

UNIVERSITY CITY

ANNUAL REPORT 2018



YEAR IN REVIEW: SHAPING TOMORROW'S URBAN FUTURE

Truly great moments come just once. For University City and University City Partners, our **great moment** is NOW.

Light rail. Thousands of new homes. Massive investments in transportation and infrastructure. Major properties being overhauled or totally repurposed to grab the momentum of our transit-driven, urban-focused future.

You need only to ride the LYNX to South Charlotte to see what our future may hold, if we're proactive. We have spent the last year and more crafting plans for our new urban center, redrawing rules for multifamily housing, developing complete-street plans for our walkable future and helping businesses make the most of light rail.

The coming year could be even more intense.

The future campus conference center and hotel may spark the first wave of redevelopment at University Place. Private investment in hundreds of apartments and for-sale town homes in University Research Park will move the sprawling, ultra-low-density business park one small step toward a place where people truly want to live, work and play.

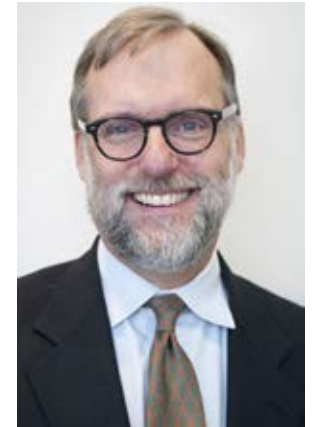
The new entertainment district is in the making at the University City Boulevard station.
The North I-85 bridge linking the JW Clay Station and the Research Park.

University City Partners has an ambitious plan of work for the coming year and we are embracing our mission with determination and optimism.

We invite you to join us. **Great moment** are even better when shared!



University City's Wine Festival - Courtesy of Littlefield



Stuart Parks
Chairman of the Board



Darlene Heater
Executive Director

WHO WE ARE

Our Mission - University City Partners is a 501(c)4 not-for-profit corporation. The organization's mission is to create, develop, sponsor and support projects, programs and initiatives that build and sustain the economic vitality of University City.

Our Vision - University City will be a vibrant, people-oriented place that is urban in scale and design. Energized by light rail, it will be a popular and accessible destination for everyone. It will offer diverse and unique choices to **LIVE, WORK, PLAY, LEARN** and **INVEST**.

PROGRAM OF WORK

Recruit, Retain & Invest - Foster and support job and business growth, an active real estate market, retention initiatives, and efforts to enhance the live-work-play environment.

Market, Communicate & Activate - Effectively brand University City, build awareness and promote an accurate, clearly defined image of its attractiveness.

Envision, Plan & Develop - Lead initiatives involving the community, UNC Charlotte, Carolinas HealthCare System University Hospital, government agencies, developers, and other stakeholders in planning improvements to transportation, infrastructure, and amenities.

Research & Support - Produce actionable data and research to support the growth and development of University City.

Convene, Communicate & Advocate - Convene University City's various stakeholder groups to help University City Partners better understand community issues and needs and build consensus to grow and sustain economic development in University City. Ensure University City's interests are represented in key decisions and investments.

Administrate & Govern - Implement nonprofit best practices for governance and operations.

BUDGET

In FY18, University City Partners invested \$752,252 of revenue in the community. The chart below illustrates the use of funds to implement the FY18 Program of Work. Audited financial statements are available on our website at: www.universitycitypartners.org.

	Economic Development	13%
	Planning & Development	23%
	Events	18%
	Marketing	16%
	Administrative	22%
	Capital Projects	8%



Paddleboat rides at Shoppes at University Place - Courtesy of Virtual Scan3D

ACCOMPLISHMENTS

Envision, Plan and Implement

University City Partners invests considerable time developing and leading initiatives that involve the community, civic groups and stakeholders. In the past year, UCP:

- Convened six planning and development committee meetings
- Hosted a talk by Mitchell Silver on the importance of parks in placemaking
- Developed a public-realm investments strategy
- Completed multifamily guidelines
- Secured partnerships and funding for the UNC Charlotte transportation and arterials study
- Began placemaking interventions at the Camino Center and at Ucity Blvd/Harris Blvd for the Cross-Charlotte Trail
- Addressed design concerns for the planned new CMPD station
- Advanced design of the North I-85 Bridge

Convene, Communicate and Advocate

From light rail to park bonds, UCP has organized efforts to promote, influence and share information about key issues affecting University City. In the past year, UCP:

- Convened meetings to educate local businesses on light-rail mobility options, including producing a map showing Ucity mobility options
- Launched business networking events via a community business committee
- Successfully advocated for restoration of 2007 bonds completion, including restored funding to pave a portion of Mallard Creek Greenway, through extensive outreach to area residents and greenway users

Market, Communicate and Activate

University City Partners promotes a positive image of University City as a desirable place for business and residents.

In the past year, UCP:

- Expanded the Healthy UCity Race Series, with nine events and UCP providing a central website, advertising support and coordination
- Produced Wine Vault University City Wine Fest at University Place for a sell-out crowd, raising \$20,000 for University City Regional and Sugar Creek libraries
- Produced inaugural Charlotte Kids Fest with UNC Charlotte for thousands of youngsters
- Partnered with the Arts and Science Council to promote the arts and culture in University City
- Produced a development report, submarket comparison report and annual report
- Shared positive news via twice-monthly e-newsletters and monthly commercial-real-estate newsletters, social media and story feeds to area media outlets

Recruit, Retain and Develop

Our business climate continues to benefit from the strong regional economy and the launch of light-rail service in March. Our submarket office vacancy rate is now down to 7.1 percent, with significant new leases and expansions totaling 331,319 sq. ft throughout University City.

In the University Research Park, Duke Energy has added 35,000 sq. ft. and renovated 80,000 sq. ft; Electrolux completed office renovations, EPRI has added research space and renovated office space, IBM relocated 21,461 sq. ft. and Huber Engineered Woods added 5,568 both in One Resource Square; Office Solutions opened first co-working space in Two Resource Square.

In Innovation Park, Allstate relocated and is adding jobs, AXA expanded by 40,000 sq. ft, American Tire leased 15,000 sq. ft, and Classic Graphics added 10,000 sq. ft. to their space.



UNC Charlotte Levine 2018 Graduates

Other significant new leases and expansions include:

- Novant Cancer Treatment Center leasing 15,000 sq. ft. for a new facility at University Executive Park - among seven new leases totaling 48,975 sq. ft.
- Atrium Health - University City is expanding a medical office tower
- The National Junior College Athletic Association leasing 6,000 sq. ft. in newly renovated One University Place, among five new leases totaling 23,200 sq. ft.
- Quantum 3 Media, leasing 15,000 sq. ft. at The Grove, among eight leases at The Grove totaling 51,705 sq. ft.

UCP also supported the sale or development of 13 properties within the MSD.

Retail Growth

More than 20 retailers opened or are coming soon with new shops and restaurants. A new entertainment district near the University City Blvd Transit Station was approved; Top Golf is expected to be the anchor tenant.

New Investment

New investment in University City is equally impressive.

Projects include:

- Holiday Inn Express (Belgate) and three other hotels in the development pipeline
- Four new or converted office buildings, including the 496,000 sq. ft. former Flextronics office-manufacturing facility
- UNC Charlotte's science building (a \$101 million investment)
- Nine residential communities totaling more than 2,500 units, including approval for URP's first townhome community
- Hotel Conference Center on UNC Charlotte's CRI campus

Recruiting New Business to University City

University City Partners invested time and resources in economic development by:

- Responding to 44 commercial real-estate industry requests for information
- Executing RFPs and relocation inquiries for nine potential projects
- Hosting two broker breakfasts and making eight presentations to groups including the ULI BLE Tour, CREW and the Charlotte Chamber



Race2Educate 5k Volunteers - Courtesy of Chick-fil-A



University City Taste



UNC Charlotte Wheels - Courtesy of UNCC



Shoppes at University Place



Check Presentation at UCity Connect meeting

PROGRAM OF WORK PRIORITIES

University City Partners FY18-19 Program of Work includes initiatives and investments in marketing and branding, economic development, planning and development, and convening, communicating and advocating for University City.

- University City Transit Area Plan Implementation
- University Research Park Area Plan Implementation
- University City Parks Plan Implementation
- Master Planning: University City Blvd Station
- Transit Station Development
- Transportation Arterials Study
- Blue Line Extension Transit Connections
- Business Recruitment and Retention (talent pipeline, networking events)
- Retail Focus (local/regional businesses)
- Public Realm Investments
- Placemaking
- Events: Wine Festival, Charlotte Kids Festival, Healthy UCity Race Series; planning for two new events Unsilent Night, New Year's Day 5K
- University City Vision

VISIT OUR WEBSITE

Follow our story by visiting www.universitycitypartners.org



Charlotte Kids Festival



Students in lab at UNC Charlotte - Courtesy of UNCC



Small Business Networking Event



Chess & Checker Board at Shoppes at University Place



UNC Charlotte Students

LEADERSHIP

EXECUTIVE COMMITTEE

CHAIR

Stuart Parks

Owner and Managing Principal
The Arden Group

VICE CHAIR

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Economic Development Director
City of Charlotte

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Atrium Health Hospital - University City

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Senior Consultant / Architect
Microsoft



UNC Charlotte - Courtesy of UNCC

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