



WHAT IF WE CREATED A PLACE THAT...



ASSEMBLED ALMOST 1400 ACRES OF UNDEVELOPED FOREST LAND.



CENTRAL BUSINESS DISTRICT
(UPTOWN)

CHARLOTTE DOUGLAS
INTERNATIONAL AIRPORT



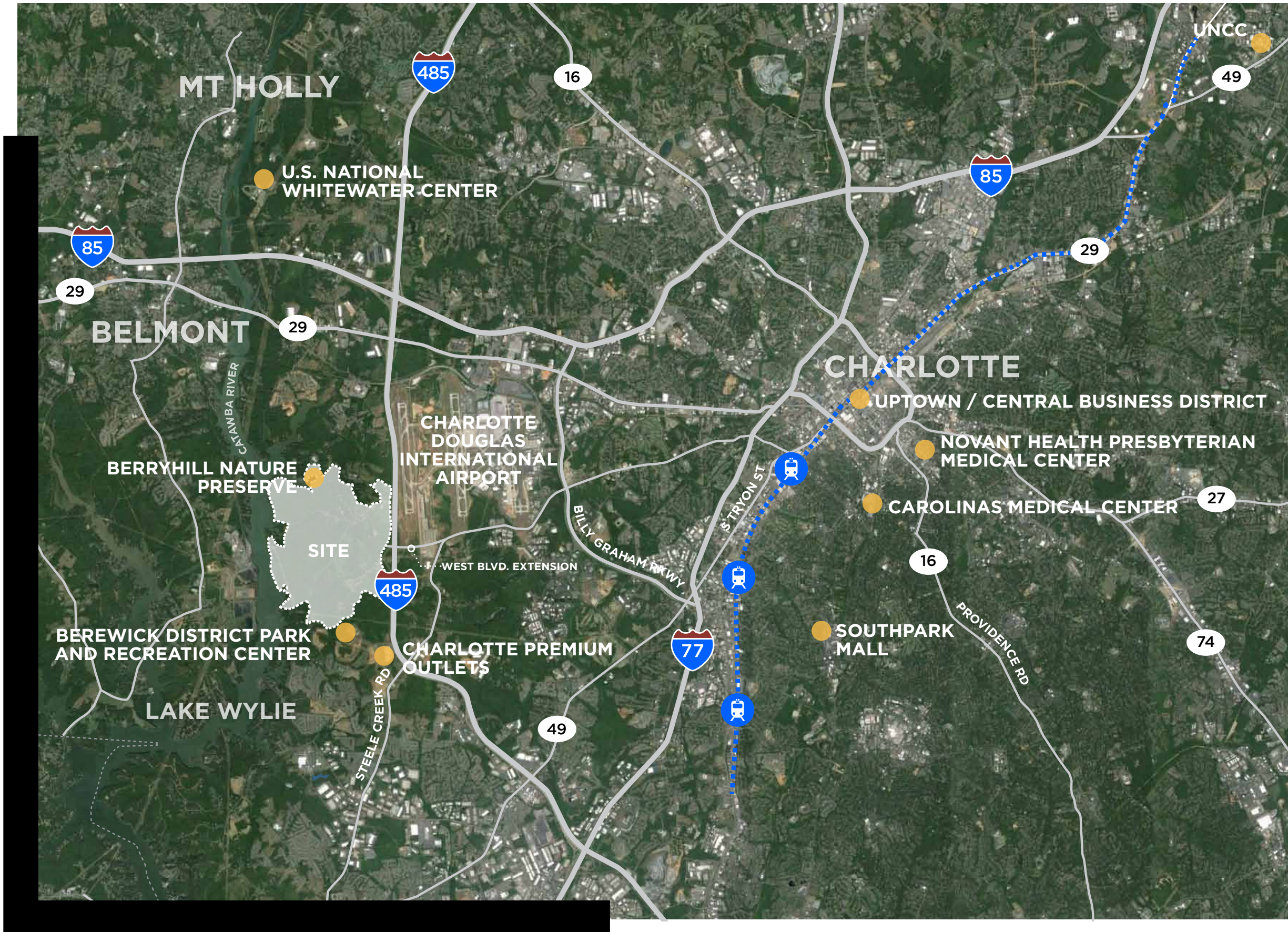
CATAWBA RIVER



WHAT IF WE CREATED A PLACE THAT...



**WAS WITHIN
MINUTES OF
THE SIXTH
BUSIEST
INTERNATIONAL
AIRPORT IN THE
UNITED STATES
AND THE 17TH
LARGEST CITY
IN THE US.**





WHAT IF WE CREATED A PLACE THAT...





**ESTABLISHED, AS A FOUNDATIONAL PRINCIPLE,
ENVIRONMENTAL STEWARDSHIP AND WATER
QUALITY PROTECTION.**



**PRESERVATION OF 40% OF THE
SITE AS OPEN SPACE, TRAILS,
GREENWAYS, PARKS, ENHANCED
STREAM AND WETLAND BUFFERS,
AND TREE SAVE**



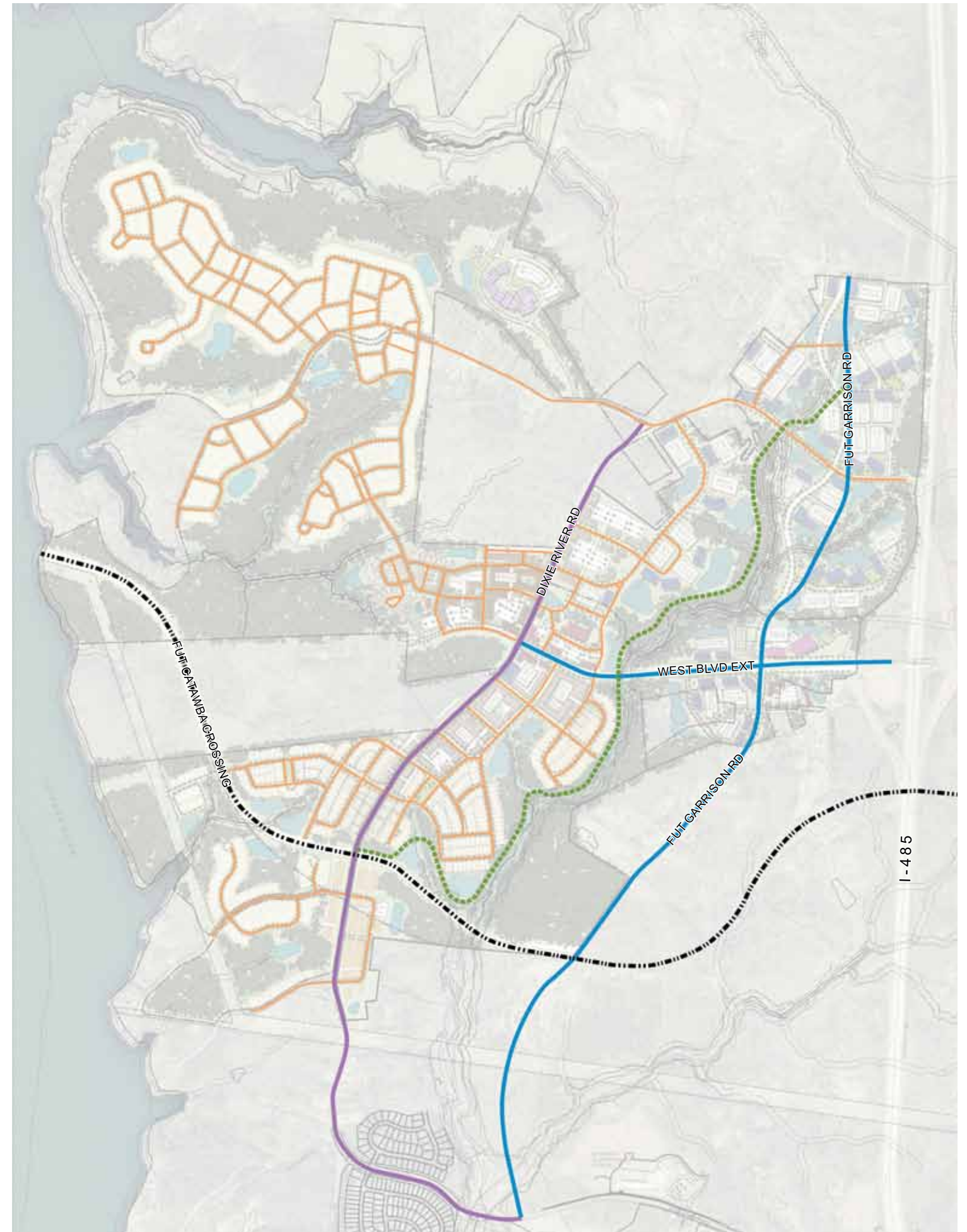
WHAT IF WE CREATED A PLACE THAT...



EMBRACED MULTI MODAL CONNECTIVITY



- Overland Trail
- Shared Use Path
- Buffered Bike Lanes
- Quiet Streets
- Mountain Bike Trails





WHAT IF WE CREATED A PLACE THAT...



AS A MASTER PLANNED - MIXED USE DEVELOPMENT WOULD BE...

INNOVATIVE



WELCOMING

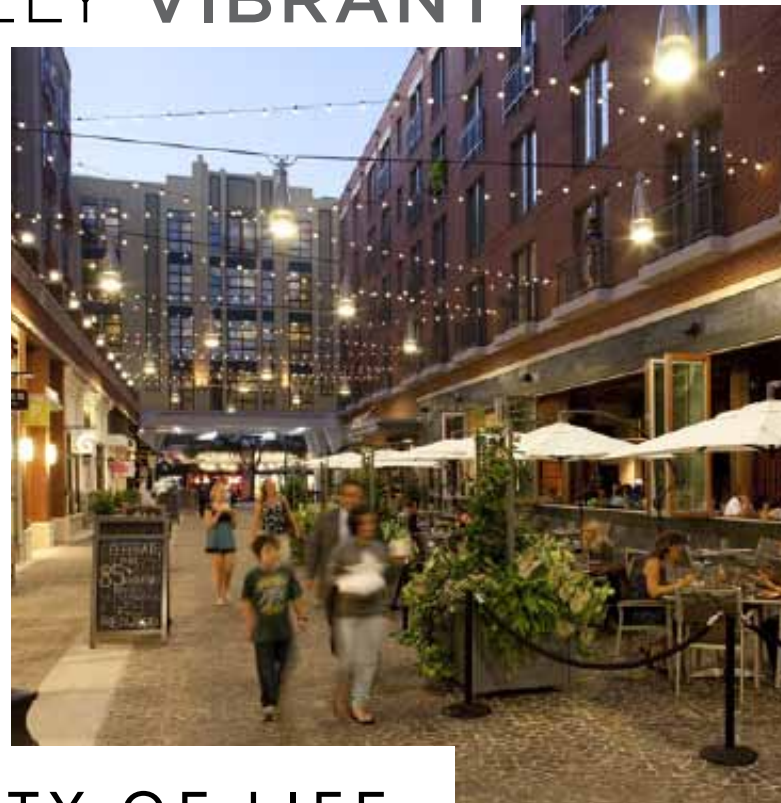


ACTIVATED DENSITY



ECONOMICALLY VIBRANT

CLOSE TO NATURE



HIGH QUALITY OF LIFE

DIVERSE COMMUNITY

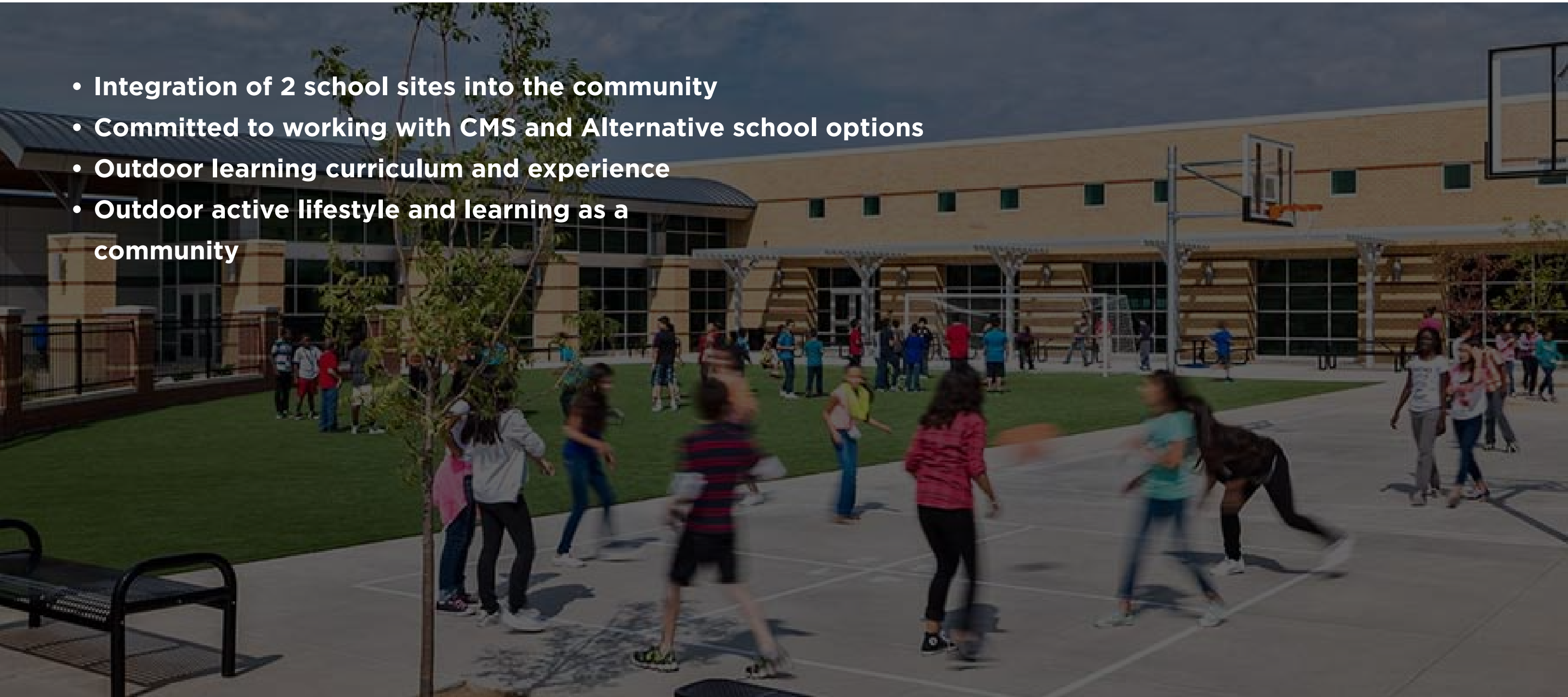


WHAT IF WE CREATED A PLACE THAT...



ESTABLISHED STRONG RELATIONSHIPS THROUGH COMMITMENTS TO EDUCATION AND LIFE LONG LEARNING.

- Integration of 2 school sites into the community
- Committed to working with CMS and Alternative school options
- Outdoor learning curriculum and experience
- Outdoor active lifestyle and learning as a community





WHAT IF WE CREATED A PLACE THAT...



ENVISIONED AND PLANNED A PLACE FOR EVERYONE.

MILLENNIALS (19-36 YEARS OLD)



CREATIVE WORKFORCE

Those born between **1980 - 2000** have surpassed the Boomers as the **largest generation**.

PREFER URBAN LIFESTYLE

- Lock & go lifestyle
- Focus on access, convenience
- Desire compact, diverse communities
- Use public transit
- Value proximity/walkability

GEN-X (37-49 YEARS OLD)



DECISION MAKERS

They're smack in the **middle innings of life** which tend to be short on drama and scant of theme.

HOME OWNERSHIP IS A GOAL

- Focus on access, convenience
- Most likely to commute by car
- Value good schools
- Value safe neighborhoods/walkability/parks/trails

BOOMERS (50-68 YEARS OLD)



RE-INVENTORS

Within the next decade more than **8 million** Americans will be **over the age of 70**.

MOVING TOWARDS URBAN LIFESTYLE

- Age-in-place options
- Independent and integrated lifestyles
- Ease of maintenance
- Lock-and-go lifestyle
- Seeking cultural and educational activities

MATURE (69+ YEARS OLD)



ECONOMIC ANCHORS

In 2011, persons reaching age 65 had an **average life expectancy** of an additional **19.2 years**.*

ACCESS TO SUPPORTIVE SERVICES

- Age-in-place options
- Independent lifestyles
- Ease of maintenance
- Value social connections, health, and wellbeing

* (20.4 years for females and 17.8 years for males).



WHAT IF WE CREATED A PLACE THAT...



RESULTED IN LONG TERM PUBLIC BENEFIT.

- Enhancement of Open Space and Public Access to;
 - Trails and Parks
 - River Front Park
 - Event Space
- Improved Transportation and Infrastructure for the region
- Highly accessible Employment Center and job creation
- Neighborhood Retail and Amenities
- Range of Housing Options

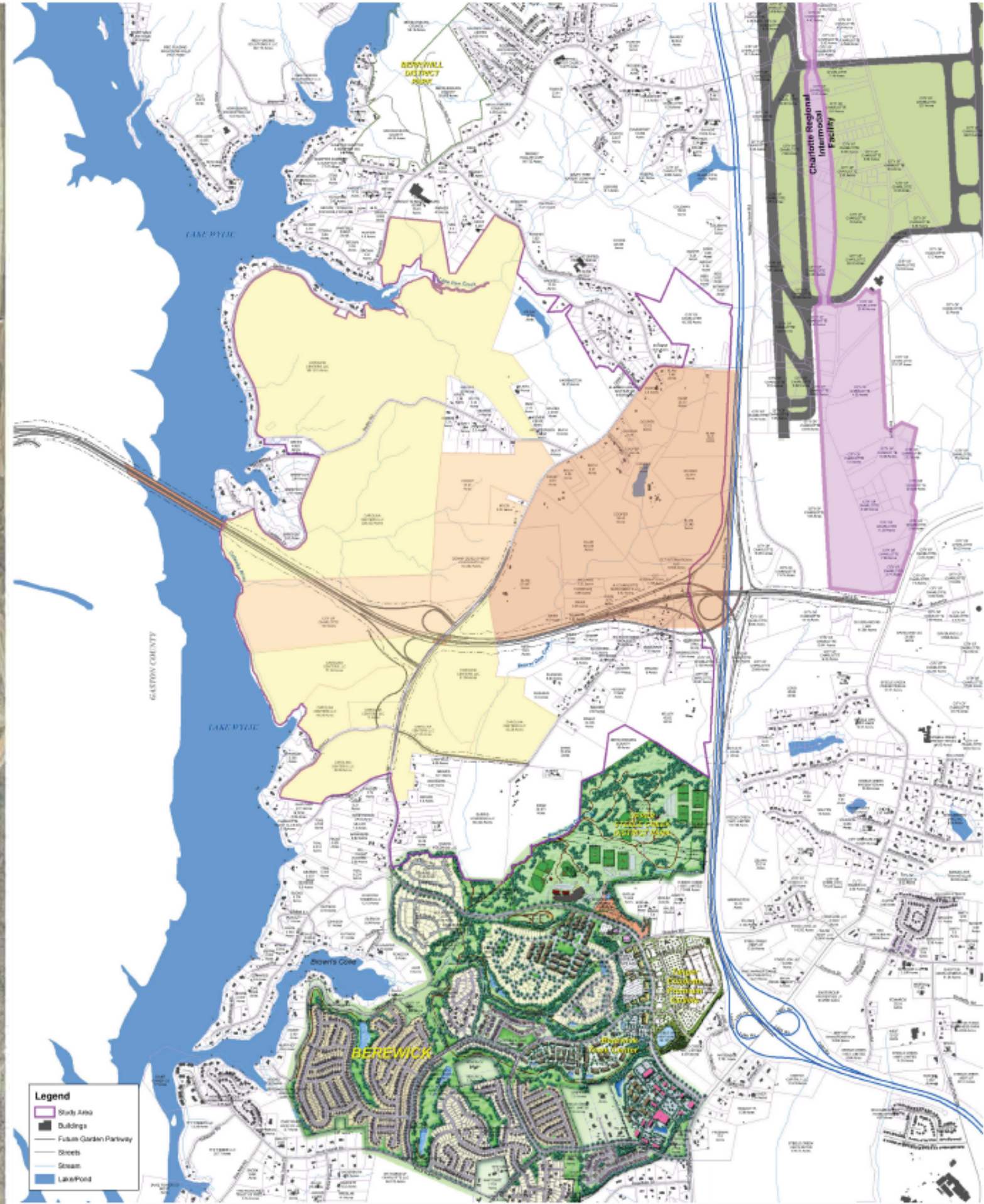
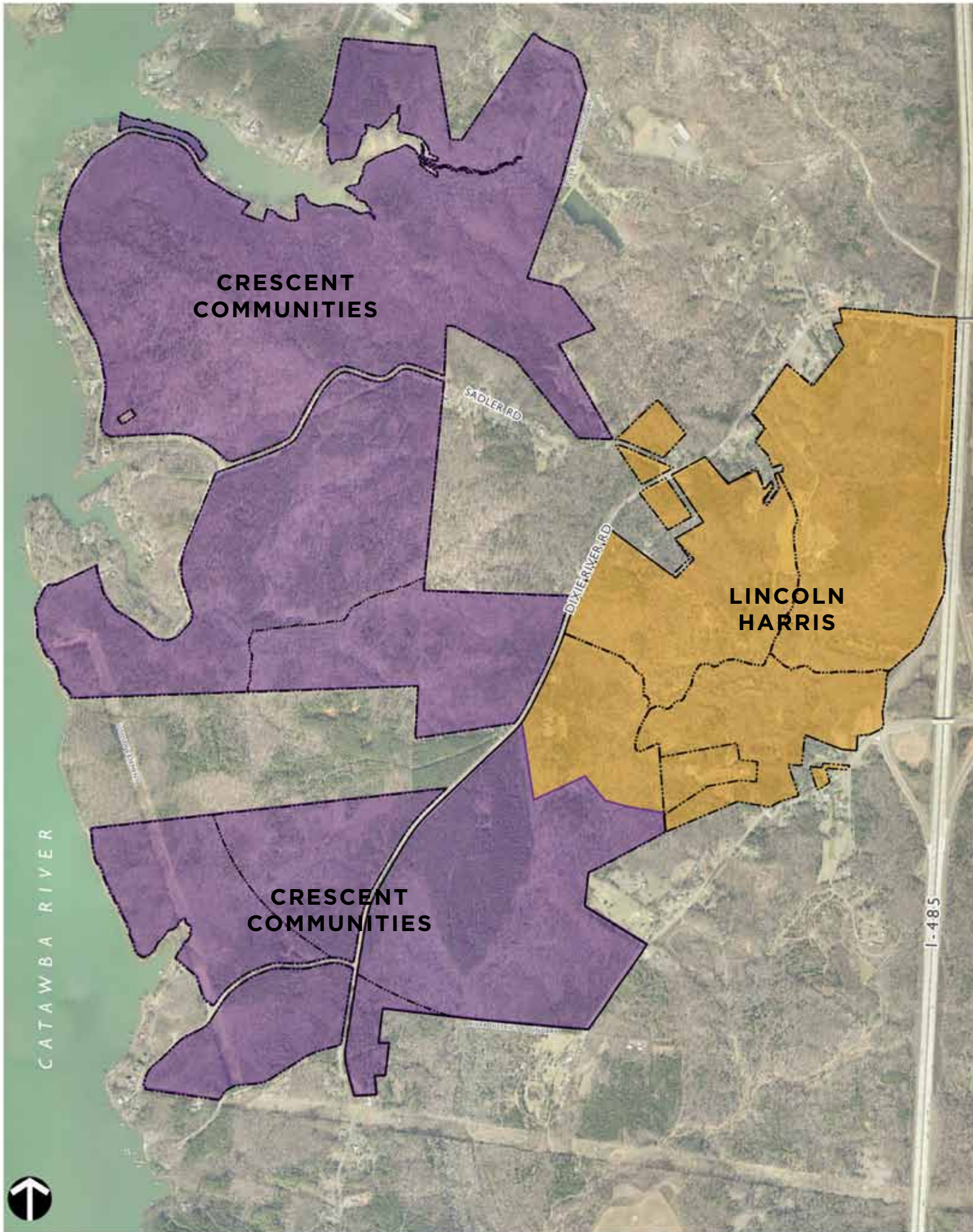


**IF WE CREATED SUCH A PLACE,
WHAT WOULD IT BE CALLED?**

An aerial photograph of a large, winding lake surrounded by dense, lush green forest. The lake is the central focus, with several small islands and peninsulas. The surrounding land is covered in thick trees, and some small buildings and structures are visible along the shoreline. The sky is clear and blue, and the overall scene is peaceful and scenic.

THE RIVER DISTRICT

CHARLOTTE, NORTH CAROLINA



RIVER DISTRICT ENTITLEMENTS



Area
1,377 Acres



Net Developable Area
827 Acres



Open Space
550 Acres



Civic Uses
75 Acres



Hotel
1,000 Rooms



Multifamily Residential
2,350 units



Office
8,000,000 SQ FT.



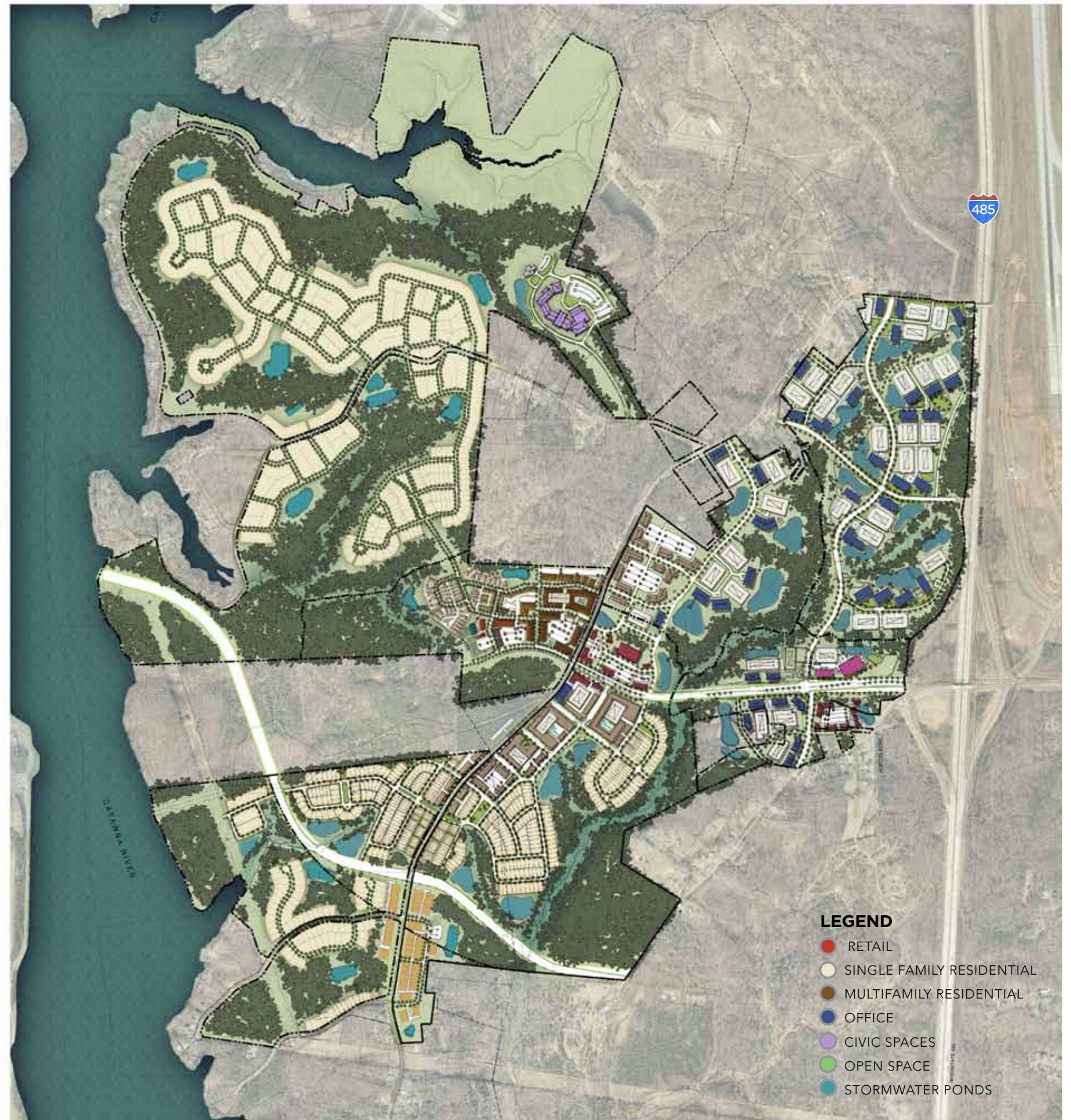
Single-Family Residential
2,300 homes



Retail
500,000 SQ FT.



Assisted Living Residential
200 UNITS



LEGEND

- RETAIL
- SINGLE FAMILY RESIDENTIAL
- MULTIFAMILY RESIDENTIAL
- OFFICE
- CIVIC SPACES
- OPEN SPACE
- STORMWATER PONDS

EMPHASIS ON QUALITY OF LIFE, HEALTH AND WELLNESS, COMMUNITY SUPPORTED AGRICULTURE, CONNECTED OPEN SPACE AND WALKABLE NEIGHBORHOODS



Market Audiences and Potential Housing Product

Definition	Name	Purchase Motivations	Product Preference	Predominate existing product in market	Product Gap (From Case Studies)	Innovative Product that could match demand
Less than 35, No Kids	Young Singles and Couples	Proximity to employment, retail/entertainment, Pricing value	Value TH, Value attached product Value oriented SFD	Value 20' TH, SFD 40', 50', 60'	Larger TH, Small Lot product, duplex/triplex	20-22'TH 25' TH 30' TH 30' SFD 30' Triplex Rear-Loaded Duplex
Less than 35, Kids	Young families	Value, Space, Schools	Larger TH, Duplex, Triplex, SFD (30', 40', 50')	Value 20' TH, SFD 40', 50', 60'	Larger TH	30' TH 30' SFD 30' Triplex Rear-Loaded Duplex 40; SFD
35-54, No Kids	Singles & Couples	Retail/Entertainment, Lifestyle, proximity to employment	Larger TH, Duplex, Triplex, SFD 40'	Value 20' TH, SFD 50', 60'	Larger TH, Small Lot product, duplex/triplex	25' TH 30' TH 30' SFD 30' Triplex Rear-Loaded Duplex 40' SFD
35-54, Kids	Middle Families	Space, Schools, Proximity to Employment	SFD 45', 50', 60', 70', 80', 90'	SFD 50', 60', 70', 80, 90', 100'		SFD 45' Rear Loaded SFD 50' Rear Loaded Garden Court Homes
55-64, No Kids	Empty Nesters	Retail/Entertainment, Lifestyle, proximity to employment	TH, Duplex, Triplex, SFD 40'	Value 20' TH, SFD 40', 50', 60'	Larger TH, Small Lot product, duplex/triplex	25' TH 30' TH 30' SFD 30' Triplex Rear-Loaded Duplex
55-64, Kids	Mature Families	Schools, Proximity to Employment	SFD 60', 70', 80', 90'	SFD 50', 60', 70', 80, 90', 100'		SFD 50' Rear Loaded Garden Court Homes
65+	Retirees	Retail/Entertainment, Lifestyle	Larger TH, Duplex, Triplex, Quad, SFD (30', 40', 50', 60')	Value TH, SFD 40', 50', 60'	Age Restricted Units located within MPC	Age Restricted – AAC 40' SFD, 50'SFD, Villas

WHAT IF WE CREATED A PLACE?

The River District will be a 1400-acre master planned community that embraces its natural resources, features, dramatic topography, preserved tree canopy, and open space as principle organizing elements. River District will be a vibrant and diverse community that fosters unprecedented economic vitality, offering a full spectrum of residential and commercial opportunities surrounded by hundreds of acres of preserved open space. Unlike anywhere else in Charlotte, the unique location captures the natural beauty that extends from the Catawba River while maximizing the convenience of proximity to the global reach of Charlotte Douglas International Airport.

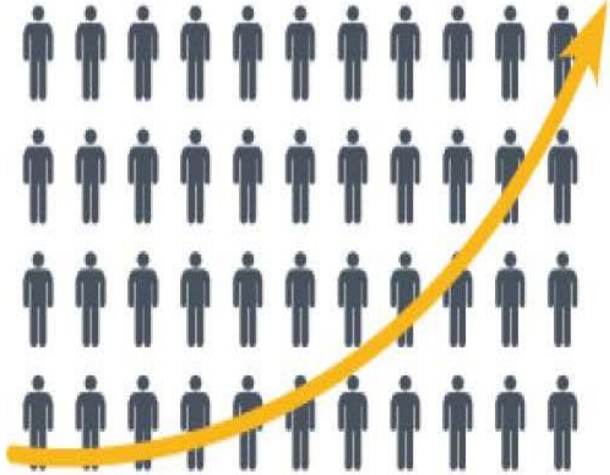
The River District will be an icon for Charlotte and an example of great placemaking for the 21st century. A place immersed in nature with the soul and experience of a city.



Our Growth is the opportunity to create the city of our aspirations...

134,000
in 1950

570,000
in 2000



1 million
by 2040

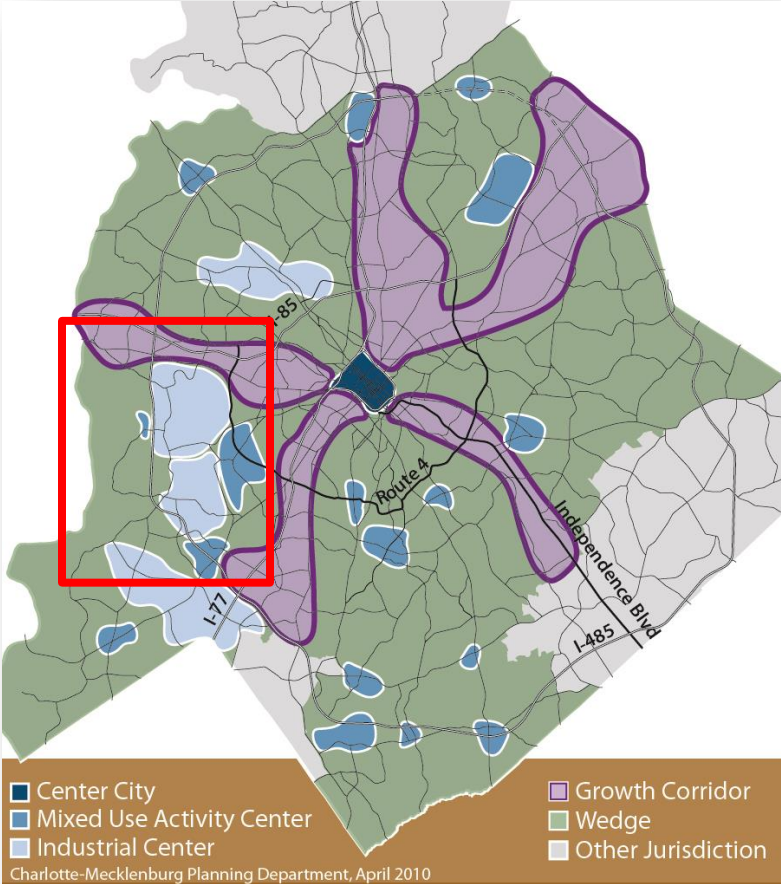
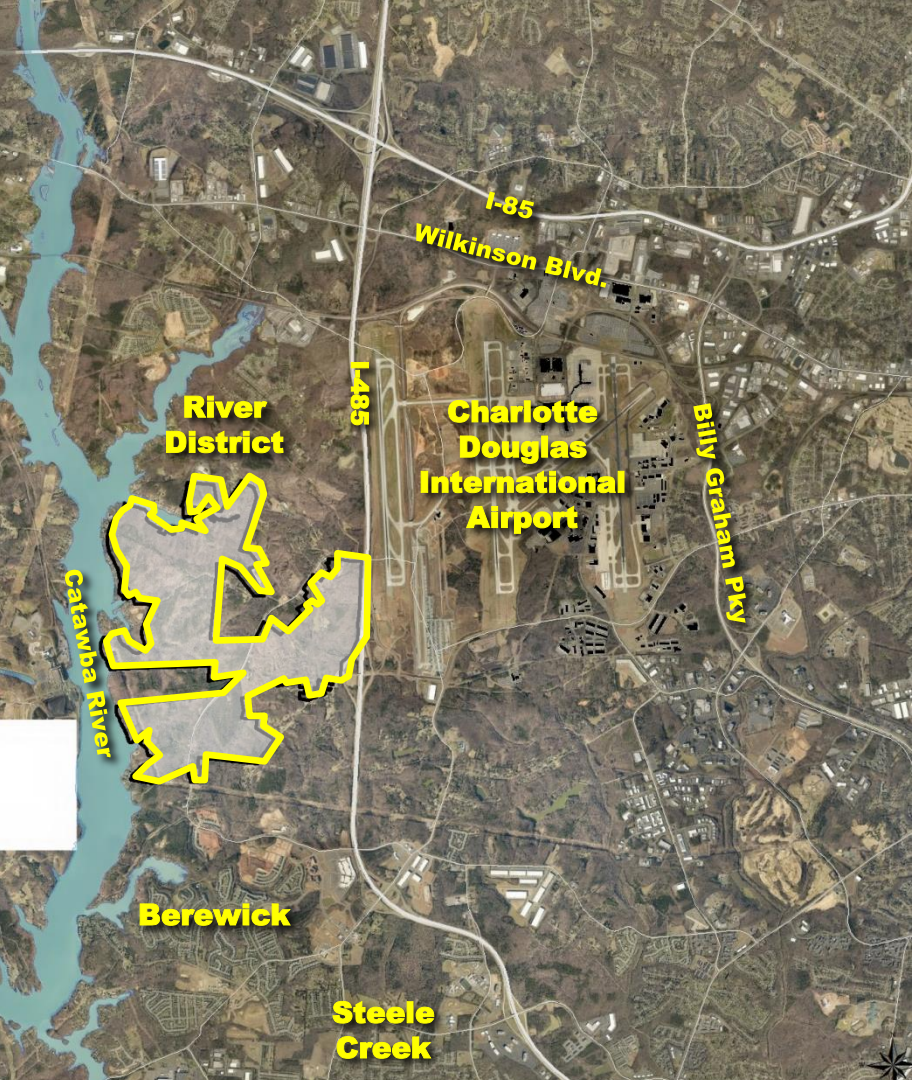
44 new residents per day

Our Growth is the opportunity to create the city of our aspirations...

Like adding another...



Charlotte's Growth Framework





Airport Strategic Plan (1996)

- Planning for I-485 (complete)
- Future Intermodal Center (complete)
- 3rd Parallel Runway (complete)
- Western Development (Dixie Berryhill Area)

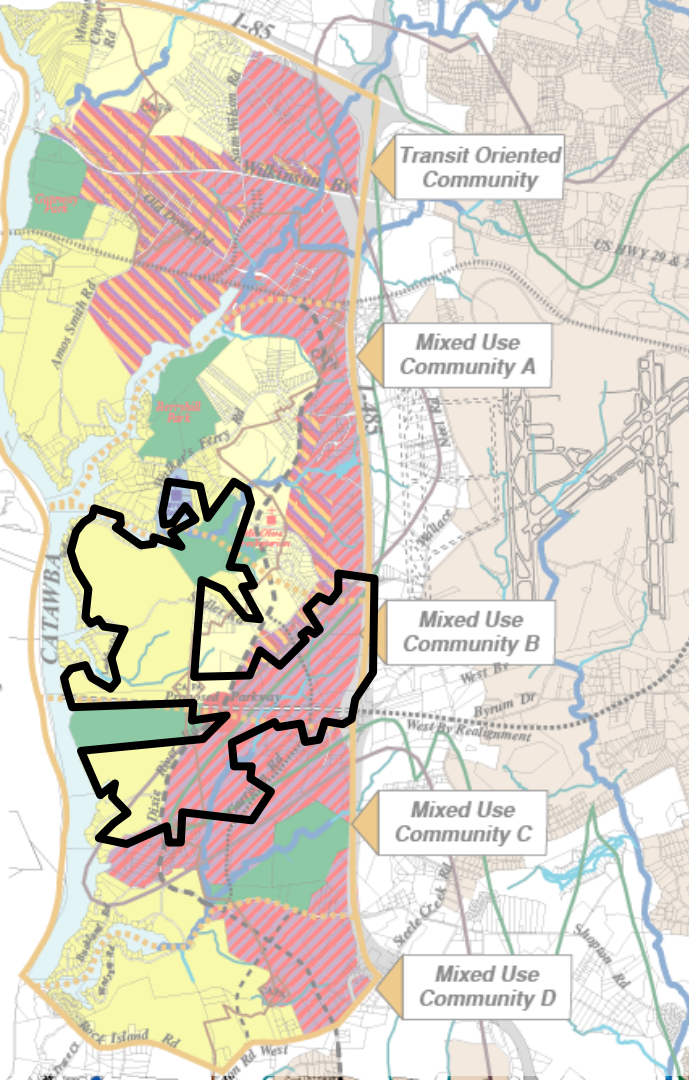
Dixie-Berryhill Strategic Plan (2003)

Vision:

The Dixie-Berryhill area will be a **highly livable, sustainable community**. The land use pattern will be responsive to the opportunities generated by **increased accessibility and visibility**.

Guiding Principles:

- Mixed use communities
- Expanded & higher intensity employment opportunities
- Quality and environmentally sensitive development



Charlotte Douglas International Airport Commercial Development Strategy (2016)



Figure 7: Artistic representation of CLT AASDP looking southwest and illustrating the development potential of the Airport Area.

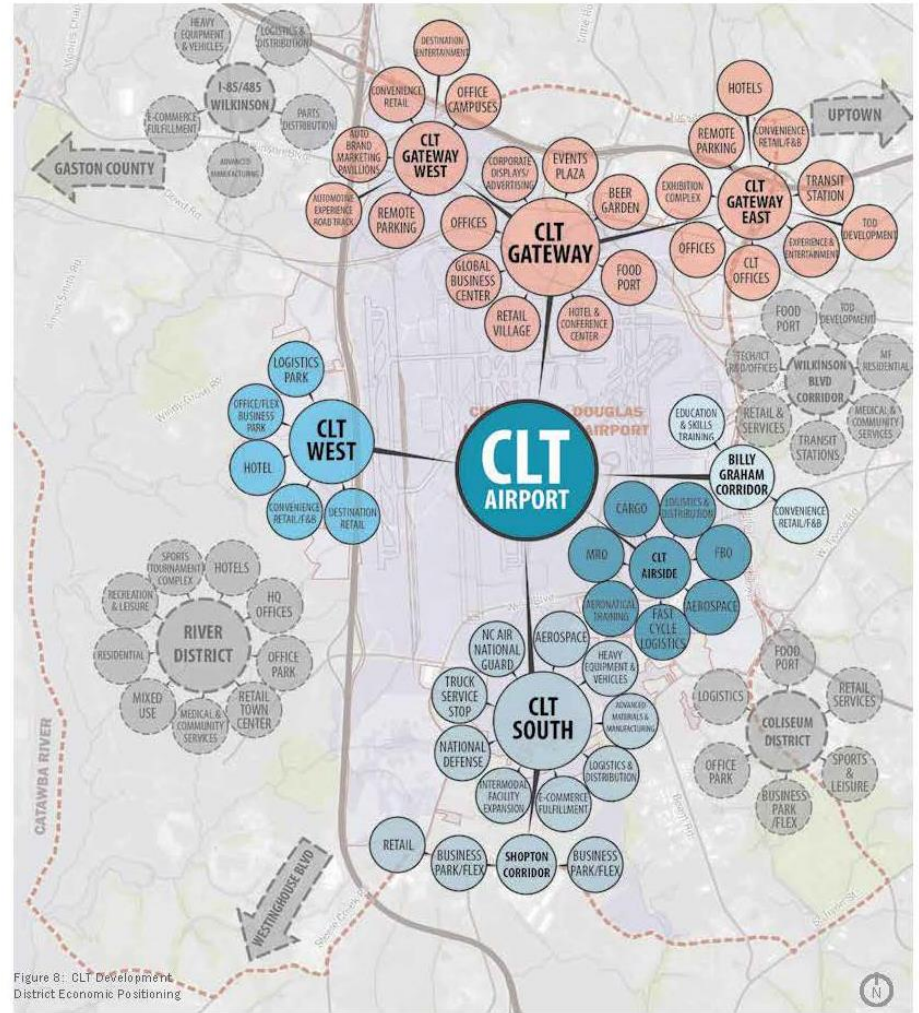


Figure 8: CLT Development District Economic Positioning

CLT: Commercial Development Strategy (2016)

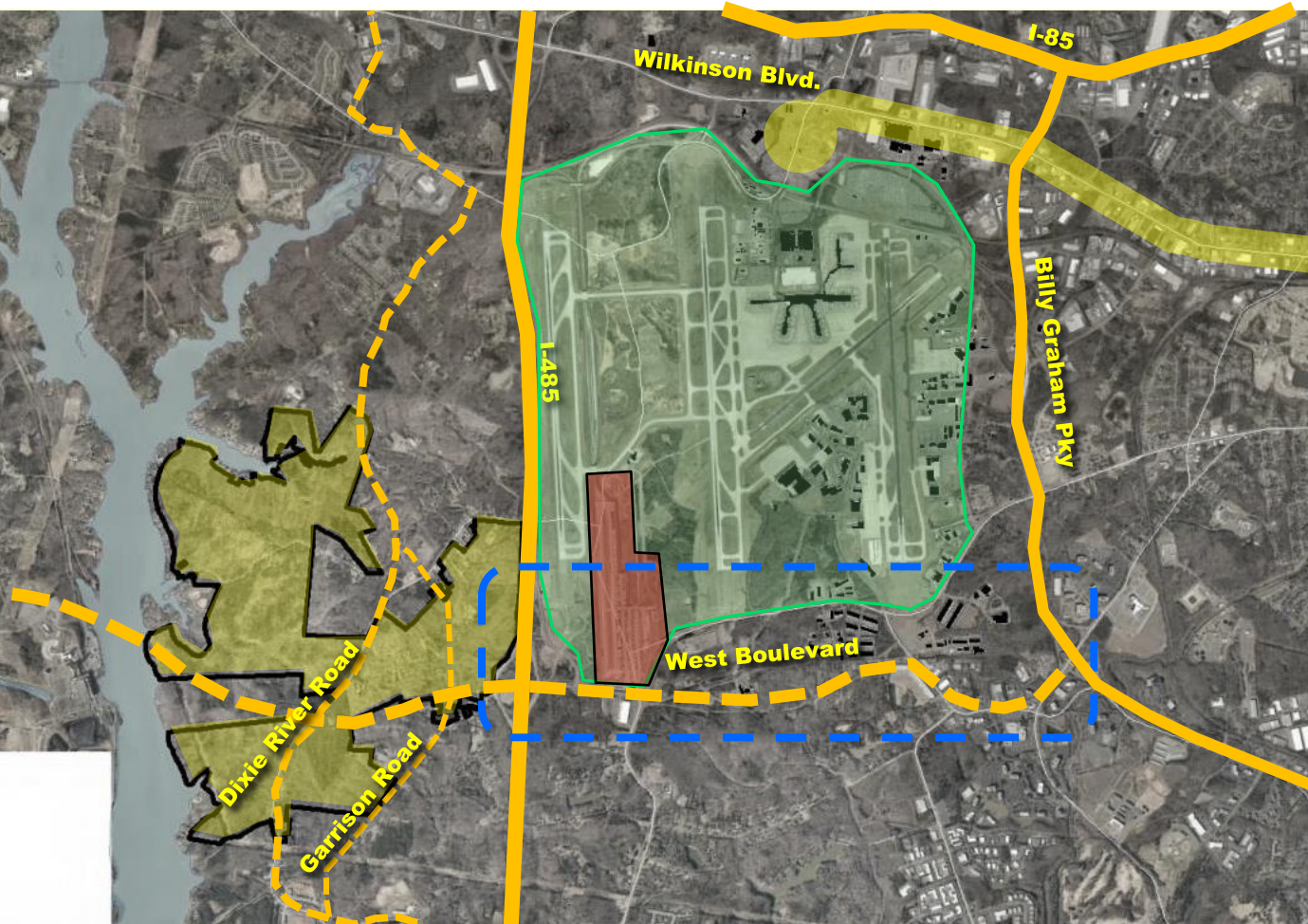


20 Year Build Out – CLT South

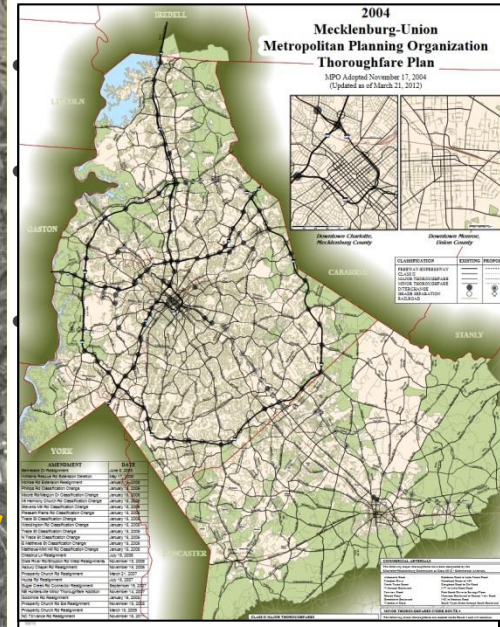
- 5.4 mil Logistics & Distribution
- 1.1 mil Office
- 650K Flex business
- 100K Retail

Figure 24: Artistic representation of CLT South Development District, looking northwest over Beam Road.

River District: Regional Transportation Context



- 2030 Transit Corridor System Plan
- CRTPO Thoroughfare Plan



River District: **Community Investment**

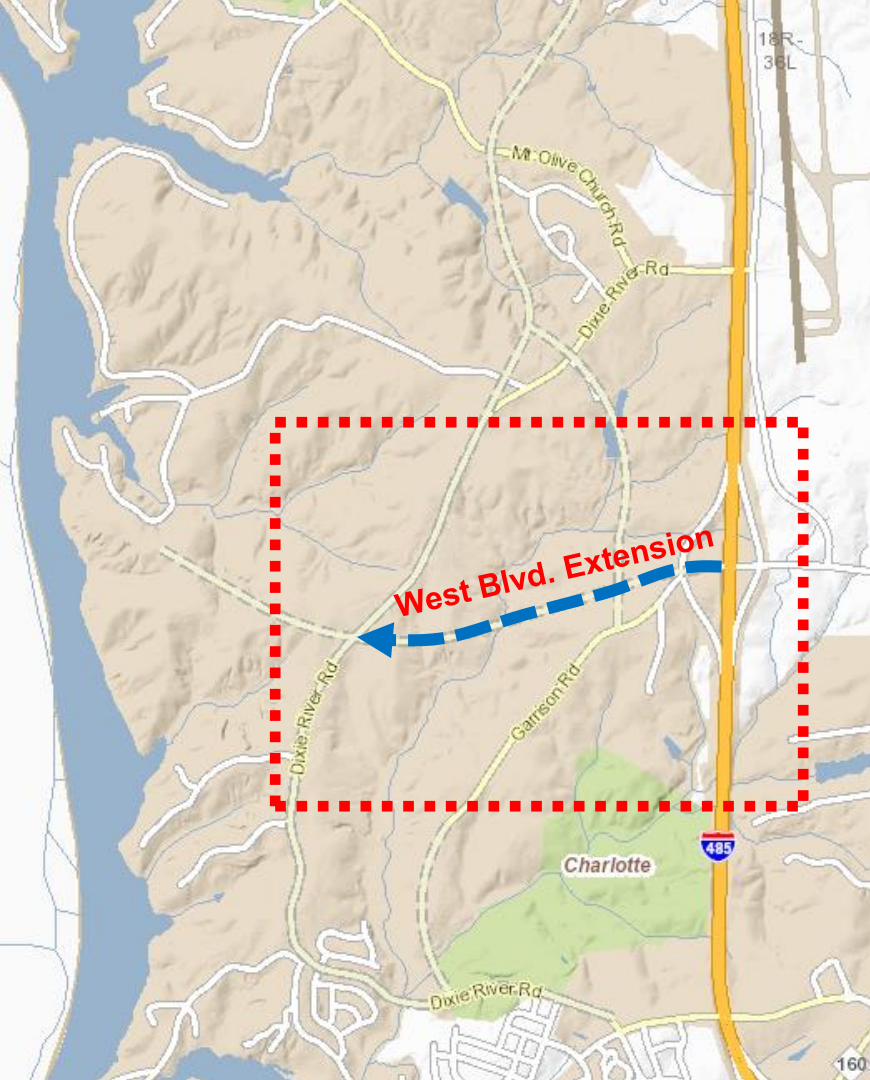
Community Investment Strategy:(2016)

- Facilitate economic development & land use recommendations (Dixie Berryhill Strategic Plan)
- Create the infrastructure to support future development & leverage existing investment (e.g. Intermodal Facility)
- Catalyze & partner with private development willing to voluntarily annex (allowing city investment while expanding the tax base).

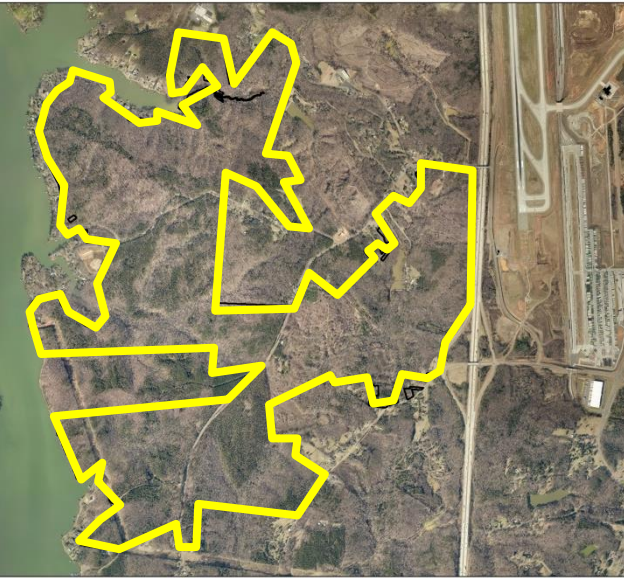
FY2017-2021 Funding: (\$44.7 Million)

2016 Bonds:

\$16.2 million - West Blvd Extension (I-485 to Dixie River Rd.)



River District: Activity Center Comparison



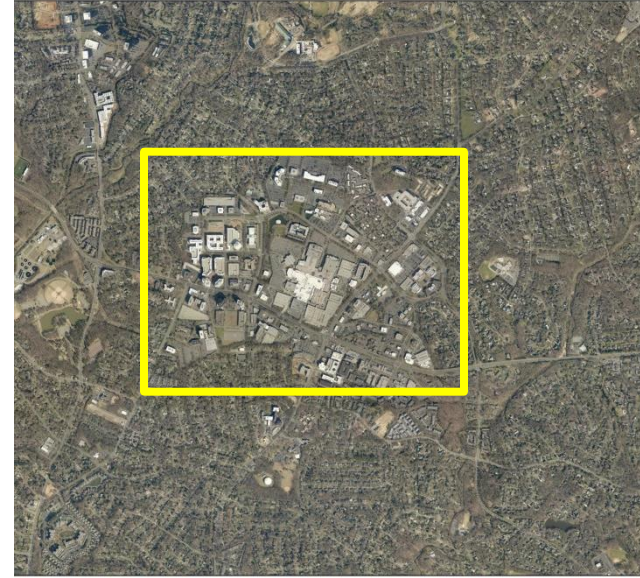
River District

Office: 8 million sf
Commercial: 500,000 sf



Ballantyne

Office: + 6 million sf
Commercial: +/- 600,000 sf



South Park

Office: +/- 5 million sf
Commercial: +/- 2.8 million sf

Our future rests on creating great places...

River District: Place Making & Partnerships

1,400 acres master planned

*Coordination of public & private
investment*

*Implements the City's vision for
growth*

40%

Open Space

2

School Sites

40

Acres of Public
Parks

389

Workforce
housing units

1

Transit Center

2

Fire/Police
Station

Our future rests on creating great places...



“Connected and sustainable placemaking”

“The Amazon RFP reads like an urban planner’s dream, brimming with calls for energy efficient buildings, recycling services, public plazas, green space, and access to multiple modes of transportation.”

- Harvard Business Review (September 2017)

Our future rests on creating great places...



WHAT
CAN
UDO

HELP THINK OUR CITY **FORWARD**

Charlotte Place Types and Unified Development Ordinance



CharlotteUDO.org
#CLTUDO