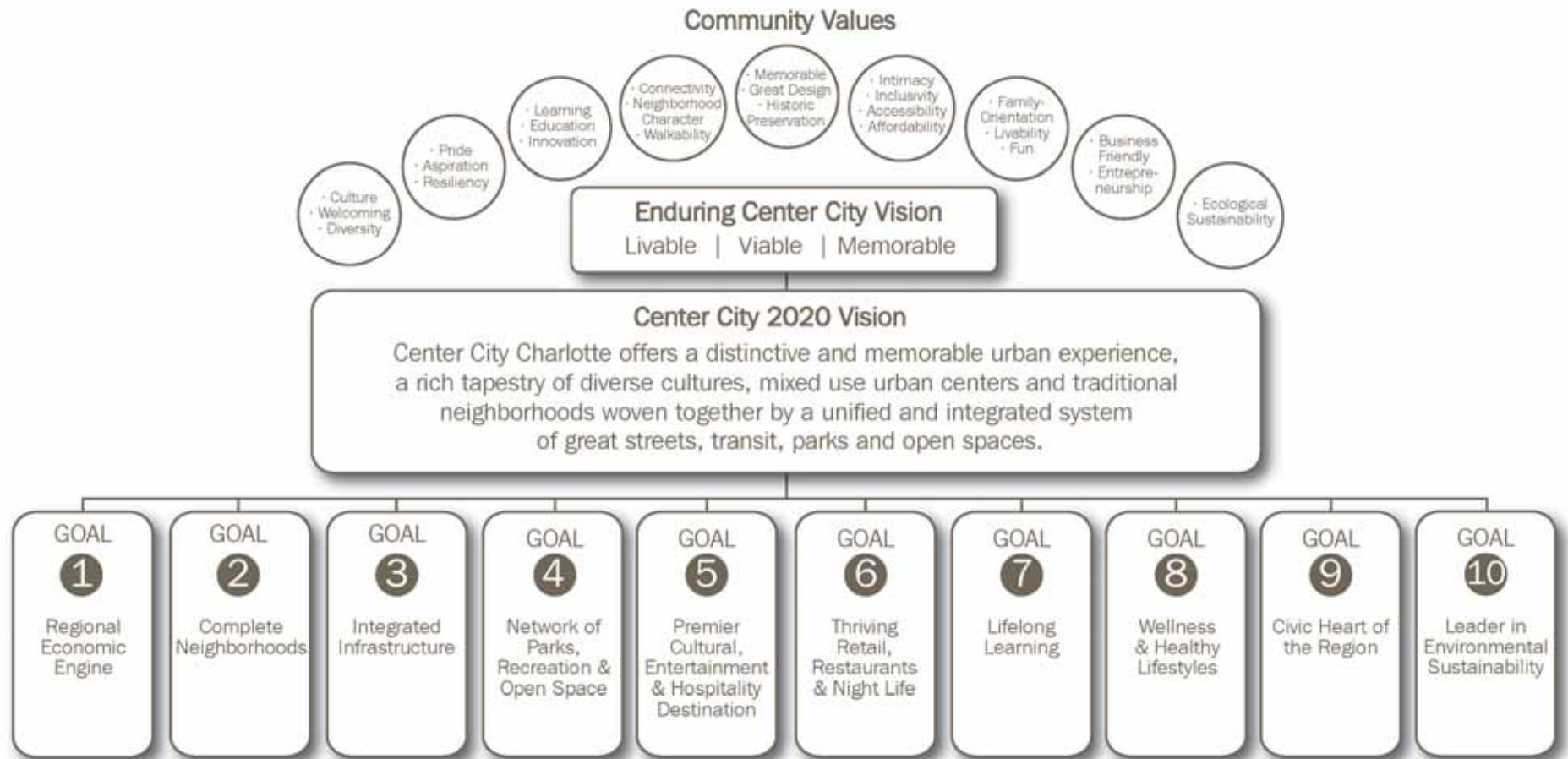


. . . woven together by a unified and integrated system of great streets, transit, parks and open spaces.



# Vision Framework

## Values, Vision and Goals



Direction for future policies, projects and programs to fulfill the vision





## Vision Framework **Values, Vision and Goals**

Goal 1 – Regional Economic Engine

Goal 2 – Complete Neighborhoods

Goal 3 – Integrated Infrastructure

Goal 4 – Network of Parks, Recreation and Open Space

Goal 5 – Premier Cultural, Entertainment and  
Hospitality Destination

Goal 6 – Thriving Retail, Restaurants and Night Life

Goal 7 – Lifelong Learning

Goal 8 – Wellness and Healthy Lifestyles

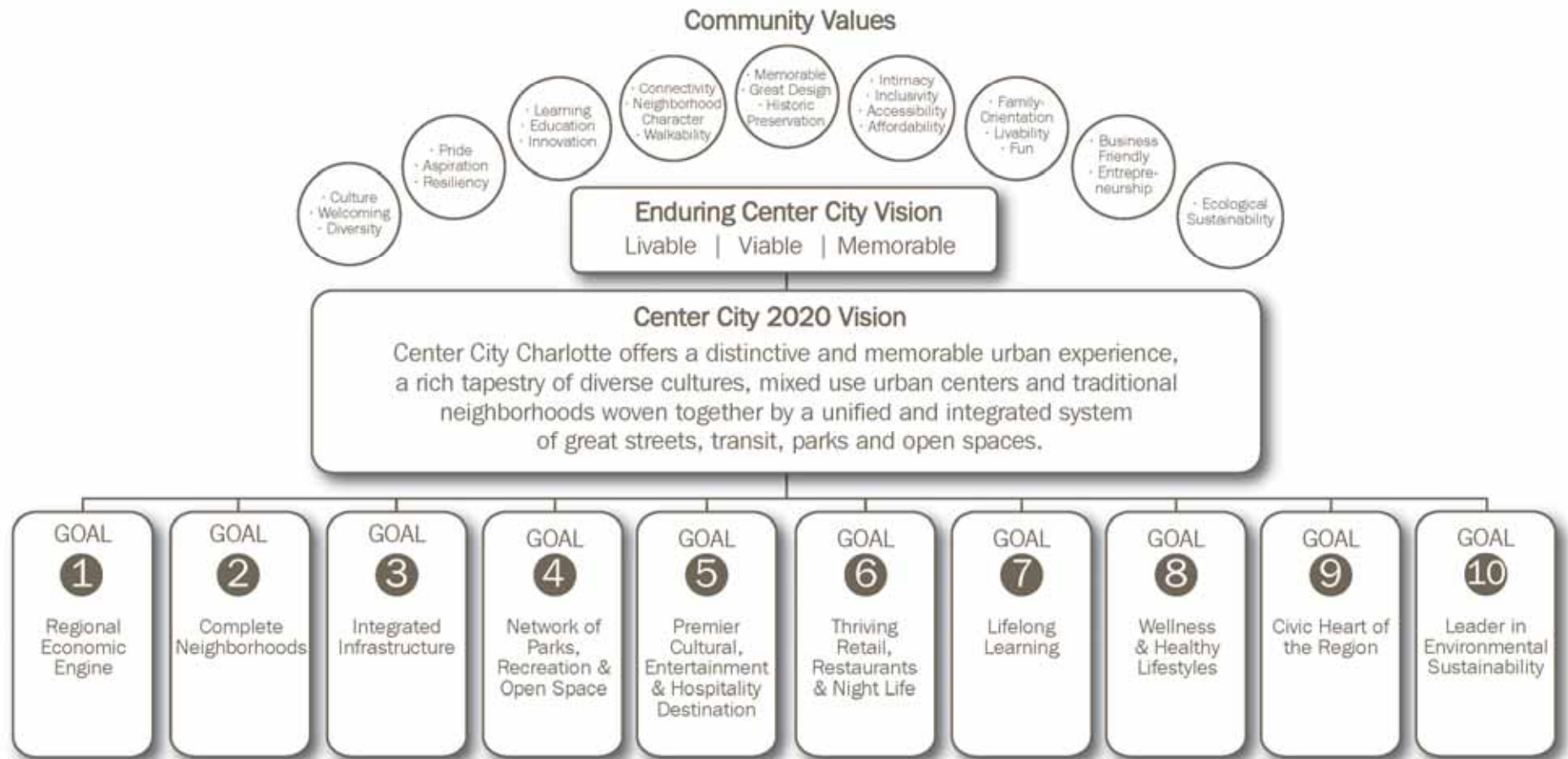
Goal 9 – Civic Heart of the Region

Goal 10 – Leader in Environmental Sustainability



# Vision Framework

## Values, Vision and Goals







# Policies, Projects and Programs

# GOAL 1: Regional Economic Engine

## Goal 1 Regional Economic Engine

Center City continues to grow its position as the **primary economic engine and diversified employment hub** of the region. The City's cultural and entertainment opportunities, along with an affordable cost of living and strong civic leadership will **attract new businesses, entrepreneurs and young professionals**. Banking and hospitality institutions continue to serve as the economic backbone, while **new technologies and emerging markets** bring greater prosperity and investment to Center City.



## Trends Uptown Charlotte

The employment center for the region

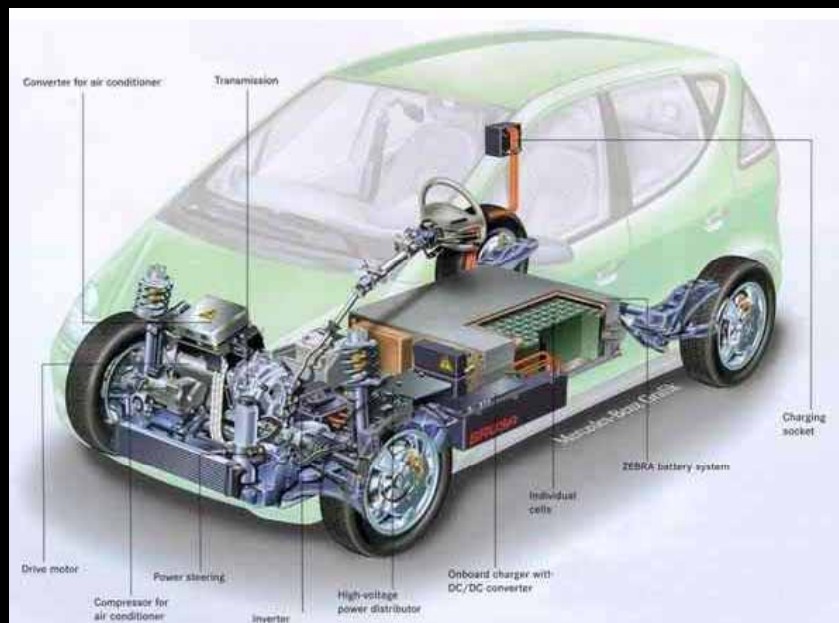
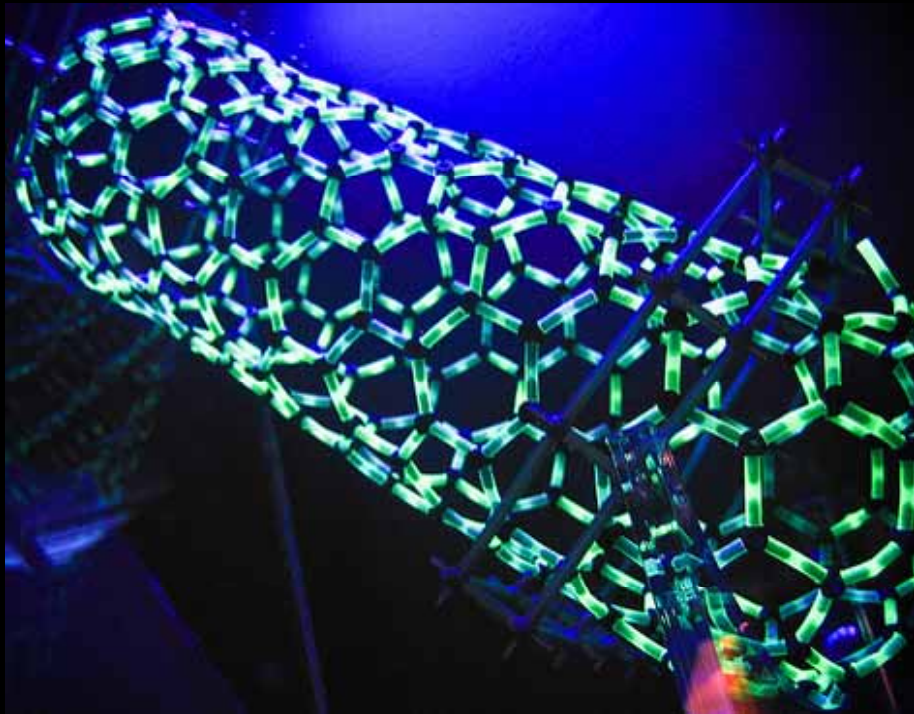
- World headquarters of nine Fortune 500 companies
- 17 million square feet of office space
- 34% of County office space in Uptown
- Vacancy rate of 7.5% (lowest in the U.S.)
- 70,000 employees
- 100,000 employees by 2030





## Trends New Growth Sectors

- Healthcare and life sciences
- Defense and security
- Energy and environment
- Finance and insurance
- Hospitality and tourism





## Policies, Projects and Programs

### **Preliminary Ideas**

- Provide support and incentives for small and local businesses
- Pursue Amendment 1 Tax Increment Financing
- Pursue public/private partnerships
- Develop business incubator program
- Promote Charlotte as a fashion and design capital
- Build on existing strengths as banking/finance center
- Aggressively recruit new industries including technology, sustainability/energy and biotech
- Develop North End Innovation Corridor

## GOAL 2: Complete Neighborhoods



## Goal 2

### Complete Neighborhoods

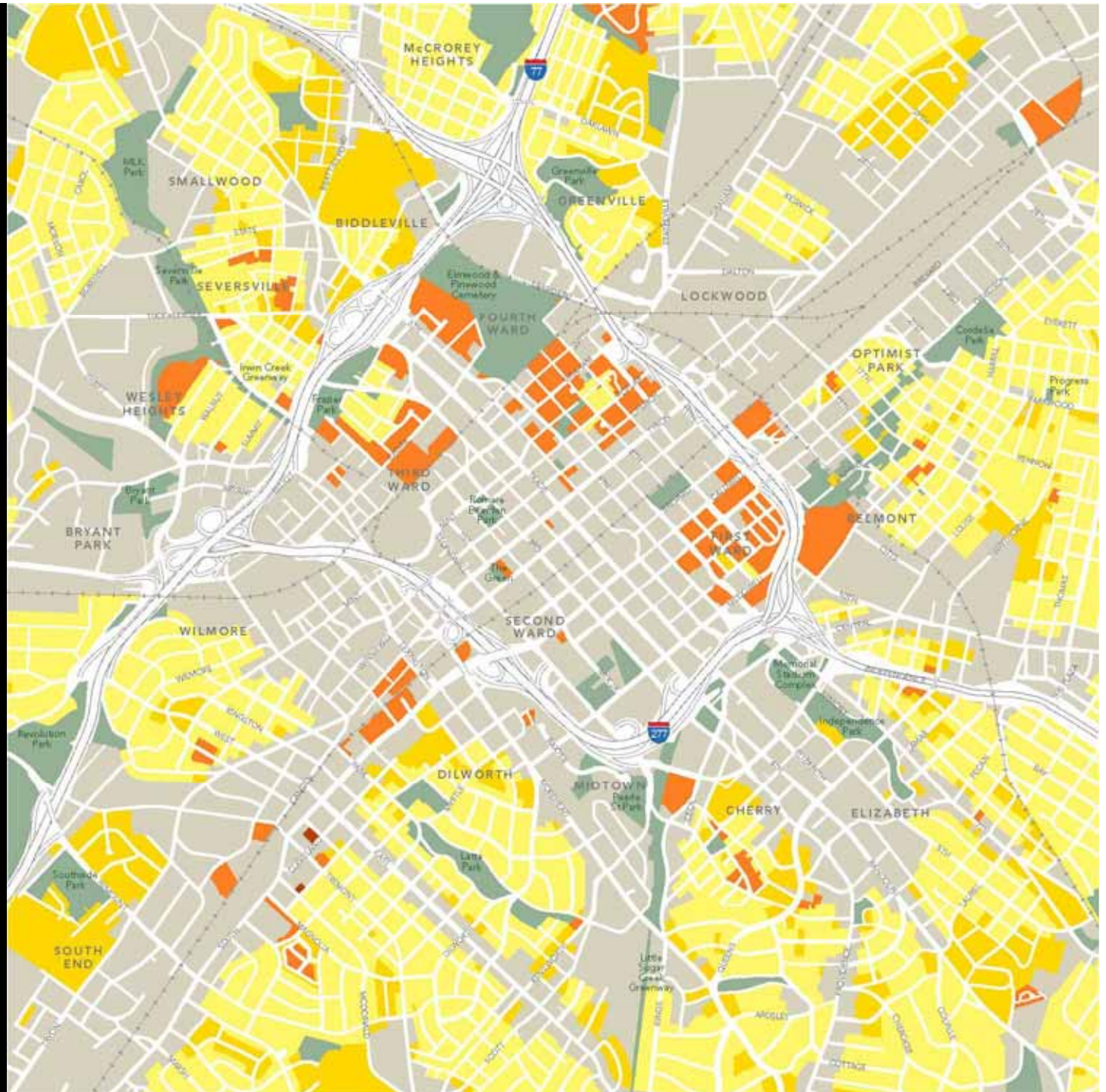
Center City provides **housing for people and families of all cultures, ages and incomes.**

Neighborhoods inside and outside the loop have access to **commercial and cultural centers, parks and schools and comprise a mixture of affordable, workforce and market rate housing.**

New housing development reflects the architectural heritage of the city with appropriate density, scale and design located **close to public transit, employment opportunities and shopping.**

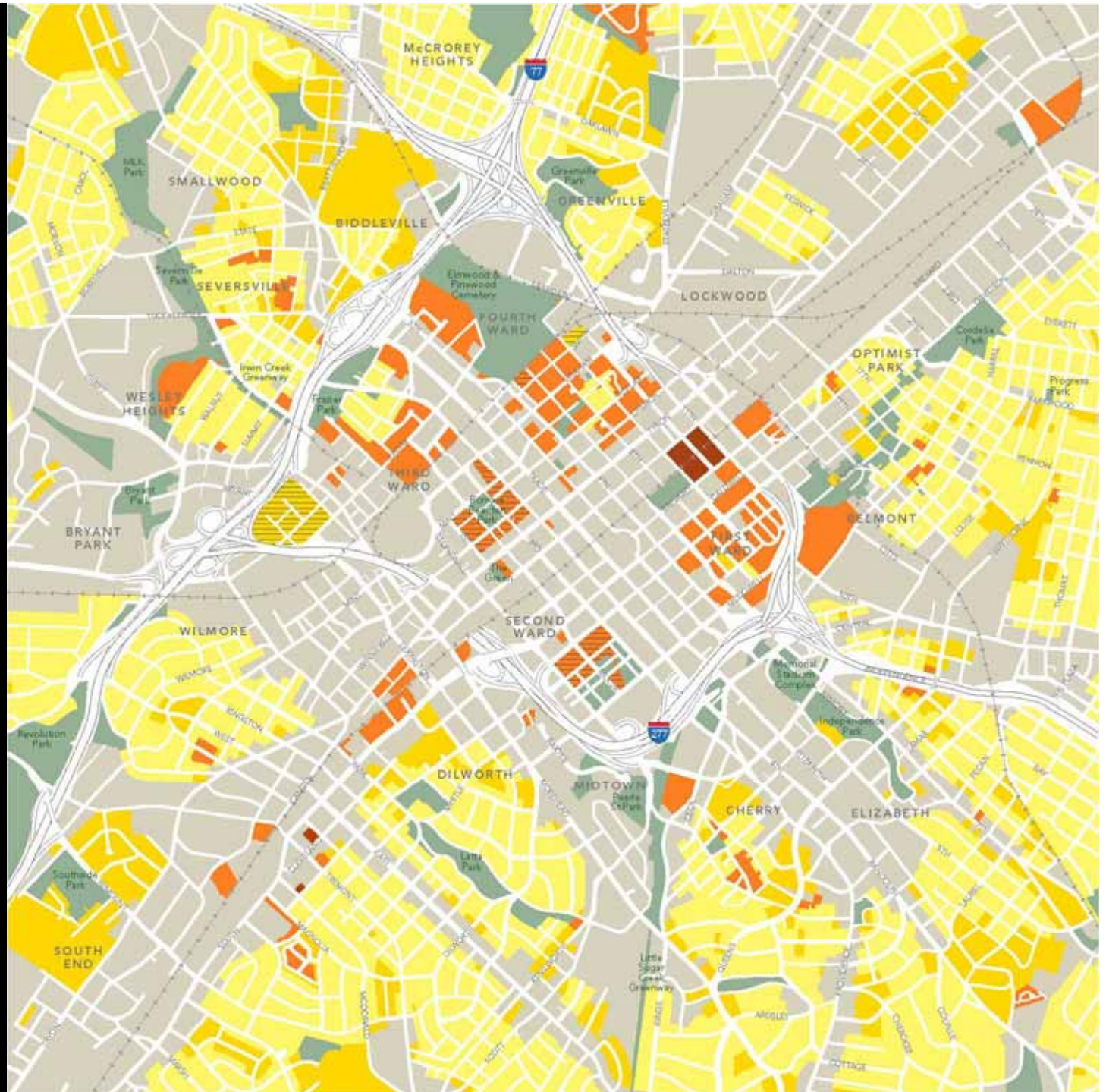
Development transitions from higher to lower intensity as appropriate, respecting the scale, design and intimacy of adjacent wards and neighborhoods.

## EXISTING CENTER CITY HOUSING





## 2020 HOUSING STRATEGY





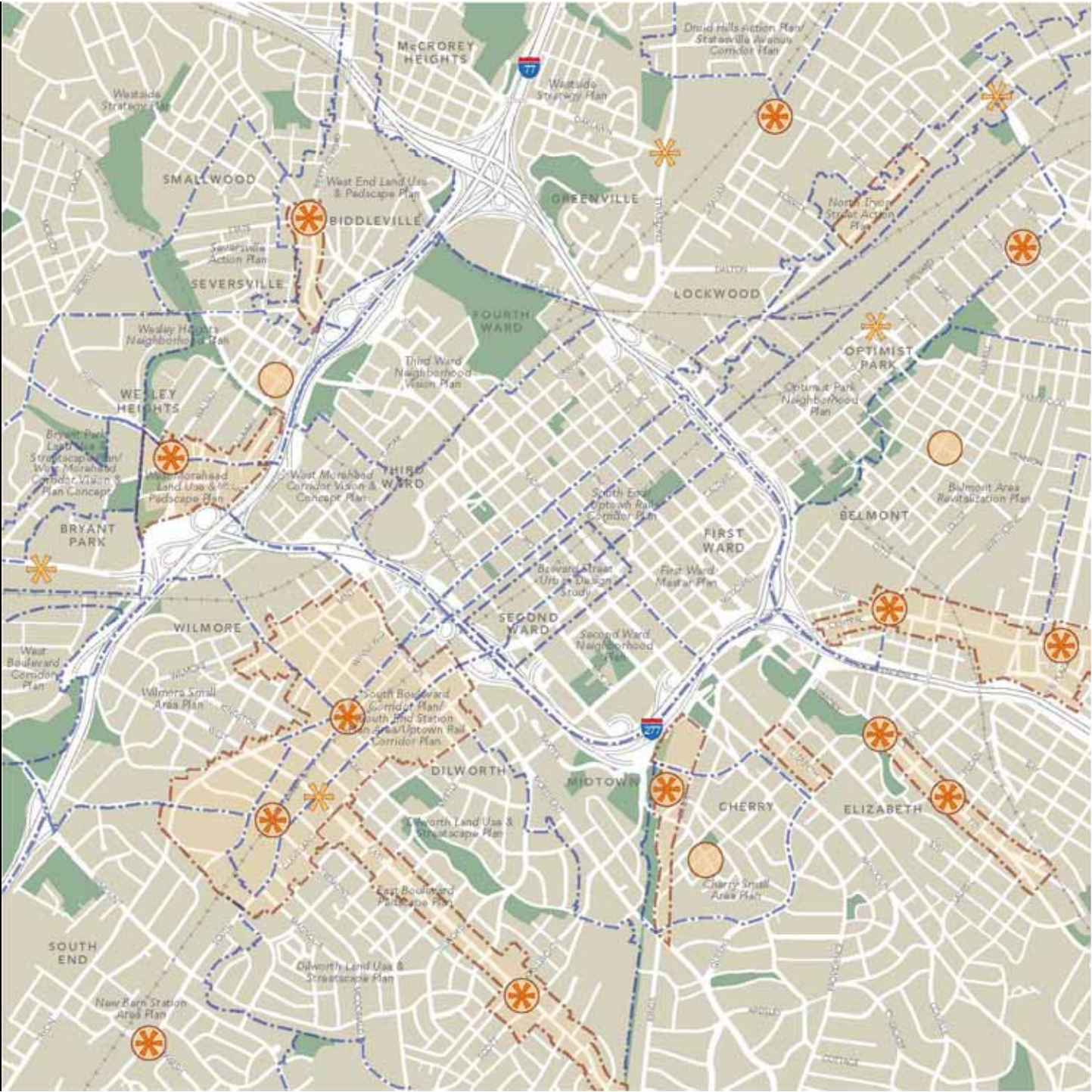
## Policies, Projects and Programs

### **Preliminary Ideas**

- Inclusionary housing policies
- Affordable housing policies for families and students
- Preserve existing housing stock and strengthen unique elements of individual neighborhoods
- Transit oriented development around LYNX & high speed rail
- Improve safe and convenient pedestrian and bicycle connections to surrounding neighborhoods
- Neighborhood centers with markets and grocery stores
- Neighborhood gardens
- Green streets and street trees

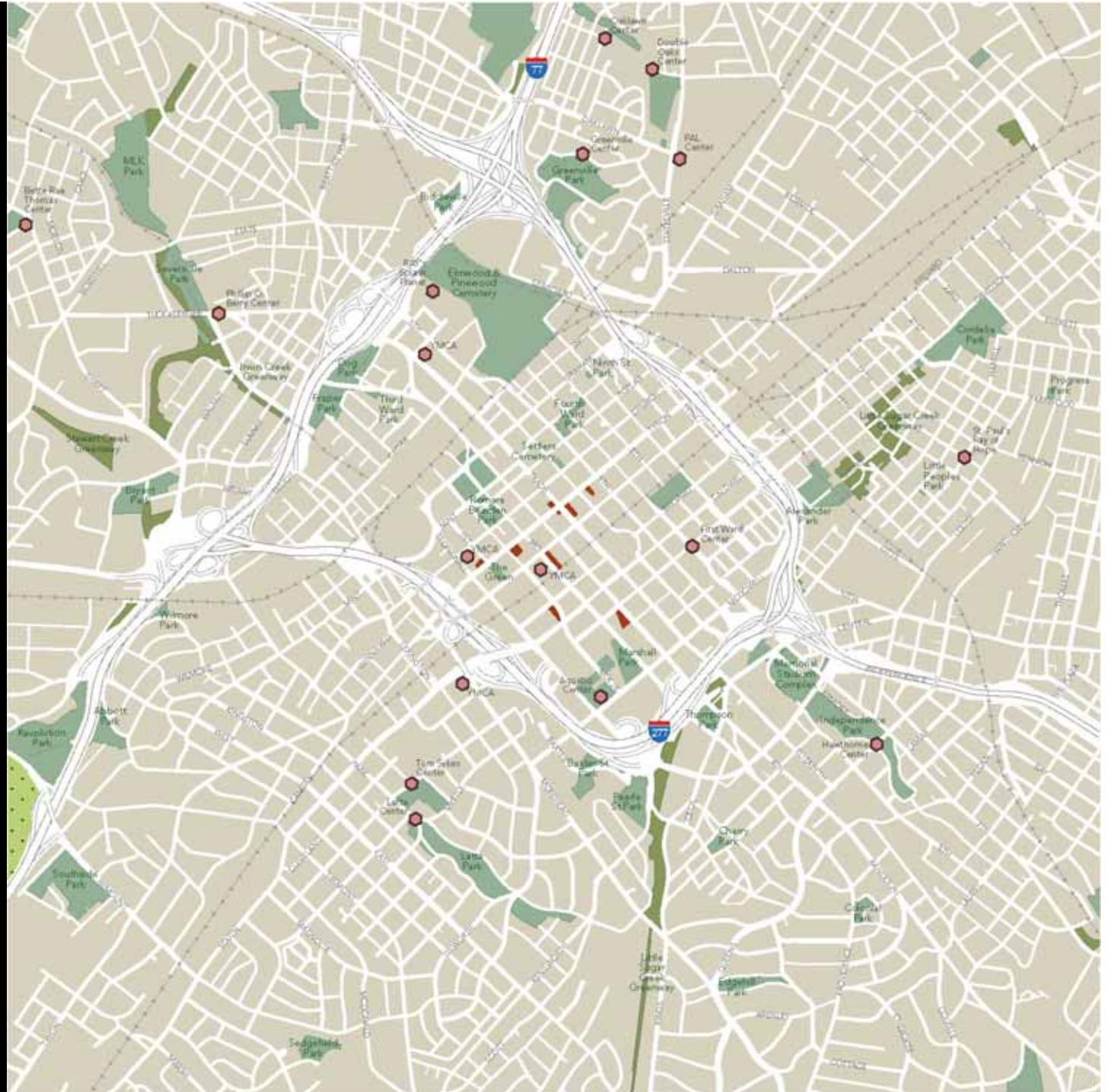


2020 CENTER CITY  
NEIGHBORHOODS  
AND CENTERS





EXISTING CENTER  
CITY PARKS AND  
OPEN SPACE



## GOAL 3: Integrate Infrastructure

## Goal 3

### Integrated Infrastructure

Center City supports existing and new development with **well-designed and maintained streets, pathways, transit, parking facilities, and utilities**. New development is designed to minimize demand on the overall infrastructure system and **innovative solutions** will be adopted to ensure adequate supply and optimize sustainability. Single purpose investments are replaced by **integrated multi-objective infrastructure systems** that provide the necessary framework for development while contributing to the other goals for Center City. At-grade and rooftop utilities are designed to **minimize visual impacts** and/or maximize aesthetic appeal.



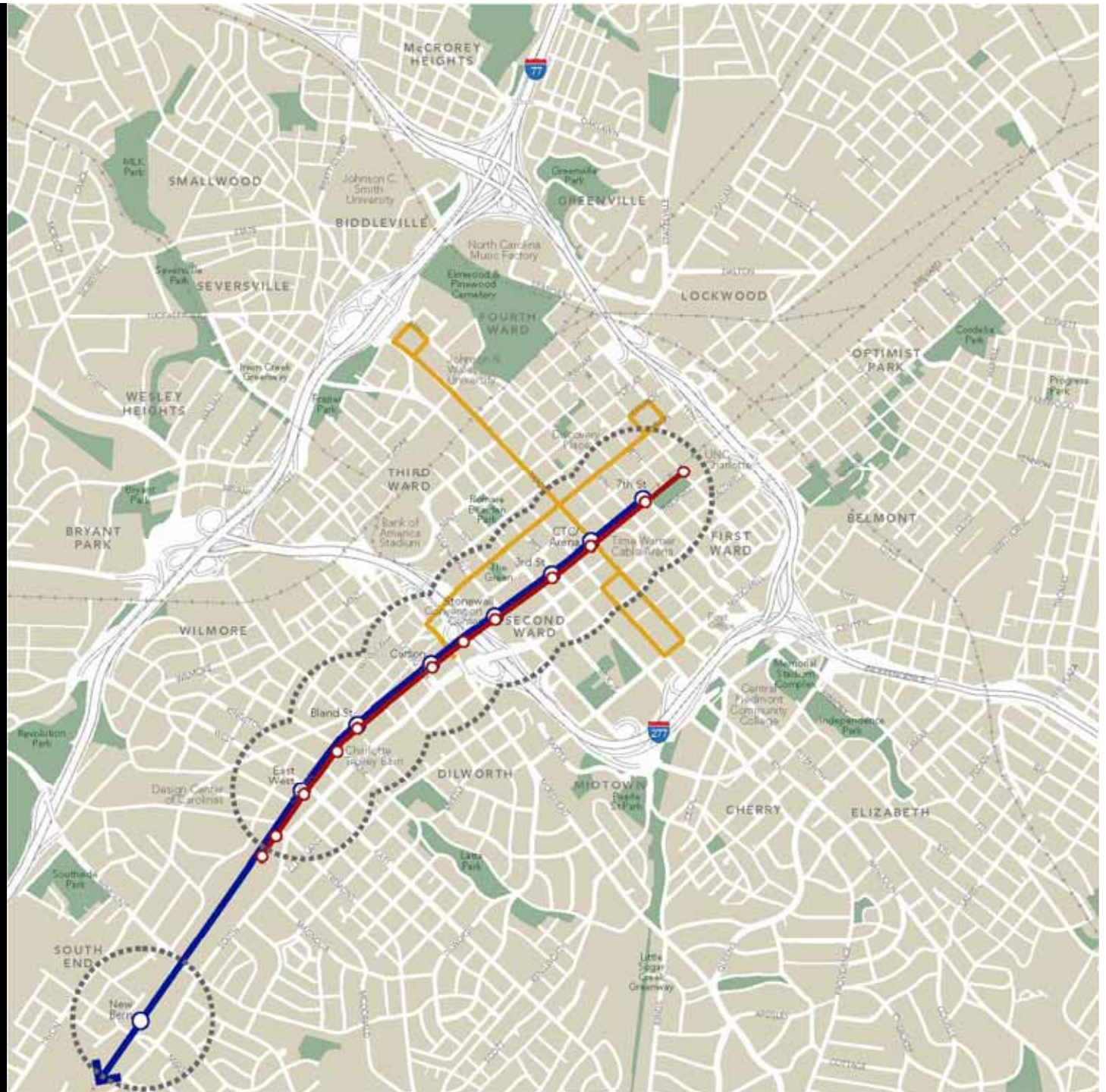
## Policies, Projects and Programs

### **Preliminary Ideas**

- Implement street design standards
- Minimize barrier effect of freeway loop and rail lines
- Extend Gold Rush in short term and build street car
- Improve underpasses (art, skate park, lighting, etc.)
- Beautify blank walls and freeway columns
- Car and bike share
- Bike station (long-term parking and shop)
- Facilitate consolidated and share parking and defined parking access routes
- Implement comprehensive way finding system throughout all of Center City

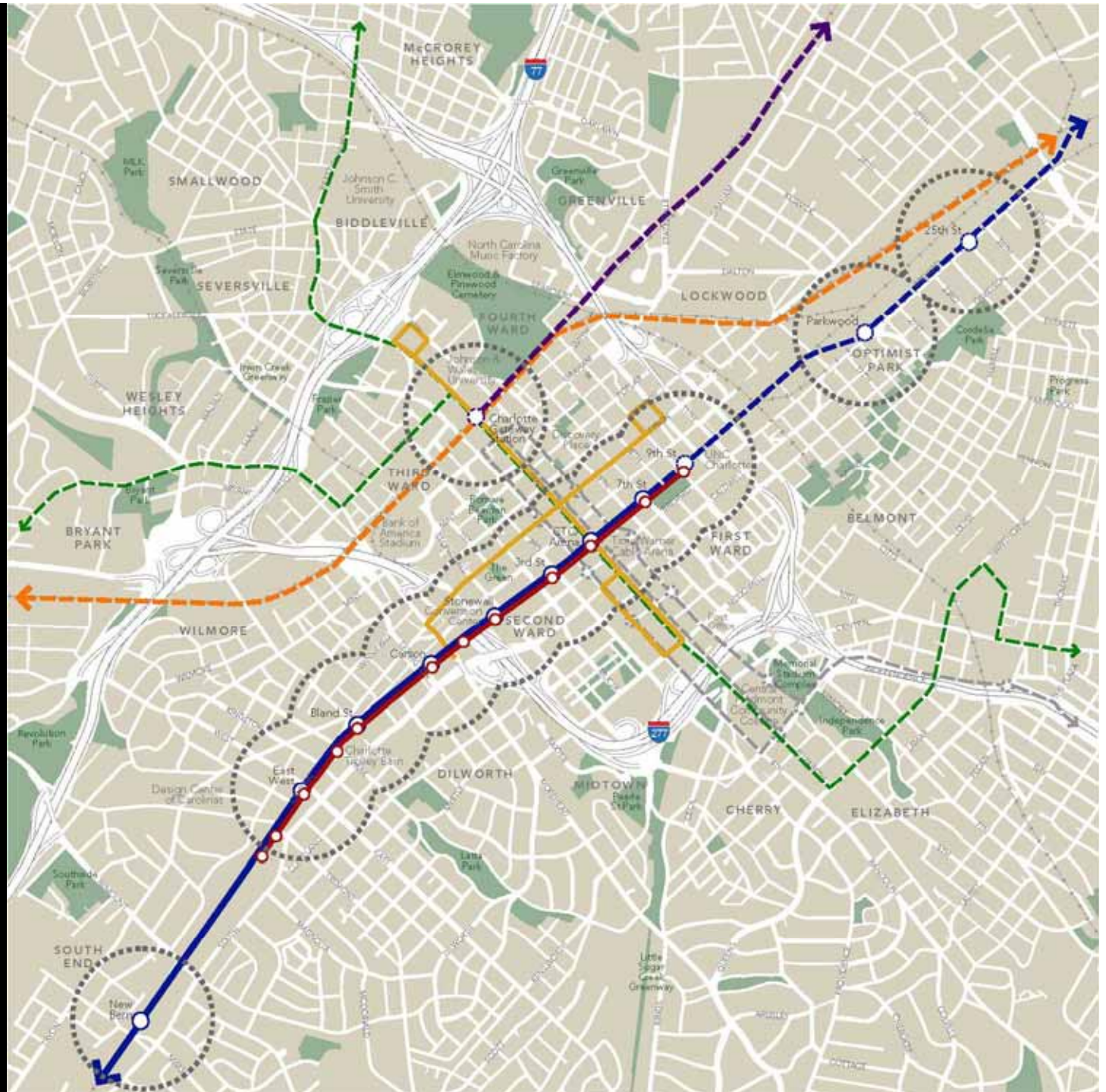


## EXISTING TRANSIT



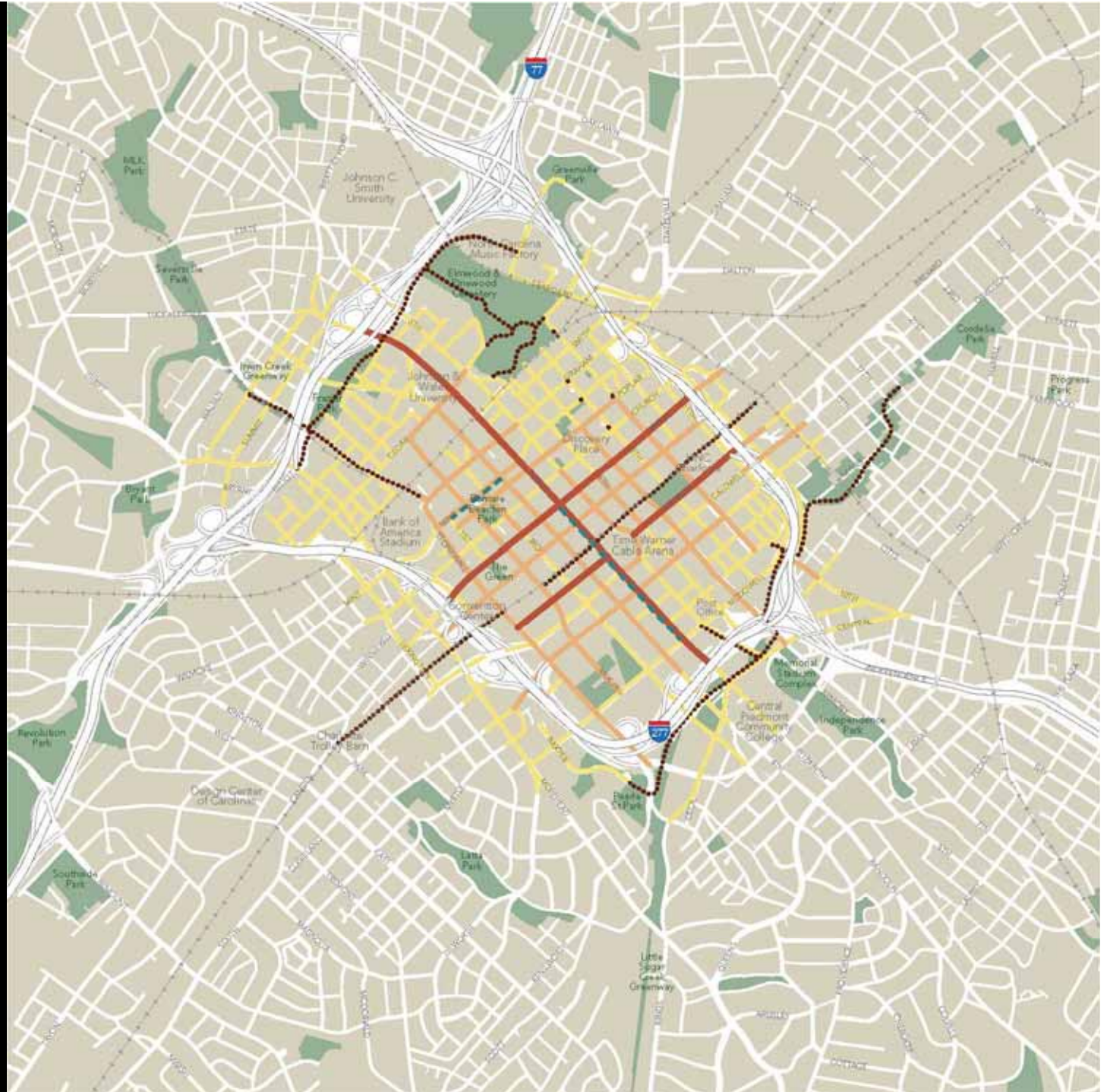


# PROPOSED TRANSIT



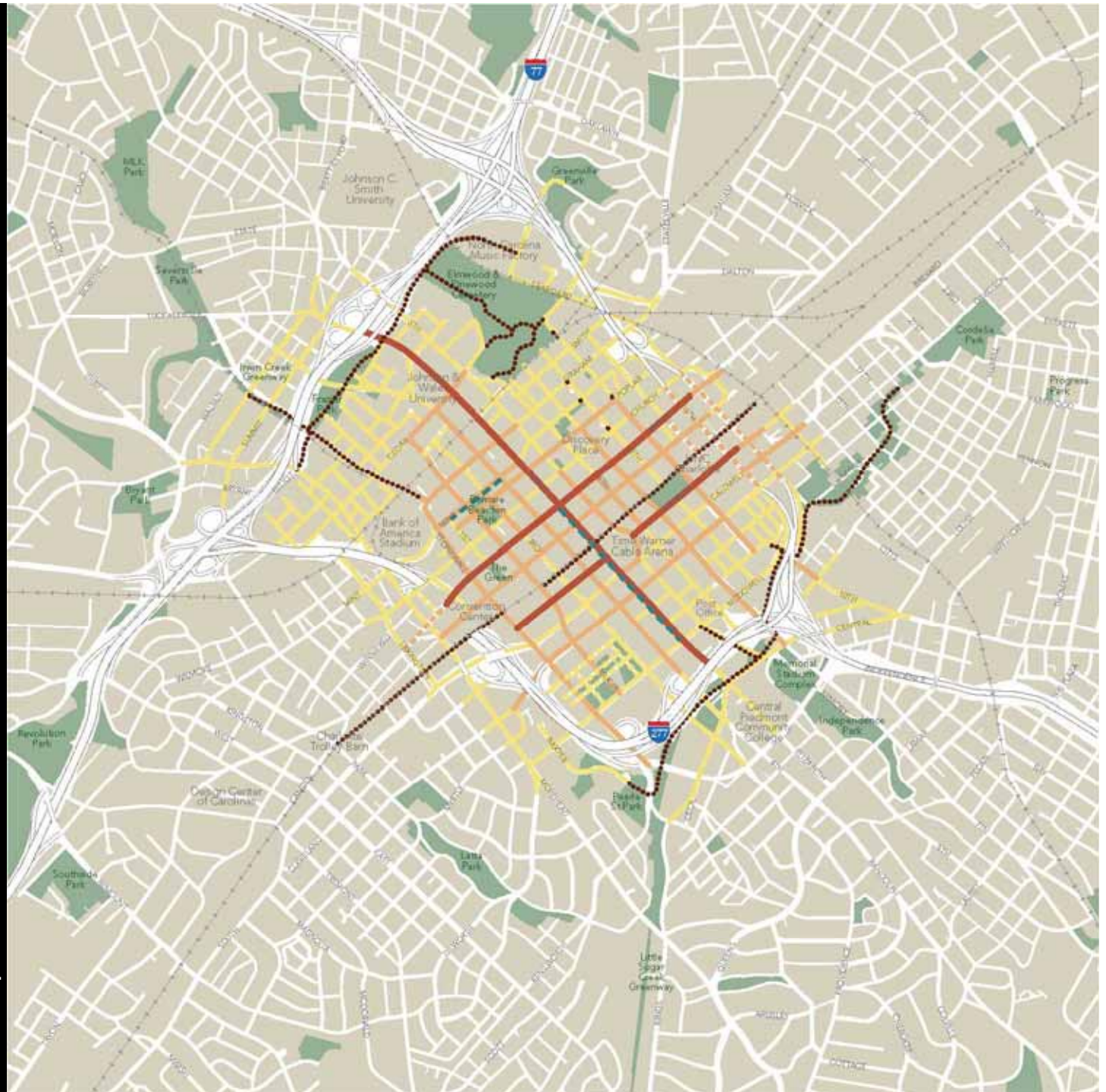


## PLANNED STREET NETWORK AND CLASSIFICATIONS





## PROPOSED STREET NETWORK AND CLASSIFICATIONS



## GOAL 4: Network of Parks, Recreation and Open Space



## Goal 4 Network of Parks, Recreation and Open Space

Center City maintains **an interconnected system of parks, open space and recreational facilities** that support healthy and active lifestyles. Parks are within walking distance of all housing, connected by trails, pathways and open spaces. Opportunities are provided to **safely and conveniently walk or bike** to major Center City destinations. The design of the Center City **park system is integrated with that of other urban infrastructure**—such as streets and transit—considers the most current environmental sustainability practices, and **connects with parks and open spaces throughout the region.**









## Policies, Projects and Programs

### **Preliminary Ideas**

- Establish dedicated funding for parks, trails, natural areas and recreation facilities
- Provide a neighborhood or community park within ½ mile of all points in Center City
- Require plaza or park space with new development
- Connect parks with boulevards and trails
- Connect to greenway system
- Build cap park (South Loop)
- Build skatepark (under freeway)





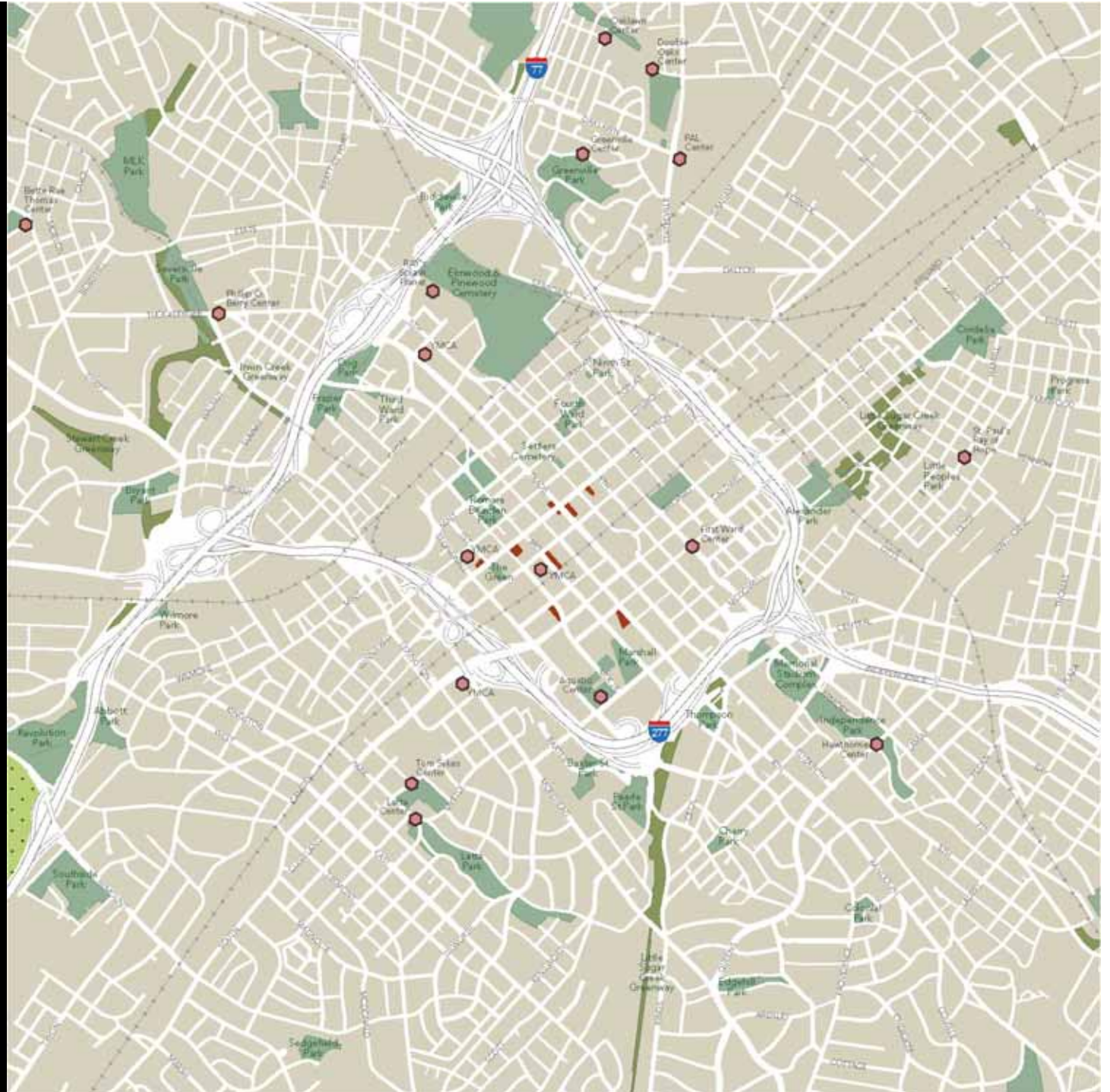
BRYANT PARK, NEW YORK CITY



# Savannah, Georgia

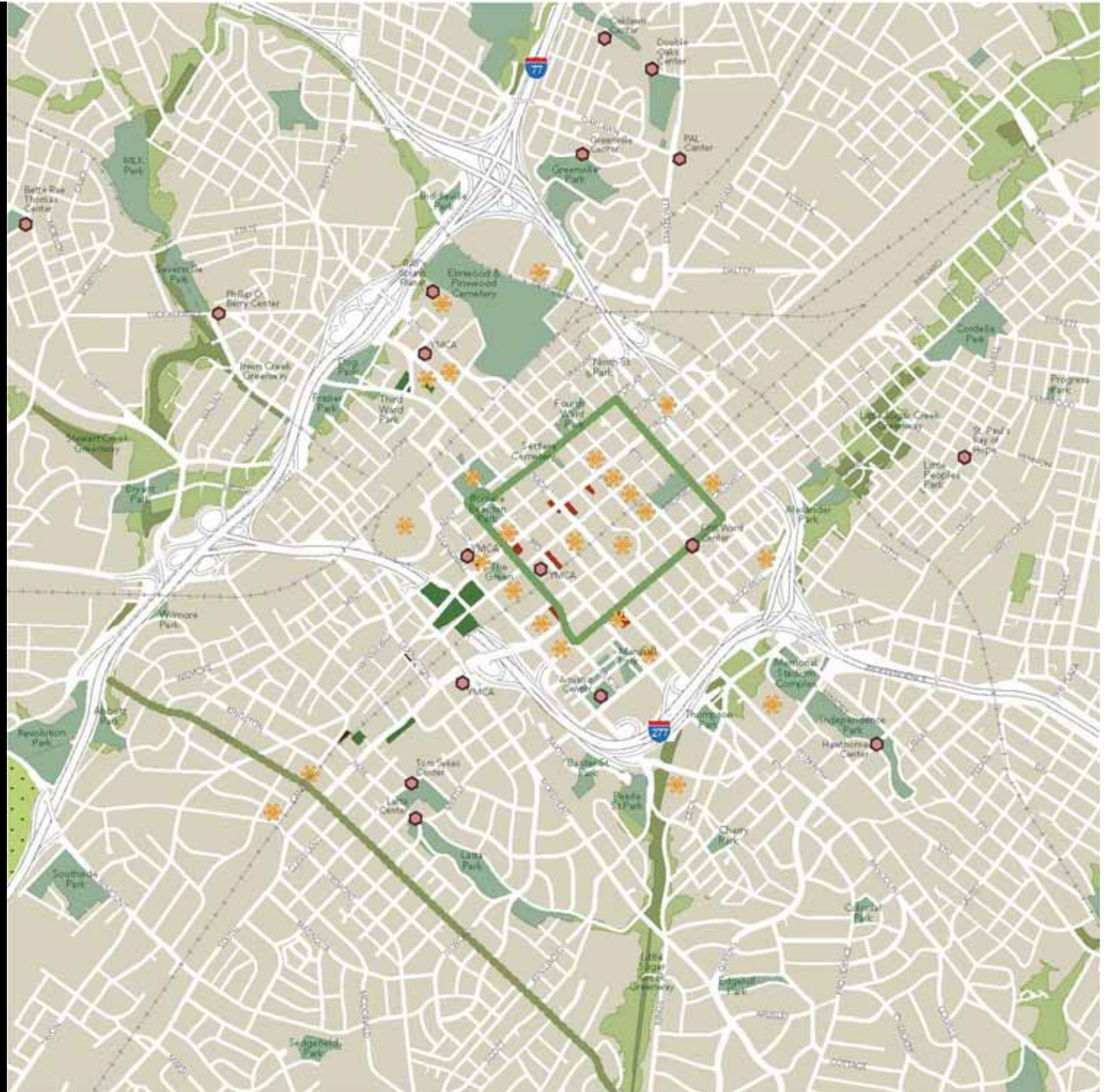


EXISTING CENTER  
CITY PARKS AND  
OPEN SPACE





PROPOSED  
CENTER CITY  
PARKS AND OPEN  
SPACE SYSTEM







*client:*  
Mecklenburg County Parks and  
Recreation & Real Estate Services

*design team:*  
LandDesign, & neighboring  
concepts

Romare Bearden Park  
Est. 2010  
Charlotte, NC

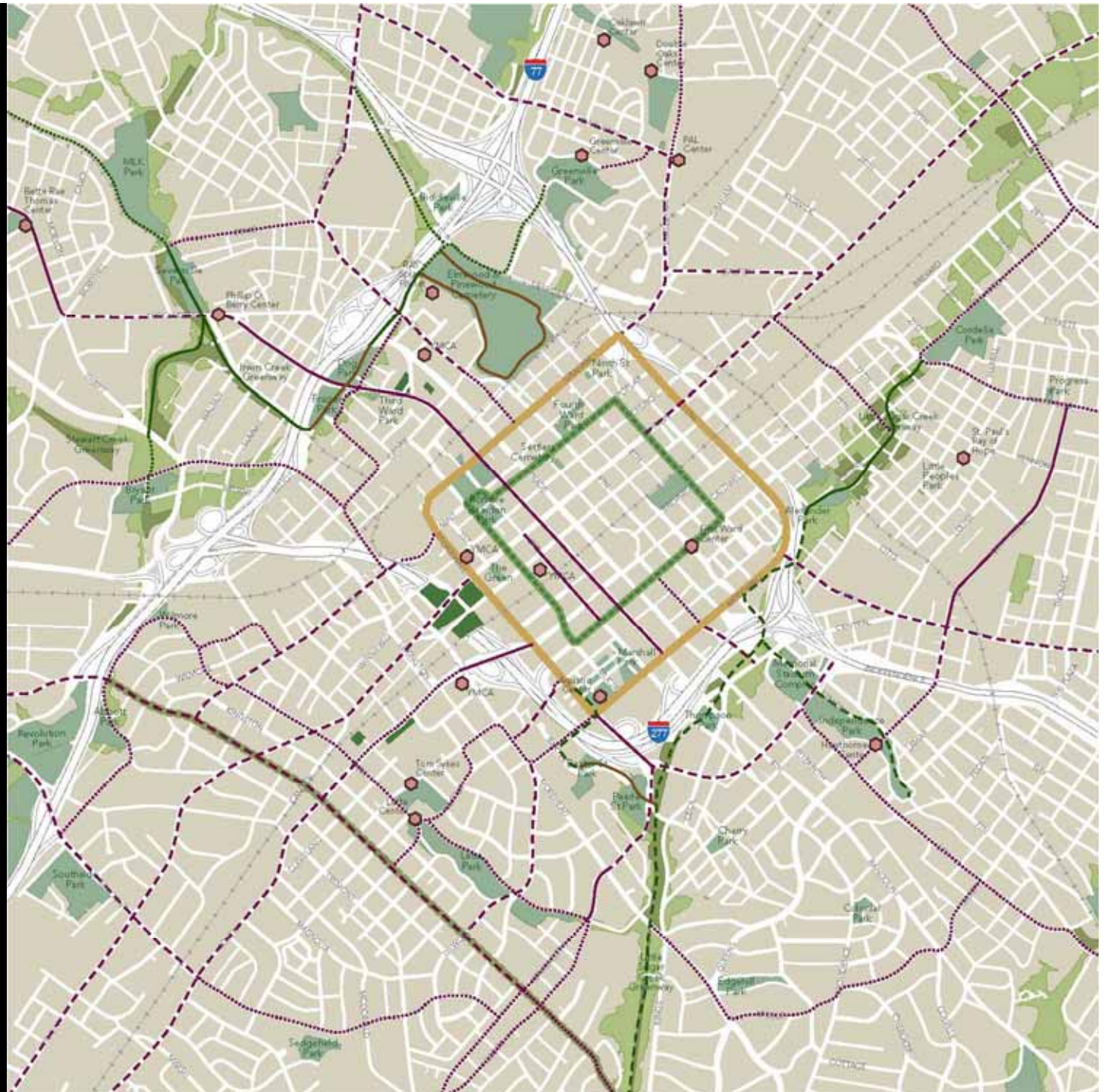


EXISTING CENTER  
CITY BIKEWAYS AND  
TRAILS





PROPOSED  
CENTER CITY  
BIKEWAYS AND



## GOAL 5: Premier Cultural, Entertainment and Hospitality Destination



## Goal 5

# Premier Cultural, Entertainment and Hospitality Destination

Center City remains the **region's major arts, culture, sports and entertainment destination** for residents and visitors. Center City is the premier location for **artists, museums and performers**. Visitors feel welcomed by the hospitality of local residents and businesses, and are presented with a **wide variety of unique attractions and destinations for all ages**. A range of accommodations and amenities support Center City's **diverse offerings of cultural, entertainment and conference facilities**.







# CHARLOTTE CONVENTION CENTER





## Policies, Projects and Programs

### **Preliminary Ideas**

- Establish an arts, cultural and sciences facilities district with the ability to levy taxes
- Create one-stop shop for purchasing tickets in Uptown
- Develop a CityPass for Center City's main attractions
- Construct minor league baseball park
- Host more food, art and other festivals
- Organize international-scale festivals (music and arts)
- Improve public transit to Charlotte-Douglas Intl.
- Improve access to nearby recreation opportunities
- Develop comprehensive branding strategy

## GOAL 6: Thriving Retail, Restaurants and Night Life



## Goal 6 Thriving Retail, Restaurants and Night Life

Center City offers **distinctive, niche retail and restaurant offerings** that complement and support all uses and functions. Clubs and bars attract adults of all ages. **Retail, restaurant and night life offerings serve residents, businesses, office users and visitors**, making Center City a compact and vibrant 24-hour activity center. A **strategic mix** of local, regional and national proprietors help differentiate the multiple commercial centers within Center City and distinguish these **unique urban and neighborhood centers** from other regional destinations.



## Trends Center City Retail

- 1.95 million square feet in Uptown and Midtown
- An additional 400,000 square feet new, proposed or under construction
- More than 186 restaurants
- Over 50 night spots



## Policies, Projects and Programs

### **Preliminary Ideas**

- Establish incentives to spur retail
- Identify and recruit niche/themed retail
- Explore addition of unique anchor store/s
- Implement Brevard Street Concept
- Facilitate food carts to activate parking lots
- Develop sports and entertainment district/s
- Promote live music venues
- Create a public market
- Encourage more sidewalk cafes
- Develop a retail target and differentiation strategy

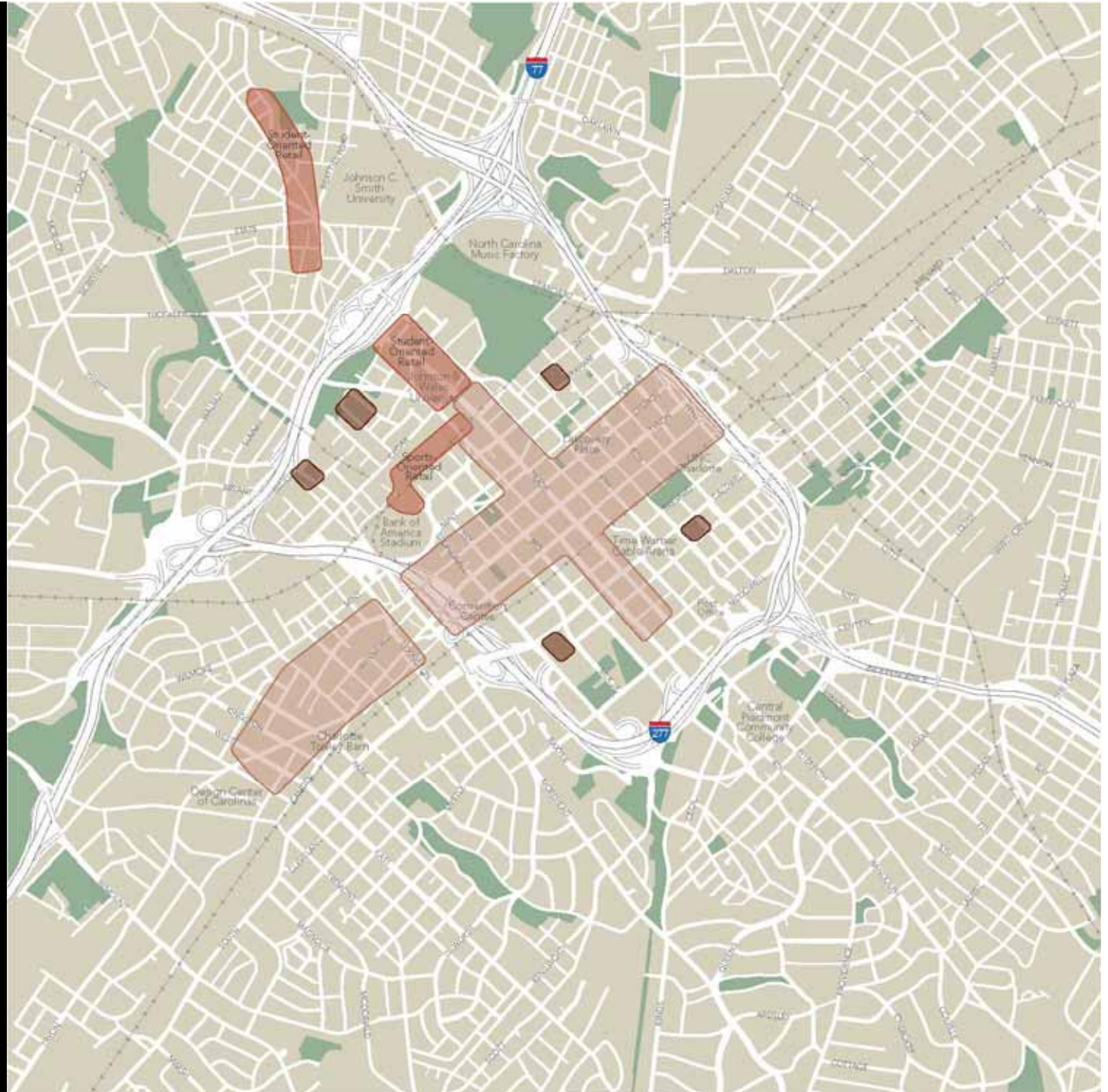




UNION SQUARE, SAN FRANCISCO



## 2020 RETAIL STRATEGY



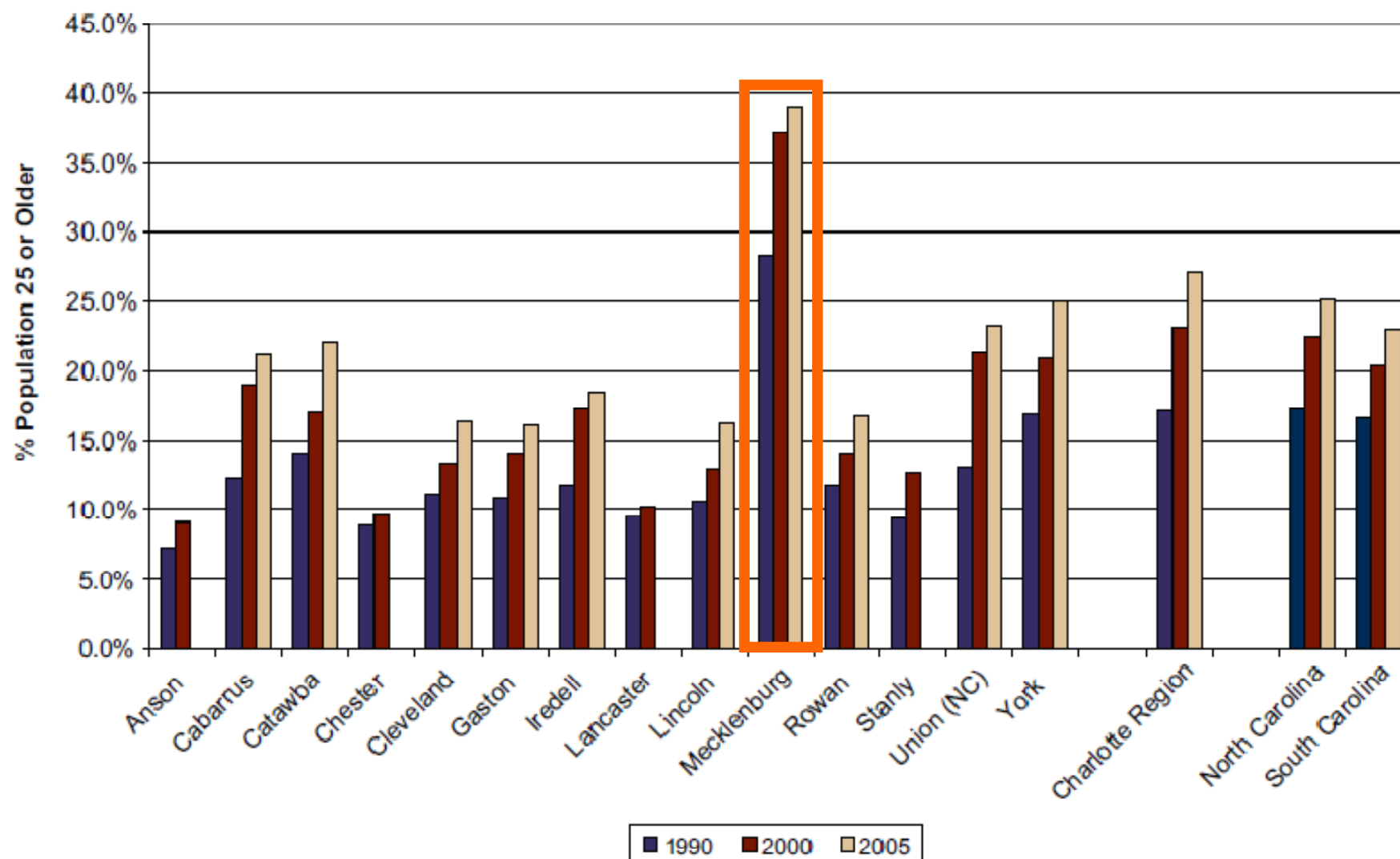
## GOAL 7: Lifelong Learning



## Goal 7 Lifelong Learning

Center City offers a **full range of educational opportunities for citizens at every stage of their lives**. Center City's many outstanding K-12 schools, colleges and universities continue to offer **excellent, innovative education** and increase the human capital of the City and region. An **educated and well-trained workforce** contributes to Center City's standing as the economic hub of the region and a major competitor for national and international enterprise and industry. **Formal and informal learning opportunities abound** for residents and visitors of all ages.

Percent of Population 25 and Older with Bachelor's Degree or Higher









## Policies, Projects and Programs

### **Preliminary Ideas**

- Explore potential shared and joint use facilities
- Encourage collaboration through improved transit between schools
- Add magnet school in Center City
- Create medical/grad school building with proximity to Carolinas Medical and Presbyterian
- Provide affordable housing for college and graduate students
- Improve local schools

## GOAL 8: Wellness and Healthy Lifestyles

## Goal 8

# Wellness and Healthy Lifestyles

Center City supports an environment of wellness with **access to healthy and affordable food choices, recreation, active transportation and health care**. Quality health care, healthy grocery stores and recreation facilities are planned and **designed to complement existing neighborhoods**. Residents have convenient access to services and visitors are attracted to the **high quality facilities, excellent medical staff and specialty practices**. Clinics, medical office buildings and other health-related businesses are drawn to Center City.











## Policies, Projects and Programs **Preliminary Ideas**

- Improve air and water quality
- Increase access to health care
- Educational campaign for walking/biking
- Strengthen local food systems
- Safe Routes to School
- Preserve and better involve churches, synagogues and other places of worship



## GOAL 9: Civic Heart of the Region

## Goal 9 Civic Heart of the Region

As the ceremonial heart of Charlotte, Center City remains the **location for all major civic and government facilities and events**. At the center of the greater region, Center City also provides residents and businesses **access to public services and government offices**. Government agencies continue to provide opportunities for employment for residents while further **supporting local businesses throughout Center City**.







## Policies, Projects and Programs

### **Preliminary Ideas**

- Central public plaza/living room
- Promote transparency in decision making and planning
- Integrate city, county and regional stakeholders
- Retain major City and County functions in Uptown
- Improve Independence Square
- Develop a Charlotte zoo or aquarium











# GOAL 10: Leader in Environmental Sustainability



## Goal 10 Leader in Environmental Sustainability

Center City is a **leader in environmentally friendly development and practices**. From building design and construction materials to storm water management to purchasing and recycling, Center City reflects an **ethic of environmental stewardship**. Infrastructure is designed to minimize use of nonrenewable resources and waste while **supporting green choices**, including sustainable design, use of active and shared transportation, purchase of locally grown foods and participation in a comprehensive waste management and recycling program.







## Policies, Projects and Programs **Preliminary Ideas**

- Green development standards
- Regulations to promote infill and brownfield redevelopment and discourage greenfield development
- Identify target areas for high density housing
- Low emission/alternative fuel fleet vehicles and public transit
- Farmers market
- Transportation Demand Management (TDM)
- Integrated stormwater management (Green Streets, rainwater gardens, catchment, etc.)
- Comprehensive recycling program











# Focus Areas and Catalytic Sites



# Focus Areas

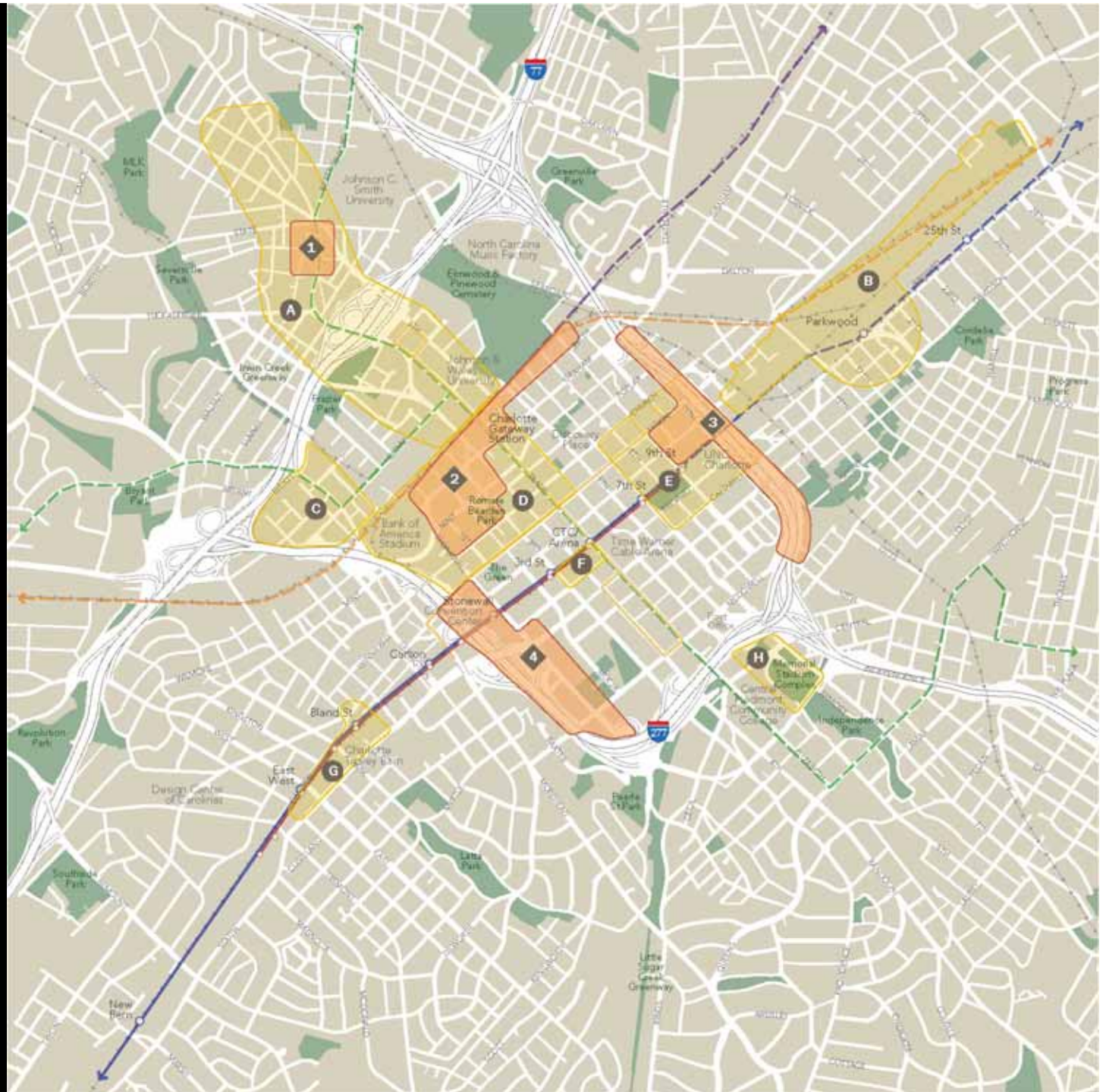
## Criteria and Treatment

- **Criteria**
  - Support of 2020 Vision and Goals
  - Concentration of Vacant and/or Underutilized Areas
  - Gap or Missing Link Among New and/or Planned Projects
  - Opportunity to Improve Connectivity
- **Treatment**
  - Vision and Goals
  - Target Uses
  - Infrastructure Improvements
  - Models and Precedents

# Catalytic Sites Criteria and Treatment

- **Criteria**
  - Publicly-Owned Land
  - Capacity to Leverage Public Assets and Investment
  - Opportunity to Facilitate/Frame Additional Development
  - Opportunity to Model Desirable Prototype
- **Treatment**
  - Conceptual Program
  - Economic Analysis
  - Illustrative Plan Diagram
  - Rendering Depicting Potential Scale and Massing
  - Design Guidelines

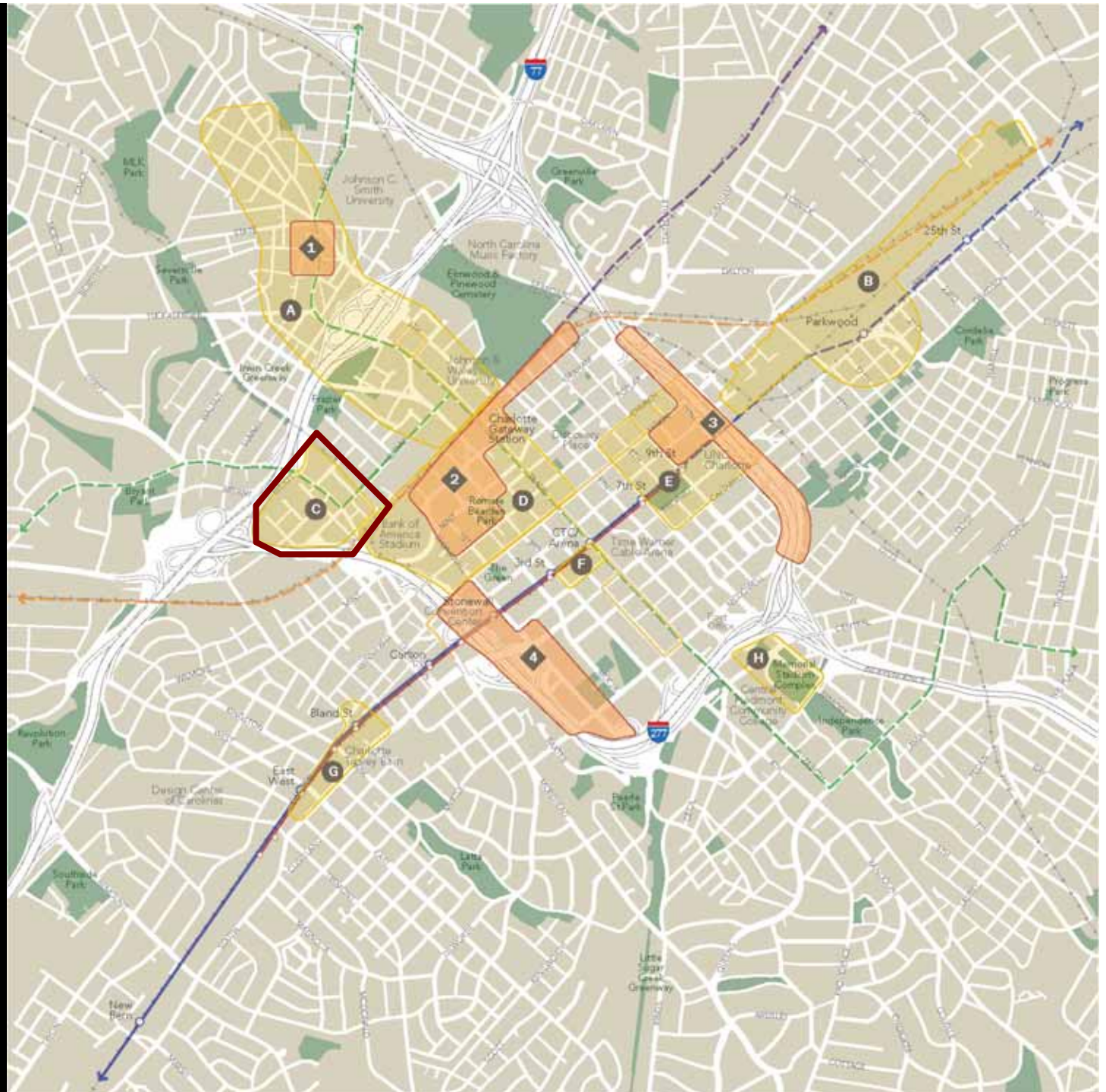
## FOCUS AREAS AND CATALYTIC SITES





Focus Areas

## FOCUS AREAS AND CATALYTIC SITES



## Focus Areas **Beazer Site**

- **Vision**
  - Affordable and Workforce Housing with Adaptive Reuse of Historic Structures and Neighborhood Supporting Retail
- **Targeted Uses**
  - Medium Density Residential
  - Mixed Use Residential
  - Warehouse/Mixed Use Office
  - Institutional



# CHARLOTTE

## Center City 2020 Vision Plan

### Focus Area: Beazer

- Freeway/Ramp
- Rail
- Focus Area Boundaries
- Building Footprint
- Proposed High Speed Rail
- Proposed Street Car
- Existing Park and Open Space
- Proposed Park/Plaza
- Designated/Proposed Greenway
- Existing Trail
- Park Trail Connection
- Bikeway Opportunity
- Priority Retail Edge
- Priority Streetscape Improvements
- Pedestrian Crossing Improvements
- Activity Node



0 150 300 Feet

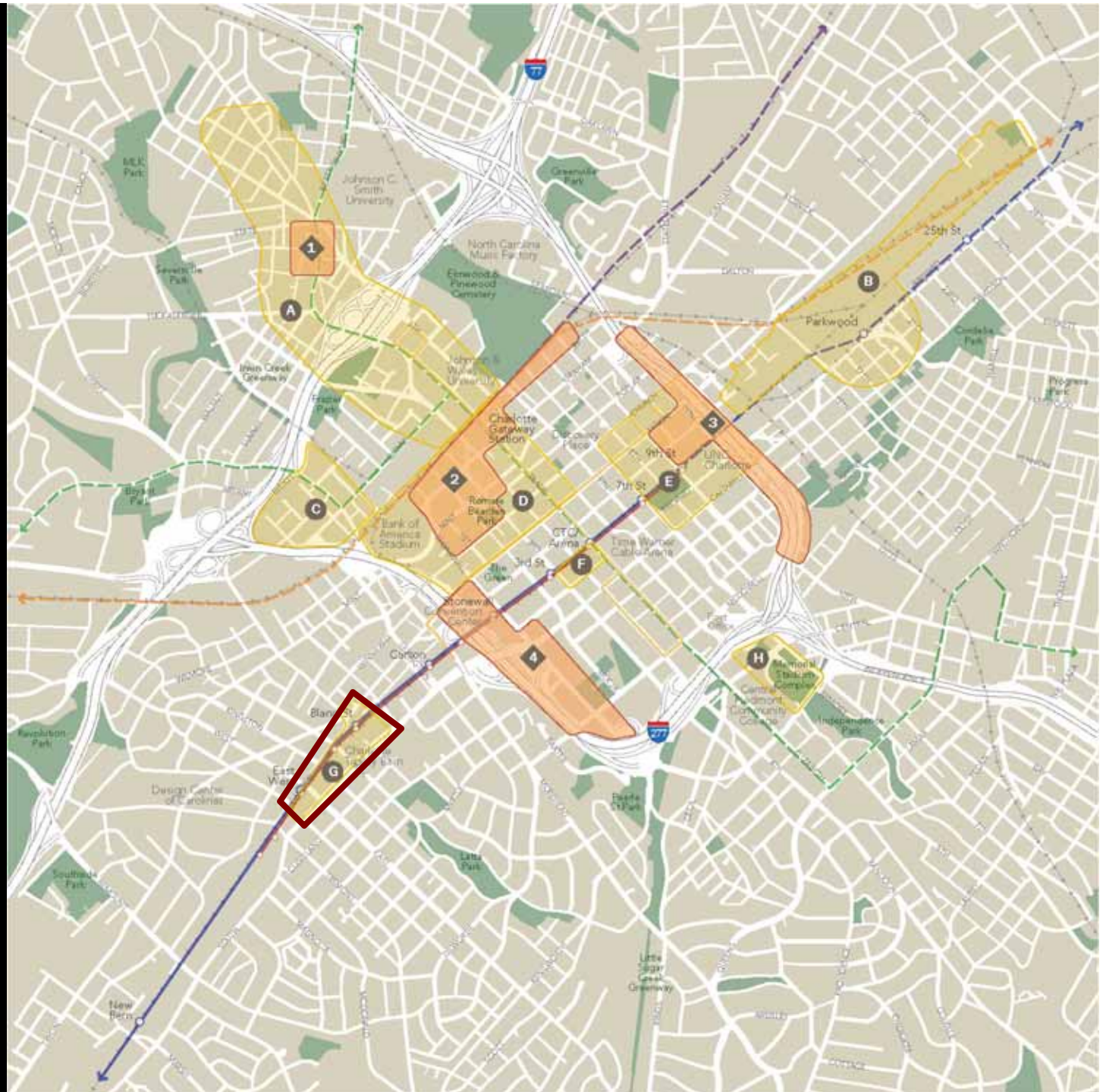


Revised 02.11.10  
Data Source: Mecklenburg County GIS





## FOCUS AREAS AND CATALYTIC SITES





## Focus Areas

### South Blvd./South End Station Areas

- **Vision**
  - Walkable Transit Supportive District with High Density of Housing, Office and Retail
- **Targeted Uses**
  - Medium to High Density Mixed Use Residential
  - Medium Density Mixed Use Office
  - Neighborhood/Niche Retail along Camden
  - Community Retail along South Boulevard

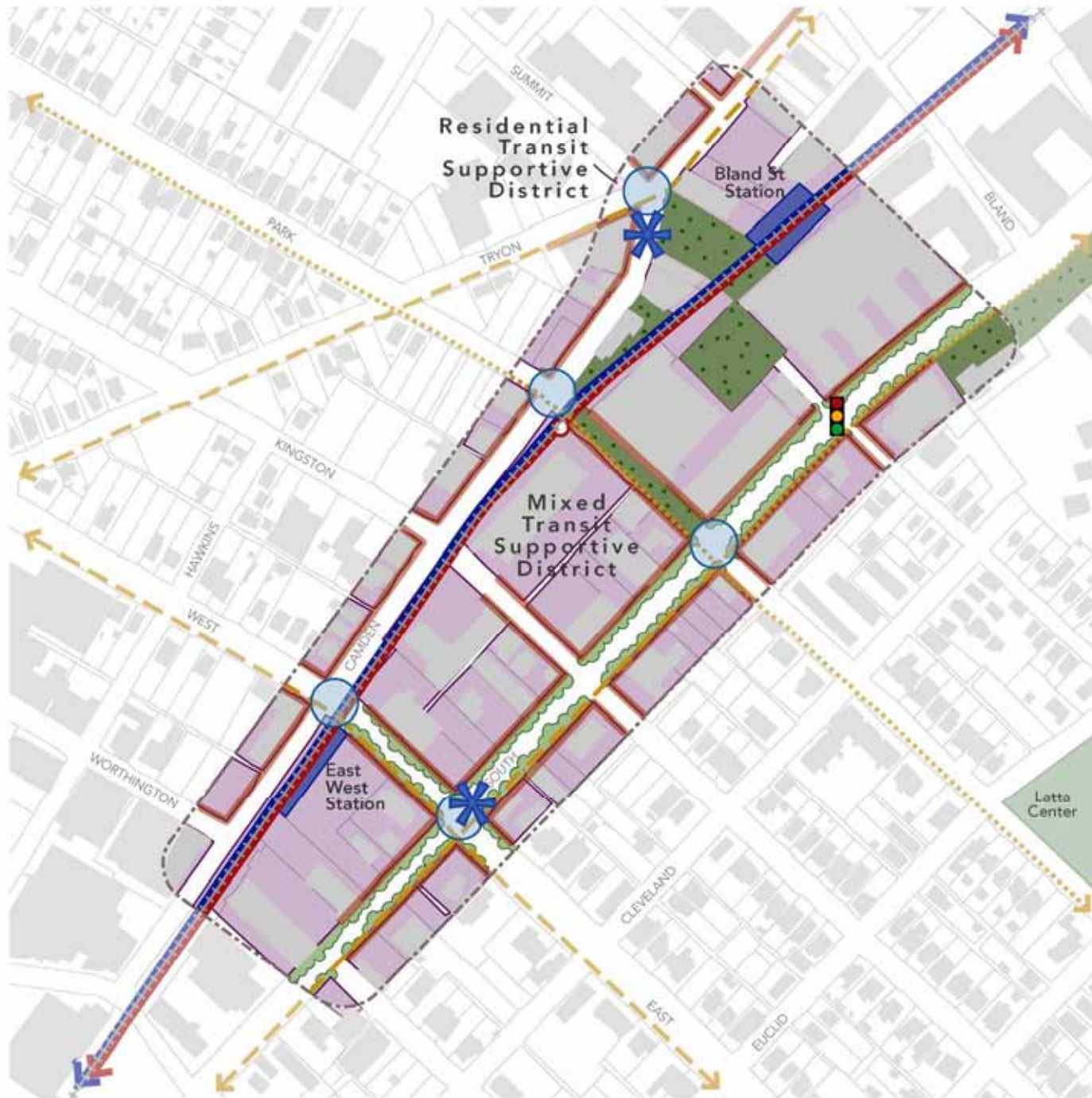


# CHARLOTTE

## Center City 2020 Vision Plan

### Focus Area: South and East West

- Freeway/Ramp
- Rail
- Focus Area Boundaries
- Building Footprint
- LYNX Blue Line Light Rail
- Charlotte Trolley & Stop
- Transit Station
- Existing Park and Open Space
- Proposed Park/Plaza
- Planned Bikeway
- Bikeway Opportunity
- Traffic Signal
- Priority Retail Edge
- Priority Streetscape Improvements
- Pedestrian Crossing Improvements
- Activity Node

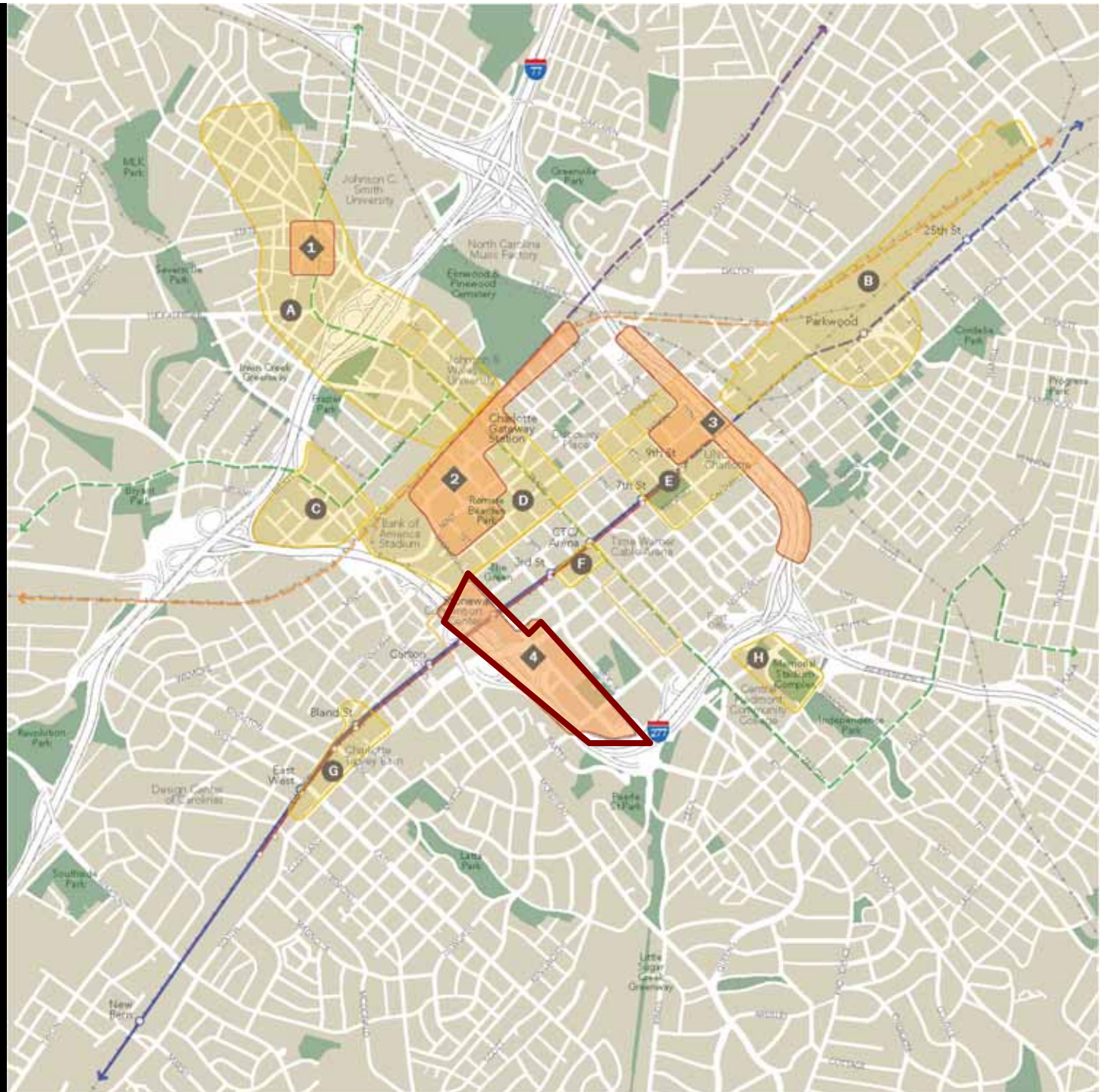


Additional Focus Areas In Progress; will be added early next week

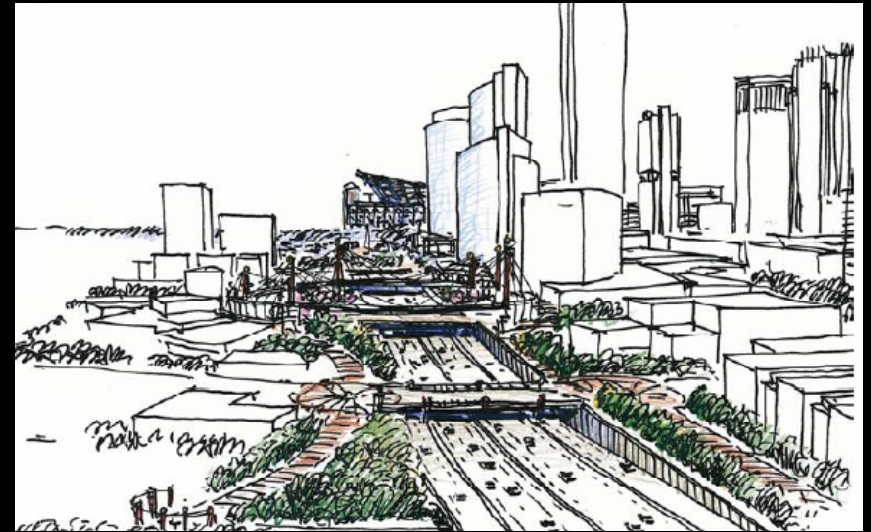
Catalytic Sites



## FOCUS AREAS AND CATALYTIC SITES

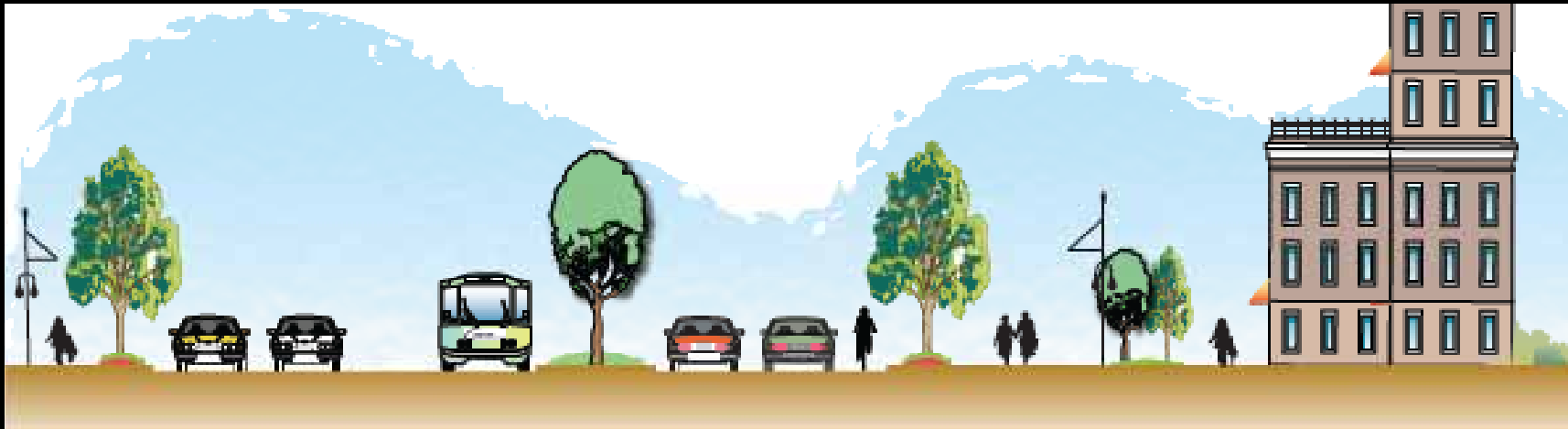






I-277 Planning Charrette  
(Concept A above; Concept B below)





I-277 Land Development Framework  
(Stonewall Streetscape above; linear park below)







## 2<sup>nd</sup> Ward Master Plan

(Stonewall Street above left; Cap Park above right; Marshall Park below)







# CHARLOTTE

Center City 2020 Vision Plan

Catalytic Site : Stonewall



KEY MAP



Revised 01.25.10

Data Source: Mecklenburg County GIS



CENTER CITY



VISION PLAN





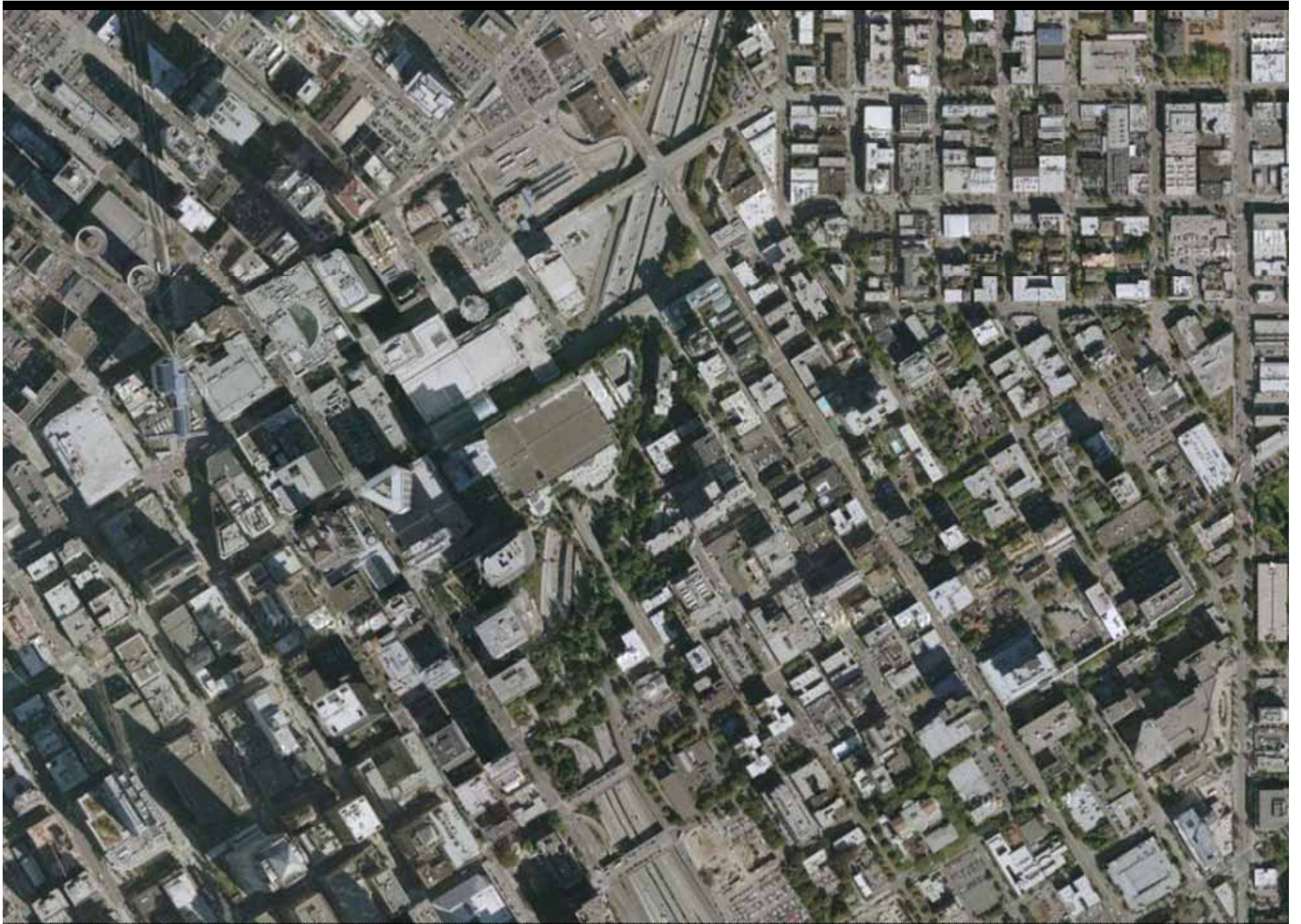
Dallas, TX





Dallas, TX





Seattle, WA



Interstate 5, Seattle, WA, United States  
Address is approximate



Seattle, WA



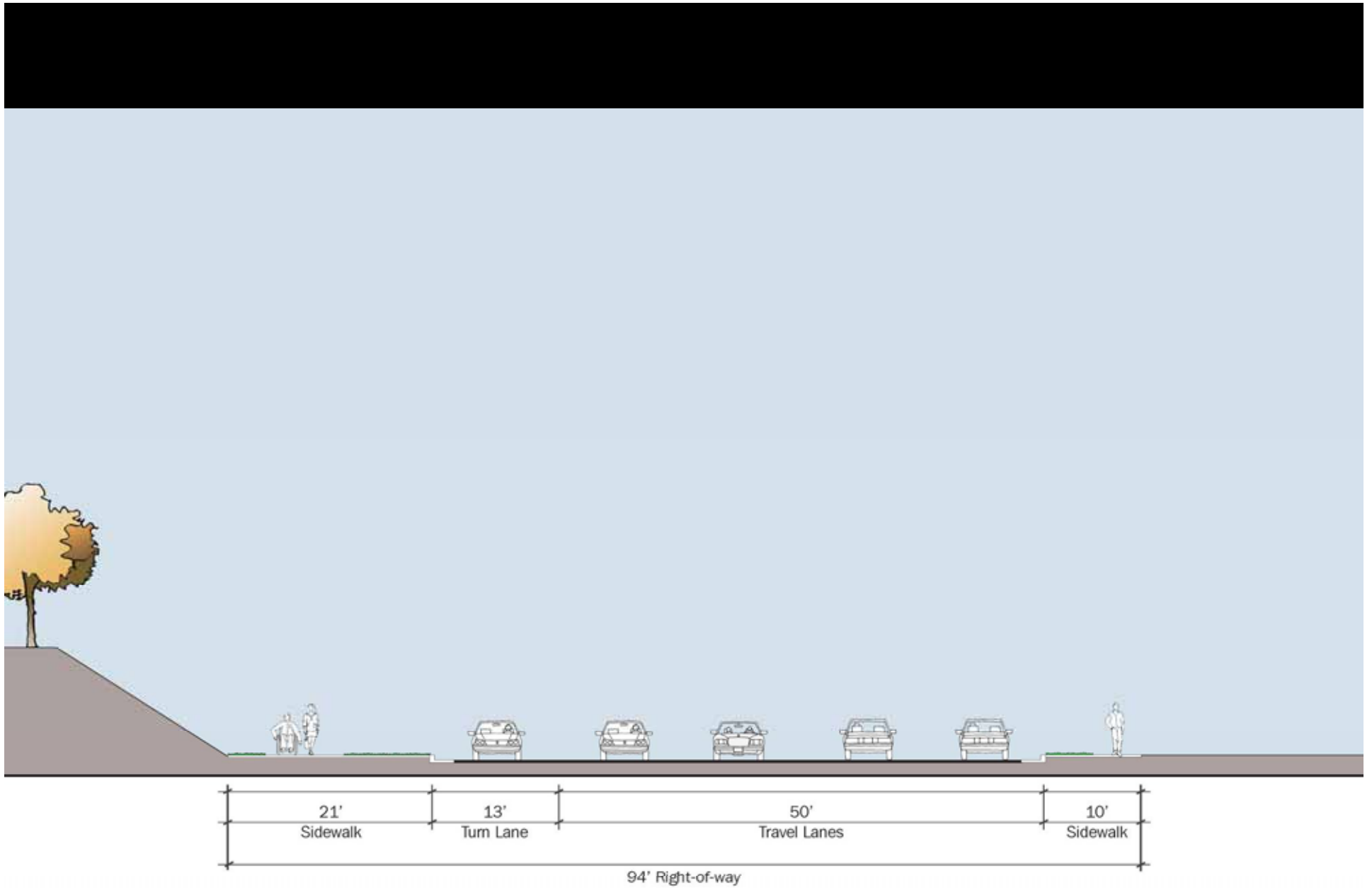


Seattle, WA



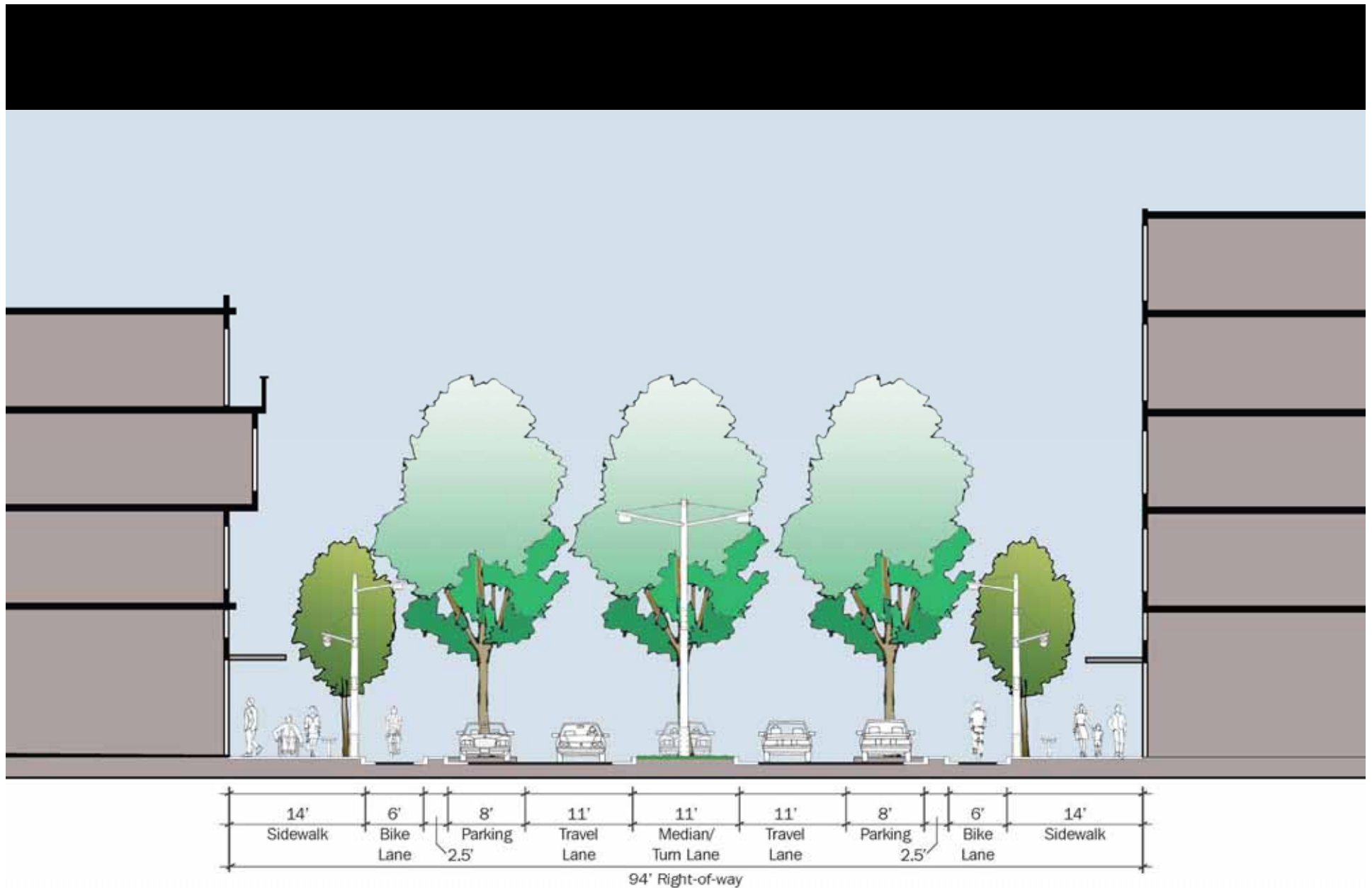


Millennium Park, Chicago, IL



STONEWALL – Existing





STONEWALL – Proposed





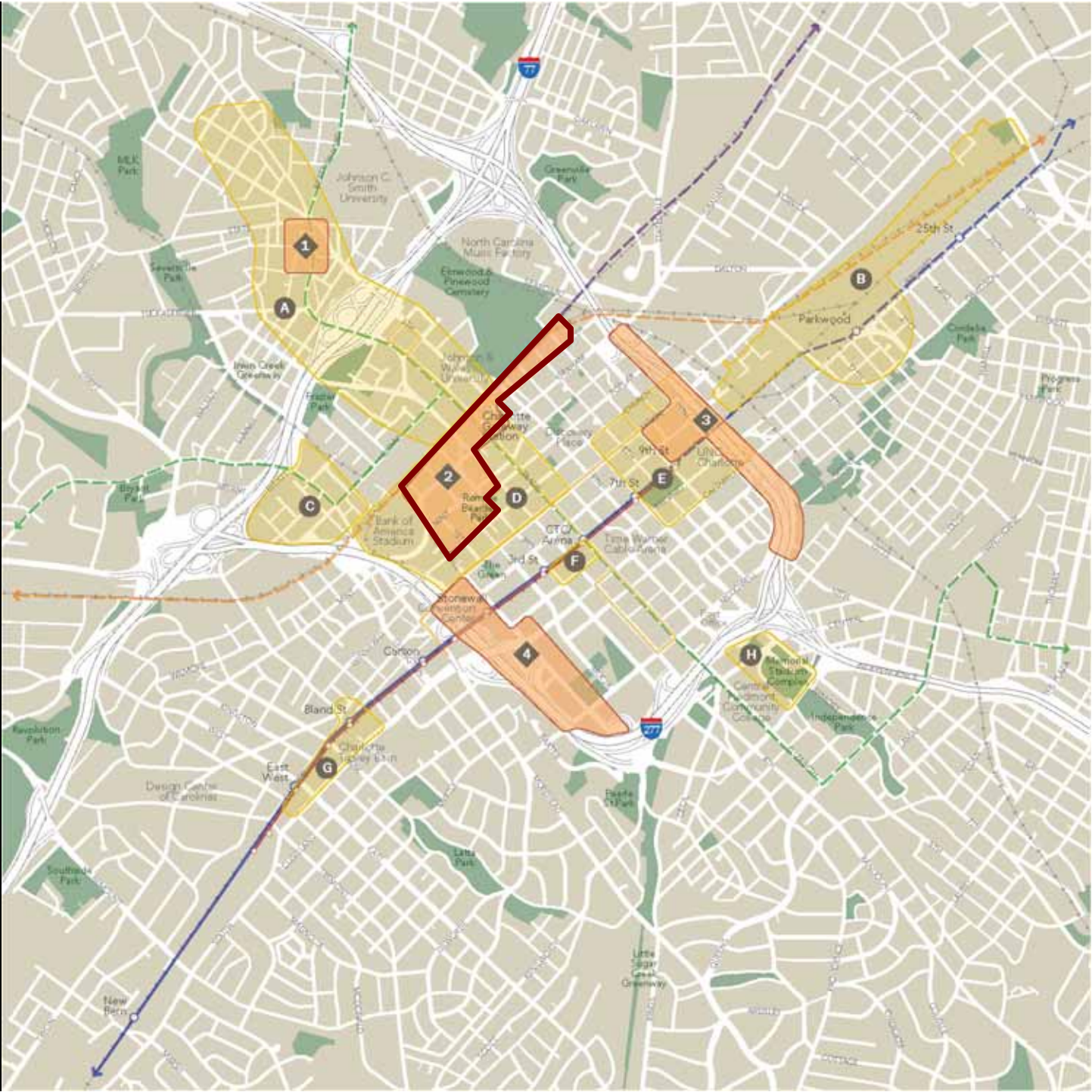








# FOCUS AREAS AND CATALYTIC SITES







## Gateway Station Area Plan

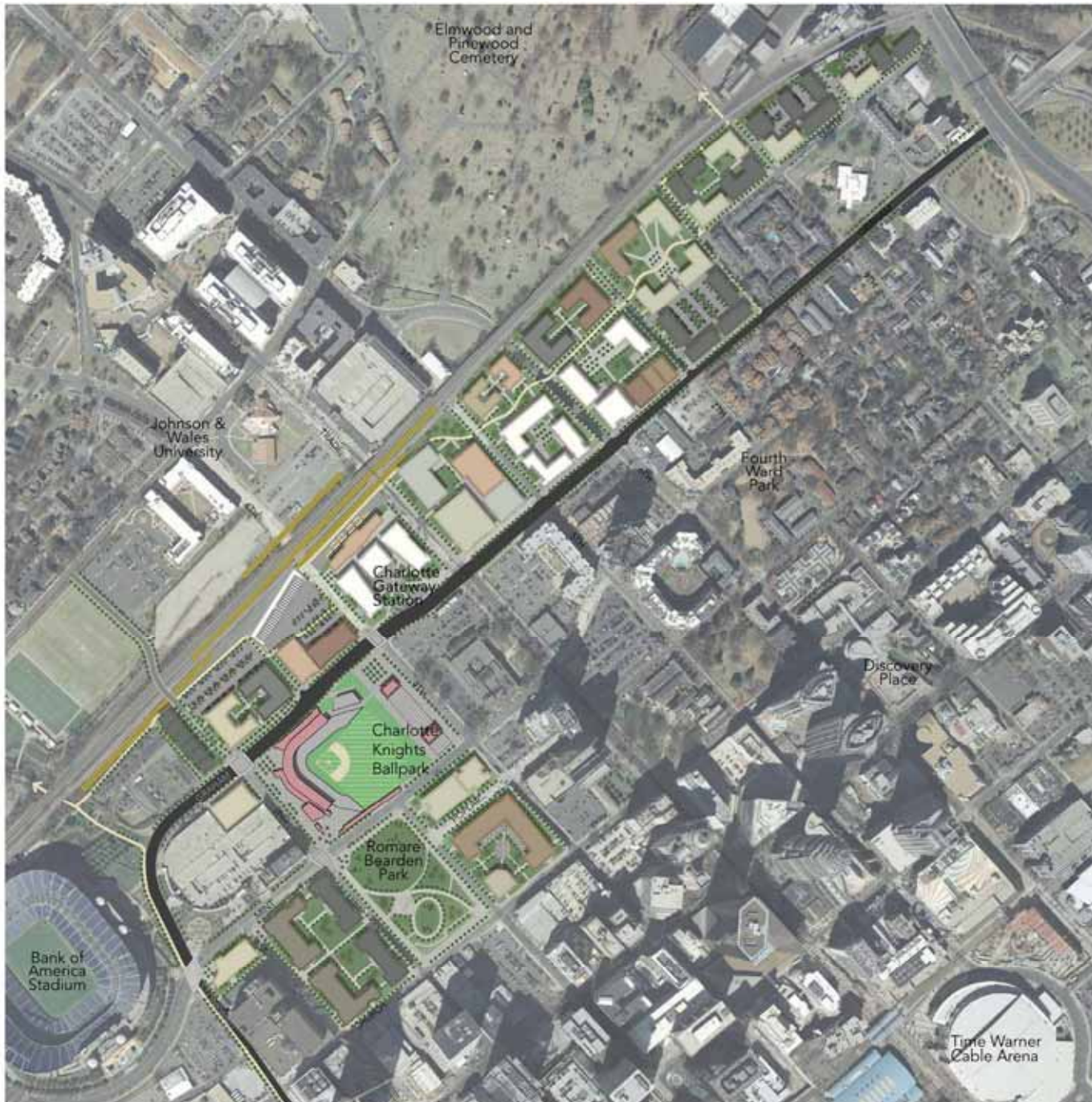
(Gateway Station above; Gateway Center below)





## Knights Ballpark

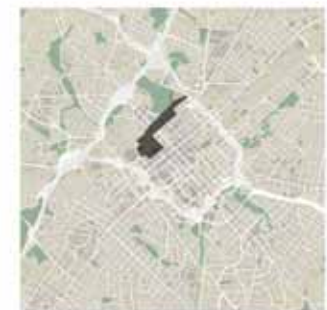




# CHARLOTTE

## Center City 2020 Vision Plan

**Catalytic Site : Gateway/  
Ballpark**



KEY MAP



Revised 01.05.10  
Data Source: Mecklenburg County GIS





# San Diego Union Station

- Population Density: ~7 people/acre
- Housing Density: ~3 dwelling units/acre
- Commuters: ~52% (~18 minute average commute)
- Top Uses: Office, Comm. & Entertainment



1/2 Mile Radius





Union Station, San Diego, CA

# San Diego Union Station





# Denver Union Station

- Population Density: 6 people/acre
- Housing Density: 5 du/ac
- Commuters: 54% (21 min. avg. commute)
- Key Uses: Entertainment & Office



1/2 Mile Radius





PROPOSED DEVELOPMENT, UNION STATION, DENVER





Union Station Area, Denver, CO

# Chicago Union Station

- Former manufacturing corridor transitioned into live work entertainment center
- Population Density: 9 people/ac
- Housing Density: 6 du/ac
- Commuters: 72% (22 min. avg. commute)
- Key Use: Office, Residential, Entertainment



1/2 Mile Radius



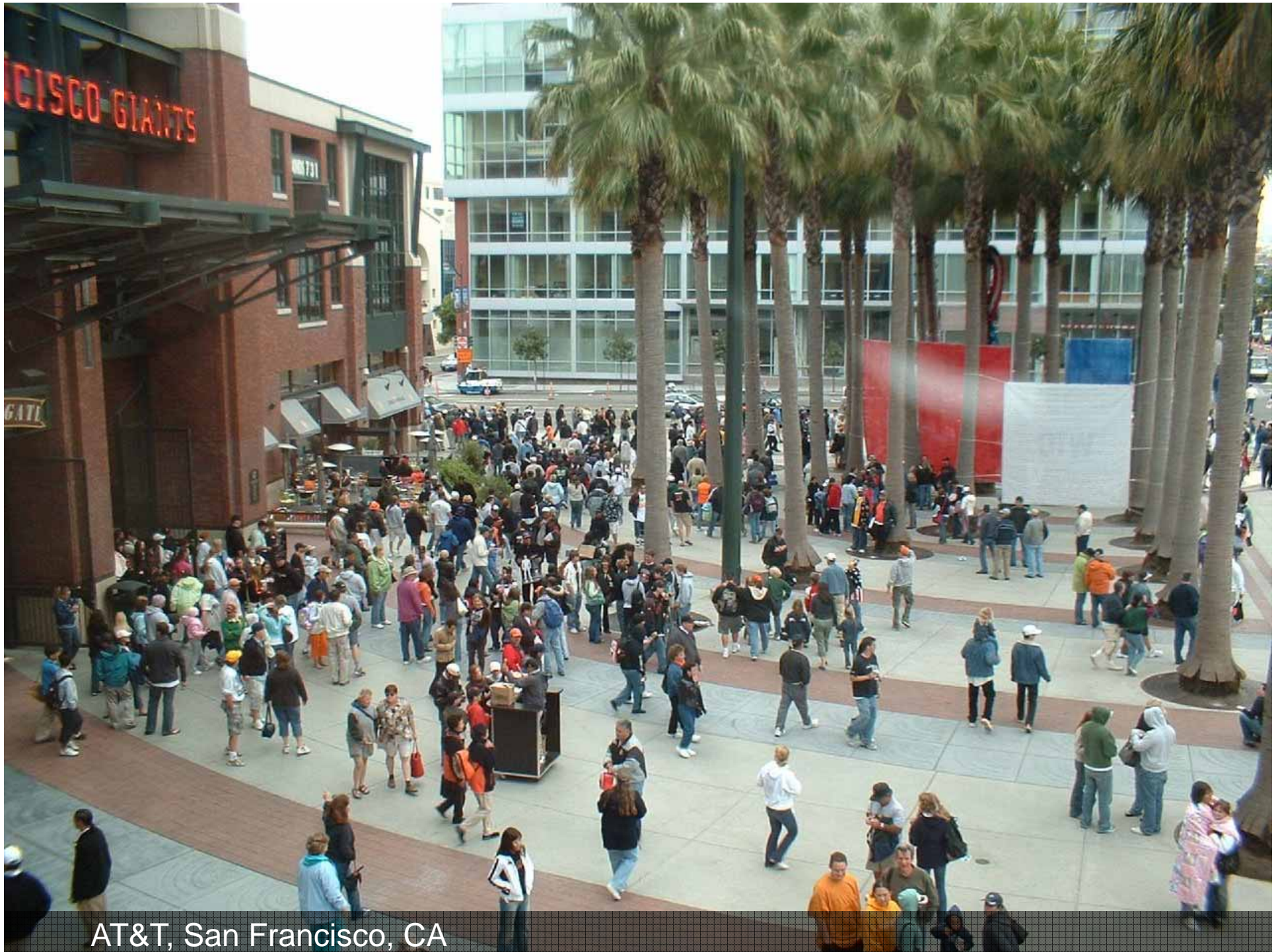


Union Station Area, Chicago, IL



AT&T, San Francisco, CA





AT&T, San Francisco, CA





Wrigleyville, Chicago, IL





PGE Park, Portland, Oregon





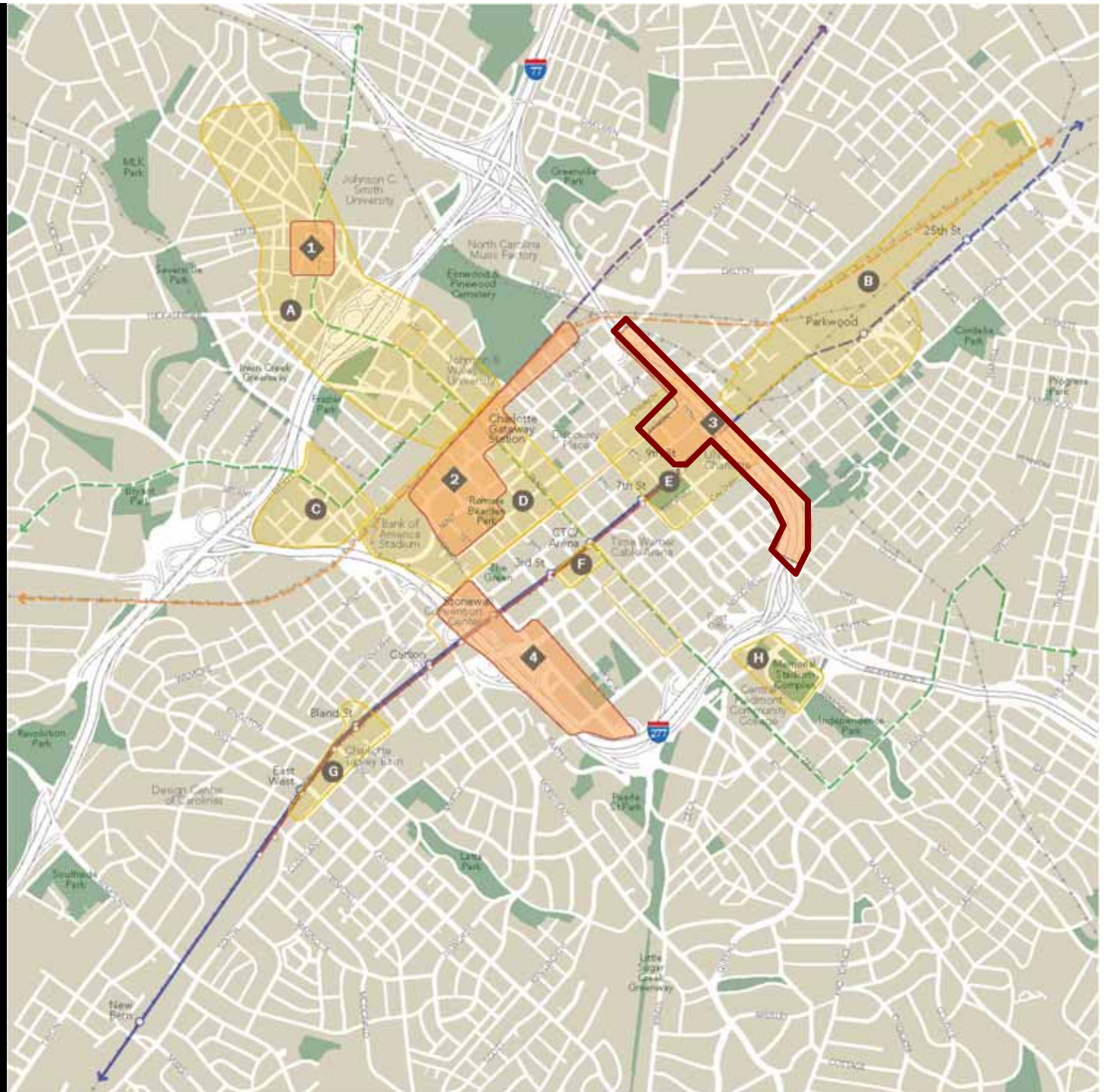
PGE Park, Portland, Oregon



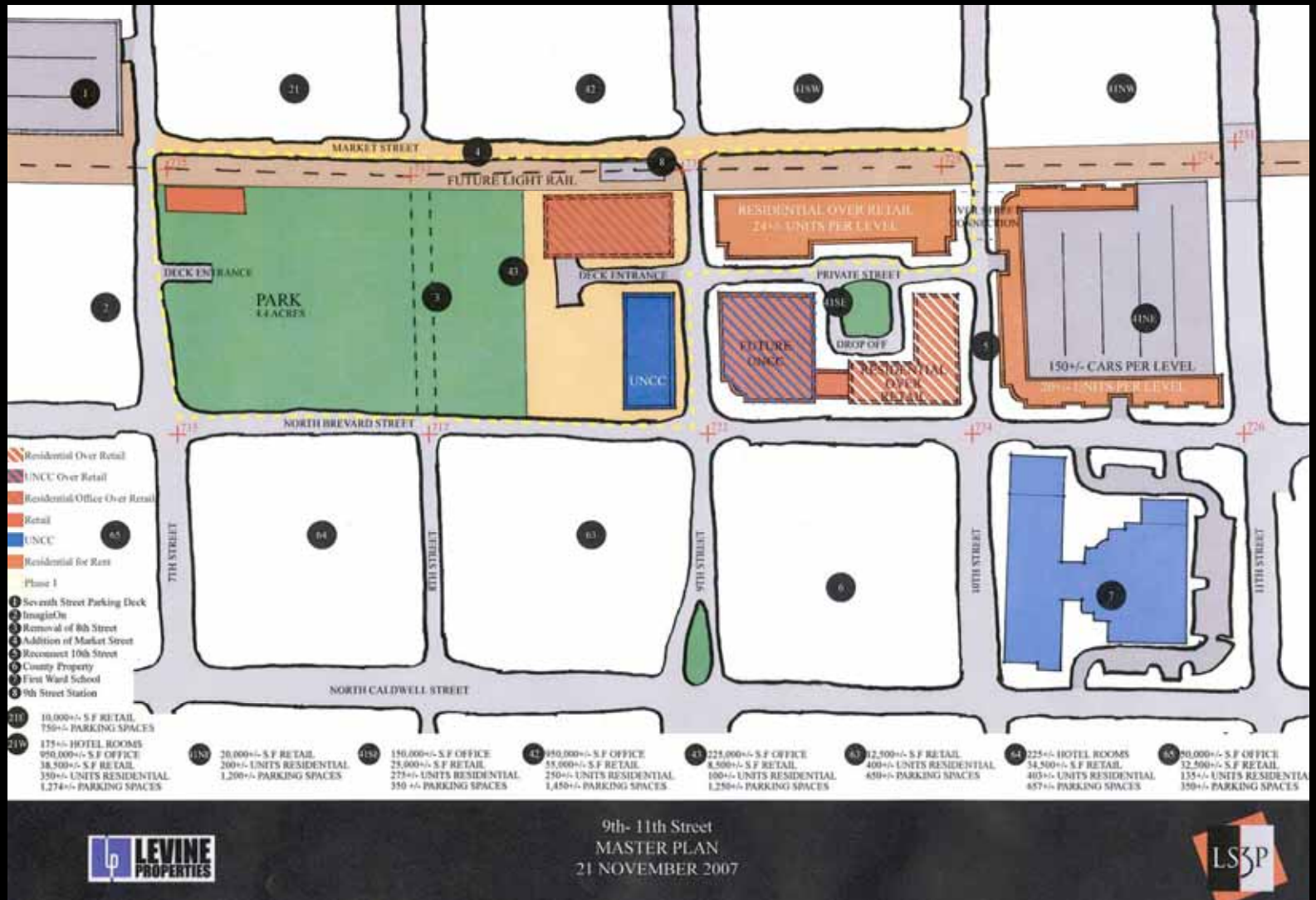
Petco Park, San Diego, California



## FOCUS AREAS AND CATALYTIC SITES



# 9th-11th Street Master Plan







# CHARLOTTE

Center City 2020 Vision Plan

Catalytic Site : Brookshire



KEY MAP



Revised 01.05.10  
Data Source: Mecklenburg County GIS



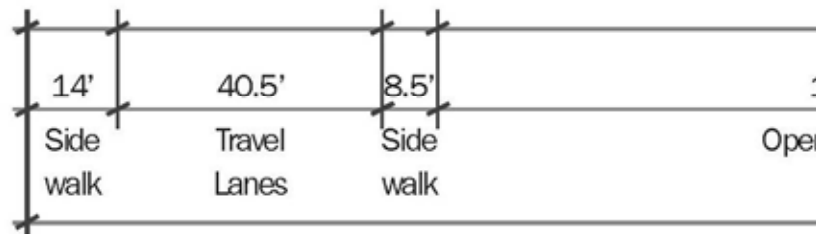
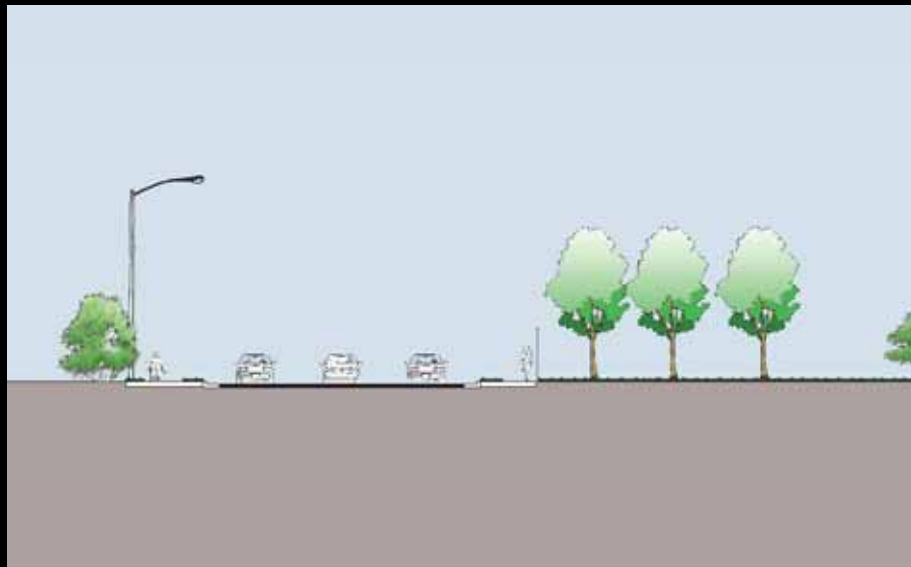


11<sup>TH</sup> and 12<sup>TH</sup> STREET – Existing

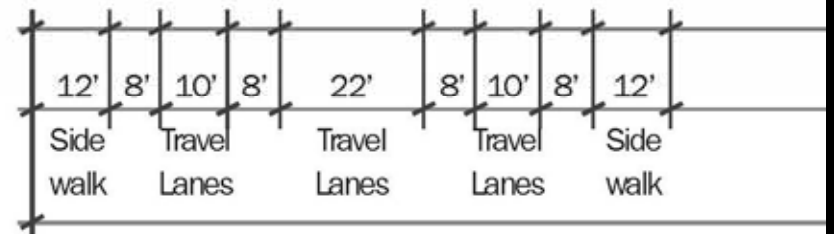




11<sup>TH</sup> and 12<sup>TH</sup> STREET – Proposed



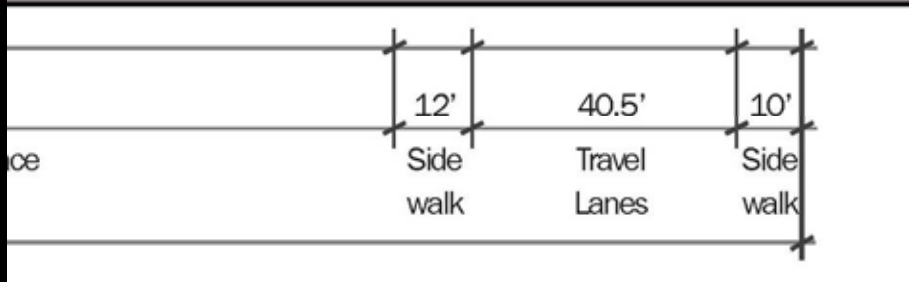
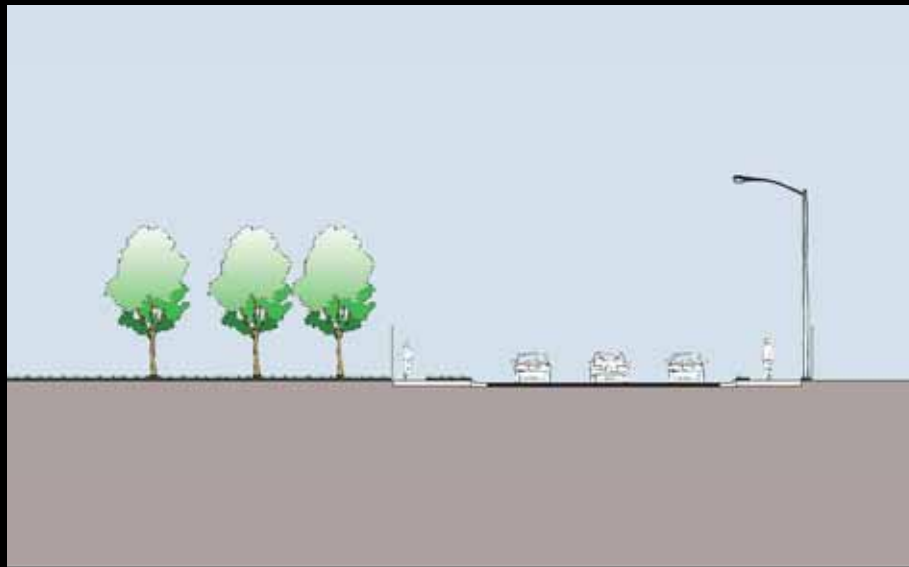
Existing



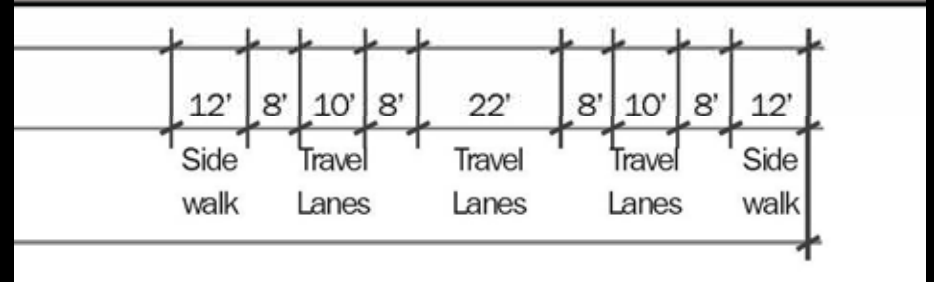
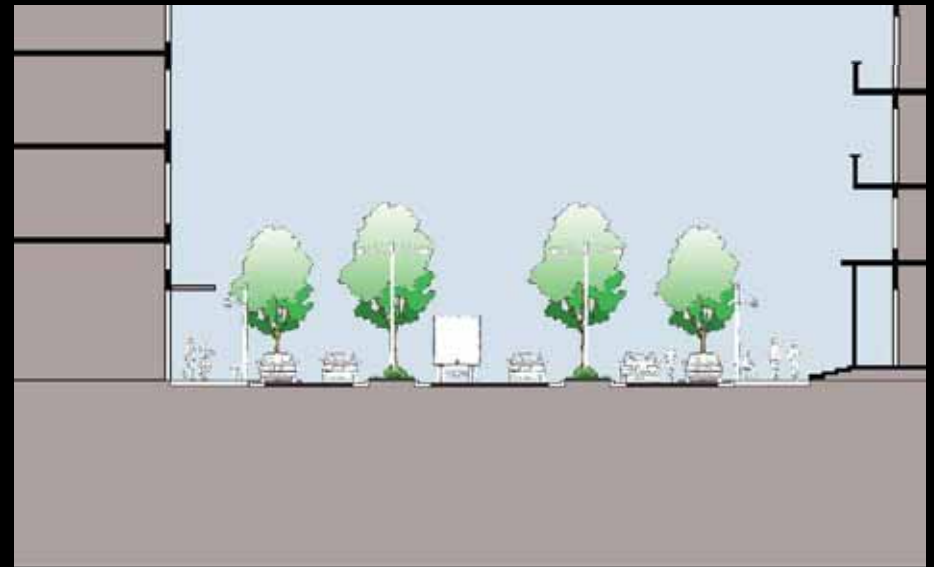
Proposed

11<sup>th</sup> STREET





Existing



Proposed

12<sup>th</sup> STREET



Octavia Boulevard, San Francisco, CA





Octavia Boulevard, San Francisco, CA





Octavia Boulevard, San Francisco, CA





Octavia Boulevard, San Francisco, CA



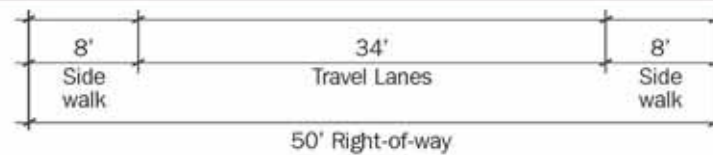
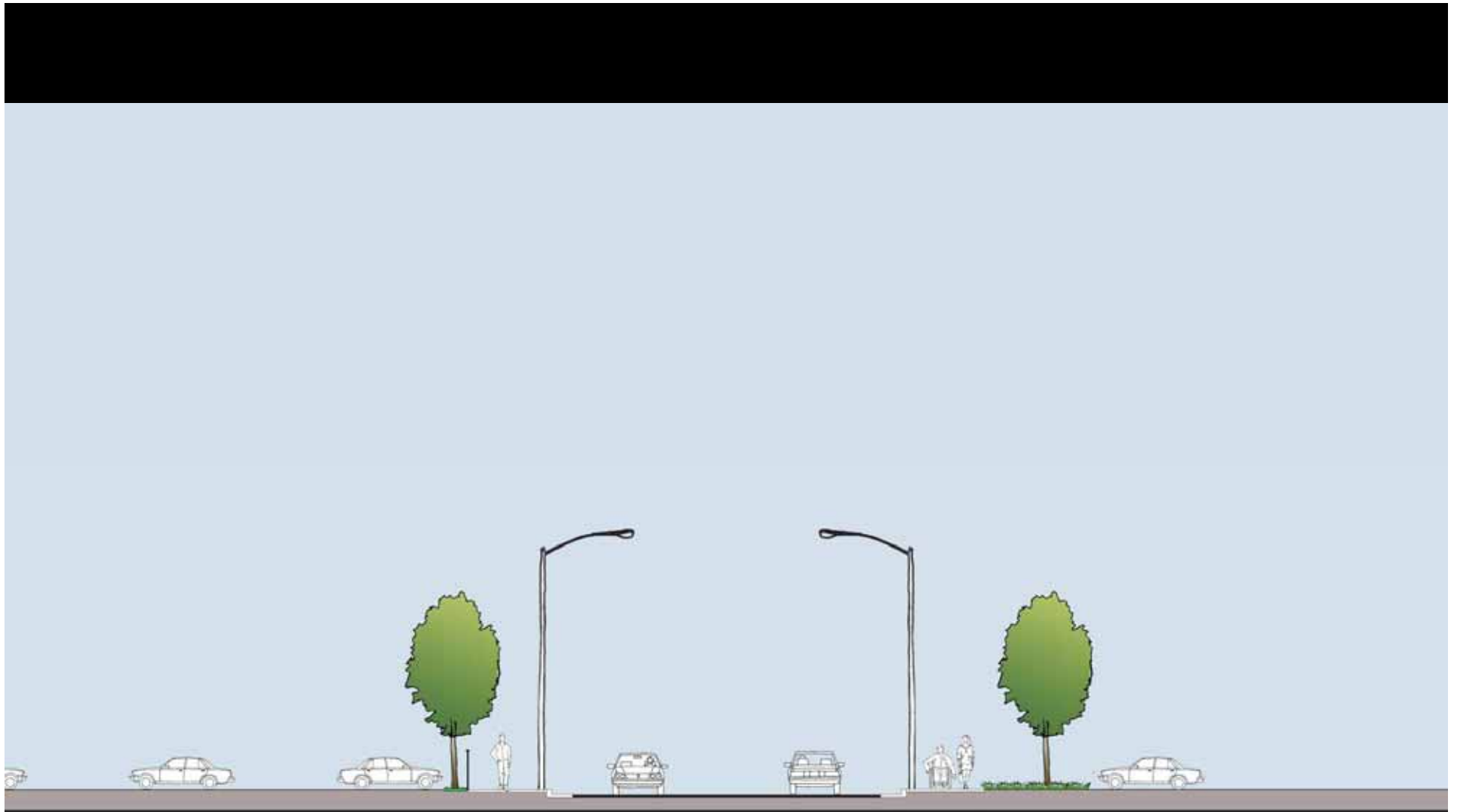


Octavia Boulevard, San Francisco, CA



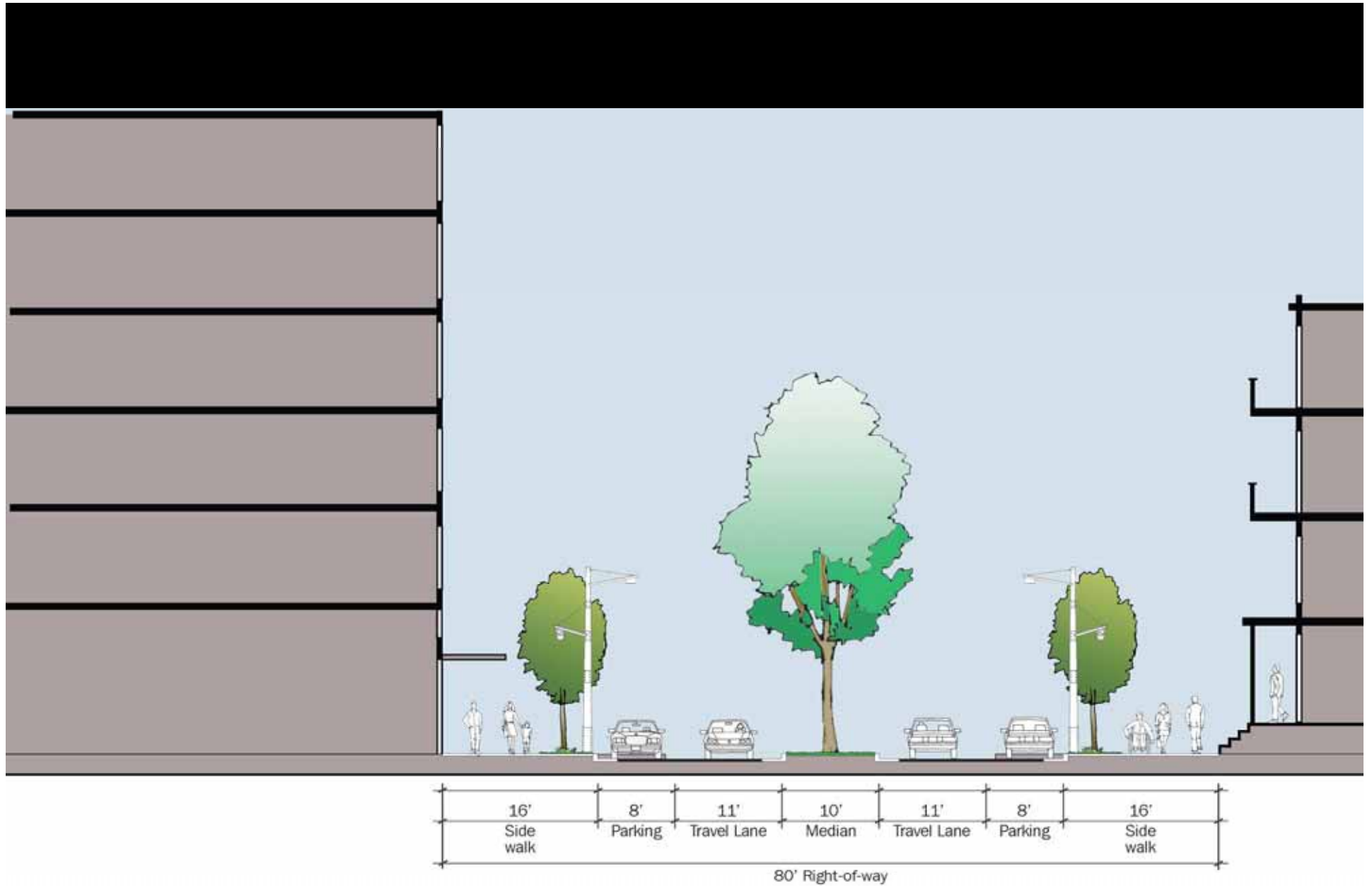


Paris, France



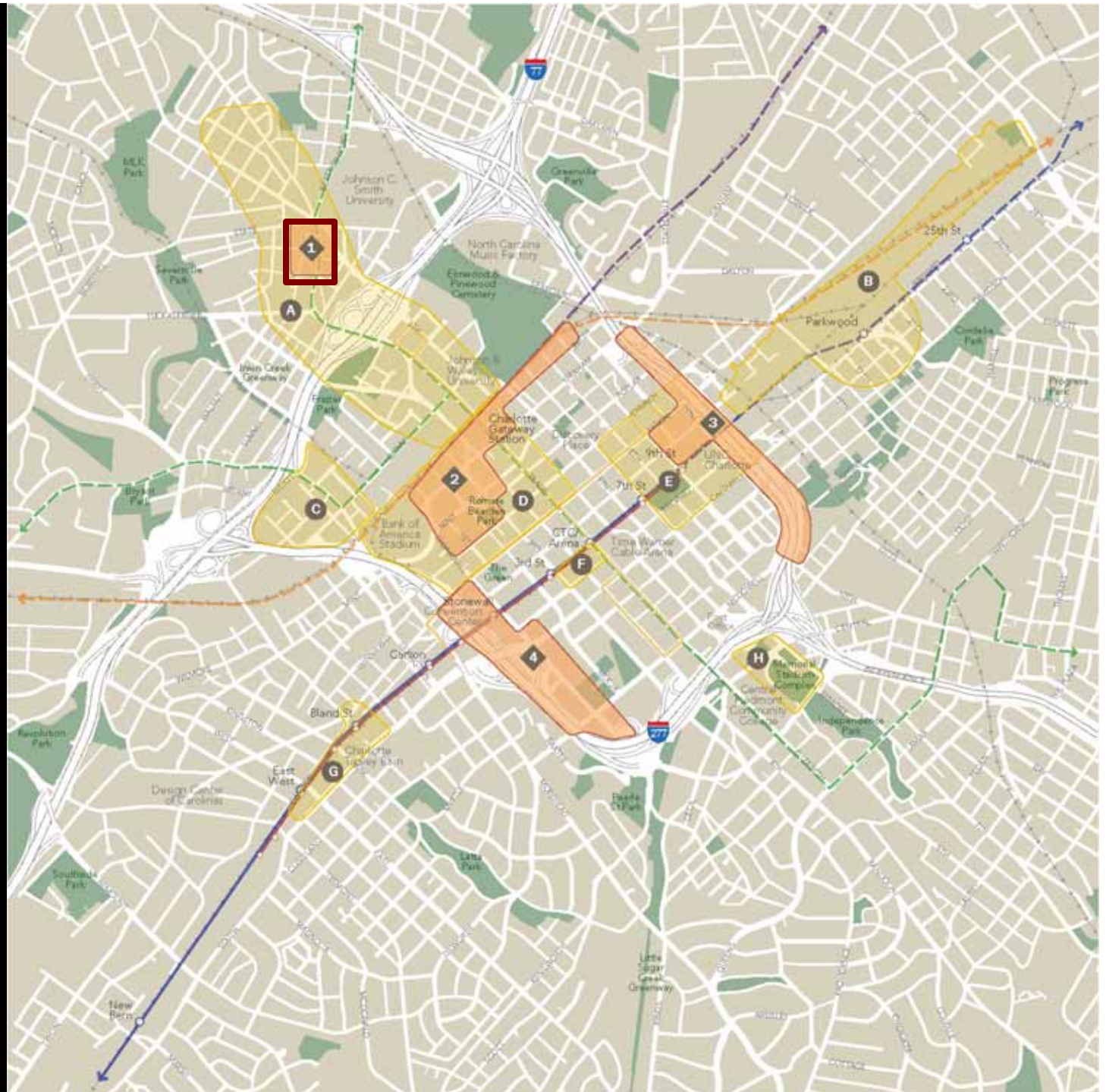
9<sup>TH</sup> STREET –  
Existing





9<sup>TH</sup> STREET – Proposed

## FOCUS AREAS AND CATALYTIC SITES





# West End Pedscape Plan

District 1:  
Urban/Cultural/Arts  
District Development  
Plan

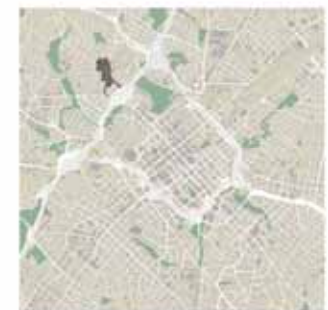




# CHARLOTTE

Center City 2020 Vision Plan

Catalytic Site : Five Points



KEY MAP



Revised 01.05.10  
Data Source: Mecklenburg County GIS















San Jose State University, San Jose, California





San Jose State University, San Jose, California





















# Meeting Window #6 Presentation

25 Feb 2010

