

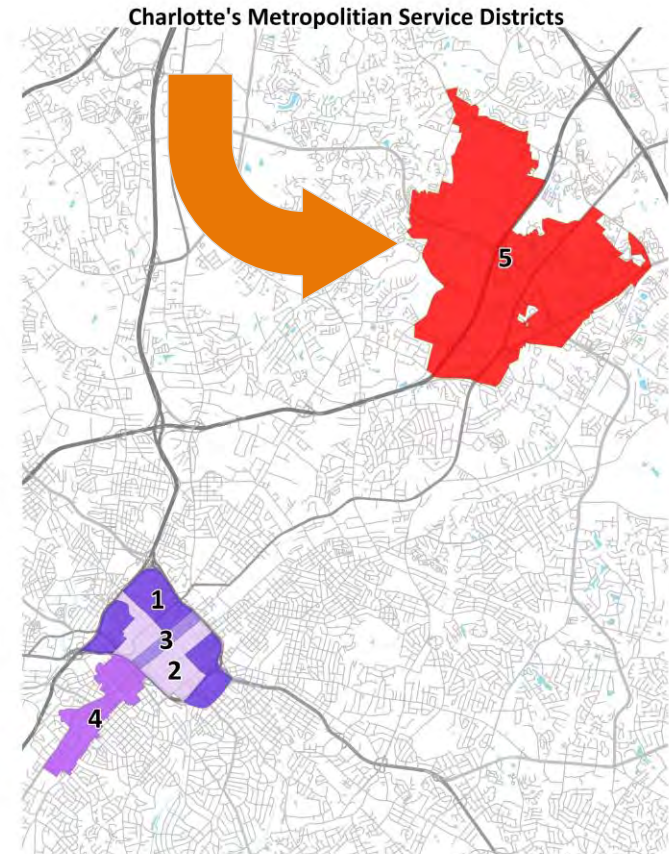


# The Future of University City

*Tomorrow's Urban Center*

## 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





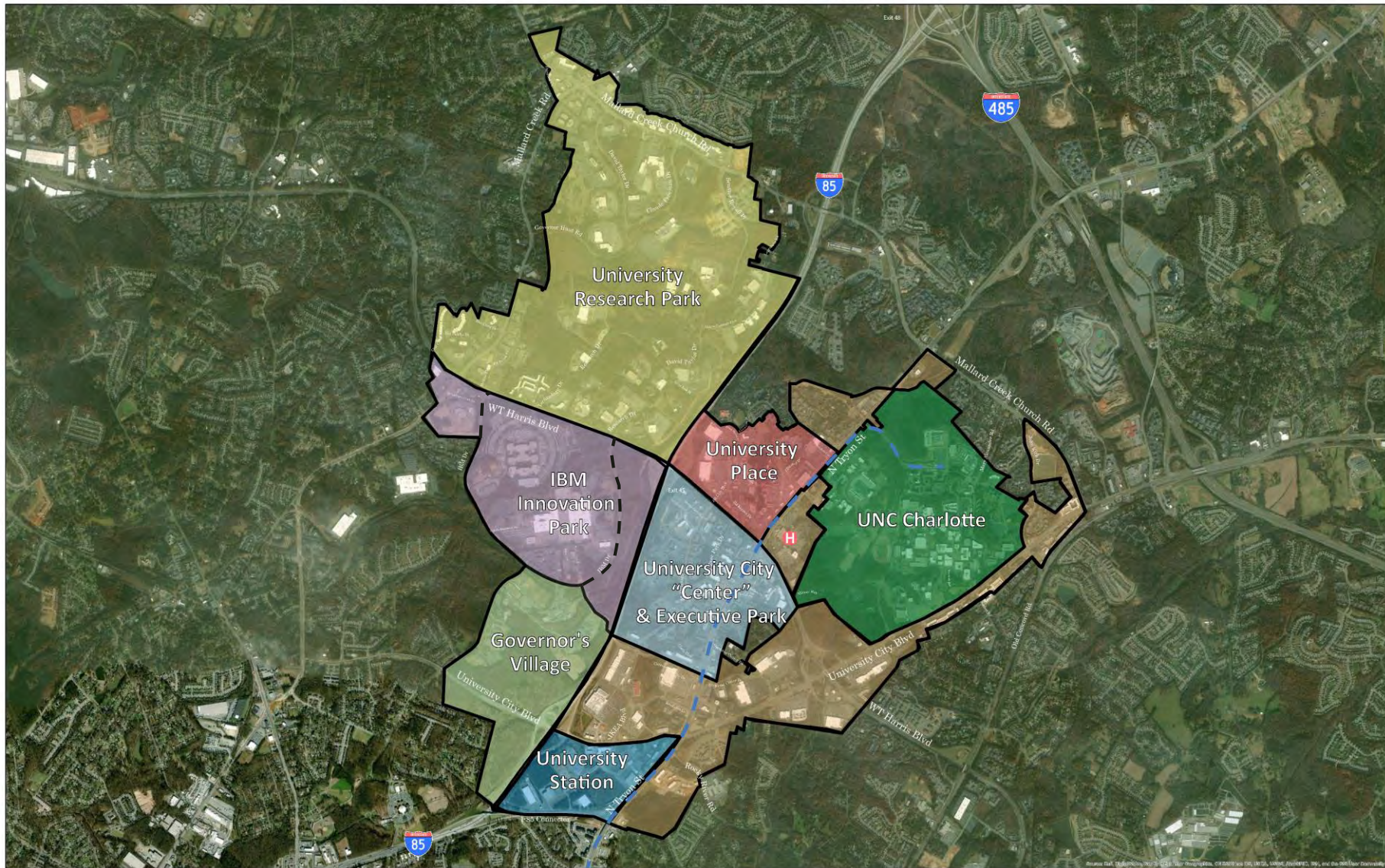
# BOUNDARIES

universityCity





# BOUNDARIES





# HISTORY OF UNIVERSITY CITY

## **1848 – Mecklenburg County Poor House founded**

- Later named Green Acres in 1957,
- Atrium Health locating here in 1984.

## **1961 – UNC Charlotte transfers to the area, 1,000-acre campus**



## **1966 – The University Research Park est.**

- 450 Acres located next to UNCC, notable HQ's of TIAA and Electrolux

“A group of civic leaders tired of seeing Charlotte lose R&D companies to Raleigh’s Research Triangle Park, Atlanta and other Southern cities launched the University Research Park.”

## **1978 – IBM opens R&D Campus**

Today:

>25,000 employees

>100 businesses located

>2,200-acre campus near UNCC

Ready to evolve with a mix of uses!!



## 1984 – Atrium opens, and the Shoppes were built



**2009 – Ikea opens**

**2013 – First Home NCAA Football game for UNCC**

**2018 – First LYNX station, marking the Blue Line’s Completion**

- It is estimated that there were **712,723** boardings in May (**27,400 weekday**).
- There has been **\$4B** in construction within ¼ mile of stations in the past decade.
- With an additional **5.1 million sq/ft** of new office and retail expected by 2035 - Noell Consulting Group



WHAT THE PEOPLE WANT

# THE ORIGINAL SUBURBAN



**55%** of Charlotte residents are likely to move in the next five years

**66%** of Charlotteans said *“Walkability”* is one of the primary characteristics associated with next homes  
***(Walkability = Infrastructure + Density)***

**65%** of residents believe *“walkability”* to be *“poor”* or *“fair”* in University City and the study area.

**76.8%** recognized “Safety and Security” as being their top choice in a future home, the only quality more important than walkability

**35.5%** maintained the importance of good schools to their choice, a distant 3<sup>rd</sup> choice

**27.1%** saw access to light rail as being important

**27.1%** saw access to light rail as being important

A subsequent survey performed by the [Urban Land Institute](#) in Charlotte and Raleigh corroborated these results!

**28277** most popular zip for Uptown workers

**3,000+** Newell South had highest views per listing 2018

**24.1%** Sales above price Mallard Creek/Withrow Downs

# 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



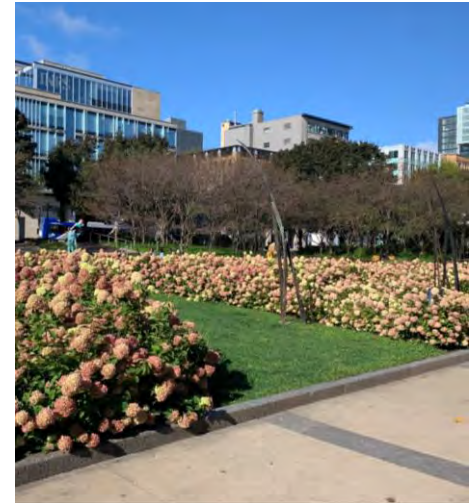
**Job Growth** - Access to 1<sup>st</sup> and 2<sup>nd</sup> major employment centers



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



**Unique Places** - Building on existing assets and points of focus 1<sup>st</sup>





HOW DOES U CITY DELIVER?

- 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



# KEY INFRASTRUCTURE - CONNECTIVITY

- Improve ability to cross large roads SAFELY
- Create parallel routes
- Add connector streets
- Open intersections



### **J.W Clay Streetscape Improvements**

Proposed: Added Sidewalks / Buffered Bikeanes

Length: North Tryon Street to W.T. Harris

Agency: CDOT - NECI

Funded: Yes, \$6,250,000

Status: Design, Complete Summer 2020



universityCity

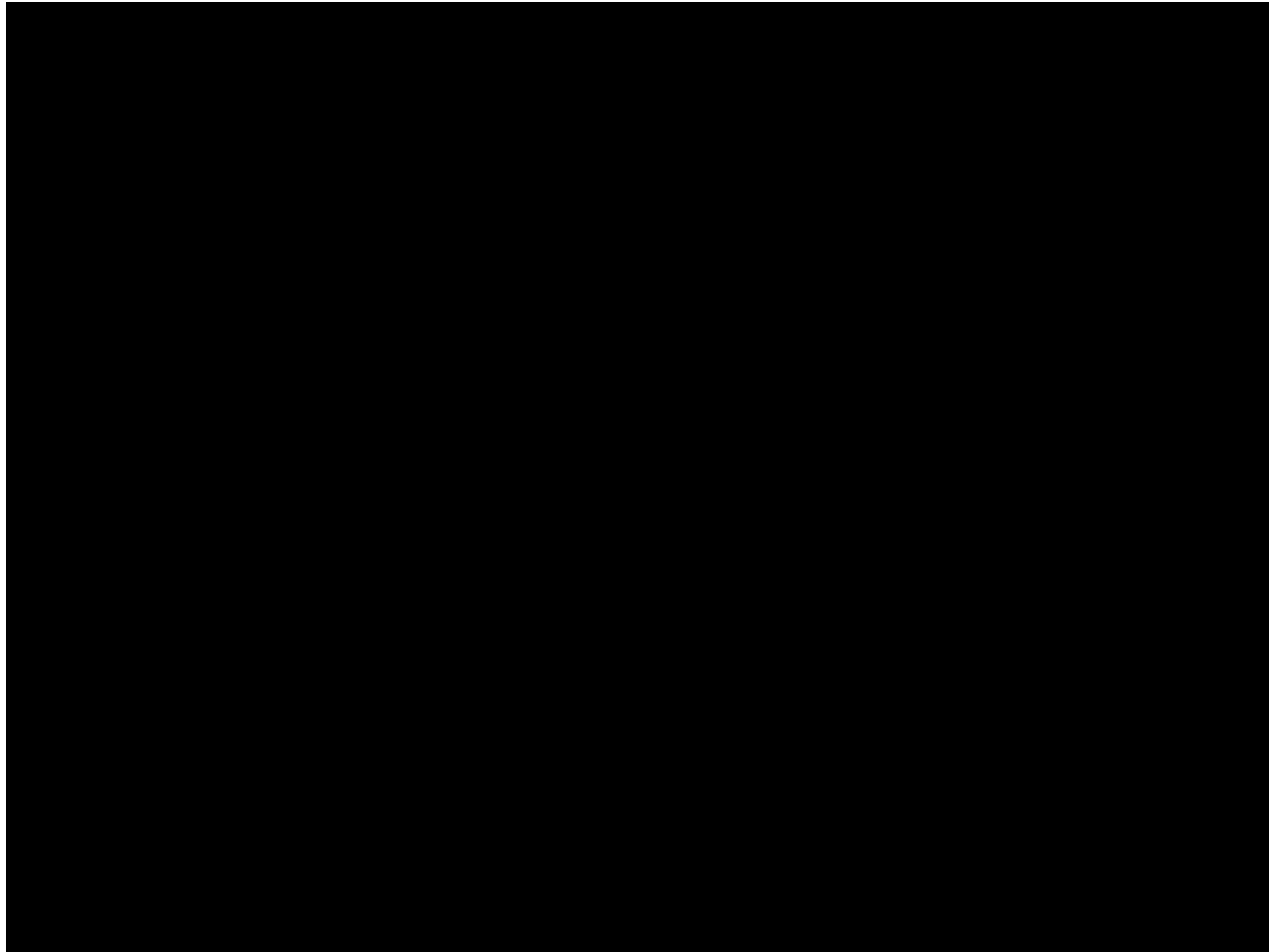
# KEY INFRASTRUCTURE - MCCULLOUGH DRIVE

- THE COMPLETE STREET



## McCullough Drive Extension & Streetscape

- \$11,300,000 City Bonds 2014 & 2016





# DEFINE CLEAR CENTERS OF COMMUNITY

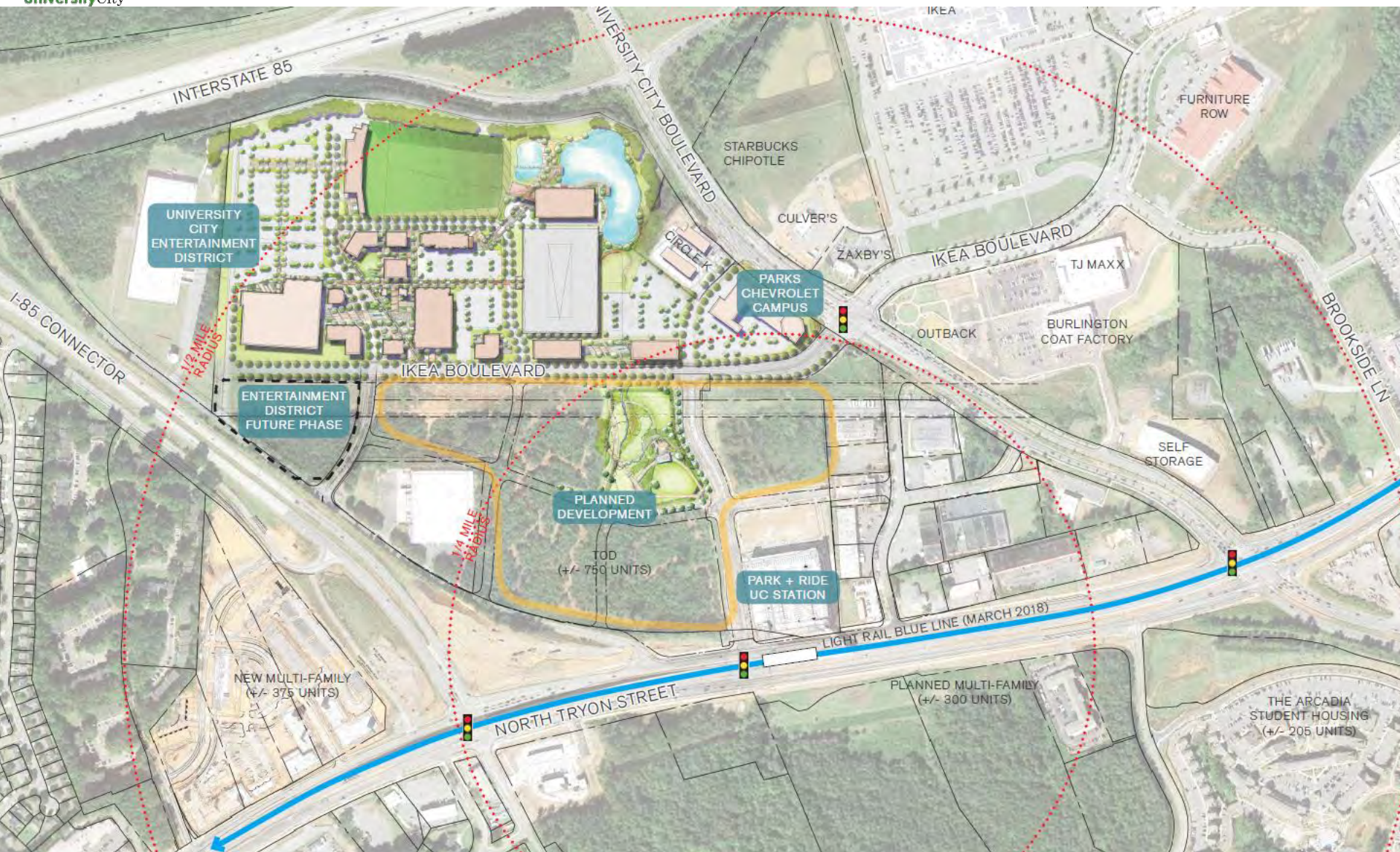
- Define urban centers and points of focus
- Fostering diverse and inclusive community centers and centers of the community including URP and UNCC





universityCity

# BUILDING IN CENTERS – UNIVERSITY STATION





universityCity

# BUILDING IN CENTERS – UNIVERSITY STATION

- **Top Golf – University Station**

- 14.2-acre golf-focused facility, is expected to anchor a large entertainment district near the University City Boulevard Transit Station.





universityCity

# BUILDING IN CENTERS – ATAPCO



JDAVIS  
3100 Park Road, Suite 1000, Charlotte, NC 28202  
Phone: 704.375.1000  
Fax: 704.375.1001

Atapco  
University Executive Park  
Troyen Street  
Charlotte, NC

Schematic  
Design



APPROVED BY  
CITY COUNCIL  
DATE: 07/10/17

SE 1

A3.02



# BUILDING IN CENTERS– WATERS EDGE

- University Place Redevelopment Phase 1 – E.B. Arrow “Waters Edge”
  - The aim of this project is to shape the Western part of the University Place property into a mixed-use development. This site creates a better urban form for U-City while constructing a new home for the Charlotte Mecklenburg Library.
  - 300,000 square feet of new commercial space, 600 residential units.





universityCity

# BUILDING IN CENTERS— WATERS EDGE



Potential Home of the Charlotte-Mecklenburg Public Library





# BUILDING IN CENTERS – UNCC CENTER

- UNCC Conference Center
  - Work is expected to start soon on the \$87 million project to build 226-room Marriott Hotel and conference center on North Tryon Street at the JW Clay Boulevard Station



# UNCC CONFERENCE CENTER



# BUILDING IN CENTERS – URP

- Located in the Research park we currently have in the planning stage multiple residential developments.
- One of which is the 300 +/- Townhome community by Mattamy Homes.



## Proposed building Designs





“ The twentieth century was about getting around. The twenty-first century will be about staying in a place worth staying in.

*- James Howard Kunstler, the Geography of Nowhere*



# QUESTIONS & ANSWERS

---

COME ON RIDE THAT TRAIN!

Tobe Holmes

[tholmes@universitycitypartners.org](mailto:tholmes@universitycitypartners.org)

704-688-2482